



April 24, 2024

Q1 2024

Maria Redin, CEO
Nils Mösko, CFO



Revenues up 11% and 7% pro forma growth, strong operating margin of 27%

Net sales

1,447 SEKm

11% reported YoY growth
10% growth YoY at constant FX
7% YoY pro forma growth

Adjusted
EBITDA

396 SEKm

51% YoY reported growth in Q1

Adjusted
EBITDA margin

27%

Strong margin performance
20% adj. EBITDA margin in Q1'23

Cash flow from
operations

SEK 293m

Cash conversion LTM 62%



MTG provides 2024 outlook

**Reported sales
growth**
(currency adjusted)

1 – 5%

**Adjusted
EBITDA margin**

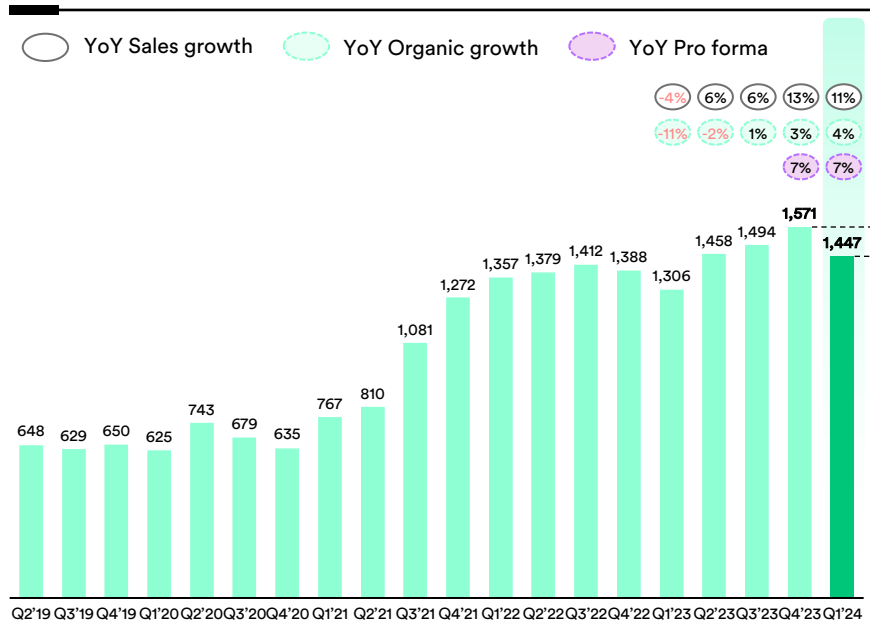
26 - 29%

Comments

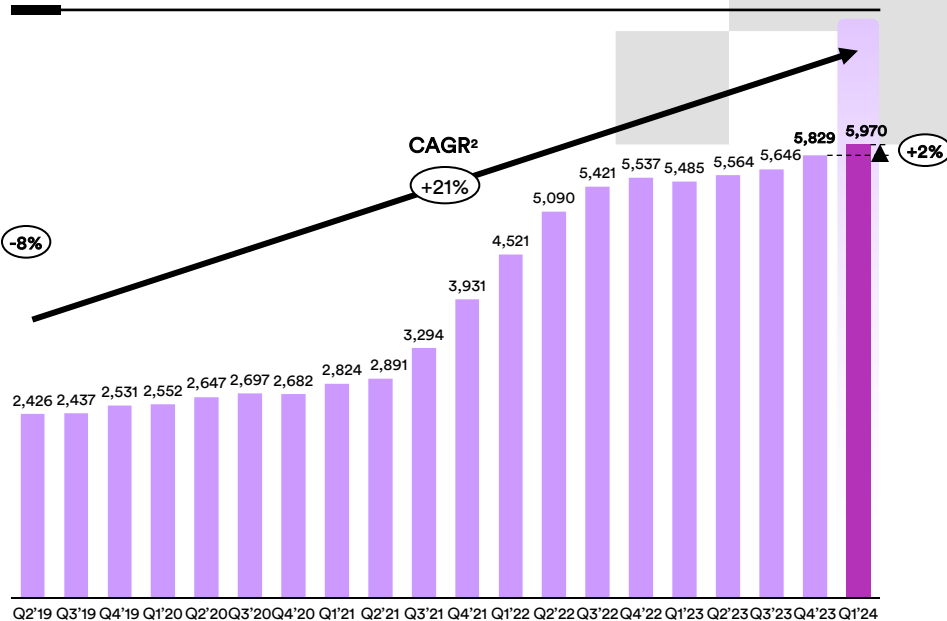
- The market is expected to grow low to mid-single digits during 2024 according to Newzoo, which is in line with our own observations
- We are evaluating the effects of Google's changes to the ad bidding system and upcoming privacy changes. This, together with delayed new games, reduces our short-term UA initiatives and thus improves our margin, supported by an improved underlying operating leverage
- Our 2024 pipeline includes several new games and localization of key word games

