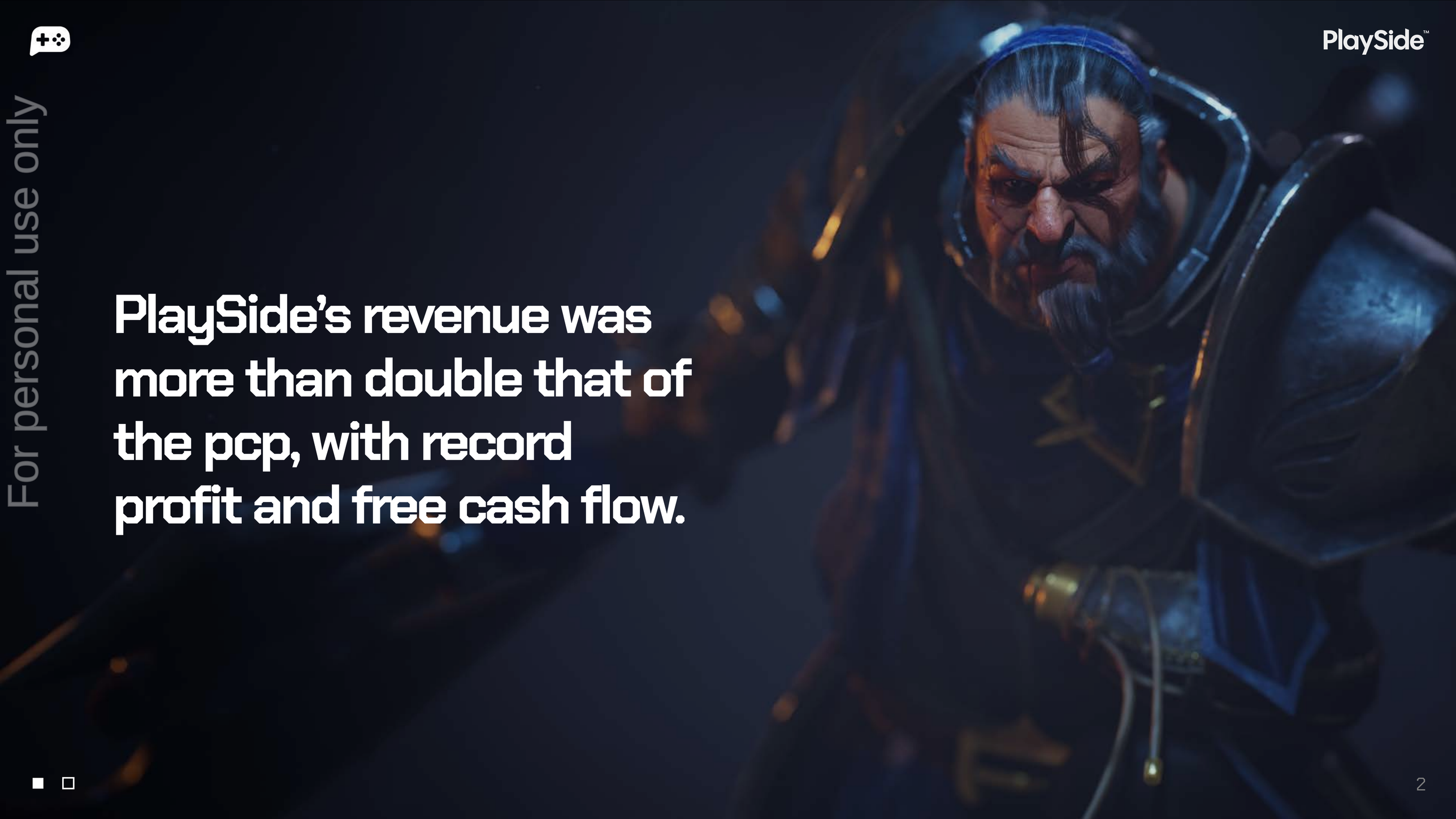
For personal use only

PlaySide™

1H24 RESULTS PRESENTATION



For personal use only



PlaySide's revenue was more than double that of the pcp, with record profit and free cash flow.

For personal use only

PlaySide™

FIRST HALF HIGHLIGHTS

ORIGINAL IP REVENUES GROWING FASTER THAN WORK FOR HIRE

A$m	1H23	2H23	FY23	1H24	CHG
Underlying Revenue	16.5	21.9	38.4	**36.2**	119%
Original IP	5.6	9.4	14.9	17.7	218%
Work for Hire	10.9	12.6	23.5	18.5	69%
EBITDA	**(2.7)**	**0.9**	**(1.8)**	**12.2**	
D&A	(1.4)	(3.0)	(4.4)	(2.6)	86%
EBIT	**(4.1)**	**(2.1)**	**(6.2)**	**9.6**	
NPAT (NORM.)	**(3.8)**	**(1.4)**	**(5.2)**	**9.0**	
ONE-OFFS	(1.7)	-	(1.7)	-	
NPAT (REP.)	**(5.5)**	**(1.4)**	**(6.9)**	**9.0**	
CASH BALANCE (A$M)	29.8		32.2	38.3	8.5
HEADCOUNT	224		277	295	32%

Note: FY23 normalised for $1.7m impairment in 1H.

