

The background of the entire image is a large, dense crowd of people at what appears to be a gaming convention or esports event. The scene is bathed in a deep red light. In the foreground on the left, a man is shown in profile, wearing a dark cap and a headset with a microphone. The crowd behind him is filled with people, many of whom are wearing t-shirts with logos, and some are holding up phones or cameras. The overall atmosphere is one of excitement and a large-scale gathering.

HUUUGE

A Global Success Story in Gaming

April 2021

HUUUGE Play Together.

A Global Success Story in Gaming

2020 Results & Outlook

April 2021

VISION

To transform mobile gaming into a massively social experience.

MISSION

Empower billions of people to play together.

OPPORTUNITY

To partner with the highest potential game creators and studios globally.

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Today's presenters



Anton Gauffin
CEO
(Founder)

18 years at Huuuge Games
18 years in industry



Elad Kushnir
COO

3 years at Huuuge
11 years in industry



Grzegorz Kania
CFO

6 months at Huuuge
23 years of total experience



Tal Shoham
CMO

1 year at Huuuge
8 years in industry

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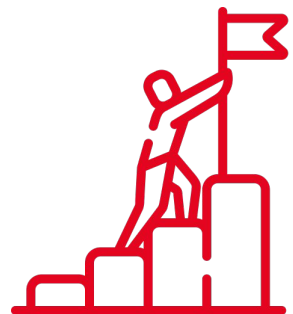
2020: A year like no other



Huuuge™ enables people to **play together** and we are on a mission building a **smart connected network** powering exceptional games bringing a lot fun and social engagement for players around the world



Thinking creatively and offering **unique experiences** attracted lots of new loyal players and payers



Our **build & buy strategy** and systematic growth efforts are visible in the financials. We are a **global growth company** and our so far success has been just a beginning.

HUUUGE Play Together.

\$333m
Revenue

7.4%
Core franchises
monthly conversion

+188%
Adj. Net Result

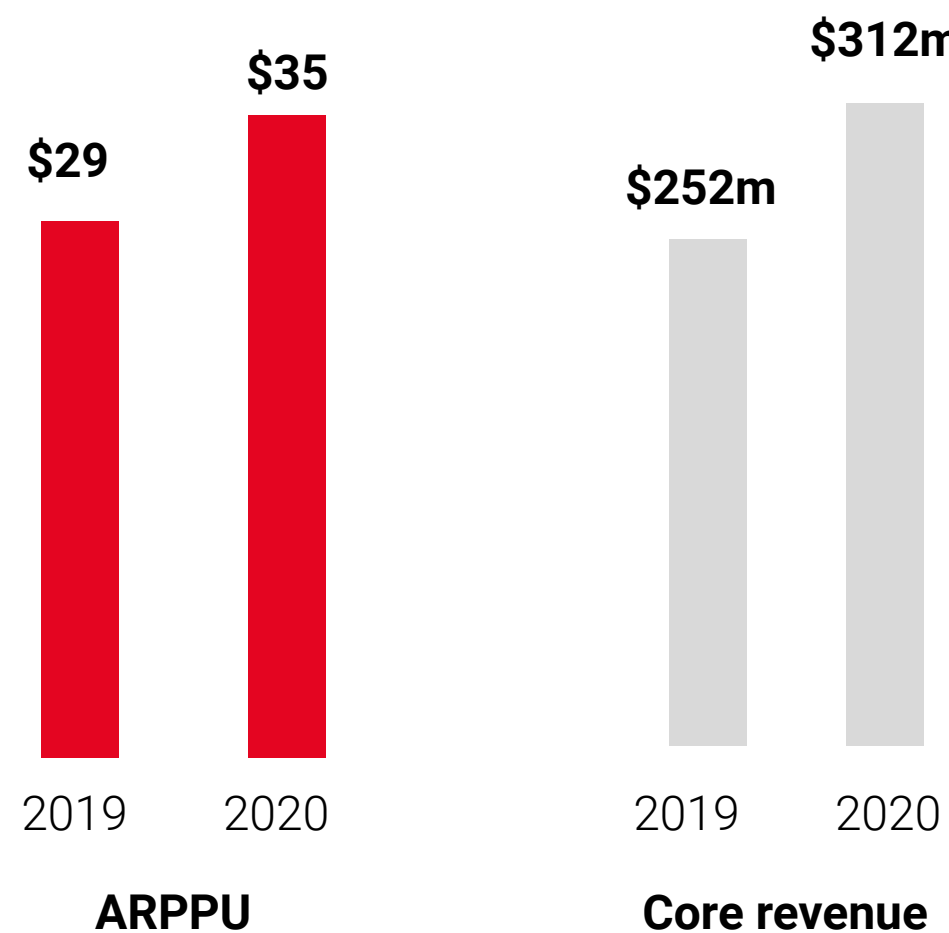
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Core franchises

Creating user experiences with more reasons to Play, Stay, and Pay



Solid increase of monetization KPIs

22% ARPPU growth yoy

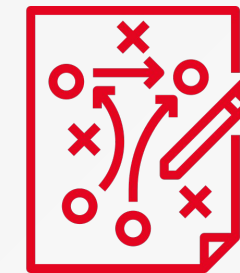
7.4% Monthly conversion, up **0.9pp** yoy

ARPPU - average revenue per paying user
ARPPDAU - average revenue per daily active user



We Continued to Build One Of The Most Professional Games Teams on the Globe

- Hired over 110 Global Games Industry Experts



We Delivered a Best-in-Class Feature Roadmap

- HUUUGE Charms
- Casino Fever
- High quality slots content
- + much more



We Further Solidified our Tech Stack Advantage

- Next-Gen Game Dev and Live Op's Engines
- Next-Gen User Acquisition Tools
- AI and ML models at Scale
- + much more

