

Translation of the Investor's chat of 23/05/2024

- **Longterm Investor:** What production budget will StarRupture have?

**Management Board of Creepy Jar SA:** We estimate that the production budget of StarRupture will be about PLN 26 million.

- **AndrzejB:** During the presentation of the results 2 days ago, you said that you do not plan one-off marketing expenses this year. Does this mean that you are not planning any trailers in the near future?

**Management Board of Creepy Jar SA:** We plan to present gameplay this year. However, we will produce marketing materials, including video materials, mainly internally – we have expanded the team and we already have the appropriate competences to do so. Therefore we are not planning any one-off, external expenses, i.e. CGI materials or promotion during fairs.

- **AndrzejB:** Are you planning any marketing events in June (a lot of gaming festivals) – showing gameplay, etc., a new trailer? Or rather, only in autumn, when you finish Green Hell's build?

**Management Board of Creepy Jar SA:** We understand that the question is about StarRupture – we are not planning to attend the fair, and we would like to show the gameplay when the build level allows us to do so.

- **Jakub:** In one of your last entries, you included Left4dead among the inspirations for SR. In what aspect will SR refer to this game?

**Management Board of Creepy Jar SA:** The inspirations we mentioned are related to individual mechanics, not the entire game, e.g. the approach to some aspects of the co-op mode.

- **Jakub:** If the SR sale meets expectations and the Company has more funds than those allowing to secure a few years ahead, can we expect a change in CJ's conservative investment policy?

**Management Board of Creepy Jar SA:** At the moment we are focusing on the production of StarRupture – building a new IP is very challenging, our goal is to have two strong titles. We are focusing on the development of our own productions, later on we will be working on GH2.

- **Jakub:** SR will be a mix of base building and survival – including extensive combat and tower defence elements – does this mean that in addition to Subnautica, Satisfactory and Left4dead, you are also taking inspiration from 7days to Die?

**Management Board of Creepy Jar SA:** 7 days to die is not a reference for us in the production of SR.

- **Jakub:** Mr. President, if possible, please provide us with a less evasive answer than you usually do :) Can we assume that if everything goes smoothly, we will see the first fragments of gameplay in 3Q? Regards. :)

**Management Board of Creepy Jar SA:** As already said – we will prepare materials showing gameplay once we have the right quality build. It is not our intention to delay the presentation of gameplay, but we also do not want to show underdeveloped materials.

- **Jakub:** Are you still planning to release the GH version for new generations of consoles in II/III Q?

**Management Board of Creepy Jar SA:** Yes, that is the plan.

- **Jakub:** When can we expect the next devlog?

**Management Board of Creepy Jar SA:** We assume that we will publish it in late June/early July.

- **Jakub:** Will you make it with another GH expansion pack by the event on Steam (open world/survival/crafting fest)?

**Management Board of Creepy Jar SA:** If we are talking about a festival that starts on 27 May, then we won't make it. We plan to release the next expansion pack in the second half of the year.

- **Jakub:** As you can probably see, things are not going well with the CJ share price. Do you have any words of encouragement for shareholders? :)

**Management Board of Creepy Jar SA:** We are pursuing our strategy of creating high-quality games focused on commercial success. We have achieved this with GH and we take advantage of everything we have learned to replicate this success in case of SR and then GH2.

- **Jakub:** The share price behaves as if the SR did not exist. Does it? :)))

**Management Board of Creepy Jar SA:** Yes, it does, what's more, there are dozens of people working on it every day. Feel free to watch devlogs and other marketing materials.

- **Gość:** Profits and revenues are down another quarter, which is no surprise. Do you feel pressure that the next game just has to succeed, so that in a year or two the budget will balance?

**Management Board of Creepy Jar SA:** We always feel pressure, if not financial, then creative one. Our ambition is to create games that sell well.

- **Gość:** Do you use AI-based tools in the production of StarRapture? Does it somehow speed up the work?

**Management Board of Creepy Jar SA:** We do not use AI-based tools, for now we are looking at the use of this type of solutions.

- **Gość:** Have Green Hell sales already exceeded 5.5 million?

**Management Board of Creepy Jar SA:** We inform you about reaching the next sales thresholds in the form of current reports. As previously communicated, we will inform the market once we cross the next sales threshold of 6 million gross copies.

- **Gość:** At what stage is the SR build? How much is still missing to reach the level enabling the preparation of gameplay material?

**Management Board of Creepy Jar SA:** We are halfway through the second of the four milestones – not all elements are yet at the right level of refinement to work well as a whole, let alone in promotional materials. Let's not forget that we are preparing a game in the early access formula, which is not a complete product even at the moment of release. In this case, the gameplay materials will appear closer to the release of the game.

- **Gość:** How does the strong Zloty affect the results? Do you use currency hedging?

**Management Board of Creepy Jar SA:** The recent strengthening of Zloty has no significant impact on our results. We do not currently use currency hedging.

- **Markos2277:** Which milestone are you on in the case of sr? Is the work according to schedule? Investors feel that everything is dragging on despite the increase in employment.

**Management Board of Creepy Jar SA:** We hope that the increase in employment will mainly translate into the quality of the game, in particular the amount of content we will offer to players. As we said, we are halfway through the second of the four milestones. The works are proceeding in accordance with the schedule.

- **Andrzej:** Is the lack of any SR promotion in June during the fair a good move? Wouldn't it be better to build awareness of the game among players? The trailer published a year ago didn't show much and didn't explain to the average player what the game is, there were a lot of complaints in the comments on YT that it did not encourage anyone to play at all. And the wishlist stands still.

**Management Board of Creepy Jar SA:** We want to base our main marketing activities on materials containing gameplay. We assume that they will allow players to understand what StarRapture is about. Once again we want to emphasize that we are preparing a game in the early access formula, which is not a complete product even at the moment of release. In this case, the gameplay materials will appear closer to the release of the game.

- **Andrzej:** What were the reasons for choosing only internal marketing activities? It's nice that devlogs are uploaded on Twitter and YT, but hardly anyone watches them apart from investors, the wishlist practically stands still. How do you plan to promote the game?

**Management Board of Creepy Jar SA:** The fact that we prepare marketing materials internally does not mean that in the SR promotional campaign we will not use the support of external entities, including industry media or influencers. This applies in particular to gameplay materials, which from the player's point of view are the most important when deciding to buy a game.

- **Management Board of Creepy Jar SA:** Thank you for taking part in the chat and we invite you to the next one in September.