

REMEDY IS STRONGER THAN EVER BEFORE

Insight into our commercial operations
Johannes Paloheimo – Chief Commercial Officer



OUR COMMERCIAL FOCUS SO FAR

Forming the
right business
partnerships

Competences
to support our
games to
succeed and
fulfill their
business
potential

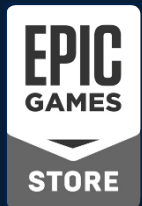
Align our
games with
market and
player needs,
to reach wider
audiences

Building
a strong
foundation for
the future

THE RIGHT PARTNERS FOR EACH GAME

Build long term business partnerships that are purposefully selected to best fit Remedy's overall strategy

MARKETING PARTNERSHIPS



PUBLISHING AND DEVELOPMENT PARTNERSHIPS



Smilegate
Entertainment

505
GAMES



BUILDING COMPETENCES TO ENSURE SUCCESS

REMEDY PUBLISHING TEAM

public relations

media relations

internal comms

previews & demos

press & small events

community management

influencer management

communications

marketing

business development

contract negotiations

business case development

campaign planning

advertising

video production

marketing art

product management

user testing

data & analytics

market research

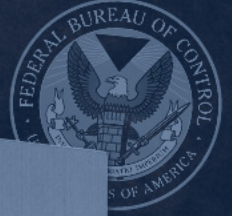
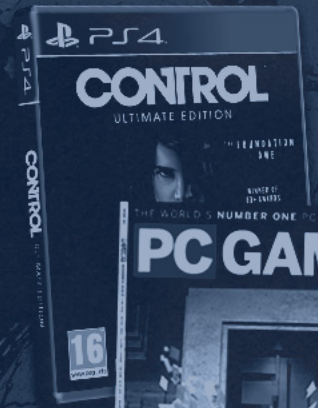
forecasting

**9 people working with game teams, finance, publishers
and commercial partners**

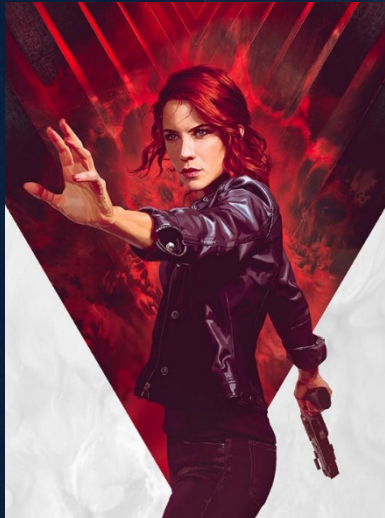
ALIGNING WITH BUSINESS, MARKET AND PLAYER NEEDS



COMMERCIAL OVERVIEW OF OUR GAMES



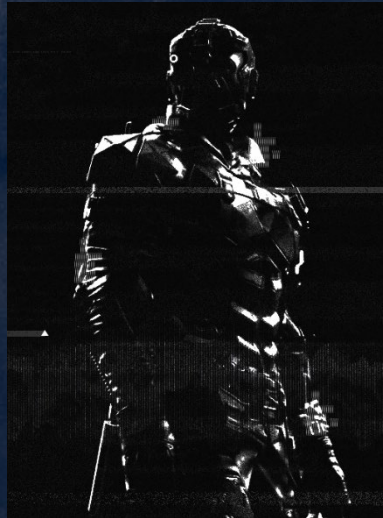
GAMES WE ARE WORKING ON



CONTROL

WITH

**505
GAMES**



CROSSFIRE

WITH


Smilegate
Entertainment



2 UNANNOUNCED
PROJECTS WITH

EPIC
GAMES



VANGUARD

REMEDY 

CONTROL™



FULFILLING THE BUSINESS POTENTIAL OF CONTROL

STEADILY GROWING THE OVERALL AWARENESS



- Through promotions and new content launches
- Targeted campaigns and leveraging marketing partnerships
- Expanding the game to new platforms and stores



TAKING ADVANTAGE OF DIGITAL MARKET OPPORTUNITIES

- Active post launch lifecycle management, by having a good cadence of promotions and discounts.
- Business to business deal, like PlayStation Now and Microsoft GamePass, providing additional revenue streams

