

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, creating a vibrant and energetic atmosphere. In the foreground on the left, a man is shown in profile, wearing a dark cap and a headset with a microphone, looking upwards with a focused expression. The crowd behind him is diverse in age and appearance, with many people holding up phones or cameras, suggesting they are capturing the event. The overall composition is dynamic and celebratory.

# HUUUGE

**A Global Success  
Story in Gaming**

July 2021

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# Today's presenters



**Anton Gauffin**  
Founder, Chief Executive Officer



**Grzegorz Kania**  
Chief Financial Officer

# Agenda

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## MISSION

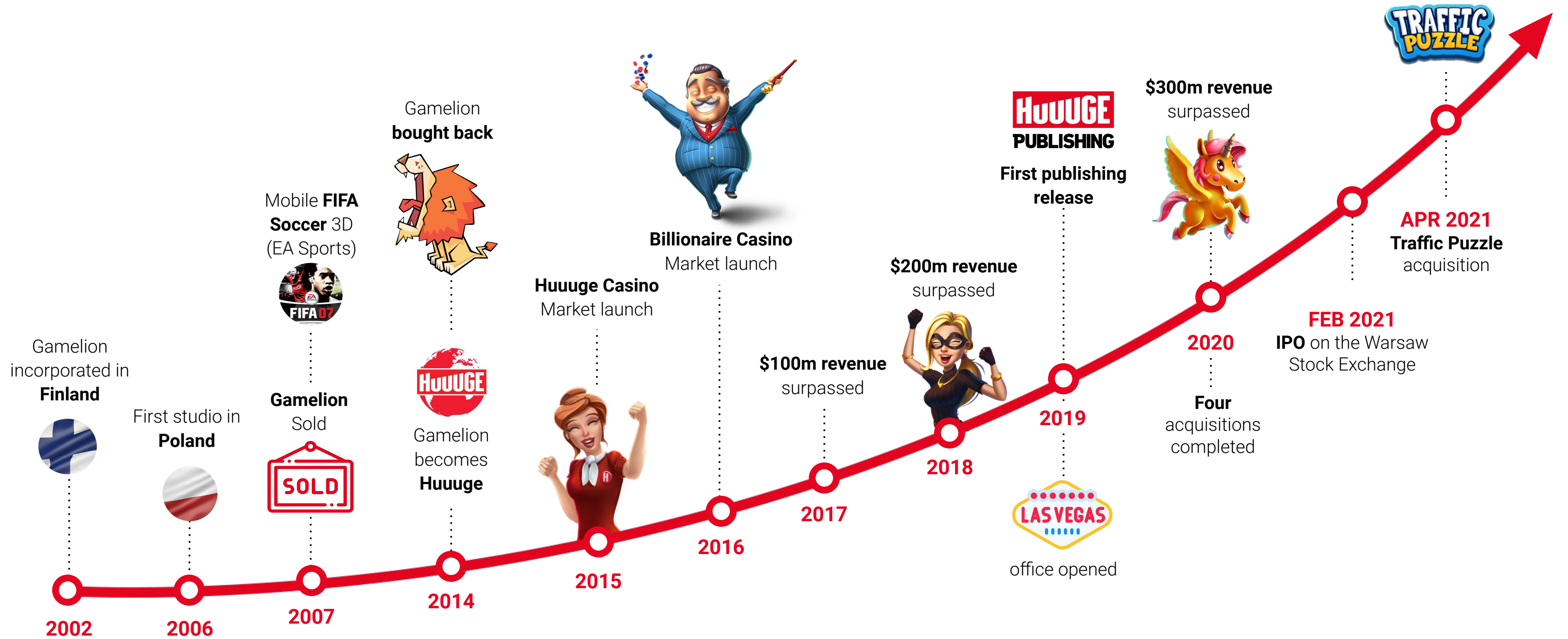
**Empower billions of people  
to play together**



## 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

# Huuuge is a global team of teams

## Talent centric

Focus on hiring AAA+ talent

## Accelerate learning

Grow knowhow & capabilities

## Huuuge culture

Building winning teams





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# A 'Huuugely' exciting and differentiated proposition



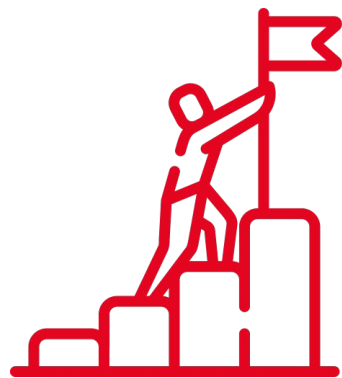
**Massive and rapidly growing** mobile gaming market



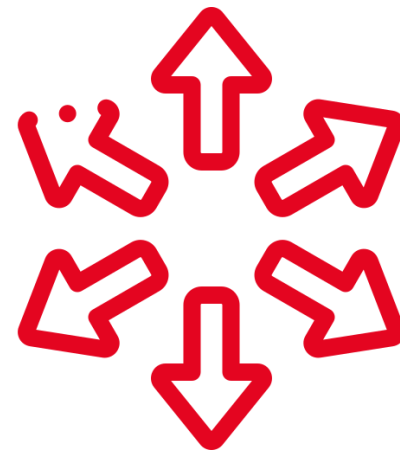
**Leader in truly social mobile gaming** with proven games and attractive pipeline



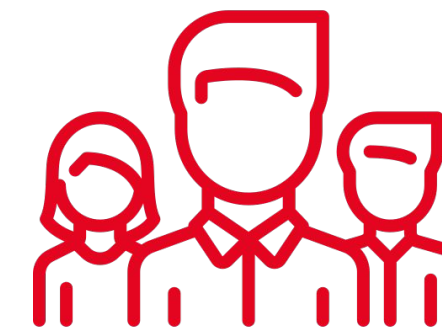
Upside from highly valuable user base and **best-in-class** monetisation metrics



