



2018/2019  
ANNUAL RESULTS

27 JUNE 2019

# WELCOME | MANAGEMENT BOARD

---



**Jürgen GOELDNER**  
CHAIRMAN



**Deborah BELLANGE**  
VICE CHAIRMAN & CFO



**John BERT**  
CHIEF OPERATING OFFICER



**Luc HENINGER**  
PRODUCTION DIRECTOR



**Thomas BARRAU**  
MARKETING DIRECTOR

# HIGH RESULTS | A VERY GOOD PERFORMANCE OVER THE YEAR

1

**SALES REACHED €126M**

**THE €100M ANNUAL THRESHOLD EXCEEDED & NEW €110M OBJECTIVE ALSO CROSSED!**

2

**HIGHER OPERATING INCOME : €14.1M**

3

**AN EXCELLENT « *WHAT'S NEXT* » (APRIL 19) SHOWING EXCITING PERSPECTIVES**



## Table of contents

**1. REMINDER ON FOCUS**  
PERFORMANCE TRACK RECORD

**2. 2018-2019**  
A RECORD YEAR FOR THE GROUP

**3. OUTLOOK**  
GREAT PERSPECTIVES

# FOCUS HOME INTERACTIVE | PARTNERSHIPS WITH MORE EXPERIENCED STUDIOS

2015



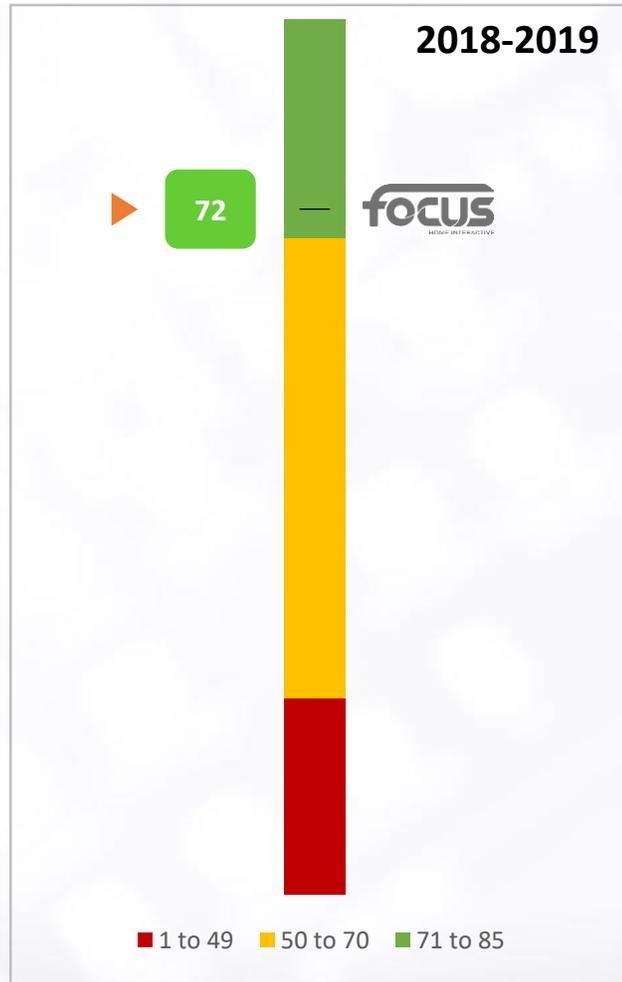
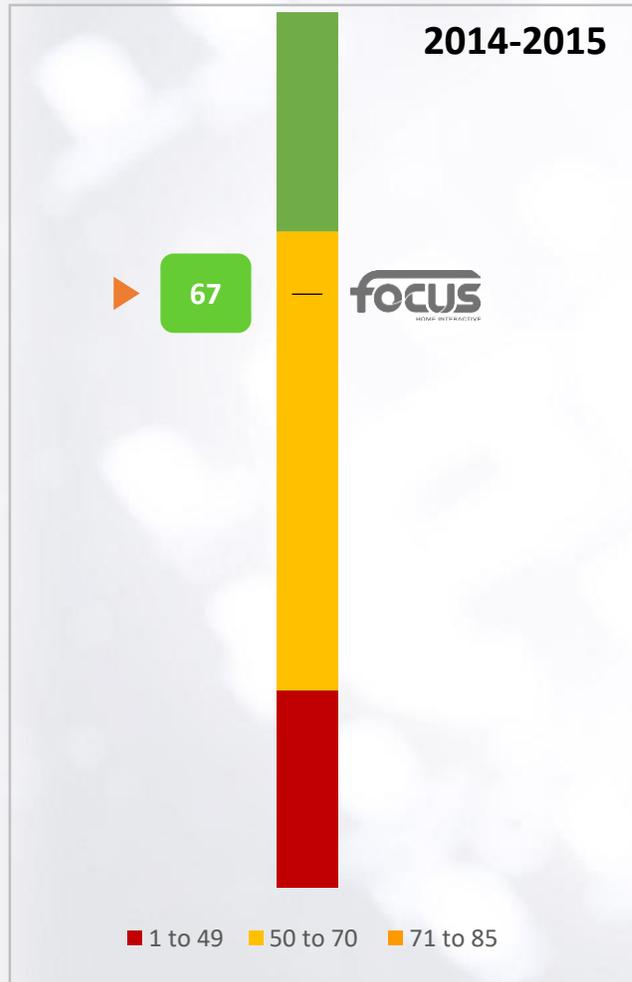
2018



