



# TAKE-TWO INTERACTIVE SOFTWARE, INC.

(NASDAQ: TTWO)

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MAY 2024

# CAUTIONARY NOTE: FORWARD-LOOKING STATEMENTS

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Statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "should," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including the risks of conducting business internationally, including as a result of unforeseen geopolitical events; the impact of changes in interest rates by the Federal Reserve and other central banks, including on our short-term investment portfolio; the impact of inflation; volatility in foreign currency exchange rates; our dependence on key management and product development personnel; our dependence on our NBA 2K and Grand Theft Auto products and our ability to develop other hit titles; our ability to leverage opportunities on PlayStation®5 and Xbox Series X|S; factors affecting our mobile business, such as player acquisition costs; the timely release and significant market acceptance of our games; and the ability to maintain acceptable pricing levels on our games.

Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent Quarterly Report on Form 10-Q, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://www.take2games.com). All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

# COMPANY OVERVIEW



Leading multi-platform developer, publisher and marketer of interactive entertainment, the strongest growth segment of the entertainment industry

				
<b>CONSOLE</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>PC</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>MOBILE</b>	<b>X</b>	<b>X</b>		<b>X</b>



# OUR APPROACH

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## OUR STRATEGY

With a diverse portfolio that spans all key platforms and numerous genres, we strive to captivate our global audience by creating the highest quality, most engaging interactive entertainment franchises in our industry

## OUR CORE TENETS

CREATIVITY

INNOVATION

EFFICIENCY

## OUR STRATEGIC ADVANTAGES TO DRIVE GROWTH

- **World-class** creative teams that operate on a global scale
- Collaborative culture that **empowers our talent** and enables creative expression
- Diverse multi-platform portfolio of **industry-leading titles and owned intellectual property that span key genres**
- **Leading** global marketing and sales distribution
- **Best-in-class live service capabilities** that leverage data science to drive user acquisition and recurrent consumer spending (e.g. virtual currency sales, in-app purchases, advertising)



# OUR LONG-TENURED MANAGEMENT TEAM

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**STRAUSS  
ZELNICK**

*CHAIRMAN AND CEO*

17 Years  
With Take-two



**KARL  
SLATOFF**

*PRESIDENT*

17 Years  
With Take-two



**LAINIE  
GOLDSTEIN**

*CFO*

20 Years  
With Take-two



**DAN  
EMERSON**

*CHIEF LEGAL OFFICER*

19 Years  
With Take-two

# DIVERSE PORTFOLIO OF INDUSTRY-LEADING INTELLECTUAL PROPERTY

## 15 FRANCHISES WITH INDIVIDUAL TITLES THAT HAVE SOLD-IN OVER 5 MILLION UNITS



## 15 OF THE TOP 200 U.S. GROSSING MOBILE GAMES\*

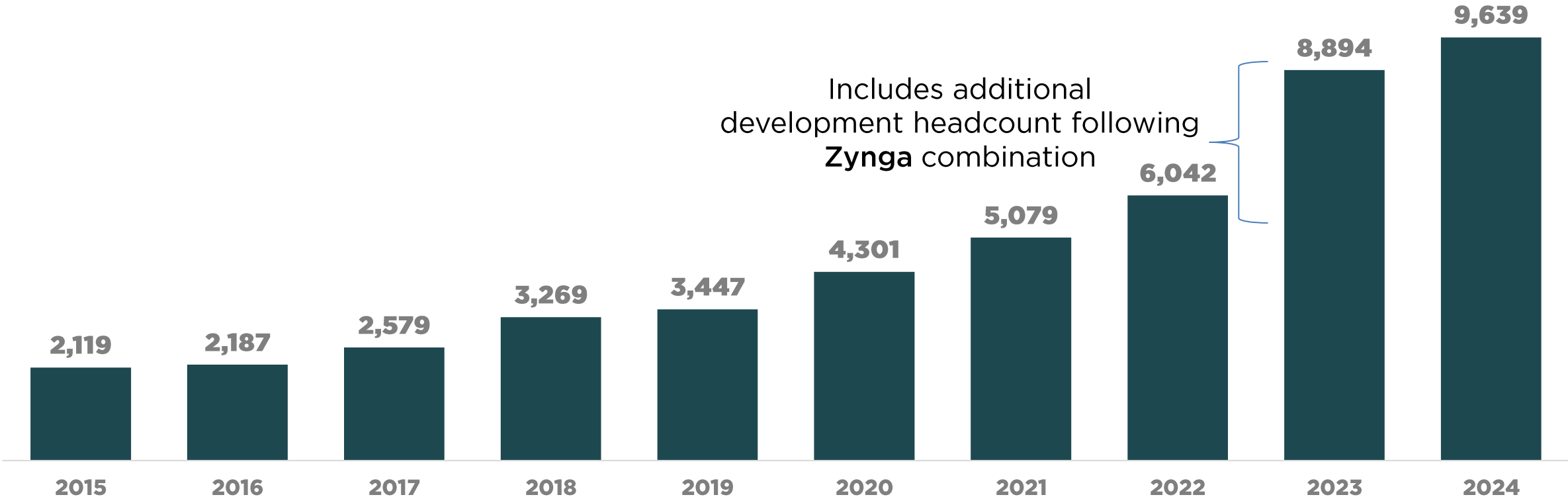


\*Source: Sensor tower Game Intelligence based on in-app purchase revenue, combined App Store and Google Play data from April 2022-March 2023

# EXPANDED DEVELOPMENT CAPACITY

We have significantly **expanded** our development staff headcount to **support our pipeline**, which is the strongest and most diverse in our company's history.

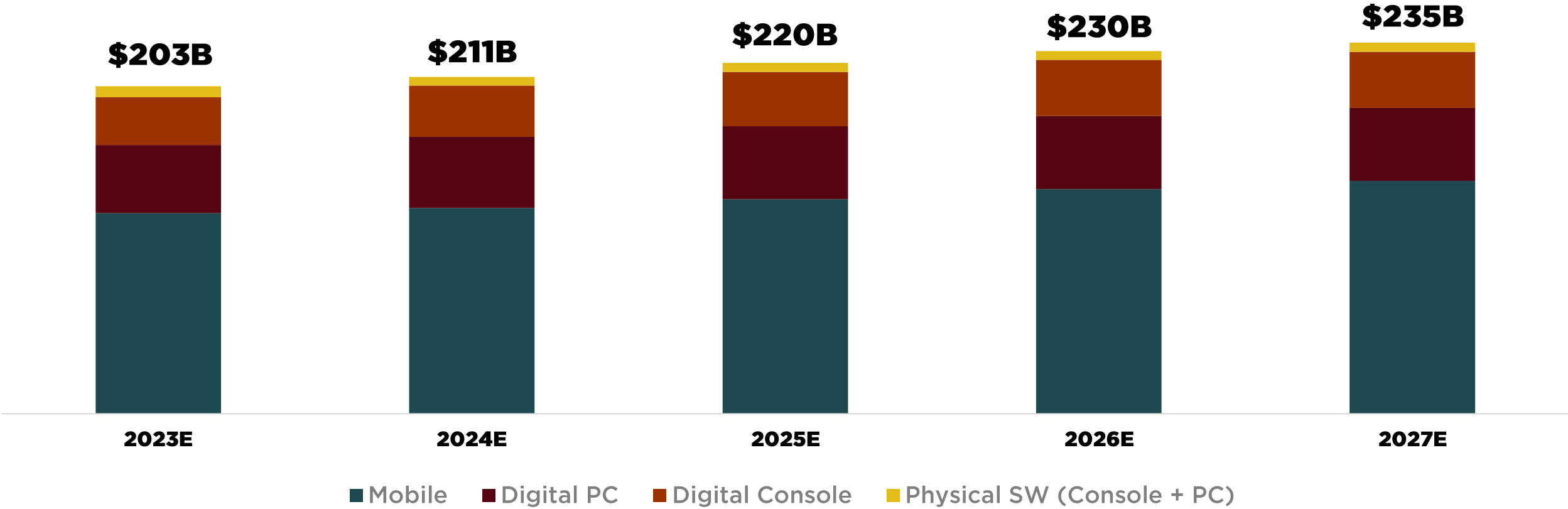
## DEVELOPMENT STUDIO STAFF HEADCOUNT \*



\* As of March 31 each year.

