

CD PROJEKT Group

H1 2019
earnings



Adam Kiciński // President, Joint CEO

Piotr Nielubowicz // Member of the Board, CFO

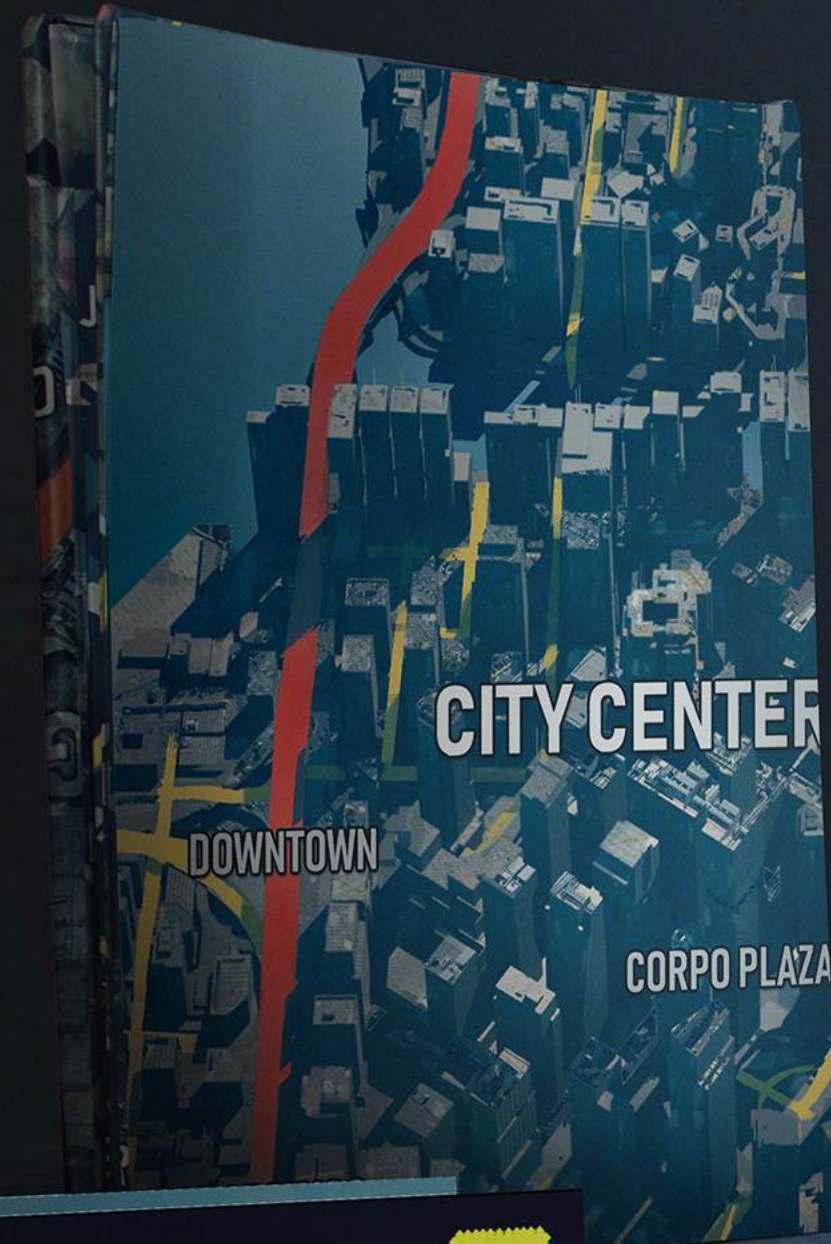
The background of the image shows a large, dimly lit exhibition hall. In the center, a tall, industrial-style booth for Cyberpunk 2077 is illuminated with yellow and orange lights. The booth has a metallic, corrugated appearance with the word "CYBERPUNK" written in a stylized, graffiti-like font across its upper section. To the left of the booth, a large mural of a character from the game is visible. The foreground is filled with a crowd of people, some looking towards the booth, others talking or looking at their phones. The overall atmosphere is that of a major gaming convention.

E3TM

2019

MAP OF NIGHT CITY

2SE2



DIGITAL CONTENT



GAME
SOUNDTRACK



CYBERPUNK 2020
SOURCEBOOK



ART BOOKLET
FEATURING A SELECTION
OF ART FROM THE GAME



WALLPAPERS
FOR DESKTOP AND MOBILE

52.268038, 21.022262

WORLD COMPENDIUM

W23



POSTCARDS
FROM NIGHT CITY

ME63



CYBERPUNK
2077

STICKERS

2SE2



18

www.pegi.info
PROVISIONAL

XBOX ONE

PS4

PC

GO TO → CYBERPUNK.NET ←

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Visualization for preview purposes only. Artwork and item design may be subject to change. The case included in the PC version comes with a Cyberpunk 2077 digital download game code and physical soundtrack CDs.

