CD PROJEKT GROUP

Strategy update
Long-term product outlook
Our Business

**CORE**

- Best-in-class story-driven video game experiences
- Undisclosed project set within the Witcher IP

**SUPPORTIVE**

- Powered by internal PR, marketing and biz dev teams
- Digital distribution
- Mobile
Our Purpose

We create revolutionary role-playing games with memorable stories that inspire gamers.
65+ MILLION COPIES SOLD

20+ MILLION COPIES SOLD
Transformation and Growth
Strategy Update Since Q1 2021

- Further developing a healthy and sustainable work environment
- Rolling-out Agile ways of working
- Introducing a new game engine
- Scaling up our talent pool with two acquisitions in North America
- Strengthening the Board by adding a CTO & CMO
- Expanding franchises through exploration of new fields and mediums
- Further supporting Cyberpunk 2077 by adding substantial updates and its new-gen version
Parallel AAA Development
started in 2022
Business Directions

- Expand enduring franchises
- Boost development abilities to deliver more content to gamers with a prime focus on quality
- Introduce multiplayer experiences
ESG Ambitions

Provoke reflection through the memorable stories

Be a company people want to be a part of

Continue the green transformation on our campus and beyond

Build relationships based on trust and transparency

Use our resources and competencies to support others
Continue to grow a Studio
people want to be a part of and where they can strive for excellence

Attract and retain top talent and help our people grow

- Continue to develop a globally competitive compensation system and build a retention-targeted program*
- Give the opportunity to work on iconic games with full creative control
- Support skills development and growth of talent
- Strive for excellence in the people we hire
- Take advantage of both freedom and responsibility to strengthen ownership and empower individuals
- Nurture leadership growth

*stock-based incentive program subject to the AGM approval
Spinning up the franchise flywheels to expand games-centred IPs and help them reach new heights.
Licence Out
Non-Core Products

- Joining forces with the best external teams
- Deploying dedicated franchise management
- Opening up to a wider range of products
- Expanding our approach to mobile games
Extra Focus on Our Core: Telling Memorable Stories
Cyberpunk 2077

Phantom Liberty

A major story-driven expansion to Cyberpunk 2077.

- Current project stage: final production phase
- Developed by CD PROJEKT RED team (350+ currently involved)
Project Sirius

An innovative take on The Witcher universe telling an unforgettable story for existing Witcher fans and new audiences.

- Current project stage: pre-production
- Developed by The Molasses Flood, supported by CD PROJEKT RED (currently 60+ involved)
Project Polaris

A story-driven open-world RPG built on the legacy of The Witcher 3: Wild Hunt.

- Current project stage: pre-production
- Developed by CD PROJEKT RED team (150+ currently involved)
- Beginning of a new Witcher trilogy
- All three games aimed to be delivered within a 6-year period following the Polaris release
Project Canis Majoris

Story-driven, single player open-world RPG set within The Witcher universe.

- Contracted to be developed by a 3rd party studio led by ex-Witcher veterans
Project Orion

Cyberpunk 2077 sequel that will prove the full power and potential of the Cyberpunk universe.

▲ To be developed by CD PROJEKT RED team
Building a New Studio in North America

*next to The Molasses Flood studio in Boston
Expanding with a 3rd IP
Project Hadar

New standalone IP distinct from
The Witcher and Cyberpunk 2077.

- Developed 100% internally (IP incubation since late 2021)
- Currently in the conceptual phase (by a small strike team)
Long-term Product Outlook

Sirius
(by The Molasses Flood)

New Witcher trilogy
(by CD PROJEKT RED)

Canis Majoris
(by 3rd Party)

Phantom Liberty
(CP77 expansion by CD PROJEKT RED)

Orion
(by CD PROJEKT RED)

New IP

Hadar
(by CD PROJEKT RED)
Introducing Multiplayer to most of our new games to enrich the single-player experience
Expanding into TV & Film
Cyberpunk: EDGERUNNERS

A fine example of achieving the transmedia synergy
Key Takeaways
What we want to achieve

- Three enduring franchises
- More content for gamers with memorable single-player stories & multiplayer experiences
- Mobile, TV & Film and more – in association with external partners
Legal disclaimer

This presentation was prepared by CD PROJEKT S.A. (“CD PROJEKT”)

Information contained in this presentation is valid as of the day of its preparation. Consequently, this presentation will not be changed, updated or modified to account for events which might occur after its publication.

The presentation outlines the activities of CD PROJEKT and the CD PROJEKT Group. It is prepared solely for informative purposes and does not constitute investment advice. Information contained in this presentation must not be construed as assurances, projections or forecasts regarding future performance or results of CD PROJEKT or of the CD PROJEKT Group.

This presentation was prepared with due diligence but it may contain certain ambiguities. Under no circumstances should this presentation be construed as a purchase recommendation, an invitation to subscribe to, or recommendation to purchase or subscribe to any securities issued by CD PROJEKT.

The recipients of this presentation bear sole responsibility for their own analyses and assessments of the market conditions as well as the condition and future performance of CD PROJEKT. CD PROJEKT emphasizes that current and periodic reports published by CD PROJEKT in the course of discharging its reporting obligations under Polish law are the sole authoritative source of information concerning the CD PROJEKT’s earnings, projections, events and indicators.

This presentation is not to be circulated in territories and states where public circulation and sharing of information contained herein may be subject to legal restrictions. Parties accessing this presentation are advised to familiarize themselves with any such restrictions beforehand.

CD PROJEKT or any of its entities in CD PROJEKT Group with regards to any kind of, either sponsored or unsponsored, ADR (“alternative depositary receipts”) or any other financial instruments of this kind jointly “Financial Instruments”) do not (i) make any warranties, expressed or implied, as to the accuracy, adequacy or completeness of any of the information connected with the Financial Instruments, (ii) support or encourage the creation of any kind of the Financial Instruments. CD PROJEKT does not represent any depository institution, bank or anyone in respect to any Financial Instruments.

CD PROJEKT shall have no responsibility or liability for the Financial Instruments. In case of any question, the holder of any Financial Instruments shall address the institution issuing such Financial Instruments or any institution supporting such such issuance for any information related to such Financial Instruments.