



HUUUGE

Investor Presentation

APRIL 2023

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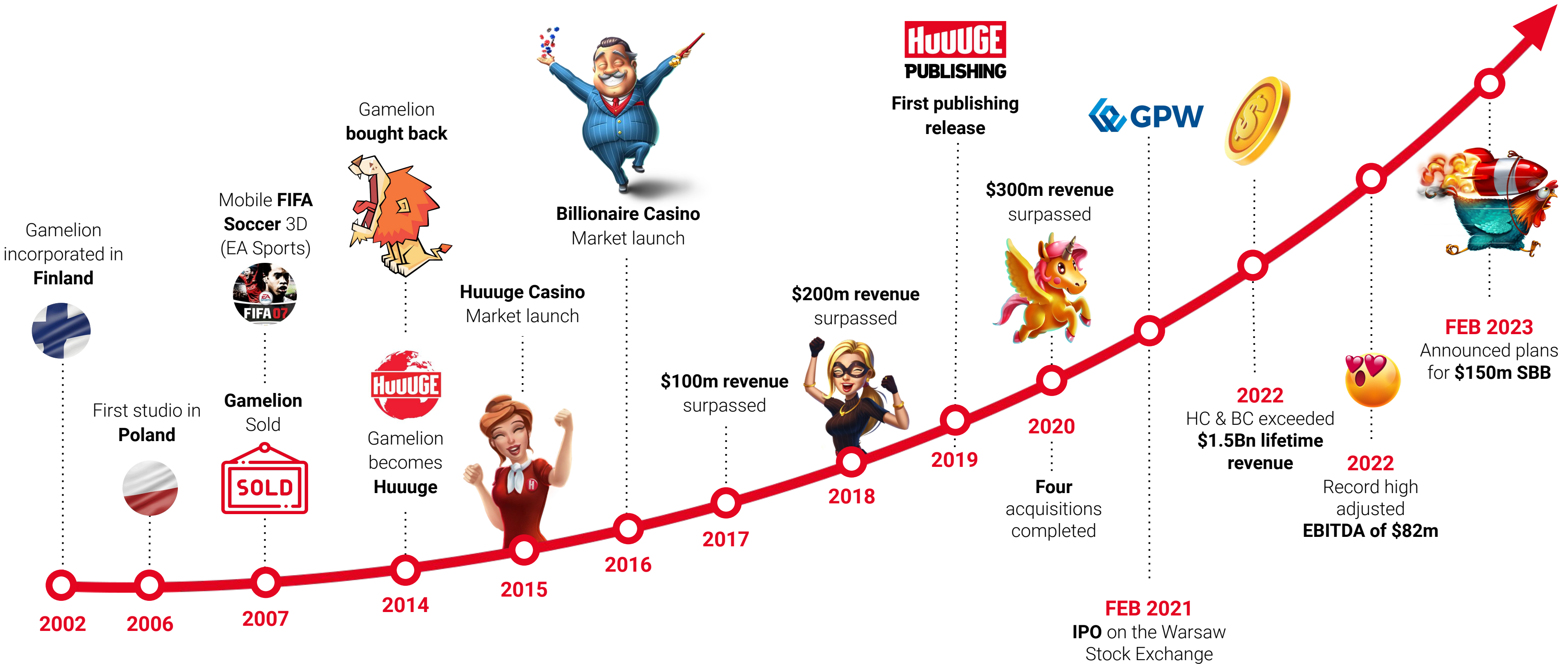
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How we became Huuuge



Gamelion incorporated in Finland



First studio in Poland



Mobile **FIFA Soccer 3D** (EA Sports)



Gamelion Sold



Gamelion bought back



Gamelion becomes Huuuge

Billionaire Casino Market launch



Huuuge Casino Market launch



\$100m revenue surpassed



\$200m revenue surpassed



First publishing release



\$300m revenue surpassed

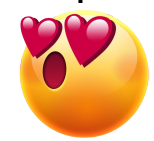


Four acquisitions completed



2022 HC & BC exceeded \$1.5Bn lifetime revenue

2022 Record high adjusted EBITDA of \$82m



FEB 2023 Announced plans for \$150m SBB



Huuuge at a glance

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Highly profitable and cash generative
business model

Leading presence in the Social Casino
mobile gaming market

Robust cash position of \$222 m
as of 31st December 2022, post Share Buy Back
and Traffic Puzzle payments

Highly profitable
core titles with predictable long-term revenue

~\$150m Share Buyback Program
planned

\$319m

2022 Bookings

3

of distinct franchises

26%

2022 Adjusted
EBITDA margin

\$82m

2022 Adj. EBITDA

2m

MAUs (Q4 2022)

\$222m

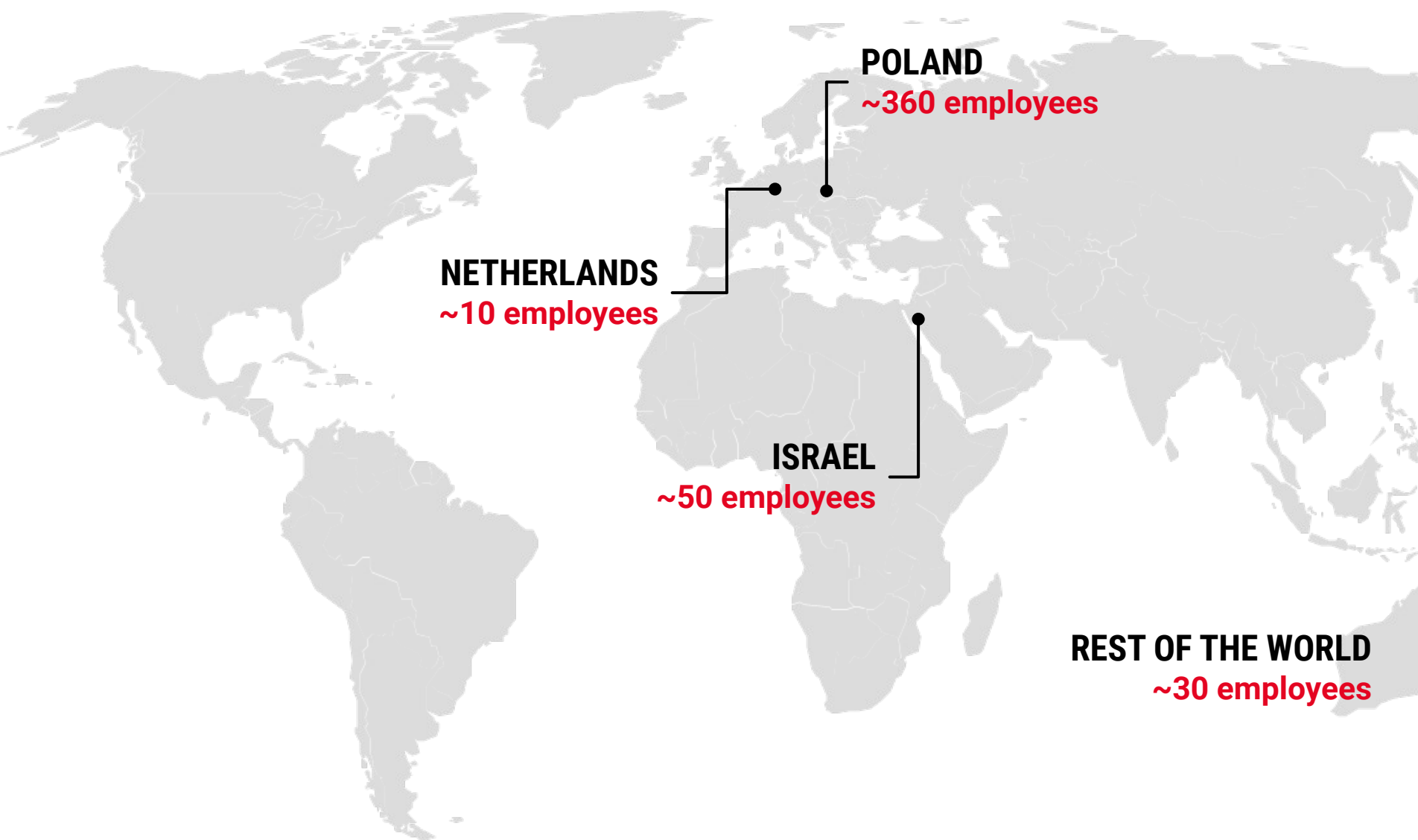
Cash eop (Q4 2022)



