

# MGI - Media and Games Invest SE

## Interim Report Q1 2024

# Disclaimer



THE INFORMATION CONTAINED IN THIS PRESENTATION IS STRICTLY CONFIDENTIAL. ACCORDINGLY, THE INFORMATION INCLUDED HEREIN MAY NOT BE REFERRED TO, QUOTED OR OTHERWISE DISCLOSED BY YOU, NEITHER DIRECTLY OR INDIRECTLY NOR WHOLLY OR PARTLY. BY REVIEWING THIS INFORMATION, YOU ARE ACKNOWLEDGING THE CONFIDENTIAL NATURE OF THIS INFORMATION AND ARE AGREEING TO ABIDE BY THE TERMS OF THIS DISCLAIMER. THIS CONFIDENTIAL INFORMATION IS BEING MADE AVAILABLE TO EACH RECIPIENT SOLELY FOR ITS INFORMATION AND IS SUBJECT TO AMENDMENT.

This company presentation, which should be understood to include these slides, their contents or any part of them, any oral presentation, any question or answer session and any written or oral materials discussed or distributed during a company presentation (the "**Investor Presentation**"), has been prepared by MGI - Media and Games Invest SE. ("**MGI**" or the "**Company**"), to be used solely for a company presentation. MGI does not accept any responsibility whatsoever in relation to third parties. This Investor Presentation may not, without the prior written consent of the Company be copied, passed on, reproduced or redistributed, directly or indirectly, in whole or in part, or disclosed by any recipient, to any other person, and it may not be published anywhere, in whole or in part, for any purpose or under any circumstances. By attending a meeting where this Investor Presentation is presented or by accessing information contained in or obtained from the Investor Presentation, including by reading this Investor Presentation, you agree to be bound by the limitations and notifications contained herein.

This Investor Presentation does not constitute or form part of, and should not be construed as, any offer, invitation, solicitation or recommendation to purchase, sell or subscribe for any securities in any jurisdiction and the Investor Presentation does not constitute, and should not be considered as, a prospectus within the meaning of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 June 2017 (the "**Prospectus Regulation**") and do not constitute an offer to acquire securities in the Company. The Investor Presentation is intended to present background information on the Company, its business and the industry in which it operates and is not intended to provide complete disclosure. The information should be independently evaluated and any person considering an interest in the Company is advised to obtain independent advice as to the legal, tax, accounting, financial, credit and other related advice prior to proceeding with any interest. Prospective investors should not treat the contents of the Investor Presentation as an advice relating to legal, taxation or investment matters. This Investor Presentation has not been approved or reviewed by any governmental authority or stock exchange in any jurisdiction. The shares in the Company have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "**Securities Act**"), or under any of the relevant securities laws of any state or other jurisdiction of the United States of America.

Certain information contained herein has been obtained from published sources prepared by other parties that the Company has deemed to be relevant and trustworthy. No Investor Presentation or warranty, express or implied, is made by the Company as to the accuracy, completeness or verification of any information contained in the Investor Presentation. The Company has not made any independent review of information based on public statistics or information from an independent third party regarding the market information that has been provided by such third party, the industry or general publications.

Statements in the Investor Presentation, including those regarding the possible or assumed future or other performance of the Company or its industry or other trend projections, constitute forward-looking statements. By their nature, forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors as they relate to events and depend on circumstances that will or may occur in the future, whether or not outside the control of the Company. No assurance is given that such forward-looking statements will prove to be correct. Prospective investors should not place undue reliance on forward-looking statements. They speak only as at the date of this Investor Presentation and the Company does not undertake any obligation to update these forward-looking statements. Past performance does not guarantee or predict future performance. Moreover, the Company does not undertake any obligation to review, update or confirm expectations or estimates or to release any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of the Investor Presentation.

This Investor Presentation as well as any other information provided by or on behalf of the Company in connection herewith shall be governed by German law. The courts of Germany, with the District Court of Berlin as the first instance, shall have exclusive jurisdiction to settle any conflict or dispute arising out of or in connection with this Investor Presentation or related matters.

