# BUSINESS STRATEGY
# 2023 - 2026

Bydgoszcz,  April 2023

VIVID GAMES

# AGENDA

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# LETTER FROM THE CEO

"

When I decided to take the CEO position at Vivid Games, I knew I wanted to lead the Company and the Team to financial and marketing success. To turn this plan into reality, we need change and specialization. Raise the level of what we are doing great, and abandon what has failed in recent years.

The new strategy is based on three pillars - increasing developer competence, creating games based on proven mechanics, and establishing crucial strategic partnerships.

Using the know-how and a large community of committed users, we want to create more games from the RB world, starting with Real Boxing 3. This title will be different from previous versions. It will be enriched with multiplayer and a storyline and will reach a more demanding audience, being able to keep it for longer. We want to develop the universe broadly, covering immersive games and other entertainment formats based on the same storyline. In parallel, we will create blast games. Based on the mechanics proven and developed in Eroblast, we will produce more titles, expanded with entirely new gameplay elements. That will be possible not only because of our accumulated experience but also because of the technology we are developing internally.

The third pillar is strategic partnerships in many fields. From co-development with other studios to cooperation with well-known publishers (including on other platforms) and to broad media and marketing partnerships that will allow us to scale revenues and expand our brands' universes beyond the mobile gaming world.

I encourage you to read the details of our plan, including its financing.

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# LITTLE BIT OF HISTORY

**Real Boxing Creed**
The title is being developed from the ground up in a f2p model, thanks to an agreement with the Metro-Goldwyn-Mayer label, using characters of the world's most recognizable boxers.

**Publishing program**
Closing the publishing program. Changing market environment, IDFA.

**2010**  **2012**  **2013**  **2014**  **2015**  **2016**  **2018**  **2019**  **2020**  **2023**

**Neon Mania, Neon Blitz, Ski Jumping, FIM Speedway**
2010 - 2013: The first significant titles in the Studio's history, a milestone on the road to building a strong brand.

**Publishing program**
The publishing program started.

**Hypercasuals**
The company was testing the capabilities of a new games segment.

**Real Boxing 2**
Launching LiveOps, building a LiveOps framework structure.

**Real Boxing 1 (premium)**
The first large, modern, and impressive game, a large-scale production and image success, the production of the title paid off within 14 days.

**First tests in the f2p model in RB1.**
Due to the development of monetization in the f2p model, Vivid Games prepared a free version with basic monetization mechanisms, which increased the title's profitability.

**Real Boxing Rocky**
Another version of Real Boxing was created under the agreement with MGM's label.

**Real Boxing 2**
and first steps in the Blast segment (Eroblast).

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# PORTFOLIO

**170 +**
GAMES EVER

**190 M+**
DOWNLOADS

**20 +**
ACTIVE GAMES

## Current revenue drivers

Real Boxing 2

Knights Fight 2

Eroblast

Real Boxing

Real Boxing
Manny Pacquiao

Gravity Rider

Gravity
Rider Zero

Download on the
App Store

GET IT ON
Google Play

NINTENDO
SWITCH

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# STRENGTHS OF THE TEAM
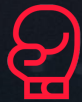
16 years of experience in the mobile games market. Experience in premium and F2P games segments.

A globally recognized portfolio of sports games. Credibility in the eyes of business partners.

Experienced development teams working on UE and Unity engines. In-house Big Data team.

In-house created technologies to support development processes:
- Swim backend
- LiveOps framework
- CI/CD pipelines
- Blast platform
- Data Platform for building ML

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# BUSINESS MODEL

Our business model focuses on growing development competencies and producing sports and casual games for mobile platforms using the previously developed technology.  The company also intends to expand through strategic partnerships in joint development, marketing, and license sales to other digital entertainment platforms.
We believe that by staying true to our vision and values, we can continue to create world-class games that capture the hearts of gamers everywhere. We invite you to join us on this exciting journey.

