



INVESTOR PRESENTATION Q2 2020



- EG7 is a group of companies that develops, markets, publishes and distributes video games for PC, console and mobile on a global market.
- The group comprises Toadman Studios, Petrol, Sold Out, Antimatter Games and Big Blue Bubble among others.
- Covers the entire gaming industry value chain. Where work-for-hire, marketing and publishing has predictive and stable revenue streams and development with great option value.
- Has undergone rapid growth, both organically and through acquisitions.

681.2 MSEKPRO FORMA
REVENUE TTM
2020-06**95.4 MSEK**PRO FORMA
EBITDA TTM
2020-06**10**

OFFICES



- Net revenue grew by more than **1000%** compared to Q2 2019. Divided the Company into divisions Games and Services.
- **Acquisition** of Canadian game developer Big Blue Bubble.
- Over **25 gaming projects** in the pipeline and over **40 planned marketing campaigns** for Petrol.
- Several game releases, one of which was **No Straight Roads**.
- Petrol performs better than expected given the shift in projects.
- Even **stronger M&A pipeline** than previous quarters.

189.1 MSEKPRO-FORMA
TOTAL REVENUE
Q2 2020**26.6 MSEK**PRO-FORMA
EBITDA
Q2 2020**1014%**INCREASE IN
NET REVENUE**270**

EMPLOYEES



OVERVIEW OF BIG BLUE BUBBLE



OVERVIEW OF BIG BLUE BUBBLE

BIG BLUE BUBBLE IN SHORT

Big Blue Bubble is a gaming industry mainstay releasing more than 100 titles: its own IP as well as in partnership with world-class brands such as Disney, DreamWorks, Scholastic and Nickelodeon.

Big Blue Bubble has its own My Singing Monsters, a franchise that is moving into stores and TV. Plus the release of two new games in the next six months.

Big Blue Bubble has been the top grosser in music genre **F2P mobile games** for 5+ years and this quarter will be releasing a new game, its own IP, Concert Kings.

With 100+ titles, **2 million monthly active users**, new games and retail product rollouts. By this the studio is well positioned as an industry leader with **200M+ downloads**.

FINANCIALS

12 mCAD

REVENUE TTM 2020-06

3.5 mCAD

EBITDA TTM 2020-06

GAME PORTFOLIO



RATIONALE FOR EG7

Through the acquisition, EG7 gains a reputable team of 70+ people across two offices in London, Ontario and San Francisco, California as well as best-in-class internally developed and owned mobile technology to the Group.

IP OWNERSHIP

Big Blue Bubble holds several original and strong IP:s with recurring revenue.

F2P VALUE SYNERGIES

Big Blue Bubble holds expertise within the F2P sector which will benefit EG7 for some of its upcoming projects.

STRONG PIPELINE

Big Blue Bubble has a strong development pipeline consisting of several interesting, still unannounced titles.

EXPERIENCED TEAM

The Big Blue Bubble team has worked together with well-known companies such as Disney, DreamWorks, Scholastic and Nickelodeon.

PROFITABILITY

Big Blue Bubble has been profitable every year since inception and will benefit the EG7 group with improved profitability.



16 mCAD

UP-FRONT PURCHASE PRICE

2m

MONTHLY ACTIVE USERS

4.6x

UP-FRONT EBITDA MULTIPLE

100+

TITLES



bigbluebubble

F2P MOBILE AND CONSOLE GAMES



OVERVIEW OF EG7

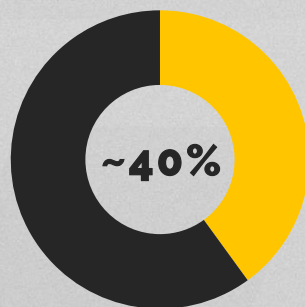


GAMES

- Development of own titles and work-for-hire.
- Five independent studios with unique expertises.
- 10+ fully owned Ips.
- 10+ current projects.

