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SPYR Outperforming Projections With Fundamental Approach to Driving Growth

NEW YORK, NY -- (Marketwired) -- 10/13/16 -- SPYR, Inc. (OTCQB: SPYR) has exceeded its own early projections in the company's marketing and advertising campaign for its flagship MMO game Pocket Starships, which recently launched worldwide after its major content update -- the Hivespawn expansion. It was with this update that SPYR began a global marketing and advertising campaign to introduce Pocket Starships to the world. In numbers recently released by the company, it is clear that its approach to driving growth is producing results that are exceeding the internal projections made by the Pocket Starships team.

SPYR's Managing Director of Games, Paul Thind, said it best, "In the games business it is all about quality user acquisition. Once you have the users, the revenue follows."

He went on to say that with a game like Pocket Starships, there is a very specific path to revenue that includes (1) acquiring the user; (2) giving the user time to learn the game, get engaged and then start spending money slowly; and (3) once users are engaged, gamers generally start spending more money. Thind says that SPYR expects to see a dramatic rise in revenue using this fundamental model.

It is this methodical approach that appears to be paying off for SPYR -- at least in the early numbers being reported by the company. Pocket Starships and the accompanying marketing and advertising campaign to introduce the game were officially launched worldwide in the first week of September. Since then, the company's work to acquire users and users who will spend money on in-app purchases is showing significant progress.

Below you'll find a list of percentage increases that represent users (gamers) who are playing Pocket Starships from September 1 through September 22 as compared to all of August 2016:

- New user registrations have increased by more than 600%.
- Daily active users have increased by more than 200%.
- The first day conversion rate (number of users making a purchase on the first day) has increased by more than 30%.
- The number of first time paying users has increased by more than 200%.
- The total number of paying users has increased by more than 85%.
- The number of transactions (in-app purchases) has increased by more than 80%.

World renowned business visionary and consultant Peter Drucker wrote in his book, *The Practice of Management*, "Because the purpose of business is to create a customer, the business enterprise has two -- and only two -- basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business."

SPYR seems to understand this and the company has developed a plan to publish what it thinks can be popular games and then actively market those games to acquire users, which over time will drive revenue through in-app purchases. So far the numbers show the approach is working better than expected and this has to be music to the company and its investor's ears.

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