

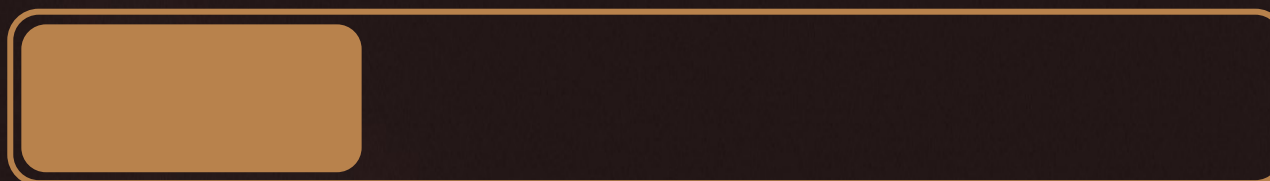
# Aream & Co. | Gaming CEO Survey

Survey conducted in December 2025

Based on responses from ~80 gaming CEOs across mobile and PC/console sectors

Confident

Aream &  
Co.

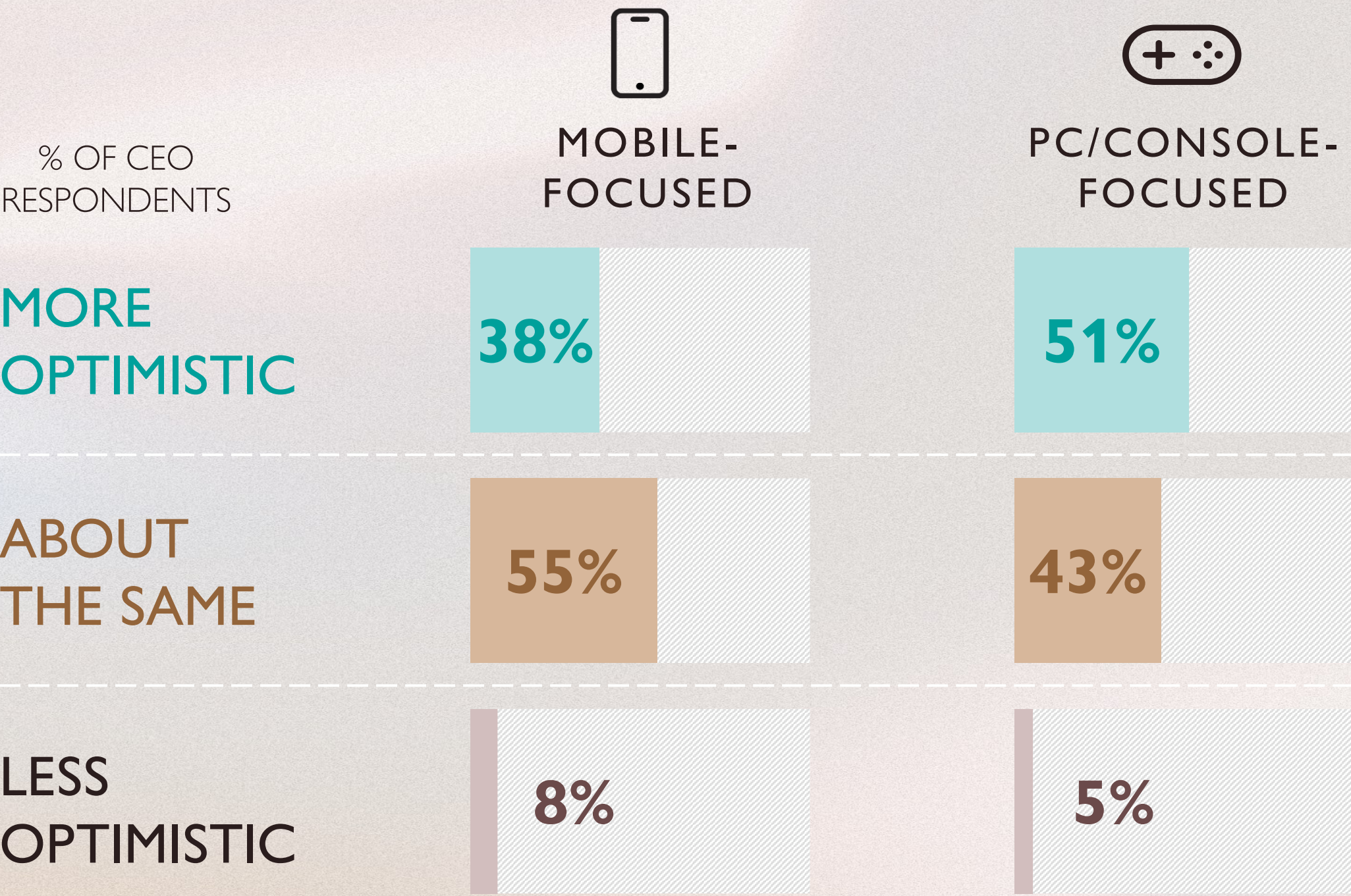


# MARKET OUTLOOK



# MARKET OUTLOOK:

## How optimistic are you about the evolution of consumer spending on gaming in 2026?







# MOBILE MARKET OUTLOOK

Section answered by mobile-focused CEOs only



# MOBILE MARKET OUTLOOK:

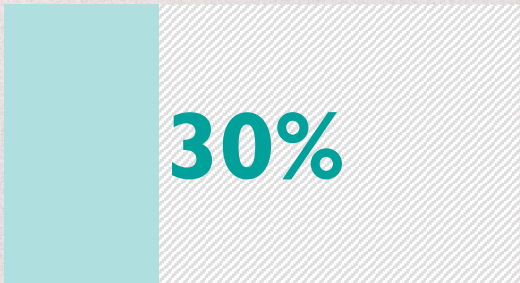
## What is your outlook for mobile gaming revenue in 2026?



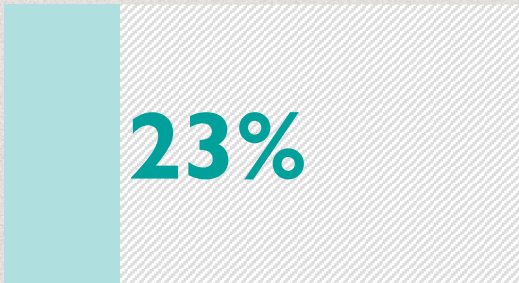
% OF MOBILE CEO  
RESPONDENTS

DOUBLE-DIGIT  
GROWTH

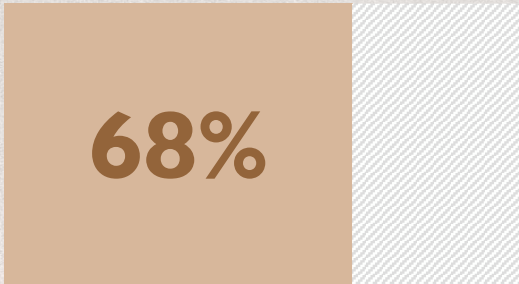
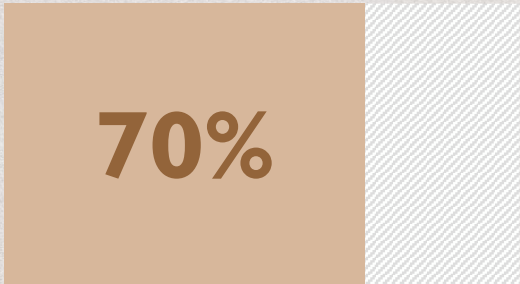
IN-APP  
PURCHASES  
REVENUE



