



POILINK

App Monetization × Point-Rewards Platform

Poilink

Point rewards and an offerwall for your app — live in one week.

Missions × e-money redemption × offerwall — grow revenue, retention, and acquisition at the same time

Poilink Inc. Service Overview

CONFIDENTIAL



In three lines

What this deck is about



Point rewards work three ways

Monetization, retention, and acquisition — one feature that lifts all three.



In-house builds are a tall order

Development cost, legal work, patents, security. There is a long list of hurdles to clear.

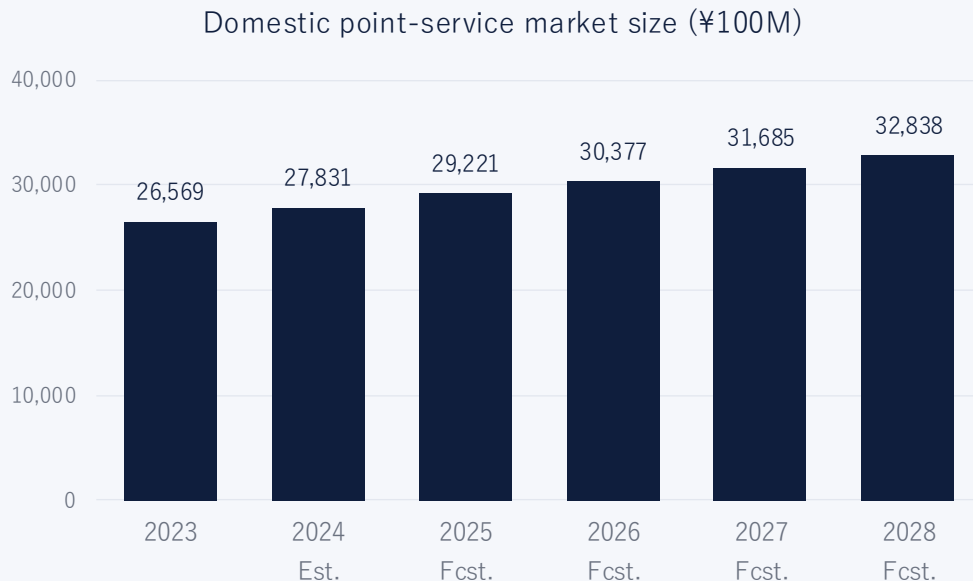


With Poilink start right away

No setup fee, no monthly fee, no running cost. Go live in as little as one week.

The point-rewards market is still growing

Japan's point-service market is forecast to reach ¥3.3 trillion in FY2028 (the game market was about ¥2.4 trillion in 2024)



Why the market is expanding

- Cashless payments have made points easier to earn and easier to spend
- Growing demand for low-barrier side income such as gig work and reselling
- Anyone with a smartphone can do it anytime, anywhere

Source: Yano Research Institute, "Domestic Point Service Market Size Forecast" (https://www.yano.co.jp/press-release/show/press_id/3605) / Game market: "Famitsu Game White Paper 2025" press release

What happens when you add point rewards

It works on revenue, retention, and acquisition



New revenue

Just add an offerwall and ad revenue becomes a new income stream for your app.



More reasons to open the app

Missions let you design reasons for users to open your app. It also lifts retention.



A hook for paid UA

Point rewards become a selling point in ads, improving user-acquisition efficiency.

Per Unity Ads | Average IPM

1.8x

Point-reward apps 6.91 vs non-point-reward apps 3.91
(spend-weighted average)

Case study: what happened with “Shukka Buta”

A game released in 2015 grew revenue 10× and entered the top 10 rankings after adding point rewards

10×

Monthly revenue

Jun 2025 approx. ¥11M → Jan 2026
approx. ¥110M

1.5×

180-day LTV per user
Aug 2025 → Jan 2026

#7

Google Play free games ranking
Jan 2026 (#1 in Simulation, Aug 2025)

Total revenue trend (Jun 2025 – Jan 2026)



After launch, revenue ramped up in stages and reached about ¥110M per month in January 2026.



Free games #7

Source: GFS presentation “10-year-old game app ‘Shukka Buta’ achieves 10× revenue and a top-10 ranking” (EAGLE Inc. × adjoe)

Impact on acquisition: “Shukka Buta” UA results

When you can advertise point rewards, the same video ad delivers far more installs

Installs from video ads

Before Jun 2025

6,110

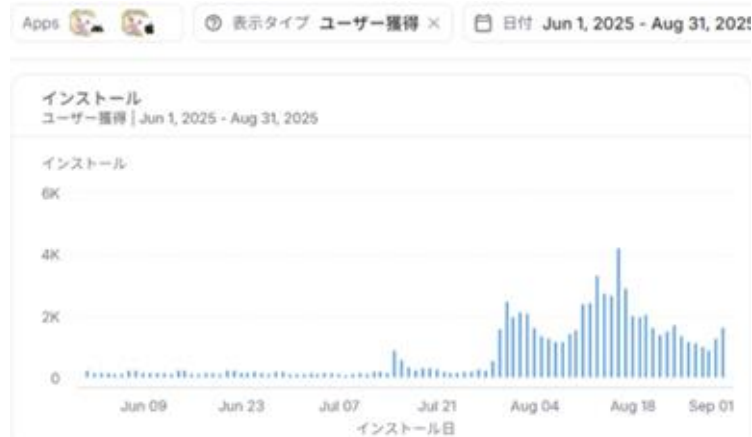
After Aug 2025

58,123 **approx. 9.5×**

CPI ¥196.84 / ROAS (LTV) 182.33%

Not only did installs increase — the profitability (ROAS) of acquired users also stayed above ad spend.

