

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, looking towards the right. 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 gathering.

# HUUUGE

**A Global Success  
Story in Gaming**

Czerwiec 2021

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# Today's presenters



**Grzegorz Kania**  
CFO



**Gabriela Burdach**  
IR Manager

# Agenda

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## MISSION

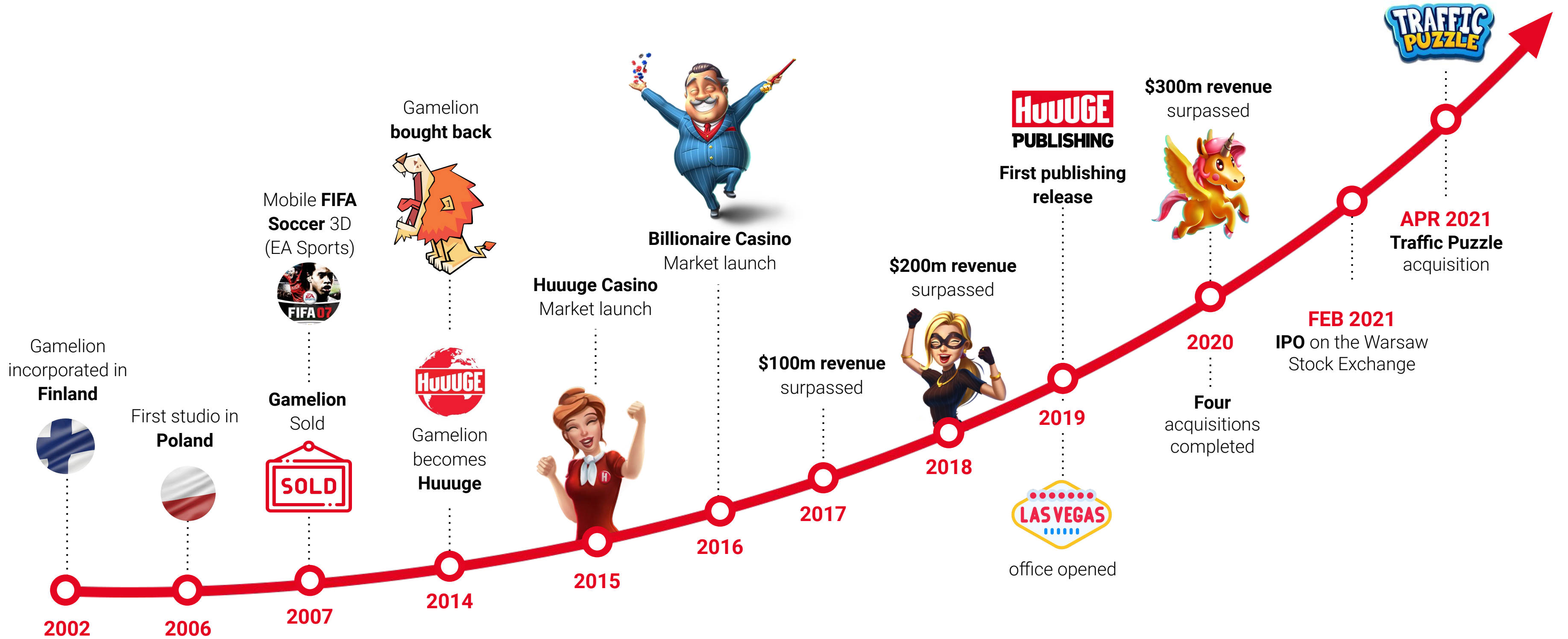
**Empower billions of people  
to play together**



## VISION

**Transform mobile gaming  
into a massively social  
experience**

# A Huuuge track record of success



# Huuuge Games at a glance

**Who we are:** A global game developer and publisher focused on the multi-billion, fast growing mobile gaming market

**What we do best:** Develop, publish and operate mobile games at scale

**Why we excel:** Best-in-class free-to-play game monetisation

**\$333m**

Revenue

**30%**

Revenue 3Y CAGR

**\$35**

ARPPU on core franchise

**\$0.96**

ARPPDAU

**17.2%**

Adjusted EBITDA margin

**5m**

Average MAU

**10**

Offices across the globe

**600+**

Team members

**7.4%**

MAU payer conversion % on core franchise

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# A 'Huuugely' exciting and differentiated proposition



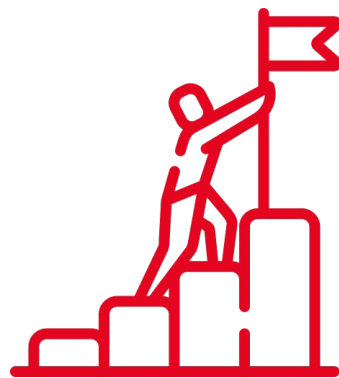
**Massive and rapidly growing** mobile gaming market



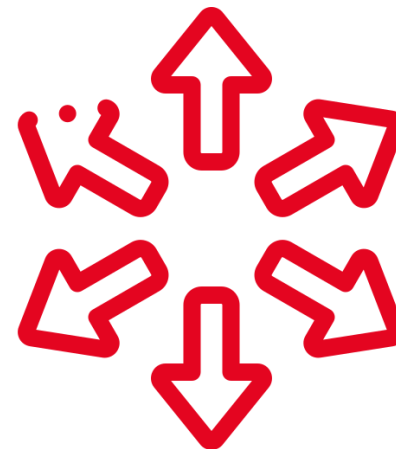
**Leader in truly social mobile gaming** with proven games and attractive pipeline



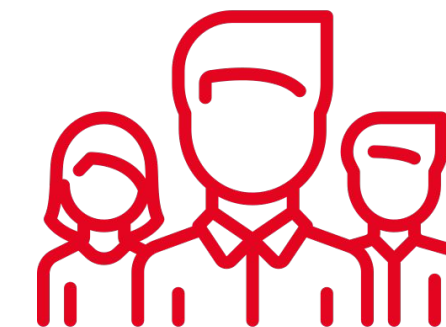
Upside from highly valuable user base and **best-in-class** monetisation metrics



**Fast growing** top line and cash flow generation underpinned by scalable business model



Proven **Build & Buy strategy** with robust and growing pipeline of opportunities



