



games for business
the learning experience

Executive summary



Games for Business is an award-winning gamified digital learning platform. We help your company transfer knowledge in an employee-centric and engaging way while improving learning performance at the same time.

We create an integrated learning experience that combines real-life and digital activities.

The Games for Business learning platform engages employees to process the content and boosts their motivation, and it supports the company's leadership with relevant insights and data.

With our digital experiences learning becomes effective and fun at the same time, even in a multi-generational workforce.

The platform is a perfect combination of SYSTEM and SERVICE.

SYSTEM and SERVICE



Our SYSTEM leads the whole learning process by integrating ...

- gamified microlearning methodology
- customizable visual world
- real-life task management
- easy-to-use content management system
- insightful analytical interface
- possible connection to other systems

Our SERVICE includes ...

- full scale project planning, management and support
- content creation and management
- selection of ready-made training contents
- internal communication planning
- IT maintenance
- user management

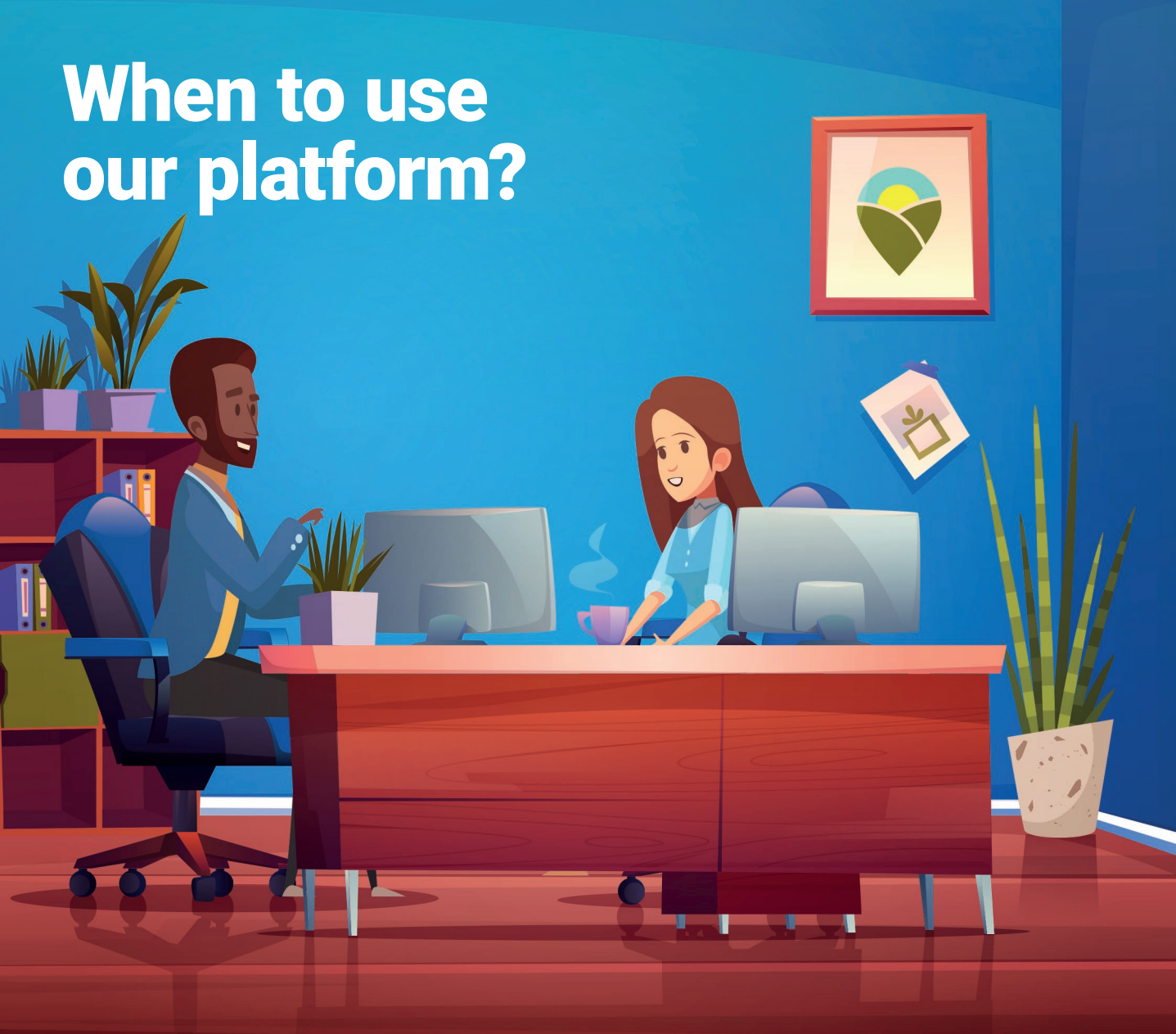
What do we do?



