

### AGENDA

The Witcher 3 in numbers

Recipe for success

GOG Galaxy

Financial highlights

What's coming up?

Q&A











SCOPE OF THE PROJECT

## 15 LANGUAGE

VERSIONS

INCLUDING 7 FULLY DUBBED
RELEASES



SCOPE OF THE PROJECT

## 500 VOICE ACTORS

LENDING THEIR VOICES TO GAME CHARACTERS

ACROSS ALL OF THE GAME'S LOCALIZATIONS











### RECIPE FOR SUCCESS

- clear game vision
- smart promotional activities
- global self-publishing

### RECIPE FOR SUCCESS

- a genre which suits us
- precise positioning what kind of game are we making and who represents our target audience?
- open and honest communication with players
- challenging and clearly defined QA objectives



USER RATING















### SMART PROMOTIONAL ACTIVITIES

- cohesive vision of the game itself and the way we describe it
- well thought-out hype management
- local PR activities in key territories
- marketing campaigns reflecting the specific features of key local markets

### GLOBAL SELF-PUBLISHING

- focus on key territories without neglecting smaller markets
- maximizing distribution reach
- direct collaboration with all digital distributors
- own digital distribution platform
- In full control over the publishing process



GALAXY

### GOG.COM

#### DRM-free online store, built to offer classic and indie games

Users can access the store, their personal accounts and game shelves using a web browser

### GOG GALAXY

### DRM-free online platform, built to support new games

Users can access the store, their personal accounts and game shelves using the GOG Galaxy client

Online multiplayer technology & infrastructure

Gameplay features (achievements, leaderboards)

Social features (friends, game invites)

Tools of game developers (SDK) to implement multiplayer, gameplay and social features

