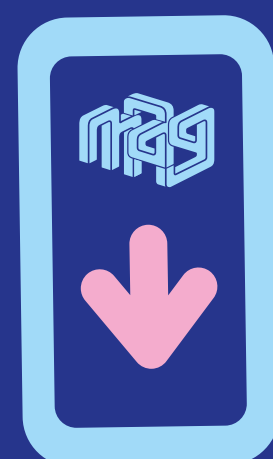


MAG INTERACTIVE

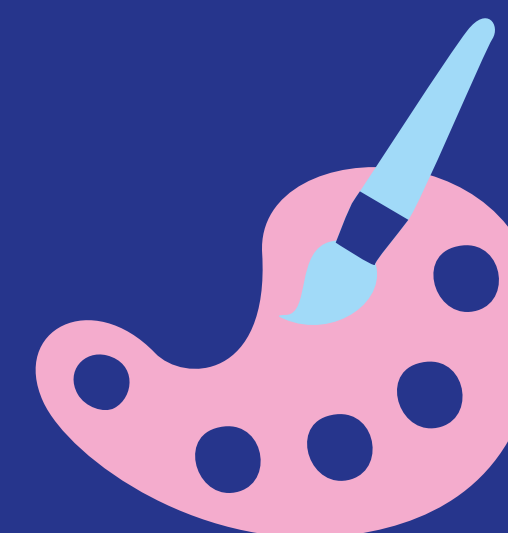
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q4 HIGHLIGHTS

QUIZDUEL PRODUCT PERFORMANCE

STRONG PROFITABILITY

QS LEAGUES

13:35

Fragenfeuer

Bronzeliga

168758 + #1

Noch 1d 22h

#1	Belohnungen	Punkte
1 Du	75 100 30	180
2 Luschtigl	45 60 20	155
3 Micasso1971	30 40 15	148
4 Soo1	15 30 10	138
5 seniewu	15 30 10	114
6 Hackentrick09	15 30 10	105
7 Sonja Else	15 30 10	101

13:37

10

Heißgetränke

Wie heißt der starke italienische Kaffee, der bei hohem Druck durch sehr fein gemahlenes Kaffeemehl aus dunkel gerösteten Kaffeebohnen gepresst wird?

Frappé

Cappuccino

Caffè Latte

Espresso

13:36

Fragenfeuer

Brandneu im Fragenfeuer

Ligen und gewinne Sterne!

Weiter

Punkte: 0/0

13:35

Fragenfeuer

Bronzeliga

Medien & Unterhaltung 20/20	Rund um die Welt 20/20	Zeugen der Zeit 20/20
Die 2000er 20/20	Bücher & Wörter 20/20	Heißgetränke 20/20
Fußball 20/20	Schlager 20/20	Die 80er 20/20

