

MAKE
YOUR
MARK



bit
STUDIOS



2018

THE BEST YEAR

IN THE COMPANY'S HISTORY



2018

REVENUE

82,113,506

NET PROFIT

37,549,897



2018 KEY EVENTS

MOONLIGHTER
RELEASE



FROSTPUNK
RELEASE



**STRON SALES OF
THIS WAR OF MINE**



10 YEARS OF 11 BIT STUDIOS





THE FIRST GAME | APRIL 8TH 2011

ANOMALY: WARZONE EARTH

LAUNCH PRICE - **USD 10**

FIRST DAY'S REVENUE - **USD 16,651**

AGGREGATE REVENUE
UNTIL THE END OF 2018 - **USD 1,200,000**
93MONTHS



THE SECOND GAME | NOVEMBER 14TH 2014

THIS WAR OF MINE

LAUNCH PRICE - **USD 20**

FIRST DAY'S REVENUE - **USD 170,792**

AGGREGATE REVENUE
UNTIL THE END OF 2018 - **USD 21,000,000**
49,5MONTHS



THE THIRD GAME | APRIL 24TH 2018

FROSTPUNK

LAUNCH PRICE - **USD 30**

FIRST DAY'S REVENUE - **USD 1,798,947**

AGGREGATE REVENUE
UNTIL THE END OF 2018 - **USD 14,000,000**
8MONTHS



**WE ARE GLOBALLY-OPERATING COMPANY.
UP TO DATE, WE SOLD MORE THAN
10 000 000 GAMES.**





US

29%

EU

35%

RU

4%

ASIA

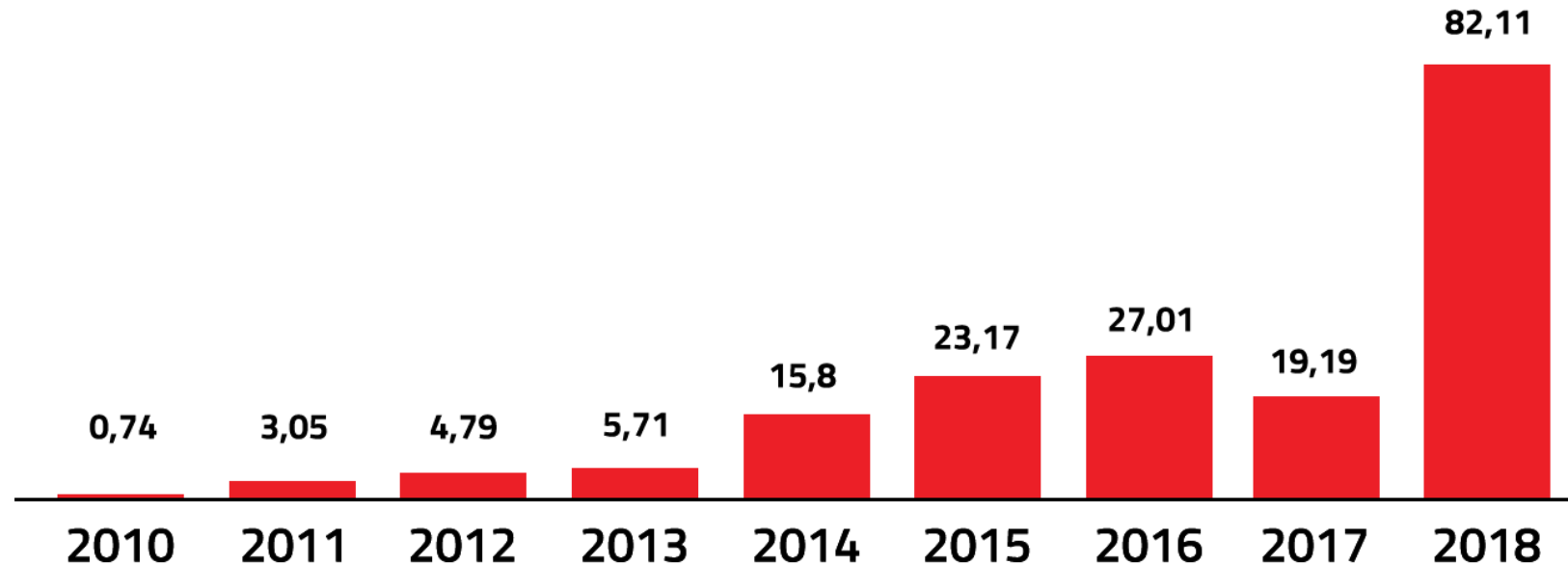
21%

OC

4%

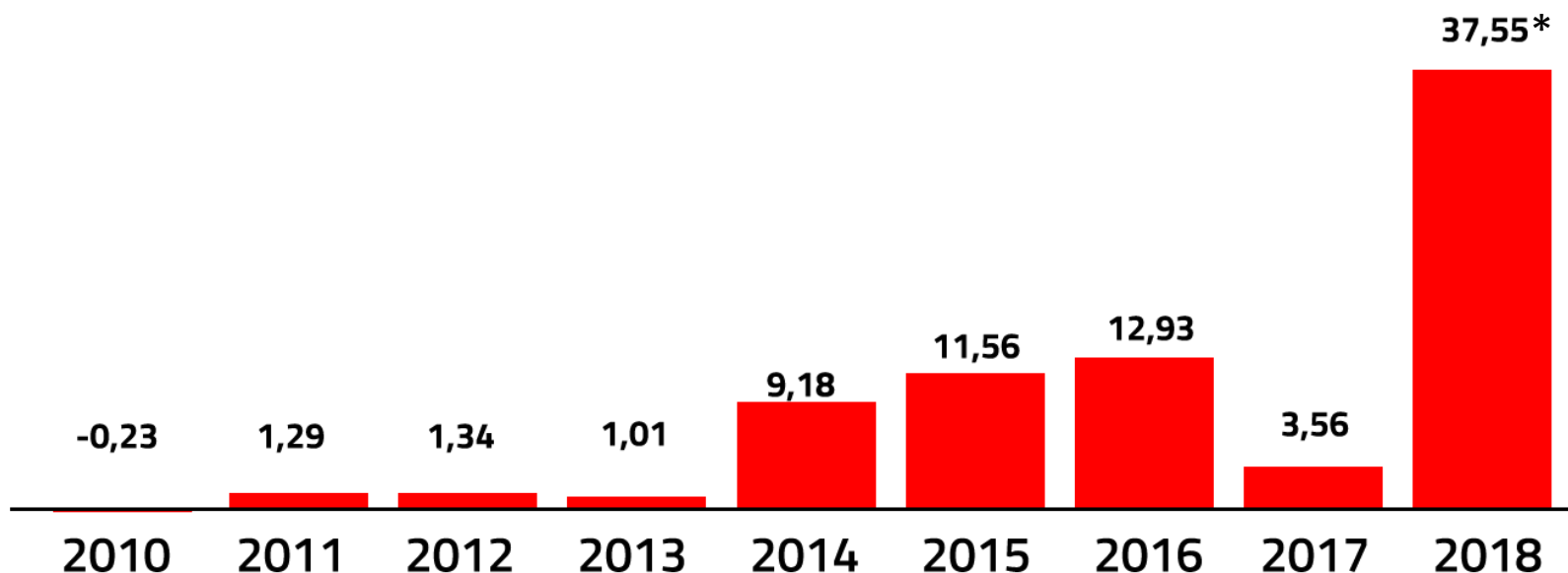
KEY MARKETS OF 11 BIT STUDIOS

