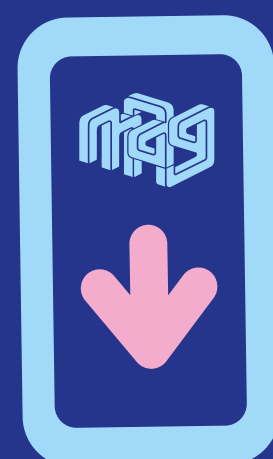


MAG INTERACTIVE

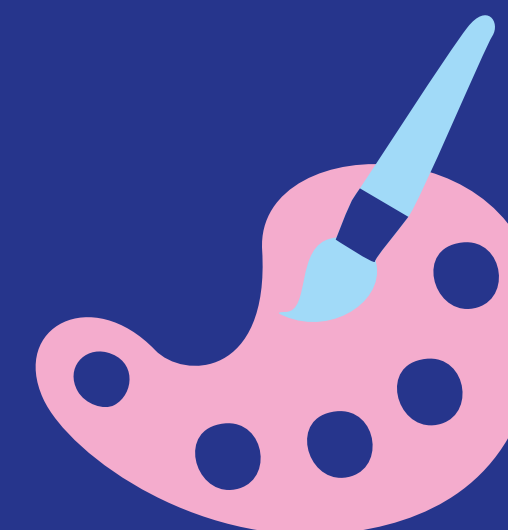
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q4 HIGHLIGHTS

STRONG ORGANIC REVENUE GROWTH [+29%]

ACCELERATING USER ACQUISITION

A RECORD YEAR

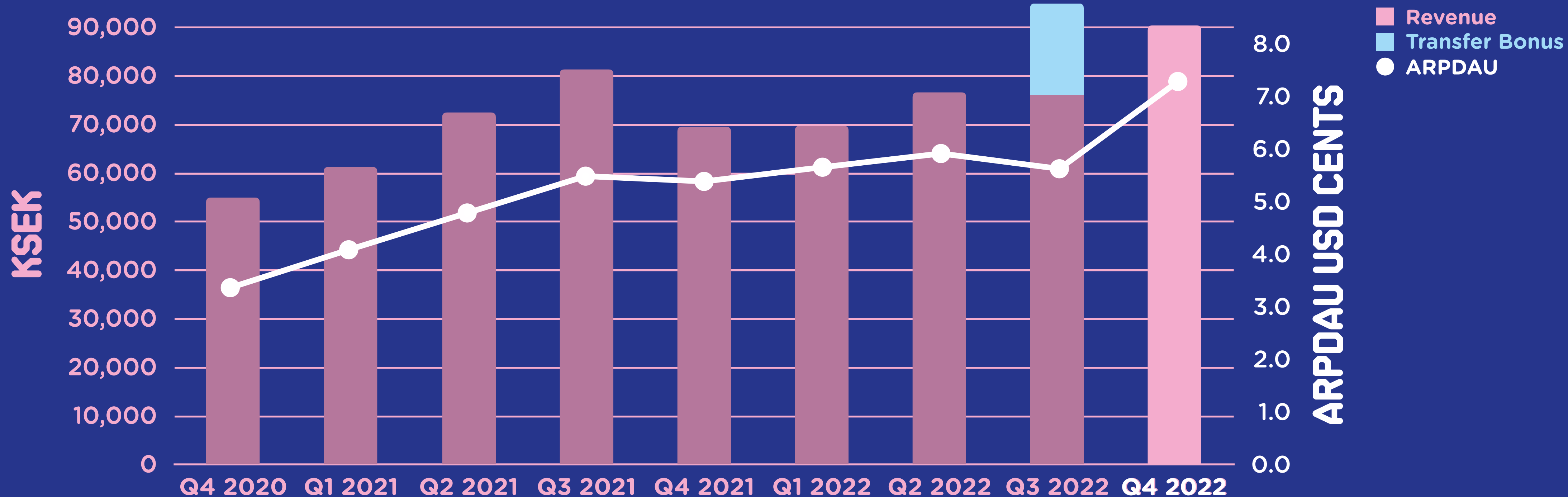
328 MSEK [+14%]

