Elite Systems Ltd is a thirty three-year-old game producer now poised to become a global leader in the booming revival market. It is seeking investment and a strategic partner, to help it grow sales of its Recreated ZX Spectrum device and support further product development.



Reviving the Best Names in Video Games 2.0

"We're crowning Elite's Recreated ZX Spectrum the winner ..." - <u>Stuff.tv</u>

# Revival 1.0 - typical conventional solution



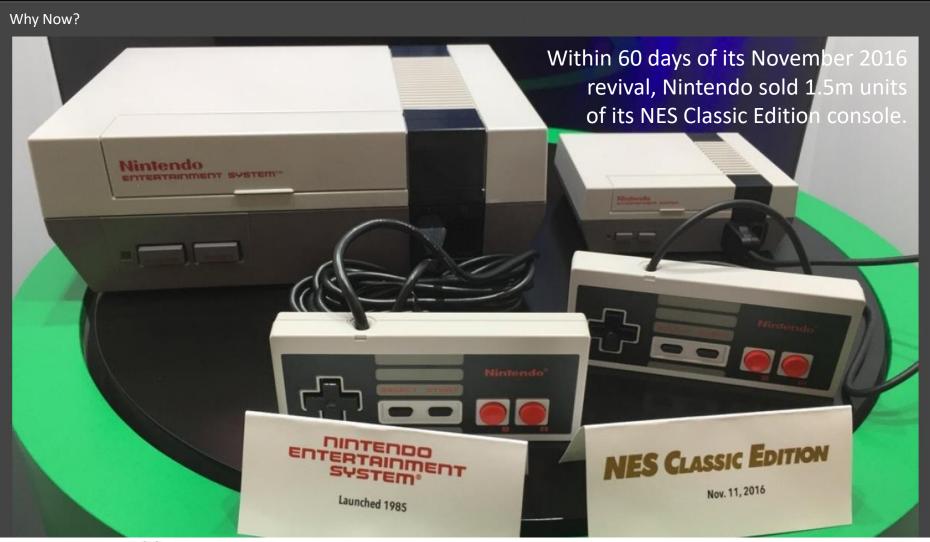
- Revival of 62m selling NES
- Limited # of embedded games
- Wired power, tethered to TVs
- Single-purpose device
  - playing NES games on TVs



# Revival 2.0 - **Elite**'s unique solution



- Revival of 5m selling ZX Spectrum
- Unlimited app-based content
- Portable, Bluetooth® connected
- Multi-purpose device
  - enhances use of phones, tablets,
     Macs, PCs, even Connected TVs\*.





## Revivals ... a billion dollar niche within the video game market.

Assuming revival video game market is 1% of total video game market. Total video game market, US\$99.6B - 2016 Source: Newzoo



### Competition & Exit



More than 1 million sold

Source: theescapist

**ZX Spectrum Vega:** 1<sup>st</sup> generation device, revived August 2015. Manufactured for and sold by Retro Computers Ltd. - tiny, recent market entrant.





**Atari Flashback 7:** 7<sup>th</sup> generation device, revived October 2016. Manufactured under licence from Atari® by AtGames Digital Media Inc.- **potential trade buyers.** 

GEMBOX

WITH THE PROPERTY OF T

Android TV Set-top Boxes: 1<sup>st</sup> generation
Android TV Plug and Play console devices.
Manufactured for and sold by Amazon, Google and numerous 3<sup>rd</sup>-parties - **potential trade buyers.** 

SEGA Genesis Classic Game Console: 2<sup>nd</sup> generation device, revived October 2016. Manufactured under licence from Sega® by AtGames Digital Media Inc.- potential trade buyers.



More than 1 million sold



NES Classic Edition console: 1<sup>st</sup> generation device, revived November 2016. Manufactured by Nintendo<sup>®</sup> - potential trade buyer.



Video Game Publishers: - potential trade buyers.

#### Elite's Revival Products



Product Name:

**ZX Spectrum:** 

**Elite Collection** 

Launch Date:

Q4 '10

Product Type:

Apps

Monthly Sales:

£7.5K

Notes:

Apps withdrawn Q1 '14

- 300K apps
- £300K retail sales\*

\*: ex VAT



**Product Name:** 

Recreated ZX

Spectrum

Launch Date:

Q3 '15

Product Type:

**Device + Apps** 

Monthly Sales:

>£30K

Notes:

Apps withdrawn Q2 '16

- 24K apps
- 5K devices
- £400K retail sales\*



Product Name:

ZX Spectrum for Connected TV

Launch Date:



Product Type:

**Device + Apps** 

Monthly Sales:



Notes:

Target (Year 1):

- -
- \_

**Business Model** 

## Lowest-cost Device:

S.R.P.: (ex VAT) - by-design, a Bluetooth keyboard.

D2C. Cache - form-factor & Sinclair BASIC programming.

Apps:

1<sup>st</sup>-party apps selected from catalogue of 10,000 games and applications. (Alternatively, 'freemium' apps).

## Open Platform:

3<sup>rd</sup>-party apps benefit from devices' functionality









Steve Wilcox: **CEO** 

Notes:

Steve co-founder Elite with his father Brian in 1984. Whilst the devices and apps were conceived and brought to market from the family's kitchen table, Steve's also operated Elite as a 100-man enterprise.



James McKay: CTO

Notes:

James designed and developed both of Elite's proprietary 8-bit computer emulation technologies. James also designed and developed the devices' firmware and their companion apps.



Financial: Paul Bulzacchel



Legal: Ellen Walker



### Financial



Year 1 Revenue\*:

£0.54M

**EBITDA:** 

£120K

Value (Pre-money):

£1.2M

Investment (20%):

£300K



\*: annualised year-end rate



Year 2 Revenue\*:

£2.43M

**EBITDA:** 

£540K



Year 3 Revenue\*:

£7.56M

**EBITDA:** 

£1.68M

Value (10x EBITDA):

£16.8M

Return (20%):

£3.36M

Notes:

\*: annualised year-end rate



\*:annualised year-end rate



### Contacts & Further Information

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