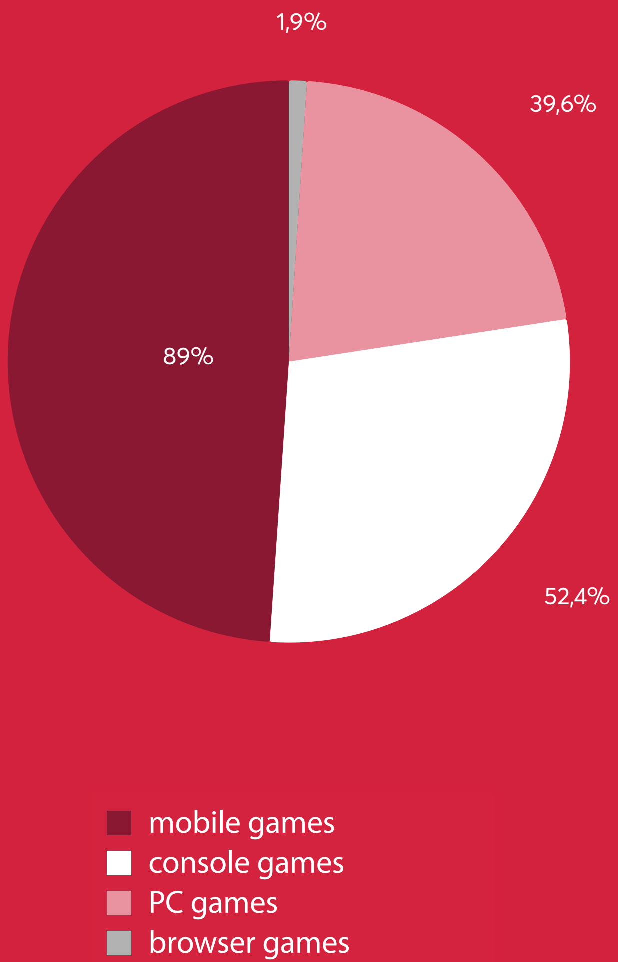
Poland.

Gaming Industry Poland. Japan

Expo2025.Osaka.Kansai

The value of the global gaming market in 2023



Characteristic of the gaming industry

The recent report by Newzoo forecasts that the value of the gaming market will exceed the USD 200 billion mark in 2026In comparison, the entire traditional entertainment industry (cinema, music and video) generated revenues of around USD 100 billion in 2024.

Video games are the most rapidly growing industry and are included among the so-called creative industries. Digital distribution allows even small, independent developers and publishers to compete in a global market that is evolving at a dizzying pace.

Mobile games boast the largest share in the global gaming market. In 2023, they accounted for 49% of the market.The year-on-year growth dynamics, however, have slightly slowed, largely due to there being no new markets to be conquered, but also because of the changes in the mobile games' distribution model as well as monetisation problems. The second place is occupied by console games, with a 28% share. The console market is growing rapidly, both in terms of the number of players and the market value. It is estimated that the value of the console market will grow from the expected USD 57.20 billion in 2024 to USD 80.98 billion in 2029, which translates into a CAGR of 7.2%.The main driver of growth in this category are the successive launches of the most anticipated titles (the highest-grossing, AAA games). PC games accounted for 22%

of the market and browser games for just under 2%. The largest year-on-year share increase occurred in PC gaming. The boundaries between particular platforms are being blurred by the growing trend towards multi-platform and cross-platform gaming, i.e. the ability to run games on all major platforms and play together regardless of the platform one has.

The value of the gaming market, in terms of revenue from selling games to end users or monetisation, varies by latitude. Statistics cite Asia and the Pacific as the largest market, with a 46% share. In second place is North America (27%), followed by Europe (18%) and South America (5%). Such an interpretation, however, blurs the picture, since Western markets are globalised, abound with equally global games, while Asia has an incomparably larger share of local production and correspondingly smaller potential for our exports.

As far as countries are concerned, China and the United States are the largest gaming markets, both of comparable size. The top three also include Japan, estimated at roughly half of them. The combined market share of China, the US and Japan accounts for more than three quarters of the profits generated throughout the entire games industry. Further down the rankings are South Korea, Germany, the UK, France and Canada. The superiority of the top three is the result of the demographics of these markets and the strong gaming culture. For example, in Japan, out of a population of 125 million, more than 100 million are counted as potential gamers.

Europe's largest games industries (in terms of employment and number of developers)

No.	Country	Employment	Date of data	Number of developers and publishers	Date of data
1	United Kingdom	20,975	(2021)	1,528	(2021)
2	Poland	15,290	(2023)	494	(2022)
3	France	15,000	(2023)	577	(2022)
4	Germany	11,242	(2022)	750	(2022)
5	Spain	9,621	(2022)	447	(2022)
6	Sweden	8,445	(2022)	939	(2022)
7	Romania	6,800	(2022)	222	(2022)
8	Netherlands	4,560	(2022)	501	(2021)
9	Finland	3,700	(2022)	232	(2022)

The European games industry is rapidly increasing in size, becoming an increasingly important employer and generator of value and innovation. According to The Game Industry of Poland report, the United Kingdom, with more than 20,000 people employed in the industry. has the first place in Europe. Poland is in second place, slightly ahead of France and, for several years, significantly ahead of Germany. However, financial indicators still remain a challenge for our industry: when it comes to revenue, profitability and availability of capital, Poland is significantly outperformed by Germany and particularly by Sweden and Finland.
The industry is experiencing consolidation, whereby small producers are being absorbed by larger actors. Although game publishers and distributors constitute a separate category of the industry's actors, huge conglomerates covering the entire value chain are often created as a result of consolidation processes in the sector. It is the norm for the largest companies engaged in game development to serve as both publishers and distributors of their titles via digital sales platforms. Game console manufacturers (Microsoft and Sony in particular) also acquire game publishers and distributors, thereby gaining control of the value chain from developers to distributors to hardware platforms.

