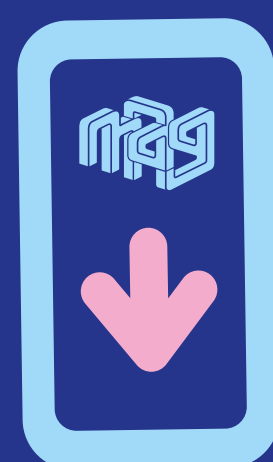




MAG INTERACTIVE

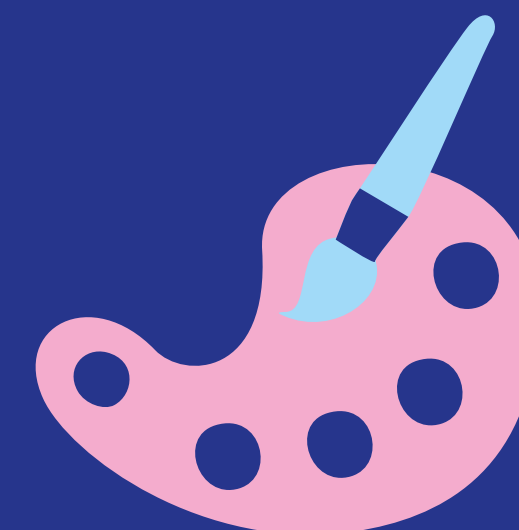
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q3 HIGHLIGHTS