For personal use only

PlaySide™

FIRST HALF HIGHLIGHTS

LEVERAGE FROM ORIGINAL IP GROWTH AND LOW OVERHEADS

A$m	1H23	2H23	FY23	1H24
Cash receipts	14.0	22.9	36.9	**35.4**
Operating cash flow	(5.3)	3.7	(1.6)	**12.8**
Capitalised dev	(2.4)	(0.5)	(2.9)	(5.5)
PP&E, leases	(0.6)	(0.6)	(1.2)	(1.0)
Net cash flow	(8.2)	2.6	(5.7)	**6.3**
Forex movements	0.2	(0.2)	-	(0.2)
Opening cash	37.9	29.9	37.9	**32.2**
Closing cash	29.9	32.2	32.2	**38.3**

For personal use only

PlaySide™

QUARTERLY REVENUE

DUMB WAYS TO DIE HAS BEEN A MEANINGFUL DRIVER IN 2023





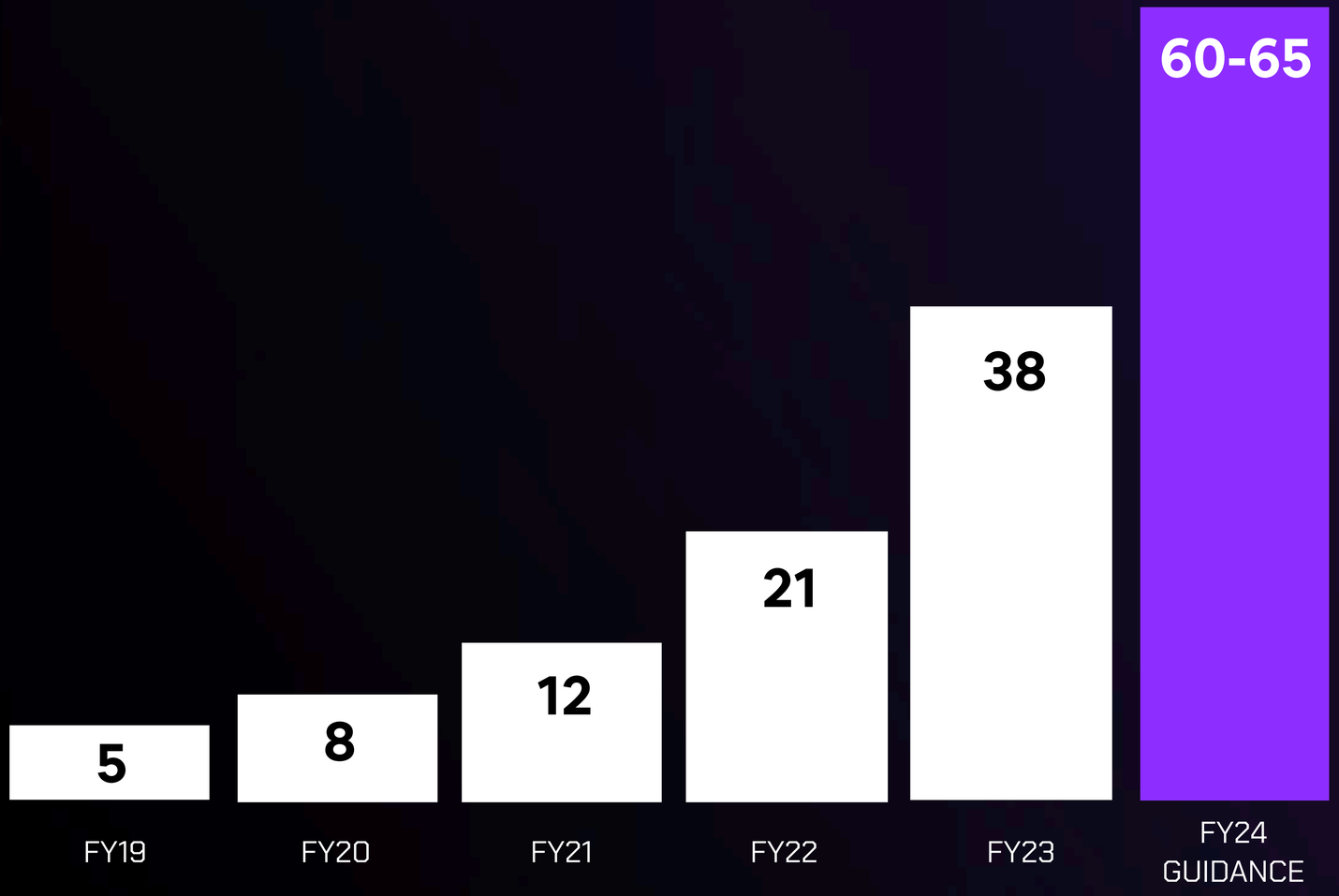
Note: Figures rounded to the nearest million. Excludes $9m NFT sales across MarQ-22 and JunQ-22.

For personal use only

PlaySide™

ANNUAL REVENUE

HIGH GROWTH RATE HAS CONTINUED IN FY24



ANNUAL COMPOUND REVENUE GROWTH

67%

REVENUE GROWTH IMPLIED BY GUIDANCE

56-69%

Note: Rounded to nearest million. Pre-IPO figures are statutory historicals as reported in the company's Prospectus dated 16 December 2020.

For personal use only

PlaySide was able to capitalise on the viral success of Dumb Ways to Die during the half, extending the brand into new platforms.



