



MAG INTERACTIVE

MAG INTERACTIVE AB [PUBL]
INTERIM REPORT SEP—MAY 2024/25

Q3
2024/25

INTERIM REPORT SEP—MAY 2024/25

ABOUT

MAG INTERACTIVE AB [PUBL]

MAG INTERACTIVE IS A LEADING MOBILE GAME DEVELOPER FOCUSED ON CASUAL SOCIAL GAMES. WITH PASSIONATE, CREATIVE TEAMS AND A DATA-DRIVEN BUSINESS MODEL, MAG DELIVERS WORLD-CLASS GAMING EXPERIENCES TO MILLIONS OF PLAYERS WORLDWIDE. MAG SPECIALIZES IN WORD GAMES AND TRIVIA, WITH A PORTFOLIO OF TITLES INCLUDING QUIZDUEL, WORDZEE, RUZZLE, WORDBRAIN, WORD DOMINATION, WORDBUBBLES AND CROZZLE, THAT HAVE BEEN DOWNLOADED OVER 350 MILLION TIMES. MAG HAS STUDIOS IN STOCKHOLM AND BRIGHTON AND WAS LISTED IN 2017 ON THE NASDAQ FIRST NORTH PREMIER GROWTH MARKET WITH THE TICKER MAGI. FOR MORE INFORMATION VISIT WWW.MAGINTERACTIVE.COM.



SUMMARY OF THE PERIOD MAR 2025 UNTIL MAY 2025

- Adjusted EBITDA for the quarter was 12,442 KSEK (18,340 KSEK), a decrease of 5,899 KSEK
- The Group's net sales for the quarter were 62,968 KSEK (69,811 KSEK), a decrease of 10%
- The Group's adjusted net sales for the quarter were 62,968 KSEK (67,977 KSEK), a decrease of 7%
- The Group's adjusted net sales in USD for the quarter were 6,438 KUSD (6,353 KUSD), an increase of 1%
- The Group's game contribution for the quarter was 40,554 KSEK (48,147 KSEK), a decrease of 16%
- Average revenue per daily active user (ARPDau) for the quarter was 7.1 US cents (6.3 US cents), an increase of 14%
- Earnings per share during the quarter were -0.13 SEK/share (0.13 SEK/share)
- Adjusted earnings per share during the quarter were -0.13 SEK/share (0.13 SEK/share)
- The cost of user acquisition for the quarter was 12,728 KSEK (12,334 KSEK)
- Daily and monthly active users (DAU and MAU) were 1.0 million and 2.4 million respectively during the quarter, a decrease of 13% and 19%

SUMMARY OF THE PERIOD SEP 2024 UNTIL MAY 2025

- Adjusted EBITDA for the period was 48,816 KSEK (60,471 KSEK), a decrease of 11,654 KSEK
- The Group's Net sales for the period were 198,998 KSEK (216,947 KSEK), a decrease of 8%
- The Group's adjusted Net sales for the period were 196,592 KSEK (211,569 KSEK), a decrease of 7%
- The Group's adjusted Net sales in USD for the period were 18,867 KUSD (19,884 KUSD), a decrease of 5%
- The Group's game contribution for the period was 132,086 KSEK (156,485 KSEK), a decrease of 16%
- Average revenue per daily active user (ARPDau) for the period was 6.8 US cents (6.5 US cents), an increase of 5%
- Earnings per share during the period were -0.05 SEK/share (-0.18 SEK/share)
- Adjusted earnings per share during the period were 0.09 SEK/share (0.53 SEK/share)
- The cost of user acquisition for the period was 37,866 KSEK (31,774 KSEK)
- Daily and monthly active users (DAU and MAU) were 1.0 million and 2.5 million respectively during the period, a decrease of 10% and 15%

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD MAR 2025 UNTIL MAY 2025

- No significant events were registered during the period



MAG INTERACTIVE

FROM THE CEO MOMENTUM BUILDS

2024/25

Crozzle scaling rapidly

At the end of Q3 and into Q4, we significantly accelerated the scale-up of our new game, Crozzle. As of the final weeks of June, we are investing in user acquisition (UA) at more than double the average pace of Q3 — guided, as always, by the return signals we see in our data models.

This increased investment has already delivered results: Crozzle is now our third-largest game in terms of June revenue. If this momentum continues, it is well on track to become our second-largest title before the end of Q4.

We're particularly proud of these results, following a long and focused soft launch, where we doubled the average revenue per daily active user (ARPDau) and refined the game into a title that can scale profitably. Our target for globally launched games is to reach at least 500 MSEK in lifetime revenue — and with Crozzle, that journey is now underway.

Exchange rate challenges

Our adjusted revenues in Q3 decreased by 7% to 63 MSEK, and we generated an EBITDA margin of 20%. Currency fluctuations had an unusually large impact this quarter. Had the USD/SEK exchange rate remained stable versus last year, our reported revenue would have been down 1%. Adjusting for the Q2 divestment of Primetime, the business revenues are showing year-over-year growth of 1% in USD terms.

Similarly—looking at the start of Q4—underlying growth remains strong, though FX volatility may mask it short term. On a positive note: as UA investments increase in USD during the scale up of Crozzle, our business becomes more naturally hedged, with more dollars earned being reinvested within the same time period.

It is also worth highlighting the significant improvement in ARPDau, which is up by 14% compared to last year. This reflects the strong momentum in product development, especially in our biggest game QuizDuel.

While not the most exciting quarterly result, our focus is firmly on what lies ahead. We have a strong new product on the market and ample resources to fuel a well-functioning UA engine.





MAG INTERACTIVE

FROM THE CEO MOMENTUM BUILDS

2024/25

Faster development, with lower risk

Our new tech platform lets us build faster without sacrificing quality. We now have three new word games in the pipeline, along with the two puzzle games already in testing since last year. By reusing core functionality and following a modular approach, we shorten time-to-market and reduce development overhead.

Beyond the advantage of speed, our modular platform design also helps de-risk innovation. It enables us to test new game mechanics as events inside our live titles — giving them audience exposure and a shot at ROI even before standalone release. For instance, we have a post-summer plan in the works to run the Tile Matching mechanic from one of our test games inside Wordzee.

QuizDuel goes from strength to strength

QuizDuel continues to deliver. With strong live operations in Q3, the game reached record levels of both ARPDau and number of paying users in the quarter. This performance fuels UA investments to support ongoing audience growth.

