

*Das qualitätsbewusste Softwarehaus*

OUTSTANDING, UNIQUE, CREATIV

HATS A LOT TO OFFER YOU

PREPARE FOR MORE CODEMASTERS SURPRISES

BEST EVER

Incredible games ... credible names

SIMPLY SUPERB

GENIUS AT PLAY™

DISTINCTIVE

BEST EVER

Jordan  
Movistar

la jouabilité exemplaire

Codemasters® 

GENIUS AT PLAY™

# [ABOUT CODEMASTERS]



**Nick Wheelwright** | Managing Director

**Codemasters, home to some of the world's best-known game titles, is the brainchild of Richard and David Darling, two internationally renowned game designers. The philosophy of Codemasters and its hundreds of worldwide creative people, is to bring state-of-the-art gaming to players across the globe.**

...bringing state-of-the-art gaming to players across the globe...



Operation Flashpoint.  
No.1 in 10 countries.

Codemasters Head Office

Warwickshire, UK

**With fifteen incredible years creating games, Codemasters is at the forefront of electronic entertainment. After a massive sixty No.1 hits, including the standard defining ToCA Touring Cars™, Colin McRae Rally™, and of course the astounding success of Operation Flashpoint™, Codemasters is looking to the future.**

**The next few years will test the mettle of many players in the industry. Innovation in both the hardware and software aspects of the business is altering the face of gaming forever. Codemasters has always embraced change; we know that advances in technology can only add to the gaming experience we create. Our games can be bigger, faster and more impressive than ever before. Add our experience, enthusiasm and creativity into the mix and you have a recipe for success for many years to come.**



# [CODEMASTERS SUCCESS]



PC Zone Awards 2001  
Best Driving Game

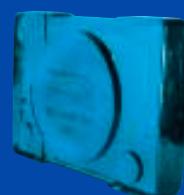
Fifteen years in gaming, the recognition speaks for itself...  
Sixty No.1 Hits, over a thousand weeks at No.1 and the highest average review score in the industry; talk about getting it right!



MCV Best of British Award  
ECTS 2000



Edge Award 1998  
Publisher of the Year



Most Innovative Game  
MUSIC  
PSM Awards 1999



Premios PC Actual 2001  
Best Driving Game



Sony Award  
European Sales  
Berlin 1997



The Queen's Award  
For Enterprise 2000



TOP 100 Awards 1999  
TOCA & TOCA 2  
PC Gamer



PlayStation®  
Getting to the Market  
Successfully



**PlayStation®2**  
**XBOX™**  
**PC CD-ROM**  
**GameCube\***

The next generation of consoles is on its way. PlayStation®2 already commands a dominant position in the marketplace, and Xbox™ and Gamecube™ are set to add more facets to the industry than ever before. With the ever-upward spiral of PC innovation added to the mix, all developers and publishers face a challenge unsurpassed in the history of gaming, a challenge which Codemasters is ready to meet – head on.

