

Aream & Co. | Gaming CEO Survey

CONDUCTED IN DECEMBER 2024

MARKET OUTLOOK:

How optimistic are you about the evolution of consumer spending on gaming in 2025?

MORE OPTIMISTIC

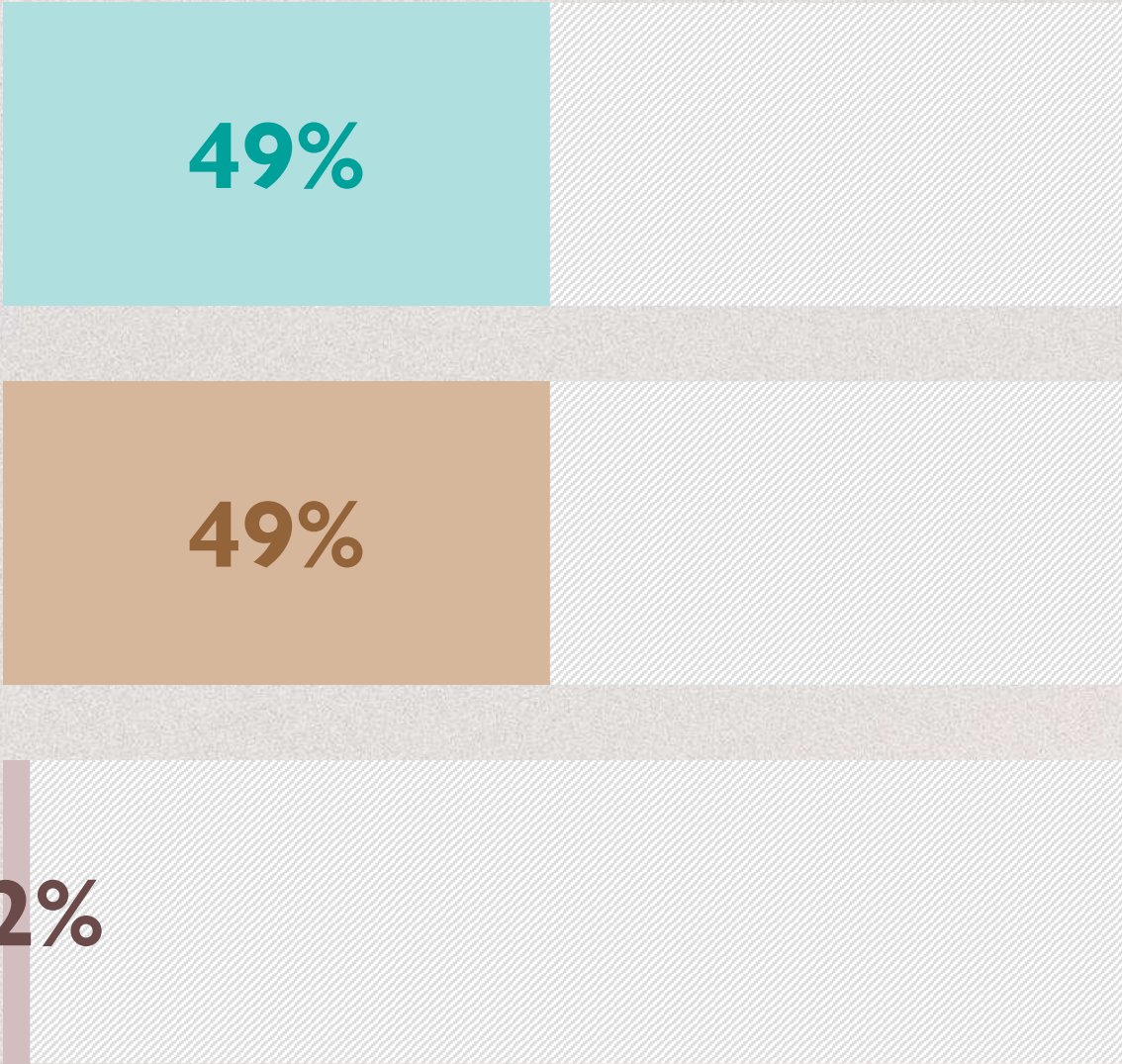
49%

ABOUT THE SAME

49%

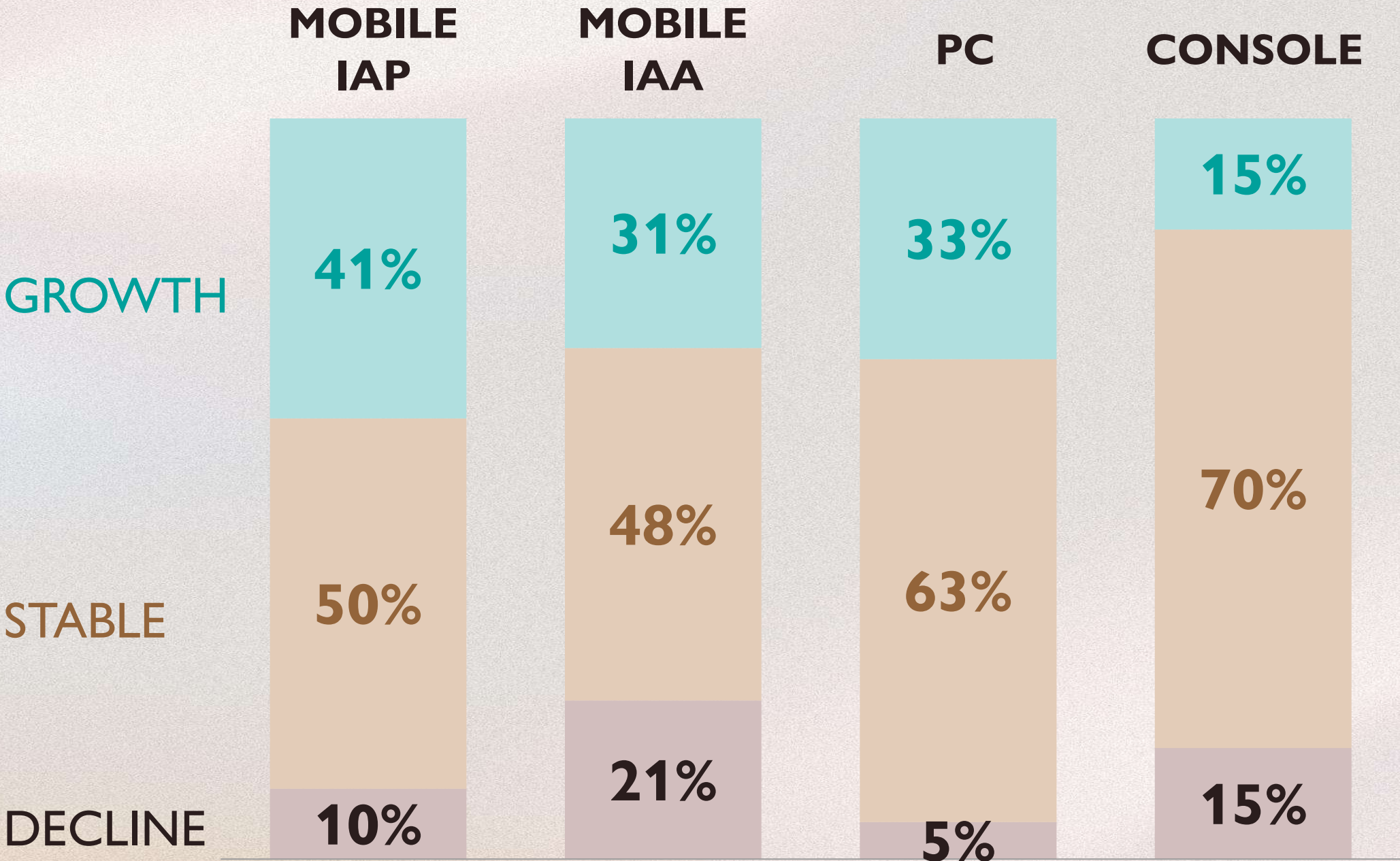
LESS OPTIMISTIC

2%



