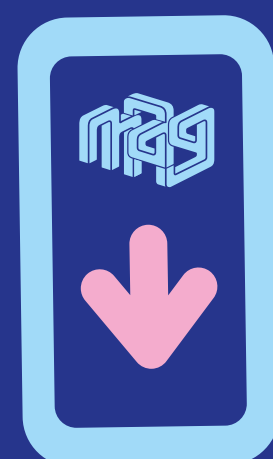


MAG INTERACTIVE

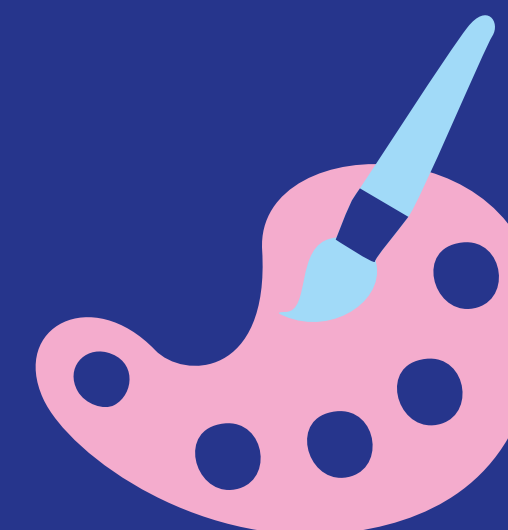
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q1 HIGHLIGHTS

SEQUENTIAL REVENUE GROWTH

INCREASED UA BEHIND QUIZDUEL

PRIMETIME DIVESTMENT

INVESTMENTS IN PLATFORM AND NEW GAMES

DIVIDEND OF 1 SEK PER SHARE

PRIMETIME

SOLD WITH EFFECT JAN 1ST

5 MSEK IMPROVED ANNUAL EBIT

7 MSEK LOWER SALES

7 EMPLOYEES EFFECTED

EFFECT ON Q2: JANUARY + FEBRUARY

CROZZLE SOFT LAUNCH

>100K DOWNLOADS



PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE

47
MSEK



WORD DOMINATION



RUZZLE



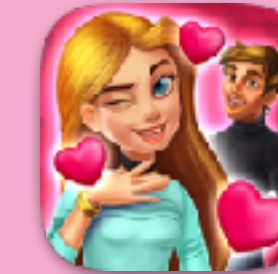
WORDBRAIN

17
MSEK

LIVE OPS



TILE MANSION



WORD MANSION



WORDBUBBLES!