This summer we're rolling out a new Team Play feature in Sweden, Italy, Poland and the UK that evolved from a small beta test earlier this year. After fine tuning this new part of the game, we expect to continue the roll out in German speaking markets as well. We believe this will deepen player engagement and give our game operations team new levers through task-based reward systems.

An exciting time ahead

The shift in how we build games—combined with Crozzle's strong trajectory—injects new energy into the entire organization. We're excited to continue proving our ability to create innovative, scalable games in the word genre.

The significantly improved opportunities to invest in UA for Crozzle means that we can put more money to work, supporting our long term financial goal of 500 MSEK in yearly revenues with a 20% EBIT margin. On the path to getting there we will see decreased short term profit margins as payback times are longer than a quarter. Our decade long experience of running profitable UA based on data modelling supports our investment decisions and we are excited to see a window to growth opening.

Thanks to everyone at MAG for laying the foundation for this next chapter.

DANIEL HASSELBERG, CEO



SUMMARY OF THE BUSINESS' KEY PERFORMANCE INDICATORS

2024/25

		Note	Mar 25-May 25	Mar 24-May 24	Y/Y change	Sep 24-May 25	Sep 23-May	Y/Y change	FY 23/24
Net sales	KSEK	1,5,6	62,968	69,811	-10%	198,998	216,947	-8%	283,431
Adjusted net sales	KSEK	5	62,968	67,977	-7%	196,592	211,569	-7%	276,119
Currency (USD)	SEK/USD		9.78	10.70	-9%	10.42	10.64	-2%	10.62
Net sales USD (In-app + advertising)	KUSD		6,436	6,526	-1%	19,091	20,381	-6%	26,681
Adjusted net sales USD	KUSD		6,438	6,353	1%	18,867	19,884	-5%	26,000
In-app purchases	KSEK	1, 6	34,514	34,084	1%	105,074	103,742	1%	139,566
Advertising sales	KSEK	1, 5	28,454	35,014	-19%	93,923	112,492	-17%	142,721
User acquisition	KSEK		-12,728	-12,334	3%	-37,866	-31,774	19%	-40,632
Game contribution	KSEK	3	40,554	48,147	-16%	132,086	156,485	-16%	203,605
EBITDA	KSEK		12,432	18,185		44,732	36,408		55,237
EBITDA margin ¹	%		20%	26%	-6	22%	17%	6	19%
Adjusted EBITDA	KSEK	5	12,442	18,340		48,816	60,471		80,520
Adjusted EBITDA margin ¹	%		20%	26%	-7	25%	28%	-3	28%
EBIT	KSEK		-2,316	3,749		-1,014	-6,681		-4,621
EBIT margin ¹	%		-4%	5%	-9	-1%	-3%	3	-2%
Adjusted EBIT	KSEK	5	-2,306	3,914		3,739	17,448		22,734
Adjusted EBIT margin ¹	%		-4%	6%	-9	2%	8%	-6	8%
Profit	KSEK		-3,551	3,543		-1,269	-4,644		-3,216
Earnings per share	SEK		-0.13	0.13		-0.05	-0.18		-0.12
Adjusted earnings per share	SEK	5	-0.13	0.13		0.09	0.53		0.68
Free cashflow	KSEK		4,293	7,526		10,190	2,663		12,440
Average employees	FTE		94	105	-10%	98	107	-8%	107
Daily active users (DAU)	Millions		1.0	1.1	-13%	1.0	1.1	-10%	1.1
Monthly active users (MAU)	Millions		2.4	2.9	-19%	2.5	3.0	-15%	2.9
Monthly unique payers (MUP)	Thousand		41	42	-3%	41	41	-0%	41
ARPPDAU	US \$ cent	6	7.1	6.3	14%	6.8	6.5	5%	6.5

¹Y/Y change in percentage points

MAG's new engaging crossword game

Crozzle reinvents the classic crossword into a competitive multiplayer game. In Crozzle players challenge each other to earn the highest score by solving crossword puzzles on a shared board. Players place letter tiles to solve clues and complete words, using bonus squares for extra points. The game was released in April 2025 in several English-speaking markets after a successful soft launch in the US. As the gradual user acquisition scale-up continues, it lays the groundwork for Crozzle to firmly become one of MAG's established growth games.

Crozzle's multiplayer, challenge-based format sustains high player engagement and retention, which helped the game enter MAG's portfolio with a high average revenue per daily user (ARPPU). Strategic features like boosters and letter tile swaps enhance the crossword experience while creating diverse opportunities for monetization. With continuous development of player events, fresh content and exclusive features, Crozzle is positioned to be a valuable growth product for the company.



MAG's unique growth game

Wordzee is MAG's unique word game where players challenge each other to form words from letter tiles placed on a special game board. The player who fills the entire board takes home "Wordzee" and extra bonus points. The game was developed by MAG's studio in Brighton and is one of the company's main growth products. Wordzee was released globally in November 2019 and has shown a high average revenue per daily active user (ARPDau) ever since.

Wordzee encourages player engagement with fun daily challenges and many special events that all offer exclusive rewards. Unique and seasonal events are continuously added and consistently active, with alternating durations and themes that vary urgency of play and appeal to an increasingly broad range of players. Player engagement and sense of progression are strong focuses for Wordzee as they are key drivers in revenue growth and player loyalty.

Wordzee continues to evolve with new features and optimizations on monetization and remains a strong growth product for MAG.



