

# PlaySide™

1H24 RESULTS PRESENTATION







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



# 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.



# FIRST HALF HIGHLIGHTS

LEVERAGE FROM ORIGINAL IP GROWTH AND LOW OVERHEADS

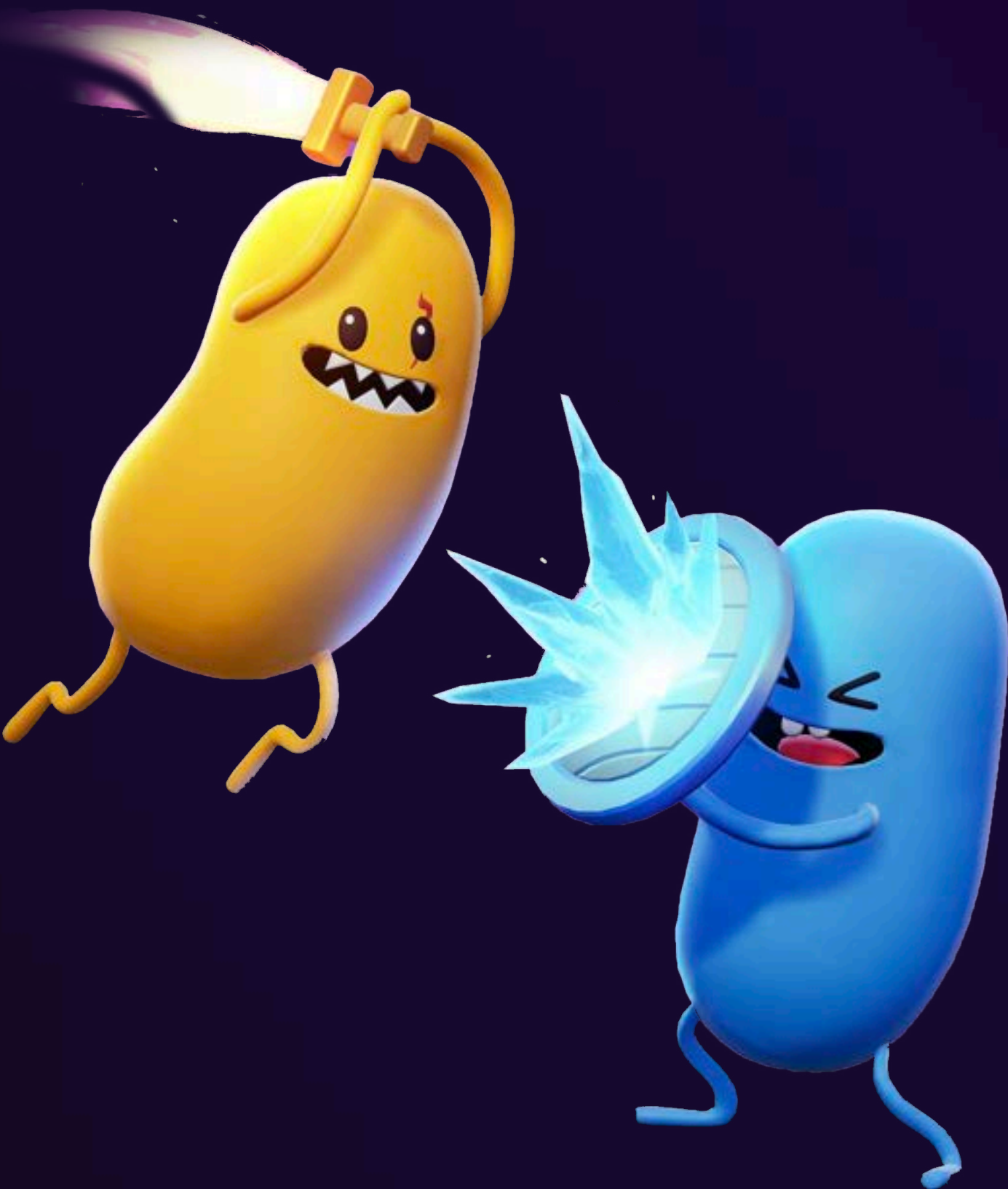
A\$m	1H23	2H23	FY23	1H24
Cash receipts	14.0	22.9	36.9	35.4
Operating cash flow	(5.3)	3.7	(1.6)	12.8
Capitalised dev	(2.4)	(0.5)	(2.9)	(5.5)
PP&E, leases	(0.6)	(0.6)	(1.2)	(1.0)
Net cash flow	(8.2)	2.6	(5.7)	6.3
Forex movements	0.2	(0.2)	-	(0.2)
Opening cash	37.9	29.9	37.9	32.2
Closing cash	29.9	32.2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





