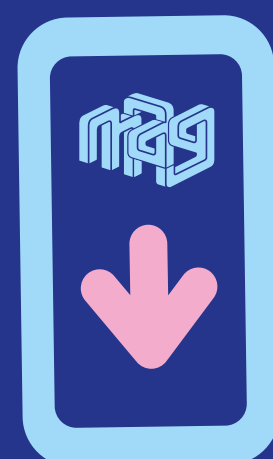




MAG INTERACTIVE

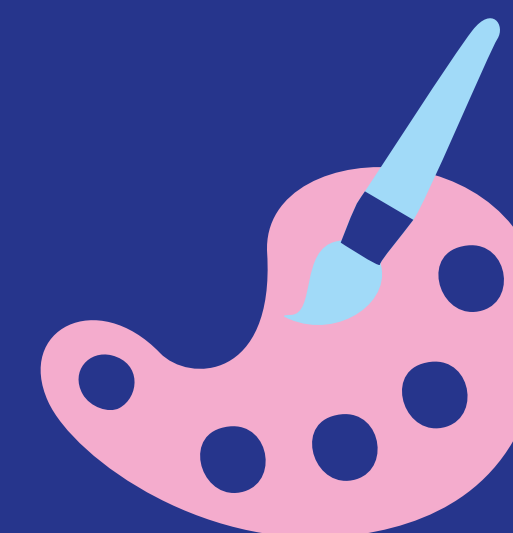
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