CROZZLE SCALING UP QUICKLY

RECORD ARPPDAU +14%

STRONG NEW GAMES PIPELINE

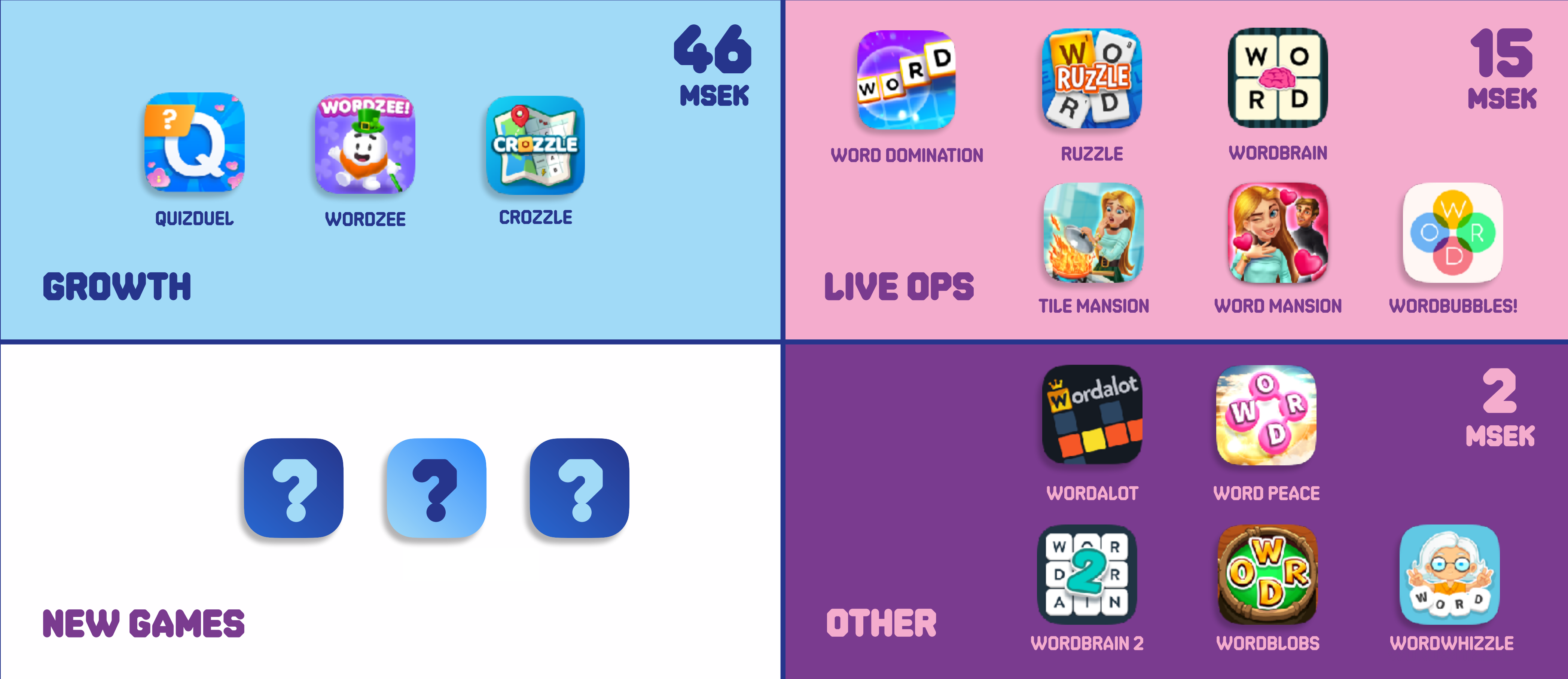