**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)

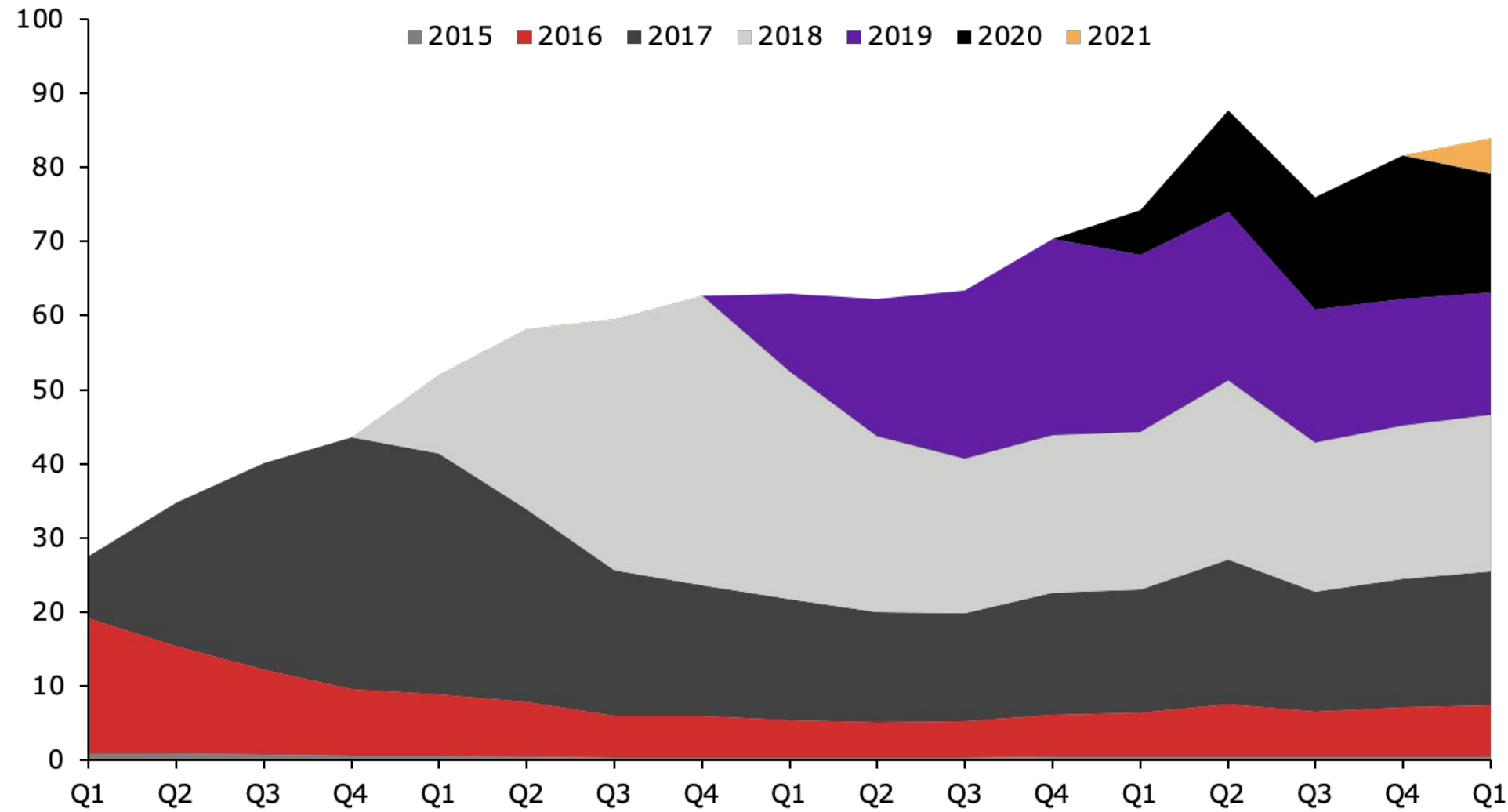


**Top5**  
in 21 countries

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

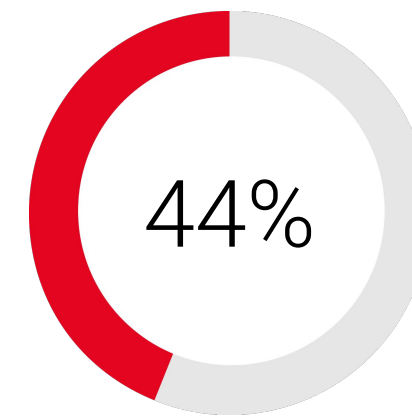
# The Evergreen Nature of Our Games

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

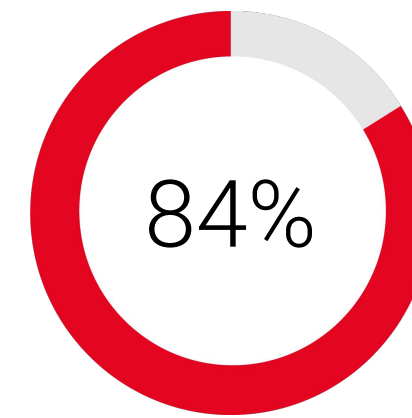


Huuuge Casino and Billionaire Casino

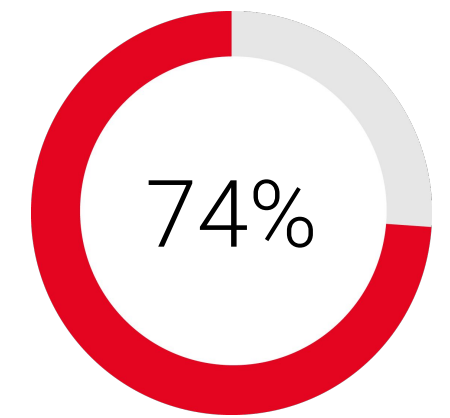
Truly social - driving monetization to best in class KPI's



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**

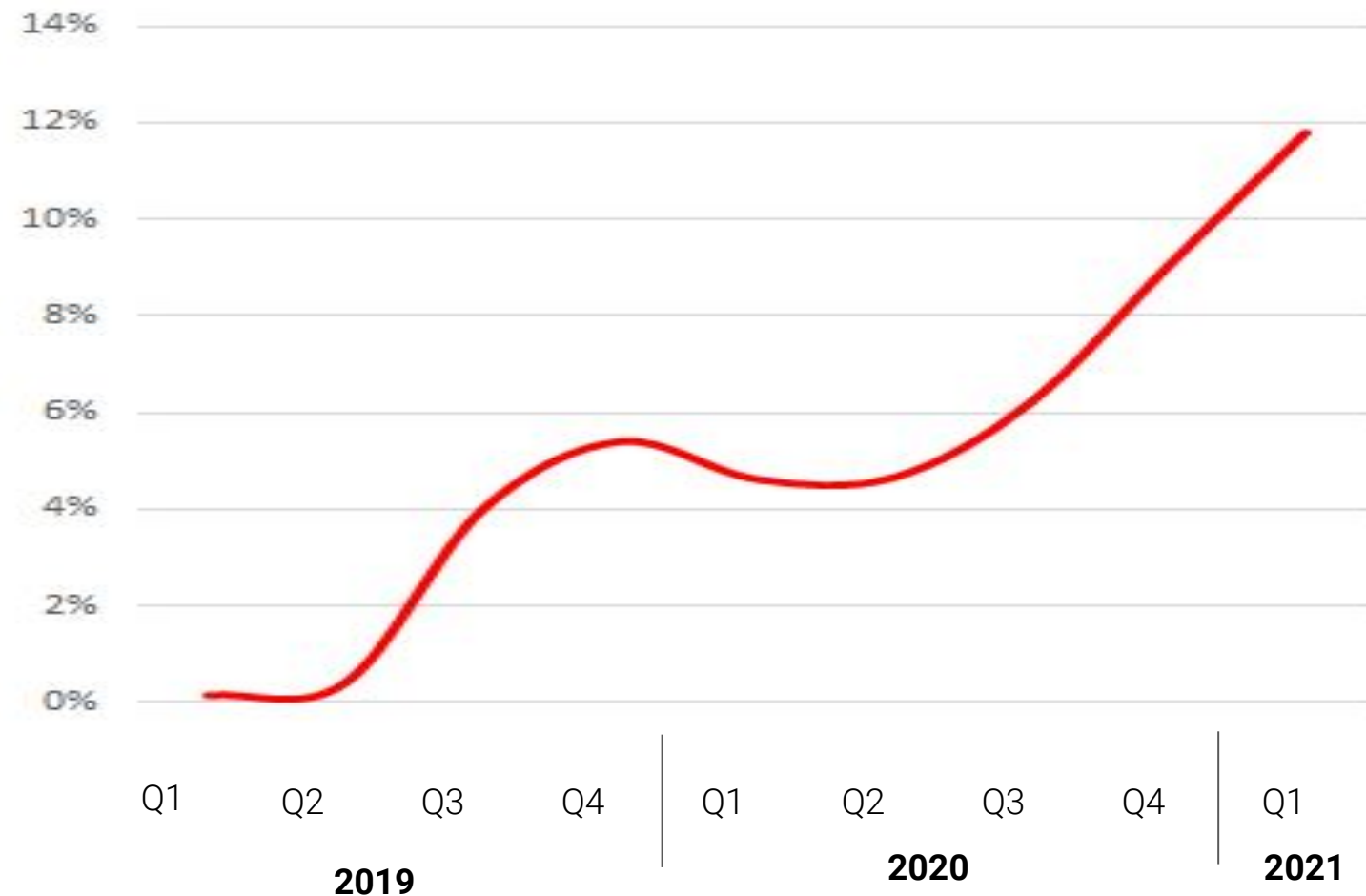
ARPPU of a clubber vs a non clubber is approx.