TODAY



# FOCUS HOME INTERACTIVE | UPGRADE OF THE QUALITY OF OUR GAMES



“They’re serving a starving market.” *JIM STERLING REVIEWING “A PLAGUE TALE”*



“Focus Home Interactive has been knocking out of the park with *Vampyr*, *The Surge*, *Call of Cthulhu* and now *A Plague Tale*.”

“They’re an example of what type of service a mid-tier publisher should provide to the game industry.”

# 2018-2019 | FOCUS UNDER THE SPOT-LIGHT

360°  
COMMUNICATION



**REACH MAINSTREAM AUDIENCE**  
Farming Simulator 19 | TV Ad



**EDUCATE PLAYERS**  
World War Z | Dev Diary



**REACH LIFESTYLE AUDIENCE**  
Plague Tale | TV Ad with Sean Bean  
(Game of Thrones, Lord of the Rings...)



**REACH CORE AUDIENCE**  
World War Z | Twitcher Campaign



Sean Bean Reading William Blake is My Kind of PR Stunt

By Rich Stanton on 16 May 2019 at 1:00PM

*“It takes something special to get through the filter, so A Plague Tale: Innocence — take a bow.”*

*“Anyway: good job Focus Home Interactive.”*

# 2018-2019 | COMMUNITY-BASED COMMUNICATION

## FOCUS HOME INTERACTIVE TITLES AMONG MOST WATCHED GAMES DURING KEY COMMUNICATION BEATS



#2 | World War Z | New Releases



#2 | A Plague Tale | New Releases



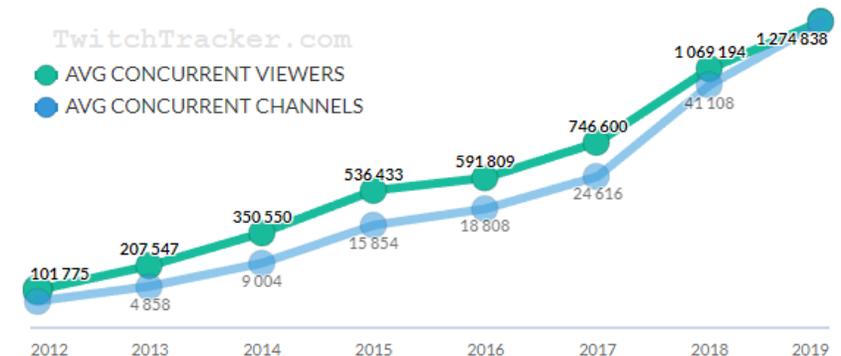
#5 | The Surge | Rising  
During E3 2019!