For personal use only



500M+ DOWNLOADS

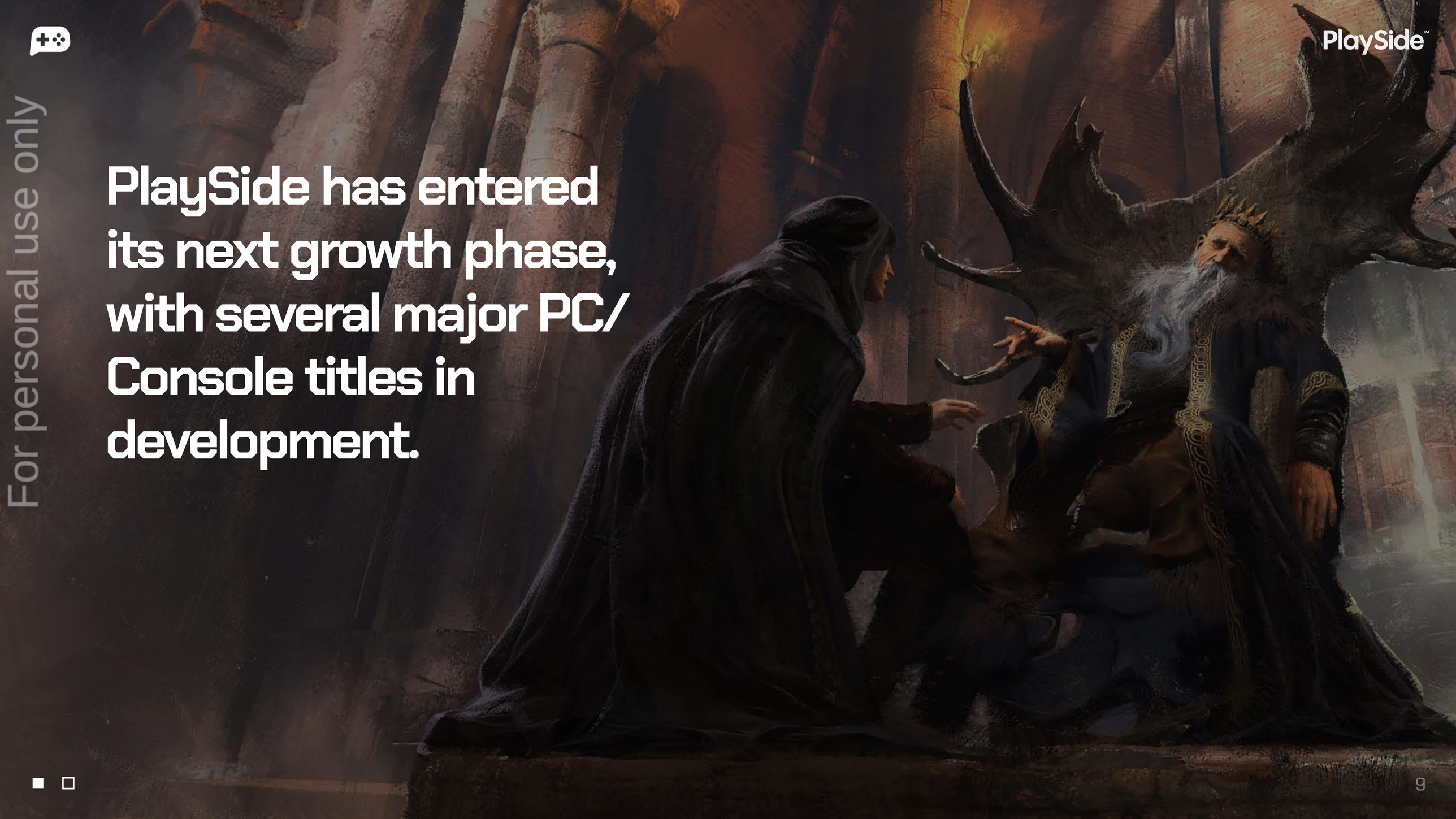
1.3M	527M	2BN	7.6M	453K
SUBS	VIEWS	VIEWS	FOLLOWERS	FOLLOWERS

LICENSE DEALS

- VR title under license
- Premium mobile title under license
- Physical card game under license

For personal use only

PlaySide has entered its next growth phase, with several major PC/ Console titles in development.



For personal use only

LAUNCH TBA

WARNER BROS. INTERACTIVE

- Agreement signed December 2023
- PlaySide to develop two PC/Console game titles using WB IP (development of first title is underway)
- Highly recognisable, premium franchise
- PlaySide to pay several license payments during development and a royalty on revenue derived from the games
- Agreement expires five years after the release of the second title
- IP and details of first game to be disclosed in the current half

For personal use only



PlaySide™

LAUNCH 2025

MOUSE

- Publishing agreement signed with Fumi Games in December 2023
- PlaySide to provide advances progressively during the remainder of development
- PlaySide responsible for publishing and marketing the title
- Anticipated investment in the mid-single digit millions
- PlaySide to pay Fumi Games a share of net revenue upon launch
- Expected launch calendar 2025

For personal use only



GAMINGTREND 20 YEARS

Mouse in the house — Fumi Games cartoon shooter looks sublime in new trailer

SCREENRANT

Home > Gaming > Game Features

This New FPS Game Is Perfect If You Love Mickey Mouse & BioShock

KOTAKU

New Shooter Looks Like *Cuphead* Meets *Doom*

This fantastic-looking indie FPS is coming to PC and consoles sometime in 2025

EARLY INDICATIONS

- MOUSE Official Gameplay Trailer was released in December 2023 at the same time as The Game Awards
- Similar viewership stats to many AAA titles announced at The Game Awards, over 25m total views across tier one gaming news channels and social media.
- 1930s ‘rubber hose’ animation style reminiscent of *Steamboat Willie* which is now in the public domain
- Likened to 2017’s indie platformer *Cuphead* which sold 1m units/US$20m sales in its first week
- Wish listing (indicator of intention to purchase) on Steam is higher than any other Publishing titles we have considered, suggesting the potential for a strong response on launch.

