



TAKE-TWO INTERACTIVE SOFTWARE, INC.

(NASDAQ: TTWO)

FEBRUARY 2025

CAUTIONARY NOTE: FORWARD-LOOKING STATEMENTS

Statements contained herein which are not historical facts 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 the Company's 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 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; the timely release and significant market acceptance of our games; 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

With a **diverse portfolio** that spans all key platforms and numerous **genres**, we strive to **captivate our global audience by creating the highest quality, most engaging** interactive entertainment franchises in our industry

OUR CORE TENETS

CREATIVITY

INNOVATION

EFFICIENCY

OUR STRATEGIC ADVANTAGES TO DRIVE GROWTH

- **World-class** creative teams that operate on a global scale
- Collaborative culture that **empowers our talent** and enables creative expression
- Diverse multi-platform portfolio of **industry-leading titles and owned intellectual property that span key genres**
- **Leading** global marketing and sales distribution
- **Best-in-class live service capabilities** that leverage data science to drive user acquisition and recurrent consumer spending (e.g. virtual currency sales, in-app purchases, advertising)

OUR LONG-TENURED MANAGEMENT TEAM



**STRAUSS
ZELNICK**

CHAIRMAN AND CEO

17 Years
With Take-two



**KARL
SLATOFF**

PRESIDENT

17 Years
With Take-two



**LAINIE
GOLDSTEIN**

CFO

20 Years
With Take-two



**DAN
EMERSON**

CHIEF LEGAL OFFICER

19 Years
With Take-two

DIVERSE PORTFOLIO OF INDUSTRY-LEADING INTELLECTUAL PROPERTY

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



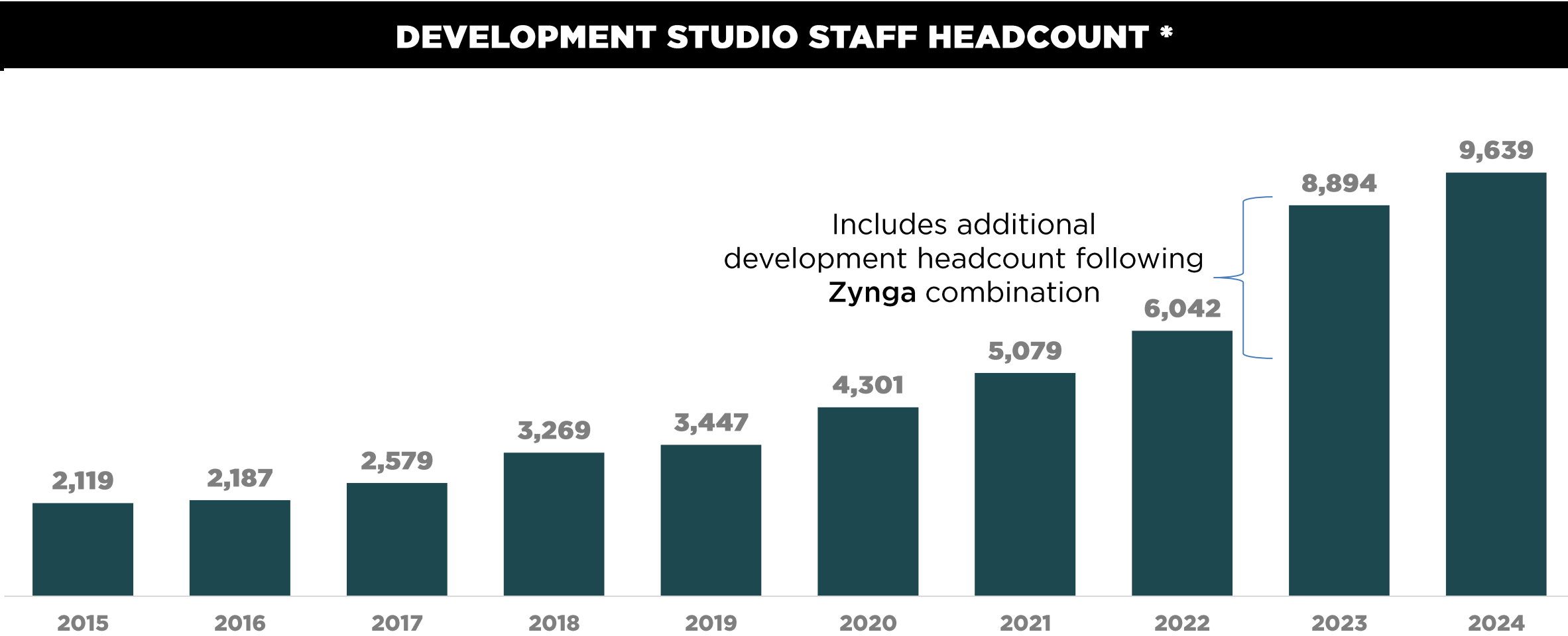
15 OF THE TOP 200 U.S. GROSSING MOBILE GAMES*



