Disclaimer

MTG

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TRANSFORMATION
Midcore District
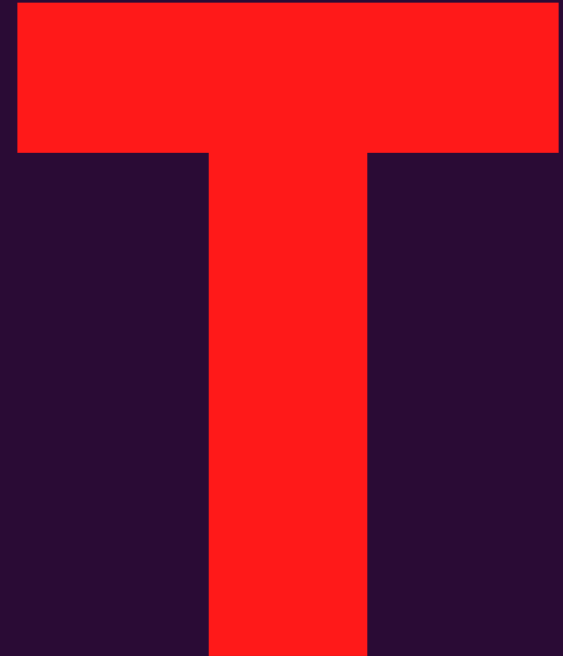
MTG

Speaker: Oliver Bulloss

Midcore District is home to some of the world's leading games

MTG

66
Live games[1]

5
Studios

1,900+
Employees[2]

~80%
Of group revenue[3]

Select key games

Raid: Shadow Legends	Forge of Empires	Merge Gardens	Mech Arena	Warhammer 40,000: Tacticus	Vikings: War of Clans
F1 Clash	Bloons TD 6	Tribal Wars	Top Drives	Heroes of History	Elvenar

PLARIUM   InnoGames   Snowprint   Hutch   ninjakiwi

Our top 5 games are some of the greatest in their genres

MTG

RAID: SHADOW LEGENDS

#1 in RPG

$2.6bn lifetime revenue

FORGE OF EMPIRES

#2 in Empire Simulation

$1.4bn lifetime revenue[2]

WARHAMMER 40,000: TACTICUS

#1 in Turn-Based Tactics

$160m lifetime revenue[2]

F1 CLASH

#2 in Sports Manager

$210m lifetime revenue

BLOONS TD 6

#4 in Paid Games[1]

$220m lifetime revenue[2]

Midcore games are characterized by deep progression systems and IAP monetization

MIDCORE

Depth
Deep progression and a wide range of game systems

Monetization
Mainly in-app-purchases with high spending depth possibilities

Audience
More experienced gamers with long session times

CASUAL

Depth
Easily accessible core mechanics with wide appeal

Monetization
Hybrid ads with in-app-purchases

Audience
Broader casual audience

Our success depends on **strong IPs**, **operational excellence** and capital discipline

MTG

Evergreen titles

Strong, evergreen games are the backbone of the portfolio. Delivering longevity, brand equity, and consistent player loyalty

Proprietary platform

Relevant scale and operational excellence with minimal waste and overlaps, focused on best-in-class game development and shared services

Capital discipline

Ability to fund the right bets at the right time enabled by stable cashflows and disciplined capital allocation framework

The addition of Plarium provides us with the critical building blocks to deliver on our long-term strategy

We have **clear growth drivers** fueled by our central platform

MTG

Continued growth journey

3   Increase new game shots on goal

2   Fuel rapid growth of rising stars

1   Extend longevity of established games
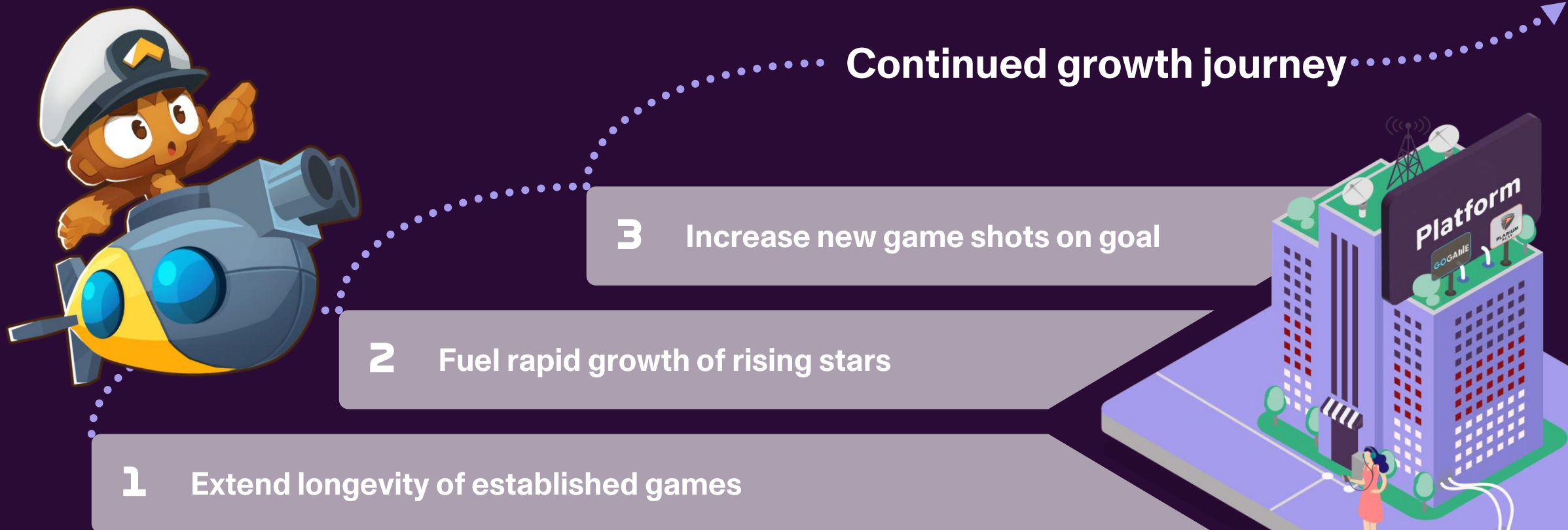
Our **growth flywheel**: Powering the launch, growth, and longevity of games

MTG

ESTABLISHED GAMES

Raid: Shadow Legends

Forge of Empires

Providing scale, stability and cashflows to fund innovation and portfolio expansion

SUSTAINABLE PREDICTABLE GROWTH

Warhammer 40,000: Tacticus

Heroes of History

Demonstrated breakout potential, driving growth momentum and energizing the portfolio

RISING STARS

NEW GAMES

Matchcreek Motors
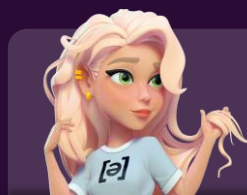
Elf Islands

Injecting fresh concepts and experimentation to capture new audiences and trends

Predictable, high-performing established games that stay relevant for decades

MTG

6-month rolling average gross revenue

Covid-19 boost
Mar'20 to Jul'21

Covid-19 hangover
Jul'21 to Apr'23

Estimated non-Covid-19 development

Acquired by
MTG

RAID: SHADOW LEGENDS

Covid-19 boost
Mar'20 to Jul'21

Covid-19 hangover
Jul'21 to Apr'23

Acquired by
MTG[1]

FORGE OF EMPIRES[2]

Months since launch

0   5   10   15   20   25   30   35   40   45   50   55   60   65   70   75   80   85   90   95   100   105   110   115   120   125   130   135   140   145   150   155   160   165
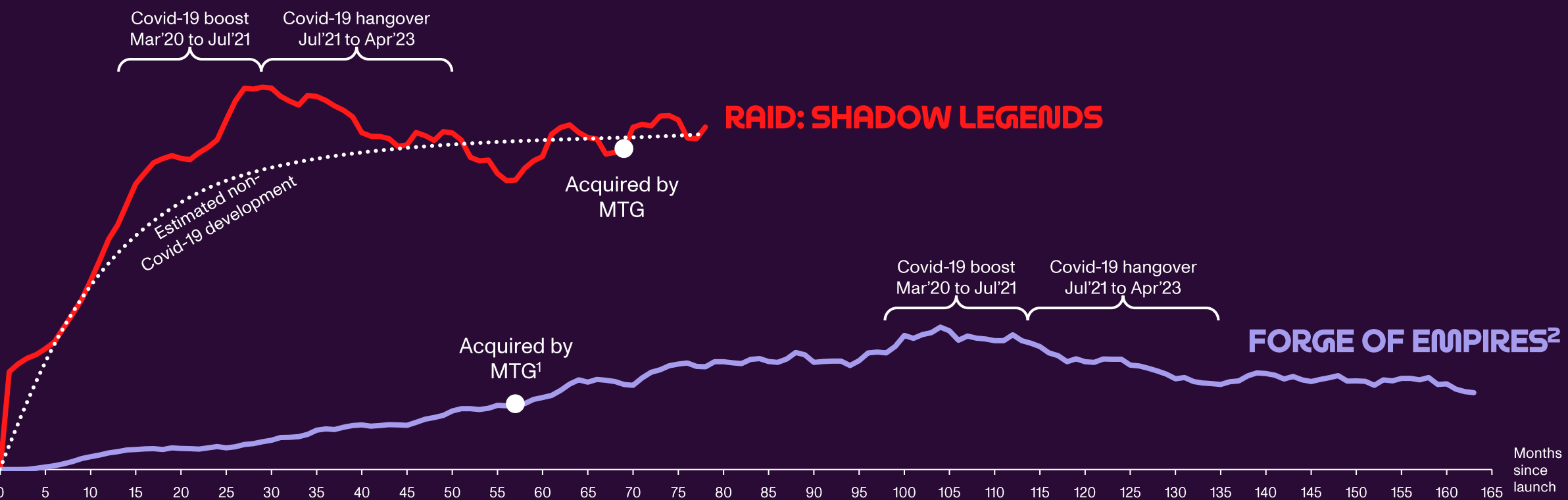
Notes: 1) Initial acquisition of 35%; 2) Constant FX EUR:USD Q2 2025