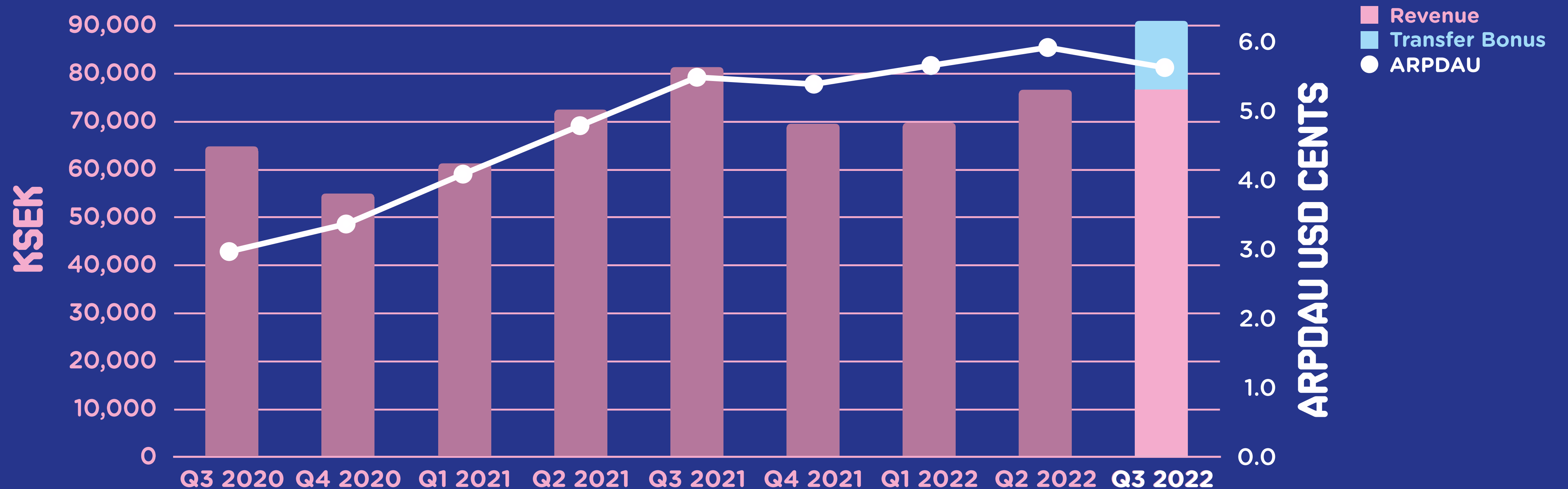
HIGHLIGHTS

SUCCESSFUL SOFT LAUNCH OF TILE MANSION

