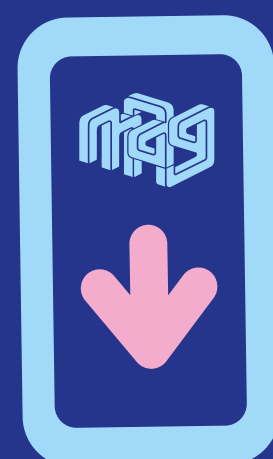


MAG INTERACTIVE

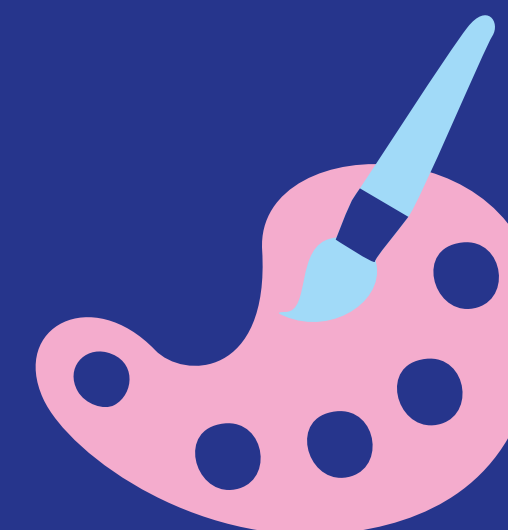
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

