



NAVIGATING SEAS OF INDIE GAMES

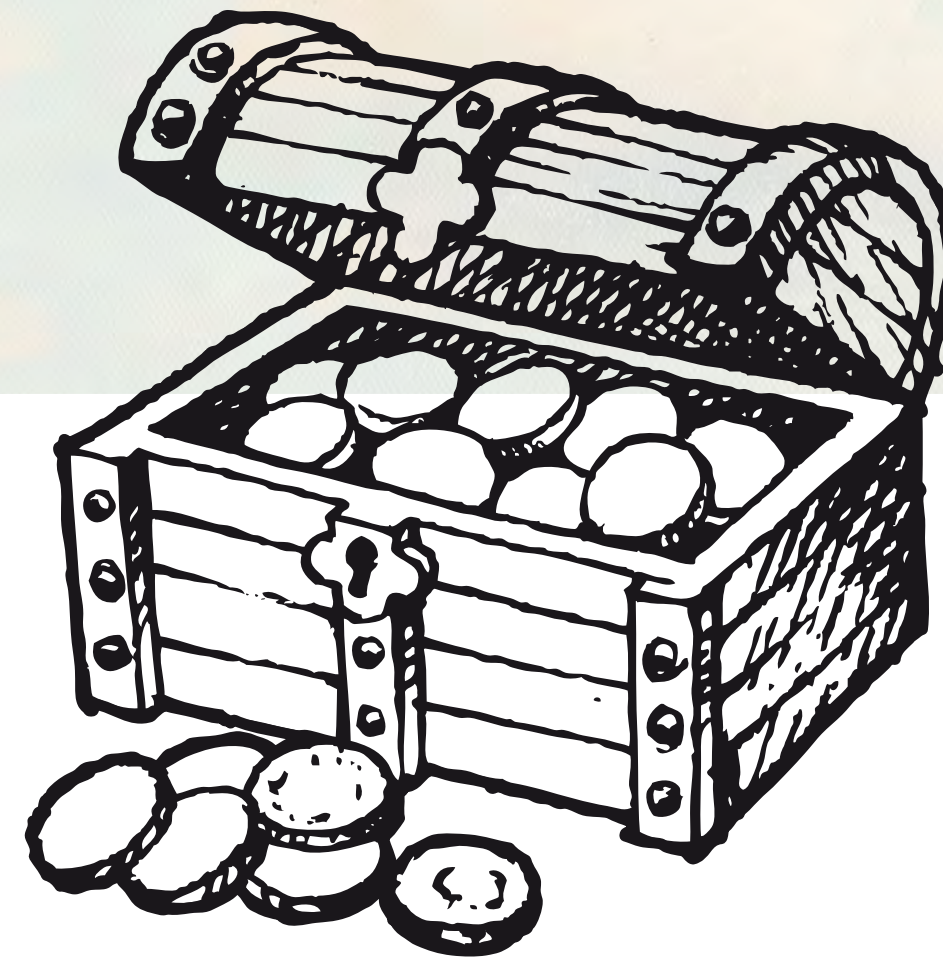
---



# WELCOME TO THE PROMISING GILDED WATERS OF GAME DEVELOPMENT



YOU'VE GOT YOUR CREW



YOU'VE GOT YOUR GAME



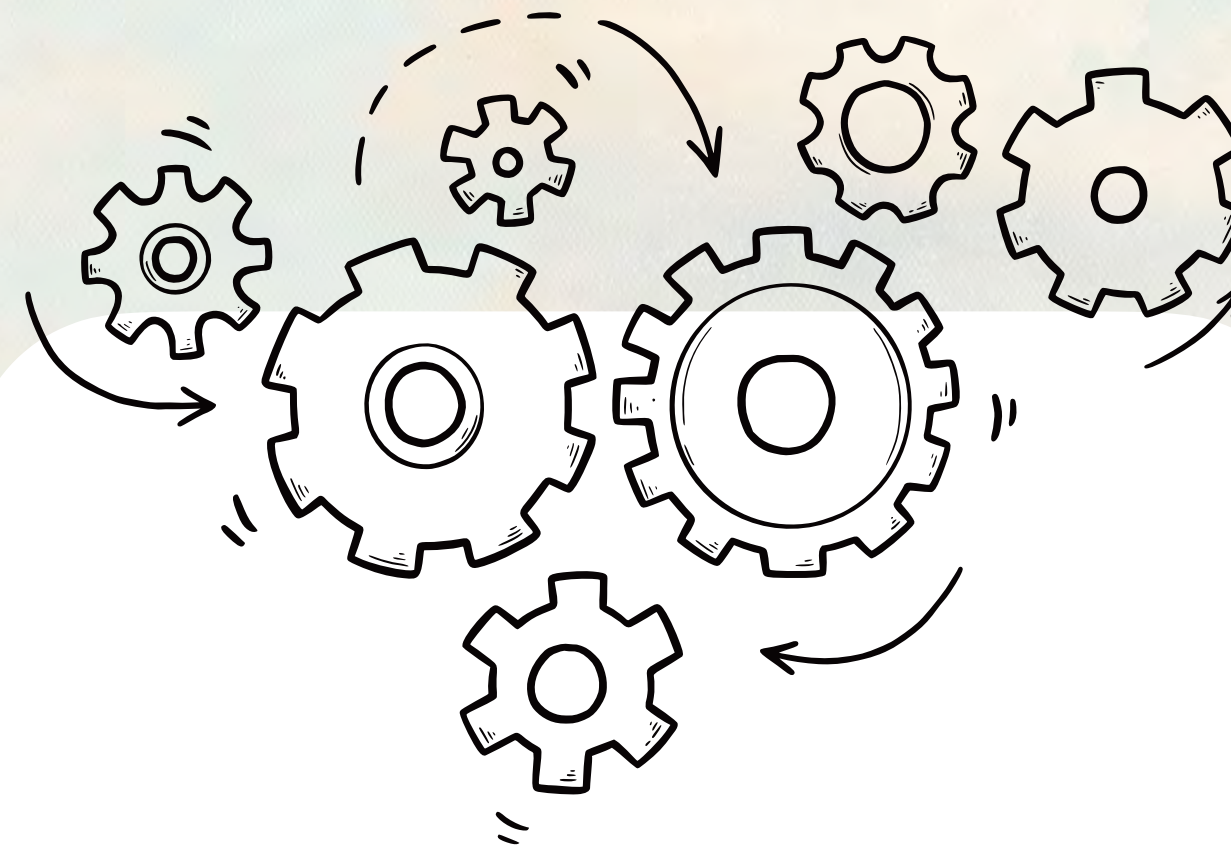
YOU'VE GOT YOUR EYES SET ON THE PROMISED  
LAND OF WISHLISTS AND A SUCCESSFUL  
PC OR CONSOLE PREMIERE.



# BUT JUST AS MUCH AS OFFER RICHES AND FAME, THESE TIDES MAY HINDER YOUR TRAVEL AND TURN OUT TO BE RATHER TRICKY TO MANOUVER IN



YOUR MAY STRUGGLE TO BUILD COMMUNITY  
NEEDED TO GATHER INTEREST AND  
MOMENTUM FOR YOUR GAME AND NEED  
HELP REFINING YOUR MESSAGING



YOUR GAME MAY NEED POLISHING OR  
LACK CONTENT THAT WOULD BOOST ITS  
PERFORMANCE BEFORE THE RELEASE



YOUR RESOURCES ENABLE YOU TO CONSIDER  
ONE PARTICULAR PLATFORM, NOT BE THE  
BEST FIT, E.G. JUST PC BUT YOU DREAM OF  
CONQUERING THE CONSOLE MARKET



# WHO ARE WE ?

## WE ARE YOUR LIGHTKEEPERS ON THE OPEN OCEAN



### OUR MASCOT AND NAMESAKE IS KLABATER

- the good sea pixie whose equipment includes a light to guide misguided sailors on their way home.



