

A close-up photograph of a board game board. The board is green with a pattern of black, white, yellow, orange, and purple circular spaces. Several wooden game pieces are scattered across the board: a green piece on the left, a yellow piece in the lower-left, a light-colored wooden piece in the center, and a black piece in the lower-center. A red die with white pips is positioned on the right side. In the background, a yellow piece and a black piece are visible, along with a white card or token. The text 'Game Co' is overlaid in white, italicized font on the left side of the image.

Game Co

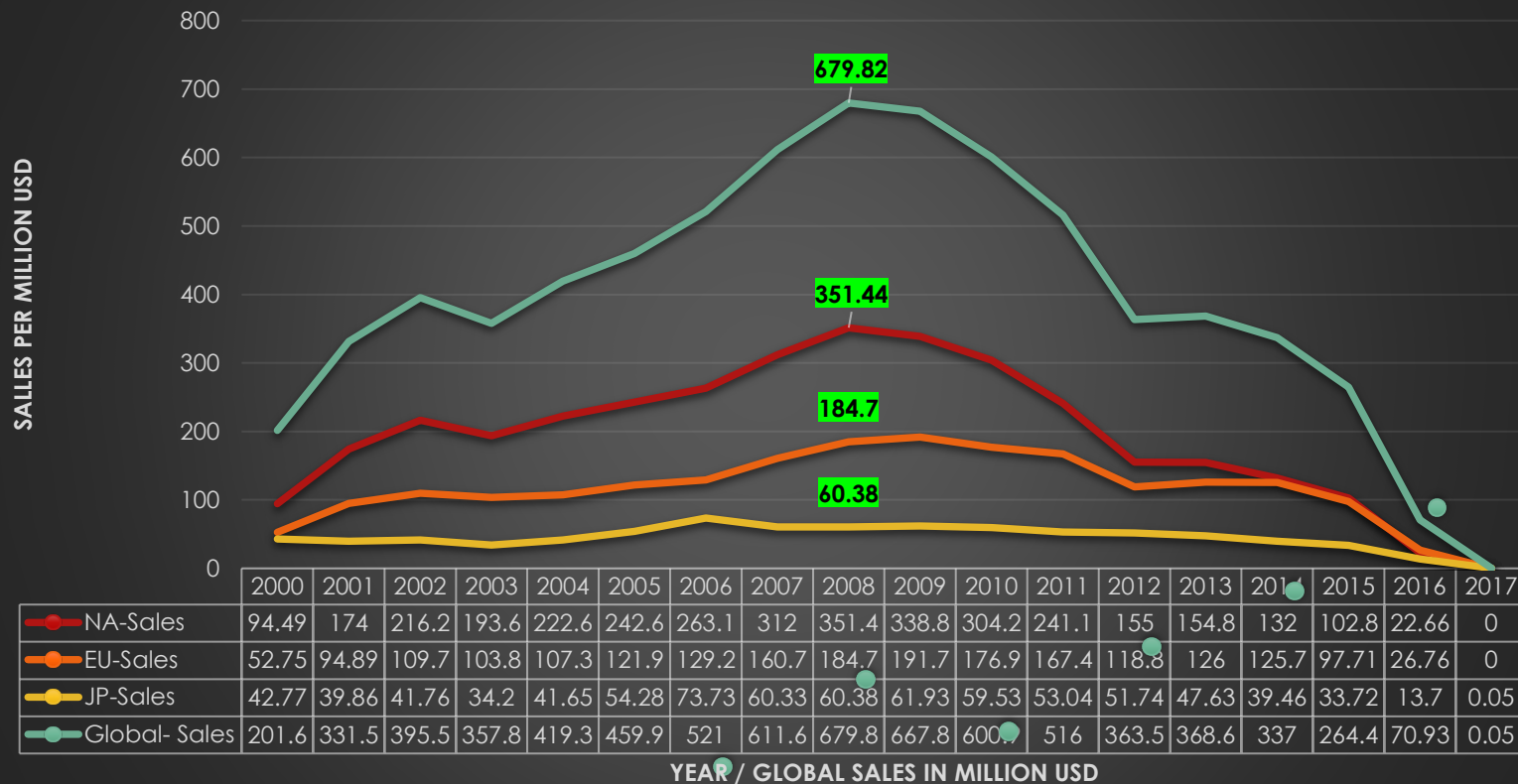
FROM GAMERS FOR GAMERS

Current Understanding:

