

BOOMBIT

CAPITALISING ON THE GLOBAL
RISE OF CASUAL GAMING



Q3 2020

INVESTOR PRESENTATION

November 2020

BOOMBIT



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2020 – successful move into HC.

>178M downloads
>118M PLN revenue from games
Jan-Oct 2020



Bike Jump



Ramp Car



SlingShot

PLN 106M 1-3Q revenue

PLN 10,4M 1-3Q net profit

- Over 118M PLN revenue I-X 2020 – more than 2019 and 2018 combined
- Strong focus on HC games starting from December 2019
- In Q3 >67% of revenue from HC
- >70% of production teams involved in HC
- External publishing division focused on HC with global outreach
- UA & BI in-house teams developing innovative tools to scale games

PUBLISHING - HYPERCASUAL

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4TH FASTEST GROWING HYPERCASUAL PUBLISHER*

**LIFETIME NUMBER OF
GAME DOWNLOADS**

ALL GAMES



Over

**810 MILLION
DOWNLOADS**

**NUMBER OF DOWNLOADS IN THE FIRST
10 MONTHS OF 2020**

ALL GAMES

Over

**178 MILLION
DOWNLOADS**

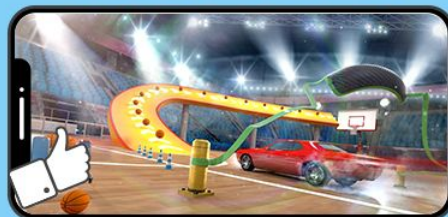


220%
increase over last year

HYPER-CASUAL GAMES

Over

**125 MILLION
DOWNLOADS**



7200%
increase over last year

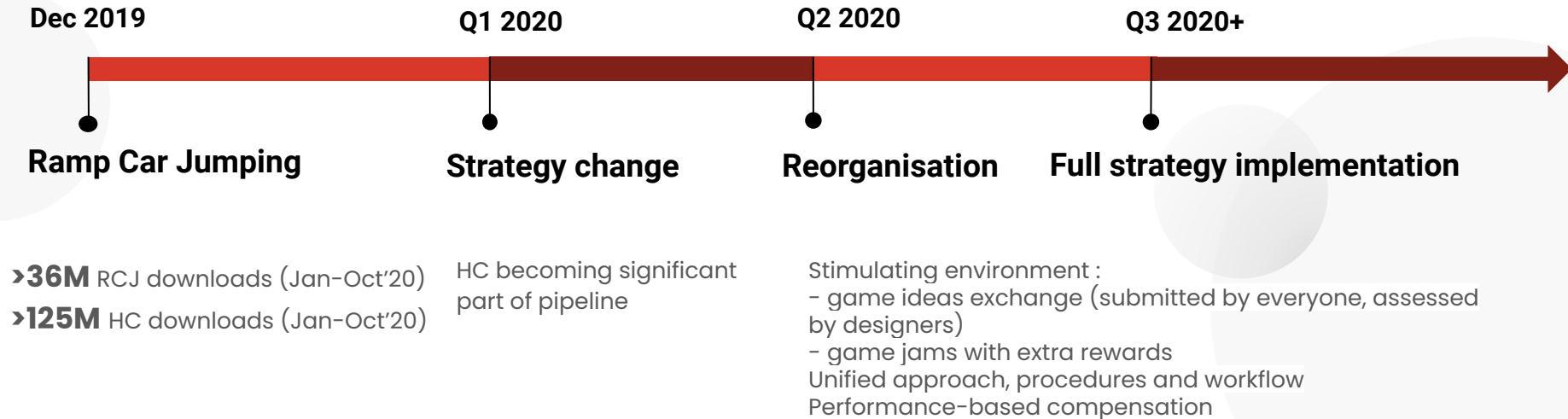
*<https://blog.apptopia.com/top-hypercasual-game-publishers-worldwide-for-q3-2020-by-downloads>

includes games launched by BoomBit Inc., BoomBit Games Ltd., TapNice, Play With Games, BoomHits, PixelMob, Mindsense

Apptopia showed figures referring to the number of all downloads for BoomBit Inc. only

