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MEDIA

MUM'S GOT 2024 GAME

AGENDA

Mums are changing the game

Mums' gaming habits & motivations

Gaming brings family together

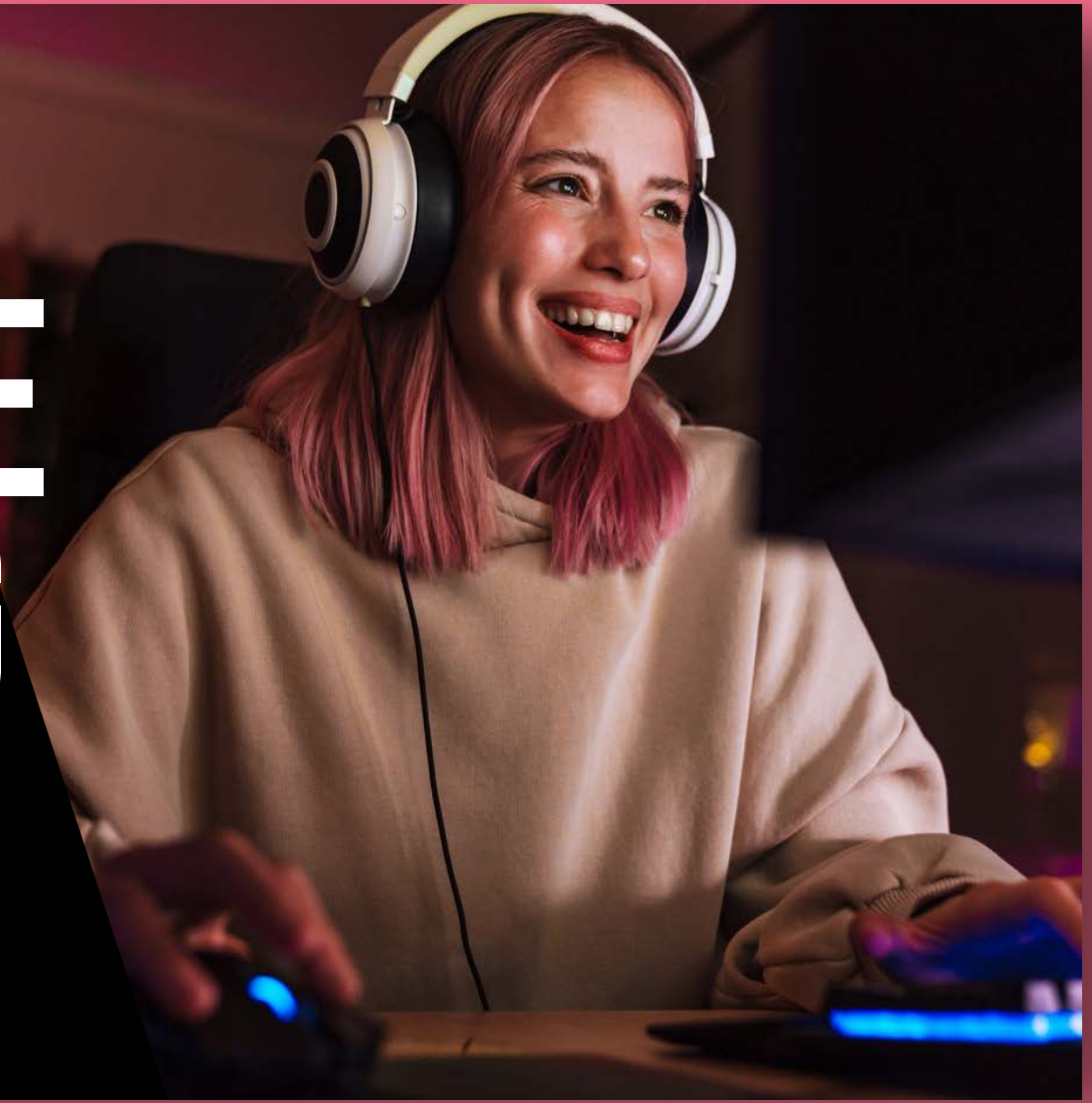
Gamer mums' parenting perspectives

Gamer mums are valuable consumers

Gamer mums' shopping behaviors



MUMS ARE CHANGING THE GAME



MOST MUMS GAME

82
%

Of mums are gamers¹

8.5
M

Gamer mums in the UK^{1,2}

Source:

¹GlobalWebIndex, GWI Core, Q3 2022 - Q2 2023 (Base: UK Internet Users 18+) Note: Gamer defined as one who uses a device (e.g. console, PC, mobile) to play games

²Newzoo Global Games Market Report, July 2023

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MUMS' HIGH-FREQUENCY ENGAGEMENT WITH GAMING IS EXPECTED TO CONTINUE

77%

of gamer mums play or watch video games 4+ times a week

92%

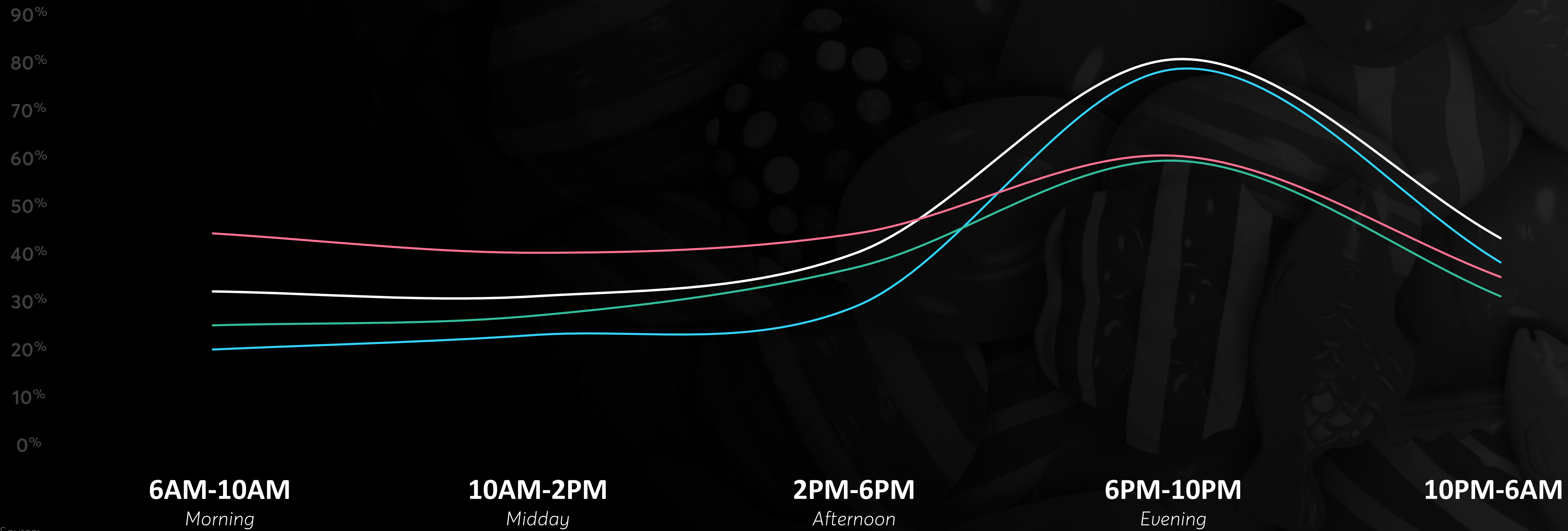
of gamer mums plan to game at least as much in the coming year

Source: Activision Blizzard Media Gaming Study via Toluna, July 2023 (Base: UK Adults 18+)
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GAMING IS A KEY PART OF MUMS' WEEKDAY ENTERTAINMENT REPERTOIRE