### WE ARE VETERANS OF THE INDUSTRY AND OUR CRAFT

- with many succesful projects accomplished  
across 3 Pillars of Business.



### WE ARE HERE FOR YOU WITH OUR OWN CREW OF EXPERTS ACROSS A MYRIAD OF DISCIPLINES

- from Community Building, Buiness  
Development to Porting.



A black and white line drawing of a three-masted sailing ship with full sails, sailing on a stylized sea. The background is a soft, painterly sky with light clouds. The ship is positioned on the left side of the frame, sailing towards the right.

# OUR PILLARS OF BUSINESS & COMPETENCE

**I-PUBLISHING**

**II-PORTING & QA**

**III-GAME DEVELOPMENT**



# WE ARE A BOUTIQUE PUBLISHER AND PORTING EXPERTS

Tailoring our services based on your needs is what we do best:



LATE-STAGE  
PRODUCTION  
FUNDING



FUNDING FOR  
PR, MARKETING  
& INFLUENCERS



COMPLETE  
PORTING  
SERVICES / ALL  
PLATFORMS / QA.



LOCALIZATION  
& QA



BACK-CATALOG  
SALES  
MANAGEMENT



WORLDWIDE  
OPTIMIZED  
DISTRIBUTION



ALTERNATIVE  
DISTRIBUTION  
DEALS



ONLINE  
STORES  
MANAGEMENT



BUSINESS  
DEVELOPMENT



RETAIL  
OPPORTUNITIES



COMMUNITY  
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
	<ul style="list-style-type: none"><li>↳ GDD</li><li>↳ GAMEPLAY</li><li>↳ CONCEPT</li></ul>	<ul style="list-style-type: none"><li>↳ PRODUCTION SCHEDULE</li><li>↳ PRODUCTION SCOPE</li><li>↳ CHOICE OF TECHNOLOGY</li><li>↳ EARLY MARKETING IDEAS</li></ul>	<ul style="list-style-type: none"><li>↳ PORTING</li><li>↳ PUBLISHING</li><li>↳ LOCALIZATION</li><li>↳ MARKETING &amp; PR</li><li>↳ CO-PRODUCTION</li></ul>	<ul style="list-style-type: none"><li>↳ DRAFT OF AGREEMENT</li><li>↳ TERMS &amp; CONDITIONS</li><li>↳ ROYALTY &amp; MINIMUM GUARANTEE</li><li>↳ CONTRACT DURATION</li><li><b>SIGNATURE &amp; EXECUTION</b></li></ul>

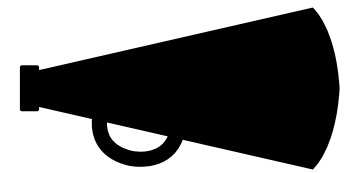
# PORTING MODEL:

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
--	---	---	--	--



# I PUBLISHING -

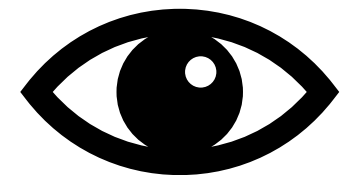
LET'S FIND THE AUDIENCE FOR YOUR GAME, SHOWCASE IT AND ONCE ON THE MARKET - MONETIZE IT!



