



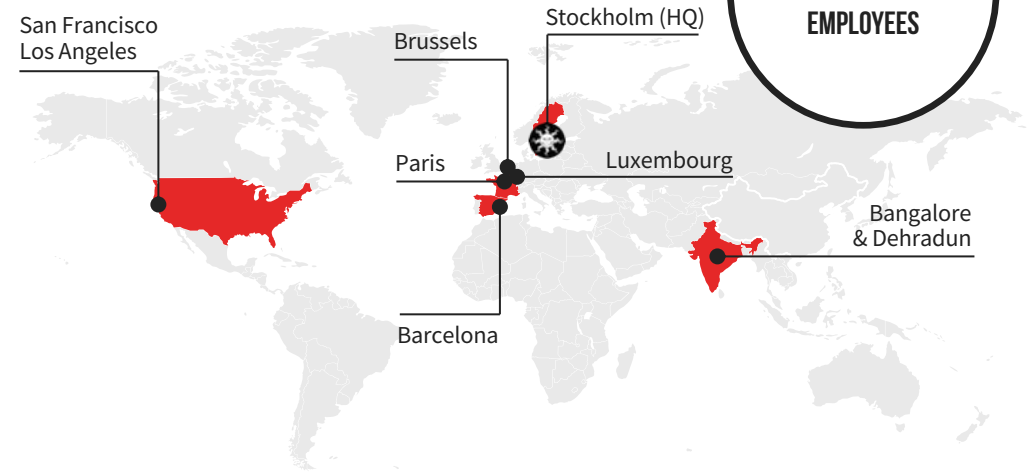
STARBREEZE **INVESTOR PRESENTATION**

Carnegie Nordic Gaming Seminar, 31 May 2018

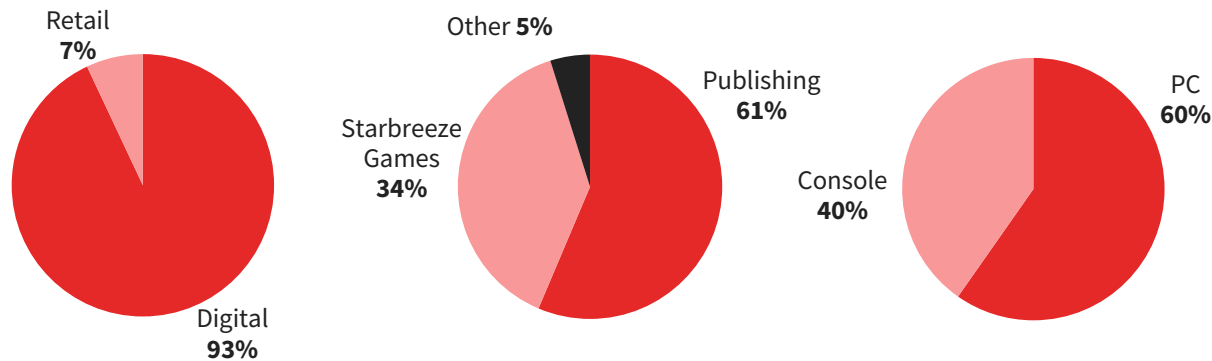
STARBREEZE TODAY

- First listed gaming company in Northern Europe founded in 1998
- Independent developer and publisher of PC and console games and VR products
- Net sales of EUR 35m
- Listed on Nasdaq Stockholm – Market cap EUR 415m

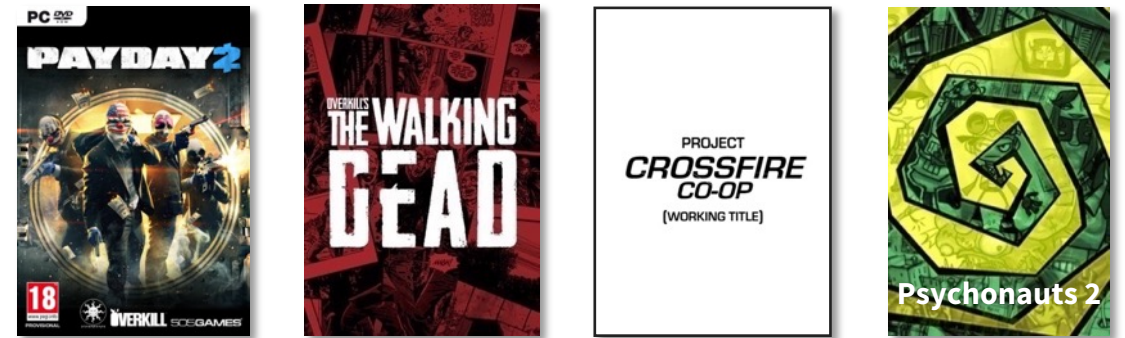
OFFICE LOCATIONS



NET SALES SPLITS



STRONG IPS



THE PAYDAY SUCCESS

CASE STUDY: PAYDAY

GAMES AS A SERVICE MODEL (GAAS)

DLCS AND UPDATES

> 170

UNITS SOLD

> 16,000,000

PAYDAY 2 IN GROSS SALES

> 200M EUR

STEAM COMMUNITY MEMBERS

5,600,000

Action / Co-op

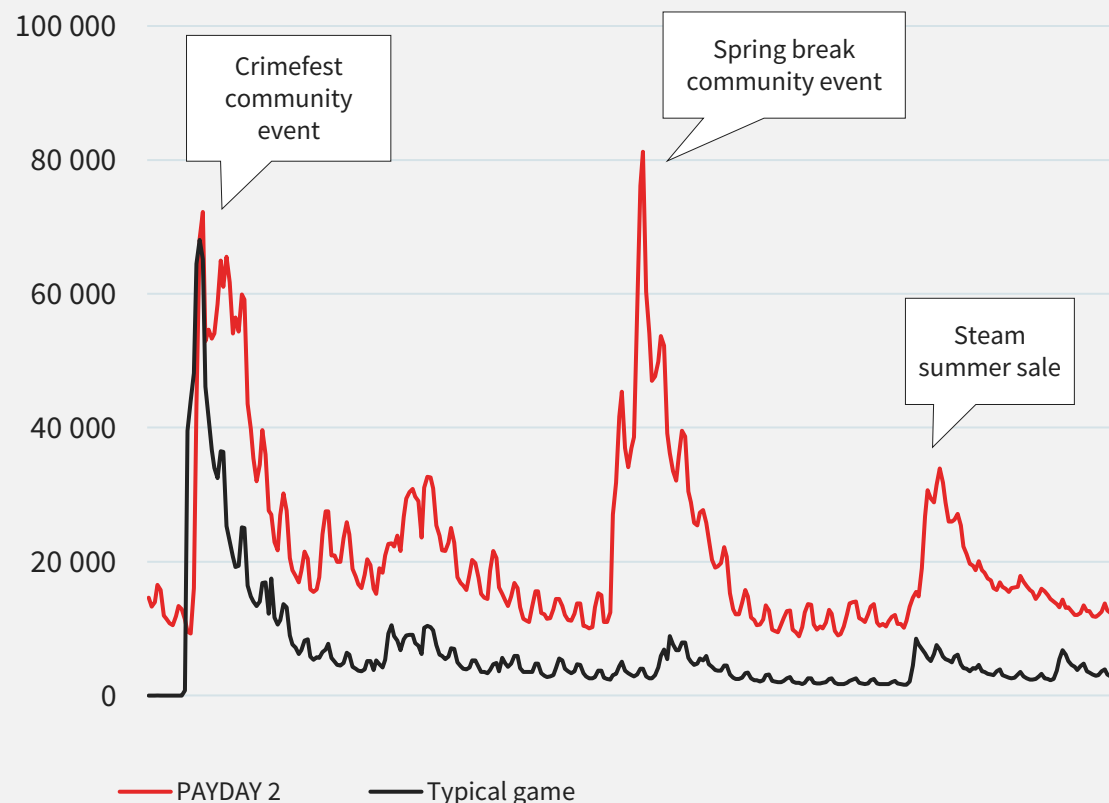
RELEASE DATES

August 2013 (PC)