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

# Overview of our core franchises



**\$700 mln**  
lifetime revenue  
since launch  
(2015)



**\$320 mln**  
lifetime revenue  
since launch  
(2016)



**Top5**  
in 63 countries

**1.4 mln**  
users in month  
(MAU)

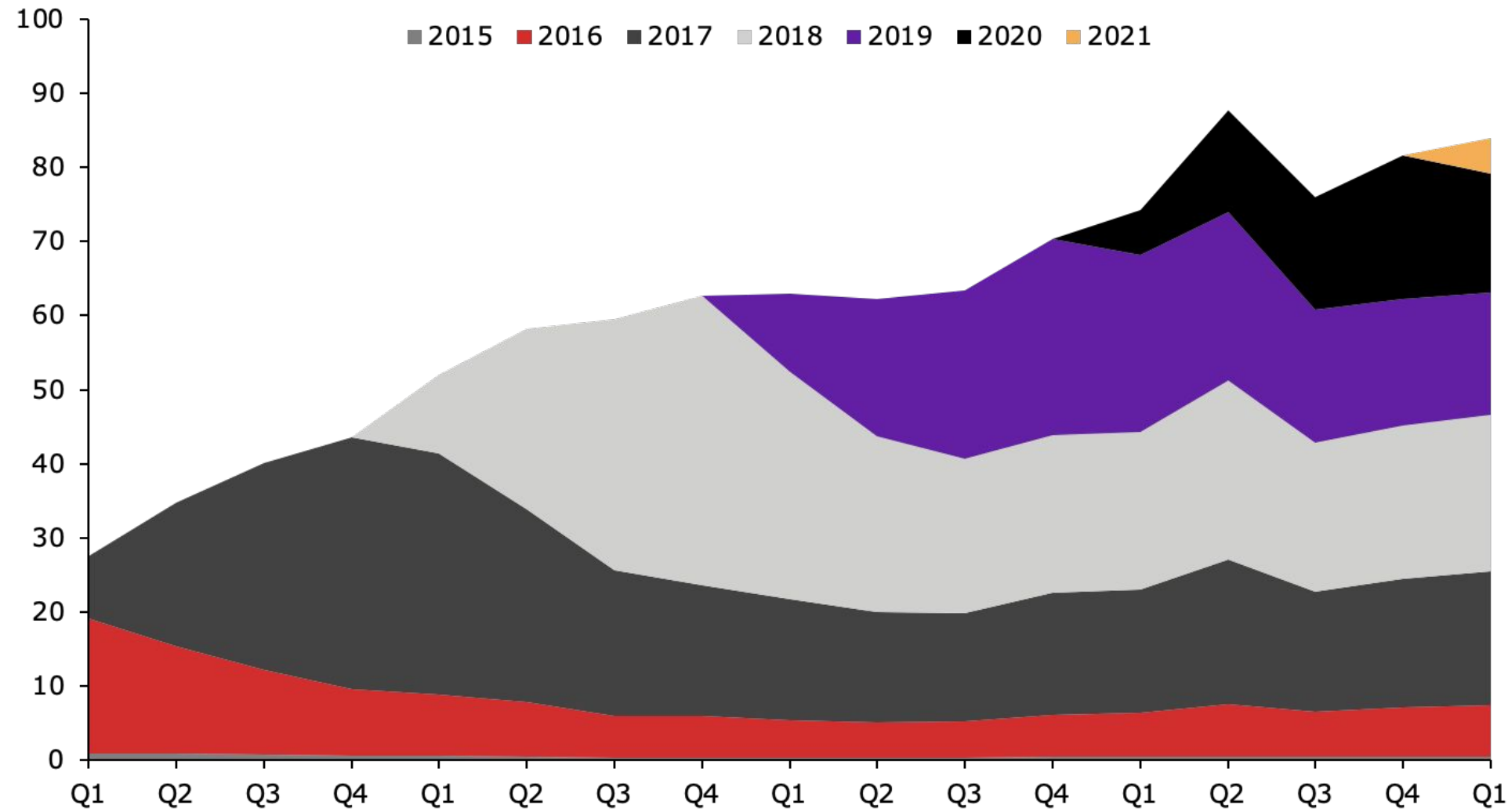


**Top5**  
in 21 countries

**0.9 mln**  
users in month  
(MAU)

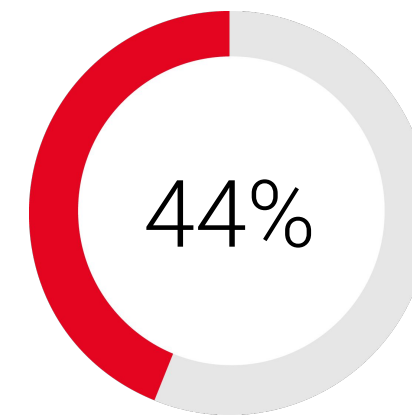
# The Evergreen Nature of Our Games

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

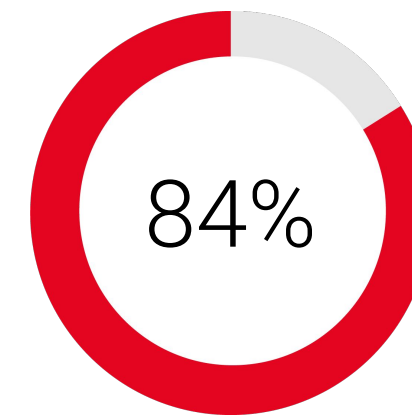


Huuuge Casino and Billionaire Casino

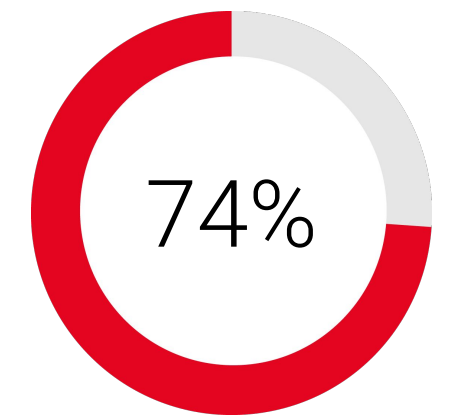
Truly social - driving monetization to best in class KPI's



of MAU are part of a club



of playing users interact with other players



of paying users are part of one or more clubs

ARPPU of a clubber vs a non clubber is approx.

