



MTC

Capital markets day

Stockholm, March 12, 2019



MTG Group overview and strategy

Jørgen Madsen Lindemann, President and CEO



Agenda

Session 1

13:30 – 14:25

MTG Group overview and strategy

Jørgen Madsen Lindemann, President & CEO

Financial overview and disclosure

Maria Redin, CFO

14:25 – 15:15

Opportunities and MTG vertical strategy

Arnd Benninghoff, EVP Esports and Gaming

MTG VC fund

Scott Rupp, MTG U.S.

Harri Manninen, Founding Partner, Play Ventures

Session 2

15:30 – 16:15

Gaming

Hendrik Klindworth, CEO, InnoGames

Emily Greer, CEO, Kongregate

16:15 – 17:30

Esports

Ralf Reichert, Co-CEO, ESL

David Neichel, Co-CEO, ESL

Marcus Lindmark, Co-CEO, DreamHack

Peter Norrelund, Co-CEO, DreamHack

Compelling new vision built on strong heritage

A long history of successful transformation



Identifying major market trends



Leveraging core capabilities



Getting ahead of the curve



STRIX
TELEVISION AB



DREAMHACK

ESL

InnoGames

KONGREGATE

Broadcasting



Production



Streaming



Gaming
entertainment

Today

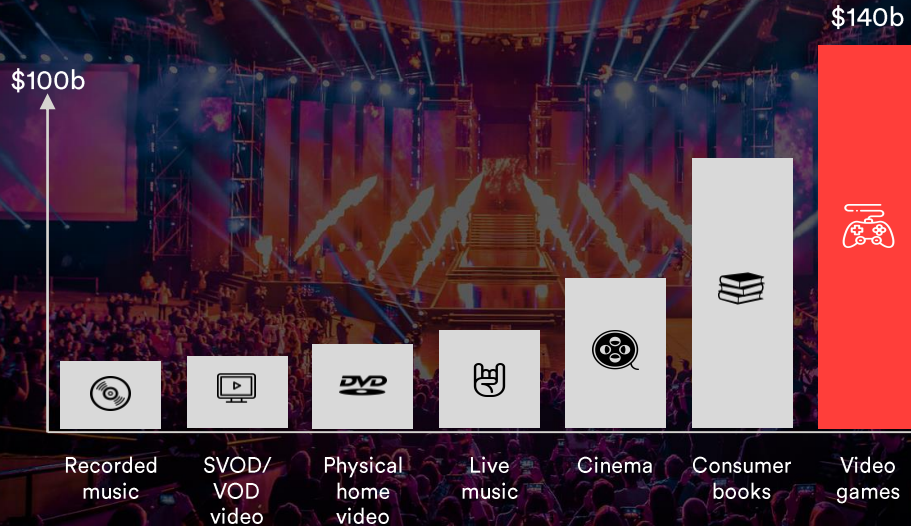


OUR VISION

To be the home of
esports and gaming
entertainment

Massive market opportunity

Global Entertainment revenues (2018)



+2.2bn

Gamers worldwide

+26% CAGR

Global esports market

+10% CAGR

Global gaming market

Digital transformation and portfolio management

Gearing up to shape the future of entertainment

Divestments

6.1SEKb

- Baltics
- Czech Republic
- Africa
- Trace
- Sappa
- Ukraine
- Russia
- Hungary
- Bulgaria*

Acquisitions and investments

4.0SEKb



...and more!