June 2015 (Console)



GAAS SALES TREND COMPARED TO A TYPICAL GAME



KEY INSIGHTS



**GAMEPLAY FIRST
AND REPLAYABILITY**

**COMMUNITY —
IT'S NOT ABOUT YOU,
IT'S ABOUT THEM**

GLOBAL RELEVANCY

**STRONG BRAND
LONG TERM**



STARBREEZE

CASE STUDY: DEAD BY DAYLIGHT

DLCS AND UPDATES

>10

UNITS SOLD

>3,000,000

DBD IN GROSS SALES

EUR 40M

STEAM COMMUNITY MEMBERS

>800,000

Asymmetric horror

RELEASE DATES

June 2016 (PC)

June 2017 (Console)

SLIDE / 5



DEAD BY DAYLIGHT
death is not an escape

BUILDING A FOCUSED CATALOGUE



OWN GAMES — ON OUR HOME TURF

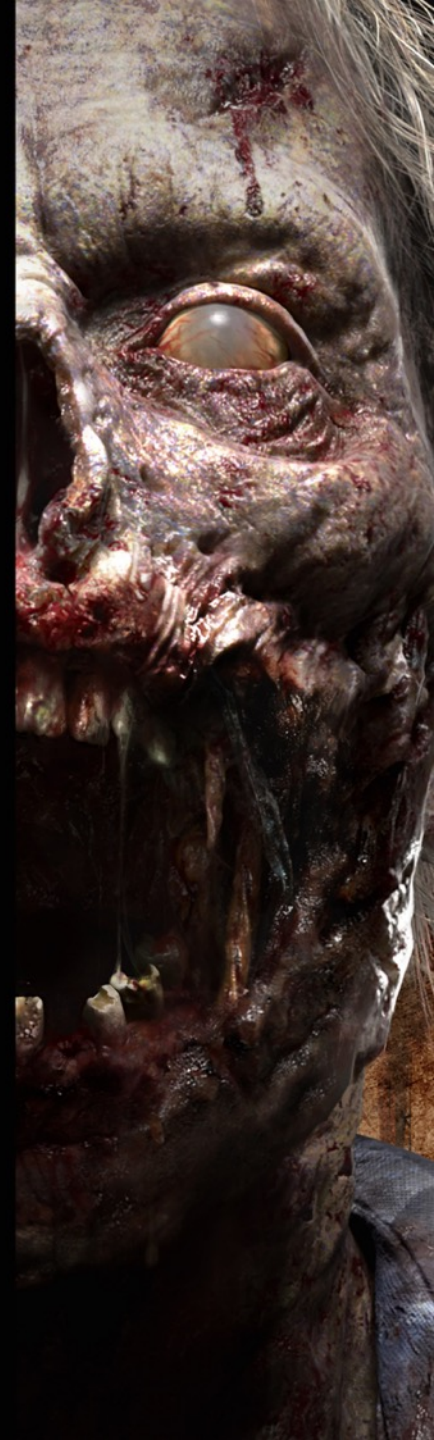
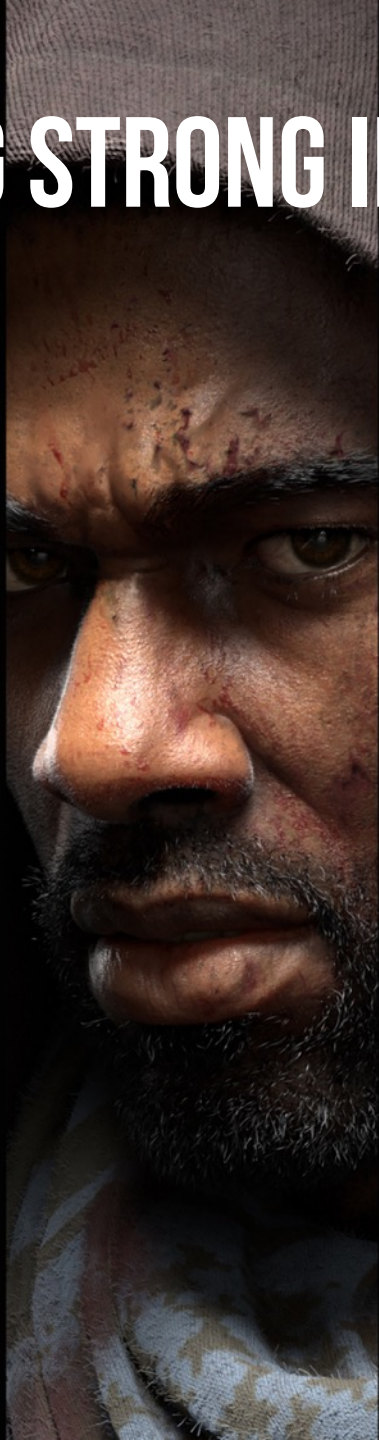
- CO-OPERATIVE
- 1ST PERSON SHOOTER
- GAMEPLAY FIRST
- REPLAYABILITY
- FUN

PUBLISHING — EXPANDING MARKET

- EXPANDING GENRES
- STRONG IP
- AND/OR TOP RANKED STUDIO/CREATOR



BUILDING STRONG IP:S



GLOBAL MINDSET

GAMES SHOULD APPEAL TO A GLOBAL
AUDIENCE

STRONG DISTRIBUTION PARTNERS IN
PLACE FOR EUROPE AND THE US

A grey world map is centered in the background. Two large red circles are overlaid on the map. One circle is positioned over the Asian continent, and the other is positioned over the European continent. The text "EXPANSION TO THE ASIAN MARKET" is centered within the red circle over Asia, and the text "ADVANTAGES" followed by "LARGER ADDRESSABLE MARKET" and "GEOGRAPHIC DIVERSIFICATION" is centered within the red circle over Europe.