Punkte: 180

YEARLY OVERVIEW

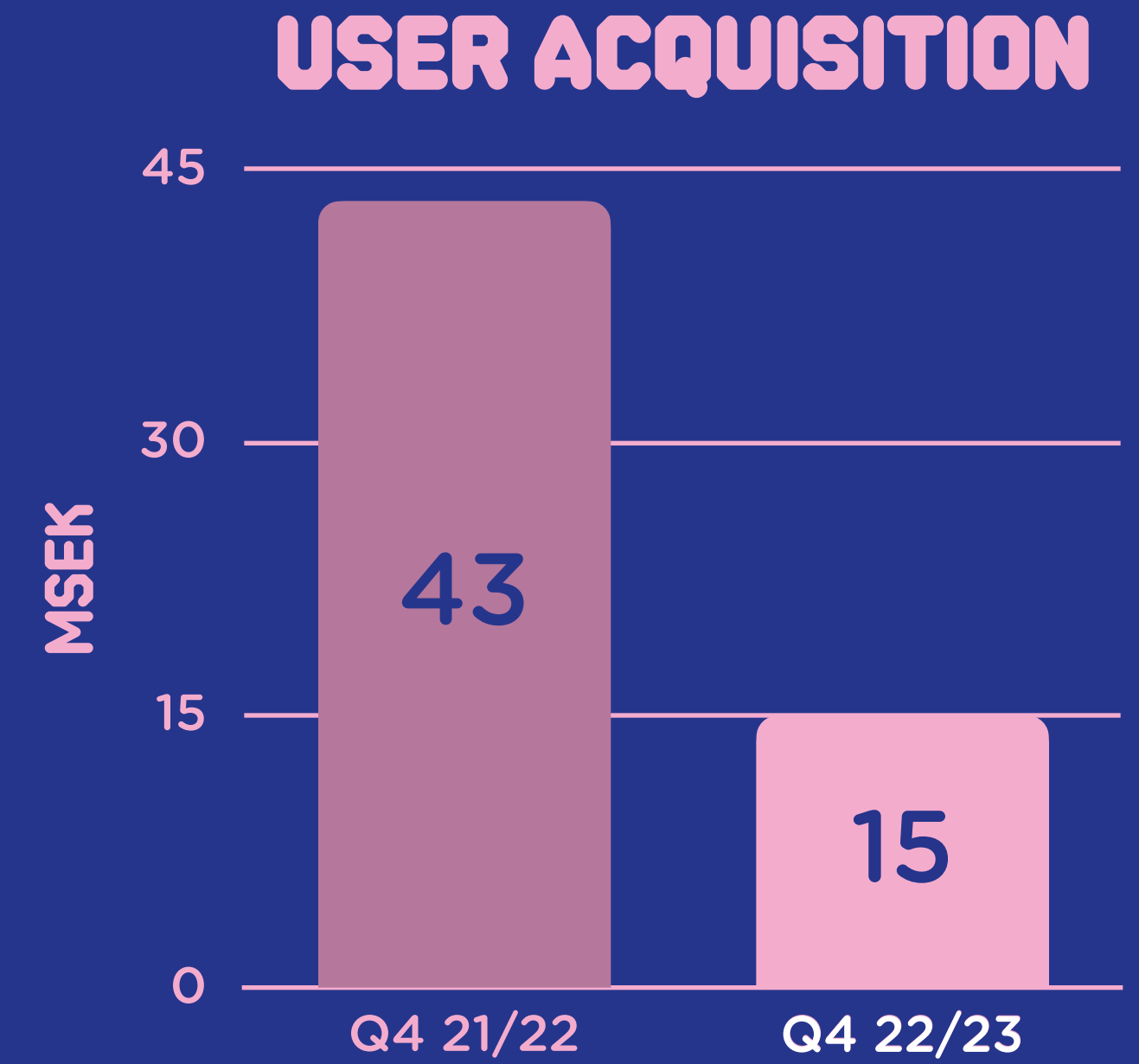
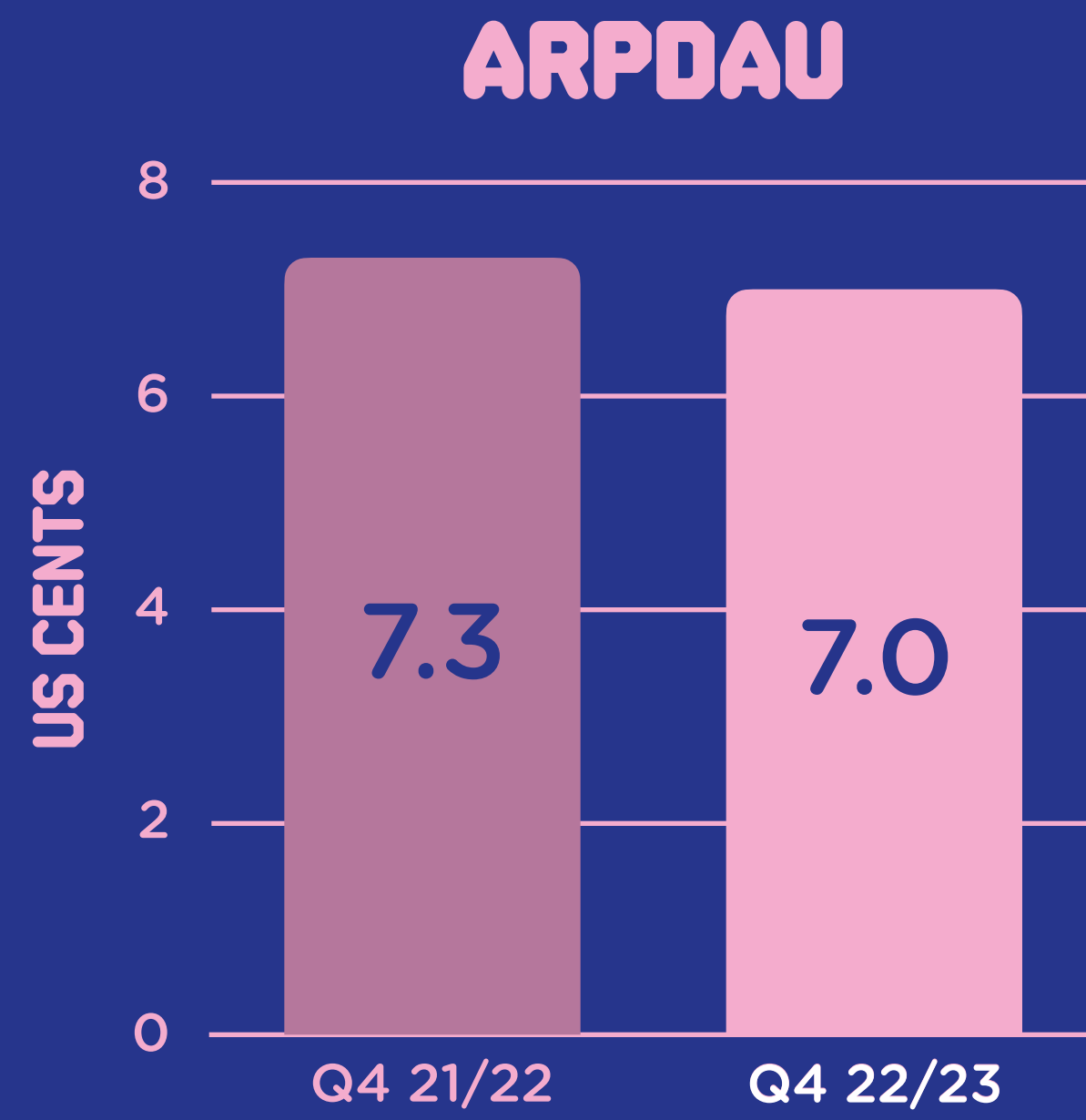
