



MAG INTERACTIVE

MAG INTERACTIVE AB (PUBL)
INTERIM REPORT SEP-NOV 2017

2017/18

INTERIM REPORT SEP—FEB 2017/18

MAG INTERACTIVE AB (PUBL)

MAG INTERACTIVE IS A LEADING DEVELOPER AND PUBLISHER OF CASUAL MOBILE GAMES FOR A GLOBAL AUDIENCE. MAG INTERACTIVE REACHES OVER 10 MILLION ACTIVE PLAYERS EVERY MONTH AND THE GAME PORTFOLIO CONSISTS OF TEN SUCCESSFUL GAMES WITH OVER 200 MILLION DOWNLOADS, INCLUDING SUCCESSFUL TITLES RUZZLE, QUIZ DUEL AND WORDBRAIN, ALL OF WHICH HAVE REACHED #1 SPOTS ON THE APP STORE AND GOOGLE PLAY. WITH OFFICES LOCATED IN STOCKHOLM AND BRIGHTON, MAG INTERACTIVE'S GAMES ARE DISTRIBUTED THROUGH VIRTUAL APP STORES ALLOWING FOR GLOBAL REACH WITH MINIMUM EFFORT. MAG INTERACTIVE IS LISTED ON NASDAQ FIRST NORTH PREMIER WITH TICKER MAGL FOR MORE INFORMATION VISIT WWW.MAGINTERACTIVE.COM.

