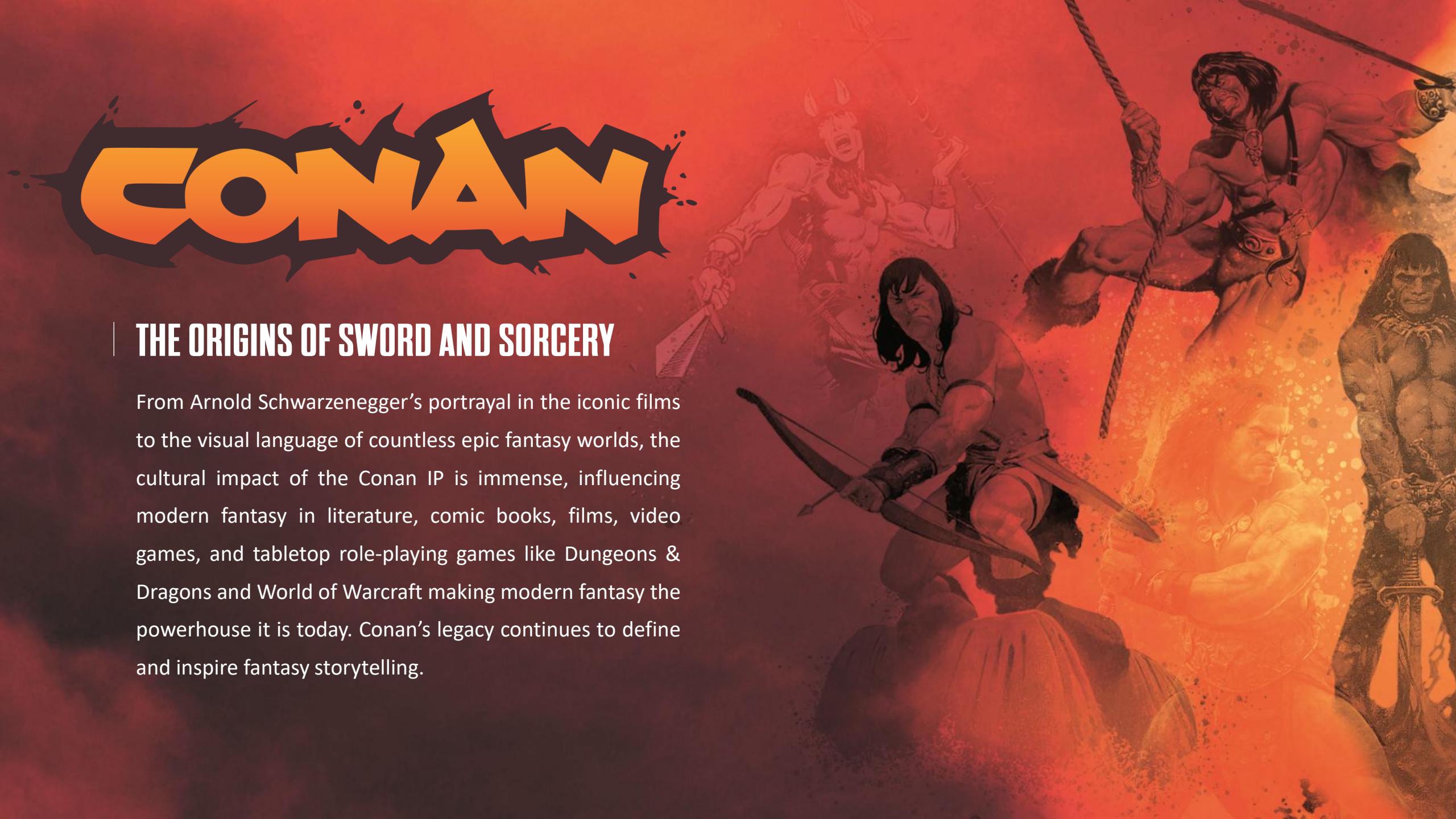




CONAN

THE ORIGINAL



CONAN

THE ORIGINS OF SWORD AND SORCERY

From Arnold Schwarzenegger's portrayal in the iconic films to the visual language of countless epic fantasy worlds, the cultural impact of the Conan IP is immense, influencing modern fantasy in literature, comic books, films, video games, and tabletop role-playing games like Dungeons & Dragons and World of Warcraft making modern fantasy the powerhouse it is today. Conan's legacy continues to define and inspire fantasy storytelling.

