



SILENT HILL 2

Retail Presentation / May 2024

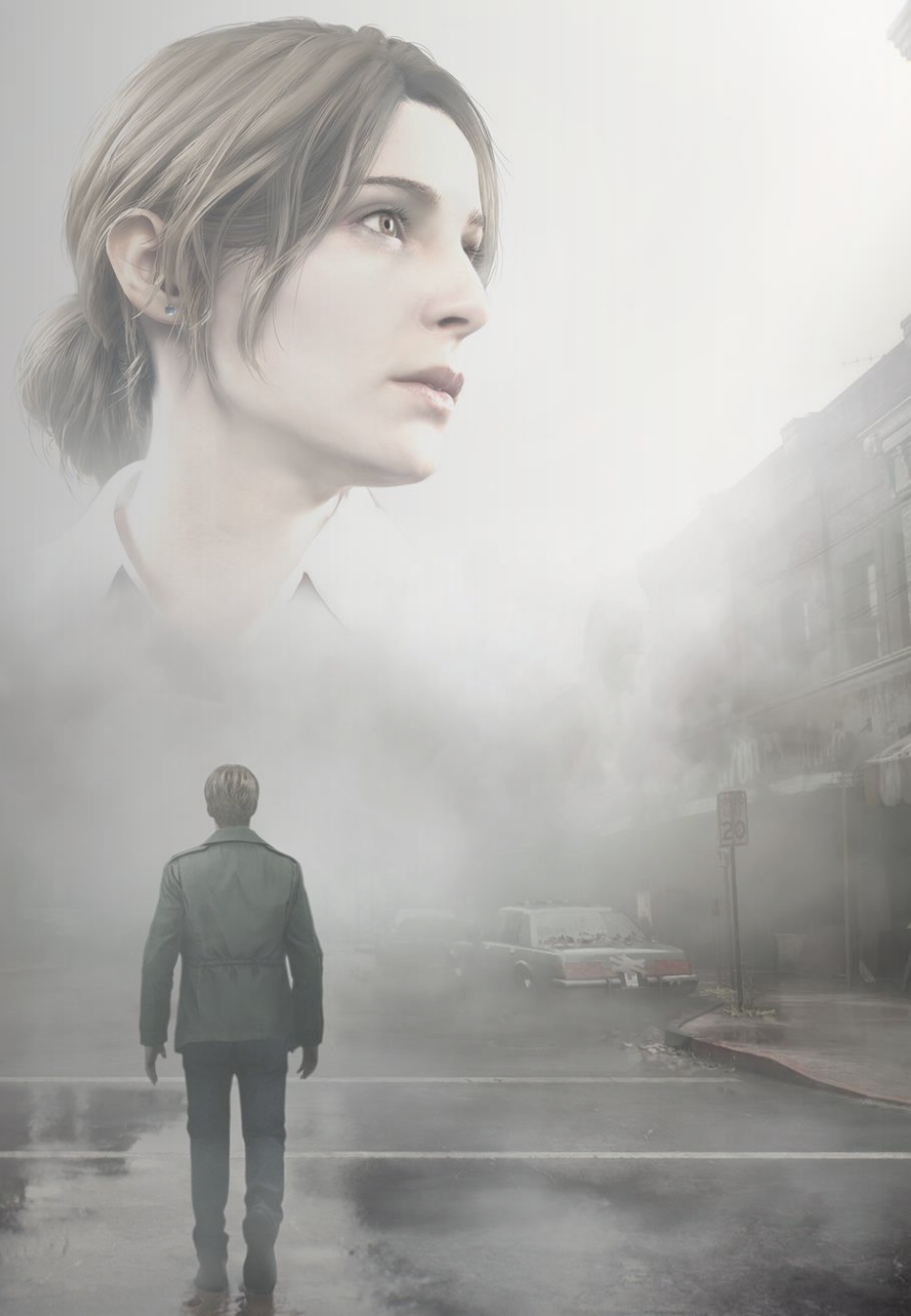
Dear Partners

In my restless dreams, I see that town... SILENT HILL

Experience a master-class in psychological horror—lauded as the best in the series—on the latest hardware with chilling visuals and visceral sounds.

We hope you are as excited as us about the return of this beloved franchise. Thank you sincerely for your ongoing support, and for all the work you, our distributors and retail partners, do.

Please reach out if there's anything you need!



Product Overview



This game is a full remake of the original SILENT HILL 2, first released for PlayStation®2 in 2001.