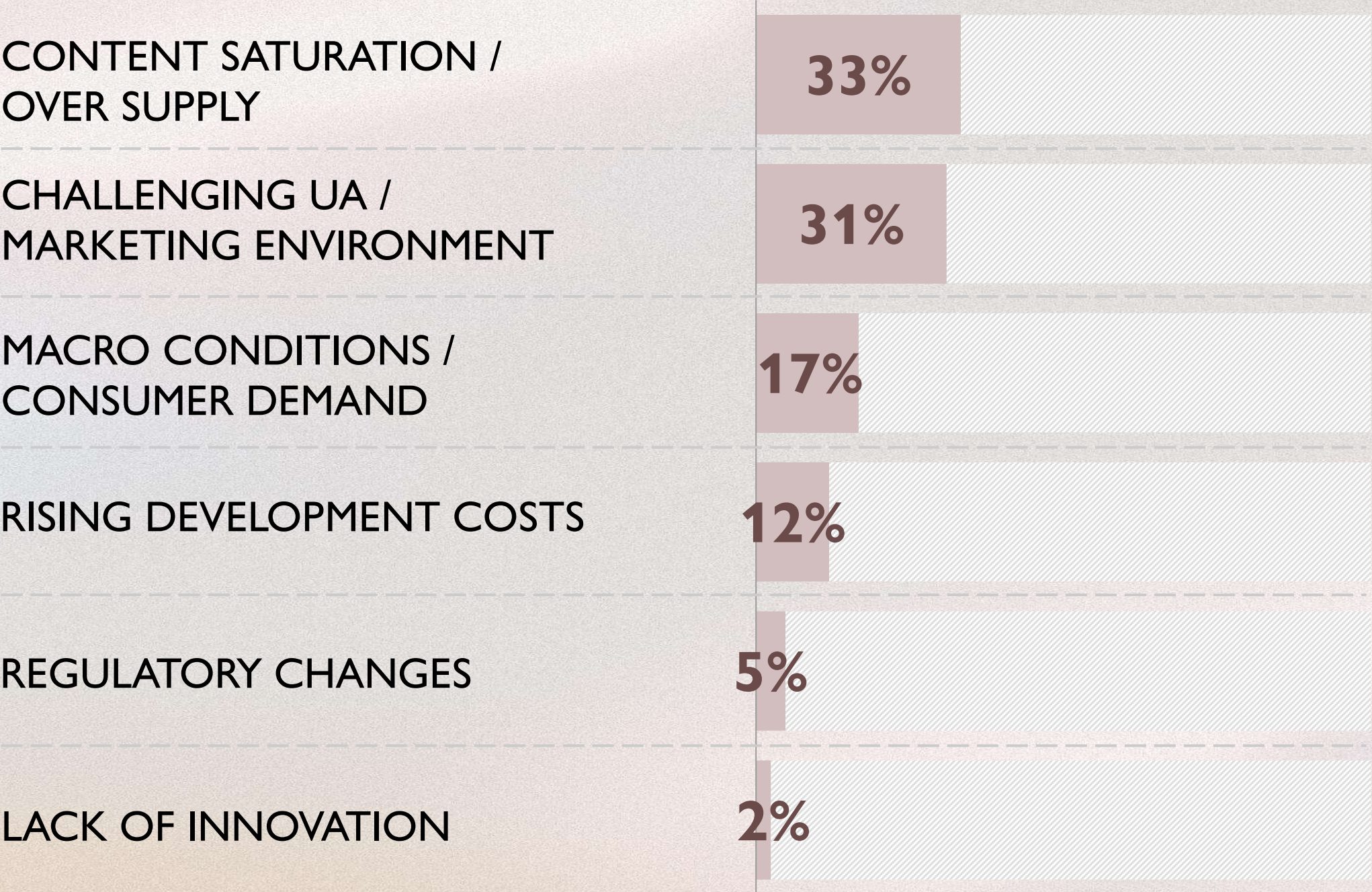
MARKET OUTLOOK:

What is your outlook on the overall 2025 market growth across the following gaming segments?



MARKET OUTLOOK:

What is the biggest concern you have for the gaming industry heading into 2025?



COMPANY OUTLOOK:

Are you planning to start development of more games in 2025 vs. 2024?

