

FINANCIAL RESULTS FY 2020



INVESTOR PRESENTATION
April 2021

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2020 – success driven by move into HC.

**>200M
downloads**

- HC – new segment added in 2020
- Diversified revenue: HC, GaaS, Nintendo Switch, legacy

**PLN 140M
revenue**

- Higher revenue and profit thanks to data driven effective UA
- All time high levels of cash generated from games
- Best starting point for growth and expansion plan

**focus
on HC**

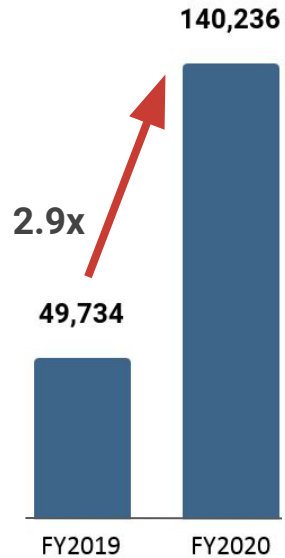
- Strong focus on HC >70% of production teams in HC
- Investment in global external publishing division

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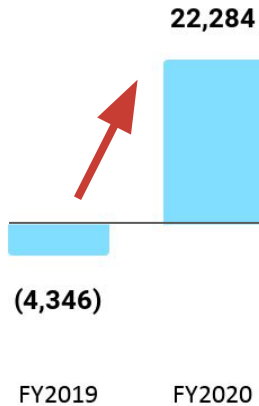


2020 – successful growth.

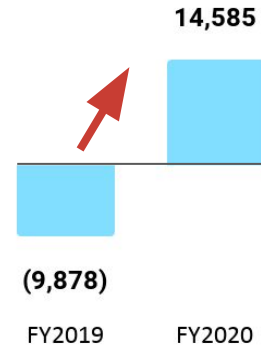
Revenue
(PLN '000)



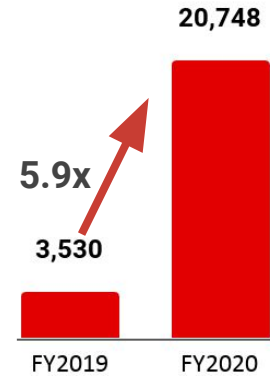
EBITDA
(PLN '000)



Net Profit
(PLN '000)



Cash as of year end
(PLN '000)



2020 – successful growth.



HYPER-CASUAL GAMES

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Hyper-Casual – games for everyone.

- Hyper-Casual are games with a massive & wide audience – c. 20% of players are completely new to gaming – introduced to gaming by other forms of entertainment
- Sensor Tower data indicates 11.9B downloads in 2020 (+57% y/y) – fastest growing genre in mobile gaming

▶ **Female**



▶ **Role Play, Simulation**



▶ **Action**



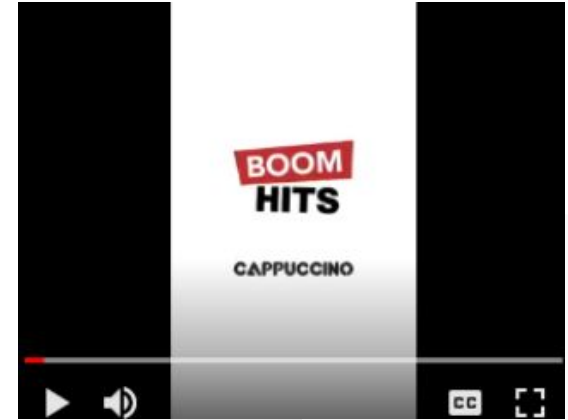
▶ **Puzzle**



▶ **Car games**



Shoe Race (published March 2021).



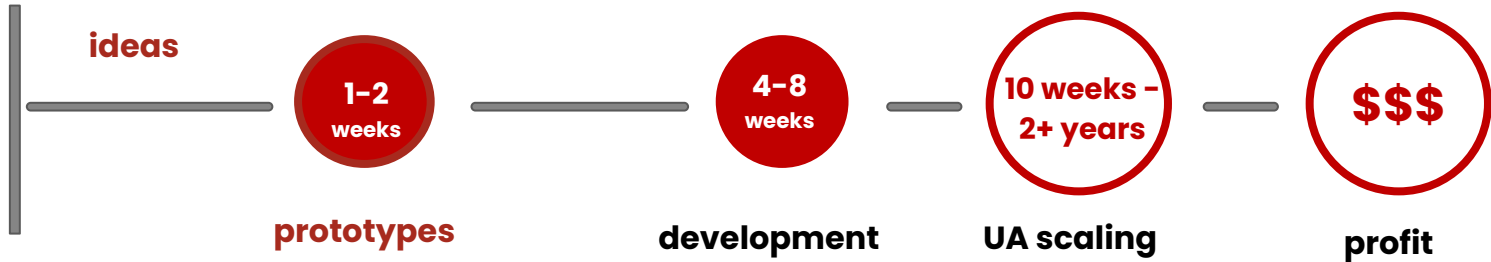
- Developed by Cappuccino
- >8M downloads in 4 weeks
- >1M USD revenue to date
- Ranked #1 in USA, Russia, France, Spain, Poland and 10+ more

Hyper-Casual Publishing Process.

