

# **CORPORATE PRESENTATION**

**2014**

# ABOUT DIGITAL GAMING

# Digital gaming is everywhere

## Smartphones & Tablets



## Feature phones



## TVs & STBs



## Smartphones, tablets, smart TVs, STBs, smart watches...

- Installed base of **2 billion smartphones and tablets** at the end of 2013
- Rapid growth of the installed base: **1.25 billion smartphones** (+20% YoY) and **340 million tablets** (+40% YoY) are expected to be sold worldwide in 2014 \*
- Rapid growth in gaming on mobile devices

# A fragmented industry



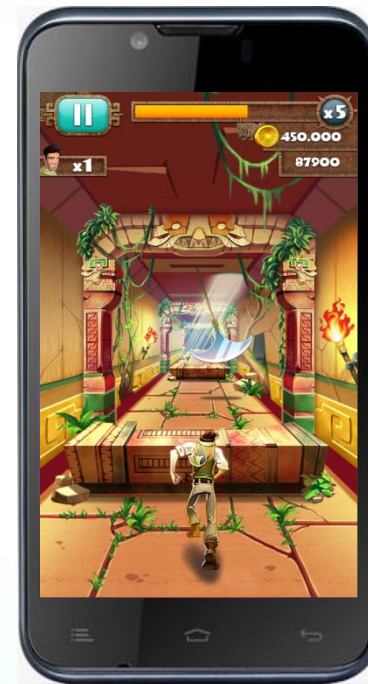
Gameloft develops its games on **4500** smartphone & **350** feature phone models in **15** languages and on multiple operating systems (iOS, Android, WP8, etc.)

# Flood of 50\$-100\$ smartphones & tablets

Green Farm on Yuan Dao Dual Core Android Tablet



Danger Dash on Gionee Dual Core Android Smartphone

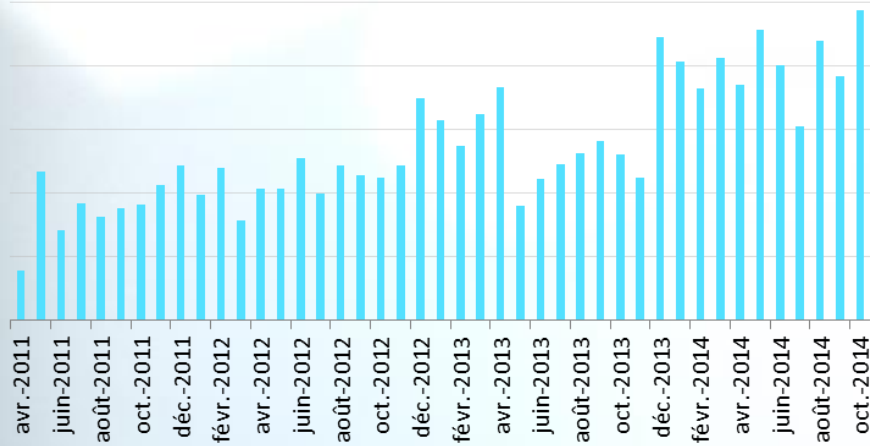


**Average smartphone retail price expected at 297\$ in 2014 vs. 345\$ in 2013\***

\* Source: Consumer Electronic Association – January 2014

# Game services (1/2)

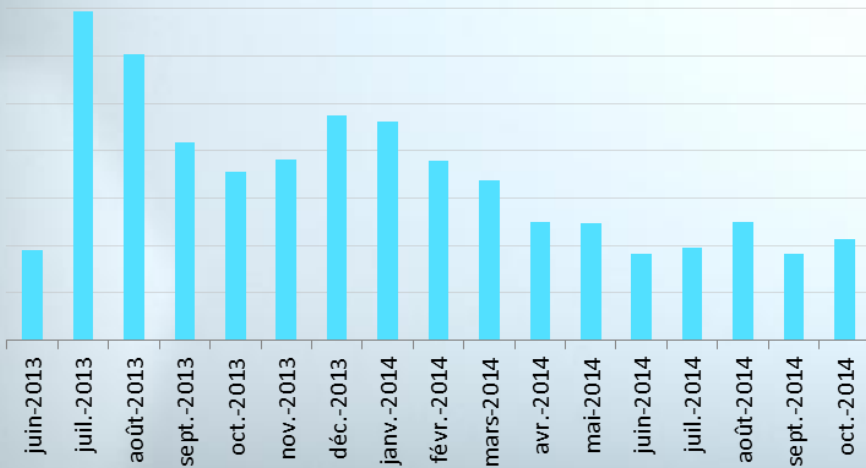
**Order & Chaos online** – monthly sales since launch



