



## **Second Quarter CY 2011 Results**

**August 3, 2011**

# Safe Harbor Disclosure



The statements contained in this presentation that are not historical facts are forward-looking statements. The company generally uses words such “outlook,” “will,” “could,” “should,” “would,” “might,” “remains,” “to be,” “plans,” “believes,” “may,” “expects,” “intends as,” “anticipates,” “estimate,” “future,” “plan,” “positioned,” “potential,” “project,” “scheduled,” “set to,” “subject to,” “upcoming” and similar expressions to identify forward-looking statements. These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions that a number of important factors could cause Activision Blizzard's actual future results and other future circumstances to differ materially from those expressed in any such forward looking statements. Such factors include, but are not limited to, sales levels of Activision Blizzard's titles, increasing concentration of titles, shifts in consumer spending trends, the impact of the current macroeconomic environment and market conditions within the video game industry, Activision Blizzard's ability to predict consumer preferences, including interest in specific genres such as first-person action and massively multiplayer online games and preferences among competing hardware platforms, the seasonal and cyclical nature of the interactive game market, changing business models, including digital delivery of content, competition, including from used games and other forms of entertainment, possible declines in software pricing, product returns and price protection, product delays, adoption rate and availability of new hardware (including peripherals) and related software, rapid changes in technology and industry standards, litigation risks and associated costs, the effectiveness of Activision Blizzard's restructuring efforts, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion. These important factors and other factors that potentially could affect the Company's financial results are described in the Company's most recent annual report on Form 10-K and other filings with the SEC. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the original date of this presentation, August 3, 2011, or to reflect the occurrence of unanticipated events.

For a full reconciliation of GAAP to non-GAAP numbers and for more detailed information concerning the Company's financial results for the quarter ended June 30, 2011, please refer to the Company's earnings release dated August 3, 2011, which is available on our website, [www.activisionblizzard.com](http://www.activisionblizzard.com).

# Activision Blizzard Highlights



- **2Q results, ahead of expectations<sup>1</sup>, ahead of prior year**
  - Revenues up vs. prior year
  - Established new 2Q records for operating margin and EPS
    - 41% GAAP operating margin, 24% Non-GAAP operating margin
    - 71% GAAP EPS growth Y/Y, 67% Non-GAAP EPS growth Y/Y
- **First half results ahead of prior year**
  - Revenues up vs. prior year
  - Established new 1<sup>st</sup> half records for operating margin and EPS
    - 44% GAAP operating margin, 26% Non-GAAP operating margin
    - 51% GAAP EPS growth Y/Y, 53% Non-GAAP EPS growth Y/Y
- **Continued digital execution drives first half expansion**
  - GAAP digital revenues up 28% Y/Y, Non-GAAP digital revenues up 21% Y/Y
- **Raising full-year 2011 outlook for Revenue and EPS**

<sup>1</sup> Prior outlook provided on 05/09/11

*Another quarter of record performance*

# Positioned for Continued Success



Digital  
Leadership

IP  
Leadership

Strong  
Pipeline

- Currently developing for, and supporting, two of the largest online communities in consumer entertainment
- Majority of employees dedicated to online development and service operations
- Focused on improving the experiences delivered to our “always connected” community
- Critical IP leadership as industry profits are expected to concentrate around the very best experiences
- Our multi-year pipeline has never been stronger - titles, platforms and new business models

*Unique blend of winning content, platforms, and expertise*

# Activision Blizzard 2Q 2011 Results



| GAAP         | 2Q 2010 | Prior Outlook <sup>1</sup> | 2Q 2011  |
|--------------|---------|----------------------------|----------|
| Net Revenues | \$967M  | \$985M                     | \$1.146B |
| EPS          | \$0.17  | \$0.19                     | \$0.29   |

| Non-GAAP <sup>2</sup> | 2Q 2010 | Prior Outlook <sup>1</sup> | 2Q 2011 |
|-----------------------|---------|----------------------------|---------|
| Net Revenues          | \$683M  | \$575M                     | \$699M  |
| EPS                   | \$0.06  | \$0.04                     | \$0.10  |

|                    | As of 3/31/11 | As of 6/30/11 |
|--------------------|---------------|---------------|
| Cash & Investments | \$3.4B        | \$3.0B        |

|                                                                                |        |
|--------------------------------------------------------------------------------|--------|
| Total Purchases Under 2011 \$1.5 Billion Share Repurchase Program <sup>3</sup> | \$479M |
|--------------------------------------------------------------------------------|--------|

