

2021

Stillfront Group

Handelsbanken's Nordic Champs & Trends in Gaming

STILLFRONT
GROUP

STILLFRONT AT A GLANCE



A leading free-to-play powerhouse of 21 gaming studios creating significant operational synergies

67
million

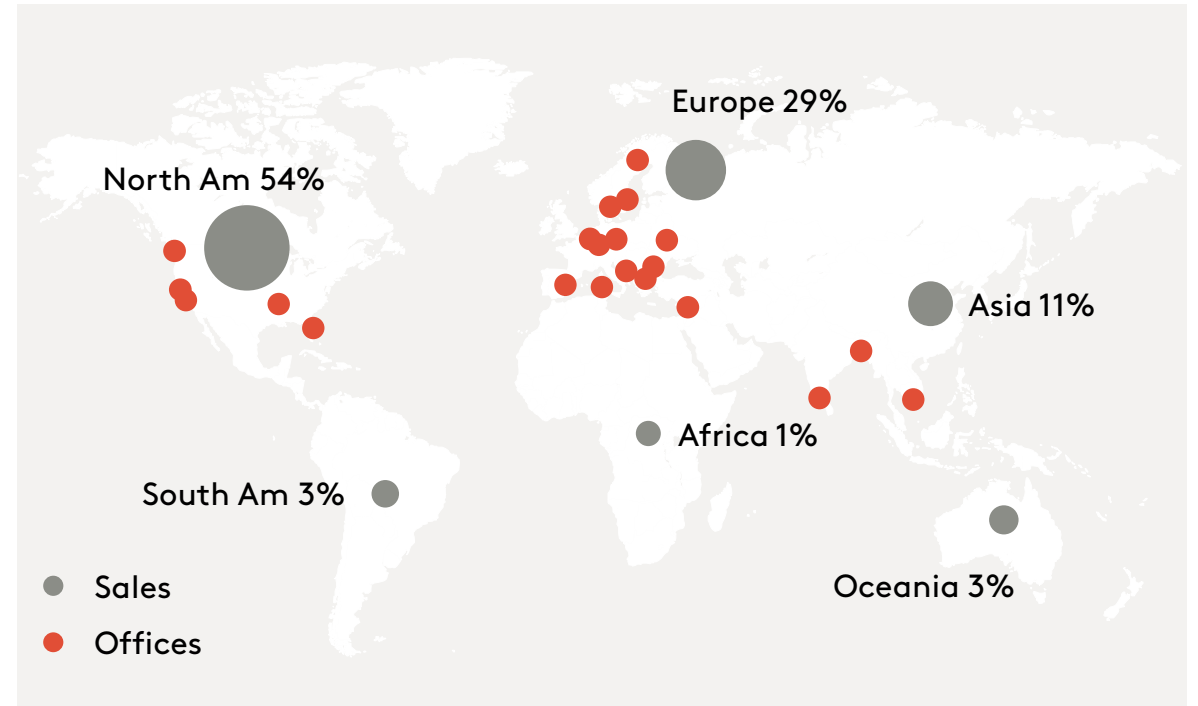
67 million MAU and 13 million DAU*
Main markets by revenue are US, Germany, MENA, UK and Canada



A diverse and evolving game portfolio with two common themes; loyal users and long lifecycle games