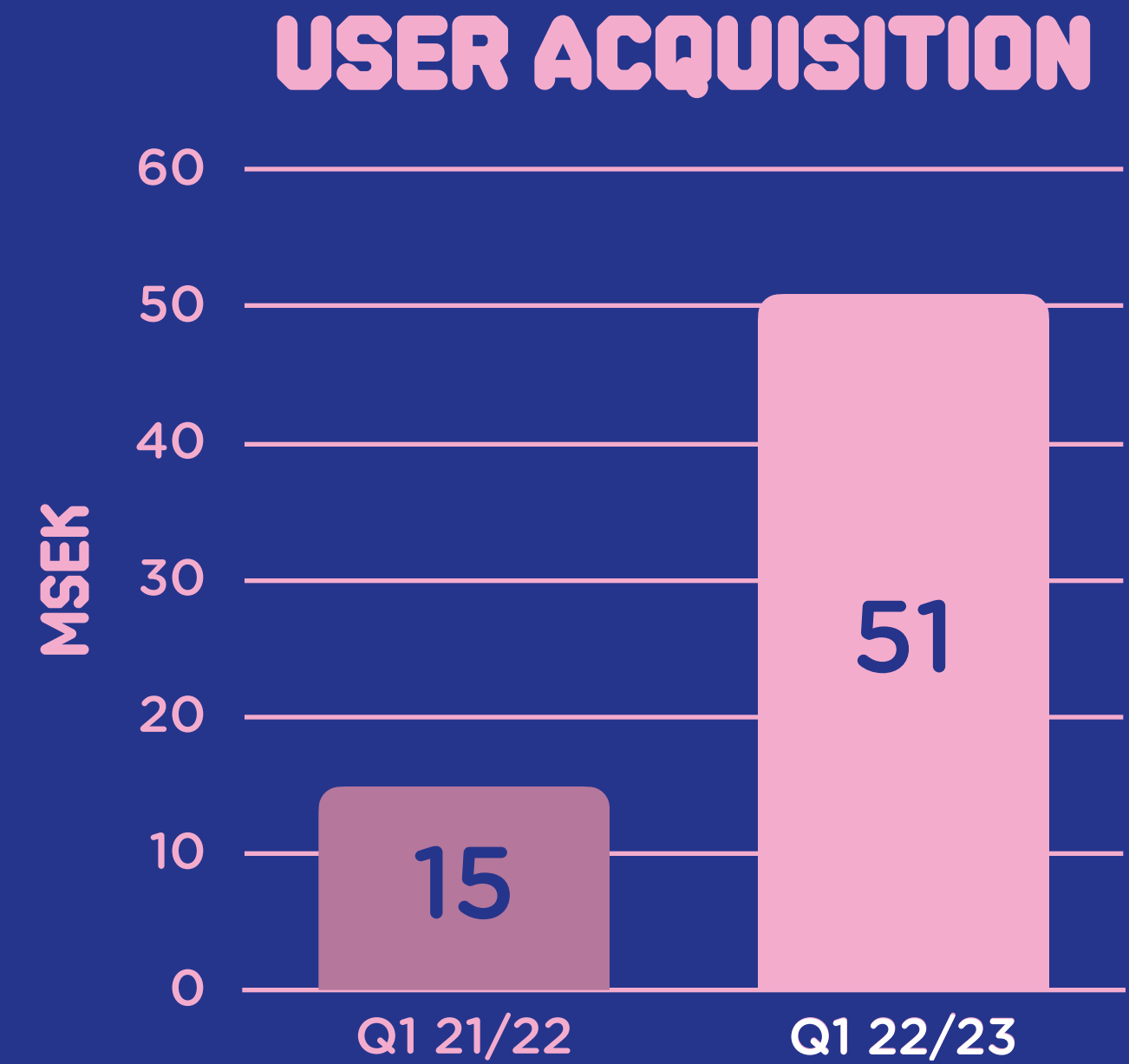
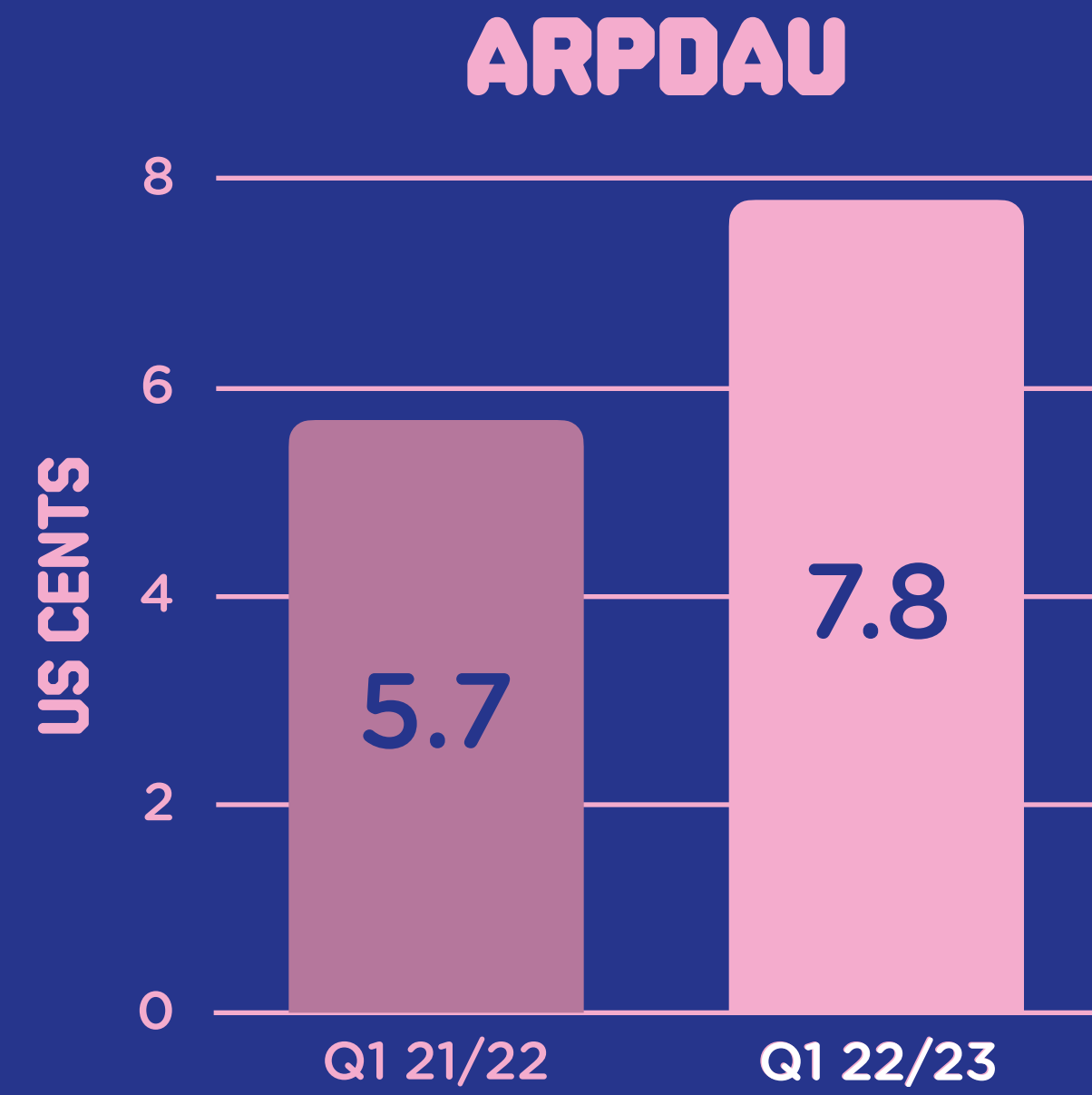
