

# PLUG IN DIGITAL

PRESENTATION

The background features several vertical lines in light green and grey. There are also stylized network cables with RJ45 connectors in grey and green, and a faint, light green game controller icon on the right side.

# CHAPTER 1

# INTRODUCTION





## WELCOME TO PLUG IN DIGITAL

### A FEW INTRODUCTION WORDS FROM THE BOSS

*"I founded Plug in Digital in 2012 as a humble business enabler for indie game studios. I cannot be prouder to see how we quickly grew into a key company of the video game industry worldwide, as a distribution expert and publisher.*

*Over the years, we expanded our services from PC games distribution to cloud gaming, console and mobile games with the same core values: boldness, pioneering and versatility.*

*With a strong distribution catalog, we now deliver games to billions of players worldwide through a network of 200+ partners. We are a driving force behind many successful indie studios and a reliable additional income maker for large publishers. We deliver our partners with exactly what our motto says : « Your games everywhere ».*

*Since 2014, we've slowly and steadily gathered experience on the publishing side. In 2019, we launched Dear Villagers, an audacious new label focused on PC and console games. In 2020, we added PID Games, a more flexible publishing offer on PC, Consoles and Mobile.*

*The company doubled on every kind of numbers almost every year since we started. We've been awarded as one of the fastest growing companies in Europe for each of the past three years. And I want to tell you: we're just getting started!"*

*Francis  
Founder & CEO*



# OUR ACTIVITIES

Plug In Digital is a one of the leading companies for video games digital distribution worldwide and a rising video game publisher. We are present on every video game markets, from PC gaming to Console, Cloud, Mobile, VR or AR.



**DISTRIBUTION  
PC & CLOUD GAMING**



**DISTRIBUTION  
MOBILE & HTML5**



**DISTRIBUTION  
CHINA & ASIAN MARKETS**



**PUBLISHING  
PC, CONSOLE & MOBILE**



**PUBLISHING  
PC & CONSOLES**

## KEY PLAYERS



### **Francis, our CEO**

*20+ years in the video game industry*

*Digital distribution expert since his early career at Alapage and Nexway*

*Tireless business opportunities explorer, intuitive strategist behind our success.*

*Ex VP of SNJV, the video game company union in France for 6 years.*



### **Guillaume, our VP & Head of Publishing**

*20+ years in the video game industry*

*Former video game journalist turned to the dark side of marketing for 10 years.*

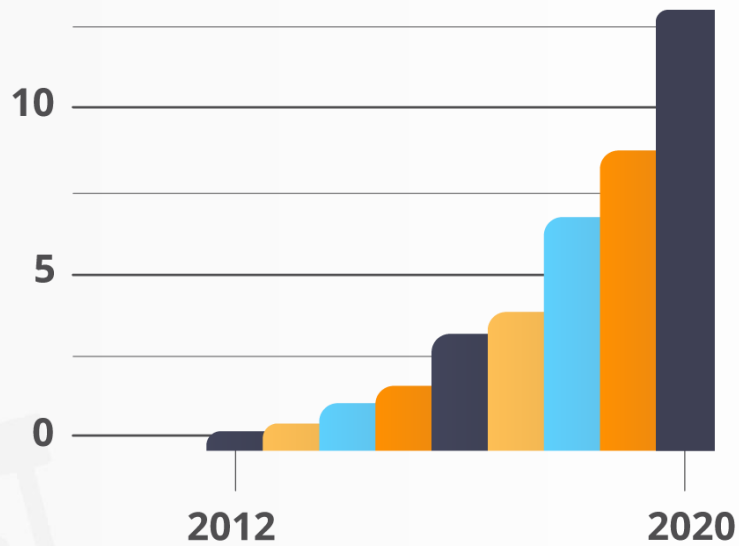
*Leads our publishing strategy, a key for our growth for the next years.*

