



GROWTH STRATEGY

2023 – 2027

BLOOBER TEAM IN 2027

**THE WORLD'S LEADING
HORROR HOUSE**

9 Years Ago...

**WE FAILED.
BIG TIME.**

Basement Crawl

 **metacritic 27/100**



...and Today We Are Here

“Bloober Team made a significant impact on the horror genre (...) they’ve become one of the hottest horror game studios around”

— Rely On Horror

“Bloober Team are perfect for Silent Hill”

— Games Reviews

“The studio has made a name for itself in horror games”

— ScreenRant





**HOW DID
WE ACHIEVE IT?**

(2008 - 2014)

BLOOBER TEAM 1.0

- ✘ NO SPECIFIC STRATEGY
- ✘ NO STUDIO SPECIALIZATION
- ✘ SIMPLY FOLLOWING THE INVESTORS' EXPECTATIONS
- ✘ A SMALL, INEXPERIENCED TEAM
- ✘ MANY WORK-FOR-HIRE PROJECTS

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bloober
t e a m



(2015 - 2023)

BLOOBER TEAM 2.0

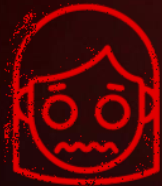
NEW FOCUS:

PSYCHOLOGICAL HORROR

OUR DNA



**VIDEO
GAMES**



FEAR



**MIND-BOGGLING
STORIES**



**MORAL
DILEMMAS**

A close-up, high-contrast photograph of a person's face, focusing on their intense, green eyes. The lighting is dramatic, with deep shadows and bright highlights on the eyes and hair. The person's hair is dark and slightly messy. The overall mood is mysterious and unsettling.

MORAL DILEMMA

CATHARSIS 2.0

HIDDEN HORROR

LAYERS
OF FEAR

THE FIRST BREAKTHROUGH



PERFECTING THE HIDDEN HORROR FORMULA



>OBSERVER_



LAYERS
OF FEAR



Windows PC

BOX
BLAIR
WITCH



THE
MEDIUM



— HORROR REIMAGINED —

LAYERS OF FEAR

THE **CROWNING** WORK
FOR THE FRANCHISE
and **BLOOPER TEAM 2.0** ERA



NOW A NEW ERA BEGINS

BLOOBER TEAM 3.0



BLOOBER TEAM 2.0

(2015 - 2023)



BLOOBER TEAM 1.0

(2008 - 2014)

