

AI IN MTG

MIDCORE

Moving beyond theory

Oliver Bulloss, CEO Midcore

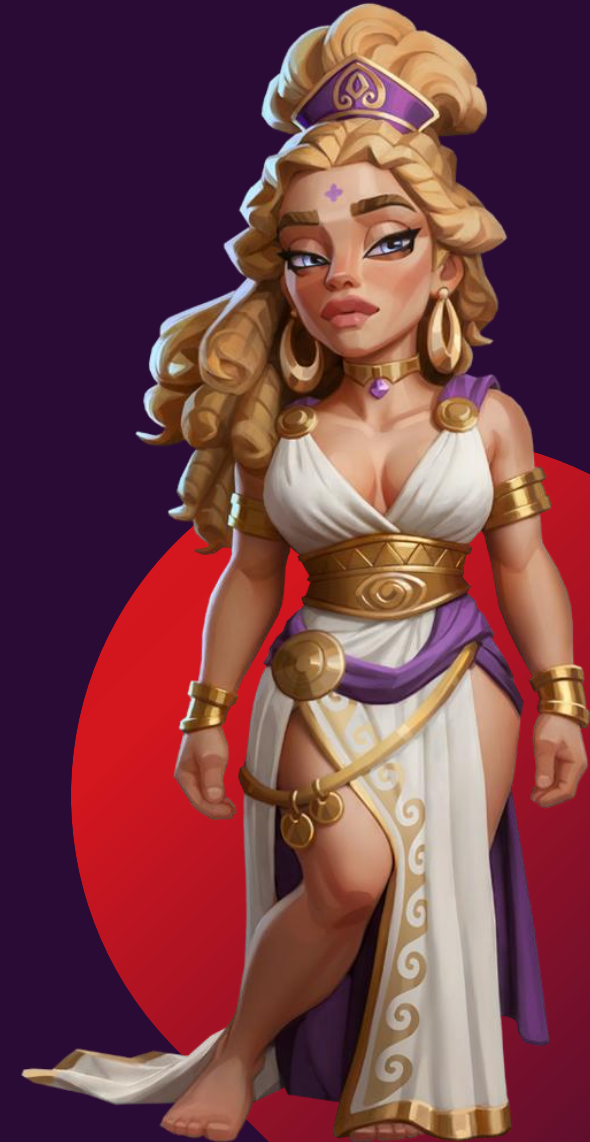
AI supercharges our execution and reinforces our competitive moat



“Low barriers to entry,
very high barriers to scale”

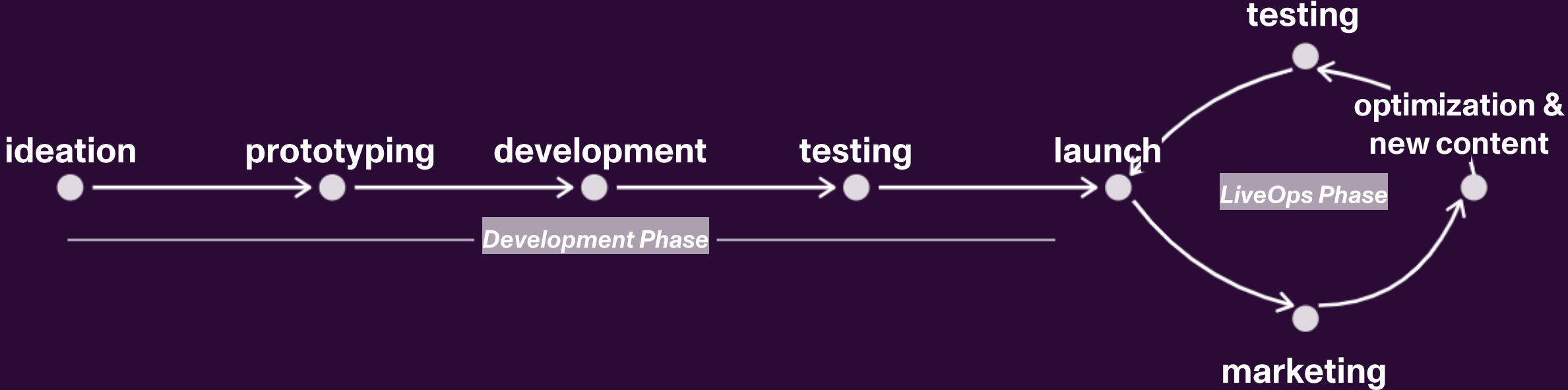
We win through

- + Trillions of data points
- + World class teams and creativity
- + Evergreen IPs with dedicated player bases
- + AI as a way of working, not just a tool