Teams expanded with experts in UA, BI, Data Science, Creatives
Internal tools and workflow management

Internal
Teams

External
Studios



Testing

- KPI monitoring system: several tests (CTR, CPI, retention, monetization)
- Quick evaluation of game's potential.
 - Performance assessed at each step
 - If one failed - no release

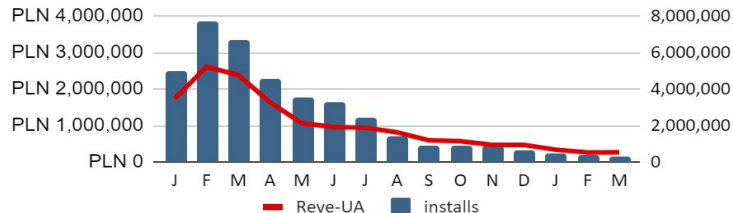
- Innovative UA and BI tools
- Specialised creative team
- Diversified UA platforms
- **Profitable UA**
- **Favourable ROI**
- For top quality external studios potential JV partnership

HC lives longer than you think.



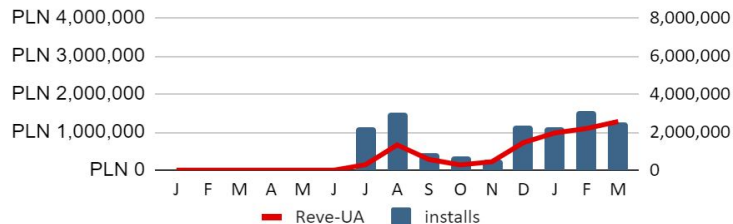
Ramp Car Jumping
Revenue: 33M PLN
Downloads: 40M
Timespan: 16 months

Reve-UA



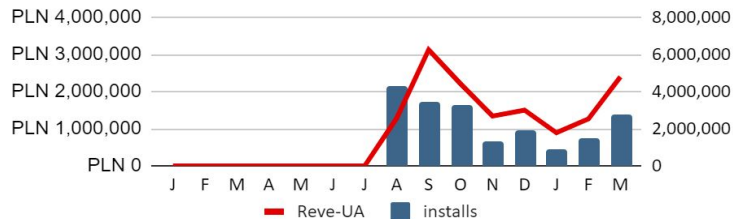
Bike Jump
Revenue: 15M PLN
Downloads: 18M
Timespan: 9 months

Reve-UA



Slingshot
Revenue: 32M PLN
Downloads: 19M
Timespan: 8 months

Reve-UA



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Gaming giants targeting Hyper-Casual in M&As.



MCap \$11,6B; 130M MAU

**Zynga acquires 80% of Rollic
\$200M Valuation**



**Rollic, Turkey based HC
focused publisher**

250M downloads in 2020*



\$10B MCAP

- Ketchapp
- Green Panda
- Kolibri

Tencent 腾讯



\$750B MCAP

- Voodoo MCAP \$1.4B



\$23B MCAP

IPO in April '21

- Lion Studios



\$11B MCAP

expected IPO in '21

- SuperSonic

Other Hyper Casual transactions:

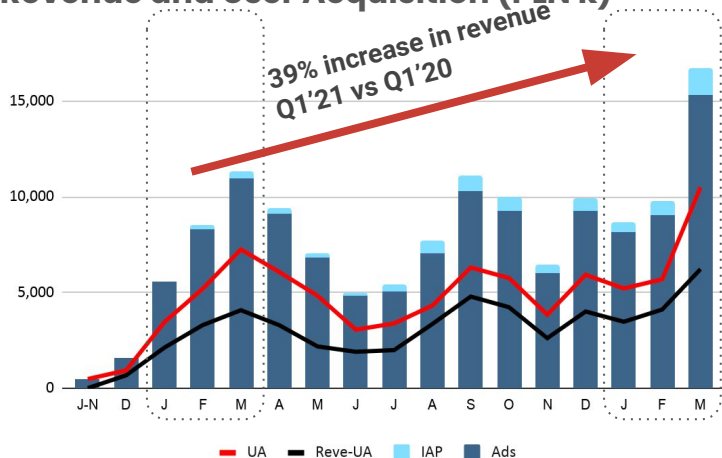
- M&A - Voodoo -> Fabrica, Gumbug
- M&A - My.Games -> Espresso Publishing
- VC - HomaGames - HC dedicated capital raising

Hyper Casual Games Success.