Daily installs (Jun – Aug 2025)



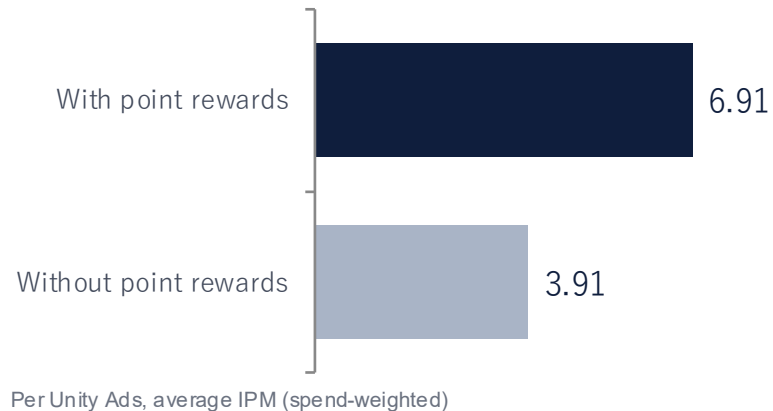
Installs took off right after point-reward video ads started in August.

How point rewards change UA efficiency

Measured by IPM (installs per 1,000 impressions), point-reward apps are about 1.8× higher

What is IPM?

Installs Per Mille = how many installs you get per 1,000 ad impressions. It measures how well an ad “lands”: the higher it is, the more users you acquire for the same impressions (≈ the same ad spend).



For the same ad spend

1

about 1.8× more users acquired

Per 1 million impressions: 3,910 → 6,910 installs.

For the same number of installs

2

about 40% less ad spend needed

Only about 57% of the impressions are needed to acquire the same number of users ($3.91 \div 6.91$).

As a result



Lower CPI, stronger position

The more competitive the category, the more this gap translates directly into competitive advantage.

* Estimates based on average figures provided by Unity Ads. Actual acquisition efficiency varies by creative, bids, and genre.

What happens if you don't

Three gaps that keep widening the longer you wait

1

Lost revenue

Offerwall revenue you could have earned stays at zero and never accumulates.

2

Fewer reasons to be used

AI keeps increasing the number of apps, creating oversupply. You need a reason to be chosen.

3

Falling behind in acquisition

A 1.8× efficiency gap becomes a competitiveness gap in the paid-UA market.



Four walls you hit when building it yourself

Building point rewards in-house is heavier than it looks



Development cost

Offerwall integration, e-money redemption, UI/UX, point design — you have to build all of it yourself.



Legal work

There are many issues to sort out, and they add up as pre-release workload.



Patents



We hold a patent on game × missions × e-money redemption, so games cannot ship a self-built version.



Security

E-money redemption effectively means handling money. Protection against point fraud and impersonation is a must.

What is Poilink?

Add point rewards and an offerwall to your app —
a platform that makes it easy.

Missions

Award points for in-app actions



E-money redemption

Turn earned points into e-money



Offerwall

Revenue per completed offer



How the offerwall works

An ad format where revenue is generated when a user completes an offer, and the user receives points as a reward

1 In-app entry point



2 Pick an offer



3 Points awarded



Third revenue pillar

Adds to video ads and IAP with high-value offers.



UX stays intact

No auto pop-ups; users tap a banner to open it.



Users opt in

Users pick offers and can earn many points at once.

Reference: an app tied to the common point service "Ponta" saw point rewards × offerwall contribute to 10× revenue in three months (PR TIMES: <https://prtimes.jp/main/html/rd/p/000000003.000150604.html>)

Four things that set Poilink apart

No building, fast, and true to your app's look and feel



No setup fee, live in a week

Setup is free. With a single SDK, integration takes as little as one week.



Set up in the dashboard

Missions can be set up from the admin console.

* Only the conversion-point timing needs to be sent from the app



UI/UX true to your world

Customize font colors, button images, even button sound effects.



No fixed or running costs

No setup fee and no monthly fee. We also cover running costs such as servers.

Keep your look; run everything from the dashboard

The app publisher can customize the UI. Revenue and mission results are managed on one screen



UI customization

- Theme color
- Font
- Point icon
- Banner image
- Button images & sound effects
- Point unit (50P → 50EP)

Dashboard



Revenue analytics, user history, bulk mission registration/updates, monthly confirmed revenue and payment notices

Pricing

It costs nothing to get started

Setup fee

¥0

Monthly fee

¥0

Running cost

¥0

There is no setup fee or monthly fee. We also cover running costs such as servers, so there are no upfront costs to get started.

* The points users actually redeem (plus the redemption service fee) are borne by the app publisher as the point fund. The redemption fee can also be built into the user-facing exchange rate.

Roadmap

What you can do with Poilink keeps expanding after launch

In progress

Web support

Point rewards for web services, not just apps.

Next

Integration with existing app points

Connect and use the points you already have.

Beyond

Global expansion

Expanding to Korea, North America and more. A Korean version is in preparation, with English and Chinese versions to follow.

CONTACT

No setup fee.

Let's start with a conversation.

If you have any questions, please contact the person in charge.



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