*Funder of Push Start, cluster of video game companies of southern France*

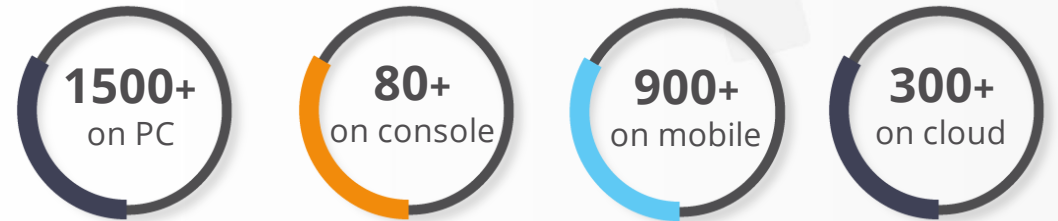
# SOME KEY NUMBERS

## A spectacular growth

Since 2012 we grew of an average **190%** each year starting with PC Games distribution and expanding to Console and Mobile distribution and to Publishing.

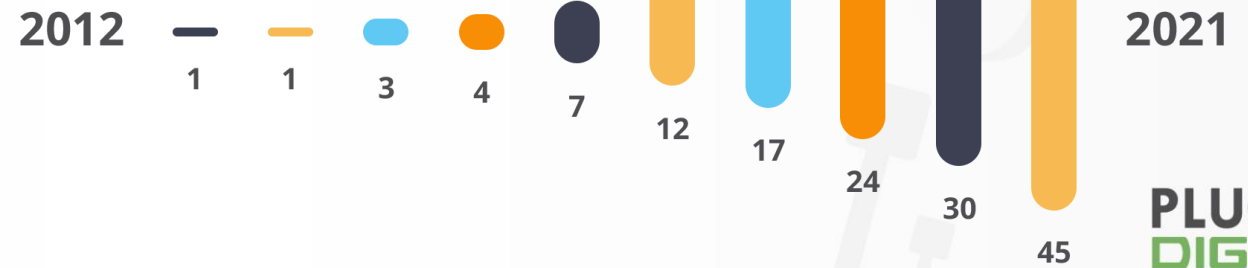


## Breakdown of distributed games by platform



## A 40+ Women & Men Team

From early one-man company to now **40+ employees** our team grew to face the multiple challenges we threw ourselves in. With almost 40% of women, Plug In digital tries to be exemplary within the video game industry.



# AN AWARDED COMPANY

For the past 4 years, we've been awarded as one of France and Europe's fastest growing companies by *Les Echos* and *The Financial Times*

## les Echos



## FINANCIAL TIMES



# A STRONG STORE PARTNERS NETWORK

As a distributor and publisher, we provide our services to 250+ studios and we distribute our games to 300+ online stores and other gaming platforms worldwide.

We were pioneers on the cloud gaming market and are now one of the main game providers for many buy-to-play or subscription-based services.