**40% higher**

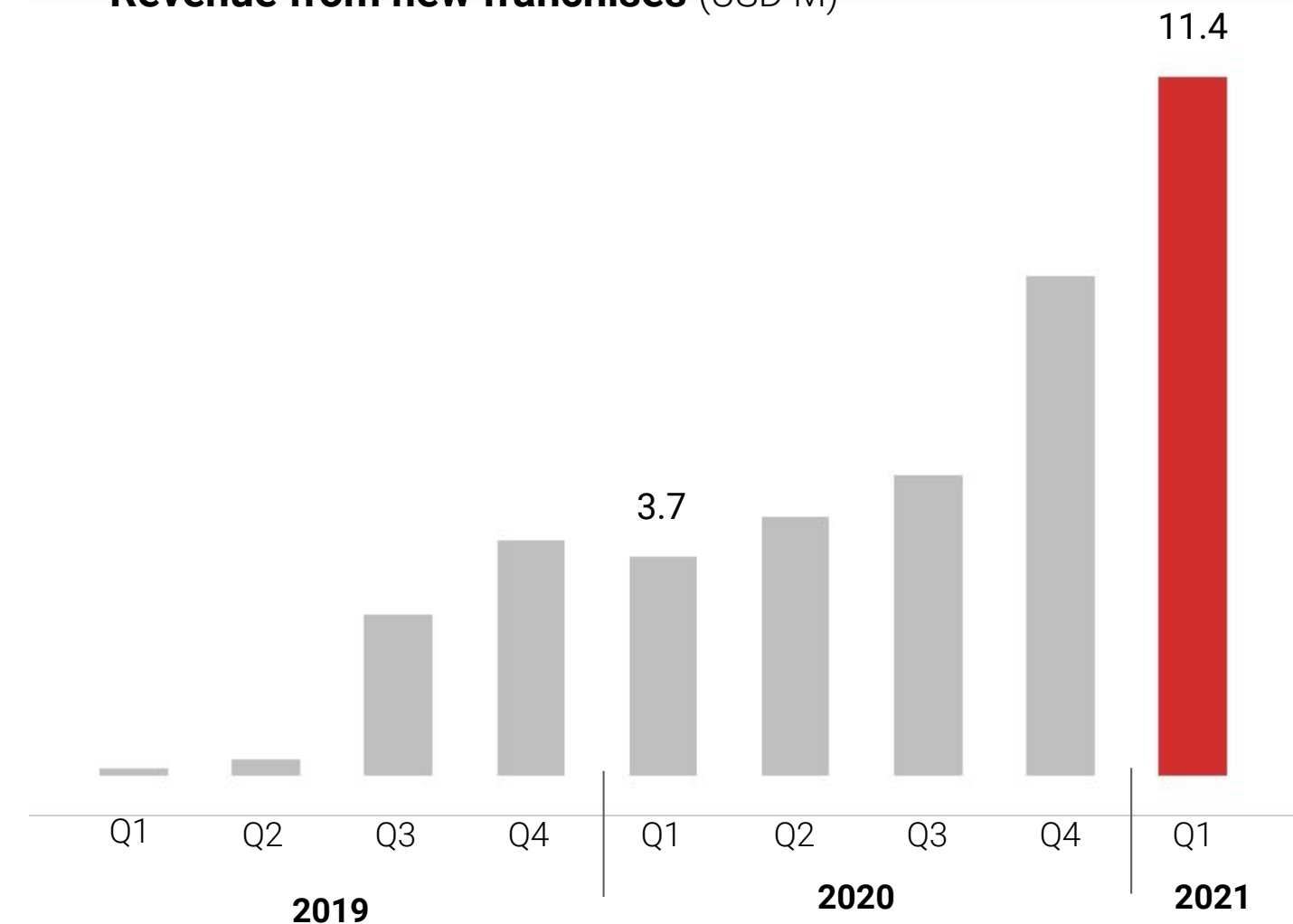
# New franchises

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

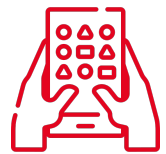
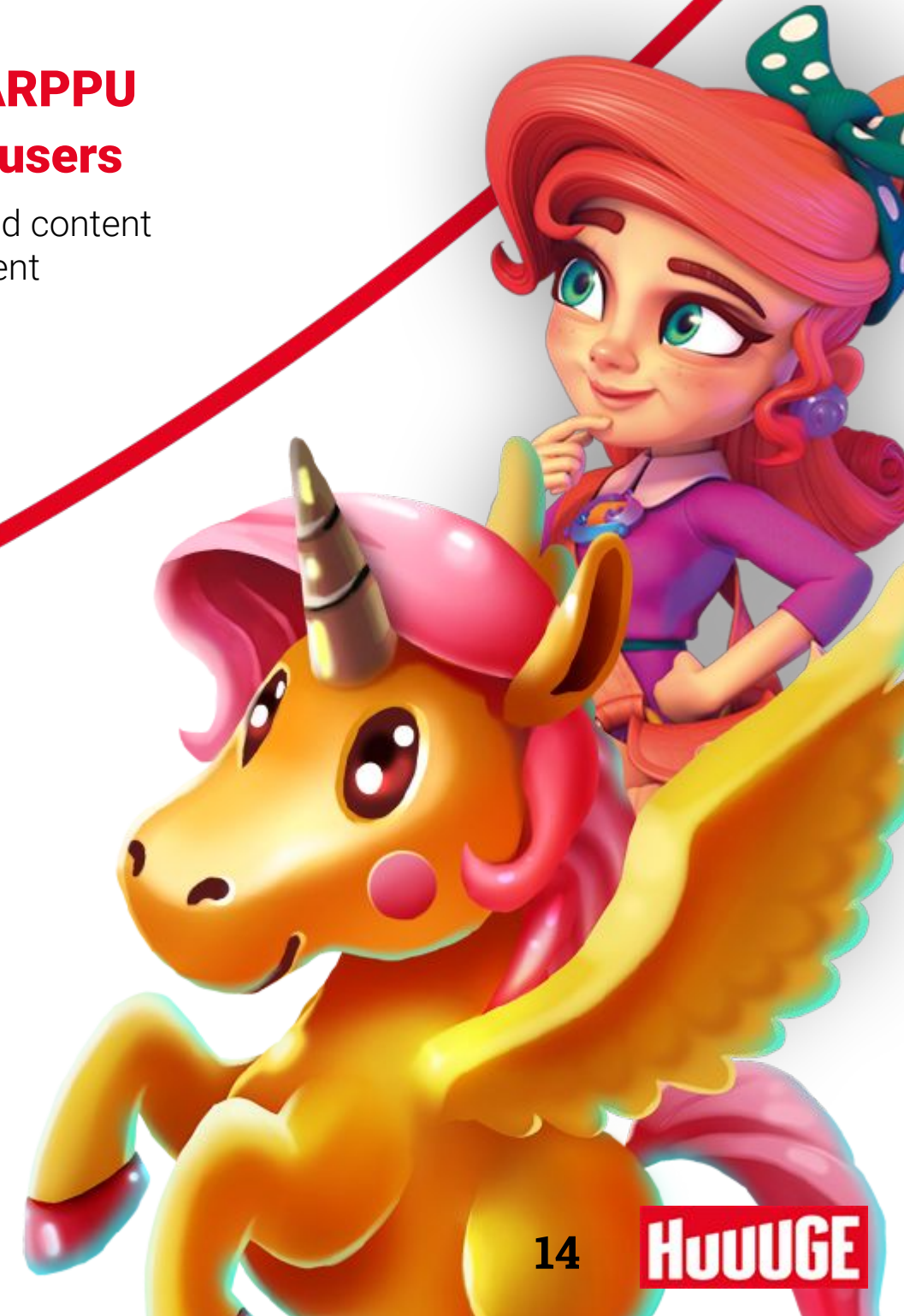
