

UEFN

Microtransaction Plan

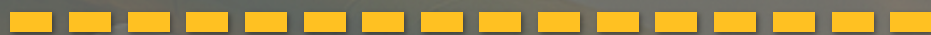




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Rationale

While there has been no official confirmation from Epic Games regarding UEFN creator stores, we have received credible unofficial guidance from Epic contacts and partner studios that store functionality is in development and likely to launch in the foreseeable future. Based on this, we have prepared this brief to outline our current high-level thinking on microtransaction and store strategy.

We are keeping this plan separate from our core live-ops and monetization strategies for two reasons:

1. **Contingency and Flexibility:** We want to avoid overcommitting resources or making design decisions before Epic's final policies, technical requirements, and revenue share models are fully published.
2. **Transparency:** By presenting this as a standalone, provisional strategy, we demonstrate our readiness to act swiftly and responsibly the moment the opportunity arises without disrupting our ongoing production or compromising player trust.

We intend this document as a signal to partners like Keywords that we are both commercially minded and operationally prepared, and that our approach to microtransactions will be measured, compliant, and player-first. Our final approach will be shaped by Epic's published guidance and community feedback.

As development is ongoing, we are building the necessary pipelines and workflows to ensure rapid store integration when the opportunity arises.

Integration with Go-to-Market Plan

Our store-readiness strategy is designed to complement the broader go-to-market approach outlined in the Wings of Valor plan. If creator stores are introduced, our roadmap and content cadence can be rapidly adapted to include cosmetic offers and community-driven purchases, fully integrated with scheduled updates and live events. This ensures monetization is always player-first, transparent, and in harmony with our live service objectives and KPIs.

All monetization features will be planned as natural extensions of our engagement and retention goals, not as standalone revenue drivers.

Microtransaction Plan

Our guiding philosophy is to maximize accessibility and goodwill through ethical, player-first monetization. We will use cosmetic microtransactions exclusively to support community expression and sustainable revenue, while drawing a strict line against pay-to-win or progression-based monetization.



Store Offer

Store offerings will be strictly limited to non-essential, cosmetic content, such as aircraft skins, stickers, emotes, contrails, and player banners. All items will be visually distinctive but will not provide gameplay advantages or affect progression. There will be no loot boxes, gambling mechanics, or any system that exploits minors or vulnerable users.

Pricing

Pricing will be intentionally low to encourage wide adoption and organic community sharing. Our anticipated entry point is the equivalent of \$0.50–\$2.00 (in V-Bucks or platform currency), following successful models in other leading live-service games. Occasional bundles or time-limited variants may be offered, but always in compliance with Epic's store policies and consumer protection standards.

Value

We believe broad accessibility and fair pricing are essential for long-term player loyalty and positive sentiment. Microtransactions will always be optional, clearly communicated, and designed to enhance player experience without fragmenting or undermining it. All content and offers will comply fully with Epic's published guidelines, regional regulations, and parental controls.

Readiness & Compliance

We are prepared to develop, QA, and release new cosmetic content on short notice, adapting our content cadence as needed to capitalize on new store opportunities, customisation systems will have already been developed. All microtransaction activity will comply with Epic's store policies, relevant laws, and industry best practices.

All store decisions will be informed by real-time analytics and player feedback, ensuring microtransactions remain relevant, desirable, and never intrusive. We will not pursue any monetization that risks community backlash or regulatory concern.