1,200+
professionals

Headquartered in Stockholm with a group of studios operating across the globe



* Numbers from Q22021, not including recent acquisition of Jawaker

STILLFRONT'S SUCCESSFUL GROWTH JOURNEY



THE ENTREPRENEURSHIP PHASE

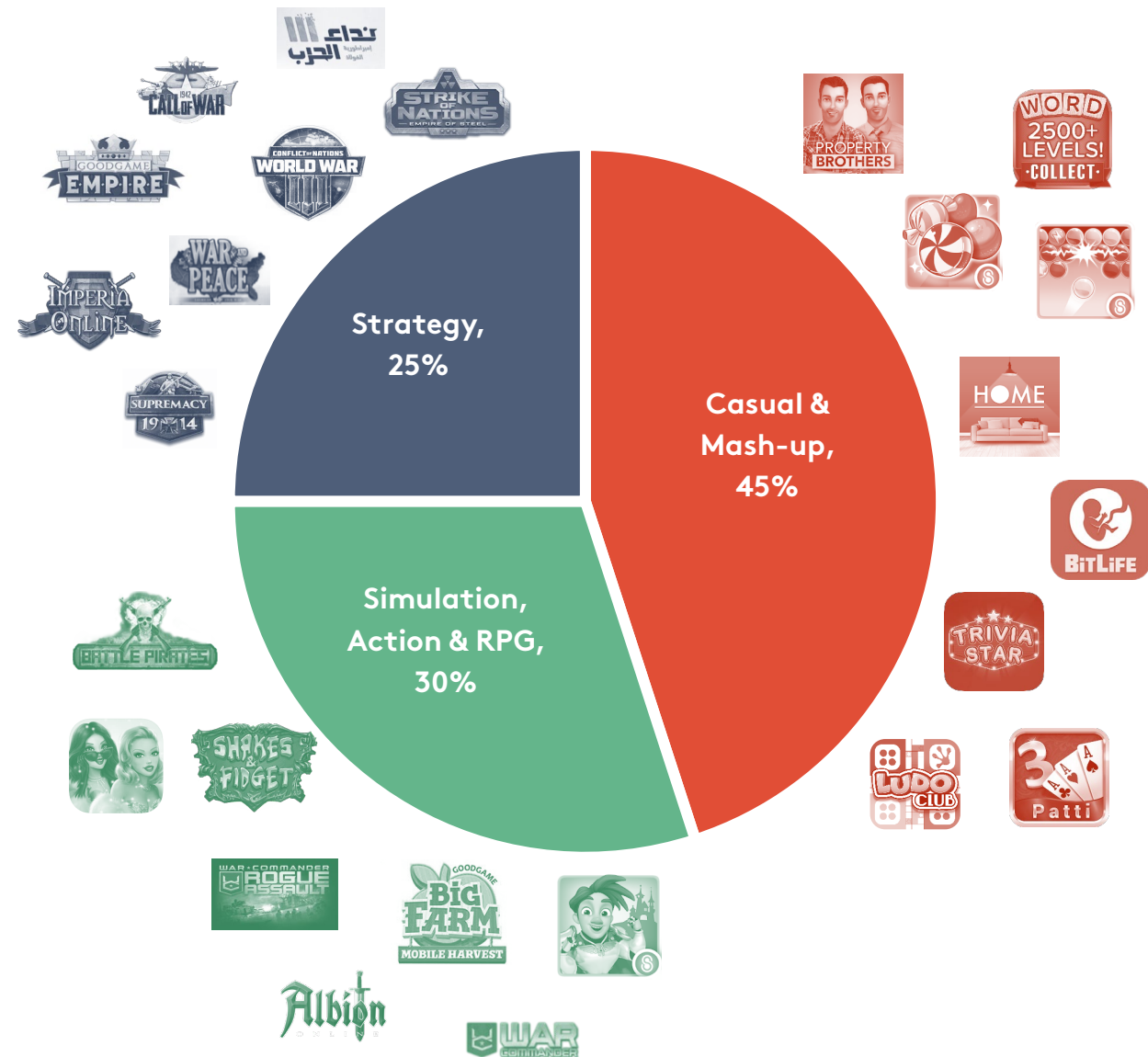
THE STRUCTURE PHASE



THE SCALE PHASE



PORTFOLIO SPLIT IN Q2 2021



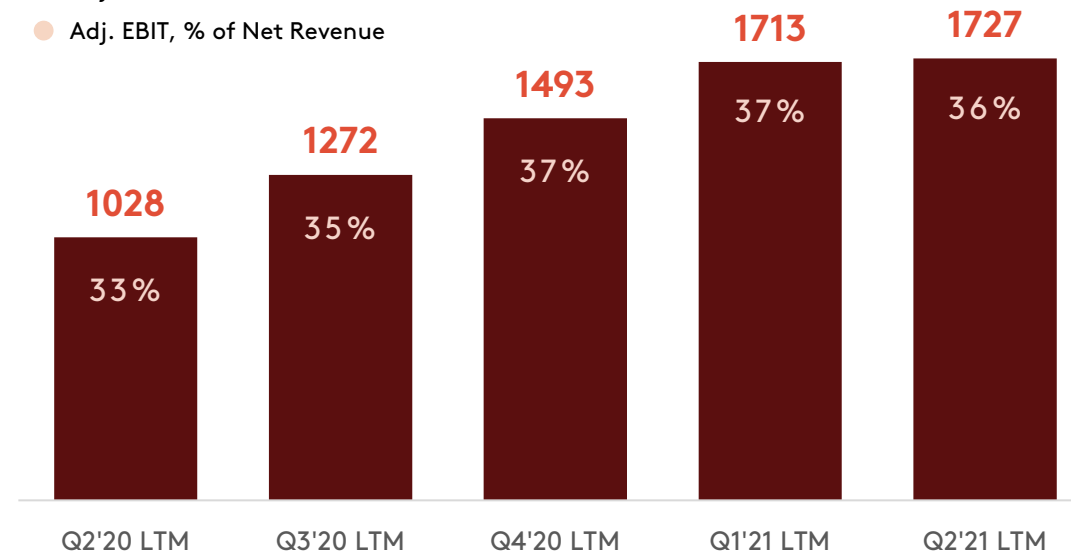
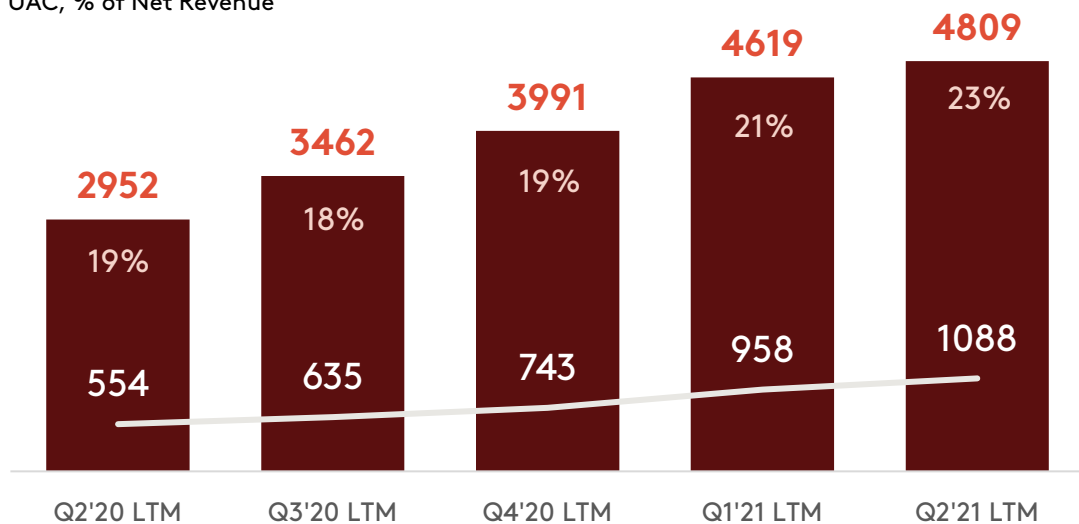
A DIVERSIFIED GAMES PORTFOLIO

- ✓ Genre broadening into Casual & Mash-up category in 2020
- ✓ Increased diversification – mirroring the industry composition
- ✓ Increasing share of advertising revenues – diversification of revenue streams
- ✓ Increased focus on the female gaming population, high demand – low supply
- ✓ Geographic expansion into Indian subcontinent in 2021

RAPIDLY GROWING AND HIGHLY PROFITABLE GROUP OF GAMING STUDIOS

- Net Revenue, MSEK
- UAC, MSEK
- UAC, % of Net Revenue

- Adj. EBIT, MSEK
- Adj. EBIT, % of Net Revenue



Q2 LTM
Net Revenue
growth of

63%

YoY

Q2 LTM UAC in