### TWITCH ACHIEVEMENTS THROUGH THE YEARS

2019	2018	2017
319 BILLION minutes watched this year ▲ 19.3%	560 BILLION minutes watched ▲ 58%	355 BILLION minutes watched ▲ 21.5%
4.2 MILLION monthly streamers* ▲ 24%	3.4 MILLION unique broadcasters every month in average ▲ 70%	2+ MILLION unique monthly broadcasters ▲ 18% from 2015

### TWITCH KEY PERFORMANCE INDICATORS



# 2018-2019 | E3 2019 = MAXIMUM COVERAGE



+4M views on Social Networks



World premiere exclusive on Inside Xbox Live Show



+5M views on Social Networks



E3 2019 LIVE SHOWS



World premiere exclusive IGN Live Show

# 2018-2019 | E3 2019 = MAXIMUM COVERAGE



**MOST WATCHED TRAILERS  
DURING E3 2019  
ON PLAYSTATION USA  
ON YOUTUBE**



PlayStation ✓  
8,752,012 subscribers

1	Dragon Ball Z   2.900k views	7	Crash Team Racing   367k views
2	Final Fantasy 7   1.600k views	8	Cyberpunk 2077   358k views
3	 <b>GreedFall</b>   996k views	9	Minecraft Dungeons   302k views
4	Final Fantasy 9   959k views	10	Elden Ring   300k views
5	Persona 5   839k views	11	 <b>The Surge 2</b>   291k views
6	Final Fantasy 14   518k views	12	Control   248k views



## Table of contents

### **1. REMINDER ON FOCUS**

PERFORMANCE TRACK RECORD

### **2. 2018-2019**

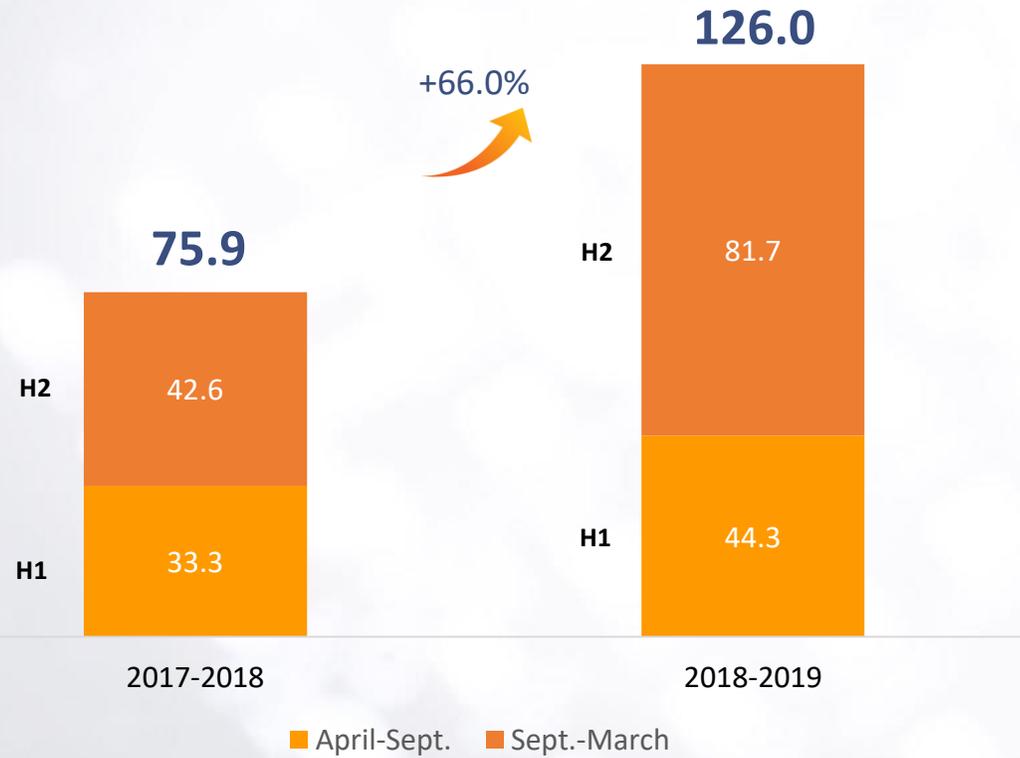
A RECORD YEAR FOR THE GROUP

### **3. OUTLOOK**

GREAT PERSPECTIVES

# REVENUE 2018-19 | RECORD SALES

Revenue (in m€)



