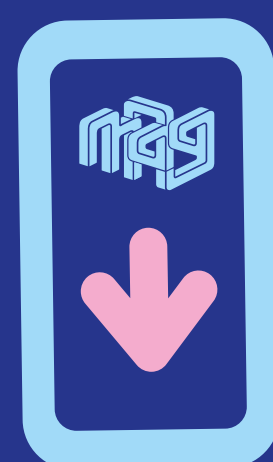




MAG INTERACTIVE

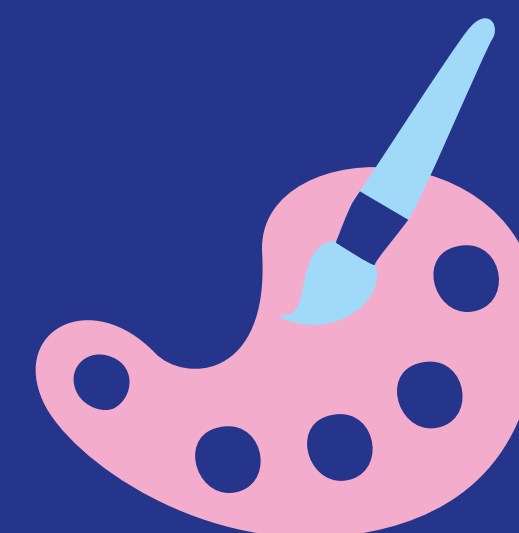
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!