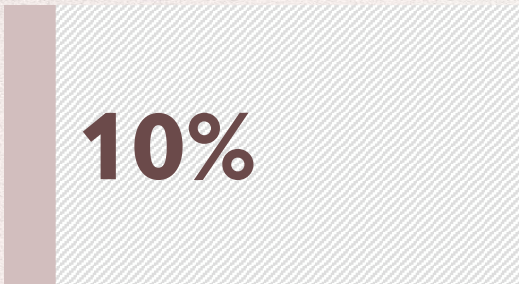
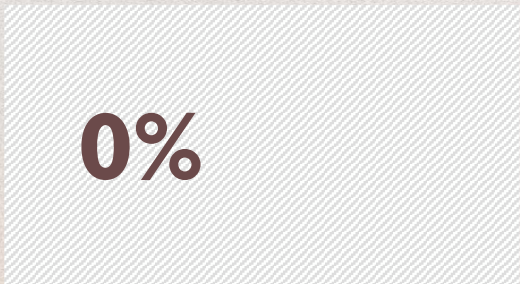
IN-APP  
ADVERTISING  
REVENUE



MORE OR LESS  
STABLE



DECLINING





# MOBILE MARKET OUTLOOK:

## What do you see as the biggest growth opportunities for the mobile gaming industry in 2026?



% OF MOBILE CEO  
RESPONDENTS

DIRECT-TO-CONSUMER /  
WEBSHOPS IMPROVING MARGINS

58%

AI-DRIVEN WORKFLOWS ENABLING  
FASTER ITERATION

55%

MORE BREAKOUT MOBILE HITS

40%

MARKETING INNOVATIONS /  
NEW UA CHANNELS

38%

GROWING CONSUMER SPEND IN  
APAC, LATAM, MENA

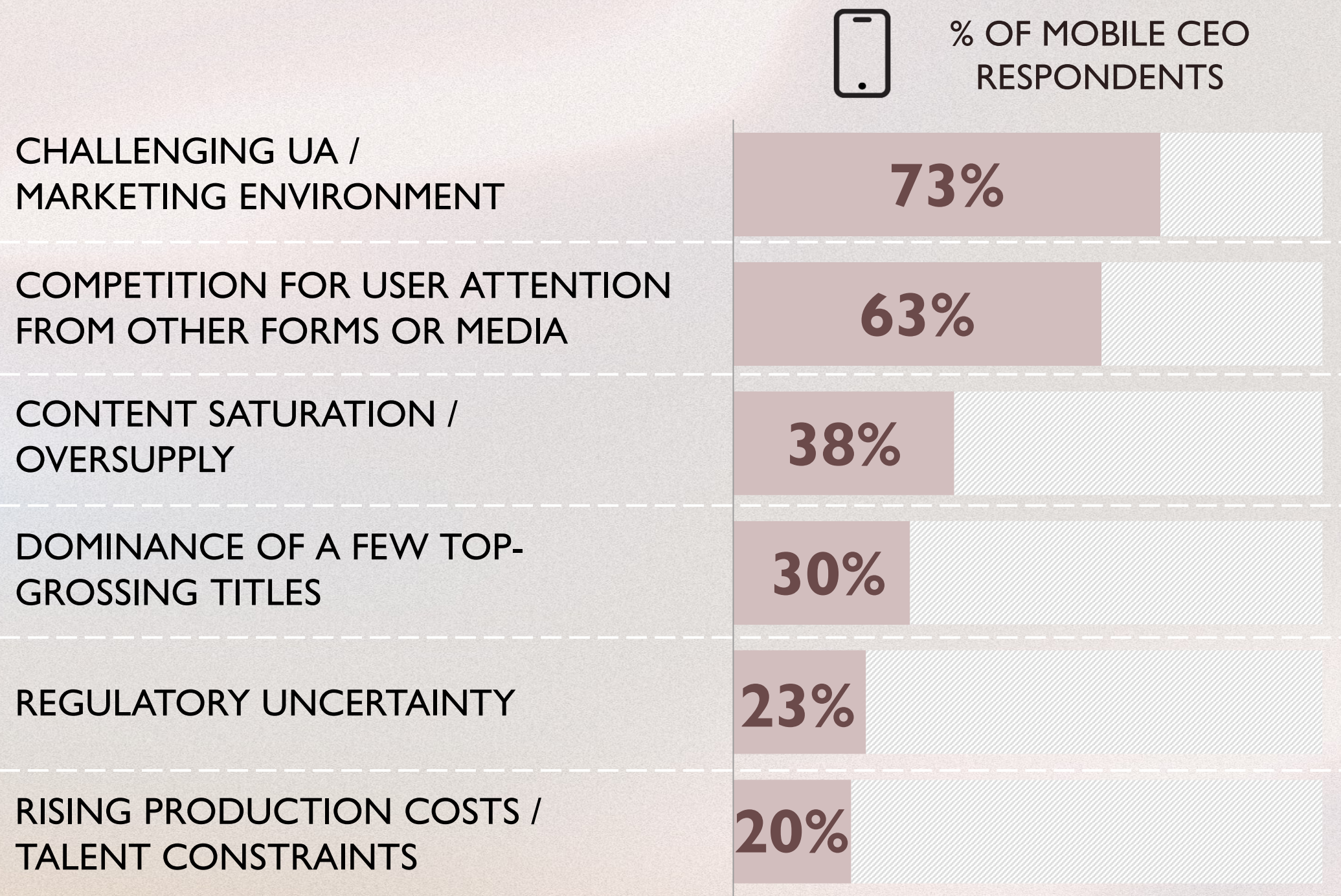
33%

Note: multiple answered allowed



# MOBILE MARKET OUTLOOK:

## What do you see as the biggest challenges for the mobile gaming industry in 2026?



Note: multiple answered allowed





# PC/CONSOLE MARKET OUTLOOK

Section answered by PC/Console-focused CEOs only



# PC/CONSOLE MARKET OUTLOOK:

## What is your outlook for PC /Console gaming revenue in 2026?

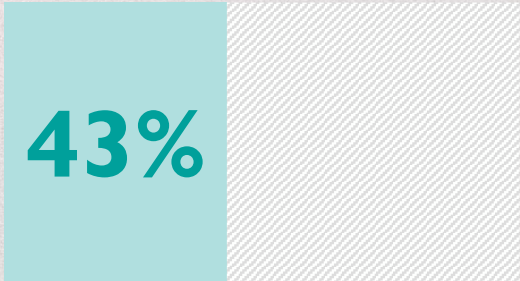


% OF PC/CONSOLE CEO  
RESPONDENTS

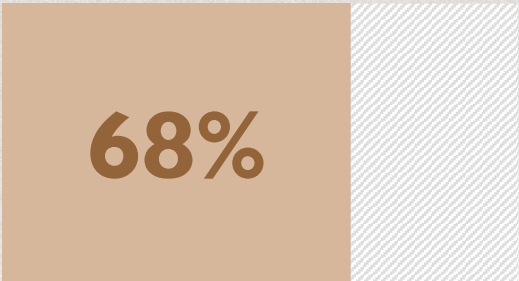
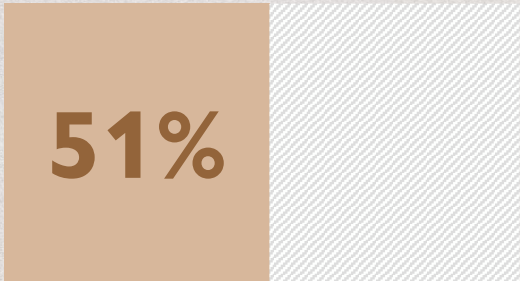
DOUBLE-DIGIT  
GROWTH