Securing media publicity and showcasing games on expo events



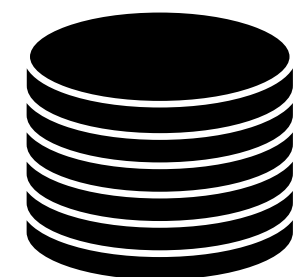
Global release planning



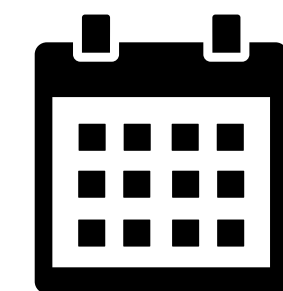
Social Media and Community Management



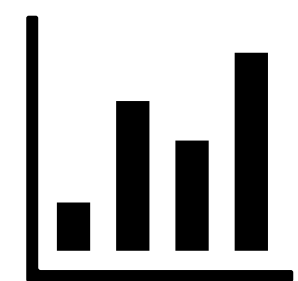
Finding additional Sales opportunities, i.e. cross-promotions, bundles, custom deals)



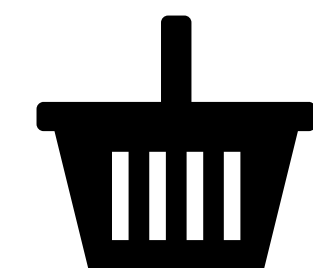
Crowdfunding and project investment



Planning long-term lifecycle of the game and managing its Sales



Long-term Business Development: Sales, Distribution, Platform Deals and Promotions



