# Games Workshop rewards staff with £20 million bonus after record-breaking year



A remarkably successful year for Games Workshop has culminated in generous bonuses for its nearly 3,000 employees worldwide, reinforcing the firm's status as one of the most remarkable success stories in British business. Originally formed in a bedroom in 1975 by three enthusiasts—Steve Jackson, Ian Livingstone, and John Peake—the company has evolved from creating wooden board games to becoming a titan in the tabletop gaming industry, primarily due to its flagship product, Warhammer.

Having recently joined the FTSE 100, Games Workshop is now valued at over £5 billion, surpassing established brands like easyJet, B&M, Burberry, and Ocado. This meteoric rise is marked by a £20 million bonus payout—equating to approximately £6,779 for each employee—following an impressive sales forecast of £560 million for the year ending 1 June, up from £494.7 million the previous year. This bonus represents an increase from £18 million awarded last year and £11 million the year before, highlighting a consistent upward trajectory in the company’s financial performance.

Games Workshop's shares have seen a significant increase in value, part of a broader trend of profitability that has continued even after the lifting of pandemic restrictions. The company's ongoing success is rooted in its ability to harness a dedicated fan base, many of whom are deeply invested in the mechanics and narratives of the gaming universe it has created. Notably, the company is maintaining robust growth with 70% of its sales coming from markets outside the UK, signalling its global appeal.

Cultural icons like actor Henry Cavill have helped elevate the brand's profile significantly. Cavill, a lifelong fan of Warhammer, is set to star in an ambitious Warhammer 40,000 series in collaboration with Amazon. His involvement in developing this cinematic universe has attracted considerable media attention, adding another layer of popularity to Games Workshop's offerings. Cavill has expressed his commitment to ensuring that the essence of the Warhammer world is faithfully represented, stating in a recent Instagram post that he and his team have been working on how to best portray the franchise's rich lore.

However, this success hasn't been without its controversies. One former co-founder, John Peake, expressed discontent over how the early history of Games Workshop was portrayed in the book "Dice Men." He argued that his significant contributions, particularly in the foundational years, have been overlooked. His experience highlights the often complex narratives behind successful brands, where not all founders find themselves equally celebrated in the public eye.

The company's pivot towards miniatures and tabletop gaming was initiated after securing distribution rights for Dungeons & Dragons—a bold move that distanced it from its origins in wooden board games. Despite early challenges, including difficulties in securing retail partnerships, the firm opened its first retail outlet in Hammersmith, London, in 1978. This marked the beginning of a physical presence that has expanded dramatically; today, Games Workshop boasts nearly 550 stores around the world.

As the company celebrates its ongoing achievements, experts like Russ Mould, investment director at AJ Bell, have noted that the loyal community of collectors and players is integral to its ongoing success. He remarked that the company’s robust foundations are underpinned by a rich library of intellectual property, allowing for diversified revenue streams through licensing and merchandising, including the potential for video game adaptations.

In conclusion, Games Workshop exemplifies a unique blend of innovation, loyalty, and cultural resonance that has propelled it to the forefront of the gaming industry. With its continued commitment to engaging its fanbase and expanding its world-renowned intellectual properties, the future looks promising for this once modest enterprise born from humble beginnings.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14742689/Games-Workshopgiven-workers-20-MILLION-three-supergeeks-bedroom.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://finance.yahoo.com/news/warhammer-maker-gives-unique-often-101825906.html)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14742689/Games-Workshopgiven-workers-20-MILLION-three-supergeeks-bedroom.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.ft.com/content/55208539-6010-4a2a-9462-4e795e26b704), [[5]](https://www.retailgazette.co.uk/blog/2021/05/games-workshop-hands-12m-to-staff-after-bumper-year/)
* Paragraph 3 – [[3]](https://www.retailgazette.co.uk/blog/2021/07/games-workshop-confirms-5000-staff-bonuses-as-profits-surge-69/), [[6]](https://www.express.co.uk/finance/personalfinance/1912955/games-workshop-rewards-staff-18-million-bonuses-after-surge-warhammer-sales)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/news/article-14742689/Games-Workshopgiven-workers-20-MILLION-three-supergeeks-bedroom.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://finance.yahoo.com/news/warhammer-maker-gives-unique-often-101825906.html)
* Paragraph 5 – [[2]](https://www.ft.com/content/55208539-6010-4a2a-9462-4e795e26b704), [[5]](https://www.retailgazette.co.uk/blog/2021/05/games-workshop-hands-12m-to-staff-after-bumper-year/)
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* Paragraph 7 – [[1]](https://www.dailymail.co.uk/news/article-14742689/Games-Workshopgiven-workers-20-MILLION-three-supergeeks-bedroom.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.ft.com/content/55208539-6010-4a2a-9462-4e795e26b704)
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* Paragraph 9 – [[5]](https://www.retailgazette.co.uk/blog/2021/05/games-workshop-hands-12m-to-staff-after-bumper-year/)

