



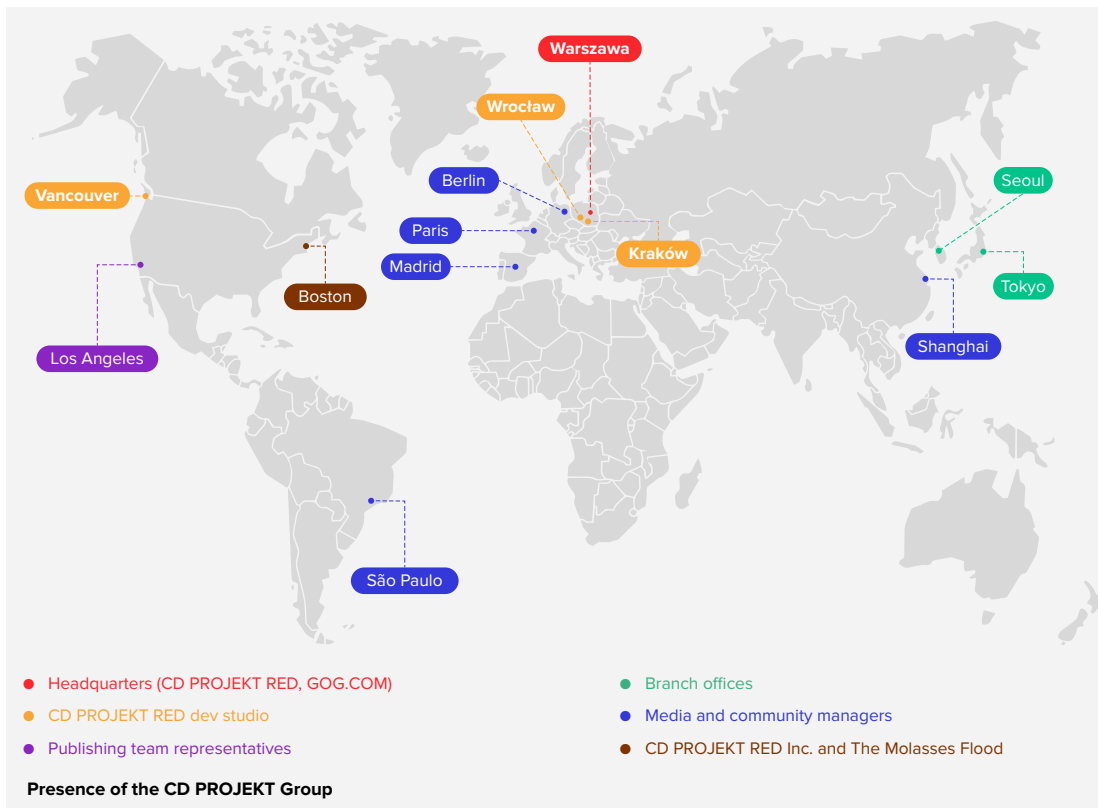
# Fact Sheet

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.

1 269  
people employed

46  
represented nationalities



## 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 25 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 9000 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

<p><b>CREATION</b></p> <p>Own IP and full control over the creation process. Focus on two franchises and a limited number of projects.</p>	<p><b>DEVELOPMENT</b></p> <p>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.</p>	<p><b>TECHNOLOGY</b></p> <p>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.</p>
<p><b>PUBLISHING</b></p> <p>Gamers-first business philosophy enabled by independent publishing activities.</p>	<p><b>DISTRIBUTION</b></p> <p>Direct distribution of games. Global reach – collaboration with handpicked distributors of box editions of videogames.</p>	<p><b>PRIORITY: GAMERS</b></p> <p>Honest and direct communication with gamers. Full control over the message.</p>

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

## CD PROJEKT RED core games

<p>2007 – PC</p>	<p>2011 – PC 2012 – X360</p>
<p>2015 – PC, Xbox One, PS4 2019 – Nintendo Switch 2022 – Xbox Series X S, PS5</p>	<p>2020 – PC, Xbox One, PS4, Stadia 2022 – Xbox Series X S, PS5</p>

## Management Board - professional experience in CD PROJEKT Group

Adam Badowski	Michał Nowakowski	Adam Kiciński	Piotr Nielubowicz	Piotr Karwowski	Paweł Zawodny	Jeremiah Cohn
Joint Chief Executive Officer, Member of the Board	Joint Chief Executive Officer, Member of the Board	Chief Strategy Officer, Member of the Board	Chief Financial Officer, Member of the Board	Joint Chief Operating Officer, Member of the Board	Joint Chief Operating Officer, Member of the Board	Chief Marketing Officer, Member of the Board
22 years	19 years	30 years	25 years	17 years	6 years	10 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 97% of the Group's consolidated sales revenues),
- The Witcher* and *Cyberpunk 2077* brands recognizable throughout the world.

