



ESHI GAMES

CRAFTING CULTURALLY-ROOTED MOBILE
EXPERIENCES THAT RESONATE LOCALLY AND
CAPTIVATE PLAYERS WORLDWIDE.



ESHI'S PORTFOLIO



WAZNYAT DRIFT
SIMULATOR

HAJWALA GENRE

stablishing ourselves in a
popular genre



TAT3EES

underserved market offroad

that we used our edge
to capture



TRUCKS DRIFTING
SIMULATOR

Truck simulation
+
Hajwala
capitalizing on both
markets



TAXI FALLA

**EVERGREEN
MARKET**
researching on
how to capture
them

Waznyat Drift Simulator





WHY ESHI

TRACTION AND MILESTONES

Games Developed

Developed **5 Mobile Games**
in different genres



WAZNYAT DRIFT
SIMULATOR



IDLE PARKING



TAXI FALLA



TRUCKS DRIFTING
SIMULATOR



TAT3EES

Monthly Active Users (MAU) in 2024

approximately **615k MAU**

Organic Metrics for Q1

Organic downloads

515k+

Playtime per user

7Mins – 17Mins

PROFITABLE

- in 2024 with marketing
 - Waznyat had **X 1.7 ROA**
- in 2025 without marketing
 - Waznyat makes **still**
Maintains 34K MAU