Sources: IGN, GamingTrend, ScreenRant, Kotaku, Cartoon Brew

For personal use only

CONSOLE LAUNCH 2025

DUMB WAYS TO DIE

- Development underway on a multiplayer title using Dumb Ways to Die IP
- Will be the first Dumb Ways title on PC/ Console, leveraging its multiplayer capabilities
- Expected launch calendar 2025



For personal use only

ORIGINAL IP

PlaySide complements its major projects with a regular cadence of Original IP titles with shorter development lead times.



For personal use only

PlaySide™

A GAME FOR GAMERS

KILL KNIGHT

- Development on **Kill Knight** commenced in JuneQ23
- Original project mandate:
  - Small (~12) team of highly experienced developers
  - Continue to build the company's reputation in PC gaming
  - Smaller scope/shorter development time
- Trailer and dedicated Steam page expected later this half
- Expected launch 1HFY25



For personal use only

PLAYSIDE PUBLISHING

THRIVE

HEAVY LIES THE CROWN

- Second title signed by PlaySide Publishing
- Developed by Canada-based Zugalu Entertainment
- Medieval fantasy city builder - adjacent genre to PlaySide's Age of Darkness: Final Stand
- Steam page live, actively marketed on socials
- Currently participating in Steam's Next Fest which is a celebration of upcoming indie titles
- Live demo was in the top 50 demos played during Next Fest
- Expected to launch in the current half







For personal use only

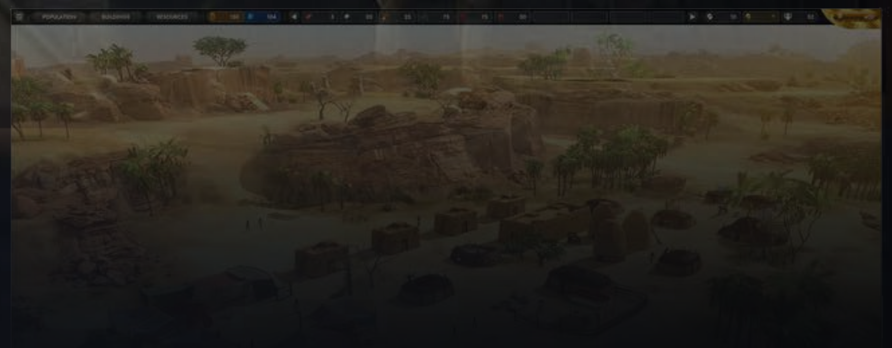
PLAYSIDE PUBLISHING

DYNASTY OF THE SANDS

- First title signed by PlaySide Publishing
- Developed by UK-based Rocket Flair Studios
- Ancient Egypt-inspired creative/survival city builder - adjacent genre to PlaySide's Age of Darkness: Final Stand
- Progressing through development milestones
- Steam page live, actively marketed on socials
- Expected to launch 1HFY25







For personal use only

PlaySide™

CURRENT PROJECTS

MAJOR PROJECTS

WARNER BROS.

MOUSE

DUMB WAYS to DIE

Meta

NETFLIX GAMES

OTHER ACTIVE PROJECTS

DYNASTY OF THE SANDS

KILL KNIGHT

THRIVE
HEAVY LIES THE CROWN

MOBILE CONCEPTS
(4-6 PER YEAR)

For personal use only

PlaySide continues to maintain strong operational controls as its pipeline of opportunities builds.

Monitoring project progress through strict development milestones

Disciplined expense management across fixed overheads and hiring

Strong processes for green lighting new projects

For personal use only

LOOKING FORWARD

OUTLOOK

- Warner Bros IP and first game title to be announced this half
- FY24 revenue guidance of $60-65m (+56-69% on pcp)
  - Assumes no further signings
- FY24 EBITDA guidance of $11-13m
- Investor day to be held in the June quarter



For personal use only

PlaySide™

QUESTIONS?

For personal use only

PlaySide™

APPENDIX 1

COMPANY OVERVIEW & KEY THEMES

For personal use only



PlaySide is the largest game developer and publishing studio in Australia, having worked on 70+ titles since 2011 across mobile, virtual and augmented reality, and PC.

For personal use only

Shortly after IPO in 2021, PlaySide took a measured approach to project investment as it looked to expand its Original IP pipeline beyond free to play mobile titles.

Acquires the Dumb Ways to Die franchise and the licenses to develop mobile titles based on *Legally Blonde* and *The Godfather*

Signs contract with influencers Fresh and Lazarbeam to jointly develop first person shooter *World Boss* for PC

Signs publishing contract with Team17 to part-fund development on PlaySide's real-time strategy PC title *Age of Darkness: Final Stand*

