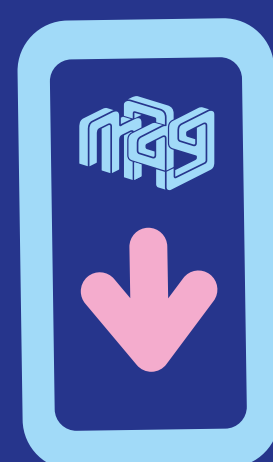




MAG INTERACTIVE

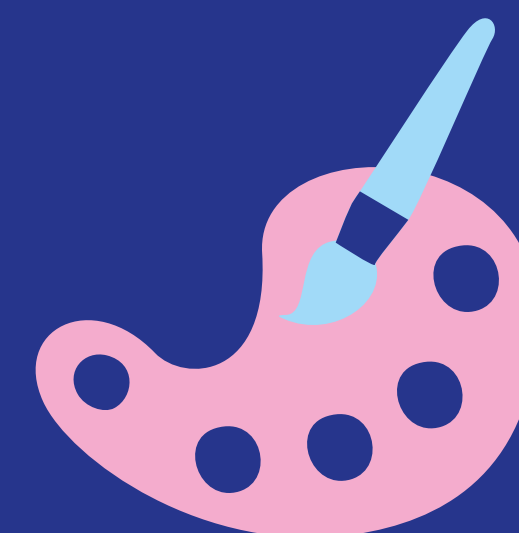
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!