Team of teams



Global presence with streamlined operations footprint, with players from almost 200 countries playing our games



Management team comprised of industry veterans with deep expertise in gaming



Anton Gauffin
CEO



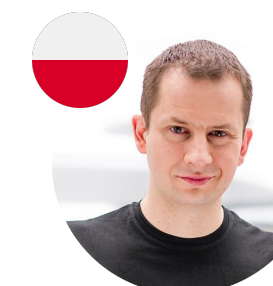
Wojciech Wronowski
Chief Operating Officer



Jon Bellamy
Chief Commercial Officer



Erik Duindam
Chief Technology Officer



Marek Chwałek
EVP Finance



Maciej Hebda
SVP Strategy & Planning



Yehoshua Gurtler
General Counsel

A 'Huuugely' exciting and differentiated proposition



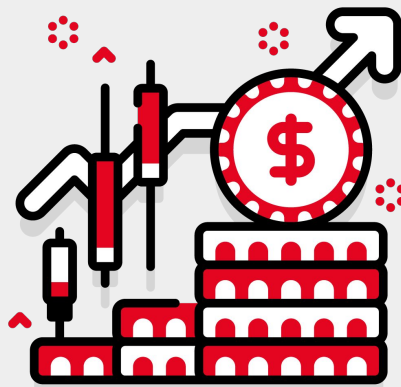
Massive and prospective mobile gaming market



Leader in truly social mobile gaming with proven games and attractive pipeline



Highly valuable user base and **best-in-class** monetisation metrics



Profitable and cash generative business model



Proven **Build & Buy** strategy with ~\$222m of cash (EoY 2022)



Founder-led, **visionary and experienced team** with a strong track record of success

BUSINESS

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Truly social - core titles overview



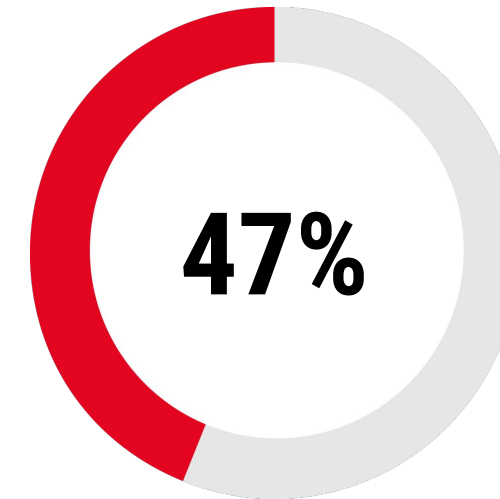
Driving stickiness and monetization to best in class KPI's

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CASINO

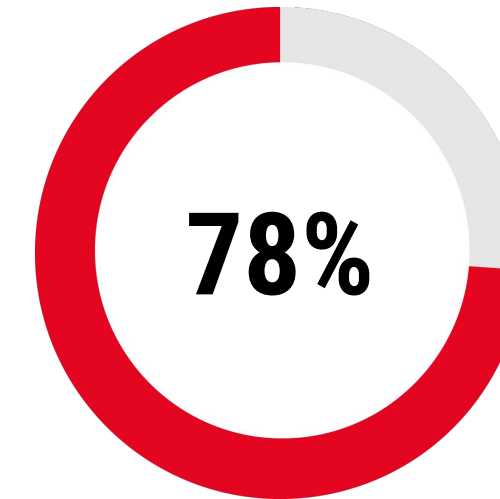
59%
Of total revenue
in 2022

~\$1.1bn
lifetime revenue since
launch (2015-2022)

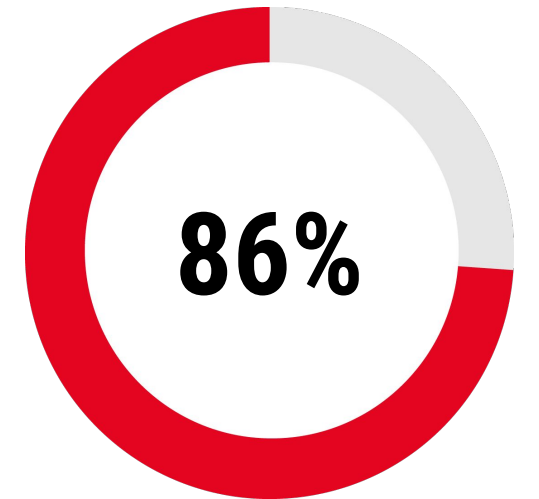
USD 2.30
ARPPU
(Q4 2022)



of MAU are part
of a club



of paying users
are part of one or
more clubs



of paying users
interact with other
players

Billionaire
CASINO

USD 2.10
ARPPU
(Q4 2022)

>\$0.5bn
lifetime revenue since
launch
(2015-2022)

31%
Of total revenue
in 2022



ARPPU of a clubber
vs a non clubber is approx.

6x higher

ARPPU of a clubber
vs a non clubber is approx.