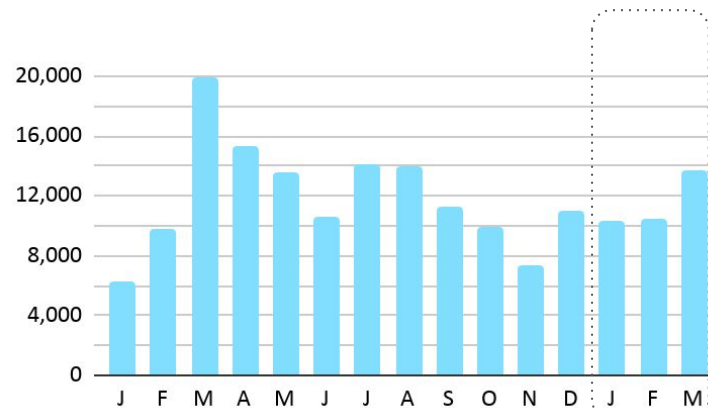
- 97M PLN Revenue in 2020
- Total Downloads >200M in 2020, of which vast majority is HC
- 59M PLN UA in 2020 – data driven profit-oriented investment
- Improved games monetisation and UA tools & strategies (exp. higher revenue with lower downloads March '21 y/y)



Revenue and User Acquisition (PLN k)*



Downloads (k)



Non-HC GAMES



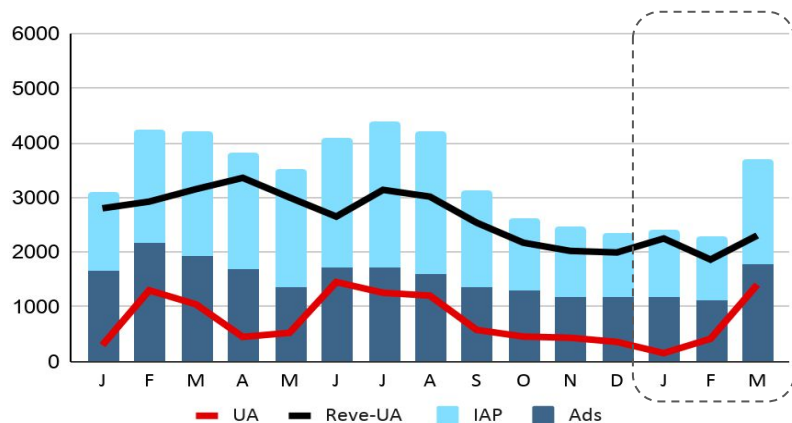
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Non-HC Games.

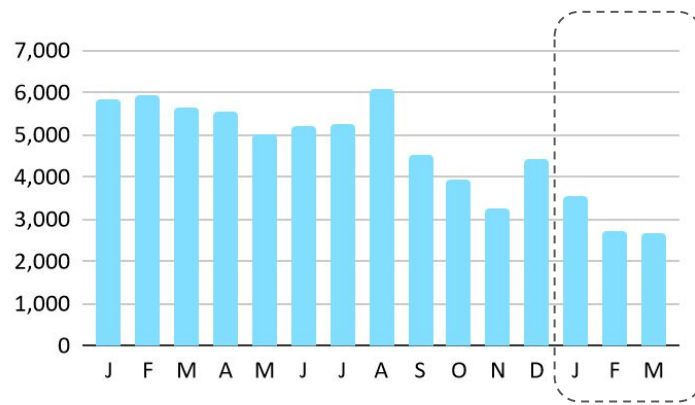
- 2020 revenue less UA at an average of 3M PLN per month
- From Sep. end of agreement Tanks a Lot! loss of c. 1M installs Stable 3M installs from remaining games
- Hunt Royale launch in March '21 contributing to revenue 2021



Revenue and User Acquisition (PLN k)*



Downloads (k)

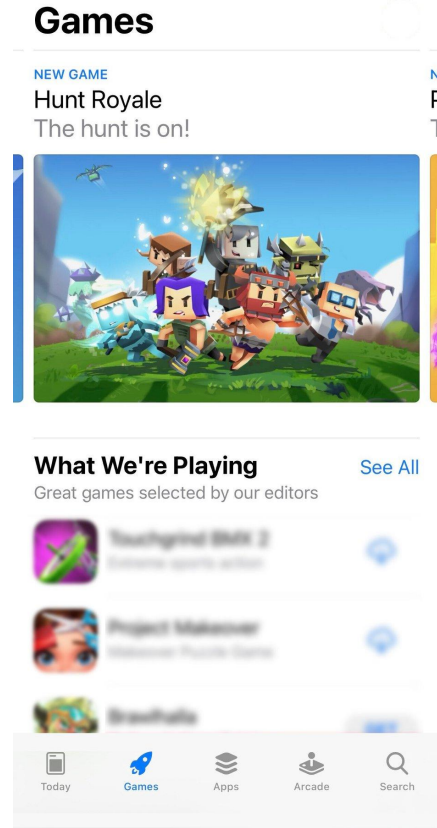


Hunt Royale launched in 2021.



