



Dear executives,

The last year represented an immense challenge for everyone due to COVID-19 and its huge worldwide impact among all industries. Nonetheless, it is not all bad news for us in the gaming industry.

Currently, we have an enormous number of 400 million monthly players which approaches us to our goal of reaching one billion players. Our closest competitor, Electronic Arts, has achieved 500 million monthly players which we plan to surpass in the close future with our new yearly game releases and updates.

If we look at the number of games launched in the last fiscal year, Electronic Arts is introducing a higher number of games to the market. This is expected as their main franchises are generated on a yearly basis (FIFA 2019, FIFA 2020, FIFA 2021) and this explains why they still have a higher number of monthly players. However, we wouldn't recommend adopting this type of games because if we look at our total revenue for the past year, we clearly top the charts. This means that our strategy with our current global franchises is better.

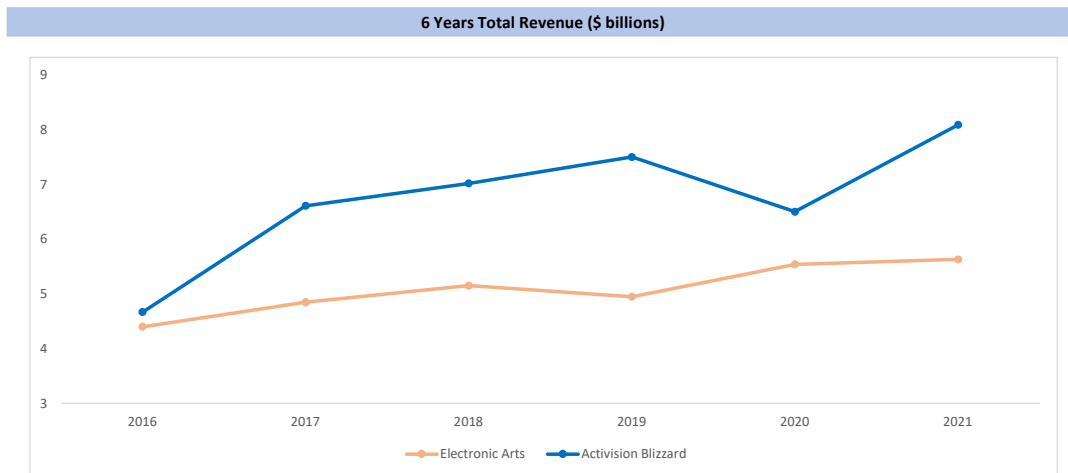
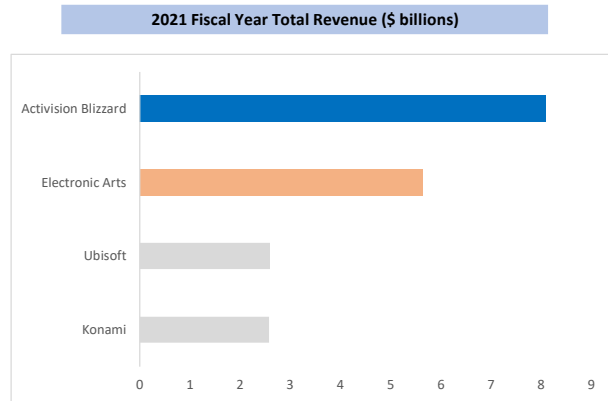
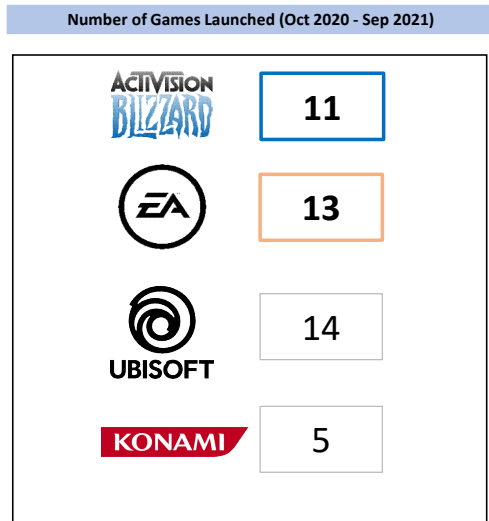
Additionally, in the last year we had a percentage growth of revenue of 24% when compared to the previous year, while Electronic Arts only demonstrated a 2% growth on this manner. Nevertheless, by looking back at our last six years total revenue, we can see that our closest competitor has had a stable total revenue growth and we had a slight downside during 2020, which we managed to overcome by the current year by releasing our global franchises without the need of the yearly basis updates.

This is also supported by comparing two main franchises from us and Electronic Arts. Our Call of Duty game has a steady growth in the number of monthly players, while FIFA shows a peak whenever a new yearly game is released and then month by month this type of games just keeping decreasing the number of players they engage. Instead of releasing new games every year, as the competitor company does, we recommend adding new modes and packages to our players' favorite games. As a result of this, more players will be connected to our games by adding new features. So, once again we encourage you to maintain our current game development strategy.

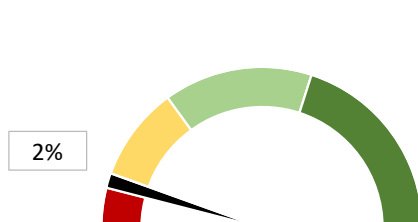
On the other hand, to keep expanding our monthly players and get to the first place when compared with Electronic Arts, we have identified additional strategies centered on increasing the number of followers we have on social media.

Evaluating the number of followers we have on Facebook, Instagram, Twitter, and YouTube we propose that we analyze the type of posts our competitors are developing, so that we can generate together with the digital marketing team, a strategy to increase our social media engagement. Currently, our presence in social media is small when compared to other big Online Gaming companies, so we need to attract more users by running new competitions, promotions, and giveaways to support our increase in monthly players. Moreover, we can turn the interest of more users into our games by preparing tutorials, guides, tips, and tricks videos which are the latest trend in digital marketing.

At last, we need to start this social media increase as soon as possible because the forecasted video game market value is expected to keep increasing for the next five years. So, it is our job to get take biggest advantage of this growth to set as leaders in the gaming industry.



Percentage Growth of Revenue 2021 vs 2020 (Electronic Arts)



Percentage Growth of Revenue 2021 vs 2020 (Activision Blizzard)