# EXPANDING MARKET OPPORTUNITY

## GLOBAL VIDEO GAME MARKET (In Billions)



Source: IDG Consulting, February 2024. Excludes hardware

# GAMING INDUSTRY HAS STRONG SECULAR TAILWINDS

Estimated  
**3.4 BILLION**  
global video game  
players in 2023

**3+**  
**BILLION**  
Active global  
video game players

Mobile & Tablet market reached  
**~\$136 BILLION**  
in Gross Bookings in 2023

**77 MILLION  
GEN 9 CONSOLES  
OUTSTANDING**

worldwide, as of December 31,  
2023

Interactive entertainment  
market estimated at  
**~\$222  
BILLION\***  
in 2023

There were nearly  
**88 BILLION**  
mobile game downloads in 2023

Interactive entertainment is the  
**#1**  
entertainment vertical

**+4%**  
CAGR expected from 2023-2027  
for the mobile gaming market

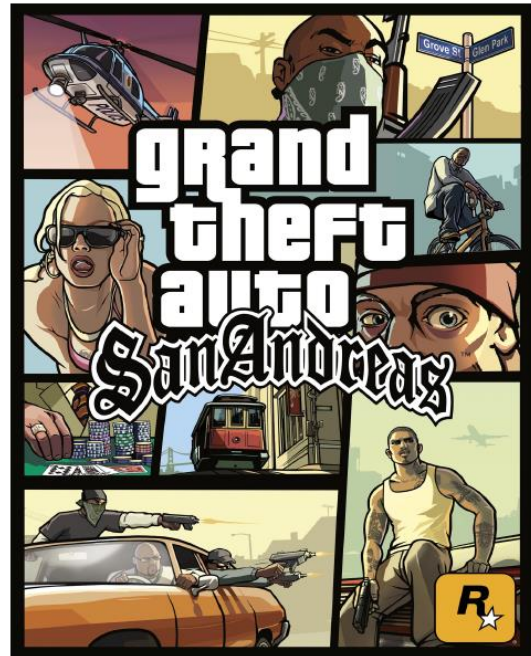
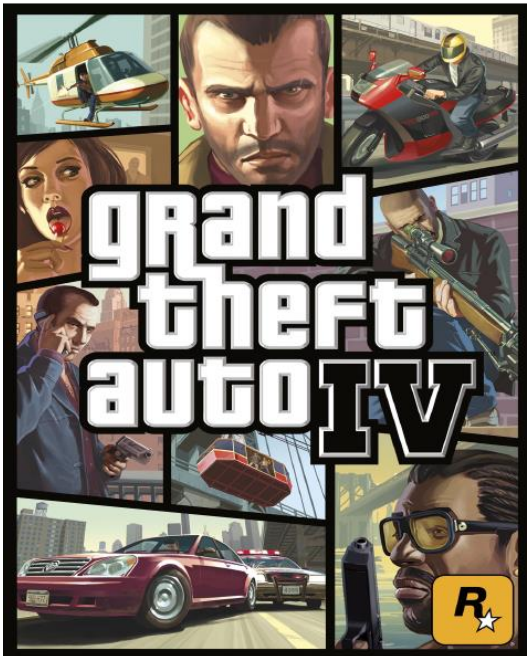


## **ROCKSTAR GAMES**

- Groundbreaking blockbuster titles
- Focused on internally owned and developed IP
- 10 internal studios



# ROCKSTAR GAMES: DIVERSE PORTFOLIO OF INDUSTRY-LEADING OWNED INTELLECTUAL PROPERTY



## THE GRAND THEFT AUTO SERIES

- One of the most **successful, iconic** and **critically acclaimed** brands in all of entertainment
- Pioneered the open-world genre
- Franchise has sold-in over **425 million units**
- **Grand Theft Auto VI** trailer launched in December 2023 and broke YouTube's records for a non-music launch, including 93 million views in 24 hours

## GRAND THEFT AUTO V

- Approximately **200 million units** sold-in to date
- Released across an unprecedented three console generations
- Reached **\$1 billion in retail sales** faster than any entertainment release in history
- **Best-selling title of the past 10 years** in the U.S., based on both unit and dollar sales\*

## GRAND THEFT AUTO ONLINE

- **Ever-changing world**, driven by the **regular release** of free updates
- **Free** with every copy of *Grand Theft Auto V*
- **Standalone version** launched March 15, 2022
- **Successfully launched GTA+ membership** program in March 2022



\* Circana Physical & Digital Retail Tracking, December 2023



# ROCKSTAR GAMES: DIVERSE PORTFOLIO OF INDUSTRY-LEADING OWNED INTELLECTUAL PROPERTY



## THE RED DEAD REDEMPTION SERIES

- Series has sold-in over **89M units** worldwide
- *Red Dead Redemption 2* sold-in nearly **64M units**
- *Red Dead Redemption 2*: **2nd best-selling title** in the U.S. in the past 6 years based on both unit and dollar sales\*
- *Red Dead Online* **free with every copy** of *Red Dead Redemption 2*
- Released **standalone version** of *Red Dead Online* in December 2020
- Released *Red Dead Redemption* and *Undead Nightmare* for Switch and PS4 in August 2023



\* Circana Physical & Digital Retail Tracking, December 2023



# ROCKSTAR GAMES: DIVERSE PORTFOLIO OF INDUSTRY-LEADING OWNED INTELLECTUAL PROPERTY

## MAX PAYNE



- Rockstar Games' **most technologically sophisticated** and cinematic action-shooter to date
- Announced that Remedy Entertainment, the creators of Max Payne, **will remake the iconic Max Payne and Max Payne 2: The Fall of Max Payne** video games in a new project agreement with Rockstar Games

## L.A. NOIRE



- Utilized **revolutionary facial animation technology** and deep story to blur the lines between film and games
- **First video game** to be an official selection of the Tribeca Film Festival
- *L.A. Noire: The VR Case Files* is one of the industry's **top-rated virtual reality** experiences