**6x higher**

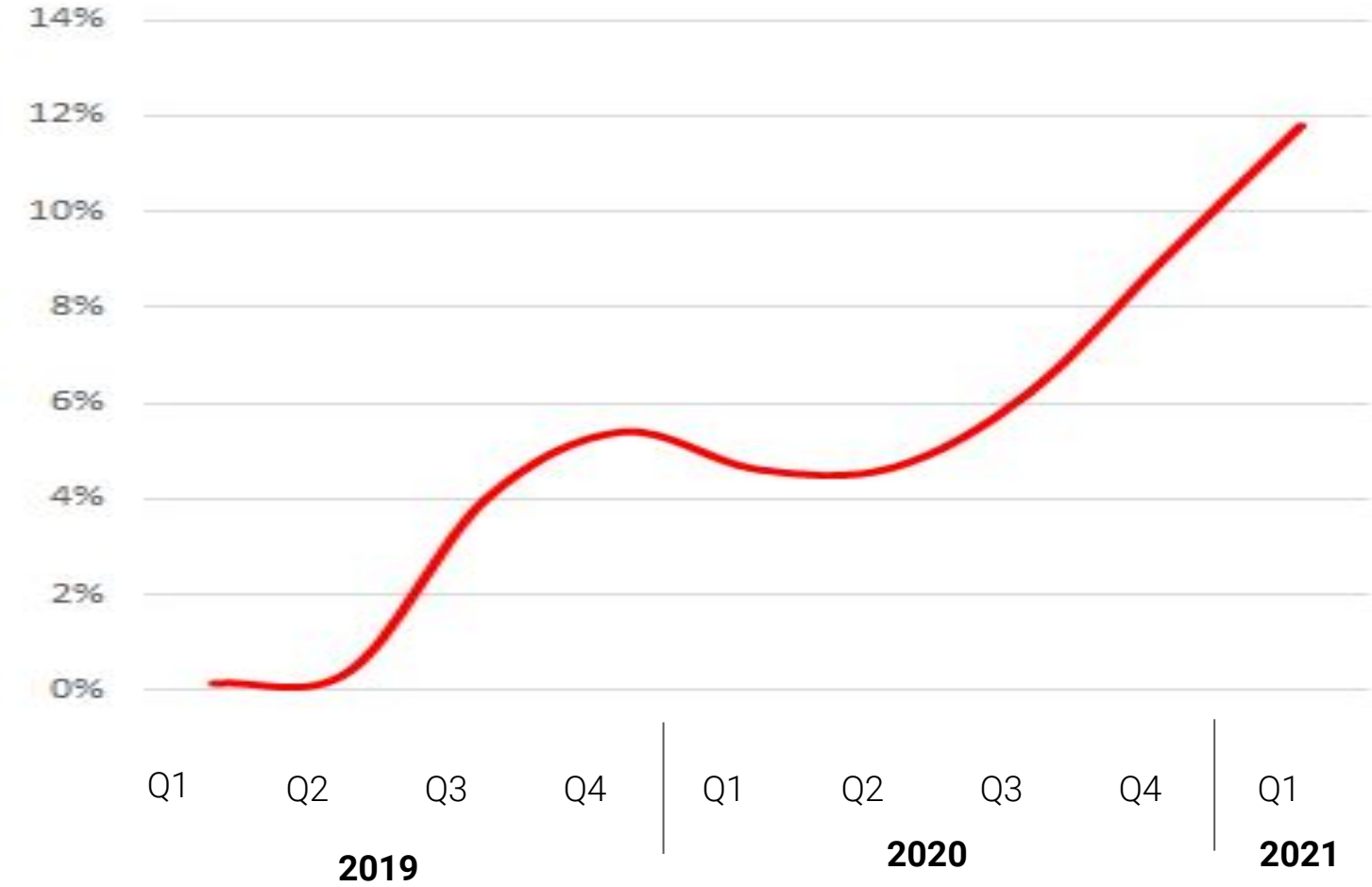
ARPPU of a clubber vs a non clubber is approx.

**40% higher**

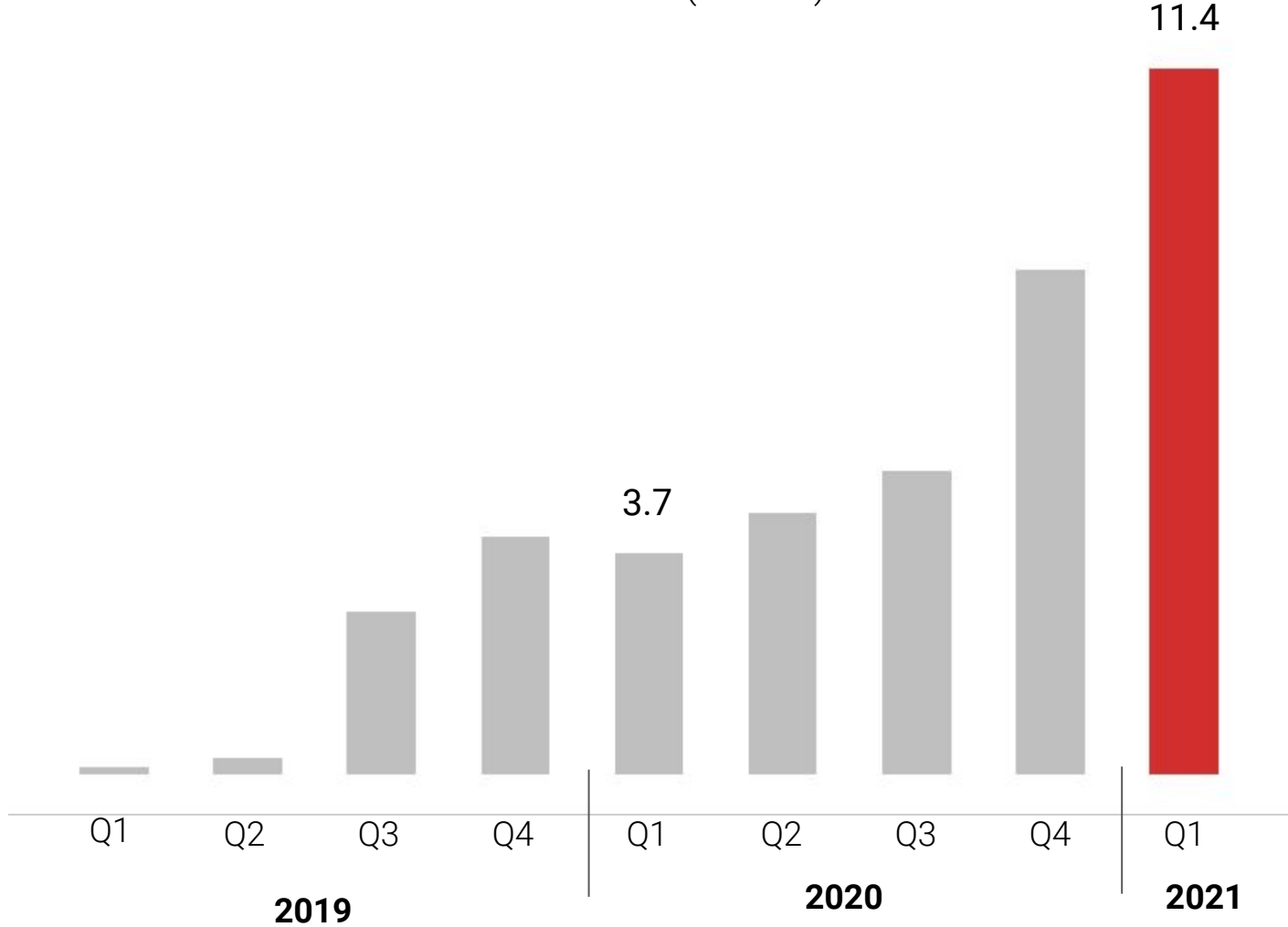
# New franchises

Accelerating growth resulting in increased revenue diversification

New franchises as (%) of total revenue



Revenue from new franchises (USD M)