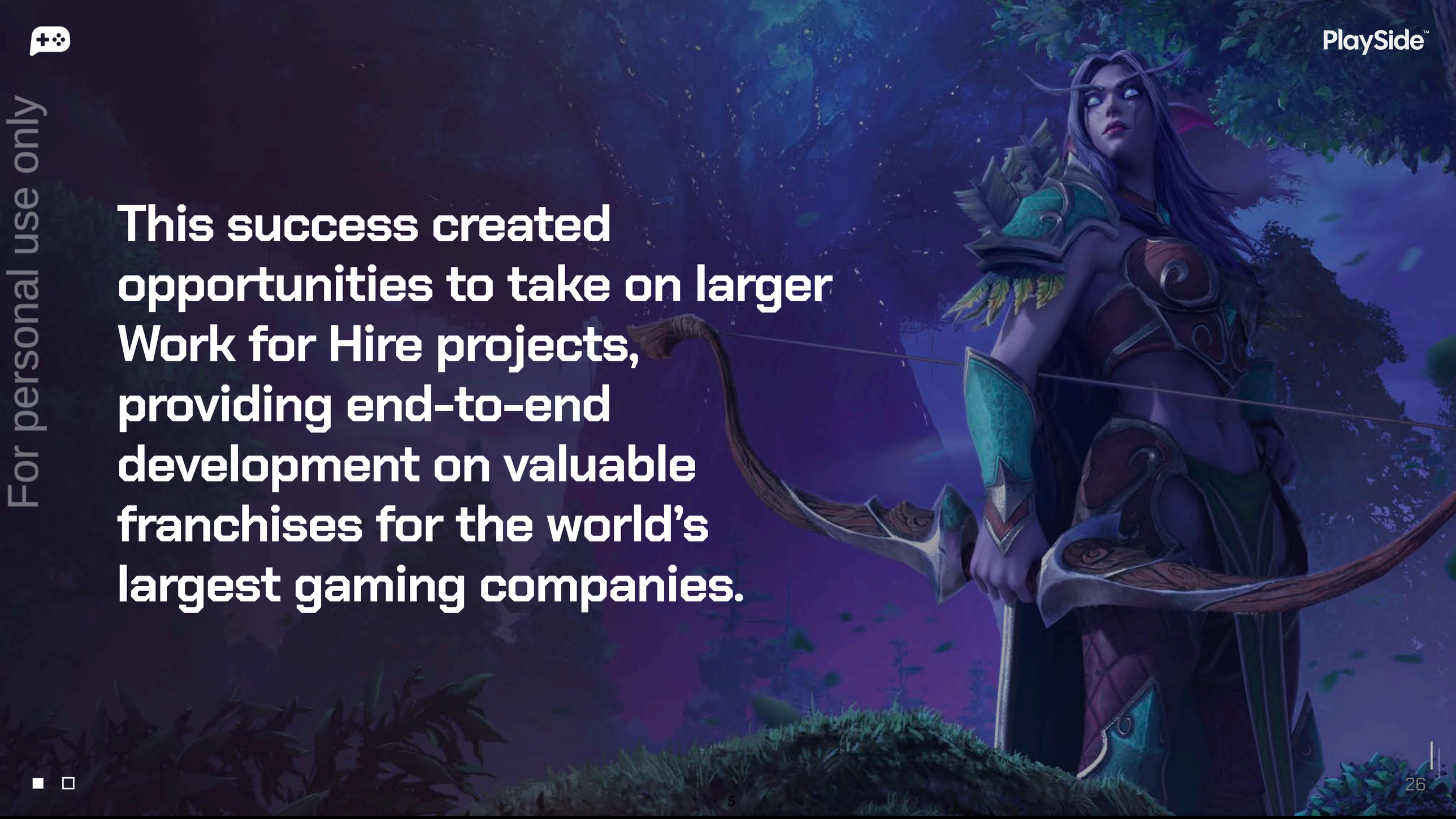
For personal use only

PlaySide launched real-time strategy title Age of Darkness: Final Stand in October 2021. This was the company's first Original IP title on PC and received a 'Very Positive' rating by gamers on Steam.



For personal use only

PlaySide™

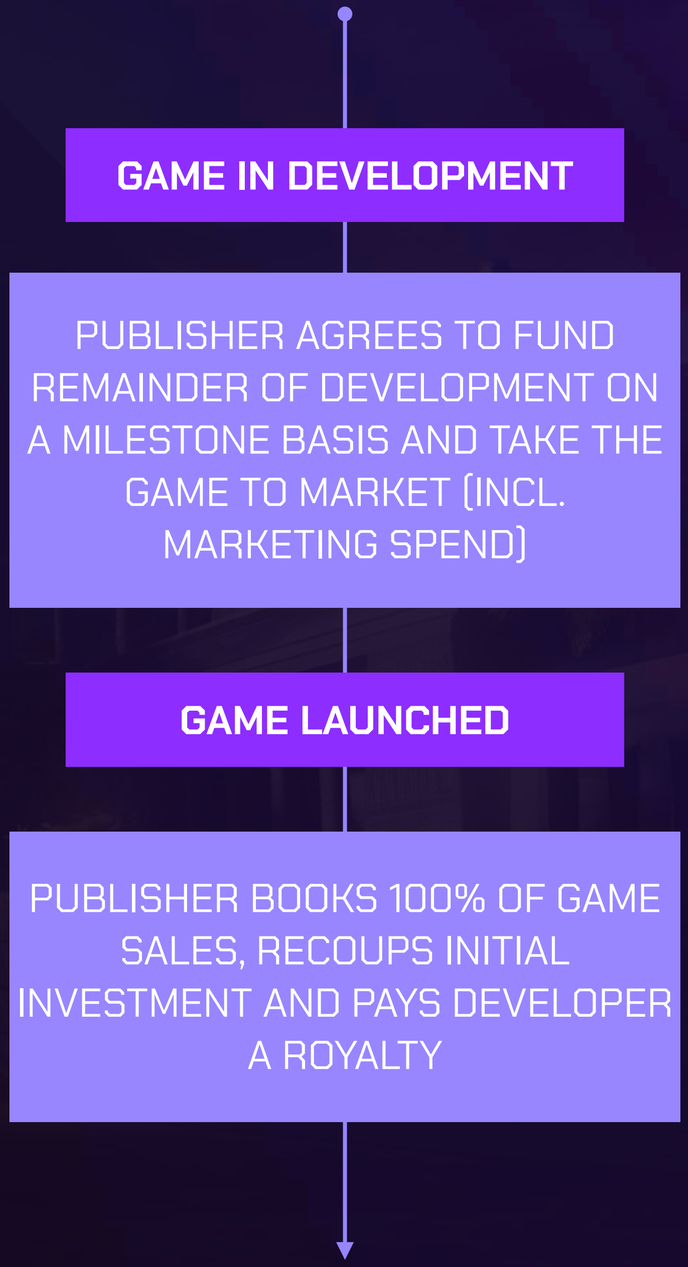


This success created opportunities to take on larger Work for Hire projects, providing end-to-end development on valuable franchises for the world's largest gaming companies.

