

MISSION STATEMENT

Krome Studios® is committed to developing and delivering a quality game experience for gamers around the world!

INTRODUCTION

Krome Studios is Australia's largest video game developer and a leading independent player in the worldwide game development community. Since 1999, Krome has led Australia's emergence as a force in the world of interactive entertainment, growing from five employees to more than a 200 full-time game creators, with an expanding network of in-house resources, local vendors and global partners. Krome's vision is to cultivate technological and artistic achievement, creating proprietary technologies that facilitate game development for both original and licensed properties that present universal themes with a uniquely Australian flair. Krome Studios has created ten successful titles on multiple platforms comprising of 37 SKUs to date including *TY the Tasmanian Tiger*™, which is Australia's best-selling video game franchise and Krome's flagship series.

THE COMPANY

Krome Studios has strategically positioned itself as a versatile and dynamic independent development house. The award-winning company is known for creating original games such as the hit franchise *TY the Tasmanian Tiger*™, as well as games based on blockbuster licensed properties such as *Jerry Bruckheimer's King Arthur*, *Barbie*™, *Jimmy Neutron*™, and Disney characters. With *TY the Tasmanian Tiger*™, Krome created not only Australia's top-selling game ever, thanks to platinum sales of the original title, but also an entertainment franchise with a host of compelling original characters immersed in an exciting storyline. The series has sold close to two million units worldwide to date and continues to sell well. In 2004, Krome became one of the few game developers to take its own intellectual property from games to animation by partnering with *The Simpsons* producers DPS Film Roman™, to develop *TY the Tasmanian Tiger*™ into a cartoon for television and/or DVD.

To develop its innovative, quality titles for all gaming platforms, Krome Studios uses advanced proprietary technology developed in-house. Consistent with its penchant for creating quality intellectual property –the company has cultivated a network of Australian talent and vendors as well as global partnerships around its own core staff of more than 200 full-time talented employees.

Krome has built strong partnerships with a number of publishers worldwide, including Vivendi Games', Konami®, Activision®, Electronic Arts™, Disney Interactive and THQ®, to name a few. This has been achieved by delivering quality projects on-time and on-budget without fail and working in a spirit of easy-going cooperation.

Krome continues to work on a series of high profile, creative titles, highlighted by the upcoming release of *The Legend of Spyro™ A New Beginning* published by Vivendi Games' Sierra Entertainment

THE TEAM

Krome Studios prides itself on having the best of the best talent whose collective vision and team spirit has consistently helped the company deliver exemplary results. Krome is headed by two principles, CEO Robert Walsh and Creative Director Steve Stamatiadis, but makes no secret that the key to the company's success can be attributed to the whole team, each member of which is highly valued. The company also believes in a mentoring process where Krome veterans nurture younger members to maximize their talents while preserving the knowledge that years of development experience bring.

Krome is equipped to adapt to heavy project demands and staff parallel teams to work on multiple projects at any given time. In 2004, the company had three teams simultaneously working on projects released in the year, all of which were on-time and on-budget. Krome believes in producing titles with dedicated teams to ensure the continual forward progression of the production and entertainment values of its games.

TECHNOLOGY

In order for developers to stay competitive in today's market, it is essential that every game is designed to amplify the technological performance of the available hardware. As evidenced by its flawless record for on-time and on-budget delivery, Krome Studios is extremely focused on these processes. The company believes that investing in creating proprietary technology is essential to the life blood of its projects.

Krome's development of the Merkury Multi Platform engine is the key to its success. The Merkury engine, which is the heart of most games that Krome creates, is designed to extract maximum performance from each of the many game platforms that Krome supports. Now in its fourth major revision, the engine has had over five years of continuous development and refinement.

In addition to their proprietary engine, Krome has built an internal; grade A Quality Assurance department rather than outsourcing its testing. A major benefit to the tight integration of the QA department is that it streamlines the game approval process by pre-testing builds before forwarding them to the publishing partner. Krome Studios is also well versed in the Sony, Nintendo®, and Microsoft approval systems for the final products, further strengthening its ability to deliver projects on time with maximum success.