EVERGREENS GROWING

NEW GAME LAUNCH

ARPPDAU & REVENUE

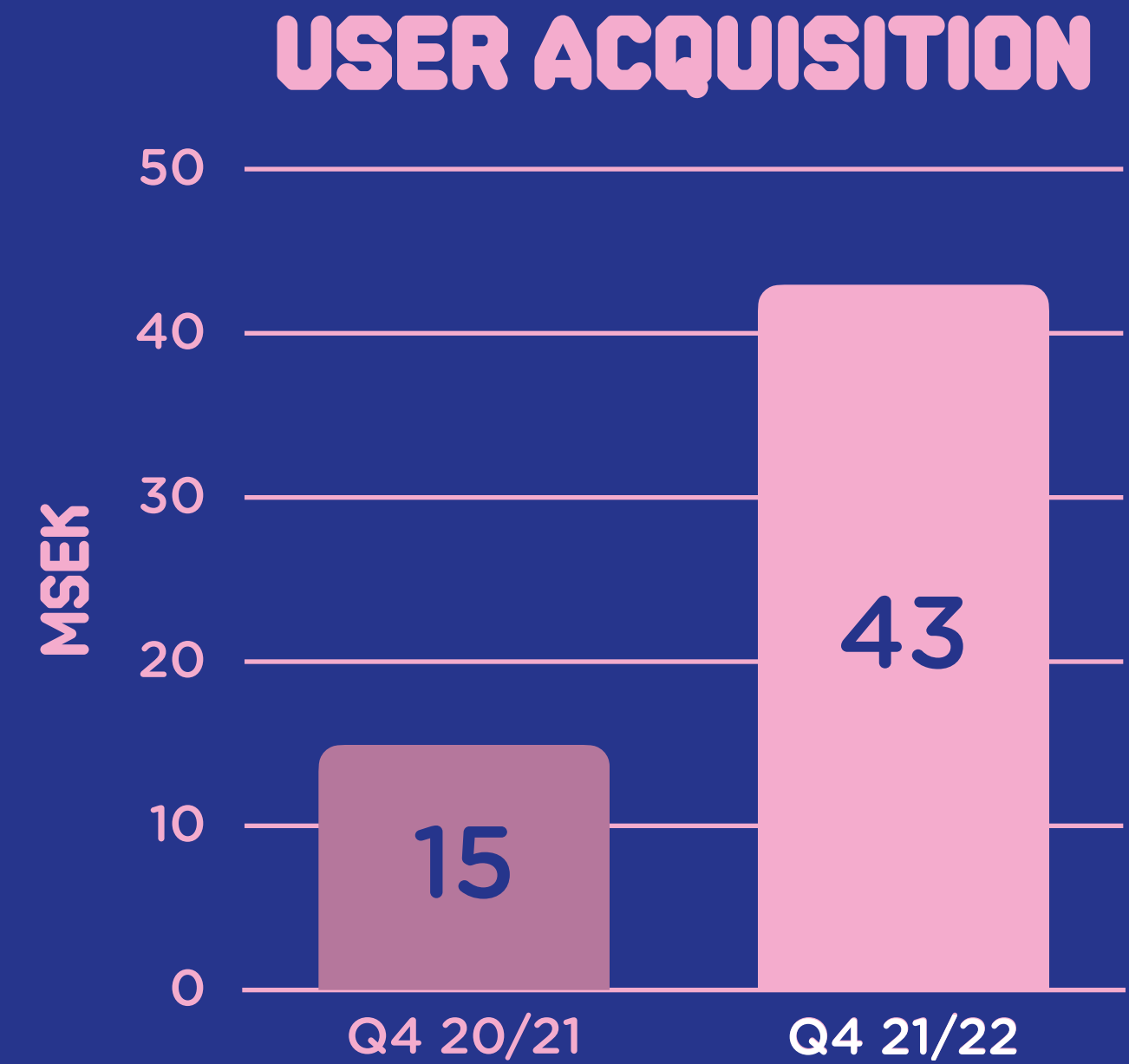