For personal use only

PlaySide™

The Publishing Division was established in 2022 to leverage PlaySide's game development expertise, complementing its internally developed IP with high quality games developed by third parties.



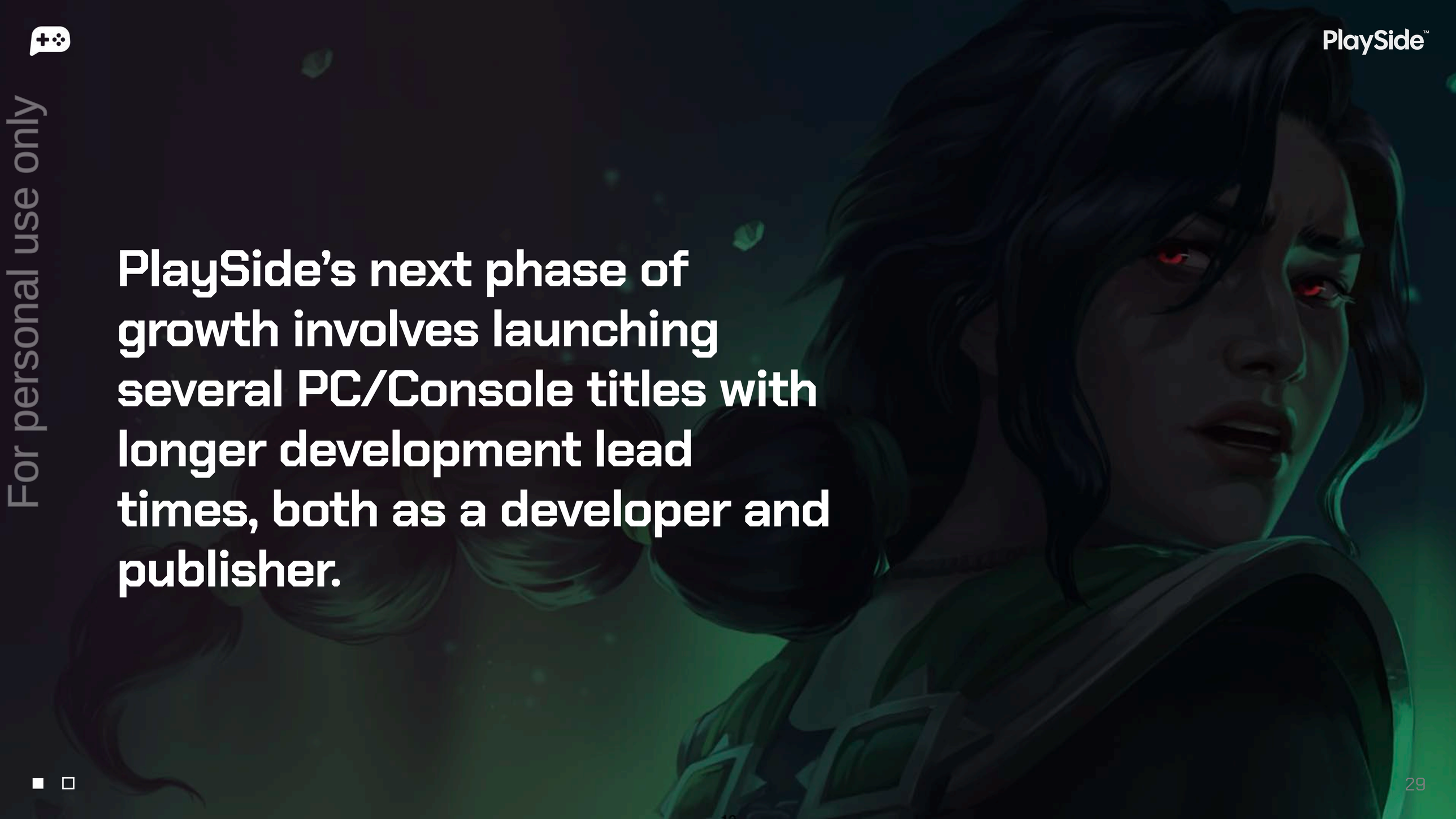
For personal use only

PlaySide™

Dumb Ways to Die has been a highly successful IP for PlaySide and we continue to identify opportunities for brand expansion.

October 2021	Acquired for $2.2m from Metro Trains
February 2022	Increased investment in social media content
December 2022	Signs license deal with Netflix Games to develop Dumb Ways to Survive
January 2023	Launches Dumb Ways to Draw 2 on mobile
February 2023	Goes viral on TikTok (follower count rises from 1.3m to 2.9m)
May 2023	Launches Dumb Ways to Die 4 on mobile
June 2023	Launches physical card game in conjunction with SpinMaster
July 2023	Signs license deal with Meta to develop VR title
August 2023	TikTok followers pass 5m
December 2023	TikTok followers pass 6m
February 2024	TikTok followers approaching 8m

For personal use only



PlaySide's next phase of growth involves launching several PC/Console titles with longer development lead times, both as a developer and publisher.

