

# HUUUGE

FY21 Presentation  
March 2022

# Disclaimer

This presentation ("Presentation") has been prepared by Huuuge, Inc. (the "Company"). By reading the Presentation, you agree to be bound by the following limitations.

This Presentation is strictly confidential to the recipient. Neither this Presentation or any part hereof nor the information contained herein may be reproduced or redistributed, passed on, or the contents otherwise divulged, directly or indirectly, to any other person or published, in whole or in part.

If you gain access to this Presentation by mistake, or you are not an addressee of this Presentation or a person authorized to use this Presentation, please bear in mind the confidential nature of this Presentation and immediately contact the Company in order to return it to the Company.

The Presentation does not constitute an offer to sell or subscribe for or a solicitation of an offer to purchase or subscribe for securities. This Presentation is provided for informational purposes only. This Presentation does not constitute or form part of and should not be construed as an offer, solicitation or invitation to sell or issue, or an offer, solicitation or invitation to, subscribe for, underwrite, buy or otherwise acquire, securities of the Company or any of its subsidiaries in any jurisdiction, or an inducement/recommendation to enter into investment activity in any jurisdiction. Neither this Presentation nor any part hereof, nor the fact of its distribution or issuance, shall form the basis of, or be relied on in connection with, any contract, commitment or investment decision whatsoever.

The information contained herein is only preliminary and indicative and does not purport to contain the information that would be required to evaluate the Company, its financial position and/or any investment decision. This Presentation is not intended to provide, and should not be relied upon for, accounting, legal or tax advice nor does it constitute an investment recommendation. This Presentation is given in conjunction with an oral Presentation and should not be taken out of context.

No information included in this Presentation may be considered as investment advice or investment recommendation. The information contained in the Presentation has not been independently verified. No representation, warranty or undertaking, expressed or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or the opinions contained herein.

Matters discussed in this Presentation may constitute forward-looking statements. Forward-looking statements constitute statements that are other than statements of historical fact. Statements which include the words "expects", "intends", "plans", "believes", "projects", "anticipates", "will", "targets", "aims", "may", "would", "could", "continue" and similar statements of a future or forward-looking nature identify such forward-looking statements.

Forward-looking statements include in particular statements regarding the financial performance, business strategy, plans and objectives of the Company for future operations (including growth potential). All forward-looking statements included in this Presentation address matters that involve known and unknown risks, uncertainties and other factors which could cause the Company's actual results, performance or achievements to differ materially from those indicated in such forward-looking statements and from past results, performance or achievements of the Company. Such forward-looking statements are based upon various assumptions and estimates regarding future events, including numerous assumptions regarding the Company's present and future business strategies and future operating environment. Although the Company believes that these estimates and assumptions are reasonable, they may prove to be incorrect.

The information, opinions and forward-looking statements contained in this Presentation speak only as at the date of this Presentation and are subject to change without notice. The Company, its directors, agents, employees and advisors do not intend to, and expressly disclaim any duty, undertaking or obligation to, make or disseminate any supplement, amendment, update or revision to any of the information, opinions or forward-looking statements contained in this Presentation to reflect any change in events, conditions or circumstances. To the extent permitted under the applicable provisions of law, neither the Company nor any of their affiliates, advisers or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss however arising from any use of this Presentation or its contents or otherwise arising in connection with this Presentation.

This Presentation is not for distribution or use by any person or entity in any jurisdiction where such distribution or use would be contrary to local law or regulation or which would subject the Company or any of its affiliates to authorization, notification, licensing or other registration requirements under applicable laws. Any failure to comply with this restriction may constitute a violation of United States securities laws. Persons into whose possession this Presentation comes should observe all such restrictions.

# Today's presenters



**Anton Gauffin**  
Chief Executive Officer,  
Founder



**Grzegorz Kania**  
Chief Financial Officer



**Jon Bellamy**  
EVP Strategy & Investment

# 2021 Huuuge at a glance



Double digit growth delivered in FY 2021 despite difficult market environment



One M&A closed and four publishing contracts signed in 2021



Attractive pipeline for 2022 with three own titles and new initiatives in progress