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Exciting new games pipeline to accelerate growth with more shots on goal

MTG

10+
New games in development

2-4
Anticipated soft launches per year from 2026 to 2028

New Game
Genre: Merge

New Game
Genre: Shooter

New Game
Genre: Card Collection

New Game
Genre: Casual RPG
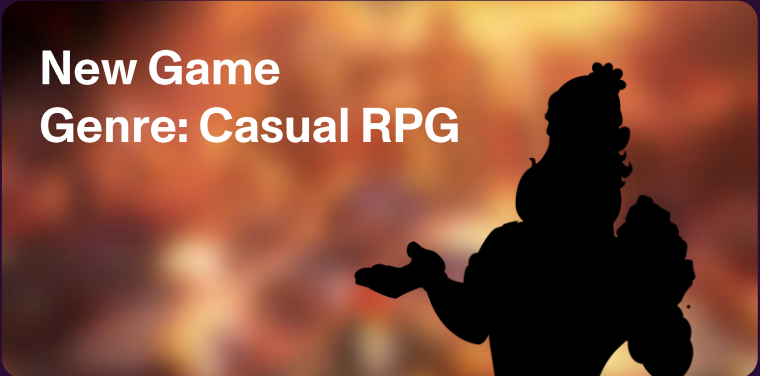
Scaling our **rising stars** through carefully crafted LiveOps to build new activations, retention, engagement and monetization

Warhammer 40,000: Tacticus
6-month rolling average gross revenue

Acquired by MTG

240
LiveOps activities in Tacticus LTM Q2 2025

Key game updates

| Battle Pass | Legendary Events | | Guild War | Machines of War & Incursion Events | Seasonal Events with Survival Mode | Requisitions 2.0 & Home Screen Events | Campaign Events | Mythic Rarity |
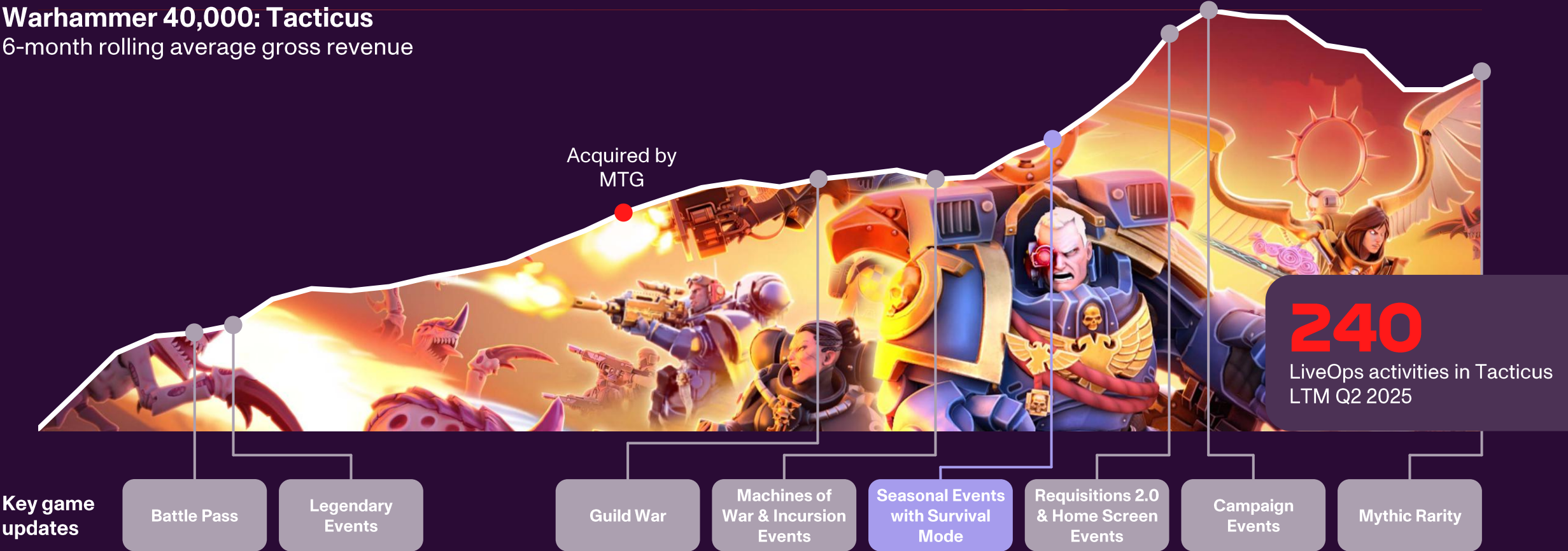
Building a **stronger future** by transforming our operating model on the foundation of Plarium technology

MTG

Building unified shared services

Leveraging Plarium's proven tech as the backbone to centralize and scale value-add capabilities

Unlocking studio growth

Empowering teams to tap into shared services that accelerate development and expand market reach

Preserving creativity, amplifying success

Studios keep full creative autonomy while benefiting from cross-studio best-practices

Driving efficiency to fuel reinvestment

Through streamlining operations to generate savings we can channel back into growth initiatives

Creating the best platform to support game development

MTG

Shared support functions bring efficiency and scale across all studios

Support functions

Product support

Player services

LiveOps

Game dev.

Studios are supercharged with best-in-class shared core functions

Data & analytics

Tech & tools

Marketing

Game support

Game design

Game strategy

Culture & identity

Studios retain autonomy and accountability for game development
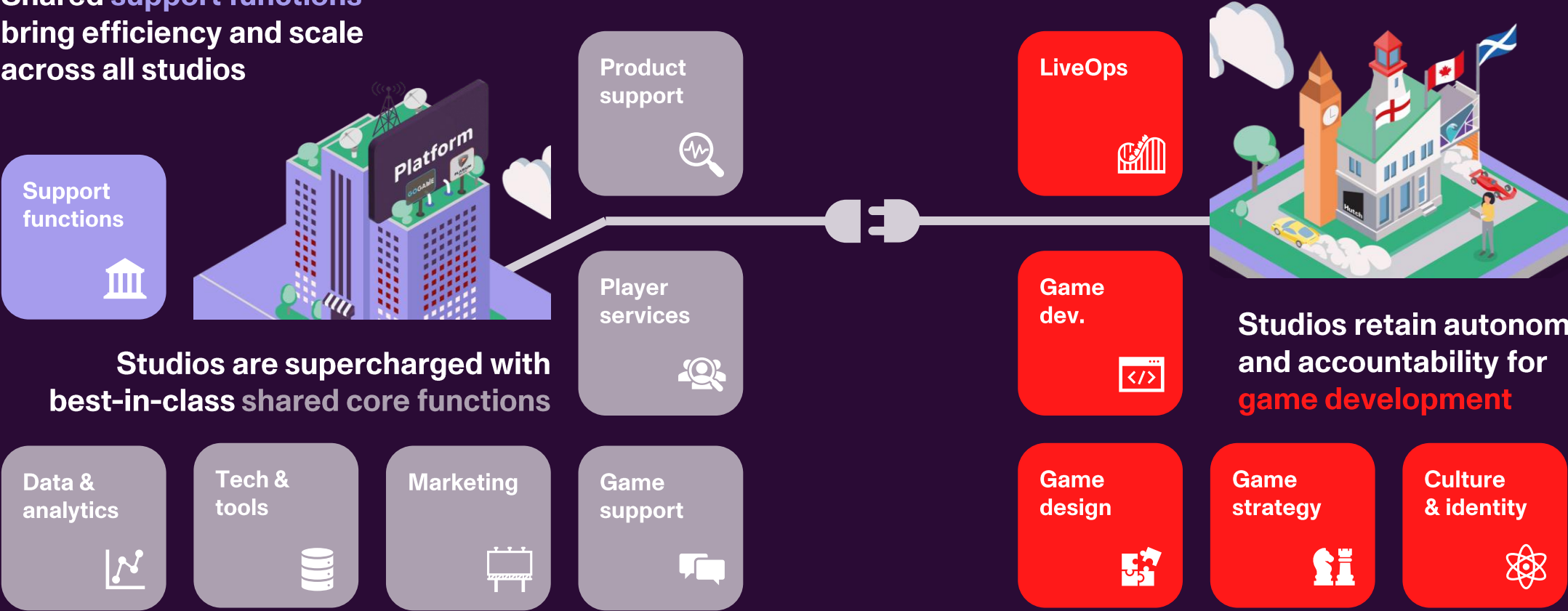
Support function (centralized)   Core function (local or shared)   Studio function (independent)