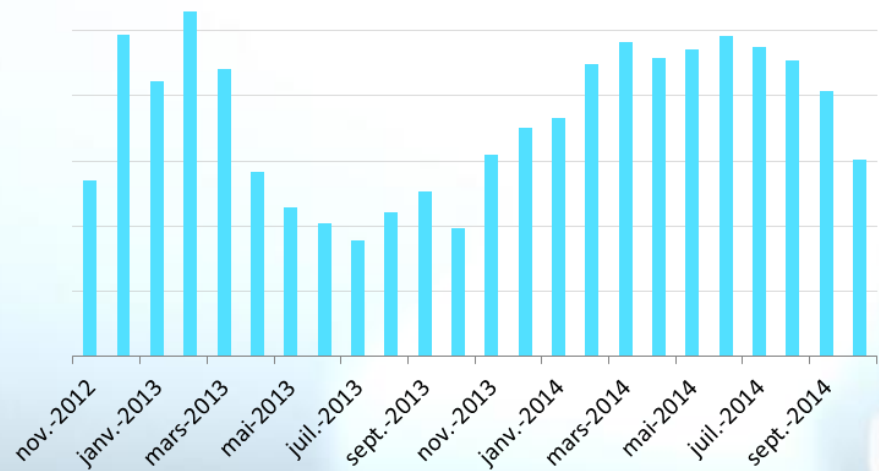
**Uno & Friends** – monthly sales since launch



**Despicable me 2** – monthly sales since launch

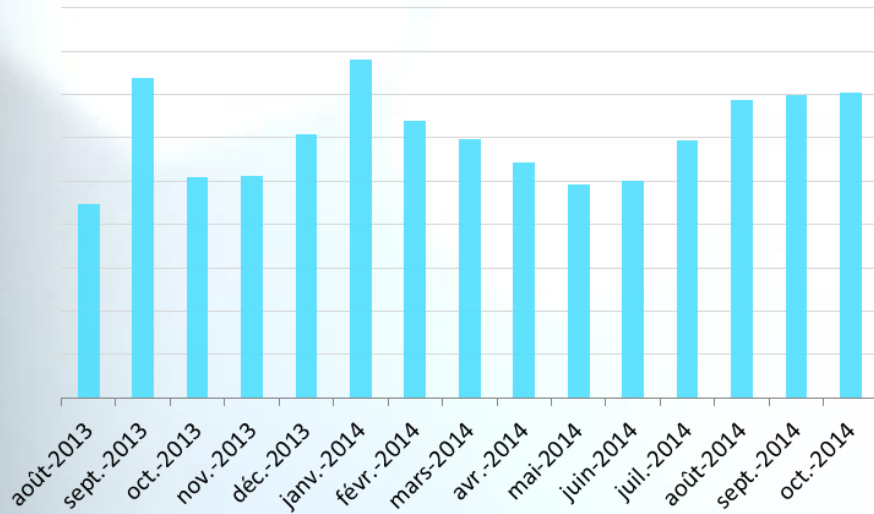


**World at Arms** – monthly sales since launch

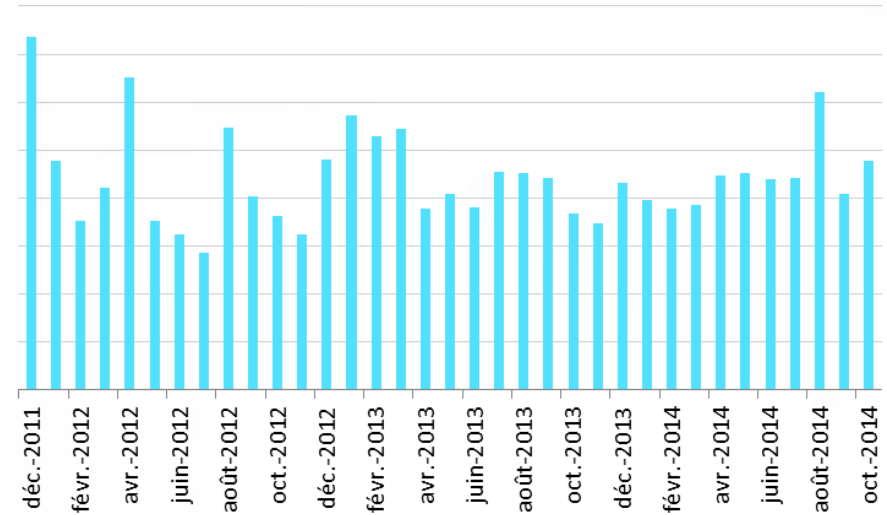


# Game services (2/2)

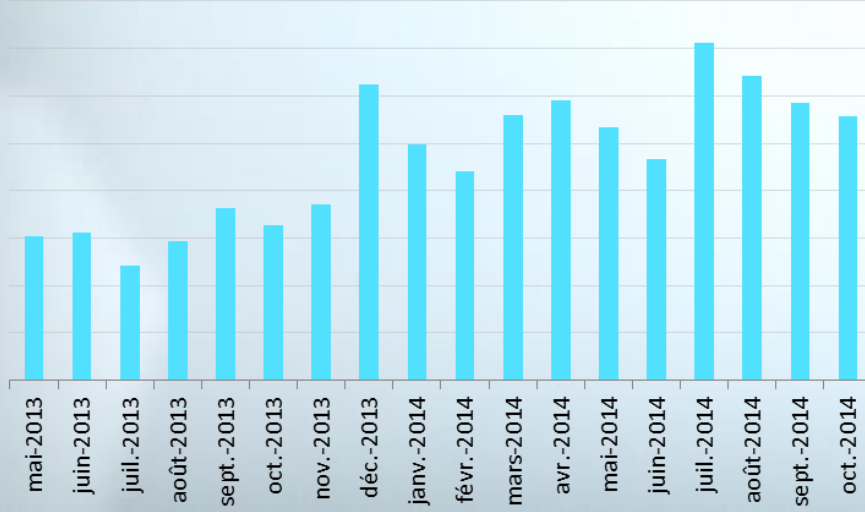
**Asphalt 8** – monthly sales since launch



