



MAG INTERACTIVE AB [PUBL]
INTERIM REPORT SEP-MAY 2017

2017/18

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SEP—MAY 2017/18

MAG INTERACTIVE AB [PUBL]

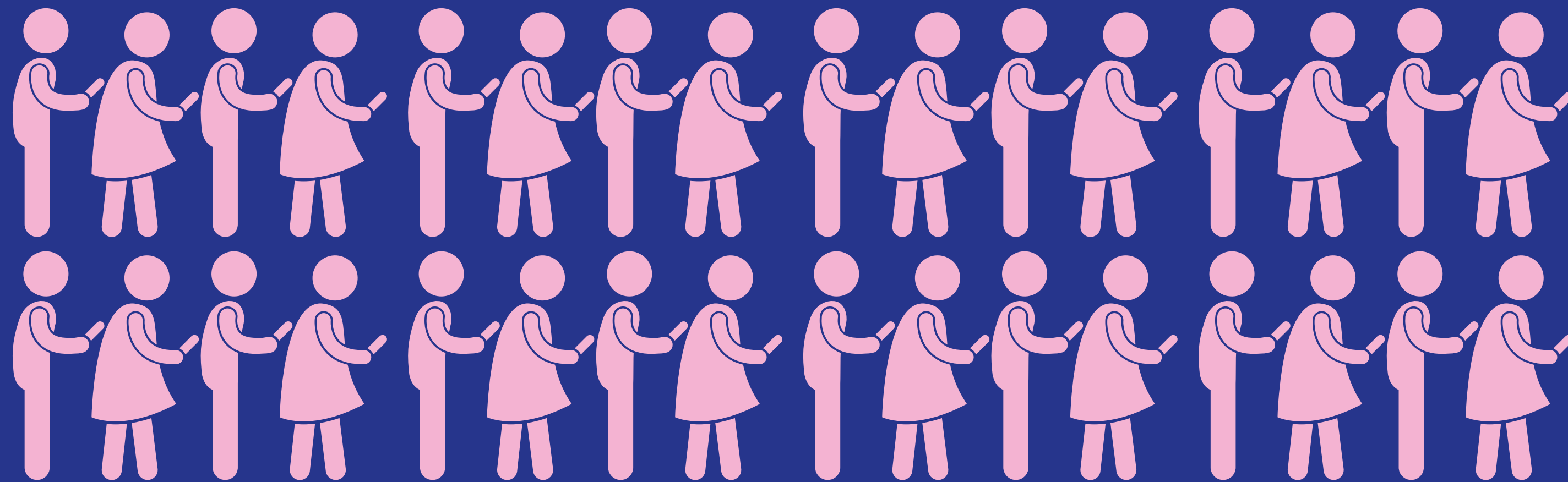
MAG INTERACTIVE IS A LEADING DEVELOPER AND PUBLISHER OF CASUAL MOBILE GAMES FOR A GLOBAL AUDIENCE. MAG INTERACTIVE REACHES OVER 10 MILLION ACTIVE PLAYERS EVERY MONTH AND THE GAME PORTFOLIO CONSISTS OF TEN SUCCESSFUL GAMES WITH OVER 200 MILLION DOWNLOADS, INCLUDING SUCCESSFUL TITLES RUZZLE, QUIZ DUEL 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.