**1** **Growing Development Competencies**

We want to develop the current portfolio of games and expand it with new, excellent projects. It is crucial for us to do this efficiently, to maintain a healthy cost account while maintaining high-quality titles. Each game should use the know-how acquired earlier and technologies, mechanics, or solutions produced in the Company. That will allow us to accelerate the release of more titles on the market without losing their appeal to users.
We will grow effectively in the coming years. We will enrich project teams with more specialists, primarily in programming and design. We will streamline existing processes, also using new artificial intelligence (AI) and machine learning (ML) tools and solutions.
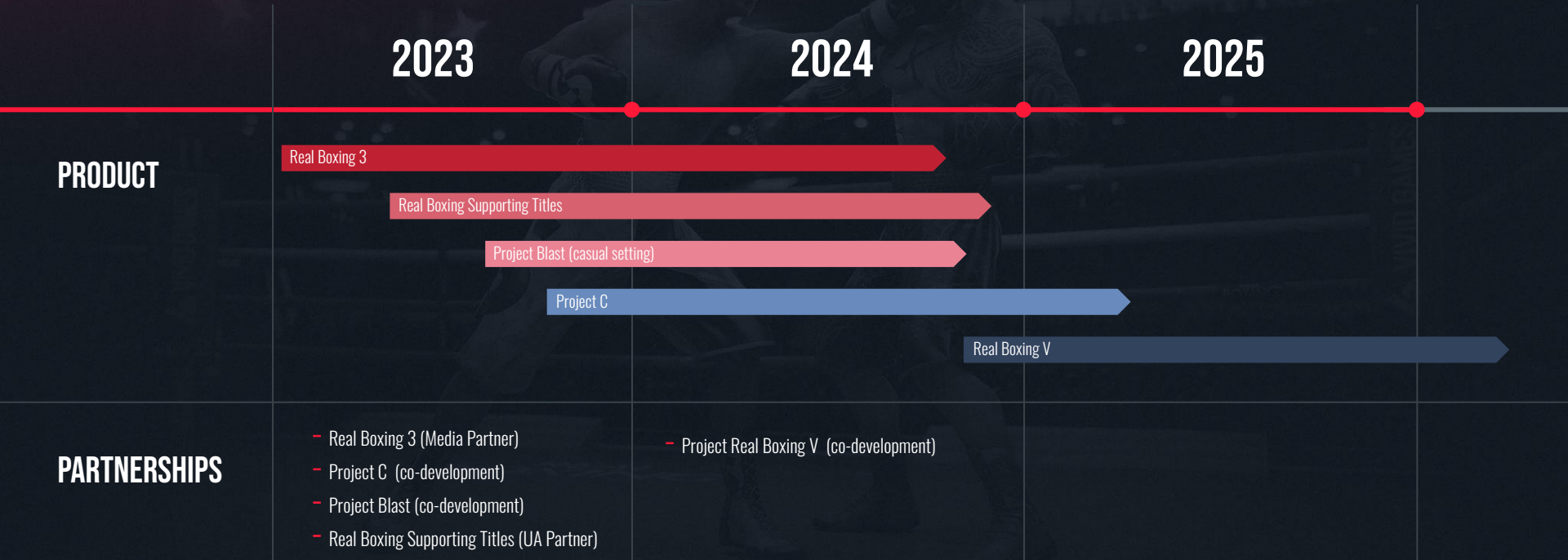
**2** **Creating Mobile Games**

Consistency in creating high-quality, immersive sports and casual games has allowed us to build a strong brand and an engaged community of users. To continuously develop them and increase revenue streams in parallel, we are producing mobile games with proven mechanics that have the potential to become strong IPs capable of monetization in various digital entertainment channels. We will leverage the existing users community and new marketing channels to promote the next games.

**3** **Growth of the Company through Strategic Partnerships**

We recognize the importance of strategic partnerships in achieving our vision. We seek out partnerships with other gaming companies, publishers and media companies to expand our reach and grow our brand. Through these partnerships, we can leverage existing audiences, cross-promote our games, and access new markets.

