

Disclaimer



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HOME FOR THE BEST GAMES AND GAMING STUDIOS

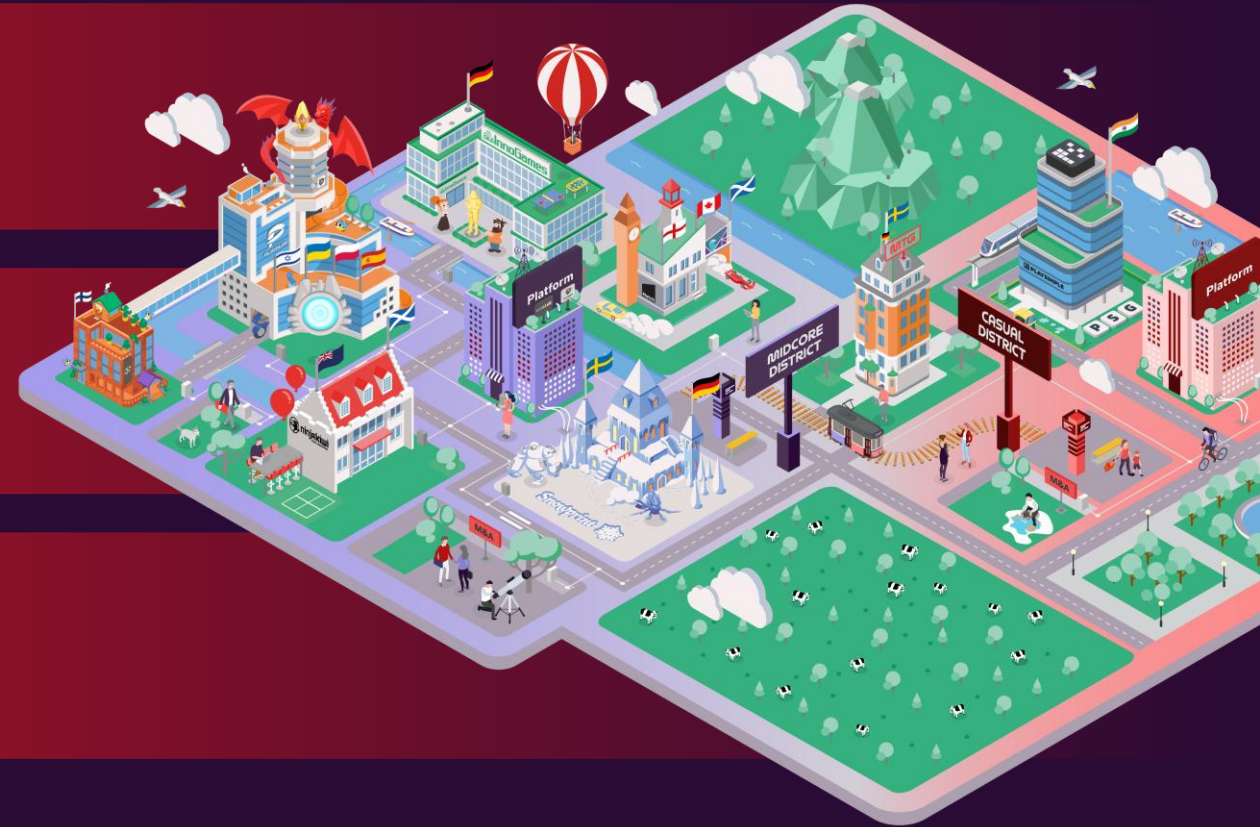
Who are we? We are **MTG**



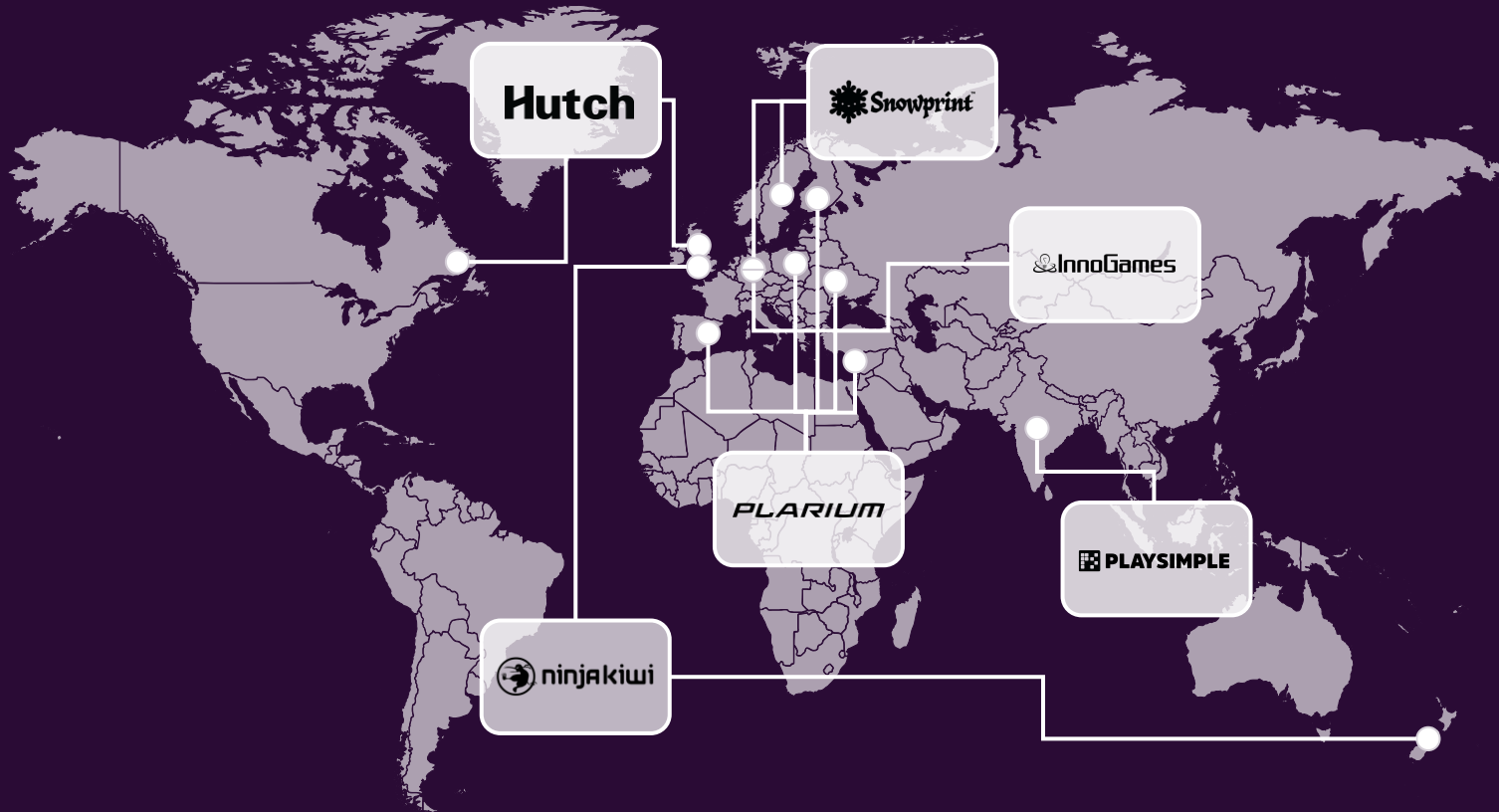
Market leading company

Transformative company

Growing company



One of the **global leaders** in mobile gaming



~11.5 BN
SEK Revenue¹
(~\$1.2bn²)

90+
Live Games³

9.0 M
DAU⁴

Notes: 1) Based on approximate mid-range of 2025 Revenue guidance of SEK 11.4-11.7bn; 2) USD figure presented based on reported financials converted from SEK at an FX rate of 9.41 at 30-Sep-25 spot rate; 3) As of September 2024; 4) Average DAU during Q2 2025