# A Strong First Quarter



## Q1 2024

- Double Digit Revenue and EBITDA Growth ✓
- Google Cloud & AI Partnership ✓
- Privacy focus, ATOM 3.0 Release ✓
- Strong and Increasing Industry Recognition ✓

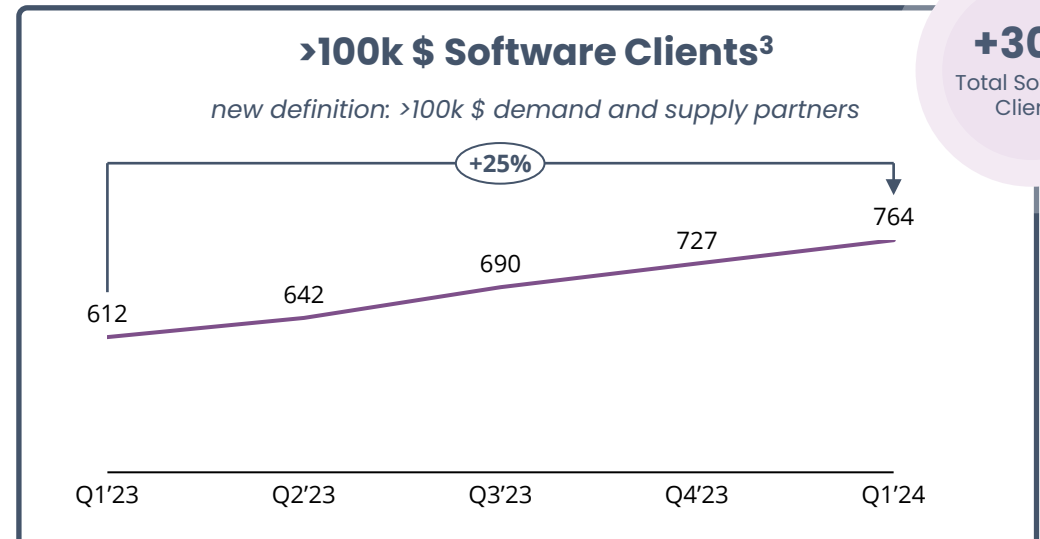
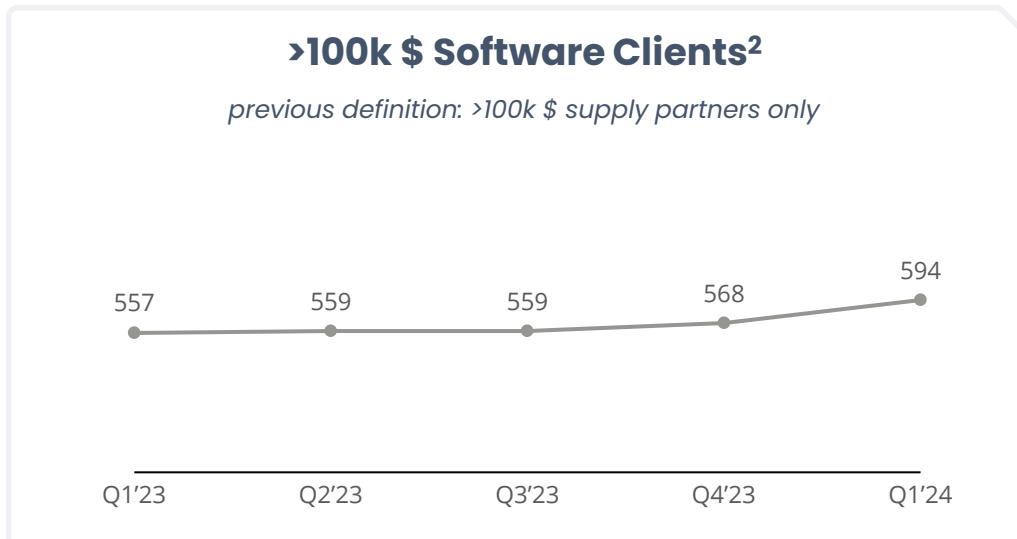
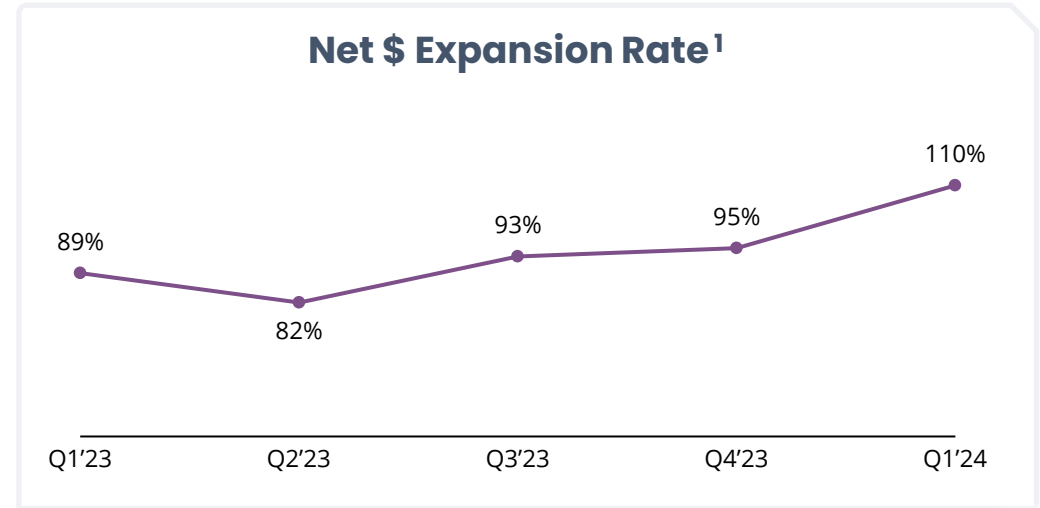
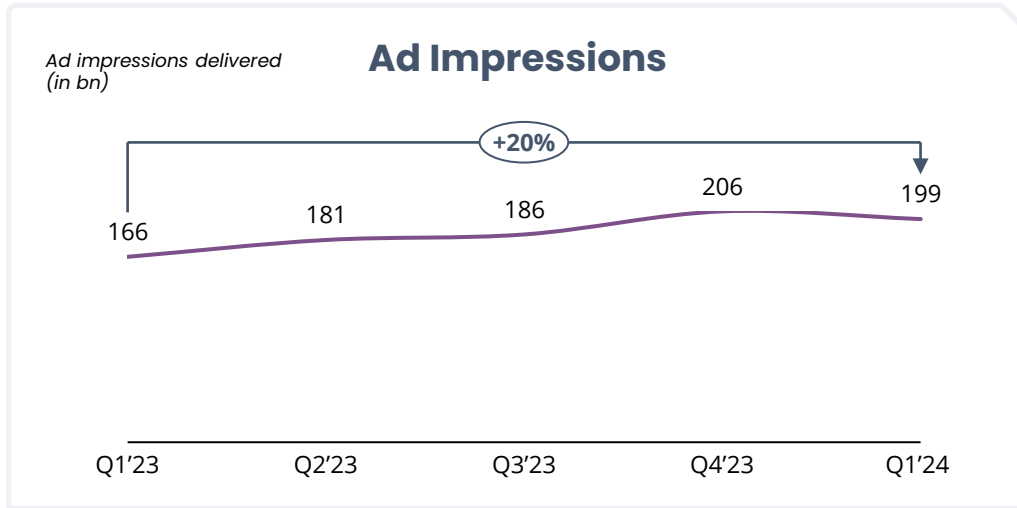
**21%**  
Organic Growth