**2.1x**

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

Thanks to tech and content improvement

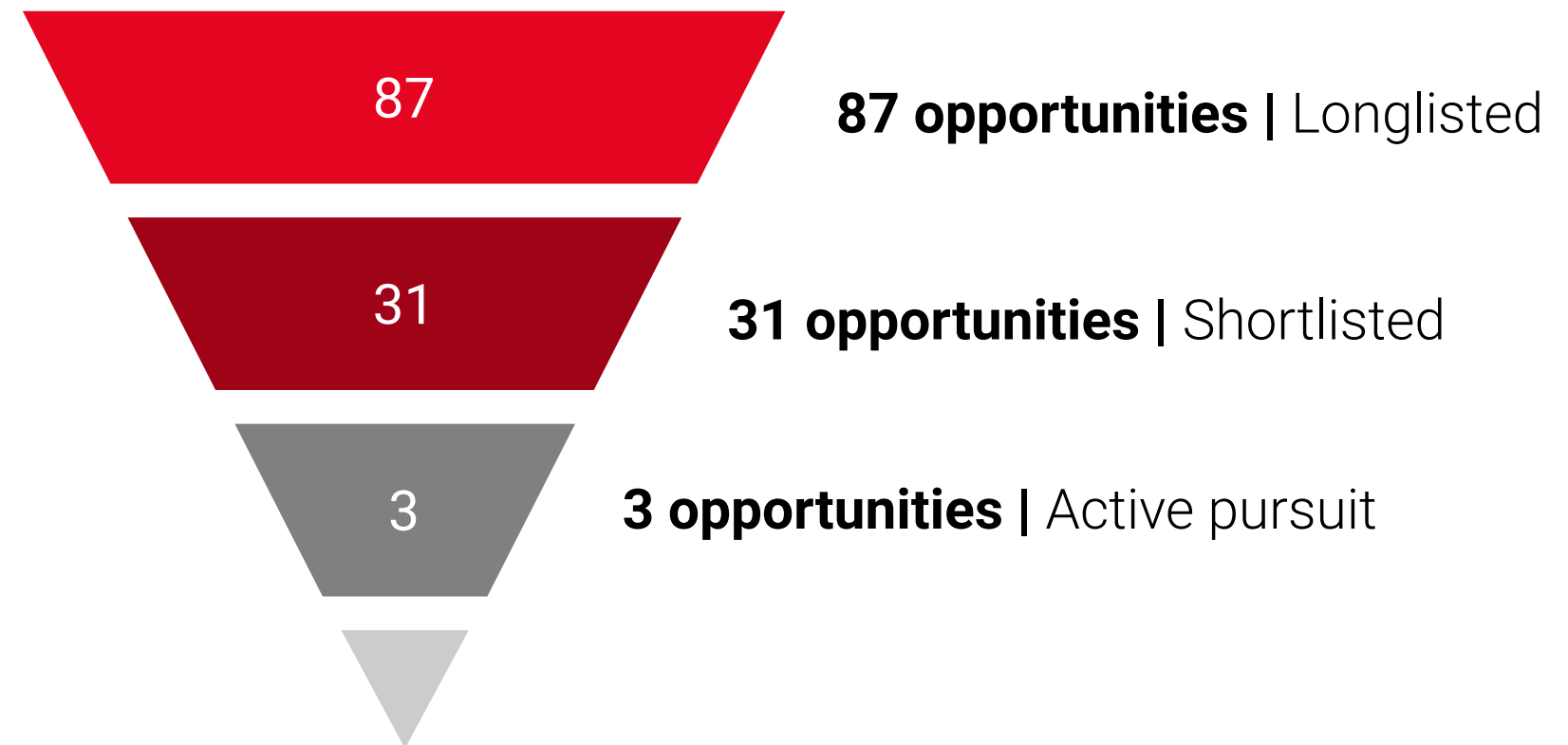
# Buy: Strong pipeline of potential deals