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GoGame showcase: A scalable platform with advanced functionality for marketing excellence across all studios

MTG

GOGAME
Marketing platform

Optimized marketing workflows	Improved campaign tracking	Greater selection of marketing partners
CPE and influencer marketing	Efficient creative management	Seamless integration with data platform

>$300M

Midcore annual marketing spend[1]
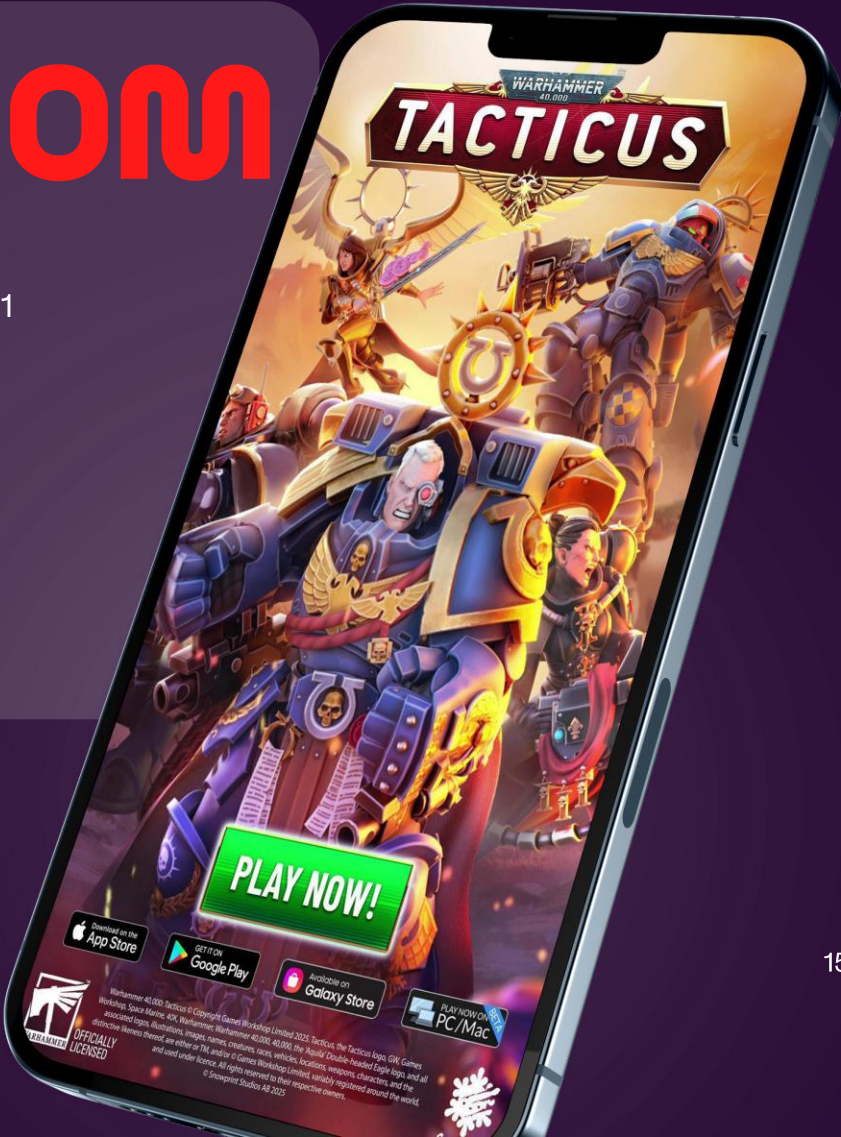
Direct-to-consumer initiatives will allow us to lower platform fees and enhance margins

MTG

Bypassing expensive app store fees

MTG

~4%

Platform fee of gross revenue[1]

Customer

~30%

Platform fee of gross revenue

Mobile app stores
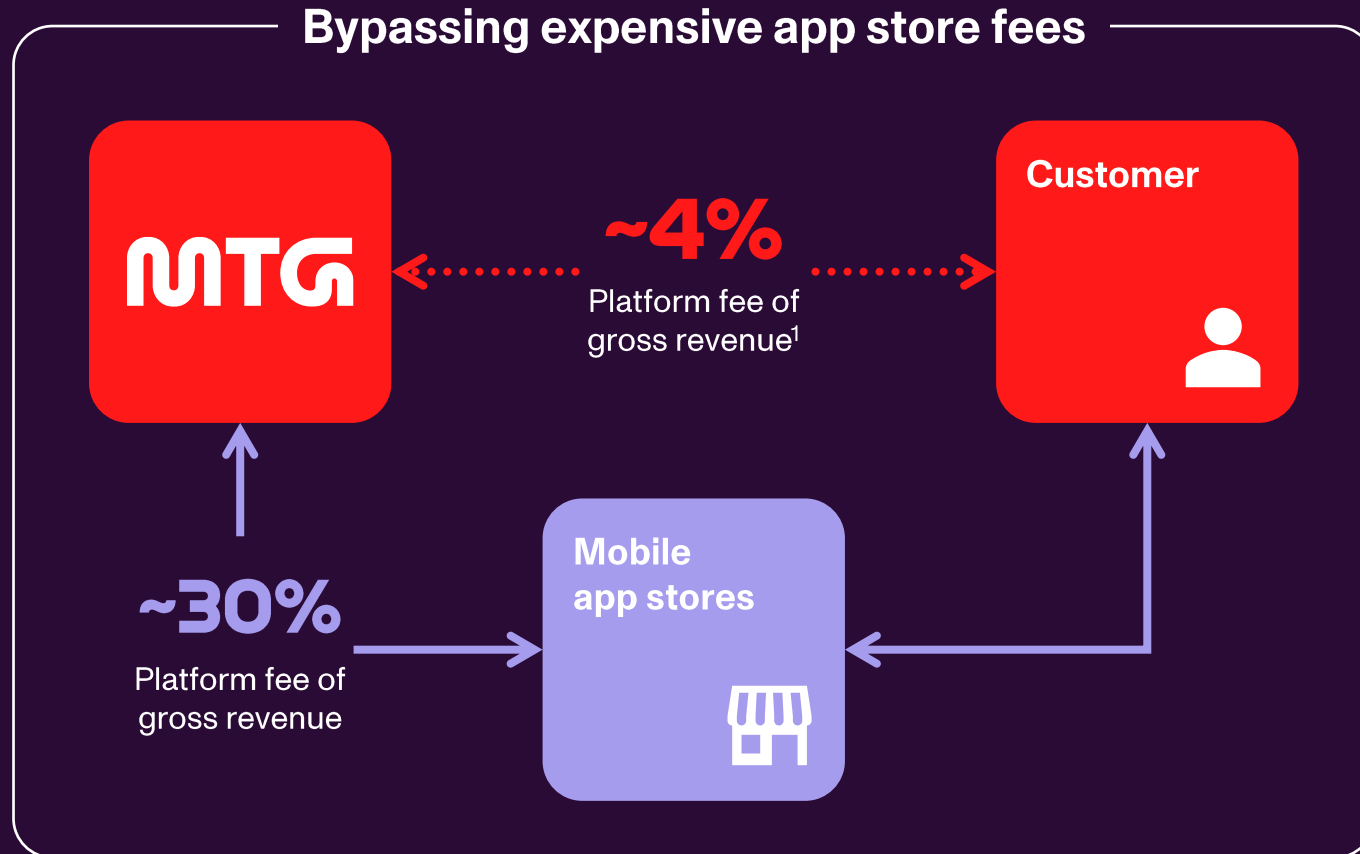
Notes: 1) Fees vary per game, payment method and location. Example is from RAID on Plarium Play

