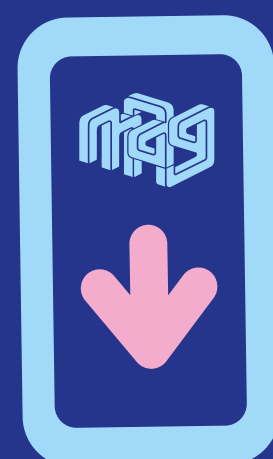


MAG INTERACTIVE

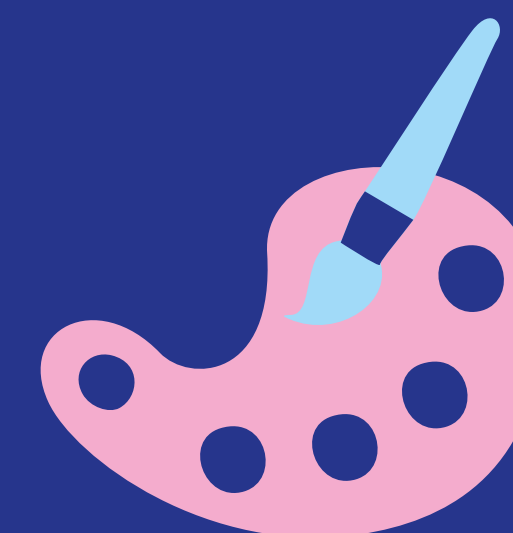
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

