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Today's presenters



Maria Redin
President & CEO



Arnd Benninghoff
EVP Gaming

MTG signs transformative deal to acquire Plarium

12th of November 2024



Plarium is home to RAID, one of the strongest IPs in mobile, and further 3 more top grossing games



USD 613m

Revenue¹
LTM Q3 2024

USD 137m

Adj. EBITDA¹
LTM Q3 2024

79%

Cash conversion^{1,2}
LTM Q3 2024



USD 2.3bn

RAID lifetime revenue³

1.9m

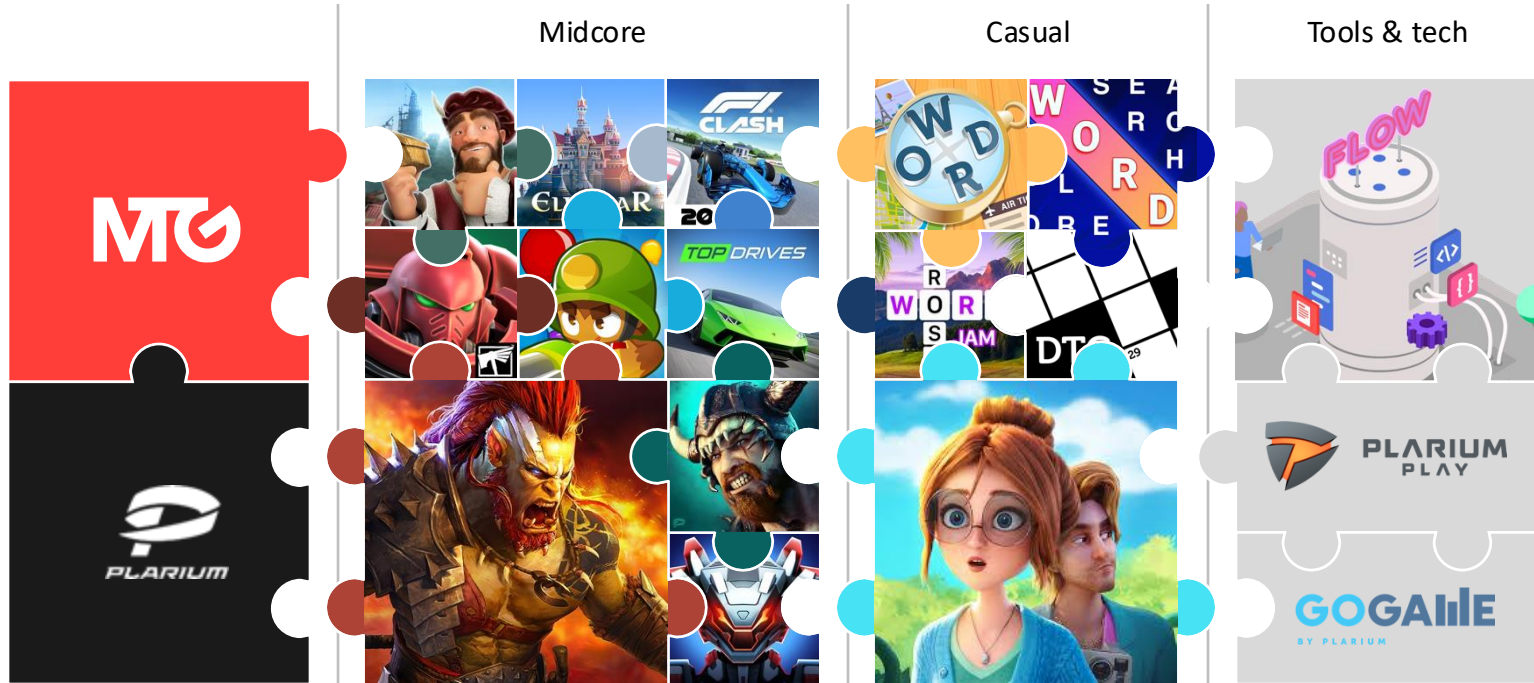
Daily active users
Avg. LTM Q3 2024

USD 0.9

ARPPAU
Avg. LTM Q3 2024

Notes: 1) Plarium indicative stand-alone unaudited IFRS figures LTM Q3 2024, adjusted to MTG principles; 2) FCF adjusted to reflect future tax rate under MTG ownership; 3) Up until September 2024
Source: Company data
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A perfect fit: Scaled portfolio of evergreen IPs and best-in-class tools that elevate the combined businesses



Key transaction highlights



Upfront consideration

Purchase price consideration of USD 620 million, of which USD 20 million deferred to 2026

Valuation

Consideration to be offset by the cash flow that will be generated from the start of Q4 2024 and until closing, resulting in an estimated final EV/adjusted EBITDA multiple below 4.5x

Performance-based earn-out¹

Performance-based earn-out structure of USD 30 million based on RAID: Shadow Legends revenues for 2025, which MTG will book on the balance sheet. Second potential stretch earn-out target of up to USD 170 million based on Plarium 2028 revenues which will not be booked on the balance sheet

Financing

Financed through combination of MTG's current cash on hand and USD 460 million debt, representing indicative initial net debt of 1.9x EBITDA and financial debt of 1.1x EBITDA², with a 3-year tenor, with an option to extend for 1 year

Conditions to Closing

Closing is expected in Q1 2025
Subject to receipt of all required regulatory and competition clearances

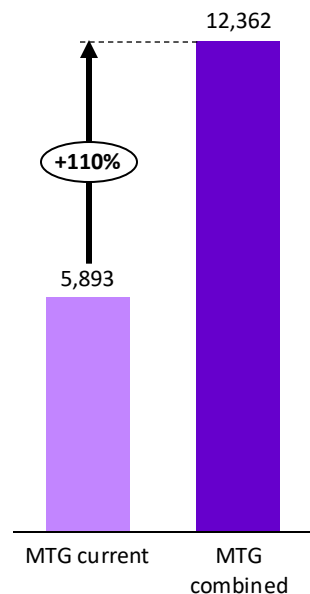
Notes: 1) EO 1, USD 30 million, payable in 2026, dependent on RAID performance in 2025. The starting point for EO2 is a 2028 revenue of USD 777 million up to the maximum payout in case the 2028 revenue exceeds USD 1,185 million; 2) Based on LTM EBITDA Q3 2024

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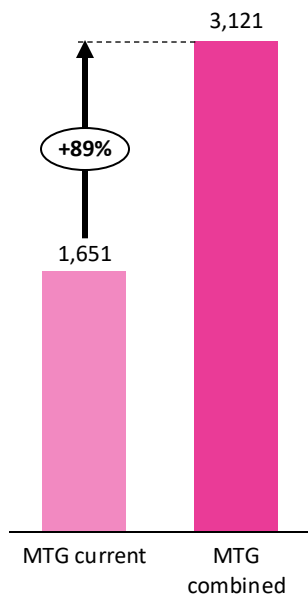
Deal to generate immediate value accretion to shareholders through a doubling of all key financial metrics



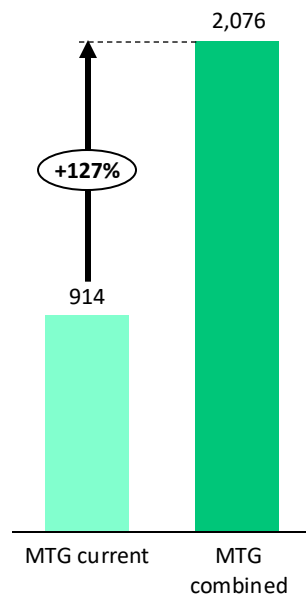
Combined revenue
LTM Q3 2024, SEKm¹



Combined adj. EBITDA
LTM Q3 2024, SEKm¹



Combined free cash flow
LTM Q3 2024 (indicative), SEKm²



Highly EPS accretive

+2.8%

YoY combined reported revenue growth (FX neutral)

