



For TELCOs

Cloud Gaming GTM

June 2026

**Doom scrollers don't need
your 5G for TikTok.
Gamers do, and they'll pay a premium.**

01 | RADIANTX 360° MARKETING

Marketing that pays for itself.

Meet RadianX 360° Marketing. A telco-native acquisition funnel across owned and paid, prepaid and postpaid. We are on the hook for the numbers: CAC, activation, LTV payback. Typically in the black by month three.

Owned ▶ Paid ▶ Prepaid ▶ Postpaid + RadianX 360



Funnel



Brand



Retail

02 | THE CATALOG

1,000+ titles. Cleared for launch.

The base. Blacknut anchors 1,000+ licensed AAA and family titles, with Ubisoft upgrades: Assassin's Creed, The Division and more, on launch day.

The headliners. Premium and exclusive titles, tailored to your market, secured through our own publisher network. Think AAA Cricket, for Jio India.

Bring your own. OnePlay lets subscribers stream their own Steam libraries and virtual PCs, on any screen.

1,000+	150+	65+	Day 1
Licensed titles	Publisher deals	Countries cleared	All of it live



03 | THE ENGINE

Phone to TV. Without dropping a frame.

Radian Arc ships AMD-powered POPs directly into your core. Local silicon, local data, no hyperscaler in the path, sub-20ms glass-to-glass. 24 markets already streaming.



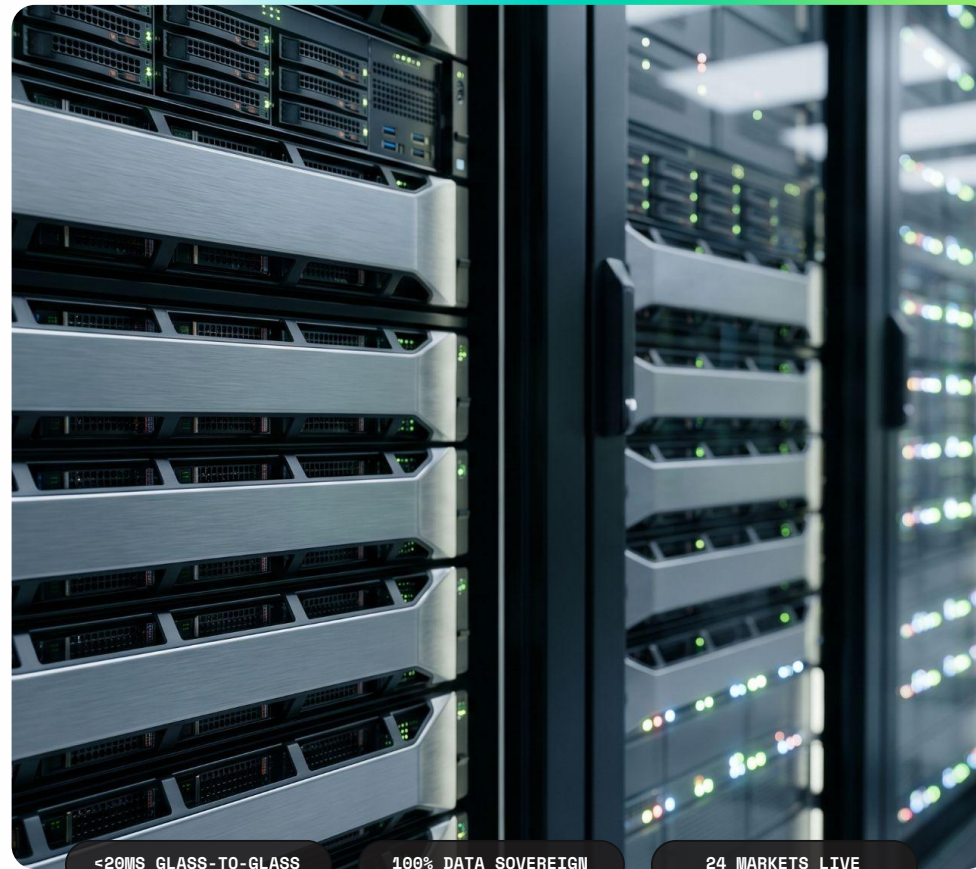
GPUs inside your network. Sovereign by design.



Sub-20ms glass-to-glass. Console-grade.



CAPEX-free. We ship it, you host it.



<20MS GLASS-TO-GLASS

100% DATA SOVEREIGN

24 MARKETS LIVE

04 | PROOF · LIVE IN MARKET

Not a pilot. A production line.

