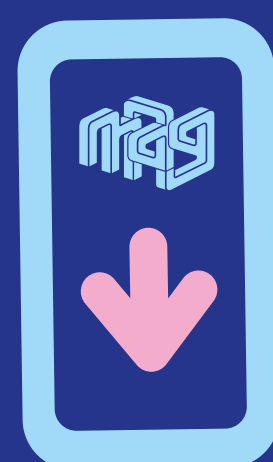




MAG INTERACTIVE

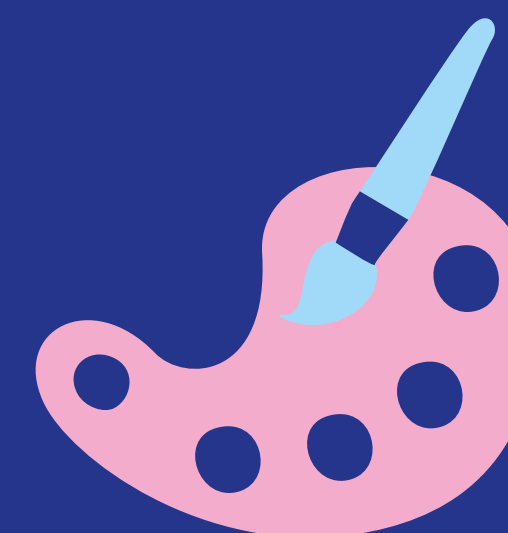
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q3 HIGHLIGHTS

POSITIVE CROZZLE DEVELOPMENT

CONTINUED PROFITABILITY

WORDZEE AND QUIZDUEL MOMENTUM

CROZZLE



CROZZLE NEXT STEPS

ADDING MORE CONTENT & EVENTS

GRADUALLY INCREASE UA INVESTMENTS

TRACKING TOWARDS GLOBAL LAUNCH

PRODUCT MIX

REVENUES

GROWTH



QUIZDUEL



WORDZEE

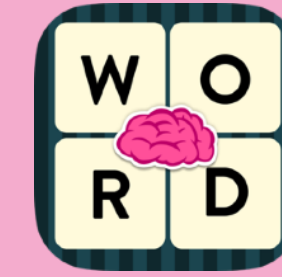
46
MSEK



WORD DOMINATION



RUZZLE



WORDBRAIN

19
MSEK

LIVE OPS



TILE MANSION



WORD MANSION



WORDBUBBLES!