MORE THAN A BARBARIAN: A Thief, A Pirate, A King



DEEP THEMES

Barbarism vs. Civilization

Conan represents the eternal conflict between the raw, untamed forces of nature and the structured, often corrupt constraints of civilization. His triumphs question whether true strength lies in primal instincts or societal constructs.

Adventure/Frontier Fantasy

Conan thrives in a world of danger and discovery, exploring the edges of the world, uncovering ancient secrets. His journeys evoke the thrill of the frontier where survival and freedom rule.

Being True To Your Tribe

Loyalty to one's people and values is central to Conan's character. In a world filled with betrayals, his adherence to his code and his allies defines him and he remains grounded in personal honor.



DEEP THEMES

Unthinkable Cosmic Horrors and Threats

Conan's battles against eldritch forces highlight humanity's insignificance in the face of cosmic horrors, rooted in Lovecraftian mythology. Yet, through sheer will and defiance, he proves mortals can shape their own destiny.

Power Fantasy: Cutting Through the BS

Conan embodies the ultimate power fantasy: the ability to confront lies, corruption, and oppression with directness and sheer strength. His ethos simplifies the chaos of complex moral dilemmas into clear-cut action.





A VAST, DANGEROUS WORLD

THE HYBORIAN AGE: A TIME OF LEGENDS AND RICH CULTURES

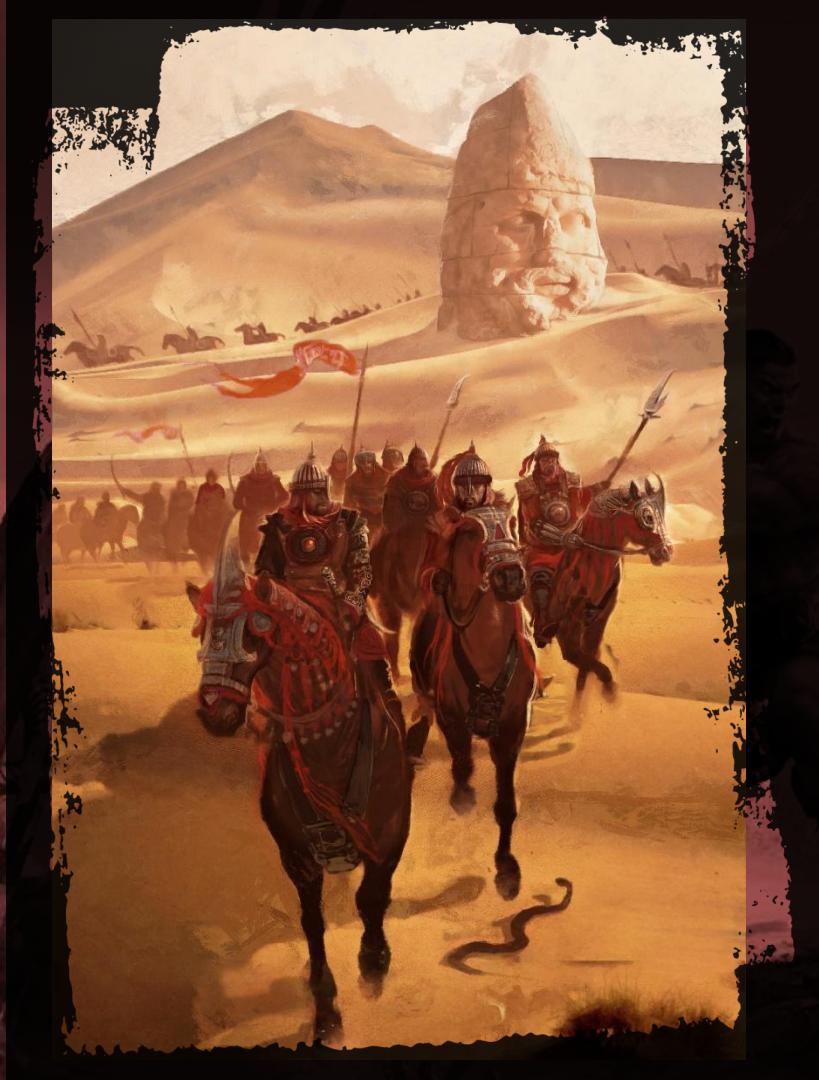
THE HYBORIAN AGE

Where Conan's adventures unfold, is a vibrant and immersive world brimming with diverse cultures, ancient civilizations, and untamed frontiers. From the shadowy deserts of Stygia, echoing the mysticism of ancient Egypt, to the exotic East of Khitai, inspired by Asia's grandeur, and the imperial might of Aquilonia, this world teems with intrigue and history.