40% higher

Core franchises

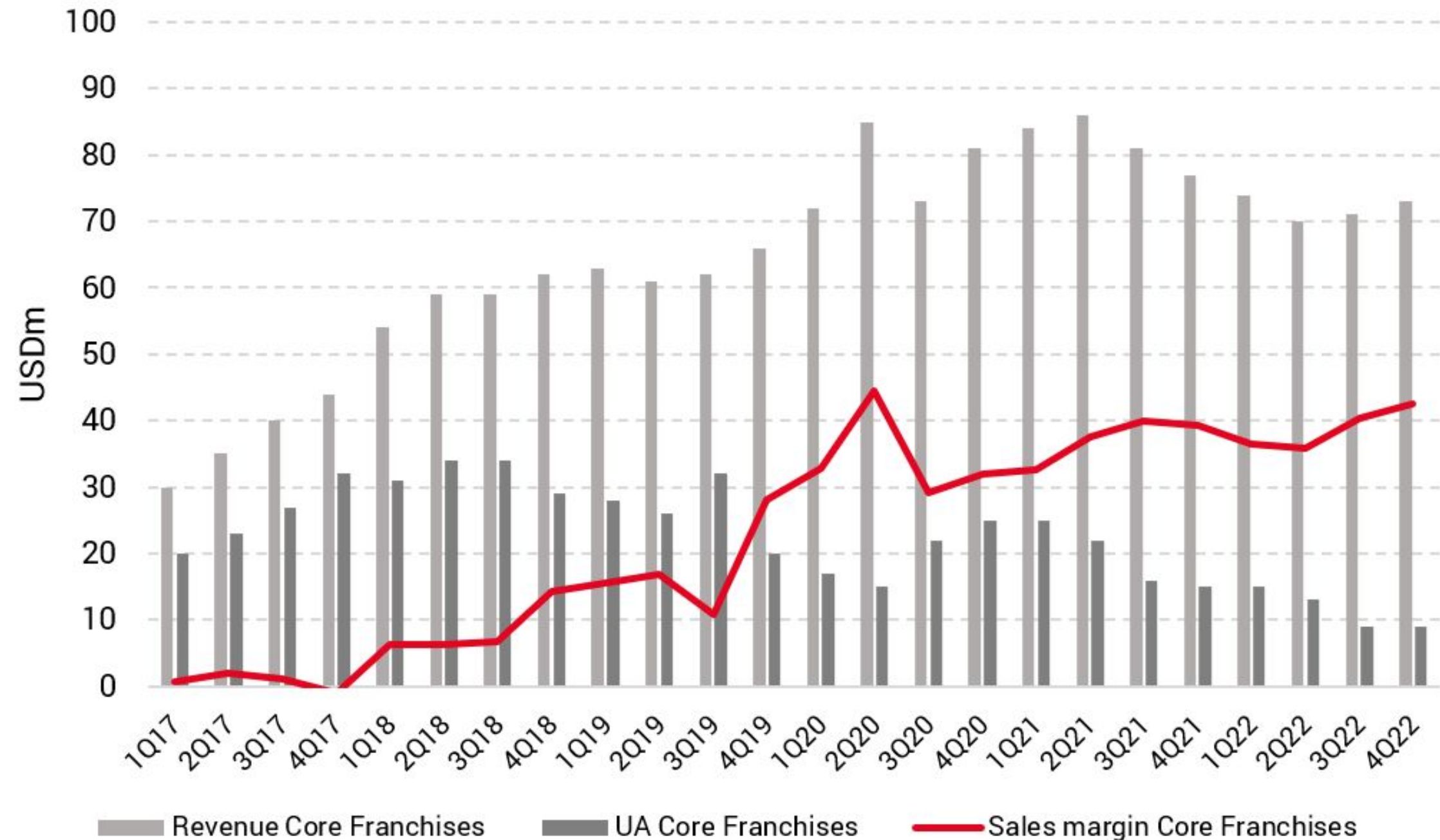
Harvesting long-term profits

Best in class monetization metrics (conversion, ARPDAU and ARPPU) vs peers driven by our **clubs and social features**

Highly profitable with predictable long-term revenue

Extraordinary **retention of our most valuable players**

Focus going forward on **profitability and longevity**: quality vs quantity



Core Franchises: Live Projects

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More upside from everlasting player relationships

Extension of Huuuge's VIP Program

Generating an uplift in engagement, retention and monetization of our most valuable players

Expansion of our webshop for HC & BC

With an enthusiastic response from our players, we have expanded beyond the US to new geographies (EU, Canada, Australia). Further expansion through a **playable PC version** of HC and BC in 2H 2023

Introduction of a more balanced and segmented game economy

- more reasons for all players to stay, play & pay



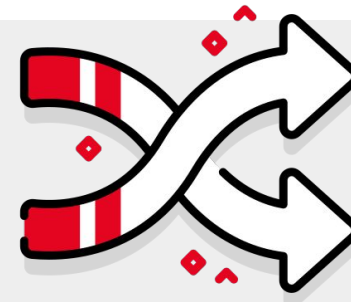
Creation of Pods

REFOCUSING OUR EFFORTS ON BUILDING GAMES



What are Pods?

- Small agile units with a startup mentality and full creative freedom, operating as independent “innovation studios”
- We will not be afraid to iterate and to kill games
- We aim to establish at least 5 pods in 2023, 3 are already operational



Why?

- The market landscape is constantly changing and we need to adapt
- Post-IDFA environment makes paid User Acquisition very difficult. We need to focus more on organic discovery and community building
- Hit ratios in gaming more broadly, and in mobile in particular are extremely low - rapid iteration and multiple shots on goal are a must



How?

New games with attributes that play to our strengths and reflect market conditions

- Multiplayer games with natural word-of-mouth distribution
- Games with highly shareable moments
- Socially-oriented long term retention drivers
- Games with high accessibility and universal appeal
- Language and platform agnostic. We need to acknowledge the market reality and go beyond just mobile

Company-Wide Paradigm Shift

CONTINUED FOCUS ON OPTIMIZATION AND PRODUCTIVITY IMPROVEMENTS



Lower Marketing Expenses

We are limiting our marketing investments - lower spend on UA / performance marketing. We are exploring other channels such as influencer marketing and brand marketing



Adjusting headcount to reflect our strategic positioning, but without jeopardizing our future

Our headcount should be lower by ~20% (vs EoY 2022) as a result of the already implemented and ongoing initiatives:

- Traffic Puzzle studio sunset and Marketing team reduction
- Collective redundancies as announced in our Current Report No 12/2023

We expect our productivity as measured by Revenue per FTE to improve throughout 2023



Ongoing analysis and streamlining of non-salary OPEX

We are actively looking at reducing complexity across the whole organization

Returning cash to our shareholders

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\$150M SHARE BUY BACK PLANNED IN 1H 2023

Our cash position is stronger than ever - \$237m balance (as of 10 March 2023)

- We continue to execute on our harvesting strategy, which translates into strong cash flows
- Our cash and deposits are diversified across several banks (classified as Global Systemically Important Banks by the Financial Stability Board)

We plan to execute the SBB in 1H 2023

- The SBB will comply with applicable US and PL regulations, including with respect to the length of the subscription period (SEC regulations impose a minimal subscription period applicable to the invitation to sell)
- The contemplated buyback will be a taxable transaction. Non-U.S. shareholders may be subject to U.S. withholding tax at a 30% rate unless a lower rate applies under an applicable treaty (e.g. lowered to 15% for Polish shareholders provided they fill in the relevant tax forms)
- We are working with external service providers to allow participating shareholders to fill in all relevant tax information online
- Taking into account the project complexity, our reporting calendar and closed periods, the SBB could start not earlier than our 1Q 2023 earnings announcement
- After the buyback, Management will recommend to the Board of Directors of Huuuge to cancel the shares bought back from the market

