

**HUUUGE** Play Together.

# A Global Success Story in Gaming

Q1 2021 Results & Outlook

May 2021

## VISION

To transform mobile gaming into a massively social experience

## MISSION

Empower billions of people to play together

## OPPORTUNITY

To partner with the highest potential game creators and studios globally

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# Today's presenters



**Anton Gauffin**  
CEO  
(Founder)



**Elad Kushnir**  
COO



**Grzegorz Kania**  
CFO



**Tal Shoham**  
CMO

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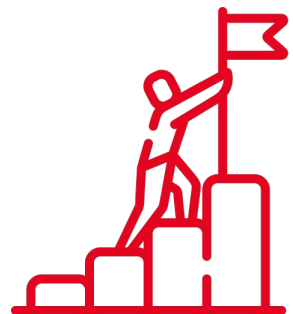
# Q1 2021 Summary



**Another quarter of record high revenue and continued improvement in KPI's, while also investing in growth**



**IPO geared us in additional cash for Build&Buy strategy and we now have USD 176m net cash as of Q1 2021**



**Traffic Puzzle acquisition proves our publishing arm is a source for low risk M&A's**

**HUUUGE** Play Together.

**+26%**

YoY revenue growth  
in Q1 2021

**+1.5pp**

Core franchises  
monthly conversion

**+26%**

ARPPU  
core franchises

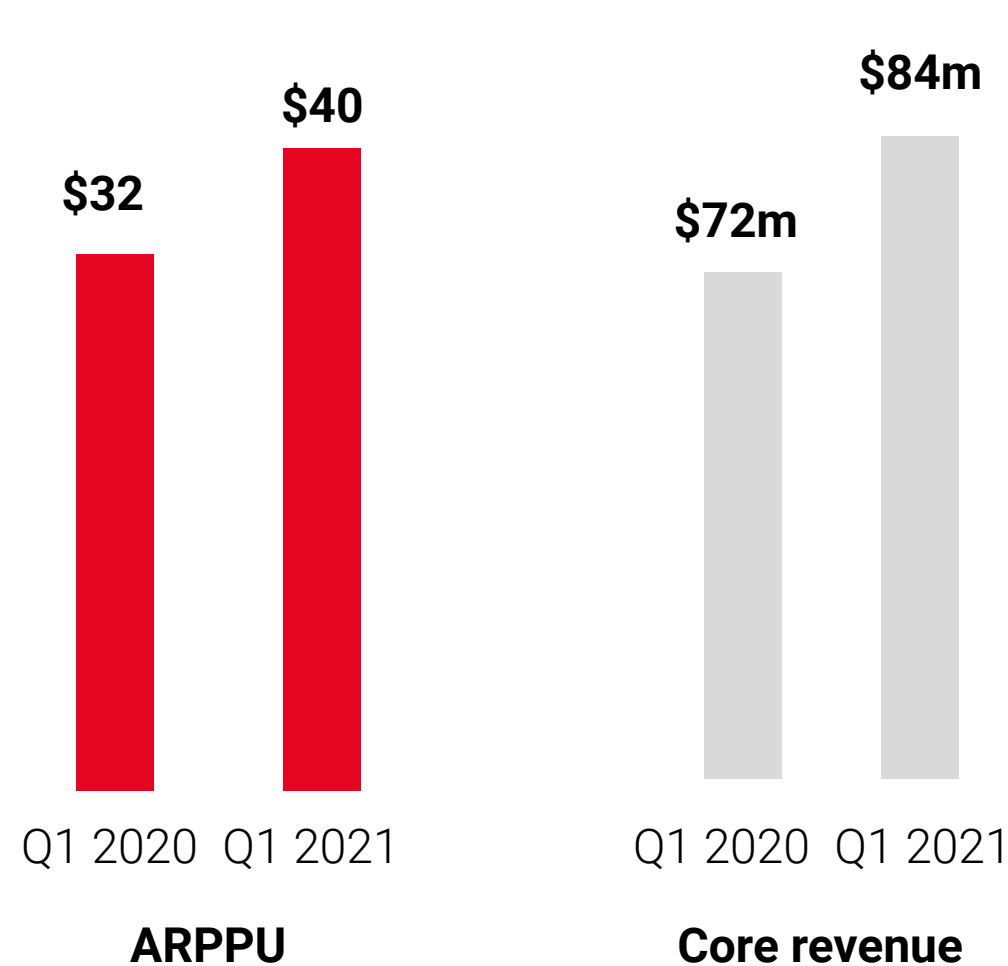
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# Core franchises

Continued consistent improvement of our core franchise KPI's



Solid increase of monetization KPIs

**26%** ARPPU growth yoy

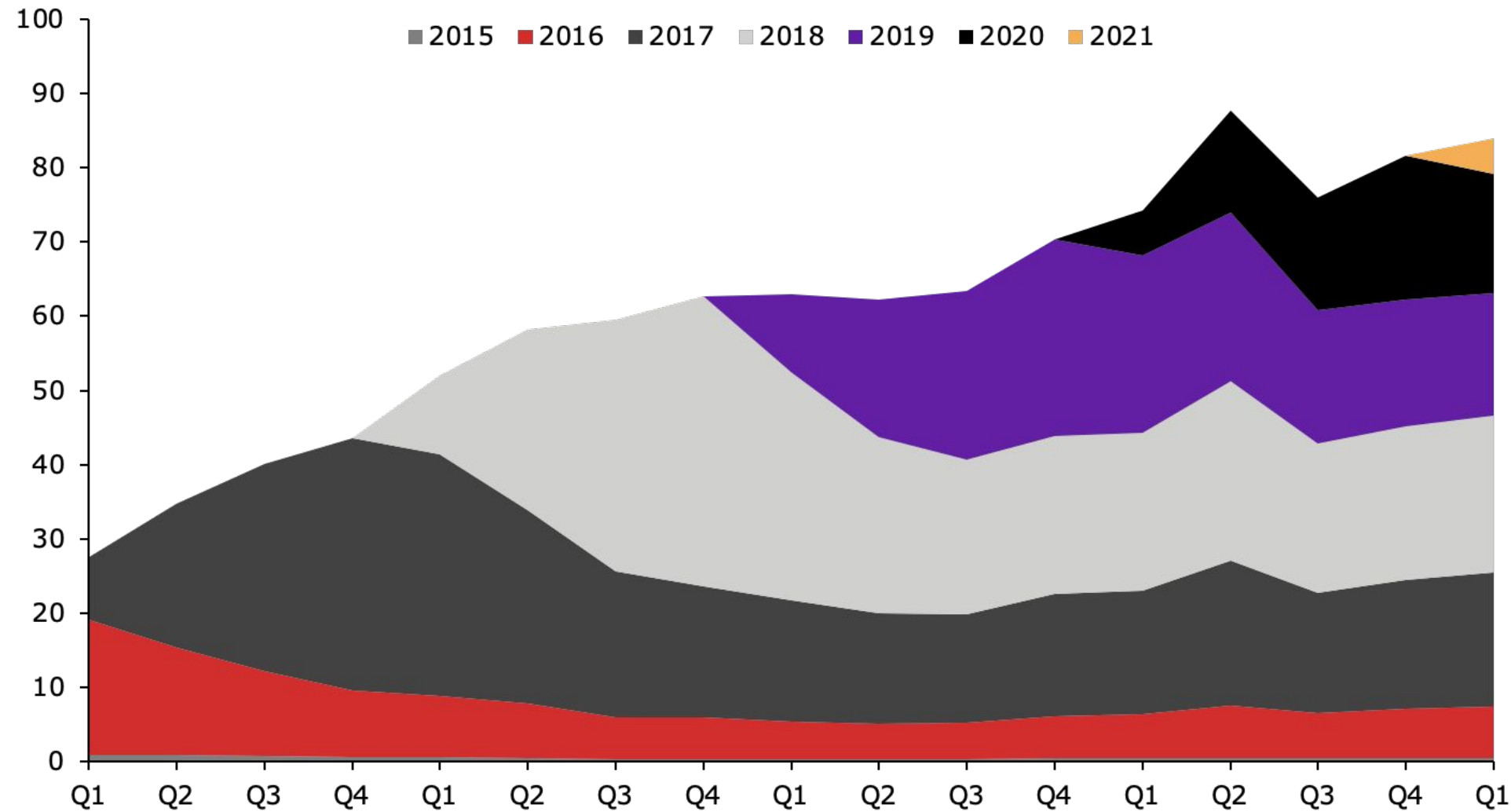
**8.3%** Monthly conversion, up **1.5pp** yoy

**0.9pp** Monthly conversion up vs 4Q20

- Record high quarterly revenue in core franchises driven by optimized live operations calendar and pricing strategies.
- Strong content roadmap which allowed us to release 6 new slot machines in both Huuuge Casino and Billionaire Casino during Q1.
- Robust product roadmap which drove high engagement and retention from both our core user base on new players
- Record high revenue generated in March 21