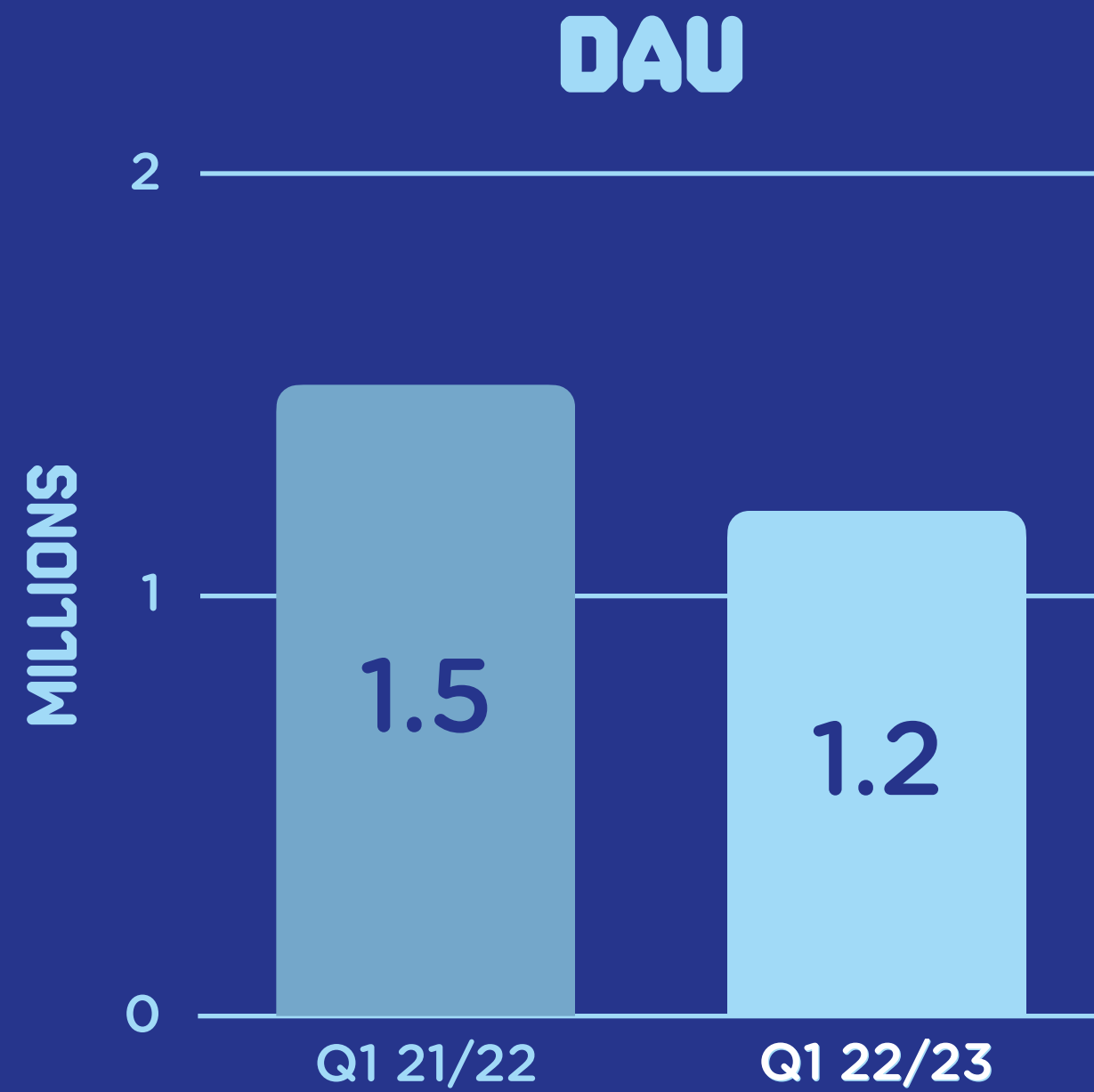
Q1 HIGHLIGHTS

