



Q1 INVESTOR PRESENTATION – MAY 2021

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- Highest revenue and profit in the history of the company.
- Total revenue of SEK 346.5 million, a growth of 112% compared to Q1 2020.
- EBITDA of SEK 87.0 million, a growth of 492% compared to Q1 2020.
- Closed acquisition of Innova Games 31 March 2021 and will be included in the P&L from 1 April 2021.
- Closed acquisition of Piranha Games 27 February 2021 and is included in the financials from 1 March 2021.
- Converted to IFRS from 1 January 2021 and presented the first quarterly report with IFRS.
- Record investment in new products and strongest ever M&A pipeline.
- Outlook for Q2 2021 is substantially higher revenue due to organic growth and inclusion of closed acquisitions in Q1-2021.

346.5**SEKm**TOTAL REVENUE
Q1 2021**87.0****SEKm**EBITDA
Q1 2021**25%**EBITDA MARGIN
Q1 2021**2**ACQUISITIONS
CLOSED
Q1 2021



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

1. An IP-portfolio consisting of world-class live and premium titles:

- o EG7 holds a diversified portfolio of **live services** such as EverQuest, Lord of the Rings, PlanetSide, DC Universe, Dungeons and Dragons and My Singing Monsters.
- o This **Games-as-a-Service** ("GaaS") portfolio accounts for the majority of the revenues and profits with **predictable recurring monthly revenues**.
- o Majority of capex is "bolt-on" as opposed to "premium product" over 3-5 years.
- o In excess of 80% of the revenue originates from live titles as opposed to new releases.

2. Proprietary game distribution platform:

- o Traditional game distribution platform margin loss: 15-30%
- o EG7 proprietary platform margin loss: Less than 5%
- o Own platform results in **ownership of user information** and controlling all consumer messaging and marketing.
- o Own current and future EG7 titles to be included in proprietary platform allowing for cost synergies and **margin expansion**.
- o In excess of 90% of the revenue originates from live titles on the platform as opposed to new releases.

3. World class service platform:

- o Marketing, publishing and distribution for both internal and external projects.
- o Petrol, the number one gaming marketing agency which is leveraged by combining ownership of consumer messaging with ownership of user data.
- o The services side of the eco-system is a powerful tool in assisting EG7's game developing companies and a key aspect in procuring M&A.
- o In excess of 70% of the revenue originates from repeat clients as opposed to new clients.

