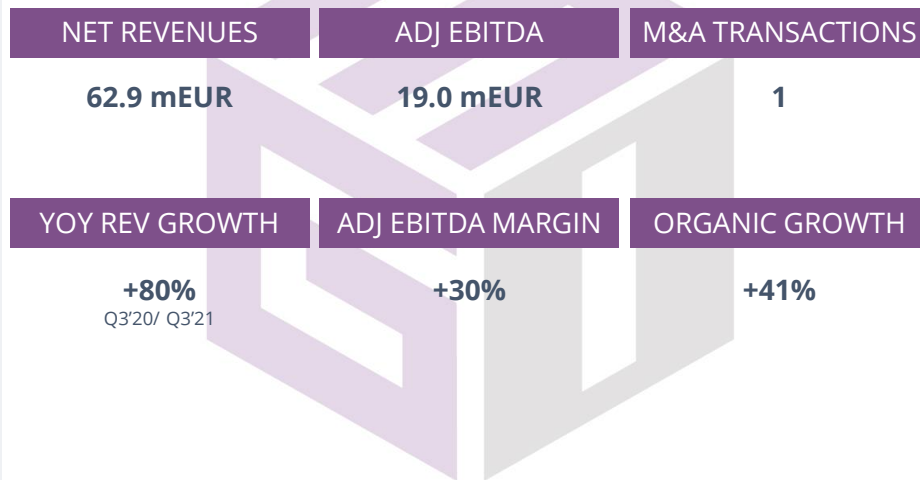


Q3 2021 - EARNINGS PRESENTATION



The Group's quarterly performance

STRONG REVENUE GROWTH UNDERSCORED BY ORGANIC GROWTH



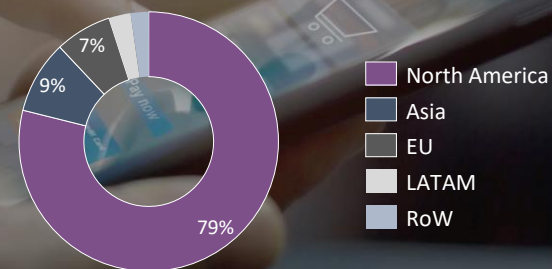
Major acquisition: Smaato

Smaato's Digital Ad Tech Platform is an omnichannel, self-serve monetization solution and ad server.

Publishers can bring their first-party data and manage all inventory in one place.

Advertisers get access to the highest-quality inventory to reach audiences around the world and on any device.

Revenue - by Region
(2020)



Highlights in Q3 2021

Initiatives in MGI's both segments facilitated strong revenue growth in the third quarter of 2021

Two profitable segments which combined accelerate user acquisition and organic growth



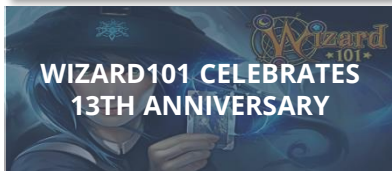
- Gamigo released its largest expansion ever – Realm of the Gods – for the colorful RPG Fiesta Online
- In this expansion, players can visit three new realms and over 100 new quests and challenges await the players



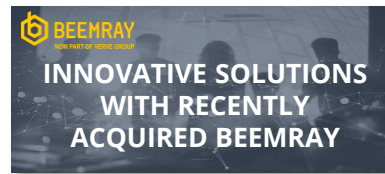
- The Bard is now available for console versions of gamigo's popular Voxel MMO Trove
- Console players can now rock out as the Bard. This class can offer both support and healing to their party.