Home to the most **iconic evergreen IPs**



RAID: Shadow Legends

#1
in RPG¹



Forge of Empires

#2
in Empire Simulation¹



Warhammer 40,000: Tacticus

#1
Turn-Based Tactics¹



Bloons TD 6

#4
Paid Games²



F1 Clash

#2
Sports Manager¹



Word Search Explorer

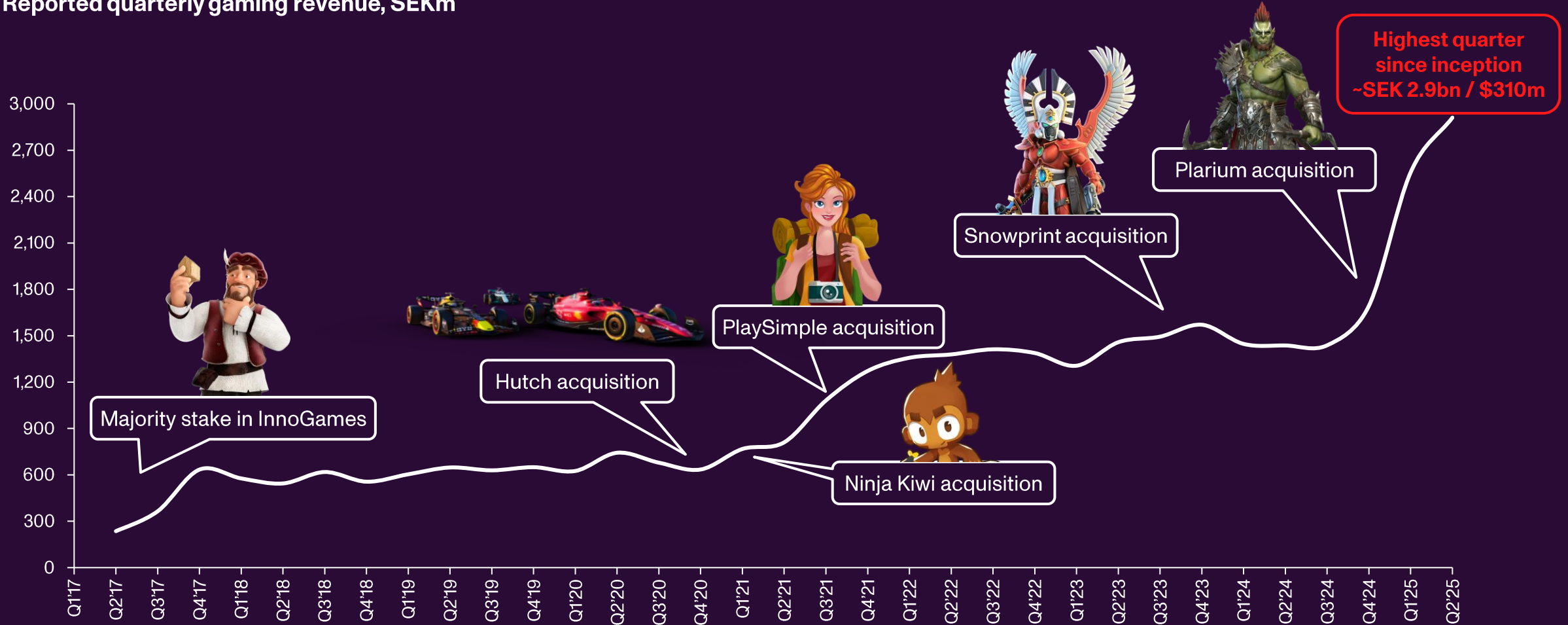
#1
in Word³

Notes: Q2 2025 LTM North America & Europe; 1) By IAP Net Revenue; 2) After Minecraft, Goddess of Victory and Balatro; 3) By Installs
Sources: Sensor Tower (2025)

We have been on an incredibly exciting journey



Reported quarterly gaming revenue, SEKm



Notes: USD figure presented based on reported financials converted from SEK at an FX rate of 9.41 at 30-Sep-25 spot rate