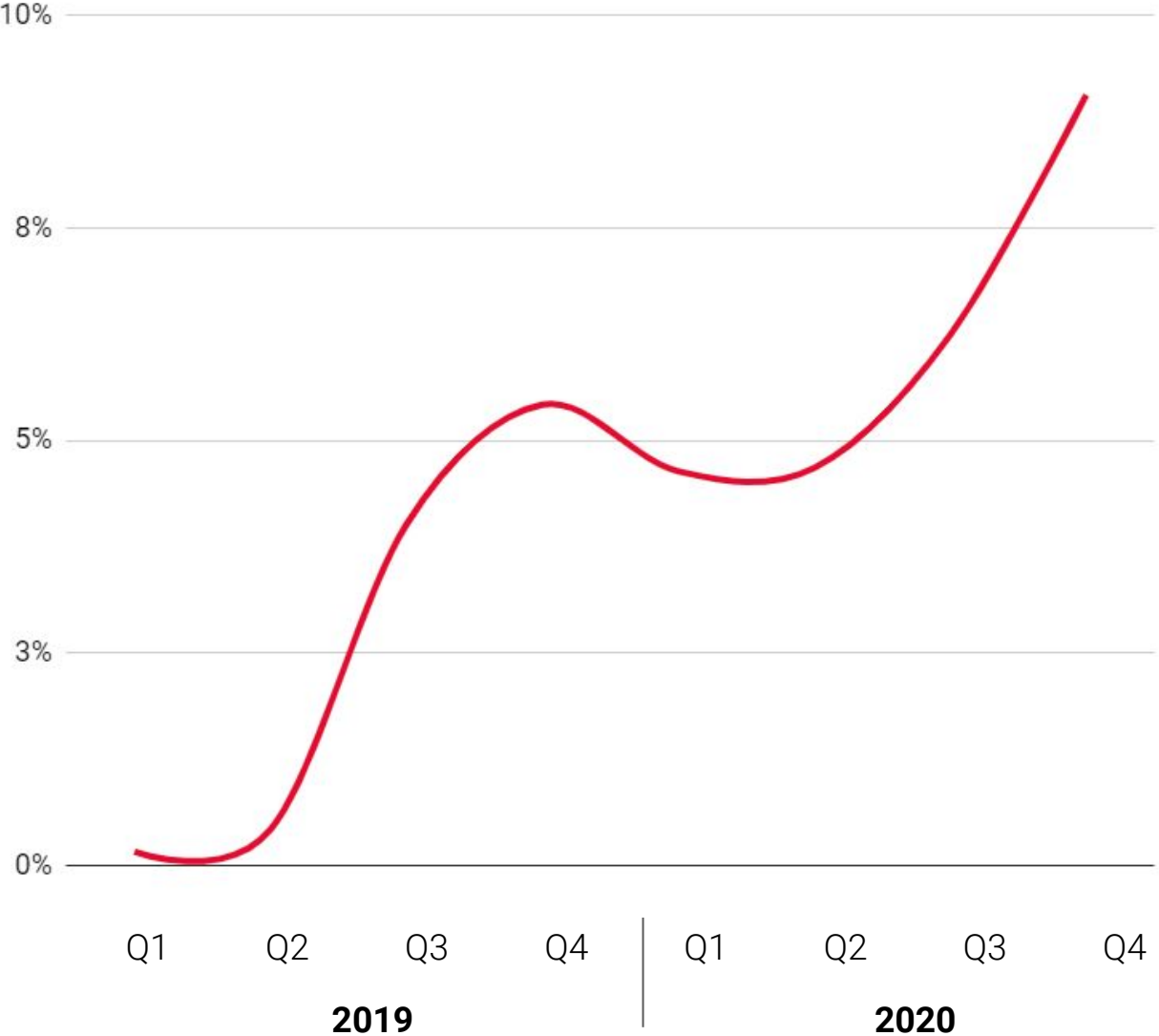


We executed a Rich and Entertaining Liveops Calendar

- Many Record Monetizations Days and Months
- Increased User Engagement and Retention

New franchises

Accelerating growth resulting in increased revenue diversification



New franchises as (%) of total revenue

9% New franchises as % of total revenue 4Q20

11% New franchises as % of total revenue in December 2020

3x Number of daily active users (DAU) tripled in new franchises



TRAFFIC PUZZLE

Launch: April 2019
 2020 highlights:
 +2.6x Daily avg revenue
 +2.2x DAU yoy
 Record high revenue in 4Q20