- Gamigo licensed two more promising games
- The license of the successful Asian mobile game Fantasy Town was signed for Europe, North America, Australia and New Zealand
- The second game is still in stealth mode



- Being one of the most magical MMORPGs, Wizard101 had its 13th anniversary in Sep 2021
- To celebrate this momentous occasion, players had free access to various areas and a tournament was hosted during the birthday period



- Verve, together with Beemray, the recently acquired privacy-first contextual data platform, offers focused advertiser solutions for web
- First strong results can be seen in a partnership with Ford: e.g. 2x higher CTRs, 50% higher viewability compared to cookie-based solutions



- Liveramp provides a solution to the deprecation of third-party cookies and restricted use of Apple's IDFA
- Pixalate's Analytics tool enables Verve to measure invalid traffic more effectively



- Verve brought further notable expertise to the Group by hiring Stephanie Vandenberg-Smith as SVP of Revenue, Corey Kulis as VP of Marketing, Derek Hashemi as VP of CTV Platform and appointed Matthew Deets to serve as GM to drive further global expansion



- Initial revenue synergies have already been leveraged by connecting the platforms and by initial cross-selling activities with existing customers
- Smaato is growing and developing above MGI's expectations.



56% revenue growth Q3'2021 YoY

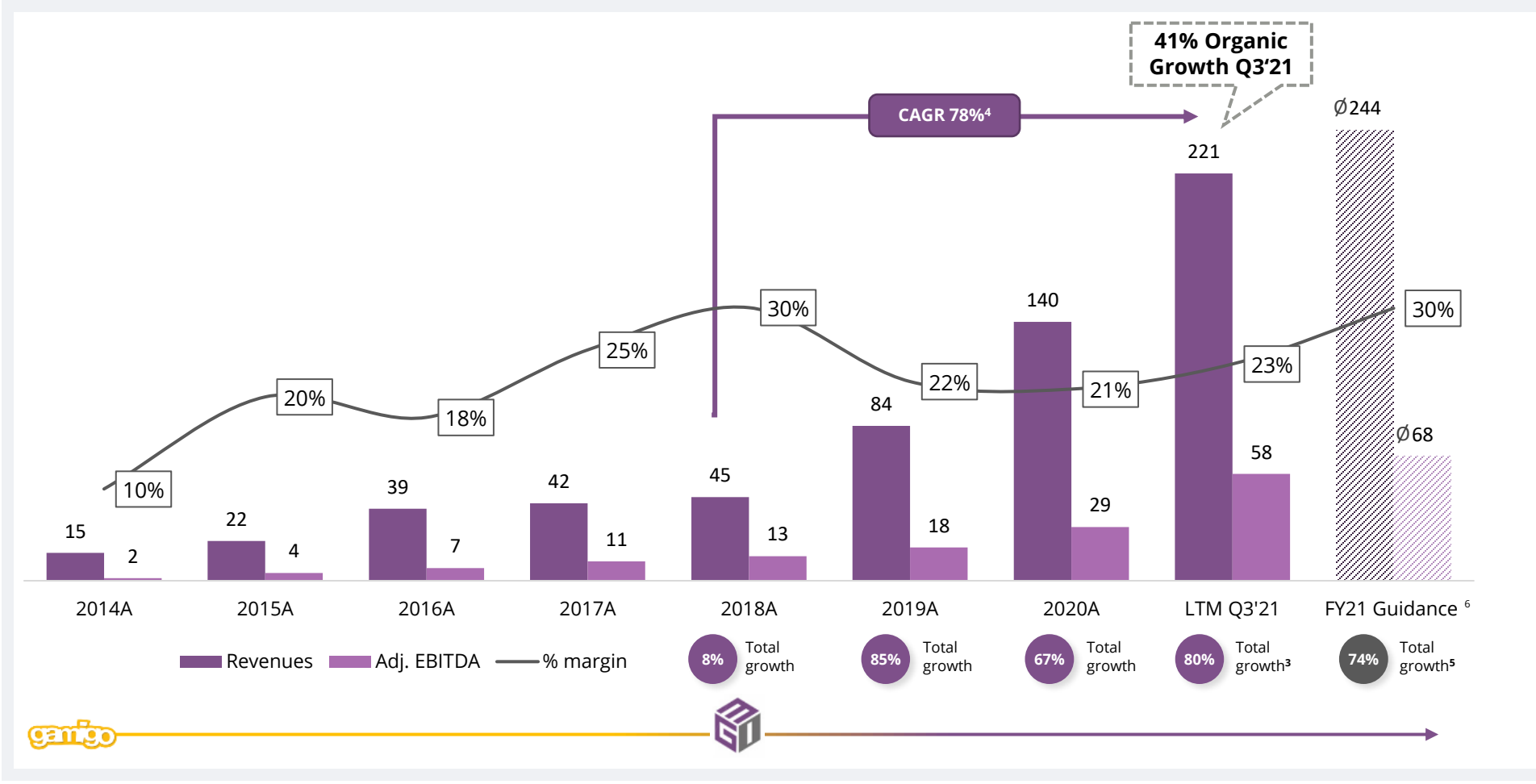


105% revenue growth Q3'2021 YoY

Summary of financial performance

Profitable business model with an increasing share of organic growth

Long-term financial development (EURm)^{1,2}



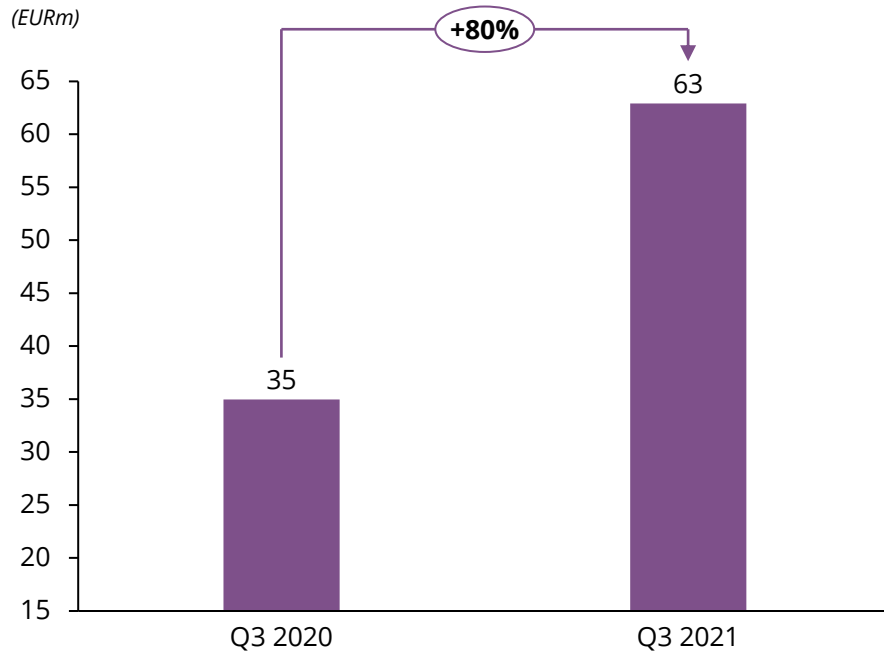
Source: Group information

Notes: (1) gamigo standalone figures until 2018, EBITDA adjusted for one-time-, M&A and financing costs, (2) gamigo was acquired by MGI in May 2018 (3) Q3 2021 year-over-year (4) growth rate CAGR 2018 - LTM Q3 2021 (5) FY 21 Guidance vs. FY 2020 (6) Average of guidance range (including Smaato)

