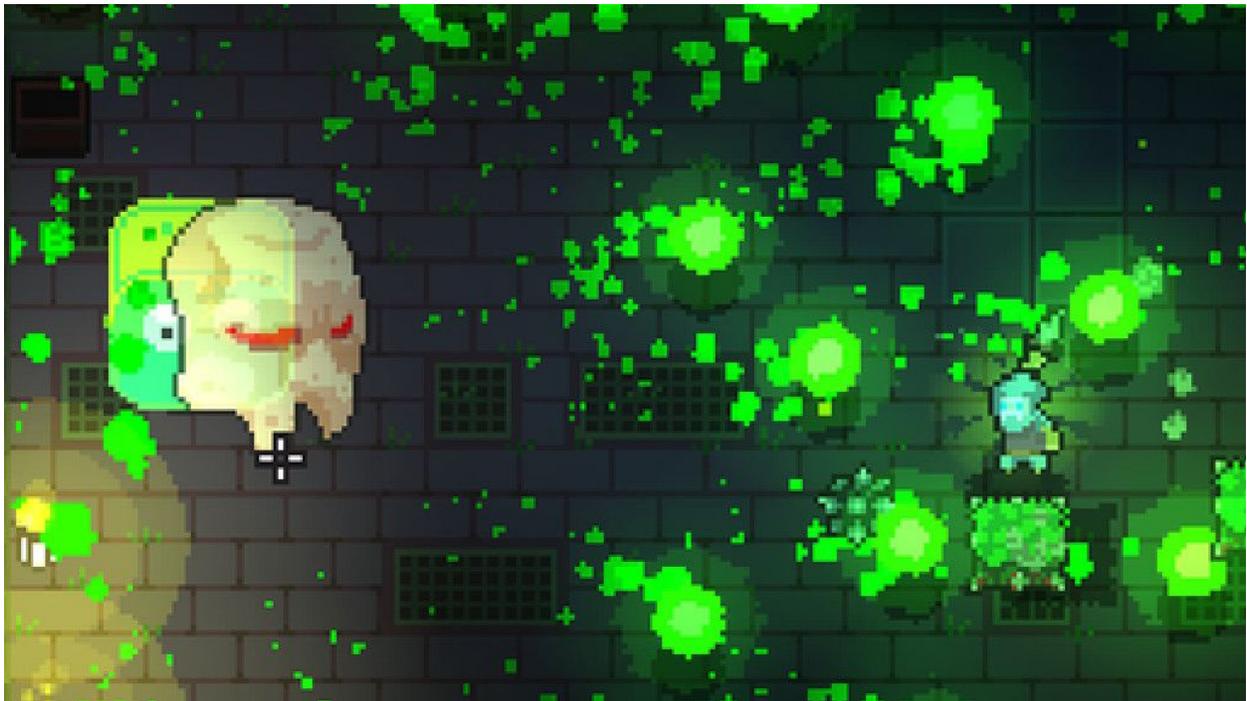


Black Shell Media - Core Values

Black Shell Media was founded on a very basic principle: *video games are fun to make, and even more fun to create*. From our humble beginnings developing SanctuaryRPG part-time and distributing it for free through Reddit, all the way to where we are now with over 55 games live on Steam and over 1.1 million copies shipped, we have stuck by this principle.



When we took on our first marketing client, we pledged that no matter how large we grew or how much money we made, *creating and releasing fun games would always come first for us*.

We have abided by this pledge and it guides our every action. We regularly go out of our way to make sure that players are enjoying the games that our developers poured their hearts and souls into.



Our commitment is to uphold the following **6 pillars** throughout our journey as a games publisher. We follow these values personally and professionally, and they form the core principles by which we run and scale our operations.

HONESTY

Transparency is something we strive for at every step. We provide our clients with clear, direct information about their marketing campaigns. Both the successes and the shortcomings of all of our campaigns are openly and clearly shared with our clients. We will *never* conceal or misrepresent any information.

PASSION

Everything we do is a labor of love. We are completely passionate about gaming and the entertainment industry as a whole. All of our projects, both internal and for clients, are driven by desire, curiosity and a thirst for innovation. We combine personal and professional motivation.



EMPATHY

Our publishing operations began with running our own development studio. We see every developer we work with as our peer, and we never look down upon those who do not have the same experience as us. Instead, we understand that professional growth is a journey, and we help out those beginning theirs.

EDUCATION

We started off knowing nothing, and over the past few years we've brought ourselves to a point where we know slightly more than nothing. Through education and self-empowerment both of ourselves and our clients, we will create a community of developers who are hungry for knowledge.



RESPECT

Marketing and development are completely different realms when it comes to the gaming industry. As marketers, we respect the game development process, and we will never tell our partners how they should be doing things. We will instead seek to understand and learn from the hard work of others.

TRUST

Black Shell Media builds *partnerships*, not consultant-client relationships. We seek to know and trust our partners at every step of the process. Game marketing is a two way street and without mutual trust the whole system would crumble. We will always have faith in those who have faith in us.

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