



Company Presentation

Disclaimer

THE INFORMATION CONTAINED IN THIS PRESENTATION IS STRICTLY CONFIDENTIAL. ACCORDINGLY, THE INFORMATION INCLUDED HEREIN MAY NOT BE REFERRED TO, QUOTED OR OTHERWISE DISCLOSED BY YOU, NEITHER DIRECTLY OR INDIRECTLY NOR WHOLLY OR PARTLY. BY REVIEWING THIS INFORMATION, YOU ARE ACKNOWLEDGING THE CONFIDENTIAL NATURE OF THIS INFORMATION AND ARE AGREEING TO ABIDE BY THE TERMS OF THIS DISCLAIMER. THIS CONFIDENTIAL INFORMATION IS BEING MADE AVAILABLE TO EACH RECIPIENT SOLELY FOR ITS INFORMATION AND IS SUBJECT TO AMENDMENT.

This company presentation, which should be understood to include these slides, their contents or any part of them, any oral presentation, any question or answer session and any written or oral materials discussed or distributed during a company presentation (the "**Investor Presentation**"), has been prepared by Media and Games Invest plc. ("**MGI**" or the "**Company**"), to be used solely for a company presentation. MGI does not accept any responsibility whatsoever in relation to third parties. This Investor Presentation may not, without the prior written consent of the Company be copied, passed on, reproduced or redistributed, directly or indirectly, in whole or in part, or disclosed by any recipient, to any other person, and it may not be published anywhere, in whole or in part, for any purpose or under any circumstances. By attending a meeting where this Investor Presentation is presented or by accessing information contained in or obtained from the Investor Presentation, including by reading this Investor Presentation, you agree to be bound by the limitations and notifications contained herein.








This Investor Presentation does not constitute or form part of, and should not be construed as, any offer, invitation, solicitation or recommendation to purchase, sell or subscribe for any securities in any jurisdiction and the Investor Presentation does not constitute, and should not be considered as, a prospectus within the meaning of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 June 2017 (the "**Prospectus Regulation**") and do not constitute an offer to acquire securities in the Company. The Investor Presentation is intended to present background information on the Company, its business and the industry in which it operates and is not intended to provide complete disclosure. The information should be independently evaluated and any person considering an interest in the Company is advised to obtain independent advice as to the legal, tax, accounting, financial, credit and other related advice prior to proceeding with any interest. Prospective investors should not treat the contents of the Investor Presentation as an advice relating to legal, taxation or investment matters. This Investor Presentation has not been approved or reviewed by any governmental authority or stock exchange in any jurisdiction. The shares in the Company have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "**Securities Act**"), or under any of the relevant securities laws of any state or other jurisdiction of the United States of America.

Certain information contained herein has been obtained from published sources prepared by other parties that the Company has deemed to be relevant and trustworthy. No Investor Presentation or warranty, express or implied, is made by the Company as to the accuracy, completeness or verification of any information contained in the Investor Presentation. The Company has not made any independent review of information based on public statistics or information from an independent third party regarding the market information that has been provided by such third party, the industry or general publications.

Statements in the Investor Presentation, including those regarding the possible or assumed future or other performance of the Company or its industry or other trend projections, constitute forward-looking statements. By their nature, forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors as they relate to events and depend on circumstances that will or may occur in the future, whether or not outside the control of the Company. No assurance is given that such forward-looking statements will prove to be correct. Prospective investors should not place undue reliance on forward-looking statements. They speak only as at the date of this Investor Presentation and the Company does not undertake any obligation to update these forward-looking statements. Past performance does not guarantee or predict future performance. Moreover, the Company does not undertake any obligation to review, update or confirm expectations or estimates or to release any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of the Investor Presentation.

This Investor Presentation as well as any other information provided by or on behalf of the Company in connection herewith shall be governed by German law. The courts of Germany, with the District Court of Berlin as the first instance, shall have exclusive jurisdiction to settle any conflict or dispute arising out of or in connection with this Investor Presentation or related matters.

Agenda

-  Introduction
-  Business Overview
-  Our Flywheel
-  Overview ESG
-  Strategy MGI
-  Financial Performance
-  Vision 2025





1. Introduction



Today's Presenters and Ownership Structure

Shares listed on Frankfurt Stock Exchange and Nasdaq First North Premier Stockholm



Remco Westermann

CEO & Chairman of the Board since 2012

- Manager, entrepreneur and investors with more than 25 years of experience from various leadership positions
- Founding, reorganising and growing various companies in the new technologies and media sector
- Remco holds a MSc in Business Economics, Erasmus University, Rotterdam
- **Holdings in MGI:** 41,682,227 shares



Paul Echt

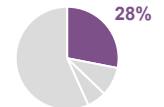
CFO since 2018

- Finance manager with more than 10 years of experience from the tech and finance industry
- Previously positions at UniCredit Bank in Berlin, Munich and New York as well as Shopgate Inc. in San Francisco
- Paul holds a MA in Business Management and Bachelor of Laws from University of Applied Sciences, Wildau
- **Holdings in MGI:** 45,320 shares and 1,700,000 phantom stock



Shareholdings (149,679,980 shares)¹

Remco Westermann

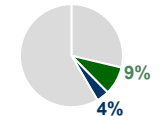


Remco Westermann holds his MGI shares via the German holding company Bodhivas GmbH. Bodhivas GmbH is based in Düsseldorf where Remco Westermann resides and holds the shares of Remco Westermann as well as voting rights of early gamigo Investors.



OAKTREE

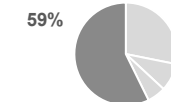
Janus Henderson
INVESTORS



Oaktree Capital Management, LP is a USD 140bn diversified global asset manager growing their platform companies into recognized market leaders. Janus Henderson Investors is a global asset manager with EUR 340bn AUM who take an active investment approach in the most compelling opportunities in the market.



BlackRock skandia



DIDNER & GERGE
FONDER

KNUTSSON
HOLDINGS AB

The free float is composed of retail and institutional investors who bought the shares on the secondary market and during various capital increases e.g., Skandia Fonder, BMO Global Asset Management (now Columbia Threadneedle), Didner & Gerge Fonder and Knutsson Holdings.

Source: Group information

Disclaimer: Product names, company logos, and app screenshots used on this slide are property of their respective owners.

Note: 1) To hire top key employees as well as retaining employees the board has decided to launch an ESOP program and to allow for the issuance of up to 15 million new MGI shares, earliest from May 2024 and latest till December 2030 via an option at a strike price of minimal Euro 2.60 per share.



2. Business Overview



MGI in a Nutshell

We are a leading Ad-Software platform enabling monetization and user acquisition for app and content developers.

Notes: (1) including contractors / freelancers, (2) as of December 2021, without Smaato, (3) calculated on a year-over-year basis from companies being within the Group for twelve months or more. Excludes the revenue growth from acquisitions that have not been part of the group in the last twelve month, and the decline from sales stemming from closures/divestment of whole businesses, (4) In FY 2021 (5) Based on Q4'2021, total software clients

Key facts

€252M

Revenue 2021



+800 Employees¹

€71M

Adj. EBITDA 2021



55% Tech Employees²

80%

Revenue Growth
FY 2021



**+400 Software Clients
with revenues >\$100k⁴**

38%

Organic Revenue
Growth FY 2021³

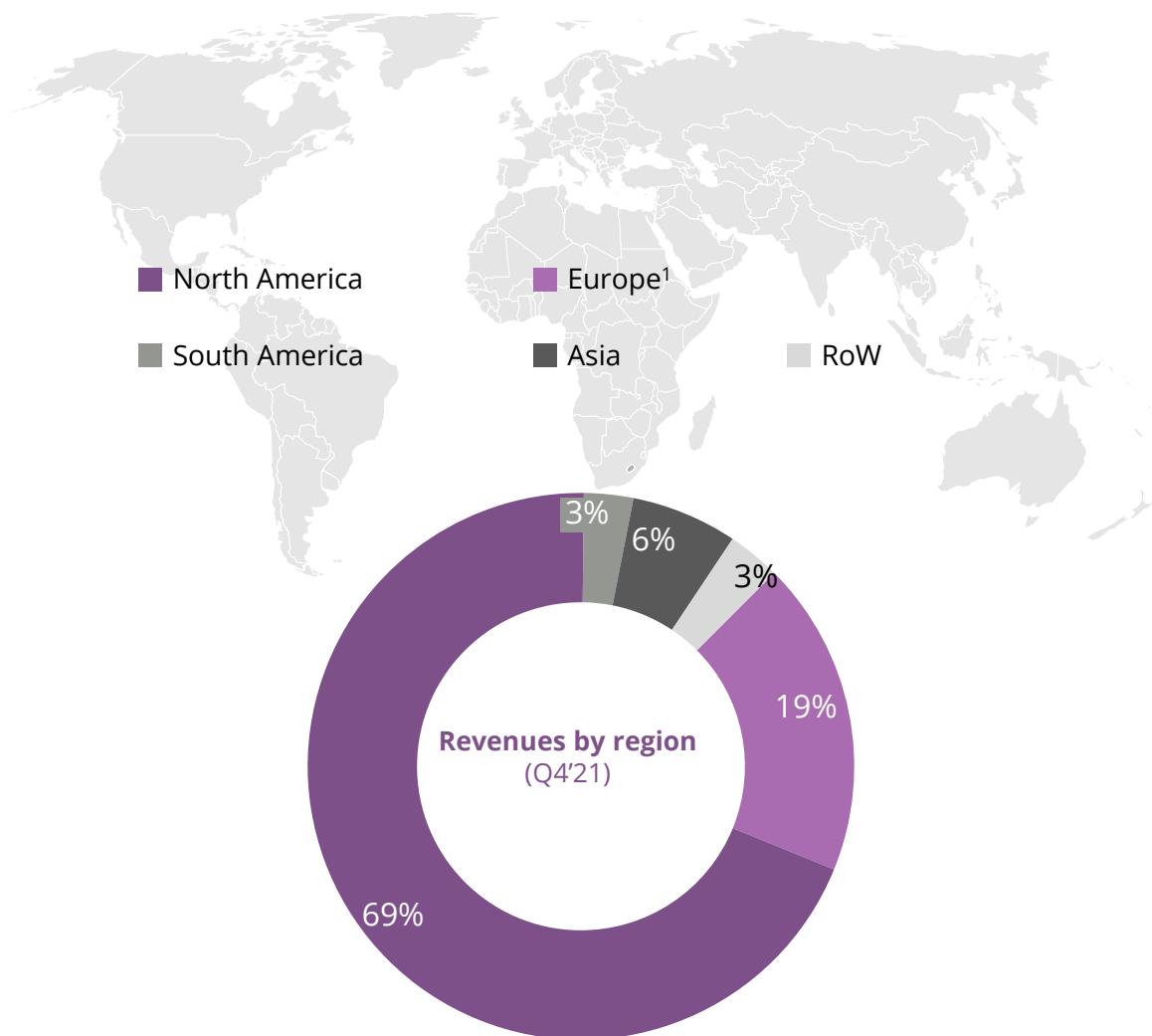


**+94% of Software Revenues
with Blue-Chip Clients >\$100k**



**172% Net \$ Expansion
Rate total Software Clients⁵**

Global Reach



Notes: (1) Revenues generated in Russia amounting to less than 1% of total group's revenues (2) ads delivered LTM including Smaato in Q3'21 and Q4'21 (3) Maximum daily active users measured as active devices within the days between 01.01.22 - 20.02.22, (4) access via SDK to publisher apps with same data compared to own game

Combining vast global reach...

+411B
yearly ad
impressions²

+1.7B
Connected devices

+250M
Daily active
users³

... with world class first party content access.

