

MAG INTERACTIVE

MAG INTERACTIVE AB [PUBL]
INTERIM REPORT SEP-FEB 2018/19

2018/19

INTERIM REPORT SEP—FEB 2018/19

ABOUT

MAG INTERACTIVE AB [PUBL]

MAG INTERACTIVE IS A LEADING DEVELOPER AND PUBLISHER OF CASUAL MOBILE GAMES FOR A GLOBAL AUDIENCE. MAG INTERACTIVE REACHES MILLIONS OF ACTIVE PLAYERS EVERY DAY AND THE GAME PORTFOLIO CONSISTS OF TEN SUCCESSFUL GAMES WITH OVER 250 MILLION DOWNLOADS, INCLUDING SUCCESSFUL TITLES RUZZLE, WORD DOMINATION AND WORDBRAIN, ALL OF WHICH HAVE REACHED #1 SPOTS ON THE APP STORE AND GOOGLE PLAY. WITH OFFICES LOCATED IN STOCKHOLM AND BRIGHTON, MAG INTERACTIVE'S GAMES ARE DISTRIBUTED THROUGH VIRTUAL APP STORES ALLOWING FOR GLOBAL REACH WITH MINIMUM EFFORT. MAG INTERACTIVE IS LISTED ON NASDAQ FIRST NORTH PREMIER WITH TICKER MAGI. FOR MORE INFORMATION VISIT WWW.MAGINTERACTIVE.COM



SUMMARY OF THE PERIOD DEC 2018 UNTIL FEB 2019

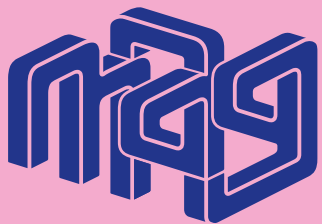
- The Group's Net sales for the period were 41,166 KSEK (58,938 KSEK), a decrease of 30% compared to the same period previous year. Net sales has increased 2% compared to the first quarter of the financial year
- The Group's game contribution for the period was 22,400 KSEK (28,459 KSEK), a decrease of 21% compared to the same period the previous year
- Adjusted EBITDA for the period was -2,809 KSEK (1,608 KSEK)
- The costs for performance marketing in the period was 13,922 KSEK (19,721 KSEK)
- Daily and monthly active users (DAU and MAU) were 2.2 million and 7.8 million respectively during the quarter, a decrease of of 30% and 30% compared to the same period last year. ARPDau was 2.3 US \$ cents (2.6 US \$ cents)
- EBITDA for the period was -2,809 KSEK (-12,407 KSEK)
- During the quarter updates were released to QuizDuel (Blitz quiz) and WordDomination (Solo mode) that both had a warm reception from old and new players

SUMMARY OF THE PERIOD SEP 2018 UNTIL FEB 2019

- The Group's Net sales for the period were 81,533 KSEK (111,928 KSEK), a decrease of 27% compared to the same period previous year
- The Group's game contribution for the period was 48,250 KSEK (51,695 KSEK), a decrease of 7% compared to the same period the previous year
- Adjusted EBITDA for the period was -1,579 KSEK (4,062 KSEK)
- EBITDA for the period was -1,579 KSEK (-44,964 KSEK)

SIGNIFICANT EVENTS DURING THE PERIOD SEP 2018 TO FEB 2019

- On November 1 the company announced that the game PaintHit had reached 20 million downloads
- On November 22 the company announced that the game QuizDuel is available on Amazon's platform Echo on the German market
- On December 18 the company held its annual general meeting for shareholders where resolutions relating to personnel incentive program of an equivalent number of warrants of 526,428 and mandate to issue shares corresponding to 10% of the share capital were made. During the quarter 490,000 employee stock options (corresponding to the same number of warrants) were subscribed for by employees in the Stockholm and the Brighton office



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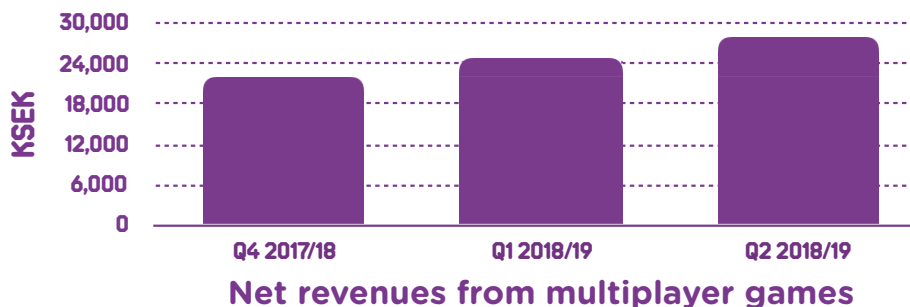
FROM THE CEO PUTTING CASH TO GOOD USE TO RESTART GROWTH

2018/19

Shift in revenues reflects the change in strategy

Our streamlined focus on multiplayer games is becoming visible in the current portfolio performance. Almost 70% of net revenue is now coming from multiplayer games compared to 50% last year. We have also been able to halt the previous decline in revenues on a quarterly basis and have seen a slight uptick between Q1 and Q2. Based on the start of Q3 we also have reason to believe this growth trend will increase going forward.

Furthermore, the fact that the multiplayer revenues have grown from Q4 2017/18 onwards shows that the business is changing relatively quickly and that marketing and product optimization has started to generate results.

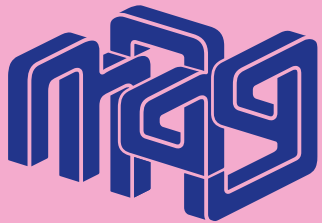


MAG is building a strong long term portfolio where every new multiplayer game that reaches significant scale over time becomes another long term cash flow generator for the company. The multiplayer strategy we implemented last fall is aligned with the goals of more predictable cash flows and products that can systematically be grown through performance based marketing and strong long term retention. This is integral, as an increase in revenue is what takes the business back to the profit margins we have seen historically. Our focus is currently on growth as we now have a modern product, Word Domination, in the portfolio which enables efficient and profitable performance marketing in our biggest markets the US, Germany and France and we are seeing the first concrete improvements of core KPIs for QuizDuel with a strengthened ARPDAU.

Yearly versus quarterly comparisons

WordBrain's revenues decreased throughout the previous financial year due to a decrease in marketing volumes. At the end of the fourth quarter (August 2018) the negative trend was broken and ever since that we have had a stable, albeit lower, revenue level from WordBrain. This means that we have two more quarters ahead of us comparing with significantly higher revenues from WordBrain relative to this financial year's stable level. To develop a better understanding of where the company is heading with the new multiplayer focused strategy it is more relevant to keep an eye on our quarter to quarter development during this financial year than the yearly comparisons.





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The negative quarterly result is a consequence of our continued focus on future growth. Specifically a result of increased investments in the performance marketing of Word Domination, as well as the continued investments in development of both existing and new multiplayer games. Our ambition is to gradually increase marketing investments as long as we see a solid projected return. This way we can put the cash to good use while continuously looking for potential acquisition opportunities.

We see it as a sign of strength that our marketing investments have increased 40% since the previous quarter and our ambition is to continue increasing these investments during the year. The likely effect of this ambition is negative results during the coming quarters as the payback time for the investments extend over multiple quarters.

