



ARTS

12

Our Current Reality

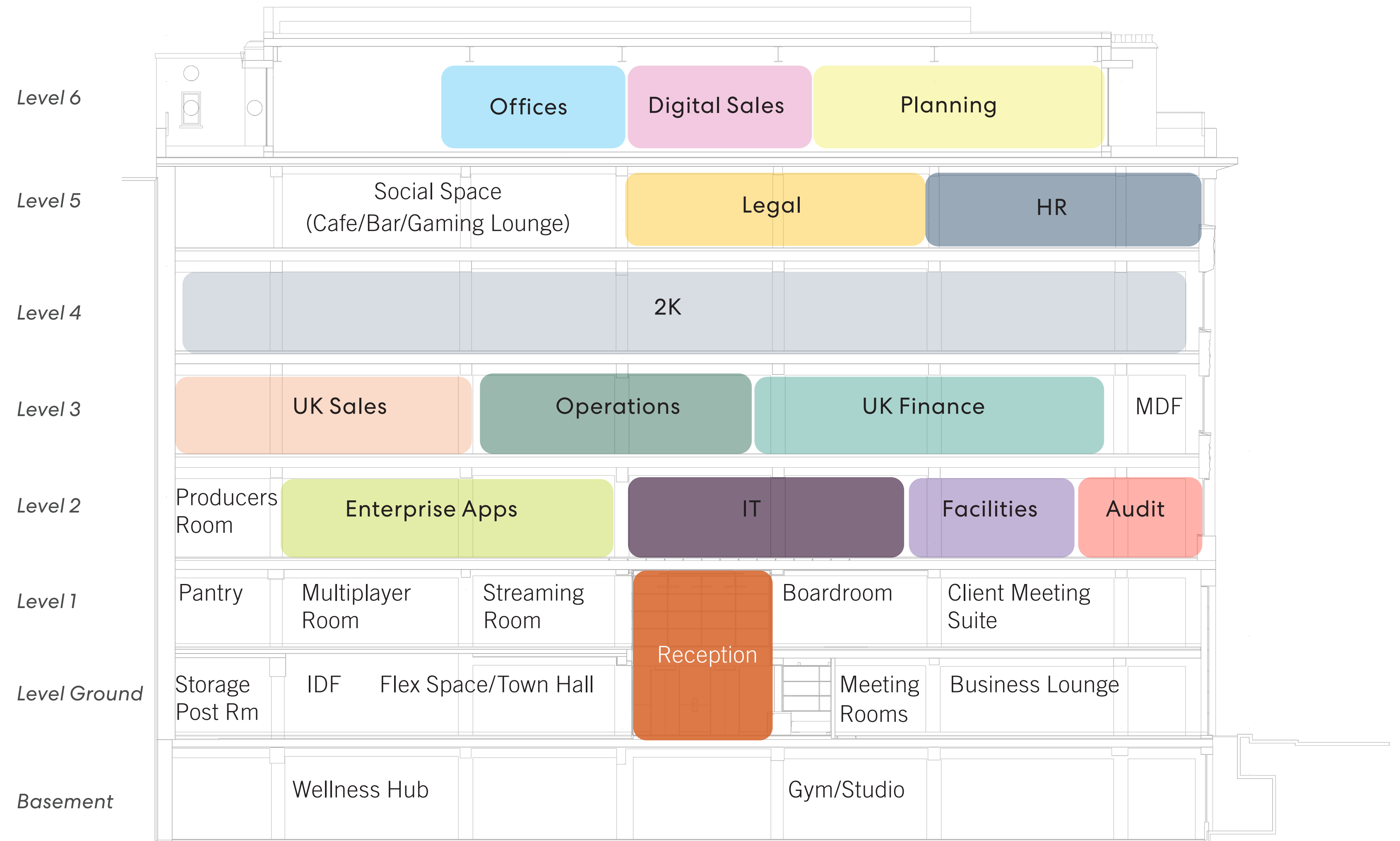
London Move

Q2 2021

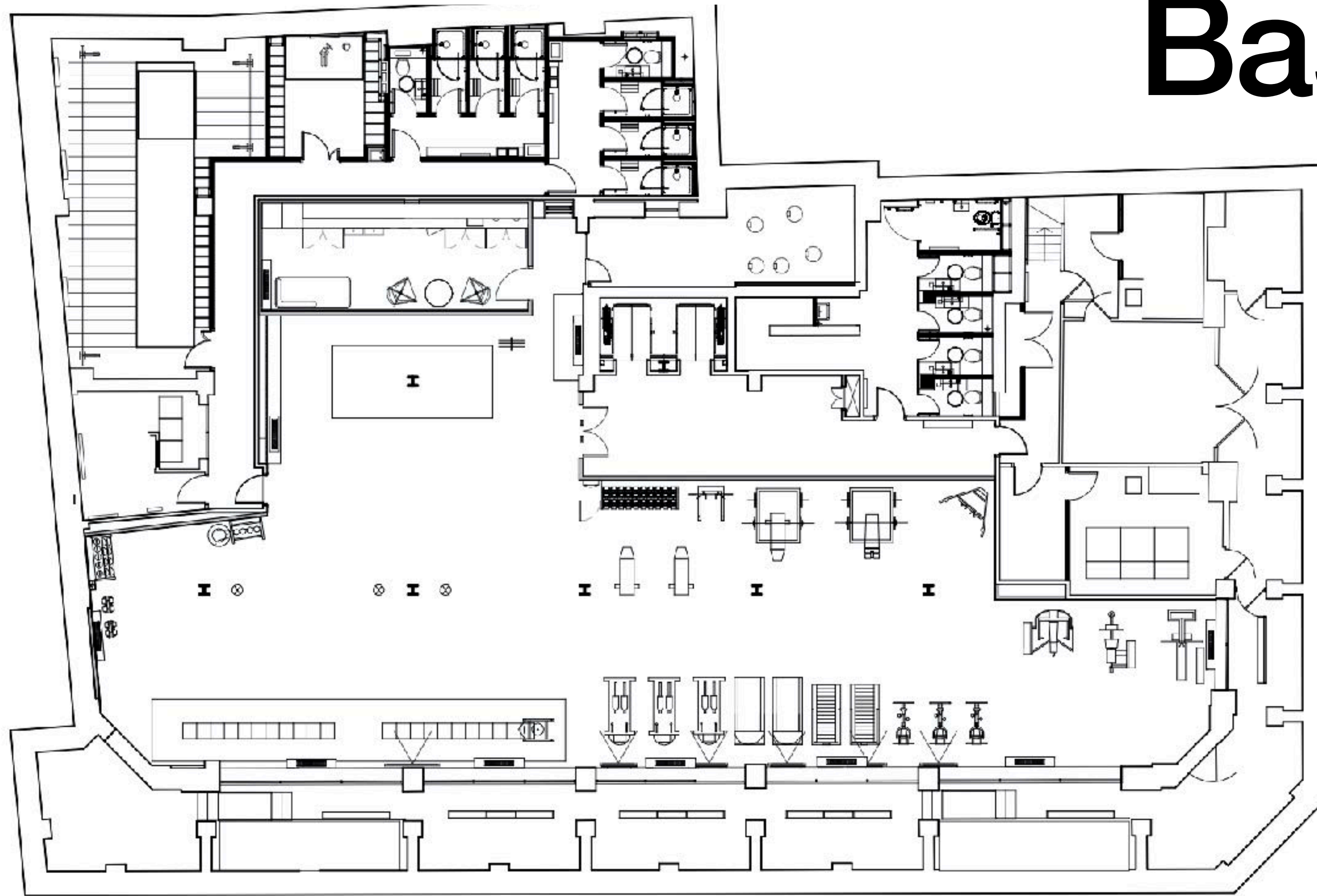
Jan-March



Building Stack



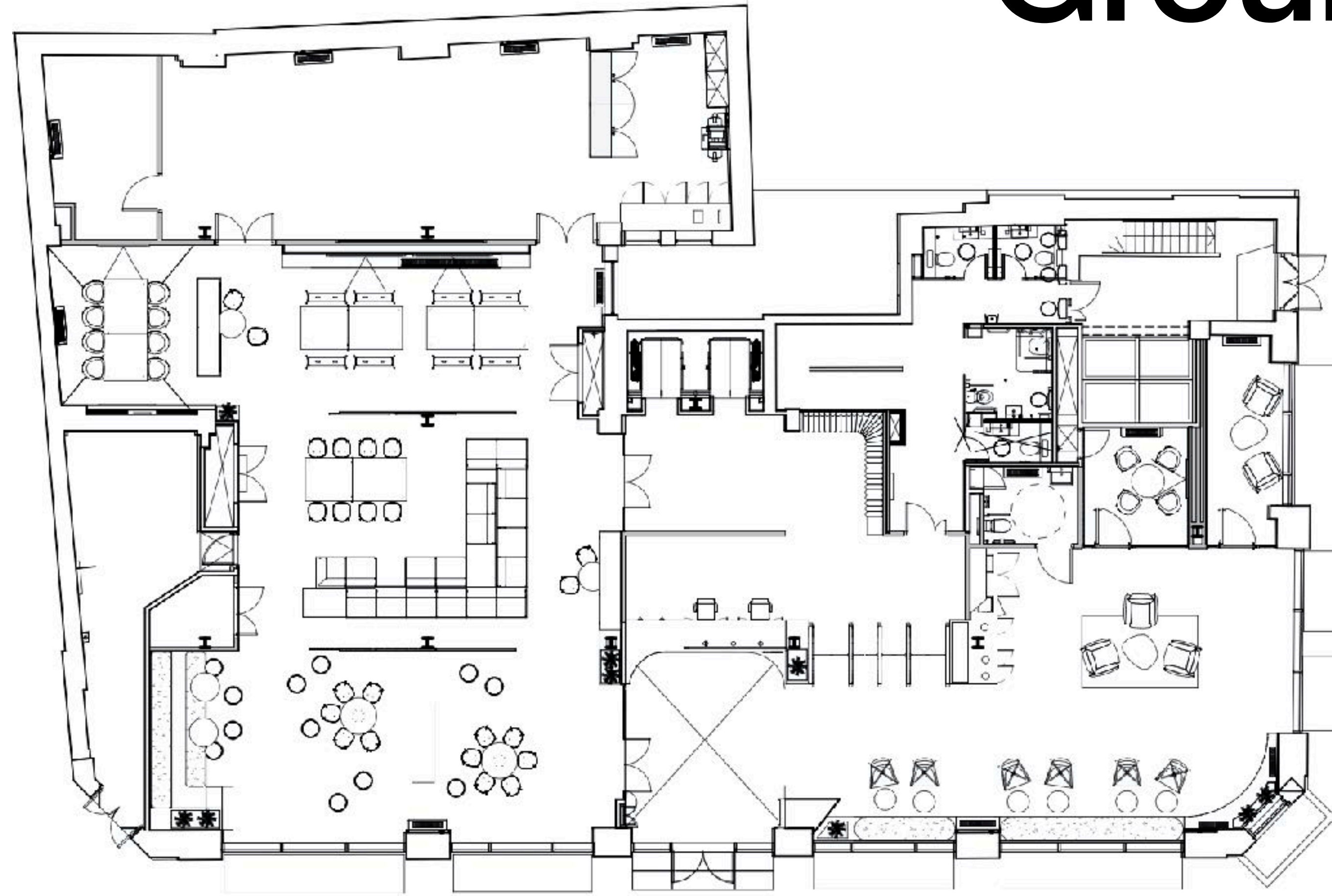
Basement



Gym & Yoga Studio | Wellness Room | Showers |
Bike Storage | Electric Bike Charging



Ground Floor



Reception | Town Hall Space | Collaboration Zones |
Telephone Rooms | Storage and Post Room