*Source: Sensor tower Game Intelligence based on in-app purchase revenue, combined App Store and Google Play data from April 2023-March 2024

EXPANDED DEVELOPMENT CAPACITY

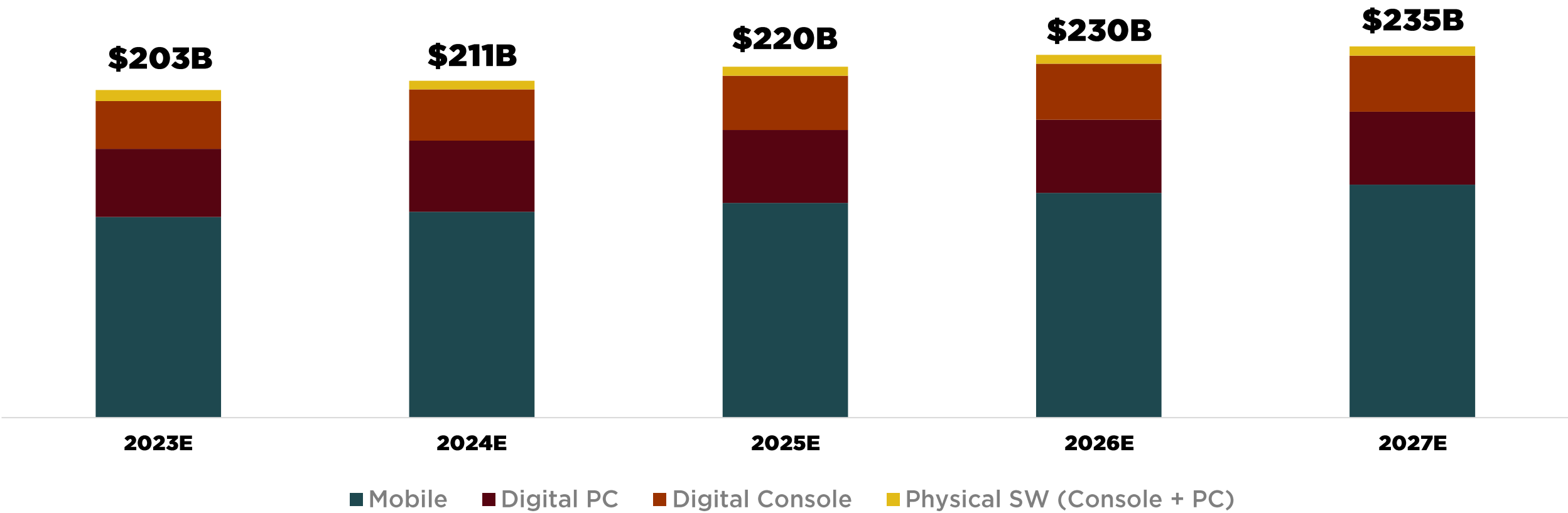
We have significantly **expanded** our development staff headcount to **support our pipeline**, which is the strongest and most diverse in our company’s history.



* As of March 31 each year.