Investments based on proven models

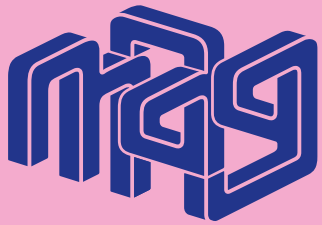
The models and tools we use for performance marketing are built upon years of experience and 100s of millions of SEK in profitable marketing investments. Based on this experience, we've identified similar patterns now to those present when we had the opportunity to scale up WordBrain. That opportunity provided the company with an amazing growth ride and strong profits over multiple years. If we were to succeed in a similar way with Word Domination we would create yet another strong cash flow generator for years to come. WordBrain, Ruzzle and QuizDuel are all five years old or more and are still generating tens of millions of SEK in positive cash flow per game and year. Already at this stage Word Domination is the second biggest game in the portfolio and is closing in on our biggest game QuizDuel in terms of revenues, after a strong ending to the quarter and demonstrating continued growth into March.

Growth based on improved products and optimized marketing

A combination of new product features and continuously improved performance marketing has helped to grow Word Domination's revenues since the global launch in May last year. At the end of the previous quarter the game had more than 750.000 monthly active users and during this reporting period we have surpassed one million monthly actives. The pattern we have seen from previous games where the peak in users and revenues happens year two or three seems to hold true, and we can look back at a period of steady growth beginning at the time of the launch.

As communicated last quarter the technical integration efforts related to QuizDuel are now behind us. We can now continuously improve the game performance, and have significantly decreased server costs after the migration to MAGs core infrastructure for multiplayer games. The ARPDAU for QuizDuel after the launch of BlitzQuiz in late December is up 25% compared to the same period last year. This is a clear sign that we are moving in the right direction, even if we have not yet reached our goals with this game. We see a great opportunity in continuously improving QuizDuel and we are still only at the beginning of what we hope to achieve through investments in new functions and game modes.





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2018/19

More entertainment on its way from The Good Times Factory

There are a number of exciting social multiplayer games in development. We have also increased the size of our live multiplayer game teams to continuously improve performance, and add more content and events to keep the engagement level high in the games. The teams at MAG are passionate about delivering fun and engaging content to our millions of active players across the globe and it is amazing to see the response and engagement we get back from the players. Every day more than one million hours are spent playing MAG games and this is something we are immensely proud of!

During March, Word Domination has grown significantly compared to February and we look forward to having a strong growth generator in the portfolio during the year. Having already reached the five million download milestone, Word Domination is fast becoming a big title in its own right.

I'm also very happy to announce that we plan to launch a sequel to QuizDuel later this year. We are building a game with exciting new features and game modes while at the same time staying tightly integrated socially with the classic QuizDuel. Our aim is to keep this sequel in the same QuizDuel ecosystem so that friends can stay connected and even open up the possibility to play matches between the new QuizDuel and the classic version. This is an important step in developing our position as one of the world's leading suppliers of trivia games.

DANIEL HASSELBERG, CEO



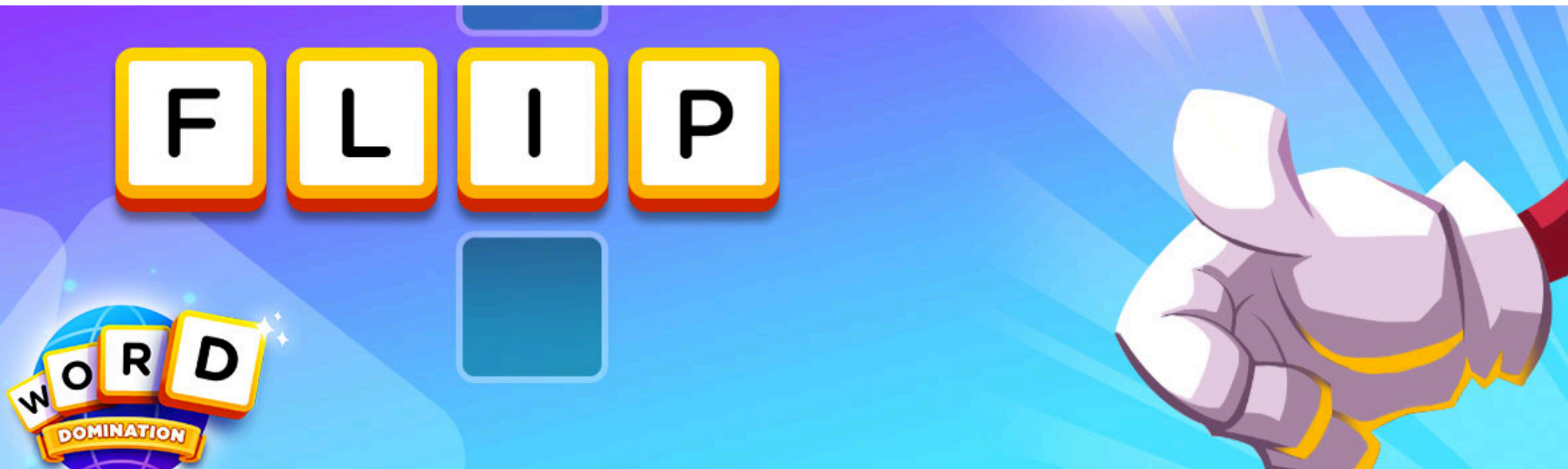
Word Domination reaches 5 million downloads

Word Domination is MAG Interactive's first real time PVP-game. No more waiting for your opponent to make a move, see tiles being played on the board while you plan your next move. Players can play Word Domination with friends or challenge other players online. Word Domination has 45 collectable boosters that you can use to get an edge on your opponent. The addition of this tactical element in combination with the real-time component makes the game unique and it has received much appreciation from players worldwide.

During the period, Word Domination reached over **5 million downloads** and monthly users have grown from 750,000 previous quarter to over **1,000,000 monthly active players**. Word Domination still has the highest daily player engagement of any game MAG has ever released thereby confirming MAG's new strategy of developing multiplayer games with a higher degree of loyalty and a more sustainable economy. More and more marketing resources are now being dedicated to growing the game and attracting more valuable players by creating and optimizing ads, expanding campaigns and channels.

70% of players play new solo game mode

During the period the solo mode was launched as a new game mode in the game. Solo means that you challenge yourself without real opponents and instead compete in a tournament where you meet increasingly more advanced computer opponents. The launch was well received and **70% of the players play solo mode** which increases engagement and daily revenue per player. This has enabled MAG to broaden and deepen its global player acquisition. Continually new features, events and content are released, such as customized tiles to further enhance the gaming experience and increase daily revenue per player.



QuizDuel maintains the position as the EU's largest mobile trivia game

QuizDuel is an intelligent and entertaining social quiz game where you can challenge your friends and other random quizzers to exciting head-to-head games of trivia. QuizDuel has also been developed to become one of Germany's most popular TV-shows on one of the largest TV-channels, Das Erste, through a licensing agreement. According to the analyst company AppAnnie's report for 2018 QuizDuel was the most played game in Germany overall. With more than **1 million players every day**, QuizDuel retains its position as the largest mobile trivia game in the EU.