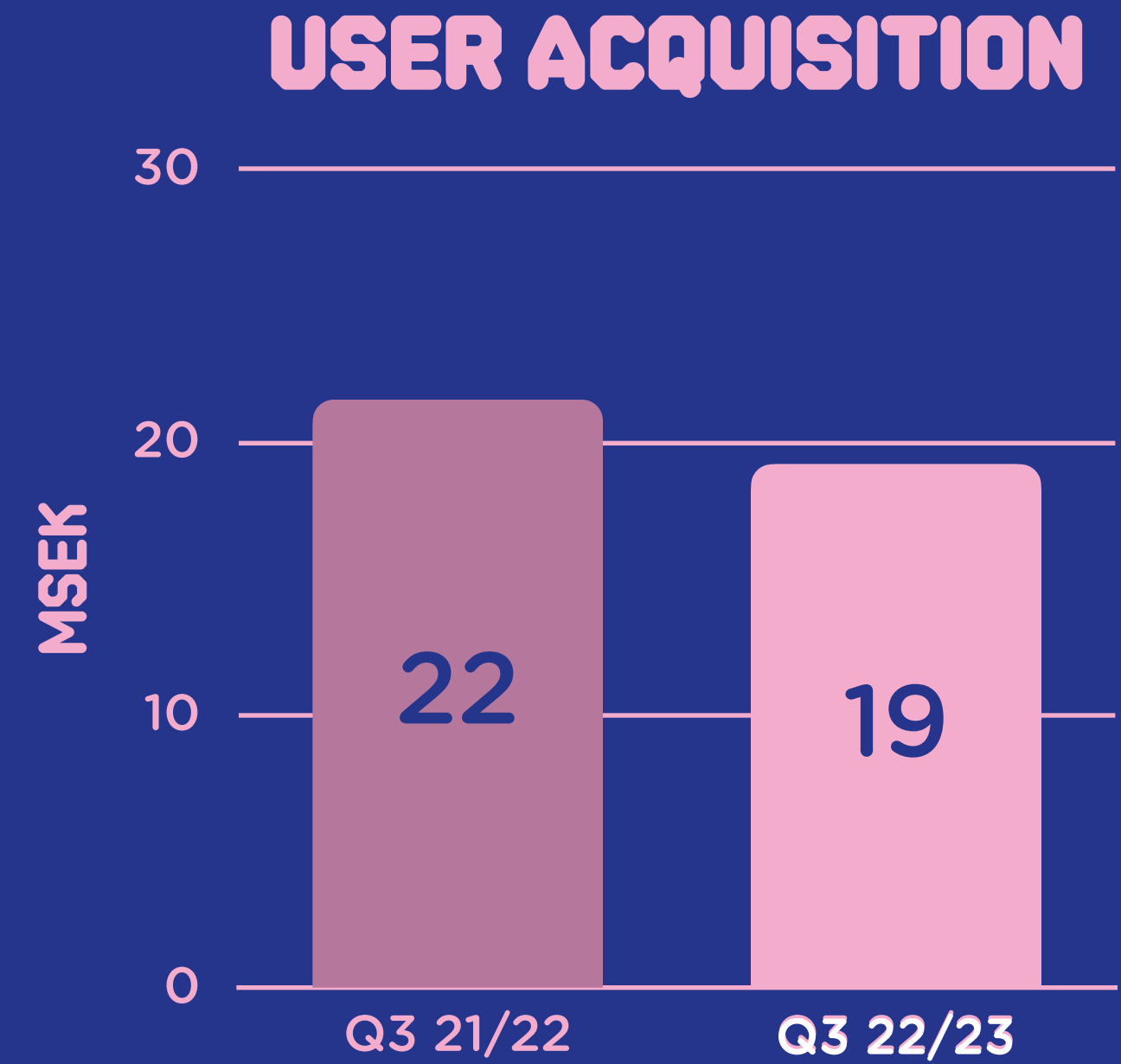
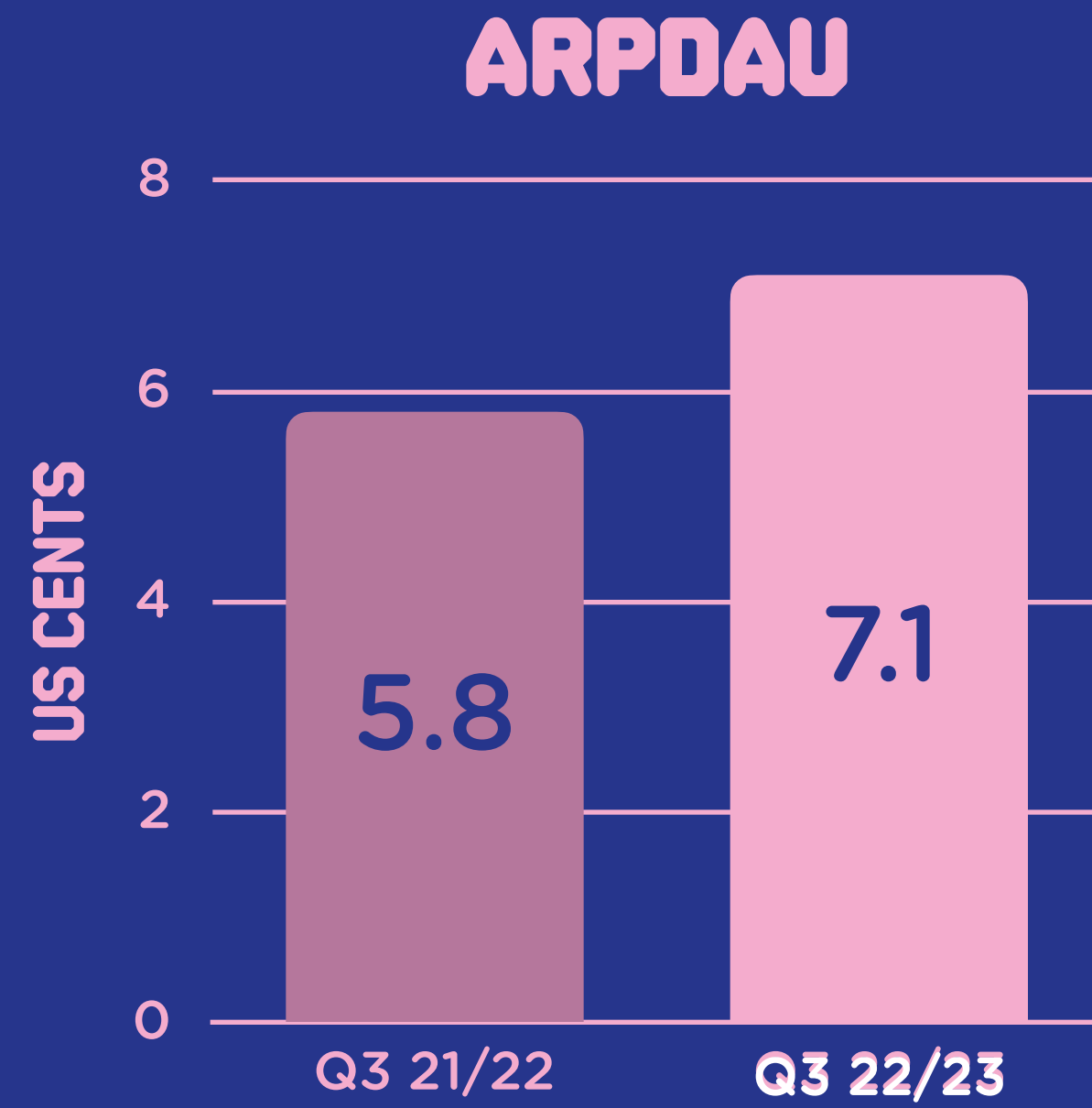