PREMIUM  
(FULL-PRICE /  
PAID DLCs)

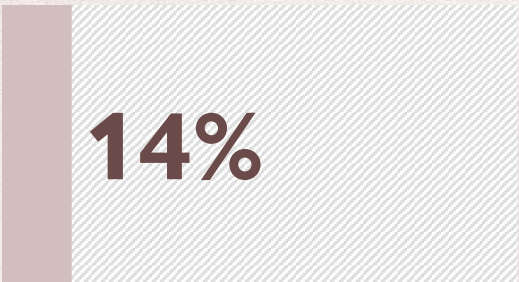
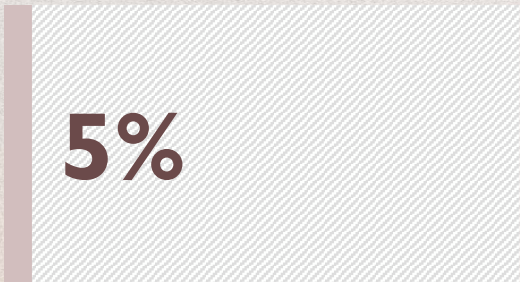
FREE-TO-PLAY  
(GAAS /  
LIVE OPS)



MORE OR LESS  
STABLE



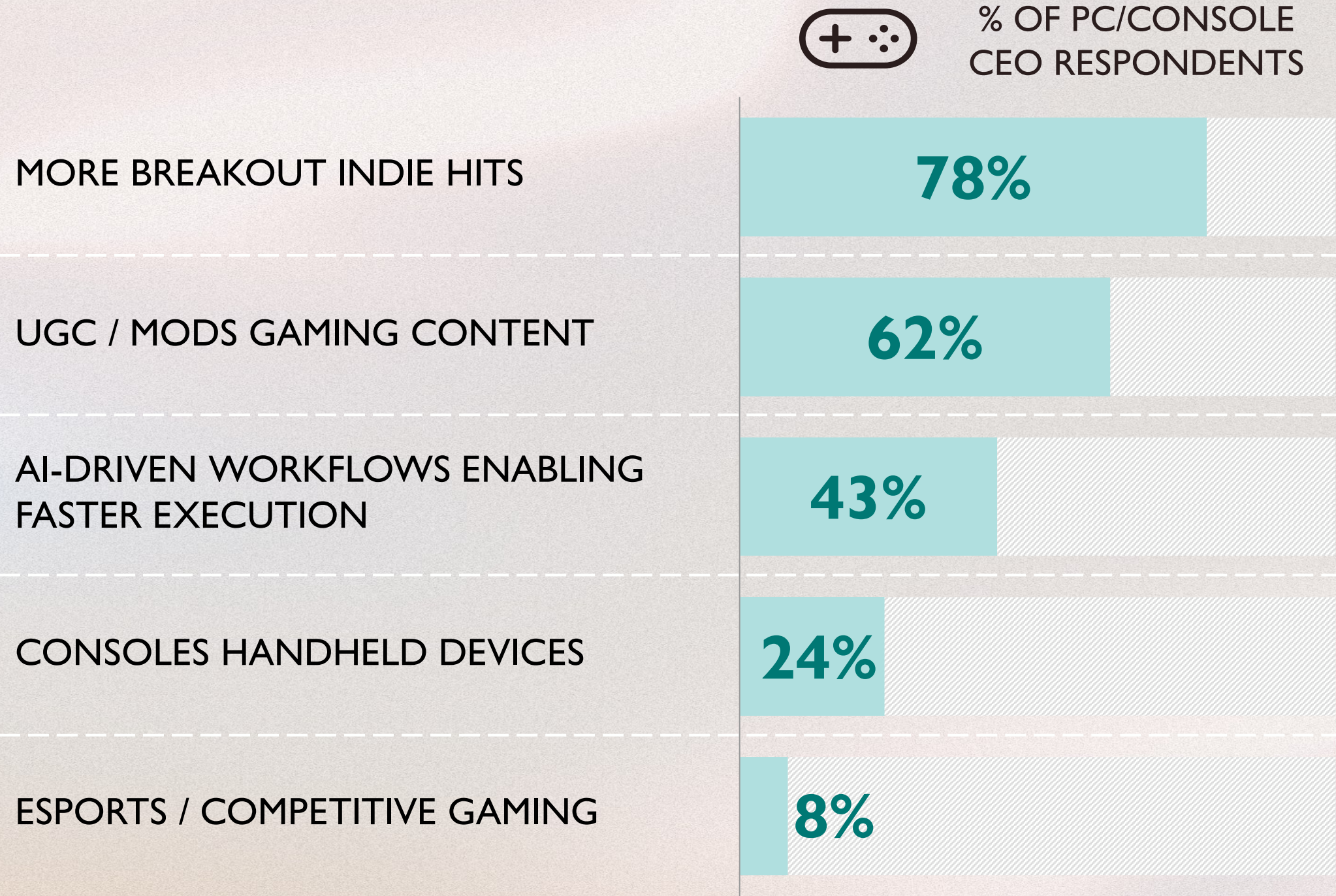
DECLINING





# PC/CONSOLE MARKET OUTLOOK:

## What do you see as the biggest growth opportunities for the PC/Console industry in 2026?

