



**HUUUGE**

**Play Together.**

We are

## **Games & Technology**

focused Growth Company that is  
building a Smart Network with our  
Build & Buy strategy.

## **Q2 2021 Results**

September 2021

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# Executive Management



**Anton Gauffin**  
CEO  
(Founder)



**Elad Kushnir**  
COO



**Grzegorz Kania**  
CFO



**Tal Shoham**  
CMO

# Q2 2021 Summary



Another quarter of record high revenue in both core franchises and new franchises



Traffic Puzzle handover going very well and the game continues to deliver strong results. Our confidence continues to grow.



We are on track to deliver adjusted EBITDA in line with market expectations

**+10% yoy**

Total revenue growth  
in Q2 2021

**+36% yoy**

ARPDAAU  
in core franchises

**8.4%**

Record high conversion rate  
in core franchises

**12%**

new franchises  
as % of total revenue



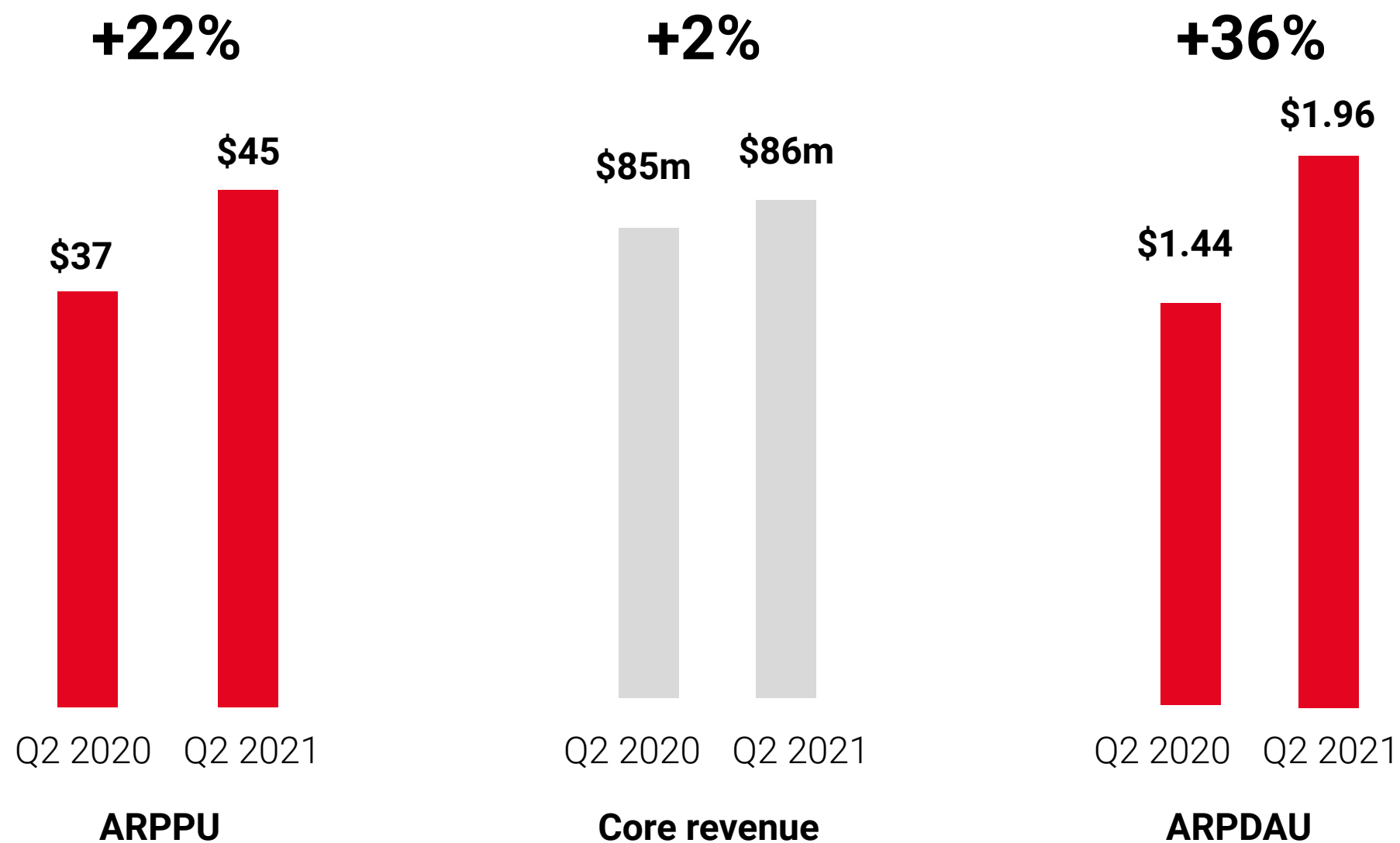
# Business Update

Q2 2021



# Core franchises

Continued improvement on already industry-leading monetization metrics



- **Record high quarterly revenue**
- Excellent monetization metrics, paying players stay and pay more
- Conversion up to 8.4% by 1.2pp yoy
- Strong roadmap delivery alongside consistent adding of world class slots content
- Continued investments in technology driven monetization capabilities and game operations via Huuuge Fuel



# Huuuge Casino - Spin the best free slots

Join clubs and hit Jackpot!

Free · Offers In-App Purchases

[View in Mac App Store ↗](#)

What's New?

