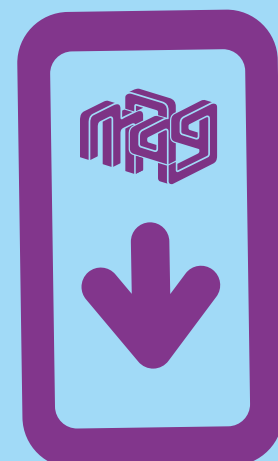
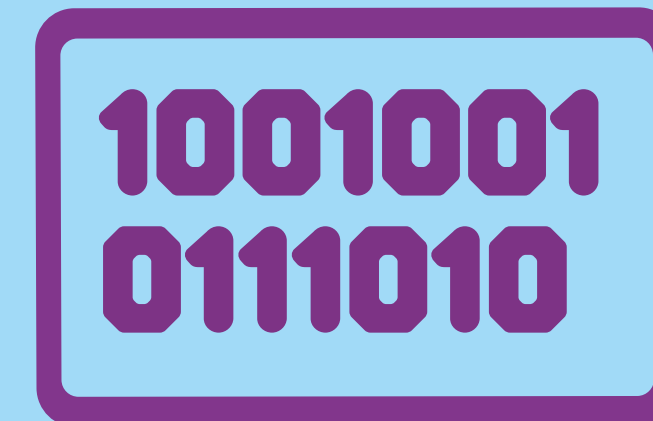


MAG

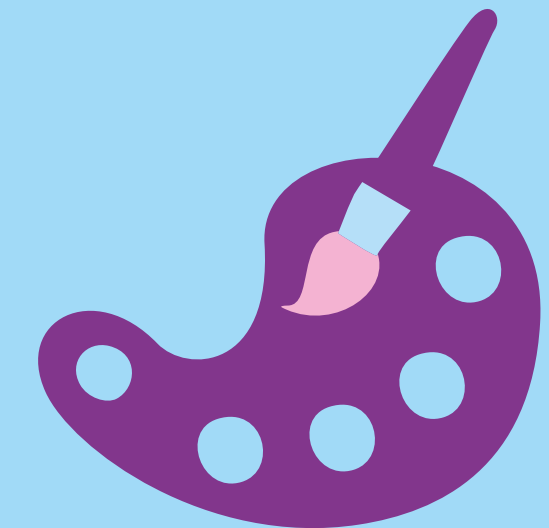
STOCKHOLM & BRIGHTON



250 M+
DOWNLOADS



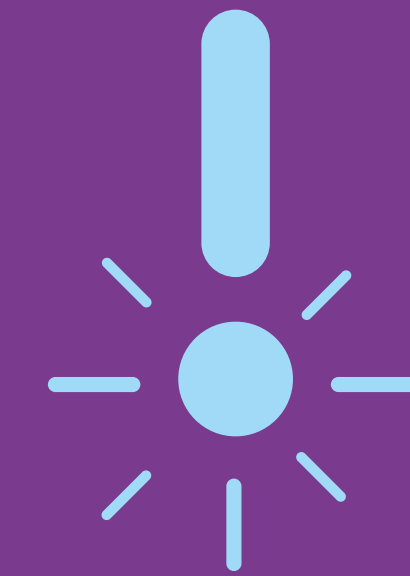
+



DATA & CREATIVITY!

MAG
JUNE-AUG

HIGHLIGHTS



TWO NEW GAMES

FIRST EVER HYPER CASUAL GAME - 20M DOWNLOADS!

FIRST EVER REAL TIME MULTIPLAYER GAME - 500K MAU!

SEQUENTIAL GROWTH

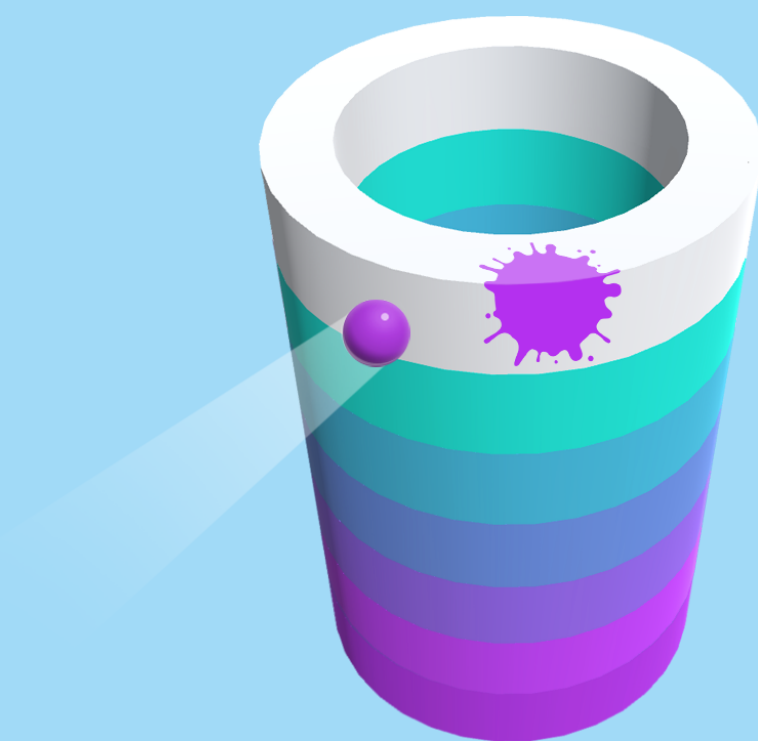
COUNTER SEASONALITY - FROM 20% DECREASE LAST YEAR TO

5% INCREASE THIS YEAR.

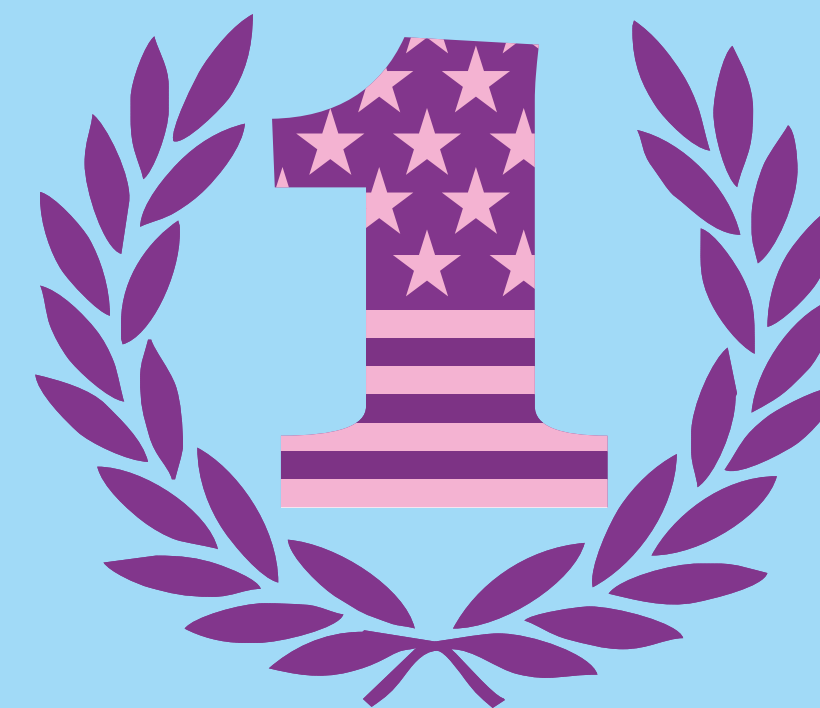
15 MILLION MONTHLY ACTIVE PLAYERS

MAG

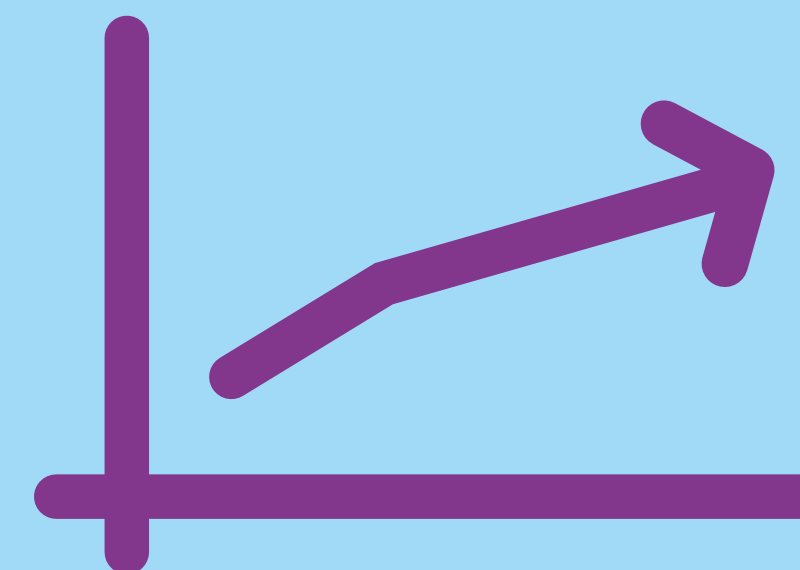
NEW GAMES



PAINT HIT #1 US
CLOSING IN ON 20M DOWNLOADS.



WORD DOMINATION
500K MAU. STEADY GROWTH.



MAG

NEW GAMES

7/7 => 10/10

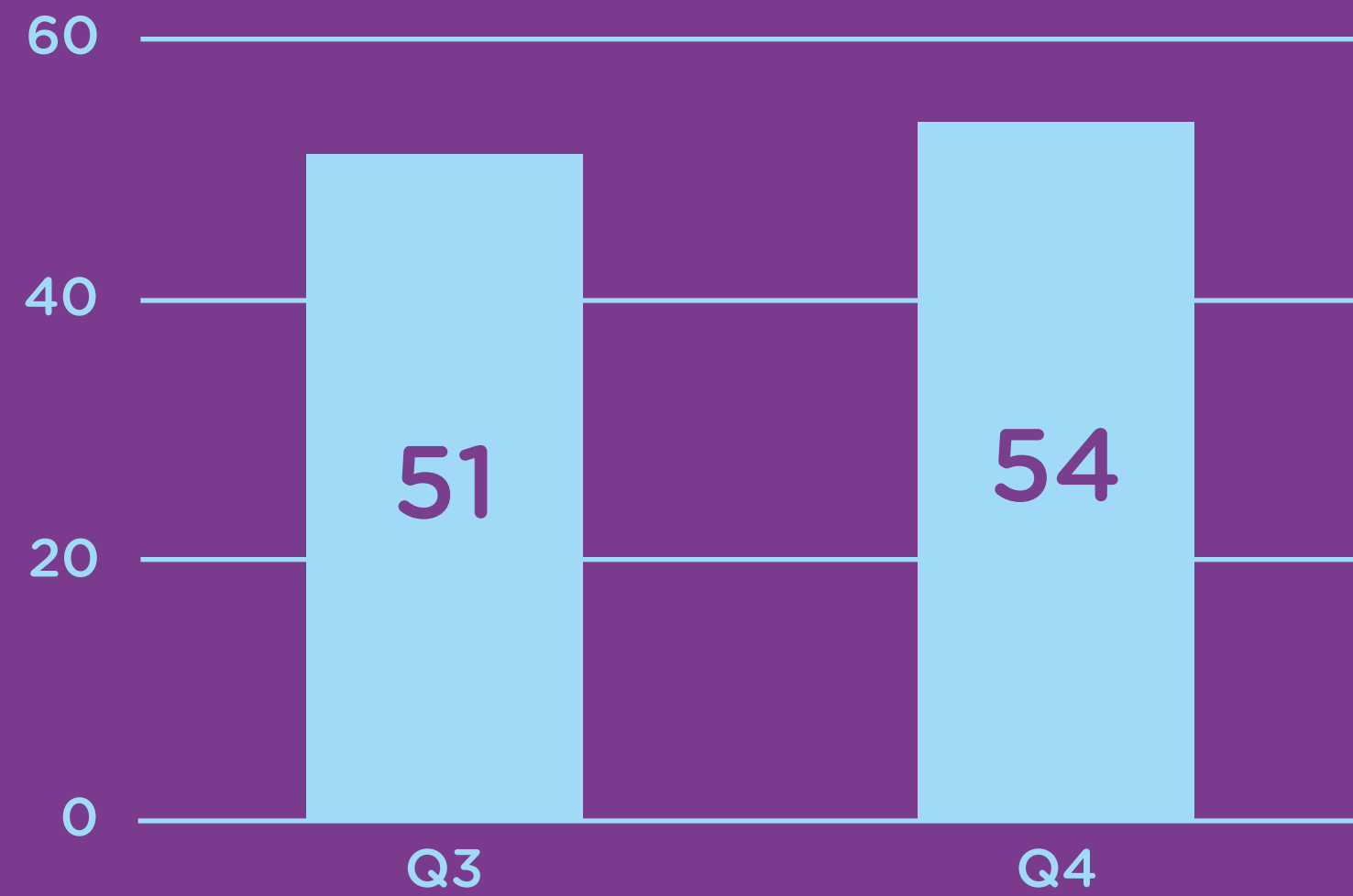
1 MILLION DOWNLOADS AND COUNTING!

