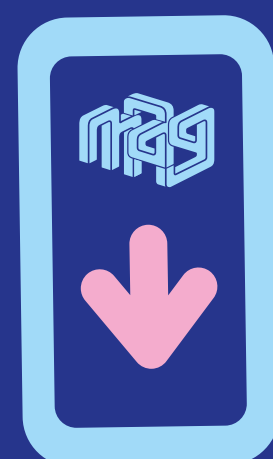


MAG INTERACTIVE

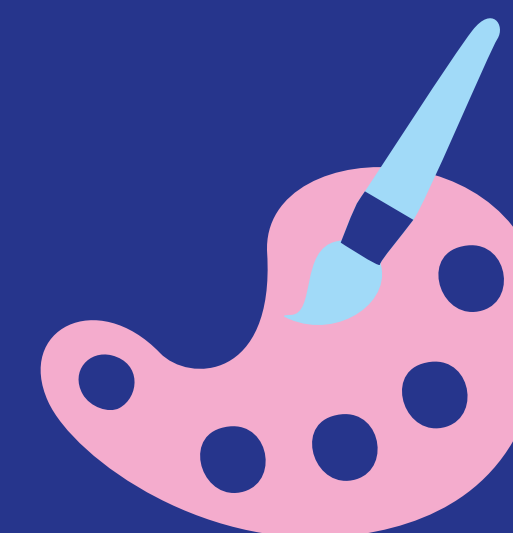
# STOCKHOLM & BRIGHTON



**350 M+**  
**DOWNLOADS**



+