80%

Recurring Revenue

20%

Non-Recurring

2,001

SEKm

REVENUE PRO
FORMA RTM
Q1 2021

601

SEKm

ADJ. EBITDA PRO
FORMA RTM
Q1 2021

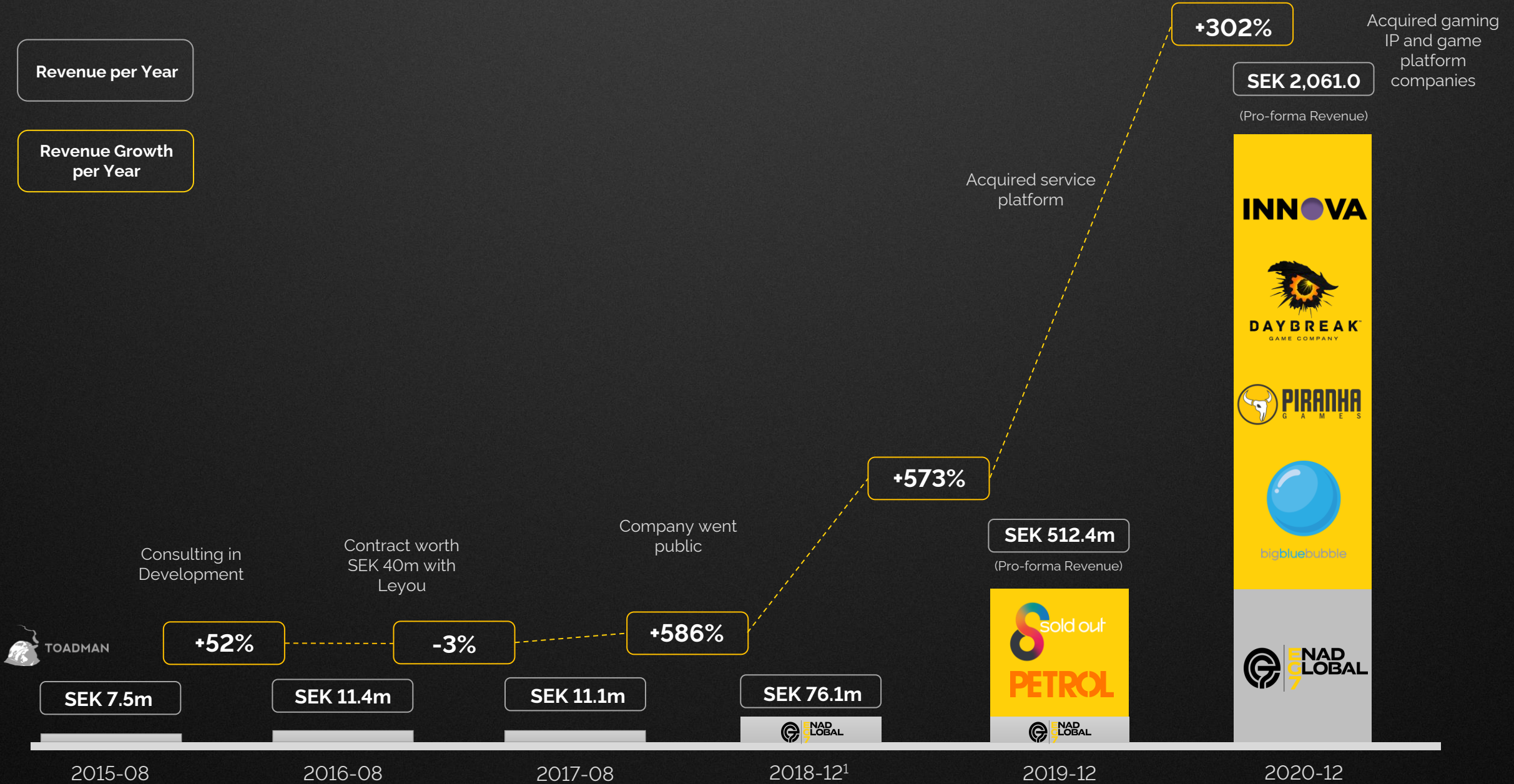
30%

ADJ. EBITDA MARGIN

835

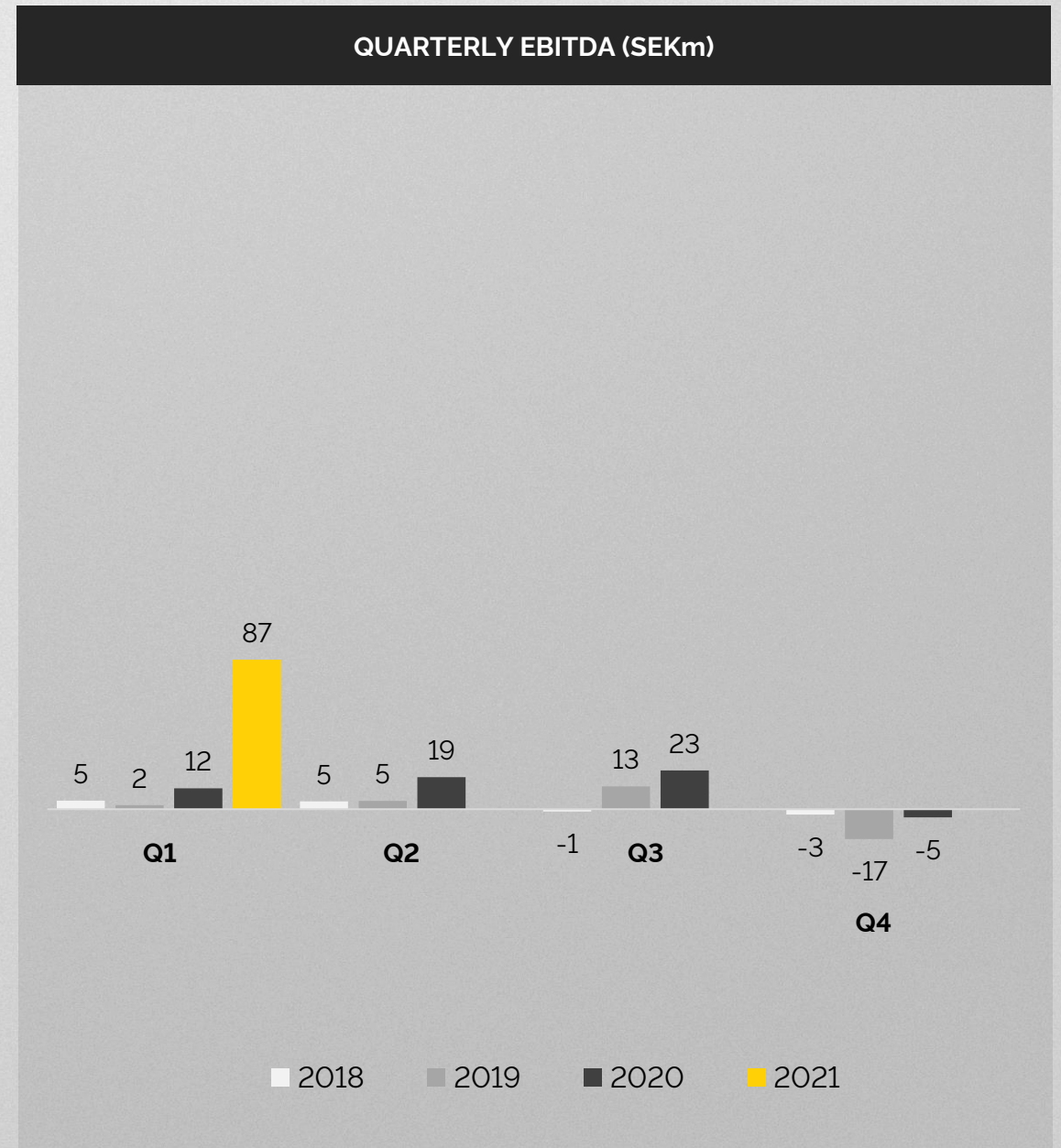
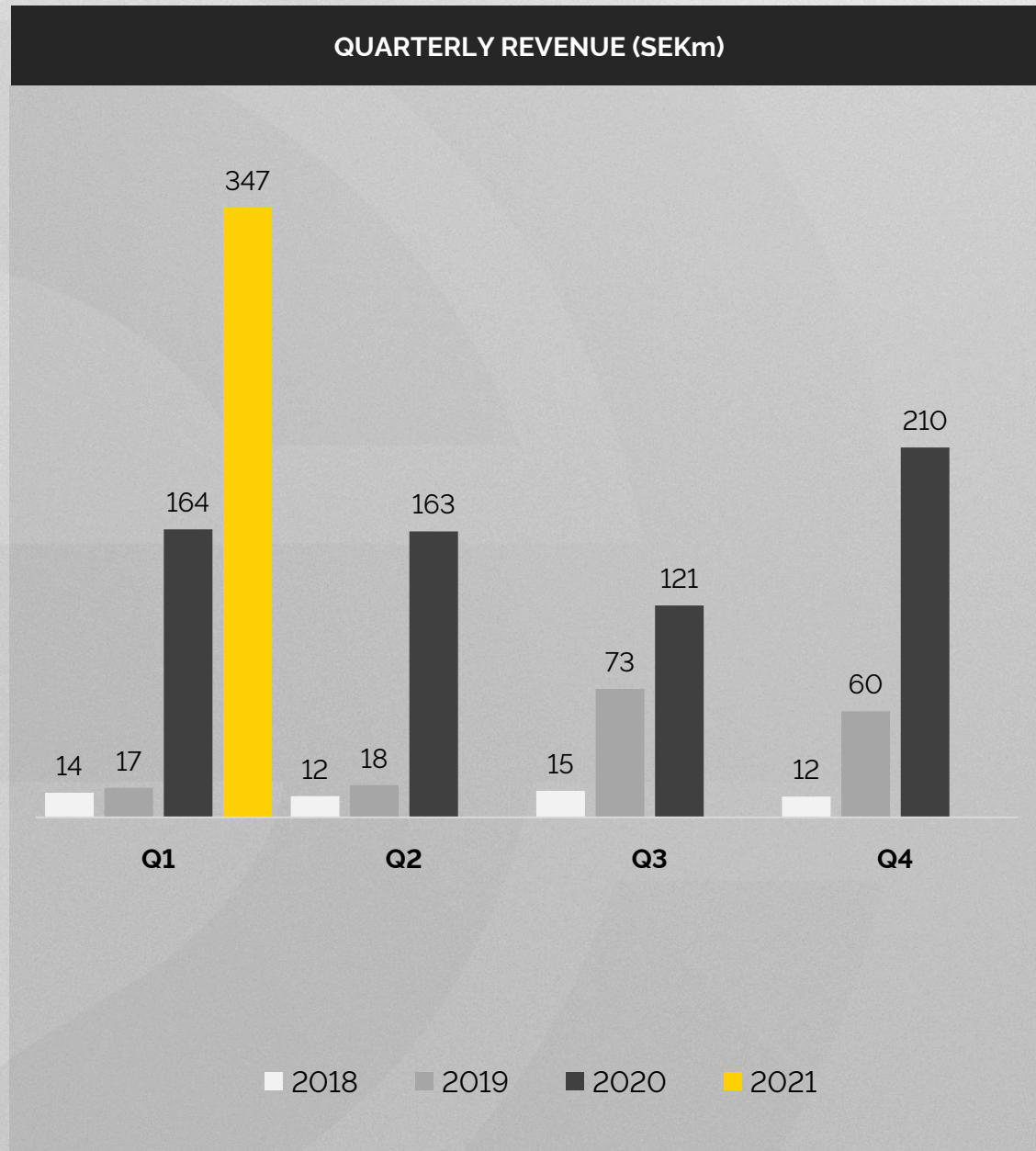
EMPLOYEES

