

Next. Level. Digital. Entertainment. Media.

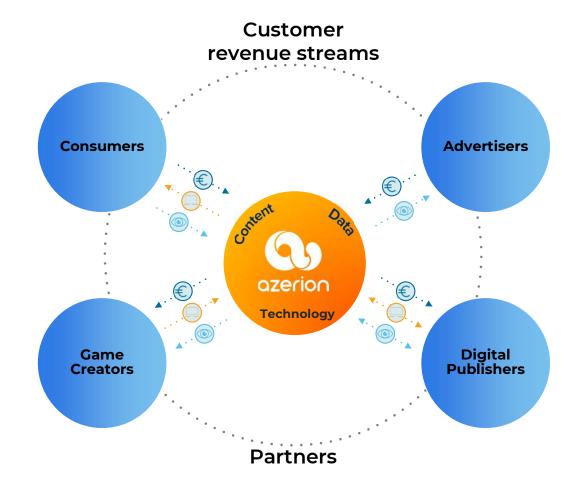




## **Delivering on our strategy**

We entertain audiences, and we help brands improve the way they engage with those audiences in the digital space







## Our scaled platform creates high barriers to entry

- ★ HQ Amsterdam
- Offices

1,000+
Employees of which 500+ tech and creatives¹

**HQ**Amsterdam
26 offices in
18 countries<sup>6</sup>



Customers

Partners



(1) Total headcount as of 30 September 2021. (2) Total number of unique users that are reached through all our products, including through our digital publisher network, in September 2021. (3) Average monthly number of advertisers placing >1 ad in Q2 2021. (4) Number of publishers with >1 transaction in June 2021, through Improve Digital. (5) Game developers for which Azerion distributes the content, as of June 2021. (6) As of June 2021. (7) Game titles as of as of Q4 2021, as part of the Game Distribution portfolio. (8) Average number of paid impressions served through Improve Digital per month in Q4 2021. (9) Number of active domains (websites and apps) where >1 paid impressions was shown in September 2021. (10) Average number of new games per month that are activated for distribution in our Casual Distribution channel and is a mix of external and internal content. Average over Q4 2021.

## High growth, increasingly profitable and cash flow positive



- Strong performance from all segments (Platform and Premium Games)
- Continued integration of acquisitions
- Guidance of at least EUR 450 million revenue for 2022





**Spotlight on our Content and Consumers** 

# Content is the biggest opportunity in the digital age. The future is digital entertainment



## Platform fuelled by our highly diversified and scaled content

#### Thousands of Casual Games for all (free-to-play)1



















#### Nine Premium Games for our most engaged players (in-game purchase)<sup>2</sup>

Community (MMO)













Poker















17,500+

Game titles<sup>3</sup>

2,400+

**Game portals**<sup>4</sup>

~160

Average new games per month<sup>5</sup>





(1) Casual Games are free-to-play games, where Advertisers & B2B partners pay for access to Azerion's consumers, technology and content. (2) Premium Games are defined as the games where consumers pay directly for their gaming experience through in-game purchases. (3) Game titles as of Q4 2021, as part of the Game Distribution portfolio. (4) Individual active game portals as of December 2021. (5) Average number of new games per month that are activated for distribution in our Casual Distribution channel and is a mix of external and internal content. Average over Q4

## Our game content appeals to all ages, nationalities and interests

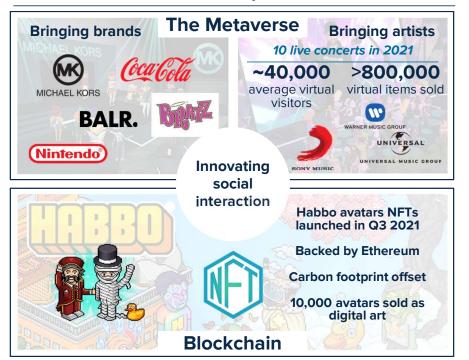


(1) Age distribution of Casual Games only, measured over Q3 2020 – Q1 2021. Sourced from Nielsen Digital Ad Ratings. (2) Location of players, as of Q4 2021, for entire portfolio (Casual and Premium Games). Sum of gameplays for the whole quarter. (3) Average number of gameplays per month over Q4 2021. Gender split based on Casual Games. Sourced from Nielsen Digital Ad Ratings. Premium Games have 53% of male players and 47% of female players. Note that gender split is an estimation as this data is not registered. It is based on estimates from the Google analytics and Facebook pages. (4) Top 5 Asian countries are Vietnam (58m gameplays in Q4 2021), India (30m), Indonesia (29m), Thailand (28m), Philippines (24m).