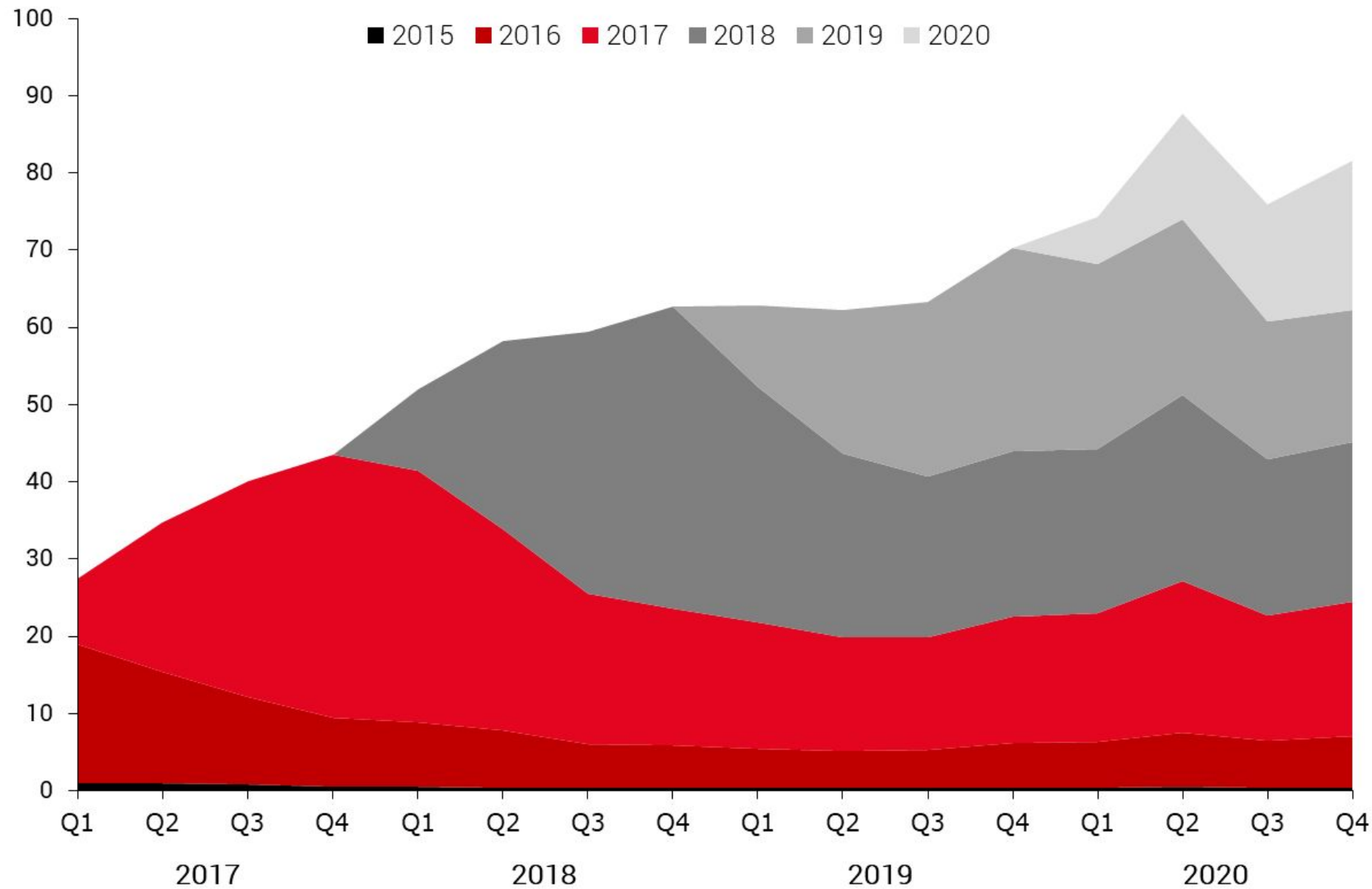


STARS SLOTS

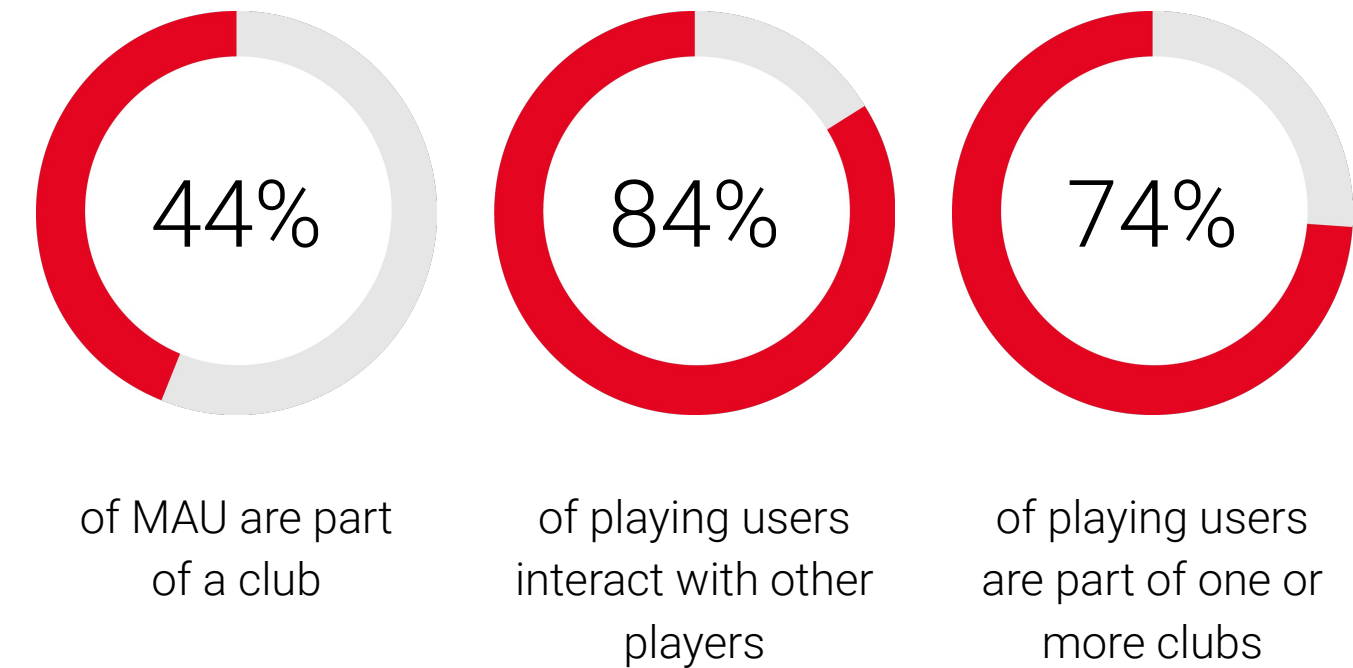
Launch: Jan 2020
 2020 highlights:
 +3.4x Daily avg revenue
 +2.0x ARPDau yoy
 Record high revenue in 4Q20

The Evergreen Nature of Our Games

Quarterly revenue cohorted by the year of install (\$m)



Truly social - driving monetization to best in class KPI's



ARPPAU of a clubber vs a non clubber is approx.

6x higher

ARPPU of a clubber vs a non clubber is approx.

40% higher

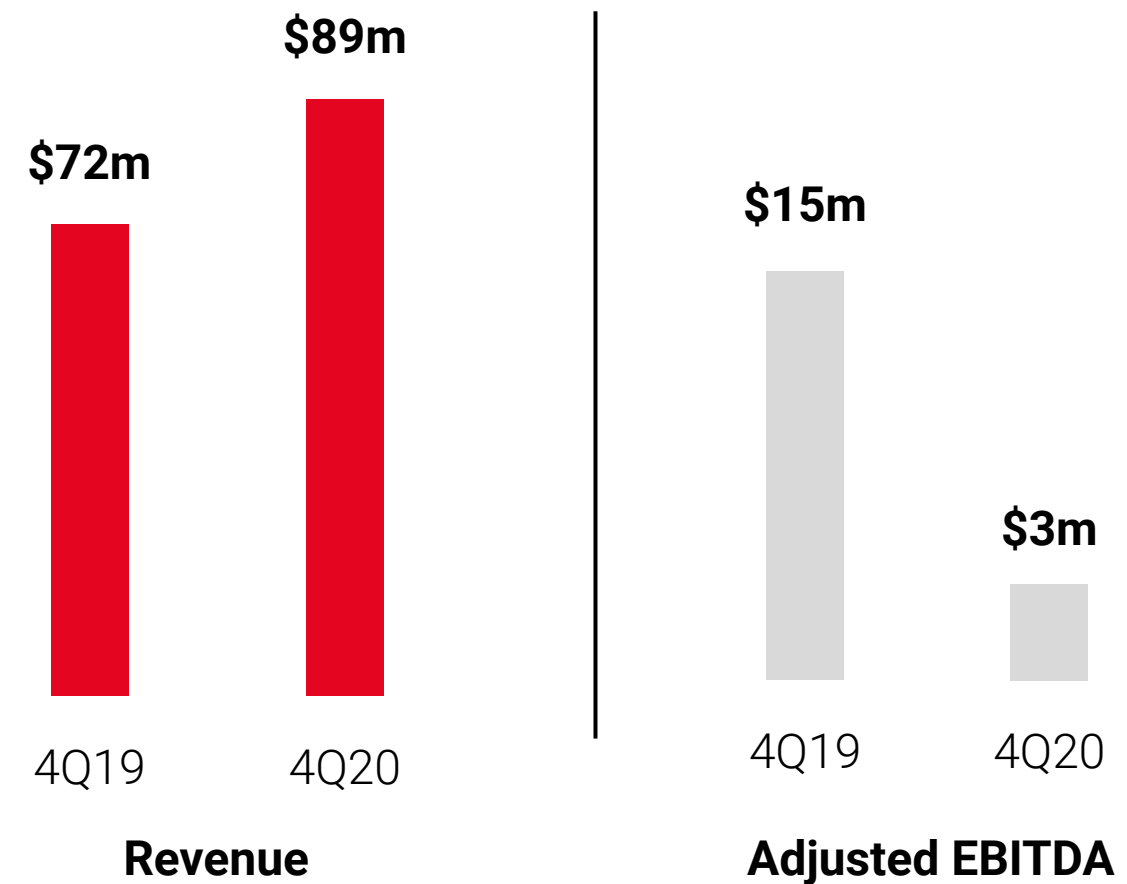
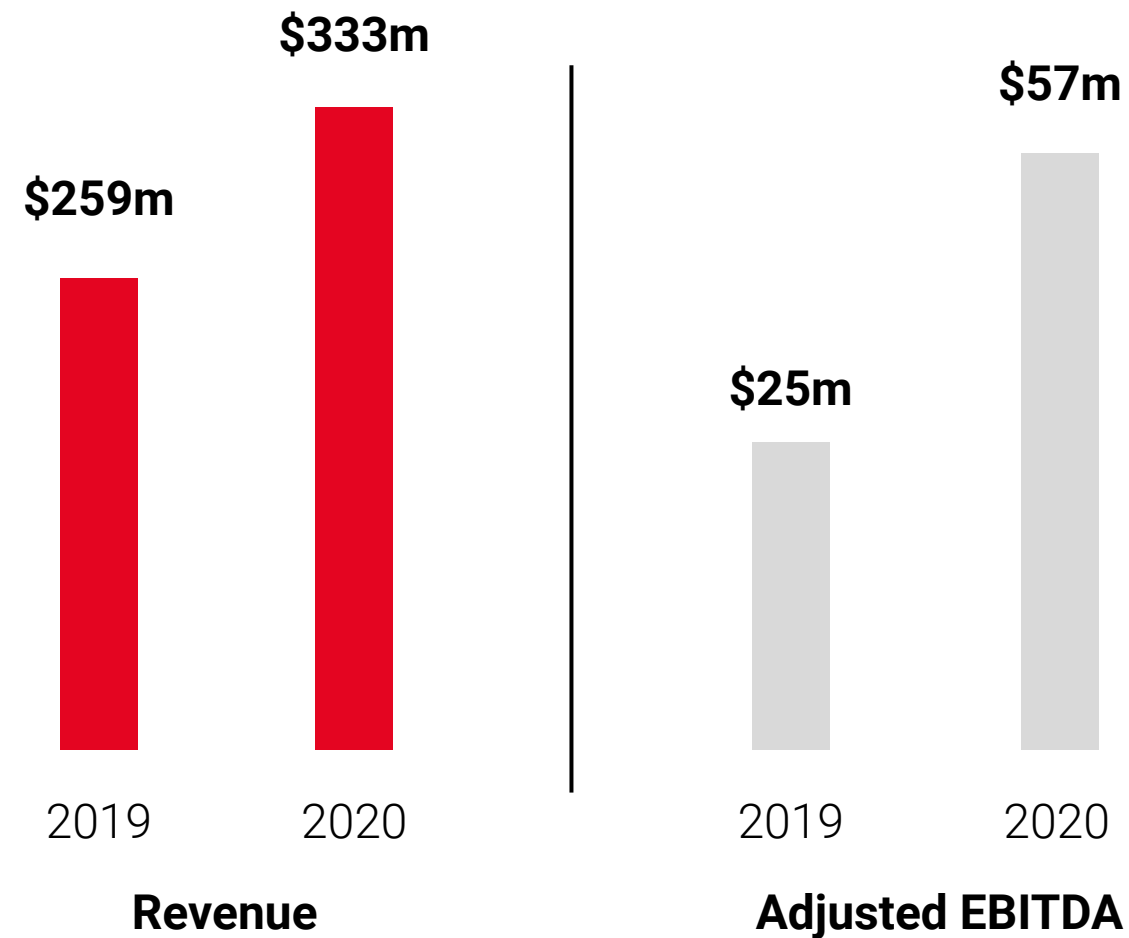
Huuuge Casino and Billionaire Casino