The game mode BlitzQuiz increases the revenue per player

A new permanent game mode called BlitzQuiz was test launched in QuizDuel in Sweden during November and after positive reception it was rolled out globally and as of the last days of December it is globally available. Players answer nine rapid-fire questions from different daily categories as quickly as they can. By watching ads players are rewarded with tickets, which are required to play the game. BlitzQuiz now has hundreds of thousands of daily players and is an example of the type of new features aimed at increasing game experience and the daily revenue per user from QuizDuel. After the addition of BlitzQuiz the daily revenue per player is up 25% compared to the same period last year.

Continuous new collaborations

QuizDuel intends to cooperate with brands or organizations with engaged followers. When the euro celebrated 20 years, the European Central Bank (ECB) chose QuizDuel as its launch partner. Together, a competition was launched in knowledge of the EU and the euro. 30 players won iPad Pros or Interrail Global Passes. The competition was a success with more than 1.4 million users only during the launch day and attracted audiences from many markets where QuizDuel is normally played less frequently.



Ruzzle truly one of the world's strongest evergreen word games

Ruzzle is famous for being one of the world's largest word games, downloaded by more than 60 million players. Ruzzle is played in 13 different languages and has been a top ten word game in 148 countries on App Store. In Ruzzle you are challenged to find as many words as possible from a given set of letters in two minutes.

The success and the longevity of the game is due to the engaging game play and the multiplayer mode that allows you to play against friends or random players around the world. Throughout the years Ruzzle has helped millions of people find new friends and some have even found their partner and married.

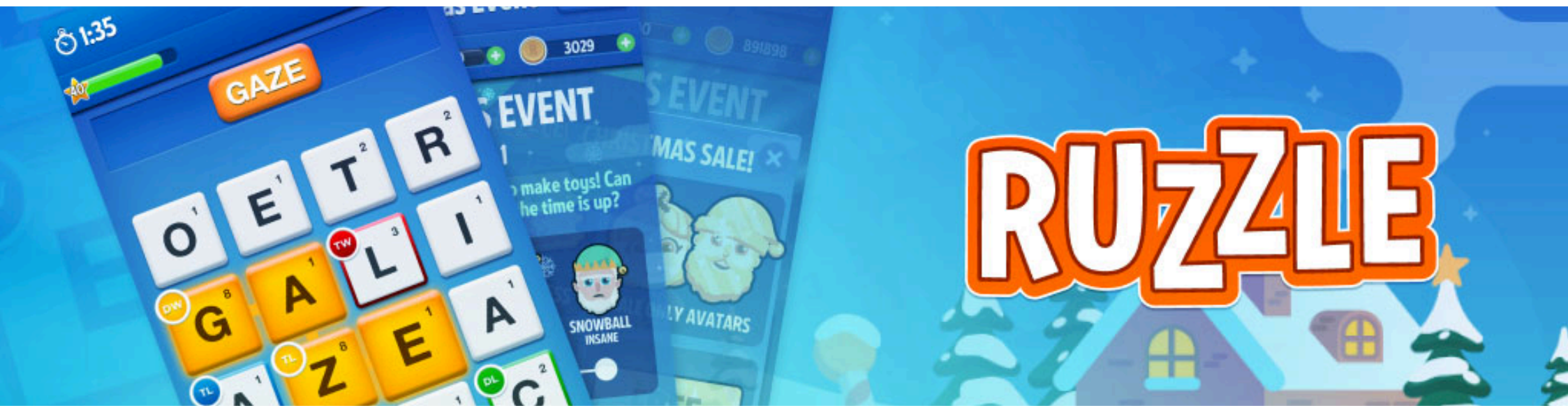
Improving on the Game Economy

Based on the long lasting high engagement and retention of Ruzzle, MAG is investing more resources into growing the game and improving the game economy. To help the game grow the team has been strengthened, more focus is put on events, content and features. Initial results based on the modernization of the game and working more committed with the game economy show a positive reflection on the strength of Ruzzle, the engagement of the loyal users and the potential of an improved game economy.

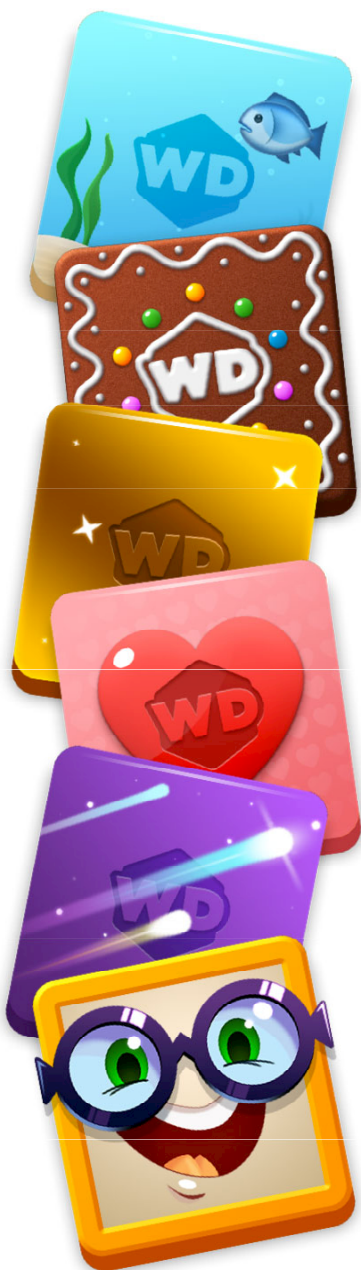
7 years old and 100,000 years playtime

As Ruzzle celebrates 7 years old we look back at an impressive journey with some amazing stats:

- 1.5 trillion words found
- 100,000 years collective playtime
- 120 million kilometers swiped which takes you to Mars and back!



CONSOLIDATED PROFIT/LOSS AND CASHFLOW FOR THE PERIOD 2018/19 DEC 2018 UNTIL FEB 2019



OPERATING INCOME

The Group's operating income for the period was 47,600 KSEK (65,914 KSEK), a decrease of 28% compared to the same period the previous year. The Group's Net sales for the period totalled 41,166 KSEK (58,938 KSEK), a decrease of 30%.

Own work capitalised totalled 5,982 KSEK (6,486 KSEK). See below for further details of capitalised expenses as well as depreciation of the same.

The group's Net sales was primarily attributable to the games QuizDuel, WordBrain, Word Domination, Ruzzle, Wordalot, WordBrain2 and PaintHit.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses totalled 50,409 KSEK (78,321 KSEK). Of these, 10,453 KSEK (15,639 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 13,922 KSEK (19,721 KSEK) were costs of Direct marketing and 9,725 KSEK (19,948 KSEK) were Other external operating expenses.

Costs for Direct marketing are lower compared to the same period previous year due to lower volumes for Wordbrain 1 and 2 and Wordalot. Direct marketing costs in the second quarter are mainly attributable to the game Word Domination. Other external operating expenses in the comparison period includes extraordinary costs referable to the company's listing process as well as the acquisition of Feo Media AB.

Personnel expenses totalled 16,309 KSEK (23,013 KSEK) a decrease of 29%.

EBITDA for the period was -2,809 KSEK (-12,407 KSEK).

Depreciation of tangible and intangible assets totalled 5,914 KSEK (6,309 KSEK), of which 4,622 KSEK (4,406 KSEK) was depreciation of capitalised development expenses. No amortizations were made in the period or the comparison period.

The Group's operating profit was -8,723 KSEK (-18,716 KSEK) and profit before tax -8,109 KSEK (-19,553 KSEK).