Q4 HIGHLIGHTS

CROZZLE - SCALING WITH STRONG UA

OVERALL ARPPDAU +46%

TOP YEAR FOR QUIZDUEL

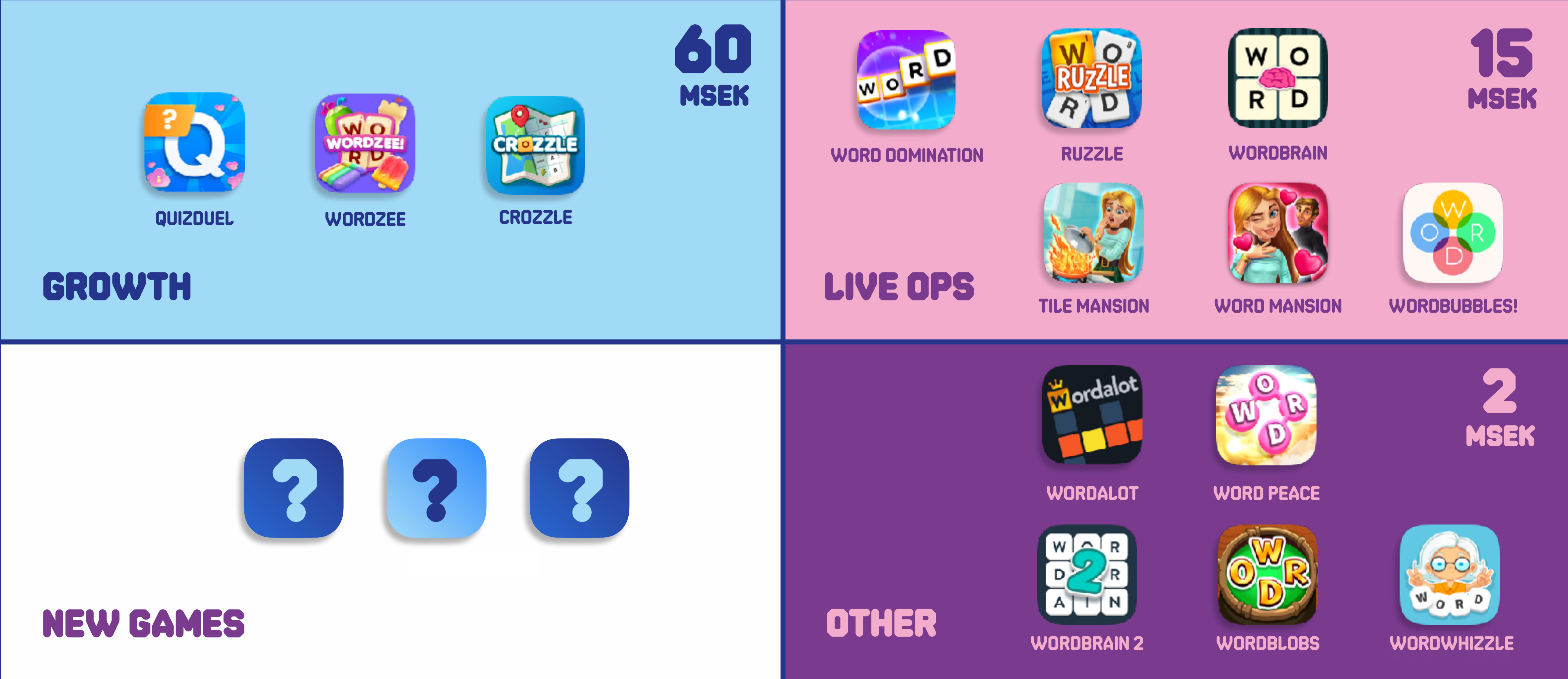


CROZZLE

SECOND BIGGEST GAME IN PORTFOLIO IN Q4



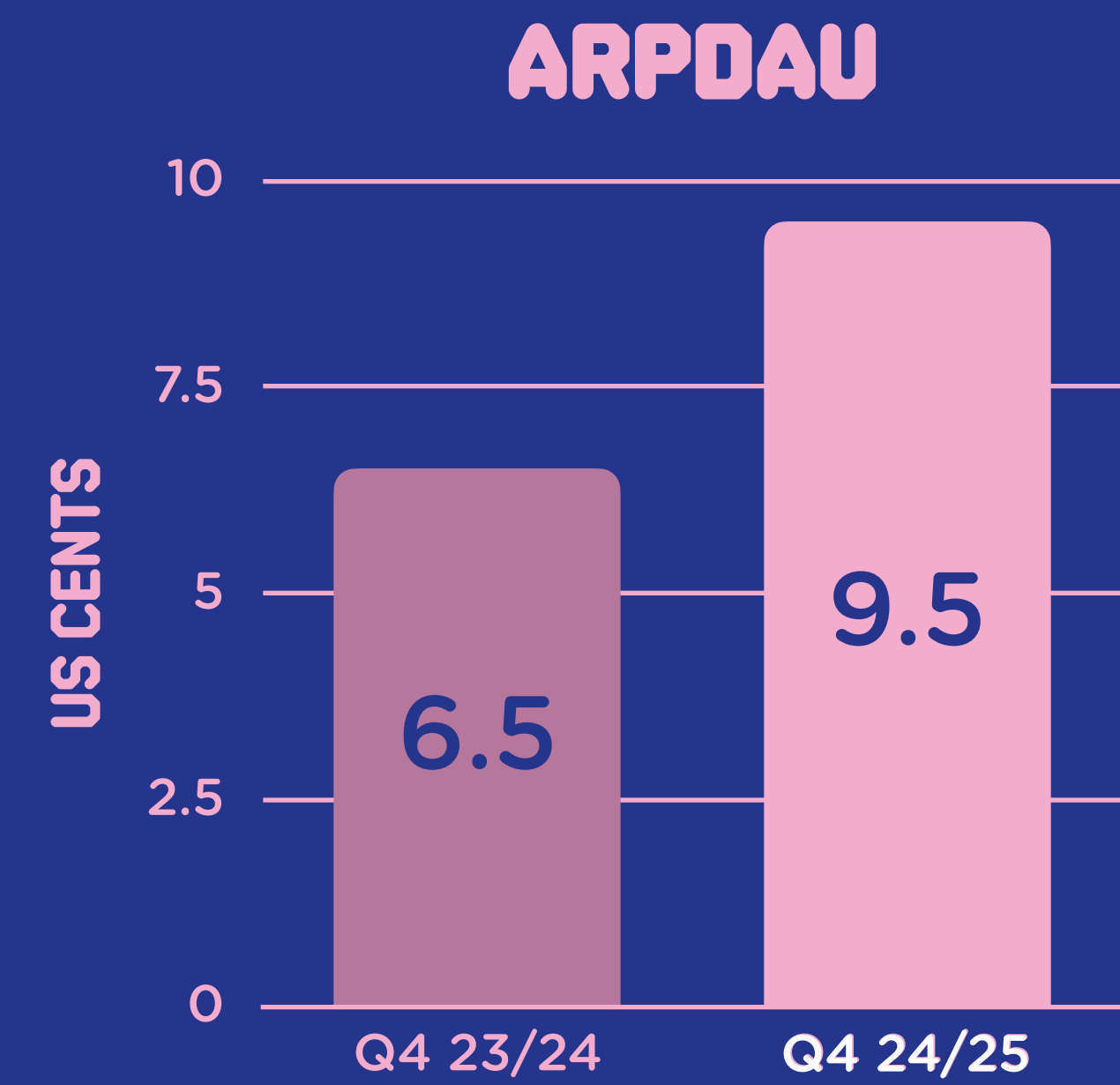
