

Pekao Equity Research

Company Report

Gaming Poland

CD Projekt

A new chapter

Following the release of Phantom Liberty expansion, CD Projekt entered a quiet period that we suspect will last several years, and should end with the premiere of Polaris (the next Witcher game), which we expect in 2027e. Nevertheless, we suspect there is a **significant likelihood that investor's perception of CD Projekt will gradually improve as the premiere date approaches**, especially given that the company's release schedule should be looking much more favorable than in the past.

With that said, we suspect that the release of Polaris will be followed by Sirius and a remake of the first Witcher (both seem possible in 2028), as well as Orion (second Cyberpunk), which we expect to be released in 2029e. In its previous strategies, the company had already planned the parallel development of at least two titles, which did not become reality, but **the current situation of the studio** (in terms of employment, experience and the financial situation) **allows us to assume the realization of such an ambitious development plan**.

The only and a **main issue with a described equity story** has to do with the waiting time required for results to improve, as we expects **profits decline to be seen this year and in 2025-26e**, as results may not recover before the release of Polaris. While this look not supportive (especially because the risk of release delay, however we perceive our estimates as conservative), **a comparison of the company's current valuation with its profits potential in 2027-29e shows its attractiveness** (ahead of the release of GTA VI, Take Two is priced by the market with a forward P/E of 17-20x, whereas 2027e P/E ratio of CD Projekt remains below 10x).

The final reason behind our positive stance is linked to the overall market structure, as large IPs have greater likelihood of acquiring attention of players and should provide a better risk-reward ratio for investors in the long run, as smaller titles may prove unattractive at increased supply environment. Taking all that into account, we consider current valuation of the company as attractive entry point to benefit from the upcoming pipeline, even despite a long wait required for the profits growth. Therefore, we decided to update our recommendation to Buy, and a target price to PLN 152.1/sh.

PLN mn	2021	2022	2023e	2024e	2025e	2026e
Revenues	888.2	952.6	1217.9	837.5	675.1	546.6
Adj. EBITDA	337.6	494.8	708.5	470.6	328.1	224.9
Growth %	-76%	47%	43%	-34%	-30%	0%
Free cash flow	784.5	149.9	207.3	23.2	-132.5	-321.9
Growth %	60%	-81%	38%	-89%	n/a	n/a
Net income	208.9	347.1	437.6	304.0	197.7	114.8
DPS	5.0	1.0	1.0	1.0	1.0	1.0
DY	2.5%	1.0%	0.9%	0.9%	0.9%	0.9%
P/E	100.3	28.8	24.5	35.3	54.3	93.6
EV/EBITDA	58.6	18.0	13.3	20.1	29.5	44.9

Source: Company, Pekao Equity Research

BUY (Sell previously))
Target price	PLN 152.1
Upside to TP Price on 04 March 2024	43.6% PLN 105.9
ESG rating Final ESG score	B 1.45
Relative share price performant	ce vs. WIG
160 140 120	-
100 80 60	han
40 20	
0 51-51-51-51-51-51-51-51-51-51-51-51-51-5	2 ^{22²} 2 ²² 2 ²² 2 ²⁴ 2 ²⁴ 2 ²⁴ 2 ²⁴ 2 ¹ 2 ² 2 ²
UPCOMING EVENTS	

March, 28
May, 28

STOCK DATA

Reuters/Bloomberg	CDR.WA/CDR PW
Free float (%)	70.3
Market capitalization (PLN mn)	10,581
No. of shares in issue (mn)	99.9

Shareholders	M. Iwinski 12.89%
	M. Kicinski 10.00%
	P. Nielubowicz 6.86%

Niniejszy raport stanowi skrót raportu przekazanego wcześniej klientom profesjonalnym i uprawnionym kontrahentom usługi sporządzania analiz inwestycyjnych BM Pekao w języku angielskim, a jego treść dostępna jest w aplikacji e Trader. Data pierwszej publikacji materiału: 07.03.2024 g. 07:00 Wyjaśnienie terminologii fachowej stosowanej w opracowaniu znajduje w zastrzeżeniach prawnych na końcu dokumentu.

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Valuation

We carried out SOTP analysis to present intrinsic value of particular franchises, which together makes up the company's valuation. All cash flows and operating costs are discounted to present value, final valuation is adjusted by net debt/cash hold by the company and presented as a 12M target price per share. In addition we present a peer comparison and DCF model. Our target price is equally based on SOTP and DCF model.