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AUDIENCE

200M+ PLAYERS

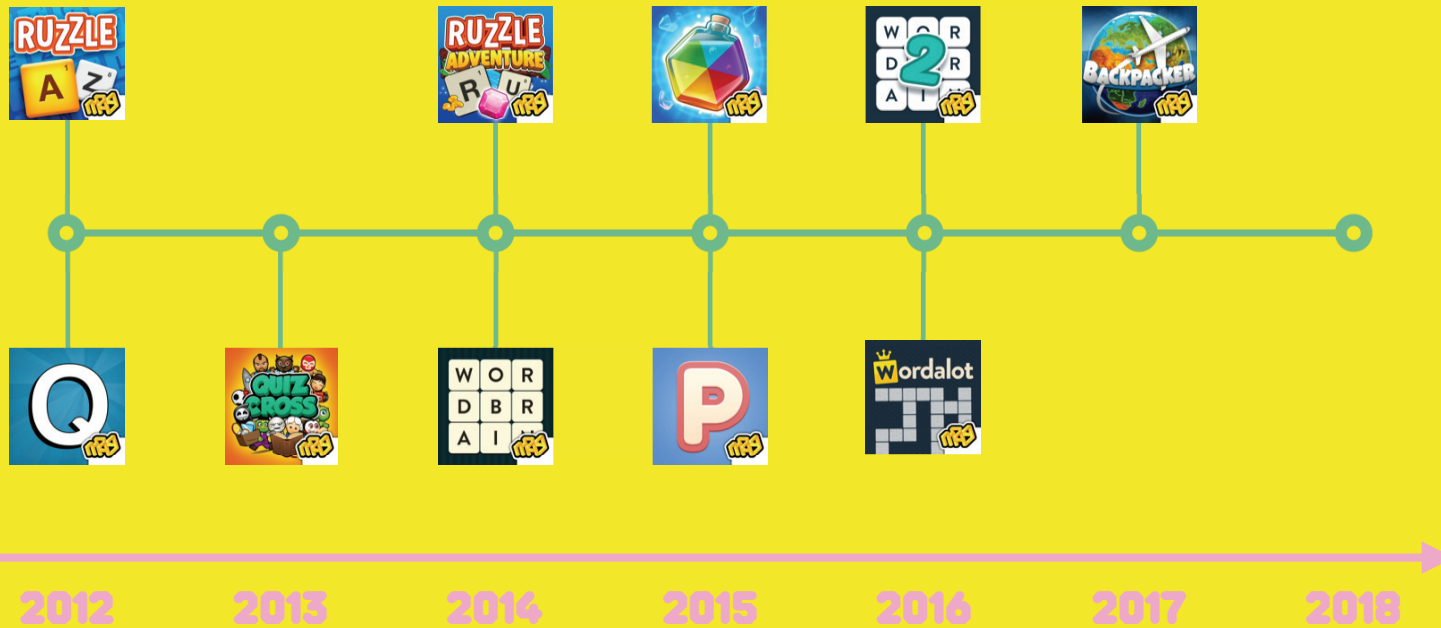
10 GAMES IN 6 YEARS



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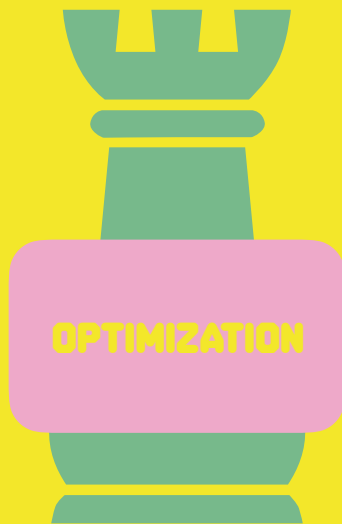
GAMES

ALL GAMES HAVE OVER
1 MILLION DOWNLOADS AND COUNTING!



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STRATEGY



OPTIMIZATION

10 M PLAYERS
PORTFOLIO MANAGEMENT
OPTIMIZATION OF GAMES
CROSS PROMOTION



PORTFOLIO

10 GAMES
BIGGER PORTFOLIO
INCREASED STABILITY
AMBITION : 2-4 GAMES PER YEAR



ANALYTICS

INFRASTRUCTURE
GAME ANALYTICS, LTV
PREDICTIONS AND
SEGMENTATION

MAG

DEC-FEB

HIGHLIGHTS!