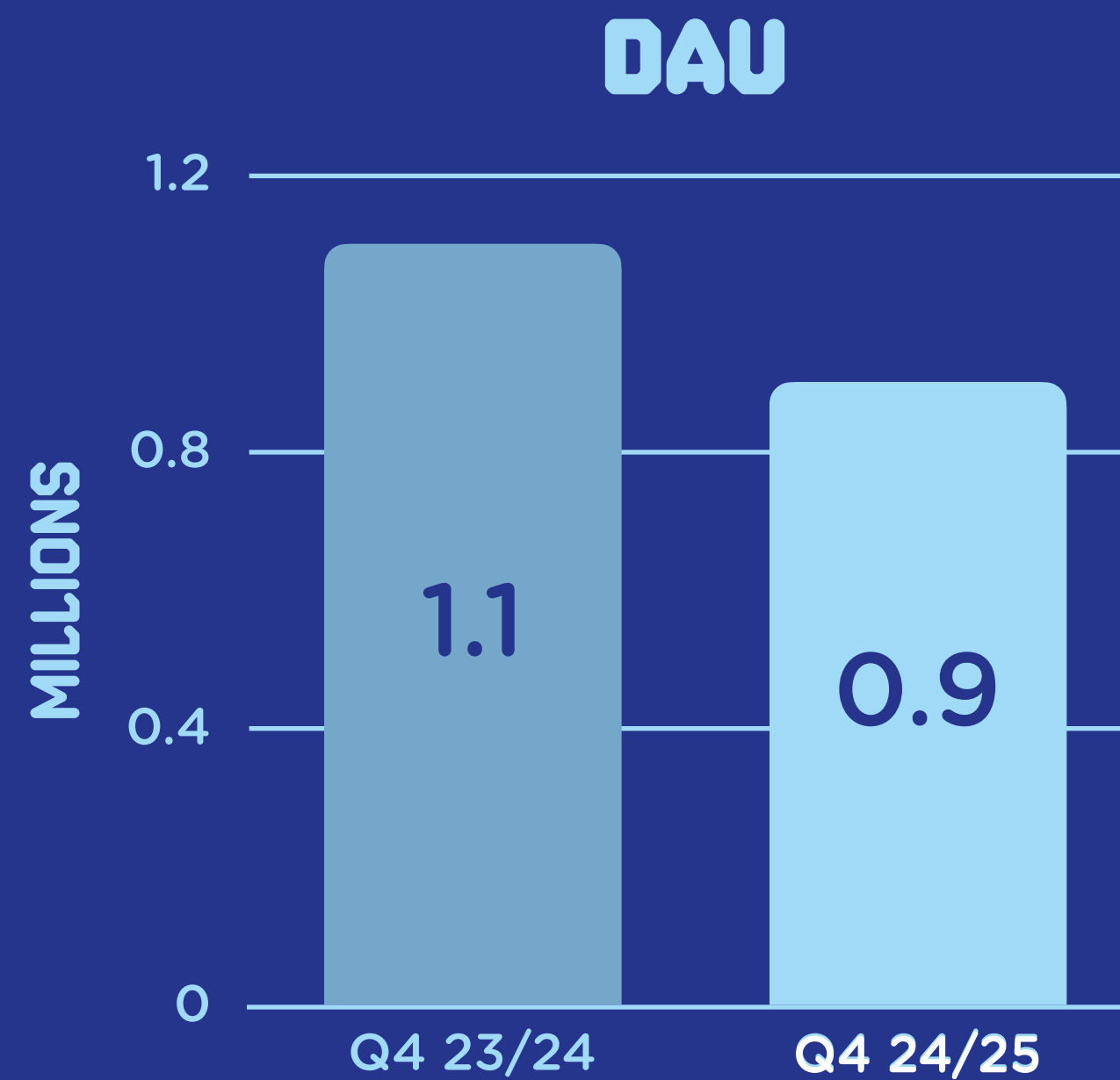
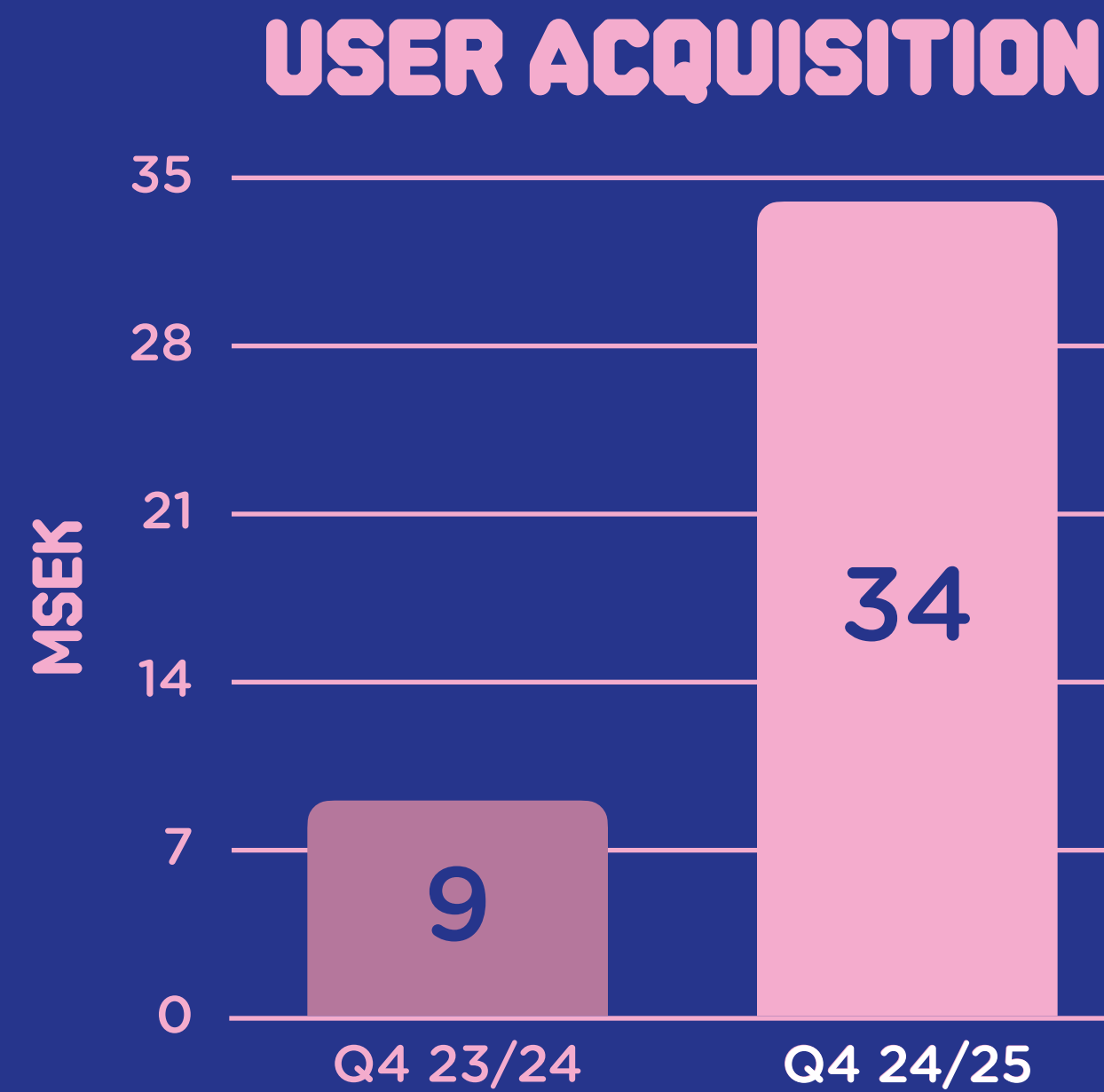
PRODUCT MIX