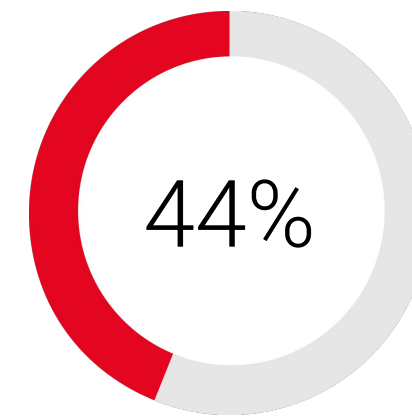
# The Evergreen Nature of Our Games

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

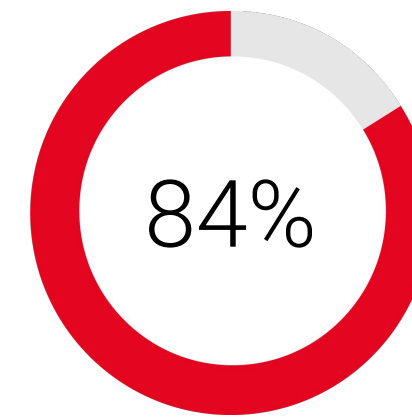


Huuuge Casino and Billionaire Casino

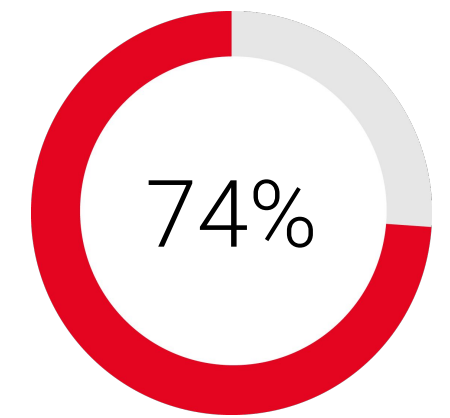
Truly social - driving monetization to best in class KPI's



of MAU are part of a club



of playing users interact with other players



of playing 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.

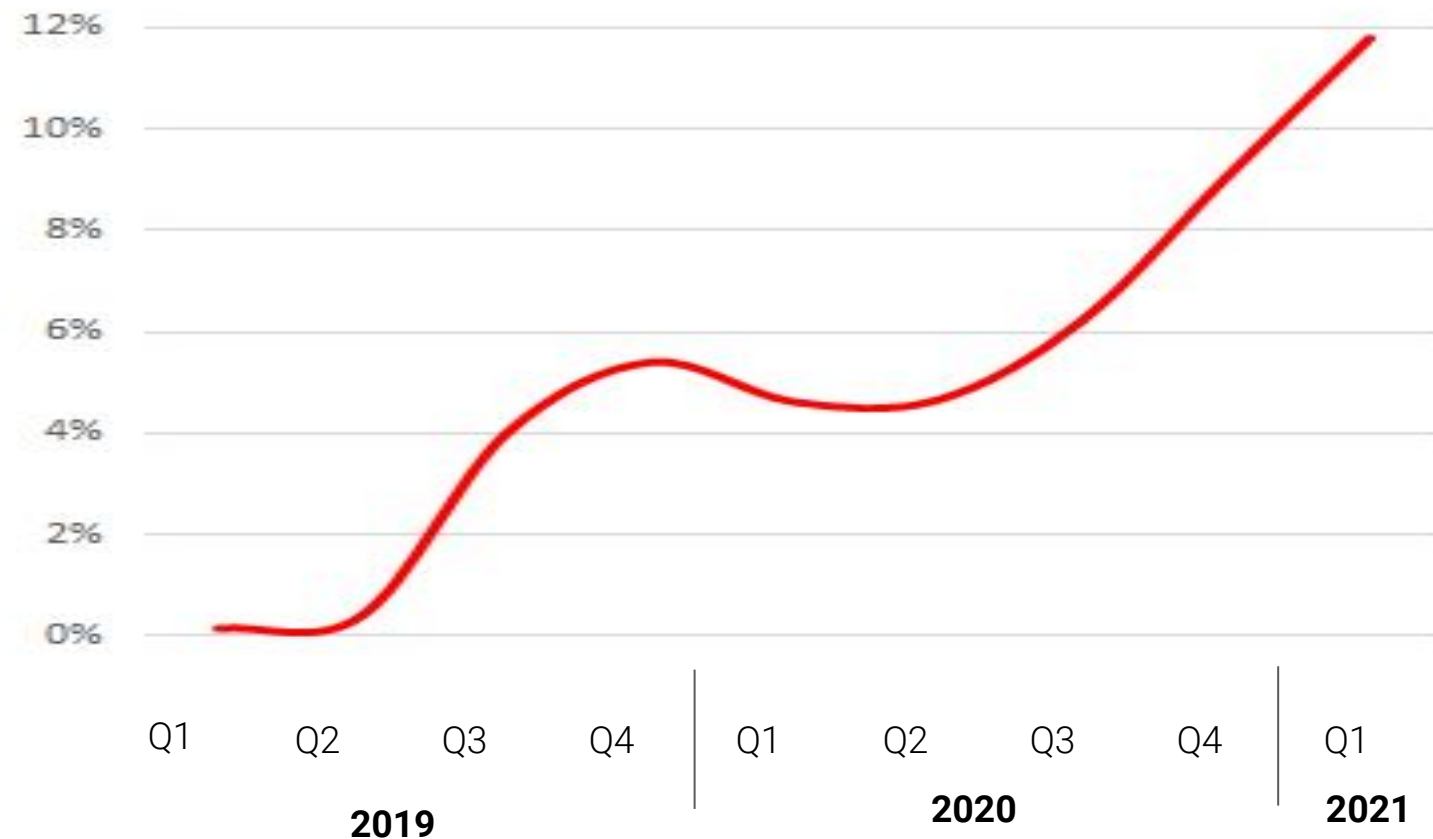
**40% higher**



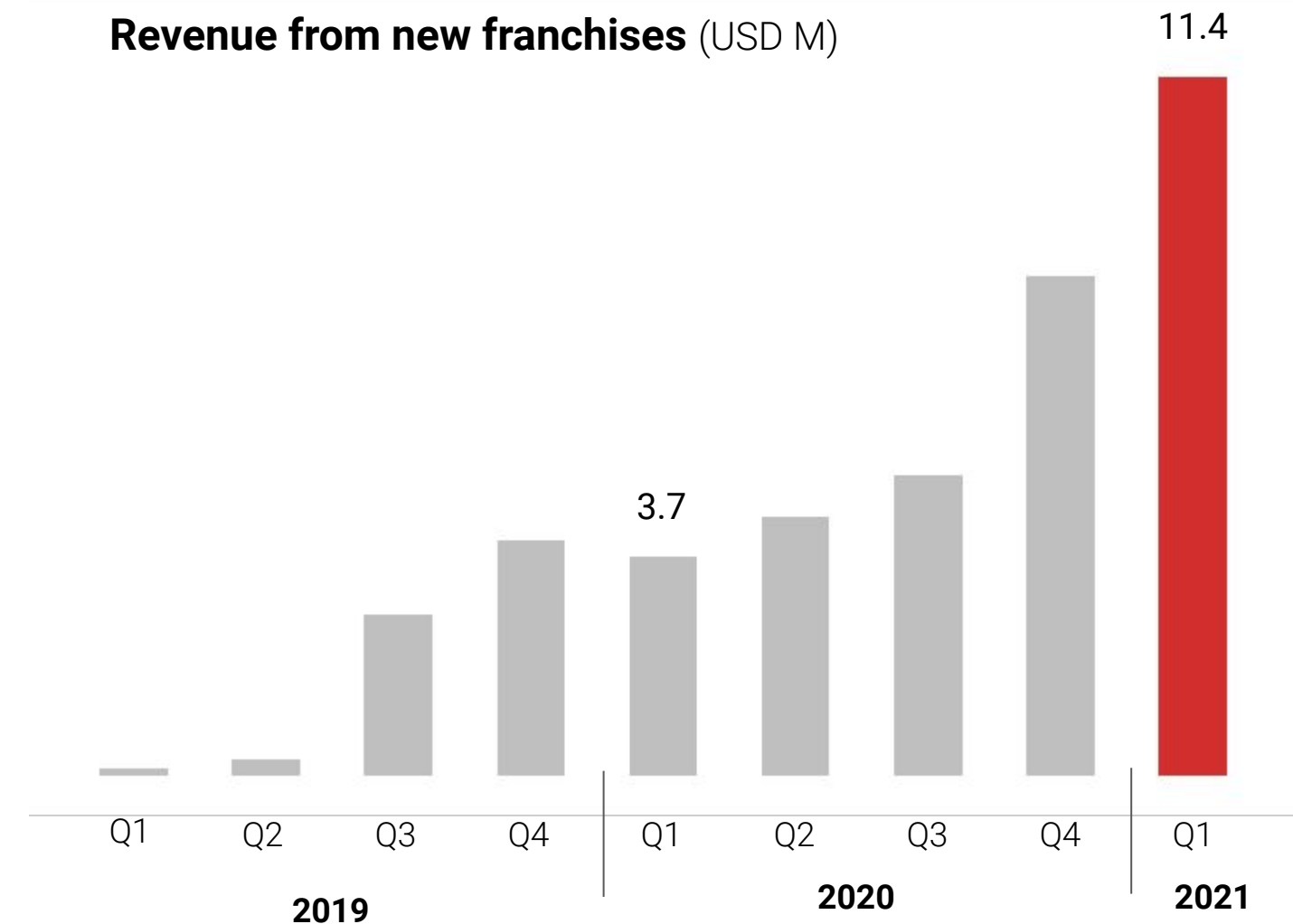
# New franchises

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

# Traffic Puzzle Acquisition

## A Unique, High-Growth Match-3 Game

Puzzle game category is one of the largest, most established and lucrative segments of mobile gaming worth **\$10.6 billions**.