STRONG GROWTH IN DAU

STRONG GROWTH IN GAME CONTRIBUTION

REVENUES DOWN YOY - UP QOQ

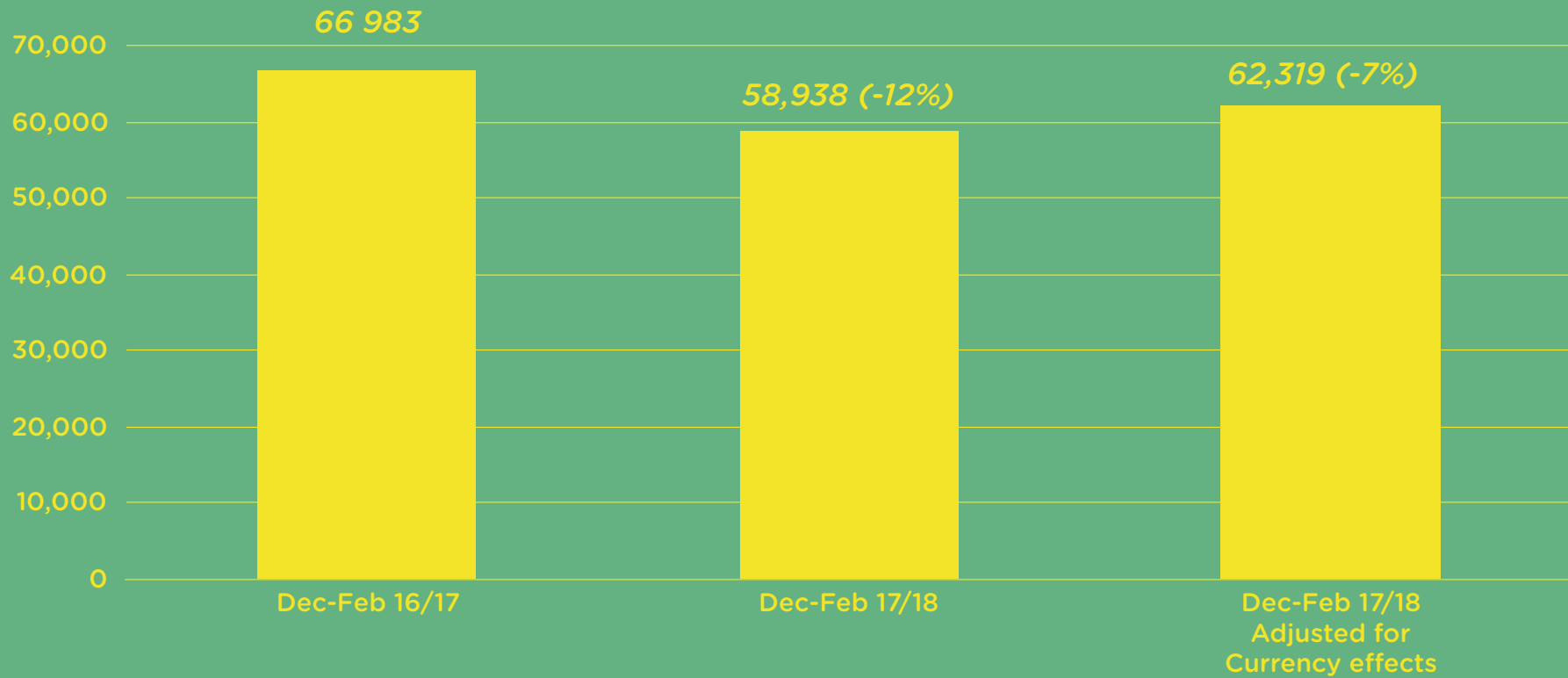
MARKETING SPEND SLIGHTLY UP QOQ