**12%**

New franchises as % of total revenue Q1 2021

**2.1x**

Number of daily paying users (DPU) in new franchises yoy

**3.1x**


Revenue new franchises growth in Q1 2021 - record high 4th quarter in a row


# Build: Multiple organic growth avenues across products and operations



  
**Growing DAU with existing games**  
Curated game economies increase engagement

  
**New product development**  
Strong pipeline of new games

  
**Increasing payer conversion**  
Social aspect helps drive incremental conversion vs. typical mobile gaming product

  
**Increasing ARPPU on existing users**  
More recent cohorts showing higher monetisation

  
**Margin improvement**  
Rapid revenue growth magnified by high operating leverage  
Continue to leverage lower cost developers

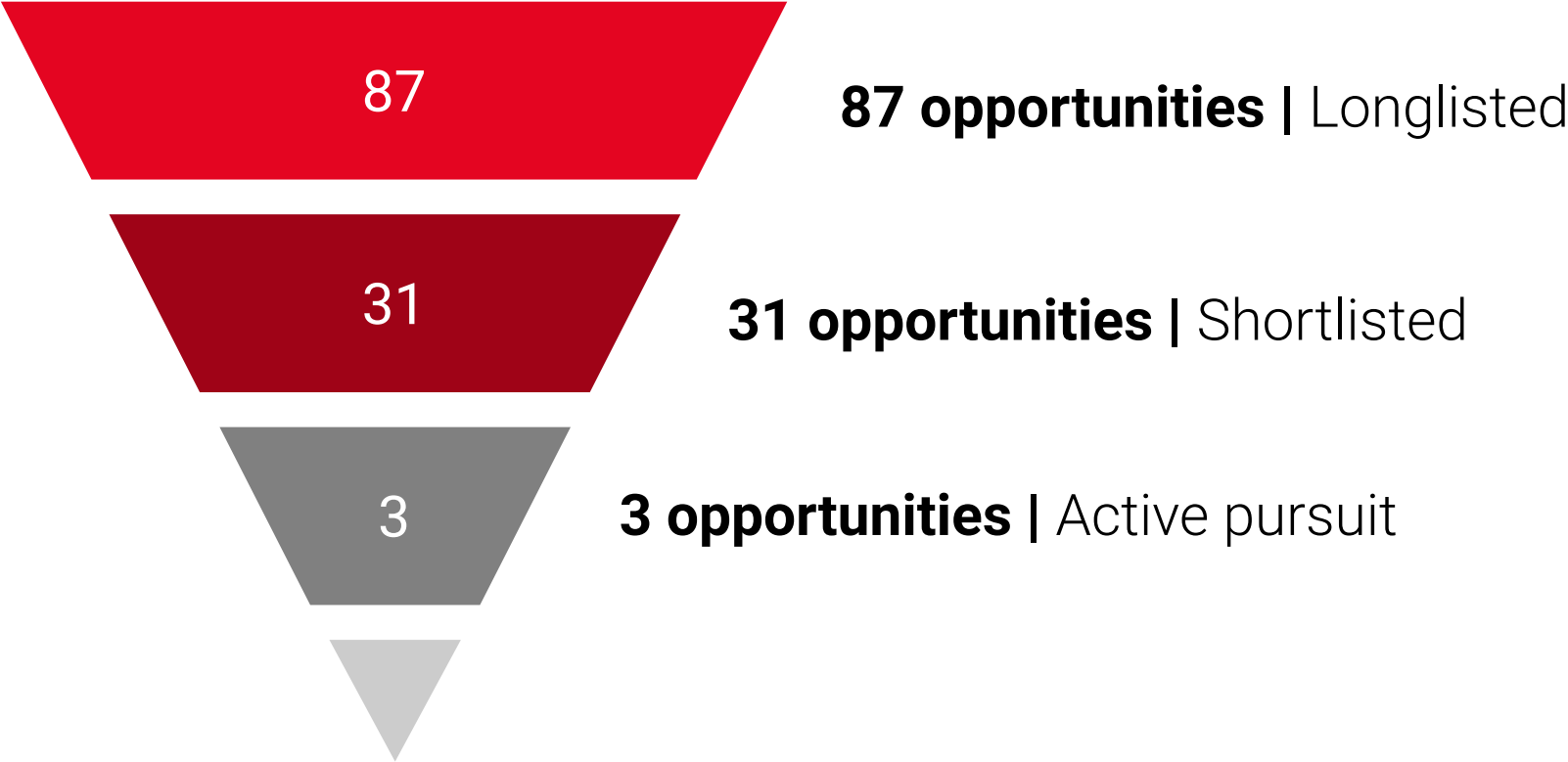
# Buy: Strong pipeline of potential deals