Since publishing the game in March 2019, the game has been the highest growth product in the HUUUGE portfolio, with exceptional monetization KPIs.

After a year of discussions, management has successfully acquired the Traffic Puzzle assets for **\$38.9 millions**.

<sup>1</sup> Q1 2021 vs. Q1 2020, Gross Revenue growth



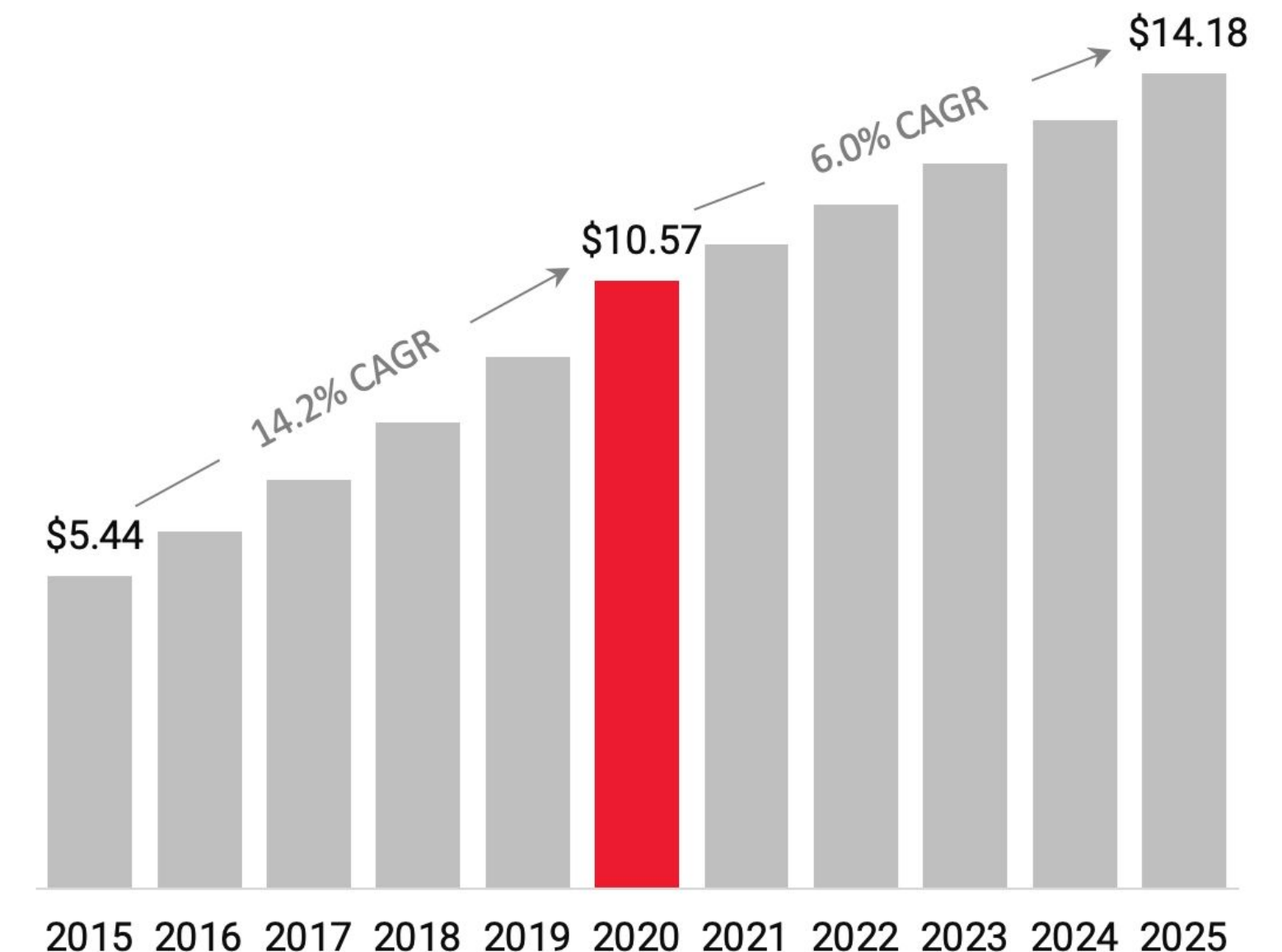
**HUUUGE**



# Transaction Rationale

- **Financial** **Diversification**  
Traffic Puzzle is our third back-bone product, and **first cornerstone in the casual game category**
- **Reinforced** **Growth**  
Traffic Puzzle is HUUUGE's fastest-growing product, with **monthly revenue that has more than tripled since early 2020**.  
We believe that we are still very far from the revenue potential of the game.
- **Tapping a New Market**  
Puzzle Games is one of the largest, most established industry segments and by doubling down on the segment, **our TAM expands by \$10.6B<sup>1</sup>**

Puzzle Market Size Development<sup>1</sup> USD, \$M



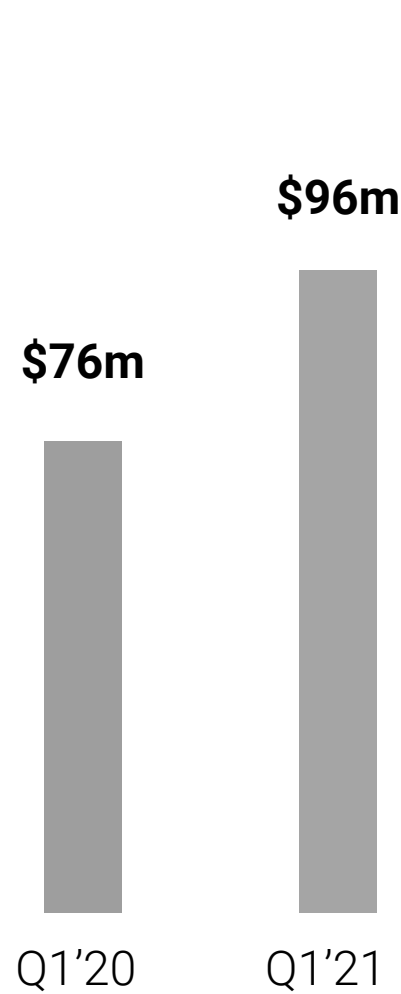
<sup>1</sup> Source: Eilers & Krejcik Puzzle Tracker 2020

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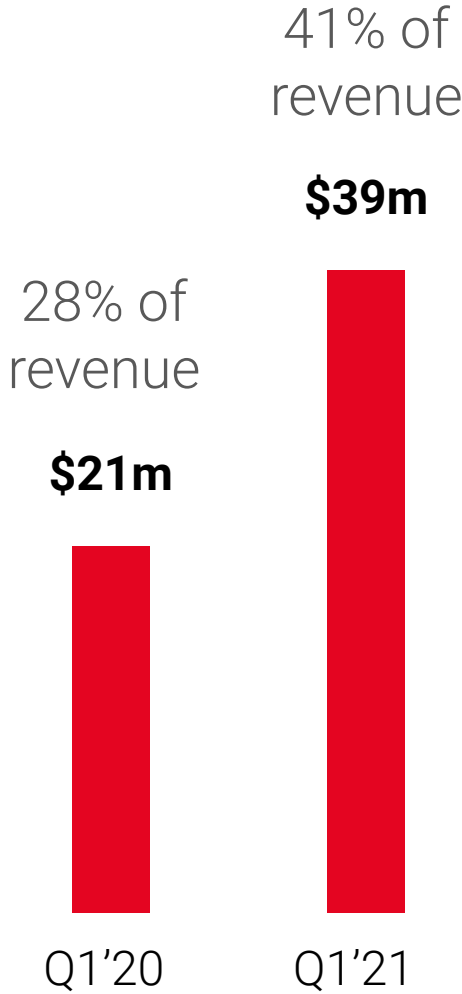
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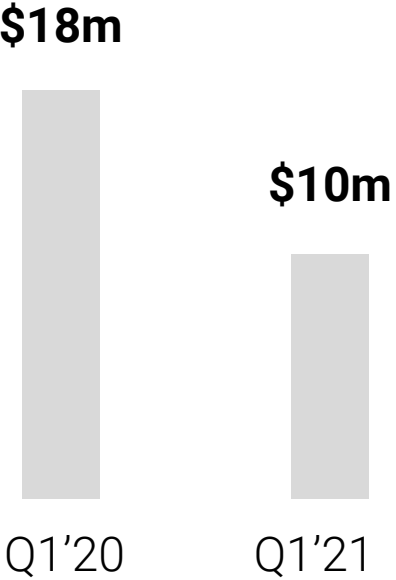
# Financial highlights



