



azerion

## Azerion Q2 Update

September 2020

# AZERION'S LEADERSHIP

HIGHLY EXPERIENCED MANAGEMENT TEAM WITH FOUNDERS STILL ACTIVE IN THE GROUP



**Atilla Aytekin**

Group CEO & Co-founder, Chairman of the Board

**Presenting today**

- Serial entrepreneur for more than 20 years
- Entrepreneurial drive within technology and digital ecosystems
- Founder as well as acquirer of many technological and digital companies



**Umut Akpınar**

Group CEO & Co-founder, Chairman of the Board

- Serial entrepreneur for more than 20 years
- Founder as well as acquirer of many technological and digital companies, e.g. Triodor Software, Improve Digital, Widespace, Sellbranch and many other companies



**Maria del Dado Alonso Sanchez**

Group CFO & Executive Board Member

**Presenting today**

- 20 years of financial experience from global corporations
- Former Global Finance Director at OLX/Naspers, CFO at C&A Netherlands as well as various executive roles at Amazon and Siemens
- MA in Law, MA in Business Administration and MSc in IT Management



**Joost Merks**

Group CIO & Executive Board Member

- Serial entrepreneur for more than 12 years
- Founder of Yoki which was merged with Azerion in 2015
- Actively involved in the expansional growth of the global business



**Sebastiaan Moesman**

Group CRO & Executive Board Member

- Entrepreneur & media executive
- Former COO of GroupM Connect, CEO Improve Digital
- Founder of Reddion (later sold to the global media agency WPP)



**Cyril Zimmermann**

Group Strategic Projects & Executive Board Member

- Founder & CEO of AdUX and Felix Citybird, co-founder of Botnik
- Board member of a number of firms and an investor in companies such as Believe Digital, Botnik, Demotivateur, Frizbiz, Vialife

