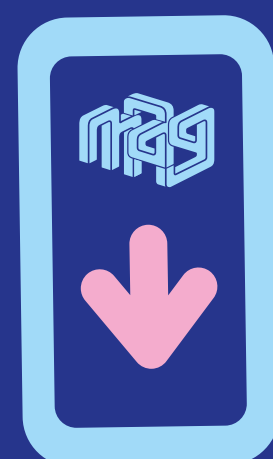


MAG INTERACTIVE

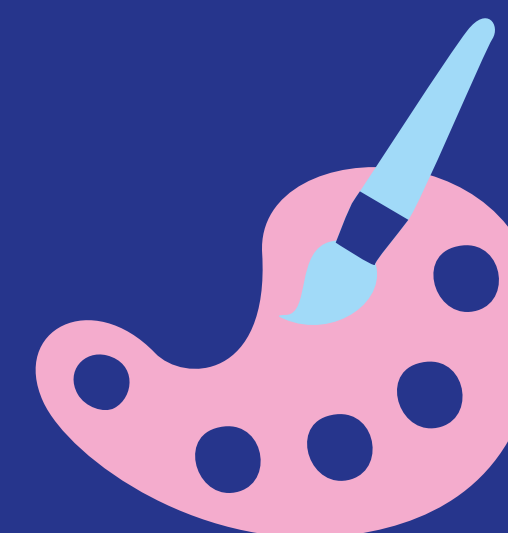
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q1 HIGHLIGHTS