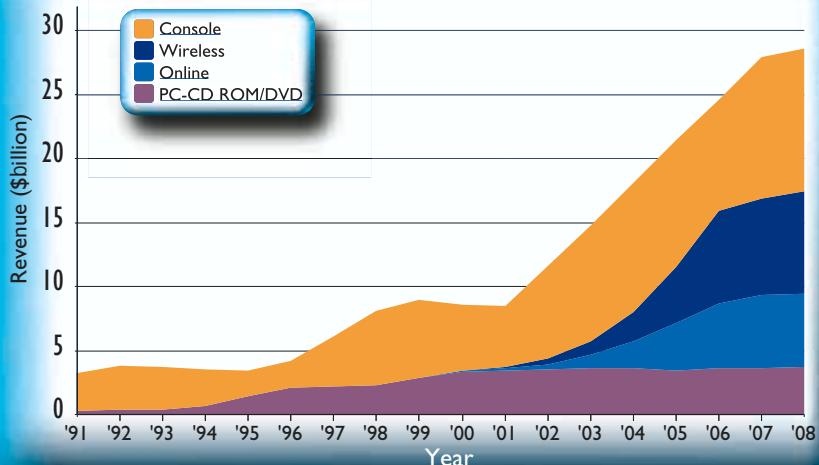
**300%**

estimated increase  
in console users  
2000-2004

**700%**

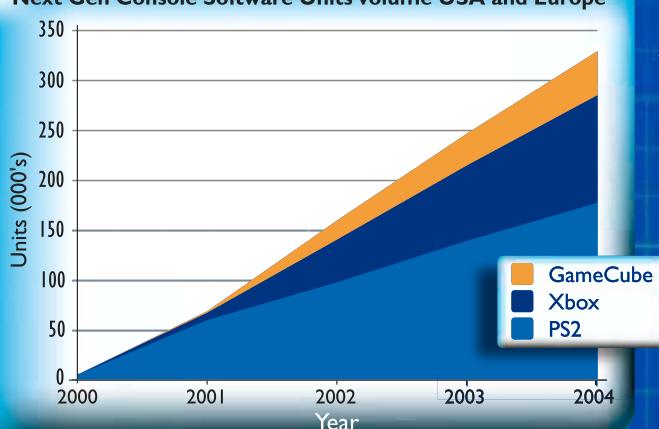
predicted increase  
in online gamers  
2000-2004

### Total Gaming Software Revenue (USA & Europe)



Sources: Console and PC - IDG. Online and Wireless - Datamonitor 2001  
Console and PC forecasts past 2005 and Wireless forecast past 2006 are Codemasters

### Next Gen Console Software Units Volume USA and Europe



Sources: IDG 2001

\*Logotype to be advised.

### Online and Wireless

Growth for these areas combined is already soaring and predicted to reach some \$12 billion worldwide by 2006. Such market growth presents a tremendous opportunity for Codemasters. We have already made substantial investment in **Online and Wireless** and have a strong line-up of product scheduled for 2002/3 and beyond.

Codemasters very strong culture of creativity and innovation, positions us perfectly to take maximum advantage of these latest evolutions of interactive electronic entertainment. The technology will continue to evolve. Our thorough understanding of how to utilise this to give consumers exactly the gaming experience they want is the key to massive future growth for Codemasters.

# [PORTFOLIO]

Recognisably  
strong brands.  
Consistently  
strong sales.



Operation Flashpoint  
“The best war game ever made.  
No contest.” PC Format



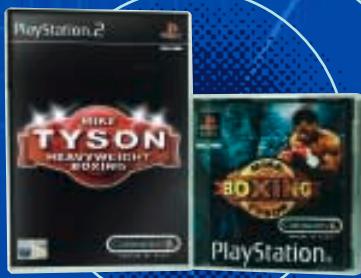
Music Generator series...  
“The greatest, most enjoyable music  
creation package ever.” CVG



ToCA series...  
“The most realistic racing game ever made.”  
PlayStation Power



LMA Manager brand...  
“The greatest football management  
game ever.” OPM



Mike Tyson Boxing  
“Knocks the competition through  
the canvas.” PlayStation Pro



Colin McRae Rally series...  
“The God of Rallying.” Play



Sports simulations, true to  
life and celebrity endorsed.



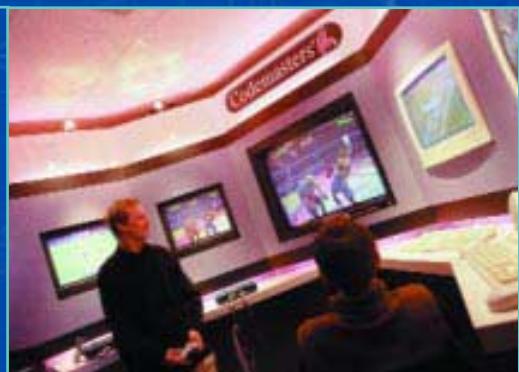
“World Championship Snooker  
is a masterpiece.” Arcade

# [DESIGN & DEVELOPMENT]



Our design and development teams have an absolutely clear insight into what turns on the mainstream gaming consumer. Many talented developers, programmers, artists and musicians are dedicated to satisfying the demands of entertainment-hungry gamers.

