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THE MARKET

Games accounted for nearly **40%** of downloads, and over **70%** of all consumer spend across both stores

Globally, there were over **31 billion** mobile game downloads

Consumers spent record **\$16 billion** on games in Q3 2019

Mobile games are growing at a remarkable pace — expected to reach **60%+** market share in gaming consumer spend

UNITY USE

50%+ of all mobile games are powered by Unity

60%+ of AR/VR content is made with Unity

70%+ of interactive content is driven by Unity

90%+ of AR/VR companies on *Fast Company's* 'World's Most Innovative Companies' use Unity

100% of the countries across the world have Unity developers

GUARDSQUARE APPROACH

Unity support for both iXGuard (🍏) and DexGuard (🤖)

We Protect **4+ billion** users

Guardsquare solutions **integrates transparently and seamlessly** into the development process

Our solutions provide **multiple layers of protection** for Android and iOS

We protect against **dynamic and static attacks**

We make code resistant to analysis through code hardening with multiple layers of **obfuscation and encryption**

We ensure the integrity of the environment in real time with **Runtime Application Self-Protection (RASP)**

THE STAKES



As mobile games become more hardcore, **both performance and the ability to prevent cheating** becomes even more important

Video game publishers lose up to **40%** of their in-game revenue and microtransactions to fraudsters each year

60% of online games were negatively impacted by cheaters and **77%** of players said they will stop playing if they think competitors are cheating



Sources: "The \$120B Gaming Industry Is Being Built On The Backs Of These Two Engines." Research Insights. CBINSIGHTS, September 20, 2018, <https://www.cbinsights.com/research/game-engines-growth-expert-intelligence/>. | Romain Dillet. "Unity CEO says half of all games are built on Unity." *Tech Crunch*, September 5, 2018, <https://techcrunch.com/2018/09/05/unity-ceo-says-half-of-all-games-are-built-on-unity/>. | "Infographic: Cheating? Game over." *Irdeto*, 2018, <https://resources.irdeto.com/irdeto-global-gaming-survey/infographic-cheating-game-over/>. | Public Relations. Unity, <https://unity3d.com/public-relations>.

