

The background of the slide is a cinematic image from the game Killzone. It shows a line of soldiers in dark, futuristic armor with glowing orange visors, standing in a dimly lit industrial corridor. The Guerrilla Games logo, a stylized 'G' made of three chevrons, is positioned to the left of the word 'GUERRILLA' in a large, orange, blocky font with a white outline.

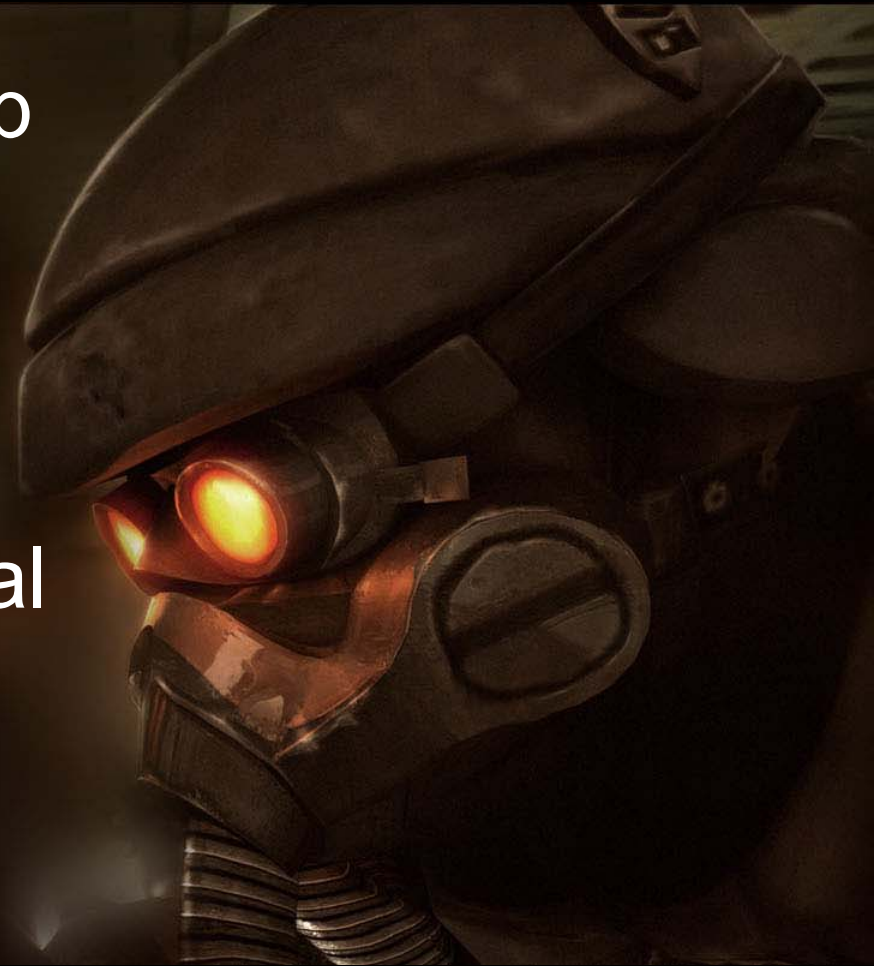
GUERRILLA

EU HIGH LEVEL MEETING, SEPTEMBER 29th

Hermen Hulst
Managing Director – Guerrilla Games
hermen@guerrilla-games.com

Company Overview

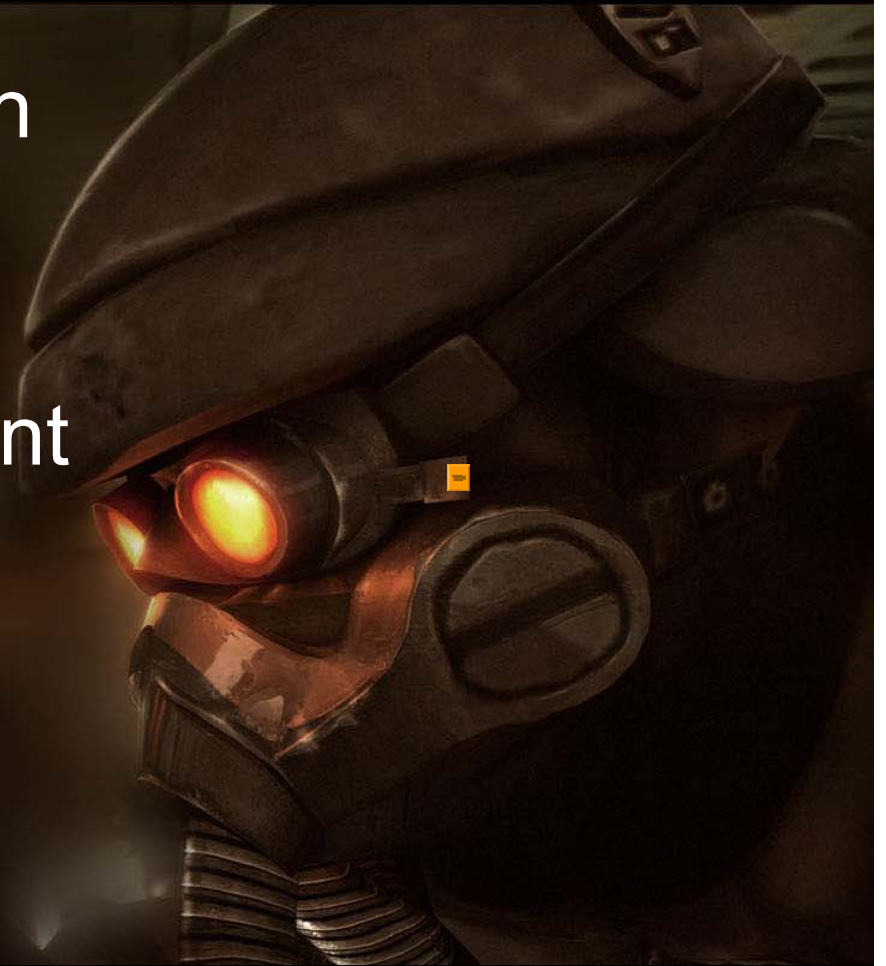
- 🦋 We design and develop video games
- 🦋 Founded 2000
- 🦋 < 100 staff
- 🦋 Young and International culture



 **GUERRILLA**

Our products

- ❖ Action games based on original concepts
- ❖ Published by Sony Computer Entertainment
- ❖ Big productions
- ❖ Use of external talent



