KERBEROS was born many decades ago as the idea of a couple of sandbox friends that all had one common passion: Digital Entertainment and playing Video Games all night.

Since then we followed our various passions in video games, software development and most segments of entertainment. We are a quite unique team, covering all aspects of the value chain.

We are Entrepreneurs and Innovators by heart and our passion is to build new and authentic brands and ventures. Our experience covers community, state-of-the-art technology, brand authenticity as well as timely execution and proof of financial feasibility.

For our partners, we provide an unbiased support when it comes to due diligence services as well as accessing digital development or helping to shape and define their Generation Z strategy.

Since 2018 we are working on the creation of a realistic and ongoingly curated gen z and millennium panel with casual and core game hobbyists.

“In times of fake news, filter bubble and evil corporations, Generation Z is born to push through the noise.

Your future brand ambassadors are perhaps the most brand-critical, bullshit-repellent, questioning group around and will call out any misbehavior or false authenticity they dislike.”

ABOUT KERBEROS
OUR PANEL

OUR PRINCIPLES

❑ Not exploiting of members, instead fair incentives and reliable payout - participants answer carefully in return
❑ Unique in – game incentives for gamer incl. rare items, competitions and user rankings in partnership with major publishers
❑ Maximum number of invitations per month to avoid "survey professionals" due to over-testing
❑ Identity validated through several methods: bank account (18+), partner verification (Steam, Discord) or through a 3rd party video verification service.
❑ Automatic un-subscription of members non-active for 3 month - thus extremely high response rate of 30%+ (Industry Average for external surveys: 16%)
❑ No "river sampling", no community, no direct marketing, no "survey router", no sampling brokerage
❑ Systematic silent lockout from participants having a bad data history

OUR STRUCTURE

❑ ~14K participants (Ø Sep. 2019), Completion Quota up to 35%
❑ Age 12 – 39, GSA only (~ 86% G /7% S /7% A), ~ 50/50 gender split
❑ Not focused on gaming but perfectly addressable: casual as well as Core Gamer (68 % of total participants, split casual/core at 12h+/week)
❑ Realistic GSA age split of generation Z (BD 1995 – 2010 ) and millennials ( BD 1980 – 94 ) only
❑ Activatable within 48h. Results usually available within another 72h.

“Today, 2 year olds can unlock an iPhone, open and close their favorite apps all alone. When I was at that age, I was eating dirt”

Suckerpunch Blog, 2014
**OUR PANEL**

**OUR PRICING**

- Min. Questions or Multiple Choice: 5
- Price / Activation: EUR 0,10
- Min. activation: 3000 (Response rate 20 – 35%)

**UNIQUE SERVICE INCLUDED**

- Briefing and questionnaire development support (up to 1h / 3000 activations)
- In depth reporting and analysis
- Post – mortem with client (30 min. / 3000 activations)

**OUR PANELBOOK**

<table>
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<th>Sep 2019</th>
<th>TOTAL</th>
<th>MALE</th>
<th>FEMALE</th>
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<td><strong>35-39</strong></td>
<td>2.814</td>
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</tr>
</tbody>
</table>

*Gen Z is focused on niche interests and if brands don’t recognize this now and get on board, they are going to be left behind.*”

Gregg L. Witt, 2017