WORD DOMINATION!

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SALES

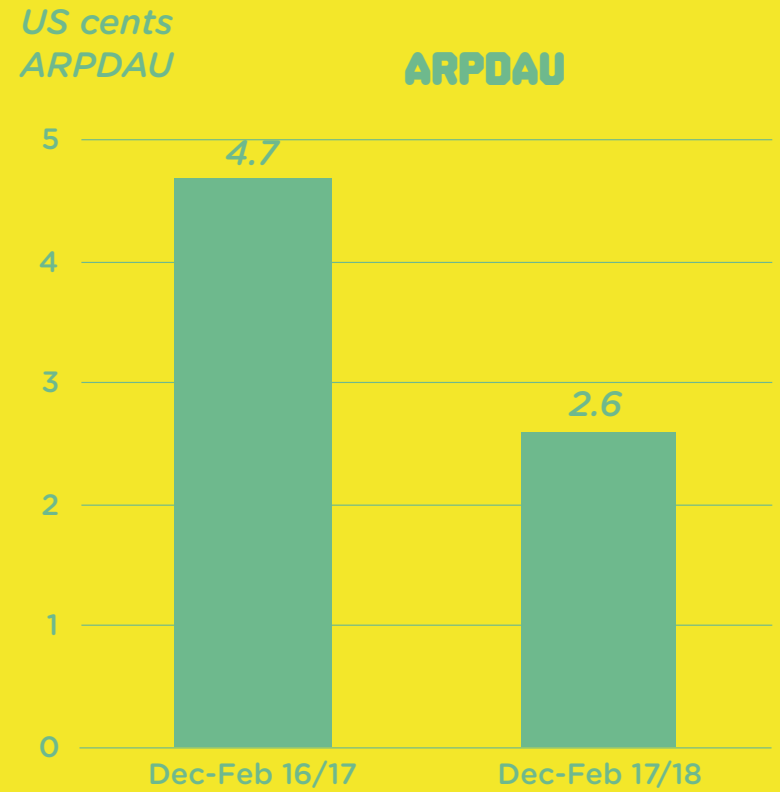
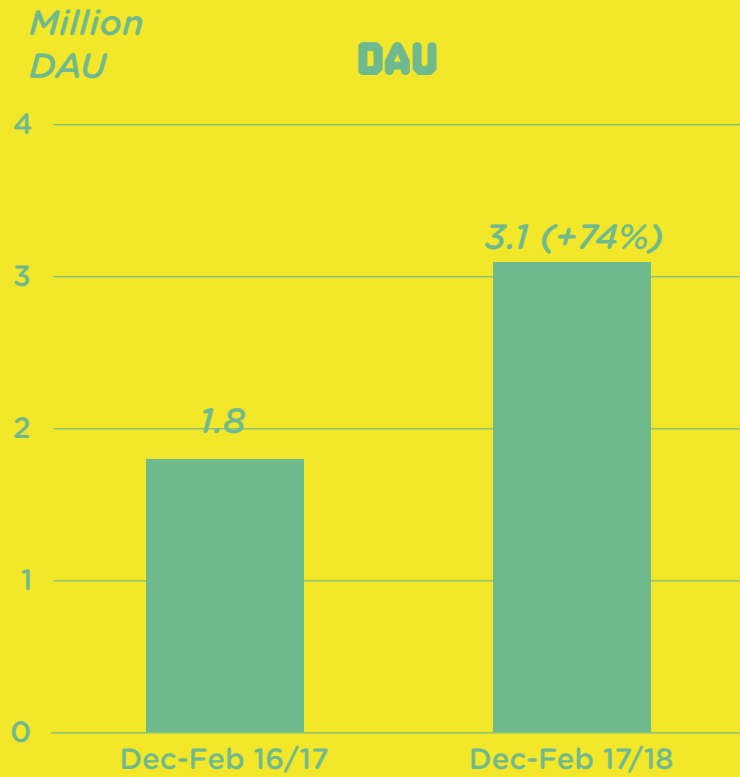
NET SALES