## MIDNIGHT CLUB



- The *Midnight Club* franchise created the open-city street racing genre



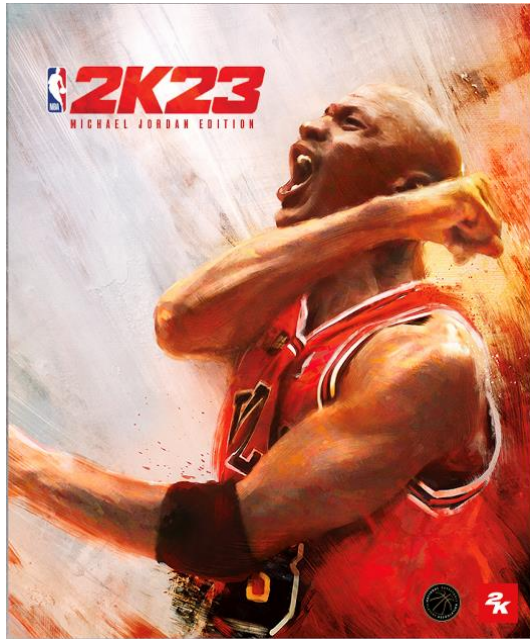


## **2K**

- Sports, shooter, action, role-playing and strategy titles
- Owned IP and long-term licensed brands
- 8 wholly owned studios
- Relationships with top external studios



# NBA 2K FRANCHISE

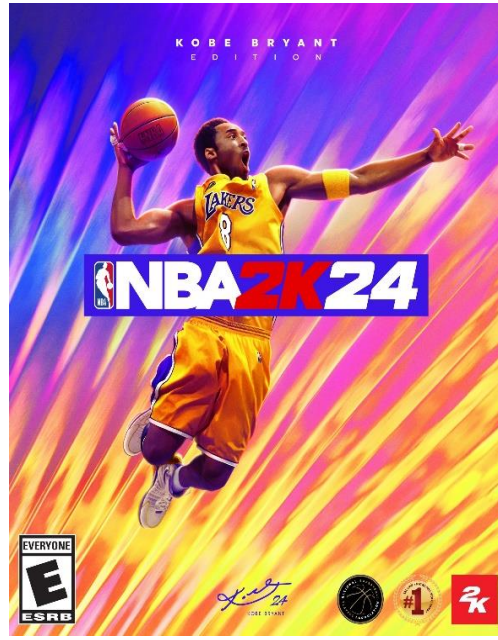
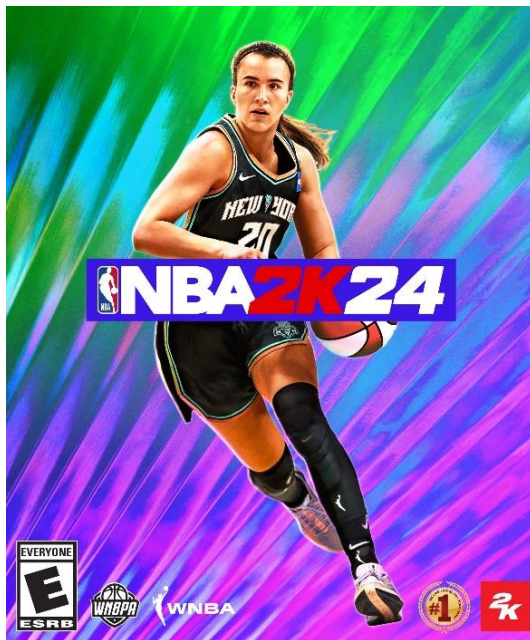


## BEST-SELLING

basketball simulation property based on dollar sales and units in the US\*

## FRANCHISE EXTENDED

with *NBA 2K Online* in China, *NBA 2K Mobile*, *NBA 2K* for Apple Arcade and *NBA 2K24: MyTEAM*



Franchise has sold-in nearly **149 MILLION** units worldwide

## One of the TOP CONTRIBUTORS

to TTWO's recurrent consumer spending

*NBA 2K24* marks the franchise's **25<sup>TH</sup>** ANNIVERSARY celebrating NBA 2K's enduring impact in gaming and basketball culture



\* The NPD Group, Retail & Digital Games Tracking Services: October 2000-March 2022



# 2K: DIVERSE PORTFOLIO OF INDUSTRY-LEADING INTELLECTUAL PROPERTY: CORE

## BORDERLANDS



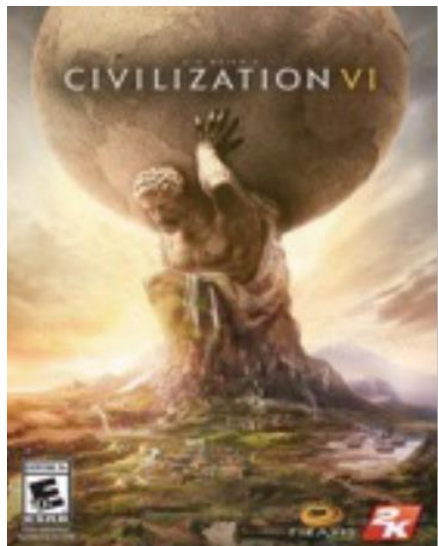
- **Critically acclaimed**, shooter-looter title
- Franchise has sold-in nearly **86M units**
- *Borderlands 3* is 2K's **fastest selling title** and has sold-in **nearly 20M** units to date
- *Borderlands 2* is 2K's top-selling title with over **28M units sold-in to date**

## BIOSHOCK



- **Unique, artistic**, narrative-driven shooter
- Franchise has sold-in over **43 million units**
- Every game in the *BioShock* franchise has received perfect review scores from an accredited/Metacritic level media outlet

## SID MEIER'S CIVILIZATION



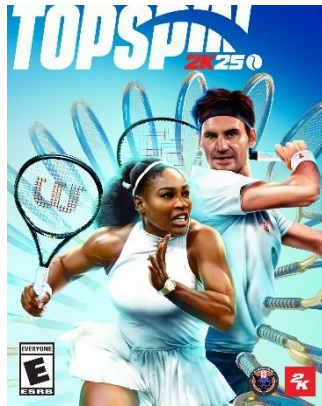
- One of **world's top strategy** titles for PC
- Franchise has sold-in **nearly 71 million units**
- **Successful** expansion packs

## TIINY TINA'S WONDERLANDS



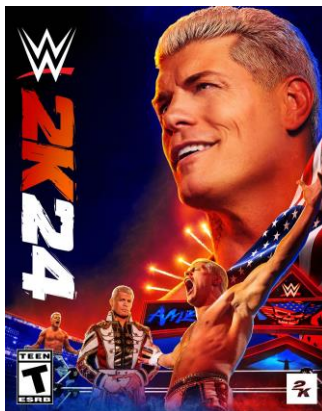
- A **fantasy-fueled offering** that has taken our partnership with Gearbox Software to new creative heights
- Released with **40%** of its audience consisting of brand-new players to a Borderlands Franchise
- Supported with **four DLC packs in Fiscal 2023**

# 2K: DIVERSE PORTFOLIO OF INDUSTRY-LEADING INTELLECTUAL PROPERTY: SPORTS



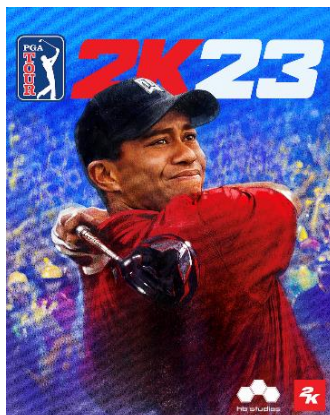
## **TopSpin 2K25**

- On April 26, 2024, 2K and Hangar 13 released **TopSpin 2K25**, the long-awaited relaunch of the beloved tennis franchise
- **TopSpin 2K25** currently holds a Metacritic average score of 77\*
- Featuring Standard Edition and Grand Slam® Edition cover athletes **Roger Federer** and **Serena Williams**, and Deluxe Edition cover athletes **Carlos Alcaraz, Iga Świątek, and Francis Tiafoe**, gameplay that provides a real tennis feel, and a host of venues including **all four Grand Slam® Tournaments**



## **WWE 2K**

- On March 8th, 2024, 2K and Visual Concepts released **WWE 2K24**, the newest installment of the flagship WWE video game franchise
- **WWE 2K24** is the highest-rated game in franchise history\* on Xbox with an 83 Metacritic average score.