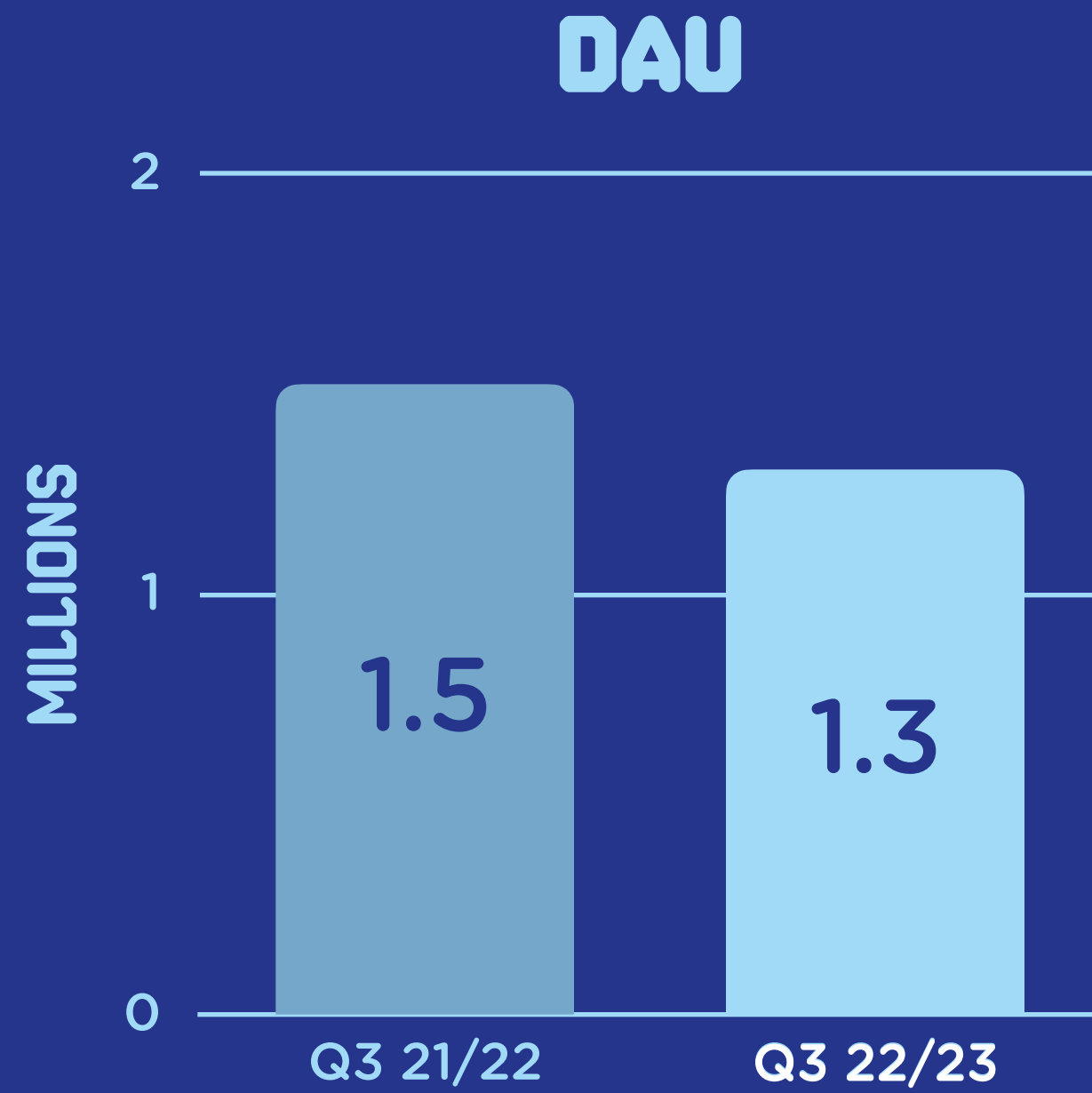
Q3 HIGHLIGHTS