CD PROJEKT RED®

COLLECTOR'S EDITION BOX

25L4

V IN ACTION

25 CM / 10 INCH
STATUE DEPICTING
THE GAME'S PROTAGONIST

WS1B

DIGITAL CONTENT



GAME
SOUNDTRACK



CYBERPUNK 2020
SOURCEBOOK



ART BOOKLET
FEATURING A SELECTION
OF ART FROM THE GAME



WALLPAPERS
FOR DESKTOP AND MOBILE

■ 52.268038, 21.022262

HARDCOVER ART BOOK

KU2

WORLD COMPENDIUM

ME63

POSTCARDS FROM NIGHT CITY

R91B

QUADRA V-TECH METAL KEYCHAIN

25M0

A GUIDE TO NIGHT CITY
SEALED IN AN EVIDENCE BAG

RK25

METAL PIN SET

R25W

COLLECTIBLE STEELBOOK®

190Z

EMBROIDERED PATCHES

T2K

STICKERS

Z5E2

STICKER BOMB SET

R12E

XBOX ONE PS4 PC

GO TO → CYBERPUNK.NET ←

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2 0 2 0

→ PRE-ORDER NOW ←

GO TO → CYBERPUNK.NET ←

f t i d y t /CyberpunkGame

MICROTECH HYDRA VER. 2.1 :: 22.003

BIO 30:2

SYSTEM SETUP NAV



The E3 logo is displayed in the top left corner of the first panel. It consists of the letters 'E3' in a bold, white, sans-serif font, with a small 'TM' trademark symbol to the upper right of the '3'. The background of the panel is a dark, red-lit wall with various E3 award posters and a bright light fixture.

85

awards and distinctions

The middle panel features a cinematic trailer for Cyberpunk 2077. It shows a close-up of the character V, a Black man with a cybernetic eye and a futuristic, metallic jacket. The lighting is dramatic, with warm orange and yellow tones. The background is dark and industrial.

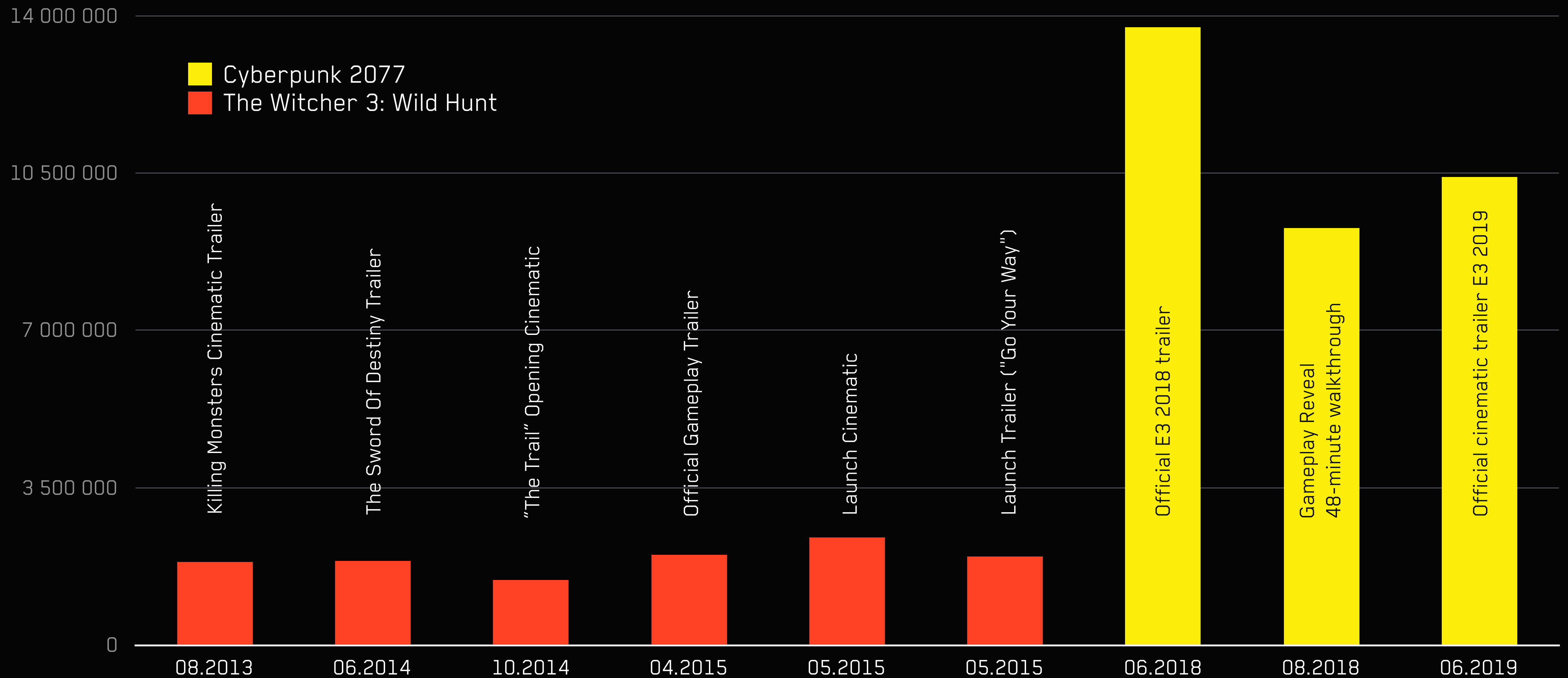
views (across all platforms)
of the E3 cinematic trailer

