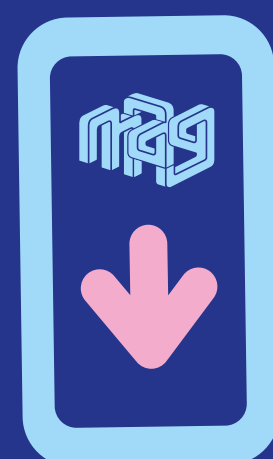




MAG INTERACTIVE

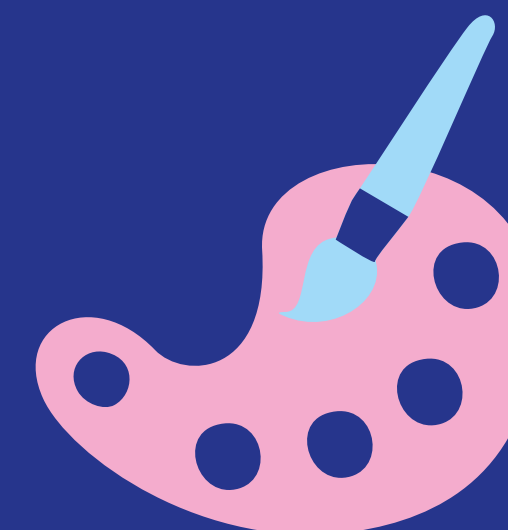
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q2 HIGHLIGHTS

STRONG DECEMBER

INCREASED UA TOWARDS CROZZLE

NEW GAMES PIPELINE




CROZZLE

SCALE UP BEGINS




PRODUCT MIX


47
MSEK



QUIZDUEL




WORDZEE




CROZZLE


GROWTH




WORD DOMINATION




RUZZLE




WORDBRAIN



TILE MANSION



WORD MANSION




WORDBUBBLES!