Game sales platforms (e.g. Apple's iOS, Google's Google Play Store) hold most of the highest positions among the top 10 in terms of revenue in the games industry in 2023.

The largest public companies in the industry and their H1 2023 revenues from gaming

Company, country of origin	Gaming revenues in H1 2023, y/y change	Main reasons for the revenues generated
1. Tencent (China)	USD 15.4 billion, despite a 3.6% decrease from the previous year.	It remains the market leader thanks to popular titles such as Honor of Kings, PUBG Mobile and Valorant.
2. Sony (Japan)	USD 8 billion, up 8.7%.	Growth is being driven by the success of titles released on PlayStation.
3. Apple (USA)	USD 6.9 billion, up 3.2%.	Revenue comes mainly from mobile games available on iOS.
4. Microsoft (USA)	USD 6 billion, up 3.5%.	Microsoft further reinforced its position in the market with the acquisition of Activision Blizzard.
5. NetEase (China)	USD 5 billion, down 3.8%.	Despite the decline, NetEase maintains a strong position in the Chinese market.
6. Google (USA)	USD 5 billion, up 2%.	It draws revenue mainly from games available in Google Play Store.
7. Activision Blizzard (USA)	USD 4.4 billion, up 35.5%.	The company has profited from popular titles such as Call of Duty and World of Warcraft.
8. Electronic Arts (USA)	USD 3.8 billion, up 5.5%.	It draws revenue mainly from sports games and titles such as FIFA and Madden NFL.
9. Nintendo (Japan)	USD 3.1 billion, up 3.3%.	Nintendo has seen steady growth thanks to the success of games such as The Legend of Zelda: Tears of the Kingdom.
10. Take Two Interactive (USA)	USD 2.4 billion, up 26%.	Successes such as Grand Theft Auto and Red Dead Redemption are the driving force behind the company's revenues.
CD Projekt	USD 80 million, down 14%.	For comparison, the results of the largest publicly listed Polish gaming company.

Polish Gaming Industry

Over the past dozen years or so, Poland has transformed itself from a country where the computer revolution was lagging behind into a game developer boasting a multitude of global successes. The period of the most dynamic growth in the gaming industry in Poland occurred from 2014 to 2020.. The gaming industry in Poland has become such a complex system that there are a number of specialised companies that are involved in the production and distribution process..

In 2023, nearly 500 game developers and publishers, collectively employing more than 15,000 people, were operating in Poland. The Polish games industry has thus gained relevance in the European context, and is today in the top three largest employers as compared to its European counterparts.

Warsaw, Kraków and Wrocław are important video game development centres, accumulating the vast majority of representatives of the Polish gaming industry.

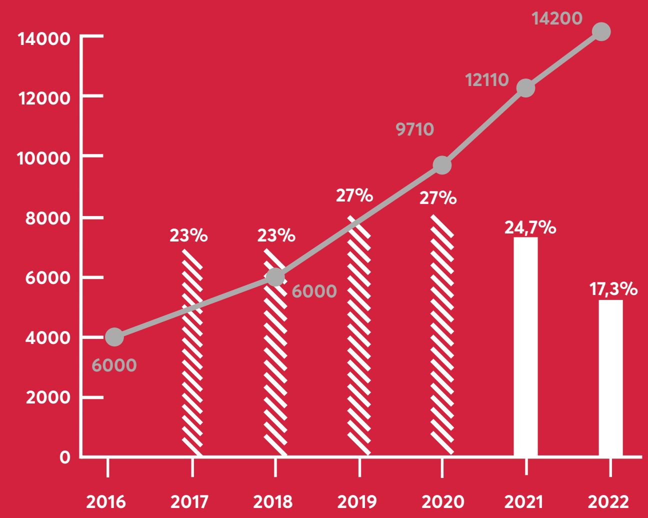
Currently, the profits generated by Polish game developers and creators are growing in a dynamic fashion. Although, at first glance, some stagnation is apparent in recent years, this is due to changes in the results obtained by the biggest game producers and distributors, and above all the launches by the largest Polish developer and publisher, CD Projekt. Putting aside the stock market fluctuations of the creators behind The Witcher and Cyberpunk 2077, the rest of the video game developers' and publishers' industry has experienced significant year on year sales increases.

Polish video game developers are growing dynamically in almost every segment, creating both big-budget games and small independent productions. For the vast majority of polish developers, the priority area is the production of PC games, primarily for the Steam platform. Only after these successes are the titles often brought to consoles. Generally, strictly the largest developers can afford to publish games on consoles. Polish games have also demonstrated great publishing results on the Nintendo Switch handheld console and have been involved in the emerging segment from the very start.