## GEOGRAPHICAL SPLIT (%)

INTERNATIONAL REVENUE  
90%

VS

FRANCE  
10%

## CHANNEL SPLIT (%)

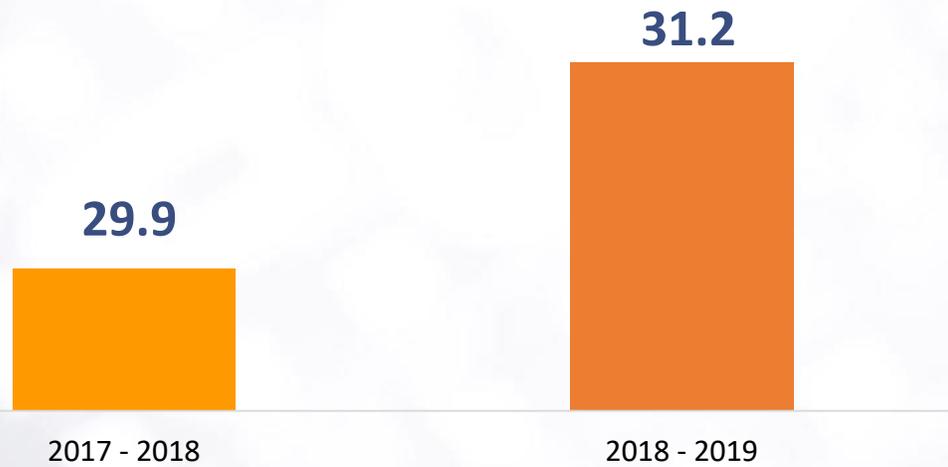
DIGITAL PLATFORM  
66%

VS

RETAIL  
34%

# A STRONG BACK-CATALOG

Back Catalogue Revenue  
In €m



# 2018/2019 | SALES BREAKDOWN

31 MARCH 2019	
GAME	% OF SALES
Farming Simulator 19	35%
Vampyr	18%
Insurgency: Sandstorm	6%
Special Editions & Add-ons	4%
Call of Cthulhu	4%
Other New Titles	8%
Back Catalog <sup>(1)</sup>	25%

31 MARCH 2018	
GAME	% OF SALES
MudRunner	16%
Special Editions & Add-ons	14%
The Surge	12%
Styx 2	5%
Tour de France 2017	3%
Other New Titles	8%
Back Catalog <sup>(1)</sup>	42%

(1) Sales generated by titles released before the fiscal year

# FINANCIAL RESULTS 2018/2019 | GEOGRAPHIC BREAKDOWN



# FINANCIAL RESULTS 2018/2019 | P&L

<b>Profit &amp; Loss in €m</b> <i>Consolidated financial statements under French GAAP</i>	<b>31 March 2019</b> (*) (12 months)	<b>31 March 2018</b> (15 months audited)	<b>31 March 2018</b> (**) (12 months)
<b>Revenue</b>	<b>126.0</b>	<b>89.9</b>	<b>75.9</b>
<i>Studio costs</i>	-73.9	-49.7	-41.1
<i>Manufacturing and ancillary costs</i>	-15.5	-13.0	-10.8
<b>Gross margin</b> % of revenue	<b>36.6</b> 29%	<b>27.2</b> 30%	<b>24.0</b> 32%
<i>Personnel expenses</i>	-8.3	-8.7	-7.2
<i>Other operating costs</i>	-14.2	-9.0	-7.2
<b>Operating income</b> % of revenue	<b>14.1</b> 11%	<b>9.5</b> 11%	<b>9.6</b> 13%
<b>Group net income</b> % of revenue	<b>8.0</b> 6%	<b>6.5</b> 7%	

(\*) The audit procedures have been performed. The reports will be issued after finalization of the procedures required for the purposes of the publication of the annual financial report

