



CD PROJEKT Group Strategy Update

30 March 2021

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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 and Values

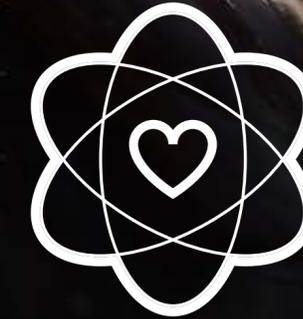


Mission

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

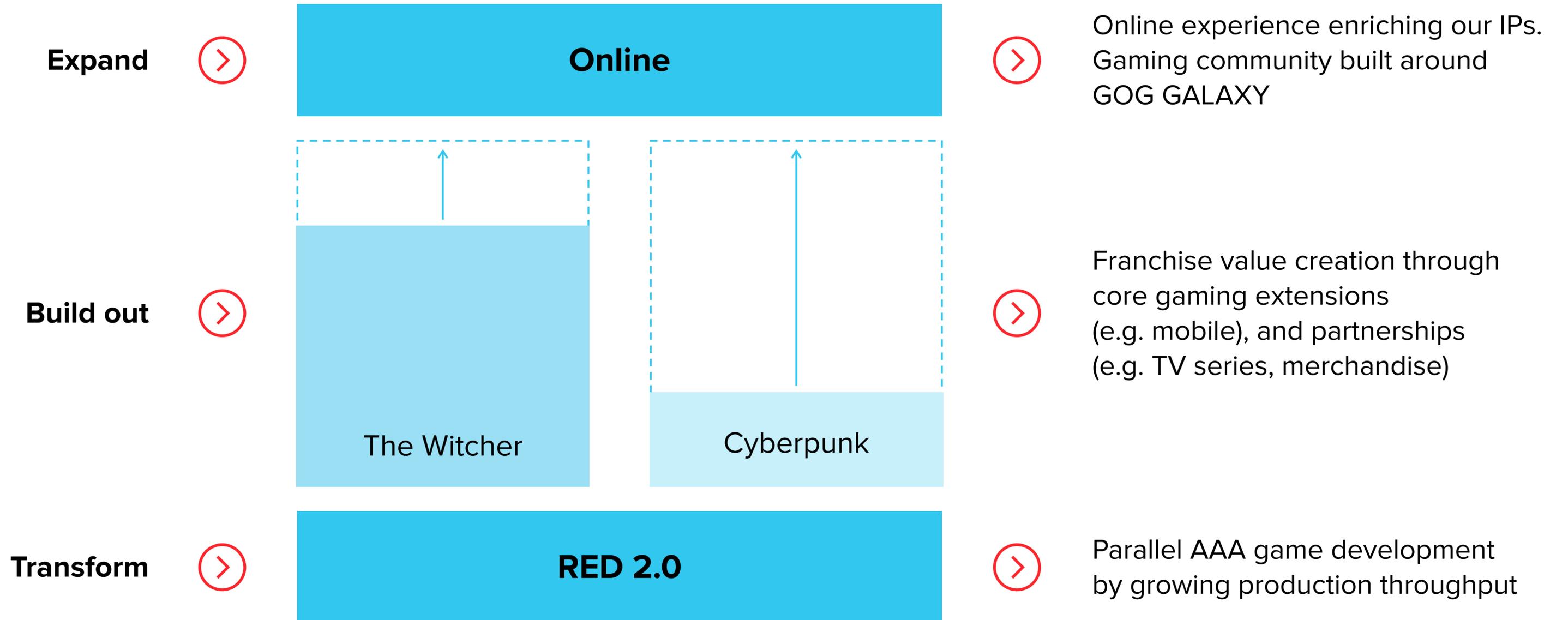
Passionate team as our greatest strength