AND MANY MORE

Nomadic tribes like the Cimmerians and seafaring warriors of Vanaheim represent a tapestry of traditions and lifestyles. The deep lore and intricate geography—vast deserts, towering mountains, and bustling cities—make the Hyborian Age not just a setting but a character in its own right, offering endless stories and mysteries for adventurers to explore.



CHARACTERS

Conan's world brims with fascinating and diverse characters who enrich the storytelling of the Hyborian Age. These relationships and adversaries weave a dynamic tapestry, amplifying the intrigue, danger and depth of Conan's adventures.

CHARACTERS



Allies like **Kalanthes**, the priest of Ibis, bring wisdom and spiritual depth, waging a relentless struggle against the sinister sorcerer Thoth-Amon.



Mystical figures such as **Yog-Kosha**, a forgotten and tragic being from another world, add layers of cosmic wonder and sorrow.



Alongside fierce companions like **Bêlit**, the daring and fearsome pirate queen, (probably the love of Conan's life and one of the few people he actually respected serving under.)



A DEEPER DIVE INTO THE ABYSS

A FULLY REALIZED WORLD



Stories:

The Phoenix on the Sword | The Scarlet Citadel | The Tower of the Elephant | Black Colosses | The Slithering Shadow | The Pool of the Black One | Rogues in The House | Iron Shadows in the Moon | Queen of the Black Coast | The Devil in Iron | A Witch Shall Be Born | Jewels of Gwahlur | Beyond the Black River | Shadows in Zamboula | The Hour of the Dragon | Red Nails