## **PGA TOUR 2K**

- **PGA TOUR 2K23** launched in October 2022, with **Tiger Woods appearing exclusively in the franchise** and serving as Executive Director/consultant through a long-term partnership
- **PGA TOUR 2K23** continues to impress critics and players alike, laying claim to the title of Highest Rated Golf Sim\* of the last decade on Xbox and PC



\*Metacritic



## **PRIVATE DIVISION**

Publishing label focused on bringing titles from the industry's leading creative talent to market



# PRIVATE DIVISION KEY RELEASES & PROJECTS

## ***No Rest for the Wicked***



*No Rest for the Wicked* launched on 4/18 for PC Early Access. This new ARPG from Moon Studios has been praised by critics and players for its visceral combat and distinctive art style. The game continues to receive multiple content updates on its journey towards its 1.0 release for PlayStation 5, Xbox Series X|S, and Nintendo Switch

## ***Penny's Big Breakaway***



*Penny's Big Breakaway* launched on 2/21. This kinetic 3D-platformer from Evening Star transports players into the colorful world of Macaroon, where they must outrun an endless penguin army. The game is available for Xbox Series X|S, PlayStation 5, Nintendo Switch and PC

## ***Tales of the Shire: A The Lord of the Rings Game***



From Wētā Workshop, the renowned team behind *Lord of the Rings™* series, comes *Tales of the Shire: A The Lord of the Rings Game*. The game sets out to immerse players in an enchanting and heartwarming world about being a Hobbit in the Shire. The much-anticipated title was recently announced and a full release due out later this year on Nintendo Switch, PlayStation 5, Xbox Series X|S, and PC

## ***Kerbal Space Program 2***



Private Division owns and publishes the critically-acclaimed *Kerbal Space Program* and the upcoming *Kerbal Space Program 2*. *Kerbal Space Program 2* launched into early access in February 2023, allowing players to see features as they are built and provide feedback to shape this exciting game through development



# PRIVATE DIVISION KEY RELEASES & PROJECTS

## AFTER US



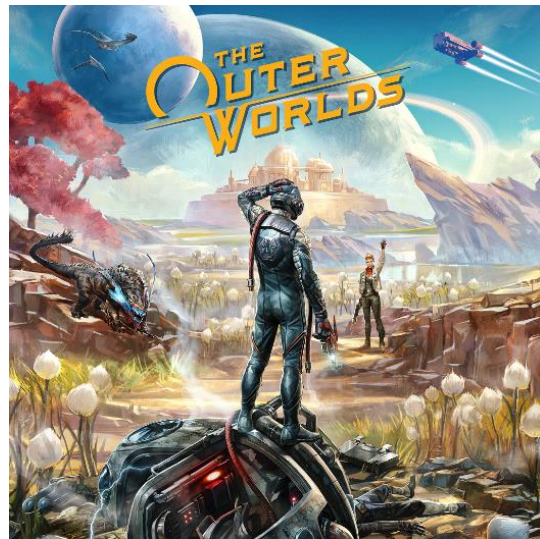
*After Us* launched on 5/23/2023. Players explore the corners of a surrealistic post-human world to give life on Earth a second chance in this touching story about sacrifice and hope

## OLLIOLLIWORLD



*OlliOlli World* received significant critical praise for its unique art style and tight gameplay mechanics. The team also released two DLC packs for the game, *VOID Riders* and *Finding the Flowzone*, that were similarly beloved by critics. *OlliOlli World* won the prestigious DICE Award for Best Sports Game of 2022

## THE OUTER WORLDS



Private Division publishes *The Outer Worlds* by Obsidian Entertainment. The beloved sci-fi RPG received critical praise and was awarded 2019 Game of the Year by the New York Video Game Critic's Circle. *The Outer Worlds: Spacer's Choice Edition* was released in March 2023 for Xbox Series X|S, PlayStation 5, and PC

## ROLL7'S ROLLERDROME



*Rollerdrome* launched in August 2022. This original hybrid shooter-skater blends high octane combat with fluid movement and tricking mechanics. *Rollerdrome* won the BAFTA for Best British Game of 2022





## ZYNGA

- Pioneer in social gaming and a leading mobile game publisher
- Diverse portfolio of highly-engaging, top-grossing games
- Global player base across 175+ countries
- Successful track record of M&A execution

# LEADING PORTFOLIO OF MOBILE GAMES



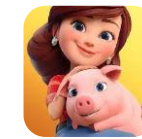
**CSR Racing 2**  
Studio: **NaturalMotion**  
Launch: **2016\***

A visually stunning, fast-paced racing, game allowing players to customize their collection of supercars and race against their friends.



**Empires & Puzzles**  
Studio: **Small Giant Games**  
Launch: **2017**

A blend of approachable match-3 battles and deeper gameplay elements including hero collection, base building, and social alliances.



**FarmVille 3**  
Studio: **Zynga**  
Launch: **2021\*\***

A franchise of games where players can invest in a world all their own and express themselves by building, expanding and nurturing their own virtual farm.



**Golf Rival**  
Studio: **StarLark**  
Launch: **2018**

A real-time player versus-player golfing game, with multiplayer tournaments on spectacular courses with customizable equipment.



**Harry Potter: Puzzles & Spells**  
Studio: **Zynga**  
Launch: **2020**

A magical match-3 adventure brimming with the spells, humor, color and characters of the Harry Potter™ series.



**Merge Dragons!**  
Studio: **Gram Games**  
Launch: **2017**

A puzzle adventure game where our players can match and merge everything to produce artifacts and skills in furtherance of healing a magical land, harnessing the power of dragons and building their own camp to grow dragons.



**Top Troops**  
Studio: **Socialpoint**  
Launch: **2023**

A medieval fantasy RPG game that blends strategy and merge mechanics to create a thrilling adventure of combat and conquest.



**Toon Blast**  
Studio: **Peak**  
Launch: **2017**

A level-based puzzle game where players create powerful combinations and progress through challenging obstacles as they travel through an immersive, magical cartoon world.



**Toy Blast**  
Studio: **Peak**  
Launch: **2015**

A fascinating color-matching puzzle game where players eliminate toy blocks and test their skills through challenging levels.



- CSR Racing franchise launched in 2012
- \*\* FarmVille franchise launched in 2009

# LEADING PORTFOLIO OF MOBILE GAMES



**Words With Friends**  
Studio: **Zynga**  
Launch: **2017\***

A word game featuring friendly competition that allows players to quickly connect with their friends and family, while also providing the opportunity to build relationships throughout the game experience.



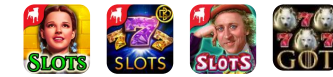
**Zynga Poker**  
Studio: **Zynga**  
Launch: **2007**

An exciting card game that allows players to experience the thrill of the win as they compete against friends and family in one of their favorite casino card games.



