

BOOMBIT's HYPERCASUAL

CAPITALISING ON THE GLOBAL
RISE OF CASUAL GAMING



INVESTOR PRESENTATION
October 2020

BOOMBIT



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2020 – successful move into HC.

>105M PLN revenue YTD
>164M downloads YTD



Bike Jump



Ramp Car



SlingShot

PLN 70.2M 1H revenue

PLN 8.4M 1H net profit

- Over 105M PLN revenue YTD – more than 2019 and 2018 combined
- Strong focus on HC games starting from January 2020
- 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

OPERATIONS AND RESULTS

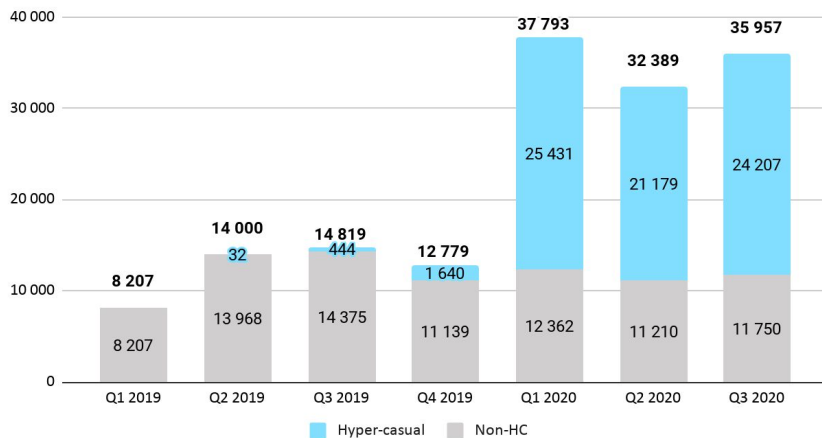
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Q3 Revenue Estimates.

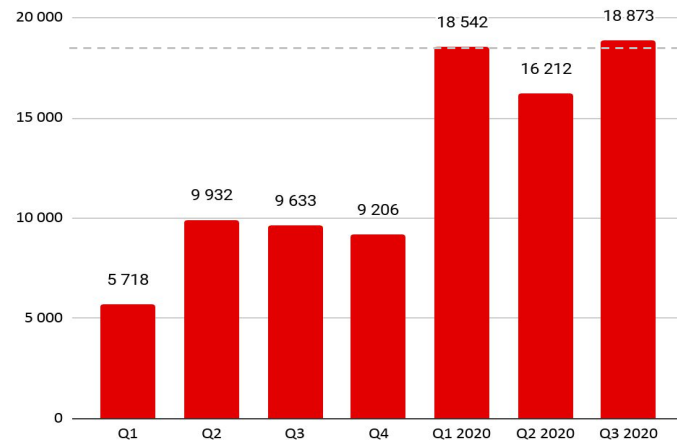
- 36M PLN estimated revenue in Q3 2020
- Q3: Highest Revenue Less UA on record at 18.9M PLN
- Growth driven by HC games success
- HC revenue around 67% in Q3

Revenue by Genre (PLN k)*



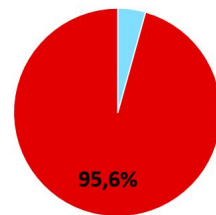
*Q3 2020 - estimates

Revenue Less UA (PLN k)*



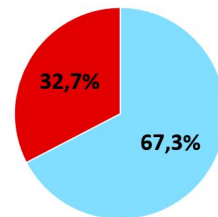
Sales Growth Driven by HC.

- Total 14.2M PLN revenue in September (+19% m/m) - HC share Increasing
- September Revenue Less UA 7.3M PLN (+15% m/m)
- Revenue and Revenue Less UA doubled in 2020 YTD vs 2019