Setup of proper Store Pages, their maintenance and positioning



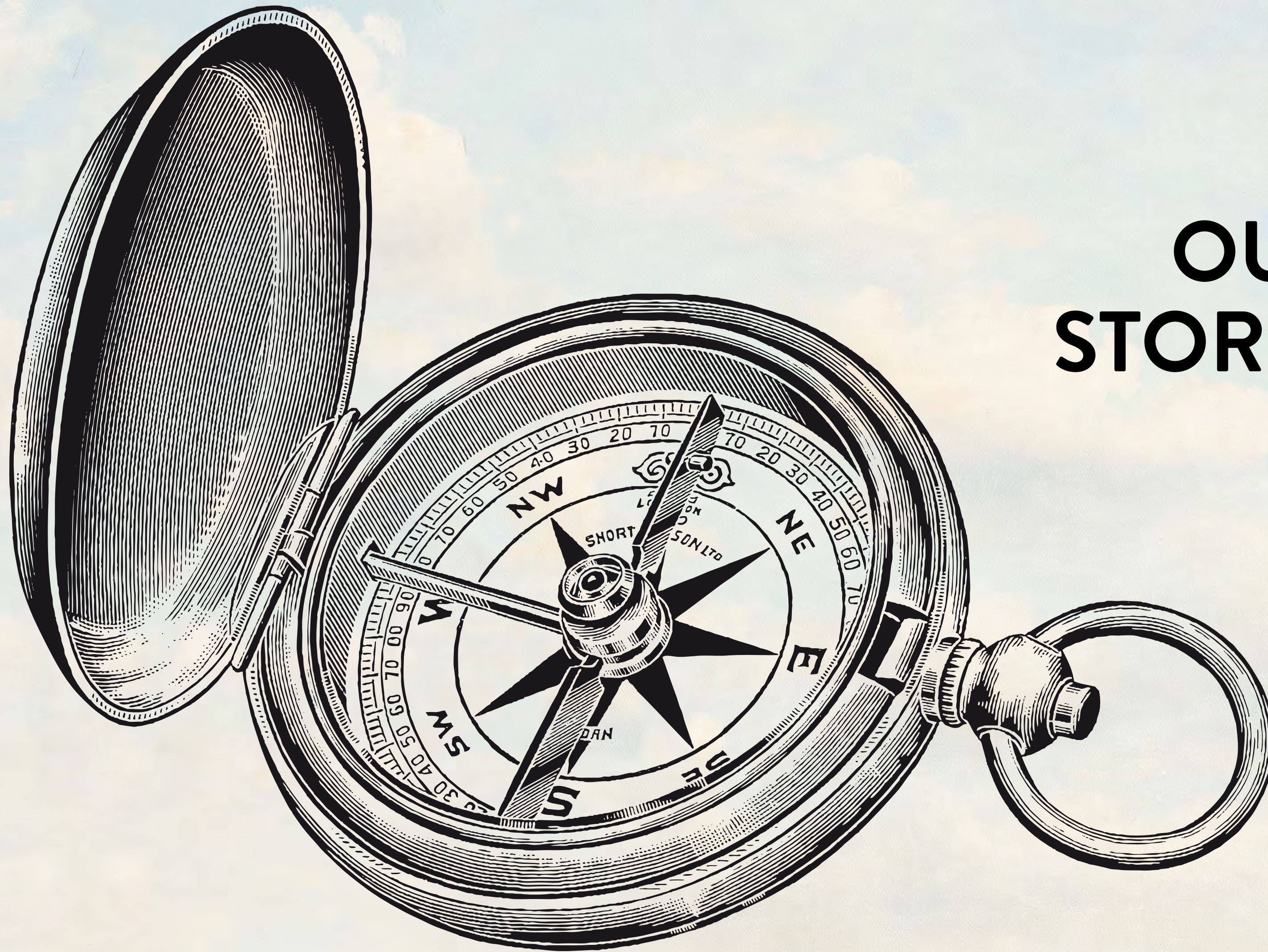
# I PUBLISHING -

SUCCESS OF OUR OWN AND PARTNERS'





# OUR SUCCESS STORIES FROM 2022





# BEST MONTH! EVER!

Global release May 5th 2022

SRP \$/EUR 19,99

🏠 Pre-order on PC, Xbox and Nintendo Switch



PS5 | PS4 | XBOX SERIES X|S | GOG.COM | XBOX ONE | STEAM | NINTENDO SWITCH





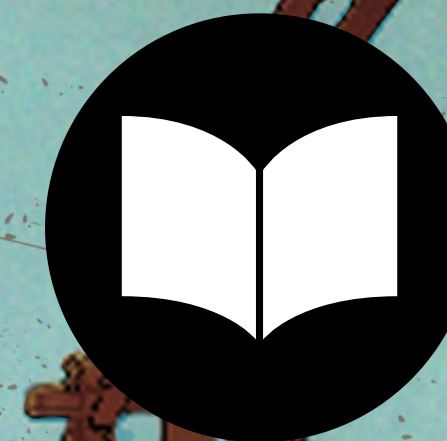
24K Impressions  
26K Profile Visits  
Engagement Rate 3.4%  
82 Tweets



37 Videos  
3.7M+ Views



25+ Published Press Reviews  
12 Meta Critic Ranked Reviews  
Meta Critic Score of 70%  
IGN Website and Twitter Coverage



6+ Global Press Releases  
160+ Pieces of Coverage  
5.6M+ Est. Coverage Views  
1.5K+ Engagements



600 Videos, 288 Game Followers  
7K+ Video Views  
12.7K+ Hours Live Watched  
139 Streamers



80% Very Positive Score, 52 reviews  
1.5K Community Members  
566K Community Impressions