MAG

AUDIENCE

200M+ PLAYERS

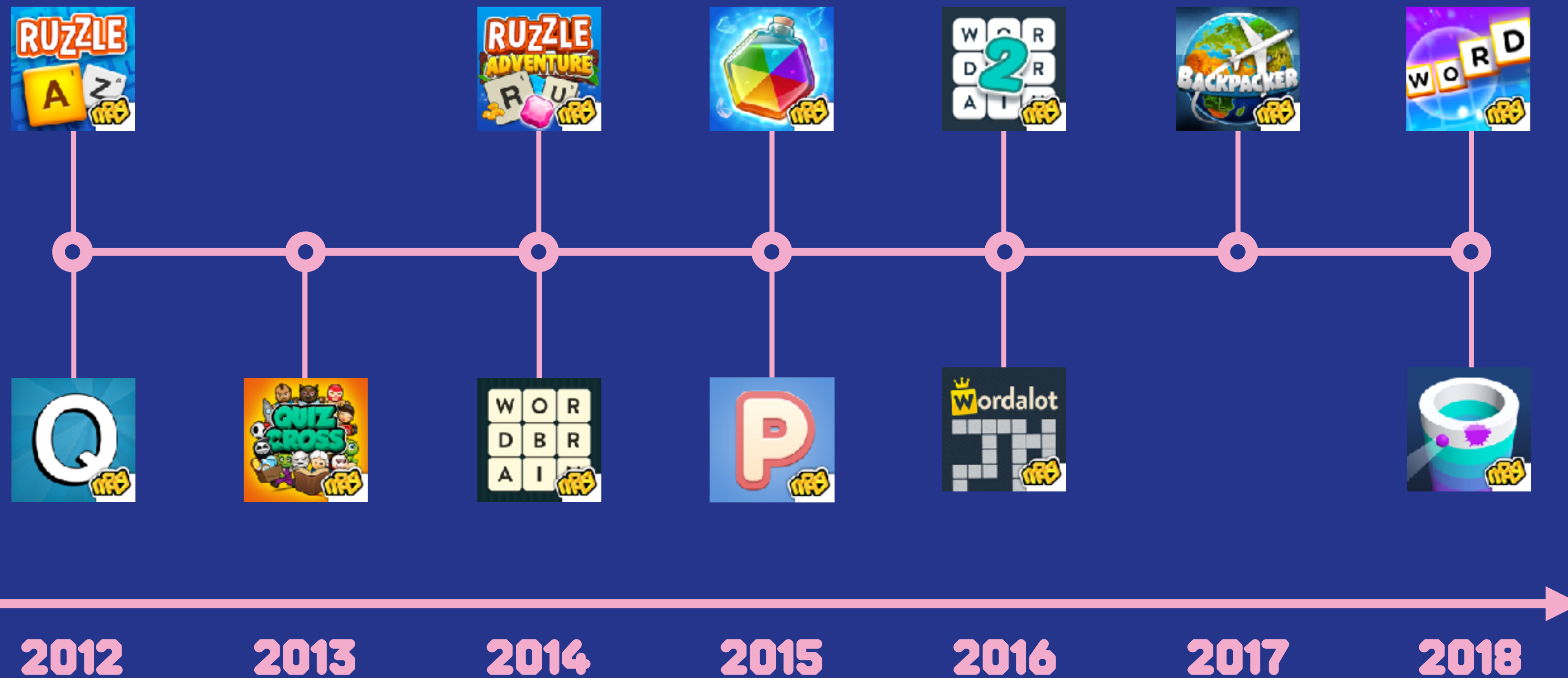
12 GAMES IN 6 YEARS



MAG

GAMES

ALL GAMES HAVE OVER
1 MILLION DOWNLOADS AND COUNTING!



