



Shaping the future of entertainment

Agenda

13.00 Group strategy & financial review

Jørgen Madsen Lindemann (President & CEO) & Maria Redin (CFO)

13.50 Nordic Entertainment

Anders Jensen (EVP; Chairman of the Nordic Entertainment Management Board & CEO of MTG Sweden)
& Jakob Mejlhede Andersen (EVP; Group Head of Programming & Content Development)

15.00 Refreshment break

15.20 MTGx

Arnd Benninghoff (MTGx, Games & Esports)

15.40 Turtle Entertainment

Ralf Reichert (CEO & Founder of Turtle Entertainment)

16.20 InnoGames

Hendrik Klindworth (CEO & Founder of InnoGames)

17.00 Closing remarks

Jørgen Madsen Lindemann (President & CEO)

30 years of transformation



#WEAREMTG

Value-driven culture

Bold, Smart,
Fun, Engaging

Can-do attitude

30 years of
constant
innovation

Passionate professionals

Love to challenge
& create together

Responsible organisation

Acting responsibly
& embracing
diversity

+29% eNPS

MTG is a
preferred
workplace



**Managing the
transformation
of a traditional
broadcaster**

**Into a leading
digital video
entertainment
provider**

**With long-term
sales & profits
growth**

**And returning
value to
shareholders**

A simple story

Supported by a clear strategy



Value creation strategy

Long term revenue and profit growth

Drive performance in traditional

Innovation
Profitability
Consolidation

Drive growth in digital

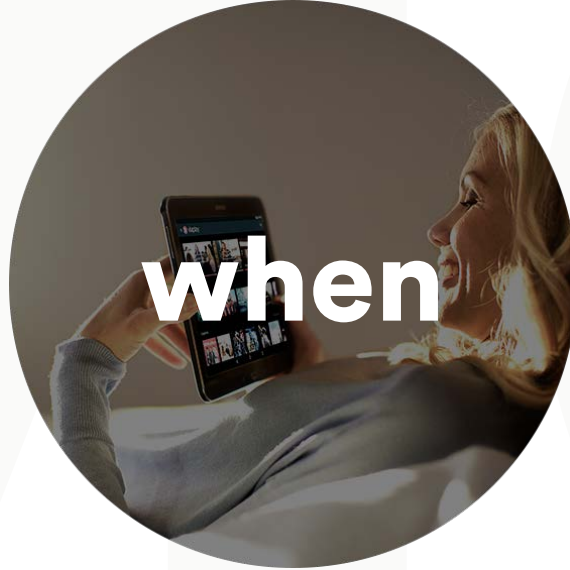
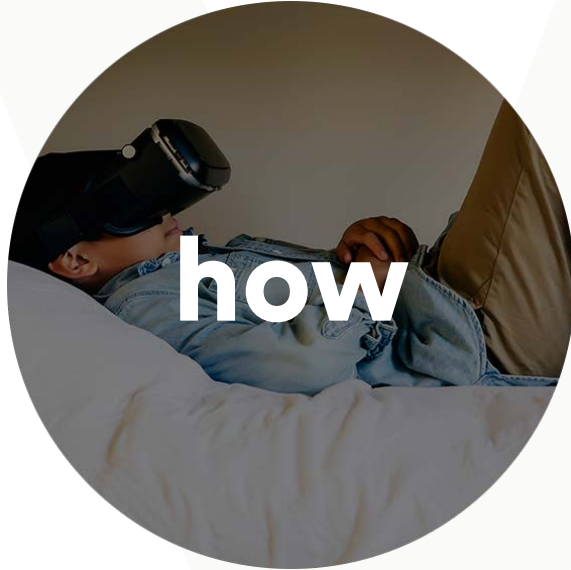
#1 online video player
Expansion
Diversification

