



REMEDY'S
CAPITAL
MARKETS
DAY 2024



OUR GAMES AND SELF-PUBLISHING

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AGENDA

OUR GAMES

GAMES WITH CLEAR FOCUS AND TARGET AUDIENCE

SELF-PUBLISHING



OUR GAMES



REMEDY ENTERTAINMENT

ALAN WAKE[®]

The title 'ALAN WAKE' is rendered in large, white, 3D block letters. The letter 'K' is uniquely designed, containing a silhouette of the character Alan Wake. He is standing in a misty, mountainous landscape, holding a flashlight that illuminates the scene. The lighting is dramatic, with strong shadows cast from the letters onto a dark surface below.

REMASTERED

ALAN WAKE AND ALAN WAKE REMASTERED

Alan Wake has become a beloved franchise among core survival horror gamers

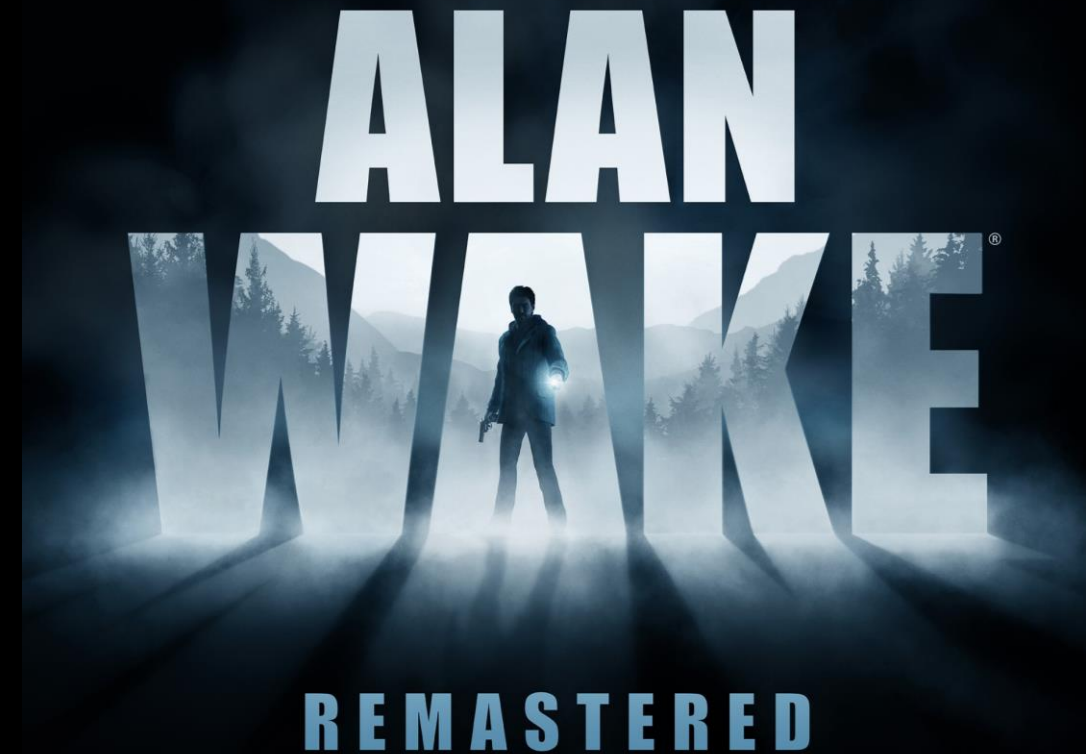
Alan Wake franchise
15 million players

Alan Wake Remastered
1.7 million units sold



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REMEDY ENTERTAINMENT



A promotional image for the video game Alan Wake II. The background is a dark, dense forest with a strong red and blue color palette. In the center, a large, semi-transparent face of Alan Wake with long hair and a beard is superimposed over the scene. In the lower center, a character in a purple jacket with 'FBI' on the back is walking away from the viewer down a path. The title 'ALAN WAKE II' is written in large, white, bold, sans-serif capital letters across the middle of the image.