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Financial highlights



- **28% yoy revenue growth** in FY20
- **34% UAMC/revenue in FY20** (46% in 2019), approximately 30% of total UAMC spent on new games
- **17% Adjusted EBITDA margin** in FY20 (10% in FY19)

- **24% yoy revenue growth** in 4Q20 driven by both core and new franchises, high base of 4Q19 due to improvement in game economy
- **45% UAMC/revenue in 4Q20** (35% in 4Q19)
- Adjusted EBITDA decline in 4Q20 yoy **in line with product roadmap and high ROI opportunities, including scaling new franchises**

Financial performance FY20 and 4Q20

	USDm	4Q20	4Q19	Change	2020	2019	Change
01	Revenue	89.2	72.1	24%	332.7	259.4	28%
	Gross profit/(loss) on sales	62.9	50.2	25%	233.1	180.2	29%
	Sales and marketing expenses	-43.6	-27.8	57%	-125.1	-129.5	-3%
02	- UA campaigns	-40.0	-25.2	58%	-111.5	-119.9	-7%
	- General sales and marketing expenses	-3.6	-2.5	43%	-13.6	-9.6	42%
03	Research and development expenses	-8.7	-4.2	109%	-29.8	-15.8	88%
	General and administrative expenses	-10.0	-3.6	174%	-27.6	-14.2	95%
04	Other operating income/(expense), net	-0.4	-6.5		-0.3	-6.5	
	Operating result	0.1	8.1	-99%	50.2	14.2	253%
05	Finance income/expense	-108.2	-0.8		-126.4	-5.4	
	Profit/(loss) before tax	-108.2	7.3		-76.2	8.9	
	Income tax	0.8	-2.3		-6.4	-4.6	
	Net result for the year	-107.4	5.0		-82.6	4.3	

- 01** FY20: Revenue growth driven by core franchises (+24% yoy) as well as new franchises that grew by 2.8x
- 02** FY20: Decrease in UA yoy due to optimization of marketing efforts. Decrease came from UA on core franchises (focus on retargeting and high value players) while UA for new franchises increased by 2.4x.

4Q19: Increase in UA was driven in the larger part by decision to accelerate scaling of new franchises.

FY20 and 4Q20: General sales and marketing expenses growth due to development of in house marketing teams and competences
- 03** FY20 and 4Q20: Increase in R&D expenses resulted from headcount and seniority of the R&D team, while increase in G&A resulted from ESOP and salaries as well as higher costs of external finance and legal services – all of which are primarily attributable to IPO/ public company readiness
- 04** FY19: One-off, provision for Washington case
- 05** FY20 and 4Q20: USD 123.9m (FY) and USD 108.3m (Q4 2020) related to revaluation of preferred shares (converted to common as of February 5th 2021)

Adjusted vs reported

USDm	4Q20	4Q19	Change	2020	2019	Change
<u>EBITDA</u>	<u>1.5</u>	<u>8.6</u>	<u>-82%</u>	<u>53.5</u>	<u>16.2</u>	<u>230%</u>
One offs	0.0	6.5		0.0	6.5	
ESOP	1.5	0.4		3.8	2.1	
<u>Adjusted EBITDA</u>	<u>3.1</u>	<u>15.5</u>	<u>-80%</u>	<u>57.3</u>	<u>24.8</u>	<u>131%</u>
<u>Adjusted EBITDA margin (%)</u>	<u>3%</u>	<u>22%</u>		<u>17%</u>	<u>10%</u>	
<u>Net result for the year</u>	<u>-107.4</u>	<u>5.0</u>		<u>-82.6</u>	<u>4.3</u>	
One offs	0.0	6.5		0.0	6.5	
ESOP	1.5	0.4		3.8	2.1	
Preferred shares revaluation	108.7	0.7		127.8	3.9	
Tax impact on above	-0.8	0.0		-0.8	0.0	
<u>Adjusted Net Result</u>	<u>2.1</u>	<u>12.6</u>	<u>-84%</u>	<u>48.1</u>	<u>16.7</u>	<u>188%</u>
<u>Adjusted Net Result (%)</u>	<u>2.3%</u>	<u>17.4%</u>		<u>14.5%</u>	<u>6.4%</u>	

Balance Sheet FY20

	USDm	2020	2019
	Non-current assets	17.3	4.7
01	Current assets	124.5	48.4
	<u>Total assets</u>	141.8	53.1
02	<u>Total equity</u>	-96.0	-19.8
	Non-current liabilities	183.0	50.1
03	Current liabilities	54.8	22.8
	<u>Total equity and liabilities</u>	141.8	53.1

- 01 FY20: Over 70% of current assets is cash
- 02 FY 20: Negative equity due to retained earnings/loss (connected with revaluation of preferred) and treasury shares (redeemed in January 2021)
- 03 FY20: Series C preferred shares (USD 176m), converted to common at IPO (Feb 5th, 21) and recognized as part of equity post Feb 5th, 21

Cash Flows FY20 and 4Q20

	USDm	4Q20	4Q19	2020	2019
	Pre-tax profit	-108.2	7.3	-76.2	8.9
01	Operating CF	15.0	5.7	73.2	13.0
02	Investing CF	-1.9	-0.2	-5.5	-0.6
03	Financing CF	-1.3	-20.0	0.0	-21.1
	Change in cash	11.9	-14.6	67.8	-8.7
04	<u>Cash End of Period</u>	94.2	26.3	94.2	26.3

01 FY20: (i) an increase in EBIT of USD 36m and (ii) a favorable change in NWC of USD 20m.

02 FY20: mainly acquisition of PP&E and Intangibles, also Playable Platform, Double Star, acquisition

03 FY19: repurchase of shares, net of proceeds from issue of shares

04 EoY cash of USD 94m & approx. USD 100m from IPO - strong foundation for our Build&Buy strategy

IPO summary

Value of the offering

\$442M

The largest gaming IPO in Poland
and the largest mobile gaming IPO in Europe

Approx.