STRONG ORGANIC REVENUE GROWTH [+39%]

INCREASED USER ACQUISITION

AUDIENCE KPIS

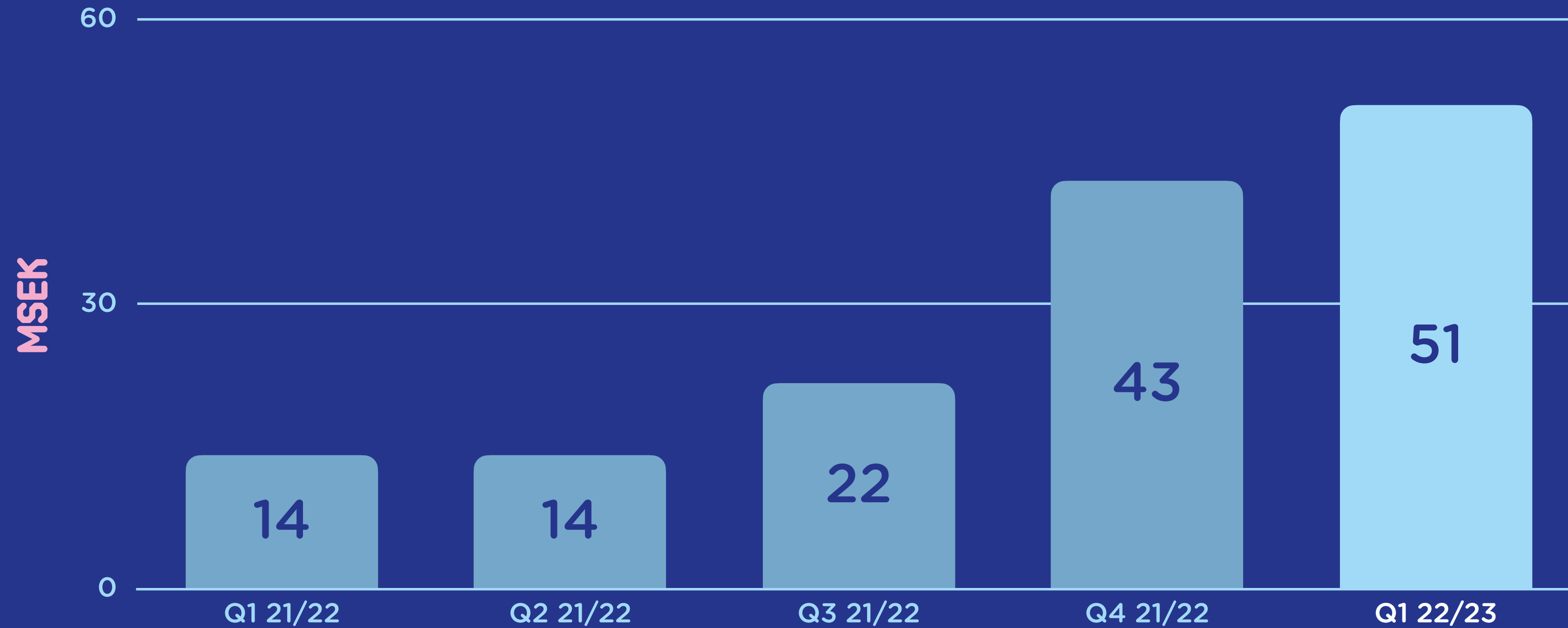