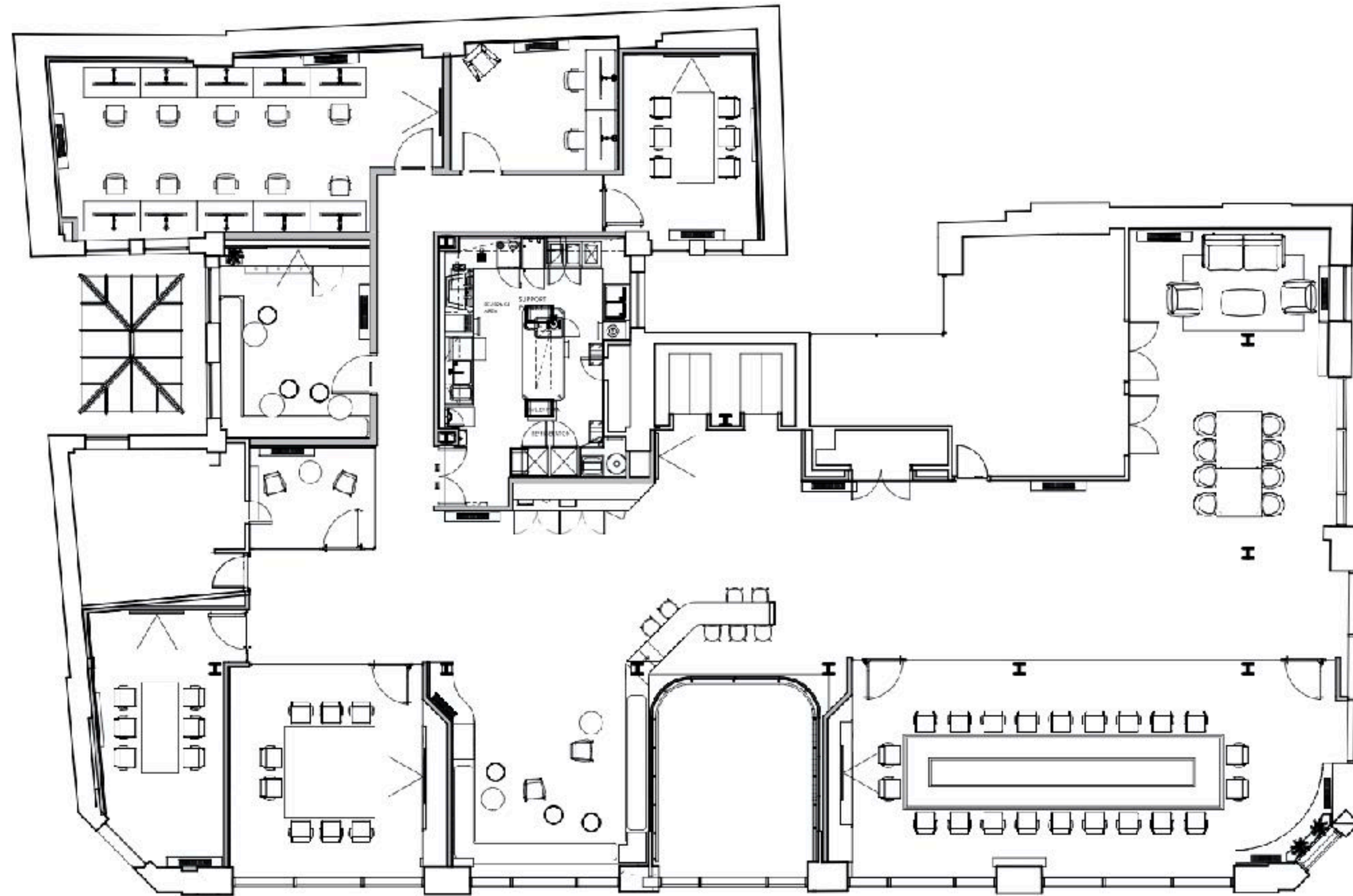








First Floor

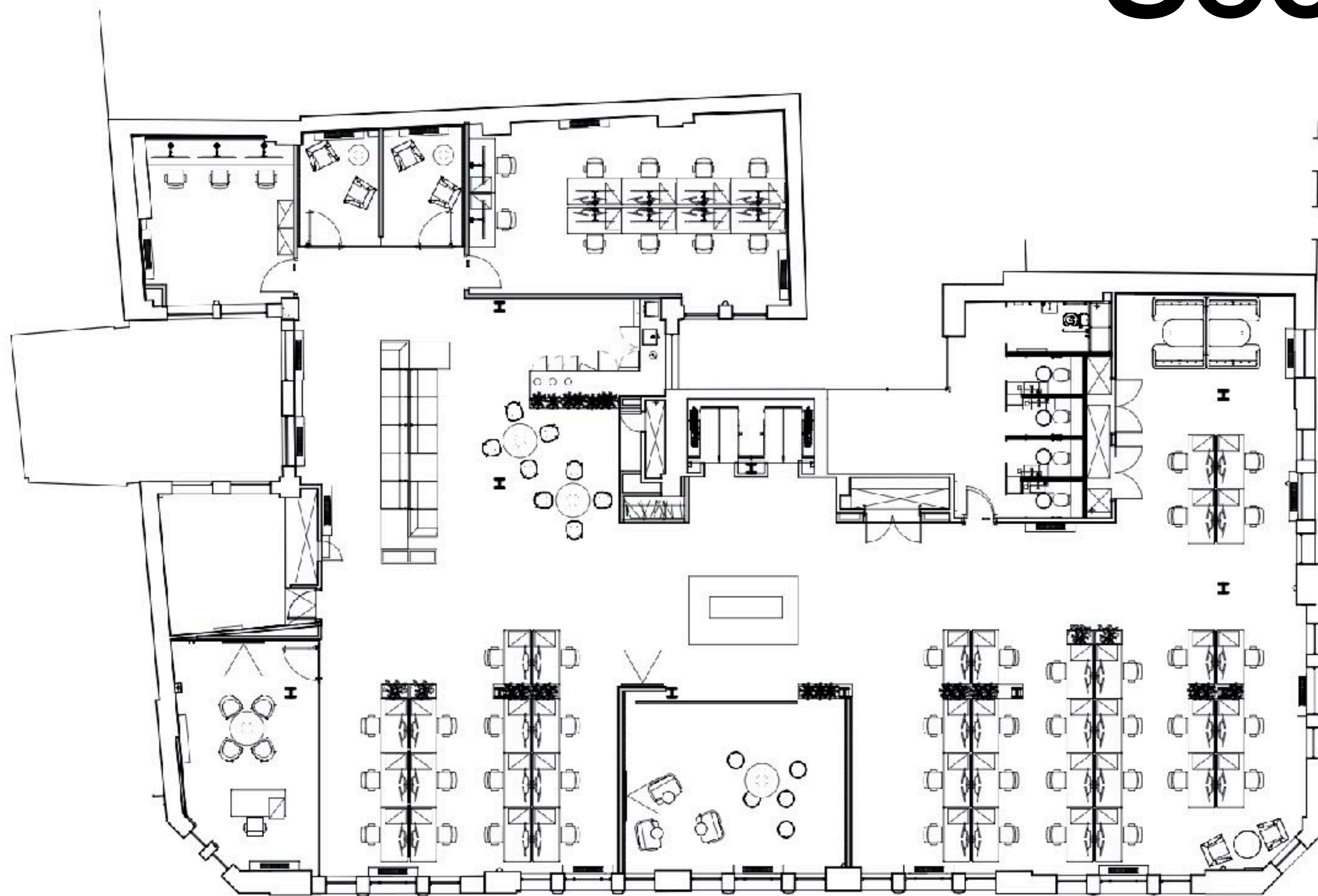


Board Room | Meeting Rooms | Demo Lounge | Streaming Room | eSports Suite | Events Catering Kitchen