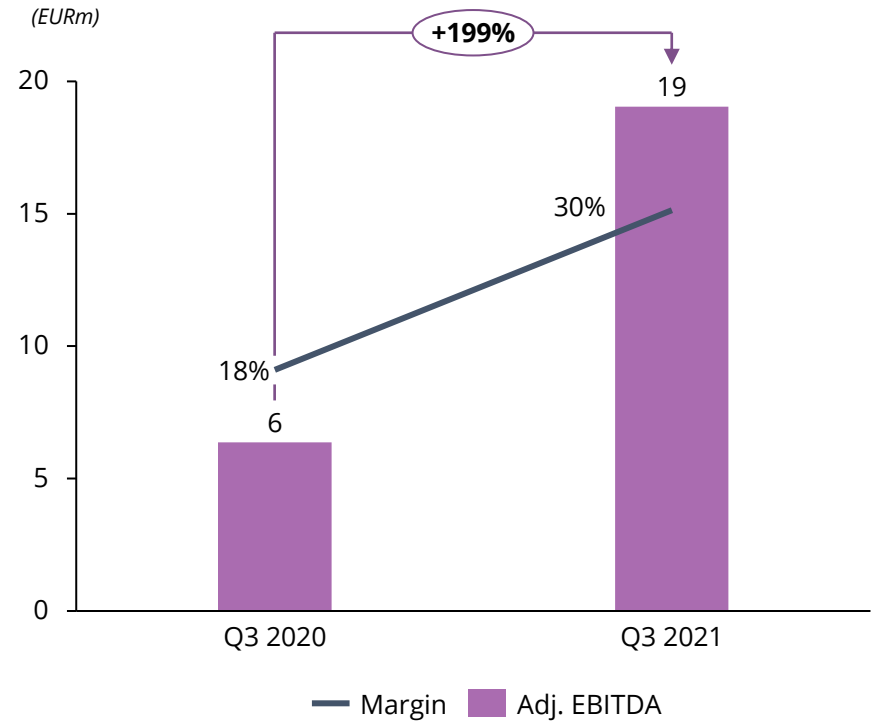
Third quarter revenue and EBITDA development

Growing faster than the media and games market in 2020-2023E¹

Revenue



Adj. EBITDA



Strong organic revenue growth due to high synergies and additional M&A

Q3'21 YoY: Revenues grew by 80% driven by strong performance of the media as well as the games segment



Strong EBITDA growth due to games and media

All time high in EBITDA with strong underlying margins from both segments

Source: Group information

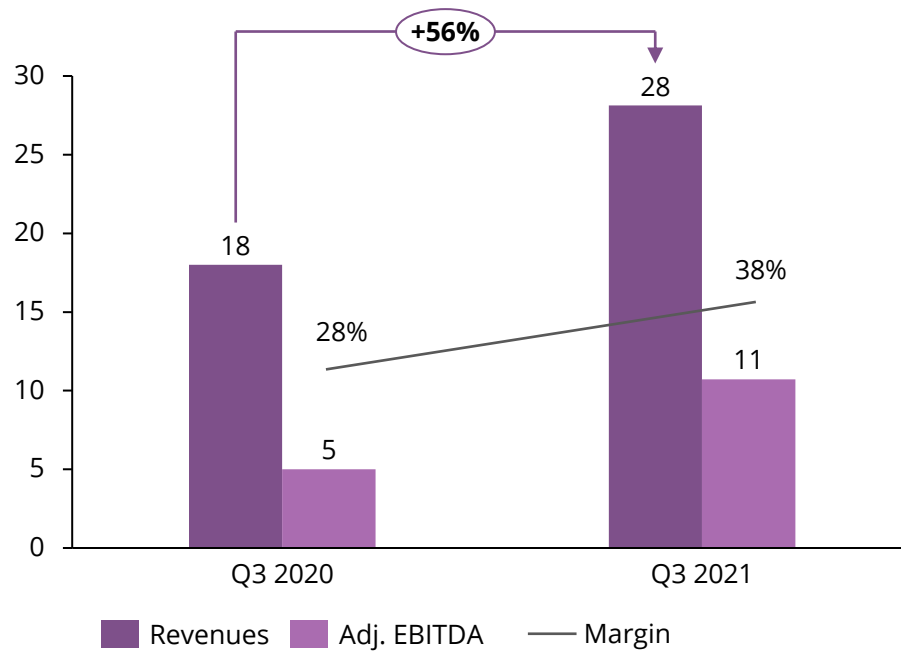
Notes: 1) 90% vs. 12% combined growth in digital media and games reported by Newzoo (Global Games Market Report) and EMarketer (Global Digital Ad Spending Update Q2 2020)

Third quarter segment performance

Strong organic growth combined with M&A in both segments

Games segment

(EURm)