ADJUSTED RESULT [NOTE 3]

Adjusted EBITDA for the period was -2,809 KSEK (1,608 KSEK)

Adjusted operating result for the period was -8,109 KSEK (-14,944 KSEK)

PROFIT/LOSS AFTER TAX

Profit after tax totalled -6,437 KSEK (-22,627 KSEK)

The profit after tax per share was -0.24SEK/share (-0.87SEK/share) och the profit after tax per share fully diluted was -0.24 SEK/share (-0.86 SEK/share)

The average number of share during the period was 26,321,393 (25,917,353) and the average number of shares fully diluted was 26,952,617 (26,386,599)

CASH FLOW FOR THE PERIOD – PERIODEN DEC 2018 TILL FEB 2019

The Group's cash flow from operating activities during the quarter was 3,060 KSEK (5,758 KSEK). Cash flow from investing activities was -10,048 KSEK (-40,971 KSEK). Cashflow from financing activities was -3,889 TSEK (191,717 TSEK)

CONSOLIDATED PROFIT/LOSS FOR THE PERIOD SEPTEMBER 2018 UNTIL FEB 2019

2018/19

OPERATING INCOME

The Group's operating income for the period was 93,634 KSEK (122,982 KSEK), a decrease of 24% compared to the same period the previous year. The Group's Net sales for the period totalled 81,533 KSEK (111,928 KSEK), a decrease of 27%.

Own work capitalised totalled 11,486 KSEK (10,249 KSEK). See below for further details of capitalised expenses as well as impairments and depreciation of the same.

The group's Net sales was primarily attributable to the games QuizDuel, WordBrain, Word Domination, Ruzzle, Wordalot, WordBrain2 and PaintHit.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses totalled 95,213 KSEK (167,946 KSEK). Of these, 20,529 KSEK (31,528 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 23,815 KSEK (37,469 KSEK) were costs of Direct marketing and 18,490 KSEK (61,303 KSEK) were Other external operating expenses.

Costs for Direct marketing are lower compared to the same period previous year due to lower volumes for Wordbrain 1 and 2 and Wordalot. Direct marketing costs in the second quarter are mainly attributable to the game Word Domination.

Personnel expenses totalled 32,378 KSEK (37,647 KSEK) a decrease of 14%. The average number of employees during the period was 71 (83) a decrease of 14%. The personnel costs for the period includes a restructuring cost of 3.7 MSEK.

EBITDA for the period was -1,579 KSEK (-44,964 KSEK).

Depreciation and impairments of tangible and intangible assets totalled 11,779 KSEK (12,426 KSEK), of which 9,308 KSEK (8,663 KSEK) was depreciation of capitalised development expenses and 1,880 KSEK (3,372 KSEK) was depreciation of intangible assets.

The Group's operating profit was -13,358 KSEK (-57,389 KSEK) and profit before tax -12,968 KSEK (-57,908 KSEK).

ADJUSTED RESULT [NOTE 3]

Adjusted EBITDA for the period was -1,579 KSEK (4,062 KSEK)

PROFIT/LOSS AFTER TAX

Profit after tax totalled -10,089 KSEK (-60,966 KSEK)

The profit after tax per share was -0.38 SEK/share (-2.67 SEK/share) och the profit after tax per share fully diluted was -0.38 SEK/share (-2.62 SEK/share)

The average number of share during the period was 26,321,393 (22,847,359) and the average number of shares fully diluted was 26,871,628 (23,256,781)



PARENT COMPANY PROFIT/LOSS FOR THE PERIOD DEC 2018 UNTIL FEB 2019

2018/19**OPERATING INCOME**

The parent company's Net sales for the period were 27,021 KSEK (41,065 KSEK), a decrease of 34% compared with the same period the previous year.

OPERATING EXPENSES AND OPERATING PROFIT/LOSS

Operating expenses totalled 47,982 KSEK (59,045 KSEK).

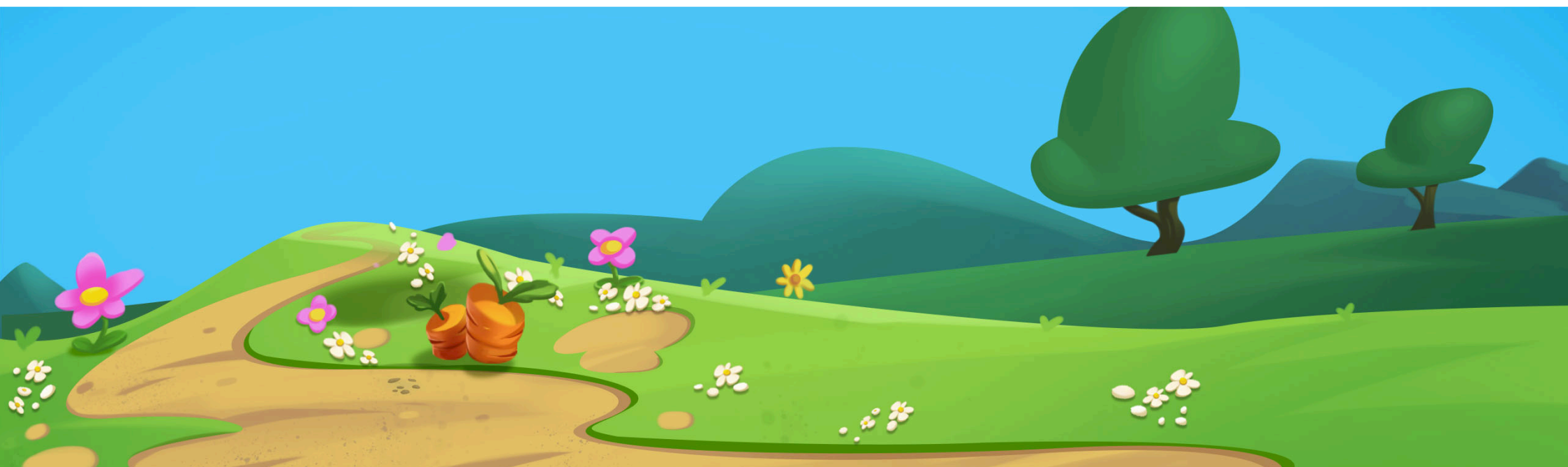
Of these 9,510 KSEK (13,013 KSEK) were Sales-related costs originating primarily from fees to Apple App Store and Google Play, costs of Performance based marketing were 13,905 KSEK (19,405 KSEK) and 9,509 KSEK (12,697 KSEK) was other external operating expenses.

Depreciation of tangible and intangible assets totalled 344 KSEK (1,865 KSEK), of which 0 KSEK (1,686 KSEK) was depreciation of intangible assets.

The parent company's operating profit for the period was -17,280 KSEK (-19,475 KSEK).

PROFIT AFTER TAX

Profit after tax totalled to -13,691 KSEK (-19,417 KSEK).



PARENT COMPANY PROFIT/LOSS FOR THE PERIOD SEPTEMBER 2018 UNTIL DEC 2019

2018/19

OPERATING INCOME

The parent company's Net sales for the period were 55,538 KSEK (88,506 KSEK), a decrease of 37% compared with the same period the previous year.

OPERATING EXPENSES AND OPERATING PROFIT/LOSS

Operating expenses totalled 89,590 KSEK (112,645 KSEK).