**\$374m**

2021 revenue

**12% yoy**

Revenue and adj. EBITDA growth

**\$44**

ARPPU on core franchise

**12%**

2021 Sales bookings from new titles

**17%**

Adjusted EBITDA margin

**600+**

Team members



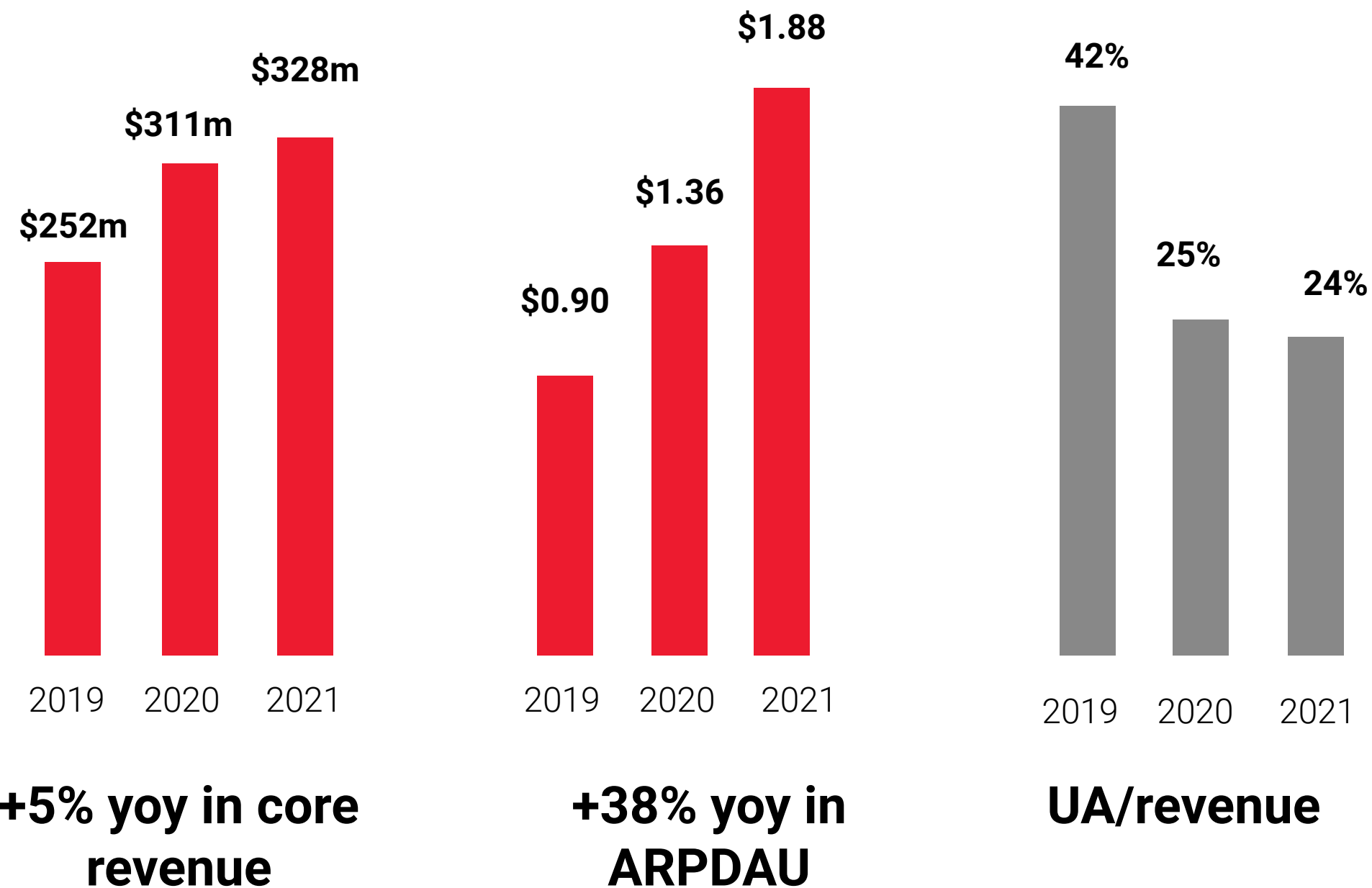
**HUUUGE**

# Business Update



# Core franchises in FY

Focus on long-term profitability and longevity

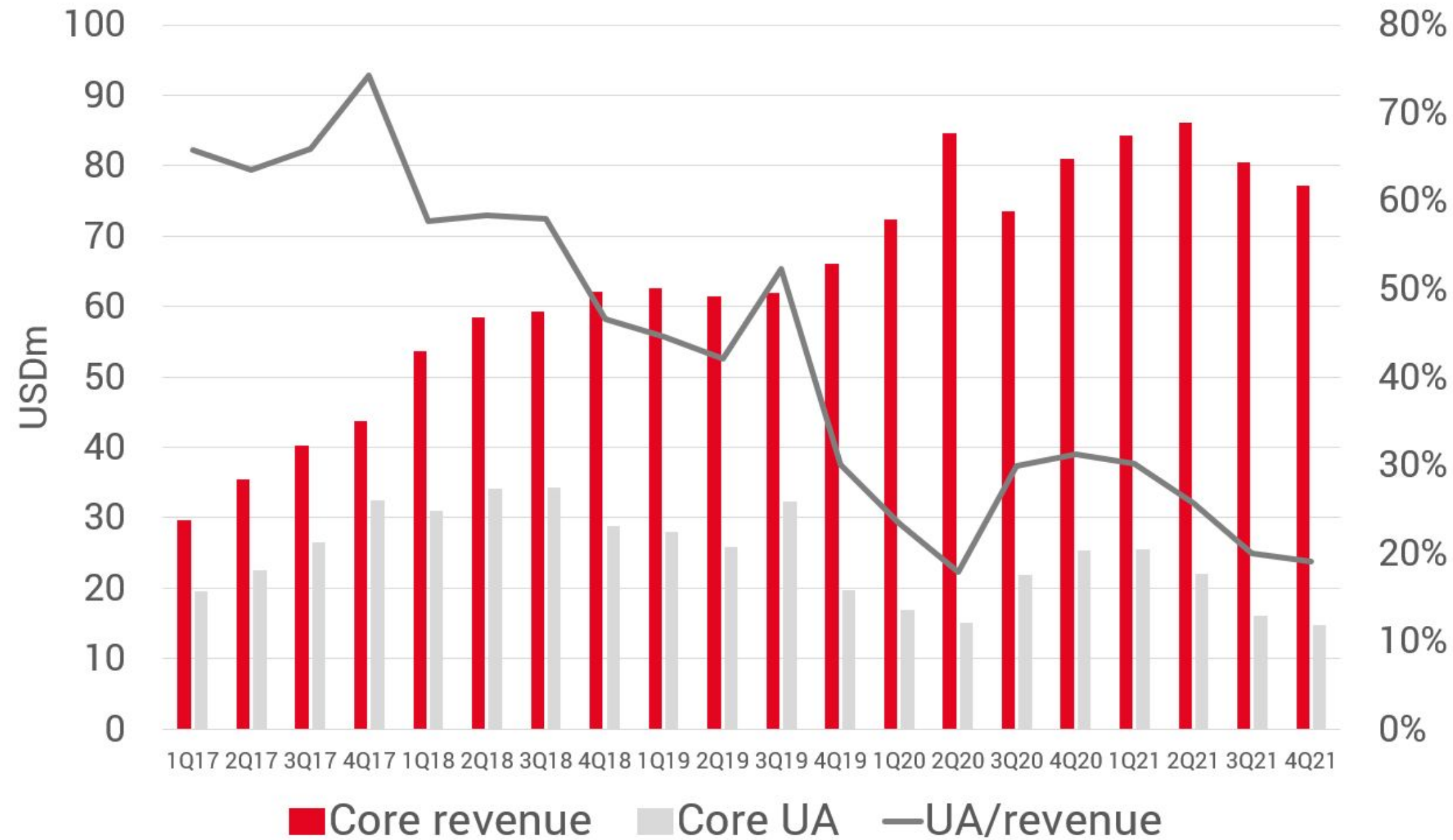


- The whole social casino sector starts to show signs of maturity and thus we are focusing on profitability and longevity of our core portfolio
- Portfolio management and concentration on quality vs quantity
- Huuuge Play Together - social centric gameplay experience leads into higher engagement and excellent monetization metrics, paying players stay and pay more

<sup>1</sup> UA -> Costs of User Acquisition Marketing Campaigns

# Core franchises

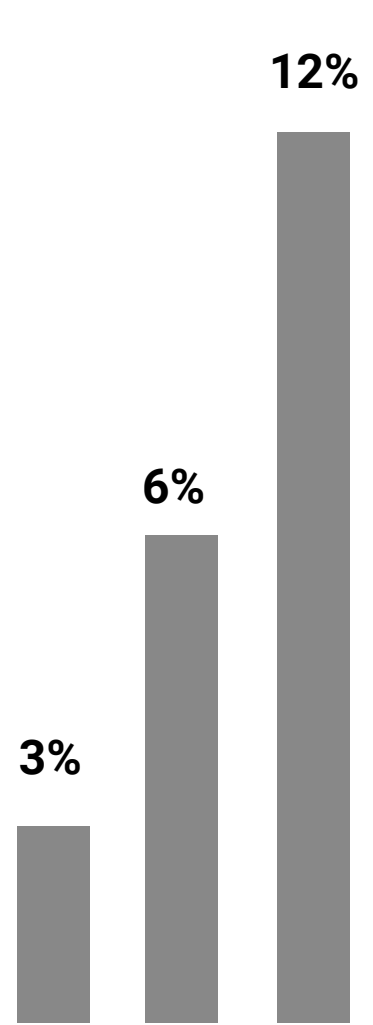
Evergreen life cycles



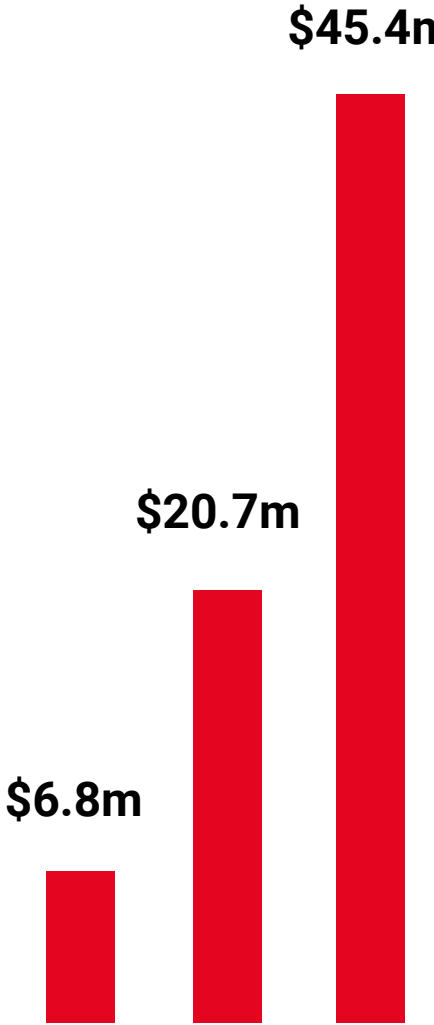
- Evergreen category that continues to deliver value over multiple years
- Increasing profitability allow to explore new growth initiatives
- Near-term focus on optimizing user acquisition spend for flagship games