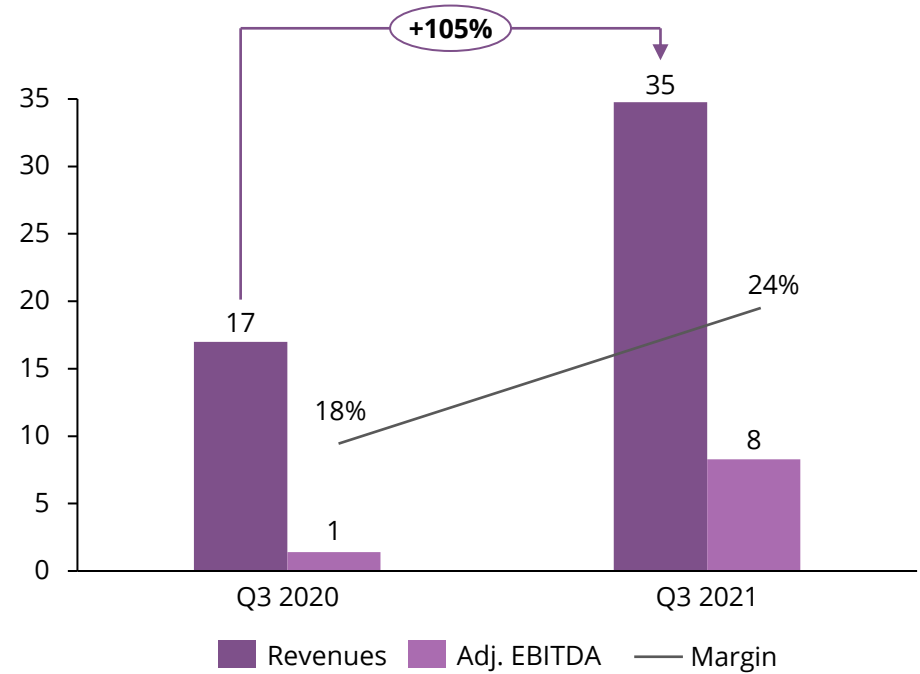


High growth due to M&A, large updates and ad revenues

Strong YOY growth despite a strong previous year due to content updates, the