Weekday media consumption among gamer mums

● Gaming ● TV ● Online Video ● Social Media

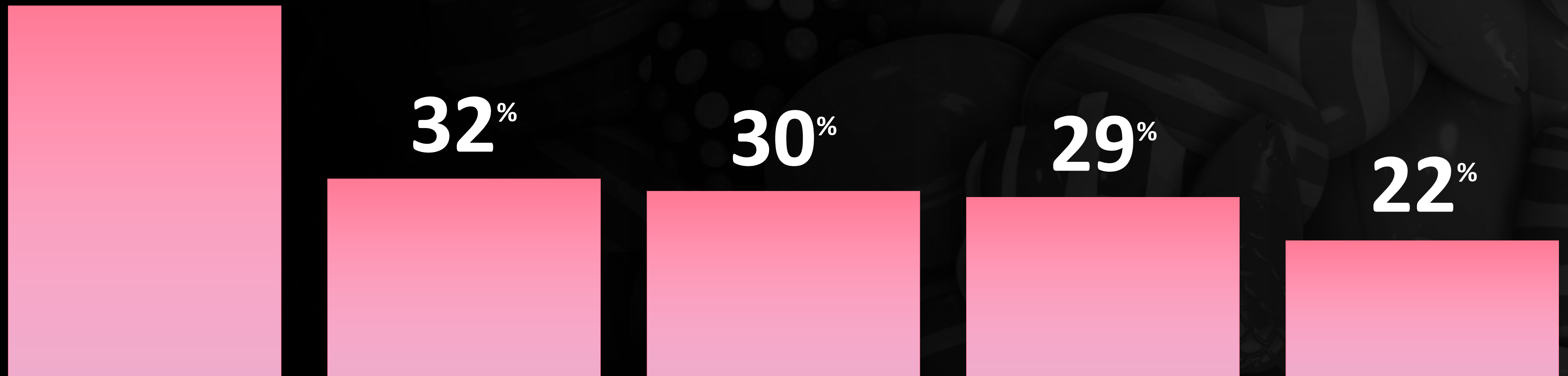


Source: Activision Blizzard Media Gaming Study via Toluna, July 2023 (Base: UK Adults 18+)
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MUMS GAME ACROSS 5 DIFFERENT GENRES ON AVERAGE

