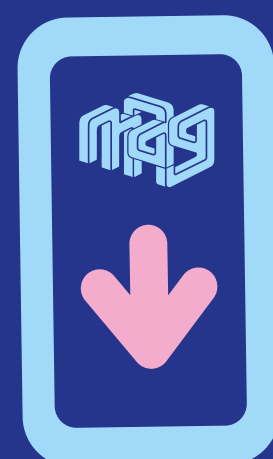


MAG INTERACTIVE

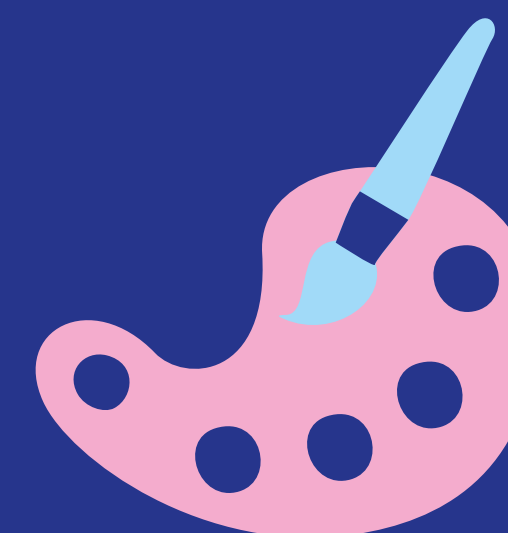
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q2 HIGHLIGHTS

POSITIVE SOFT LAUNCH FOR CROZZLE

STRONG PROFITABILITY

CROZZLE



NEXT STEPS

OPTIMIZING MARKETING

ADDING MORE CONTENT & EVENTS

VALIDATING LONG TERM LTV

PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE

47
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN

21
MSEK

LIVE OPS



TILE MANSION



WORD MANSION



WORDBUBBLES!

