



CHERRY PICK GAMES

COMPANY PRESENTATION

April 2024

COMPANY OVERVIEW

About us

Cherrypick Games was established in 2014 in Warsaw, Poland, with the clear objective of developing high-quality mobile games that would captivate and engage audiences worldwide.

We share a huge passion for games and an unified vision to create top-quality products with approachable gameplay design, complemented by superb visuals and experience-deepening sound.

Our mission

**CREATE AMAZING
GAMING EXPERIENCE
FOR MILLIONS TO ENJOY.**

Warsaw,
Poland

DIVERSE PORTFOLIO OF GAMES

32+

mln downloads

20+

years of game
business experience

25+

games



Casual

Card

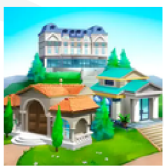
Sport

Puzzle

Narrative



Kingdoms:
Merge&Build



My Spa
Resort



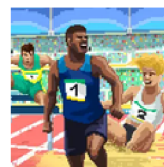
Solitaire
TriPeaks Blitz!



Golf
Solitaire
TriPeaks
Cards!



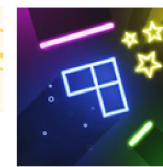
Touchdown
Hero



Sports Hero



Close Your
Eyes



Now Escape



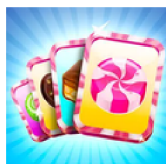
Crime Stories



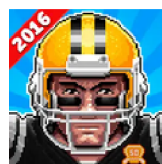
My Hospital



Must Deliver



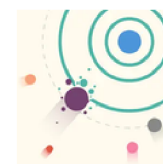
MatchUp
Friends



Touchdown
Hero: New
Season



Order In The
Court!



Circles



Auctioneer




Double
Juggle



Rolimals


And many more...

TIMELINE - KEY FACTS




**CHERRYPICK GAMES WAS
FOUNDED BY A TEAM OF
INDUSTRY VETERANS**

- **First game launched:** Rollimals for mobile devices and Apple computers.



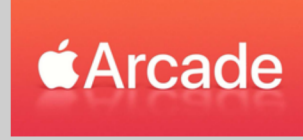
CONTINUATION

- Launched the **sequel** to the hit game, **Touchdown Hero**.
- **Sports Hero**, the **first game with in-app monetization**, was launched for the Summer Olympic Games in Rio 2016.



**IPO & LAUNCH OF
MY SPA RESORT**

- Following the **big success** of **My Hospital**, the company went public with an **IPO** on the New Connect Stock Exchange in Warsaw.
- **My Spa Resort** became the second major casual simulation game.



**STRONG
PARTNERSHIPS**

- Formed significant partnerships with **Apple Arcade** to develop and co-publish games on the Apple Arcade Subscription Service.
- Established a partnership with **Savvy Games Group** to co-develop and co-publish three games for mobile platforms.



STRATEGY UPGRADE

- **Upgraded** and **updated** the company **strategy**, transitioning to become a developer and publisher of premium PC and console games for all significant platforms.
- Development of the **first multi-platform game** started.

2014

2015

2016

2017

2018


2020

2022

2023


2024

2025+




**FIRST COMMERCIAL
SUCCESS**

- Touchdown Hero, Must Delivery, and Auctioneer all surpassed 1 million installs during their first weekend.
- Six games were launched in 2015




MY HOSPITAL

- The launch of **My Hospital** marked the **biggest success** for CPG.




NEW HORIZONS

- Entered the mobile **e-Sport** market in cooperation with Skillz Inc.
- Soft-launched three games on the Skillz platforms.