**PRODUCT PROCESS DELIVERS HITS
THAT PERFORMANCE MARKETING MACHINE CAN SCALE**

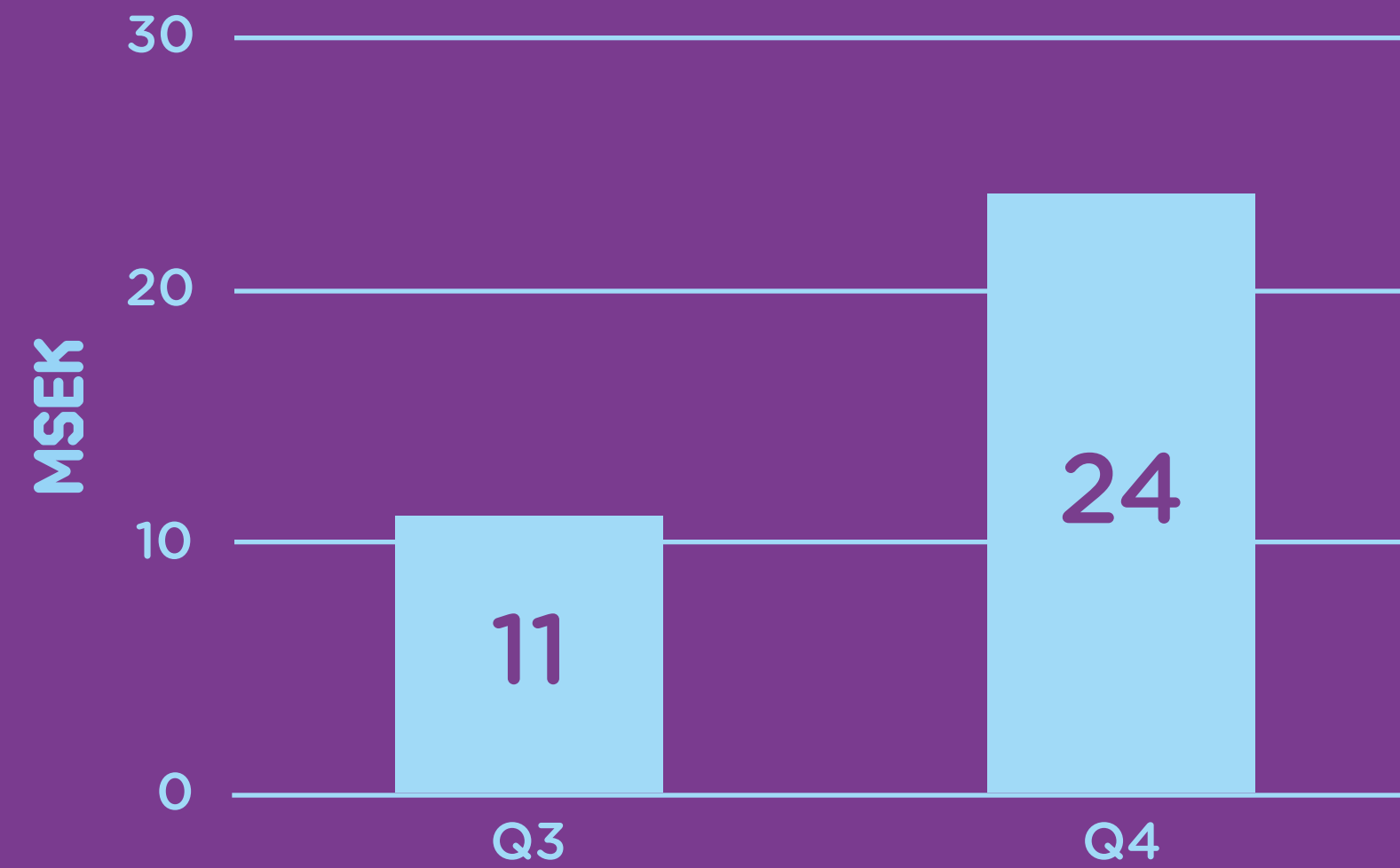
MAG

LAST 2 QUARTERS OVERVIEW

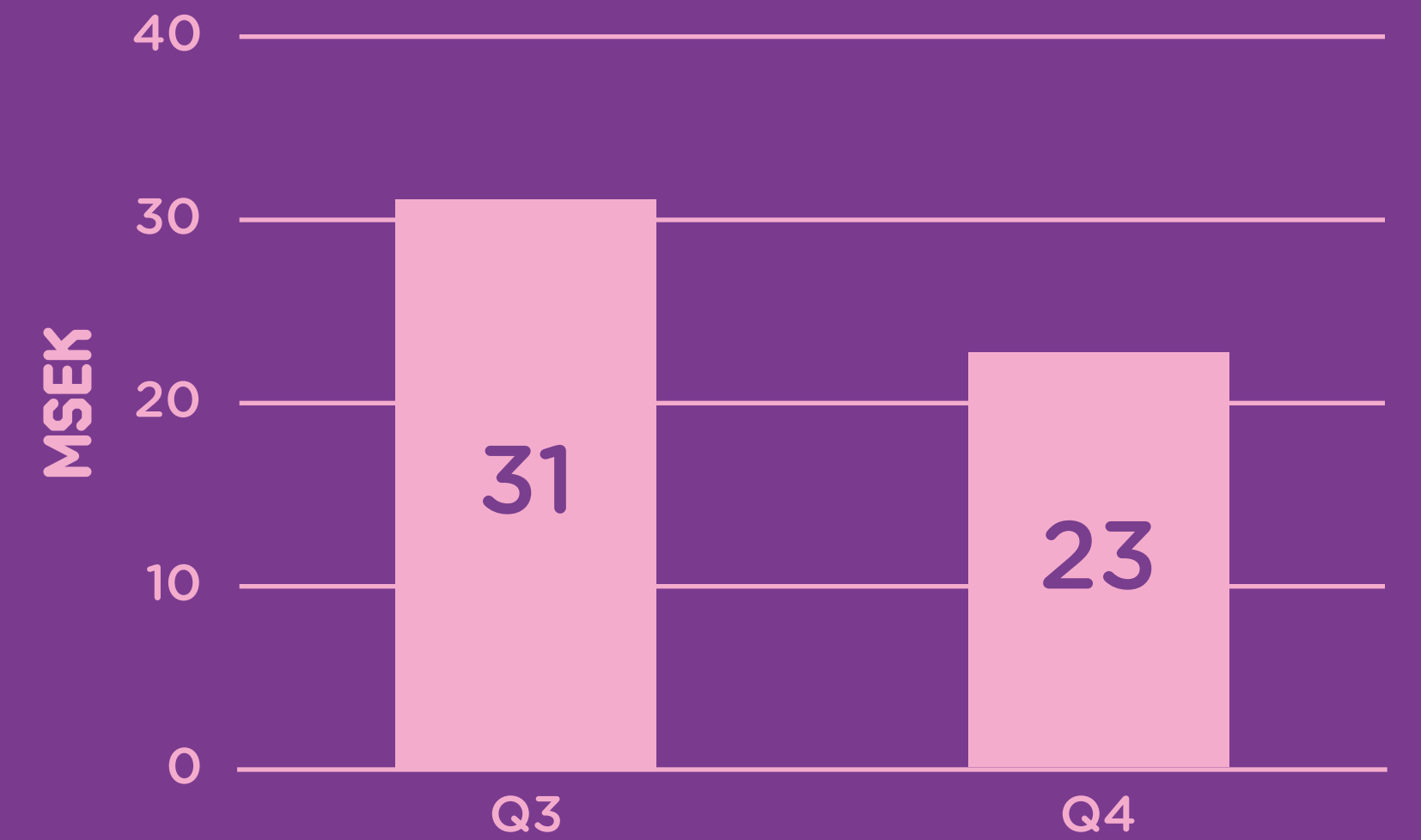
NET SALES



MARKETING