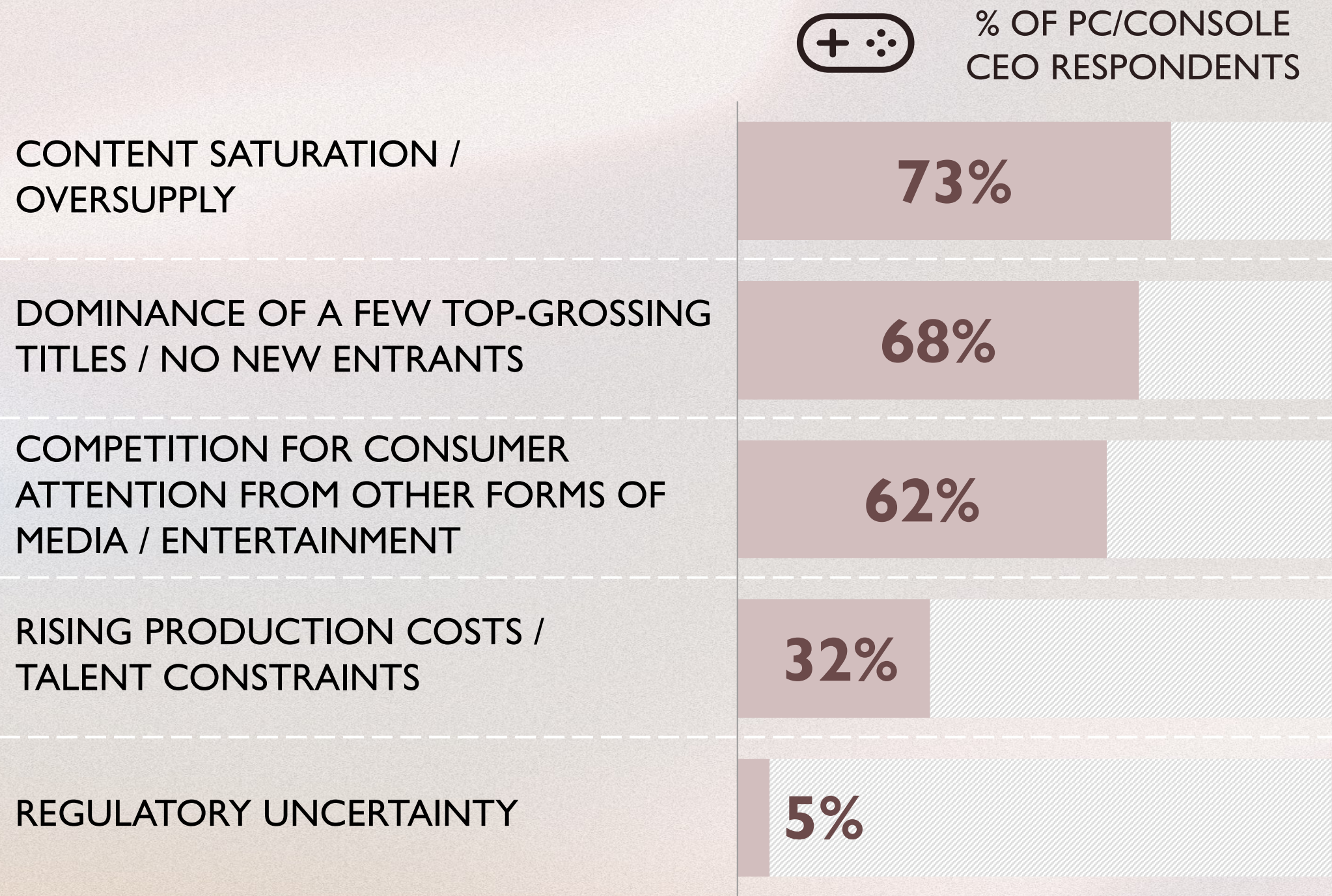


Note: multiple answered allowed



# PC/CONSOLE MARKET OUTLOOK:

## What do you see as the biggest challenges for the PC/Console industry heading into 2026?



Note: multiple answered allowed



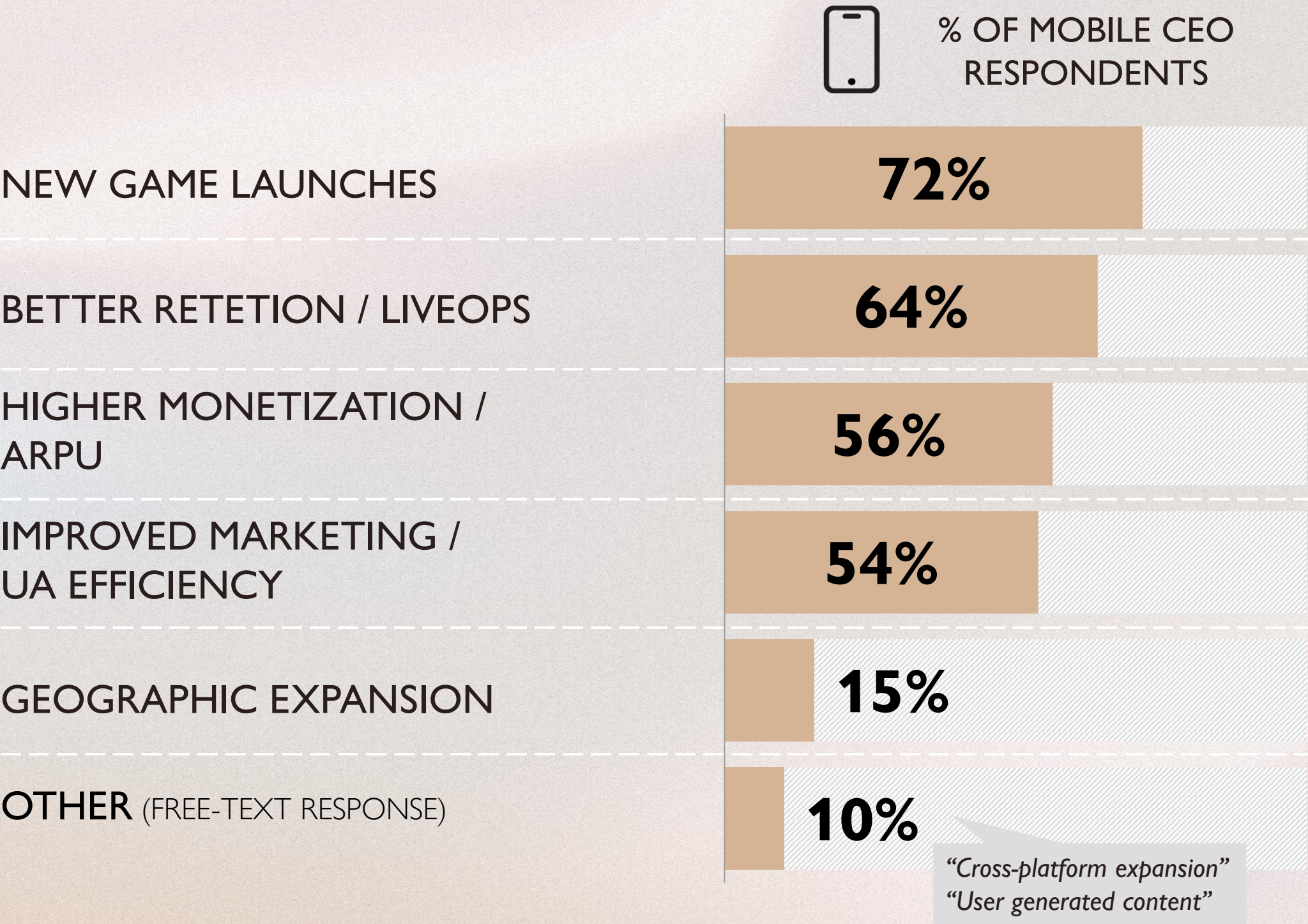


# COMPANY-SPECIFIC OUTLOOK



# COMPANY OUTLOOK:

## What