Tolerance, fairness and openness at our heart

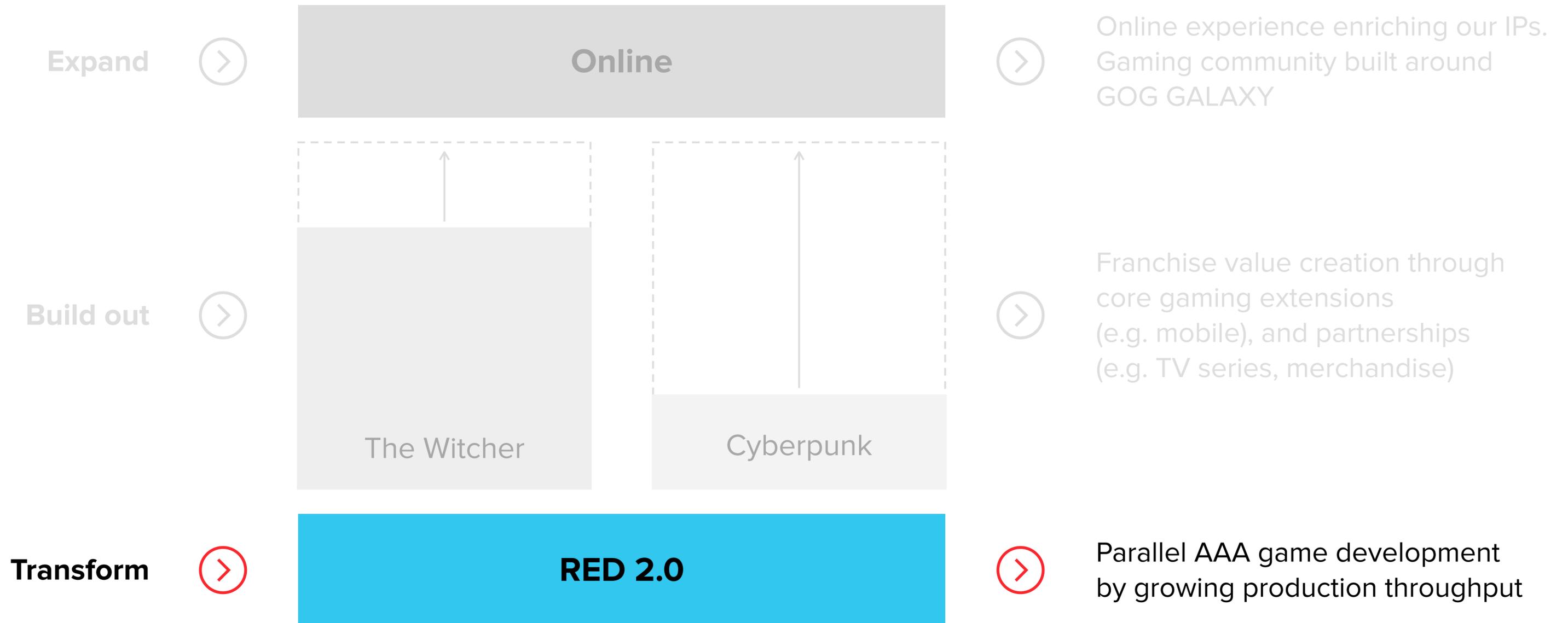
Independence

Gamer-centric approach

CD PROJEKT Strategic Development Framework



CD PROJEKT Strategic Development Framework

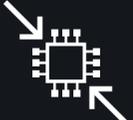


RED 2.0: Transforming and Powering Up for Growth

 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

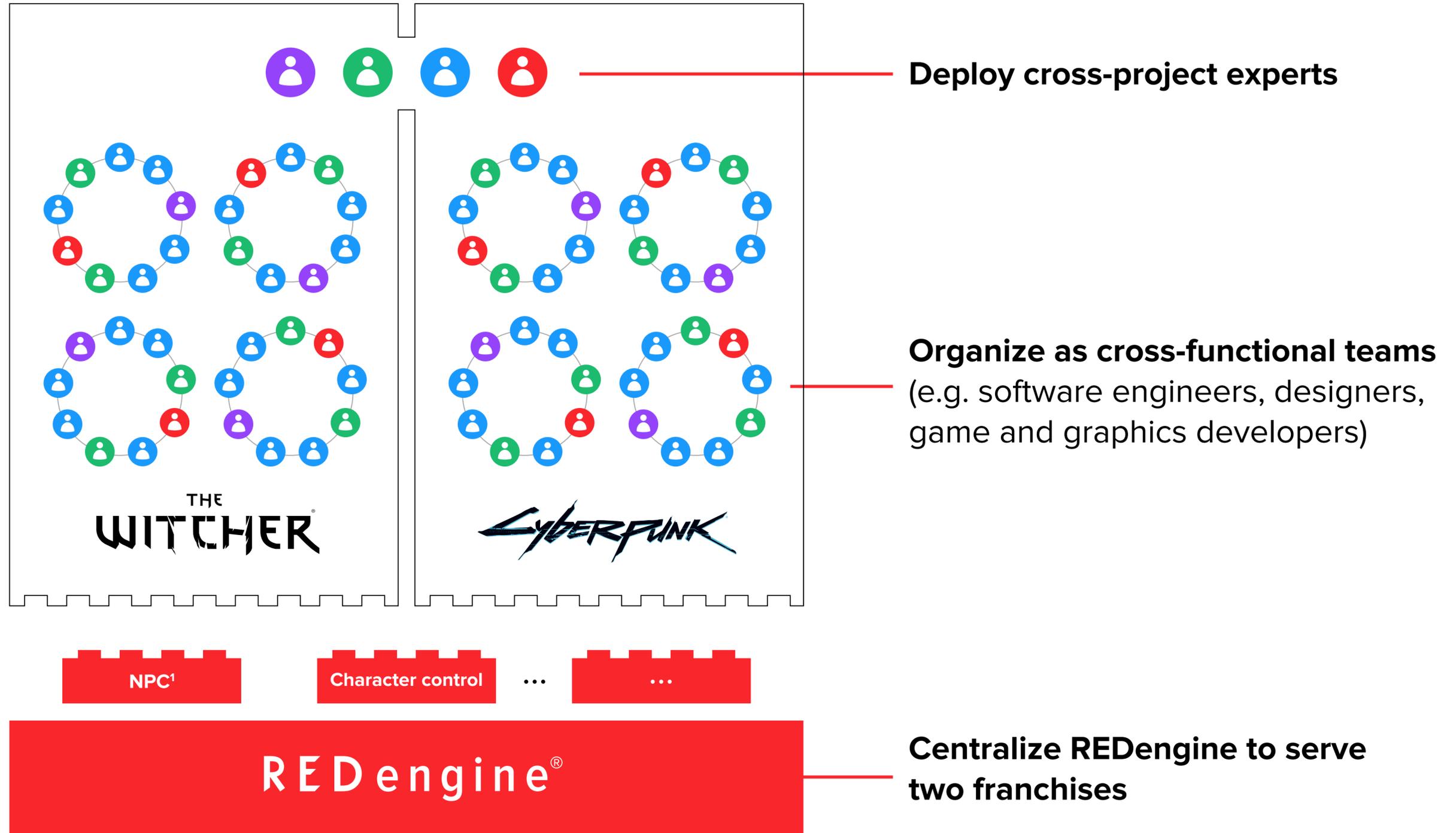
 Scaling up our talent pool

Streamlining development process

Securing the quality of upcoming AAA content