MORE NEW GAMES

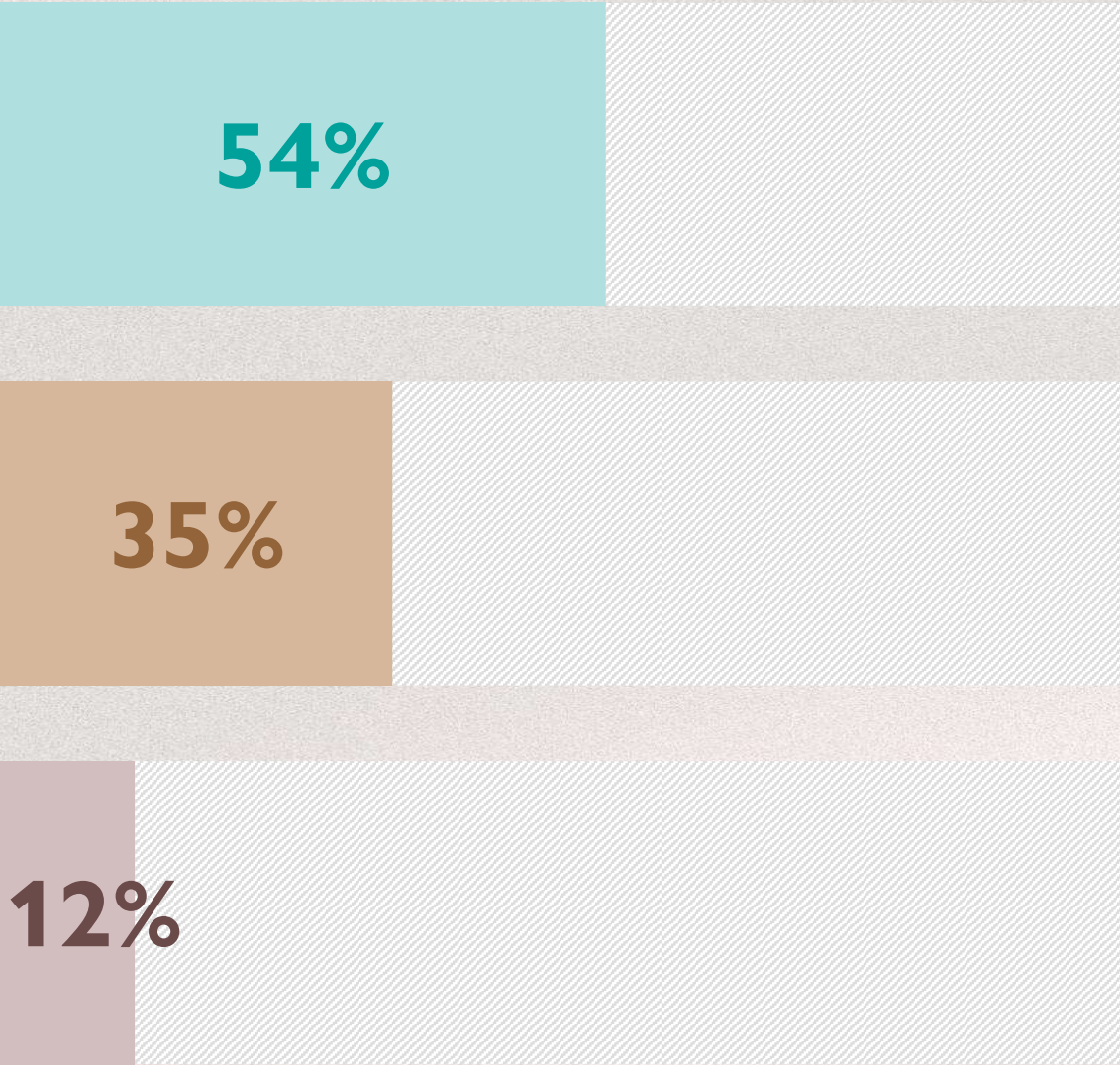
54%

ABOUT THE SAME

35%

FEWER /
NO NEW GAMES

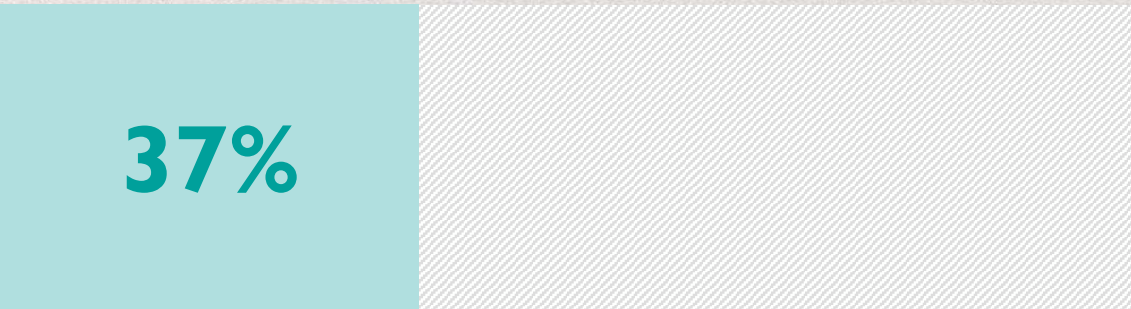
12%



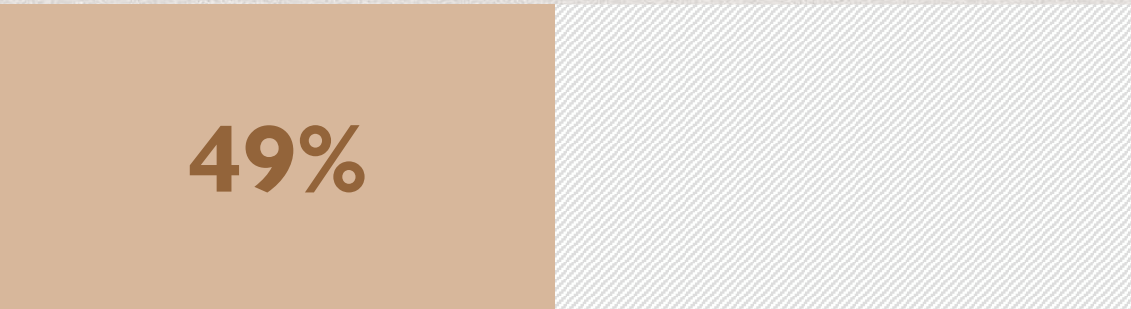
COMPANY OUTLOOK:

How do you anticipate your average budget per game to change in 2025 vs. 2024?