CROZZLE

THIRD BIGGEST GAME IN PORTFOLIO IN JUNE - SCALING FAST IN EARLY Q4



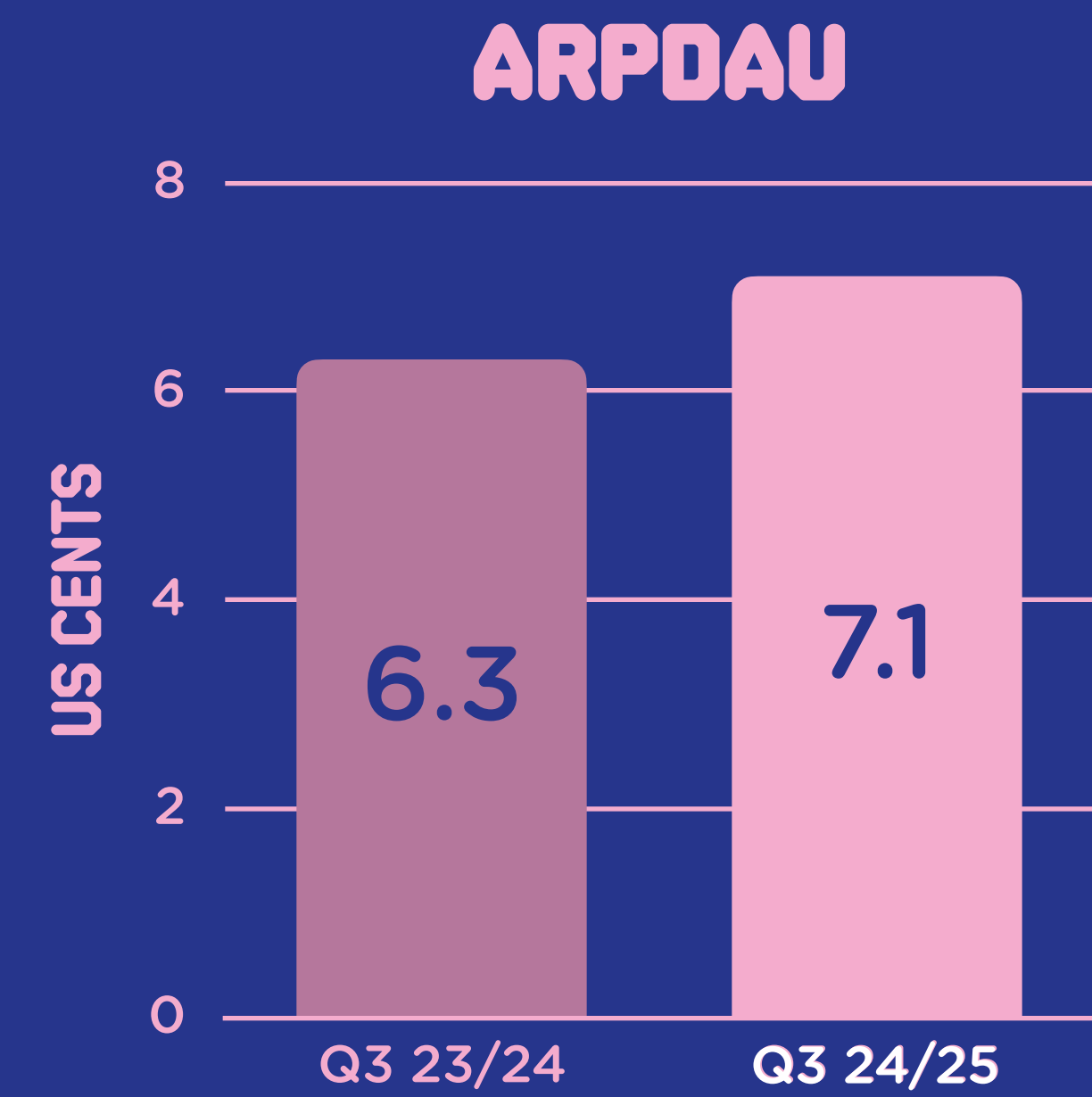