Revenue



UAMC



Adjusted EBITDA

**+26%**  
Revenue total  
growth in Q1 2021

**+\$18M**  
Increase in user acquisition  
marketing campaign costs

**-\$8M**  
Decrease in adj. EBITDA  
in Q1 2021

# Financial performance Q1 2021

	USD m	Q1 2021	Q1 2020	Change
<b>01</b>	Revenue	95.7	76.0	26%
<b>02</b>	<b><u>Gross profit/(loss) on sales</u></b>	<b>67.6</b>	<b>53.1</b>	<b>27%</b>
	Sales and marketing expenses	(43.2)	(24.0)	80%
<b>03</b>	- UA marketing campaigns	(39.1)	(21.4)	83%
<b>04</b>	- General sales and marketing expenses	(4.1)	(2.6)	57%
<b>05</b>	Research and development expenses	(7.8)	(5.9)	33%
<b>06</b>	General and administrative expenses	(10.0)	(5.7)	75%
	Other operating income/(expense), net	(0.0)	0.1	
	<b><u>Operating result</u></b>	<b>6.5</b>	<b>17.5</b>	<b>-63%</b>
<b>07</b>	Finance income/expense, net	(43.5)	(2.9)	
	<b><u>Profit/(loss) before tax</u></b>	<b>(37.0)</b>	<b>14.6</b>	
	Income tax	(0.6)	(1.8)	
	<b><u>Net result for the period</u></b>	<b>(37.6)</b>	<b>12.8</b>	

**01** Revenue growth driven by core franchises (+16% yoy) as well as new franchises that grew by 3.1x

**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** R&D growth reflects ongoing development of our business and the increase results mainly from salaries and employee related costs

**06** Increase in G&A resulted mainly from ESOP and salaries and employee-related costs

**07** High finance expense due to USD 39.0m non-cash revaluation of preferred shares (converted to common as of February 5th 2021), also forward contract and FX loss.

# Adjusted vs reported

USDm	Q1 2021	Q1 2020	Change
<b>EBITDA</b>	<b>7.6</b>	<b>18.1</b>	<b>-58%</b>
ESOP	2.8	0.3	
<b>Adjusted EBITDA</b>	<b>10.4</b>	<b>18.4</b>	<b>-43%</b>
Adjusted EBITDA margin (%)	10.9%	24.1%	
<b>Net result for the period</b>	<b>(37.6)</b>	<b>12.8</b>	
ESOP	2.8	0.3	
Preferred Series C shares revaluation	39.0	2.5	
<b>Adjusted Net Result</b>	<b>4.2</b>	<b>15.6</b>	<b>-73%</b>
Adjusted Net Result (%)	4.4%	20.5%	

# Balance Sheet

	USDm	31 Mar 2021	31 Dec 2020
	Non-current assets	17.1	17.3
01	Current assets	221.9	124.5
	<b><u>Total assets</u></b>	<b>238.9</b>	<b>141.8</b>
	<b><u>Total equity</u></b>	<b>188.6</b>	<b>(96.0)</b>
02	Non-current liabilities	4.8	183.0
	<i>Preferred shares</i>	-	176.6
03	Current liabilities	45.6	54.8
	<b><u>Total equity and liabilities</u></b>	<b>238.9</b>	<b>141.8</b>

- 01 Increase in current assets thanks to proceeds from IPO (\$100m). Over 80% of current assets is cash
- 02 The structure of total liabilities changed due to the conversion of preferred shares Series C into common shares
- 03 Over 80% of current liabilities are trade and other payables



# Cash Flows Q1 2021

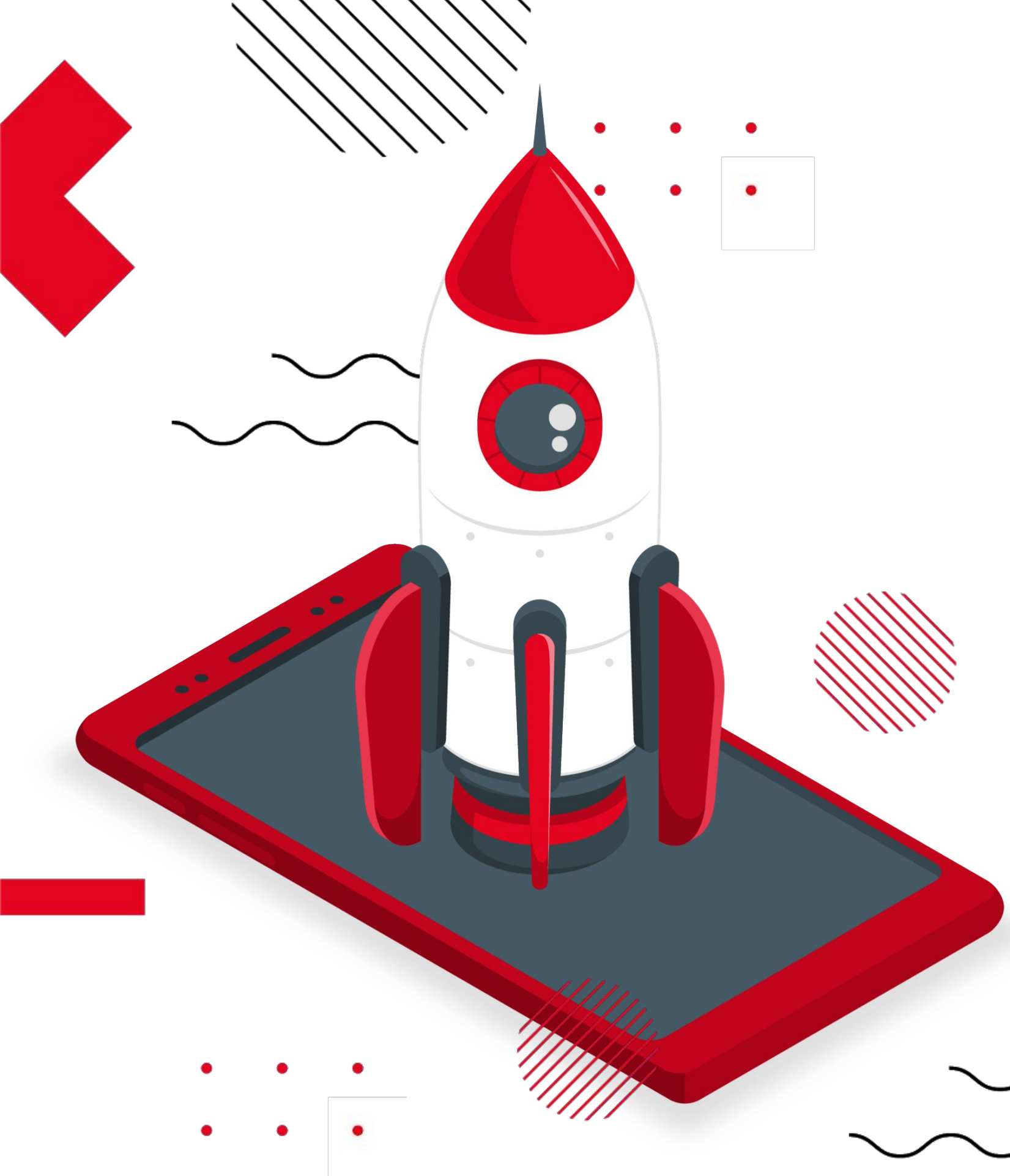
	USDm	Q1 2021	Q1 2020
	Pre-tax profit	(37.0)	14.6
<b>01</b>	Operating CF	(8.3)	16.3
	Investing CF	(0.6)	(0.6)
<b>02</b>	Financing CF	98.6	9.2
	<b>Change in cash</b>	<b>89.8</b>	<b>24.9</b>
	<b>Cash End of Period</b>	<b>183.2</b>	<b>51.2</b>

- 01** Changes due to lower EBITDA as well as change in working capital: (1) increase in receivables resulting from the cycle of payments from distributors, as well as ; (2) the settlement of Washington court case
- 02** Changes are mainly attributable to: (i) proceeds from IPO offset by (ii) costs of IPO and (iii) funds used for execution of stabilization option.