**EXPANSION TO THE
ASIAN MARKET**

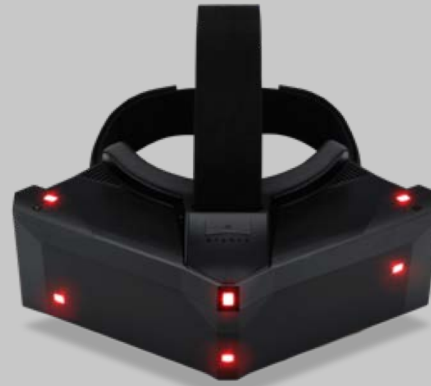
ADVANTAGES

LARGER ADDRESSABLE MARKET
GEOGRAPHIC DIVERSIFICATION

FOR ALL PLATFORMS

PC AND CONSOLE

- MAIN PLATFORMS
- SIMULTANEOUS DEVELOPMENT



VR

- HIGH POTENTIAL MARKET
- 9 TITLES AVAILABLE TODAY
- PAYDAY 2 FOR VR LARGEST VR GAME ON THE MARKET RELEASED MARCH 2018



MOBILE

- SUCCESSFUL IP:S ALSO TO BE DEVELOPED FOR MOBILE
- DRIVE INTEREST FOR GAMES
- PAYDAY CRIMEWAR TO BE RELEASED IN 2018

FROM ONE-TRICK PONY TO A GAMING POWERHOUSE

**2-3 OWN
LARGE TITLES**

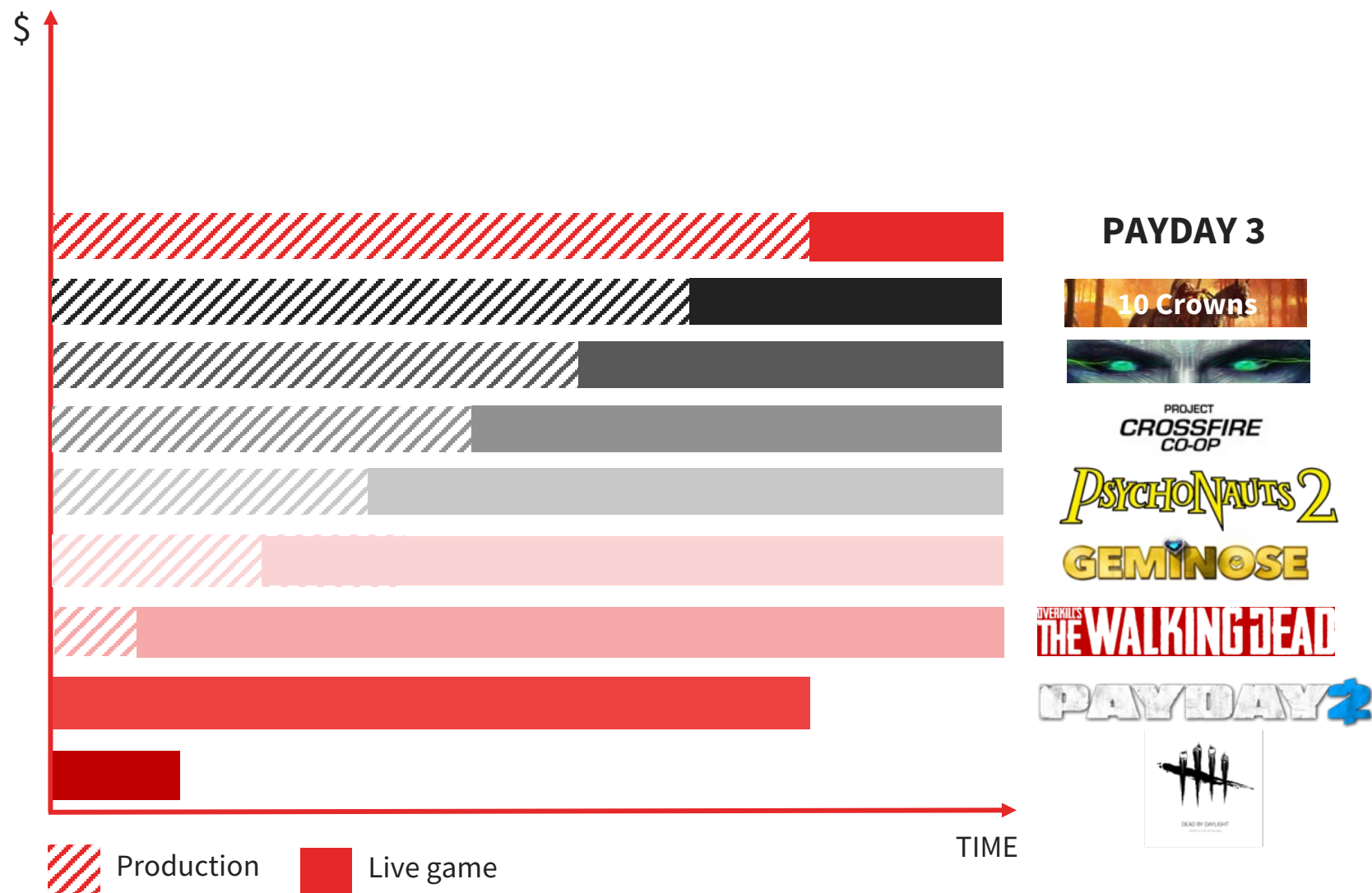
**3-5 LARGER
PUBLISHING TITLES**

**AIM FOR MARKET
LEADERSHIP**



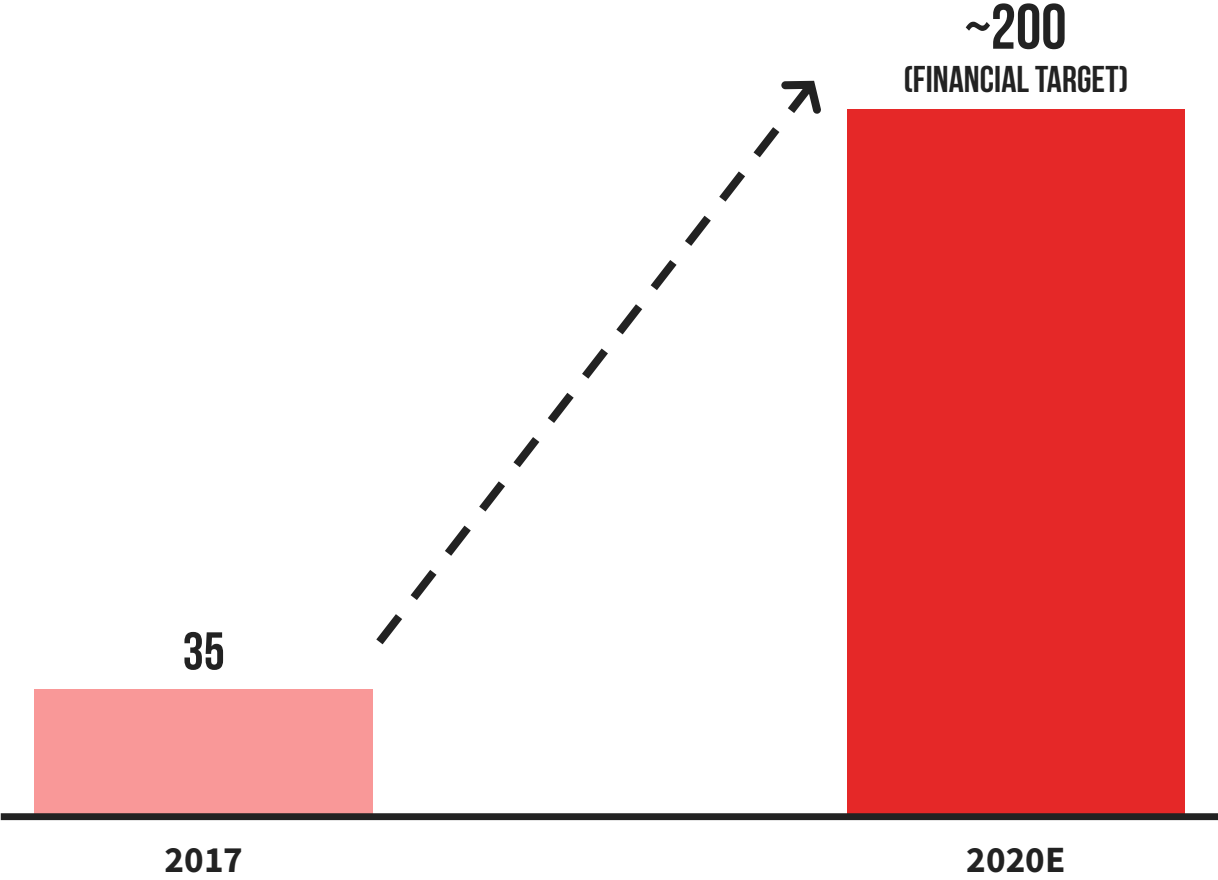
CURRENT AND FUTURE REVENUE STREAMS

ILLUSTRATIVE IMAGE OF CURRENT AND FUTURE SERVICE LINES



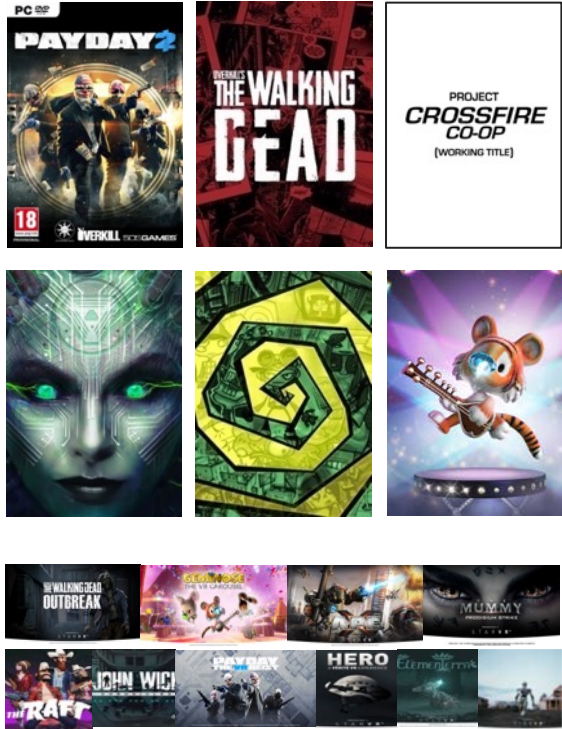
ACCELERATING GROWTH

CURRENT REVENUE GENERATORS



Net sales (EURm)