COMPARED TO Q1 2021/22



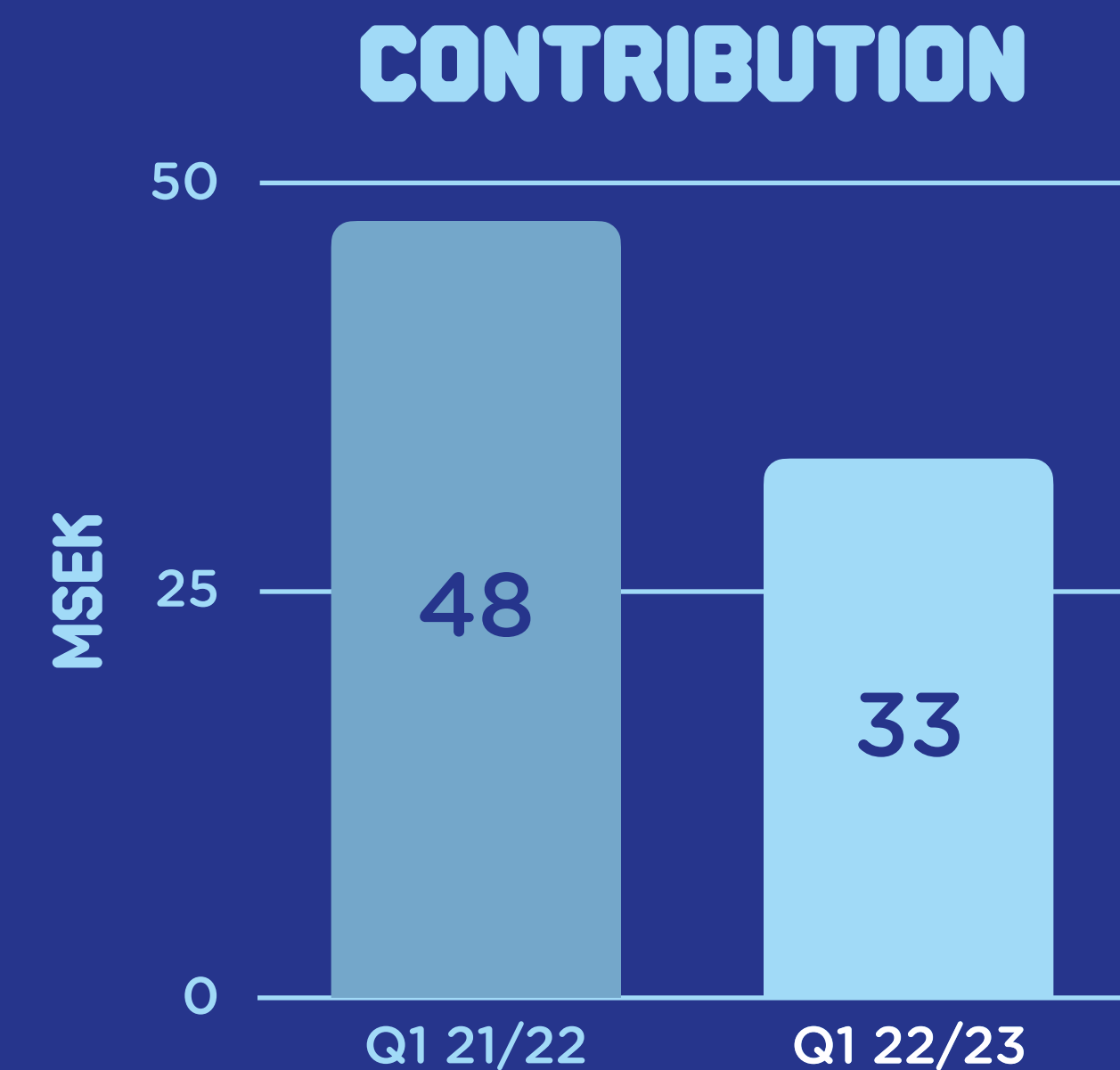
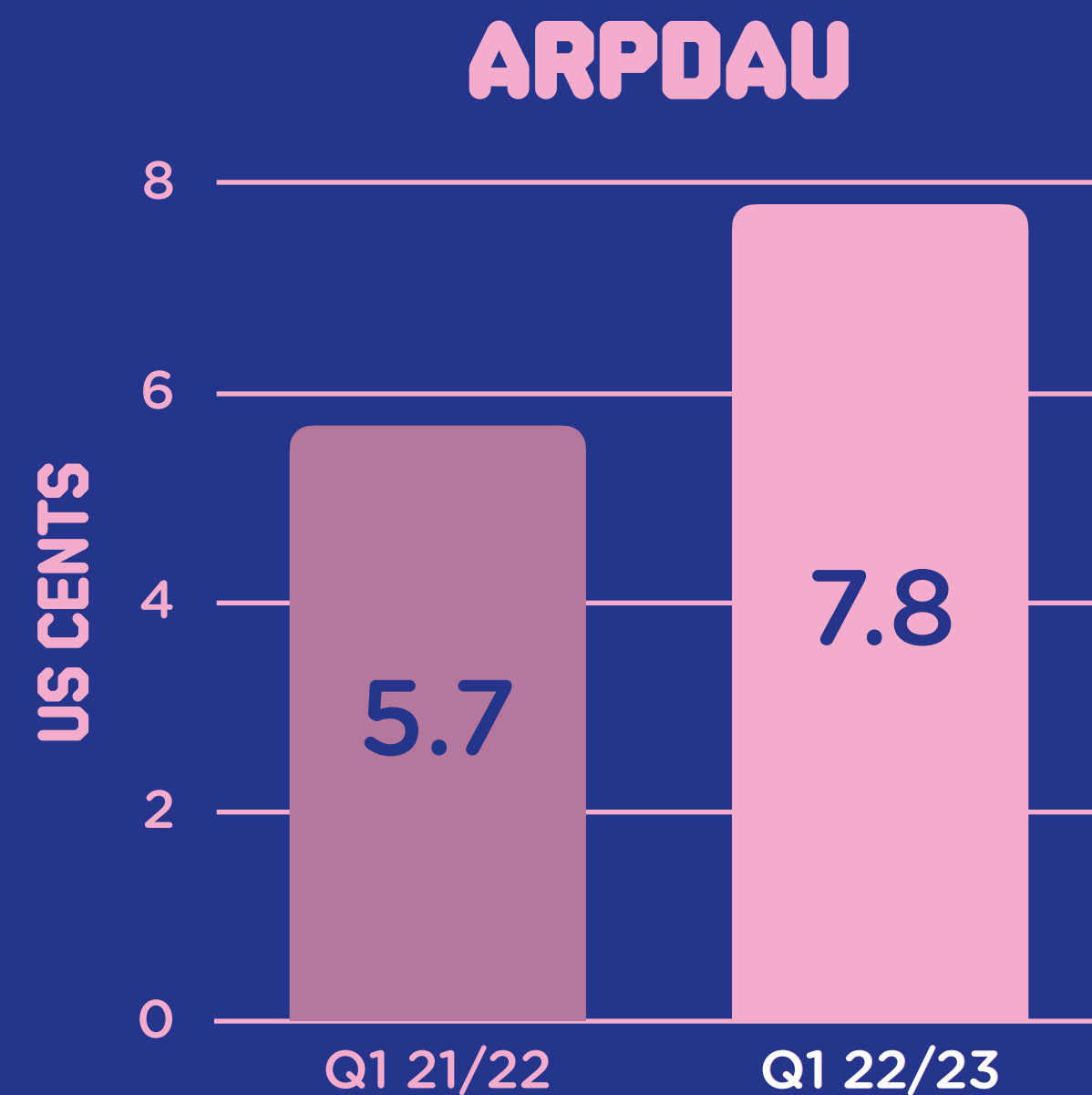
