



TAKE-TWO INTERACTIVE SOFTWARE, INC.

(NASDAQ: TTWO)

MAY 2025

CAUTIONARY NOTE: FORWARD-LOOKING STATEMENTS




The statements contained herein, which are not historical facts, including statements relating to Take-Two Interactive Software, Inc.'s ("Take-Two," the "Company," "we," "us," or similar pronouns) outlook, 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 our 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 risks relating to the timely release and significant market acceptance of our games; 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; 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. 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

			
CONSOLE	X	X	
PC	X	X	
MOBILE	X	X	X

OUR APPROACH

**Our
STRATEGY**
is our plan to
achieve our
vision

Create hit entertainment experiences delivered on every platform relevant to our audience through a variety of sound business models.

Attract and retain the best talent in the business

Develop robust player relationships

Increase scale and profitability

Identify and lead new paradigms and market trends

**Our
PILLARS**
guide our approach
to business

Creativity

Innovation

Efficiency

**Our
VALUES**
define our
culture

Kindness

Teamwork

Excellence

OUR LONG-TENURED MANAGEMENT TEAM



**STRAUSS
ZELNICK**

CHAIRMAN AND CEO

18 Years
With Take-two



**KARL
SLATOFF**

PRESIDENT

18 Years
With Take-two



**LAINIE
GOLDSTEIN**

CFO

21 Years
With Take-two



**DAN
EMERSON**

CHIEF LEGAL OFFICER

20 Years
With Take-two

DIVERSE PORTFOLIO OF INDUSTRY-LEADING INTELLECTUAL PROPERTY

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



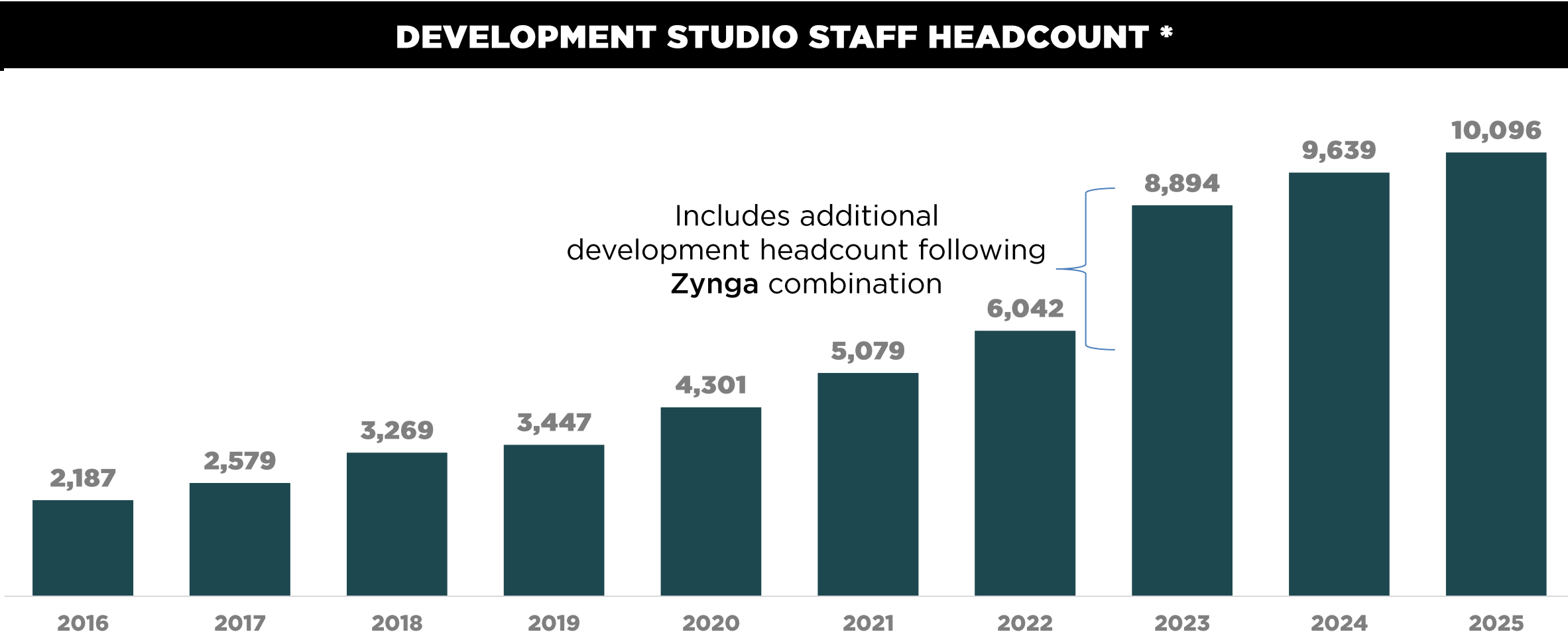
15 OF THE TOP 200 U.S GROSSING MOBILE GAMES*