65 MSEK

REVENUE Q2 2020



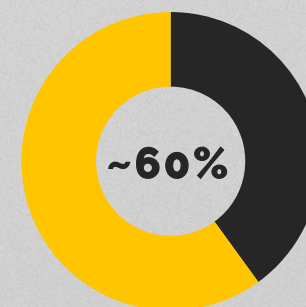
TOTAL REVENUE¹

SERVICES

- Creative marketing studio with **40+ ongoing marketing projects**. Previous projects - Call of Duty Warzone, Far Cry 6 and Assassins Creed Valhalla.
- **15+ current projects** in Publishing, distribution and Work-For-Hire of PC and console video games.

97,6 MSEK

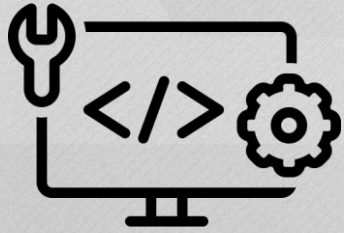
REVENUE Q2 2020



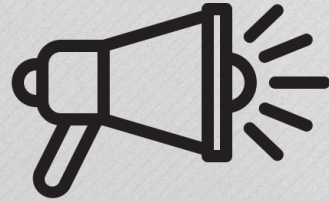
TOTAL REVENUE¹

1) Q2 2020 actuals.

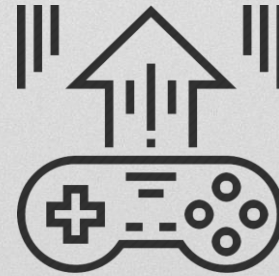
VALUE CHAIN – WE CONTROL THE VALUE CHAIN