# ACTIVATIONS OF THE WITCHER 3

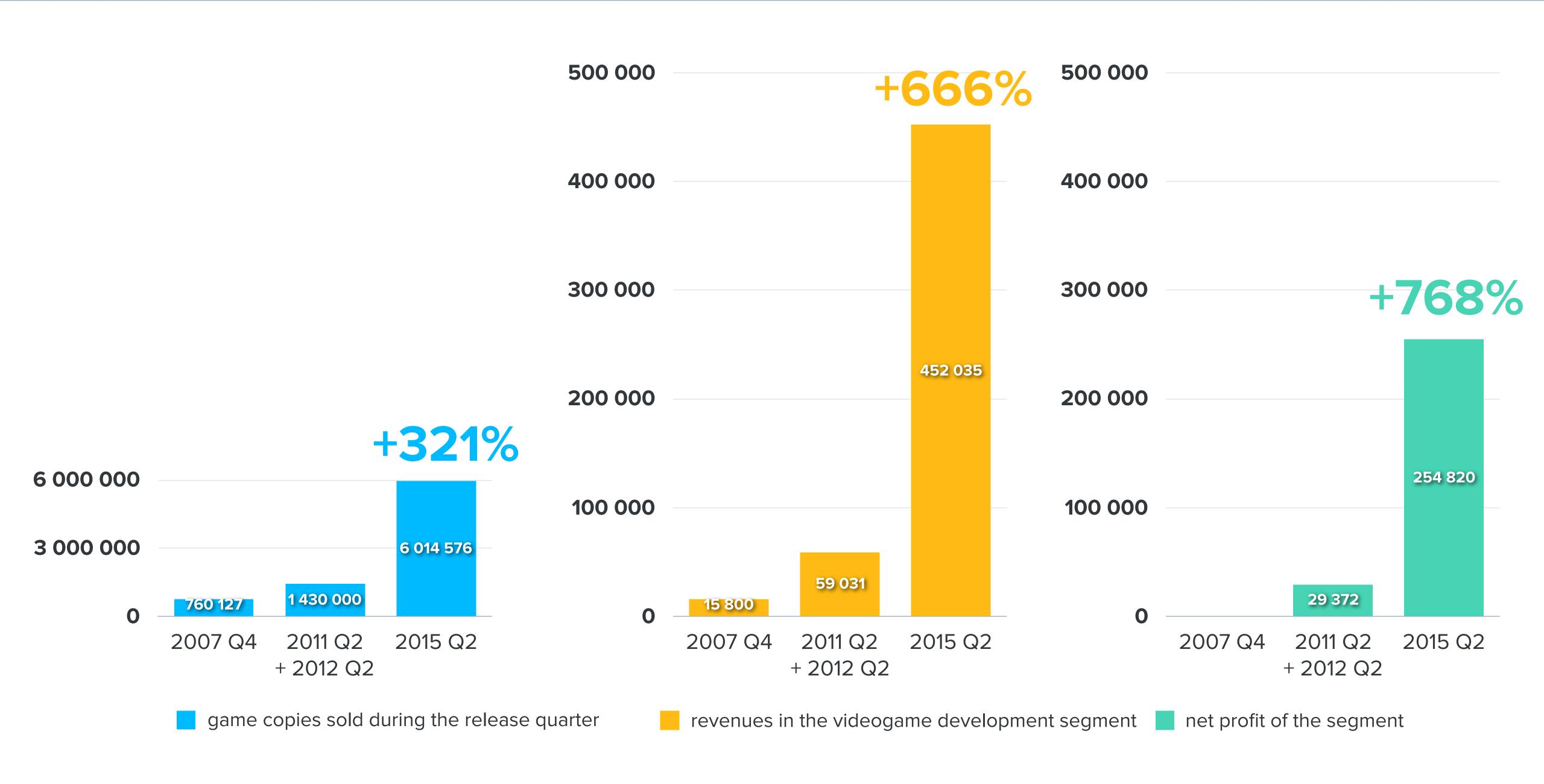
PC VERSION ON GOG