- We engage users and make knowledge transfer effective.
- We make the learning process transparent, clear and consistent.
- We highlight the essence of the information to be transferred.
- We provide an easy-to-use platform with a mobile-friendly interface.
- We develop content and create process management.

+| *We equip our clients with a tool that solves many problems, but not all.*

When to use our platform?



- If you have information that needs to be transferred efficiently and is crucial to be retained.
- If you care about your employer brand and your learning experience.
- If you want to engage your future workforce at an early stage.
- If you want to improve your employee retention capability.
- If you need a solution that your employees will use whenever and wherever they choose.

+| If you are searching for a video game developer company, that's not us.

Why choose us?



Benefits

- Efficient learning, spectacular results
- Employee engagement on a higher level (They will love it!)
- Continuous learning without overwhelming users with information
- Device-, time-, location-, age- and language-independent usage
- Real-time feedback and continuous performance tracking
- Detailed analytics and reports

+| Flexible and professional team with a can-do attitude and an extensive global partner network.

Why choose us?



Features

- Employee-focused with an outside the box approach
- Effective use of microlearning
- A wide spectrum of motivational elements
- Engaging and customizable visual worlds
- Built-in complex virtual and real-life rewarding mechanism
- Comprehensive, GDPR compatible maintenance
- Easy integration with other systems (e.g. SAP, MOODLE)

+| We keep deadlines and there are no hidden costs.

Effective and engaging learning



- Sustainable business approach
- Content library type structure
- Several content topics handled easily
- Flexible and simple content upload and management
- Freedom of choice for users
- Easily constructed training processes
- Intelligent recommendation algorithm
- Quiz-based minigames
- Simulation exercises
- Real-life and digital tasks
- Knowledge battles between users
- Content can be differentiated between user groups
- User and administration statistics, reports
- Well-presentable CSR goals and results

Fields of Focus

G4B Onboarding

 GENERALI

18.6%
improvement
in sales performance

 NN

92%
of users would like
to continue the training

G4B Learning & Development



5 hours
average recorded
usage time per user



60%
voluntary
participation rate

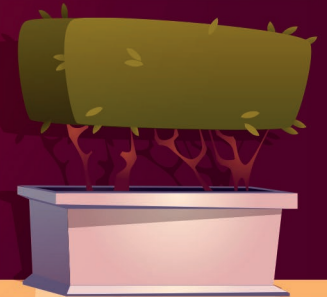
G4B Exclusive Solutions



190%
more candidates

 **BAHN**

each training module
started
3x
on average



G4B Onboarding



We offer an employee-focused and engaging onboarding solution that solves the integration of new workforce to your company.

Our system acts as a virtual mentor that guides new employees through the initial period and provides all the information and knowledge that they need to be successful in their jobs.

G4B Onboarding



What you can achieve with our solution:

- Quick engagement of new employees
- Efficient use of resources needed for onboarding
- Successful initial integration
- Efficient and lasting knowledge transfer
- Strengthening of your employer brand

G4B Learning and Development

A vibrant, stylized illustration of an office environment. In the foreground, a dark wooden desk holds a computer monitor displaying a sunset scene with three trees, a blue mug, a black telephone, and several papers. A man in a blue suit and a woman in a black top and white skirt stand in the center, smiling and holding papers. Behind them is a large, green, multi-drawer filing cabinet. To the left, a bulletin board with a green border displays various images and documents. A potted plant sits on the floor to the left of the bulletin board. The room has orange walls and a wooden floor.

Our system provides the necessary information in a form that is easy to process, so employees don't need to read through endless documents anymore.

G4B Learning and Development



What you can achieve with our solution:

- Training your colleagues in an engaging and innovative format
- Providing a proper answer to management's performance improvement pressure
- Flexible learning solution independent of time and location
- More cost-efficient operation compared to traditional trainings
- Balanced, high quality trainings for your colleagues
- Transferring large amounts of dry information in an engaging format
- Providing instant feedback to learners

G4B Exclusive Solutions



Our cutting edge digital engagement platform is capable of solving various problems.

Do you have a problem attracting or recruiting your future workforce?

Would you like to keep your employees committed for the long-term?

You bring the issue, we bring the solution.

Let's start a conversation so we can understand your business challenges better.

G4B Exclusive Solutions



What you can achieve with our solution:

- Standing out among your competitors
- Early stage engagement of your future or new employees
- Educating your clients about your products and services
- Efficient development of your sales teams' or partners' knowledge
- Increase the knowledge level of your colleagues
- Raise awareness of your CSR project

About us



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Since 2016, Games for Business has evolved into a key learning solution provider for multinational enterprises.