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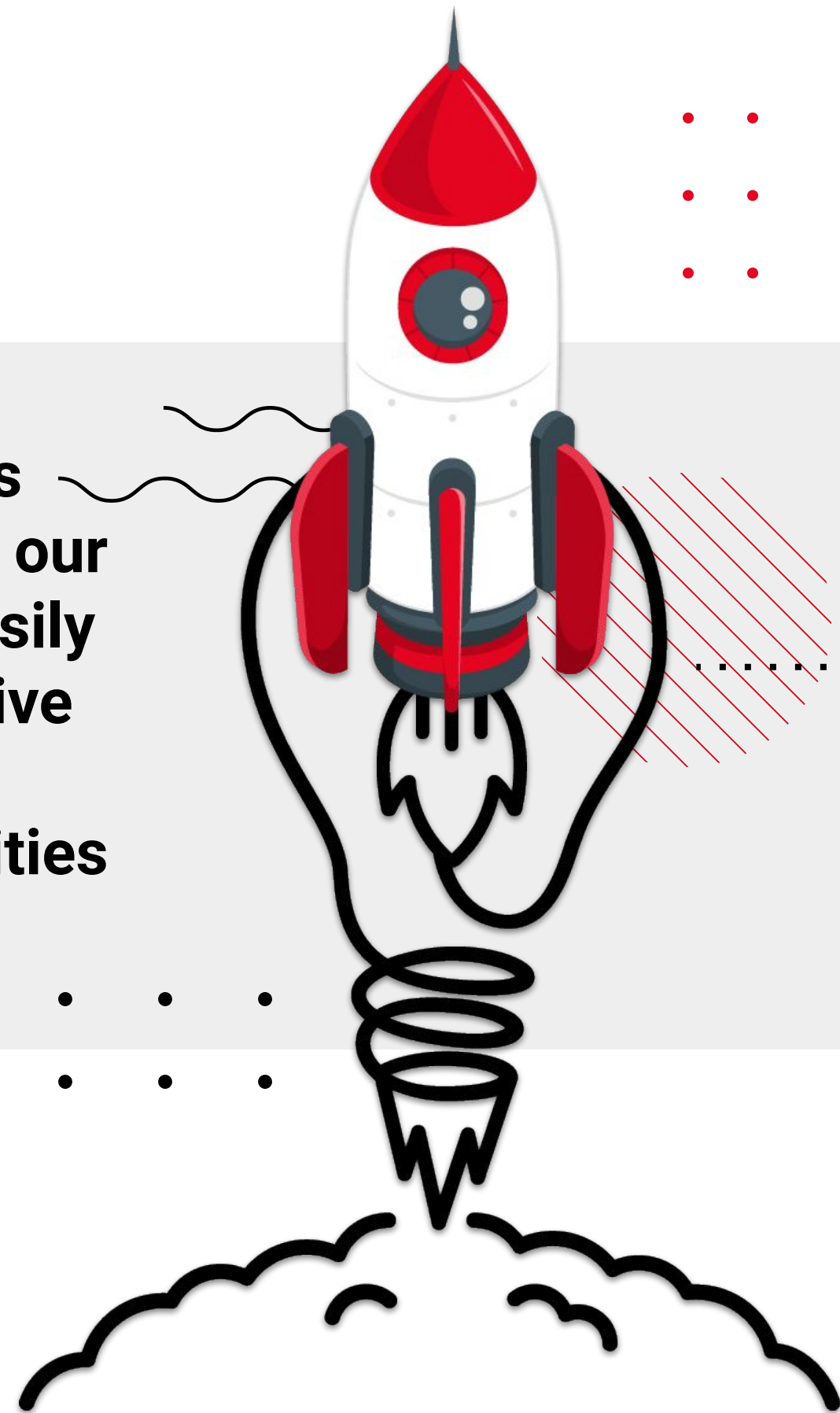


**HUUUGE**

**Fuel**

**Rocket Fuel for Games**

**Our best-in-class technology enables our game studios to easily embed our collective knowledge and operational capabilities into our games**



## **ENGAGE & MONETIZE**

**Drive user engagement by giving users more reasons to play, stay, and pay in our games.**



## **ANALYZE & ITERATE**

**Iterate and analyze player behavior at scale to empower data driven optimization across the entire game lifecycle.**




## **GROW**

**Drive growth through optimization of the entire acquisition funnel**

# HUUGE Fuel



**ENGAGE  
& MONETIZE**



**ANALYZE  
& ITERATE**



**GROW**

**CONNECT & COMPLY**

**GAME A on  
Platform X**

**GAME B on  
Platform Y**

**GAME C on  
Platform Z**



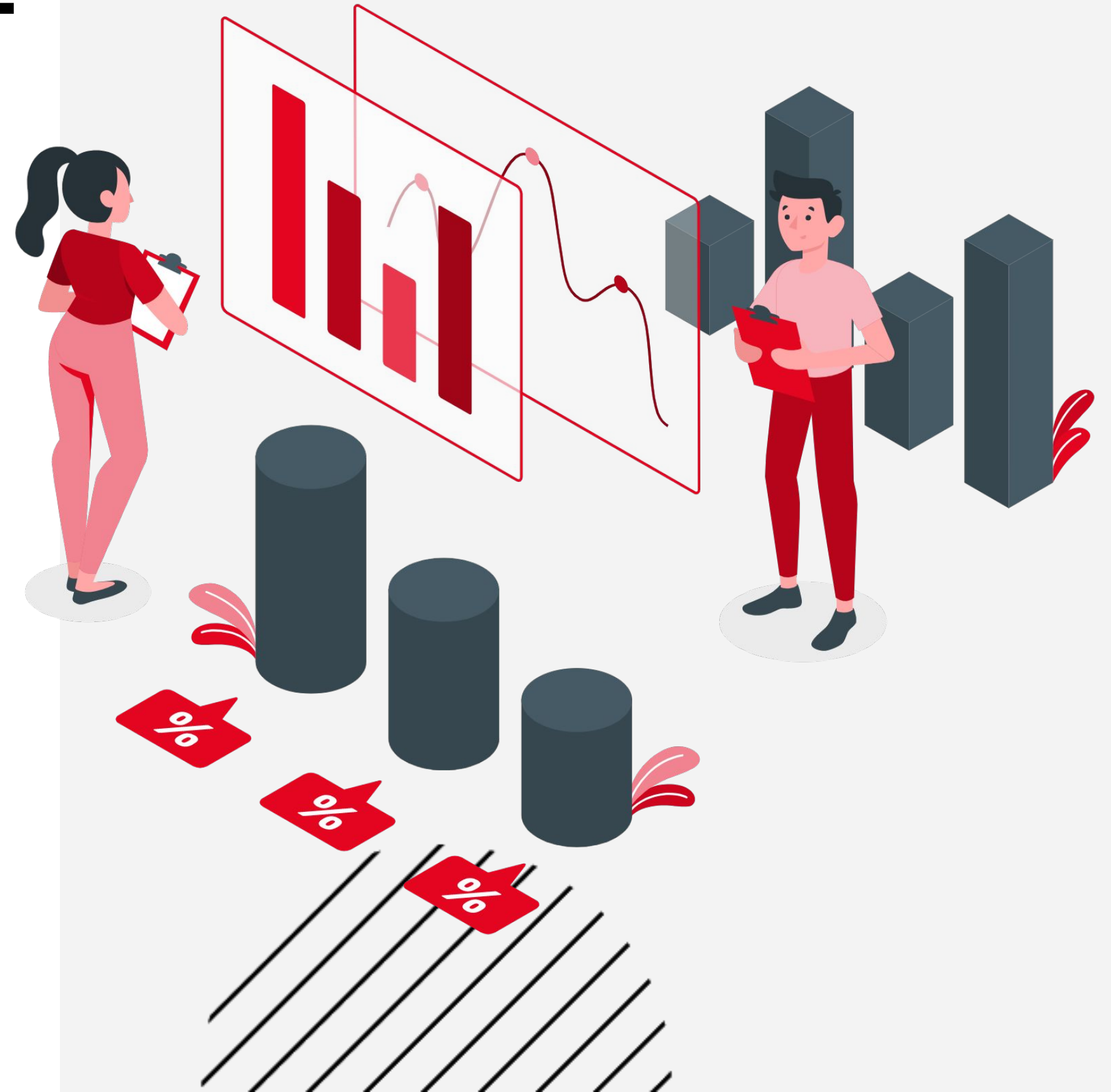
# Fuel to ENGAGE & MONETIZE

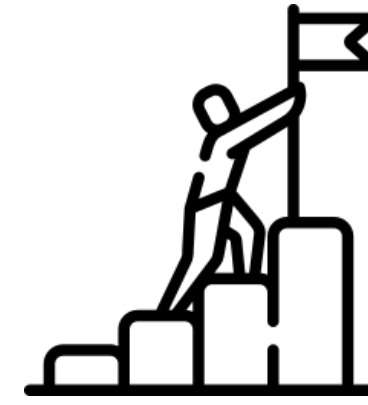
- A **Real Time Segmentation Engine** running thousands of micro segments at any given point in time
- A **Zero-Code Dynamic Personalization Engine** allowing real time adaptation of any game feature for every player
- A **Game Economy Tool kit** to simulate, configure, validate and visualize every aspect of the game economy.
- A **Player and VIP management system** enabling customer support teams with a 360 view of our players and an ability to attend to their needs in real time.
- A **Behavioral Prediction Engine** - providing early player classification and operational insights which enable user engagement.
- A **Dynamic UI Builder** from the artist's drawing board directly to production



# Fuel to **ANALYZE & ITERATE**

- An Off the shelf rich **Data Visualization kit** allowing data democratization across all functions in the studio
- A **Data Analytics Platform** powered by state-of-the-art data layers enabling analysts to deal with any data challenge
- A **Centralized AB testing Framework** enabling on the fly Multi-variant testing for any operational use case (ex. Art, content, level design..)
- A **Third party data hub** enriching first party data with over 20 different sources.
- A Proprietary **Player Identification Algorithm** enabling cross- network player recognition





