

**BEARDED BROTHERS
GAMES**



PITCHDECK

BeardedBrothers.Games S.A.: Game Development Company Overview

This presentation provides an overview of BeardedBrothers.Games S.A., a Polish game development company.

It covers the company's vision, objectives, organizational structure, market strategy, and current projects.



INTRODUCTION

BeardedBrothers.Games S.A. is a Polish game development company founded in 2018 by two brothers with over 15 years of experience in the industry.

The company specializes in developing games in the AA segment with high quality and innovation.

FOUNDED IN
2018

15 YEARS
OF EXPERIENCE

AA
GAMES

HIGH
QUALITY AND
INNOVATION

VISION AND OBJECTIVES

VISION

To become one of the world's leading game developers in the AA segment through innovative ideas, high-quality games and sustainable growth.

OBJECTIVES

Successfully launch four AA-scale projects in the next 3 years.

Stabilize the company's strategy by raising capital from various sources and publishing contracts.

Increase the company's headcount to 150 people over the next 5 years.

Developing the research and development (R&D) department to bring innovation and improvements to the gameproduction process.

Maintaining steady growth in sales and profits from future projects to ensure the company's long-term financial success.

— ORGANIZATIONAL STRUCTURE

BeardedBrothers.Games S.A. is managed by a management team consisting of:

CEO - Dariusz Skrzypkowski

CFO — Maciej Szczepaniak

COO — Łukasz Skrzypkowski

Head of production — Maciej Wechterowicz

Head of marketing — Marcin Stolarz

Head of technology — Olaf Sobczyński

Head of R&D — Jacek Niesterowicz

The company is divided into three main departments:

PRODUCTION

Responsible for the creation of games.

MARKETING

Deals with their promotion and sales.

TECHNOLOGY

Explores the possibilities of applying new technologies to games and improving production processes.

MARKET STRATEGY

BeardedBrothers.Games S.A. is focused on creating games in the AA segment that have high build quality, innovative solutions and appeal to a wide audience.

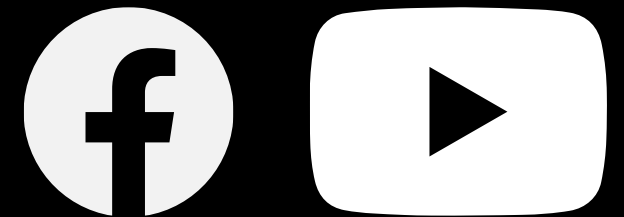
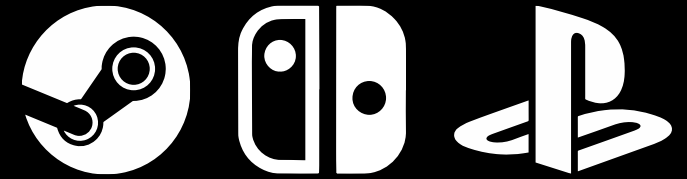
The company plans to market its games through the following distribution channels:

- Steam
- Nintendo Switch
- PlayStation Store

To promote its games, the company uses the following marketing channels:

- Paid Facebook ads
- Content marketing on social media
- Publication of teasers and trailers on YouTube channels of established gaming media

**HIGH QUALITY
AND INNOVATION**



CURRENT PROJECTS

Underground Garage



Pirate's Dynasty



Storage Hunter Simulator



For the Underground Garage, Pirates Dynasty and Storage Hunter Simulator projects, we are assuming a target of **500,000 units**, which should result in about **PLN 36 million** in sales revenue per project.

CURRENT PROJECTS

Never Ending Dungeon



Never Ending Dungeon is a project in the subscription model and we assume **PLN 60 million** in revenue over 5 years.