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USERS

ACTIVE USERS



Quiz Duel

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MARKETING

MARKETING SPEND

KSEK

30,000

27,556 KSEK

20,000

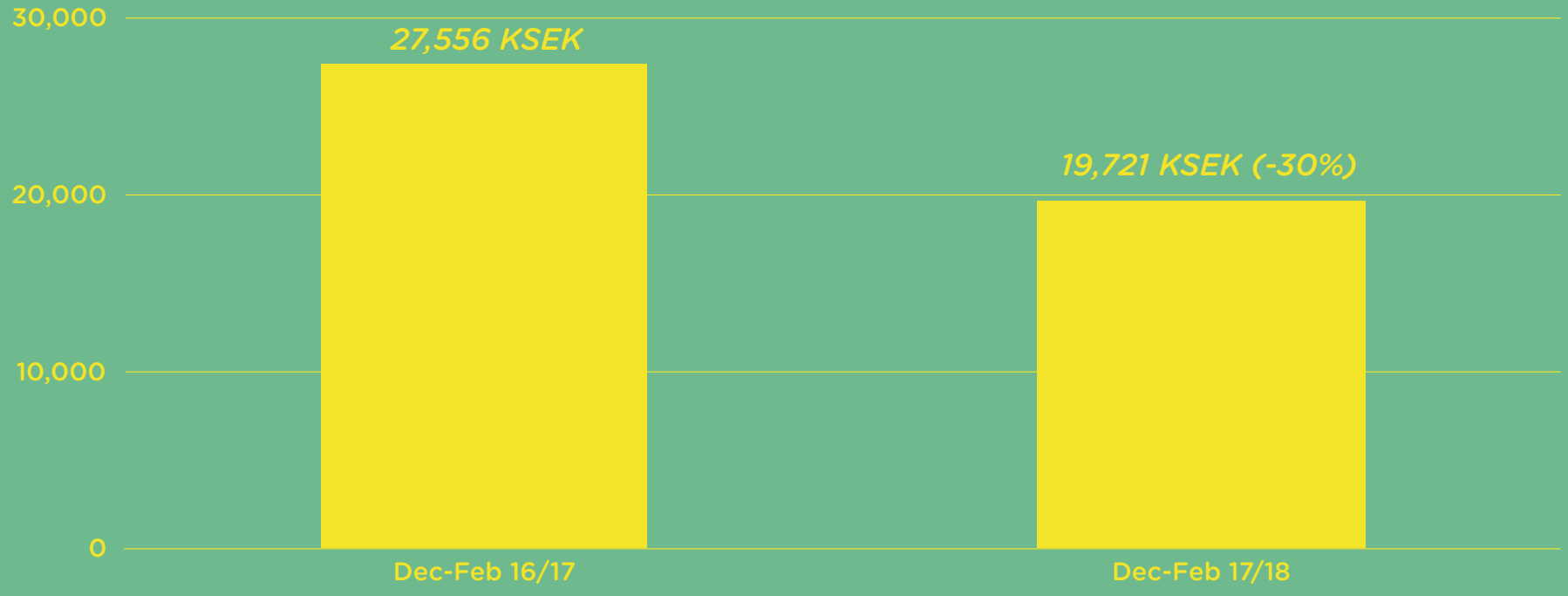
19,721 KSEK (-30%)