Add to Wishlist

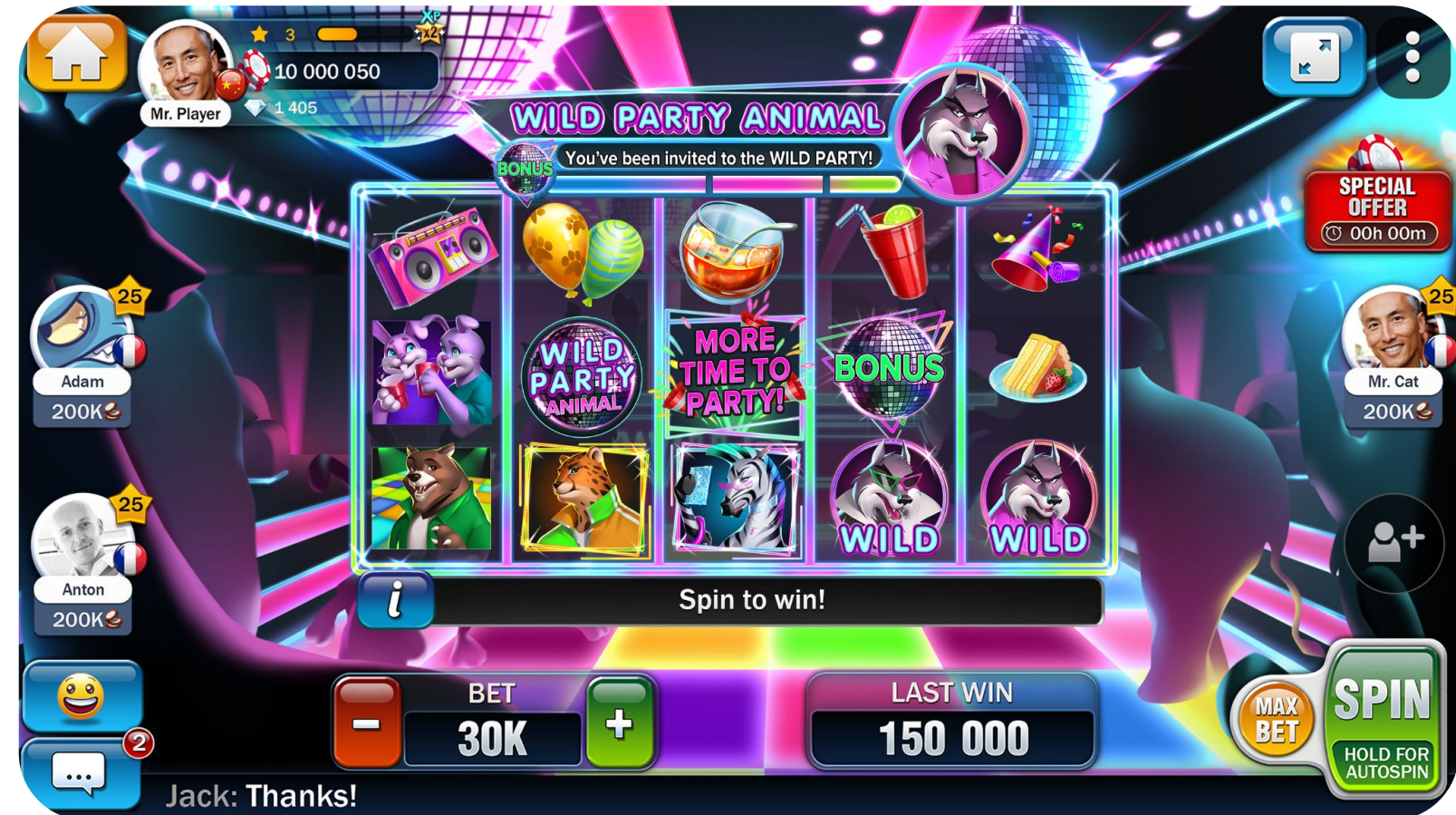
- Casino Fever City Edition!
- New awesome slots!

## Ratings and Reviews

4.4 out of 5

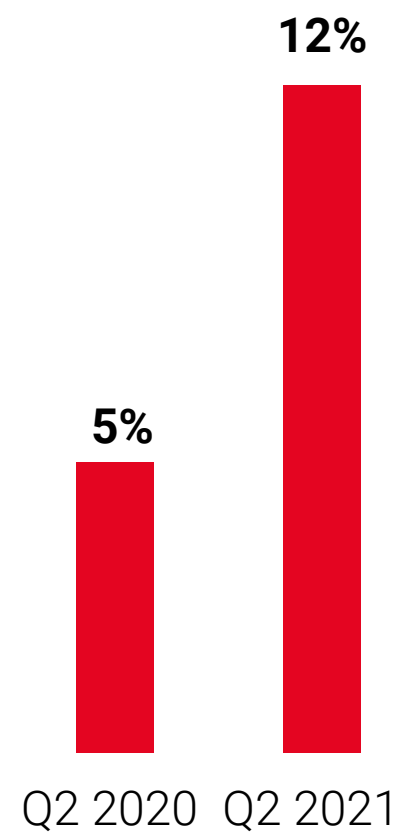
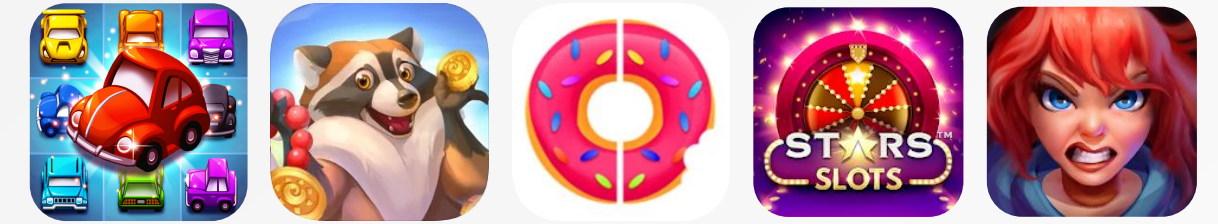


989.2K Ratings

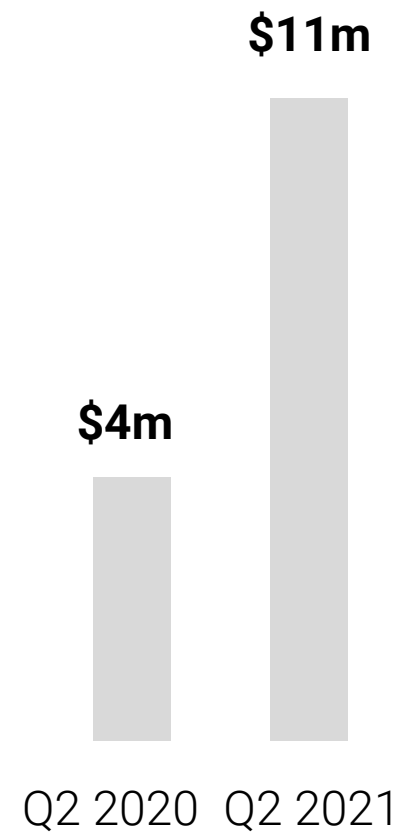


# New franchises

Revenue diversification strategy delivering results



New franchises as (% of total revenue)



Revenue from new franchises

Solid increase across the board

**163%** yoy revenue

**2.0x** yoy DPU

- We expect Traffic Puzzle to be the main growth engine in the upcoming quarters, hence we will be prioritizing it on all levels
- Continued investment in our build strategy
- Deep integration of all Huuuge Fuel components





# Traffic Puzzle - Unique Match 3 Game

Car Puzzle like no other!

What's New?

