



# ANNUAL REPORT 2023

**Steam**

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Email: [gaben@valvesoftware.com](mailto:gaben@valvesoftware.com)

Website: [store.steampowered.com](https://store.steampowered.com)

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# STOCKHOLDERS

## Strategic Highlights

Steam is the most popular online video game marketplace and launcher for PC games.

Steam serves both as a place to purchase new video games, but also an interface to compile games into one place and launch them.

## Financial Highlights

Our current valuation is \$8.56 billion.

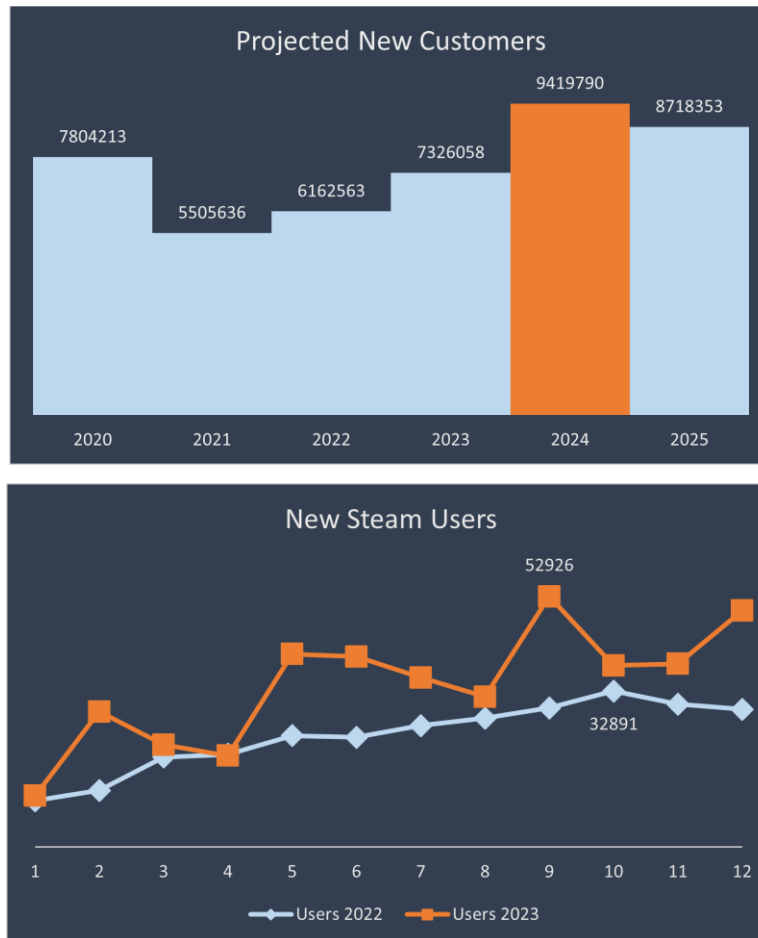
## Operating Highlights

Since COVID-19, we have switched to a nearly fully-remote work environment.

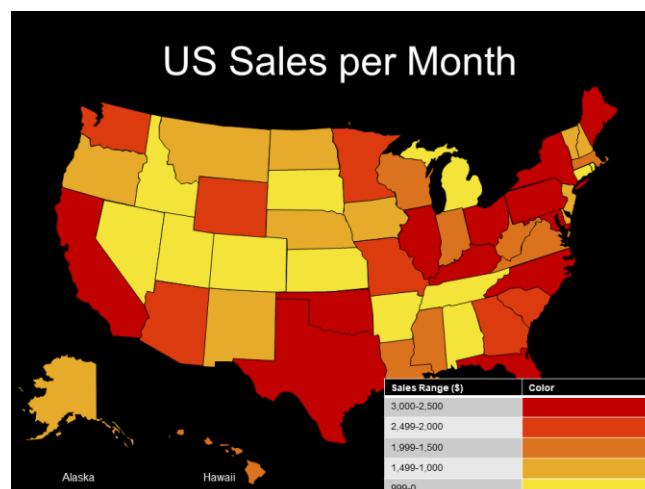
*Quote from our CEO: The easiest way to stop piracy is not by putting antipiracy technology to work. It's by giving those people a service that's better than what they're receiving from the pirates.*

We expect extraordinary growth in Q4 due to the release of some highly anticipated games we will be offering on our platform, such as Call of Duty: Modern Warfare 3, Frontiers of Pandora, and Assassin's Creed Mirage.

# FINANCIAL GRAPHS



We are experiencing much higher growth this year than last year, most likely due to an increase in highly anticipated games being offered on Steam. Our growth should continue for the next few years with more games being offered.



Many of our monthly sales come from the eastern United States. We should target our advertising there to maximize profit.

# DATA

	Month	Sales	Sum of Quarters
Q1	January	136859	416462
	February	148922	
	March	130681	
Q2	April	197459	576654
	May	191293	
	June	187902	
Q3	July	198158	597864
	August	200985	
	September	198721	

Months	New Users	Profit
1	10825	173200
2	28585	514530
3	21567	237237
4	19282	231384
5	40737	488844
6	40225	683825
7	35769	500766
8	31749	444486
9	52926	740964
10	38358	498654
11	38657	541198
12	49901	848317

Country	Current sales	Percent increase
United States	2489	52
Great Britain	2260	74
Scotland	2561	44
Ireland	2094	91
Canada	2182	82
New Zealand	1909	110
Nairobi	1667	134
Spain	2903	10
South Africa	1152	185
Costa Rica	2310	69
Ecuador	2081	92

Indonesia	2334	67
Malaysia	2620	38
India	1808	120
Pakistan	2805	20
Serbia	1465	154
Poland	2864	14

State	New users	Regional Sales
Region 1	1916	109
Region 2	1032	197
Region 3	2061	94
Region 4	1963	104
Region 5	2903	10

2020	Us	Competitor
Region 1	136859	178044
Region 2	148922	151806
Region 3	130681	158459
Region 4	197459	145450
Region 5	191293	141351

Year	Projected new customers
2020	7804213
2021	5505636
2022	6162563
2023	7326058
2024	9419790
2025	8718353

Year	Worth (in Billions \$)
2015	9.94
2016	9.50
2017	8.98
2018	9.04
2019	9.80
2020	10.7