

The SMS Story

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A high-angle, close-up shot of an Audi Formula 1 car on a racetrack. The car is silver and black with red accents. It features the Audi logo, Bosch, Mahle, and Michelin branding. The number '2' is prominently displayed on the front wing. The car is positioned on a track with yellow and blue markings. A large red semi-transparent box is overlaid on the left side of the image, containing the text 'Who we are'.

Who we are

- Independent computer game company based in London, Singapore and soon Luxembourg
- Privately owned, visionary founder, roots going back to 2001
- Focus on highly realistic racing games built around the existing state-of-the-art Madness Engine, operating across all platforms
- Core team of over 30 developers working together since 2005
- Best-of-class proprietary technology, fully VR- and next-gen enabled, all rights owned by the Company
- Strong, active fan community involved in all aspects of game production and online racing




What drives us?

- SMS is a technology and genre leader
- Proven track record of success and economic performance
- One of the strongest independent players in the AAA games market
- SMS has a stable and experienced team spanning the globe, covering all major gaming genres
- Multiple accolades, e.g. Project CARS awarded “Best racing game” by PC Gamer
- VR: one of only several launch- and reference games for Facebook Oculus Rift – VR-enabled for all other platforms

Our unique approach



- Highly efficient **DISTRIBUTED DEVELOPMENT MODEL** with over 150 developers operating world-wide allowing for efficient operating and low fixed cost base
- Pioneering of **COMMUNITY-based** funding and self-publishing of racing games – as evidenced by the highly successful Project CARS
- **LEAN OPERATING MODEL** with nimble production team and focused leadership structure: difficult to replicate and providing SMS with a clear competitive advantage.



LUXEMBOURG
What we're doing.
How we're doing it.

- Develop existing Engine into a marketable product as **MIDDLEWARE**, allowing delivery of high end graphics and realistic physics through multi core processor architecture (**ioENGINE**)
- Engine is suitable for use in non-gaming applications, in particular **HIGH-END SIMULATION** software - has attracted significant interest from major multinationals, especially car manufacturers
- Multiple applications leading to **JOINT PROJECTS** with industry players and governments
- We see ourselves as Enabler, Accelerator, Facilitator
- Monetization via **LICENCING** models

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What we're doing.
How we're doing it.



- Development of ecosystem evolving around future **ioEngine** and SMS technology platform → resulting licensing applications to a global audience of 1) developers/studios and 2) non-gaming industry
- Examples of applications outside of gaming:
 - replicate test environments that run simulated scenarios including traffic, road rules, AI, dynamic objects (pedestrians, changing weather conditions etc.)
 - military simulations
 - multiple applications within a VR context



Why Luxembourg?

THE “USUAL SUSPECTS”

- Strong national cohesion embedded in a sound socio-political environment
- Favourable regulatory and legal regime

FUNDING & BANKING ASPECTS

- Desirable EIF/InnovFin instruments
- Attractive financial centre
- Availability of grants, subsidies etc

RESEARCH & DEVELOPMENT

- SnT and Luxembourg-Singapore connection through FNR
- Potential for industry partnerships
- Forward-looking techno initiatives, e.g. automotive cluster

IP BOX

- Traditionally, extremely attractive regime
- Pro-business government willing to listen to the industry

LUXEMBOURG INC

- Growing local tech community
- Proximity to “movers & shakers”
- Human dimension



Thank You

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