HISTORY & FINANCIALS



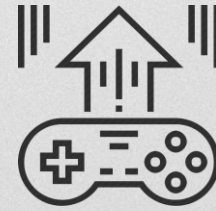
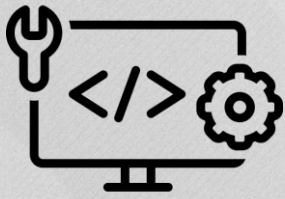
1) Changed to calendar year. 2018 figures referring to 2017/09/01-2018/12/31, i.e. 16 months.

HISTORICAL QUARTERLY GROWTH¹



1) Reported total revenue and EBITDA

WE CONTROL THE ENTIRE VALUE CHAIN



DEVELOPING

MARKETING

PUBLISHING

DISTRIBUTION/ PLATFORM



- Daybreak, owner of 7 IP's that are live and account for 50% of the revenue, mainly PC and Console. Distributed mainly through our own platform.
- Big Blue Bubble, owner of My Singing Monsters, mainly mobile. Distributed mainly via Appstore and Google Play.
- Piranha, holds the MechWarrior license, mainly PC and Console, Distributed mainly via Epic Store, Steam and Xbox Live.
- Toadman Studios, developer of new IP and content, mainly PC and Console.



Petrol, one of the most prominent video game marketing agencies in the western world



Sold Out, first and third party game publisher and distributor



- Innova, via own platform 4Game. Has 12 live games today.
- Daybreak, via own platforms. Has 7 live games today.

OUR GAMES



RELEASED 1999



RELEASED 2012



RELEASED 2015



RELEASED 2012



RELEASED 2007



RELEASED 2011



RELEASED 2006

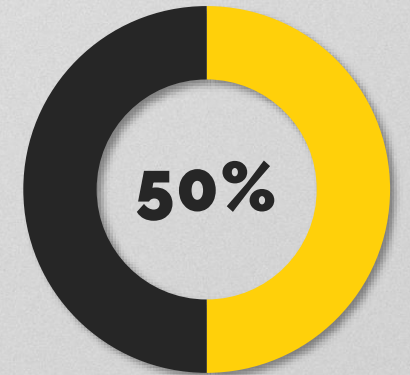


RELEASED 2004

WELL DIVERSIFIED LIVE SERVICE PORTFOLIO

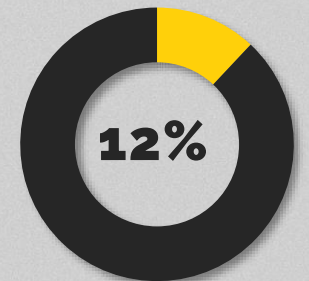
	EVERQUEST	PLANETSIDE 2	H1Z1	MY SINGING MONSTERS
RELEASE DATE	1999	2012	2015	2012
DESCRIPTION	Fantasy MMORPG	Sci-Fi MMOFPS	Battle Royale MMO	Casual Simulation
PLATFORM	PC	PC, Console	PC, Console	Mobile, PC
IP OWNERSHIP	Original IP	Original IP	Original IP	Original IP
METACRITIC	85	84	70	91