 Add to Wishlist

Free · Offers In-App Purchases

[View in Mac App Store ↗](#)

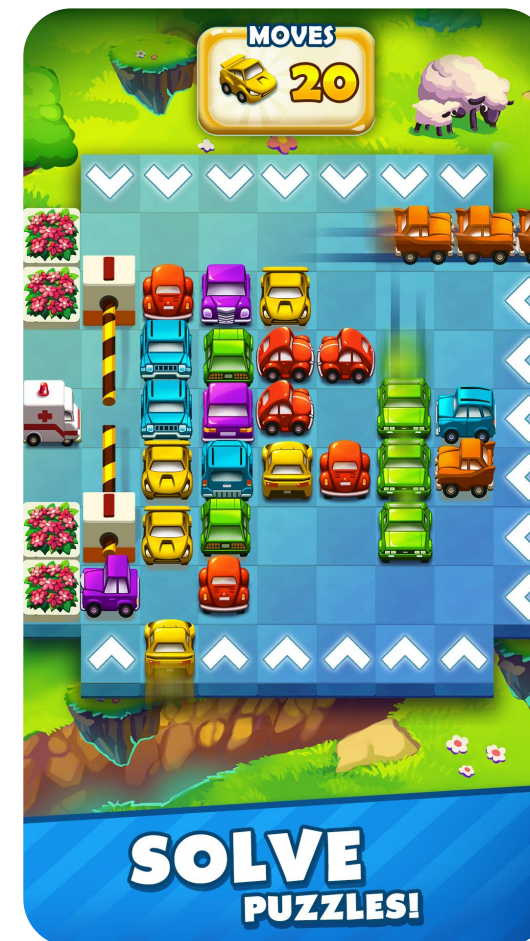
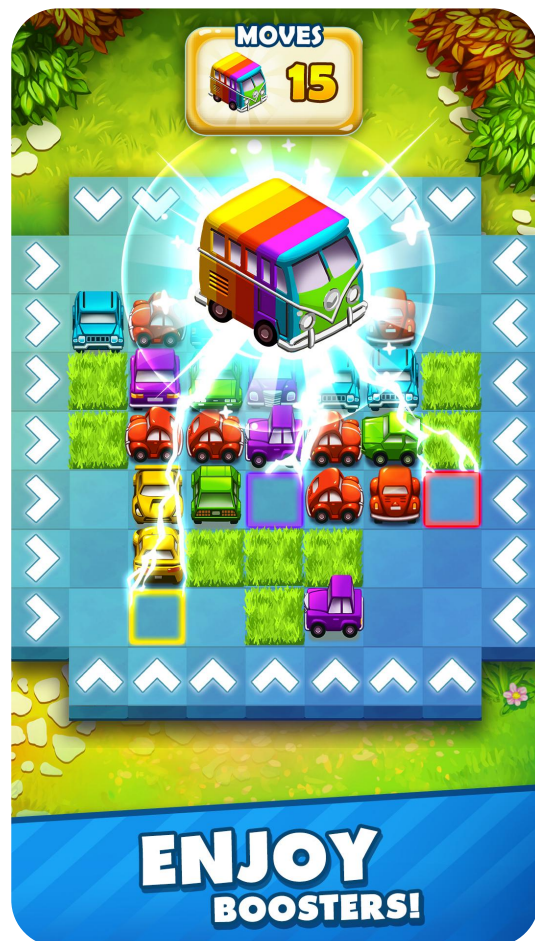
- Now **3,000** boards available!
- New **MASTER LEVELS**

## Ratings and Reviews

**4.6** out of 5



200.4K Ratings



# Traffic Puzzle Headway



## Handover status update

Handover is in the final stages. 40 talented Huuuge team members are running the game in full force.



## Huuuge Fuel integration in final stage

Huuuge fuel integration is ongoing. We expect our Dynamic Configuration Engine, our Segmentation Engine, and our Player Center to go live in Q3/Q4.

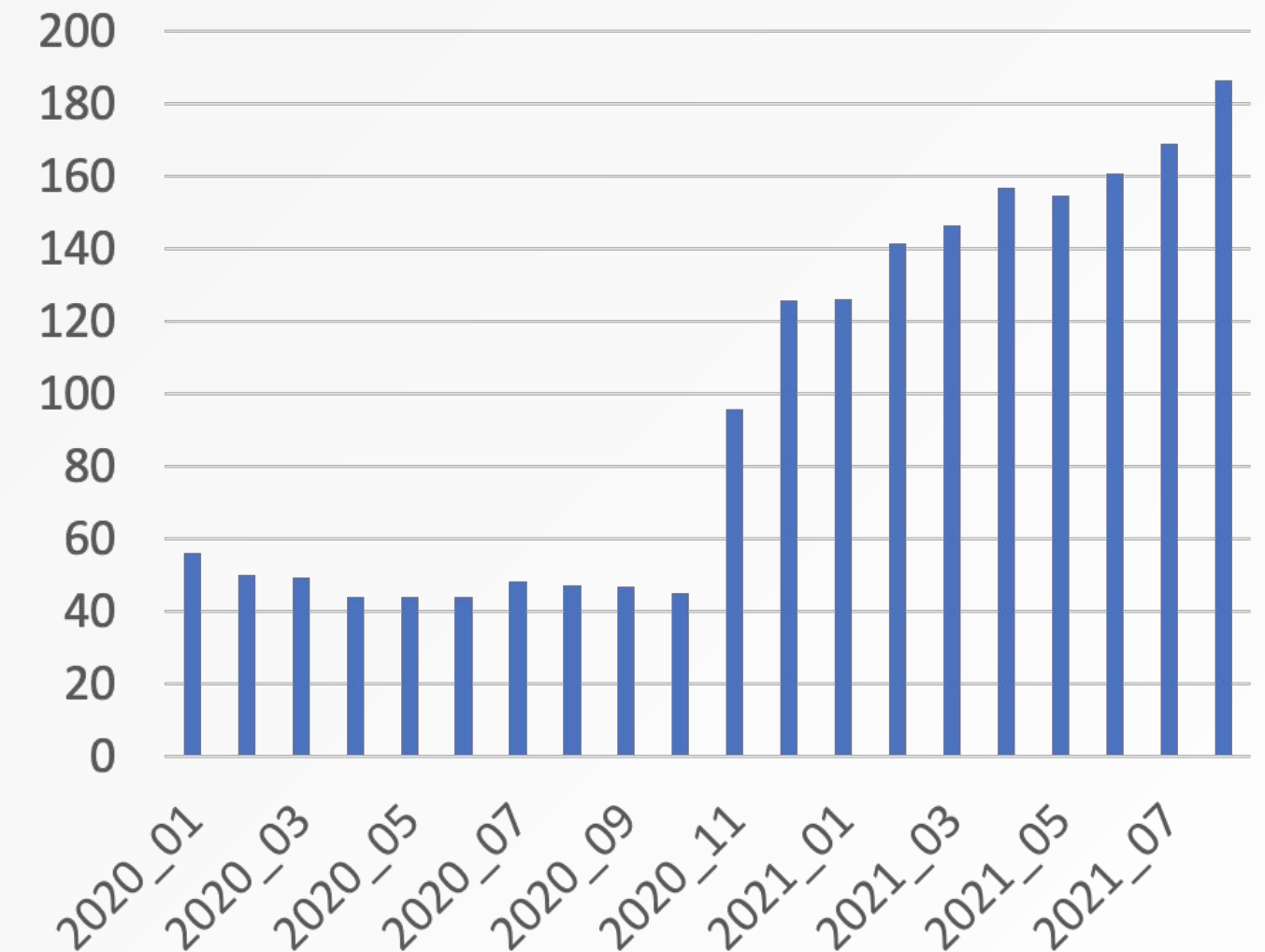


## Cautious UA increase the 2H 2021

Despite having planned to take a slower approach, we have been able to positively impact the game KPIs during the handover and have cautiously begun acceleration of the user acquisition spend to drive growth