Growing production throughput to enable parallel AAA game development

Transforming Development Process



¹ Non-player character



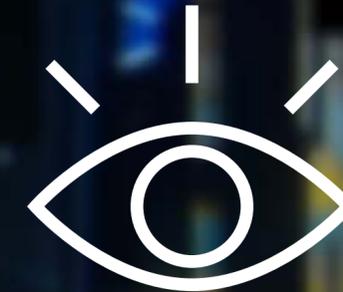
**Parallel AAA Development
to Start in 2022**

Changing the Way we Communicate our Work



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 DLCs¹

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

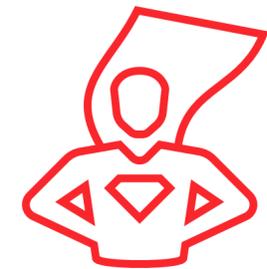
Well-being



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

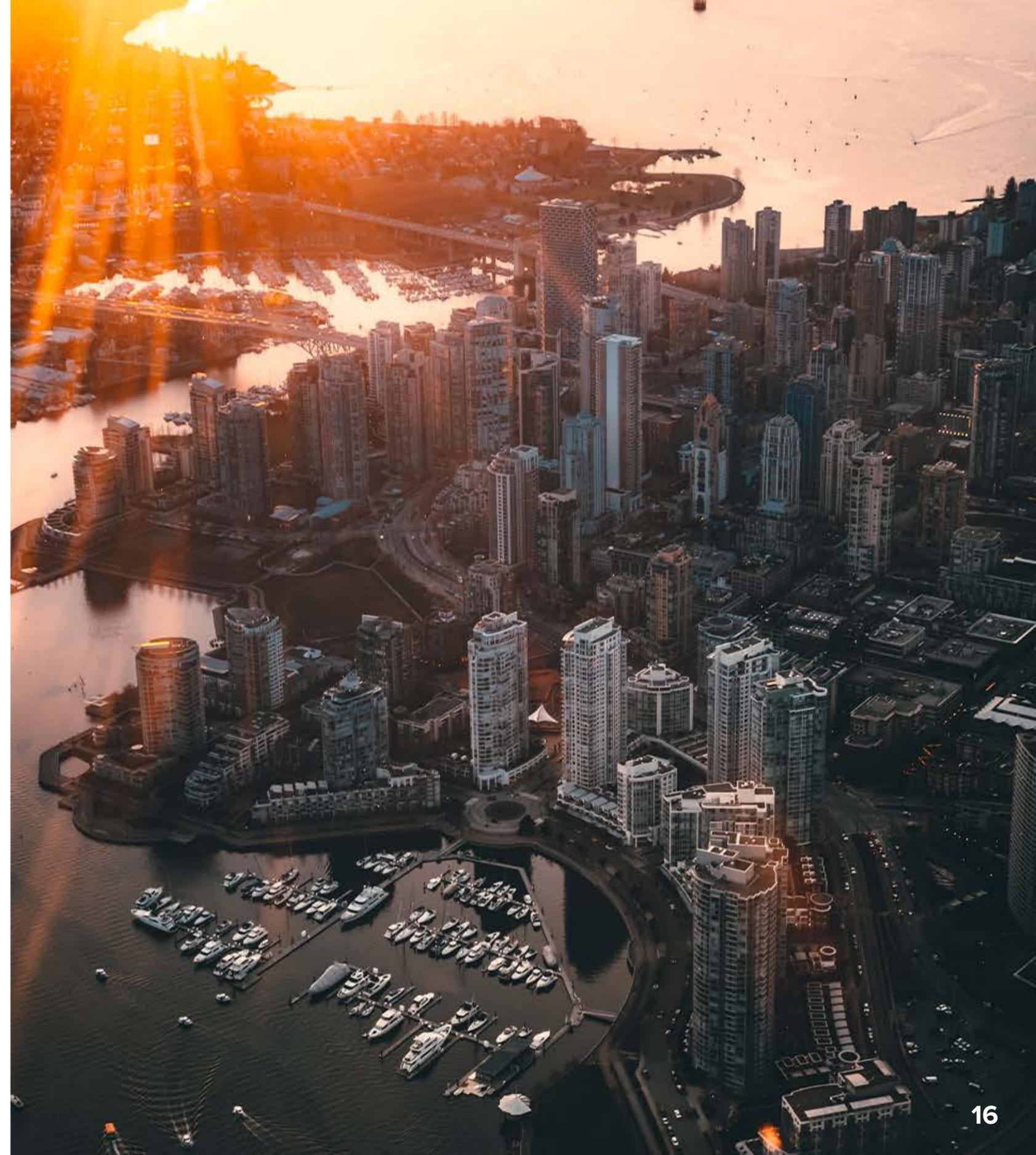
Actively on the Lookout for M&A Opportunities



