

# PlaySide™

**SHAW AND PARTNERS  
TECHNOLOGY CONFERENCE**

29 APRIL 2024



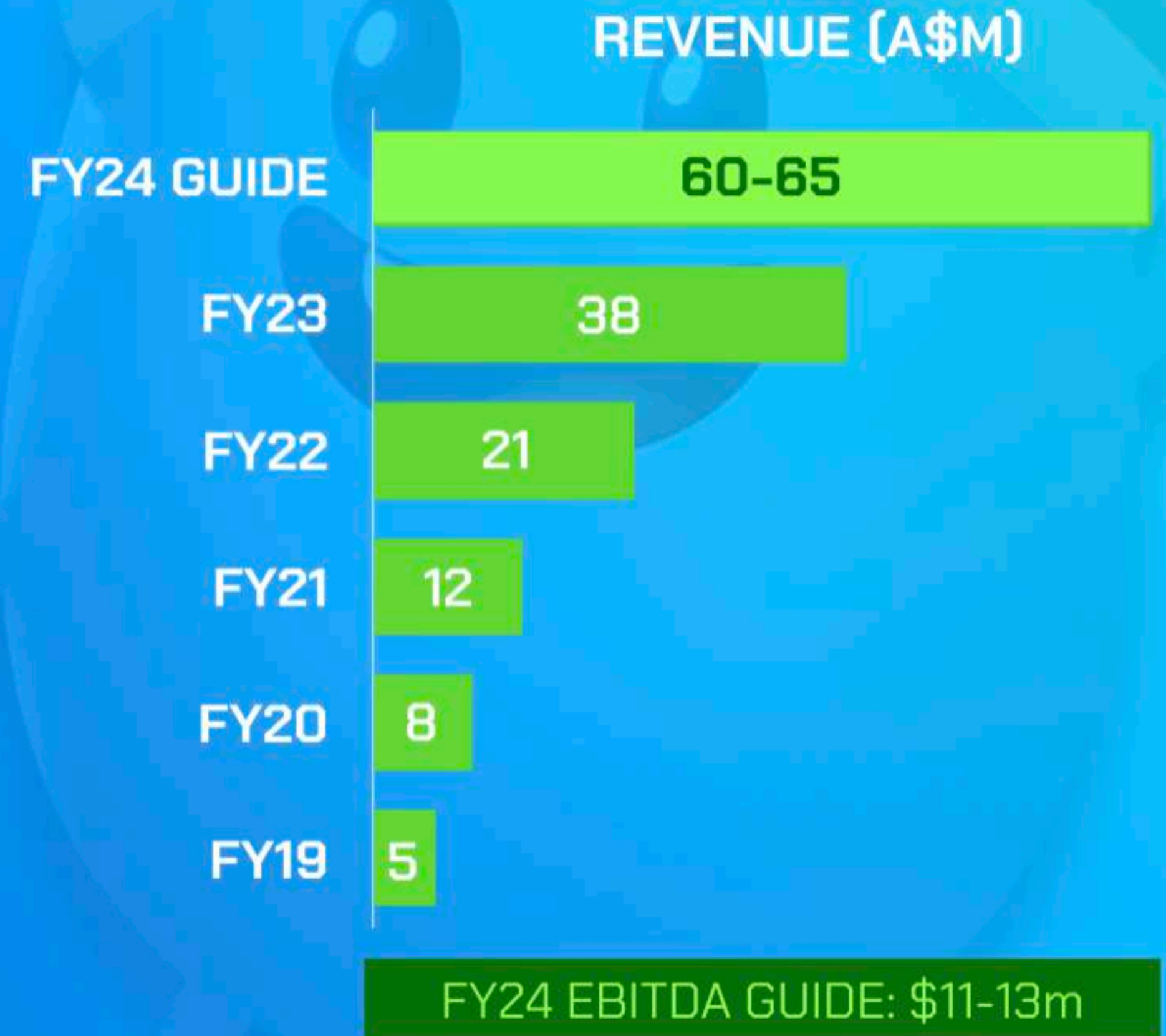
# Overview

- **We are the largest games development studio in Australia**
  - 330 staff
  - ~260 staff working from three offices (two in Melbourne, one on the Gold Coast)
  - Remaining staff working remotely across Australia, NZ and the UK
  - 240+ artists, engineers and designers
  - Single-digit attrition rate
- **Very small executive/management layer**
  - Almost all of our staff are actively contributing to the development of games
  - Average management (GM level+) tenure is over six years
- **A\$360m market cap**
  - Majority-owned by three co-founders (49%) and staff (~5%)