16

Our direct-to-consumer strategy is built on three pillars

Plarium Play
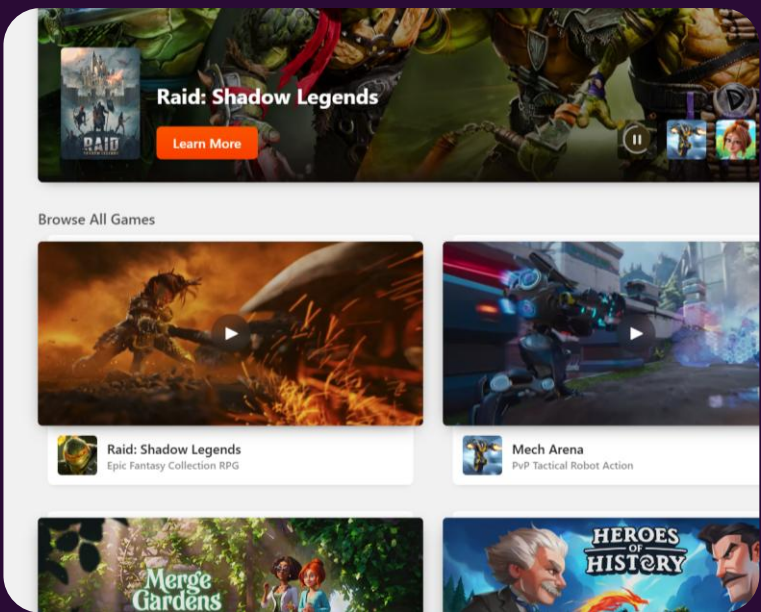
Webstores
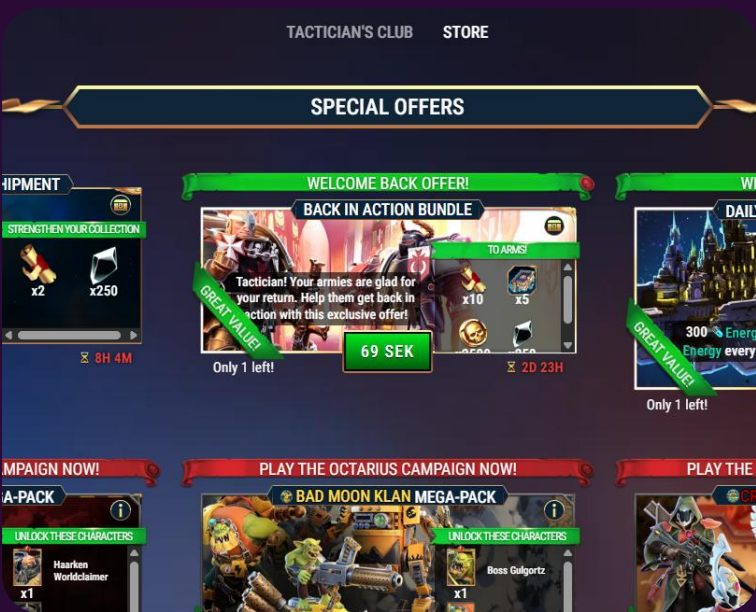
Direct payments[1]

31% Direct-to-consumer share of total revenues[2]

Through D2C we **own the player journey** across multiple platforms and can cross-promote users within our network

Owning the player journey by owning the distribution
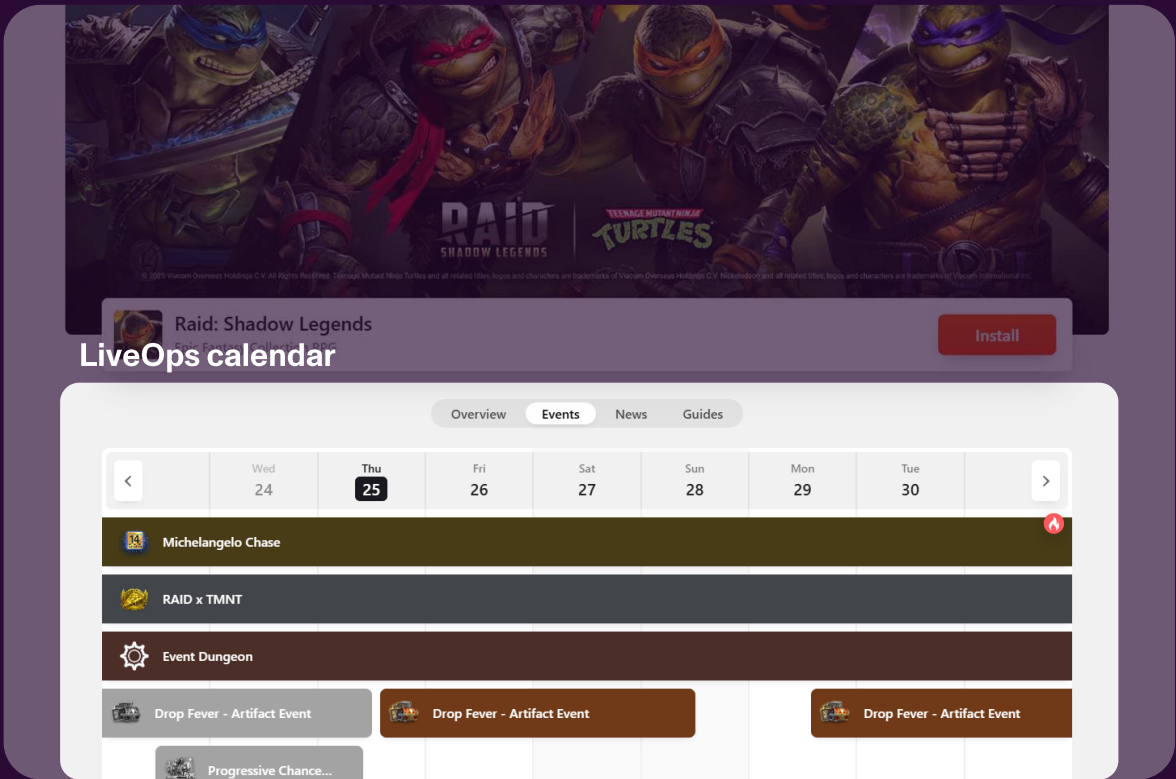
One audience network for smart cross-promotion

LiveOps calendar
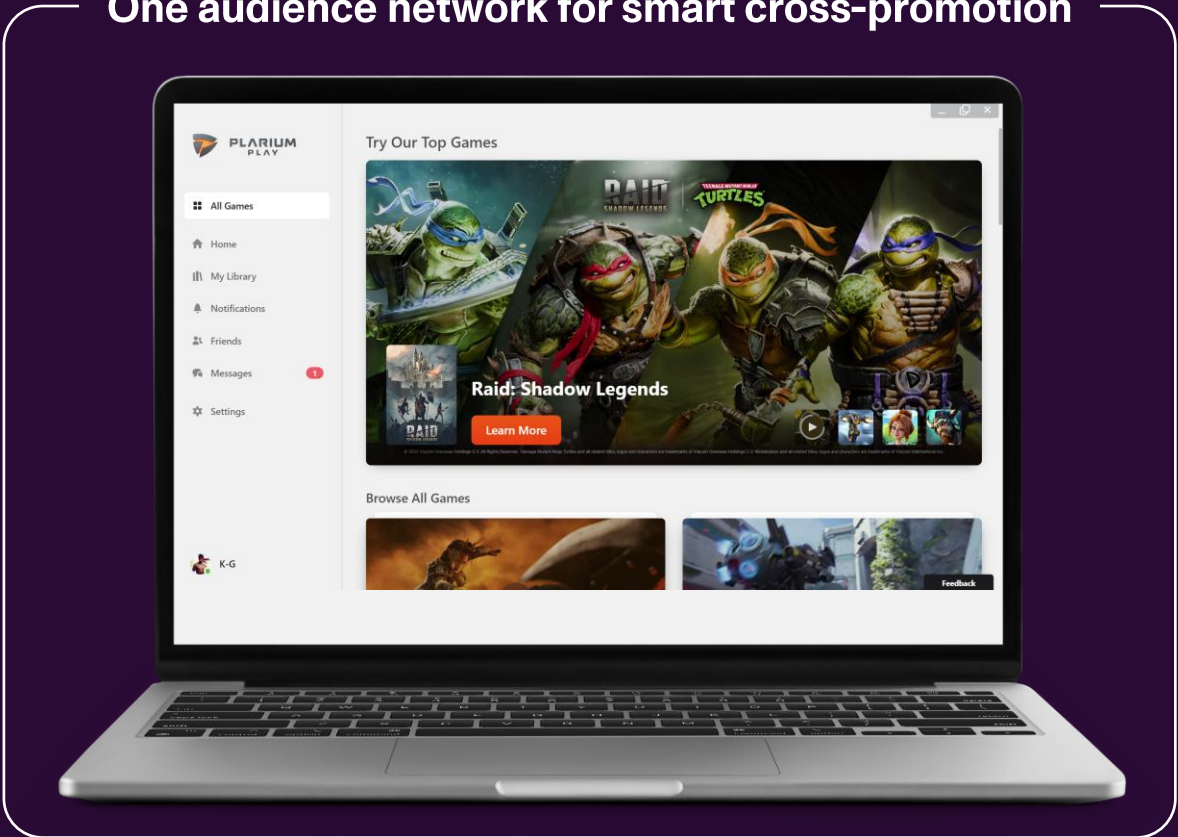
AI is supercharging everything we do

MTG

Our AI focus areas

Engineering

Corporate

Art

Product

Data

Sound & language

Already live AI implementations

```
st    Ref = useRef([{ r: Math.floor(DEFAULT_ROWS / 2), c: Math.floor(D.
co       ef = useRef(DIRS.ArrowRight);
const nextDirRef = useRef(DIRS.ArrowRight);
const foodRef = useRef(randCell(DEFAULT_ROWS, DEFAULT_COLS, new Set([`${snak
const gameOverRef = useRef(false);
```

