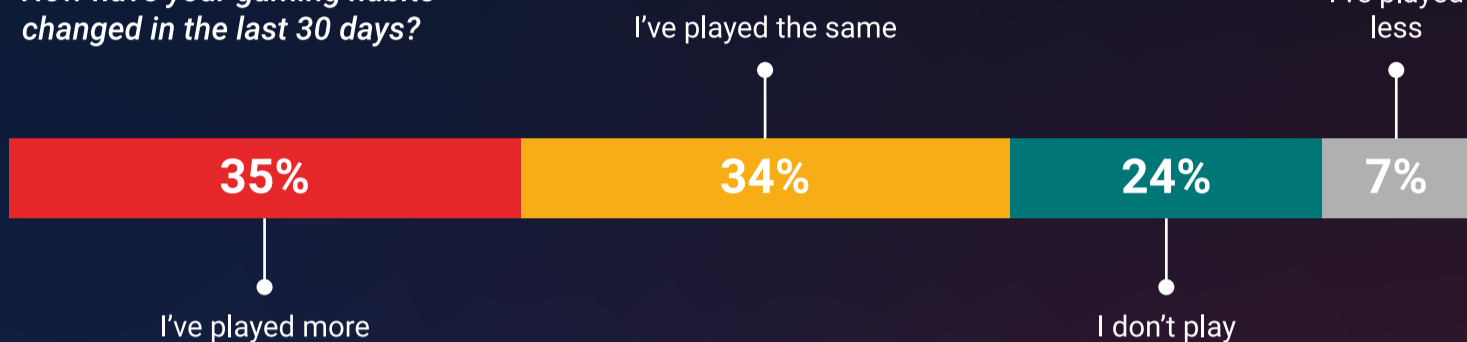


LoopMe Consumer Snapshot: Gaming

In this week's consumer behavior study, LoopMe surveyed 6,670 US consumers on May 1-3, 2020 to understand how consumer gaming habits have changed during COVID-19. We also analyzed whether consumers are considering buying a new video game or console.

How have your gaming habits changed in the last 30 days?



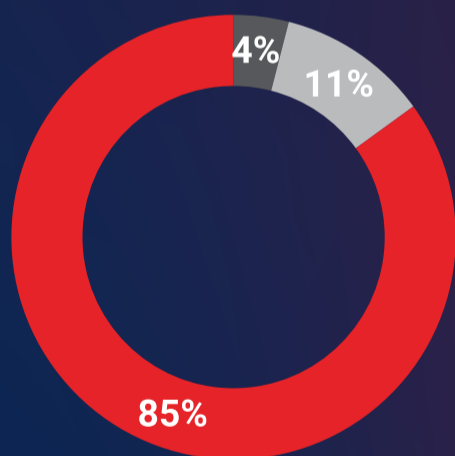
35%

of consumers have spent more time gaming in the last 30 days.

69% of consumers have increased (35%) or remained consistent with their gaming habits (34%) in the last 30 days.

Within the last 30 days, consumers have been **5X** more likely to spend **more time gaming (35%)** than **played less (7%)**.

Do you plan on buying a new video game in the next 30 days?



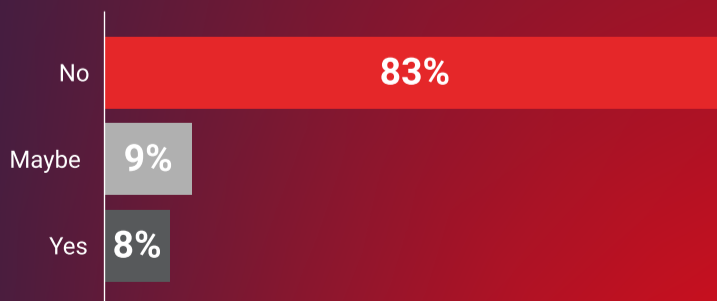
Yes Maybe No

17%

of consumers are considering a new gaming console purchase in the next 30 days.

Consumers are **2X** as likely to buy a **new gaming console (8%)** than a **video game (4%)** in the next 30 days.

Do you plan on buying a new gaming console in the next 30 days?



15% of consumers are considering a new video game purchase in the next 30 days.