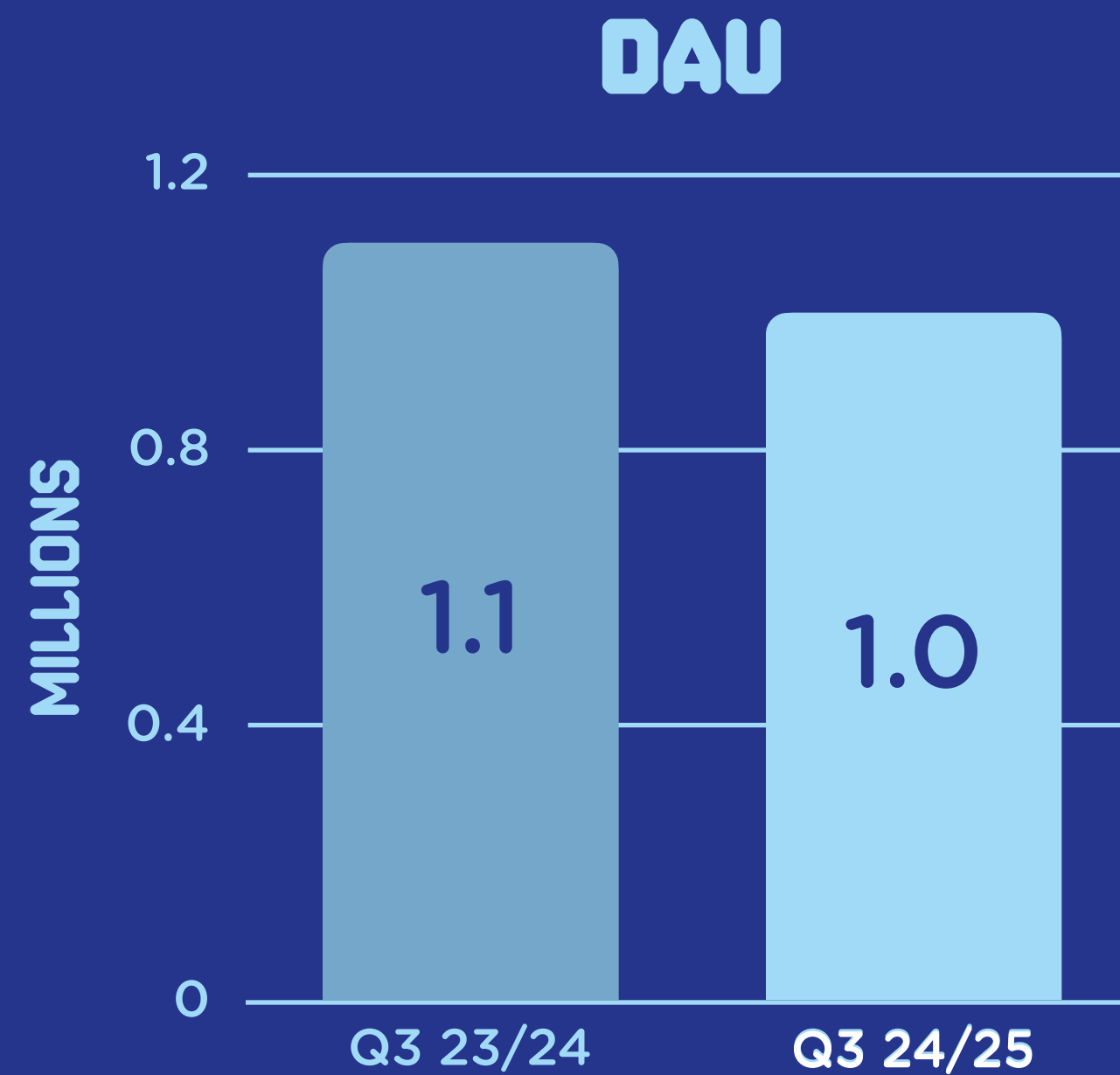
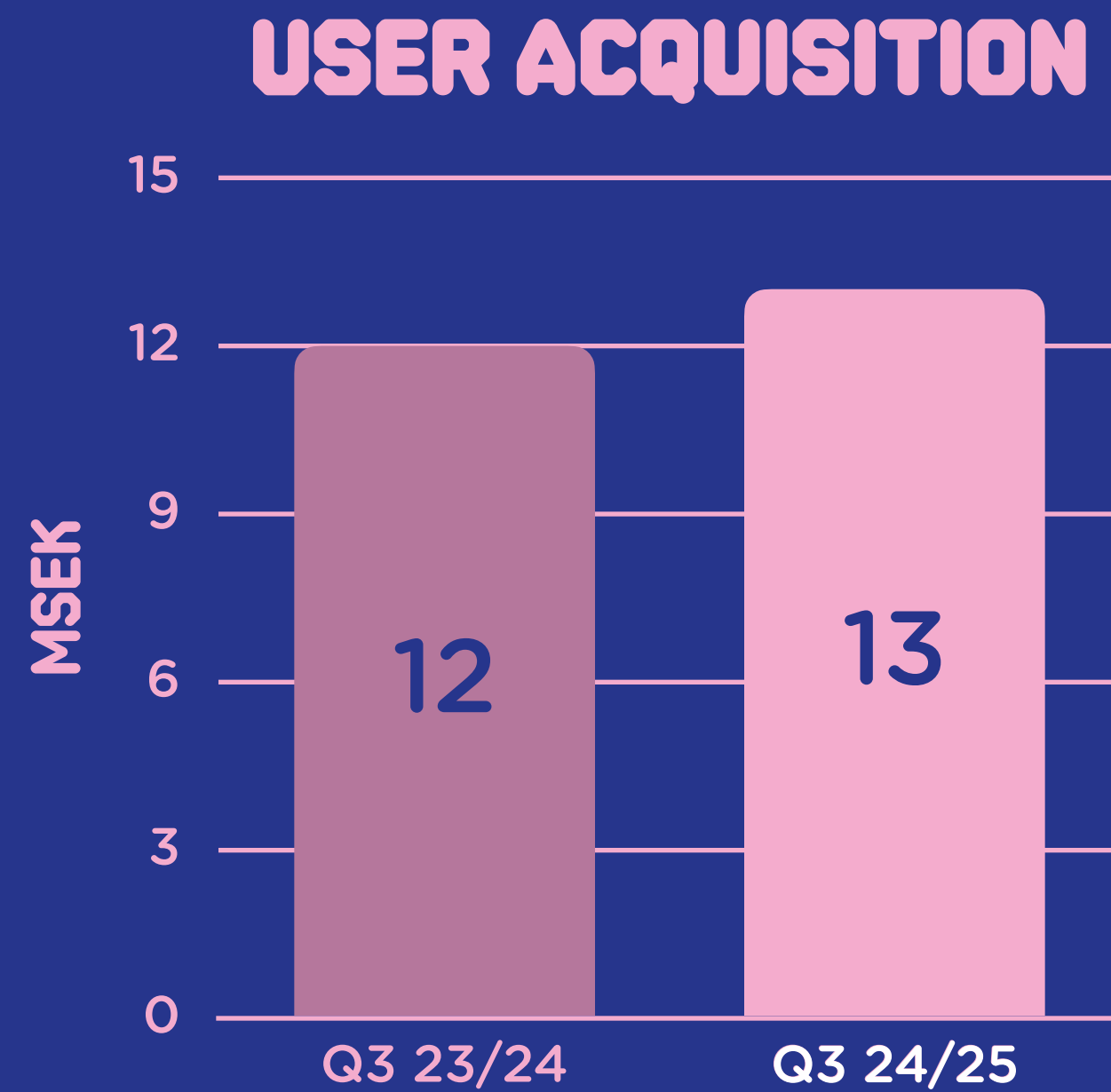
PRODUCT MIX



