



EXECUTIVE SUMMARY

Njuka- Twins and Followers is an online Zambian card game that is first and only one of its kind in the world. The game was created in 2022 and has since gained massive popularity in Zambia with over 40,000 active game users.

The origins of Njuka are not known- but it has been a popular card game in Zambia for many years played informally by many Zambians. The game's offline popularity served as inspiration for the creation of an online version where people anywhere in the country (or the world) can play against each other. Since its launch in 2022, the game has 40,000 online players with an average of 33,000 games played monthly on the gambling app and 3341 active players on the free to play version.

It must be noted that the Njuka Gaming Company currently owns the only digital version of the Njuka Game in the world- giving the owner a major competitive advantage over other card games (like Poker, Blackjack) where there are thousands of versions in the marketplace.

Thanks to high smartphone penetration across the globe, gaming is increasingly happening on the go. Mobile games of all kinds are becoming more and more popular and attract players with additional premium contents or functionalities.

The Zambian gambling industry has been one of the fastest growing sectors in the country. This is in line with similar trends across Africa and the world. With the advancement of technology, Njuka has the potential to become the go to card game for gamblers and gamers alike in Zambia, across Africa and the globe.

The game at its peak demonstrated an earning capacity of K125,000 or \$5,000 daily and 3,758,000 or \$150,300 monthly.

With a daily growing presence and 24hr user engagement, Njuka has the potential to be the number one online card game in Zambia and Africa generating significant revenue for its owners.



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WHAT IS FOR SALE

Njuka Gaming Company Ltd, the developer and operator of the mobile game Njuka - Twins and Followers, is currently available for acquisition. This sale includes the entire company along with all its underlying assets and intellectual property.

The underlying assets and intellectual property of Njuka Gaming Company Ltd consist of the following:

1. **Game Code and Software:** The proprietary codebase and software infrastructure that power the Njuka - Twins and Followers game.. Intellectual Property Rights: All copyrights, trademarks, and patents related to the game, including its name, logo, characters, and any unique game mechanics or features.
2. **User Data and Analytics:** Comprehensive data on user behavior, game performance, and in-game transactions, which are critical for understanding and optimizing the gaming experience.
3. **Monetization Systems:** Integrated systems for in-app purchases, advertising, and other revenue streams.
4. **Digital Assets:** All in-game assets such as graphics, animations, music, sound effects, and other multimedia components.
5. **Marketing and Branding Materials:** Promotional content, marketing campaigns, and brand assets that have been developed to promote the game.
6. **Customer Base:** The existing player base, including active users and their engagement metrics.
7. **Distribution Channels:** Established relationships and agreements with app stores, advertising networks, and other distribution partners.
8. **Technical Infrastructure:** Servers, databases, and other backend systems required to run and maintain the game.

Acquiring Njuka Gaming Company Ltd presents a unique opportunity to own a fully operational mobile gaming business with established intellectual property and a robust player community.

Visit www.njukacompany.com or email service@njuka.com to request the prospectus and learn more about this exciting offer.