NEW GAMES



OTHER



PRIMETIME



WORDALOT



WORD PEACE

4
MSEK



WORDBRAIN 2



WORDBLOBS

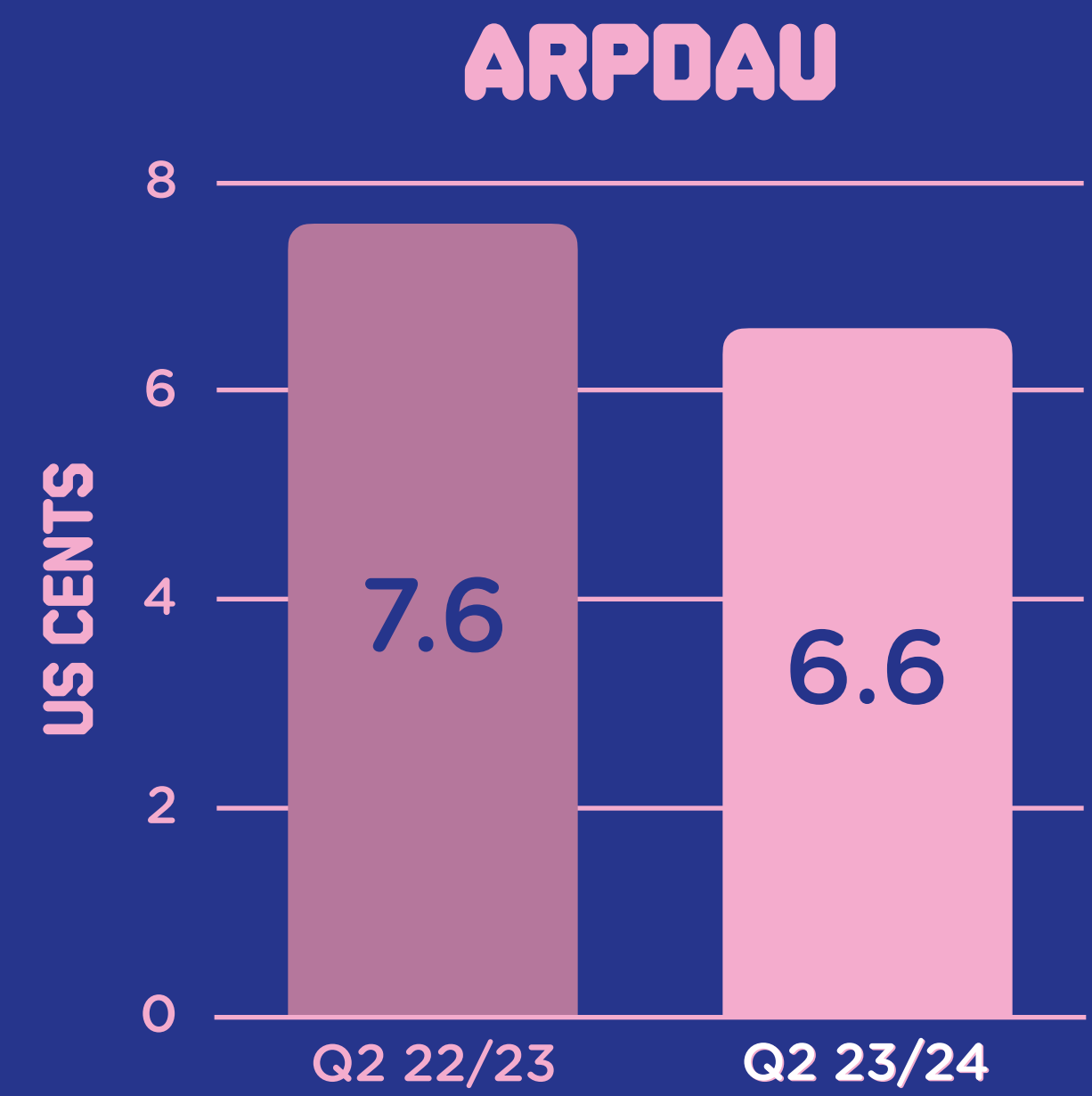
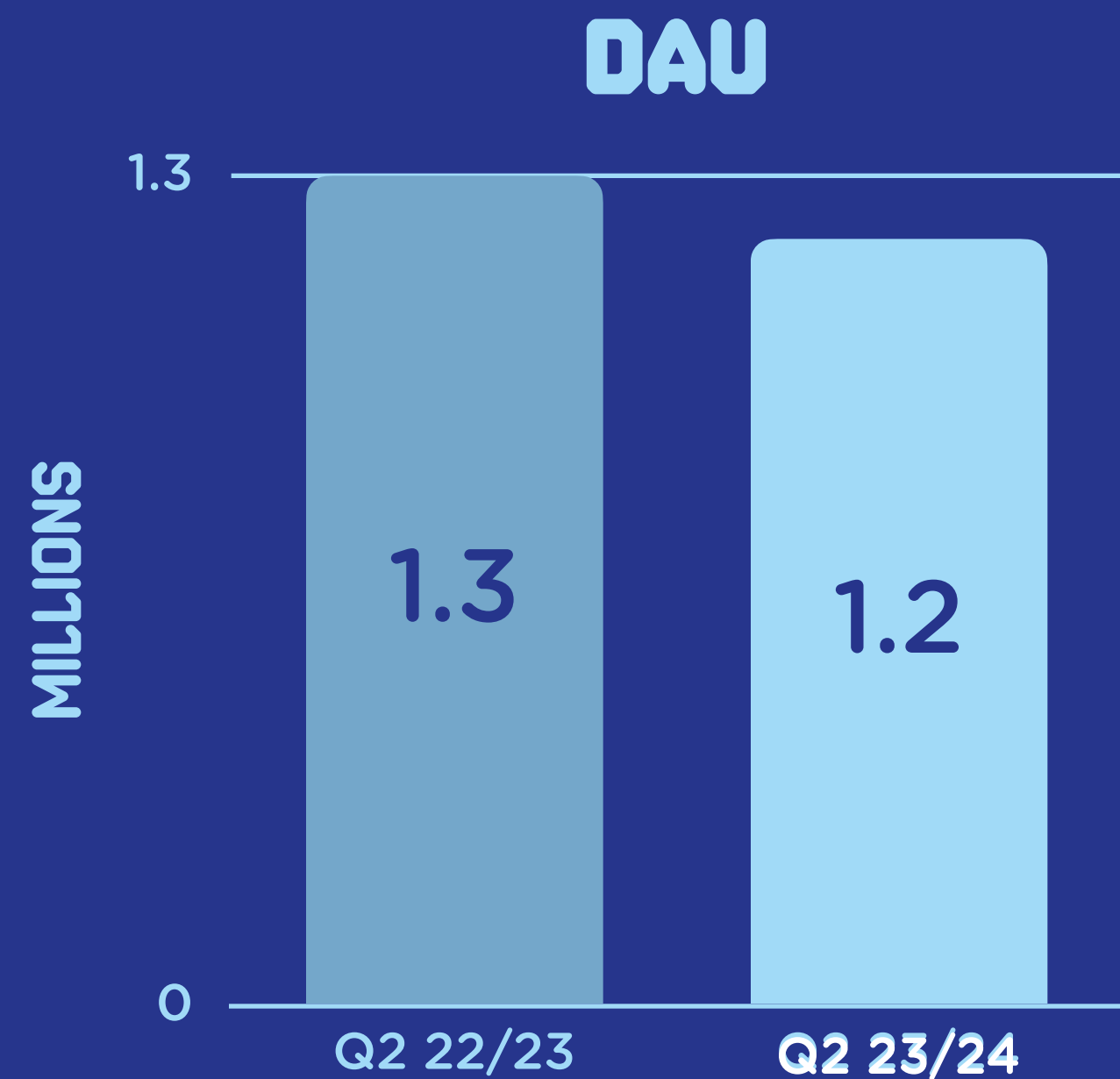
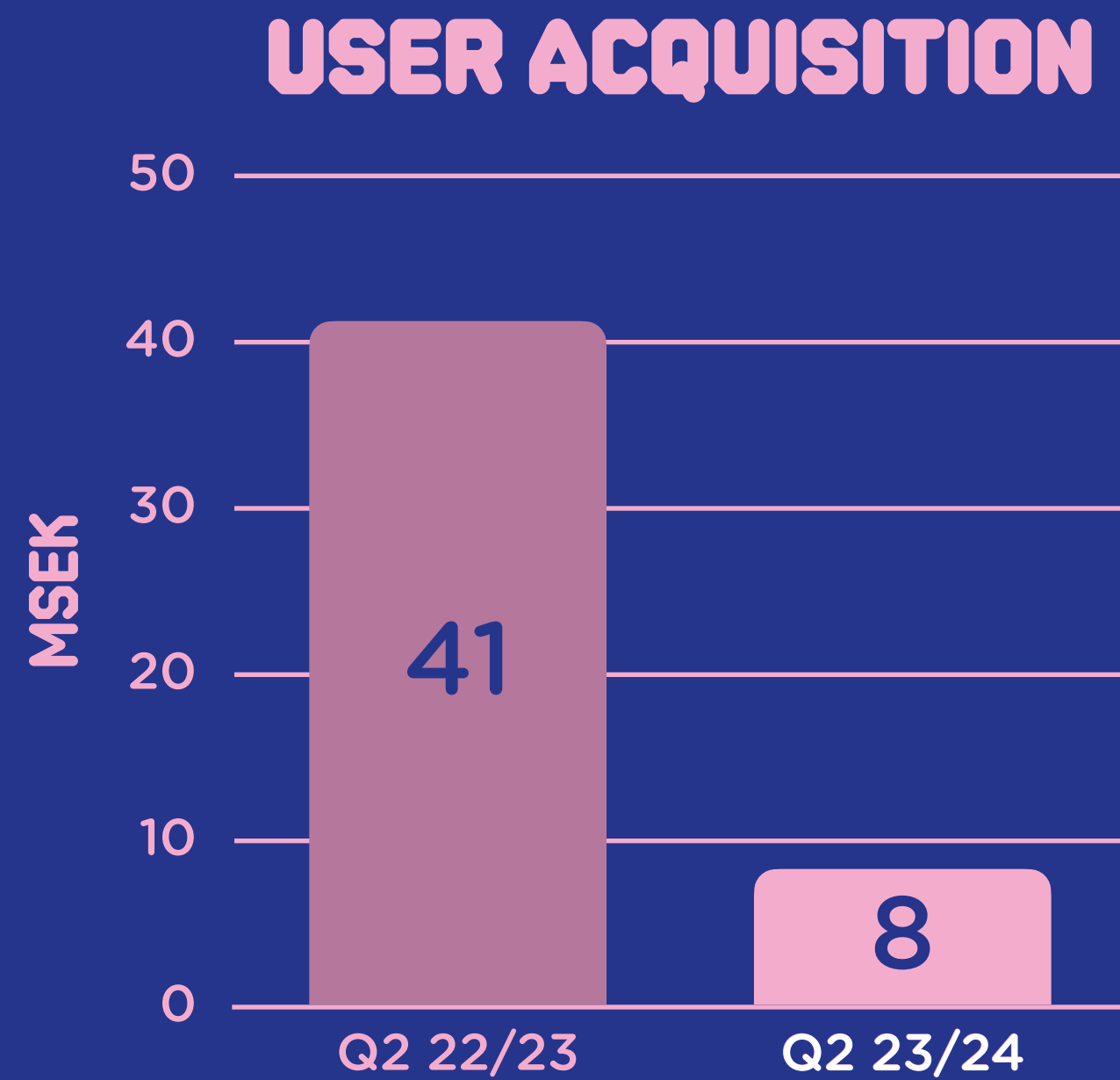


