



HUUUGE

Q3 2022 Presentation
November 2022

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Today's Presenters



Rod Cousens
Co - Chief Executive Officer



Jon Bellamy
Chief Commercial Officer



Marek Chwalek
EVP Finance

Q3 22 - a Quarter of Record Highs

➤ **The mobile market declined 12.7% YoY**, reinforcing the need for a focus on business and financial fundamentals

➤ **Record high Sales Margin at 51.0%** thank to focus on user acquisition optimization

➤ **Improvement in Adjusted EBITDA by 39% YoY and 79% QoQ** adjusted and EBITDA to 32%; fruits of our strategy materializing

➤ **Record high Net result of \$15.3m**

\$77m

Revenue

vs. \$92m Q3'21

\$24.5m

Adj. EBITDA

vs. \$17.7m Q3 '21

32%

Adj. EBITDA margin

vs. 19% Q3 '21

591

Team members

vs. 669 at 30th September 2021

9M 22 at a Glance

- **Strong Operating Cash Flow generation** despite challenging macroeconomic conditions
- **Robust cash position of \$193m** as of 30th September 2022, post Share Buy Back and Traffic Puzzle payments
- **9M 2022 adjusted EBITDA growth by 21% YoY** speaks to our ability to adapt to the current market realities
- **~5.0m shares acquired** as part of buyback program, at an average price of 17.8 PLN / share. 90m PLN spent
- Heading towards **Adjusted EBITDA growth** for the full year broadly in line with YoY dynamics observed for 9M22