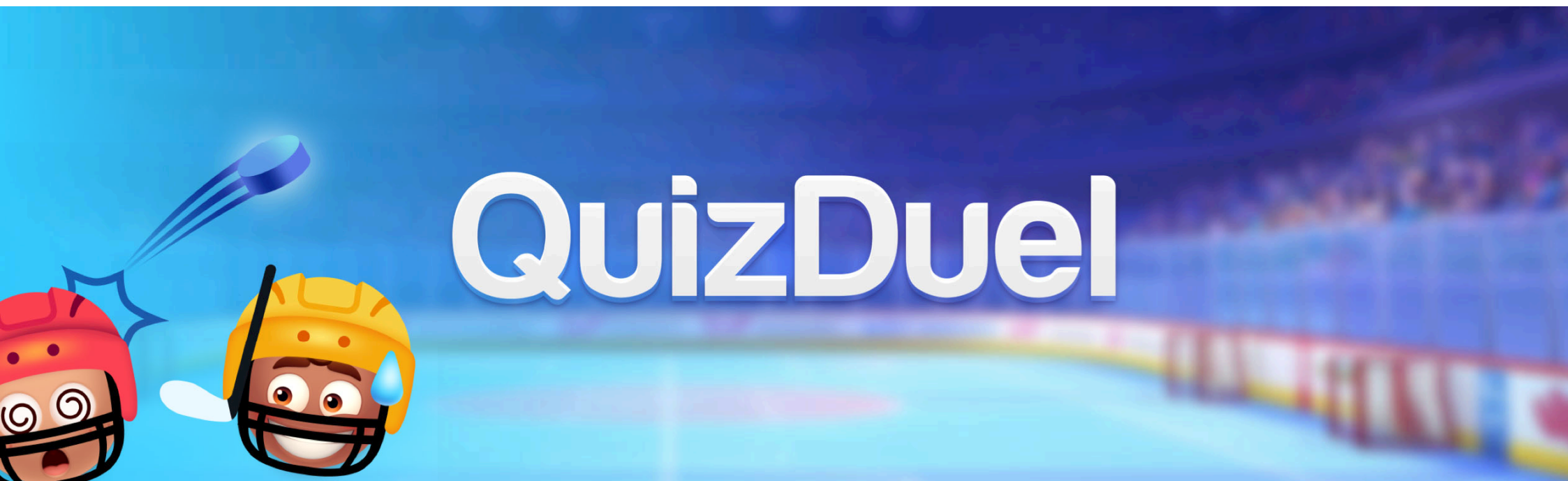
Europe's biggest trivia game on mobile

QuizDuel is a social trivia game where players challenge friends and other players worldwide in quizzes. The game was released in 2012 and has reached over 100 million downloads in total. QuizDuel is a strong brand in both Sweden and Germany, the game's largest market, where a quiz show with the same name is also broadcast on TV.

The game was launched in a new version in 2019 and, alongside classic quiz duels of six rounds with three knowledge questions, has introduced new game modes and events, including: *Solo*, *Question Streak*, *Arena* and *Quinder*. The game is MAG's largest product in terms of daily active users and also the largest mobile trivia game in Europe.

Like many other games in MAG's portfolio, QuizDuel has seen positive impact from events on its in-game economy, increased revenue and more paying players. *Question Streak Leagues*, where players compete on leaderboards for highest streaks, is among several of the game's successful permanent game modes and features that contributes significantly to player engagement and loyalty. Additionally, progression displays like exclusive avatar frames encourage persistent revenues through more stable long-term engagement.

Thanks to many improvements within the game, QuizDuel is still increasing its revenue after ten years. MAG sees continued growth potential in the product.



Ruzzle - reliable evergreen success

Ruzzle is MAG's first word game success; it was launched globally in 2012 and has been downloaded over 60 million times. In Ruzzle, the player is challenged to find as many words as possible from a given set of letters within two minutes. The game is one of MAG's most important evergreens with a very loyal player base and generates long-term predictable revenue.

Ruzzle continues to be a pillar in MAG's portfolio, in terms of both player engagement and revenue, and is a benchmark for how MAG wants to build future evergreens.

Word Domination - evergreen with engaged player base

Word Domination is a tactical word game where players compete against each other in real-time in exciting word battles. The game was released globally in 2018 and has reached over 10 million downloads. In Word Domination, the opponents challenge each other over five rounds and collect points by spelling words on a common board. With "booster cards", players can tactically deploy time-limited advantages.

The game enjoys a highly engaged player base, the majority of which are long-time fans that have been playing Word Domination for a year or more.

WordBrain - evergreen with stable revenue stream

The word puzzle game WordBrain has been live for over ten years and has grown into a strong evergreen for MAG with a stable revenue stream. In WordBrain, the player searches for secret words based on specific letter combinations on specific boards. The game has been downloaded over 40 million times in total and reached number one in 118 countries in the word game category on Apple's App Store.

WordBrain has a stable and dedicated player base and is an important evergreen for the company. MAG continues to deliver new content to the game in the form of new puzzles and events.



CONSOLIDATED PROFIT/LOSS AND CASH FLOW FOR THE PERIOD MAR 2025 UNTIL MAY 2025

2024/25

OPERATING INCOME

The Group's net sales for the quarter totalled 62,968 KSEK (69,811 KSEK), a decrease of 10%. The comparison period includes net sales from divested operations. The Group's adjusted net sales* for the quarter was 62,968 KSEK (67,977 KSEK), a decrease of 7%. The Group's adjusted net sales in USD for the quarter were 6,438 KUSD (6,353 KUSD), an increase of 1%. The group's net sales for the quarter were primarily attributable to the games Quizduel, Wordzee, Ruzzle, WordBrain, Word Domination, Crozzle and Wordbubbles.

Own work capitalised totalled 11,595 KSEK (13,922 KSEK).

Other operating income for the quarter totalled to 1,519 KSEK (209 KSEK) and consists of exchange rate gains, rental income from subletting of office space and income from barter agreement.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses for the quarter totalled 63,650 KSEK (65,757 KSEK). Of these, 14,706 KSEK (16,368 KSEK) were sales related costs, primarily originating from fees to Apple App Store and Google Play, as well as server costs. In addition to this 12,728 KSEK (12,334 KSEK) were costs of user acquisition and 8,872 KSEK (7,917 KSEK) were other external operating expenses.

User acquisition costs during the quarter are mainly attributable to the games Crozzle, Wordzee and Quizduel.

Personnel costs totalled 27,344 KSEK (29,138 KSEK), a decrease of 6%. Personnel costs for the comparison period includes personnel costs from divested operations, the comparison period also includes a reversal of an employee stock option program. The adjusted personnel costs* were 27,344 KSEK (28,560 KSEK) a decrease of 4%.

EBITDA for the quarter was 12,432 KSEK (18,185 KSEK). Adjusted EBITDA* was 12,442 KSEK (18,340 KSEK).

Depreciation of tangible and intangible assets totalled 14,749 KSEK (14,437 KSEK), of which 10,170 KSEK (8,844 KSEK) was depreciation of capitalized development expenses. This line also includes a write-down of intellectual property rights related to Primetime amounting to 667 KSEK (0 KSEK).

The Group's operating profit/loss (EBIT) was -2,316 KSEK (3,749 KSEK). Adjusted EBIT* was -2,306 KSEK (3,914 KSEK). Profit/loss before tax -4,352 KSEK (4,516 KSEK).

FINANCIAL ITEMS

Financial income totalled 563 KSEK (1,214 KSEK) and financial expenses totalled 2,599 KSEK (446 KSEK). The financial income refers to interest income from cash & cash equivalent and the financial expenses to interest expense and exchange rate losses.