LEGENDARY DRIVERS **24**

We're looking for the next Snowprint

High growth

Lacking central tools and capabilities

Built on strong IP

Our district model will unlock more than $20m in synergies

MTG

>$20M

in total run-rate cost savings

Combination of overhead reductions and other centralized savings

Implementation by end of 2026 on run-rate basis

Transformation: Midcore key takeaways

> Our top games are evergreen and stay relevant for decades

> Our established games fuel new games and rising stars

> Our proprietary platform accelerate our growth flywheel

> We will unlock more than $20m in run-rate cost savings

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TRANSFORMATION
Casual District
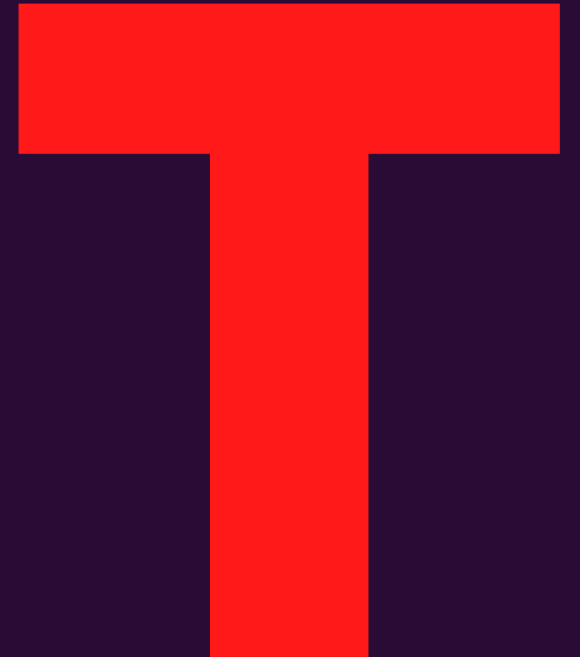
Speaker: Yoav Ecker

YOAV ECKER
CEO Casual District
25+ YEARS OF EXPERIENCE

Product Madness	Crazy Labs	Playtika
President & MD	Chief Casual Games Officer	EVP, GM WSOP & Playtika Canada

Casual games are characterized by easy access, in-app advertisement focus and a broad gaming audience

MIDCORE

Depth
Deep progression and a wide range of game systems

Monetization
Mainly in-app-purchases with high spending depth possibilities

Audience
More experienced gamers with long session times

CASUAL

Depth
Easily accessible core mechanics with wide appeal

Monetization
Hybrid ads with in-app-purchases

Audience
Broader casual audience

PlaySimple is the **foundation** for our Casual District – a category leader within casual games

MTG

CASUAL DISTRICT

#1

In Word globally[1,6]

1

Studio in the district

25

Live Games[2,7]

5

Game franchises[3,7]

~5M

Daily active players[4,7]

+400

Employees[5,7]

We have built some of the most successful **casual franchises**

MTG

XX Franchise

SEARCH

WORD SEARCH

#1 in Search[1,3]

Launched 2021[4]

ANAGRAM

WORD TRIP & WORD JAM

#4 in Anagram[1,2,3]

Launched 2017[4]

CROSSWORD

DAILY THEMED CROSSWORDS

#1 in Crossword[1,3]

Launched 2017[4]

OTHER FRANCHISES

PlaySimple is on a **massive growth trajectory**

MTG

PlaySimple gross revenue, 2018–2025

~60%
Revenue increase since acquisition[1]

~145%
DAU increase since acquisition[2]

MTG acquisition

2018
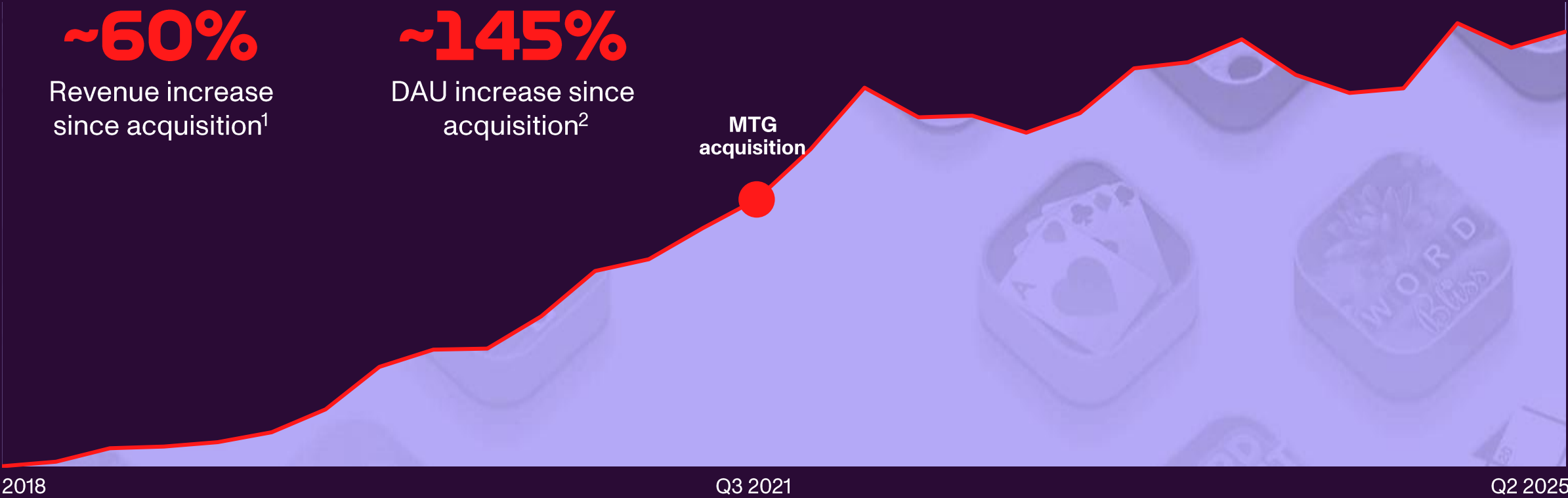
Q3 2021

Q2 2025

Notes: 1) Comparing quarterly gross revenue from Q3 2021 against Q2 2025; 2) Comparing quarterly average daily active users from Q3 2021 against Q2 2025
Sources: Company data for periods to and at acquisition. MTG reported data post acquisition.

At the core of PlaySimple is a superior technology platform
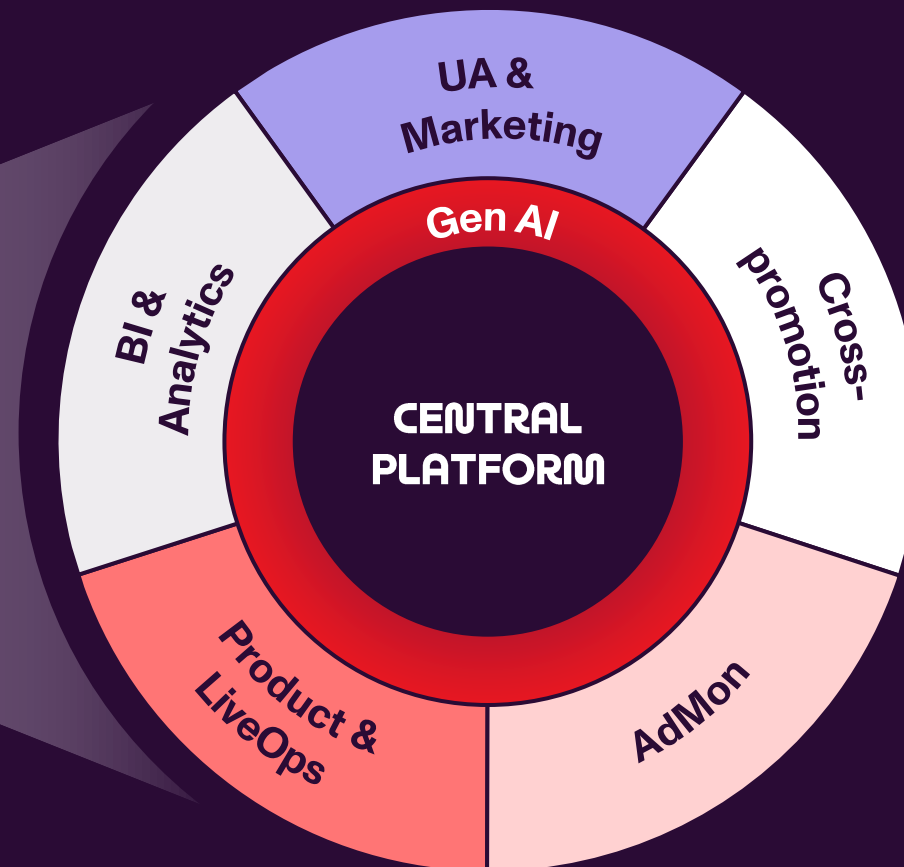
Central platform fuels **powerful flywheels** of learning and optimization, allowing for faster growth and more shots on goal

