



Mergers and Acquisitions Panel

“Show Me the Money!”

February 10, 2021

Panelists

- **Joakim Achren is a gaming entrepreneur, with fifteen years of experience from two venture-backed gaming startups, including Next Games, which IPOed in 2107. Joakim is now running Elite Game Developers, a company that helps entrepreneurs start their first games company. He's also an angel investor in Skunkworks Games, Lightheart Entertainment, Savage Game Studios, and more. Joakim recently took on the role of Venture Partner at Play Ventures. **Summary: Successful Techie Brainiac!****



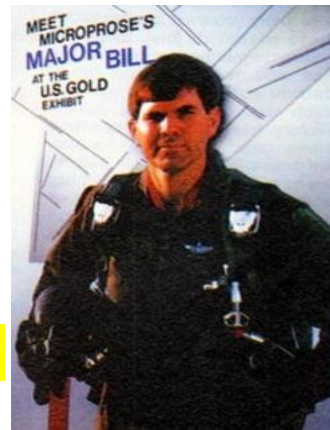
- **Jim Ying is Managing Director and Head of CV Capital's Digital Entertainment and Mobile practice. CVCapital is a boutique investment bank advising on late-stage investment and M&A, with a focus on gaming and media. The company has completed over 100 transactions with a total value of over US\$10 billion, including transactions for Applovin, Behaviour and Skybound Entertainment. Prior to joining CV Capital, Jim held operational roles in the games industry at Xbox, 6waves, GREE and Tango.**



Summary: Successful Investor and Finance Brainiac!

Panelists

- **Alvaro Alvarez del Rio** has been a venture capital professional since 2011 and is currently focused on games and consumer companies at seed stage. He invested and participated in the sales processes of companies like Supercell and Hutch Games. He has led 80+ investments over the years and currently sits on the Board of 9 companies, including 6 companies creating mobile games. **Summary: Successful and Resourceful young Brianac who started investing Early, also Finance Brainac!**
- **JW “Bill” Stealey**, Lt. Colonel, USAF Retired, Command Pilot, CEO of iEntertainment Network Inc., IENT.com, (OTCBB: IENT), founded, grew, and took two game software companies to the public markets successfully, MicroProse Software with Sid Meier and Interactive Magic. Wild Bill is currently trying to do it again, partnering with other game companies to grow IENT’s stock value for all its stockholders. Contact JWStealey@ient.com if you want to chat about joining WB and these companies. **Successful Military Pilot, Finance and Leader guy who hired great teams and made successful products!**



Questions for the Panel

The Sellers Side?
or
The Buyers Side?

Announcement/Glu Sold!

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ: EA), a global leader in interactive entertainment, and GluMobile Inc. (NASDAQ: GLUU), a leading global developer and publisher of mobile games including *Design Home*, *Covet Fashion*, and *MLB Tap Sports Baseball*, have entered into a definitive agreement under which Electronic Arts will acquire Glu Mobile. Under the terms of the agreement, EA will acquire Glu for \$2.1 billion in enterprise value. Glu stockholders will receive \$12.50 in cash for each share of Glu stock, representing a 36% premium to Glu's closing share price on February 5, 2021. Upon closing, the acquisition will be immediately accretive to Electronic Arts' total net bookings and is expected to grow underlying profitability beginning in its first year.

- **Chris Akhavan, SVP, Business Development, Corporate Development, and Advertising, Glu Mobile, is very busy.**



Questions for the Day??

**Why Did
Electronic Arts
buy
Glu?**

Questions for the Panel

- **What risks do both sides have trying to do either side of the acquisition or merger?**
- **If you are on the “Show me the money side” as the company that has been asked to consider being acquired, what are the most important details/facts you need to get to know before you respond to the question,**
- **From the buyer side, what are the most important things you should consider when thinking about targets for a merger or acquisition?**

Questions for the Panel

- **If you are the seller, what could you do to make yourself more attractive enough to be acquired?**
- **What, as the seller, do you want to get from the acquirer and what risks should myself and my partners want to avoid?**
- **What might you as the seller use to make sure you maximize your value to the acquirer?**

Questions for the Panel

- **How does the acquirer value your company and what facts should the acquirer consider making the decision?**
- **What financial data is the buyer going to want to get from you? Should you give the acquirer that data the first time he asks?**
- **What restrictions do you want to avoid if you are agreeing to be acquired?**

Questions for the Panel

- **What do you do after you have been acquired?**
- **What should a game studio do to set themselves up for a potential acquisition by a larger game publisher?**
- **What do large game publishers look for when evaluating potential acquisitions?**

Questions for the Panel

- **What kind of questions should game studios who are being approached by a potential buyer be asking to better understand what to expect if they end up being acquired?**
- **What is a notable transaction that occurred this year and why do you think it's notable?**
- **What are some trends that are impacting investment and M&A in the space?**

Panelist on LinkedIn.

- **Joakim Achrén, Founder @ Elite Game Developers,**
• <https://www.linkedin.com/in/jachren/>
- **Jim Ying, Managing Director; Digital Entertainment, Cross-Border Investment/M&A at CV Capital**
• <https://www.linkedin.com/in/jimying/>
- **Alvaro Alvarez del Rio Partner at Initial Capital and Investment Director at Swordfish Investments**
• <https://www.linkedin.com/in/alvaroalvarezdelrio/>
- **JW Wild Bill Stealey, CEO IENT.com, Serial Game Entrepreneur and Public Company Founder/JWStealey@ient.com.**
• <https://www.linkedin.com/in/jw-bill-stealey-47b25/>



**This PowerPoint and the Answers
will be posted on our IENT.com,
Webpage by Friday, Feb 12th.**



Your Questions?

Have a great Day and a better 2021!



Fly Miss MicroProse with Major Bill

Major "Wild Bill" Stanley, MicroProse President, USAF Reserve, graduated from the U.S. Air Force Academy in 1970. As a U.S.A.F. instructor and Pennsylvania Air National Guard pilot, he has flown more than 3,000 hours in jet airplanes.

Now you have a chance to take-off into the wild blue yonder with Major "Wild Bill" Stanley, president of MicroProse Software. All you have to do is send us an essay (200 words or less), telling us why you like any one of the six MicroProse products shown below. It's easy!

If you're one of the 3 grand prize winners, we'll fly you to Maryland, give you a tour of MicroProse and take you on the ride of your life in the company's 1425-horsepower T-28 Trojan airplane — the MISS MICROPROSE. 100 other winners will receive T-shirts, stealth fighter models and a coupon for \$10 off your next purchase of a MicroProse title.

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These Questions and Panel Members Linked In Links can be found on IENT.com

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The Family