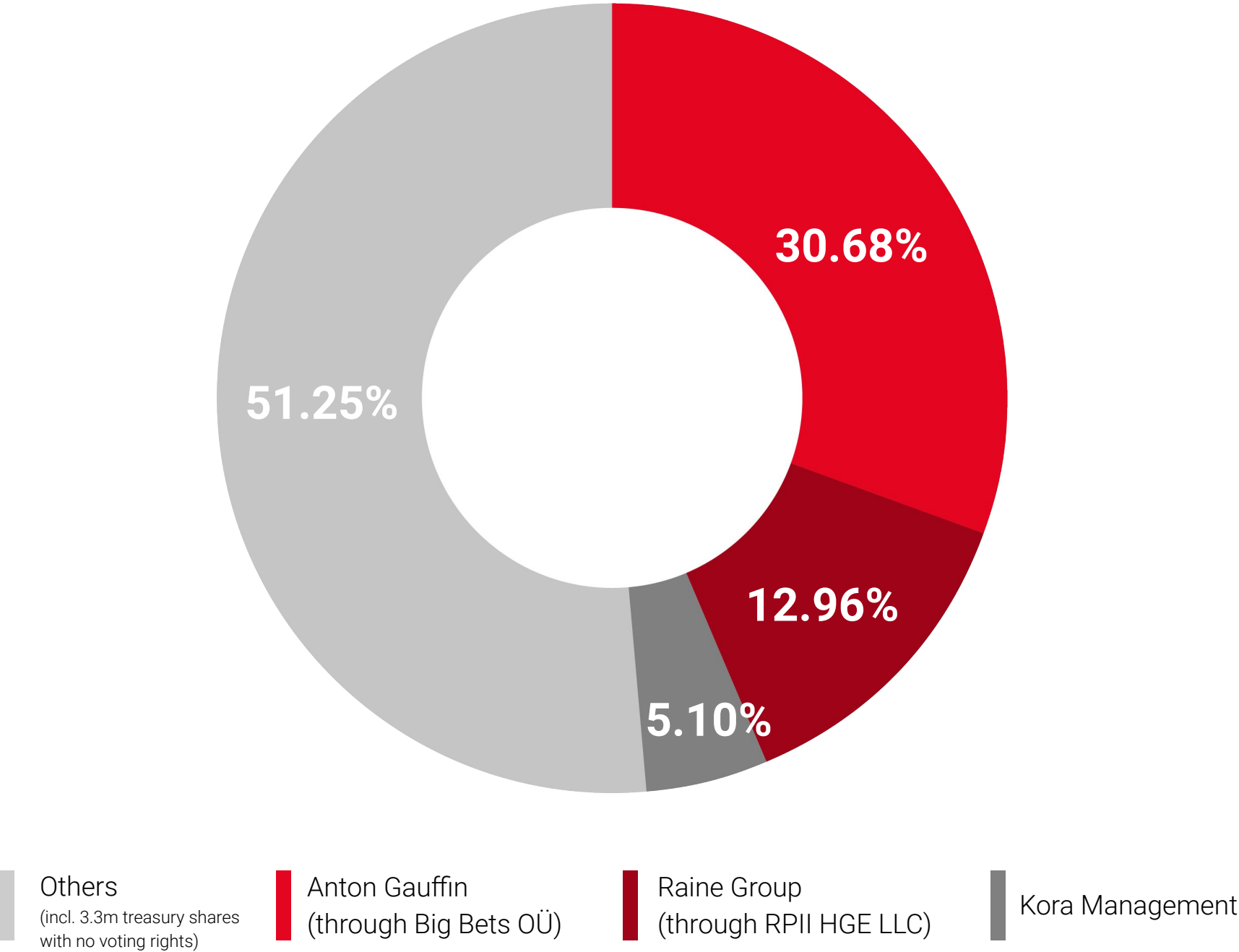
\$100M

proceeds from issue of shares, net of costs
and funds used for stabilization

Investors from over

20 countries in IPO

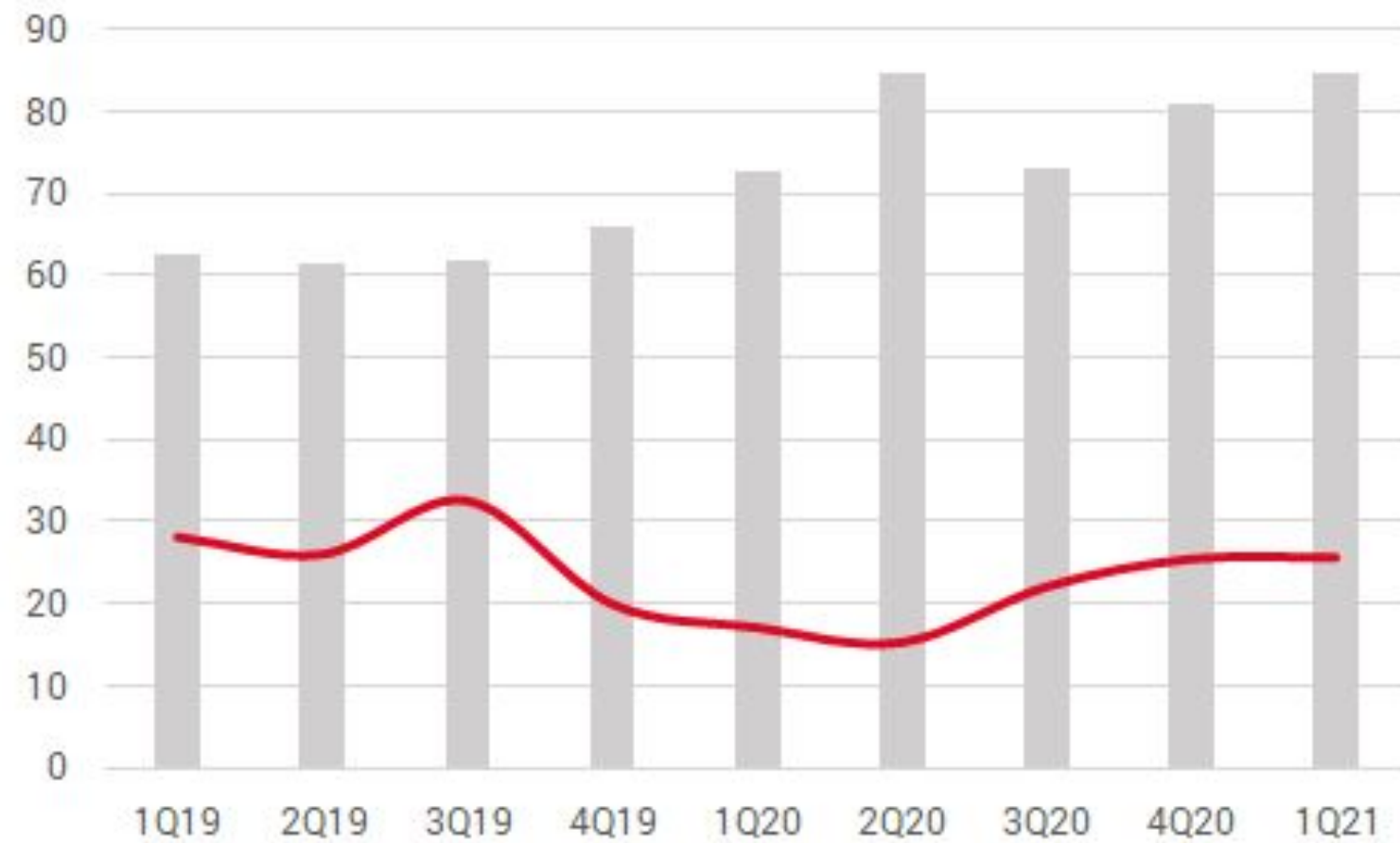
Shareholders structure



Trading update: investing in scaling

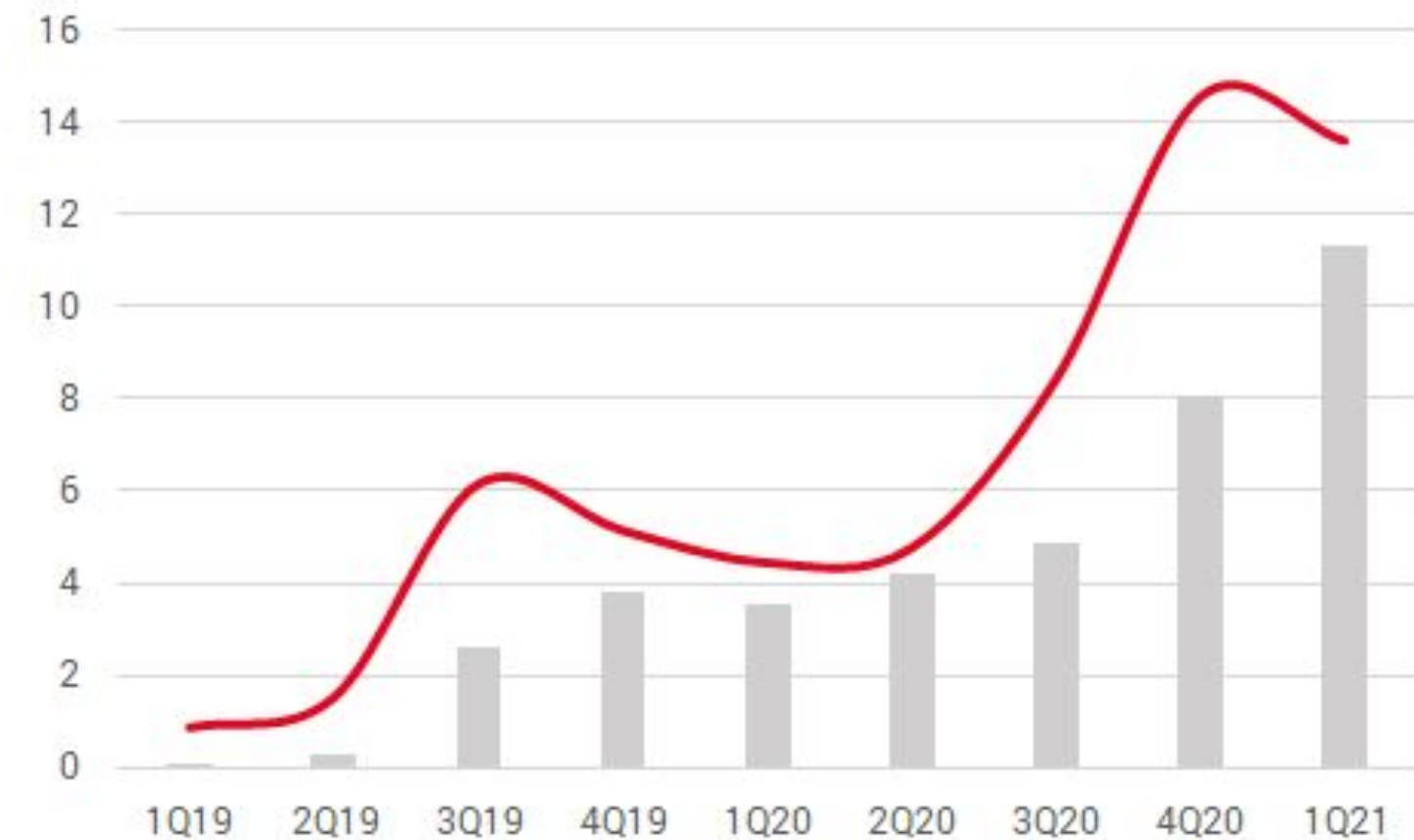
Core franchises (\$m)

Revenue UAMC



New franchises (\$m)

Revenue UAMC



+27%
Revenue total
growth in 1Q'21

+16%