 **GUERRILLA**

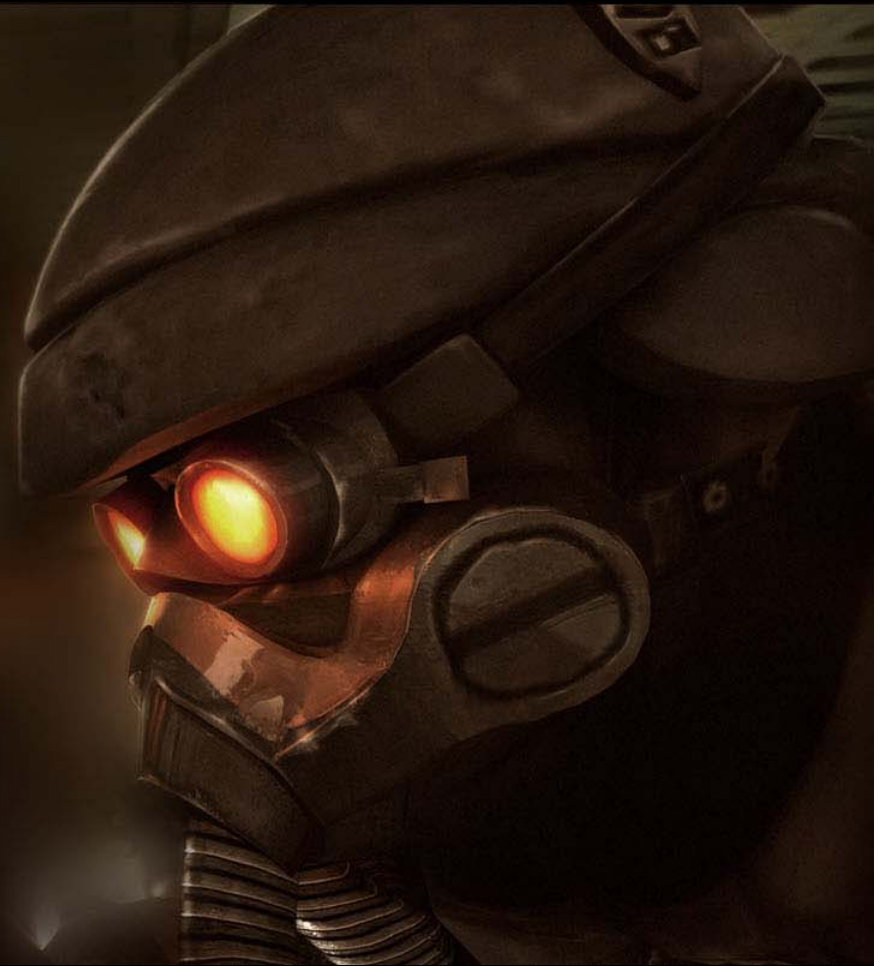
A maturing market

The games market is

🎮 bigger than movies?

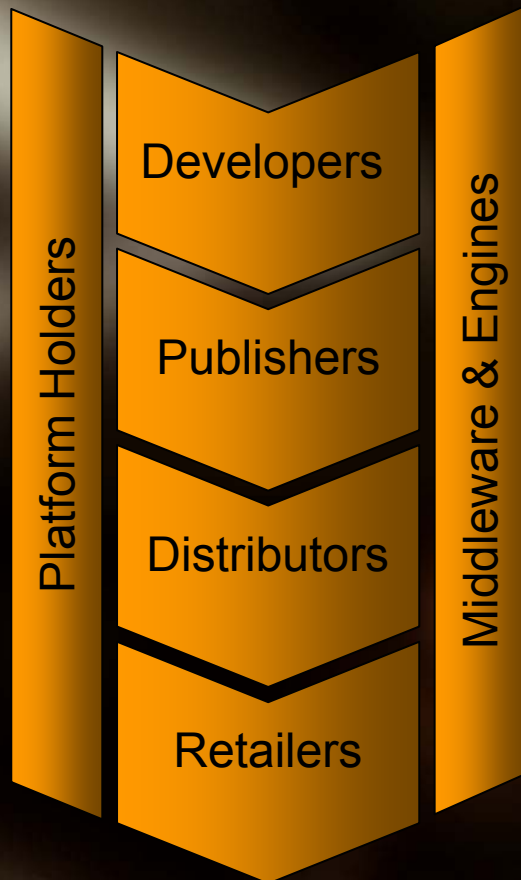
🎮 more profitable than music?

🎮 more predictable than television?