<sup>1</sup> Prior outlook provided on 5/9/11

<sup>2</sup> Non-GAAP information reconciliation tables in the appendix at the end of the earnings release, which is available on [www.activisionblizzard.com](http://www.activisionblizzard.com)

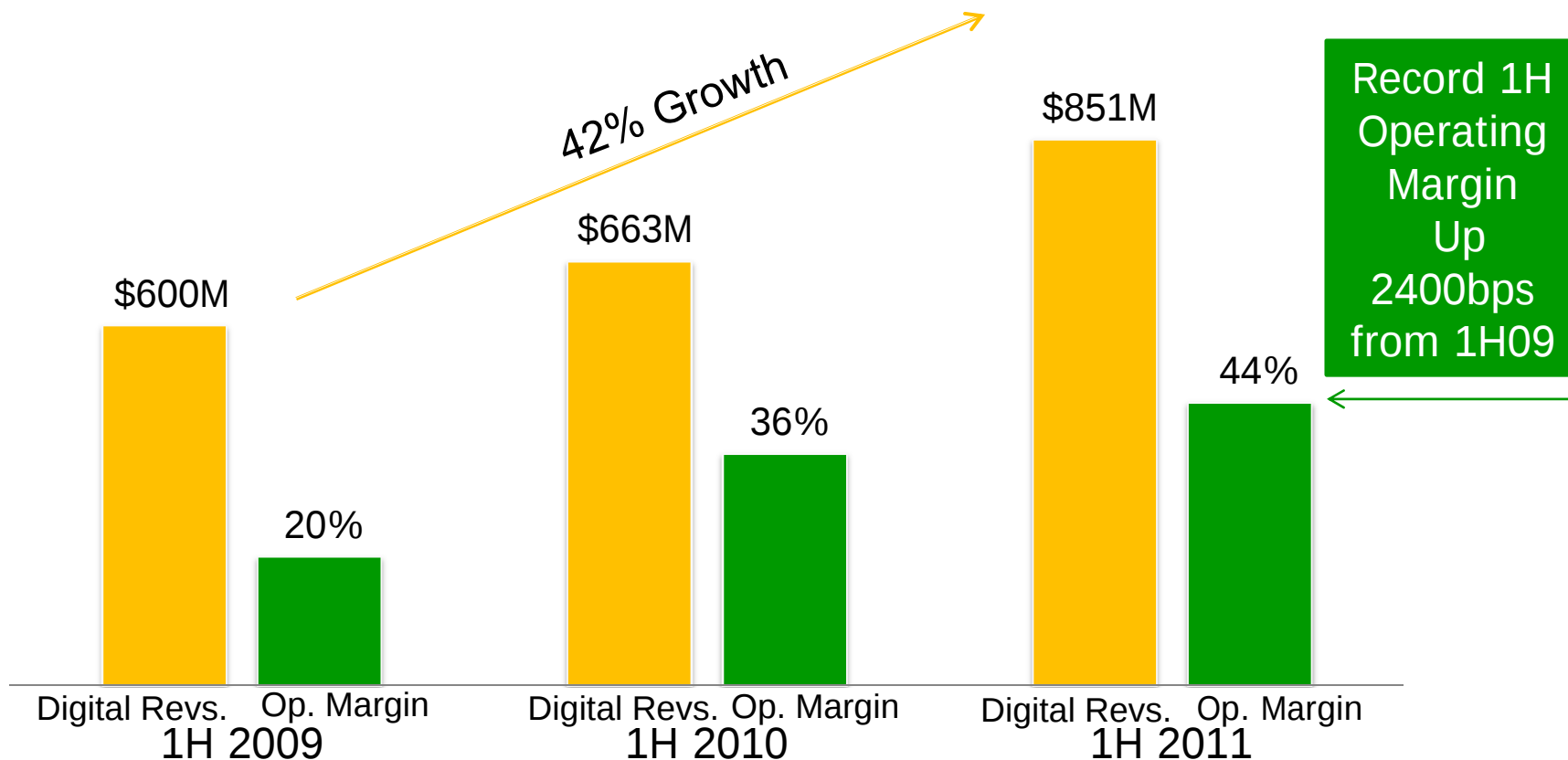
<sup>3</sup> Current share repurchase program initiated on 2/9/11