KingsIsle acquisition as well as in-game ad revenues

Media segment

(EURm)



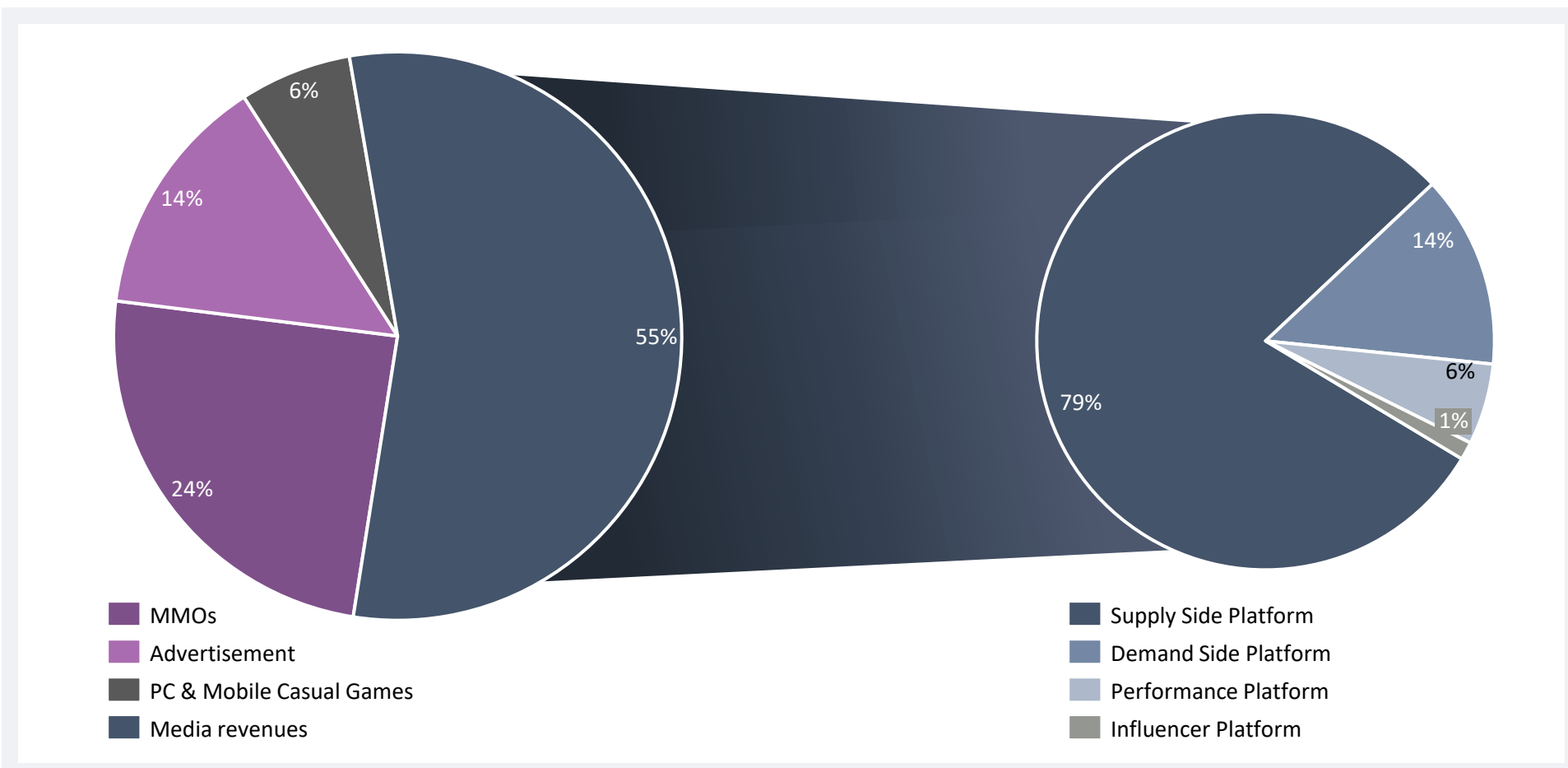
Revenue growth leads to economy of scale and high margins