CURRENCY AND DIVESTMENT IMPACT YOY

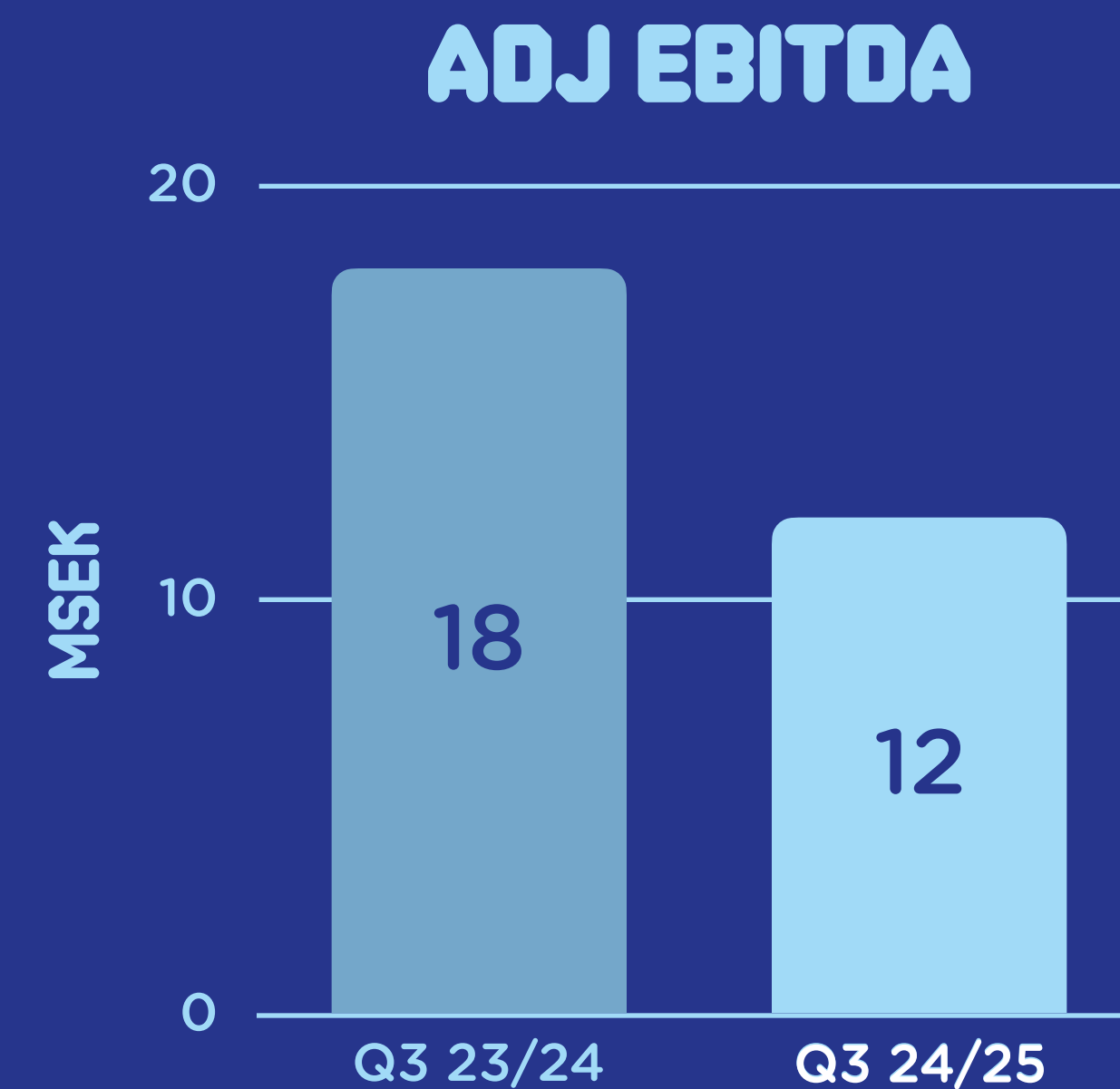