are your company’s primary revenue growth levers for 2026?

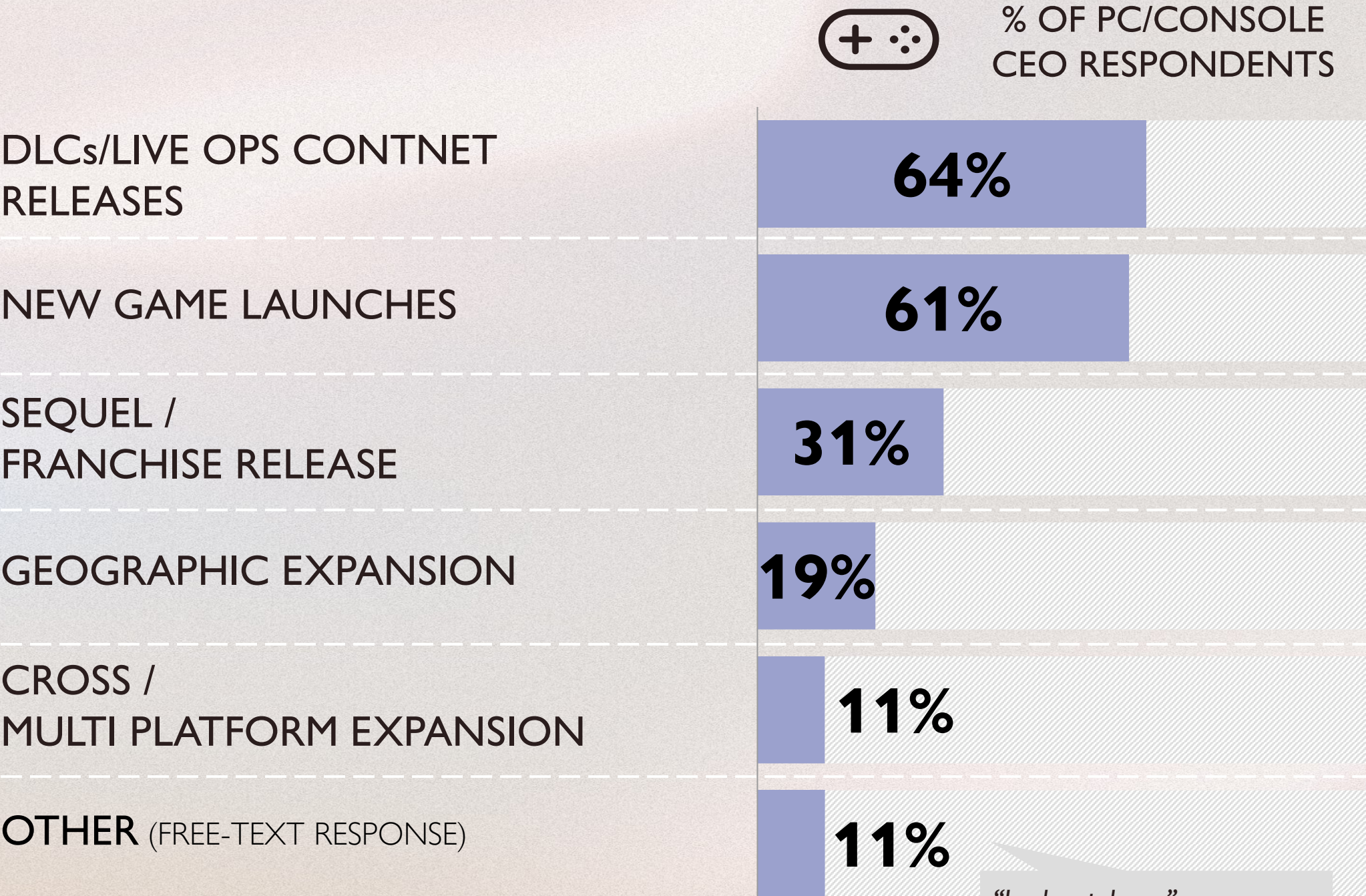


Note: multiple answered allowed



# COMPANY OUTLOOK:

## What are your company’s primary revenue growth levers for 2026?



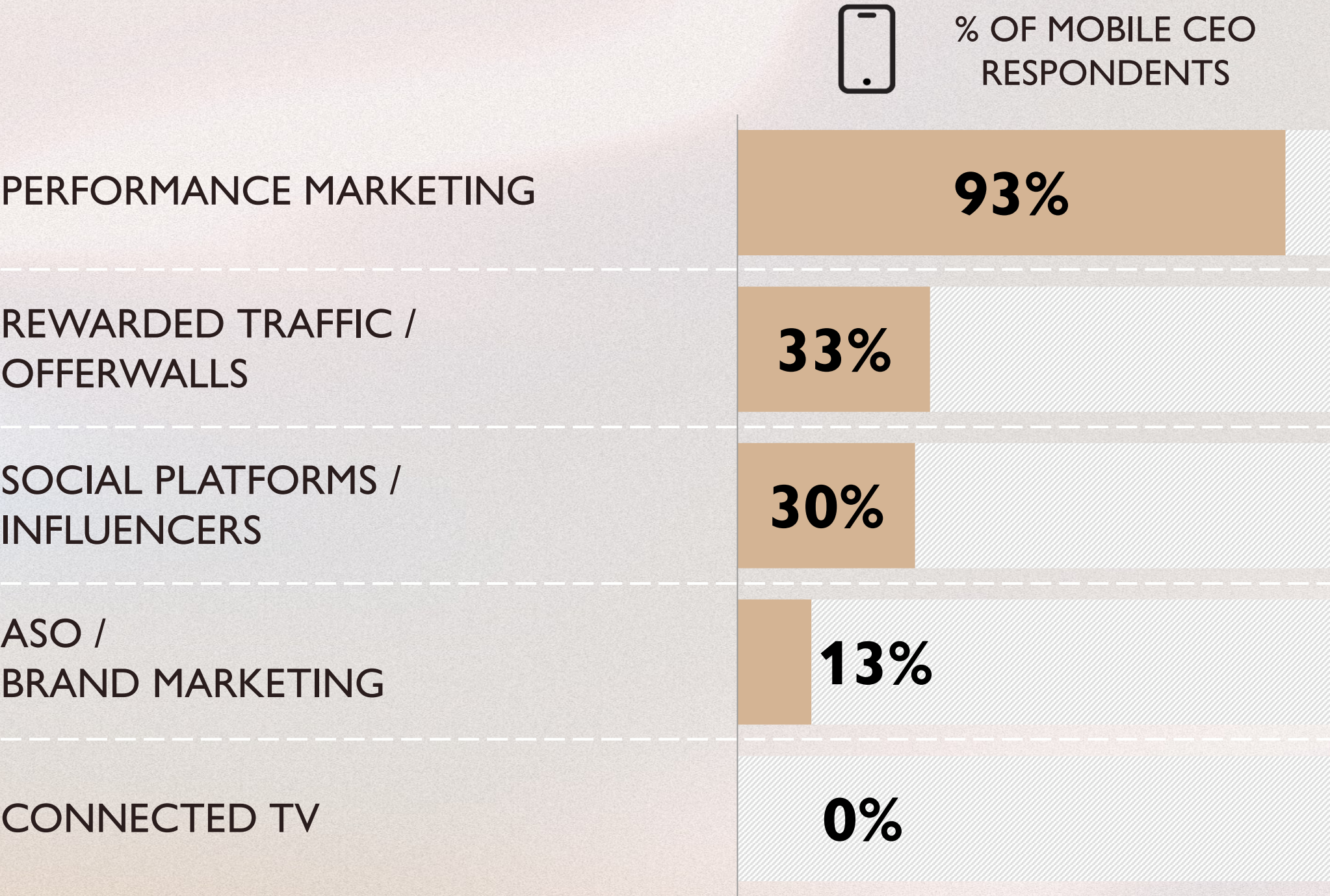
*“back-catalogue”  
“acquisition and optimization  
of other online games”*

