



2021

"IN THE HEART OF GAMING"



GENERAL INFORMATION

DATE OF ESTABLISHMENT: **DECEMBER 2018**

BUSINESS PROFILE: **PUBLISHER & DEVELOPER**

INITIAL CAPITAL: **153 132,30 € (12.11.2020)**

TRADED SINCE: **OCTOBER 2019**

NEWCONNECT ID: **PLKLBTR00014**

MANAGEMENT BOARD: **ROBERT WESOŁOWSKI, MICHAŁ GEMBICKI**

<https://klabater.com>



IN THE NAUTICAL FOLKLORE, KLABATER IS A BENEVOLENT SPIRIT GUARDING THE SHIP AND ITS CREW. TAKING OUR NAME AFTER THIS CREATURE OF LEGENDS, WE OFFER THE SAME TO DEVELOPERS: GUIDANCE AND PROTECTION ON THE STORMY GAMING SEAS.

MANAGEMENT BOARD

MICHAŁ GEMBICKI / CEO

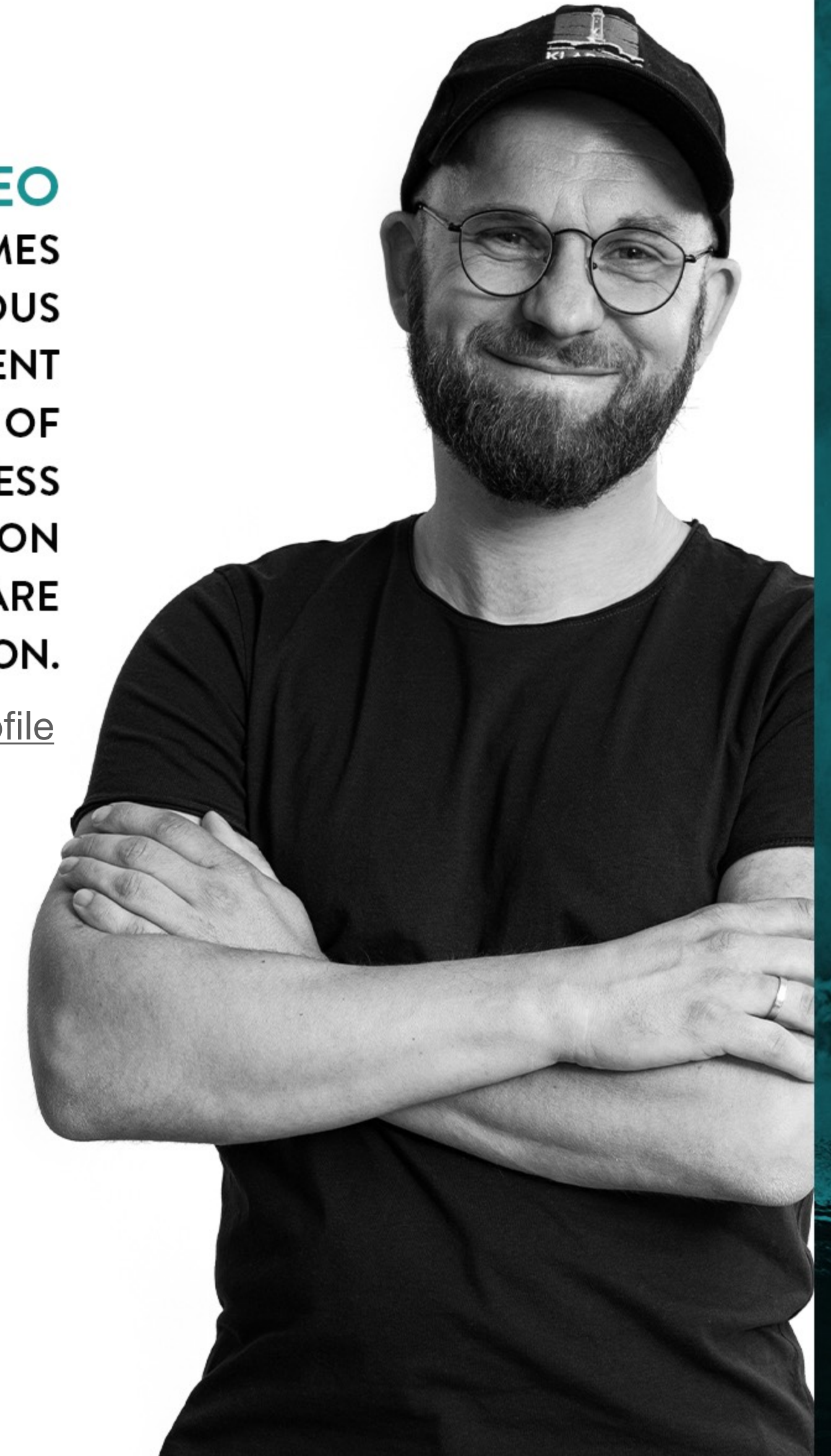
CEO IN KLABATER. A VETERAN MEMBER OF THE POLISH VIDEO GAMES INDUSTRY FOR MORE THAN A DECADE, PREVIOUSLY AT VARIOUS MARKETING, PRODUCT MANAGEMENT, AND BRAND MANAGEMENT POSITIONS IN THE CD PROJEKT GROUP. EXCELLENT KNOWLEDGE OF CEE MARKETS AND EXPERIENCE GAINED FROM RUNNING BUSINESS ACTIVITIES ON GLOBAL MARKETS. MEMBER OF THE ASSOCIATION OF PRODUCERS AND DISTRIBUTORS OF ENTERTAINMENT SOFTWARE (SPIDOR) AND INDIE GAMES POLAND FOUNDATION.