# New franchises in FY 21

Revenue diversification strategy delivering results



**New franchises as (%) of total gross bookings**



**Bookings from new franchises**

**Solid increase across the board**

**+120%**  
yoy sales bookings

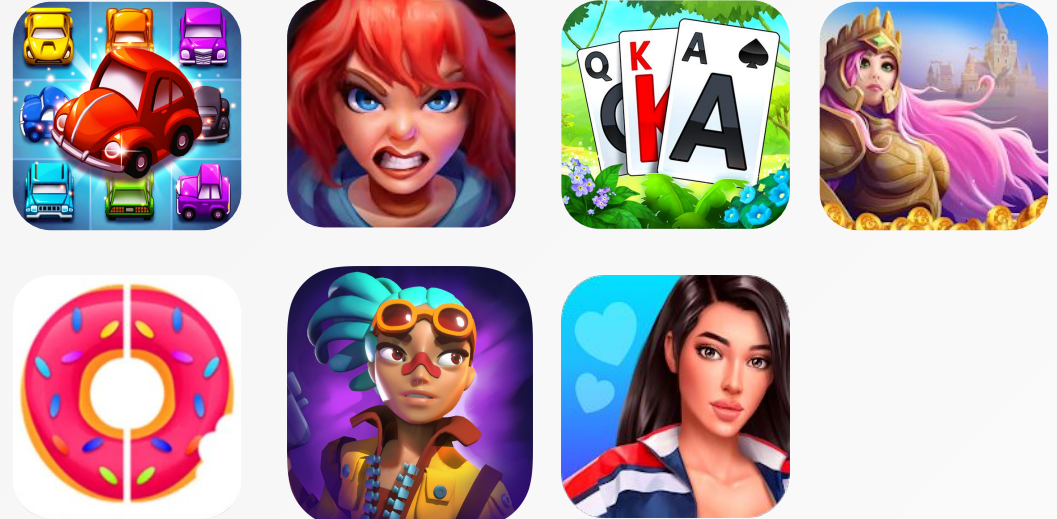
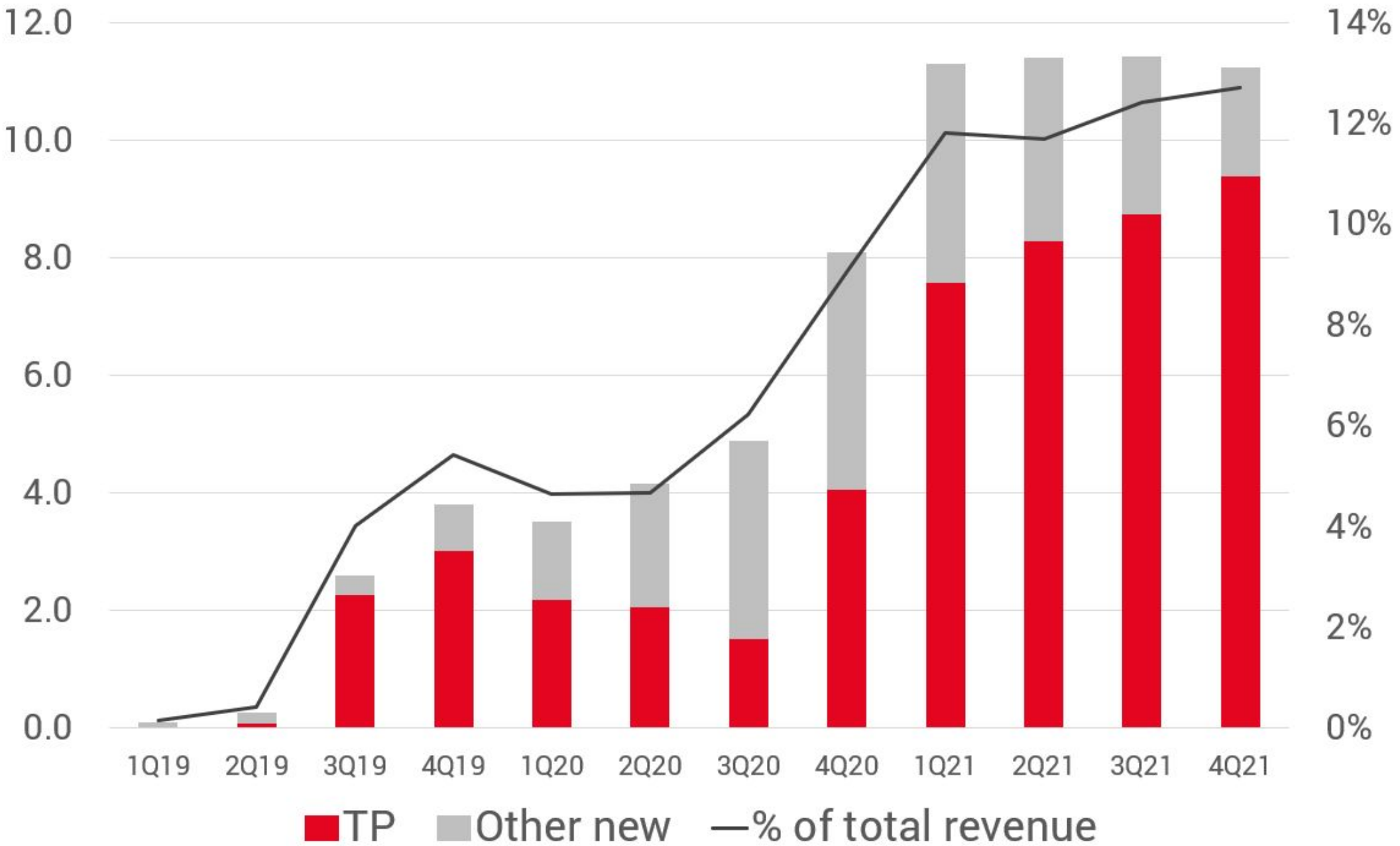
**75%**  
of New franchises is Traffic Puzzle

- Continued investment in our build strategy
- **Traffic Puzzle is the main growth engine** in new franchises
- Other titles at different stage of development



# New franchises in Q4 21

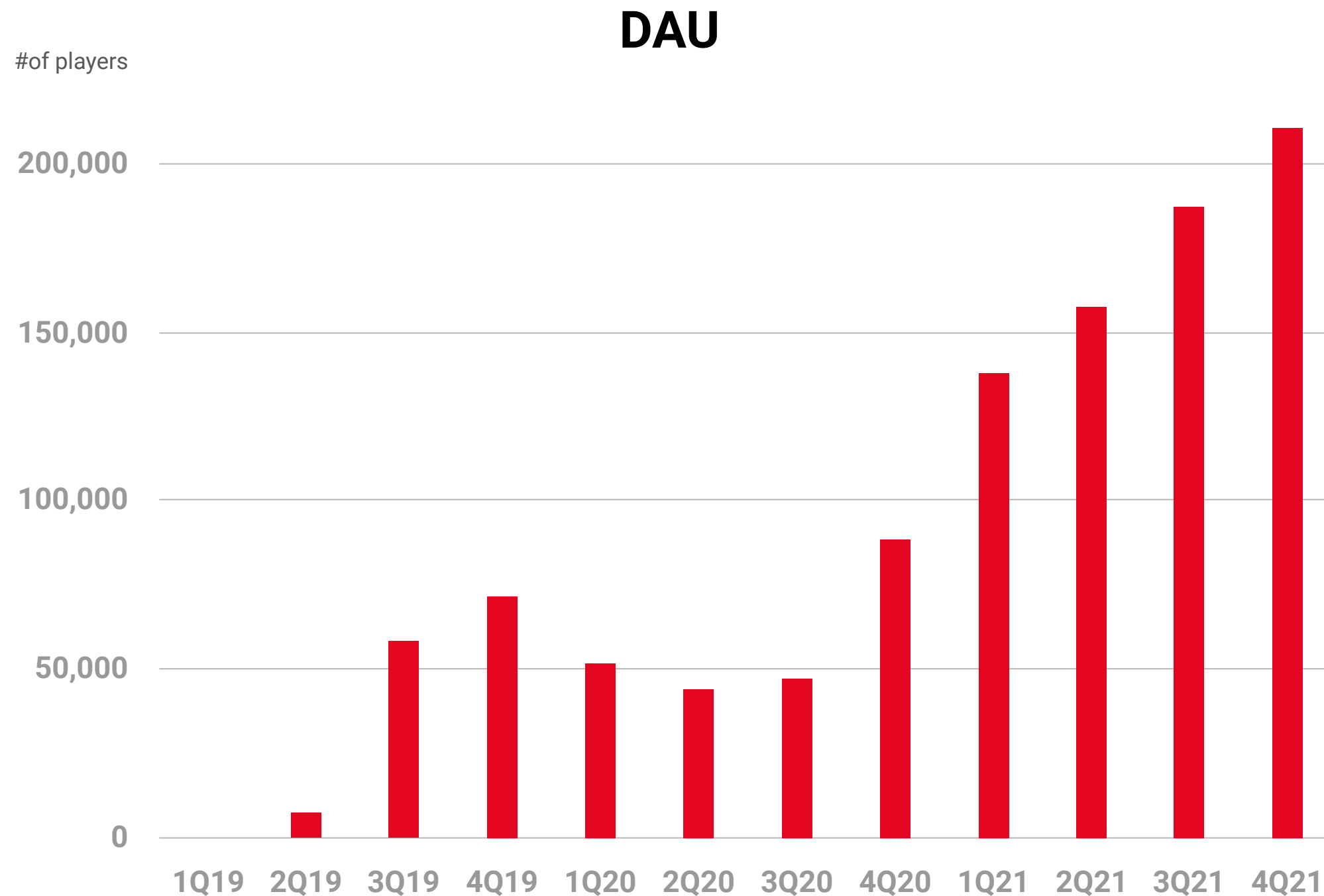
Increasing importance in total revenue



- New franchises account for 13% of total revenue in Q4 21
- Smaller stake in other games vs TP results from suspension of UA investment in some titles
- New games at soft launch / testing phase