Strategic transformation

Cost transformation
Portfolio management
Capital allocation

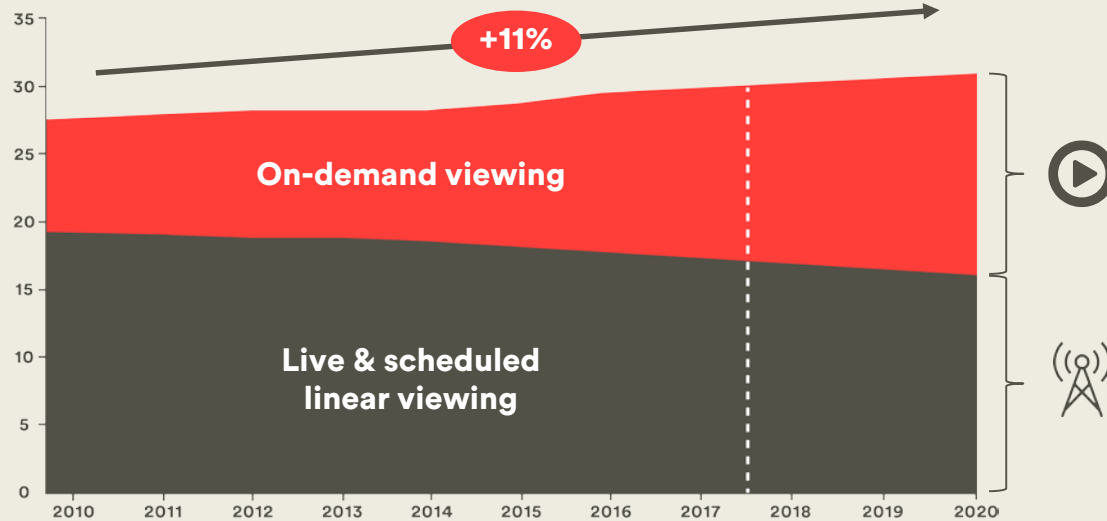
Why change?

Simply to follow the eyeballs!



Video entertainment consumption is rising

(hours per week)



Source: Ericsson Consumer & Industry Insight Report, October 2017

From a traditional broadcaster into a digital entertainer

Gaming & Esports



KONGREGATE

Digital video



splay networks



Transformation accelerated by active portfolio management



Acquisitions made since 2015



Enterprise
value of SEK
5.6 bn

Revenues
of SEK
3.4 bn

Break Even
before PPA

Note: Enterprise value is for 100% ownership (MTG share equals SEK 3.6 bn). Revenues and EBIT are on LTM pro forma basis. EBIT is before PPA amortisations