The right panel shows a man in a black t-shirt with the 'Cyberpunk 2077' logo standing in a dimly lit room. He is holding a smartphone. In the background, there is a chain-link fence with a 'DANGER HIGH VOLTAGE' sign and some graffiti. A camera on a tripod is visible on the right side of the frame, and a bright light fixture is at the top right.

articles

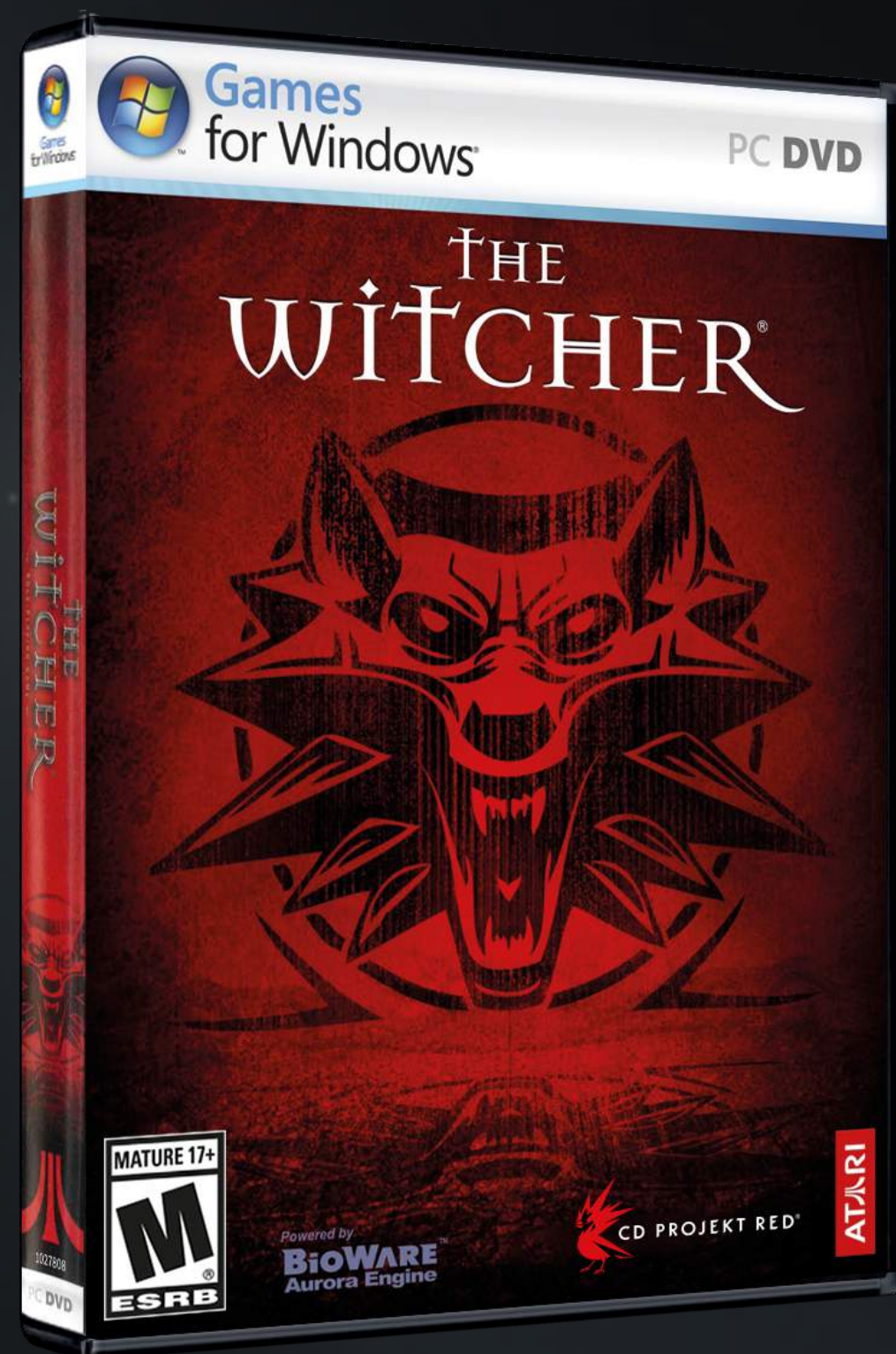
VIEWERSHIP OF GAME TRAILERS ON CD PROJEKT'S YOUTUBE CHANNEL

