



CD PROJEKT GROUP

Strategy update

Long-term product outlook





Who we are

Our Business



CORE



CD PROJEKT RED®

Best-in-class story-driven
video game experiences



**THE
MOLASSES
FLOOD**
A CD PROJEKT STUDIO

Undisclosed project
set within the Witcher IP

Powered by internal PR, marketing and biz dev teams

SUPPORTIVE



Digital distribution



Mobile

Our Purpose

We create revolutionary role-playing games with memorable stories that inspire gamers.



THE
WITCHER

THE
WITCHER 2
ASSASSINS OF KINGS

THE
WITCHER
WILD HUNT



65+ MILLION

COPIES SOLD

CYBERPUNK
2077



20+ MILLION

COPIES SOLD



Transformation and Growth

Strategy Update Since Q1 2021

- ▶ Further developing a healthy and sustainable work environment
- ▶ Rolling-out Agile ways of working
- ▶ Introducing a new game engine
- ▶ Scaling up our talent pool with two acquisitions in North America
- ▶ Strengthening the Board by adding a CTO & CMO
- ▶ Expanding franchises through exploration of new fields and mediums
- ▶ Further supporting Cyberpunk 2077 by adding substantial updates and its new-gen version



Parallel AAA Development

started in 2022





Key Directions

Business Directions



Expand enduring franchises

Boost development abilities to deliver more content to gamers with a prime focus on quality

Introduce multiplayer experiences



ESG Ambitions

Provoke reflection
through the
memorable stories

Be a company
people want to be
a part of

Continue the green
transformation on
our campus and
beyond

Build relationships
based on trust and
transparency

Use our resources
and competencies
to support others



Our Approach

Continue to grow a Studio

people want to be a part of and where they can strive for excellence

Attract and retain top talent and help our people grow

- ▶ Continue to develop a globally competitive compensation system and build a retention-targeted program*
- ▶ Give the opportunity to work on iconic games with full creative control
- ▶ Support skills development and growth of talent
- ▶ Strive for excellence in the people we hire
- ▶ Take advantage of both freedom and responsibility to strengthen ownership and empower individuals
- ▶ Nurture leadership growth

*stock-based incentive program subject to the AGM approval

Spinning up the franchise flywheels

to expand games-centred
IPs and help them reach
new heights

VIDEO GAMES



**TV &
FILM**



Our IPs



**PARTNERSHIP
& MERCHANDISE**



**MOBILE
GAMES**

**BOOKS
& COMICS**

Licence Out Non-Core Products

- ▶ Joining forces with the best external teams
- ▶ Deploying dedicated franchise management
- ▶ Opening up to a wider range of products
- ▶ Expanding our approach to mobile games



