

MAG INTERACTIVE

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MAG INTERACTIVE AB [PUBL]  
INTERIM REPORT SEP—NOV 2023/24

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2023/24

# INTERIM REPORT SEP—NOV 2023/24

## ABOUT

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### MAG INTERACTIVE AB [PUBL]

MAG INTERACTIVE IS A LEADING MOBILE GAME DEVELOPER FOCUSED ON CASUAL SOCIAL GAMES. WITH PASSIONATE, CREATIVE TEAMS AND A DATA-DRIVEN BUSINESS MODEL, MAG DELIVERS WORLD-CLASS GAMING EXPERIENCES TO MILLIONS OF PLAYERS WORLDWIDE. MAG SPECIALIZES IN WORD GAMES AND TRIVIA, WITH A PORTFOLIO OF TITLES INCLUDING QUIZDUEL, WORDZEE, PRIMETIME, WORD BUBBLES, WORD MANSION, TILE MANSION, RUZZLE, WORD DOMINATION AND WORDBRAIN, THAT HAVE BEEN DOWNLOADED OVER 350 MILLION TIMES. MAG HAS STUDIOS IN STOCKHOLM AND BRIGHTON AND WAS LISTED IN 2017 ON THE NASDAQ FIRST NORTH PREMIER GROWTH MARKET WITH THE TICKER MAGI. FOR MORE INFORMATION VISIT [WWW.MAGINTERACTIVE.COM](http://WWW.MAGINTERACTIVE.COM).

## SUMMARY OF THE PERIOD SEP 2023 UNTIL NOV 2023

- Adjusted EBITDA for the period was 19,634 KSEK (3 KSEK) an increase of 19,631 KSEK
- The Group's Net sales for the period was 76,745 KSEK (97,327 KSEK) a decrease of 21%
- The Group's game contribution for the period was 54,864 KSEK (33,136 KSEK), an increase of 66%
- Average revenue per daily active user (ARPDau) for the period was 6.8 US cents (7.8 US cents), a decrease of 13%
- Earnings per share during the quarter was 0.17 SEK/share (-0.42 SEK/share)
- Adjusted earnings per share during the quarter was 0.15 SEK/share (-0.42 SEK/share)
- The cost of user acquisition for the period was 11,192 KSEK (51,154 KSEK)
- Daily and monthly active users (DAU and MAU) were 1.1 million and 2.9 million respectively during the quarter, a decrease of 9% and 17%

## SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD SEP 2023 UNTIL NOV 2023

### After the period, the following events have occurred:

- On 13 December, 2023 MAG Interactive announced the soft launch of Crozzle, a new crossword game with a decoration meta. The game is set to soft launch in the US market.
- On 22 December 2023 the parent MAG Interactive received a decision from the Swedish Tax Agency to reject RnD claims (Forskningsavdrag) made during the period January 2021 to July 2023. Read more on pages 16-17 in the report.
- As of the start of the year the earn out period relating to the acquisition of Apprope AB is ending, and the final payment of preliminary 10 MSEK will be paid out during the second financial quarter. On 10 January, 2024 the Board of Directors decided to merge the subsidiary Apprope AB with the parent MAG Interactive AB (publ).





MAG INTERACTIVE

## FROM THE CEO PROFITS FROM EFFICIENT UA CONTINUE

2023/24

### Reaping the benefits from last year's UA

We generated an EBITDA of 20 MSEK in Q1, a significant improvement compared to the same period last year (+20 MSEK). Since the end of Q3, when User Acquisition (UA) volumes started to decrease, we have increased our cash position by 17 MSEK while operating at EBITDA margins over 25%. The fact that we continuously accumulate cash increases our ability to finance future M&A activities as well as our readiness to invest in UA at a large scale when such opportunities present themselves.

Compared to a year ago when rapid revenue growth and short term losses were correlated with a big opportunity for UA spend, we now have the opposite situation. Fewer investment opportunities for UA during the last couple of quarters have had a negative impact on revenues in Q1, which are down to 77 MSEK compared to 97 MSEK last year. The lower volume of UA has a negative impact on our daily active users (DAU) and average revenue per daily active user (ARPPDAU) as fewer highly monetizing players started playing our games during the quarter. On the other hand, we also have a much more profitable situation than last year.

While quarterly fluctuations can be significant, we continue to build on our long term plan to achieve 500 MSEK of yearly revenues with a 20% EBIT margin. Getting a new game to soft launch in December was a great step in the direction of getting more potential growth drivers long term for our business.

### Soft launch of Crozzle

With the soft launch of our new crossword game Crozzle, we are proud to share the results of our efforts in the new games department, and deliver on our previously communicated ambition to bring a game to soft launch before the end of the calendar year. During Q1 the game developed promisingly, showing strong enough KPIs for us to make the decision to officially move it into soft launch.

The soft launch period will be spent on continuous improvement of the game, while testing a number of different UA channels and ad creatives to verify that we would be able to scale up UA profitably down the line.

There is a lot of excitement internally around Crozzle. We will do everything we can to get the game to a state where it can be globally launched, and over time become another evergreen game for MAG.





MAG INTERACTIVE

## FROM THE CEO PROFITS FROM EFFICIENT UA CONTINUE

2023/24

### **New games in the pipeline**

All our new games are built in a modular fashion in order to minimize risk of developing software that will never be used as well as to maximize opportunities to create variation for our players. Core game mechanics that might not work in one game can still create value as a side event in an existing live game. Also, by building multiple games with those same core mechanics and adding different metagames or general presentation layers, we can probe the market in an efficient way.

In the pipeline behind Crozzle are several other games and modules in various stages of development. As the benefits of a common game framework become more and more impactful on our new games development, our ambition is that Crozzle will not be the only soft launch this financial year.

### **Product improvements continue – QD as the leading star**

Our game teams continue to improve the experience of playing our games, and we see that reflected in both time and money spent by the players. QuizDuel in particular—with the introduction of *Question Streak Leagues* in Q4 and the 10 year anniversary events in Germany, the game’s largest market—has improved significantly.

During Q1 we have done a number of UA tests of QuizDuel in the US market. Encouraged by the ARPDAU metrics we could measure in those tests we will continue to iterate on the game and its content to boost retention in the US market. The ultimate goal is to make the game viable for large scale UA in the US.

Wordzee’s new progression system was made available for all new players during Q1. Additionally, we have seen a stabilized DAU for Wordzee overall since the beginning of Q1 as well as slight revenue growth in the second half of the quarter. We are still acquiring quite limited volumes of UA, and we keep improving our product KPIs while continuously searching for opportunities to scale up our UA investments. Our ambition is to get Wordzee back on a solid growth track again. The fact that the game is stable, despite much lower UA volumes, is a testament to its strong retention profile and a showcase of our ability to build evergreen games with a very long tail of loyal players.