MAG

STRATEGY



OPTIMIZATION

10 M PLAYERS

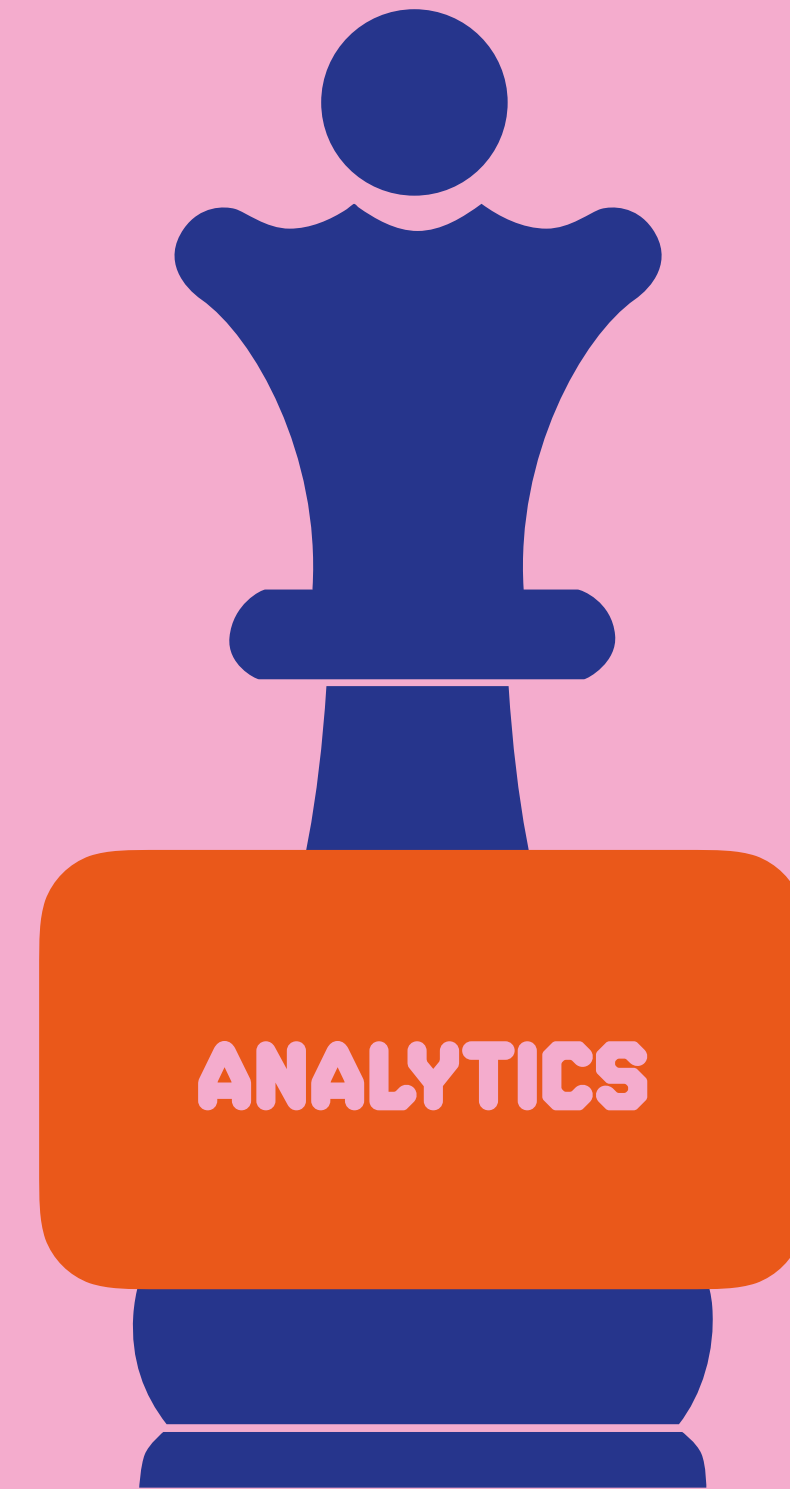
**PORTFOLIO MANAGEMENT
OPTIMIZATION OF GAMES
CROSS PROMOTION**



PORTFOLIO

12 GAMES

**BIGGER PORTFOLIO
INCREASED STABILITY
AMBITION : 2-4 GAMES PER YEAR**



ANALYTICS

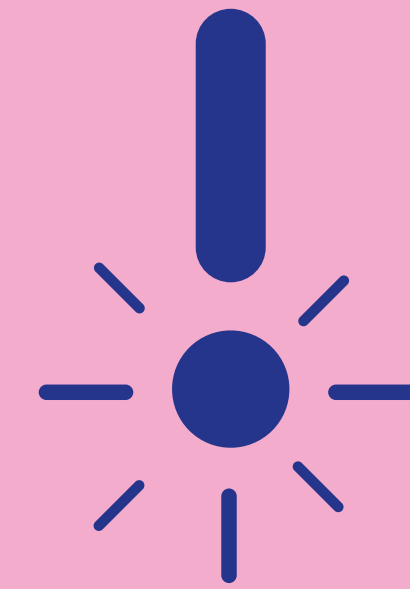
INFRASTRUCTURE

**GAME ANALYTICS, LTV
PREDICTIONS AND
SEGMENTATION**

MAG

MAR-MAY (+JUNE)