relation to Net
Revenue

25%

Q2 LTM Adj. EBIT
growth of

68%

YoY

LTM Adj. EBIT
in relation to
Net Revenue

36%

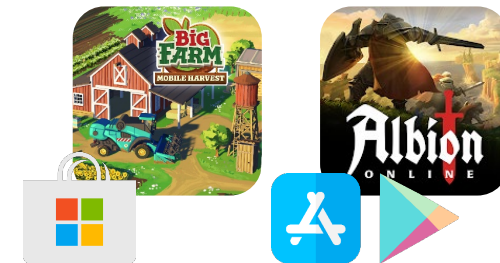
Game highlights in the second quarter

- 4 new titles added to the active portfolio during Q2, 56 games in active portfolio and more than 30 titles in soft launch/development
- Acquisition of first asset: Crush Them All, an idle RPG, operated by Imperia Online and supported with marketing by Goodgame
- Successful mobile launch of Albion Online, more than 2 million mobile downloads during the first 30 days and increasing DAUs by more than 50%
- Softer performance from Super Free's titles with lower downloads numbers as a result of decreased UA spend
- Successful expansion of Big Farm: Mobile Harvest to Microsoft Store, showing promising performance of marketing campaigns, to be expanded in Q3 and Q4
- Strong performance from BitLife with its highest gross revenue day of the year on May 2, with ongoing success with marketing expansion to Europe as well as new game updates