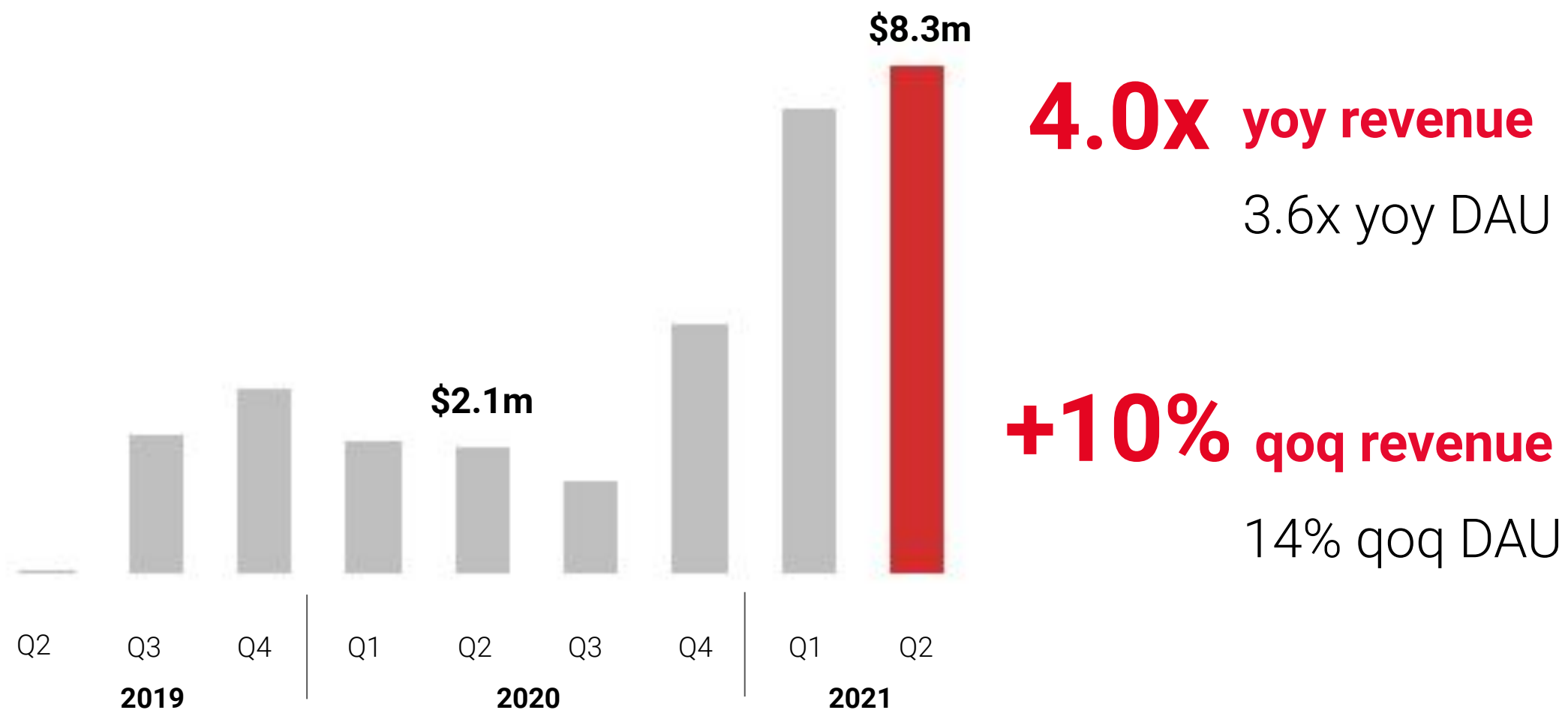
## DAU



# Traffic Puzzle

Superb results during handover. We are more confident than ever

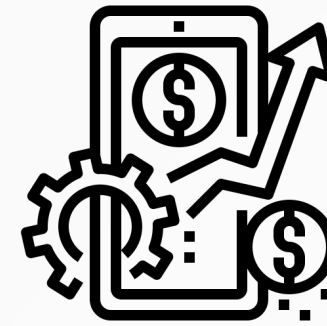
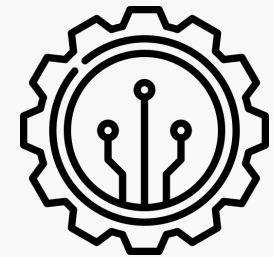
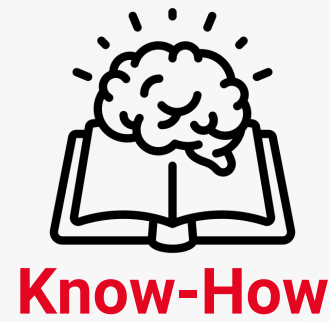
Traffic Puzzle revenue (\$ m) and DAU



- **Record high revenue in Q2 2021**  
generated (+4x higher yoy, 10% qoq) despite no additional UA investment qoq
- **August revenue record** (+13% m/m) thanks to product improvements (changes in the First Time User Experience drove DAU up to 200k)
- **Positive impact on KPI's** from internal monetization know-how & product knowledge
- **Lots of upside ahead of us** - TP team is only 4 months old in Huuuge and not yet fully plugged into our system