A stronger & more relevant MTG

**An integrated
broadcast &
online media
house**

**With a
global digital
entertainment
arm**

**Digital
accounted for
34%
of Q3 sales**

We tell relevant stories



Hassel



Under Hundringen



Nobel



**World Boxing
Super Series**



Forge of Empires



**Dreamhack
Jönköping**



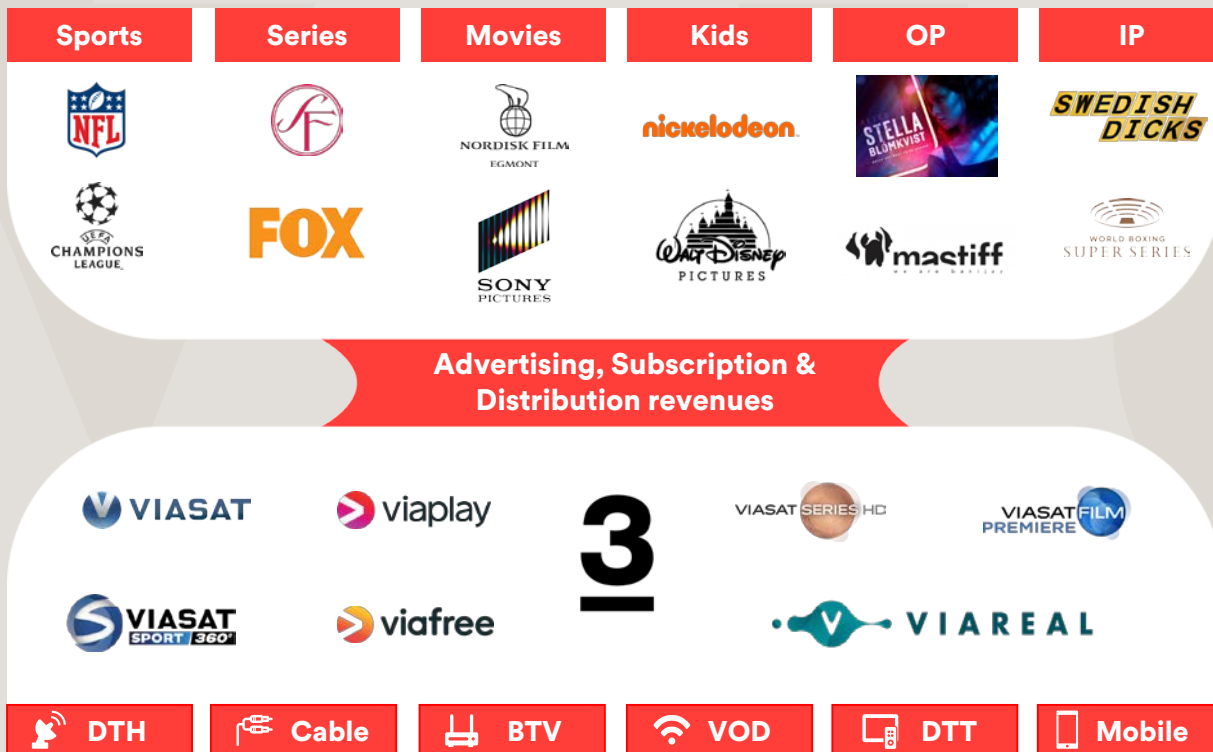
**ESL One
New York**



**Champions
League**

An integrated broadcaster

Changed from the ground up



A portfolio of strong digital brands



Never been a bigger opportunity in MTG's history

1

Huge & growing audiences

Secular tailwinds from broadband speeds & mobility

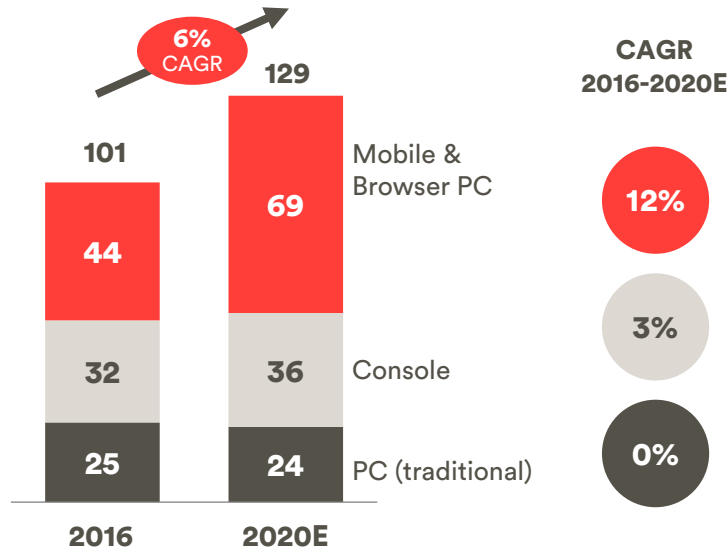
2

Products & brands that our customers love

Strong growth in usage of our products

Gaming – a secular growth industry

Global Gaming Market (USD bn)



Key Growth Drivers

More players



More paying players



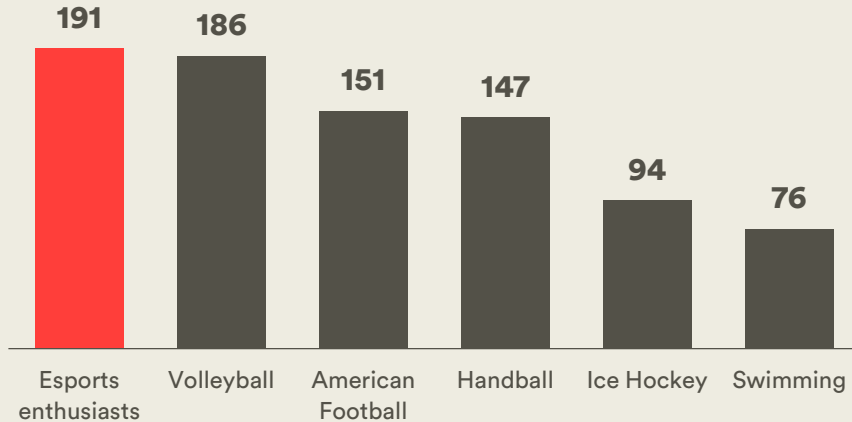
Higher spend per player



Source: Newzoo; OC&C Analysis

Esports - a huge and growing audience

Sports enthusiasts (M)