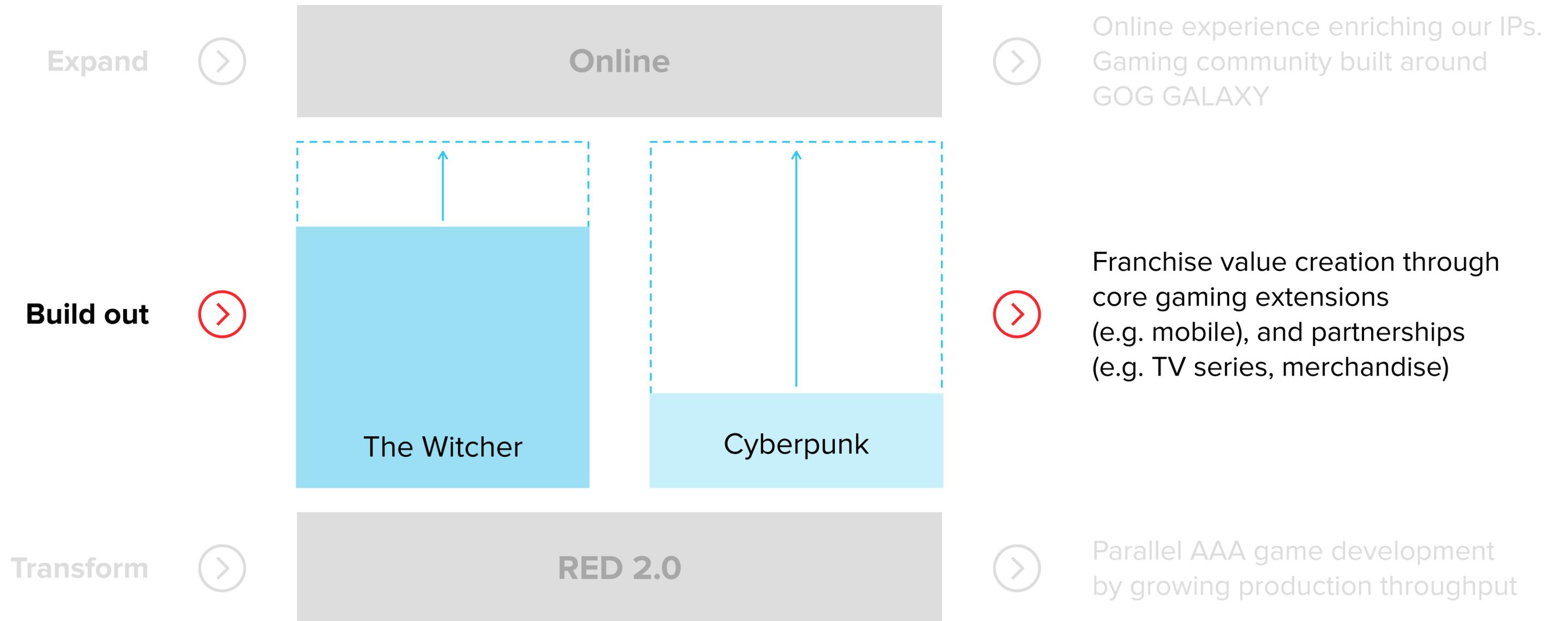
We have just signed investment
term sheet with Digital Scapes

Based in Vancouver, Canada

Trusted partner with skilled
industry veterans



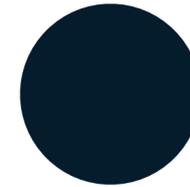
CD PROJEKT Strategic Development Framework