LIVE-SERVICE GAMES % OF TOTAL GROUP PRO FORMA 2020 REVENUE



	LORD OF THE RINGS ONLINE	DC UNIVERSE ONLINE	DUNGEONS AND DRAGONS ONLINE	EVERQUEST 2
RELEASE DATE	2007	2011	2006	2004
DESCRIPTION	Fantasy MMORPG	Superhero MMORPG	Fantasy MMORPG	Fantasy MMORPG
PLATFORM	PC	PC, Console	PC	PC
IP OWNERSHIP	Licensed IP	Licensed IP	Licensed IP	Original IP
METACRITIC	88	75	74	83

OTHER GAMES % OF TOTAL GROUP PRO FORMA 2020 REVENUE

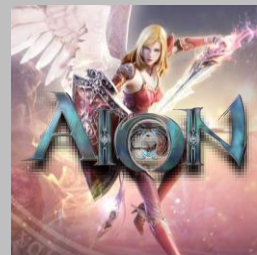


PROPRIETARY GAME DISTRIBUTION PLATFORM



- 4Game is EG7's proprietary game distribution platform with 12 licensed games and counting.
- Strong own technology/platform similar to Steam.
- Holds game licenses in EU and CIS.
- Revenue is only generated from live-service games on the platform, similar to the portfolio of live-service games EG7 owns.

SELECTION OF GAMES



16%

4GAME % OF
TOTAL GROUP PRO
FORMA 2020
REVENUE

WORLD-CLASS SERVICES



- Creative marketing studio with **40+ ongoing marketing projects**. Previous projects - Call of Duty Warzone, Far Cry 6 and Assassin's Creed Valhalla.
- Activision, Embracer, Ubisoft among other are repeat clients of Petrol.



- First and third-party publisher that has never had an unprofitable release.
- Frontier, Team17 and Rebellion among other are repeat clients of Sold Out.



OUR OFFICES



ALIGNED INCENTIVES BETWEEN MANAGEMENT AND INVESTORS

DAN STEN OLSSON BOARD REPRESENTATION VIA ERIK NIELSEN	Shares: 6,912,000
JASON EPSTEIN BOARD	Shares: 6,910,000
ROBIN FLODIN CEO EG7	Shares: 3,817,713
RASMUS DAVIDSSON CO-FOUNDER EG7	Shares: 2,872,743
ALAN HUNTER CO-FOUNDER PETROL	Shares: 1,835,876
BEN GRANADOS CO-FOUNDER PETROL	Shares: 1,769,317
DAMIR SLOGAR FOUNDER AND CEO BIG BLUE BUBBLE	Shares: 1,298,256

GEORGY CHUMBURIDZE FOUNDER INNOVA	Shares: 9,726,053
ALEXANDER ALBEDJ CHAIRMAN	Shares: 1,679,084
JAMES CATO CO-FOUNDER SOLD OUT	Shares: 1,386,320
GARRY WILLIAMS CO-FOUNDER SOLD OUT	Shares: 1,386,320
RUSS BULLOCK CEO PIRANHA	Shares: 404,040
JI HAM CEO DAYBREAK	Shares: 926,376
OLA NILSSON HEAD OF STUDIO TOADMAN	Shares: 770,000

TOTAL BOARD AND MANAGEMENT OWNERSHIP:	51%
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1) Holdings as of April 30, 2021

FUTURE GROWTH INITIATIVES

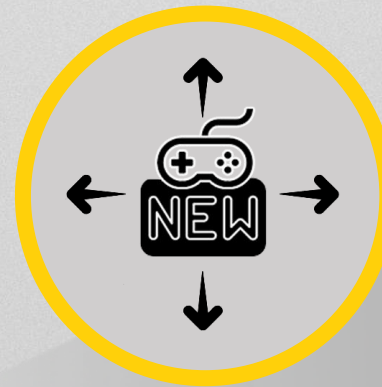
OWN IP INTO
PLATFORM



GEOGRAPHICAL
PLATFORM
EXPANSION



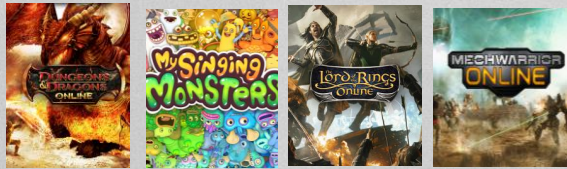
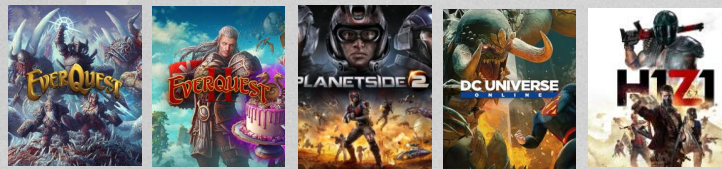
GAME EXPANSIONS
AND NEW TITLES