REVENUE AT RECORD LEVELS

STRONG PROFITABILITY

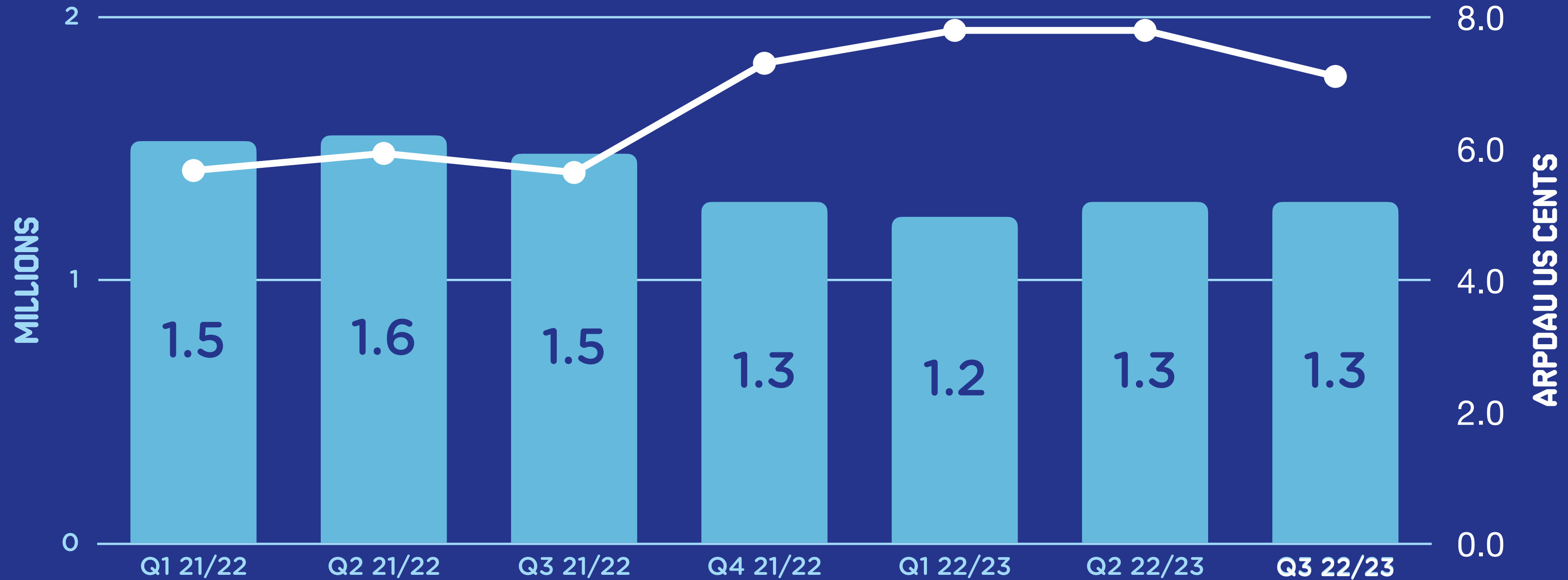
AUDIENCE KPIS

COMPARED TO Q3 2021/22



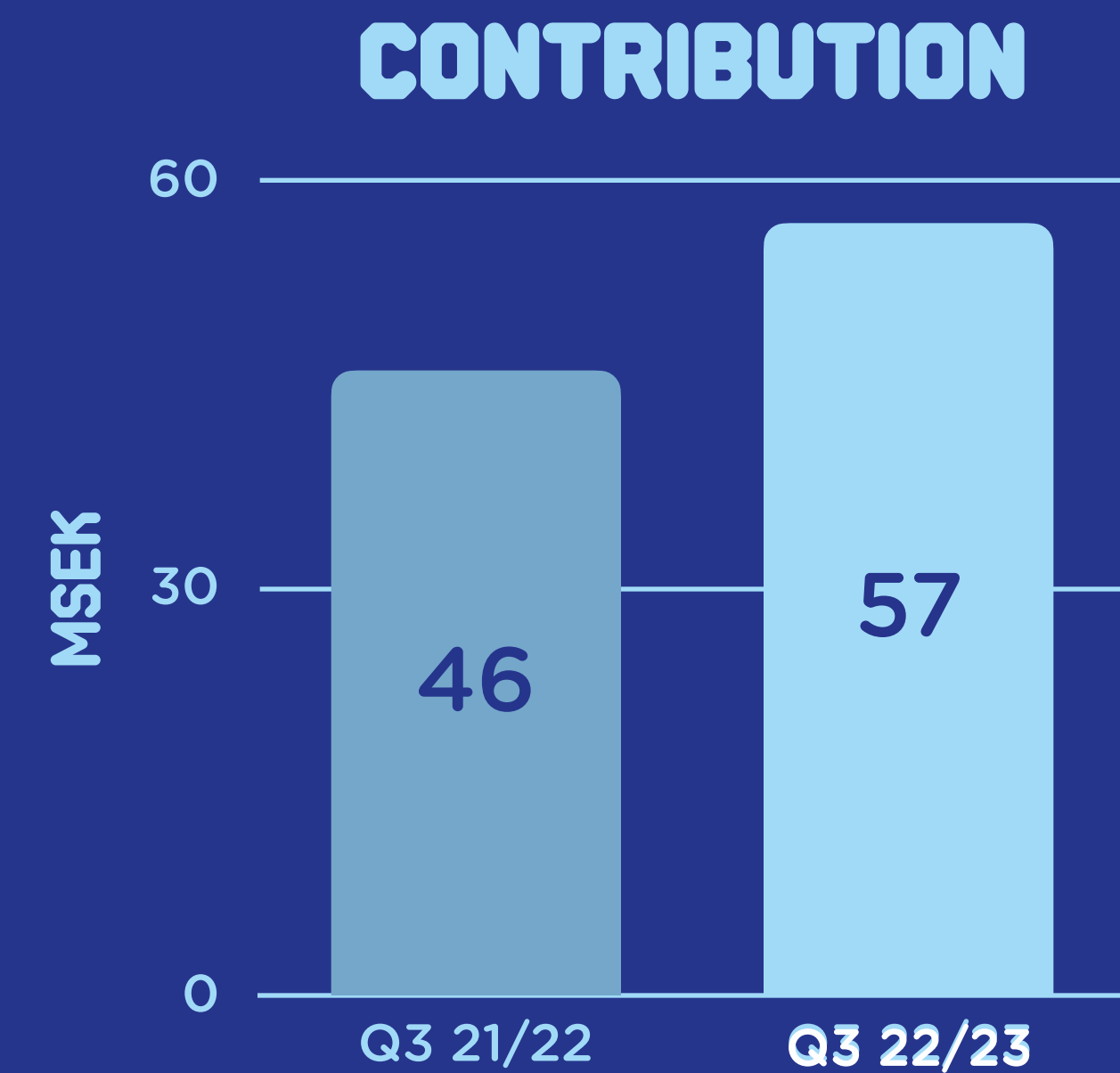