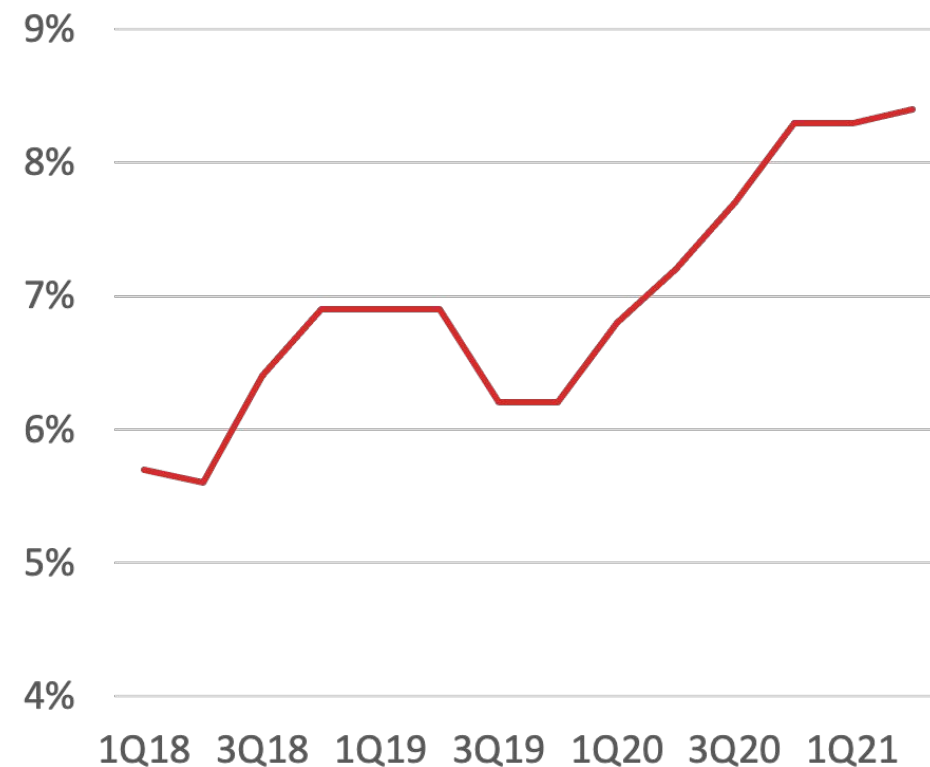
# Core competency

Monetization via know-how & technology

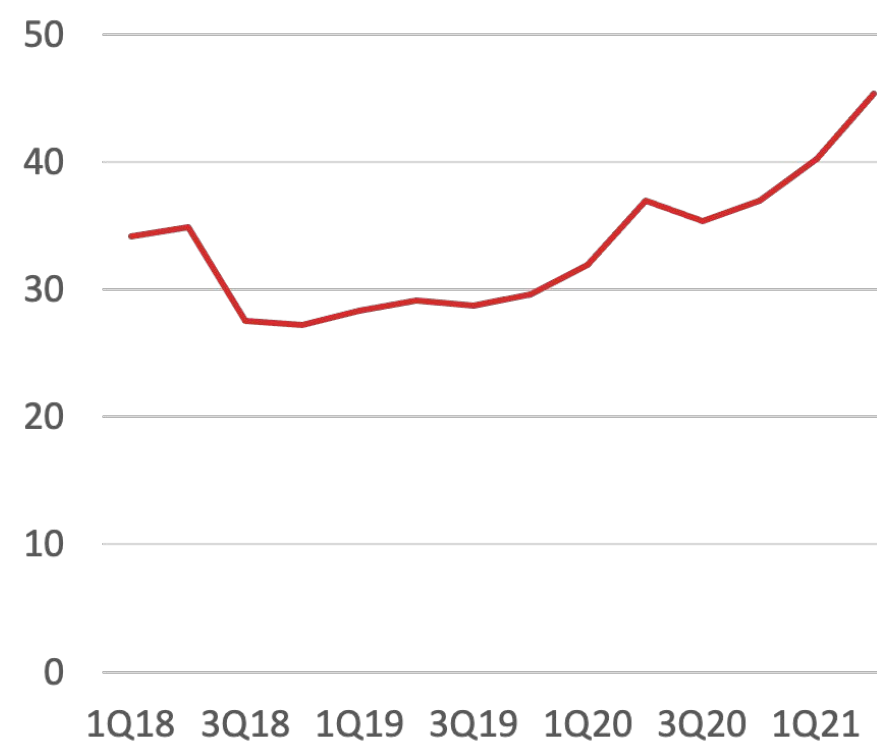


Reasons to Play  
Stay and Pay

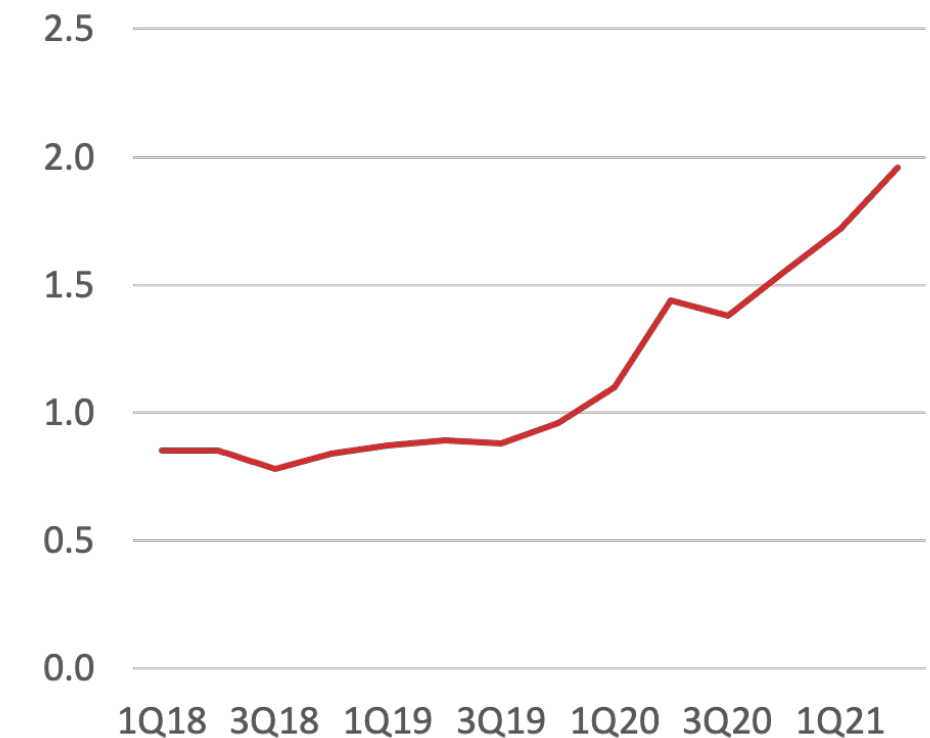
Conversion (% monthly)



ARPPU (USD)



ARPPDAU (USD)



**~91% of our players have yet to pay in our games. This is a clear untapped market within our existing user base**

# HUUUGE Fuel

With HUUUGE Fuel platform our internal and partner studios are driving our future growth