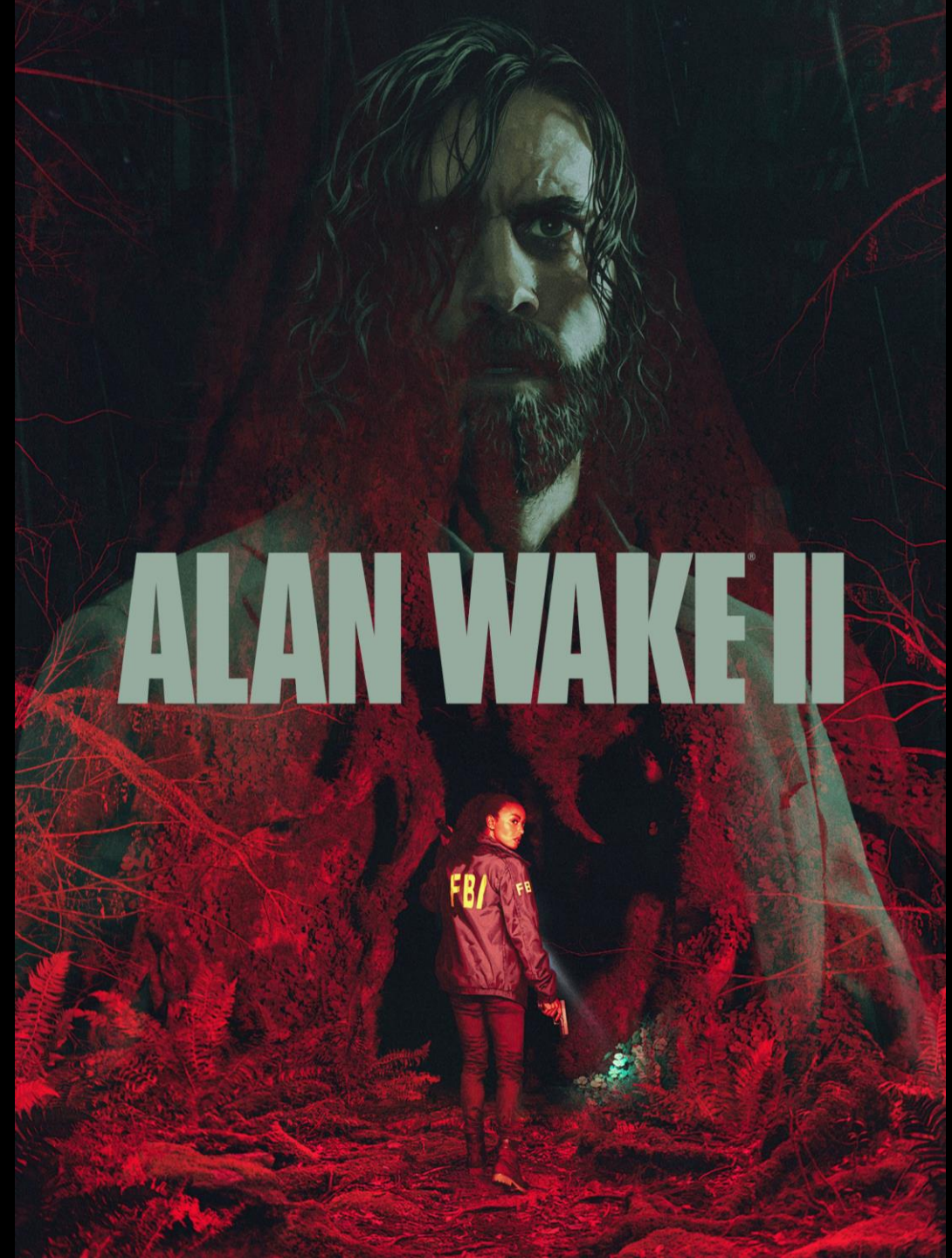
ALAN WAKE II

ALAN WAKE 2

Alan Wake 2: one of the best survival horror games of all times

~ 40% game completion rate

Over 1.8 million units sold



MAX PAYNE 1&2 REMAKE



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Published and marketed by Rockstar Games