**PROSPEROUS
SUBSCRIPTION SERVICE
BUSINESS**

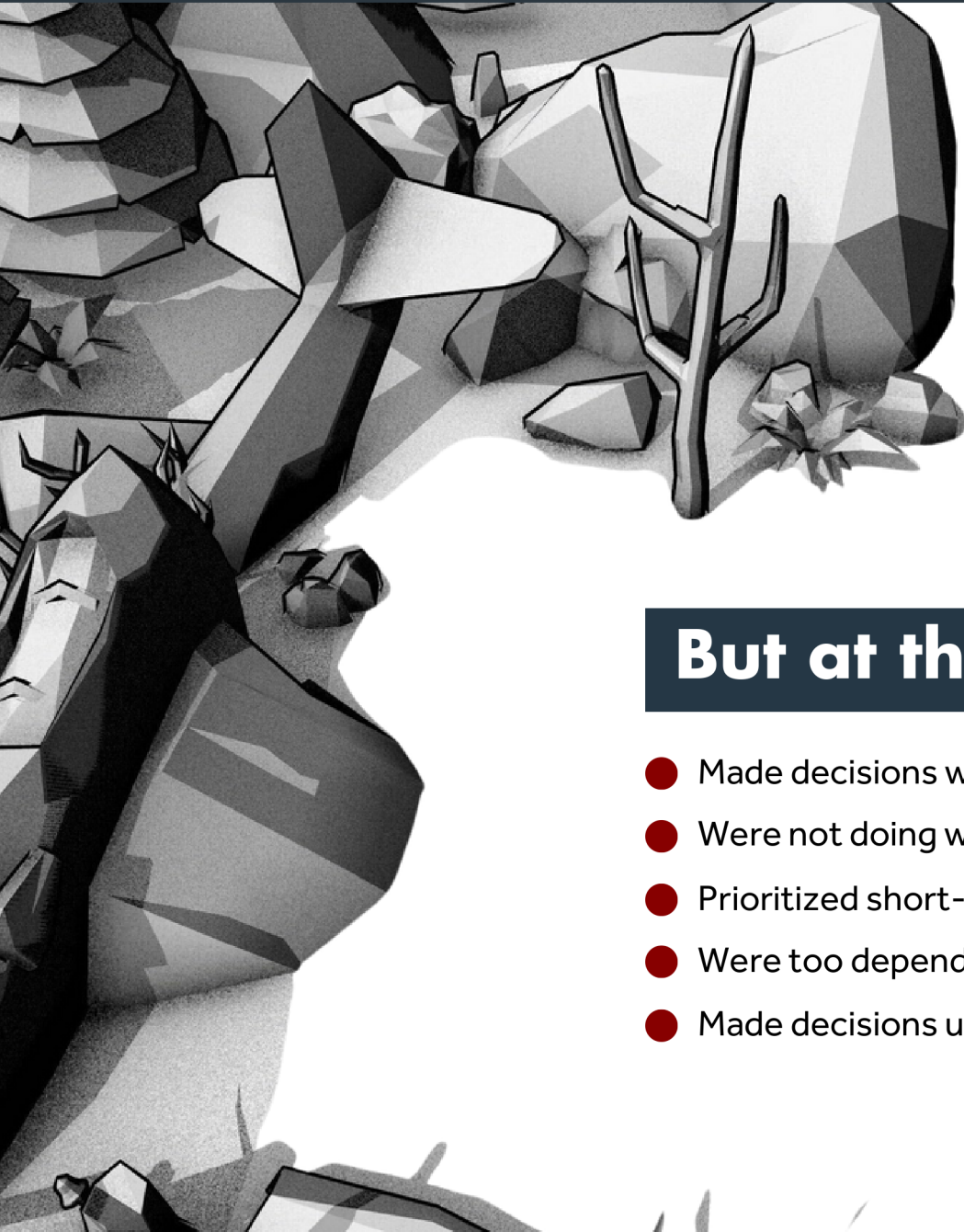
- **Launched Kingdoms: Merge and Build** on the **Apple Arcade** Subscription Service.
- Launched back-catalogue games on **Google Play Pass**.



**TOP DEVELOPER AND
PUBLISHER OF PC, CONSOLE,
AND MOBILE GAMES**

- Plan to launch 1-2 high-quality cross-platform **Premium Games** per year.