Esports & Gaming viewing more popular than sports amongst male Americans aged 18-25

1. Movies
2. Online gaming and esports
3. TV shows
4. Sports
5. User generated content
6. News
7. Other

Source: NewZoo – 2017 Global Esports Market Report, Limelight Networks – State of Online Video 2017

Increased usage



Viaplay, Viafree, ESL and DreamHack refers to growth in started streams. InnoGames and Kongregate refers to growth in mobile monthly active users (MAU)

We continue to invest with a disciplined approach



**Digital
Entertainment**

Video-centric

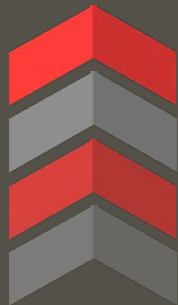
**Local hero
or
Universal
appeal**

**MTG can
Add value**

Significant progress since last CMS

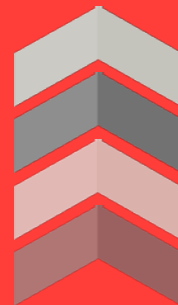
Organic sales growth
Q416-Q317 (YoY)

8%



Digital sales growth
Q416-Q317 (YoY)

48%



Significant progress since last CMS

EBIT growth
Q416-Q317 (YoY)

23%



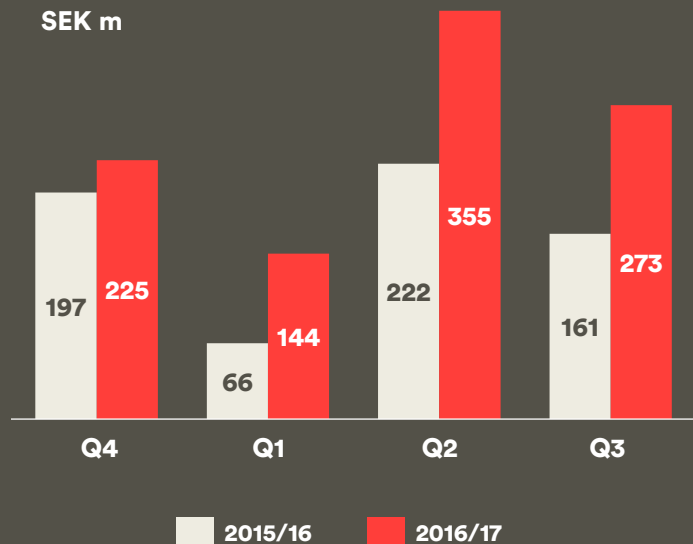
Record dividend
Paid out in Q217



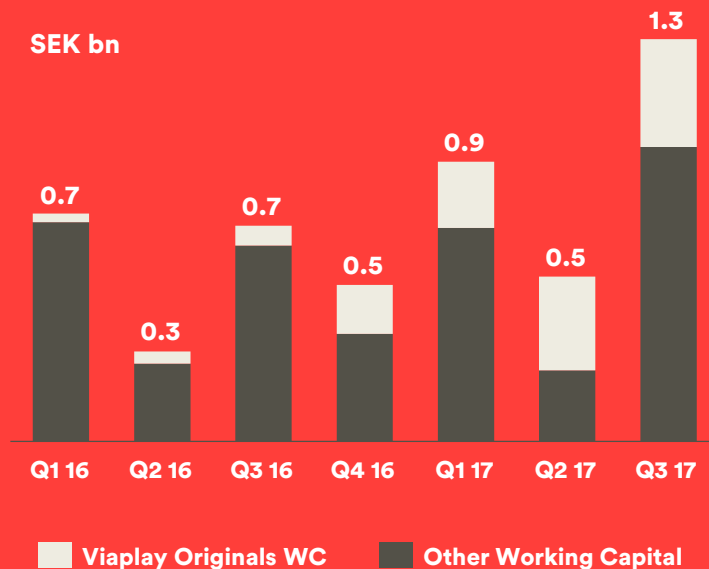
SEK
800m

Significant progress since last CMS

Strong and improving cashflow generation



Strategic working capital investments



Significant progress since last CMS

Acquisitions
Q416-Q317

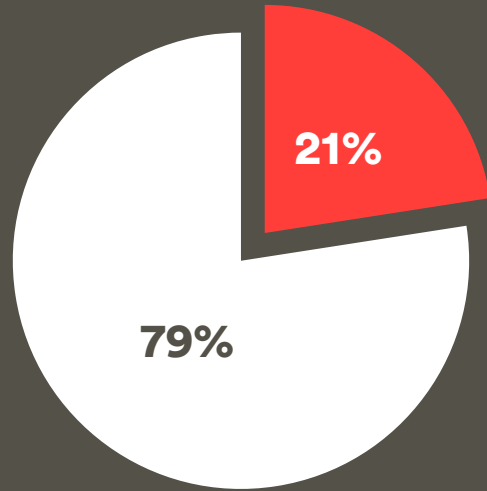
**InnoGames
&
Kongregate**


Divestments
Q416-Q317

**Czech Rep.
Baltic's
Africa**

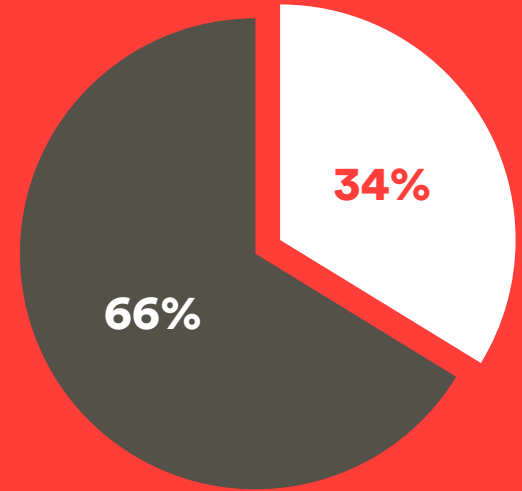
Significant progress since last CMS

Sales split Q3 2016



 Digital revenue  Other

Sales split Q3 2017



 Digital revenue  Other

Improved disclosures for MTGx

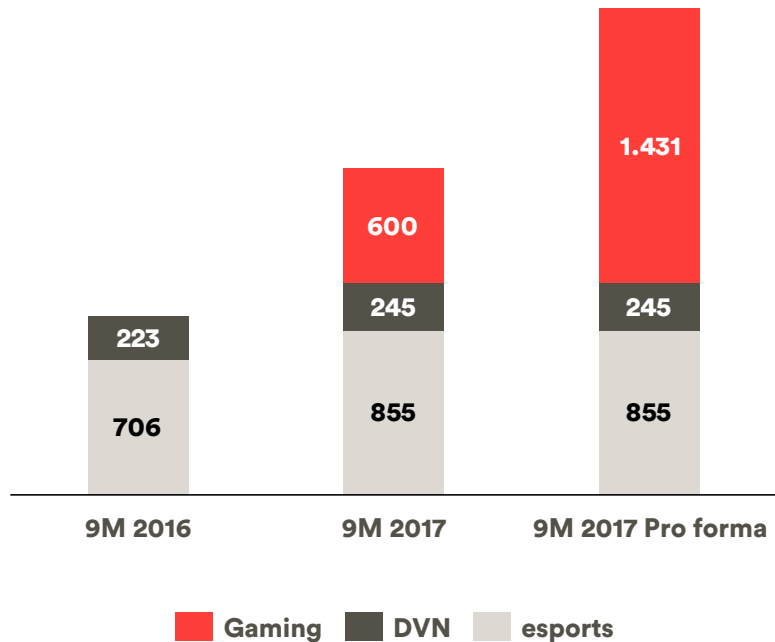
Revenue breakdown



EBITDA and EBIT for the segment

MTGx – improved disclosures

Revenue break-down by type (jan-sep)