Top genres

60%



Puzzle

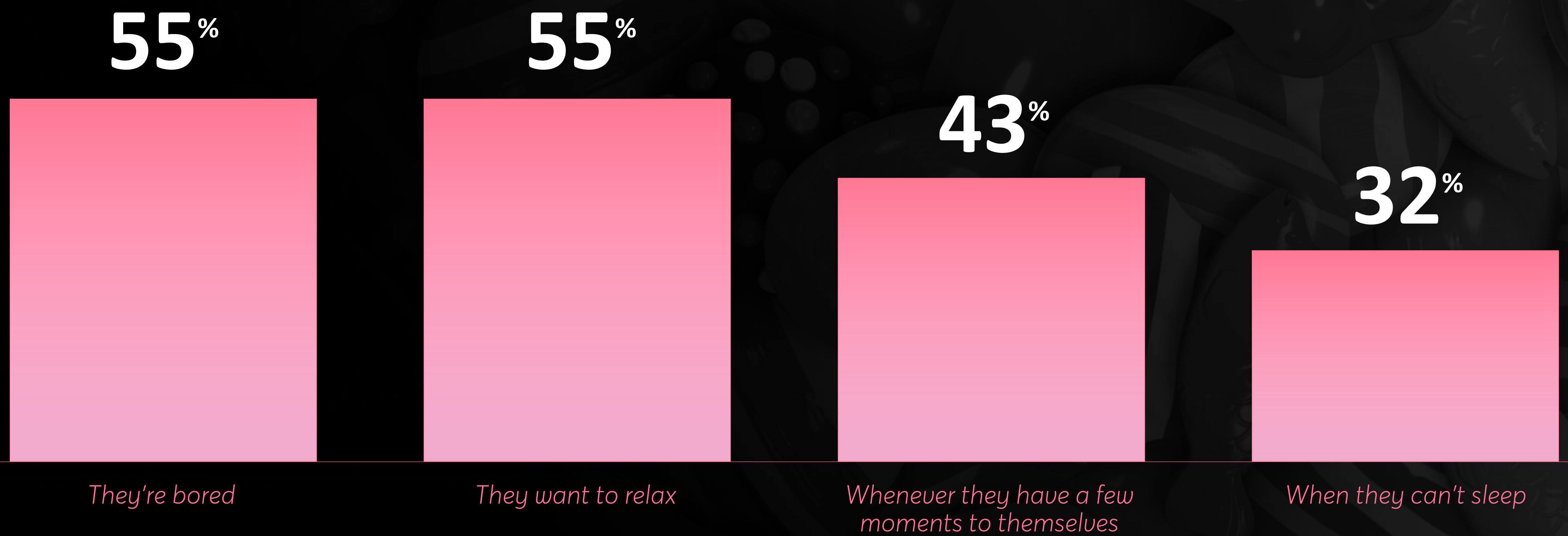
Simulation

Racing

Action / Adventure

MUMS TURN TO GAMING FOR ENTERTAINMENT DURING THEIR DOWN TIME

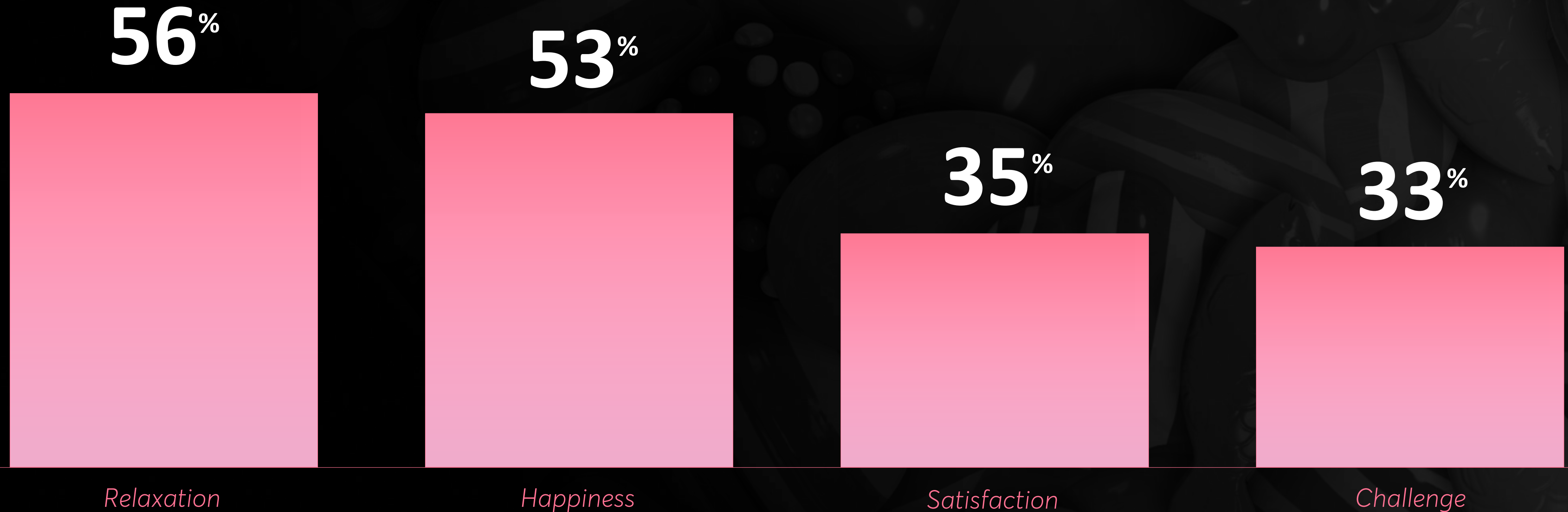
Gameplay triggers




Source: Activision Blizzard Media Gaming Study via Toluna, July 2023 (Base: UK Adults 18+)
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GAMING BRINGS MUMS POSITIVE EMOTIONAL VALUE

Emotions while gaming





**"Gaming is my
peace of mind. My
moment to myself.
It gives me time to
leave my daily
thoughts behind
for a while."**

- Mum of 3, 37 years old

Source:

Activision Blizzard Media Gaming Study via Toluna, July 2023 (Base: US Adults 18+)

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GAMING BRINGS FAMILY TOGETHER