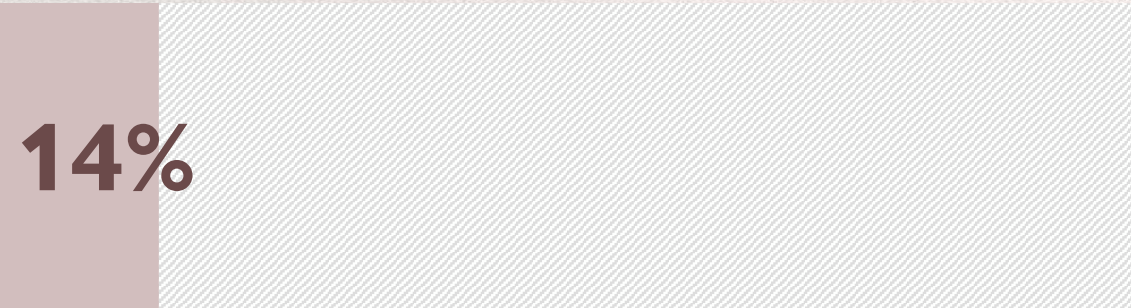
HIGHER AVERAGE BUDGET



ABOUT THE SAME



LOWER AVERAGE BUDGET



COMPANY OUTLOOK:

How do you expect your company’s marketing spend to evolve in 2025 vs. 2024?