25%

Combined Adj. EBITDA Margin

37%

RAID share of combined group revenue LTM Q3 2024

~67%

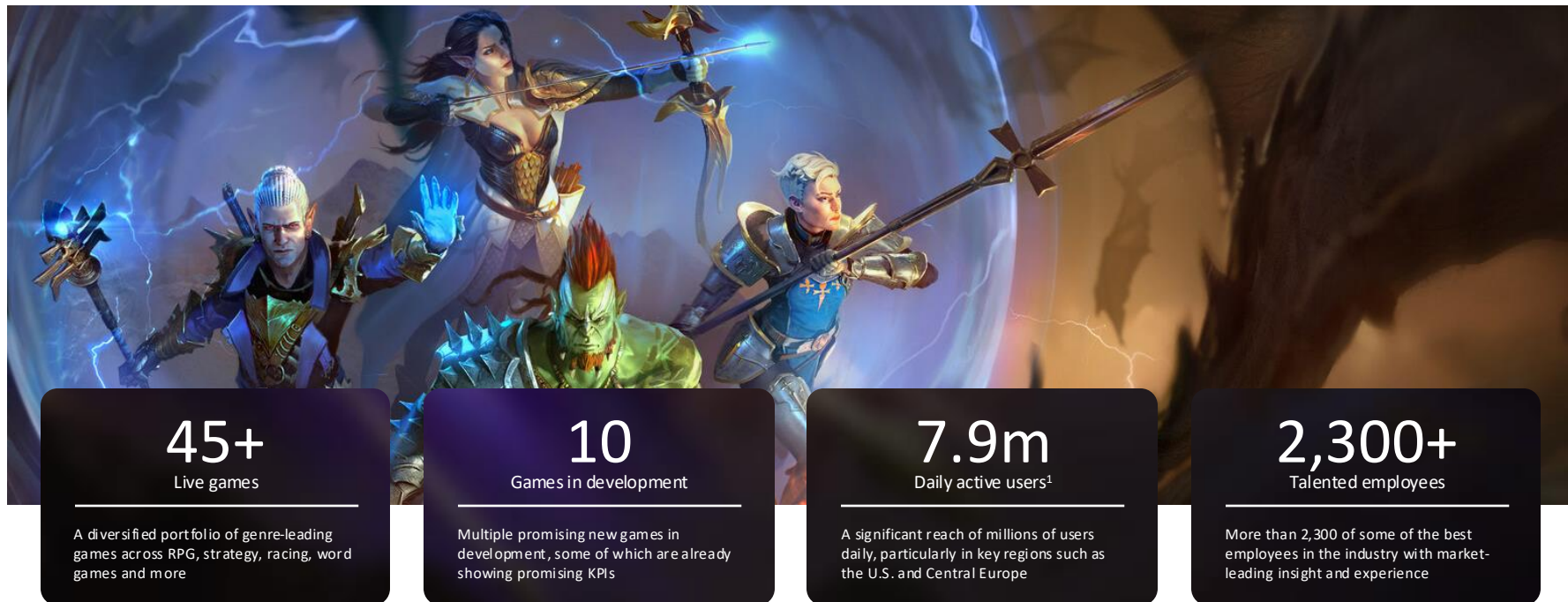
Combined group cash conversion^{2,3}

61%

of total revenue coming from top 5 titles in combined group

Notes: 1) Plarium indicative stand-alone unaudited IFRS figures LTM Q3 2024, adjusted to MTG principles, Fx: 10.55 SEK/USD; 2) Excluding interest income and working capital. Tax is based on taxes paid in MTG and a tax rate in Plarium as if MTG would have been the owner in the period; 3) As % of adj. EBITDA
Sources: Company data; MTG

Combined we operationally become a leading gaming group with great synergy opportunities



Notes: 1) Average DAU LTM Q3 2024
Sources: Company data; MTG

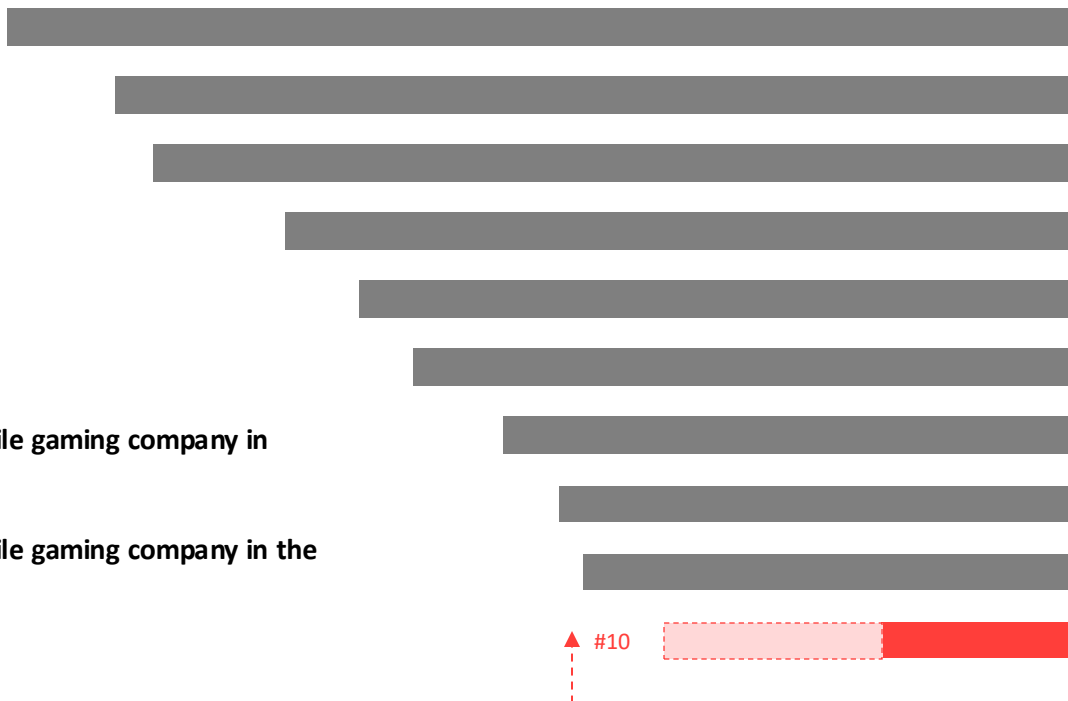
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We are now a top-10 mobile games developer in the West



Gross revenue, iOS and Android, CY23, USDm



#1 listed mobile gaming company in Europe

#2 listed mobile gaming company in the West

Plarium

#	Company	Headquarter
1	King ¹	Sweden
2	playrix	Ireland
3	Playtika	Israel
4	zynga	United States
5	SCOPELY	United States
6	SUPERCELL	Finland
7	MOONACTIVE	Israel
8	APPROVIN ²	United States
9	dream*	Turkey
10	MTG ³	Sweden

Notes: Gross Sensor Tower IAP Revenue used for companies where public filings were unavailable; 1) Annualized H1 CY2023 Revenue; 2) Applovin App Portfolio only; 3) Including Plarium
Sources: Sensor Tower; Company information



Plarium overview

Plarium is the home to the #1 RPG game: RAID: Shadow Legends



- HQ in Tel Aviv, Israel
- Founded in 2009
- Experts in RPG games
- ~1,290 employees¹

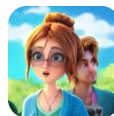
Strong portfolio of long-lived IPs

RAID:
Shadow
Legends

USD 2.3bn¹
Lifetime revenue



Mech Arena



Merge Gardens



Vikings:
War of Clans

Differentiated tools and tech



Best-in-class
development
approach and
green-lighting
process

Experienced management team

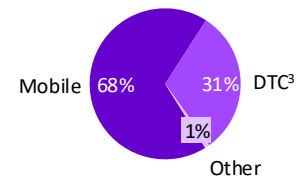


Schraga Mor (CEO) and Plarium management team comprising of 12 highly talented people

Financial overview, LTM Q3 2024

USD 613m²
Revenue

USD 137m²
Adj. EBITDA⁴



Notes: 1) As of September 2024; 2) Plarium indicative stand-alone unaudited IFRS figures LTM Q3 2024, adjusted to MTG principles; 3) Plarium Play/PC Source: Company data

Plarium has a proven track record of successfully scaling popular games




Gross revenue and game launches¹



Notes: 1) Up until September 2024
Source: Company data

Strong portfolio of live titles and a pipeline of exciting new games

Vikings: War of Clans

Viking-themed strategy game focused on kingdom-building and management


61m+
Lifetime installs¹

113k USD 1.5
Daily active users² ARPDAU²

Geographic revenue split³

US	Europe	Other
30%	59%	11%

Midcore



Mech Arena

Team-based action shooter with real-time PVP battles


80m+
Lifetime installs¹

331k USD 0.4
Daily active users² ARPDAU²

Geographic revenue split³

US	Europe	Other
52%	20%	28%

Midcore



Merge Gardens

Casual puzzle game focused on garden restoration and beautification


16m+
Lifetime installs¹

272k USD 0.6
Daily active users² ARPDAU²

Geographic revenue split³

US	Europe	Other
63%	23%	14%

Casual



Elf Islands

New casual simulation farming game currently in soft launch with promising KPIs


2 new games in development to be launched in coming years

Midcore and casual

Notes: 1) Up until October 2024; 2) LTM Q3 2024 average; 3) LTM Q3 2024
Sources: Company data; Sensor Tower