\$42.1m

Net Operating Cash Flow

vs. \$18.9m 9m '21

\$241m

Revenue

vs. \$285m 9M '21

\$52.6m

Adj. EBITDA

vs. \$43.6m 9M '21

21.8%

Adj. EBITDA margin

vs. 15.3% 9M '21

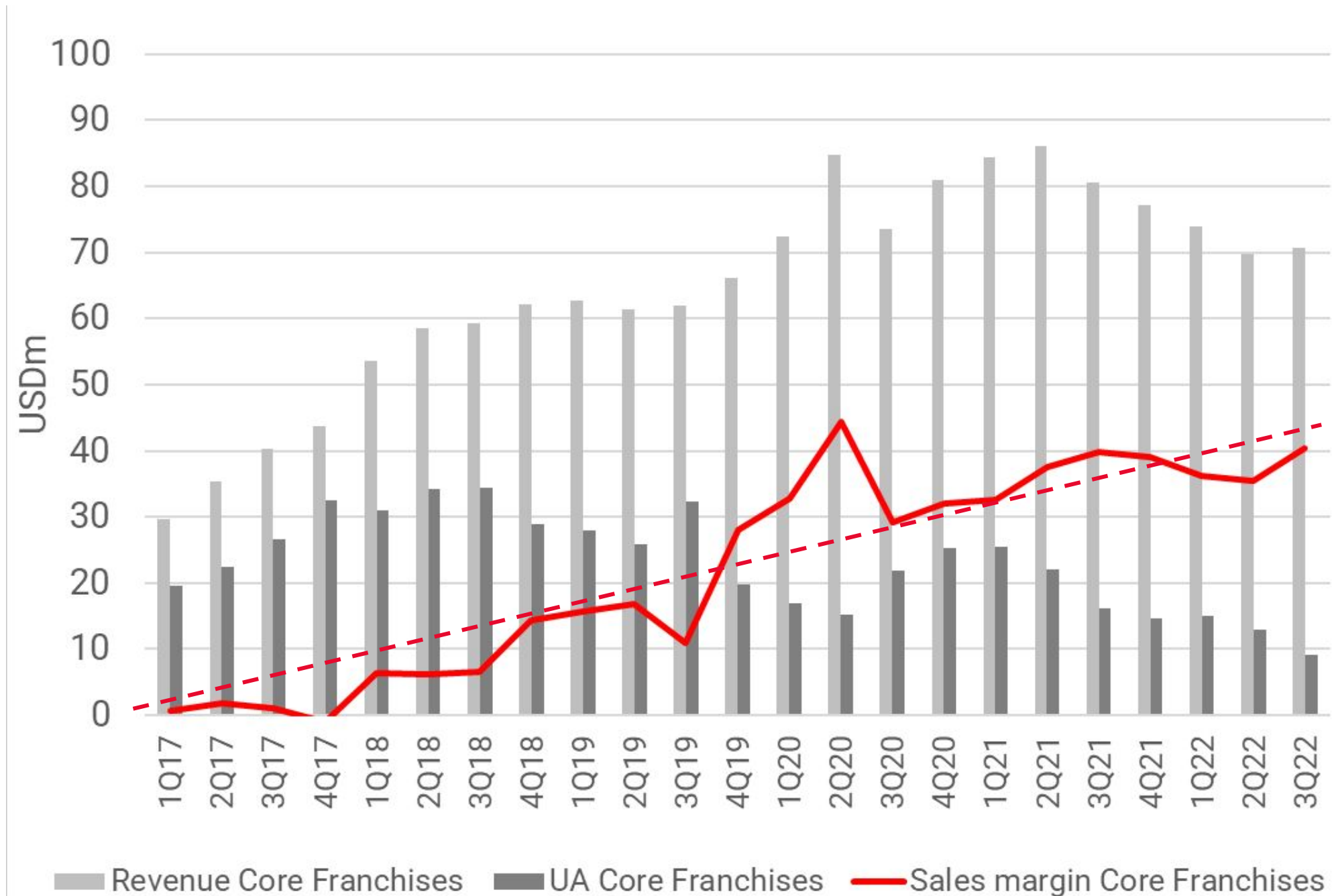
BUSINESS UPDATE

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Core Franchises: Today

Harvesting long-term profits



- Continued best in class monetization metrics (conversion, ARPDAU and ARPPU) vs peers driven by our **Clubs and social features** as well as excellent monetization skills
- **~\$40M Sales Margin contribution** in 3Q, the highest in two years, alongside marginal revenue growth exemplifies our harvesting strategy in action
- 3Q saw the **highest monthly conversion-to-payer rate in the company's history at 10.7%** – unprecedented within our industry segment
- Core Franchises will continue to focus on **profitability and longevity**

Core Franchises: Live Projects

More upside from everlasting player relationships

➤ **Successful Economy update in HC/BC** - resulting in the highest monthly conversion in the history - 10.7% in 3Q 2022. Updated economy will guarantee long term revenue sustainability and give reason to play, stay and pay for our players

➤ **Smarter systems and personalized experience** - innovative solutions powered by ML being soft launched in December to personalize game economy

➤ **Exceeding expectations with direct-to-consumer revenue** - our web shop continues to exceed our expectations and soon to be replaced with full web experience playable on mobile

➤ **Aggressive Expansion of Huuuge's VIP Program** - creating uplift in engagement, retention and monetization of our most valuable players



Traffic Puzzle

Multi-SKU strategy

- Traffic Puzzle accounted for **7% of total revenue in Q3 '22**
- Technical testing of the first **successive SKU based on the TP platform will commence in December '22. Soft launch slated for Q1/Q2 '23**
- UA spend has been temporarily reduced as we make architectural changes to the codebase and, further **release new retention & monetization features alongside the social layer**
- As of September **Traffic Puzzle is profitable on the studio level**, and will likely continue to be so until we release the second SKU in early 2023 with a view to evaluate further growth potential based upon early engagement KPIs