Key assumptions

- Risk free rate of 5.3%, Beta of 1.0, Equity Risk Premium of 6.0%
- 3.0% growth used in terminal
- TV FCFF calculated as an average 2026-29 FCFF
- USD/PLN of 4.0, EUR/PLN of 4.40
- SOTP WACC of 10.5%
- Diluted number of shares used to calculate TP (we used 1.5mn dilution)
- Witcher IV release in 2027e, 12M sales of 21.1mn copies, 4Y sales of 34.0mn
- Cyberpunk 2 release in 2029e, 12M sales of 21.2mn
- ESG Rating: B WACC risk premium impact (% of RFR) = -7.5%

Based on our model value of particular franchises coupled with unassigned costs and PLN 1,321mn of net cash (as of the end of 2023e), translates into **SOTP valuation of CD Projekt** of PLN 13,792mn or PLN 153.2/sh.

Peer comparison

			P/E			EV/EBITDA	
Company name	Ticker	2024e	2025e	2026e	2024e	2025e	2026e
Electronic Arts Inc	EA US	18.6	16.6	14.7	13.8	12.7	11.2
Ubisoft Entertainment	UBIFP	11.5	10.1	8.3	3.7	3.3	3.6
Take-Two Interactive Software	TTWO US	24.2	16.7	15.8	22.1	15.9	19.4
Konami	9766 JT	23.1	21.6	21.6	11.8	11.0	11.0
Capcom	9697 JT	26.1	24.0	25.4	19.7	18.4	17.6
Tencent	700 HK	13.7	12.1	10.7	10.4	9.3	8.1
Square Enix	9684 JT	18.6	19.6	17.9	8.5	8.8	7.9
Paradox Interactive	PDX SS	26.8	21.5	19.1	10.0	9.4	9.0
Embracer Group	EMBRACB SS	4.8	4.1	3.9	3.4	3.1	3.3
Team17	TM17 LN	11.0	10.5	10.5	7.2	6.7	6.8
Nintendo	7974 JT	26.0	23.9	21.0	19.2	17.2	14.9
Bandai Namco	7832 JT	19.4	17.5	17.9	9.9	9.2	9.1
11bit Studios	11B PW	8.7	11.8	18.7	5.0	5.9	8.8
Creepy Jar	CRJ PW	28.7	8.4	12.5	24.0	4.6	7.2
People Can Fly	PCF PW	n/a	9.8	10.2	35.0	4.8	2.6
PlayWay	PLW PW	13.4	13.2	12.1	9.5	9.4	8.7
Median		18.6	14.9	15.3	10.2	9.3	8.8
37 Interactive	002555 CH	11.2	10.0	4.0	9.2	8.1	7.0
Nexon	3659 JT	17.7	15.3	15.2	9.5	8.3	8.4
Playtika	PLTK US	10.4	9.8	9.9	5.5	5.2	4.4
Netmarble Corp	251270 KS	109.0	54.5	n/a	25.0	21.4	n/a
Huuuge	HUGE PW	6.7	7.3	7.8	2.8	2.3	1.6
Ten Square Games	TEN PW	7.5	7.7	7.8	4.9	5.2	5.4
Median - mobile gaming only		10.8	9.9	7.8	7.3	6.7	5.4
Median total		17.7	12.6	12.5	9.7	8.5	8.1
CD Projekt		35.3	54.3	93.6	20.1	29.5	44.9
-				93.0 648%	-		-
Premium/discount vs. Median Implied value p.s. PLN		<u>100%</u> 53.7	<u>330%</u> 25.0	<u>648%</u> 14.4	<u>107%</u> 58.5	246% 38.5	456% 24.6

Source: Bloomberg, Pekao Equity Research



WACC calculation

	2024e	2025e	2026e	2027e	2028e	2029e	Terminal Year
Risk free rate	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	4.0%
Equity risk premium	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	5.0%
ESG discount/premium	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.3%
Beta	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Cost of equity	10.9%	10.9%	10.9%	10.9%	10.9%	10.9%	8.7%
Cost of debt	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%	6.0%
After-tax cost of debt	6.7%	6.7%	6.7%	6.7%	6.7%	6.7%	5.5%
Equity weight	100%	100%	100%	100%	100%	100%	100%
WACC	10.9%	10.9%	10.9%	10.9%	10.9%	10.9%	8.7%

