



ACQUISITION OF **INNOVA**

Q4 INVESTOR PRESENTATION - **FEBRUARY 2021**



EG7 is a unique eco-system within the video games industry consisting of:

1. **An IP-portfolio consisting of world-class brands** with both own IP's such as Everquest, PlanetSide, H1Z1 and My Singing Monsters, as well as licensed IP's such as Lord of the Rings, DC Universe, Dungeons and Dragons and MechWarrior.
 - o This Games-as-a-Service ("GaaS") portfolio accounts for the majority of the revenues and profits with predictable monthly revenues.
2. **Petrol**, the number one gaming marketing agency.
 - o That is why Activision, Embracer, Ubisoft among other repeat clients use Petrol.
3. **Sold Out**, our publisher that has never had an unprofitable release.
 - o That is why Frontier, Team17 and Rebellion among other repeat clients use Sold Out.

FY2020 PRO FORMA FINANCIALS (SEKm)	CURRENT EG7 GROUP	INNOVA	TOTAL NEW GROUP
Revenue	1,721	340	2,061
Adjusted EBITDA	512	140	652
Adjusted EBITDA margin	30%	41%	32%
Number of employees	635	200	835
Net cash position	568	30	598
Total number of outstanding shares (million)	77	+10	87

2,061

SEKm

REVENUE
PRO FORMA
2020

652

SEKm

ADJ. EBITDA
PRO FORMA
2020

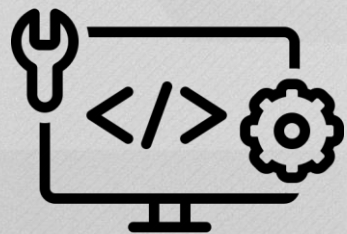
32%

ADJ. EBITDA MARGIN

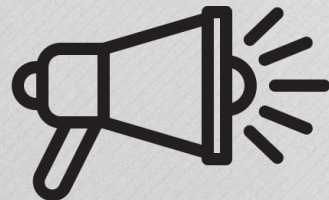
835

EMPLOYEES

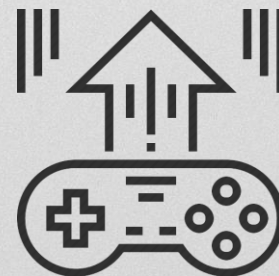
VALUE CHAIN – WE CONTROL THE VALUE CHAIN