HIGHLIGHTS



EBITDA UP 10%

TWO NEW GAME LAUNCHES

MARKETING AND REVENUES UP IN JUNE

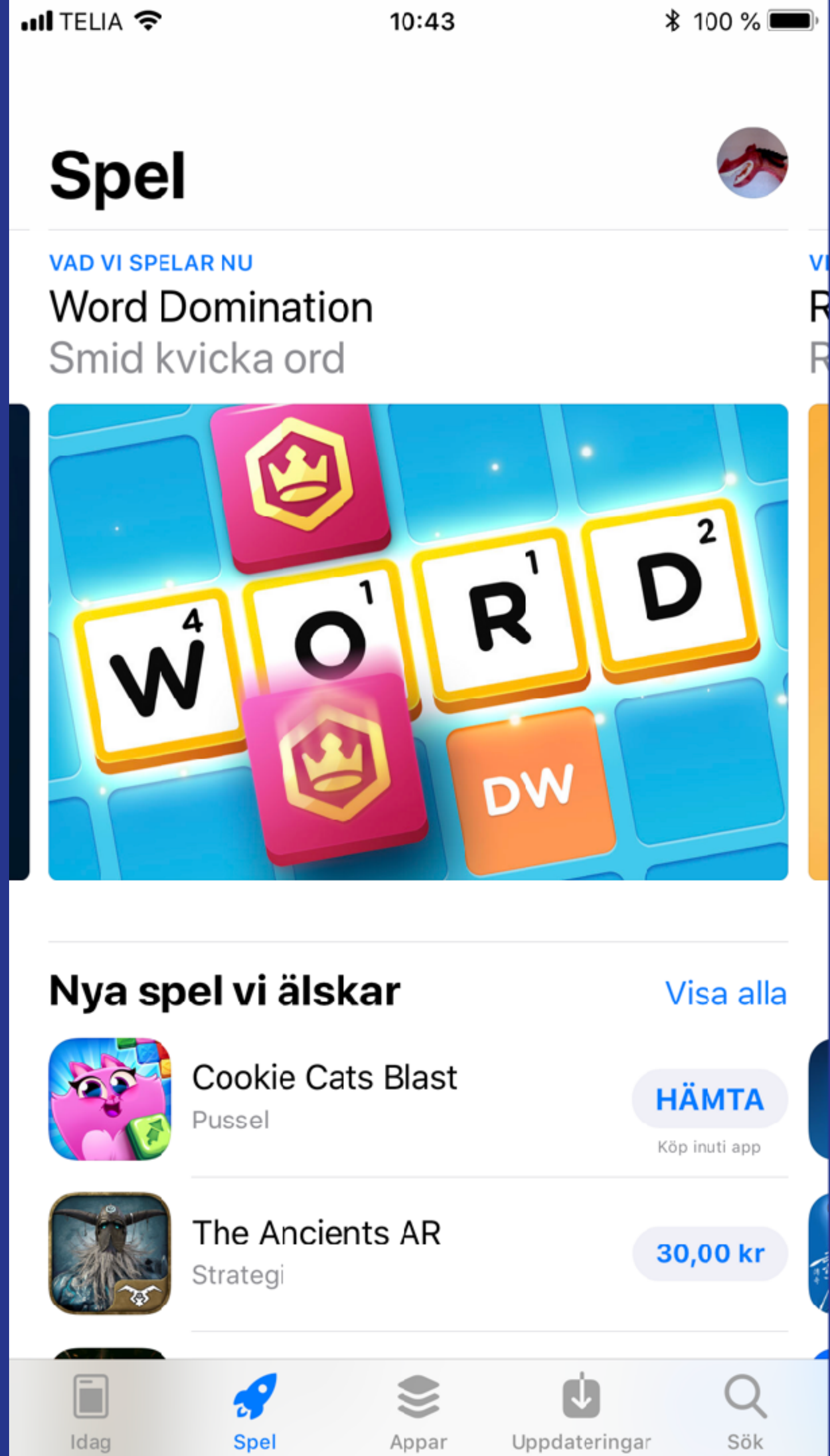
6 MILLION NEW PLAYERS

WORD DOMINATION

LAUNCHED ON MAY 31 - STRONG PLATFORM SUPPORT



WORD DOMINATION APPSTORE FEATURE X3