Q1 HIGHLIGHTS

18% USD REVENUE GROWTH

OVERALL ARPPDAU +35%

REVENUE RECORD FOR QUIZDUOL

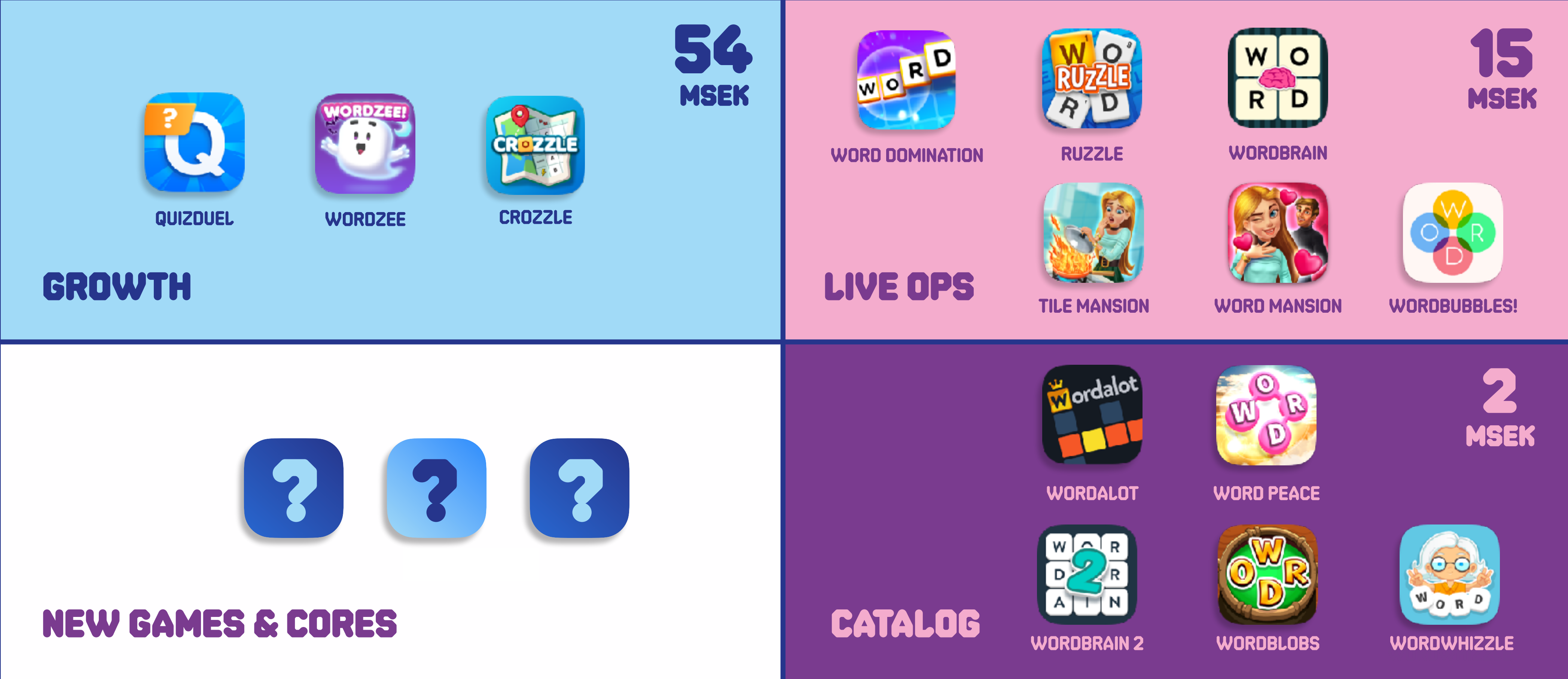


CROZZLE

USER ACQUISITION CHALLENGES - FURTHER GEO EXPANSION IN Q2



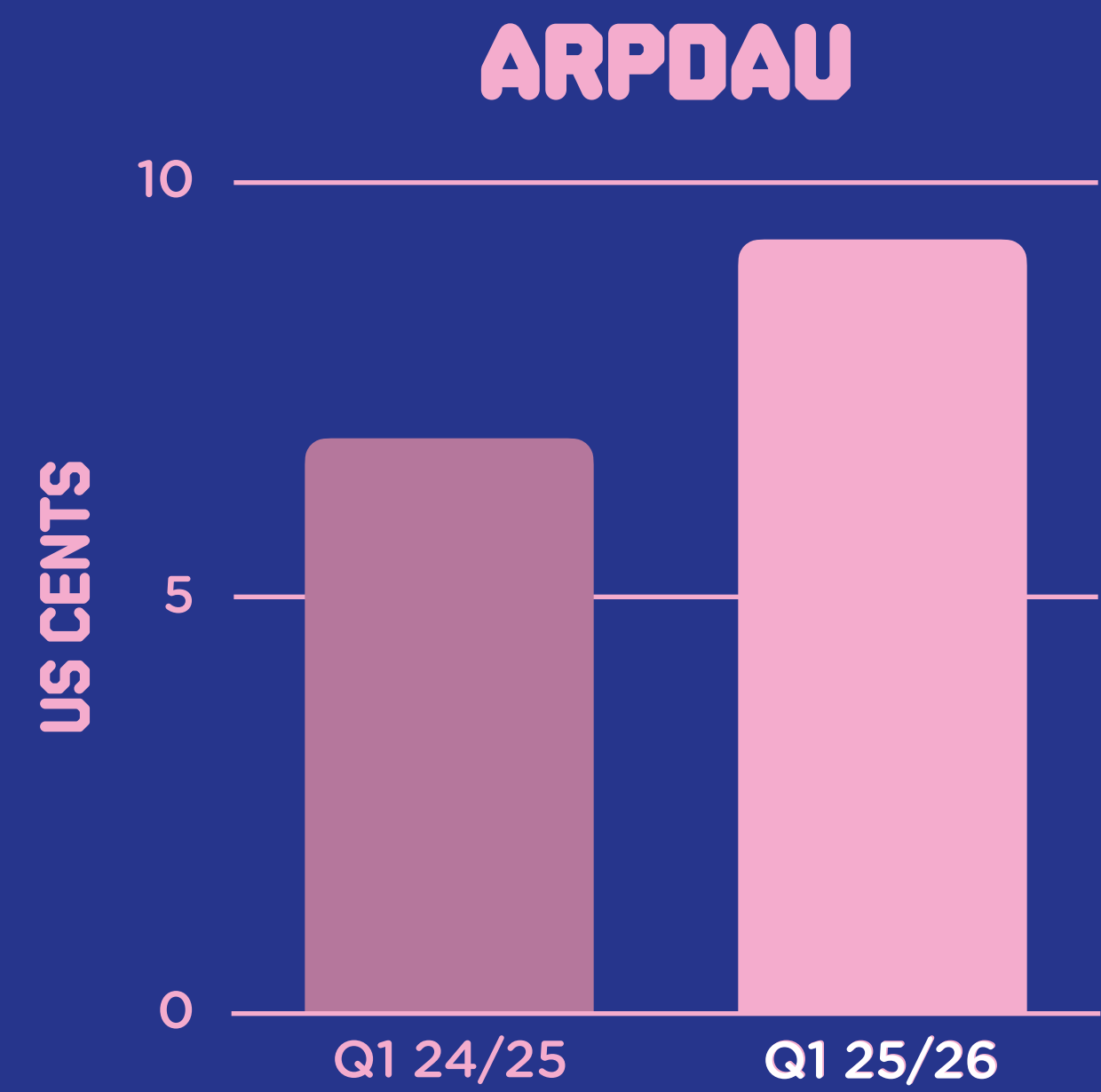