WORDZEE AND WORD MANSION GROWTH

ARPD AU & REVENUE

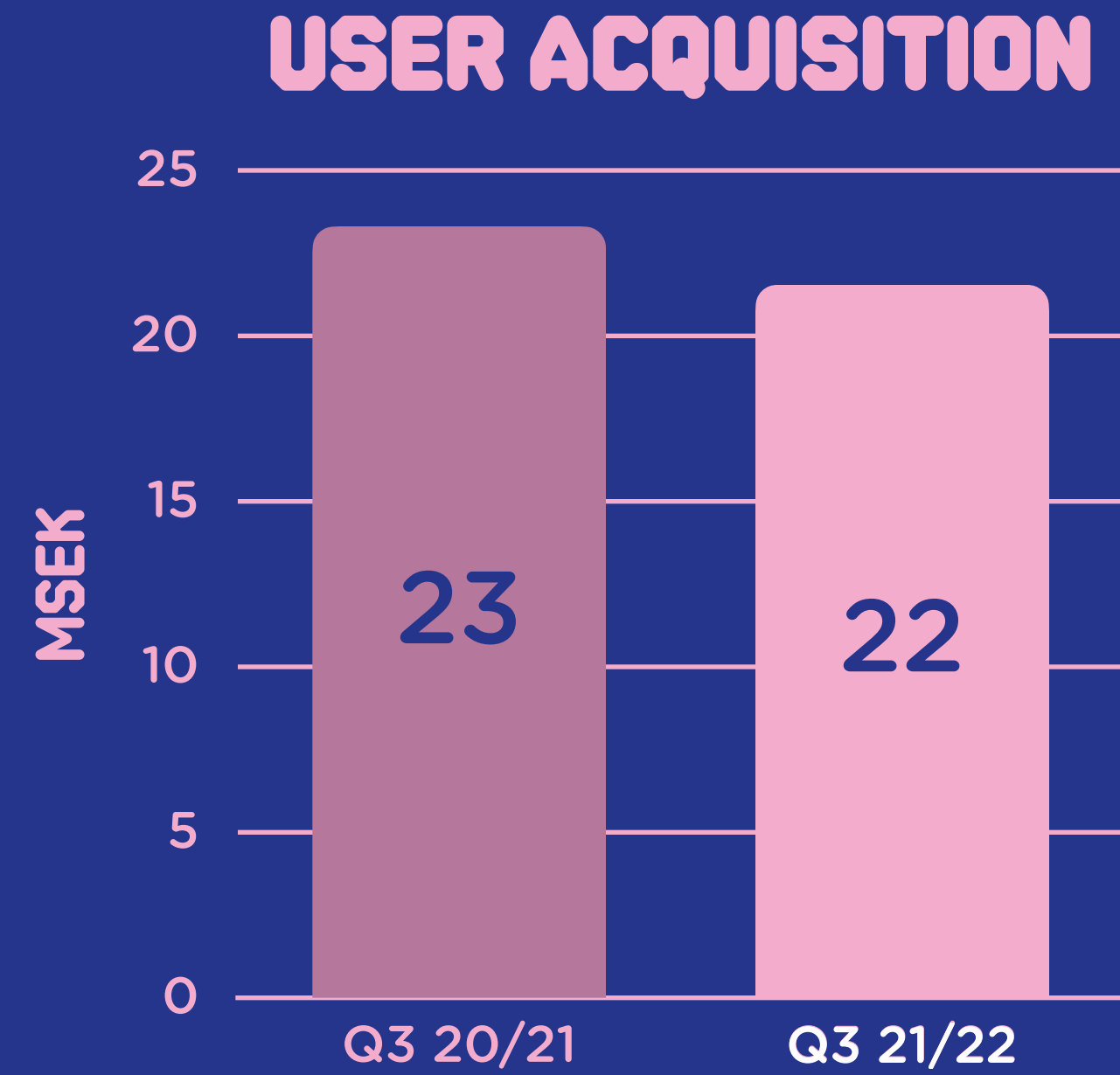
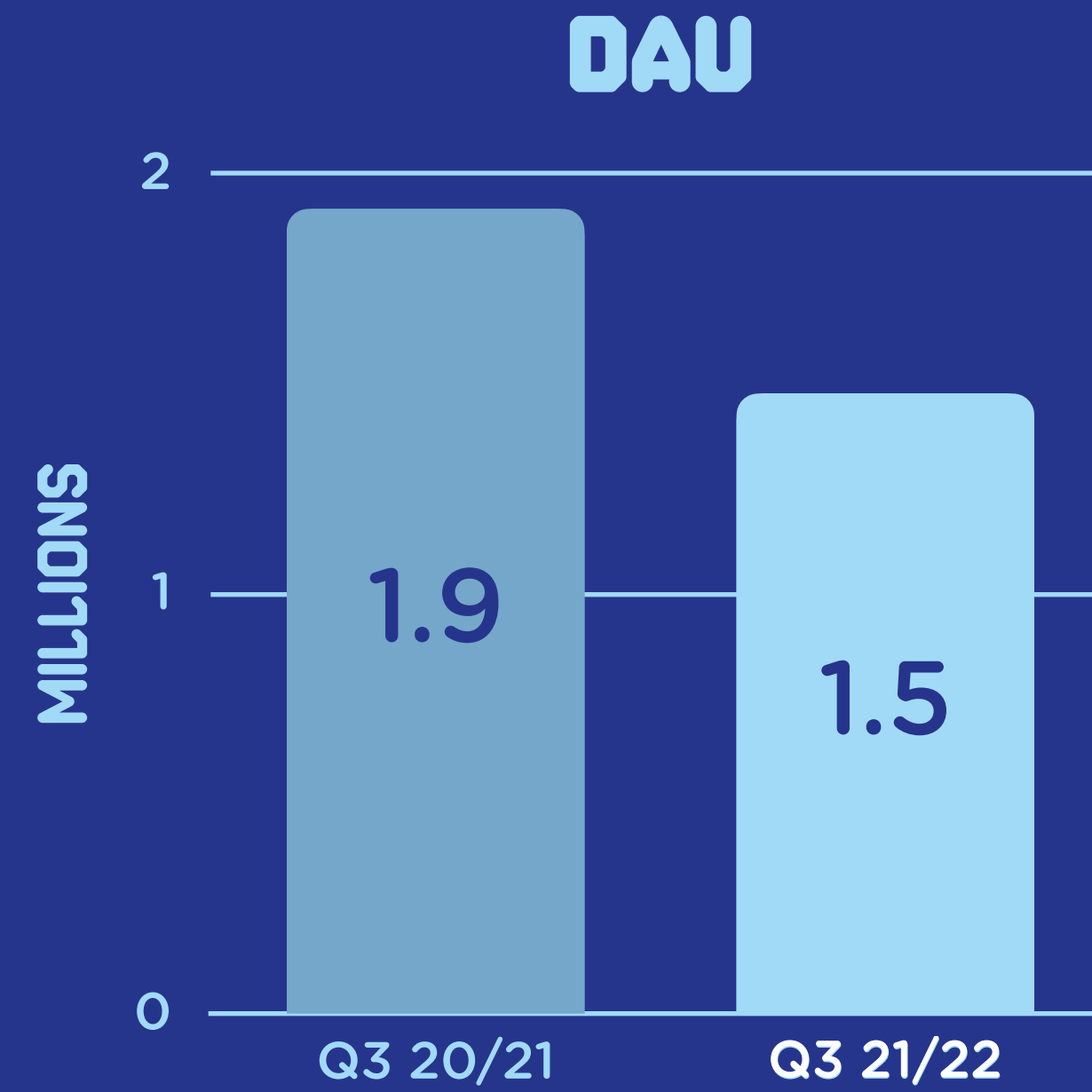