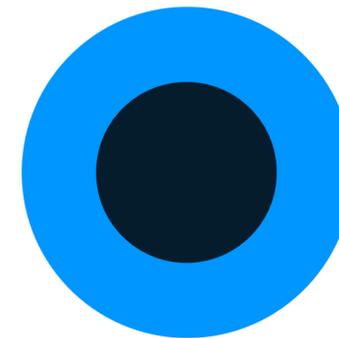
Extending the Reach of Our RPGs



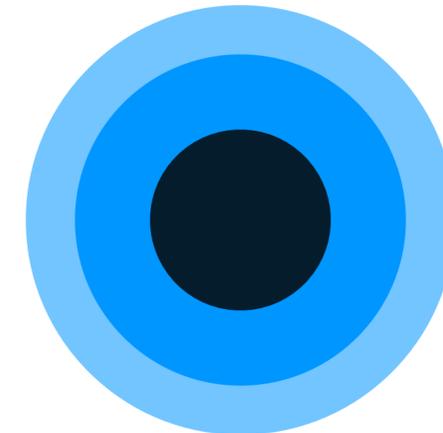
Pure **RPG**



RPG with **action** elements



RPG with **action** and **shooter** elements



Building Broader Franchises Based on Our Core

✓ Available now
✓ In the pipeline
✓ Long-term consideration

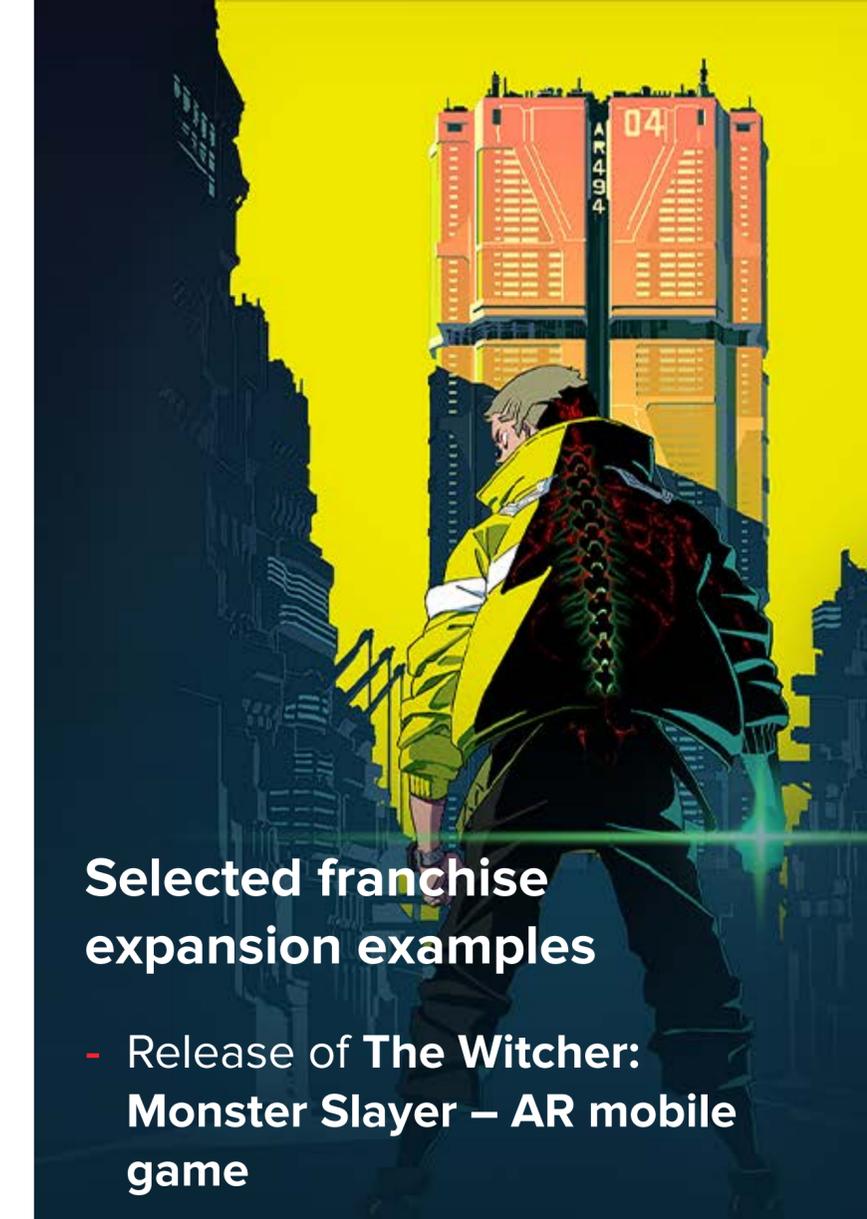
Core

Adjacencies

	The Witcher	Cyberpunk
Gaming		
Single player game	✓	✓
Next Gen	✓	✓
Expansions	✓	✓
Online experience	✓	✓
Mobile	✓	✓
Content		
Live action	✓ *	✓
Anime	✓ *	✓
Music	✓	✓
Books	✓ *	✓
Comics	✓	✓
Merchandise	✓	✓