RAID: Shadow Legends is a category leader and one of the world's strongest evergreen IPs in mobile gaming





RAID: Shadow Legends

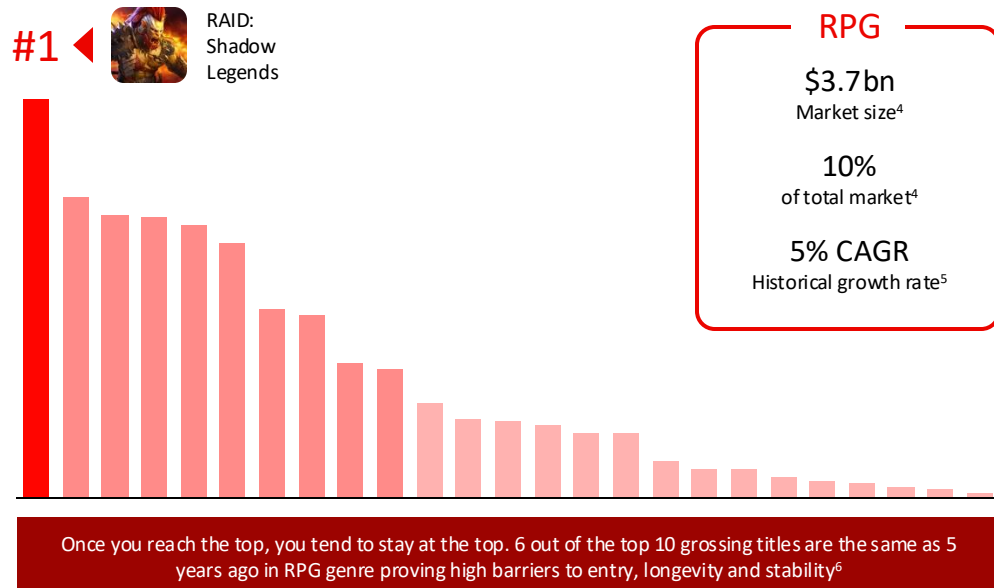
Top-ranked, squad RPG where players can collect and upgrade powerful champions

<p>Midcore Game type</p> <p>USD 429m LTM Q3 2024 Revenue</p> <p>807k Daily active users²</p>	<p>2019 Release date</p> <p>109m+ Lifetime installs¹</p> <p>USD 1.5 ARPPAU²</p>
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Geographic revenue split³

US 51%	Europe 32%	Other 17%
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Top games in RPG genre by IAP revenue in EU and NA, LTM Q3 2024



Notes: 1) Up until October 2024; 2) LTM Q3 2024 average; 3) LTM Q3 2024; 4) IAP revenues in Europe and North America, LTM Q3 2024; 5) CAGR between LTM Q3 2019 and LTM Q3 2024; 6) Comparing 2019 and 2024 IAP revenues for Europe and North America
Sources: Sensor Tower; Company data
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RAID: Shadow Legends drives sustainable growth and long-term success thanks to strong and resilient cohorts



The power of evergreen IPs in mobile gaming



Longevity & stable revenues

Evergreen IPs have an established, player base that consistently generates long-term revenue



Cross-platform opportunities

Popular IPs can seamlessly expand beyond mobile gaming



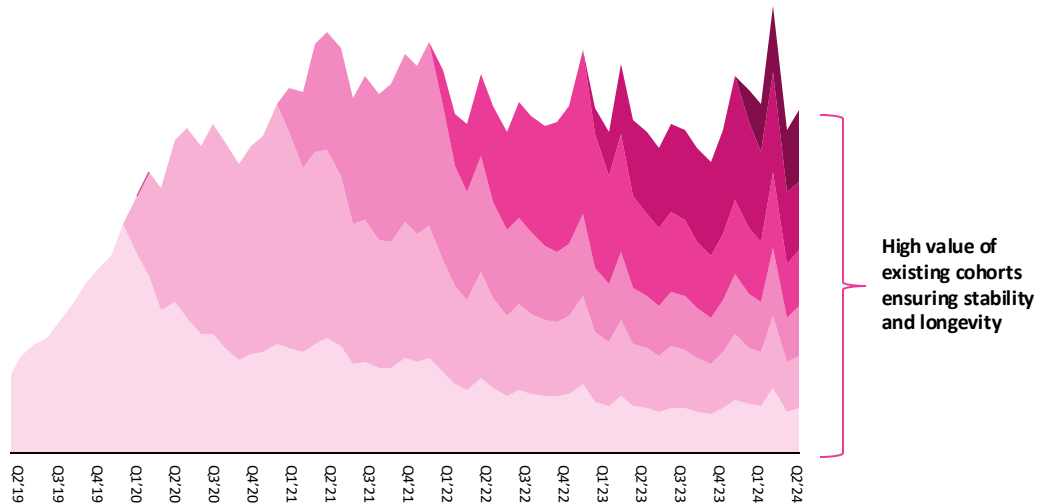
Launch pad for new games

Evergreen IPs provide a solid foundation for launching new games within the IP

Cohorted revenues, RAID: Shadow Legends

Players who first installed the game in:

2019 2020 2021 2022 2023 2024



Source: Company data

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RAID: Shadow Legends is much more than just a game – a world-class renowned IP that can travel across multiple channels



RAID
SHADOW LEGENDS

Over USD 1bn UA has been invested in RAID

Over 70% of mobile players are aware of RAID

RAID has been downloaded close to 110⁴ million times

Positive brand sentiment with a loyal player base

Available on:

- App Store
- PLARIUM
- Google Play
- STEAM
- Windows Store
- EPIC STORE

The game is available on multiple platforms across mobile and PC devices.

RAID
CALL OF THE ARBITER

MAY 18 ON YouTube

YouTube Short Series "RAID: Call of the Arbiter" released in 2023 with more than 25 million combined views.

reddit

r/RaidShadowLegends

324K Members

Top 1% Of all sub-reddits

A subreddit for the hero collector RPG mobile game, RAID: Shadow Legends! and the show RAID: Call of the Arbiter.



Notes: 1) Up until October 2024
Sources: Company material; YouTube

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Plarium's success is driven by strong capabilities and leveraging state of the art tools and tech, enabled by an amazing team



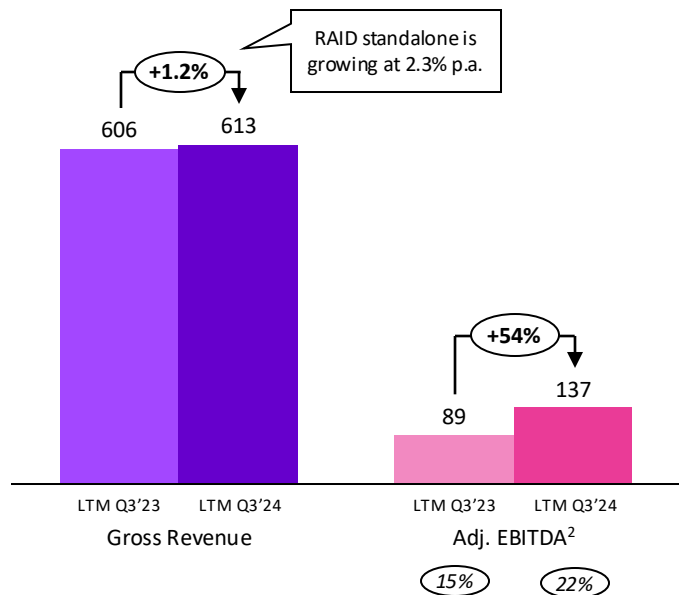
Notes: 1) As of September 2024
Source: Company data

Plarium with organic growth and significantly increased adj. EBITDA in 2024 despite challenging market