Sources: MTG reported figures

With a history of evolution and successful reinvention



Esports and gaming expansion

Acquired



Split from Viaplay



2015-2019



Transition to pure play gaming group

Acquired



Divested



2020-2024



Plarium joins MTG

Acquired



Q1 2025



Scaled mobile gaming leader

MTG



2025 onwards

Notice anything **new** today?

mtc

MAKE THE GAME



Creation of a **scaled synergetic gaming platform** supercharged by Plarium acquisition



ICONIC IP – RAID: SHADOW LEGENDS



TECH, TOOLS & SERVICES



RELEVANT SCALE

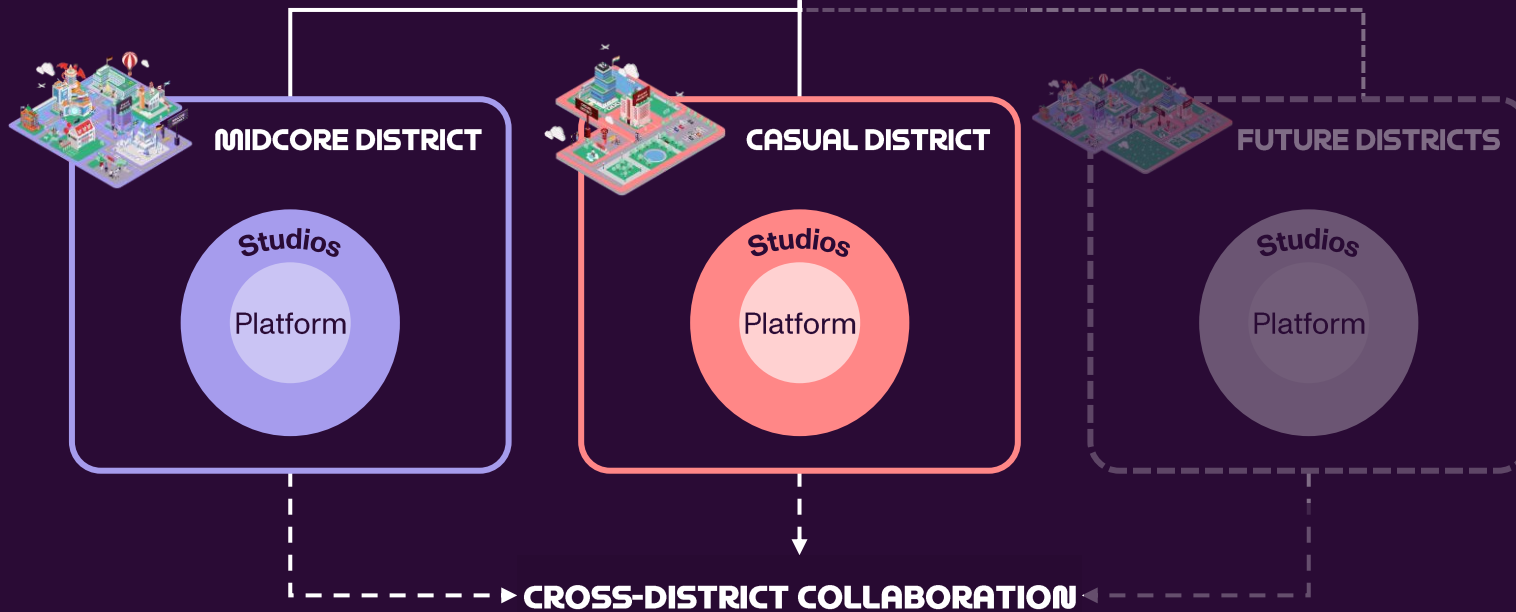
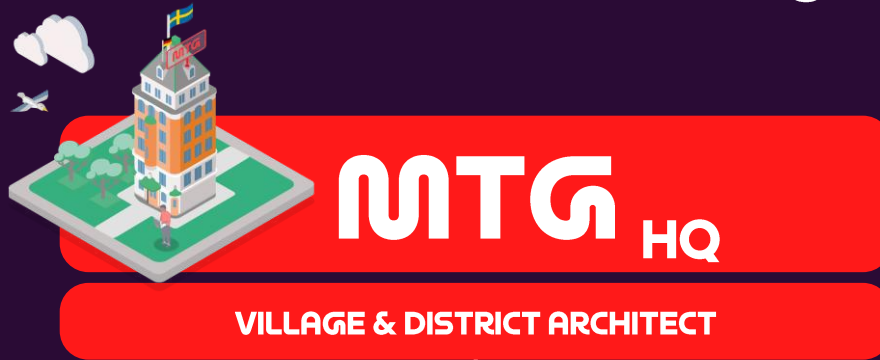