Often considered the best in the SILENT HILL series, and a favourite for psychological horror fans, SILENT HILL 2 is back, now powered by cutting edge technology.

| | |
|--------------------------|--|
| Title: | SILENT HILL 2 |
| Developer | Bloober Team |
| Publisher | KONAMI (Konami Digital Entertainment) |
| Platform | PlayStation®5, PC (Steam®) |
| Region | Worldwide |
| Release Date | October 8th, 2024 |
| Genre | Psychological Horror |
| Age Rating | PEGI 18 / USK 18 / ACB Mature 15+ / GCAM 18 |
| Sales Pattern | Full release (No MTX). Digital & Physical. |
| Price (SRP) | Physical Standard: €69.99 / £59.99 Digital Standard: €69.99 / £59.99 - Digital Deluxe: €79.99 / £69.99 |
| In Game Languages | English (Voice and Text), French, Italian, German, Spanish (EU & LatAm), Polish, Russian, Chinese (Simplified & Traditional), Japanese (Voice and Text), Korean, Brazilian Portuguese |
| Number of Players | 1 |
| Playtime | 12+ hrs |

SKU Overview

- PHYSICAL
 - Standard Edition



- DIGITAL

DOWNLOAD

SILENT HILL 2

Lineup

| Standard Edition | Standard Edition Pre-order | Deluxe Edition | Deluxe Edition Pre-order |
|------------------|--|-------------------------------|--|
| Game | Game | Game | Game |
| | Mira the Dog Mask | Digital Artbook | Digital Artbook |
| | Only PlayStation®5 Robbie the Rabbit Mask | Digital Soundtrack | Digital Soundtrack |
| | | Pyramid Head Mask (pizza box) | Pyramid Head Mask (pizza box) |
| | | | Mira the Dog Mask |
| | | | Only PlayStation®5 Robbie the Rabbit Mask |
| | | | 48-hour Early Access |

*The Physical Version is the same as the Standard Edition.

© Konami Digital Entertainment

Key Features



High-end Graphics and Sound

With ray tracing and other cutting-edge technical enhancements, the world of SILENT HILL and its unsettling ambiance is even realer than before.

And with the inclusion of new, immersive soundscapes, you'll feel like you're standing in the thick of it.



Larger Environments

Explore locations and buildings that were once inaccessible or are newly added in the remake.

Enjoy the same acclaimed story, even while you experience the town of Silent Hill with fresh eyes across an expanded map.

Key Features



Over-the-shoulder Camera

The remake moves from the original's fixed-camera viewpoints to an over-the-shoulder perspective, putting you closer to what James sees, for a more thrilling, more immersive experience as you explore the town and come face-to-face with monsters.

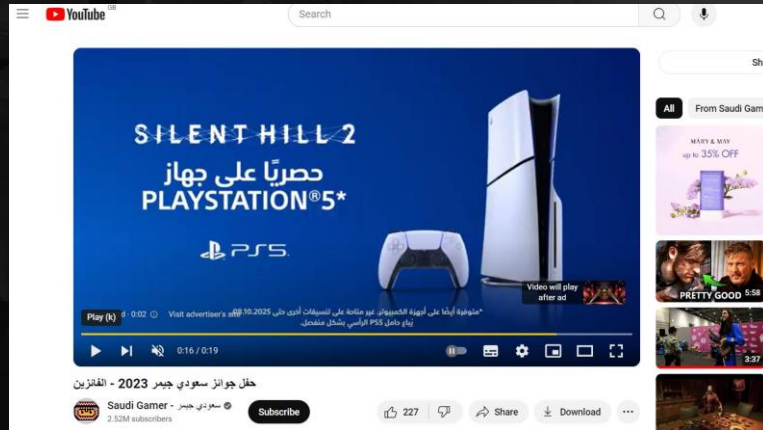


Evolved Combat Gameplay

Familiar weapons like the steel pipe and handgun make their return, but now with an updated combat system.

Avoid attacks with carefully timed dodges, aim down sights, and more, making monster encounters more engaging and nerve-wracking than ever.

Key Activity



MAY to OCTOBER Paid Media Activity

- Targeted ads throughout communication campaign on online video / websites / social platforms and physical out of home locations at launch



AUGUST Media & Distributor Events

- Exclusive event in Tokyo for select media to attend
- Summer event in London for Media and Distributors



SEPTEMBER / OCTOBER Influencer Activity

- Unique campaigns with influencers in and around launch
- Special influencer activity during Tokyo Games Show

PlayStation Partnership

SILENT HILL 2 is PlayStation Partner title, ensuring mass marketing worldwide. Alongside our planned activity, PlayStation will provide incredible support throughout the year:

- Appearance on digital showcase livestream events (i.e. 'State Of Play')
- Consistent presence on all PlayStation platforms
- Dedicated blog entries
- Dedicated trailers highlighting exclusive features
- CRM / Direct to consumer emails
- Web / social takeovers
- OOH / DOOH
- Display / Programmatic ads



Retail Support

The team will work directly with key distributors to provide full support to drive retailer support and sell-thru, on both digital platforms and physical stores:

- Pre-order incentive (Steelbook example shown)
- Region localisation
 - Ratings
 - Language
- Posters / POP
- Digital page web banners
- Video assets for websites / social / advertising
- Merchandise / Prizes / Giveaways





SILENT HILL 2

Thank You!