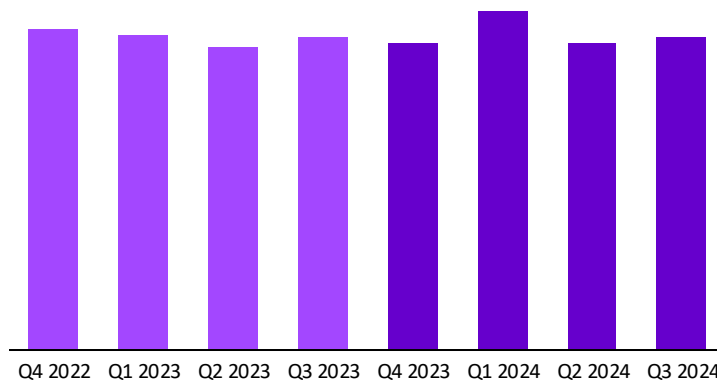


Financial overview¹, USDm

(x%) Adj. EBITDA margin



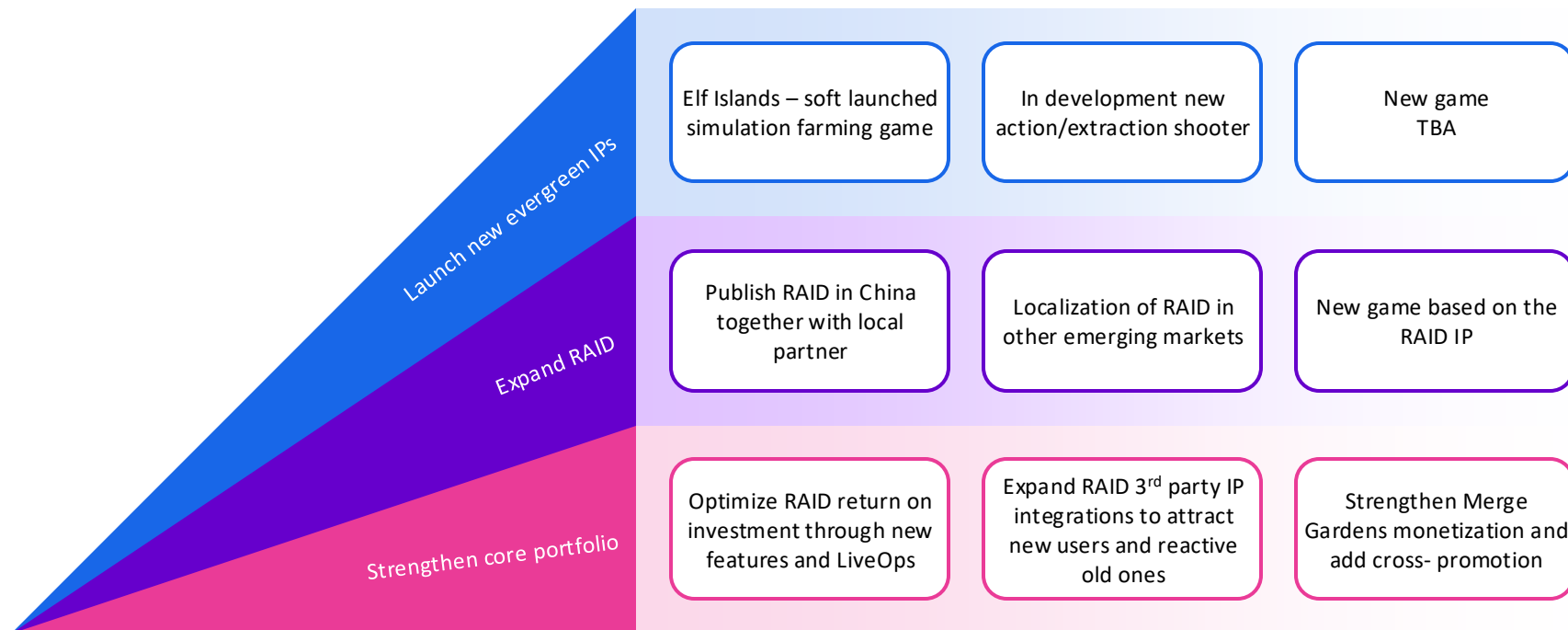
Quarterly gross revenue¹, USDm



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Notes: 1) Plarium indicative stand-alone unaudited IFRS figures LTM Q3 2024, adjusted to MTG principles
Source: Company data

3 layers of growth drivers: From expansion of Raid to new games



Source: Company data

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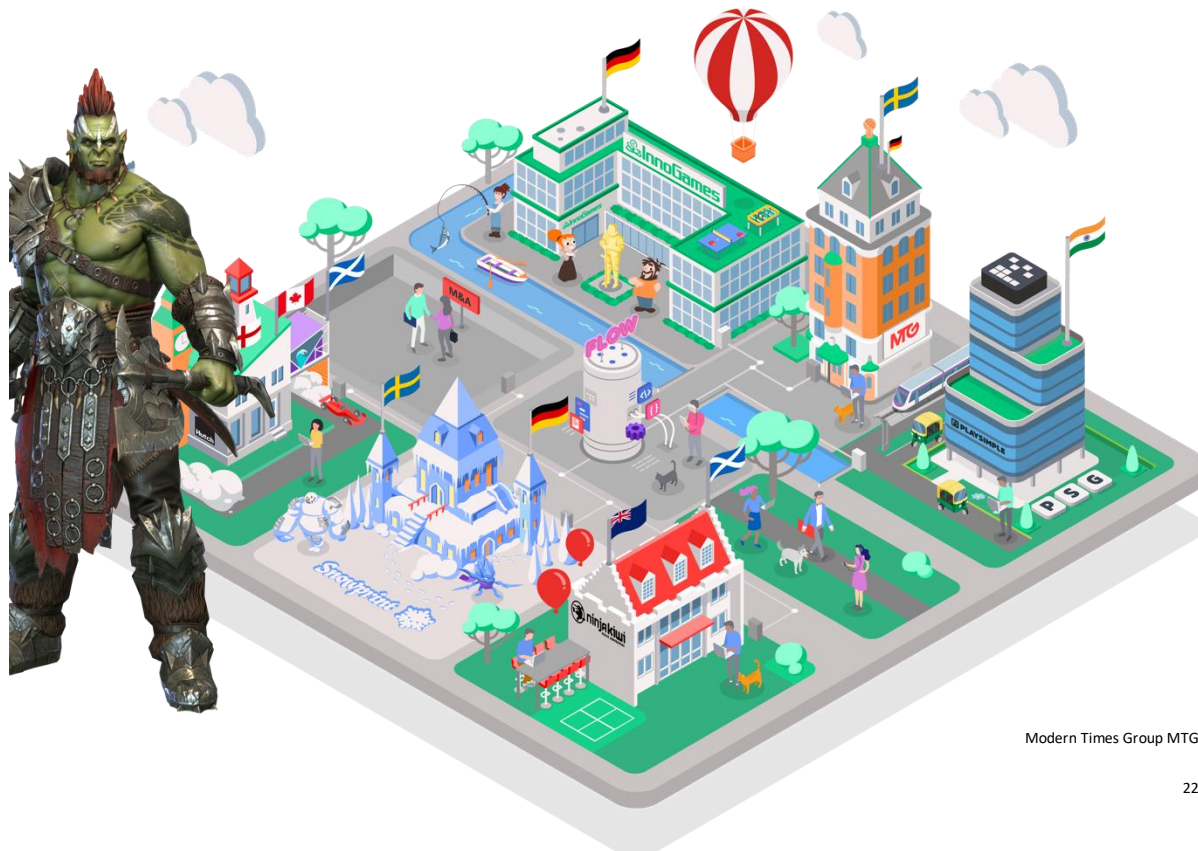