DEVELOPING



MARKETING



PUBLISHING



DISTRIBUTING

WE TAKE THE COMPANIES WE ACQUIRE TO A NEW LEVEL

PORTFOLIO OF WORLD-CLASS IP



RELEASED 1999



RELEASED 2012



RELEASED 2015



RELEASED 2012



RELEASED 2007



RELEASED 2011

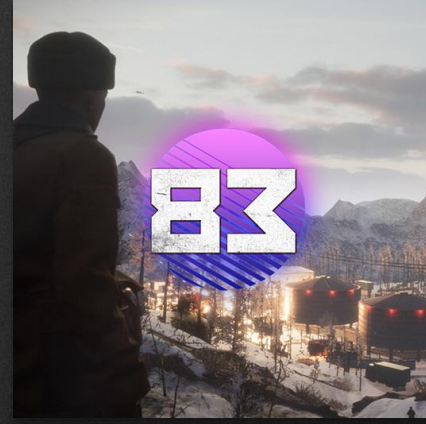


RELEASED 2006



RELEASED 2013

SELECTION OF GAME PIPELINE



PETROL

DAYBREAK™

INNOVA

10+

UNDISCLOSED
PROJECTS

40+

MARKETING CAMPAIGNS
AND RELEASES

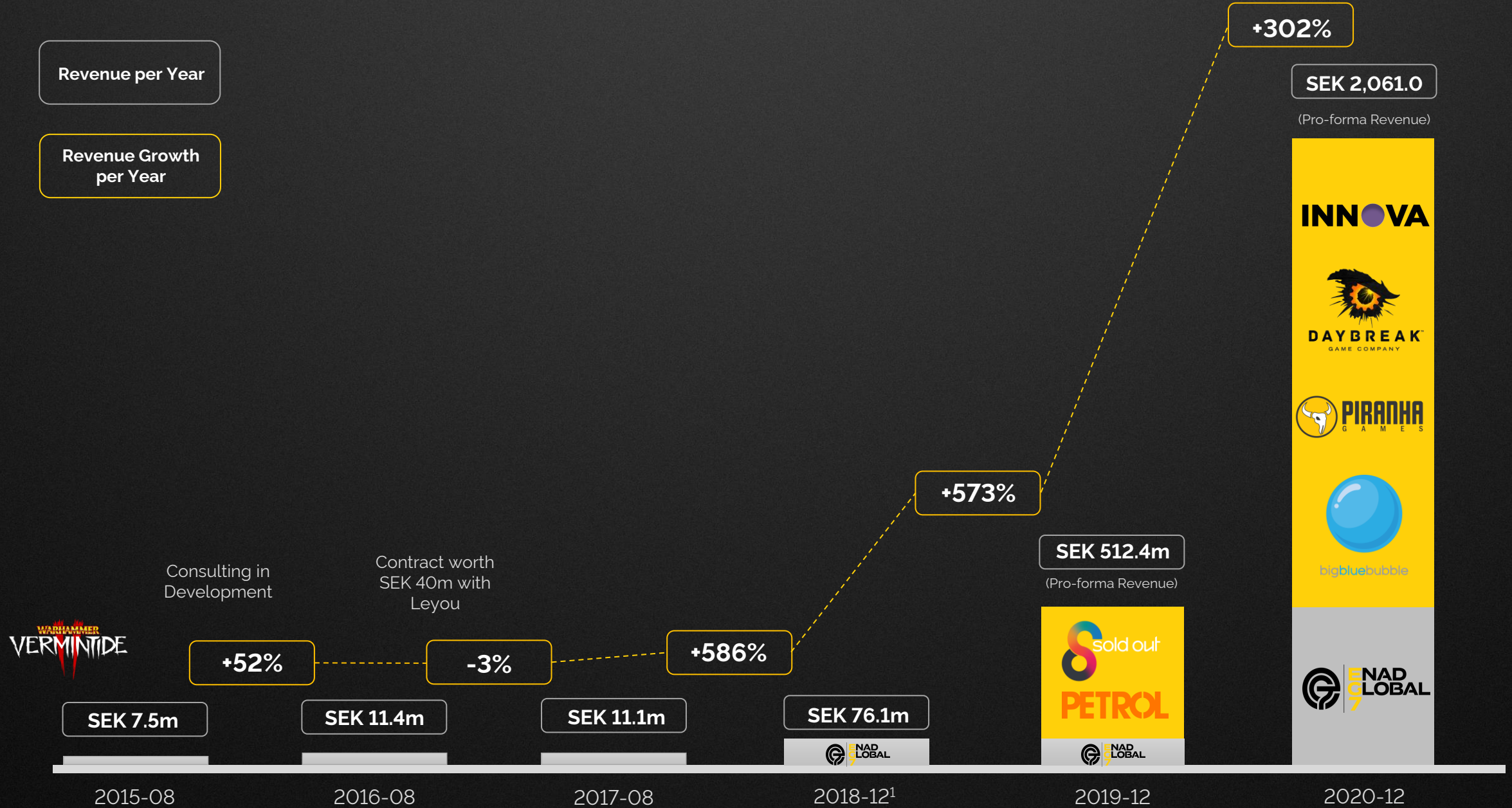
5+

REMASTERED /
NEW VERSIONS OF PORTFOLIO

10+

PROJECTS

HISTORY & FINANCIALS



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

INNOVA

Innova is a leading MMORPG publisher headquartered in Luxembourg with offices in Russia.