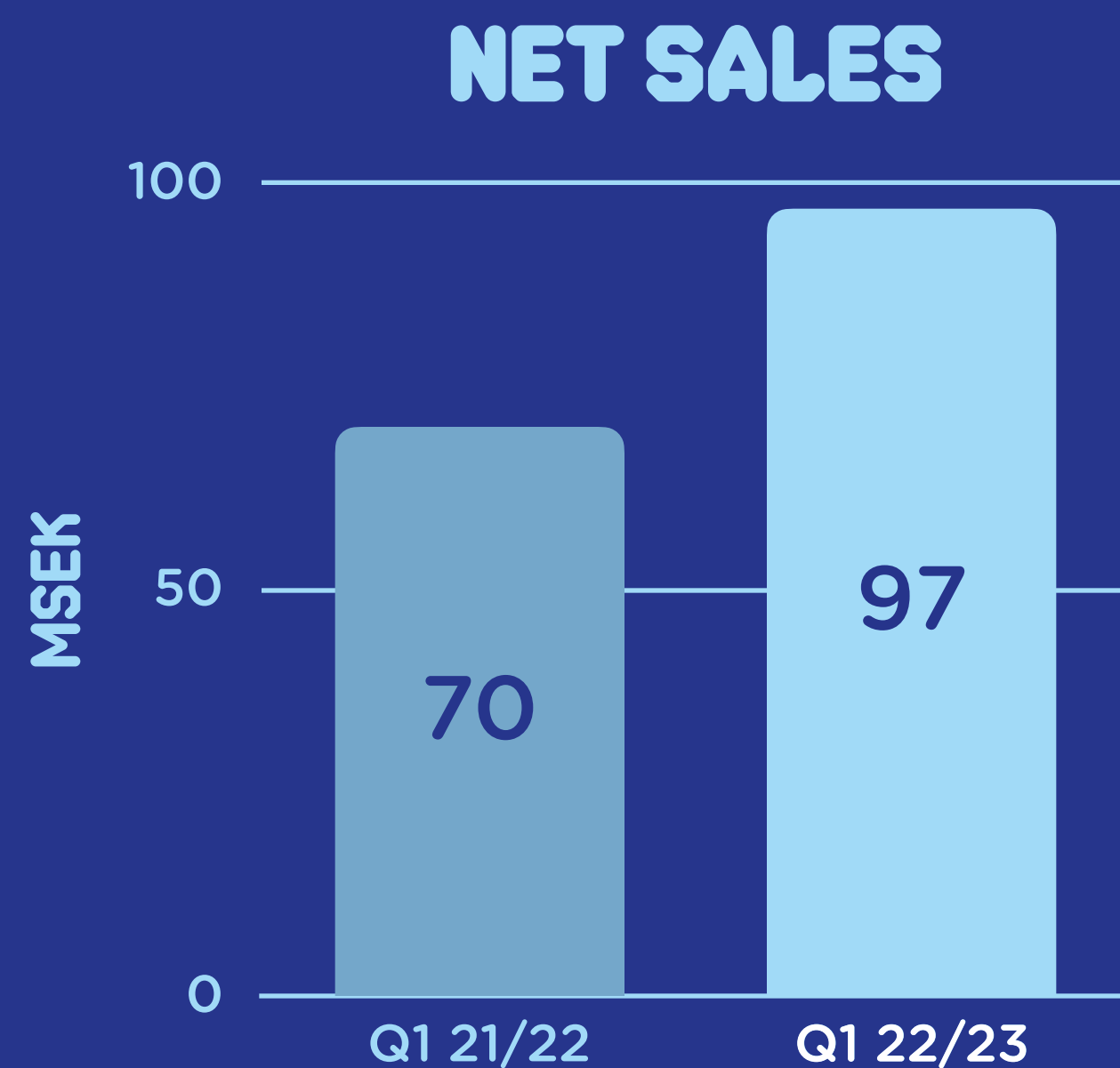
DAU - FEWER, BUT HIGHER QUALITY INSTALLS FROM UA
IAP REVENUES UP 75%