Of these 18,415 KSEK (28,118 KSEK) were Sales-related costs originating primarily from fees to Apple App Store and Google Play, costs of Performance based marketing were 23,543 KSEK (37,025 KSEK) and 17,861 KSEK (21,387 KSEK) was other external operating expenses.

Depreciation and impairments of tangible and intangible assets totalled 566 KSEK (3,726 KSEK), of which 0 KSEK (3,372 KSEK) was depreciation of intangible assets.

The parent company's operating profit for the period was -27,985 KSEK (-27,199 KSEK).

PROFIT AFTER TAX

Profit after tax totalled to -22,179 KSEK (-27,085 KSEK).



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

2018/19

Intangible non-current assets at the end of the period totalled 140,927 KSEK (136,161 KSEK), of which 77,757 KSEK (69,371 KSEK) relates to intellectual property and 63,170 KSEK (66,790 KSEK) to other intangible assets. The latter consists primarily of capitalised development expenses on own account and acquired IP.

Cash and cash equivalents at the end of the period totalled 204,426 KSEK (230,430 KSEK)

Equity at the end of the period totalled 334,712 KSEK (342,602 KSEK), corresponding to 12.7 SEK/share (13.2 SEK/share)

The equity/assets ratio at the same time was 83.4% (78.8%)

The group has interest bearing debt of 23,334 KSEK (35,000 KSEK)

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

The parent company's intangible non-current assets at the end of the period totalled 0 KSEK (1,124 KSEK)

Cash and cash equivalents at the end of the period totalled 157,770 KSEK (197,389 KSEK)

Equity at the end of the period totalled 327,647 KSEK (294,550 KSEK)



KEY INDICATORS FOR THE BUSINESS PERIOD DEC 2018 UNTIL FEB 2019

2018/19



DISTRIBUTION OF REVENUES BY BUSINESS MODEL

The Group's Net sales are distributed primarily between in app purchases (purchases made inside games via the Apple App Store or Google Play) and in app advertising.

The Group's Net sales from In app purchases for the period were 16,147 KSEK (35,846 KSEK), a decrease of 55% compared to the same period the previous year.

The Group's Net sales from In app advertising were 24,941 KSEK (22,817 KSEK), an increase of 9% compared with the same period the previous year.

GAME CONTRIBUTION

Games that are marketed by MAG Interactive have different cost levels in their distribution cost (Sales-related costs) and marketing cost (Performance-based marketing), not least relating to which phase the games are in. The Group therefore reports the total contribution from games activities according to the following model: Net income minus platform-fees 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 22,400 KSEK (28,459 TSEK), a decrease of 21% compared to the same period the previous year.

COMMENTS ON THE DISTRIBUTION OF INCOME AND CONTRIBUTIONS FROM SALES ACTIVITIES

The split in Net sales between In app purchases and In app advertising is changing due to lower sales in the games mostly monetized by In app purchases and the high share of advertising sales in QuizDuel. Since a couple on months the share of ad revenue is above 50%.

Stretching vowels

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.

ARPPDAU is calculated as the company's daily average of Net sales during the period divided by DAU. Riksbanken's average exchange rate per month is used for translation into USD.

THE BUSINESS'S KEY INDICATORS DURING THE PERIOD

DAU for the period 2.2 million (3.1 million), a decrease of 30% compared with the same period the previous year.

MAU for the period 7.8 million (11.1 million), a decrease of 30% compared with the same period the previous year.

MUP for the period 55 thousand (176 thousand), a decrease of 69% compared with the same period the previous year.

ARPPDAU for the period 2.3 US \$ cent (2.6 US \$ cent), a decrease of 10% compared with the same period the previous year.

COMMENTS TO THE KPIS

The player base is decreasing following the lower marketing spend in the last year, primarily for Wordbrain. Number of paying users is decreasing as a consequence of lower marketing spend.

SUMMARY OF THE BUSINESS' KEY PERFORMANCE INDICATORS

2018/19

Period	Unit	Dec-Feb 18/19	Dec-Feb 17/18
In-app purchases	KSEK	16,147	35,846
Advertising	KSEK	24,941	22,817
Other	KSEK	77	275
Net sales	KSEK	41,165	58,938
Average SEK/USD		9.017	8.199
<i>Share of Net sales</i>			
<i>In-app purchases</i>		39%	61%
<i>Advertising</i>		61%	39%
Platform fee	KSEK	4,844	10,758
Direct marketing	KSEK	13,922	19,721
Game contribution	KSEK	22,399	28,459
<i>Share of Net sales</i>			
<i>Platform fee</i>		12%	18%
<i>Direct marketing</i>		34%	33%
Game contribution		54%	48%
<i>EBITDA</i>	KSEK	-2,809	-12,407
<i>Adjusted EBITDA (note 3)</i>	KSEK	-2,809	1,608
DAU	Millions	2.2	3.1
MAU	Millions	7.8	11.1
MUP	Thousands	55	176
ARPDau	US \$ cent	2.3	2.6

PARENT COMPANY

The parent company MAG Interactive AB (publ), corporate ID number 556804-3524, has its registered office in Stockholm. A large part of the Group's business activity is in the parent company, with employees, agreements, intangible assets (incl. IP) and revenues. There are two fully owned subsidiaries in the group. MAG Games Ltd with its 21 employees has only Group internal invoicing and carries out development and other functions in the company's operations. FEO Media AB with its base in Stockholm and 7 employees operates the game QuizDuel.

ACCOUNTING PRINCIPLES

The consolidated accounts for the MAG Interactive AB Group ("MAG Interactive") have been drawn up 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 for the Group and Note 2 for the parent company respectively in the annual accounts for 2017/2018.

IFRS 15 "Revenue from contracts with customers" entered into force on 1 January 2018. For the Group this means application since the financial year that began on 1 September 2018. MAG has quantified the affects of IFRS 15 and the analysis shows that the affect from IFRS 15 is not material. Future changes in type of games and type of items sold will be evaluated when appropriate.

IFRS 9, "Financial instruments" enters into force on 1 January 2018. For the Group this means application in the financial year that begins on 1 September 2018. The work of analyzing the affects of IFRS 9 has been completed. IFRS 9 will does have any material impact on the Groups financial statements.

Starting 2019 IFRS 16 enters into force; demanding that assets and liabilities attributable to all leasing agreements, with certain exceptions, are accounted for in the balance sheet. This way of accounting is based on the view that the lessee has the right to use an asset for a certain time period and at the same time has an obligation to pay for this right. The new standard is applicable for financial years starting January 1 2019 or later, the company will not apply this standard prior to the start of the financial year 2019/20, starting September 1 2019. The standard is adopted by the the EU. The standard will primarily effect the group's accounting of operational leasing agreements. Leasing commitments will be accounted for to current value and will be reported as fixed asset with the corresponding interest bearing debt in the balance sheet. In the profs and loss the leasing cost will be replaced by depreciation and interest cost. The change will cause the assets and the operating result to increase which will effect some KPIs.

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 minimise these effects.

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 realised in USD, and the majority of the direct marketing is purchased in USD. The most important currency is thus USD and the average rate to SEK, wighted by the company's months Net sales. A Net sales adjusted for currency effects is presented in the report and is based on movements in the fifteen most important currencies, representing 99% of Net sales.