Despite a couple of significant product updates Tile Mansion could not be scaled up in Q1 to the levels we aimed for. We have decided to move the game from our growth segment to the more mature part of the portfolio. Future growth is mainly expected to come from QuizDuel, Wordzee and new games.





MAG INTERACTIVE

## FROM THE CEO PROFITS FROM EFFICIENT UA CONTINUE

2023/24

### Gearing up for the next growth step

The goal for the coming quarters is to boost performance of both games and UA to get back to growth mode again. I want to emphasize that we never invest out of a desire to merely grow top line revenues, but only in order to generate a positive return on the investment. We always take a long term view and see individual quarters and years as stepping stones to the future. The industry in which we operate demands agility and a data driven approach to investments which means that our path forward isn't a straight line. We think big and long term, and see fluctuations in quarterly numbers as a natural result of how we operate.

We believe that 2024 will be an exciting year for MAG and hope to be able to share news on several new games as well as boost engagement in our live games. I would like to thank the amazing people at MAG for your hard work and commitment to creating top quality entertainment for millions of people around the world.

A handwritten signature in blue ink, appearing to read 'D. Hasselberg'.

DANIEL HASSELBERG, CEO



# SUMMARY OF THE BUSINESS' KEY PERFORMANCE INDICATORS

## 2023/24

		Note	Sep 23-Nov 23	Sep 22-Nov 22	Y/Y change	Helår 22/23
Net sales	KSEK	1	76,745	97,327	-21%	362,182
Currency (USD)	SEK/USD		10.94	11.04	-1%	10.65
Net sales USD (In-app + advertising)	KUSD		7,017	8,817	-20%	34,018
In-app purchases	KSEK	1	36,412	44,180	-18%	170,314
Advertising sales	KSEK	1	40,333	53,147	-24%	191,793
Other net sales	KSEK	1	0	0	100%	75
User acquisition	KSEK		-11,192	-51,154	-78%	-126,472
Game contribution	KSEK	5	54,864	33,136	66%	187,472
EBITDA	KSEK		20,134	3	671,033%	56,064
EBITDA margin <sup>1</sup>	%		26%	0%	26	15%
Adjusted EBITDA	KSEK	4	19,634	3	654,367%	58,134
Adjusted EBITDA margin <sup>1</sup>	%		26%	0%	26	16%
EBIT	KSEK		5,892	-13,827		21
EBIT margin <sup>1</sup>	%		8%	-14%	22	0%
Adjusted EBIT	KSEK	4	5,392	-13,827		2,091
Adjusted EBIT margin <sup>1</sup>	%		7%	-14%	21	1%
Profit	KSEK		4,401	-11,227		561
Earnings per share	SEK		0.17	-0.42		0.02
Adjusted earnings per share	SEK	4	0.15	-0.42		0.10
Free cashflow	KSEK		9,443	-20,940		5,897
Average employees			108	104	4%	106
Daily active users (DAU)	Millions		1.1	1.2	-9%	1.3
Monthly active users (MAU)	Millions		2.9	3.5	-17%	3.4
Monthly unique payers (MUP)	Thousands		41	52	-21%	48
ARPPDAU	US \$ cent		6.8	7.8	-13%	7.4

<sup>1</sup>Y/Y change in percentage points

**MAG's unique growth game**

Wordzee is MAG's unique word game where players challenge each other to form words from letter tiles placed on a special game board. The player who fills the entire board takes home "Wordzee" and extra bonus points. The game was developed by MAG's studio in Brighton and is one of the company's main growth products. Wordzee was released globally in November 2019 and has shown a high average revenue per daily active user (ARPDau) ever since.

Wordzee encourages player engagement with fun daily challenges and many special events that all offer exclusive rewards. Among other events, themed and seasonal Journeys like Ocean Odyssey and Haunted Halloween frequently give players extra opportunities to engage with the game, progress, and earn special rewards. Player engagement and sense of progression are strong focuses for Wordzee as they are key drivers in revenue growth and player loyalty.

The bottom half of the page features a dark blue background with a night sky theme. On the left, the word "WORDZEE!" is written in a large, white, bubbly font with a pink-to-purple gradient shadow. To the right, a cute, white, cartoonish ghost with large eyes and a surprised expression is shown. The ghost is partially obscured by a large red prohibition sign (a circle with a diagonal slash). The background includes a light blue crescent moon, several small white stars, and light blue horizontal streaks that suggest motion or a trail.

**WORDZEE!**

**Europe's biggest trivia game on mobile**

QuizDuel is a social trivia game where players challenge friends and other players worldwide in quizzes. The game was released in 2012 and has reached over 100 million downloads in total. QuizDuel is a strong brand in both Sweden and Germany, the game's largest market, where a quiz show with the same name is also broadcast on TV.

The game was launched in a new version in 2019 and, alongside classic quiz duels of six rounds with three knowledge questions, has introduced new game modes and events, including: Solo, Question Streak, Arena and Quinder. The game is MAG's largest product in terms of daily active users and also the largest mobile trivia game in Europe.

Like many other games in MAG's portfolio, QuizDuel has seen positive impact from events on its in-game economy, increased revenue and more paying players. Question Streak Leagues, where players compete on leaderboards for highest streaks, is among several of the game's successful permanent game modes and features that contributes significantly to player engagement and loyalty. Additionally, progression displays like exclusive avatar frames encourage persistent revenues through more stable long-term engagement.

Thanks to many improvements within the game, QuizDuel is still increasing its revenue after ten years. MAG sees continued growth potential in the product.

# QuizDuel





**Ruzzle - reliable evergreen success**

Ruzzle is MAG's first word game success; it was launched globally in 2012 and has been downloaded over 60 million times. In Ruzzle, the player is challenged to find as many words as possible from a given set of letters within two minutes. The game is one of MAG's most important evergreens with a very loyal player base and generates long-term predictable revenue.

Ruzzle continues to be a pillar in MAG's portfolio, in terms of both player engagement and revenue, and is a benchmark for how MAG wants to build future evergreens.

**Word Domination - evergreen with engaged player base**

Word Domination is a tactical word game where players compete against each other in real-time in exciting word battles. The game was released globally in 2018 and has reached over 10 million downloads. In Word Domination, the opponents challenge each other over five rounds and collect points by spelling words on a common board. With "booster cards", players can tactically deploy time-limited advantages.

The game enjoys a highly engaged player base, the majority of which are long-time fans that have been playing Word Domination for a year or more.

**WordBrain - evergreen with stable revenue stream**

The word puzzle game WordBrain has been live for over eight years and has grown into a strong evergreen for MAG with a stable revenue stream. In WordBrain, the player searches for secret words based on specific letter combinations on specific boards. The game has been downloaded over 40 million times in total and reached number one in 118 countries in the word game category on Apple's App Store.