CROZZLE TO SOFT LAUNCH

STRONG PROFITABILITY

CROZZLE



THE OPPORTUNITY

CROSSWORDS: AN EVERGREEN CATEGORY

TRACK RECORD OF PVP WORD GAMES

RE-PURPOSING WORDZEE LEARNINGS



NEXT STEPS

OPTIMIZING MARKETING

BUILDING OUR CONTENT PIPELINE

VALIDATING MARKETABILITY AND LTV

PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE

49
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN

23
MSEK

LIVE OPS



TILE MANSION



WORD MANSION



WORDBUBBLES

NEW GAMES



CROZZLE



OTHER



PRIMETIME



WORDALOT



WORD PEACE

4
MSEK



WORDBRAIN 2



WORD BLOBS

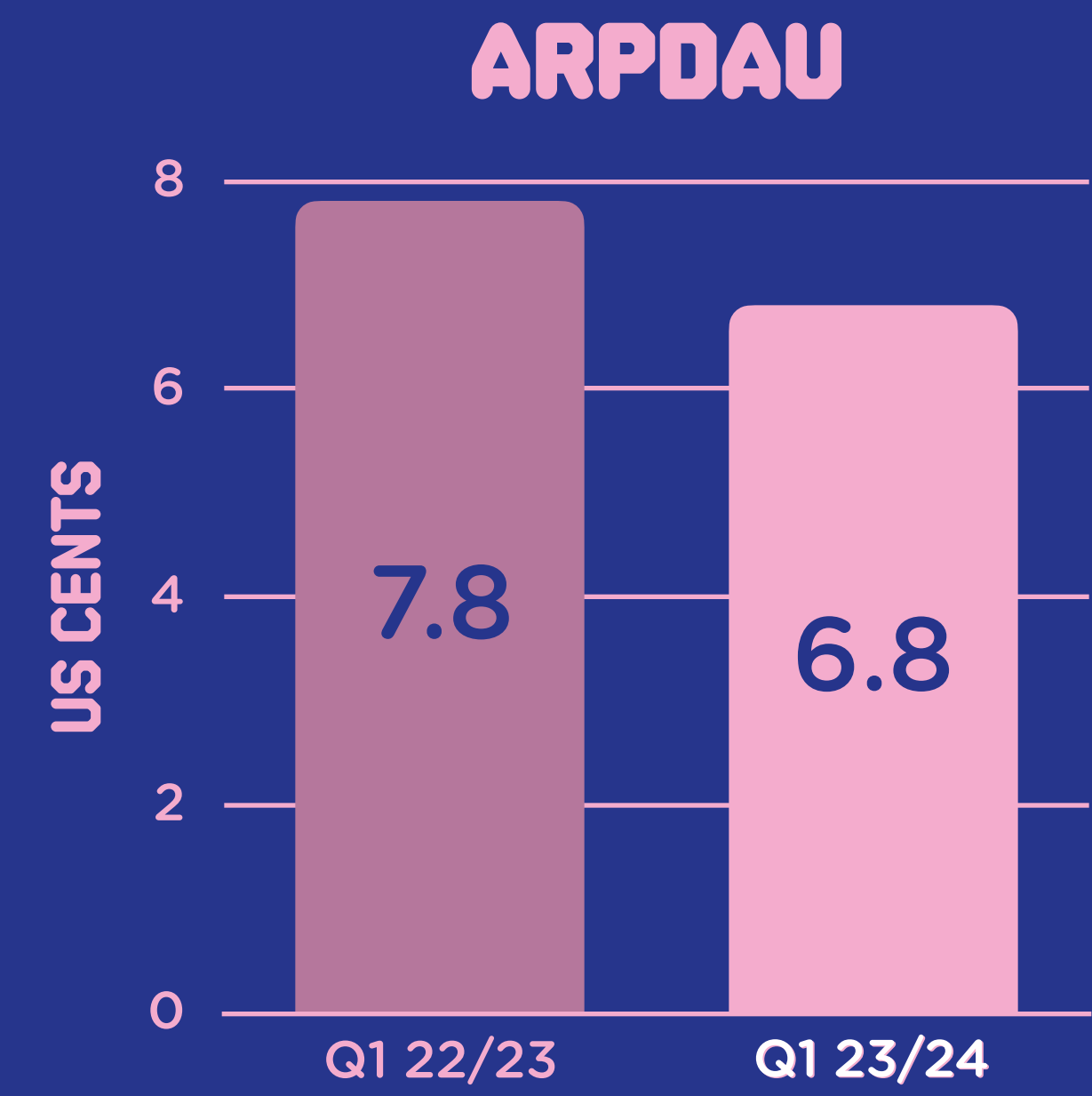
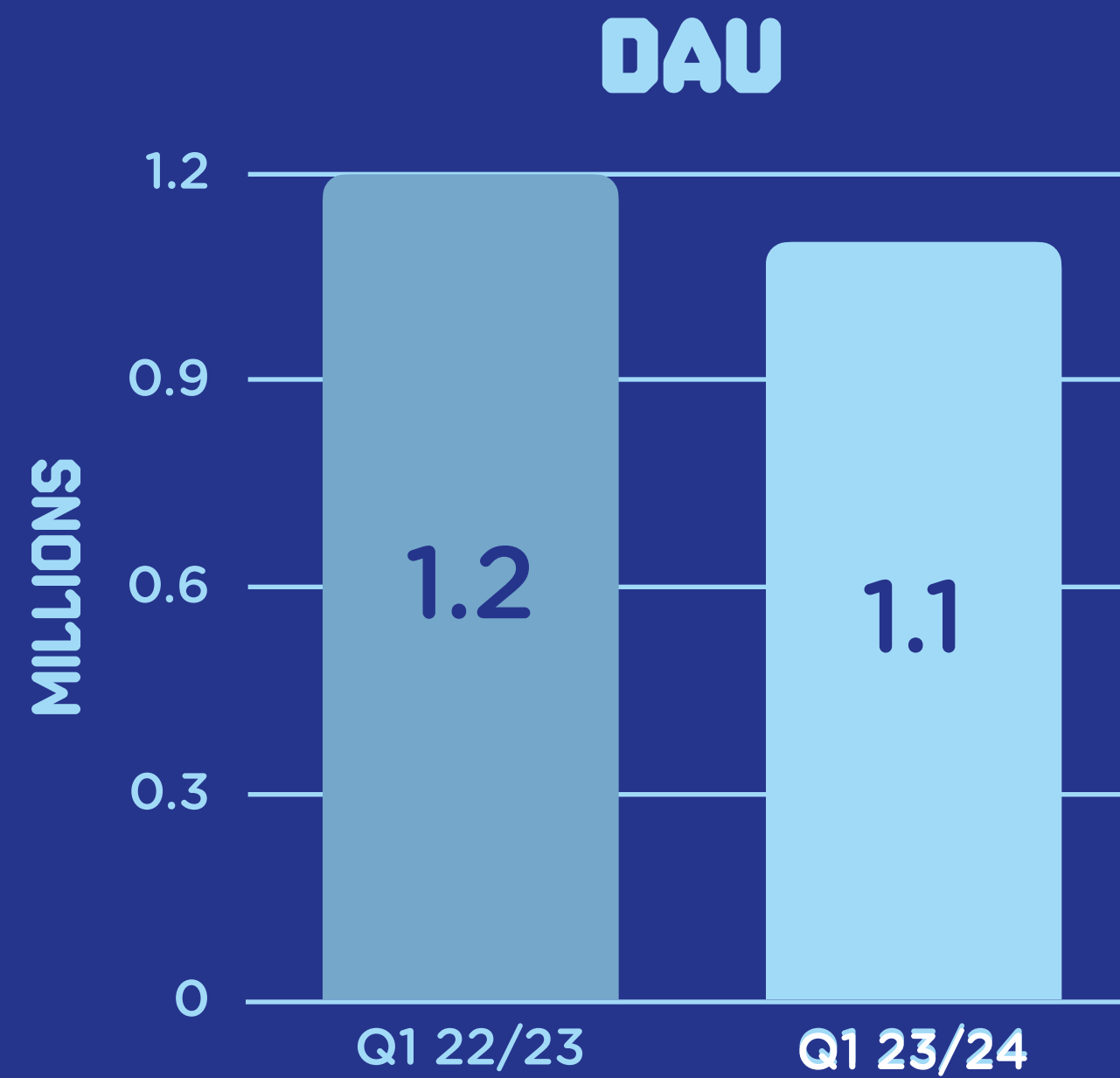
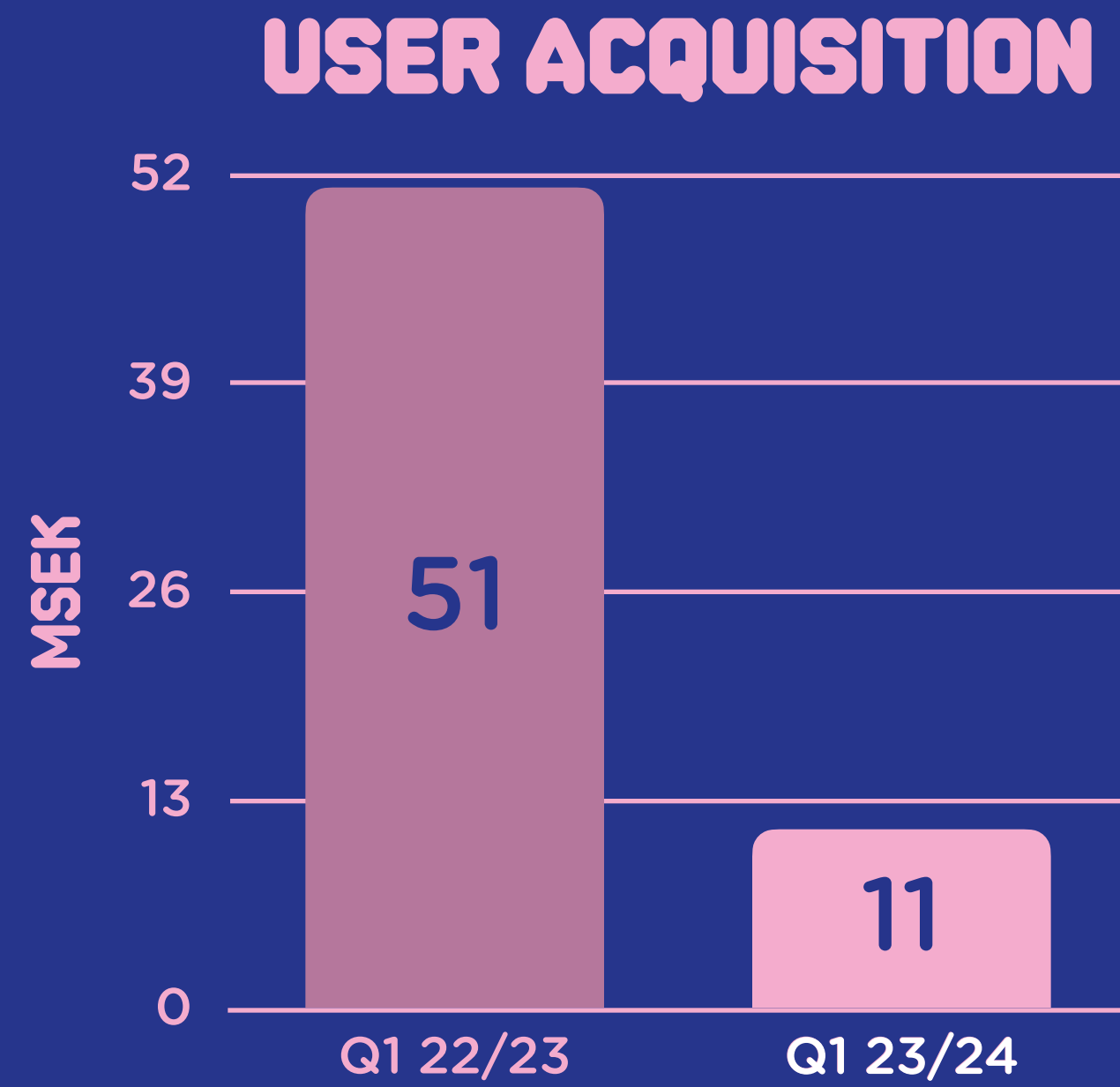