## 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** Fuel

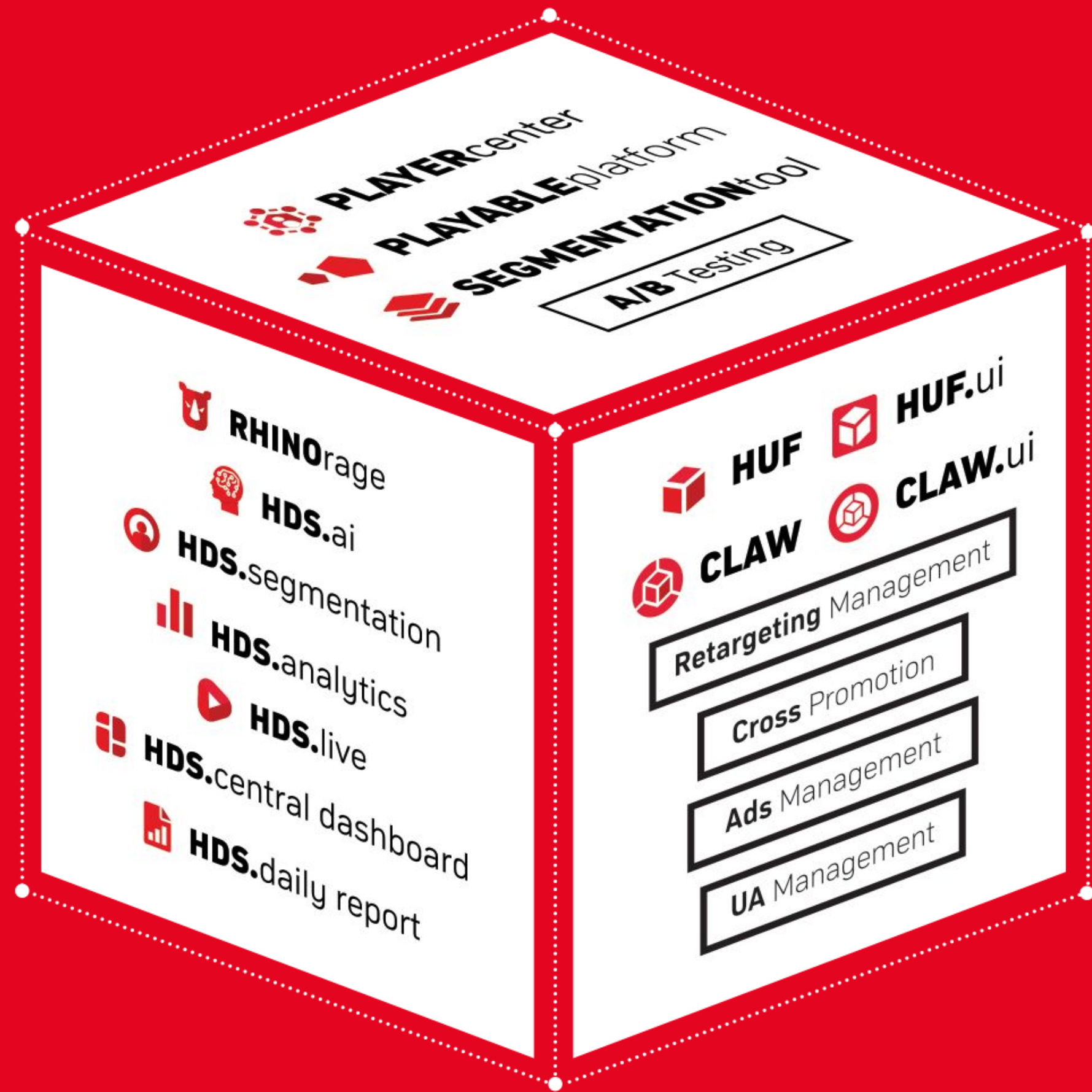
**Rocket Fuel for Games**



# Plug & Play

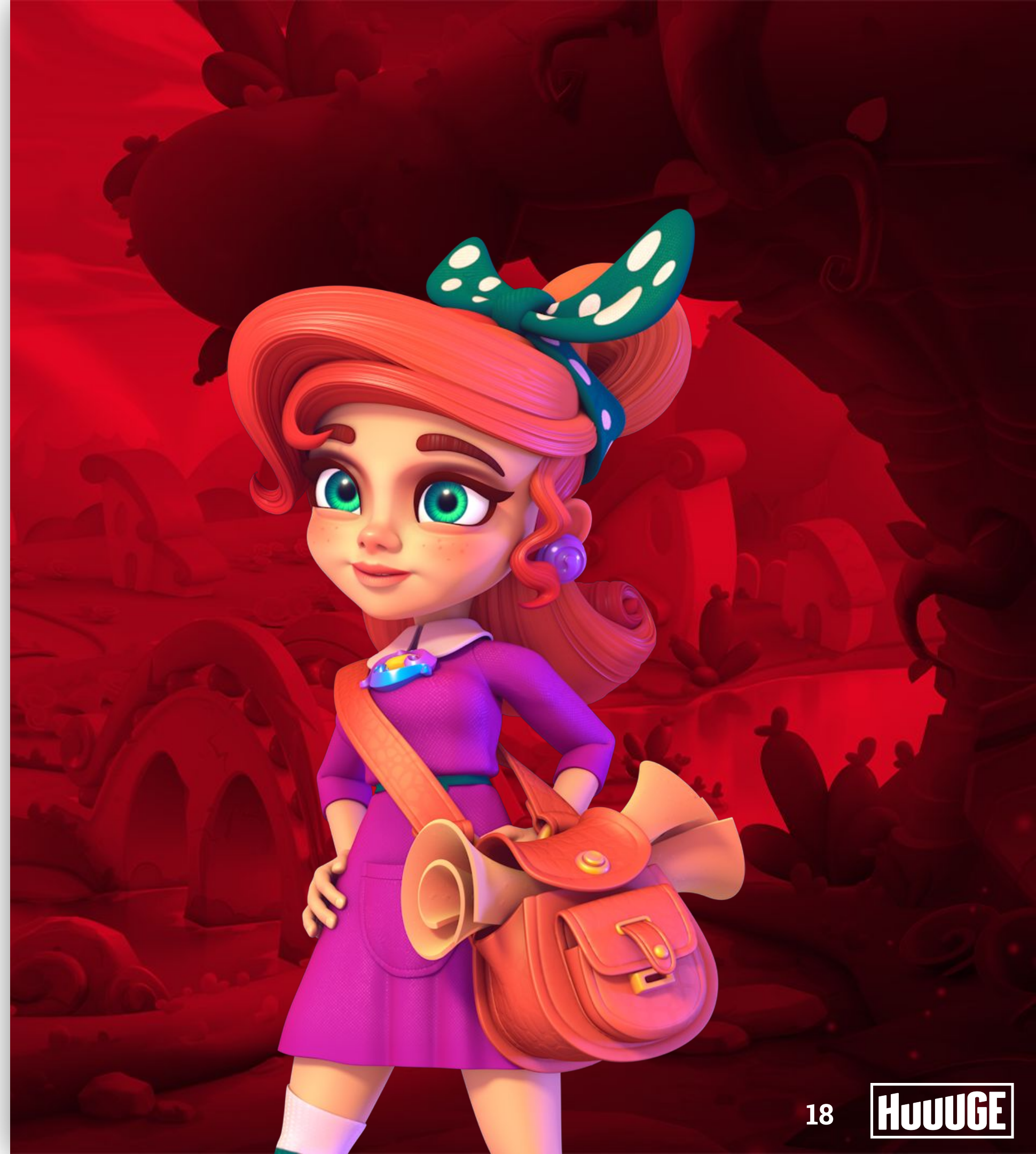
**Universal and  
independent platform  
to drive growth**