WordBrain has a stable and dedicated player base and is an important evergreen for the company. MAG continues to deliver new content to the game in the form of new puzzles and events.



# CONSOLIDATED PROFIT/LOSS AND CASH FLOW FOR THE PERIOD SEP 2023 UNTIL NOV 2023

2023/24

## OPERATING INCOME

The Group's net sales for the period totalled 76,745 KSEK (97,327 KSEK), a decrease of 21%.

The group's net sales was primarily attributable to the games Quizduel, Wordzee, Ruzzle, WordBrain, Word Domination, Wordbubbles, Word Mansion and Tile Mansion.

Own work capitalised totalled 12,270 KSEK (11,140 KSEK).

Other operating income for the period totalled to 566 KSEK (1,058 KSEK) and consists mainly of currency exchange rate differences and adjustments of the reserved earn-out.

## OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses totalled 69,447 KSEK (109,521 KSEK). Of these, 18,153 KSEK (21,335 KSEK) were sales related costs, primarily originating from fees to Apple App Store and Google Play, as well as server costs. In addition to this 11,192 KSEK (51,154 KSEK) were costs of user acquisition and 9,207 KSEK (10,119 KSEK) were other external operating expenses.

User acquisition costs during the period are mainly attributable to the games Wordzee, Word Mansion, Quizduel and Tile Mansion.

Personnel expenses totalled 30,895 KSEK (26,914 KSEK), an increase of 15%.

EBITDA for the period was 20,134 KSEK (3 KSEK). Adjusted EBITDA 19,634 KSEK (3 KSEK). See Note 4: Adjusted EBITDA and EBIT.

Depreciation of tangible and intangible assets totalled 14,242 KSEK (13,830 KSEK), of which 8,372 KSEK (7,932 KSEK) was depreciation of capitalized development expenses.

The Group's operating profit (EBIT) was 5,892 KSEK (-13,827 KSEK). Adjusted EBIT was 5,392 KSEK (-13,827 KSEK). Profit before tax 5,359 KSEK (-14,641 KSEK).

## FINANCIAL ITEMS

Financial income totalled 798 KSEK (729 KSEK) and financial expenses totalled -1,332 KSEK (-1,544 KSEK). The financial income refers to interest from cash & cash equivalent, and the financial expenses mainly to exchange rate loss and interest on financial leasing.

## PROFIT/LOSS AFTER TAX

Profit after tax totalled 4,401 KSEK (-11,228 KSEK).

The profit after tax per share was 0.17 SEK/share (-0.42 SEK/share).

The average number of shares during the period was 26,494,653 (26,494,653).

## CASH FLOW FOR THE PERIOD

The Group's cash flow from operating activities during the quarter was 21,762 KSEK (-9,670 KSEK). Cash flow from investing activities was -12,319 KSEK (-11,270 KSEK). Cash flow from financing activities was -2,429 KSEK (-2,795 KSEK).



# PARENT COMPANY PROFIT/LOSS FOR THE PERIOD SEP 2023 UNTIL NOV 2023

2023/24

## OPERATING INCOME

The parent company's net sales for the period were 67,510 KSEK (79,849 KSEK), a decrease of 15% compared with the same period the previous year.

## OPERATING EXPENSES AND OPERATING PROFIT/LOSS

Operating expenses totalled 65,934 KSEK (93,922 KSEK).

Of these 16,347 KSEK (18,736 KSEK) were sales related costs originating primarily from fees to Apple App Store and Google Play, costs of user acquisition were 8,704 KSEK (38,023 KSEK) and 16,594 KSEK (15,934 KSEK) was other external operating expenses.

Personnel expenses totalled 24,289 KSEK (21,229 KSEK) an increase of 14%.

Depreciation of tangible and intangible assets totalled 1,321 KSEK (4,752 KSEK).

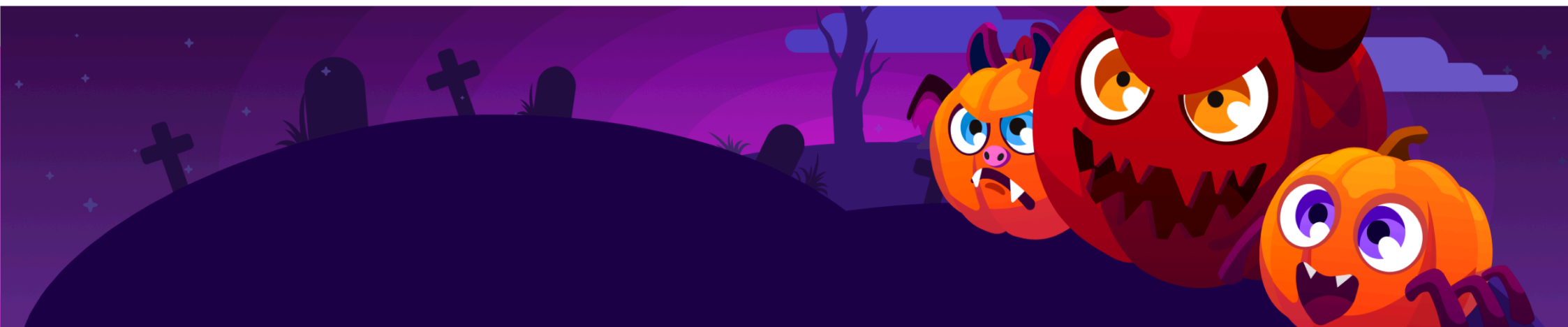
The parent company's operating profit for the period was 548 KSEK (-17,763 KSEK).

## FINANCIAL ITEMS

Financial income totalled 793 KSEK (272 KSEK) and financial expenses totalled -10,816 KSEK (-825 KSEK). The financial income and expenses referred to exchange rate gains and losses from cash and cash equivalents and interest income from cash & cash equivalent. The financial expenses also include a write-down of shares in subsidiaries by -10,000 KSEK.

## PROFIT AFTER TAX

Profit after tax totalled to -9,620 KSEK (-15,286 KSEK).



# THE GROUP'S FINANCIAL POSITION AT THE END OF THE PERIOD

2023/24

## NON-CURRENT ASSETS

Intangible non-current assets at the end of the period totalled 216,074 KSEK (224,120 KSEK), of which 125,973 KSEK (125,541 KSEK) relates to goodwill and 90,101 KSEK (98,579 KSEK) to other intangible assets. Other intangible assets consists primarily of capitalized development expenses on own account and acquired intellectual property.

## CURRENT ASSETS

Current tax assets include an expected retroactive R&D tax deduction (Forskningsavdrag) of 5,290 KSEK (7,621 KSEK) from 2020 for the parent company's application of a retroactive deduction of employer's contributions related to R&D. For more information, see page 16 & 17.