CURRENCY AND DIVESTMENT IMPACT YOY

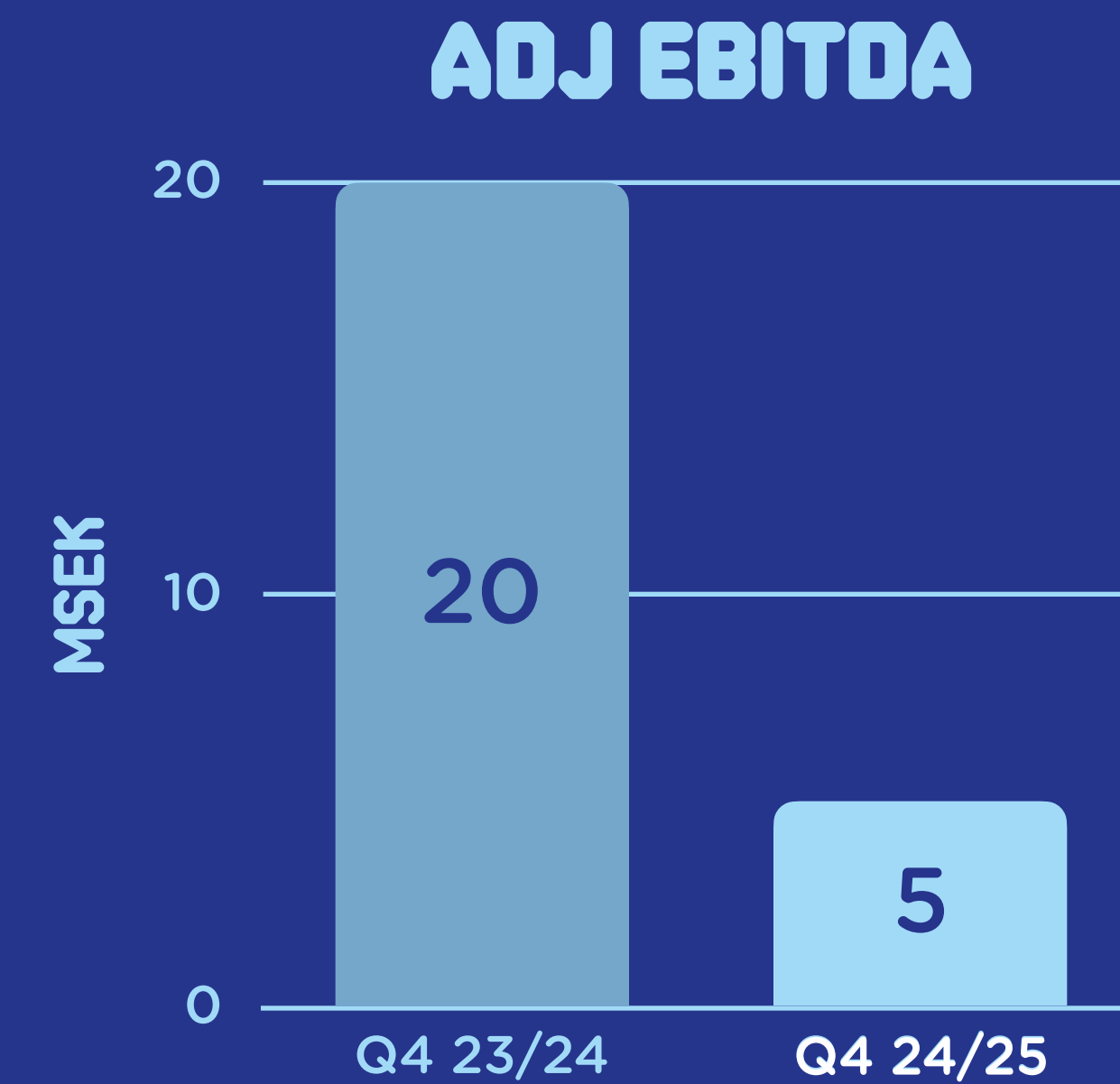