PROFIT/LOSS FOR THE QUARTER

Profit/loss for the quarter was -3,551 KSEK (3,543 KSEK). Earnings per share were -0.13 SEK/share (0.13 SEK/share).

Adjusted earnings per share* were -0.13 KSEK (0.13 KSEK). The average number of shares during the quarter was 26,494,653

CASH FLOW FOR THE QUARTER

The Group's cash flow from operating activities during the quarter was 15,990 KSEK (21,590 KSEK). Cash flow from investing activities was -11,697 KSEK (-14,064 KSEK). Cash flow from financing activities was -2,872 KSEK (-2,768 KSEK).

* See Note 5: Adjusted net sales, Personnel costs, EBITDA, EBIT and profit/loss



CONSOLIDATED PROFIT/LOSS FOR THE PERIOD SEP 2024 UNTIL MAY 2025

2024/25

OPERATING INCOME

The Group's net sales for the period totalled 198,998 KSEK (216,947 KSEK), a decrease of 8%. The comparison period, and to some extent the period, includes net sales from divested operations. The Group's adjusted Net sales* for the period was 196,592 KSEK (211,569 KSEK), a decrease of 7%. The Group's adjusted Net sales in USD for the period were 18,867 KUSD (19,884 KUSD), a decrease of 5%.

The group's net sales were primarily attributable to the games Quizduel, Wordzee, Ruzzle, WordBrain, Word Domination, Wordbubbles, Crozzle and Primetime.

Own work capitalised totalled 38,084 KSEK (36,158 KSEK).

Other operating income for the period totalled to 3,869 KSEK (1,362 KSEK) and consists mainly of exchange rate gains and rental income from subletting of office space.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses totalled 196,220 KSEK (218,059 KSEK). Of these, 48,255 KSEK (49,900 KSEK) were sales related costs, primarily originating from fees to Apple App Store and Google Play, as well as server costs. In addition to this 37,866 KSEK (31,774 KSEK) were costs of user acquisition and 25,945 KSEK (25,083 KSEK) were other external operating expenses. Other external expenses includes the negative effect of the divestment of Primetime, amounting to 2,000 KSEK.

Personnel costs totalled 84,154 KSEK (111,301 KSEK) a decrease of 24%. Personell costs for the comparison period, and to some extent the period, includes personell costs from divested operations, the comparison period also includes a reversal of an employee stock option program. The adjusted personell costs* were 81,768 KSEK (85,690 KSEK) a decrease of 5%. The average number of employees during the period was 98 (107), a decrease of 8%.

EBITDA for the period was 44,732 KSEK (36,408 KSEK). Adjusted EBITDA* for the period was 48,816 KSEK (60,471 KSEK).

Depreciation and impairments of tangible and intangible assets totalled 45,746 KSEK (43,089 KSEK), of which 29,633 KSEK (25,736 KSEK) was depreciation of capitalised development expenses. During the financial year, the Intellectual property rights for the game Primetime were written down by 667 KSEK (2000 KSEK). This was the result of impairment testing and ultimately divestment.

The Group's operating profit/loss (EBIT) was -1,014 KSEK (-6,681 KSEK). Adjusted EBIT* was 3,739 KSEK (17,448 KSEK). Profit/loss before tax -1,459 KSEK (-5,926 KSEK).

FINANCIAL ITEMS

Financial income totalled 3,026 KSEK (3,653 KSEK) and financial expenses totalled 3,471 KSEK (2,898 KSEK). The financial income referred to interest income from cash & cash equivalent and exchange rate gains from cash and cash equivalents. The financial expenses were mainly attributable to exchange rate losses from cash and cash equivalents, interest expense and interest on financial leasing.

PROFIT/LOSS FOR THE PERIOD

Profit/loss for the period totalled -1,269 KSEK (-4,644 KSEK). Earnings per share were -0.05 SEK/share (-0.18 SEK/share).

Adjusted earnings per share* were 0.09 KSEK (0.53 KSEK).

The average number of share during the period was 26,494,653 (26,494,653).

* See Note 5: Adjusted net sales, Personnel costs, EBITDA, EBIT and profit/loss

THE GROUP'S FINANCIAL POSITION AT THE END OF THE PERIOD

2024/25

NON-CURRENT ASSETS

Intangible non-current assets at the end of the period totalled 215,295 KSEK (217,631 KSEK), of which 125,731 KSEK (126,135 KSEK) relates to goodwill and 89,564 KSEK (91,495 KSEK) to other intangible assets. Other intangible assets consists of capitalized development expenses on own account 66,206 KSEK (56,877 KSEK) and acquired intellectual property 23,358 KSEK (34,618 KSEK). The intellectual property for Primetime is now fully written down.

Tangible fixed assets amounted to 11,713 KSEK (21,920 KSEK) at the end of the period and mainly consisted of right-of-use assets 10,995 KSEK (19,840 KSEK)

Financial fixed assets amounted to 8,429 KSEK (8,897 KSEK) at the end of the period and mainly consisted of other non-current receivables, primarily rental deposits, amounting to 4,087 KSEK (4,100 KSEK), as well as deferred tax of 4,342 KSEK (4,797 KSEK).

CURRENT ASSETS

Current assets amounted to 131,895 KSEK (159,615 KSEK) at the end of the period and mainly consisted of trade and other receivables 27,313 KSEK (30,293 KSEK) and Cash and cash equivalents 93,748 KSEK (115,548 KSEK).

EQUITY

Equity at the end of the period totalled 306,385 KSEK (333,182 KSEK), corresponding to 11.6 SEK/share (12.6 SEK/share). The equity/assets ratio at the same time was 83.4% (81.6%).

LIABILITIES

Non-current liabilities amounted to 22,703 KSEK (29,294 KSEK) at the end of the period and mainly consisted of deferred tax liabilities of 18,519 KSEK (18,848 KSEK) and non-current lease liabilities of 4,184 KSEK (10,445 KSEK).

Current liabilities amounted to 38,244 KSEK (45,588 KSEK) at the end of the period and mainly consisted of accounts payable of 12,532 KSEK (12,601 KSEK), accrued expenses of 12,964 KSEK (15,322 KSEK), and the current portion of lease liabilities of 7,863 KSEK (11,320 KSEK).

The group has interest bearing debt of 12,047 KSEK (21,765 KSEK) which refers to financial lease and are found in the balance sheet under non-current lease liabilities and current lease liabilities.



KEY INDICATORS FOR THE BUSINESS PERIOD MAR 2025 UNTIL MAY 2025

2024/25

DISTRIBUTION OF REVENUES BY BUSINESS MODEL

The Group's net sales are distributed primarily between in-app purchases (purchases made inside games) and in-app advertising.