# Traffic Puzzle: A Unique Puzzle Game

Consistently strong performance, and more to come



- Traffic Puzzle continues to be our most promising product
- In Q4, the game hosted more than 200,000 unique users, up more than 120% versus Q4 2020
- The primary constraint of Traffic Puzzle today is on the product side. Specifically: difficulty balancing. We have a solution rolling out in late Q2
- We're beginning work on a second game within the Traffic Puzzle franchise, following the same playbook employed when building Billionaire Casino

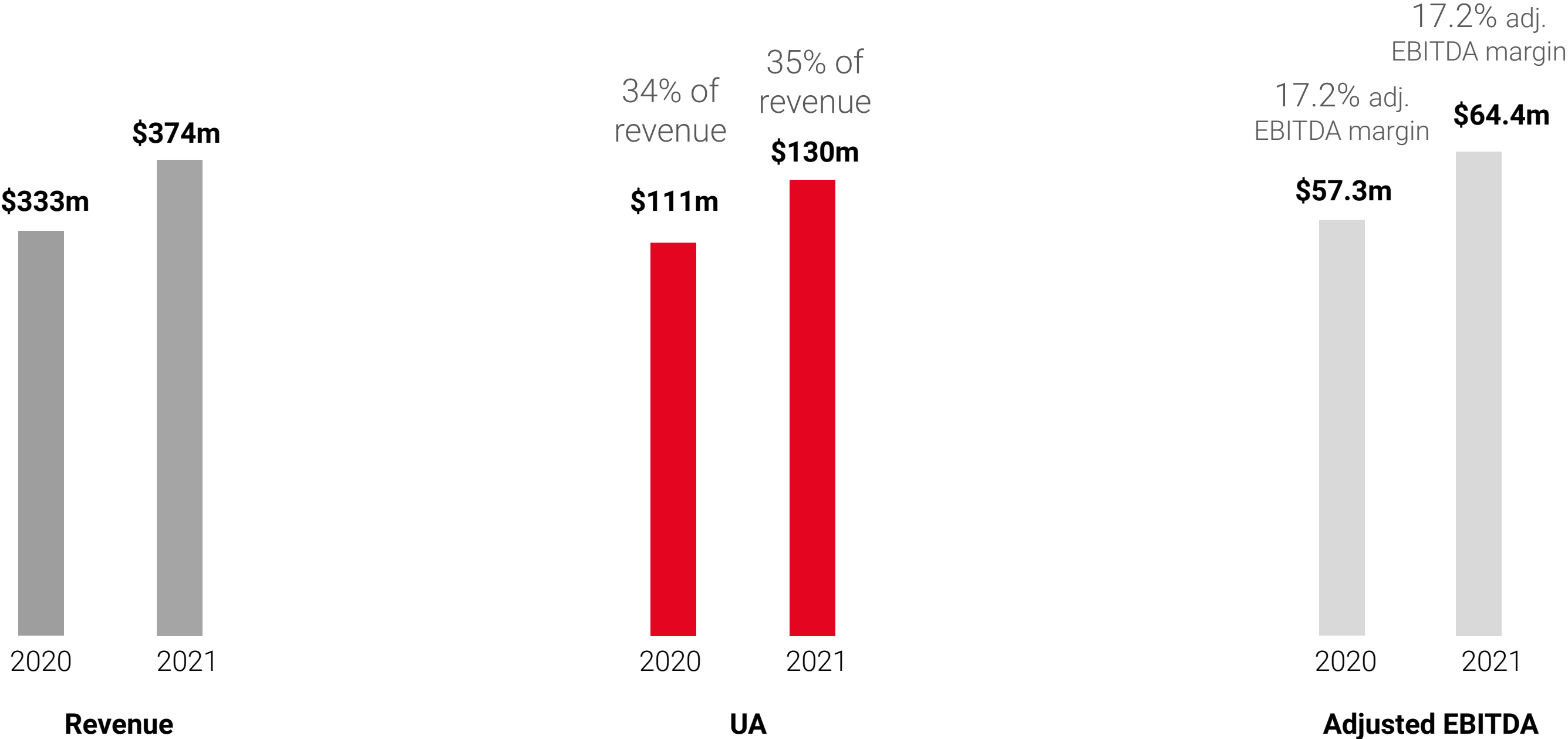
**HUUUGE**



# Financial Update



# Financial highlights - FY 2021



**+12%**

Revenue total growth in 2021

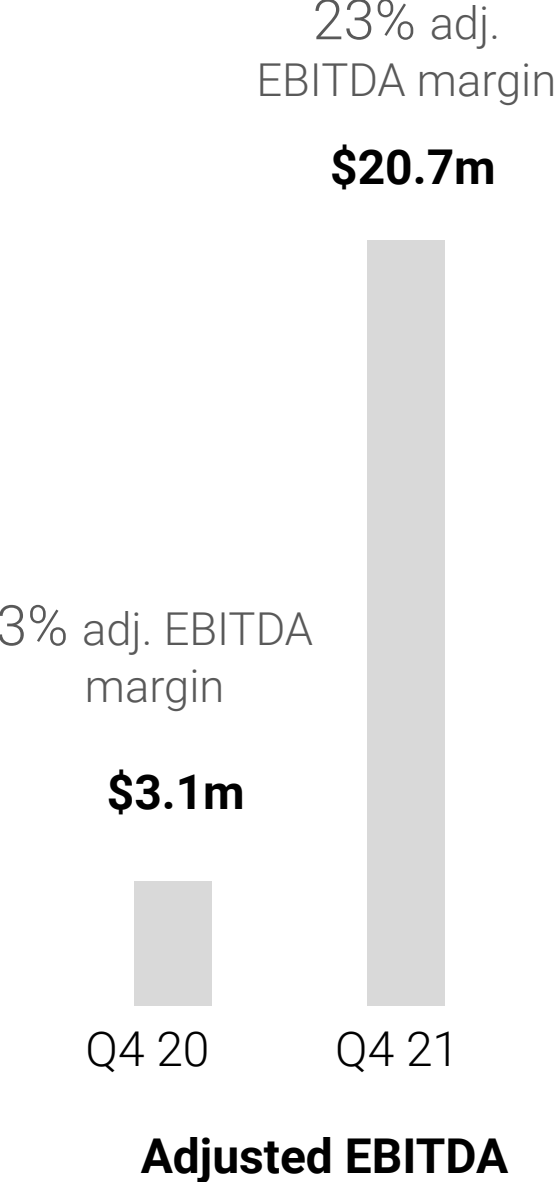
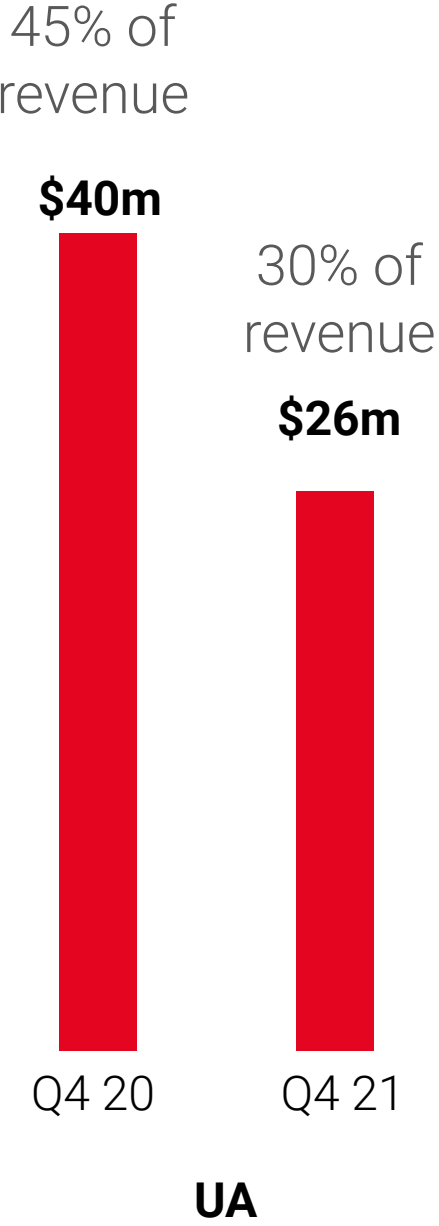
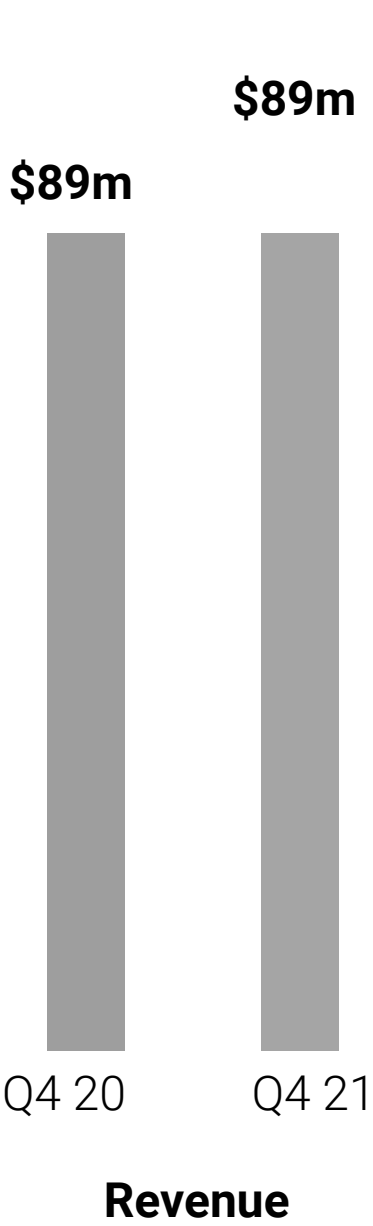
**+17%**