NEW GAMES



OTHER



PRIMETIME



WORDALOT



WORD PEACE

5
MSEK



WORDBRAIN 2



WORDBLOBS

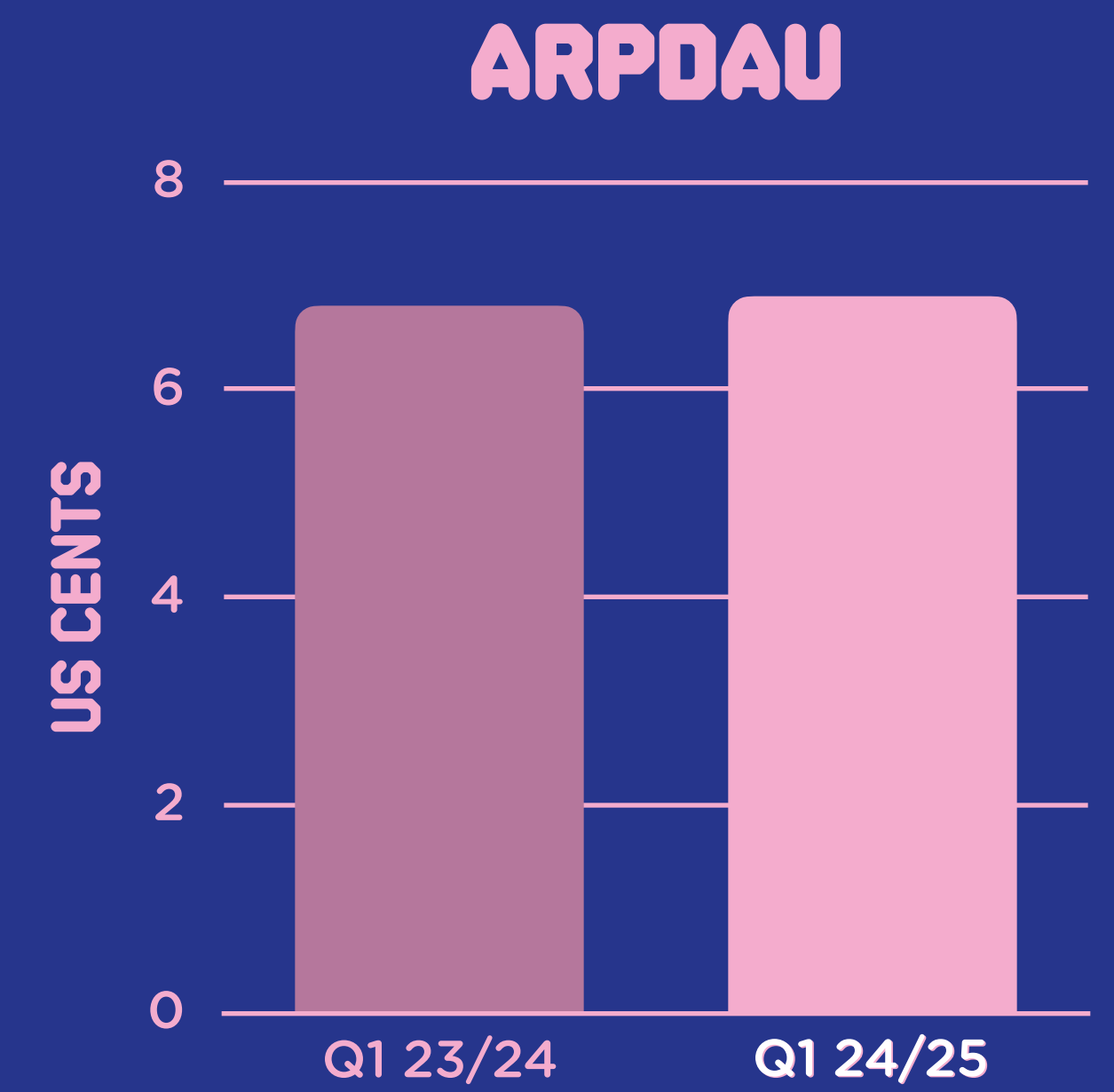