DCF valuation

(PLN mn)	2024e	2025e	2026e	2027e	2028e	2029e	Terminal Year
Revenues	837.5	675.1	546.6	3 499.3	2 299.6	3 792.6	
EBIT (excl. non cash incentive scheme cost)	310.4	199.9	114.8	1 843.5	1 291.9	1 841.9	
Taxes on EBIT	-24.8	-16.0	-9.2	-147.5	-103.3	-147.4	
NOPAT	285.6	183.9	105.6	1 696.0	1 188.5	1 694.6	
Depreciation and assets write-offs	120.2	88.1	70.1	511.1	457.1	772.6	
Change in NWC	-38.9	-16.6	-13.2	158.5	-168.0	341.9	
Capital expenditures	-420.0	-420.0	-510.0	-525.0	-530.0	-535.0	2026-29 avg.
FCFF	24.8	-131.3	-321.1	1 523.6	1 283.6	1 590.3	1 049.7
Terminal value growth							3.0%
Terminal value							18 967.9
Discount factor	0.90	0.81	0.73	0.66	0.60	0.54	0.49
Discounted free cash flow - Dec 31 2023	22.3	-106.8	-235.4	1 007.2	765.1	854.8	9 897.7
Enterprise value - Dec 31 2023	12 204.8						
Minorities	0.0						
Net debt	-1 321.5						
Other adjustments	0.0						
Equity value - Dec 31 2023	13 526						
Number of shares (mn)	101.4						
12M target price per share (PLN)	150.9						
Share price as of March 4th (PLN)	105.9						
Upside/Downside vs. current price	42.5%						
Revenues growth	62%	-19%	-19%	540%	-34%	65%	n/a
EBIT margin	37.1%	29.6%	21.0%	52.7%	56.2%	48.6%	n/a
Tax rate	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%
Capex/revenues	50.1%	62.2%	93.3%	15.0%	23.0%	14.1%	n/a
Capex/depreciation	349.4%	476.5%	727.5%	102.7%	116.0%	69.2%	n/a

Sensitivity of 12M target price per share to Terminal value growth & WACC

150.9	1.5%	2.0%	2.5%	3.0%	3.5%	4.0%	4.5%		
7.0%	153.3	165.2	179.7	197.9	221.2	252.4	296.0		
8.0%	135.9	144.4	154.4	166.4	181.1	199.4	223.0		
8.7%	126.6	133.5	141.5	150.9	162.1	175.7	192.6		
9.7%	116.1	121.5	127.5	134.4	142.5	152.0	163.3		
10.7%	107.9	112.1	116.9	122.2	128.3	135.4	143.5		
Sensitivity of 12M target price per share to Witcher IV 12M sales volume & USD/PLN									
	15 1	171	10.1	21.1	23.1	25.1	27.1		

150.9	15.1	17.1	19.1	21.1	23.1	25.1	27.1
4.60	140.7	156.3	171.9	187.5	203.1	218.8	234.4
4.30	125.1	139.8	154.5	169.2	183.9	198.6	213.3
4.00	109.6	123.4	137.2	150.9	164.7	178.5	192.3
3.70	94.1	106.9	119.8	132.6	145.5	158.3	171.2
3.40	78.5	90.5	102.4	114.3	126.3	138.2	150.1