ROBERT WALSH, CEO AND CO-FOUNDER

As CEO and Co-founder, Mr. Walsh has turned Krome Studios into Australia's largest game developer and leading worldwide independent game development company. He manages a talented staff of more than 200 full service games creators. Under his sound command, Krome has a spotless record of successfully completing – within budget – all of its projects (ten titles, 37 SKUs) including Australia's best-selling video game franchise and Krome's flagship series, TY the Tasmanian Tiger™.

Mr. Walsh is a skilled professional whose vision and prowess has resulted in numerous accomplishments – both professionally and personally. His innovative philosophy on how to create and manage a successful organization has produced numerous accolades and awards.

His leadership was recognized when Mr. Walsh was presented the Career Achievement award at the 2003 AGDC (Australian Game Developers Conference). In 2004, Krome Studios received the Queensland Export Award for Arts and Entertainment which was an impressive feat since this was the third time in four years.

He has strategically forged solid relations and negotiated major deals with several international video game publishers such as, Vivendi Games', Konami, Electronic Arts, Ubisoft, Disney Interactive, Mattel, and THQ. In 2004, he also secured a partnership with leading animation company DPS Film Roman ("The Simpsons" and "King of the Hill") to create television and DVD productions featuring the characters from the top-selling TY series.

On the rare occasions that he is not manning the helm, Mr. Walsh spends his time engaged in a diverse set of interests which include: photography, surfing and swimming. Mr. Walsh is a Certified Practicing Accountant and holds a degree in Bachelor of Commerce from The University of Queensland.

STEVE STAMATIADIS, CREATIVE DIRECTOR AND CO-FOUNDER

As Creative Director and Co-founder, Steve Stamatiadis is the creative vein behind most of Krome Studios award-winning art and visuals. He manages a team of more than 40 staff while acting as the chief character designer and is also in charge of original Intellectual Property including co-creating Krome's flagship *TY the Tasmanian Tiger™* series.

Mr. Stamatiadis works alongside Krome's other principle, CEO Robert Walsh, to strategically position and further the company's status as Australia's largest game developer and as a leading independent player in the worldwide game development community.

Mr. Stamatiadis' professional experience in game development spans over a decade with roles as game designer, character designer and art director, on a series of award-winning titles. He has created more than 500 unique characters for multiple mediums – games, movies, comics, etc. He is also credited as a founding member of the Australian games development community. He helped to establish one of the first development houses -- Gee Whiz! Entertainment in 1996– where he was responsible for overseeing and inspiring all design, art and visual-related areas on a series of innovative titles including *Halloween Harry* and *Flight of the Amazon Queen*.

While still in high school, Mr. Stamatiadis knew that he wanted to get into the interactive entertainment field after getting his first computer and seeing the theatrical release of "Tron" – which remains a favourite of his, to date. He immersed himself in the arcade scene where he spent endless hours pouring through all things gaming related including magazines, books, etc.

Mr. Stamatiadis draws creative inspiration and ideas from just about everything and anything. This includes mistyped words he comes across in documents, signage, emails and other random places that he collects and stores for later reference in an ongoing file. He is active within the comic / anime scene where he writes and draws a weekly web comic, "Blade Kitten" which has been translated into Japanese. Mr. Stamatiadis studied at the Queensland College of Art where he trained for a BS in Animation. At the Australian Game Developers Conference he received Best Original Character Design award in 2002, 2004 and 2005. Mr Stamatiadis was also awarded the Career Achievement Award, in 2005, in recognition of his successful accomplishments within the Gaming Industry.

CORPORATE HEADQUARTERS

Postal Address:

PO Box 1639

Fortitude Valley

Brisbane, Queensland 4006

AUSTRALIA

Phone: +61 (0)7 32572377

Fax: +61 (0)7 32571168

Corporate Web site: www.kromestudios.com

TIMELINE



1999

- Krome Studios is founded by pioneering Krome staff, including Robert Walsh, CEO and Steve Stamatiadis, Creative Director.