User acquisition marketing campaign costs yoy

**+12%**

Increase in adj. EBITDA in 2021

# Financial highlights - Q4 21



**-0.8%**  
Revenue yoy

**-34%**  
User acquisition marketing  
campaign costs yoy

**6.8x**  
Increase in adj. EBITDA yoy

# Financial performance

	USD m	Q4 21	Q4 20	yoy	2021	2020	yoy
<b>01</b>	Revenue	88.5	89.2	-0.8%	373.7	332.7	12.3%
<b>02</b>	<b>Gross profit/(loss) on sales</b>	<b>62.7</b>	<b>62.9</b>	<b>-0.2%</b>	<b>264.1</b>	<b>233.1</b>	<b>13.3%</b>
	Sales and marketing expenses	-29.6	-43.6	-32.1%	-146.2	-125.1	16.9%
<b>03</b>	- UA marketing campaigns	-26.3	-40.0	-34.4%	-130.0	-111.5	16.6%
<b>04</b>	- General sales and marketing expenses	-3.4	-3.6	-6.6%	-16.2	-13.6	18.8%
	Research and development expenses	-7.7	-8.7	-12.3%	-33.1	-29.8	11.0%
<b>05</b>	General and administrative expenses	-9.6	-10.0	-4.3%	-40.6	-27.6	47.0%
	Other operating income/(expense), net	-0.3	-0.4	-30.9%	0.4	-0.3	-213.1%
	<b>Operating result</b>	<b>15.6</b>	<b>0.1</b>	<b>&gt;999.9</b>	<b>44.6</b>	<b>50.2</b>	<b>-11.2%</b>
	Finance income/expense, net	-1.0	-108.2		-45.6	-126.4	
	<b>Profit/(loss) before tax</b>	<b>14.5</b>	<b>-108.2</b>		<b>-1.0</b>	<b>-76.2</b>	
	Income tax	-3.2	0.8		-8.7	-6.4	
	<b>Net result for the period</b>	<b>11.4</b>	<b>-107.4</b>		<b>-9.7</b>	<b>-82.6</b>	

**01** FY revenue growth driven mainly by Traffic Puzzle but also core franchises growth. In Q4 21 yoy the revenue was flat, which came from lower core franchises, lower revenue from other games due to prioritizing titles with higher ROAS (TP).

**02** Cost of sales consists mainly of platform fees paid to distributors and gaming servers expenses. Slight increase in 2021 as well as Q4 21 gross profit on sales margin was mainly due to the higher revenue vs. last year generated from advertising.

**03** FY 21 UA higher yoy, with the total UA and core UA the highest level investment in Q1 21 and declining every quarter while UA on new franchises stable on a quarterly basis. In FY 21 UA on core franchises was flat vs FY 20.

**04** Growth in FY 21 of General sales and marketing expenses was attributable to development of in house marketing teams and competences, however -19% decline in Q4'21 vs. Q3'21

**05** FY21 increase in G&A yoy was driven mainly by growing headcount and other employee-related costs (ESOP) as well as by higher D&A. This cost line was also lower on a quarterly basis -12% Q4'21 vs Q3'21

# Adjusted vs reported

USDm	Q4 21	Q4 20	Change	2021	2020	Change
<b>EBITDA</b>	<b>18.1</b>	<b>1.5</b>	<b>11.8x</b>	<b>52.6</b>	<b>53.5</b>	<b>-2%</b>
ESOP	2.6	1.5	1.7x	11.8	3.8	213%
<b>Adjusted EBITDA</b>	<b>20.7</b>	<b>3.1</b>	<b>6.8x</b>	<b>64.4</b>	<b>57.3</b>	<b>12%</b>
Adjusted EBITDA margin (%)	23.4%	3.4%		17.2%	17.2%	
<b>Net result for the period</b>	<b>11.4</b>	<b>(107.4)</b>		<b>(9.7)</b>	<b>(82.6)</b>	
ESOP	2.6	1.5		11.8	3.8	
Series C shares revaluation	0.0	108.7		39.0	127.8	
Tax effect of above	0.0	0.0		0.0	-0.8	
<b>Adjusted Net Result</b>	<b>14.0</b>	<b>2.1</b>	<b>6.8x</b>	<b>41.1</b>	<b>48.1</b>	<b>-15%</b>
Adjusted Net Result (%)	15.8%	2.3%		11.0%	14.5%	



# Balance Sheet

	USDm	2021	2020
<b>01</b>	Non-current assets	67.5	17.3
<b>02</b>	Current assets	232.4	124.5
	<b><u>Total assets</u></b>	<b><u>299.9</u></b>	<b><u>141.8</u></b>
	<b><u>Total equity</u></b>	<b><u>226.1</u></b>	<b><u>(96.0)</u></b>
<b>03</b>	Non-current liabilities	13.0	183.0
	<i>Preferred shares</i>	0.0	176.6
<b>04</b>	Current liabilities	60.9	54.8
	<b><u>Total equity and liabilities</u></b>	<b><u>299.9</u></b>	<b><u>141.8</u></b>

- 01** Non-current assets increase due to acquisition of Traffic Puzzle game (\$39m) and Right to use assets (increase by USD 8.8m from new offices in Warsaw and Tel Aviv)
- 02** Current assets increase from higher cash balance (including USD 100m proceeds from IPO).
- 03** The structure of total liabilities changed due to the conversion of preferred shares Series C into common shares
- 04** Almost 90% of current liabilities are trade and other payables



# Cash Flows Q4 2021

	USDm	Q4 21	Q4 20	2021	2020
	Pre-tax profit	14.5	(108.2)	(1.0)	(76.2)
<b>01</b>	Net Operating CF	10.8	14.4	29.8	73.2
<b>02</b>	Investing CF	(2.3)	(1.9)	(16.0)	(5.5)
<b>03</b>	Financing CF	(0.9)	(0.7)	96.6	(0.0)
	<b>Change in cash</b>	<b>7.6</b>	<b>11.9</b>	<b>110.4</b>	<b>67.8</b>
	<b>Cash End of Period</b>	<b>204.4</b>	<b>94.2</b>	<b>204.4</b>	<b>94.2</b>

**01** Net OCF for the FY 2021 was negatively affected by change in working capital and higher taxes vs last year (while in FY20 working capital changes had positive impact on net OCF). Negative working capital changes of USD 21m (vs positive USD 19m in FY20) were mainly from: decrease in payables for UA, expenses related to IPO and settlement of Washington case (USD 6.5m).

