VIVID GAMES

FACT SHEET

28.04.2022

VIVD GAMES

Vivid Games S.A. is one of the leading Polish producers of games for mobile platforms. For over a decade, it's been creating fantastic titles, such as the Real Boxing series - the most recognizable brand among boxing games in the world. The company has received many awards for its achievements, including the "Best Independent Producer" and "Best Polish Game of the Year" by the Digital Dragons chapter or the prestigious Apple "Editors' Choice" award.

Vivid Games is a team of nearly 90 people with a mission to create games that give players a lot of entertainment at the highest level. In order to be able to achieve this goal, they take the risk of searching for new, previously unknown directions, setting themselves a high bar at the same time. The team's vision is to be a world-class mobile game studio with a portfolio of titles achieving global success with non-corporate methods of operation.

The international team works remotely with offices in Bydgoszcz and Warsaw. Vivid Games S.A. is a public company listed on the Warsaw Stock Exchange since 2012.

PORTFOLIO

REAL BOXING® BRAND

107 MLN DOWNLOADS

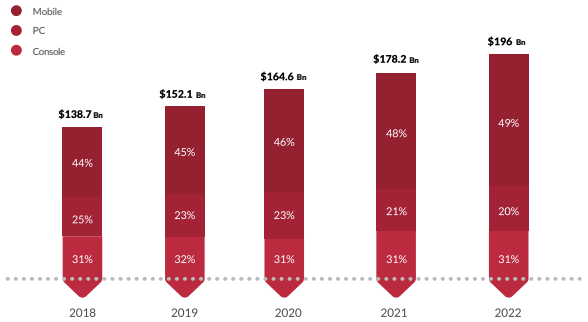
1 NUMEROUS AWARDS AND MENTIONS

I.E. APPSTORE EDITOR'S CHOICE, POCKET GAMER AWARD, ANDROIND QUALITY INDEX, BEST APP EVER

COMPUTER GAMES MARKET

GLOBAL GAMES MARKET 2018-2022

REVENUES PER SEGMENT 2018-2022 WITH COMPOUND ANNUAL GROWTH RATES



ADVANTAGES AND DEVELOPMENT BASIS

- Company's activity in the fastest growing sector of games market, worth $218.7b (+8.7% CAGR 2019-2024)*
- Worldwide recognizability of **Real Boxing®** brand.
- Global totally digital and cost-free distribution.
- **Major commercial potential** of free-2-play business model.
- Almost **3 billion mobile games active users.**
- Effective commercialization of growing games portfolio in terms of distribution channels and hardware platforms including the Nintendo Switch and PC.
- Effective marketing for paid user acquisition.

*Newzoo

BOARD

Jarosław Wojczakowski (CEO) - Associated with the industry for nearly 20 years, first as a programmer and creator on the Demoscene, then the founder and member of the board of Vivid Games. A graduate of the University of Technology and Life Sciences in Bydgoszcz in the field of telecommunications and multimedia. In Vivid Games, from the beginning, responsible fundamentally for supervision and technological development. From 2021 the CEO of Vivid Games. His goal is to scale the company's revenues and the qualitative development of the portfolio of current and future games parallel with the growing vivid's international team. Character and experience in management ensure his effectiveness in achieving goals and effectiveness in action.

Piotr Gamracy - Board Member - Since 2009, he has been associated with the video game industry. As a Producer and Studio Manager at Sointeractive, he built a Studio supporting the video game industry in the production of motion capture and cinematics. Later, he held managerial positions in, i.a., Alwernia Studios sp.z o.o., Alwernia Action sp.z o.o. or Netent Poland sp.z o.o., where he created a casino games studio and co-created a global development strategy for four branches (Getheborg, Kraków, Stockholm and Kiev). Deputy director of the technology park department at KPT sp.z o.o. responsible for managing the areas of: Digital Dragons Conference, Digital Dragons Incubator, Digital Dragons Academy and launching an accelerator for the video game industry. Member of the Supervisory Board of Simteract S.A. and a mentor in the startups Swipers Games, Pocket Fun and Gateway VR Studio. He sets the bar high and has extensive experience in creating and implementing a product strategy. Prefers a holistic approach to business, is determined and open to new business development opportunities. In Vivid Games he is responsible, i.a., for Publishing and the development of organizational culture for an international team working remotely.