(within 28 days of release)

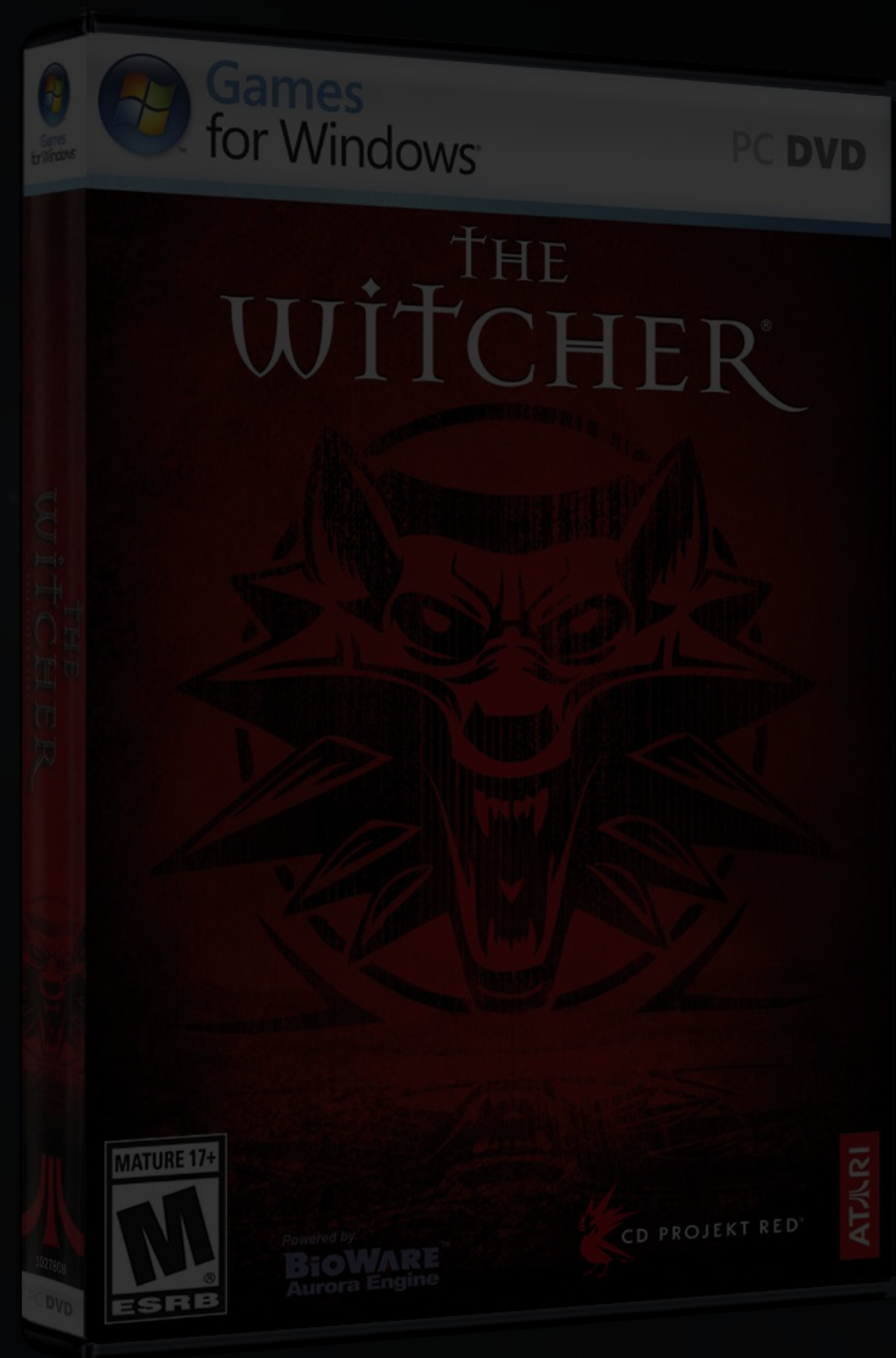


A cinematic shot of a person riding a custom red and blue motorcycle through a city street at sunset. The rider is wearing a dark jacket and jeans. The motorcycle has a large rear wheel with 'PBR' branding and a smaller front wheel. The background features tall buildings, palm trees, and a sign that reads 'BUCK-A-SLICE'. The sky is filled with soft, golden light from the setting sun.