## 2024 Guidance

Up to **€48m**  
Organic Revenue Growth

**Strong organic growth in 2024**

# KPIs Driving Organic Revenue and EBITDA Growth



**+30%**  
Total Software Clients

Notes: (1) Q4'23 Net \$ Expansion Rate based on Programmatic Exchange Business, ad-platform customers only, (2) Includes supply partners > USD 100k gross revenues per year only, (3) includes demand and supply partners > USD 100k gross revenues per year



# Strategic Collaboration with Google Cloud



## Key Partnership Highlights

- ✓ Significant cost savings of €20 million over the next four years
- ✓ Leveraging Advanced Cloud AI Capabilities for Operational Excellence



# ATOM 3.0 Release

## On-Device AI-Targeting Solution for iOS

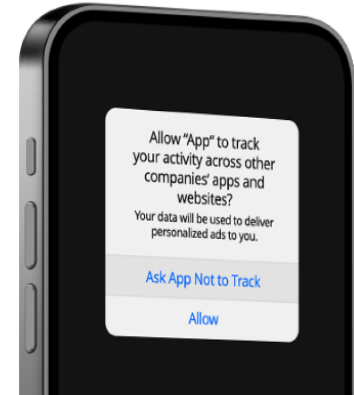
- Originally launched in 2021
- Now integrated with MGI's HyBid SDK