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# ROADMAP

**2023**　　　　**2024**　　　　**2025**

## PRODUCT

Real Boxing 3

Real Boxing Supporting Titles

Project Blast (casual setting)

Project C

Real Boxing V

## PARTNERSHIPS

- Real Boxing 3 (Media Partner)
- Project C  (co-development)
- Project Blast (co-development)
- Real Boxing Supporting Titles (UA Partner)

- Project Real Boxing V  (co-development)

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# REVENUE STRUCTURE



**Q3 2022**

- Real Boxing brand **71,6%**
- Eroblast **18,9%**
- Gravity Rider **2,9%**
- Space Pioneer **0,5%**
- Others **6,1%**

**2025**

- Real Boxing 3 **40%**
- Project C **30%**
- Blast Games **20%**
- Others **10%**

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# ROADMAP CONT.

**2023**          **2024**          2025

## TEAM & TECHNOLOGY

- The Blast Technology
- 3 internal project teams
- Unity & Multiplayer competency extension

- 5 internal project teams
- Meta FrameWork
- LiveOps competency extension

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# EMPLOYMENT STRUCTURE

**XI 2022**

| General Company 19% | UA 7% | Big Data 11% | Business Growth 10% | Publishing 25% | Development 28% |

**2025**

| General Company 13% | UA 5% | Big Data 7% | Development 75% |

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# REAL BOXING 3 - GAME OVERVIEW

## 3 PILLARS COMBINED
### FOR EVERY KIND OF PLAYER

**1**

### FIGHTING GAME

#### FIGHTERS DECK

Build and train the strongest possible deck of fighters you will fight in tournaments with.

Tournament fights   Freak fights   Underground fights

**2**

### GYM MANAGER

#### STABLE

Develop the neglected boxing stable to unlock more features, fighting classes, and rarity degrees, making it worth the investment of time, energy, and attention.

Stable Tournaments   Gym   Coach   Marketing   Guilds

**3**

### COMPELLING STORY LINE

#### THE PROTAGONIST

The development of the protagonist, who still wants to return to his glory days and win his belt,

Prologue   Story Fights   Fame building   Best of the best mode

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## COMPELLING STORY LINE
### ENGAGING ON MANY LEVELS

You had it all. Career, Money, Women. Life of rich and famous.

A face off that went horribly wrong.

The unprecedented loss that changes everything.
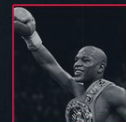
Downward spiral to the very bottom.

You are saving a man. Or a man is saving you?

Your own boxing gym. The new chapter in your life.

Fighting your way from the underground back to the world league.

Get to the top as a legendary fighter and extraordinary gym manager.

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# REAL BOXING 3 - PRODUCT ROADMAP

| Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |

CONCEPT DEVELOPMENT

DEVELOPMENT

HARD LAUNCH

POST HARD LAUNCH SUPPORT

DESIGN AND PROTOYPING

SL1 MARKETING

SOFT LAUNCH

MONETIZATON MARKETING

MONETIZATION SOFT LAUNCH

HL MARKETING

2023

2024

'25

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# REAL BOXING 2 - LIFETIME KPI

**48 MLN**
LIFETIME DOWNLOADS

Download on the **App Store**

GET IT ON **Google Play**

**NINTENDO SWITCH**

**ARPU**
**GLOBAL**

+115%

| $0.20 | $0.30 | $0.37 | $0.43 |
|-------|-------|-------|-------|
| 2019  | 2020  | 2021  | 2022  |

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# FINANCING
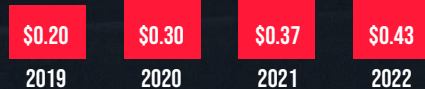
Own resources - RB3

Co-development
Project C / Blast Games

GPW

Share issue (10M PLN)

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# THANK YOU !

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