# Fuel to GROW

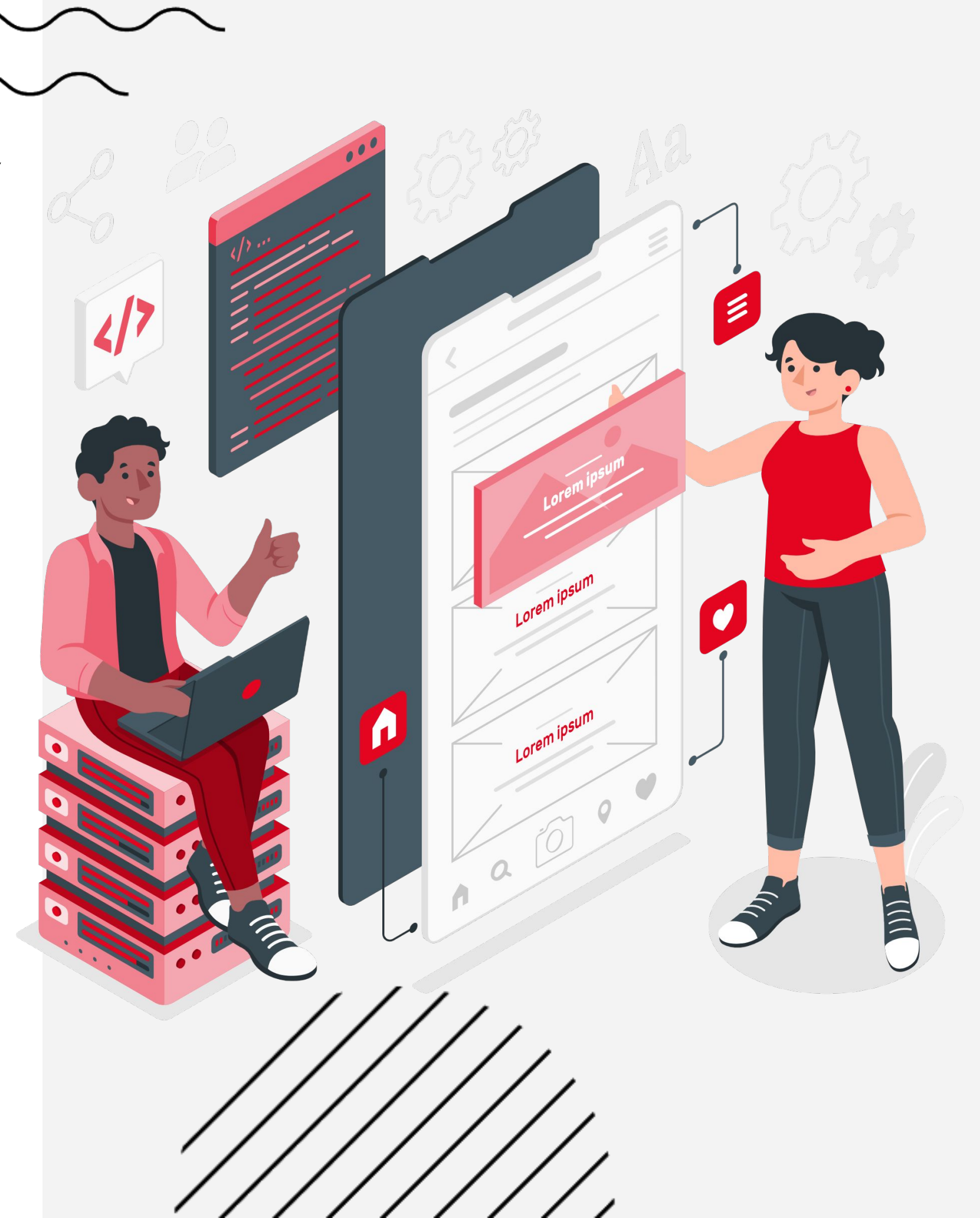
- **A User Acquisition Platform** allowing the optimization of UA campaigns and multiple network algorithms, using adaptive network-specific AI predictive data models.
- **A Creative Hub** which rapidly generates thousands of permutations for multiple ad creatives formats (playable, interactive, static etc) and automates their optimization across all marketing channels (AKA Playable Platform)
- **Retargeting Framework** enabling the segmented retargeting of players across the web using personalized content, driving increased engagement of the most valuable players.
- **Ad Monetization & Cross promotion management** enabling high quality engagement through the optimization of the ad experience alongside in app monetization





# Fuel to **CONNECT & COMPLY**

- **Connections Suite** enabling plug and play integration into over 30 third party SDK's as well as to **ALL of Huuuge Fuel**. (SDK Maintenance on us :)
- Off the Shelf **Compliance Package**
  - Security compliance
  - Privacy compliance
  - Operating System compliance (iOS, GP, Amazon, Windows 10, Facebook, and more)
  - Inappropriate Content compliance



# Huuuge Fuel

  
**ENGAGE  
& MONETIZE**

  
**ANALYZE  
& ITERATE**

  
**GROW**

**CONNECT & COMPLY**

# Business Strategy

**BUILD**  
(owned and operated studios)

**PUBLISHING PARTNERSHIPS**

**BUY**  
(M&A)



# So what does **Huuuge Fuel** mean for our present and future?

It solidifies our  
**technological  
advantage** VS  
many of our  
competitors



It will allow us to  
**scale our business**  
across all three of  
our core business  
units