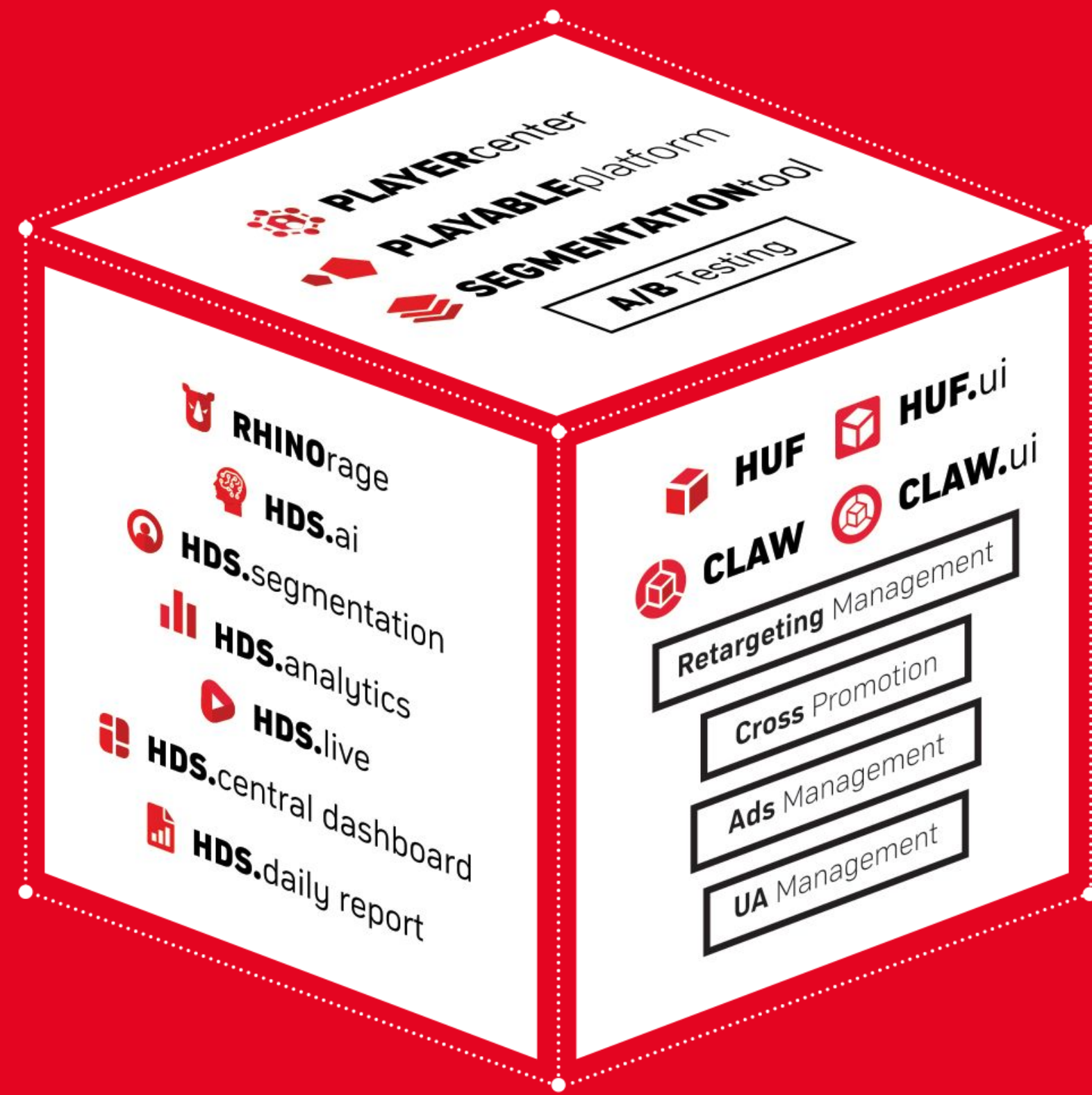
**BUILD**

owned and operated studios

**BUY**

Acquired studios

**PUBLISHING PARTNERS**



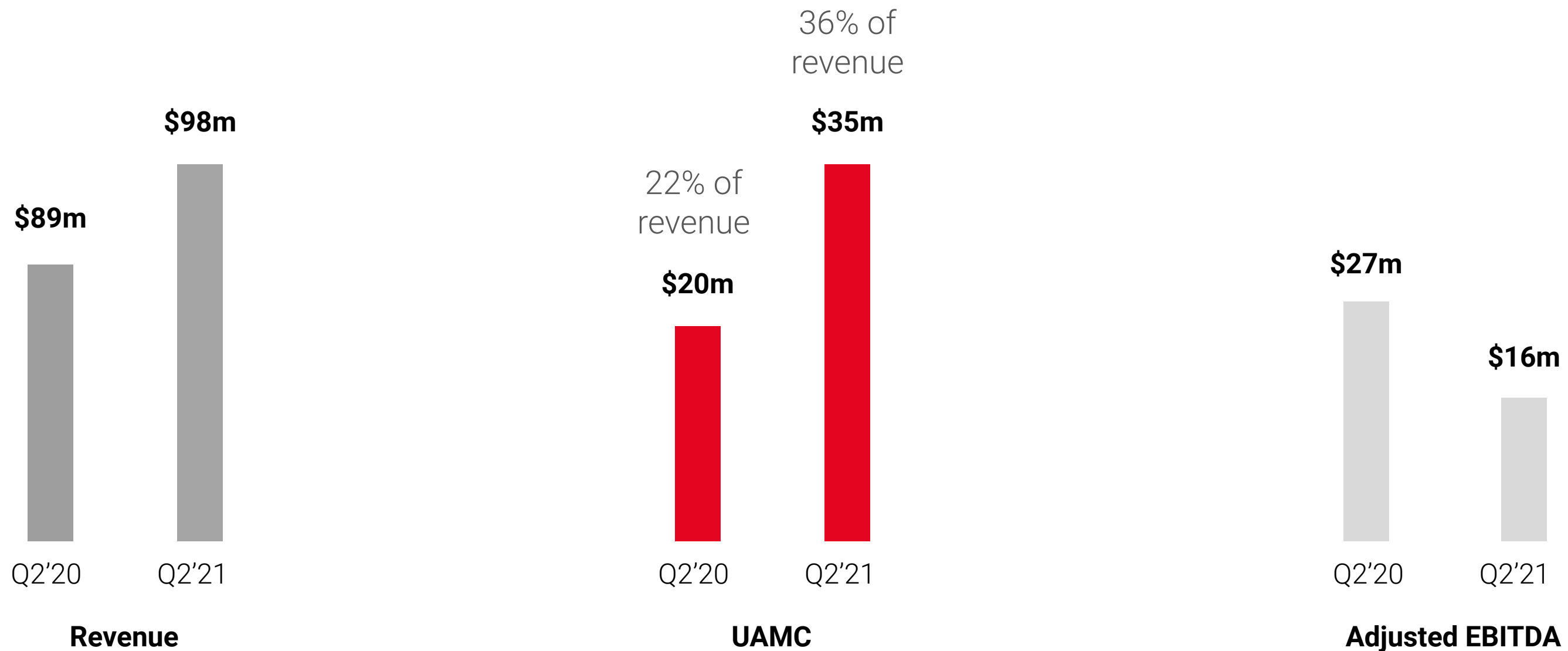


# Financial Update

Q2 2021



# Financial highlights



**+10%**

Revenue total  
growth in Q2 2021

**+\$15M**

Increase in user acquisition  
marketing campaign costs

**-\$11M**

Decrease in adj. EBITDA  
in Q2 2021

# Financial performance Q2 2021

	USD m	Q2 2021	Q2 2020	Change
<b>01</b>	Revenue	97.5	88.9	10%
<b>02</b>	<b>Gross profit/(loss) on sales</b>	<b>68.8</b>	<b>62.1</b>	<b>11%</b>
	Sales and marketing expenses	(39.3)	(23.7)	66%
<b>03</b>	- UA marketing campaigns	(34.8)	(19.9)	75%
<b>04</b>	- General sales and marketing expenses	(4.5)	(3.8)	17%
	Research and development expenses	(8.0)	(7.8)	4%
<b>05</b>	General and administrative expenses	(10.1)	(4.5)	124%
	Other operating income/(expense), net	(0.1)	(0.3)	-63%
	<b>Operating result</b>	<b>11.2</b>	<b>25.9</b>	<b>-57%</b>
	Finance income/expense, net	0.4	(8.2)	
	<b>Profit/(loss) before tax</b>	<b>11.7</b>	<b>17.7</b>	<b>-34%</b>
	Income tax	(2.5)	(3.5)	
	<b>Net result for the period</b>	<b>9.1</b>	<b>14.2</b>	<b>-36%</b>

**01** Revenue growth despite high base and market slow down. Growth driven by new franchises that increased by 163%.

**02** Cost of sales consists mainly of platform fees paid to distributors (98% of costs) and gaming servers expenses. Slight increase in gross profit on sales margin was mainly due to the higher revenue vs last year generated from advertising.

**03** Significant increase in UAMC due to investing in building player base of the new franchises to accelerate growth

**04** General sales and marketing expenses growth due to development of in house marketing teams and competences

**05** Increase in G&A resulted mainly from employee-related costs, ESOP and public company readiness related expenses



# Adjusted vs reported

USDm	Q2 2021	Q2 2020	Change