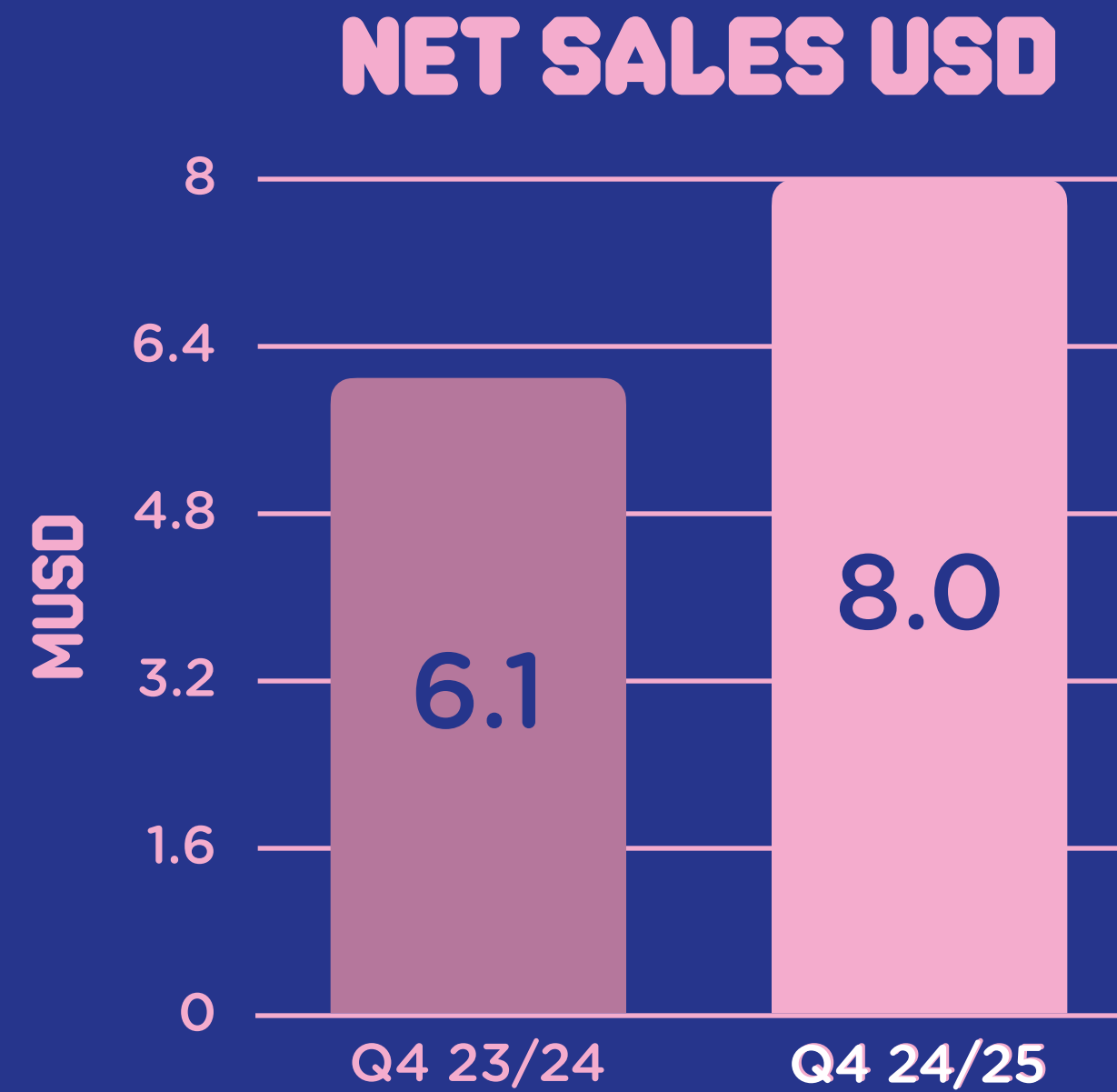
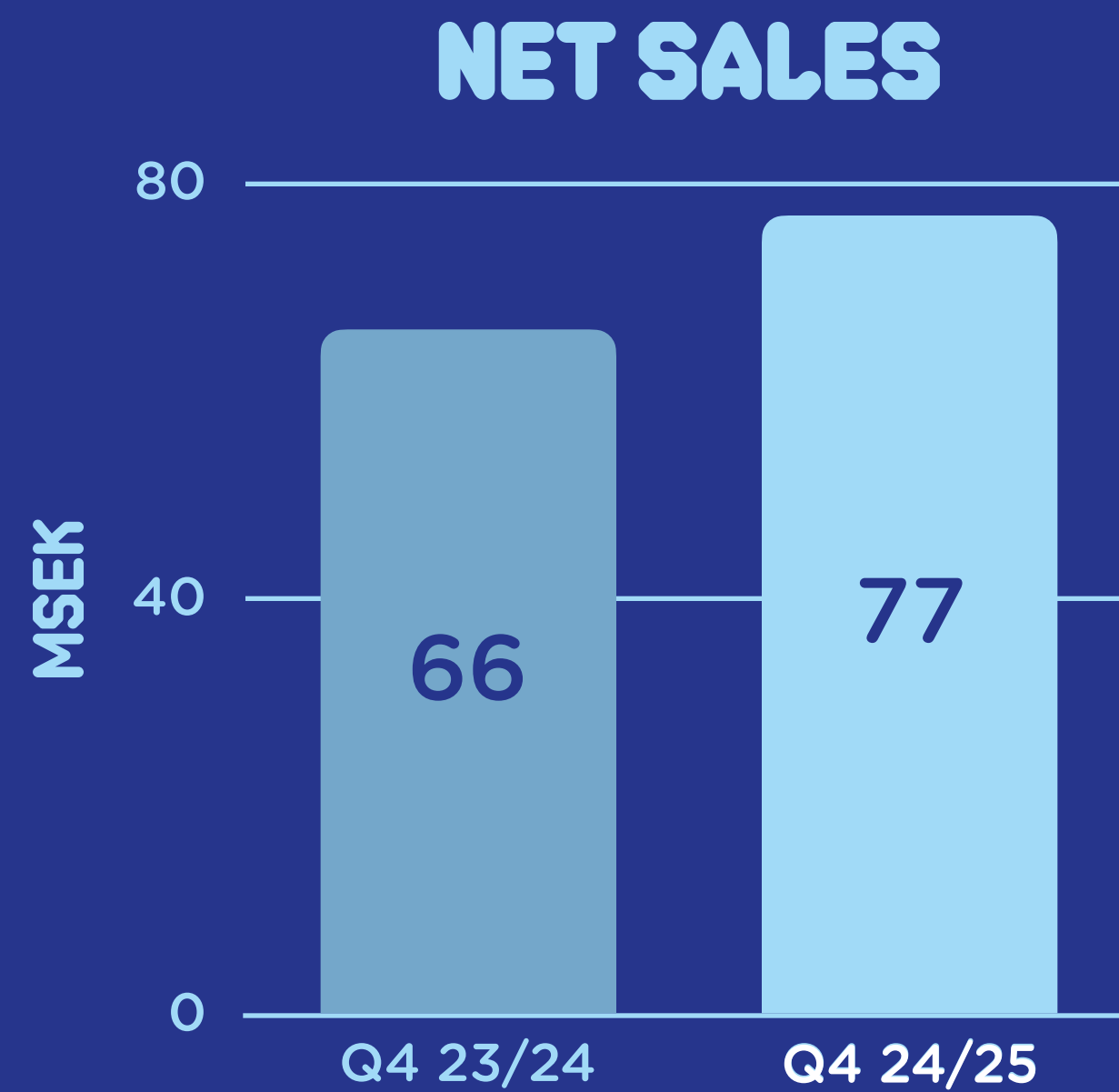
AUDIENCE KPIS

