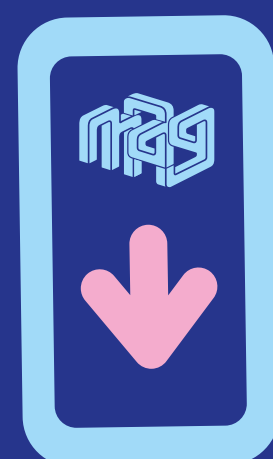


MAG INTERACTIVE

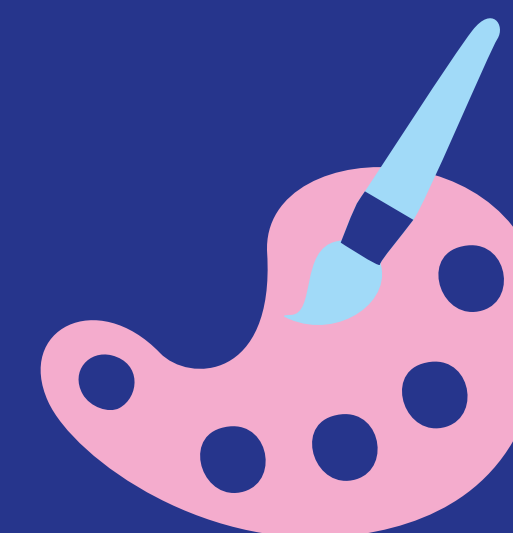
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q4 HIGHLIGHTS

STRONG SUMMER UPDATES

CONTINUED PROFITABILITY

CROZZLE SOFT LAUNCH

CROZZLE



CARD KING



PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE

45
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN

17
MSEK

LIVE OPS



TILE MANSION



WORD MANSION



WORDBUBBLES!