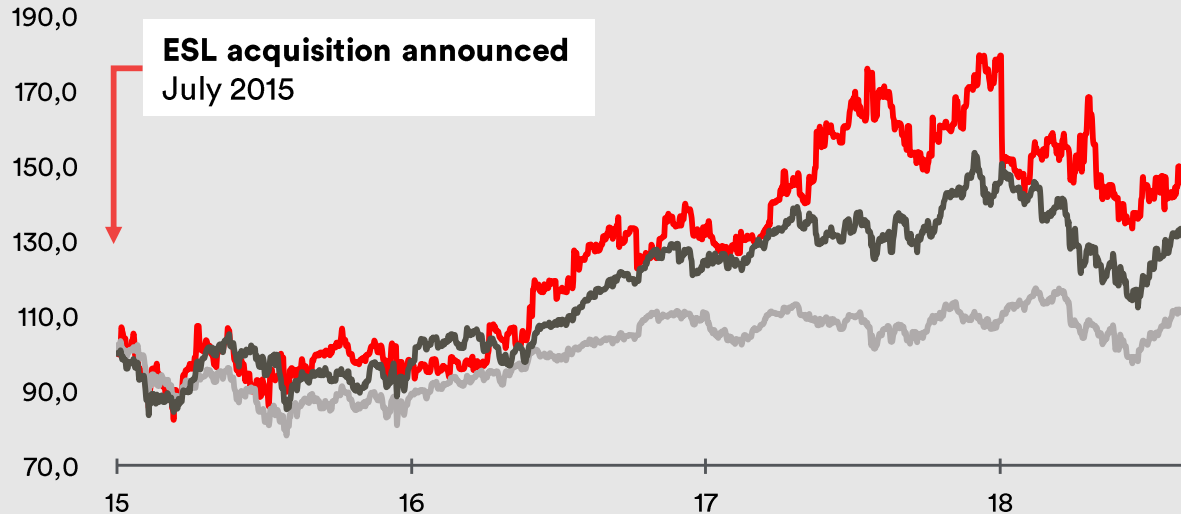
Notes: Refers to acquisitions and divestments from 2015 onwards

*Includes sale of Bulgaria based on announced price

Strong performance and superior shareholder returns

Total Shareholder Return Index

July 2015 – Feb 2019



+46.8%

MTG 'B'

+31.1%

Euro Stoxx Tech

+10.5%

Nasdaq OMX

Becoming a pure play in digital entertainment

Listing NENT Group in March 28, 2019



Pure play in digital entertainment

- Comprising Esports (ESL & DreamHack), Gaming (InnoGames & Kongregate) and other global digital assets
- Class A & B Shares will remain listed on Nasdaq Stockholm



Leading Nordic entertainment provider

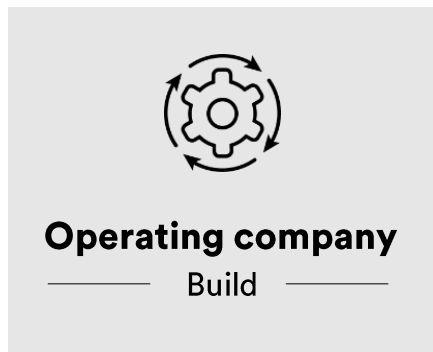
- Comprising Nordic Entertainment and Studios
- Class A & B Share will be distributed to MTG shareholders and listed on Nasdaq Stockholm

Strong strategic rationale

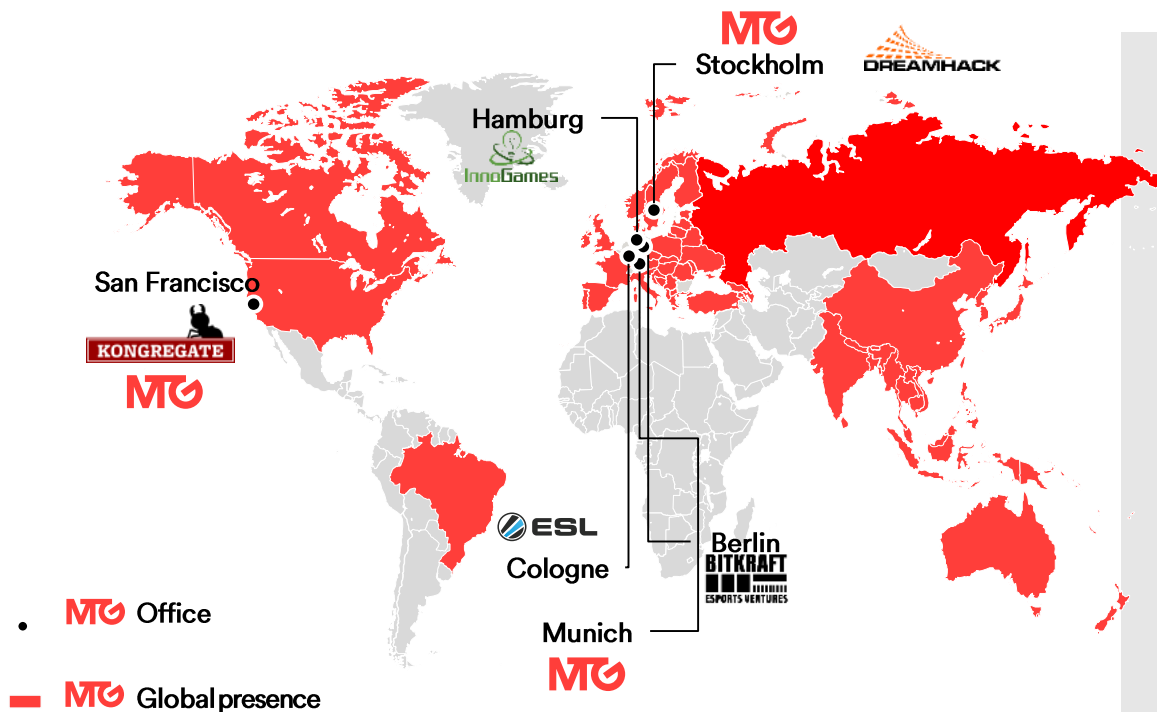
- Shaping the future of their respective industries
- Improved focus and agility to capitalise on growth opportunities, driving shareholder value
- Distinct investment cases with clear financial profiles and capital structures