HOW DOES THIS AFFECT OUR FINANCIAL PERFORMANCE?



REVENUE (PLN M)

HOW DOES THIS AFFECT OUR FINANCIAL PERFORMANCE?



NET PROFIT (PLN M)

* - PLN 6.15m – non-cash costs related to the Incentive Scheme

CHANGE OF **11 BIT STUDIOS** SCALE OVER 10 YEARS

October 28th 2010 | Capitalisation on **first listing on NewConnect**
PLN 7,390,000

March 28th 2019 | Current capitalisation **on the main WSE market**
PLN 700,000,000+



RETURN ON **11 BIT STUDIOS** SHARES

October 28th 2010

Trading price on **first listing** on NewConnect was
PLN 3.75

March 27th 2019

Current share price on the WSE main market is
PLN 313 (up 8,346.7%)





8





**WE HAVE REACHED
OUR TARGETS**



FROSTPUNK

Meaningful game as
a **creative** and **commercial** success

PUBLISHING

Not an experiment anymore, but a **well-oiled machine** whose success is evidenced by the **figures**





NEXT STEP

LARGER SCALE AND COMMERCIAL POTENTIAL

We are eager to embark on **large projects**
We want to be an alternative to **AAA games**





CROSS-PLATFORM GAMIN AT HEART

VALUE OF THE GAMES MARKET IN 2018

USD 134.9bn [+10.9% YoY]