Financial results



40M
UNITS SOLD

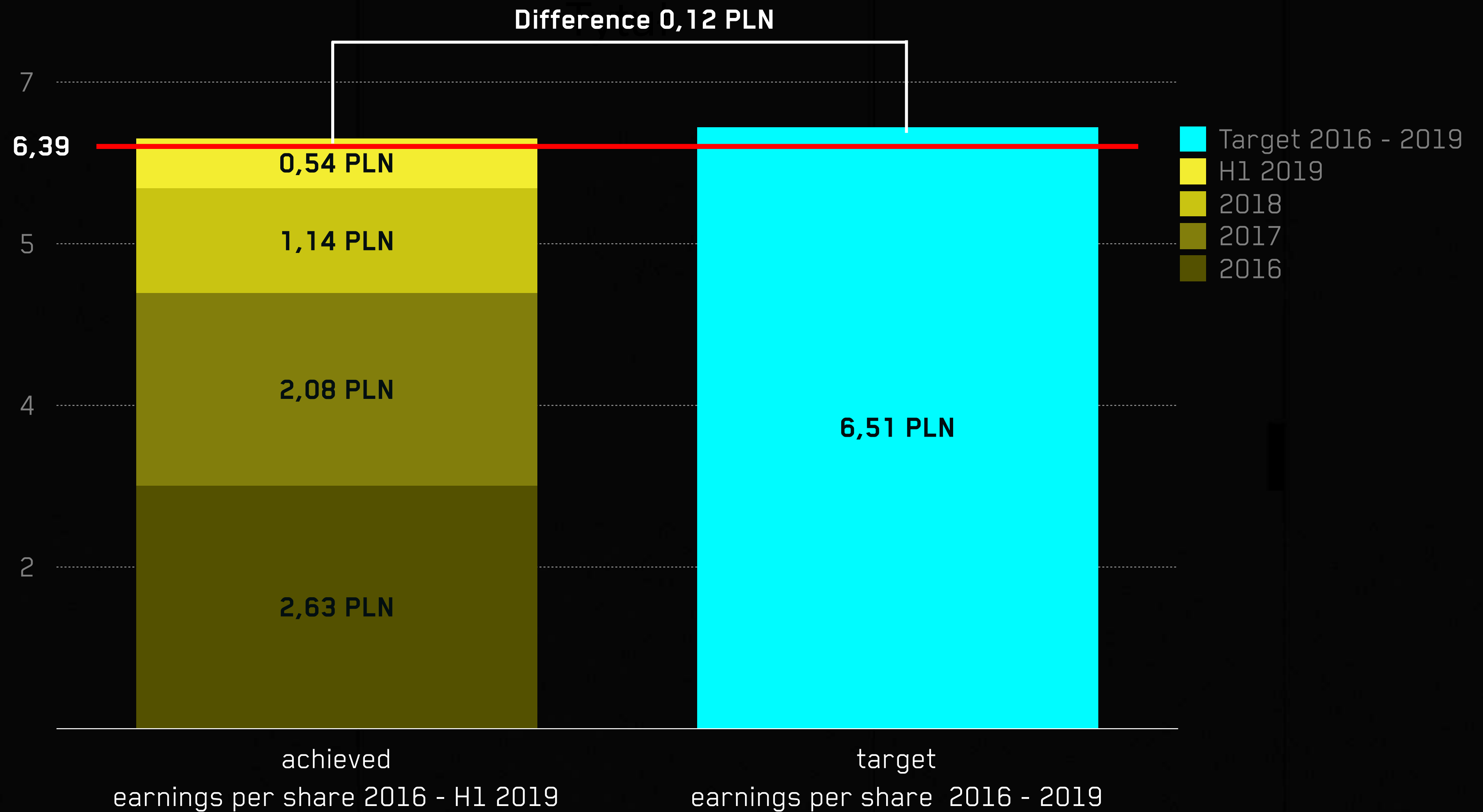


CD PROJEKT RED – profit and loss account

	2018 H1	2019 H1	change
Sales revenues	108 512	138 725	28%
Revenues from sales of products	104 682	104 460	
Revenues from sales of services	2 240	33 584	
Revenues from sales of goods and materials	1 590	681	
Cost of products, goods and services sold	2 270	12 981	472%
Cost of products and services sold	800	12 319	
Value of goods and materials sold	1 470	662	
Gross profit from sales	106 242	125 744	18%
Operating costs	44 409	66 645	50%
Selling costs	30 860	34 867	
General and administrative expenses	13 710	32 709	
Other operating revenues and expenses	-161	-931	
EBIT	61 833	59 099	-4%
Financial revenues less expenses	5 725	4 530	
Income tax	13 948	12 592	
Net profit	53 610	51 037	-5%