### Target profile:

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

BUY PIPELINE of potential opportunities



### M&A

IPO proceeds deployed by the end of 2022

# Huuuge is a global team of teams

## Talent centric

Focus on hiring AAA+ talent

## Accelerate learning

Grow knowhow & capabilities

## Huuuge culture

Building winning teams



# **HUUUGE** Fuel

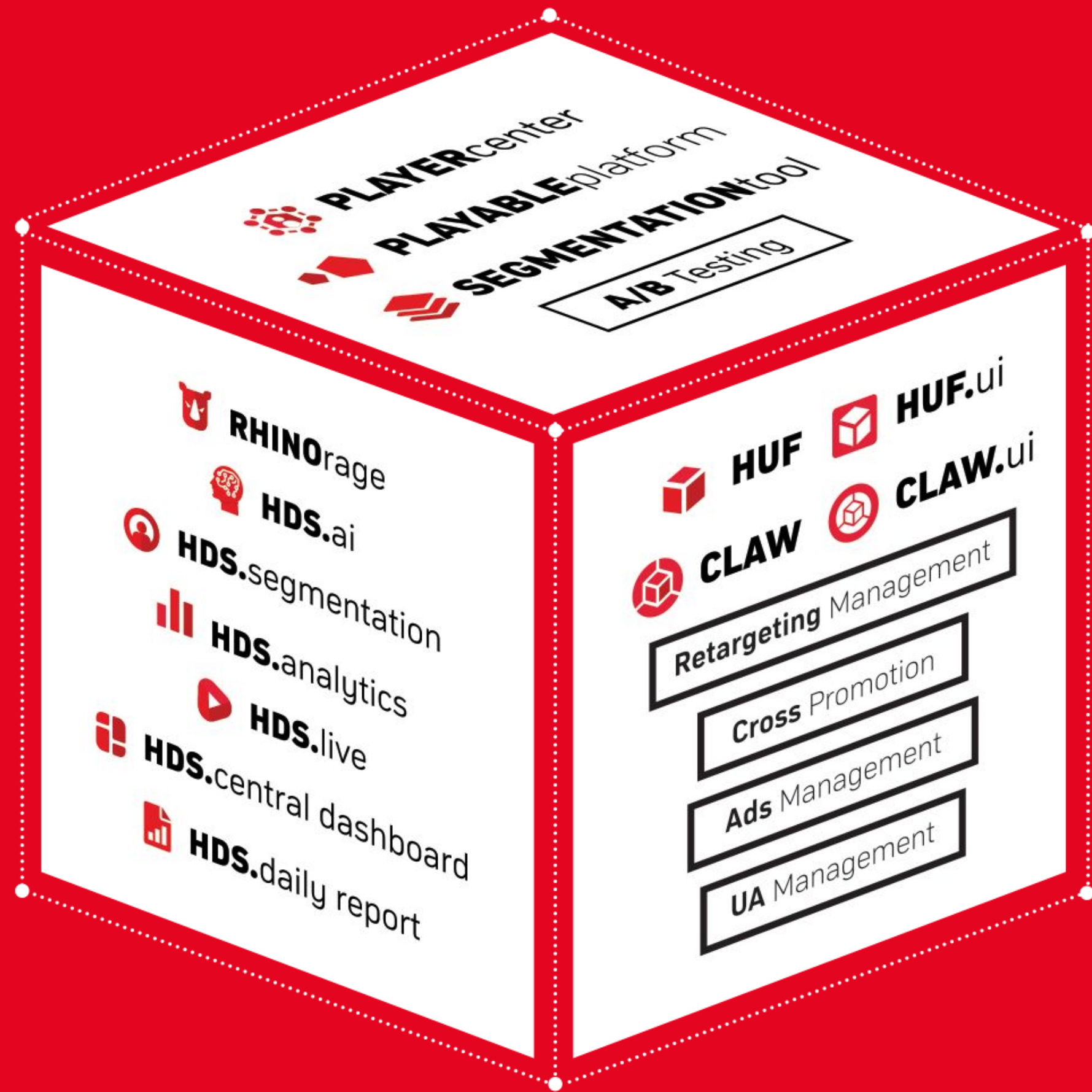
**Rocket Fuel for Games**



# Plug & Play

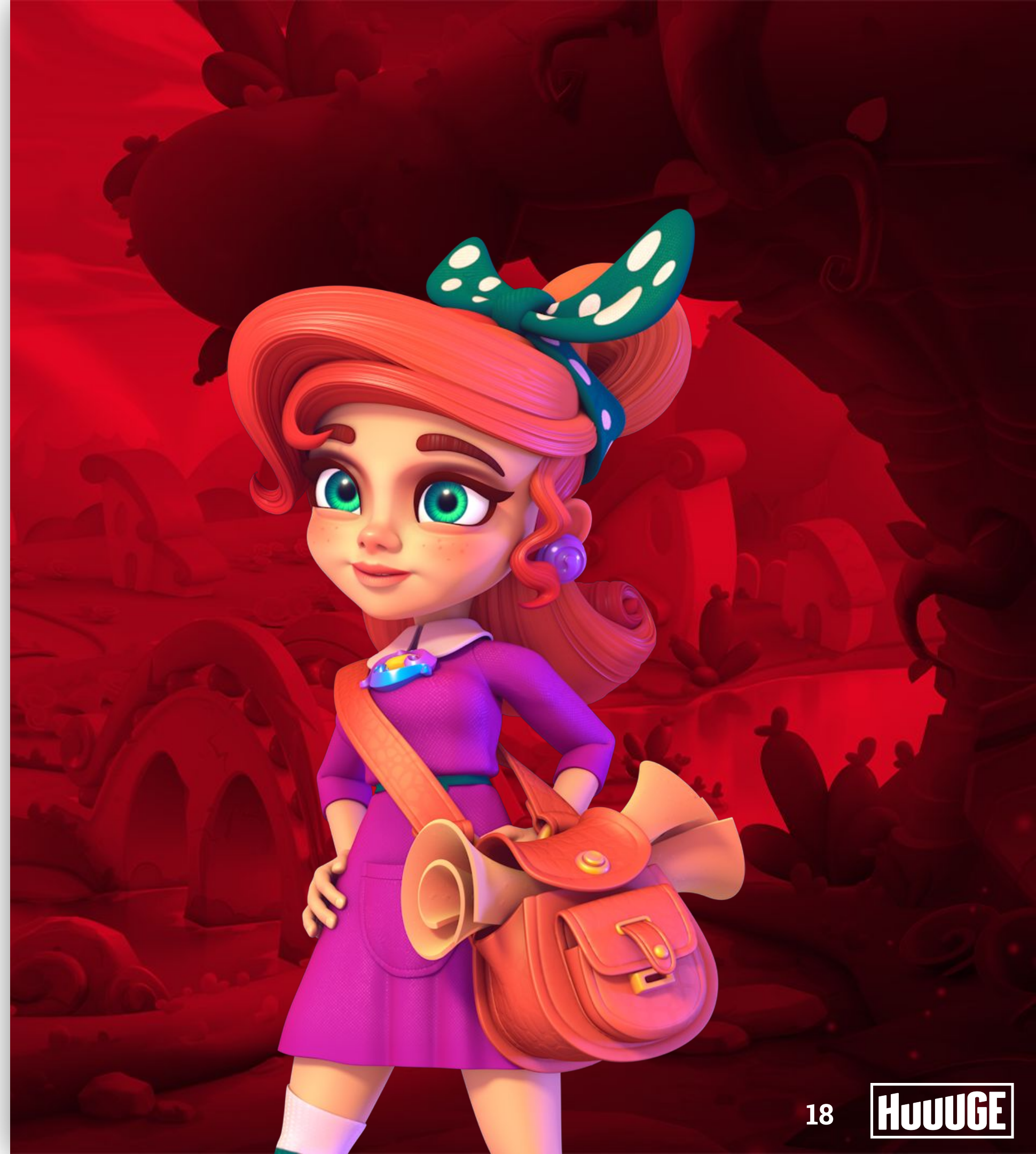
**Universal and  
independent platform  
to drive growth**