\* Newzoo

## Long-term Product Outlook

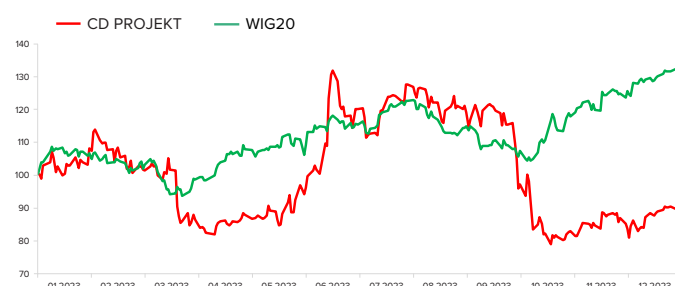
THE WITCHER

CYBERPUNK 2077

New IP

- Project Sirius
- New Witcher trilogy
- The Witcher Remake
- Project Orion
- Project Hadar

## CD PROJEKT S.A. – share price\*



## Financial summary report

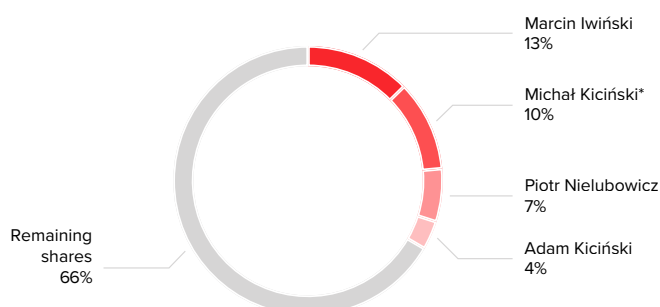
in thousand PLN	2018	2019	2020	2021	2022	Q3 2023
Sales revenues	362 901	521 272	2 138 875	888 172	952 576	442 682
Depreciation	16 635	37 487	267 664	104 729	117 432	97 206
EBIT*	112 392	180 286	1 157 077	232 903	377 347	186 239
Profit before taxation	123 033	189 162	1 164 949	219 108	393 185	233 669
<b>Net profit</b>	<b>109 334</b>	<b>175 315</b>	<b>1 154 327</b>	<b>208 908</b>	<b>347 093</b>	<b>202 864</b>

in thousand PLN	31.12.2018	31.12.2019	31.12.2020	31.12.2021	31.12.2022	30.09.2023
Fixed assets	396 431	679 097	759 999	905 846	1 119 978	1 274 924
Current assets	730 407	725 011	2 130 300	1 252 889	1 154 146	1 137 807
including: cash and cash equivalents	659 370	482 301	727 703	676 586	615 157	499 482
<b>Total assets</b>	<b>1 126 838</b>	<b>1 404 108</b>	<b>2 890 299</b>	<b>2 158 735</b>	<b>2 274 124</b>	<b>2 412 731</b>
Equity	1 002 864	1 105 651	2 183 177	1 894 356	2 033 404	2 208 144
Long-term liabilities	6 691	25 158	166 153	36 112	36 186	40 252
Short-term liabilities	117 283	273 299	540 969	228 267	204 534	164 335
including: credits and loans	0	0	0	0	0	0
<b>Total equity and liabilities</b>	<b>1 126 838</b>	<b>1 404 108</b>	<b>2 890 299</b>	<b>2 158 735</b>	<b>2 274 124</b>	<b>2 412 731</b>

\* Operating profit

## Shareholder structure



Founders and Management Board members

\* According to a notice filed on 13 November 2023

## 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	10.6B PLN
Share price MIN (12TM)	101.05 PLN
Share price MAX (12TM)	175.85 PLN
Average daily trading volume (12TM)	363 thousand of shares
Average daily trading value (12TM)	47M PLN
Average number of transactions per session (12TM)	6.0 thousand

\* Data as of January 16, 2024.

## IR events

- January 31, 2024** – IPOPEMA Game Days V Conference
- March 28, 2024** – Separate and consolidated annual reports for 2023
- May 28, 2024** – Consolidated quarterly report for Q1 2024
- August 28, 2024** – Consolidated semiannual report for H1 2024
- November 26, 2024** – Consolidated quarterly report for Q3 2024

## Join us



CD PROJEKT S.A.  
 ul. Jagiellońska 74  
 03-301 Warszawa

Investor relations  
 CD PROJEKT S.A.  
 ir@cdprojekt.com  
 tel. +22 519 69 00