FINANCIAL UPDATE

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Financial Performance

USD m	9M 22	9M 21	YoY	Q3 22	Q3 21	YoY
Core Franchises	215.2	250.9	-14.2%	71.0	80.5	-11.9%
Traffic Puzzle	22.1	24.6	-10.2%	5.7	8.7	-35.2%
Other	3.6	9.7	-62.6%	0.9	2.8	-67.3%
01 Revenue	240.9	285.2	-15.5%	77.5	92.0	-15.7%
02 <u>Gross profit/(loss) on sales</u>	<u>167.7</u>	<u>199.8</u>	<u>-16.1%</u>	<u>53.8</u>	<u>64.0</u>	<u>-16.0%</u>
Sales and marketing expenses	-75.0	-116.6	-35.7%	-17.7	-34.1	-48.0%
03 - UA marketing campaigns	-63.6	-103.8	-38.7%	-14.2	-29.9	-52.4%
04 - General sales and marketing expenses	-11.3	-12.8	-11.7%	-3.5	-4.2	-16.9%
Research and development expenses	-23.1	-25.5	-9.2%	-6.3	-9.6	-34.5%
05 General and administrative expenses	-29.9	-29.4	1.6%	-11.6	-9.9	17.3%
Other operating income/(expense), net	0.6	0.7	-8.1%	0.4	0.8	-56.6%
<u>Operating result</u>	<u>40.4</u>	<u>29.0</u>	<u>39.1%</u>	<u>18.5</u>	<u>11.3</u>	<u>64.2%</u>
Finance income/expense, net	-1.1	-44.6	-97.6%	0.1	-1.5	n/a
<u>Profit/(loss) before tax</u>	<u>39.3</u>	<u>-15.5</u>	<u>n/a</u>	<u>18.6</u>	<u>9.8</u>	<u>90.3%</u>
Income tax	-6.4	-5.5	16.7%	-3.3	-2.4	37.5%
<u>Net result for the period</u>	<u>32.9</u>	<u>-21.1</u>	<u>n/a</u>	<u>15.3</u>	<u>7.4</u>	<u>107.4%</u>
<u>Adjusted EBITDA</u>	<u>52.6</u>	<u>43.6</u>	<u>20.5%</u>	<u>24.5</u>	<u>17.7</u>	<u>38.7%</u>

- 01** Revenue change follows largely the reduced UA spend as well as the post-pandemic market environment and structural changes to IDFA tracking
- 02** Slight decrease in gross profit margin YoY results from D&A of Traffic Puzzle offset by growing margin from Web shop expansion
- 03** Continuous optimization of UA investment and maximization of ROI
- 04** Changes in R&D expenses related mainly to the headcount optimization and lower ESOP
- 05** G&A in Q3 affected by \$2.0m of additional costs related to the strategic option review

Balance Sheet

USDm	September 30 2022	December 31 2021
01 Non-current assets	60.3	67.5
02 Current assets	218.2	232.4
<u>Total assets</u>	<u>278.5</u>	<u>299.9</u>
<u>Total equity</u>	238.0	226.1
Non-current liabilities	9.8	13.0
03 Current liabilities	30.7	60.9
<u>Total equity and liabilities</u>	<u>278.5</u>	<u>299.9</u>

01 Includes mainly Traffic Puzzle carrying value of \$33.4m and office leases

02 Primarily cash and cash equivalents (\$193.1m, or 89% of current assets)

03 Decrease in current liabilities results mainly from the last two payments for Traffic Puzzle (\$29.4m) in Q1 and Q3 2022