Note: multiple answered allowed



# COMPANY OUTLOOK:

## Which marketing channels are you prioritizing in 2026?

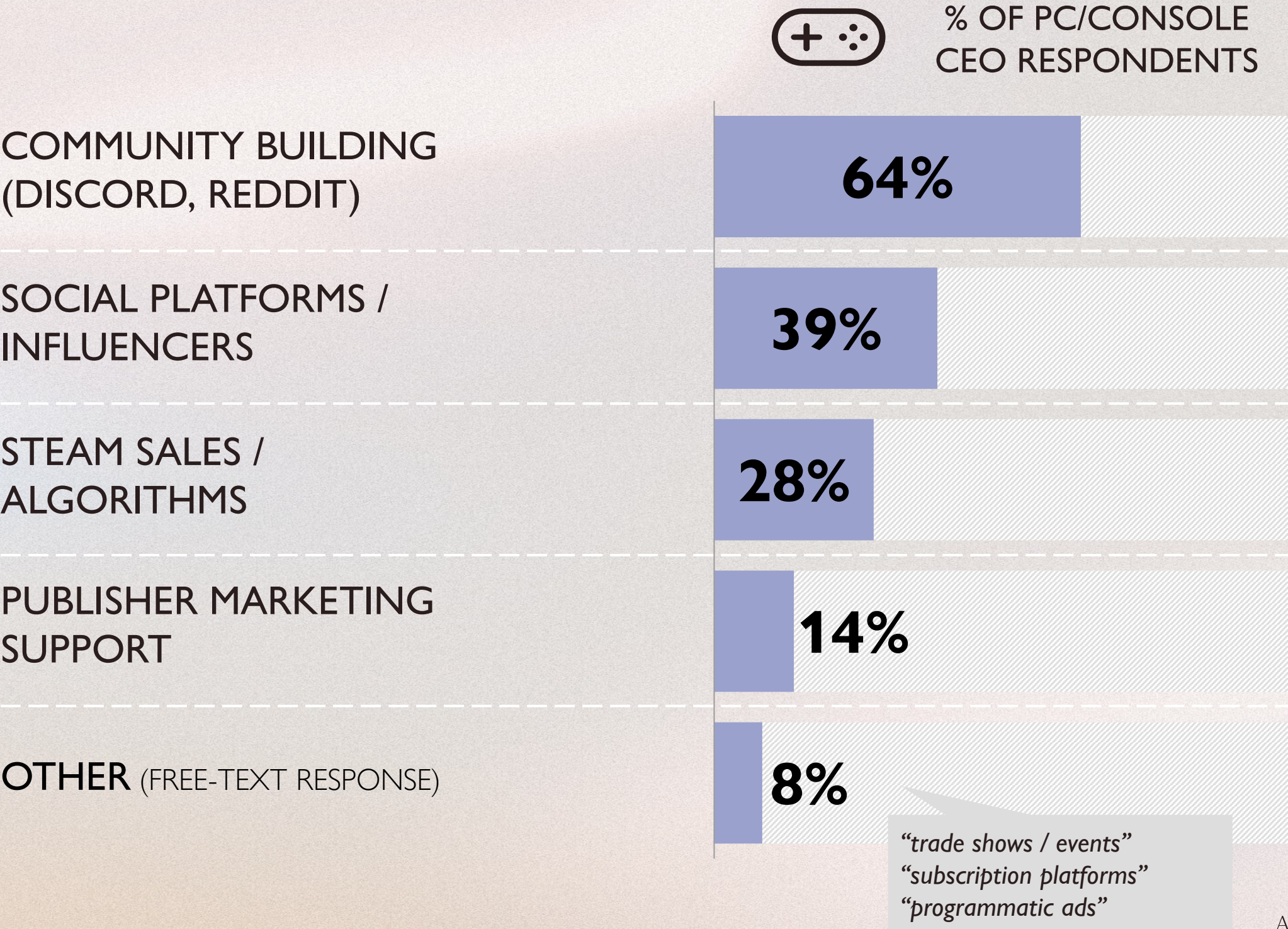


Note: multiple answered allowed



# COMPANY OUTLOOK:

## Which marketing channels are you prioritizing in 2026?