- The only scalable solution for targeting ID-less mobile users
- Hybrid SDK that reaches 10k+ Apps and 1.5bn+ users

- Future-proof advertising against evolving privacy regulations
- Align publisher and advertiser interests with consumer privacy expectations



## A Problem Solver



75%+ of iPhone users avoid tracking

## With Great Potential

“ ATOM, in particular, holds great potential to benefit publishers, advertisers, and consumers alike

Liftoff

“ Verve Group Capitalizes On The PET Trend With On-Device Cohort-Based Targeting

AdExchanger



# Strong and Increasing Industry Recognition<sup>1</sup>

Based on leading targeting and supply solutions



Awarded as Programmatic Powerplayer 2024 by leading industry voice AdExchanger



Industry specialist Digiday has awarded our product Moments.AI as best contextual targeting solution



Research House TPA Digital has found that MGI Contextual solution is 36 times more efficient than others in the market



Programmatic supply chain analyst Jounce Media, partner to the largest marketers, media companies and advertising technology platforms, confirms MGI delivers 79% of premium mobile app supply - more than any other SSP



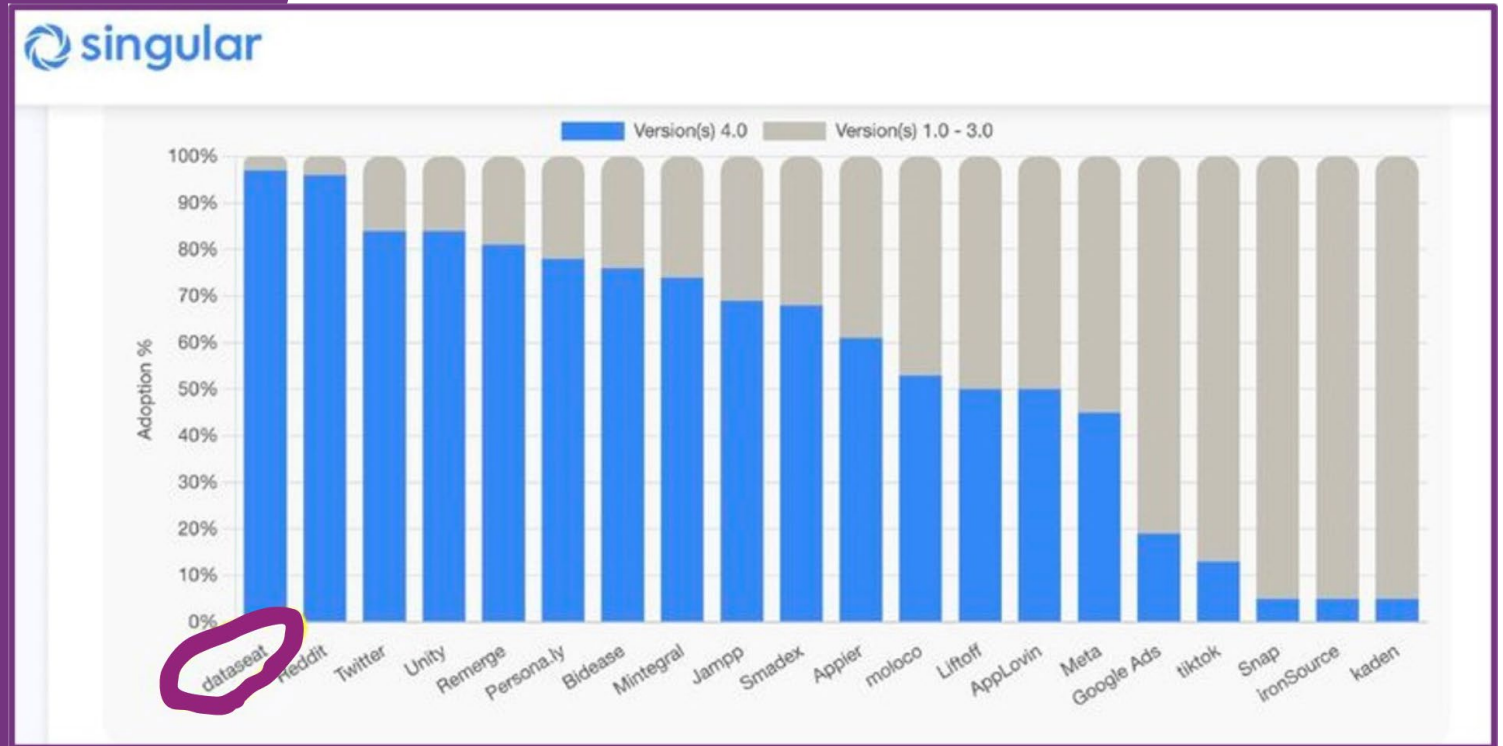
According to Picalate, MGI is amongst the top mobile SSPs worldwide in terms of market share