HIGHER MARKETING

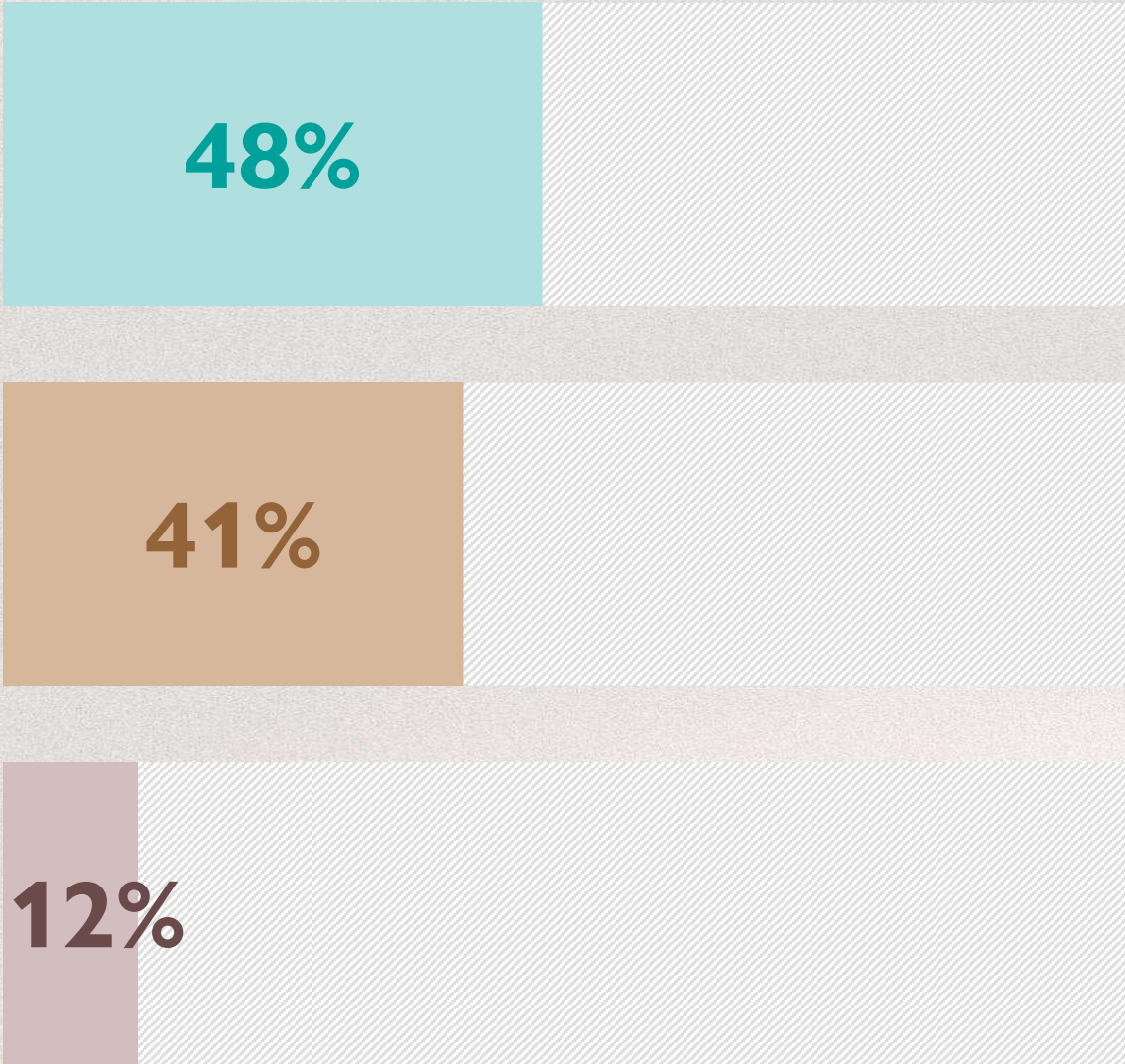
48%

ABOUT THE SAME

41%

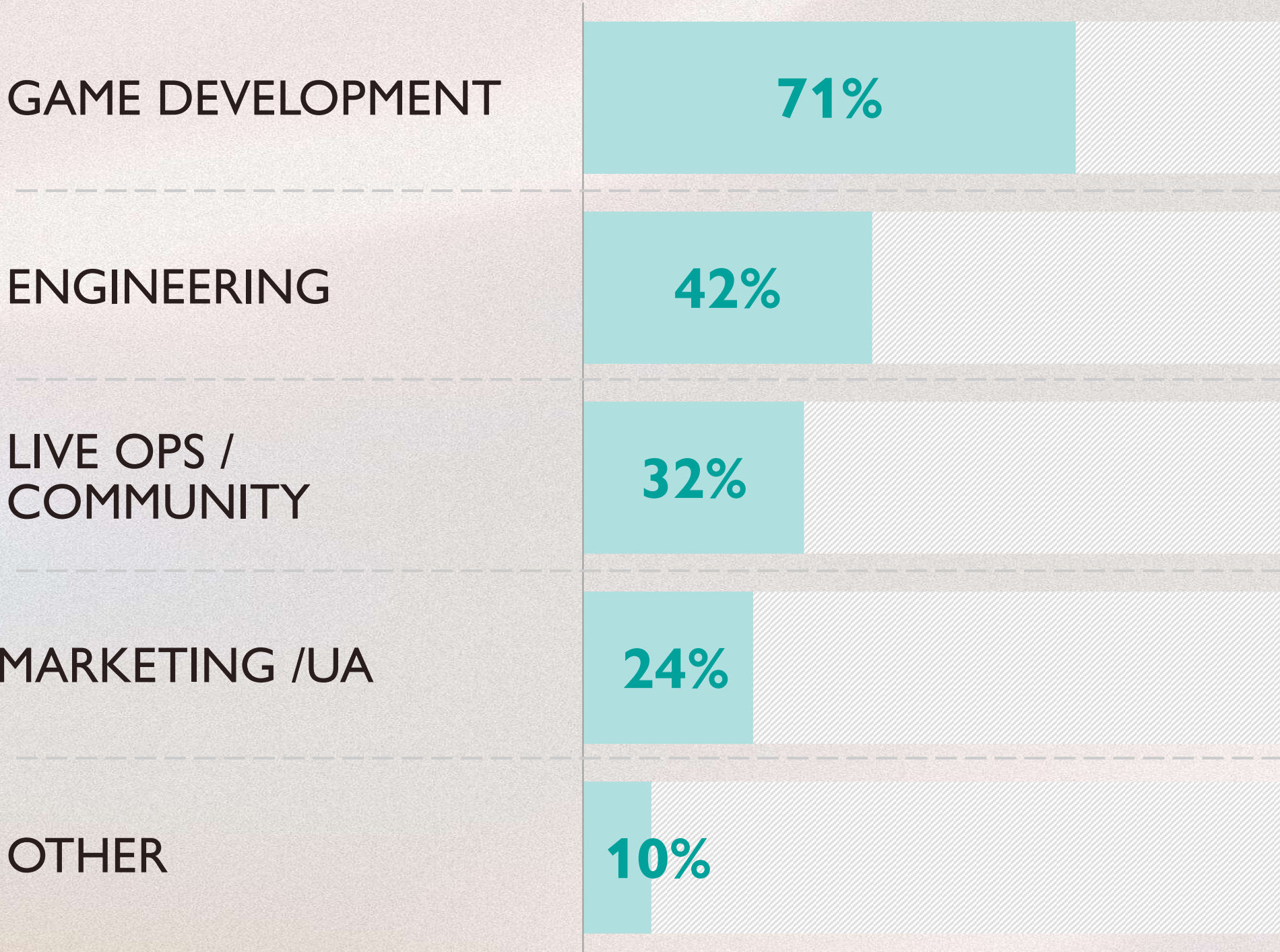
LOWER MARKETING

12%



HR OUTLOOK:

In which area(s) are you most likely to add talent in 2025?



AI OUTLOOK:

What is the current stage of AI adoption in your company?