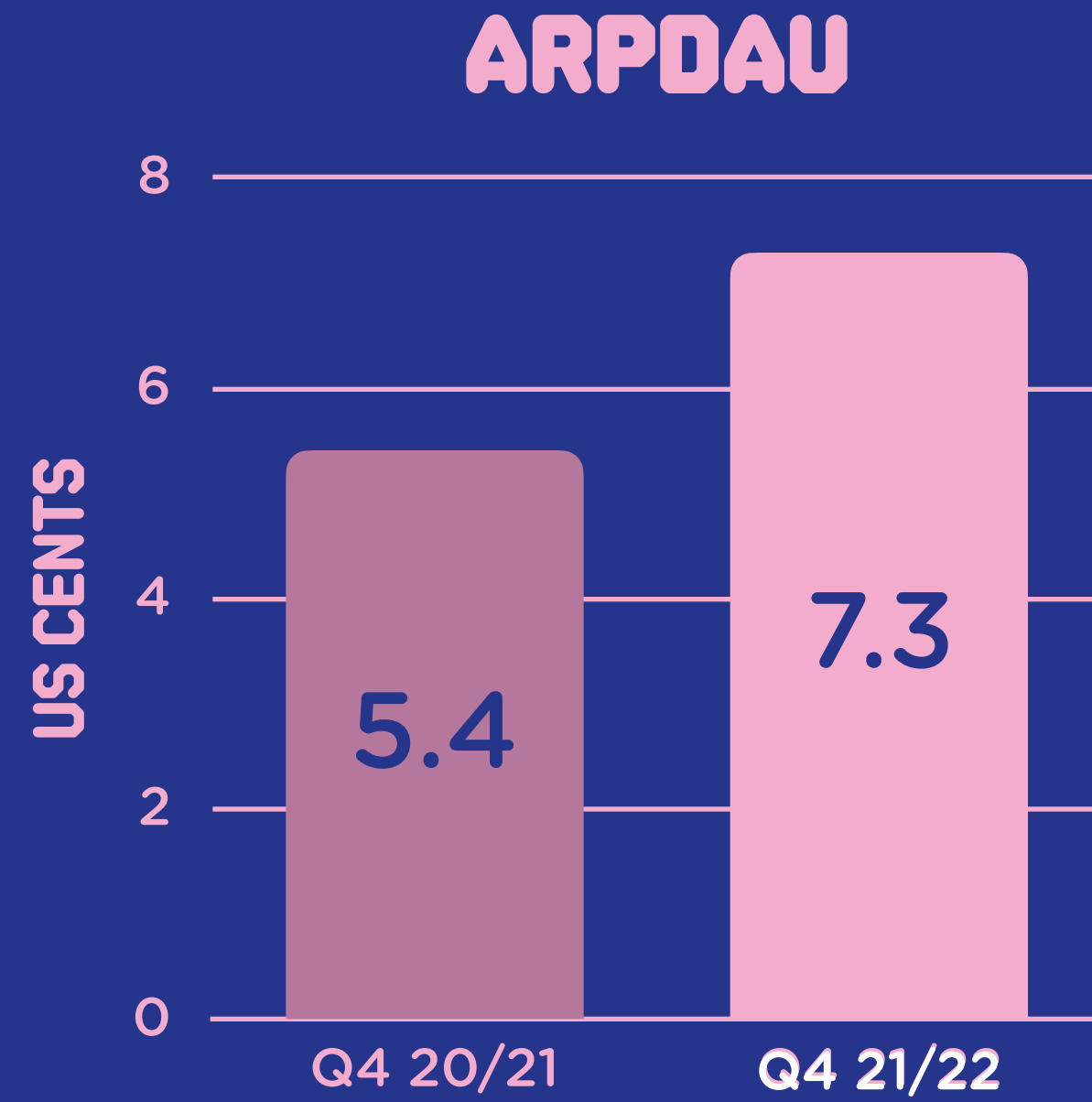
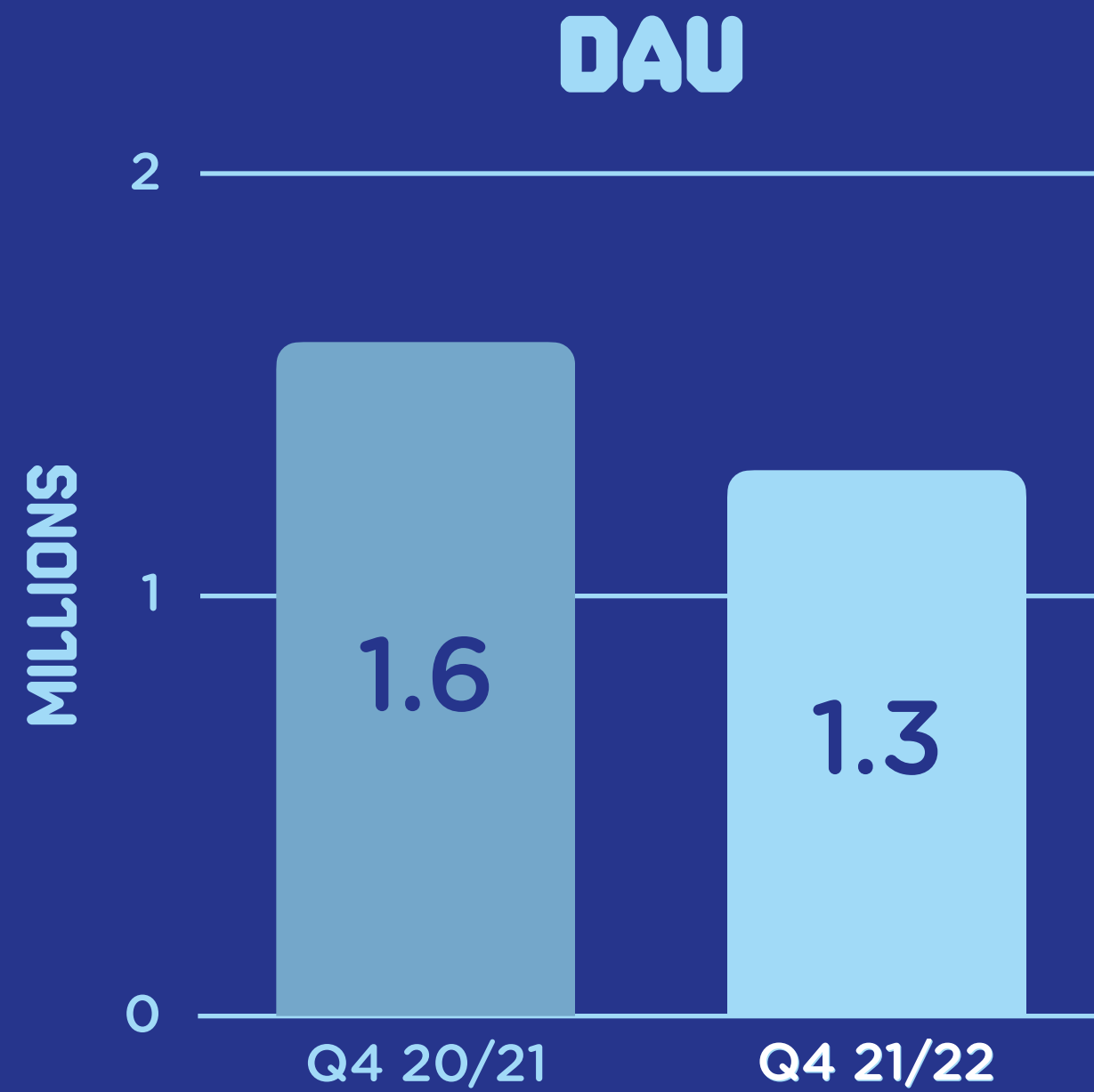
ARPPDAU +36% AND REVENUE 29% YEAR OVER YEAR



