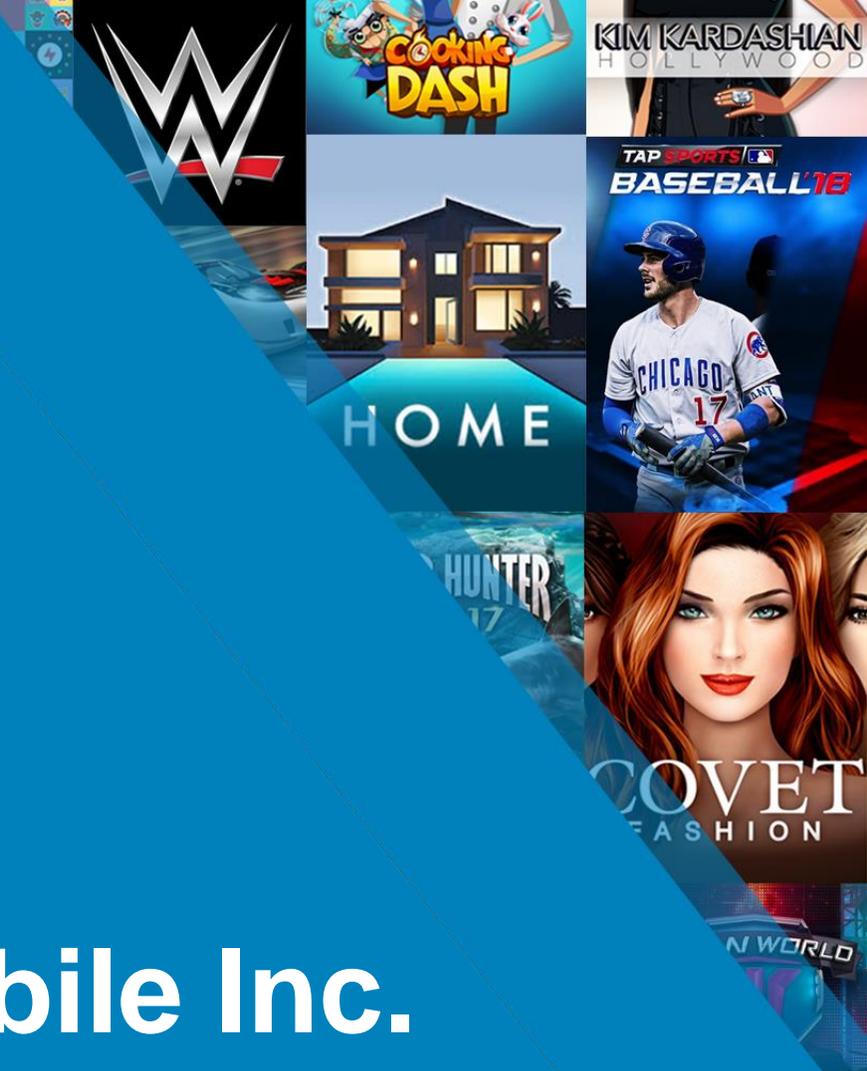


glu

Glu Mobile Inc.

**Canaccord Genuity Growth
Conference**

August 8, 2018



Safe Harbor Statement

This presentation contains "forward-looking" statements including those regarding our Q3 2018 and FY 2018 non-GAAP guidance and statements including words such as "anticipate," "believe," "estimate," "expect," "may," "will," "plan," "intend," "could," "continue," "remain," "potential" and similar expressions or variations, as well as statements in the future tense. These forward-looking statements are subject to material risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Investors should consider important risk factors, which include: consumer demand for smartphones, tablets and next-generation platforms does not grow as significantly as we anticipate or that we will be unable to capitalize on any such growth; the risk that we do not realize a sufficient return on our investment with respect to our efforts to develop free-to-play games for smartphones and tablets; the risk that we will be unable build successful Growth titles that provide predictable bookings and year over year growth; the risk that we do not maintain our good relationships with Apple and Google; the risk that Glu does not realize the anticipated strategic benefits from its license agreements and strategic investments; the risk that our development expenses are greater than we anticipate or that we experience product delays; the risk that our recently and newly launched games are less popular than anticipated; the risk that our newly released games will be of a quality less than desired by reviewers and consumers; the risk that the mobile games market, particularly with respect to social, free-to-play gaming, is smaller than anticipated; and other risks detailed under the caption "Risk Factors" in our Form 10-Q filed with the Securities and Exchange Commission on May 9, 2018 and our other SEC filings. You can locate these reports through our website at <http://www.glu.com/investors>.

These "forward-looking" statements are based on estimates and information available to us on July 31, 2018 and we are under no obligation, and expressly disclaim any obligation, to update or alter our forward-looking statements whether as a result of new information, future events or otherwise."