MTG

Engagement → Ad SDK Integration & Monetization ← Engagement

User Data

Improved User Experience

Insight Based Data-Driven UA

EXISTING GAMES   **NEW GAMES**

A/B Testing

Analytical Insights

Cross-Promo Idea Validation

Installs ← UA & Cross-Promo

New Game/Idea Shortlist → Rapid Game Development
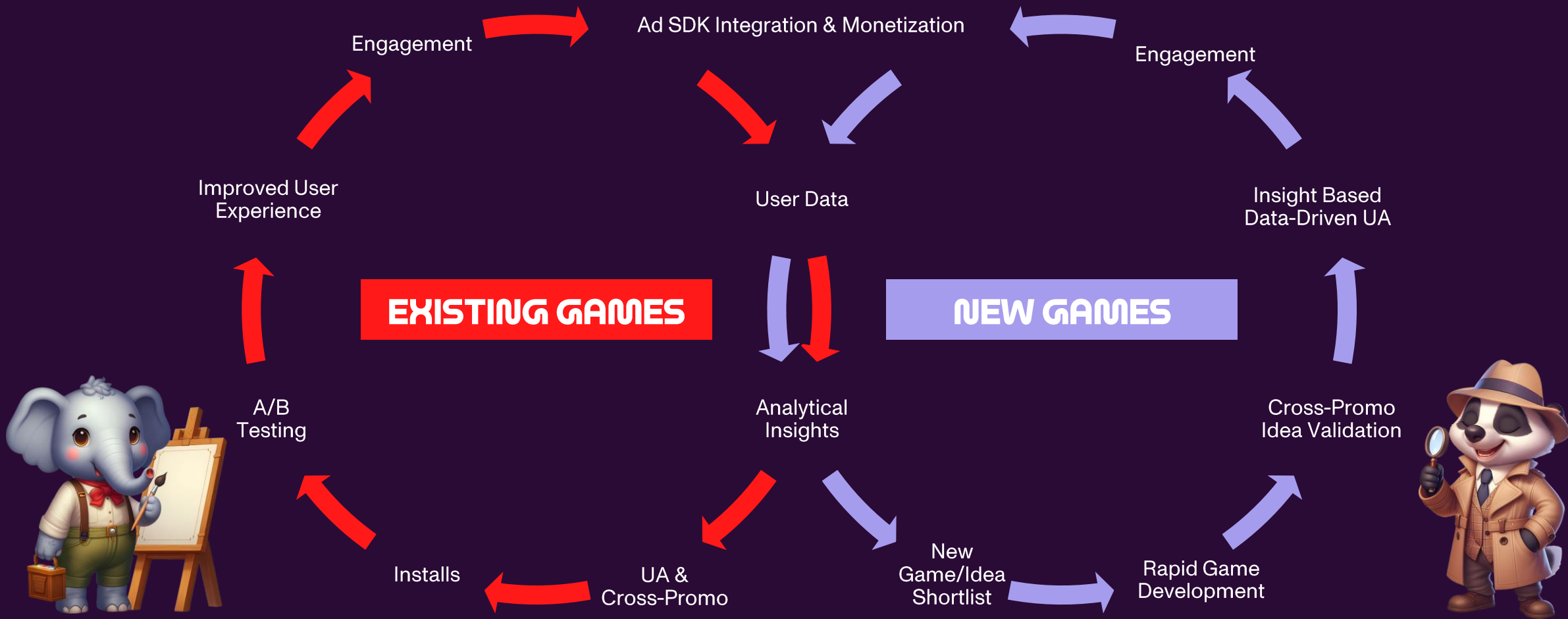
AI is embedded into the platform and accelerates our growth
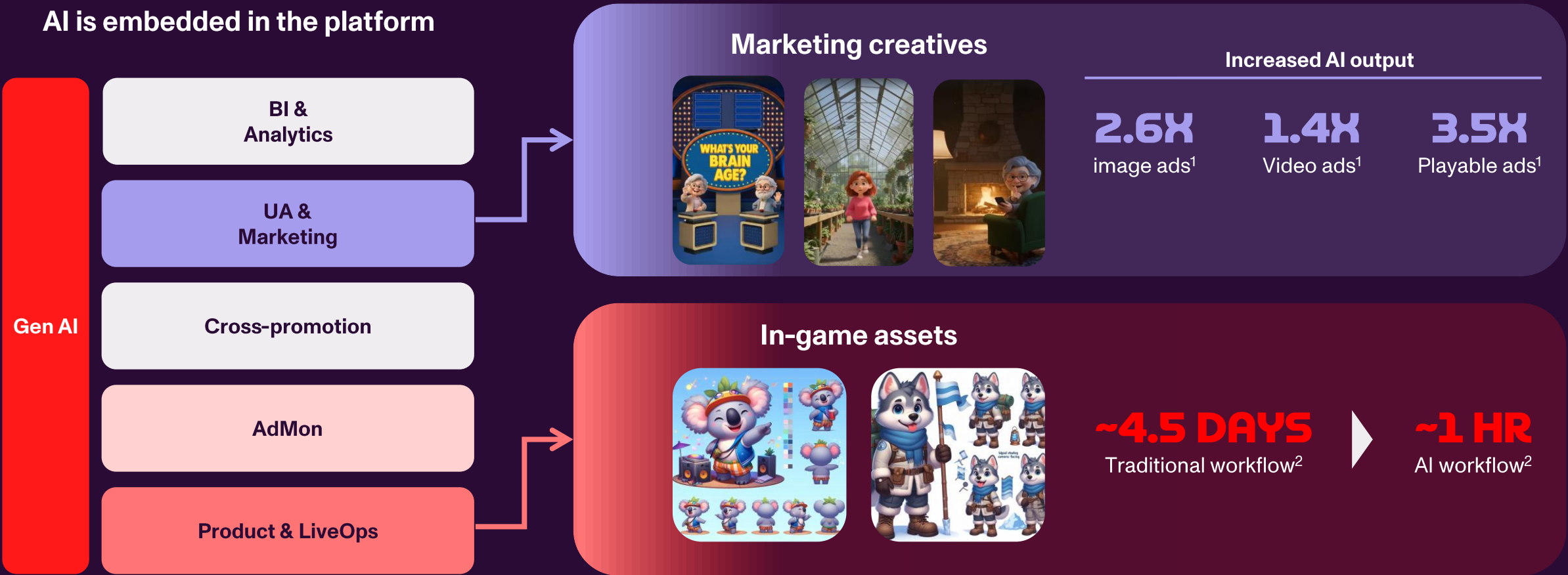
MTG

AI is embedded in the platform

Gen AI

- BI & Analytics
- UA & Marketing
- Cross-promotion
- AdMon
- Product & LiveOps

Marketing creatives

Increased AI output

2.6X image ads[1]

1.4X Video ads[1]

3.5X Playable ads[1]

In-game assets

~4.5 DAYS Traditional workflow[2]

~1 HR AI workflow[2]

AI empowers our teams with new capabilities

MTG

Text to SQL

Text to animation

32
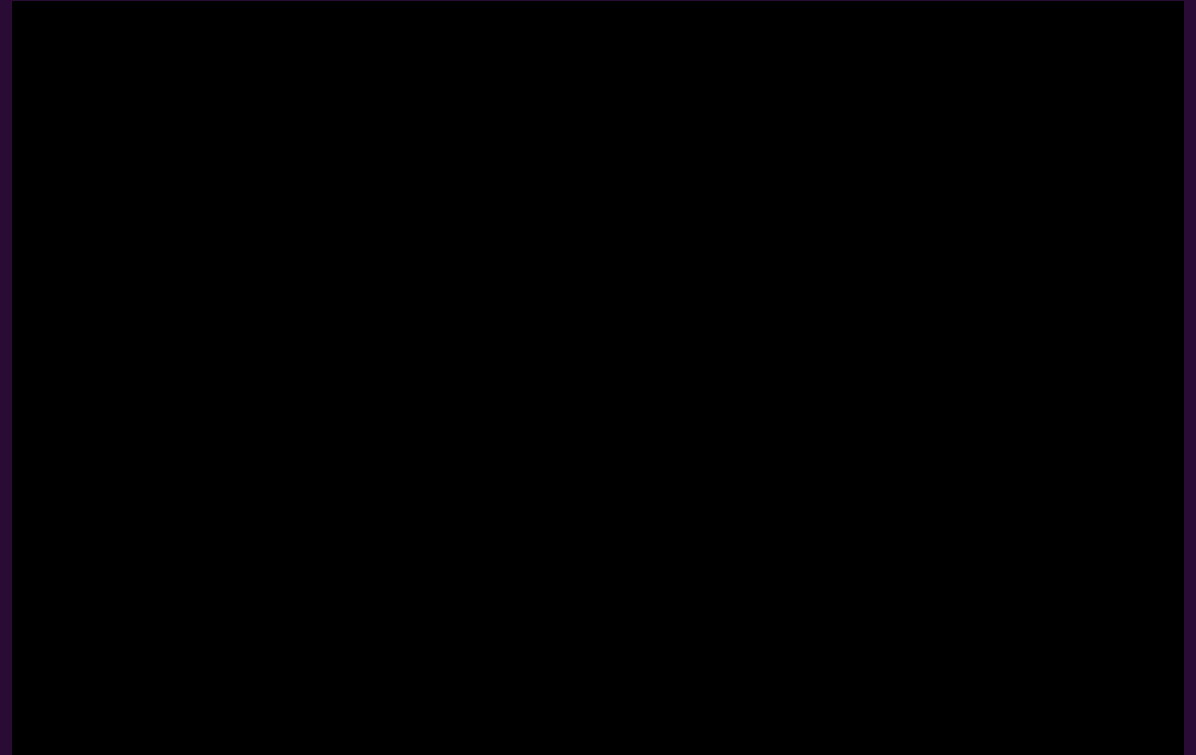
Continuing our growth journey through geographical and product expansions

