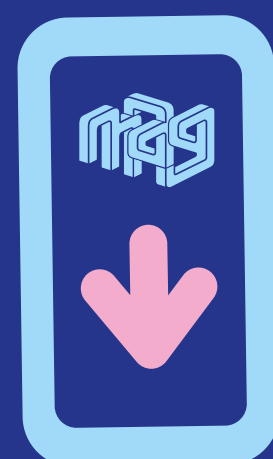


MAG INTERACTIVE

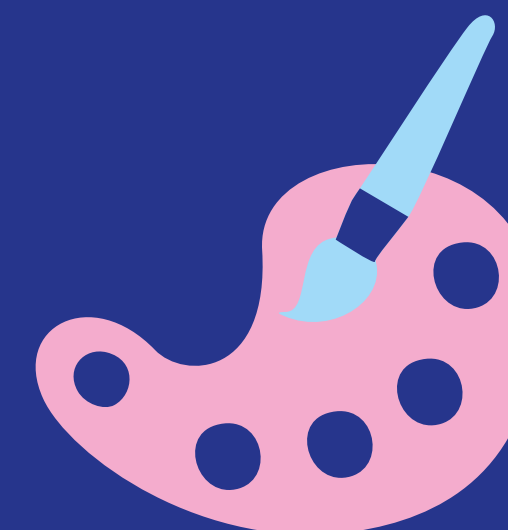
STOCKHOLM & BRIGHTON



350 M+
DOWNLOADS



+



DATA & CREATIVITY!



Q2 HIGHLIGHTS

16% USD REVENUE GROWTH

OVERALL ARPPDAU +35%

RECORD QUARTER FOR QUIZDUEL


CROZZLE

GEO EXPANSION IN Q3 - ITALIAN, SPANISH, DUTCH, DANISH, NORWEGIAN




PRODUCT MIX


48
MSEK



QUIZDUEL




WORDZEE




CROZZLE


GROWTH




WORD DOMINATION




RUZZLE




WORDBRAIN



TILE MANSION






WORD MANSION




WORDBUBBLES!