Use of Non-GAAP Financial Measures

Glu uses in this presentation certain non-GAAP measures of financial performance. The presentation of these non-GAAP financial measures is not intended to be considered in isolation from, as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP, and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with Glu's results of operations as determined in accordance with GAAP. The non-GAAP financial measures used by Glu include bookings, Adjusted platform commissions, Adjusted royalties, Adjusted research and development expense, Adjusted sales and marketing expense, Adjusted general and administrative expense and Adjusted operating expenses. These non-GAAP financial measures exclude the following items from Glu's unaudited consolidated statements of operations:

- *Change in deferred platform commissions;*
- *Change in deferred royalties;*
- *Impairment and Amortization of intangible assets;*
- *Non-cash warrant expense;*
- *Stock-based compensation expense;*
- *Restructuring charges; and*
- *Transitional costs.*

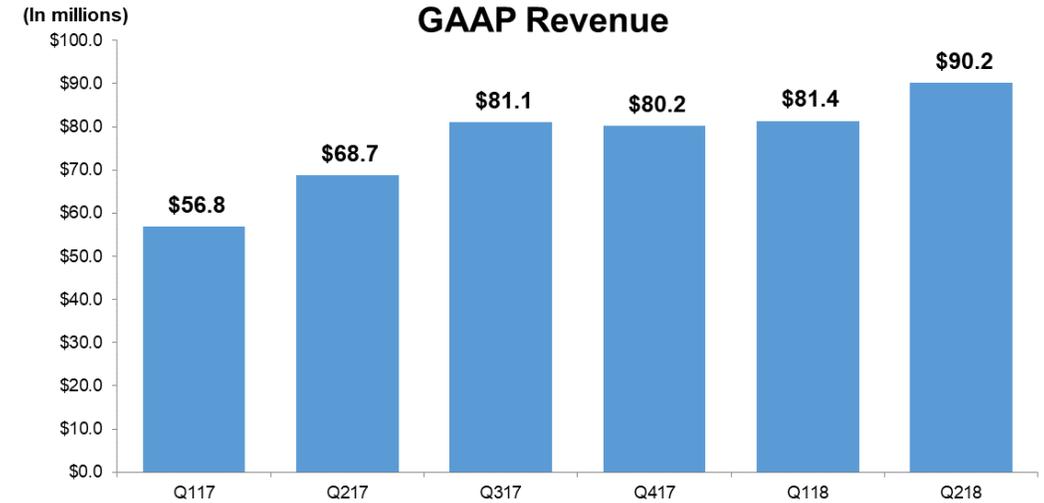
Bookings do not reflect the deferral of certain game revenue that Glu recognizes over the estimated useful lives of paying users of Glu's games and excludes changes in deferred revenue and litigation settlement proceeds.

Glu believes that these non-GAAP financial measures, when taken together with the corresponding GAAP financial measures, provide meaningful supplemental information regarding Glu's performance by excluding certain items that may not be indicative of Glu's core business, operating results or future outlook. Glu's management uses, and believes that investors benefit from referring to, these non-GAAP financial measures in assessing Glu's operating results, as well as when planning, forecasting and analyzing future periods. These non-GAAP financial measures also facilitate comparisons of Glu's performance to prior periods.

For a reconciliation of these non-GAAP financial measures to their most directly comparable GAAP financial measures, please refer to the tables at the end of this presentation.