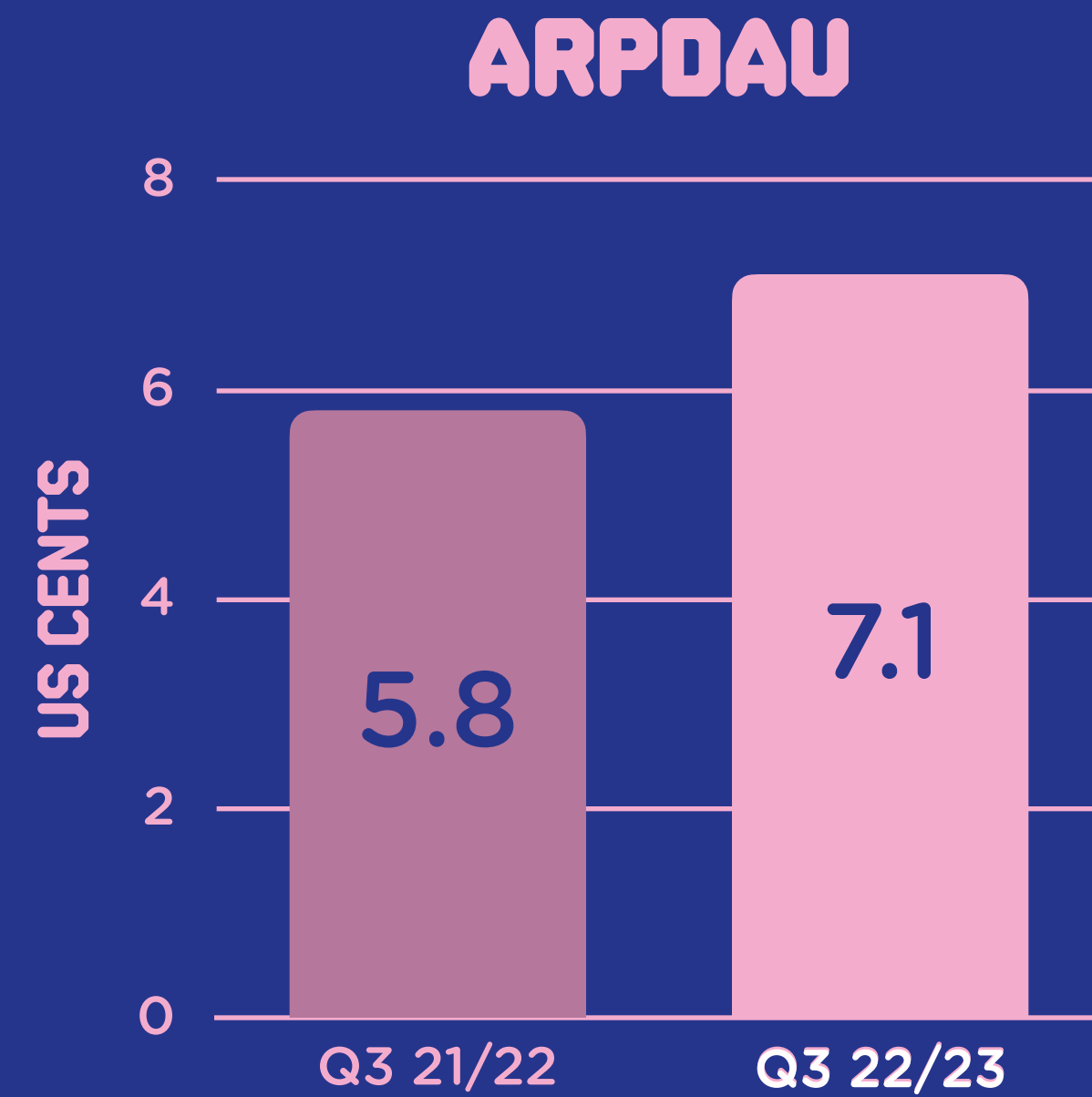
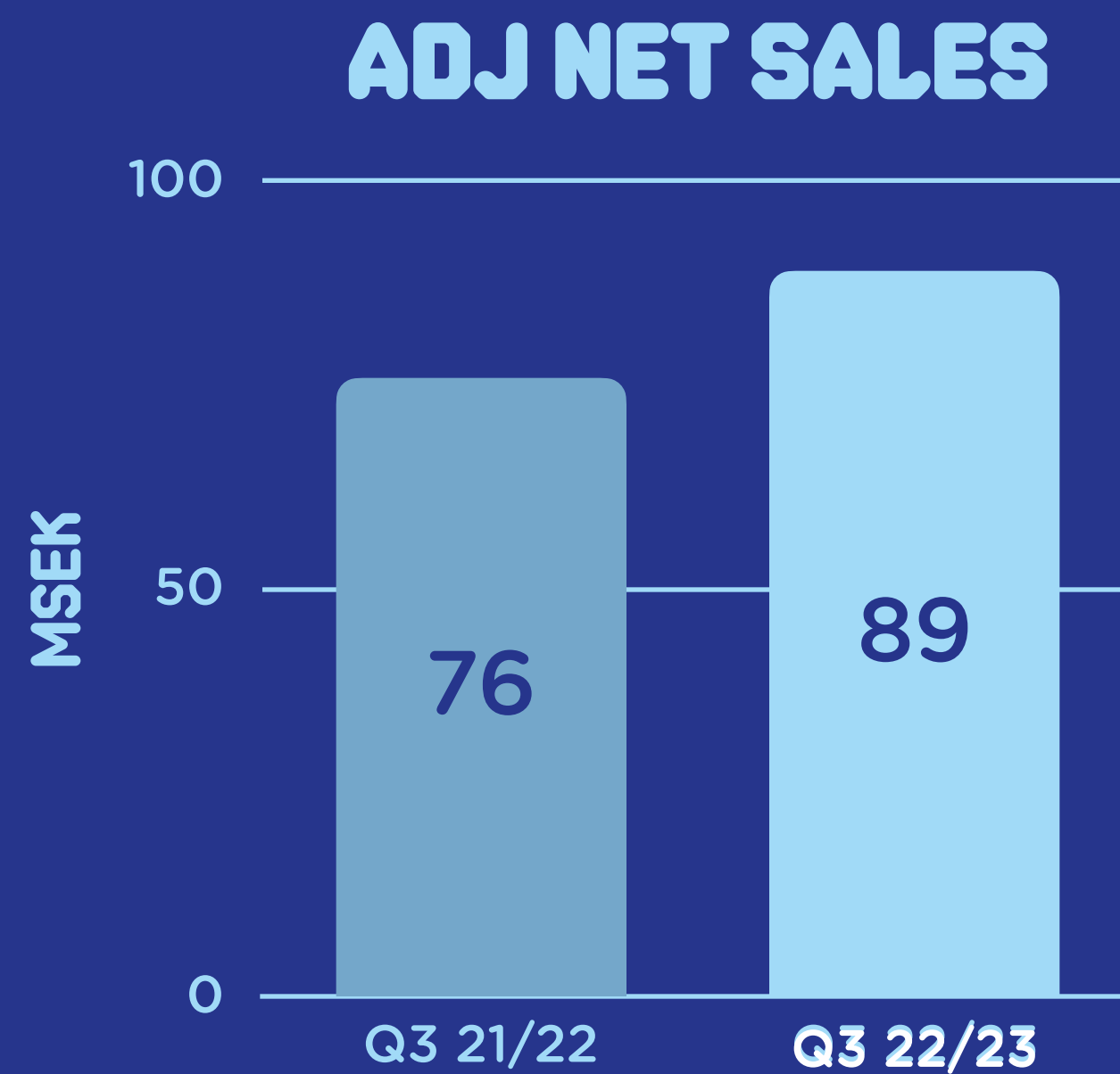
DAU - FEWER, BUT HIGHER QUALITY INSTALLS (IAP REVENUES +37%)