WORDWHIZZLE

MATURITY

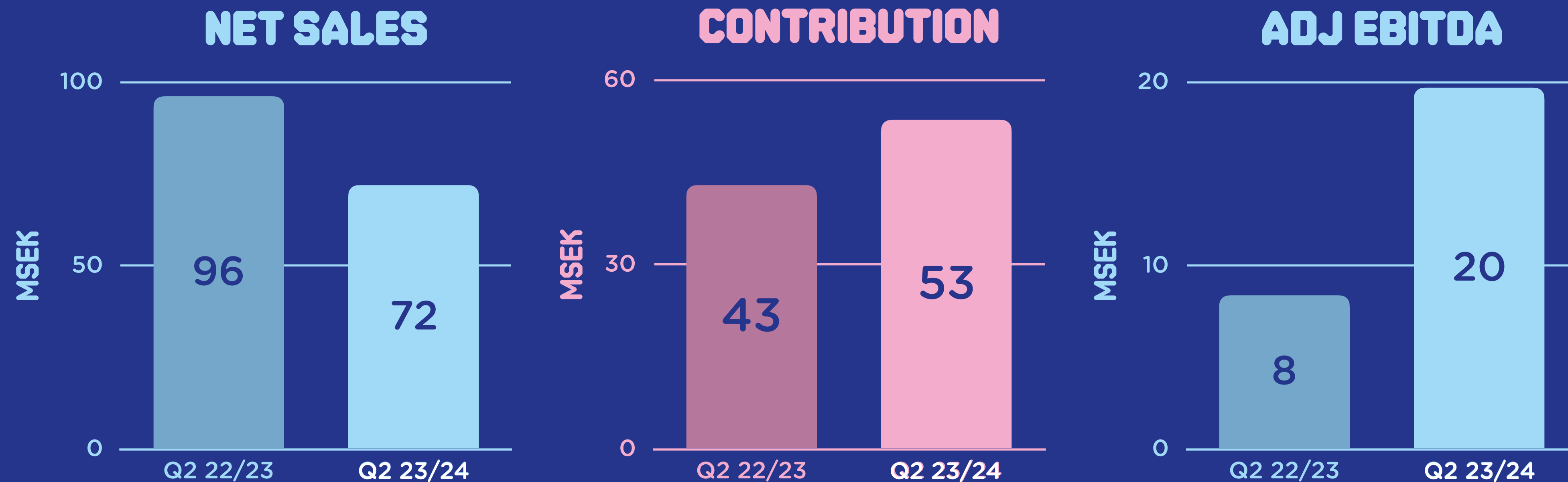
AUDIENCE KPIS

COMPARED TO Q2 2022/23



DAU AND ARPPDAU IMPACTED BY LOWER UA VOLUMES
DAU IS UP SOMEWHAT SEQUENTIALLY

IMPACT FROM LOW USER ACQUISITION

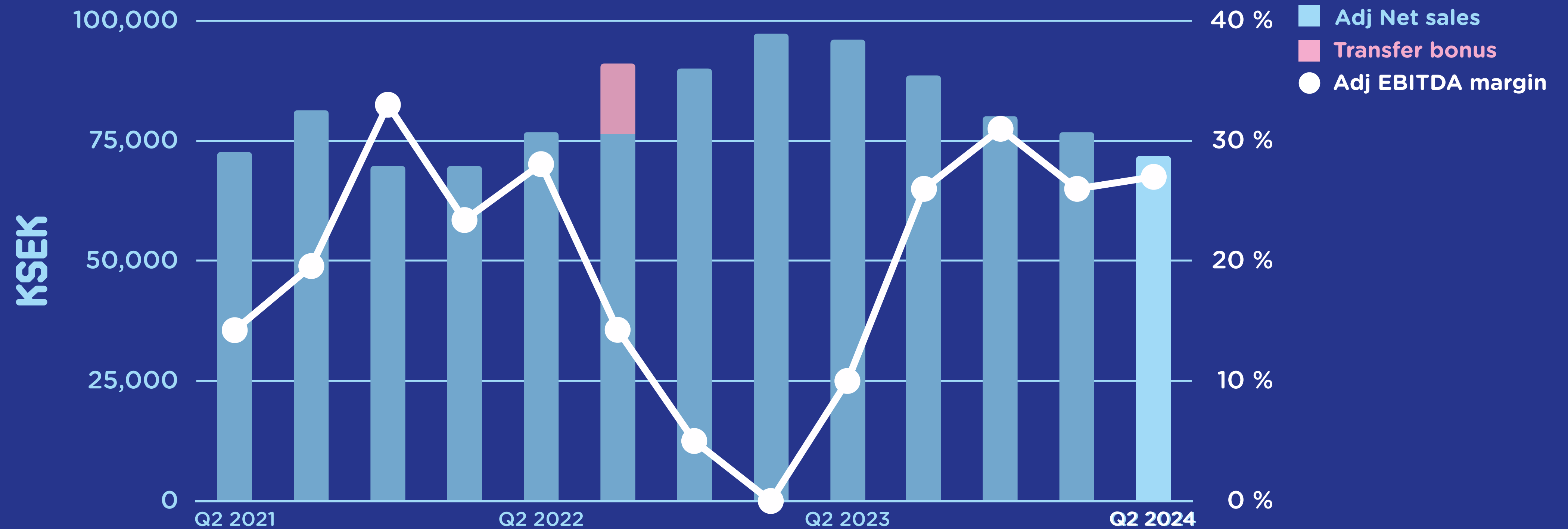


ADJUSTMENTS BOTH FOR R&D CLAIMS AND EARN-OUT, AFFECTING EBIT, EBITDA AND CASH

HEALTHY UNDERLYING CASH GENERATION - 110 MSEK CASH BALANCE

UA FLUCTUATION IMPACT

PROFIT MARGINS BACK TO PRE-2023 LEVELS