Cash and cash equivalents at the end of the period totalled 127,856 KSEK (101,530 KSEK).

## EQUITY

Equity at the end of the period totalled 342,722 KSEK (325,300 KSEK), corresponding to 12.9 SEK/share (12.3 SEK/share). The equity/assets ratio at the same time was 80.4% (73.1%).



## THE GROUP'S FINANCIAL POSITION AT THE END OF THE PERIOD

2023/24

### LIABILITIES

Other long-term liabilities is 0 KSEK (11,200 KSEK). There is no residual of the long-term part of the earn-out for the acquisition of Apprope AB and Sventertainment AB. The long-term liabilities regarding earn-out for Sventertainment AB has been fully written down. The remaining part of the earn-out for Apprope AB is reported under Other short-term liabilities and is at the end of the period 10,318 KSEK, this was written down by 500 KSEK during the quarter. The earn-out for Apprope AB is structured as profit sharing, and is based on the EBIT for the company over three years after the acquisition. The amount in the balance is an estimated amount based of projections. The remaining amount will be paid out during the next quarter.

The group has interest bearing debt of 26,377 KSEK (36,167 KSEK) which refers to financial lease.

## THE PARENT COMPANY'S FINANCIAL POSITION AT THE END OF THE PERIOD

The Parent company's Assets consists mainly of Participation in group companies which, at the end of the period totalled 126,418 KSEK (134,679 KSEK). The change in shares in subsidiaries during the period is a shareholder's contribution to Sventertainment AB of 1,500 KSEK and a write down of shares in Subsidiaries for Apprope AB due to the write down of the reserved Earn-out amount by 500 KSEK. A write down of shares in Subsidiaries for Sventertainment by 10,000 KSEK was also made as a result of an impairment test.

Trade and other receivables that totalled 29,821 KSEK (38,779 KSEK), and Cash and cash equivalents that totalled 87,172 KSEK (66,605 KSEK).

The Assets were financed mainly by Equity that at the end of the period totalled 238,747 KSEK (235,937 KSEK) and by Liabilities that totalled 38,724 KSEK (52,124) KSEK.



# KEY INDICATORS FOR THE BUSINESS PERIOD SEP 2023 UNTIL NOV 2023

2023/24



## DISTRIBUTION OF REVENUES BY BUSINESS MODEL

The Group's net sales are distributed primarily between in-app purchases (purchases made inside games) and in-app advertising.

The Group's net sales from in-app purchases for the period were 36,412 KSEK (44,180 KSEK), a decrease of 18% compared to the same period the previous year.

The Group's net sales from in-app advertising were 40,333 KSEK (53,147 KSEK), a decrease of 24% compared with the same period the previous year.

## GAME CONTRIBUTION

Cost levels of games marketed by MAG Interactive differ from game to game, both in their distribution costs (sales related costs) and marketing costs (performance based marketing). Additionally, these cost differences can be affected by the particular phase each game is in. The Group therefore reports the total contribution from games activities according to the following model: net sales generated from the games, including royalties, minus platform fees (mainly to fees for Apple AppStore and Google Play) and performance-based marketing. Performance based marketing includes digital advertising and other advertising associated directly with the company's products, as well as services and charges directly attributable to performance-based marketing. General marketing of the company and brand is not included in the cost of direct marketing.

The Group's contribution from sales activities for the period was 54,864 KSEK (33,136 KSEK), an increase of 66% compared to the same period the previous year.

## COMMENTS ON THE DISTRIBUTION OF INCOME AND CONTRIBUTIONS FROM SALES ACTIVITIES

Sales from ads and in-app purchases are down as a consequence from lowered marketing investments. Contribution remains on the same high level as we have seen in the last few quarters, and significantly higher than the same period previous year.

### OTHER KEY INDICATORS

The company monitors its operations according to a number of key performance indicators that reflect how the games industry in general measures its business activities. These indicators are defined as follows;

DAU and MAU are defined as the number of unique daily and monthly users respectively that use one of the company's products, presented as an average over the period, adjusted for the number of days in the months in the period. Each individual game's unique users are summed up to present the company's total unique users.

MUP is the number of unique users who made a purchase in one of the company's products. A purchase is defined as a purchase in accordance with the above definition of in-app purchases and to a value greater than zero. The value is reported as an average value over the three months in the period.

ARPDau is calculated as the company's daily average of net sales during the period divided by DAU. Riksbanken's, the Swedish national bank, average exchange rate per month is used for translation into USD.

### THE BUSINESS'S KEY INDICATORS DURING THE PERIOD

DAU for the period 1.1 million (1.2 million), a decrease of 9% compared with the same period the previous year.

MAU for the period 2.9 million (3.5 million), a decrease of 17% compared with the same period the previous year.

MUP for the period 41 thousand (52 thousand), a decrease of 21% compared with the same period the previous year.

ARPDau for the period 6.8 US \$ cent (7.8 US \$ cent), a decrease of 13% compared with the same period the previous year.

### COMMENTS TO THE KPIs

DAU and ARPDau are effected negatively by the lowered marketing compared to previous quarters during the year, where high monetizing players in Wordzee improved ARPDau. The broader portfolio shows stable or improving ARPDau in general.



**Retroactive and Ongoing Research Deductions made during the period 2020-2023**

Companies are eligible to deduct from the employer's social security contributions for employees engaged in qualified research or development. The Group maintains a high academic level in its daily operations in order to stay competitive over time. To defend and grow its position in the market, the assessment is that research needs to be an integrated and systematic part of the business. All of the Group's products depend on some aspect of previously conducted research. Research is conducted in areas such as Consumer Behaviour, Optimal Matching Theory, Statistics and Probability Theory for Testing, and Prediction Modeling. The results of the research are used for commercial purposes and can often lead to the development of the Group's platform for the development and operation of games, and can also be applied directly to the Group's products.

Against this background, ongoing research deductions were made during the years 2020 to 2023, and an application for retroactive deductions for the period 2015 to 2020 was submitted in 2020.

**Rejection and appeal against retroactive Research Deductions**

The application for retroactive deductions was rejected by the Administrative Court during the third quarter of the last year, and an appeal was submitted after the close of that fiscal year. In connection with the appeal, the company has revised the amount for the expected retroactive deduction, and as of August 31, 2023, it was 5.3 MSEK. This has led to an adjustment of the previously balanced reservation by 2.3 MSEK, from 7.6 MSEK.

A possible rejection by the court exposes a balanced amount of 5.3 MSEK, without affecting liquid assets.