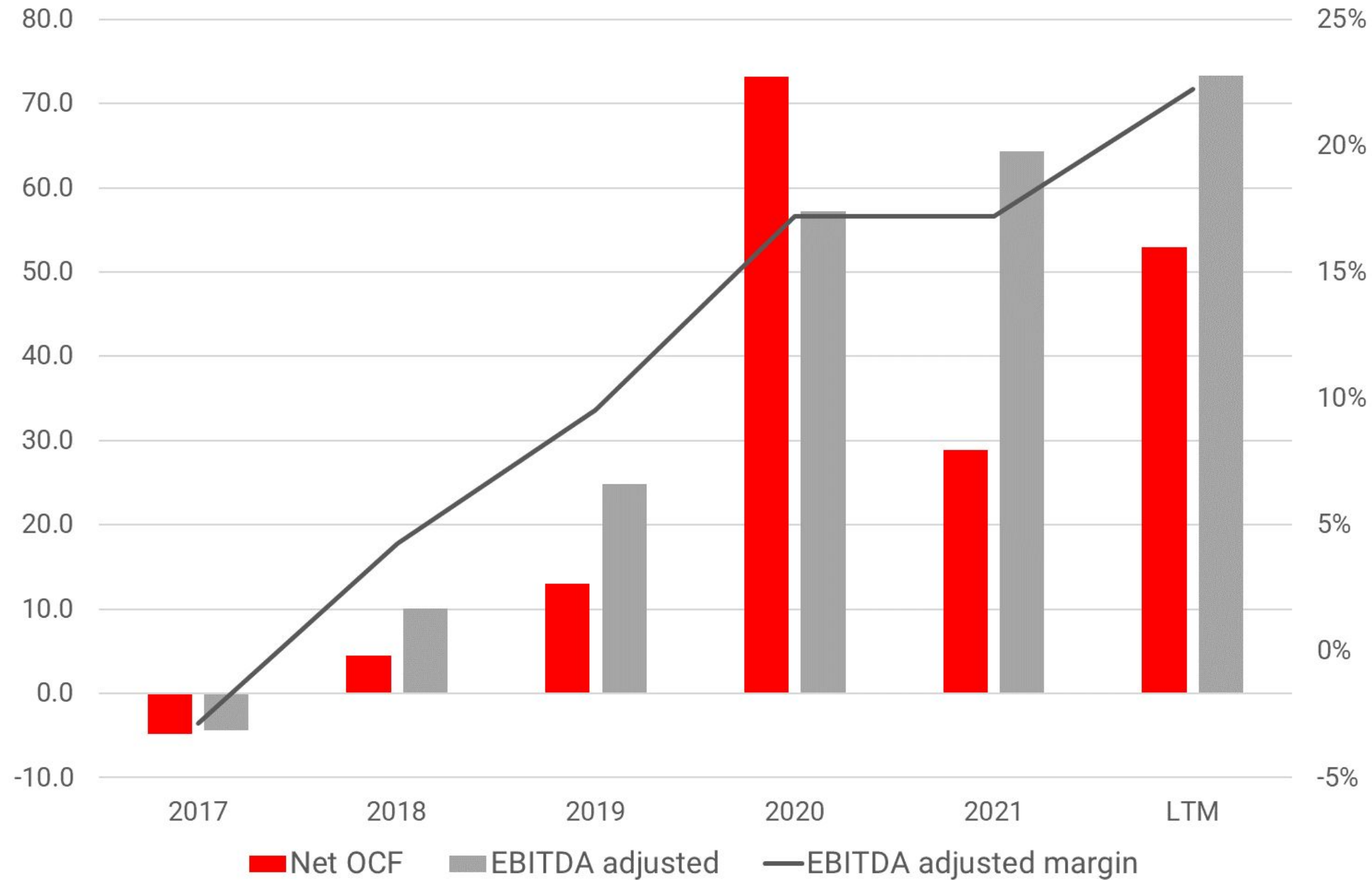
Cash Flows

USDm	9M 22	9M 21	Q3 22	Q3 21
Pre-tax profit	39.3	-15.5	18.6	9.8
01 Net Operating CF	42.1	18.9	15.8	18.8
02 Investing CF	-32.0	-13.7	-5.3	-1.7
03 Financing CF	-21.1	97.6	-4.8	-0.6
Change in cash	-11.0	102.8	5.7	16.4
Cash End of Period	193.1	195.6	193.1	195.6