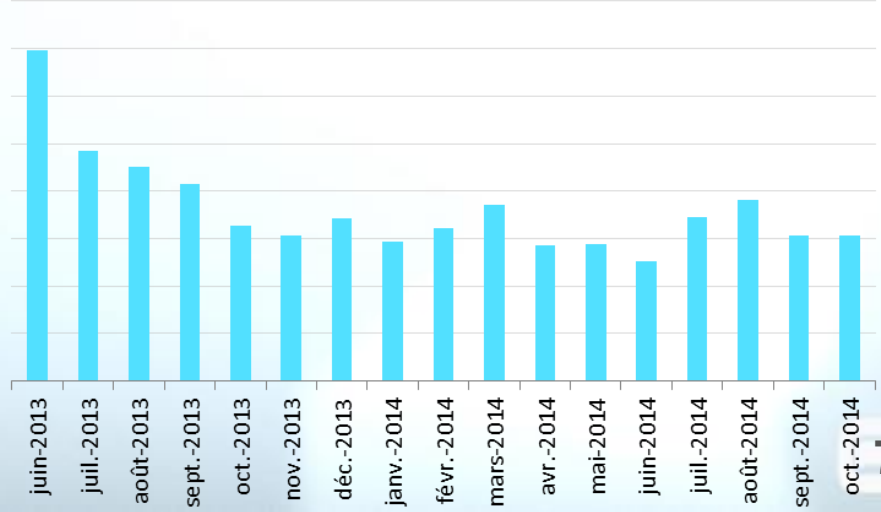
**Six Guns** – monthly sales since launch



**Blitz Brigade** – monthly sales since launch



**Gangstar 4** – monthly sales since launch



# ABOUT GAMELOFT



# Competitive advantages

- All Gameloft games are **developed in-house**. World class product development and deployment on smartphones, feature phones, tablets, smart TVs and set-top boxes. **Quality comes first**.
- Our **27 studios** are spread all over the world in America, Europe and Asia, allowing Gameloft to benefit from **cultural diversity** and competitive development costs.
- Gameloft releases ~15 smartphone and tablet games every year thanks to its **5200 developers**.
- Unique portfolio of **in-house franchises and third party IPs**.
- Unique **worldwide network of sales**, marketing and PR people.
- **Partnerships with all major digital stores and social networks**: App Store, Google Play, Amazon, Microsoft Market Place, etc. and direct agreements including billing agreements with over 200 carriers in more than 80 countries.

# The #1 game catalogue

## Gameloft IPs

WORLD  
AT ARMS

ASPHALT  
AIRBORNE 8

RIVAL  
KNIGHTS

GANGSTAR  
VEGAS

TOTAL  
CONQUEST

DUNGEON  
HUNTER 4

SIX-GUNS

GT.RACING  
THE REAL CAR EXPERIENCE 2

RF 2013  
REAL FOOTBALL

ORDER & CHAOS  
ONLINE

MODERN  
COMBAT 5  
BLACKOUT

## Third party IPs

DESPICABLE  
ME  
MINION RUSH

THE AMAZING  
SPIDER-MAN 2

Littlest  
Pet Shop

UNO  
& FRIENDS

ICE AGE  
ADVENTURES

my LITTLE  
PONY

Cars  
TOUGH GO!

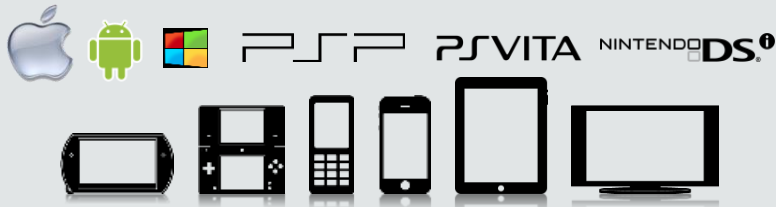
MARVEL  
SPIDER-MAN  
UNLIMITED

IRON MAN 3  
THE OFFICIAL GAME

NFL  
PRO 2014

# Established in-house franchises

A **HUGE SUCCESS** ON  
ALL GAMING PLATFORMS

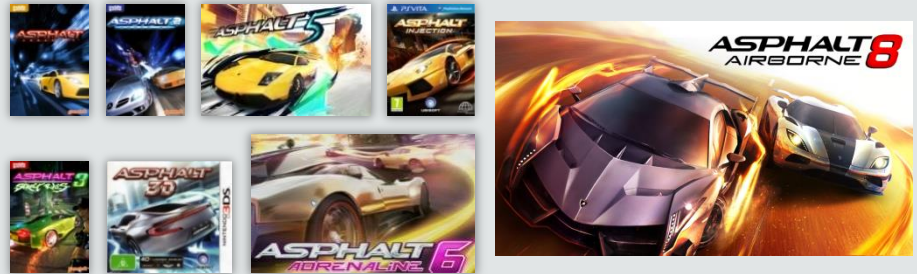


OVER **7.5 MILLION VIEWS**  
FOR ASPHALT VIDEOS

A **HIGHLY FEATURED LICENSE**



OVER **183 MILLION DOWNLOADS**



A LICENSE **PRAISED BY ALL MEDIA** SINCE 2004



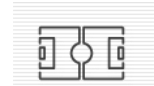
**ASPHALT FUN FACTS**



Asphalt players  
have made  
**950,000** drives  
around Earth



**\$3.2 billion**  
in speeding tickets  
would be given if  
Asphalt users took their  
driving to the streets



**500** stadiums  
would be necessary  
to seat all the players  
of Asphalt

# Top Quality Games Across All Genres



410 Million Downloads!

*"It's a beautiful game, with popping colors and a lot of variety"* -Touch Arcade