Source: gamesindustry.biz

CROSS-PLATFORM



STUDIO | PUBLISHING | MARKETING

CROSS-PLATFORM



STUDIO | PUBLISHING | MARKETING

We do not ~~port~~ games

We design them with key **platforms** in mind

TECHNOLOGY | PLAYABILITY | PARTNERSHIPS





8

PROJECT 8

is our first game developed from scratch,
intended for consoles





8

PROJECT 8

is our first game developed from scratch,
intended for consoles

We will stick to this approach **for upcoming projects**
(current/next-gen)

THIS DRIVED THE WAY
STUDIO EVOLVES

3 INDEPENDENT TEAMS
OF 50-60 PEOPLE EACH

NEW OFFICE
WITH NEW INFRASTRUCTURE



CROSS-PLATFORM



STUDIO | PUBLISHING | MARKETING

CROSS-PLATFORM



STUDIO | PUBLISHING | MARKETING



CHILDREN OF MORTA

**This will be the first game developed by 11bit
to be launched
on the same day on all consoles**

PC
GAME


NINTENDO
SWITCH™


PS4™


XBOX ONE

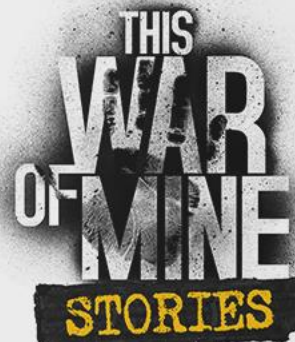
**While giving priority to large platforms,
we do not forget about the mobile market**





Release date: March 5th

The mobile version
**paid back in a week
after the launch** and is
now another
source of revenue



Release date: March 27th

Game released
as a stand-alone product

Lower entry barrier

New customer base

Stronger presence
on shopping platforms



Release planned for:
summer 2019

It will not be ported,
but fully adapted

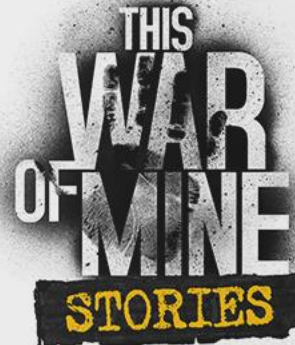
New control model

Adapted content
and game balance



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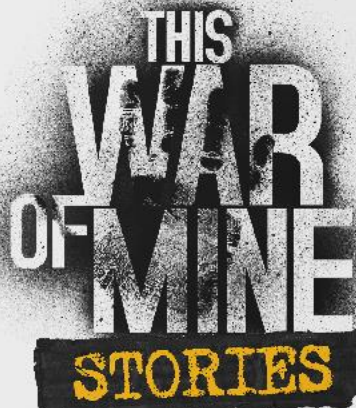
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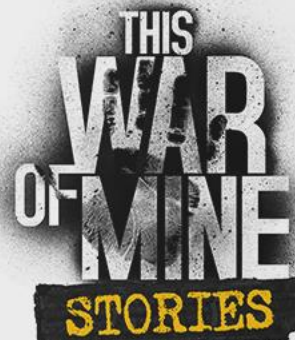
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CROSS-PLATFORM

