Warsaw, September 16, 2026

Huuuge, Inc. announces H1 & Q2 2026 financial results and a USD 120m Share Buyback

Continued strong profitability, a record-high Direct-to-Consumer revenue share, and a USD 120m Share Buyback equal to 164% of 2025 Free Cash Flow.

Global free-to-play game developer and publisher Huuuge, Inc. today announced its financial results for the first half and second quarter of 2026. The Company delivered continued profitability and strong cash generation, with the Direct-to-Consumer (DTC) channel reaching a new record share of total revenue. Performance in the first half was in line with the Company's internal plan.

Huuuge also announced a USD 120 million share buyback, to be executed this autumn, equal to 164% of its 2025 Free Cash Flow and well above the top of its 50%-100% capital distribution policy range.

Huuuge continues to advance its strategic priorities: strengthening the longevity of its core franchises, maintaining strict cost discipline, and pursuing entry into the iGaming market.

H1 2026 Financial Highlights:

- **Revenue: USD 107.5m (-11.3% YoY)**
- **Gross Profit: USD 86.6m (-4.9% YoY)**
- **Adjusted EBITDA: USD 44.1m (-10.5% YoY)**
- **Adjusted EBITDA Margin: 41.0% (+0.3pp YoY)**
- **Net Operating Cash Flow: USD 40.0m**

Q2 2026 Financial Highlights:

- **Revenue: USD 50.9m (-13.4% YoY, -9.9% QoQ)**
- **Gross Profit: USD 41.1m (-7.0% YoY, -9.7% QoQ)**
- **Adjusted EBITDA: USD 19.8m (-17.5% YoY, -18.6% QoQ)**
- **Adjusted EBITDA Margin: 38.8% (-2.0pp YoY, -4.2pp QoQ)**
- **Net Operating Cash Flow: USD 20.8m**

USD 120m Share Buyback this autumn

Huuuge today announced a USD 120 million share buyback program, to be executed this autumn. The program equals 164% of the Company's 2025 Free Cash Flow of USD 73.3 million, comfortably above the top of its 50%-100% distribution policy range and represents an implied buyback yield of approximately 37%. With this transaction, total capital returned to shareholders will reach close to USD 0.5 billion over roughly five years, having had a significant positive impact on our EPS and other per-share metrics despite revenue trending down. With the buyback we are announcing today, these metrics will improve further, by almost 60% to record highs, assuming $120m deployed and over 16.4m shares retired.

The Company's balance sheet comfortably supports both continued buybacks and its planned entry into iGaming.

From 2026 onward, Huuuge remains committed to distributing 50%-100% of annual Free Cash Flow to shareholders in the subsequent fiscal year, reaffirming its disciplined, long-term approach to capital allocation.

Strong Financial Performance

Huuuge's continued focus on profitability and cost discipline delivered Adjusted EBITDA of USD 44.1 million in the first half of 2026, at a margin of 41.0%, with net operating cash flow of USD 40.0 million. In the second quarter, Adjusted EBITDA was USD 19.8 million at a 38.8% margin, and net operating cash flow amounted to USD 20.8 million. Cash and cash equivalents grew to USD 137.0 million at the end of the quarter, up USD 36.4 million from year-end 2025. Group gross profit reached USD 41.1 million in the second quarter, a 7% year-over-year decline, consistent with broader social casino market trends.

Direct-to-Consumer channel success

The Direct-to-Consumer (DTC) segment continued its strong trajectory, reaching a new record share of 42.5% of total revenue in Q2 2026 (up from 41% in Q1 2026) and rising further to approximately 45% in July 2026. Huuuge remains committed to growing its DTC revenue share, subject to regulatory developments and distribution platform policies.

Strategic Directions

Huuuge remains focused on strengthening the longevity of its core social casino franchises through player retention, proven product features, and continued DTC expansion. In parallel, the Company is advancing a disciplined and flexible entry into iGaming.

The approach has evolved from relying on a single larger transaction toward entering the market through staged, controlled steps. Huuuge is evaluating multiple pathways, including building, partnering, licensing a platform, and M&A, and has sharpened its M&A focus toward smaller targets with clear, demonstrable synergies that can be acquired and integrated more quickly. At the same time, the Company retains the flexibility to consider larger opportunities that meet its strategic criteria.