*Source: Sensor tower Game Intelligence based on in-app purchase revenue, combined App Store and Google Play data from April 2024-March 2025

EXPANDED DEVELOPMENT CAPACITY

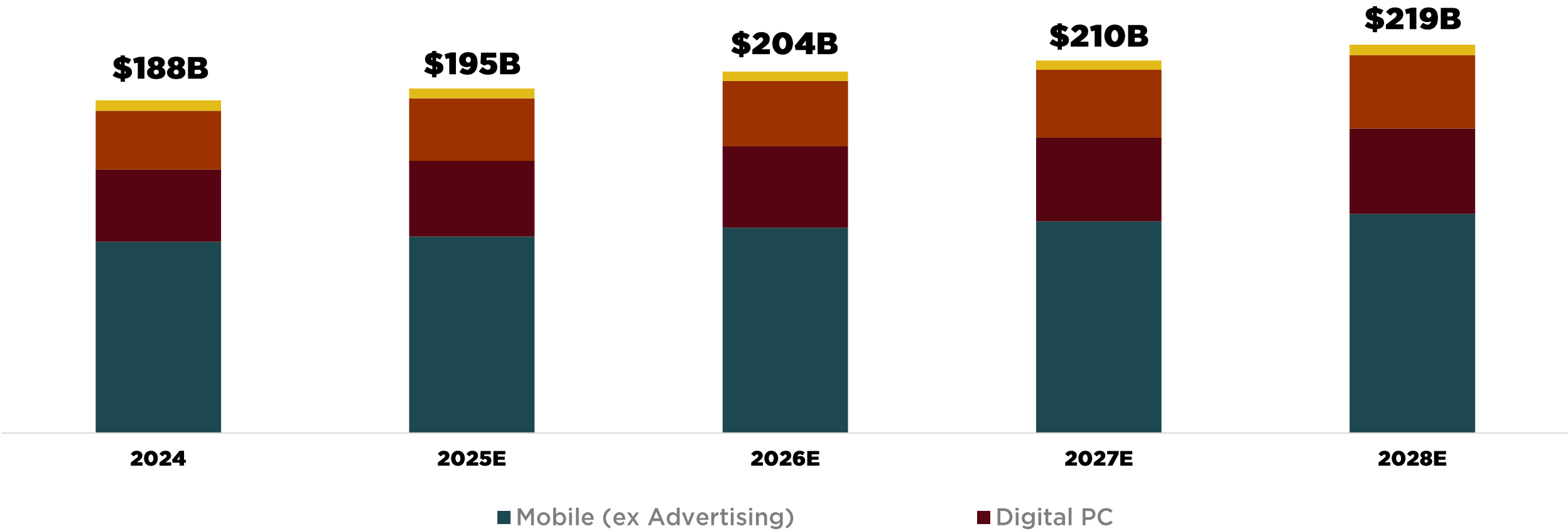
We have significantly **expanded** our development staff headcount to **support our pipeline**, which is the strongest and most diverse in our company’s history.



* As of March 31 each year.

EXPANDING MARKET OPPORTUNITY

GLOBAL VIDEO GAME MARKET (In Billions)



Source: IDG Consulting, May 2025. Excludes hardware and mobile advertising (no longer estimated by IDG).