**Social Slots**  
Studio: **Zynga**

A portfolio of slots games that deliver players authentic, Vegas-style mobile gameplay with a diverse mix of popular entertainment brands.



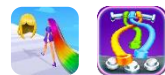
**Casual Cards**  
Studio: **Zynga Turkey**

A collection of classic single player and tournament style card games including Solitaire, Gin, Spades, and Okey with communities of skilled players.



**Hyper-casual**  
Studio: **Rollic**

A portfolio of highly accessible games that offer instant gameplay and appeal to broad audiences globally. These games include breakout hits such as Hair Challenge, High Heels and Tangle Master.



**Dragon City**  
Studio: **Socialpoint**  
Launch: **2012**

Originally launched on Facebook in 2012 and mobile in January 2013. Has consistently ranked among the top 15 grossing Simulation games worldwide for more than 8 years.\*\*



**Match Factory!**  
Studio: **Peak**  
Launch: **2023**

A colorful, fast-paced game where players challenge their 3D puzzle-solving skills by matching objects until they complete the goals for each level.



**Top Eleven**  
Studio: **Nordeus**  
Launch: **2011**

The world's most successful mobile soccer management game. Provides a platform for creating and managing soccer clubs, including daily competitions with a global community.



**Two Dots**  
Studio: **Zynga**  
Launch: **2014**

Downloaded 115+ million times, with over 4,025 levels of content. Selected as an Editor's Choice in Google Play Store and Apple App Store.



\* WWF franchise launched in 2009

\*\* Source: Sensor Tower Game Intelligence, Combined App Store and Google Play Data

# APPROACH TO LIVE SERVICES

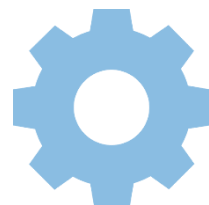
## PROVEN FORMULA

Acquisition + Engagement + Retention + Monetization = **Lifetime Value**

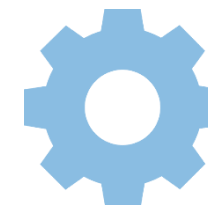
Through our unique approach, **user acquisition spend is allocated among studios by delivering bold beats that hit key KPIs**

## OUR APPROACH

**STRONG**  
GAME TEAMS



**EXPERTS**  
IN FREE-TO-PLAY



**DIVERSIFIED**  
PORTFOLIO

## THE LIVE SERVICES FOUNDATION



**Data Science**



**Product Management**



**User Acquisition**



**Monetization**







**Customer Service/Rewards,  
Partnerships, and More**



# DIVERSIFIED LIVE SERVICES PORTFOLIO

## PROVEN BRANDS ACROSS POPULAR CATEGORIES

<b>ACTION STRATEGY</b>	
<b>CASUAL</b>	
<b>INVEST EXPRESS</b>	
<b>SOCIAL CASINO</b>	

## BOLD BEAT STRATEGY

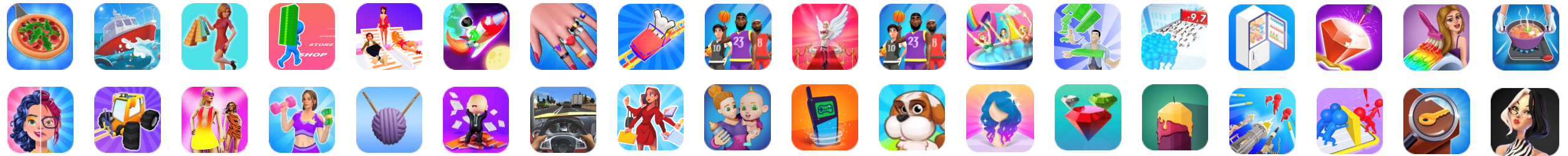
**Bold Beats are new content and game play modes** designed to attract new audiences, deepen engagement for current players, and bring back lapsed players

Our studio teams are continually investing in robust bold beat roadmaps that are rigorously tested with data science





# APPROACH TO HYPER-CASUAL



Hyper-casual has rapidly grown to become one of the largest and fastest growing categories in mobile

As one of the largest hyper-casual publishers in the world, Rollic has created a unique development process that leverages data insights and rigorous testing to repeatedly design and publish new, successful hyper-casual titles at a regular cadence

## Key benefits include:

- Allows us to significantly grow our audience base and cross-promote our titles
- Expands and diversifies our advertising business
- Functions as a mitigant to recent data privacy changes
- Acts as a growth driver for Asia, given current market dynamics

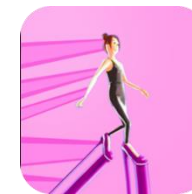
**3.5B+** LIFETIME  
DOWNLOADS



**HAIR CHALLENGE**  
**260M+** DOWNLOADS



**TANGLE MASTER 3D**  
**187M+** DOWNLOADS



**HIGH HEELS!**  
**162M+** DOWNLOADS



**FILL THE FRIDGE!**  
**129M+** DOWNLOADS





# OUR STRATEGIES TO DRIVE GROWTH

# COMPANY GROWTH DRIVERS

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Strong fundamentals and a healthy balance sheet position us for a **long-term trajectory** of growth

## KEY BUSINESS DRIVERS TO GROW OUR SCALE AND ENHANCE OUR MARGINS

- Investing in the **strongest, most diverse development pipeline** in the Company's history
- Promoting **engagement and growth** in recurrent consumer spending
- **Leveraging expertise from Zynga** across our entire Company
- Pursuing various **emerging opportunities, geographies, and new businesses**
- Continued **focus on M&A** to enhance growth potential and deliver long-term shareholder value, following a successful track record of transactions



# INVESTING IN THE STRONGEST DEVELOPMENT PIPELINE IN THE COMPANY'S HISTORY

	<b>FY 2025 - FY 2027*</b>	<b>TITLES OFFICALLY ANNOUNCED TO-DATE</b>
<b>Immersive Core</b>	<b>22</b>	<ul style="list-style-type: none"> <li>• <i>Top Spin 2K25</i> (2K) - Launched April 26, 2024</li> <li>• <i>NBA 2K25</i> (2K) - Launching Fiscal 2025</li> <li>• <i>WWE 2K25</i> (2K) - Launching Fiscal 2025</li> <li>• <i>Grand Theft Auto VI</i> - Launching Fall of Calendar 2025</li> <li>• <i>Judas</i> (Ghost Story Games) - TBA</li> </ul>
<b>Independent</b>	<b>3</b>	<ul style="list-style-type: none"> <li>• <i>No Rest for the Wicked</i> (Private Division) - Launched April 18, 2024</li> <li>• <i>Tales of the Shire: A The Lord of The Rings Game</i> (Private Division) - Launching Fiscal 2025</li> <li>• Title planned from partnership with Game Freak</li> </ul>
<b>Mobile** (Currently scheduled for worldwide launch)</b>	<b>10</b>	<ul style="list-style-type: none"> <li>• <i>NFL 2K Playmakers</i> (2K) - Launched April 23, 2024</li> <li>• <i>Star Wars Hunters</i> (Zynga) - Launching June 4, 2024</li> <li>• <i>Game of Thrones: Legends</i> (Zynga) - Launching Fiscal 2025</li> </ul>
<b>New Iterations of Previously Released Titles</b>	<b>5</b>	



• FY25-27 release estimates provided as of May 16, 2024. Does not include pending acquisition of Gearbox.