Increasing volumes from existing clients combined with 30% organic growth of new clients accounts led to a 105% revenue growth

Business model ensures diversified revenue sources

Limited dependency on single game titles and media solutions

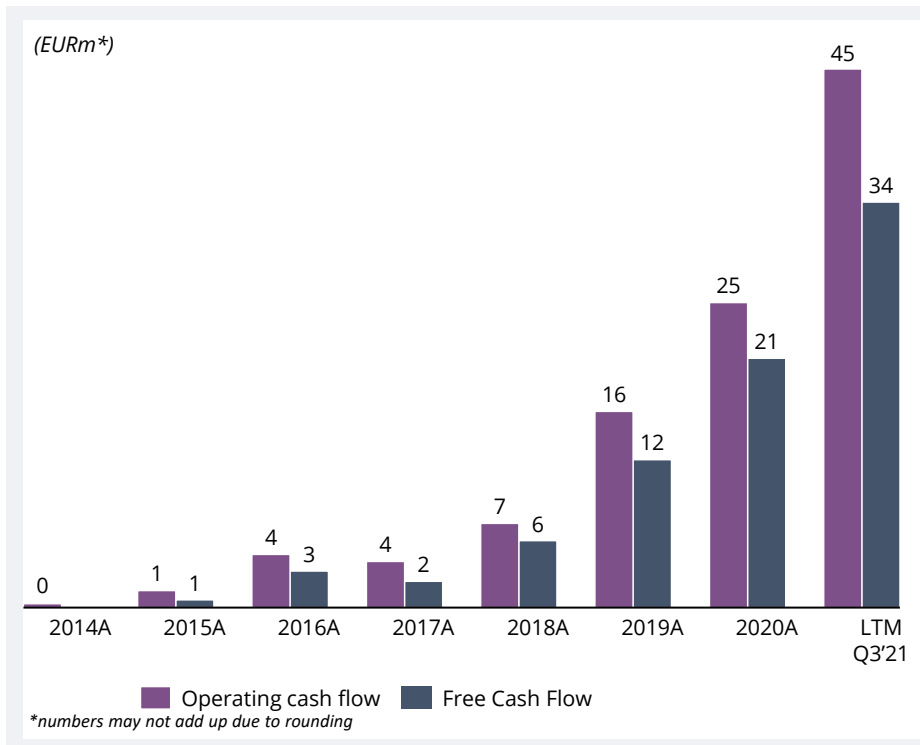
Overview of key revenue splits¹



Source: Group information
Notes: 1) All figures as of Q3'2021

Operating cash flow and capex development

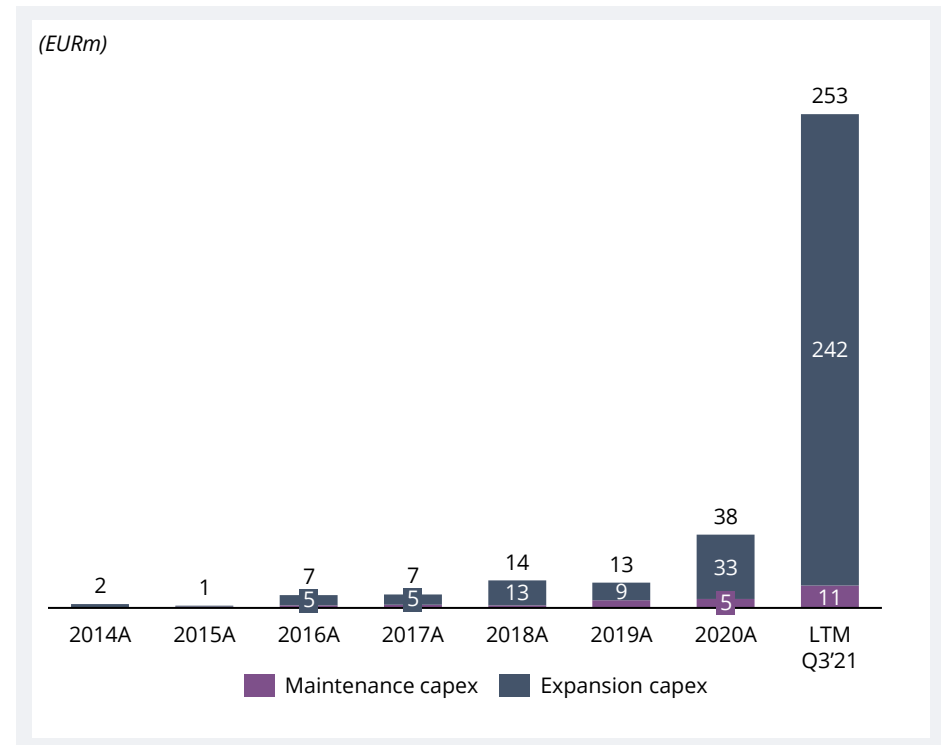
Operating cash flow development^{1,2,3}



Highly cash generating business model

- Operating CF before WC effect increased YoY
- Strong underlying free cashflow due to limited maintenance capex

Capex development



Limited maintenance capex

- Maintenance capex for further investments in IP owned games
- Expansion capex increased largely due to M&A (KingsIsle, Smaato)