Strategic fit and rationale

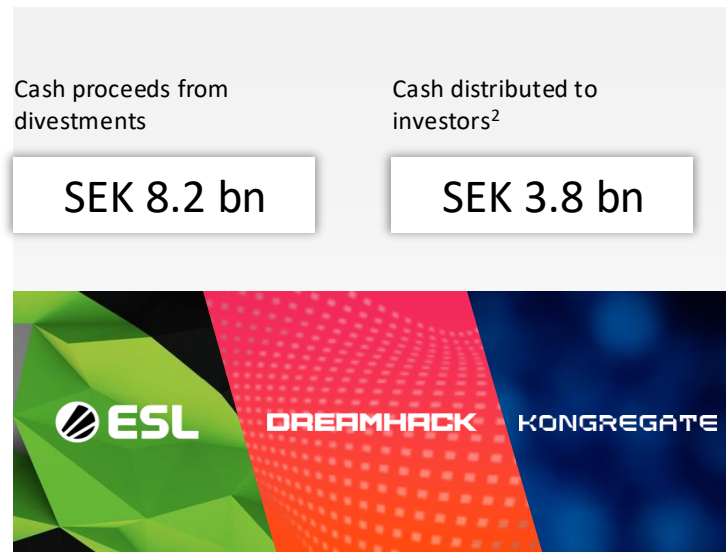
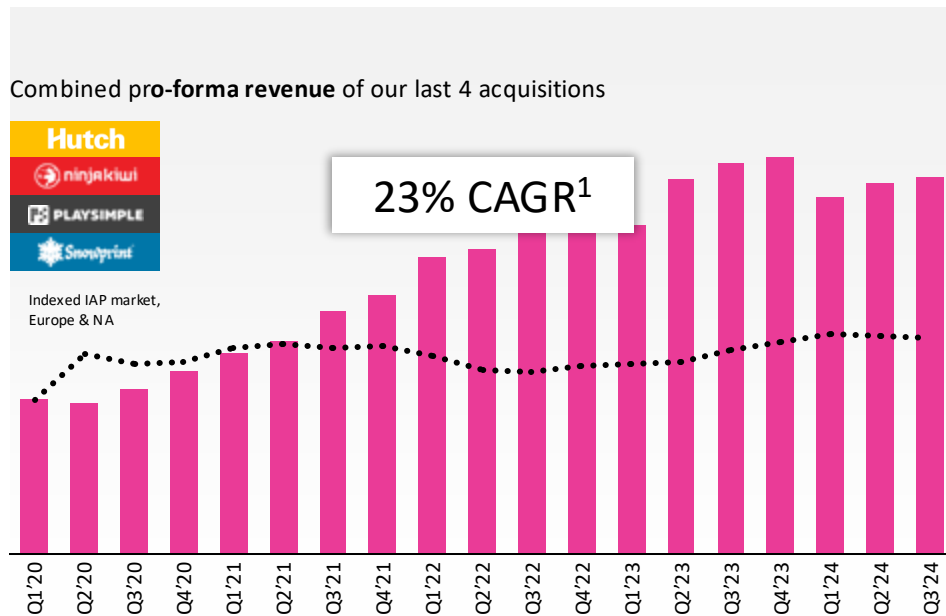
Clearly defined criteria for joining the MTG village



- Relevant scale
- Category leadership
- Evergreen IPs
- Cross-platform exposure
- Synergistic tools & tech
- Depth of talent

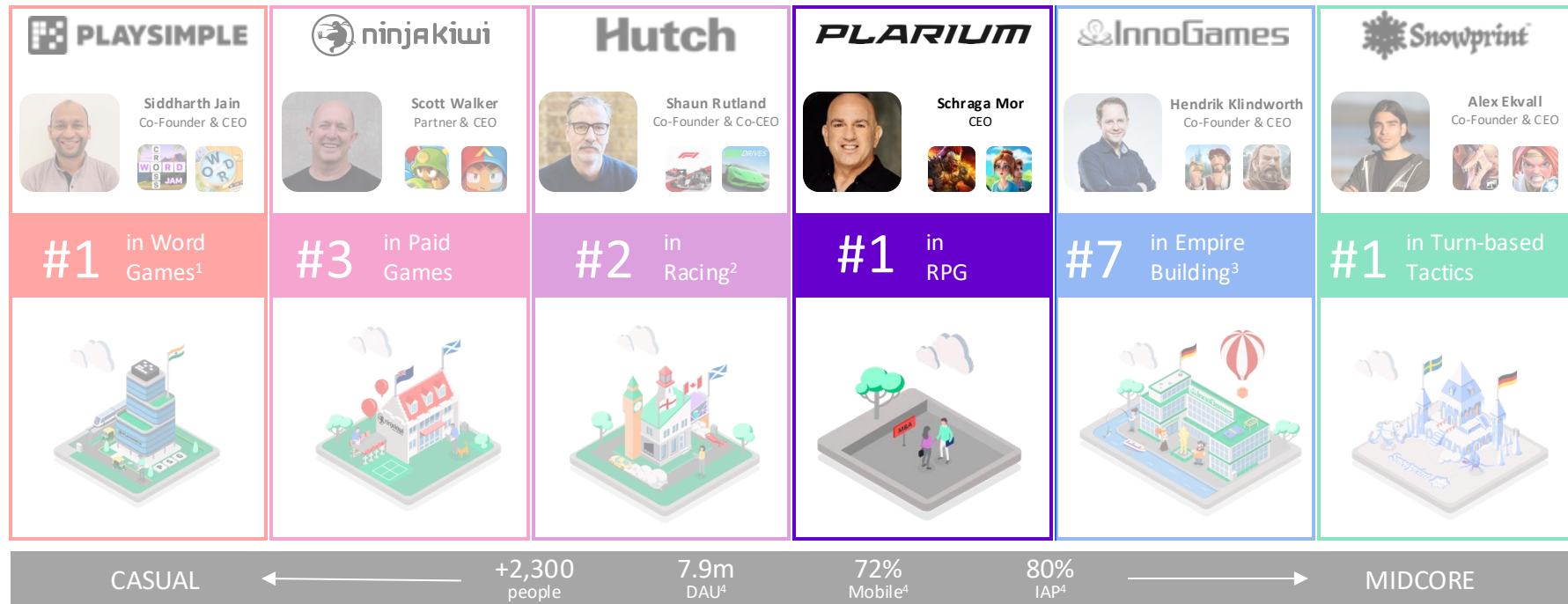


Highly selective and disciplined in M&A and Portfolio Management



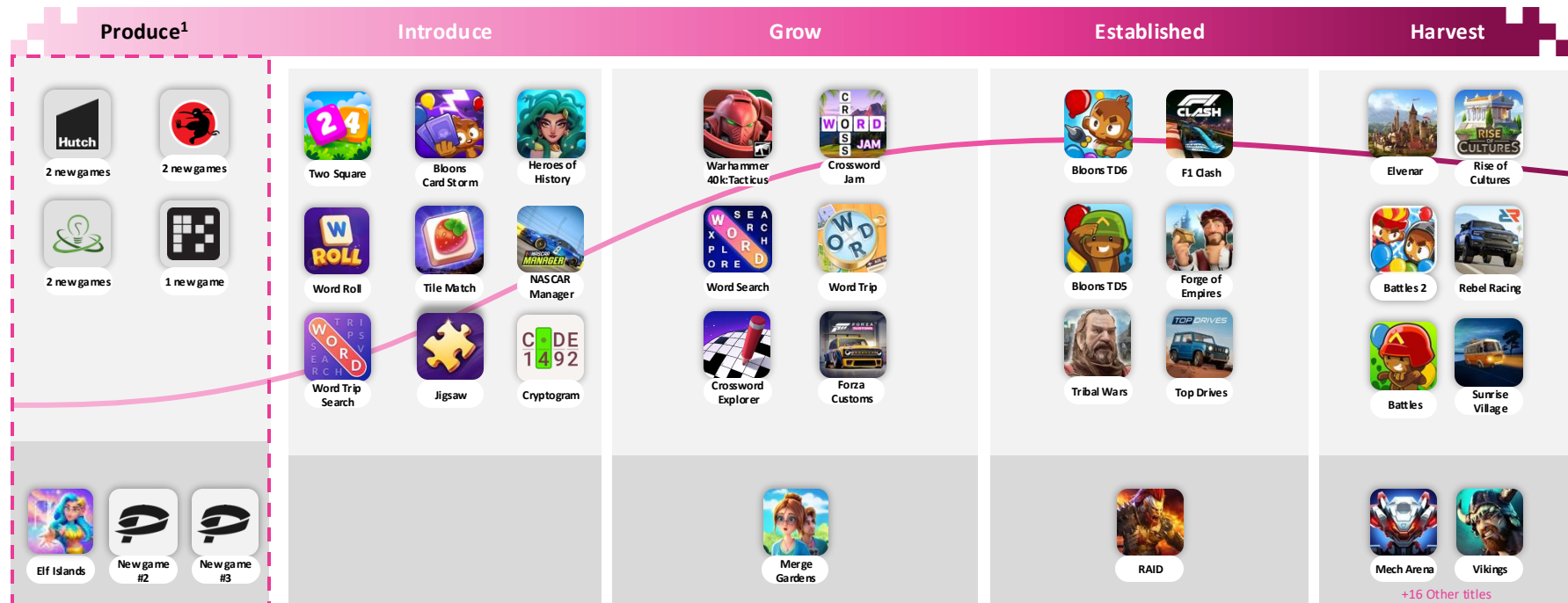
Notes: 1) Q3 2020 to Q3 2024; 2) Includes direct distribution and share buybacks
Source: Sensor Tower

Plarium fits well within MTG's village which consists of strong, leading, evergreen IPs across different genres and platforms



Notes: Rankings for Q3 2024, Europe & North America, by IAP, mobile revenue; 1) by Downloads; 2) Defined as Racing + Sports Manager; 3) Defined as Empire Simulation + Tycoon/Crafting; 4) LTM Q3 2024
Sources: Sensor Tower; Company data

Plarium strengthens our diversified portfolio and adds exciting new games to drive future organic growth