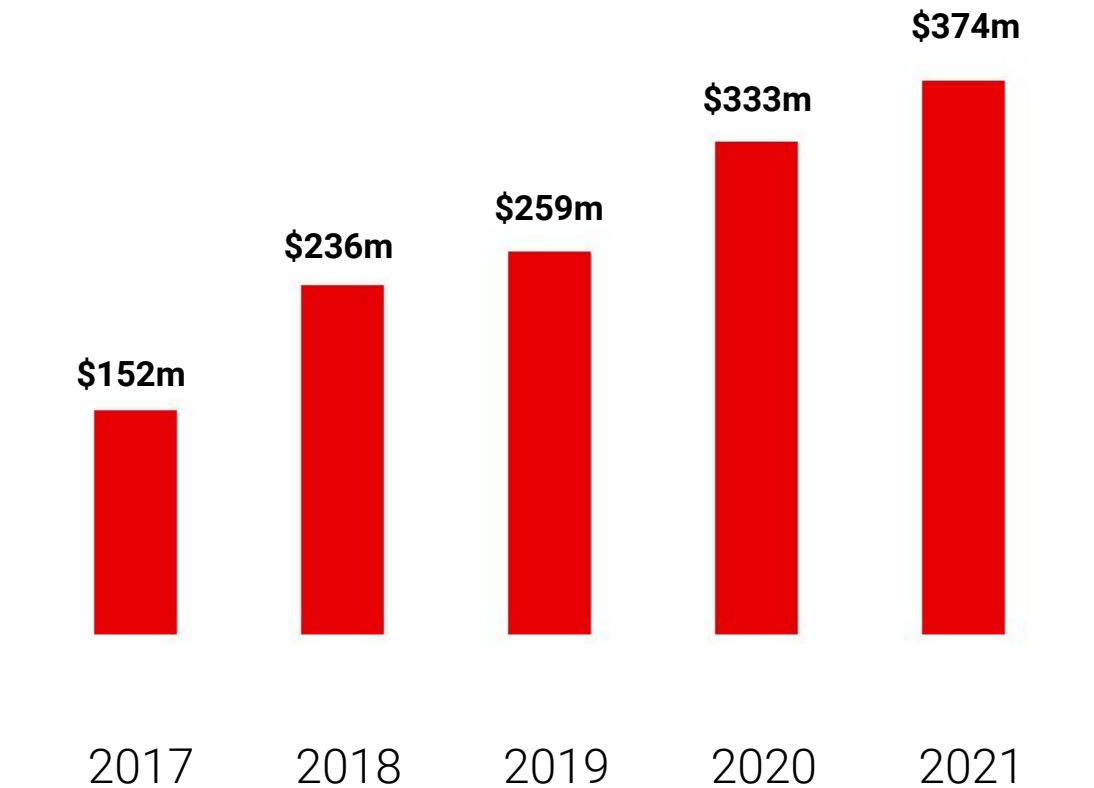
In Q4 21 compared to Q4 20 again negative changes in working capital of USD 3.6m vs positive changes of USD 10.9m a year ago.

**02** Cash flow from investing activities in FY 2021 was higher vs FY 20 mainly due to payment for Traffic Puzzle (USD 9.5m) and higher expenditures on software vs last year.

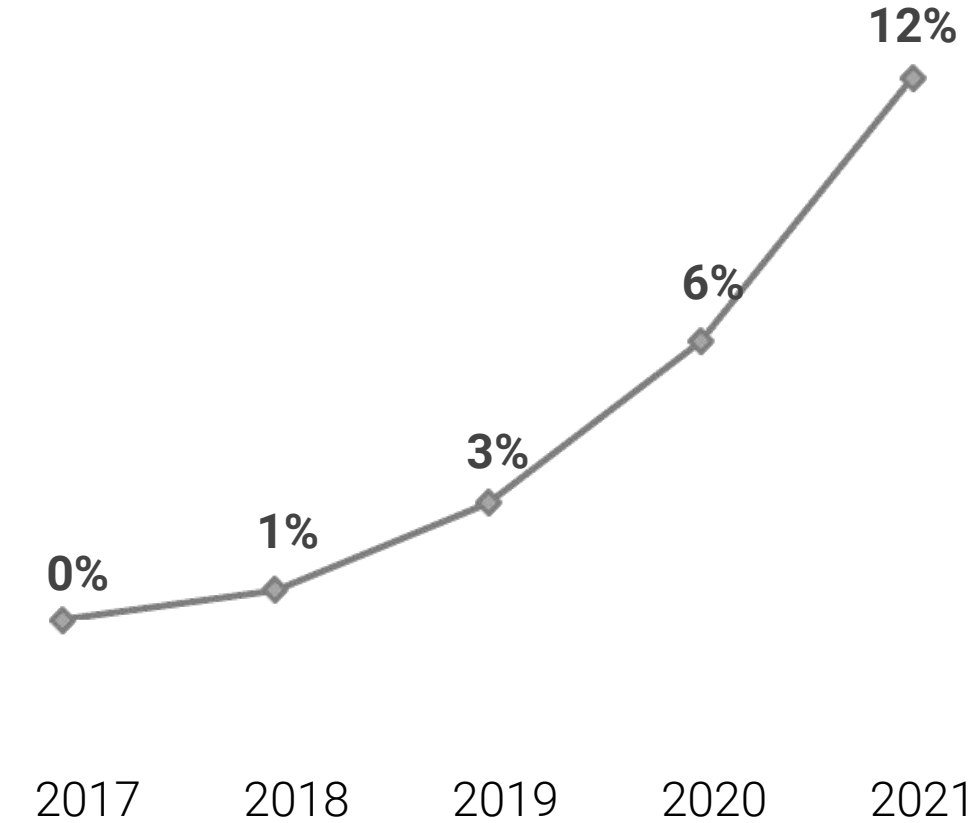
**03** Financing cash flow in FY 2021 reflected mainly net cash from IPO (USD 100m).