1. Decades of solid experience, mainly within the **free-to-play MMORPG** genre.
2. **Diversified portfolio of live titles** including Lineage 2, Ragnarök Online and Point Blank.
3. Well established in **EU, CIS and Asia**.
4. **High value proprietary technology** such as own game distribution platform.
5. Hundreds of thousands of monthly active users, high revenue growth and significant EBITDA margin.



33.3

EURm
2020 REVENUE

13.6

EURm
2020 EBITDA

200+

EMPLOYEES

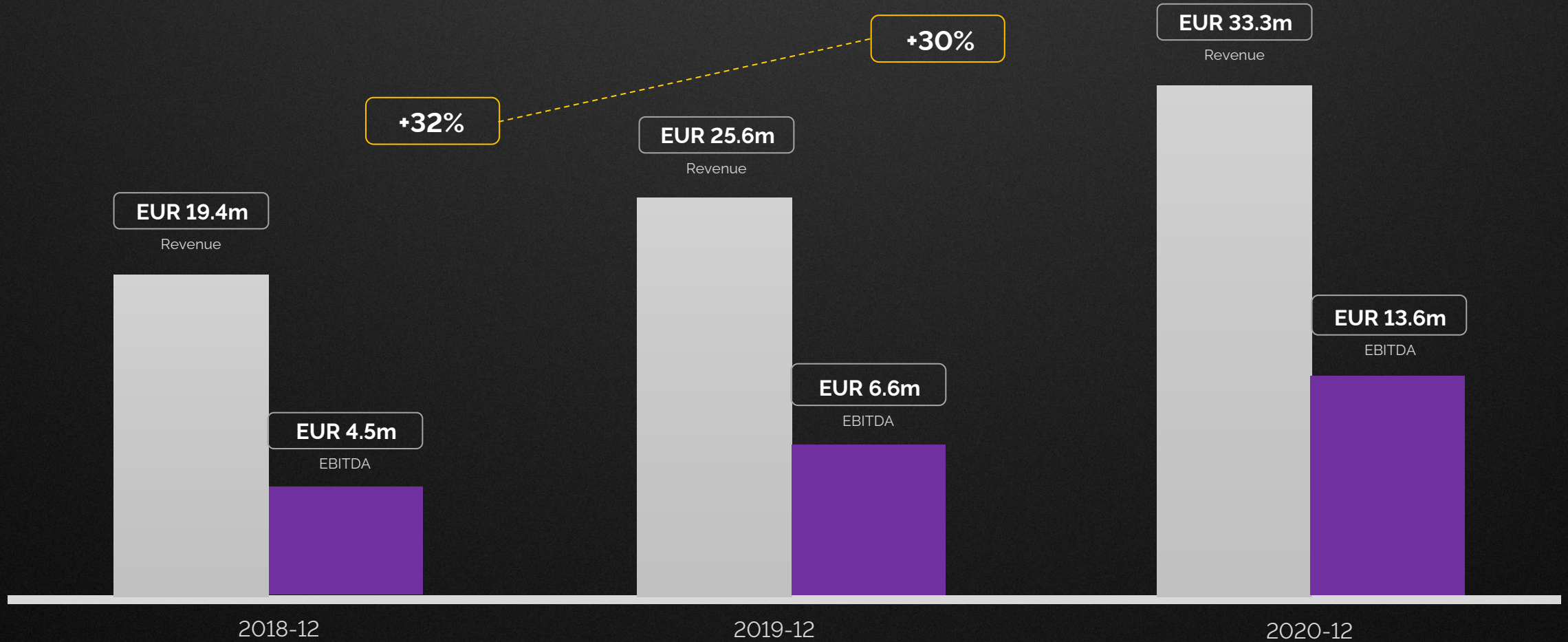
9

LIVE TITLES

INNOVA

Revenue per Year

Revenue Growth
per Year



SELECTION OF GAME PORTFOLIO



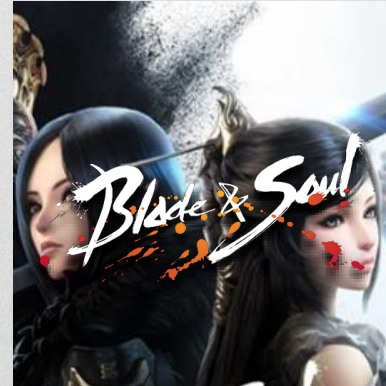
RELEASED 2007



RELEASED 2013



RELEASED 2019



RELEASED 2015



RELEASED 2009



RELEASED 2006



RELEASED 2018



RELEASED 2018



RELEASED 2006



RELEASED 2018



RELEASED 2009



RELEASED 2020



LIFETIME OF CORE PLAYERS EXCEEDS **5 YEARS** ACROSS CURRENTLY ACTIVE PROJECTS

INNOVA

8x

EBITDA MULTIPLE

100%

PAID IN NEWLY ISSUED SHARES

EUR 33.3m

FY2020 REVENUE

EUR 13.6m

FY2020 EBITDA

ACQUISITION RATIONALE FOR EG7

DIVERSIFIED LIVE GAME PORTFOLIO



Innova has a diversified portfolio of 9 live titles with long-term growing cash-flows. Expands EG7's current offering to free-to-play MMORPGs.