Despite cash outflows associated with the Traffic Puzzle purchase and SBB program, **the company's cash position remains almost unchanged year on year**

- 01** Strong OCF generation from H1 2022 continues in Q3 affected by \$3.7m of the income tax paid (relative to the \$4.8m total paid in 9M 2022)
- 02** Investing CF included \$29.4m of two final payment tranches for Traffic Puzzle
- 03** Financing CF in Q3 2022 YTD is mainly cash spent on share buyback - \$20.1m (suspended in August 2022)

Highly Cash Generative Business



- Focus on profitability of our products, continuous optimization of cost base, positive RoI projects **lead to positive FCF**
- **LTM net OCF / Adjusted EBITDA at 72%**

Q3 22 HIGHLIGHTS

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Key Highlights

- Continued progress as the **globally #1 monetizing social casino business**
- **Shift towards optimising user acquisition efficiency and maximising RoI**, with a focus on the most redemptive channels
- Additional **opex discipline** applied, cutting discretionary expenses and moving more cost from fixed to variable
- **Strong cash generation** in the period and significant **balance sheet strength**
- **Positioned for strong YoY Adjusted EBITDA growth** by year-end





Thank you

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

APPENDIX

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Financial data

P&L (USDm)	2017	2018	2019	2020	2021	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	Q4 21	Q1 22	Q2 22	Q3 22
Revenue	152.1	236.1	259.4	332.7	373.7	76.0	88.9	78.5	89.2	95.7	97.5	92.0	88.5	84.0	79.4	77.5
Cost of sales	-44.8	-71.8	-79.1	-99.6	-109.6	-23.0	-26.8	-23.5	-26.3	-28.1	-29.4	-28.0	-25.8	-25.5	-24.0	-23.8
Gross profit/(loss) on sales	107.3	164.3	180.2	233.1	264.1	53.1	62.1	55.0	62.9	67.6	68.2	64.0	62.7	58.5	55.4	53.8
Sales and marketing expenses, including	-103.5	-135.5	-129.5	-125.1	-146.2	-24.0	-23.7	-33.9	-43.6	-43.2	-39.3	-34.1	-29.6	-29.9	-27.4	-17.7
<i>User acquisition marketing campaigns</i>	<i>na</i>	<i>na</i>	-119.9	-111.5	-130.0	-21.4	-19.9	-30.3	-40.0	-39.1	-34.8	-29.9	-26.3	-26.3	-23.1	-14.2
<i>General Sales and marketing expenses</i>	<i>na</i>	<i>na</i>	-9.6	-13.6	-16.2	-2.6	-3.8	-3.5	-3.6	-4.1	-4.5	-4.2	-3.4	-3.6	-4.2	-3.5
Research and development expenses	-4.1	-10.0	-15.8	-29.8	-33.1	-5.9	-7.8	-7.6	-8.7	-7.8	-8.0	-9.6	-7.7	-9.0	-7.9	-6.3
General and administrative expenses	-4.9	-11.0	-14.2	-27.6	-40.6	-5.7	-4.5	-7.2	-10.0	-10.0	-9.5	-9.9	-9.6	-9.1	-9.2	-11.6
Other operating income/(expense), net	0.0	-0.2	-6.5	-0.3	0.4	0.1	-0.3	0.3	-0.4	0.0	-0.1	0.8	-0.3	0.1	0.2	0.4