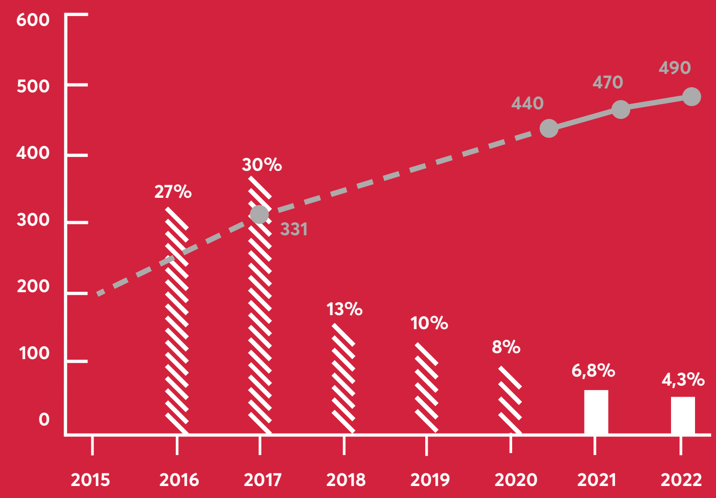
In contrast, the production of mobile games is the domain of only a few studios, but most of them are quite large and have a hundred or even several hundred employees. When analysing the revenues of game developers, it is important to pay attention to the cyclical nature thereof; revenues are high in the year of a game's release and then dive until the next release. If a producer develops several titles in parallel or makes money from games published in another model than the release-dependent premium model, this phenomenon may be less pronounced.

Virtually all revenues of Polish games developers come from exports, with the local domestic market usually accounting for approx. 2–4% of sales. In 2020, for the first time, the value of Polish game exports to global markets exceeded imports of global games played by Poles. This state of affairs has continued in subsequent years, making Poland one of the few net global game exporters.

In 2023, the value of Poland's games exports exceeded one billion dollars, making Poland one of the leading exporters of video games in Europe. The key markets where Polish games are sold are the US, China, the UK, Germany, France and Japan.



Employment in game production in Poland, with year-on-year growth.



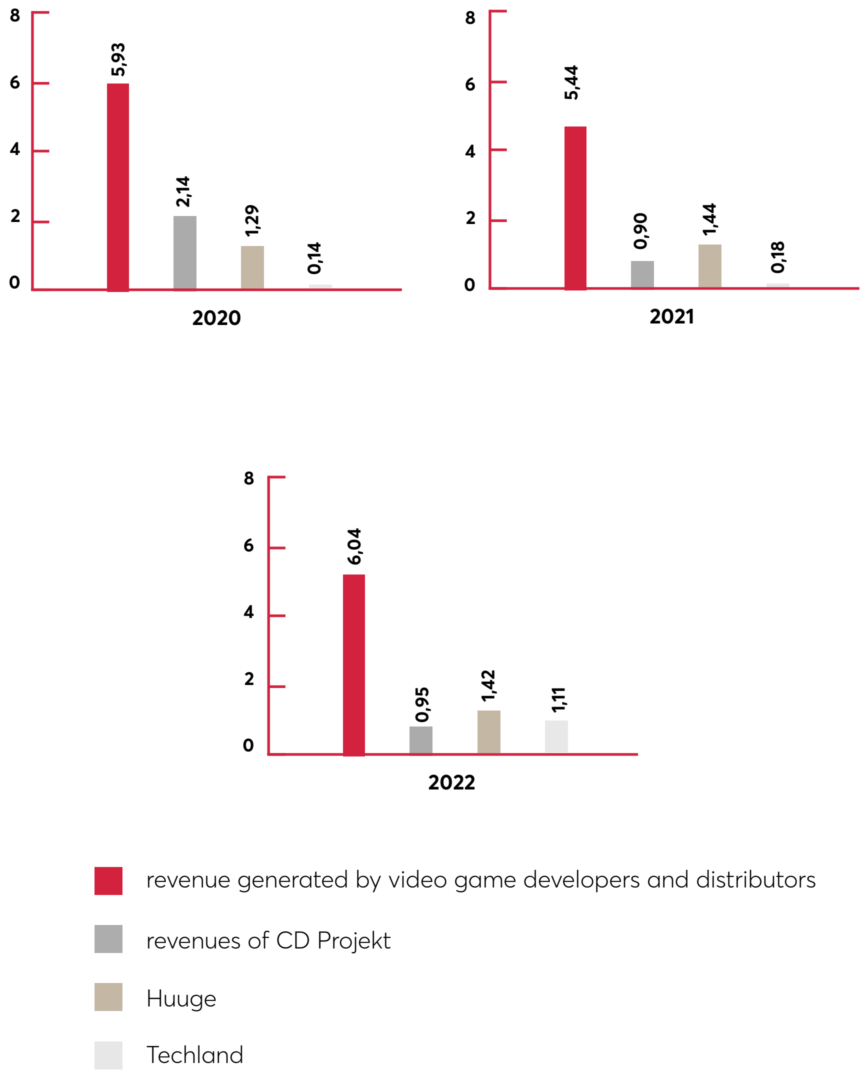
Number of companies in the Polish games industry (producers and publishers), with growth rates (producers combined with publishers).