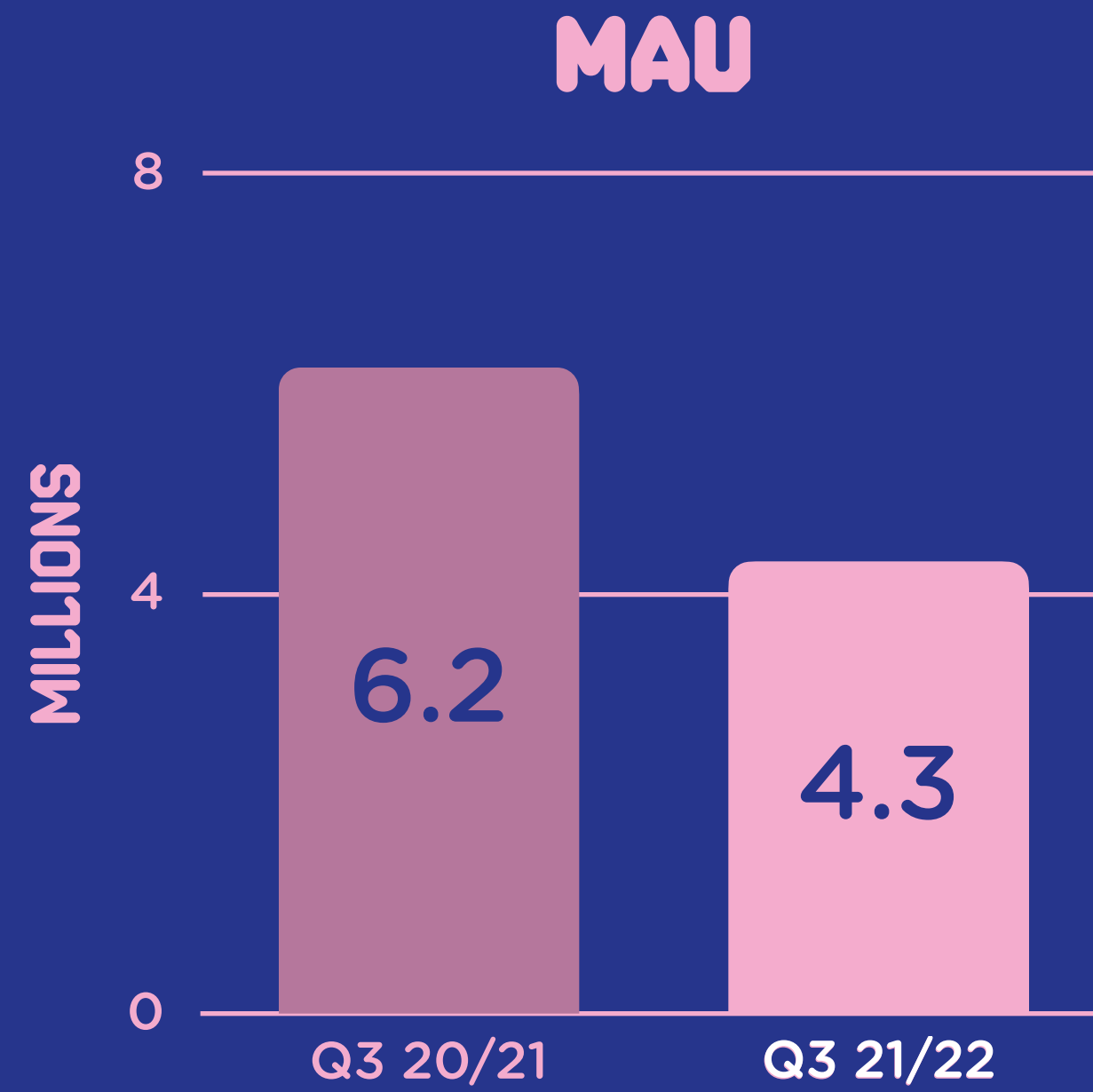
ARPD AU +7% AND ADJ REVENUE -6% YEAR OVER YEAR