GAMING TOGETHER CREATES AN OPPORTUNITY FOR FAMILY BONDING

86%

Some that spending time with family is important to them¹

43%

Rank gaming as one of the top ways to bond with family and friends²

36%

Some that gaming with their children provides an opportunity for quality time³

Source:

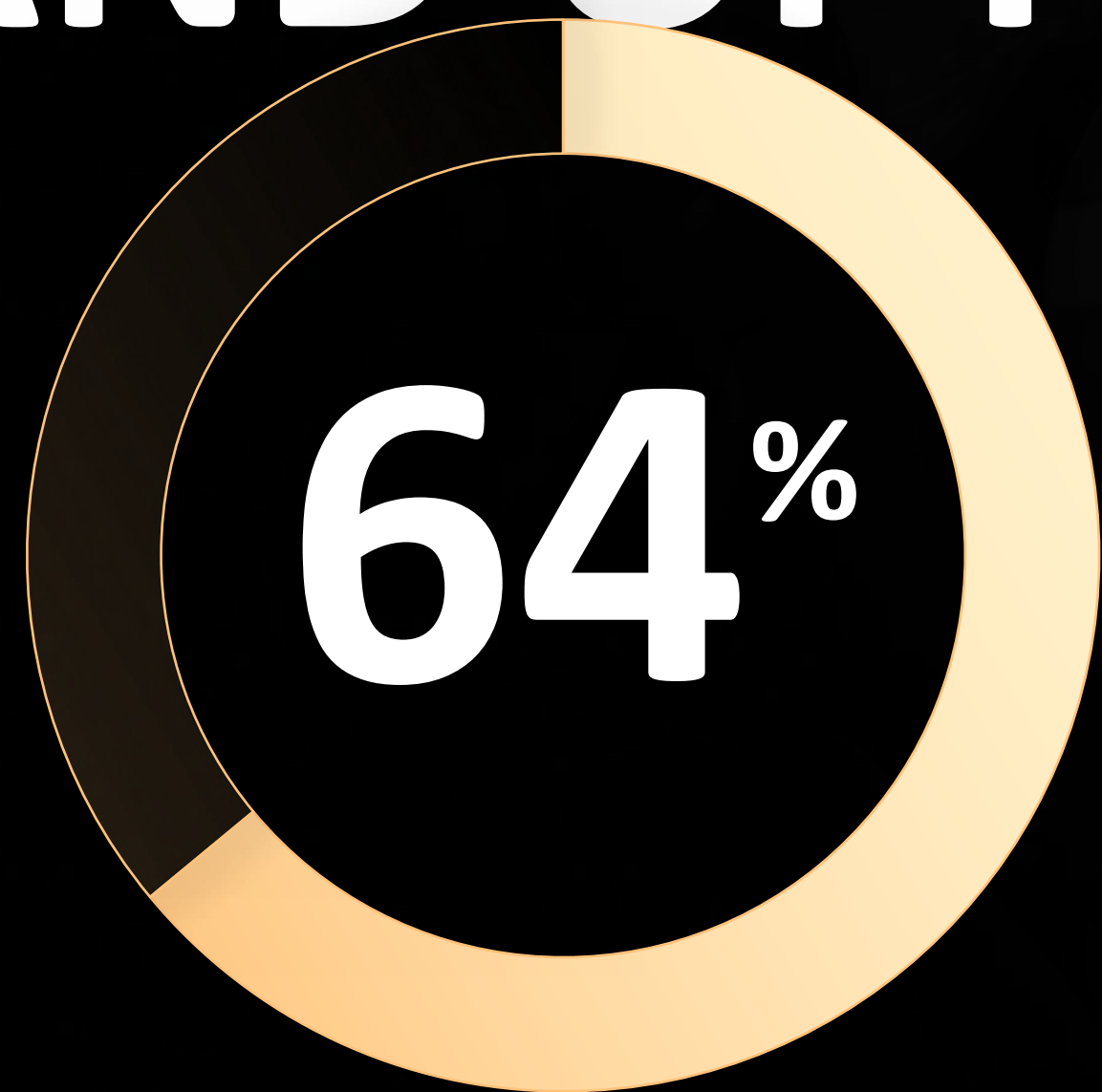
¹GlobalWebIndex, GWI Gaming, Q2 2021 - Q4 2022 (Base: UK Internet Users 18+)