- Featured in over 140 countries in Apple App Store and in over 170 in Google Play
- Very good retention and monetization kpi's
- The game will contribute to BoomBit's Profit from Q2 2021

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FINANCIAL RESULTS

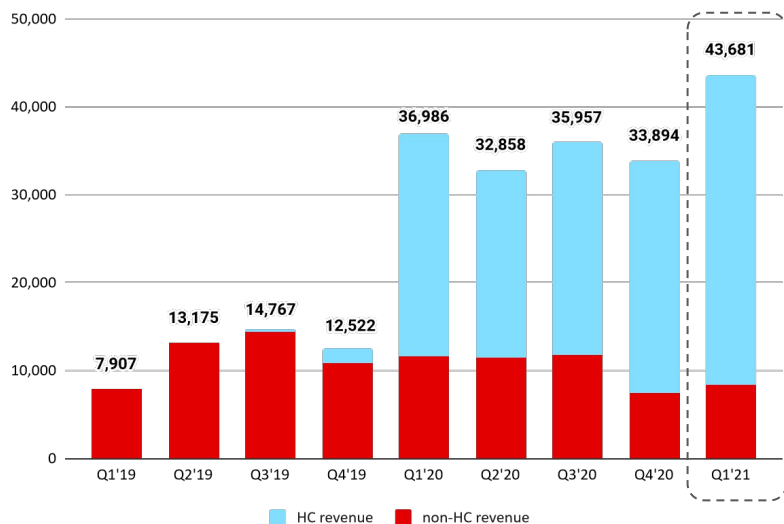
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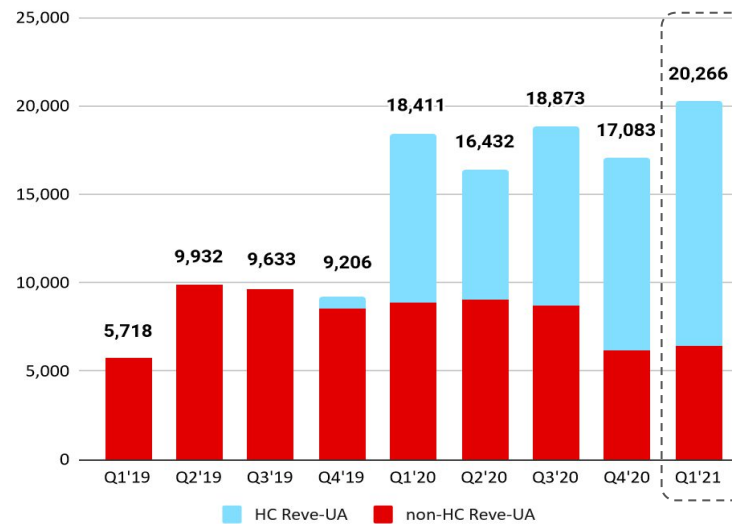
2020 operations scaling.

- HC Revenue adding on to stable non-HC business
- HC share in revenue less UA increasing up to ca. 70%
- Revenue 2020 nearly tripled and Revenue Less UA doubled vs 2019
- Record revenue results in Q1 2021

Revenue by Genre (PLN k)*

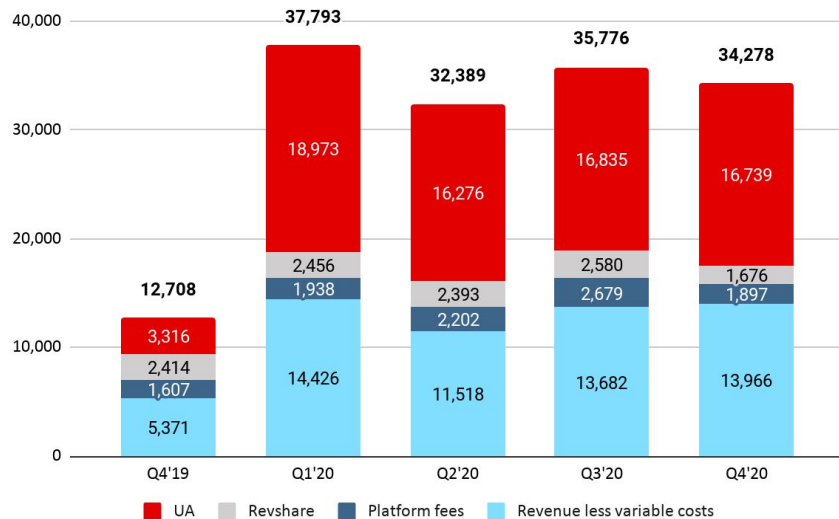


Revenue Less UA (PLN k)*



Increase of revenue.