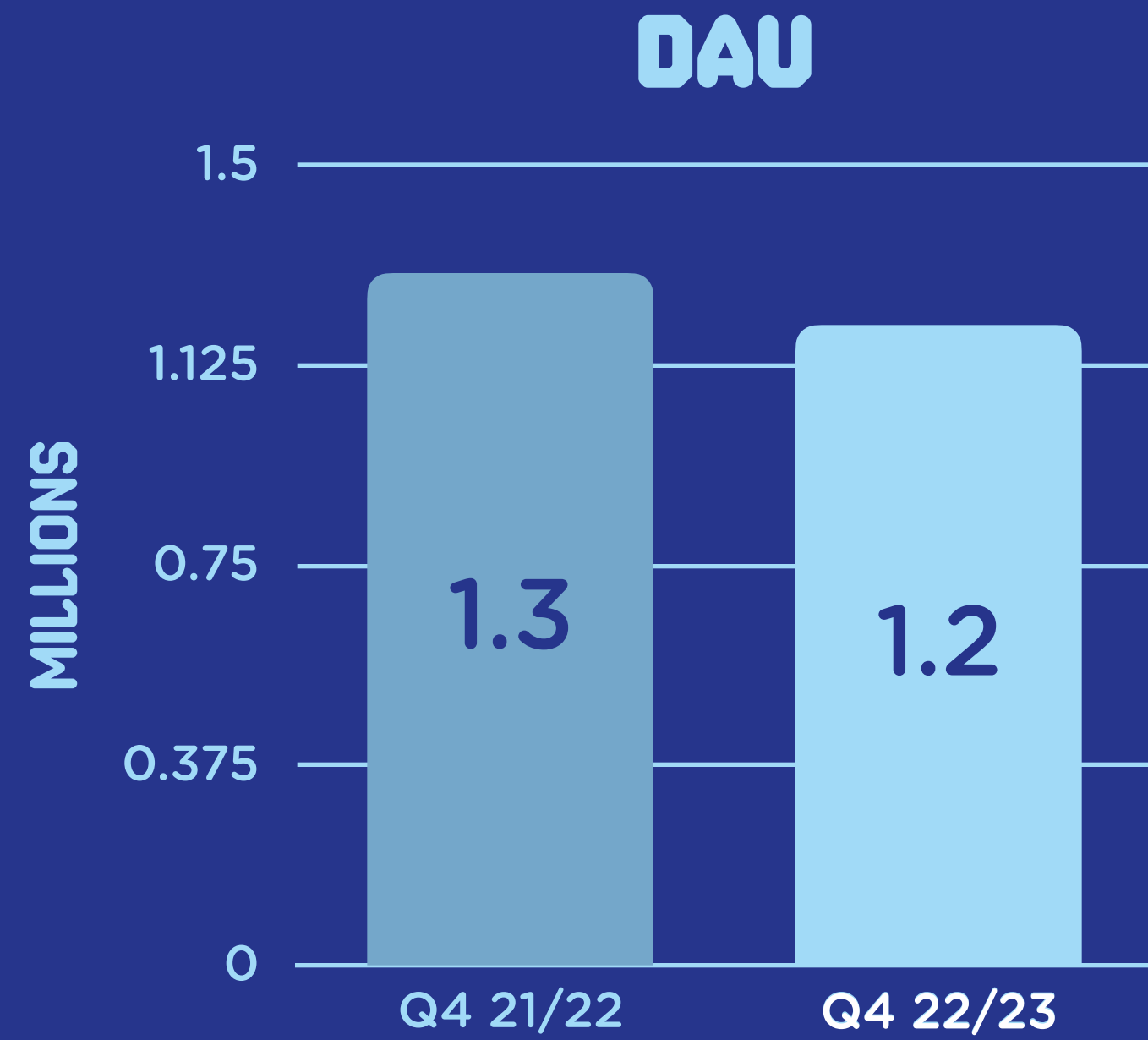
RECORD REVENUES: 362 MSEK [+16%]