# What PlaySide Does

- **We make video games and help other studios get their video games to market**
  - We've made mobile games for 13 years
  - We've made VR and AR games for 9 years
  - We've made PC/Console games for 4 years
- **Our focus is on building a strong portfolio of Original IP content that we own**
- **We support those aspirations by providing end-to-end game development for major game studios, entertainment and technology companies**



# What PlaySide Does

## TYPICAL REVENUE MODEL

### We make games that we own

- Using IP we've internally created
- Using IP we've wholly acquired
- Using IP we've acquired under license

100% sales revenue to PLY

100% sales revenue to PLY, royalty paid to IP owner

### We make games that others own

- Using their IP
- Using IP we license to them
- Based on our concepts

Fixed fee for development paid at agreed milestones

Upfront license fee, payments for development

Payments for development, revenue share on launch

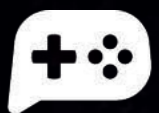
### We publish games that others make

- We fund the 'last mile' of development for games we think could be strong IPs
- We market the game and publish it on the relevant sales platforms/online stores
- We provide technical input where required
- We manage the sales and distribute royalties back to the developers

100% sales revenue to PLY

Recoup of initial investment

Revenue share/royalty paid to developer



# Opportunity PlaySide is addressing

- The overall demand for gaming content
  - Global industry approaching US\$200bn
  - 65% of Americans play video games for 1hr+/week
  - 76% of US parents play video games with their children
  - 45% of gamers are female
- The demand to monetise entertainment IPs in a gaming context
  - Many of the best-selling games are PC/Console titles leveraging an existing entertainment IP from books, comics, film and TV
  - Strong gaming IPs are in demand across the entertainment spectrum
- The demand for VR/AR content as headset competition/adoption grows
  - Meta has sold more than 20m Quest devices
  - Meta's Horizon OS available to third-parties
  - Apple has entered the market with the Vision Pro



# BUSINESS MATURITY/GROWTH PROFILE

PlaySide is in the ‘middle tier’ of gaming companies globally, often referred to as AA or Triple-I in the industry. There are few mid-sized businesses that make games as well as provide outsourced end-to-end development.

## CLOSEST GLOBAL PEERS BY MARKET CAP

A\$500m - 1bn



A\$250 - 500m



A\$100 - 250m



# What makes PlaySide special

- Scale and experience in areas that are in demand
- Tenure of senior employees
- Size of our business relative to others in the Australian market
- Split between outsourced/Original IP revenues
  - Provides greater stability than a purely 'hit-driven' business
- Well-placed to achieve our growth aspirations
  - We have strong IPs internally
  - We are working with a premium IP as part of the Warner Bros. deal
  - Balance sheet, people, technology all in place

# MEDIUM-TERM VALUE DRIVERS



## WARNER BROS. LICENSE DEAL

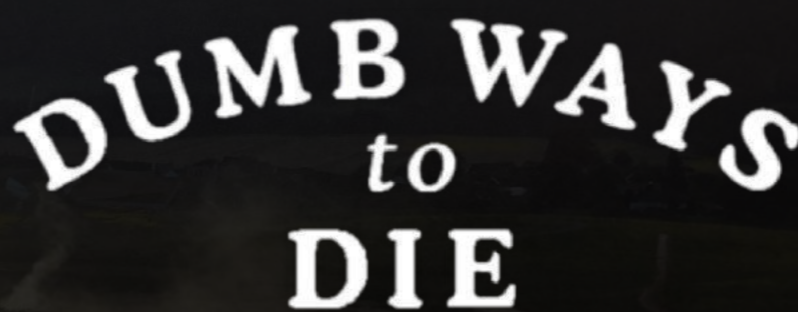
TWO GAME DEAL THAT WILL SEE US WORKING ALONGSIDE WB FOR THE BEST PART OF THE NEXT DECADE

NATURE OF THE IP TO BE DISCLOSED IN THE CURRENT HALF



## MOUSE PUBLISHING DEAL

STRONG RESPONSE TO INITIAL TRAILERS ON YOUTUBE  
WISHLISTING ALREADY  
SUGGESTING IT IS ONE OF THE MOST ANTICIPATED INDIE TITLES IN CY2025



## DUMB WAYS TO DIE CONSOLE TITLE IN DEV

500M+ MOBILE DOWNLOADS  
EXCEPTIONALLY STRONG SOCIAL MEDIA PRESENCE

WE HAVE EXPANDED THIS FRANCHISE BEYOND MOBILE

TIES IN WELL TO THE 'TRANSMEDIA' DYNAMIC

WE THINK CONSOLE IS AN EXCELLENT HOME FOR THE NEXT TITLE



## STRONG WORK FOR HIRE PIPELINE

THIS UNDERPINS OUR ABILITY TO EXECUTE ON ORIGINAL IP OPPORTUNITIES

# PlaySide™

## THANK YOU

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