Source: Pekao Equity Research



P&L (PLN mn)	2021	2022	2023e	2024e	2025e	2026e
Revenues	888	953	1 218	838	675	547
Operating costs	621	542	800	527	475	432
Other Operating Income/Cost	-34	-33	29	0	0	0
EBITDA	338	495	708	431	288	185
EBITDA recurring	338	495	708	471	328	225
EBIT	233	377	447	310	200	115
Financial Income/(Cost)	-14	16	69	20	15	10
Pretax Profit	219	393	516	330	215	125
Income Tax	10	46	78	26	17	10
Net Income	209	40 347	438	20 304	198	115
EPS (PLN)	1.99	3.47	4.32	3.00	1.95	1.13
Balance Sheet (PLN mn)	2021	2022	2023e	2024e	2025e	2026e
Total Current Assets	1 253	1 154	1 425	1 301	1 054	620
Cash and Equivalents	984	895	1 114	1 057	840	428
Other Current Assets	269	259	311	243	214	192
Total Fixed Assets Tangible Assets	906	1 120	1 207 180	1 507 250	1 838 260	2 278 270
Other Fixed Assets	115 791	145 975	1 027	250 1 256	260 1 578	270
Total Assets	2 159	975 2 274	2 632	2 807	2 893	2 008 2 898
Stockholders` Equity	1 894	2 033	2 371	2 575	2 673	2 688
Long Term Liabilities	36	36	36	36	36	36
Long -Term Debt Other Long - Term liabilities	0 36	0 36	0 36	0	0 36	0
Short Term Liabilities	30 228	205		36 196	36 184	36 174
Short -Term Debt	228 0	205	225 0	0	1 04 0	174
Other Current Liabilities	228	205	225	196	184	174
Total Equity & Liabilities	2 159	2 274	2 632	2 807	2 893	2 898
Net debt	-1163	-1102	-1321	-1265	-1047	-635
Cash Flow (PLN m)	2021	2022	2023e	2024e	2025e	2026e
Net Profit	209	347	438	304	198	115
Depreciation and Amortisation	105	117	261	120	88	70
Other (incl. WC)	654	-58	-135	19	2	3
Operating Cash Flows	968	406	564	443	287	188
Capital Expenditures	-183	-256	-357	-420	-420	-510
Other	-430	-80	112	20	15	290
Cash Flows from Investing Activities	-614	-336	-245	-400	-405	-220
Dividends paid	-614 -504	-336 -101	-100	-100	-405 -100	-220 -100
Dividends paid Other	-614 -504 -2	-336 -101 -103	-100 0	-100 0	-405 -100 0	-220 -100 0
Dividends paid	-614 -504	-336 -101	-100	-100	-405 -100	-220 -100 0
Dividends paid Other	-614 -504 -2	-336 -101 -103	-100 0	-100 0	-405 -100 0	-220 -100 0 -100
Dividends paid Other Cash Flows from Financing Activities	-614 -504 -2 -506	-336 -101 -103 -204	-100 0 -100	-100 0 -100	-405 -100 0 -100	
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period	-614 -504 -2 -506 -152 412	-336 -101 -103 -204 -134 278	-100 0 -100 219 497	-100 0 -100 -57 440	-405 -100 0 -100 -217 223	-220 -100 0 -100 -132 91
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN)	-614 -504 -2 -506 -152	-336 -101 -103 -204 -134	-100 0 -100 219	-100 0 -100 -57	-405 -100 0 -100 -217	-220 -100 0 -100 -132
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios	-614 -504 -2 -506 -152 412 5.00	-336 -101 -103 -204 -134 278 1.00	-100 0 -100 219 497 1.00	-100 0 -100 -57 440 1.00	-405 -100 0 -100 -217 223 1.00	-220 -100 0 -100 -132 91 1.00
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues	-614 -504 -2 -506 -152 412 5.00 -58%	-336 -101 -103 -204 -134 278 1.00	-100 0 -100 219 497 1.00 28%	-100 0 -100 -57 440 1.00 -31%	-405 -100 0 -217 223 1.00 -19%	-220 -100 0 -132 91 1.00 -19%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA	-614 -504 -2 -506 -152 412 5.00 -58% -76%	-336 -101 -103 -204 -134 278 1.00 7% 47%	-100 0 -100 219 497 1.00 28% 43%	-100 0 -100 -57 440 1.00 -31% -39%	-405 -100 0 -217 223 1.00 -19% -33%	-220 -100 0 -132 91 1.00 -19% -36%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA EBIT	-614 -504 -2 -506 -152 412 5.00 -58% -76% -80%	-336 -101 -103 -204 -134 278 1.00 7% 47% 62%	-100 0 -100 219 497 1.00 28% 43% 18%	-100 0 - 100 -57 440 1.00 -31% -39% -31%	-405 -100 0 -217 223 1.00 -19% -33% -36%	-220 -100 0 -132 91 1.00 -19% -36% -43%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA EBIT Net profit	-614 -504 -2 -506 -152 412 5.00 -58% -76% -80% -80% -82%	-336 -101 -103 -204 -134 278 1.00 7% 47% 62% 66%	-100 0 -100 219 497 1.00 28% 43% 18% 26%	-100 0 - 100 -57 440 1.00 -31% -39% -31% -31%	-405 -100 0 -217 223 1.00 -19% -33% -36% -35%	-220 -100 0 -132 91 1.00 -19% -36% -43% -42%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA EBIT Net profit EPS	-614 -504 -2 -506 -152 412 5.00 -58% -76% -80%	-336 -101 -103 -204 -134 278 1.00 7% 47% 62%	-100 0 -100 219 497 1.00 28% 43% 18%	-100 0 - 100 -57 440 1.00 -31% -39% -31%	-405 -100 0 -217 223 1.00 -19% -33% -36%	-220 -100 0 -132 91 1.00 -19% -36% -43%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA EBIT Net profit EPS Margins	-614 -504 -2 -506 -152 412 5.00 -58% -76% -80% -82% -83%	-336 -101 -103 -204 -134 278 1.00 7% 47% 62% 66% 74%	-100 0 -100 219 497 1.00 28% 43% 18% 26% 24%	-100 0 - -100 -57 440 1.00 -31% -31% -31% -31% -31%	-405 -100 0 -217 223 1.00 -19% -33% -36% -35% -35%	-220 -100 0 -132 91 1.00 -19% -36% -43% -43% -42% -42%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA EBIT Net profit EPS Margins EBITDA EBITDA	-614 -504 -2 -506 -152 412 5.00 -58% -76% -80% -82% -83% -83%	-336 -101 -103 -204 -134 278 1.00 7% 47% 62% 66% 74% 51.9%	-100 0 -100 219 497 1.00 28% 43% 43% 18% 26% 24% 58.2%	-100 0 - -100 -57 440 1.00 -31% -31% -31% -31% -31% 51.4%	-405 -100 0 -217 223 1.00 -19% -33% -35% -35% -35% 42.7%	-220 -100 0 -132 91 1.00 -13% -43% -43% -42% -42% -42% -42% -42%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA EBIT Net profit EPS Margins EBITDA EBITDA EBIT Margin	-614 -504 -2 -506 -152 412 5.00 -58% -76% -80% -82% -83% -83% -83%	-336 -101 -103 -204 -134 278 1.00 7% 47% 62% 66% 74% 51.9% 39.6%	-100 0 -100 219 497 1.00 28% 43% 43% 18% 26% 24% 58.2% 36.7%	-100 0 - -100 -57 440 1.00 -31% -31% -31% -31% -31% 51.4% 37.1%	-405 -100 0 -217 223 1.00 -19% -33% -36% -35% -35% -35% 42.7% 29.6%	-220 -100 0 -132 91 1.00 -19% -36% -43% -42% -42% -42% -42% 21.0%
Dividends paid Other Cash Flows from Financing Activities Change in Cash Cash at the end of period DPS (PLN) Y/Y growth ratios Revenues EBITDA EBIT Net profit EPS Margins EBITDA EBIT Margin Net Margin	-614 -504 -2 -506 -152 412 5.00 -58% -76% -80% -80% -82% -83% -83% -83%	-336 -101 -103 -204 -134 278 1.00 7% 47% 62% 66% 74% 51.9% 39.6% 39.6% 36.4%	-100 0 -100 219 497 1.00 28% 43% 43% 18% 26% 24% 58.2% 36.7% 35.9%	-100 0 -57 440 1.00 -31% -31% -31% -31% -31% -31% 51.4% 37.1% 36.3%	-405 -100 0 -217 223 1.00 -19% -33% -36% -35% -35% -35% 42.7% 29.6% 29.3%	-220 -100 0 -132 91 1.00 -19% -36% -43% -42% -42% -42% -42% 21.0% 21.0%
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Source: Pekao Equity Research