MTG

Continued growth journey

3 Expand into new genres

2 Launch new games in core geographies

1 Grow existing titles in new geographies through LiveOps & localization

Platform

AI used to rapidly localize games to attractive non-English speaking geographies

MTG
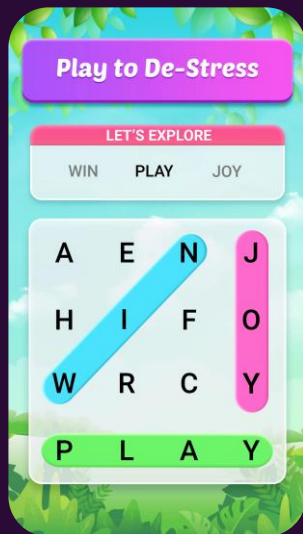
AI TRANSLATION

Germany

#1

Word game in less than 6 months[1]

France

#1

Word game in less than 6 months[1]

Italy

#1

Word game in less than 6 months[1]

Brazil

#1

Word game in less than a year[1]

Notes: 1) Based on the first time the game reached the #1 market position by monthly installs since the localization effort began in April 2024 regardless of whether it maintained that position in subsequent periods
Sources: Sensor Tower (2025)

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Proven ability to launch and scale new games in multiple genres MTG

PlaySimple's New Game Installs per Quarter[1]

Word Search

Word[2]	Search[3]

Tile Match

Puzzle[2]	Match Pair[2]

Word Roll

Word[2]	PvP[3]

Crossword Go

Word[2]	Turn-based Crossword[3]

Word Search: Q3 '22, Q3 '23, Q3 '24, Q3 '25

Tile Match: Q3 '23, Q3 '24, Q3 '25

Word Roll: Q3 '22, Q3 '23, Q3 '24, Q3 '25

Crossword Go: Q1'25, Q2'25, Q3'25
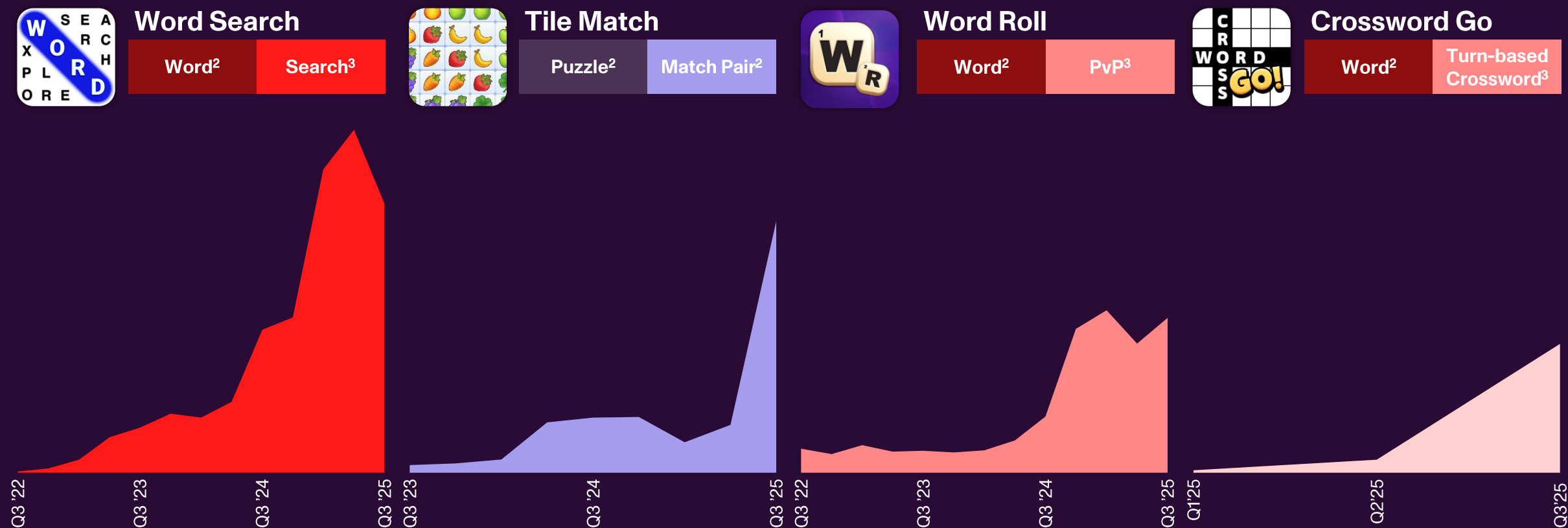
Note: 1) Graphs are not using the same scale; 2) According to Sensor Tower's genre classification; 3) According to MTG's own genre classification
Sources: Sensor Tower (2025)

Data-driven centralized platform enables market share gains in MTG attractive, growing genres

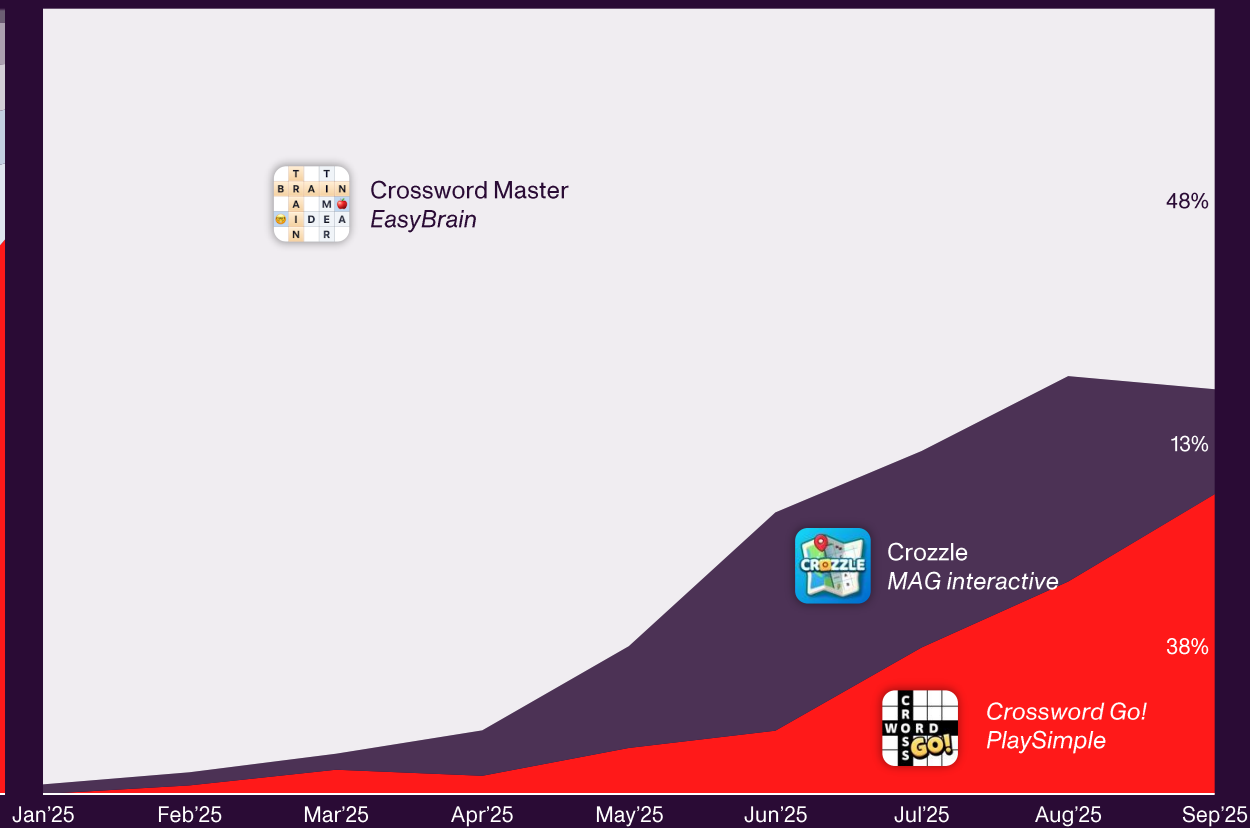## US *Word Search* downloads[1] by game

- Word Search *Easybrain* — 2%
- Word Search Pro *Word puzzle games* — 5%
- — 6%
- — 7%
- — 10%
- Word Search Quest *52 Entertainment*
- Word search *Playvalve*
- Word Search *Italic Games*
- Word Scapes: Search *Applovin*
- Word search *PlaySimple* — 71%

