

# LORDS OF THE FALLEN



GAMES

UPDATE – 24<sup>th</sup> Oct '23

HEXWORKS  
A CI GAMES STUDIO





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## BUILD UP TO LAUNCH

- One of the most anticipated games for release in 2023 (console and PC)
- Strong appetite for next big game in Action RPG since release of Elden Ring in 2022
- In 2023 Lords of The Fallen releases
  - Strong market recognition of Lords of the Fallen (2014) in the Fantasy RPG genre
  - 10+ million players of the franchise
  - Full reboot to widen audience appeal, removing potential barrier to entry for genre newcomers
- Developed by CI Games' internal studio Hexworks, using UE5 to deliver...
  - AAA production values and advanced combat system
  - State of the art Visuals and Gameplay
  - Next gen console performance delivery
  - UE5 will deliver new features that will differentiate from other games
- Total estimated cost of Lords of the Fallen (to 31 Dec '23)
  - PLN 178m - Production costs (excluding licence fees)
  - PLN 81.5m - Marketing
  - PLN 21.5m - Production of physical media
- Strong global marketing campaign
  - Aug22 Gamescom opening night live announcement trailer
  - Already achieving highly positive sentiment and solid performance indicators
  - First Gameplay reveal was late 2022 and release set for 13th Oct '23

Top 10  
GLOBAL  
WISHLISTS

147m+  
TRAILER  
VIEWS

1m+  
WISHLISTS



# PRESS /INFLUENCERS RECEPTION

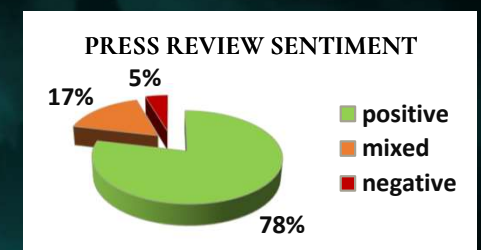
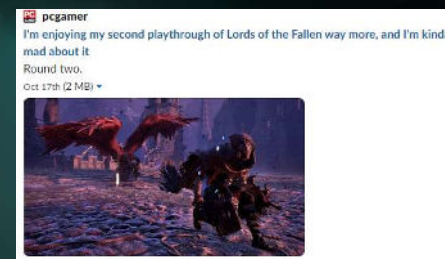
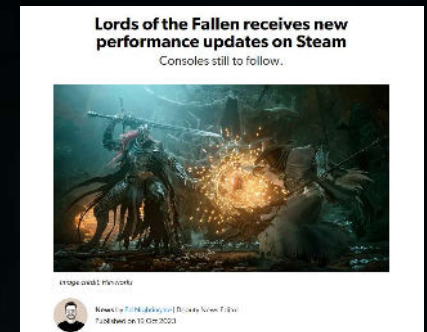
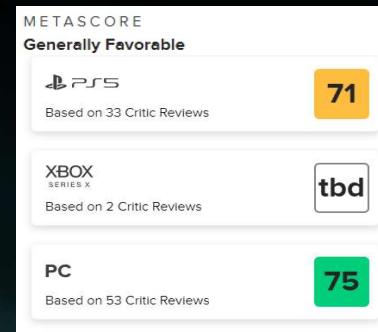
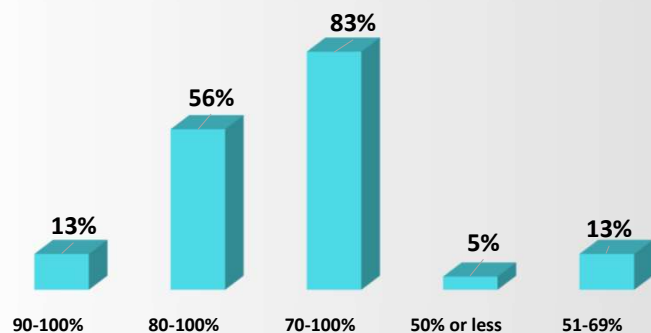
80%+

More than half the press reviews scored over 80%

78%

Review sentiment was 78% positive, only 5% negative

Performance issues (being addressed/already fixed) were the biggest challenge to achieving higher levels of positivity, contributing to the 17% mixed as well as the 5% negative








Influencers and Content Creators have displayed strong positive sentiment



## PRESS /INFLUENCERS

Games that are trending on Twitch in the past 14 days (compared to previous 14 days).

	Game	Change watch time (hours)	Change stream time (hours)	Change peak viewers	Change peak channels	Change streamers	Change average viewers
1	 League of Legends	19,604,985 (-48.2%) ▼	25,381 (-97.3%) ▼	623,740 (141.0%) ▲	374 (-90.8%) ▼	1,616 (-98.7%) ▼	58,348 (-48.2%) ▼
2	 Lords of the Fallen	10,037,188 (>10,000%) ▲	150,358 (>10,000%) ▲	184,812 (>10,000%) ▲	2,315 (>10,000%) ▲	21,416 (>10,000%) ▲	29,872 (>10,000%) ▲
3	 Call of Duty: Modern Warfare III	9,282,623 (>10,000%) ▲	296,213 (>10,000%) ▲	194,988 (>10,000%) ▲	6,421 (>10,000%) ▲	59,910 (>10,000%) ▲	27,627 (>10,000%) ▲
4	 ARK: Survival Evolved	9,000,366 (32.6%) ▲	14,781 (-79.0%) ▼	6,049 (-97.2%) ▼	76 (-78.8%) ▼	619 (-94.2%) ▼	26,787 (32.6%) ▲
5	 Just Chatting	8,455,615 (-92.1%) ▼	-4,286 (-100.3%) ▼	34,167 (-95.1%) ▼	162 (-97.2%) ▼	-1,785 (-100.6%) ▼	25,165 (-92.1%) ▼

Lords trended #2, and delivered over **9 million hours\*** watched time in first 5 days of launch

(\*comparatives: Assassins Creed Mirage 6.18M, Star Wars Jedi Survivor 7.1M)

## PLAYER RECEPTION

- At launch majority of issues related to PC users
- Steam sentiment impacted at launch but improving
  - Initial sentiment in low 50's
  - As of today 60%+ positive review
  - Daily sentiment is currently running at 70%+ positive
  - Even China which was as low as 30% at launch is running at 70% daily
- Most of the issues at launch related to performance issues and crashes
- Development team have been very responsive with patches and making improvements based on community feedback
- 1m units (Digital and physical (sell in)) achieved by 22 Oct '2023
- Sales mix (Digital units)
  - Consoles 54% of total sales
  - Deluxe 55% of sales







**GAMES**

**THANK YOU**