Revenue core franchises
growth in 1Q'21

3.2x
Revenue new franchises growth in 1Q'21
- record high 4th quarter in a row

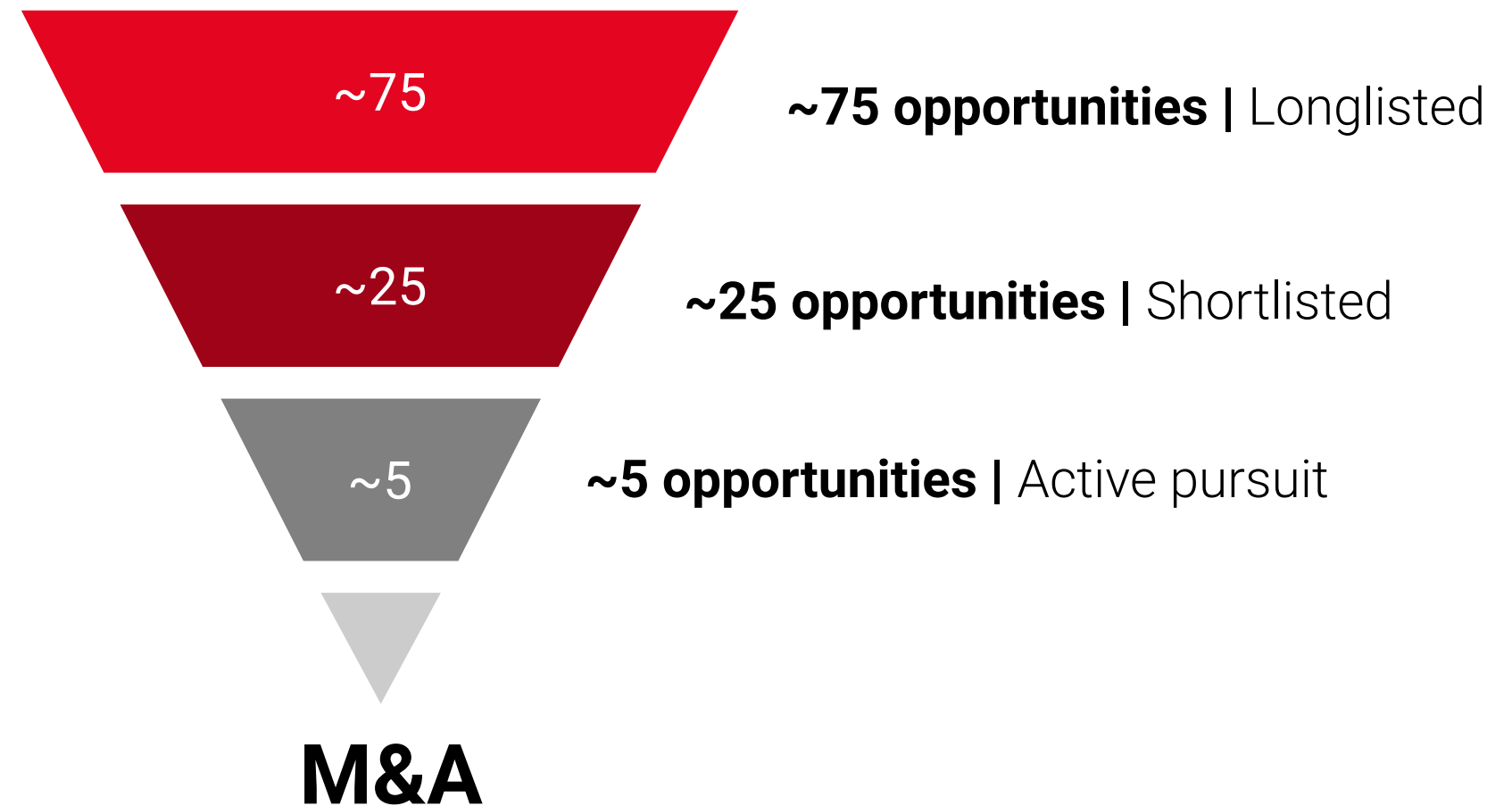
2021 Focus - Build & Buy strategy



Target profile:

- + Consistent revenue growth
- + EBITDA generative
- + Proven revenue stream(s)
- + Casual or Social Casino genre focus

BUY PIPELINE of potential opportunities



IPO proceeds deployed
by the end of 2022



HUUUGE

Play Together.