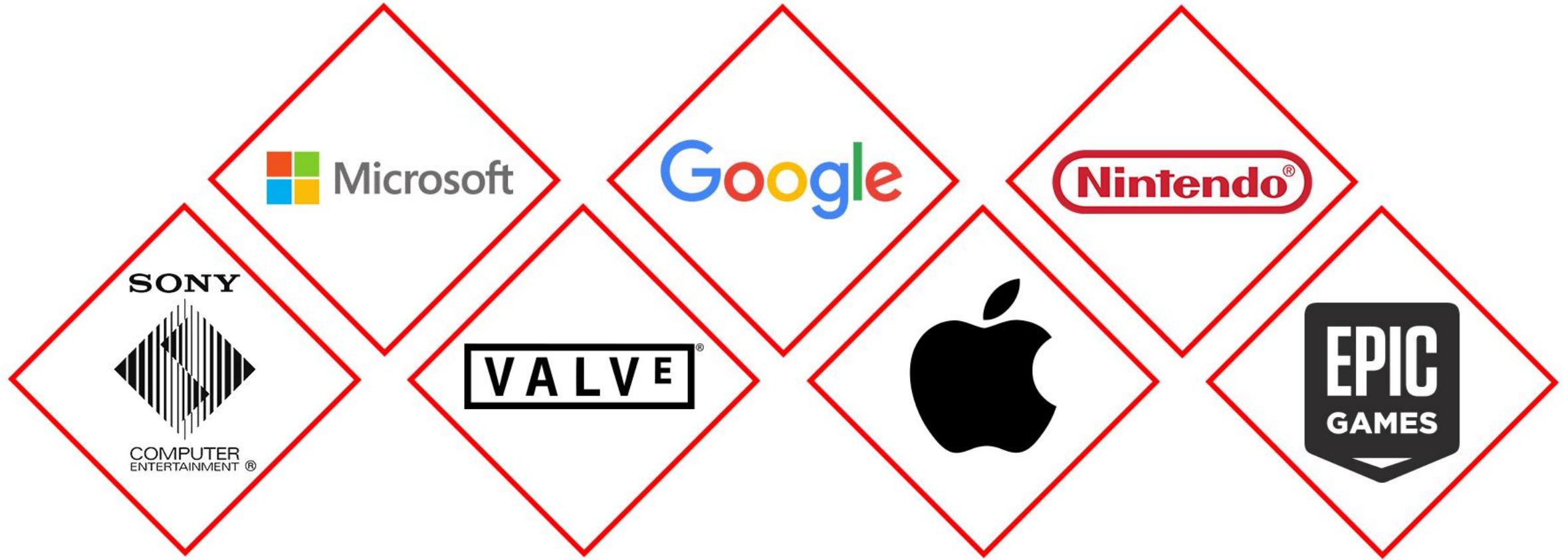


STUDIO | PUBLISHING | MARKETING

CROSS-PLATFORM



STUDIO | PUBLISHING | MARKETING



Close cooperation means
new **opportunities** and **marketing tools**





THE FIRST PUBLISHER WEEK

earned us more
in just 7 days than **the first 3**
years of our presence on
STEAM





XBOX DASHBOARD CAMPAIGN

the first dedicated campaign,
run **directly**
on consoles





EVENT PRESENCE

Children of Morta
at the **Nintendo** and
Microsoft stands in London



NINDIES/BLOCKBUSTERS

We are present in
official partner channels

FOR 11BIT STUDIOS, MULTIPLATFORMITY MEANS THAT:

11bit portfolio
available
on key platforms

**Simultaneous
releases**
(current/next gen)

Greater **marketing**
and **sales** potential





STRONG PORTFOLIO







THIS WAR OF MINE

In Q1 2019, the game generated **higher revenue** than in Q1 2018



THIS WAR OF MINE

To date, the game has been sold in more than
4,500,000 copies on all platforms





FROSTPUNK in 2018

- We have published **5 large content updates**
- Since its release, **the Steam community has almost tripled**, and total media reach **has quadrupled**
- **Very positive** reviews:
 - 84% steam reviews
 - 84% metascore



FROSTPUNK in 2018

At present, the game is available **only for**
PCs

and so far has been sold in more than
1,400,000 copies



FROSTPUNK in 2019

- We will release the first **paid DLC** of a scale comparable to the main scenario
- A **season pass** will be available for the second season of the game
- We are preparing two **announcements related to our IPs**

"A gush of bird song, a patter of dew
A cloud and a rainbow's warning;
Suddenly sunshine and perfect blue
An April day in the morning!"

- Harriet Elizabeth Prescott Spofford



MOONLIGHTER

- The game is available on **all** current generation **consoles**
- Total sales exceeded **500,000 copies**, including **more than 140,000 copies** for **NINTENDO SWITCH**
- **This year, we will release** the first large **paid DLC**



MOONLIGHTER has been released in Japan today

This is **the first official release** by 11bit on the Japanese market

(digital + box version to be released soon)