EXISTING IP & GAME ASSETS

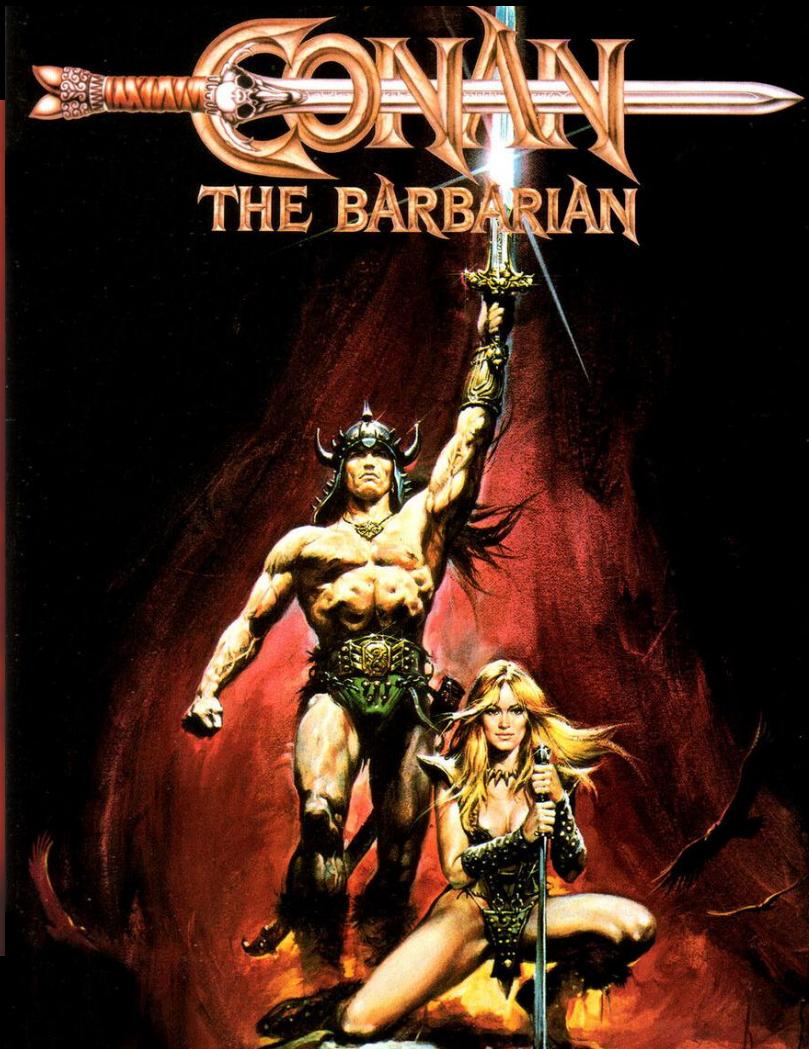


Tens of 1000s of game assets of every kind already created, at your disposal

A LEGACY OF POPCULTURE AND PULP FICTION SPANNING A CENTURY



The Foundation Of Sword & Sorcery



A Cultural Phenomenon and Fantasy Icon



A Deep, Rich and Fully Realized World

INSTANTLY RECOGNIZABLE AS ONE OF THE ORIGINAL FANTASY ARCHETYPES



KEY METRICS

A “niche franchise” with an addressable audience of 78 million in the US alone.