11% sales growth and all time high LTM Revenues

Reported revenue¹, SEKm



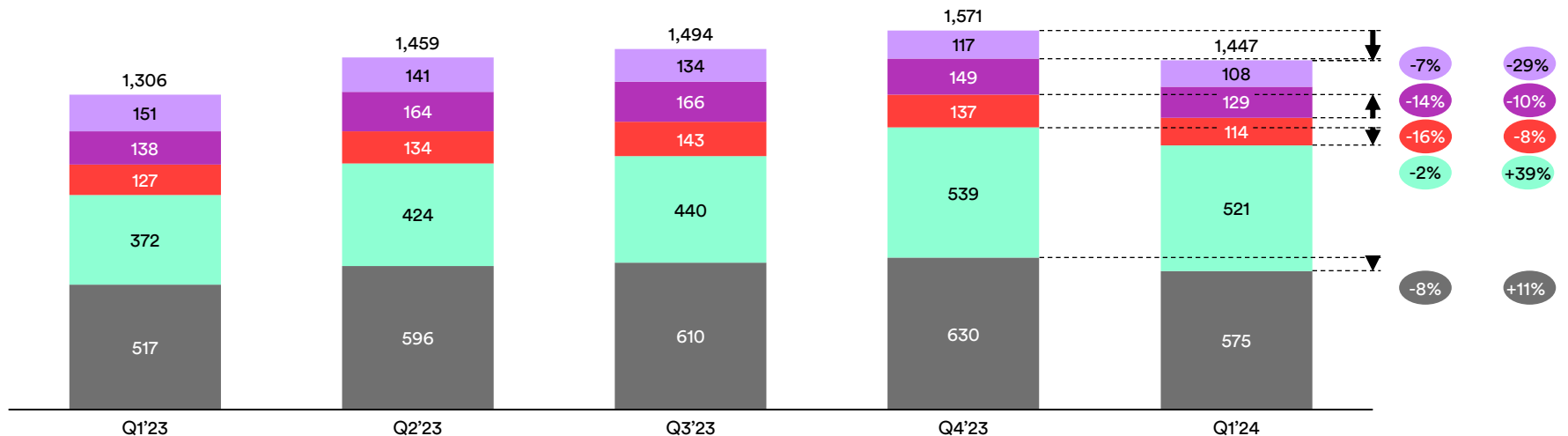
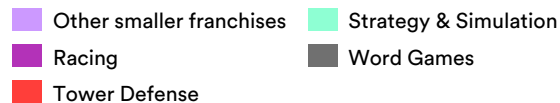
Reported revenue¹, SEKm LTM



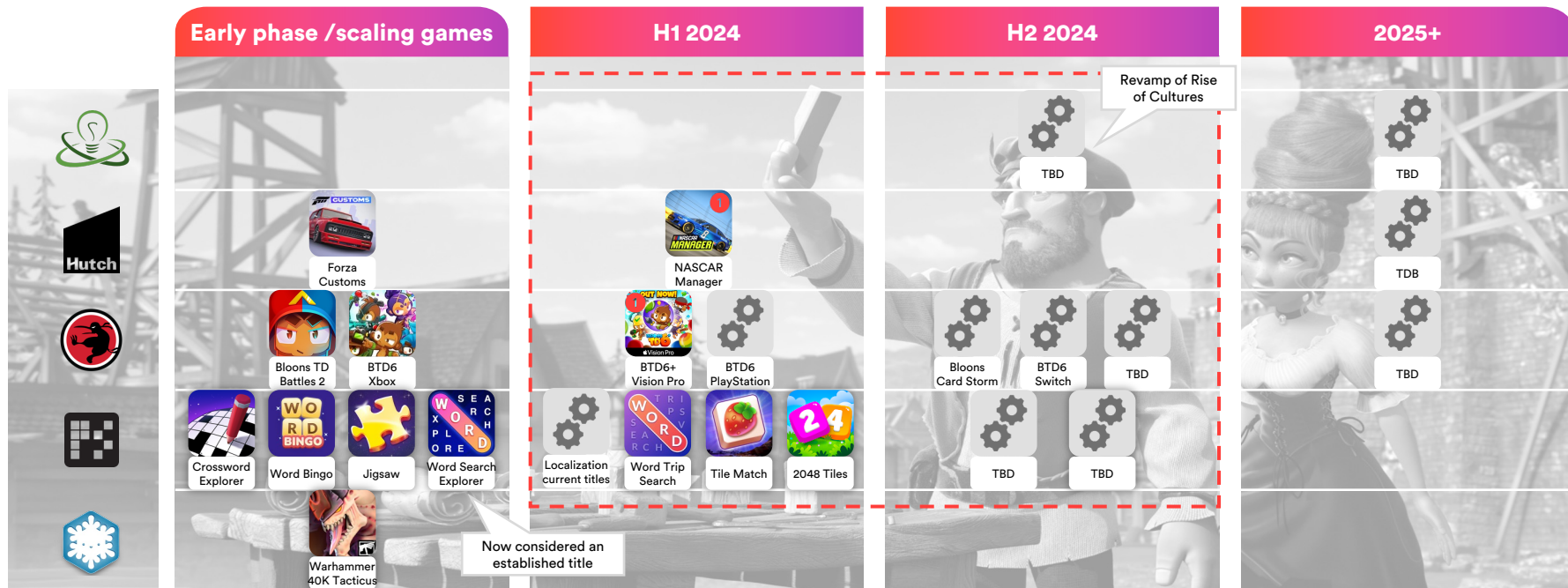
1) Gaming only 2) Annualized CAGR, time period: 4.75 years
Hi