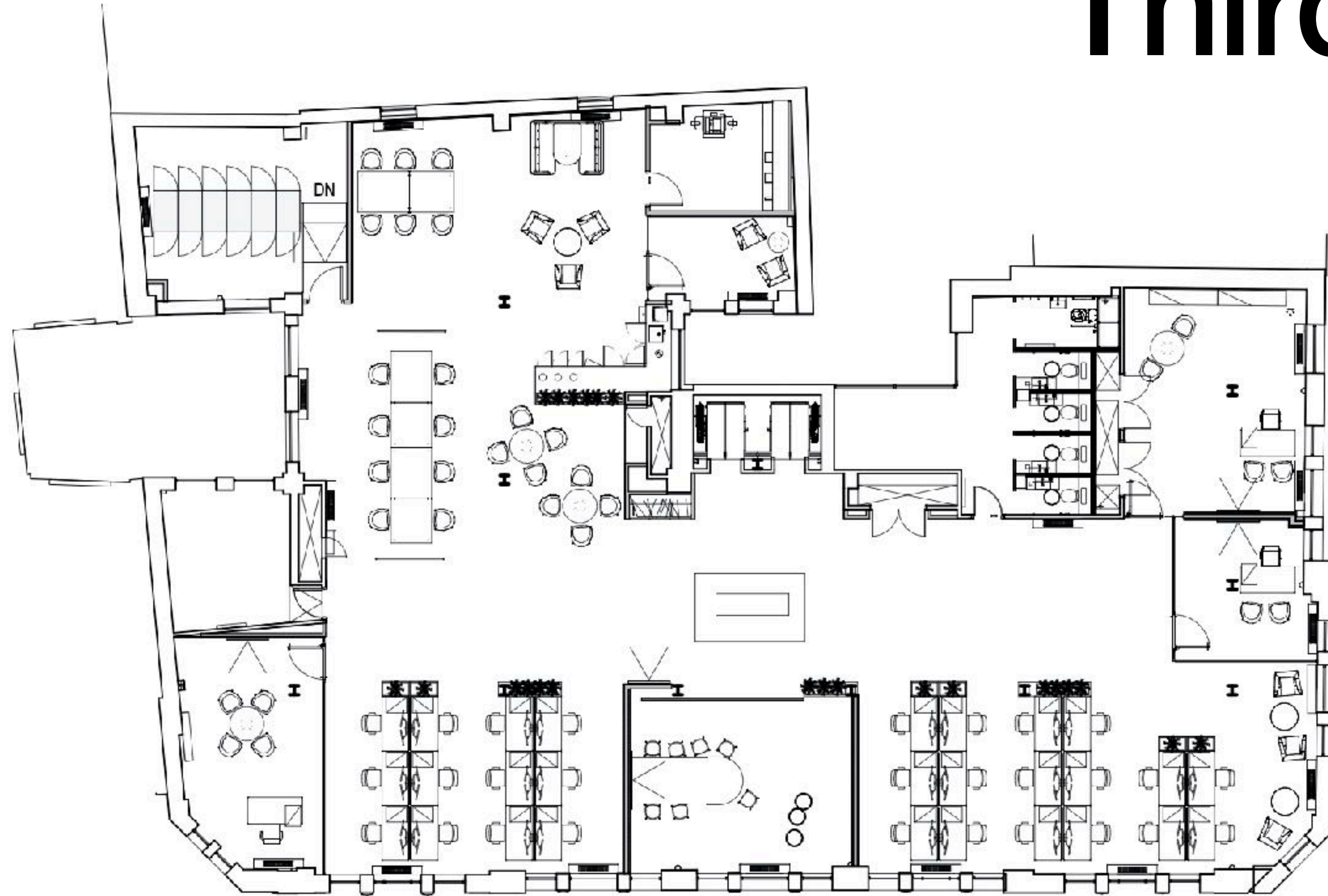
Second Floor



2K Producers | Enterprise Apps | Operations | Collaboration
Space | Audit | Facilities | Collaboration Space