# Huuuge's strong track record of revenue growth and improving diversification of our portfolio

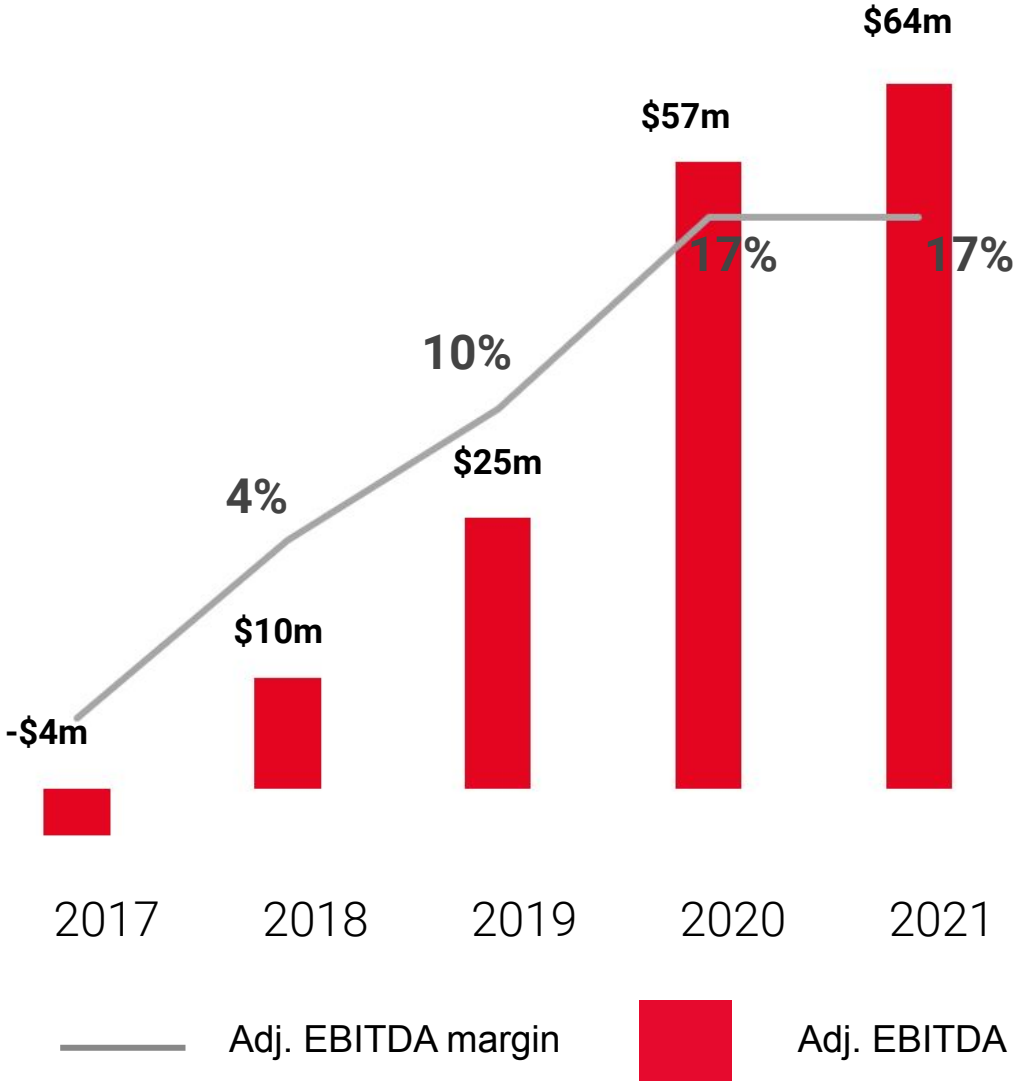
Revenue m\$



New franchises as % of revenue



Improvement in adj. EBITDA \$



# SBB commencement

- **Up to 2,500,000**
- **Single trading day will not exceed 25%** of the average daily volume of trade for the last 20 days
- **Max price PLN 40** per share
- **Max amount of PLN 100,000,000** for the SBB
- **The SBB** will end no later than March 31, 2023



A festive banner for HUUUGE's 2022 highlights. The background is dark red with glowing red bokeh and red fireworks. Confetti in blue, orange, and pink is scattered throughout. On the left, a red fuzzy creature with large eyes sits atop a green character with a leaf on its head. Below them is a boy in a blue space helmet. In the bottom left, a grey shark-like creature with sharp teeth and a blue yeti-like creature are visible. On the right, a golden bear-like creature and a green alien with large eyes are at the top. Below them is a girl with pink hair in a space helmet, and at the bottom right, a grey cat-like character with purple markings holds a golden staff. The word "HUUUGE" is centered in a white box with a black border, and "2022 Highlights" is written in white below it.

**HUUUGE**

# 2022 Highlights

# New Franchise Publishing: Continued Momentum



- Successfully executing on Publishing 2.0 - a key funnel for inorganic growth opportunities
- Integration of Diffy and College Love Game complete. Now scaling both games via product and marketing improvements
- Active pipeline of 16 new opportunities being processed
- Games within the Publishing division are still immature, currently generating ~\$4,000/day in aggregate

# New Franchise Development: Active Pursuit



**+ More casual games**

# 2022 Plans: Investing in the Future

## Core Franchises



- Focus on HC/BC longevity via investments in technology, systems, and game economy. Build the foundations for the **future of success**
- Traffic Puzzle primed for double digit growth. Investment in a second product for the franchise, and the **future of organic growth**

## New Franchises



- Investment in the next generation of Huuuge products, and frontier technologies disrupting the **future of game design**:
  - Soft launch new games
  - Enter Web3 space
- Investment in the network via Huuuge Publishing: the **future of inorganic growth**

**HUUUGE**

One More Thing





# Exploring Web3: First Steps

Blockchain technology represents an opportunity to build extraordinary games with novel mechanics, unlock new business models, and evolve beyond the status quo. **Huuuge is actively building games for Web3**

**Phase 1:** Explore options for strategic partnership with blockchain gaming experts and infrastructure providers

**Phase 2:** Release Huuuge Live; new social gaming platform featuring a variety of games, fun live tournaments, tokens and much more

**Phase 3:** If successful, release subsequent games at the intersection of social gaming and Web3, leveraging Huuuge's tokens across multiple products





**Thank you**

For more information please see <https://ir.huugegames.com>

**HUUUGE**

# Appendix



# Financial data

P&L (USDm)	2017	2018	2019	2020	2021
Revenue	152.1	236.1	259.4	332.7	373.7
Cost of sales	-44.8	-71.8	-79.1	-99.6	-109.6
<b>Gross profit/(loss) on sales</b>	<b>107.3</b>	<b>164.3</b>	<b>180.2</b>	<b>233.1</b>	<b>264.1</b>
Sales and marketing expenses, including	-103.5	-135.5	-129.5	-125.1	-146.2
<i>User acquisition marketing campaigns</i>	<i>na</i>	<i>na</i>	-119.9	-111.5	-130.0
<i>General Sales and marketing expenses</i>	<i>na</i>	<i>na</i>	-9.6	-13.6	-16.2
Research and development expenses	-4.1	-10.0	-15.8	-29.8	-33.1
General and administrative expenses	-4.9	-11.0	-14.2	-27.6	-40.6
Other operating income/(expense), net	0.0	-0.2	-6.5	-0.3	0.4
<b>Operating result</b>	<b>-5.1</b>	<b>7.6</b>	<b>14.2</b>	<b>50.2</b>	<b>44.6</b>
Finance income	0.0	0.3	0.5	2.1	0.0
Finance expense	-4.2	-3.2	-5.9	-128.5	-45.6
<b>Profit/(loss) before tax</b>	<b>-9.3</b>	<b>4.7</b>	<b>8.9</b>	<b>-76.2</b>	<b>-1.0</b>
Income tax	0.2	-1.7	-4.6	-6.4	-8.7
<b>Net result for the period</b>	<b>-9.1</b>	<b>3.0</b>	<b>4.3</b>	<b>-82.6</b>	<b>-9.7</b>

Balance sheet (USDm)	2017	2018	2019	2020	2021
Total non-current assets	2.3	2.0	4.7	17.3	67.5
Total current assets	48.6	51.6	48.4	124.5	232.4
<b>Total assets</b>	<b>50.8</b>	<b>53.6</b>	<b>53.1</b>	<b>141.8</b>	<b>299.9</b>
Total equity	-20.3	-9.5	-19.8	-96.0	226.1
Total non-current liabilities	52.0	47.4	50.1	183.0	13.0
Total current liabilities	19.1	15.7	22.8	54.8	60.9
<b>Total equity and liabilities</b>	<b>50.8</b>	<b>53.6</b>	<b>53.1</b>	<b>141.8</b>	<b>299.9</b>

Cash flow (USDm)	2017	2018	2019	2020	2021
Net cash flows from operating activities	-4.8	4.5	13.0	73.2	28.9
Net cash from investing activities	-0.7	-0.6	-0.6	-5.5	-16.0
Net cash from financing activities	26.9	0.1	-21.1	0.0	97.2
<b>Cash and cash equivalents</b>	<b>30.2</b>	<b>35.0</b>	<b>26.3</b>	<b>94.2</b>	<b>204.4</b>