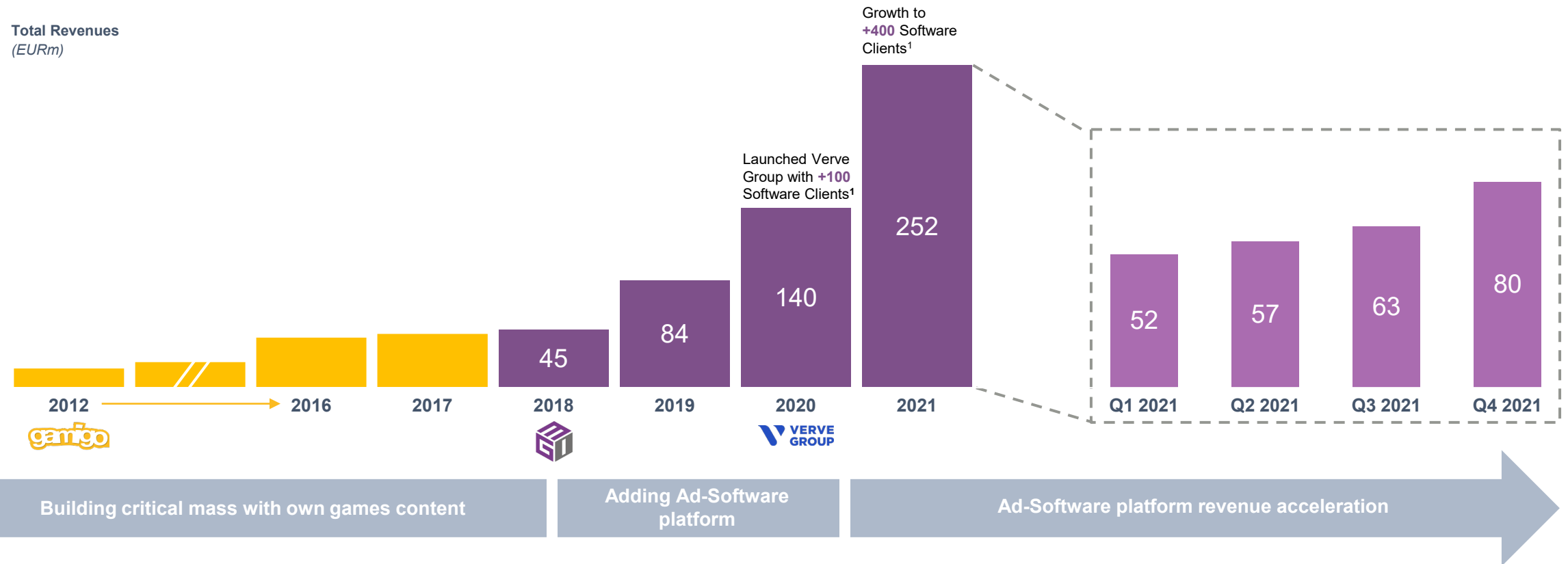
+5,000
own games

+20,000
Connected
mobile apps⁴

+100M
Own gamers
/audience

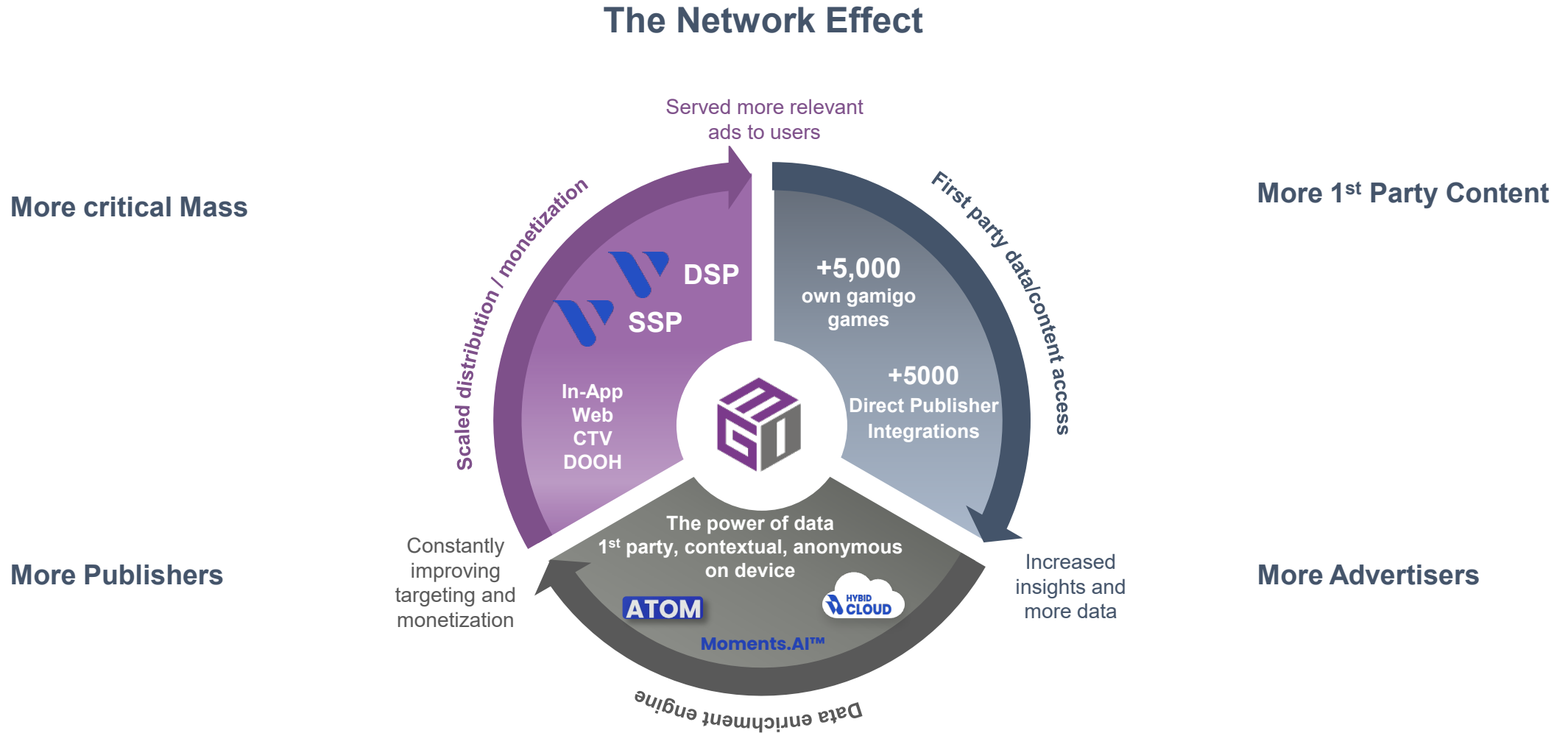
Transforming into a Leading Ad-Software Platform

Acceleration of software revenue growth in 2021



The Acceleration of the MGI Flywheel

The network effect based on MGI's unique synergetic setup accelerates the flywheel



The Market Opportunity of MGI

We outgrow two highly attractive markets thanks to synergies and network effects created by the flywheel



The sum is greater than its parts



38%
Organic Revenue Growth¹

- ✓ Efficient user acquisition and placing ads in own games

- ✓ Leveraging strong synergy potentials between markets

- ✓ Leveraging network effects via our MGI flywheel

Major Events in the Fourth Quarter

Major MGI initiatives facilitating strong revenue growth in the fourth quarter of 2021



ACQUISITION OF MATCH2ONE
Match2One



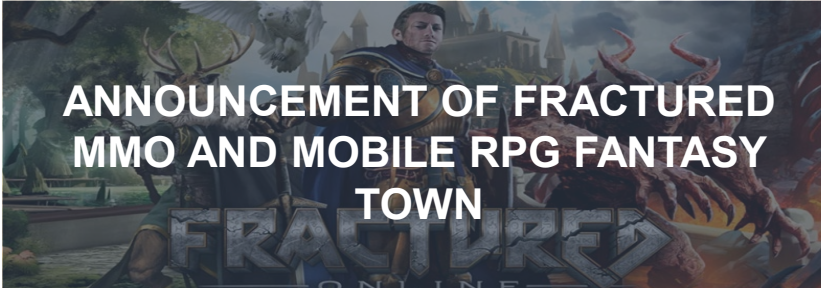
**APPROVINS „MAX SOLUTION“
ONBOARDED GIVING ACCESS TO
MASSIVE GAMES CONTENT**




**ACTIVATING PUBMATICS ID5-
SOLUTION TO INCREASE REACH IN A
PRIVACY CENTERED WAY**



**PARTNERSHIP WITH KUBIENT TO
REDUCE AD FRAUD AND INCREASE
TRANSPARENCY IN THE
AD-VALUE-CHAIN**



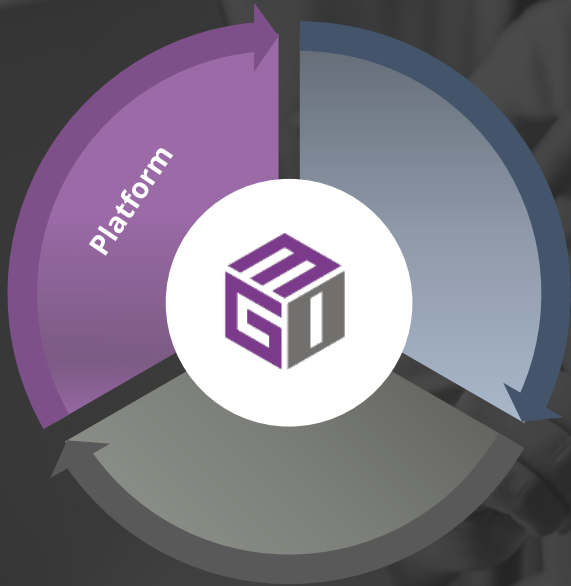
**ANNOUNCEMENT OF FRACTURED
MMO AND MOBILE RPG FANTASY
TOWN**



**LAUNCH OF +90 CASUAL GAMES
FUELING THE AD-PLATFORM WITH
CONTENT**



3. Our Ad-Software Platform



Our Ad-Software Platform Powers the Ad-Ecosystem

Our leading platform is omnichannel, multiformat and vertical

Our value proposition



Horizontal: Mobile In-App, Mobile Web, Desktop, CTV, DOOH



Vertical: Fully integrated platform between advertiser and publisher



Value ad: identity, contextual and anonymized data



Values: transparent, privacy first, open source (in progress)

Full stack ad-technology



Grow your user base



Monetize your ad-space

Mobile In-App

Mobile Web

Desktop

CTV/OTT

DOOH

Trusted and awarded platform



Strong value added-services



Moments.AI™
up to **200%** higher CTR,
50% higher viewability

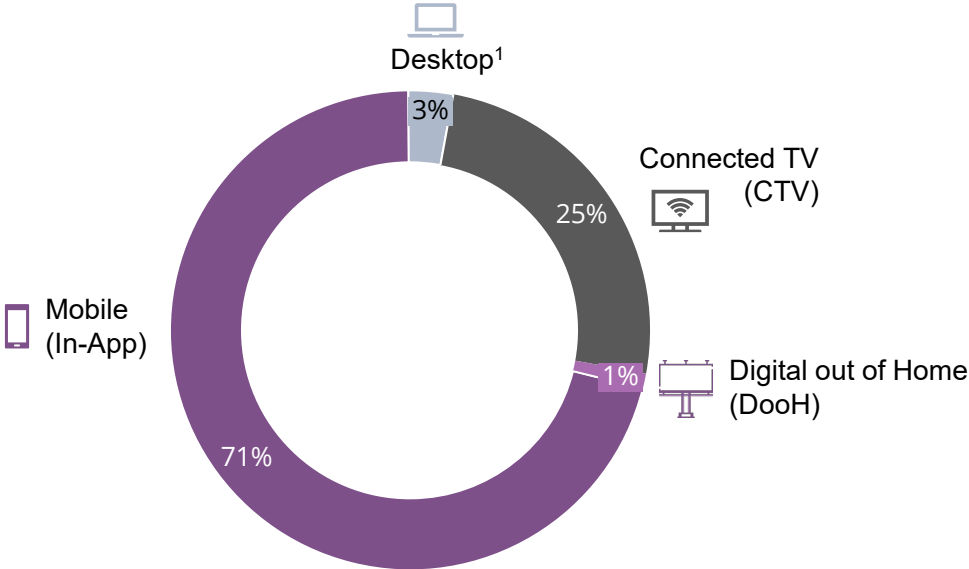
ATOM
15% higher CPM
28% higher CTR

vs. cookie-less solutions

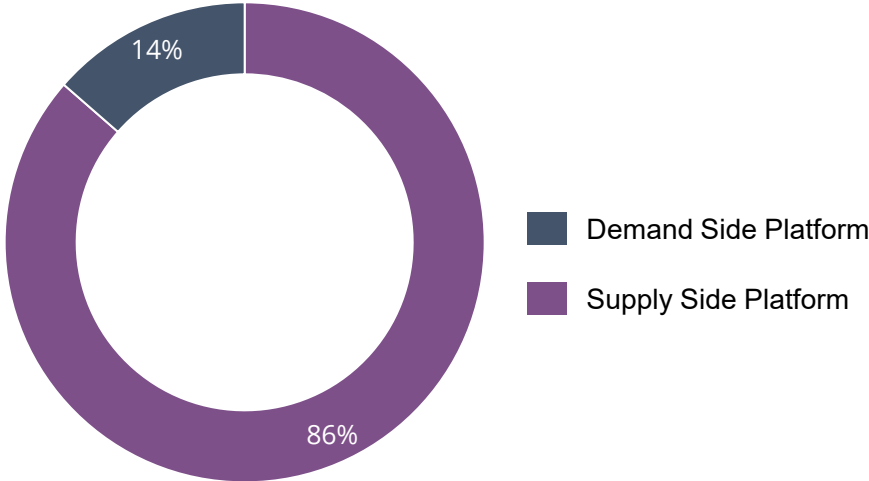
Our Ad-Software Platform Serves All Ad-Formats

Strong Supply Side Positioning in Mobile In-App

Revenue breakdown per device¹



Recurring software revenues with loyal clients²



95%

Retention rate of > USD 100k Software Clients³

172%

Net USD Expansion Rate in Q4'21⁴

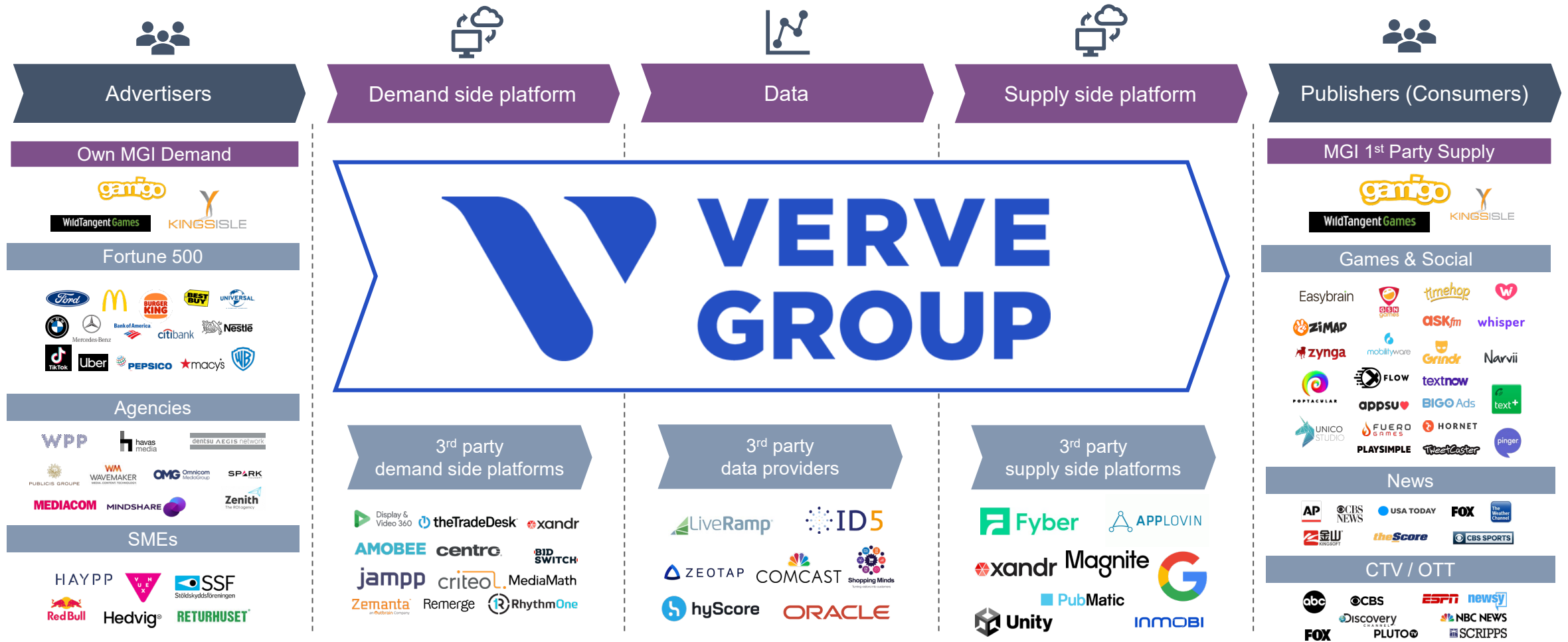
+411bn

Ad Impressions in FY'21⁵

Source: Group information
 Notes: (1) Also includes Mobile Web Revenue, based on FY 2021 numbers, (2) Q4'21, (3) Based on FY21 year-on-year numbers, (4) based on Q4 2021, total software clients, (5) ads delivered LTM including Smaato in Q3'21 and Q4'21