Stronger than ever to carry out our **mission**



OUR MISSION: BUILD THE BEST HOME FOR GAME MAKERS

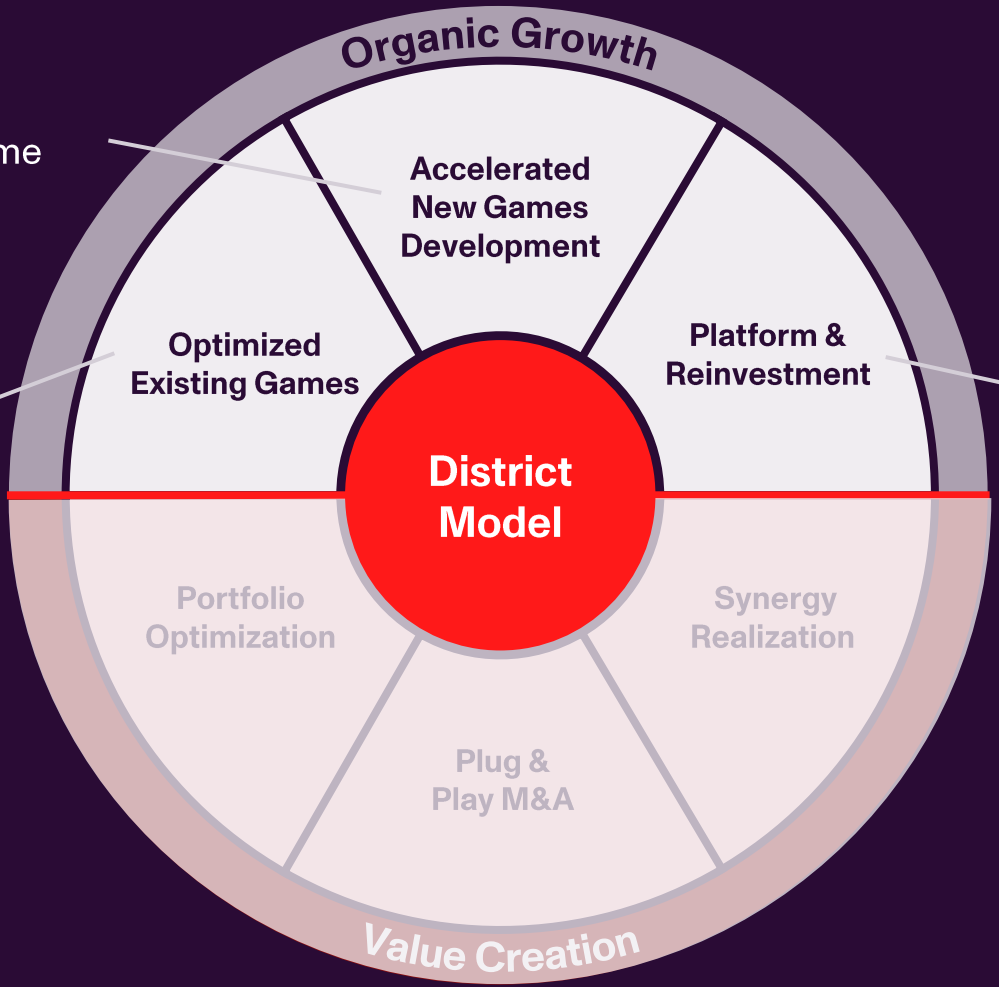
MTG HQ: Architect of the Gaming Village and its Districts



Our District model is set to deliver **sustainable growth** and **unlock additional value creation optionality**