\*\* Mobile count only includes titles in our plans for worldwide launch and excludes hyper-casual games.

These titles are a snapshot of our current development pipeline. It is likely that some of these titles will not be developed through completion, that launch timing may change, and that we will also be adding new titles to our slate.

# PIPELINE DEFINITIONS

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## **IMMERSIVE CORE**

Titles that have the deepest gameplay and the most hours of content. Examples include our key sports franchises (like *PGA 2K* and *NBA 2K*) as well as *Grand Theft Auto* and *Red Dead Redemption* (to name a few).

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## **INDEPENDENT**

Externally developed Private Division releases.

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## **MOBILE**

Any title released on a mobile platform. Our title counts only include titles that are currently scheduled for worldwide launch and exclude hyper-casual games.

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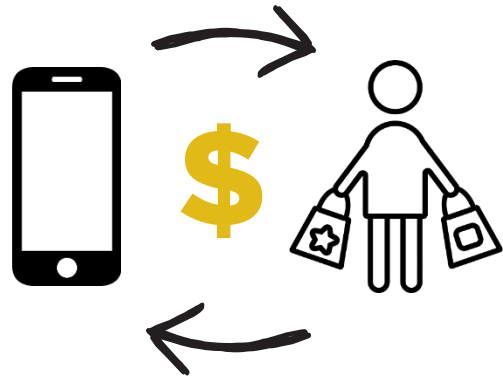
## **NEW ITERATIONS OF PRIOR RELEASES**

This includes ports and remastered titles. Sequels would not fall into this category.

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# PROMOTING ENGAGEMENT AND GROWTH IN RECURRENT CONSUMER SPENDING

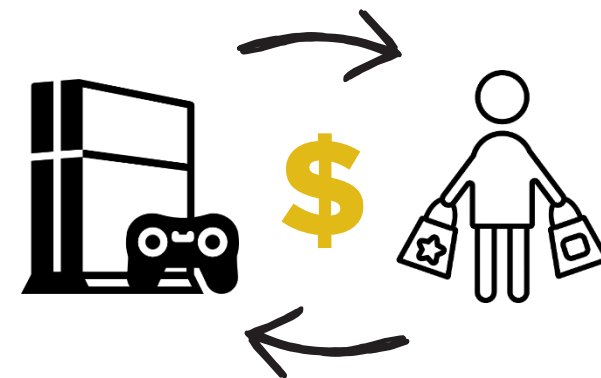
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## MOBILE

### KEY GROWTH DRIVERS:

- Enhance Live Services across entire Zynga portfolio (including legacy T2 Mobile games)
- Create new games
- Expand hyper-casual, with a focus on profitability
- Pursue high-growth and emerging mobile markets
- Grow advertising
- Test new business models
- Explore select mobile M&A opportunities



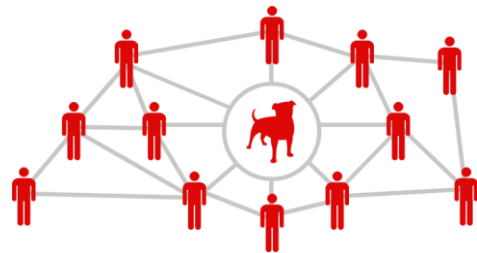
## CONSOLE/PC TITLES

### KEY GROWTH DRIVERS:

- Drive virtual currency sales in existing games, with *NBA 2K* and *Grand Theft Auto Online* the two largest individual contributors to RCS
- Create add-on content for key titles, including Season Passes and DLC packs
- Develop a post-launch monetization plan for most of the new titles in our pipeline
- Deliver select free-to-play console games
- Bring select mobile titles to console/PC

# LEVERAGING ZYNGA'S BEST-IN-CLASS PLATFORM ACROSS AN EXPANDED PORTFOLIO OF MOBILE TITLES

## PLAYERS



Global Player Base

## DIVERSIFIED GAMES PORTFOLIO



Top 5 Mobile Game Publisher in the World

## GLOBAL STUDIOS



Deep Publishing Expertise



## TALENT, TOOLS & TECHNOLOGY

### BUILD

- Analytics & Publishing Tools
- Consumer Insights

### SCALE

- Chartboost user acquisition and creative optimization
- Zynga Identity Service

### ENGAGE, RETAIN & MONETIZE

- Product Management
- Data Science
- Chartboost Mediation and Supply Side Platform
- VIP & Partnership Teams

# PROGRESS REPORT ON OUR INTEGRATION WITH ZYNGA

## FINANCIAL

- We significantly exceeded our cost synergy target of \$100 million within two years of closing
- Mobile now exceeds 50% of our total Net Bookings and accounts for approximately 64% of recurrent consumer spending

## OPERATIONAL

- Our mobile direct-to-consumer efforts are progressing well and we continue to increase the penetration of mobile in-app purchase through this highly accretive channel
- There are active discussions across our labels to create mobile-first experiences for various console/PC titles
- We are optimizing the balance of Bookings and profitability for our hyper-casual business
- Our mobile studios share best practices, which is helping us to enhance our live service capabilities and our ability to release successful new mobile titles
- We are leveraging Zynga's expertise to optimize our advertising business, including the addition of new ad inventory across many mobile games

# PURSUING VARIOUS EMERGING OPPORTUNITIES AND NEW BUSINESS OPPORTUNITIES

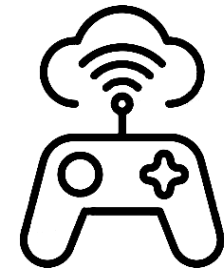
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**SUBSCRIPTIONS**