COMPARED TO Q4 2023/24



UA INCREASING FROM LOW LEVELS, ACCELERATING THROUGH Q4
GENERAL STABILITY AND STRENGTHENED ARPPAU FROM CROZZLE SCALING

NET SALES GROWTH

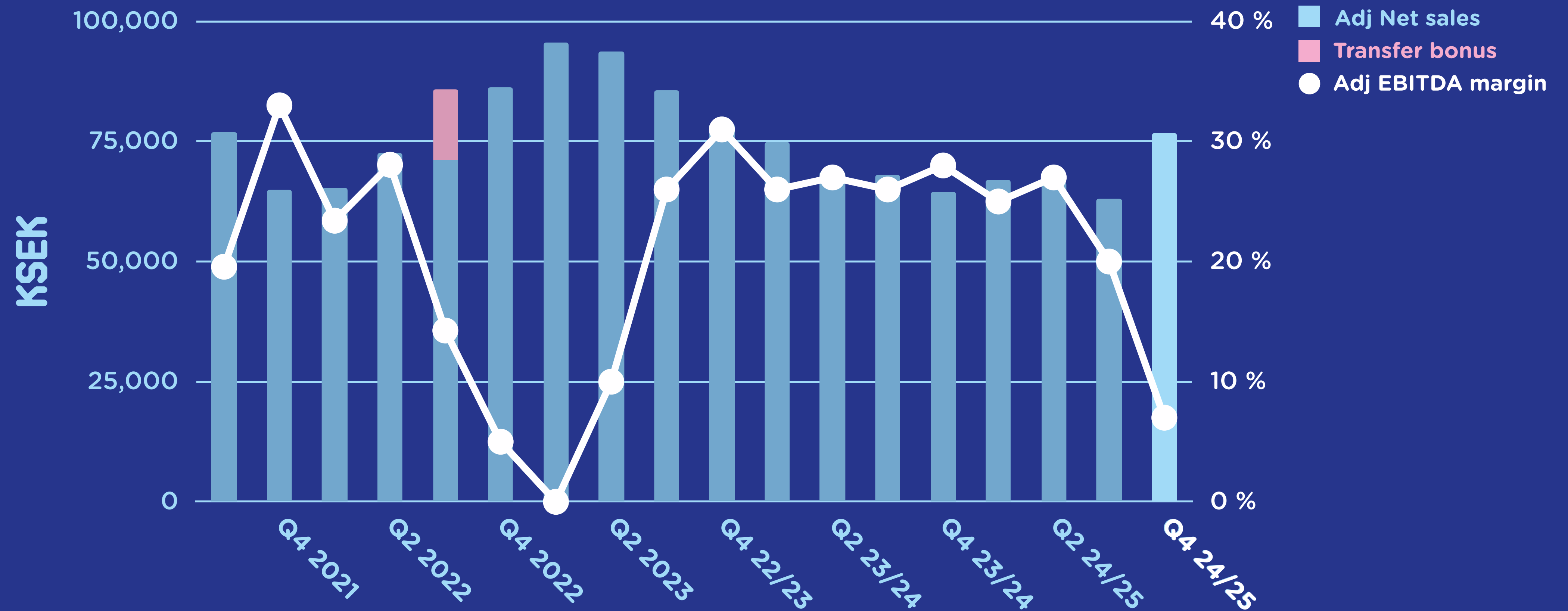


ORGANIC GROWTH IN USD 31%

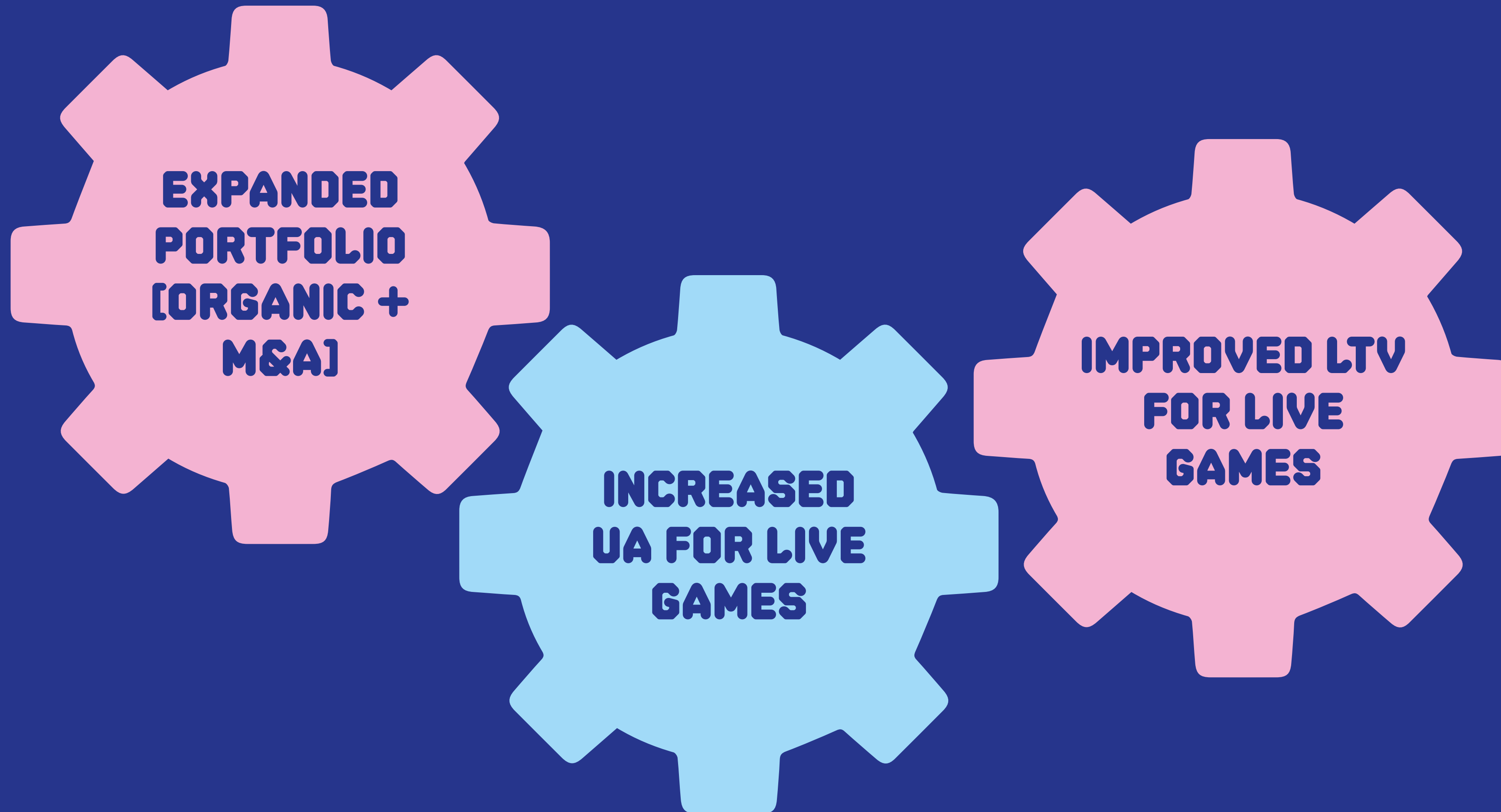
UA IMPACT ON MARGINS, CASH REMAINS STABLE - 87 MSEK CASH BALANCE

INCREASED UA IN Q4

GROWTH DESPITE USD DECLINE, MARGINS TAKE A HIT FROM UA VOLUMES



GROWTH ENGINES



LOOKING AHEAD

CROZZLE - GLOBAL ROLL OUT

MORE NEW GAMES TO MARKET TESTS

TEAM PLAY EXPANSION