18M
HUGE FANS

40M
CASUAL FANS

20M
DORMANT FANS

BASED ON MARKET RESEARCH BY
 National
Research
Group



THE DEMAND



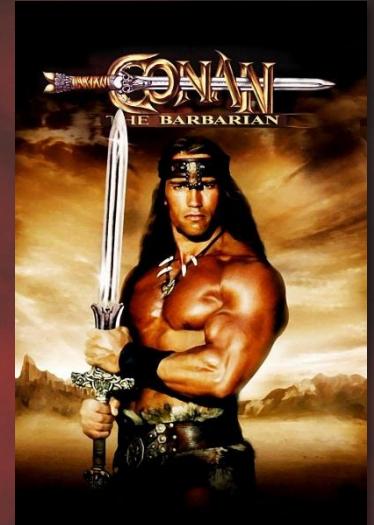
Top 10 Best-Selling Comics
world wide



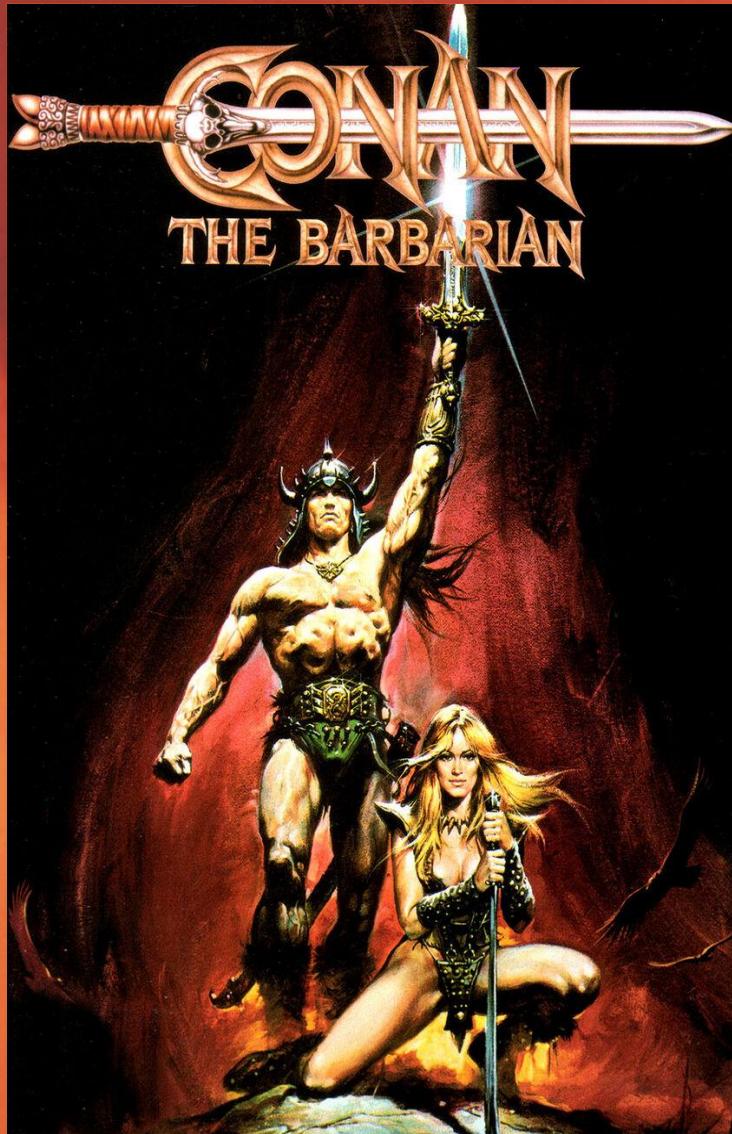
Collectibles Constantly Selling Out



Tabletop Games
Earning Millions Per Launch



The Blockbuster Movie That Made
Arnold – Seen By Tens Of Millions
Worldwide



The Making Of A Hollywood Icon And Now One Of The Most Known Humans
On The Planet

Grossed over \$70M in 1982, Equiv. To \$250M In Today's Value

[+ another \$70M inc. 2011 release with Jason Momoa]