We are extremely proud that since we have started implementing our platform, we have not lost any client from our portfolio, which includes globally recognized brands such as Coca-Cola, Deutsche Bahn, Generali, HOYA, Intesa Sanpaolo, KPMG, NN, OTP Bank, Telekom or PwC.

Our clients come from several international regions.

We have also established international partnerships in several countries like Austria, Argentina, Italy, Malaysia, Romania, Turkey or the UK.

Awards



HCM Excellence Awards

Excellence in
Talent Management (silver) &
Excellence in Learning (bronze)



The Learning Awards

Learning technologies award
(bronze medal) & Onboarding
programme of the year (finalist)



Learning Technologies Awards

Best learning technologies
project, international commercial
sector (silver award)



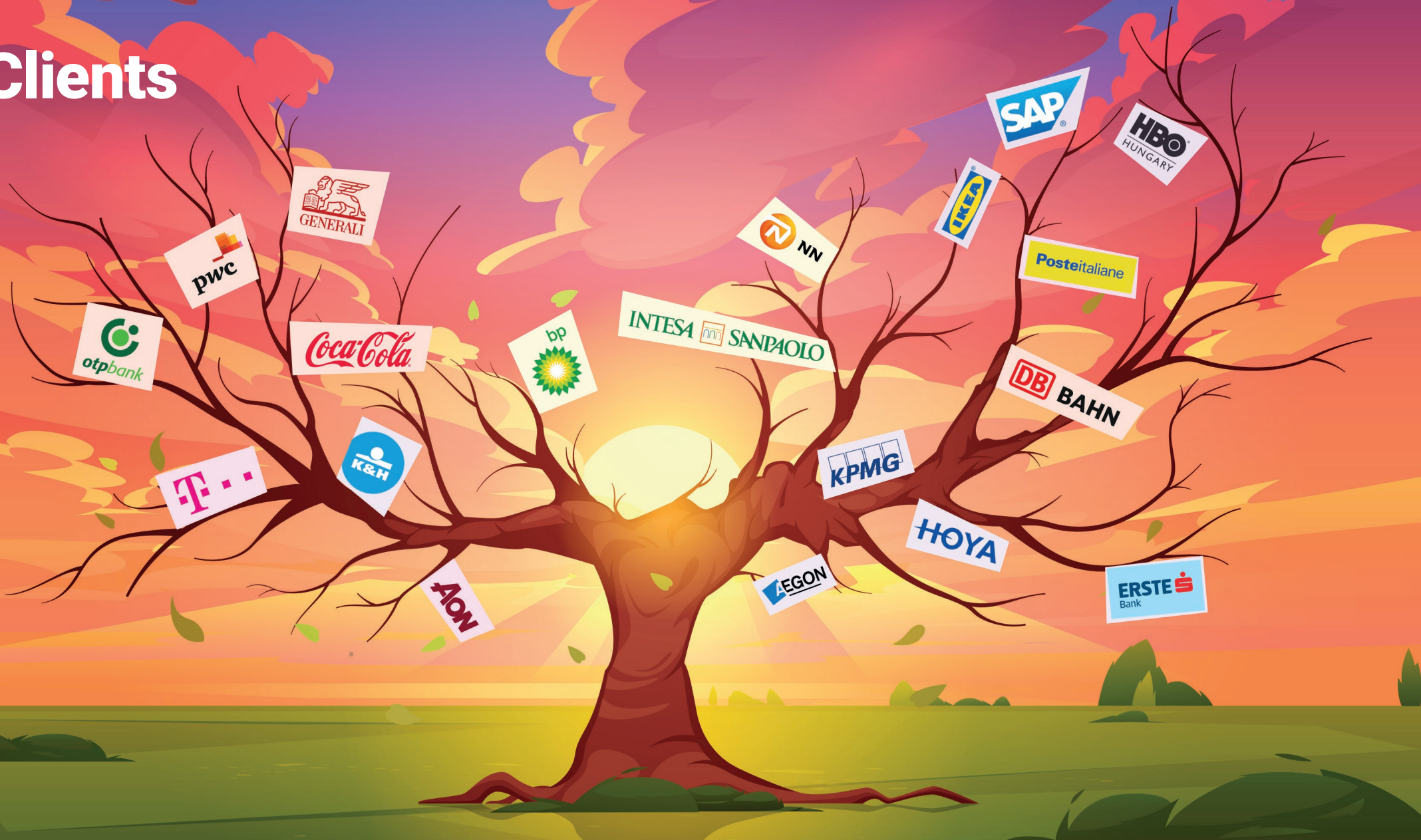
Comenius-Edu-Media-Award



Engage Awards

The Best use of Training
(golden award)

Clients



***Are you ready
to join us
on our mission?***

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***Do it for your employees,
for your organization,
and for the environment!***



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