Dashed line indicates roughly estimated values, before exact data was

Valuations of the largest Polish game developers and publishers

Place	Name	Value in billion PLN
1	CD Projekt	13.32
2	Techland	9.40*
3	PlayWay	2.20
4	11 bit studios	1.68
5	Huuuge	1.40
6	Ten Square Games	0.63
7	PCF Group	0.62
8	Bloober Team	0.45
9	Creepy Jar	0.37
10	CI Games	0.31
11	Artifex Mundi	0.30

Valuations of the largest Polish game developers and publishers



The gaming industry in Japan

Japan is one of the most importantcountry for the video game industry. Historically, this market has been completely dominated by Japanese consoles. Currently, two of the three major gaming consoles on the market, Sony PlayStation 5 and Nintendo Switch, are manufactured by Japanese companies (the third one is the US-based Xbox Series X/S console). Due to the oligopolistic nature of the games console market, virtually every major video game developer and distributor has to partnerwith Sony or Nintendo. The brands created by Japanese gaming companies have gained worldwide recognition.

The influence of Japanese companies as far as controlling distribution platforms in the PC games market is much weaker, with US companies such as Valve (Steam), Microsoft (Xbox App) and Epic Games (Epic Games Store) at the forefront. The Polish CD Projekt (GOG.com) also has a relatively strong position in this industry. In recent years, Sony has begun to bring its games, which previously used to be released exclusively on PlayStation, to PC platforms

Development trends in the video game industry and the potential for the cooperation between Poland and Japan

Trend 1. Longer life cycle of games and changing business models

The demanding macroeconomic environment and an increasingly slower rate of global player base growth are driving game developers or distributors to experiment with different monetisation strategies for PC and console games. This includes more and more often the introduction of different subscription models and micropayments (e.g. battle passes, loot boxes). The fierce competition at the market dominated by several platforms reinforces the shift towards greater use of subscriptions as a payment model. Another trend is also to extend the life cycle of games. Video games are being supported by developers for longer periods of time, encouraging player engagement by offering additional content, thus shifting to a Game as a Service model. The distribution model of games is also changing. Digital publishers are gaining more power in the market, creating an ecosystem for video game sales and use (e.g. Steam (Valve), Microsoft Store and Game Pass, PS Store (Sony), Nintendo eShop, Google Play, App Store (Apple) and finally GOG (CD Projekt)). Attachment to particular consoles and other platforms as well as integration into the entire digital distribution ecosystem is also an element of creating long-term customer loyalty.

Trend 2. Increased importance of mobile games

Over the years, the mobile games segment has been growing at the fastest pace among all the platforms. The increasing number of smartphones and the development of telecommunication networks are the main reasons for this growth, with the segment gaining new audiences and evolving strongly in new geographical areas. Mobile games, through innovative ways of creating engagement and – above all – monetisation, still account for the largest share of the overall gaming market. In developed markets, mobile games face challenges related to the scope of access to users' data and increasing privacy restrictions which make it more difficult to design advertising campaigns being an important source of revenue for predominantly free-to-play mobile games. Another challenge is how to change and adapt mobile games' business models to these realities to ensure a balance between advertising and payment in games. The market is also heavily dominated by the major players even at the level of game development.

Trend 3. Hybrid platforms and cloud gaming

The pioneer of this new thinking about platforms is Nintendo which launched the Switch console in 2017. This console allows you to play at home on your TV, but can also work as a portable handheld console. Now, there are several solutions that make it possible to play the most advanced titles regardless of the platform used. An important breakthrough in this regard is also the advances made in the cloud technology area. Thanks to cloud solutions, it has become possible to

connect to a game from any device, also from a mobile phone or tablet. Normally, such devices do not meet the same technical requirements as desktop computers or consoles, but by using live streaming, it is possible to enjoy even the most demanding titles on various devices.

Trend 4. Metaverse, is it a revolution yet?