# AZERION AT A GLANCE

A LEADING GLOBAL **GAMING** AND MONETIZATION **TECHNOLOGY** COMPANY



Gaming and Monetization Company

**GLOBAL**



**15 OFFICES**

**+850 EMPLOYEES (-11%)**

Strong Owned and 3rd Party Casual Gaming IP's

**GAMING**



**400M GAMEPLAYS (+10%)**

**+80M MAU**

Owned Monetization Technology/Infrastructure

**TECH**



**+400M USERS REACHED (+14%)**

**+6.4BN SOLD DIGITAL ADS (+17%)**

Stellar Growth and Profitable

**PROFIT**



**+125% REVENUE CAGR FY15 –FY19**

**+EUR 20.6M ADJ. EBITDA LTM Q2 2020**

# Q2 FINANCIAL HIGHLIGHTS



Q2 2020 vs Q2 2019

REVENUE



€43.9m to €49.2m

EBITDA



€4.4m to €7.5m

ARPDau



€0.032 to €0.036

eCPM



€1.37 to €0.60

PRODUCT LAUNCHES



COVID IMPACT

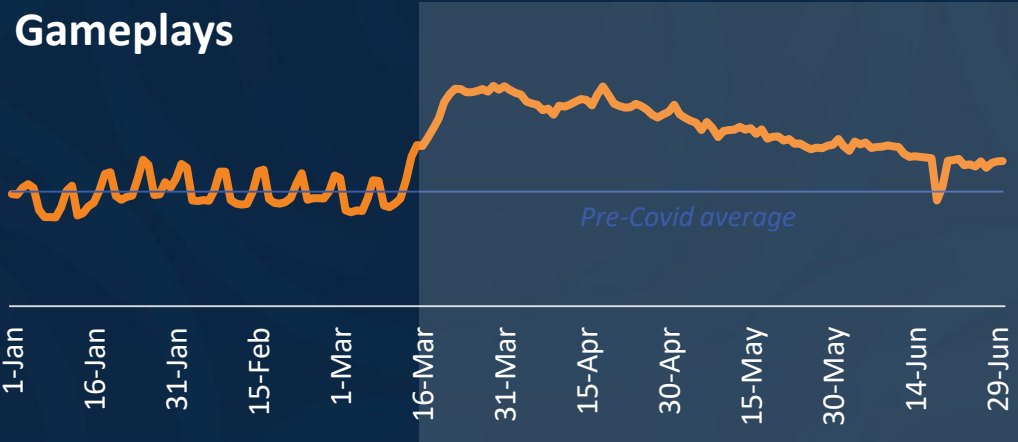


# COVID-19 UPDATE

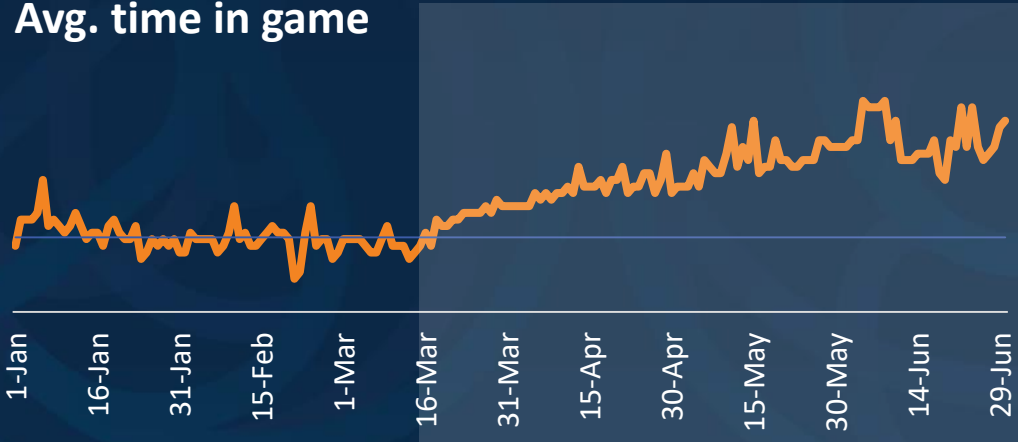


## GAMING

### Gameplays

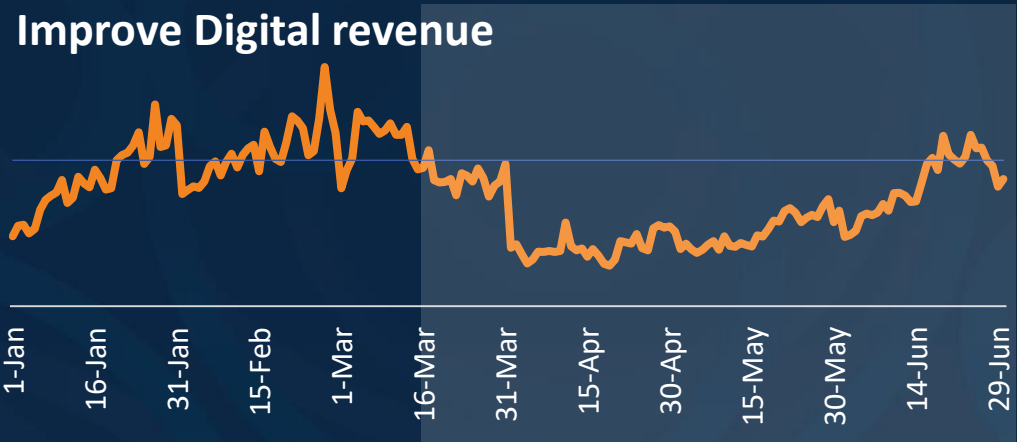


### Avg. time in game

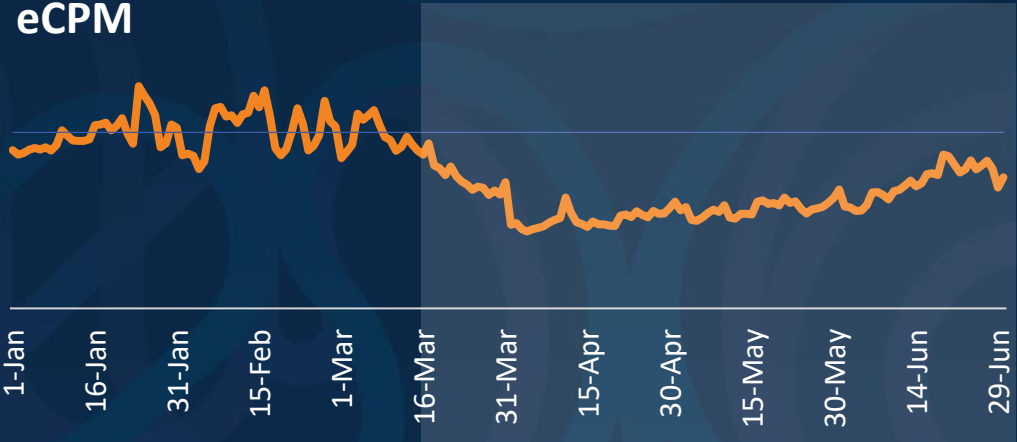


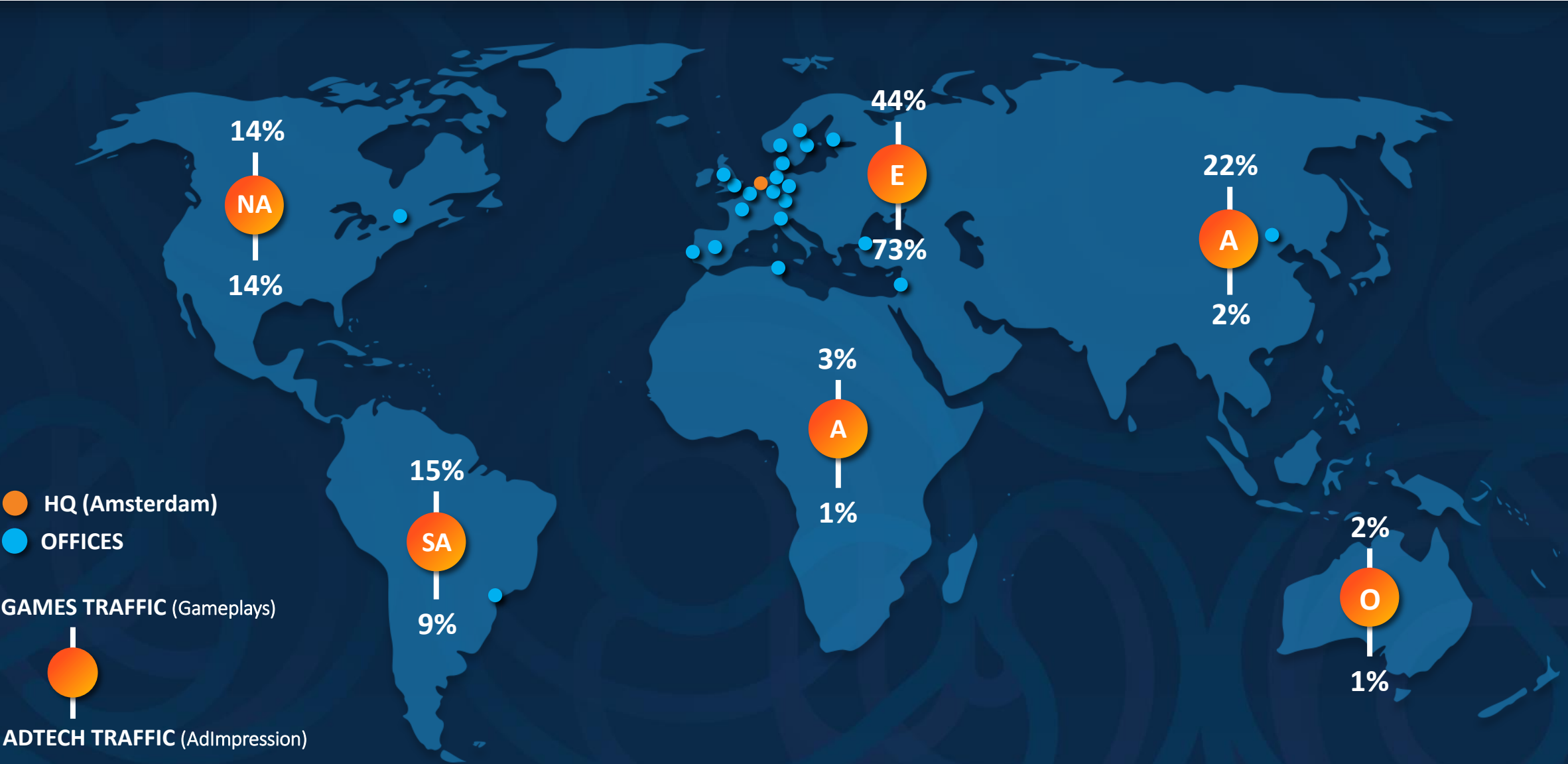
## MONETIZATION TECH

### Improve Digital revenue

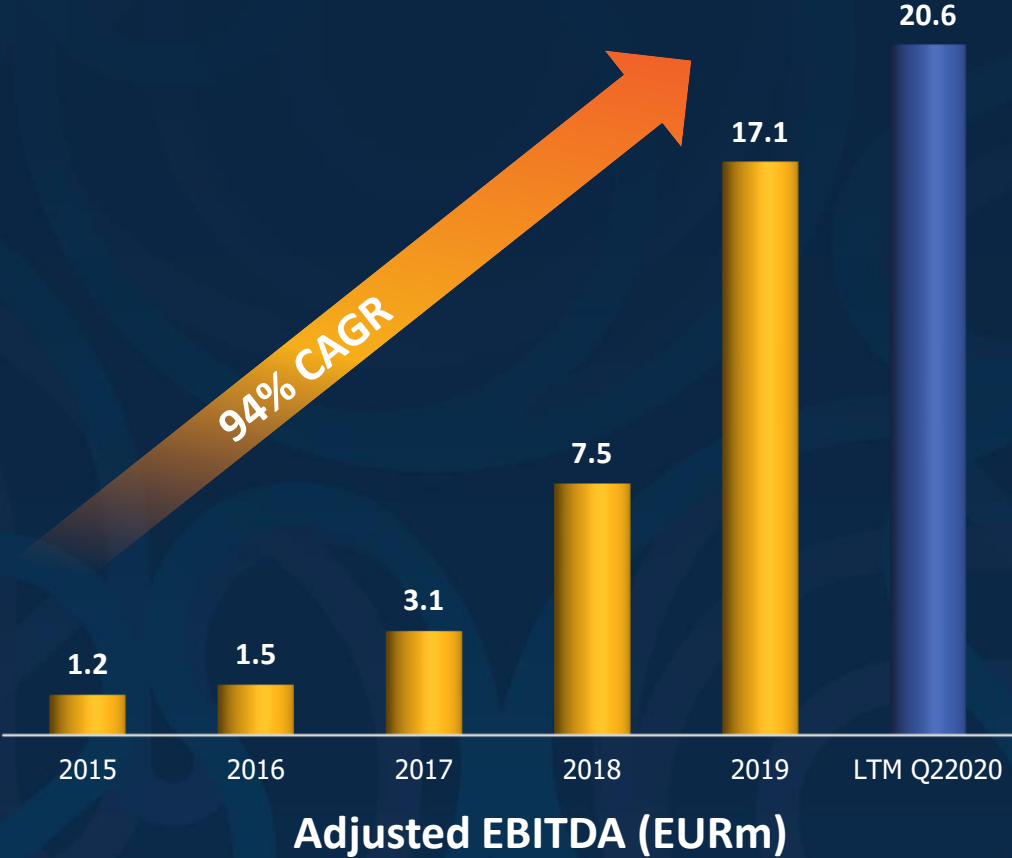
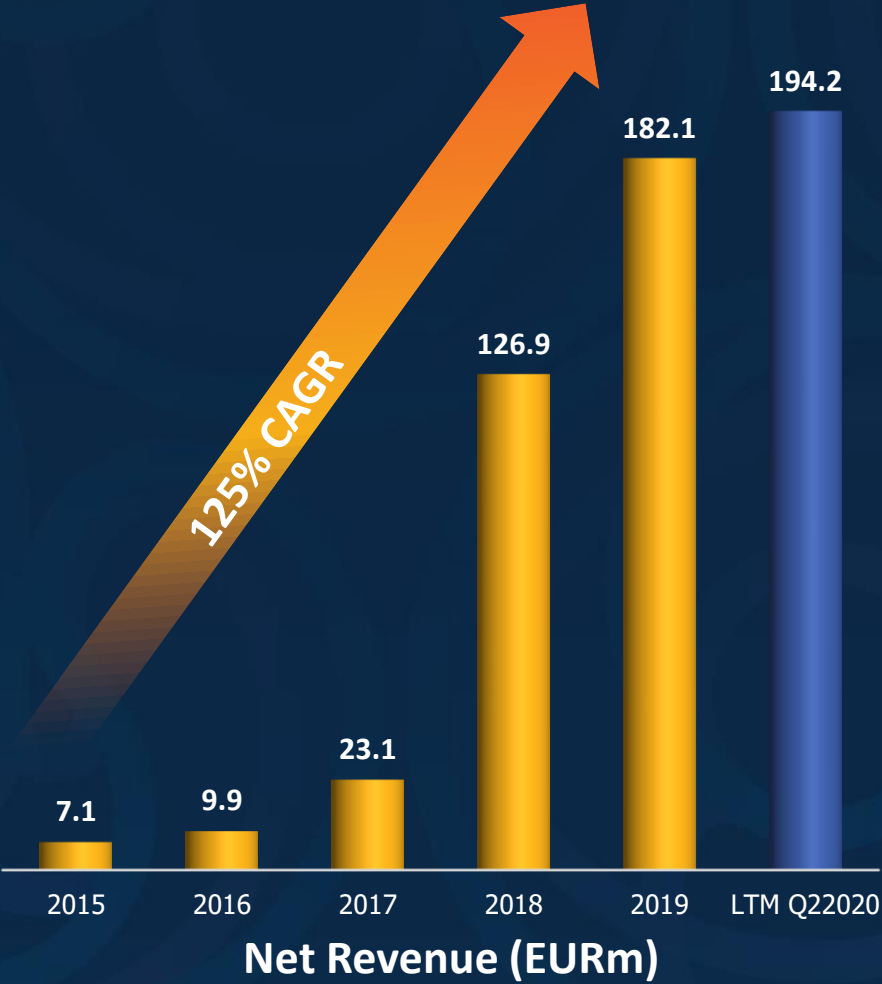