EXPANDING MARKET OPPORTUNITY

GLOBAL VIDEO GAME MARKET (In Billions)



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

**94+ MILLION
GEN 9 CONSOLES
OUTSTANDING**
estimated worldwide, as of
November 2024

Interactive entertainment
market estimated to reach
**~\$222
BILLION***
in 2025

There were nearly
136 BILLION
new app downloads in 2024

Interactive entertainment is the
#1
entertainment vertical

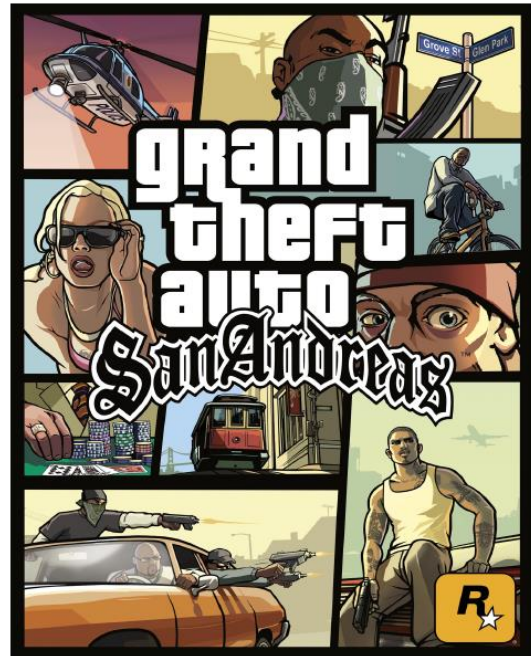
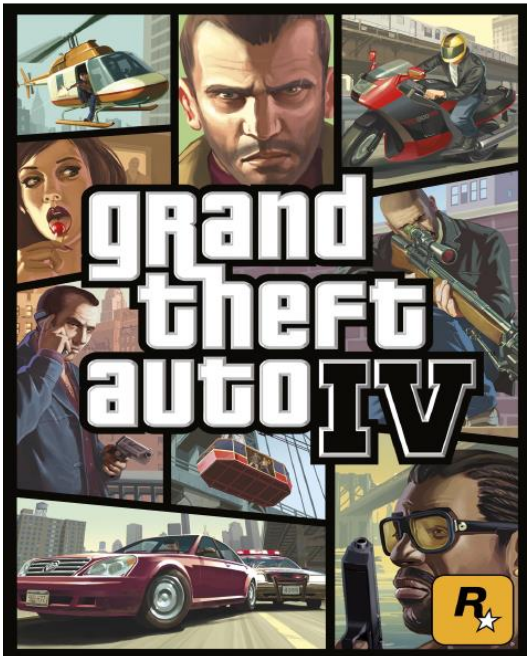
+4%
CAGR expected from 2024-2027
for the mobile gaming market



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
- Pioneered the open-world genre
- Franchise has sold-in over **440 million units**
- **Grand Theft Auto VI trailer launched in December 2023** and broke YouTube's records for a non-music launch, including 93 million views in 24 hours
- **Grand Theft Auto VI planned to release in fall of Calendar 2025**

GRAND THEFT AUTO V

- Over **210 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



* Circana Physical & Digital Retail Tracking, December 2023

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



THE RED DEAD REDEMPTION SERIES

- Series has sold-in over **95M units** worldwide
- *Red Dead Redemption 2* sold-in over **70M units**
- *Red Dead Redemption 2*: **2nd best-selling title** in the U.S. in the past 6 years based on both unit and 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



* Circana Physical & Digital Retail Tracking, December 2023

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
155 MILLION
units worldwide

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

FRANCHISE EXTENDED

with *NBA 2K Online*
in China, *NBA 2K Mobile*,
NBA 2K for Apple Arcade
and *NBA 2K24: MyTEAM*,
with *NBA 2K ALL-STAR*
scheduled to release
in China soon

Nearly
1 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



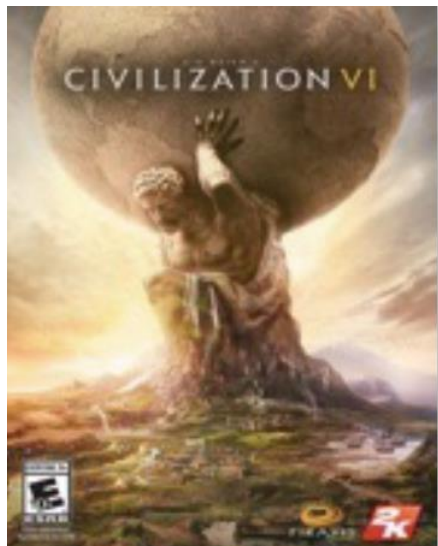
- **Critically acclaimed**, shooter-looter title
- Franchise has sold-in over **91M units**
- *Borderlands 3* is 2K's **fastest selling title** and has sold-in **over 22M** units to date
- *Borderlands 2* is 2K's top-selling title with over **30M units sold**
- ***Borderlands 4* planned for release in Calendar 2025**