OTHER DISCLOSURES CONTO.

2018/19

CERTIFIED ADVISER

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

PERSONNEL

The average number of employees during the period was 71, compared to 94 the same period previous year.

CONTACT

Further information is available on the company's website: maginteractive.se/investor-relations

Or contact

Daniel Hasselberg, CEO, at daniel@maginteractive.se eller,
Magnus Wiklander, CFO, at magnus.wiklander@maginteractive.se

MAG INTERACTIVE AB (PUBL)

Drottninggatan 95A
113 60 Stockholm
Sweden

FURTHER REPORTING DATES

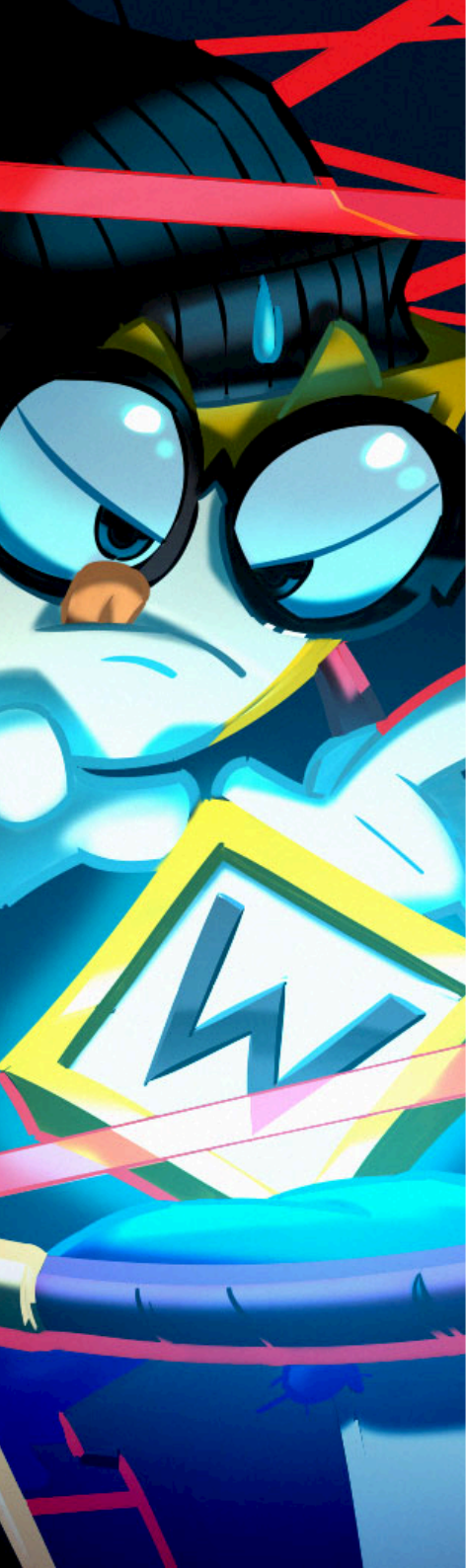
Interim report September-May 2018/2019	26 June 2019
Interim report September-August 2018/2019	23 October 2019

AUDIT

This report has not been reviewed by auditors

TWITCH VIDEO CAST

The 10 April at 10:00 CET, CEO Daniel Hasselberg and CFO Magnus Wiklander will hold a Twitch video cast call to present the interim report. Link to the Twitch feed www.twitch.com/maginteractive
More information is available at maginteractive.se/investors



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 10 April 2019

BIRGITTA STYMNE GÖRANSSON

Chairman of the Board

DANIEL HASSELBERG

CEO, Board member

TAINA MALÉN

Board member

ANDRAS VAJLOK

Board member

TEEMU HUUHTANEN

Board member

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**2018/19**

Amounts in KSEK	Note	Dec-Feb 18/19	Dec-Feb 17/18	Sep-Feb 18/19	Sep-Feb 17/18	FY 17/18
Operating income						
Net sales	1	41,166	58,938	81,533	111,928	216,870
Own work capitalised		5,982	6,486	11,486	10,249	19,954
Other operating income		452	490	614	806	3,389
Total		47,600	65,914	93,634	122,982	240,213
Operating expenses						
Sales related costs	2	-10,453	-15,639	-20,529	-31,528	-61,744
Performance based marketing		-13,922	-19,721	-23,815	-37,469	-72,390
Other external expenses	5, 6	-9,725	-19,948	-18,490	-61,303	-77,046
Personnel costs	5	-16,309	-23,013	-32,378	-37,647	-69,377
Total operating expenses		-50,409	-78,321	-95,213	-167,946	-280,556
EBITDA						
Depreciation of tangible and intangible non-current assets		-5,914	-6,309	-11,779	-12,426	-26,539
Operating profit/loss (EBIT)		-8,723	-18,716	-13,358	-57,389	-66,883
Financial items						
Income from securities		0	58	0	323	407
Interest income and similar		603	9	602	90	2,832
Interest expense and similar		12	-904	-212	-931	-1,587
Total financial items		614	-837	390	-519	1,652
Profit/loss after financial items		-8,109	-19,553	-12,968	-57,908	-65,231
Taxes		1,672	-3,074	2,879	-3,058	5,434
Profit/loss for the period		-6,437	-22,627	-10,089	-60,966	-59,797
Other comprehensive result						
Exchange rate differences		1,014	267	623	1,522	1,897
Total comprehensive income for the period		-5,422	-22,360	-9,467	-59,445	-57,900

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)	-0.24	-0.87	-0.38	-2.67	-2.43
Earnings per share fully diluted (based on average number of shares)	-0.24	-0.86	-0.38	-2.62	-2.39
Average number of shares during the period	26,321,393	25,917,353	26,321,393	22,847,359	24,598,653
Average number of shares during the period fully diluted	26,952,617	26,386,599	26,871,628	23,256,781	25,038,233
Number of shares at the end of the period	26,321,393	26,321,393	26,321,393	26,321,393	26,321,393
Number of shares at the end of the period fully diluted	27,317,067	26,790,639	27,317,067	26,790,639	26,790,639

CONSOLIDATED BALANCE SHEET

ASSETS

2018/19

Amounts in KSEK	Note	28/2 2019	28/2 2018	31/8 2018
ASSETS				
Goodwill	4	77,757	69,371	77,415
Other intangible assets		63,170	66,790	62,872
Total intangible assets		140,927	136,161	140,287
Equipment, tools, fixtures and fittings		6,419	2,907	2,823
Total tangible assets		6,419	2,907	2,823
Other long-term receivables		4,592	4,292	4,300
Total financial non-current assets		4,592	4,292	4,300
Deferred tax assets		7,776	1,406	1,699
Total non-current assets		159,714	144,767	149,109
Current assets				
Trade and other receivables		20,155	13,689	10,063
Current tax assets		9,993	3,918	5,990
Other current receivables		1,477	9,242	4,009
Prepaid expenses and accrued income		5,639	19,313	20,488
Other short-term securities	7	0	13,341	0
Cash and cash equivalent		204,426	230,430	228,083
Total current assets		241,690	289,933	268,632
TOTAL ASSETS		401,404	434,700	417,741