10,000

0

Dec-Feb 16/17

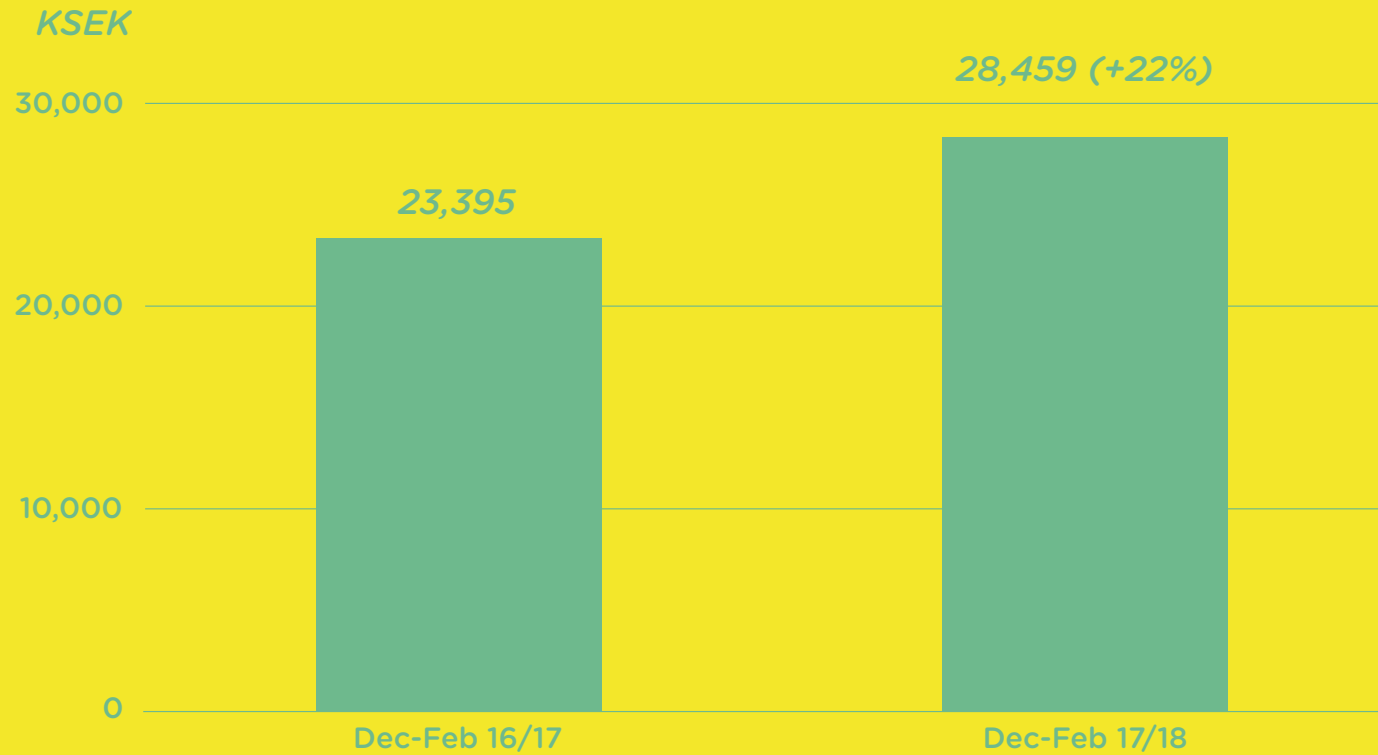
Dec-Feb 17/18



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CONTRIBUTION

GAME CONTRIBUTION

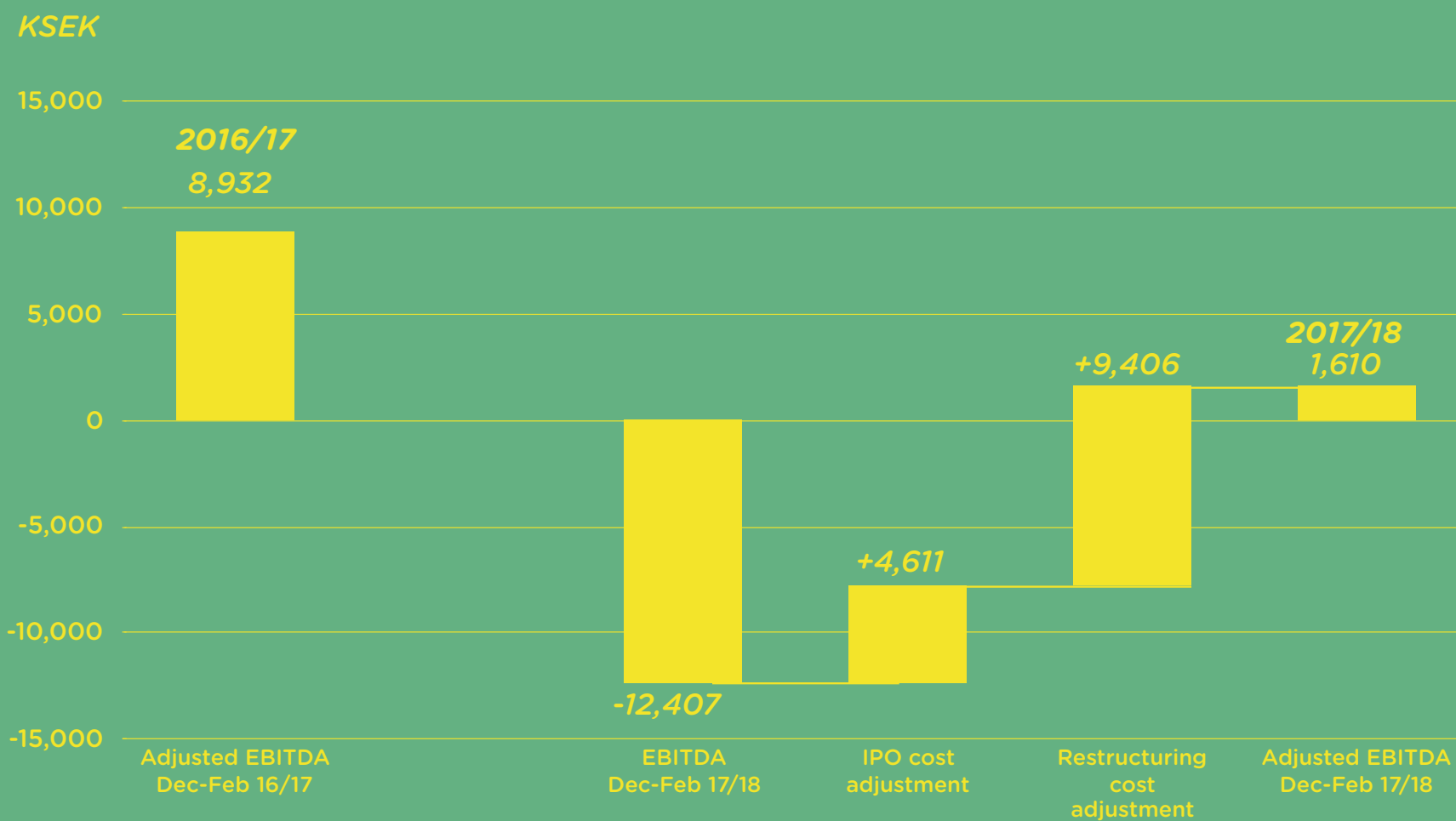


Game Contribution = Net sales - Platform fees - Performance marketing

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BRIDGE

ADJUSTED EBITDA Q2 DEC-FEB 17/18 [BRIDGE]



Total IPO costs concluded at 15.8 MSEK



BALANCE SHEET MAIN CHANGES YTD

BALANCE SHEET

	TSEK	AUG 2017	FEB 2018	CHANGE %	COMMENT
GOODWILL		7,976	69,371	770%	FEO MEDIA AB
OTHER INTANGIBLE		30,976	66,790	116%	FEO MEDIA AB
OTHER NON-CURRENT		5,798	8,606		
CASH		40,561	230,430	468%	IPO ISSUE
OTHER CURRENT		54,800	59,503		
TOTAL ASSET		140,111	434,700		
OWNERS EQUITY		98,907	342,602	246%	