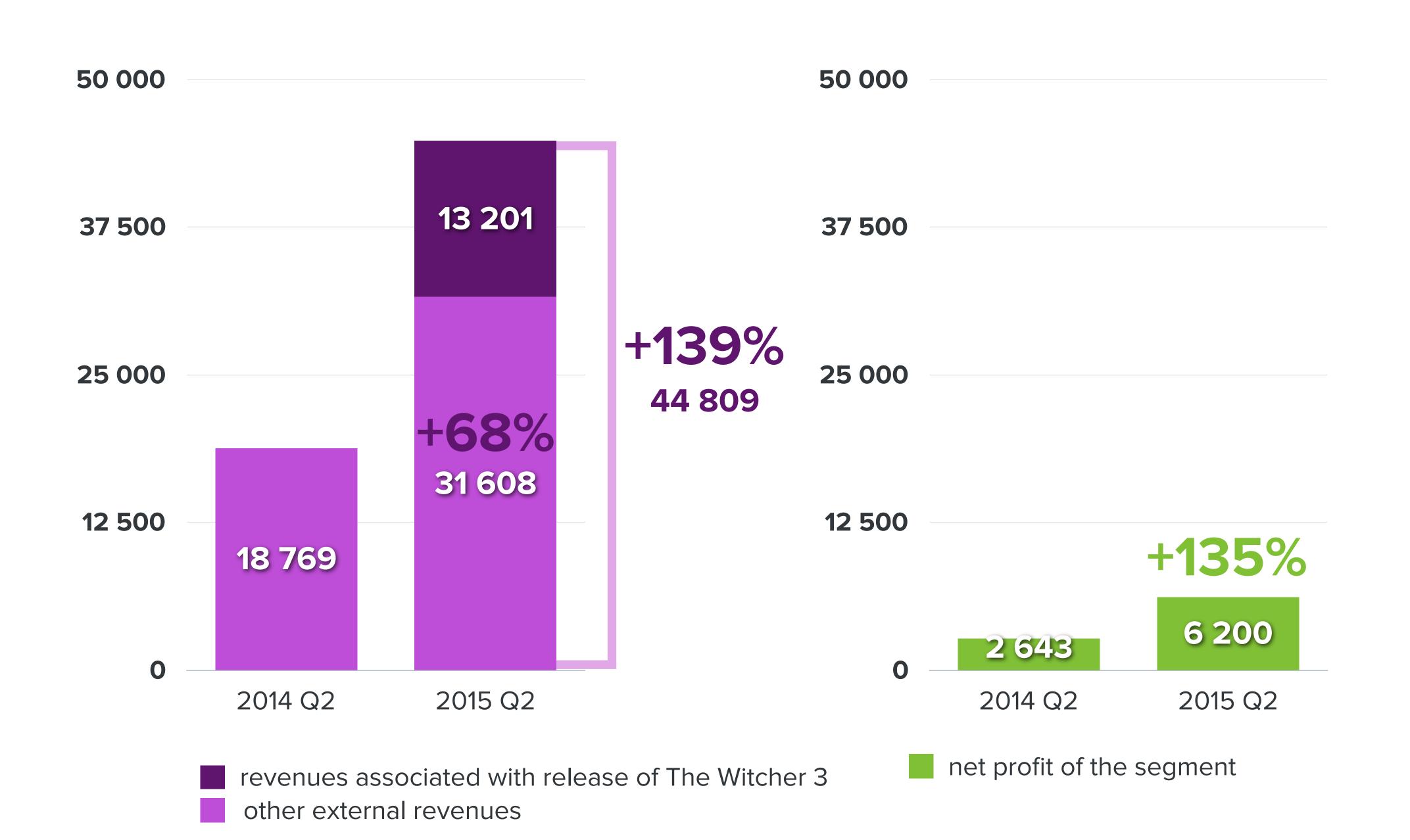
### CD PROJEKT GROUP - PROFIT & LOSS ACCOUNT