- ▶ Currently our Executives assumption is that sales over the different Geographic Regions have stayed the same over time.
- ▶ In this presentation however we want to show you that this assumption, while understandable, is however not correct.
- ▶ My Team has created several Visualizations of Sales which will explain this accordingly

Global Sales of Games since the Year 2000

Trendline of Sales in the Gaming Industry

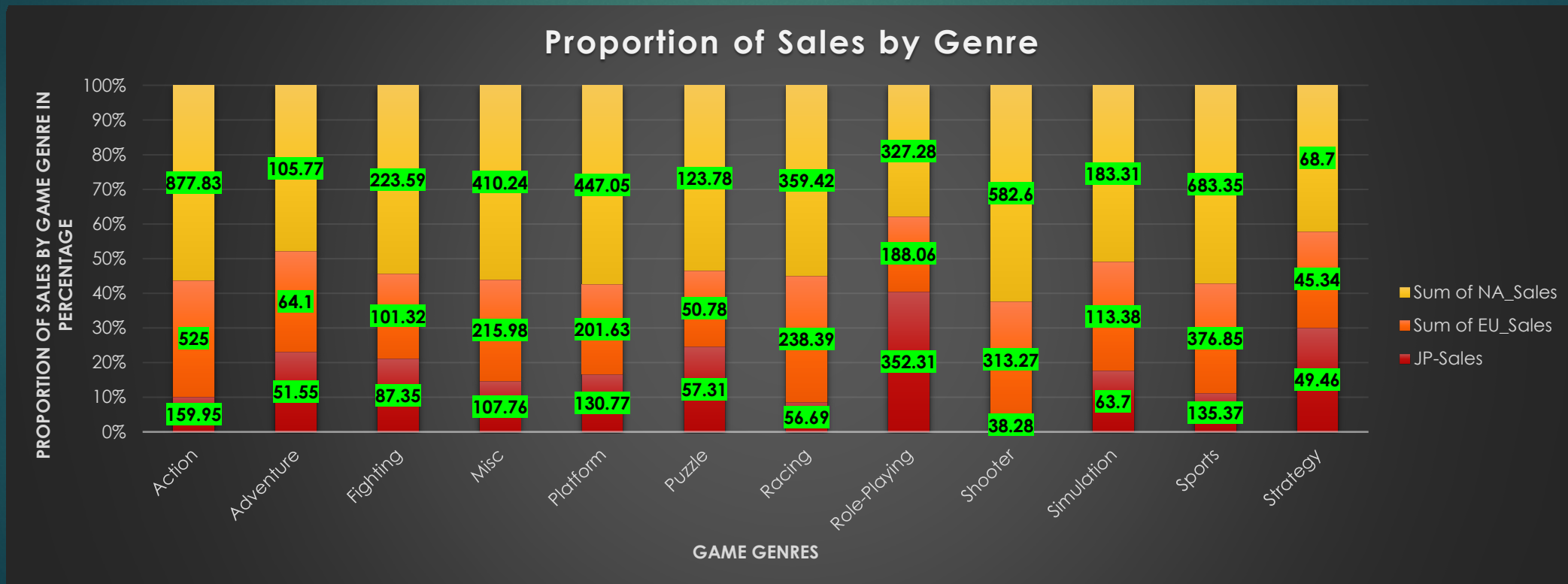


It is clearly visible that Sales since they have been on an all time high in 2008 and 2009 constantly have dropped from roughly 680 million Units sold to currently 70 million.

It shows that this should be addressed to avoid problems in the future as we don't know yet what will influence the gaming Market in the future. An adjustment in Marketing Budget should be considered at this point.

Proportion of Game Sales

- ▶ For a better understanding where and why marketing should be shifted please have a look on this Proportion Sales by Genre



Actual Current Expectation

- ▶ So as you have seen before the expected Sales did not stay the same and in fact declined.
- ▶ While at the beginning NA-Sales always, and still are, pretty high compared to the other Regions, since 2014 it is clearly visible that EU and even JP are closing up on NA Sales.

We should ask ourself :

- ▶ Why is that the case ?
- ▶ What can we do to challenge this ?
- ▶ How can we improve overall Sales ?

Recommended Actions

- ▶ Marketing should be focused on Shooter/Action and Sports Games for North America and Europe as these tend to have a high potential for sales and Revenue.
- ▶ Marketing should be shifted towards the Asian Region for Adventure Games as these sold there with a very high Proportion.

Thank you for your audience!

▶ Questions ?

From Gamers for Gamers!