GAME CONTRIBUTION

Cost levels of games marketed by MAG Interactive differ from game to game, both in their distribution costs (sales related costs) and marketing costs (performance based marketing). Additionally, these cost differences can be affected by the particular phase each game is in. The Group therefore reports the total contribution from games activities according to the following model: net sales generated from the games, including royalties, minus platform fees (mainly to fees for Apple AppStore and Google Play) and performance-based marketing. Performance based marketing includes digital advertising and other advertising associated directly with the company's products, as well as services and charges directly attributable to performance-based marketing. General marketing of the company and brand is not included in the cost of direct marketing.

OTHER KEY INDICATORS

The company monitors its operations according to a number of key performance indicators that reflect how the games industry in general measures its business activities. These indicators are defined as follows;

DAU and MAU are defined as the number of unique daily and monthly users respectively that use one of the company's products, presented as an average over the period, adjusted for the number of days in the months in the period. Each individual game's unique users are summed up to present the company's total unique users.

MUP is the number of unique users who made a purchase in one of the company's products. A purchase is defined as a purchase in accordance with the above definition of in-app purchases and to a value greater than zero. The value is reported as an average value over the three months in the period.

ARPDau is calculated as the company's daily average of net sales during the period divided by DAU. Riksbanken's, the Swedish national bank, average exchange rate per month is used for translation into USD.

THE BUSINESS'S KEY INDICATORS DURING THE PERIOD

Net sales from in-app purchases for the period were 34,514 KSEK (34,084 KSEK), an increase of 1% compared to the same period the previous year.

Net sales from in-app advertising were 28,454 KSEK (35,014 KSEK), a decrease of 19% compared with the same period the previous year.

Game contribution for the period was 40,554 KSEK (48,147 KSEK), a decrease of 16% compared to the same period the previous year.

DAU for the period 1.0 million (1.1 million), a decrease of 13% compared with the same period the previous year.

MAU for the period 2.4 million (2.9 million), a decrease of 19% compared with the same period the previous year.

MUP for the period 41 thousand (42 thousand), a decrease of 3% compared with the same period the previous year.

ARPDau for the period 7.1 US \$ cent (6.3 US \$ cent), an increase of 14% compared with the same period the previous year.



OTHER DISCLOSURES

2024/25

PARENT COMPANY AND GROUP

The parent company MAG Interactive AB (publ), corporate ID number 556804-3524, has its registered office in Stockholm with 81 employees. A big part of the Group's business activity is in the parent company, with employees, agreements, intangible assets (incl. IP) and revenues. There are three subsidiaries in the group. MAG Games Ltd, with its registered office in Brighton and 22 employees, has only Group internal invoicing and carries out development and other functions in the company's operations. MAG United AB, with its registered office in Stockholm, has no employees. Sventertainment AB, with its registered office in Stockholm, was the developer and publisher of the trivia app Primetime, the business was divested in January 2025. All employees transferred with the business, and Sventertainment AB no longer has any employees.

ACCOUNTING PRINCIPLES

The consolidated accounts for the MAG Interactive AB Group ("MAG Interactive") have been prepared in accordance with the International Financial Reporting Standards (IFRS) as adopted by the EU as well as RFR 1 Complementary Accounting Rules for Groups and the Swedish Annual Accounts Act. This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting, the Swedish Annual Accounts Act and RFR 1 Complementary Accounting Rules for Groups. The parent company's financial statements have been prepared in accordance with the Swedish Annual Accounts Act and the Swedish Annual Reporting Board's recommendation RFR 2 Accounting for Legal Entities. The application of RFR 2 means that the parent company, in the interim report for the legal entity, applies all of the EU-adopted IFRS and statements as far as is possible within the framework of the Swedish Annual Accounts Act, the Swedish Act on Safeguarding Pension Commitments and with due reference to the relationship between accounting and taxation. For a more detailed description of the accounting policies applied for the Group and the parent company in this interim report, see Note 2 in the annual report for 2023/2024.

RISKS AND UNCERTAINTIES

Like all other companies, MAG Interactive is exposed to risks in its business activities. To name some of these risks: dependence on key persons, exchange rate fluctuations, delays in launches, unsuccessful launches, changes in external sales partners when such changes are entirely beyond the company's control. The company's Board of Directors and management work on an ongoing basis on risk management in order to minimize these effects. For more information regarding the risks and uncertainties, please refer to the annual report of 2023/2024.

CURRENCY EFFECTS

MAG Interactive is exposed to a large number of currencies based on the way that Google Play and Apple App Store operate. The most important market for the company is USA. In addition most of the advertising income is realized in USD, and the majority of the direct marketing is purchased in USD. The most important currency is thus USD.

CERTIFIED ADVISER

FNCA Sweden AB is appointed as the Company's Certified Adviser and ensures that the Company complies with the Nasdaq First North rules. FNCA does not hold any shares in MAG Interactive.

CONTACT

Further information is available on the company's website: maginteractive.se/investor-relations

Or contact

Daniel Hasselberg, CEO, at daniel@maginteractive.se

Magnus Wiklander, CFO, at magnus.wiklander@maginteractive.se

MAG INTERACTIVE AB [PUBL]

Drottninggatan 95A
113 60 Stockholm
Sweden



OTHER DISCLOSURES CONTO.

2024/25

FURTHER REPORTING DATES

Interim and Year-End Report Q4 September 2024 – August 2025	October 22, 2025
Interim and Year-End Report Q1 September – November 2025	January 21, 2026
Annual General Meeting 2024/2025	January 21, 2026

AUDIT

This report has not been reviewed by auditors.

PRESENTATION

On June 25th, 2025 at 10:00 CET, CEO Daniel Hasselberg and CFO Magnus Wiklander will present the Interim Report live on Twitch. The presentation is held in English. Link to the Twitch feed www.twitch.com/maginteractive

Daniel Hasselberg will also take questions on the social media platforms X and Bluesky during the course of the day, write on X to @d_hasselberg or @maginteractive, or to @mag-official on Bluesky

More information is available at maginteractive.se/investors

STATEMENTS ABOUT THE FUTURE

Certain formulations can be, or interpreted to be, forecasts about the future. In cases where such statements are made, MAG Interactive's management and Board of Directors have assessed the assumptions behind these statements as being reasonable. There are, however, risks in all statements about the future, and the actual outcome with regard to the external environment and the company may deviate significantly from what has been stated. What is stated with reference to the future is made in the light of the information that the company has at the time of the statement, and the company assumes no obligation to update such statements if new information arrives at a later date that in any way changes the conditions relating to the statement.