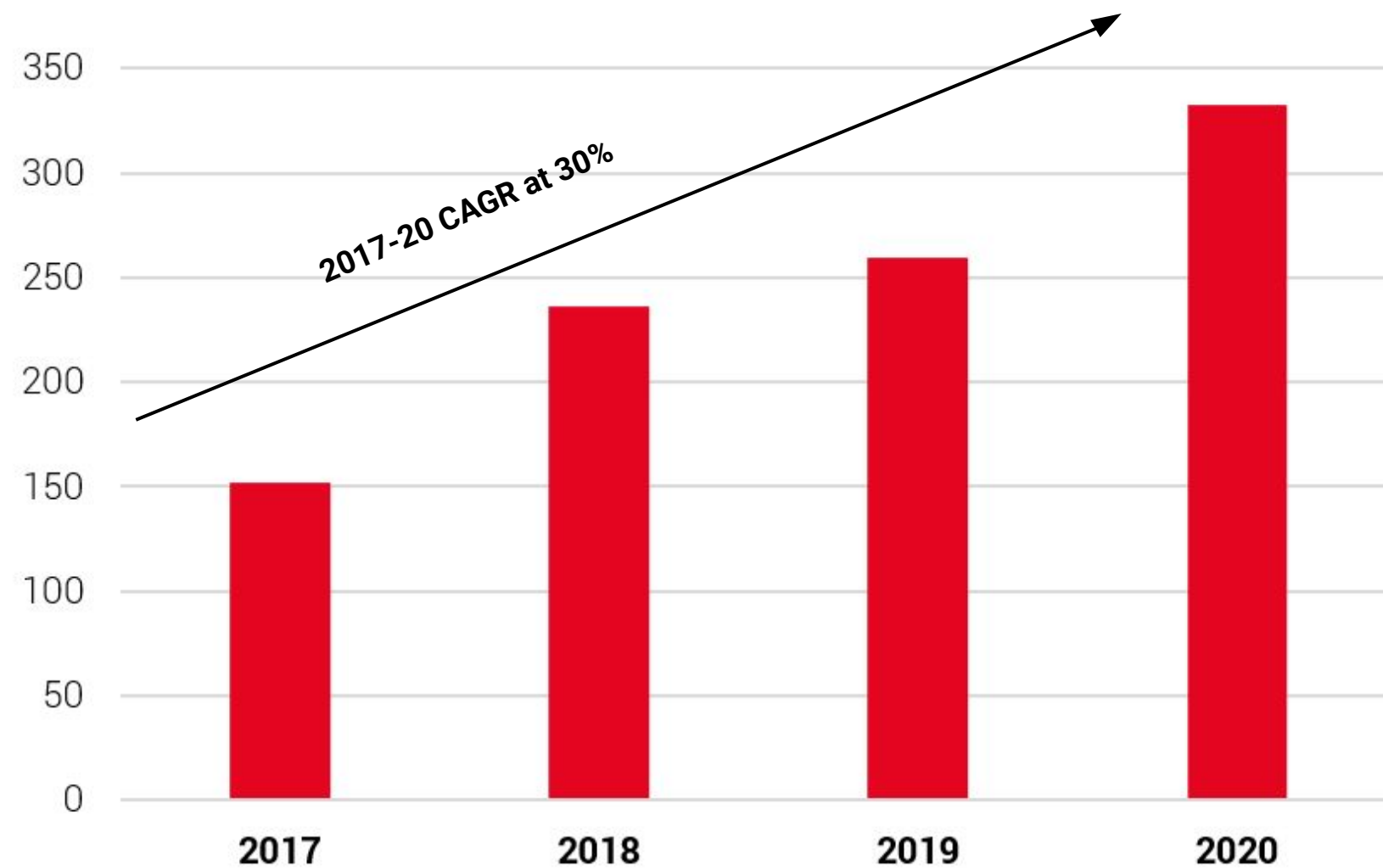
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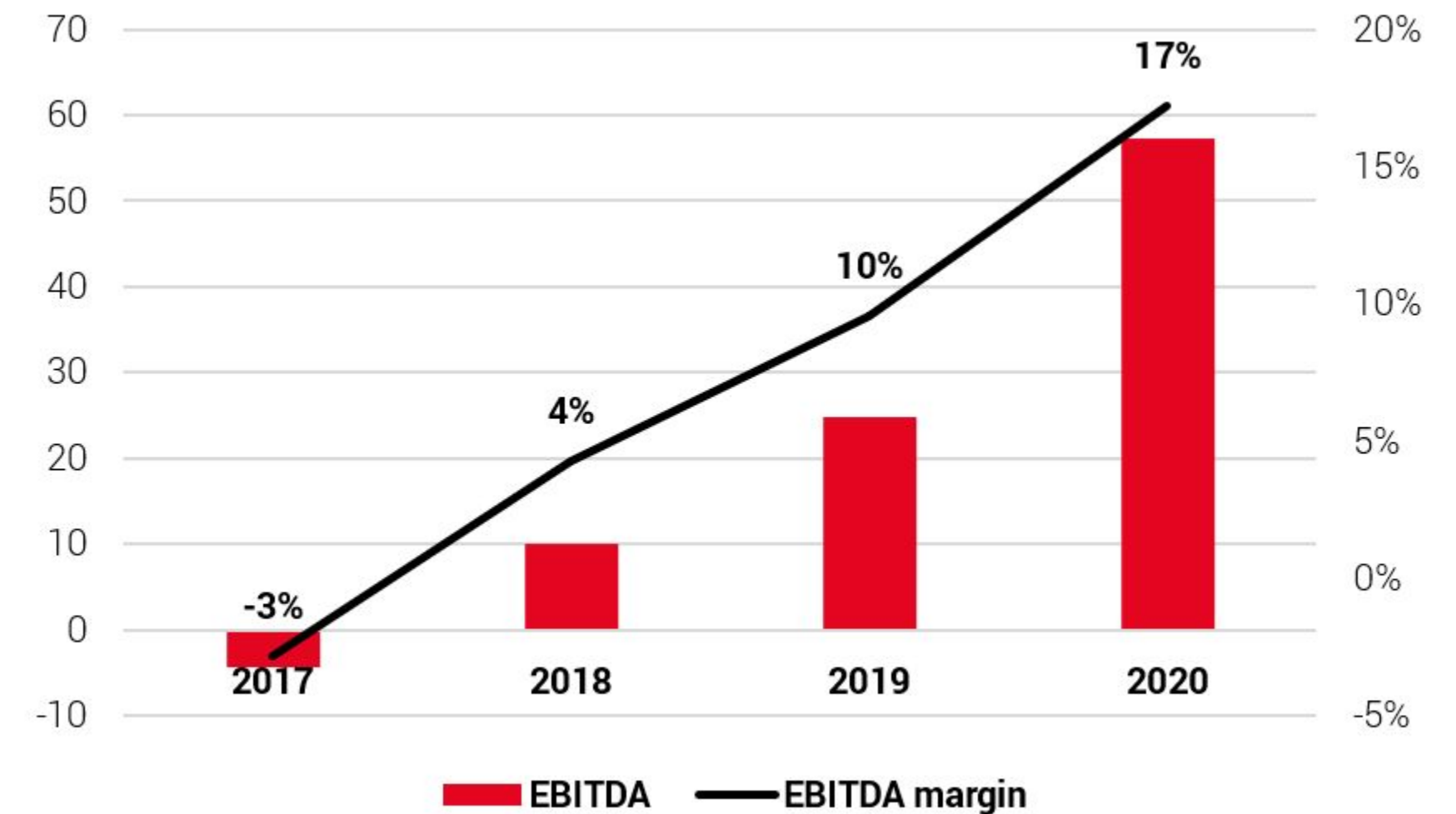