BAFTA Kid's Vote Award



Nickelodeon Kid's Choice Award



**MINION RUSH**

## ASPHALT 8 AIRBORNE



*"a brilliantly put together arcade racing package"*  
-Pocket Gamer

**#1 Top Paid**



Asphalt 8: Airborne

5 stars from 4,306 reviews



**#1 Top Free**



Despicable Me: Minion Rush

5 stars from 14,734 reviews

# Massive audience: 1.3 billion installs



ASPHALT  
AIRBORNE 8

94m installs



MARVEL  
SPIDER-MAN  
UNLIMITED

26m installs



DESPICABLE  
ME  
MINION RUSH

410m installs



ICE  
AGE  
VILLAGE

104m installs



ICE AGE  
ADVENTURES

19m installs



RIVAL  
KNIGHTS

11m installs



SIX GUNS

47m installs



WORLD  
AT ARMS

33m installs



Disney · PIXAR  
CARS  
FAST AS  
LIGHTNING

19m installs



DUNGEON  
HUNTER 4

21m installs



BLITZ  
BRIGADE

19m installs



HEROES  
OF  
ORDER & CHAOS

20m installs



RF 2013  
REAL FOOTBALL

33m installs



UNO  
& FRIENDS

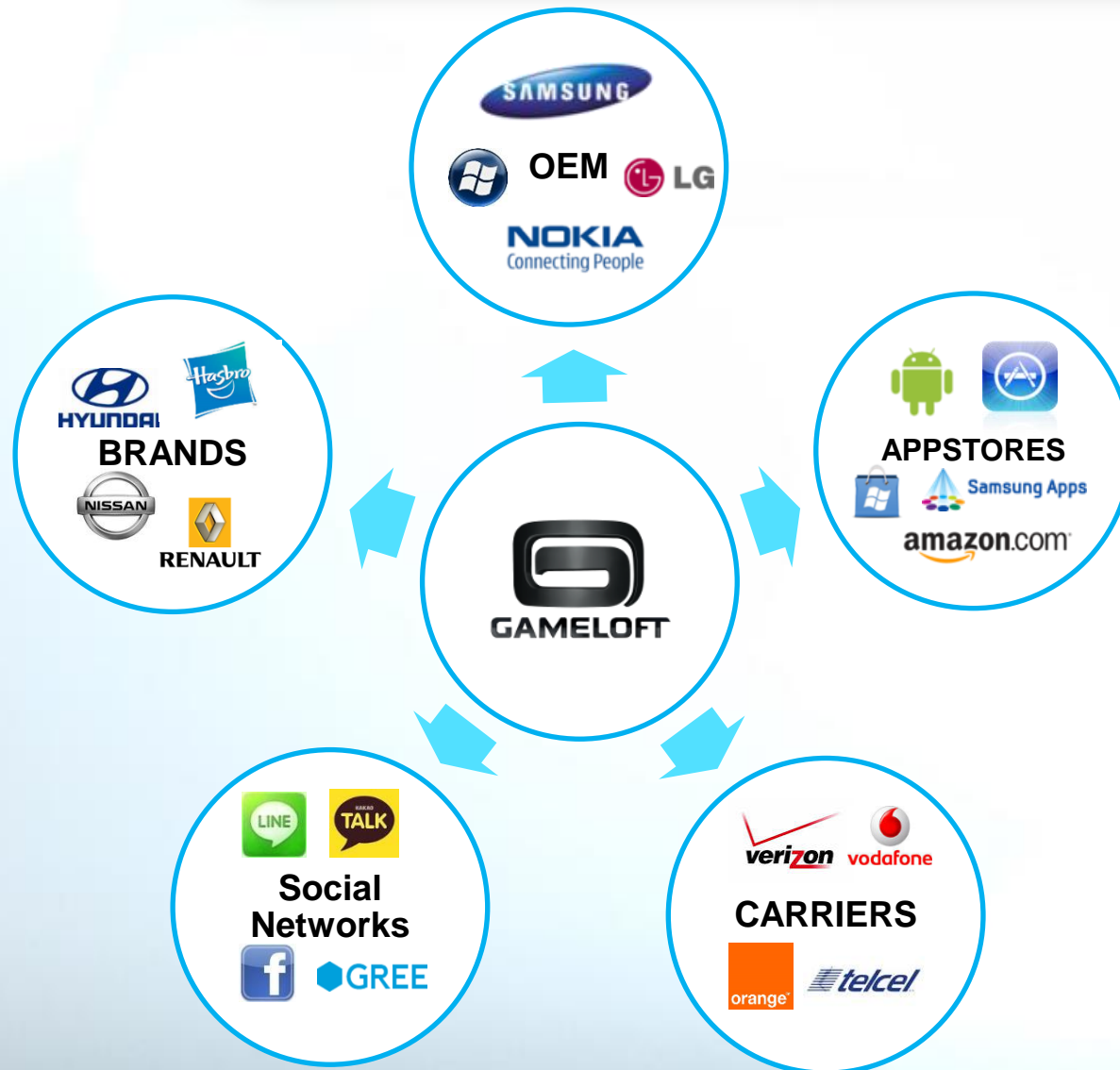
54m installs



my LITTLE  
PONY

34m installs

# The #1 partnership network



# A worldwide marketing network

## Sales & Marketing Teams Around The World



### North America

USA  
Canada

### LatAm

Argentina  
Brazil  
Chile  
Columbia  
Mexico

### Europe

Denmark  
France  
Germany  
Italy  
Russia  
Spain  
Ukraine  
UK

### Asia / Oceania

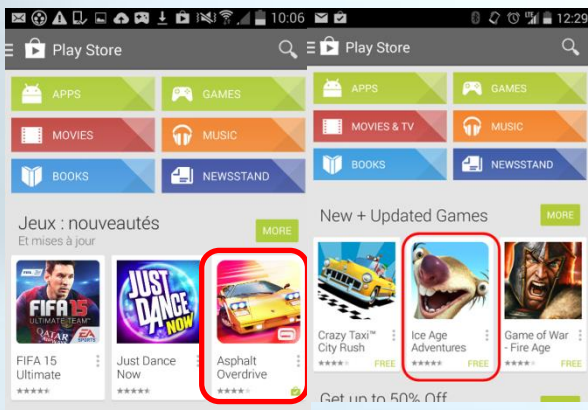
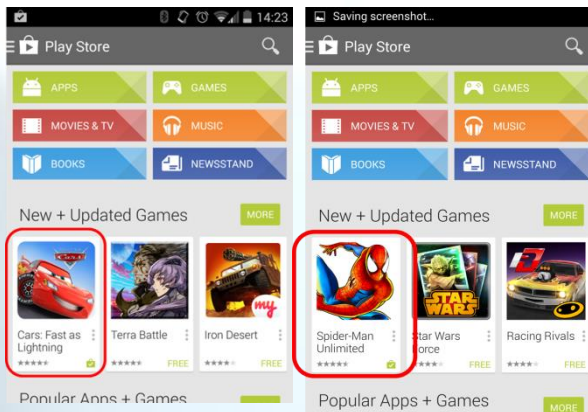
Australia  
China  
India  
Indonesia  
Japan  
Korea  
Malaysia  
Philippines  
Thailand  
Vietnam

### Middle East & Africa

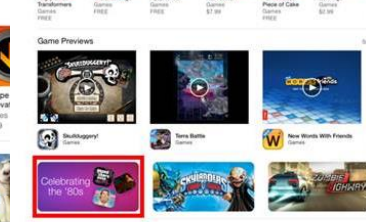
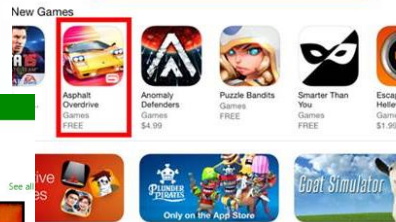
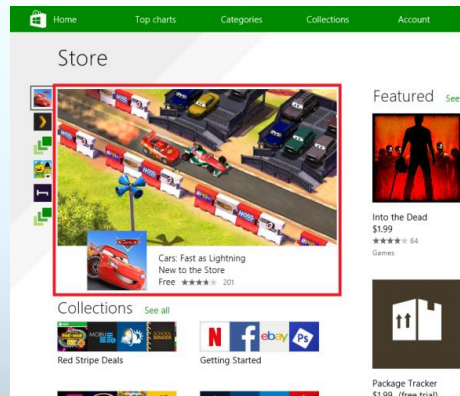
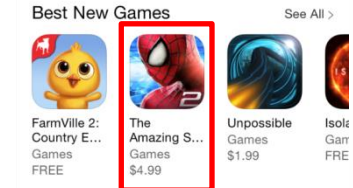
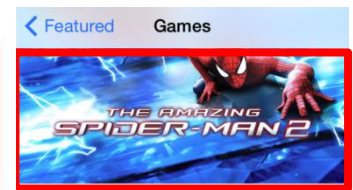
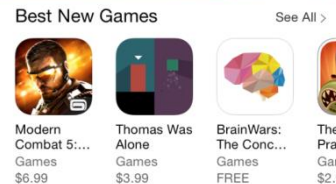
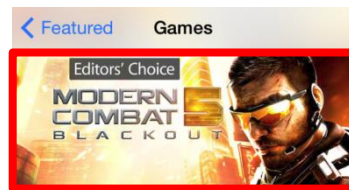
Dubai  
Morocco  
Turkey  
South Africa