Notes: Image generated with the help of Midjourney and Scenario

The lifecycle of a game

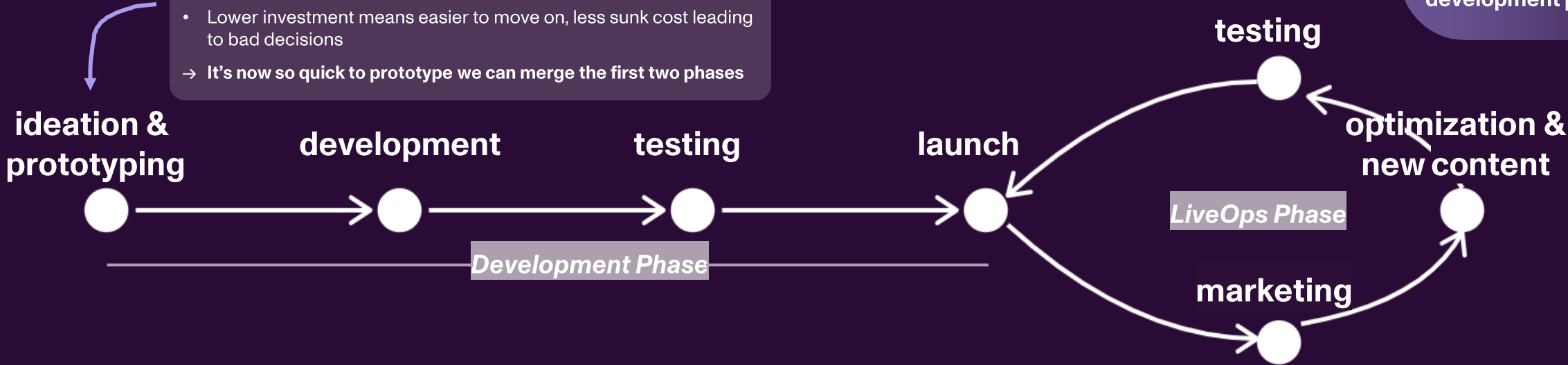


AI integrated into workflows across the entire lifecycle of game development



- Cursor, Claude Code, Nano Banana ...*
- Quickly create concept art in dozens of different styles and themes
 - 1 person teams create gameplay prototypes to find the fun
 - Lower investment means easier to move on, less sunk cost leading to bad decisions
- It's now so quick to prototype we can merge the first two phases

We utilise 50+ tools across the entire game development process



Notes: Tools listed are examples

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ideation & prototyping

development

testing

launch

testing

optimization & new content

LiveOps Phase

marketing

Development Phase

Claude Code, Agentic workflows...

- Smaller dev team
- More complete games at launch and faster time to market
- Leverage our data to help inform decisions based on real player behavior

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BigQuery AI agent + Claude MCP...

- AI agents test parts of the game and feedback based on player archetypes built from real data
- Analyze the AB tests we run
- Suggested tests

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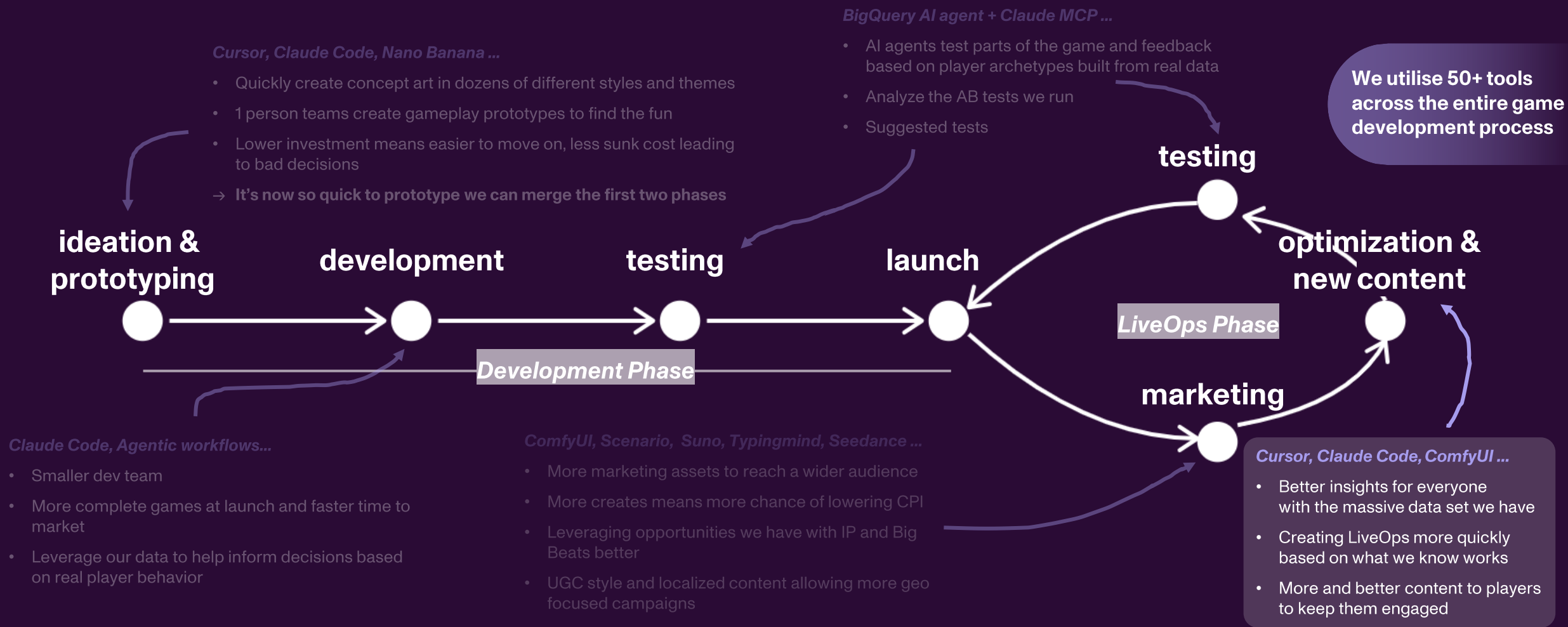
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ComfyUI, Scenario, Suno, Typingmind, Seedance ...