STRATEGY 2014-2023



We were focused on

- Casual mobile games
- Many different genres

But at the same time we

- Made decisions without a clear path
- Were not doing what we love, blindly following investors' expectations
- Prioritized short-term decisions at the expense of long-term development
- Were too dependent on one market sector – mobile
- Made decisions under financial pressure

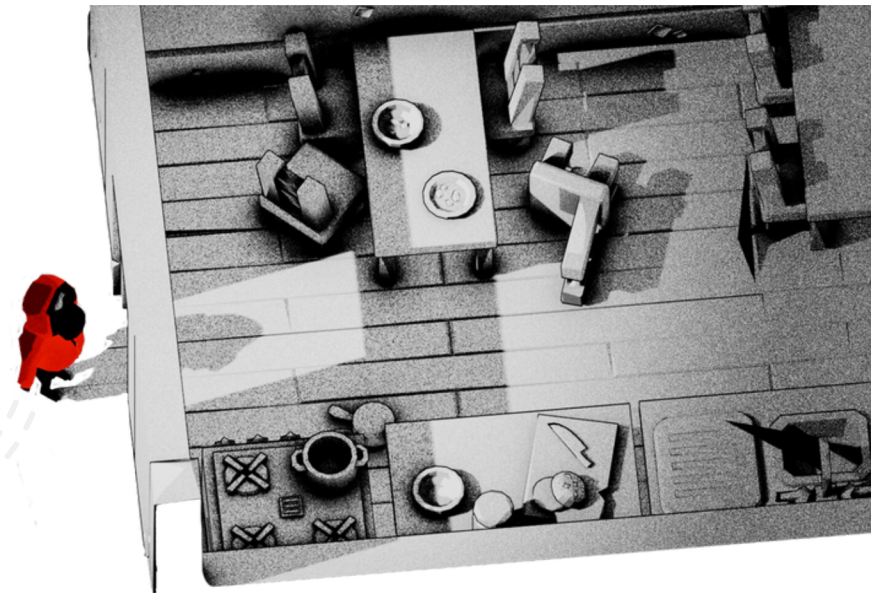
STRATEGY FROM 2024

Building a legacy for many years to come...

- We have a clear studio strategy: multi-platform premium games and Free2Play.
- We will leverage our past experiences and established relationships.
- We are strengthening the team.
- We will continue to do what we love – creating exciting games with financial potential.
- We are further developing cooperation with our partners like Apple, Nine66, and new ones.

Our priorities

- Focus on PC Premium Games
- Focus on Console Premium Games
- Release on Nintendo Switch (2024)
- Release on PlayStation and XBOX (2025)
- Mobile will stay a key pillar of our strategy