CONSOLIDATED BALANCE SHEET LIABILITIES AND EQUITY

2018/19

Amounts in KSEK	Not	28/2 2019	28/2 2018	31/8 2018
EQUITY AND LIABILITIES				
Equity				
Share capital		684	684	684
Other contributed capital		281,041	281,069	281,041
Reserves		-1,261	-2,319	-1,883
Retained earnings incl. comprehensive income for the period		54,249	63,167	64,338
Total equity		334,712	342,602	344,179
Deferred tax liabilities		17,873	19,199	17,925
Other long-term liabilities		7,778	35,000	15,556
Total long-term liabilities		25,651	54,199	33,481
Current liabilities				
Trade and other payables		11,518	13,079	5,047
Current tax liability		91	85	1,041
Short term bank loans		15,556	0	15,556
Accrued expenses and prepaid income	5	10,621	20,851	15,483
Other current liabilities		3,255	3,884	2,954
Total current liabilities		41,041	37,899	40,081
TOTAL EQUITY AND LIABILITIES		401,404	434,700	417,741

CONSOLIDATED CASH FLOW STATEMENT**2018/19**

Amounts in KSEK	Notes	Dec-Feb 18/19	Dec-Feb 17/18	Sep-Feb 18/19	Sep-Feb 17/18	FY 17/18
Cash flow from operating activities						
Profit/loss before financial items		-8,723	-18,716	-13,358	-57,389	-66,883
Depreciations		5,914	6,727	11,779	12,283	26,539
Interest received		0	137	0	412	3,239
Interest paid		-113	-52	-270	-79	-1,587
Income tax paid		-3,156	-1,659	-3,156	-3,235	-5,916
Other adjustments for items not effecting cashflow		0	0	0	31,405	31,405
Cash flow from operating activities before change in working capital		-6,078	-13,563	-5,005	-16,603	-13,202
Change in current operating receivables		3,297	7,242	9,789	5,091	6,122
Change in current operating liabilities		5,841	12,079	-5,896	11,347	4,547
Total change in working capital		9,138	19,321	3,894	16,438	10,668
Cash flow from operating activities		3,060	5,758	-1,112	-165	-2,534
Cash flow from investing activities						
Investments in tangible non-current assets		-4,066	-172	-4,066	-221	-1,005
Capitalized work		-5,982	-6,486	-11,486	-10,249	-19,954
Investment in intangible assets		0	0	199	0	0
Aquisition of subsidiary, after deduction of cash and cash equivalents acquired	4	0	-33,755	0	-110,821	-110,821
Change in securities		0	0	0	0	19,018
Change in long-term receivables		0	-558	-5	5,442	0
Cash flow from investing activities		-10,048	-40,971	-15,358	-115,849	-112,761
Cash flow from financing activities						
New share issue		0	191,717	0	271,735	271,707
Long-term loans		0	0	0	35,000	35,000
Amortized loans		-3,889	0	-7,778	0	-3,889
Cash flow from financing activities		-3,889	191,717	-7,778	306,735	302,818
Reduction/increase in cash and cash equivalents						
Cash flow for the period		-10,878	156,504	-24,248	190,721	187,523
Exchange rate differences in cash and cash equivalents		590	-923	590	-853	0
Opening cash and cash equivalents		214,713	74,848	228,083	40,561	40,561
Closing cash and cash equivalents		204,426	230,429	204,426	230,429	228,083

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

2018/19

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Starting balance 1/9 2018	684	281,041	-1,883	64,338	344,179
Profit/loss for the period				-10,089	-10,089
Exchange rate differences			623		623
Total comprehensive income			623	-10,089	-9,467
Other	0	0	0	0	0
Ending balance 28/2 2019	684	281,041	-1,261	54,248	334,712

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Starting balance 1/9 2017	50	1,234	-3,840	101,463	98,907
Profit/loss for the period				-29,561	-29,561
Exchange rate differences			1,522		1,522
Total comprehensive income			1,522	-60,966	-59,445
Increase share capital	450			-450	
IPO costs				-8,284	-8,284
Share issue	184	279,835			280,018
Delinquent share issue				31,405	31,405
Ending balance 28/2 2018	684	281,069	-2,319	63,168	342,602

PARENT COMPANY'S INCOME STATEMENT

2018/19

Amounts in KSEK	Dec-Feb 18/19	Dec-Feb 17/18	Sep-Feb 18/19	Sep-Feb 17/18	FY 17/18
Operating income					
Net sales	27,021	41,065	55,538	88,506	166,666
Other operating income	4,025	370	6,632	665	6,786
Total operating income	31,046	41,435	62,171	89,171	173,452
Operating expenses					
Sales related costs	-9,510	-13,013	-18,415	-28,118	-51,863
Performance based marketing	-13,905	-19,405	-23,543	-37,025	-71,617
Other external expenses	-9,509	-12,697	-17,861	-21,387	-35,832
Personnel costs	-15,057	-13,931	-29,771	-26,115	-53,869
Total operating expenses	-47,982	-59,045	-89,590	-112,645	-213,181
EBITDA	-16,935	-17,610	-27,420	-23,474	-39,729
Depreciation of tangible and intangible non-current assets	-344	-1,865	-566	-3,726	-813
Operating profit/loss	-17,280	-19,475	-27,985	-27,199	-45,038
Financial items					
Profit/loss from securities	0	88	0	88	421
Financial income	49	9	49	76	224
Financial expenses	-115	-38	-319	-49	-613
Total financial items	-66	58	-269	114	33
Profit/loss after financial items	-17,346	-19,417	-28,255	-27,085	-45,005
Tax allocation reserve	0	0	0	0	40,120
Taxes	3,655	0	6,076	0	1,699
Profit/loss for the period	-13,691	-19,417	-22,179	-27,085	-3,186

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

2018/19

Amounts in KSEK	28/2 2019	28/2 2018	31/8 2018
Intellectual property rights	0	1,124	0
Total intangible assets	0	1,124	0
Equipment, tools, fixtures and fittings	2,066	2,466	2,358
Total tangible non-current assets	2,066	2,466	2,358
Participation in Group companies	181,983	150,528	181,933
Other long-term receivables	9,558	1,782	3,482
Total financial non-current assets	191,541	152,310	185,415
Total non-current assets	193,607	155,900	187,773
Current assets			
Trade and other receivables	15,886	9,279	18,332
Other receivables	1,217	2,018	1,224
Prepaid expenses and accrued income	5,206	13,991	15,343
Other long-term securities	0	13,091	0
Total current assets	22,308	38,379	34,899
Cash at bank	157,770	197,389	181,305
TOTAL ASSETS	373,686	391,668	403,977

PARENT COMPANY'S BALANCE SHEET LIABILITIES AND EQUITY

2018/19

Amounts in KSEK	28/2 2019	28/2 2018	31/8 2018
EQUITY AND LIABILITIES			
Restricted equity			
Share capital	684	684	684
Non-restricted equity			
Other contributed capital	312,430	281,053	312,430
Retained earnings incl. comprehensive income for the period	14,533	12,813	36,712
Total equity	327,647	294,550	349,826
Tax allocation reserve	0	40,120	0
Untaxed reserves	0	40,120	0
Other long-term liabilities	7,778	35,000	15,556
Total long-term liabilities	7,778	35,000	15,556
Current liabilities			
Trade and other payables	11,231	12,012	8,310
Liabilities to Group companies	1,374	1,093	2,589
Other liabilities	17,447	-303	17,866
Accrued expenses and prepaid income	8,209	9,196	9,831
Total current liabilities	38,261	21,998	38,595
TOTAL EQUITY AND LIABILITIES	373,686	391,668	403,977