GAMING INDUSTRY HAS STRONG SECULAR TAILWINDS

Estimated
3.3 BILLION
global video game
players in 2024

61%
of U.S. population plays video
games 1+ hour per week

~\$150 BILLION
in-app purchase revenue across
iOS and Google Play in 2024

**~107 MILLION
GEN 9 CONSOLES
OUTSTANDING**
estimated worldwide, as of
December 2024

Interactive entertainment
market estimated to reach
**~\$195
BILLION***
in 2025

There were nearly
136 BILLION
new app downloads in 2024

Interactive entertainment is the
#1
entertainment vertical

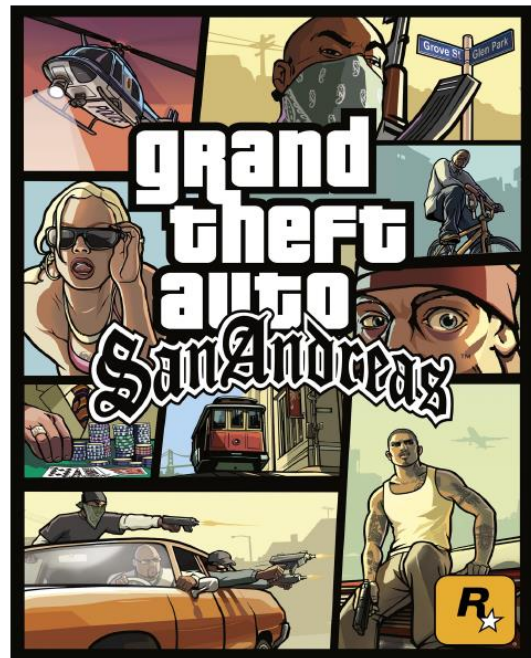
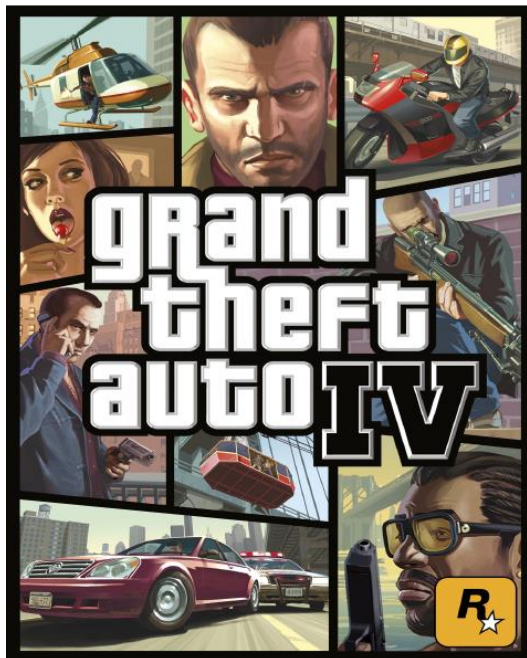
+4%
CAGR expected from 2024-2027
for the mobile gaming market



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
- Franchise has sold-in nearly **450 million units**
- **GTA VI launching May 26, 2026.** Rockstar Games released first trailer in December 2023 and the second in May 2025. As a YouTube exclusive, **Trailer 1 broke the record for biggest non-music video debut** on the platform at over 93MM views in 24 hours. **Trailer 2's cross platform debut is the biggest video launch of all time**, with over 475 million views in 24 hours

GRAND THEFT AUTO V

- Over **215 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



* Source: Circana, LLC, Retail Tracking Service, US, Video Games, Video Games Software, Dollar & Unit Sales, Apr 2015 - Apr 2025

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



THE RED DEAD REDEMPTION SERIES

- Series has sold-in over **100M units** worldwide
- *Red Dead Redemption 2* sold-in over **74M units**
- *Red Dead Redemption 2*: **Best-selling title of the past 7 years in the US based on 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 and for PC in October 2024



* Source: Circana, LLC, Retail Tracking Service, US, Video Games, Video Games Software, Dollar Sales, Apr 2018 – Apr 2025

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
- 9 wholly owned studios

NBA 2K FRANCHISE



BEST-SELLING
basketball simulation
property based
on dollar sales
and units in the world*

Franchise has
sold-in over
160 MILLION
units worldwide

One of the
TOP
CONTRIBUTORS
to TTWO's recurrent
consumer spending

FRANCHISE EXTENDED

with *NBA 2K Online*
And *NBA 2K ALL-STAR* (both
in China), *NBA 2K Mobile*,
NBA 2K for Apple Arcade
and *NBA 2K MyTEAM*

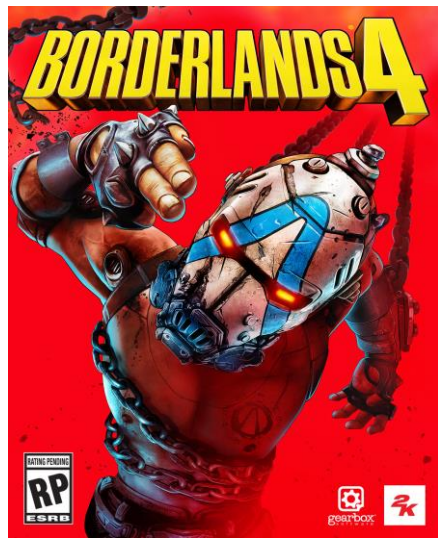
Over
3 BILLION
GAMES OF
BASKETBALL
played in 2K25 already,
with more games per player
than ever before