425 Videos  
4.8M+ Views



7 Newsletters sent  
10.8K Emails delivered  
24.3% Open Rate, CTR 7.3%












Global release April 21st 2022

SRP \$/EUR 19,99

 Pre-order on PC, Xbox and Nintendo Switch



 PS5 |  PS4 |  XBOX SERIES X|S |  GOG.COM |  XBOX ONE |  STEAM |  NINTENDO SWITCH





**237K Impressions**  
**18.8K Profile Visits**  
**Engagement Rate 1,9%**  
**60 Tweets**



**4 Videos**  
**35K Views**



**17+ Published Press Reviews**  
**4 Meta Critic Ranked Reviews**  
**Space.com WWW and Twitter Coverage**



**5+ Global Press Releases**  
**98+ Pieces of Coverage**  
**8.6M+ Est. Coverage Views**  
**1.3K+ Engagements**



**83 Videos, 66 Game Followers**  
**6.4K+ Hours Live Watch Time**  
**136 Streamers**



**595K+ Community Impressions**  
**2.5K Community Members** 44  
reviews



**198 Videos**  
**194.6K Views**

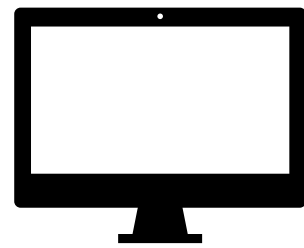


**5 Newsletters sent**  
**7.5K Emails delivered**  
**25.8% Open Rate, 7.9% CTOR**

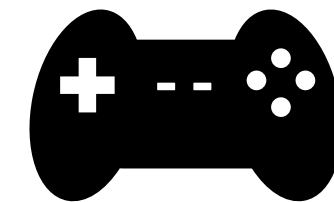


# II PORTING & QA -

LET'S SPREAD YOUR WINGS BEYOND THE PC MARKET



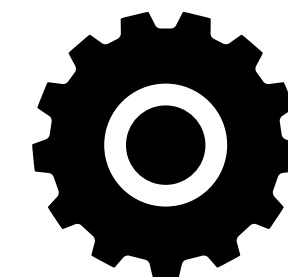
Team of experienced programmers and QA onboard, as well as external partners in porting companies and freelancers



Newest devkits for all platforms, i.e. PS4, PS5, Xbox One, Xbox One S Xbox One X, Switch SDEV, Switch EDEV



Years of experience in certification and submissions with 40 games ported over the years



Expertise in Unity and Unreal Engine and possibility to port from other engines



## II PORTING & QA - SUCCESSFUL PARTNERSHIPS





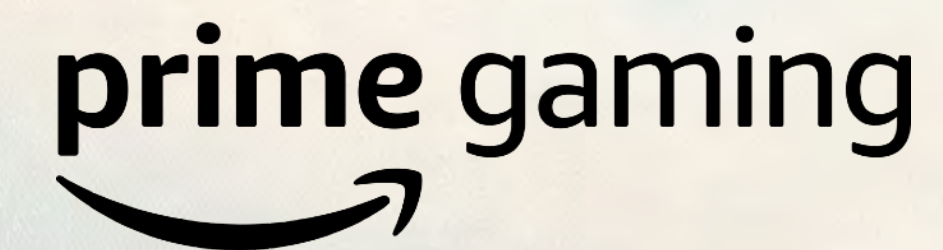
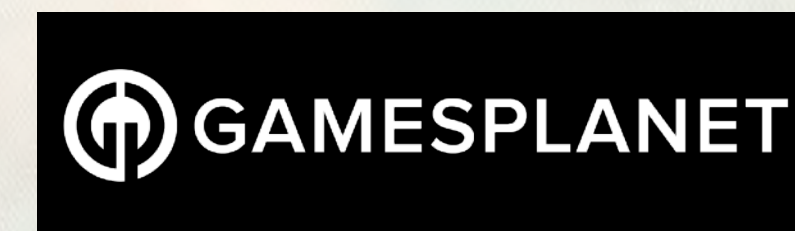
# III GAME DEVELOPMENT -