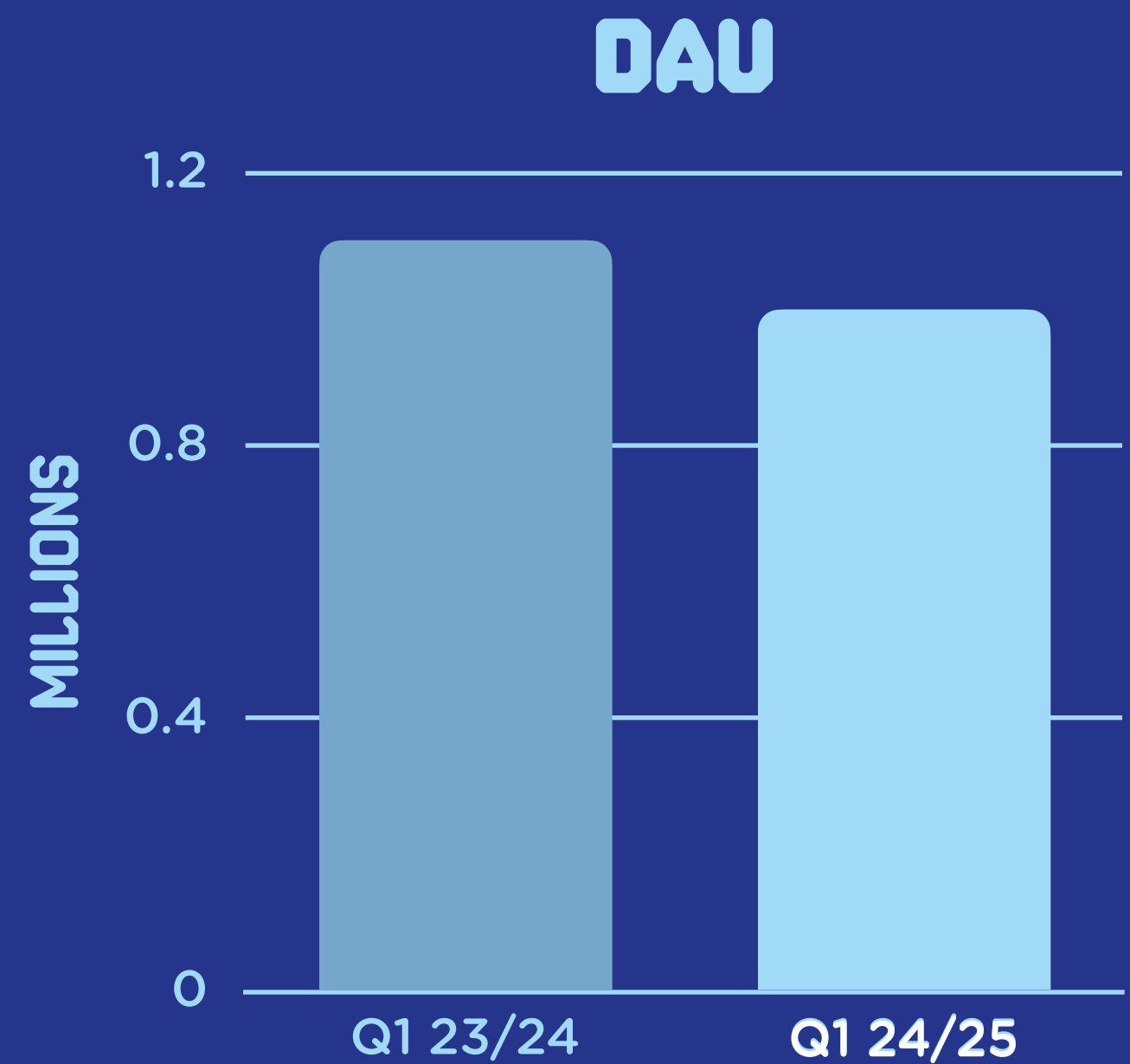
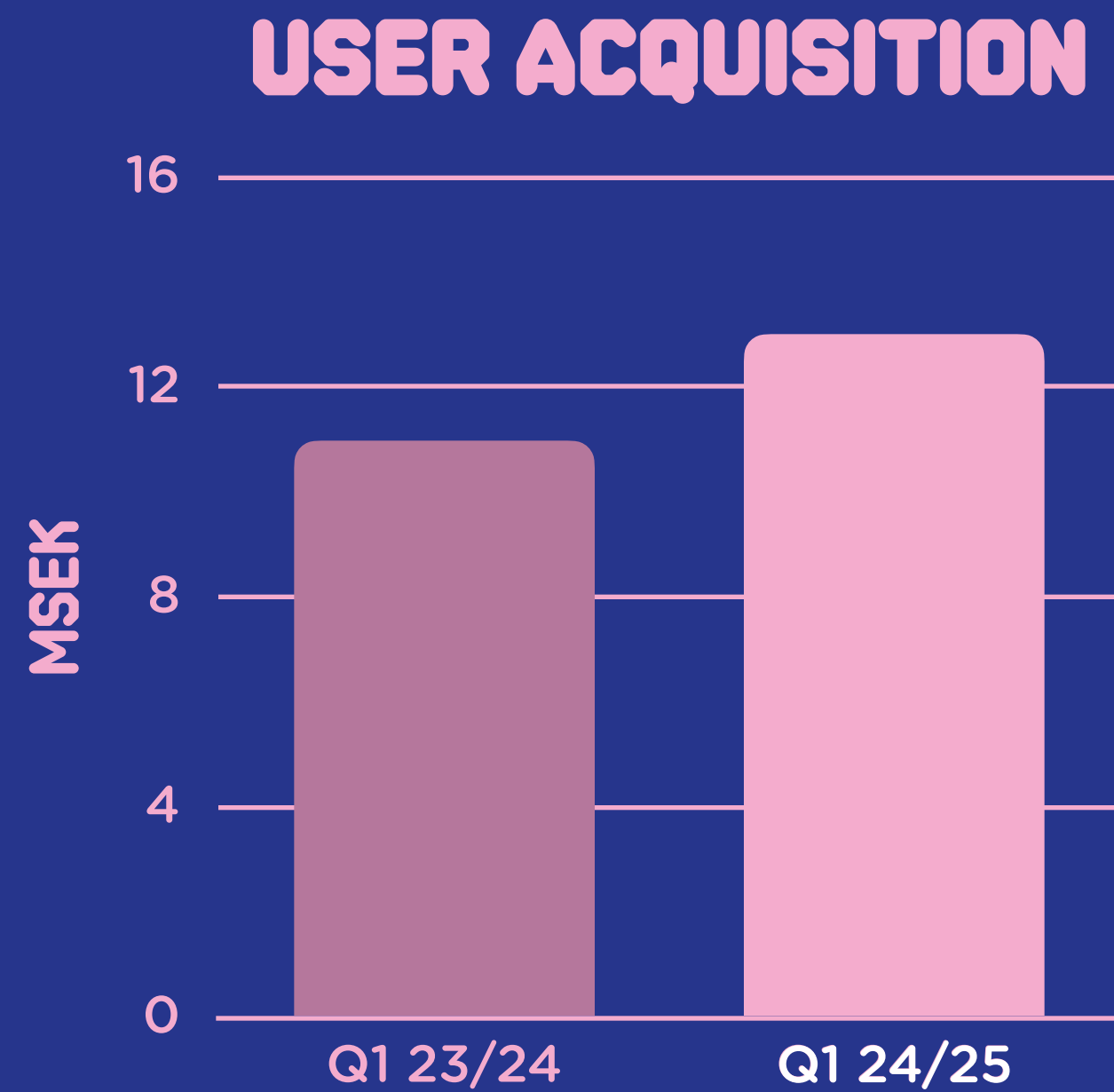