USER ACQUISITION + PRODUCT IMPROVEMENTS

AUDIENCE KPIS

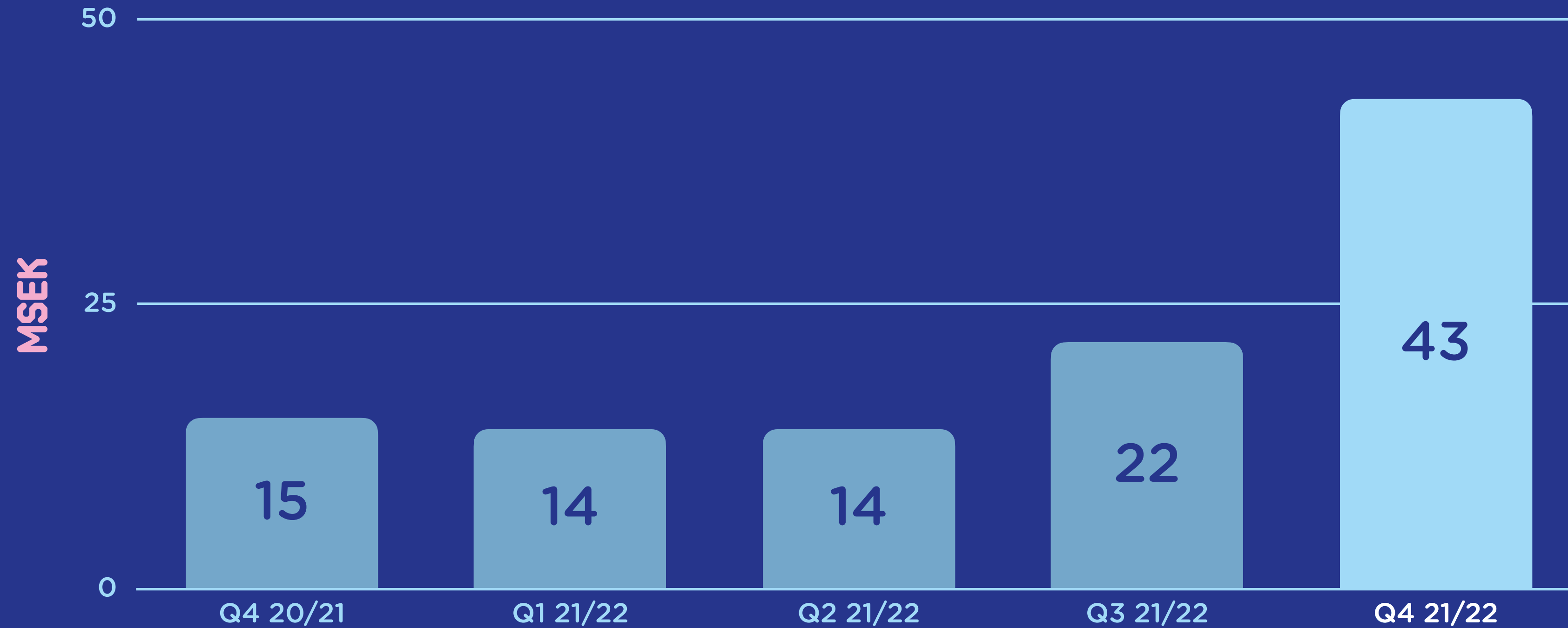
COMPARED TO Q4 2020/21



DAU - FEWER, BUT HIGHER QUALITY INSTALLS FROM UA