### eCPM

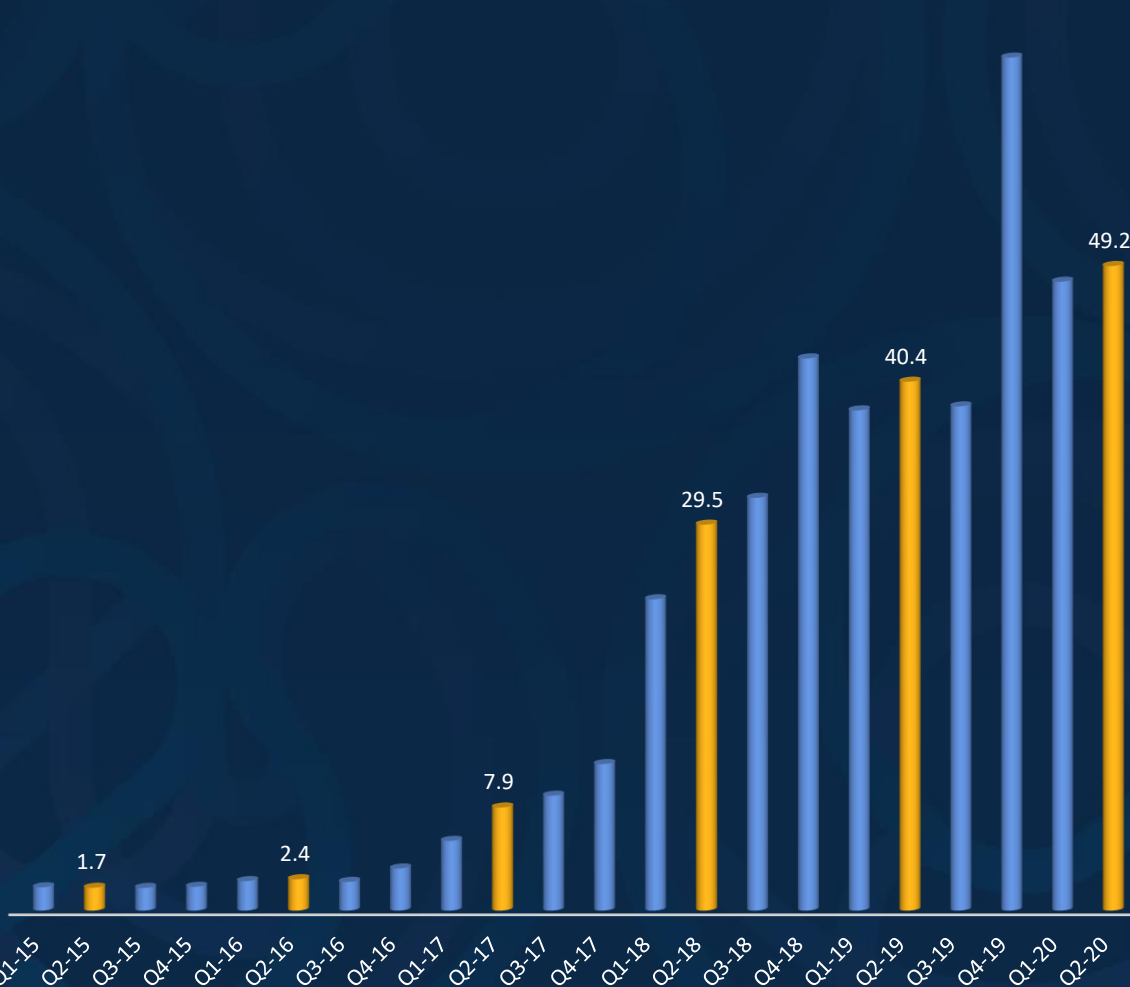




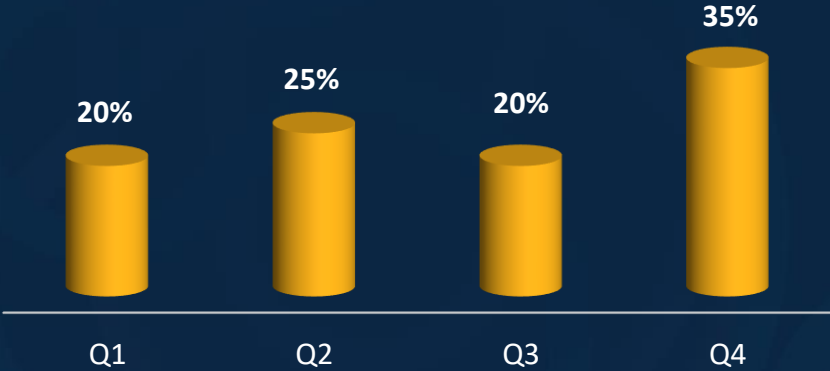
# STELLAR & PROFITABLE FINANCIAL GROWTH



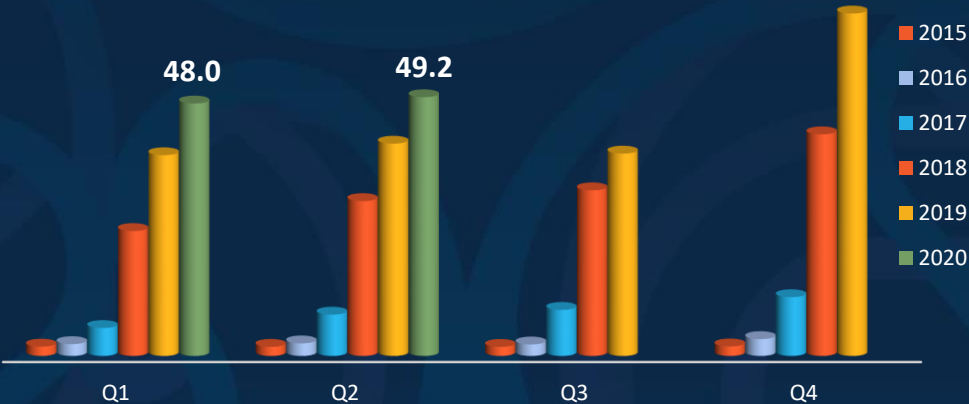
# STELLAR & PROFITABLE FINANCIAL GROWTH Q-COMPARISON



Revenue per quarter 2015-2019 in mEUR



Average organic seasonality 2015-2019



Year-over-year revenue per quarter 2015-2019

# Q2 KEY BUSINESS HIGHLIGHTS



## GAMING

MONOPOLY POKER

TROLL FACE QUEST