For personal use only

PlaySide™

HISTORICAL FINANCIALS

A$m	FY21	FY22	1H23	2H23	FY23	1H24
Underlying Revenue	10.9	20.2	16.5	21.9	38.4	**36.2**
Original IP	7.3	10.0	5.6	9.4	14.9	17.7
Work for Hire	3.6	10.2	10.9	12.6	23.5	18.5
EBITDA	(4.6)	(1.7)	(2.7)	0.9	(1.8)	**12.2**
D&A	(0.2)	(1.0)	(1.4)	(3.0)	(4.4)	(2.6)
EBIT	(4.4)	(2.7)	(4.1)	(2.1)	(6.2)	**9.6**
NPAT (NORM.)	(5.0)	(2.7)	(3.8)	(1.4)	(5.2)	**9.0**
ONE-OFFS	(0.9)	7.6	(1.7)	-	(1.7)	-
NPAT (REP.)	(5.9)	4.9	(5.5)	(1.4)	(6.9)	**9.0**
CASH BALANCE	11.2	37.9	29.8		32.2	38.3
HEADCOUNT	90	172	224		277	295

Notes: Prior period normalisations include NFT sales (FY22: $9.0m), impairments (FY23: $1.7m, FY22: $0.8m), IPO fees (FY21: $0.9m)

For personal use only

PlaySide™

APPENDIX 2

CURRENT INDUSTRY DRIVERS

For personal use only

Interactive entertainment is the #1 entertainment vertical globally, with an estimated 3.2 billion video game players globally.



Source: Take Two Interactive JunQ23 report

For personal use only

THE VIDEO GAMES INDUSTRY IS APPROACHING

US$200BN



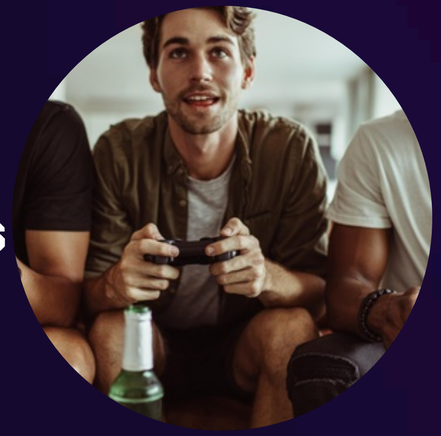
CONSOLE
US$56BN

PC
US$39BN

MOBILE
US$93BN

65%

OF AMERICANS PLAY VIDEO GAMES FOR AT LEAST AN HOUR EACH WEEK



32

IS THE AVERAGE AGE OF A VIDEO GAME PLAYER

76%

OF US PARENTS PLAY VIDEO GAMES WITH THEIR CHILDREN





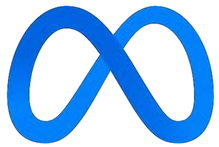
45%

OF GAMERS ARE FEMALE

Sources: Newzoo 2023 Global Games Report, Entertainment Software Association's 2023 Essential Facts report. Figures in USD.

For personal use only

PUBLIC GAMING MAJORS








































GLOBAL LISTED PEERS

RANKED BY APPROXIMATE MARKET CAP

A$1bn+	paradox INTERACTIVE ●
A$500m - 1bn	Play Way, team17, bloober team ●, bit STUDIOS, GRAVITY
A$250 - 500m	REMEDY ●, PlaySide™, PEOPLE CAN FLY ●, ten square games
A$100 - 250m	Digital Bros digital entertainment, nacon, CREEPY JAR, ATARI GAMES, DEVOLVER DIGITAL ●, FOCUS ENTERTAINMENT, Forever Entertainment SA, GAMES, FRONTIER ●
<A$100m	DON'T NOD ●, STARBREEZE ENTERTAINMENT ●, tinyBuild ●, BOOMBIT, EastSide games, Thunderful, BIG CHEESE STUDIO ●, MAG INTERACTIVE, FRAGBITE GROUP, NITRO ●

Note: Not intended to be an exhaustive list.
Figures estimated at 15 Feb 2024.

● STRATEGIC STAKE FROM LARGER GAMING CO

For personal use only

For personal use only

PlaySide™

Global IPs are using transmedia to add depth, breadth and reach to their stories, with some of the worlds hottest properties starting as gaming IP.



