

**STARBREEZE**  
**S T U D I O S**

ANNUAL SHAREHOLDER'S MEETING 2014

# AGENDA

- FY 2013/2014
- First quarter 2014/2015
- Second quarter 2014/2015
- PAYDAY in the numbers and the road ahead
- Portfolio
- Operations



## FISCAL YEAR 2013/2014

- Net sales: 213,8 MSEK (37,0 MSEK)
- Profit before tax: 142,5 MSEK (0,5 MSEK)
- Profit after tax: 118,5 MSEK (0,8 MSEK)
- No of Employees: 44 (49)
- As of June 30 2014, cash amounted to 136,6 MSEK (13,3 MSEK)



## FIRST QUARTER 2014/2015

- Net sales: 30,0 MSEK (90,3 MSEK)
- Profit before tax: 4,2 MSEK (79,4 MSEK)
- Profit after tax: 2,5 MSEK (72,2 MSEK)
- No of employees: 49 (44) personer
- As of September 30 2014, cash amounted to 161,7 MSEK (92,6 MSEK)



## REVENUE SOLD GAMES FIRST QUARTER

- PAYDAY 2 22,8 MSEK
- PAYDAY: The Heist 1,1 MSEK
- Brothers - A Tale of Two Sons 0,5 MSEK



## SECOND QUARTER 2014/2015

- October PAYDAY 2 contributed SEK **15.1 million in revenue** on Steam during our Crimefest activity
- Strong Crimefest pulse
- Looking forward to Christmas activities and sales



# PAYDAY 2

## BUILD ME AN ARMY...

MORE THAN...

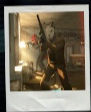
# 9,000,000

...HEISTERS IN THE PAYDAY UNIVERSE!

## FASTEST SELLING DLC:



1. BIG BANK



2. HOTLINE MIAMI



3. GAGE SHOTGUN PACK

## IN THE LAST 30 DAYS...

### THE WEAPONS OF CHOICE:



CAR-4  
8,242,585 HEISTS



BERNETTI  
8,397,886 HEISTS



KA-BAR TANTO  
9,100,894 HEISTS

### THE MOST POPULAR MASK:



# 5,223,620

MOST JOBS WERE DONE IN STYLE. THE RAREST MASK WAS DRUNK SANTA (63, 548).

## SAFEHOUSE DENSITY ACROSS THE WORLD

### PLAYERBASE TOP FIVE TERRITORIES:



USA: 26%



RUSSIA: 16%



GERMANY: 8.5%



UK: 6%



CANADA: 5.5%

### AVERAGE HEISTERS / DAY:

# 26,995

ONE YEAR AFTER LAUNCH SEES THE HIGHEST DAILY AVERAGE, INCLUDING THE ACTUAL LAUNCH WEEKEND.

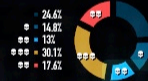
### ALL-TIME PEAK HEISTERS / DAY:

# 72,242

REACHED DURING THE OCTOBER 2014 CRIMEFEST, PREVIOUS PEAK: THE LAUNCH WEEKEND (57,346).

### ATTEMPTED HEISTS:

# 89,441,857



### HEISTERS WHO REACHED 1,000 HOURS TOTAL PLAYTIME THIS MONTH:

# 82

THAT'S 125 EIGHT-HOUR DAYS, 25 FIVE-DAY BUSINESS WEEKS, OR FOUR STRAIGHT MONTHS WITH NO DAYS OR WEEKENDS OFF. THAT'S hardcore.

# OVERKILL

Source: global Steam statistics. Overkill Software accepts no responsibility for errors or omissions of the information, and cannot be held liable for typographical errors, layout error or misinformation contained herein. The information is not guaranteed to be accurate.

# PAYDAY

PAYDAY 2 - Released August 2013

## PAYDAY-FRANSCHISE, 9 MILLION HEISTERS STRONG

- The franchise that keeps on giving, PAYDAY 2 **201,5 MSEK** revenue (*up to Sep 30th 2014*)
- **12 paid DLC's** released to date, selling more than **8 million units**
- Community growth from 350 000 members in Feb 2014 – more than **1,9 million** members on the official Steam forum in Nov 2014
- Paving the way for future franchises





# OUR GAMES

PAYDAY 2 - Released August 2013



## “NEVER STOP MAKING PAYDAY”

- “Never stop making PAYDAY” – Valve
- Alive and kicking – Sales Pulse show us the way
- Expandable design, frequent updates, road map for PAYDAY to adapt to sales pulses. Updates will continue as long as there’s a demand for more PAYDAY.

