



**Subject:** Epic Games - Tearsheet for Sussman Call  
**From:** "Luke Micono" [REDACTED]  
**Received(Date):** Thu, 12 Mar 2020 20:05:20 +0000  
**To:** "Matt Fischer" [REDACTED]  
**Cc:** "Carson Oliver" [REDACTED], "Mike Schmid"  
[REDACTED], "Spiro Kouretas" [REDACTED]  
**Attachment:** Epic Tearsheet\_March2020.pdf  
**Date:** Thu, 12 Mar 2020 20:05:20 +0000

---

Hi Matt

We had a call with Epic yesterday, and they mentioned that you might be taking a call soon with their new president, Adam Sussman.

We put this together for you as a reference. Please feel free to let me know if you might need anything else for the call.

Best

Luke Micono | App Store | [REDACTED] | One Apple Park Way, Cupertino, CA 95014

---

Hi Matt

We had a call with Epic yesterday, and they mentioned that you might be taking a call soon with their new president, Adam Sussman.

We put this together for you as a reference. Please feel free to let me know if you might need anything else for the call.

Best

---

Luke Micono | App Store | [REDACTED] | One Apple Park Way, Cupertino, CA 95014

**Exhibit**  
**PX 0634**

PX-0634.1  
APL-EG\_00021572



# Epic Games, Inc.

## Fortnite

LTD Downloads: 115M  
LTD Billings: \$622M

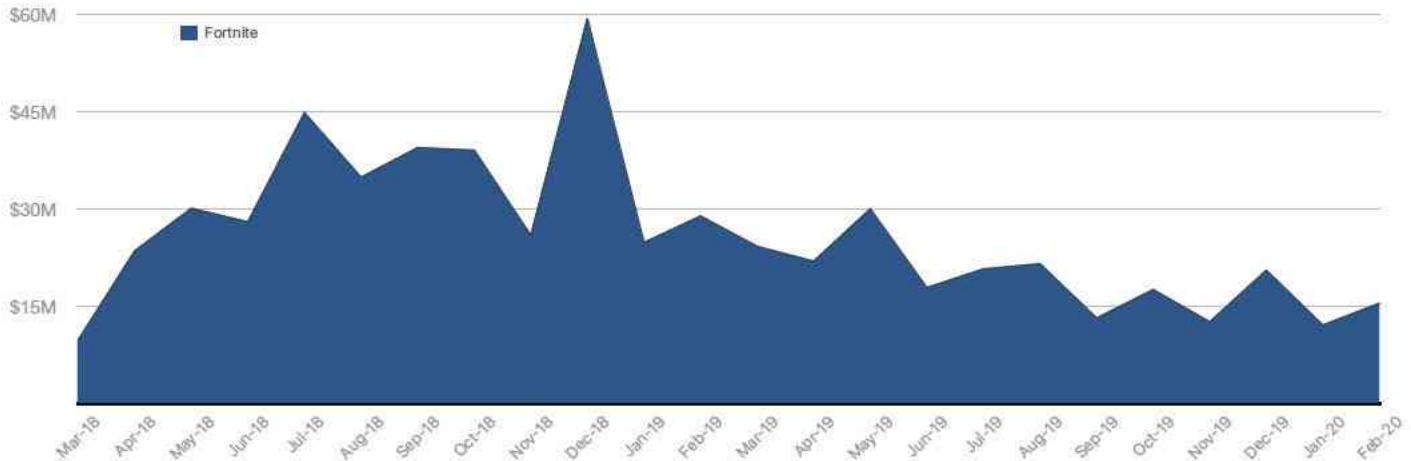
## Battle Breakers

LTD Downloads: 810k  
LTD Billings: \$430k

## Spyjinx

New Title  
Launch TBD

### Monthly Worldwide Billings



### Epic Global Business Overview

- The company brought on Adam Sussman as president in Jan 2020. Most recently, Sussman was the chief digital officer of Nike and its head of global strategy (2014-20). Prior roles include:
  - Zynga - SVP global publishing (2012-14)
  - EA Mobile - VP global publishing (2007-11)
  - Take Two - VP and GM (2005-07)
- Epic was founded in 1991 by Tim Sweeney and has estimated \$15 billion valuation, as of 2018.
- 2012 Tencent acquired a 40 percent total stake in Epic to move towards a "games as a service" focus.
- According to Forbes, the Epic Games Store has hit \$680 million in revenue and 108 million customers (Jan 2020)

### Top Priorities and Asks from Apple

- Maximize coordination around Fortnite season updates and IP integrations in 2020 (both called out by Epic as the priorities for the product this year).
- Work together to understand the potential business impact of Spyjinx and ensure the appropriate App Store coverage for its launch.
- Work with Pysonix (Epic Games subsidiary) and Apple to bring Rocket League to the App Store.
- Track progress towards Epic building with the latest version of Xcode (currently on Xcode 9). DRI - WWDR

### New Game - Spyjinx

- Targeting a soft launch in Malaysia at the end of March. Will expand to include Australia a few weeks thereafter. No finalized global launch target at this time.

### Fortnite Top Territories by Billings (Launch to Date)

Territory	Billings	% of Total
United States	\$390M	63%
Europe	\$90M	14%
Pan EMEA	\$41M	7%
Japan	\$26M	4%
Latin America	\$24M	4%
Australia + NZ	\$24M	4%
Canada	\$20M	3%
SE Asia	\$7M	1%
Korea	\$195K	~1%

### Fortnite Attribution Sources (Launch to Date)

Source	Downloads	% of Total
Search	79M	69%
Referrals	7M	6%
Games Tab	15M	13%
Today Tab	7M	6%
Total	115M	