A logo of a company

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| ANNUAL REPORT  2023 |

|  |  |  |
| --- | --- | --- |
| Steam |  |  |
| Email: gaben@valvesoftware.com  Website: store.steampowered.com |  |  |

TABLE OF CONTENTS

[STOCKHOLDERS 3](#_Toc57305357)

[Strategic Highlights 3](#_Toc57305358)

[Financial Highlights 3](#_Toc57305359)

[Operating Highlights 3](#_Toc57305360)

[Looking Ahead 3](#_Toc57305361)

[FINANCIAL Dashboard 4](#_Toc57305362)

[Investors Dashboard 4](#_Toc57305363)

[Manager’s Dashboard 4](#_Toc57305364)

[Data 5](https://pennstateoffice365-my.sharepoint.com/personal/lje12_psu_edu/Documents/teaching/GD%20115/final%20report/ANNUAL%20REPORT%20template.docx#_Toc57305365)

# 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.

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| ***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

A graph with numbers and a bar

Description automatically generatedA graph of a graph showing the number of users

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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.

A map of the united states

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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 |

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| --- | --- | --- |
| 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 |

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| --- | --- | --- |
| 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 |

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| --- | --- | --- |
| 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 |