

SOUTHERN SWEDEN GAMES INDUSTRY KEY FIGURES 2013

EXECUTIVE SUMMARY

SURVEY

This annex is a complement to the survey of southern Sweden's games industry that was published by *Game City* in autumn 2014¹. 40 companies have been identified as being active within digital games, out of which 30 companies have had their fiscal data for 2013 reviewed and compiled through online service *allabolag.se*. The companies that were not included do not have their data available on *allabolag.se*, either because they are too young or because they are not limited companies and thus do not have their data publicly available.

HIGHLIGHTS

- In 2013 the companies had a combined turnover of **SEK 335.9 million** compared to SEK 291.7 million the previous year, **a growth of 15.1%**.
- The majority of the companies are profitable and report a combined profit of **SEK 26.2 million** compared to SEK 11.1 million the previous year, **an increase of 136%**.
- The companies employed **413 people** in 2013 compared to 378 employees the previous year, **an increase of 9.26%**.

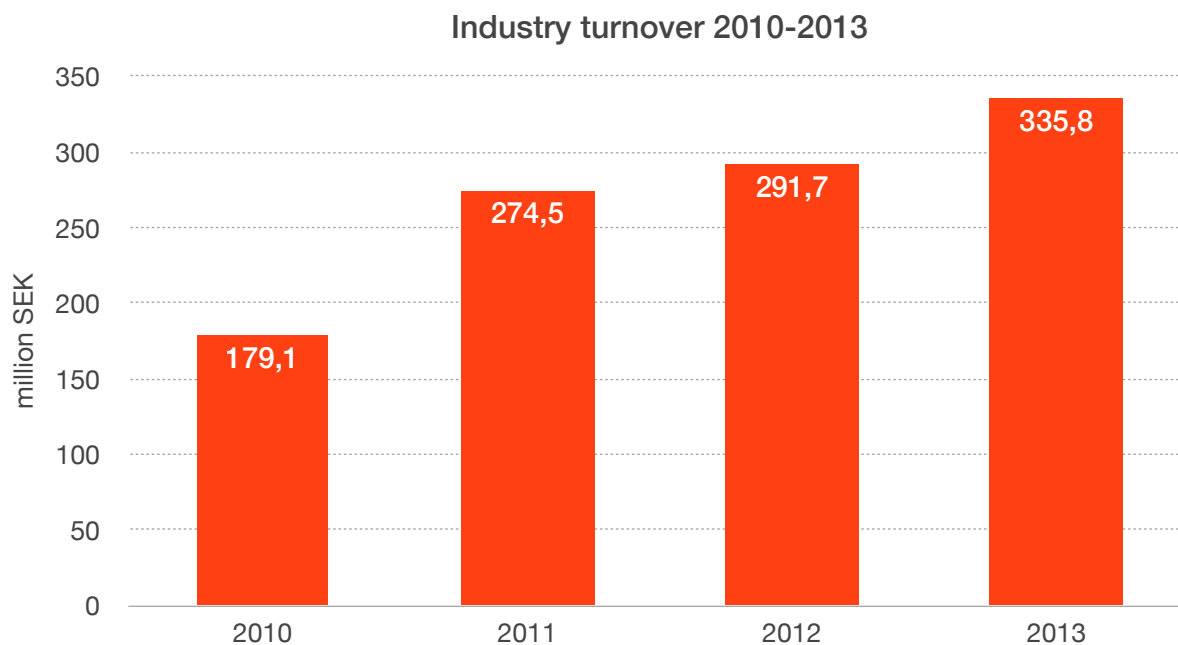


¹ <http://www.gamecity.se/game-survey-2014/>

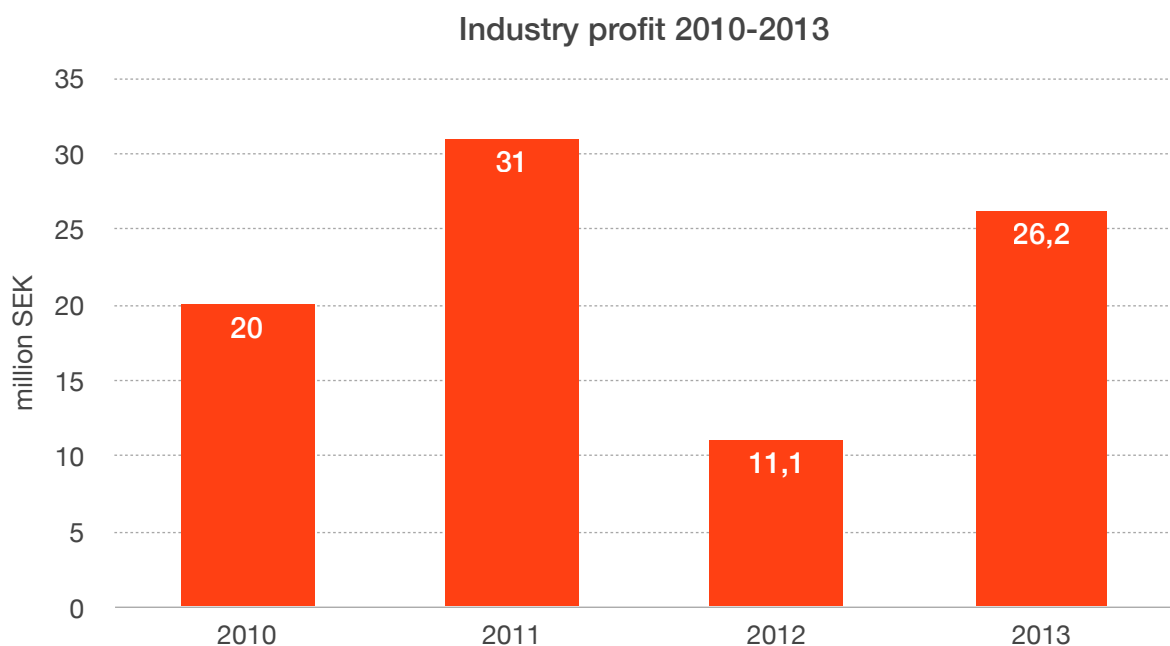
KEY FIGURES

TURNOVER AND PROFIT

The games industry in southern Sweden continues to grow. From 2012 to 2013 the total industry turnover increased by 15,1%.