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

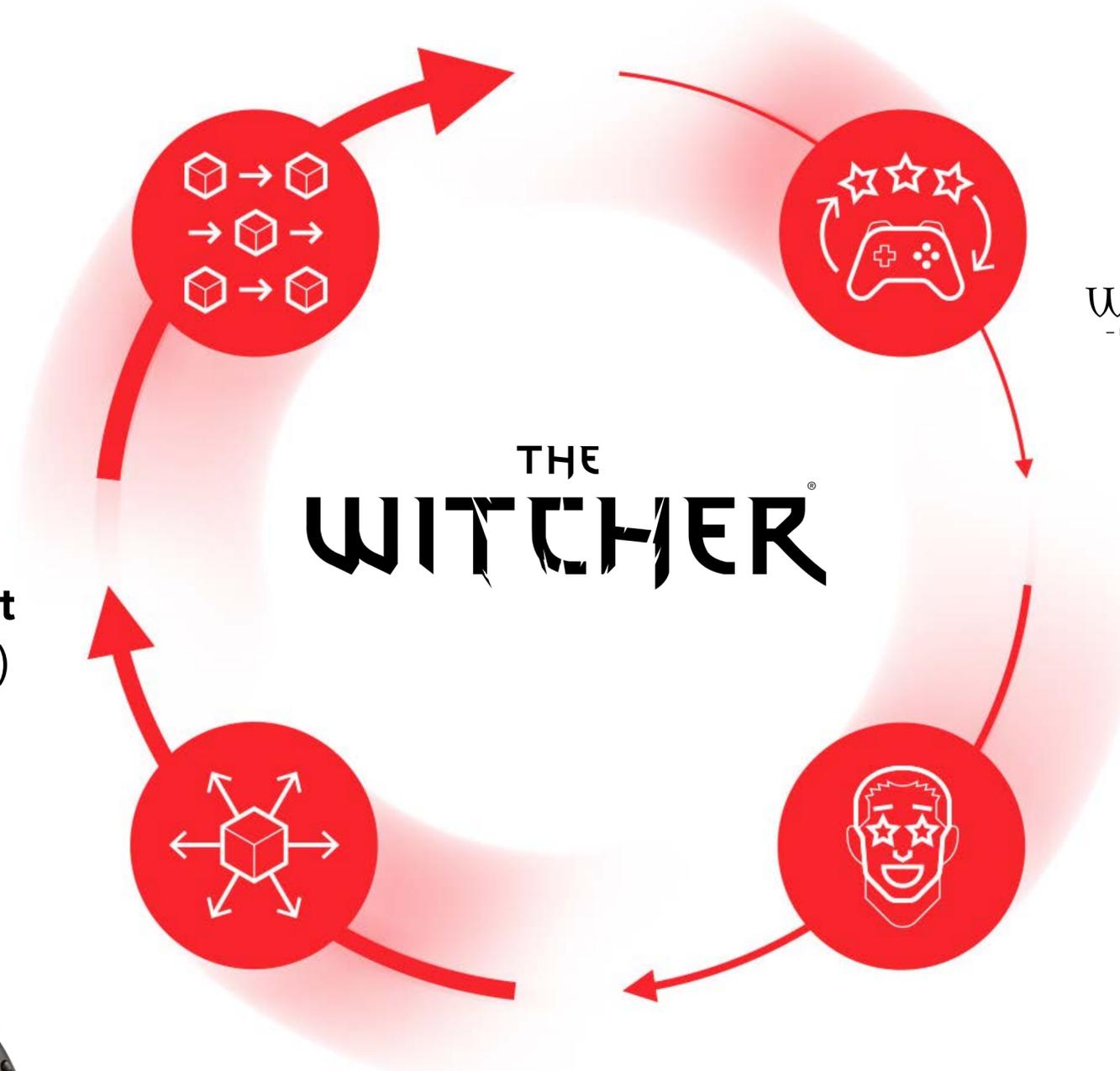


Develop world-class AAA RPGs



Provide players with memorable experience

50+ Million units sold of The Witcher saga



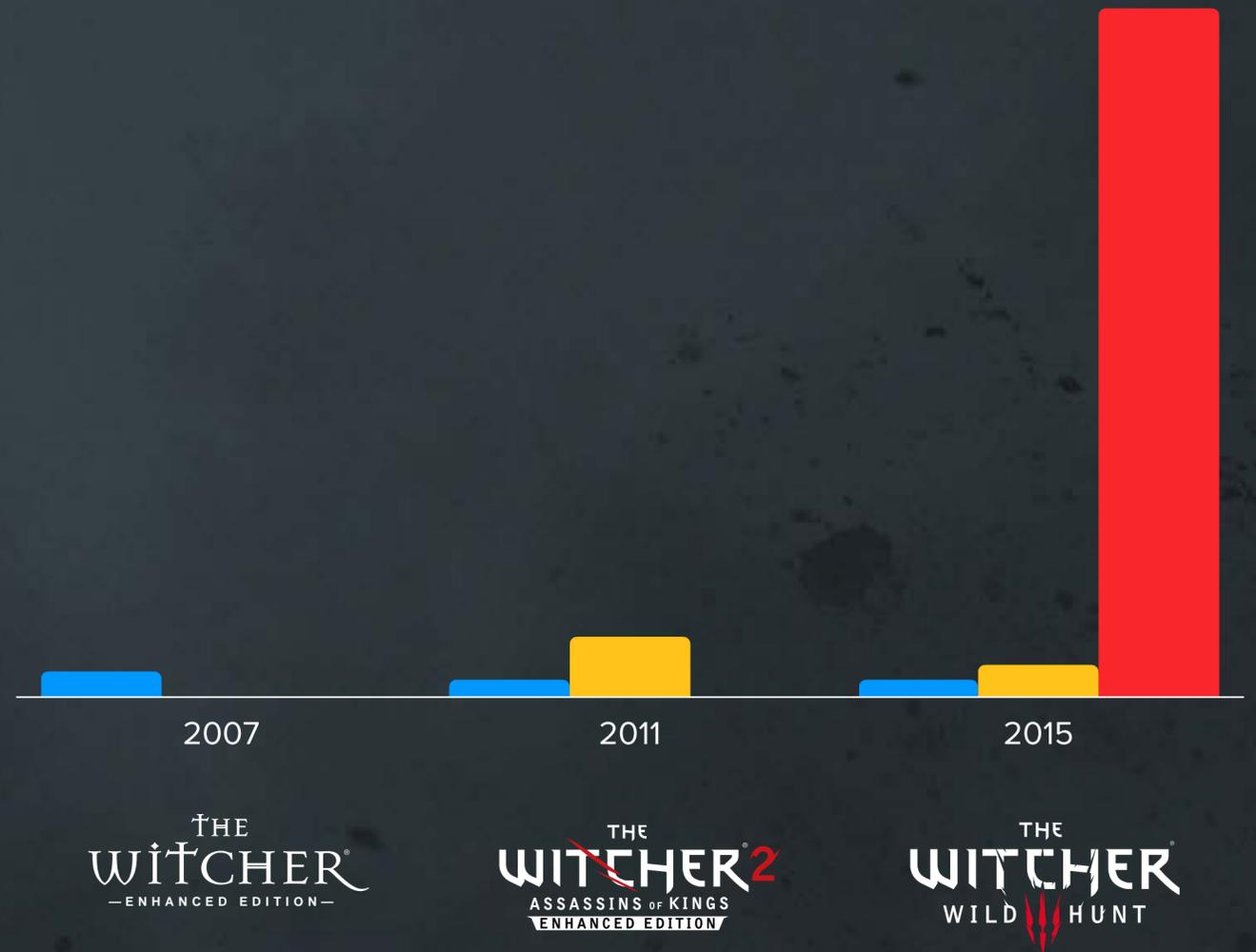
**Flywheel
Effect Brings
Exponential
Financial
Benefits, as
Proven by
The Witcher**