REVENUE GENERATORS 2020



OUR FUTURE STARS





STARBREEZE

OVERKILL'S THE WALKING DEAD

STARBREEZE OWN DEVELOPMENT

NARRATIVE DRIVEN CO-OPERATIVE
1ST PERSON SHOOTER

BASED ON THE SMASH-HIT GRAPHIC
NOVEL SERIES BY ROBERT KIRKMAN

ONE OF THE WORLDS MOST POPULAR
TV SERIES

EXCLUSIVE RIGHTS FOR ALL
PLATFORMS/MARKETS

The background of the slide is a dense collage of comic book panels from 'The Walking Dead'. The panels are tilted and overlapping, showing various scenes of zombies, survivors, and action. The color scheme is predominantly red and black, with white text for the title. The title 'OVERKILL'S THE WALKING DEAD' is written in a large, bold, white, distressed font. 'OVERKILL'S' is in a smaller font above 'THE WALKING', which is above 'DEAD'. The letters have a rough, hand-painted appearance with some internal texture and slight misalignment, giving it a gritty, horror-themed feel. The collage includes panels with sound effects like 'WHACK!', 'YEAAAAH!!!', 'BLAM!', and 'BLAM!'.

PROJECT CROSSFIRE

STARBREEZE OWN PRODUCTION

PREMIUM CO-OPERATIVE 1ST PERSON
SHOOTER

BASED ON SMILEGATE'S MEGA IP
CROSSFIRE WITH 650M PLAYERS

WESTERN VERSION OF THE GAME

MULTI PLATFORM/GLOBAL REACH

PROJECT *CROSSFIRE* *CO-OP* (WORKING TITLE)

