

INVESTOR CONFERENCE 2020

11 BIT STUDIOS S.A.



2019/2020+ STRATEGY

2019

IN NUMBERS

71,2
MLN PLN

revenue

21,7
MLN PLN

net profit*

41,6
MLN PLN

cash flows
from operating
activities

99,9
MLN PLN

financial assets
as at December
31st 2019

*(including PLN 8.2m of non-cash provisions for the costs of the 2017-2019 Incentive Scheme)

LAST 12 MONTHS

KEY BUSINESS INITIATIVES

3 GAMES in Xbox Game Pass

2 GAMES in Origin Access

2 GAMES in Humble Monthly

3 GAMES in Humble Bundle

2 GAMES in Epic Store Giveaway

LAST 12 MONTHS

KEY BUSINESS INITIATIVES

2x Publisher Sales on Steam

4 NEW distribution channels

100+ sales drives

Q1 2020

SECOND BEST QUATER
IN THE COMPANY HISTORY

30,5

MLN PLN

revenue

14,5

MLN PLN

net profit

24,3

MLN PLN

cash flows
from operating
activities

FROSTPUNK



FROSTPUNK

the game is available on
PC, PlayStation 4 and **XBOX ONE**

CURRENT ROI = 480%

FROSTPUNK: SEASON PASS

Two of the three add-ons are already generating revenue

SEASON PASS has already
generated **15% conversion**
(among FROSTPUNK owners)

25% new customers
chose **COMPLETE EDITION**
(the most feature-complete version of the game)*

*data based on STEAM/since January 1st 2020



FROSTPUNK MOBILE



FROSTPUNK MOBILE

New production enriching the game's universe

NetEase Games in charge of development and marketing.

Planned release window: 2021.

MOONLIGHTER



MOONLIGHTER

the game is available

PC, Nintendo Switch, PlayStation 4 and XBOX ONE

CURRENT ROI = 418%



MOONLIGHTER

2 YEARS ON THE MARKET

1 000 000+ pcs sold

3 500 000 gamers

BETWEEN DIMENSIONS

Paid expansion already available
on all target platforms

CHILDREN OF MORTA



CHILDREN OF MORTA

the game is available on

PC, Nintendo Switch, PlayStation 4 and XBOX ONE

CURRENT ROI = 100%

with the game on the market for less than a year



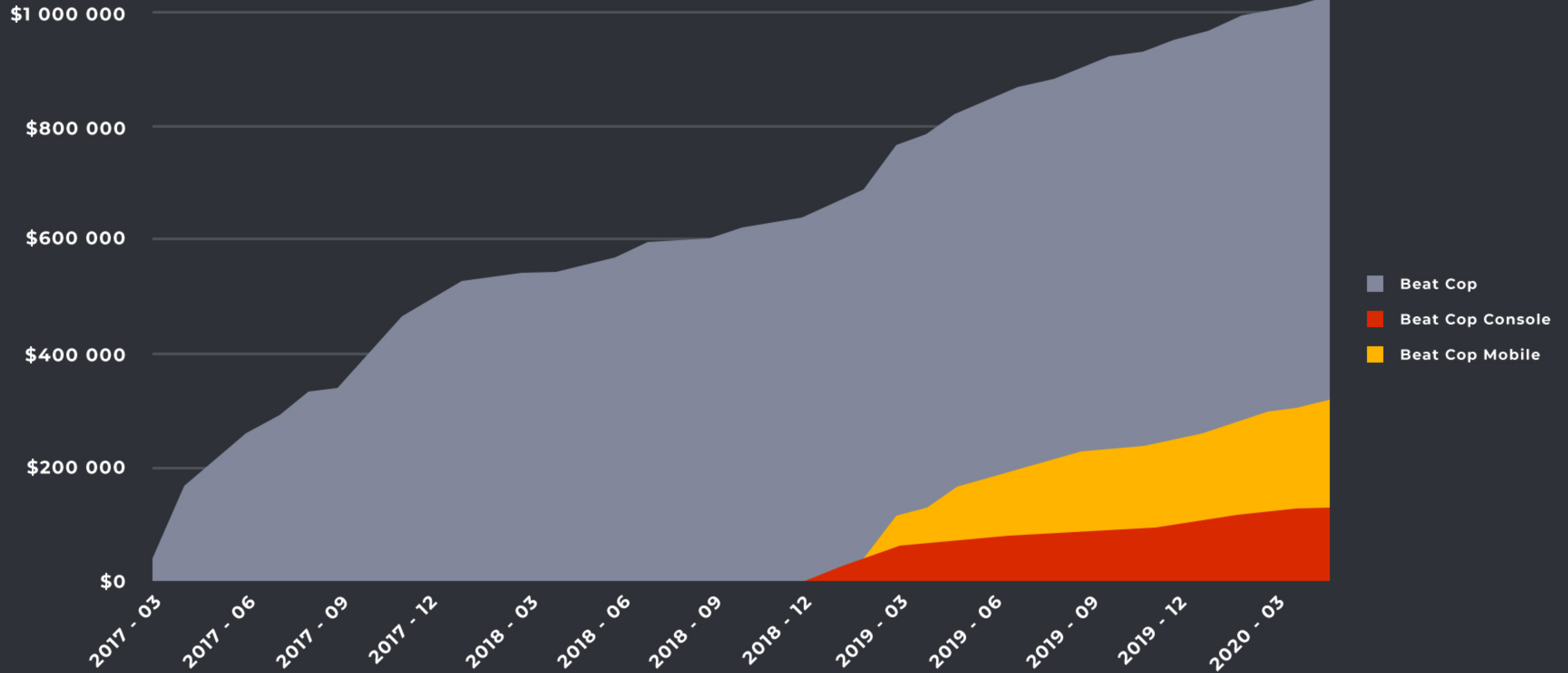
3 of 6 updates available on the market,
each having generated **a major sales peak**