2000

- *Championship Surfer™*, published by Mattel Interactive.

2001

- *Disney's Extremely Goofy Skateboarding*, published by Disney Interactive, Inc.
- *Barbie™ Beach Vacation™*, published by Mattel Inc.
- *Sunny Garcia's Surfing™*, published by Ubisoft, Inc.

2002

- *Barbie™ Sparkling Ice Show™*, published by Vivendi Games.
- *TY the Tasmanian Tiger™*, co-published by EA, enjoyed a worldwide release on GameCube, Xbox and PlayStation2.

2003

- *The Adventures of Jimmy Neutron Boy Genius™: Jet Fusion*, published by THQ Inc. and Nickelodeon Interactive.

2004

- Krome Studios announces it has signed a deal with Konami and Buena Vista Games to release King Arthur, based on the Jerry Bruckheimer motion picture, to be released in conjunction with the film's DVD release.
- The same year, Krome Studios announces a deal made with DPS Film Roman to collaborate in the creation of an animated series for TV/DVD based on the characters from TY the Tasmanian Tiger™.
- *TY the Tasmanian Tiger™ 2: Bush Rescue™*, co published by EA and Krome, enjoys a worldwide release for GameCube, Xbox, PlayStation2 and GameBoy Advance.
- *King Arthur*, published by Konami Digital Entertainment and Buena Vista Games, is released in America.

2005

- *TY the Tasmanian Tiger™ 3: Night of the Quinkan* co-published by Activision and Krome Studios is released on GameBoy Advance, PlayStation 2, Xbox and GameCube for NTSC territories.

2006

- TY the Tasmanian Tiger™ 3: Night of the Quinkan is released on PAL for the Australian market on, PlayStation 2, Xbox, and GameBoy Advance.
- Krome Studios opens a Studio in Adelaide, Australia.

AWARDS



Krome Studios has received more than 20 awards including:

2001

- Premier of Queensland Export Award, Arts and Entertainment category.

2002

- Premier of Queensland Export Award, Arts and Entertainment category.
- PSM Bronze 'Must Buy' Award, for TY the Tasmanian Tiger™.
- Australian Game Developers Award for Best Character Design for TY the Tasmanian Tiger™.

2003

- Australian Game Developers Award to Robert Walsh for Career Achievement.

2004

- Premier of Queensland Export Award, Arts and Entertainment category.
- Australian Game Developers Award for TY the Tasmanian Tiger™ 2: Bush Rescue™ for Best Character Design.
- Australian Game Developers Award for TY the Tasmanian Tiger™ 2: Bush Rescue™ for Best Handheld Game.
- Australian Game Developers Award for TY the Tasmanian Tiger™ 2: Bush Rescue™ for Best Game Audio.
- Australian Game Developers Award for TY the Tasmanian Tiger™ 2: Bush Rescue™ for Outstanding Visual Arts.
- Family Fun.com's Video Game of the Year Awards: TY the Tasmanian Tiger™ 2: Bush Rescue™ – 6th Place, overall.
- Family Fun.com's Video Game of the Year Awards: TY the Tasmanian Tiger™ 2: Bush Rescue™ – 4th Place 9 – 12 year olds.
- Scholastic News Toy Test Top Honours for TY the Tasmanian Tiger™ 2: Bush Rescue™.

2005

- Australian Game Developers Award to Steve Stamatiadis for Career Achievement.
- Australian Game Developers Award for TY the Tasmanian Tiger™ 3: Night of the Quinkan for Best Original Character Design.
- Parents' Choice Foundation – Spring Parents' Choice Award Winners: Video Games for:
 - TY the Tasmanian Tiger™ 2: Bush Rescue™ PS2.
 - TY the Tasmanian Tiger™ 2: Bush Rescue™ Xbox.
 - TY the Tasmanian Tiger™ 2: Bush Rescue™ GameCube.
 - TY the Tasmanian Tiger™ 2: Bush Rescue™ GBA.

2006

- Parents' Choice Funstuff Award for:
 - TY the Tasmanian Tiger™ 3: Night of the Quinkan.