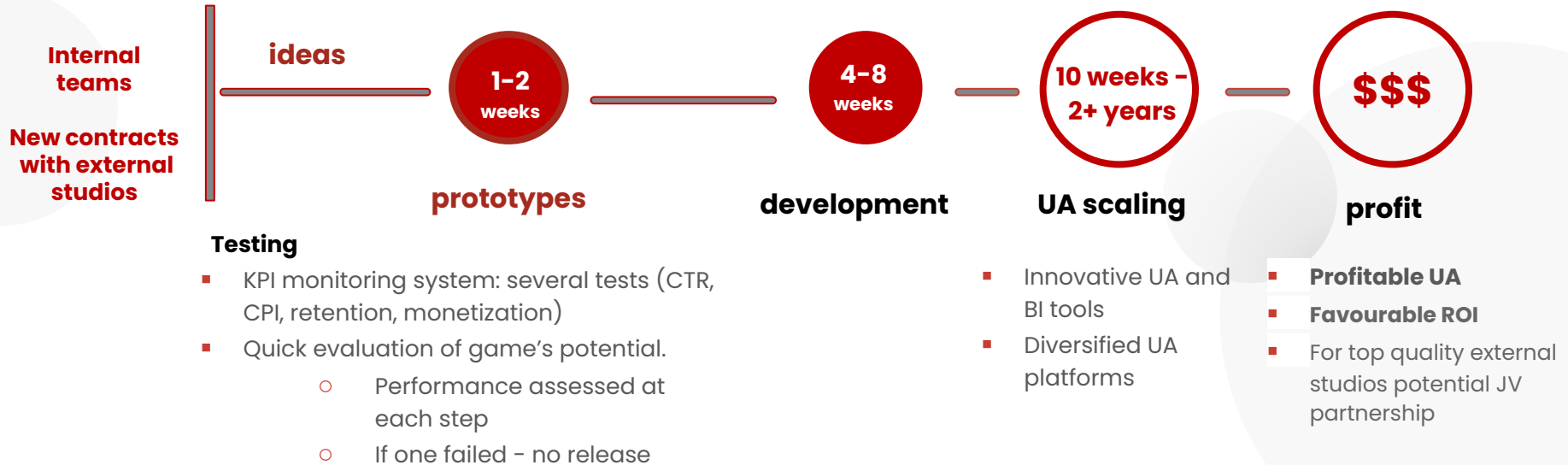
HC games development.

> 70% of production teams involved in HC!



Hyper-casual publishing process.

Expanding teams by experts in UA, BI, Data Science, Creatives
Internal BI tools and workflow management involved



BoomBits global expansion and studio launches.

studios signed

Already operational in:

- Brazil
- Ukraine
- Australia
- South Africa
- Turkey
- India

effective model of cooperation:

- experienced studios with proven hit games (>20M downloads)
- new studios on non-exclusive trial period



OPERATIONS

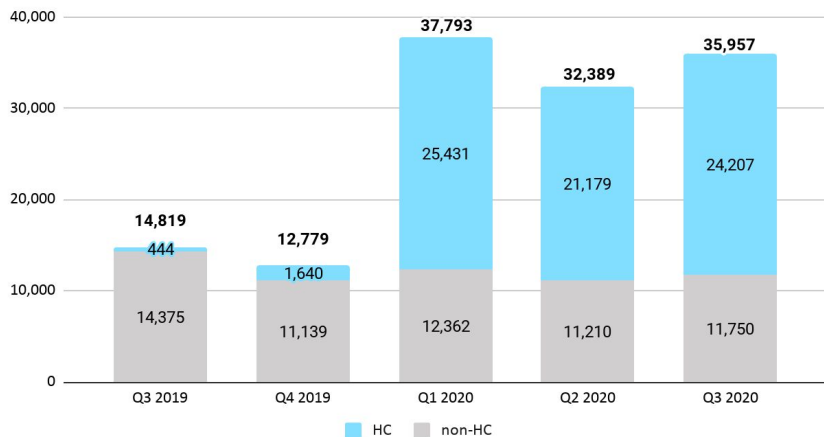
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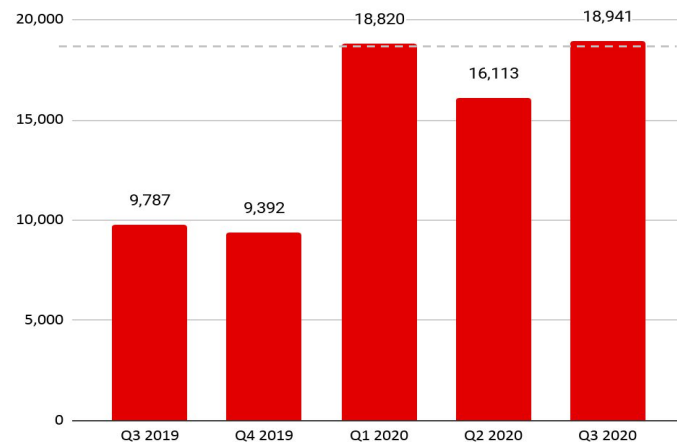
Q3 Revenues & UA.