WE WALK OUR TALK ON THE MARKET WITH OUR OWN IPS





# TRADE PARTNERS





# OUR PILLARS OF BUSINESS & COMPETENCE



**Robert Wesołowski**  
CFO and joint-CEO



**Mariusz Duda**  
Publishing Manager



**Błażej Wojcieszuk**  
SM & Community Manager



**Olga Udała-Rogalska**  
Creative & Art Manager



**Michał Gembicki**  
CMO and joint-CEO



**Justyna Urbańska**  
Biz Dev & Sales Manager

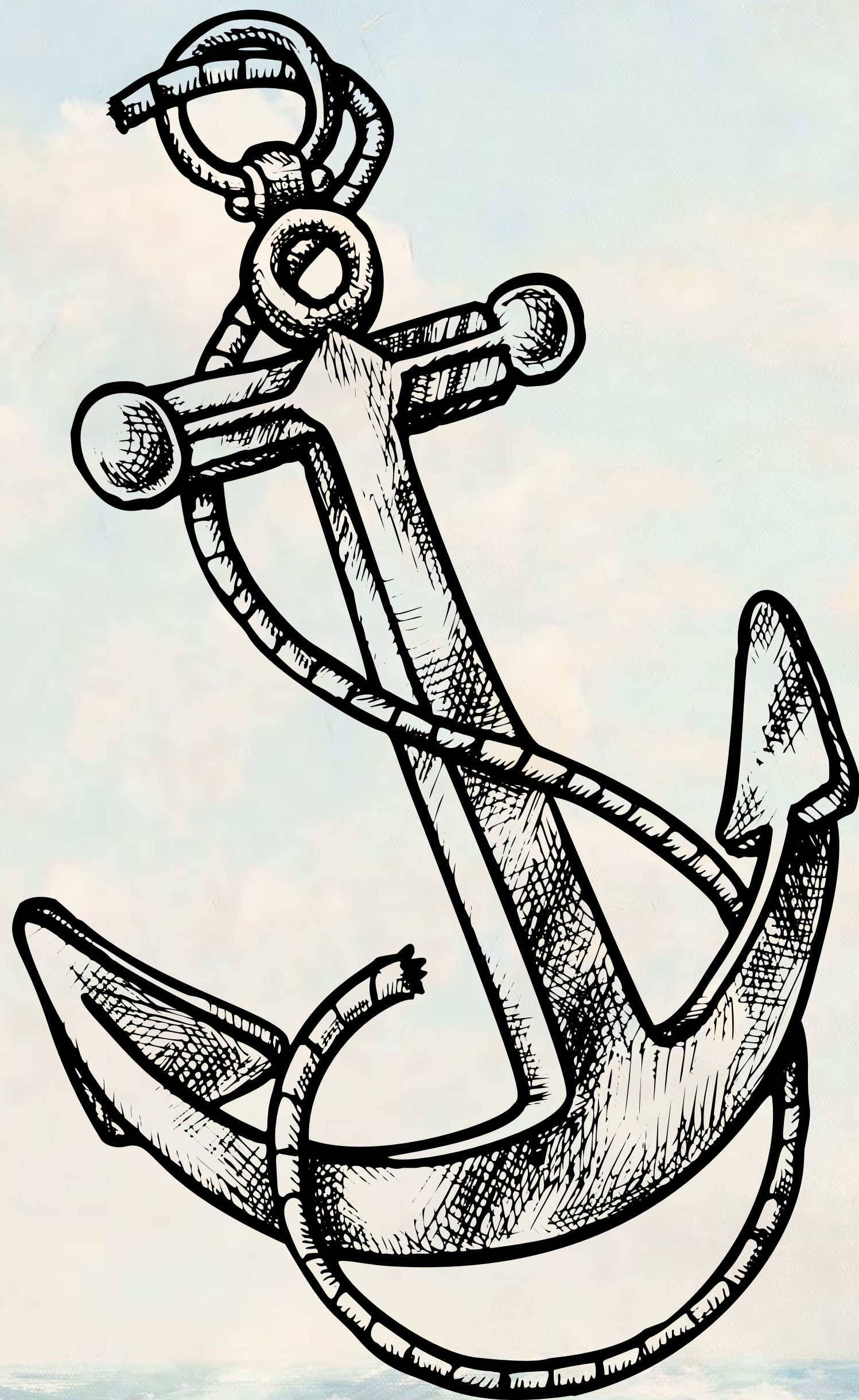


**Joanna Keler**  
Marketing Manager



**Mateusz Sadowski**  
Content Manager





# KLABATER

CONTACT INFORMATION

[contact@klabater.com](mailto:contact@klabater.com)



**MARIUSZ DUDA**

Publishing Manager

[mariusz.duda@klabater.com](mailto:mariusz.duda@klabater.com)

+48 664 455 168

**MATEUSZ SADOWSKI**

Content Manager

[mateusz.sadowski@klabater.com](mailto:mateusz.sadowski@klabater.com)