[LinkedIn profile](#)

ROBERT WESOŁOWSKI / CFO

CFO IN KLABATER. 15 YEARS OF EXPERIENCE IN THE VIDEO GAMES INDUSTRY IN POLAND AND THE CEE REGION. HE WAS RESPONSIBLE FOR THE FINANCIAL MANAGEMENT OF COMPANIES FROM THE CD PROJEKT SA GROUP. HIS EXPERIENCE SPANS MANY FIELDS, WITH STRATEGIC PLANNING, BUSINESS DEVELOPMENT, OPERATIONAL EFFICIENCY, FINANCE, CONTROLLING, CASH-FLOW MANAGEMENT, SUPERVISION OF FORMAL AND LEGAL ACTIVITIES, RESPONSIBILITY FOR RELATIONS WITH FINANCIAL INSTITUTIONS AND BUSINESS PARTNERS.

[LinkedIn profile](#)





BUSINESS PILLARS

1. DEVELOPMENT

Development is Klabater's source of high-margin and long-term income. Our development activities include:

- In-house development studio
- External development studios working on our original IPs (Juggler Games)
- Full financing of our own games
- Research and Development team
- Specialization: Narrative Tycoons

2. PORTING

Porting is a low-engaging process complementary to the publishing process. Klabater constantly researches the market for successful PC releases and ports selected titles to the console platforms.

- Porting games between platforms (ie. PC to consoles, console to console)
- A separate division within the company, responsible purely for testing of the ported games (QA)
- A dedicated team of porting engineers
- Established console platforms accounts
- Toolset to port both for Unity and UE4 engines

3. PUBLISHING

Publishing is a short-term, mid-margin activity stabilizing steady financing for development.

- Project management
- Localization services
- Quality Assurance
- PR/marketing/social media planning and implementation
- Crowdfunding campaigns
- Digital distribution
- Cooperation with Steam, GOG, Humble Bundle, Fanatical, etc.
- Life-cycle management

PORTING & QA



**ALEKSEY
KOZLOV**
Senior Porting
Programmer

WITH A TEAM OF EXPERIENCED PROGRAMMERS AND OFFICIAL PUBLISHER STATUS ON CONSOLES, WE BRING MANY YEARS OF EXPERIENCE IN CERTIFICATION AND SUBMISSIONS TO HELP DEVELOPERS SPREAD THEIR WINGS BEYOND THE PC MARKET. WE PROVIDE PROFESSIONAL QA SERVICES AND TAKE CARE OF HIGH-QUALITY „PORTING PROCESSES FROM SCRATCH TO THE VERY END.