17
MSEK


LIVE OPS




NEW GAMES




WORDALOT




WORD PEACE



WORDBRAIN 2



WORDBLOBS



WORDWHIZZLE

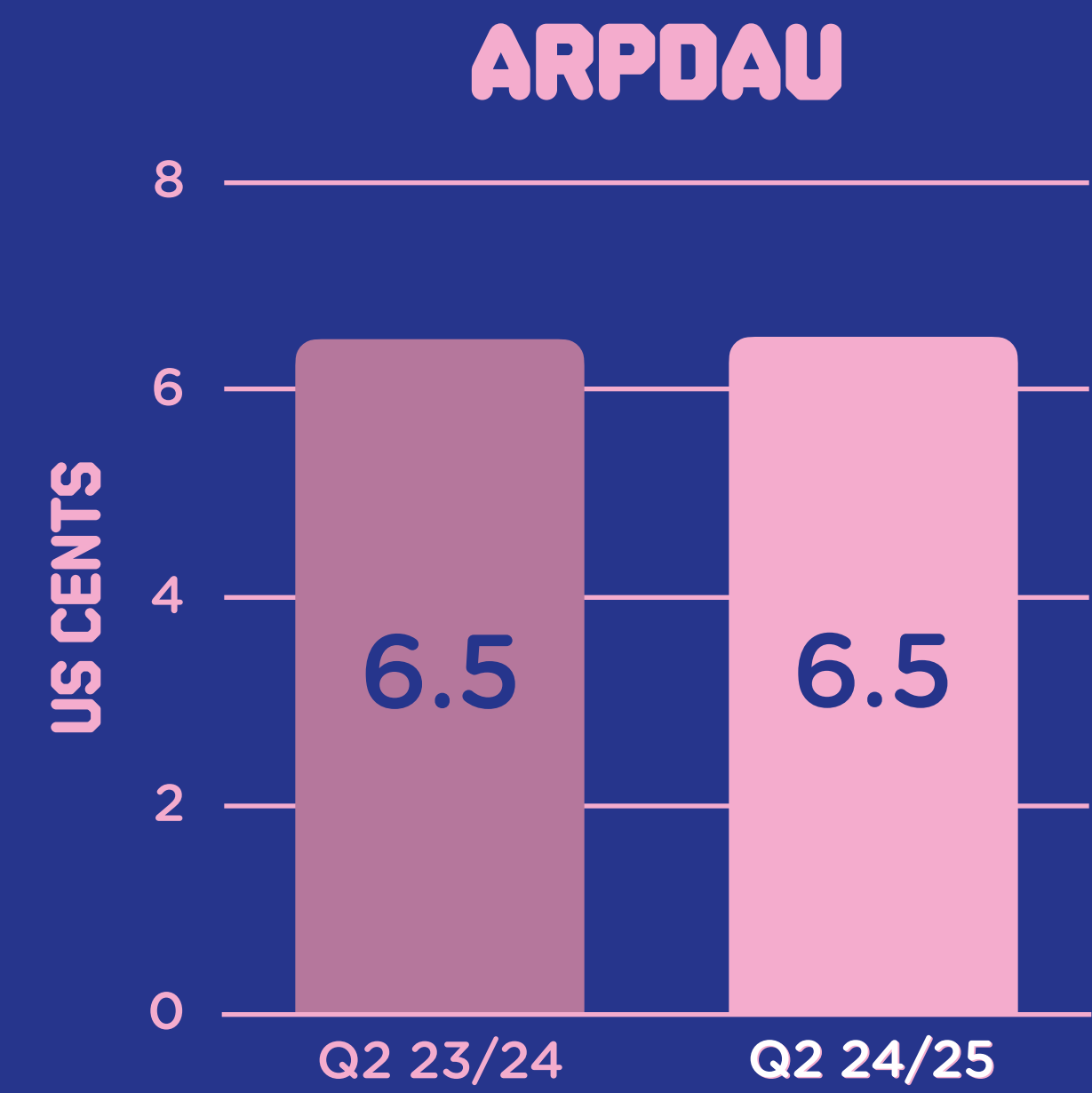
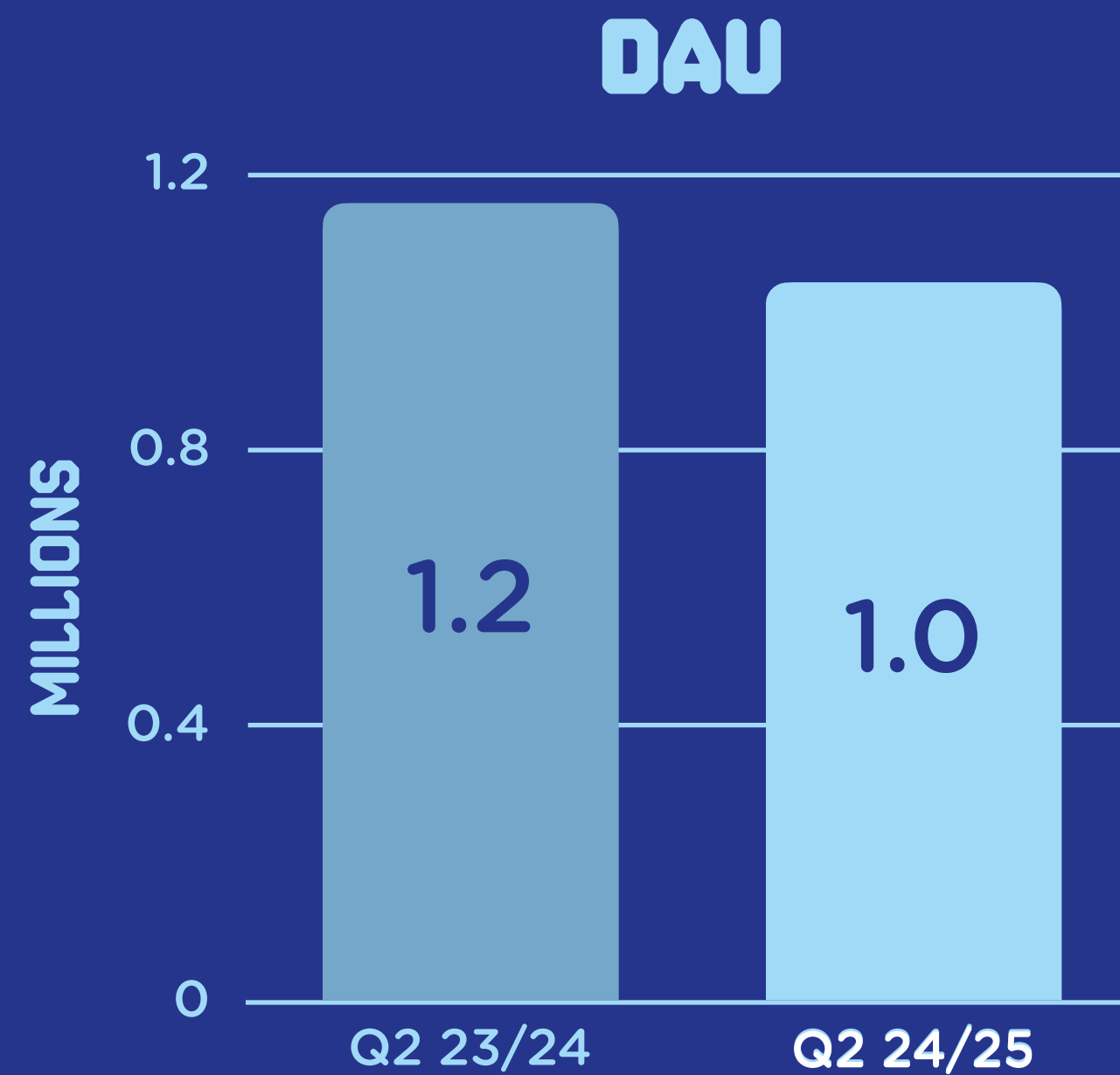
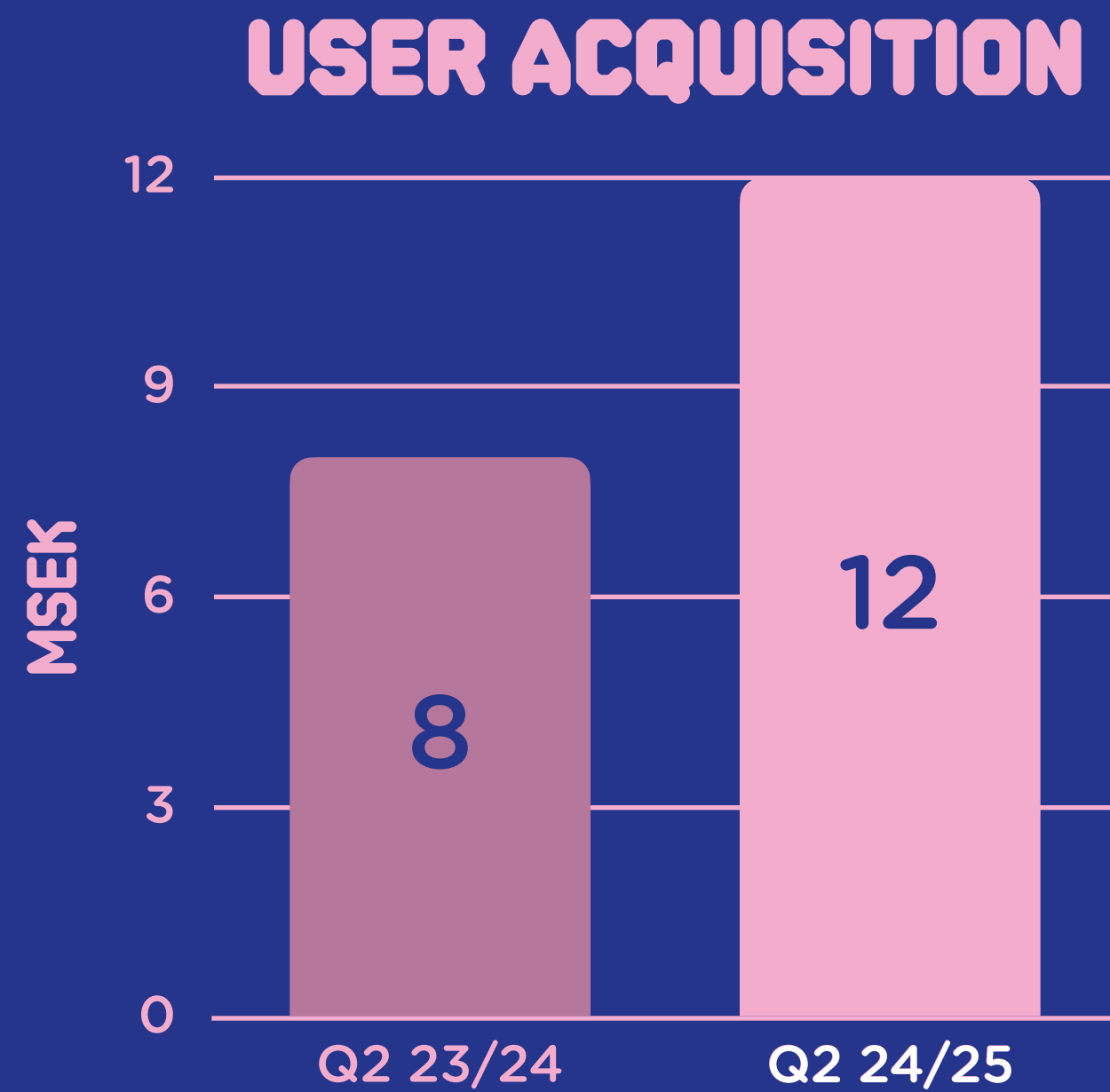
3*
MSEK