**DATA & CREATIVITY!**

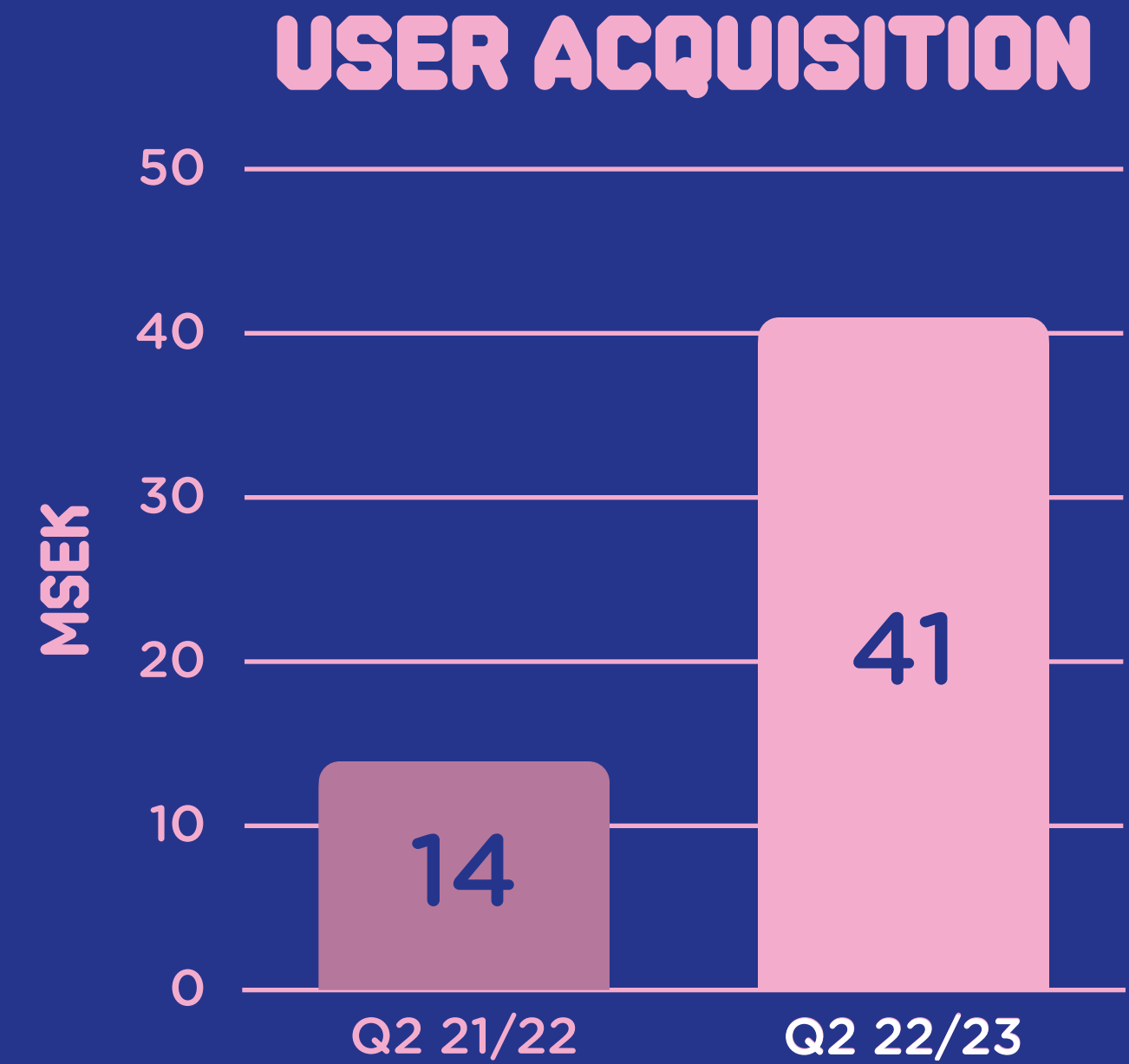
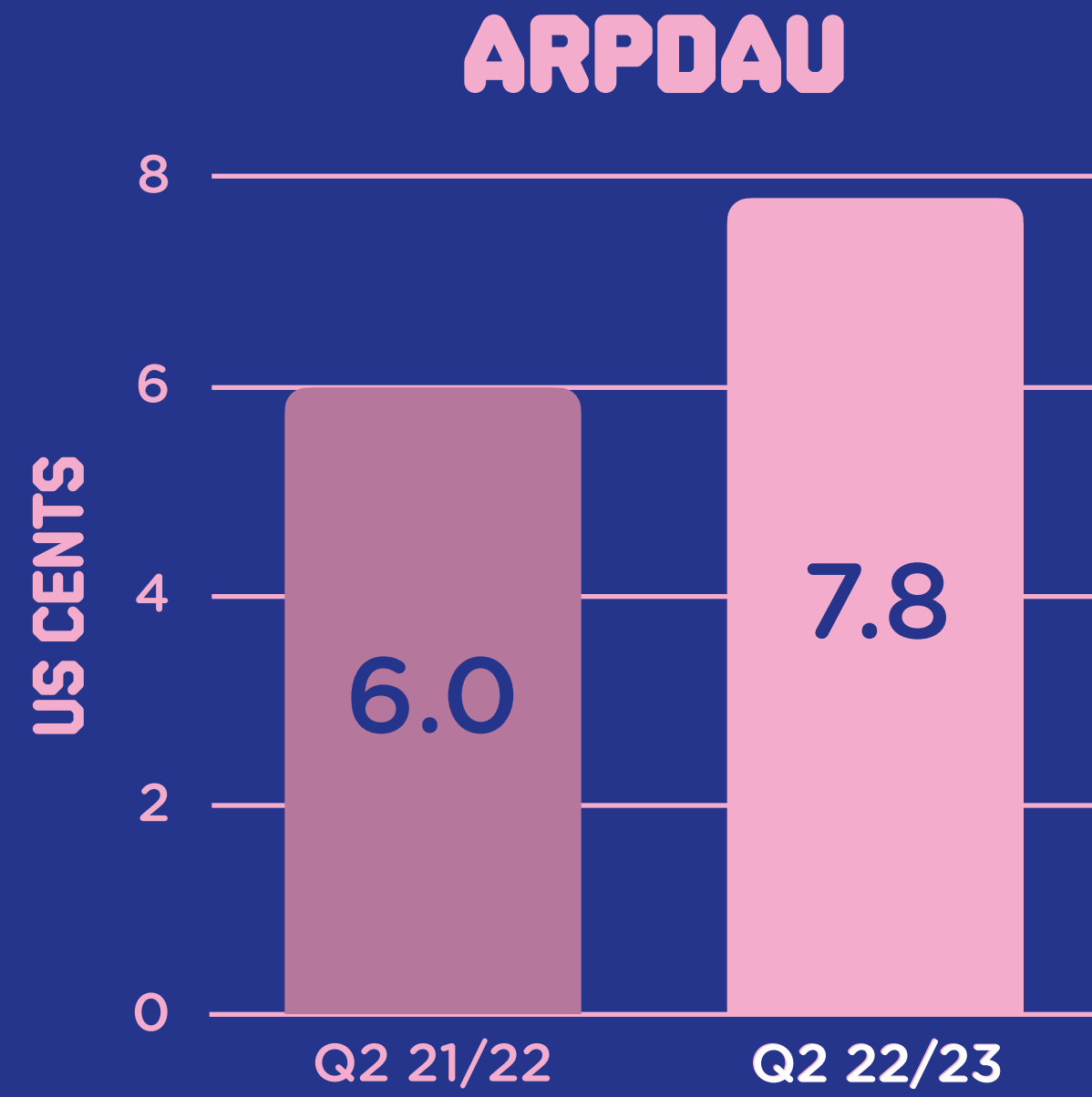
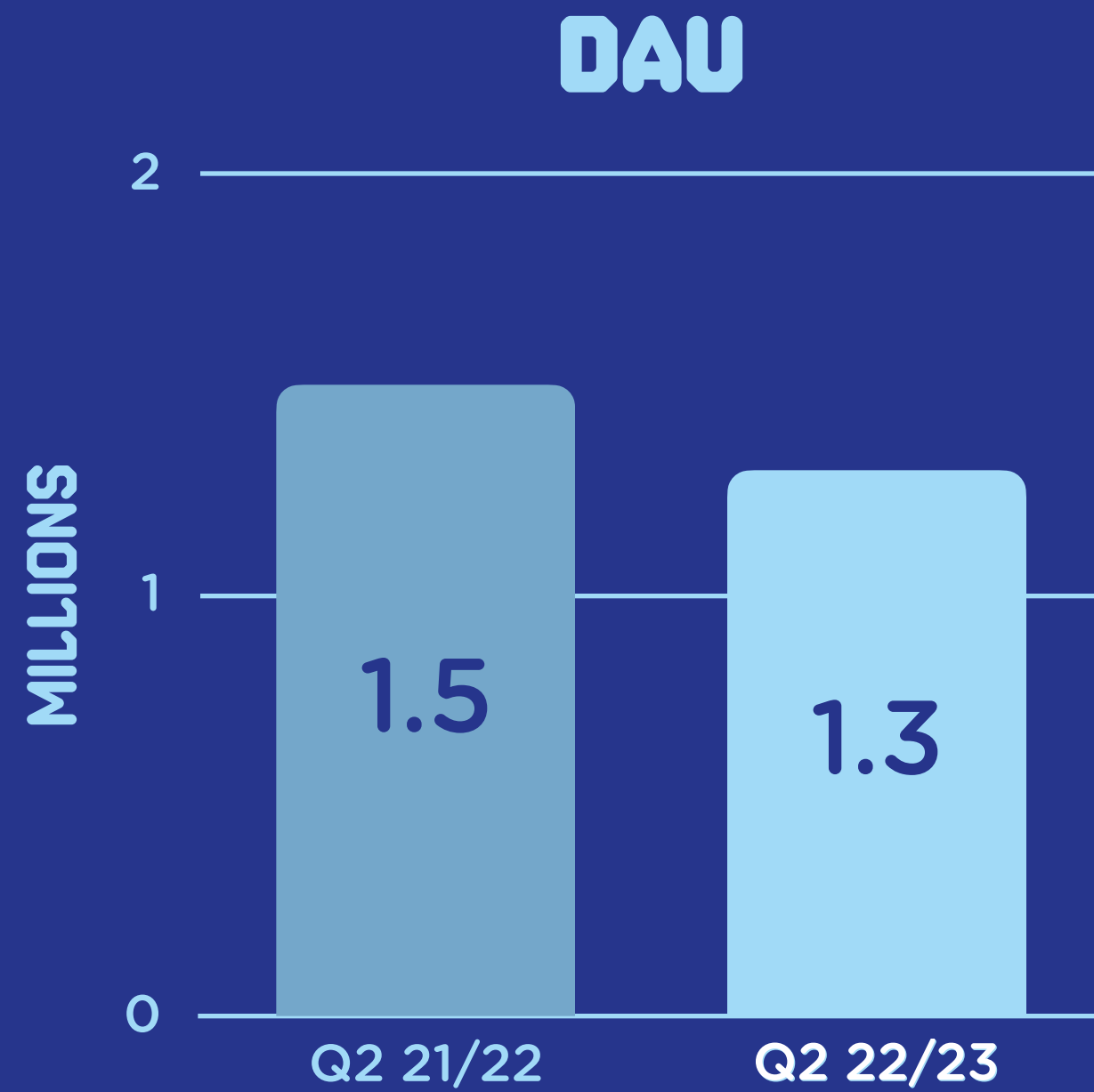
# Q2 HIGHLIGHTS