**2Q revenues up vs. prior year and record EPS driven by online-enabled franchises**

# Activision Blizzard 1<sup>st</sup> Half 2011 Results



## Growth in Digital Revenue Has Driven Profitability\* (GAAP)



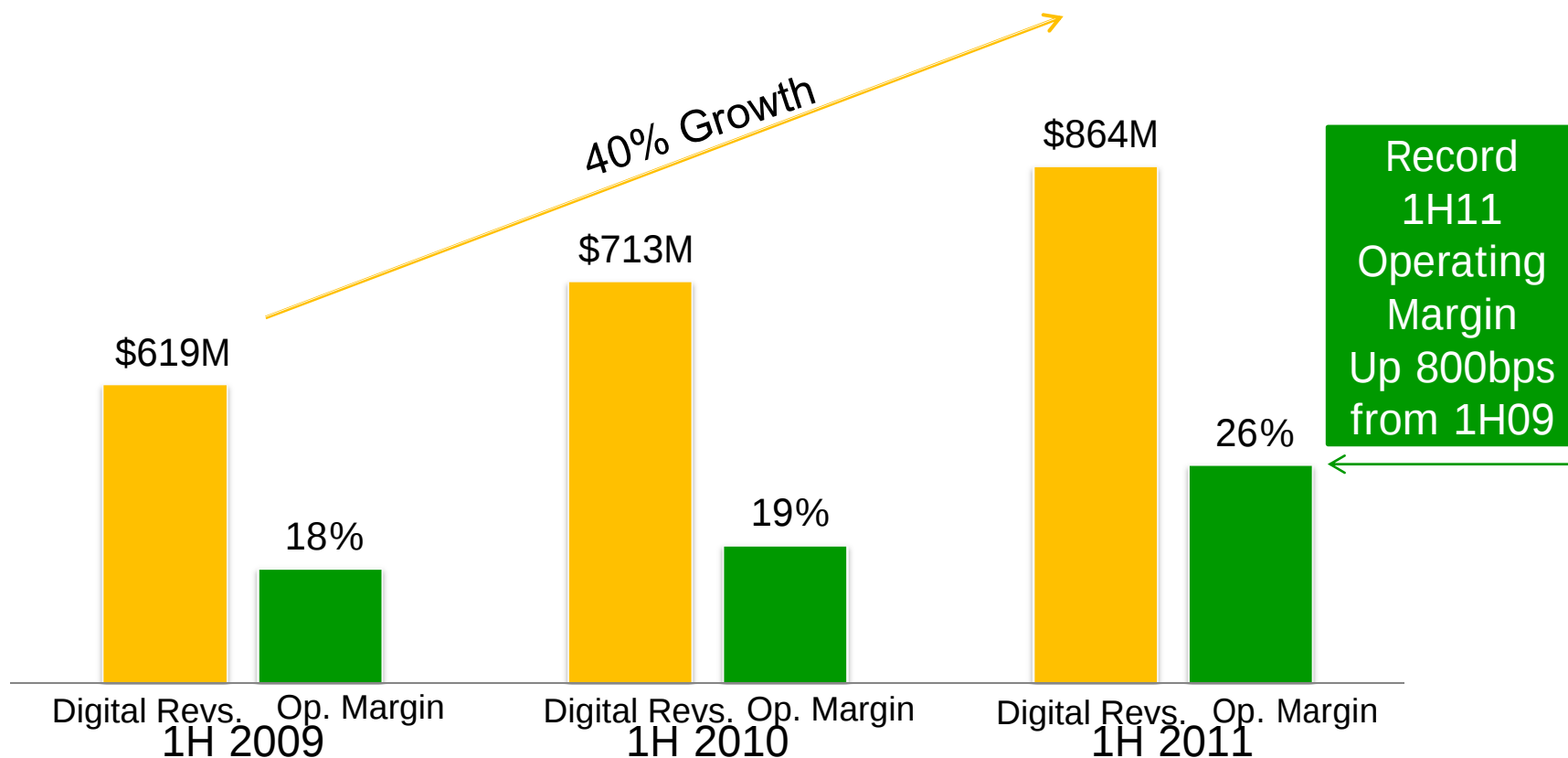
\*Digital includes revenues from subscription and licensing royalties, value added services, downloadable content, digitally distributed products and wireless devices.