²Activision Blizzard Media Social Gaming Study via Toluna Insights, June 2022 (Base: UK Adults 18+)

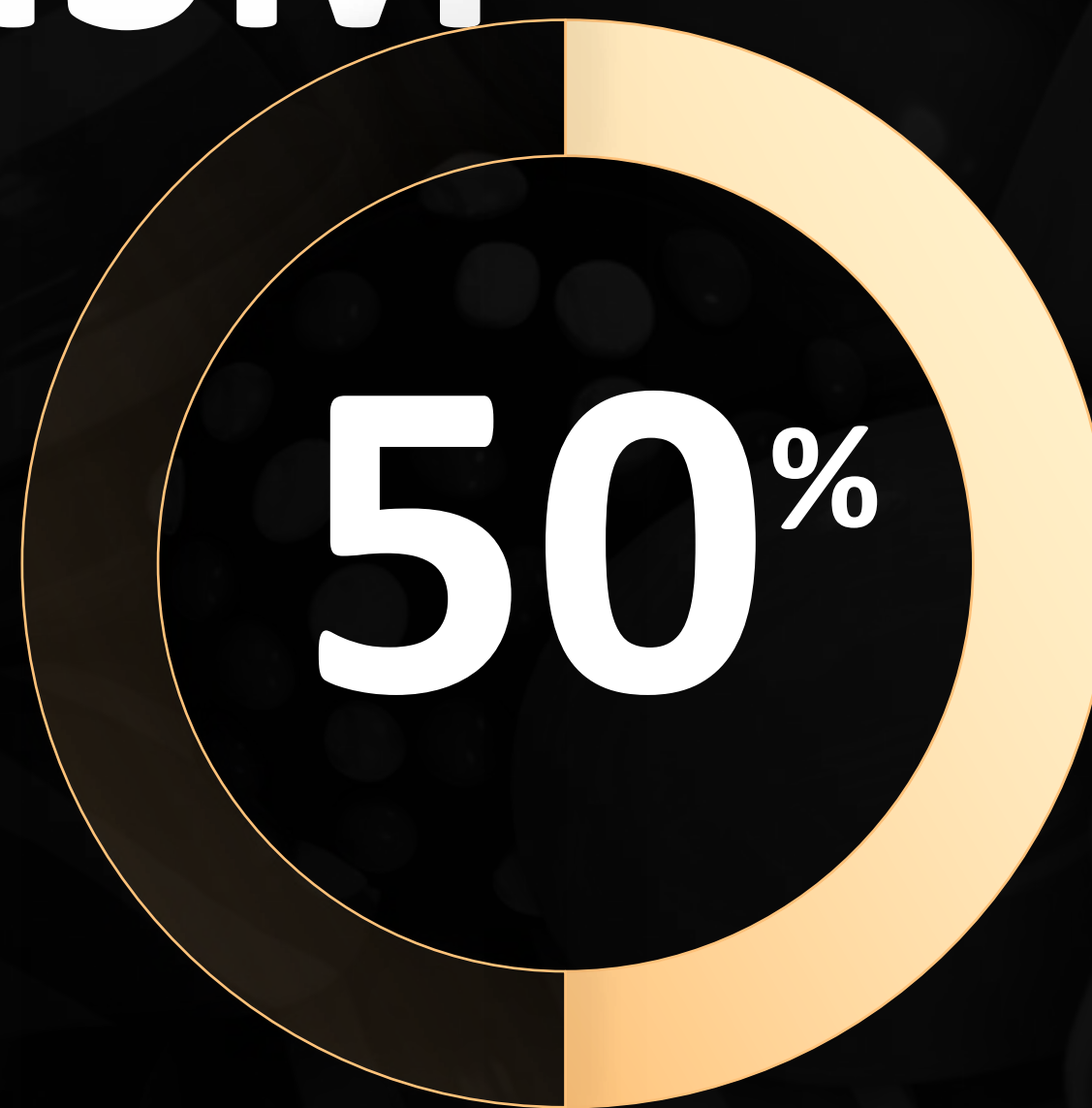
³Activision Blizzard Media Gaming Study via Toluna, July 2023 (Base: UK Adults 18+)