OTHER

* OTHER IS EFFECTED NEGATIVELY BY THE MOVE OF CROZZLE TO GROWTH AND PRIMETIME DIVESTMENT

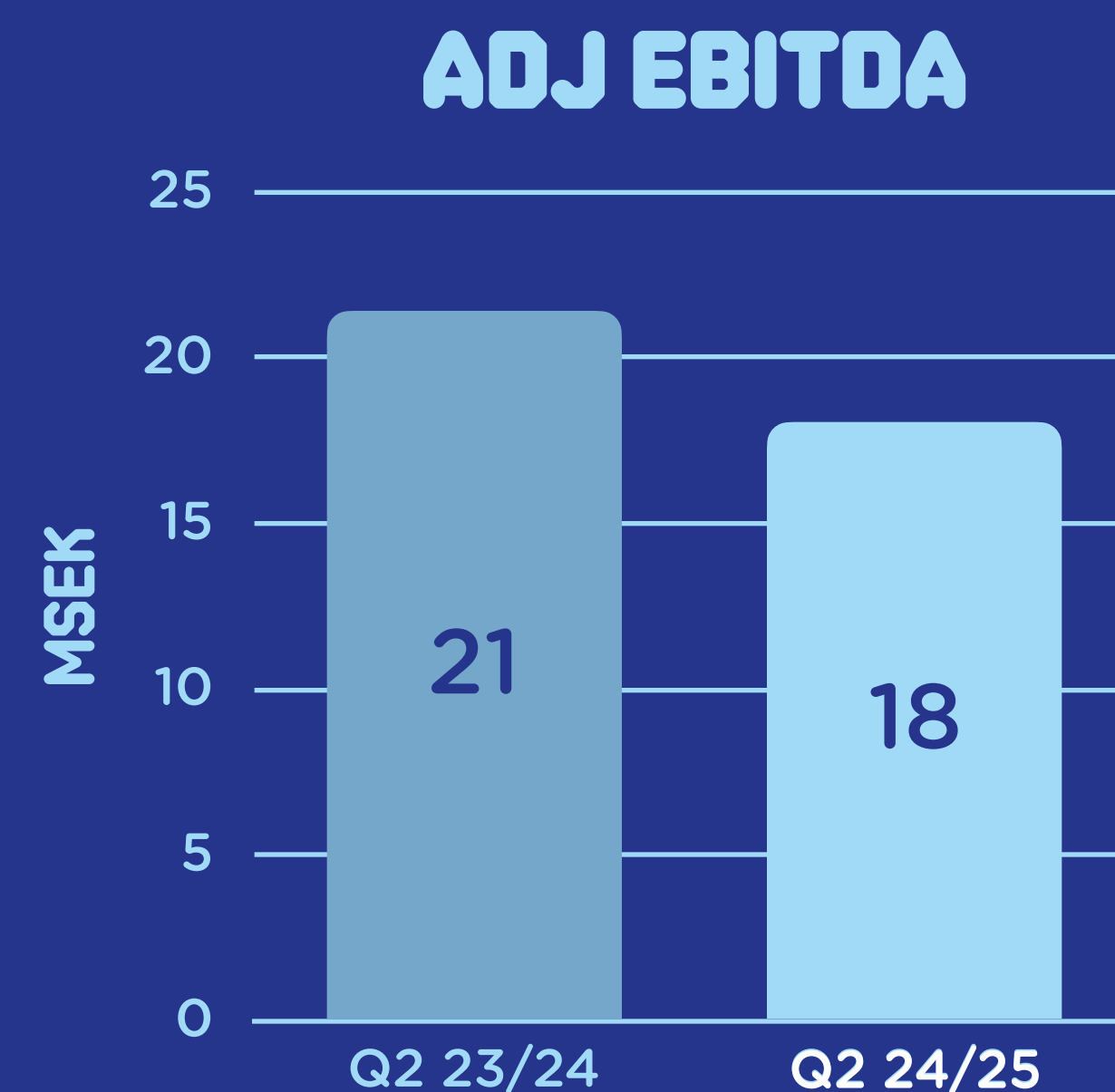