Our “Build-and-Buy” operating model

Set up to build the future of entertainment



Operating with a global footprint and network



Operating in key areas

- MTG presence on 5 continents and offices located in key areas
- VC and M&A activities managed from Stockholm and SF, staying close to global gaming and tech epicentres
- Media rights & sponsorship sales teams located in New York, Los Angeles and Cologne

Combining industry knowledge & investment experience to optimize portfolio success

MTG HoldCo Management Team



Executives with rich experience of buying, building and leading companies

MTG Portfolio CEOs



Entrepreneurs and industry experts with deep operating expertise



The #1 Preferred Home

for entrepreneurial companies to access value adding capabilities and world-class central support to accelerate development

The portfolio value add



Strategy



Capital & funding



Operations & scaling



Governance & management



UA and marketing



Sales & partnerships



Publishing



Game & IP development



Audience network

The MTG company culture

A true competitive differentiator

Value-driven culture

- Bold, smart, fun and engaging

Can-do attitude

- Thirty years of constant innovation

Passionate professionals

- Love to challenge and create together

Track record

- Execution
- Value creation
- Entrepreneurial approach

Responsible organisation

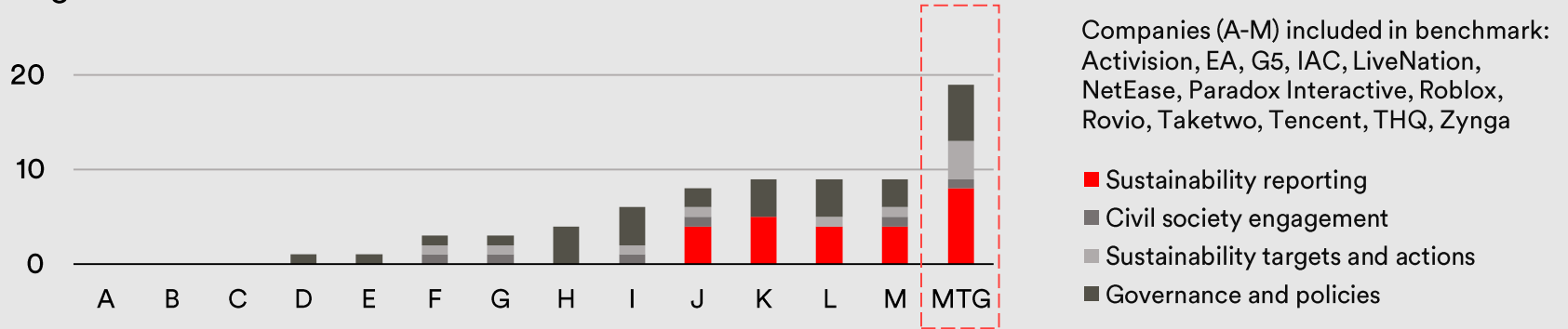
- Acting responsibly and embracing diversity