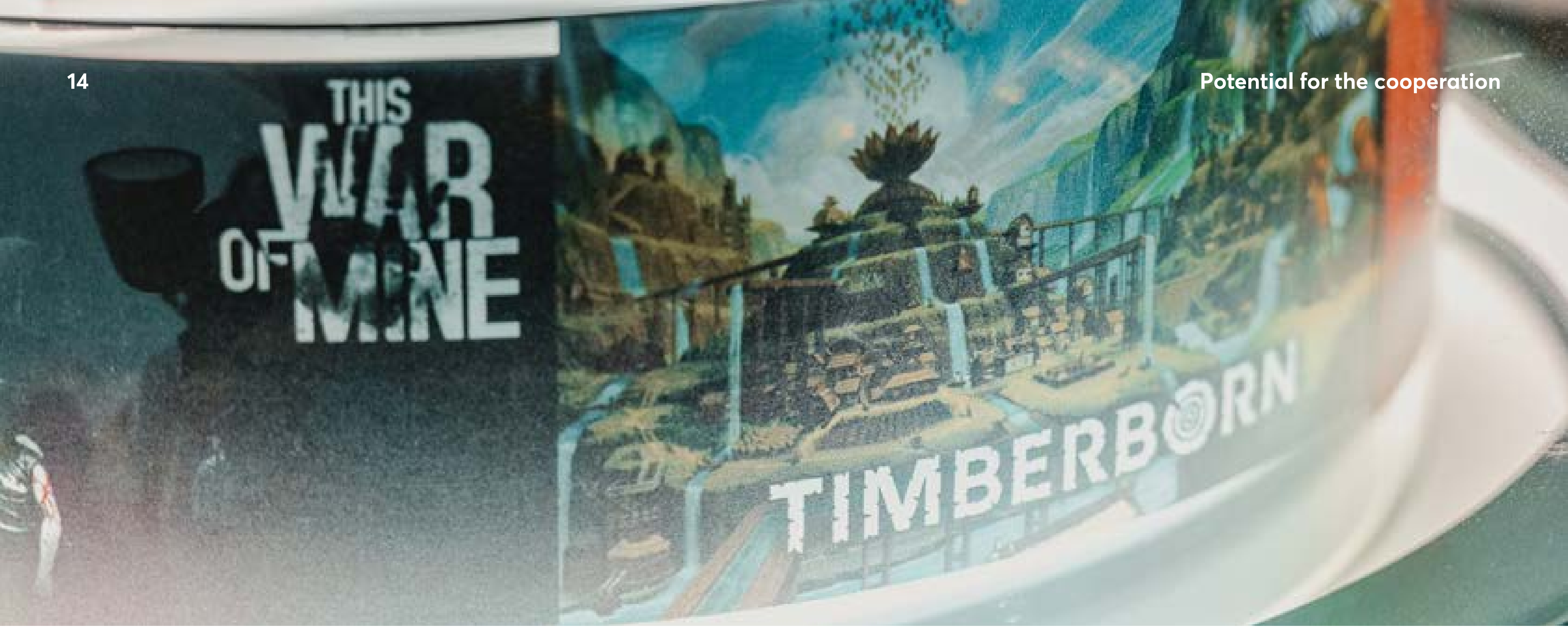
Although AR and VR are entering the world of digital entertainment in an increasingly bold manner, the gaming industry is not yet experiencing a huge revolution caused by the possibilities offered by creating a virtual environment. Platforms supporting augmented reality technology are not among the best-selling gaming mediums, and titles using the technology are still quite niche. However, this does not mean that the future of games cannot belong to the so called metaverse. Augmented reality and immersive virtual worlds are natural candidates to become the next revolution in the gaming industry, on a par with 3D graphics and online gaming.

Trend 5. Independent (indie) games

Thanks to the development of digital distribution platforms such as Steam, itch.io, Epic Games Store and dedicated marketplaces for consoles (PlayStation Store, Xbox Live, Nintendo eShop), reaching the global audience with niche titles has become a possibility. With easier access to development tools (tools such as Unity, Unreal Engine, GameMaker Studio have become more affordable), the barriers to entry have been lowered significantly and there are now more ample opportunities to create quality projects. The rise of crowdfunding platforms which allow developers to obtain funding without having to seek institutional investors has also been a factor that contributed to better chances of fulfilling such projects. Gamers are also changing, and the popularity of games that offer unique experiences is growing. Interest in indie games is on the rise as well due to how popular gaming is on social media platforms. Communities of gamers on YouTube and Twitch actively promote and support indie games.

Trend 6. Generative AI tools

Generative artificial intelligence (AI) technology has grown enormously in popularity over the past year, with such platforms as ChatGPT, GitHub Copilot and Midjourney increasing the accessibility of those tools to ever-wider audiences. The video game industry also benefits from much more common use of artificial intelligence. New AI tools are intended to enhance creativity, improve productivity and lower barriers to entry of work in the industry. At the present time, key AI applications already occurring in games development process include: generating game content and creating worlds, creating NPCs, generating dialogue and storylines, optimising gameplay, testing assumptions and creating textures, graphics and soundtracks.



Potential for the cooperation between Poland and Japan in the video game industry to evolve

Few industries can attest to the huge potential for cooperation between Poland and Japan as well as the games industry. The potential for Polish-Japanese cooperation in games is considerable, given the dynamic growth of the industry in both countries. Poland is one of the of the leaders in video game development in Europe, while Japan is the third largest domestic market for games, which is continuing to grow despite its enormous gaming population.

Japan is home to many global giants in the gaming industry, such as Nintendo and Sony. The companies originating from that country are known for producing games of the highest technological and artistic quality. Once a bastion of consoles, in light of the hegemony of such domestic giants as Sony and Nintendo, at the present day the Japanese market is booming once again thanks to the growing popularity of mobile games and, above all, PC games. Over the last five years, the PC games market in Japan has doubled, and the Japanese are demonstrating an increasing interest in foreign titles and indie productions.

Polish developers, considering a large number of published titles, are becoming a natural target for the growing interest of Japanese gamers. Already at this point in Japan, the Polish games industry has had some success on Steam, Nintendo consoles and PlayStation. Japanese gamers particularly appreciate Polish games from the horror genre. Polish developers, taking advantage of this interest, are successfully creating titles dedicated for the Japanese audience.