USER ACQUISITION INCREASING SEQUENTIALLY

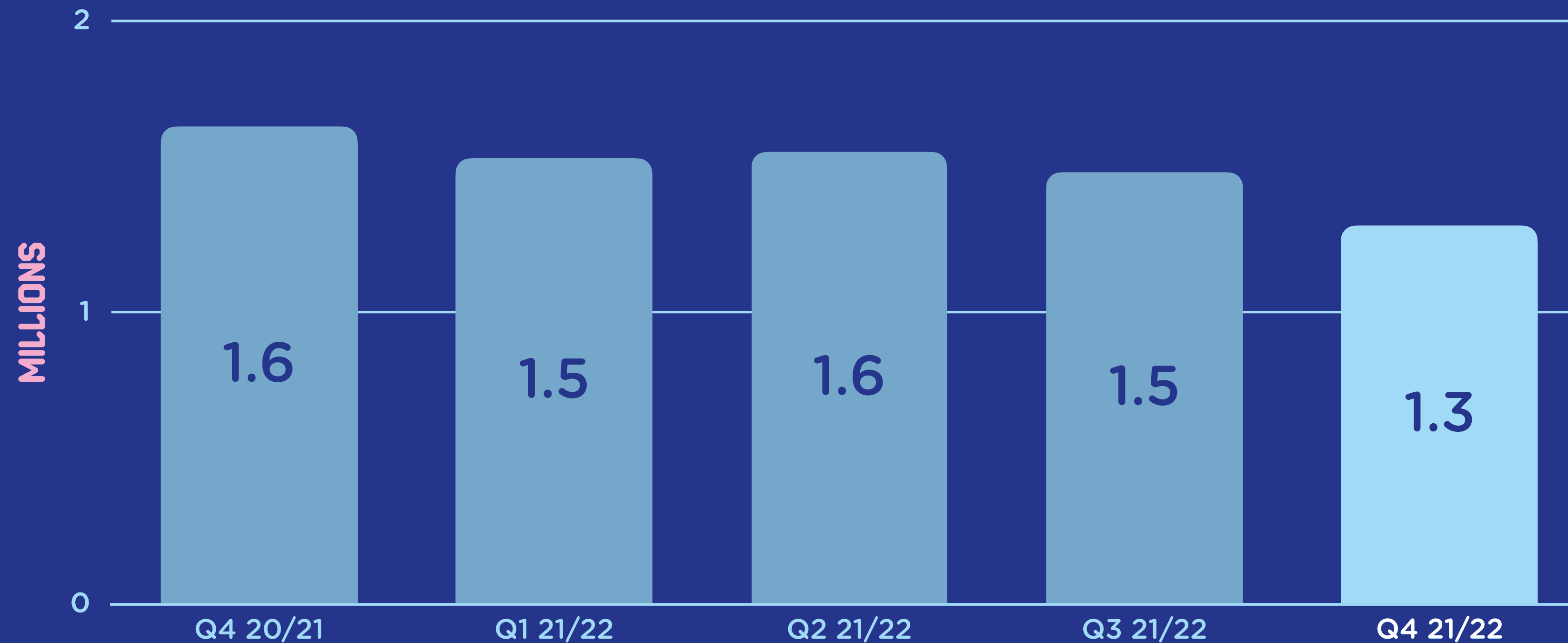
USER ACQUISITION

UA INCREASING SEQUENTIALLY
HIGHER VOLUMES CONTINUE INTO Q1