DEVELOPING



MARKETING



PUBLISHING



DISTRIBUTING

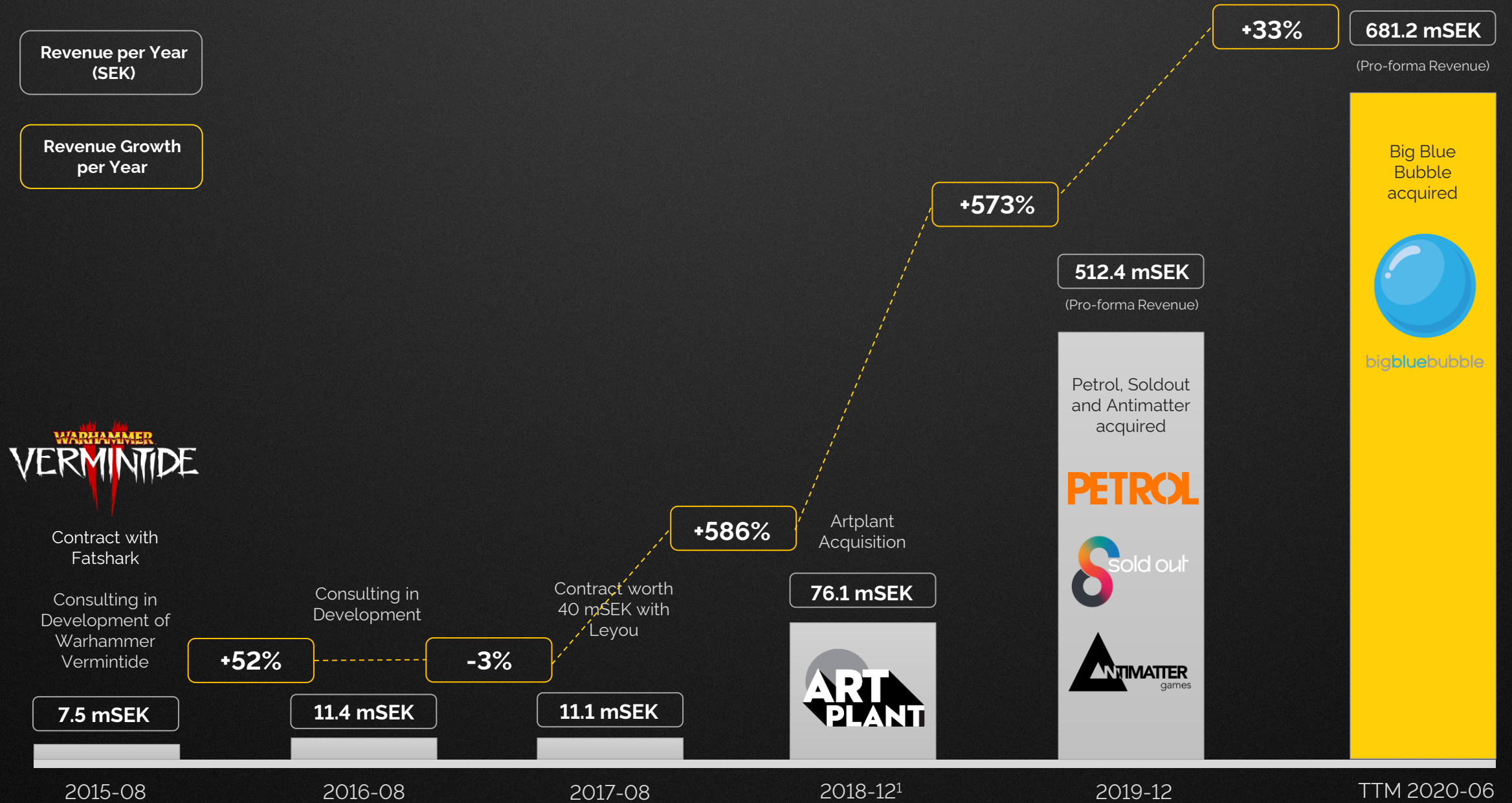
WE TAKE THE COMPANIES WE ACQUIRE TO A NEW LEVEL

HISTORY AND PROGRESS OF M&A

Our **buy and build strategy** provides the acquired company with a platform for expansion and growth. Value is added to **both firms** by means of synergies.



HISTORY & FINANCIALS



1) Changed to calendar year. 2018 figures referring to 2017/09/01-2018/12/31, i.e. 16 months.



DAMIR SLOGAR

CEO & Founder of
Big Blue Bubble
>30 years experience



JAMES CATO

Co-founder and
COO of Sold Out
>30 years experience



ALAN HUNTER

Co-founder and
CCO of Petrol
>20 years experience



RICH BARHAM

Managing Director
of Antimatter
>15 years experience



150+

PREVIOUS GAME
PROJECTS¹

25+

CURRENT GAME
PROJECTS¹

40+

ONGOING MARKETING
CAMPAIGNS

¹) Development, publishing, distribution

RELEASED IN 2020

RELEASED



RELEASED



RELEASED



RELEASED



RELEASED



RELEASED



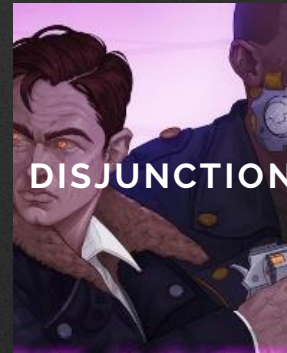
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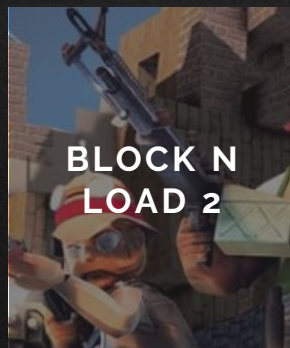
RELEASED



TO BE RELEASED IN 2020-2022



PETROL



10+
UNDISCLOSED
PROJECTS

40+
MARKETING
CAMPAIGNS
AND RELEASES



EG7 AS AN INVESTMENT

CURRENT MARKET CONDITIONS CREATE OPPORTUNITIES FOR EG7

1. M&A

→ Further accelerating our M&A strategy given our currently strong and promising pipeline

2. Expanding IP Portfolio

→ We see several opportunities to acquire IPs to strengthen our portfolio

3. Digital Investment

→ Opportunity to accelerate investment into digital distribution which improves profit margins