**It will drive  
growth**

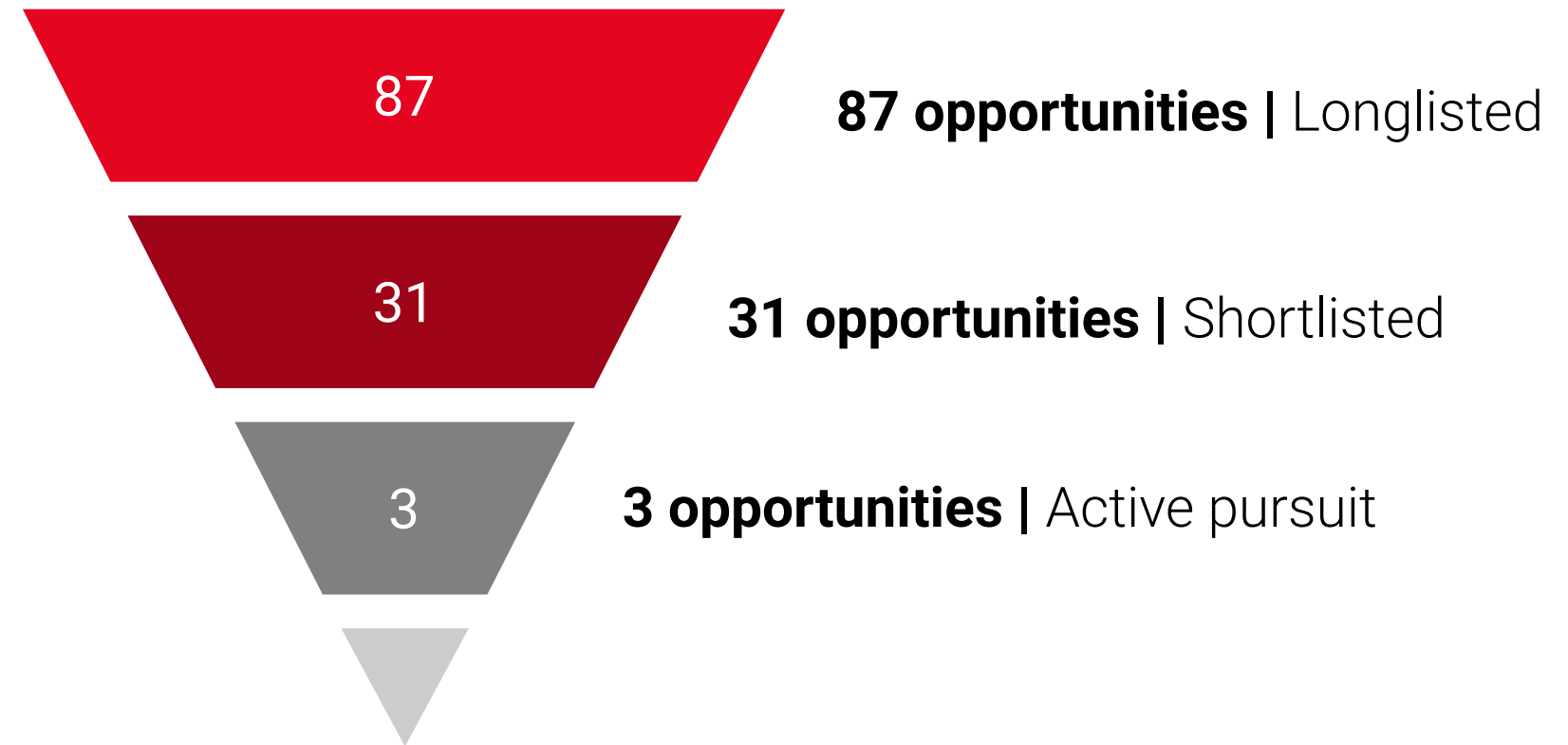
# 2021 Focus - Build & Buy strategy



## 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

+ **build**

# Huuuge is a global team of teams

## Talent centric

Focus on hiring AAA+ talent

## Accelerate learning

Grow know-how & capabilities

## Huuuge culture

Humble & Hungry & Resilient





**HUUUGE**

**Play Together.**

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

## Appendix

# Appendix - KPI's

	FY 2017	FY 2018	FY 2019	FY 2020
<b>Total DAU</b>	<b>632 113</b>	<b>850 717</b>	<b>911 048</b>	<b>947 188</b>
Core Franchises	509 356	772 029	769 134	628 119
New franchises	0	438	101 328	300 469
Other	122 757	78 250	40 586	18 600
	FY 2017	FY 2018	FY 2019	FY 2020
<b>Total MAU</b>	<b>3 321 543</b>	<b>3 716 410</b>	<b>3 984 784</b>	<b>4 701 679</b>
Core Franchises	2 545 316	3 193 507	3 032 904	2 353 499
New franchises	0	3 844	715 394	2 249 652
Other	776 227	519 058	236 485	98 528
	FY 2017	FY 2018	FY 2019	FY 2020
<b>Total DPU</b>	<b>14 152</b>	<b>21 357</b>	<b>25 498</b>	<b>27 146</b>
Core Franchises	13 265	20 890	23 831	24 095
New franchises	0	2	1 493	2 982
Other	887	464	175	69
	FY 2017	FY 2018	FY 2019	FY 2020
<b>Total MPU</b>	<b>139 833</b>	<b>203 651</b>	<b>218 297</b>	<b>212 384</b>
Core Franchises	125 904	196 503	198 530	174 869
New franchises	0	35	17 470	36 697
Other	13 929	7 113	2 297	818

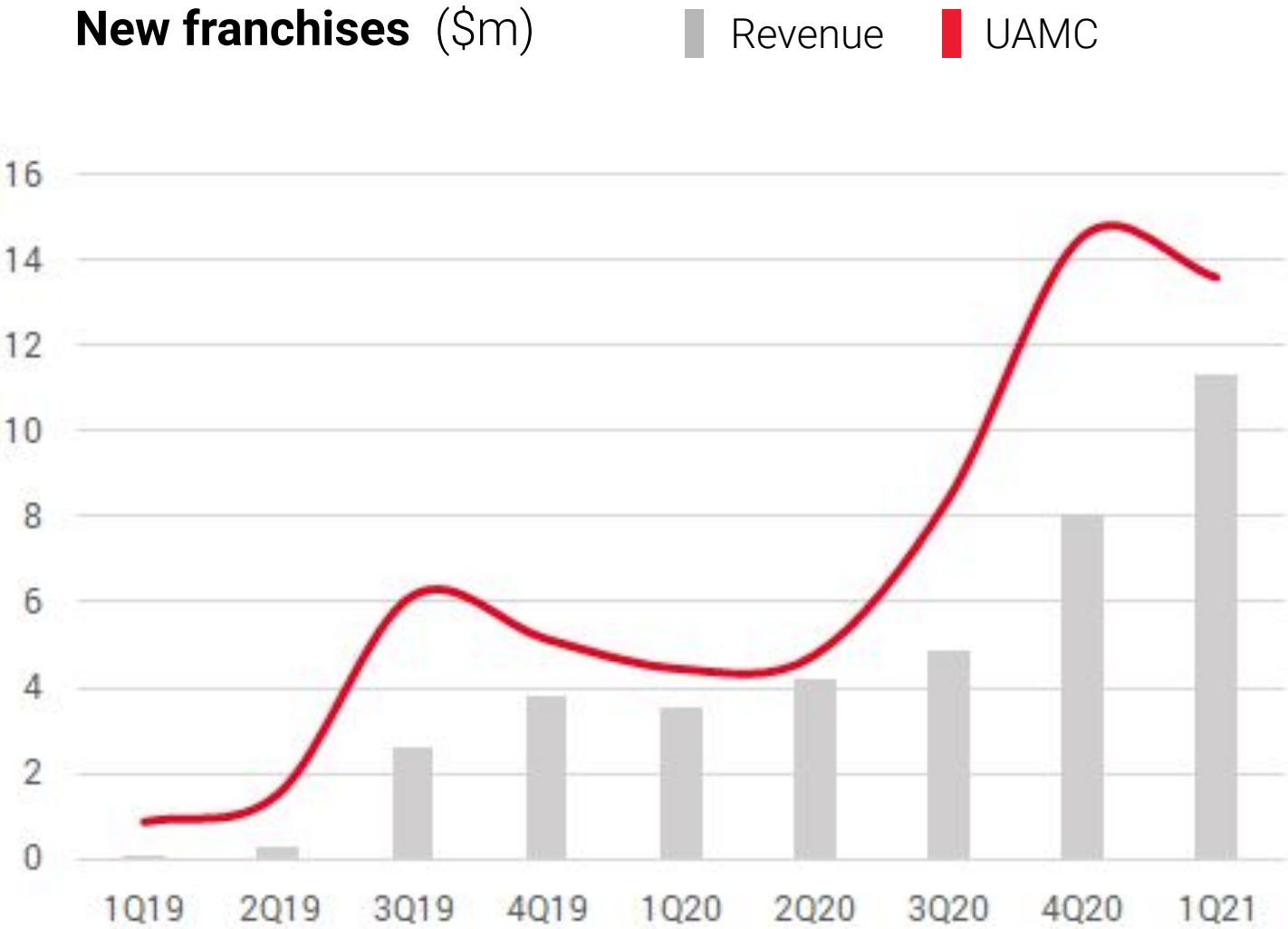
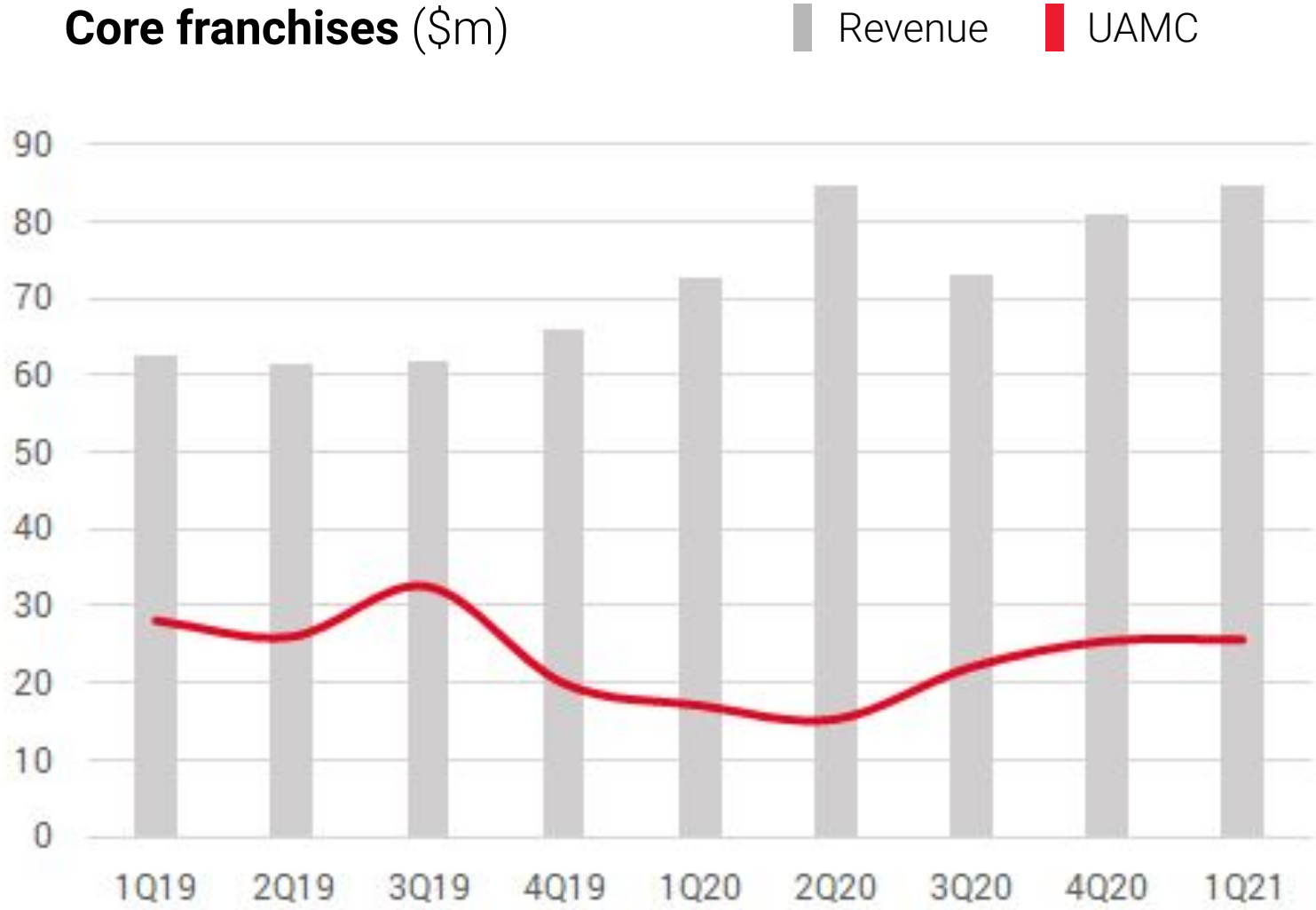
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
<b>874 002</b>	<b>876 371</b>	<b>913 997</b>	<b>979 820</b>	<b>980 224</b>	<b>970 211</b>	<b>944 456</b>	<b>893 861</b>	<b>888 781</b>
801 215	758 581	769 710	747 029	721 866	645 541	577 293	567 775	545 487
22 795	80 562	111 012	190 941	228 229	303 097	354 497	316 055	331 953
49 992	37 229	33 275	41 850	30 129	21 572	12 667	10 032	11 341
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
<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>
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
177 605	646 534	796 298	1 241 141	1 610 213	2 364 926	2 569 348	2 454 120	2 379 211
284 788	199 588	192 796	268 770	166 274	114 881	59 211	53 745	66 675
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
<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>
24 522	23 113	23 409	24 279	24 962	25 160	22 435	23 823	23 240
93	324	2 573	2 981	2 469	2 619	2 927	3 913	5 290
273	157	118	150	105	81	51	40	66
Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
<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>
212 463	197 052	200 252	184 353	189 851	173 798	165 257	170 570	160 665
1 509	3 002	30 738	34 631	28 411	31 252	37 644	49 479	59 055
3 947	1 798	1 528	1 914	1 307	934	544	486	921