According to Singular, MGI with its SKAN optimization is the number 1 in SKAN 4.0 adoption and is ahead of companies like twitter, reddit or unity with an adoption of more than 96%



# MGI - #1 IN SKAN 4.0 ADOPTION







# FINANCIALS





# Double Digit Revenue and EBITDA Growth

## Q1 2024

# 20%

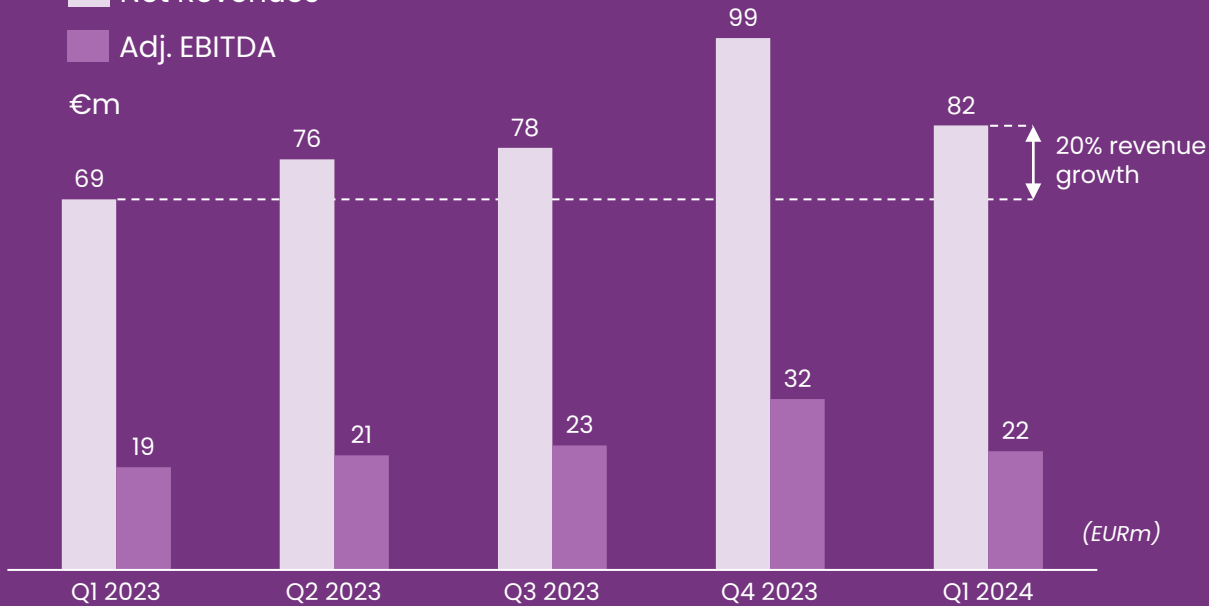
