

Investor Update — April 2026

How we're using AI to transform indie game publishing

WHAT'S CHANGING

indie.io has always been a platform company. What's changing is who builds. Until now, our engineering team carried the weight of building tools and automation. The rest of the company -- marketing, publishing, BD, community -- worked manually, game by game. We are now moving the entire organization to build automated tools and systems that serve our full developer base at once. Everyone becomes a tool builder.

RUPERT AI — WHAT IT'S DOING TODAY

Rupert is our proprietary AI infrastructure -- built in-house, running on our own hardware. It's not a plan or a pilot. It's live and actively powering production workflows across the company today:

- > **Faster game production** AI-assisted QA, localization, and store listing optimization that used to take days now runs in hours. We're turning around marketing assets, trailer scripts, and community content at a pace that wasn't possible six months ago.
- > **Better media & creative** Rupert generates marketing images, social media content, and promotional materials across our catalog. Our team directs the creative vision while AI handles the volume -- producing more assets, faster, for more titles simultaneously.
- > **Automated developer tools** Analytics dashboards, wishlist tracking, store optimization suggestions, and competitive benchmarking -- all running autonomously for developers on our platform, 24/7.
- > **Internal operations** From email triage to financial reporting to partnership research, Rupert is embedded in daily workflows across every department, not just engineering.

~\$1.00 / task (cloud) vs. ~\$0.01 / task (Rupert)

100x cost reduction | Live infrastructure | No third-party dependency



175+ titles across PC, console, and mobile

Every tool we build serves the entire catalog

REDUCING OPERATIONAL COSTS WITH AI

Over the next 6-12 months, we intend to use AI to significantly lower our operational costs. The areas where we see the largest near-term impact:

- > **QA & localization** Automated testing and AI-assisted translation are replacing the most labor-intensive parts of our publishing pipeline. We expect to reduce QA cycle times by 60-70% and localization costs by a similar margin.
- > **Marketing & creative production** AI-generated assets, automated social media scheduling, and intelligent ad targeting mean our marketing team produces more output across more titles with the same headcount.
- > **Developer support & onboarding** Self-serve tools handle the majority of developer questions, onboarding, and analytics -- freeing our team to focus on high-value partner relationships.
- > **Back-office operations** Financial reporting, contract analysis, partnership research, and internal communications are all being augmented or automated, reducing administrative overhead across the company.

The goal is not to reduce headcount -- it is to dramatically increase what the current team can accomplish. More titles supported, better tools shipped, higher-quality service to developers, all without proportional cost increases.

TOOL MARKETPLACE

We are launching an internal marketplace where every team member can build developer tools and earn a 20-25% revenue share. Staff build first, then we open it to external creators -- turning our platform into a two-sided marketplace where more tools attract more developers and more developers attract more tool builders.



**Proven business. Now unlocking AI-powered leverage
across the entire organization.**

Happy to discuss. | Donovan Duncan | donovan@indie.io