<b>EBITDA</b>	<b>13.3</b>	<b>26.5</b>	<b>-51%</b>
ESOP	2.4	0.8	
<b>Adjusted EBITDA</b>	<b>15.6</b>	<b>27.3</b>	<b>-43%</b>
Adjusted EBITDA margin (%)	16.0%	30.7%	
<b>Net result for the period</b>	<b>9.1</b>	<b>14.2</b>	<b>-36%</b>
ESOP	2.4	0.8	
Series C shares revaluation	-	9.0	
<b>Adjusted Net Result</b>	<b>11.4</b>	<b>23.9</b>	<b>-52%</b>
Adjusted Net Result (%)	11.7%	26.9%	

# Balance Sheet

	USDm	30 June 2021	31 Dec 2020
<b>01</b>	Non-current assets	55.6	17.3
<b>02</b>	Current assets	216.8	124.5
	<b><u>Total assets</u></b>	<b>272.4</b>	<b>141.8</b>
	<b><u>Total equity</u></b>	<b>200.3</b>	<b>(96.0)</b>
<b>03</b>	Non-current liabilities	4.7	183.0
	<i>Preferred shares</i>	-	176.6
<b>04</b>	Current liabilities	67.4	54.8
	<b><u>Total equity and liabilities</u></b>	<b>272.4</b>	<b>141.8</b>

- 01** Non-current assets increase due to acquisition of Traffic Puzzle game (\$39m)
- 02** Current assets increase thanks to proceeds from IPO (\$100m).
- 03** The structure of total liabilities changed due to the conversion of preferred shares Series C into common shares
- 04** 87% of current liabilities are trade and other payables

# Cash Flows Q2 2021

	USDm	Q2 2021	Q2 2020
	Pre-tax profit	11.7	17.7
<b>01</b>	Operating CF	8.5	26.5
<b>02</b>	Investing CF	(11.4)	(1.5)
	Financing CF	(0.5)	(0.6)
	<b>Change in cash</b>	<b>(3.4)</b>	<b>24.4</b>
	<b>Cash End of Period</b>	<b>180.3</b>	<b>75.4</b>

- 01** Changes in OCF due to:
  - (1) lower EBITDA yoy, as well as
  - (2) decrease in trade payables (increase in balance sheet connected with the Traffic Puzzle liability included in the payables line)
- 02** Changes in CFI mainly attributable to acquisition of Traffic Puzzle game and cash outflow of USD 9.5m