# QUARTERLY REVENUE

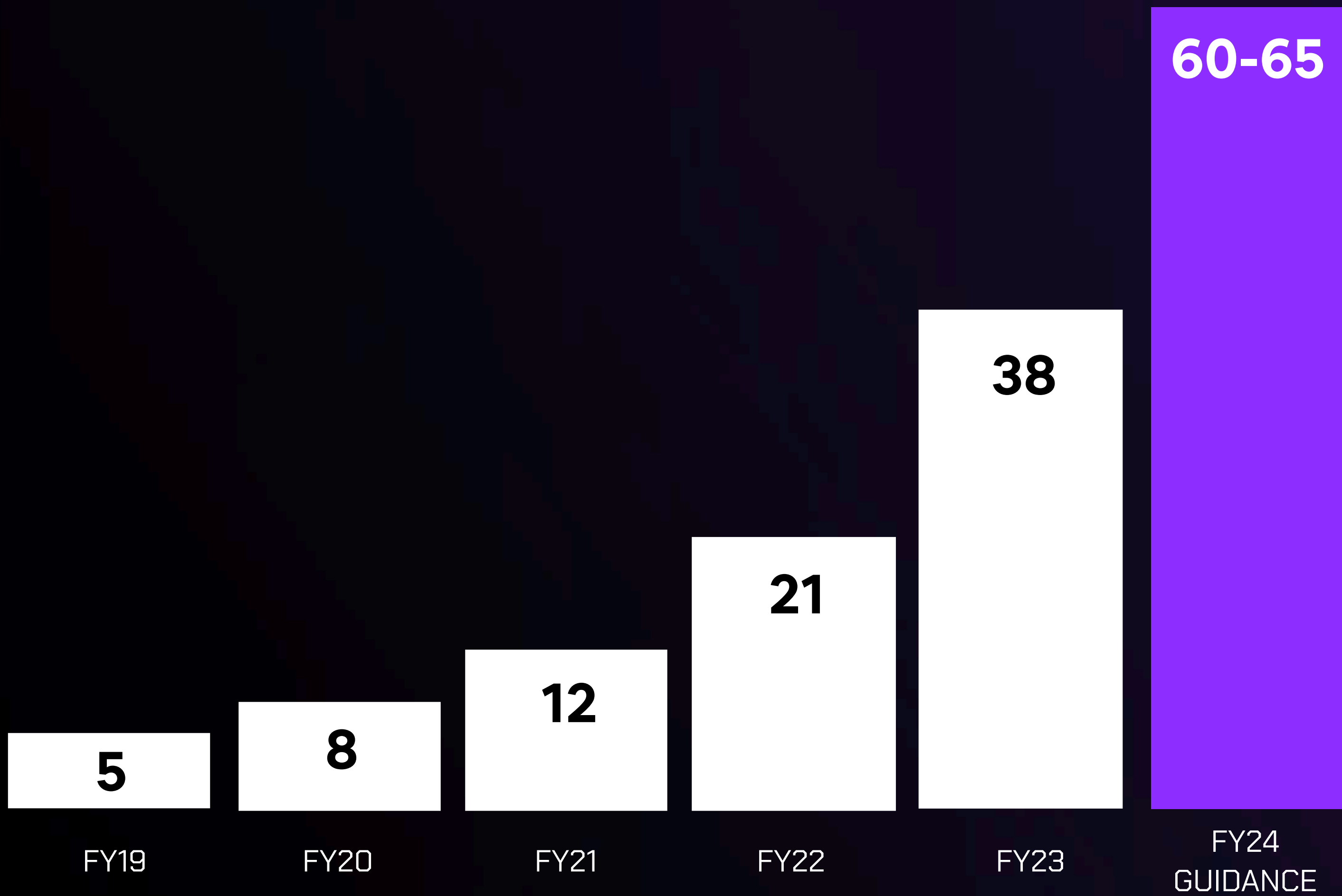
DUMB WAYS TO DIE HAS BEEN A MEANINGFUL DRIVER IN 2023





# 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.



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







1.3M  
SUBS



527M  
VIEWS



2BN  
VIEWS



7.6M  
FOLLOWERS



453K  
FOLLOWERS

## LICENSE DEALS



VR title under  
license



Premium mobile  
title under  
license



Physical card  
game under  
license





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







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





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





GAMINGTREND 20 YEARS

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

SCREEN RANT

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.