"The first half of 2026 developed in line with our internal plan, with our largest product releases weighted toward the second half of the year. In September, we introduced a major economy improvement, followed by one of our largest product updates to date, a new engagement layer connecting systems across our core product. Early indications are encouraging, and with another significant release planned for November and the stronger seasonal period ahead, we expect momentum to improve toward the end of Q3, through Q4, and into early next year," **said Wojciech Wronowski, CEO of Huuuge, Inc**. *"At the same time, we maintained an adjusted EBITDA margin of 41% in the first half, while our Direct-to-Consumer channel reached a record 42.5% of revenue in Q2 2026. Our profitability and cash generation allow us to continue investing in our games, pursue a disciplined and flexible entry into iGaming, and return significant capital to shareholders. The USD 120 million share buyback announced today will bring total capital returned to shareholders to approximately half a billion dollars over the past five years. We believe this balance: strengthening our core franchises, building a new growth vertical, and returning capital is the right approach for Huuuge and its shareholders."*

SELECTED FINANCIAL DATA

(USD m)	H1 2026	H1 2025	YoY
Revenue	**107.5**	**121.2**	**-11.3%**
Gross profit	**86.6**	**91.0**	**-4.9%**
EBITDA	41.9	47.7	-12.1%
Adjusted EBITDA*	44.1	49.3	-10.5%
Adjusted EBITDA margin	41.0%	40.7%	+0.3pp
Operating result	38.0	43.2	-12.1%
Net result	**33.3**	**37.1**	**-10.1%**
Adjusted net result**	35.5	38.6	-8.1%
Adjusted net result margin	**33.0%**	**31.9%**	**+1.1pp**

(USD m)	Q2 2026	Q2 2025	YoY	Q1 2026	QoQ
Revenue	**50.9**	**58.8**	**-13.4%**	**56.5**	**-9.9%**
Gross profit	**41.1**	**44.1**	**-7.0%**	**45.5**	**-9.7%**
EBITDA	18.6	23.0	-18.9%	23.3	-20.0%
Adjusted EBITDA*	19.8	24.0	-17.5%	24.3	-18.6%
Adjusted EBITDA margin	38.8%	40.8%	-2.0pp	43.0%	-4.2pp
Operating result	16.7	20.8	-19.7%	21.3	-21.6%
Net result	**14.1**	**17.3**	**-18.1%**	**19.2**	**-26.4%**
Adjusted net result**	15.3	18.3	-16.3%	20.2	-24.4%
Adjusted net result margin	**30.0%**	**31.1%**	**-1.1pp**	**35.8%**	**-5.8pp**

* Adjusted EBITDA is EBITDA adjusted for non-recurring events that are not related to the core activity of the group, and share-based payment expenses.

** Adjusted net result defined as the net result for the year adjusted for non-recurring events that are not related to the core activity of the group, and share-based payment expenses.

KEY PERFORMANCE INDICATORS

YoY KPI	All games			Core franchises Huuuge Casino and Billionaire Casino		
	Q2 2026	Q2 2025	Change, %	Q2 2026	Q2 2025	Change, %
DAU (in thousands)	267.5	322.0	-16.9%	246.4	288.1	-14.5%
DPU (in thousands)	10.9	13.0	-16.1%	10.6	12.5	-15.2%
ARPDAU (in USD)	2.1	2.0	4.3%	2.2	2.2	1.5%
ARPPU (in USD)	51.3	49.7	3.1%	52.0	50.9	2.3%
Monthly Conversion (%)	7.6	7.9	-0.3pp	8.1	8.7	-0.6pp

QoQ KPI	All games			Core franchises Huuuge Casino and Billionaire Casino		
	Q2 2026	Q1 2026	Change, %	Q2 2026	Q1 2026	Change, %
DAU (in thousands)	267.5	291.2	-8.1%	246.4	267.0	-7.7%
DPU (in thousands)	10.9	12.0	-9.5%	10.6	11.7	-9.4%
ARPDAU (in USD)	2.1	2.1	-1.9%	2.2	2.3	-2.4%
ARPPU (in USD)	51.3	51.5	-0.4%	52.0	52.4	-0.6%
Monthly Conversion (%)	7.6	7.5	0.1pp	8.1	8.0	0.1pp

CONTACT : ir@huuugegames.com | +48 606 734 433
WWW: https://ir.huuugegames.com