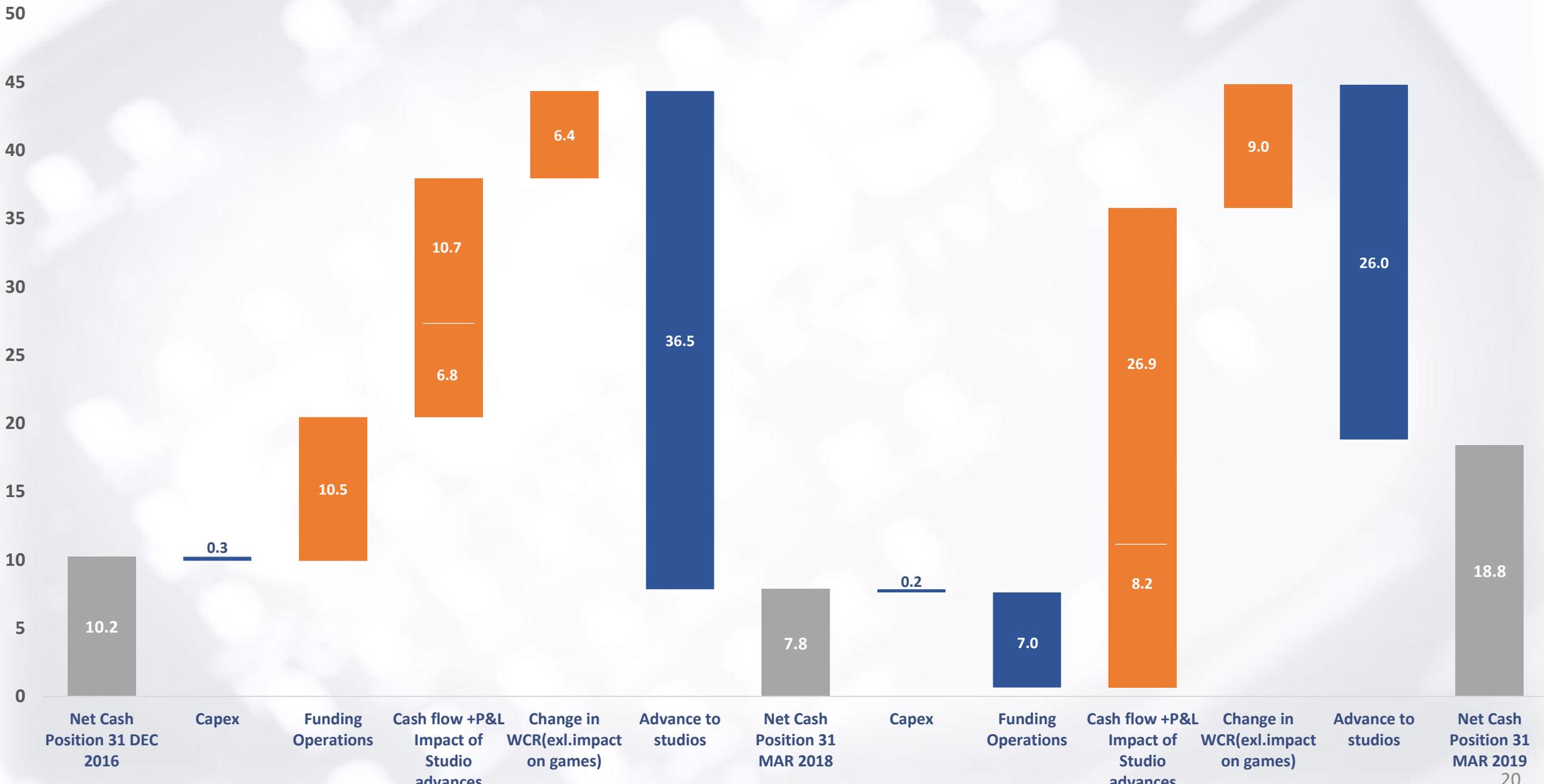
(\*\*) The group changed its fiscal period last year, the financial data as of 31<sup>st</sup> March 2018 is presented over 15 months, for comparison purpose prior year for 12 months covering 1/4/2017 to 31/3/2018 is presented

# FINANCIAL RESULTS H1 2018/2019 | BALANCE SHEET

<b>ASSETS in €m</b> <i>Consolidated financial statements under French GAAP</i>		<b>31 MARCH 19</b> <b>(*)</b>	<b>LIABILITIES in €m</b> <i>Consolidated financial statements under French GAAP</i>		<b>31 MARCH 19</b> <b>(*)</b>
Fixed Assets		0.9	Total Equity		44.6
Inventories and works in progress		1.0	Provisions		0.4
Accounts receivable and related accounts		8.5	Borrowings & financial liabilities		1.1
Other receivables, prepayments and accrued income		40.8	Accounts payable & related accounts		14.6
Cash & short-term investment securities		20.0	Other payables, accruals & deferred income		10.5
<b>Total assets</b>		<b>71.2</b>	<b>Total liabilities</b>		<b>71.2</b>

(\*)The audit procedures have been performed. The reports will be issued after finalization of the procedures required for the purposes of the publication of the annual financial report