BIOSHOCK



- **Unique, artistic**, narrative-driven shooter
- Franchise has sold-in over **43 million units**
- Every game in the *BioShock* franchise has received perfect review scores from an accredited/Metacritic level media outlet

SID MEIER'S CIVILIZATION



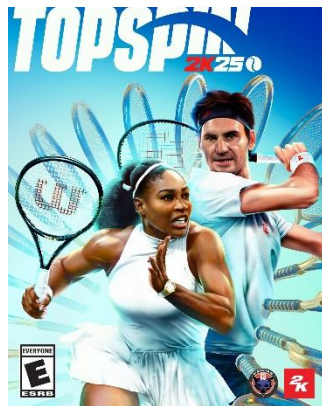
- One of **world's top strategy** titles for PC
- Franchise has sold-in **over 73 million units**
- **Successful** expansion packs
- *Civilization VII* launching on February 11th 2025

TIINY TINA'S WONDERLANDS



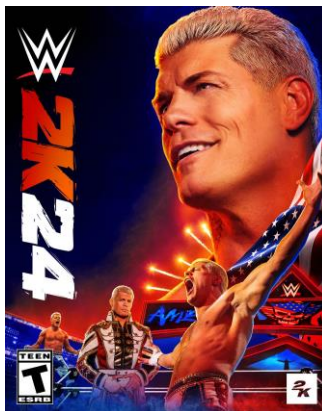
- A **fantasy-fueled offering** that was supported with **four DLC packs in Fiscal 2023**
- Released with 40% of its audience consisting of brand-new players to a Borderlands Franchise

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



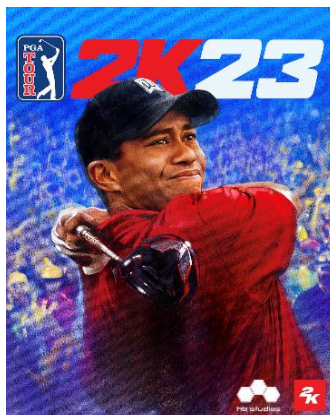
TopSpin 2K25

- 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 2024, 2K and Visual Concepts released **WWE 2K24**, which was the **highest-rated game in franchise history* on Xbox with an 83 Metacritic average score.**
- **In March, players will experience WWE 2K25**, which will include **The Island – an all-new interactive and online WWE-themed world** on PS5 and Xbox Series X|S



PGA TOUR 2K

- **PGA TOUR 2K23** launched in October 2022, with **Tiger Woods appearing exclusively in the franchise** and serving as Executive Director/consultant through a long-term partnership
- **PGA TOUR 2K25** – the latest entry in our golf simulation franchise that is being developed to **appeal to both casual and hardcore golf fans** – is launching in February 2025



ZYNGA

- Pioneer in social gaming and a leading mobile game publisher
- Diverse portfolio of highly-engaging, top-grossing games
- Global player base across 175+ countries
- Successful track record of M&A execution

LEADING PORTFOLIO OF MOBILE GAMES



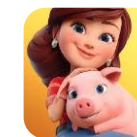
CSR Racing 2
Studio: **NaturalMotion**
Launch: **2016***

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.



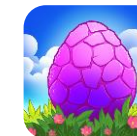
Golf Rival
Studio: **StarLark**
Launch: **2018**

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.



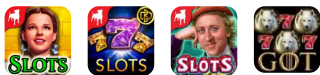
Zynga Poker
Studio: **Zynga**
Launch: **2007**

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.



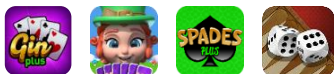
Social Slots
Studio: **Zynga**

A portfolio of slots games that deliver players authentic, Vegas-style mobile gameplay with a diverse mix of popular entertainment brands.



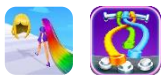
Casual Cards
Studio: **Zynga Turkey**

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 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.



Star Wars™: Hunters
Studio: **Zynga**
Launch: **2024**

Set on the planet of Vespaara, *Star Wars: Hunters* welcomes players to the Arena, the galaxy's favorite sporting locale. Here, teams of four face off in fast-paced, competitive matches set across various battlefields inspired by familiar *Star Wars* biomes.