STRATEGY 2022-2025

The company's growth will be based on three pillars of activity:

- Growing titles from the current portfolio
- Creation of a new game based on the meta-game Real Boxing 2
- Publishing of new titles broken down into 2 portfolio lines:
  - combat simulators and sports games
  - casual games and mid-core games

The implementation of the above goals should translate into the following structure of the Company's game portfolio in 2025:

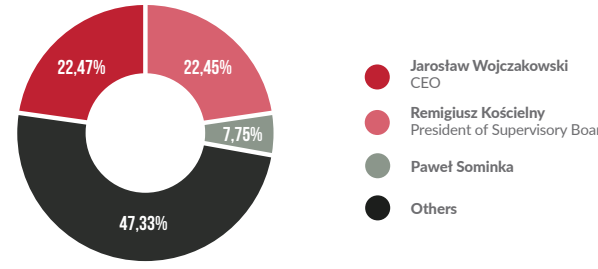
- at least 3 games with monthly revenues over USD 1M each,
- at least 3 games with monthly revenues over USD 0.3M each.

Detailed strategic goals are available on the company's website >

PUBLISHING

Publishing programme is focusing on acquiring high quality mobile games from external developers.
The goal of this programme are i.e. dynamic portfolio expansion and diversification, increasing revenues and net profit, optimizing user acquisition cost.
Sharing the access to our know-how and internal technologies as well as providing our partners with effective promotion and monetization solutions is the key part of our publishing programme offer.

SHAREHOLDERS



FINANCIAL DATA 2014 - 2021

	2014	2015	2016	2017	2018	2019	2020	2021
Revenues	**13 590,18**	**12 958,60**	**12 136,29**	**9 484,91**	**10 325,50**	**12 336,47**	**27 403,35**	**24 116,73**
EBITDA	**2 980,33**	**1 359,77**	**7 432,18**	**5 012,68**	**1 873,27**	**6 620,98**	**7 389,34**	**-8 556,99**
Profit (-loss) on Operating activities	**1 102,17**	**-1 024,42**	**3 414,26**	**797,79**	**4 426,88**	**1 760,12**	**2 993,41**	**-14 570,50**
Net profit (-loss)	**670,62**	**7 587,49**	**2 995,95**	**-8 251,87**	**-5 448,87**	**420,95**	**2 094,41**	**-14 856,34**
Total balance sheet	14 036,70	39 571,66	41 436,76	42 066,20	34 686,42	39 337,33	43 454,29	23 566,89
Fixed assets	9 447,08	26 346,92	33 051,39	31 332,92	31 203,28	922,16	32 133,45	15 878,00
Current assets	4 589,62	13 224,74	8 385,37	10 733,28	3 483,14	5 237,57	11 320,84	7 688,89
Cash	1 556,07	10 191,84	5 584,64	8 200,50	1 813,19	2 640,33	7 991,27	3 052,83
EQUITY	3 587,71	20 817,13	24 586,64	19 286,36	15 692,55	16 384,74	21 480,16	6 623,33
Long-term liabilities	2 332,22	5 638,27	6 396,84	14 351,02	15 257,80	9 681,21	12 788,29	7 635,04
Short-term liabilities	8 116,77	13 116,26	10 453,28	8 428,82	3 736,07	13 261,38	9 185,84	9 308,52
Cash flows from operating activities	4 818,28	5 629,85	2 797,75	3 137,51	4 612,39	4 261,81	6 310,88	2 037,65

Data was audited or reviewed by an auditor
Source: Consolidated financial statements of Vivid Games S.A. capital group

Data in thousands of PLN

INITIAL FINANCIAL RESULTS 2021

	I - III 2022
Sales revenues	7 610
Netto result	- 20

data in thousands of PLN

KONTAKT IR:

AGNIESZKA LORBECKA
IR SPECIALIST
E-MAIL:
AGNIESZKA.LORBIECKA@VIVDGAMES.COM
+48 781 275 474

VIVID GAMES

VIVID GAMES
HEADQUARTERS
OGIŃSKIEGO 2
85-092 BYDGOSZCZ
POLAND

VIVID GAMES
WARSAW OFFICE
WAWELSKA 78/10
02-034 WARSZAWA
POLAND