Our Full Stack Ad-Software Platform Covers the Whole Value Chain

Connecting blue-chip brands, advertisers and publishers to users in real time



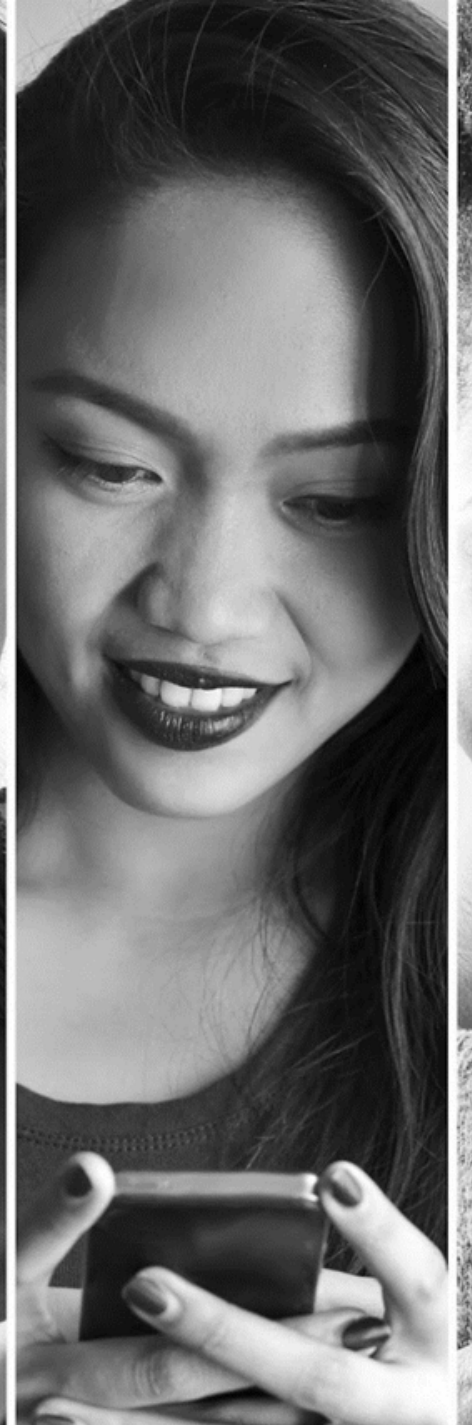
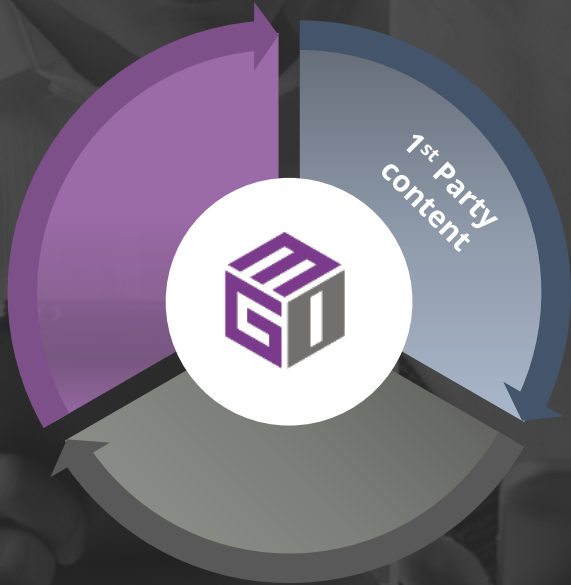
69% of our Software Clients are active in the entertainment and games industry

Disclaimer: Product names, company logos, and app screenshots used on this slide are property of their respective owners.

Source: Group information.



4. Own First Party Games Content



Strong Portfolio of Own Games Fuels the Ad-Software Platform

Platform fueled by our highly diversified and engaging first party content

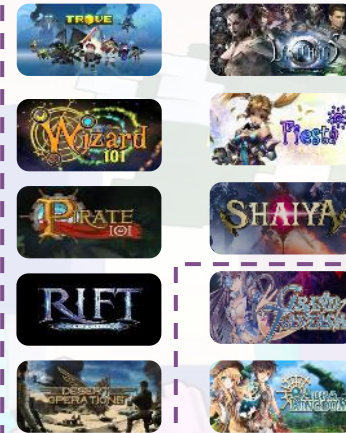
+5000 Casual Games³ for everyone



Casual Games

- ✓ Spanning all genres
- ✓ Very loyal player base across all demographics
- ✓ Monetization via advertisement and subscriptions

+10 Premium Games for our most engaged players



Premium MMO Games

- ✓ Highly engaging genres including anime and fantasy
- ✓ Monetization via in-game and advertising revenues
- ✓ Large recurring loyal userbase

Own IP Games³

5000+

Own game titles

30+

New launches every month

c.20m

Pre-installs in 2021

+100m

Own gamers/ audiences

+50%

Revenue from players +5y in the game²

61€

ARPPU¹
(Average revenue per paying user)

7%

Growth of players in games with >25k players²

Strong games portfolio with +100m gamers as the foundation for 1st party data and ad-revenues accelerate the MGI Flywheel

Source: Group information

Notes: (1) average monthly ARPPU (Average Revenue Per Paying User) across top 10 MMOs, (2) Based on 2021 FY numbers (3) 81% of Games revenues from own IP, including Casual Games

Content Launches at Scale To Accelerate the Flywheel

Delivering new content on an ongoing basis drives engagement and ad monetization

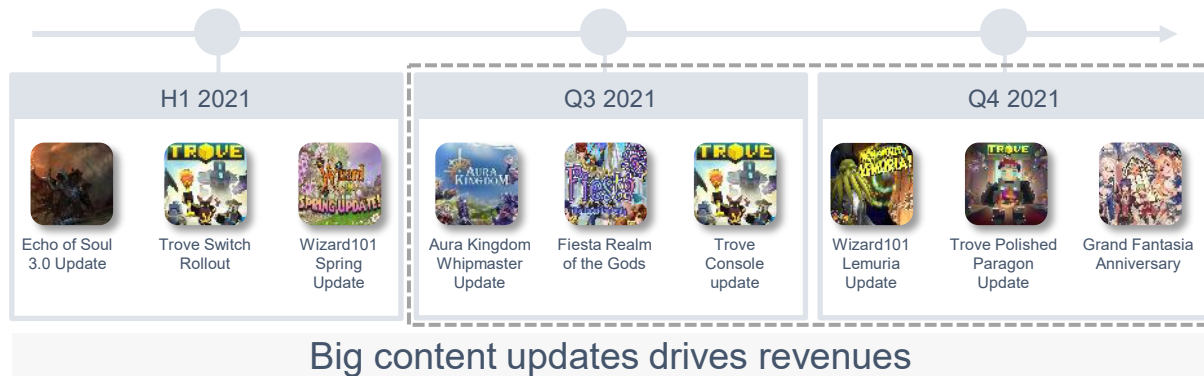
1

Casual Games - strong pipeline of new and engaging content delivery



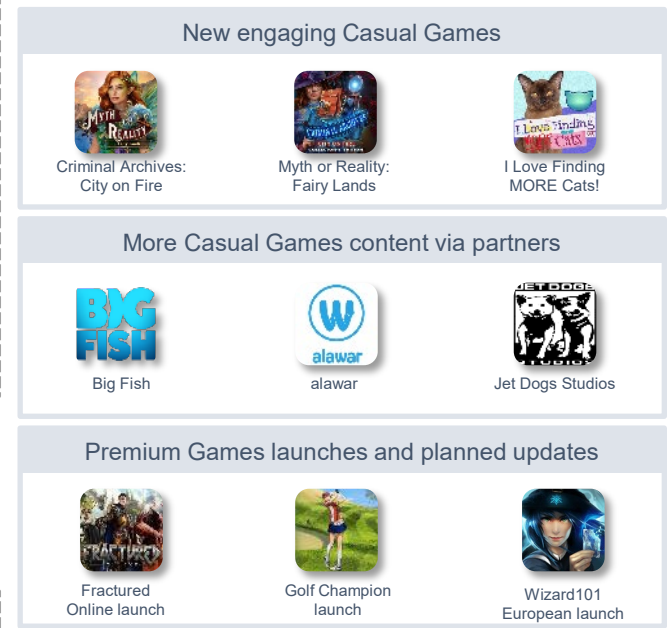
2

Premium Games – engaging updates & DLCs, promotions and platform ports



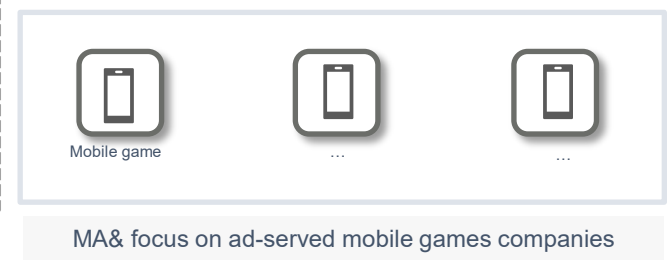
3

Launch Pipeline 2022



4

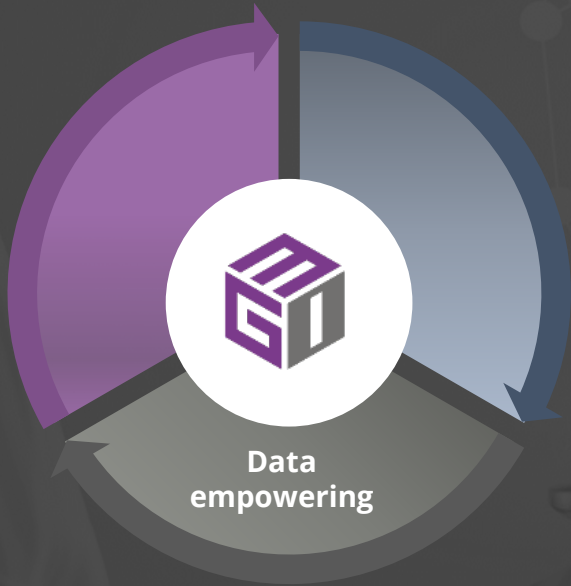
M&A Pipeline 2022



More content → more players and more ad-space and more data → accelerate the Flywheel

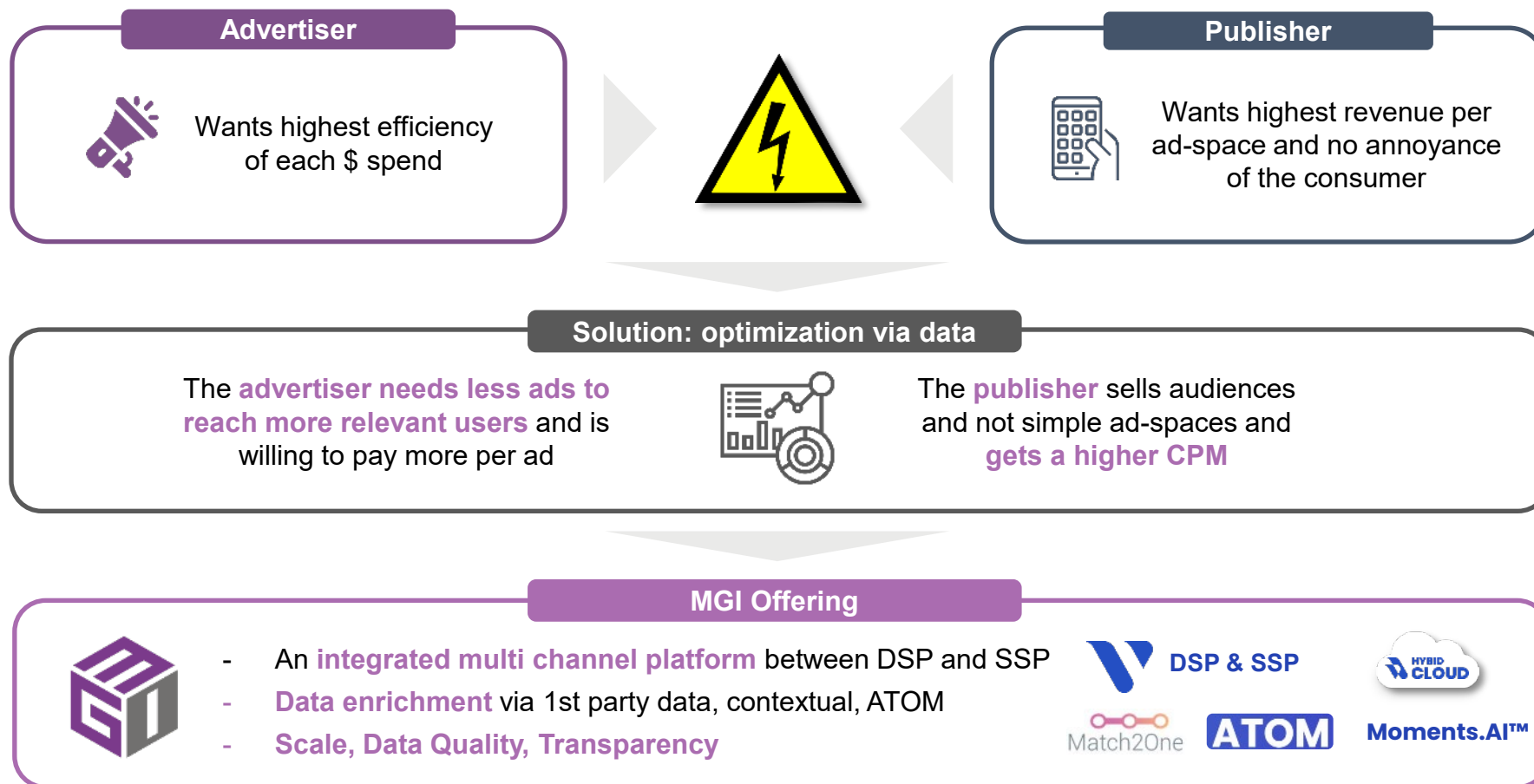


5. Data Enrichment on our platform






Data: Value Add That Makes Advertising More Efficient

Value added services drive margins due to up-selling potential and increasing wallet share of customers