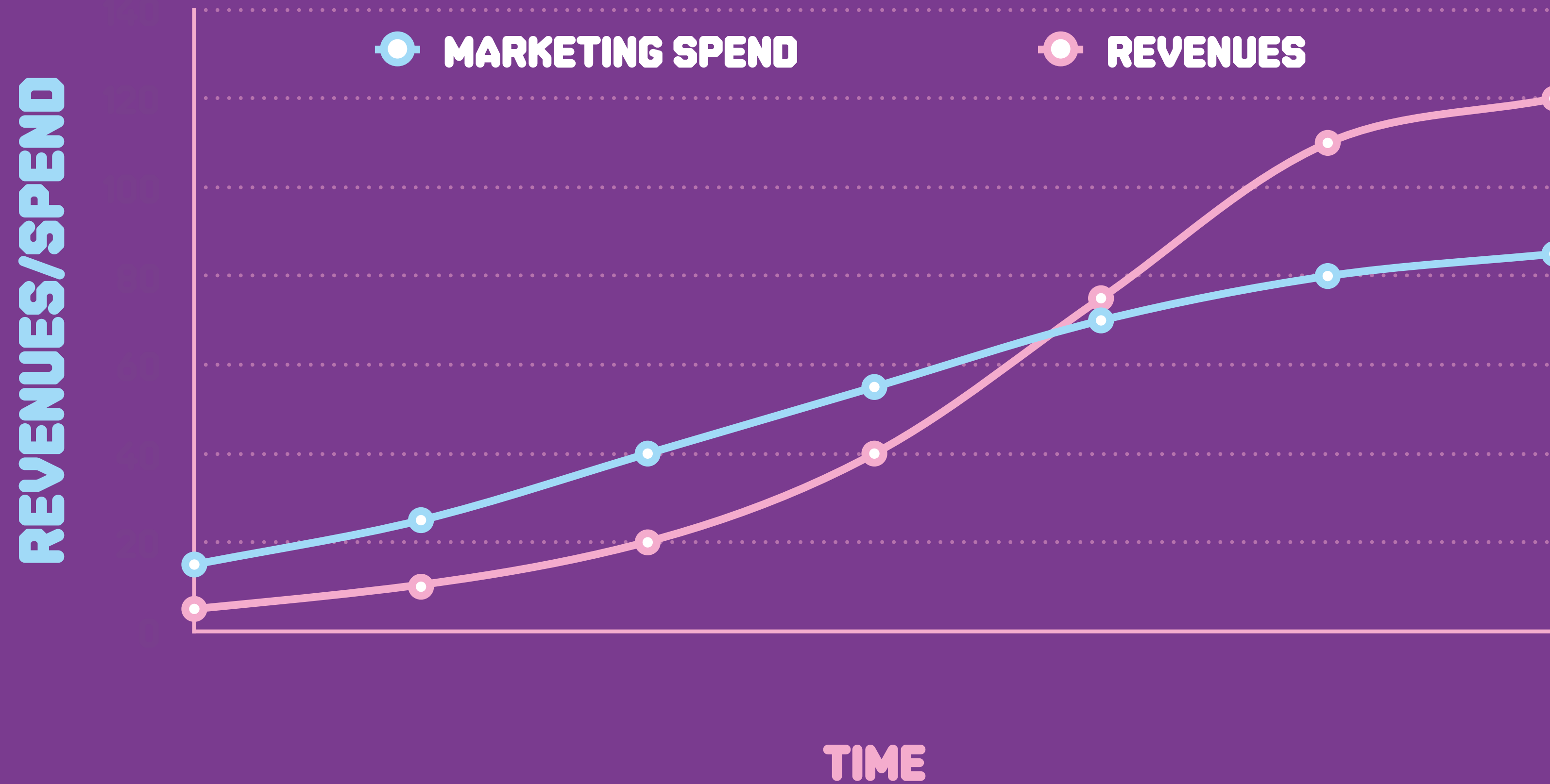
CONTRIBUTION



MAG

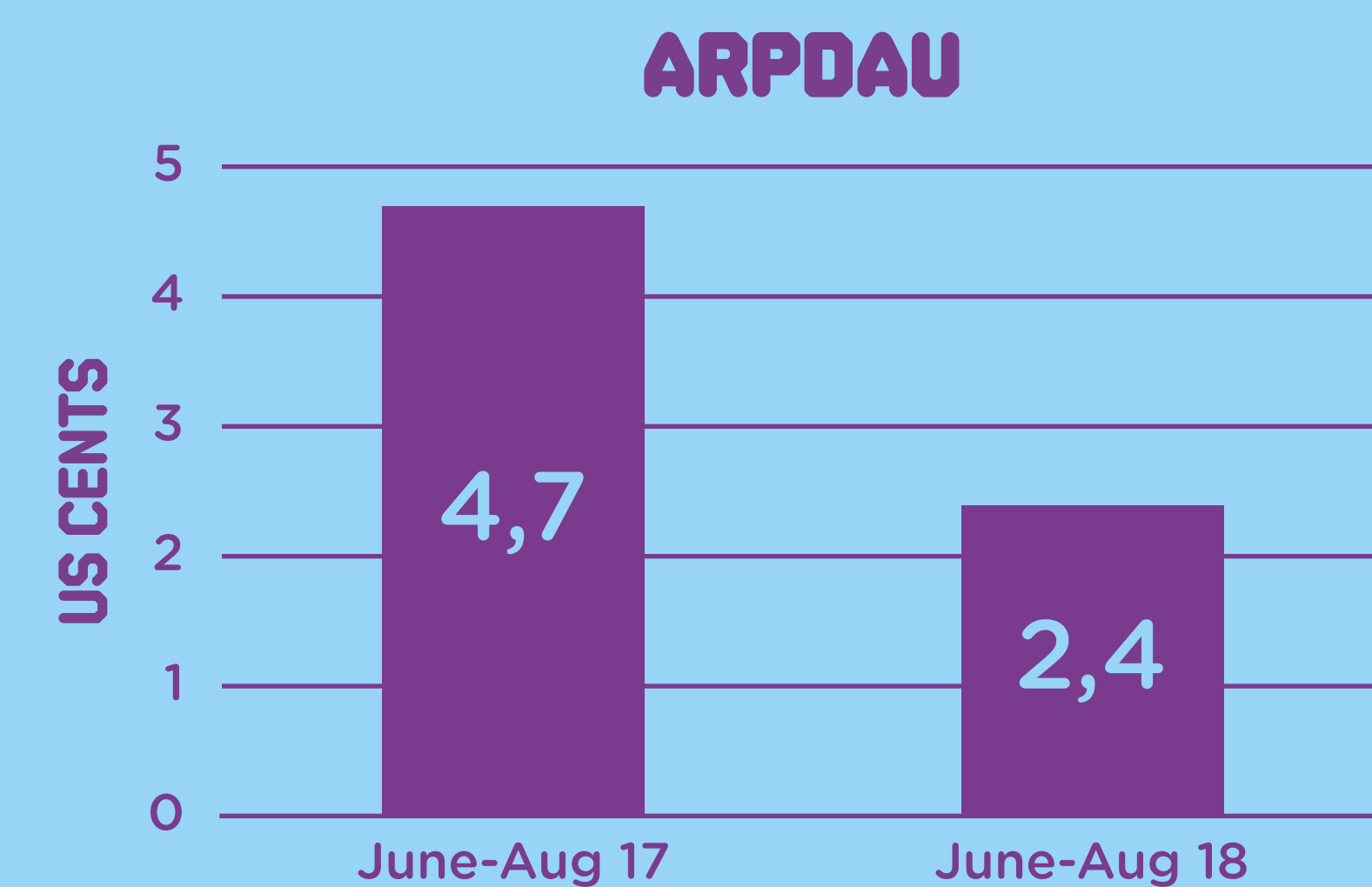
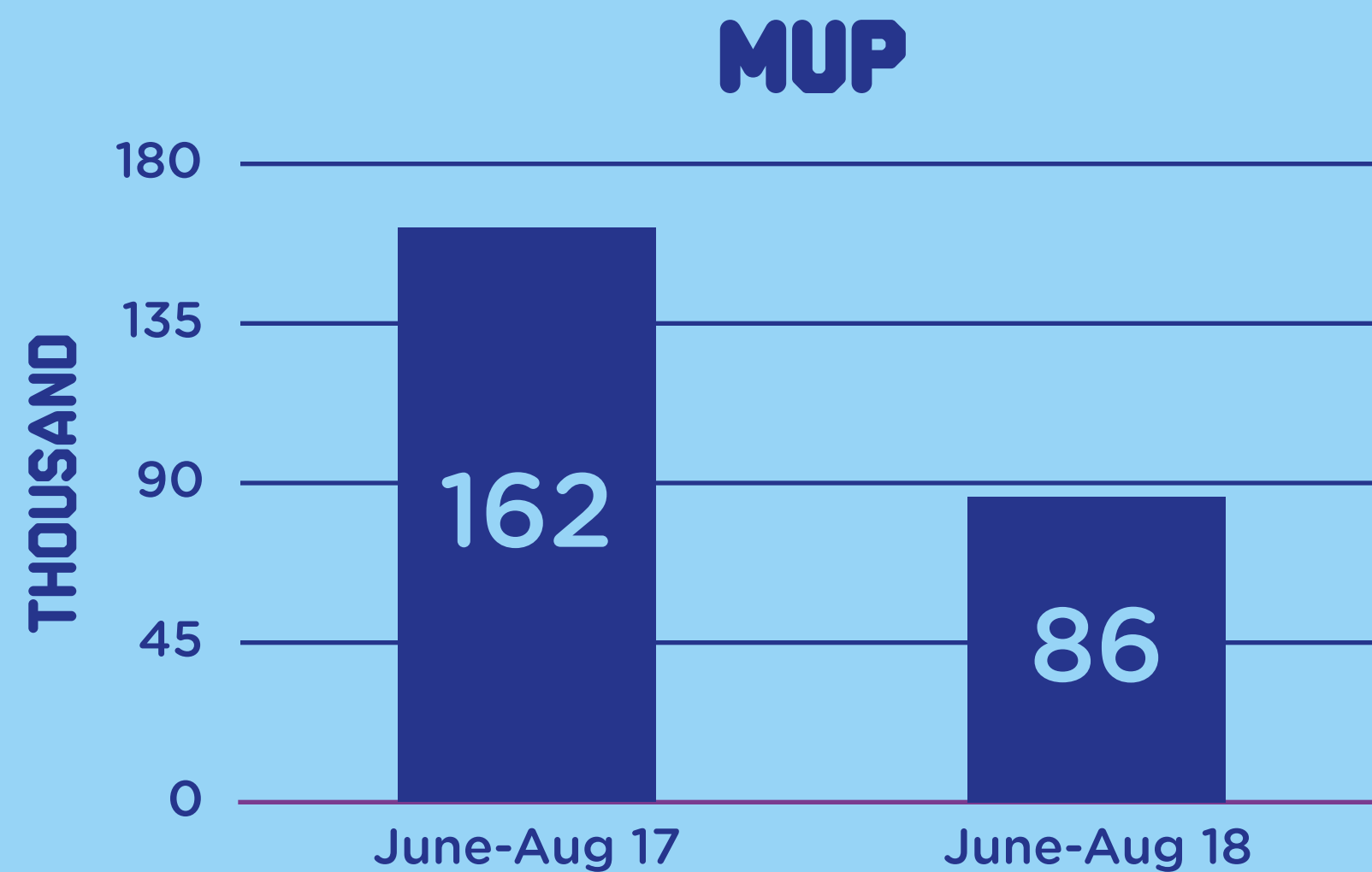
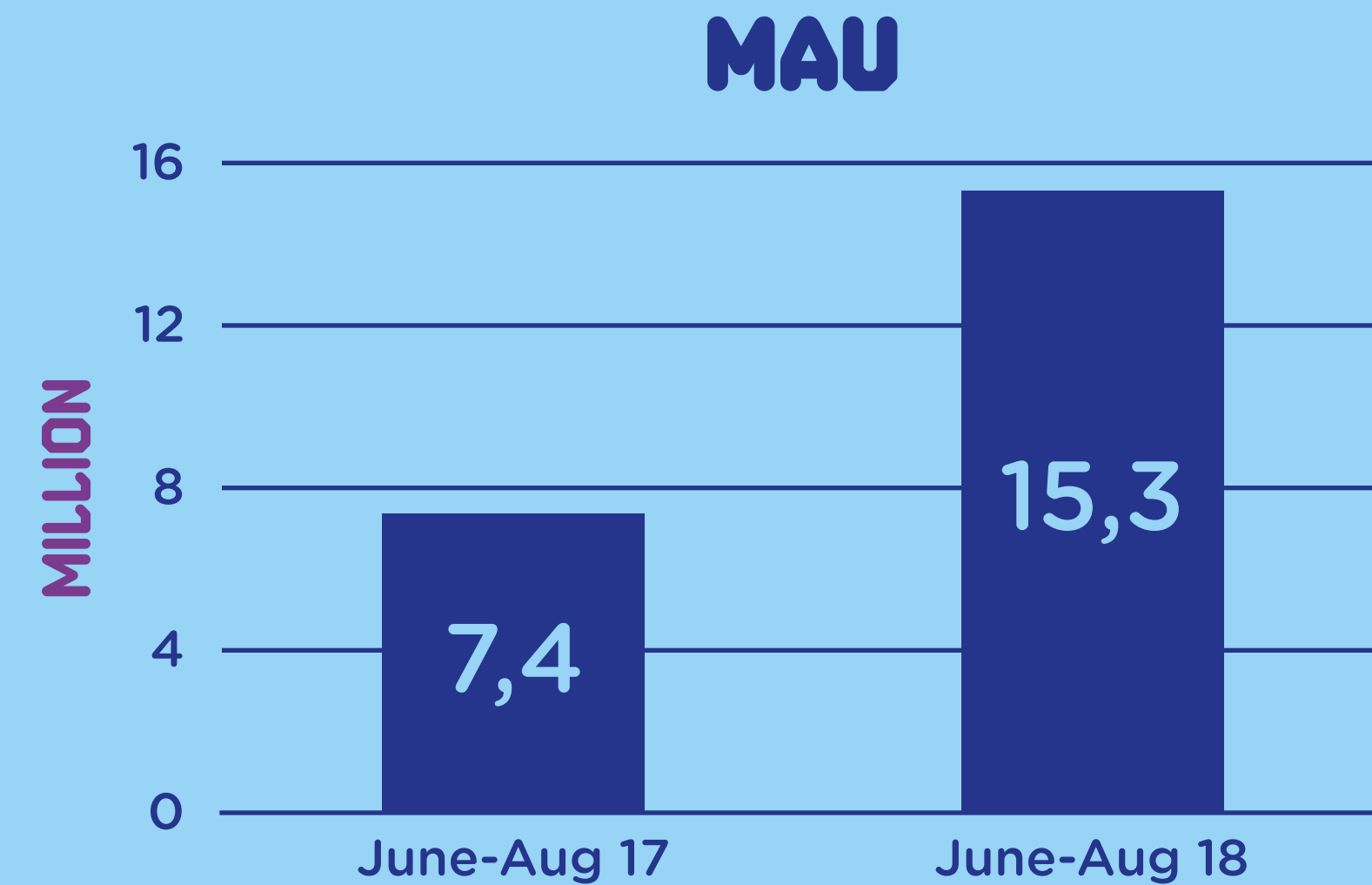
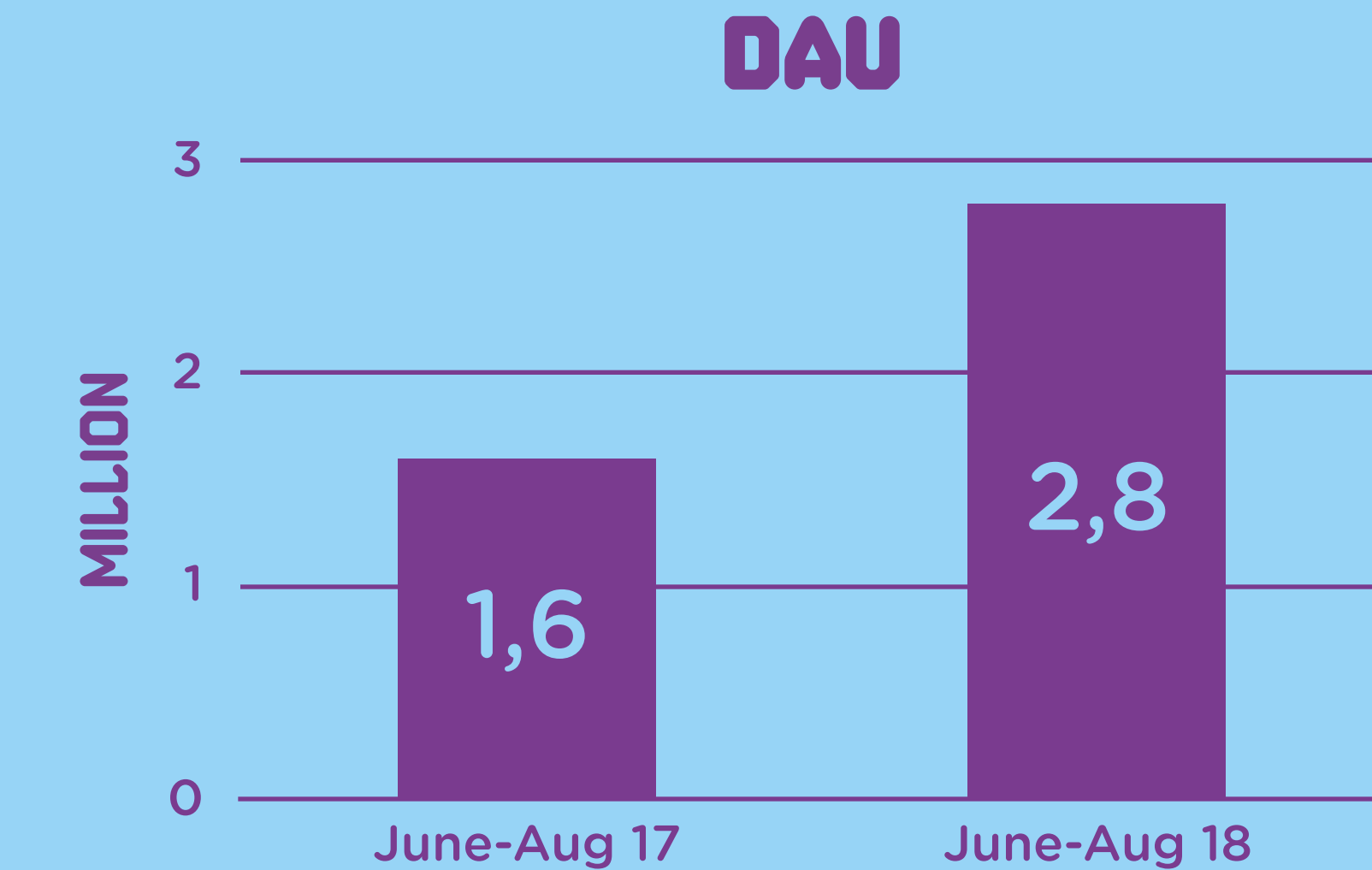
REVENUE DYNAMICS