NEW GAMES



OTHER



PRIMETIME



WORDALOT



WORD PEACE

5
MSEK



WORDBRAIN 2



WORDBLOBS

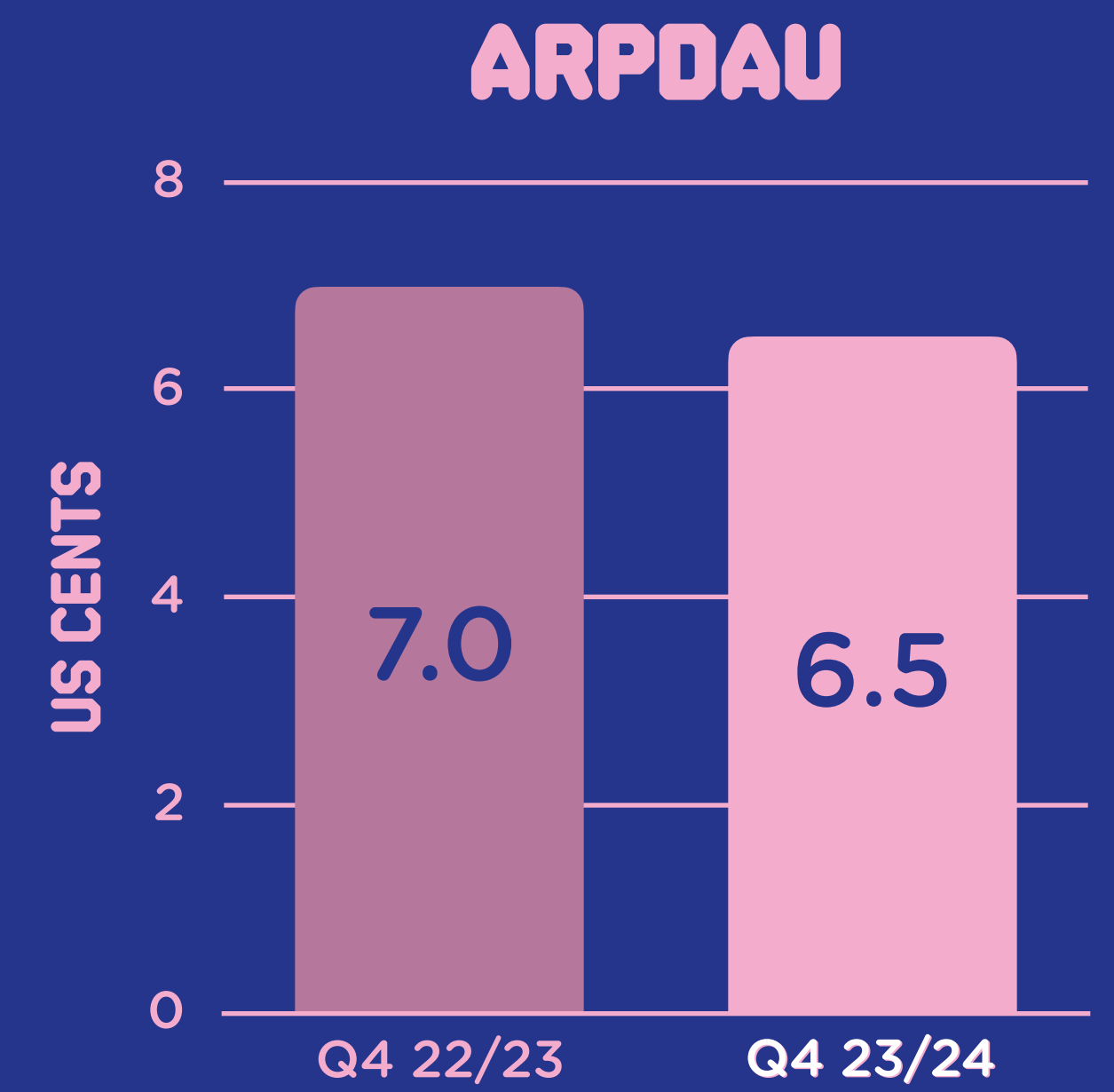
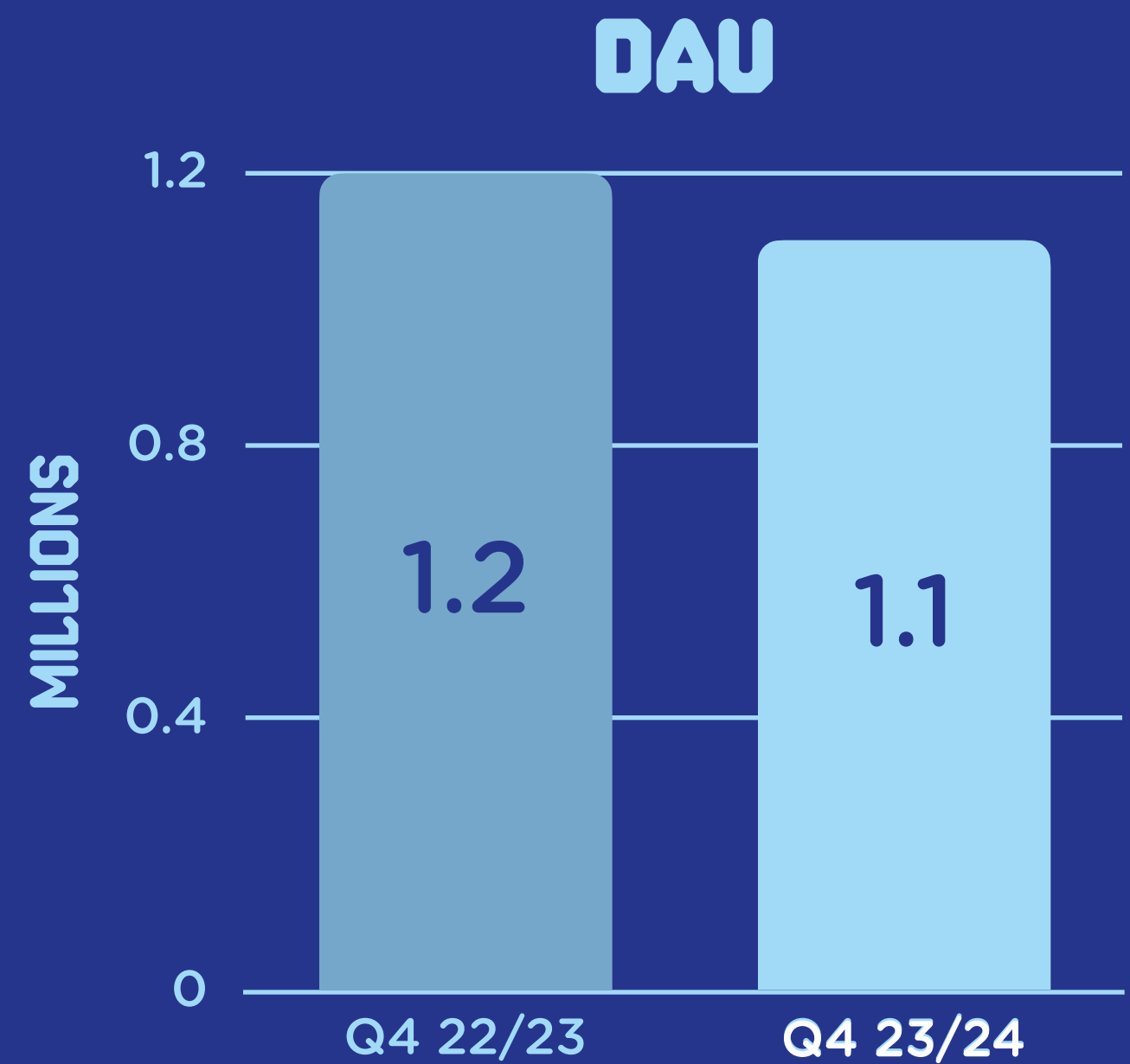
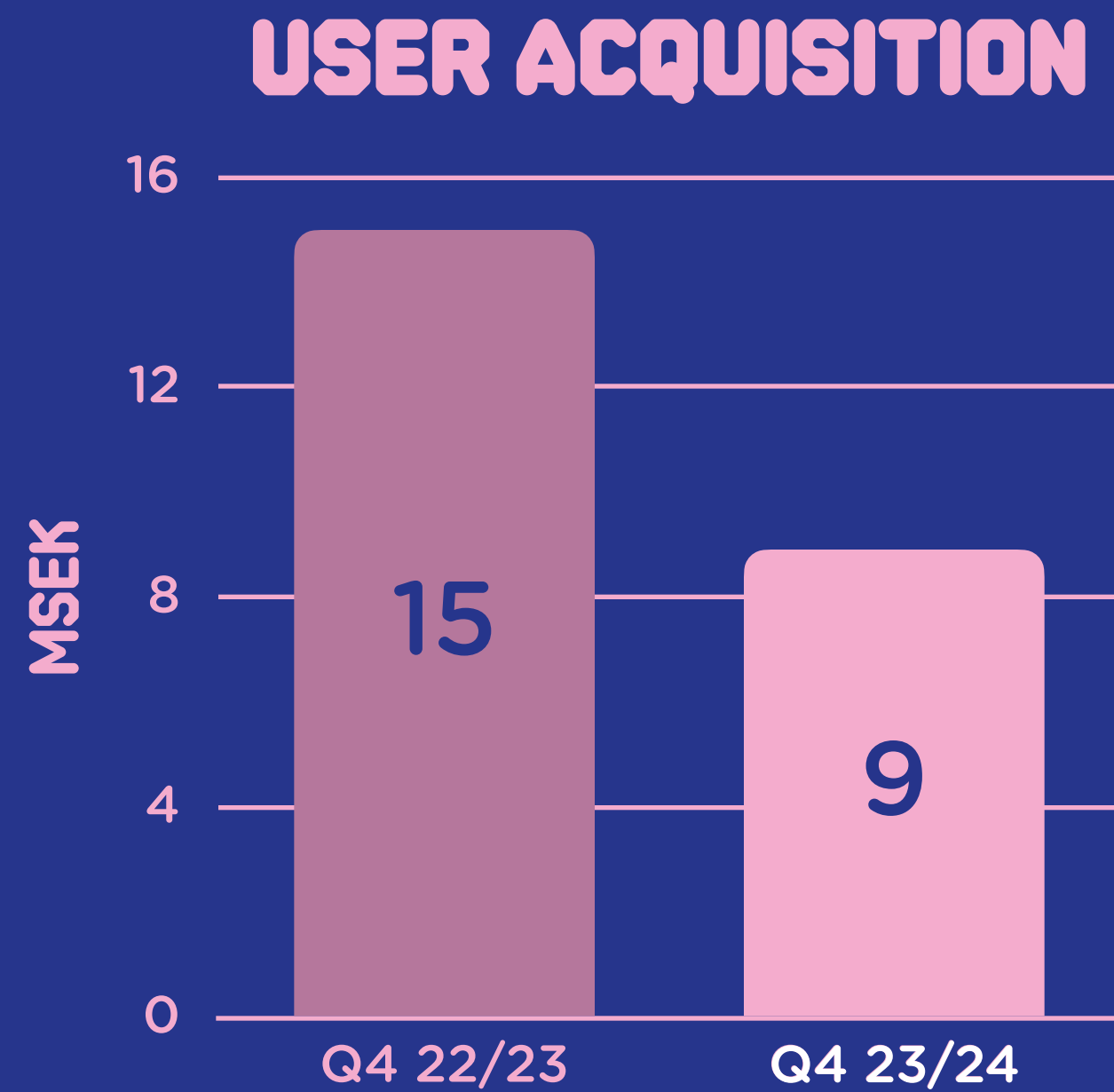