WORD WHIZZLE

MATURITY

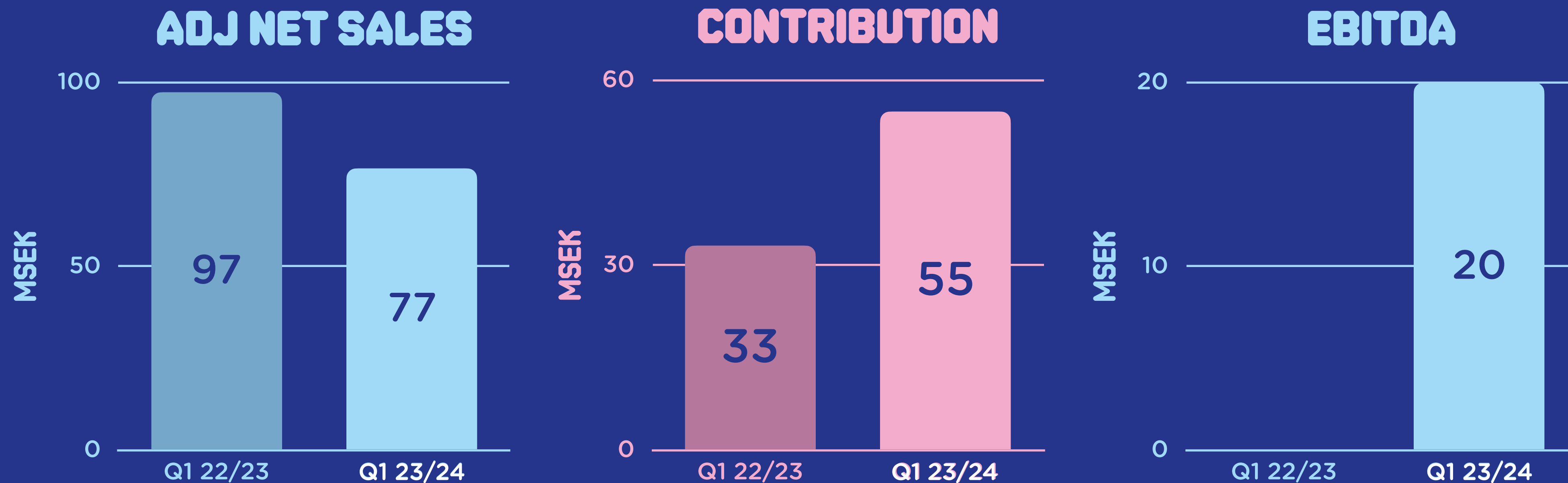
AUDIENCE KPIS

COMPARED TO Q4 2022/23



DAU AND ARPODAU WEAKENED BY LOWER UA VOLUMES

IMPACT FROM LOW USER ACQUISITION

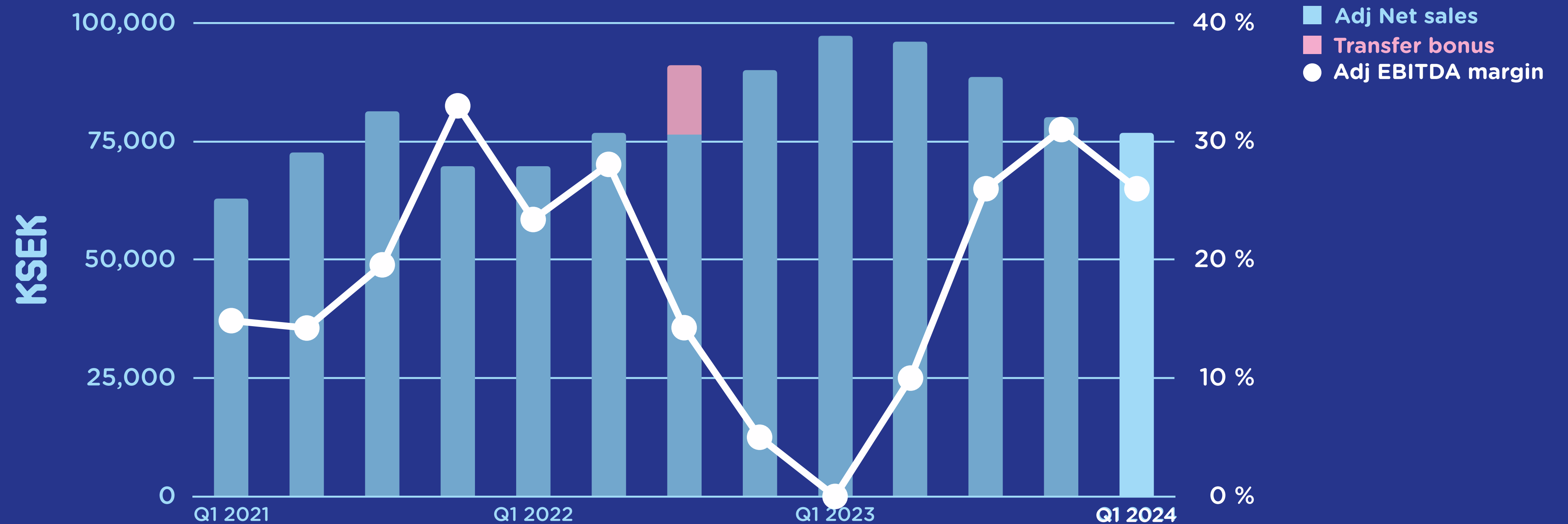


LOWER UA IMPACTS SALES AND MARGINS

CONTRIBUTION ON HISTORIC HIGH - 128 MSEK CASH BALANCE

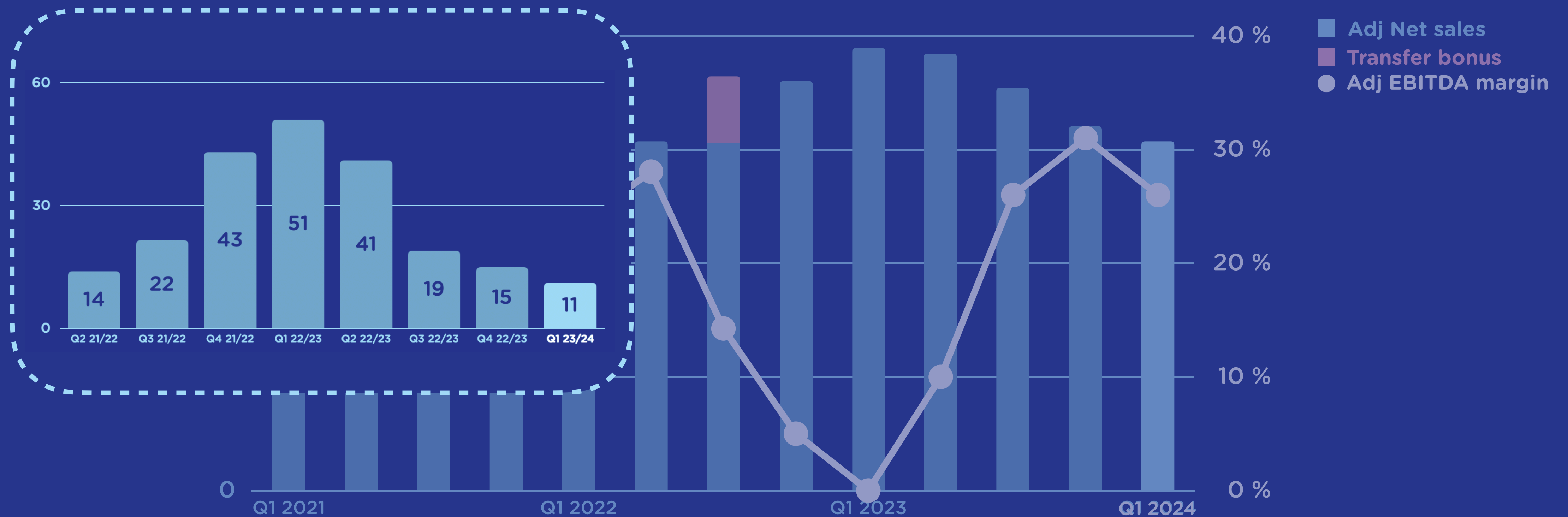
UA FLUCTUATION IMPACTS

PROFIT MARGINS BACK TO PRE 2023 LEVELS



UA FLUCTUATION IMPACTS

PROFIT MARGINS BOUNCING 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

SOFT LAUNCH OF CROZZLE

PIPELINE OF NEW GAMES



Q1 2023/2024



MAG INTERACTIVE

SOFT LAUNCH
CROZZLE

77 MSEK
NET SALES

20 MSEK
EBITDA

**“WE GENERATED AN EBITDA
OF 20 MSEK, A SIGNIFICANT
IMPROVEMENT COMPARED TO
LAST YEAR”**

-DANIEL HASSELBERG, CEO