GEOGRAPHICAL EXPANSION

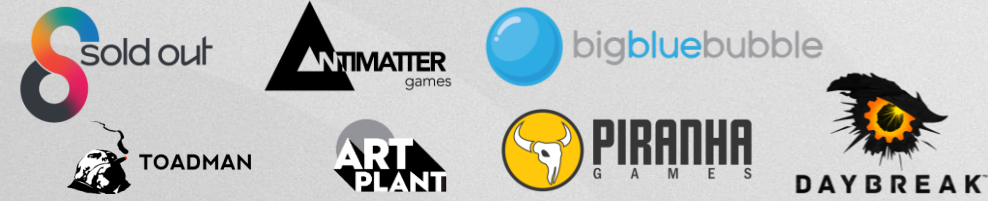
Establishes strong presence in Asia for EG7. Innova publishes titles for some of Asia's biggest developers.

TEAM

Addition of a strong team of individuals, both operationally and strategically, to the group.

	 CURRENT EG7	+	INNOVA	=	 COMBINED
DESCRIPTION	Video game development and related services		MMO video game publisher		Video game development and related services
SALES 2020*	SEK 1,721 million		SEK 340 million		SEK 2,061 million
ADJ. EBITDA 2020*	SEK 512 million		SEK 140 million		SEK 652 million
ADJ. EBITDA % 2020*	30%		41%		32%
OWN/LICENSED IP	18		9		27
SIZE OF IP'S	Indie, A, AA, AAA		AA, AAA		Indie, A, AA, AAA
OUTPUT CHANNELS	PC, Console, Mobile, Switch		PC		PC, Console, Mobile, Switch
FTE	635		200		835
MGMT/BOARD CONTROL	44%		100%		51%

*:Pro Forma financials for FY2020



INNOVA

INNOVA PETROL

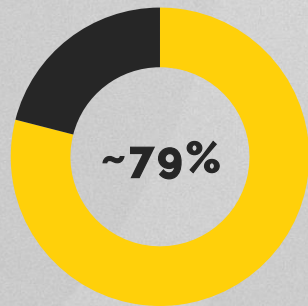


GAMES

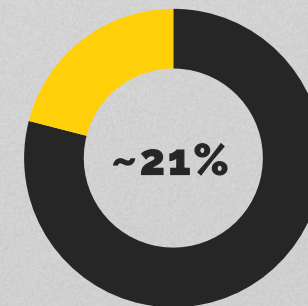
SERVICES

- 18 live-service games with SEK 1+ bn of annual revenue.
- Development of own titles.
- Five independent studios with unique expertises.
- 20+ own/licensed IPs.
- 15+ current projects.