CROZZLE



NEW GAMES



PRIMETIME



WORDALOT



WORD PEACE

5
MSEK

OTHER



WORDBRAIN 2



WORDBLOBS

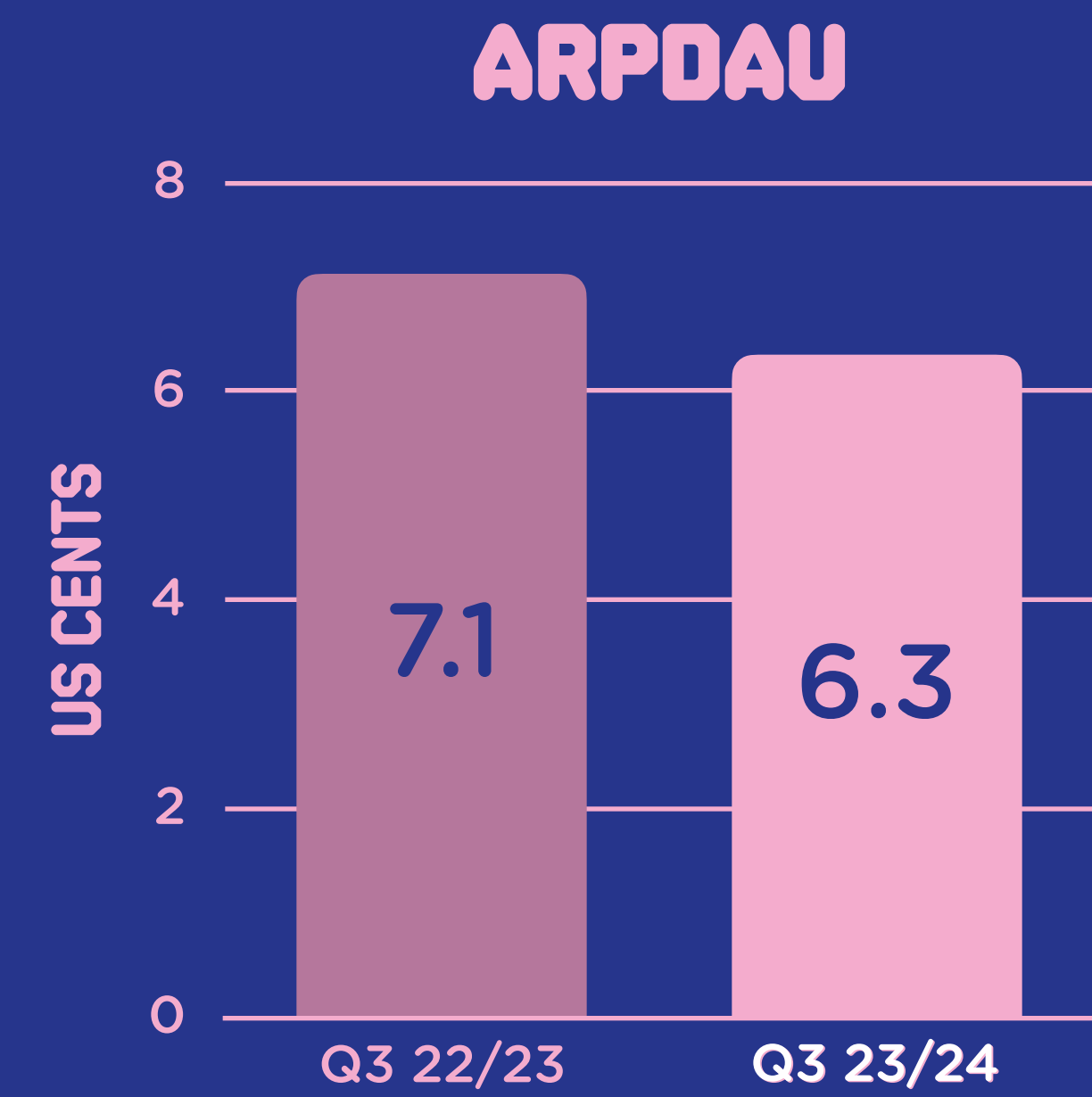
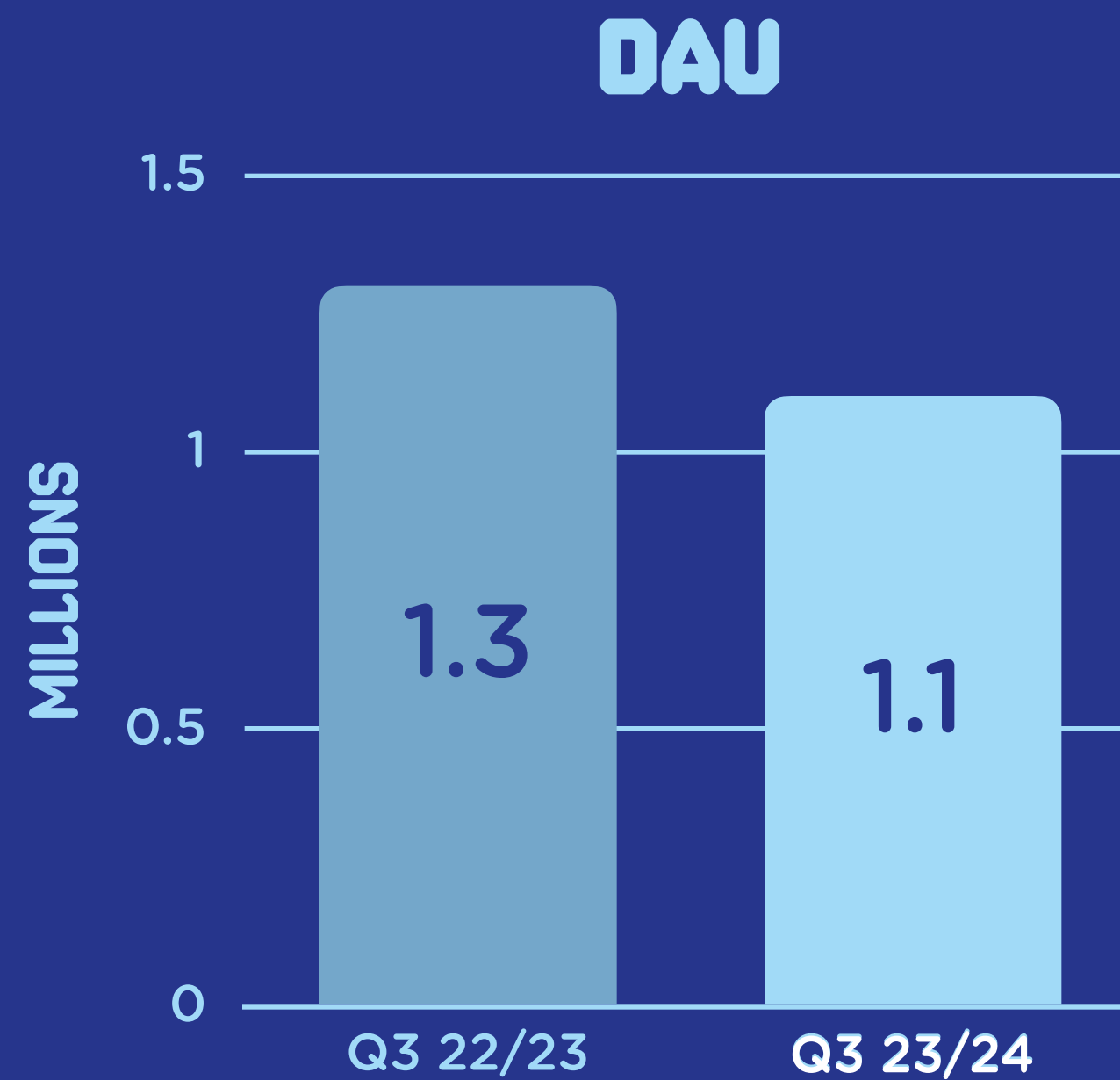
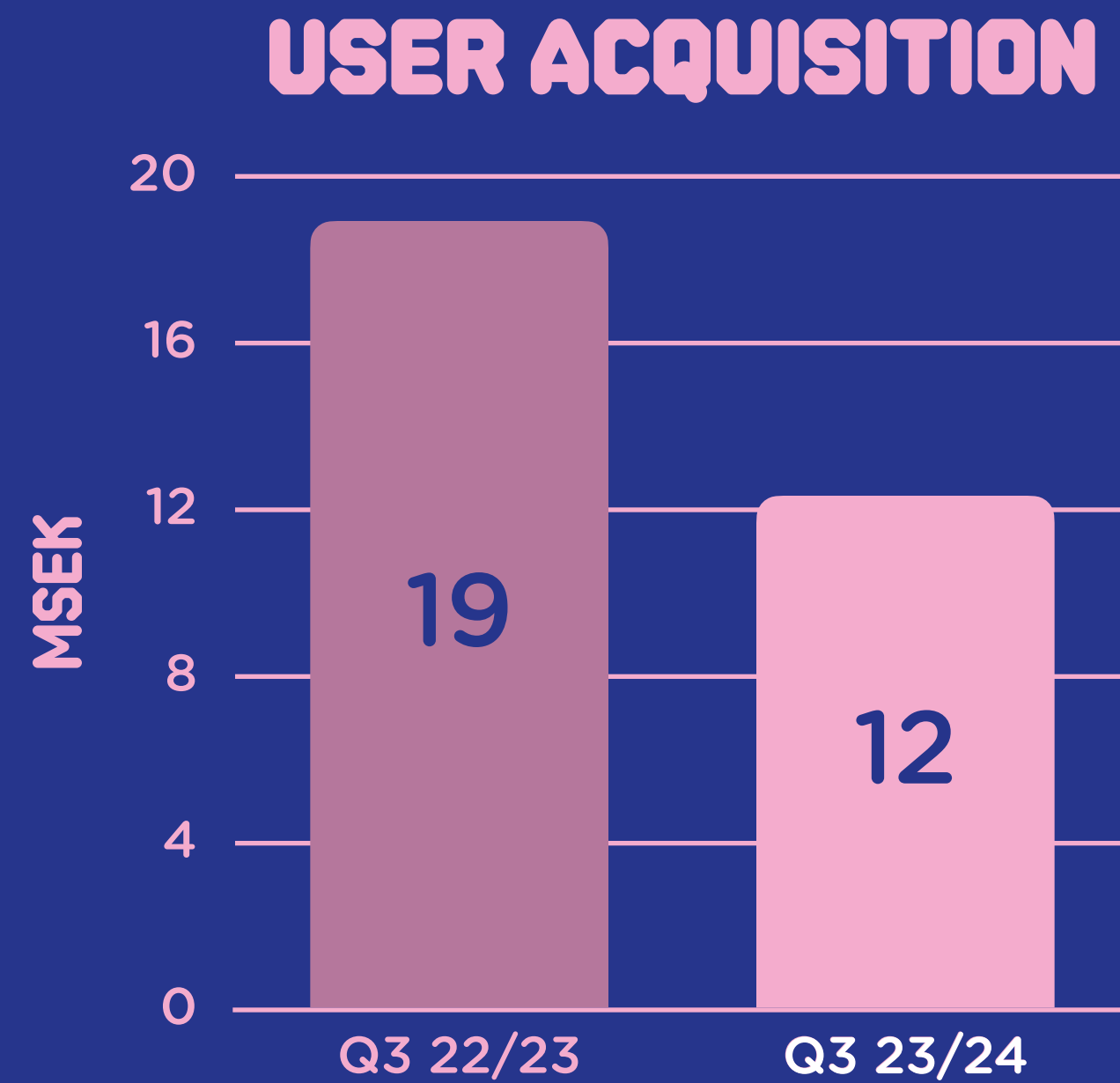