15
MSEK


LIVE OPS




NEW GAMES & CORES




WORDALOT




WORD PEACE



WORDBRAIN 2



WORDBLOBS



WORDWHIZZLE

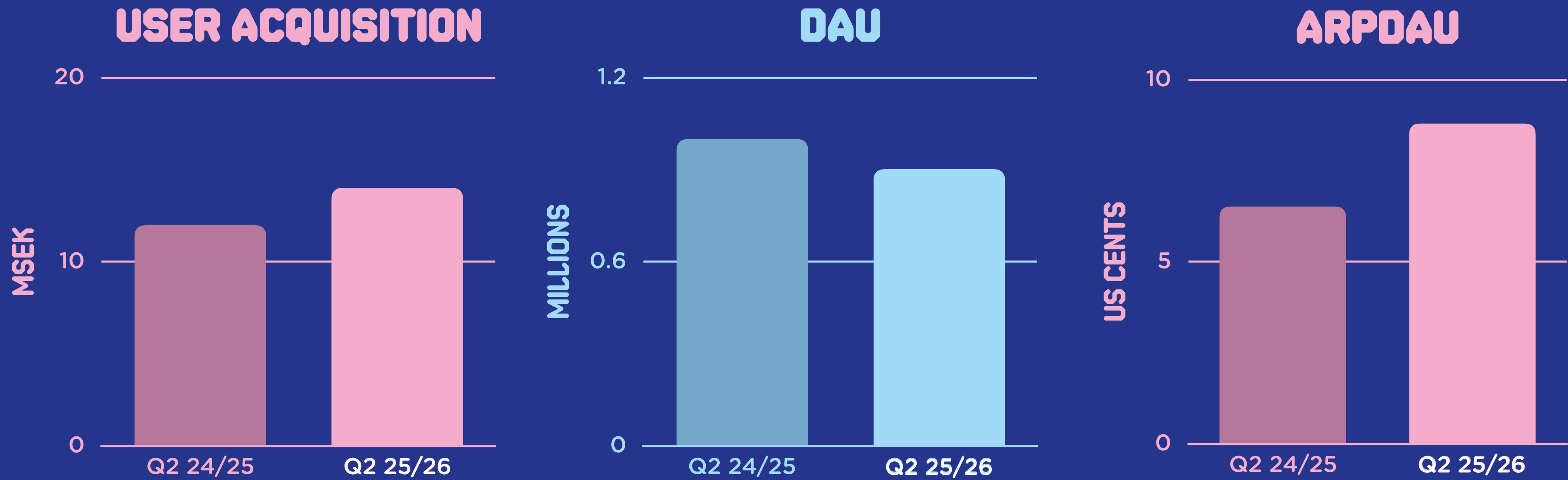
2
MSEK

CATALOG

CURRENCY AND DIVESTMENT IMPACT YOY

AUDIENCE KPIS

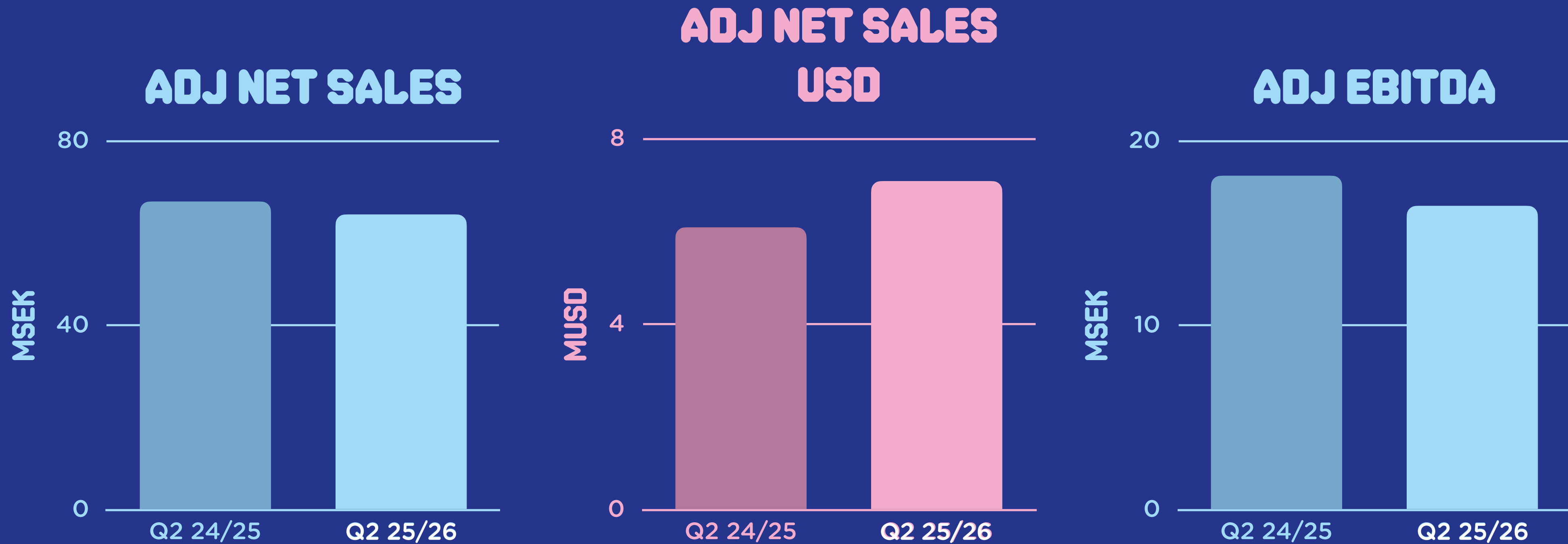
COMPARED TO Q2 2024/25



USER ACQUISITION VOLUMES LOWER SEQUENTIALLY
ARPPDAU CONTINUES AT STRONG LEVELS

FINANCIAL KPIS

USD SALES GROWTH