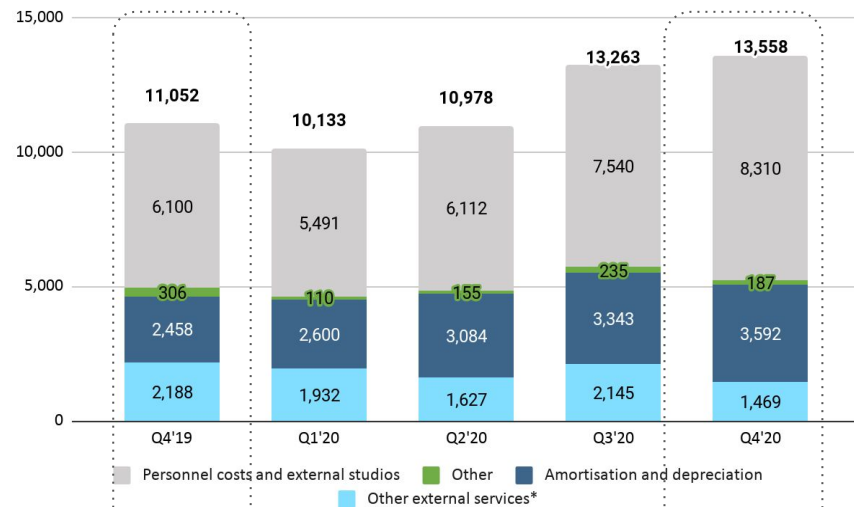
Revenue net of variable costs directly related to sales (PLN k)



- 2020 revenues increased ca. x3 vs 2019
- ca. 69m PLN of effective investment in UA - x5 vs 2019
- 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
- Stable level of other costs

87%

% of total revenue

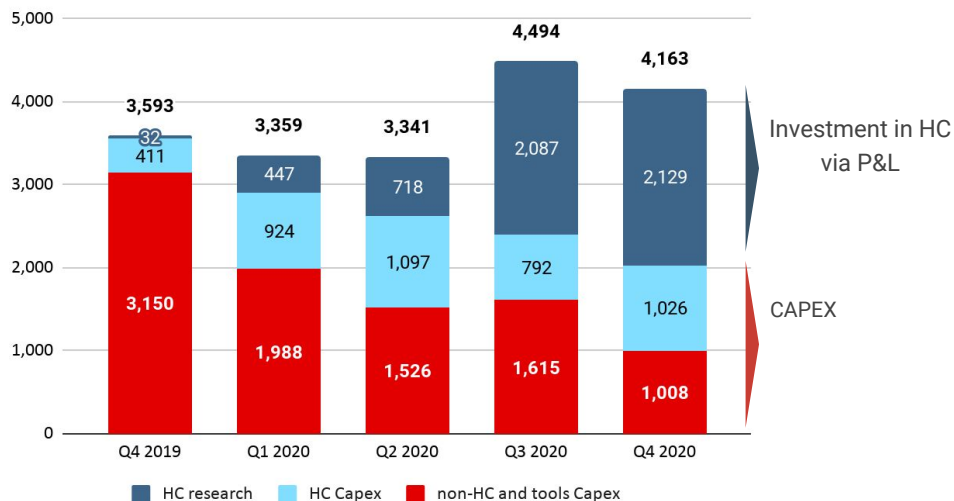
40%

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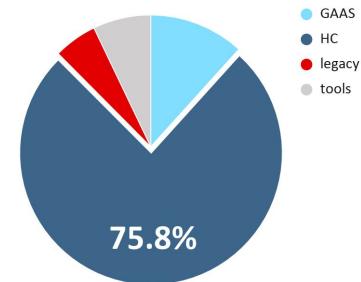
* other external services = total external services less main variable costs less personnel casts less external prototypes

Focus on HC games development.

CAPEX and investment in HC (PLN k)

