

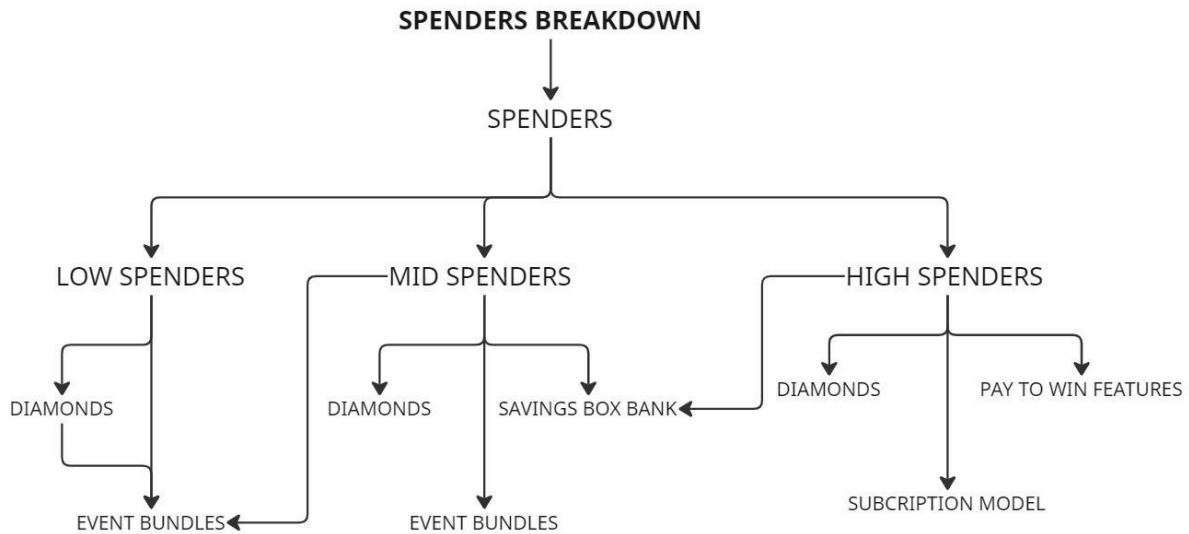
MOBILE LEGENDS

MONETIZATION SHEET

-RANJITH

PURCHASES THROUGH REAL MONEY

- **PREMIUM VIRTUAL CURRENCY:** Diamonds are the premium currency of the game with which you can instantly buy skins, characters, Gacha wheels and chests also effects and emotes which are exclusive and also events that the game would bring
- **SUBSCRIPTION MODEL:** Twilight pass is the subscription model of the game which provides constant rewards like tickets and diamonds and subscription exclusive rewards
- **SAVINGS BOX BANK:** It is a weekly box where when you play games and do the savings box quests it keeps increasing you diamond count and you can check out at the end of the month with all the diamonds that you've banked
- **EVENT BUNDLES:** Certain events and collabs requires Diamonds or more money for those rewards and quests to open and all of those events have their own currency and shop which is exclusive to spenders
- **PAY TO WIN FEATURES:** The game is not explicit with their pay to win feature but there surely are elements to boost your abilities with diamonds or upfront money which unlocks things like ability emblems, spell unlocks and Pro setups



miro

DIAMONDS

WAYS TO OBTAIN DIAMONDS:

- **In-App Purchases**
- **Savings box bank**

The only way to obtain diamonds is through paying; there is no diamond reward through progression in the game.

WAYS TO USE DIAMONDS:

- **VARIOUS SKIN TYPES:** The major reason to get diamonds would be to get access to the skin library. There are Skins for statue, Skins for heroes, Skins for skins (Painted skins)
- **SHOW-OFF EFFECTS :** emotes, killing notifications, frames etc..... are made diamond exclusive. This kinda defines the mid spenders and above to that of low nad. Most of them are timed as well so they need to be top upped

- **GIFTING:** You can gift skins heroes, emotes etc.. to your friends which can only be done through diamonds
- **GACHA DRAWS:** The game is quite gacha intensive to get exclusive skins and content Which requires Magic wheel Aurora summon and the lucky spin which has a token which needs diamond you can also get it through other diamond related purchases And they all follow The typical “Buy it 10 times for a guaranteed Skin”
- **Events and Tournaments:** There are exclusive tournaments and events which require tickets which needs diamonds to get access to

SPENDER’S MOTIVE:

Getting people to pull out their wallet

- Diamonds are the only way to unlock a lot things hence it clearly defines a spender and free player and that gives more credibility to it
- They have insane offers like they make everything 1 diamond which makes free players take out their wallet to spend and make them a low spender
- The Entire Gacha dynamics that the game has kinda entices the low spenders to try their luck out But thats kinda like a gamble which only the high spenders can afford and it's also catered towards them
- Most of the mid spenders have a certain main character that they usually use so they just get things associated with that character and also they also play a lot of ranked games so the game gives them tournaments to focus towards them and give positive reinforcement for more engagement