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

Appendix

Appendix - KPI's

	FY 2017	FY 2018	FY 2019	FY 2020
Total DAU	632 113	850 717	911 048	947 188
Core Franchises	509 356	772 029	769 134	628 119
New franchises	0	438	101 328	300 469
Other	122 757	78 250	40 586	18 600
	FY 2017	FY 2018	FY 2019	FY 2020
Total MAU	3 321 543	3 716 410	3 984 784	4 701 679
Core Franchises	2 545 316	3 193 507	3 032 904	2 353 499
New franchises	0	3 844	715 394	2 249 652
Other	776 227	519 058	236 485	98 528
	FY 2017	FY 2018	FY 2019	FY 2020
Total DPU	14 152	21 357	25 498	27 146
Core Franchises	13 265	20 890	23 831	24 095
New franchises	0	2	1 493	2 982
Other	887	464	175	69
	FY 2017	FY 2018	FY 2019	FY 2020
Total MPU	139 833	203 651	218 297	212 384
Core Franchises	125 904	196 503	198 530	174 869
New franchises	0	35	17 470	36 697
Other	13 929	7 113	2 297	818

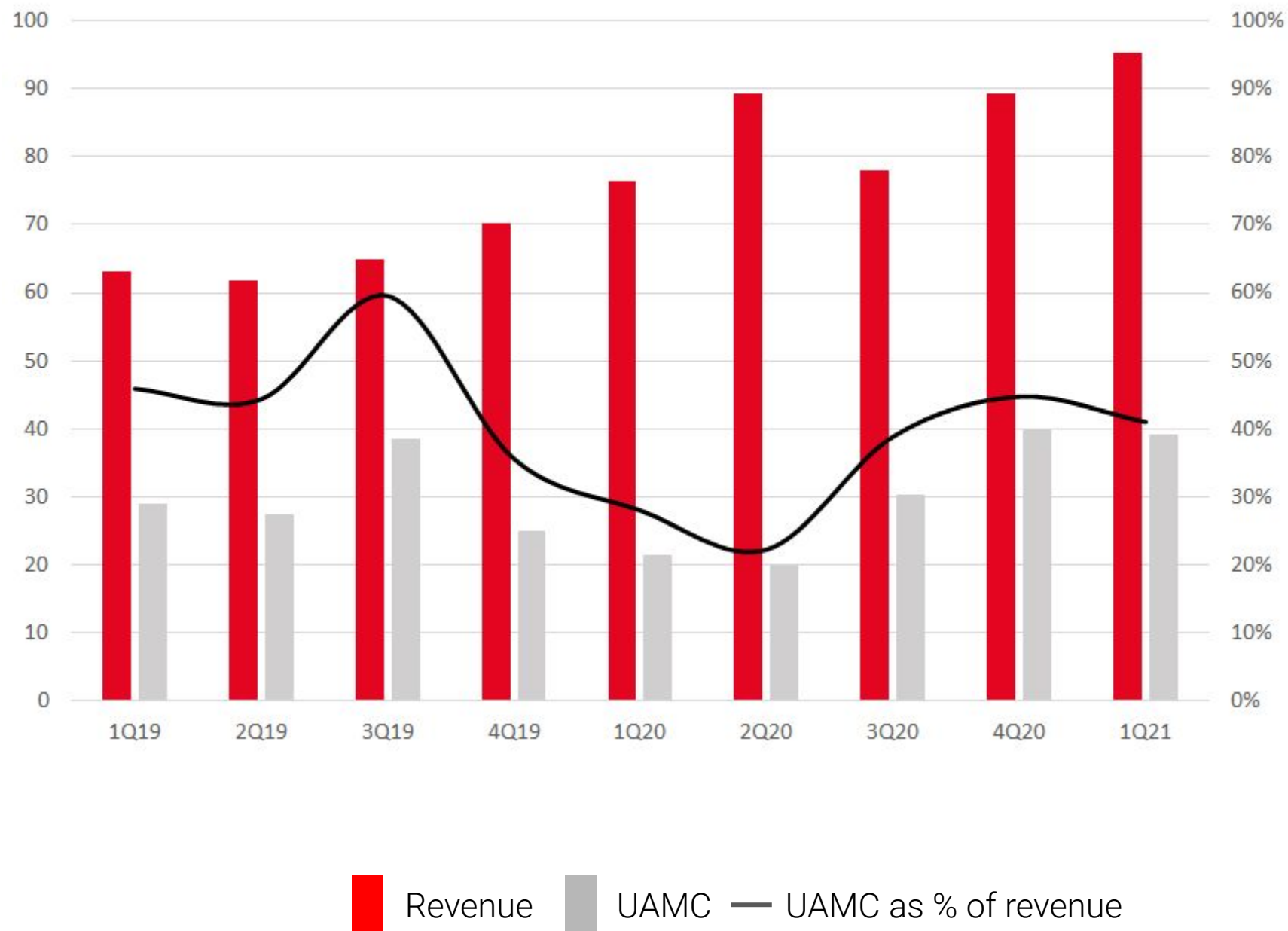
	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
Total DAU	874 002	876 371	913 997	979 820	980 224	970 211	944 456	893 861
Core Franchises	801 215	758 581	769 710	747 029	721 866	645 541	577 293	567 775
New franchises	22 795	80 562	111 012	190 941	228 229	303 097	354 497	316 055
Other	49 992	37 229	33 275	41 850	30 129	21 572	12 667	10 032
	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
Total MAU	3 524 091	3 715 666	4 198 691	4 500 685	4 575 143	4 879 425	4 787 025	4 565 123
Core Franchises	3 061 698	2 869 545	3 209 598	2 990 775	2 798 655	2 399 617	2 158 465	2 057 258
New franchises	177 605	646 534	796 298	1 241 141	1 610 213	2 364 926	2 569 348	2 454 120
Other	284 788	199 588	192 796	268 770	166 274	114 881	59 211	53 745
	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
Total DPU	24 888	23 595	26 100	27 410	27 535	27 861	25 412	27 775
Core Franchises	24 522	23 113	23 409	24 279	24 962	25 160	22 435	23 823
New franchises	93	324	2 573	2 981	2 469	2 619	2 927	3 913
Other	273	157	118	150	105	81	51	40
	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
Total MPU	217 919	201 852	232 518	220 898	219 570	205 984	203 445	220 535
Core Franchises	212 463	197 052	200 252	184 353	189 851	173 798	165 257	170 570
New franchises	1 509	3 002	30 738	34 631	28 411	31 252	37 644	49 479
Other	3 947	1 798	1 528	1 914	1 307	934	544	486