Profit has risen sharply, more than doubling during the same period. The sharp increase is due in large part to the low results of 2012, which are explained in more detail in the 2012 report which is available on www.gamecity.se. The result is also significantly affected by SouthEnd's near bankruptcy, since the company made a loss of SEK 8.3 million in 2013.



Largest turnover 2013

Company	Turnover 2013
Massive Entertainment (Ubisoft Entertainment Sweden AB)	SEK 190 047
Mediocre AB	SEK 32 052
Tarsier Studios AB	SEK 26 583
Frictional Games AB	SEK 24 680
Illusion Labs AB	SEK 21 809

The list of the largest companies continues to be topped by *Massive Entertainment*, while *Tarsier Studios* has been pushed down from second place by *Mediocre*. *Frictional Games* drops one position to fourth place, followed closely by *Illusion Labs* in fifth place.

Largest growth 2012-2013

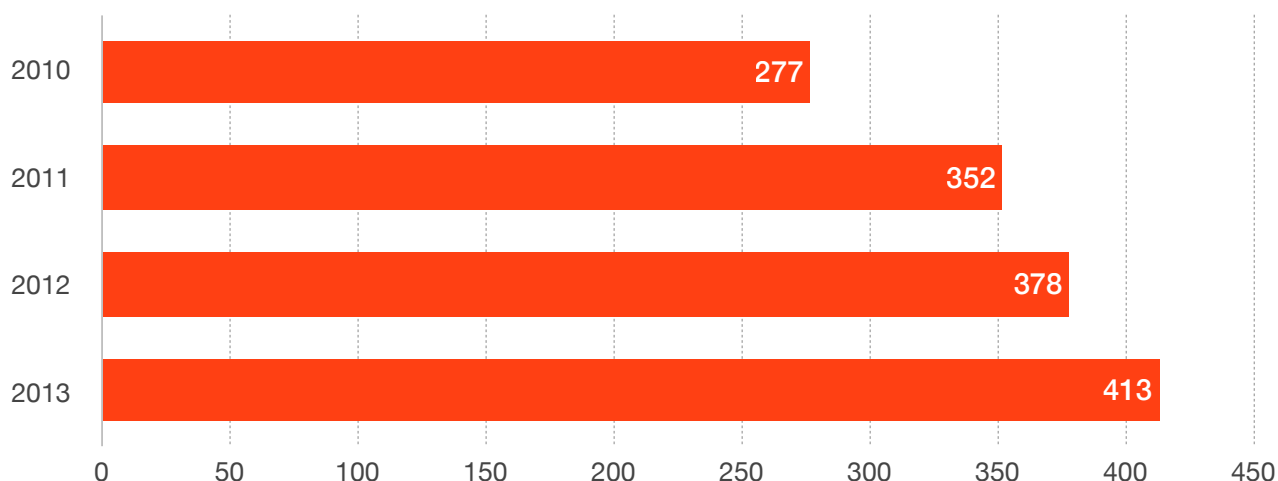
Company	Growth 2012-2013
Coastalbyte AB	223.53 %
Mediocre AB	137.33 %
Noumenon Games AB	123.08 %
Planeto AB	88.29 %
Illusion Labs AB	83.36 %

The growth is based on the company's net turnover. The companies need to have had a turnover of at least SEK 100 000 the previous year to be factored in.

EMPLOYEES

One can see a continued steady increase in the number of employees. From 2012 to 2013 the number increased by 9.26%, from 378 to 413 employees. According to data from the the companies themselves there will likely be a continued growth also in 2014. Please note that *King*, who constitute a significant part of the total number of employees in the region, are not included in this history because their numbers are not publicly available. When *Game City* conducted a survey in May 2014 asking 32 companies about how many people they employed the total amounted to 535 people. According to annual reports from 2010-2013 for the 25 companies whose data has been reviewed in this annex, it looks as follows.

Number of employees 2010-2013



Massive Entertainment still account for the largest share of employees in the region, and continue to grow steadily.

Top employers 2013

Company	Employees 2013
Massive Entertainment	273 people
Tarsier Studios AB	37 people
Illusion Labs AB	10 people
Pixelbite AB	9 people
Station Interactive AB	9 people

If there had been public data available for *King's* Malmö office, allowing them to be included into the survey, they would have ended up in second place on this list.

Denna rapport är framtagen av **REGN** på uppdrag av Game City samt finansierad av Invest in Skåne.

Game City är en ideell förening som verkar för att södra Sverige ska vara och förbli Europas i särklass ledande region inom utveckling av digitala spel.

Invest in Skåne är en regional företagsfrämjande byrå vars uppdrag är att attrahera utländska investeringar till regionen samt att främja export och internationalisering.

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