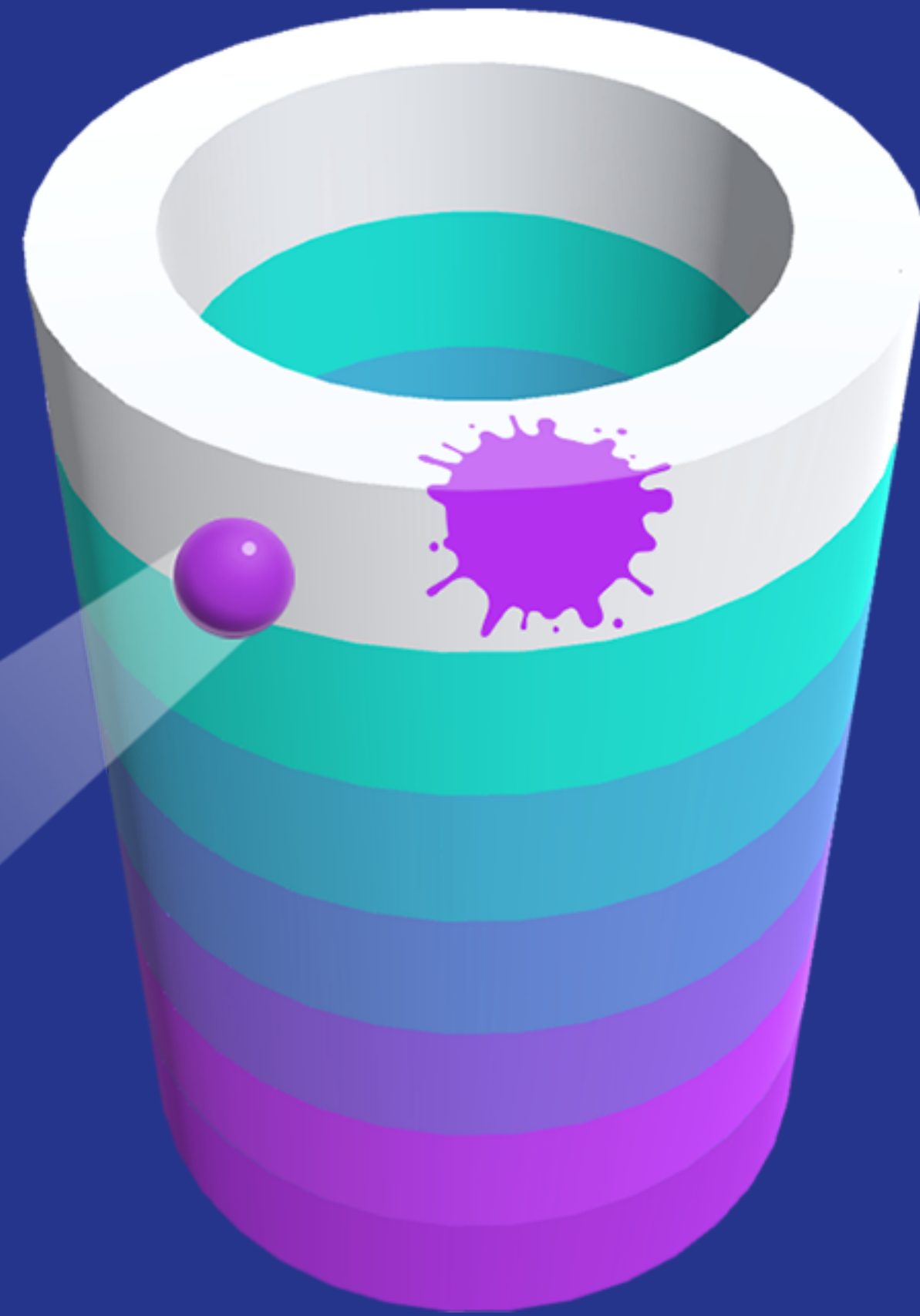


MAG

GAMES

PAINT HiT

PLAY FREE



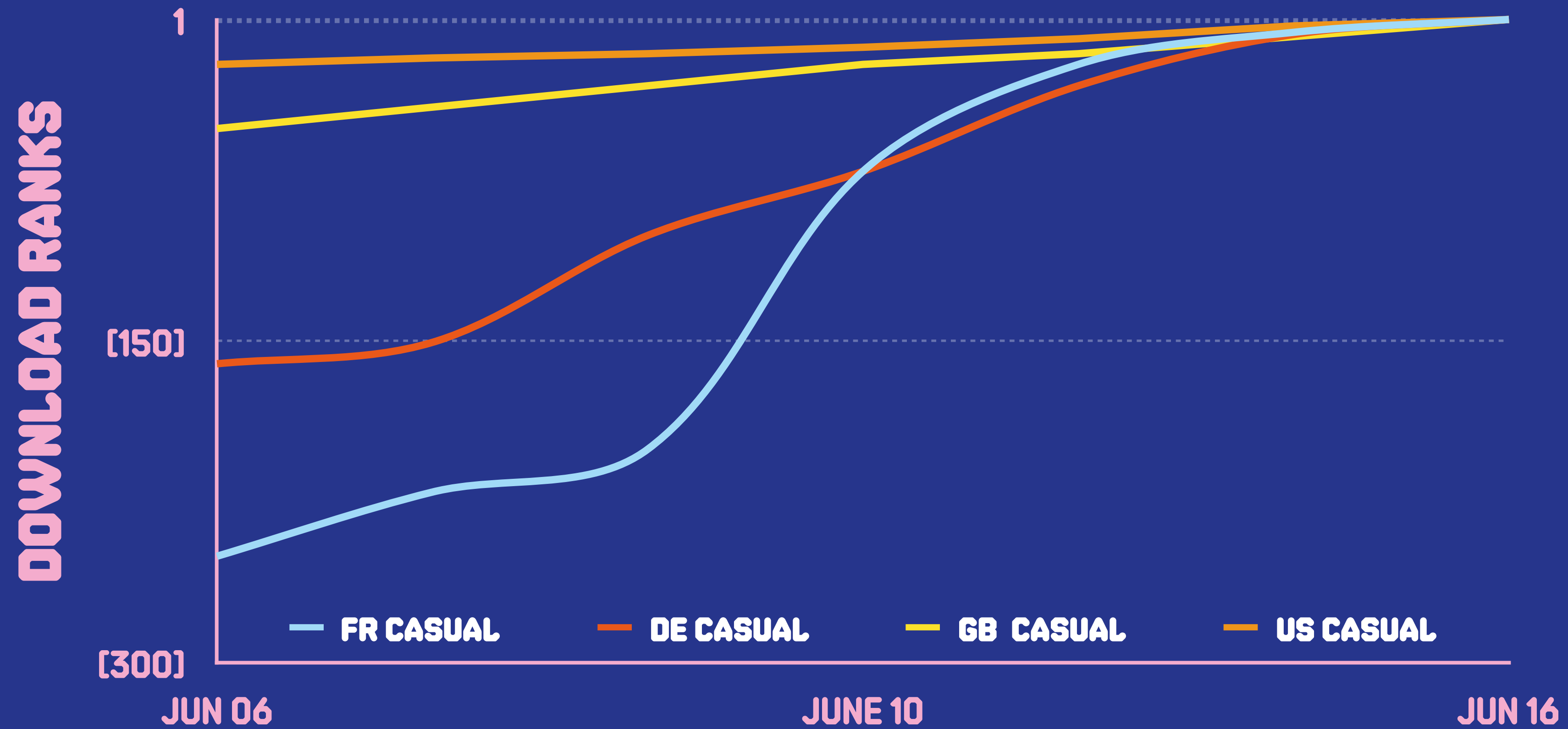
**GLOBAL HIT
WITH TREMENDOUS
GROWTH
- 5M FIRST MONTH**

MAG

GAMES

PAINT HIT

GOOGLE PLAY



MAG

GAMES

HYPER CASUAL

SELF EXPLANATORY MECHANICS

FEWER LIFETIME PLAYER DAYS