# PLUG IN DIGITAL'S WORLD MAP

## NORTH AMERICA

37% of sales  
40+ distribution partners  
50+ partner studios & publishers

## LATAM

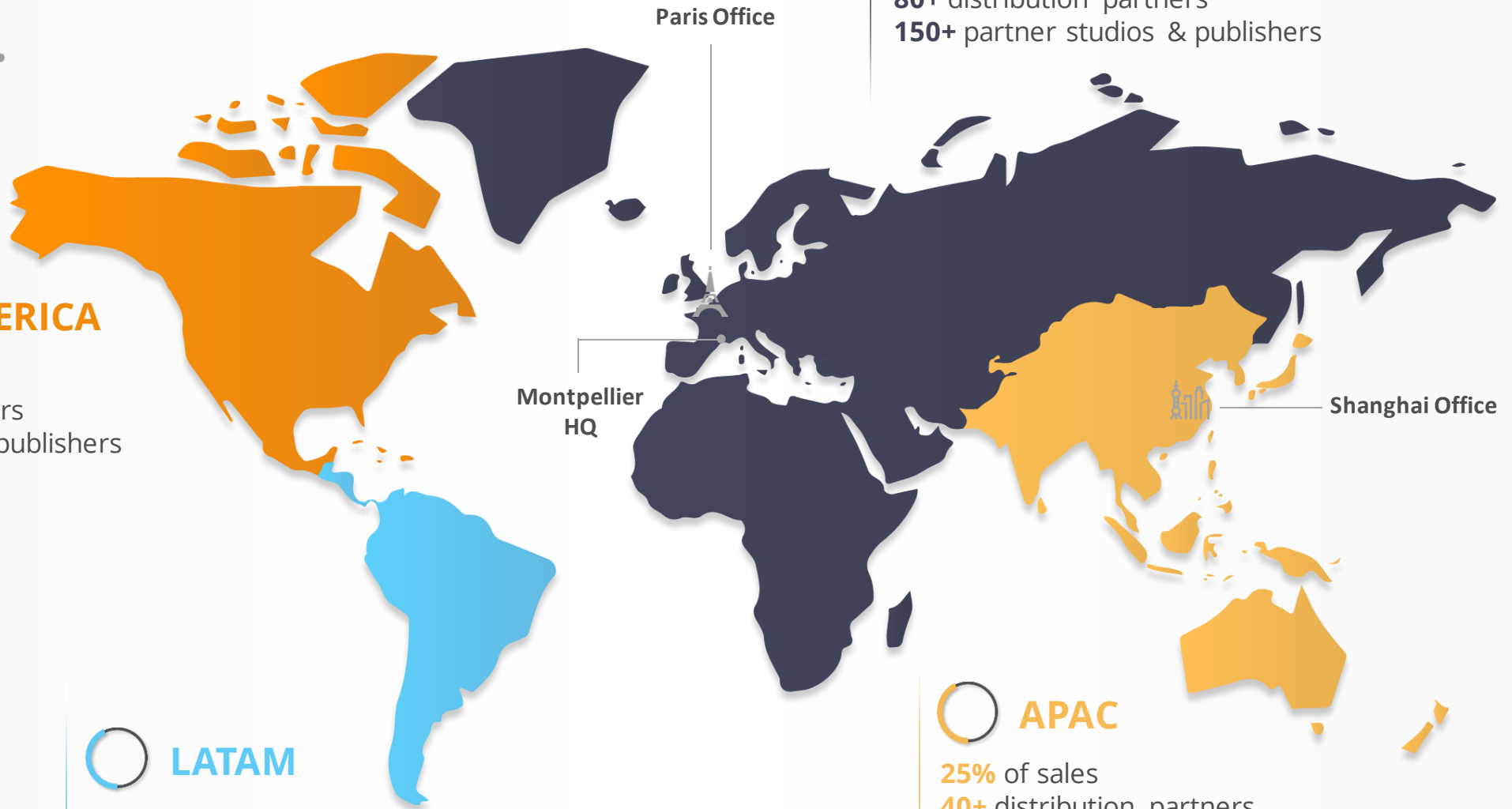
3% of sales  
5+ distribution partners  
15+ partner studios & publishers

## EMEA

35% of sales  
80+ distribution partners  
150+ partner studios & publishers

## APAC

25% of sales  
40+ distribution partners  
30+ partner studios & publishers



# KEY DATES

START



2012

Founding of the company in Paris

2013

First employee of the company: Kevin, content manager

First major publishers distribution partners: Paradox Interactive, Konami & Bigben Interactive (now Nacon)



KONAMI

BIGBEN

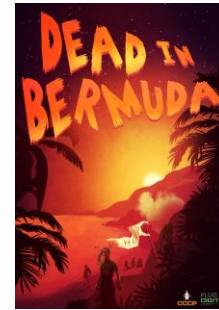


2014

First major mobile content provider contract with Orange

2015

First game in publishing: Dead In Bermuda



2016

First published game: Aurion, also the first African game ever released on PC/Steam

