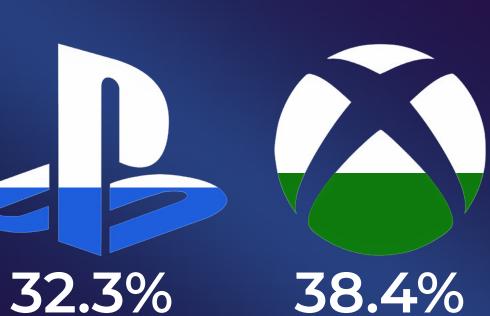


ELDEN RING

Which Console Player Profile Types* Saw The Highest Share Of Elden Ring Placements

SHARE OF PLACEMENTS ON XBSX & PS5 CONSOLE STORES Q12023





Sports 💮

25.6% 34.2% Shooters 🌼

RPG (11.7% 5.7%

Action Adventure 4.9%

*PLAYER PROFILE TYPES DEFINED BY PLAY AND PURCHASE HISTORY

15.6%

25.5%

Which sections of each store saw the highest Elden Ring presence?

SHARE OF PLACEMENTS ON PS5 & XBSX CONSOLE BASED STORES Q12023

Dashboard 4.5%

Deals 3.4%

Browse 6.4% Deals 24.5%

Games 16.5%

Store 75.7%



Latest 7.3%

Collections 61.7%

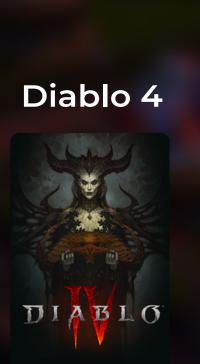
Which Games Saw The Most Presence In Coming Soon Sections?

ORDERED BY TOTAL NUMBER OF PLACEMENTS IN WEB STORES 17-23RD APR 23

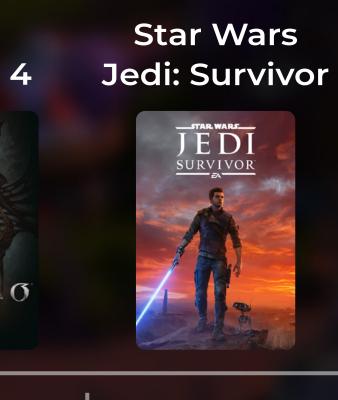




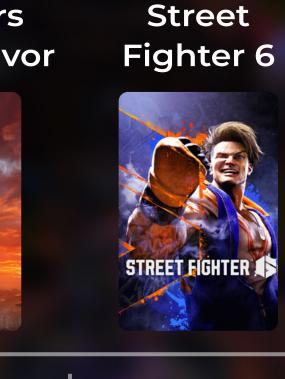




6



5





The Lord Of



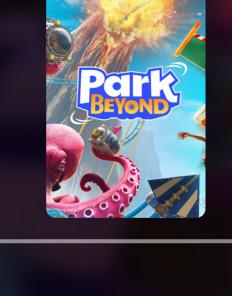
Lego 2K Drive



Star Wars

Jedi: Survivor





Park

Beyond

Share of retailers Covered Avg. no. placements per retailer

58.4%	59.7%
8	7

54.9%	65.3%

58.4%

5

48.7%

6

47.4%

5

47.1%

15.1%

14 5



Park Beyond Coming Soon Section Retailer Share

SAMPLE OF 8 TERRITORIES; WEB STORES 17-23RD APR 23



67% of 15 Potential Retailers



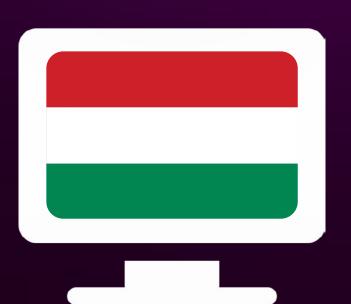
USA 30% of 10 Potential Retailers



France 50% of 12 Potential Retailers



NZ 75% of 8 Potential Retailers



Hungary 86% of 7 Potential Retailers



Brazil 33% of 6 Potential Retailers



Chile 40% of 5 Potential Retailers



Canada 25% of 8 Potential Retailers

Most & Least Expensive territories Pre-Order for Park Beyond

BASED ON AVERAGE PRICE IN \$ FOR PHYSICAL FORMATS, 17-23RD APR 23



\$72.84

\$72.42 Hungry (24,656.67 Ft)

Świtzerland (64.90 CHF)

\$39.24 (€35.36) Lithuania