JioGames in India is adding players daily. TrueID Game Hub in Thailand launched with a bang. This launch path has run 24 times, on three continents. **Your launch is the next run, not the first.**

24

Markets live

90+

Telco partners

62mo

Average contract

Live in Asia...



RELIANCE JIO

JioGames live
across India



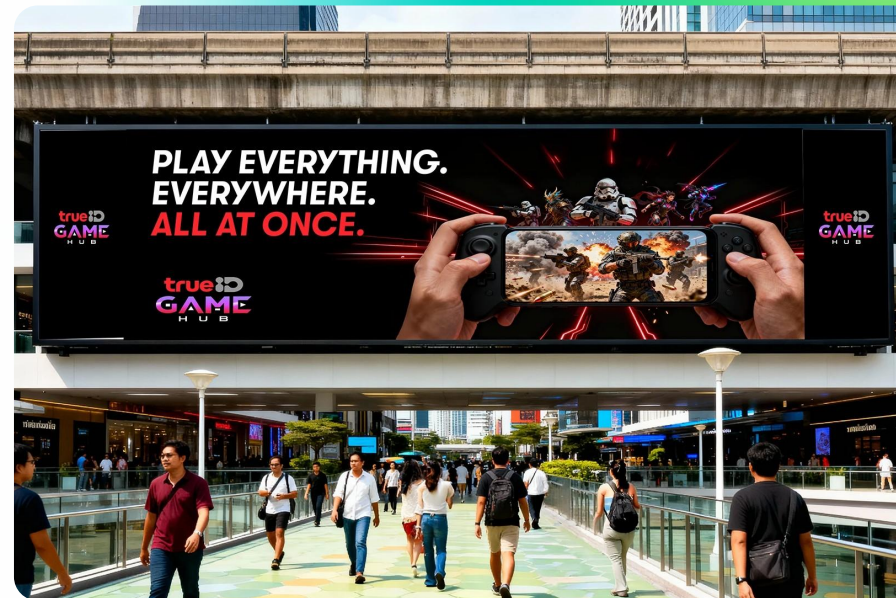
TELECOM MALAYSIA

Cloud gaming at
national scale



TRUE THAILAND

TrueID Game Hub
mall to bill



Baked into the plan. Not an add-on.

\$0 to the consumer. Gaming is hard-bundled into the 5G or Fiber plan: one price, one invoice, and the plan becomes the offer. Subscribers switch for it, stay for it, and stop churning over it.

			
100%	\$0	One	Plan-lock
Players	Hardware	Operators	Tap-Payment

*"The plan becomes the offer. Gaming stops being a product you sell and becomes **the reason they switch.**"*

GTM team - funnel book



Soft bundle where it fits, hard bundle where it wins. We tune the lever per market, per segment, per phase.

Plug & Play. Hardware, Software, Games and GTM.

One contract, one launch path, a new revenue line from day one. Radian Arc delivers the hardware, the catalog, the games and the go-to-market: sovereign by design, CAPEX-free, already proven with Jio in India and True in Thailand. We invest in the launch and share the outcome.



Hardware

CAPEX-free GPU edge. AMD GPUs inside your network, sovereign by design, financed by us.

01



Catalog

The Blacknut base with Ubisoft upgrades, plus market exclusives we secure ourselves, like Cricket for Jio.

02



Bring your own games

OnePlay: subscribers stream their own Steam libraries and virtual PCs, on any screen.

03



Brand and marketing

RadianX 360 runs funnel, brand, retail and live-ops, on the hook for CAC, activation and LTV payback.

04

07 | GO TO MARKET

Where the brand becomes real.

Retail floors, social feeds and the controller in their hands: we make sure you're ready for the key moments a cloud gaming brand has to deliver.

The RadianX team of Digital, Retail and Growth experts is with you every step of the way to build them, run them, and route every touch back to the funnel.



RETAIL & STORES



MALL ACTIVATIONS



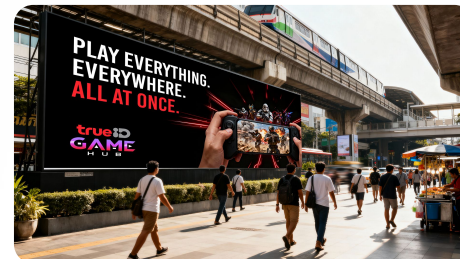
TOURNAMENTS



OUT OF HOME



TV COMMERCIALS



Performance is the floor. Brand is the ceiling.