First games published on Microsoft Xbox and Playstation 4



# KEY DATES

2017

Opening of the Montpellier HQ

Acquisition of The Sidekicks, independent game publisher

First game published on Mobile: A Normal Lost Phone

First game published on Nintendo Switch: Neurovoider

10 Games published



2019

2 millions euros fund raising with Inter Invest Capital

Launch of new publishing brand: Dear Villagers

Office opening in Shanghai, China

20<sup>th</sup> employee

First major console exclusive contract for 6 games with Microsoft Xbox

DEAR VILLAGERS



2020

30<sup>th</sup> employee

Dear Villagers worldwide top seller on Steam with The Dungeon of Naheulbeuk

Launch of new publishing brand: PID Games



2018

10<sup>th</sup> employee

50<sup>th</sup> console game release

14 Games published

TO BE CONTINUED!

# SOME FACTS & ACHIEVEMENTS

We currently have a 250+ games portfolio on  **STEAM®**

We released 80+ games on  **Google Play** &  **Download on the App Store**

We are the main content provider for the cloud gaming offers of  **STADIA**  **amazon**  **orange™** And many others.

With 50+ games, we have one of the largest portfolio on 

Our first key publisher accounts



© **BIGBEN®** **KONAMI**

have renewed their truth every year since 2013

## SOME FACTS & ACHIEVEMENTS

We provide games to  XBOX GAME PASS &  PlayStation Now the consoles subscription offers

We provide games to  for their kids meal

We distribute **DEAD & CELLS**, from Motion Twin, one of the major indie game success in the past years

We provide games to **AIRFRANCE**   for in-flight entertainment

We have an ambitious game portfolio upcoming on  XBOX ONE X &  PS5

# CHAPTER 2 OUR BUSINESS UNITS



PLUG IN  
DIGITAL



## PC DISTRIBUTION & CLOUD

Our historical service acclaimed by big and small partners



### **SALESFORCE**

FOR PUBLISHERS AND  
INDEPENDENT  
STUDIOS (GAME KEYS  
AND DRM-FREE  
DISTRIBUTION)