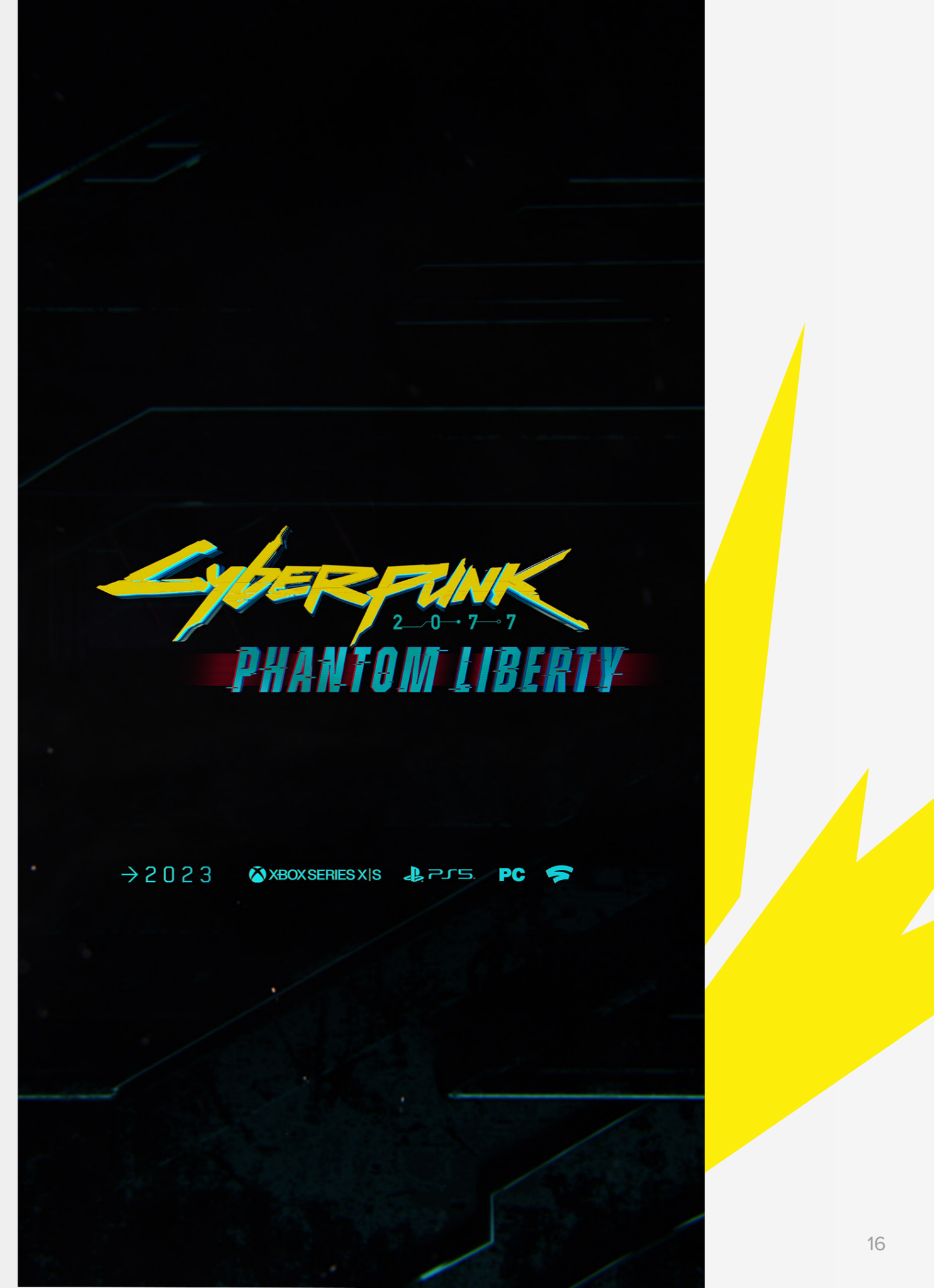
Extra Focus on Our Core: Telling Memorable Stories



Cyberpunk 2077 Phantom Liberty

A major story-driven expansion
to Cyberpunk 2077.

- ▶ Current project stage: final production phase
- ▶ Developed by CD PROJEKT RED team (350+ currently involved)



Project Sirius

An innovative take on The Witcher universe telling an unforgettable story for existing Witcher fans and new audiences.

- ▶ Current project stage: pre-production
- ▶ Developed by The Molasses Flood, supported by CD PROJEKT RED
(currently 60+ involved)

THE
WITCHER®

Project Polaris

A story-driven open-world RPG built on the legacy of The Witcher 3: Wild Hunt.

- ▶ Current project stage: pre-production
- ▶ Developed by CD PROJEKT RED team (150+ currently involved)
- ▶ Beginning of a new Witcher trilogy
- ▶ All three games aimed to be delivered within a 6-year period following the Polaris release

THE
WITCHER®



Project Canis Majoris

Story-driven, single player open-world RPG set within The Witcher universe.

- ▶ Contracted to be developed by a 3rd party studio led by ex-Witcher veterans

THE
WITCHER®

Project Orion

Cyberpunk 2077 sequel that will prove the full power and potential of the Cyberpunk universe.

- ▶ To be developed by CD PROJEKT RED team



Building a New Studio in North America



*next to The Molasses Flood studio in Boston

Expanding with a 3rd IP

Project Hadar

New standalone IP distinct from
The Witcher and Cyberpunk 2077.