 GUERRILLA

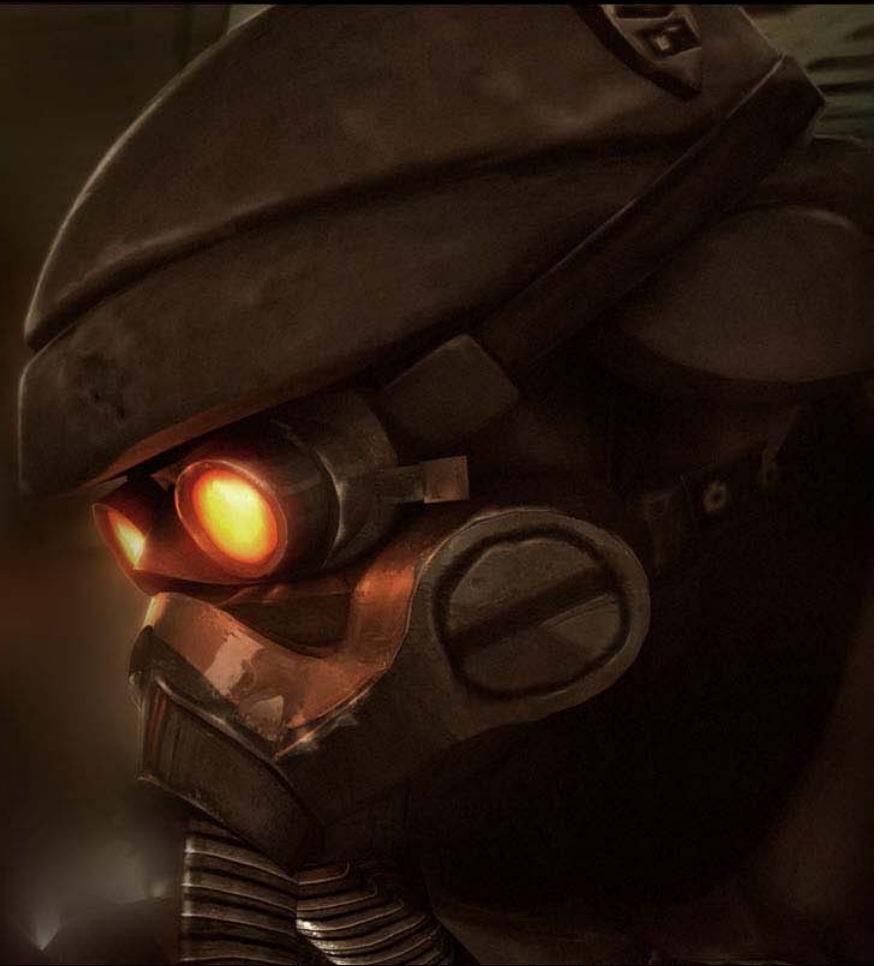
A competitive industry



- ❖ Who may demand a platform fee and can potentially 'own the living room'?
- ❖ Who will earn royalties from game sales and derivatives?
- ❖ Will there be a Windows for Games?

Why take Games seriously?