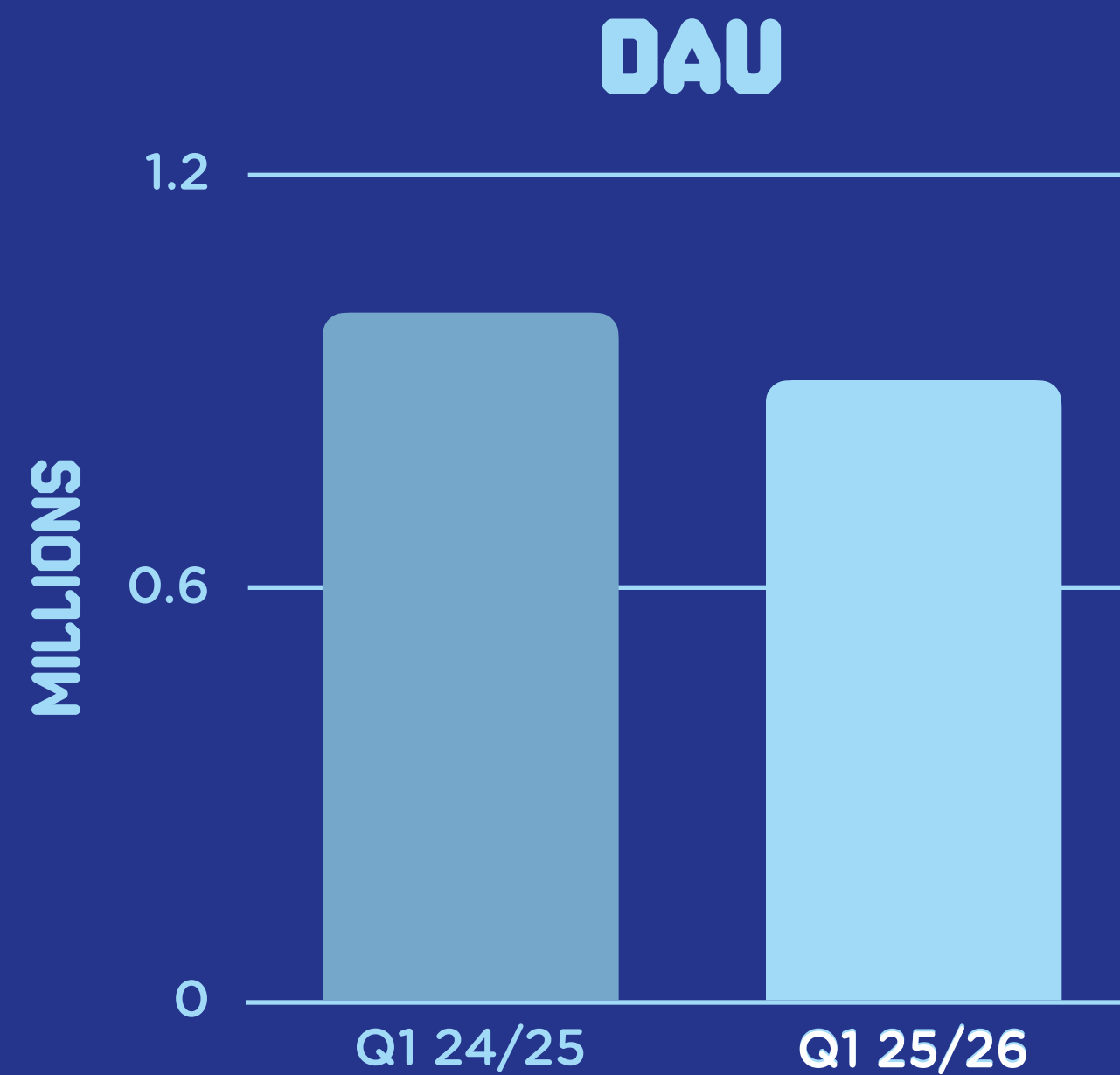
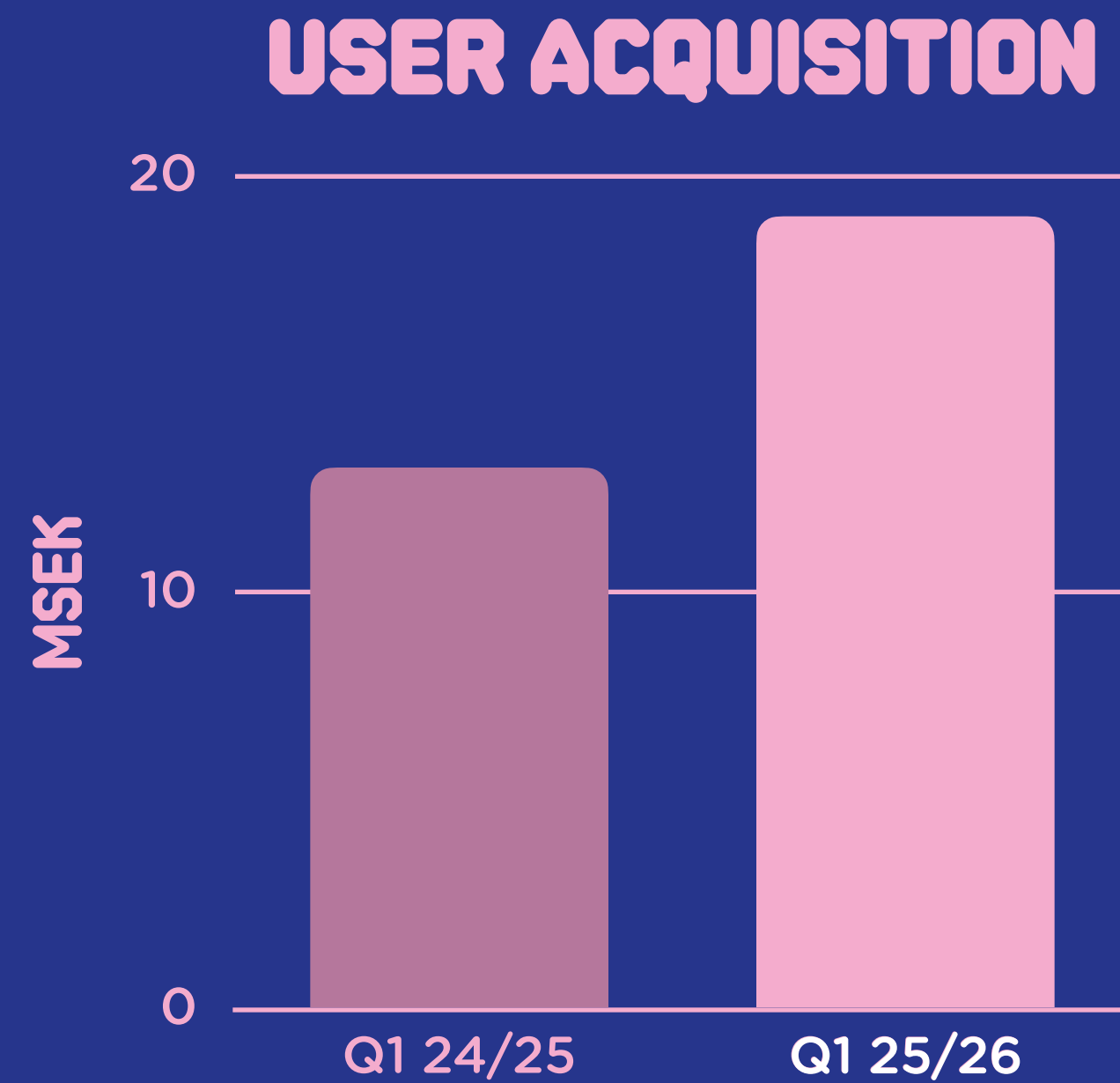
PRODUCT MIX