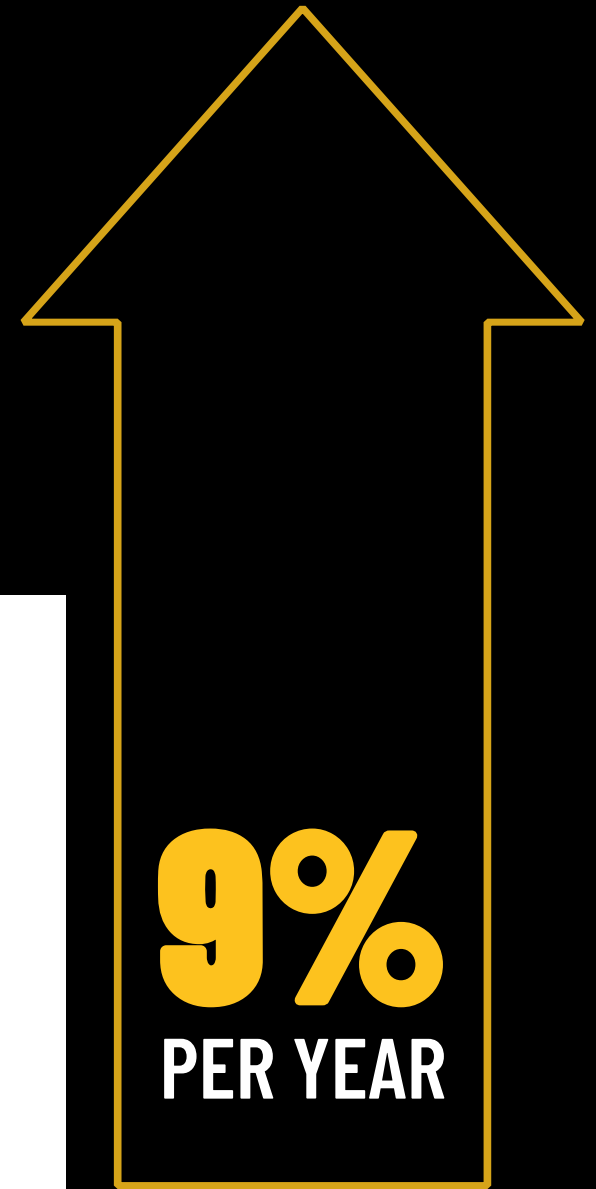
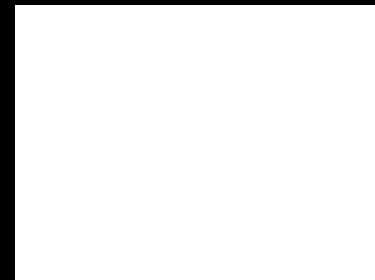
Each project costs about **4.5mn zlotys.**

MARKET AND COMPETITION ANALYSIS

The video game market is growing all the time, and forecasts indicate that the value of the market will increase by nearly 9% per year from 2023 to 2028.

In the AA game segment, in which BeardedBrothers.Games S.A. specializes, competition is high, but the opportunities for growth are also significant. Competitors in the AA market include such companies as:

- Focus Home Interactive
- THQ Nordic
- Double Fine Productions
- Obsidian Entertainment
- Larian Studios



UNIQUE CHARACTERISTICS

BeardedBrothers.Games S.A. intends to distinguish itself from the competition through the following characteristics:

INNOVATION

The company focuses on research and development to incorporate new technologies and ideas into its games to create unique products in the market.

HIGH-QUALITY GAMES

Through continuous improvement of production processes and cooperation with experienced developers, the company ensures the high quality of its games.

BROAD CUSTOMER BASE

BeardedBrothers.Games S.A. creates games that appeal to a wide audience, both hardcore gamers and those who prefer lighter forms of entertainment.

ACTION PLAN

BeardedBrothers.Games S.A. has an action plan that includes:

1.

Develop and release four AA-scale projects in the next 3 years.

2.

Seeking additional sources of funding by participating in funding programs, working with investors, or acquiring publishing contracts.

3.

Recruiting talented developers, graphic designers, programmers, and marketing specialists to reach 150 employees in the next 5 years.

4.

Investing in the development of the R&D department to bring innovation and improvements to the game production process, and exploring the application of new technologies.

5.

Strengthening the company's market presence through effective marketing campaigns, both in traditional media and social media.

It needs an investment of **\$4.5million** to do so.

SUMMARY

BeardedBrothers.Games S.A.

is an ambitious venture that aims to establish a strong position in the video game market, especially in the AA segment.

Key elements of the company's strategy include the development of innovative and high-quality games, increasing its workforce, attracting additional sources of funding and effectively promoting its products.

Achieving these goals will enable the company to achieve success and gain recognition among gamers around the world.

THANK YOU FOR YOUR TIME ;)

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