1Q20	2Q20	3Q20	4Q20	4Q20	1Q21	2Q21	3Q21	4Q21
76.0	88.9	78.5	89.2	89.2	95.7	97.5	92.0	88.5
-23.0	-26.8	-23.5	-26.3	-26.3	-28.1	-28.7	-27.0	-25.8
<b>53.1</b>	<b>62.1</b>	<b>55.0</b>	<b>62.9</b>	<b>62.9</b>	<b>67.6</b>	<b>68.8</b>	<b>65.0</b>	<b>62.7</b>
-24.0	-23.7	-33.9	-43.6	-43.6	-43.2	-39.3	-34.1	-29.6
-21.4	-19.9	-30.3	-40.0	-40.0	-39.1	-34.8	-29.9	-26.3
-2.6	-3.8	-3.5	-3.6	-3.6	-4.1	-4.5	-4.2	-3.4
-5.9	-7.8	-7.6	-8.7	-8.7	-7.8	-8.0	-9.6	-7.7
-5.7	-4.5	-7.2	-10.0	-10.0	-10.0	-10.1	-10.9	-9.6
0.1	-0.3	0.3	-0.4	-0.4	0.0	-0.1	0.8	-0.3
<b>17.5</b>	<b>25.9</b>	<b>6.8</b>	<b>0.1</b>	<b>0.1</b>	<b>6.5</b>	<b>11.2</b>	<b>11.3</b>	<b>15.6</b>
0.0	0.4	0.5	1.1	1.1	0.1	-0.1	0.0	0.0
-3.0	-8.6	-7.6	-109.3	-109.3	-43.6	0.5	-1.5	-1.0
<b>14.6</b>	<b>17.7</b>	<b>-0.3</b>	<b>-108.2</b>	<b>-108.2</b>	<b>-37.0</b>	<b>11.7</b>	<b>9.8</b>	<b>14.5</b>
-1.8	-3.5	-1.9	0.8	0.8	-0.6	-2.5	-2.4	-3.2
<b>12.8</b>	<b>14.2</b>	<b>-2.2</b>	<b>-107.4</b>	<b>-107.4</b>	<b>-37.5</b>	<b>9.1</b>	<b>7.4</b>	<b>11.4</b>

1Q20	2Q20	3Q20	4Q20	4Q20	1Q21	2Q21	3Q21	4Q21
-	-	-	17.3	17.3	17.1	55.6	54.6	67.5
-	-	-	124.5	124.5	221.9	216.8	224.8	232.4
<b>-</b>	<b>-</b>	<b>-</b>	<b>141.8</b>	<b>141.8</b>	<b>238.9</b>	<b>272.4</b>	<b>279.4</b>	<b>299.9</b>
-	-	-	-96.0	-96.0	188.6	200.3	211.8	226.1
-	-	-	183.0	183.0	4.8	4.7	4.0	13.0
-	-	-	54.8	54.8	45.6	67.4	63.6	60.9
<b>-</b>	<b>-</b>	<b>-</b>	<b>141.8</b>	<b>141.8</b>	<b>238.9</b>	<b>272.4</b>	<b>279.4</b>	<b>299.9</b>

1Q20	2Q20	3Q20	4Q20	4Q20	1Q21	2Q21	3Q21	4Q21
16.3	26.5	16.0	14.4	15.0	-8.3	8.5	18.8	10.8
-0.6	-1.5	-1.5	-1.9	-1.9	-0.6	-11.4	-1.7	-2.3
9.2	-0.6	-7.9	-0.7	-1.3	98.6	-0.5	-0.6	-0.9
<b>51.2</b>	<b>75.4</b>	<b>82.2</b>	<b>94.2</b>	<b>94.2</b>	<b>183.2</b>	<b>180.4</b>	<b>195.6</b>	<b>204.4</b>



# Appendix - KPI's

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
<b>Total DAU</b>	<b>632,113</b>	<b>850,717</b>	<b>911,048</b>	<b>947,188</b>	<b>789,831</b>
Core Franchises	509,356	772,029	769,134	628,119	478,960
New franchises	0	438	101,328	300,469	300,696
	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
<b>Total DPU</b>	<b>14,152</b>	<b>21,357</b>	<b>25,498</b>	<b>27,146</b>	<b>25,865</b>
Core Franchises	13,265	20,890	23,831	24,095	20,623
New franchises	0	2	1,493	2,982	5,189
	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
<b>Conversion (monthly, MPU/MAU)</b>	<b>4.2%</b>	<b>5.5%</b>	<b>5.5%</b>	<b>4.5%</b>	<b>5.5%</b>
Core Franchises	4.9%	6.2%	6.5%	7.4%	8.7%
New franchises	n/a	0.9%	2.4%	1.6%	2.9%
(USD)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
<b>ARPPU</b>	<b>0.66</b>	<b>0.76</b>	<b>0.78</b>	<b>0.96</b>	
Core Franchises	0.80	0.83	0.90	1.36	
New franchises	n/a	0.10	0.18	0.19	
(USD)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
<b>Daily ARPPU</b>	<b>28.7</b>	<b>29.9</b>	<b>27.8</b>	<b>32.8</b>	
Core Franchises	30.2	30.4	28.9	35.3	

Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
<b>874,002</b>	<b>876,371</b>	<b>913,997</b>	<b>979,820</b>	<b>980,224</b>	<b>970,211</b>	<b>944,456</b>	<b>893,861</b>	<b>888,781</b>	<b>773,229</b>	<b>769,744</b>	<b>727,568</b>
801,215	758,581	769,710	747,029	721,866	645,541	577,293	567,775	545,487	483,502	452,979	433,872
22,795	80,562	111,012	190,941	228,229	303,097	354,497	316,055	331,953	277,612	307,410	285,809
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
<b>24,888</b>	<b>23,595</b>	<b>26,100</b>	<b>27,410</b>	<b>27,535</b>	<b>27,861</b>	<b>25,412</b>	<b>27,775</b>	<b>28,596</b>	<b>26,148</b>	<b>24,364</b>	<b>24,352</b>
24,522	23,113	23,409	24,279	24,962	25,160	22,435	23,823	23,240	20,820	19,114	19,320
93	324	2,573	2,981	2,469	2,619	2,927	3,913	5,290	5,260	5,210	4,997
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
<b>6.2%</b>	<b>5.4%</b>	<b>5.5%</b>	<b>4.9%</b>	<b>4.8%</b>	<b>4.2%</b>	<b>4.2%</b>	<b>4.8%</b>	<b>5.0%</b>	<b>5.7%</b>	<b>5.5%</b>	<b>5.8%</b>
6.9%	6.9%	6.2%	6.2%	6.8%	7.2%	7.7%	8.3%	8.3%	8.4%	9.0%	9.1%
0.8%	0.5%	3.9%	2.8%	1.8%	1.3%	1.5%	2.0%	2.5%	3.3%	2.9%	3.1%
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
<b>0.80</b>	<b>0.78</b>	<b>0.77</b>	<b>0.78</b>	<b>0.86</b>	<b>1.01</b>	<b>0.90</b>	<b>1.08</b>	<b>1.20</b>	<b>1.39</b>	<b>1.30</b>	<b>1.32</b>
0.87	0.89	0.88	0.96	1.11	1.44	1.38	1.55	1.72	1.96	1.93	1.93
0.05	0.04	0.25	0.22	0.17	0.15	0.15	0.28	0.38	0.45	0.40	0.43
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
<b>28.0</b>	<b>28.7</b>	<b>26.9</b>	<b>27.7</b>	<b>30.1</b>	<b>34.7</b>	<b>32.6</b>	<b>33.7</b>	<b>35.7</b>	<b>39.5</b>	<b>39.3</b>	<b>37.7</b>
28.3	29.1	28.7	29.6	31.9	37.0	35.3	36.9	40.3	46.8	45.7	43.4

# Appendix - Glossary

<b>ARPPU</b>	Average revenue per paying user.
<b>ARPPU</b>	Average revenue per paying user.
<b>DAU</b>	The number of individual users who played a game on a particular day.
<b>DPU</b>	The number of players (active users) who made a purchase on a given day.
<b>Live Ops</b>	Activities aimed at increasing the player engagement, among others, by adding new features to games, recurring and one-off virtual events in which players can participate, and active management of promotions within the game.
<b>MAU</b>	The number of individual users who played a game during a particular month.
<b>Monthly Conversion</b>	The percentage of MAU that made at least one purchase in a month during the same period In-app purchases. Payments made by users after downloading a game, in connection with the purchase of additional game features. In-app purchases can be made through various non-cash payment instruments (e.g. payment card, transfer), various electronic channels (e.g. e-banking, mobile phone) or using payment service providers (e.g. PayPal).
<b>MPU</b>	MPU is defined as the number of players (active users) who made a purchase at least once in a given month.
<b>Retention</b>	The number of users who continued to use the game after a certain period of time after downloading the application.
<b>UAMC</b>	
<b>User acquisition marketing campaigns</b>	Process of the acquisition of users through paid campaigns or promotional offers



**HUUUGE** Play Together.

For more information please see <https://ir.huuugegames.com>