Better Efficiency Based on Data and Targeting

Our innovation drives value add for advertisers and publishers in an identifier-less world

Digital Media Using identifiers	
Analogous Media (e.g. Newspaper / linear TV)	
Digital Media Not using identifiers	

MGI USP: tech & data in-house









Old World – identifiers available: identifiers in place give high accuracy but limited reach – if no identifier in place, blind advertiser with potentially high reach but very low accuracy

	AUDIENCE	REACH	ACCURACY
DETERMINISTIC, AUTHENTICATED	ID-BASED	20 %	80 %
NO DATA AVAILABLE	BLIND	100 %	20 %



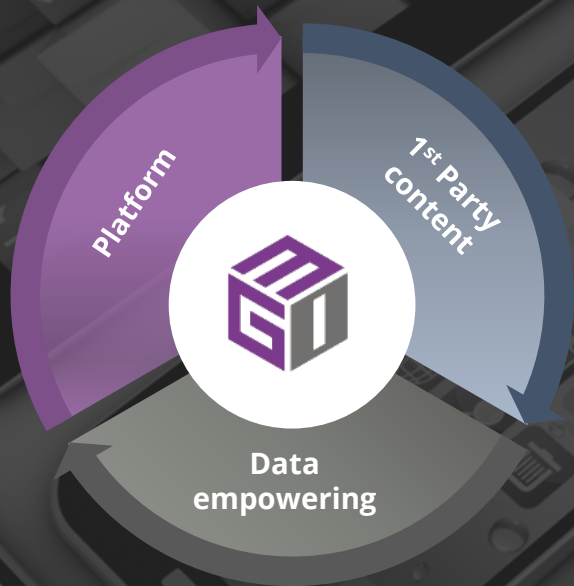
MGI World - IDFA- & Cookie-less: with identifiers crumbling, most advertisers have gone “blind” - MGI has the tech and the 1st party data to keep accuracy high

	AUDIENCE	REACH	ACCURACY
PRIVACY-FIRST, ANONYMIZED	Contextual / Cohorts	100 %	65%
FIRST PARTY DATA ¹	Direct Audiences	40%	100 %

Notes: (1) via own games or direct Publisher integration via SDK



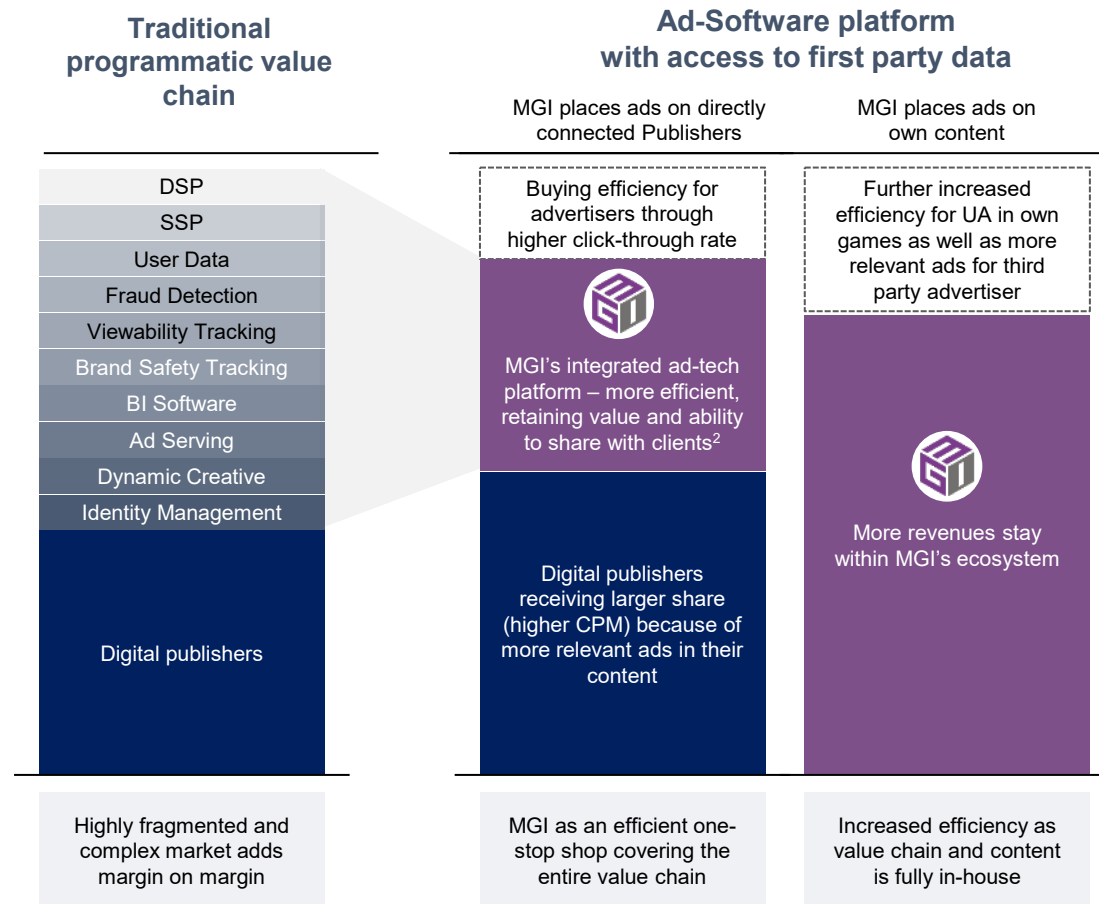
6. Our Flywheel In Action



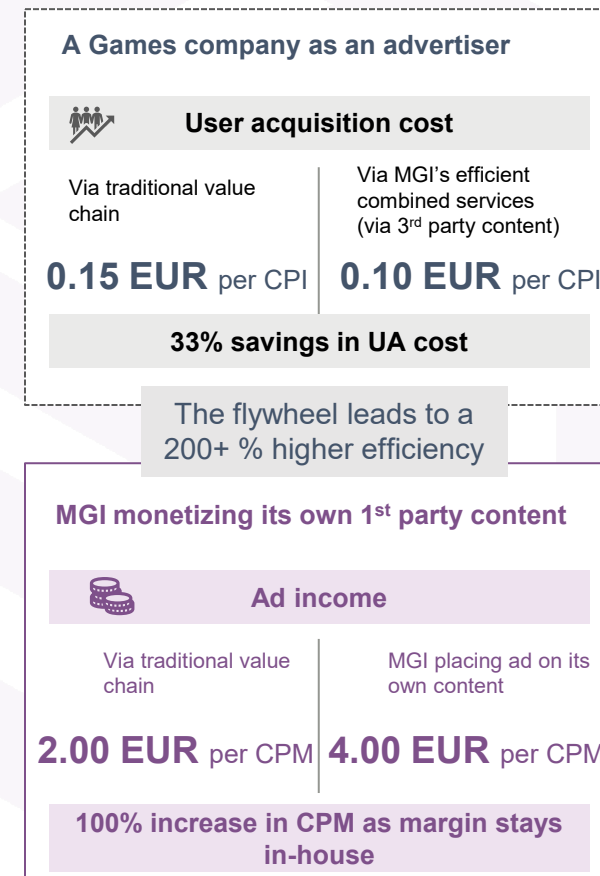
MGI's Ad-Software Platform Drives Higher Efficiency

MGI's integrated ad-tech platform leverages MGI's own 1st party content to drive more revenues

The highly fragmented ad-market vs. MGI's setup....



... and the benefits we can get from it¹



Example: Monetization of Games for Direct Publishers integrated via SDK

MGI powers chart-topping android mobile games loved by over 500M players worldwide

MGI places ads on directly connected Publishers

Buying efficiency for advertisers through higher click-through rate



MGI combined services – more efficient retaining value and ability to share with clients

Digital publishers receiving larger share (higher CPM) because of more relevant ads in their content

MGI as an efficient one-stop shop covering the entire value chain

Example of directly connected Publisher Apps

Top Android Apps on Google Play Store, 2021



Blockudoku@: block puzzle
Easybrain
10M downloads



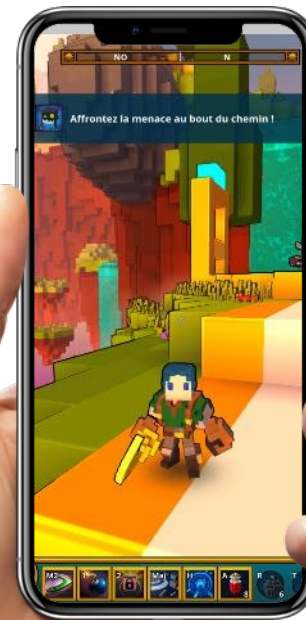
Colorscapes - Color by Number
Fuero Games
10M downloads



Teacher simulator
Kwalee Ltd
10M downloads



Words of Wonders: Crossword
Fugo games
100M downloads



Hair Challenge
Rollic Games
100M downloads



Pixel Art: color by number
Easybrain
100M downloads



Jigsaw Puzzles
Easybrain
50M downloads



ColorPlanet Paint by Number
Game Vessel
10M downloads

Example: MGI Monetizes Own Games via Advertising

MGI generates more revenues due to better fill rates, much higher CPMs and the full margin staying in-house

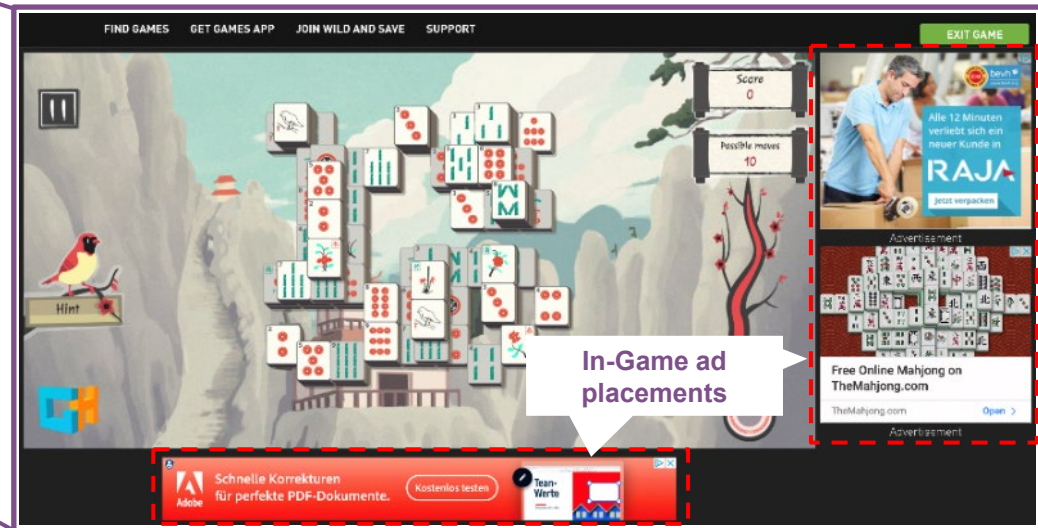
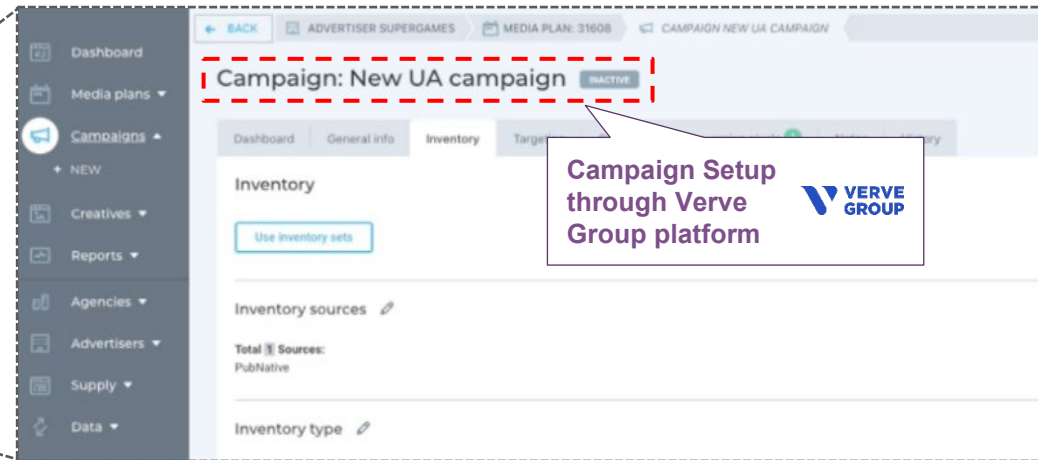
MGI places ad on own content

Further increased efficiency for UA in own games as well as more relevant ads for third party advertiser



More revenues stay within MGI's ecosystem

Increased efficiency as value chain and content is fully in-house





7. Overview ESG

Sustainability, a Key Focus Area for MGI





MGI has put great emphasize on sustainability initiatives and will continue to do so in the future



Release date:
2021-06-17

Download:
mgi-se.com/sustainability-reports/

Selection of some major achievements

 <p>ADTECH CARES</p> <p>MGI's media unit Verve Group became a partner of AdTechCares.</p>	 <p>gamigo group</p> <p>MGI's games segment launched a cooperation with Eden Reforestation Project resulting in a total of over 200,000 trees planted.</p>	 <p>Within the new hires during 2020, equality was nearly achieved (43.81% Female / 56.19% Male / 0% Diverse).</p>
 <p>42 different nationalities at MGI</p> <p>MGI is a melting pot of cultures with offices in 18 locations and employees from 42 different nations.</p>	 <p>planetly</p> <p>MGI is collaborating with Planetly and became carbon neutrality in 2020 (confirmed by planetly in 2021)</p>  <p>CARBON NEUTRAL planetly</p>	 <p>WE SUPPORT UN GLOBAL COMPACT</p> <p>MGI has become a signatory of the UN Global Compact during 2020.</p>

Carbon neutral since 2020!