WORDWHIZZLE

MATURITY

AUDIENCE KPIS

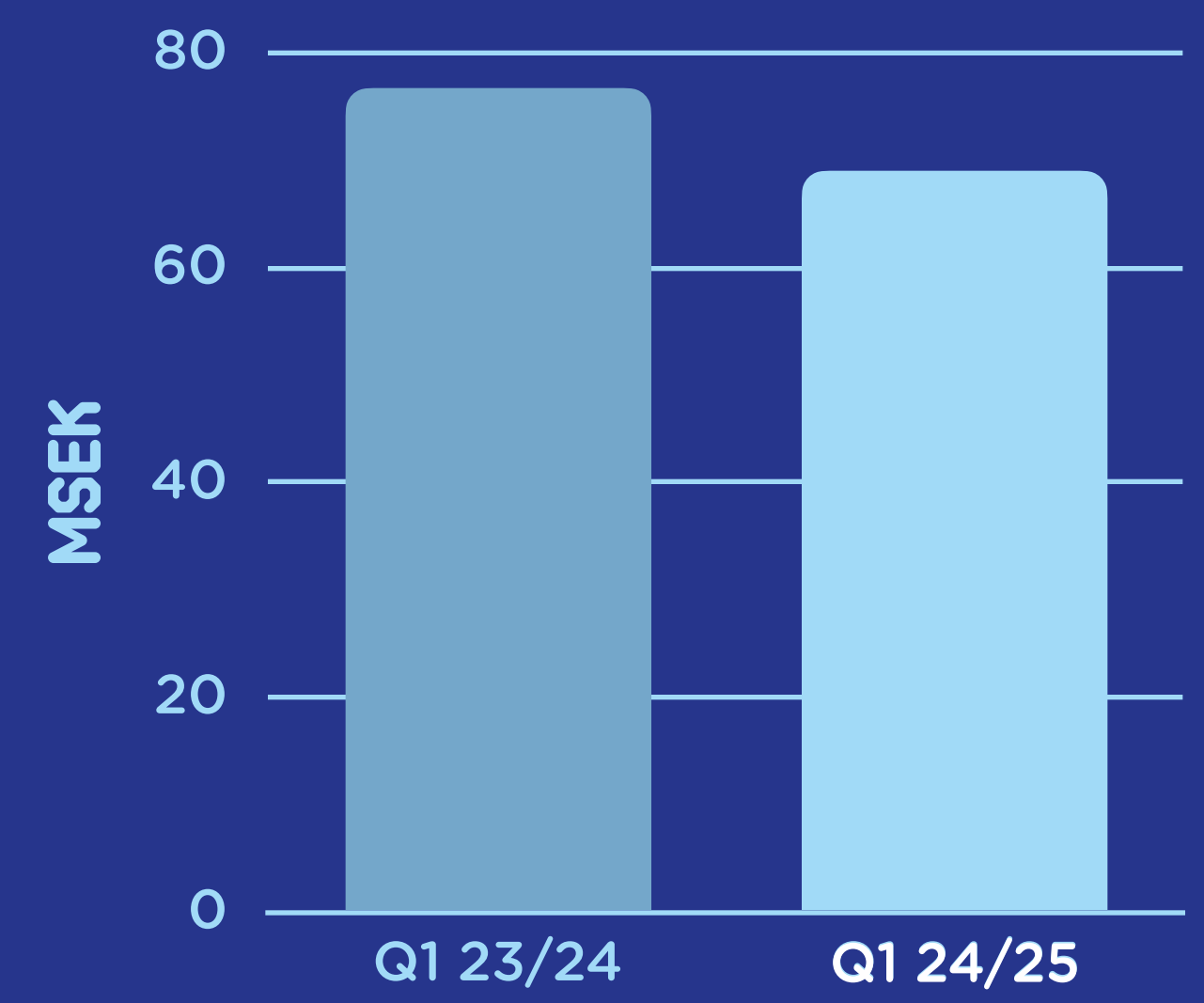
COMPARED TO Q1 2023/24



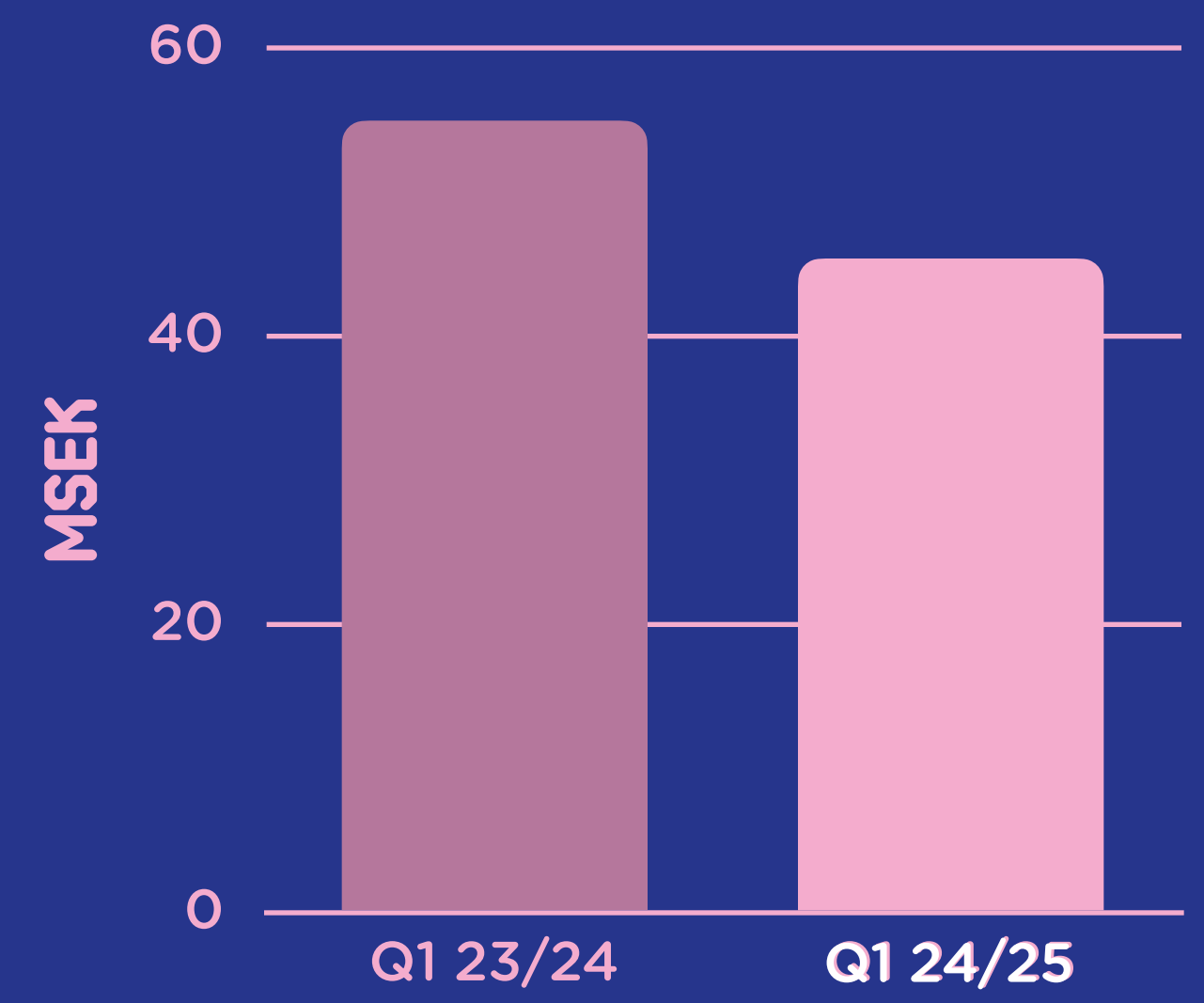
UA INCREASING FROM LOW LEVELS
PORTFOLIO STABILITY

IMPACT FROM LOW USER ACQUISITION

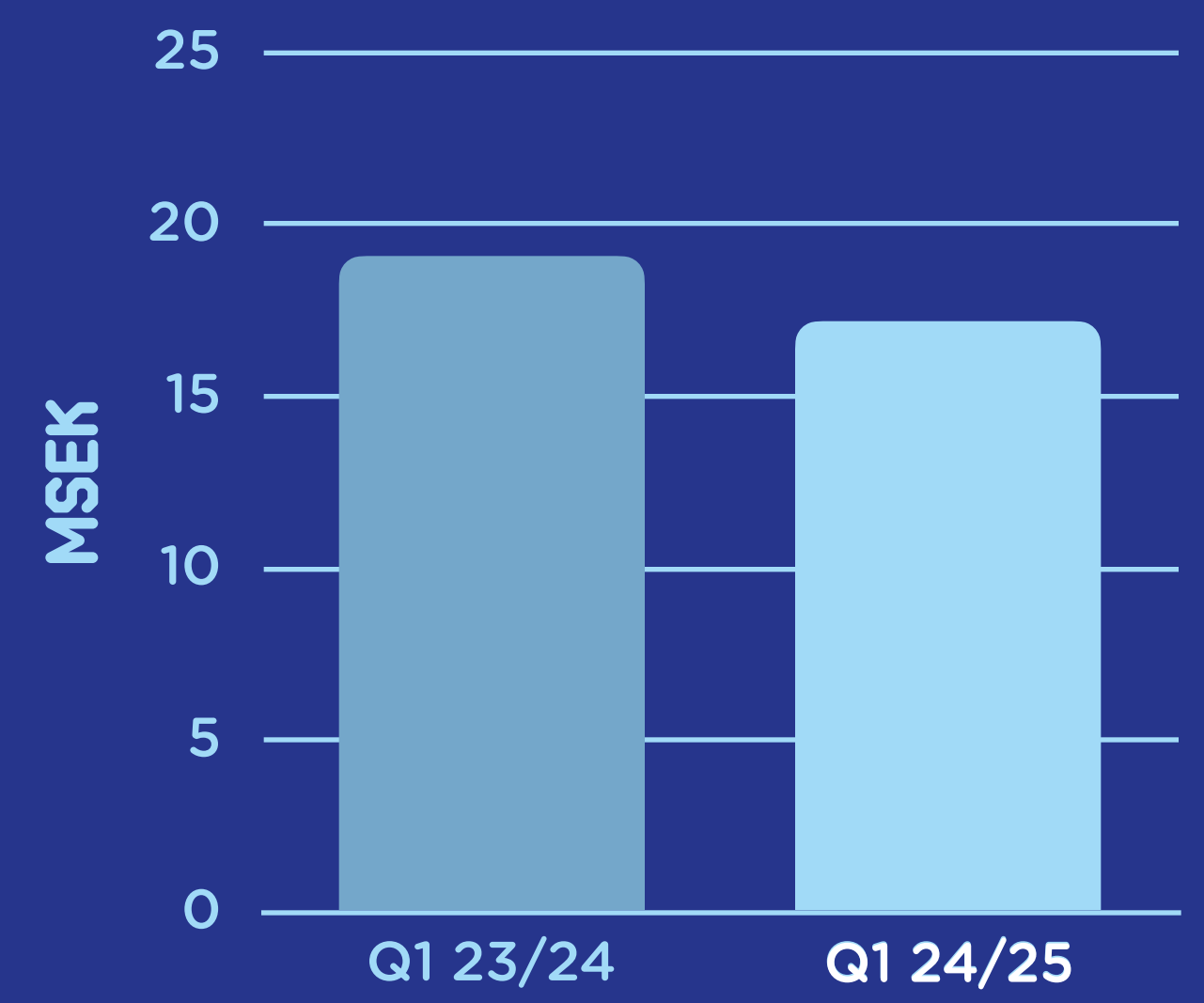