FASTER TO PEAK REVENUES

QUICK ROI TIME

MAG

PROCESS OVERVIEW
GOOD TIMES FACTORY

IDEA



GAME PITCH

PROTOTYPE



CORE GAMEPLAY

PRE PRODUCTION



ART & DESIGN

ALPHA



EARLY ALPHA

PRODUCTION

SOFT LAUNCH

CREATIVE PHASE

ANALYTIC PHASE

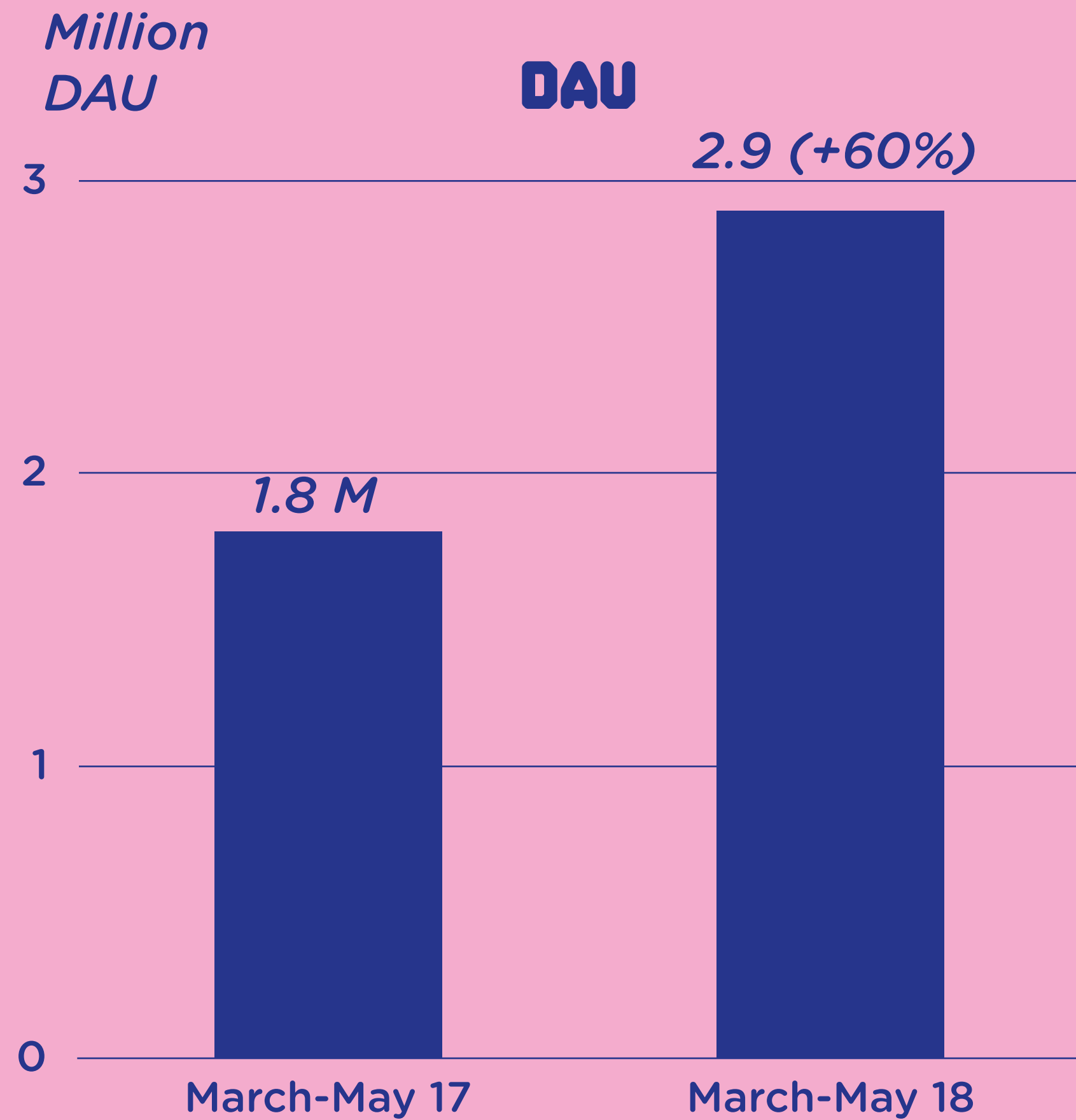