All figures in PLN thousands

Incentive program - result goal



CD PROJEKT RED – profit and loss account

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All figures in PLN thousands

GOG.com – profit and loss account

	2018 H1	2019 H1	change
Sales revenues	64 575	81 108	26%
Revenues from sales of products	2 906	3 733	
Revenues from sales of services	4	1	
Revenues from sales of goods and materials	61 665	77 374	
Cost of products, goods and services sold	44 702	57 413	28%
Cost of products and services sold	0	3 236	
Value of goods and materials sold	44 702	54 177	
Gross profit from sales	19 873	23 695	19%
Operating costs	20 403	22 800	12%
Selling costs	17 150	19 611	
General and administrative expenses	2 973	3 222	
Other operating revenues and expenses	280	-33	
EBIT	-530	895	-
Financial revenues less expenses	-436	-149	
Income tax	212	103	
Net profit	-1 178	643	-

All figures in PLN thousands

CD PROJEKT Group – profit and loss account

	2018 H1	2019 H1	change
Sales revenues	168 434	214 407	27%
Revenues from sales of products	108 772	109 775	
Revenues from sales of services	25	31 755	
Revenues from sales of goods and materials	59 637	72 877	
Cost of products, goods and services sold	43 829	66 168	51%
Cost of products and services sold	91	14 926	
Value of goods and materials sold	43 738	51 242	
Gross profit from sales	124 605	148 239	19%
Operating costs	63 304	88 245	39%
Selling costs	46 639	53 373	
General and administrative expenses	16 546	35 836	
Other operating revenues and expenses	119	-964	
EBIT	61 301	59 994	-2%
Financial revenues less expenses	5 289	4 381	
Income tax	14 160	12 695	
Net profit	52 430	51 680	-1%