# Net Cash Position At 31 March 2019





## Table of contents

### **1. REMINDER ON FOCUS**

PERFORMANCE TRACK RECORD

### **2. 2018-2019**

A RECORD YEAR FOR THE GROUP

### **3. OUTLOOK**

GREAT PERSPECTIVES



WORLD WAR Z

PS4 XBOX ONE



 **16 Billions** Zombies Killed  
**18 Millions** Matches Played  
**702 Millions** Minutes Played

## 2 MILLION COPIES SOLD IN LESS THAN 2 MONTHS



**4.554.215** Hours Watched  
**215.797** Hours Broadcast  
**135.162** Max Viewers  
**44.859** Broadcasters

A graphic titled 'WORLD WAR Z SEASON ONE FREE UPDATES ROADMAP MAY - JUNE - JULY | 2019'. It features logos for PS4, Xbox One, and Epic Games Store. Below the logos are five main update cards: 'NEW TOKYO MISSION' (showing a ship), 'NEW ZOMBIE' (showing a zombie), 'EXTREME DIFFICULTY LEVEL' (showing a red skull), 'NEW MODE' (showing a question mark in a diamond), and 'NEW WEAPONS' (showing crossed swords). Below these are three smaller cards: 'NEW WEAPON VARIANTS' (showing a gun), 'NEW CHARACTER SKINS' (showing colorful splatters), and 'NEW CHARACTER ACCESSORIES' (showing a character's face). At the bottom, it says '#OUTLIVETHEDEAD' and includes logos for Saber and Focus Home Interactive.

LIVE PLAN – SEASON ROADMAP  
RETENTION STRATEGY

A woman and a young child are shown from the chest up, looking forward with serious expressions. The woman has dark hair in a braid and a small mark on her forehead. The child has dark hair and a similar mark. They are surrounded by a large number of dark, rat-like creatures. The background is a bright, hazy light with some faint, dark shapes.

# A PLAGUE TALE

— INNOCENCE —

  XBOX ONE **PC**

# OUTLOOK 2019 | A PLAGUE TALE: INNOCENCE



## A PLAGUE TALE — INNOCENCE —

★★★★☆ 8/10 GAMESPOT	★★★★☆ 9/10 WINDOWS CENTRAL	★★★★★ 10/10 SCREENRANT
	★★★★☆ 9/10 THESIXTHAXIS	★★★★☆ 9/10 GAMEBLOG
★★★★☆ 8/10 EXPRESS	★★★★☆ 9/10 NICHEGAMER	★★★★☆ 8.5/10 DUALSHOCKERS



STEAM® = **94% USER SCORE**



### Metascore

Generally favorable reviews  
based on **21 Critics**

What's this?

**Summary:** A Plague Tale: Innocence offers an adventure supported by an original scenario, with gameplay that blends action, adventure and stealth phases. Follow our protagonists Amicia and her little brother Hugo, both orphans and on the run from the terrifying Inquisition. Our young heroes will also...

[Expand](#) ▾



### User Score

Generally favorable reviews  
based on **131 Ratings**



**Developer:** Asobo Studio  
**Genre(s):** Action Adventure, General  
**# of players:** No Online Multiplayer  
**Cheats:** [On GameFAQs](#)  
**Rating:** M  
[More Details and Credits](#) »