USER BASE AND ARPPDAU



DAU STABLE SINCE Q4 2022
FEWER BUT HIGHER QUALITY INSTALLS

BOOST FROM USER ACQUISITION AND STRONG USD

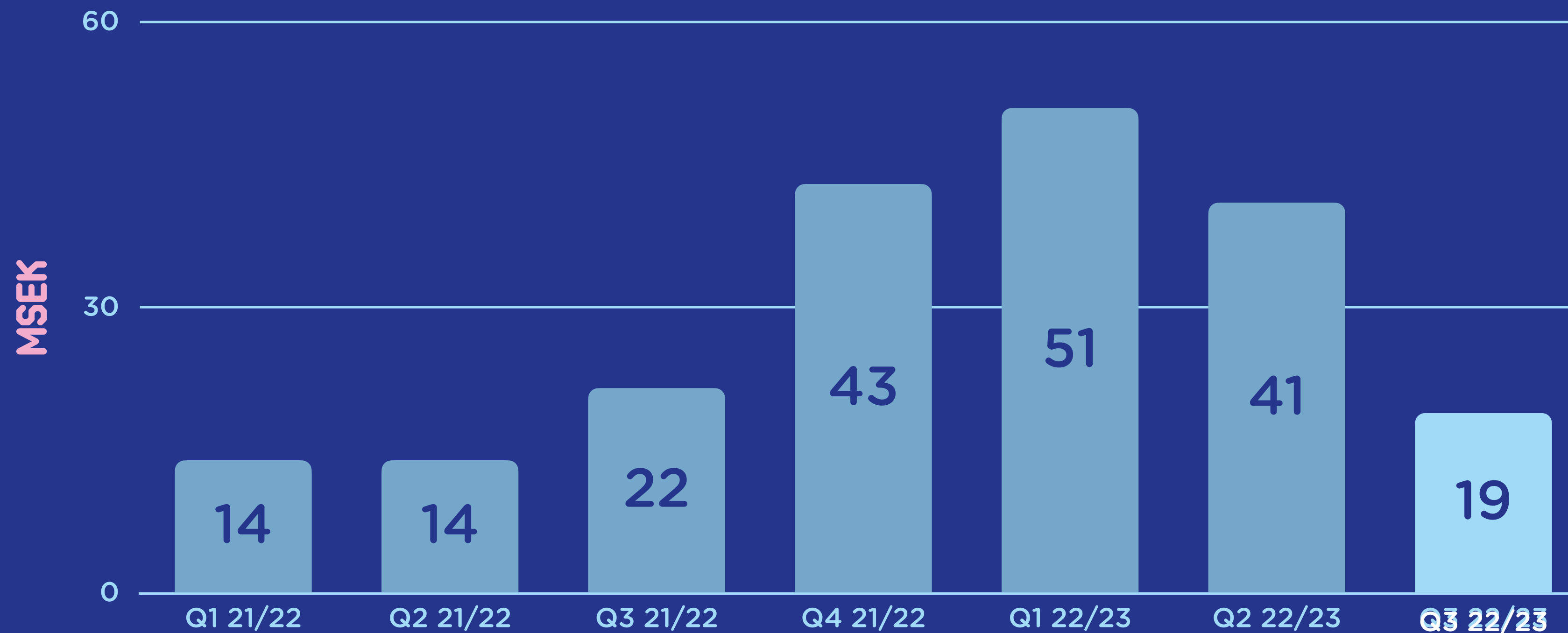


22% GROWTH IN ARPPDAU

CONTRIBUTION ON HISTORIC HIGH - 110 MSEK CASH BALANCE

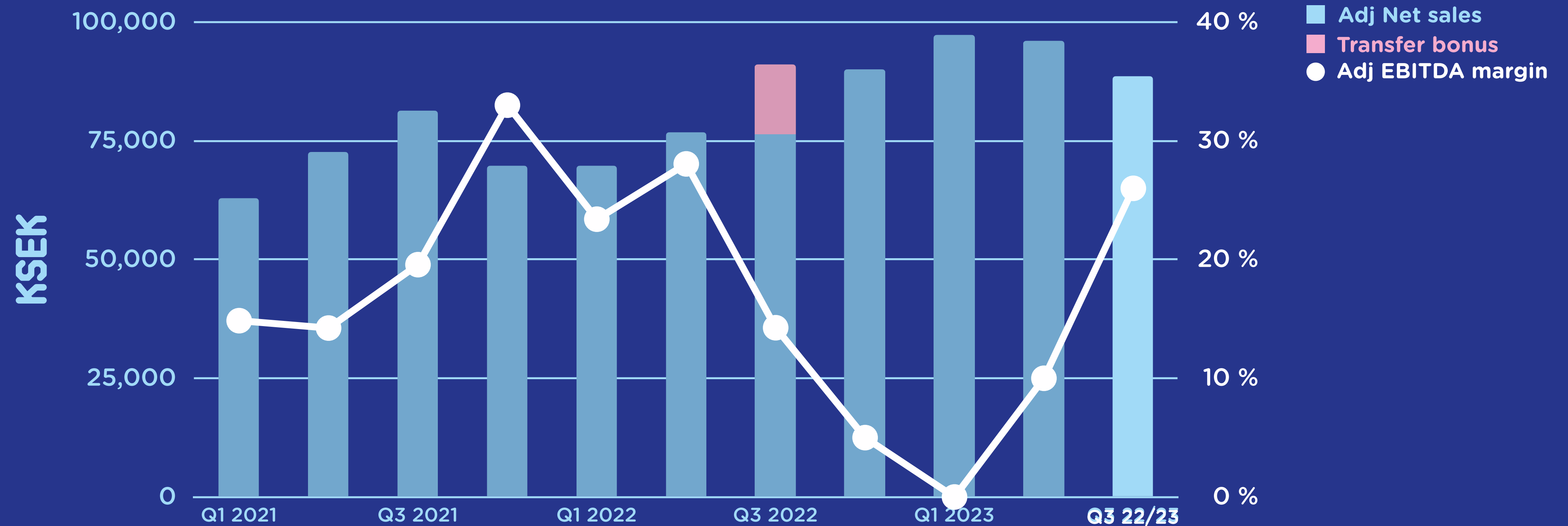
USER ACQUISITION

UA DECREASING SEQUENTIALLY
PACE SLIGHTLY HIGHER IN JUNE



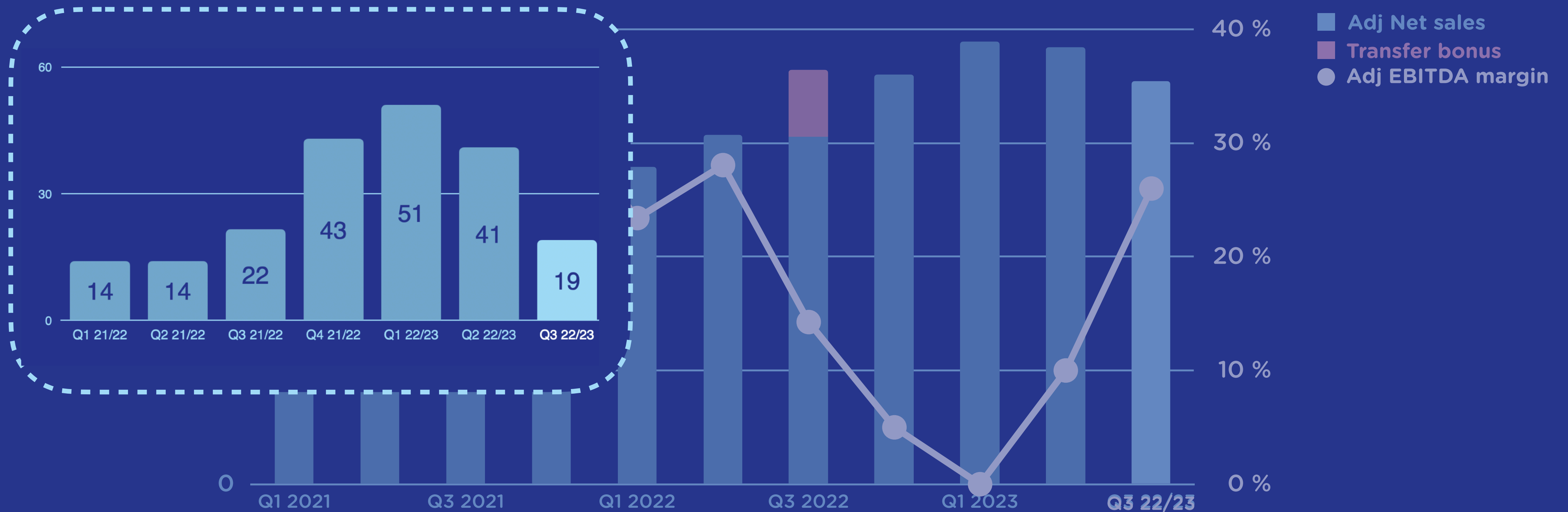
REVENUES AT HISTORICALLY HIGH LEVEL

PROFIT MARGINS BOUNCING BACK TO PRE 2023 LEVELS