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





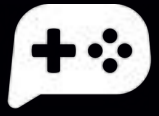


ORIGINAL IP

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

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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







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



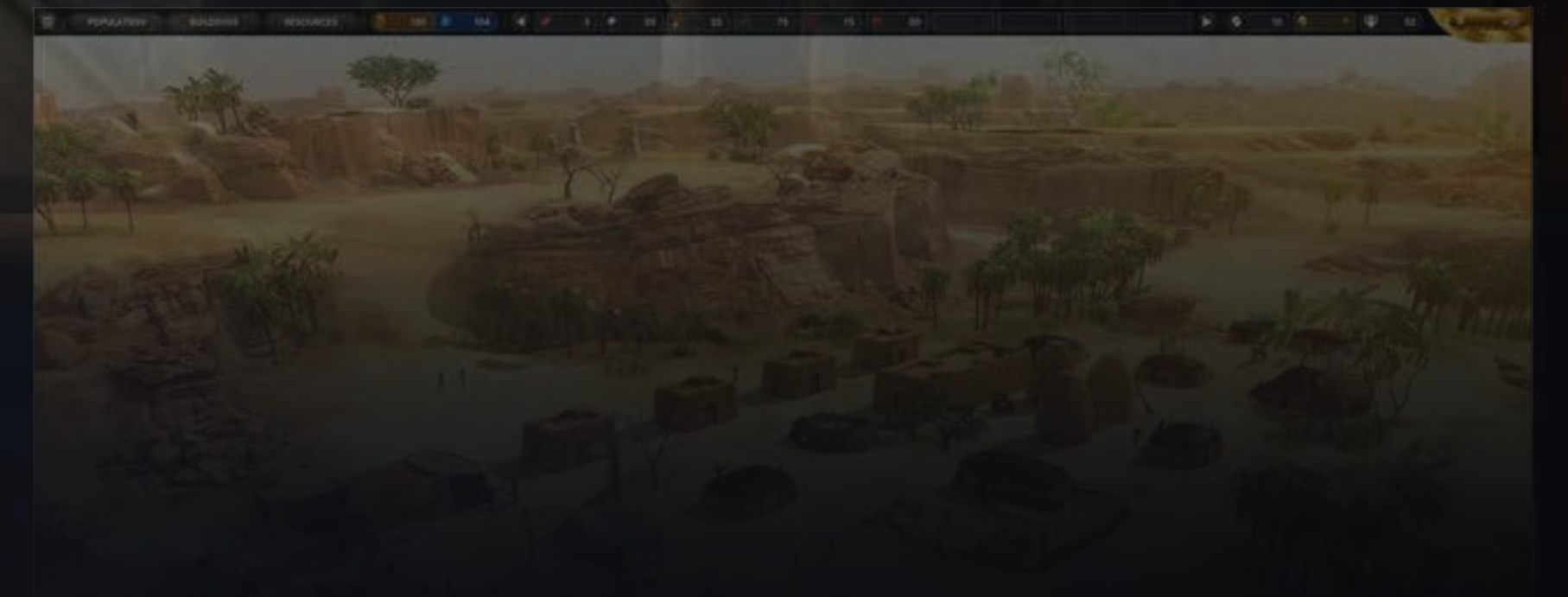




PLAYSIDE PUBLISHING

# 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 1H FY25







# 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)