# Huuuge's strong track record of revenue growth across franchises has led to substantially improved EBITDA performance

Revenue (\$m)



Adj. EBITDA and % margin (\$m)

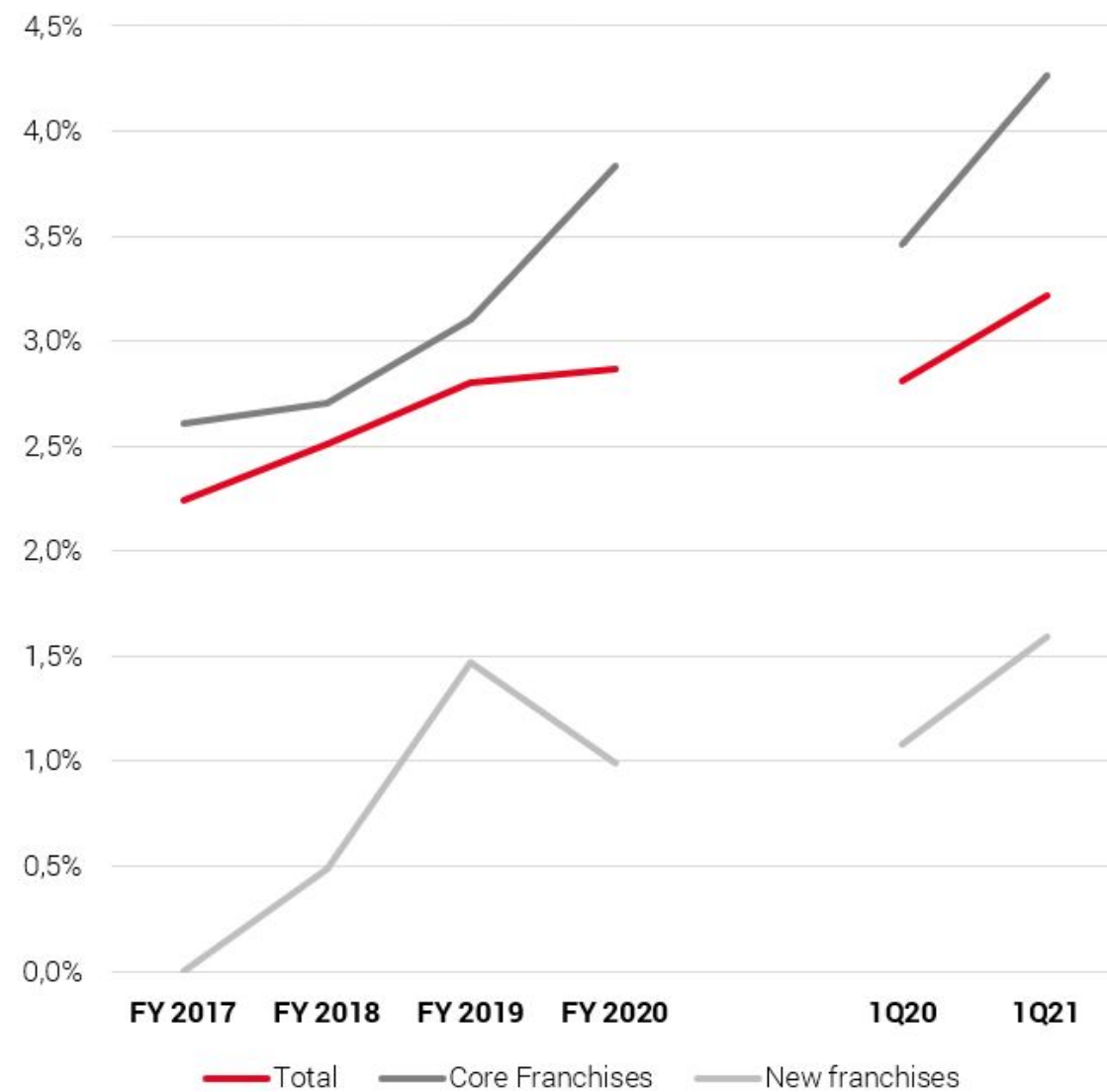


Source: Company information, audited financials.