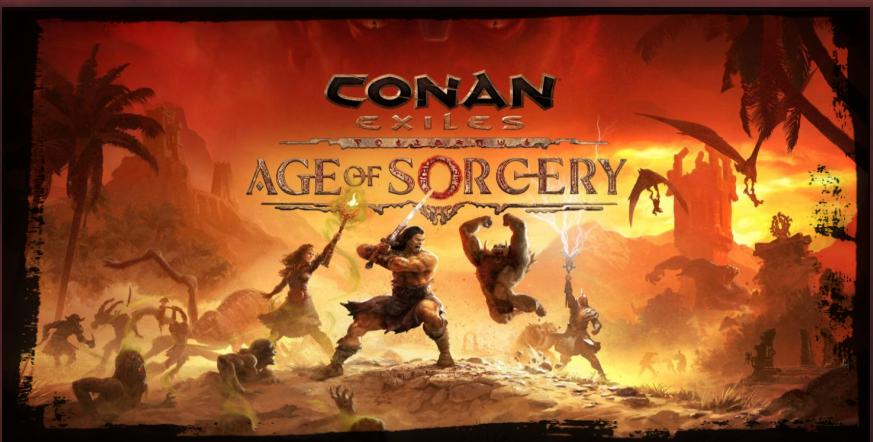
Viewed By 23M People In The Theatres

Viewed By Almost 100M In Total

In High Demand on Netflix, Amazon Etc

4 GAMES LAUNCHED SINCE 2008, REACHING 10'S OF MILLIONS OF GAMERS

100'S OF MILLIONS OF DOLLARS IN REVENUE GENERATED

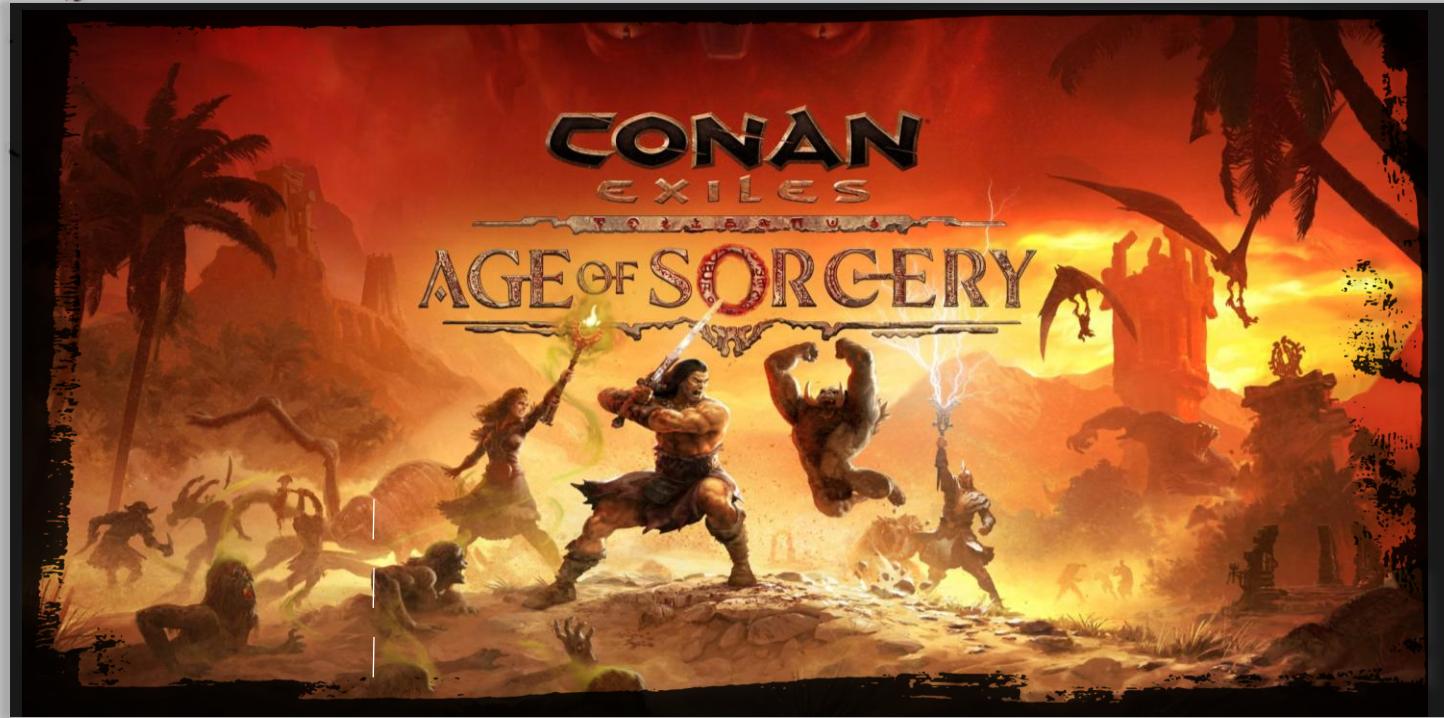


CONAN EXILES

8 Million Players total, 2.5 Million since 2022

The IP That Cemented The MMO Survival Genre

Still Live



A NEW GENERATION OF FANS IN
ROBLOX

25 Million+ Activations in 3 months

A New Generation Of Conan Fans



48% of players are in the US. 48% player on Steam (PC), 26% on Xbox, 21% on PS4 - the rest are on Epic Store (PC) and MS Store (PC) (Exiles).