**STABLE REVENUES AT RECORD LEVELS**

**IMPROVED PROFITABILITY RELATIVE TO Q1**

# AUDIENCE KPIS

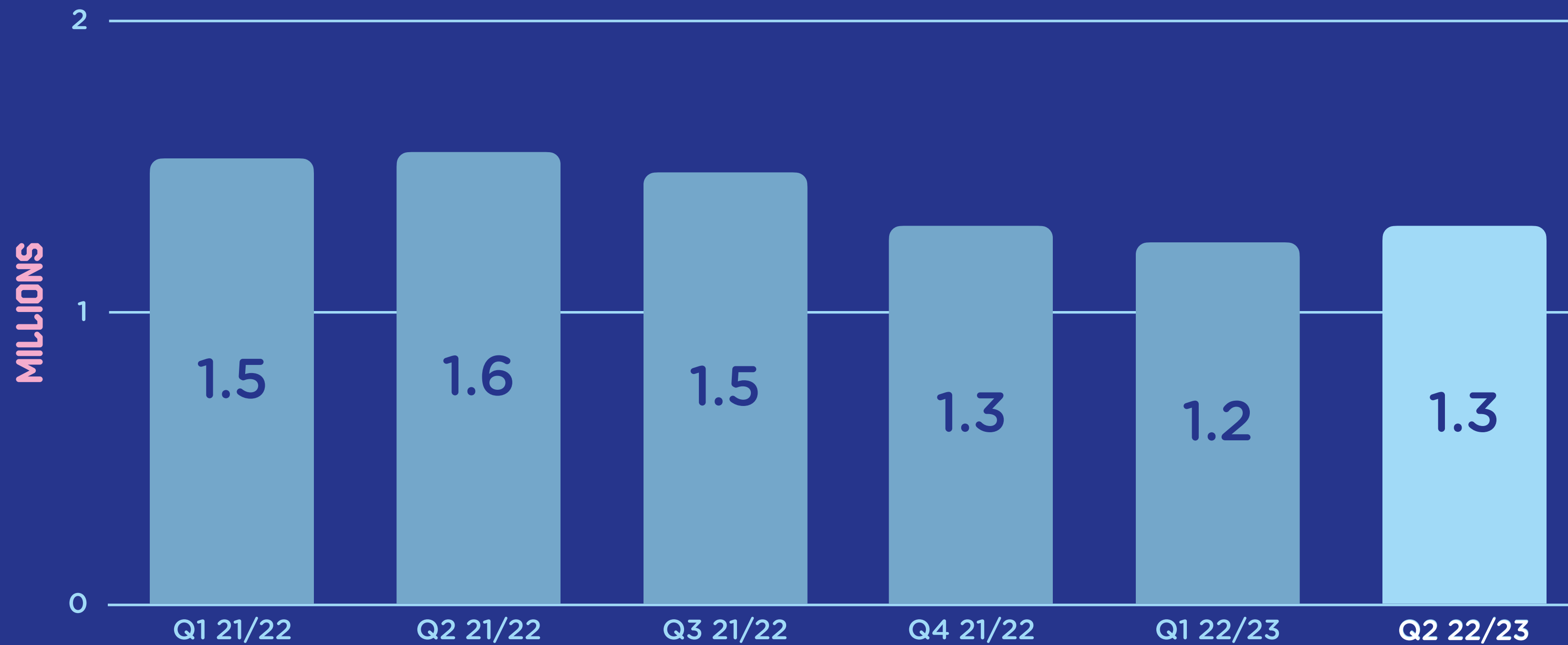
## COMPARED TO Q2 2021/22