### **CLOUD GAMING**

PIONEER AND  
CONTENT PROVIDER  
FOR MOST MAJOR  
PLATFORMS



### **STORES**

OPTIMIZATION AND  
FEATURING DEALS



### **BUSINESS DEVELOPMENT**

FOR PARTNERSHIPS  
AND SALES  
OPPORTUNITIES



## MOBILE DISTRIBUTION

Our most quickly growing division



### WORLDWIDE MOBILE GAMES DISTRIBUTION

FROM MAJOR STORES  
TO VERY SPECIFIC  
LOCAL ONES



### BUSINESS DEVELOPMENT

INCLUDING STORES  
OPTIMIZATION,  
FEATURING AND SALES  
PARTNERSHIPS



### MAIN CONTENT PROVIDER FOR TELCO

FOR THEIR  
SUBSCRIPTION BASED  
GAMING OFFERS



### HTML 5 AND EMBED GAMING SPECIALIST

KEY CONTENT  
PROVIDER FOR WEB  
BASED PLATFORMS





## ASIAN DISTRIBUTION

A dedicated office in China to optimize distribution in Asia



### A STRONG POSITION IN CHINA

NOW #1 VIDEO GAMES MARKET IN THE WORLD



### A STRONG NETWORK

OF DISTRIBUTION OR PUBLISHING PARTNERS ON ALL ASIAN MARKETS



### GAMES OPTIMIZATION

FOR LOCAL MARKETS INCLUDING LOCALIZATION & CHINESE REGULATIONS QA



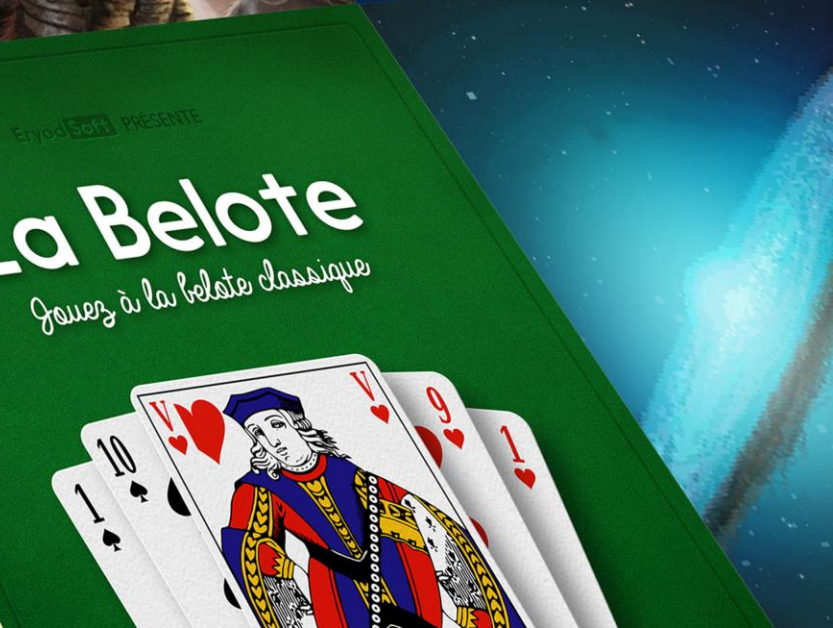
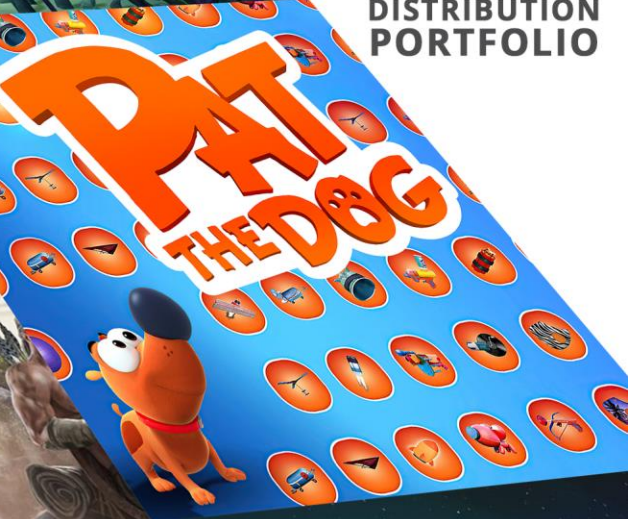
### DIRECT DISTRIBUTION

& BUSINESS DEVELOPMENT FOR DIGITAL AND RETAIL OPPORTUNITIES





**PLUG IN  
DIGITAL**  
DISTRIBUTION  
PORTFOLIO



## PID GAMES

Our flexible and multiplatforms publishing offer



### « A LA CARTE » PUBLISHING

FROM GLOBAL RIGHTS  
TO SPECIFIC LIKE  
CONSOLE OR MOBILE  
PORTS.



### FUNDING

FOR LATE STAGE  
PRODUCTION OR  
PORTING GAMES TO  
NEW PLATFORM



### ECLECTIC PORTFOLIO

FROM MOBILE CASUAL  
TO VR EXPERIENCES,  
WITH A LARGE  
CONSOLE PORTS  
CATALOGUE



### PIONEER

AND LEADING  
INDEPENDENT  
PUBLISHER ON  
NINTENDO SWITCH  
(50+ GAMES)

STEREDENN

PAPER BEAST

ZOMBIE NIGHT TERROR

PID  
GAMES  
PORTFOLIO

Ghost of Fate

siege Castles

Alba  
a wildlife adventure

PICTOQuest  
The Cursed Grids

EPISTORY

TYPING CHRONICLES

UNMEMORY

YOU CAN READ. A BOOK YOU CAN PLAY.

Alt-Frequencies  
StayTuned

## DEAR VILLAGERS

Our dedicated PC & Console publishing branch



### FOCUS ON PC & CONSOLE GAMES

WITH EXCLUSIVE  
MULTIPLATFORMS  
RIGHTS



### TRIPLE I TO AA AMBITIONS

WITH PREMIUM SINGLE  
PLAYER EXPERIENCES,  
WITH A TWIST!