CONTINUED NEW GAME FEATURES

SPIL GAMES INTEGRATION



## MONETIZATION TECH

AUTOMATED BILLING FEATURE

USER PRIVACY ENHANCEMENTS

COLLECTIVE INTEGRATION



## KEY PARTNERSHIPS

MARS MEDIA

ITALIA ONLINE

ADFORM





# AZERION FINANCIALS



# Q2 FINANCIAL HIGHLIGHTS



**Revenue growth +12.3% (or EUR 5.3m)**



**Adjusted EBITDA @ EUR 7.5m up EUR 3.1m (15.1% margin)**



**Successful cost control program enhanced resilience towards Covid-19**

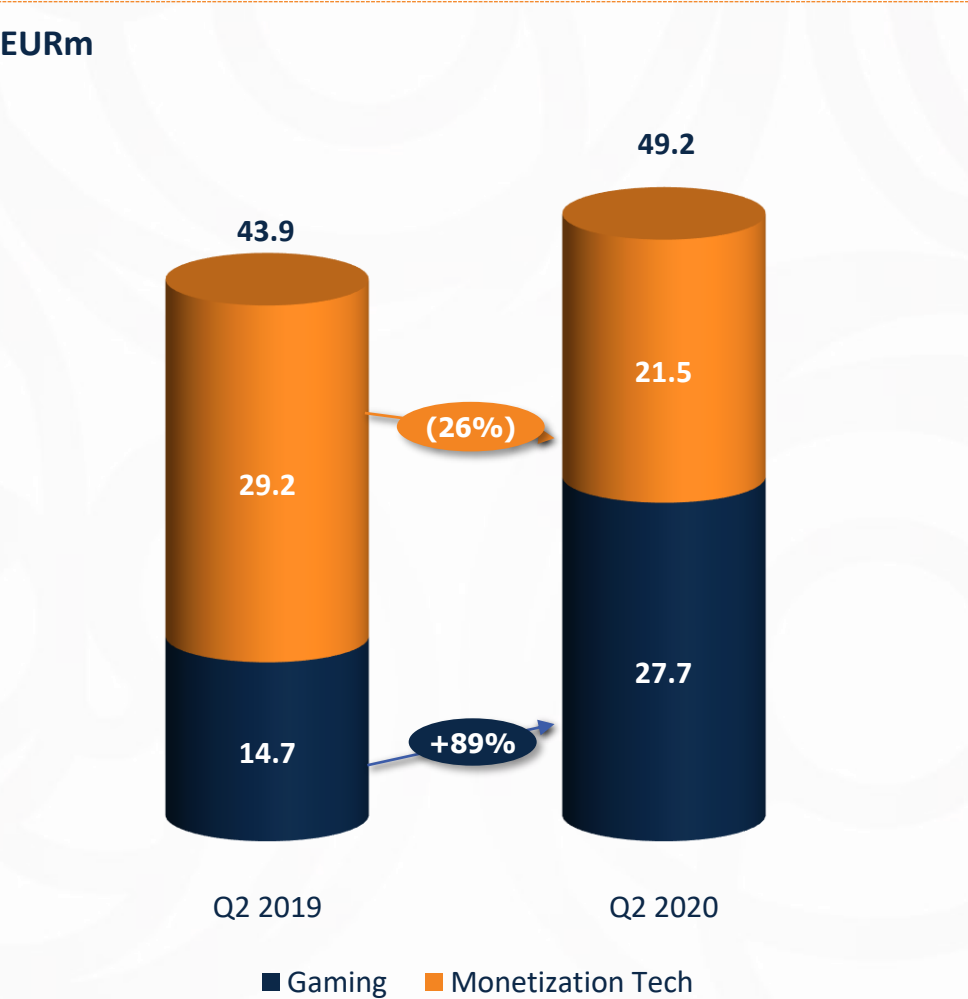