All relevant details of the SBB will be published in due course in a manner that shall provide adequate advance notice to stockholders

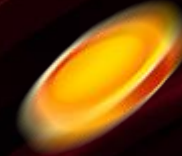
- If and when the Board of Directors of Huuuge adopts all the details of the SBB, we will share with the market the details on price, timing and all other relevant considerations



FINANCIALS



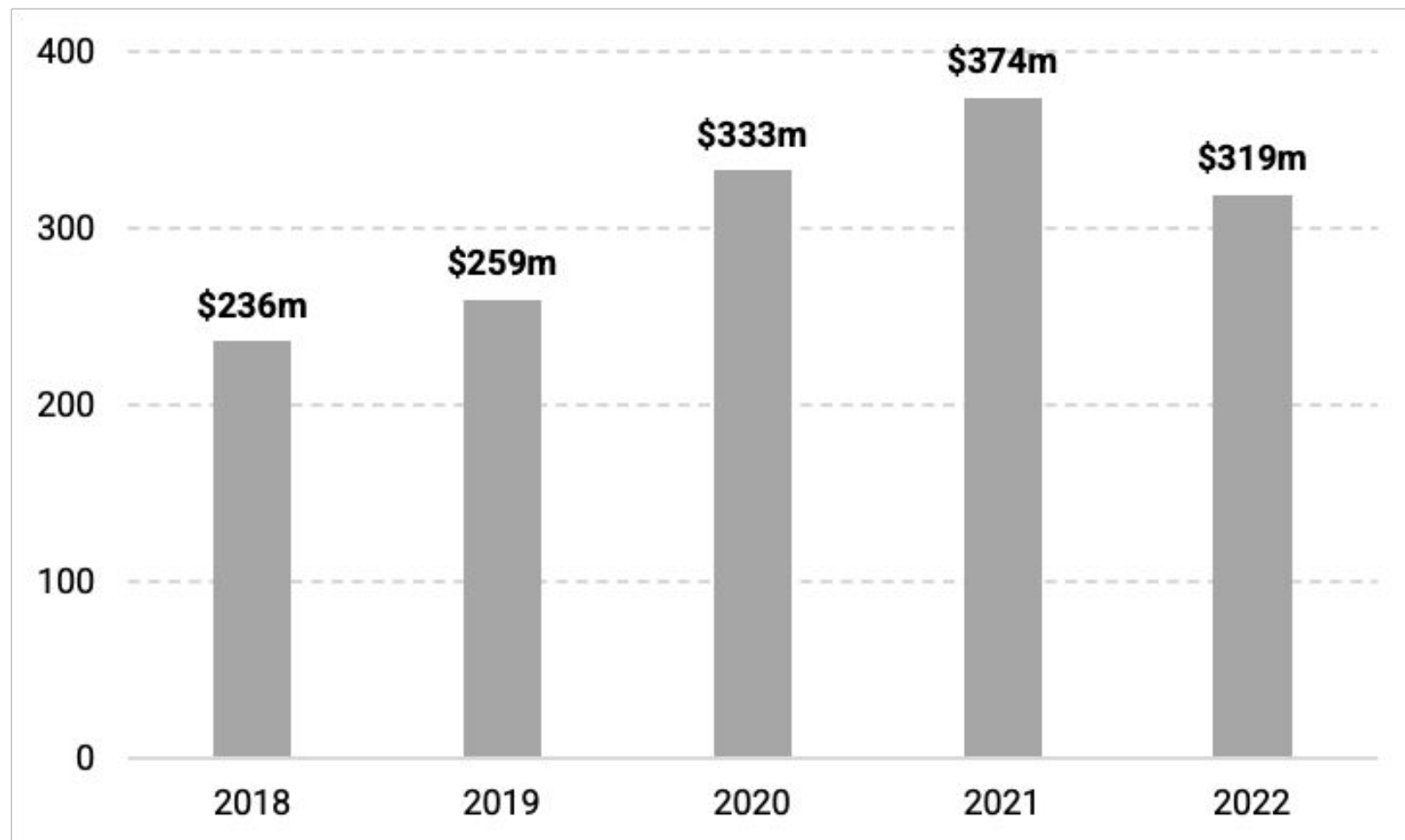
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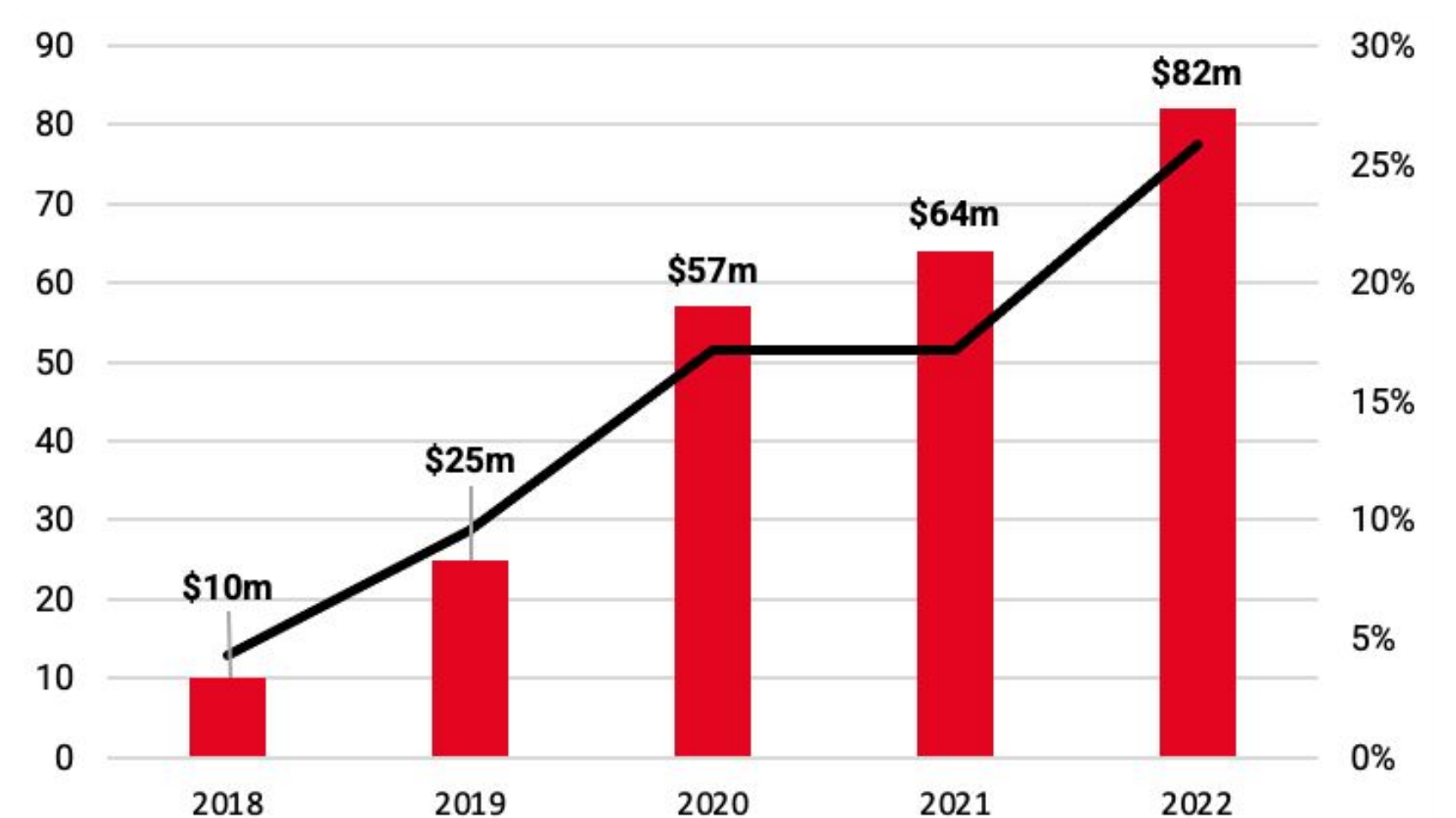
Consistent improvement in profitability