TRULY A MULTIPLATFORM GAME

CONSOLE

 XBOX SERIES X|S
 XBOX ONE

 PS5
 PS4





SUBSCRIPTION SERVICES



PlayStation Now

 
CLOUD

PC

 
STEAM®

POST LAUNCH CONTENT



PHOTO MODE

OCTOBER 16TH 2019



EXPEDITIONS

DECEMBER 13TH 2019



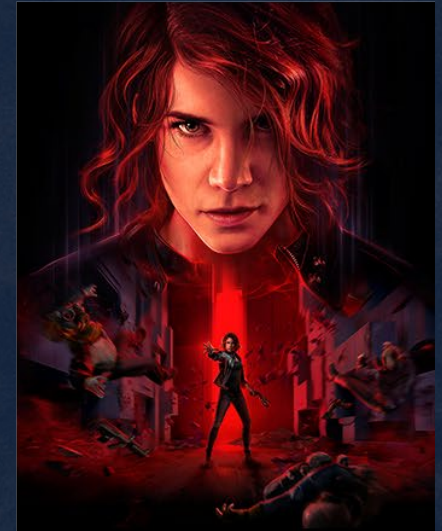
THE FOUNDATION

MARCH 26TH 2020



AWE

AUGUST 27TH 2020



ULTIMATE EDITION

AUGUST 27TH 2020

GROWING OVER TIME

**SELLING
STRONGER
THAN EVER**

NOVEMBER 2020
STRONGEST MONTH
(copies sold)

OVER
2M

COPIES SOLD

**DIGITAL
SALES
DOMINATING**

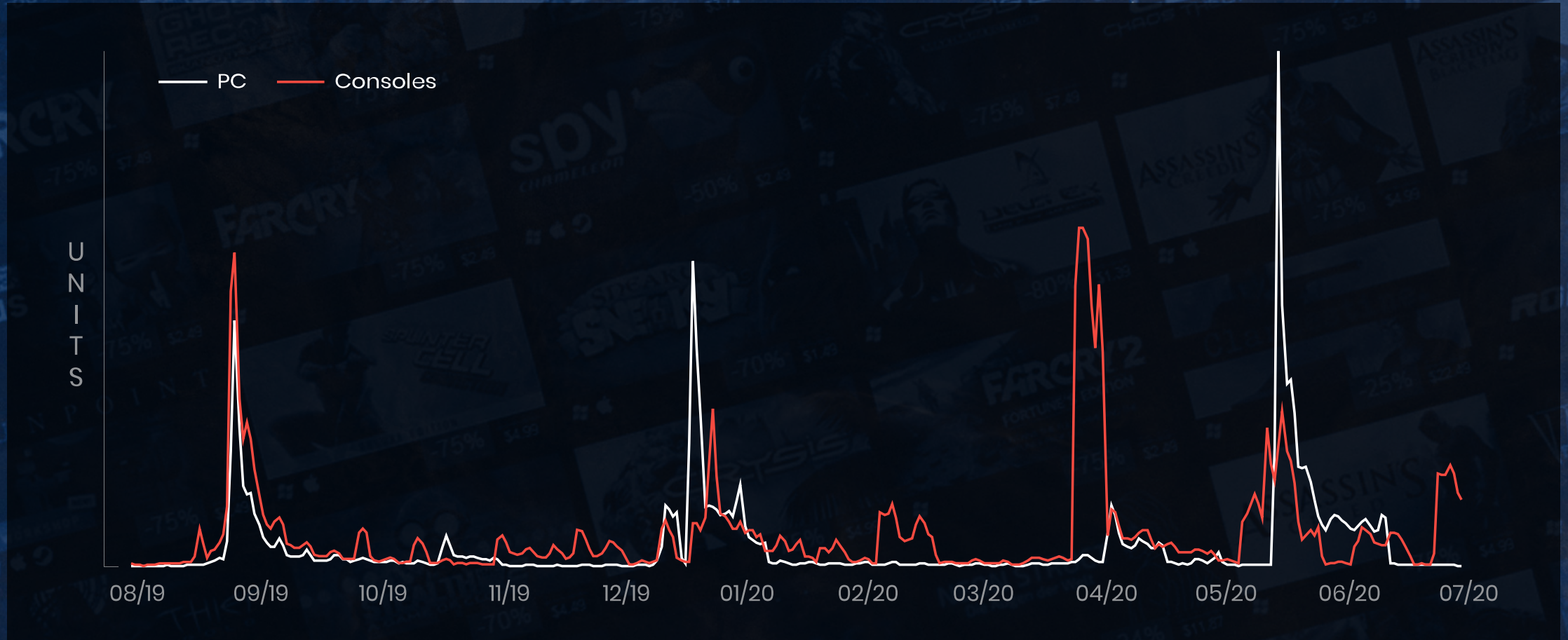
DIGITAL SALES IN 2019

60%

DIGITAL SALES IN 2020

OVER 90%

THE POWER OF DIGITAL SALES CAMPAIGNS



A soldier in tactical gear, including a cap, goggles, and a vest with various pouches and equipment, is shown from the chest up. A large, stylized red 'X' is superimposed over the word 'CROSSFIRE' in the background. The soldier's vest has a patch that says 'TAC BACKLIST'.