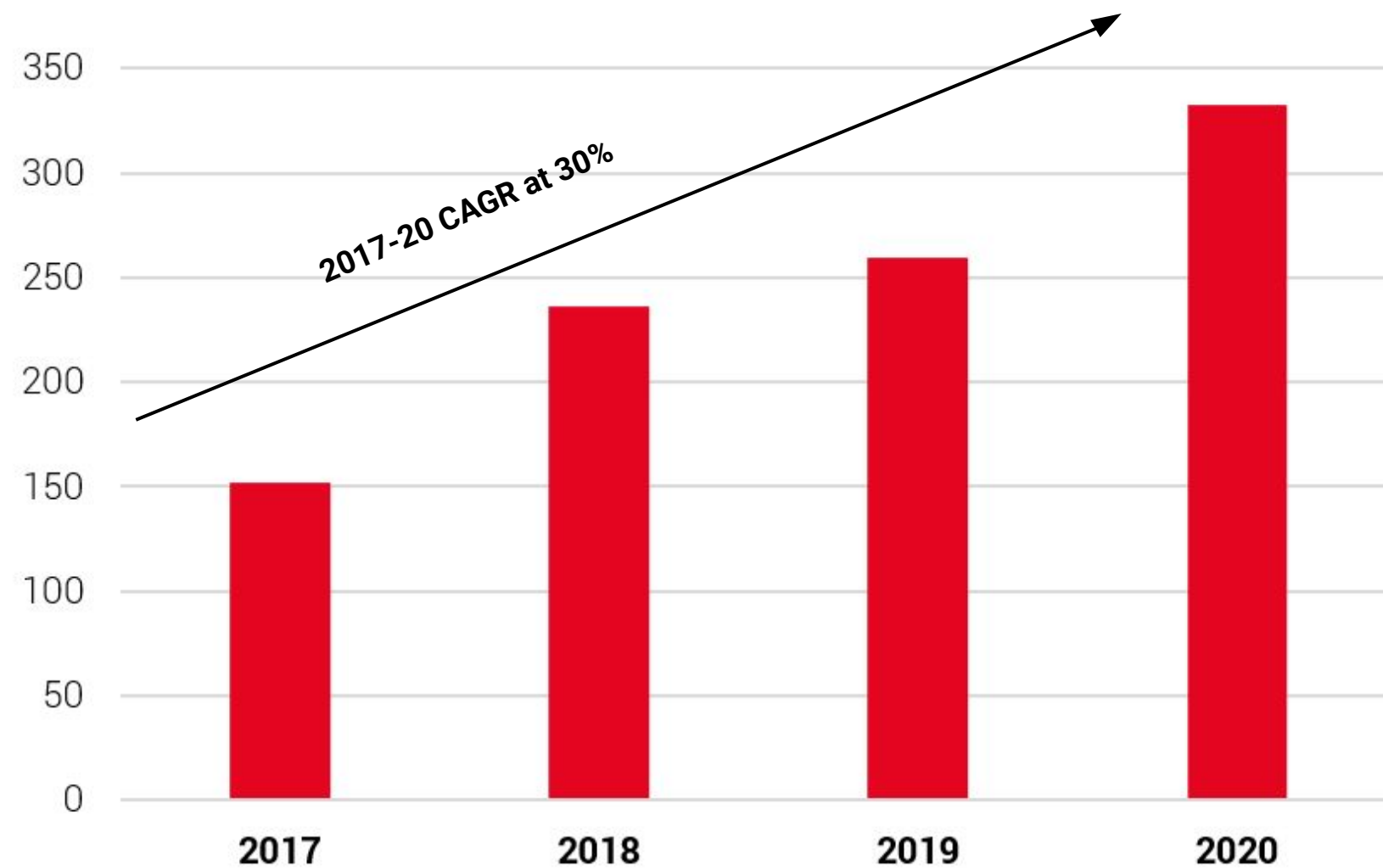
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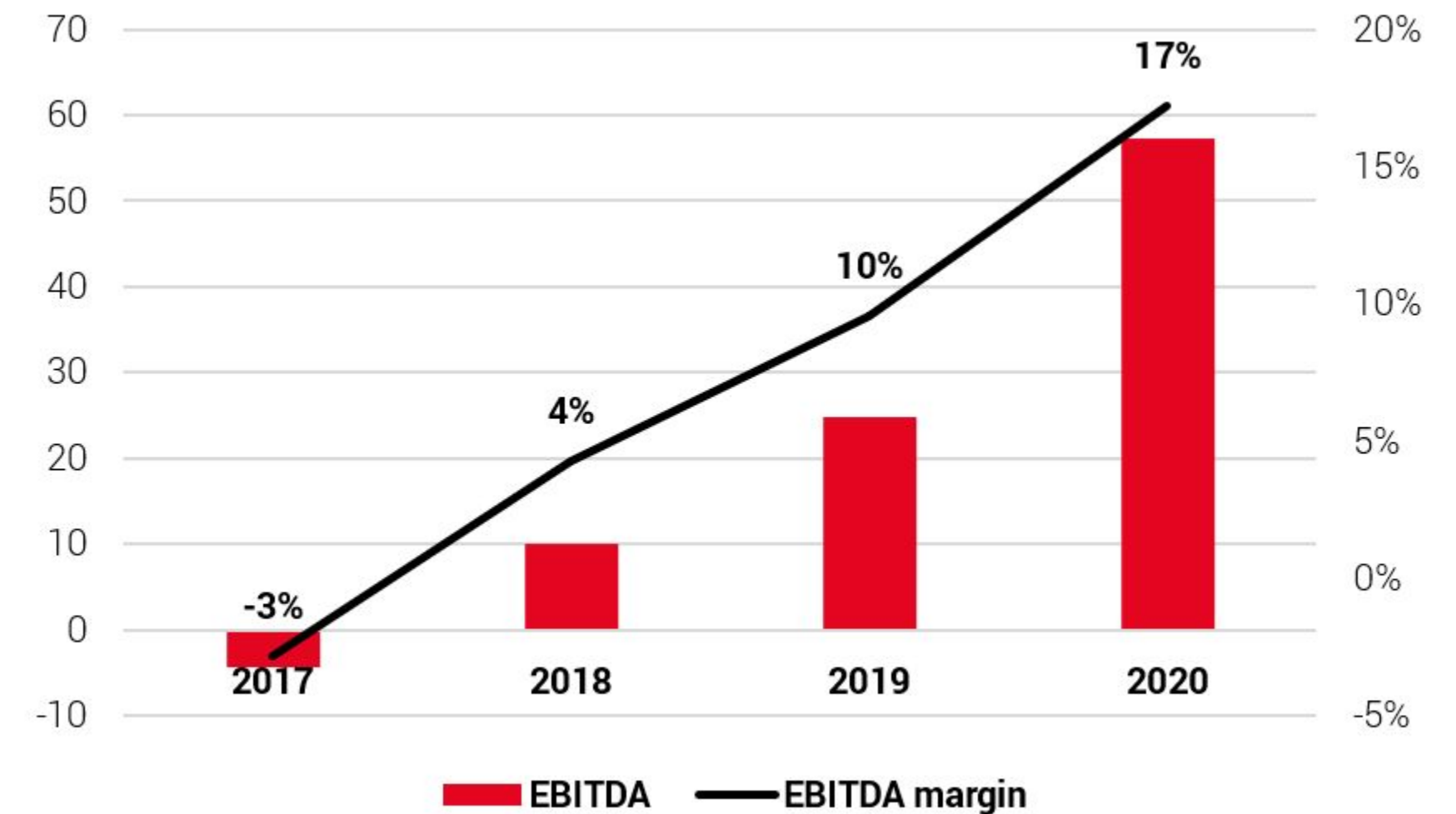