# 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
<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>
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%
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%
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%
	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
<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>
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%
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%
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%
(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
<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>
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
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
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
(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
<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>
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

# Investing in scaling



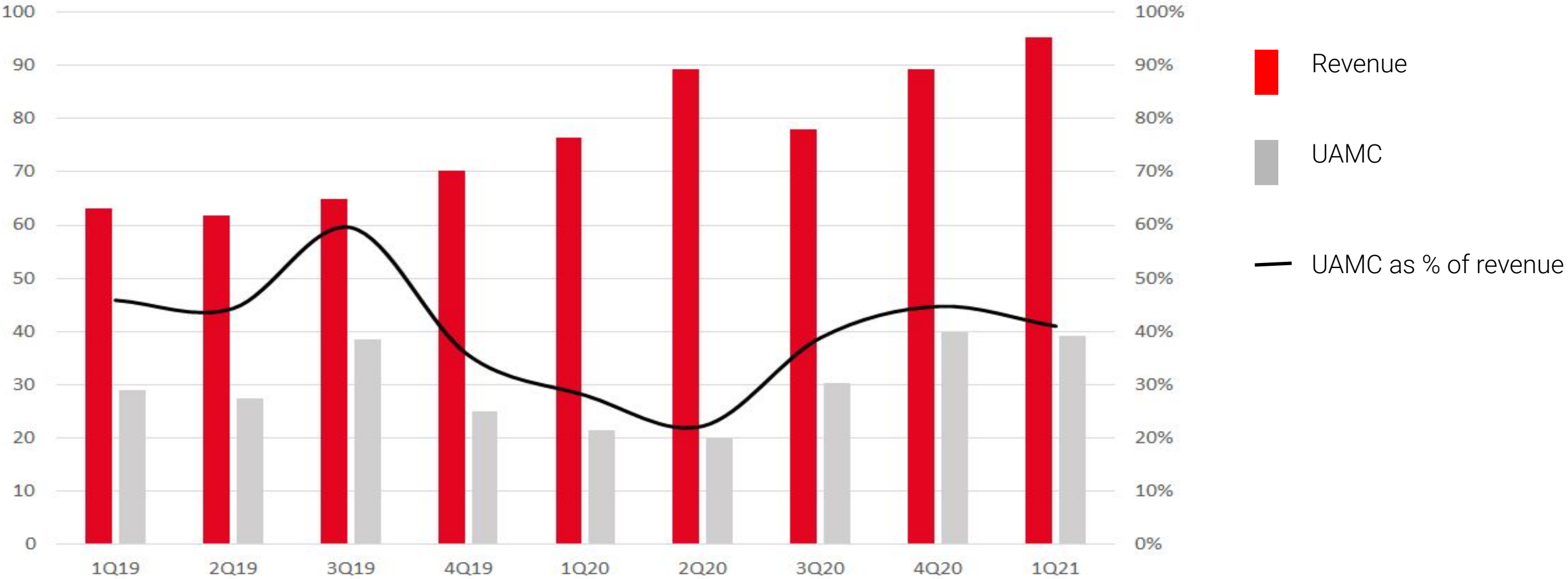
**+26%**  
Revenue total  
growth in 1Q'21

**+16%**  
Revenue core franchises  
growth in 1Q'21

**3.1x**  
Revenue new franchises growth in 1Q'21  
- record high 4th quarter in a row

# Revenue and user acquisition

Revenue and user acquisition marketing campaign costs (\$m)



\*preliminary and not audited data

# Appendix - P&L, BS

in thousand USD	Q1 2021	Q1 2020
<b>Revenue</b>	95,691	76,049
Cost of sales	(28,071)	(22,988)
Gross profit/(loss) on sales	67,620	53,061
Sales and marketing expenses	(43,239)	(24,030)
<i>user acquisition marketing campaigns</i>	<i>(39,098)</i>	<i>(21,392)</i>
<i>general sales and marketing expenses</i>	<i>(4,141)</i>	<i>(2,638)</i>
Research and development expenses	(7,819)	(5,901)
General and administrative expenses	(10,034)	(5,721)
Other operating income/(expense), net	(25)	80
Operating result	6,503	17,489
Finance income	120	49
Finance expense	(43,582)	(2,982)
Profit/(loss) before tax	(36,959)	14,556
Income tax	(580)	(1,754)
Net result for the period	(37,539)	12,802
Exchange gains/(losses)	(416)	(749)
Total comprehensive income for the period	(37,955)	12,053

in thousand USD	Q1 2021	Structure	2020	Structure
<b>ASSETS</b>				
Total non-current assets, including:	17,059	7.1%	17,347	12.2%
<i>Right-of-use asset</i>	<i>6,697</i>	<i>2.8%</i>	<i>8,646</i>	<i>6.1%</i>
<i>Goodwill</i>	<i>2,715</i>	<i>1.1%</i>	<i>2,838</i>	<i>2.0%</i>
<i>Intangible assets</i>	<i>1,278</i>	<i>0.5%</i>	<i>1,459</i>	<i>1.0%</i>
Total current assets, including:	221,879	92.9%	124,485	87.8%
<i>Trade and other receivables</i>	<i>38,681</i>	<i>16.2%</i>	<i>29,226</i>	<i>20.6%</i>
<i>Cash and cash equivalents</i>	<i>183,198</i>	<i>76.7%</i>	<i>94,158</i>	<i>66.4%</i>
<b>Total assets</b>	<b>238,938</b>	<b>100.0%</b>	<b>141,832</b>	<b>100.0%</b>
<b>EQUITY</b>				
<b>Total equity</b>	<b>188,588</b>	<b>78.9%</b>	<b>(96,008)</b>	<b>-67.7%</b>
<b>LIABILITIES</b>				
Total non-current liabilities, including:	4,766	2.0%	183,019	129.0%
<i>Preferred stock</i>	<i>-</i>	<i>0.0%</i>	<i>176,606</i>	<i>124.5%</i>
Total current liabilities, including:	45,584	19.1%	54,821	38.7%
<i>Trade and other payables</i>	<i>37,337</i>	<i>15.6%</i>	<i>37,797</i>	<i>26.6%</i>
<b>Total equity and liabilities</b>	<b>238,938</b>	<b>100.0%</b>	<b>141,832</b>	<b>100.0%</b>

# Appendix - Cash Flow Statement

in thousand USD	Q1 2021	Q1 2020
Cash flows from operating activities		
<b>Profit/(loss) before tax</b>	<b>(36,959)</b>	<b>14,556</b>
Adjustments for:		
Sum of non-cash changes in depreciation, amortization, profits or losses on disposal	1,295	530
Non-cash employee benefits expense - share-based payments	2,752	296
Non-cash remeasurement of preference shares liability - finance expense	38,997	2,517
Finance (income)/cost - net	2,354	(1,035)
Changes in net working capital	(16,071)	(320)
Cash flows from operating activities	(7,632)	16,544
Income tax paid	(657)	(248)
<b>Net cash flows from operating activities</b>	<b>(8,289)</b>	<b>16,296</b>
Cash flows from investing activities, including:		
<i>Acquisition of property, plant and equipment and intangible assets</i>	<i>(564)</i>	<i>(620)</i>
<b>Net cash from investing activities</b>	<b>(564)</b>	<b>(553)</b>
Cash flows from financing activities, including:		
<i>Proceeds from issue of common shares for public subscription</i>	<i>152,929</i>	<i>-</i>
<i>Execution of stabilization option</i>	<i>(43,976)</i>	<i>-</i>
<i>Profit on execution of stabilization option</i>	<i>-</i>	<i>-</i>
<i>Transaction costs in anticipation of an issuance of equity instruments</i>	<i>(6,988)</i>	<i>-</i>
<i>Proceeds from issue of shares</i>	<i>-</i>	<i>9,681</i>
<b>Net cash from financing activities</b>	<b>98,620</b>	<b>9,174</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>	<b>89,767</b>	<b>24,917</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

All data available on [ir.huugegames.com](http://ir.huugegames.com)