**PAYDAY**  
PULSE 2013-2014



# PAYDAY - DLC

Notable PAYDAY 2 updates during 2014



**JOHN WICK**

A unique collaboration with Lionsgate and their movie John Wick, the character with the same name was introduced as a playable character in the game. The DLC was released at the time of the US movie premiere.



**HOTLINE MIAMI**

Working with Dennaton Games creating a PAYDAY 2 spinn-off on the critically acclaimed Hotline Miami game



**BIG BANK**

The Big Bank DLC is the sixth DLC pack for PAYDAY 2 and adds the new contact the Dentist, the biggest heist yet called the Big Bank as well as the new Preplanning feature.

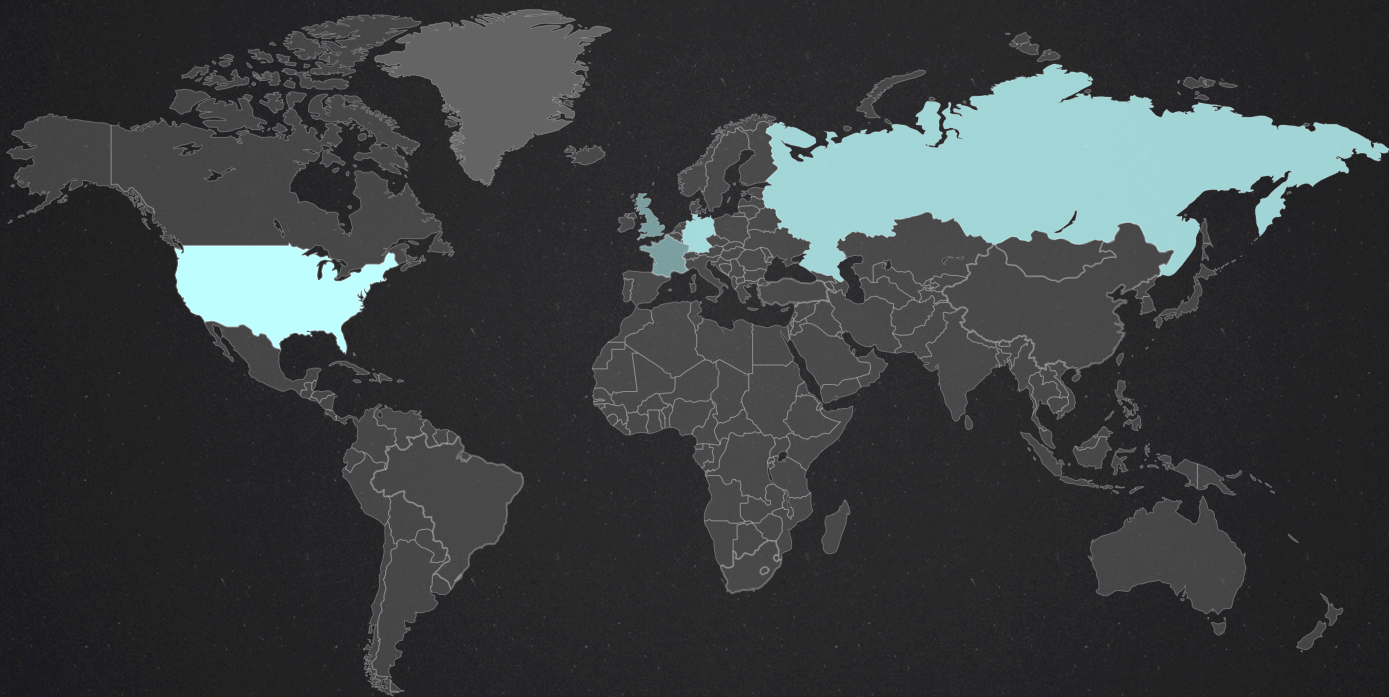


**SHADOW RAID**

The Shadow Raid Heist is the fourth free heist update to PAYDAY 2. It allows heisters to take a new contract from Bain and Gage called the Shadow Raid job.

# PAYDAY

Top 5 PAYDAY 2 territories Based on world wide Steam sales



**PAYDAY**

PAYDAY 2 - Crimefest

# CRIME FEST 2014 – THE COMMUNITY EVENT OF THE YEAR

- 12 days of updates
- Free Hoxton, John Wick, masks and other features, all free
- Livestream yielded over 261,300 views with a peak of over 23,000 viewers
- Community closing in on **2 million**



# PAYDAY

PAYDAY 2 – What's in store?