TRANSFER BONUS AND STRONG USD BOOST

AUDIENCE KPIS

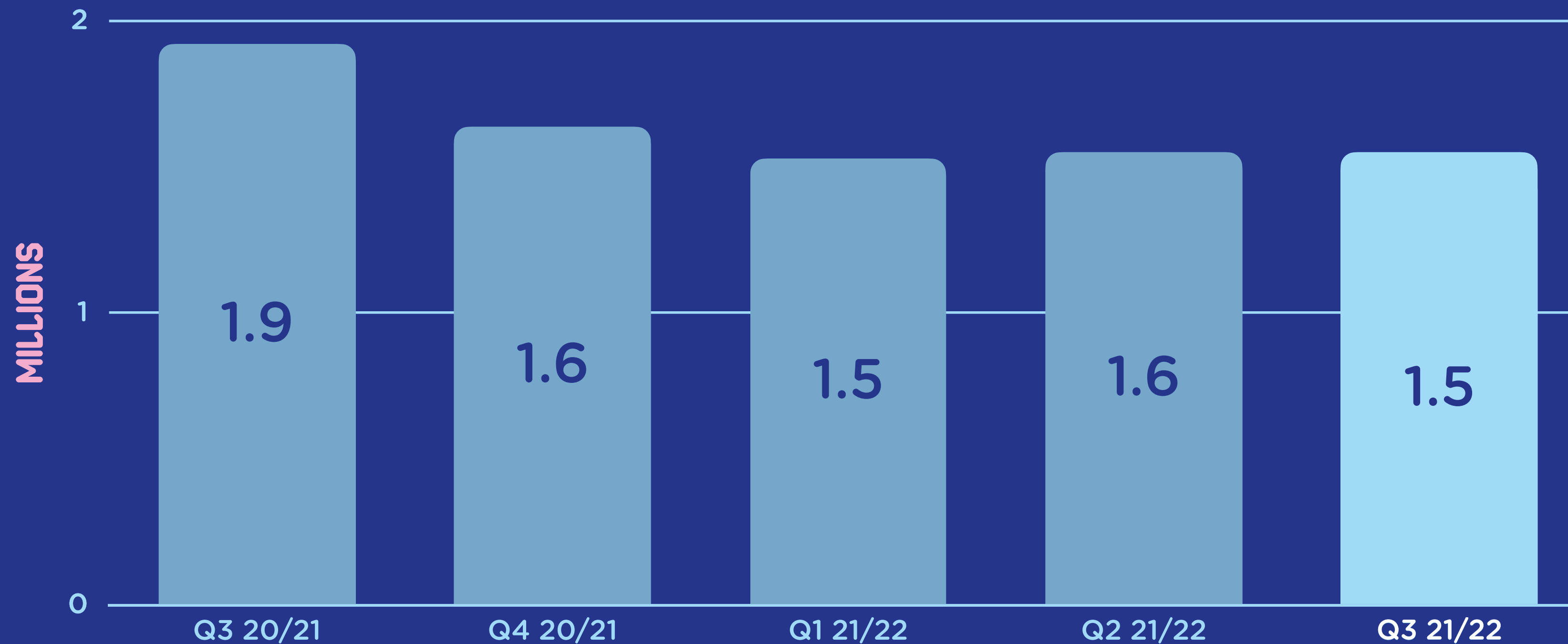
COMPARED TO Q3 2020/21



DAU - SAME LEVEL AS Q2
USER ACQUISITION INCREASING SEQUENTIALLY