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



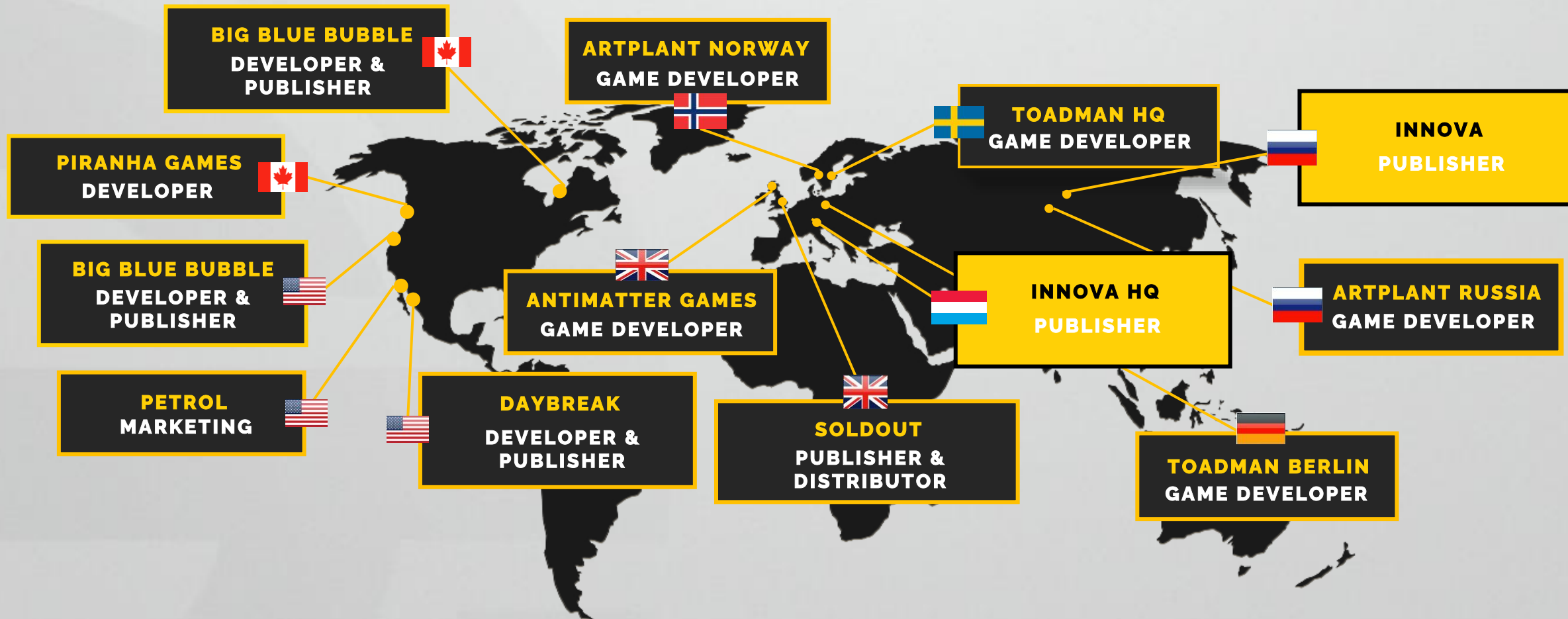
TOTAL REVENUE¹



TOTAL REVENUE¹

1) 2020 revenue on a pro forma basis

OUR OFFICES



GEORGY CHUMBURIDZE

Chairman of the Board & Founder

Georgy has broad expertise spanning from gaming and digital entertainment business to mobile cellular infrastructure.





EG7 AS AN INVESTMENT

- Net revenue grew by more than **245%** compared to Q4 2019.
- **Transformational acquisition** of US game developer Daybreak Game Company.
- **Raised SEK 1.7bn** from several institutional investors to finance M&A strategy.
- **Acquisition** of Canadian game developer Piranha Games.
- Covid-19 deemed to have **neutral effect** on sales and earnings.
- **Strong M&A pipeline** going forward.
- **Acquisition** of game publisher Innova after the quarter.
- Prepared for implementation of **IFRS** accounting standard.
- Record investments in own games, successful company integrations.