Believing in corporate responsibility

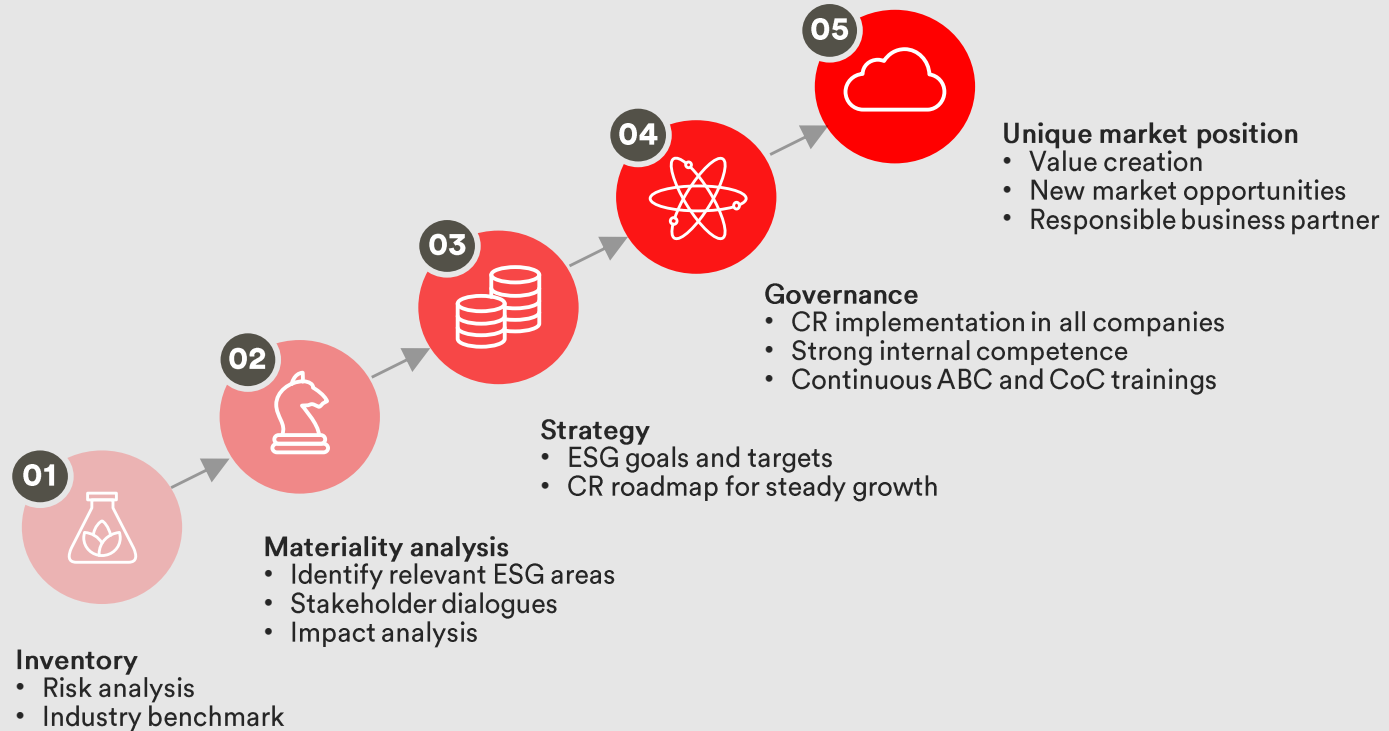
Benchmark as conducted by CR consultancy Ethos International