Sales growth driven by Word Games and Strategy & Simulation franchise

Revenue by franchise, SEKm



Executing on our pipeline

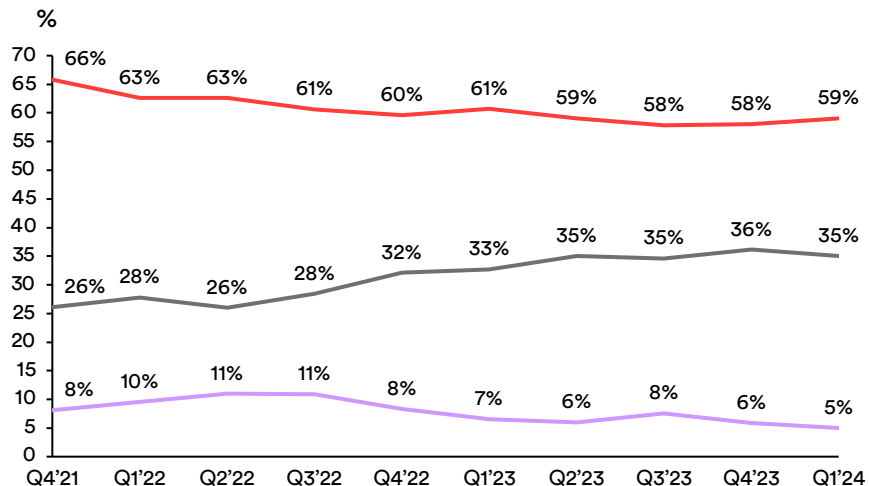


Released in Q1 2024 1

Strategy & Simulation and Word Games drive ARPDau growth

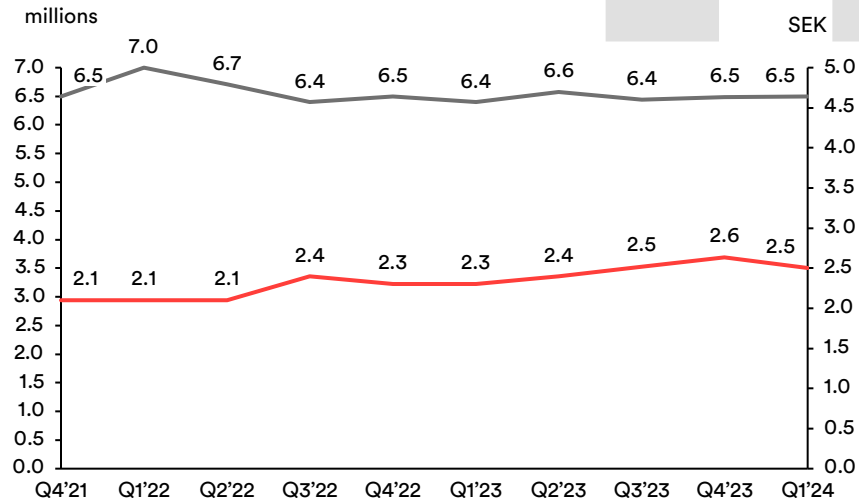
Revenue streams

— IAP — IAA — Third party publication platforms (Other)