Revenue Growth

# 21%

Organic Revenue Growth  
adjusted for FX

Net Revenues  
Adj. EBITDA

€m



## Highly Profitable and Cash Generating

### Profit Growth %

# 16%

Adj. EBITDA growth

# 10%

Adj. EBIT growth

### Strong Margin %

# 27%

Adj. EBITDA margin

# 20%

Adj. EBIT

### High Cashflow

# 24 €m

Operating Cash Flow  
before change in WC

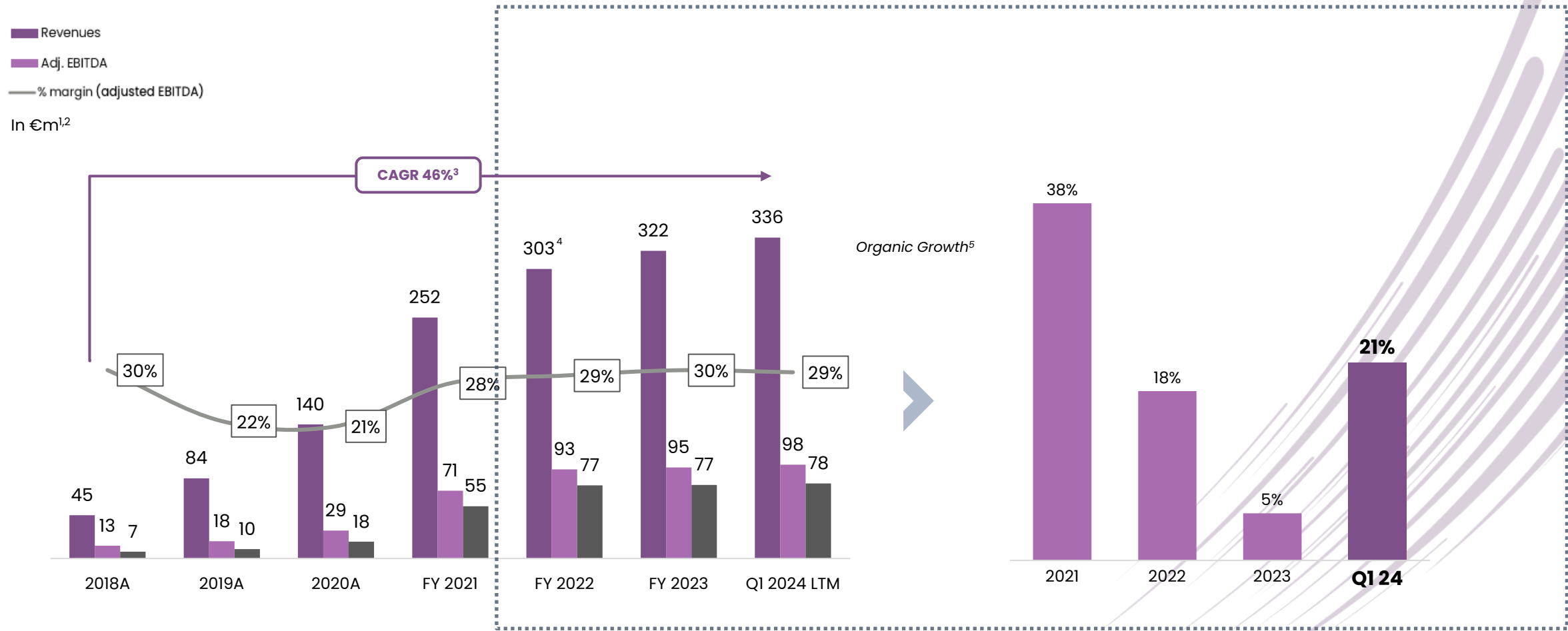
# -12 €m

Investing Cash Flow



# Return to Organic Growth Leads to Solid EBITDA Increase

## Highly Scalable and Profitable Business Model

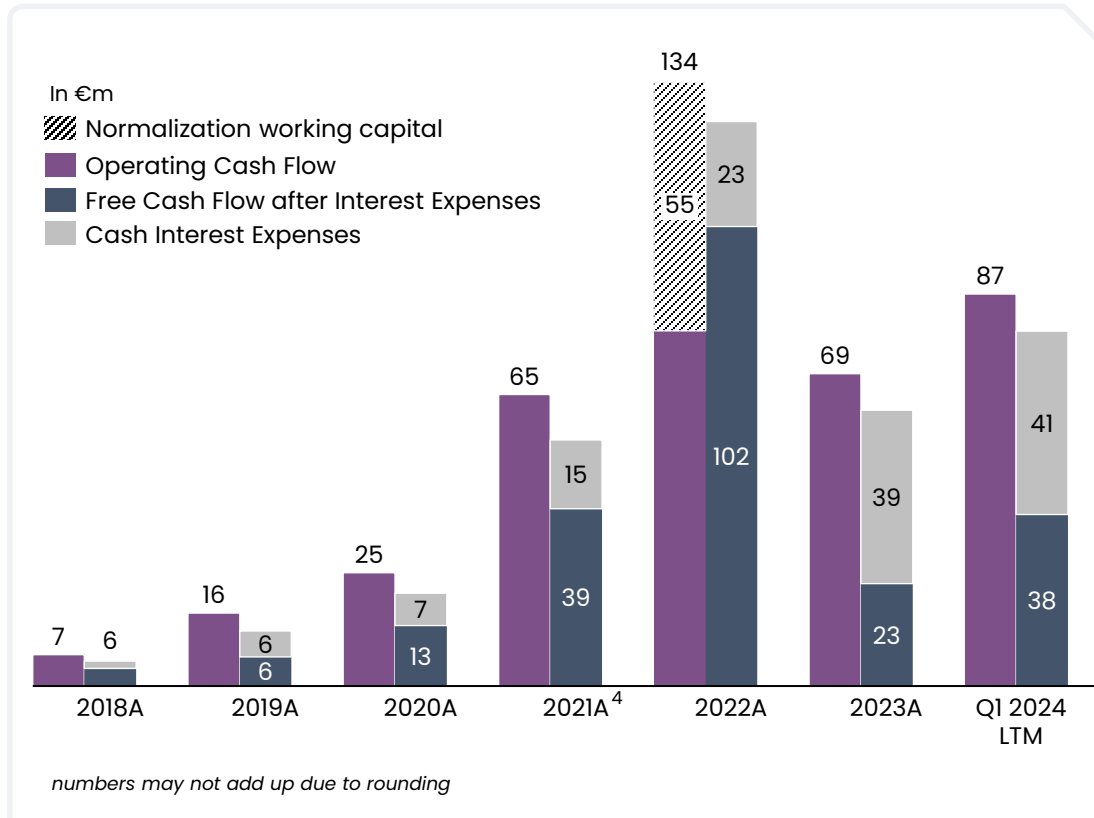




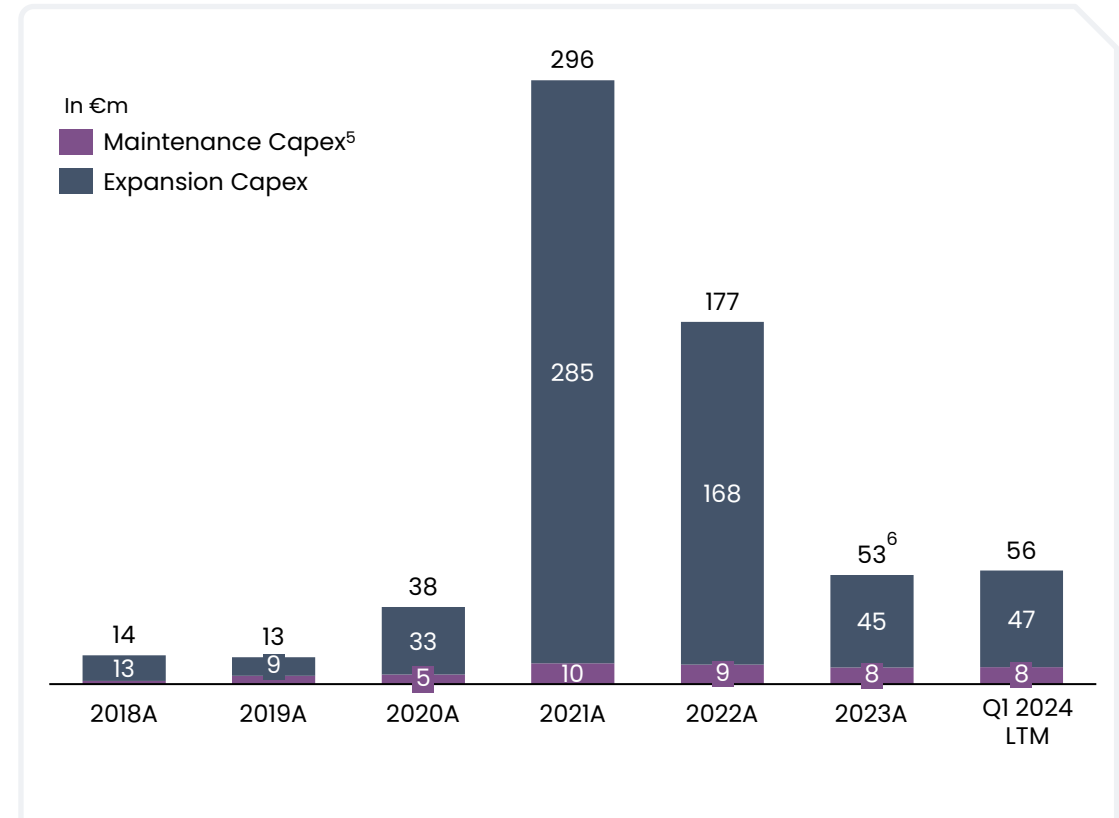
# Operating Cash Flow and Capex Development