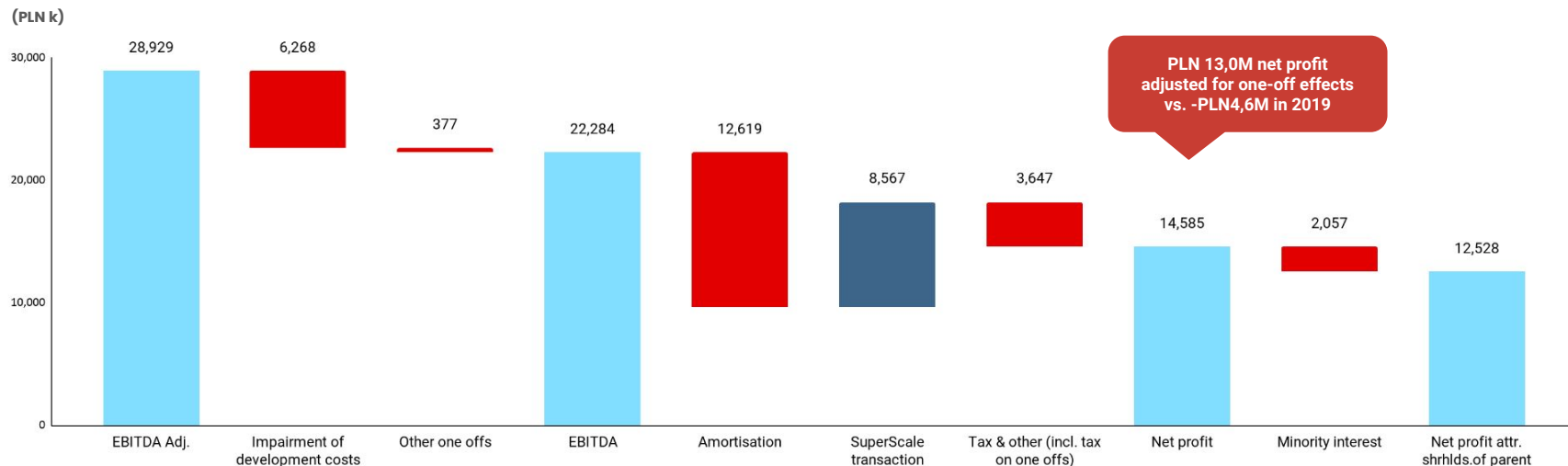


Product development
(CAPEX and P&L) in Q4 2020



- 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
- Reduction in tools capex related to NCBiR grant in Q4

Key one-off effects in P&L 2020.



Key one-off effects

- Impairment on development costs - PLN 6,3M
- SuperScale transaction, incl: proceeds from sale of shares - PLN 2,1M, fair value valuation of remaining shares - PLN 6,4M
- Advisory cost related to SuperScale transaction and Gamelnn grant - PLN 0,4M
- Net tax effect on one offs - PLN 0,4M

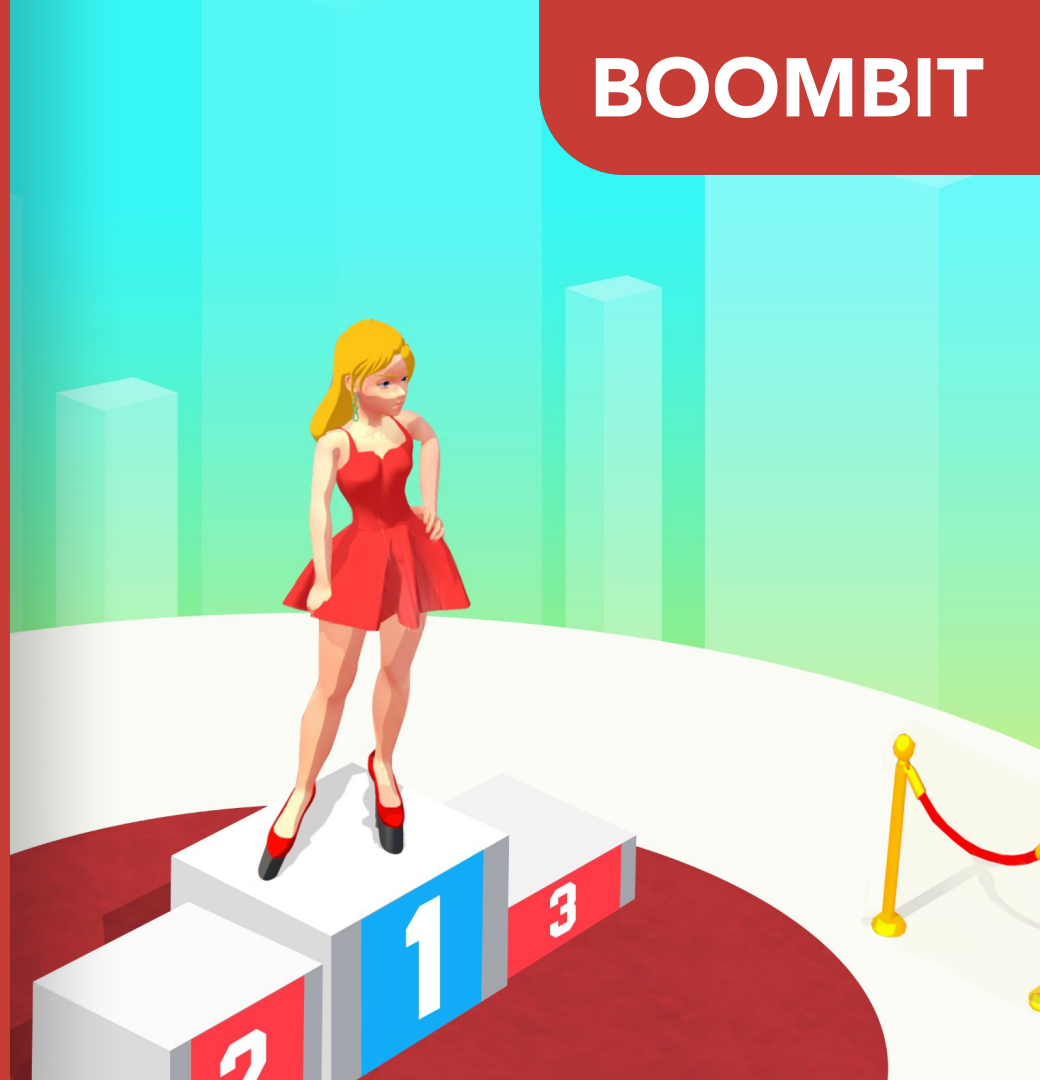
Key Consolidated Financial Data 2020.