USER ACQUISITION

UA INCREASING SEQUENTIALLY
SLIGHTLY LOWER PACE SO FAR IN Q2



BOOST FROM USER ACQUISITION AND STRONG USD

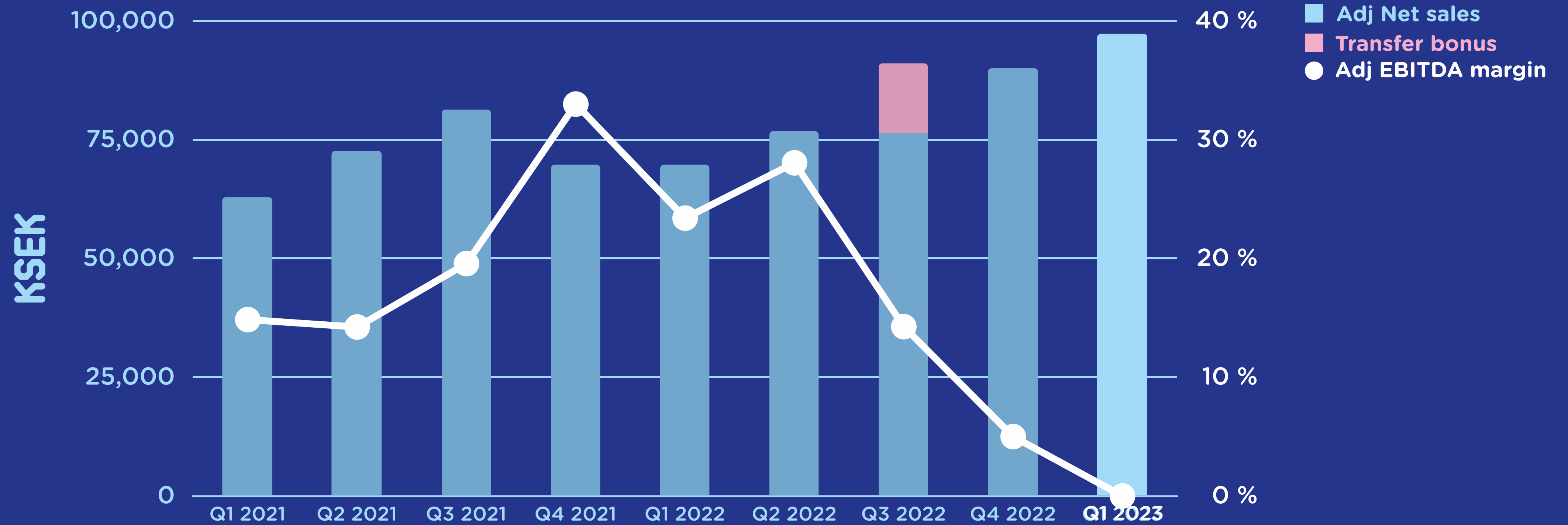


38% GROWTH IN ARPPDAU

CONTRIBUTION IMPACTED BY UA - 102 MSEK CASH BALANCE

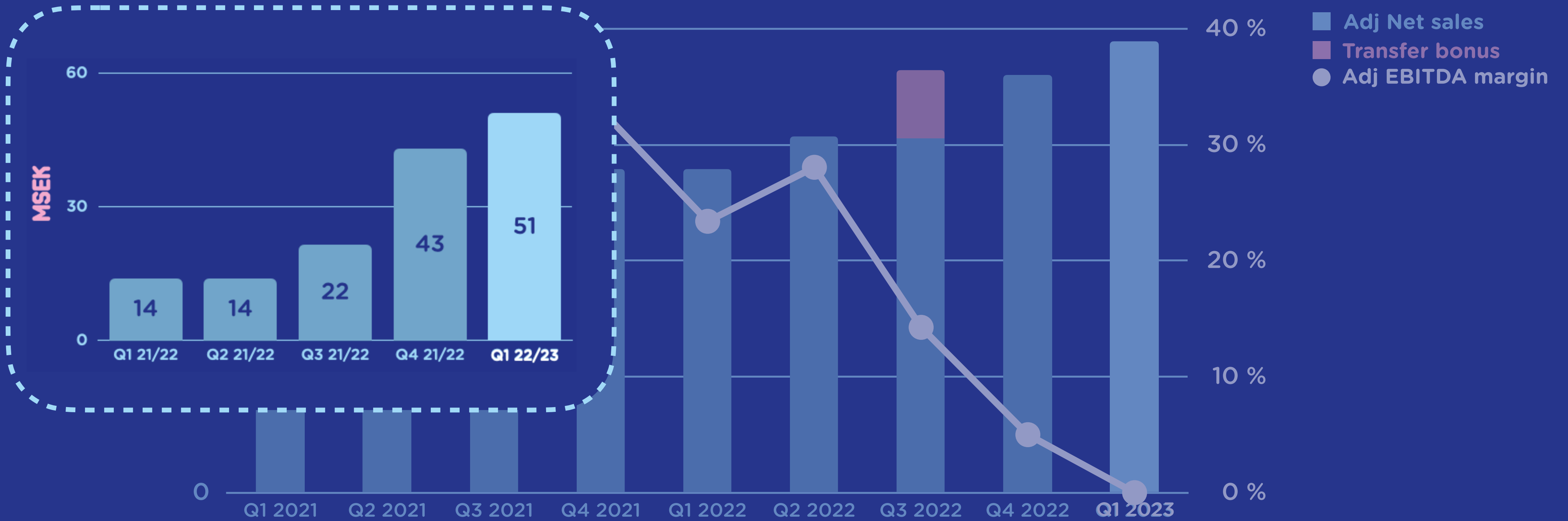
AN OPPORTUNITY FOR GROWTH

SHORT TERM EFFECTS ON PROFIT MARGINS

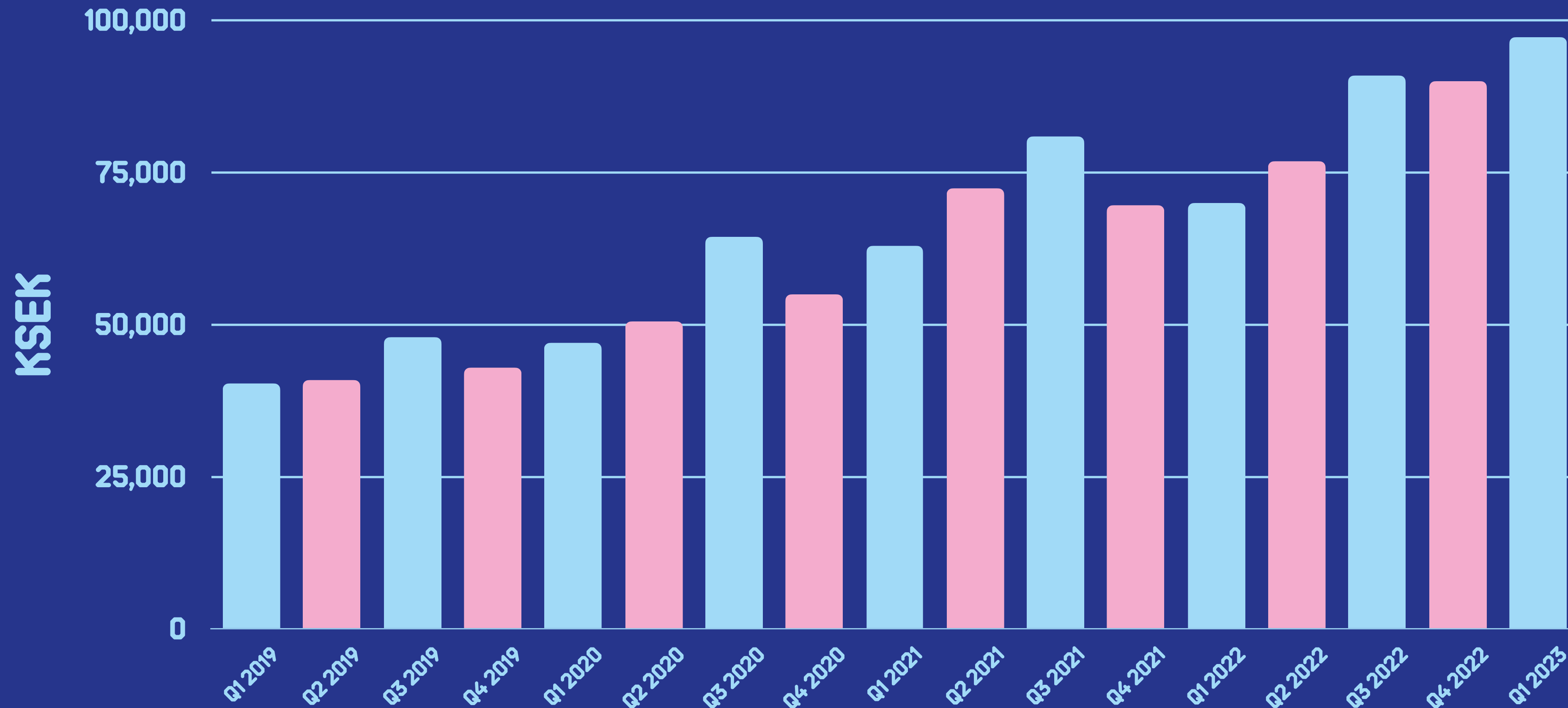


AN OPPORTUNITY FOR GROWTH

SHORT TERM EFFECTS ON PROFIT MARGINS



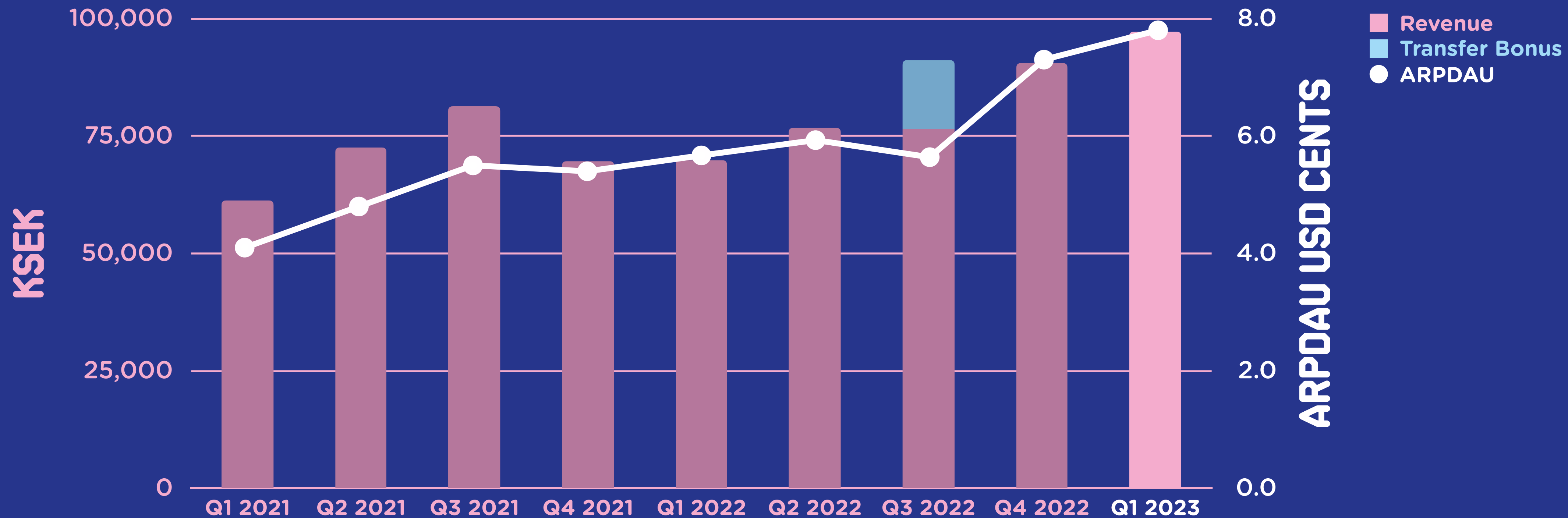
NET SALES DEVELOPMENT



17 QUARTERS OF GROWTH

ARPPDAU & REVENUE

ARPPDAU +38% AND REVENUE 39% YEAR OVER YEAR



CONTINUED POTENTIAL FOR ARPPDAU INCREASE

PRODUCT MIX

REVENUES

GROWTH



QUIZUEL



WORDZEE



TILE MANSION



WORD MANSION

70
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN



WORDBUBBLES



WORDWHIZZLE

23
MSEK

LIVE OPS



NEW GAMES



WRAPPER



PRIMETIME



WORDALOT



WORD PEACE



WORDBRAIN 2



WORD BLOBS

4
MSEK

OTHER

MATURITY

GROWTH ENGINES



**EXPANDED
PORTFOLIO
[ORGANIC +
M&A]**

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

FULL SPEED AHEAD

USER ACQUISITION AT NEW LEVELS

EXPANDING GROWTH GAMES

**EXCITING NEW GAMES IN
DEVELOPMENT**