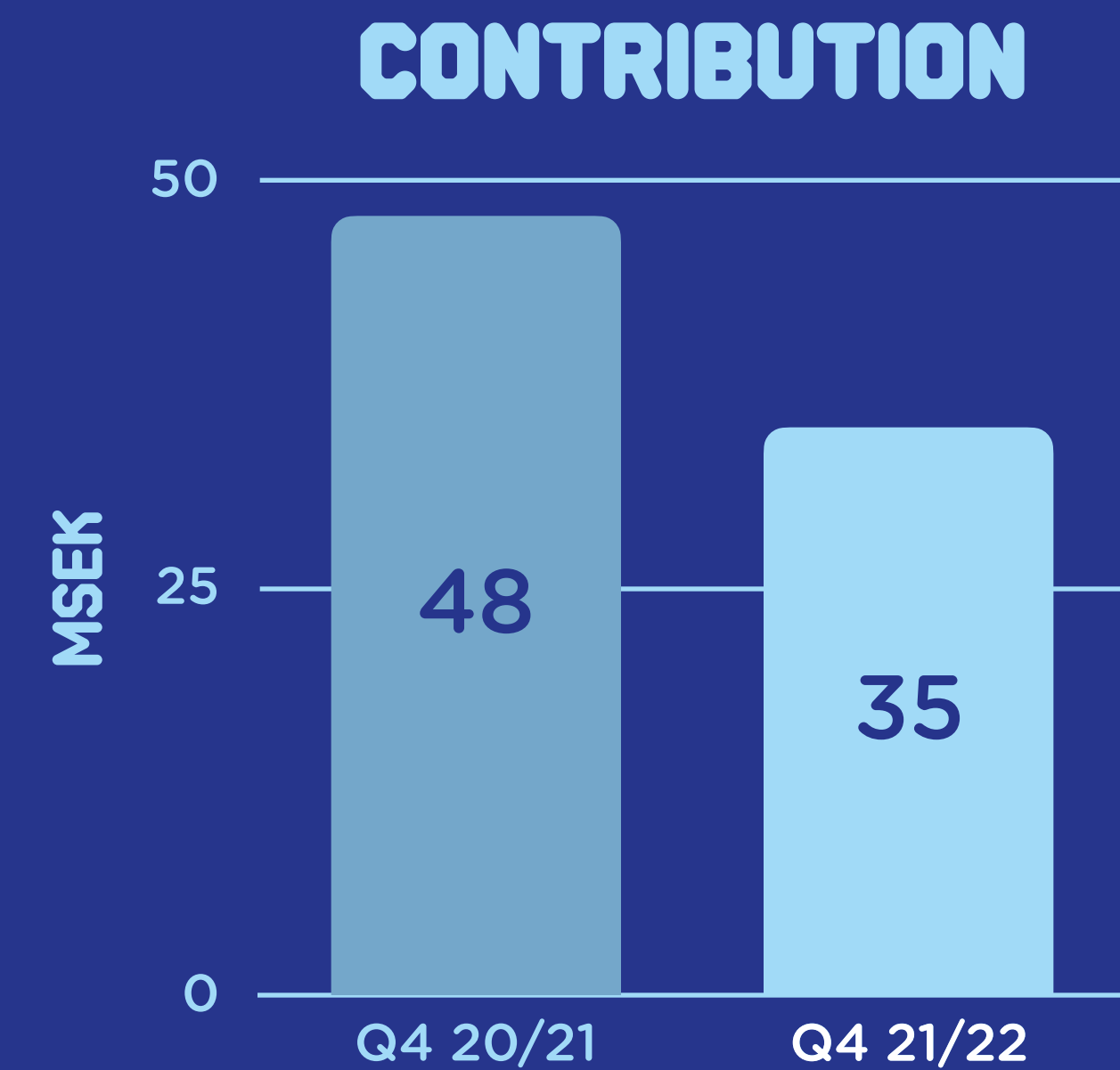
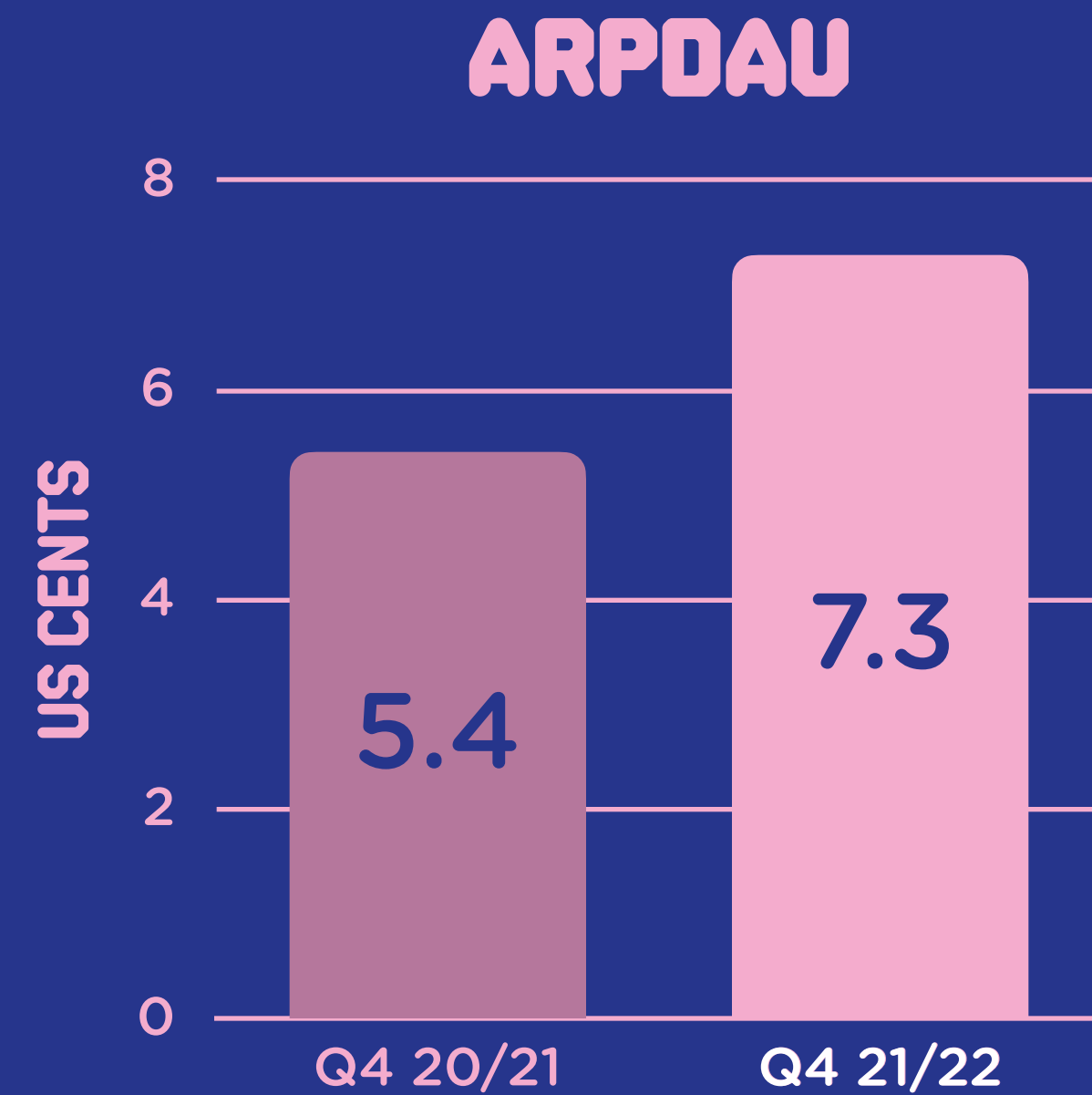
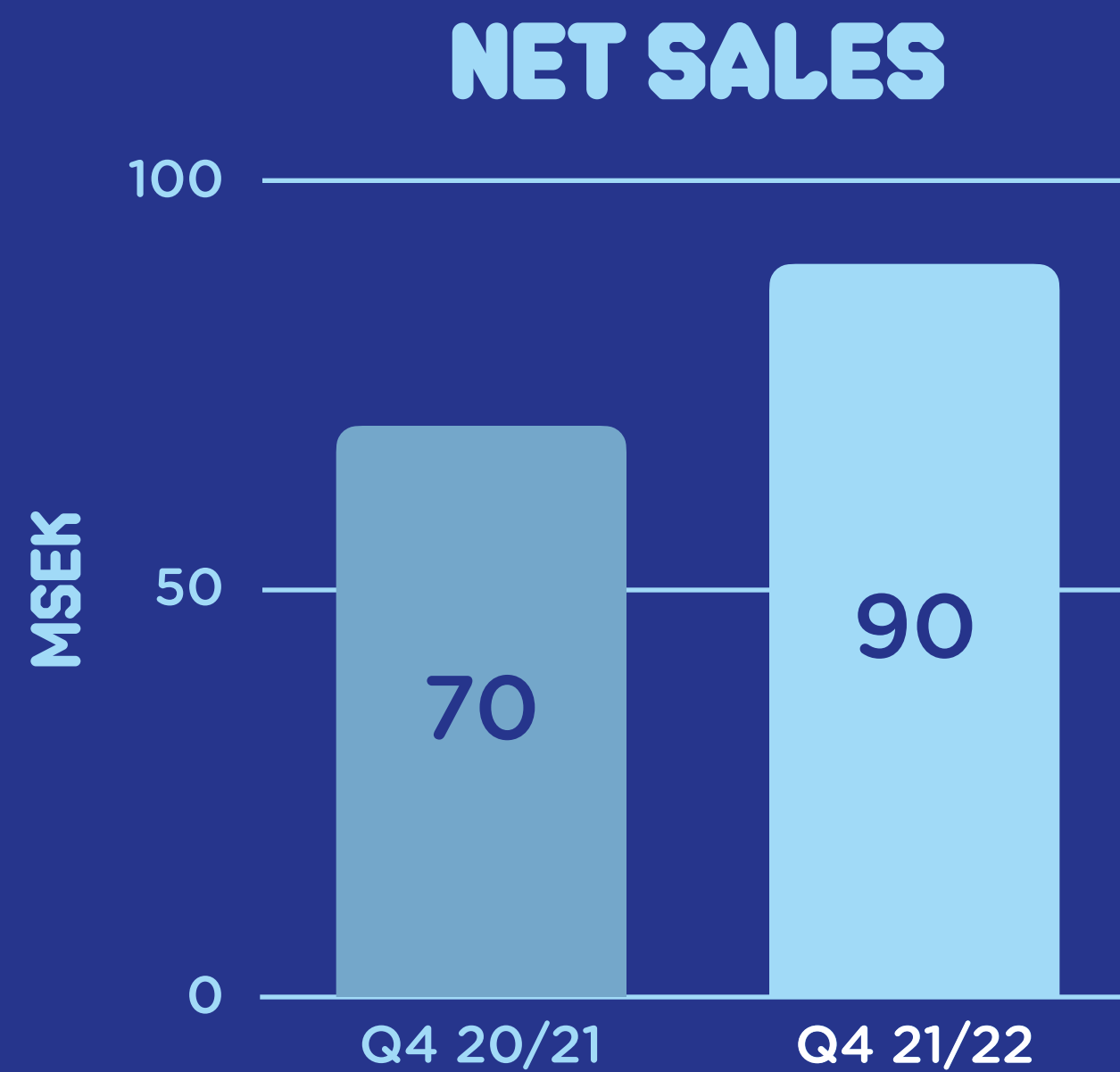
USER BASE DEVELOPMENT