- 36M PLN revenue in Q3 2020
- Q3: Highest Revenue Less UA on record at 18.9M PLN
- Growth driven by HC games success - HC revenue around 67% in Q3

Revenue by Genre (PLN k)*

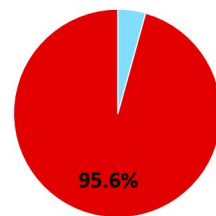


Revenue Less UA (PLN k)*



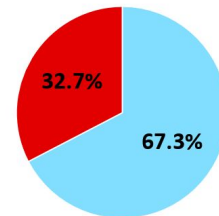
Sales Growth Driven by HC.

- Total 118m PLN revenue I-X 2020 – HC share Increasing
- Increasing Revenue Less UA – 5,5-6M PLN average in 2020
- Revenue and Revenue Less UA already doubled in 2020 vs 2019



● HC ● non-HC

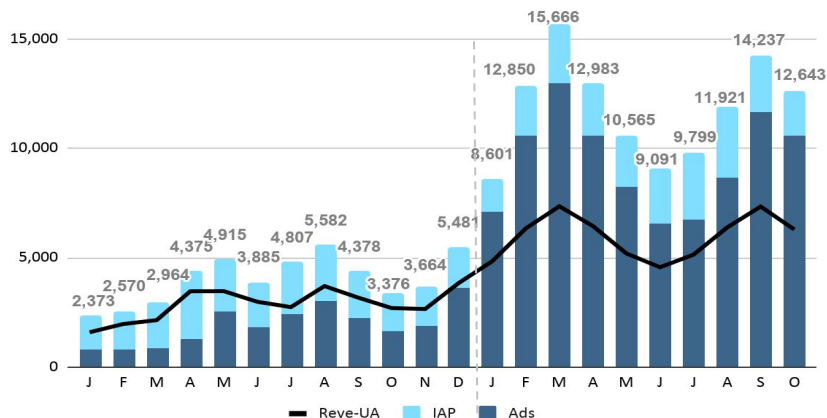
2019



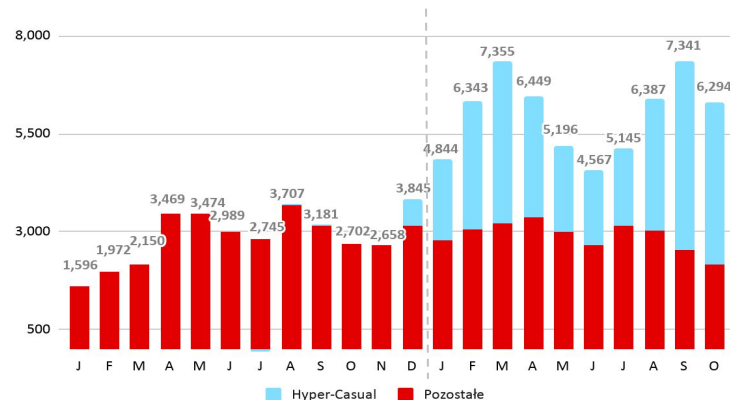
● HC ● non-HC

Q3 2020

Revenue and User Acquisition (PLN k)*



Revenue Less UA (PLN k)*



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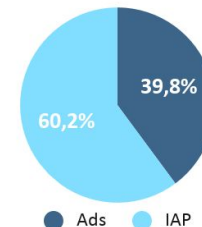
*October 2020 – estimates.