**DAU - FEWER, BUT HIGHER QUALITY INSTALLS [IAP REVENUES +55%]**

# USER BASE DEVELOPMENT

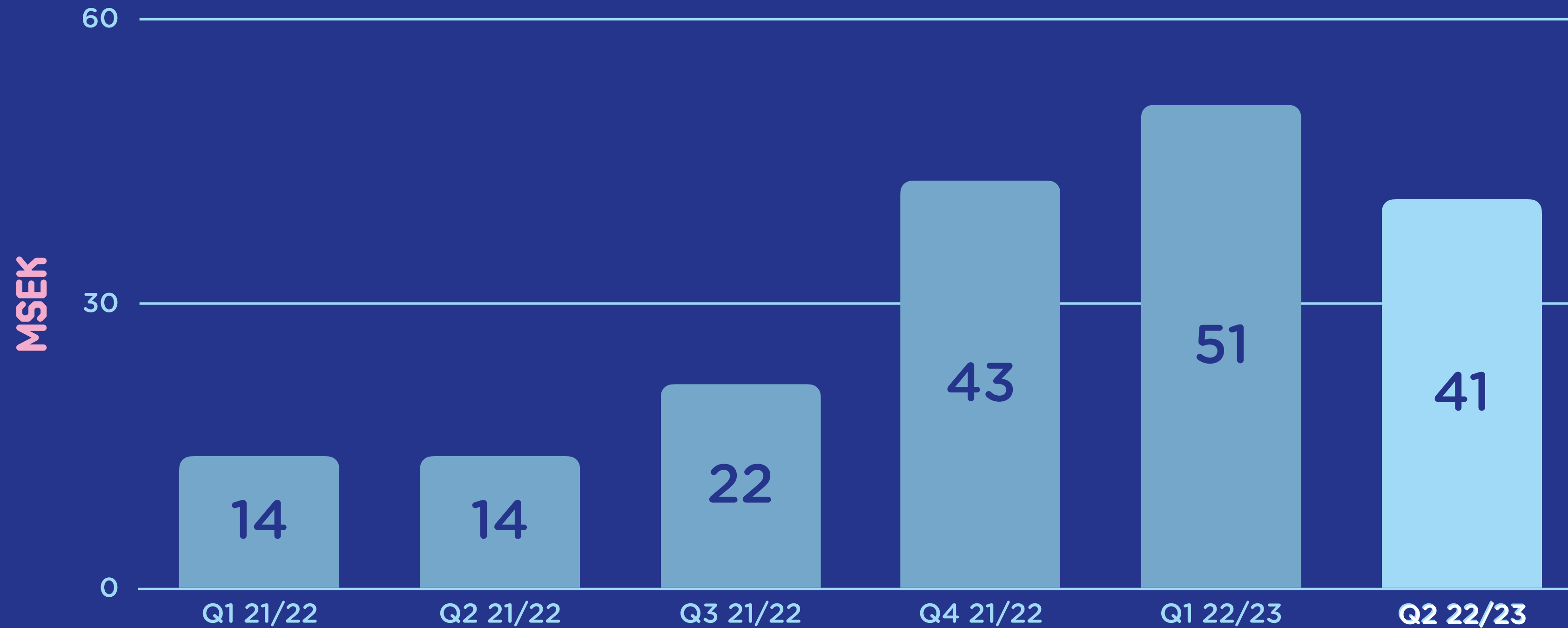
## DAU



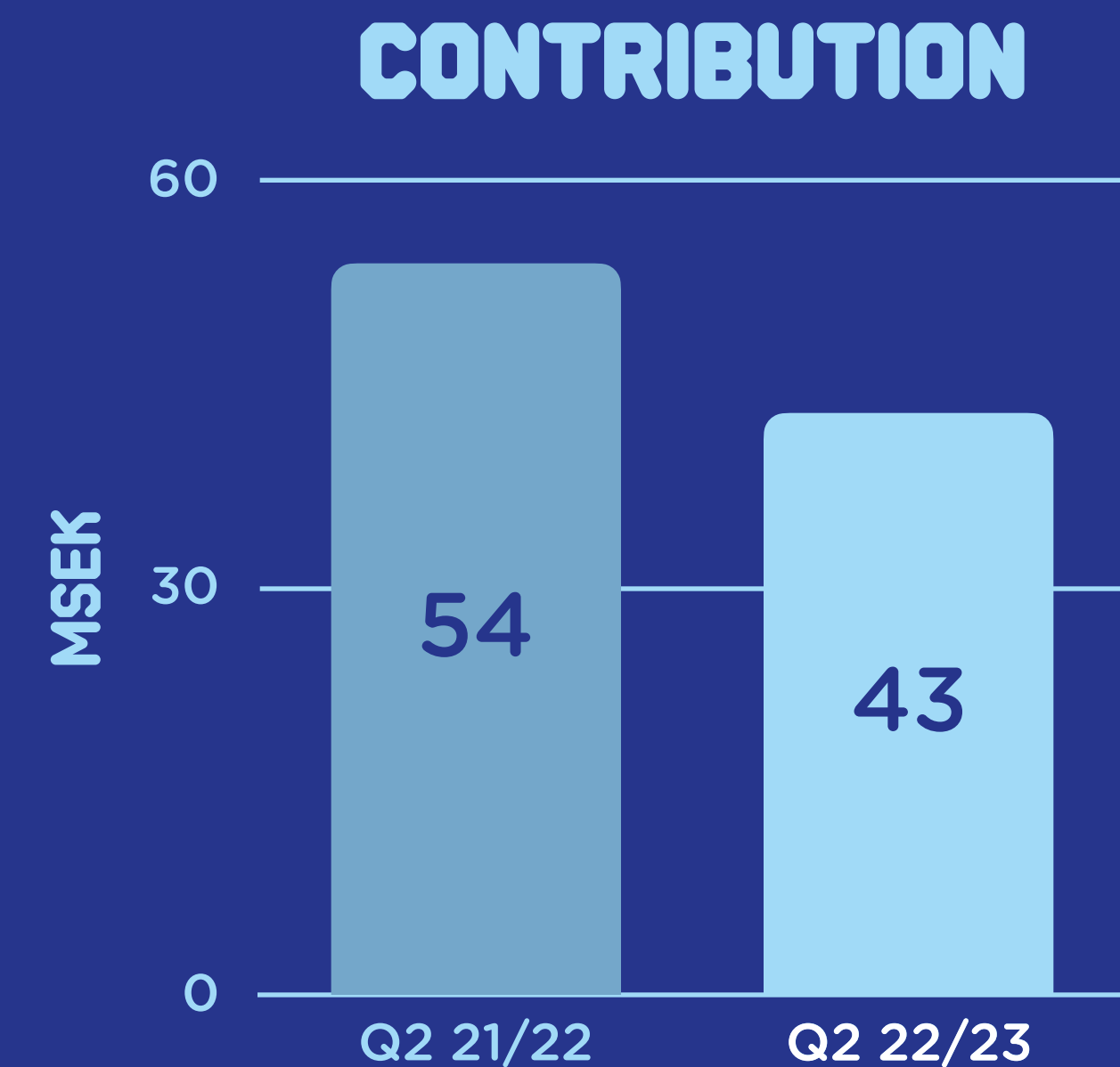