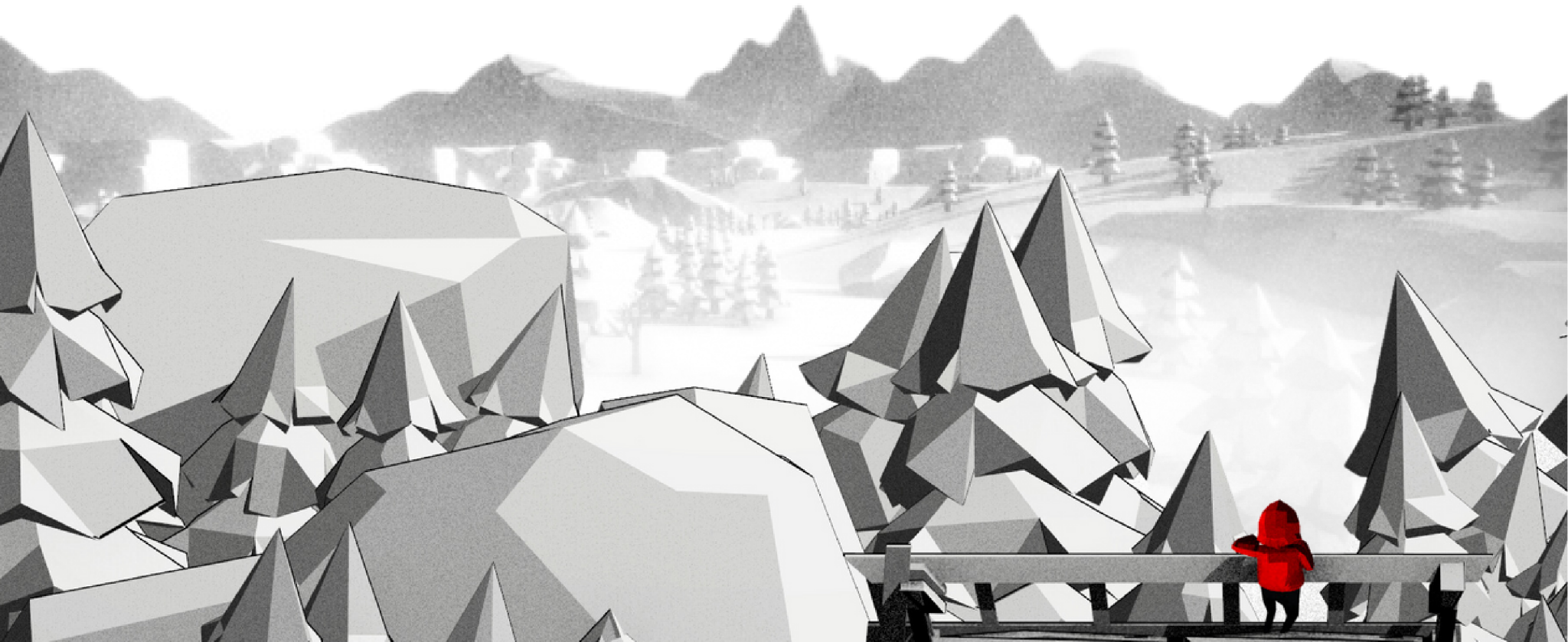
PROJECTS IN PROGRESS

PROJECT PAPILLON

Our next upcoming game will be a survival-themed rouge-lite.

The game will contain a unique art mechanic incorporating color as an indication of temperature.

More is coming soon...



COMPANY GROWTH DRIVERS

Our key drivers

A strong vision of the future and an innovative mindset position us for a long-term trajectory of growth

- **STRATEGIC PARTNERSHIPS**

Forming alliances with other businesses to leverage complementary strengths and access new resources, technologies, or markets.

- **MARKET EXPANSION**

Identifying and targeting new markets or customer segments that align with the CPG's products, like **Apple Arcade** or **Google Play Pass**, premium games for **PC, Mac** and **Consoles**

- **PRODUCT INNOVATION**

Implementing new techniques in games that have never been seen before to greatly enhance player engagement and satisfaction

- **TECHNOLOGICAL ADVANCEMENTS**

Incorporating new technologies and digital advancements to improve product offerings, and customer experience, such as **VisionPro platform**.

BUSINESS MODELS

Subscription



Top subscription titles:



Kingdoms: Merge&Build

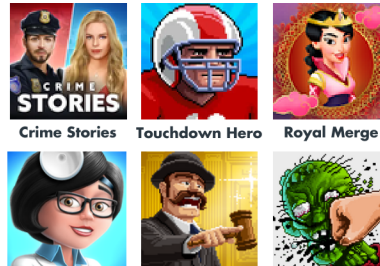
My Spa Resort

And more is coming soon...

Free-to-play

25 Free-to-play titles

30+ mln downloads



Crime Stories

Touchdown Hero

Royal Merge

My Hospital

Auctioneer

Must Deliver

And many more...