Revenue (\$m)



Adjusted EBITDA (\$m, LHS), Adj. EBITDA margin (% , RHS)



Financial Performance

01 FY revenue decline driven mainly by core franchises, while in Q4 additionally by the gradually declining Traffic Puzzle revenue. The key driver for all games was the lower marketing spend amplified by the broader post-Covid market headwinds

02 The decrease in UA marketing campaigns reflects our new user acquisition strategy and our adaptation to the post-IDFA mobile advertising environment

03 In Q3 & Q4 22 we spent \$3.4m on the strategic options review. With the exception of this one-off expense we would see FY and Q4 decline in both R&D and G&A resulting from streamlining and optimizing our cost base

04 Traffic Puzzle asset impairment

05 Record high adjusted EBITDA in FY'22 and Q4'22

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| USD m | 2022 | 2021 | YoY | Q4 22 | Q4 21 | YoY |
|---|--------------|---------------|---------------|--------------|--------------|---------------|
| Core Franchises | 288.1 | 328.1 | -12.2% | 72.9 | 77.2 | -5.6% |
| Traffic Puzzle | 26.2 | 34.0 | -23.0% | 4.1 | 9.4 | -56.8% |
| Other | 4.4 | 11.7 | -62.5% | 0.7 | 1.9 | -62.0% |
| 01 Revenue | 318.6 | 373.7 | -14.7% | 77.6 | 88.5 | -12.2% |
| Gross profit/(loss) on sales | 221.7 | 261.5 | -15.2% | 54.0 | 61.8 | -12.5% |
| 02 Sales and marketing expenses | -88.8 | -146.2 | -39.3% | -13.8 | -29.6 | -53.3% |
| Research and development expenses | -29.6 | -33.1 | -10.7% | -6.5 | -7.7 | -15.8% |
| 03 General and administrative expenses | -39.6 | -38.0 | 4.3% | -9.7 | -8.6 | 13.5% |
| 04 Impairment of intangible assets | -26.1 | | | -26.1 | | |
| Other operating income/(expense), net | 1.0 | 0.4 | 147.0% | 0.3 | -0.3 | n/a |
| Operating result | 38.6 | 44.6 | -13.4% | -1.8 | 15.6 | n/a |
| Finance income/expense, net | 0.4 | -45.6 | | 1.5 | -1.0 | |
| Profit/(loss) before tax | 39.1 | -1.0 | n/a | -0.2 | 14.5 | n/a |
| Income tax | -7.0 | -8.7 | -18.8 | -0.6 | -3.2 | |
| Net result for the period | 32.0 | -9.7 | n/a | -0.9 | 11.4 | n/a |
| 05 Adjusted EBITDA | 82.3 | 64.4 | 27.9% | 29.7 | 20.7 | 43.4% |

Balance Sheet

01 Includes mainly intangible assets and office leases. The decrease driven by the Traffic Puzzle impairment

02 Primarily cash and cash equivalents (\$222.2m, or 89% of current assets)

03 Decrease in current liabilities results mainly from the last two payments for Traffic Puzzle (\$29.4m) in Q1 and Q3 2022

| USDm | December 31, 2022 | December 31, 2021 |
|-------------------------------------|-------------------|-------------------|
| 01 Non-current assets | 37.4 | 67.5 |
| 02 Current assets | 248.9 | 232.4 |
| Total assets | 286.3 | 299.9 |
| Total equity | 240.7 | 226.1 |
| Non-current liabilities | 10.0 | 13.0 |
| 03 Current liabilities | 35.6 | 60.9 |
| Total equity and liabilities | 286.3 | 299.9 |

Cash Flows

01 Strong OCF generation continued in Q4 which was our strongest ever quarter in terms of OCF generation - \$28.9m

02 Investing CF included \$29.4m of two final payment tranches for Traffic Puzzle

03 Financing CF in Q3 2022 YTD is mainly cash spent on share buyback - \$20.1m (suspended in August 2022)

| USDm | 2022 | 2021 | Q4 22 | Q4 21 |
|----------------------------|--------------|--------------|--------------|--------------|
| Pre-tax profit | 39.1 | -1.0 | -0.2 | 14.5 |
| 01 Net Operating CF | 71.0 | 29.8 | 28.9 | 10.8 |
| 02 Investing CF | -32.6 | -16.0 | -0.6 | -2.3 |
| 03 Financing CF | -21.8 | 96.6 | -0.8 | -0.9 |
| Change in cash | 17.8 | 102.8 | 29.1 | 16.4 |
| Cash End of Period | 222.2 | 195.6 | 222.2 | 195.6 |

Despite cash outflows associated with the Traffic Puzzle purchase and the SBB program, **the company's cash position materially improved throughout 2022**

As of 10 March 2023 our cash balance increased further to \$237m which further proves that our harvesting strategy is yielding tangible results