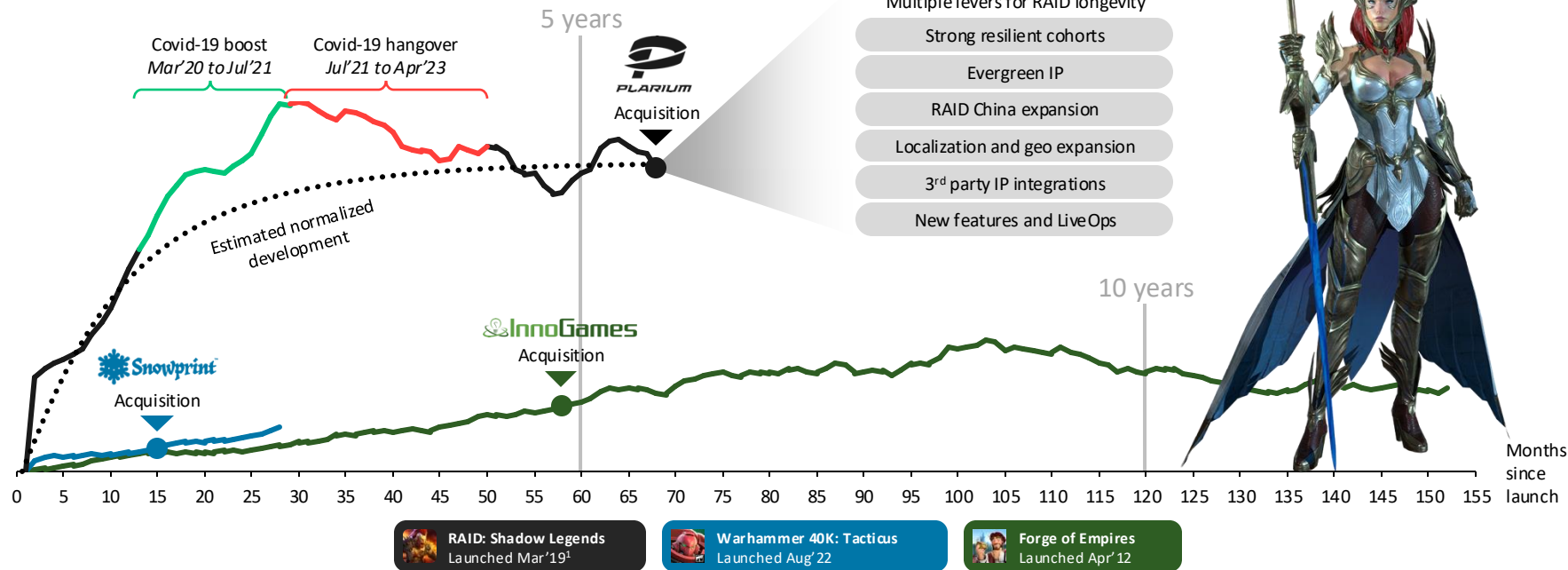
Notes: 1) Confirmed new games
Source: Company data

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Experienced in managing strong IPs, we're confident that we can extend the longevity of RAID for a long time ahead



Gross revenue per month since launch

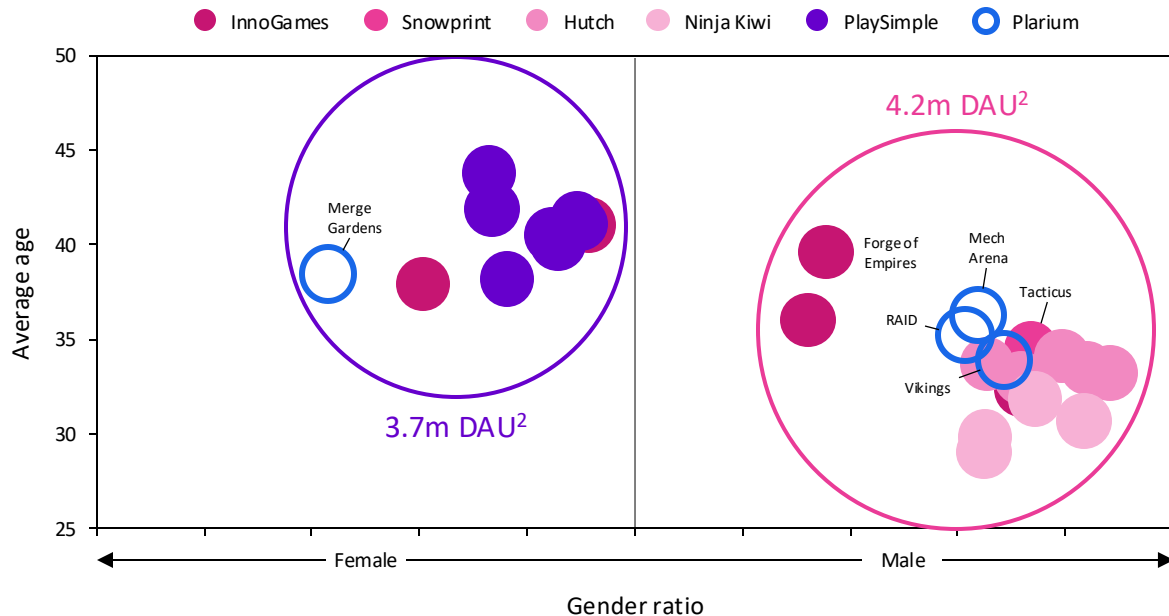


Notes: 1) Soft launch March 2019, full global launch April 2019
Sources: Company data; MTG analysis

High audience affinity and relevant scale as synergy enabler



Demographics per game, avg. YTD^{1,2}





Combined daily active users²

7.9m

Combined monthly active users³

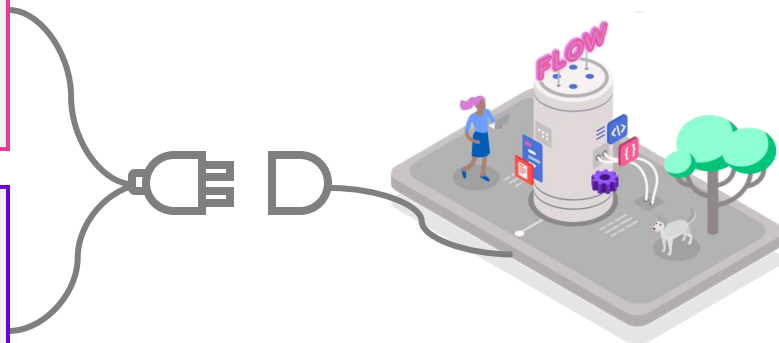
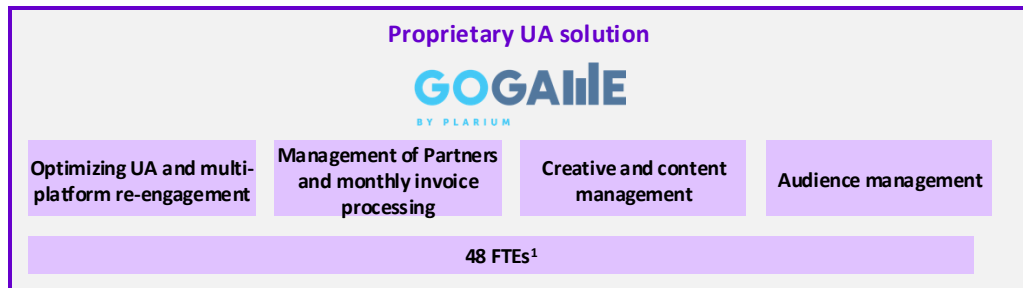
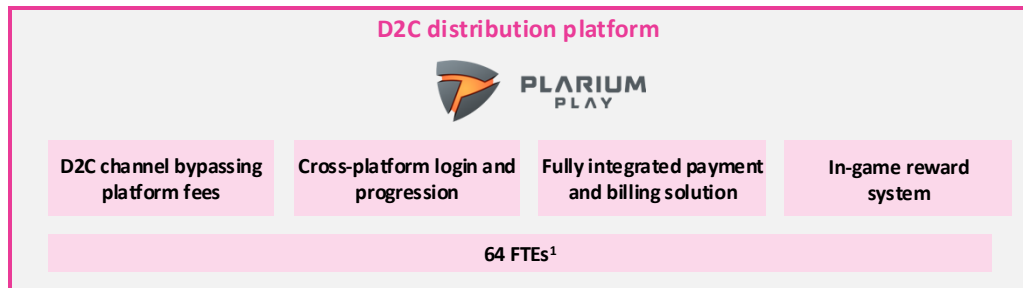
34.9m