Upmarket

Upcoming projects include exclusive games for PC, Console and Mobile

Priority platforms:

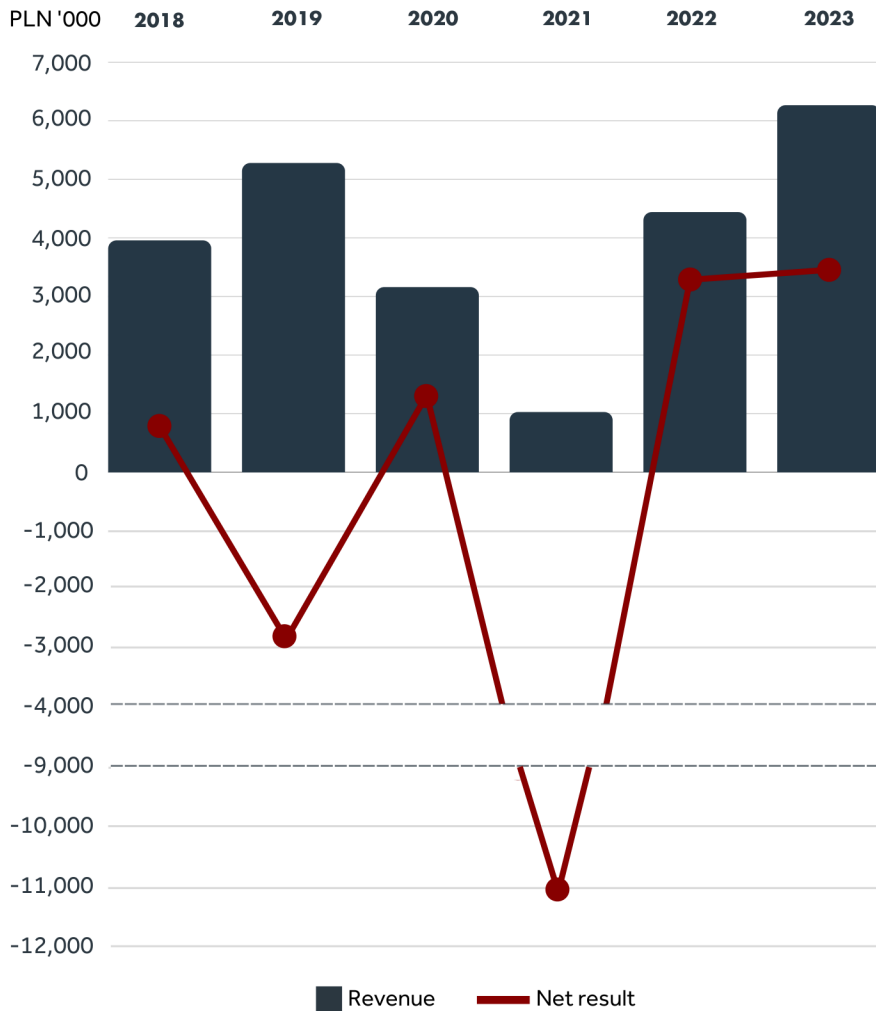


Platforms & Partners

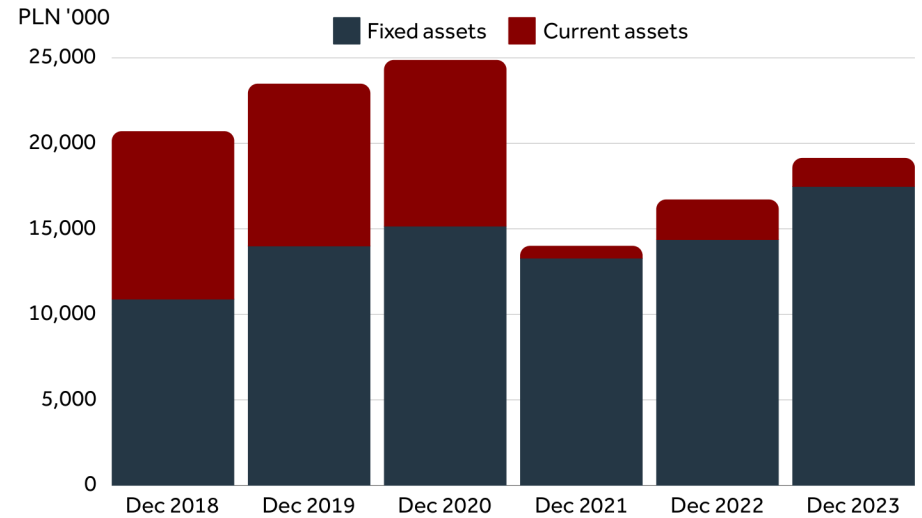


FIN DATA - GRAPHS

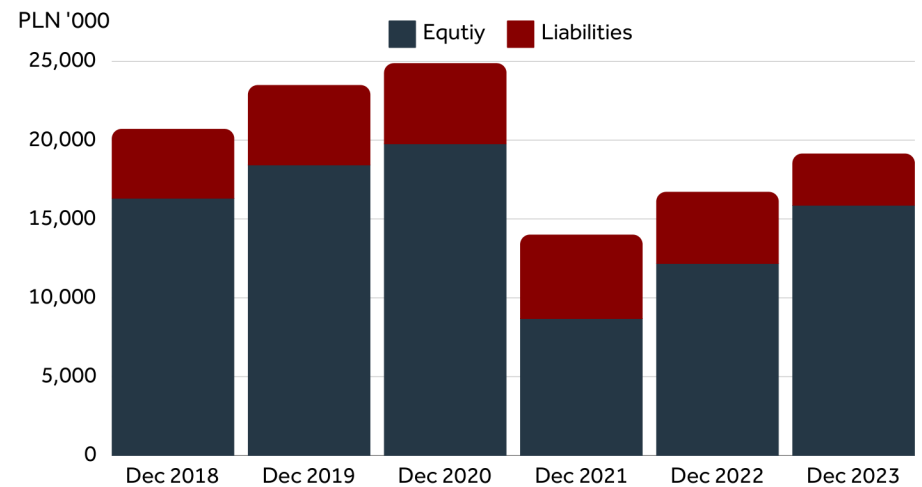
REVENUE & NET RESULT



ASSETS



EQUITY & LIABILITIES



FIN DATA - TABLE

'000 PLN	2020	2021	2022	2023
Revenue	3 160	1 026	4 441	6 267
EBIT*	1 012	(10 821)	2 884	3 590
Net profit	1 327	(11 049)	3 461	3 561

* Operating profit

'000 PLN	31.12.2020	31.12.2021	31.12.2022	31.12.2023
Fixed assets	15 152	13 303	14 373	17 479
Current assets	9 728	705	2 347	1 670
including: cash	918	390	939	672
Assets total	24 880	14 008	16 720	19 149
Equity	19 751	8 702	12 186	15 867
Long-term liabilities	3 629	4 123	2 643	1 966
Short-term liabilities	1 500	1 183	1 891	1 316
including: loans	419	57	550	-
Equity & liabilities total	24 880	14 008	16 720	19 149



CHERRYPICK GAMES

Legal disclaimers

The information contained in this document is current as of the date of its publication and may contain forward-looking statements, in particular those indicated as goals and planned activities, but do not constitute a guarantee or assurance that they will be achieved. The actual results and future operations of Cherrypick Games may differ from the provisions expressed herein.

Informacje zawarte w niniejszym dokumencie są aktualne na dzień jego publikacji i mogą zawierać stwierdzenia dotyczące przyszłości, w szczególności wskazane jako cele oraz planowane działania, jednak nie stanowią gwarancji czy zapewnienia, że zostaną osiągnięte. Faktyczne wyniki, przyszła działalność Cherrypick Games mogą odbiegać od postanowień wyrażonych w niniejszym dokumencie.