STABILIZED USER BASE

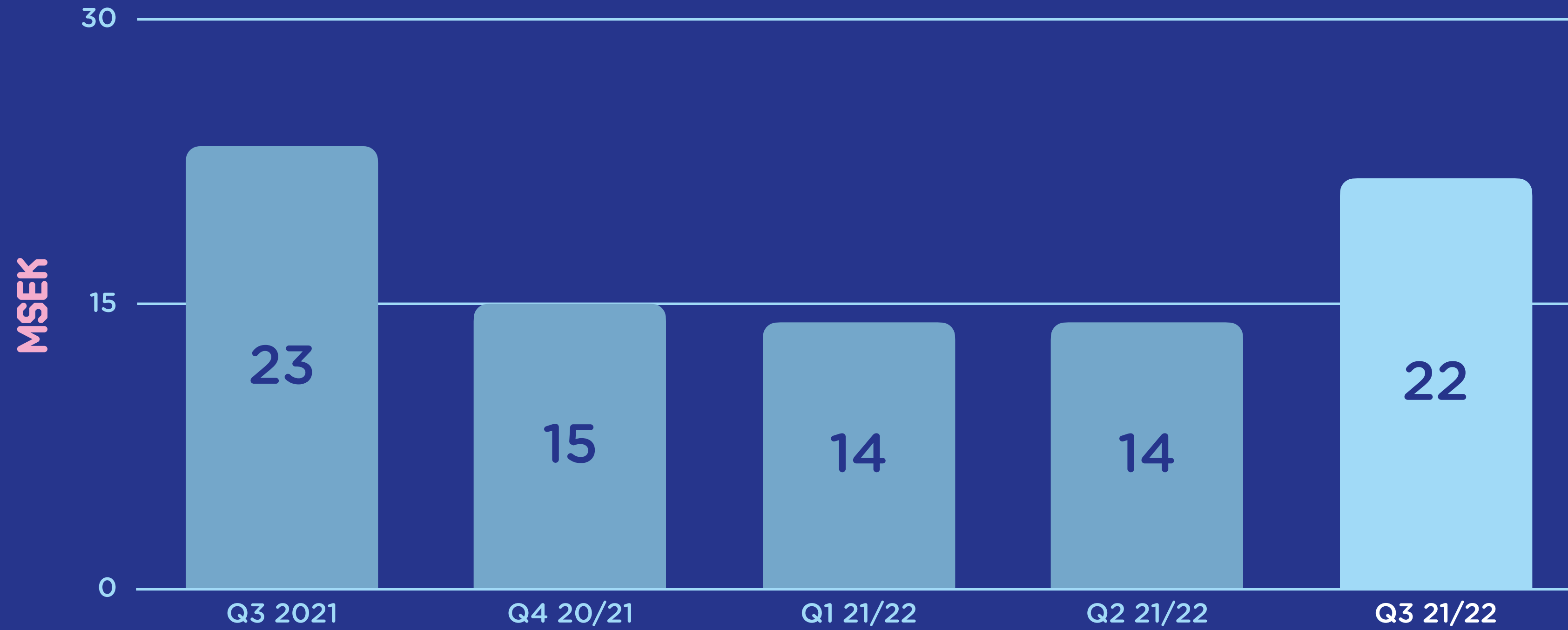
DAU



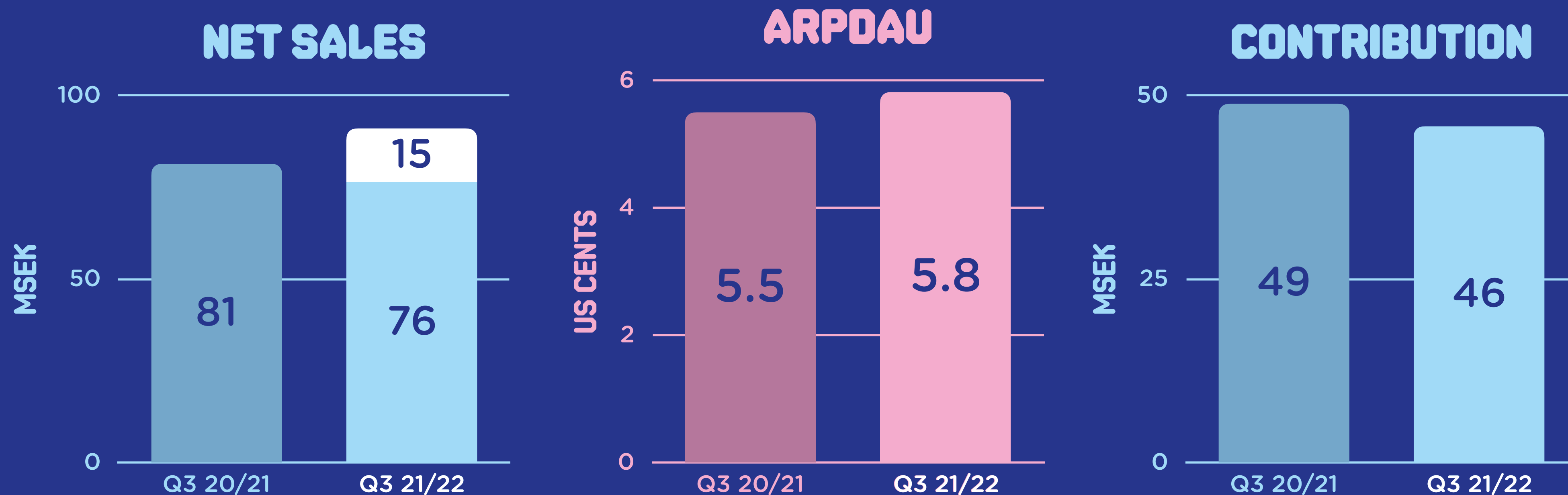
DAU - STABLE SINCE Q4
>70% OF DAU ACTIVE +1 YEAR