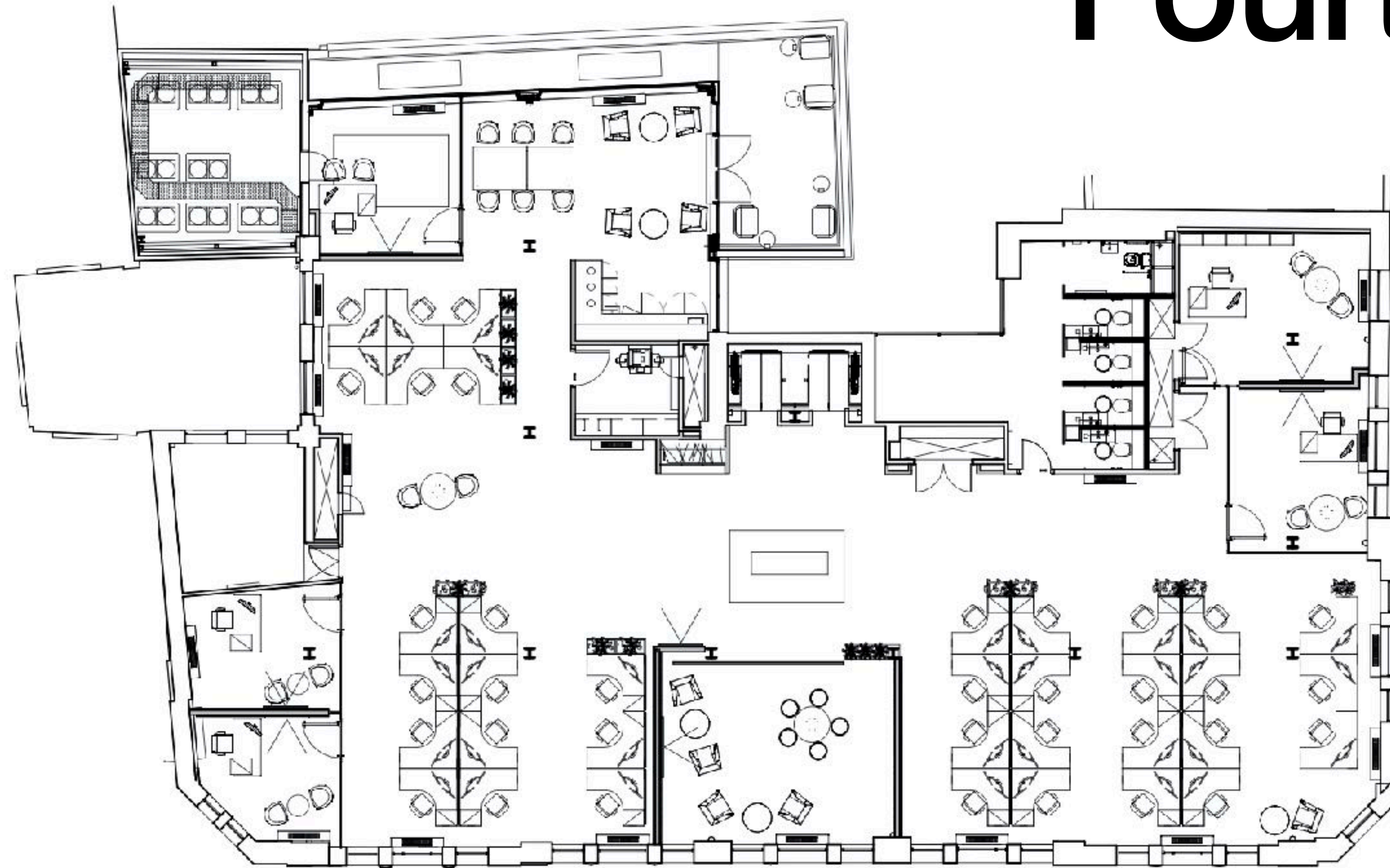
Third Floor



UK Sales | UK Finance | Operations | Collaboration Space



Fourth Floor



2K Commercial | 2K Marketing | Collaboration Space |
Outdoor Terrace

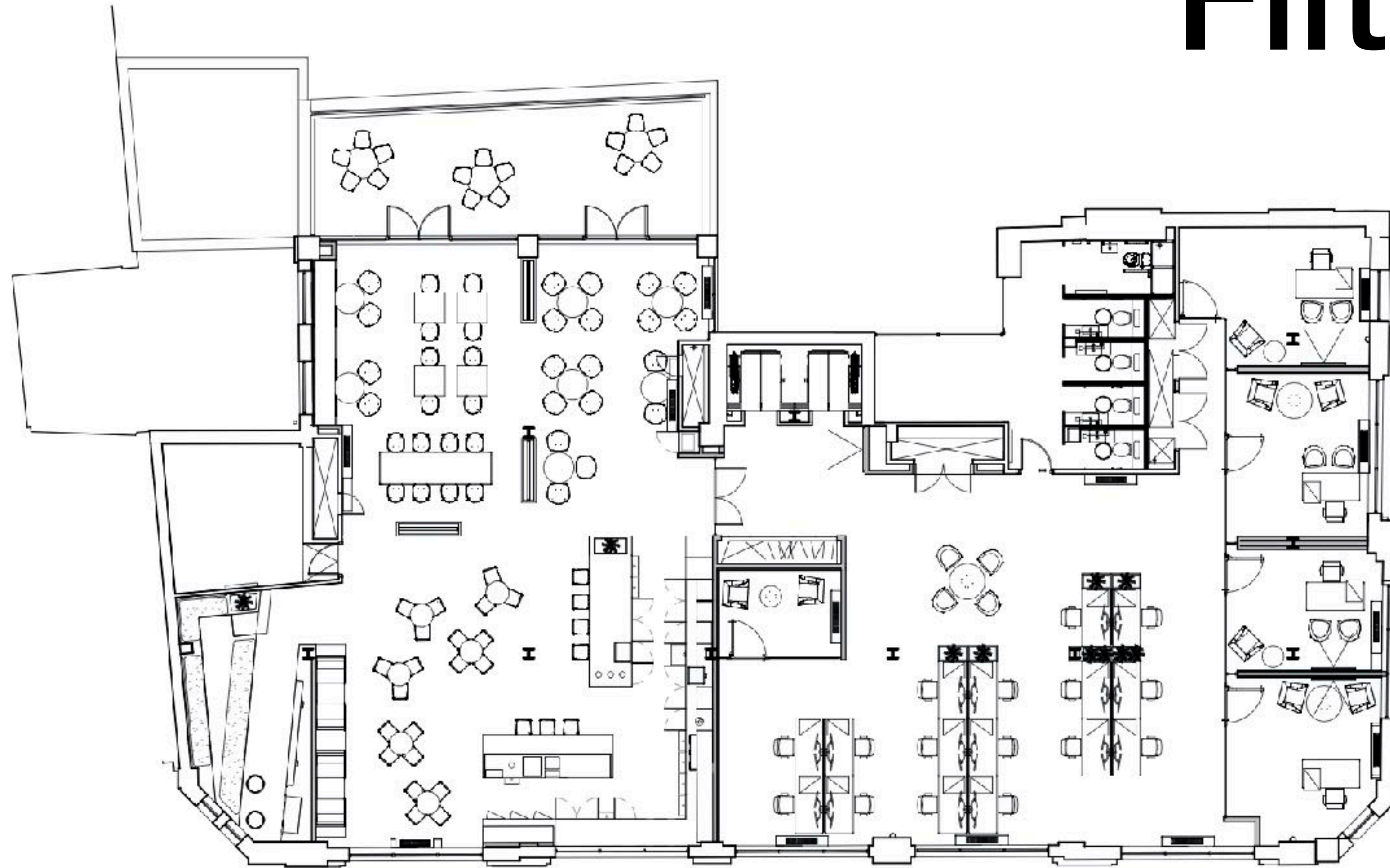


Marketing Why + How To

- 1 The Triangle of Content Creation
 - Bad HTML
 - No HTML
 - Slow HTML
 - Limited Resources / Skill / Motivation
- 2 Yay, Muddled!
 - Plan, Test, Learn, Repeat
 - Connect, Convert, Retain
 - Test, Analyze, Iterate
- 3 Tools + Process
 - Write, Rep, Edit, Publish
 - Review, Approve, Distribute
 - Content, Analytics