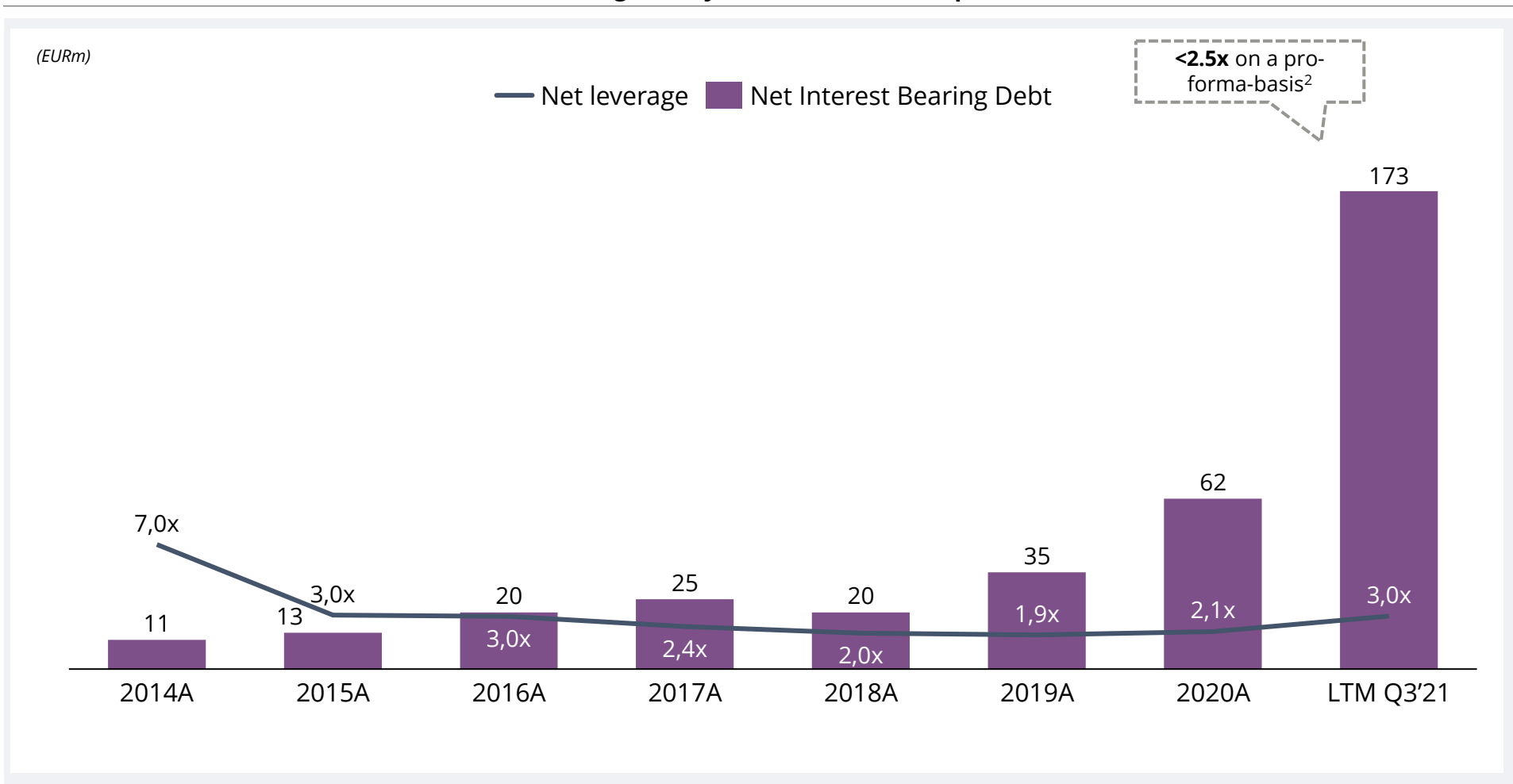
Source: Group information

Notes: (1) Operating cash flow defined as in the annual IFRS financial statements. (2) Free cash flow defined as operating cash flow - Maintenance capex. (3) Until 2017 gamigo Group standalone

Long-term net leverage development

Conservatively levered company with a net leverage of <2.5x based on pro-forma Q3 LTM EBITDA

Net leverage to adj. EBITDA ratio development¹



Source: Group information,

Notes: 1) 2014–2017 gamigo group numbers. 2018–2021 MGI Group numbers 2) Includes pro-forma September 2021 LTM EBITDA of KingsIsle and Smaato

Outlook MGI Group 2021

Updated Financial Guidance 2021 incl. Smaato

	FY 2020	Initial Guidance 2021	Updated Guidance incl. Smaato 2021 ²
Revenue (in €m)	140	220 - 240	234 - 254
<i>Growth</i>	<i>67%</i>	<i>57-71%</i>	<i>67-81%</i>
Adj. EBITDA (in €m)	29	60 - 65	65 - 70
<i>Growth</i>	<i>61%</i>	<i>106-123%</i>	<i>123-141%</i>

1) Based on mid-term financial targets 2) Smaato first time consolidation expected for 1 October 2021