GEMINOSE

STARBREEZE OWN DEVELOPMENT

A GAME WHERE MAGIC, MUSIC AND
DANCE IS AT THE HEART OF THE
GEMINOSE SUPERSTARS WORLD

OWN IP

GLOBAL REACH

PREMIERING EXCLUSIVELY FOR THE
NINTENDO SWITCH





PSYCHONAUTS 2

PUBLISHING TITLE SIGNED IN 2017

THIRD-PERSON ACTION/ADVENTURE

CREATOR: TIM SCHAFER

STUDIO: DOUBLE FINE PRODUCTIONS

PC/GLOBAL REACH

INVESTMENT OF 8 MUSD



SYSTEM SHOCK 3

SIGNED IN 2017

A SCI-FI RPG FPS GAME WITH
INTRIGUING CHARACTERS

CREATOR: WARREN SPECTOR

STUDIO: OTHERSIDE ENTERTAINMENT

PC/GLOBAL REACH

INVESTMENT OF 12 MUSD





STARBREEZE

10 CROWNS

SIGNED IN 2018

AN EPIC-SCALE TURN-BASED
STRATEGY GAME

CREATORS BEHIND CIVILIZATION

STUDIO: MOHAWK GAMES

PC/GLOBAL REACH

INVESTMENT OF 7.7 MUSD

SLIDE / 20



PAYDAY 3

STARBREEZE OWN PRODUCTION

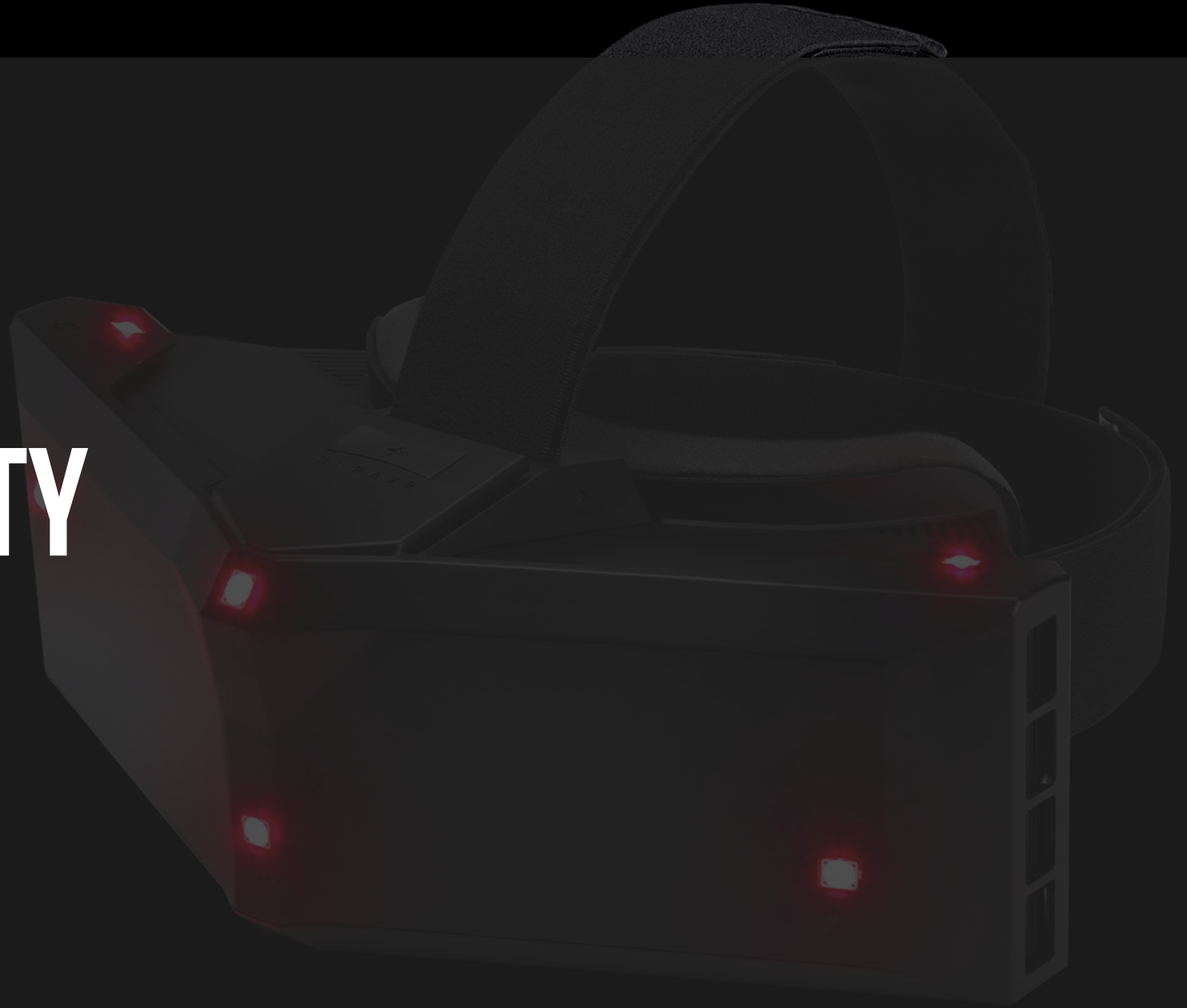
CO-OPERATIVE 1ST PERSON SHOOTER

OWN IP

MULTI PLATFORM/GLOBAL REACH



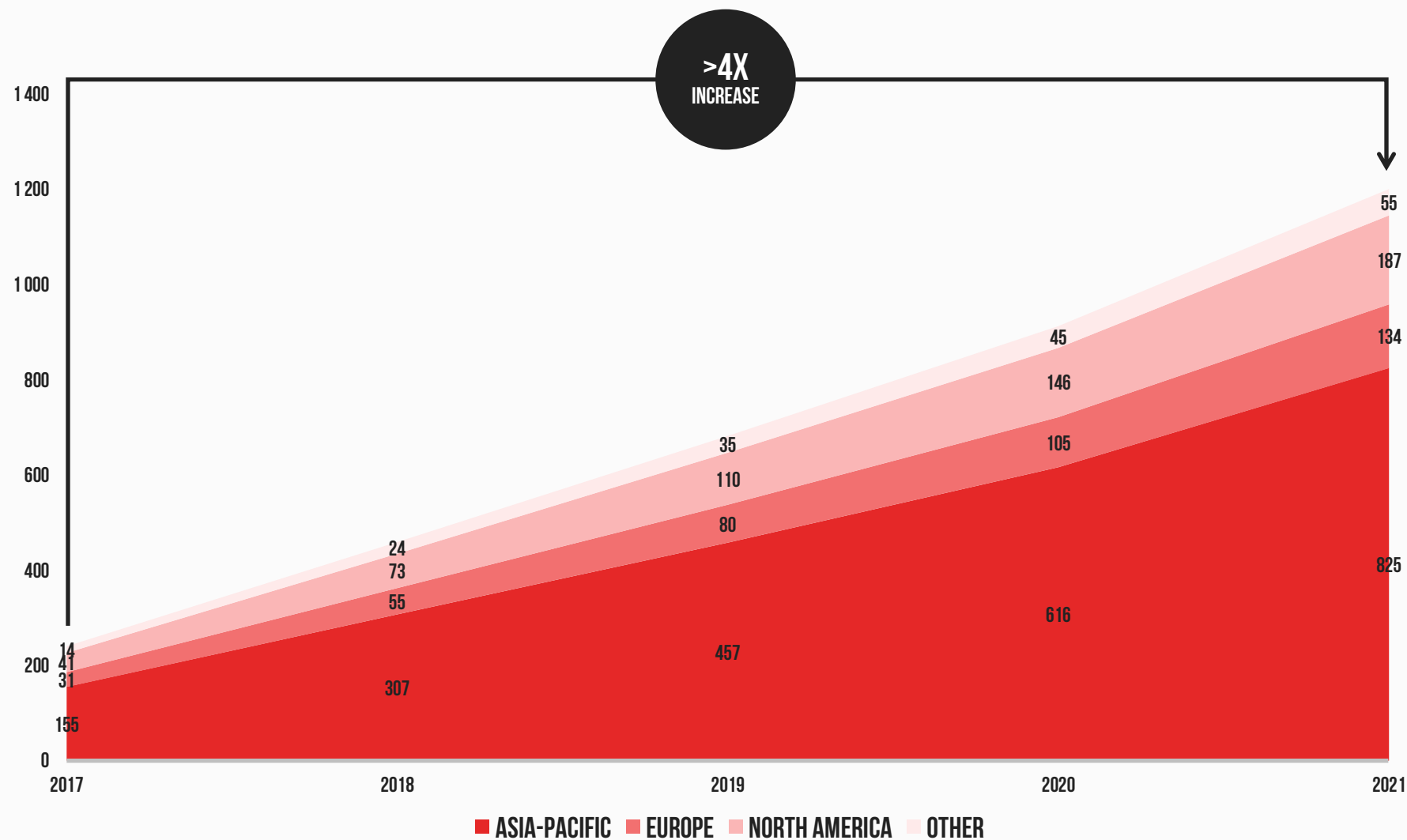
VIRTUAL REALITY



**GLOBAL
REVENUES
REACHING
1.2 BILLION
USD IN 2021**

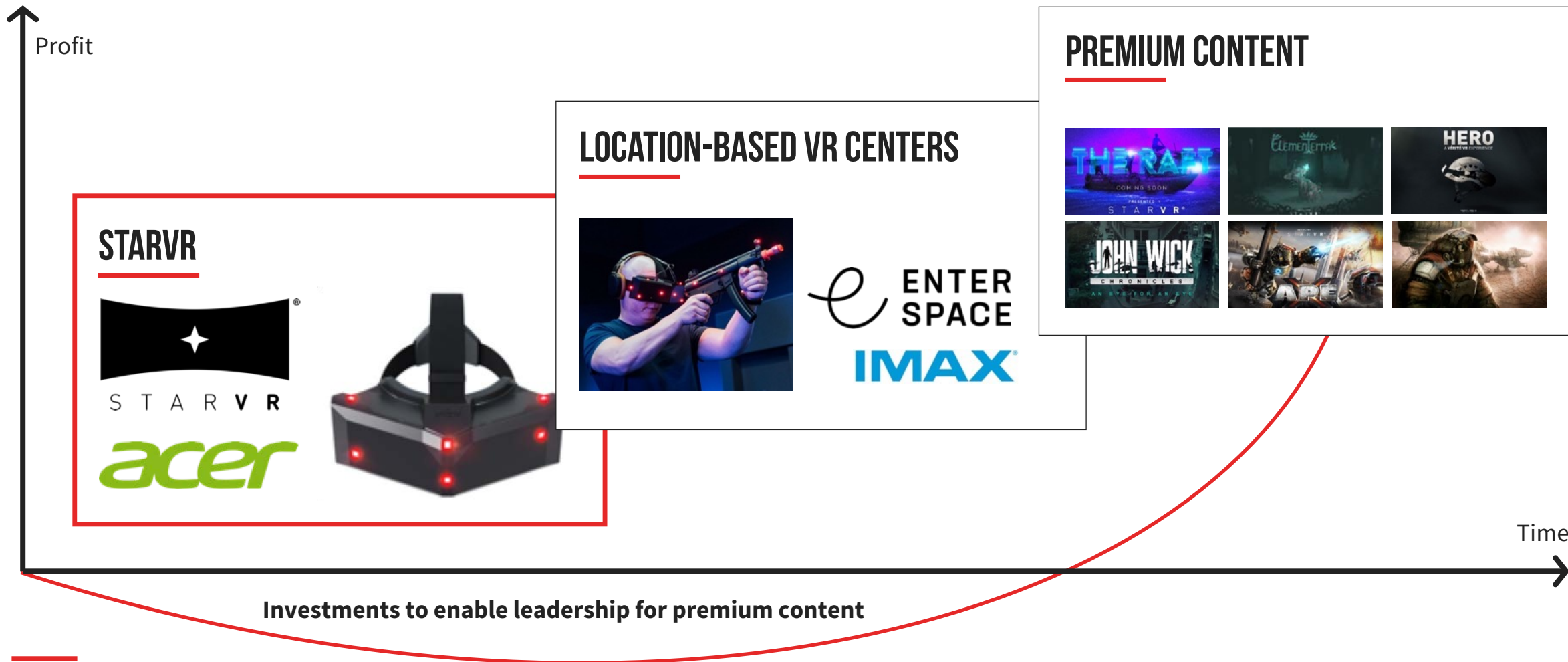
LBE GLOBAL VR REVENUE FORECAST 2017-2021 (MUSD)

Source: Location-Based VR entertainment Market Report, 2017-07-12, Greenlight Insights