ASSURANCE BY THE BOARD OF DIRECTORS

Stockholm June 25, 2025

DANIEL HASSELBERG
CEO, Board member

JONAS ERIKSSON
Chairman of the Board

TAINA MALÉN
Board member

BRITT BOESKOV
Board member

ASBJOERN SOENDERGAARD
Board member

ÅSA LINDER
Board member

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

2024/25

Amounts in KSEK	Note	Mar 25-May 25	Mar 24-May 24	Sep 24-May 25	Sep 23-May 24	FY 23/24
Operating income						
Net sales	1,5,6	62,968	69,811	198,998	216,947	283,431
Own work capitalised		11,595	13,922	38,084	36,158	46,168
Other operating income		1,519	209	3,869	1,362	1,596
Total		76,082	83,942	240,952	254,467	331,196
Operating expenses						
Sales related costs	2, 6	-14,706	-16,368	-48,255	-49,900	-66,893
User acquisition		-12,728	-12,334	-37,866	-31,774	-40,632
Other external expenses	5	-8,872	-7,917	-25,945	-25,083	-32,273
Personnel costs	5	-27,344	-29,138	-84,154	-111,301	-136,160
Total operating expenses		-63,650	-65,757	-196,220	-218,059	-275,959
EBITDA	5	12,432	18,185	44,732	36,408	55,237
Depreciation and write-downs of tangible and intangible non-current	4	-14,749	-14,437	-45,746	-43,089	-59,859
Operating profit/loss (EBIT)	5	-2,316	3,749	-1,014	-6,681	-4,621
Financial items						
Interest income		563	1,214	3,026	3,653	4,433
Interest expense		-2,599	-446	-3,471	-2,898	-3,513
Total financial items		-2,035	768	-445	755	920
Profit/loss before tax	5	-4,352	4,516	-1,459	-5,926	-3,701
Taxes		801	-974	190	1,282	485
Profit/loss for the period	5	-3,551	3,543	-1,269	-4,644	-3,216
Other comprehensive result						
Exchange rate differences		-1,146	535	-1,038	-725	-530
Total comprehensive income for the period		-4,697	4,078	-2,307	-5,369	-3,746

The profit/loss and total comprehensive income for the year are attributable in full to the parent company's shareholders.

Earnings per share (based on average number of shares)	-0.13	0.13	-0.05	-0.18	-0.12
Earnings per share fully diluted (based on average number of shares)	-0.13	0.13	-0.05	-0.18	-0.12
Average number of shares during the period ('000)	26,495	26,495	26,495	26,495	26,495
Average number of shares fully diluted during the period ('000)	26,495	26,495	26,495	26,495	26,495
Number of shares at the end of the period ('000)	26,495	26,495	26,495	26,495	26,495
Number of shares fully diluted at the end of the period ('000)	26,495	26,495	26,495	26,495	26,495

CONSOLIDATED BALANCE SHEET

ASSETS

2024/25

Amounts in KSEK	Note	31/5 2025	31/5 2024	31/8 2024
ASSETS				
Goodwill		125,731	126,135	126,184
Other intangible assets		89,564	91,495	87,808
Total intangible assets	4	215,295	217,631	213,992
Right-of-use assets		10,995	19,840	18,282
Equipment, tools, fixtures and fittings		718	2,079	1,777
Total tangible assets	4	11,713	21,920	20,059
Other long-term receivables		4,087	4,100	4,102
Deferred tax assets		4,342	4,797	3,721
Total financial non-current assets		8,429	8,897	7,823
Total non-current assets		235,436	248,448	241,874
Current assets				
Trade and other receivables		27,313	30,293	28,993
Current tax assets		1,832	2,135	464
Other current receivables		1,855	3,416	2,058
Prepaid expenses and accrued income		7,147	8,224	6,829
Cash and cash equivalents		93,748	115,548	121,835
Total current assets		131,895	159,615	160,179
TOTAL ASSETS		367,332	408,063	402,054

CONSOLIDATED BALANCE SHEET

LIABILITIES AND EQUITY

2024/25

Amounts in KSEK	Note	31/5 2025	31/5 2024	31/8 2024
EQUITY AND LIABILITIES				
Equity				
Share capital		688	688	688
Other external capital		283,178	284,376	284,544
Reserves		-190	653	847
Retained earnings incl. profit/loss for the period		22,709	47,465	48,893
Total equity		306,385	333,182	334,972
Long-term liabilities				
Deferred tax liabilities		18,519	18,848	18,088
Long-term lease liabilities		4,184	10,445	8,243
Total long-term liabilities		22,703	29,294	26,331
Current liabilities				
Trade and other payables		12,532	12,601	9,628
Current tax liability		586	1,076	1,461
Accrued expenses and prepaid income		12,964	15,322	13,497
Short-term lease liabilities		7,863	11,320	11,693
Other current liabilities		4,298	5,269	4,473
Total current liabilities		38,244	45,588	40,751
TOTAL EQUITY AND LIABILITIES		367,332	408,063	402,054

CONSOLIDATED CASH FLOW STATEMENT

2024/25

Amounts in KSEK	Note	Mar 25-May 25	Mar 24-May 24	Sep 24-May 25	Sep 23-May 24	FY 23/24
Operating activities						
Operating profit/loss (EBIT)		-2,316	3,749	-1,014	-6,681	-4,621
Adjustments for items not part of cash flow						
LTIP		131	-1,002	215	-653	-485
Write-down of Earn-out		0	0	0	-966	-966
Depreciations and write-downs	4	14,749	14,437	45,746	43,089	59,858
Result of divestment		0	0	2,000	0	0
Reversal retroactive RnD claims (Forskningsavdrag)		0	0	0	5,290	5,290
Interest received		563	1,080	2,394	3,520	4,433
Interest paid		-126	-446	-453	-1,447	-1,606
Tax paid		-1,126	-962	-2,353	-2,039	-1,669
Cash flow from operating activities before change in working capital		11,875	16,856	46,534	40,113	60,234
Change in current operating receivables		629	4,654	604	5,367	9,623
Change in current operating liabilities		3,486	79	1,269	3,468	-1,069
Change in working capital		4,115	4,734	1,873	8,835	8,554
Cash flow from operating activities		15,990	21,590	48,408	48,948	68,788
Investing activities						
Capitalized work		-11,595	-13,922	-38,084	-36,158	-46,168
Investments in and merged tangible non-current assets		-102	-142	-133	-275	-328
Payment for acquisition of subsidiary, net of cash acquired		0	0	0	-9,852	-9,852
Divestment net cash impact		0	0	0	0	0
Cash flow from investing activities		-11,697	-14,064	-38,218	-46,285	-56,348
Free cashflow		4,293	7,526	10,190	2,663	12,440
Financing activities						
Warrants		0	0	0	-18	-18
Amortized leasing liabilities		-2,872	-2,768	-8,712	-7,901	-10,859
Dividend		0	0	-26,495	0	0
Cash flow from financing activities		-2,872	-2,768	-35,207	-7,919	-10,878
Increase/decrease in cash and cash equivalents						
Cash flow for the period		1,421	4,758	-25,017	-5,256	1,562
Effects of exchange rate changes		-3,209	432	-3,070	-1,625	-2,157
Opening cash and cash equivalents		95,536	110,358	121,835	122,429	122,429
Closing cash and cash equivalents		93,748	115,548	93,748	115,548	121,835