The list of Polish game companies present on or with the potential to expand into the Japanese market

The table below presents companies that are already present on or have the potential to expand into the Japanese market. Taking into account the definition and scope of the video game industry, this table lists companies grouped according to the following division: AAA games developers, developers of AA and indie titles with the broadest reach, developers of award-winning indie games, 3rd party publishers, third party developers and specialised companies providing services to the games industry (other than game development). When presenting the particular groups, companies that are quoted on the main market of the Stock Exchange are listed first. Aside from the companies with the highest capitalisation, already present on or having the potential to expand into the Japanese market, also unquoted companies with successful projects reaching and popular in the Japanese market are also shown.

No.	Company	Key titles/projects released and premieres announced	Platforms / business model
		AAA GAMES DEVELOPERS	
	AAA games, and those aspiring to this category, are productions with the biggest budgets, by design with a very good production quality and the most heavily promoted, created by the largest development studios, in several leading genres. They are the equivalent of blockbusters in the cinema industry.		
1	**CD Projekt** **– quoted on the Warsaw Stock Exchange** (Jagiellońska 74, 03-301 Warsaw) A Polish company founded in 1994.	Key titles published: **The Witcher series, Cyberpunk 2077** Key titles announced: **The Witcher 4 Polaris, Cyberpunk Orion, an entirely new title - Hadar?**	PC, PlayStation, Xbox, Nintendo Switch Model: Premium
2	**Techland** Jana Szczyrki 11, 54-426 Wrocław A majority stake is held by Tencent, the company was founded in 1991.	Key titles published: **The Dying Light series** Key titles announced: **Expansion for The Dying Light 2**	PC, PlayStation, Xbox Model: Premium
3	**PCF Group.** **– quoted on the Warsaw Stock Exchange** Al. Solidarności 171, 00-877 Warsaw A Polish company founded in 2002.	Key titles published: **Painkiller, Bulletstorm, Outriders** Key titles announced:	PC, PlayStation, Xbox Model: Premium
4	**Flying Wild Hog** Bonifraterska 17, 00-203 Warsaw A Polish company founded in 2009.	Key titles published: **Shadow Warrior 3, Trek to Yomi, Evil West, Space Punk** Key titles announced:	PC, PlayStation, Xbox, Nintendo Switch Model: Premium
5	**CI Games** **– quoted on the Warsaw Stock Exchange** Rondo Daszyńskiego 2B, 00-843 Warsaw A Polish company founded in 2002.	Key titles published: **Sniper Ghost Warrior series, Lords of the Fallen** Key titles announced: **Project III, Project Survive**	PC, PlayStation, Xbox Model: Premium
6	**Bloober Team** **– quoted on the Warsaw Stock Exchange** Cystersów 9, 31-553 Kraków A Polish company founded in 2008.	Key titles published: **The Medium, Layers of Fear, Observer: System Redux, Blair Witch** Key titles announced: **SILENT HILL 2**	PC, PlayStation, Xbox, Nintendo Switch, VR/AR Model: Premium

AA PLUS, AA AND INDIE DEVELOPERS WITH THE BROADEST REACH

AA+ and AA games are the next category, slightly cheaper, less grandiose, often more focused on a single specific aspect, but still striving to offer very good quality. Meanwhile, indie games are the smallest titles, developed by small independent teams or even by a single person.

7	**11 bit studios** **– quoted on the Warsaw Stock Exchange** Brzeska 2, 03-737 Warsaw A Polish company founded in 2010.	Key titles published: **This War of Mine** Key titles announced: **Frostpunk 2 – sequel**	PC, PlayStation, Xbox, Nintendo Switch, mobile Model: Premium
8	**Robot Gentleman** Garbary 64, 61-758 Poznań A Polish company founded in 2012.	Key titles published: **60 seconds!** Key titles announced:	PC, PlayStation, Xbox, Nintendo Switch, mobile Model: Premium
9	**PlayWay** **– quoted on the Warsaw Stock Exchange** Bluszczańska 76, 00-712 Warsaw A Polish company founded in 2011.	Key titles published: **Over 100 titles published (e.g. House Flipper, Car Mechanic Simulator)** Key titles announced: **Builders of Egypt, Cooking Simulator 2**	PC, PlayStation, Xbox, Nintendo Switch, mobile VR/AR Model: Premium
10	**Creepy Jar** **– quoted on the Warsaw Stock Exchange** Człuchowska 9, 01-360 Warsaw A Polish company founded in 2017.	Key titles published: **Green Hell** Key titles announced: **StarRupture**	PC, PlayStation, Xbox, VR/AR Model: Premium
11	**Render Cube** **– quoted on the Warsaw Stock Exchange** Piotrkowska 295, 93-004 Łódź A Polish company founded in 2012.	Key titles published: **Medieval Dynasty** Key titles announced: **Add-ons to Medieval Dynasty – DLC**	PC, PlayStation, Xbox, VR/AR Model: Premium
12	**Eremite Games** Księcia Witolda 27, 50-202 Wrocław A Polish company founded in 2017.	Key titles published: **Against the Storm** Key titles announced: **Add-ons to Against the Storm**	PC Model: Premium

