



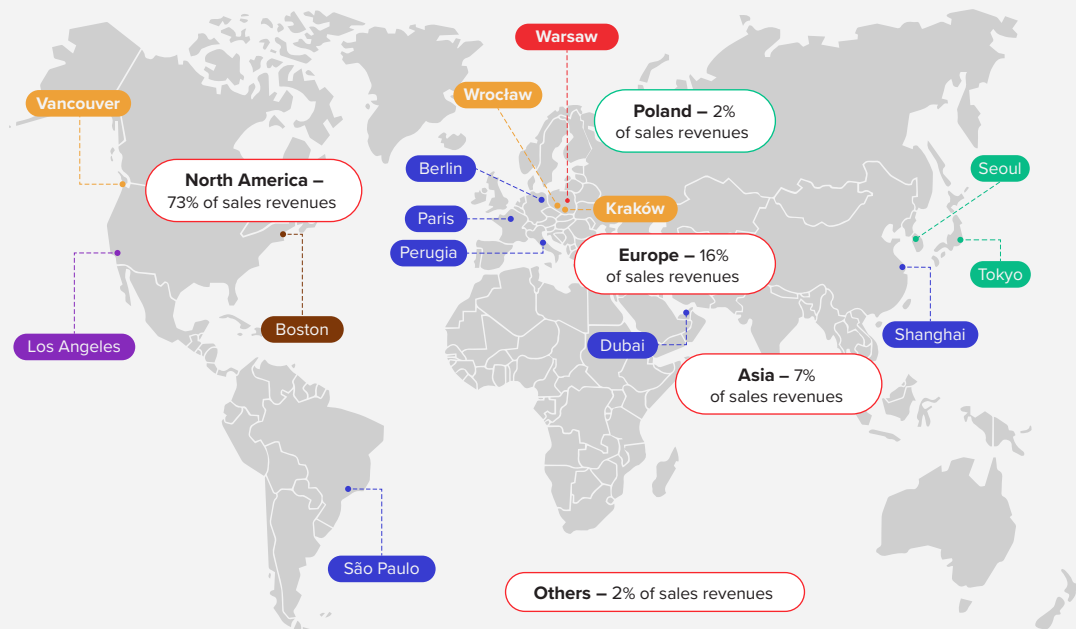
# Fact Sheet

CD PROJEKT S.A. conducts business on the dynamically growing video games market. CD PROJEKT S.A. is the holding company of the CD PROJEKT Group.

The CD PROJEKT Group conducts operating activities in two key segments – CD PROJEKT RED and GOG.COM.

1200+  
people employed

43  
represented nationalities



- Headquarters (CD PROJEKT RED, GOG.COM and Spokko)
- CD PROJEKT RED dev studio
- Local subsidiaries of the Capital Group
- Branch offices
- Media and community managers
- The Molasses Flood

Sales revenue and presence of the CD PROJEKT Group\*

\* Data for 2021

## About CD PROJEKT RED

Videogame development is carried out by the CD PROJEKT RED Studio – part of the CD PROJEKT Group. This activity comprises developing and publishing videogames, licensing the associated distribution rights, coordinating and directly pursuing PR and marketing activities related to the Studio's own products, manufacturing and selling or licensing tie-in products which exploit the commercial appeal of the Company's brands: *The Witcher* and *Cyberpunk 2077*.

### Key facts:

- over 65 million copies sold of *The Witcher*, *The Witcher 2: Assassins of Kings* and *The Witcher 3: Wild Hunt*,
- over 20 million copies sold of *Cyberpunk 2077*,
- 96% of sales revenues from exports.

## About GOG.COM

Digital distribution of computer games at a global scale is carried out by the GOG.COM platform and GOG Galaxy application, owned by GOG sp. z o.o. The activity comprises selling and delivering game binaries directly to the user's devices.

### Key facts:

- over 7000 products in GOG.COM catalogue,
- cooperation with over 1000 publishers and developers of videogames from all over the world,
- the GOG.COM platform is available in six languages,
- 95% of sales revenues from exports.

## CD PROJEKT RED business model



### CREATION

Proprietary IP and full control over the creation process.

Focus on two franchises and a limited number of projects.



### DEVELOPMENT

In-house team of experienced developers who consistently prioritize quality.



### TECHNOLOGY

Proprietary tools and know-how essential to creating captivating open-world RPGs.



### PUBLISHING

Publishing independence underpins gamer-centric business philosophy.



### DISTRIBUTION

Direct distribution of console and digital PC editions.

Global reach – cooperation with handpicked distributors of box editions.



### PRIORITY – GAMERS

Honest and direct communication with gamers.

Full control over the message.

## CD PROJEKT RED core games



2007 – PC



2011 – PC  
2012 – X360



2015 – PC, Xbox One, PS4  
2019 – Nintendo Switch  
2022 – Xbox Series X|S, PS5



2020 – PC, Xbox One, PS4, Stadia  
2022 – Xbox Series X|S, PS5



SUPPORT DEPARTMENTS, INCLUDING: HR, ACCOUNTING, FINANCE, LEGAL DEPARTMENT, ADMINISTRATION, TAXES, INVESTOR RELATIONS, IT

## Management Board - professional experience in CD PROJEKT Group

Adam Kiciński	Piotr Nielubowicz	Adam Badowski	Michał Nowakowski	Piotr Karwowski	Jeremiah Cohn	Paweł Zawodny
President, Joint CEO 28 years	Vice President, CFO 23 years	Board Member, Head of CD PROJEKT RED studio 19 years	Member of the Board of Business Development 17 years	Member of the Board of Online Technology 15 years	Member of the Board, CMO 8 years	Member of the Board, Head of Production, CTO 4 years

## CD PROJEKT Group Strategy

- Expanding three unique and enduring franchises,
- More content for gamers with memorable single-player stories & multiplayer experiences,
- Spinning up the franchise flywheels – Mobile games, TV & Film and more – in association with external partners,
- Boost development abilities to deliver more content to gamers with a prime focus on quality, i.a. building a new studio – CD PROJEKT RED North America.