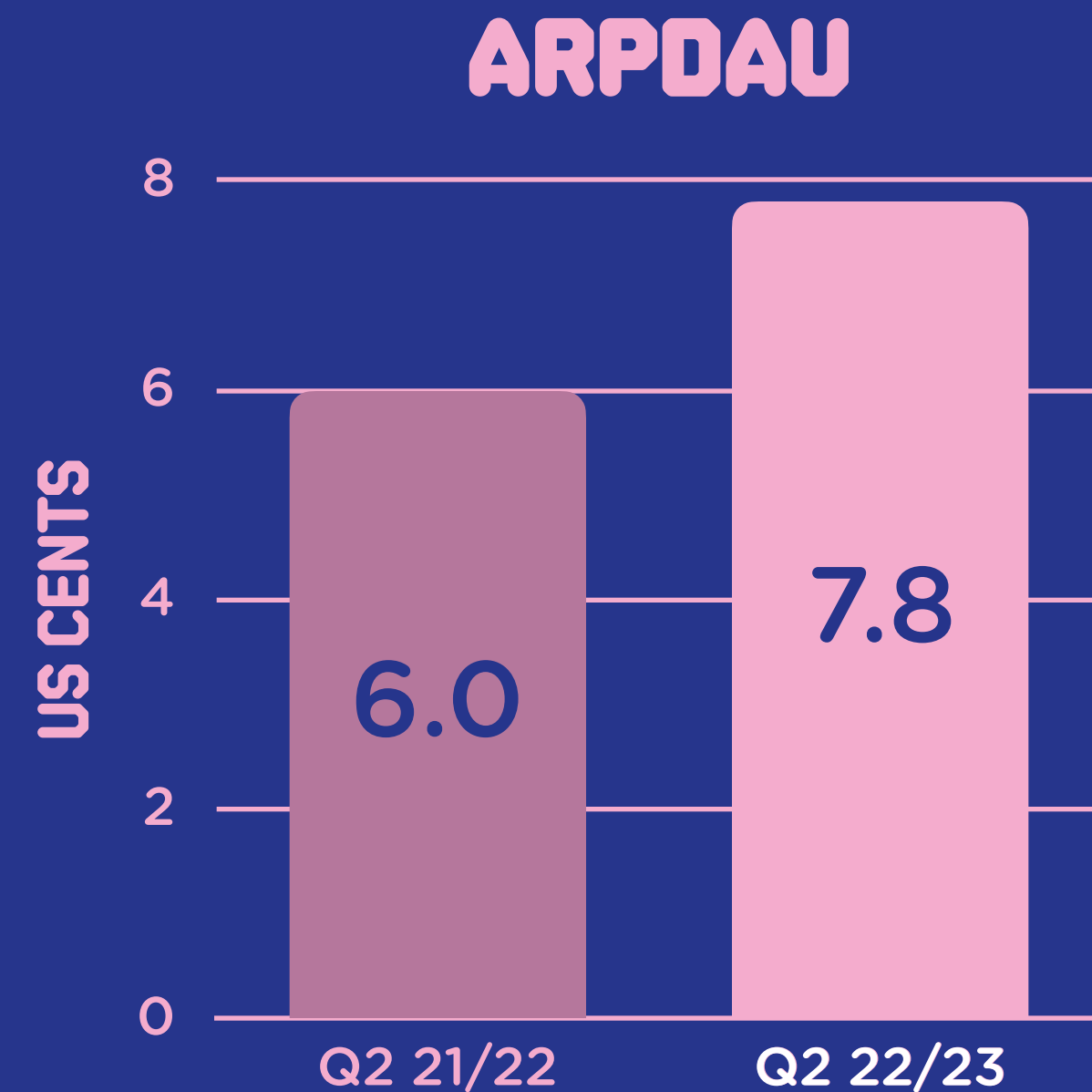
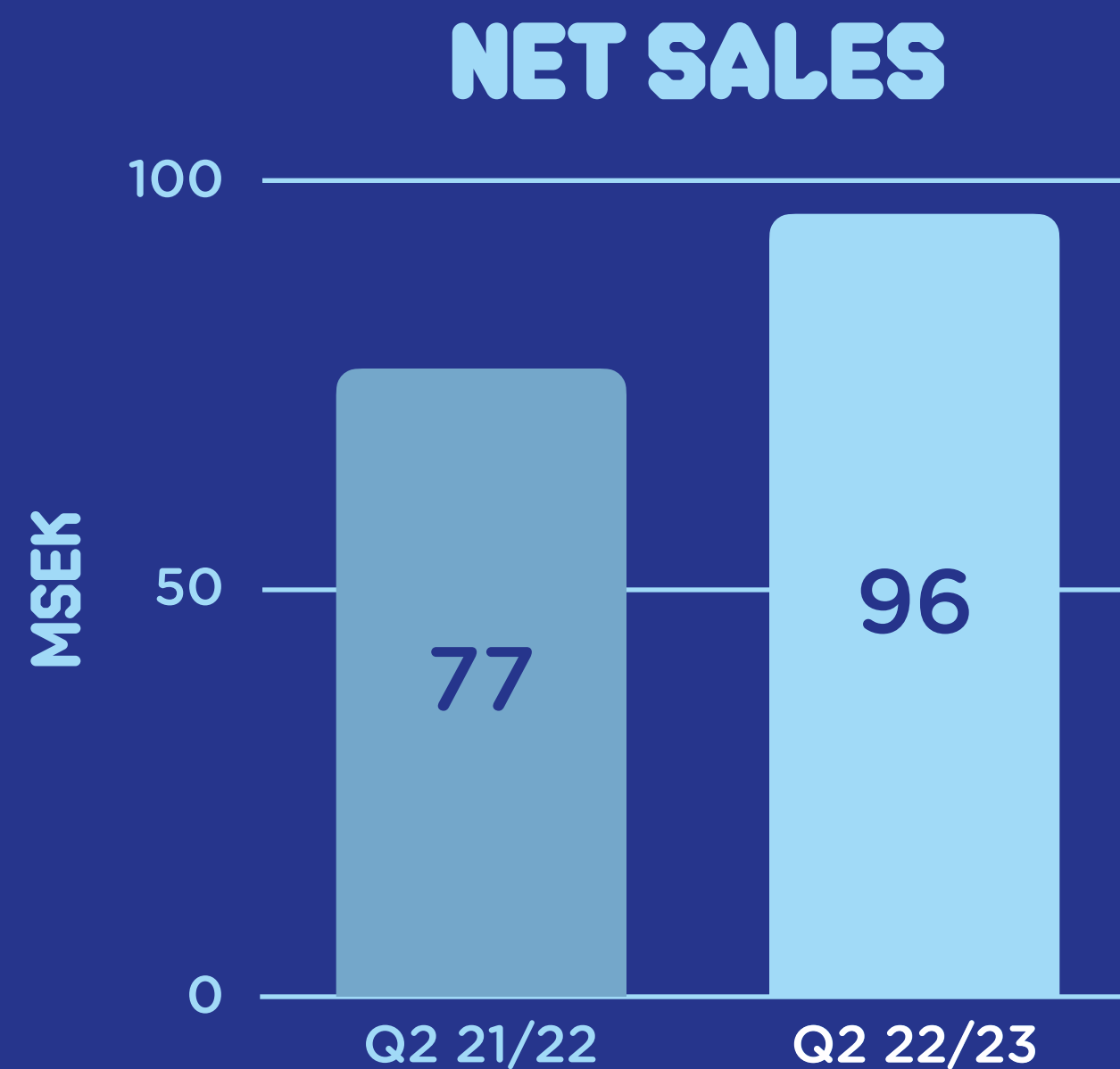
**DAU +8% RELATIVE TO Q1**  
**>70% OF DAU ACTIVE +1 YEAR**