**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





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







# QUESTIONS?





APPENDIX 1

COMPANY OVERVIEW & KEY THEMES





**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.**





**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*





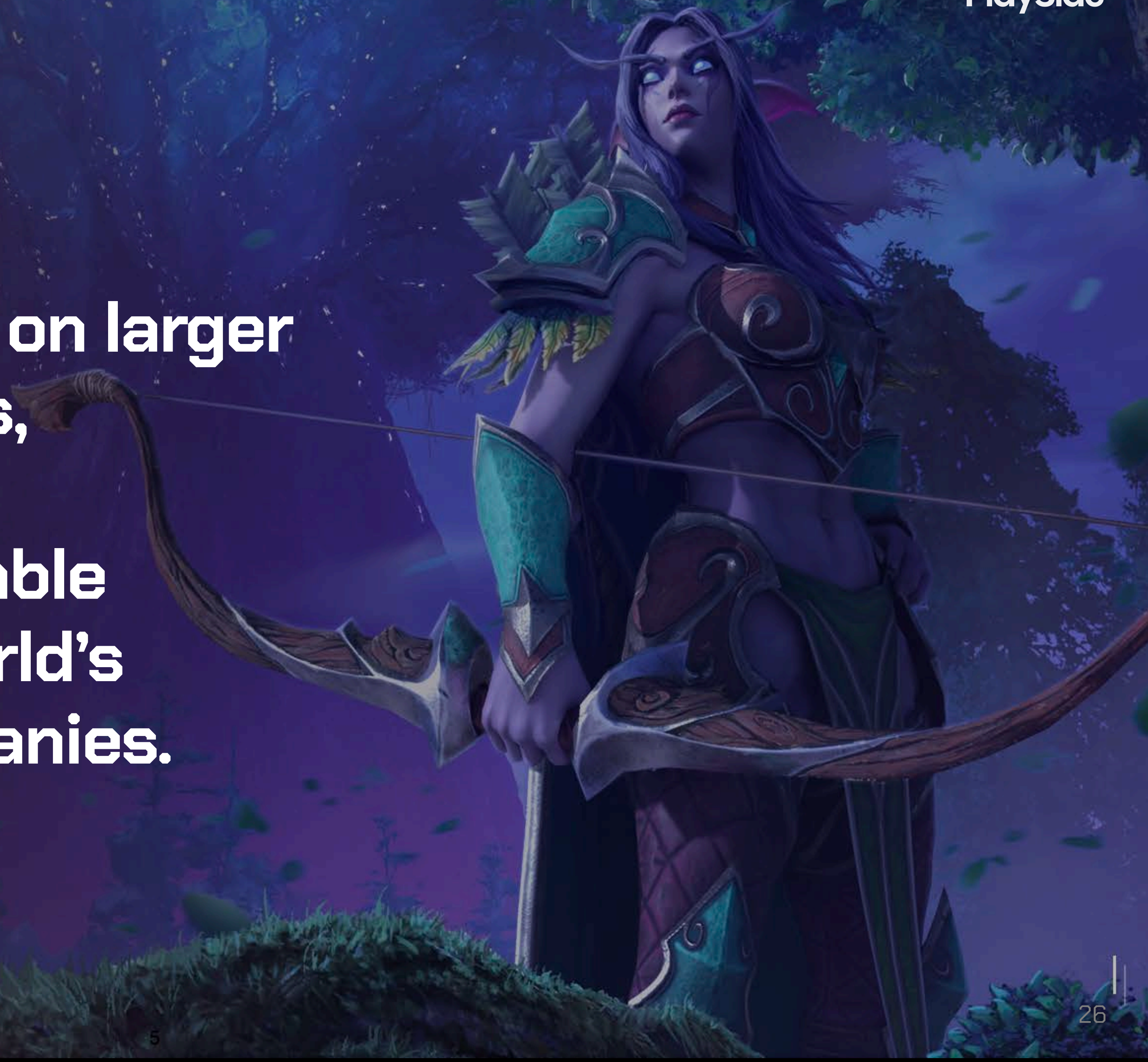
**PlaySide launched real-time strategy title Age of Darkness: Final Stand in October 2021. This was the company's first Original IP title on PC and received a 'Very Positive' rating by gamers on Steam.**