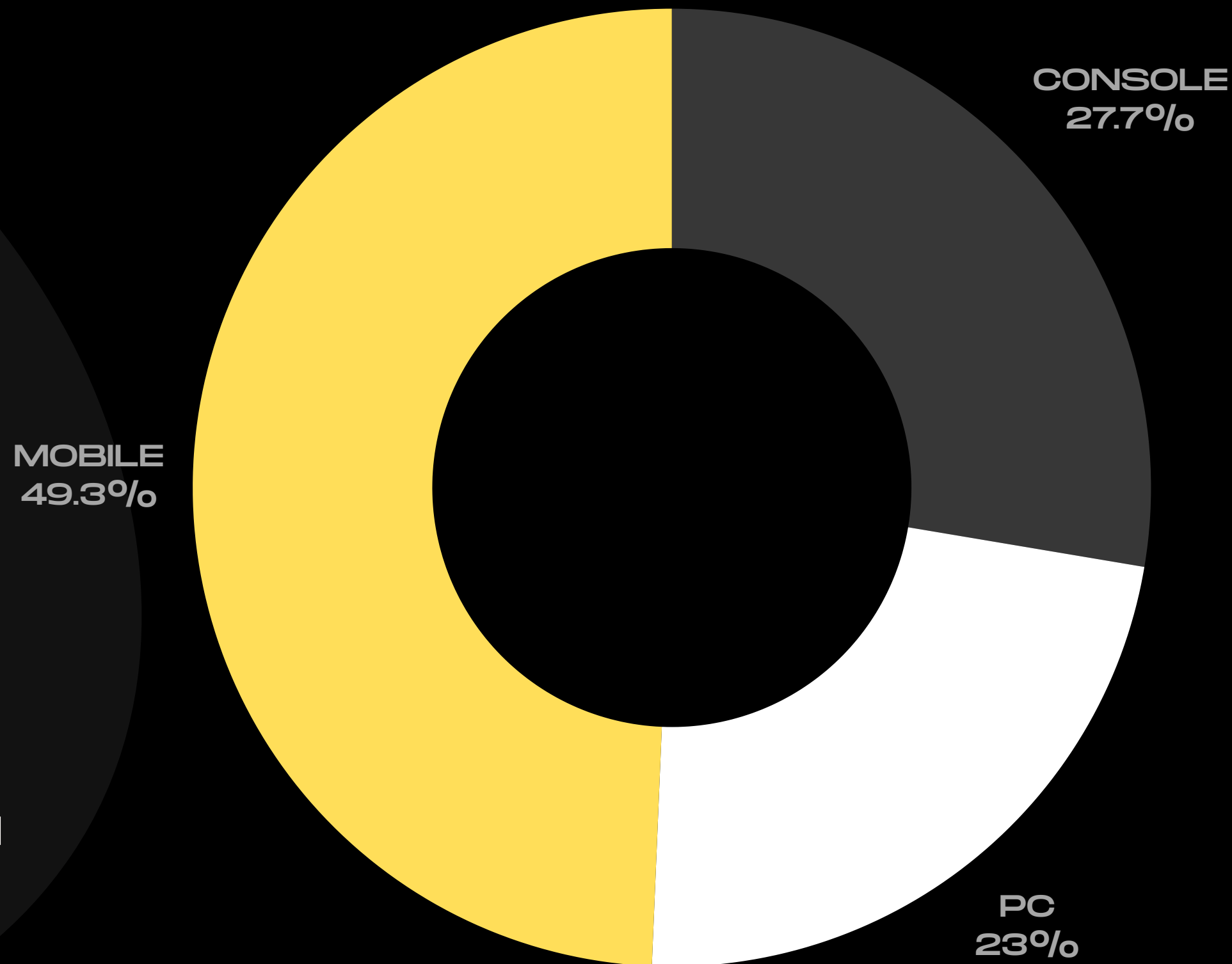
OUR TARGET MARKET

IN 2024 **92.6BN \$**
FROM MOBILE GAMES

THE GLOBAL GAMES MARKET GENERATED **\$187.7 BILLION** IN 2024, REPRESENTING +2.1% YEAR-ON-YEAR GROWTH

MOBILE GAMING ACCOUNTED FOR **49% OF THIS YEAR'S GLOBAL REVENUE**, GROWING +3.0% YEAR ON YEAR TO REACH \$92.6 BILLION

● CONSOLE ● PC ● MOBILE



GLOBAL GAMES
MARKET REVENUE
PER PLATFORM

SOURCE:
NEWZOO.COM

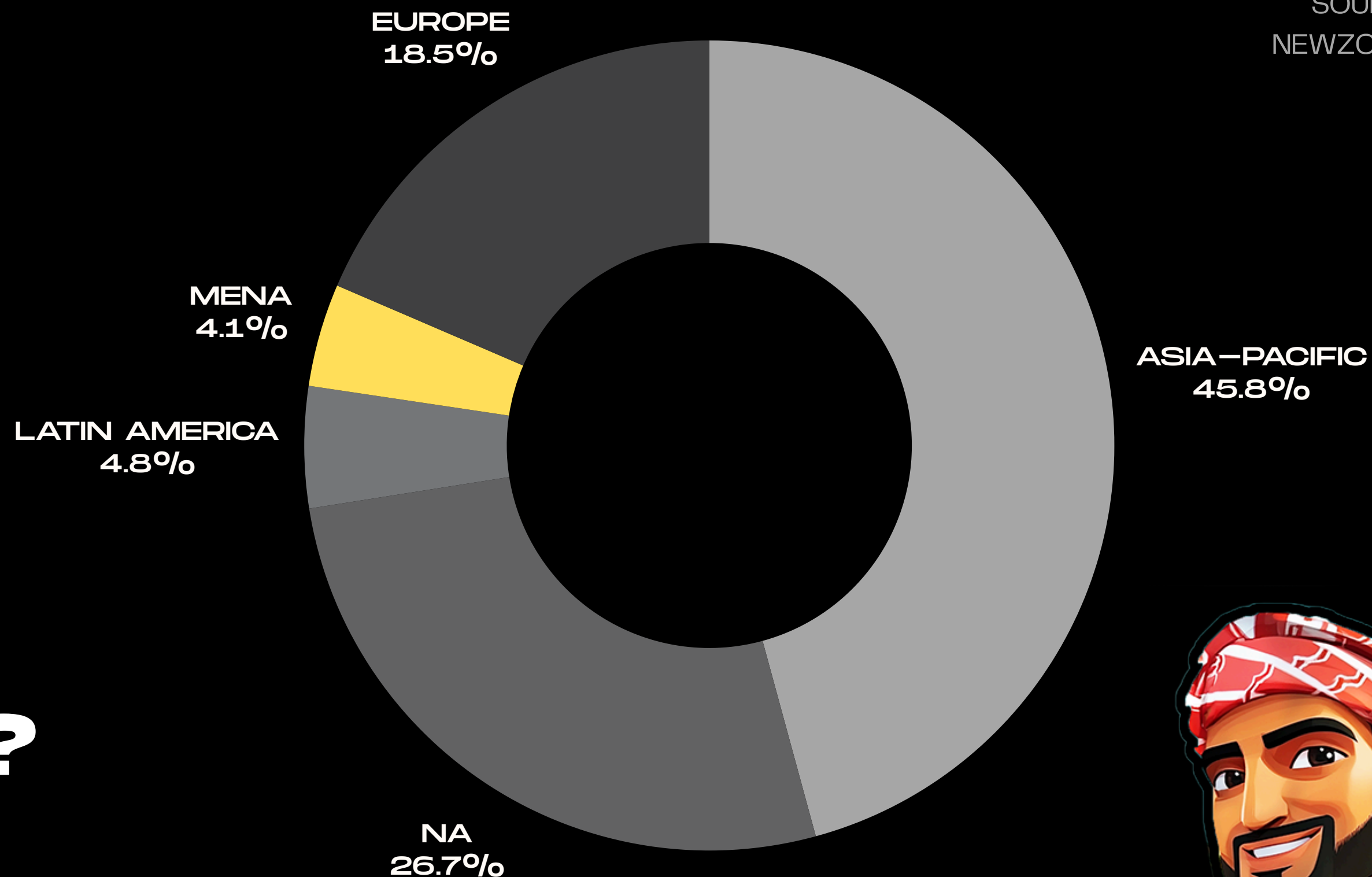


SOURCE:
NEWZOO.COM

WHY MENA?

HIGHEST GROWTH YOY

MENA ACCOUNTED FOR 4%, GROWING
+8.9% YEAR ON YEAR TO REACH \$7.7
BILLION.



GLOBAL GAMES
MARKET REVENUE
PER REGION





TAXI FALLA

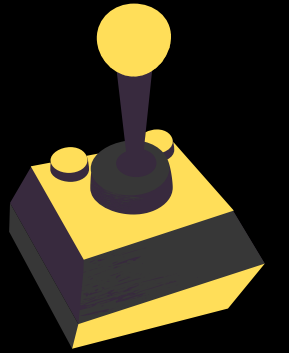
A FAST-PACED ARABIC DRIFTIN TAXI ADVENTURE.



CURRENT FLAGSHIP
TITLE

screenshots





LET'S START ESHI GREAT!



*something in arabic



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