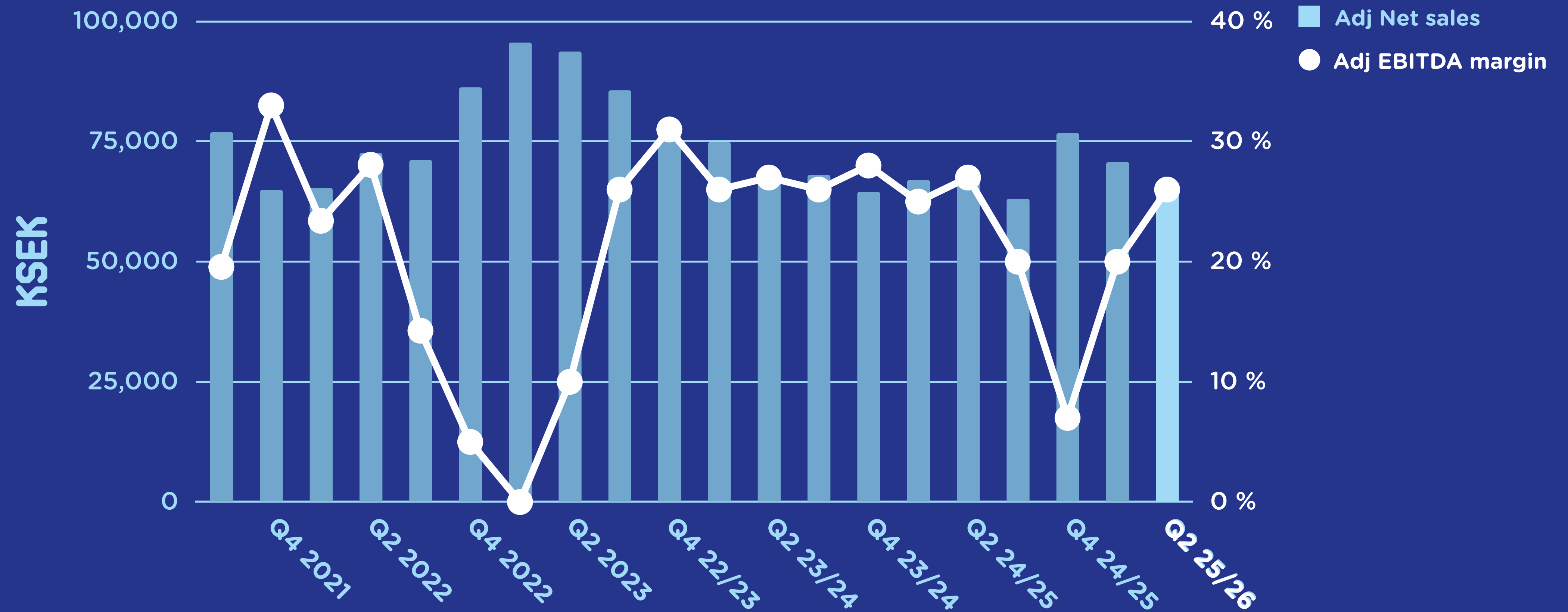


ORGANIC GROWTH IN USD 16%

MARGINS RECOVERING - 84 MSEK CASH BALANCE

STRONGER MARGINS

MARGINS RECOVER AFTER LOWER UA SPEND



GROWTH ENGINES



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

**INCREASED
UA FOR LIVE
GAMES**

**IMPROVED LTV
FOR LIVE
GAMES**

LOOKING AHEAD

CONTINUED EXPANSION OF CROZZLE

QUIZDUEL & WORDZEE OPERATIONS

NEW CORES TO BOOST ARPODAU