**Cash improvement by EUR 3.0m despite Covid-19**

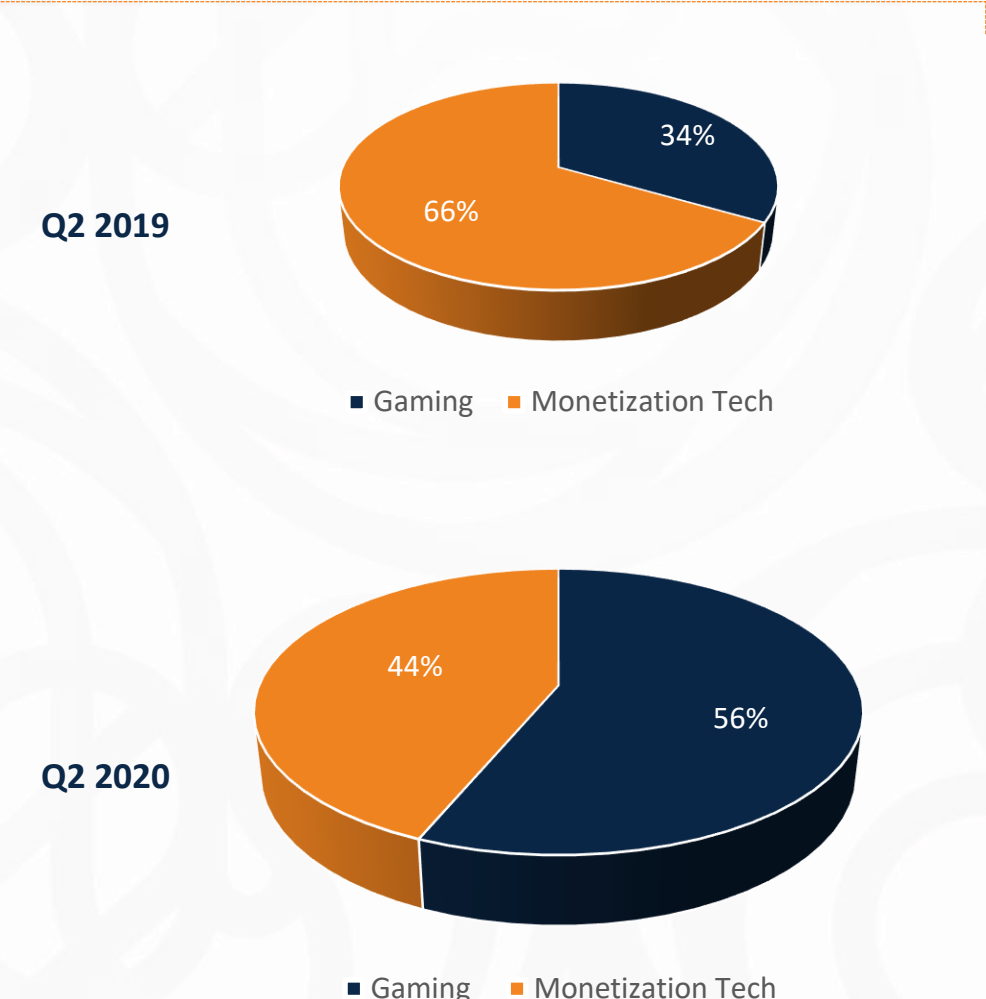
# Q2 NET REVENUE



Q2 Net revenue development



Q2 Net revenue split

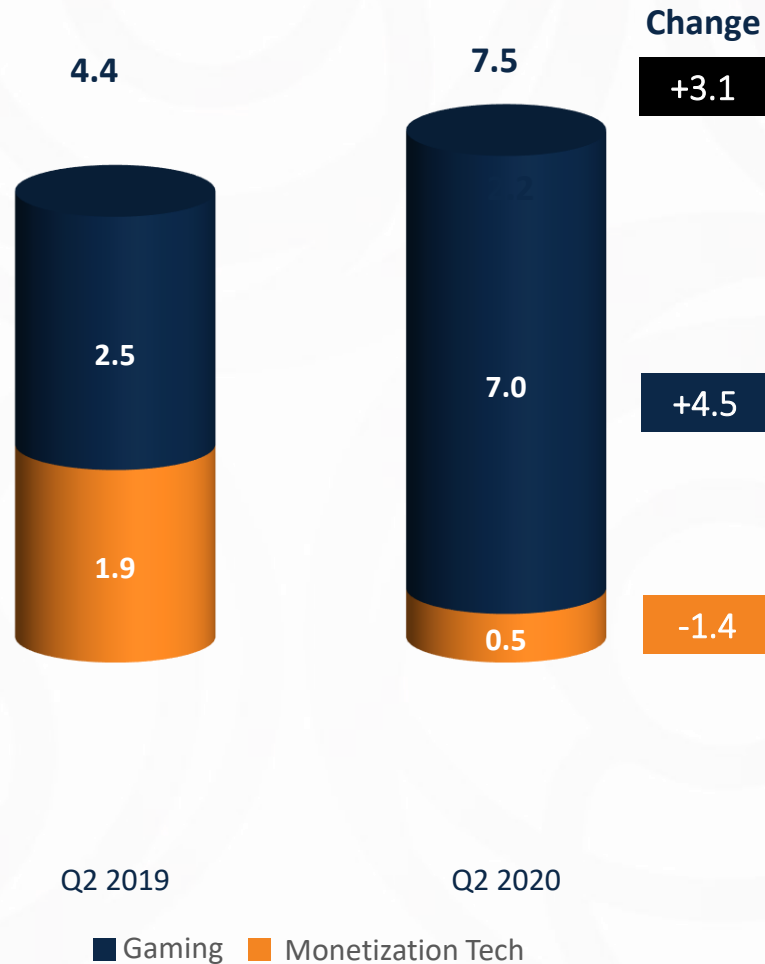


# Q2 ADJUSTED EBITDA AND P&L RATIOS



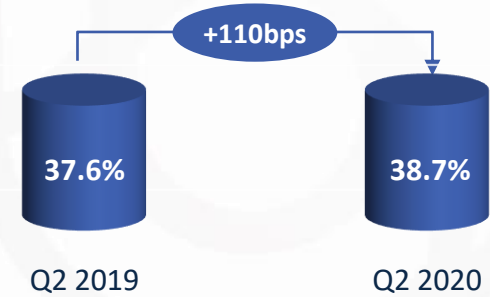
## Q2 Adjusted EBITDA development

EURm

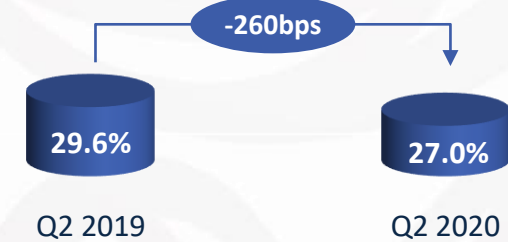


## Q2 P&L ratio development

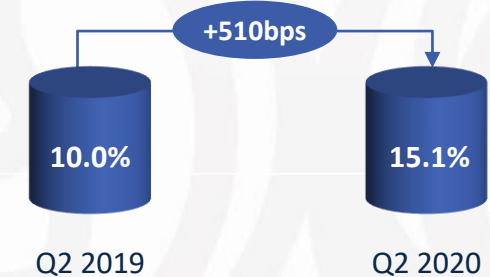