Sustainability score

Range 0 – 22



Maintaining a strong CR position in the future



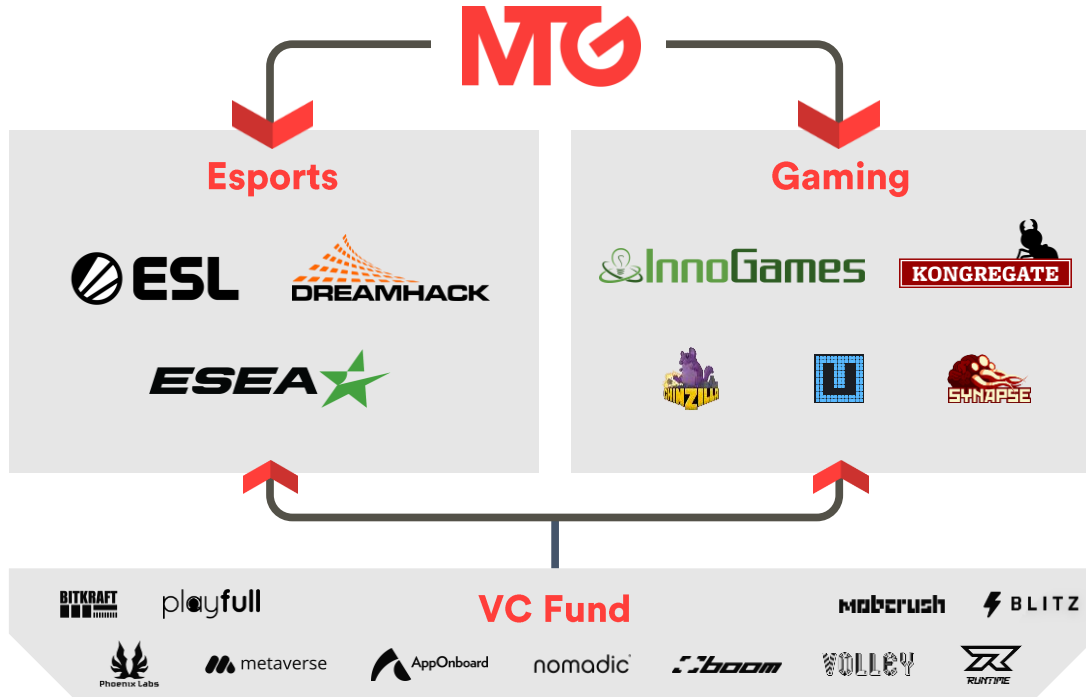


”The home of esports & gaming entertainment”



Initial portfolio of well-positioned businesses

Global category leaders capitalising on key trends



Covering the customer journey – watch, interact, learn and share



Unique combination of high profitable growth in gaming and mega hit potential in esports



VC fund provides platform for further M&A and identifies new market opportunities

Delivering high growth in our esports assets since acquisition

2.0x

Esports vertical revenue 2018
vs. year of entry

4.7x

O&O revenue 2018 vs. year of
entry

20%
of market

Market share based on
Newzoo market numbers 2018

...and in our gaming assets

1.4x

Gaming vertical revenue 2018
vs. year of entry

+37%

InnoGames revenue mobile
growth 2018 YoY

2018

Best year ever

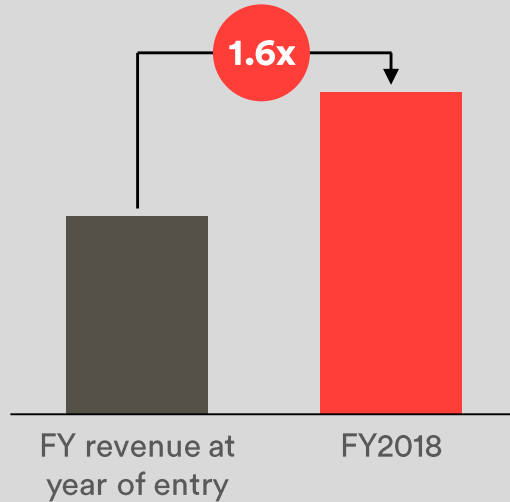
InnoGames financial results,
with 12 years of consecutive
profitable revenue growth

Overall, a strong value creation story

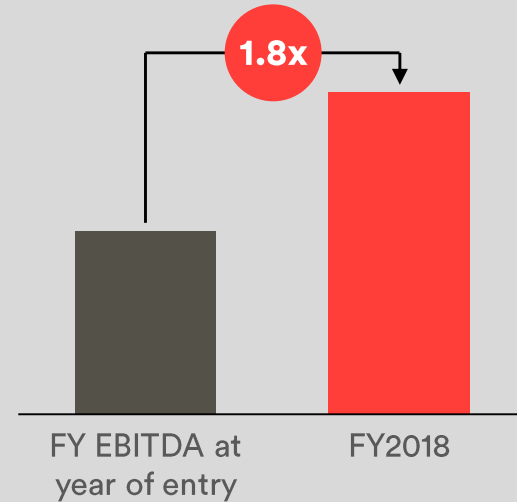
Majority owned portfolio companies



Revenue growth of assets since year of entry



EBITDA increase of assets since year of entry



Creating a diversified high growth and profitable portfolio

MTG Portfolio Approach



Rising stars
“Promising IPs & teams”
(VC)



Mega hit potentials
(M&A, VC)



Capabilities access
“Success enablers”
(M&A, VC)



Profitable core
“High-margin businesses”
(M&A)

“

For **MTG**, esports and gaming is not a hit-driven business

“

“Focus to operate and develop an **optimized portfolio** with a **strong profit-driving core**, adding capabilities to accelerate and increase chances of **developing mega hit companies**”