ADVANCED
INTEGRATION ACROSS
MULTIPLE FUNCTIONS

21%

Adoption Stage	Percentage
Advanced Integration Across Multiple Functions	21%
Limited Implementation Within Select Use Case(s)	63%
Early Days / Pilot Phase	16%

LIMITED IMPLEMENTATION
WITHIN SELECT USE
CASE(S)

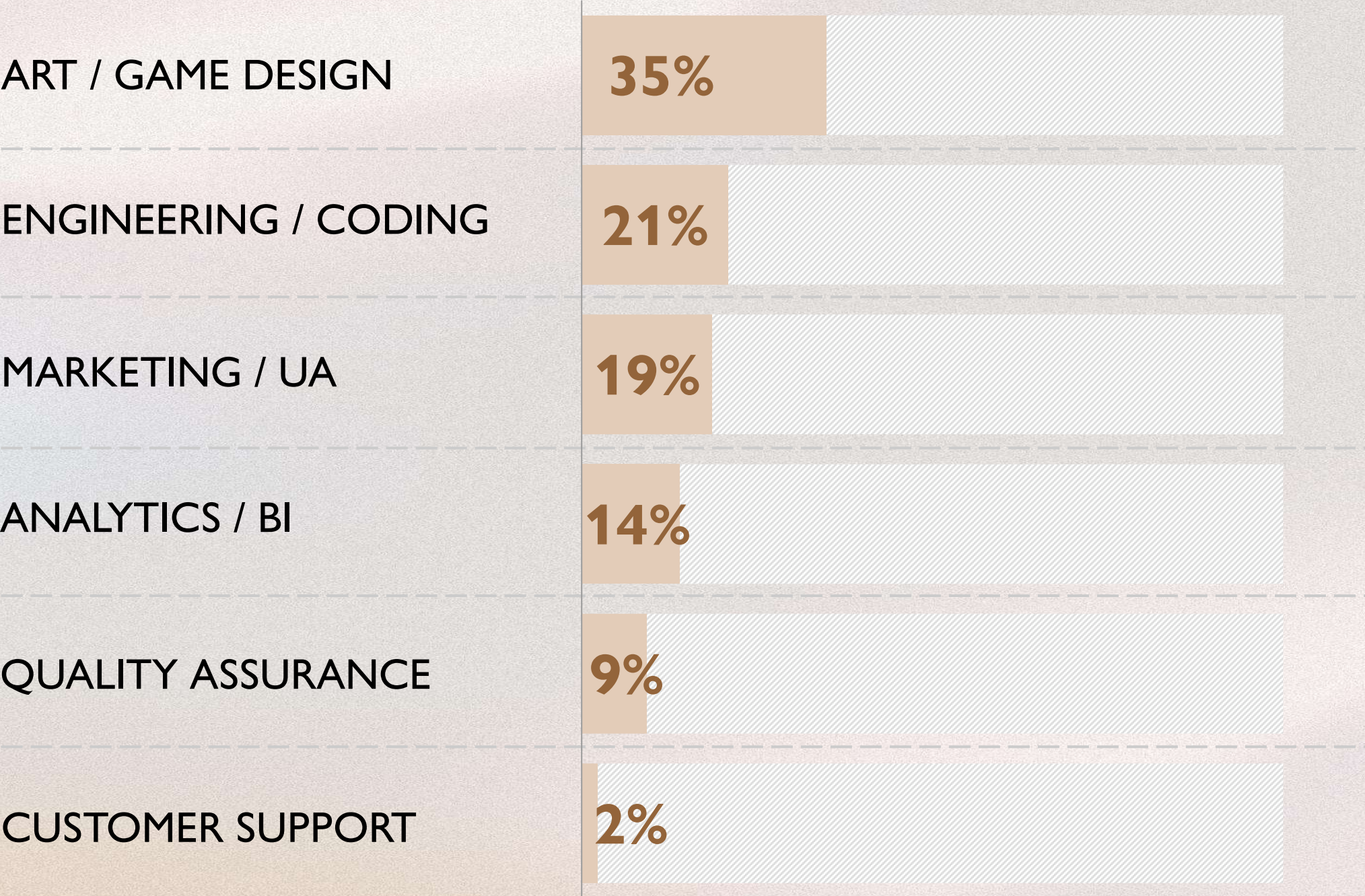
63%

EARLY DAYS /
PILOT PHASE

16%

AI OUTLOOK:

Where will AI create the most value to your business in 2025?



M&A OUTLOOK:

How do you anticipate your M&A pipeline to evolve in 2025 vs. 2024?