We run the math from day one: 2-click checkout with header enrichment, cohort routing and daily A/B winners. Then we bundle the catalog into your 5G and Fiber plans so growth compounds. Clean campaigns only, \$10M UA committed in 2026.

3x

ROAS on telco campaigns

\$109

Blended CAC, best market

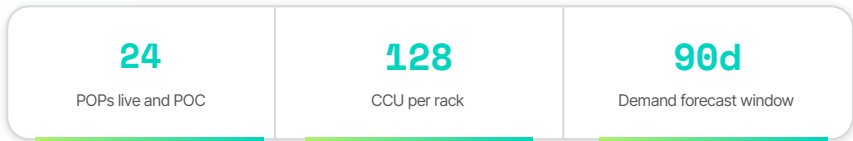
\$10M

UA committed in 2026



Demand drives capacity. Not the other way around.

The marketing dashboard feeds demand prediction straight into GPU capacity: fixed and paid impressions, times conversion, minus churn, equals new concurrent users. Infrastructure scales before the traffic arrives.



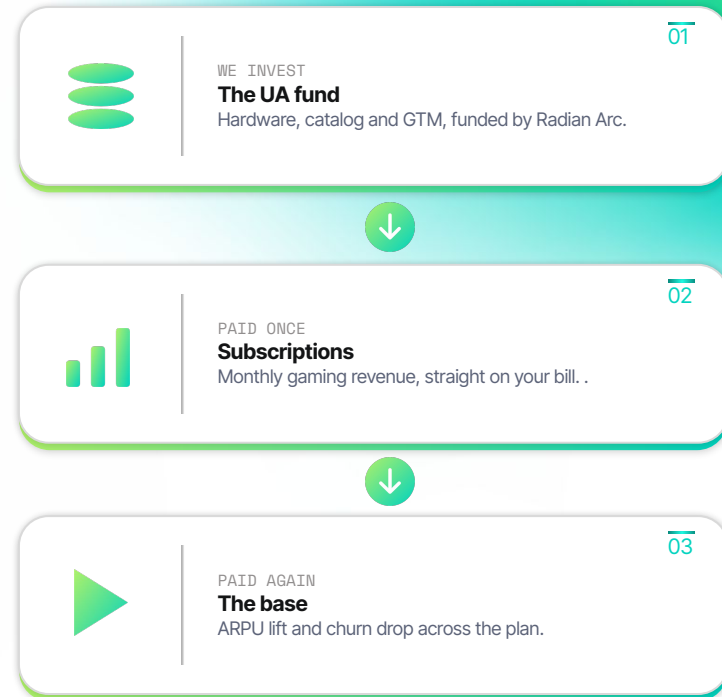
Forecast 90 days out...



We finance the stack. You sit back and earn.

Five lines, that's the whole deal. **\$0 CAPEX**: we finance the hardware, catalog and GTM. A set-up fee by integration type, a monthly fee by marketing commitment, and you pay out of revenue, not the balance sheet.

\$0	<365	1
CAPEX to launch	Days to launch	Contract



A funnel that learns faster than any agency.

Demand prediction, cohort routing and creative testing run on the same AI control plane as the GPUs. The system reads the funnel daily and moves the budget itself.



AI in the funnel

Bids, budgets and creative rotated on live signals, not monthly reviews.



AI in the forecast

Demand prediction sizes infrastructure and stock before launch day. .

Why operators choose Radian Arc.

Build It Yourself

- ✗ \$20M+ CAPEX, years to launch
- ✗ Licensing desk and rights headaches
- ✗ Agencies billed on fees
- ✗ You carry all the risk

Your Balance Sheet

Build It Yourself

- ✓ **\$0 CAPEX**, live inside 365 days
- ✓ 1,000+ titles cleared day one
- ✓ GTM on the hook for CAC
- ✓ One contract, one launch path

Paid From Revenue

Your success **is ours.**



Dev Tyagi
[Co CEO]



David Cook
[Co CEO]



John Bell
[CFO]



Ed Seibold
[COO]



Christophe Bauvois
[SVP Sales - GPUaaS & AI inference]



Jeffrey Meesemaeker
[CTO]



Chris Loeper
[VP Sales - Cloud Gaming]

14 | Next Steps

Ready, **Partner?**



- 1** Pick the market and the bundle
- 2** We finance and build the launch
- 3** Go live inside 365 days

These are not just 'words'.
We are truly after a real partnership.

Your success is ours

One contract with Radian
Arc means: we finance the stack,
you earn from day one.

Now, let's put your 5G to work.



This is not goodbye.
It's just the beginning.