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

2024/25

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Opening balance 1/9 2024	688	284,544	847	48,893	334,972
Profit/loss for the period				-1,269	-1,269
Exchange rate differences			-1,038		-1,038
Total comprehensive income			-1,038	-1,269	-2,307
LTIP ¹		-1,366		1,580	215
Dividend				-26,495	-26,495
Closing balance 31/5 2025	688	283,178	-190	22,709	306,385

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Opening balance 1/9 2023	688	285,047	1,378	52,109	339,222
Profit/loss for the period				-4,644	-4,644
Exchange rate differences			-725		-725
Total comprehensive income			-725	-4,644	-5,369
LTIP		-671			-671
Closing balance 31/5 2024	688	284,376	653	47,465	333,182

¹ A reallocation between Other Contributed Capital and Retained Earnings related to the ongoing share savings programs was made during Q3 24–25 to better reflect the nature of the programs.

CONDENSED INCOME STATEMENT

Amounts in KSEK	Mar 25-May 25	Mar 24-May 24	Sep 24-May 25	Sep 23-May 24	FY 23/24
Operating income	64,472	80,734	200,359	212,357	277,301
Operating expenses	-67,152	-73,728	-200,256	-219,911	-278,379
Depreciations & write-downs	-4,191	-10,315	-12,825	-12,956	-17,274
Operating profit/loss	-6,871	-3,309	-12,722	-20,510	-18,352
Financial items	-1,910	1,377	-5,694	-8,669	-41,995
Profit/loss before tax	-8,781	-1,932	-18,416	-29,179	-60,347
Taxes	1,152	-1,181	898	2,140	1,097
Profit/loss for the period	-7,629	-3,113	-17,517	-27,039	-59,250

The parent company has no items recorded as other comprehensive income, and total comprehensive income therefore corresponds with the profit/loss for the period.

CONDENSED BALANCE SHEET

Amounts in KSEK	31/5 2025	31/5 2024	31/8 2024
ASSETS			
Intangible assets	28,899	44,658	40,718
Tangible non-current assets	460	1,806	1,466
Financial non-current assets	26,101	61,942	28,083
Total non-current assets	55,460	108,406	70,267
Current assets	36,342	40,053	35,396
Cash and cash equivalents	82,773	102,795	108,644
TOTAL ASSETS	174,575	251,254	214,307
EQUITY AND LIABILITIES			
Restricted equity	688	688	688
Non-restricted equity	138,164	214,004	181,961
Total equity	138,852	214,692	182,649
Long-term liabilities	4,881	6,101	5,779
Current liabilities	30,842	30,460	25,879
TOTAL EQUITY AND LIABILITIES	174,575	251,254	214,307

DEFINITIONS

2024/25

Term	Description
Net sales	Total game revenue, drawn from In-app purchases and advertising sales. MAG records the full value of items sold as In-app purchases (mainly Apple and Google) and reports the platform share as Sales related costs. This is specified under the term Platform fee.
In-app purchases	The value of purchases made in an app through Google Play or Apple App Store or other such store.
Advertising sales	Net sales from ads in the games.
Activated costs for own account	Development work activated to the balance sheet. The company activates personnel costs, including social fees and other personell related costs such as office space, for infrastructure to the games, games in soft launch and live games. Soft launch is the last development phase prior to global launch and the probability of a global launch is high. MAG has not had any write-downs of activated costs for own account since the company went public.
Platform fee	30% of the In-app purchases are costs to the platform, primarily Google Play and Apple App Store. Certain platforms offer a 15% discount for subscriptions, and currently also a discount of 15% for the first million USD of revenue for the year.
User acquisition	Marketing costs with direct connection to one of the games and with measurable effect and demands on ROI (return on investment). A common ROI requirement is to have the investment paid back as net revenues within six or nine months, and longer periods can be relevant in situations with strong retention and long term monetization.
Game contribution	Net sales generated from the games, including royalties, minus platform fees (primarily to Google and Apple) minus direct performance marketing (user acquisition).
EBITDA	Profit/loss before financial items, taxes, depreciation and write-downs.
Equity/asset ratio	Equity end of period as a percentage of balance sheet total.
DAU	Average number of Daily Active Users for the days during the period. Calculated as the sum of DAU for the individual games in such a way so that a player that plays more than one game in one day is counted once per game.
MAU	Average number of Monthly Active Users over the months during the period. Calculated as the sum of MAU for the individual games in such a way so that a player that plays more than one game in one month is counted once per game. An average over the months in the period is calculated.
MUP	Average Monthly Unique Payers during the period is the total number of unique users that makes an In-app purchase in a game. Counted in such a way that a user that makes purchases in more than one game during the month is counted once per game. An average over the months in the period is calculated.
ARPDau	Daily average Net sales per daily active user (DAU). If nothing else is stated this is measured in US cents.