# USER ACQUISITION

UA DECREASING SEQUENTIALLY  
SLIGHTLY LOWER PACE SO FAR IN Q3



# BOOST FROM USER ACQUISITION AND STRONG USD

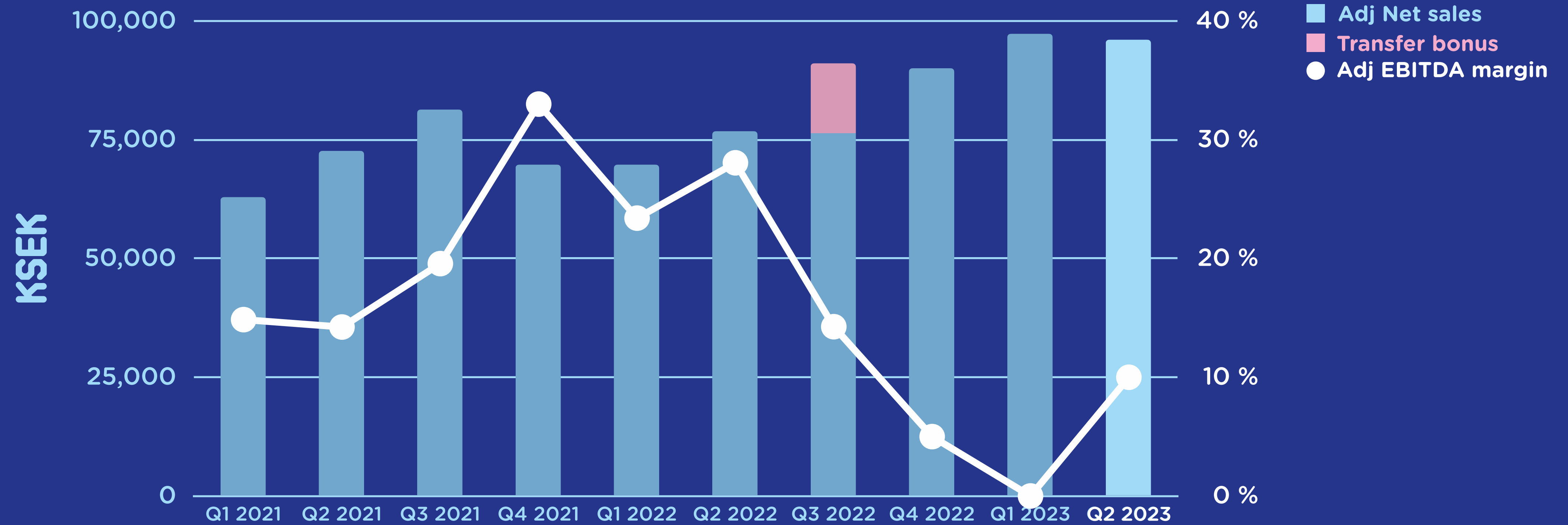


**32% GROWTH IN ARPPDAU**

**CONTRIBUTION STRENGTHENED VS Q1 - 107 MSEK CASH BALANCE**

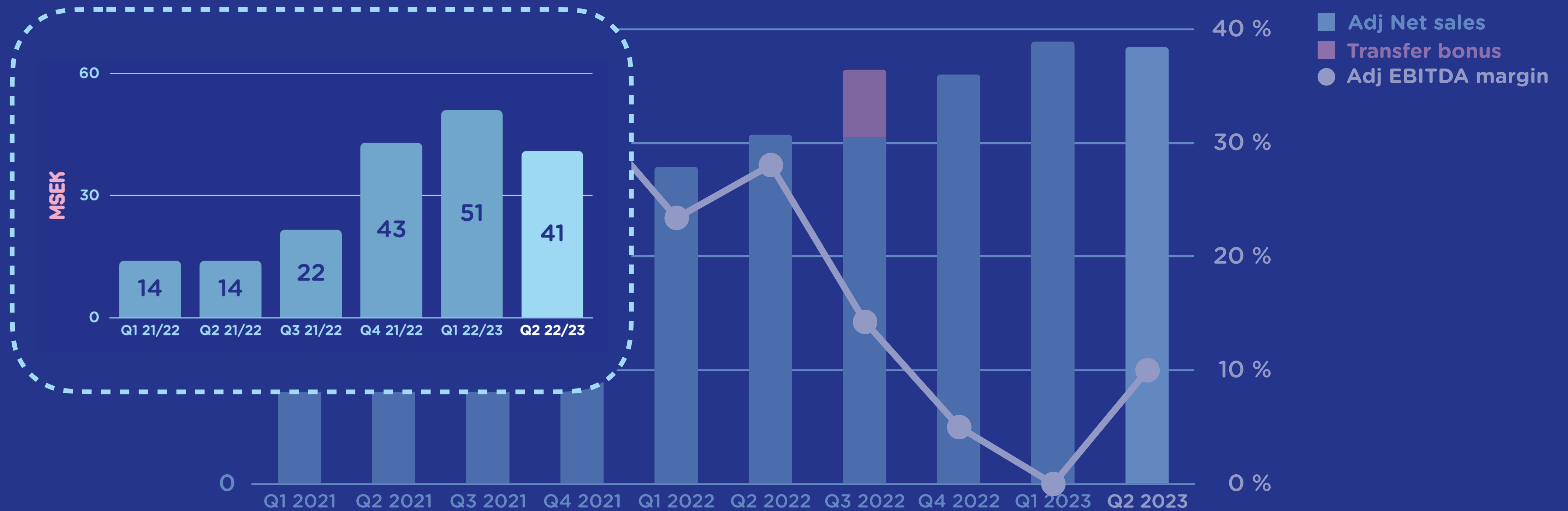