WORDWHIZZLE

MATURITY

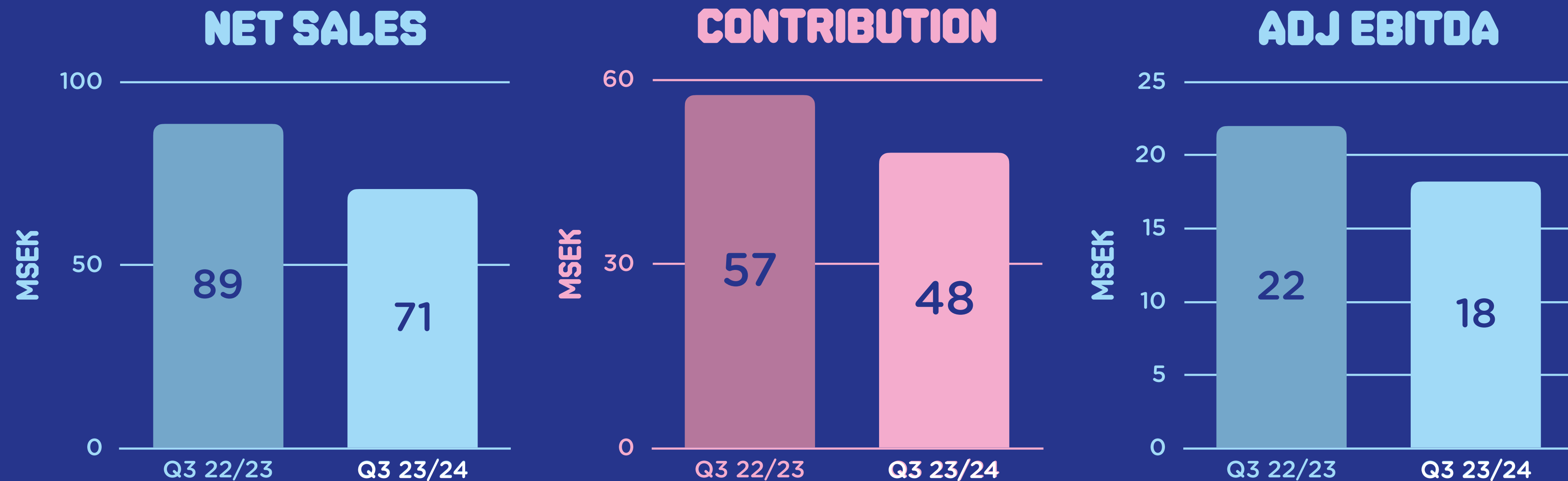
AUDIENCE KPIS

COMPARED TO Q3 2022/23



DAU AND ARPPDAU IMPACTED BY LOWER UA VOLUMES
DAU IS STABLE SEQUENTIALLY

IMPACT FROM LOW USER ACQUISITION

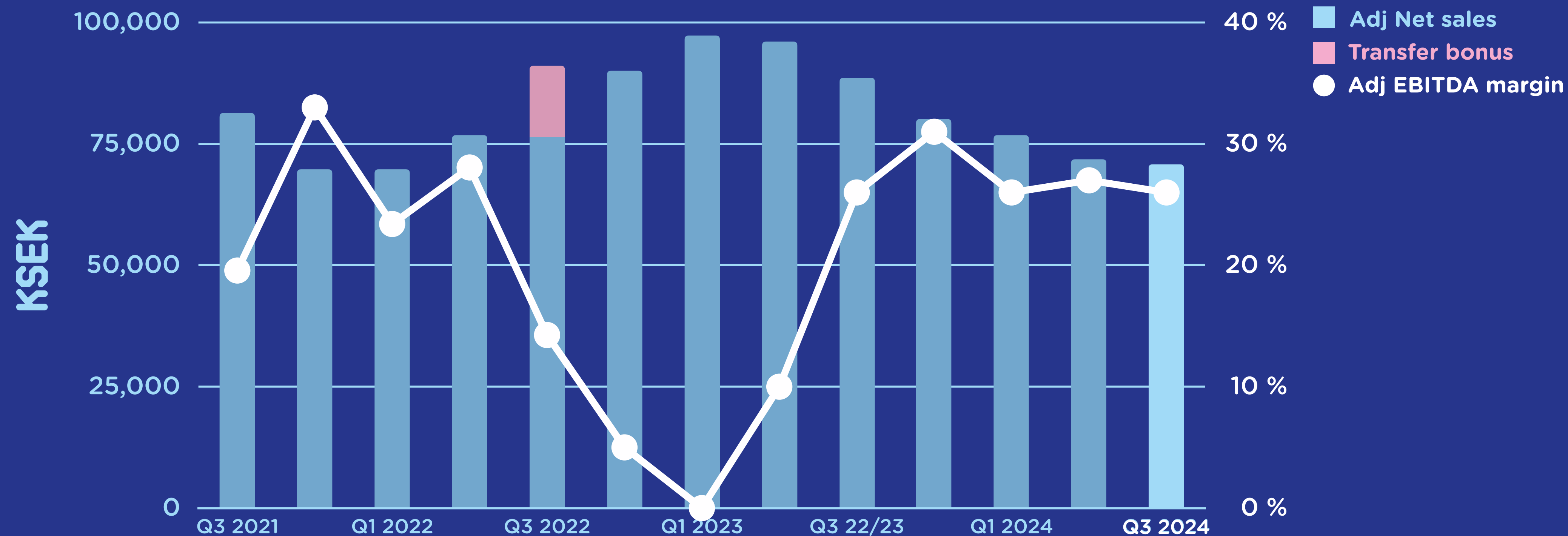