ADJUSTED EBITDA: 58 MSEK [16% MARGIN]

NO NEW GAME LAUNCH

AUDIENCE KPIS

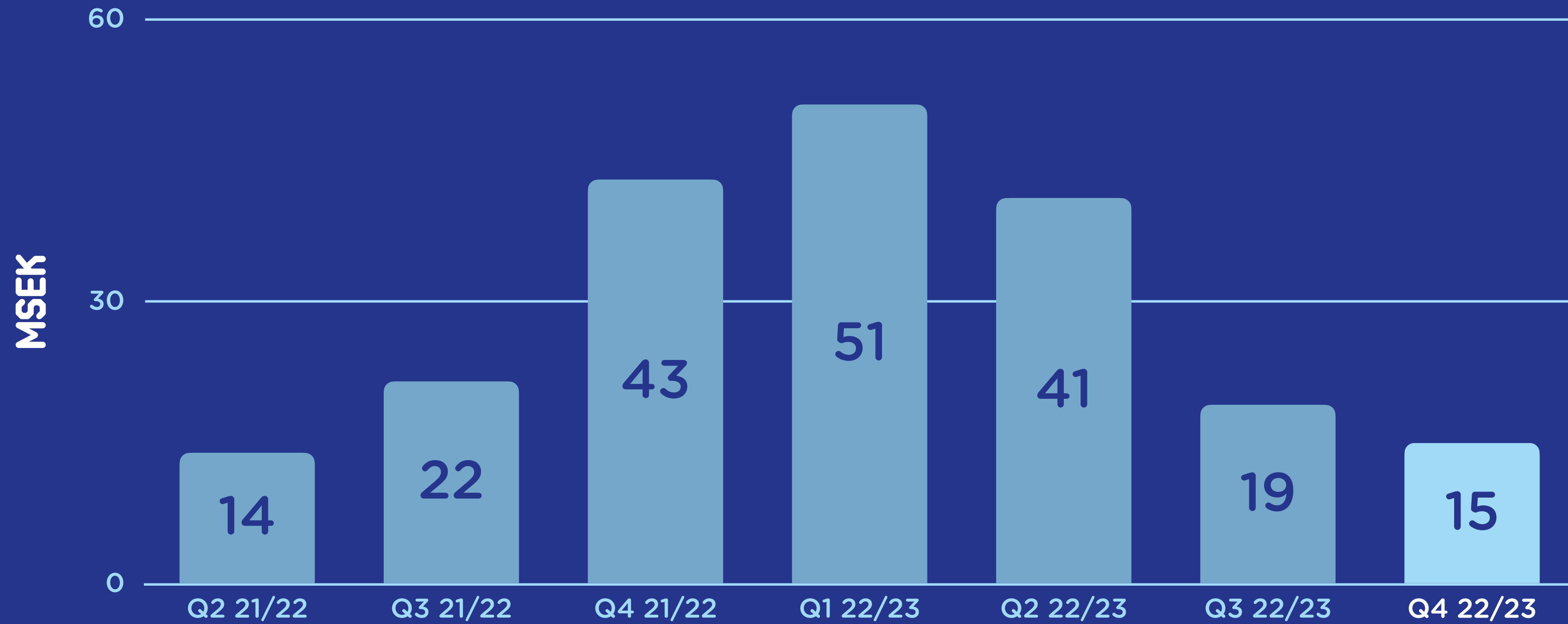
COMPARED TO Q4 2021/22



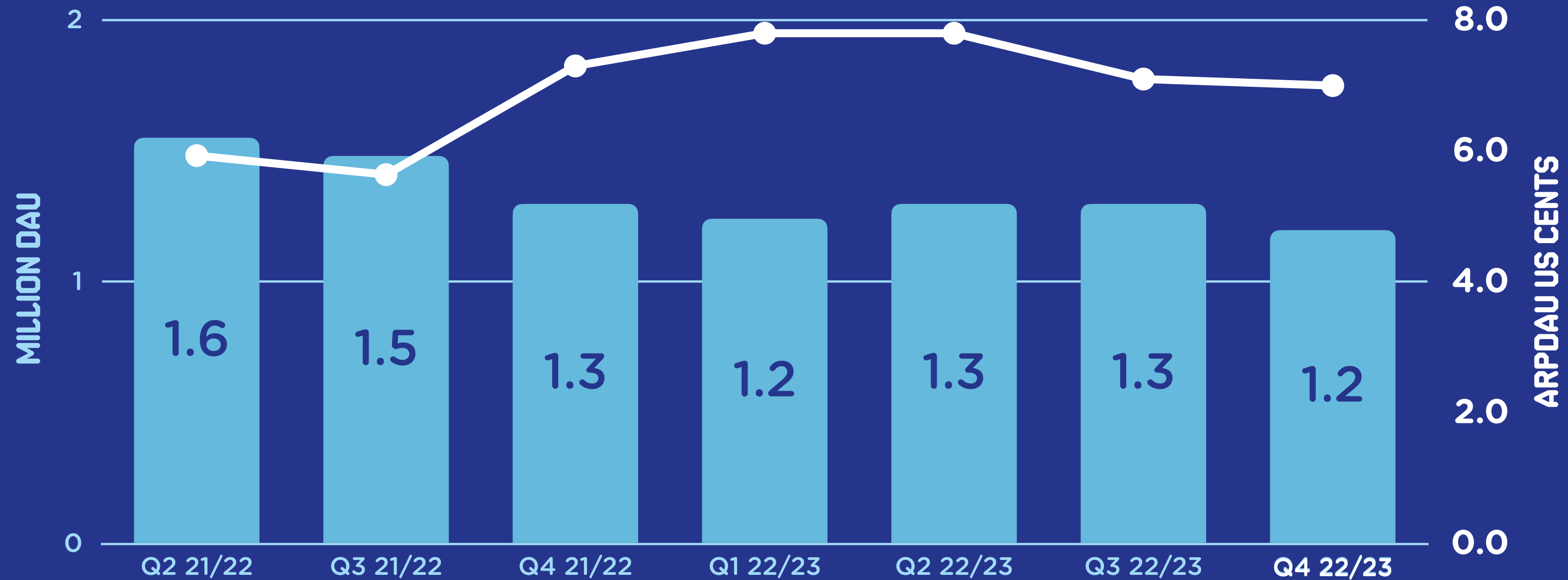
DAU AND ARPPDAU WEAKENED BY LOWER UA VOLUMES

