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CD PROJEKT Group

Since 2002
Game development and publishing
~900 team members
Primary focus on AAA RPGs

Since 2008
Digital distribution
~200 team members
4100 games from 600 suppliers

Since 2018
Mobile game development
~50 team members
Primary focus on AAA mobile experiences
Our Core Strengths

- Masterful storytelling
- Established and recognizable studio
- Two unique franchises
- Engaged community
- Direct connection to gamers
- Online digital storefront
- World-class publishing
- Accumulated cash and resources
**Mission**

To create revolutionary story-driven RPGs, which go straight to the hearts of gamers from around the world

To be counted among the world's top three video game developers

To ensure a lasting place for our brands in the global popular culture

**Core values**

- Quality as our top priority
- Passionate team as our greatest strength
- Tolerance, fairness and openness at our heart
- Independence
- Gamer-centric approach
Parallel AAA game development by growing production throughput

Online experience enriching our IPs. Gaming community built around GOG GALAXY

Franchise value creation through core gaming extensions (e.g. mobile), and partnerships (e.g. TV series, merchandise)

Parallel AAA game development by growing production throughput

Gaming community built around GOG GALAXY

CD PROJEKT Strategic Development Framework
Parallel AAA game development by growing production throughput

CD PROJEKT Strategic Development Framework

Online experience enriching our IPs. Gaming community built around GOG GALAXY

Franchise value creation through core gaming extensions (e.g. mobile), and partnerships (e.g. TV series, merchandise)

Parallel AAA game development by growing production throughput
RED 2.0: Transforming and Powering Up for Growth

- Further developing a sustainable and caring work environment
- Redefining and empowering the CTO role
- Rolling-out agile ways of working
- Centralizing REDengine to serve two franchises
- Deploying a team of cross-project experts
- Changing our approach to external communication
- Scaling up our talent pool

Streamlining development process
Securing the quality of upcoming AAA content
Growing production throughput to enable parallel AAA game development
Centralize REDengine to serve two franchises

Organize as cross-functional teams (e.g. software engineers, designers, game and graphics developers)

Deploy cross-project experts

Transforming Development Process

1 Non-player character
Parallel AAA Development to Start in 2022
Marketing and PR campaigns will start closer to the actual launch. However, new projects might still be teased early on.

Game communication will focus on more polished footage and demos. Moreover, showcases will be conducted on all platforms.
Roadmap Update — 2021

- Patches and updates
- Free DLCs
- Next Gen update
- The Witcher: Monster Slayer
- The Witcher 3: Next Gen update
- Further development of GWENT

1 DLC – small additional content
Sustainable and Caring Work Environment

Comfortable
- Inclusiveness and diversity
- Well-being

Open
- Bilateral internal communication
- Barrierless environment

Empowering
- Ambitious projects
- Personal development
Increased Focus on Talent

Scale up talent pool

- Grow organically
- Lock-in partnerships with proven vendors
- Pursue inorganic growth opportunities
We have just signed investment term sheet with Digital Scapes

Based in Vancouver, Canada

Trusted partner with skilled industry veterans
Parallel AAA game development by growing production throughput

CD PROJEKT Strategic Development Framework

Expand

Online experience enriching our IPs. Gaming community built around GOG GALAXY

Build out

Franchise value creation through core gaming extensions (e.g. mobile), and partnerships (e.g. TV series, merchandise)

Transform

Parallel AAA game development by growing production throughput
Extending the Reach of Our RPGs

- Pure RPG
- RPG with action elements
- RPG with action and shooter elements
## Building Broader Franchises Based on Our Core

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<tr>
<th>Core</th>
<th>The Witcher</th>
<th>Cyberpunk</th>
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### Selected franchise expansion examples
- **Release of The Witcher: Monster Slayer** – AR mobile game
- **Cyberpunk: EDGERUNNERS** – CD PROJEKT RED and Studio Trigger anime to be aired on Netflix
- Increased offer on merchandise of toys, gadgets, comics and apparel
Actively Managing The Witcher Franchise Flywheel

Create and release incremental gaming content

Expand into broader entertainment (e.g. TV series, music, merchandise) and co-ops with brands

Develop world-class AAA RPGs

Provide players with memorable experience

50+ Million units sold of The Witcher saga

1483 units sold of The Witcher saga — ENHANCED EDITION

20
Flywheel Effect Brings Exponential Financial Benefits, as Proven by The Witcher

50+ Million units sold of The Witcher saga

Annual revenues at game release

- The Witcher
- The Witcher 2
- The Witcher 3 + expansions
Cyberpunk Flywheel Will Build on The Witcher Experiences

- Develop world-class AAA RPGs
- Updates and free DLCs in 2021
- Next Gen release and free Next Gen update in H2 2021
- Expansions in progress
- Addition of online elements

- Provide players with memorable experience
- 13 Million games sold at launch

- Create and release incremental gaming content

- Expand into broader entertainment (e.g. TV series, music, merchandise) and co-ops with brands

1 DLC – small additional content
CD PROJEKT Strategic Development Framework

Expand

Online experience enriching our IPs. Gaming community built around GOG GALAXY

Build out

Franchise value creation through core gaming extensions (e.g. mobile), and partnerships (e.g. TV series, merchandise)

Transform

Parallel AAA game development by growing production throughput

The Witcher

Cyberpunk

RED 2.0
Going Online with Paced Approach

Online gaming is essential to grow all our franchises

Games
Embed compelling and enriching online experiences into our upcoming games

Community
Create GOG GALAXY-powered communities and connections with players within, across and beyond our games

Tech & Expertise
Develop technologies and expertise in sync with our new online philosophy
Thoughtful Financial Management

- Self-financed development and strong financial backbone
- M&A to bolster tech capabilities
- Shareholder payouts when viable

Graph showing:
- Net cash flows from operating activity
- Expenditures on development projects
- Dividends

Data for:
- 2018
- 2019
- 2020 Q1-3
Our Transformation Journey

**From**
- Focus on AAA RPG
- Single-player
- Sequential IP development
- Waterfall development
- AAA game-focused
- Quality-focused

**To**
- Genre-blending with AAA RPG core
- Single-player + online experience
- Parallel IP development
- Agile delivery
- AAA + broad IP ecosystem (mobile, beyond gaming)
- Team- and quality-focused
CD PROJEKT Group Strategy Update: Key Takeaways

Expanded focus on team building, talent growth and technical excellency

Clear strategic goals to expand IP and reinvent ways of working

Strong financial backbone securing future development

Watch the video presenting CD PROJEKT Group Strategy Update