Ahead of us: **ONLINE CO-OP** expansion
(to be released still this year) and **paid DLC**

BACK CATALOG

MONETISATION OF BEAT COP

2017 - 2018



IN-HOUSE PROJECTS

PROJECT 8

PROJECT 8

unique **genre mix**

new IP based on an internally created world

a gradually developed team
(writer with experience from Walking Dead
and lead designer with experience from Frostpunk)

project developed using **UNREAL ENGINE**

ELEANOR PROJECT

ELEANOR PROJECT

new game by the team behind **FROSTPUNK**

currently **in pre-production phase**

we work using our own technology developed
according to the needs of the new format

scale way **exceeding FROSTPUNK**

DOLLY PROJECT

DOLLY PROJECT

project carried out by the team which
developed This War of Mine brand.

concept based on **new IP**

we are now working on gameplay prototypes

PUBLISHING PROJECTS

41% OF 2019 REVENUE WAS DERIVED FROM PUBLISHING

Two **PUBLISHER SALES** on **STEAM**
in the last 12 months

June 2nd was **the best day in terms of net revenue**
since the release of Frostpunk



CAPEX OF
8 M PLN



55 M PLN
IN REVENUE

VITRIOL PROJECT

VITRIOL PROJECT

RPG game for mature gamers.

Comparable to Frostpunk in terms of scale.

To be announced in 2021.

11 BIT STUDIOS X DIGITAL SUN



Two projects carried out with DIGITAL SUN studio.
Each significantly bigger than Moonlighter.

FOXHOLE PROJECT

To be released
2021

BOTIN PROJECT

To be announced
2021

AVA PROJECT

AVA PROJECT

fourth publishing project

carried out by **CHIBIG/INVERGE** teams
responsible for **SUMMER IN MARA** and **EFFIE** games

to be announced in 2021

MARKETING 2020+

DIGITAL DRIVEN MARKETING

200+ completed marketing campaigns

48,000,000 contacts generated

Building the awareness of our portfolio

Direct **sales support**



GRADUALLY GROWING IMPORTANCE OF CONSOLES

In 2018, sales on Nintendo amounted to just under **USD 1,000,000**

In 2019, sales on Nintendo exceeded **USD 2,500,000**

In 2020, sales on Switch exceeded **USD 1,200,000 over the first five months of the year.**

CHINESE MARKET

PR & MARKETING

For years, we have worked with leading agencies on Western markets.
Now, **in cooperation with NetEase**, we have **officially put our brands**
in key channels on the Chinese market.