Fifth Floor



HR | Legal | Lunch/Break Space | Bar | Tiered Gaming
Zone | Outdoor Terrace

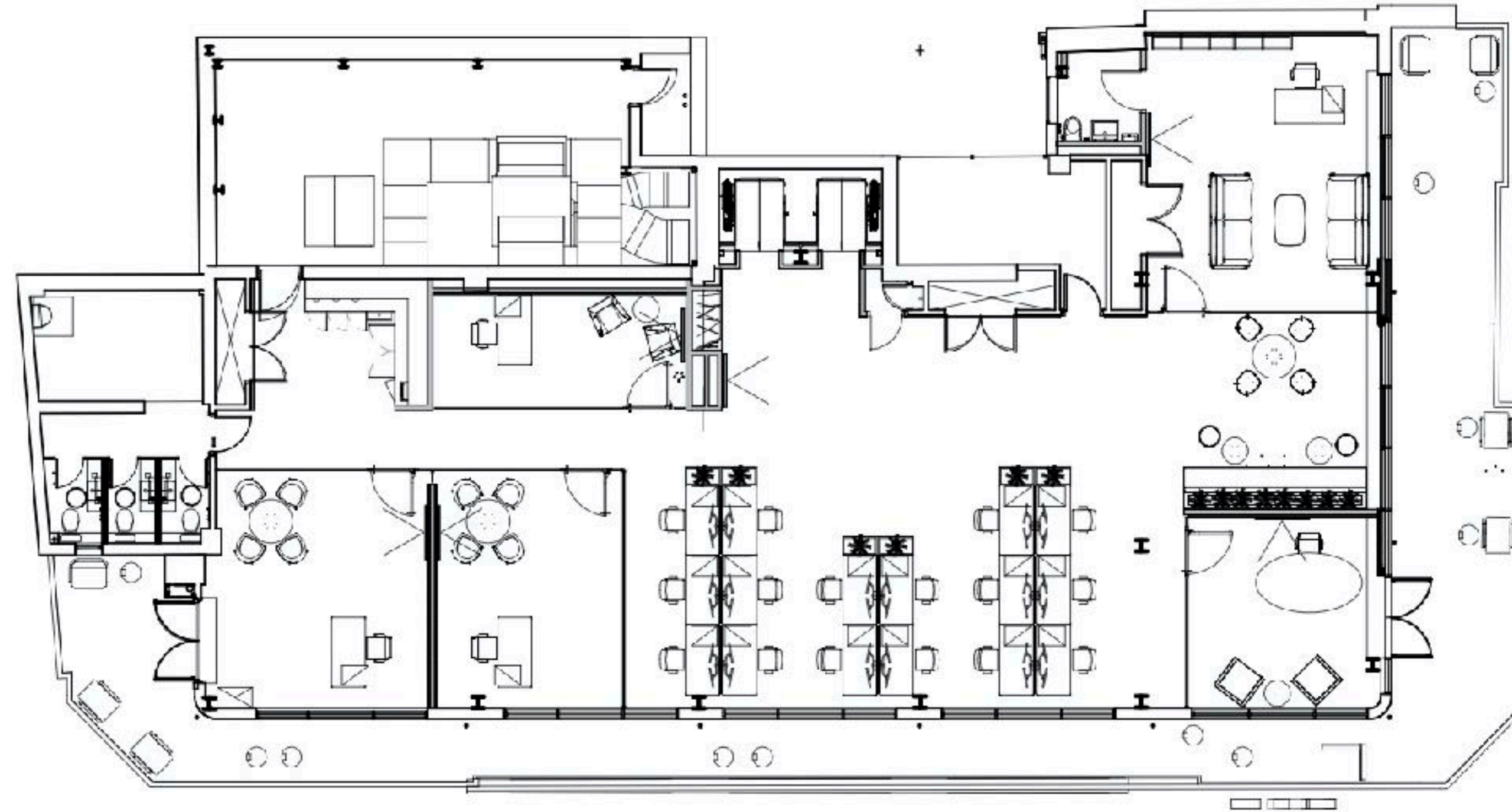




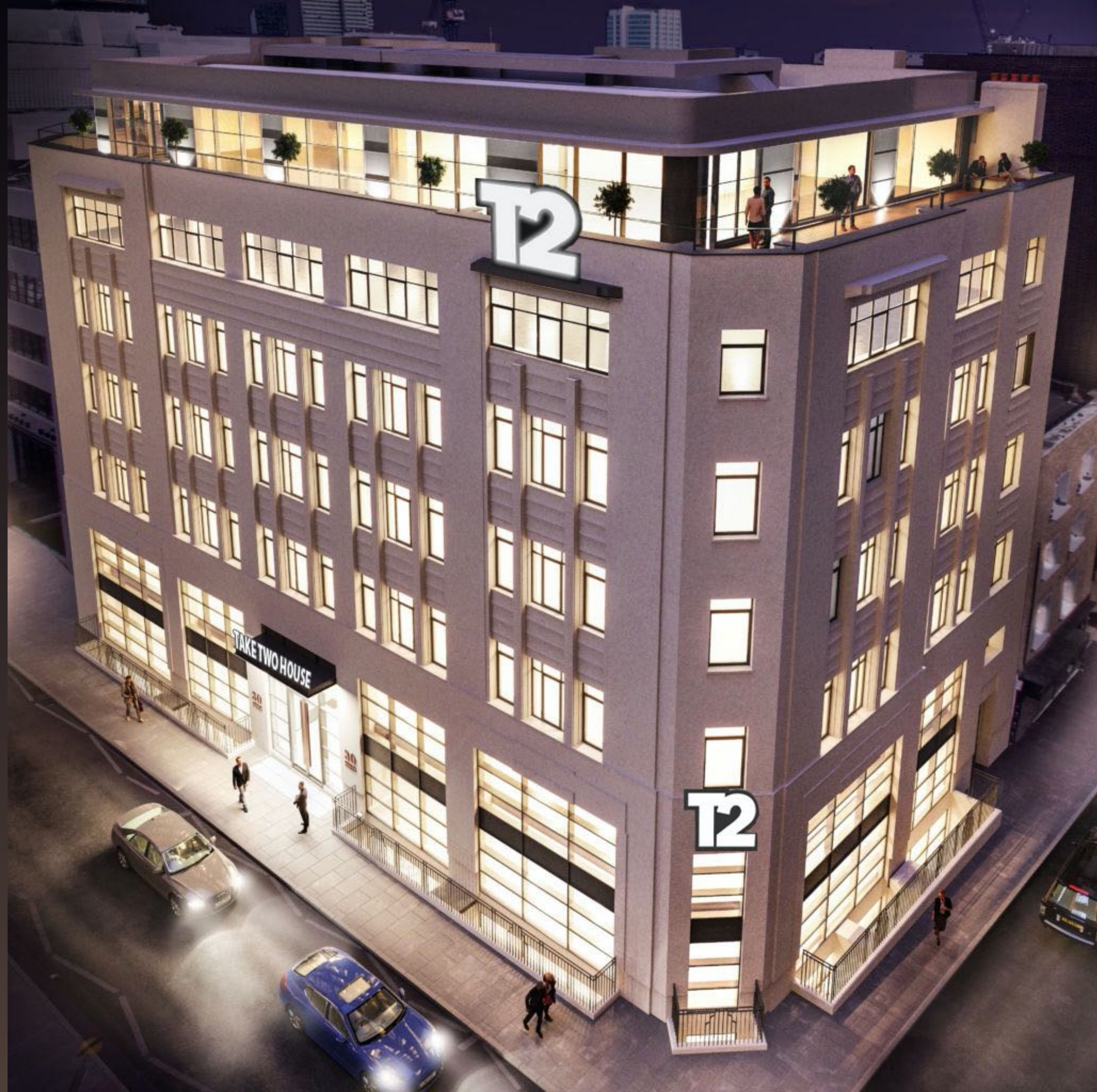




Sixth Floor



Digital Sales | Planning | Outdoor Terrace



T2

TAKETWO HOUSE

T2

**A space where we will
collaborate, innovate
and socialise**

T2