- More marketing assets to reach a wider audience
- More creates means more chance of lowering CPI
- Leveraging opportunities we have with IP and Big Beats better
- UGC style and localized content allowing more geo focused campaigns

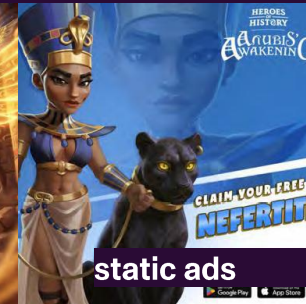
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Marketing asset creation has been revolutionized over the last 6 months. What would have taken months, now takes days.



Video trailer before AI

\$80k-\$100k

2-3 months

Video trailer with AI

1 person

\$1k tokens

2 weeks

Cost savings: UP TO 99%

Time savings: ~80%

Data and Analytics have always been at the core of what we do, with AI it's more important than ever

- Across the Midcore District we have trillions of data points on our players' behavior
- In the past analysts and data scientists would be needed to find patterns and answer questions, that's changed
- By adding AI into our data, we're opening those insights to anyone in the team, and for the analysts we're freeing up time to focus on the areas that really need them

4B+

new data points per day

THOUSANDS

of different graphs

10,000+

terabytes of data

BigQuery AI agent + Claude MCP lets the whole team leverage our proprietary data to find insights and make better decisions



User asks a **question** about the data
What play habits do we see in different users spend cohorts when we run different event types with different themes in the last 2 years?

The agent returns **results** in **tables or charts**
Data visualization in tables and graphs

The agent provides **insights** based on the **results**
Insights comparing game 1 to other games in portfolio & suggested follow up questions

The system lets the user select from a set of inhouse designed agents with distinct skills:
Example Agents: Marketing Analyst, LiveOps Expert, Game Analyst, Financial Analyst, Data Science Modeler ...

Before AI
Analysts a bottleneck
Complex requests 2-5 days

With AI
Everyone is in the data
1 day or less

Time savings: ~75%

Merge Gardens able to add a new event in record time



- Proof on Concept made with 100% AI art and code by 1 designer
- Software engineers acted as code editors
- Positive KPI results when released in the game
- Paves the way for quick content cycles and more varied player experiences



• From prototype:
100% AI code, 100% AI image gene

To final version:
AI assisted art and background creation



Before AI

Full team
Up to 7 weeks

With AI

1 person
~1 week

Time savings: ~80+%

New games are being developed with an AI first approach allowing for quicker iteration and AI integration



5 new games started in 2026 with an AI first approach

AGENTIC

workflows with different specialized agents delivering complex tasks

SMALL TEAMS

focused on delivering quickly

MULTIPLE

new game ideas simultaneously to give more opportunity to succeed

NEW TOOLS

build quickly by AI for the exact needs of the team and game

In our studios AI has become a key part of the day-to-day workflow in many areas

- Leaders are rethinking what the right shape of a game team is in the AI Age, especially for new games
- AI technology moves quickly we are continuing to explore and change how we work
- Utilizing AI is not only about the tools it is also about how we work with AI
- We are a leading adopter of AI in Europe and will continue to innovate



Q&A