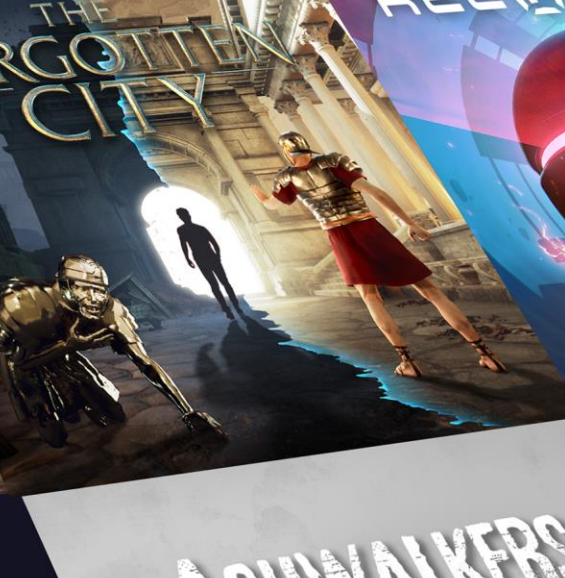
### FUNDING AND PRODUCTION SUPPORT

FROM EARLY  
DEVELOPMENT STAGES



### LONG TERM CONVIVAL RELATIONS

WITH SELECTED  
PARTNER STUDIOS



# CHAPTER 3 OUR TEAM



# A SPECIALIZED TEAM

## Board



**Francis**  
Founder - CEO



**Guillaume**  
VP Publishing



**Benoit**  
VP Operations



**Vincent**  
Financial Officer



**Pascal**  
IT Manager



**Mohamad**  
Data Analyst



**Julie**  
Happiness &  
Office Manager



**Shanice**  
Corporate Com.  
Assistant

## Sourcing



**William**  
Sourcing Manager  
PC & Consoles



**Eddy**  
Sourcing Manager  
Mobile

## PC & Cloud



**Benjamin**  
Business  
Developer



**Kévin**  
Head of PC  
Content



**Alizée**  
Content  
Manager



**Bastian**  
Account  
Manager Cloud



**Charles**  
Account  
Manager



**Johan**  
Asst Account  
manager

## Mobile



**Pauline**  
Account Manager



**Florent**  
Account Manager  
HTML5



**Melissa**  
Release Assistant

## China



**Gao**  
Head of APAC



**Kavka**  
Account Manager



**Rachel**  
Project Manager

## Dear Villagers



**Mathieu**  
Marketing  
Director



**Lucas**  
Lead Producer



**Jimmy**  
Producer



**Mickael**  
Associate Asset  
Producer



**Thibault**  
Product  
Manager



**Olivier**  
Product  
Manager



**William**  
Product  
Manager



**Stéphanie**  
PR & Events  
Manager



**Lou**  
Influencers  
Manager



**Charlotte**  
Community  
Manager



**Charlène**  
Marketing &  
Communication Asst.



**Erwann**  
QA Tester



**Quentin**  
QA Tester  
Intern

## PID Games



**Stanislas**  
Lead Product  
Manager



**Agathe**  
Communication  
Officer



**Mathieu**  
Ass. Product  
Manager



**Alex**  
Mobile Product  
Manager



**Guillaume**  
Mobile Product  
Manager



**Rémi**  
Producer Mobile

## Console



**Olivier**  
Head of Console



**Arnaud**  
Release  
Manager



**Emilie**  
Release  
Manager

## Arts



**Thibault**  
Visual Com  
Manager



**Antoine**  
Graphic Designer



**Evan**  
Video Maker



# CONTACT US



**Francis Ingrand**

**Founder - CEO**

*francis@plugindigital.com*



**Guillaume Jamet**

**VP - Head of Publishing**

*guillaume@plugindigital.com*

**PLUG IN**  
**DIGITAL**