Appendix - KPI's

	FY 2017	FY 2018	FY 2019	FY 2020	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
Conversion (daily, DPU/DAU)	2,2%	2,5%	2,8%	2,9%	2,8%	2,7%	2,9%	2,8%	2,8%	2,9%	2,7%	3,1%
Core Franchises	2,6%	2,7%	3,1%	3,8%	3,1%	3,0%	3,0%	3,3%	3,5%	3,9%	3,9%	4,2%
New franchises	n/a	0,5%	1,5%	1,0%	0,4%	0,4%	2,3%	1,6%	1,1%	0,9%	0,8%	1,2%
Other	0,7%	0,6%	0,4%	0,4%	0,5%	0,4%	0,4%	0,4%	0,3%	0,4%	0,4%	0,4%
	FY 2017	FY 2018	FY 2019	FY 2020	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
Conversion (monthly, MPU/MAU)	4,2%	5,5%	5,5%	4,5%	6,2%	5,4%	5,5%	4,9%	4,8%	4,2%	4,2%	4,8%
Core Franchises	4,9%	6,2%	6,5%	7,4%	6,9%	6,9%	6,2%	6,2%	6,8%	7,2%	7,7%	8,3%
New franchises	n/a	0,9%	2,4%	1,6%	0,8%	0,5%	3,9%	2,8%	1,8%	1,3%	1,5%	2,0%
Other	1,8%	1,4%	1,0%	0,8%	1,4%	0,9%	0,8%	0,7%	0,8%	0,8%	0,9%	0,9%
(USD)	FY 2017	FY 2018	FY 2019	FY 2020	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
ARPPU	0,66	0,76	0,78	0,96	0,80	0,78	0,77	0,78	0,86	1,01	0,90	1,08
Core Franchises	0,80	0,83	0,90	1,36	0,87	0,89	0,88	0,96	1,11	1,44	1,38	1,55
New franchises	n/a	0,10	0,18	0,19	0,05	0,04	0,25	0,22	0,17	0,15	0,15	0,28
Other	0,07	0,09	0,07	0,08	0,08	0,05	0,07	0,05	0,06	0,09	0,10	0,09
(USD)	FY 2017	FY 2018	FY 2019	FY 2020	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20
Daily ARPPU	28,71	29,93	27,78	32,78	28,02	28,66	26,87	27,65	30,14	34,67	32,55	33,73
Core Franchises	30,17	30,44	28,93	35,28	28,31	29,10	28,72	29,60	31,94	36,98	35,34	36,93

Appendix - Trading update

Revenue and user acquisition marketing campaign costs (\$m)



Core franchises

Continued growth in core franchises, +24% in 4Q20 yoy and + 16% in 1Q21 yoy

UAMC/revenue at 27% on average in 1Q20-1Q21

New franchises

Accelerating new franchises revenue, 2.1x growth in 4Q20 yoy and 2.2x in 1Q21 yoy

High UAMC due to investing in scaling, since 2Q20 every next quarter is new record high revenue

Appendix - P&L and Balance Sheet

Profit & Loss account [USD'000]	4Q20	4Q19	2020	2019
Revenue	89 192	72 101	332 721	259 391
Cost of sales	-26 334	-21 876	-99 622	-79 147
Gross profit/(loss) on sales	62 858	50 225	233 099	180 244
Sales and marketing expenses	-43 626	-27 773	-125 133	-129 477
<i>thereof User acquisition marketing campaigns</i>	-39 999	-25 244	-111 494	-119 889
<i>thereof General sales and marketing expenses</i>	-3 627	-2 529	-13 639	-9 588
Research and development expenses	-8 740	-4 181	-29 832	-15 843
General and administrative expenses	-9 986	-3 642	-27 606	-14 182
Other operating income/(expense), net	-440	-6 530	-344	-6 531
Operating result	66	8 099	50 184	14 211
Finance income	1 089	148	2 081	519
Finance expense	-109 328	-988	-128 509	-5 877
Profit/(loss) before tax	-108 173	7 259	-76 244	8 853
Income tax	814	-2 296	-6 360	-4 583
Net result for the period	-107 359	4 963	-82 604	4 270

Balance sheet [USD'000]	2020	2019
Assets		
Non-current assets		
Property, plant and equipment	2 703	1 414
Right-of-use assets	8 646	2 817
Goodwill	2 838	0
Intangible assets	1 459	115
Deferred tax assets	899	0
Other long-term assets	802	376
Total non-current assets	17 347	4 722
Current assets		
Trade and other receivables	29 226	21 540
Corporate income tax receivable	1 101	583
Cash and cash equivalents	94 158	26 270
Total current assets	124 485	48 393
Total assets	141 832	53 115
Equity		
Share capital	2	2
Treasury shares	-33 994	-36 604
Supplementary capital	14 814	13 725
Employee benefit reserve	8 052	4 294
Foreign exchange reserve	1 299	809
Retained earnings/(accumulated losses)	-86 181	-2 052
Equity attributable to owners of the Company	-96 008	-19 826
Total equity	-96 008	-19 826
Non-current liabilities		
Preference shares	176 606	48 354
Long-term lease liabilities	6 282	1 672
Deferred tax liabilities	131	120
Total non-current liabilities	183 019	50 146
Current liabilities		
Trade and other payables	37 797	10 953
Deferred income	3 360	2 871
Corporate income tax liabilities	3 126	739
Short-term lease liabilities	2 779	1 197
Other provisions	7 759	7 035
Total current liabilities	54 821	22 795
Total equity and liabilities	141 832	53 115

Appendix - Cash flow statement

Cash flow statement [USD'000]	4Q20	4Q19
Cash flows from operating activities		
Profit/(loss) before tax	-108 173	7 259
Adjustments for:	0	0
Depreciation and amortization	1 468	542
Interest (income)/expense	33	167
Foreign exchange (gains)/losses, net	1 311	-805
(Profit)/loss on disposal of property, plant and equipment	-97	0
Prepayments for intangible assets	217	0
Non-cash employee benefits expense - share-based payments including earn-out resulting from business combination transaction	1 531	402
Remeasurement of preference shares liability - finance expense	109 177	702
Changes in net working capital:		
Trade and other receivables, and other long-term assets	-1 420	3 149
Trade and other payables	12 074	-11 106
Deferred income	745	786
Other provisions	93	6 634
Other adjustments	13	-727
Cash flows from operating activities	16 972	7 003
Income tax paid	-1 962	-1 317
Net cash flows from operating activities	15 010	5 686
Cash flows from investing activities		
Acquisition of property, plant and equipment and intangible assets	-560	-368
Software expenditure	-1 297	0
Acquisition of subsidiaries, net of cash acquired	0	0
Interest received	0	150
Net cash from investing activities	-1 857	-218
Cash flows from financing activities		
Proceeds from issue of share Series A and B	0	0
Proceeds from issue of share Series C	0	0
Repurchase of own shares Series A and B	0	-16 739
Repurchase of own shares Series C	-1	-2 942
Transaction costs in anticipation of an issuance of equity instruments	-864	-11
Lease repayment	-410	-349
Interest paid	-38	-24
Exercise of stock options	52	21
Net cash from financing activities	-1 261	-20 044
Net increase/(decrease) in cash and cash equivalents	11 892	-14 576
Effect of exchange rate fluctuations	105	882
Cash and cash equivalents at the beginning of the period	82 161	39 964
Cash and cash equivalents at the end of the period	94 158	26 270

	2020	2019
	-76 244	8 853
	3 330	2 029
	67	-116
	248	-205
	-114	11
	217	0
	3 758	2 053
	128 249	3 867
	-8 038	-4 949
	26 087	-4 998
	489	2 871
	724	7 035
	183	0
	78 956	16 451
	-5 725	-3 459
	73 231	12 992
	-2 140	-1 085
	-1 297	0
	-2 088	0
	67	519
	-5 458	-566
	8 234	0
	1 447	0
	-6 255	-16 739
	-1 444	-2 942
	-275	0
	-1 784	-1 341
	-139	-110
	202	21
	-14	-21 111
	67 759	-8 685
	129	0
	26 270	34 955
	94 158	26 270

Appendix - Glossary

ARPPU	Average revenue per paying 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

All data available on ir.huugegames.com