REVENUES AT HISTORICALLY HIGH LEVEL

PROFIT MARGINS BOUNCING BACK TO PRE 2023 LEVELS



PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE



TILE MANSION

61
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN

23
MSEK

LIVE OPS



WORD MANSION



WORDBUBBLES



WORDWHIZZLE

NEW GAMES



OTHER



PRIMETIME



WORDALOT



WORD PEACE

5
MSEK



WORDBRAIN 2



WORD BLOBS

MATURITY

GROWTH ENGINES

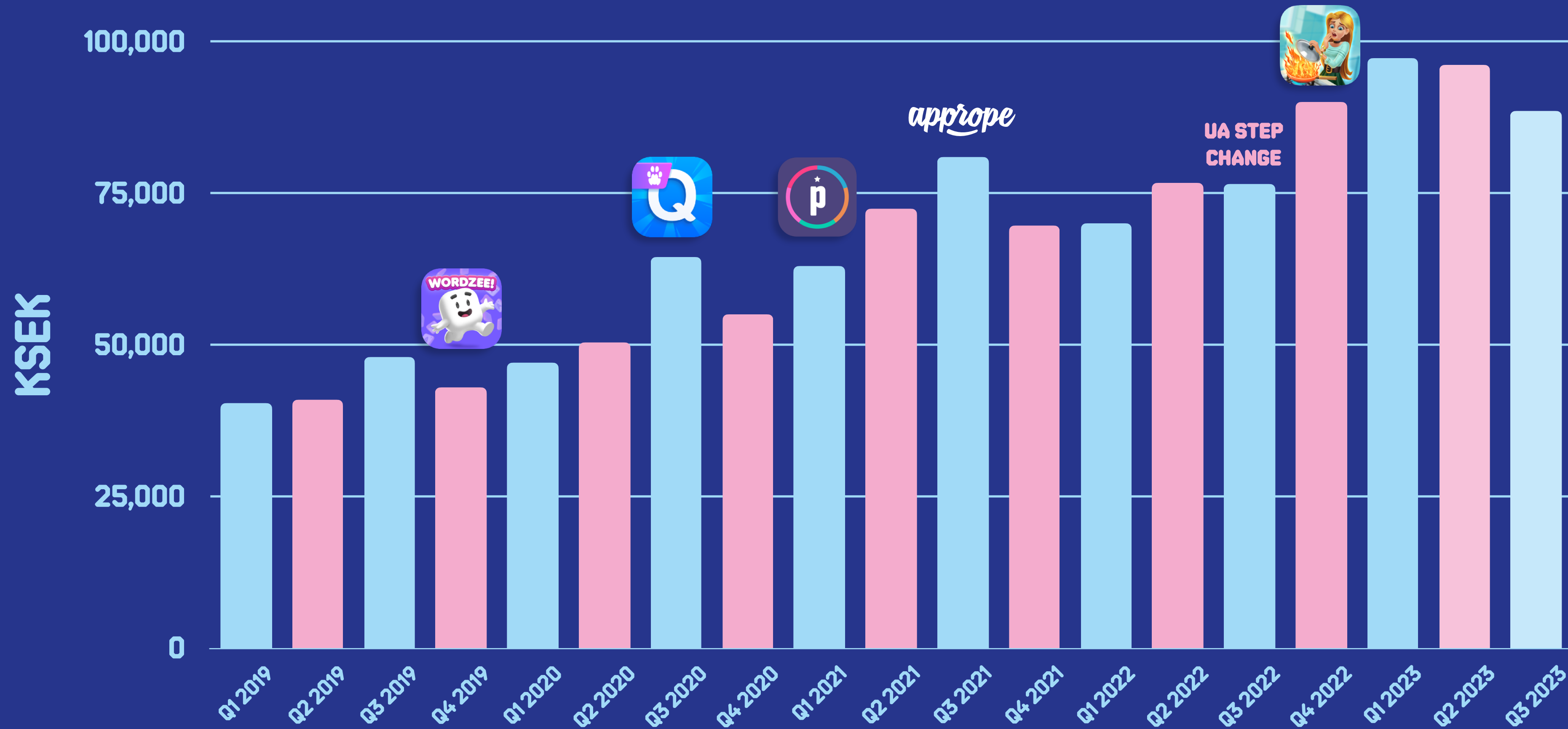


**EXPANDED
PORTFOLIO
[ORGANIC +
M&A]**

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