VR STRATEGY — BECOME A LEADER FOR PREMIUM CONTENT

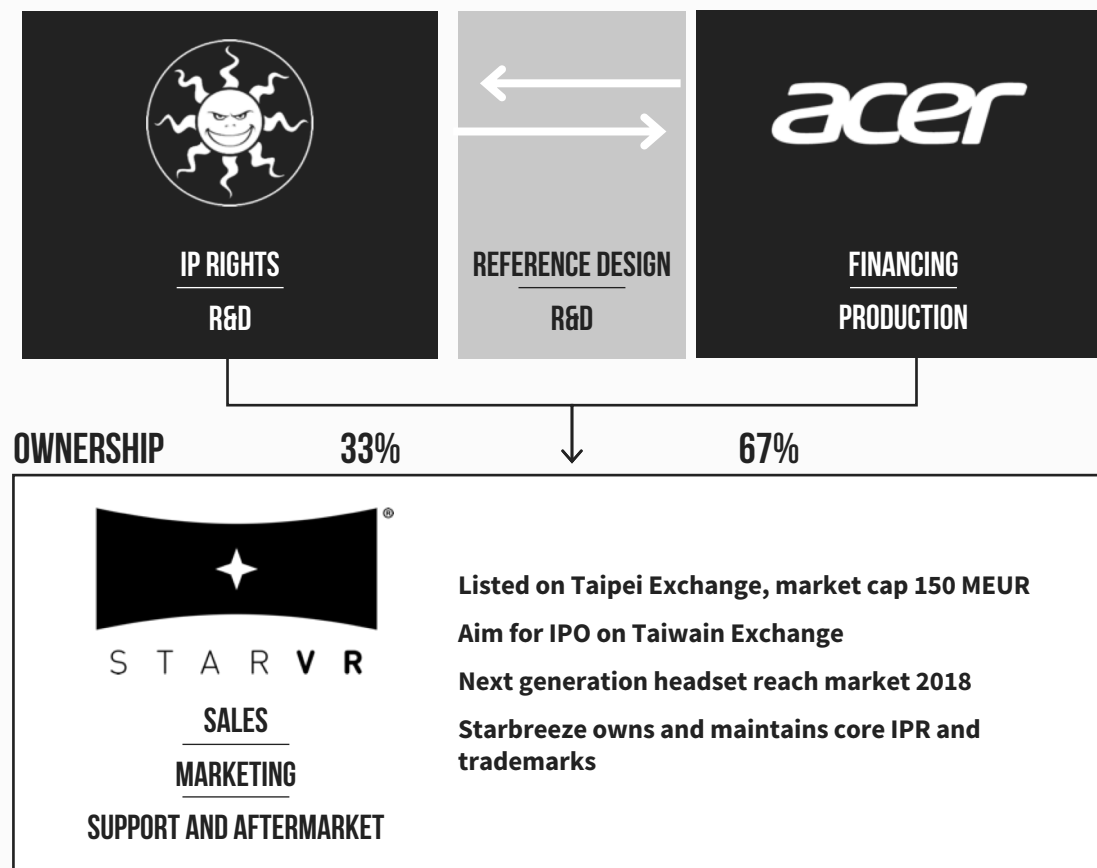
Illustrative



STARVR TO UNLOCK B2B VR VERTICALS

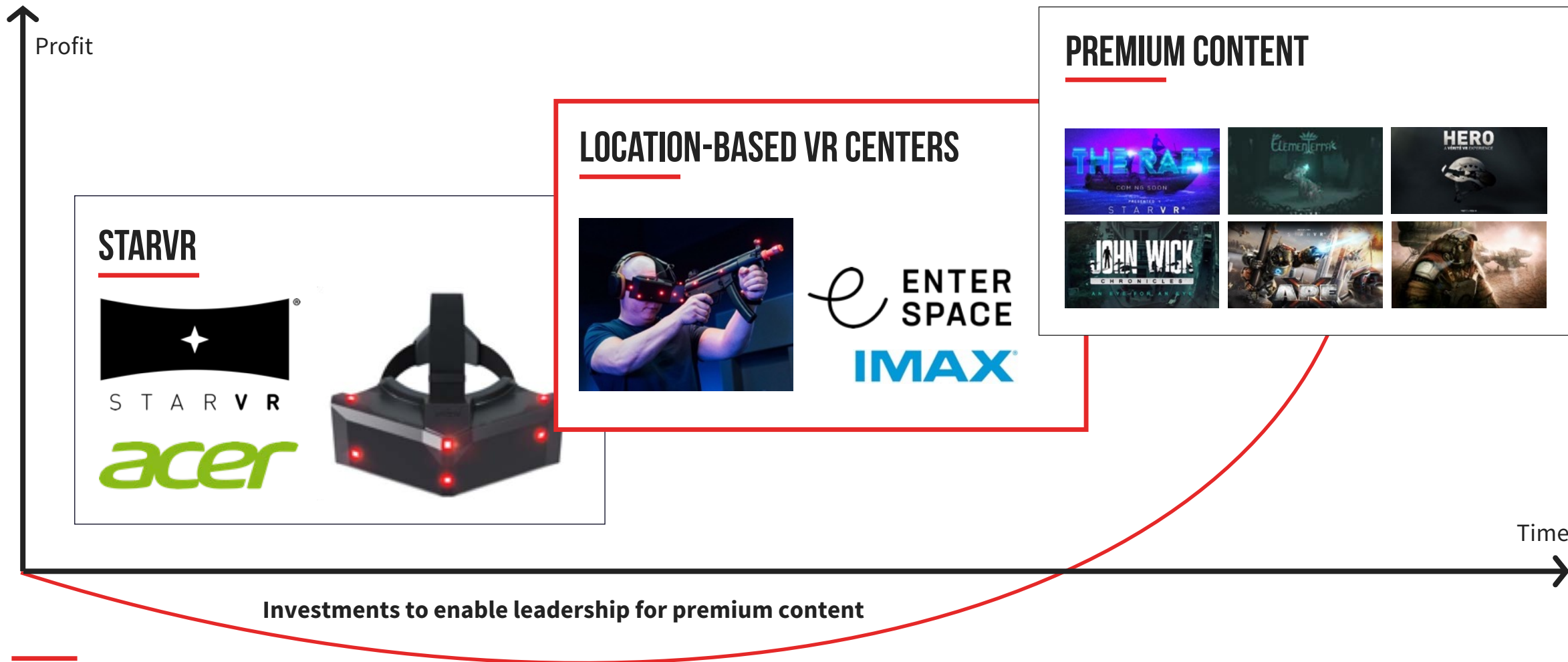


STARVR JOINT VENTURE



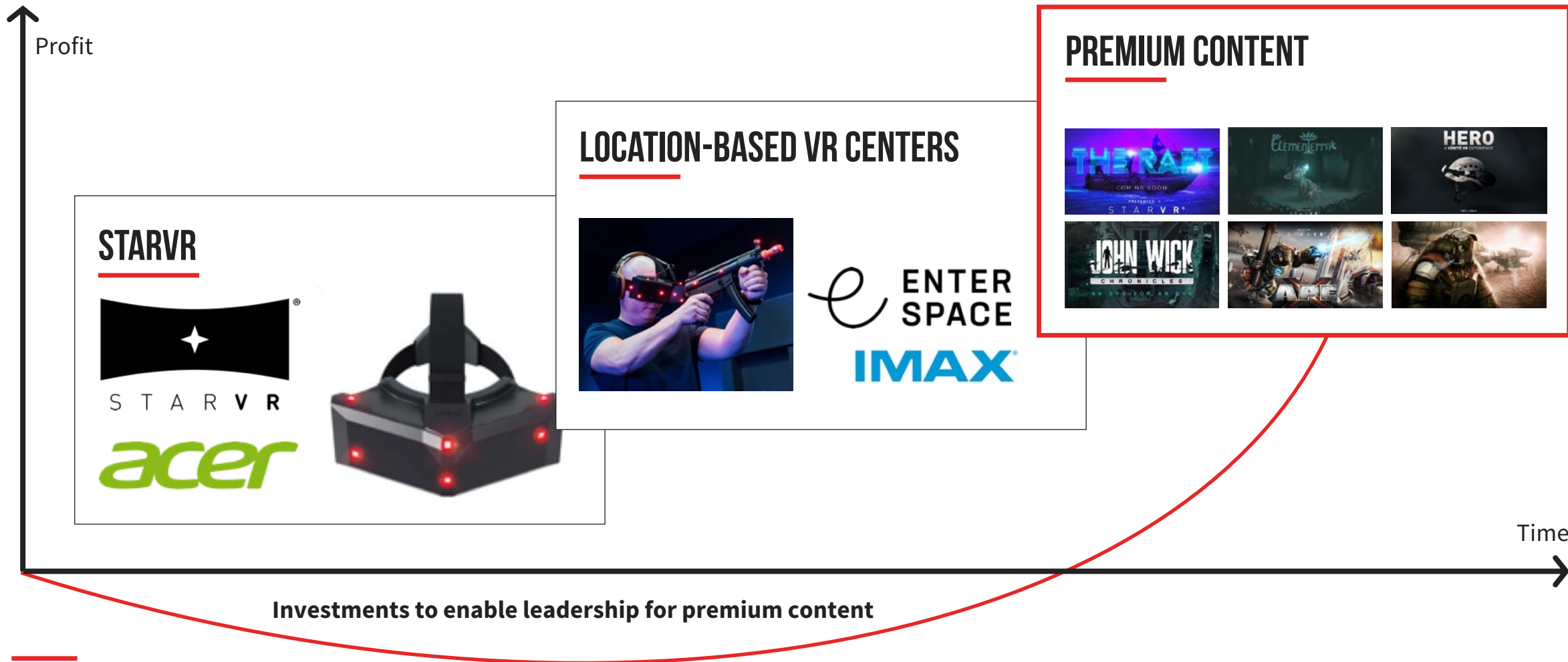
VR STRATEGY — BECOME A LEADER FOR PREMIUM CONTENT

Illustrative



VR STRATEGY — BECOME A LEADER FOR PREMIUM CONTENT

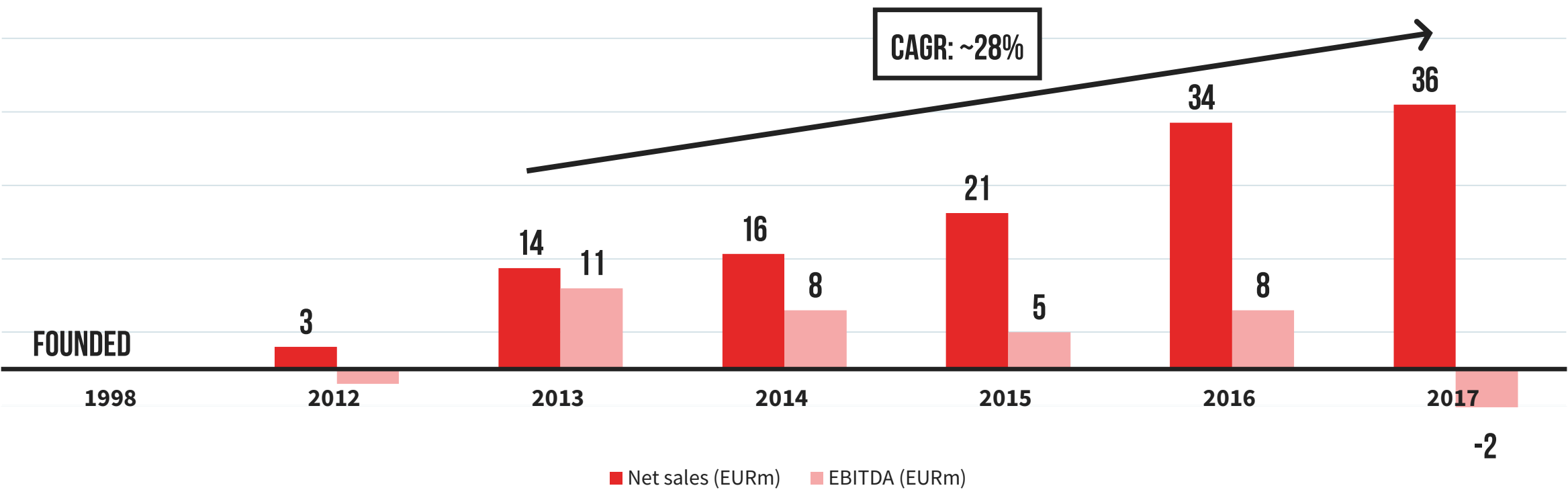
Illustrative



FINANCIAL OVERVIEW

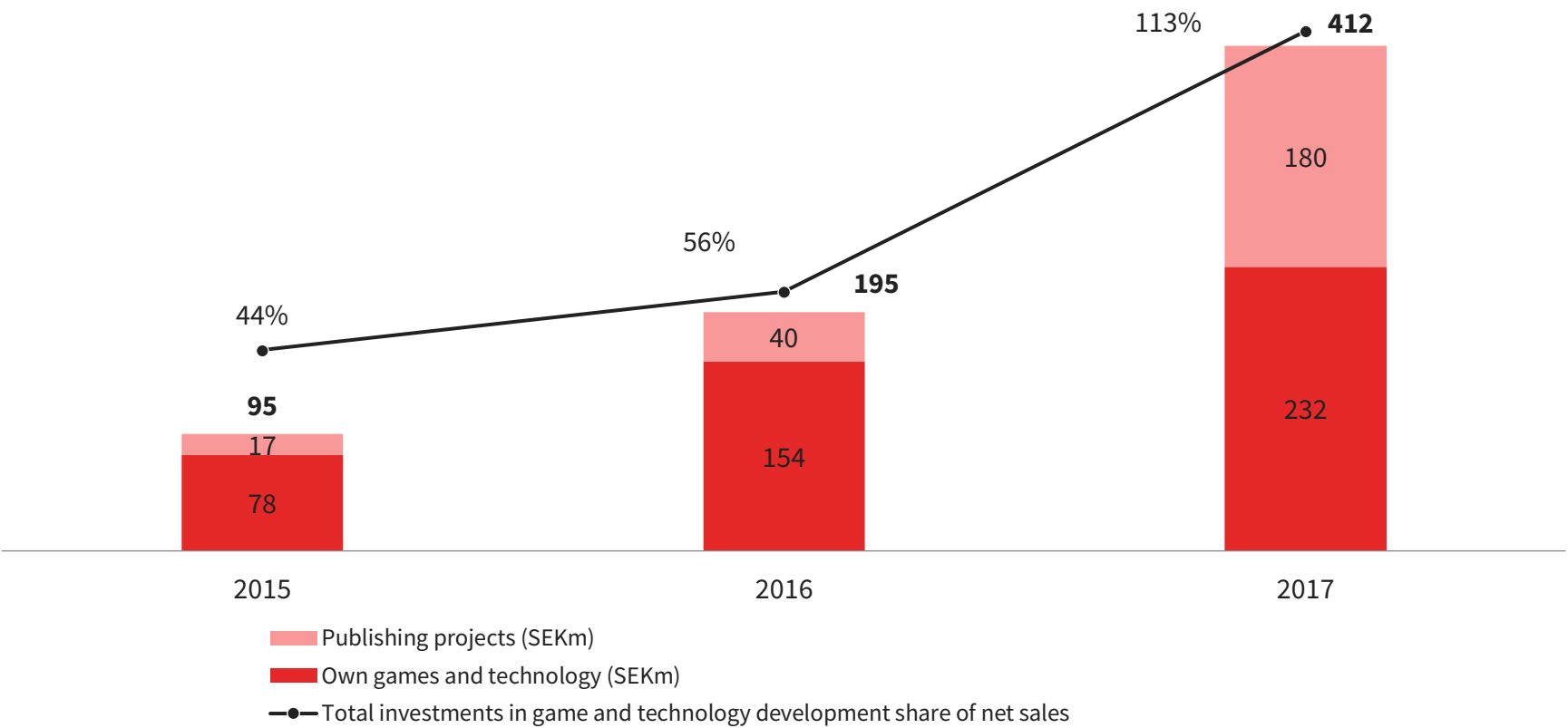