”

Projects released so far:

MAY'S MYSTERIES
the Secret of Dragonville



Effie

COLAZO!
FOOTBALL LEAGUE

DEVOLVER
DIGITAL



...with awarded PC developers:

PUBLISHING



MARIUSZ
DUDA
Publishing
Manager

WE BLEND TOGETHER AN EXPERIENCED PR AND MARKETING TEAM WITH A WIDE MEDIA CONTACTS. OUR MAIN GOAL IS TO SECURE A PROPER BUZZ AND MEDIA COVERAGE FOR OUR GAMES BUT ALSO GAMES DEVELOPED BY EXTERNAL DEVELOPERS. WE OFFER COMPLEX SERVICES AND GUIDANCE TO THE DEVELOPERS INCLUDING CROWDFUNDING, PR & MARKETING CAMPAIGNS, AND SOCIAL MEDIA MANAGEMENT.

Projects released so far:



- A team of long-time gaming professionals
- Excellent knowledge of the gaming market
- Wide media and influencers contacts
- Years of experience in the most important Polish's industry projects

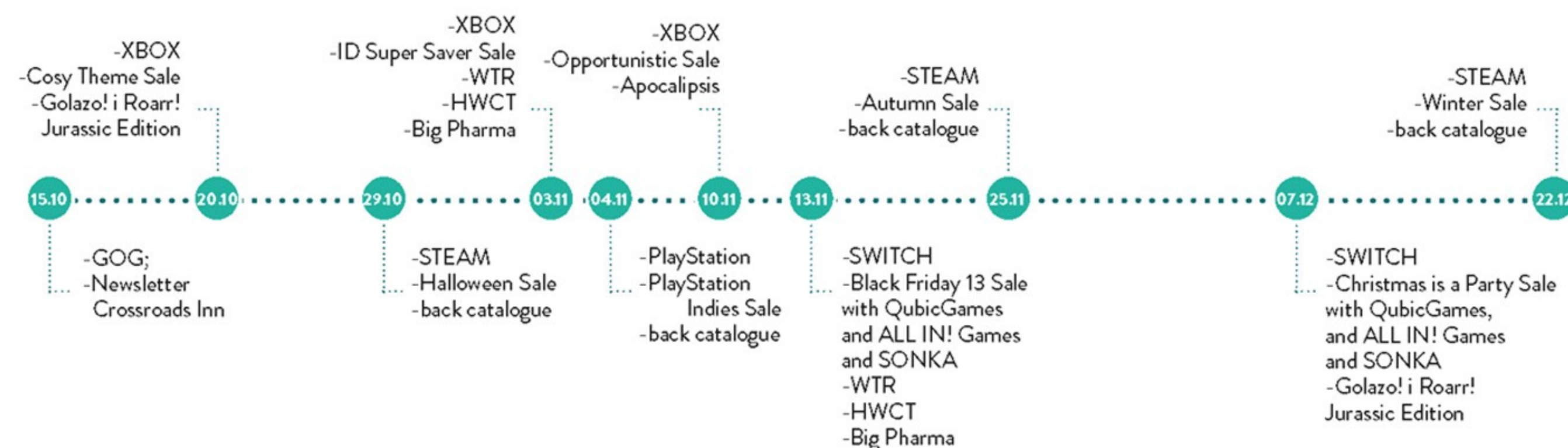


**JUSTYNA
URBAŃSKA**
Sales Manager

BACK CATALOG

WITH A PROFESSIONAL BUSINESS DEVELOPMENT APPROACH, WE CONTINUE TO BENEFIT FROM OFFERING A HUGE BACK CATALOG OF GAMES ALONGSIDE NEW RELEASES. ALL GAMES WE PUBLISH ARE SUBJECT TO A CAREFULLY PLANNED AND EXECUTED PROLONGED LIFE-CYCLE STRATEGY WITH A CLEAR PLAN OF DISCOUNTS, SEASONAL PROMOTIONS, BUNDLES, AND CONSTANT UPDATES.