# Huuuge's strong track record of revenue growth across franchises has led to substantially improved EBITDA performance

Revenue (\$m)



Adj. EBITDA and % margin (\$m)

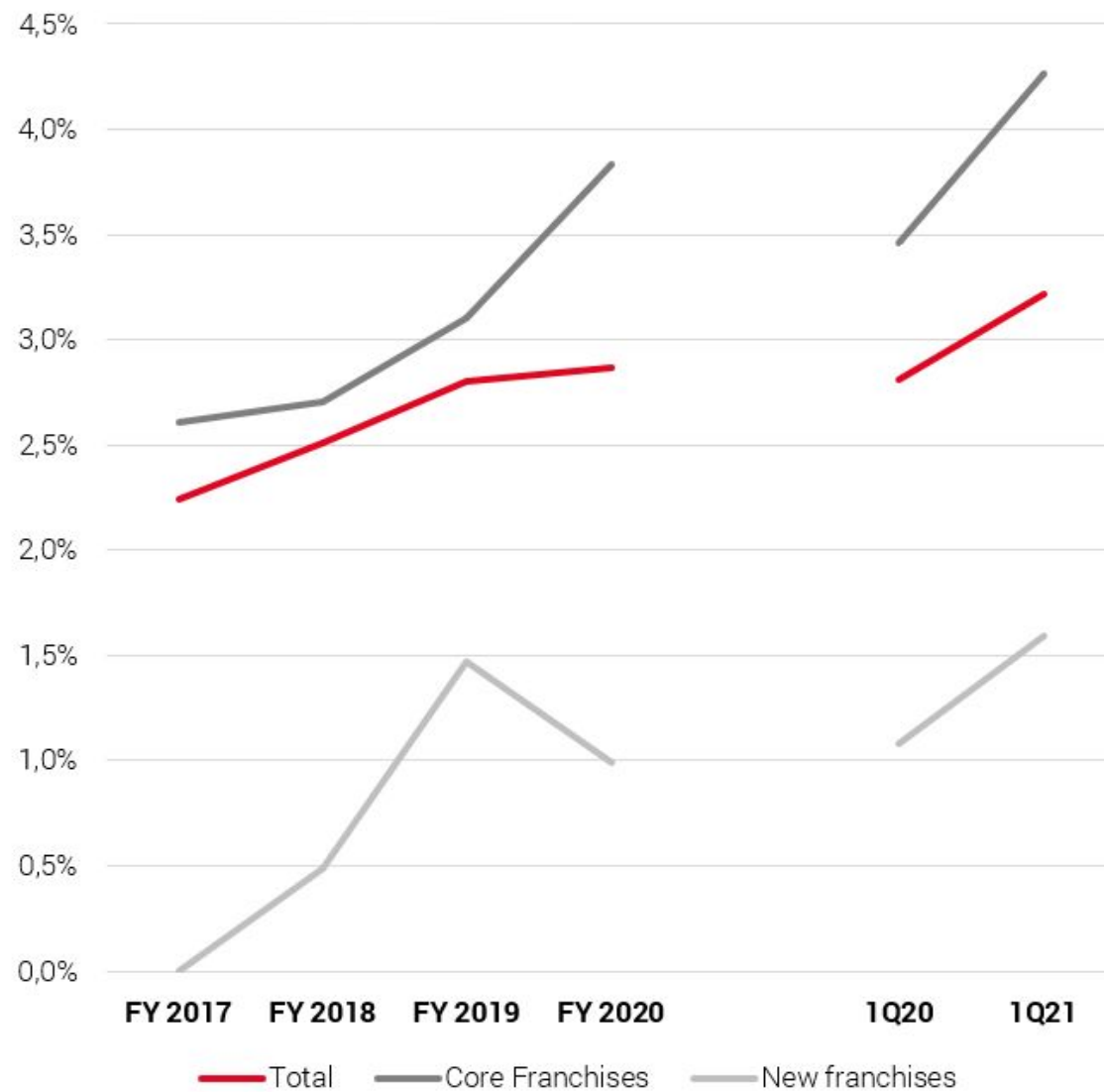


Source: Company information, audited financials.