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## Bibliography

1. <https://www.dailymail.co.uk/news/article-14742689/Games-Workshopgiven-workers-20-MILLION-three-supergeeks-bedroom.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.ft.com/content/55208539-6010-4a2a-9462-4e795e26b704> - Games Workshop, the creator of Warhammer, has entered the FTSE 100 index, marking a significant milestone for the company. Since its inception in 1975, the company has grown immensely, especially after launching Warhammer in 1983. The firm, now valued at over £4.6bn, reported a pre-tax profit of over £120mn for the six months to December 1, 2024. Games Workshop has maintained robust growth post-pandemic, with 70 percent of its sales outside the UK. The upcoming tie-up with Amazon to develop Warhammer 40,000 series, potentially starring Henry Cavill, could further elevate its profile. Despite its success, the company remains cautious, focusing on steady execution and profitability from intellectual property licensing, including video games. The company has returned £428.8mn to shareholders in dividends since 2021 and continues to expand globally, driven by its loyal fanbase who invest heavily in their hobby.
3. <https://www.retailgazette.co.uk/blog/2021/07/games-workshop-confirms-5000-staff-bonuses-as-profits-surge-69/> - Games Workshop has confirmed plans to pay around 2,600 staff members £5,000 each in shares under its profit-share scheme, amounting to a total of £12 million. This follows a 69% surge in profits, with pre-tax profits set to nearly double to at least £150 million, up from £89 million the previous year. The company also announced plans to expand in China and has cancelled business rates relief and other pandemic financial support from the government.
4. <https://finance.yahoo.com/news/warhammer-maker-gives-unique-often-101825906.html> - Games Workshop, the owner of the tabletop strategy game Warhammer and the European licenser of Dungeons & Dragons, is paying staff around $8,600 each as a reward for surging sales at the group. The gaming company announced it was paying out an £18 million ($22.9 million) bonus to all its staff after reporting a 16.9% profit surge last year. Games Workshop paid out the bonus equally to its employees, numbering 2,645 last year. It’s a steep jump on last year’s £11 million ($14 million) payout to staff, thanks to a double-digit sales increase that helped the company rake in £490 million ($622 million) in revenue in 2023/24. The Nottingham-based company likely got a boost from a landmark deal with Amazon, agreed last December. The deal allows the e-commerce and streaming giant to create films and TV series based on its Warhammer 40,000 series, with former Superman star Henry Cavill lined up to star.
5. <https://www.retailgazette.co.uk/blog/2021/05/games-workshop-hands-12m-to-staff-after-bumper-year/> - Around 2,500 staff at retailer Games Workshop have landed bonuses worth £12 million thanks to soaring profits as demand surged among locked-down hobbyists. The group said each employee will receive £5,000 in shares under its profit-share scheme. The total bonus – the final payment of which will be handed out by the end of this month – marks a £10 million hike on the £2 million awards given to staff the previous year. Games Workshop said they are handed out to staff on an equal basis. Its bonus cheer comes as the Warhammer maker said annual pre-tax profits are set to nearly double to at least £150 million, up from £89 million the previous year.
6. <https://www.express.co.uk/finance/personalfinance/1912955/games-workshop-rewards-staff-18-million-bonuses-after-surge-warhammer-sales> - Games Workshop has generously shared a whopping £18 million with its staff following a surge in sales and profits for the Warhammer figurine creator. The firm, rooted in Nottingham, expressed its gratitude by distributing cash payments "on an equal basis to each member of staff" as a nod to their role in the company's robust financial results. Boasting over 1,500 employees at its UK headquarters and additional personnel in international offices and stores, Games Workshop is celebrating its workforce's dedication. In the previous year, the company had allocated £11 million in "group profit share" bonuses among its team members. Looking at the figures, Games Workshop anticipates a pre-tax profit for the year ending June to be no less than £200 million, a significant leap from the previous year's £171 million. This financial triumph is mirrored in the projected increase in total sales, which are expected to have soared from £445 million to £490 million compared to last year. An early glimpse into the FTSE 250-listed company's financial health was provided to eager shareholders, triggering a spike in share price by up to 10 percent on Wednesday morning. The iconic company, famed for its Warhammer hobby figurines and miniatures, caters to enthusiasts both online and in stores throughout the UK. Moreover, Games Workshop capitalises on its intellectual property by licensing it to entertainment and gaming firms, leading to spin-off shows and products that raked in £30 million last year alone. Earlier this year, the fantasy game giant inked a deal with Amazon, paving the way for the production of films and TV series based on its popular games. Henry Cavill, known for his role as Superman and a self-proclaimed fan of the hobby, is set to contribute to the development of a Warhammer Cinematic Universe, based on the popular franchise Warhammer 40,000.
7. <https://www.yorkshirepost.co.uk/business/games-workshop-hands-ps12m-to-staff-after-bumper-year-3245034> - Around 2,500 staff at retailer Games Workshop have landed bonuses worth £12 million thanks to soaring profits as demand surged among locked-down hobbyists. The group said each employee will have received £5,000 in cash over the year to May under its profit-share scheme. The total bonus – the final payment of which will be handed out by the end of this month – marks a £10 million hike on the £2 million awards given to staff the previous year. Games Workshop said they are handed out to staff on an equal basis. Its bonus cheer comes as the Warhammer maker said annual pre-tax profits are set to nearly double to at least £150 million, up from £89 million the previous year.