DAU



DAU - EXPECT TO STABILIZE IN Q1
>70% OF DAU ACTIVE +1 YEAR

BOOST FROM USER ACQUISITION AND STRONG USD



CONTRIBUTION IMPACTED BY UA - 126 MSEK CASH BALANCE

QD LIVE

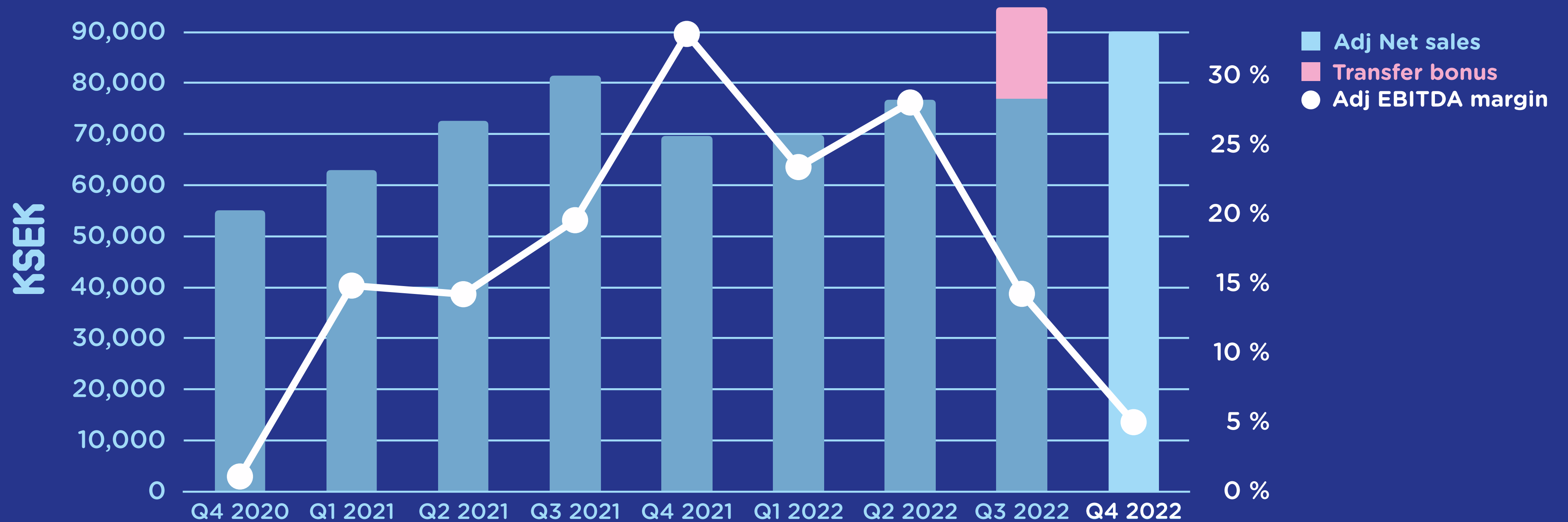
DISCONTINUED LIVE SHOWS

EARN-OUTS CAPTURE M&A DYNAMICS

ADJUSTED EBITDA

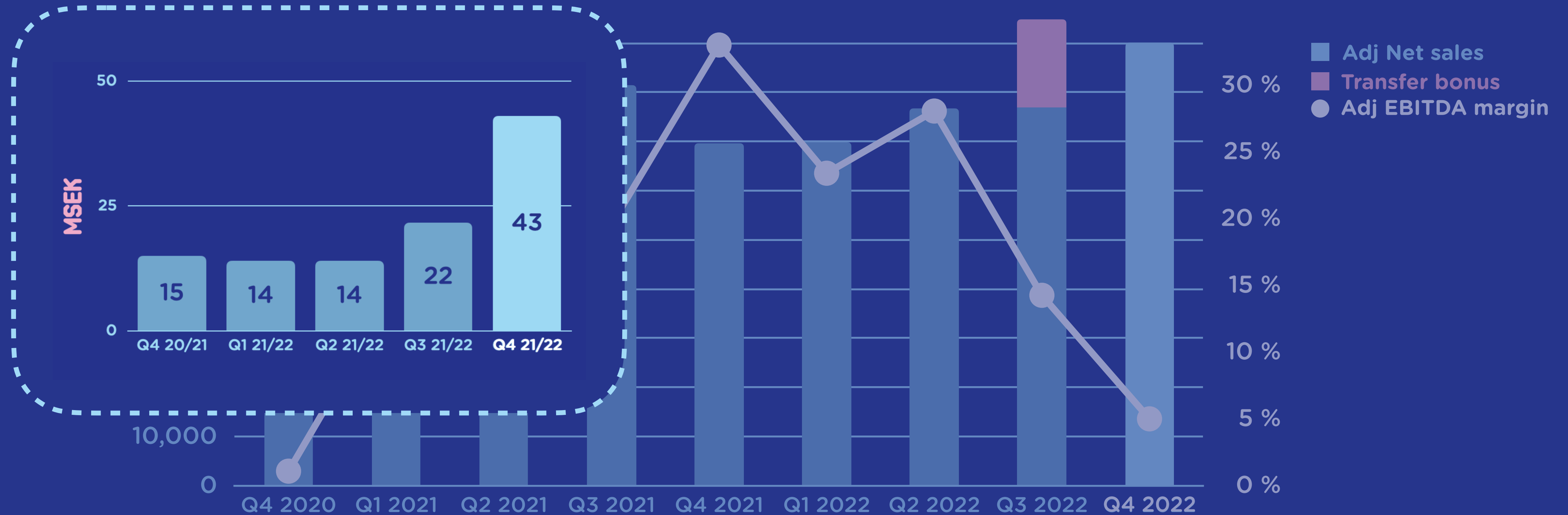
ADJUSTED NET SALES AND EBITDA MARGIN

SHORT TERM EFFECTS ON EBIT AND EBITDA



ADJUSTED NET SALES AND EBITDA MARGIN

SHORT TERM EFFECTS ON EBIT AND EBITDA



PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE



TILE MANSION



WORD MANSION

62
MSEK

Q3:
46
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN



WORDBUBBLES



WORDWHIZZLE

22
MSEK

Q3:
25
MSEK

LIVE OPS



CONSOLIDATED

NEW GAMES



PRIMETIME



WORDALOT



WORD PEACE



WORDBRAIN 2