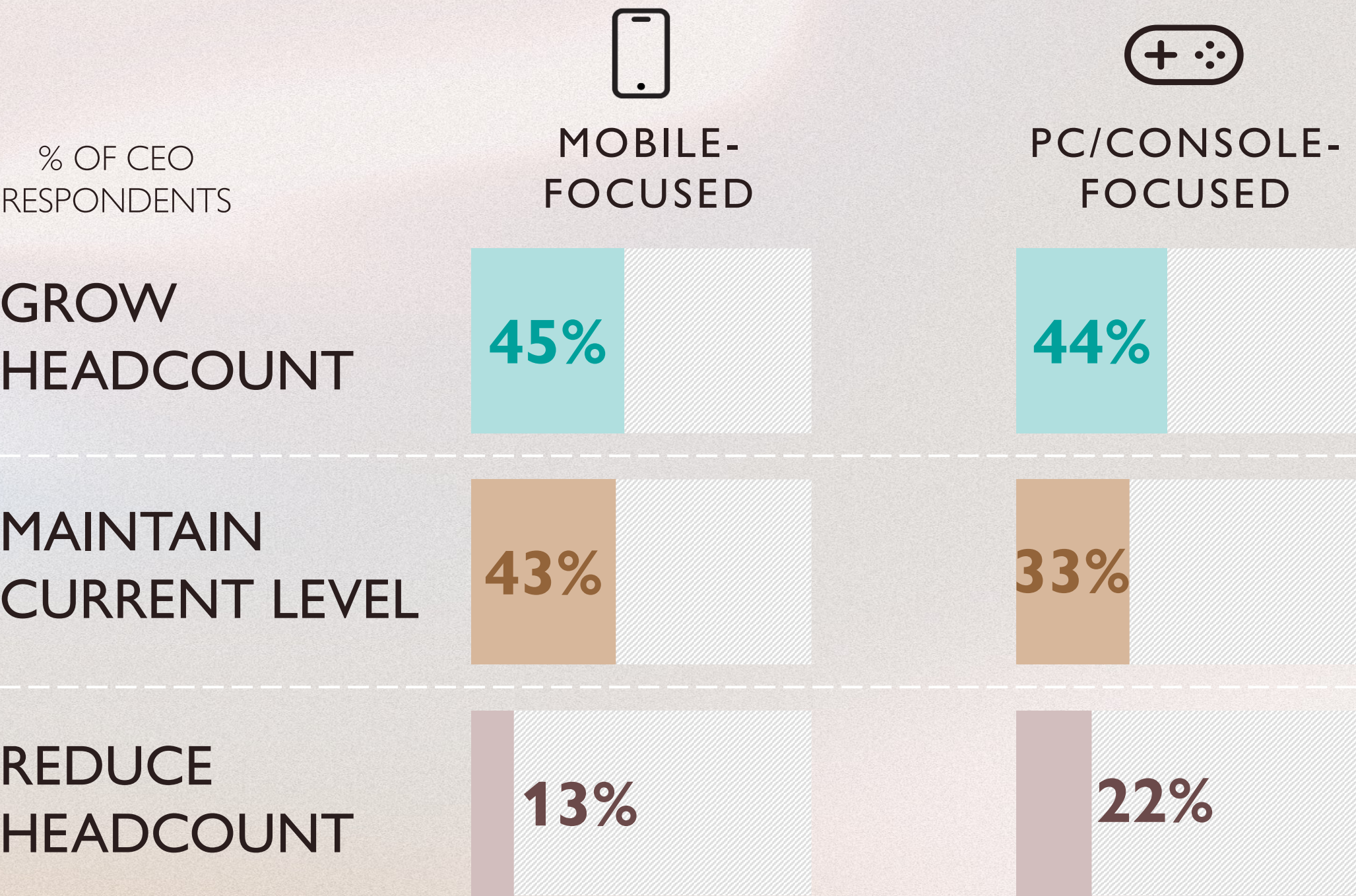


Note: multiple answered allowed



HR OUTLOOK:

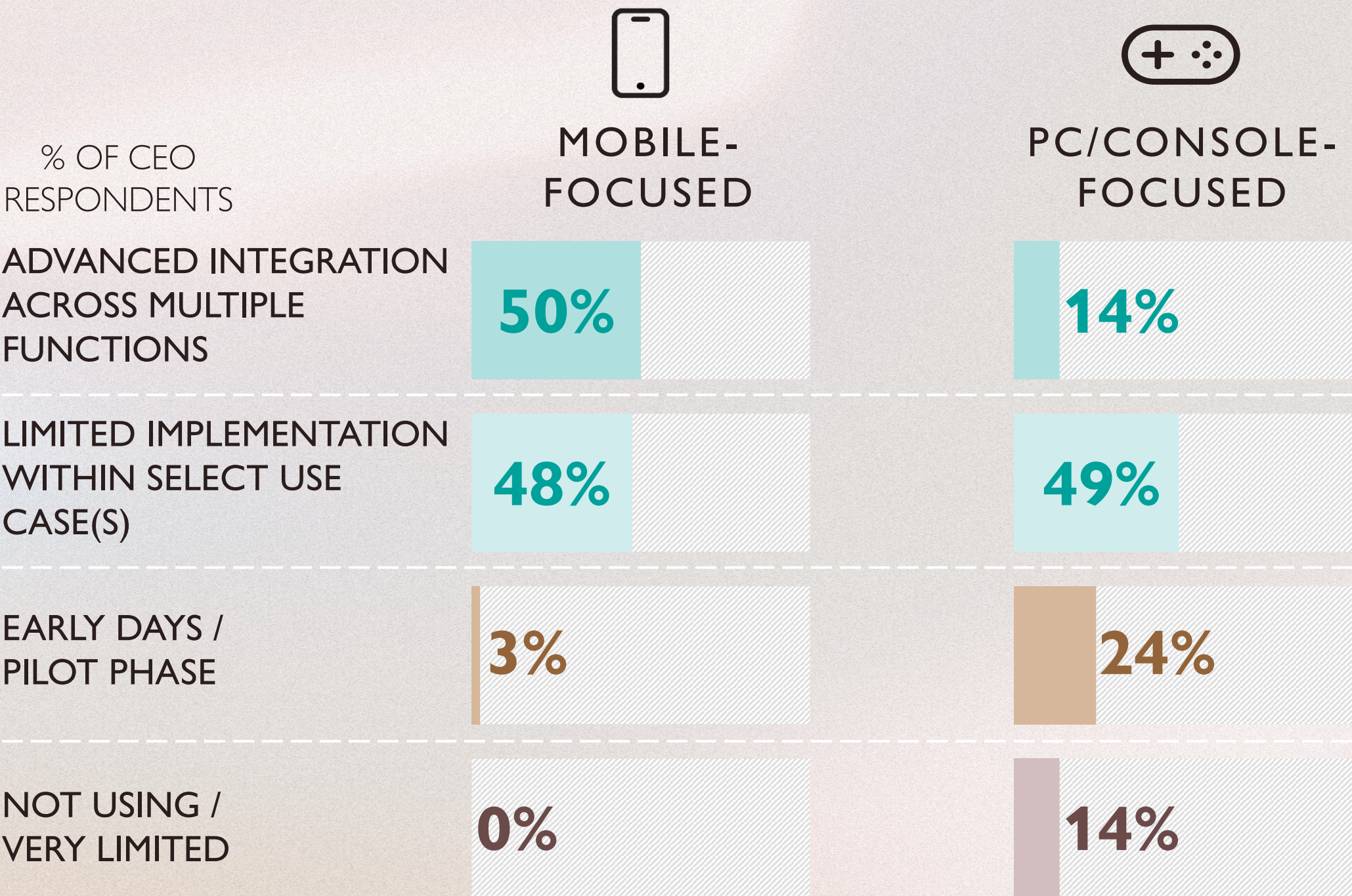
How do you anticipate your headcount to change in 2026?





AI STRATEGY:

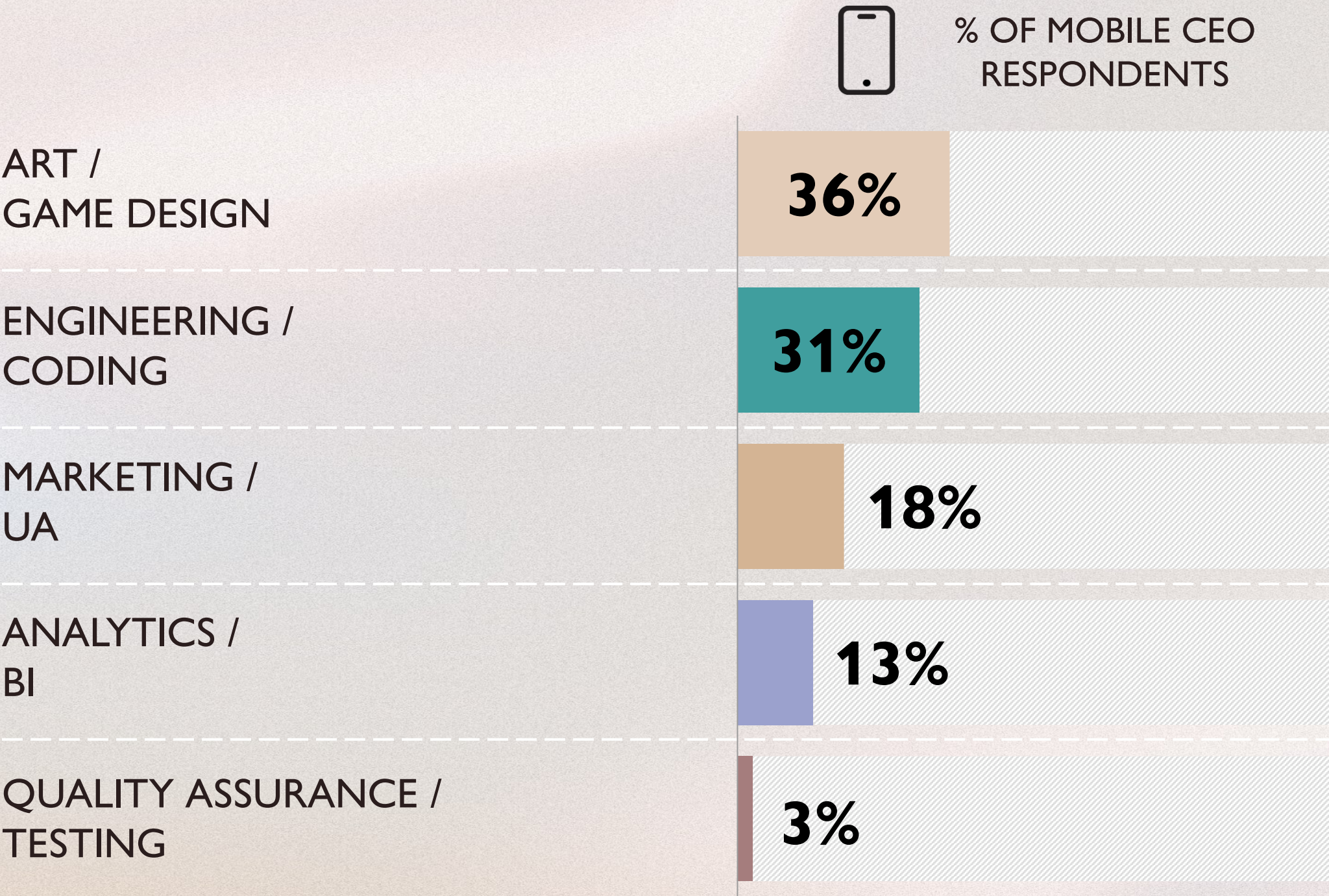
What is the current stage of AI adoption within your organization?





AI STRATEGY:

Where do you expect AI to deliver the most benefits to your business in 2026?

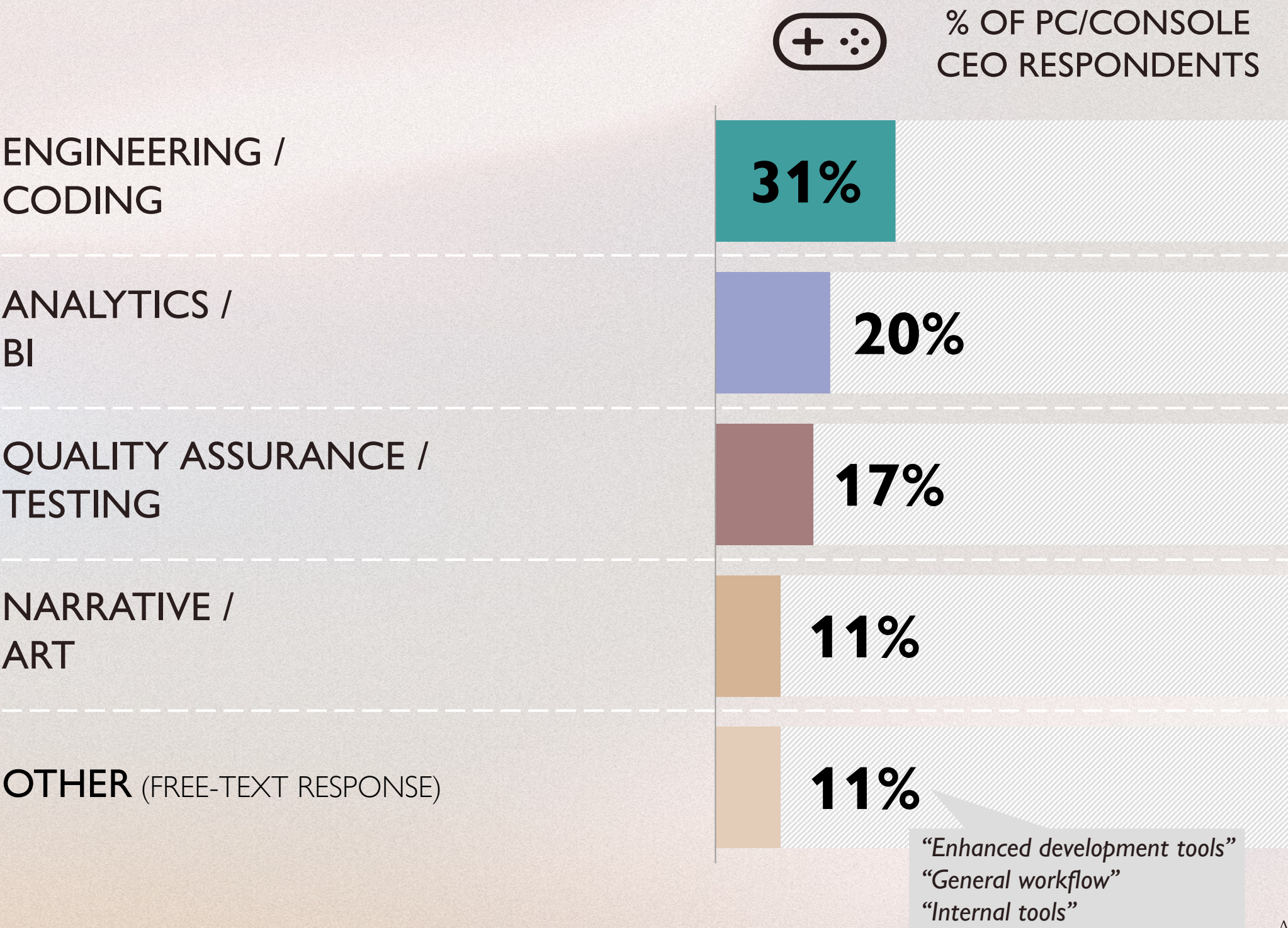


Note: multiple answered allowed



# AI STRATEGY:

## Where do you expect AI to deliver the most benefits to your business in 2026?



Note: multiple answered allowed





# Aream & Co.



# global, independent investment bank specialized in gaming and interactive entertainment

## COMPANY SNAPSHOT

105

M&A AND FINANCING  
TRANSACTIONS

\$38bn+

TRANSACTION VALUE

10+

YEARS SUPPORTING THE  
GAMING ECOSYSTEM

23

GAMING BANKERS

## WORLDWIDE COVERAGE



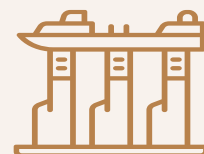
LONDON



SAN FRANCISCO



BERLIN



SINGAPORE



Aream & Co.

transaction activity in 2025

8

GAMING

TRANSACTIONS



Investment from

\$53+ million

November 2025



Blackstone

Debt financing to

August 2025



Sale to

\$800 million

July 2025



Sale of selected assets

to

\$53+ million

November 2025

\$4bn+

TRANSACTION

VALUE



Acquisition of

February 2025



Acquisition of

up to \$820 million

February 2025



Easybrain

Sale to

\$1.2 billion

February 2025



Sale to

February 2025

Note: Transaction values include upfront and earnout considerations



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