Figures presented in the chart include revenues and UA from soft launch, which according to Groups' accounting policy are capitalised as development costs

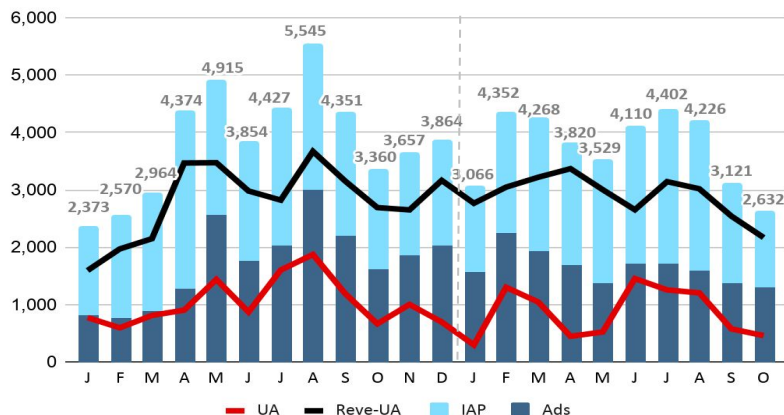
Non-HC Games.

- 2020 revenue less UA at an average of 3M PLN per month
- Good performance of Nintendo Switch games
- From September end of agreement Tanks a Lot!
- Stable installs 4-5M from remaining games

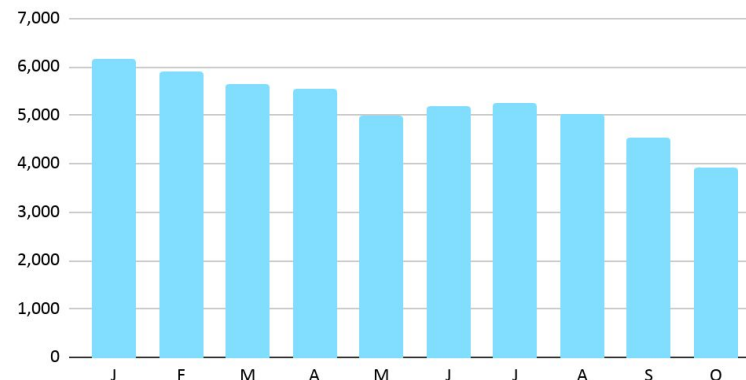
Revenue Q3 2020



Revenue and User Acquisition (PLN k)*



Downloads (k)



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*October 2020 - estimates.

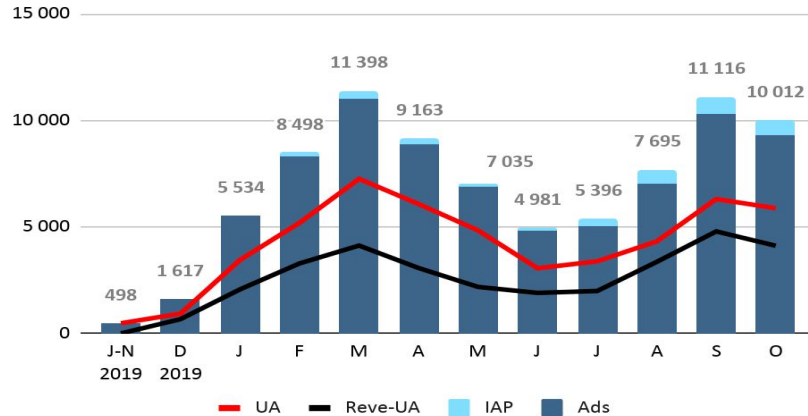
Figures presented in the chart include revenues and UA from soft launch, which according to Groups' accounting policy are capitalised as development costs

Hyper Casual Games Success.

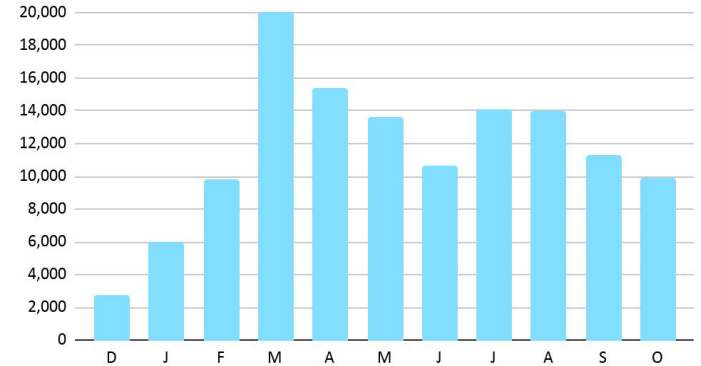
- Q3: **HC Revenue Less UA 10.2M PLN vs. 9.5M PLN in Q1**
- Total Downloads > 125M in I-X 2020 and counting
- Increasing share of IAPs in Revenue ~7% of Revenue