NET SALES



CONTRIBUTION



ADJ EBITDA

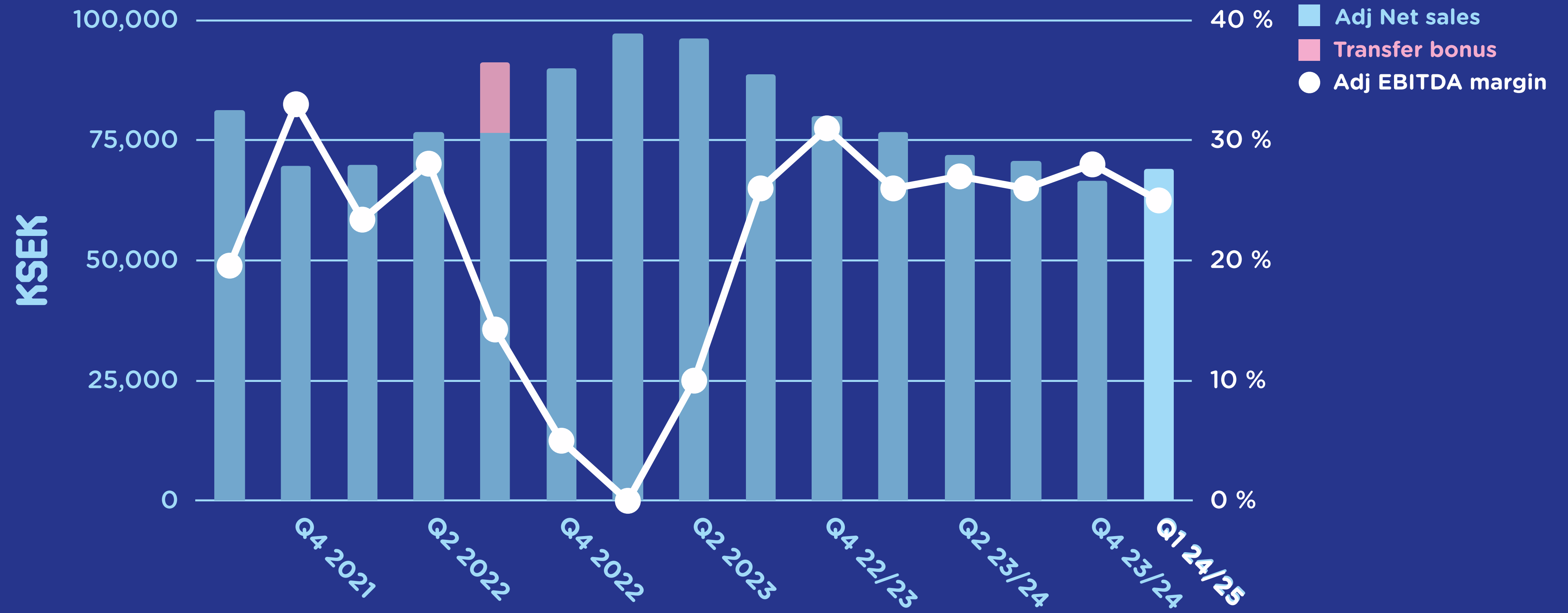


OVERALL SEQUENTIAL STABILITY

HEALTHY UNDERLYING CASH GENERATION - 119 MSEK CASH BALANCE

UA FLUCTUATION IMPACT

REVENUE STABILIZING SEQUENTIALLY - STABLE MARGINS



GROWTH ENGINES



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

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

LOOKING AHEAD

QUIZDUEL GROWTH

MORE NEW GAMES TO MARKET TESTS

CROZZLE - SOFT LAUNCH

INCREASED PLATFORM IMPACT