MORE M&A OPPORTUNITIES

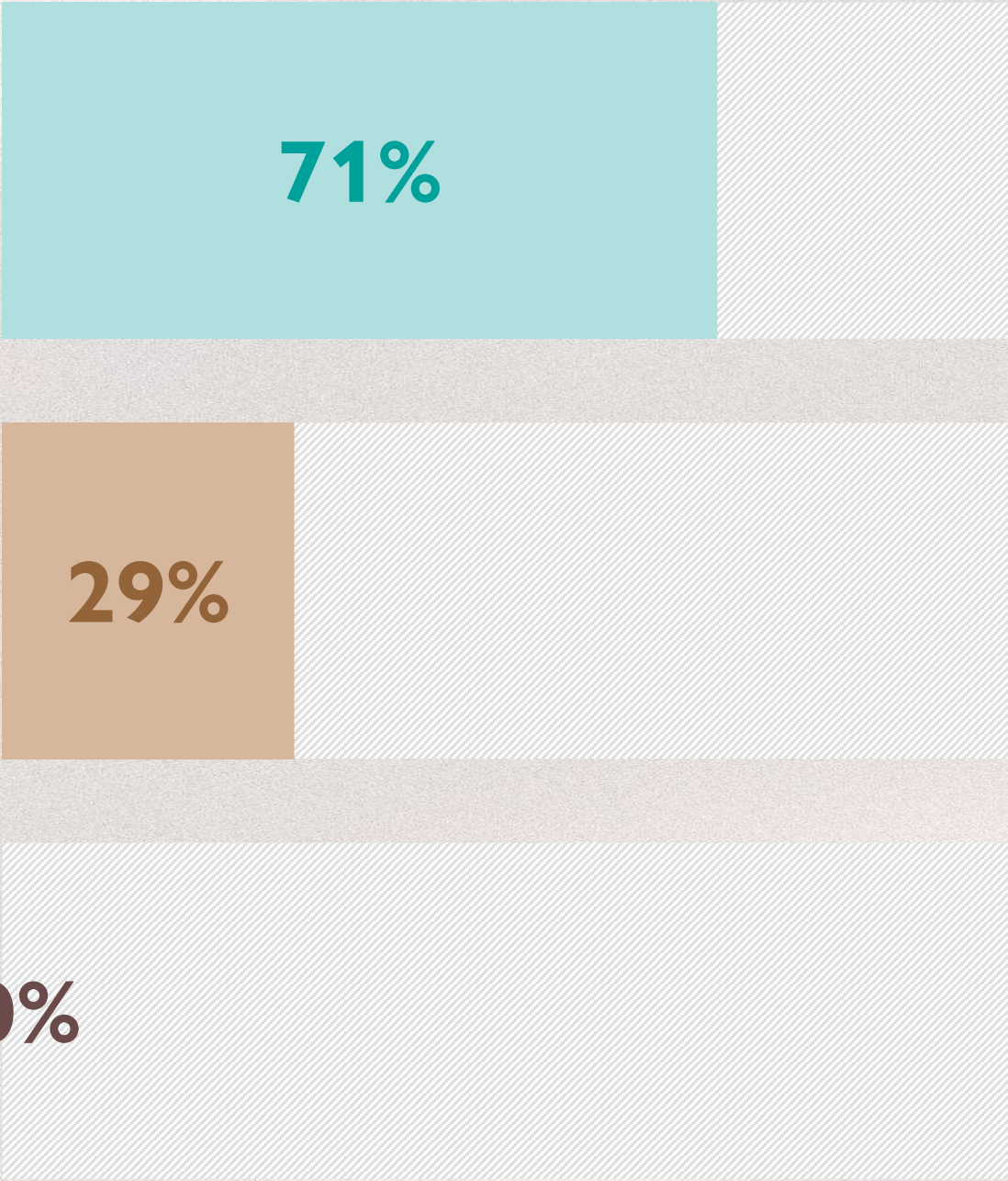
71%

ABOUT THE SAME

29%

FEWER M&A OPPORTUNITIES

0%



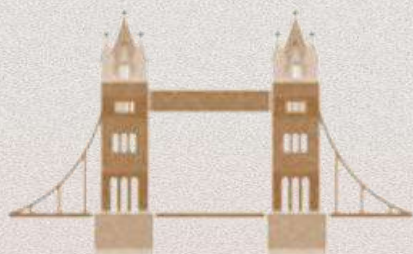
Aream & Co.

THE LARGEST GAMING-FOCUSED
INVESTMENT BANKING TEAM GLOBALLY

10+ YEARS SUPPORTING THE GAMING ECOSYSTEM

100+ TRANSACTIONS, **\$37BN** VALUE

20 GAMING BANKERS



LONDON



SAN
FRANCISCO



BERLIN

Aream & Co. – 2024 in review

17 GAMING TRANSACTIONS

\$5.8bn TRANSACTION VALUE

Easybrain

Sale to



\$1.2bn



Acquisition of



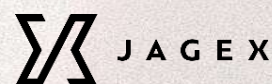
\$620bn



Sale to



\$2bn



Sale to



Convertible loan
issuance

Tencent 腾讯



Sale to

Beacon
Interactive

\$247m



Minority
Investment from

Tencent 腾讯



Acquisition of



Sale to



Sale to



Sale to



Minority
Investment from



Sale to



Sale to



Mobile gaming
studio

Sale to

Strategic buyer

Strategic buyer

Acquisition of

AAA Game
Development
Services Provider

Hybrid Casual
studio

Sale to

Strategic buyer