ADJUSTED NET SALES DEVELOPMENT



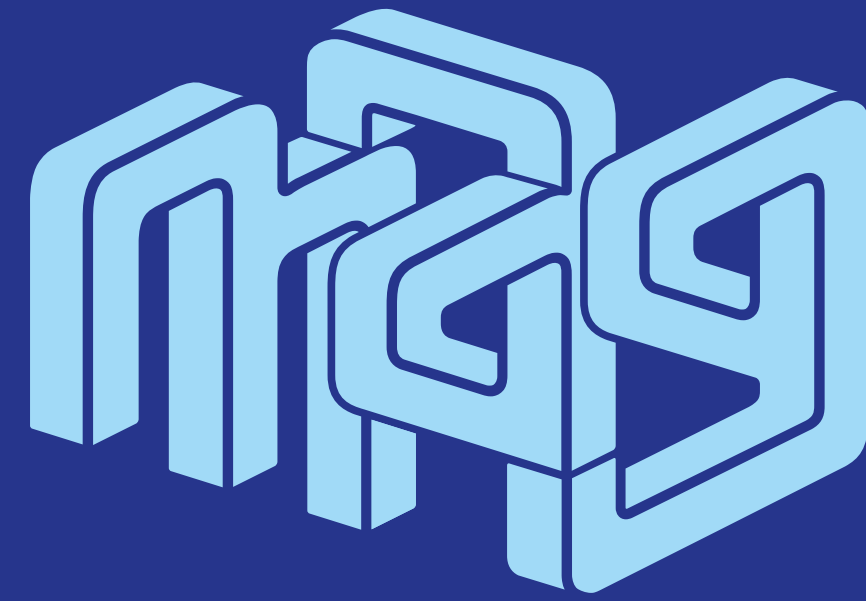
LOOKING AHEAD

QUIZDUEL AND WORDZEE DEVELOPMENT

CONTINUED STRONG MARGINS

EXCITING NEW GAMES

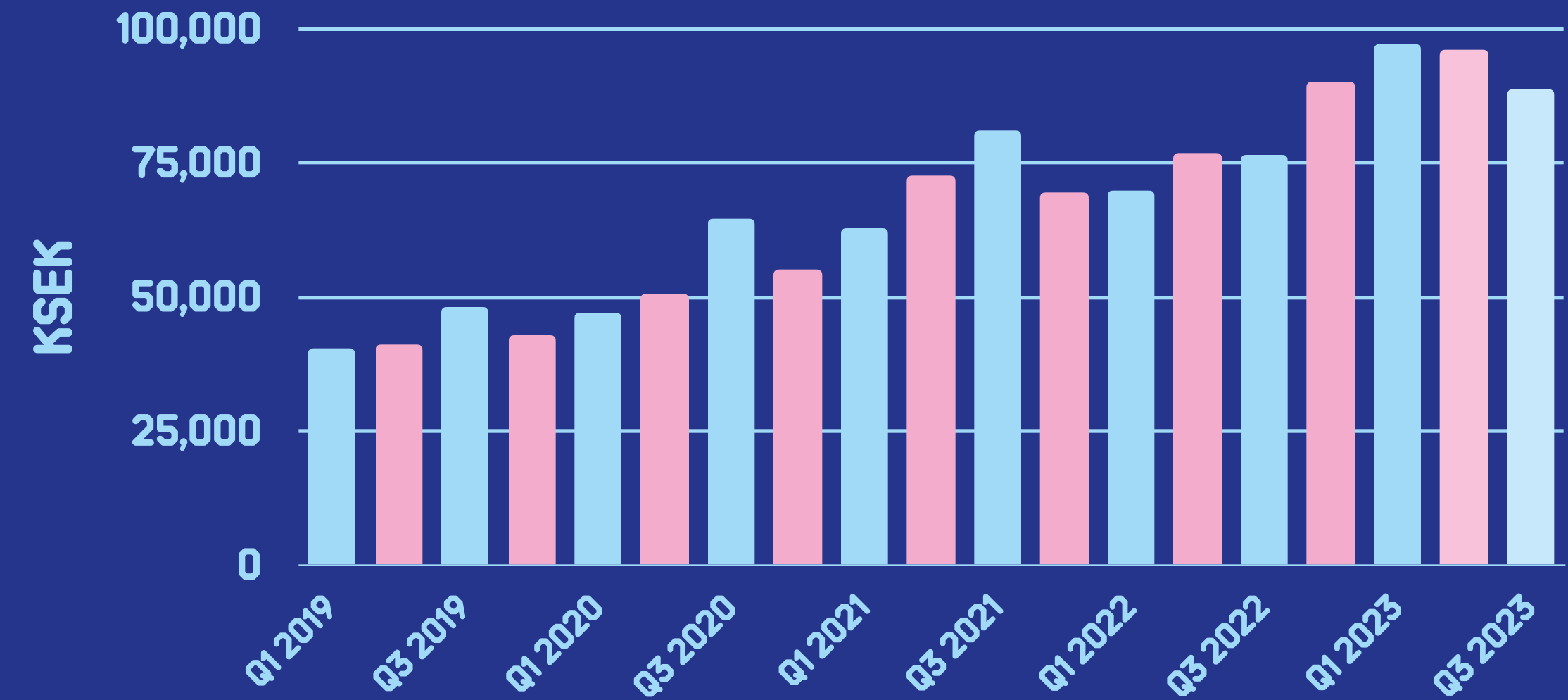
Q3 2022/2023



MAG INTERACTIVE

7.1 CENTS **89** MSEK
ARPODAU +22% **REVENUE +16%**

ADJUSTED NET SALES



LAST 19 QUARTERS

“WE REACH A PROFIT MARGIN OF 26% ON THE BACK OF HIGH QUALITY USER ACQUISITION”

-DANIEL HASSELBERG, CEO

GROWTH GAMES



WORDZEE



QUIZDUEL



TILE MANSION