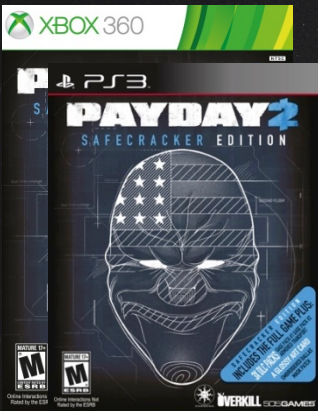
## THE ROAD AHEAD – WHAT'S IN STORE FOR PAYDAY?

- Lion Game Lion – outsourcing DLC development while retaining quality and production control at OVERKILL
- Another two years of updates, never stop making PAYDAY
- Strive to secure additional strong market collaborations like John Wick, Alienware Alpha etc
- Keep learning, keep building.



# PAYDAY

In the pipeline



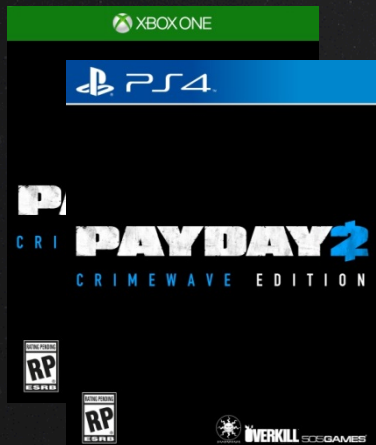
## SAFECRACKER

PAYDAY 2 Special re-release edition US  
Recommended price: \$29.99  
XBOX 360 and PS3  
Out before Christmas  
Publisher: 505 Games



## ESSENTIALS/VALUE

PAYDAY 2 re-released in US/EU at a great price  
OUT NOW  
Publisher: 505 Games



## CRIMEWAVE

PAYDAY 2 on next gen consoles  
Recommended price: TBC  
PS4 and Xbox One  
Out Spring 2015  
Publisher: 505 Games

## OUR GAMES

OVERKILL's The Walking Dead - Under development



# OVERKILL'S THE WALKING DEAD

## OVERKILL'S THE WALKING DEAD

Starbreeze recently unveiled its newest project, OVERKILL's The Walking Dead. The game will be based on the hugely popular *The Walking Dead*-series created by Robert Kirkman.

OVERKILL – a Starbreeze Studio, will deliver a completely new action packed co-op experience to the universe, exploring new characters and storylines. Release TBC 2016



# OUR GAMES

GEMINOSE - Under development



## GEMINOSE

Geminose is a youth targeted multi platform game that combines physical toys and interactive multiplatform gameplay for youths aged 5-12.

Utilizing proprietary technology, Geminose will establish its own strong position in the interactive toy/computer games market. Release TBC 2016

# OUR GAMES

STORM - Under development



# STORM

An upcoming sci-fi co-op FPS. It's our future.  
Release TBC 2017



## STARBREEZE PUBLISHING

The next step in the digital economy.

- Looking to establish at least one publishing collaboration during 2015
- Strong in the digital economy, expert help to others.

## GROWING THE ORGANISATION

Product and customer centered focus

- Technology growth
- IR: Maeva Sponbergs
- Internal and external communication
- Tools and production
- Additional key personnel
- Strong US presence

THE SPUF FORUMS THE PAYDAY MODDING COMMUNITY SONY ONLINE  
EXCELLENT TALENT AGENCY ALIENWARE TEAM EVIL CASH.NET GIANCARLO ESPOSITO  
THE STEAM COMMUNITY SUMMIT1G LAST BULLET PETE GOLD  
505 GAMES TWITCH TV DENNATON GAMES DHRUVA THE PDTH SECRET GROUP  
DAMION POITIER BY HEART <3 THE CREATURES  
TEAM HEIST LION GAME LION THE CRIMINAL NETWORK VYSE  
DAT GUY LIRIK THE SECRET GENERAL MCBADASS TEAM 7200 HOXHUD FERRETBOMB REDCOBRA1246  
SKYBOUND DREAMHACK ERIC ETEBARI  
LIONSGATE VALVE GIANTWAFFLE OUR AWESOME TRANSLATORS  
OUR AWESOME MODERATORS GAYA ENTERTAINMENT  
THE CS:GO TEAM DEVOLVER DIGITAL HUMBLE BUNDLE OUR AWESOME WIKI CONTRIBUTORS

... & EVERYONE ELSE WE MIGHT HAVE FORGOTTEN

THANKS TO OUR  
PARTNERS

Everyone at Starbreeze would like to virtually high five our great partners, community and others for helping us make PAYDAY what it is!

**STARBREEZE**  
**STUDIOS**



**LET'S DO THIS!**

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