# Strong relationship with Apple, Google & others



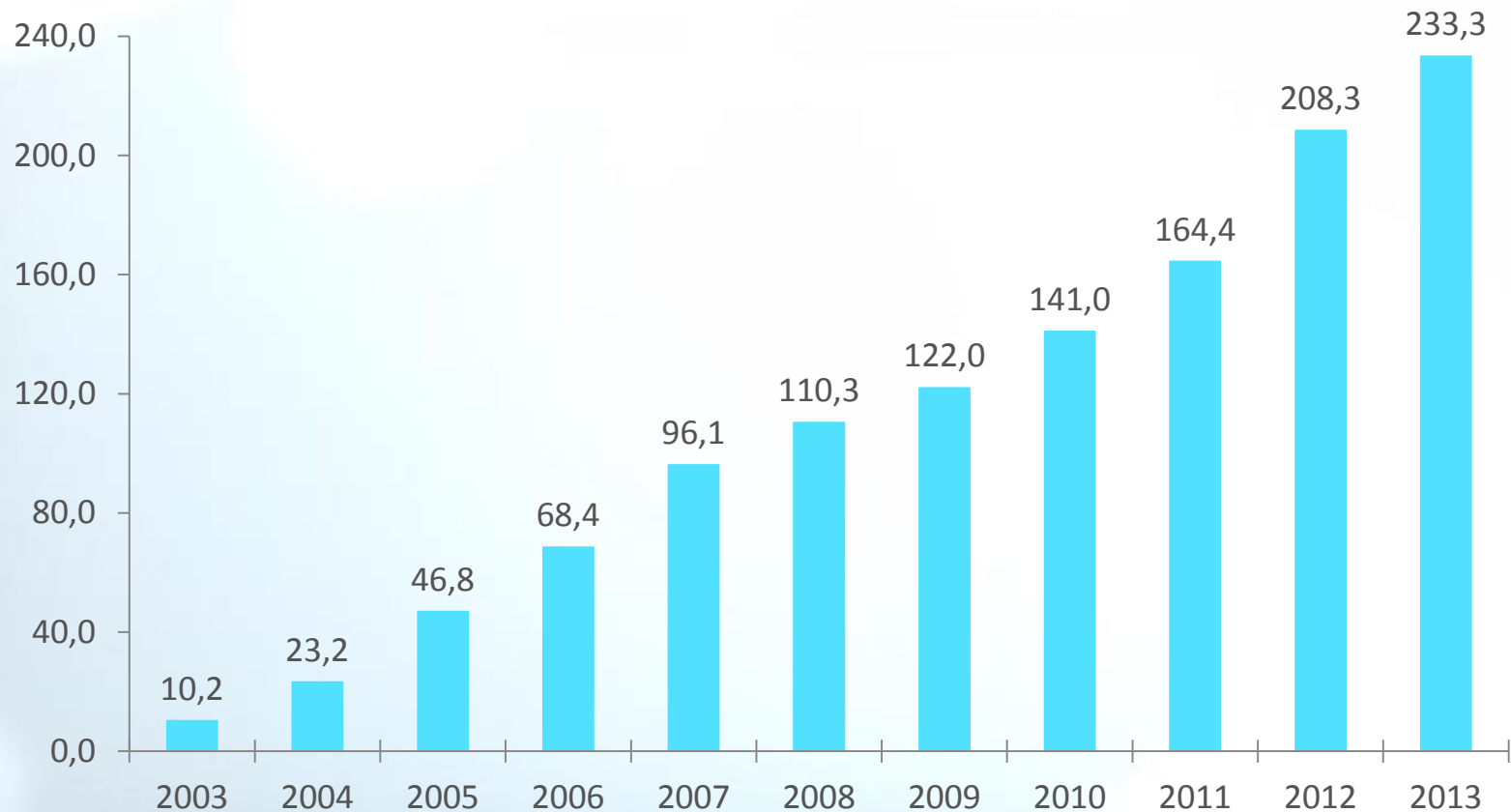
App Store



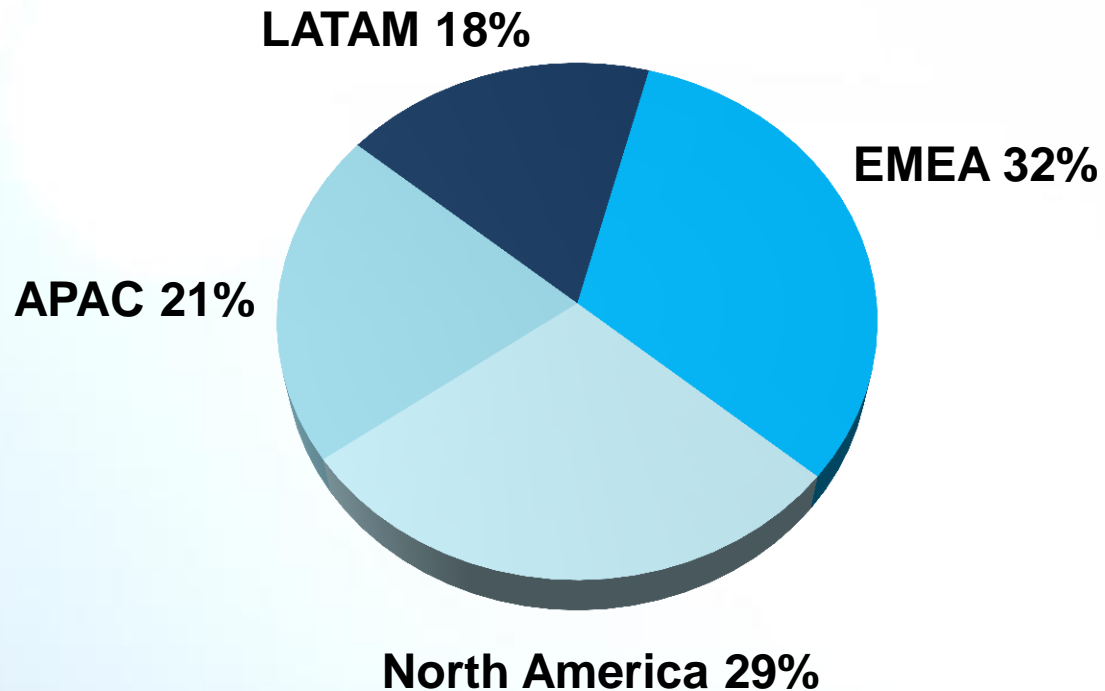
# FINANCIALS

# Rapid and steady organic growth

**Sales (m€) - CAGR 2003-2013 = +37%**

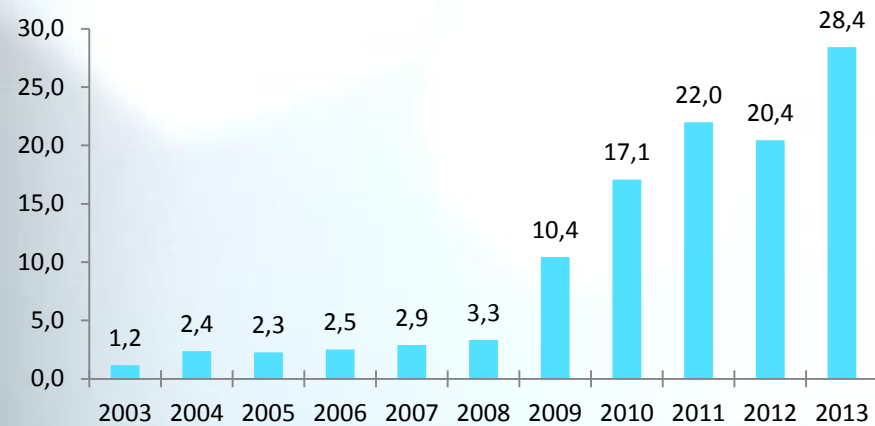