CONAN IN MORTAL KOMBAT

- | 750 000+ downloads
- | Iconic pop culture crossover
- | Millions of positive social reactions



CROM APPROVES

- **VIDEO GAMES**

After 90+ years of captivating audiences around the world, Funcom buys the IP and produces video games that have been played by millions upon millions of old and new fans alike.

- **AN AUDIENCE YOUNG AND OLD**

Roblox introduces Conan to a whole new audience of young gamers ushering in a new Hyborian gaming age.

- **TV AND MOVIES**

Upcoming movie/TV initiatives will pump blood into the origins of Sword & Sorcery and cement Conan The Barbarian as a legendary pop-culture icon.



HEROIC STRATEGIES

- **FOCUS GENRES**

Issue shopping agreements to studios that demonstrate a clear vision to develop a game in a genre that showcases the strengths of the Conan IP.

- **EXCLUSIVE LAUNCH WINDOWS**

Assurance that licensed projects will not overlap to an extent that might jeopardize potential sales. Minimize number of products released during the same time period per genre.

- **LORE, LICENSING AND MARKETING SUPPORT.**

Support licensees with prior Funcom assets on request, align with transmedia activities and leverage current interactive and non-interactive IP audience globally.



CONAN

THE OPPORTUNITY

- | OVER 80 MILLION CONAN FANS
- | 35 MILLION CURRENT CONAN GAMERS
- | A CENTURY LONG LEGACY
- | A MASSIVE OPPORTUNITY TO CONQUER THE MARKET