SCHEMATIC VIEW OF UA AND REVENUE DYNAMICS



MAG

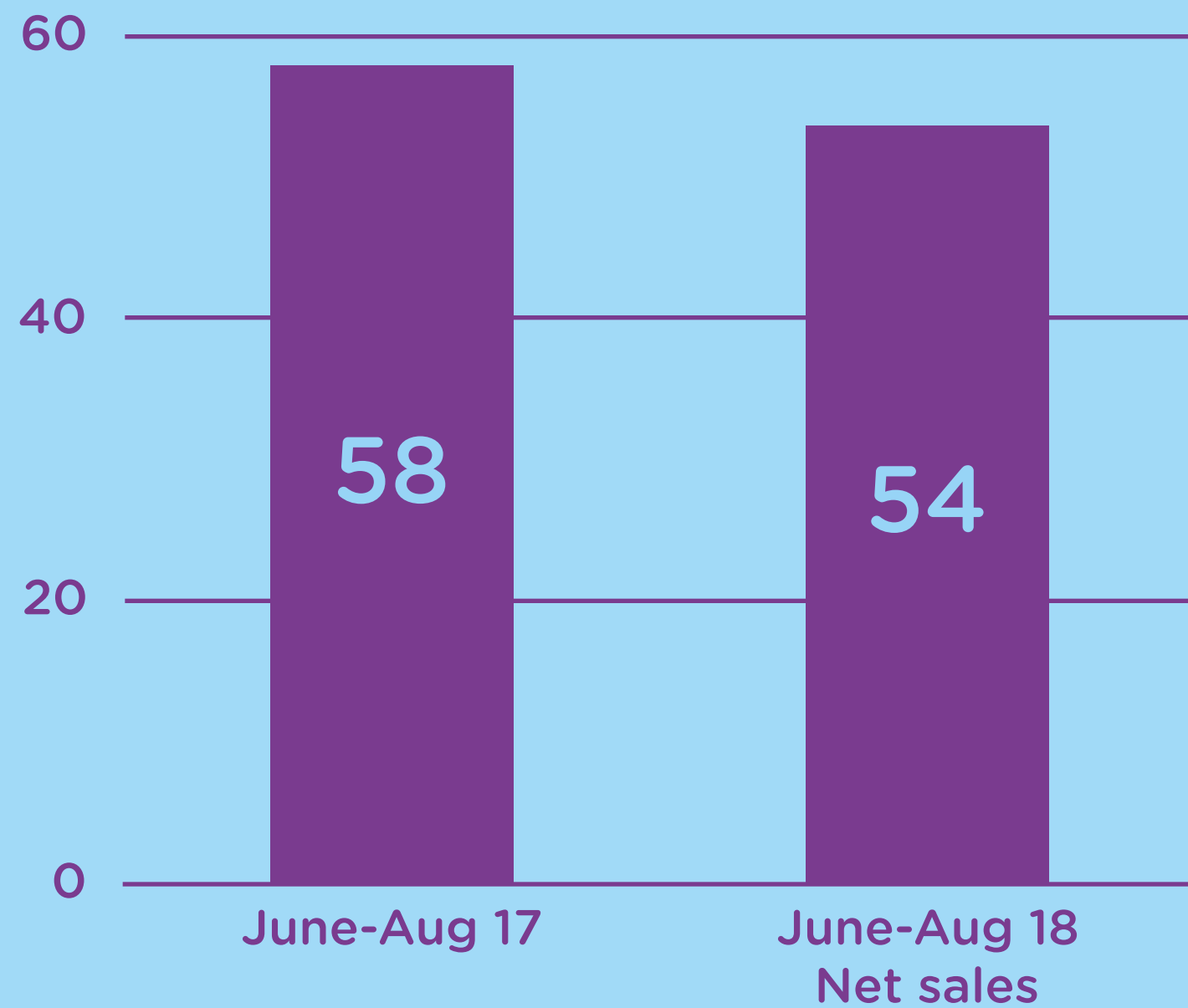
KPI SUMMARY Q4 2017/18



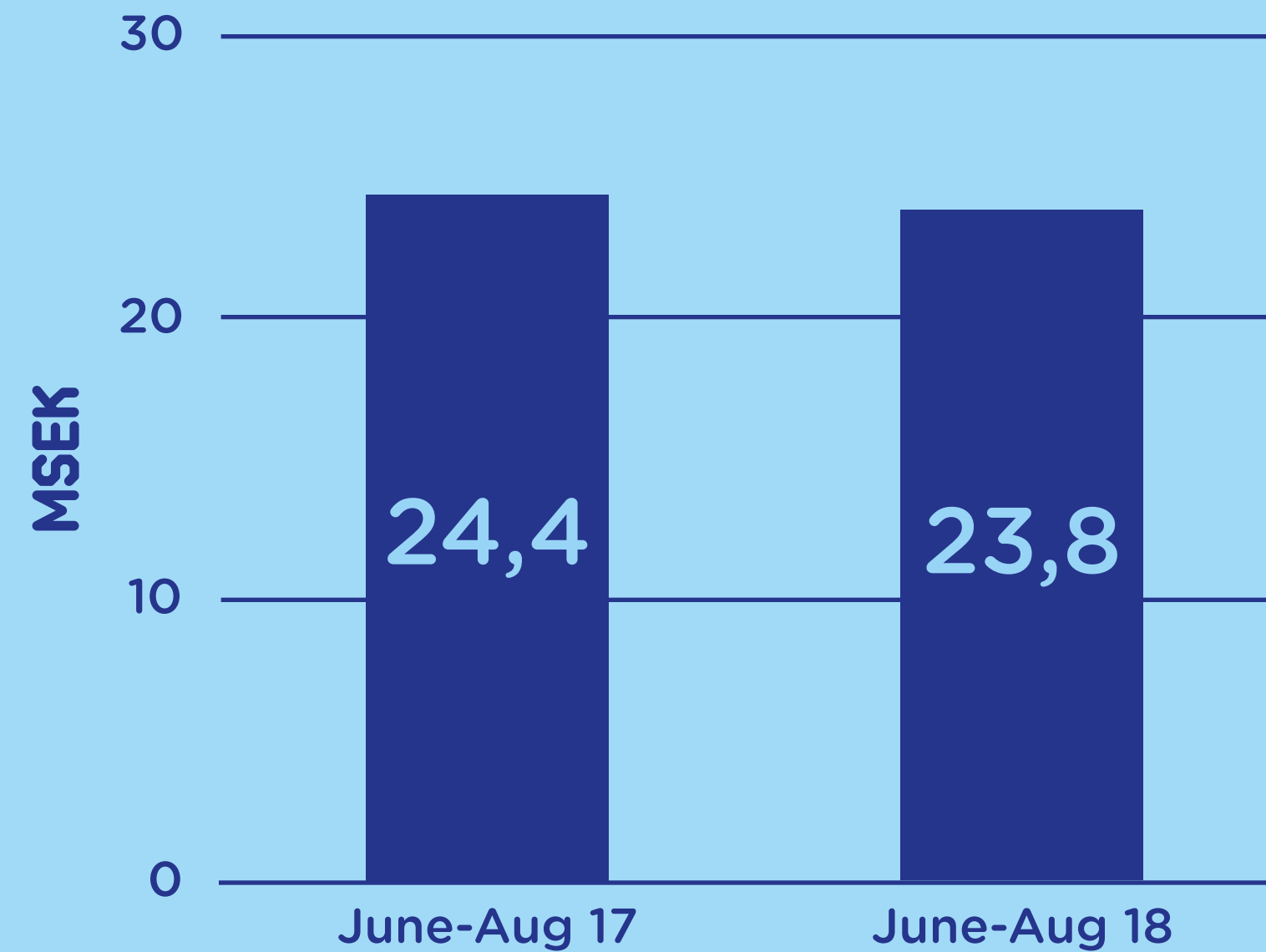


NET SALES TO CONTRIBUTION

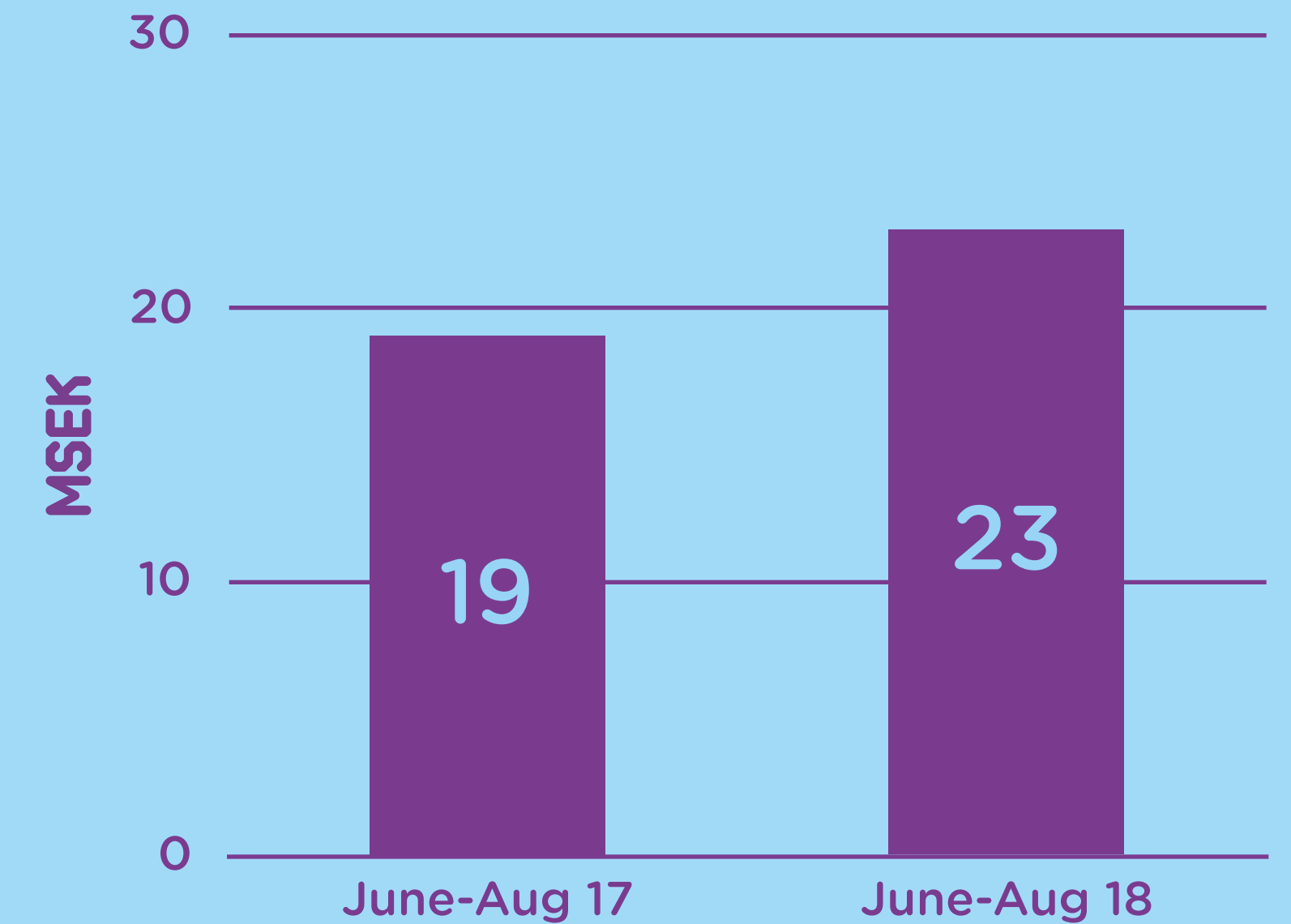
NET SALES



DIRECT MARKETING



CONTRIBUTION