# STABLE REVENUES AT RECORD LEVEL

## PROFIT MARGINS BOUNCING BACK



# STABLE REVENUES AT RECORD LEVEL

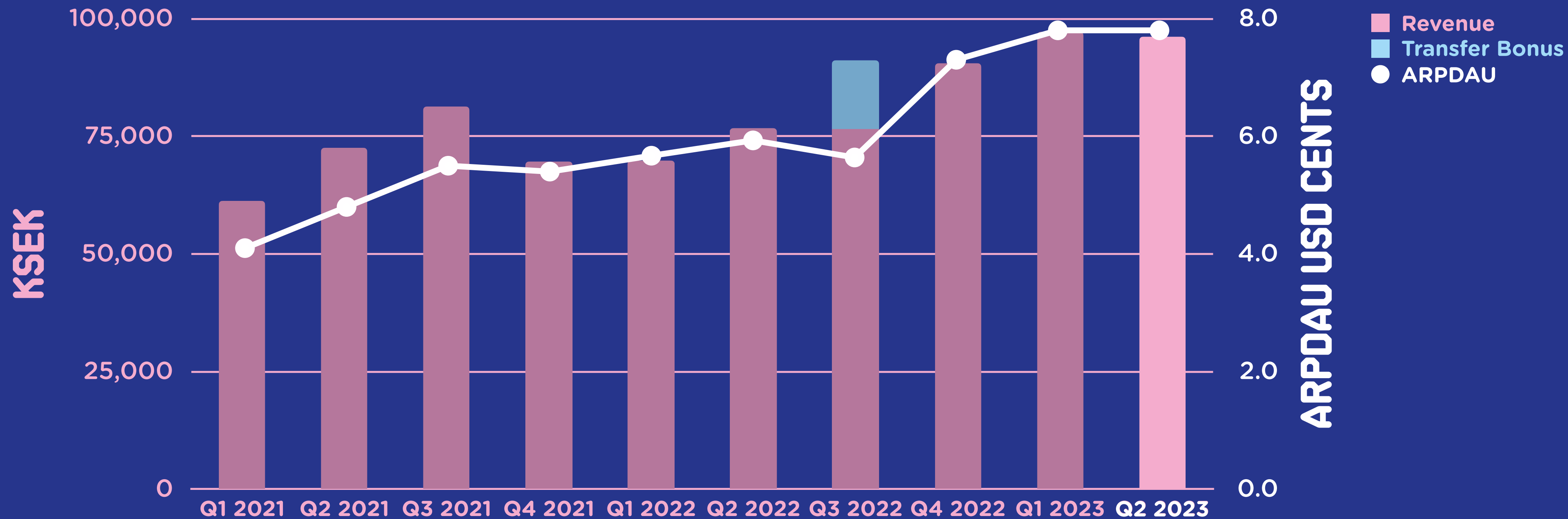
## PROFIT MARGINS BOUNCING BACK





# ARPD AU & REVENUE

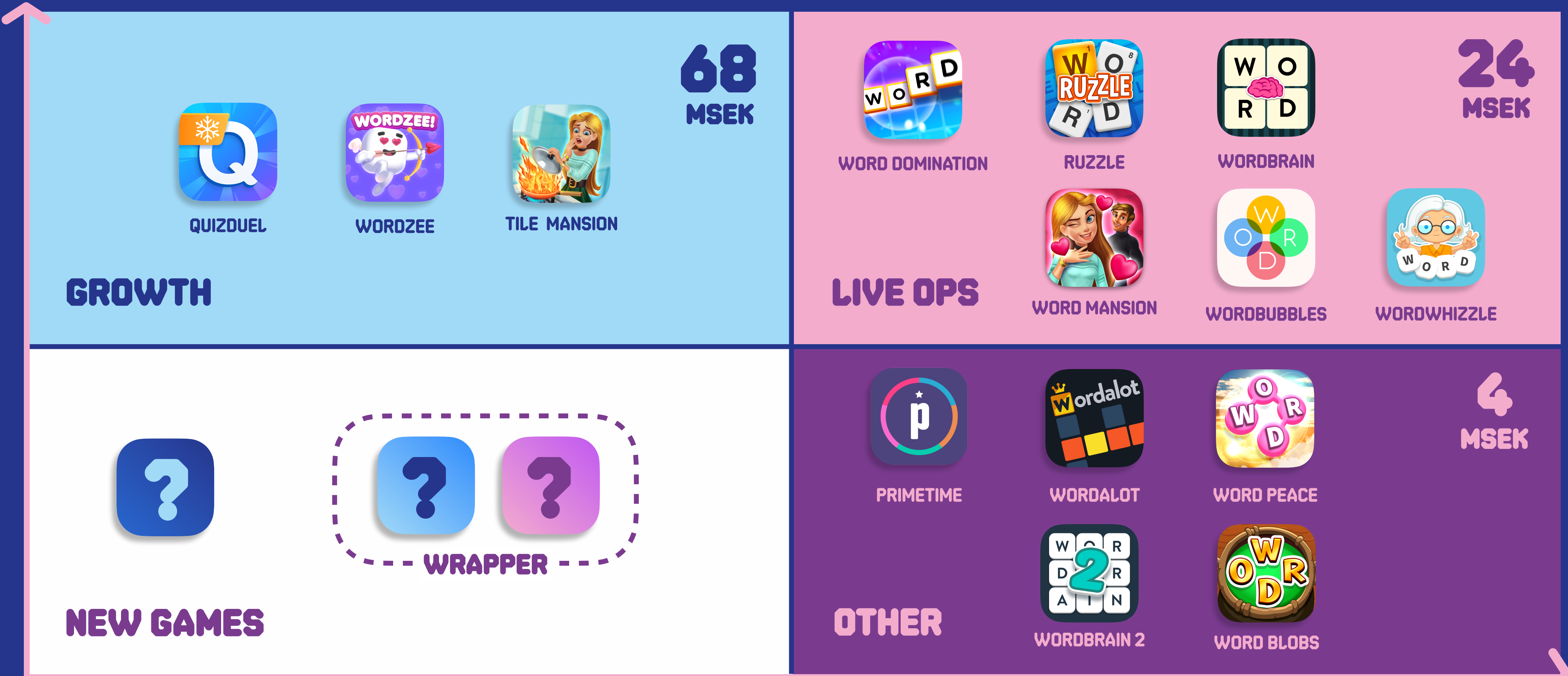
**ARPD AU +32% AND REVENUE +25% YEAR OVER YEAR**