STARBREEZE EVOLUTION



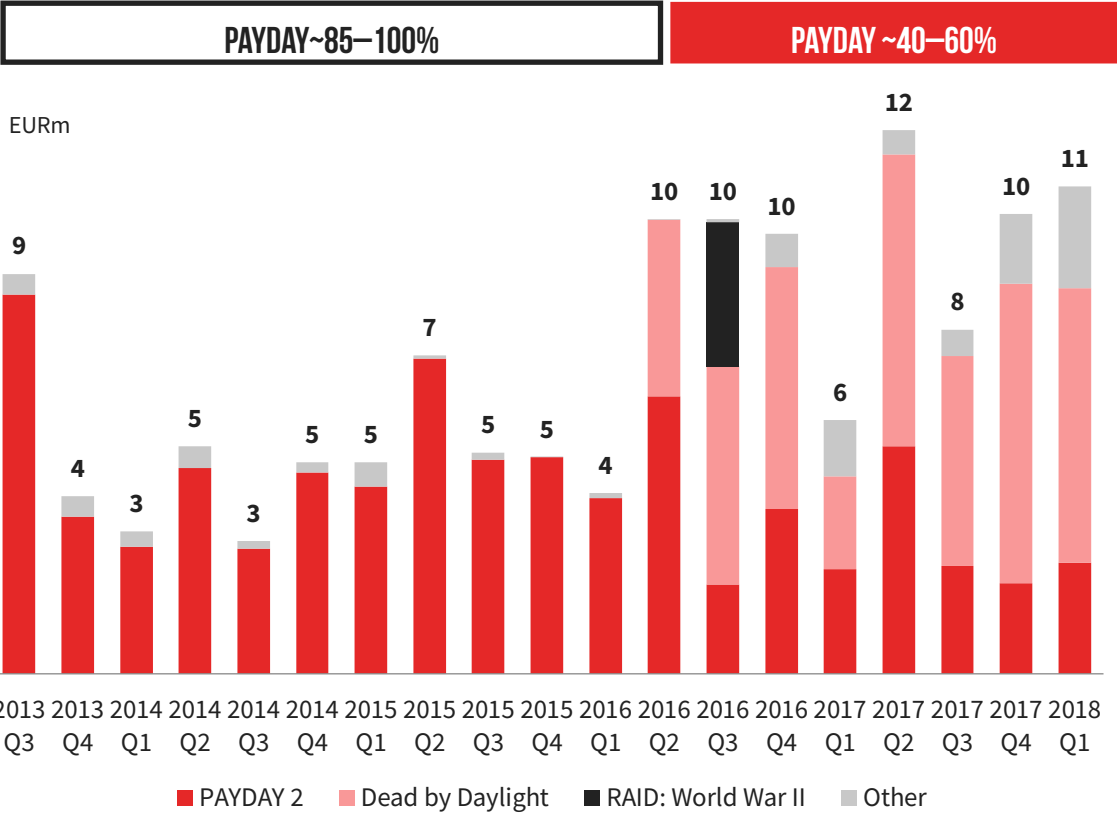
INCREASED INVESTMENTS DRIVEN BY INITIATIVES

INVESTMENTS IN OWN DEVELOPMENT AND PUBLISHING 2015–2017

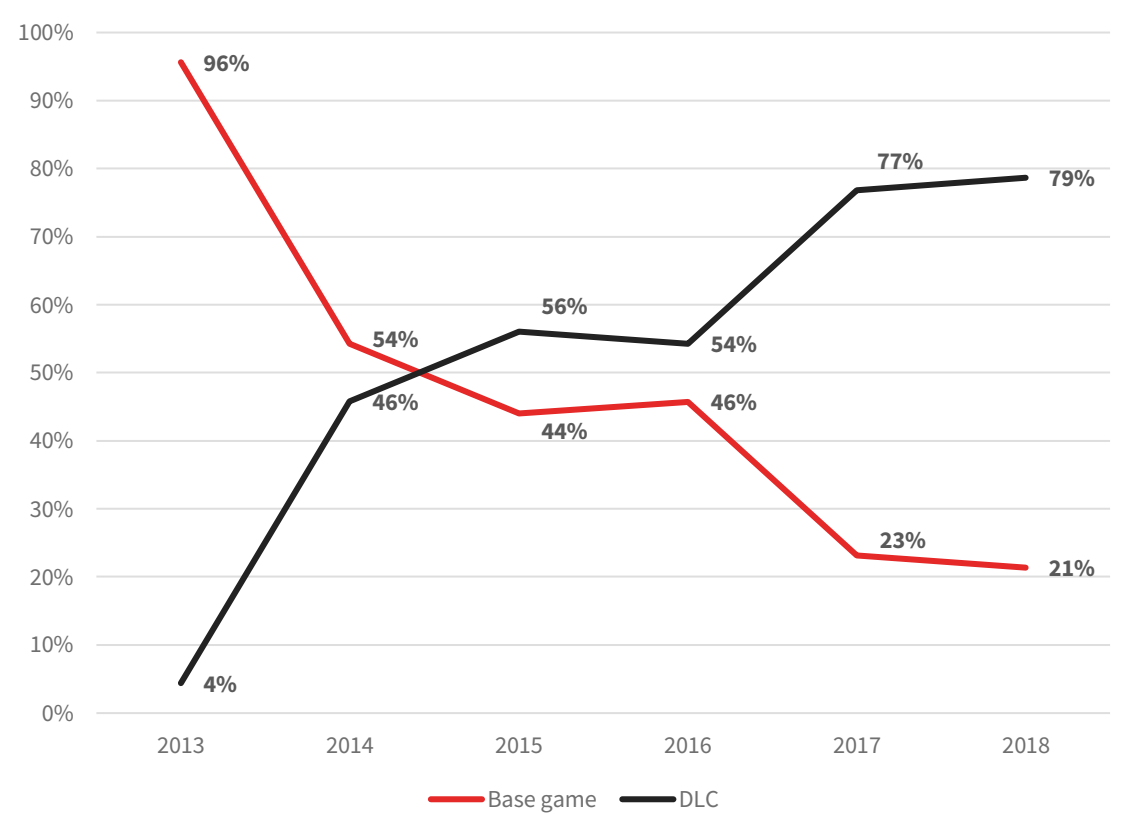


NET SALES DEVELOPMENT BY TITLE



















NET SALES BY TITLE PER QUARTER, 2013 –2018



PAYDAY 2 – BASE GAME VS DLC SALES FROM PC FROM LAUNCH



EXPERIENCED MANAGEMENT TEAM

									
	BO ANDERSSON KLINT CEO	SEBASTIAN AHLKOG CFO	SAÛL GASCON BARBA Global Development Director	ALMIR LISTO Global Brand Director & Producer	STÉPHANE DECROIX CDO	MIKAEL NERMARK COO (CEO 2011–2013)	MAEVA SPONBERGS EVP of Communications	ANN CHARLOTTE SVENSSON Head of Investor Relations and Corporate Communications	JOHANNA WIKLAND Global Human Resources Director
Selected work experience									
Years of relevant experience	20 years	12 years	13 years	10 years	20 years	33 years	18 years	20 years	13 years

THANKS!

The Starbreeze team