13	**Mechanistry** Rondo Daszyńskiego 2B, 00-843 Warsaw A Polish company founded in 2018.	Key titles published: **Timberborn** Key titles announced:	PC Model: Premium
14	**Superhot Team** Kościuszki 17, 90-418 Łódź A Polish company founded in 2014.	Key titles published: **Superhot** Key titles announced: **Superhot JP**	PC, PlayStation, Xbox, Nintendo Switch, VR/AR Model: Premium
15	**3R Games** **– quoted on the Warsaw Stock Exchange** Pokorna 2/211, 00-199 Warsaw Founded in 2021, a company from the PlayWay group.	Key titles published: **Thief Simulator VR 1 and 2** Key titles announced: **Next parts of Thief Simulator and DLC**	VR/AR, Meta Quest
16	**Drago Entertainment –** **quoted on the Warsaw Stock Exchange** Malborska 130, 30-624 Kraków A Polish company founded in 1998.	Key titles published: **Gas Station Simulator, Winter Survival** Key titles announced: **Farm Simulator, American Airport Simulator**	PC, PlayStation, Xbox, Nintendo Switch, mobile VR/AR Model: Premium
17	**Gaming Factory –** **quoted on the Warsaw Stock Exchange** Powązkowska 15, 01-797 Warsaw A Polish company founded in 2017.	Key titles published: **Electrician Simulator, Bakery Simulator** Key titles announced: **Japanese Drift Master**	PC, PlayStation, Xbox, Nintendo Switch Model: Premium

PRODUCERS OF AWARD-WINNING INDIE GAMES			
Independent games, which can afford more freedom and experimentation than big-budget productions that need to pay for themselves, are often vehicles for innovation, original explorations of new solutions or very artistically oriented small works of art.			
18	**Afterburn** Orla 23/24, 90-317 Łódź A Polish company founded in 2016.	Key titles published: **Railbound, Inbento, Golf Peaks** Key titles announced: **Pup Champs**	PC, Nintendo Switch, mobile Model: Premium
19	**Ice Code - quoted on Warsaw Stock Exchange's (GPW) NewConnect** Prosta 51, 00-838 Warsaw A Polish company founded in 2014.	Key titles published: **Hard West** Key titles announced: **Odysseus**	PC, PlayStation, Xbox, Nintendo Switch Model: Premium
20	**Awesome Games Studio** Prądnicka 12, 30-002 Kraków A Polish company founded in 2009.	Key titles published: **Fury Unleashed** Key titles announced: **Yet Another Zombie Survivors**	PC, PlayStation, Xbox, Nintendo Switch, mobile Model: Premium

3RD PARTY PUBLISHERS			
In the video game industry, a publisher is in charge of marketing, promotion and, in some cases, even distribution of other developers' titles on the global market. To be included in this category, it is not enough to publish one's own games (self-publishing), which on the current market can be done by virtually any developer. At the same time, it is a Polish peculiarity that most of these 3rd party publishers in fact start out as developers and continue to have a second division responsible for video game development.			
21	**Forever Entertainment - quoted on Warsaw Stock Exchange's (GPW) NewConnect** al. Zwycięstwa 96/98, 81-451 Gdynia A Polish company founded in 2010. **One of the biggest publishers of games for Nintendo Switch**	Key projects completed: **120+ titles published** Key titles announced: **Another remake of a 1990s cult title**	Nintendo Switch, PC, PlayStation, Xbox Model: Premium, publisher, 3rd party development – porting

22	**Teyon** Kuźnicy Kołłątajowskiej 13, 31-234 Kraków A Polish company founded in 2006. **Teyon Japan G.K. – a publishing division in Tokyo.**	Key projects completed: **Terminator: Resistance, RoboCop: Rogue City** Key titles announced: **Rennsport**	PC, PlayStation, Xbox, Nintendo Switch Model: Premium, publisher
23	**Hyperstrange** Cybernetyki 19B, 02-677 Warsaw A Polish company founded in 2015.	Key projects completed: **creators of Postal: Brain Damaged, Blood West publishers of Frozenheim, Jupiter Hell and others.** Key titles announced: **Hordes of Hunger**	PC, PlayStation, Xbox, Nintendo Switch Model: Premium, publisher
24	**Games Operators – quoted on the Warsaw Stock Exchange** Bukowińska 22B, 02-703 Warsaw A Polish company founded in 2017.	Key projects completed: **911 Operator, Infection Free Zone** Key titles announced: **Survival Machine, Urban Warfare**	PC, PlayStation, Xbox, Nintendo Switch Model: Premium, publisher
25	**Movie Games – quoted on the Warsaw Stock Exchange** Wernyhory 29a, 02-727 Warsaw A Polish company founded in 2016.	Key titles published: **Drug Dealer Simulator, Gas Station Simulator, Lust from Beyond** Key titles announced: **DDS x Narcos, Sports: Renovations**	PC, PlayStation, Xbox, Nintendo Switch Mode: Premium, publishing
26	**Ultimate Games – quoted on the Warsaw Stock Exchange** Marszałkowska 87, 00-683 Warsaw A Polish company founded in 2015.	Key titles published: **Thief Simulator, Ultimate Fishing Simulator** Key titles announced:	PC, PlayStation, Xbox, Nintendo Switch, mobile Model: Premium
27	**Untold Tales** Al. Zjednoczenia 36, 01-830 Warsaw A Polish company founded in 2020.	Key projects completed: **Arise: A Simple Story, The Hong Kong Massacre, Golf Club, Bang-on balls: Chronicles** Key titles announced: **Beautiful Desolation**	PC, PlayStation, Xbox, Nintendo Switch, mobile, browsers Model: Premium, publisher, 3rd party development – porting