Revenue and User Acquisition (PLN k)*



Downloads (k)



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*October 2020 - estimates

Figures presented in the chart include revenues and UA from soft launch, which according to Groups' accounting policy are capitalised as development costs

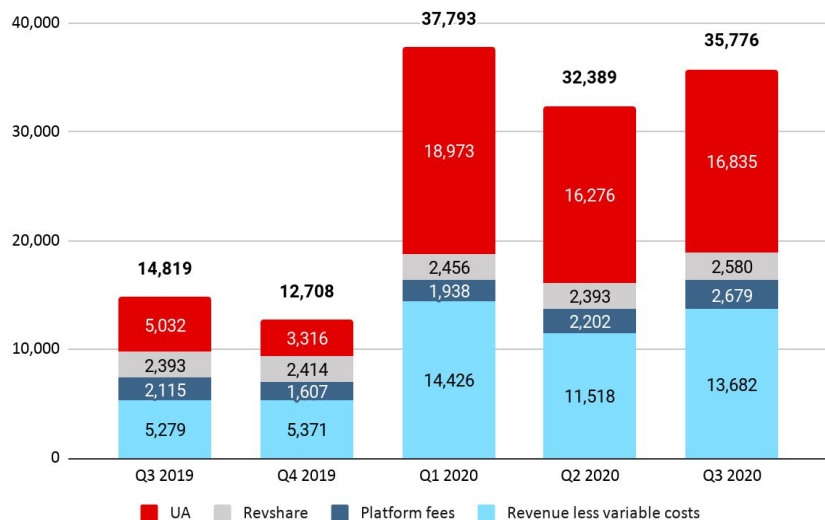
FINANCIAL RESULTS

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Increase of revenues vs 2019.

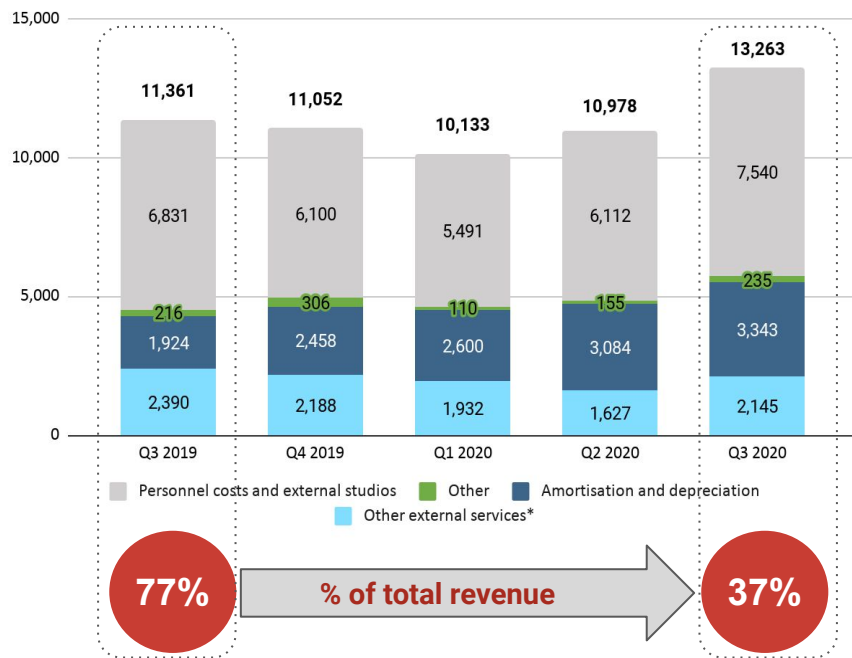
Revenue (PLN k) net of variable costs directly related to sales



- 2020 average quarterly revenues increased almost x3 vs 2019
- 85% of UA spend related to HC games
- Significantly lower level of platform fees and rev share as % of total revenue
 - 30% in Q3 2019
 - 15% in Q3 2020
- 2020 average quarterly revenue net of variable costs increased approx. x2.6 vs 2019

Optimal cost control in spite of revenue growth.