MARCOS CRONANDER

Head Of Sales & Marketing

marcos@heroicsignatures.com

LION MARTINEZ

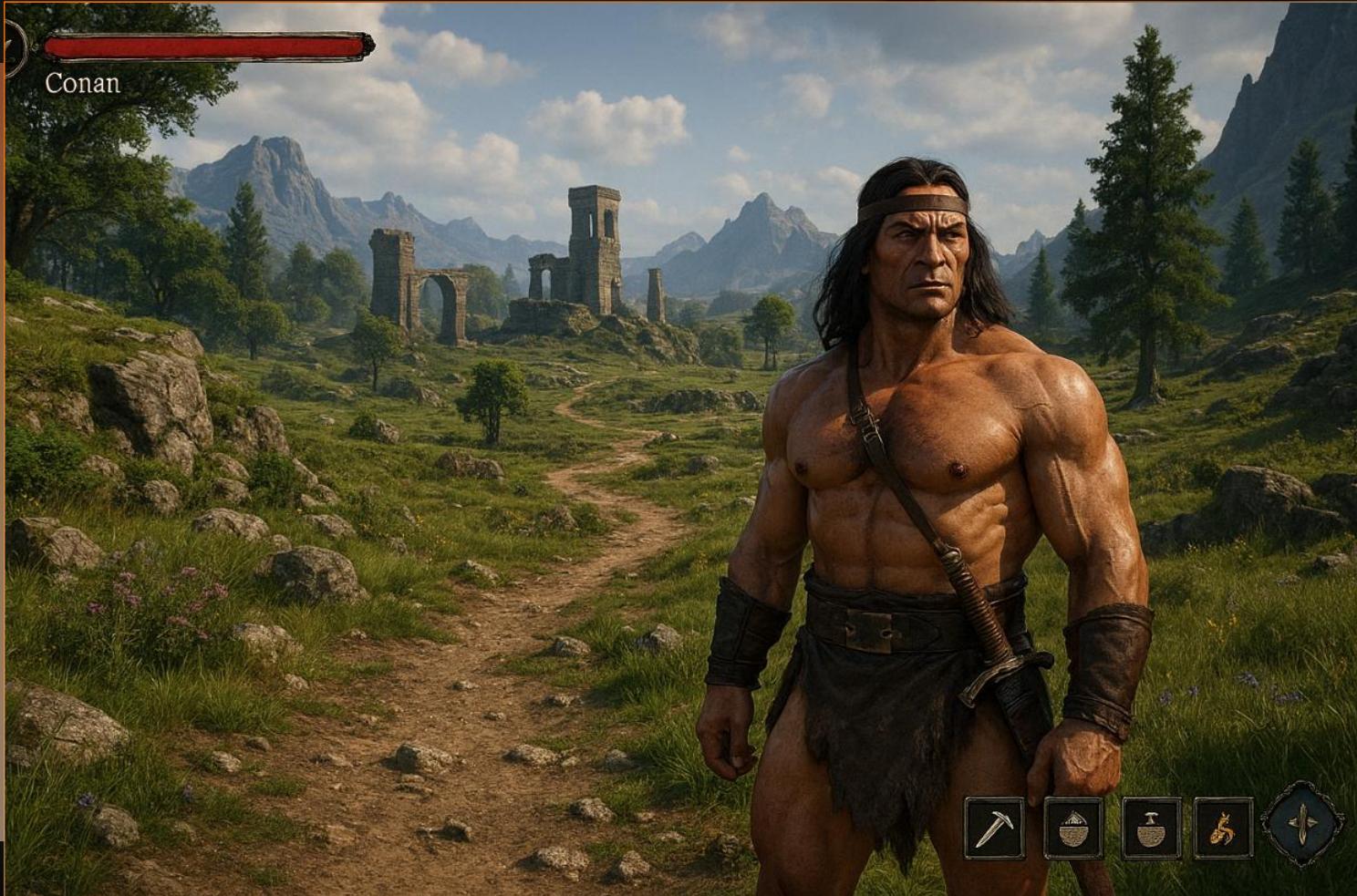
Business Development Manager

lion@heroicsignatures.com

The background of the image is a dramatic sky at sunset or sunrise. The colors transition from a bright yellow-orange on the left to deep reds and dark purples on the right, with wispy clouds scattered across the horizon.

APPENDIX

| Focus Genres: Open World RPG



STYLE OF: THE WITCHER

- Play as Conan
- Explore a traversable world
- Character progression
- Brutal combat
- Diverse and rich areas
- Main quests and side stories



| Focus Genres: Action RPG



STYLE OF: GOD OF WAR

- Play as Conan
- Strong linear story-driven narrative
- Light character progression
- Brutal combat
- Diverse and rich levels
- Main quests and side stories



| Focus Genres: Action/Hack n Slash



STYLE OF: SPACE MARINE 2

- Play as Conan
- Brutal combat
- Power fantasy
- Live service opportunities



Focus Genres: CRPG



STYLE OF: BALDUR'S GATE

- Play as Conan & Friends
- Explore a traversable world and deep dungeons
- Character progression
- Diverse and rich map and levels
- Main quests and side stories



| Focus Genres: Dungeon Crawler/Hack n Slash RPG



STYLE OF: DIABLO

- Play as Conan & Friends
- Explore deep dungeons and exotic hubs
- Character progression
- Diverse levels, rewarding raids
- Brutal combat



| Focus Genres: Beat em Up/Retro Side Scroller



STYLE OF: GOLDEN AXE/METAL SLUG

- Play as Conan
- Fast paced classic action
- Diverse levels, rewarding boss fights
- Brutal and fun combat
- Couch co-op opportunity

FOCUS GENRES HANDHELD



Action (Dead Cells)



Action/RPG (Genshin Impact)



Strategy/RTS (Total War)



Beat em Up/Retro Side Scroller (Golden Axe)



Tactical (Banner Saga)