#### **Spotlight on our Content and Consumers**

# **Content** innovation is in our **DNA**

#### The future of Habbo and Hotel Hideaway



#### Internal studio capabilities (games and ad content)

#### In-house creative and development team

#### **Expand new content**

Example: created new Monopoly Poker game



#### **Expand new features**

Example: regular updates in our games





#### **Expand new services**

Example: in-house capabilities to adapt advertisers' content to mobile format

## Consumers frequently engage, generating valuable views and data

Millions of users...

425m+

Monthly active users<sup>1</sup>

... spending engaged time on our platforms...

Average 13 min/day

Spent by consumers playing our Casual Games<sup>2</sup> Average 80 min/day

Spent by consumers playing our Premium Games<sup>2</sup>

... generating valuable views, data and insights

4.9bn

Digital ads sold per month<sup>3</sup>

~80m

Premium and Casual Game audiences and insights<sup>4</sup> ~350m

Connected publisher audience and insights<sup>5</sup>





**Spotlight on our Advertisers** 

# Maximizing brand performance, delivering brand safety



#### **Spotlight on our Advertisers**

## We offer a fully comprehensive proposition to advertisers

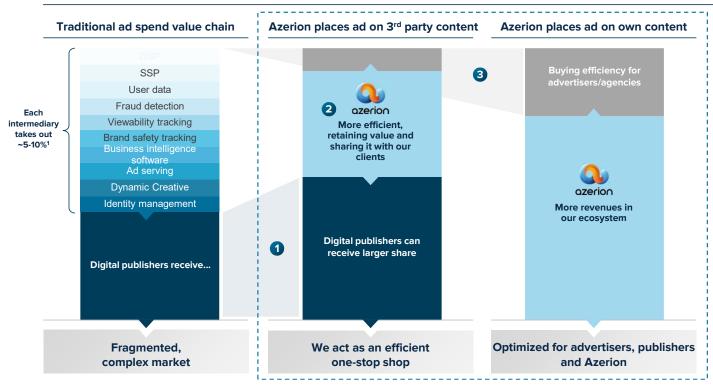
AdTech services Audience segmentation Curated content Country-level campaign management (1) the Trade Desk S digital turbine Magnite Google **LiveRamp** PubMatic facebook twitter\* Google facebook A APPLOVIN ironSource **Pinterest** twitter\* A APPLOVIN ironSource azerion A APPLOVIN ironSource azerion azerion glu ten square games azerion STILLFRONT



#### **Spotlight on our Advertisers**

## Vertical integration maximizes efficiency for all parties

Illustrative allocation of highly intermediated ad spend vs. Azerion's model



#### Azerion creates a win-win-win proposition:

- 1 Digital publishers win: more revenues and more engagement
- Azerion wins: higher margin and higher customer retention
- Advertisers win: less revenue leakage of ad spend and increased buyer efficiency



(1) Management estimates.



**Spotlight on our Partners: Digital Publishers and Game Creators** 

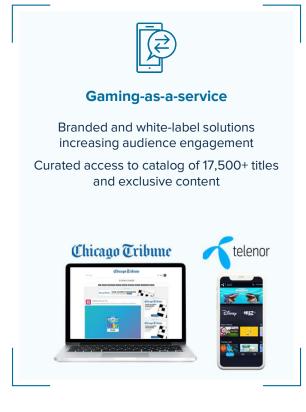
# Driving engagement, maximizing reach, capturing value

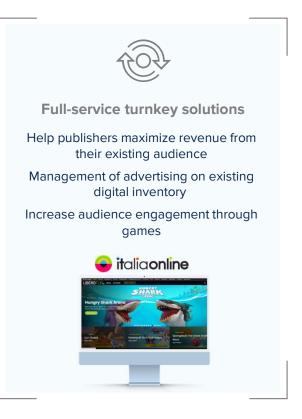


## Engage new audiences with content. Increase revenues with our tech

A digital publisher can be anyone who connects with its customers digitally - we provide them with three potential solutions...