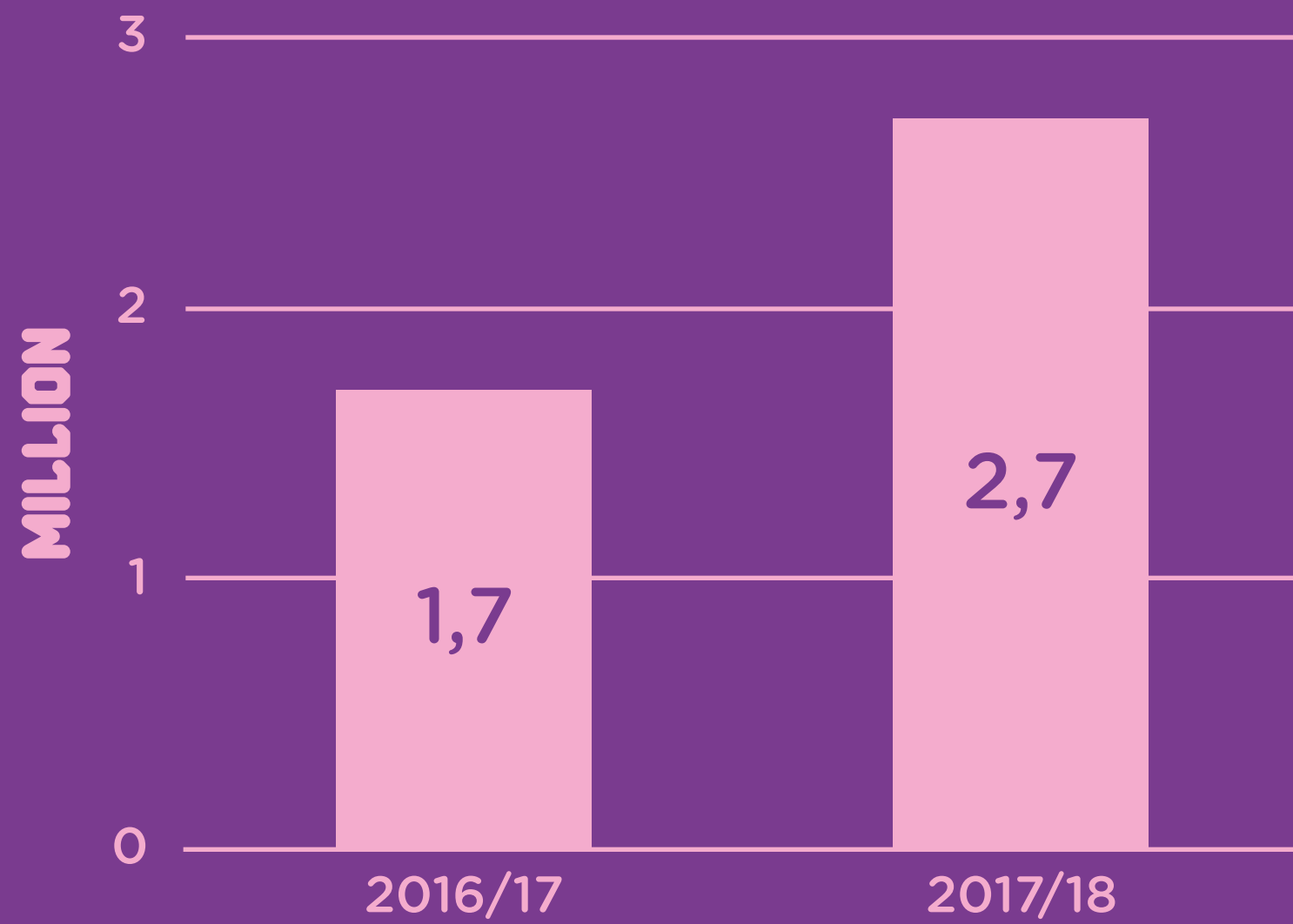


Game Contribution = Net sales - Platform fees - Performance marketing

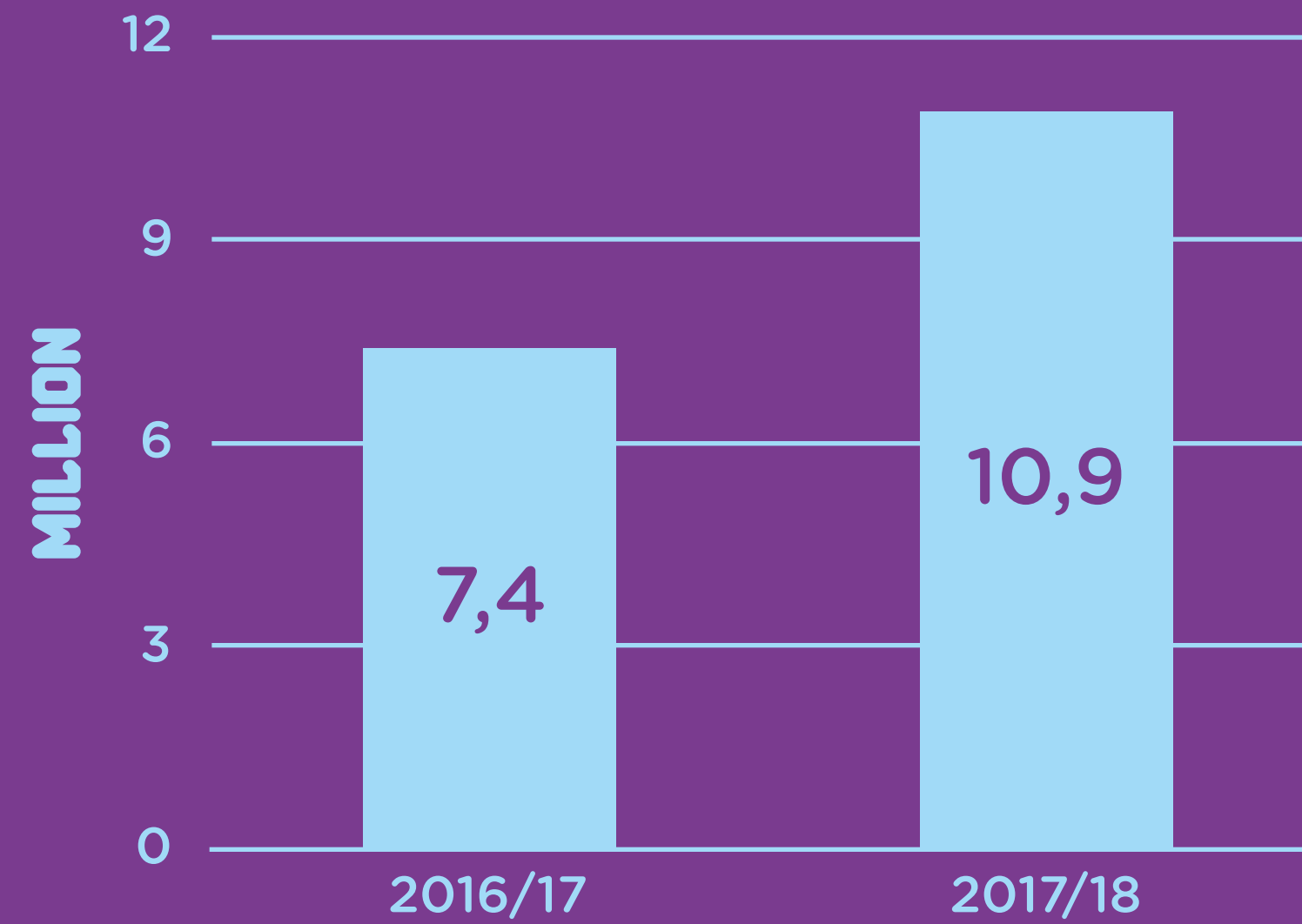
MAG

YEAR OVERVIEW

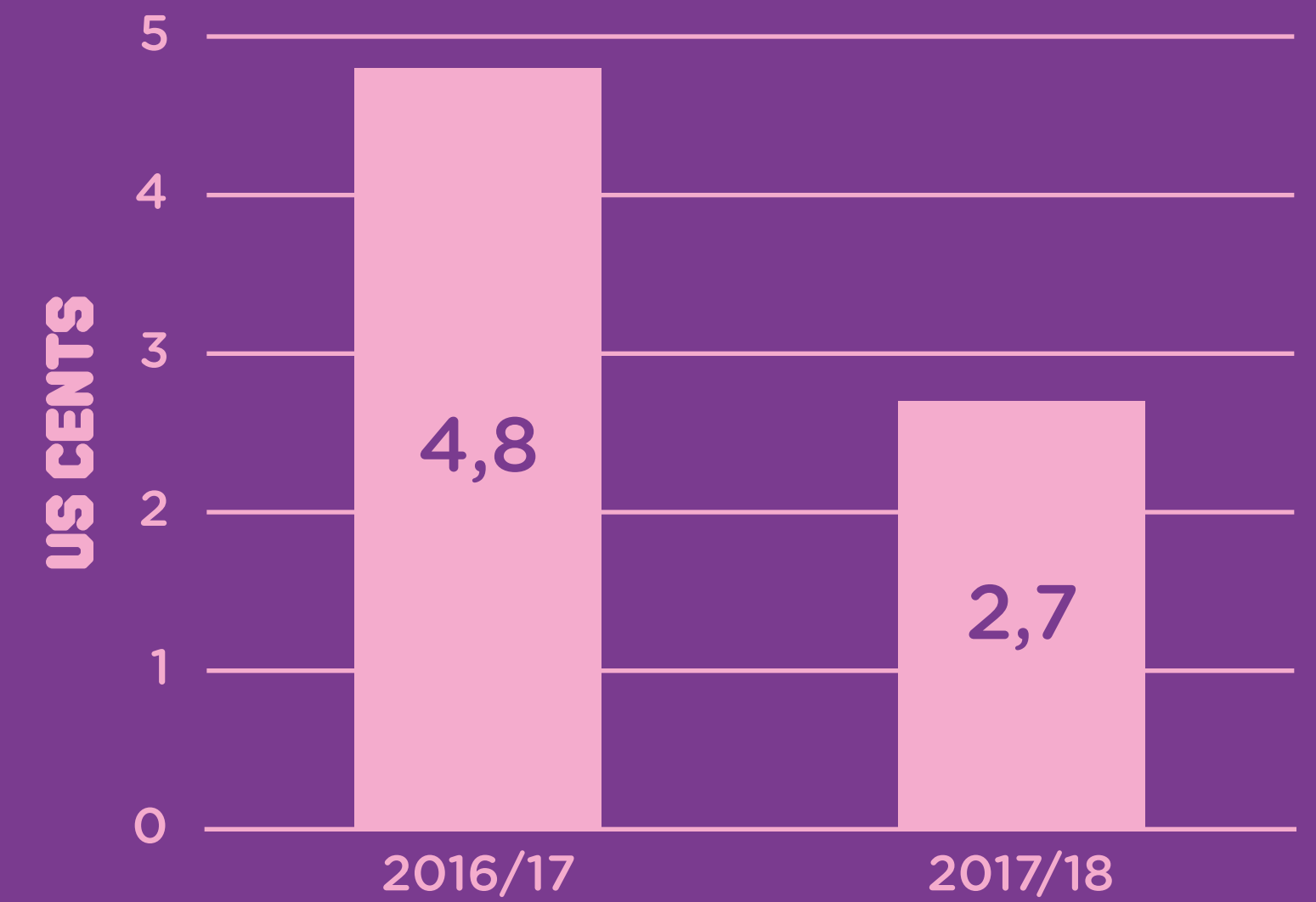
DAU



MAU



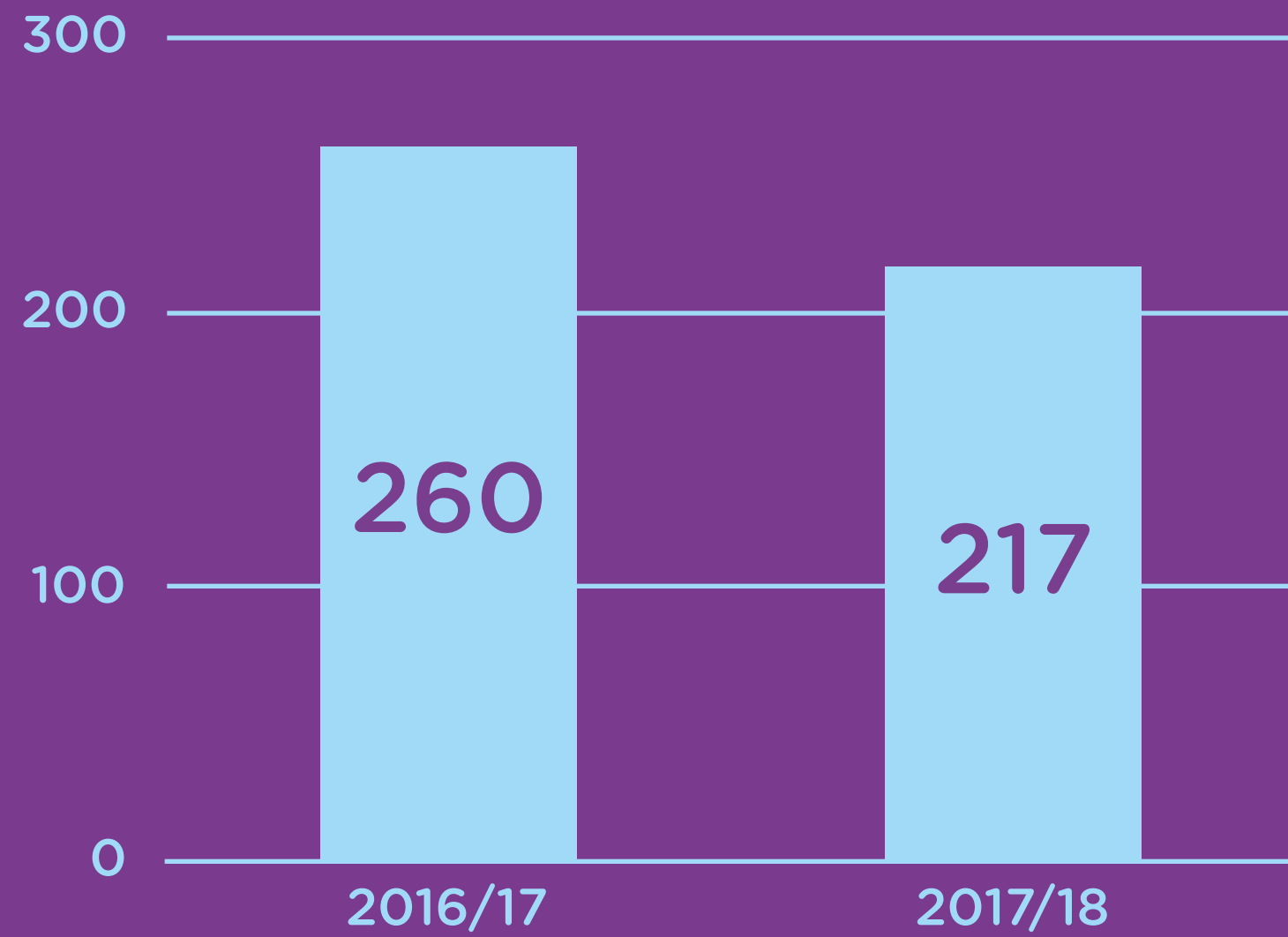
ARPODAU