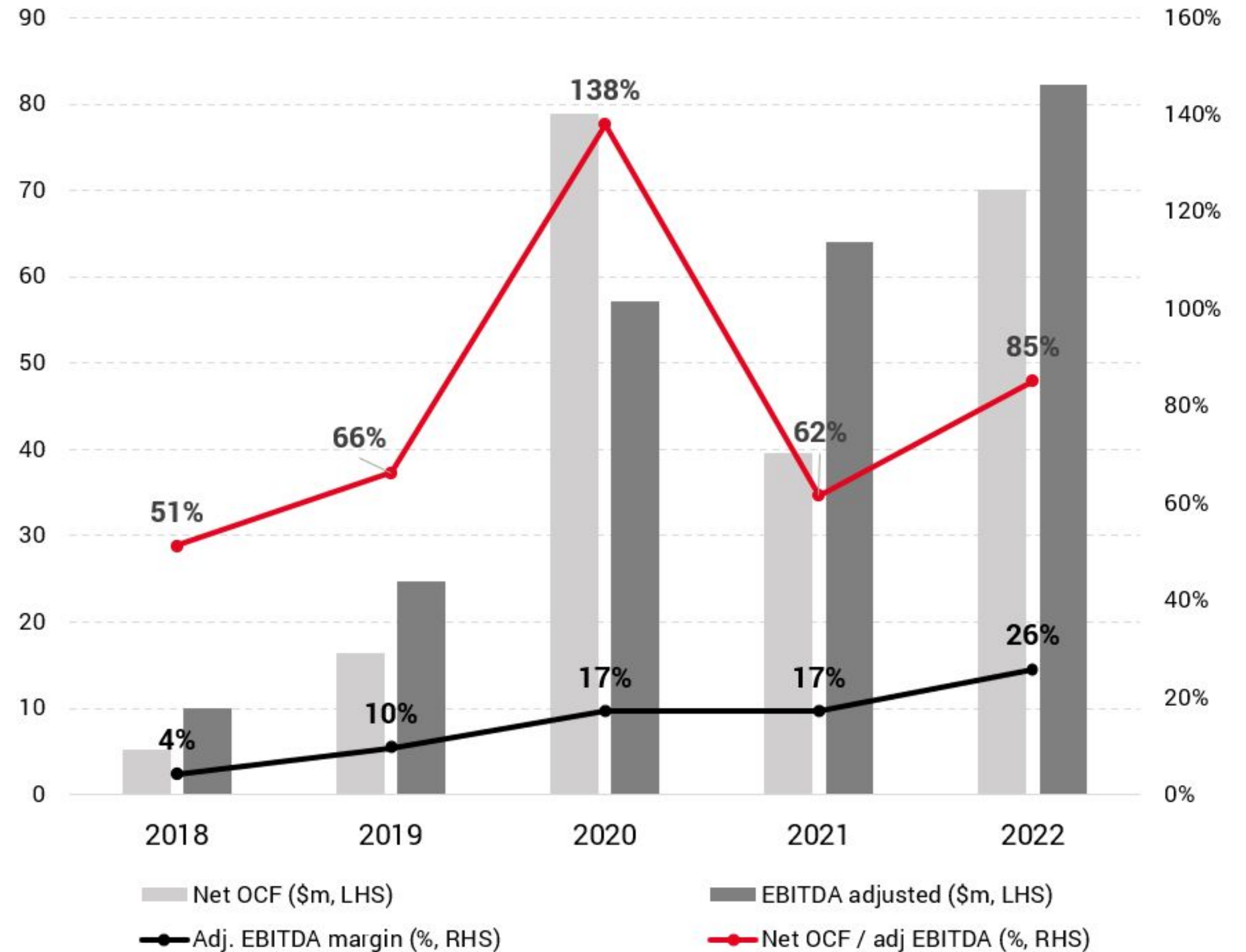
Highly Cash Generative Business

Focus on profitability of our products, continuous optimization of cost base, positive RoI projects **lead to positive FCF**

Cash is king in an uncertain environment and **we are a fundamentally strong business** in an extremely fortunate position

We recognize that we are one of the most cash generative businesses in the games industry (as measured by Net OCF to adjusted EBITDA conversion)

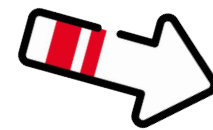
This gives us a lot of **flexibility when it comes to our future** - be it potential M&A, investments in internal projects or returning cash to our shareholders



Outlook for 2023

2023 Outlook (YoY)

Revenue



Marketing spend



Opex (non-marketing)



Adjusted EBITDA



Adjusted EBITDA margin (%)



Key Highlights

- **Fundamentally strong, cash generative business**, which is able to deliver tangible value to our shareholders
- Continued progress as the **globally #1 monetizing social casino operator**
- Pods - refocused approach to building new games
- We continue to **focus on optimization and productivity improvements**

Key Highlights

Continued progress as the **globally #1 monetizing social casino business**

Shift towards optimising user acquisition efficiency and maximising RoI
with a focus on the most redemptive channels

Additional opex discipline applied,
cutting discretionary expenses and moving more cost from fixed to variable