* WWF franchise launched in 2009

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

APPROACH TO LIVE SERVICES

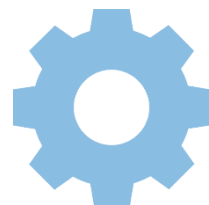
PROVEN FORMULA

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

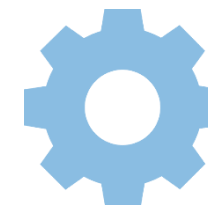
Through our unique approach, **user acquisition spend is allocated among studios by delivering bold beats that hit key KPIs**

OUR APPROACH

STRONG
GAME TEAMS



EXPERTS
IN FREE-TO-PLAY



DIVERSIFIED
PORTFOLIO

THE LIVE SERVICES FOUNDATION



Data Science



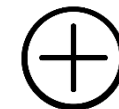
Product Management



User Acquisition



Monetization

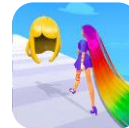


**Customer Service/Rewards,
Partnerships, and More**



DIVERSIFIED LIVE SERVICES PORTFOLIO

PROVEN BRANDS ACROSS POPULAR CATEGORIES

ACTION STRATEGY	      
CASUAL	          
INVEST EXPRESS	   
SOCIAL CASINO	         

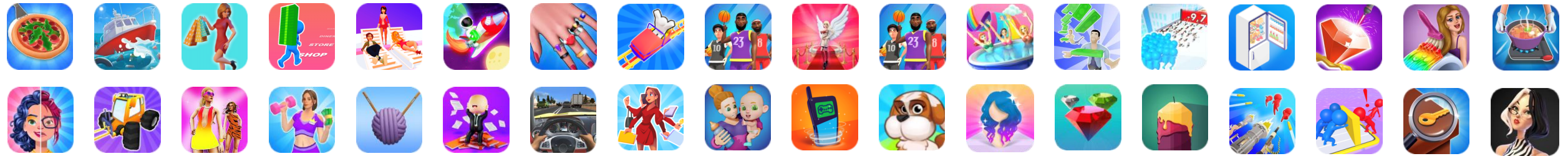
BOLD BEAT STRATEGY

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

3.6B+ LIFETIME DOWNLOADS



SCREW JAM

8.4M+ DOWNLOADS



SEAT AWAY

14M+ DOWNLOADS



BUS JAM

15M+ DOWNLOADS



TIMELINE UP!

3.8M+ DOWNLOADS



Twisted Tangle

46M+ DOWNLOADS





OUR STRATEGIES TO DRIVE GROWTH

COMPANY GROWTH DRIVERS

Strong fundamentals and a healthy balance sheet position us for a **long-term trajectory** of growth

KEY BUSINESS DRIVERS TO GROW OUR SCALE AND ENHANCE OUR MARGINS

- Investing in the **strongest, most diverse development pipeline** in the Company's history
- Promoting **engagement and growth** in recurrent consumer spending
- **Leveraging expertise from Zynga** across our entire Company
- Pursuing various **emerging opportunities, geographies**, and **new businesses**
- Continued **focus on M&A** to enhance growth potential and deliver long-term shareholder value, following a successful track record of transactions

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

	FY 2025 – FY 2027*	TITLES OFFICALLY ANNOUNCED TO-DATE
Immersive Core	22	• <i>Top Spin 2K25</i> (2K) – Launched April 26, 2024 • <i>NBA 2K25</i> (2K) – Launched September 6, 2024 • <i>Sid Meier’s Civilization 7</i>: Launching February 11, 2025 • <i>PGA TOUR 2K25</i> (2K) – Launching February 28, 2025 • <i>WWE 2K25</i> (2K) – Launching March 14, 2025 • <i>Mafia: The Old Country</i> (2K) – Launching Summer of Calendar 2025 • <i>Grand Theft Auto VI</i> – Launching Fall of Calendar 2025 • <i>Borderlands 4</i> (2K) – Launching Calendar 2025 • <i>Judas</i> (Ghost Story Games) – TBA • <i>Project ETHOS</i> (31st Union) – TBA
Mobile** (Currently scheduled for worldwide launch)	10	• <i>NFL 2K Playmakers</i> (2K) – Launched April 23, 2024 • <i>Star Wars Hunters</i> (Zynga) – Launched June 4, 2024 • <i>Game of Thrones: Legends</i> (Zynga) – Launched July 25, 2024 • <i>CSR 3</i> (Zynga) – TBA
New Iterations of Previously Released Titles	5	• <i>Red Dead Redemption and Undead Nightmare for PC</i> (Rockstar Games) – Launched October 29, 2024

* FY25-27 release estimates provided as of May 16, 2024.