*Transition to digital drives margin expansion*

# Activision Blizzard 1<sup>st</sup> Half 2011 Results



**Growth in Digital Revenue Has Driven Profitability\*  
(Non-GAAP)**



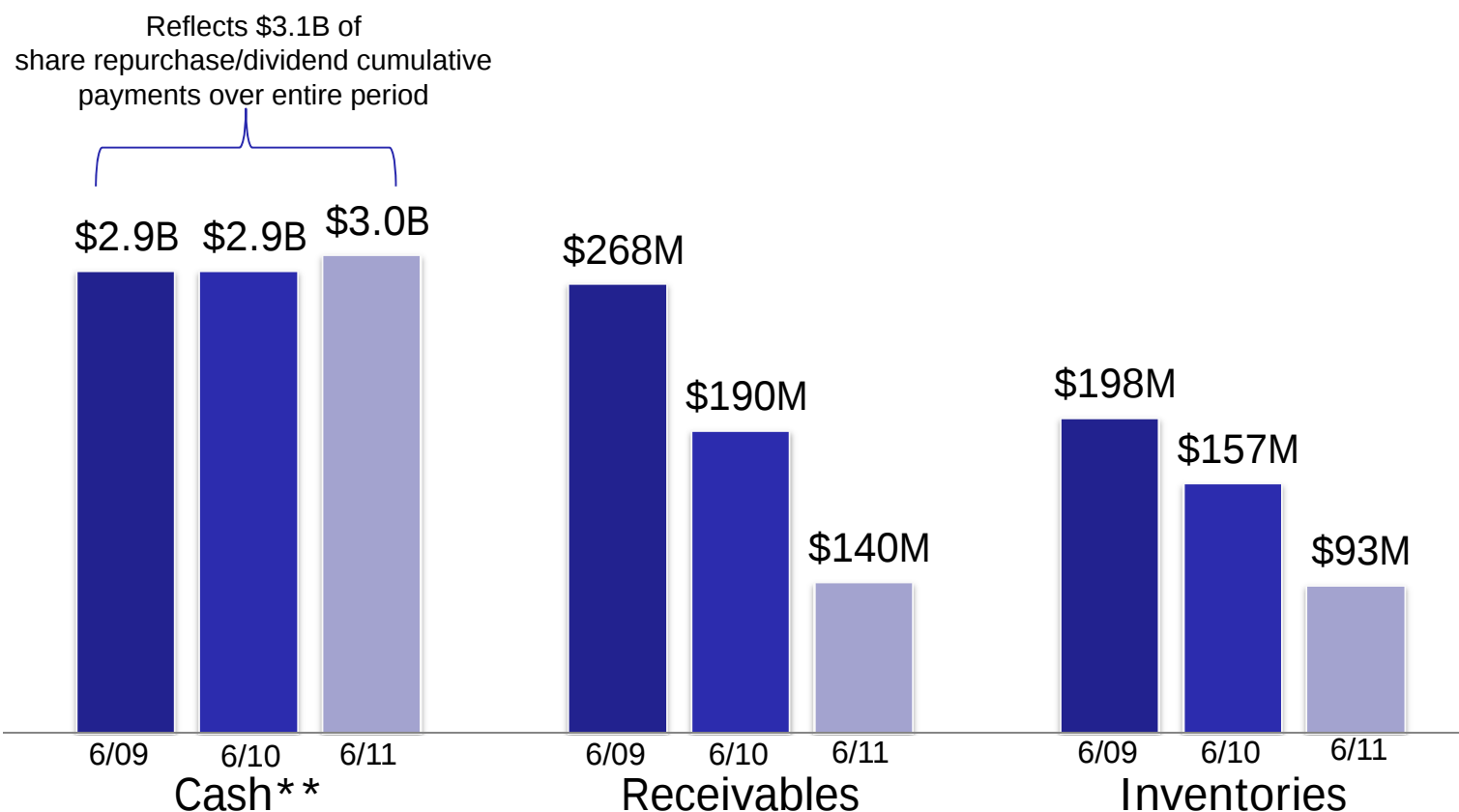
\*Digital includes revenues from subscription and licensing royalties, value added services, downloadable content, digitally distributed products and wireless devices.