# THE SURGE 2

PS4 XBOX ONE PC



# GREED FALL

PS4 XBOX ONE PC



MUD-RUNNER 2



MUD-RUNNER 2



# MUD-RUNNER 2

# OUTLOOK 2019 | HIT RELEASES ON NEW PLATFORMS

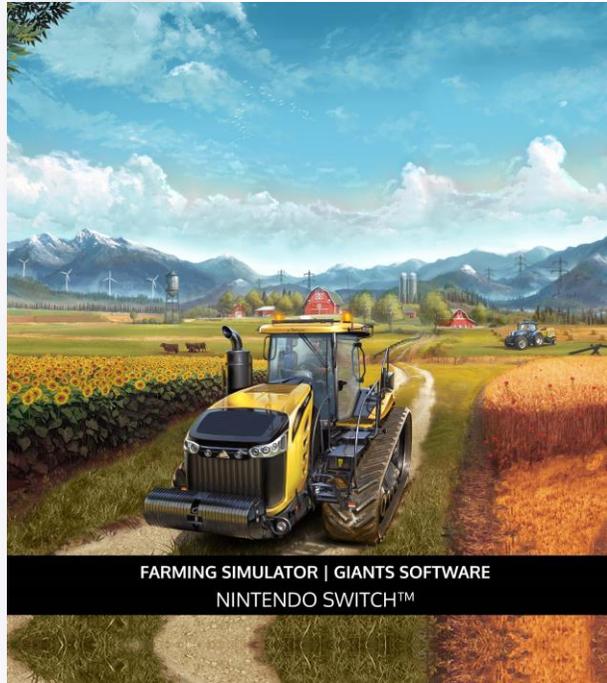


COMING TO PLAYSTATION 4 & XBOX ONE



EXPANSION COMING TO ALL PLATFORMS

# OUTLOOK 2019 | HIT RELEASES ON NEW PLATFORMS



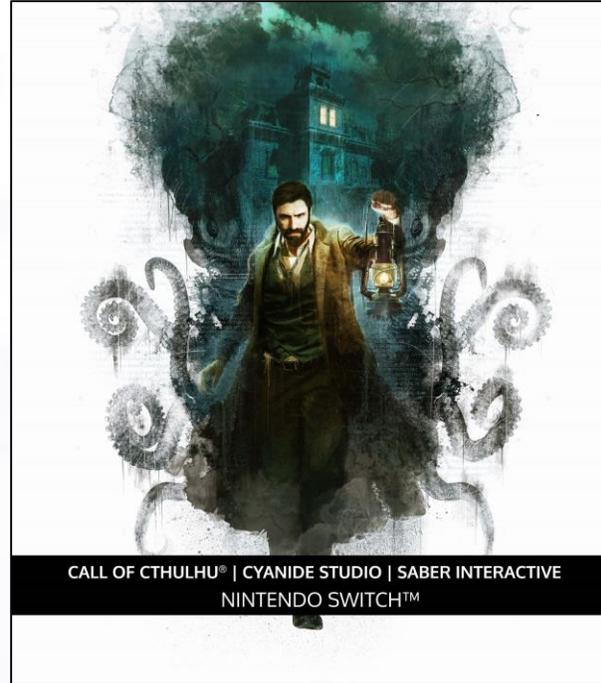
FARMING SIMULATOR | GIANTS SOFTWARE  
NINTENDO SWITCH™

COMING TO NINTENDO SWITCH



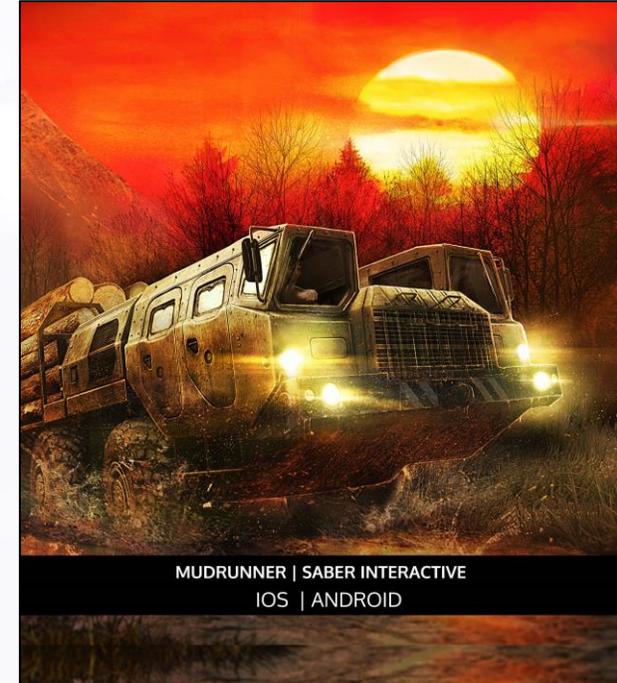
VAMPYR | DONTNOD ENTERTAINMENT | SABER INTERACTIVE  
NINTENDO SWITCH™

COMING TO NINTENDO SWITCH



CALL OF CTHULHU® | CYANIDE STUDIO | SABER INTERACTIVE  
NINTENDO SWITCH™

COMING TO NINTENDO SWITCH



MUDRUNNER | SABER INTERACTIVE  
IOS | ANDROID

COMING TO MOBILE

# WHAT'S NEXT

BY **focus**  
HOME INTERACTIVE

2019

# COLLABORATION CONTINUES WITH OUR PARTNER STUDIOS

## DONTNOD



## DECK13



## ASOBO



## SABER INTERACTIVE



ENDURE.  
ADAPT.  
OUTRUN.