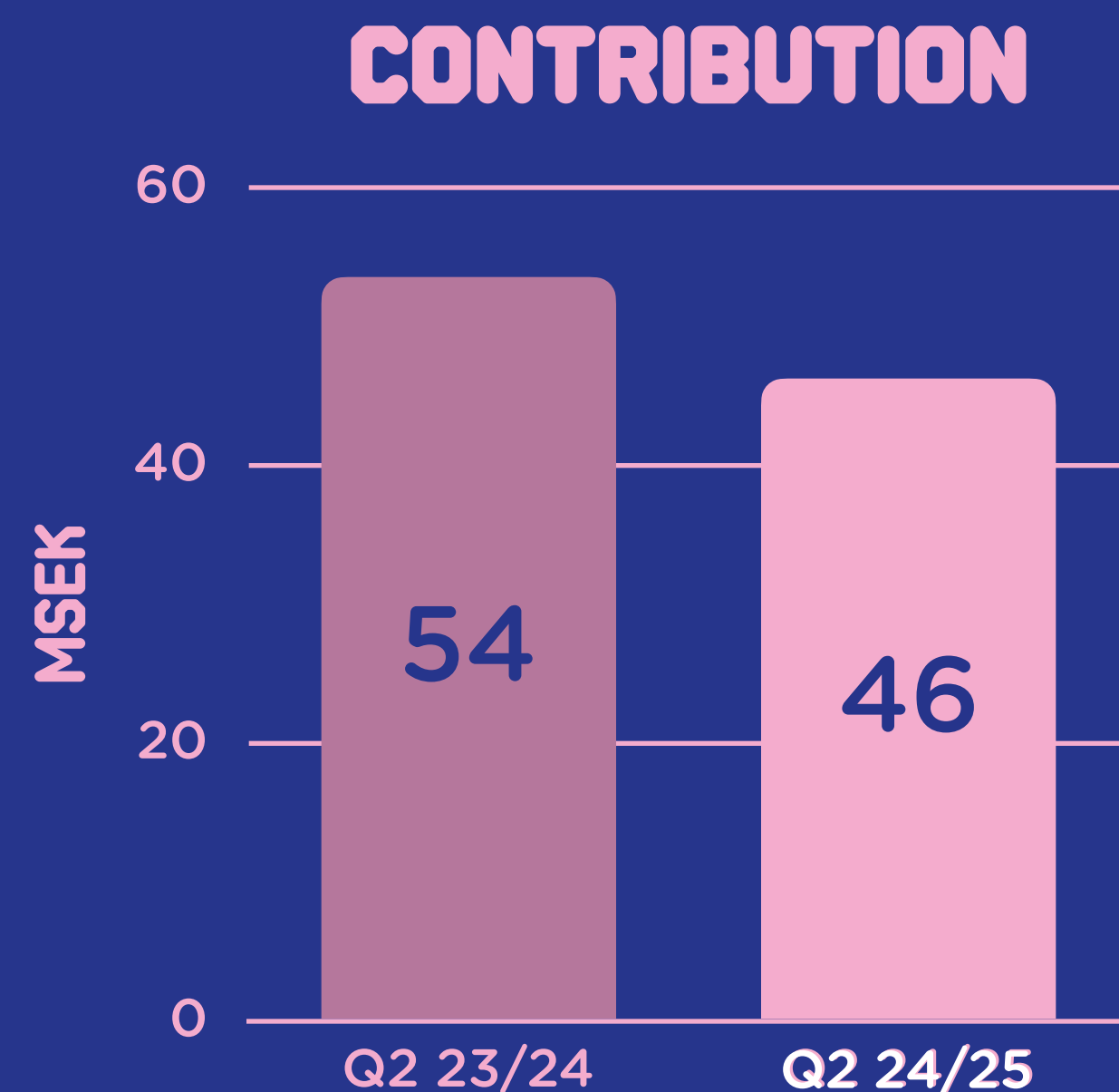
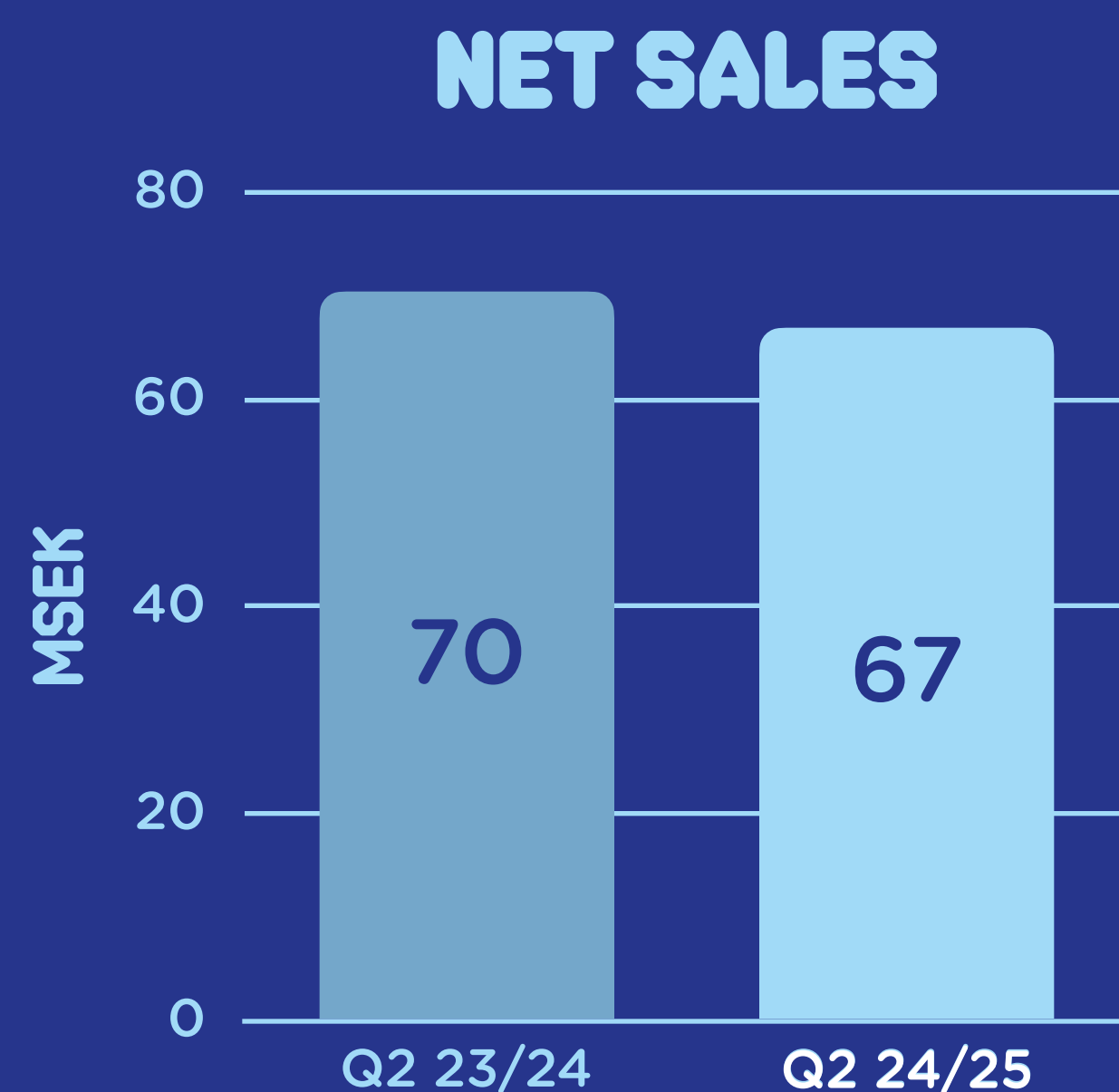
AUDIENCE KPIS