User development

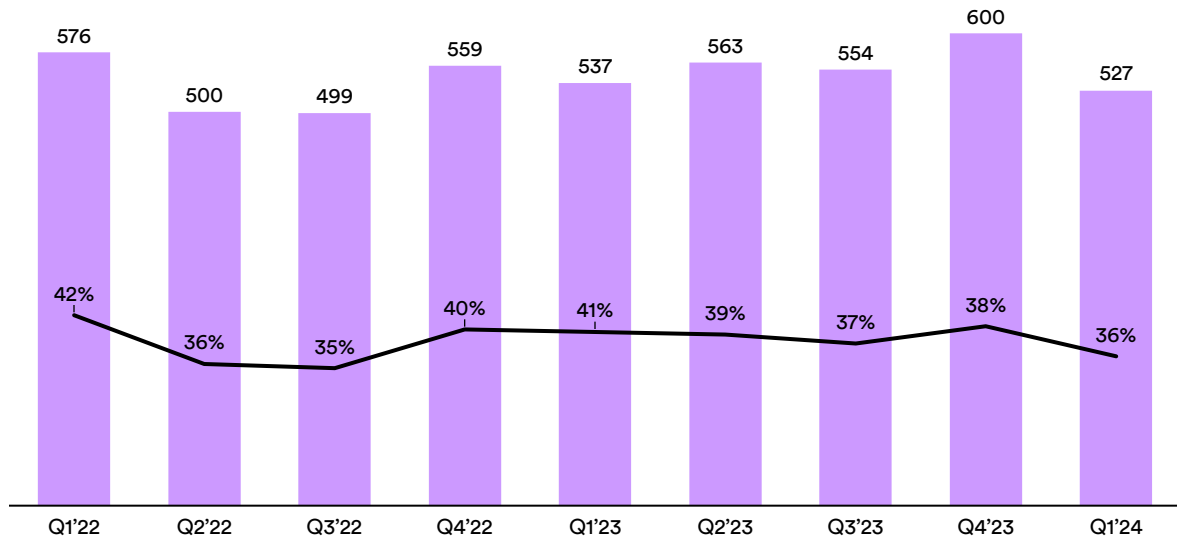
— DAU — ARPDau



Lower UA spend while we work on new titles and localization in Word Games franchise

UA spend development

UA spend, SEKm



Comments

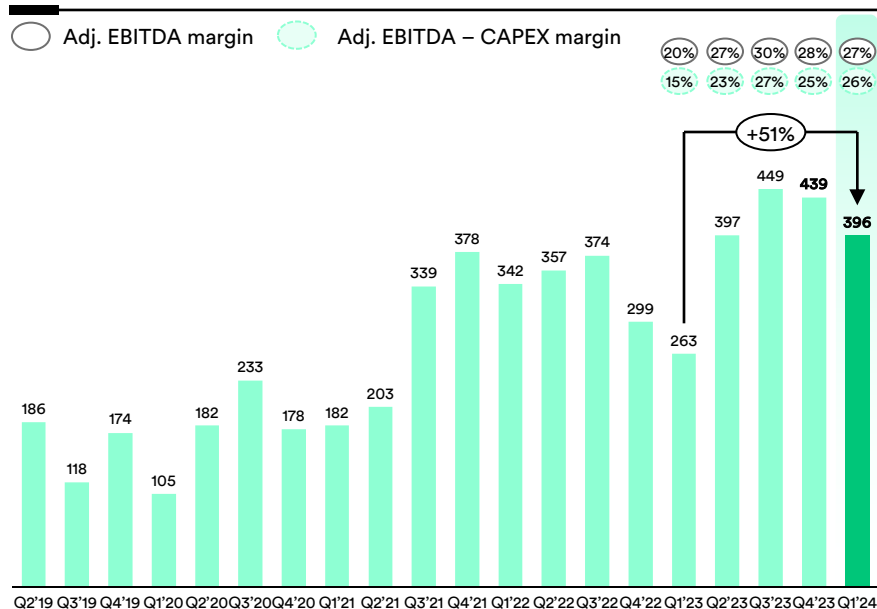
- Maintained prudent approach to UA spend focused on healthy ROAS levels and UA down 2% YOY
- Change in UA mainly driven by Word Games. PlaySimple working on new titles and localization of current hits and plans to scale UA when ready
- Continued ROAS discipline and lower UA spend in Strategy & Simulation