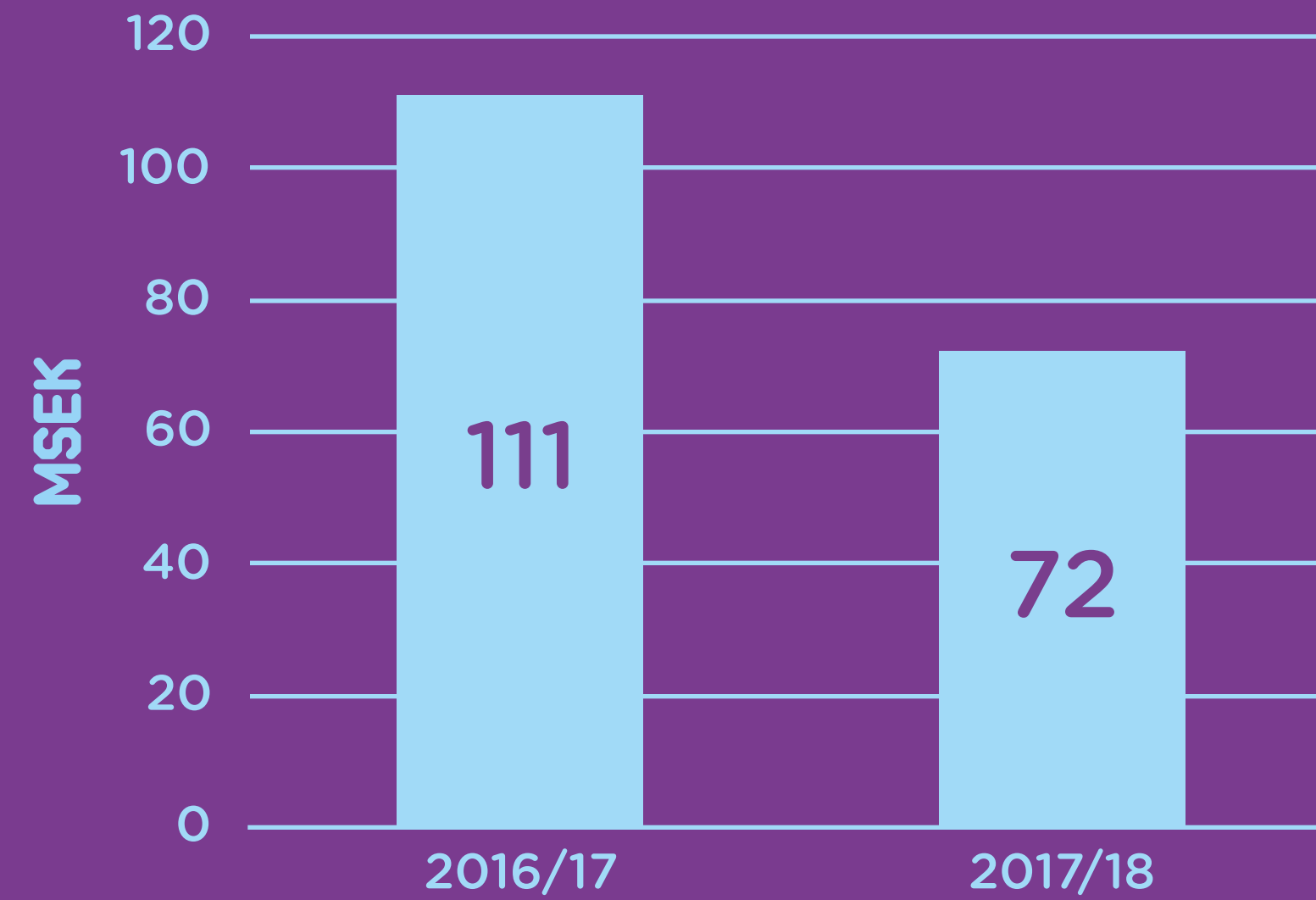
MAG

YEAR OVERVIEW

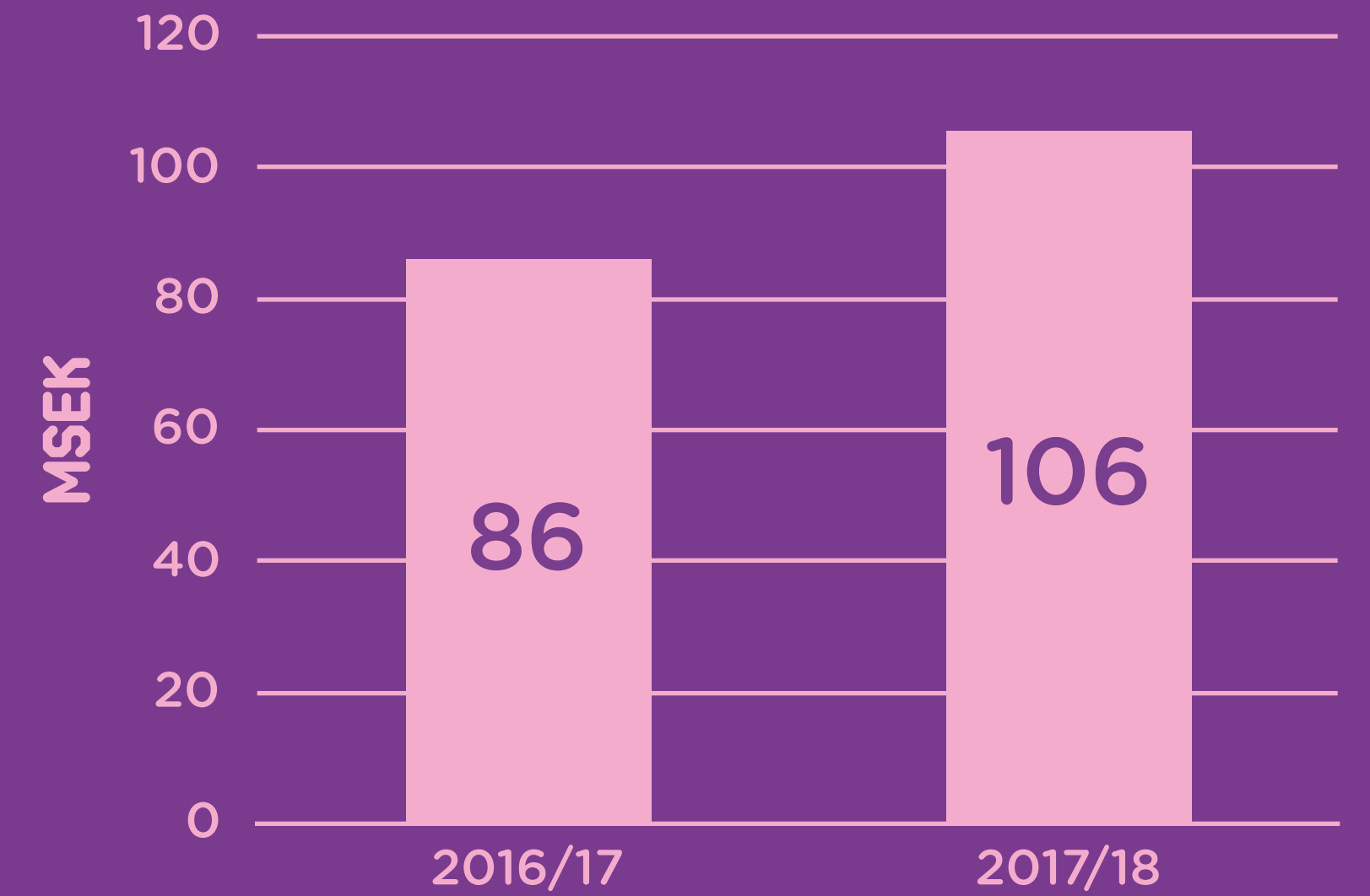
NET SALES



MARKETING



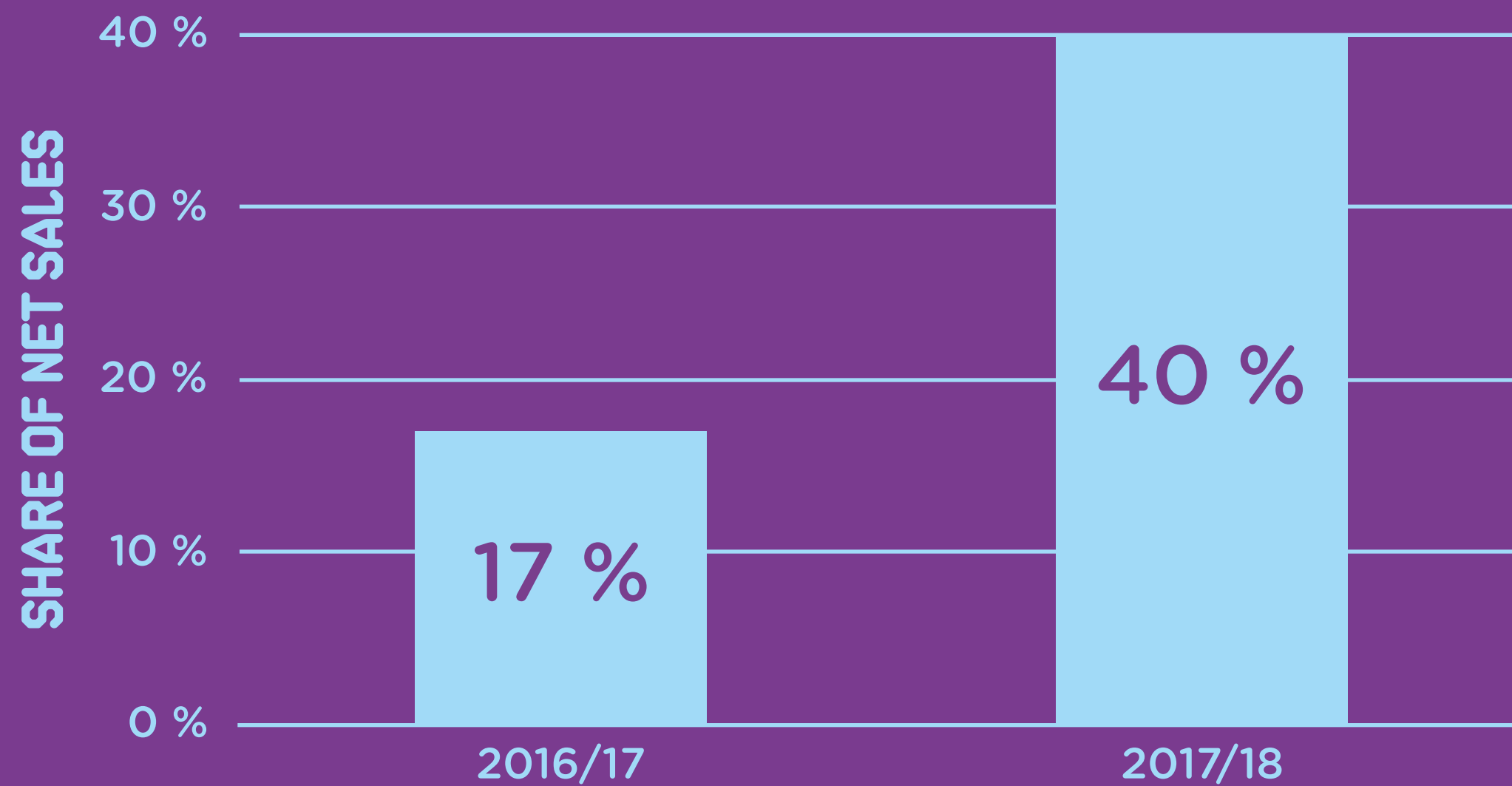
CONTRIBUTION



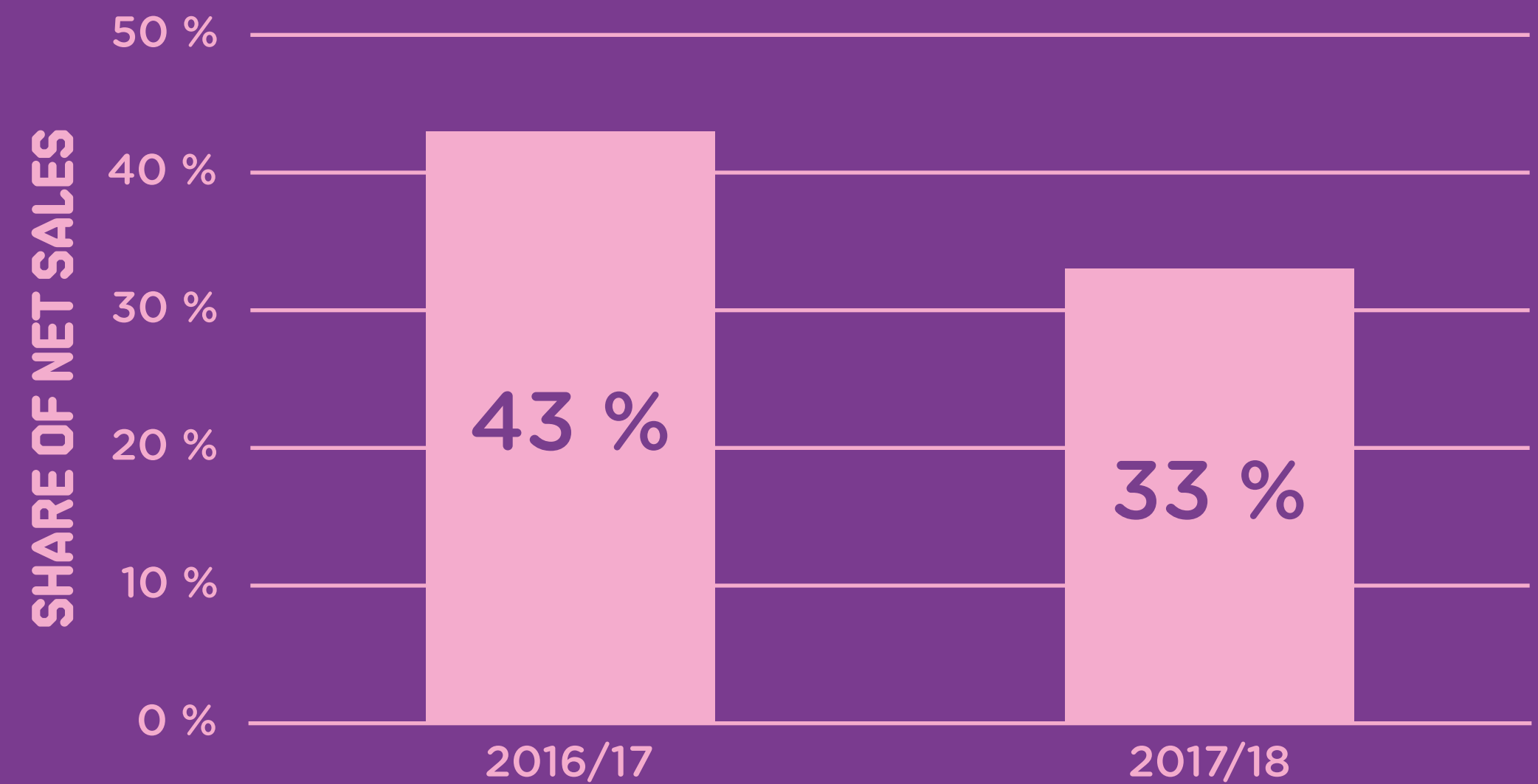
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BUSINESS MODEL