Gross margin %



Opex/ Revenue %



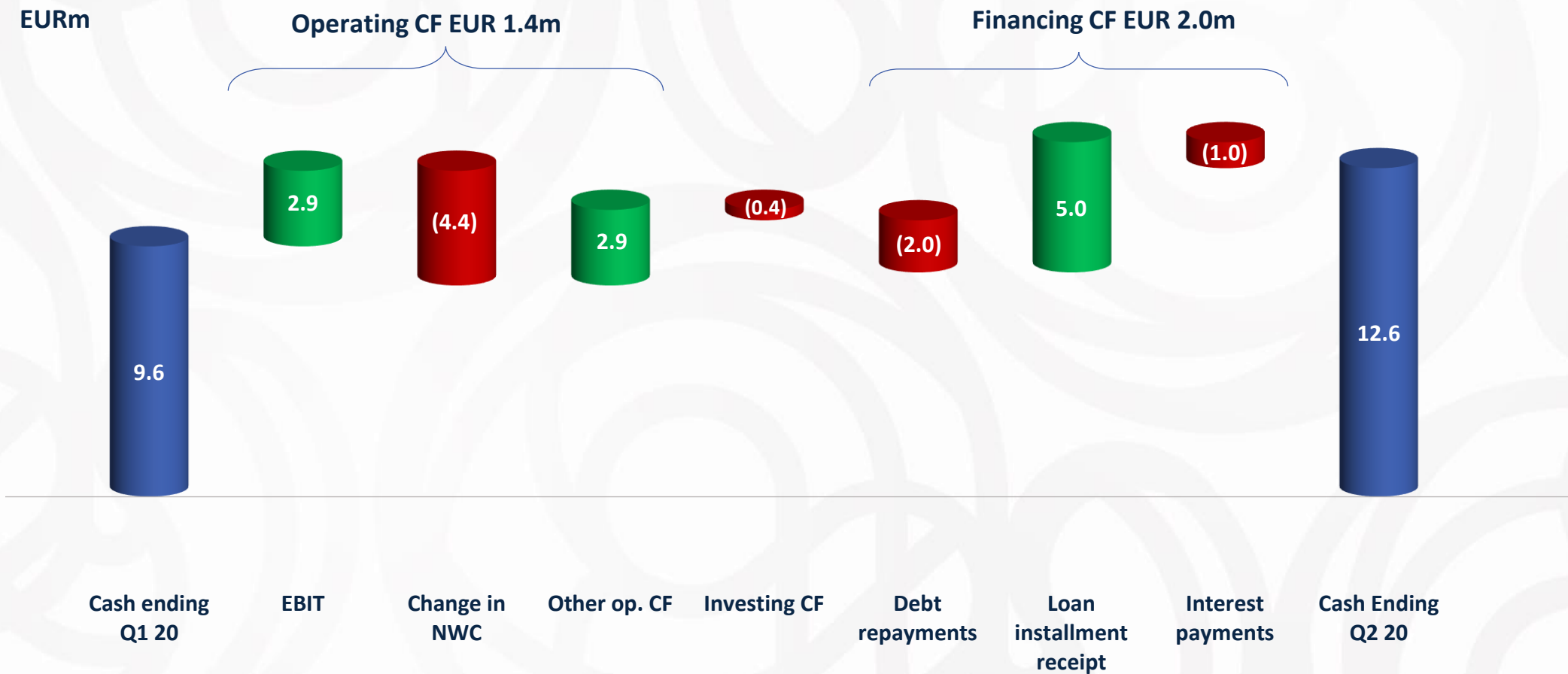
Adj. EBITDA margin %



# Q2 CASH FLOW



Q2 2020 cash flow development

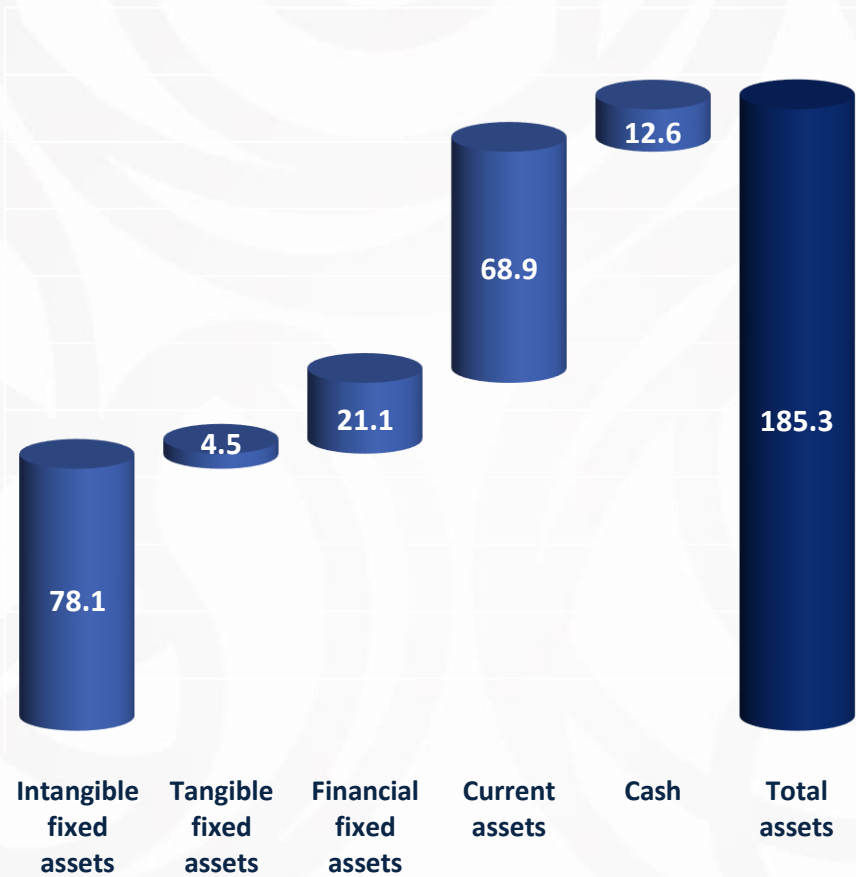


# Q2 BALANCE SHEET

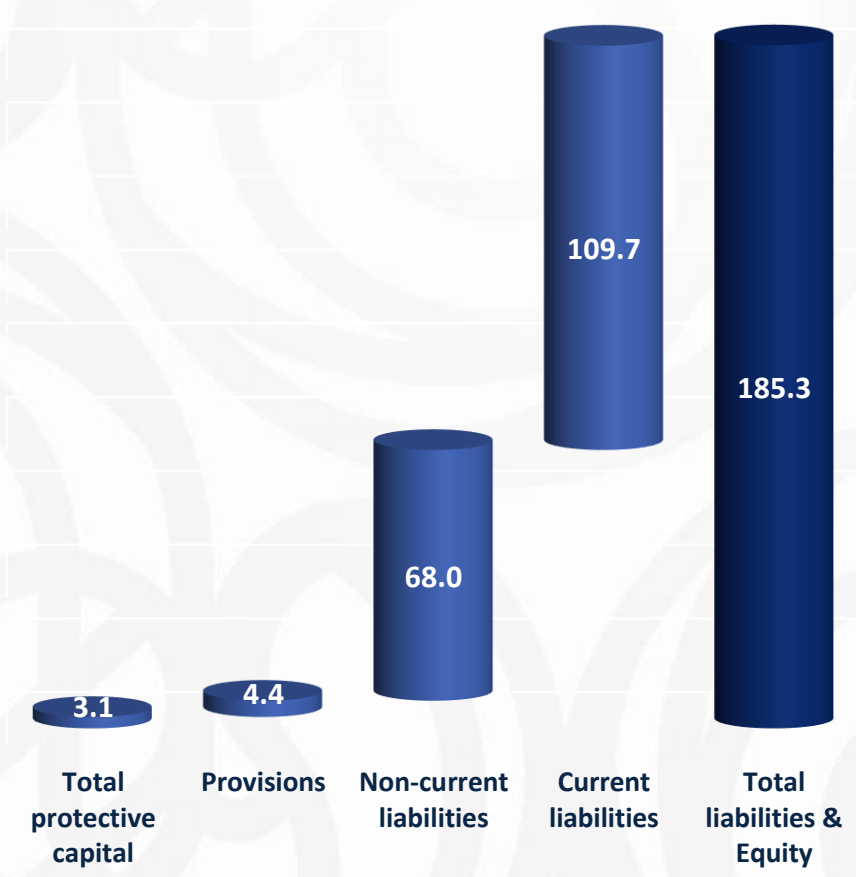


## Q2 Balance sheet

Assets (EURm)



Equity & Liabilities (EURm)





# OUTLOOK FY-2020



# OUTLOOK FOR REMAINDER OF 2020



**Covid-19**

Impact on revenue, EBITDA and organization