USER ACQUISITION

UA INCREASING SEQUENTIALLY
HIGHER VOLUMES CONTINUE INTO Q4



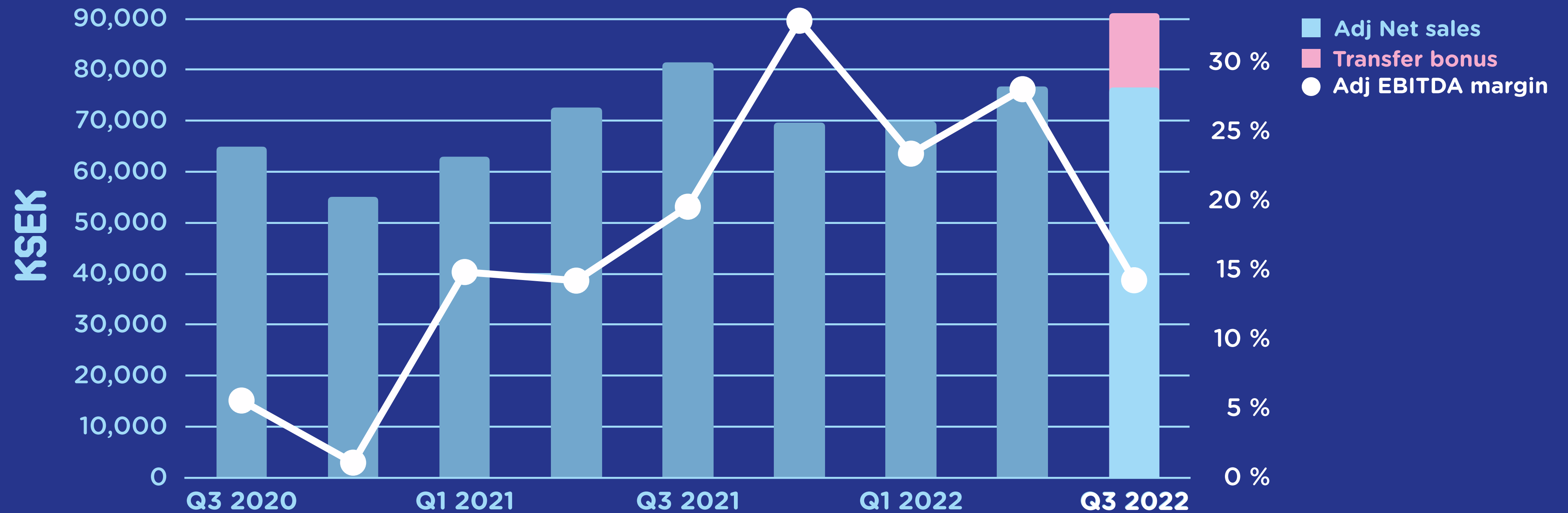
BOOST FROM TRANSFER BONUS AND STRONG USD



12 MSEK EBIT AND 130 MSEK CASH BALANCE

ADJUSTED NET SALES AND EBITDA MARGIN

SHORT TERM EFFECTS ON EBIT AND EBITDA



PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE



TILE MANSION



WORD MANSION

46
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN



WORDBUBBLES



WORDWHIZZLE

25
MSEK

LIVE OPS



CONSOLIDATED

NEW GAMES



PRIMETIME



WORDALOT



WORD PEACE



WORDBRAIN 2



WORD BLOBS

OTHER

5.5
MSEK

MATURITY

GAME WRAPPER OPPORTUNITIES

**UNLOCK POTENTIAL FOR TOP
100 GROSSING**

IMPROVE MARKETABILITY

SMALL TEAMS - BIG GAMES

NEWS IN WORDZEE





MAG INTERACTIVE



GROWTH ENGINES



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

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

FOCUS AREAS

TAKING TILE MANSION WORLD WIDE

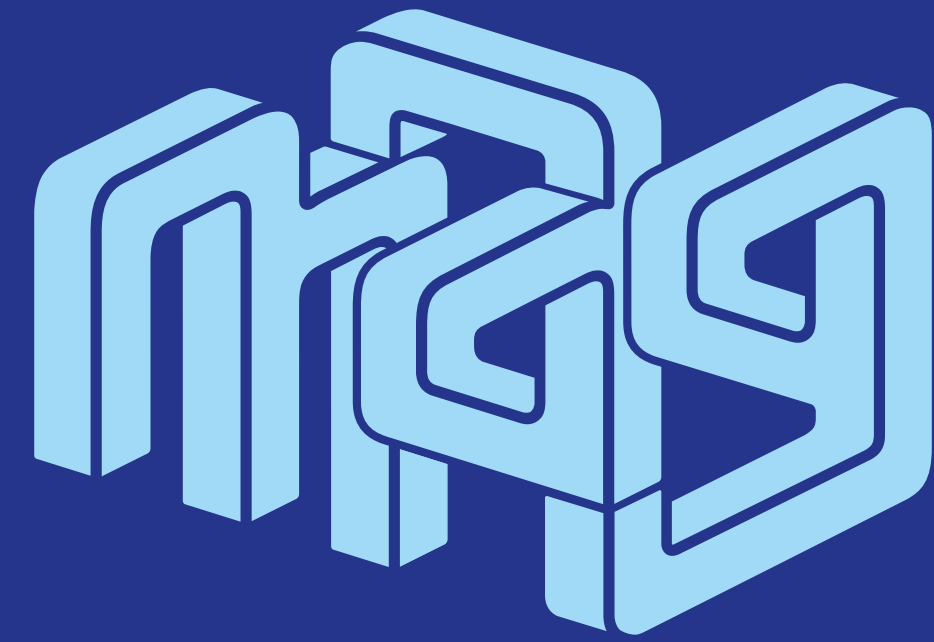
SCALING UP USER ACQUISITION

NEW GAME WRAPPER



Q&A

[TWITTER.COM/MAGINTERACTIVE](https://twitter.com/maginteractive)