 Games as strategic communication



 GUERRILLA

I WANT YOU



for the **U.S. ARMY**
ENLIST NOW

AMERICA'S ARMY™

<http://americasarmy.com>



U.S. ARMY

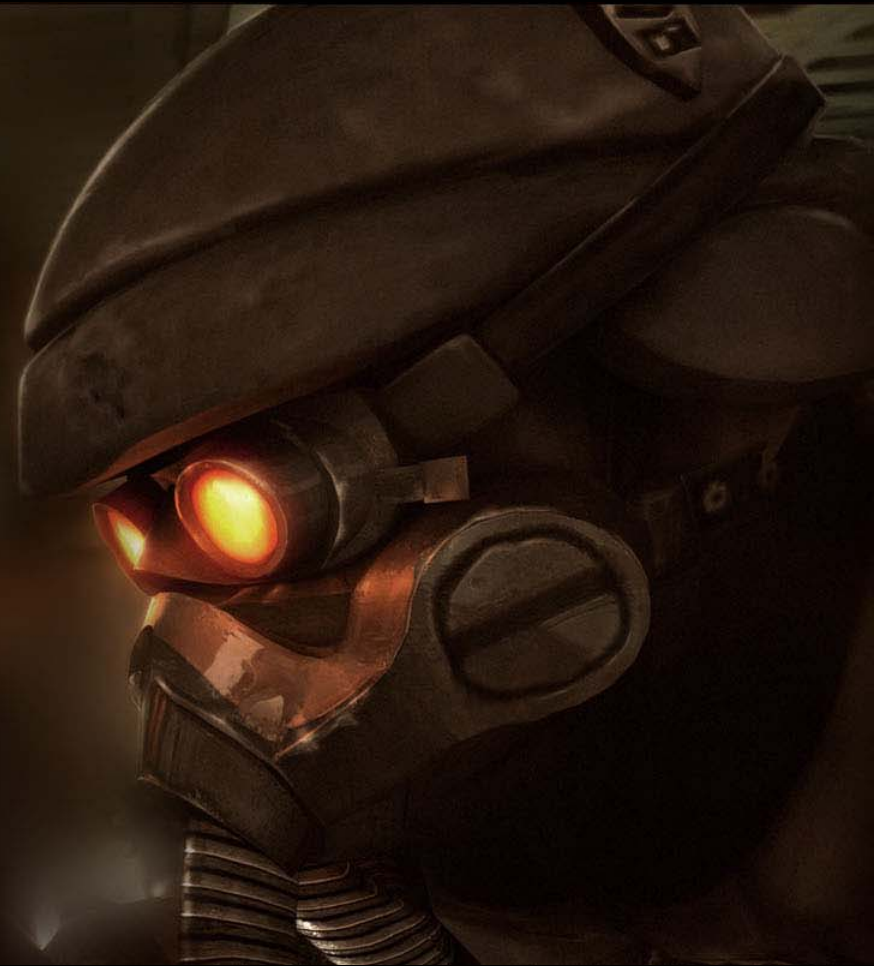
FPS Military sim, Currently Version 1.9

©2003 America's Army



Why take Games seriously?

- 🎮 Games as strategic communication
- 🎮 Games as channel for advertising



SCORE: 15384268

@: 10

ProSkater 15384268

Exp 1472210

Exp 526850