**RETROACTIVE R&D TAX DEDUCTION  
[FORSKNINGSAVDRAG] [KSEK]**

Q4 19/20 Application for 2015-2020	7,621
Q4 22/23 Adjustment expected amount	-2,331
<b>Total balanced amount for retroactive R&amp;D tax deduction (Forskningsavdrag)</b>	<b>5,290</b>



**Rejection regarding ongoing RnD tax Deductions**

Since mid-2020, ongoing research deductions have been made based on the research and development that the company conducts from period to period. In total, and over the period April 2020 to report date, the group has made 16.8 MSEK in RnD tax deductions.

The parent MAG Interactive has on the 22rd of December 2023 received a decision from the Swedish Tax Agency to reject research the RnD deductions (Forskningsavdrag) made during the period January 2021 to July 2023. The total amount of deductions is 12.5 MSEK and will have a negative effect on the profit and the liquidity in the following quarter. Interest will be added on the amount.

MAG Interactive is considering appealing against the decision, and will also reconsider all previously made and future deductions. The group has currently paused research and development claims.

**TOTAL R&D TAX DEDUCTIONS (FORSKNINGSAVDRAG)**

Amounts in MSEK	2015-2020	2020	Jan 2021-Jul 2023	Aug-Okt 2023	All periods
Ongoing R&D tax deduction within the Group		2.7	13.1	1.0	16.8
Retroactive R&D tax deduction	5.3				5.3
<b>Total R&amp;D tax deductions</b>	<b>5.3</b>	<b>2.7</b>	<b>13.1</b>	<b>1.0</b>	<b>22.1</b>
<b>Direct effect from the decision from Skatteverket (Q2 23-24)</b>					
Effect on profit and liquidity due Decision of rejection regarding the period Jan 2020-Jul 2023			-12.5		-12.5
<b>Total remaining deductions after Decision of rejection</b>	<b>5.3</b>	<b>2.7</b>	<b>0.6</b>	<b>1.0</b>	<b>9.6</b>
<b>Remaining max exposure for profit</b>	<b>5.3</b>	<b>2.7</b>	<b>0.6</b>	<b>1.0</b>	<b>9.6</b>
<b>Remaining max exposure for liquidity</b>	<b>-</b>	<b>2.7</b>	<b>0.6</b>	<b>1.0</b>	<b>4.3</b>



### PARENT COMPANY AND GROUP

The parent company MAG Interactive AB (publ), corporate ID number 556804-3524, has its registered office in Stockholm with 83 employees. A big part of the Group's business activity is in the parent company, with employees, agreements, intangible assets (incl. IP) and revenues. There are six subsidiaries in the group. MAG Games Ltd, with its registered office in Brighton and 20 employees, has only Group internal invoicing and carries out development and other functions in the company's operations. MAG United AB, with its registered office in Stockholm, has no employees. Sventertainment AB, with its registered office in Stockholm, is the developer and publisher of the trivia app Primetime. Sventertainment is a subsidiary group consisting of three companies and was acquired during the first quarter 2020/21 and has 7 employees. Apprope AB, is the developer being mobile casual games like Word Mansion. Apprope AB was acquired during the second quarter of 2020/21 and has 2 employees.

### ACCOUNTING PRINCIPLES

The consolidated accounts for the MAG Interactive AB Group ("MAG Interactive") have been prepared in accordance with the International Financial Reporting Standards (IFRS) as adopted by the EU as well as RFR 1 Complementary Accounting Rules for Groups and the Swedish Annual Accounts Act. This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting, the Swedish Annual Accounts Act and RFR 1 Complementary Accounting Rules for Groups. The parent company's financial statements have been prepared in accordance with the Swedish Annual Accounts Act and the Swedish Annual Reporting Board's recommendation RFR 2 Accounting for Legal Entities. The application of RFR 2 means that the parent company, in the interim report for the legal entity, applies all of the EU-adopted IFRS and statements as far as is possible within the framework of the Swedish Annual Accounts Act, the Swedish Act on Safeguarding Pension Commitments and with due reference to the relationship between accounting and taxation. For a more detailed description of the accounting policies applied for the Group and the parent company in this interim report, see Note 2 in the annual report for 2022/2023.



## RISKS AND UNCERTAINTIES

Like all other companies, MAG Interactive is exposed to risks in its business activities. To name some of these risks: dependence on key persons, exchange rate fluctuations, delays in launches, unsuccessful launches, changes in external sales partners when such changes are entirely beyond the company's control. The company's Board of Directors and management work on an ongoing basis on risk management in order to minimize these effects. For more information regarding the risks and uncertainties, please refer to the annual report of 2022/2023.

## CURRENCY EFFECTS

MAG Interactive is exposed to a large number of currencies based on the way that Google Play and Apple App Store operate. The most important market for the company is USA. In addition most of the advertising income is realized in USD, and the majority of the direct marketing is purchased in USD. The most important currency is thus USD.

## CERTIFIED ADVISER

FNCA Sweden AB is appointed as the Company's Certified Adviser and ensures that the Company complies with the Nasdaq First North rules. FNCA does not hold any shares in MAG Interactive.

## CONTACT

Further information is available on the company's website: [maginteractive.se/investor-relations](https://maginteractive.se/investor-relations)

Or contact

Daniel Hasselberg, CEO, at [daniel@maginteractive.se](mailto:daniel@maginteractive.se)

Magnus Wiklander, CFO, at [magnus.wiklander@maginteractive.se](mailto:magnus.wiklander@maginteractive.se)

## MAG INTERACTIVE AB (PUBL)

Drottninggatan 95A

113 60 Stockholm

Sweden



## FURTHER REPORTING DATES

Interim Report Q2 December 2023 – February 2024

April 17, 2024

Interim Report Q3 March 2024 – May 2024

June 26, 2024

Interim and Year-End Report Q4 Sep 2023 – Aug 2024

October 23, 2024

## AUDIT

This report has not been reviewed by auditors.

## PRESENTATION

On January 17th, 2024 at 10:00 CET, CEO Daniel Hasselberg and CFO Magnus Wiklander will present the Interim Report live on Twitch. The presentation is held in English. Link to the Twitch feed [www.twitch.com/maginteractive](http://www.twitch.com/maginteractive)

Daniel Hasselberg will also take questions on the social media platform X, formally known as Twitter, during the course of the day, write to @d\_hasselberg or @maginteractive.

More information is available at [maginteractive.se/investors](http://maginteractive.se/investors)

## STATEMENTS ABOUT THE FUTURE

Certain formulations can be, or interpreted to be, forecasts about the future. In cases where such statements are made, MAG Interactive's management and Board of Directors have assessed the assumptions behind these statements as being reasonable. There are, however, risks in all statements about the future, and the actual outcome with regard to the external environment and the company may deviate significantly from what has been stated. What is stated with reference to the future is made in the light of the information that the company has at the time of the statement, and the company assumes no obligation to update such statements if new information arrives at a later date that in any way changes the conditions relating to the statement.