Forge of Empires

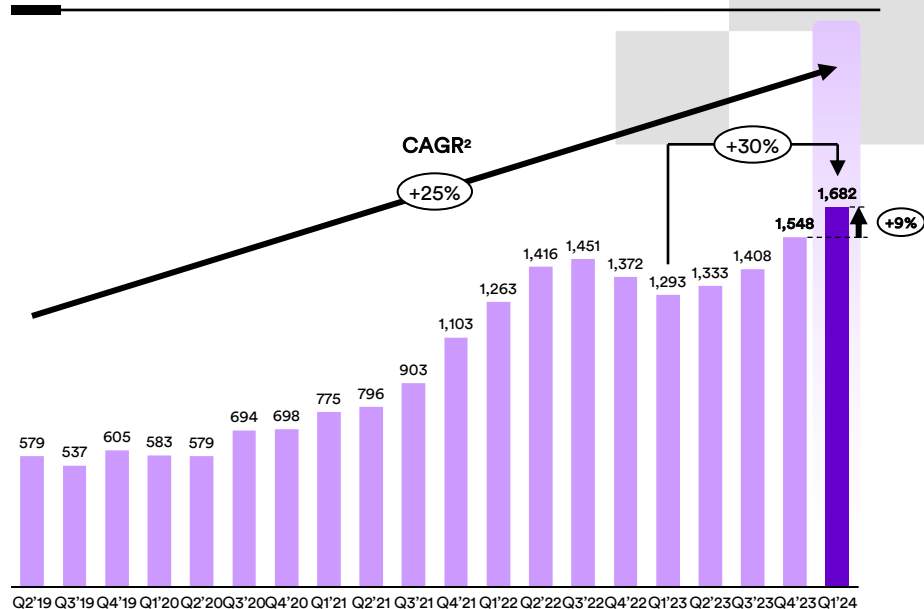


Strong adjusted EBITDA of SEK 396m and 27% margin and all time high adjusted EBITDA on rolling 12-month basis

Reported adj. EBITDA¹, SEKm



Reported adj. EBITDA¹, SEKm LTM



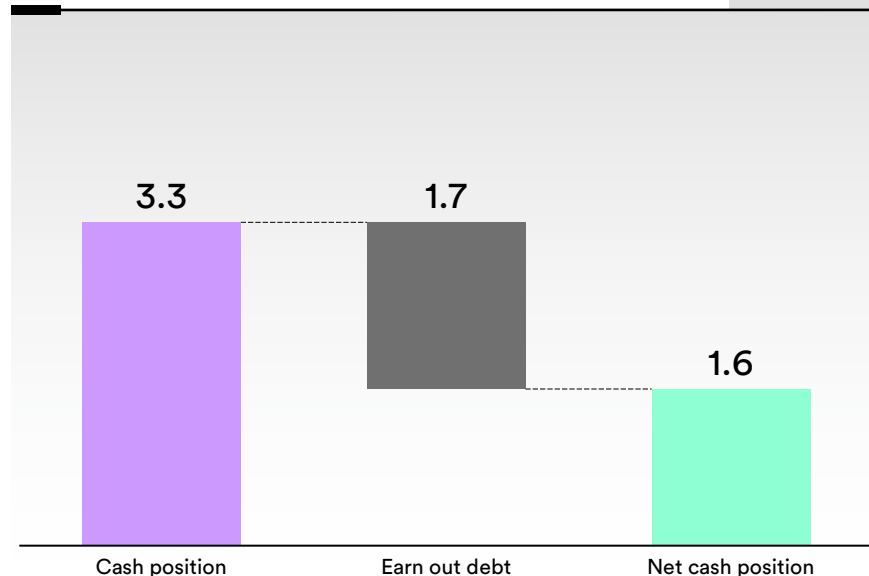
1) Gaming only, 2) Annualized CAGR, time period: 4.75 years

Continued strong cash generation with cash conversion at 62% on LTM

Group cash flow statement, SEKm

	Q1'24	LTM Q1'24
Cash flow from operations ¹	335	1,594
Taxes paid	-78	-430
Changes in working capital	39	60
CAPEX	-24	-174
Free cash flow	272	1,050
Adj. EBITDA	396	1,681
Cash conversion rate	69%	62%
Earnout payment	0	940
Free cash flow after earnout payment	272	110

Balance sheet, SEKbn



1) Excluding realized FX effects 1.7 SEKm in Q1'24 and 67 SEKm LTM Q1'24

Starting the year

Conclusion

- Strong start to the year with 11% net sales and 7% pro forma sales driven by PlaySimple, InnoGames and Snowprint
- We report +51% increase in adj. EBITDA YoY with a margin of 27%
- Cash conversion LTM of 62% LTM
- Exciting pipeline of new games and major features to support scaling when ready
- New share buyback program launched today and intention to launch next program after 2024 AGM

Outlook 2024

- 1-5% sales growth on a currency adjusted basis for the full year
- Adj. EBITDA margin of 26-29% for the full year





Q&A