COMPARED TO Q2 2023/24



UA INCREASING FROM LOW LEVELS
PORTFOLIO STABILITY - SAME DAU AS Q1

IMPACT FROM LOW USER ACQUISITION

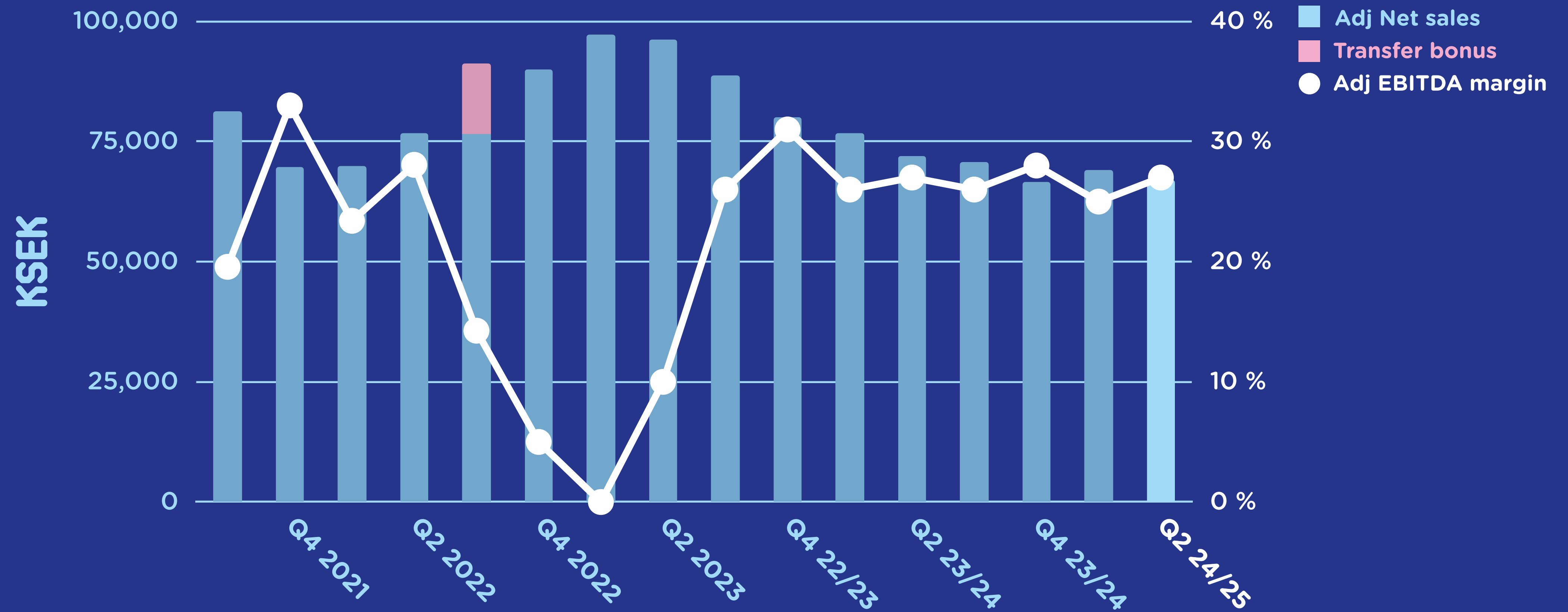


OVERALL SEQUENTIAL STABILITY

HEALTHY UNDERLYING CASH GENERATION - 96 MSEK CASH BALANCE

UA FLUCTUATION IMPACT

STABLE REVENUE - SOLID MARGINS



GROWTH ENGINES



**EXPANDED
PORTFOLIO
[ORGANIC +
M&A]**

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

LOOKING AHEAD

CROZZLE - SCALE UP

MORE NEW GAMES TO MARKET TESTS

QUIZDUEL & WORDZEE