**ASSURANCE BY THE BOARD OF DIRECTORS**

*Stockholm January 17, 2024*

**DANIEL HASSELBERG**  
CEO, Board member

**JONAS ERIKSSON**  
Chairman of the Board

**TAINA MALÉN**  
Board member

**BRITT BOESKOV**  
Board member

**ASBJOERN SOENDERGAARD**  
Board member

**ÅSA LINDER**  
Board member

**CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME****2023/24**

Amounts in KSEK	Note	Sep 23-Nov 23	Sep 22-Nov 22	FY 22/23
<b>Operating income</b>				
Net sales	1, 4	76,745	97,327	362,182
Own work capitalised		12,270	11,140	33,709
Other operating income		566	1,058	1,159
<b>Total</b>		<b>89,581</b>	<b>109,524</b>	<b>397,050</b>
<b>Operating expenses</b>				
Sales related costs	2	-18,153	-21,335	-79,056
User acquisition		-11,192	-51,154	-126,472
Other external expenses		-9,207	-10,119	-29,325
Personnel costs		-30,895	-26,914	-106,134
<b>Total operating expenses</b>		<b>-69,447</b>	<b>-109,521</b>	<b>-340,987</b>
<b>EBITDA</b>	4	<b>20,134</b>	<b>3</b>	<b>56,064</b>
Depreciation and write-downs of tangible and intangible non-current assets	3	-14,242	-13,830	-56,043
<b>Operating profit/loss (EBIT)</b>	4	<b>5,892</b>	<b>-13,827</b>	<b>21</b>
<b>Financial items</b>				
Interest income		798	729	2,310
Interest expense		-1,332	-1,544	-1,450
<b>Total financial items</b>		<b>-533</b>	<b>-814</b>	<b>860</b>
<b>Profit/loss after financial items</b>		<b>5,359</b>	<b>-14,641</b>	<b>881</b>
Taxes		-958	3,413	-320
<b>Profit/loss for the period</b>		<b>4,401</b>	<b>-11,228</b>	<b>561</b>
<b>Other comprehensive result</b>				
Exchange rate differences		-1,057	333	2,263
<b>Total comprehensive income for the period</b>		<b>3,344</b>	<b>-10,895</b>	<b>2,824</b>

The profit/loss and total comprehensive income for the year are attributable in full to the parent company's shareholders.

Earnings per share (based on average number of shares)	0.17	-0.42	0.02
Earnings per share fully diluted (based on average number of shares)	0.17	-0.42	0.02
Average number of shares during the period ('000)	26,495	26,495	26,495
Average number of shares fully diluted during the period ('000)	26,495	26,495	26,495
Number of shares at the end of the period ('000)	26,495	26,495	26,495
Number of shares fully diluted at the end of the period ('000)	26,495	26,495	26,495

**CONSOLIDATED BALANCE SHEET  
ASSETS****2023/24**

Amounts in KSEK	Note	30/11 2023	30/11 2022	31/8 2023
<b>ASSETS</b>				
Goodwill		125,973	125,541	126,466
Other intangible assets		90,101	98,579	88,769
<b>Total intangible assets</b>	<b>3</b>	<b>216,074</b>	<b>224,120</b>	<b>215,234</b>
Right-of-use assets		24,265	34,344	27,042
Equipment, tools, fixtures and fittings		2,911	5,461	3,615
<b>Total tangible assets</b>	<b>3</b>	<b>27,177</b>	<b>39,805</b>	<b>30,658</b>
Other long-term receivables		4,095	4,099	4,111
Deferred tax assets <sup>1</sup>		3,218	13,546	8,524
<b>Total financial non-current assets</b>		<b>7,313</b>	<b>17,645</b>	<b>12,635</b>
<b>Total non-current assets</b>		<b>250,563</b>	<b>281,570</b>	<b>258,527</b>
<b>Current assets</b>				
Trade and other receivables		33,727	47,055	36,937
Current tax assets		6,110	9,278	6,577
Other current receivables		1,346	535	3,357
Prepaid expenses and accrued income		6,430	4,993	7,209
Cash and cash equivalents		127,856	101,530	122,429
<b>Total current assets</b>		<b>175,468</b>	<b>163,391</b>	<b>176,509</b>
<b>TOTAL ASSETS</b>		<b>426,032</b>	<b>444,961</b>	<b>435,037</b>

1. Due to the changes in IAS 12 deferred taxes related to Lease Liabilities and Right-of-use Assets is booked from the fiscal year 22/23 onwards. Deferred Tax liability booked for Right-of-use Assets is 5.0 MSEK, Deferred tax Asset booked for Lease Liability is 5.4 MSEK per report date. These are netted and reported as Deferred tax assets.

# CONSOLIDATED BALANCE SHEET LIABILITIES AND EQUITY

2023/24

Amounts in KSEK	Note	30/11 2023	30/11 2022	31/8 2023
<b>EQUITY AND LIABILITIES</b>				
<b>Equity</b>				
Share capital		688	688	688
Other external capital		285,203	284,845	285,047
Reserves		321	-553	1,378
Retained earnings incl. profit/loss for the period		56,510	40,320	52,109
<b>Total equity</b>		<b>342,722</b>	<b>325,300</b>	<b>339,222</b>
<b>Long-term liabilities</b>				
Deferred tax liabilities <sup>1</sup>		19,508	27,388	23,857
Long-term lease liabilities		15,735	26,052	18,659
Other long-term liabilities		0	11,200	0
<b>Total long-term liabilities</b>		<b>35,244</b>	<b>64,640</b>	<b>42,517</b>
<b>Current liabilities</b>				
Trade and other payables		10,821	22,374	11,822
Current tax liability		1,015	750	1,908
Accrued expenses and prepaid income		11,765	11,355	13,100
Short-term lease liabilities		10,642	10,115	10,342
Other current liabilities		13,822	10,427	16,126
<b>Total current liabilities</b>		<b>48,066</b>	<b>55,021</b>	<b>53,298</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>426,032</b>	<b>444,961</b>	<b>435,037</b>

1. Due to the changes in IAS 12 deferred taxes related to Lease Liabilities and Right-of-use Assets is booked from the fiscal year 22/23 onwards. Deferred Tax liability booked for Right-of-use Assets is 5.0 MSEK, Deferred tax Asset booked for Lease Liability is 5.4 MSEK per report date. These are netted and reported as Deferred tax assets.