**"An absolutely clear insight into what turns on the mainstream gaming consumer"**



Richard Darling

Founder & Creative Director



The design of game content and gameplay is slaved over. A substantial investment in research, design and prototyping facilities ensures that no project gets the green light until all elements – from the simplest gameplay mechanic to an extensive marketing analysis – receive comprehensive appraisal.

08:34 08:35 08:36 08:37 08:38 08:39  
08:40



None Selected

# [DESIGN & DEVELOPMENT]



Codemasters' development teams are led by experienced producers and top-rank developers, supported by a team of development professionals. Using Codemasters' unique set of in-house development tools and libraries, constantly being refined and advanced, ensures that Codemasters' titles remain at the cutting edge of gameplay technology.

Our track record for producing some of the greatest pieces of

video game entertainment is second to none. Most importantly, it is consistent. There is no time for complacency, gamers' expectations move with incredible acceleration and pushing the boundaries of technology and game entertainment is part of an everyday agenda for Codemasters' teams.

...pushing the boundaries of technology and game entertainment...



TOCA Race Driver



Operation Flashpoint



Colin McRae Rally



# [THIRD PARTY PUBLISHING]

"Codemasters is a very professional publishing partner with extensive internal development experience..."

Henning Rokling, Innerloop.

"Codemasters are without doubt the best publisher I have come across."

Gavin Morgan, Jester.

"Codemasters have lots of new ideas to improve the quality of the game. They are a great publisher to work with."

Tamas Kozak, Invictus.

We work very closely with our developers, providing strong support from experienced producers and one of the most acclaimed QA departments in the industry. Every product is given our full attention and we do everything in our power to ensure each title is a worldwide hit.

Codemasters continues its 15-year history of success and has a strong position in a European and North American software market set to triple over the next five years to a staggering \$28 billion.



...with every publishing success such as these, exceptional quality and addictive gameplay are paramount.



If you are a game developer and want to talk about publishing your title with Codemasters, email:

[acquisitions@codemasters.com](mailto:acquisitions@codemasters.com)

# LICENSING

"We only allow licensors of the highest calibre to promote our games."



The value of a famous headlining name on a product is undeniable, yet we only allow the highest calibre licensors to promote our games.

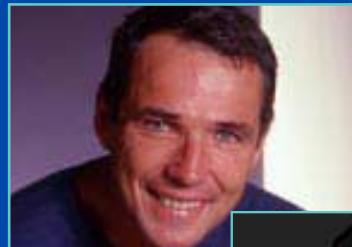
With a track record that includes such legendary figures as Colin McRae, Pete Sampras, Brian Lara, Jonah Lomu and Mike Tyson, organisations including the League Managers Association and ToCA, and global brands like MTV, we continue to seek the very best licences available, both as global game brands and as a key part of localisation of games for individual territories.



In-game licensing



incredible games...  
...credible names



**Alan Hansen**  
Commentator,  
LMA Manager™  
2002



**Gary Lineker**  
Commentator,  
LMA Manager™  
2002



**Mike Tyson**  
Headlining Mike Tyson  
Heavyweight Boxing™



**Colin McRae**  
Star of Colin McRae Rally  
Series

In-game licensing brings enormous benefits, both in terms of product realism and licensor exposure. Joint marketing programmes with in-game licensors are increasingly the norm, recognising the position of videogaming as a mass medium.