GROWTH ENGINES



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

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

LOOKING AHEAD

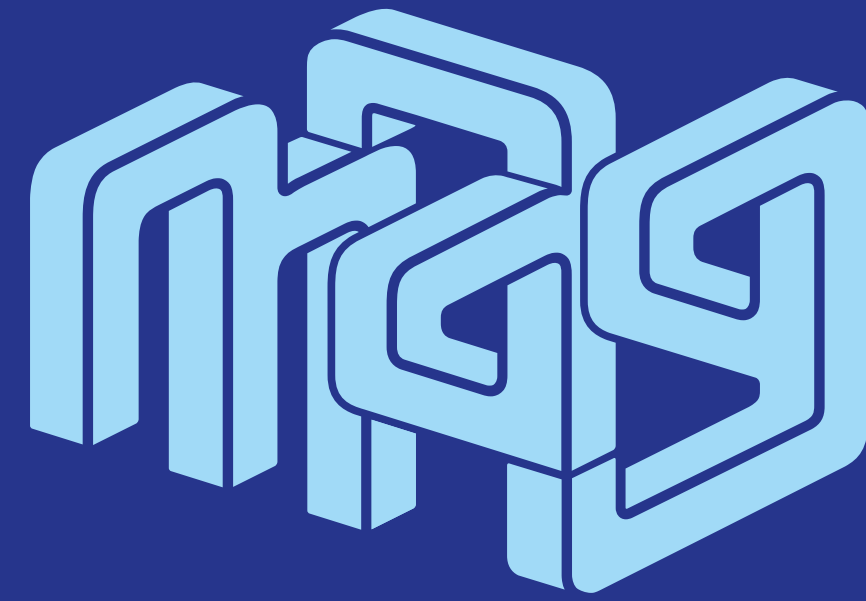
STABLE LIVE GAMES

NEW GAME CORES

SOFT LAUNCH OF CROZZLE



Q2 2023/2024



MAG INTERACTIVE

SOFT LAUNCH
CROZZLE

72 MSEK
NET SALES

20 MSEK
ADJ EBITDA

**“OUR BUSINESS CONTINUES
TO BE PROFITABLE WITH
SOLID PROFIT MARGIN AND
HEALTHY CASH GENERATION”**

-DANIEL HASSELBERG, CEO

