TM SDL UK Buffettology Fund

Monthly Insights – November 2026

Everplay: Back in the Game

As anticipation builds for the launch of *Grand Theft Auto VI*, a franchise that originated in Dundee in 1997, Britain's contribution to the global video games industry is once again in the spotlight. Another domestic success story, Everplay Group, formerly known as Team17, has also been making industry headlines and its shares have now more than doubled from their March lows.

Rather than betting heavily on a single blockbuster (*Grand Theft Auto VI* has reportedly cost over $1bn to develop), Everplay operates a diversified portfolio spanning three divisions. Team17 focuses on independent games; astragon specialises in simulation titles, and StoryToys develops children's games and educational apps. The group combines the development of its own intellectual property with publishing games created by external studios, offering exposure to a broad range of genres, platforms and audiences.

A key attraction of the model is the longevity of successful games. Digital distribution, downloadable content and releases on new platforms can allow titles to generate sales for years after launch. Everplay has more than 150 active titles, with its back catalogue accounting for around 75% of sales in 2025. This provides a foundation of established earnings, while new releases offer the potential for further growth and the occasional breakout success.

Despite these attractive characteristics, Everplay found itself severely out of favour with investors earlier this year which allowed the Buffettology fund to increase its holding when the shares were 211p and traded on a price to earnings ratio of just 8x. This valuation ascribed little value to Everplay's future release pipeline which would prove to be incorrect.

Hell Let Loose: Vietnam, the latest instalment in the established tactical shooter franchise, has sold over one million copies across PC and console. Meanwhile, *WARDOGS*, a 100-player tactical first-person shooter developed by Bulkhead and published by Team17, enjoyed a remarkable launch into Early Access on PC in September. It sold more than one million copies on its first day, passed two million in less than five days and has since surpassed three million copies sold.

The significance of *WARDOGS* extends beyond its initial sales. Early Access allows developers to continue refining a game with player feedback before its full release, creating the opportunity to build an engaged community and extend its commercial life. A console launch is planned for 2028, providing a further potential growth opportunity. While sustaining player engagement and converting the strong debut into long-term sales remain important challenges, the early response offers encouraging evidence of the potential to establish a valuable new franchise.

The success of these releases has led management to upgrade profit expectations twice already and we believe there may be more to come. Everplay has also increased its stake in Super Media Group, the owner of Bulkhead, from 20% to 28%, further strengthening its relationship with the developer behind *WARDOGS*.

The shares have responded by doubling from their March lows. However, at around 12x earnings, the valuation remains modest relative to the improved earnings outlook, leaving scope for further upside if the group continues to execute successfully.

Everplay is held by the Buffettology fund.

David Beggs

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