To discuss licensing opportunities,  
email: [licensing@codemasters.com](mailto:licensing@codemasters.com)

# [GLOBAL SALES]



UK

## ||ChartTrack||

- No. 1 Colin McRae Rally 2.0  
June 2000
- No. 1 ToCA World Touring Cars  
August 2000
- No. 1 LMA Manager 2001  
March 2001
- No. 1 Operation Flashpoint:  
Cold War Crisis  
June 2001

Germany

## media control

- No. 1 Colin McRae Rally 2.0  
June 2000
- No. 1 ToCA World Touring Cars  
August 2000
- No. 1 Operation Flashpoint:  
Cold War Crisis  
June 2001

France



- No. 1 Colin McRae Rally 2.0  
June 2000
- No. 2 LMA Manager 2002  
October 2001
- No. 1 Operation Flashpoint:  
Cold War Crisis  
June 2001

USA

- No. 1 Operation Flashpoint:  
Cold War Crisis  
September 2001

Codemasters most recent games have all attained top chart positions across all major European territories and the USA – an incredible achievement.



Every game is localised to maximise sales in each territory.

Drawing on popular and relevant local licenses, our football management range is a prime example of this.

With headquarters in the UK, Codemasters has sales, distribution and marketing offices in Benelux, Spain and the USA, and in France and Germany who also provide support for third party publishers. In addition, our products are distributed in over 50 other European, Middle Eastern, African, Asian and Australasian regions with future direct growth scheduled into other territories.



Codemasters USA



Codemasters Germany



Codemasters France



Codemasters Spain



Codemasters Benelux

# [GLOBAL SALES]



Codemasters' sales skills and marketing skills are applied over the territories, with each territory targeting and adapting to its demographics. And it works; a real example of global thinking coupled with local action.

And with the continuing development of online gaming and the addition of more and more titles to our portfolio, Codemasters' community reach is extending ever more globally.

...sharing  
gameplay with all  
consumers...



#### Codemasters Offices:

- UK, Warwickshire HQ
  - BENELUX, Apeldoorn
  - FRANCE, Lyon
  - GERMANY, Munich
  - SPAIN, Madrid
  - USA, California
  - USA, New York
- Worldwide Sales

# [MARKETING]



LMA Manager™2002 | Campaign

Codemasters  
hit rate is  
second to none!  
Over 60 No.1  
hits in UK!

Codemasters marketing policy is driven by our long experience and deep understanding of games player's needs. Our marketing campaigns are targeted carefully - bringing out the aspects of the games which we know the consumer is most interested in. We drive sales using tactics that embrace positive communication, demonstration and purchase-inspiring in-store awareness. Codemasters creates enthusiasm

among consumers via a mix of television, games magazines, lifestyle press, radio, national newspapers, on-street posters, and vibrant in-store merchandise and promotions.

As we expand into more territories around the world we are careful to develop and maintain strong relationships with all levels of distribution and retail in each country.

Of all Codemasters releases between January 2000 to October 2001...

52.9% hit No. 1 position.

88.2% reached Top 10 position.

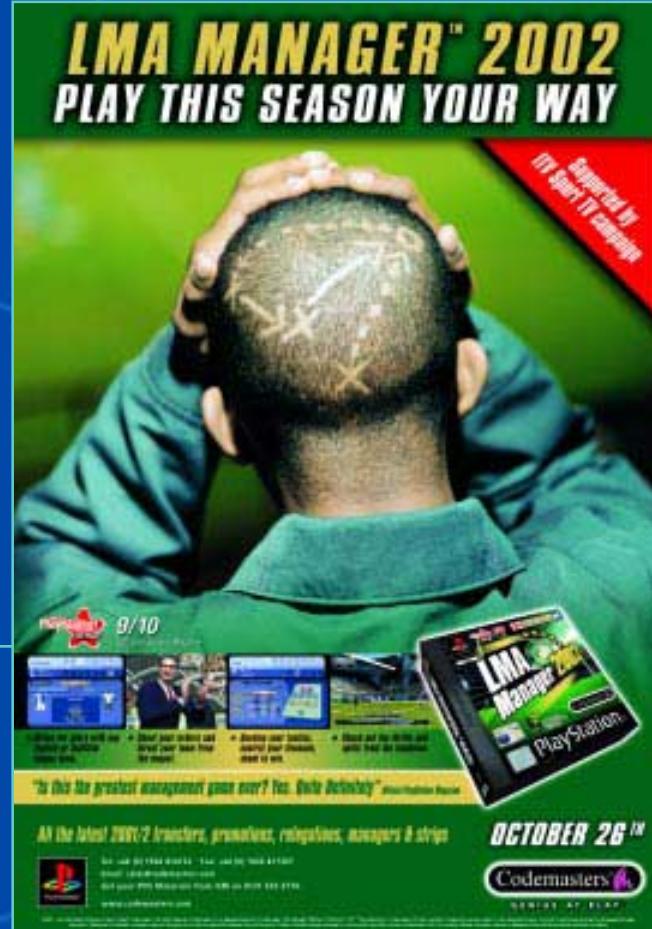
100% reached Top 20 position.

