

kuudoh

Kuudoh's Mobile Incentive Network (MIN)

Rewards in-store purchases with in-game rewards

Buy!
in the store



Get!
in the game



- ❖ Motivate gamers to shop more – every day!
- ❖ AI-driven, *personalized* daily promotions
- ❖ Connect store and game apps & inventories

Gaming Insights

\$80 Billion of in-app spending
Comes from 2% of gamers...



...but they all go shopping
(or their parents do)

**Gamers will shop to
get free in-game rewards.**

Would shop more often to earn gaming rewards



Would buy a promo item to earn gaming rewards



Would download an app to earn gaming rewards



Kuudoh Survey: Japan - 2,000 respondents (800 selected mobile gamers)

Source: Statista, Worldwide Gaming Market 2023

Patented A.I. Technology



Personalized

AI tailors rewards to each player's gameplay & shopping habits, driving daily action.



Balanced

Matches real-world purchases with in-game value to protect game economies and player trust.



Real-Time

Monitors game events and store inventory to launch timely, targeted offers that move products.

Value & Synergy



Visits



Loyalty



Profitability

- ❖ Reduce food waste
- ❖ Promote new items
- ❖ Boost brand loyalty



Engagement

**Retention
& Acquisition**

Monetization

- ❖ Commission on daily in-store sales

Connected Experiences: Link brands, products & tech to drive more sales

Connect any game
& any store
(or 20 games to one store!)



Seamless API integration:
No extra dev work

Daily sales promos are shown within store and/or game app

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