** Mobile count only includes titles in our plans for worldwide launch and excludes hyper-casual games.

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).

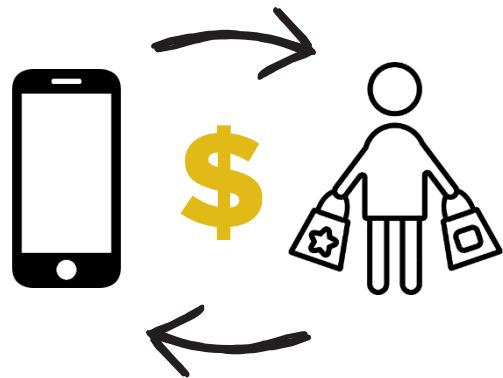
MOBILE

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.

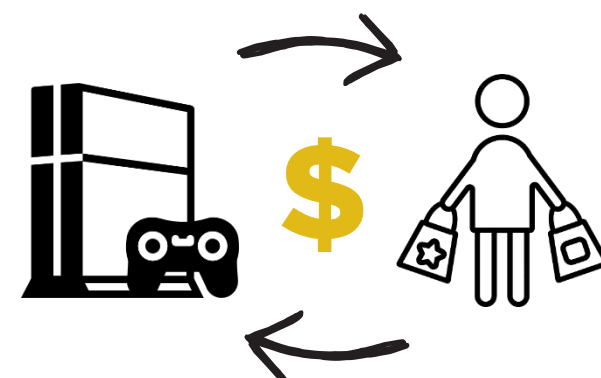
PROMOTING ENGAGEMENT AND GROWTH IN RECURRENT CONSUMER SPENDING



MOBILE

KEY GROWTH DRIVERS:

- Enhance Live Services across entire Zynga portfolio (including legacy T2 Mobile games)
- Create new games
- Expand hyper-casual, with a focus on profitability
- Pursue high-growth and emerging mobile markets
- Grow advertising
- Test new business models
- Explore select mobile M&A opportunities



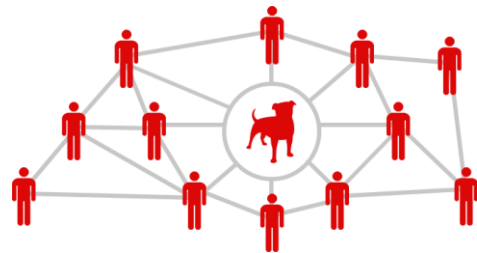
CONSOLE/PC TITLES

KEY GROWTH DRIVERS:

- Drive virtual currency sales in existing games, with *NBA 2K* and *Grand Theft Auto Online* the two largest individual contributors to RCS
- Create add-on content for key titles, including Season Passes and DLC packs
- Develop a post-launch monetization plan for most of the new titles in our pipeline
- Deliver select free-to-play console games
- Bring select mobile titles to console/PC