2,061**SEKm**PRO-FORMA
TOTAL REVENUE
FY 2020**652****SEKm**PRO-FORMA
ADJ. EBITDA
FY 2020**521****SEKm**PRO-FORMA
TOTAL REVENUE
Q4 2020**143****SEKm**PRO-FORMA
ADJ. EBITDA
Q4 2020

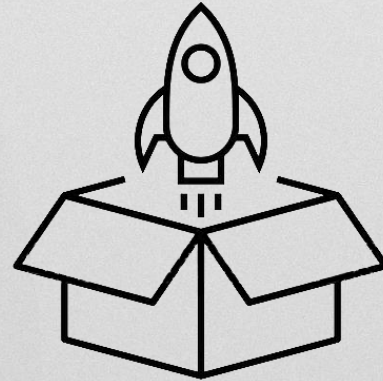
NEXT LOGICAL STEPS FOR EG7



1.

M&A PIPELINE

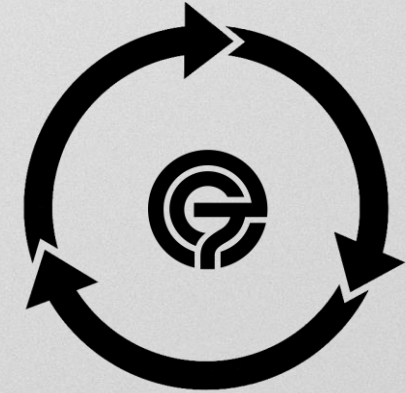
M&A pipeline is stronger than ever.



2.

GAMES TO BE RELEASED

Our pipeline of 15+ games to be released, including million copy sellers.



3.

COMPLETE ECO-SYSTEM

Now that the eco-system is complete, we are very excited about the future.

ALIGNED INCENTIVES BETWEEN MANAGEMENT AND INVESTORS

SHAREHOLDER ¹	TYPE OF INVESTOR	SHARES	CAPITAL %
Dan Sten Olsson with family and trust (including board member Erik Nielsen)	Investor, Represented on Board Level	6,912,000	9.0%
Jason Epstein through companies	Chairman of the Board, Daybreak	6,910,000	9.0%
Handelsbanken Fonder	Institutional Investor	3,932,000	5.1%
Robin Flodin	CEO & Co-Founder	3,817,713	5.0%
Swedbank Robur Fonder	Institutional Investor	3,800,000	5.0%
Rasmus Davidsson	Co-Founder	2,872,743	3.7%
TIN Fonder	Institutional Investor	2,840,000	3.7%
Länsförsäkringar Fonder	Institutional Investor	2,436,288	3.2%
Avanza Pension	Institutional and Retail Investors	2,100,486	2.7%
SPSW Capital / Lloyd Fonds AG	Institutional Investor	2,021,500	2.6%
Johan Svensson	External Investor	1,951,362	2.5%
Alan Hunter	Petrol Co-Founder	1,835,876	2.4%
Ben Granados	Petrol Co-Founder	1,769,317	2.3%
Alexander Albedj	Chairman of the Board	1,679,084	2.2%
Första AP-fonden	Institutional Investor	1,600,000	2.1%
Other shareholders		30,145,049	39.3%
Total		76,630,359	100%
Management and Board Controls		34,012,150	44%

1) Holdings as of January 31, 2021



**7
STRONG
REASONS
TO INVEST**

1. **Unique world-class gaming eco-system.**
2. EG7 holds some of the **strongest game IP's** in the world.
3. **Proven shareholder value** through acquisitions.
4. **Diversified risk** through stable cash-flow, low-risk, profitable services division and experienced game development division.
5. High potential through a games division with a **massive pipeline of strong titles.**
6. **Incentivized management and board** that controls 44% of the shares.
7. **Experienced team.**

THANK YOU