**DIRECT TO CONSUMER**



**STREAMING/CLOUD GAMING**



**ESPORTS**



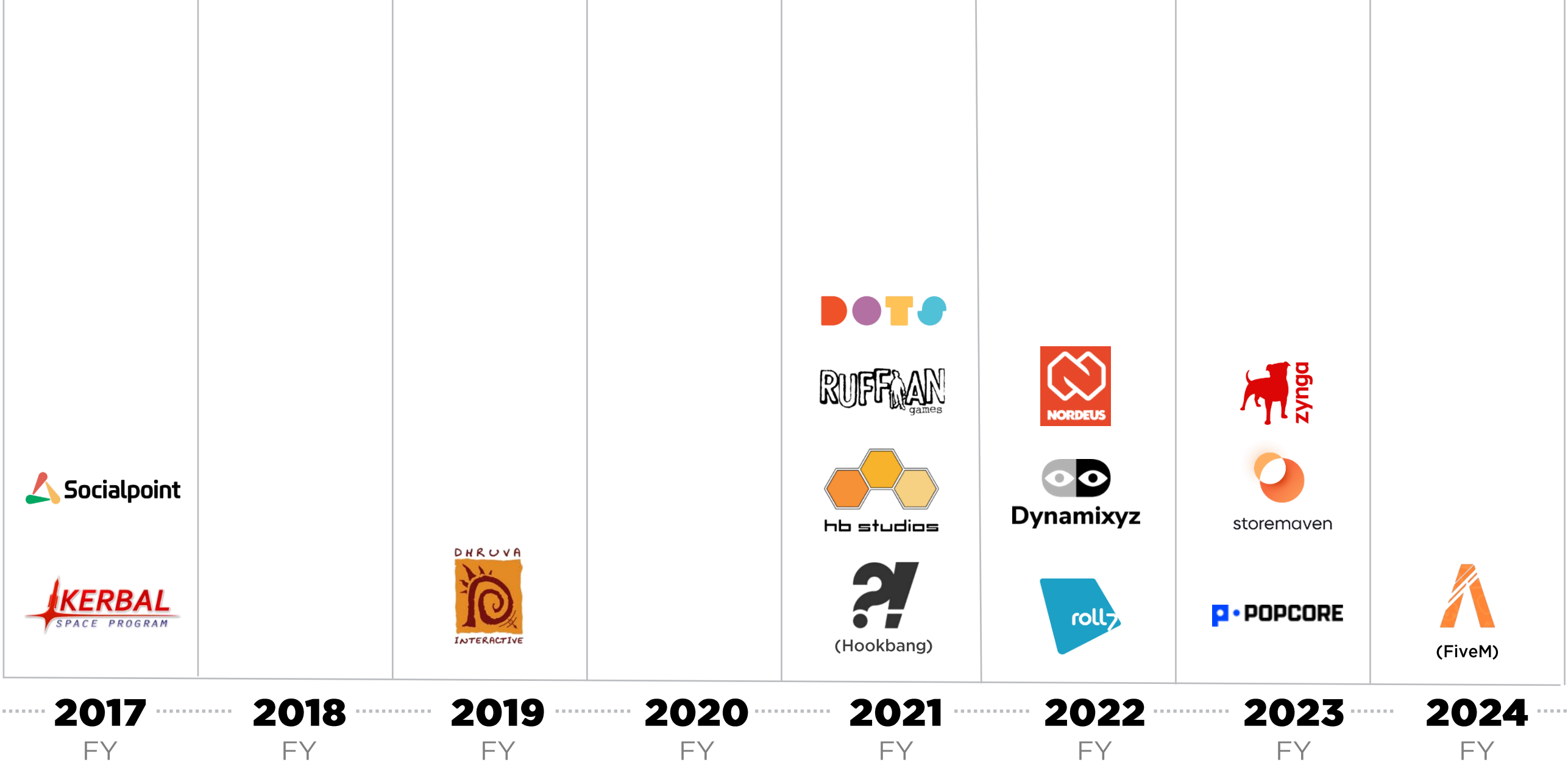
**GROWTH MARKETS**



**EMERGING OPPORTUNITIES (WEB3)**

# CONTINUED FOCUS ON M&A TO ENHANCE GROWTH POTENTIAL AND DELIVER LONG-TERM SHAREHOLDER VALUE

## RECENT ACQUISITIONS



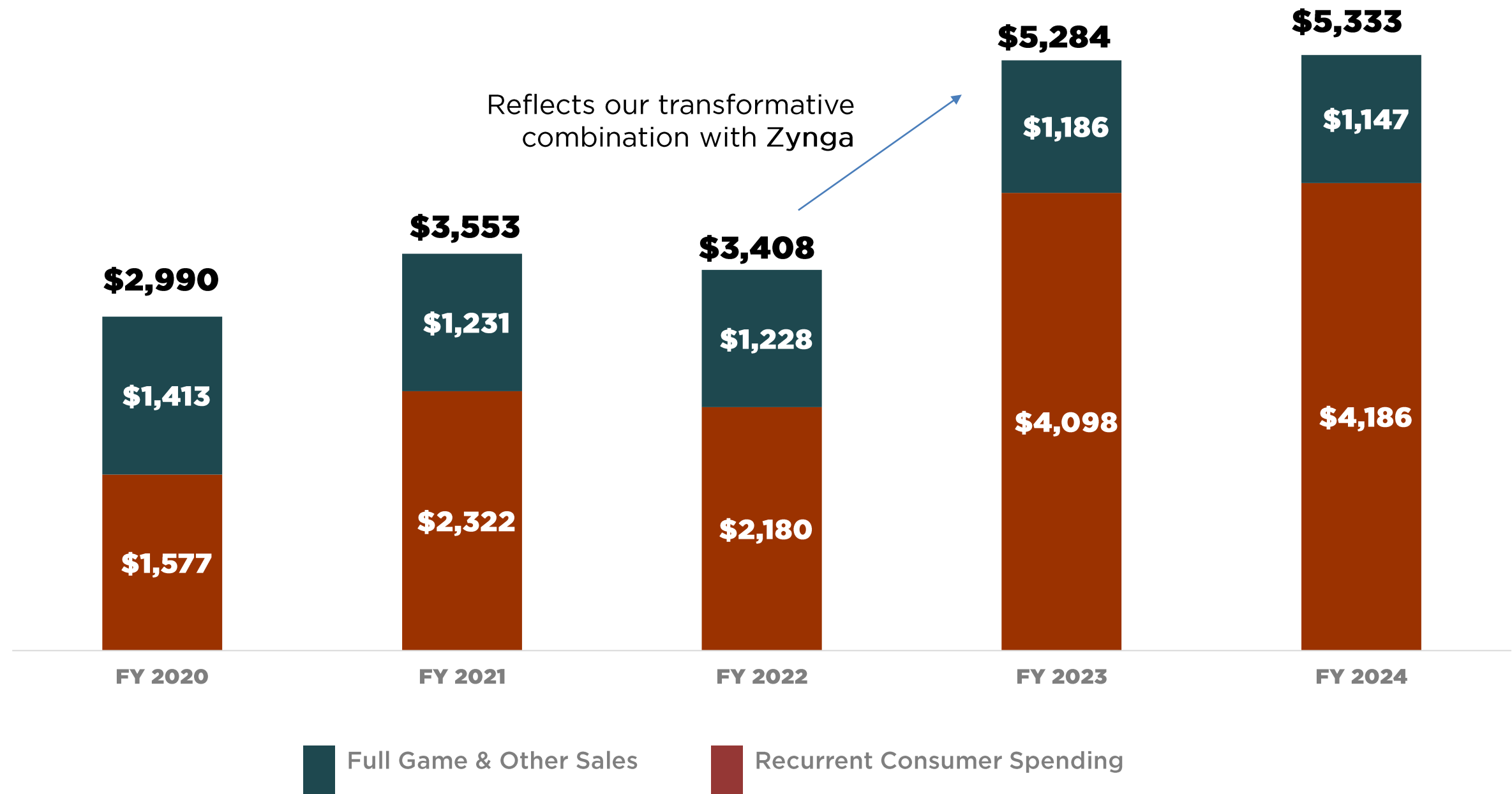


# OUR FINANCIALS



# DRIVING LONG-TERM NET BOOKINGS GROWTH

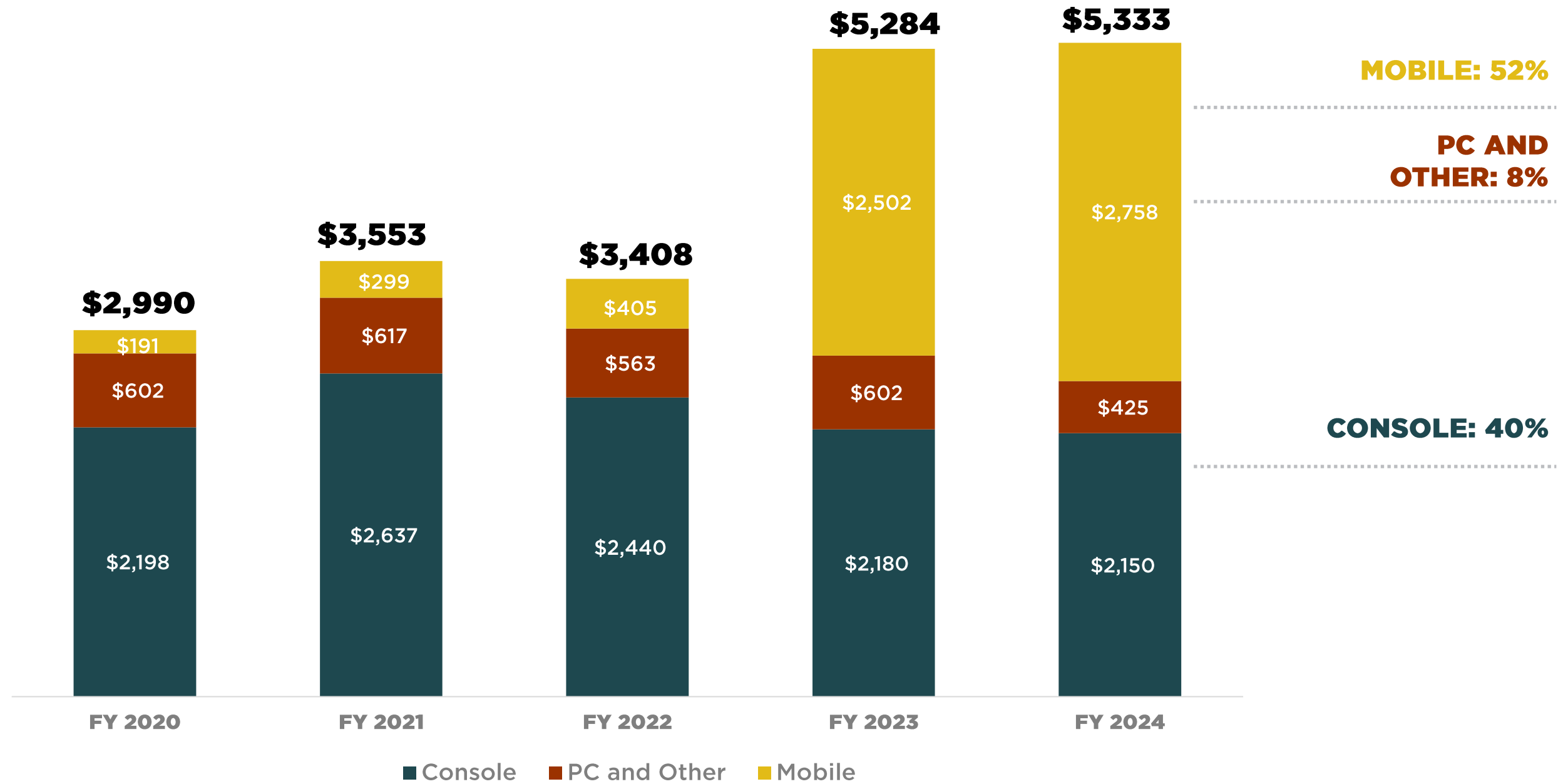
(\$ in Millions)



# NET BOOKINGS ARE DIVERSIFIED ACROSS VARIOUS PLATFORMS

(\$ in Millions)

**% OF FY2024 NET BOOKINGS**





## **OUR CULTURE**

Our mission is to be the most creative, innovative, and efficient entertainment company in the world

# OUR RECOGNITIONS



**Great Place To Work Certified**  
OCT 2023-OCT 2024 USA

Our employees have spoken!  
Our company culture is amazing and our Great Place to Work Certification™ proves it.

Source: 2023 Great Place To Work Trust Index® Survey

**Great Place To Work Certified**  
OCT 2023-OCT 2024 USA

**Take-Two is honored to be recognized by Built In as a 2023 Best Place to Work:**

- New York City Best Large Places to Work
- San Francisco Best Large Places to Work
- Seattle Best Large Places to Work
- Seattle Best Places to Work



THE FIRST ANNUAL **GGP HONORS CEREMONY** #GGPHonors

Putting people before profits and creating a diverse culture of belonging.

— 2021 —  
**GGP HONORS WINNER**

**FORTUNE**

**BEST WORKPLACES**  
IN NEW YORK™  
2021



# OUR COMMITMENT TO PHILANTHROPY

We are **committed to supporting** numerous charitable organizations throughout the world



#YoMeCorono



# GIVING BACK AT TAKE-TWO

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We recognize our responsibility and capacity to help be a force for good within our society. Whether supporting international, national, or local organizations in the areas where we operate, our Company's efforts include:

- **Industry-wide initiatives** led by the Entertainment Software Association
- **Educational programs**, especially for students in **underserved communities**, to develop STEM and creative skills that can be helpful in pursuing related college degrees and future positions within our industry
- Programs that **promote and influence diversity, equity, and inclusion** in the industry and workplace
- Chambers of commerce, **food pantries and shelters, and youth programs**
- Employee volunteerism opportunities around **environmental sustainability, mentoring, and preparing and serving meals** to those in need