Strong cash flow from operations, continuous investments in organic growth

### Operating cash flow development<sup>1,2,3</sup>



### Capex development<sup>3</sup>



Strong operating cashflows driven by organic growth and a sound WC management

Source: Group information

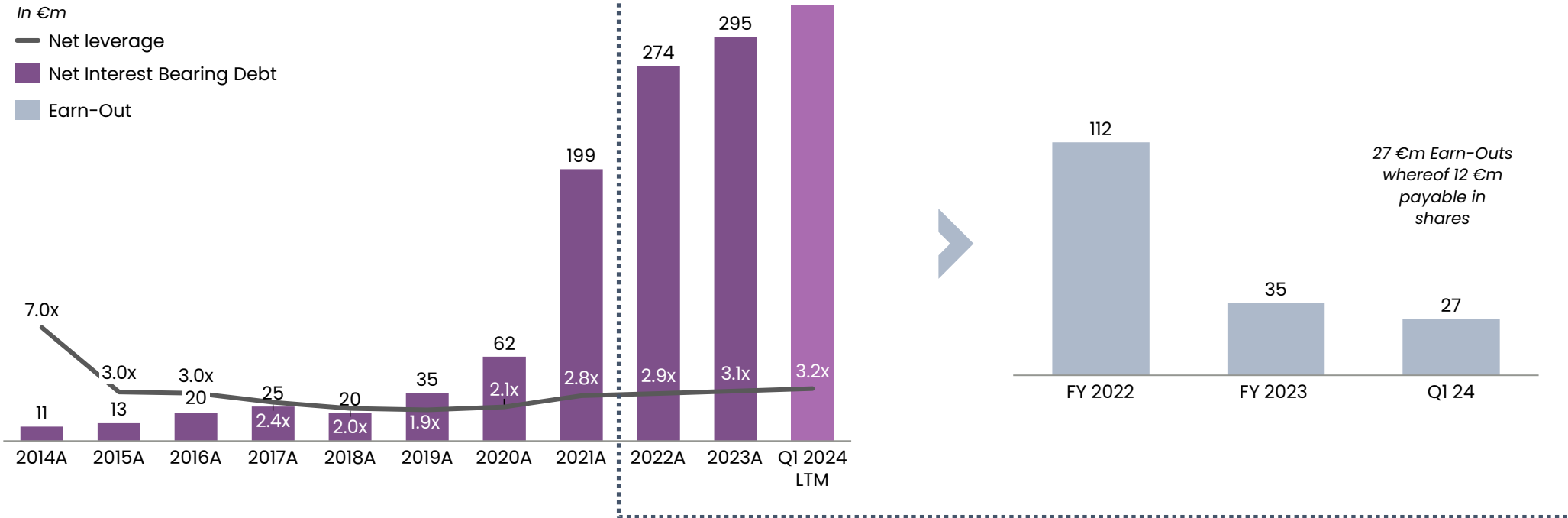
Notes: (1) Operating cash flow defined as in the annual IFRS financial statements. (2) Free cash flow defined as: operating cash flow - interest expenses - Maintenance capex (3) Until 2017 gamigo group standalone, (4) Starting 2021A only includes Cash Interest Payments, (5) Maintenance Capex not an IFRS definition, with maintenance capex the lifetime of assets is significantly extended (6) excluding income from divestment



# Net Leverage Ratio

Focusing on deleveraging in the coming quarters

## Net debt to adj. EBITDA ratio development<sup>1</sup>



Normalized Net Debt for seasonal WC swings and earn-out payments leverage is <3.0x

Source: Group information,  
Notes: (1) 2014 – 2017 gamigo group numbers. 2018 – Q3 2023 LTM MGI Group numbers. (2) Based on Consensus Data available on the Companies website in the “Analyst Coverage” Section, (3) Starting 2021A only includes Cash Interest Payments



# Guidance For 2024

	Actuals 2023	Guidance 2024
Revenue (in €m)	322	350-370
Adj. EBITDA (in €m)	95	100-110

## Guidance offers upside from:

- Further customer growth and increasing CPMs
- Political \$ from the US elections
- Interest rate cuts which free up budgets from advertisers and reduce interest expenses



# Thank You.

[www.mgi-se.com](http://www.mgi-se.com)