New games in the active portfolio



Select new platform launches

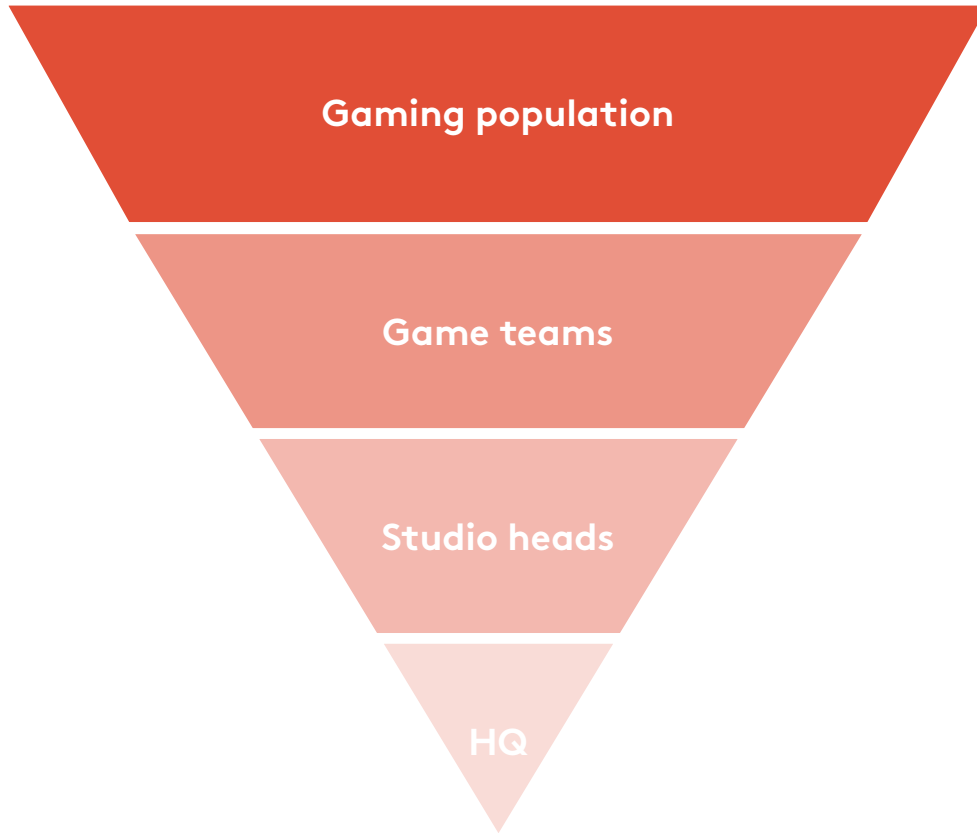


We are **unique**

Successfully scaling whilst keeping
our unique entrepreneurial DNA

STILLFRONT AT THE FOREFRONT OF THE CONVERGING GAMING INDUSTRY

Ownership, Empowerment, Responsibility

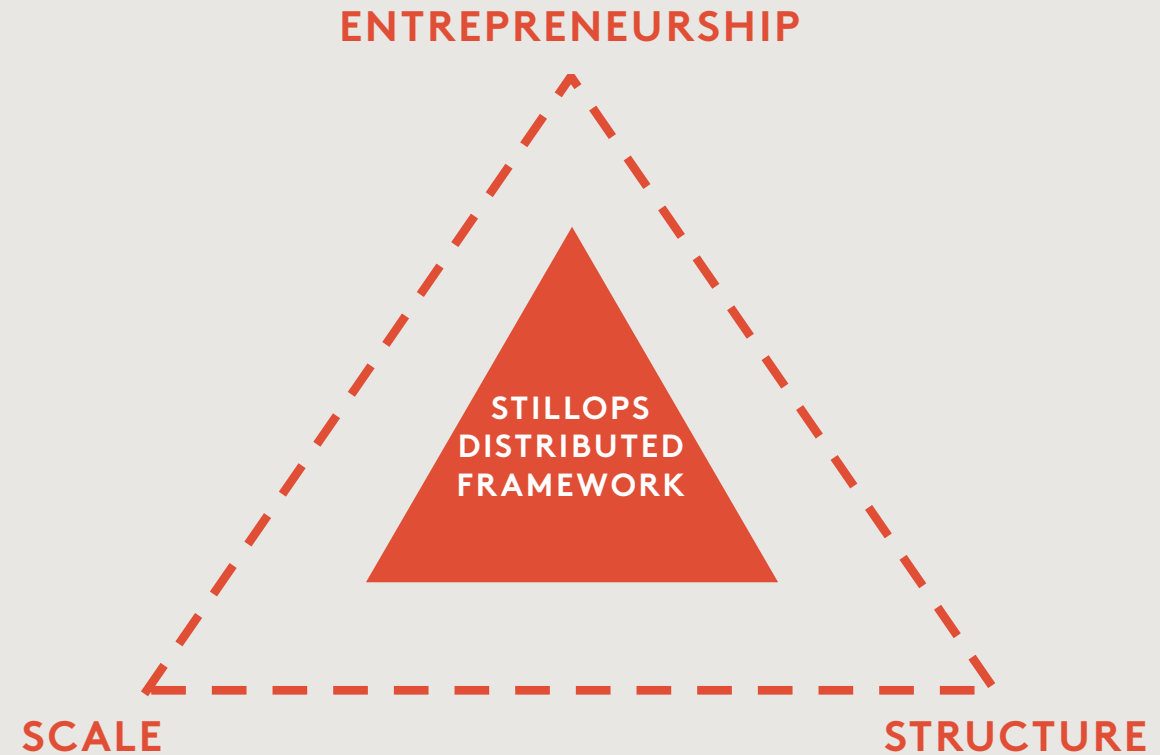


- ✓ Leveraging our existing expertise within F2P and securing strong position in the converging gaming market
- ✓ Unique distributed organization model with strong collaboration particularly attractive to the best game talent
- ✓ Experienced teams and popular evergreen games with engaged communities
- ✓ Expanding portfolio mix & team expertise through M&A
- ✓ Ability to capitalize on opportunity of medium sized studios' need to scale up in a converging industry
- ✓ Ability to stay nimble at HQ level as well as at studio level with distributed Centers of Excellence model

Decision-making as close to the product and the talent
in contact with our players

Our distributed operating model

- ✓ **FAST:** Distributed approach is faster and avoids bottlenecks
- ✓ **AGILE:** Leverages each studio's strengths, instead of relying solely on monolithic centralized expert teams
- ✓ **SCALABLE:** Creates multiple collaborations driven by alignment
- ✓ **FOCUSED:** Allows studios to focus on their strengths and scaling them
- A constantly improving toolbox of various distributed services that help boost growth



THE STILLOPS PLATFORM

Stillfront: A leading
free-to-play powerhouse

STILLBASE

Knowledge
Exchange
Platform

STILLSUITE

Shared Tools
& Services

STILLHUBS

Distributed
Expertise &
Services

STILLFORCE

Collaborations
& Distributed
Growth Initiatives

Organic
Growth

Foundation: Connected Studio Network

Acquired Growth: M&A

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STILLFRONT'S GROWING MARKETING REACH

Stillfront operates with a high diversity of marketing partners and channels. As a part of Stillfront, studios get access to Stillfront's combined global market reach and regional channel knowledge.

