



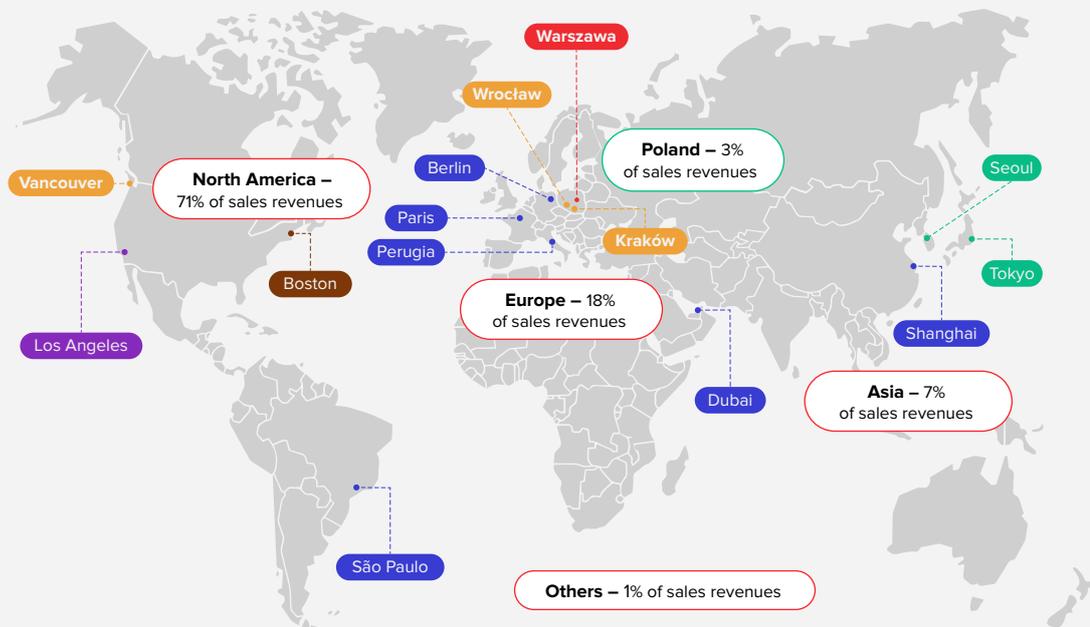
Fact Sheet

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.

1 297
people employed

46
represented nationalities



- Headquarters (CD PROJEKT RED, GOG.COM)
- CD PROJEKT RED dev studio
- Publishing team representatives
- Branch offices
- Media and community managers
- CD PROJEKT RED Inc. and The Molasses Flood

Sales revenue and presence of the CD PROJEKT Group*

* Data for 2022

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 75 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*,
- 97% 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 8000 products in GOG.COM catalogue,
- cooperation with over 1200 publishers and developers of videogames from all over the world,
- the GOG.COM platform is available in six languages,
- 90% of sales revenues from exports.

CD PROJEKT RED business model



CREATION

Own IP and full control over the creation process.
Focus on two franchises and a limited number of projects.



DEVELOPMENT

International team of experienced developers who constantly prioritize quality.
Three development studios: CD PROJEKT RED Europe, CD PROJEKT RED North America* and The Molasses Flood.



TECHNOLOGY

Own toolset and know-how required in the process of developing captivating open-world role-playing experiences.
Strategic partnership with Epic Games enabling us to base our games on Unreal Engine.



PUBLISHING

Gamers-first business philosophy enabled by independent publishing activities.



DISTRIBUTION

Direct distribution of games.
Global reach – collaboration with handpicked distributors of box editions of videogames.



PRIORITY: GAMERS

Honest and direct communication with gamers.
Full control over the message.



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

* CD PROJEKT RED North America is expected to be operating in 2023

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

Management Board - professional experience in CD PROJEKT Group

Adam Kiciński President, CEO 29 years	Piotr Nielubowicz Vice President, CFO 24 years	Adam Badowski Board Member, Head of CD PROJEKT RED studio 20 years	Michał Nowakowski Member of the Board of Business Development 18 years	Piotr Karwowski Member of the Board of Online Technology 16 years	Jeremiah Cohn Member of the Board, CMO 9 years	Paweł Zawodny Member of the Board, Head of Production, CTO 5 years
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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 97% 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	2018	2019	2020	2021	2022	H1 2023
Sales revenues	362 901	521 272	2 138 875	888 172	952 576	325 214
Depreciation	16 635	37 487	267 664	104 729	117 432	49 824
EBIT*	112 392	180 286	1 157 077	232 903	377 347	99 087
Profit before taxation	123 033	189 162	1 164 949	219 108	393 185	120 727
Net profit	109 334	175 315	1 154 327	208 908	347 093	91 271
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in thousand PLN	31.12.2018	31.12.2019	31.12.2020	31.12.2021	31.12.2022	30.06.2023
Fixed assets	396 431	679 097	759 999	905 846	1 119 978	1 296 676
Current assets	730 407	725 011	2 130 300	1 252 889	1 154 146	883 921
including: cash and cash equivalents	659 370	482 301	727 703	676 586	615 157	466 461
Total assets	1 126 838	1 404 108	2 890 299	2 158 735	2 274 124	2 180 597
Equity	1 002 864	1 105 651	2 183 177	1 894 356	2 033 404	2 033 797
Long-term liabilities	6 691	25 158	166 153	36 112	36 186	30 041
Short-term liabilities	117 283	273 299	540 969	228 267	204 534	116 759
including: credits and loans	0	0	0	0	0	0
Total equity and liabilities	1 126 838	1 404 108	2 890 299	2 158 735	2 274 124	2 180 597

* 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	99 910 510
Market capitalisation	14.7 B PLN
Share price MIN (12TM)	76.81 PLN
Share price MAX (12TM)	175.85 PLN
Average daily trading volume (12TM)	457 thousand of shares
Average daily trading value (12TM)	57M PLN
Average number of transactions per session (12TM)	6.2 thousand

* As of 1 September 2023

Shareholder structure



Founders and Management Board members

* According to a notice filed on 26 May 2021

IR events

- September 6, 2023** – Goldman Sachs Communacopia + Technology Conference
- October 10, 2023** – The Finest CEElecton Equity Investor Conference
- November 28, 2023** – Consolidated quarterly report for Q3 2023

Join us



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