CHILDREN OF MORTA

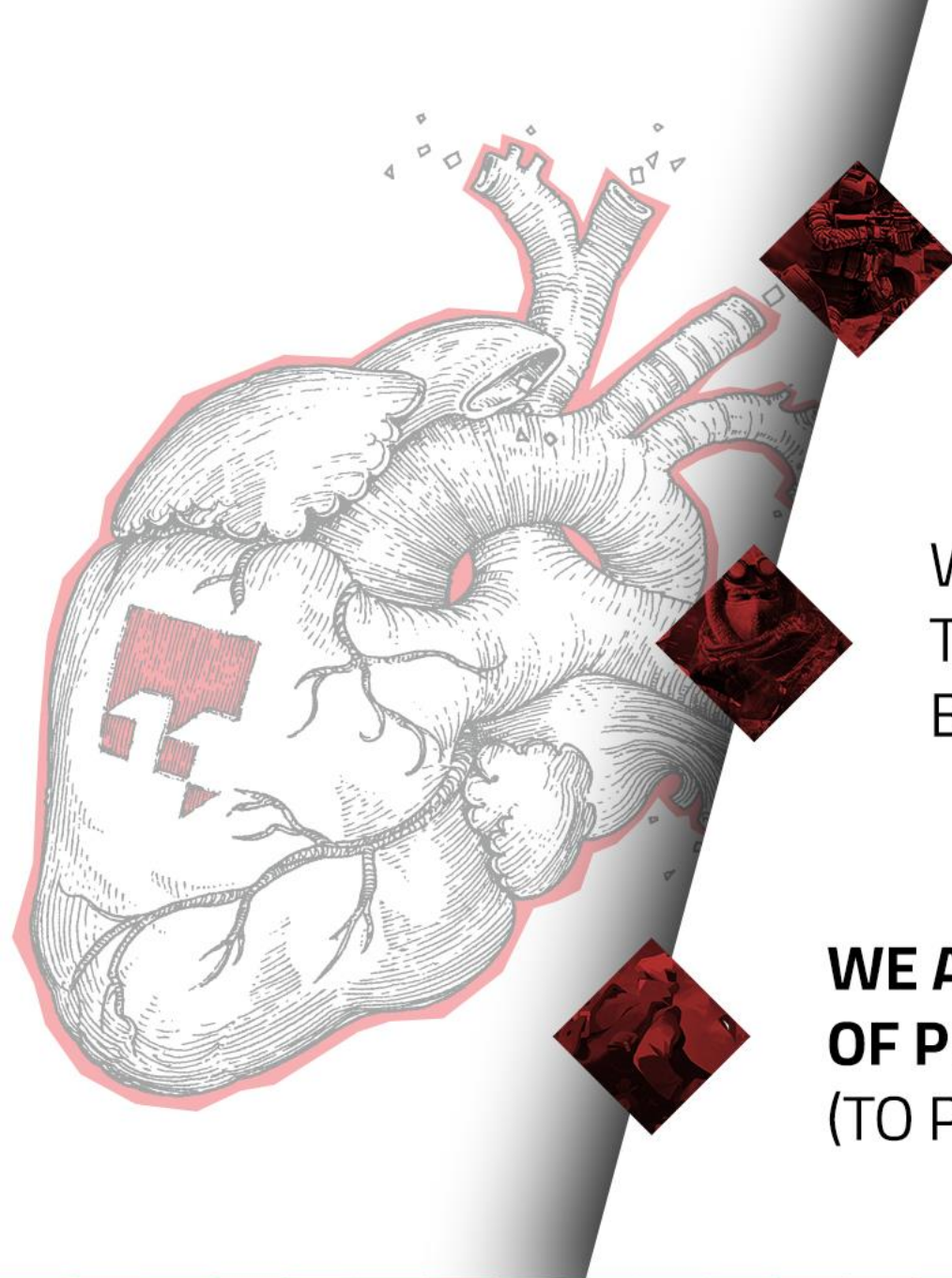
- Release planned for: **summer 2019**
- **Wishlists are already two times larger** than for:
 - **Moonlighter** three months prior to its release
 - **Frostpunk** six months prior to its release
- Simultaneous release for:

PC
GAME


NINTENDO
SWITCH


PS4


XBOX ONE



THIS YEAR WE ARE GOING TO START
TWO NEW INTERNAL PROJECTS.

WE HAVE SIGNED **TWO PUBLISHING PROJECTS**
THE FIRST ANNOUNCEMENT EXPECTED
BY THE END OF 2019

**WE ARE INCREASING THE SCALE
OF PUBLISHING INVESTMENTS.**
(TO PLN 2M → TO PLN 5M/PROJECT)



2019





CHILDREN OF MORTA

NEW PUBLISHING RELEASE

MOONLIGHTER / THIS WAR OF MINE / BEAT COP

RELEASES FOR NEW PLATFORMS

JAPANESE MARKET

THE FIRST OFFICIAL RELEASE BY 11BIT

FROSTPUNK / MOONLIGHTER

LAUNCHES OF PAID ADD-ONS

TWO NEW PUBLISHING CONTRACTS

DEVELOPMENT OF THE PUBLISHING BUSINESS

LAUNCH OF TWO INTERNAL PROJECTS

EXPANSION OF THE DEVELOPMENT STUDIO

and... **two announcements related to our lps**
by the end of 2019!

In addition to regular sales, we
explore new distribution channels
to **further consolidate our business position**

We are in the process of finalising a number of agreements with **key partners:**





TOTALLING
USD 3,000,000

this year's revenue | **no cannibalisation** of sales
expanding the customer base | stronger **visibility** of our games





NEW OBJECTIVES



LARGER SCALE AND COMMERCIAL POTENTIAL

Presence on key platforms

(larger market, larger commercial potential)

3 parallel internal projects

(one major release a year)

4 releases a year

(publishing)

/medium-term objectives/



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bit
STUDIOS