WORDWHIZZLE

MATURITY

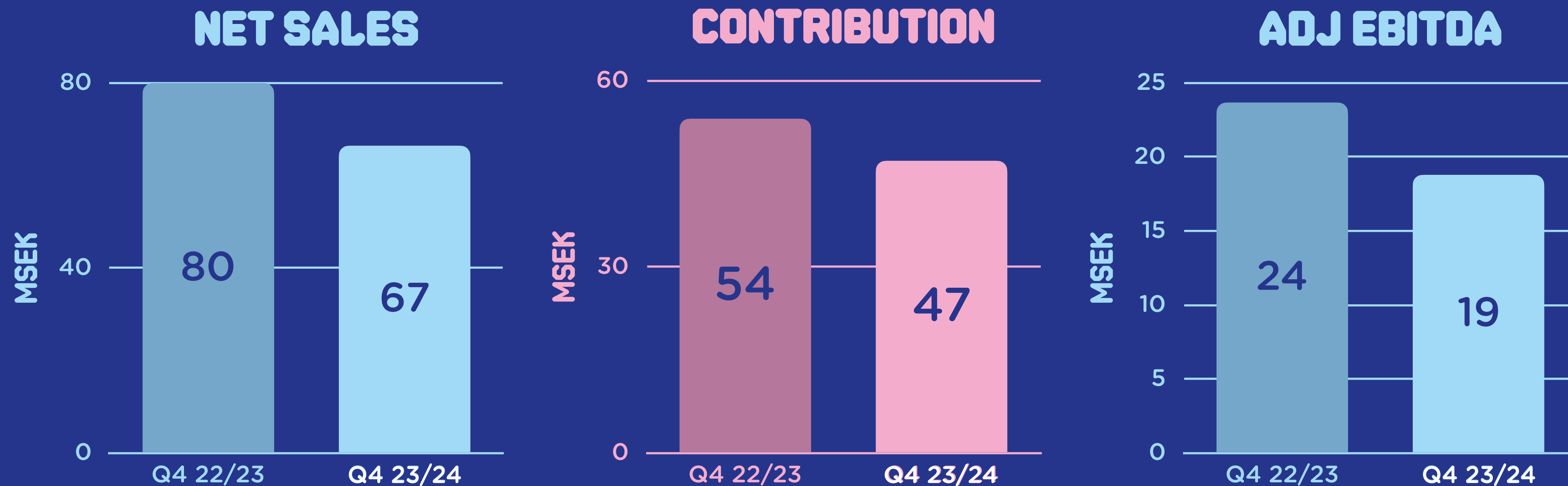
AUDIENCE KPIS

COMPARED TO Q4 2022/23



DAU AND ARPPDAU IMPACTED BY LOWER UA VOLUMES
DAU IS STABLE SEQUENTIALLY

IMPACT FROM LOW USER ACQUISITION

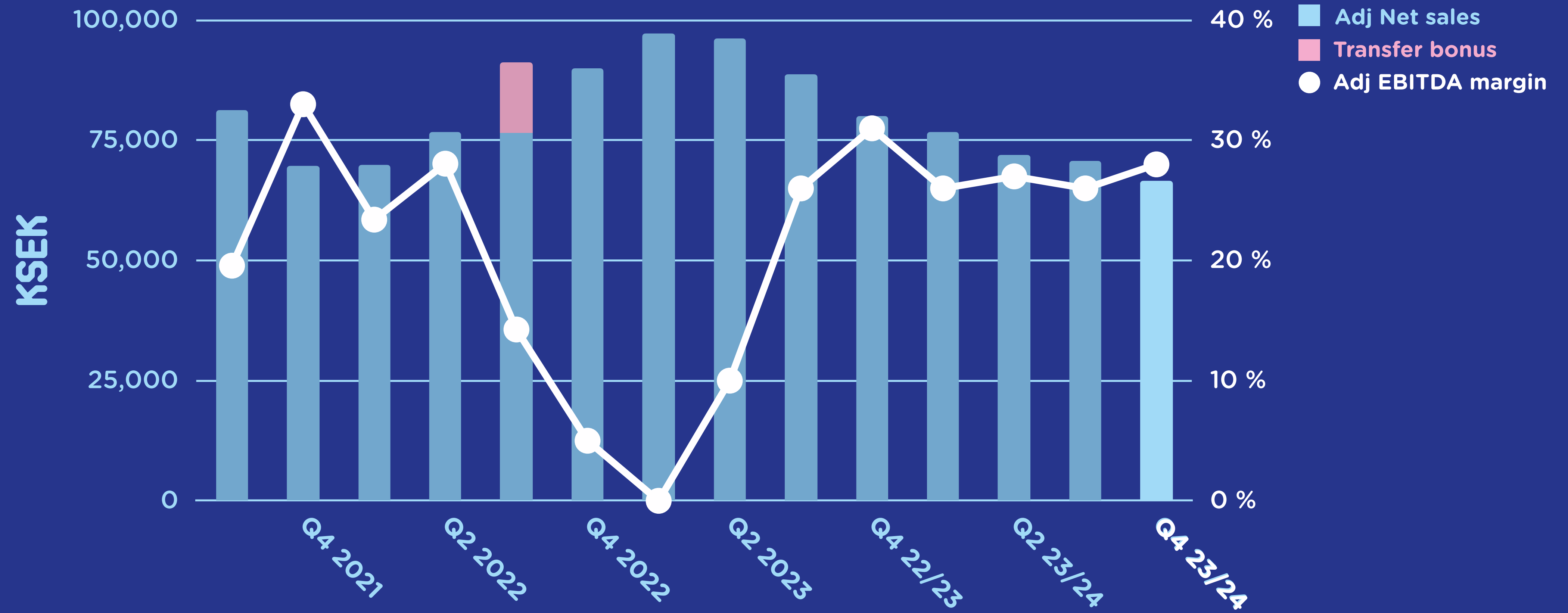


OVERALL SEQUENTIAL STABILITY

HEALTHY UNDERLYING CASH GENERATION - 122 MSEK CASH BALANCE

UA FLUCTUATION IMPACT

PROFIT STABILIZED BACK TO PRE-2023 LEVELS



GROWTH ENGINES



