

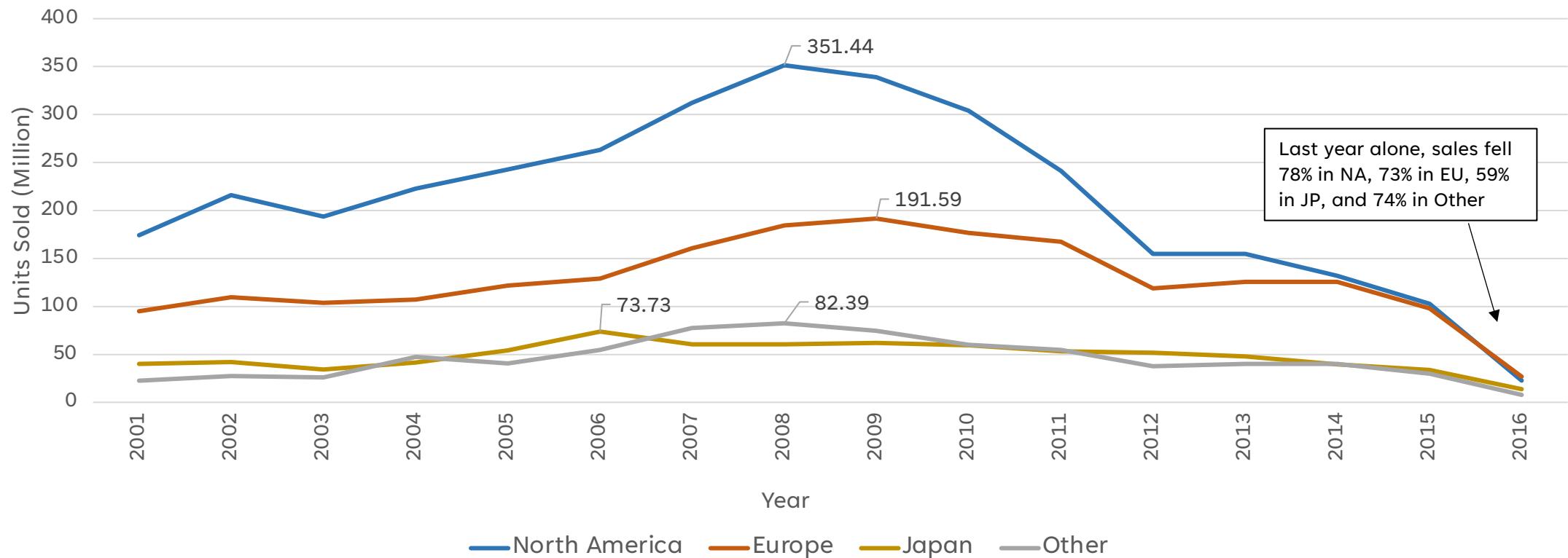


GameCo,
MARKETING BUDGET
PLAN 2017

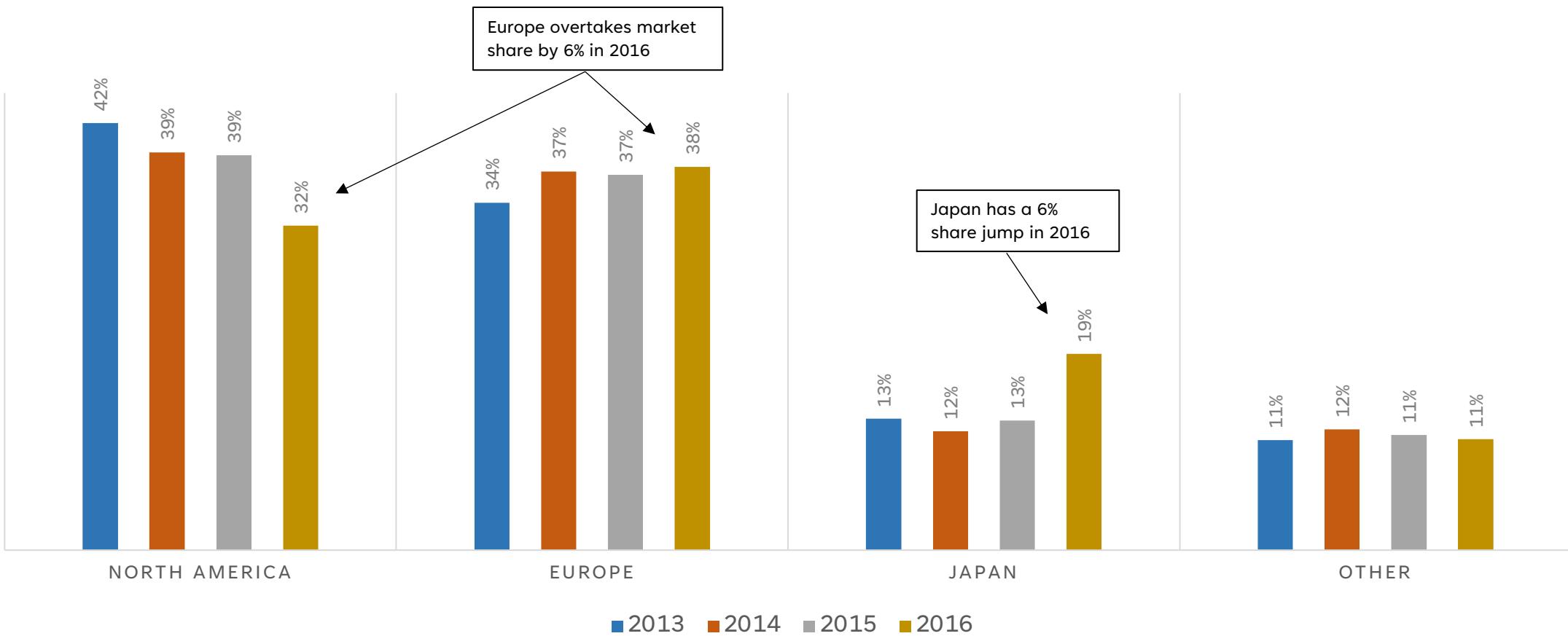
BASELINE ASSUMPTION

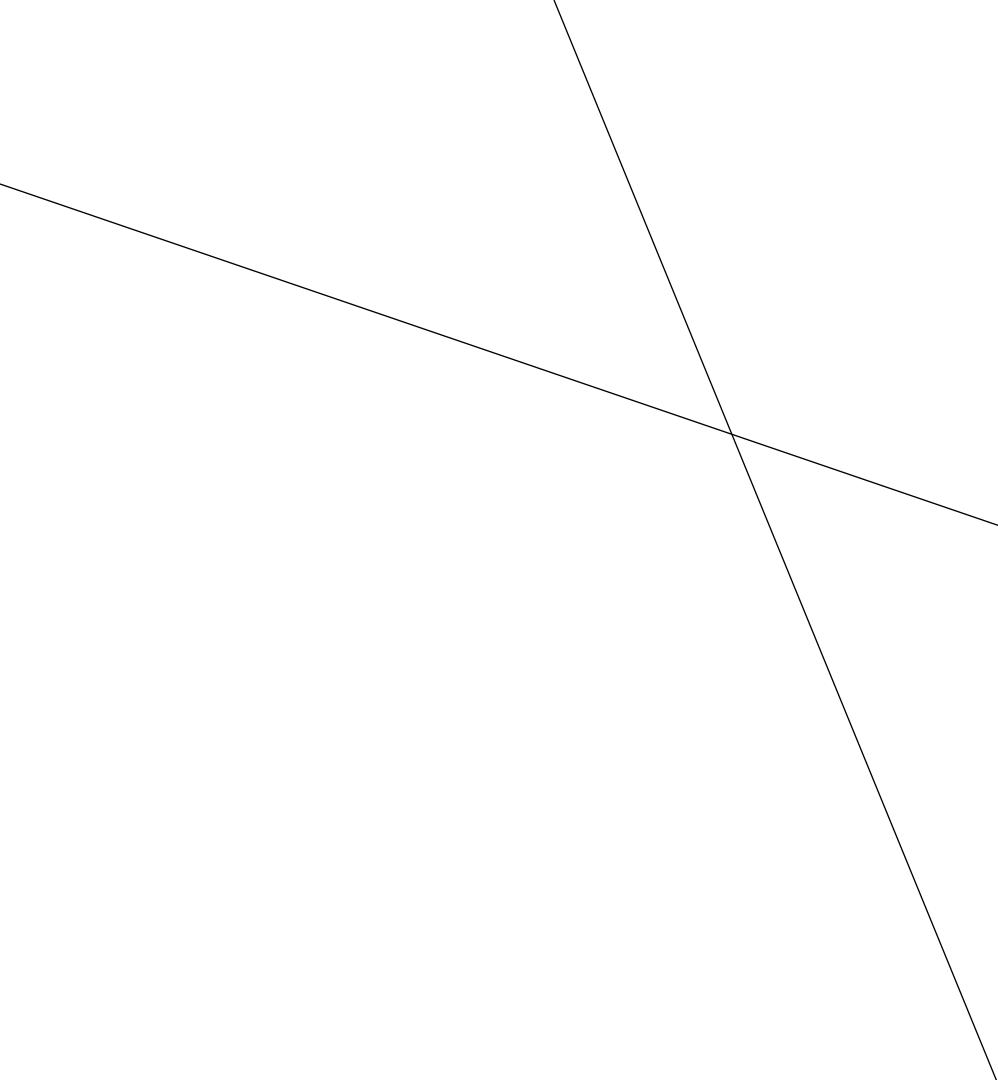
GameCo's current understanding of how video game sales behave across geographic regions assumes that most sales have stayed the same over time and that current marketing budget distributions are optimized among the regions.