NOTES TO THE INTERIM REPORT

2024/25

Mar 25-May 25 Mar 24-May 24 Sep 24-May 25 Sep 23-May 24 FY 23/24

Amounts in KSEK

NOTE 1: DISTRIBUTION OF NET SALES

In-app purchases	34,514	34,084	105,074	103,742	139,566
Advertising income	28,454	35,014	93,923	112,492	142,721
Other	0	713	1	713	1,144
Total	62,968	69,811	198,998	216,947	283,431

NOTE 2: SALES RELATED COSTS

Platform fee	-9,686	-9,330	-29,046	-28,688	-39,194
Server costs	-4,318	-5,377	-16,014	-15,480	-20,576
Other sales related costs	-702	-1,661	-3,194	-5,732	-7,123
Total sales related costs	-14,706	-16,368	-48,255	-49,900	-66,894

NOTE 3: GAME CONTRIBUTION

Group					
In-app purchases	34,514	34,084	105,074	103,742	139,566
Advertising income	28,454	35,014	93,923	112,492	142,721
Other net sales	0	713	1	713	1,144
Net sales	62,968	69,811	198,998	216,947	283,431
Platform fee	-9,686	-9,330	-29,046	-28,688	-39,194
User acquisition	-12,728	-12,334	-37,866	-31,774	-40,632
Game contribution	40,554	48,147	132,086	156,485	203,605

NOTES TO THE INTERIM REPORT

2024/25

Mar 25-May 25 Mar 24-May 24 Sep 24-May 25 Sep 23-May 24 FY 23/24

Amounts in KSEK

NOTE 4: DEPRECIATION AND WRITE-DOWNS OF TANGIBLE AND INTANGIBLE NON-CURRENT ASSETS

Right-of-use assets	-2,708	-2,672	-8,231	-7,879	-10,564
Equipment, tools, fixtures and fittings	-306	-355	-1,187	-1,778	-2,166
Intellectual properties	-1,565	-2,565	-6,695	-7,695	-12,260
Own work capitalized	-10,170	-8,844	-29,633	-25,736	-34,868
Total	-14,749	-14,436	-45,746	-43,088	-59,858

NOTES TO THE INTERIM REPORT

2024/25

	Mar 25-May 25	Mar 24-May 24	Sep 24-May 25	Sep 23-May 24	FY 23/24
Amounts in KSEK					
NOTE 5: ADJUSTED NET SALES, PERSONNEL COSTS, EBITDA, EBIT AND PROFIT/LOSS					
Net sales	62,968	69,811	198,998	216,947	283,431
Ad revenue from divested operations (Primetime)	0	-1,834	-2,406	-5,378	-7,312
Total adjustments of net sales	0	-1,834	-2,406	-5,378	-7,312
Adjusted Net sales	62,968	67,977	196,592	211,569	276,119
Organic growth	-7%		-7%		
Personnel costs	-27,344	-29,138	-84,154	-111,301	-136,160
Personnel costs from divested operations (Primetime)	0	1,748	2,386	5,215	6,730
Net RnD Claims ¹	0	0	0	21,566	21,566
Reversal of employee stock option program ²	0	-1,170	0	-1,170	-1,170
Total adjustments of personnel costs	0	578	2,386	25,611	27,126
Adjusted personnel costs	-27,344	-28,560	-81,768	-85,690	-109,034
EBITDA	12,432	18,185	44,732	36,408	55,237
Total adjustments of net sales	0	-1,834	-2,406	-5,378	-7,312
Total adjustments of personnel costs	0	578	2,386	25,611	27,126
Other costs from divested operations (Primetime)	10	1,411	2,104	4,796	6,435
Loss from divestment (Primetime)	0	0	2,000	0	0
Adjusted earnout	0	0	0	-966	-966
Total adjustments of EBITDA	10	155	4,084	24,063	25,283
Adjusted EBITDA	12,442	18,340	48,816	60,471	80,520

¹ For more information about the RnD claims see the Q2 2023/24 Interim Report and the Annual Report 2023/2024

² A reversal of the total cost of a completed stock option program was incorrectly reported during Q3 23/24. This has no impact on equity or the company's financial position as of the balance sheet date, however it affected the reported result for the period Q3 23/24.

NOTES TO THE INTERIM REPORT CONTO.

2024/25

Mar 25-May 25 Mar 24-May 24 Sep 24-May 25 Sep 23-May 24 FY 23/24

Amounts in KSEK

COND. NOTE 5: ADJUSTED NET SALES, PERSONNEL COSTS, EBITDA, EBIT AND PROFIT/LOSS

EBIT	-2,316	3,749	-1,014	-6,681	-4,621
Total adjustments of EBITDA	10	155	4,084	24,063	25,283
Depreciations from divested operations (Primetime)	0	10	2	66	72
Write down of IP	0	0	667	0	2,000
Total adjustments of EBIT	10	165	4,753	24,129	27,355
Adjusted EBIT	-2,306	3,914	3,739	17,448	22,734
Profit/loss for the period	-3,551	3,543	-1,269	-4,644	-3,216
Total adjustments of EBIT	10	165	4,753	24,129	27,355
Financial items from divested operations (Primetime)	0	0	1	1	51
Tax effect on adjustments	-2	-275	-979	-5,411	-6,086
Total adjustments of the profit/loss for the	8	-110	3,775	18,719	21,320
Adjusted profit/loss for the period	-3,543	3,433	2,506	14,075	18,104
Adjusted earnings per share	-0.13	0.13	0.09	0.53	0.68

NOTE 6: DISCLOSURE OF PRIOR PERIOD ERRORS

During the annual closing of the year 23/24 it was discovered that the allocation between in-app revenue and platform fees for Q2 23/24 and Q3 23/24 had been incorrectly recorded. The periods have been retroactively adjusted in accordance with IAS 8. The error occurred due to a missed discount of 15% on platform fees that a mobile platform offers on the first million USD in revenue for the year. Instead of the correct 15% discount, the platform fee had incorrectly been calculated from the net value paid from the platform to the normal 30%, resulting in both in-app revenue and platform fees being reported too high in both Q2 and Q3. In Q4, a correction was made to the historical periods, where both net revenue and cost of sales were adjusted. Additionally, the ARPDau for the periods was affected by the error. The error had no impact on EBIT, EBITDA, net income for the periods, or earnings per share. EBIT margin and EBITDA-margin was minimally affected by the error but reported numbers still stands. The adjustments are presented in the table below and replace previously reported figures in this and future reports.

Amounts in KSEK	Q1 23/24	Q2 23/24	Q3 23/24	Q4 23/24	2023/2024
Previous reported Net sales	76,745	71,886	70,731	66,484	285,847
Correction	0	-1,495	-920	0	-2,415
Corrected Net sales	76,745	70,391	69,811	66,484	283,432
Previously reported Sales related costs	-18,153	-16,874	-17,288	-16,993	-69,308
Correction	0	1,495	920	0	2,415
Corrected Sales related costs	-18,153	-15,379	-16,368	-16,993	-66,893
Previous reported ARPDau	6.8	6.6	6.3	6.5	
Correction	0.0	-0.1	-0.1	0.0	
Corrected ARPDau	6.8	6.5	6.2	6.5	

GOOD TIMES