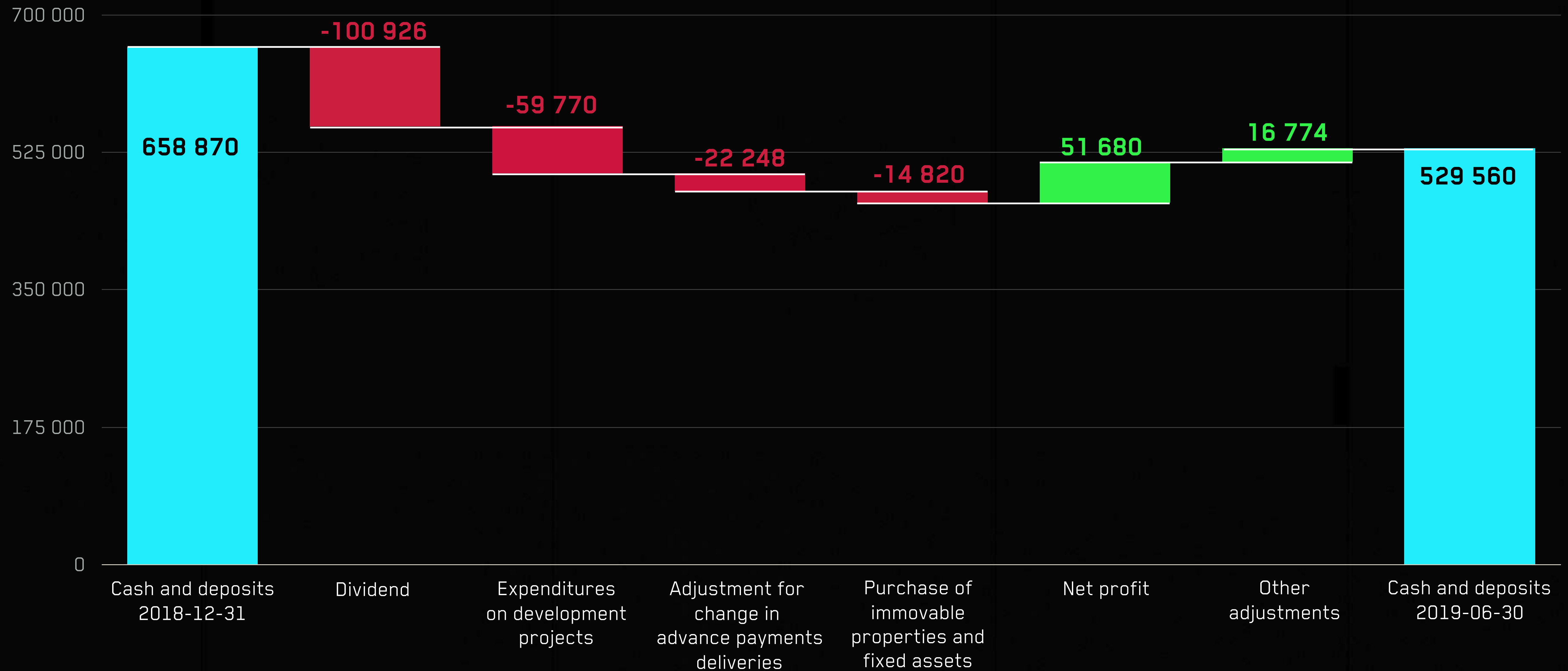
All figures in PLN thousands

CD PROJEKT Group – balance sheet

ASSETS	31/12/2018	30/06/2019	change	change %
Fixed assets	388 309	454 783	66 474	17%
Expenditures on development projects	242 816	291 803	48 987	20%
Other fixed assets	145 493	162 980	17 487	12%
Working assets	738 529	681 875	-56 654	-8%
Trade receivables	37 008	90 401	53 393	144%
Other receivables	19 231	36 224	16 993	88%
Prepaid expenses	21 502	21 194	-308	-1%
Other working assets	1 918	4 496	2 578	134%
Cash and bank deposits	658 870	529 560	-129 310	-20%
TOTAL ASSETS	1 126 838	1 136 658	9 820	1%
EQUITY AND LIABILITIES	31/12/2018	30/06/2019	change	change %
Equity	1 002 864	975 330	-27 534	-3%
Long-term liabilities	6 691	6 678	-13	0%
Short-term liabilities	117 283	154 650	37 367	32%
Trade liabilities	49 914	45 327	-4 587	-9%
Other liabilities	18 031	14 692	-3 339	-19%
Deffered revenues	26 172	83 844	57 672	220%
Provisions	23 166	10 787	-12 379	-53%
TOTAL EQUITY AND LIABILITIES	1 126 838	1 136 658	9 820	1%

All figures in PLN thousands

CD PROJEKT Group – cash flow



All figures in PLN thousands



COMING THIS YEAR...



THE WITCHER® WILD HUNT

COMPLETE EDITION

OVER 800
AWARDS

GAME OF
THE YEAR
IGN

GAME OF
THE YEAR
THE GAME AWARDS

GAME OF
THE YEAR
GAMESPOT

Game box



Game card with The Witcher 3: Wild Hunt base game,
Hearts of Stone & Blood and Wine expansions, and 16 DLC

Stickers



The Witcher Universe:
Compendium

Map





THE WITCHER WILD HUNT

COMPLETE EDITION

OVER 800
AWARDS

GAME OF
THE YEAR
IGN

GAME OF
THE YEAR
THE GAME AWARDS

GAME OF
THE YEAR
GAMESPOT

COMING TO NINTENDO SWITCH

OCTOBER 15, 2019

Game box

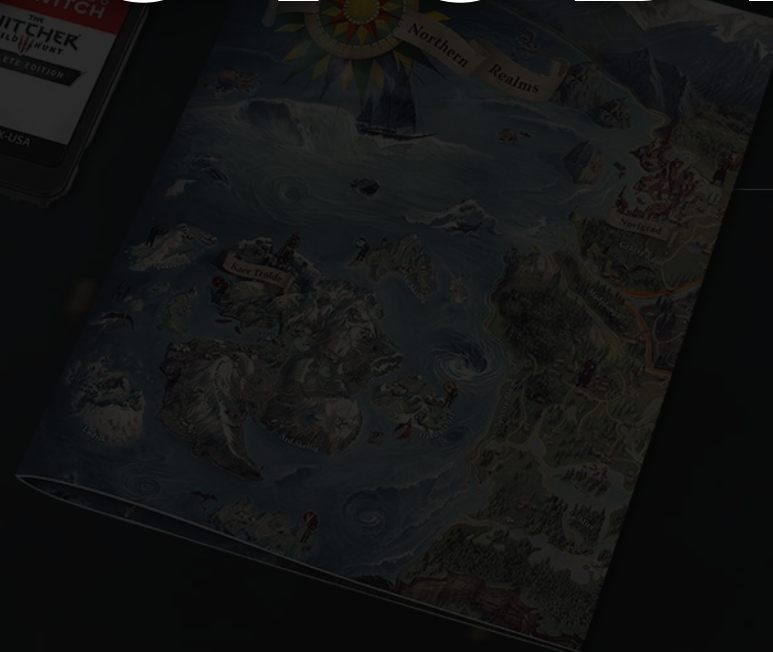


Game card with The Witcher 3: Wild Hunt base game,
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Stickers