MAG INTERACTIVE

GOOD TIMES



Q3 2021/2022



MAG INTERACTIVE

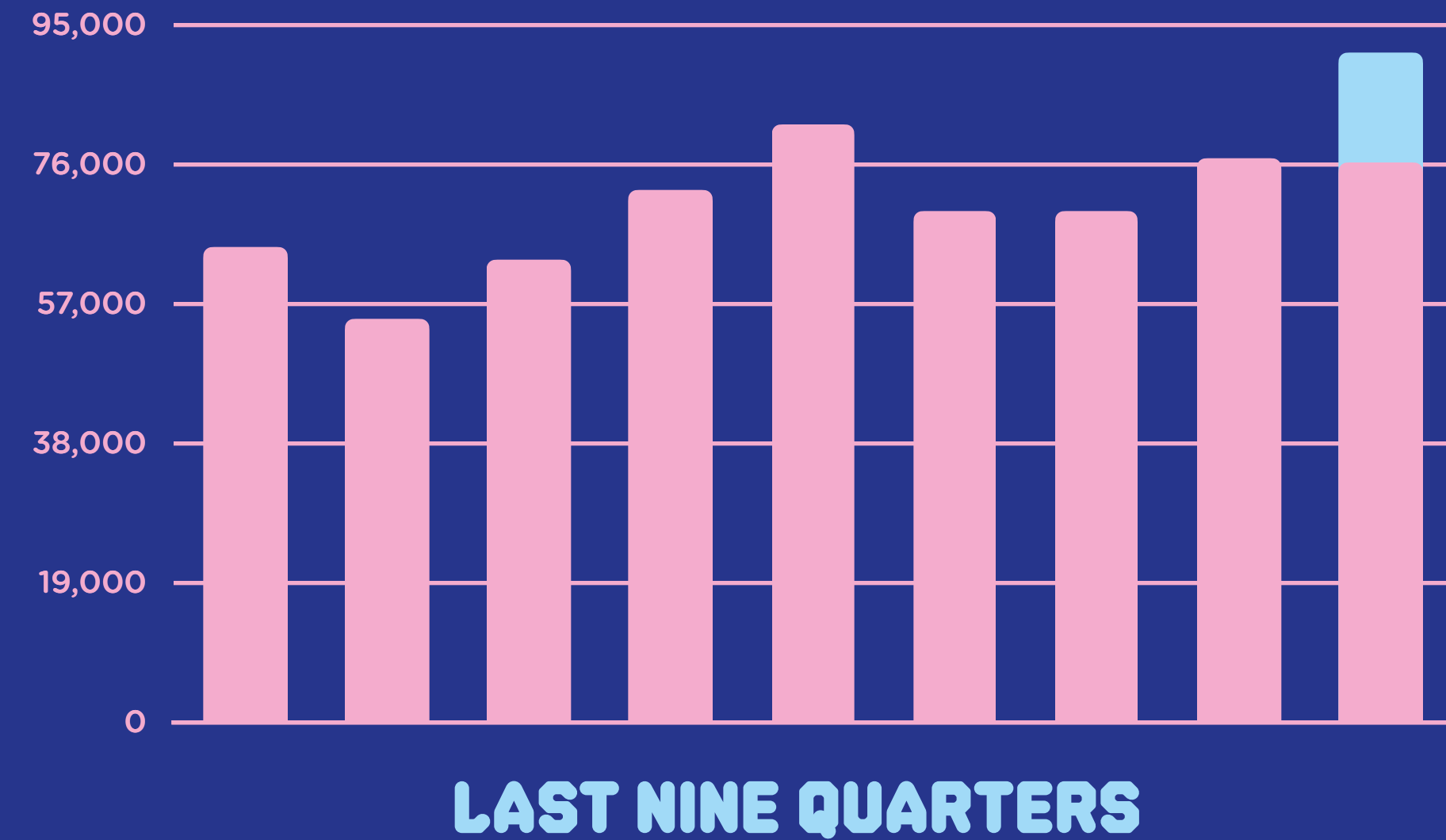
26
EBITDA

MSEK
+ 68%

91
REVENUE + 12%

MSEK

NET SALES



**“TOTAL REVENUE REACHED
ITS HIGHEST IN ONE SINGLE
QUARTER”**

-DANIEL HASSELBERG, CEO

NEW GAME LAUNCH