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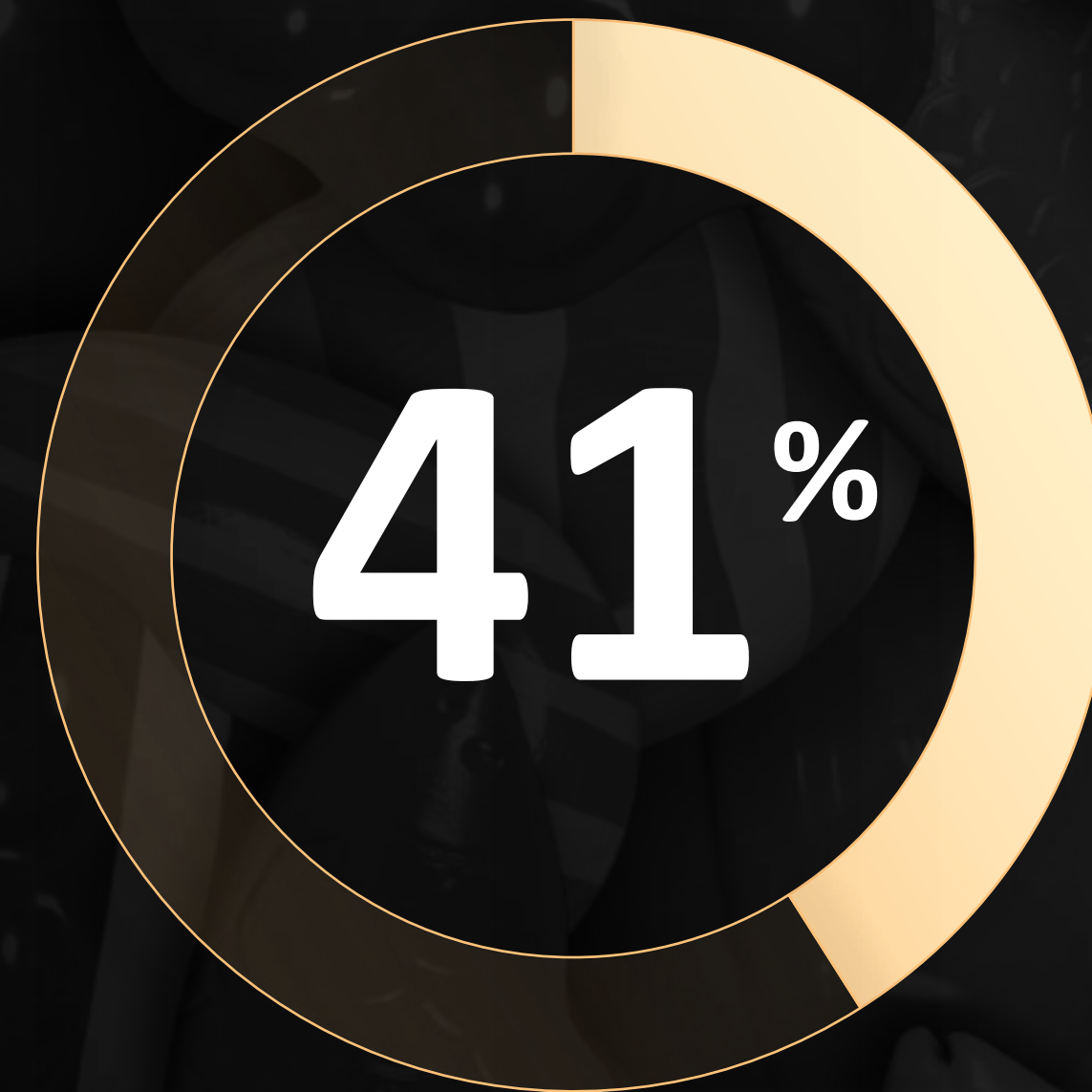
GAMER MUMS SHARE A SENSE OF CONNECTEDNESS AND OPTIMISM