* Circana (NPD) & GSD

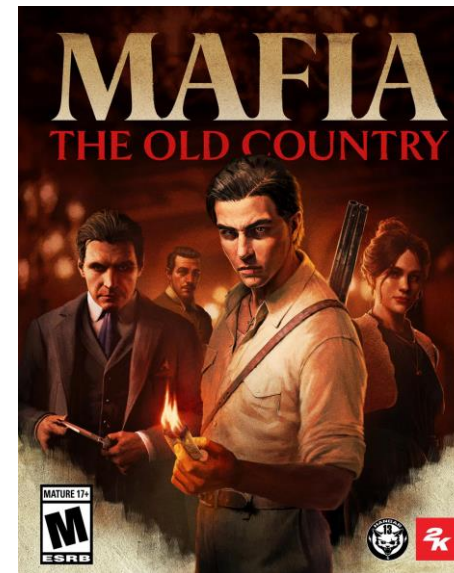
2K: DIVERSE PORTFOLIO OF INDUSTRY-LEADING INTELLECTUAL PROPERTY: CORE

BORDERLANDS



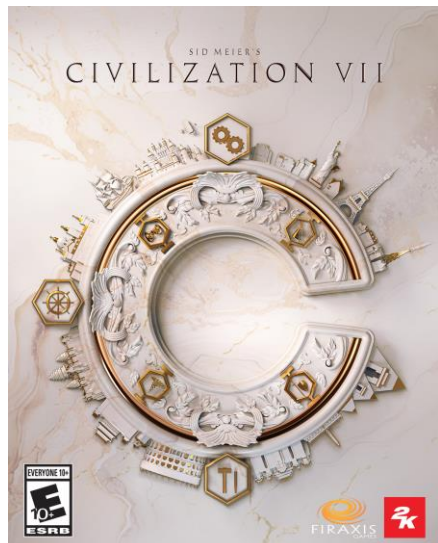
- **Critically acclaimed**, shooter-looter title
- Franchise has sold-in nearly **93M units**
- *Borderlands 3* is 2K's **fastest selling title** and has sold-in **over 22M** units to date
- *Borderlands 2* is 2K's top-selling title with over **30M units sold**
- ***Borderlands 4* planned for release on September 12, 2025**

MAFIA



- The acclaimed franchise returns on August 8, 2025 with *Mafia: The Old Country*
- An **all-new** story set in the Mafia universe, harkening back to the roots of organized crime with a compelling new cast of characters

SID MEIER'S CIVILIZATION



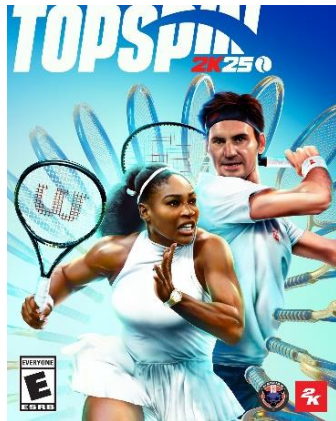
- One of **world's top strategy** titles for PC
- Franchise has sold-in **over 76 million units**
- **Successful** expansion packs
- **Launched *Civilization VII*, the revolutionary new chapter in our esteemed strategy franchise, in February 2025**

TINY TINA'S WONDERLANDS



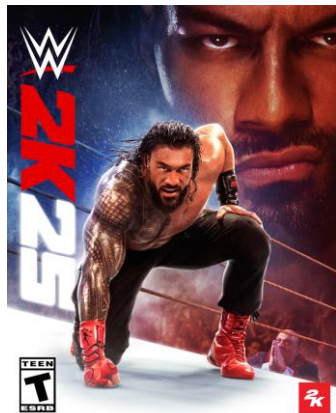
- A **fantasy-fueled offering** that was supported with **four DLC packs in Fiscal 2023**
- Released with 40% of its audience consisting of brand-new players to a *Borderlands* franchise

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 76*
- 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