*Transition to digital drives margin expansion*

# Activision Blizzard 2Q 2011 Results



## Cash, Receivables and Inventories\*



\*For periods ended 6/30- Cash in billions, Receivables/Inventories in millions

\*\*Includes short-term and long-term investments

***Revenues increase over prior year but transition to digital drives working capital improvements***

# 2011 Operating Margin Initiatives



## 1<sup>st</sup> Half Results

### **Continue to focus on high margin digital business**

- Revenues from digital channels<sup>1</sup> up over prior year
  - GAAP revenues up 28%, Non-GAAP revenues up 21%
- More online content, larger community, and bigger installed base than ever before for Call of Duty



### **Streamlining Activision Publishing for profitable growth**

- YTD record earnings
- On its own more profitable than next three independent publishers combined
- Enables significant improvement in operating income and operating margin year over year



### **Continued investment in digital for future growth**

- Activision Publishing - Call of Duty, Call of Duty Elite online service, Call of Duty microtransaction game in China, Bungie Universe, Skylanders Webworld
- Blizzard Entertainment – World of Warcraft, StarCraft, New MMO, Battle.net, Diablo III with real money Auction House



<sup>1</sup> Digital includes revenues from subscriptions and licensing royalties, value added services, downloadable content, digitally distributed products, and wireless devices.

***Aggressively reinvesting into the areas of greatest opportunity***

# Activision Blizzard Financial Outlook



| Outlook                  | GAAP<br>2011 <sup>1,2</sup> | Non-GAAP<br>2011 <sup>1,2</sup> | GAAP<br>3Q 2011 <sup>1</sup> | Non-GAAP<br>3Q 2011 <sup>1</sup> |
|--------------------------|-----------------------------|---------------------------------|------------------------------|----------------------------------|
| Net Revenues             | <b>\$4.18B</b>              | <b>\$4.05B</b>                  | <b>\$650M</b>                | <b>\$530M</b>                    |
| COGS (Prod/MMOG)         | <b>26 %</b>                 | <b>27 %</b>                     | <b>27 %</b>                  | <b>31 %</b>                      |
| Op Ex incl. Royalties    | <b>47 %</b>                 | <b>42 %</b>                     | <b>60 %</b>                  | <b>66 %</b>                      |
| EPS                      | <b>\$0.68</b>               | <b>\$0.77</b>                   | <b>\$0.05</b>                | <b>\$0.01</b>                    |
| Share Count <sup>3</sup> | <b>1.2B</b>                 | <b>1.2B</b>                     | <b>1.2B</b>                  | <b>1.2B</b>                      |

<sup>1</sup> 3Q 2011 and FY 2011 outlook is provided as of 8/3/11

<sup>2</sup> 2011 full-year guidance does not include a major title release from Blizzard Entertainment