SUMMARY

SUMMARY

we are steadily strengthening our capabilities
in **MARKETING** and **BUSINESS DEVELOPMENT**

**we are increasing the visibility and monetisation
potential** of our games by **developing
a partnership network**

SUMMARY

we are implementing **three in-house projects**

we have **four new publishing projects**

(fifth in the signing process)

we are developing a team with diversified skills and experience, with the target number of **190-200 people by the end of 2020**

WE ARE EXPANDING OUR MARKETS

we have **partnered with NetEase** in development (Frostpunk Mobile) and communications (PR/social & media)

we are launching our brands on **key social and media platforms**

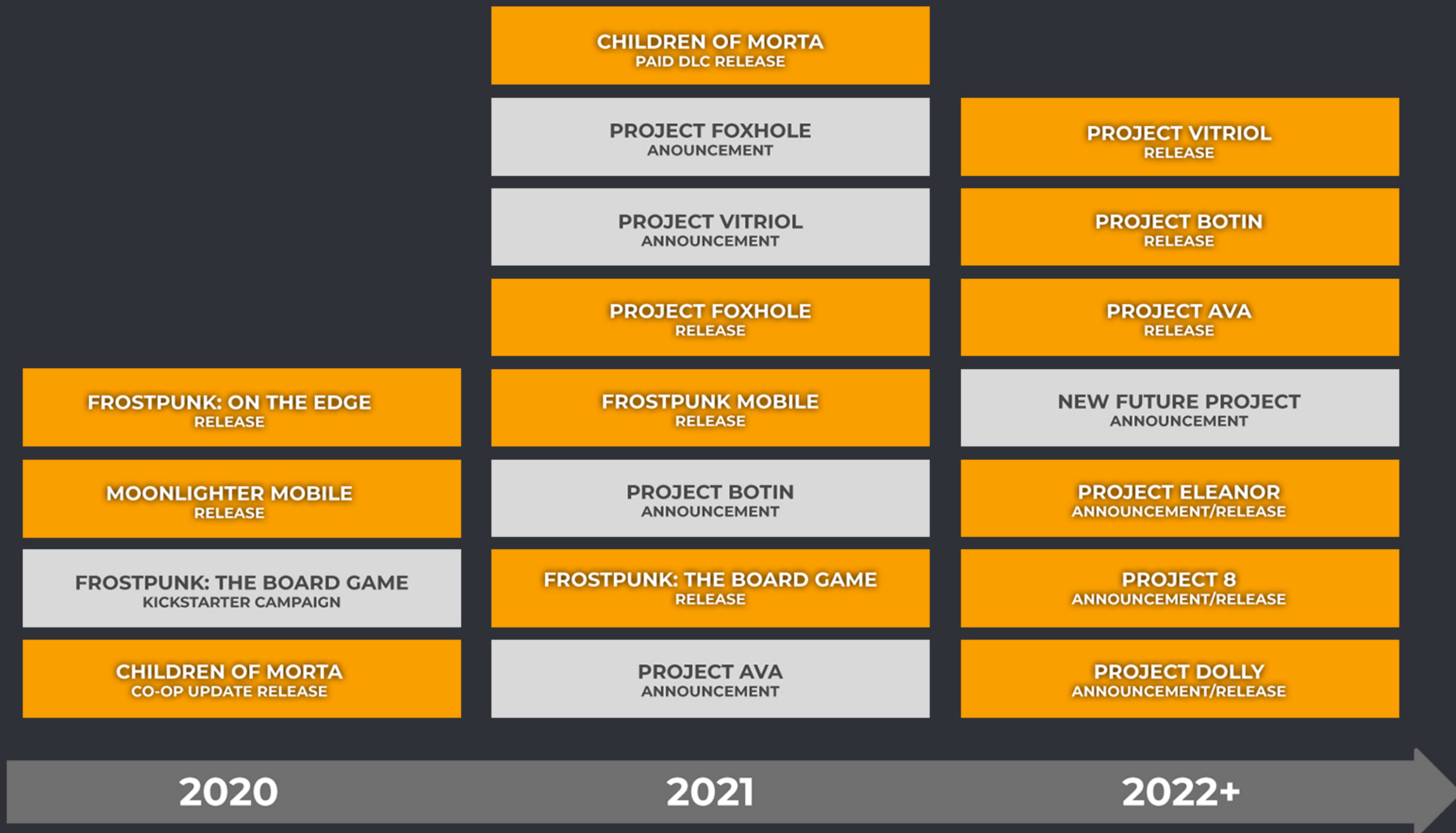
we are building our presence on the Japanese market (**Frostpunk, Moonlighter**, and soon **Children of Morta**)

Financially comfortable | **100 MLN PLN**
in cash assets

Our international footprint is expanding
and so is the share of **foreign financial investors** in our shareholding structure.

High stock liquidity | Daily trading volume in the last quarter:
15 000 shares
i.e. 0.7% of the share capital

FORECAST TIMELINE



INVESTOR CONFERENCE 2020

11 BIT STUDIOS S.A.