- Platform enabled
- Right bets at the right time
- Increased shots on goal

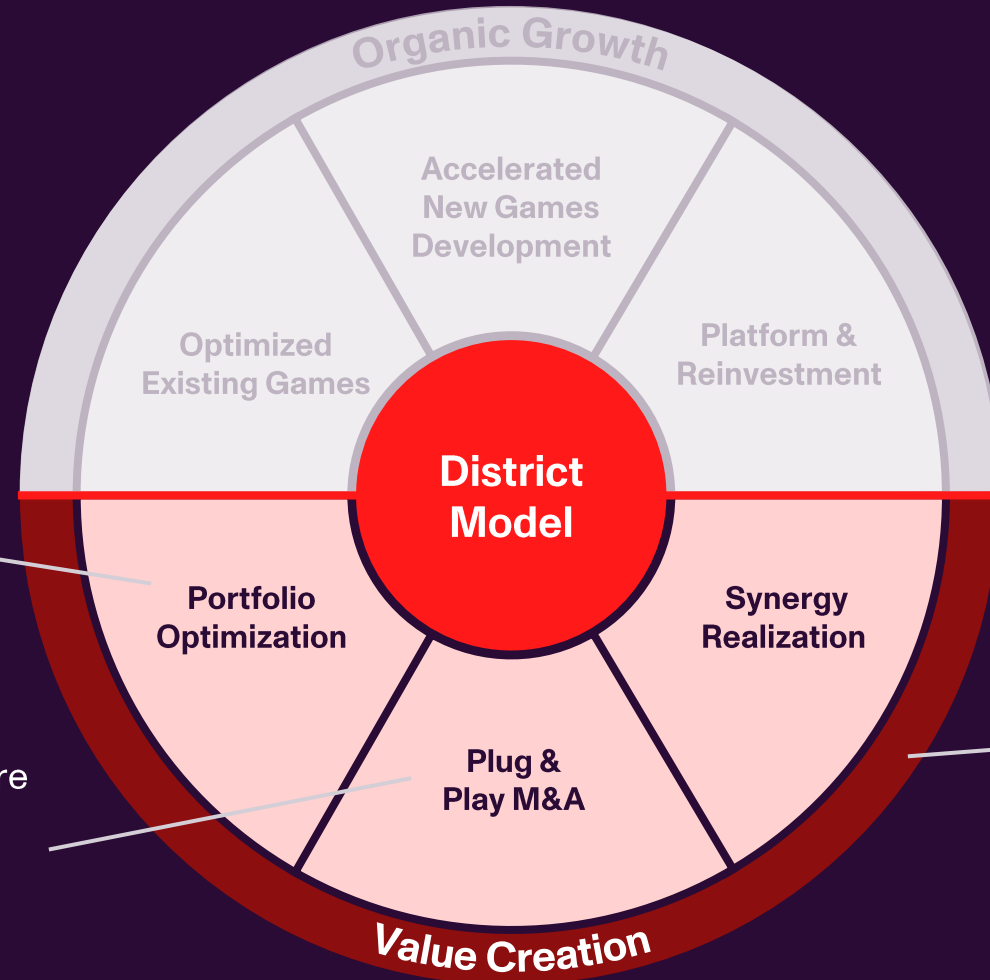


- Top tier LiveOps
- Proprietary D2C
- AI supercharging everything

- Studios enabled by best-in-class shared core functions



Our District model is set to deliver **sustainable growth** and **unlock additional value creation optionality**



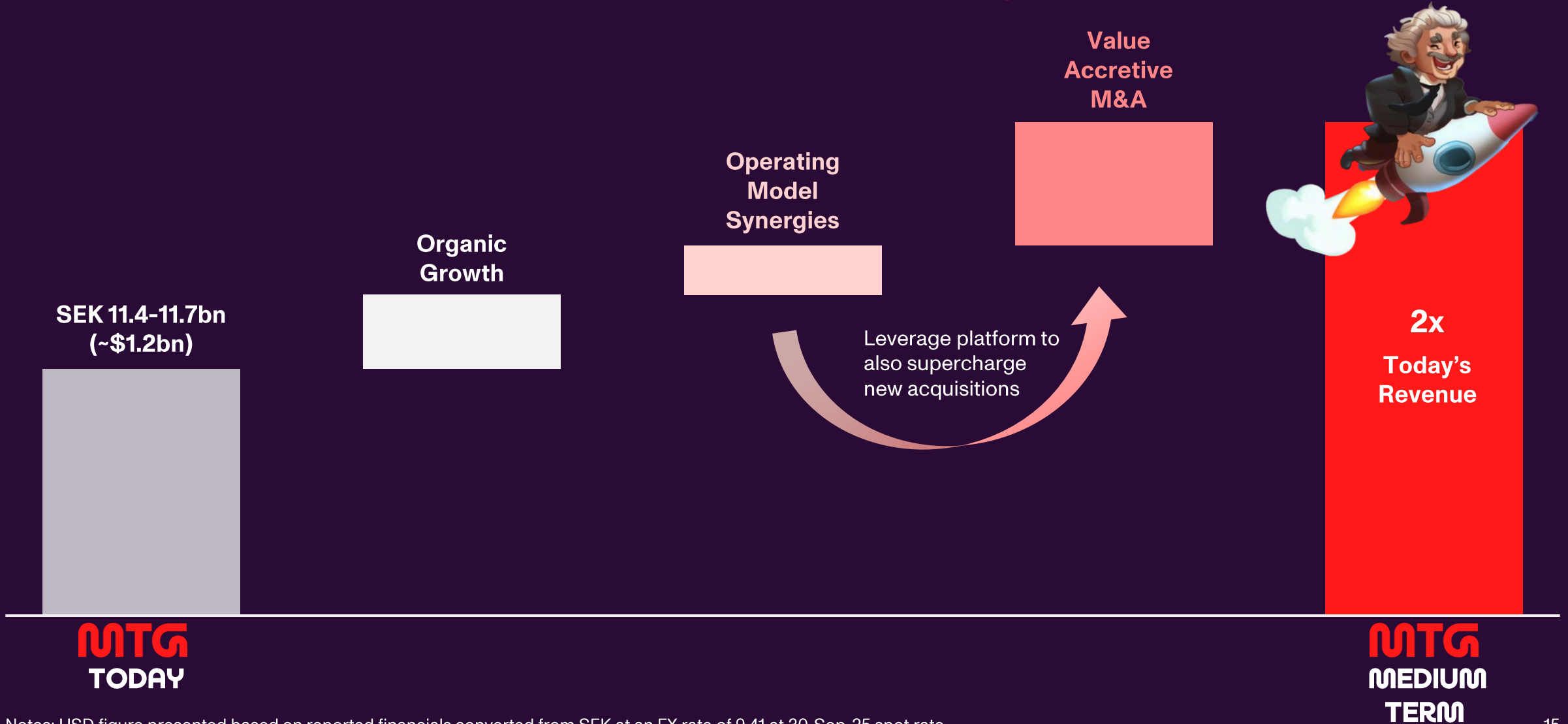
- Leveraging the platform play and building agile and efficient organizations to drive synergies