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Our company valuations are based on two valuation methods selected from among the following: discount model, multiplesbased model or asset-based valuation method.

Discount models are characterized by simultaneous and comprehensive consideration of key determinants of intrinsic value, e.g. operating cash flow, capex, cost of capital (WACC). They are theoretically appealing and provide a direct computation of intrinsic value. However, discount model valuations are highly sensitive to changes in assumptions, particularly the risk free rate and terminal growth rate. Moreover, projections cannot be stated with certainty; unforeseen future events can cause income or earnings projections to be invalid.

Multiples-based models are based on the analysis of the valuation multipliers of a given company in relation to other similar companies in the industry. Among strengths of multiplier models we can highlight their simplicity, as they are easy to compute as well as to understand. Moreover, only the key statistics for investors are chosen for valuation. On the other hand, multiples are based on historic data or near-term forecasts. Valuations based on multiples will therefore fail to capture differences in projected performance over the longer term. Finally, it may be problematic to select a suitable peer group.

Asset-based models can be used even if a company has a brief record of earnings or its future existence is uncertain. However, it may be challenging to determine market value of some assets, particularly intangibles. Additionally, asset-based models do not take into account future changes in financial results, nor do they include non-balance sheet items, such as knowhow.

Valuation models are dependent on macroeconomic factors, such as interest rates, exchange rates, raw materials, and on assumptions about the economy. Furthermore, market sentiment affects the valuation of companies. The valuation is also based on expectations that might change rapidly and without notice, depending on developments specific to individual industries. Our recommendations and target prices derived from the models might therefore change accordingly.

The investment ratings generally relate to a 12-month horizon. They are, however, also subject to market conditions and can only represent a snapshot. The ratings may in fact be achieved more quickly or slowly than expected, or need to be revised upward or downward. In the tables and charts throughout this report, we designate the years with an "E" to denote that the figures presented are forecasts and estimates.

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- A **Buy** is applied when the expected total return over the next twelve months is higher than 15%.
- A Hold is applied when the expected total return over the next twelve months is within the range of 0% to 15%.
- A **Sell** is applied when the stock's expected total return over the next twelve months is negative.

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