USER ACQUISITION

UA DECREASING SEQUENTIALLY
CONTINUED LOW PACE IN Q1

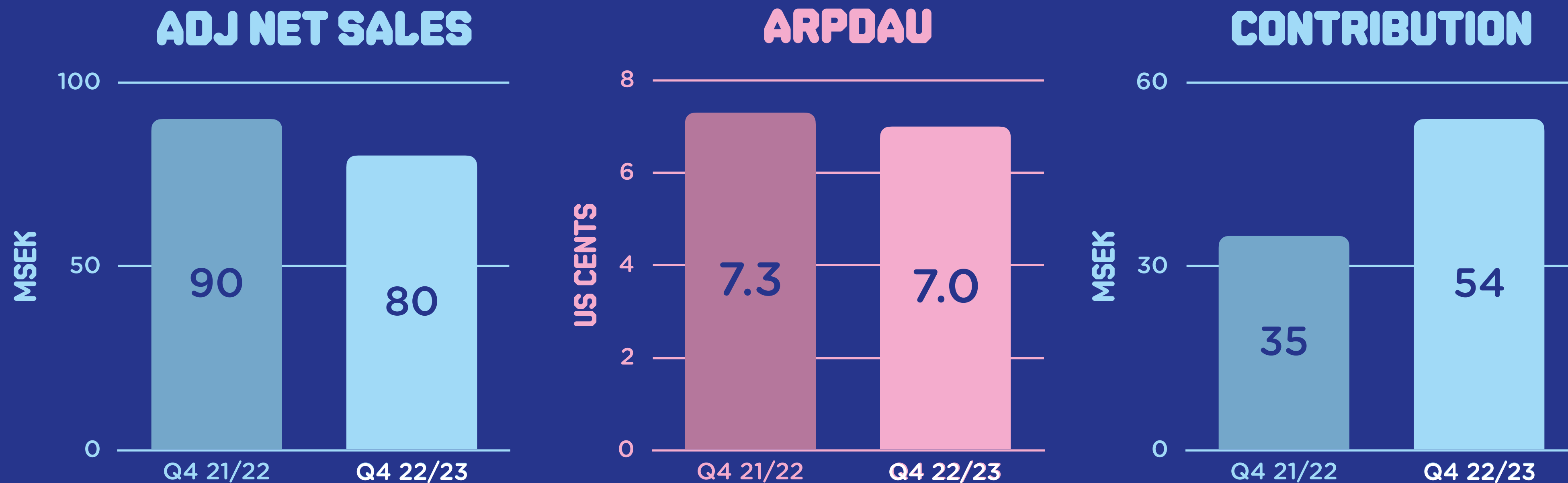


USER BASE AND ARPPDAU



DAU STABLE SINCE Q4 2022
FEWER BUT HIGHER QUALITY INSTALLS

IMPACT FROM LOW USER ACQUISITION