LONG TERM DEBT		14,652	54,199	270%	FEO MEDIA 35 MSEK DEBT
CURRENT LIABILITIES		26,552	37,899		
TOTAL LIABILITIES & EQUITY		140,111	434,700		

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QUIZ DUEL

POTENTIAL FOR Quiz Duel

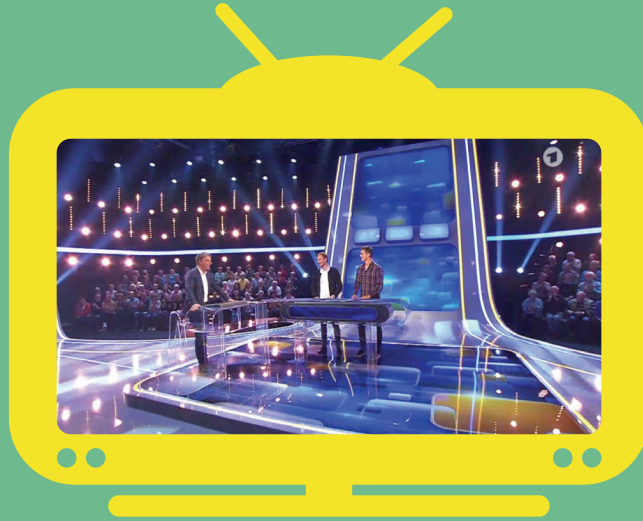
ARPPDAU WITH ROOM FOR IMPROVEMENT

MASSIVE DAU AND GREAT LONG TERM RETENTION

X-PROMO TESTS LOOK VERY PROMISING

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GAME TV-SHOW



Quiz Duel TV

3 MILLION DAILY VIEWERS

5TH SEASON, 27 EPISODES

NEW SHOW EVERY MONDAY AND THURSDAY

PLUS "QUIZDUELL-OLYMP" FRIDAYS AT SIX

WORD DOMINATION

LAUNCH DURING APRIL - JUNE





HIGHLIGHTS



STRONG GROWTH IN DAU

POTENTIAL IN QUIZ DUEL IS MASSIVE

LAUNCH OF WORD DOMINATION COMING UP

THE END