NET SALES FROM ADS



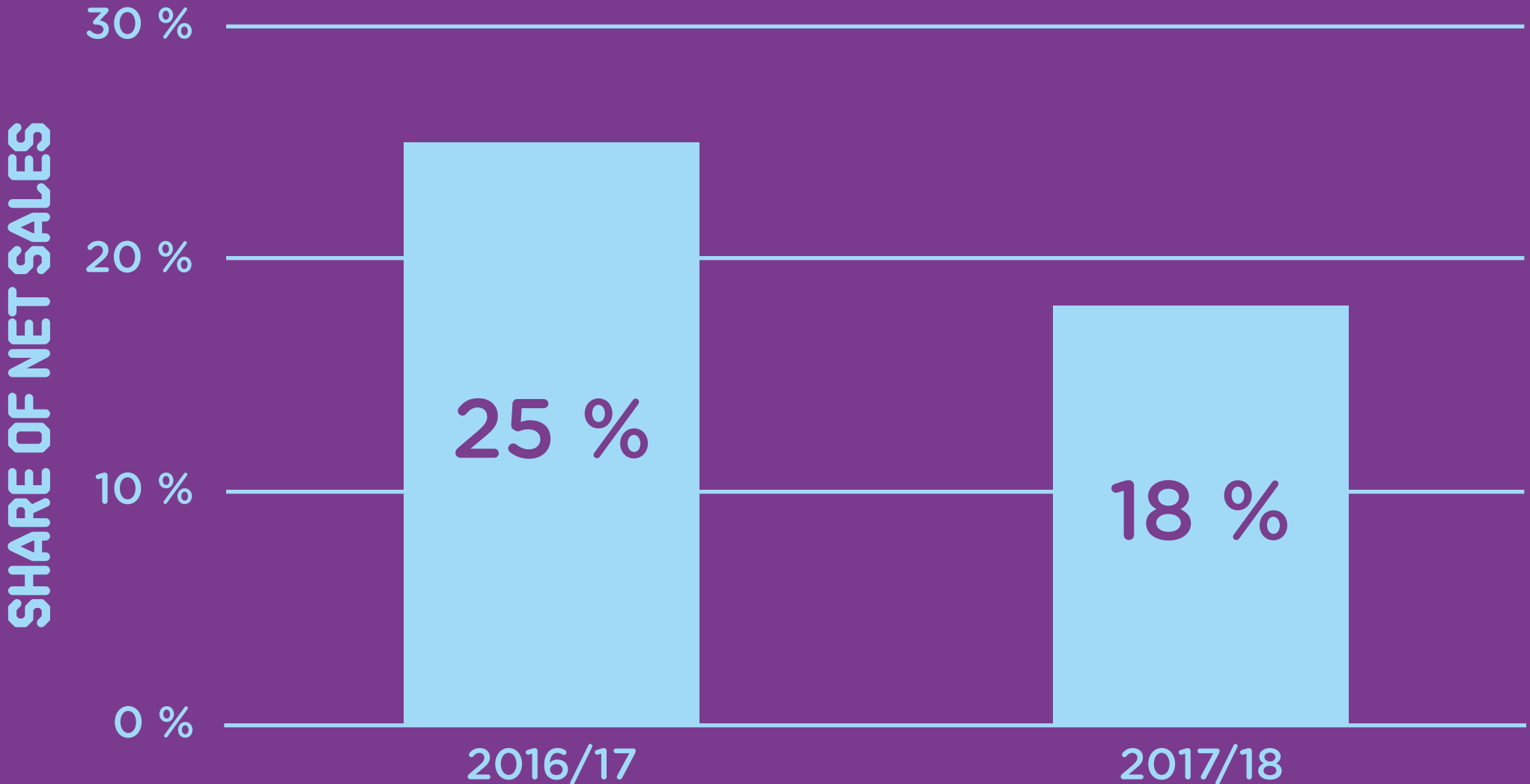
DIRECT MARKETING SPEND



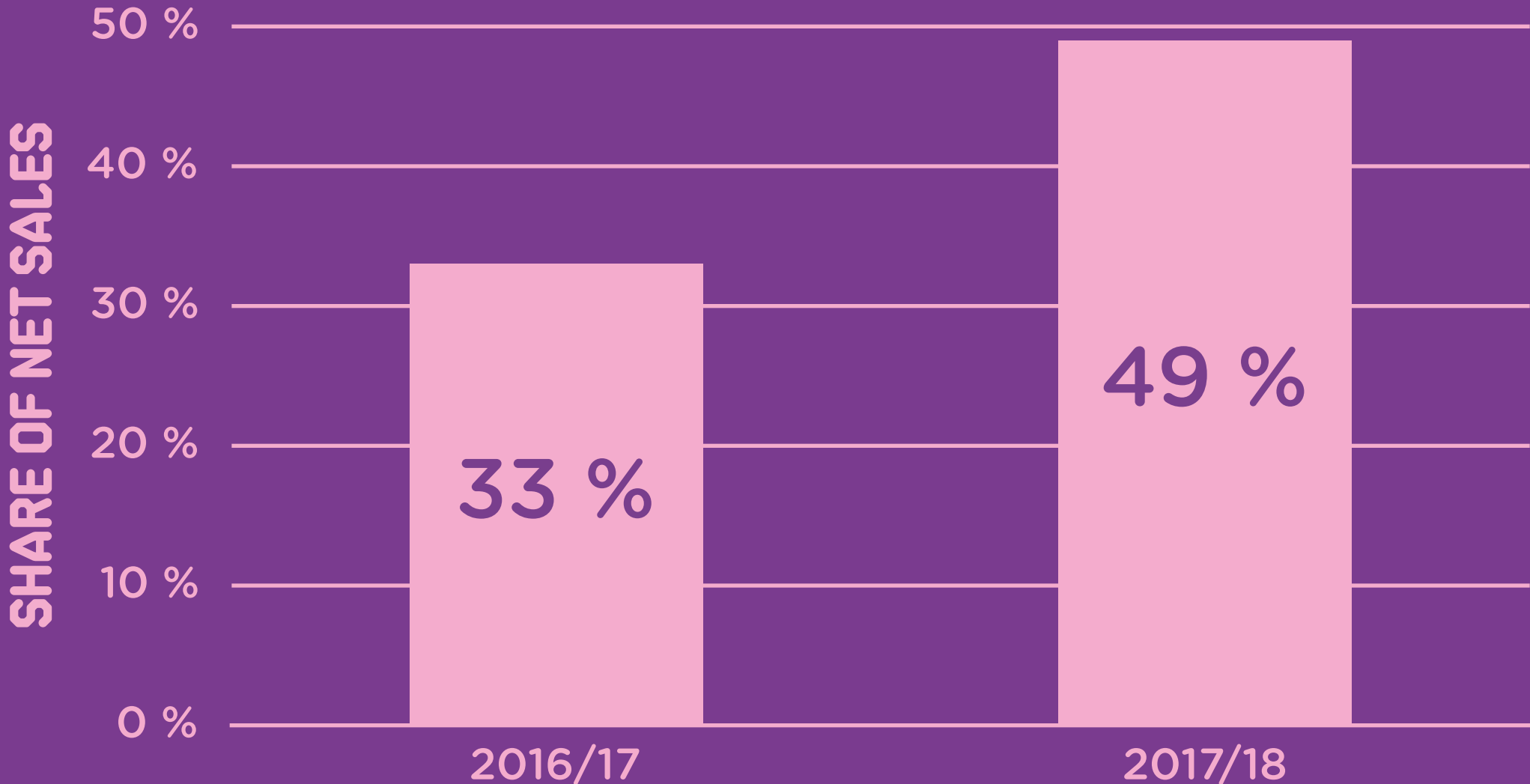
MAG

NET SALES CONVERSION

PLATFORM FEES



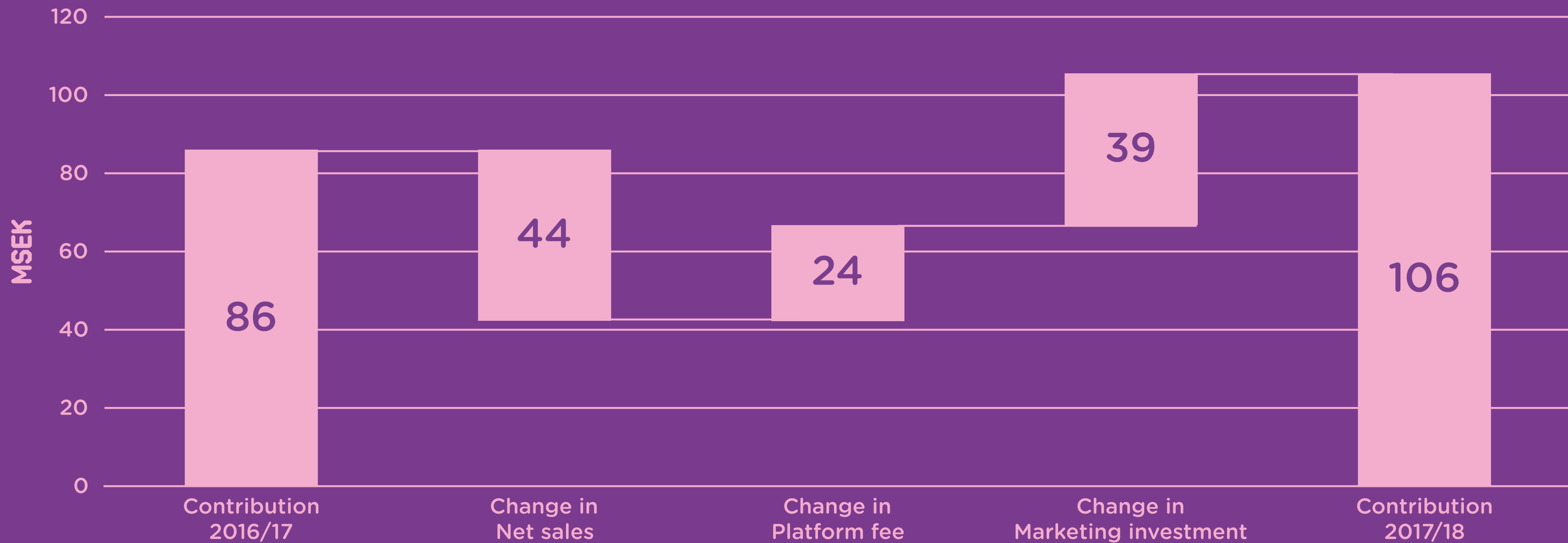
CONTRIBUTION MARGIN





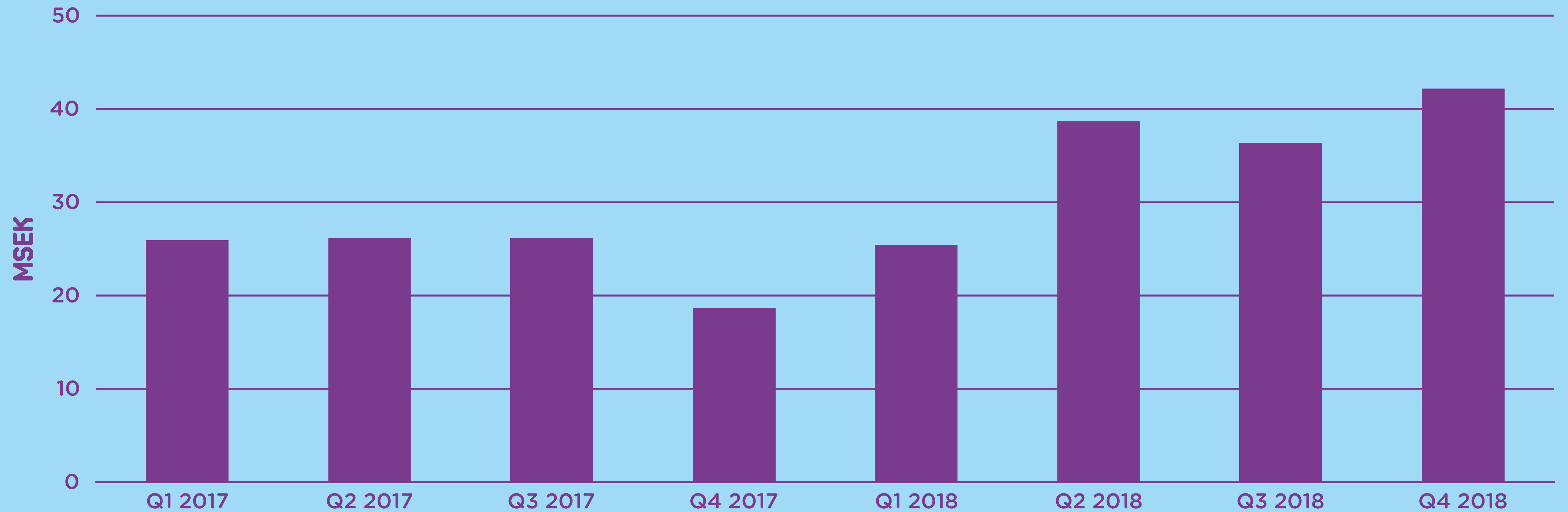
YEAR OVERVIEW CONTRIBUTION

CONTRIBUTION BRIDGE YEAR OVER YEAR



MAG

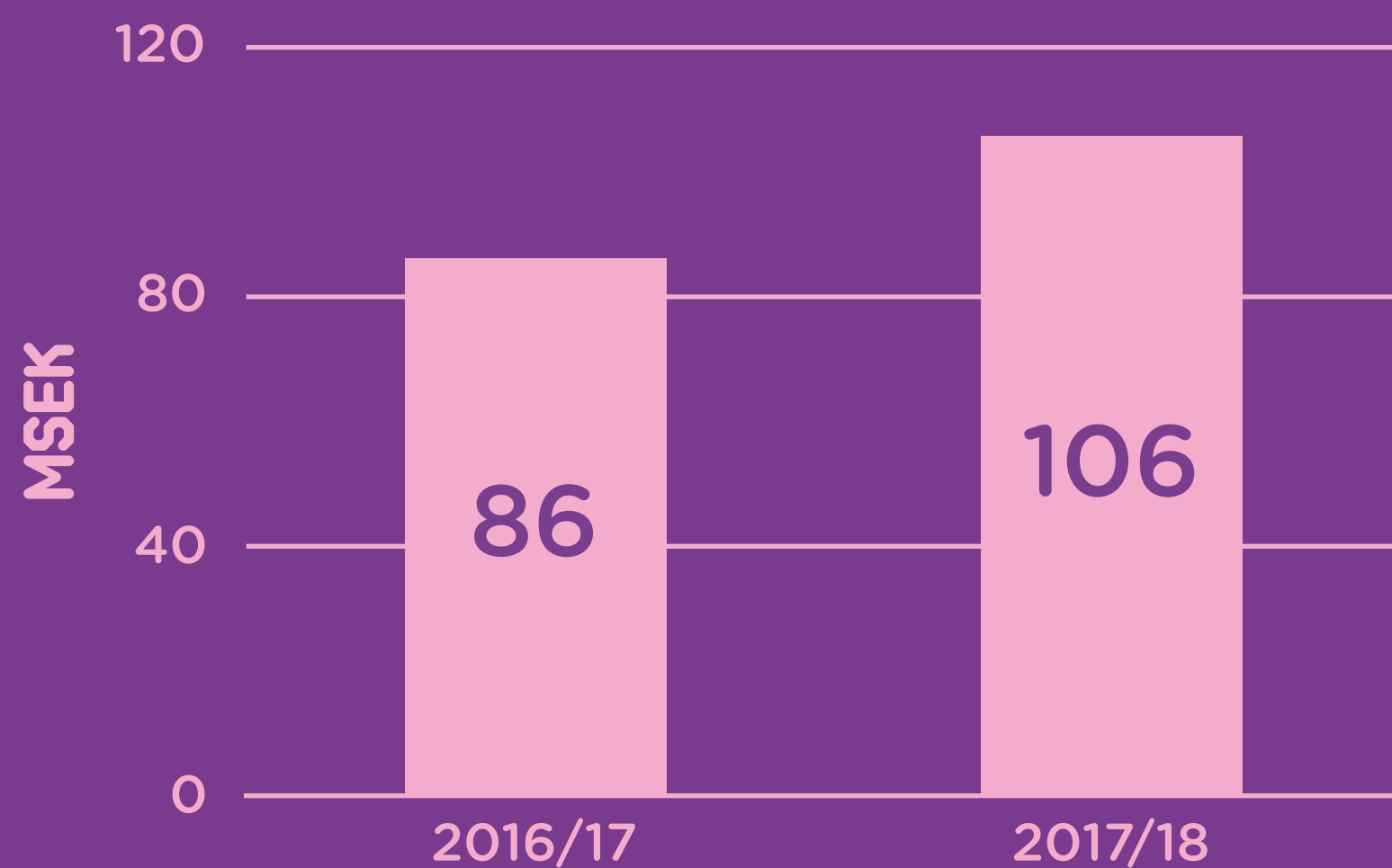
NET SALES EXCLUDING WORDBRAIN 1&2