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

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

LOOKING AHEAD

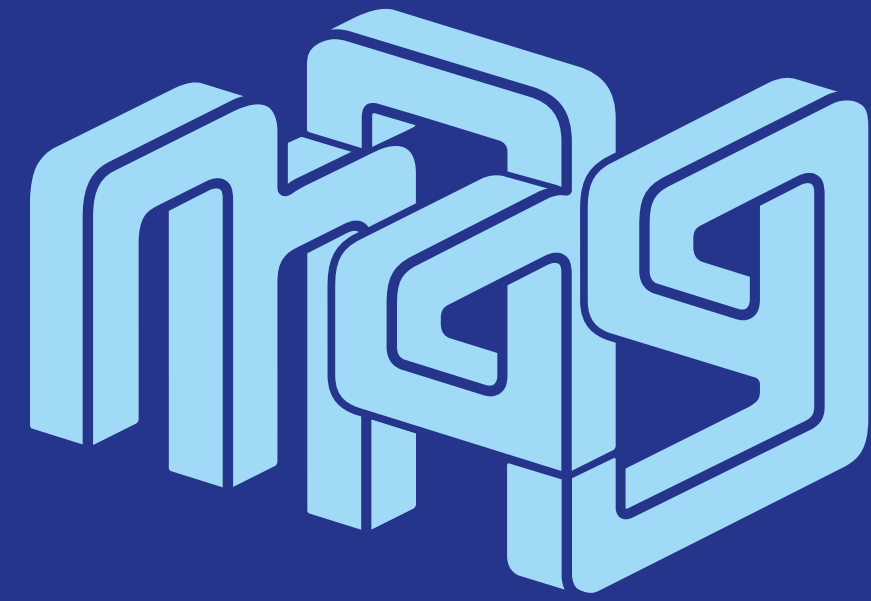
EXPAND ON QUIZDUEL WINS

USER ACQUISITION CHALLENGE

CROZZLE - CONTINUE SOFT LAUNCH



Q4 2023/2024



MAG INTERACTIVE

SOFT LAUNCH
CROZZLE

66 MSEK
NET SALES

19 MSEK
ADJ EBITDA

**“WE CONTINUE TO RUN A
STABLE AND PROFITABLE
BUSINESS. OUR Q4 EBITDA
MARGIN WAS 28%”**

-DANIEL HASSELBERG, CEO