CURRENCY AND DIVESTMENT IMPACT YOY

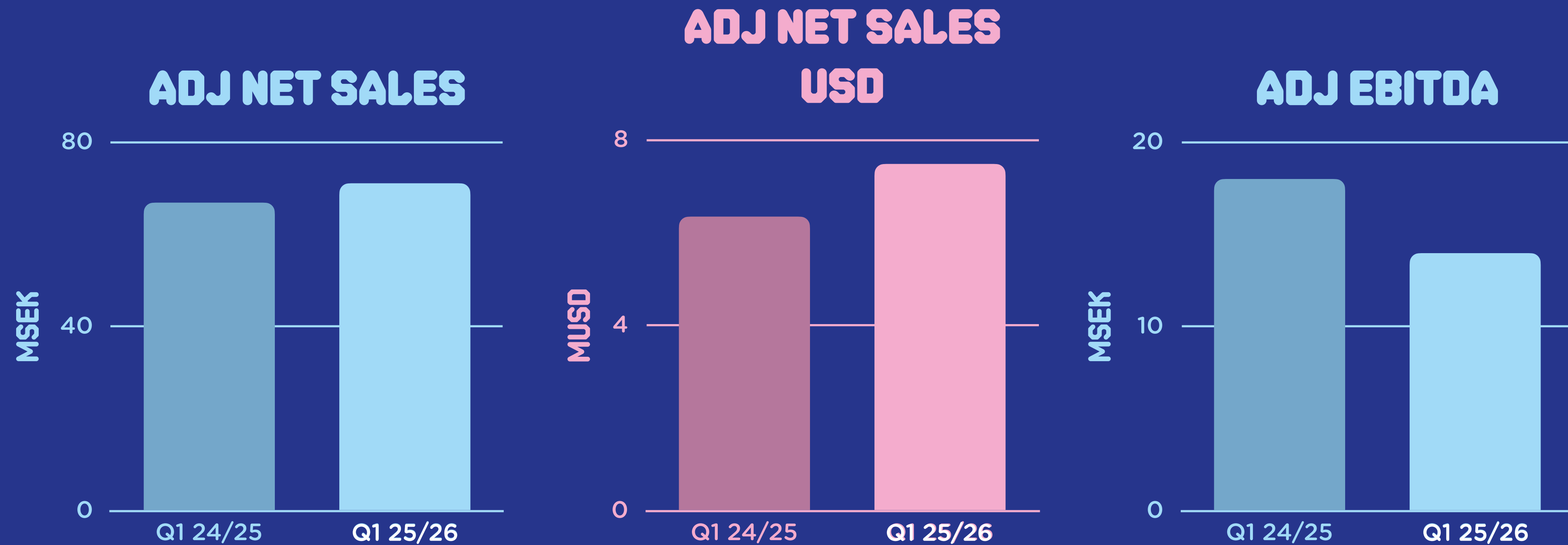
AUDIENCE KPIS

COMPARED TO Q1 2024/25



UA AT LOWER LEVELS IN Q1 THAN Q4
ARPPDAU CONTINUES AT STRONG LEVELS

NET SALES GROWTH

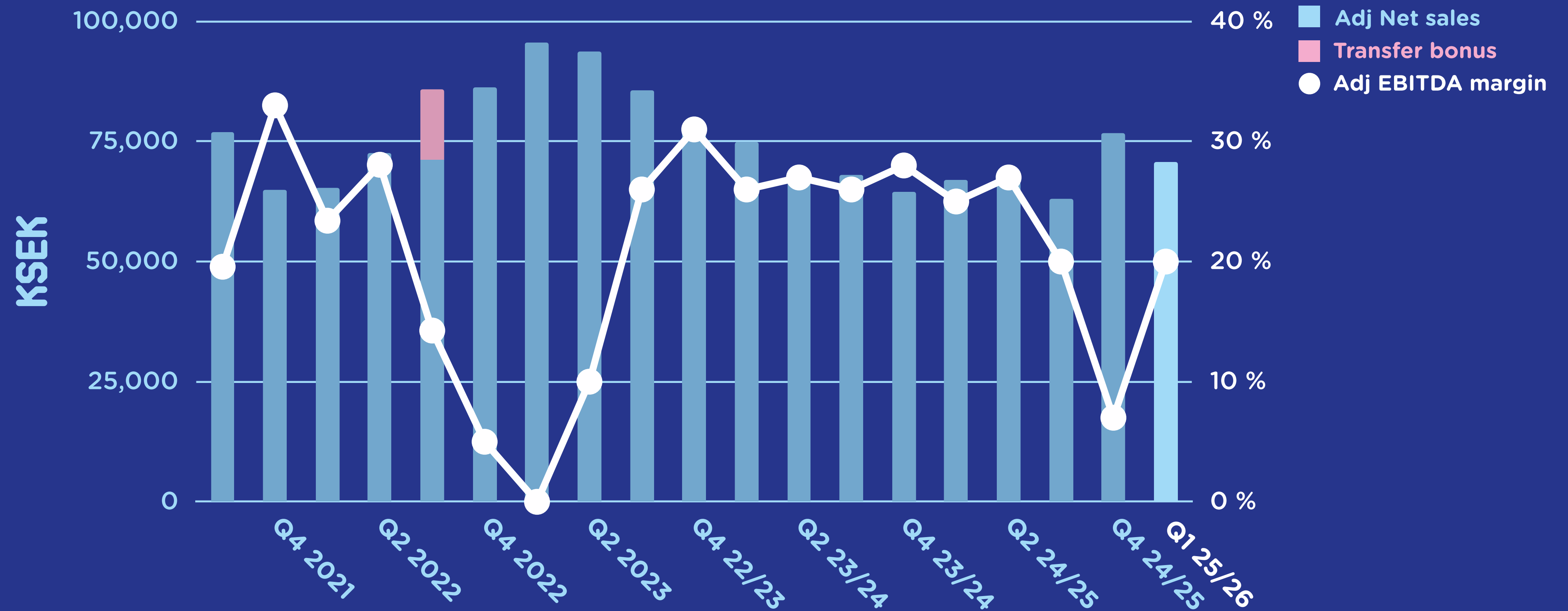


ORGANIC GROWTH IN USD 18%