MGI Is Actively Improving Its Governance

Reducing administrative complexity and risk premium on MGI stock



Update on the relocation process

- Initiated relocation away from Malta following Malta's grey-listing by the FATF¹ in mid-2021
- SE conversion in 2021 to be able to facilitate inter-EU relocation
- In-depth analysis of various jurisdictions led to decision in favor of Sweden – the decision was motivated by:
 - Listing in Sweden in 2020
 - Familiarity with local capital markets
 - Strong local network on the ground as well as several operating subsidiaries in Stockholm
- Board of Directors decided to propose moving headquarters from Malta to Sweden at the next AGM
- AGM to decide on Transfer Documents and by doing so on approving the relocation**



Governance structure

- Increase number of Board members** and establish a **Nomination, Remuneration and Audit Committee**, in accordance with the Swedish Corporate Governance Code
- Role of CEO and Chairman will be split** in line with Swedish Corporate Governance Code
- Various additional measures to improve governance:**
 - Optimizing management structure
 - Optimizing internal control and risk system in cooperation with KPMG
 - Publication of a governance and sustainability report
- Continuous **improvement of transparency** and communication



8. MGI Strategy



Robust Model Enabling Long-term Value Creation

"BUY. INTEGRATE. BUILD & IMPROVE." strategy consequently implemented for 9+ years

Overview of MGI's strategy combining acquisitive and organic growth



Built on a Prudent and Tested M&A Strategy

Consequently executing M&A with typically 3-5 cases per year

1

MGI has a strong M&A track record...

>35

<24 months

<10x EBITDA

EUR 5-40m

Number of acquisitions since 2013

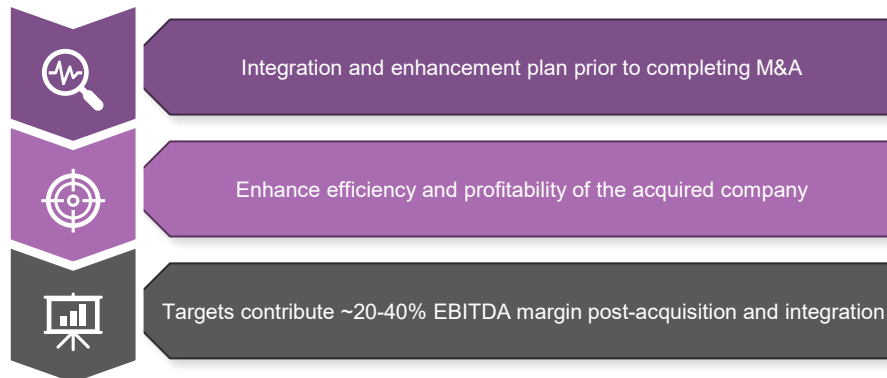
Typical pay-back time for EBITDA negative cases¹

Purchase price multiples for EBITDA positive cases after synergies

Typical revenue size of targets²

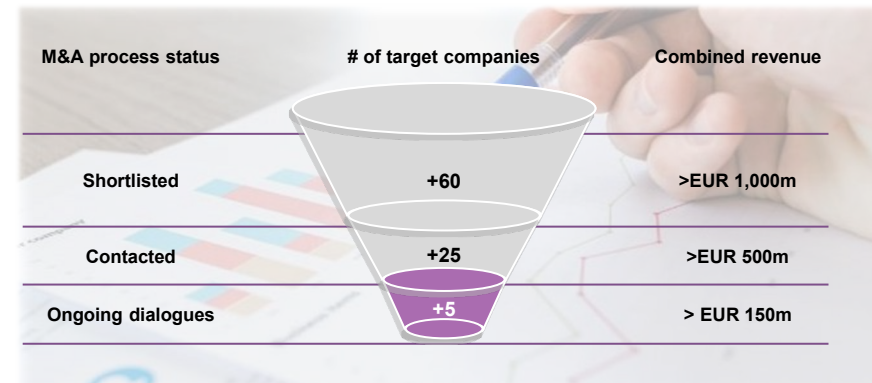
2

...which facilitates integration...



3

...and scope to continuously evaluate new targets³



Source: Group information
 Notes: 1) Average payback period across all acquisitions since 2013 (excluding Aeria Games which was paid in shares), 2) Typical size of targets taking into account revenues that are discontinued, 3) Targets overview as of January 2022

Successful Integration of Acquired Entities

Substantial cost savings through use of state-of-the-art technology and economies of scale

Overview of integration process

Data centers

- High fixed costs
- High personnel costs
- Intense capital requirements
- Inflexible

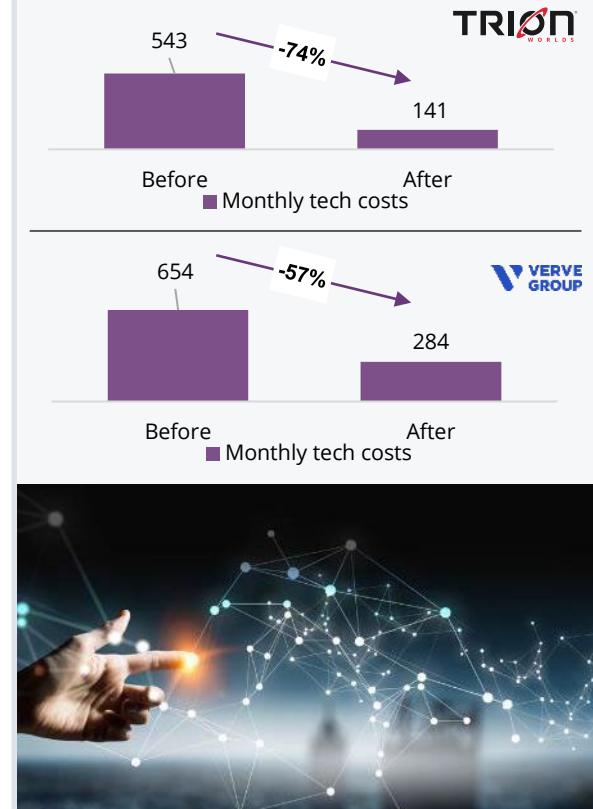


Hybrid cloud technology

- Scalable cost base
- Largely constituting variable costs
- Low personnel expenses
- Limited capital investment requirements
- Reduced risk for downtimes



Outcome (kEUR)



MGI Continuously Creates Value Through M&A

Network effects allow us to realize revenue synergies post M&A while keeping cost under control

Financial performance (2020 – 2021)

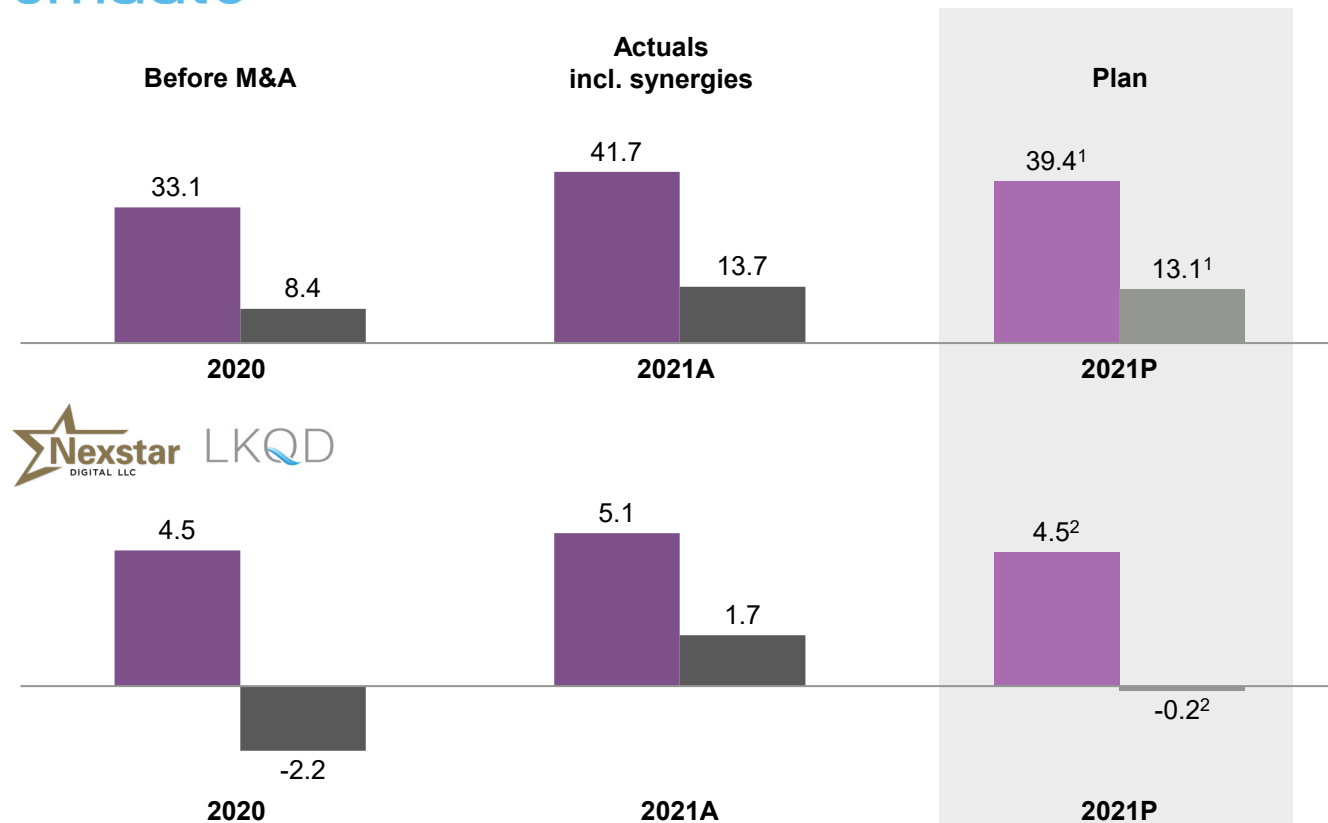
In mEUR ■ Net Revenues ■ EBITDA



Before M&A

Actuals
incl. synergies

Plan



Achievements since acquisition

Boost top line, integrate & improve employee satisfaction

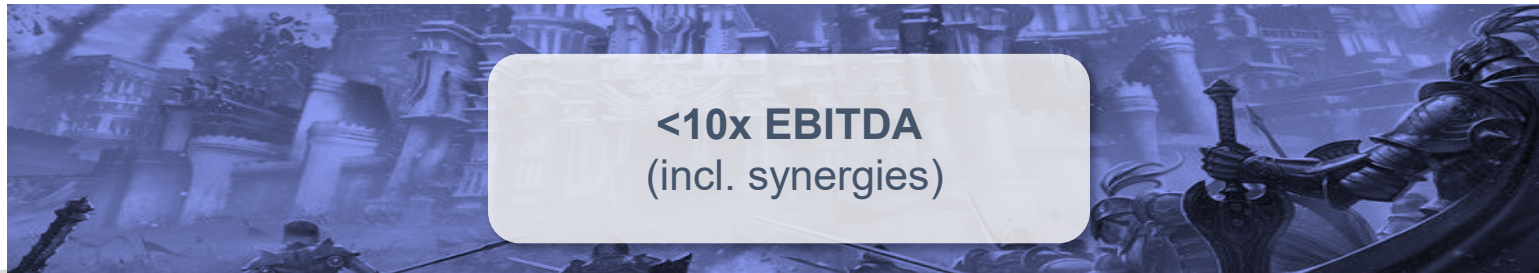
- 26% organic growth in 2021
- 63% increase in EBITDA
- Reduced IT infrastructure cost by implementing MGI terms
- Improved employee retention by more than 50% in H2 2021

Improve IT cost based on usage-based model while driving revenue and cost synergies

- 13% organic growth in 2021
- Strong increase in EBITDA of 3.9mEUR
- Reducing IT infrastructure costs by implementing usage-based model
- Driving revenue growth by selling CTV via Verve's DSP

Top 5 M&A Targets

Several attractive targets in the pipeline, with some signings expected soon



Overview of cases with good potential to be signed within next 6 months¹:



Mobile games developer & publisher
Own strong IP, mobile racing games, € 7 - 10m revenues, highly profitable



Mobile Demand Side Platform, programmatic advertising
Own IP, advanced technology, € 30 - 40m revenues, profitable



Mobile & Web Demand Side Platform
Own IP, strong customer base, € 5 - 10m revenues, profitable



Mobile Game publisher & developer
Well-known own IP, € 15 - 20m revenues, highly profitable



Demand side platform, programmatic advertising
Own IP, sophisticated technology with focus on R&D, € 2.5 - 5m revenues, not profitable