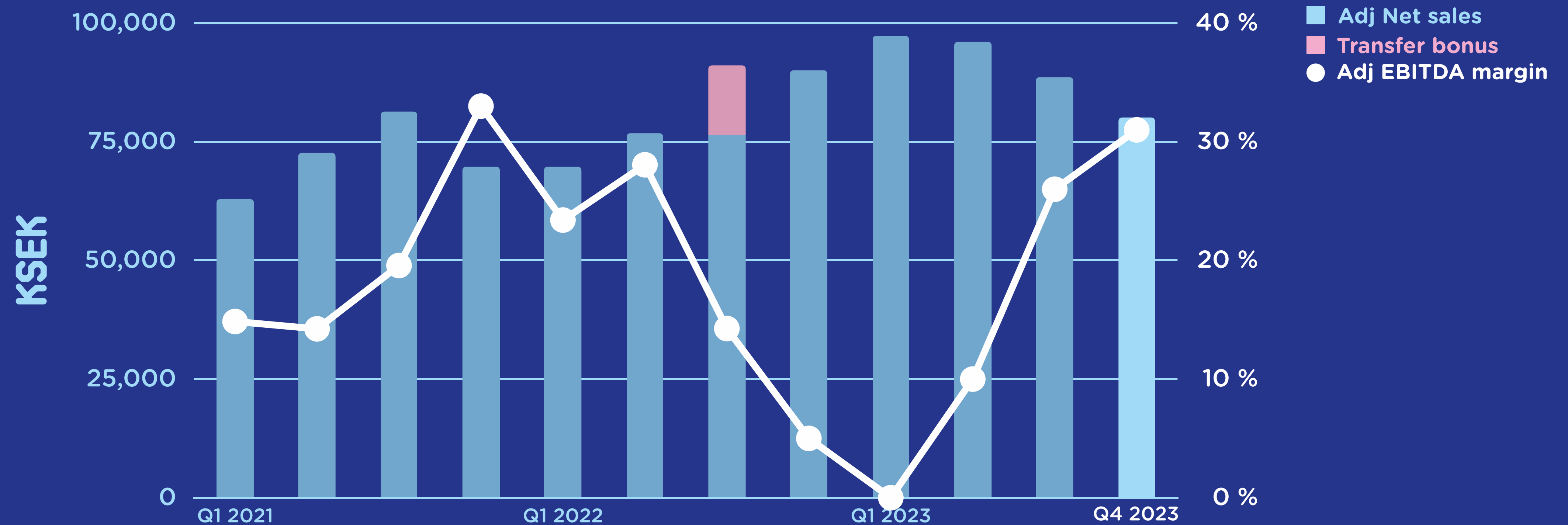


LOWER UA IMPACTS SALES AND ARPDau

CONTRIBUTION ON HISTORIC HIGH - 122 MSEK CASH BALANCE

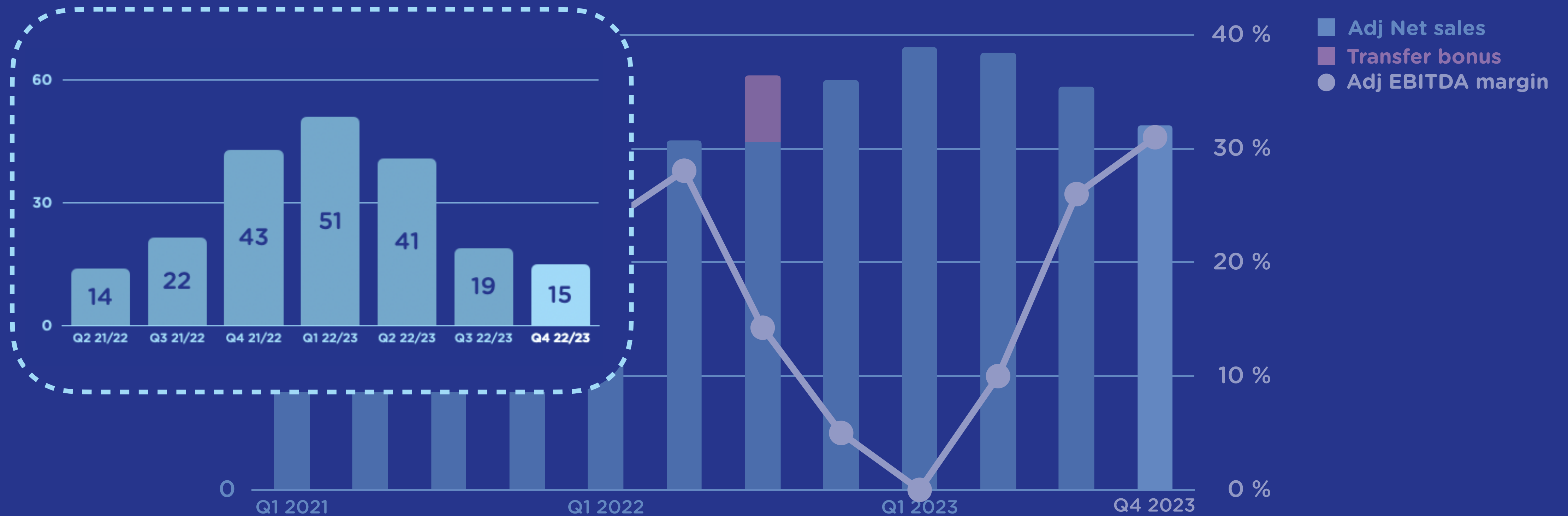
UA FLUCTUATION IMPACTS

PROFIT MARGINS BOUNCING BACK TO PRE 2023 LEVELS