Strong cash generation
and significant balance sheet strength

Returning cash to our shareholders
Announced plans for \$150m Share Buyback

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Thank you

For more information please see ir.huuugegames.com

Financial data



| Profit & Loss account (USD m) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | Q1 20 | Q2 20 | Q3 20 | Q4 20 | Q1 21 | Q2 21 | Q3 21 | Q4 21 | Q1 22 | Q2 22 | Q3 22 | Q4 22 |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Revenue | 152.1 | 236.1 | 259.4 | 332.7 | 373.7 | 318.6 | 76.0 | 88.9 | 78.5 | 89.2 | 95.7 | 97.5 | 92.0 | 88.5 | 84.0 | 79.4 | 77.5 | 77.7 |
| Cost of sales | -44.8 | -71.8 | -79.1 | -99.6 | -112.2 | -98.9 | -23.0 | -26.8 | -23.5 | -26.3 | -28.1 | -29.4 | -28.0 | -26.8 | -25.5 | -24.0 | -23.8 | -23.6 |
| Gross profit/(loss) on sales | 107.3 | 164.3 | 180.2 | 233.1 | 261.5 | 221.7 | 53.1 | 62.1 | 55.0 | 62.9 | 67.6 | 68.2 | 64.0 | 61.8 | 58.5 | 55.4 | 53.8 | 54.0 |
| Sales and marketing expenses, including | -103.5 | -135.5 | -129.5 | -125.1 | -146.2 | -88.8 | -24.0 | -23.7 | -33.9 | -43.6 | -43.2 | -39.3 | -34.1 | -29.6 | -29.9 | -27.4 | -17.7 | -13.8 |
| <i>User acquisition marketing campaigns</i> | <i>na</i> | <i>na</i> | -119.9 | -111.5 | -130.0 | -73.7 | -21.4 | -19.9 | -30.3 | -40.0 | -39.1 | -34.8 | -29.9 | -26.3 | -26.3 | -23.1 | -14.2 | -10.1 |
| <i>General Sales and marketing expenses</i> | <i>na</i> | <i>na</i> | -9.6 | -13.6 | -16.2 | -15.1 | -2.6 | -3.8 | -3.5 | -3.6 | -4.1 | -4.5 | -4.2 | -3.4 | -3.6 | -4.2 | -3.5 | -3.8 |
| Research and development expenses | -4.1 | -10.0 | -15.8 | -29.8 | -33.1 | -29.6 | -5.9 | -7.8 | -7.6 | -8.7 | -7.8 | -8.0 | -9.6 | -7.7 | -9.0 | -7.9 | -6.3 | -6.5 |
| General and administrative expenses | -4.9 | -11.0 | -14.2 | -27.6 | -38.0 | -39.6 | -5.7 | -4.5 | -7.2 | -10.0 | -10.0 | -9.5 | -9.9 | -8.6 | -9.1 | -9.2 | -11.6 | -9.7 |
| Impairment of intangible assets | | | | | | -26.1 | | | | | | | | | | | | -26.1 |
| Other operating income/(expense), net | 0.0 | -0.2 | -6.5 | -0.3 | 0.4 | 1.0 | 0.1 | -0.3 | 0.3 | -0.4 | 0.0 | -0.1 | 0.8 | -0.3 | 0.1 | 0.2 | 0.4 | 0.3 |
| Operating result | -5.1 | 7.6 | 14.2 | 50.2 | 44.6 | 39 | 17.5 | 25.9 | 6.8 | 0.1 | 6.5 | 11.2 | 11.3 | 15.6 | 10.7 | 11.2 | 18.5 | -1.8 |
| Finance income | 0.0 | 0.3 | 0.5 | 2.1 | 0.0 | 2 | 0.0 | 0.4 | 0.5 | 1.1 | 0.1 | -0.1 | 0.0 | 0.0 | 0.2 | 0.0 | 0.7 | 1.3 |
| Finance expense | -4.2 | -3.2 | -5.9 | -128.5 | -45.6 | -2 | -3.0 | -8.6 | -7.6 | -109.3 | -43.6 | 0.5 | -1.5 | -1.0 | -0.1 | -1.2 | -0.7 | 0.2 |
| Profit/(loss) before tax | -9.3 | 4.7 | 8.9 | -76.2 | -1.0 | 39 | 14.6 | 17.7 | -0.3 | -108.2 | -37.0 | 11.7 | 9.8 | 14.5 | 10.7 | 10.0 | 18.6 | -0.2 |
| Income tax | 0.2 | -1.7 | -4.6 | -6.4 | -8.7 | -7 | -1.8 | -3.5 | -1.9 | 0.8 | -0.6 | -2.5 | -2.4 | -3.2 | -1.8 | -1.3 | -3.3 | -0.6 |
| Net result for the period | -9.1 | 3.0 | 4.3 | -82.6 | -9.7 | 32 | 12.8 | 14.2 | -2.2 | -107.4 | -37.5 | 9.1 | 7.4 | 11.4 | 8.9 | 8.6 | 15.3 | -0.9 |
| Balance sheet (USD m) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | Q1 20 | Q2 20 | Q3 20 | Q4 20 | Q1 21 | Q2 21 | Q3 21 | Q4 21 | Q1 22 | Q2 22 | Q3 22 | Q4 22 |
| Total non-current assets | 2.3 | 2.0 | 4.7 | 17.3 | 67.5 | 37 | | | | 17.3 | 17.1 | 55.6 | 54.6 | 67.5 | 65.4 | 63.2 | 60.3 | 37.4 |
| Total current assets | 48.6 | 51.6 | 48.4 | 124.5 | 232.4 | 249 | | | | 124.5 | 221.9 | 216.8 | 224.8 | 232.4 | 225.8 | 213.2 | 218.2 | 248.9 |
| Total assets | 50.8 | 53.6 | 53.1 | 141.8 | 299.9 | 286 | | | | 141.8 | 238.9 | 272.4 | 279.4 | 299.9 | 291.2 | 276.4 | 278.5 | 286.3 |
| Total equity | -20.3 | -9.5 | -19.8 | -96.0 | 226.1 | 241 | | | | -96.0 | 188.6 | 200.3 | 211.8 | 226.1 | 236.3 | 227.4 | 238.0 | 240.7 |
| Total non-current liabilities | 52.0 | 47.4 | 50.1 | 183.0 | 13.0 | 10 | | | | 183.0 | 4.8 | 4.7 | 4.0 | 13.0 | 12.2 | 11.0 | 9.8 | 10.0 |
| Total current liabilities | 19.1 | 15.7 | 22.8 | 54.8 | 60.9 | 36 | | | | 54.8 | 45.6 | 67.4 | 63.6 | 60.9 | 42.7 | 38.1 | 30.7 | 35.6 |
| Total equity and liabilities | 50.8 | 53.6 | 53.1 | 141.8 | 299.9 | 286 | | | | 141.8 | 238.9 | 272.4 | 279.4 | 299.9 | 291.2 | 276.4 | 278.5 | 286.3 |
| Cash flow statement (USD m) | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | Q1 20 | Q2 20 | Q3 20 | Q4 20 | Q1 21 | Q2 21 | Q3 21 | Q4 21 | Q1 22 | Q2 22 | Q3 22 | Q4 22 |
| Net cash flows from operating activities | -4.8 | 4.5 | 13.0 | 73.2 | 29.8 | 71.0 | 16.3 | 26.5 | 16.0 | 15.0 | -8.3 | 8.5 | 18.8 | 10.8 | 19.9 | 6.4 | 15.8 | 28.9 |
| Net cash from investing activities | 0.7 | -0.6 | -0.6 | -5.5 | -16.0 | -32.6 | -0.6 | -1.5 | -1.5 | -1.9 | -0.6 | -11.4 | -1.7 | -2.3 | -25.7 | -1.1 | -5.3 | -0.6 |
| Net cash from financing activities | 26.9 | 0.1 | -21.1 | 0.0 | 96.6 | -21.8 | 9.2 | -0.6 | -7.9 | -1.3 | 98.6 | -0.5 | -0.6 | -0.9 | 0.1 | -16.3 | -4.8 | -0.8 |
| EBITDA | -4.6 | 8.2 | 16 | 54 | 53 | 50 | 18.1 | 26.5 | 7.4 | 1.5 | 7.6 | 13.3 | 13.6 | 18.1 | 13.3 | 13.8 | 21.4 | 1.2 |
| Adjusted EBITDA | -4.3 | 10.1 | 25 | 57 | 64 | 82 | 18.4 | 27.3 | 8.6 | 3.1 | 10.4 | 15.6 | 17.7 | 20.7 | 14.4 | 13.7 | 24.5 | 29.7 |
| Adjusted net result | -5.3 | 6.3 | 17 | 48 | 41 | 65 | 15.6 | 23.9 | 7.9 | 2.1 | 4.2 | 11.4 | 11.4 | 14.0 | 10.0 | 8.6 | 18.4 | 27.7 |