MAX PAYNE

CONTROL[®]



CONTROL

Control is highly praised among action-adventure enthusiast gamers

Control has over 19 million lifetime players

Over 4.5 million units sold

CONTROL[®]



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FBC
FIREBREAK™



FBC: FIREBREAK

The announcement of FBC: Firebreak was very well received

Begins a new era for the studio

Day one on PC Game Pass and Game Pass Ultimate. Day one on the PlayStation Plus Game Catalog, available for all Extra and Premium members.



GAMES WITH CLEAR FOCUS AND TARGET AUDIENCE



CLEAR POSITIONING TO A SPECIFIC GENRE



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SURVIVAL HORROR

ALAN WAKE



FOCUSED
ACTION-ADVENTURE RPG

CONTROL



SESSION-BASED
CO-OP SHOOTER

FBC
FIREBREAK

A dark, teal-tinted industrial interior, possibly a factory or warehouse, with a person walking on a staircase in the lower left. The scene is filled with complex metal structures, railings, and walkways, creating a sense of depth and scale. The lighting is low, with some small lights visible on the structure.

CREATE MUST HAVE GAMES
IN OUR GENRES



GROW OUR AUDIENCE TO FUEL COMMERCIAL SUCCESS

Understand current & potential new audiences

Games that encourage sharing, viewing and brings players together in “water cooler moments”

Expand with products in new segments, to new platforms and grow cross-sales

Build globally recognizable entertainment brands beyond games



SELF-PUBLISHING



SELF-PUBLISHING CAPABILITIES BUILD OVER TIME



	QUANTUM BREAK	CONTROL	ALAN WAKE 2	FBC: FIREBREAK
PR & Media	Yellow	Green	Green	Green
Community	Yellow	Yellow	Green	Green
Influencers	Red	Yellow	Yellow	Green
Demoing	Green	Green	Green	Green
Events	Red	Yellow	Yellow	Green
Analytics	Red	Yellow	Yellow	Green
Marketing strategy	Red	Yellow	Yellow	Green
Branding	Yellow	Green	Green	Green
Trailers and marketing assets	Yellow	Green	Green	Green
Sales promotions	Red	Yellow	Yellow	Green
Monetization	Red	Red	Yellow	Green
Paid media advertising	Red	Red	Red	Green
Submission and release	Red	Yellow	Green	Green
User research	Red	Red	Yellow	Green
Business development	Red	Red	Red	Green

SELF-PUBLISHING PRINCIPLES

FOCUSED INTERNAL
TEAM AND SCALE WITH
PARTNERS

ONLY PUBLISH OUR
OWN GAMES

CLOSE COLLABORATION
BETWEEN PUBLISHING
AND DEVELOPMENT



REMEDY'S SELF-PUBLISHING TEAM

COMMUNICATIONS &
COMMUNITY

MARKETING,
BRAND & CREATIVE
SERVICES

PUBLISHING &
OPERATIONS

PRODUCT &
ANALYTICS

BUSINESS
DEVELOPMENT

USER RESEARCH



WORK WITH THE BEST PARTNERS TO SCALE OUR OPERATIONS



MARKETING & PR

- Regional partners
- PR agencies
- Advertising agencies
- Influencer agencies

SALES & DISTRIBUTION

- Platforms and stores
- Physical distribution partners
- Regional partners



BRAND EXPANSION

- IP collaborations
- Transmedia projects



BRAND DEVELOPMENT

- Brand agencies

SELF-PUBLISHING BENEFITS

Financial upside

Freedom to decide on everything related to the game and publishing

Closer collaboration between creative, production and business

Motivates the entire organization to think more commercially





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