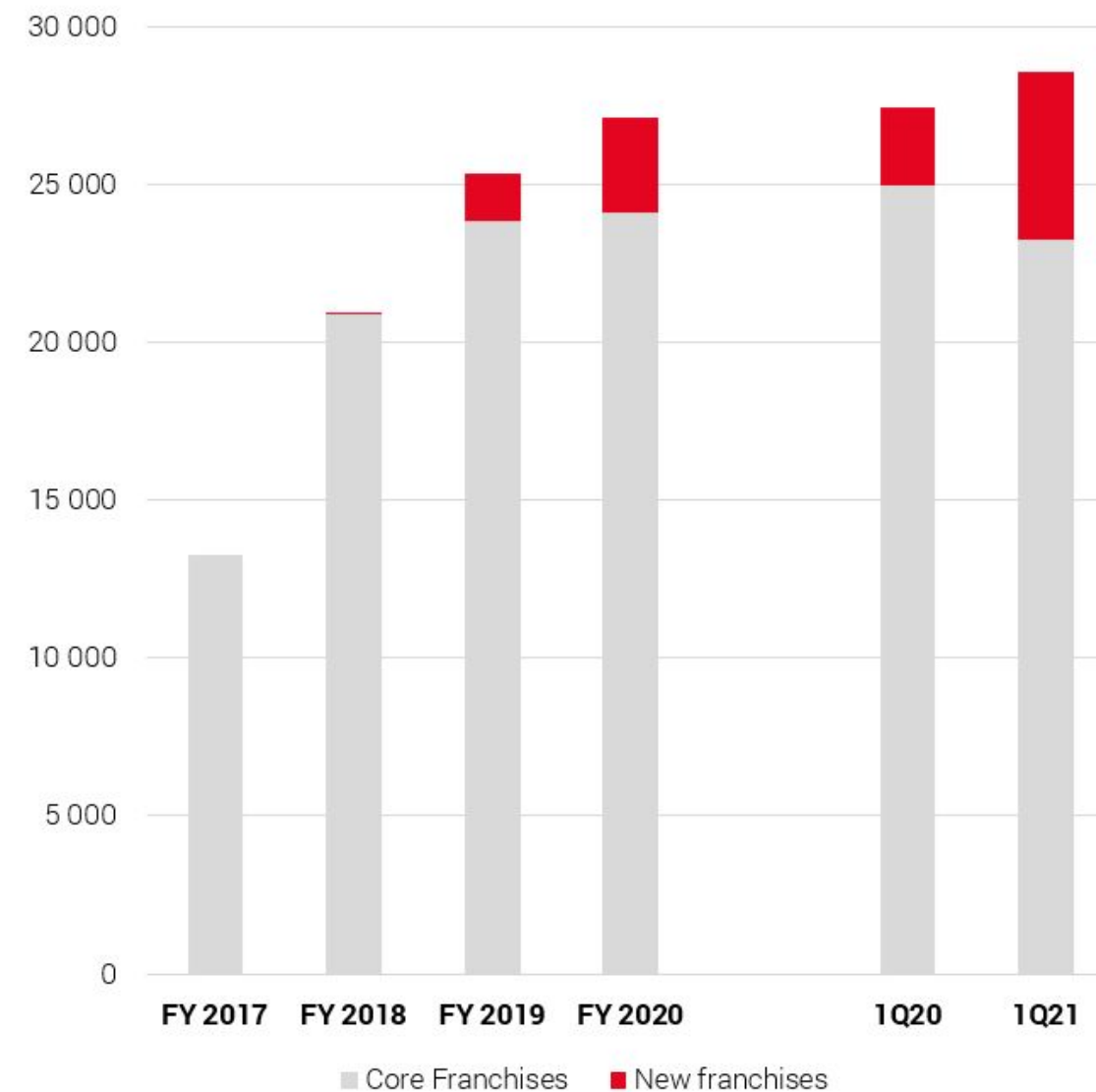
Note: 9 months ended 30-Sept-19 and 9 months ended 30-Sept-20 financials are based on management's unaudited reports

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

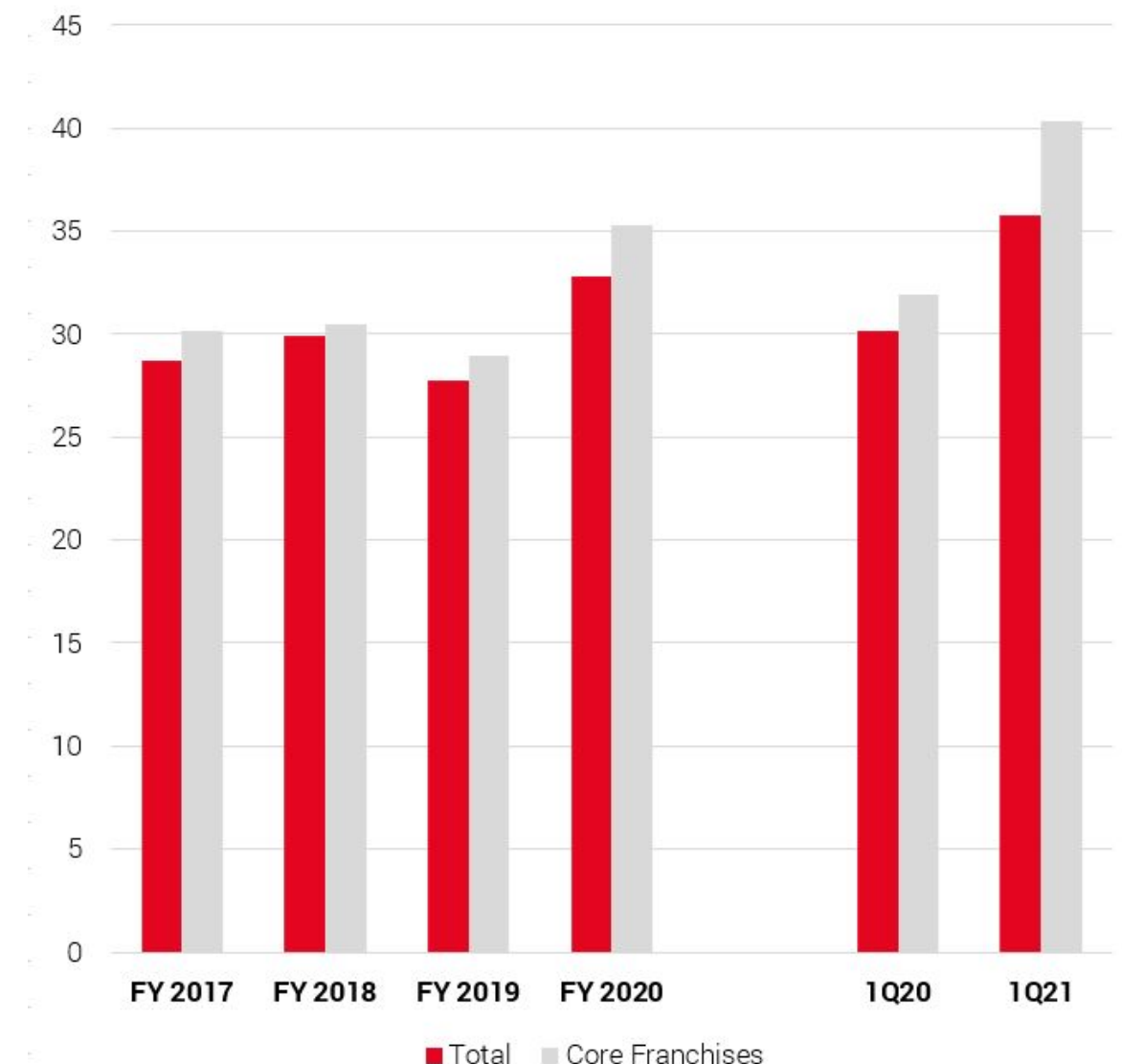
Conversion (%)



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>