#### **Spotlight on our Game Creators**

### We enable game creators to distribute, monetize and optimize their games

#### ~400+

New game proposals per month<sup>1</sup>

#### 5,000+

e-Commerce distribution titles available to consumers<sup>2</sup>

#### ~160

Average new games published per month<sup>3</sup>



#### Innovate

New content, new features, new services to maintain attractiveness of content and consumer engagement



#### **Distribute**

Connect a large, diverse consumer base to their content

Enable easy distribution to digital publishers and ensure compliance with privacy, data and legal frameworks



#### **Optimize**

Provide data and key insights

Work with game creators to increase engagement and ad impressions



#### **Monetize**

Facilitate in-game purchases and generate advertising revenues

#### **Examples include:**













## Case Study: We innovate, distribute, optimize and monetize for Ubisoft

Azerion Azerion Digital Publishers Ubisoft digital entertainment platform media platform Advertisers Game is published on Monetize Azerion innovates and Ubisoft is IP owner of Azerion portal adapts game to HTML We generate ad revenue the Hungry Shark series for our own inventory Innovate **Distribute** We innovate HALLSTA We make game HUNGRY game and available on one HARK of our portals adapt format Ad revenue for **Azerion** AdTech margin revenue Ad revenue for Ubisoft Ad revenue for Azerion (Ad spend by advertisers) for Azerion Ad revenue for digital publisher **Distribute** Hungry Shark series has 800m+1 downloads on We make game available on digital mobile publisher's domain Ubisoft seeks to adapt the game to HTML Monetize **Optimize** (desktop, mobile) We generate ad revenue for We share data and key insights Game is published digital publishers by digital publisher



## M&A track-record: 9 acquisitions¹ completed in 2021

#### **Acquisitions completed in 2021**

#### Content



Developer and publisher of online social games



Online social games portals provider

#### Platform



Real-time advertising Cloud-based digital logistics platform provider platform for gaming industry

### ALNIGICINI



SSP monetization platform

**Pub**Galaxy



Digital SSP and DSP advertising platform

### STROSSLE



Digital SSP and DSP advertising platform



Digital advertising agency



Mobile advertising services



Total spend in 2021



for M&A in 2022-onwards



Financial performance and outlook

# Q1 2022: Strong growth and delivery while going public

## Portfolio expansion and innovation

- Ubisoft partnership: 10 additional exclusive titles
- Habbo metaverse: playable unique Avatars; kicked-off the development of Habbo X, integrating with Web 3.0
- Acquisition of Infinia, bolstering our media platform capabilities, sales force and volumes in Spain and Latin America



# Strong financial performance supported by solid organic growth and successful integration of acquisitions

EUR 94m

Revenue Q1 2022 +107%

vs Q1 2021

- Strong performance from all businesses
- Continued integration of acquisitions
- Guidance of at least EUR 450 million revenue for 2022

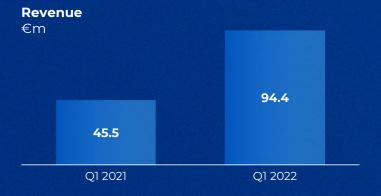
EUR 6m

Adj. EBITDA Q1 2022 +118%

vs Q1 2021

 Strong contributions from high-margin businesses

# **Group financial performance**

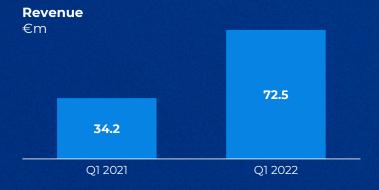


- Revenue more than doubled YoY
- Mainly boosted by strong growth in the Platform segment



- Increase of 118% YoY
- Primarily driven by the Premium Games segment

# **Platform** financial performance

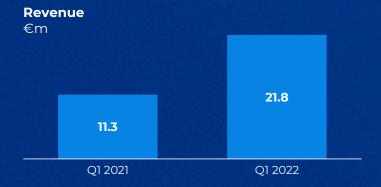


- ~745 new casual game titles
- ~4.4 billion digital ads sold per month
- EUR 6.10 average gross revenue per million ad requests



- Increased focus on owned and operated solutions
- 2021 acquisitions

## **Premium Games** financial performance



- 82 min average user time in game per day
- 604k daily active users with average revenue per user of EUR 0.38