...that's a higher percentage than any other industry player!

Sources: UK Chartrack, Jan 2000 – Oct 2001

## Advertising

Each campaign is driven solely by the excellence of the game. Matching inspired creative with dynamic use of the marketing mix ensures we maximise sales potential with every single ad.



# [MARKETING]



## PR

We aim to ensure that the global population of potential players is informed of events in the world of Codemasters games, and that their buying motivation is always positively geared towards our products.

## Online

Online activity is core to marketing Codemasters' titles. With a recently re-designed website we attract one million unique visitors every month and have a database of 200,000 consumers, growing at a rate of 20,000 per month. Every title we launch has a micro-site to accompany it and we actively use e-toys, co-brand programmes, downloads and online PR to maximise share of voice over the web.

Codemasters' website is also actively used as a revenue generating source with an easy to use e-shop plus the availability of unique downloads for consumers.



## Packaging & Point-of-Sale

Every game is treated as a unique individual. We accept no limitations or creative constraints when considering what is best for the product.



# [DAVID & RICHARD DARLING]

"Non-stop creativity, great teams, pushing hardware to deliver the better games experience. We've always believed that by building Codemasters using foundations of talent, expertise and enthusiasm, we would create something that fitted into the marketplace."



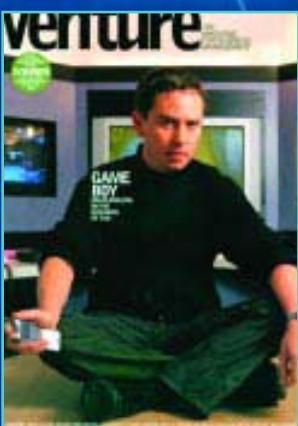
**David Darling**

Chief Executive

**Richard Darling**

Creative Director

And after 15 years, we're still passionate about the use of technology for gaming. The global PC base continues to grow and PlayStation®2, Xbox and Gamecube are opening a larger audience than ever before – something like 51.7 million in Europe and 72 million in the USA across all consoles by the end of 2004.



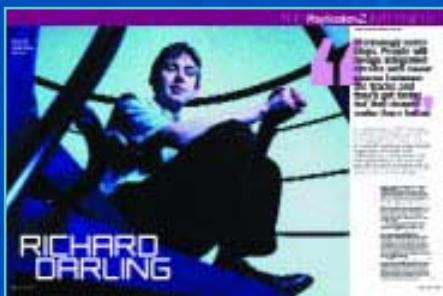
Venture Magazine  
January 2001



David Darling  
Entrepreneur of the Year 2000

As the next technological generation of gaming enters the global market, we continue to expand both our horizons and the expectations of gamers across the world.

At heart, we're driven to success by our desire to make a game that is better than anything that is available on the market. It makes us very proud that our desire has become our reputation.



Richard has been profiled in leading magazines, such as Official PlayStation 2 Magazine, and is renowned as one of the most prolific game designers.

"Codemasters produces world-class games. We aim to make them available to players in every corner of the world."

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