OVERALL SEQUENTIAL STABILITY

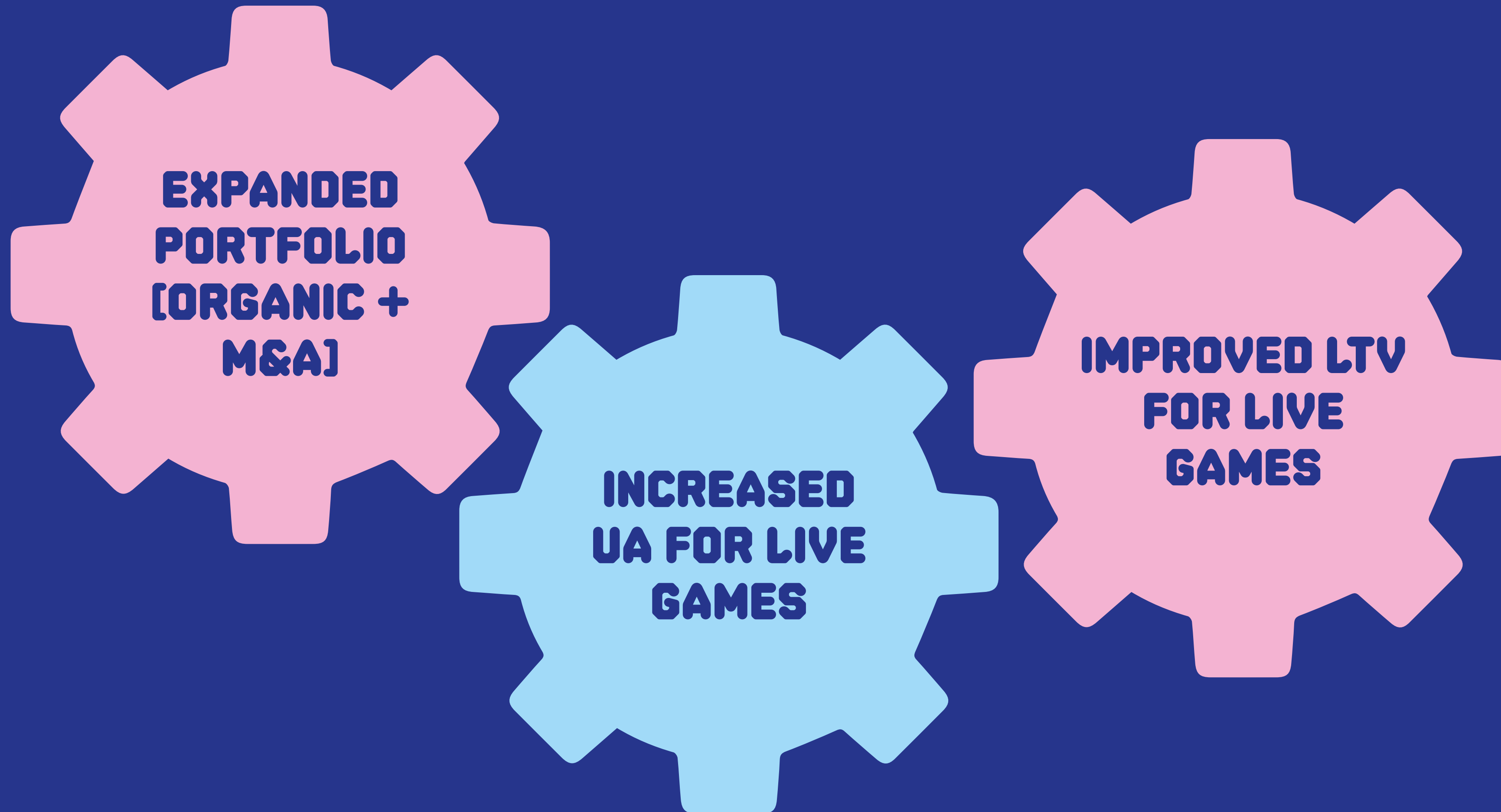
HEALTHY UNDERLYING CASH GENERATION - 116 MSEK CASH BALANCE

UA FLUCTUATION IMPACT

PROFIT MARGINS BACK TO PRE-2023 LEVELS



GROWTH ENGINES



LOOKING AHEAD

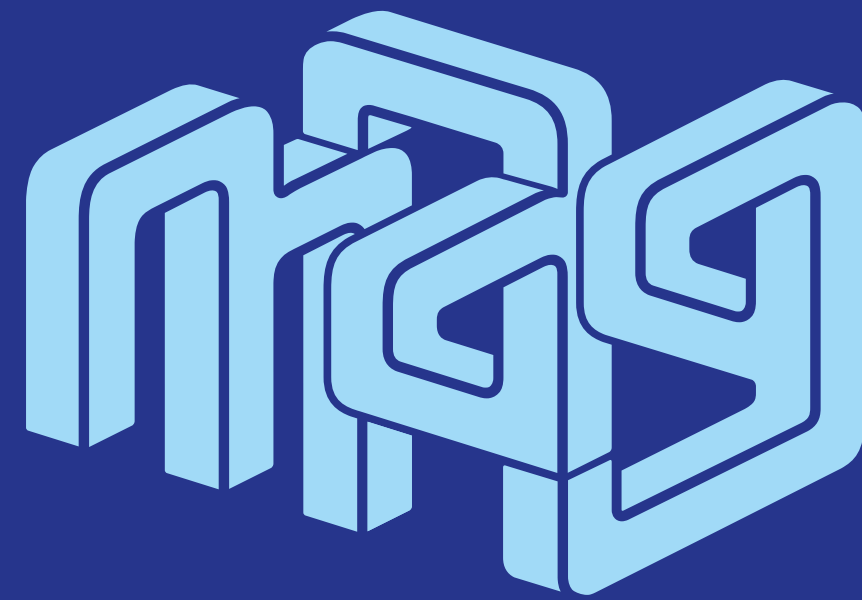
STABLE LIVE GAMES

MATCH-3 AND CARD KING IN QUIZDUEL

EXPANDING CROZZLE



Q3 2023/2024



MAG INTERACTIVE

SOFT LAUNCH CROZZLE

71 MSEK
NET SALES

18 MSEK
EBITDA

**“WE CONTINUE TO RUN A
STABLE AND PROFITABLE
BUSINESS. OUR Q3 EBITDA
MARGIN WAS 26%”**

-DANIEL HASSELBERG, CEO