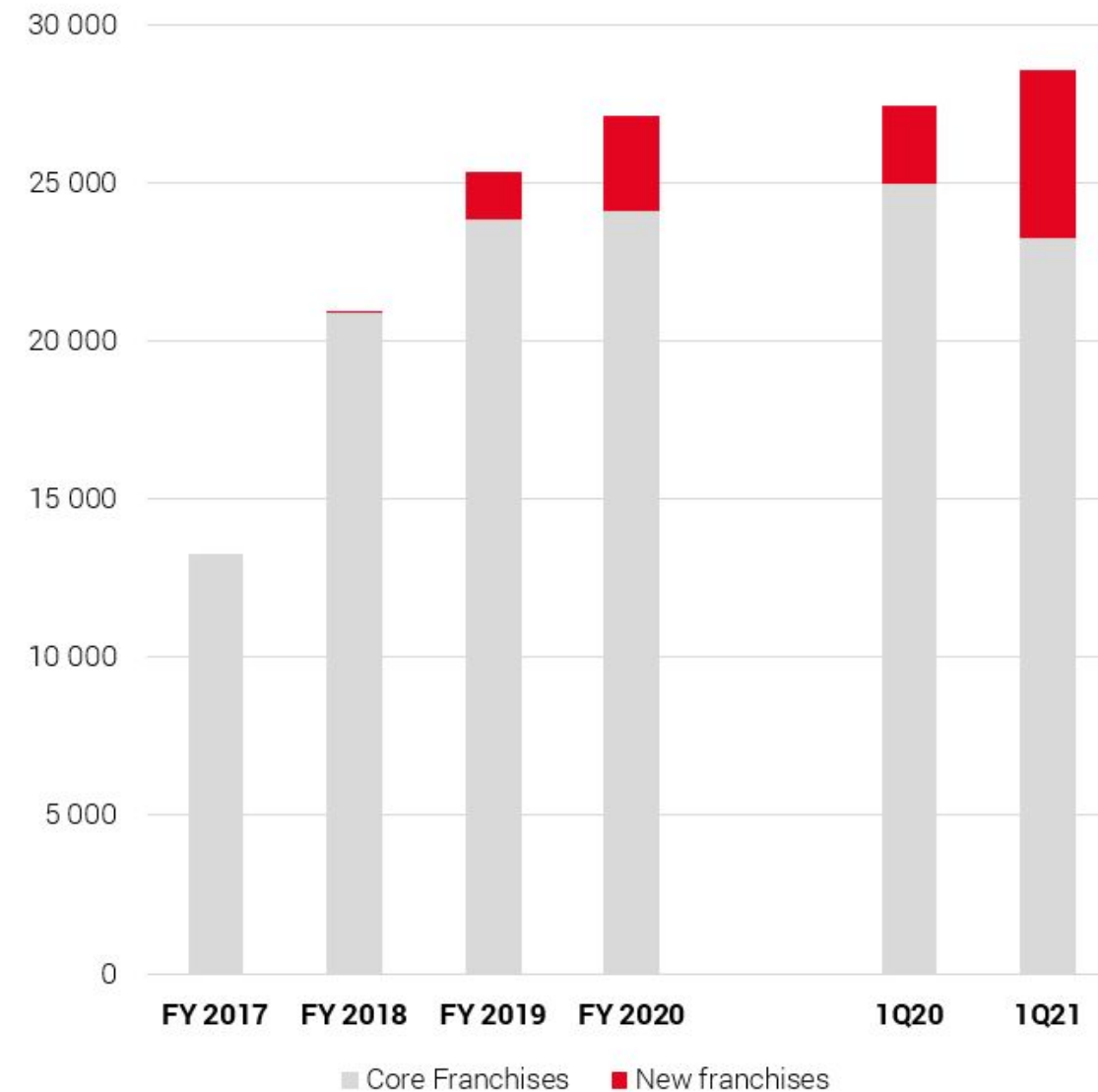
Note: 9 months ended 30-Sept-19 and 9 months ended 30-Sept-20 financials are based on management's unaudited reports

# Our franchises continue to attract new users while our ability to convert customers into payers drives top-line performance

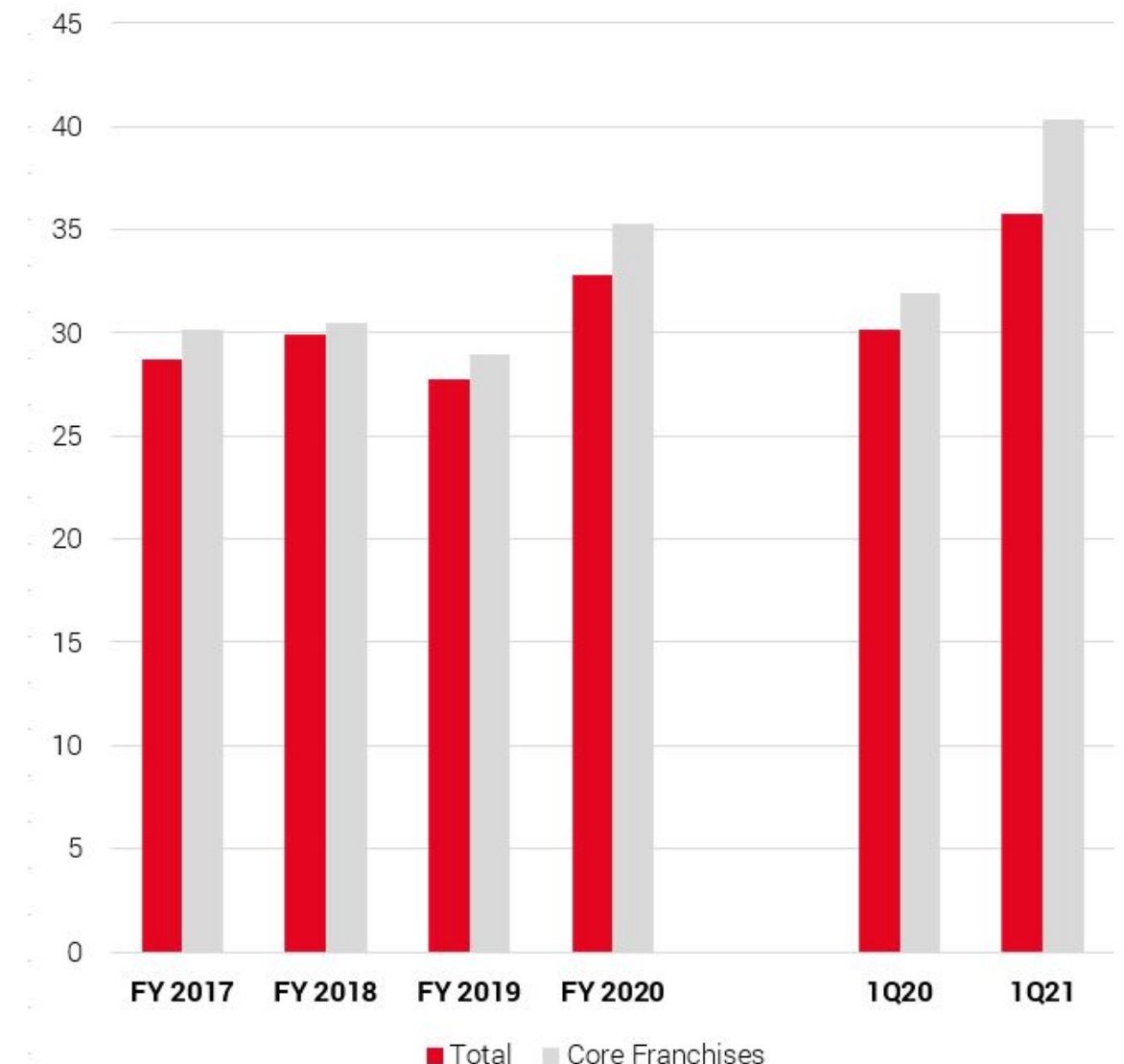
Conversion (%)



DPU (thousands)



ARPPU (USD)



DAU: Daily Active Users; Conversion: DPU/DAU; DPU: Daily Paying Users  
 Note: Core franchises includes Huuuge Casino and Billionaire Casino; consolidated figures represent the blend of core franchises, new franchises and other



**HUUUGE**

**Play Together.**

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