DAU split by geography^{2,4}

	 PLARIUM	 MTG	Combined
North America	30%	52%	46%
Europe	37%	29%	31%
Other	33%	19%	23%

Notes: 1) January 2024 to September 2024; 2) Average DAU LTM Q3 2024; 3) MTG average MAU based on LTM Q3 2024, Plarium average MAU based on September 2023 to August 2024; 4) Plarium split based average MAU geographical split from October 2023 to May 2024
Sources: Sensor Tower (2024); Company data

Plarium Play and GoGame will accelerate our own Flow Platform



Notes: 1) As of September 2024
Source: Company data

Multiple avenues of meaningful synergies



Through Plarium we strengthen our ability to execute our strategy



An exceptionally strong portfolio of scaled games and exciting new games pipeline



Industry-leading tools and services that can be plugged into our existing Flow Platform and accelerate synergies



Strong and stable cash flow generation will provide us with optionality for further value accretive M&A



Value accretive M&A

Accelerate growth and expand capabilities through selective M&A



Flow Platform/synergies

Utilize central tools and systems to drive efficiency gains and synergies across portfolio of studios and games



Organic growth

Leverage platform capabilities and operational excellence to drive organic growth of new and existing games



Combined profile & transaction structure

Together we become a meaningful player of scale: 12+ SEKbn in revenue with a strong cash flow generation profile



Revenue, SEKm ¹	6,469	5,893	12,362
Constant FX growth, % ²	1.2%	4.5%	2.8%
Adj. EBITDA, SEKm ¹	1,471	1,651	3,121
Adj. EBITDA margin, %	22.7%	28.0%	25.3%
EBIT, SEKm ³	1,188	985	2,173
EBIT margin, %	18.4%	16.7%	17.6%
Free cash flow, SEKm ⁴	1,162	914	2,076
Cash conversion, % ⁵	79%	55%	67%
FTE ⁶	1,290	1,080	2,370

Notes: 1) Indicative unaudited stand-alone and combined IFRS figures. Plarium adjusted to reflect MTG accounting principles; 2) Reported revenue growth at constant fx; 3) Excludes amortization of acquisition-related assets on surplus values arising from the transaction of Plarium; 4) Excluding interest income and working capital. Tax is based on taxes paid in MTG in the period and a tax rate in Plarium as if MTG would have been the owner in the period; 5) Based on free cash flow in relation to adj. EBITDA; 6) As of September 2024
Fx: 10.55 SEK/USD
Sources: Company data; MTG

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We are happy with the agreed value accretive deal terms



Plarium Valuation¹

- Purchase price consideration of USD 620 million, of which USD 20 million deferred to 2026
- Consideration to be offset by the cash flow that will be generated from the start of Q4 2024 and until closing, which is expected in Q1 2025, resulting in an estimated final EV/adjusted EBITDA multiple below 4.5x

Performance-Based Earn-out

- Earn-out 1: USD 30 million, payable in 2026, dependent on RAID performance in 2025
- Earn-out 2: Up to USD 170 million, payable in 2029, based on 2028 revenue targets. The starting point for any earnout 2 to become payable is a 2028 revenue of USD 777 million up to the maximum payout in case the 2028 revenue exceeds USD 1,185 million
- MTG expected to book a approximately USD 30 million, earn-out 1 on its balance sheet

Financing

- Financed through combination of MTG's current cash on hand and USD 460 million debt, a combination of term loans and RCF facilities, with a 3-year tenor, with an option to extend for 1 year
- Funding fully secured and committed by DNB, Nordea and Swedbank at attractive terms
- Based on combined EBITDA LTMQ3 2024 representing indicative initial net debt of 1.9x EBITDA and financial debt of 1.1x EBITDA

Conditions to Closing

- Closing is expected in Q1 2025
- Subject to receipt of all required regulatory and competition clearances

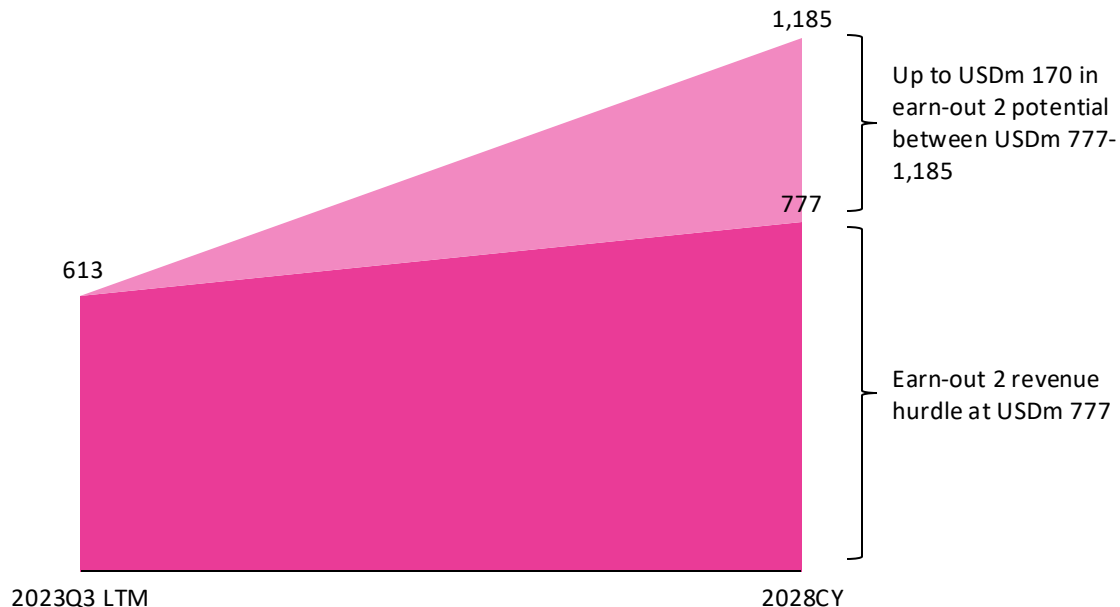
Notes: 1) Enterprise value is assumed on a cash free debt free basis

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Performance based earn-outs are designed to bring substantial upside for both parties



Illustrative gross revenue development (USDm)

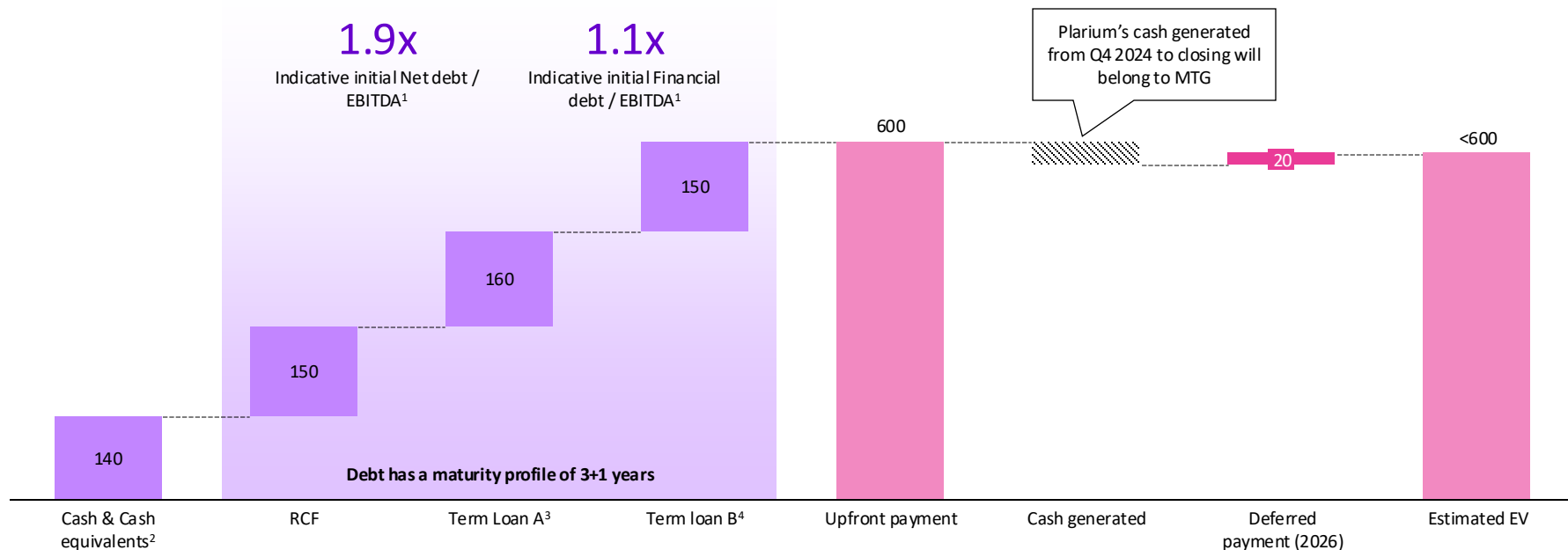


- Earn-out 1: USD 30 million, payable in 2026, dependent on RAID performance in 2025
- Earn-out 2: Up to USD 170 million, payable in 2029, based on Plarium 2028 revenue target. The starting point for any earn-out 2 to become payable is a 2028 revenue of USD 777 million up to the maximum payout in case the 2028 revenue exceeds USD 1,185 million (linear interpolation)
- MTG expected to book approximately USD 30 million, earn-out 1 on its balance sheet