Operating result	-5.1	7.6	14.2	50.2	44.6	17.5	25.9	6.8	0.1	6.5	11.2	11.3	15.6	10.7	11.2	18.5
Finance income	0.0	0.3	0.5	2.1	0.0	0.0	0.4	0.5	1.1	0.1	-0.1	0.0	0.0	0.2	0.0	0.7
Finance expense	-4.2	-3.2	-5.9	-128.5	-45.6	-3.0	-8.6	-7.6	-109.3	-43.6	0.5	-1.5	-1.0	-0.1	-1.2	-0.7
Profit/(loss) before tax	-9.3	4.7	8.9	-76.2	-1.0	14.6	17.7	-0.3	-108.2	-37.0	11.7	9.8	14.5	10.7	10.0	18.6
Income tax	0.2	-1.7	-4.6	-6.4	-8.7	-1.8	-3.5	-1.9	0.8	-0.6	-2.5	-2.4	-3.2	-1.8	-1.3	-3.3
Net result for the period	-9.1	3.0	4.3	-82.6	-9.7	12.8	14.2	-2.2	-107.4	-37.5	9.1	7.4	11.4	8.9	8.6	15.3
Balance sheet (USDm)	2017	2018	2019	2020	2021	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	Q4 21	Q1 22	Q2 22	Q3 22
Total non-current assets	2.3	2.0	4.7	17.3	67.5	0.0	0.0	0.0	17.3	17.1	55.6	54.6	67.5	65.4	63.2	60.3
Total current assets	48.6	51.6	48.4	124.5	232.4	0.0	0.0	0.0	124.5	221.9	216.8	224.8	232.4	225.8	213.2	218.2
Total assets	50.8	53.6	53.1	141.8	299.9	0.0	0.0	0.0	141.8	238.9	272.4	279.4	299.9	291.2	276.4	278.5
Total equity	-20.3	-9.5	-19.8	-96.0	226.1	0.0	0.0	0.0	-96.0	188.6	200.3	211.8	226.1	236.3	227.4	238.0
Total non-current liabilities	52.0	47.4	50.1	183.0	13.0	0.0	0.0	0.0	183.0	4.8	4.7	4.0	13.0	12.2	11.0	9.8
Total current liabilities	19.1	15.7	22.8	54.8	60.9	0.0	0.0	0.0	54.8	45.6	67.4	63.6	60.9	42.7	38.1	30.7
Total equity and liabilities	50.8	53.6	53.1	141.8	299.9	0.0	0.0	0.0	141.8	238.9	272.4	279.4	299.9	291.2	276.4	278.5
Cash flow (USDm)	2017	2018	2019	2020	2021	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	Q4 21	Q1 22	Q2 22	Q3 22
Net cash flows from operating activities	-4.8	4.5	13.0	73.2	29.8	16.3	26.5	16.0	14.4	-8.3	8.5	18.8	10.8	19.9	6.4	15.8
Net cash from investing activities	-0.7	-0.6	-0.6	-5.5	-16.0	-0.6	-1.5	-1.5	-1.9	-0.6	-11.4	-1.7	-2.3	-25.7	-1.1	-5.3
Net cash from financing activities	26.9	0.1	-21.1	0.0	96.6	9.2	-0.6	-7.9	-0.7	98.6	-0.5	-0.6	-0.9	0.1	-16.3	-4.8
Cash and cash equivalents	30.2	35.0	26.3	94.2	204.4	51.2	75.4	82.2	94.2	183.2	180.4	195.6	204.4	198.7	188.2	193.1
EBITDA (USDm)	-4.6	8.2	16.2	53.5	52.6	18.1	26.5	7.4	1.5	7.6	13.3	13.6	18.1	13.3	13.8	21.4
Adjusted EBITDA (USDm)	-4.3	10.1	24.8	57.3	64.4	18.4	27.3	8.6	3.1	10.4	15.6	17.7	20.7	14.4	13.7	24.5
Adjusted net result (USDm)	-5.3	6.3	16.7	48.1	41.1	15.6	23.9	7.9	2.1	4.2	11.4	11.4	14.0	10.0	8.6	18.4

Appendix - KPI's

(users)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Total DAU	632,113	850,717	911,048	947,188	789,831
Core Franchises	509,356	772,029	769,134	628,119	478,960
New franchises	0	438	101,328	300,469	300,696
Other	122,757	78,250	40,586	18,600	10,175