## 9 months 2014 sales per region

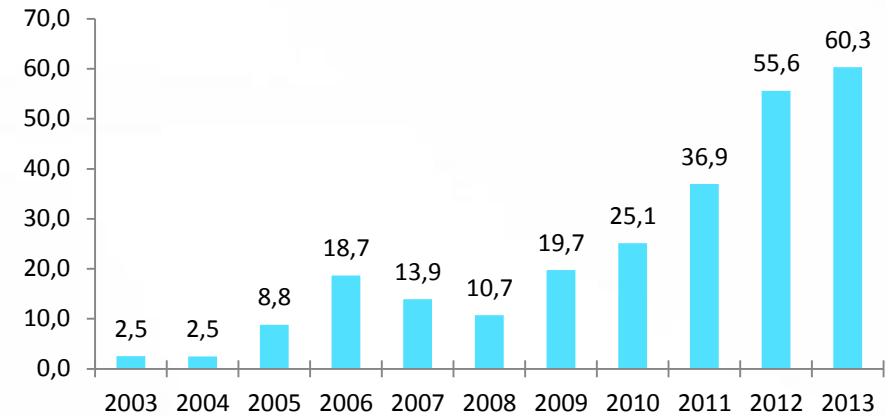


# Key Financial Indicators

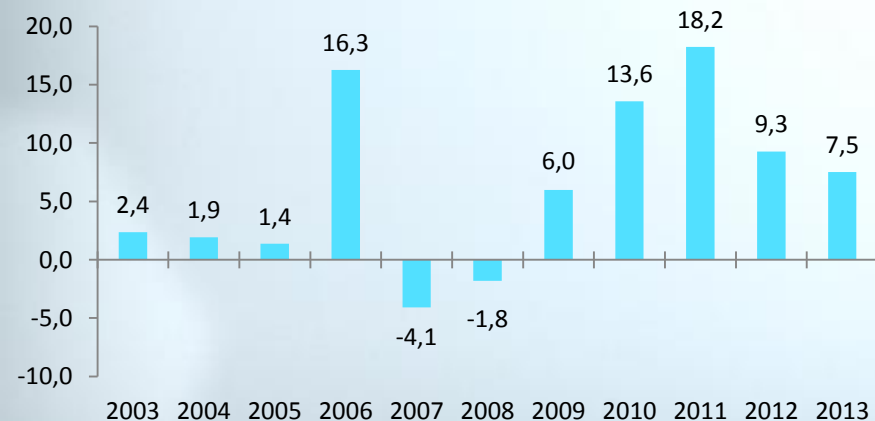
## EBIT (m€)



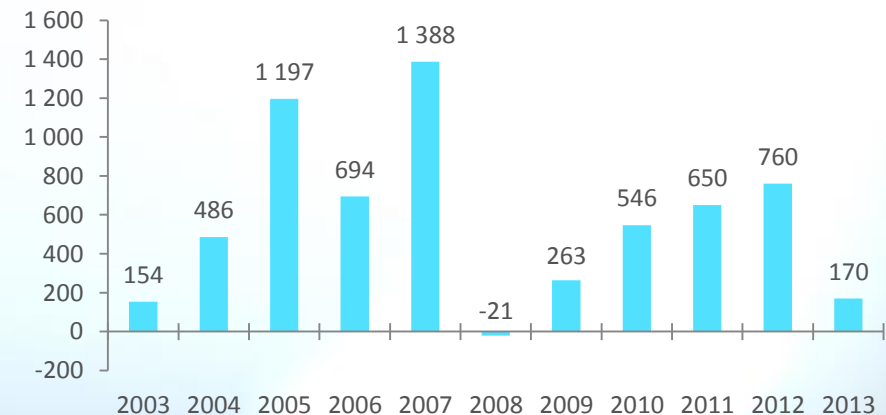
## Net Cash (m€)