SHAREHOLDER	TYPE OF INVESTOR	SHARES	CAPITAL %
Robin Flodin	Co-Founder	3,815,691	10.91%
Rasmus Davidsson	Co-Founder	3,152,743	9.01%
Dan Sten Olsson med familj och stiftelse	Investor, Represented on Board Level	2,900,000	8.29%
Alan Hunter	Petrol Co-Founder	2,323,718	6.64%
Ben Granados	Petrol Co-Founder	2,323,717	6.64%
Länsförsäkringar Fonder	External Private Investor	1,960,055	5.60%
Johan Svensson	External Private Investor	1,872,909	5.35%
Avanza Pension	-	1,695,815	4.85%
Alexander Albedj	Private Investor and Chairman	1,677,779	4.80%
Garry Williams	Sold Out Co-Founder	1,386,320	3.96%
James Cato	Sold Out Co-Founder	1,386,320	3.96%
Other shareholders	-	5,780,119	16.52%
Total	-	34,988,526	100.00%
Management and Board	-	22,695,483	65%

7 STRONG REASONS TO INVEST

- Strong organization consisting of well-renowned companies
- Diversified business model and revenue streams
- Very high profitable revenue growth
- Proven M&A track record with strong momentum
- Global coverage of a market undergoing rapid growth
- Diversified upcoming game portfolio
- Strong management with major ownership



TICKER SYMBOL: EG7
ISIN: SE0010520106

THANK YOU



APPENDIX 1 INCOME STATEMENT - GROUP

	QUARTER		ACCUMULATED		FY 2019
	2020-04-01	2019-04-01	2020-01-01	2019-01-01	2019-01-01
	2020-06-30	2019-06-30	2020-06-30	2019-06-30	2019-12-31
	3 months	3 months	6 months	6 months	12 months
(KSEK)					
Net revenue	138,027	13,618	293,505	28,445	151,644
Own work capitalized	10,002	1,987	17,222	3,697	12,765
Other revenue	14,551	2,750	15,617	2,974	3,942
Total revenue	162,580	18,355	326,344	35,116	168,351
<i>Operating expenses</i>					
Cost of goods sold	-94,105	-3,279	-190,953	-5,883	-51,257
Other external expenses	-12,971	-3,285	-30,890	-7,468	-36,074
Personnel expenses	-36,850	-6,933	-73,619	-14,532	-75,409
Other expenses	0	-56	0	-74	-478
Operating profit before depreciation and amortization (EBITDA)	18,654	4,802	30,882	7,159	5,133
Depreciation and amortization	-22,969	-357	-46,298	-943	-25,853
Operating profit (EBIT)	-4,315	4,445	-15,416	6,216	-20,720
Financial net	939	-431	-13,172	-287	-7,375
Profit before tax	-3,376	4,014	-28,588	5,929	-28,095
Tax expense for the period	-7,583	80	-12,742	-398	-258
Deferred tax	23	44	365	178	261
Other tax	1,376	0	0	0	0
NET PROFIT	-9,560	4,138	-40,965	5,709	-28,092

APPENDIX 2 – BALANCE SHEET GROUP

(KSEK)	2020-06-30	2019-06-30	2019-12-31
ASSETS			
Non-current assets			
Intangible non-current assets	470,986	208,432	510,210
Tangible non-current assets	8,067	7,987	8,999
Financial non-currents assets	2,212	1,288	2,534
Total non-current assets	481,265	217,707	521,743
Current assets			
Inventory	8,207		12,118
Current receivables	131,353	92,453	71,423
Cash and cash equivalents	144,713	25,135	105,740
Total current assets	284,273	117,588	189,281
TOTAL ASSETS	765,538	335,295	711,024
EQUITY AND LIABILITIES			
Equity	306,069	127,355	250,126
Provisions	108,375	49,296	111,172
Non-current liabilities	219,507	124,600	216,299
Current liabilities	131,587	34,044	133,427
TOTAL EQUITY AND LIABILITIES	765,538	335,295	711,024