Transaction fully funded by cash and debt with moderate leverage



Financing bridge, USDm



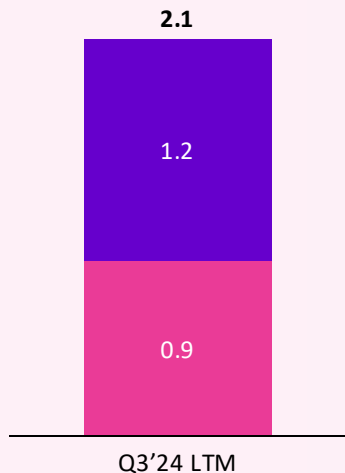
Notes: 1) Based on LTM EBITDA Q3 2024; 2) Indicative amount, final number to be determined upon closing; 3) Amortizing structure, paid down in full if extension option of 1 year is exercised; 4) Paid in full at maturity

Cementing a strong balance sheet and cash flow that provides with great future flexibility



Proforma cash flows^{1,2}, SEKb

■ Plarium
■ MTG



Doubling
FCF

Opportunity to leverage robust cash flows across diverse strategic avenues



Continue buying back shares



Amortize bank debt and deleveraging



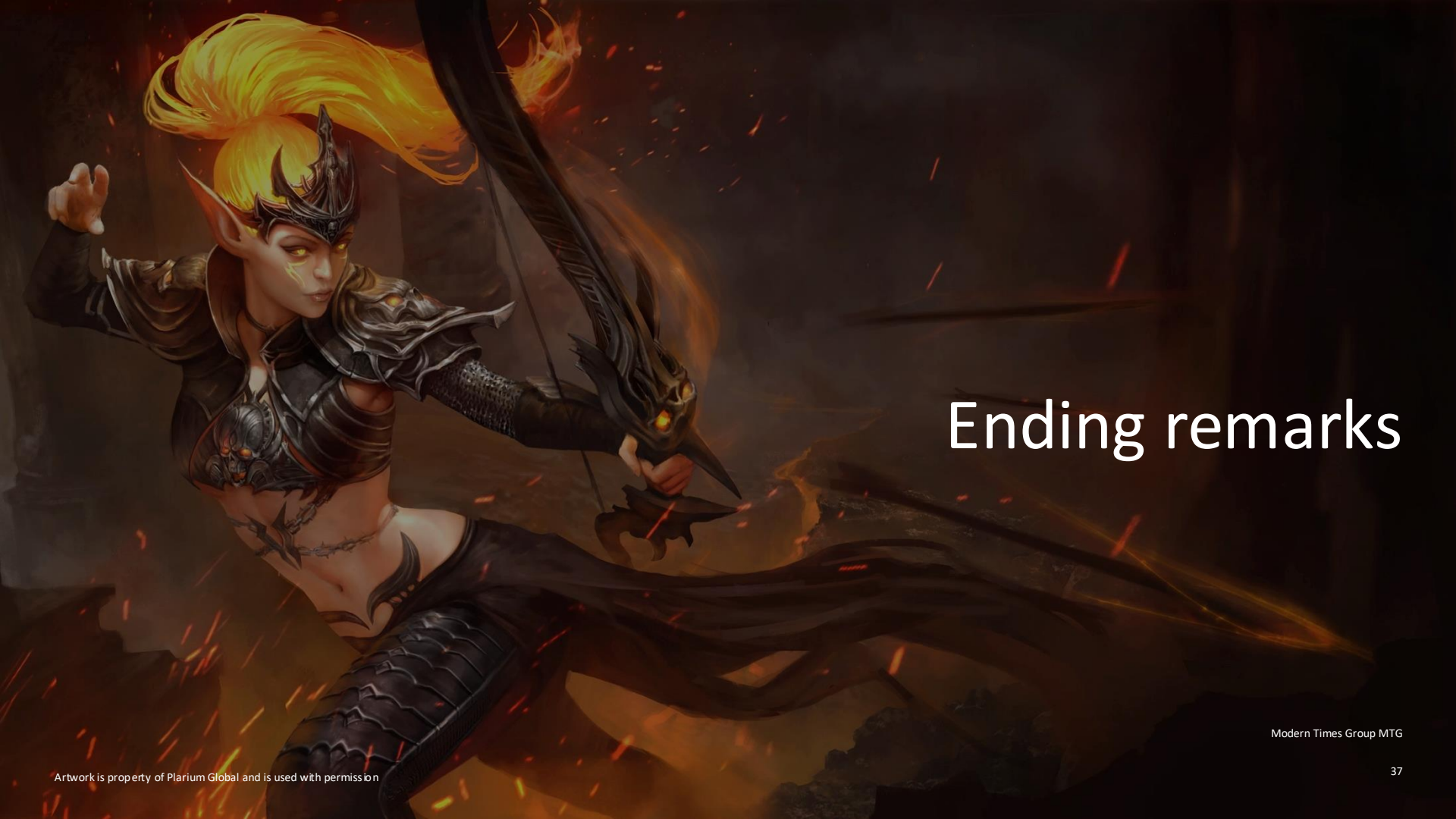
Continued investments in organic initiatives and new games development



Value accretive M&A enabled by our new platform

- Early-stage high growth targets that lack capabilities
- High-growth roll-ups and asset purchases
- Mid-sized targets that can benefit from our central capabilities

Notes: 1) Indicative unaudited combined IFRS figures adjusted to MTG accounting principles; 2) Excluding interest income and working capital. Tax is based on taxes paid in MTG and a tax rate in Plarium as if MTG would have been the owner in the period
Source: Company data



Ending remarks

We have come a long way and this transactions marks our complete transformation into a leading mobile gaming group

Esports and gaming expansion

- Acquired **ESL** and **DreamHack**
- Acquired **InnoGames** and **Kongregate**
- **Split from broadcasting heritage** to become an independent gaming group



2015-2019



2020-2024



One of the leading mobile gaming groups in the West



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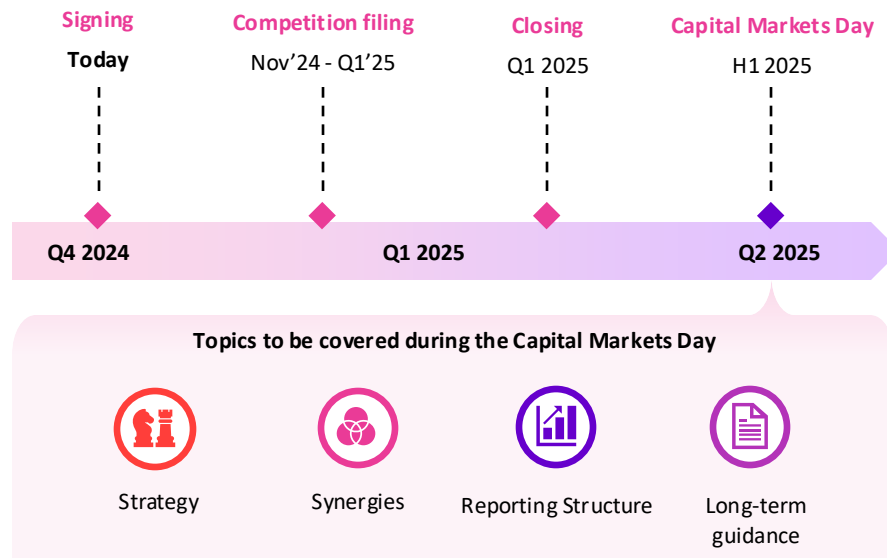


2025 onwards

Conclusion & next steps



- Plarium acquisition strengthens MTG as a leading Western mobile gaming company with evergreen IPs
- MTG will benefit from Plarium's tech and expertise for long-term synergies and structure optimization
- Transaction expected to double adj. EBITDA and free cash flow, as well as be highly EPS accretive
- Strong post-deal balance sheet supports continued strategic execution





Q&A