• Expansion of Web 3.0 with the integration of Habbo Avatars NFT collection

Next. Level. Digital. Entertainment. Media

### Disclaimer

The following disclaimer applies to this document, the oral or video presentation of the information in this document by Azerion Holding B.V. ("Azerion Holding"), Azerion Group N.V. ("Azerion Group") or any person on behalf of Azerion Holding or Azerion Group and any question-and-answer session that follows the oral or video presentation (collectively, the "Information"). Azerion Holding has bonds listed on Nasdaq Stockholm and Azerion Group has shares and warrants listed on Euronext Amsterdam N.V. The Information has been prepared by Azerion Holding for background purposes only. No reliance may be placed for any purpose on the Information or its accuracy, fairness or completeness. This document and the information contained herein may not be disclosed, taken away, reproduced, redistributed, copied or passed on, directly or indirectly, to any other person or published or used in whole or in part, without the express prior written consent of Azerion Holding and Azerion Group. This document is given in conjunction with an oral or video presentation and should not be taken out of context.

The Information and any opinions contained herein are provided as at the date of the presentation and are subject to change without notice. In giving this presentation, neither Azerion Holding or Azerion Group nor any of their respective affiliates undertake any obligation to provide the recipient with access to any additional information or to update the Information, or to correct any inaccuracies in the Information, including any data or forward-looking statements.

The Information is only preliminary and indicative, does not purport to be full or complete and does not purport to contain the information that would be required to evaluate Azerion Holding or Azerion Group, their financial position and/or any investment decision. To the fullest extent permitted by law, none of the Azerion Holding or Azerion Group nor any of their respective subsidiary undertakings or affiliates, directors, managers, officers, employees, advisers or agents accepts any responsibility or liability whatsoever for (whether in contract, tort or otherwise) or makes any representation, warranty or undertaking, express or implied, as to the truth, fullness, fairness, accuracy or completeness of the Information (or whether any information has been omitted from it) or any other information or opinion relating to Azerion Holding, its subsidiaries, affiliates or associated companies, whether written, oral or in a visual or electronic form, and howsoever transmitted or made available or for any loss howsoever arising from any use of the Information or otherwise arising in connection therewith.

Certain financial data included in the presentation consists of alternative performance measures ("non-IFRS financial measures"), including EBITDA and Adjusted EBITDA. The alternative performance measures, along with comparable IFRS measures, are used by Azerion's management to evaluate the business performance and are believed by Azerion's management to be useful to investors. They may not be comparable to similarly-titled measures as presented by other companies, nor should they be considered as an alternative to the historical financial results or other indicators of Azerion Holding's cash flow based on IFRS. Even though the alternative performance measures are used by management to assess Azerion Holdings financial position, financial results or liquidity under IFRS, and these types of measures are commonly used by investors, they have important limitations as analytical tools, and the recipients should not consider them in isolation or as a substitute for analysis of Azerion Holding's financial position or results of operations as reported under IFRS.

Adjusted EBITDA as defined in section 1.1 of the Terms & Conditions of the Senior Secured Callable Fixed Rate Bonds ISIN: SE0015837794. For all definitions and reconciliations of alternative performance measures please also refer to <a href="https://www.azerion.com/investors">www.azerion.com/investors</a>. This presentation may contain forward-looking alternative performance measures. We are unable to provide a reconciliation of these forward-looking alternative performance measures to the most comparable IFRS financial measure because certain information is dependent on future events some of which are outside the control of the company.

## Forward-looking statement

The Information may include statements, including Azerion Holding's or Azerion Group's financial and operational objectives that are, or may be deemed to be, "forward-looking statements". These forward-looking statements may be identified by the use of forward-looking terminology, including the terms "believes", "estimates", "plans", "projects", "forecasts", "anticipates", "expects", "intends", "aims", "targets", "seeks", "continues", "could", "can have", "likely", "would", "may", "might", "will" or "should" or, in each case, their negative or other variations or comparable terminology, or by discussions of strategy, plans, objectives, goals, future events or intentions. Forward-looking statements may and often do differ materially from actual results. Past performance of Azerion Holding and Azerion Group cannot be relied on as a guide to future performance. Any forward-looking statements reflect Azerion Holding's and/or Azerion Group's current view and expectations with respect to future events and are subject to risks, uncertainties and assumptions relating to Azerion Holding's and/or Azerion Group's business, results of operations, financial position, liquidity, prospects, growth or strategies, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in Azerion Holding's and Azerion Group's records (and those of its their affiliates) and other data available from third parties. Although each of Azerion Holding and Azerion Group believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control.