Note: Image is the property of Nintendo

For personal use only



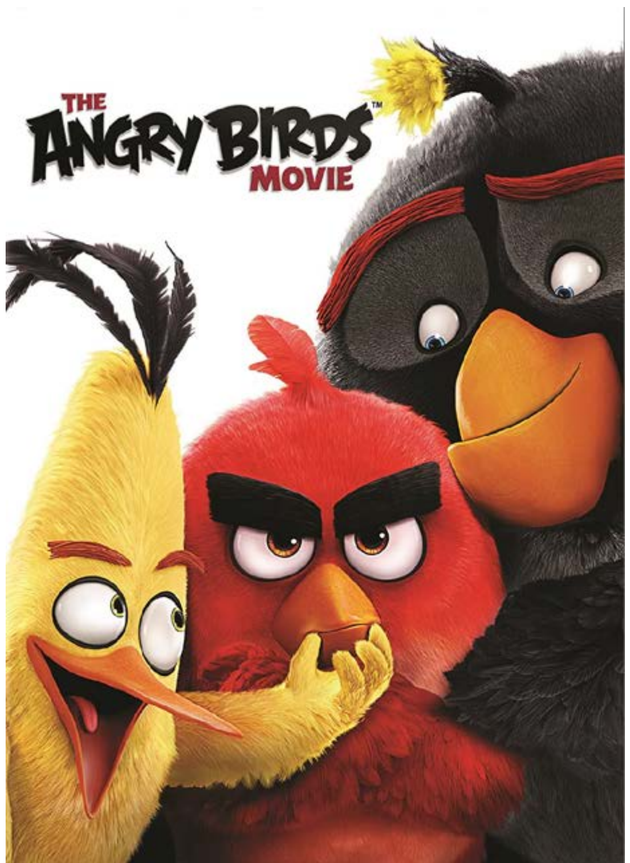












For personal use only

The success of Hogwarts Legacy was a milestone for non-gaming IP in 2023

- Hogwarts Legacy is an action role-playing game based on the Harry Potter franchise
- Developed by Avalanche Studios and published by Portkey Games (both owned by Warner Bros.)
- Sold 22m+ copies (US$1bn+) making it the #1 selling game worldwide for the calendar year
- This is the first time in 15 years that the best selling game in the US wasn't Call of Duty or a title made by Rockstar (Grand Theft Auto, Red Dead Redemption 2)



Source: Warner Bros., GameSpot, Statista

For personal use only

The demand for IP continues to drive significant industry consolidation.



For personal use only

RECENT M&A ACTIVITY

ACQUIRER: MICROSOFT
TARGET: ACTIVISION BLIZZARD
US$69BN (OCT 2023)

BLIZZARD ENTERTAINMENT
WORLD OF WARCRAFT,
OVERWATCH, DIABLO

KING DIGITAL ENTERTAINMENT
CANDY CRUSH

ACTIVISION PUBLISHING
CALL OF DUTY, TONY HAWK

ACQUIRER: SEGA
TARGET: ROVIO
US$775M (AUG 2023)

ANGRY BIRDS

ACQUIRER: SAVVY
TARGET: SCOPELY
US$5BN (MAY 2022)

MONOPOLY GO!
YAHTZEE WITH BUDDIES
STAR TREK FLEET COMMAND
STUMBLE GUYS

ACQUIRER: TAKETWO
TARGET: ZYNGA
US$13BN (MAY 2022)

FARMVILLE
ZYGNA POKER
WORDS WITH FRIENDS

ACQUIRER: SONY
TARGET: BUNGIE
US$4BN (JULY 2022)

DESTINY
HALO
MARATHON

Sources: Netflix, SullyGnome, SteamCharts, GamesIndustry.biz, TechCrunch, Meta, Bloomberg. Note: Not an exhaustive list of titles.

For personal use only

NEWER ENTRANTS EXPANDING INVESTMENT

NETFLIX

NETFLIX GAMES LAUNCHED IN 2021

86+ GAMES IN CATALOGUE
LAUNCHED 40 GAMES IN 2023

NEARLY 90 GAMES IN DEVELOPMENT, THE MAJORITY BY THIRD PARTIES (INCLUDING PLAYSIDE)

AIMING TO MAKE ITS GAMES PLAYABLE ON ALL DEVICES

ACQUIRED SIX GAMING STUDIOS

META REALITY LABS LAUNCHED IN 2020

ACQUIRED OCULUS VR FOR US$2BN (2014)

20M+ QUEST HEADSETS SOLD

SIGNIFICANT INVESTMENT IN OUTSOURCED GAME DEVELOPMENT (INCLUDING SEVERAL PROJECTS WITH PLAYSIDE)

ACQUIRED NINE VR GAMING STUDIOS SINCE 2019

SAVVY GAMES GROUP

INVESTMENT FUND LAUNCHED IN 2021

FULLY OWNED BY THE SAUDI ARABIAN GOVERNMENT

US$38BN SLATED FOR INVESTMENT

ACQUIRED MOBILE DEVELOPER SCOPELY FOR US$5BN (2023)

STAKES IN NINTENDO (8%), EMBRACER (8%), CAPCOM, NEXON

Sources: Netflix, SullyGnome, SteamCharts, GamesIndustry.biz, TechCrunch, Meta, Bloomberg

For personal use only

PlaySide™

Despite the investment in major IPs, indie titles with smaller development budgets continue to rank among the top sellers on Steam.



For personal use only



- Survival/builder title Palworld was the #1 selling game on Steam in January 2024
- US$7m development budget
- US$300m estimated revenue - sold 12m units on Steam, 7m units on Xbox/Xbox Game Pass
- Second-highest concurrent players on Steam ever



- Co-op survival horror title Lethal Company was the #1 selling game on Steam in November 2023
- Developed by one person
- Estimated revenue US$100m+
- Highest review score (98%) of any game on Steam in 2023

Sources: Forbes, GameDeveloper, Gamalytic, WN Hub

For personal use only



- Single player adventure sim *Dave the Diver* was the #1 selling game on Steam for two weeks in July 2023
- Developed and published by Nexon
- Estimated development budget under US$10m
- 3m unit sales - estimated revenue US$35m+



- Fishing/inventory management game *Dredge* launched in March 2023
- Developed by Black Salt Games - four person team
- Published by Team17
- 1m unit sales - estimated revenue US$20m+

Sources: GameInformer, Naavik, MintRocket/Nexon, Gamalytic, GamesIndustry.biz

For personal use only

PlaySide™

www.playsidestudios.com