REGIONAL SALES



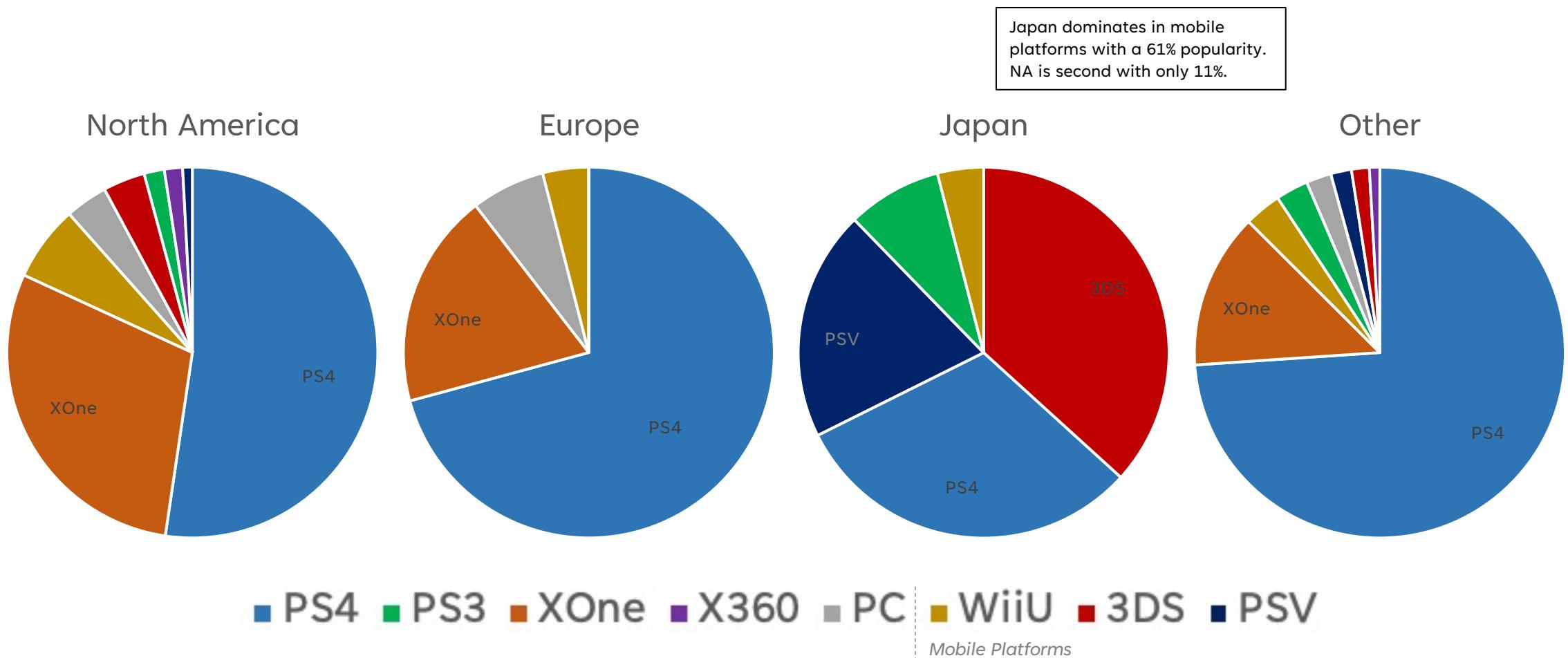
REGIONAL DISTRIBUTION OF GLOBAL SALES





THE DATA SUGGEST THAT OVERALL SALES HAVE BEEN IN A DOWNWARD TREND SINCE 2008. ADDITIONALLY, OUR REGIONAL MARKET SHARE HAS BEEN FLUCTUATING. AS A RESULT, EUROPE TOOK THE LEAD IN SALES AND MARKET SHARE FOR THE FIRST TIME IN 2016. THIS CONTRASTS WITH OUR CURRENT UNDERSTANDING OF THE BUSINESS.

ADDITIONAL INSIGHT: PLATFORM POPULARITY BY SALES IN 2016



SUMMARY

GameCo's video game sales have been in a steady decline, which contrasts with our current understanding of the business thus it's safe to assume marketing budgets allocations need to be realigned. With Europe's new top sales & marketing share spot over the once-dominant North America, my recommendation is to allocate an even split of funds between the two regions. Additionally, more market research is needed to learn why Europe has been a leader in the field.

Furthermore, Japan presents an interesting market region. While sales & market share have not been in the same realm as its competitors, Japan's recent 6% share jump cannot be ignored. Additional market research is needed to learn the cause of this potential growth. Also, Japan's dominance in mobile gaming devices singles it out as a specialty region. To capitalize on this, my recommendation is to provide Japan with a noticeably fair share of budget allocations.



THANK YOU

Michael Curran