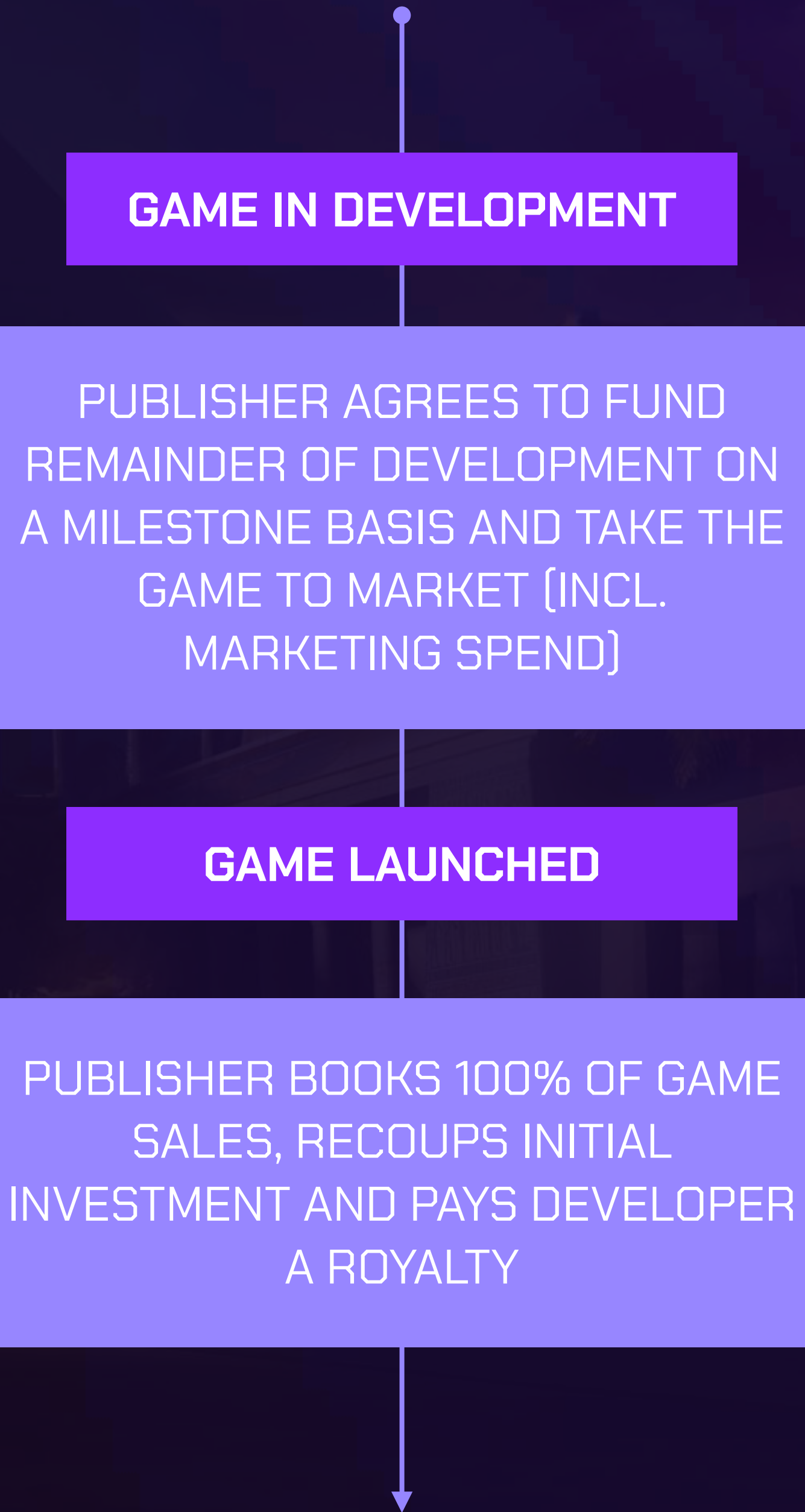
**This success created opportunities to take on larger Work for Hire projects, providing end-to-end development on valuable franchises for the world's largest gaming companies.**