**CONSOLIDATED CASH FLOW STATEMENT****2023/24**

Amounts in KSEK	Note	Sep 23-Nov 23	Sep 22-Nov 22	FY 22/23
<b>Operating activities</b>				
Operating profit/loss (EBIT)		5,892	-13,827	21
Adjustments for items not part of cash flow				
LTIP		174	207	409
Write-down of Earn-out		-500	0	-261
Depreciations and write-downs	3	14,242	13,830	56,043
Interest received		770	272	1,899
Interest paid		-222	-264	-990
Tax paid		-1,551	-153	-2,031
<b>Cash flow from operating activities before change in working capital</b>		<b>18,805</b>	<b>64</b>	<b>55,090</b>
Change in current operating receivables		5,802	-2,556	5,339
Change in current operating liabilities		-2,844	-7,178	-17,459
<b>Change in working capital</b>		<b>2,957</b>	<b>-9,734</b>	<b>-12,120</b>
<b>Cash flow from operating activities</b>		<b>21,762</b>	<b>-9,670</b>	<b>42,970</b>
<b>Investing activities</b>				
Capitalized work		-12,270	-11,140	-33,709
Investments in and merged tangible non-current assets		-49	-160	-364
Payment for acquisition of subsidiary, net of cash acquired		0	0	-3,015
Change in financial investments		0	30	15
<b>Cash flow from investing activities</b>		<b>-12,319</b>	<b>-11,270</b>	<b>-37,073</b>
<b>Free cashflow</b>		<b>9,443</b>	<b>-20,940</b>	<b>5,897</b>
<b>Financing activities</b>				
Warrants		-18	0	0
Amortized short-term loan		0	0	0
Amortized leasing liabilities		-2,411	-2,795	-10,379
<b>Cash flow from financing activities</b>		<b>-2,429</b>	<b>-2,795</b>	<b>-10,379</b>
<b>Increase/decrease in cash and cash equivalents</b>				
Cash flow for the period		7,014	-23,735	-4,481
Effects of exchange rate changes		-1,587	-675	970
Opening cash and cash equivalents		122,429	125,940	125,940
<b>Closing cash and cash equivalents</b>		<b>127,856</b>	<b>101,530</b>	<b>122,429</b>

**CONSOLIDATED STATEMENT OF  
CHANGES IN EQUITY****2023/24**

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
<b>Opening balance 1/9 2023</b>	<b>688</b>	<b>285,047</b>	<b>1,378</b>	<b>52,109</b>	<b>339,222</b>
Profit/loss for the period				4,401	4,401
Exchange rate differences			-1,057		-1,057
<b>Total comprehensive income</b>			<b>-1,057</b>	<b>4,401</b>	<b>3,344</b>
LTIP		156			156
<b>Closing balance 30/11 2023</b>	<b>688</b>	<b>285,203</b>	<b>321</b>	<b>56,510</b>	<b>342,722</b>

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
<b>Opening balance 1/9 2022</b>	<b>688</b>	<b>284,638</b>	<b>-886</b>	<b>51,548</b>	<b>335,988</b>
Profit/loss for the period				-11,228	-11,228
Exchange rate differences			333		333
<b>Total comprehensive income</b>			<b>333</b>	<b>-11,228</b>	<b>-10,895</b>
LTIP		207			207
<b>Closing balance 30/11 2022</b>	<b>688</b>	<b>284,845</b>	<b>-553</b>	<b>40,320</b>	<b>325,300</b>

## PARENT COMPANY'S INCOME STATEMENT

2023/24

Amounts in KSEK	Note	Sep 23-Nov 23	Sep 22-Nov 22	FY 22/23
<b>Operating income</b>				
Net sales		67,510	79,849	308,466
Other operating income		293	1,062	1,688
<b>Total operating income</b>		<b>67,803</b>	<b>80,910</b>	<b>310,154</b>
<b>Operating expenses</b>				
Sales related costs		-16,347	-18,736	-70,523
User acquisition		-8,704	-38,023	-96,985
Other external expenses		-16,594	-15,934	-56,678
Personnel costs		-24,289	-21,229	-81,554
<b>Total operating expenses</b>		<b>-65,934</b>	<b>-93,922</b>	<b>-305,740</b>
<b>EBITDA</b>		<b>1,869</b>	<b>-13,011</b>	<b>4,414</b>
Depreciation of tangible and intangible non-current assets	3	-1,321	-4,752	-8,732
<b>Operating profit/loss</b>		<b>548</b>	<b>-17,763</b>	<b>-4,318</b>
<b>Financial items</b>				
Financial income		793	272	1,867
Financial expenses		-10,816	-825	-433
<b>Total financial items</b>		<b>-10,023</b>	<b>-553</b>	<b>1,434</b>
<b>Profit/loss after financial items</b>		<b>-9,475</b>	<b>-18,316</b>	<b>-2,884</b>
<b>Taxes</b>		<b>-145</b>	<b>3,030</b>	<b>-331</b>
<b>Profit/loss for the period</b>		<b>-9,620</b>	<b>-15,286</b>	<b>-3,215</b>

The parent company has no items recorded as other comprehensive income, and total comprehensive income therefore corresponds with the profit/loss for the period.

# PARENT COMPANY'S BALANCE SHEET

## ASSETS

2023/24

Amounts in KSEK	Note	30/11 2023	30/11 2022	31/8 2023
<b>ASSETS</b>				
Goodwill		0	0	0
Other intangible assets		15,040	18,800	15,980
<b>Total intangible assets</b>	<b>3</b>	<b>15,040</b>	<b>18,800</b>	<b>15,980</b>
Equipment, tools, fixtures and fittings		2,405	3,872	2,738
<b>Total tangible non-current assets</b>	<b>3</b>	<b>2,405</b>	<b>3,872</b>	<b>2,738</b>
Participation in Group companies		126,418	134,679	135,418
Other long-term receivables		3,765	7,695	3,765
Long-term receivables from Group companies		194	372	171
<b>Total financial non-current assets</b>		<b>130,377</b>	<b>142,746</b>	<b>139,355</b>
<b>Total non-current assets</b>		<b>147,822</b>	<b>165,418</b>	<b>158,073</b>
<b>Current assets</b>				
Trade and other receivables		29,821	38,779	31,425
Short-term receivable from Group companies		324	3,550	316
Other receivables		6,560	9,840	7,553
Prepaid expenses and accrued income		5,772	3,869	5,811
<b>Total current assets</b>		<b>42,477</b>	<b>56,038</b>	<b>45,105</b>
<b>Cash and cash equivalents</b>		<b>87,172</b>	<b>66,605</b>	<b>85,275</b>
<b>TOTAL ASSETS</b>		<b>277,471</b>	<b>288,061</b>	<b>288,452</b>