## PASSTECH



## STREUMON



focus  
X  
DONTNOD

focus  
X  
DECK13

focus  
X  
ASOBO

focus  
X  
SABER INTERACTIVE

focus  
X  
SABER

focus  
X  
PASSTECH

focus  
X  
STREUMON

# PARTNERSHIPS WITH NEW, TALENTED STUDIOS

## SUMO DIGITAL



## LIMESTONE GAMES



## LIGHTBULB CREW



## GASKET GAMES



## CHAOSIUM



COMING SOON

CO-OPERATE.  
OUTWIT.  
RECLAIM.



# SUMO DIGITAL

WORLD-CLASS, AWARD-WINNING DEVELOPER

AAA EXPERTISE WITH SONY, MICROSOFT, AND DISNEY

DARK AND UNCOMPROMISING MULTIPLAYER TITLE

BURN.  
REBEL.  
DESTROY.

# LIMESTONE GAMES

RISING INDEPENDANT STUDIO

ASTONISHING ART AND GAMEPLAY

HARDCORE ACTION AT ITS BEST



AWAKE.  
REMEMBER.  
LEAD.



# LIGHTBULB CREW

FRANCO-SWEDISH TEAM BASED IN PARIS

INCREDIBLE ART STYLE

NEVER-BEFORE-SEEN EXPERIENCE



RISE.  
INVADE.  
CONQUER.

# GASKET GAMES

INDUSTRY VETS FROM RELIC AND BLACKBIRD

OVER 15 YEARS OF STRATEGY GAME EXPERTISE

GROUND-BREAKING WARHAMMER TITLE



# 2019-20 | RELEASE SCHEDULE

GAMES	STUDIOS	RELEASE (Calendar)
GreedFall	Spiders	10/09/2019
The Surge 2	Deck13	24/09/2019
Call of Cthulhu Switch	Cyanide/Saber	October 2019
Vampyr Switch	Dontnod/Saber	October 2019
Farming Simulator 19 Platinum	Giants	October 2019
Farming Simulator Switch	Giants	December 2019
MudRunner Mobile	Saber	December 2019
The Surge 2 – Story DLC	Deck13	Q1 2020
MudRunner 2	Saber	Q1 2020
Insurgency: Sandstorm (PS4/X1)	NWI	Q1 2020
New Project	PassTech Games	Q1 2020 (Early Access)
The Architect	Enodo Games	Q1 2020 (Early Access)

NEW  
GUIDANCE

AT END MARCH 2022

**REVENUE**

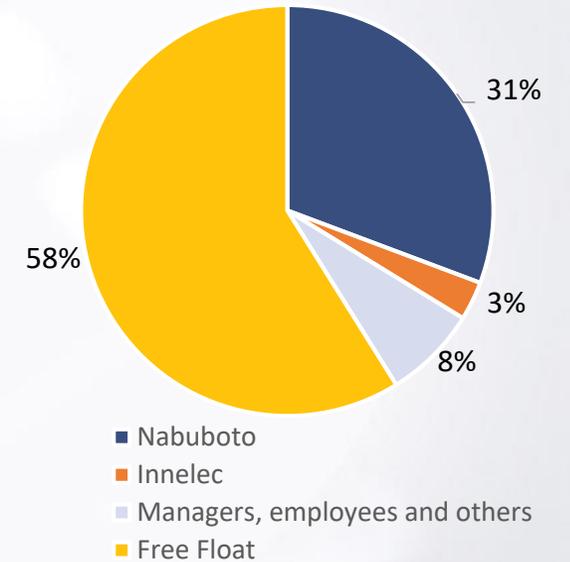
**€150 – 200 MILLION**

# COMPANY | SHARE PRICE AND CAPITAL BREAKDOWN

SHARE PRICE PERFORMANCE  
(FROM JANUARY 2 2017 TO JUNE 25 2019)



CAPITAL ALLOCATION  
ON MAY 31, 2019



**Buy Back Program 2,6%**  
November 2018

**Proposed dividend**  
€0.3/Share

# UPCOMING EVENTS

**Q1 Sales 2019-20**

25 July 2019

**General Assembly**

24 September 2019