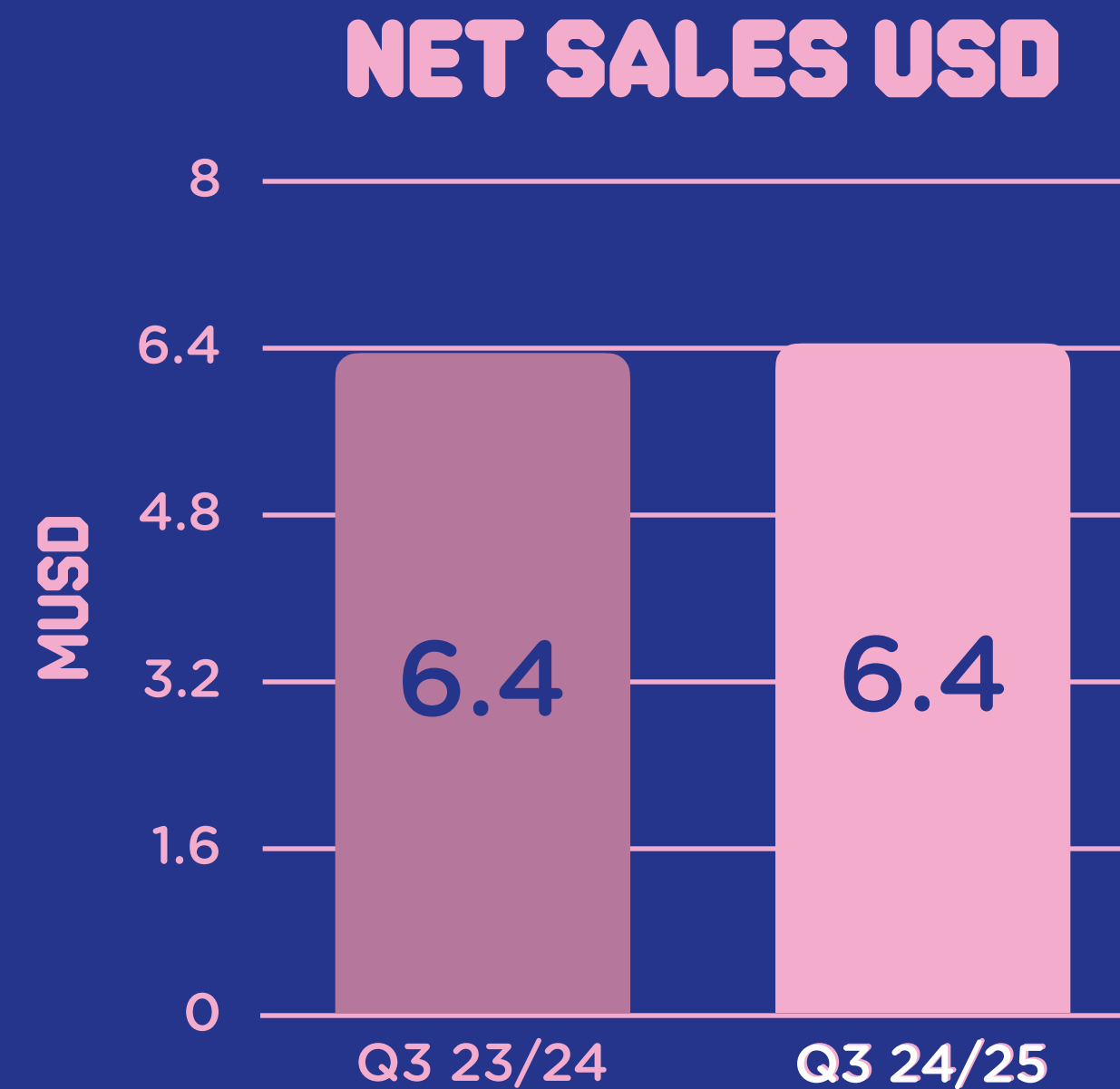
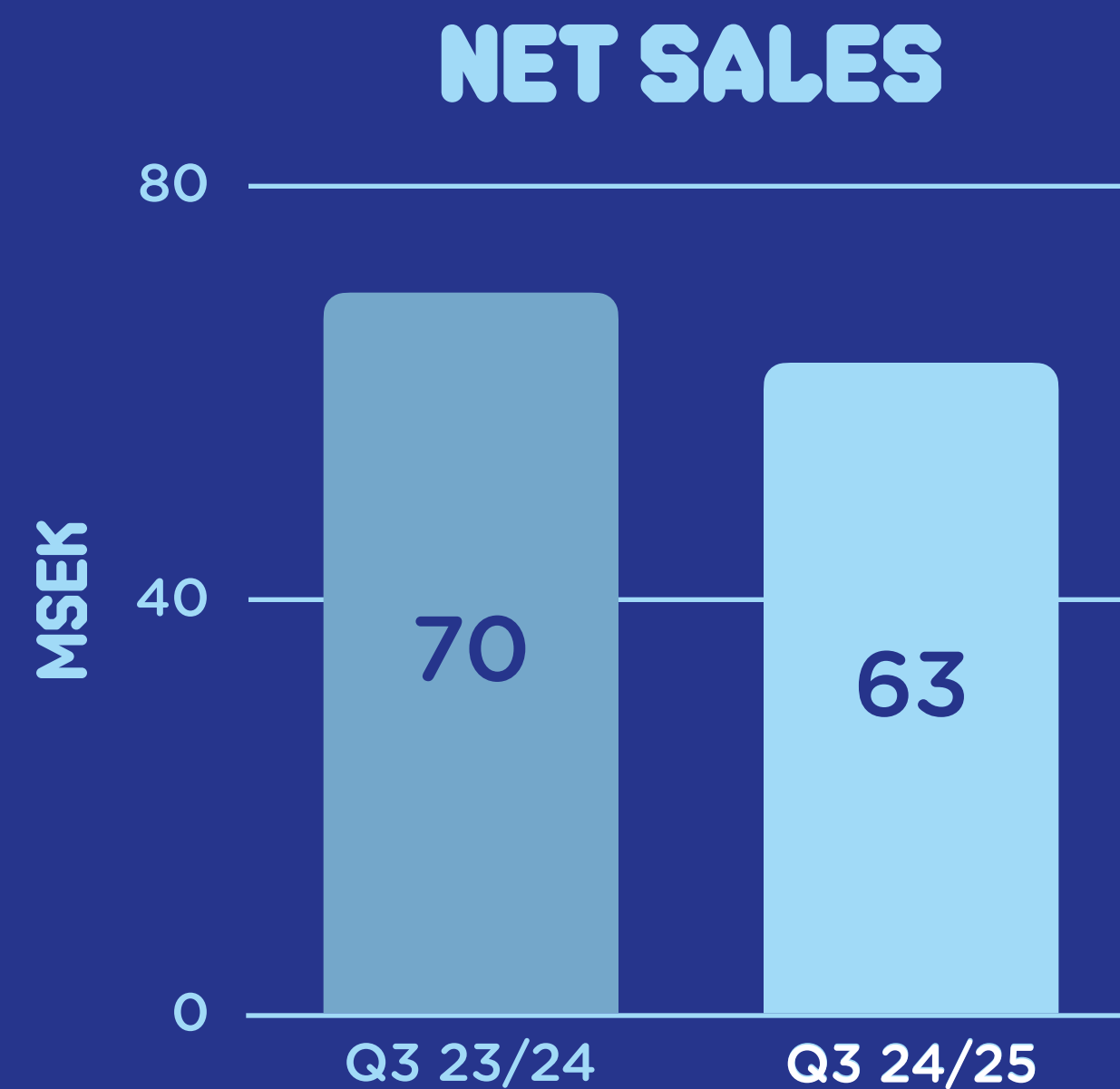
AUDIENCE KPIS