- ▶ Developed 100% internally (IP incubation since late 2021)
- ▶ Currently in the conceptual phase (by a small strike team)

Long-term Product Outlook

THE
WITCHER®

Sirius
(by The Molasses Flood)

New Witcher trilogy
(by CD PROJEKT RED)

Canis Majoris
(by 3rd Party)

CYBERPUNK
2-0-7-7

Phantom Liberty
(CP77 expansion by
CD PROJEKT RED)

Orion
(by CD PROJEKT RED)



New IP

Hadar
(by CD PROJEKT RED)

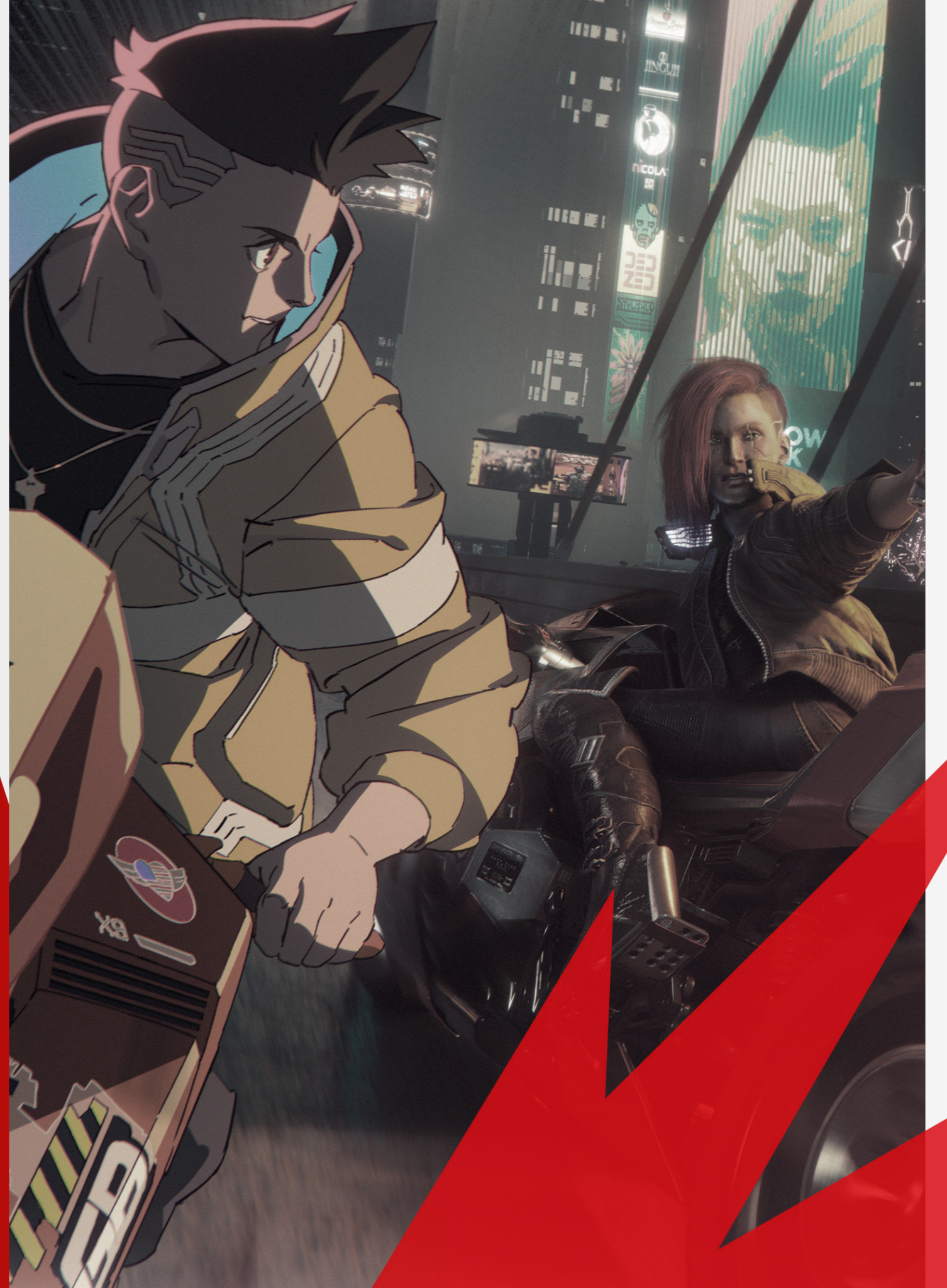




Introducing Multiplayer

to most of our new games
to enrich the single-player
experience

Expanding into TV & Film





Cyberpunk: EDGERUNNERS

A fine example of achieving
the transmedia synergy



CD PROJEKT RED®



TRIGGER



Key Takeaways

What we want to achieve

- ▶ Three enduring franchises
- ▶ More content for gamers with memorable single-player stories & multiplayer experiences
- ▶ Mobile, TV & Film and more – in association with external partners



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