- High growth, smaller, Midcore studios
- Larger scale Casual consolidation

- Exploring various structural opportunities
- Potential IPO as enabler for casual consolidation¹
- Opportunity to crystallize value for shareholders

Notes: 1) Subject to study and Board approval, may be explored in 2026

We reiterate our ambition: to **double in size again**



Notes: USD figure presented based on reported financials converted from SEK at an FX rate of 9.41 at 30-Sep-25 spot rate

Today's Agenda



13.30-14.15



arket Leadership

We are one of the leading mobile game operators globally

14.30-16.45



ransformation

We are transforming our operating model to unleash our full potential

17.15-18.30



rowth

We will continue to drive sustainable, profitable growth and value creation

18.30-21.00

Mingle, food, and drinks

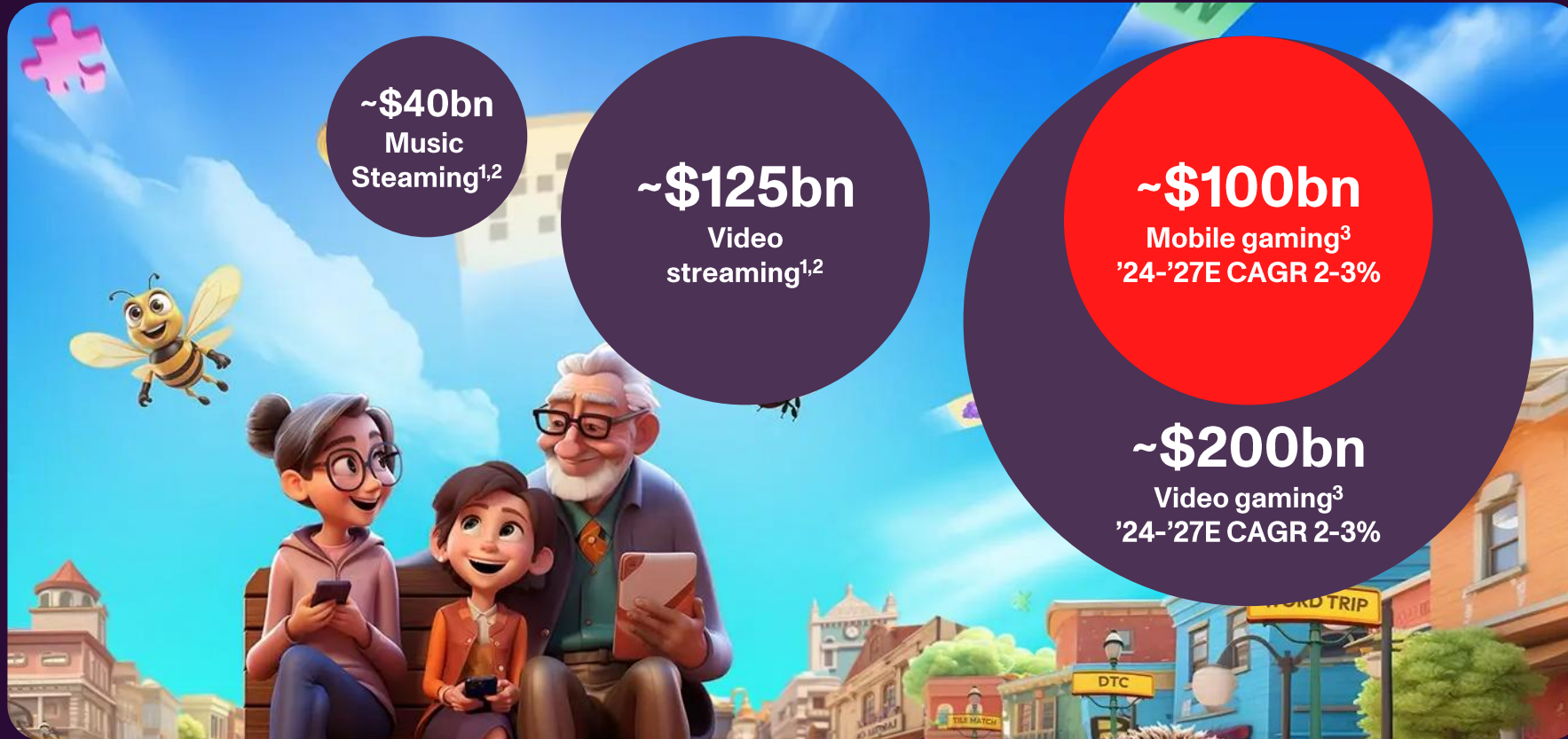
MARKET LEADERSHIP



Speakers: Arnd Benninghoff

Gaming is the **biggest form** of entertainment

Global revenue per entertainment form, 2024



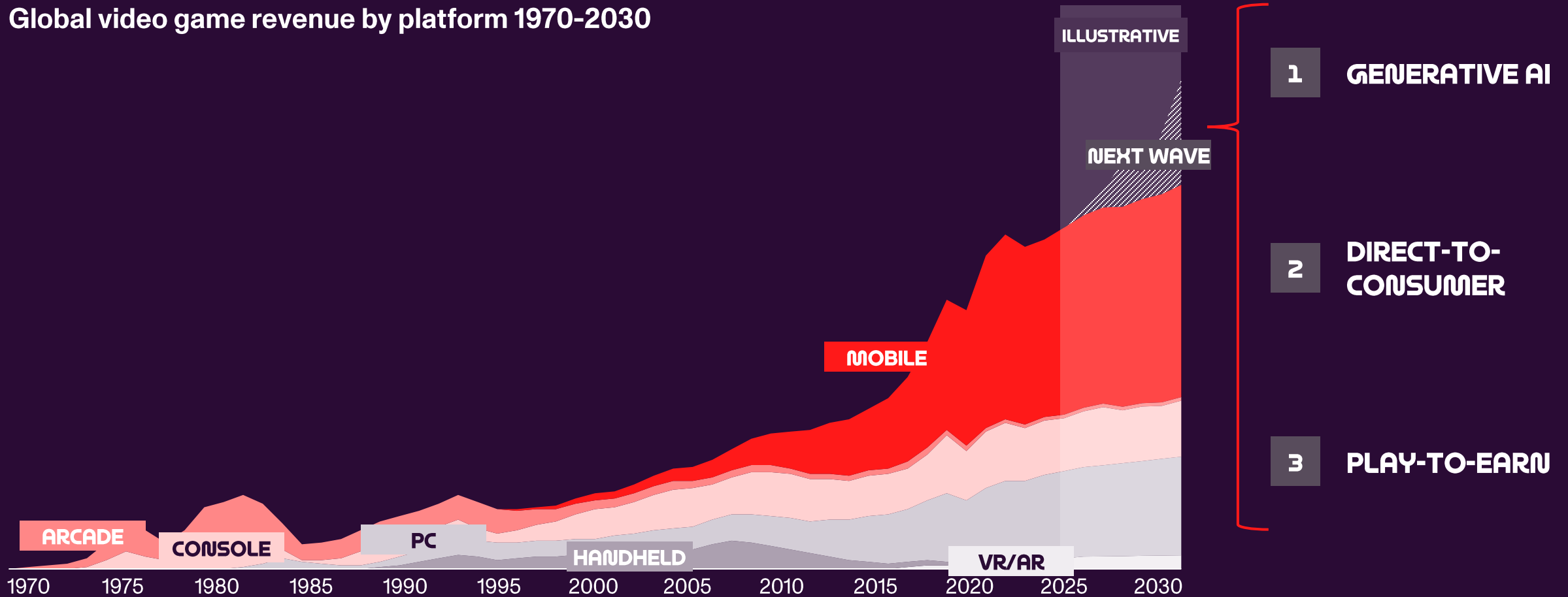
~3BN
Gamers worldwide³

~50/50
Gender split⁴

31
Average gamer age⁵

Gaming has gone through multiple waves of innovation

Global video game revenue by platform 1970-2030



Notes: 2023–2025 values are extrapolated based on Newzoo’s growth rates for Mobile, PC, and Console, while other platforms are assumed to remain flat
Sources: Pelham Smithers (2022); Newzoo (2025), Company analysis

Mobile gaming market has returned to growth post covid cycle

Global mobile gaming market size 2017-2028, USDbn



Notes: 1) Forecast
Sources: NewZoo (2025)

We delivered on our ambition outlined in our 2022 CMD



(SEK)