**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

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

Updates and free DLCs¹ in 2021

Next Gen release and free Next Gen update in H2 2021

Expansions in progress

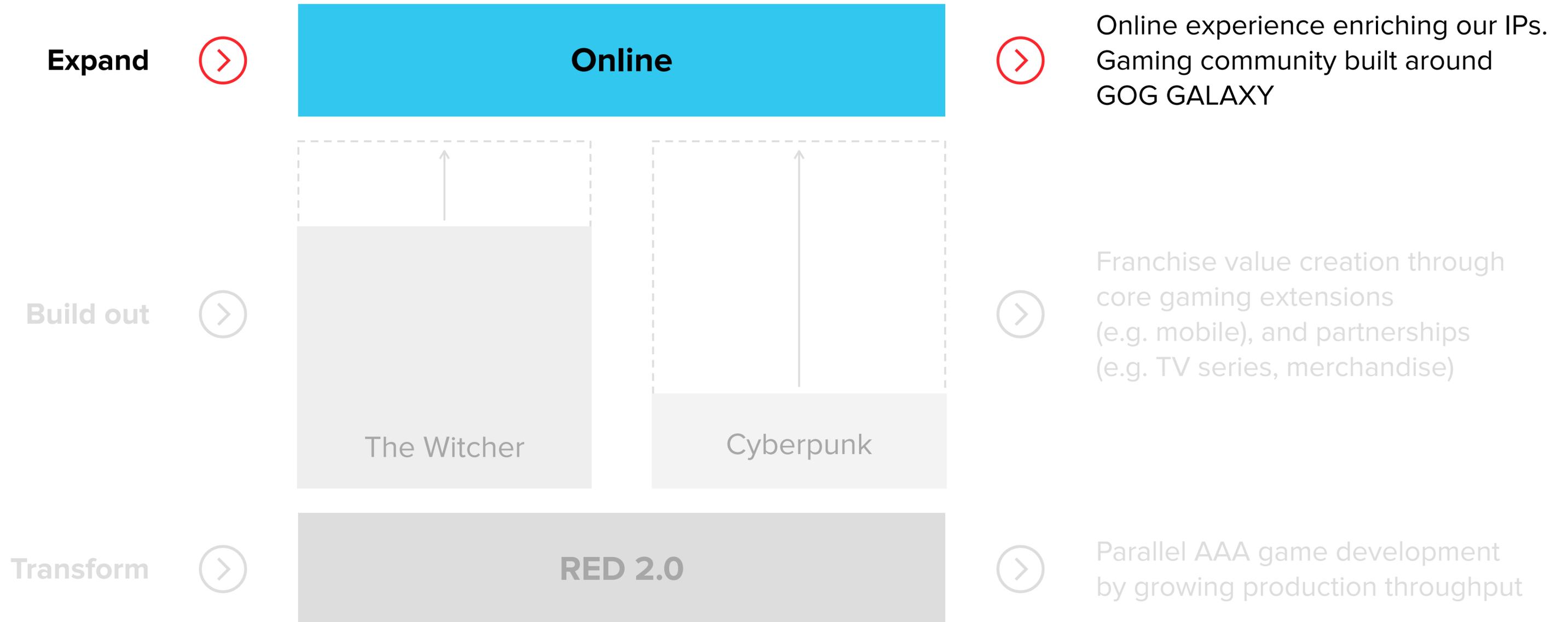
Addition of online elements

Provide players with memorable experience

13 Million games sold at launch

¹ DLC – small additional content

CD PROJEKT Strategic Development Framework



Going Online with Paced Approach

Online gaming is essential to grow all our franchises