# NON-GAAP FINANCIAL MEASURE

In addition to reporting financial results in accordance with U.S. generally accepted accounting principles (GAAP), the Company uses a Non-GAAP measure of financial performance: Adjusted Unrestricted Operating Cash Flow, which is defined as GAAP net cash from operating activities, adjusted for changes in restricted cash. The Company's management believes it is important to consider Adjusted Unrestricted Operating Cash Flow, in addition to net cash from operating activities, as it provides more transparency into current business trends without regard to the timing of payments from restricted cash, which is primarily related to a dedicated account limited to the payment of certain internal royalty obligations.

This Non-GAAP financial measure is not intended to be considered in isolation from, as a substitute for, or superior to, GAAP results. This Non-GAAP financial measure may be different from similarly titled measures used by other companies. In the future, Take-Two may also consider whether other items should also be excluded in calculating this Non-GAAP financial measure used by the Company.

Management believes that the presentation of this Non-GAAP financial measure provides investors with additional useful information to measure Take-Two's financial and operating performance. In particular, this measure facilitates comparison of our operating performance between periods and may help investors to understand better the operating results of Take-Two. Internally, management uses this Non-GAAP financial measure in assessing the Company's operating results and in planning and forecasting. A reconciliation of this Non-GAAP financial measure to the most comparable GAAP measure is contained in the chart below.

## TAKE-TWO INTERACTIVE SOFTWARE, INC. AND SUBSIDIARIES RECONCILIATION OF GAAP TO NON-GAAP MEASURE

(in thousands)

	Twelve Months Ended March 31,	
	2024	2023
Net cash from operating activities	\$ (16.1)	\$ 1.1
Net change in Restricted cash <sup>(1)</sup>	58.1	54.6
<b>Adjusted Unrestricted Operating Cash Flow</b>	<b>\$ 42.0</b>	<b>\$ 55.7</b>
	Twelve Months Ended March 31,	
	2024	2023
Restricted cash beginning of period	\$ 407.2	\$ 463.3
Restricted cash end of period	348.0	407.2
Restricted cash related to acquisitions	1.1	1.5
<sup>(1)</sup> Net change in Restricted cash	\$ 58.1	\$ 54.6



**THANK YOU**