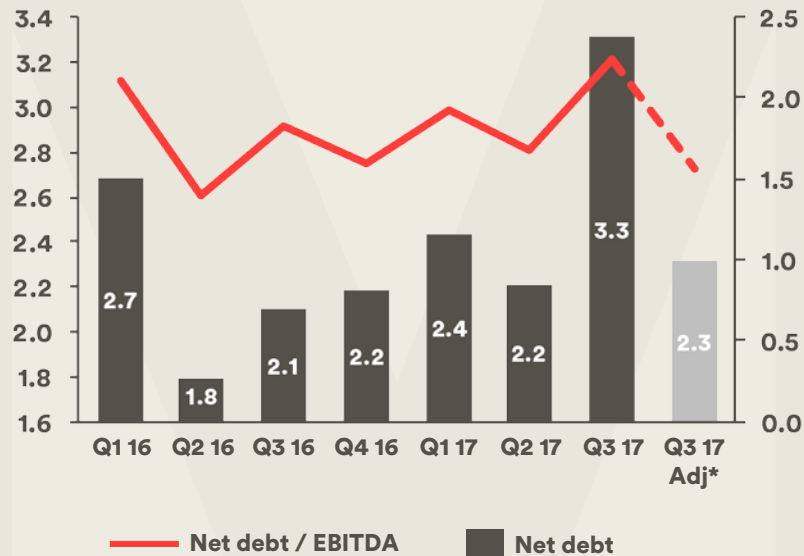


**EBITDA
of SEK 6m
in Q3**

Solid financial profile

Net Debt development

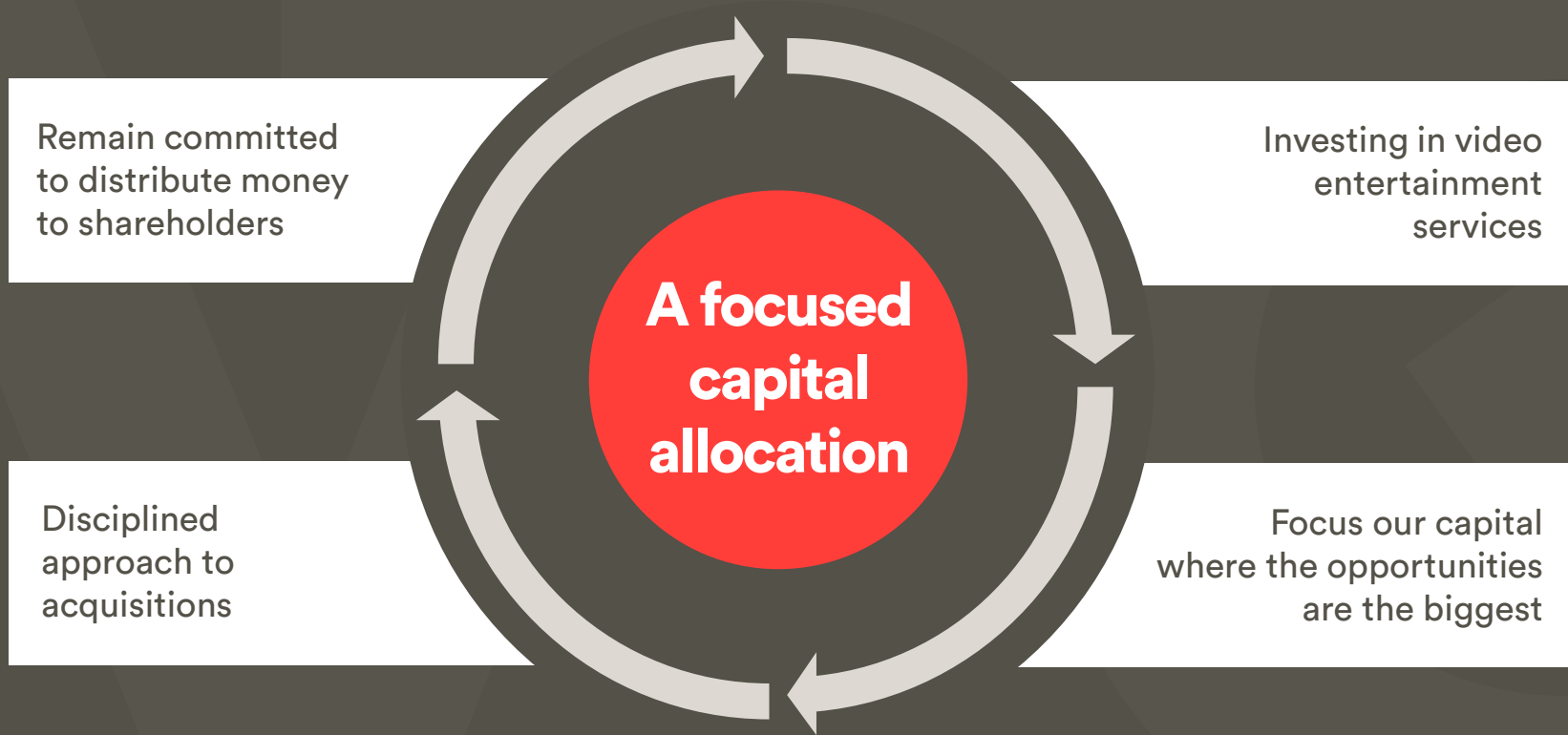
SEK bn



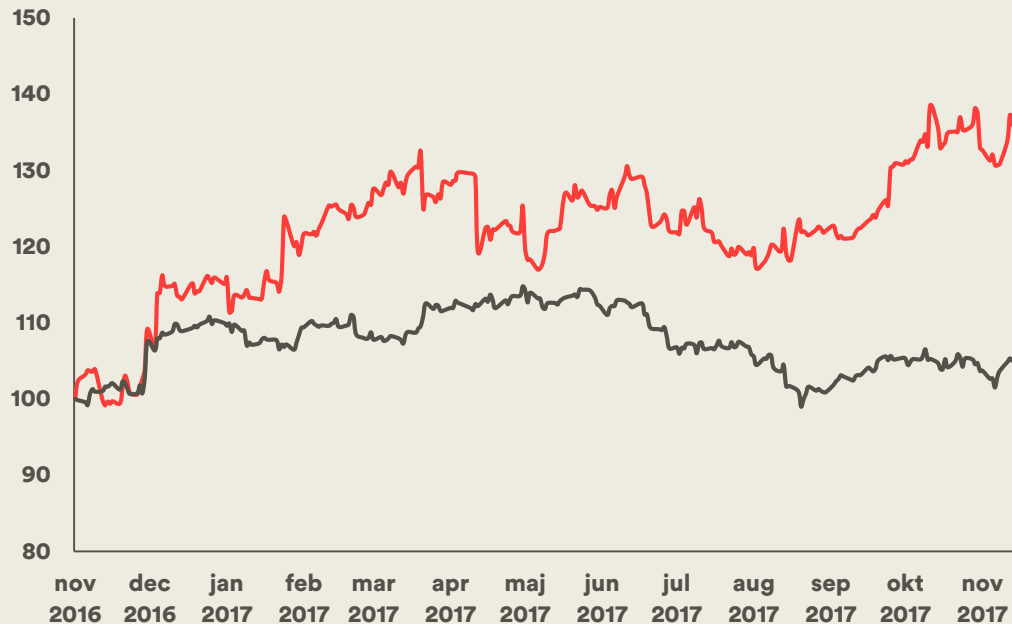
* Q3 17 Adjusted for proceeds received for the sale of MTG's Baltic operations

Timeline of key transactions

- **Q2 2016** – divestment of CTC
- **Q4 2016** – initial investment in InnoGames
- **Q2 2017** – divestment of Prima (Czech Rep.)
- **Q2 2017** – increase stake in InnoGames
- **Q3 2017** – acquisition of Kongregate
- **Q4 2017** – complete sale of Baltic operations
- **Q4 2017** – acquire Synapse and Chinzilla



The strategy is working



MTG B
+36%

Media index
+5%

Share price performance in 'MTG B' and 'STOXX Europe 600 Media' since 2016 CMS (10 Nov 2016)

5 initiatives to drive future returns

1 Win in the Nordics – unique concept & strong VOD positions

2 Scale up MTGx – capitalise on consumer trend shifts

3 Strategic partnerships

4 Strict cost control & capital allocation

5 Active portfolio management

Time is on our side!



**We have
great
products**

**With strong
market
positions**

**Now all
about scaling
them**