## Net Profit (m€)



## Additional headcount



# Profit & Loss Account

M€	H1 2014	% of sales	H1 2013	% of sales
<b>Sales</b>	<b>111,3</b>	<b>100%</b>	<b>109,4</b>	<b>100%</b>
Cost of sales	-19,7	-18%	-19,1	-17%
<b>Gross margin</b>	<b>91,6</b>	<b>82%</b>	<b>90,3</b>	<b>83%</b>
R&D	-56,1	-50%	-51,6	-47%
Sales & Marketing	-20,2	-18%	-17,8	-16%
Administration	-13,2	-12%	-9,2	-8%
Other expenses	-0,5	0%	-0,4	0%
<b>Current operating income</b>	<b>1,6</b>	<b>1%</b>	<b>11,2</b>	<b>10%</b>
Stock-based compensation	-2,0	-2%	-1,7	-2%
Other operating revenues & expenses	-0,2	0%	-1,1	-1%
<b>Operating income</b>	<b>-0,6</b>	<b>-1%</b>	<b>8,4</b>	<b>8%</b>
Net financial income	2,9	3%	-2,7	-2%
<b>Net income before tax</b>	<b>2,3</b>	<b>2%</b>	<b>5,7</b>	<b>5%</b>
Income tax	-2,4	-2%	-3,9	-4%
<b>Net income (group share)</b>	<b>-0,1</b>	<b>0%</b>	<b>1,8</b>	<b>2%</b>

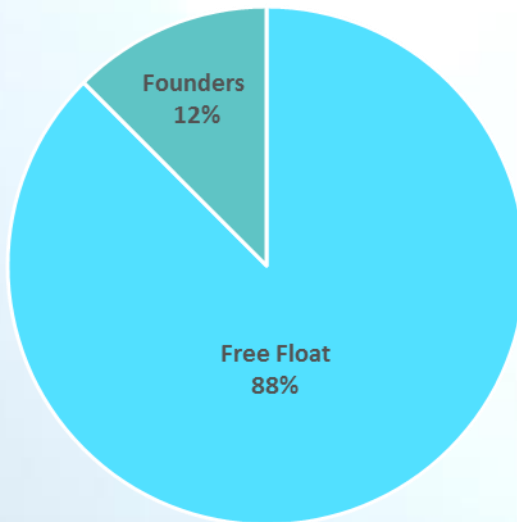
# Balance Sheet

<b>ASSETS (M€)</b>	<b>30/06/14</b>	<b>31/12/13</b>
Intangible assets	8,3	8,1
Tangible assets	21,3	16,4
Non-current financial assets	6,1	6,7
Tax assets	14,0	11,2
<b>Total non-current assets</b>	<b>49,7</b>	<b>42,5</b>
Client receivables	58,3	62,8
Other receivables	23,8	20,6
Cash	59,0	61,8
<b>Total current assets</b>	<b>141,1</b>	<b>145,2</b>
<b>TOTAL</b>	<b>190,7</b>	<b>187,7</b>
<b>LIABILITIES (M€)</b>		
Capital	96,3	92,8
Reserves	43,2	36,0
Net profit	-0,1	7,5
<b>Shareholders' equity</b>	<b>139,4</b>	<b>136,3</b>
Non-current liabilities	6,7	4,3
Current liabilities	44,6	47,1
<b>TOTAL</b>	<b>190,7</b>	<b>187,7</b>

# Cash Flow Statement

M€	H1 2014	H1 2013
Net income	-0,1	1,8
Depreciation & provisions	8,0	7,3
Stock based compensations	2,0	1,7
Deferred tax and others	-2,0	0,2
<b>Operating cash flow before working capital</b>	<b>7,9</b>	<b>11,0</b>
Change in working capital	0,8	2,4
<b>Operating cash flow</b>	<b>8,6</b>	<b>13,4</b>
CAPEX	-9,3	-5,0
License acquisitions	-3,9	-3,2
Others	-1,0	-0,7
<b>Free cash flow</b>	<b>-5,6</b>	<b>4,5</b>
New loan mid-term, long-term	1,4	0,0
Capital increase in relation to stock options	2,9	3,3
Share buy-back	-0,5	-3,7
Effects of exchange rate changes	-0,0	1,0
<b>Change in net cash</b>	<b>-1,8</b>	<b>5,0</b>

# Shareholders Information



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

## Stock market Information

**SBF120 stock, listed on NYSE Euronext Paris**

**Level 1 ADR traded OTC in the US**

**Shares outstanding 85,769,399 (as of 31/10/2014)**

**Sector: Software**

## Identification Codes

**ISIN: FR0000079600**

**Ordinary shares Mnemo: GFT**

**ADR ticker: GLOFY**

## Investor Contact

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**This statement may contain financial data evaluated, information on future projects and transactions and on future economic results/performance. Such valuations are provided for estimation purposes only.**

**They are subject to market risks and uncertainties and may vary significantly with the actual results that shall be published.**

**The financial data evaluated have been presented to the Board of Directors and have not been audited by the Auditors.**