Cost categories other than main variable costs (PLN k)

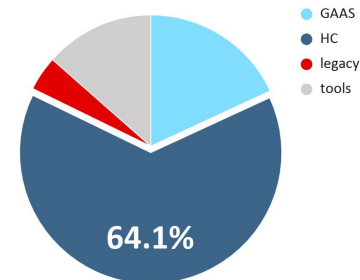
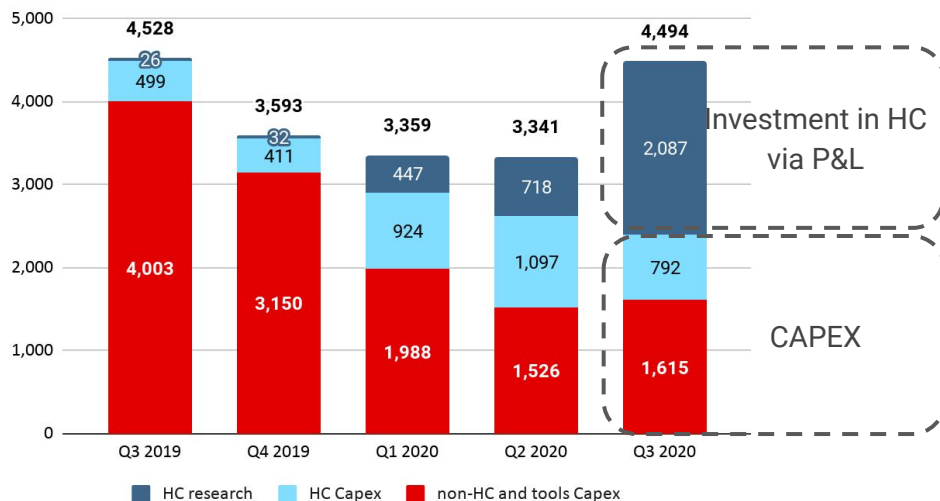


- Keeping main cost categories under control in spite of sharp revenue increase
- Personnel costs and external studios:
 - acquisition of talents in marketing, UA, BI, publishing
 - investment in cooperation with external HC studios
- Higher amortisation (new games/updates and short amortization period of HC)
- One-off costs (SuperScale and GameInn - ca. 380k PLN)

Focus on HC games development.

Product development (CAPEX and P&L) in Q3 2020

CAPEX and investment in HC (PLN k)



- Switching investment focus to HC games - lower non-HC CAPEX
- Increased P&L cost vs. CAPEX related to :
 - HC production cycle (more testing of prototypes)
 - investment in cooperation with multinational studios

Key Consolidated Financial Data Q3 2020.

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
Revenue	14,819	12,708	37,793	32,389	35,776
UA	(5,032)	(3,316)	(18,973)	(16,276)	(16,835)
Rev share	(2,393)	(2,414)	(2,456)	(2,393)	(2,580)
Platform fees	(2,115)	(1,607)	(1,938)	(2,202)	(2,679)
Revenue - variable costs	5,279	5,371	14,426	11,518	13,682
Salaries (via P&L)	(3,238)	(3,026)	(3,117)	(3,686)	(4,597)
Other COGS	(641)	(1,086)	(657)	(922)	(2,087)
Other overheads	(1,057)	(922)	(847)	(663)	(829)
Other operating income (costs)	(41)	(5,882)	604	(603)	(63)
EBITDA	302	(5,545)	10,409	5,644	6,106
Amortization	(1,924)	(2,458)	(2,600)	(3,084)	(3,343)
Net profit	(1,626)	(6,947)	6,360	2,011	2,005
Capex	4,501	3,561	2,912	2,623	2,407
Cash (end of quarter)	7,796	3,530	5,564	11,166	14,076

SuperScale transaction to be recognized in Q4:

- +ca. 8.6M PLN as financial income
- +ca. 3M PLN cash

OUTLOOK 2020+

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Executive summary and 2020+ outlook.

1

HIGH REVENUES AND DOWNLOADS

- **Over PLN 118M revenue**
- **Over 178M downloads**
- Diversified revenue stream: HC, GaaS, Nintendo Switch, legacy

2

INVESTMENT IN HYPER-CASUALS

- Recruitment of experienced specialists to boost hyper-casual pipeline and revenues
- Search for talent and international studios
- Production teams and processes with new focus on HC
- Boosted expert team and innovative tools for BI, UA, and supporting publishing process

3

MARKET OUTLOOK

- Favourable prospects for hyper-casual genre
- Broad and expanding global audience
- Mobile ads market - gaining importance

BoomBit perfectly positioned to benefit from HC boom

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**THANK YOU
FOR YOUR
ATTENTION**

Investor Relations

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