- In March 2025, 2K and Visual Concepts released **WWE 2K25**, which was met with great critical acclaim, including a **score of 84 on Metacritic for Xbox Series X** – an all-time high for the series on that platform
- The title introduced new features, including **The Island, a highly immersive WWE-themed world and intergender matches, which greatly expand the number of fantasy match-ups available**



PGA TOUR 2K

- **PGA TOUR 2K25** launched in February 2025 and earned a **Metacritic score of 80 on PlayStation 5**
- Fans can engage with a diverse roster of pros, including **Executive Director and all-time great, Tiger Woods**



ZYNGA

- Pioneer in social gaming and a leading mobile game publisher
- Diverse portfolio of highly-engaging, top-grossing games that has been downloaded over 10 billion times on mobile
- Global player base across 175+ countries
- Successful track record of M&A execution

LEADING PORTFOLIO OF MOBILE GAMES



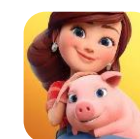
CSR Racing 2
Studio: **NaturalMotion**
Launch: **2016***

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.



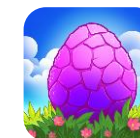
Golf Rival
Studio: **Nordeus**
Launch: **2018**

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.



Two Dots
Studio: **Socialpoint**
Launch: **2014**

Connect a line of dots, relax with fun puzzles, collect treasures, play mini-games, and adventure through the universe with Two Dots: a dot-and-line puzzle game.



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.



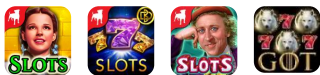
Zynga Poker
Studio: **Zynga**
Launch: **2007**

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.



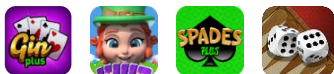
Social Slots
Studio: **Zynga**

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 Color Block Jam, Hair Challenge, High Heels and Tangle Master.



Game of Thrones: Legends
Studio: **Zynga**
Launch: **2024**

Players build and lead their own Westeros house, honing their tactics and skill as they strategically assemble a team of champions, equip weapons, and gear, and face formidable foes from the *Game of Thrones* universe.



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.



Dragon City
Studio: **Socialpoint**
Launch: **2013**

Build a Dragon City on floating islands and fill it with farms, habitats, buildings...and tons of dragons! Train them to your will, feed and evolve them into stunning monsters and prove your might to be the top Dragon Master in the world.



* WWF franchise launched in 2009

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

APPROACH TO LIVE SERVICES

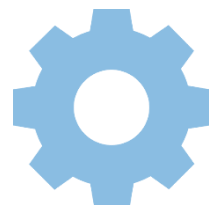
PROVEN FORMULA

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

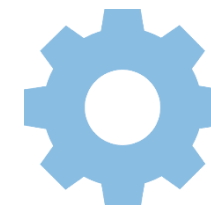
Through our unique approach, **user acquisition spend is allocated among studios by delivering bold beats that hit key KPIs**

OUR APPROACH

STRONG
GAME TEAMS



EXPERTS
IN FREE-TO-PLAY



DIVERSIFIED
PORTFOLIO

THE LIVE SERVICES FOUNDATION



Data Science



Product Management



User Acquisition



Monetization














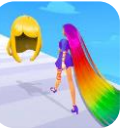




















**Customer Service/Rewards,
Partnerships, and More**



DIVERSIFIED LIVE SERVICES PORTFOLIO

PROVEN BRANDS ACROSS POPULAR CATEGORIES

ACTION STRATEGY	     
CASUAL	           
INVEST EXPRESS	   
SOCIAL CASINO	         

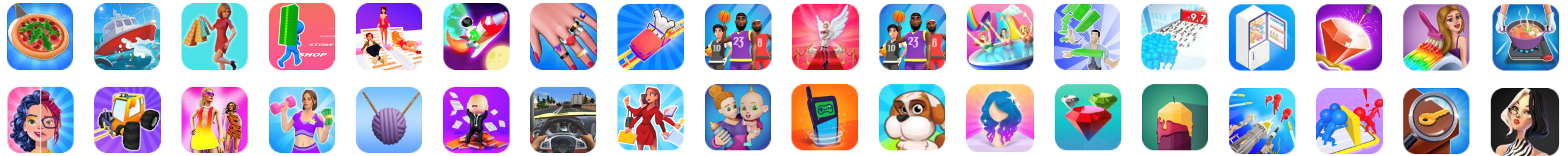
BOLD BEAT STRATEGY

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

3.7B+ LIFETIME
DOWNLOADS



COLOR BLOCK JAM
20M+ DOWNLOADS



SCREW JAM
9M+ DOWNLOADS



SEAT AWAY
17.9M+ DOWNLOADS



BUS JAM
15.5M+ DOWNLOADS



TIMELINE UP!
6M+ DOWNLOADS



Twisted Tangle
46M+ DOWNLOADS





OUR STRATEGIES TO DRIVE GROWTH

Our STRATEGY IS OUR PLAN TO ACHIEVE OUR VISION

Create hit entertainment experiences delivered on every platform relevant to our audience through a variety of sound business models.