**Seasonality**

Q3 generally lower activity quarter (summer, less screen time)

**Gaming**

Expect normalized volumes and engagement

**Monetization**

Further Covid-19 recovery momentum into H2 (*see next slide*)

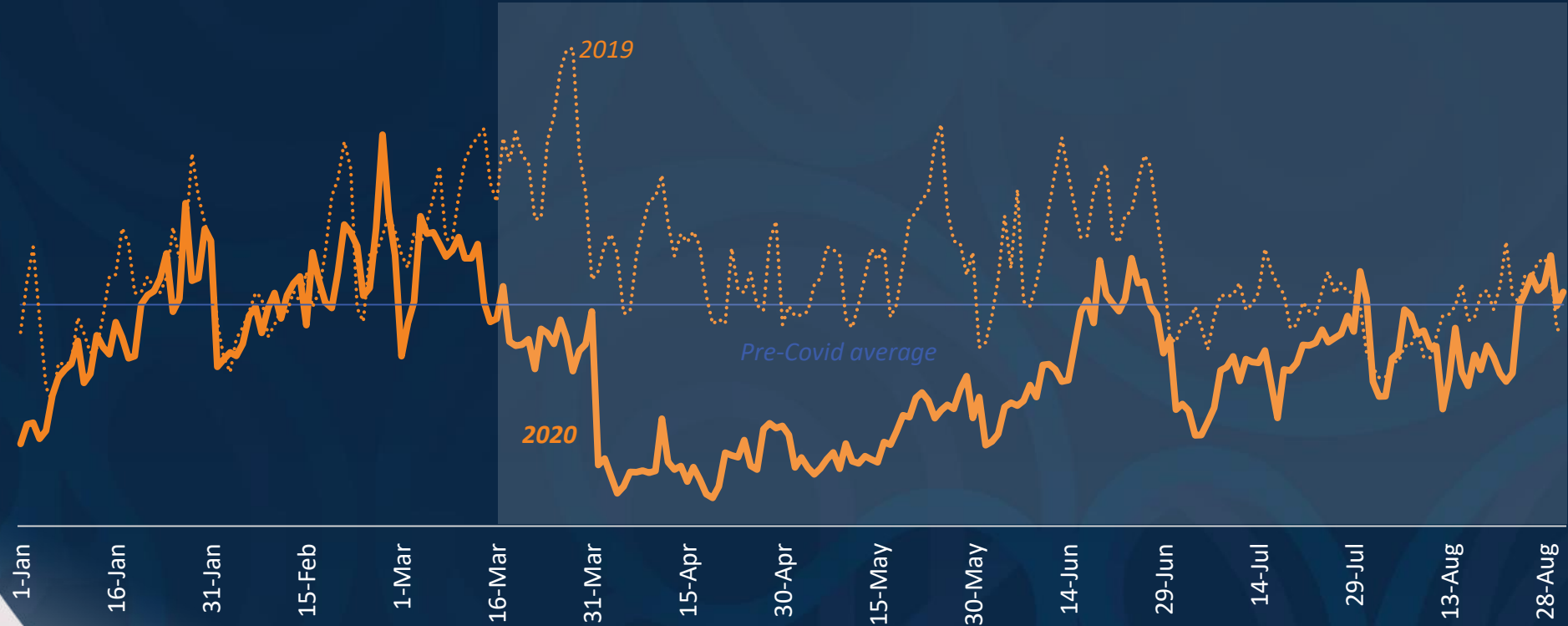
**FY 2020**

Adj. EBITDA: EUR 25.5m

# MONETIZATION TECH RECOVERY MOMENTUM CONTINUES



Improve Digital daily revenue





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THANK YOU