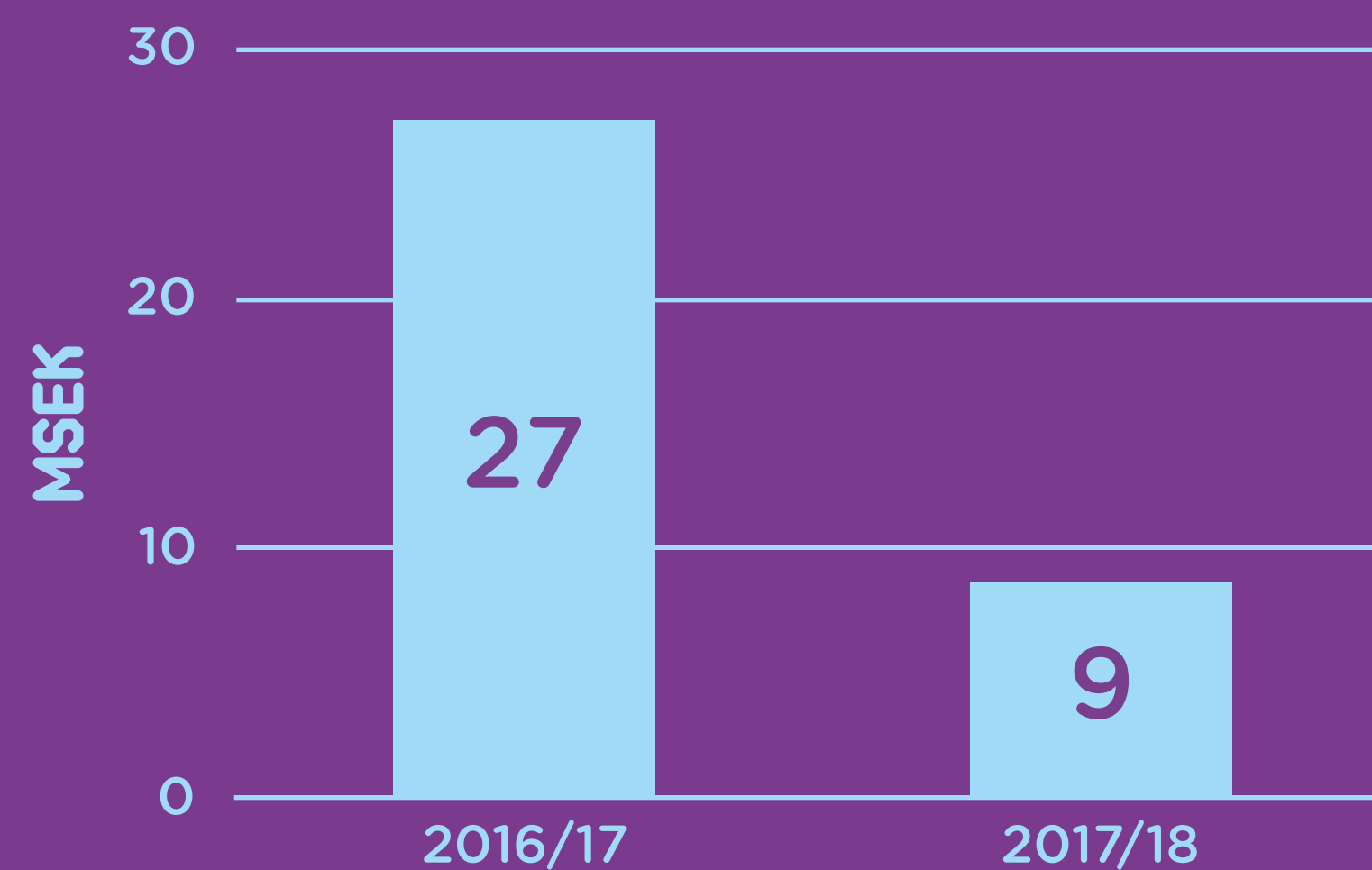
MAG

YEAR OVERVIEW

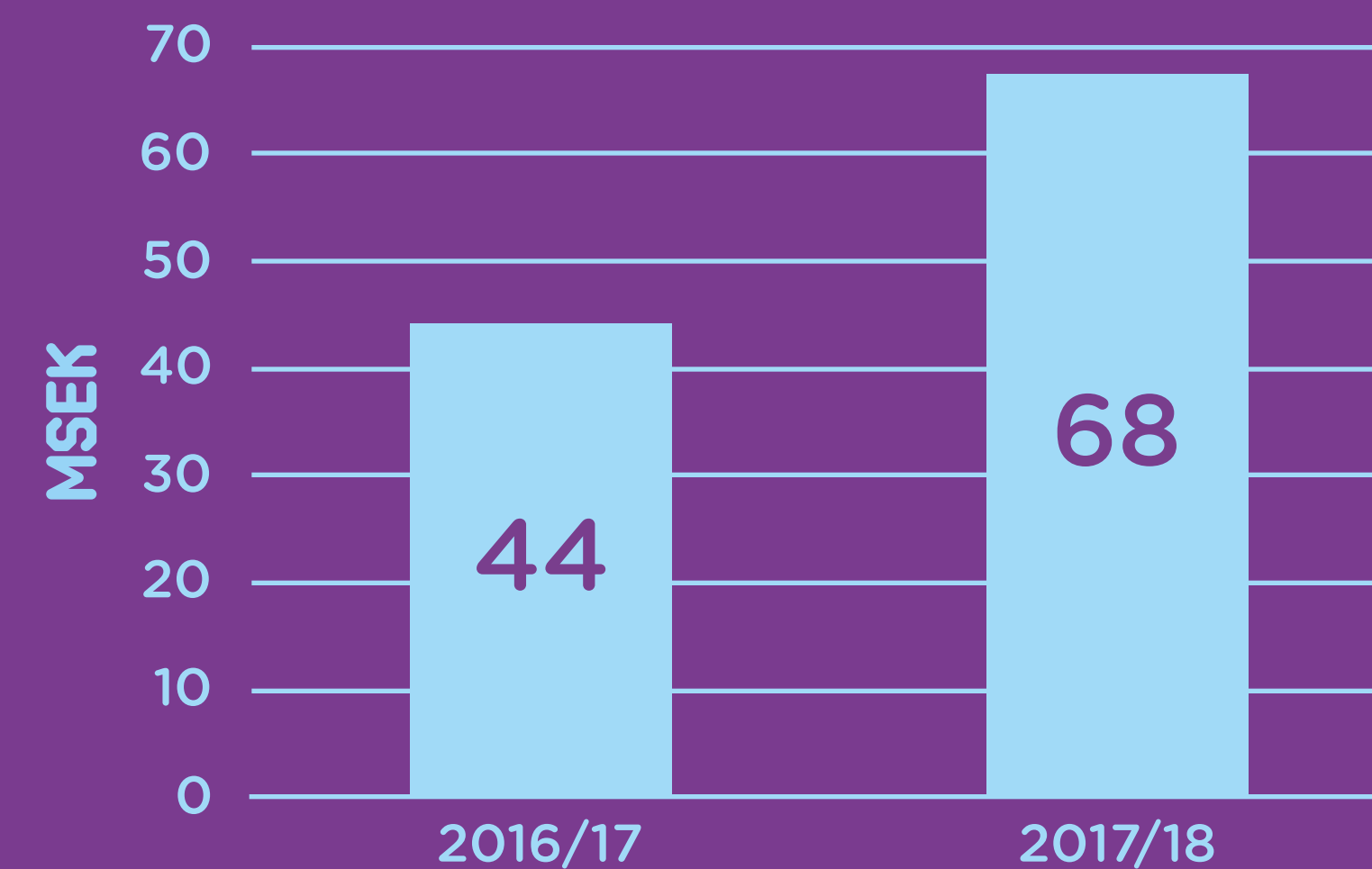
CONTRIBUTION



EBITDA [ADJUSTED*]



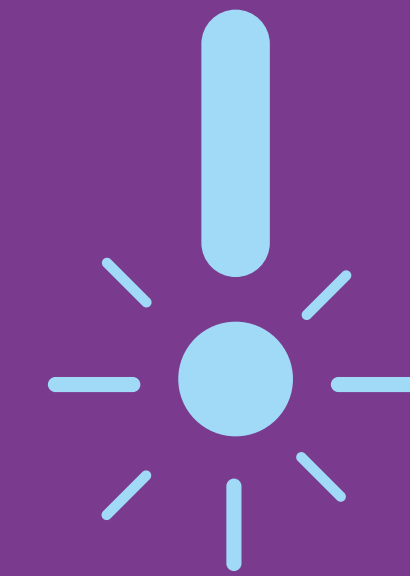
PERSONNEL [ADJUSTED*]



* ADJUSTED FOR COSTS FOR IPO AND ACQUISITION OF FED MEDIA

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JUNE-AUG

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GOOD TIMES

TOGETHER!