28	**Crunching Koalas** Al. Jana Pawła II 61, 01-031 Warsaw A Polish company founded in 2012.	Key projects completed: **publishers of The Gap, Darkwood, Ad Infinitum creators of Wojna Krwi: Wiedźmińskie Opowieści [Thronebreaker: The Witcher Tales]** Key titles announced: **Beautiful Desolation**	PC, PlayStation, Xbox, Nintendo Switch Model: Premium, publisher, 3rd party development – porting
	DEVELOPERS AND PUBLISHERS OF MOBILE AND FREE-TO-PLAY GAMES		
29	**Artifex Mundi** **– quoted on the Warsaw Stock Exchange** Tarasa Szewczenki 8b, 40-855 Katowice A Polish company founded in 2006.	Key titles published: **Over 80 games and 10 million copies sold** Key titles announced: **Unsolved**	PC, PlayStation, Xbox, Nintendo Switch, mobile Model: free-to-play
30	**Boombit** **– quoted on the Warsaw Stock Exchange** Zacna 2, 80-283 Gdańsk A Polish company founded in 2010.	Key titles published: **Hunt Royale, Darts Club and other mid core/casual/hyper-casual** Key titles announced: **A rich portfolio of future titles announced for mobile devices**	Mobile Model: free-to-play
31	**Huuuge** **– quoted on the Warsaw Stock Exchange** Rondo Daszyńskiego 2b, 00-843 Warsaw An American company quoted on the WSE, having an office in Warsaw.	Key titles published: **Huuuge Casino, Billionaire Casino** Key titles announced: **Huuuge Pods – several new mobile game projects**	Mobile, browsers Model: free-to-play
32	**Ten Square Games** **– quoted on the Warsaw Stock Exchange** Traugutta 45, 50-416 Wrocław A Polish company founded in 2011.	Key titles published: **Fishing Clash, Hunting Clash, Wings of Heroes** Key titles announced: **Further titles in the Clash series**	Mobile, browsers Model: free-to-play
33	**Vivid Games** **– quoted on the Warsaw Stock Exchange** Ogińskiego 2, 85-092 Bydgoszcz A Polish company founded in 2006.	Key titles published: **Real Boxing series, Knights Fight 2: New Bood, Eroblast, Lovenest** Key titles announced: **Real Boxing 3**	PC, PlayStation, Xbox, Nintendo Switch, mobile Model: free-to-play

International events held in Poland, which make it possible to reach companies in the Polish video game industry:

The Game Industry Conference and Poznań Game Arena are a unique combination of a B2C games fair and a conference for professionals with its own B2B expo zone; in Europe, it is the largest industry event east of Cologne. The Game Industry Conference is one vying for the title of Europe's largest conference, a meeting place and an event full of valuable lectures and the exchange of experiences, enjoyed each year by more than 3,500 participants. But the GIC also offers rich opportunities for business, boasting a B2B expo zone with 45 stands and an extremely efficient business meeting system and area. Poznań Game Arena – which takes place simultaneously – is one of the most prominent and largest games fairs in Europe, organised for actors within the industry as well as for individual visitors. PGA has a nearly 20-year long history and each year is attended by more than 79,300 visitors who check out games and hardware from more than 220 exhibitors. The main objective is to provide a friendly environment for making business contacts, discussing current trends and sharing valuable experiences.

Both events take place simultaneously **every year in October** on the grounds of the **Poznań International Fair, Głogowska 14, 60-734 Poznań**

DigitalDragons is a leading B2B event that has been attracting video game industry representatives from across Europe for over 10 years. Developers, artists, publishers, investors and leading games journalists from around the world are invited to join the three-day conference held in Kraków. The event continues to grow, attracting more than 2,500 people associated with the video game industry to the capital of Małopolska. The main axis of the conference is the specialised lectures that take place in the ICE Kraków Congress Centre. The Kraków Technology Park, which is the organiser of the event, attaches particular importance to the networking aspect – meetings in the Business Network Zone allow the sharing of experiences and establishing key business relationships.

The conference is held each year in May at the ICE Kraków Congress Centre, Marii Konopnickiej 17, 30-302 Kraków

The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's mission as a Government Agency is:

- To enable small-and medium-sized companies to reach their full potential in exporting their products and services around the world
- To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- To promote 'Poland as a Brand'

How we can help

The Agency's experienced team of experts with a hands-on approach and excellent understanding of the needs of entrepreneurs will ensure that your projects will move as fast and smooth as possible.
www.paih.gov.pl

Poland at Expo 2025 Osaka, Kansai

The Polish Investment and Trade Agency is the institution responsible for preparing Poland's presence at the World Expo 2025 Osaka, Kansai. The Agency carries out this task under the supervision of the Ministry of Economic Development and Technology.
www.expo.gov.pl