1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22
874,002	876,371	913,997	979,820	980,224	970,211	944,456	893,861	888,781	773,229	769,744	727,568	701,620	671,967	557,666
801,215	758,581	769,710	747,029	721,866	645,541	577,293	567,775	545,487	483,502	452,979	433,872	428,174	384,442	353,568
22,795	80,562	111,012	190,941	228,229	303,097	354,497	316,055	331,953	277,612	307,410	285,809	256,988	272,566	196,750
49,992	37,229	33,275	41,850	30,129	21,572	12,667	10,032	11,341	12,115	9,355	7,887	16,458	14,958	7,348

(users)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Total DPU	14,152	21,357	25,498	27,146	25,865
Core Franchises	13,265	20,890	23,831	24,095	20,623
New franchises	0	2	1,493	2,982	5,189
Other	887	464	175	69	53

1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22
24,888	23,595	26,100	27,410	27,535	27,861	25,412	27,775	28,596	26,148	24,364	24,352	24,951	23,123	21,041
24,522	23,113	23,409	24,279	24,962	25,160	22,435	23,823	23,240	20,820	19,114	19,320	19,788	18,066	17,330
93	324	2,573	2,981	2,469	2,619	2,927	3,913	5,290	5,260	5,210	4,997	5,007	4,902	3,635
273	157	118	150	105	81	51	40	66	69	40	35	156	156	75

(%)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Conversion (monthly, MPU/MAU)	4.2%	5.5%	5.5%	4.5%	5.5%
Core Franchises	4.9%	6.2%	6.5%	7.4%	8.7%
New franchises	n/a	0.9%	2.4%	1.6%	2.9%
Other	1.8%	1.4%	1.0%	0.8%	1.3%

1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22
6.2%	5.4%	5.5%	4.9%	4.8%	4.2%	4.2%	4.8%	5.0%	5.7%	5.5%	5.8%	5.6%	5.5%	7.0%
6.9%	6.9%	6.2%	6.2%	6.8%	7.2%	7.7%	8.3%	8.3%	8.4%	9.0%	9.1%	8.6%	9.2%	10.7%
0.8%	0.5%	3.9%	2.8%	1.8%	1.3%	1.5%	2.0%	2.5%	3.3%	2.9%	3.1%	3.4%	3.1%	3.6%
1.4%	0.9%	0.8%	0.7%	0.8%	0.8%	0.9%	0.9%	1.4%	1.5%	1.1%	0.9%	1.2%	1.3%	2.3%

(USD)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
ARPPU	0.66	0.76	0.78	0.96	1.30
Core Franchises	0.80	0.83	0.90	1.36	1.88
New franchises	n/a	0.10	0.18	0.19	0.41
Other	0.07	0.09	0.06	0.08	0.08

1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22
0.80	0.78	0.77	0.78	0.85	1.01	0.90	1.08	1.20	1.39	1.30	1.32	1.33	1.29	1.50
0.87	0.89	0.88	0.96	1.10	1.44	1.38	1.55	1.72	1.96	1.93	1.93	1.92	2.00	2.17
0.05	0.04	0.25	0.22	0.17	0.15	0.15	0.28	0.38	0.45	0.40	0.43	0.42	0.36	0.35
0.08	0.05	0.07	0.05	0.05	0.09	0.10	0.08	0.08	0.06	0.07	0.13	0.13	0.15	0.12

(USD)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Daily ARPPU	28.7	29.9	27.8	32.8	38.0
Core Franchises	30.2	30.4	28.9	35.3	43.5

1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22
28.0	28.7	26.9	27.7	30.0	34.6	32.7	33.7	35.7	39.5	39.3	37.7	35.9	36.1	38.9
28.3	29.1	28.7	29.6	31.9	37.0	35.3	36.9	40.3	45.4	45.7	43.4	41.5	42.4	44.4

Appendix - Glossary

ARPDau	Average revenue per daily active 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



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