Q218 Financial Highlights

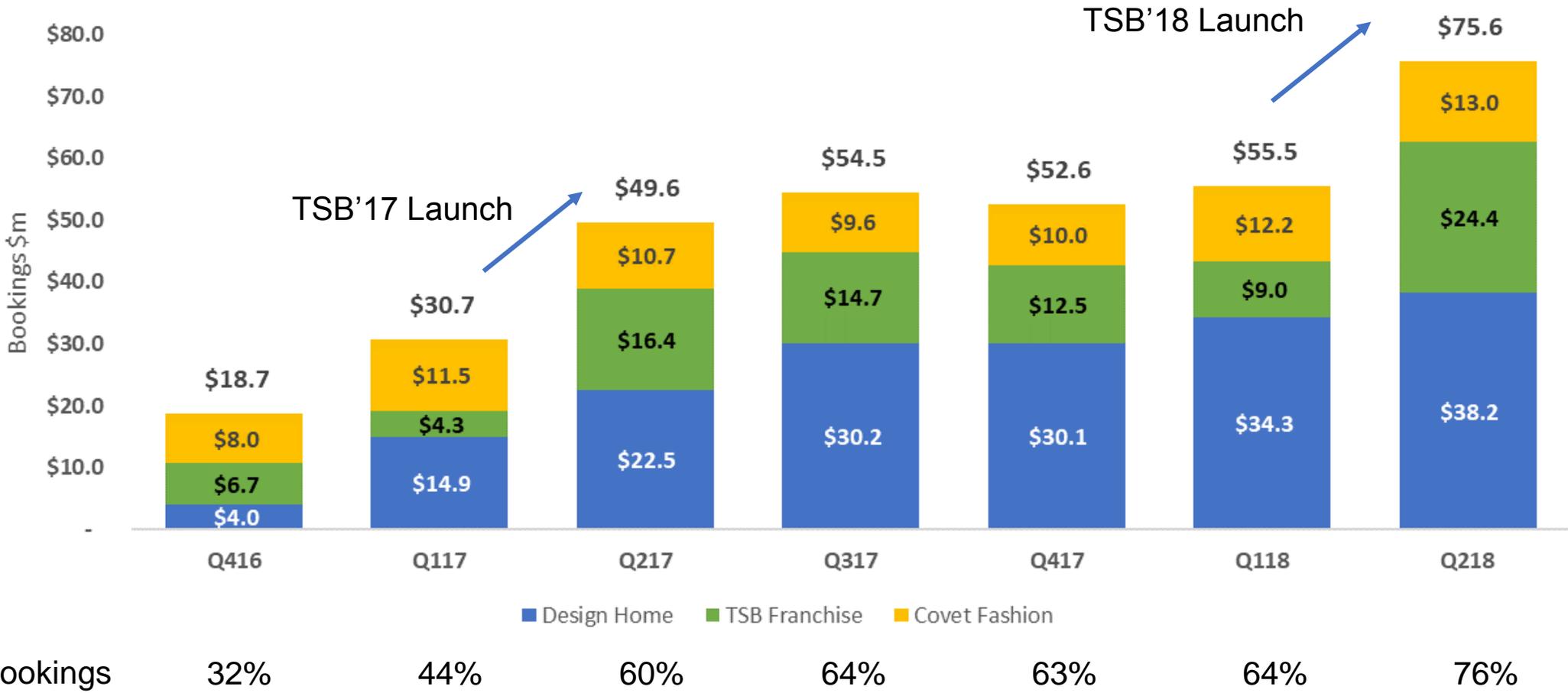
- Q2 revenue up 31% Y/Y to \$90.2m
- Q2 bookings up 20% Y/Y to \$99.4m
- Strong top line performance from our Growth titles -- Design Home, TSB'18 and Covet Fashion
- Generated increased Adjusted EBITDA profitability
- Raised bookings guidance for the full year 2018 by \$11m at the mid-point to a range of \$374m - \$378m



Successful Execution of Growth Strategy



QoQ Growth Title Performance



Covet Fashion is included as a Growth title in above analysis for all periods presented

Strong Product Roadmap and Pipeline



TSB '18

Q118



RR 7.0

Q218



Titan World



WWE:
Universe



Dash Town



Disney Title

Thru the Summer of 2019



Growth and
Evergreen Games

Continued Updates

Disciplined Beta Process Optimizes Growth Game Potential

FY 2018 Non-GAAP Guidance

(In millions)		FY 2017 Actual	FY 2018 Guidance	
			Low	High
A	Bookings	\$320.4	\$374.0	\$378.0
	Cost of Goods Sold			
B	Adjusted Platform Commissions	82.7	98.1	98.7
C	Adjusted Royalties	49.8	26.1	26.4
D	Hosting Costs	7.6	7.1	7.1
	Adjusted Operating Expenses:			
E	User Acquisition and Marketing Expenses	88.8	91.6	92.3
F	Adjusted Other Operating Expenses	123.0	119.1	119.5
G	Depreciation Add Back	\$3.2	\$4.0	\$4.0
	Basic Shares Outstanding	135.7	141.0	141.0
	Diluted Shares Outstanding	135.7	149.8	149.8
Cash and Cash Equivalents Balance		\$63.8	\$85.0+	

(A - B - C - D - E - F + G) = Adjusted EBITDA

Three-Year Strategic Plan



*On an Adjusted EBITDA basis excluding royalty impairments

Long-Term Margin Targets

Longer term the Company believes the following Adjusted EBITDA margins are achievable:

- **\$500M Bookings* = 15% to 20% Adjusted EBITDA**
- **\$750M+ Bookings* = Additional margin improvement**

**These bookings figures are being used to illustrate potential long-term margin targets and should not be treated as forecasts or projections of our bookings. We cannot assure you that we will achieve any particular growth rate and our bookings may not grow at all. Our performance is subject to many material risks and uncertainties that could cause our actual performance to fall short of these goals, including the risks discussed in our Quarterly Report on Form 10-Q filed with the SEC on May 9, 2018 and our other SEC filings.*

Investment Highlights

- Leader in High Growth Mobile Gaming Industry
- Well Defined Growth Strategy to Drive Bookings
- Creative-Led Approach Backed by Streamlined Operations
- Management Team with Proven History of Success
- Clear Strategy for Sustained Profitability

Fireside Chat