	2014 H1	2015 H1
Sales revenues	74 588	512 635
Revenues from sales of products and services	15 679	409 174
Revenues from sales of goods and materials	58 909	103 461
Cost of products, goods and materials sold	49 721	132 695
Cost of products and services sold	5 289	63 511
Value of goods and materials sold	44 432	69 184
Gross profit from sales	24 867	379 940
Selling costs	15 963	27 111
General and administrative costs	6 818	38 494
Other operating expenses (revenues)	(2 987)	25 788
Operating profit	5 073	288 547
Financial costs (revenues)	(1 281)	4 529
Profit before tax	6 354	284 018
Income tax	1702	47 766
Net profit	4 652	236 252

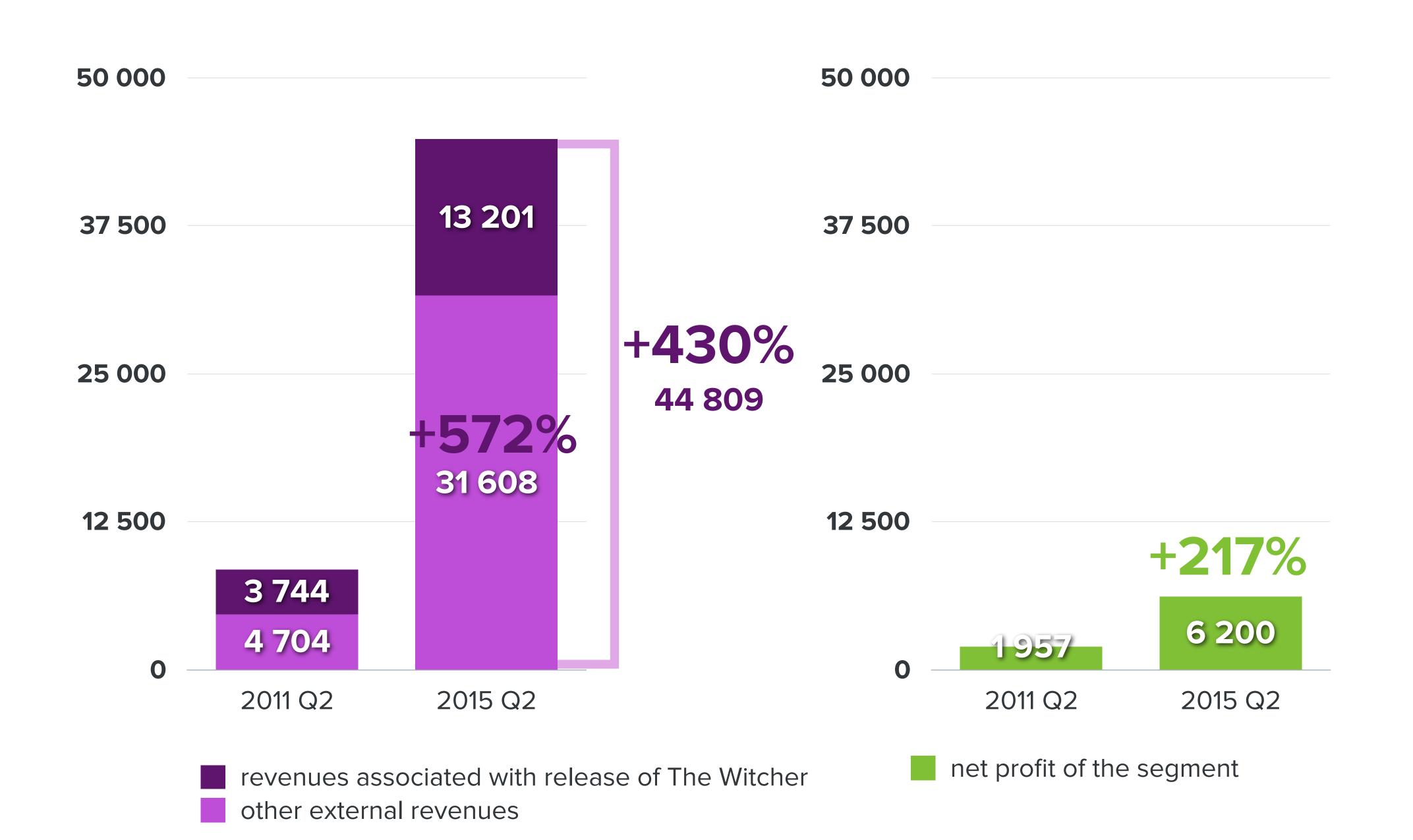
### VIDEOGAME DEVELOPMENT - CD PROJEKT RED



### DIGITAL DISTRIBUTION - GOG.COM



### DIGITAL DISTRIBUTION - GOG.COM



### CD PROJEKT GROUP - FINANCIAL STATUS

31.12.2014 31.03.2015 30.06.2015

Fixed assets	93 254	94 930	106 670
Curent assets	155 683	169 121	460 236
Inventories	96 511	106 558	49 402
Trade receivables	6 389	14 087	223 275
Other receivables	10 989	11 170	12 058
Prepaid expenses	4 654	5 055	8 532
Cash on hand and other financial assets	37 140	32 251	166 969
Total assets	248 937	264 051	566 906

### CD PROJEKT GROUP - FINANCIAL STATUS

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Equity	168 018	164 521	405 846
Long-term liabilities	2 137	1 445	1 485
Short-term liabilities	78 782	98 085	159 575
Other financial liabilities	401	381	32 617
Trade liabilities	20 532	19 282	30 365
Current income tax liabilities	655	445	45 709
Other liabilities	51 808	71 926	20 051
Deferred revenues and other provisions	5 386	6 051	30 833
Total liabilities	248 937	264 051	566 906

### CD PROJEKT GROUP - CASH FLOW

	2014H1	2015H1
Net cash flows from operating activities	7 466	134 308
Net cash flows from investment activities	4 213	(4 363)
Net cash flows from financial activities	(187)	(144)
Total net cash flows	11 492	129 801
Cash at beginning of period	39 684	34 395
Cash at end of period	51 176	164 196

### WHAT'S COMING UP?











### LEGAL DISCLAIMER

This report includes forward-looking statements. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results for fiscal year 2015 and beyond could differ materially from the CD PROJEKT's current expectations. Forward-looking statements are identified by words such as "anticipates", "projects", "expects", "plans", "intends", "believes", "estimates," "targets," and other similar expressions that indicate trends and future events.

Factors that could cause the CD PROJEKT's results to differ materially from those expressed in forward-looking statements include, without limitation, variation in demand and acceptance of the Company's products and services, the frequency, magnitude and timing of paper and other raw-material-price changes, general business and economic conditions beyond the Company's control, timing of the completion and integration of acquisitions, the consequences of competitive factors in the marketplace including the ability to attract and retain customers, results of continuous improvement and other cost-containment strategies, and the Company's success in attracting and retaining key personnel. The Company undertakes no obligation to revise or update forward-looking statements as a result of new information, since these statements may no longer be accurate or timely.