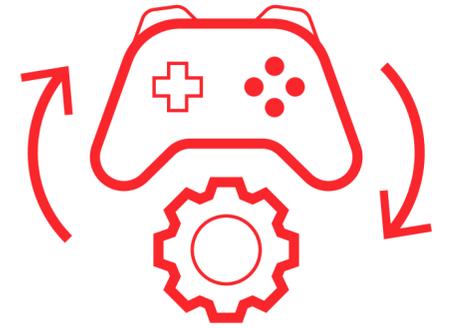
Games

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



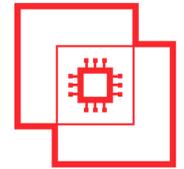
Tech & Expertise

Develop technologies and expertise in sync with our new online philosophy

Thoughtful Financial Management



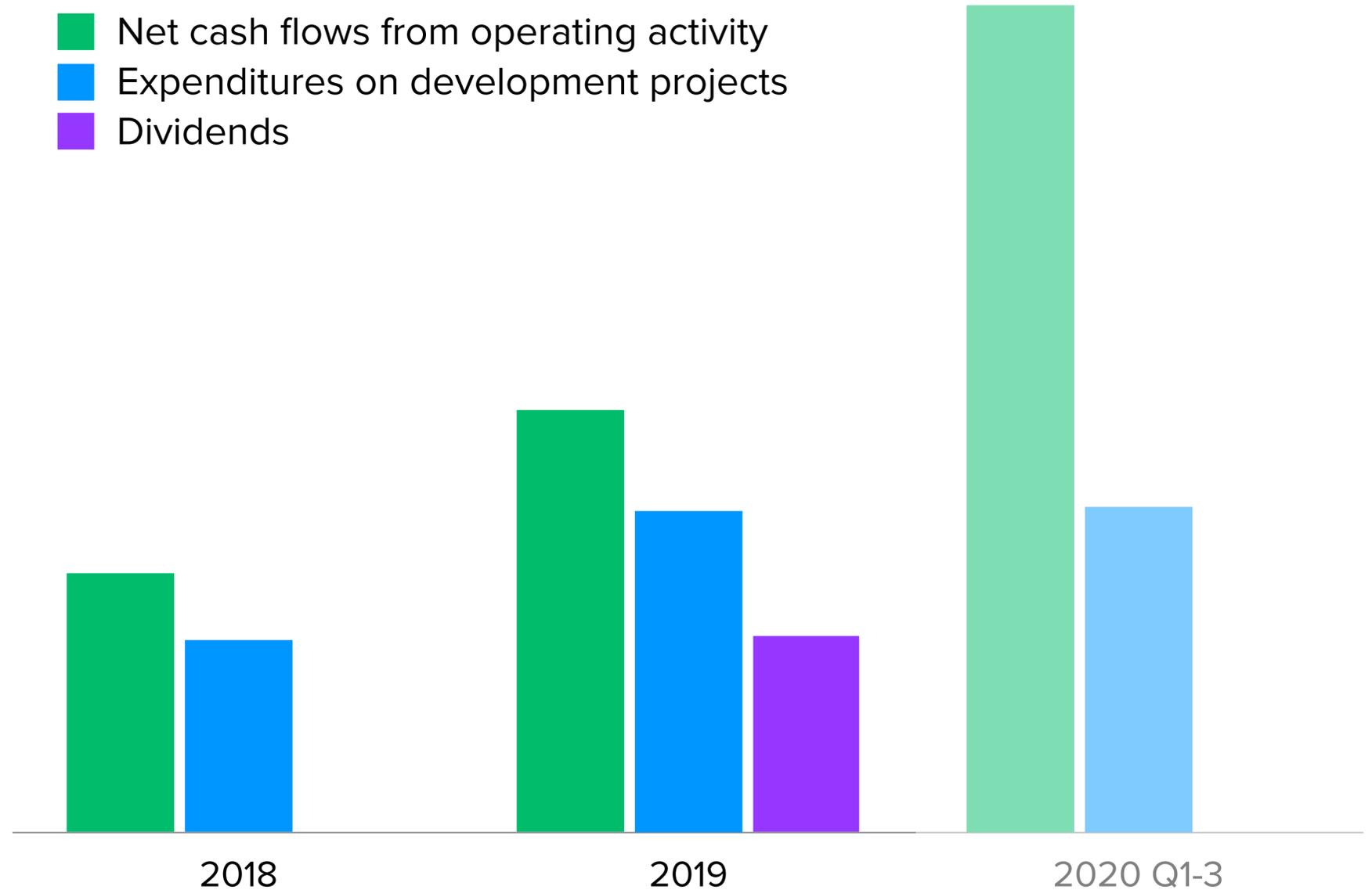
Self-financed development and strong financial backbone



M&A to bolster tech capabilities



Shareholder payouts when viable



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](#)