RELEASE OF
PAINT HIT

RELEASE OF
WORD DOMINATION



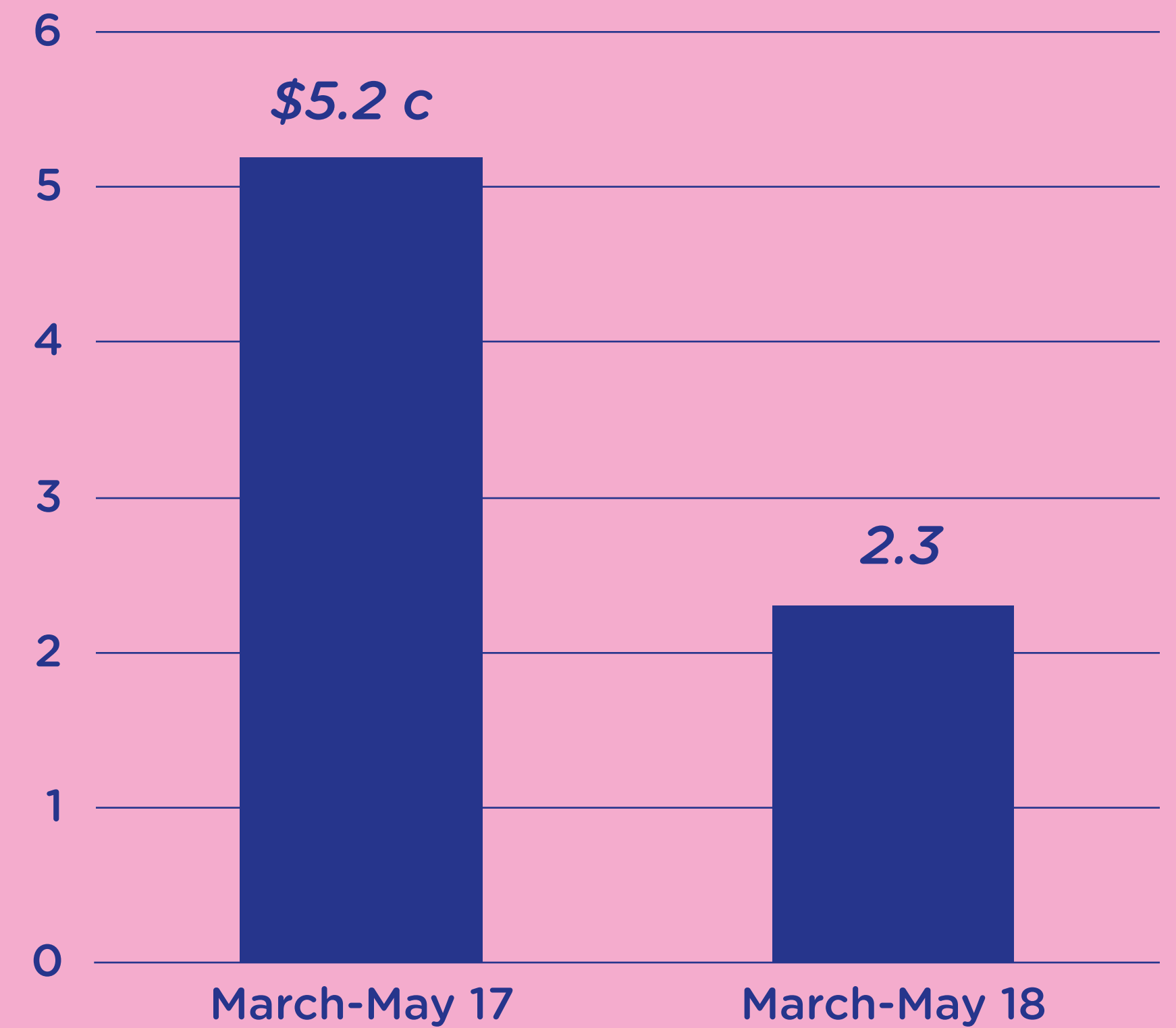
ACTIVE USERS

USERS



*US cents
ARPD AU*

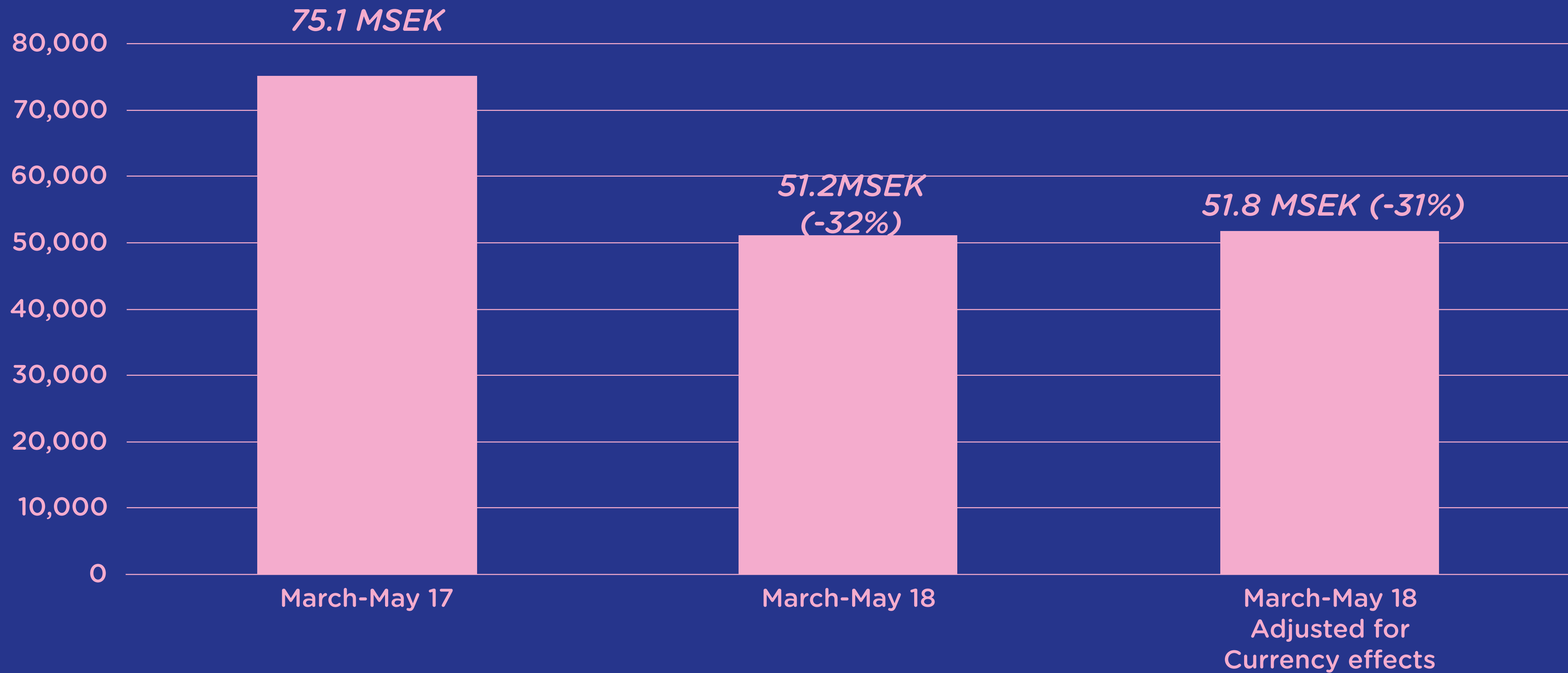
ARPD AU



MAG

SALES

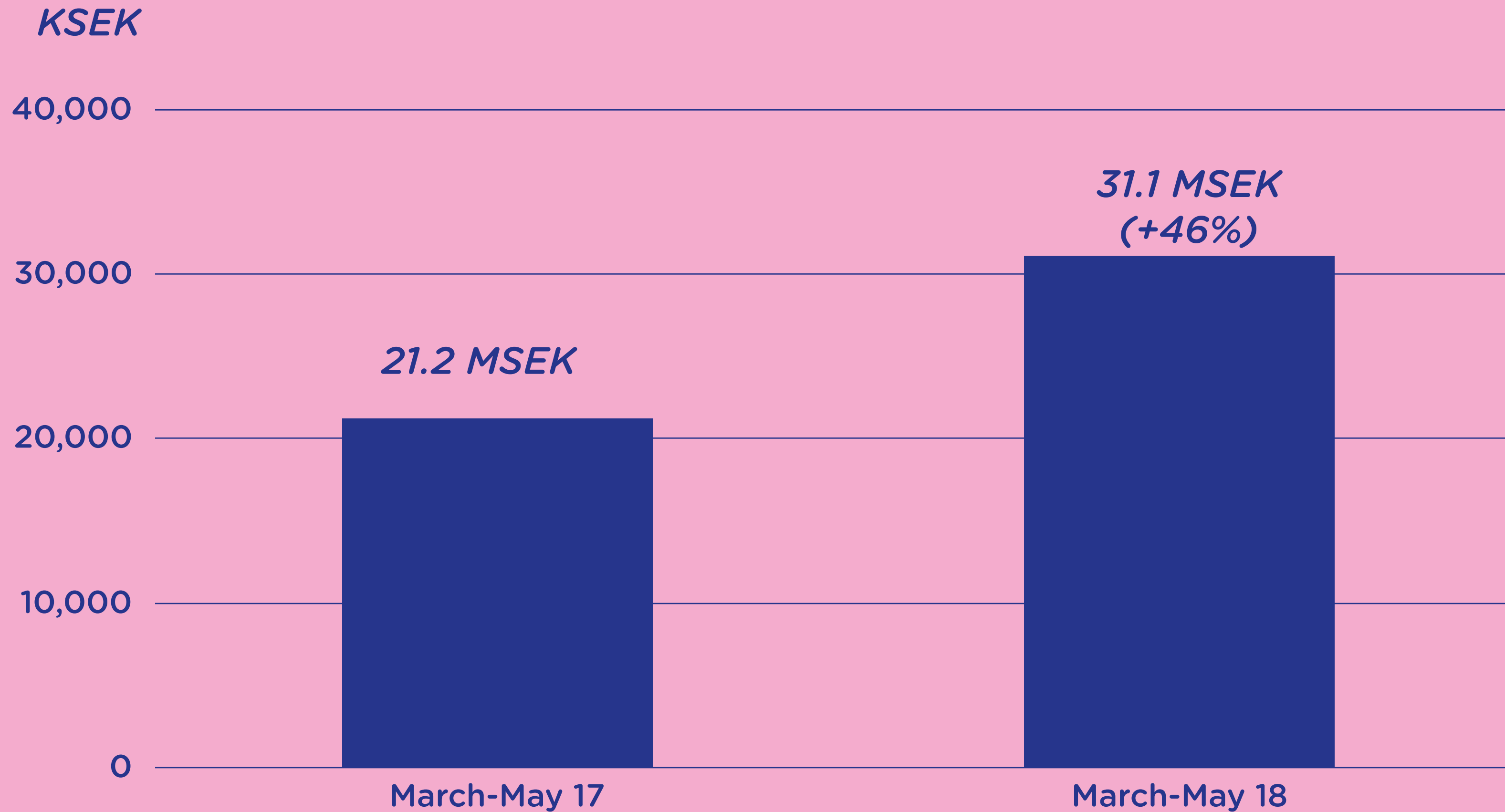
NET SALES





