



**ZORDIX**

Zordix acquires Just For Games SAS

February 2021

Zordix AB (publ)  
acquires French  
major publisher and  
distributor Just For  
Games SAS.

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**Just For Games is continually ranked top 3 among French video game distributors and publishers.**

### Introduction to Just For Games

- Leading video game distributor and publisher based in Paris, France.
- Founded in 2011.
- Business model made up of:
  - Premium games distribution
  - PC & console games republishing
  - International games publishing
- Just For Games has a Compound Annual Growth Rate (CAGR) of 33% since inception.
- Has initiated an investment in own IP:s and digital sales showing significant growth.
- An array of product offerings including video games, retro-gaming hardware & accessories, and vinyl.
- Continually ranked top 3 among French video game distributors and publishers.

**3<sup>rd</sup>**

Largest French game distributor

**33%**

Revenue CAGR since inception

**12**

Employees

**2011**

Founded

### Selection of studio and publisher partners



SONY



Top 10 titles for 2020 include premium titles such as [Call of Duty](#), [Flight Simulator](#) and [Fallout](#) among others.

# Top 10 Titles 2020

- 1 Fort Boyard
- 2 [Instant Sports](#)
- 3 Street Power Football
- 4 [Call Of Duty](#)
- 5 Flight Simulator
- 6 [Asterix](#)
- 7 Overcooked
- 8 [Godfall](#)
- 9 Fallout
- 10 [Streets Of Rage 4](#)



## Instant Sports Switch

A collection of sport based mini games for single and multiplayer (up to 8 players). Selection include tennis, bowling, baseball and more. Customizable characters and possibility to unlock items.

Selected Project:

# Instant Sports Switch

Developer:	Just For Games
Publisher:	Plug In Digital
Genre:	Arcade, Multiplayer
Platforms:	Switch
Price:	19.99 USD
Release:	Aug 16, 2019
Amazon Score:	4.3/5
Copies Sold:	100,000+

Selected Project:

# Jurassic World Evolution

## Jurassic World Evolution

Business simulation game based on the popular Jurassic Park franchise allowing the player to construct a theme park with attractions and research facilities.

Developer:	Frontier Developments
Publisher:	Frontier Developments, Sold Out
Genre:	Strategy, Simulation
Platforms:	PC, PS4, Xbox One, Switch
Price:	44,99 USD
Release:	Jun 12, 2018
Amazon Score:	4.6/5 (PS4)

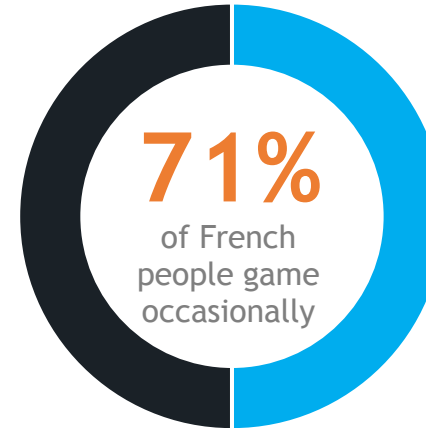


France has **36 million gamers** of which a large portion play on a daily basis. **71%** of the French **play video games** compared to 51% in major European markets.

Profile of French gamers



50%



50%

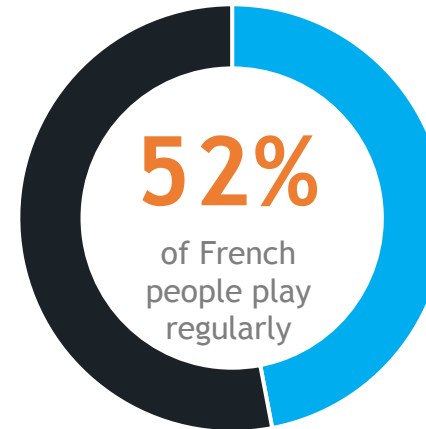
9 out of 10 children play video games

7 out of 10 adults play video games

Profile of regular French gamers



53%



47%

1 out of 2 children play every day

1 out of 3 adults play every day

Note: Occasional gamer - gamer who says they play video games at least once a year.

Source: Essential Video Game News (Union of Video Game Publishers: "SELL"), November 2020; ISFE Europe's Video Games Industry - Key Facts 2020



Just For Games is a **major player** on the French Market and will add a **financial stability** to the Zordix Group. This acquisition brings us one step further to **our goal of owning the whole value chain.**

#### Complementary Addition

Complementary fit to existing business providing a **stable cash flow base** and the addition of distribution and physical publishing arms.

#### Stable Market and Growing Market Share

The French market is **broadly stable** with some year to year fluctuations. Just For Games has **demonstrated an ability to grow its market share every year since 2014.**

#### Experience

The management of Just For Games has a **long history** in the gaming industry who will **add experience, knowledge and entrepreneurial drive** to the Zordix Group.

#### Premium Publishing and Distribution

With the release of new consoles (PS5, Xbox) Just For Games holds a **strong position on the French premium gaming market.**



# Zordix Acquisition History

2019



Dimfrost  
Acquisition

2020



Invictus  
Acquisition

2021



Just For Games  
Acquisition



# Zordix accelerated Acquisition Strategy

Building a publishing and distribution powerhouse together with an expansion of our own portfolio of IP.

We aim to continue acquiring publishers, distributors as well as Intellectual Property in order to control the whole value chain.

**Thank you for  
your interest!**

For questions regarding the  
information in this presentation,  
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