“

“Well balanced capital allocation policy to drive revenues and profitability”

Strategic value creation in highly dynamic markets

Build-and-buy operating model



Closing remarks

Key objectives to drive future returns

Esports

01 Organic growth story

02 Operational excellence to drive sustainable growth

03 Strategic focus of O&O

04 Improve brand and media partner monetization

05 Expand partnership with core publishers

Gaming

06 Strong foundation with InnoGames and Kongregate

07 Continue development of strong new IP

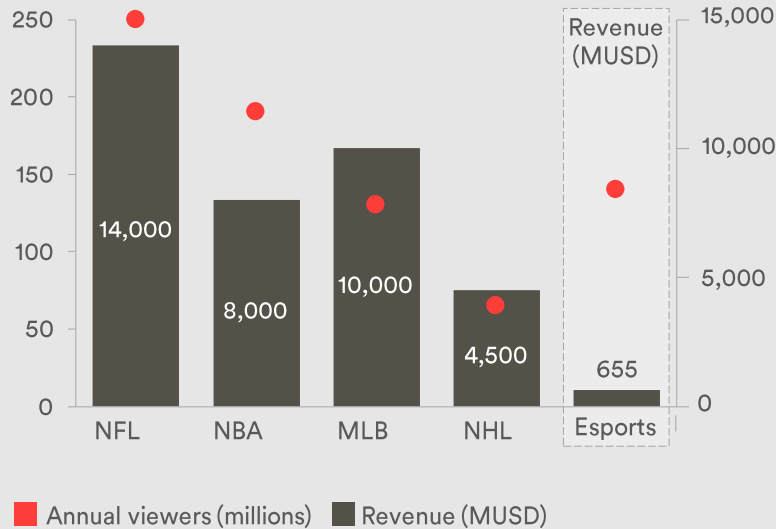
08 Acquisitive growth story, looking to consolidate mid market targets

09 VC fund to provide access to future M&A targets

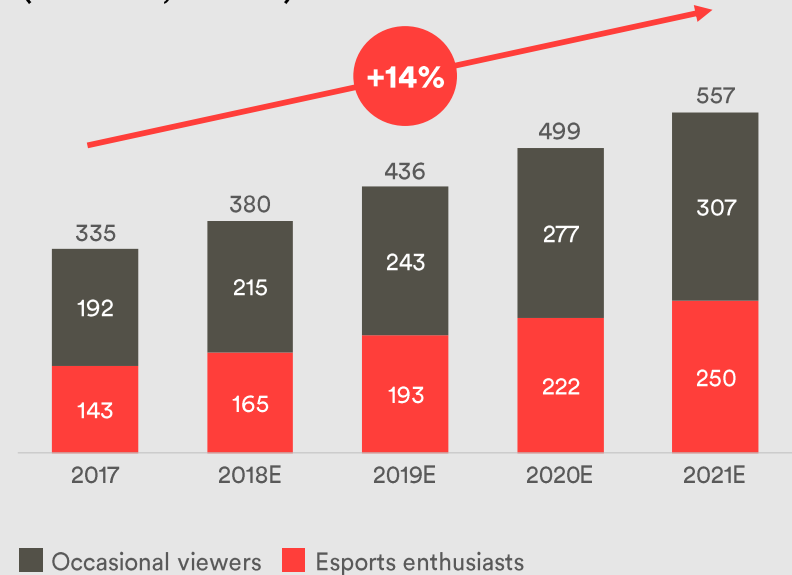
10 Cement group central gaming hub

Esports - undermonetised industry with strong upside in both B2B and B2C

Esports enthusiasts and revenue 2017
(million, USDm)



Global esports viewers 2017 – 2021
(millions, CAGR)



Gaming - growth from investing in development of key IPs, companies and services

Multiple €100m+ lifetime revenue hits in strategy and simulation genres for both browser and mobile



Strategy MMO

Launched 2003

Lifetime revenues – €100M+



Strategy MMO

Launched 2010

Lifetime revenues – €100M+



City Building Strategy

Launched 2012

Lifetime revenues – €400M+



Fantasy City Builder

Launched 2015

Lifetime revenues – €70M+

This is just the beginning...



The world's leading esports company with category brand leaders



Proven gaming concepts with multi-platform development & publishing capabilities



Successful record of acquiring businesses with strong growth potential



VC fund to provide access to future M&A targets



Committed to delivering strong revenue growth and attractive margins