	Q1 2020	Q2 2020	Q3 2020	Q4 2020	FY 2019	FY2020
Revenue	37,793	32,389	35,776	34,278	49,734	140,236
Revenue - variable costs	14,426	11,518	13,682	13,966	20,237	53,592
EBITDA	10,409	5,644	6,106	125	(4,346)	22,284
Net profit	6,360	2,011	2,005	4,209	(9,878)	14,585
one- off effects*	-	-	377	(2,299)	6,474	(1,922)
EBITDA Adj.	10,409	5,644	6,482	6,394	2,128 →	28,929
Net Profit Adj.	6,360	2,011	2,310	2,347	(4,634) →	13,028
Capex	2,912	2,623	2,407	2,034	19,423	9,976
Cash (end of quarter)	5,564	11,166	14,076	20,748	3,530 →	20,748

OUTLOOK 2021+



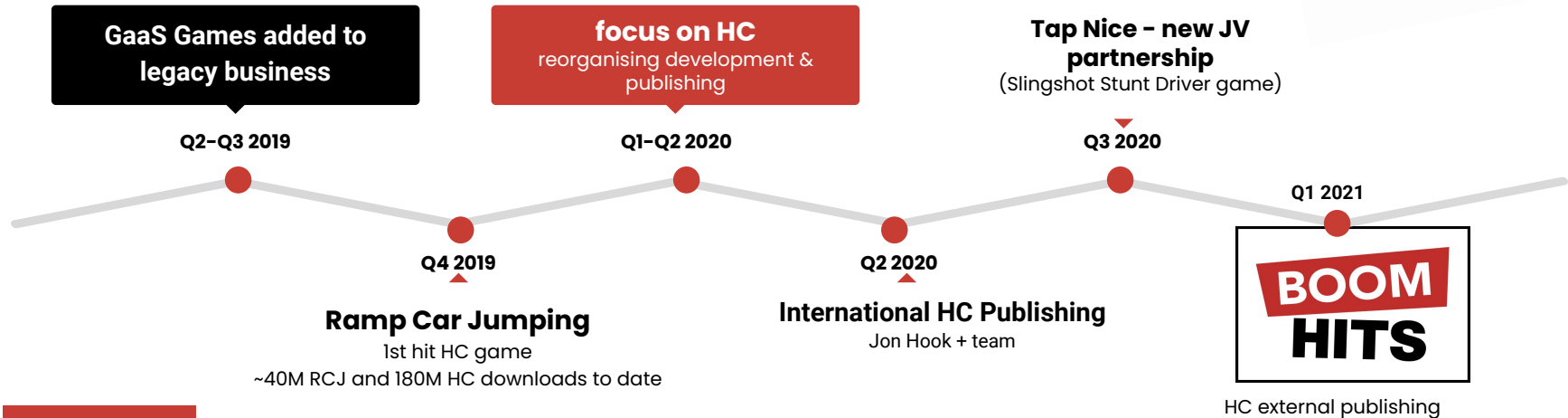
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Business scaling strategy.

New revenue streams added in 2020:

- In-House HC production (Ramp Car Jumping, Bike Jump, Will it Shred),
- JV HC studios (TapNice - developer of Slingshot Stunt Driver),
- BoomHits - external publishing (Shoe Race, Swipe Fight, Hyper Roller Coaster)



BoomBit's Global Expansion and Studio Launches.



Currently we cooperate with studios from:

- UK
- United States
- South Korea
- Russia
- Ukraine
- Romania
- Pakistan
- Turkey

Effective model of cooperation:

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



Outlook 2021+.

Heading towards 1B All-Time
downloads in 2021!