Appendix - KPI's



| (users) | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 | 2Q21 | 3Q21 | 4Q21 | 1Q22 | 2Q22 | 3Q22 | 4Q22 |
|--------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Total DAU | 632 113 | 850 717 | 911 048 | 947 188 | 789 831 | 610 489 | 874 002 | 876 371 | 913 997 | 979 820 | 980 224 | 970 211 | 944 456 | 893 861 | 888 781 | 773 229 | 769 744 | 727 568 | 701 620 | 671 967 | 557 666 | 510 702 |
| Core Franchises | 509 356 | 772 029 | 769 134 | 628 119 | 478 960 | 380 751 | 801 215 | 758 581 | 769 710 | 747 029 | 721 866 | 645 541 | 577 293 | 567 775 | 545 487 | 483 502 | 452 979 | 433 872 | 428 174 | 384 442 | 353 568 | 356 818 |
| New franchises | 0 | 438 | 101 328 | 300 469 | 300 696 | 217 260 | 22 795 | 80 562 | 111 012 | 190 941 | 228 229 | 303 097 | 354 497 | 316 055 | 331 953 | 277 612 | 307 410 | 285 809 | 256 988 | 272 566 | 196 750 | 142 736 |
| Other | 122 757 | 78 250 | 40 586 | 18 600 | 10 175 | 12 478 | 49 992 | 37 229 | 33 275 | 41 850 | 30 129 | 21 572 | 12 667 | 10 032 | 11 341 | 12 115 | 9 355 | 7 887 | 16 458 | 14 958 | 7 348 | 11 148 |
| (users) | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 | 2Q21 | 3Q21 | 4Q21 | 1Q22 | 2Q22 | 3Q22 | 4Q22 |
| Total DPU | 14 152 | 21 357 | 25 498 | 27 146 | 25 865 | 22 266 | 24 888 | 23 595 | 26 100 | 27 410 | 27 535 | 27 861 | 25 412 | 27 775 | 28 596 | 26 148 | 24 364 | 24 352 | 24 951 | 23 123 | 21 041 | 19 948 |
| Core Franchises | 13 265 | 20 890 | 23 831 | 24 095 | 20 623 | 18 134 | 24 522 | 23 113 | 23 409 | 24 279 | 24 962 | 25 160 | 22 435 | 23 823 | 23 240 | 20 820 | 19 114 | 19 320 | 19 788 | 18 066 | 17 330 | 17 352 |
| New franchises | 0 | 2 | 1 493 | 2 982 | 5 189 | 4 026 | 93 | 324 | 2 573 | 2 981 | 2 469 | 2 619 | 2 927 | 3 913 | 5 290 | 5 260 | 5 210 | 4 997 | 5 007 | 4 902 | 3 635 | 2 558 |
| Other | 887 | 464 | 175 | 69 | 53 | 106 | 273 | 157 | 118 | 150 | 105 | 81 | 51 | 40 | 66 | 69 | 40 | 35 | 156 | 156 | 75 | 39 |
| (%) | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 | 2Q21 | 3Q21 | 4Q21 | 1Q22 | 2Q22 | 3Q22 | 4Q22 |
| Conversion (monthly, MPU/MAU) | 4.2% | 5.5% | 5.5% | 4.5% | 5.5% | 6.3% | 6.2% | 5.4% | 5.5% | 4.9% | 4.8% | 4.2% | 4.2% | 4.8% | 5.0% | 5.7% | 5.5% | 5.8% | 5.6% | 5.5% | 7.0% | 7.9% |
| Core Franchises | 4.9% | 6.2% | 6.5% | 7.4% | 8.7% | 9.7% | 6.9% | 6.9% | 6.2% | 6.2% | 6.8% | 7.2% | 7.7% | 8.3% | 8.3% | 8.4% | 9.0% | 9.1% | 8.6% | 9.2% | 10.7% | 10.9% |
| New franchises | n/a | 0.9% | 2.4% | 1.6% | 2.9% | 3.4% | 0.8% | 0.5% | 3.9% | 2.8% | 1.8% | 1.3% | 1.5% | 2.0% | 2.5% | 3.3% | 2.9% | 3.1% | 3.4% | 3.1% | 3.6% | 3.8% |
| Other | 1.8% | 1.4% | 1.0% | 0.8% | 1.3% | 1.3% | 1.4% | 0.9% | 0.8% | 0.7% | 0.8% | 0.8% | 0.9% | 0.9% | 1.4% | 1.5% | 1.1% | 0.9% | 1.2% | 1.3% | 2.3% | 1.0% |
| (USD) | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 | 2Q21 | 3Q21 | 4Q21 | 1Q22 | 2Q22 | 3Q22 | 4Q22 |
| ARPPU | 0.66 | 0.76 | 0.78 | 0.96 | 1.30 | 1.43 | 0.80 | 0.78 | 0.77 | 0.78 | 0.85 | 1.01 | 0.90 | 1.08 | 1.20 | 1.39 | 1.30 | 1.32 | 1.33 | 1.29 | 1.50 | 1.66 |
| Core Franchises | 0.80 | 0.83 | 0.90 | 1.36 | 1.88 | 2.07 | 0.87 | 0.89 | 0.88 | 0.96 | 1.10 | 1.44 | 1.38 | 1.55 | 1.72 | 1.96 | 1.93 | 1.93 | 1.92 | 2.00 | 2.17 | 2.23 |
| New franchises | n/a | 0.10 | 0.18 | 0.19 | 0.41 | 0.38 | 0.05 | 0.04 | 0.25 | 0.22 | 0.17 | 0.15 | 0.15 | 0.28 | 0.38 | 0.45 | 0.40 | 0.43 | 0.42 | 0.36 | 0.35 | 0.36 |
| Other | 0.07 | 0.09 | 0.06 | 0.08 | 0.08 | 0.12 | 0.08 | 0.05 | 0.07 | 0.05 | 0.05 | 0.09 | 0.10 | 0.08 | 0.08 | 0.06 | 0.07 | 0.13 | 0.13 | 0.15 | 0.12 | 0.07 |
| (USD) | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 | 2Q21 | 3Q21 | 4Q21 | 1Q22 | 2Q22 | 3Q22 | 4Q22 |
| Daily ARPPU | 28.7 | 29.9 | 27.8 | 32.8 | 38.0 | 38.0 | 28.0 | 28.7 | 26.9 | 27.7 | 30.0 | 34.6 | 32.7 | 33.7 | 35.7 | 39.5 | 39.3 | 37.7 | 35.9 | 36.1 | 38.9 | 41.7 |
| Core Franchises | 30.2 | 30.4 | 28.9 | 35.3 | 43.5 | 43.4 | 28.3 | 29.1 | 28.7 | 29.6 | 31.9 | 37.0 | 35.3 | 36.9 | 40.3 | 45.4 | 45.7 | 43.4 | 41.5 | 42.4 | 44.4 | 45.9 |

Appendix - glossary



| | |
|--|---|
| ARPDau | Average revenue per daily active user. |
| ARPPU | Average revenue per paying user. |
| DAU | The number of individual users who played a game on a particular day. |
| DPU | The number of players (active users) who made a purchase on a given day. |
| Live Ops | 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. |
| MAU | The number of individual users who played a game during a particular month. |
| Monthly Conversion | 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). |
| MPU | MPU is defined as the number of players (active users) who made a purchase at least once in a given month. |
| Retention | The number of users who continued to use the game after a certain period of time after downloading the application. |
| UAMC User acquisition marketing campaigns | Process of the acquisition of users through paid campaigns or promotional offers |



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