WORD BLOBS

6
MSEK

Q3:
5.5
MSEK

OTHER

MATURITY

GROWTH ENGINES



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

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

FULL SPEED AHEAD

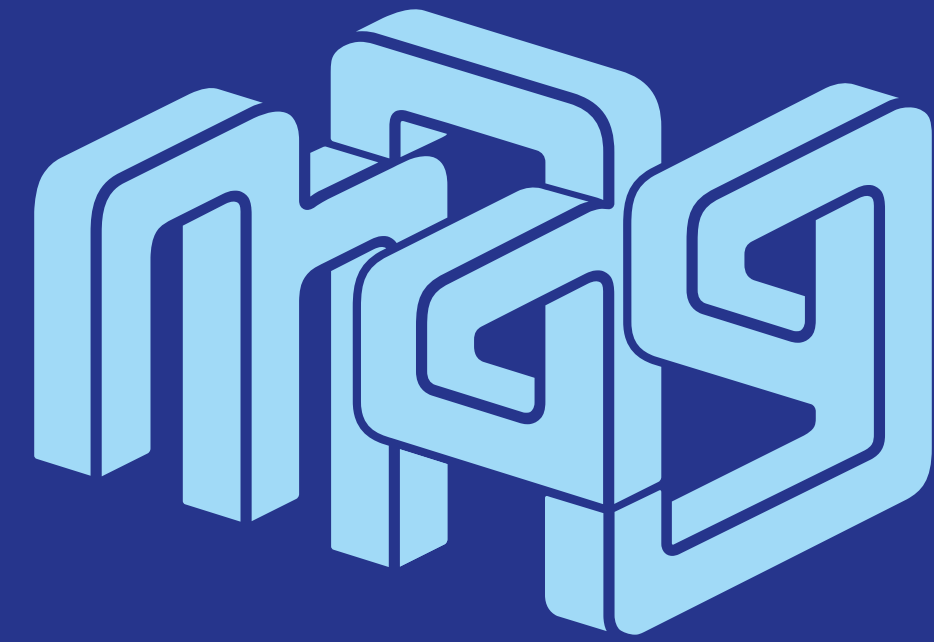
USER ACQUISITION AT NEW LEVELS

ACCELERATE GROWTH GAMES

**EXCITING NEW GAMES IN
DEVELOPMENT**

Q&A

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

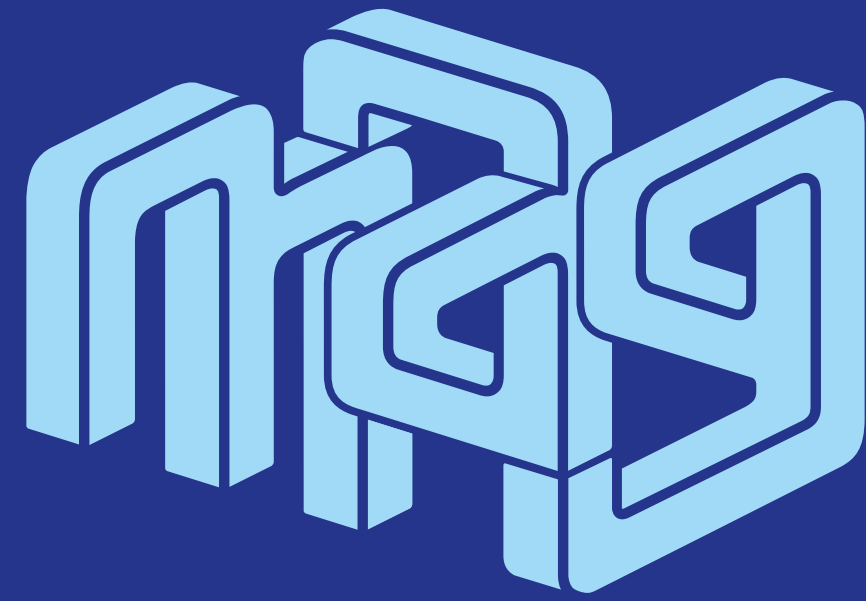


MAG INTERACTIVE

GOOD TIMES



Q4 2021/2022

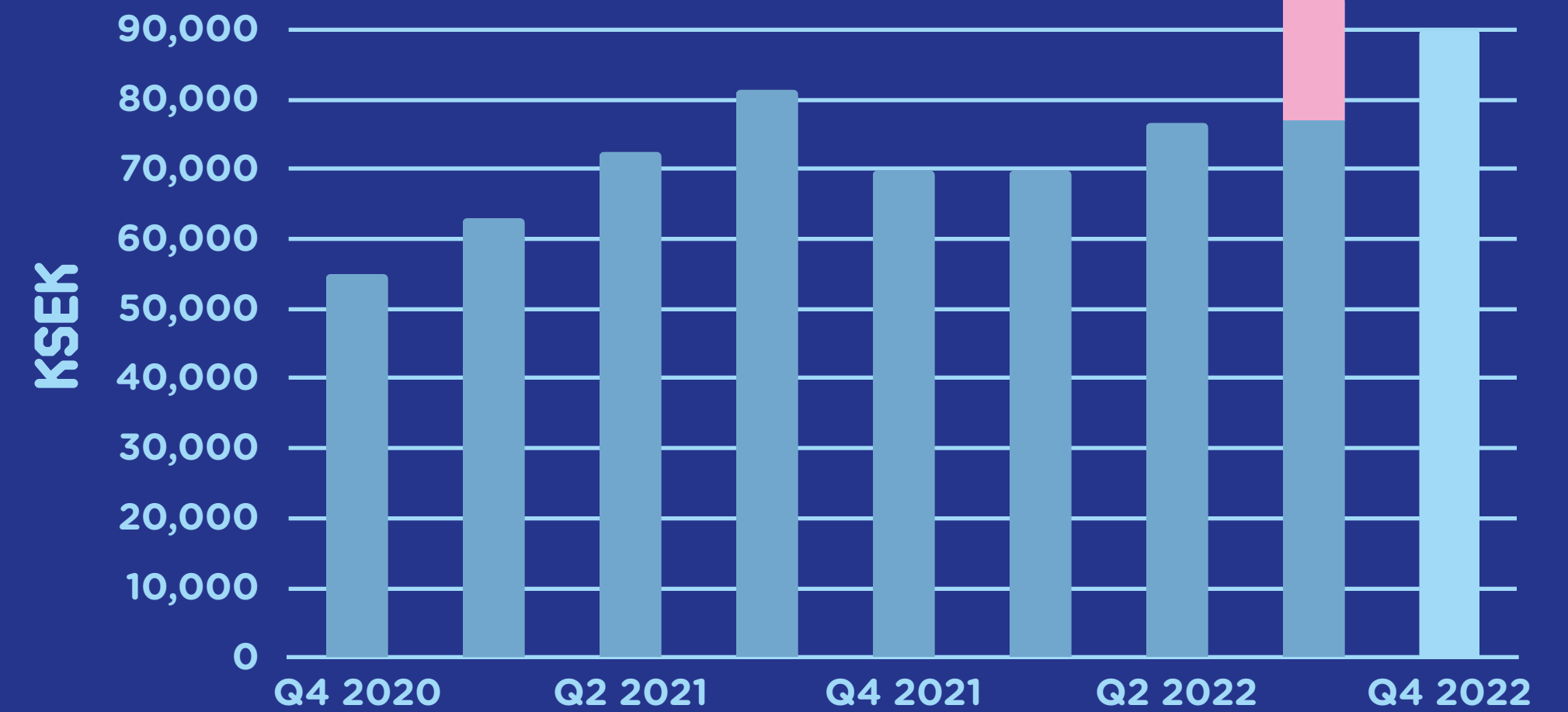


MAG INTERACTIVE

7.3 CENTS
ARPPDAU + 36 %

90 MSEK
REVENUE + 29%

NET SALES



LAST NINE QUARTERS

**“WE ARE HAPPY TO REPORT
AN ORGANIC REVENUE
GROWTH OF 29% IN Q4”**

-DANIEL HASSELBERG, CEO

GROWTH GAMES



WORDZEE



QUIZDUEL



WORD MANSION



TILE MANSION