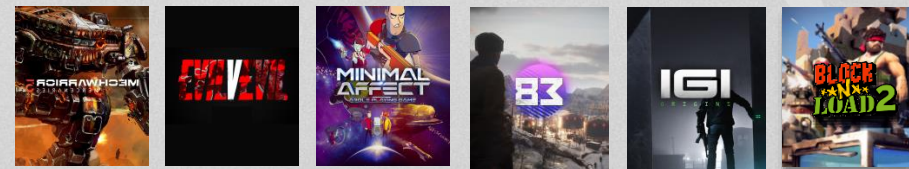
M&A PIPELINE



CURRENT AND FUTURE TITLES TO BE INCLUDED IN 4GAME PLATFORM



LIVE-SERVICES
GAMES



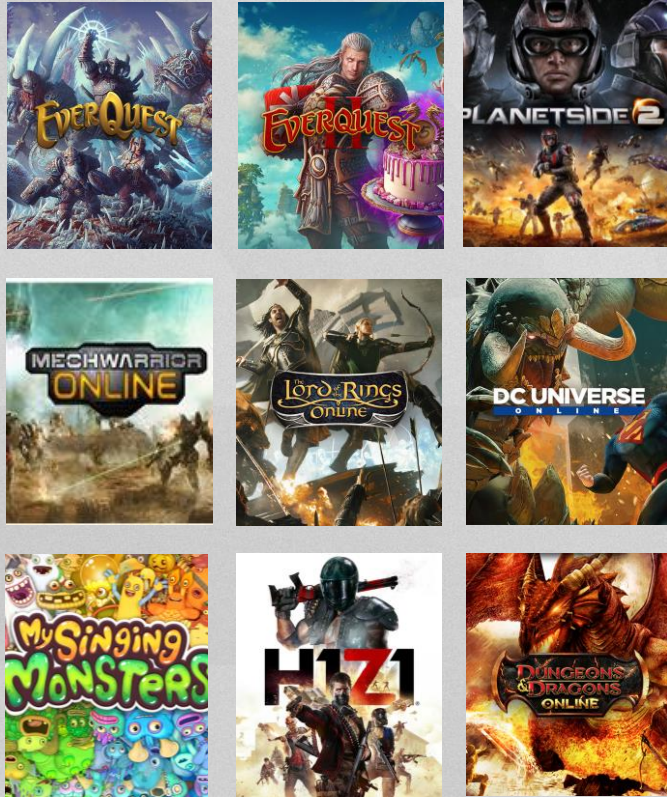
UPCOMING
TITLES

GEOGRAPHICAL PLATFORM EXPANSION

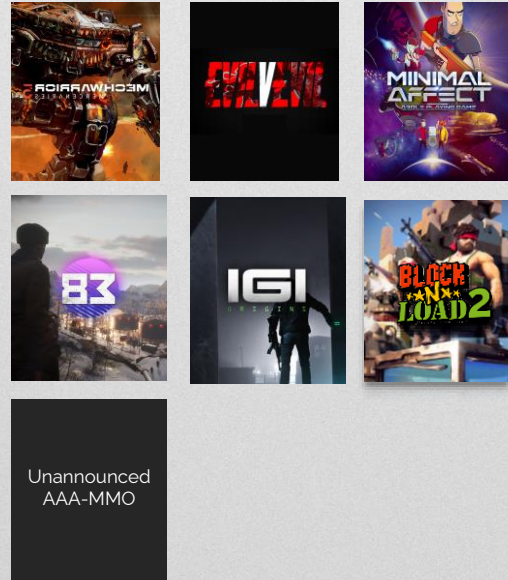


STRONG IN EUROPE AND CIS – POTENTIAL FOR GEOGRAPHIC EXPANSION

GAME EXPANSIONS



NEW TITLES



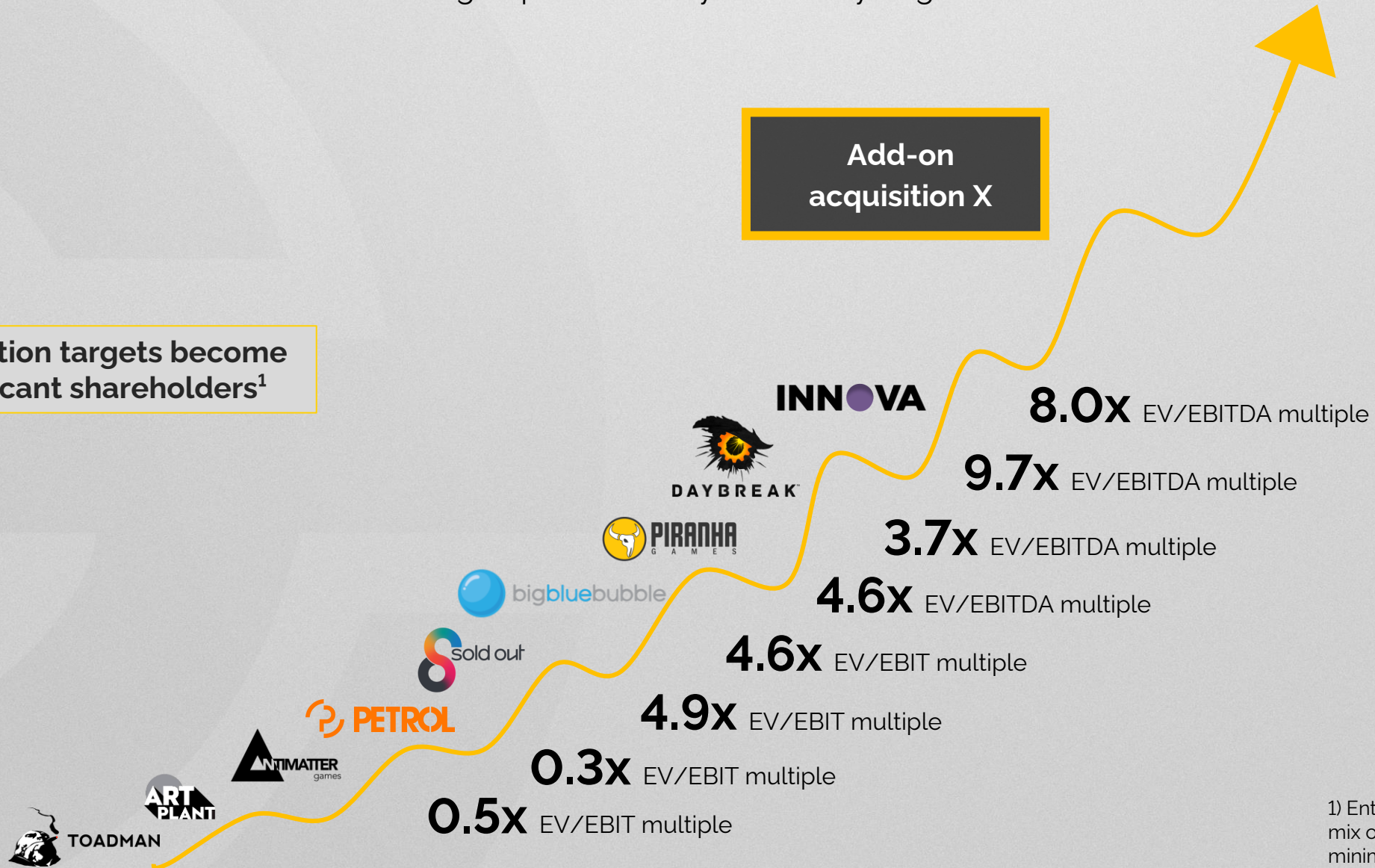
FUTURE POTENTIAL



- Bolt-on investments into existing portfolio is a beneficial method of achieving a more immediate pay-off than the typical premium product investment.
- Investments in new IP can create significant value if the title is successful, both in terms of positive cash-flow and the value of the IP/brand.

We employ a selective M&A strategy due to our semi-active approach. We want to successfully integrate the companies into the group and thereby create synergistic value.

Acquisition targets become significant shareholders¹



1) Entrepreneurs are usually paid in a mix of cash and shares in order to minimize negative cash flow and align incentives



**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 51% of the shares.
7. **Experienced team.**

THANK YOU