GAMES Success

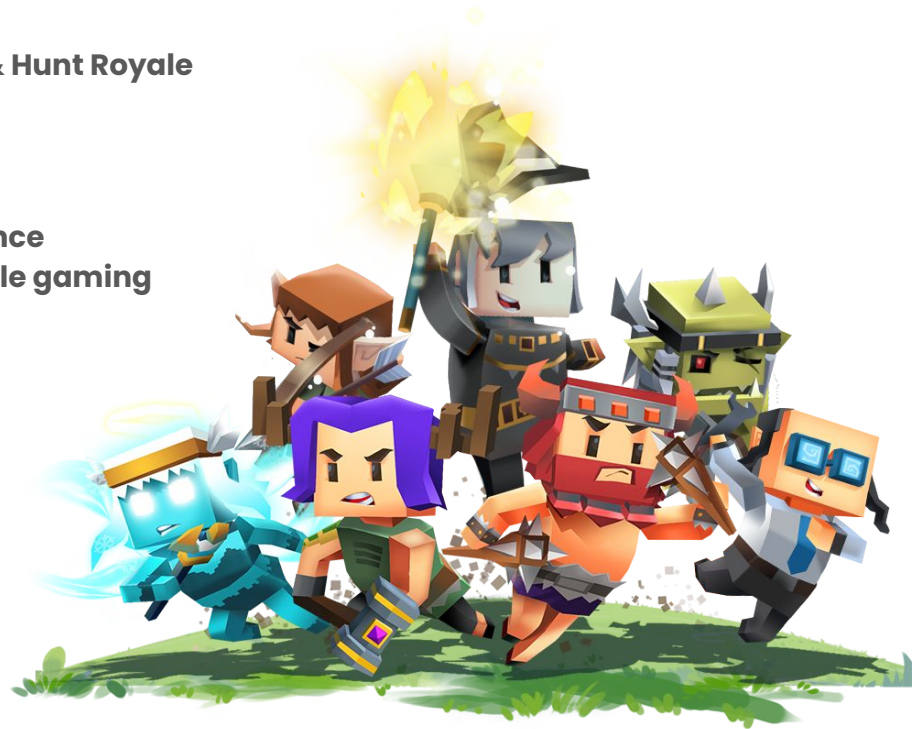
- New successful games Shoe Race & Hunt Royale
- Efficient UA & monetisation

GROWING Market

- Broad and expanding global audience
- HC - Fastest Growing genre in mobile gaming

EXTRA Revenue

- Joint Ventures - TapNice
- Global Publishing - BoomHits

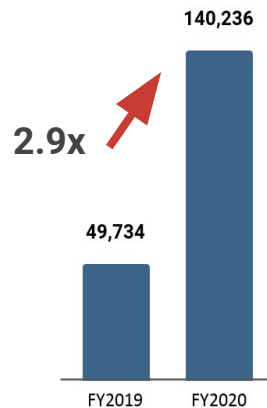


Summary - 2020 successful growth.

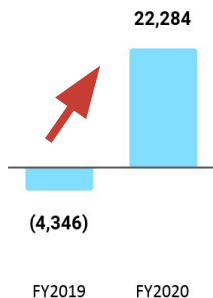
**Record
2020**

- >140m PLN revenue
- >200M downloads

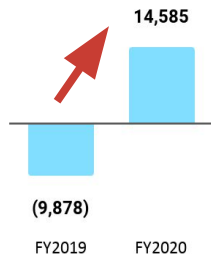
Revenue
(PLN '000)



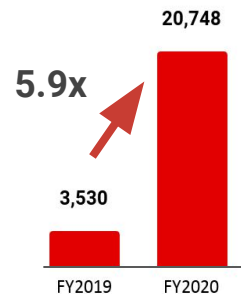
EBITDA
(PLN '000)



Net Profit
(PLN '000)



Cash as of year end
(PLN '000)



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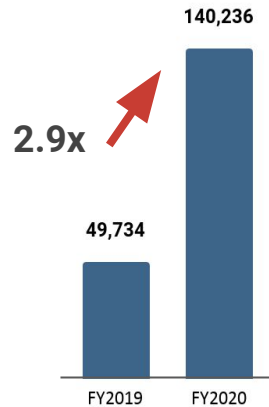


2020 successful growth.

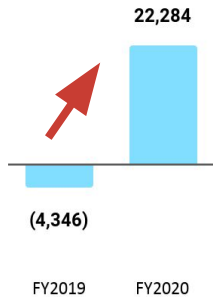
**Record
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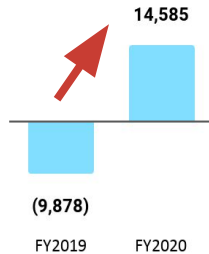
Revenue
(PLN '000)



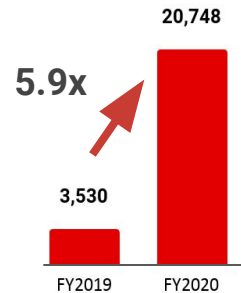
EBITDA
(PLN '000)



Net Profit
(PLN '000)



Cash as of year end
(PLN '000)



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**THANK YOU
FOR YOUR
ATTENTION**

Investor Relations

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