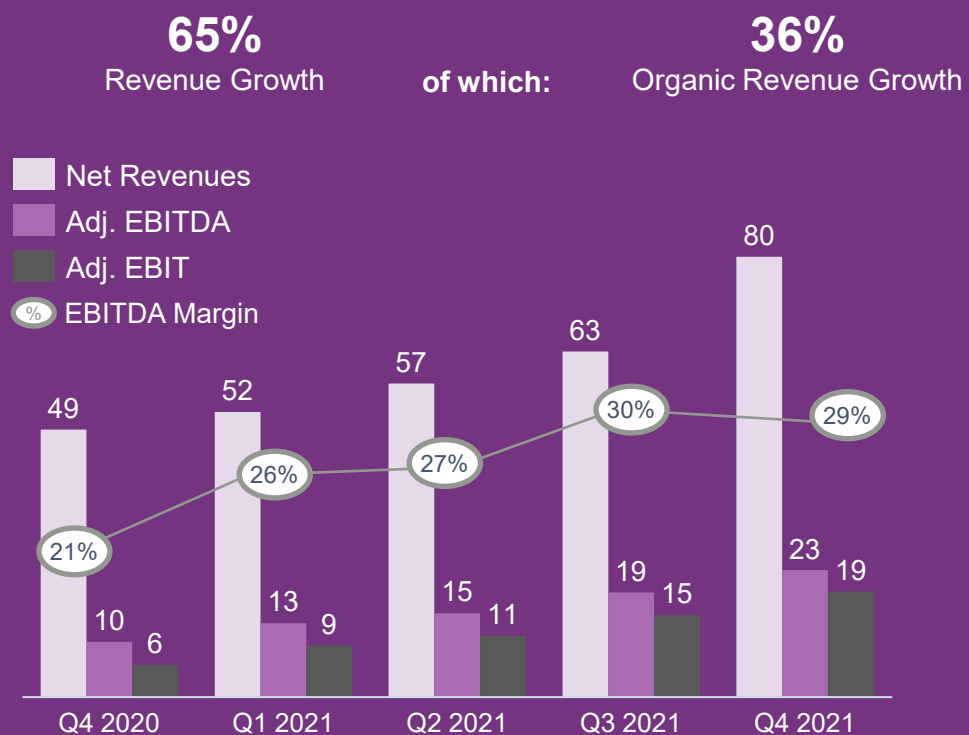
9. Financial Performance



Fourth Quarter Financial Highlights

Revenues increased by 65% and adjusted EBITDA by 131%

Strong Top-line Growth Q4 2021



Strong profitability and cash generation Q4 2021

Growth

131%
Adj. EBITDA Growth

232%
Adj. EBIT Growth

Margin

29%
Adj. EBITDA margin

24%
Adj. EBIT margin

Cash Flow

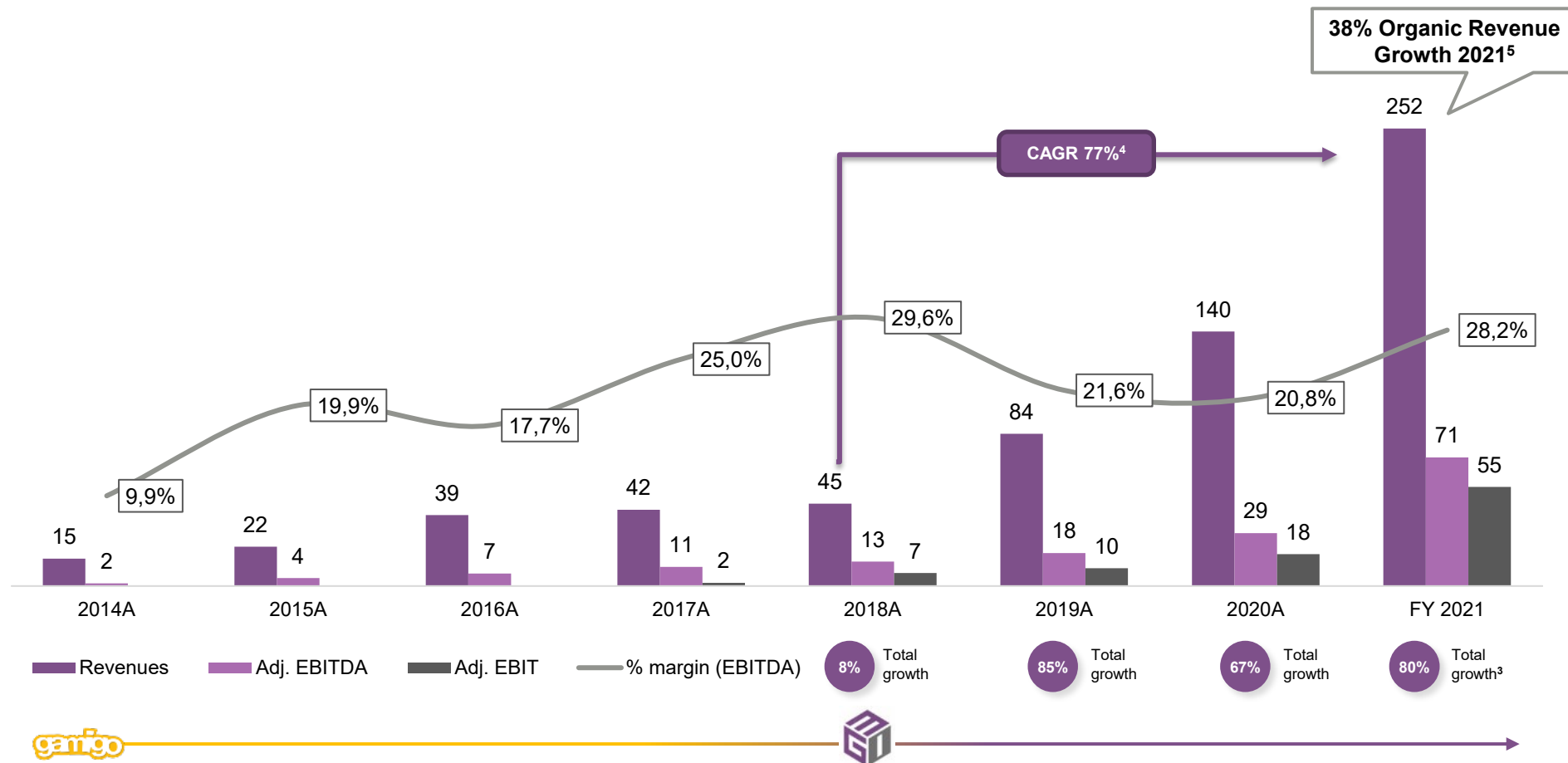
€31m
Operating Cash Flow¹

122%
Cash Conversion²

Consistent Long-Term Financial Development

Highly scalable and profitable business model with strong organic growth

EURm^{1,2}



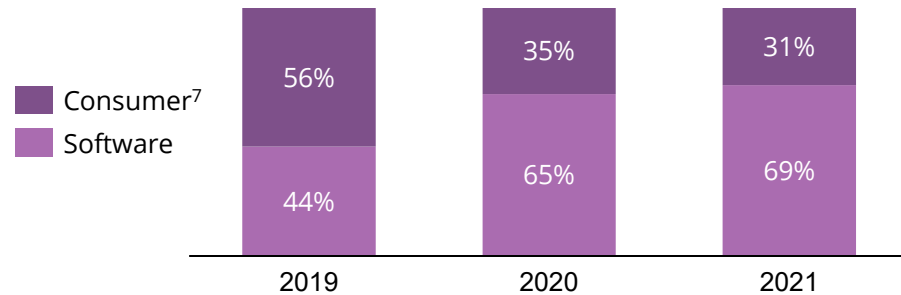
Source: Group information

Notes: (1) gamigo standalone figures until 2018, EBITDA adjusted for one-time-, M&A and financing costs, (2) gamigo was acquired by MGI in May 2018, (3) FY 2021 year-over-year (4) growth rate CAGR 2018 – 2021, (5) calculated on a year-over-year basis from companies being within the Group for twelve months or more. Excludes the revenue growth from acquisitions that have not been part of the group in the last twelve month, and the decline from sales stemming from closures/divestment of whole businesses

We Grow With Our Software Clients

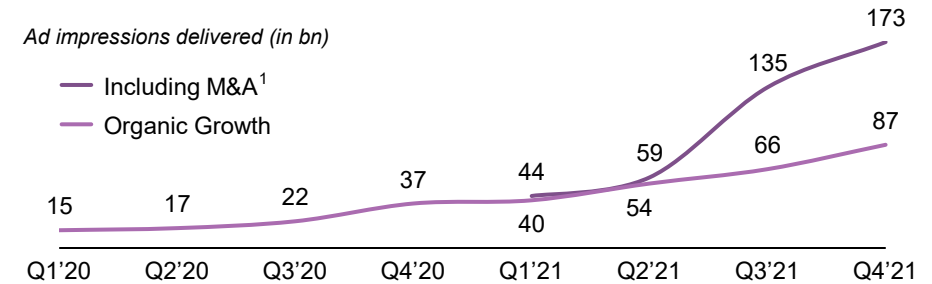
The KPIs driving our top-line growth

Ad-Software share of group revenue⁶



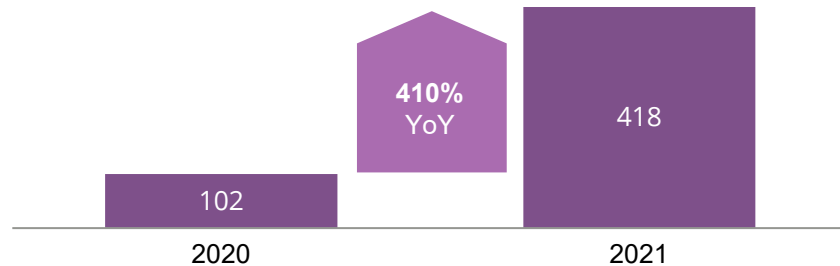
Transformation towards an ad-software company

Ad Impressions



>4.5x growth in ad impressions year on year

Software Clients > USD100k revenues²



Growing existing and new customers

Customer Revenue Expansion and Retention³

172%

Net \$ Expansion Rate⁴

95%

>100k Clients Retention Rate⁵

94%

>100k Clients – share of revenue⁵

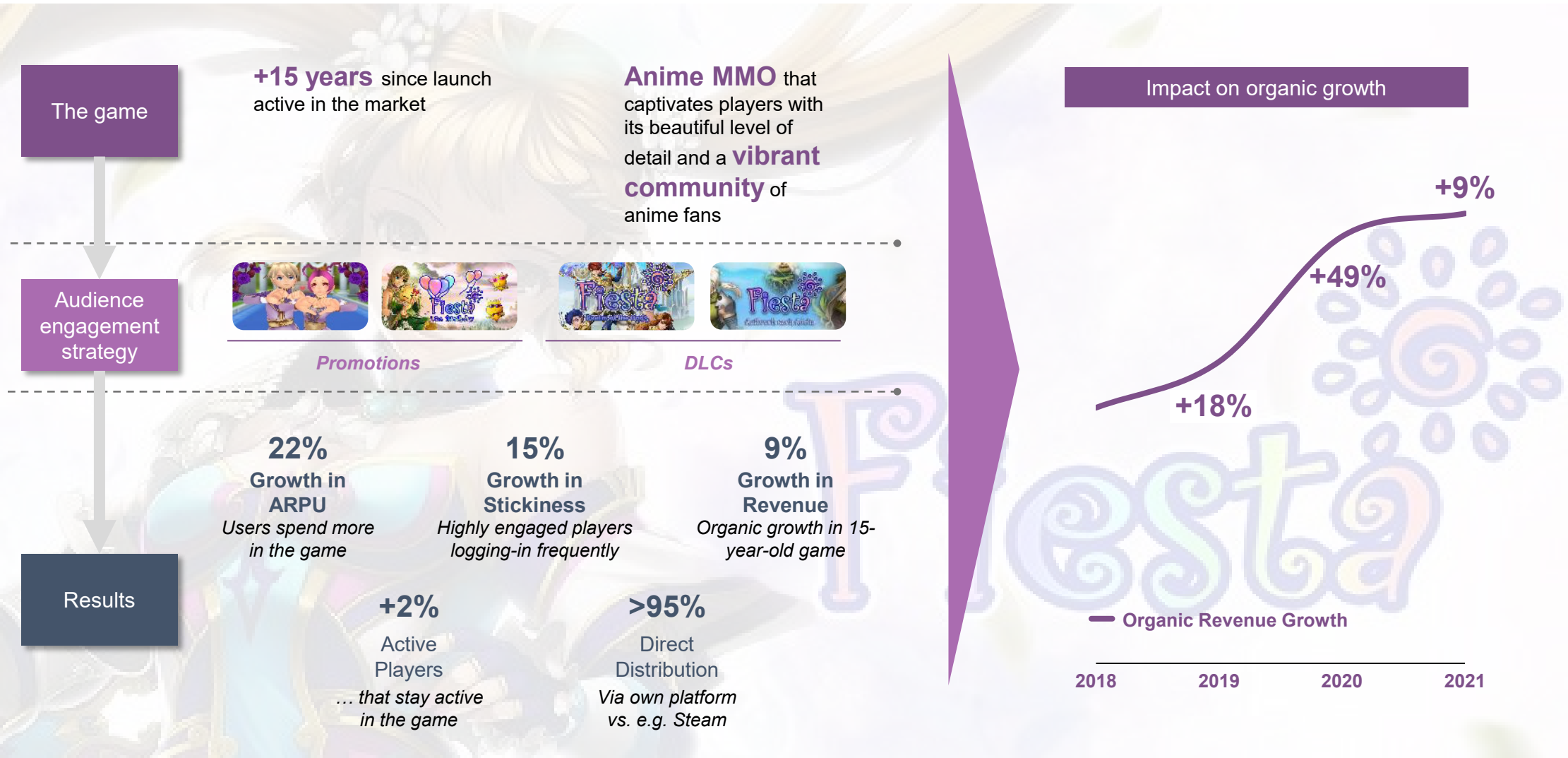


Strong retention rates with increasing wallet share

Notes: (1) includes VGI CTV starting Q1'21 and Smaato starting Q3'21, (2) Includes customers from M&A, stated amounts are gross revenues, ad-platform customers only, (3) ad-platform customers only, (4) Q4'21 Net \$ Expansion Rate based on all Software Clients (5) excluding 2021 M&A. includes ad-platform customers > USD 100k (6) Ad-Software platform revenues as part of Group revenues; Software includes advertising revenues in own games (7) Subscriptions and In-Game Item Sales, but excluding in-game advertising revenues

Case Study Fiesta: We grow with our Premium Games

We continuously grow a 15-year-old game via efficient user acquisition combined with content updates



The KingsIsle Acquisition Is Well Above Plan

Revenues +9% and EBITDA +18% above plan

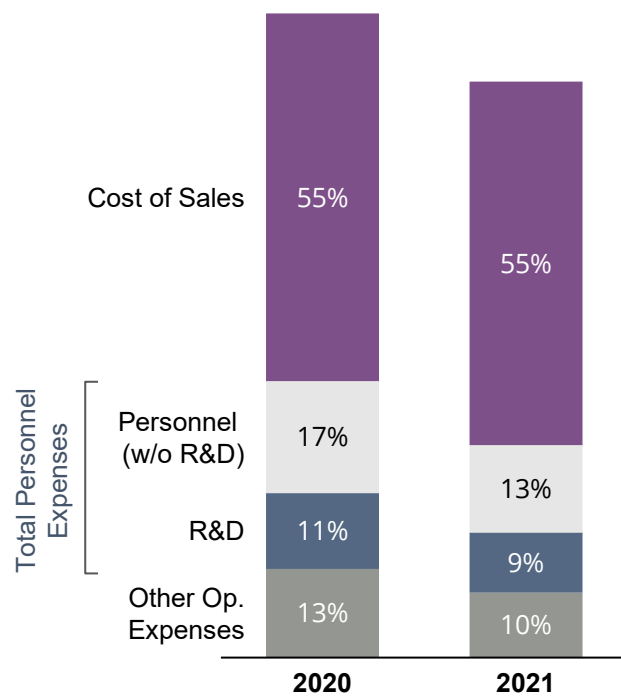


Improving MGI's Cost Structure Over Time

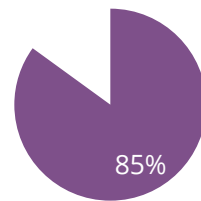
Economies of scale lead to clear cost efficiencies