- A long-term strategy of a product's life-cycle management
- Wide business contacts among PC sales platforms (Steam, GOG, etc.)
- Official publisher accounts on console platforms (Sony, Microsoft, Nintendo)
- Careful ahead-planning of potential discounts and promos





**BŁAŻEJ
WOJCIESZUK**
Social Media
Manager

COMMUNITY MANAGEMENT

” VIDEO GAMES ARE ALL ABOUT GAMERS! GAMERS ARE A VIVID COMMUNITY. IN KLABATER, WE KNOW HOW IMPORTANT IT IS FOR VIDEO GAME SUCCESS TO MANAGE SOCIAL NETWORKS AND COMMUNITY CHANNELS. THAT IS WHY WE TAKE RESPONSIBILITY FOR DAILY COMMUNICATION WITH GAMERS TO MAKE DEVELOPERS' LIFE EASIER AND TO ALLOW THEM TO FOCUS ON GAME DEVELOPMENT. AFTER THE LAUNCH, WE SOLVE ISSUES AND THE ANIMATE COMMUNITY TO KEEP THE GAME ALIVE AND IN LINE WITH GAMERS' EXPECTATIONS.

”

AGENCIES:



Navigator Dom Maklerski
Value delivered.

STRICT MINDS
communication

PC SALES PLATFORMS:



FANATICAL



nuuvem



STEAM®

Humble



KLABATER SA



KLABATER

KLABATER
PUBLISHING

KLABATER
STUDIO

TECHNOLOGICAL PARTNERS:



intel ATLISSIAN



PARP
Grupa PFR

CONSOLES SALES PLATFORMS:



XBOX ONE



PlayStation.



CONTENT PROVIDERS / DEVELOPERS:



Polyslash



INVERGE



DEVOLVER
DIGITAL

KLABATER IS A BOUTIQUE PUBLISHER AND PORTING HOUSE. WE PROVIDE PARTNERS WITH A MODULAR, TAILORED OFFER BASED ON THEIR ACTUAL NEEDS WITHOUT CLAIMING THEIR IP.

KLABATER CAN BE A PARTNER IN THE FORM OF A CLASSIC PUBLISHER, OPERATING WORLDWIDE ON ALL PLATFORMS OR AS A CO-PUBLISHER ON SPECIFIC MEDIA ONLY.

OUR SERVICES:



THE ABOVE COMES ON TOP OF OUR CORE SKILLS FOR AN EXTENDED TAIL GAME SALES LIFE CYCLE MANAGEMENT:



PUBLISHING MODEL:

STEP 1 WE RECEIVE A GAME PITCH	STEP 2 WE RUN AN INTERNAL EVALUATION	STEP 3 WE ORGANIZE A KICK -OFF MEETING	STEP 4 EXTENT OF KLABATER WORK, OUR SERVICES	STEP 5 AGREEMENT
	↯ GDD ↯ GAMEPLAY ↯ CONCEPT	↯ PRODUCTION SCHEDULE ↯ PRODUCTION SCOPE ↯ CHOICE OF TECHNOLOGY ↯ EARLY MARKETING IDEAS	↯ PORTING ↯ PUBLISHING ↯ LOCALIZATION ↯ MARKETING & PR ↯ CO-PRODUCTION	↯ DRAFT OF AGREEMENT ↯ TERMS & CONDITIONS ↯ ROYALTY & MINIMUM GUARANTEE ↯ CONTRACT DURATION SIGNATURE & EXECUTION

PORTING MODEL:

STEP 1 WE EVALUATE THE GAME. (REPO ACCESS NEEDED)	STEP 2 WE INTERNALLY DECIDE IF WE CAN UNDERTAKE A PROJECT.	STEP 3 WE SIGN THE AGREEMENT AND START OUR WORK (NO UPFRONT PAYMENT, ALL COSTS OF PORTING ARE ON US)	STEP 4 WHEN PORTING IS FINISHED, WE PUBLISH THE GAME.	STEP 5 WE SPLIT THE REVENUE IN AGREED PROPORTIONS



PRODUCTION LINE

CAR FACTORY SIMULATION

COMING IN 2022





THANK YOU



CONTACT

MICHAŁ GEMBICKI

michal.gembicki@klabater.com

tel. (+48) 664 455 180