# PARENT COMPANY'S BALANCE SHEET

## LIABILITIES AND EQUITY

2023/24

Amounts in KSEK	Note	30/11 2023	30/11 2022	31/8 2023
<b>EQUITY AND LIABILITIES</b>				
<b>Restricted equity</b>				
Share capital		688	688	688
<b>Non-restricted equity</b>				
Other external capital		316,592	316,234	316,436
Retained earnings incl. profit/loss for the period		-78,533	-80,984	-68,913
<b>Total equity</b>		<b>238,747</b>	<b>235,937</b>	<b>248,211</b>
<b>Long-term liabilities</b>				
Deferred tax liabilities		3,437	3,873	3,292
Other provisions		0	11,200	0
<b>Total long-term liabilities</b>		<b>3,437</b>	<b>15,073</b>	<b>3,292</b>
<b>Current liabilities</b>				
Trade and other payables		9,101	17,520	9,165
Liabilities to Group companies		3,543	3,093	2,741
Other liabilities		13,486	6,750	14,856
Accrued expenses and prepaid income		9,157	9,688	10,187
<b>Total current liabilities</b>		<b>35,287</b>	<b>37,051</b>	<b>36,949</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>277,471</b>	<b>288,061</b>	<b>288,452</b>

<b>Term</b>	<b>Description</b>
Net sales	Total game revenue, drawn from In-app purchases and advertising sales. MAG records the full value of items sold as In-app purchases (mainly Apple and Google) and reports the platform share as Sales related costs. The Platform fee is normally 30% of the sales value.
In-app purchases	The value of purchases made in an app through Google Play or Apple App Store or other such store.
Advertising sales	Net sales from ads in the games.
Activated costs for own account	Development work activated to the balance sheet. The company activates personnel costs, including social fees and other personell related costs such as office space, for infrastructure to the games, games in soft launch and live games. Soft launch is the last development phase prior to global launch and the probability of a global launch is high. MAG has not had any write-downs of activated costs for own account since the company went public.
Platform fee	30% of the In-app purchases are costs to the platform, primarily Google Play and Apple App Store. Certain platforms offer a 15% discount for subscriptions, and currently also a discount of 15% for the first million USD of revenue for the year.
User acquisition	Marketing costs with direct connection to one of the games and with measurable effect and demands on ROI (return on investment). A common ROI requirement is to have the investment paid back as net revenues within six or nine months, and longer periods can be relevant in situations with strong retention and long term monetization.
Game contribution	Net sales generated from the games, including royalties, minus platform fees (primarily to Google and Apple) minus direct performance marketing (user acquisition).
EBITDA	Profit/loss before financial items, taxes, depreciation and write-downs.
Equity/asset ratio	Equity end of period as a percentage of balance sheet total.
DAU	Average number of Daily Active Users for the days during the period. Calculated as the sum of DAU for the individual games in such a way so that a player that plays more than one game in one day is counted once per game.
MAU	Average number of Monthly Active Users over the months during the period. Calculated as the sum of MAU for the individual games in such a way so that a player that plays more than one game in one month is counted once per game. An average over the months in the period is calculated.
MUP	Average Monthly Unique during the period is the total number of unique users that makes an In-app purchase in a game. Counted in such a way that a user that makes purchases in more than one game during the month is counted once per game. An average over the months in the period is calculated.
ARPDau	Daily average Net sales per daily active user (DAU). If nothing else is stated this is measured in US cents.

**NOTES TO THE INTERIM REPORT****2023/24**

	Sep 23-Nov 23	Sep 22-Nov 22	FY 22/23
Amounts in KSEK			
<b>NOTE 1: DISTRIBUTION OF NET SALES</b>			
In-app purchases	36,412	44,180	170,314
Advertising income	40,333	53,147	191,793
Other	0	0	75
<b>Total</b>	<b>76,745</b>	<b>97,327</b>	<b>362,182</b>
<b>NOTE 2: SALES RELATED COSTS</b>			
Platform fee	-10,689	-13,037	-48,238
Server costs	-5,275	-5,774	-21,768
Other sales related costs	-2,189	-2,524	-9,049
<b>Total sales related costs</b>	<b>-18,153</b>	<b>-21,335</b>	<b>-79,056</b>

## NOTES TO THE INTERIM REPORT

2023/24

	Sep 23-Nov 23	Sep 22-Nov 22	FY 22/23
Amounts in KSEK			
<b>NOTE 3: DEPRECIATION AND WRITE-DOWNS OF TANGIBLE AND INTANGIBLE NON-CURRENT ASSETS</b>			
<b>Group</b>			
Right-of-use assets	-2,585	-2,626	-10,316
Equipment, tools, fixtures and fittings	-720	-707	-2,850
Intellectual properties	-2,565	-2,565	-10,260
Own work capitalized	-8,372	-7,932	-32,617
<b>Total</b>	<b>-14,242</b>	<b>-13,830</b>	<b>-56,043</b>
<b>Parent</b>			
Goodwill	0	-3,412	-3,412
Equipment, tools, fixtures and fittings	-381	-400	-1,560
Intellectual properties	-940	-940	-3,760
<b>Total</b>	<b>-1,321</b>	<b>-4,752</b>	<b>-8,732</b>



	Sep 23-Nov 23	Sep 22-Nov 22	FY 22/23
Amounts in KSEK			
<b>NOTE 4: ADJUSTED EBITDA AND EBIT</b>			
<b>EBITDA</b>	<b>20,134</b>	<b>3</b>	<b>56,064</b>
Write-down of Earn-out Appropre	-500	0	-261
Adjustment of expected amount retroactive RnD deductions	0	0	2,331
<b>Total adjustments of EBITDA</b>	<b>-500</b>	<b>0</b>	<b>2,070</b>
<b>Adjusted EBITDA</b>	<b>19,634</b>	<b>3</b>	<b>58,134</b>
<b>EBIT</b>	<b>5,892</b>	<b>-13,827</b>	<b>21</b>
<b>Profit for the period</b>	<b>4,401</b>	<b>-11,228</b>	<b>561</b>
Write-down of Earn-out Appropre	-500	0	-261
Adjustment of expected amount retroactive RnD deductions	0	0	2,331
<b>Total adjustments of EBIT</b>	<b>-500</b>	<b>0</b>	<b>2,070</b>
<b>Adjusted EBIT</b>	<b>5,392</b>	<b>-13,827</b>	<b>2,091</b>
<b>Adjusted profit for the period</b>	<b>3,901</b>	<b>-11,228</b>	<b>2,631</b>
<b>Adjusted earnings per share</b>	<b>0.15</b>	<b>-0.42</b>	<b>0.10</b>

	Sep 23-Nov 23	Sep 22-Nov 22	FY 22/23
Amounts in KSEK			
<b>NOTE 5: GAME CONTRIBUTION</b>			
<b>Group</b>			
In-app purchases	36,412	44,180	170,314
Advertising income	40,333	53,147	191,793
Other	0	0	75
<b>Net sales</b>	<b>76,745</b>	<b>97,327</b>	<b>362,182</b>
Platform fee	-10,689	-13,037	-48,238
User acquisition	-11,192	-51,154	-126,472
<b>Game contribution</b>	<b>54,864</b>	<b>33,136</b>	<b>187,472</b>

**GOOD TIMES**