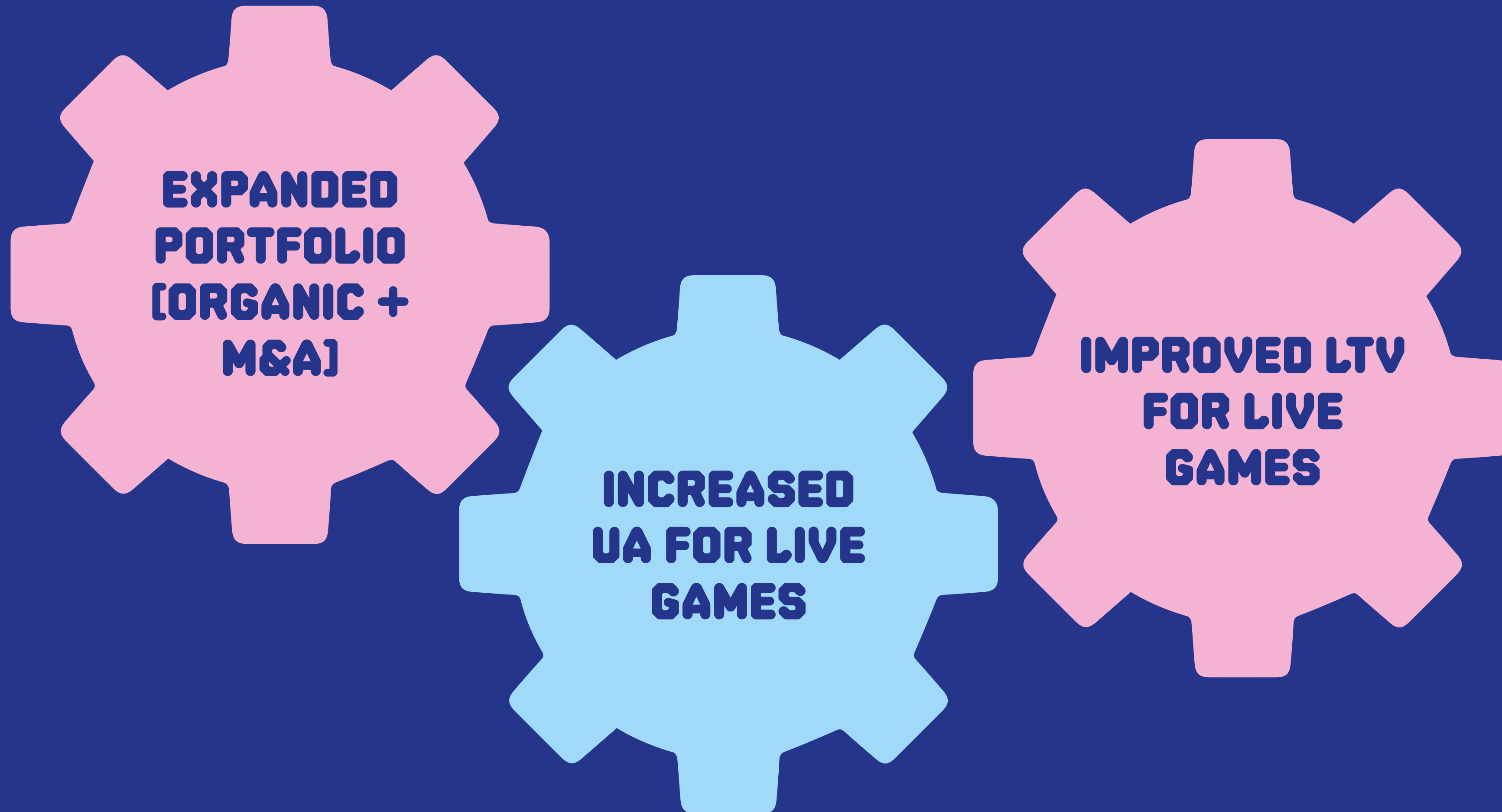
MARGINS RECOVERING WITH LOWER LEVELS OF UA - 78 MSEK CASH BALANCE

STRONGER MARGINS

MARGINS RECOVER AFTER LOWER UA SPEND



GROWTH ENGINES



LOOKING AHEAD

CROZZLE - GLOBAL ROLLOUT

QUIZDUEL & WORDZEE OPERATIONS

NEW CORES TO BOOST ARPPAU