Map

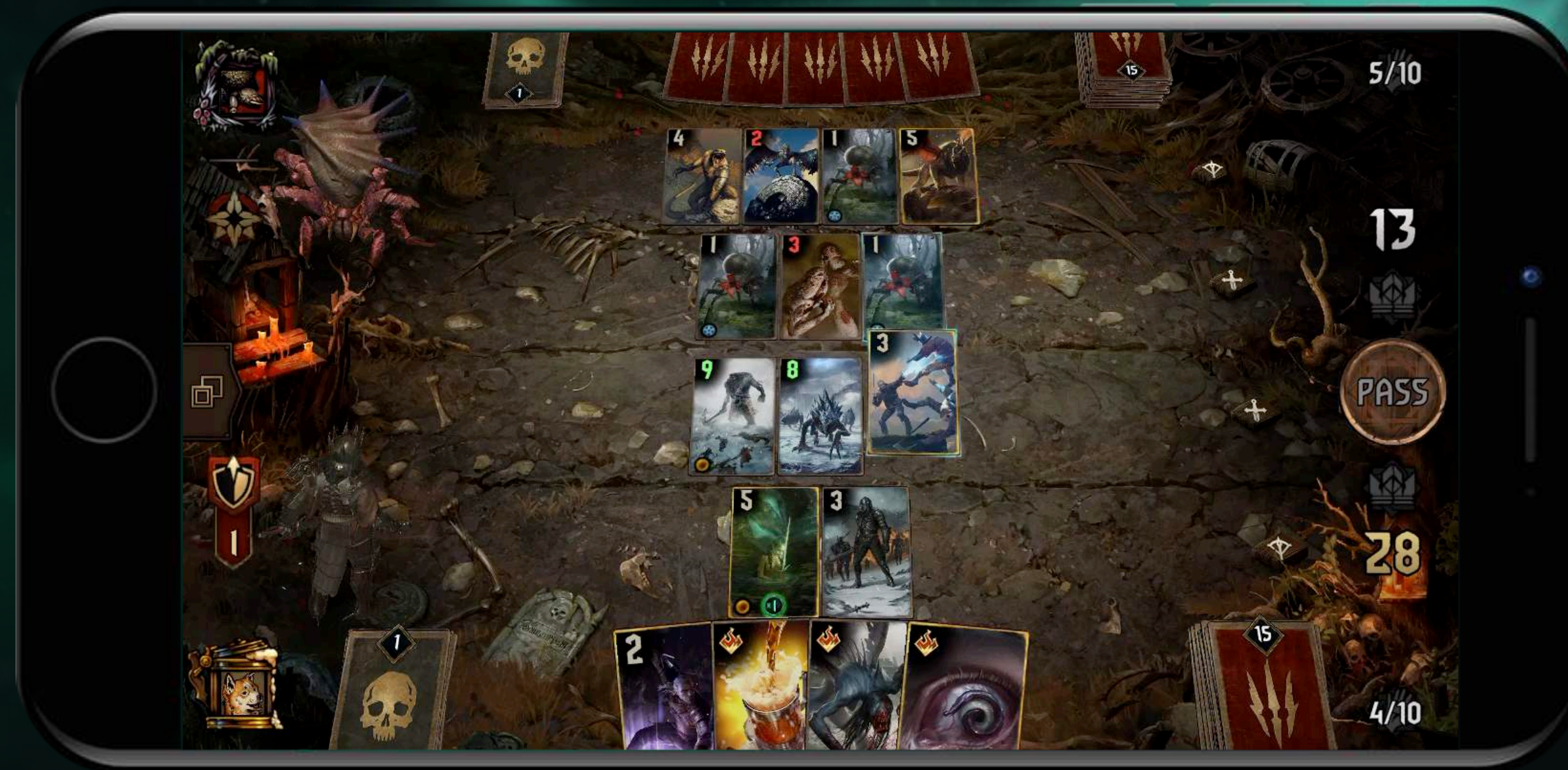


The Witcher Universe:
Compendium



GWENT

THE
WITCHER CARD GAME



on iPhone

NEW GAME FOOTAGE STREAM ON

FRIDAY 30.09.2019 20:00 CEST

→ [TWITCH.TV/CDPROJEKTRED](https://www.twitch.tv/cdprojektred) ←

→ Q & A ←

→ THANK YOU ←

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