Operating model and cost structure

Costs as a percentage of Net Revenues

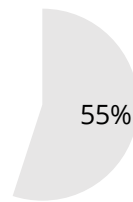


Cost of Sales



Traffic and technology costs account for **85%** of Cost of Revenue

Total Personnel Expenses



Share of Tech staff **55%** of total FTEs

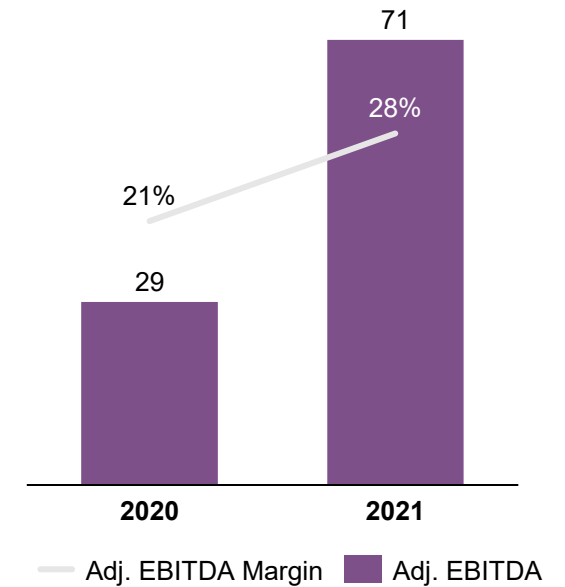
R&D



Expansion CAPEX accounts for **56%** of R&D CAPEX¹

Impact on EBITDA

Adj. EBITDA (in mEUR)

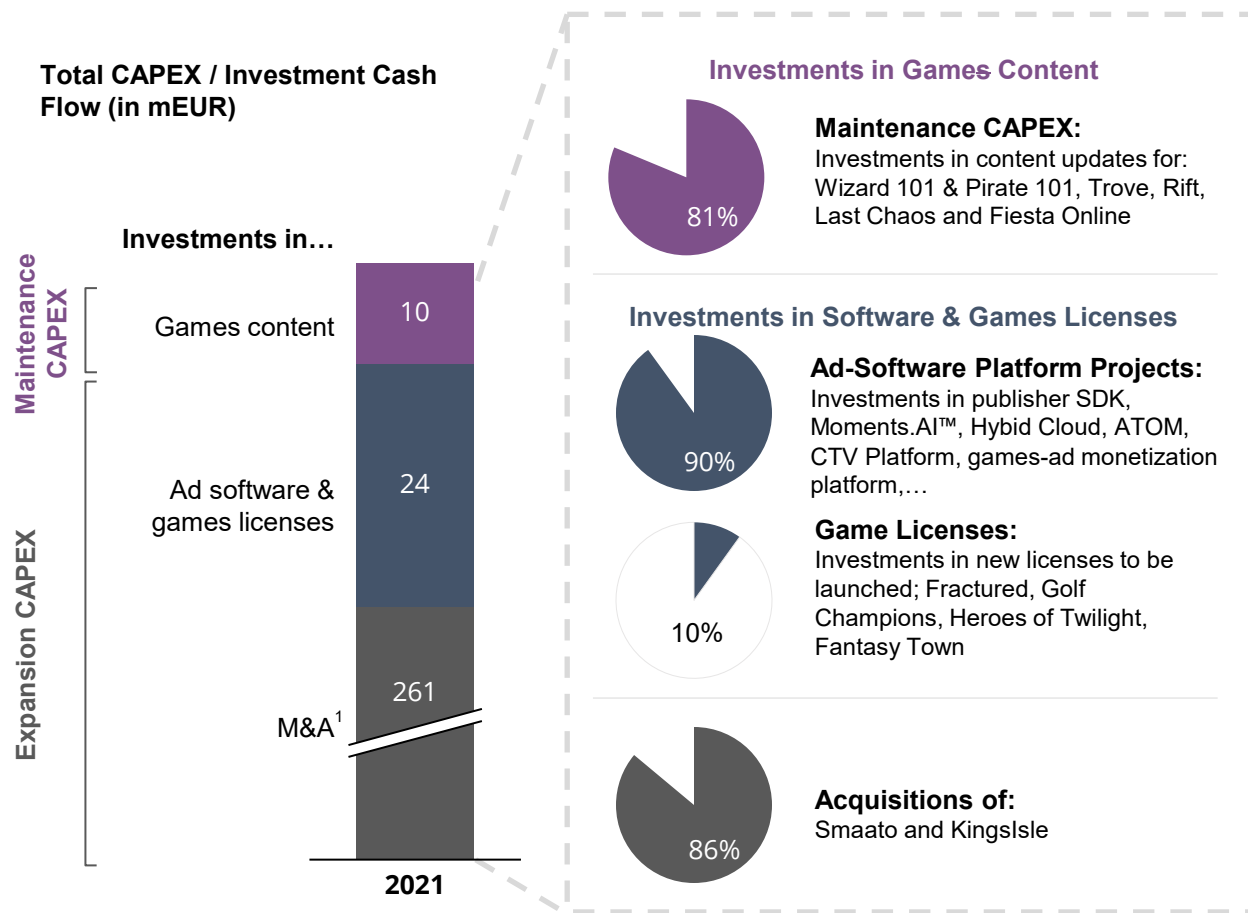


Relatively reduced cost base leads to strong increase in EBITDA margin

Investments Leading To Strong Organic Growth

MGI has a highly efficient CAPEX structure driving organic growth

Investments in 2021



Impact on Organic Growth

10% Market Growth **VS** **38%** Org. growth (FY 2021)

Based on

2020-2021 organic growth of a.o:

- SSP-Publisher SDKs
- Ad-tech platform optimizations
- In-game advertisement
- Premium Games content

Organic growth games: **6%²**

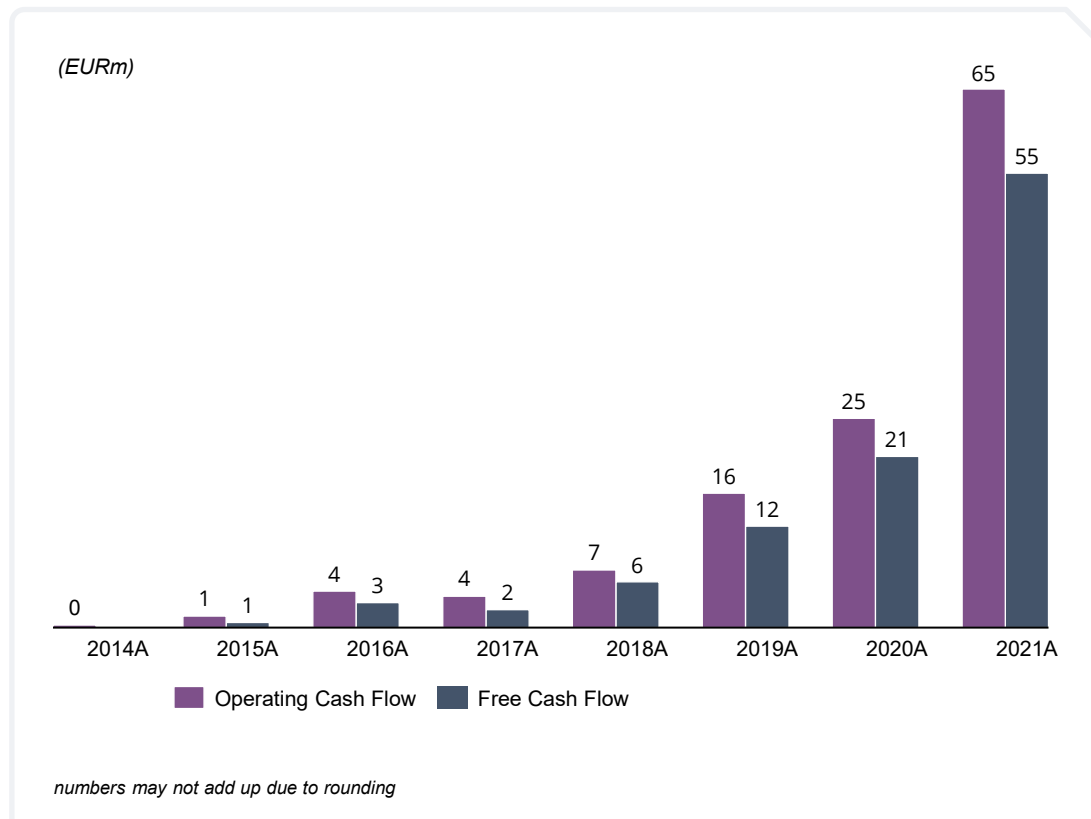
Organic growth media: **67%**

Primary focus of CAPEX will be on the media side going forward

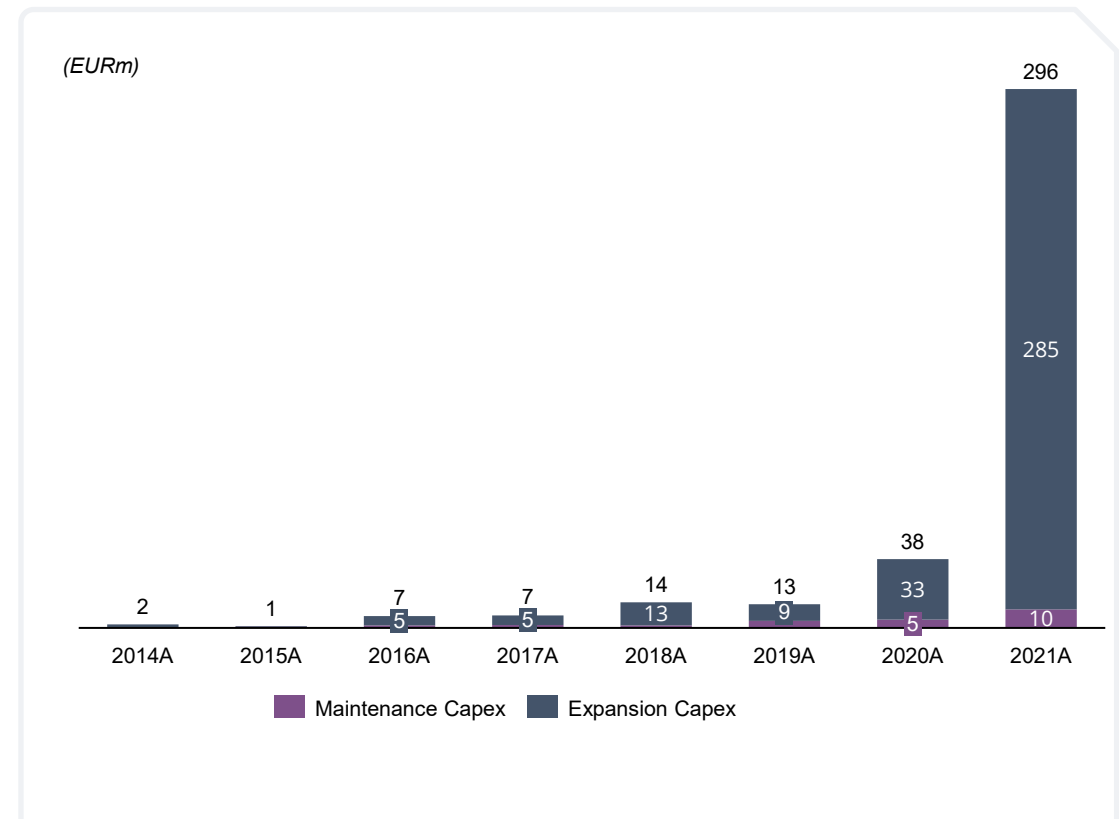
Operating Cash Flow and Capex Development

MGI Flywheel at work: Increasing cash flow from operations, more investments in organic growth and larger acquisitions