Strikes 314043

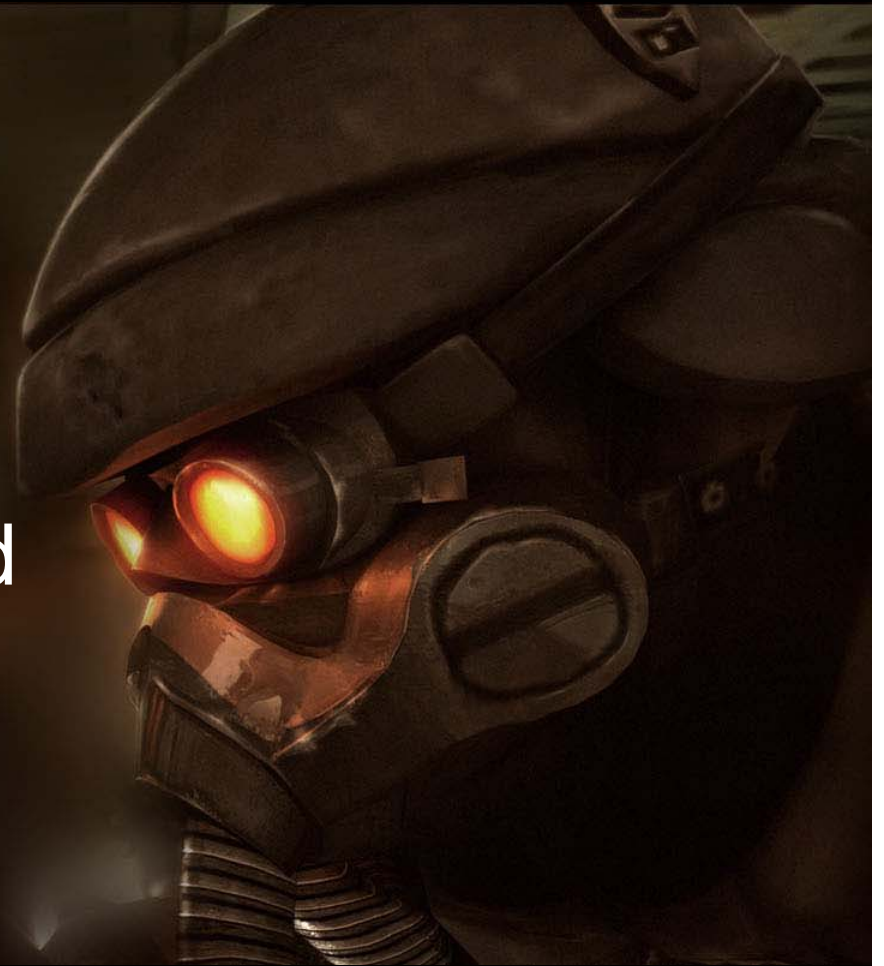
Rev 587223

300 x 1
Cannonball



Why take Games seriously?

- ❖ Games as strategic communication
- ❖ Games as channel for advertising
- ❖ Game technology used for simulations



Europe's key challenges

- ❖ Stop Braindrain to North America.
- ❖ Simplify Project-based Employment
- ❖ Create a European Games investment sector
- ❖ Consolidate knowledge sharing initiatives across Europe