LEVERAGING ZYNGA'S BEST-IN-CLASS PLATFORM ACROSS AN EXPANDED PORTFOLIO OF MOBILE TITLES

PLAYERS



Global Player Base

DIVERSIFIED GAMES PORTFOLIO



Top 5 Mobile Game Publisher in the World

GLOBAL STUDIOS



Deep Publishing Expertise



TALENT, TOOLS & TECHNOLOGY

BUILD

- Analytics & Publishing Tools
- Consumer Insights

SCALE

- User acquisition and creative optimization
- Zynga Identity Service

ENGAGE, RETAIN & MONETIZE

- Product Management
- Data Science
- VIP & Partnership Teams

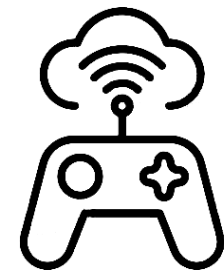
PURSUING VARIOUS EMERGING OPPORTUNITIES AND NEW BUSINESS OPPORTUNITIES



SUBSCRIPTIONS



**DIRECT TO
CONSUMER**



**STREAMING/CLOUD
GAMING**



ESPORTS



GROWTH MARKETS



**EMERGING
OPPORTUNITIES
(WEB3)**

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

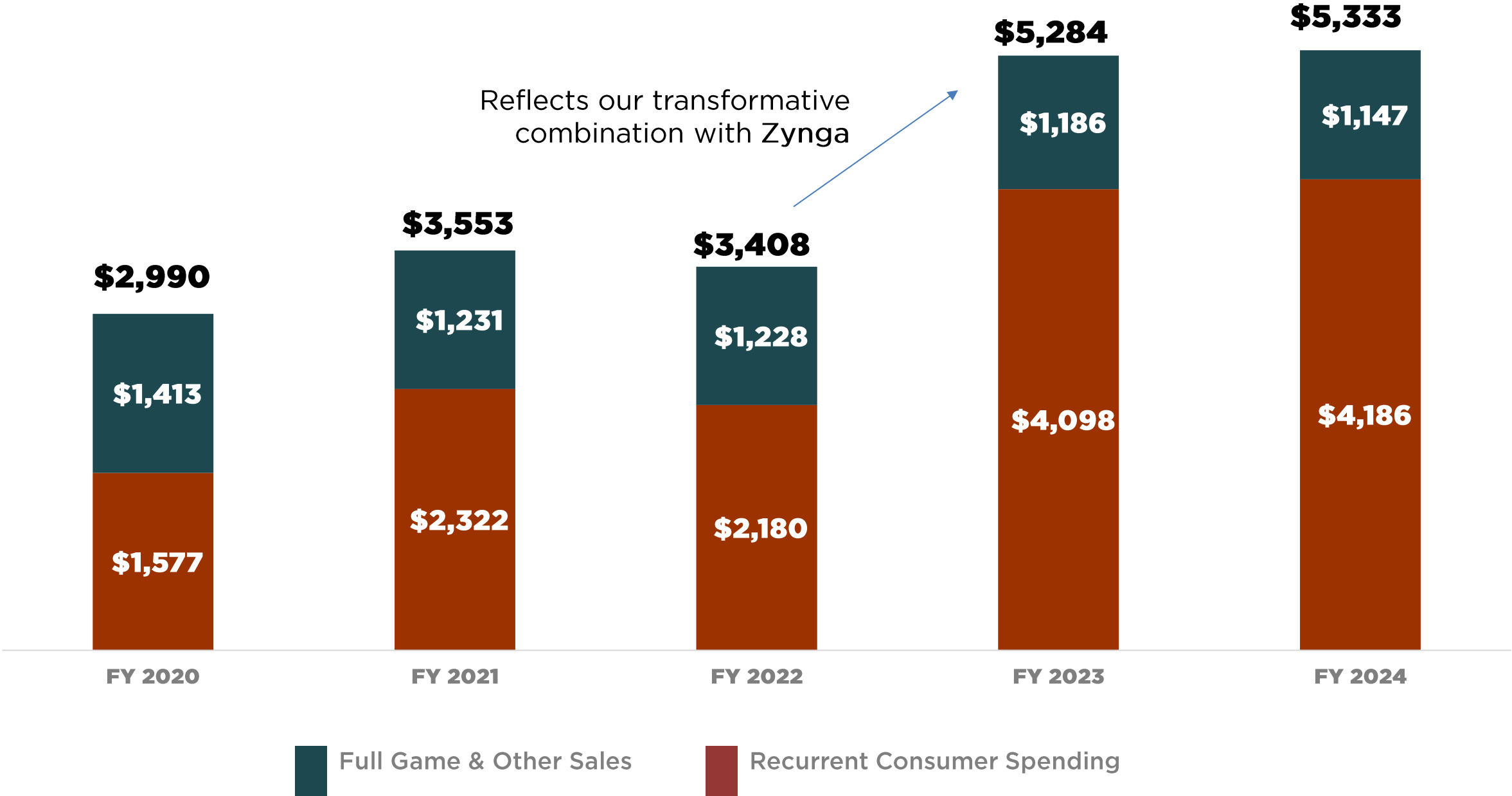
2025
FY



OUR FINANCIALS

DRIVING LONG-TERM NET BOOKINGS GROWTH

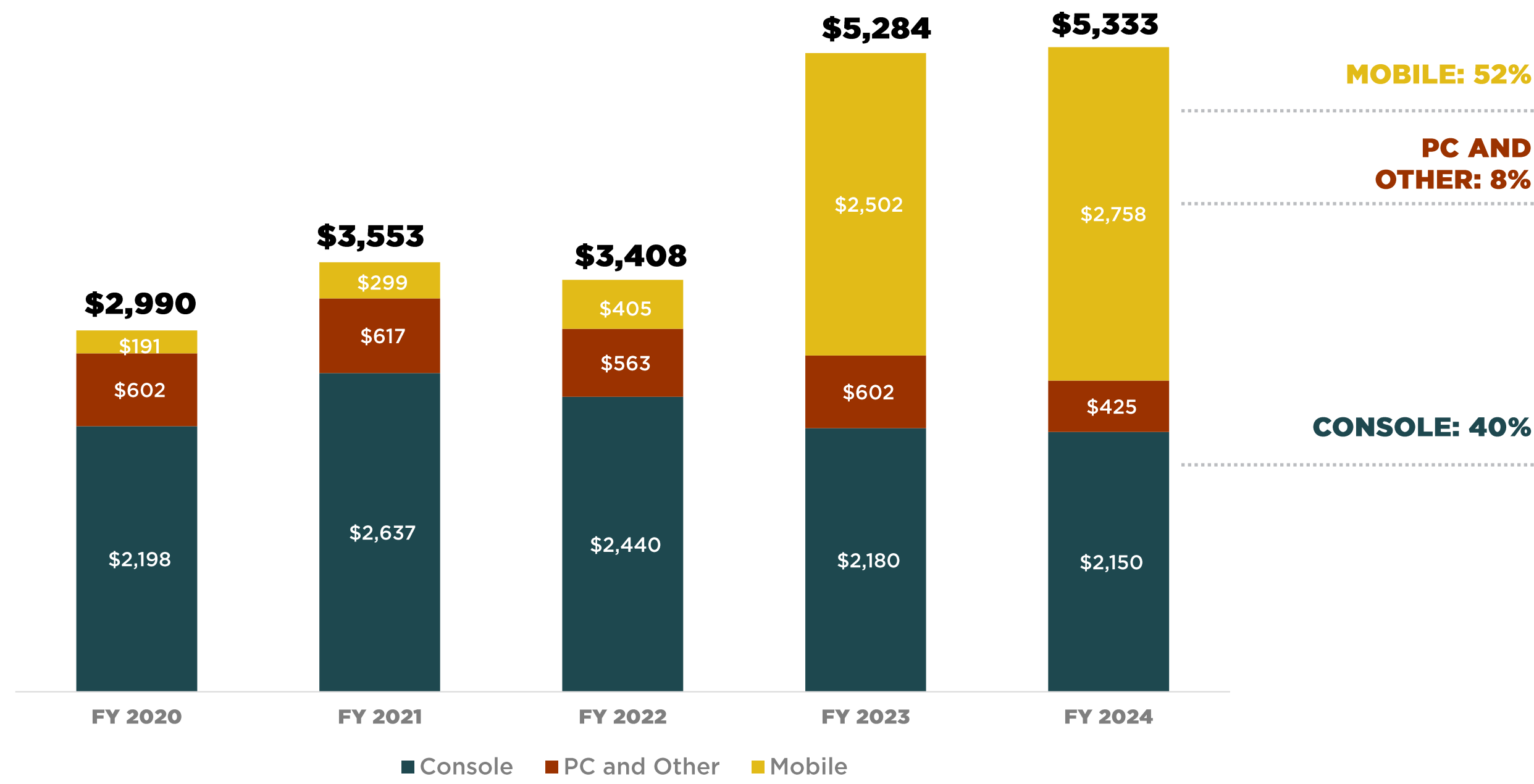
(\$ in Millions)



NET BOOKINGS ARE DIVERSIFIED ACROSS VARIOUS PLATFORMS

(\$ in Millions)

**% OF FY2024
NET BOOKINGS**





OUR CULTURE

Our mission is to be the most creative, innovative, and efficient entertainment company in the world

OUR RECOGNITIONS



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