5.3 BN
Revenue

0.9 BN
Adj. EBITDA

>2X Revenue
~3X Adj EBITDA

VALUE ACCRETIVE M&A



OP MODEL SYNERGIES



ORGANIC DEVELOPMENT

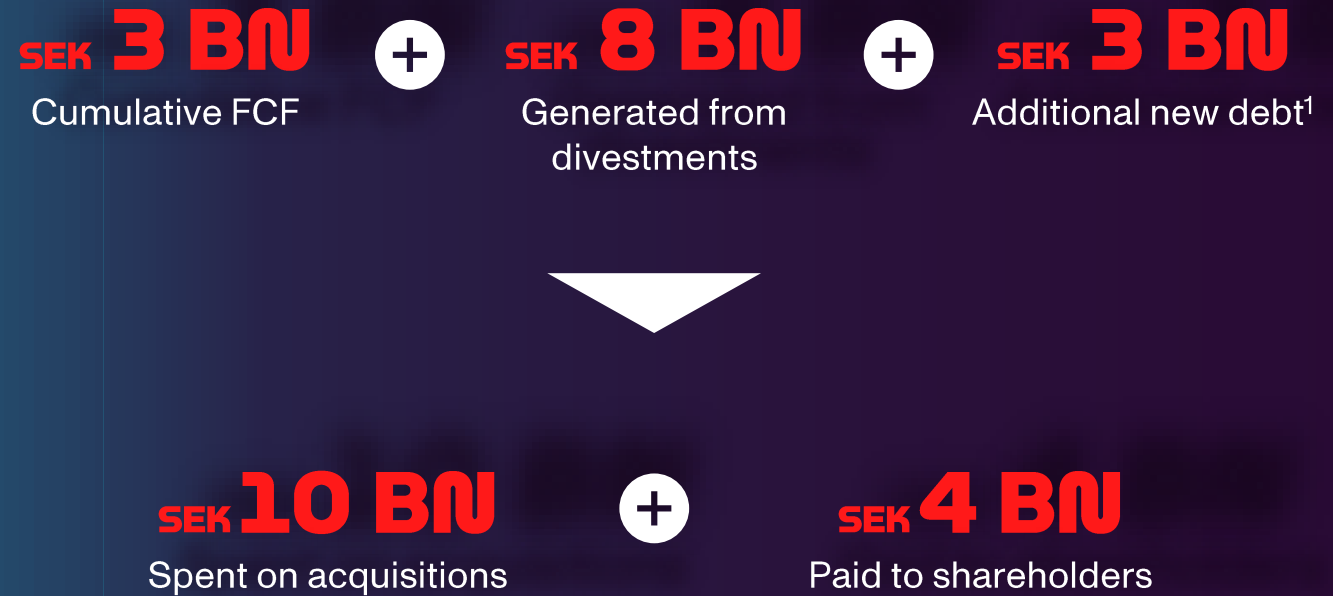


FY 2021

2025 Guidance

Sources: MTG reported figures

We did so primarily through **capital recycling, strong cash generation and no material equity dilution**



Notes: Figures since 2022, SEKbn 0.3 raised in share issuance since 2022; 1) SEK 5bn new debt raised in 2025, less pay down of SEK 2bn in debt in 2022

MTG has cemented itself as a top 10 in western mobile gaming



#1 listed mobile-first gaming company in Europe

#2 listed mobile-first gaming company in the West



Rank by IAP net revenue LTM Q2 2025

#1	Company	Headquarter	
1	SCOPELY	USA	
2	Microsoft Bethesda	USA, Sweden etc.	
3	playrix	Ireland	
4	dream	Turkey	
5	T2 zynga	USA	
6	SUPERCELL	Finland	
7	Playtika	Israel	
8	MOONACTIVE	Israel	
9	MTG	Sweden	
10	tripledot	United States	

US listed companies
 Europe listed companies
 Mobile-first

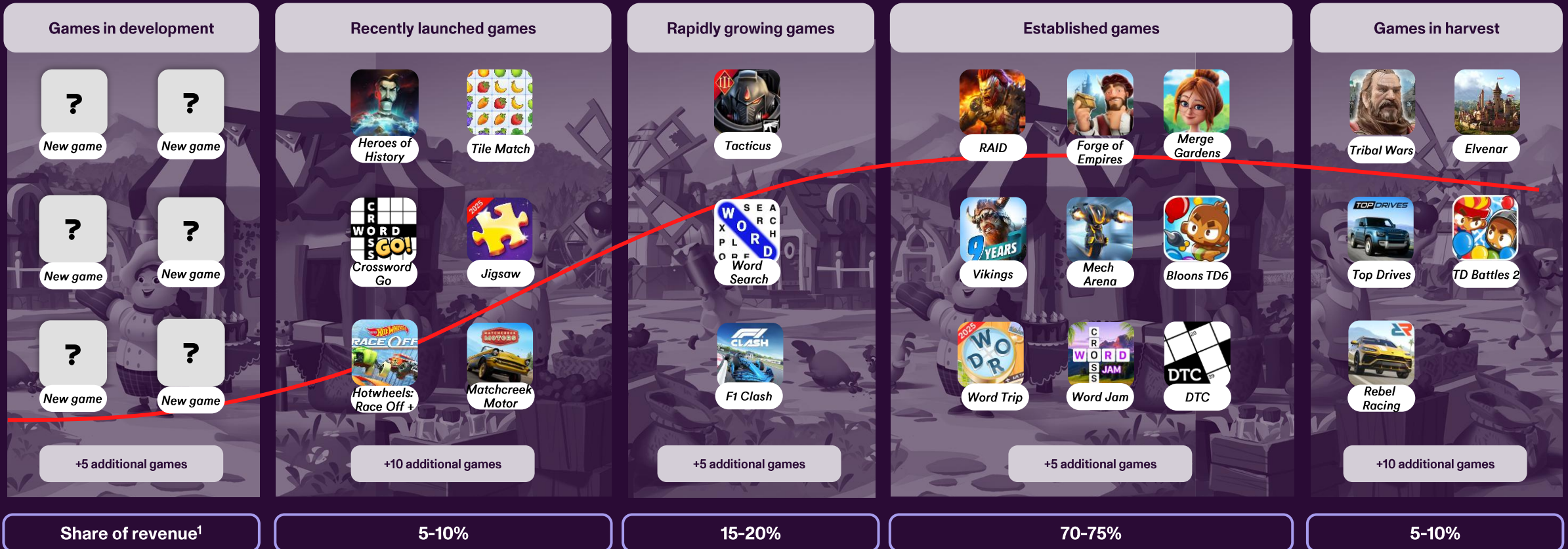
Notes: Includes Europe, NA and Oceania based publishers, excludes Chinese founded or owned companies (FunPlus, Top Games, MiniClip), excludes RMG revenue, excludes non-mobile focused or primarily casino focused companies (Roblox, Electronic Arts, Product Madness, Light & Wonder); 1) Rank by IAP net revenue LTM Q2 2025

Sources: Sensor Tower (2025)

Diversified portfolio of leading, established games fuel new game development and growth



Select games in each stage (not exhaustive)



Notes: 1) LTM Q2 2025

**RAID is one of the most
recognizable brands
in gaming**

MTG

\$2.6B

Lifetime revenue



Market leadership: **Key takeaways**



- **We are a top gaming company with world-leading games**
- **We have the right scale, people, tech and capabilities to win**
- **Our ambition is to double in size again**