# Strategy Update

Q2 2021



# 2021 Focus - Build & Buy strategy



## Build

Systematic *build* over long term leads to further organic growth

Multiple new games and game ideas in different stages of development

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## Buy -> Publishing

Two new partnerships signed in Q2 2021

Many more in pipeline and in detailed talks with four more

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## Buy -> M&A

We are in talks with 3-4 potential targets



# Thank you

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

**HUUUGE**

# Appendix



# Appendix - KPI's

	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>Total DAU</b>	<b>632,113</b>	<b>850,717</b>	<b>911,048</b>	<b>947,188</b>	<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>
Core Franchises	509,356	772,029	769,134	628,119	801,215	758,581	769,710	747,029	721,866	645,541	577,293	567,775	545,487	483,502
New franchises	0	438	101,328	300,469	22,795	80,562	111,012	190,941	228,229	303,097	354,497	316,055	331,953	277,612
Other	122,757	78,250	40,586	18,600	49,992	37,229	33,275	41,850	30,129	21,572	12,667	10,032	11,341	12,115
	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>Total MAU</b>	<b>3,321,543</b>	<b>3,716,410</b>	<b>3,984,784</b>	<b>4,701,679</b>	<b>3,524,091</b>	<b>3,715,666</b>	<b>4,198,691</b>	<b>4,500,685</b>	<b>4,575,143</b>	<b>4,879,425</b>	<b>4,787,025</b>	<b>4,565,123</b>	<b>4,379,981</b>	<b>3,511,447</b>
Core Franchises	2,545,316	3,193,507	3,032,904	2,353,499	3,061,698	2,869,545	3,209,598	2,990,775	2,798,655	2,399,617	2,158,465	2,057,258	1,934,096	1,689,879
New franchises	0	3,844	715,394	2,249,652	177,605	646,534	796,298	1,241,141	1,610,213	2,364,926	2,569,348	2,454,120	2,379,211	1,751,154
Other	776,227	519,058	236,485	98,528	284,788	199,588	192,796	268,770	166,274	114,881	59,211	53,745	66,675	70,414
	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>Total DPU</b>	<b>14,152</b>	<b>21,357</b>	<b>25,498</b>	<b>27,146</b>	<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>
Core Franchises	13,265	20,890	23,831	24,095	24,522	23,113	23,409	24,279	24,962	25,160	22,435	23,823	23,240	20,820
New franchises	0	2	1,493	2,982	93	324	2,573	2,981	2,469	2,619	2,927	3,913	5,290	5,260
Other	887	464	175	69	273	157	118	150	105	81	51	40	66	69
	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>Total MPU</b>	<b>139,833</b>	<b>203,651</b>	<b>218,297</b>	<b>212,384</b>	<b>217,919</b>	<b>201,852</b>	<b>232,518</b>	<b>220,898</b>	<b>219,570</b>	<b>205,984</b>	<b>203,445</b>	<b>220,535</b>	<b>220,640</b>	<b>200,753</b>
Core Franchises	125,904	196,503	198,530	174,869	212,463	197,052	200,252	184,353	189,851	173,798	165,257	170,570	160,665	142,146
New franchises	0	35	17,470	36,697	1,509	3,002	30,738	34,631	28,411	31,252	37,644	49,479	59,055	57,528
Other	13,929	7,113	2,297	818	3,947	1,798	1,528	1,914	1,307	934	544	486	921	1,079



# Appendix - KPI's

	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>Conversion (daily, DPU/DAU)</b>	<b>2.2%</b>	<b>2.5%</b>	<b>2.8%</b>	<b>2.9%</b>	<b>2.8%</b>	<b>2.7%</b>	<b>2.9%</b>	<b>2.8%</b>	<b>2.8%</b>	<b>2.9%</b>	<b>2.7%</b>	<b>3.1%</b>	<b>3.2%</b>	<b>3.4%</b>
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%	4.3%	4.3%
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%	1.6%	1.6%
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%	0.6%	0.6%
	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>Conversion (monthly, MPU/MAU)</b>	<b>4.2%</b>	<b>5.5%</b>	<b>5.5%</b>	<b>4.5%</b>	<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>
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%	8.3%	8.4%
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%	2.5%	3.3%
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%	1.4%	1.5%
(USD)	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>ARPPU</b>	<b>0.66</b>	<b>0.76</b>	<b>0.78</b>	<b>0.96</b>	<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>
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	1.72	1.96
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	0.38	0.45
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	0.08	0.06
(USD)	FY 2017	FY 2018	FY 2019	FY 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
<b>Daily ARPPU</b>	<b>28.7</b>	<b>29.9</b>	<b>27.8</b>	<b>32.8</b>	<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>
Core Franchises	30.2	30.4	28.9	35.3	28.3	29.1	28.7	29.6	31.9	37.0	35.3	36.9	40.3	46.8

# Appendix - P&L, Balance Sheet, Cash Flow

in thousand USD	Q2 2021	Q2 2020
<b>Revenue</b>	97,543	88,944
Cost of sales	(28,736)	(26,807)
Gross profit/(loss) on sales	68,807	62,137
Sales and marketing expenses	(39,299)	(23,694)
<i>user acquisition marketing campaigns</i>	<i>(34,816)</i>	<i>(19,878)</i>
<i>general sales and marketing expenses</i>	<i>(4,483)</i>	<i>(3,816)</i>
Research and development expenses	(8,048)	(7,753)
General and administrative expenses	(10,099)	(4,511)
Other operating income/(expense), net	(120)	(325)
Operating result	11,241	25,854
Finance income	(120)	422
Finance expense	529	(8,578)
Profit/(loss) before tax	11,650	17,698
Income tax	(2,546)	(3,512)
Net result for the period	9,104	14,186
Exchange gains/(losses)	374	360
Total income for the period	9,478	14,546

in thousand USD	Q2 2021	FY 2020
<b>ASSETS</b>		
Total non-current assets, including:	55,574	17,347
<i>Right-of-use asset</i>	<i>6,607</i>	<i>8,646</i>
<i>Goodwill</i>	<i>2,747</i>	<i>2,838</i>
<i>Intangible assets</i>	<i>40,641</i>	<i>1,459</i>
Total current assets, including:	216,796	124,485
<i>Trade and other receivables</i>	<i>35,889</i>	<i>29,226</i>
<i>Cash and cash equivalents</i>	<i>180,352</i>	<i>94,158</i>
<b>Total assets</b>	272,370	141,832
<b>EQUITY</b>		
<b>Total equity</b>	200,305	(96,008)
<b>LIABILITIES</b>		
Total non-current liabilities, including:	4,671	183,019
<i>Preferred stock</i>	<i>-</i>	<i>176,606</i>
Total current liabilities, including:	67,394	54,821
<i>Trade and other payables</i>	<i>58,479</i>	<i>37,797</i>
<b>Total equity and liabilities</b>	272,370	141,832

in thousand USD	Q2 2021	Q2 2020
Profit/(loss) before tax	11,650	17,698
Adjustments for:		
Sum of non-cash changes in interest, depreciation, amortization, FX differences, prepayments and profits on disposal	3,587	1,430
Non-cash employee benefits expense - share-based payments	2,336	785
Non-cash remeasurement of preference shares liability - finance expense	-	8,950
Changes in net working capital	(7,343)	(2,501)
<b>Cash flows from operating activities</b>	<b>10,230</b>	<b>26,362</b>
Income tax paid	(1,750)	127
<b>Net cash flows from operating activities</b>	<b>8,480</b>	<b>26,489</b>
Cash flows from investing activities, including:		
<i>Acquisition of property, plant and equipment and intangible assets</i>	<i>(1,913)</i>	<i>(478)</i>
<i>Acquisition of subsidiaries, net of cash acquired</i>	<i>-</i>	<i>(1,064)</i>
<i>Acquisition of IP rights</i>	<i>(9,500)</i>	<i>-</i>
<b>Net cash from investing activities</b>	<b>(11,413)</b>	<b>(1,539)</b>
Cash flows from financing activities, including:		
<i>Transaction costs of the issue of equity instruments</i>	<i>(109)</i>	<i>-</i>
<b>Net cash from financing activities</b>	<b>(468)</b>	<b>(587)</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>	<b>(3,401)</b>	<b>24,363</b>
<b>Cash at the end of the period</b>	<b>180,352</b>	<b>75,444</b>

# 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



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