Attract and retain the best talent in the business

EMPOWER COLLEAGUES

PROVIDE COMPETITIVE COMPENSATION PLANS ALIGNED WITH SHAREHOLDER INTERESTS

DEVELOP BEST-IN-CLASS RECRUITING PRACTICES

INVEST IN PROFESSIONAL DEVELOPMENT TO PROVIDE LONG-TERM CAREERS

Develop robust player relationships

OFFER DIVERSE, MULTI-PLATFORM PORTFOLIO OF ENTERTAINMENT EXPERIENCES

OVER-DELIVER ON EXPECTATIONS FOR QUALITY AND VALUE

RELEASE STEADY CADENCE OF CONTENT TO DRIVE FRANCHISE ENGAGEMENT

DEVELOP BEST-IN-CLASS CUSTOMER INSIGHTS PLATFORM

PURSUE EMERGING MARKETING PLATFORMS, TECHNOLOGIES AND SERVICES

EXPAND DTC PLATFORM TO ENHANCE MARGINS AND COMMUNITY RELATIONS

Increase scale

BUILD A PORTFOLIO OF FRANCHISES ACROSS ALL RELEVANT PLATFORMS

- ▶ INVEST IN NEW IP
- ▶ GROW CORE FRANCHISES THROUGH SEQUELS, BRAND EXTENSIONS AND LIVE SERVICES
- ▶ PURSUE STRATEGIC ACQUISITIONS AND PARTNERSHIPS

DRIVE RECURRENT CONSUMER SPENDING TO FUEL PLAYER ENGAGEMENT AND GROWTH

Increase profitability

EVALUATE AND OPTIMIZE GAME DEVELOPMENT PROCESS

MAXIMIZE HIT RATIO

REGULARLY ASSESS OPPORTUNITIES TO CONTAIN / REDUCE COSTS

LEVERAGE EXPENSE STRUCTURE AS WE INCREASE SCALE

Identify and lead new paradigms and market trends

INVEST IN EMERGING PLATFORMS, TECHNOLOGY, BUSINESS MODELS, AND GEOGRAPHIES

ANTICIPATE AND ACTIVELY SHAPE CHANGES IN CONSUMER BEHAVIOR AND TECHNOLOGY

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



TITLES ANNOUNCED TO-DATE FY 2026 - FY 2028*	
21 Immersive Core	<ul style="list-style-type: none">• <i>Mafia: The Old Country</i> (2K) - Launching August 8, 2025• <i>Borderlands 4</i> (2K) - Launching September 12, 2025• <i>NBA 2K26</i> (2K) - Launching Fiscal 2026• <i>WWE 2K26</i> (2K) - Launching Fiscal 2026• <i>Grand Theft Auto VI</i> (Rockstar Games) - Launching May 26, 2026• <i>Judas</i> (Ghost Story Games) - TBA• <i>Project ETHOS</i> (31st Union) - TBA
9 Mobile** (currently scheduled for worldwide launch)	<ul style="list-style-type: none">• <i>WWE 2K Mobile</i> for Netflix (2K) - Fall 2025• <i>CSR 3</i> (Zynga) - TBA
8 New Iterations of Previously Released Titles	<ul style="list-style-type: none">• <i>Civilization VII</i> VR (2K) - April 11, 2025• <i>Civilization VII</i> for Switch 2 (2K) - Fiscal 2026• <i>Borderlands 4</i> for Switch 2 (2K) - TBA

* FY26-28 release estimates provided as of May 15, 2025.

** 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.

Independent titles have been removed following our sale of Private Division.

PIPELINE DEFINITIONS

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).

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.