50+ marketing traffic channels

100+ countries

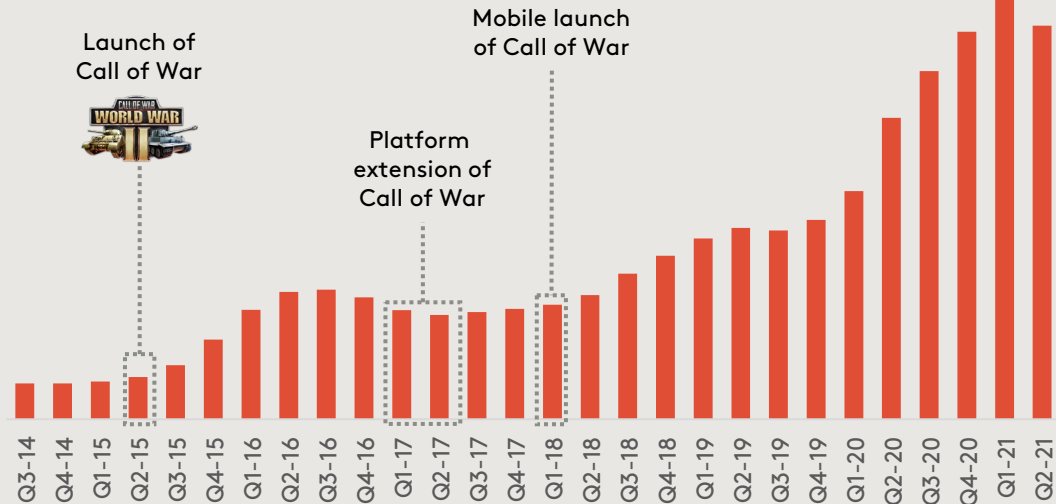
1000+ concurrent campaigns

- **Drives growth and efficiency by leveraging Stillfront's studios' combined marketing reach and expertise**

CASE STUDY BYTRO LABS: FROM ACQUIRED TO ORGANIC GROWTH



Part of Stillfront since 2013

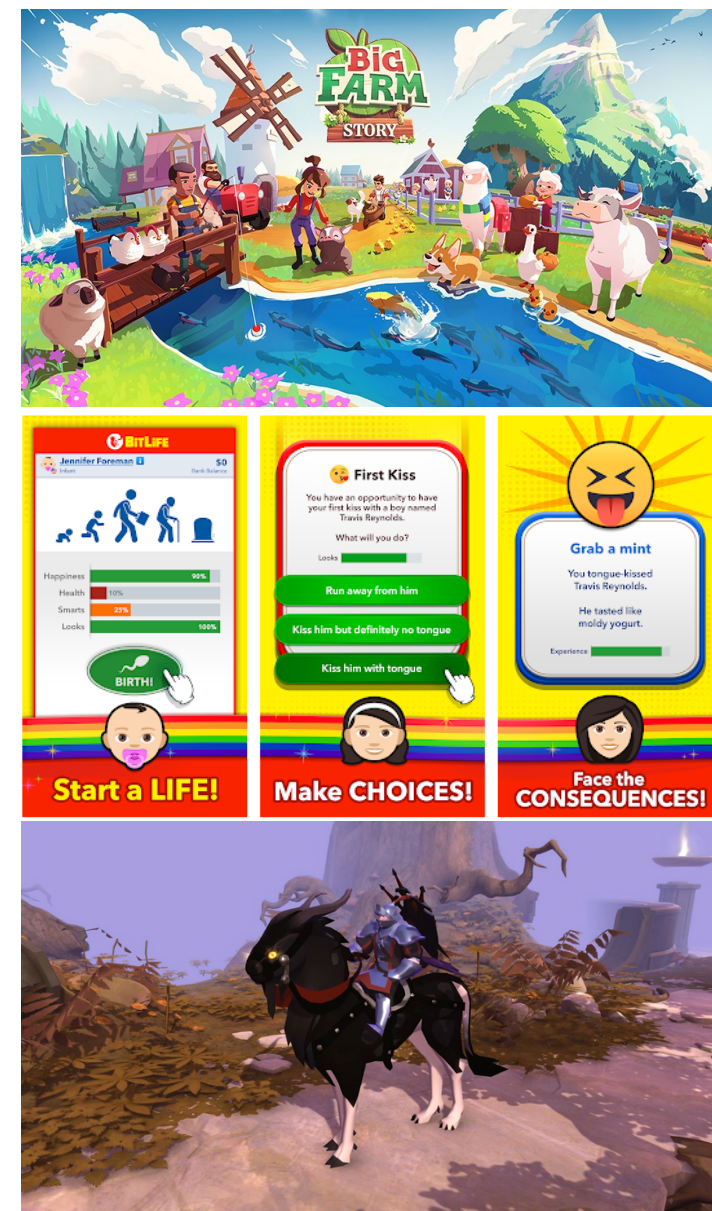


Bytro's LTM net revenues as part of Stillfront Group

- Stillfront acquired 51% of Bytro Labs in 2013, and the remaining 49% in 2016
- Unique proprietary game engine for grand strategy games
- Cross-platform publishing
- Successful collaborations with other group studios such as Dorado Games with the launch of Conflict of Nations: WW3
- Bytro's net revenues LTM have grown more than 10x since acquired by Stillfront

Continuing our growth journey

- The underlying business continues to perform well with increased monetization paired with strong margins across the portfolio
- Impressive performance from acquired studios over past 24 months, highlighting the strength of our Stillops platform
- Strong pipeline of new games and M&A targets
- Executing on our strategy, in a good position to return to organic growth and deliver on our long-term financial targets



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