CROSSFIRE

“I'll be giving the campaign a shot.
I haven't missed a Remedy joint yet.”

CHRIS CARTER, DESTRUCTOID (US)

SMILEGATE X REMEDY

- Close collaboration since 2016
- Remedy creates single-player content to help elevate the Crossfire experience
- Remedy revenues based on development payments from Smilegate and potential royalties
- Launch of Remedy developed content is solely up to Smilegate and its publishers



THE CROSSFIRE-FRANCHISE

- One of the world's most popular online first-person shooters: 650M registered users, 8M simultaneous players in 80 countries
- Created and owned by Smilegate
- Launched in 2007
- Still going strong after 13 years!
- Smilegate working to expand the Crossfire brand
 - CrossfireX is the first version of the game to come to console releasing exclusively for Xbox One, S|X in 2021
 - Movie in the works with Sony Pictures
 - Crossfire drama series in China
 - Other Crossfire game projects

Top Grossing Titles per Category

WORLDWIDE, RANKED BY OCTOBER 2020 EARNINGS

	PC	CONSOLE	MOBILE
1	League of Legends	NBA 2K21	Pokémon Go
2	Crossfire	FIFA 21	Genshin Impact
3	Fantasy Westward Journey Online	Watch Dogs: Legion	Free Fire
4	Dungeon Fighter Online	Call of Duty: Modern Warfare	Roblox
5	World of Warcraft West	Tony Hawk's Pro Skater 1 + 2	Peacekeeper Elite
6	Call of Duty: Modern Warfare	Marvel's Avengers	AFK Arena
7	Roblox	Fortnite	Candy Crush Saga
8	Crusader Kings III	Madden NFL 21	Coin Master
9	Fortnite	Genshin Impact	Gardenscapes
10	Valorant	Grand Theft Auto V	Honor of Kings

Source: SuperData Arcade. Please visit: <http://bit.ly/sd-arcade> for more info.
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Continuation to the Crossfire game in China

Platform: PC

Closed alphas and open-beta phases held throughout 2020

Developed by Smilegate

Published by Tencent

Will include Remedy's single-player Operations



A new console game in the Crossfire franchise

Platform: Xbox One & Series X | S

To be released in 2021

Developed by Smilegate

Published by Microsoft

Includes Remedy's single-player Operations

SMILEGATE X REMEDY

- Remedy has completed the majority of its work on Operation 2 for the Crossfire franchise with some development remaining on the Series S | X versions
- We are looking forward to continuing our great partnership with Smilegate on the Crossfire franchise





EPIC PUBLISHING X REMEDY

March 2020, we signed publishing agreements. AAA project and a smaller project with Epic Games

- Epic will fully fund the development
- For console and PC platforms
- Significant marketing investment
- Net revenues shared 50/50
- We had multiple concrete partnership options. We believe that Epic Games was the best for the games and Remedy
- Epic is strong in digital and has a global presence and operations
- Remedy to retain IP ownership
- Aims to shake up the publishing business
- Remedy is a key partner for Epic

VANGUARD

- Long-lasting service-based multiplayer game combined with selected Remedy world-building and narrative strengths
- Iteratively developing the first playable version, continuously evaluating, learning and adjusting the development
- Still in early phase, but external tests and research shows promise
- Being designed as a Free-to-Play game
- Publishing model yet to be decided



We have been
building a stronger
foundation for the
future, to...

IMPROVE REMEDY'S POSITION IN THE VALUE CHAIN

OUR COMMERCIAL FOCUS WILL BE ON:

INCREASING THE OVERALL
BUSINESS POTENTIAL OF
OUR GAMES

CONTINUE WORKING
WITH GREAT PUBLISHING
PARTNERS ON SELECTED
GAMES

STRENGTHEN AND
BUILD ABILITIES TO
SELF-FINANCE AND
SELF-PUBLISH SELECTED
FUTURE GAMES

QUESTIONS & ANSWERS