NEW ITERATIONS OF PRIOR RELEASES

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

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

RECENT ACQUISITIONS



2021
FY

2022
FY

2023
FY

2024
FY

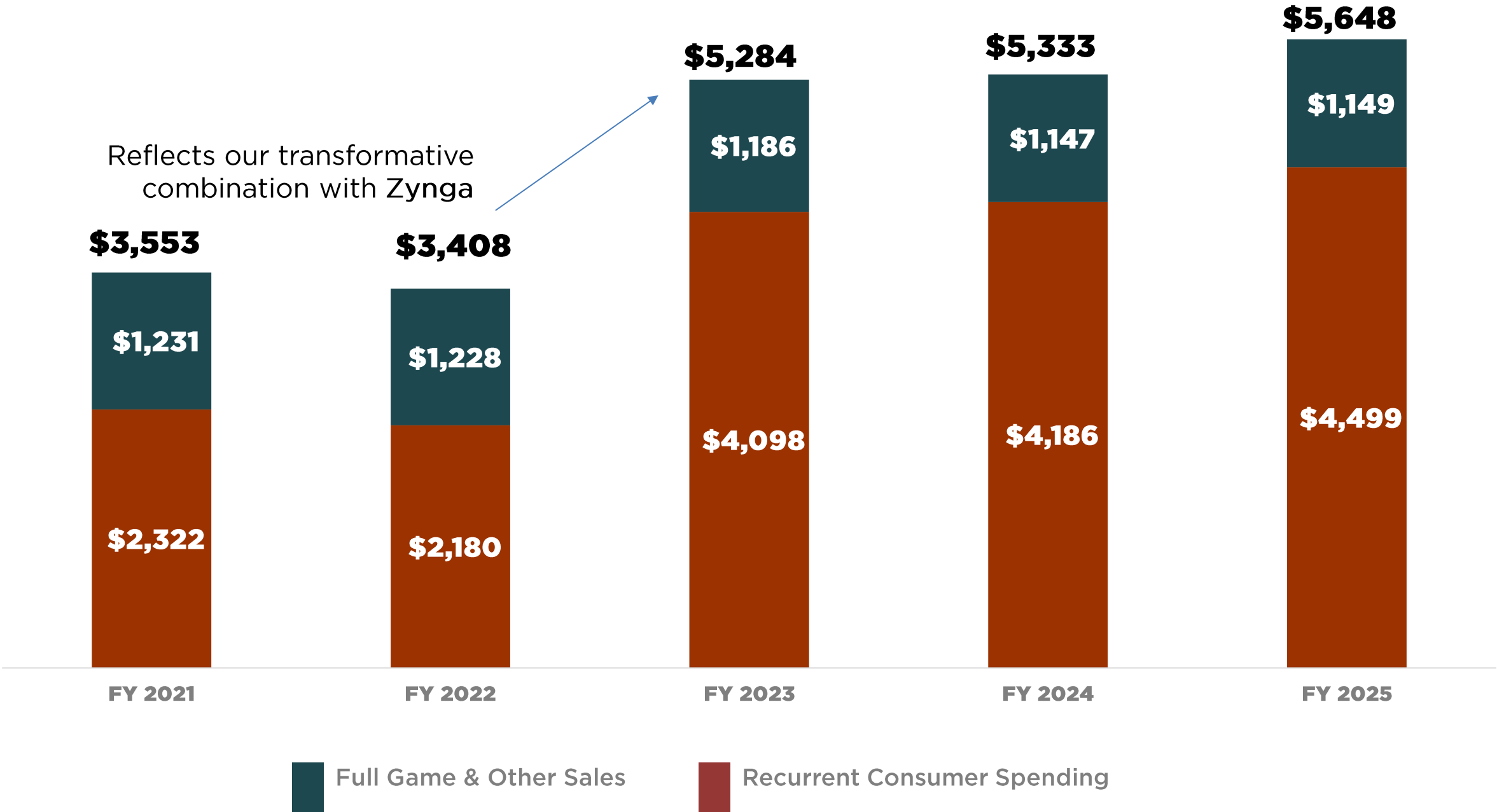
2025
FY



OUR OPERATING PERFORMANCE

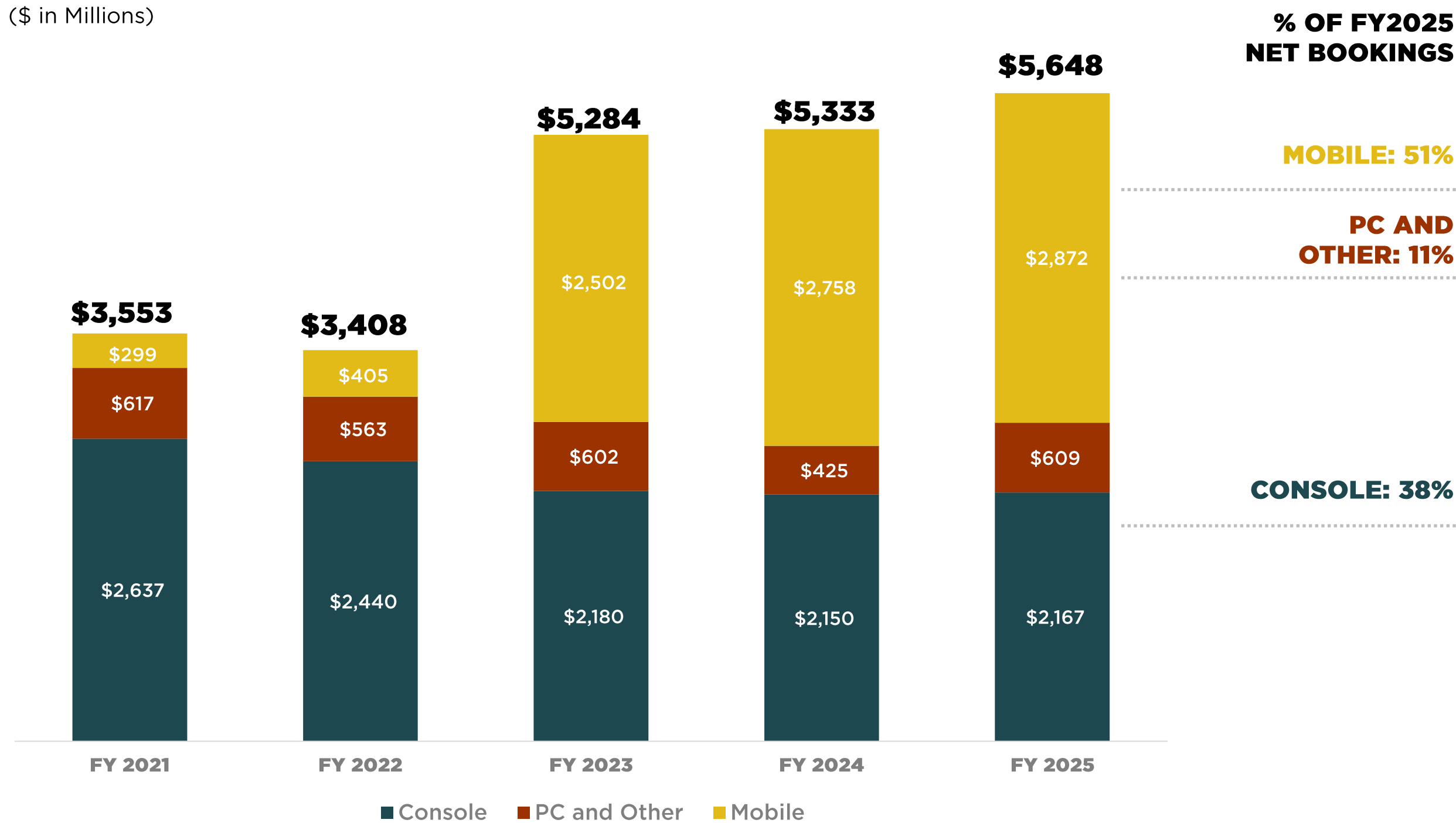
DRIVING LONG-TERM NET BOOKINGS GROWTH

(\$ in Millions)



NET BOOKINGS ARE DIVERSIFIED ACROSS VARIOUS PLATFORMS

(\$ in Millions)





OUR CULTURE

We seek excellence in everything we do. We are ambitious, we persevere, we aim to win. We believe that best-in-class performance is consistent with mutual respect and kindness

OUR RECOGNITIONS



Global 2000
2024



Best Brands for
Social Impact
2024



America's
Dream
Employers
2025



America's Best
Midsize
Employers
2025



America's Greatest
Workplaces for Women
2024



America's Greatest
Workplaces for Inclusion
2025



America's Greatest
Workplaces for LGBTQ+
2025



GIVING BACK AT TAKE-TWO

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** to develop STEM and creative skills that can be helpful in pursuing related college degrees and future positions within our industry
- 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





THANK YOU