<sup>3</sup> Approximate

Our outlook is based on assumptions about sell-through rates for our products and the launch timing, success and pricing of our new slate of products which are subject to significant risks and uncertainties, including possible declines in the overall demand for video games and in the demand for our products, the dependence in the interactive software industry and by us on an increasingly limited number of popular franchises for a disproportionately high percentage of revenues and profits, our ability to predict shifts in consumer preferences among genres and competition. Current macroeconomic conditions and market conditions within the video game industry increase those risks and uncertainties. Our outlook is also subject to other risks and uncertainties including litigation and associated costs, fluctuations in foreign exchange and tax rates, counterparty risks relating to customers, licensees, licensors and manufacturers. As a result of these and other factors (including those mentioned in our Safe Harbor Disclosure at the beginning of this presentation and in our 2010 Annual Report on Form 10-K) actual results may deviate materially from the outlook presented above.

**2011: Expecting another year of operating margin expansion**  
**GAAP operating margin 27%/Non-GAAP operating margin 31%**

# NA/EUR Hardware Outlook



## NA and Europe Installed Base\*

| Current Gen. Platforms | 12/31/10 Installed Base | Estimated CY2011 Increase | Estimated 12/31/11 Installed Base | Estimated Growth Y/Y |
|------------------------|-------------------------|---------------------------|-----------------------------------|----------------------|
| Xbox 360               | 43M                     | 10M                       | 53M                               | +24%                 |
| PlayStation 3          | 31M                     | 8M                        | 39M                               |                      |
| Wii                    | 64M                     | 8M                        | 72M                               |                      |
| Handhelds              | 130M                    | 17M                       | 147M                              |                      |
| <b>Total</b>           | <b>268M</b>             | <b>44M</b>                | <b>312M</b>                       | <b>+16%</b>          |

*\*Installed Base of listed platforms as of 6/30/11 = 283M*

*Source: Activision Blizzard internal estimates; NPD, Charttrack, GfK*

*Rows/Columns may not tie exactly due to rounding*

**Hardware at all time highs + Digital expected to grow double digits**

# Activision Publishing Highlights



- ✓ YTD Call of Duty: Black Ops was the #1 title overall\*
- ✓ YTD maintained retail share over prior year\*
  - ✓ with significantly fewer mainline titles released this year
- ✓ YTD Call of Duty digital content revenues ranked among top 5 titles\*\*
- ✓ Q2 revenues generated from Call of Duty content packs up 40% Y/Y\*\*
- ✓ Modern Warfare 3 preorders tracking significantly ahead of prior year\*\*

\*In the U.S. and Europe, in \$'s across 360, PS3 and PC, according to NPD, GFK/Charttrack

\*\*Company estimates

***Strength in all Consumer Metrics Heading into November 8<sup>th</sup>***



Coming November 8<sup>th</sup>...



Connect  
Compete  
Improve

# 2011 Back Half Product Lineup

ACTIVISION



WIPEOUT

Cabela's  
BIG GAME  
HUNTER

007™

*Still to Come!*

# Blizzard Entertainment Highlights



## World of Warcraft

- Launched World of Warcraft: Starter Edition, first 20 levels free to play
- Launched Cataclysm in China in mid July
- Launched several new value-added services in China in Q2
- Plan to continue delivering new content to further energize our community

## StarCraft II

- Launched StarCraft II: Starter Edition
- StarCraft II eSports continuing to gain popularity
- Q1 Launch in China, already one of largest communities for StarCraft II in concurrency
- Hard at work on the first expansion, Heart of the Swarm

## Diablo III

- Targeting Q3 launch for external beta testing
- Announced new innovative Auction House model
- Do not have official release date, but driving hard to launch Diablo III this year

## Large and Innovative Pipeline

- Working hard on development of largest pipeline of products and services ever

*Working hard on exciting pipeline of new games*



\*The reconciliation tables are in the earnings release and on [www.activisionblizzard.com](http://www.activisionblizzard.com) along with the replay webcast.