COMPARED TO Q3 2023/24



UA INCREASING FROM LOW LEVELS, ACCELERATING INTO Q4
GENERAL STABILITY AND STRENGTHENED ARPPDAU

USD NET SALES STABLE YOY

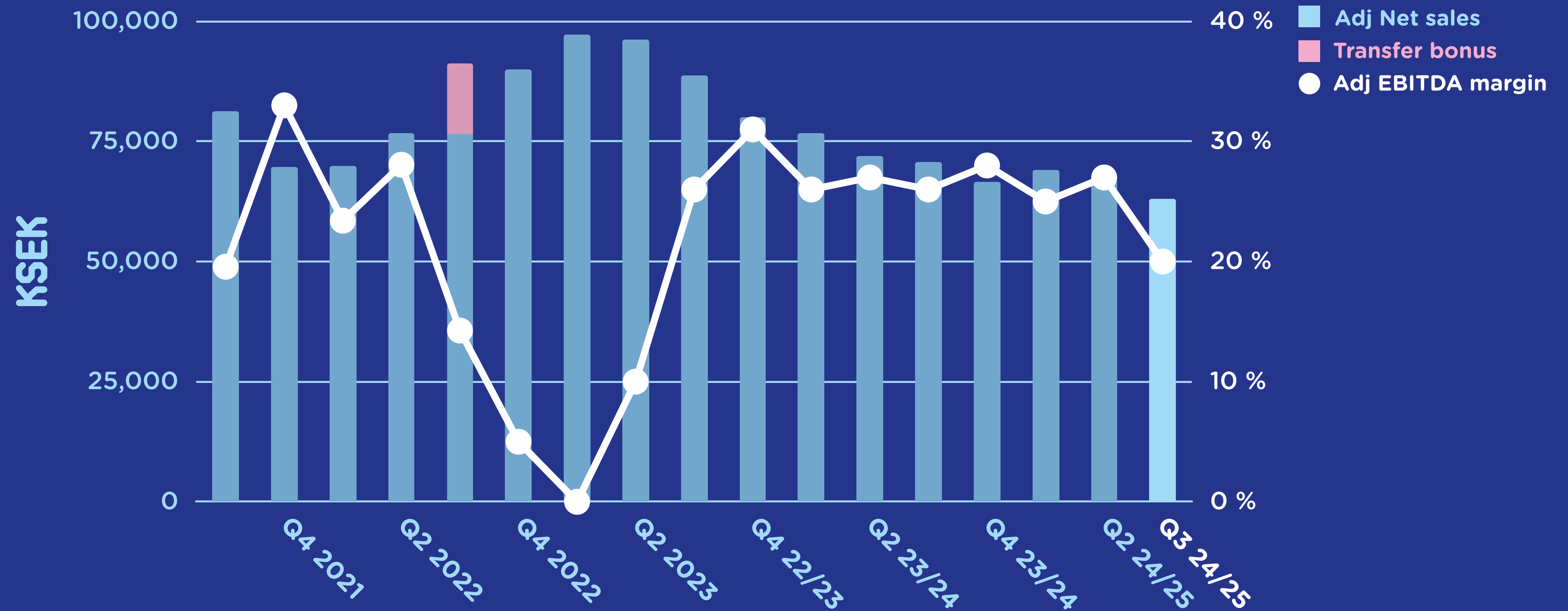


IMPROVED HEDGE AS UA INCREASES IN Q4

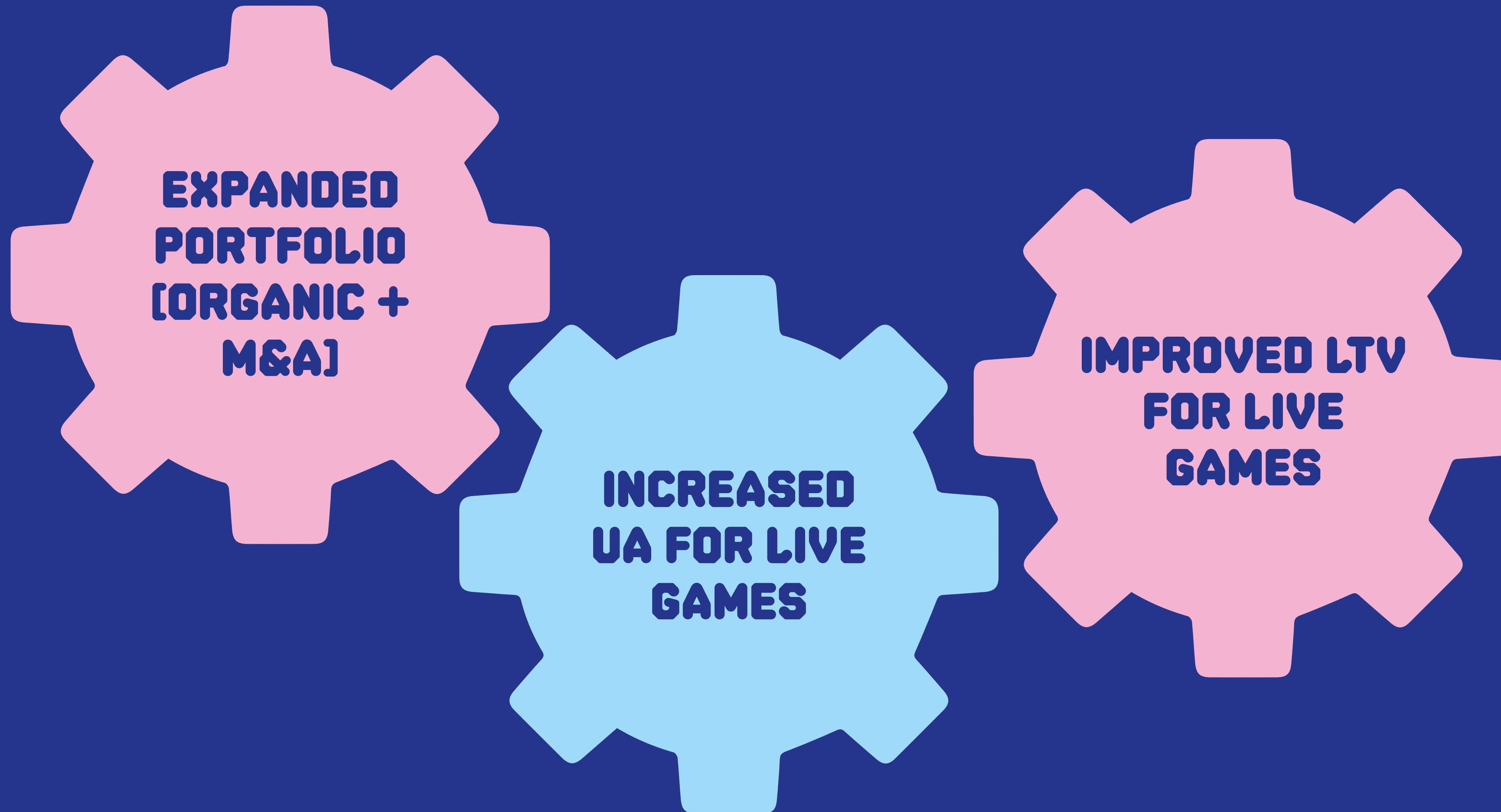
HEALTHY UNDERLYING CASH GENERATION - 94 MSEK CASH BALANCE

EXPECT INCREASING UA IN Q4

USD/SEK RATE CHANGE IMPACTS GROWTH



GROWTH ENGINES





LOOKING AHEAD

CROZZLE - CONTINUED SCALE UP

MORE NEW GAMES TO MARKET TESTS

TEAM PLAY COMES TO QUIZDUEL