WE STAY FAITHFUL TO OUR DNA

**OUR GAMES USE FEAR
TO HELP YOU COPE
WITH REAL-LIFE ANXIETY**



STRATEGY PILLARS



**PSYCHOLOGICAL
SURVIVAL HORRORS**



**EXPANSION THROUGH
COLLABORATION**



**THE TEAM'S
CREATIVE FREEDOM**



Strategy Pillar
PSYCHOLOGICAL SURVIVAL HORRORS

PSYCHOLOGICAL SURVIVAL HORRORS

Games **in** the AAA scope

#Horror #Thriller #Action #BlooberDNA



Psychological Horror Sales Ceiling
~2 million copies

Horror + Action Sales Potential
~10 million copies

**LONG TERM
PLANNING**

**OUR
GOLDEN
FORMULA**

**QUALITY
COMES FIRST**

**BRAND
FOR DECADES**

*“Bloober Team are
perfect for Silent Hill”*

— Games Reviews

SILENT HILL 2

KONAMI

PROJECT C

SURVIVAL HORROR WITH OUR OWN IP



&



bloober
team



Strategy Pillar
EXPANSION THROUGH COLLABORATION

PARTNERSHIPS WITH INDUSTRY LEADERS

as a strategic step to our long-term goal



**PARTNERS &
CO-DEVELOPERS**



**COMPATIBLE WITH OUR
DNA AND WORK CULTURE**



**COMPLEMENT US
WITH THEIR EXPERTISE**



**PROVEN
“ON THE BATTLEFIELD”**



KONAMI

JAPANESE CULTURE & ART OF GAME DESIGN



THE ART OF PUBLISHING & COLLABORATION



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REBOOT HUMANITY

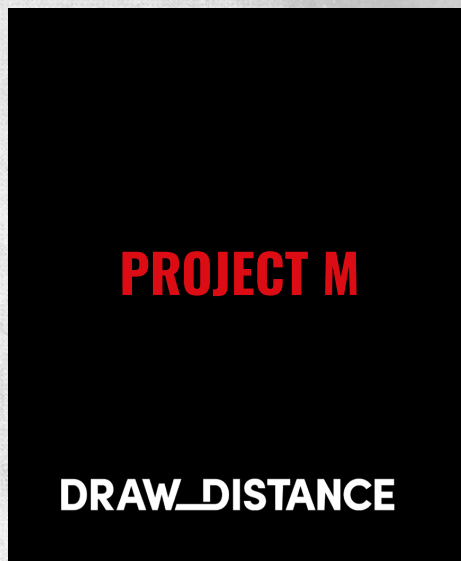
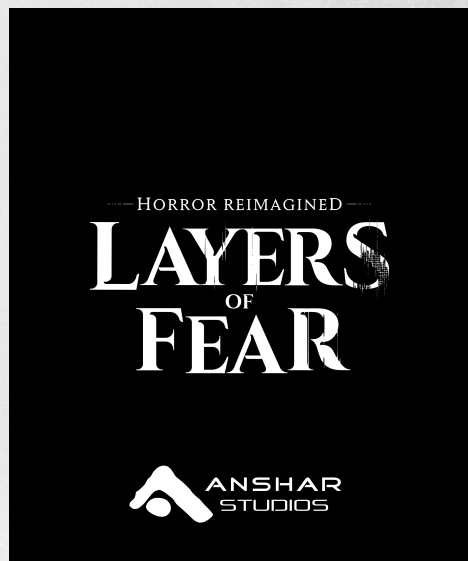




Tencent 腾讯

**R&D, KNOW-HOW,
PARTNERS NETWORK**

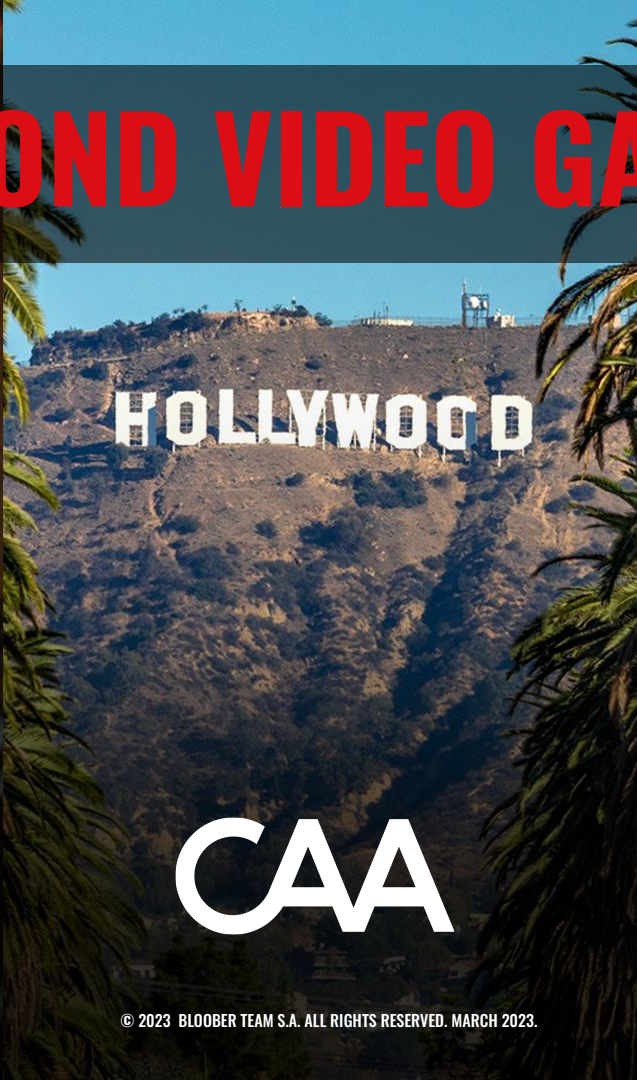
COLLABORATION TITLES



BEYOND VIDEO GAMES



PLATIGE IMAGE



HOLLYWOOD




CAA

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Obstacle, fire.

To go through this room, you have to:

Throw  Success is 2x  or 1x .