2020 2021 2022 2023 2024 2025
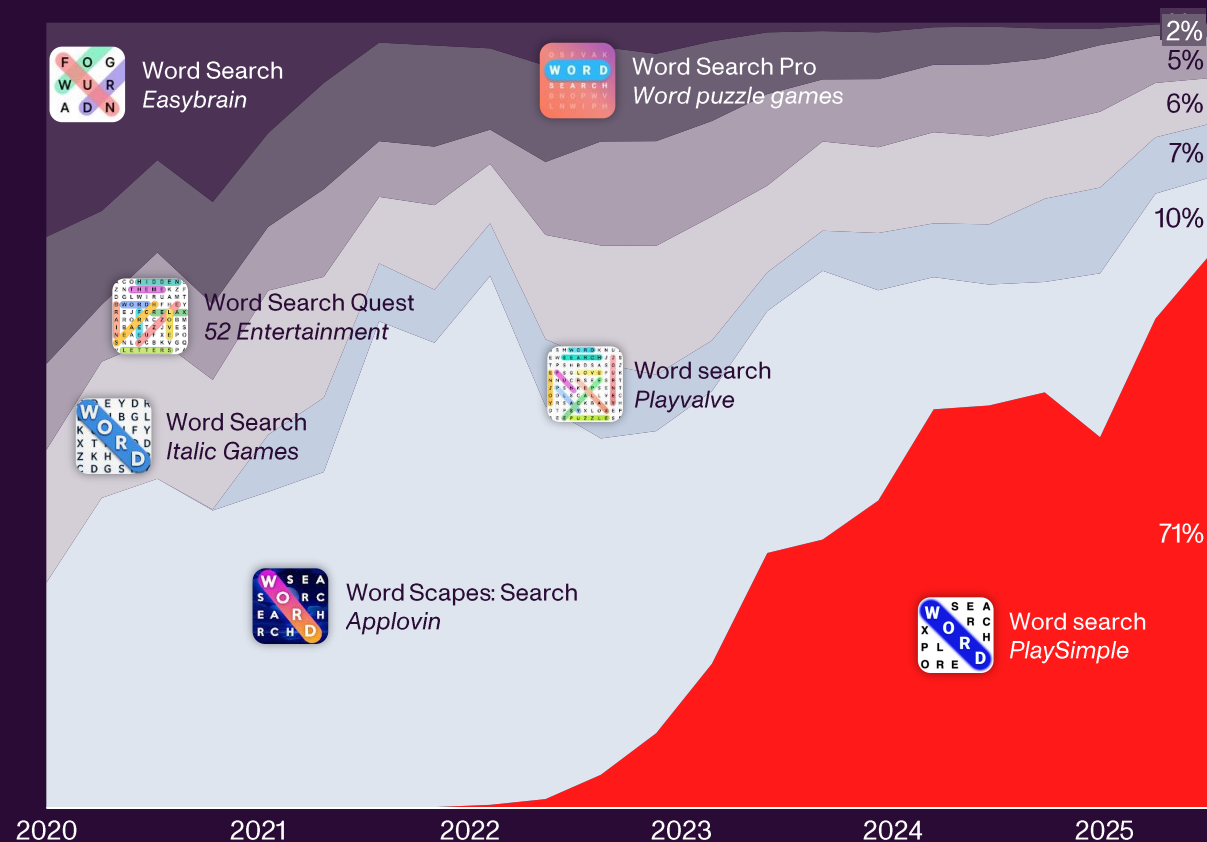
US *Turn-based Crossword*[2] downloads by game

- Crossword Master *EasyBrain* — 48%
- Crozzle *MAG interactive* — 13%
- Crossword Go! *PlaySimple* — 38%

Jan'25 Feb'25 Mar'25 Apr'25 May'25 Jun'25 Jul'25 Aug'25 Sep'25

Note: 1) Top 7 search games in the U.S. by installs 2020-Q2'25. Genre categorization according to MTG's definition applied on available gameplay screenshots in Sensor Tower; 2) Top 3 turn-based crossword games in the U.S. by installs Sep 2025. Genre position according to MTG's definition and categorizing peers based on available gameplay screenshots in Sensor Tower
Source: Sensor Tower (2025)

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Huge potential in broader mobile casual universe

CASUAL APPS
+25bn installs[1,2]

HEALTH · UTILITY · MIND-FULNESS · EDUCATION · OTHER

CASUAL GAMES
~4.7bn installs[1]

SIMU-LATION · LIFE-STYLE · TABLE-TOP · OTHER

PUZZLE GAMES
~3.5bn installs[1]

ARCADE · SORT · BLOCK · OTHER

WORD GAMES
~360m installs[1]

PLAYSIMPLE
~45m installs[1]
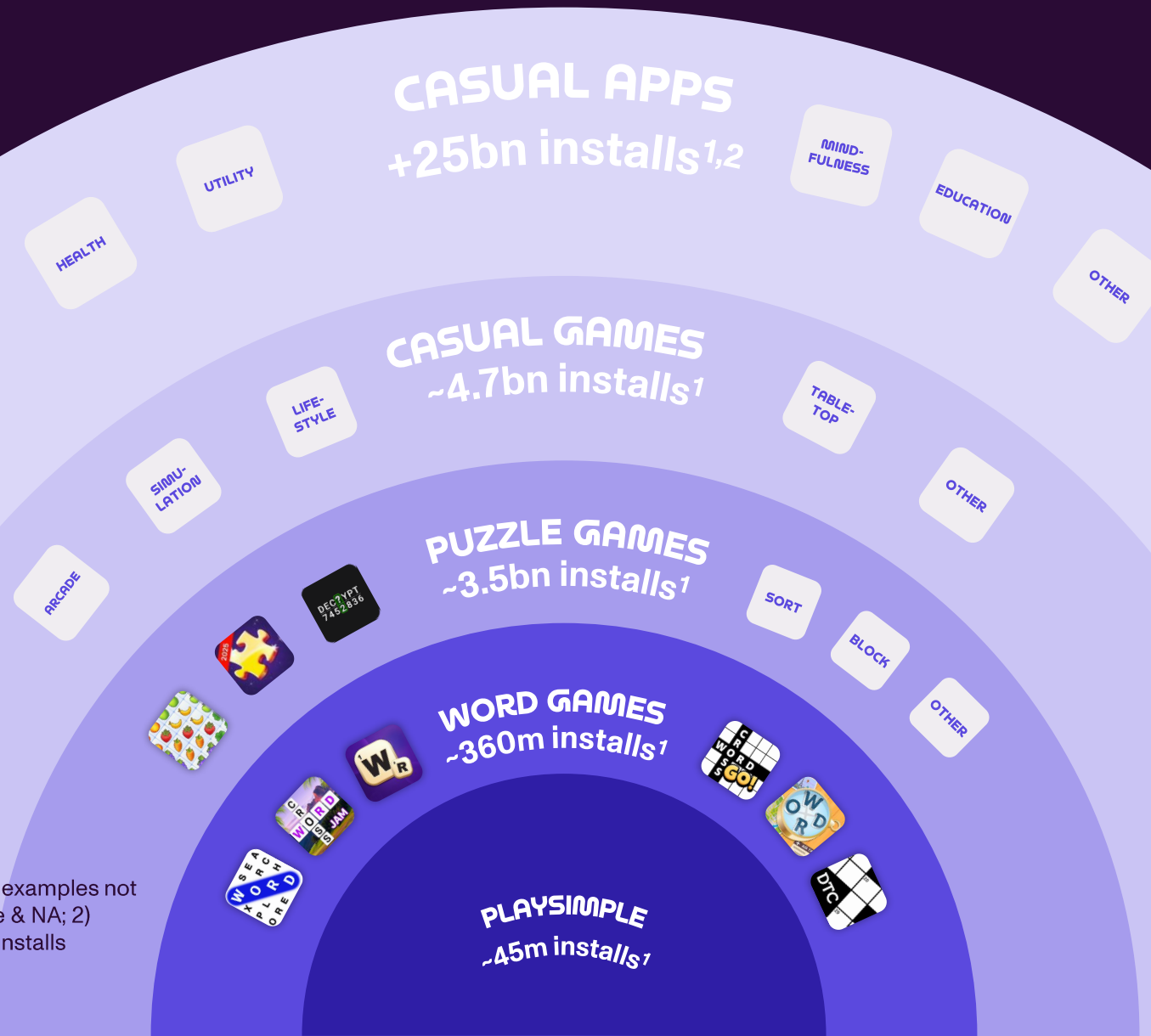
Notes: Illustrative graphical sizing and genre examples not exhaustive; 1) Q2'25 LTM by installs in Europe & NA; 2) Defined as total app installs + casual games installs
Source: Sensor Tower (2025)

Well-positioned to drive market consolidation

- **Complementary genres** and / or additional **platform enablers**

- Leverage existing **platform and capabilities**

- Combine **support functions** to drive **efficiency**

⊕

Evaluating structural possibilities to accelerate M&A ambitions for our Casual District that may include an Indian IPO

Transformation: Casual key takeaways

> **Casual gaming category leader**

> **Strong track record of success**

> **Platform for growth**

> **Exploring structural possibilities incl. Indian listing**