**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.**







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	





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





# 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]





# APPENDIX 2

## CURRENT INDUSTRY DRIVERS





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



Source: Take Two Interactive JunQ23 report



THE VIDEO GAMES  
INDUSTRY IS APPROACHING  
**US\$200BN**

**CONSOLE**  
**US\$56BN**



**MOBILE**  
**US\$93BN**

**PC**  
**US\$39BN**

**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.





# PUBLIC GAMING MAJORS





# GLOBAL LISTED PEERS

RANKED BY APPROXIMATE MARKET CAP

A\$1bn+



A\$500m - 1bn



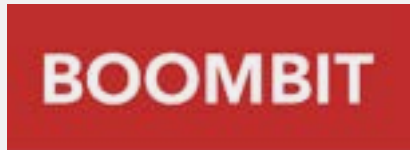
A\$250 - 500m



A\$100 - 250m



<A\$100m



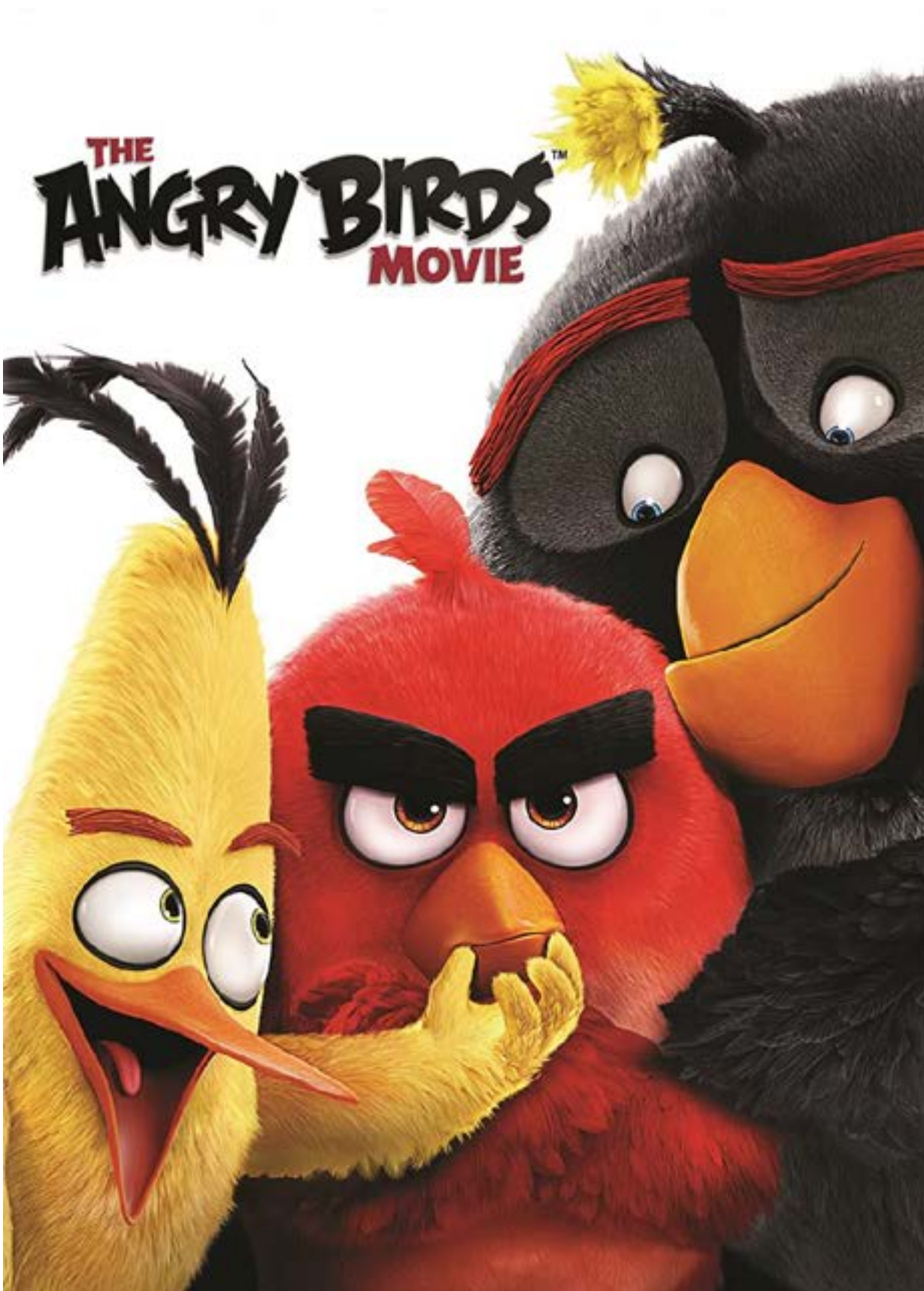


Global IPs are using  
transmedia to add  
**depth, breadth and  
reach** to their stories,  
with some of the  
worlds hottest  
properties starting  
as **gaming IP.**



Note: Image is the property of Nintendo









# 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](#)



The demand for IP continues to drive significant industry consolidation.



# 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



# NEWER ENTRANTS EXPANDING INVESTMENT



**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**



**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**



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





- 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





- 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+



# PlaySide™

[www.playsidestudios.com](http://www.playsidestudios.com)