## Investment highlights

- great potential in the global videogame market; estimated total volume in 2025: 211.2 billion USD\*,
  - strong exposure of the CD PROJEKT Group to the global market (with exports accounting for 98% of the Group's consolidated sales revenues),
  - The Witcher* and *Cyberpunk 2077* brands recognizable throughout the world.
- \* Newzoo

## Long-term Product Outlook

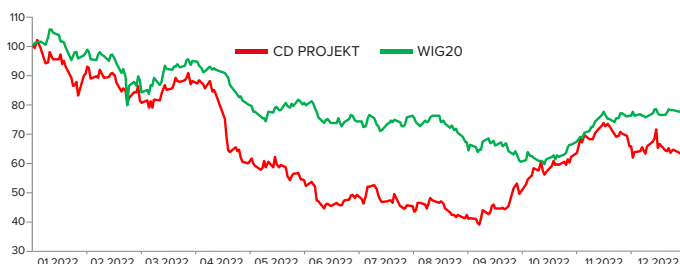
THE WITCHER

CYBERPUNK 2077

New IP

- Project Sirius
- New Witcher trilogy
- The Witcher Remake
- Cyberpunk 2077 Expansion – Phantom Liberty
- Project Orion
- Project Hadar

## CD PROJEKT S.A. – share price\*



## Financial summary report

in thousand PLN	2016	2017	2018	2019	2020	2021	Q3 2022
Sales revenues	583 903	463 184	362 901	521 272	2 138 875	888 172	245 514
Depreciation	35 640	4 906	16 635	37 487	267 664	104 729	51 750
EBIT*	303 627	240 940	112 392	180 286	1 157 077	232 903	97 095
Profit before taxation	311 938	247 405	123 033	189 162	1 164 949	219 108	112 038
<b>Net profit</b>	<b>250 514</b>	<b>200 270</b>	<b>109 334</b>	<b>175 315</b>	<b>1 154 327</b>	<b>208 908</b>	<b>98 704</b>
<b>Net profit from continuing operations</b>	<b>250 514</b>	<b>200 270</b>	<b>109 334</b>	<b>175 315</b>	<b>1 154 327</b>	<b>208 908</b>	<b>98 704</b>

in thousand PLN	31.12.2016	31.12.2017	31.12.2018	31.12.2019	31.12.2020	31.12.2021	30.09.2022
Fixed assets	170 644	255 535	396 431	679 097	759 999	905 846	1 092 237
Current assets	704 316	725 978	730 407	725 011	2 130 300	1 252 889	1 138 568
including: cash and cash equivalents	557 204	647 516	659 370	482 301	727 703	676 586	609 233
<b>Total assets</b>	<b>874 960</b>	<b>981 513</b>	<b>1 126 838</b>	<b>1 404 108</b>	<b>2 890 299</b>	<b>2 158 735</b>	<b>2 230 805</b>
Equity	776 938	882 899	1 002 864	1 105 651	2 183 177	1 894 356	1 998 523
Long-term liabilities	8 275	4 130	6 691	25 158	166 153	36 112	35 584
Short-term liabilities	89 747	94 484	117 283	273 299	540 969	228 267	196 698
including: credits and loans	0	0	0	0	0	0	0
<b>Total equity and liabilities</b>	<b>874 960</b>	<b>981 513</b>	<b>1 126 838</b>	<b>1 404 108</b>	<b>2 890 299</b>	<b>2 158 735</b>	<b>2 230 805</b>

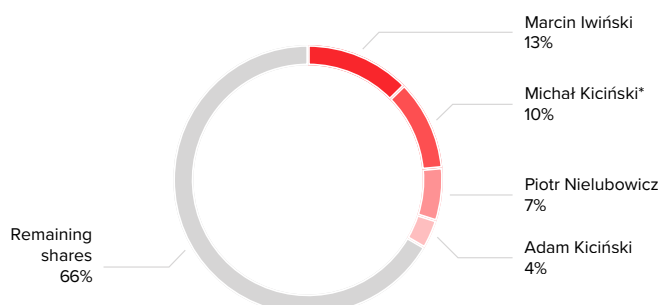
\* Operating profit

## Shares on the stock market\*

GPW ticker	CDR
Bloomberg Stock Code	CDR.PW
Reuters Stock Code	CDR.WA
Index on the WSE	WIG20
Number of shares in WSE trading	100 770 800
Market capitalisation	13.0B PLN
Share price MIN (12TM)	76.81 PLN
Share price MAX (12TM)	205.98 PLN
Average daily trading volume (12TM)	505 thousand of shares
Average daily trading value (12TM)	64M PLN
Average number of transactions per session (12TM)	6.9 thousand

\* As of 30 December 2022

## Shareholder structure



Founders and Management Board members

\* According to a notice filed on 26 May 2021

## Join us



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