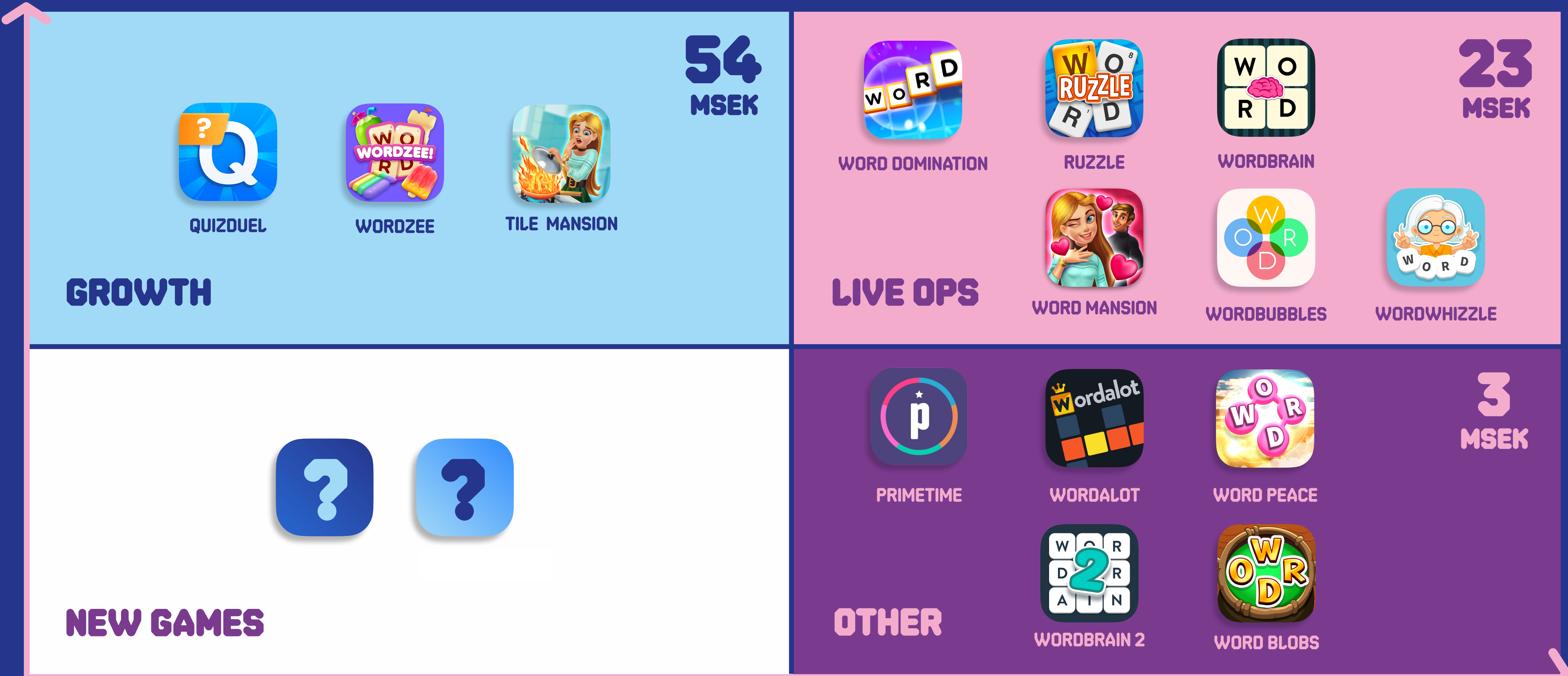
UA FLUCTUATION IMPACTS

PROFIT MARGINS BOUNCING BACK TO PRE 2023 LEVELS



PRODUCT MIX

REVENUES



MATURITY

GROWTH ENGINES



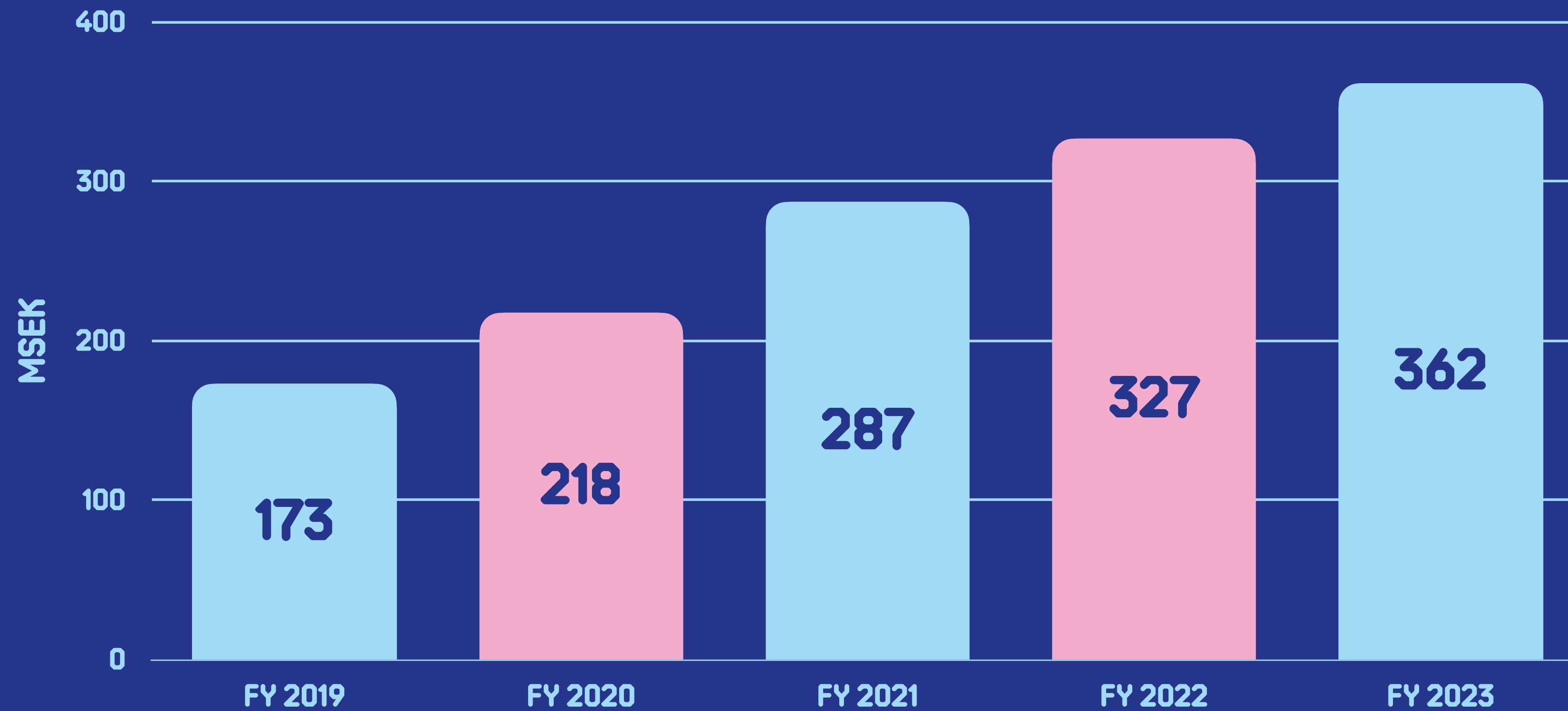
**EXPANDED
PORTFOLIO
[ORGANIC +
M&A]**

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

NET SALES

20% FOUR YEAR CAGR



FOUR YEARS OF PROFITABLE GROWTH

LOOKING AHEAD

QUIZDUEL FROM STRENGTH TO STRENGTH

CONTINUED STRONG MARGINS

EXCITING NEW GAMES