



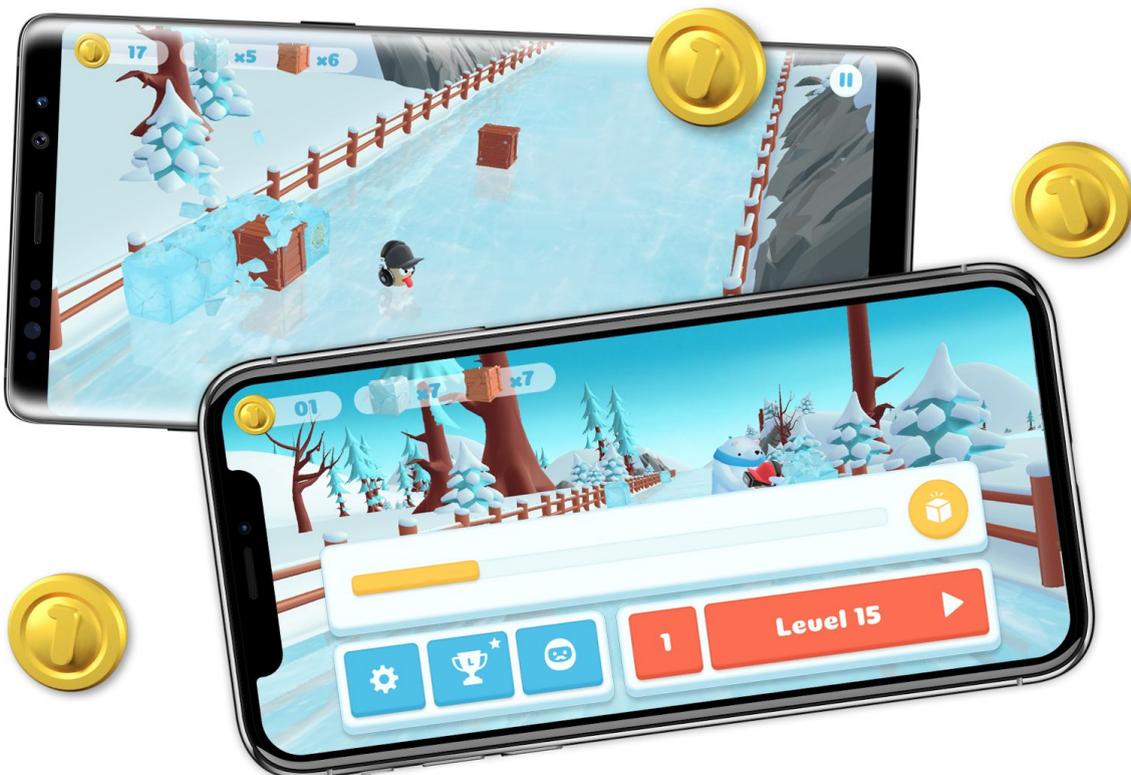
Pukk

A document about Itatake's runner game Pukk.
Hope you find Pukk interesting.



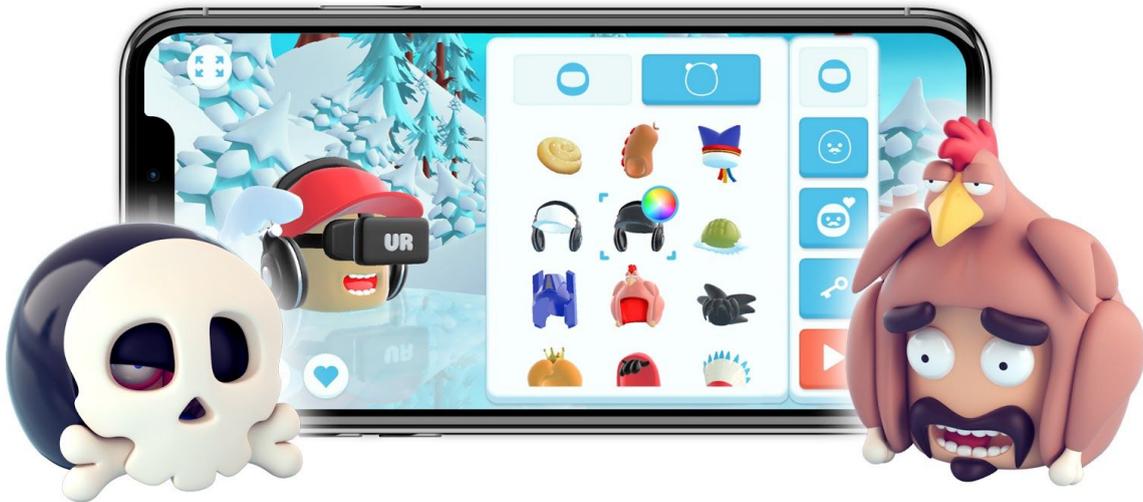
Say hi to Pukk, the adventurous main character in Itatake's game Pukk. This treasure hunting head glides on the frozen rivers of northern Sweden to collect gold. But there are a lot of obstacles to overcome to become the greatest treasure hunter of all time!

The game is a runner with unique mechanics where the main goal is to collect gold. During the gameplay, you smash as many blocks as you can to get the gold inside and to level up. Higher level means new types of blocks to smash and more gold opportunities. But there are a lot of obstacles on the way and if you lose your speed the polar bear will catch up with you and it's game over.



You use your gathered gold to buy loot boxes. A box contains different assets for styling such as eyes, noses, hats, mouths and more.

Another important part of this game is to style your character. The players are combining their different styling parts as they like to create their own and unique Pukk.



With a tap of a button you can take a snapshot of Pukk and share it to friends, using your preferable social channel.



And we love everyone that plays Pukk! That's why we hand out free gifts every week (sometimes more frequent) that contains special items. The gift items could have connections to seasons, celebrations, happenings...but sometimes it's just a great treat!

The Business Model

Pukk is a runner, but with the possibility to save your progress and start from the level you cleared. The game is free to download and free to play, but when you reach level 4 you have to activate ads or buy Premium to save your progress beyond level 4. You can still play it for free and level up, but without being able to save your progress.

If you activate the ads, there will be a message every time you want to start from the latest level. This message is a combination of video ads, in-sale and feel good messages.

If you buy the Premium version you'll unlock these features:

- Save progress without ads
- Ability to unlock premium loot boxes that contains rare assets
- Save multiple (instead of one) Pukk stylings
- One golden crown asset that is available for Premium players only

And finally

Thank you for reading this through, we hope you enjoyed it :)

