



# **BUSINESS STRATEGY 2022-2025**

**VIVID GAMES S.A.**

Bydgoszcz, November 2021

# WHO WE ARE

**Vivid Games S.A.** is one of the leading Polish game developer and publisher for mobile platforms. For over a decade, we have been working on fantastic titles, such as those from the Real Boxing series - the most recognizable brand among boxing games in the world. We have received many awards for our achievements, including for the "Best Independent Producer" and "Best Polish Game of the Year" by the Digital Dragons chapter or the prestigious Apple "Editors' Choice" award.

We are a team of 85 enthusiasts with a mission to create games that give players a lot of entertainment at an unprecedented level. To be able to achieve this goal, we take the risk of looking for new, previously unknown directions, setting ourselves a high bar at the same time. Our vision is to be a world-class mobile game studio with a substantial portfolio of titles achieving global success with non-corporate methods of operation.

We work remotely with a team from around the world, providing employees with offices in Bydgoszcz and Warsaw. Vivid Games S.A. is a public company listed on the Warsaw Stock Exchange since 2012.



# BUSINESS MODEL

We always want to go with the times when planning our business activities. That is why we continue to develop Vivid Games as part of a progressive approach to games like Game as a Service (GaaS). Thanks to this approach, the bond between the player and the game, which offers new and varied entertainment every day, is much stronger. According to our meticulous analyzes, this will lead to an increase in long-term retention, and thus an increase in much more stable revenues.

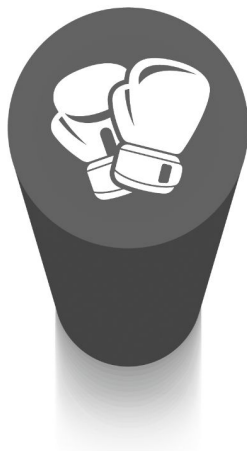
To achieve this goal, we will expand our competencies in the areas of machine learning, analytics and paid user acquisition methods. We started implementing these processes in the company in 2021, but in the coming years we will put much more emphasis on these areas that support our operations.

# DEVELOPMENT PILLARS

GROWING TITLES FROM  
OUR PORTFOLIO



CREATION OF A NEW GAME BASED  
ON META-GAME OF REAL BOXING 2



PUBLISHING  
OF NEW TITLES



# DEVELOPMENT OF TITLES FROM OUR PORTFOLIO 2022-2025

Vivid Games, by investing in tools and competences to conduct regular and profitable activities, typical of the Game as a Service concept, will develop the best of the games from the current portfolio. The key activities planned are:

- **regular LiveOps,**
- creation of the engaging content,
- extending the offer for players,
- development of **Machine Learning** algorithms and data-based matching of offers for players.

**Goal 1: Scale Real Boxing 2 revenues to over USD 1M per month by the end of 2023.**

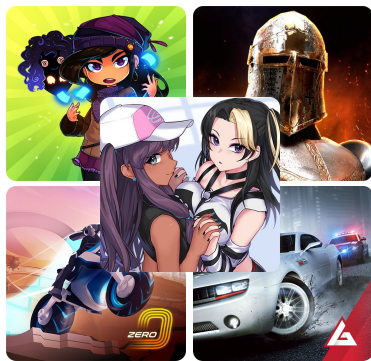
**Goal 2: Development of the second title in the current portfolio to over USD 1M in monthly revenue by 2025.**

**Goal 3: Development of one of the titles in the current portfolio to the level of USD 0.3M in monthly revenue in the period until 2025.**

# DEVELOPMENT OF TITLES FROM OUR PORTFOLIO 2022-2025



>1M USD OF MONTHLY REVENUE



>1M USD OF MONTHLY REVENUE



>0,3 M USD OF MONTHLY REVENUE

# RELEASE OF A NEW GAME BASED ON REAL BOXING 2

- The game will be based on the effective meta-game of Real Boxing 2
- The main game will be changed to a different sport
- The potential and experience of the Real Boxing 2 team will be used
- Tools built in Real Boxing 2 will speed up the production of the game

REAL  
BOXING™ 2



RELEASE DATE  
**2023**

# PUBLISHING OF NEW TITLES

Vivid Games plans to expand its game portfolio with new titles through new investments in:

- projects from the publishing program,
- own products (internally prototyped through an improved publishing department).

The company has divided the game portfolio into two lines in which it intends to specialize:

- **combat simulators & sport games**

**Goal 1: Acquire new titles in this category, including one that will reach >USD 1M of revenue per month by 2025.**

**Goal 2: Positioning Vivid Games as a game publisher in terms of combat simulators and sports games.**

- **casual & mid-core games**, which will diversify the game portfolio and follow the most important trends on the market.

**Goal 3: Introduce two new games to the portfolio by 2025 at USD 0.3M in revenues per month and start scaling them to USD 1M revenue per month through an efficient UA.**



# PUBLISHING OF NEW TITLES

Combat simulators & sport games



**2022-2025**

**+1 GAME**  
MONTHLY REVENUE >1M USD

Casual games and mid-core games



**+2 GAMES**  
MONTHLY REVENUE >0.3M USD

# SUMMARY - THE GOAL FOR 2025

AT LEAST **3 GAMES** WITH MONTHLY REVENUE **>1M USD** EACH

AT LEAST **3 GAMES** WITH MONTHLY REVENUE **>0.3M USD** EACH

**>3.9M USD MONTHLY REVENUE FROM GAME DISTRIBUTION**



**VIVID GAMES**

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