Term	Description
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 and reports the platform share as Sales related costs. The Platform fee is normally 30% of the item price (Apple and Google)
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 related costs such as office space, for games in soft launch and until the game moves into live ops. Soft launch is the last development phase prior to global launch and the probability of a global launch is high. Live ops is when a central team takes responsibility of the game and works with content and events mainly, no costs are activated in this phase. MAG has not had any amortizations of activated development costs since the company was public.
Platform fee	30% of the In-app purchases are costs to the platform, primarily Google Play and Apple App Store.
Performance marketing	Marketing costs with direct connection to one of the games and with measurable effect and demands on ROI (return on investment). Ett vanligt avkastningskrav är att investeringen skall vara betald inom 6 eller 9 månader, men även längre tider kan förekomma för spel med stark retention
Contribution	Net sales minus platform fees (primarily to Google and Apple) minus direct marketing.
EBITDA	Profit/loss before financial items, taxes and depreciation.
Equity/asset ratio	Equity as a percentage of total assets.
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.
ARPPDAU	Average Net sales per daily active user (DAU). If nothing else is stated this is measured in US cents.

NOTES TO THE INTERIM REPORT**2018/19****NOTE 1: DISTRIBUTION OF NET SALES**

Amounts in KSEK	Dec-Feb 18/19	Dec-Feb 17/18	Sep-Feb 18/19	Sep-Feb 17/18	FY 17/18
In-app purchases	16,147	35,846	31,590	75,873	129,434
Advertising income	24,941	22,817	49,784	35,737	86,824
Other	77	275	158	318	612
Total	41,165	58,938	81,532	111,928	216,870

NOTE 2: SALES RELATED COSTS

Platform fee	-4,844	-10,758	-9,468	-22,764	-38,832
Server costs	-3,969	-3,397	-7,677	-5,982	-16,833
Other sales related costs	-1,640	-1,484	-3,384	-2,783	-6,078
Total sales related costs	-10,453	-15,639	-20,529	-31,529	-61,743

NOTE 3: ADJUSTED EBITDA AND PROFIT BEFORE TAX

EBITDA	-2,809	-12,407	-1,579	-44,964	-40,343
Acquisition cost Delinquent (note 6,8)	0	0	0	31,405	31,405
IPO cost	0	4,609	0	7,239	7,239
Acquisition cost Feo media AB	0	0	0	976	976
Restructuring cost	0	9,406	0	9,406	9,406
Adjusted EBITDA	-2,809	1,608	-1,579	4,062	8,683
Profit/loss before tax	-8,109	-19,553	-12,968	-57,908	-65,231
Acquisition cost Delinquent (note 6,8)	0	0	0	31,405	31,405
IPO cost	0	4,609	0	7,239	7,239
Acquisition cost Feo media AB	0	0	0	976	976
Restructuring cost	0	0	0	0	9,406
Adjusted profit/loss before tax	-8,109	-14,944	-12,968	-18,288	-16,205

NOT 4: FEO MEDIA AB ACQUISITION

On 7 November 2017 100% of the shares in FEO Media AB were acquired and since the quarter the company is a fully owned subsidiary of the group. FEO Media is the creator of the hugely successful game QuizDuel which is published on Google Play and Apple App Store and has its main audience in Germany.

The acquisition was made with cash of 85,000 KSEK on 7 November 2017 and an additional payment, preliminary valued at 33,755 KSEK is expected to be made during the first half of 2018. The additional payment was determined in a closing balance sheet. The final payment of 15,000 KSEK was made in June 2018 from escrow funds.

A acquisition analysis is presented below.

Amounts in KSEK	Final acquisition analysis
Paid as of 31 August 2018 (final)	
Cash consideration	133,755
Total paid cash	133,755
Reported amounts on acquired assets and debt	
Share capital	50
Result from acquisition	23,460
Acquired owners equity	12,154
Intangible fixed assets	37,600
Deferred tax	-7,746
Total	65,518
Goodwill	68,237

FEO Media has during the financial year 2017/18 contributed 51,298 KSEK to the Net sales and 10,267 KSEK to EBITDA since acquisition date. If FEO Media would have been included from the start of the year, from September 1 2017, the contribution to Net sales would have been 60,643 KSEK and the contribution to EBITDA would have been 12,628 KSEK. Transaction cost have contributed to the consolidated profit and loss during the period with 976 KSEK. Goodwill corresponding to 68,237 KSEK that arose in the transaction was the result of factors that are attributed to the synergies that the company expects to realise.

NOTE 5: RESTRUCTURING COST

Amounts in KSEK	Dec-Feb 18/19	Dec-Feb 17/18	Sep-Feb 18/19	Sep-Feb 17/18	FY 17/18
Rent	0	-5,659	0	-5,659	-5,659
Personnel costs	0	-3,747	0	-3,747	-3,747
Total Restructuring cost	0	-9,406	0	-9,406	-9,406

The personnel part of the restructuring costs are salaries mostly paid out during the third quarter, March to May 2018. The Rent part is related to rents that will be paid out until June 2019

NOTE 6: OTHER EXTERNAL EXPENSES

KSEK	Dec-Feb 18/19	Dec-Feb 17/18	Sep-Feb 18/19	Sep-Feb 17/18	FY 17/18
Cost related to the acquisition of MAG Games Ltd	0	0	0	-31,405	-31,405
IPO costs	0	-4,609	0	-7,239	-7,239
Cost related to the acquisition of FEO Media AB	0	0	0	-976	-976
Restructuring costs FEO Media AB	0	-5,659	0	-5,659	-5,659
Other external expenses	-9,725	-9,680	-18,490	-16,024	-31,767
Total other external expenses	-9,725	-19,948	-18,490	-61,303	-77,046

NOTE 7: CALCULATION OF FAIR VALUE

The table below shows financial instruments valued at fair value, based on how the classification in the fair value hierarchy has been carried out. The different levels are defined as follows:

- Listed prices (unadjusted) on active markets for identical assets or liabilities (level 1)
- Other observable data for the asset or liability than listed prices included in level 1, either direct (i.e. as price recordings) or indirectly (i.e. derived from price recordings) (level 2).
- Data for the asset or liability that is not based on observable market data (i.e. non-observable data) (level 3).

The table below shows the Group's financial assets and liabilities at fair value on each balance sheet date:

Financial assets valued at fair value through the income statement	28/2 2019	28/2 2018	31/8 2018
Other securities (level 1) KSEK	0	13,282	0
Total assets	0	13,282	0

NOT 8: TRANSACTIONS WITH CLOSELY RELATED

As final payment in the acquisition of MAG Games Ltd (formerly Delinquent Interactive Ltd), MAG issued 714 175 shares during November 2017. The new issue of shares was conducted at ratio value and the effect on the group result is accounted for in the profit and loss and the details are in note 6. One of the former owners of MAG Games Ltd, David Amor, is now part of the management team of MAG Interactive

	Emission	SEK
Issued shares	714,175	
Ratio value	0.025974	<i>18,550</i>
Market value	44	<i>31,423,700</i>
Share premium	18.55	
Not yet registered share capital	18,550	
Effect on profit and loss	31,405,131.45	SEK

GOOD TIMES