Operating cash flow development^{1,2,3}



Capex development³

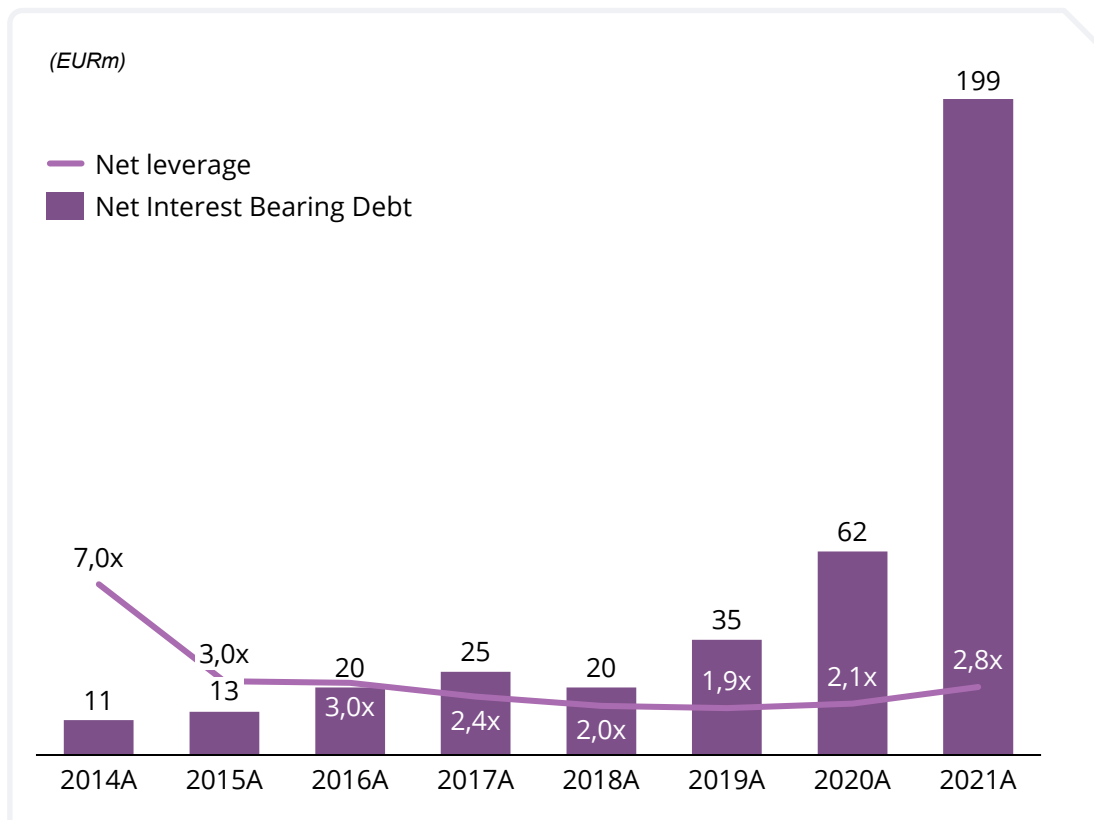


Limited Maintenance CAPEX leads to strong Free Cash Flow

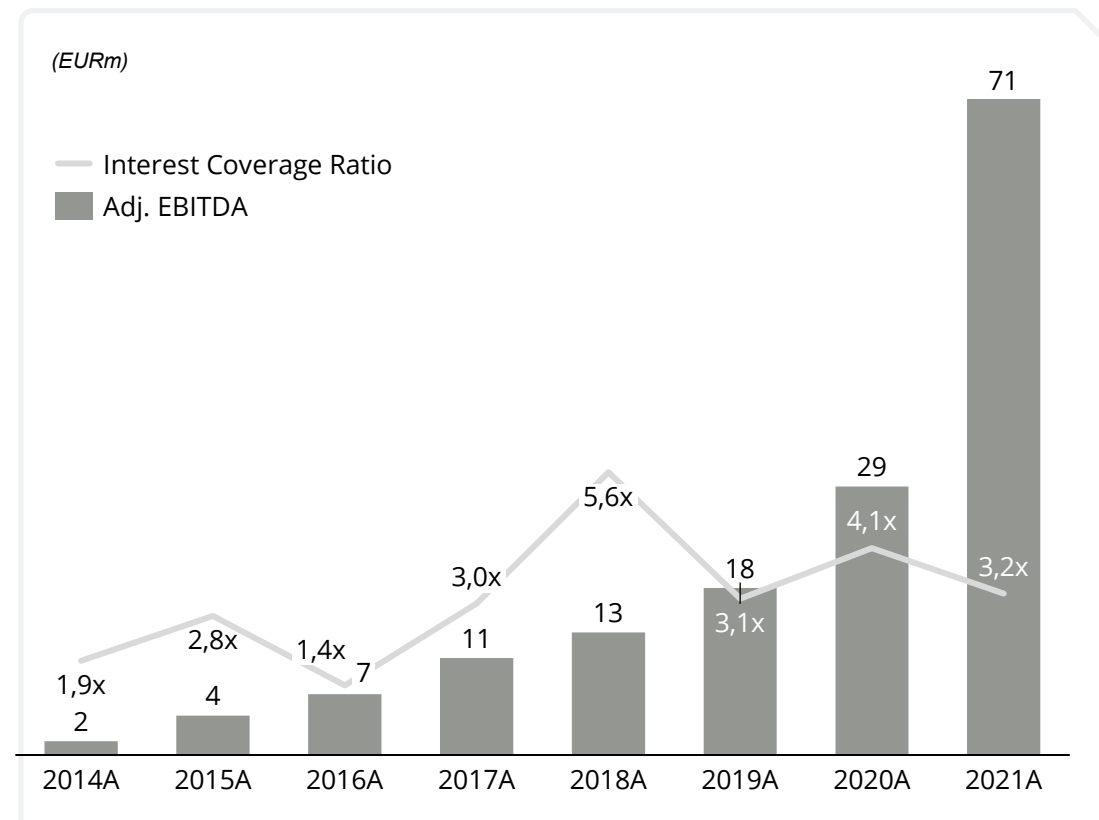
Net Leverage and Interest Coverage Ratio

Conservatively levered with a net leverage of 2.8x based on 2021 adj. EBITDA

Net leverage to adj. EBITDA ratio development¹



Interest Coverage Ratio development¹




Healthy leverage and strong interest-bearing capability

Actuals vs. Guidance 2021

Strong revenue and EBITDA results

2021 Actuals vs. 2021 Guidance

	FY 2020	FY 2021	Guidance 2021 incl. Smaato 
Revenue (in €m)	140	252	234 - 254
<i>Growth</i>	67%	80%	67-81%
Adj. EBITDA (in €m)	29	71	65 - 70
<i>Growth</i>	61%	143%	123-141%

Guidance 2022

15-23% largely reflecting organic revenue growth in 2022 as M&A revenues (2021) are set-off by discontinued business

	FY 2021	Guidance 2022
Revenue (in €m)	252	290 – 310¹
<i>Growth</i>	<i>80%</i>	<i>15-23%</i>
Adj. EBITDA (in €m)	71	80 – 90
<i>Growth</i>	<i>143%</i>	<i>13-27%</i>

Impact discontinued business c. 20mEUR

15-23% is largely organic growth as M&A related “Smaato” revenues are set-off by discontinued business; pro –forma revenue growth is 25-34%²

EBITDA % remains stable due to investments in personnel to support long-term organic growth

Notes: (1) Includes Affiliate and Influencer Marketing that has been discontinued in 2021, (2) pro-forma revenue growth of 25-34%, taking 232 mEUR as a start base in FY2021. The revenue start base is lowered due to the closure of the affiliate and influencer marketing activities in 2021 which contributed c. 20 mEUR revenues to the Group in 2021.

Mid-term Financial Targets

Prudent mid-term financial targets which have been outperformed for three years in a row

Revenue CAGR
25-30%

Adj. EBITDA margin
25-30%

Adj. EBIT margin
15-20%

Net leverage
2-3x

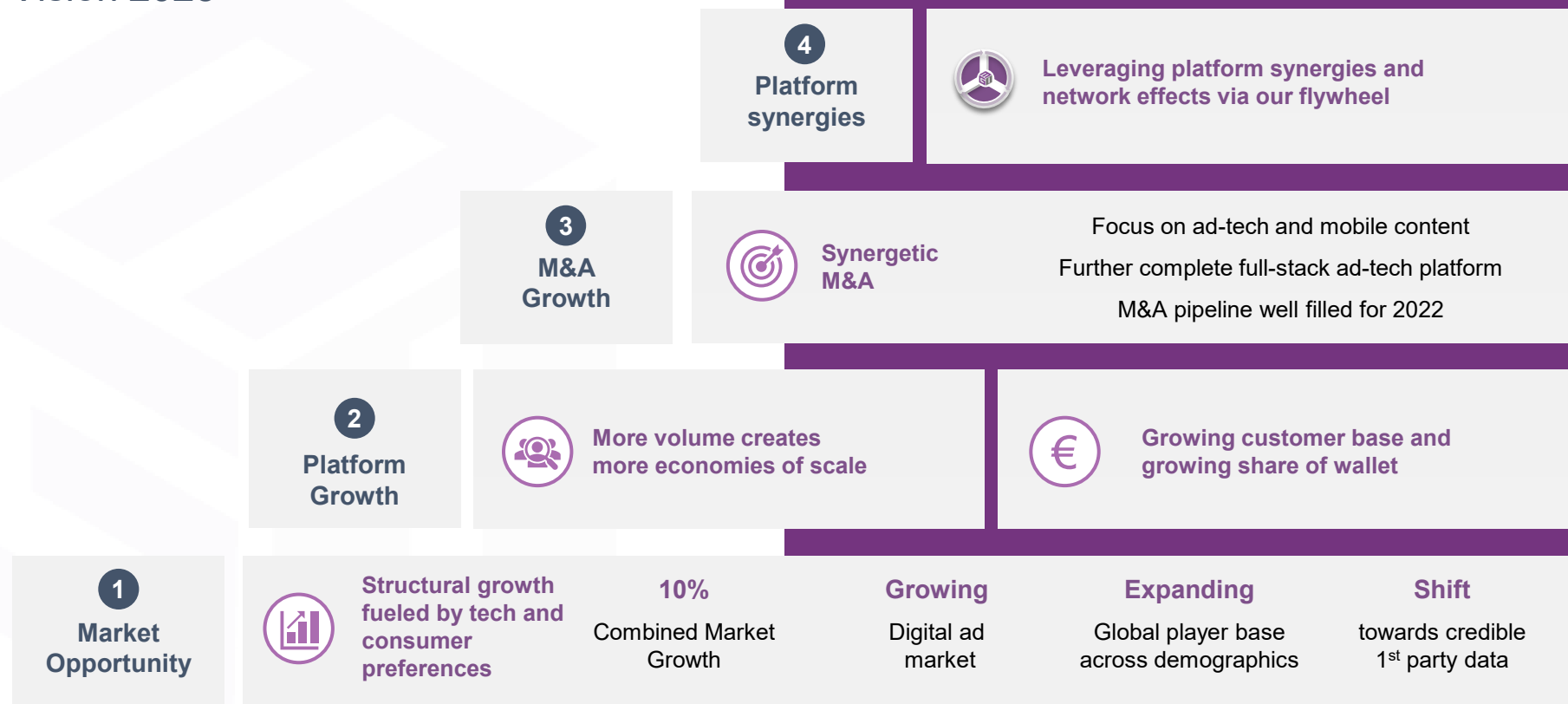


10. Vision 2025



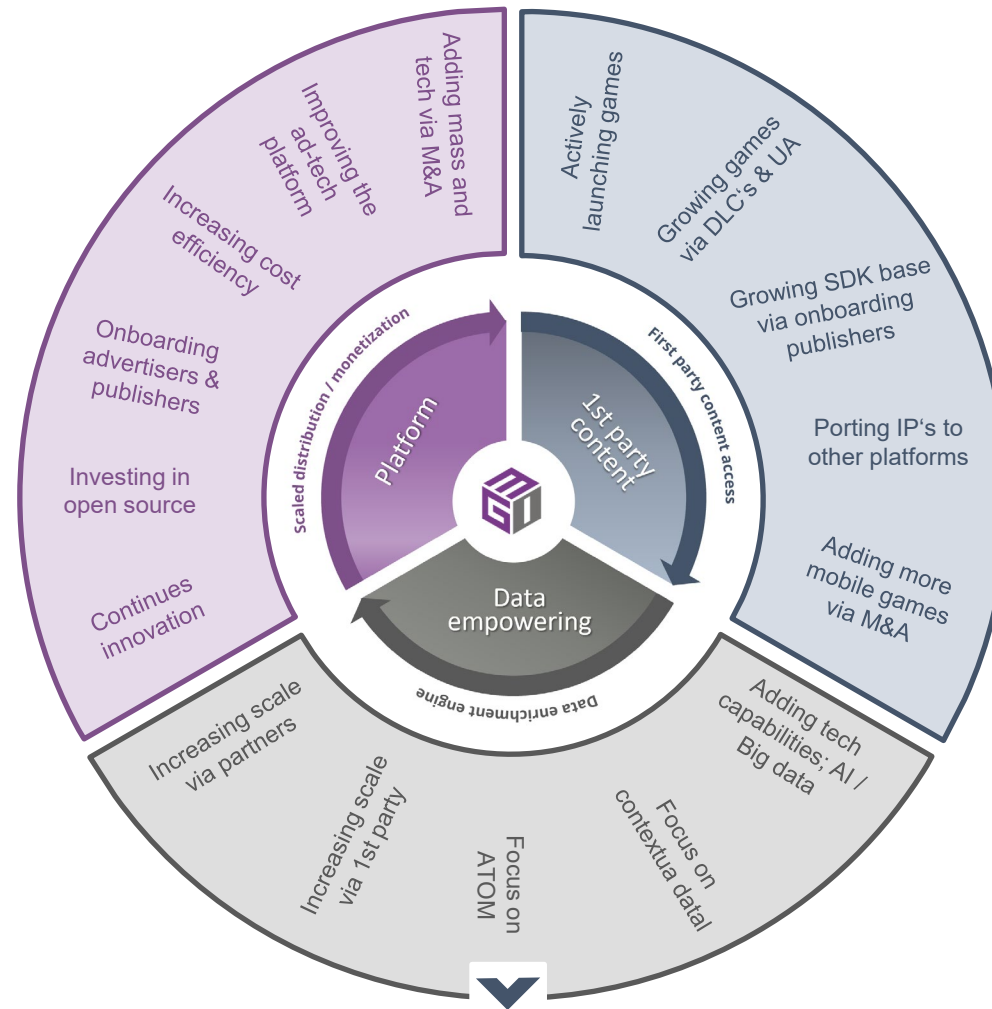
Vision 2025: MGI's Four Pillars For Further Growth

Our iron base for exceptional growth and for reaching our Vision 2025



Vision 2025: Let the MGI Flywheel Spin

The network effect based on MGI's unique synergetic setup leads to accelerating the flywheel



Strategic opportunity: White Label Ad-Software platform for Games and Non-Games companies

Headlines Vision 2025

A clear commitment of the board
and top management of MGI

BEING ONE OF THE MOST DESIRED GLOBAL COMPANIES TO WORK FOR

embracing diversity, global, no politics, professional, engaged,
innovative, strong drive

BECOMING ONE OF THE TOP 5 WORLDWIDE LEADING AD-SOFTWARE PLATFORMS

transparent, open source, innovative, multi-format, omni-
platform, vertically integrated

RESPECTING OUR PARTNERS' VALUES AND DELIVERING TRANSPARENCY TO CLIENTS

combining our own and partner strengths, consent-based
partners' data-sharing

BUILDING A "WHITE LABEL" SAAS AD-SOFTWARE PLATFORM

MGI enables companies to have their own Ad-Software
platform and control their own data

Thank You.

www.mgi-se.com