*If failed            *

Coming Soon: **NEW CO-DEVELOPMENT LABEL**



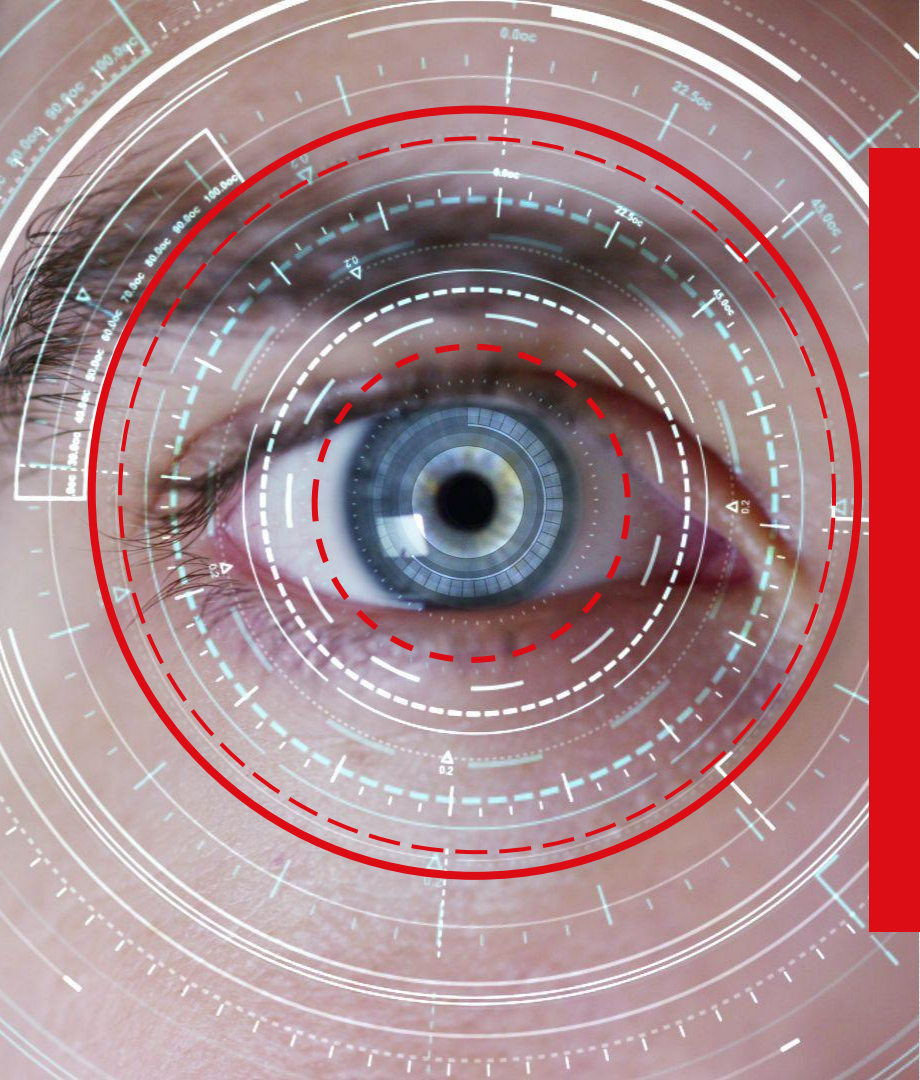
**Games that keep
Bloober Team's DNA
and quality**



**Lead by our
core creative
team**



**Scale depending
on the project
and partner**



**INTERNAL R&D
DEPARTMENT**

**TO KEEP US
THREE STEPS
AHEAD**



Strategy Pillar
THE TEAM'S CREATIVE FREEDOM



**LEADERS NEED
UNSTOPPABLE
TALENTS**





**NEARLY 230
MEMBERS**



A PLACE PEOPLE WANT TO WORK AT



GOAL

topics important to the team makes every project a personal project



TOOLS

investing in our employees ensures a stable and long-term growth



TRUST

creative freedom brings quality and attracts new talents



TALENTS NEED ROOM TO BLOOM

Fabryczna Park

- New modern headquarter
- Our Own Motion Capture Studio
- Dedicated Audio Studio



COMING

NEW WARSAW OFFICE



● WROCLAW



● WARSZAWA



● KRAKÓW

COMING

LOS ANGELES

office - 2nd half of 2023



INDEPENDENCE BASED ON FINANCIAL FREEDOM



ROADMAP 2023-2027

INTERNAL PROJECTS

SILENT HILL 2

PROJECT C

PROJECT G
concept stage

PROJECT H
planned

IN COLLABORATION

LAYERS OF FEAR

PROJECT M

PROJECT F

BEYOND VIDEO GAMES

**THE MEDIUM
TV SHOW**

**THE MEDIUM
BOARD GAME**

**LAYERS OF FEAR
MOVIE**

Other projects TBA

**THE
WORLD'S
LEADING HORROR
HOUSE**

THANK YOU



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