Have a close bond with their children



Feel hopeful for their children's future



Easily relate to their children

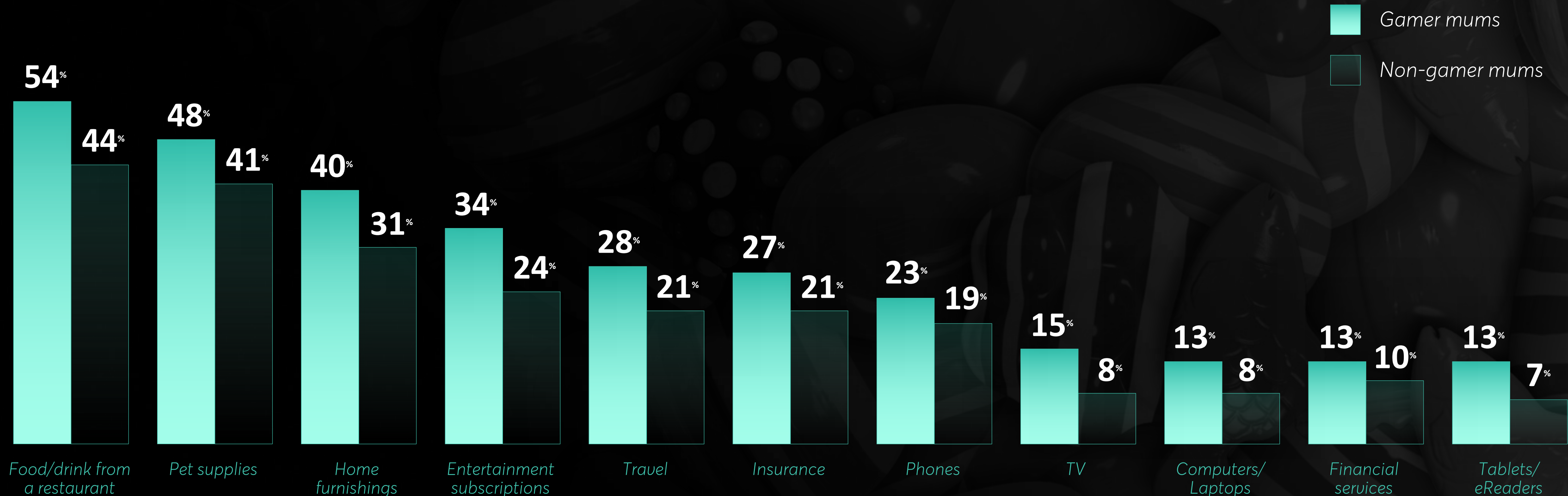


GAMER MUMS ARE VALUABLE CONSUMERS



GAMER MUMS ARE THE PRIMARY HOUSEHOLD DECISION MAKERS ACROSS SHOPPING CATEGORIES

Main responsibility for household shopping categories



Source: Activision Blizzard Media Gaming Study via Toluna, July 2023 (Base: UK Adults 18+)

Note: Difference statistically significant at 90%

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GAMER MUMS ARE FREQUENT SHOPPERS

73%

of gamer mums shop on a weekly basis

Source:

Activision Blizzard Media Gaming Study via Toluna, July 2023 (Base: UK Adults 18+)

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GAMER MUMS ARE PRIMED FOR BRANDS DURING KEY SHOPPING SEASONS



Back to School

65%

of gamer mums go back to school shopping for their kids¹

£250

Spent on back to school supplies on average¹

31%

Start shopping for back to school supplies July or earlier¹



Winter Holidays

74%

of gamer mums buy gifts for their children during the winter holiday²

£624

Spent on winter holiday shopping on average²

53%

Start shopping for winter holiday gifts at least a month in advance²

Source:

¹Activision Blizzard Media Back to School Shopper Survey via Toluna Insights, August 2021 (Base: UK Adults 18+)

²Activision Blizzard Media Winter Holiday Survey via Toluna Insights, December 2022 (Base: UK Adults 18+)

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Q & A