**CONTINUED POTENTIAL FOR ARPD AU INCREASE  
RECORD Q2 REVENUE LEVEL**

# PRODUCT MIX

REVENUES



MATURITY

# GROWTH ENGINES

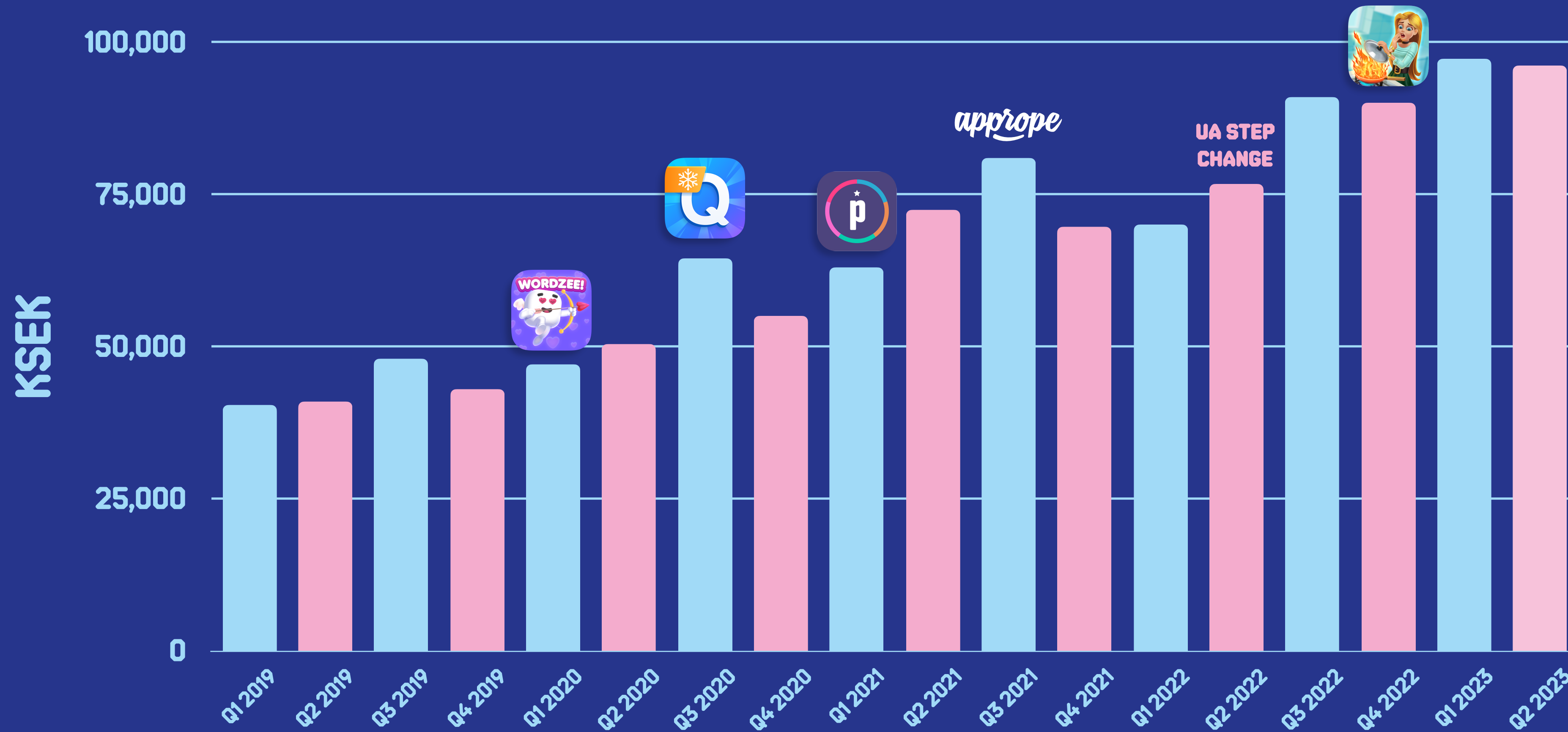


**EXPANDED  
PORTFOLIO  
[ORGANIC +  
M&A]**

**INCREASED  
UA FOR LIVE  
GAMES**

**IMPROVED LTV  
FOR LIVE  
GAMES**

# LONG TERM NET SALES DEVELOPMENT



# LOOKING AHEAD

INCREASED UA TARGETS

IMPROVING PROFIT MARGINS

EXCITING NEW GAMES IN  
DEVELOPMENT