CONTRIBUTION

GAME CONTRIBUTION

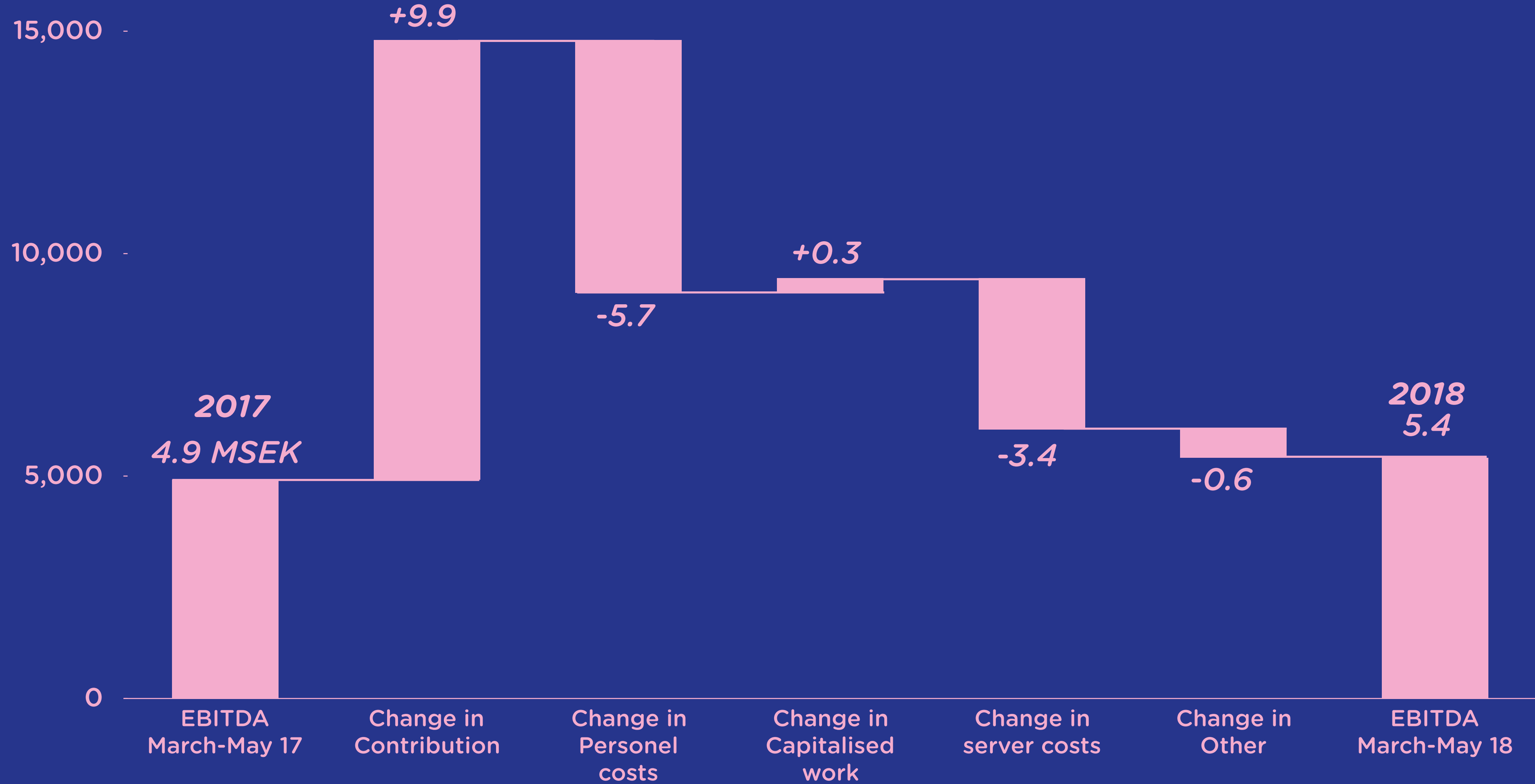


Game Contribution = Net sales - Platform fees - Performance marketing

EBITDA Q3 10% UP - BRIDGE TO 2017

BRIDGE

KSEK





GLOBAL HITS

WITH TREMENDOUS POTENTIAL

6 MILLION NEW PLAYERS



THE END