● HC ● Non-HC

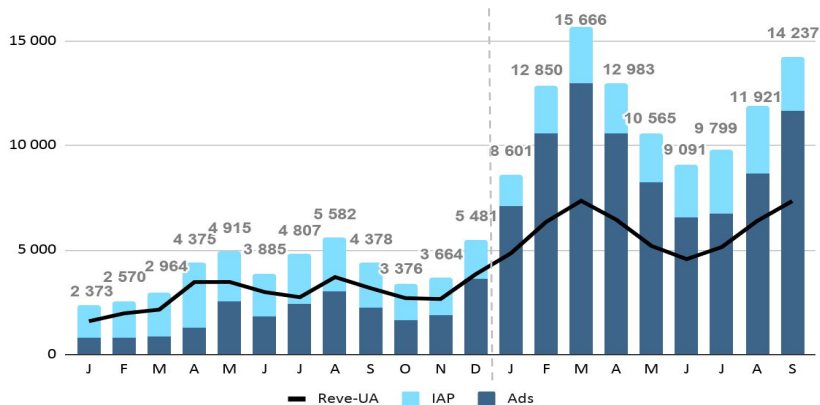
2019



● HC ● Non-HC

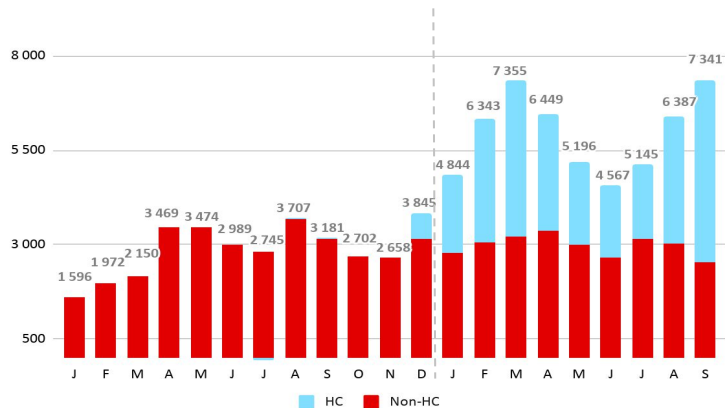
Q3 2020

Revenue and User Acquisition (PLN k)*



*July - September 2020 - estimates

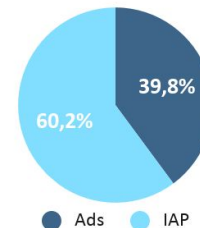
Revenue Less UA (PLN k)*



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

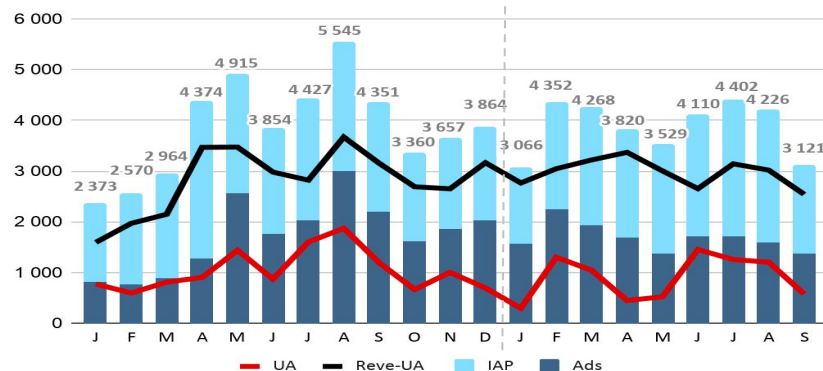
Non-HC Games.

Revenue Q3 2020

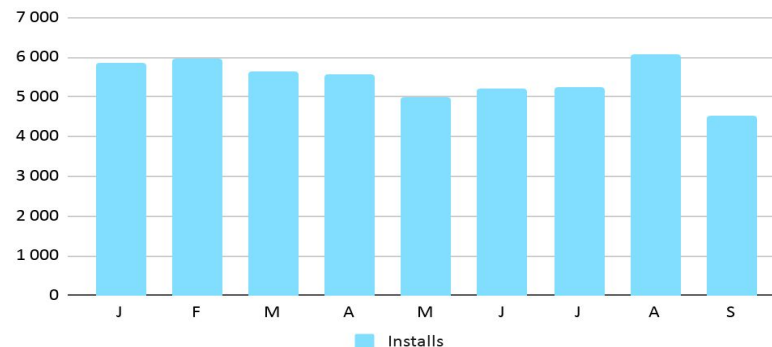


- 2020 revenue less UA at an average of 3M PLN per month
- Good performance of Nintendo Switch games
- September revenue lower due to Tanks a Lot end of agreement
- Stable installs 4.5-6M from remaining games

Revenue and User Acquisition (PLN k)*



Downloads (k)

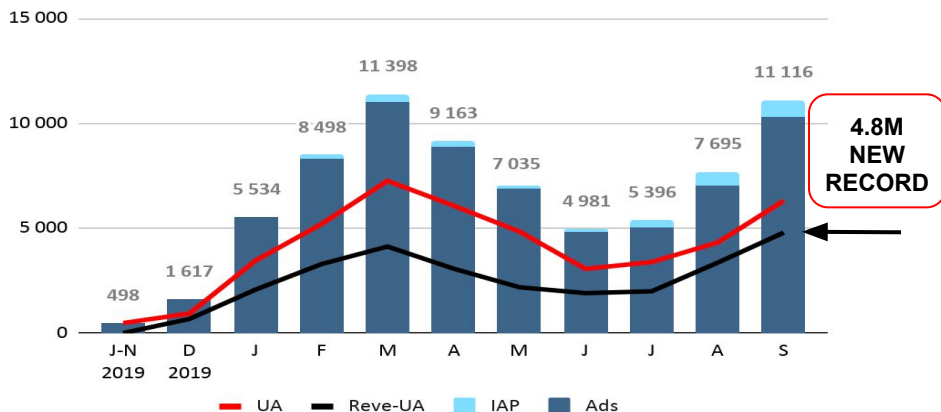


Hyper Casual Games Success.

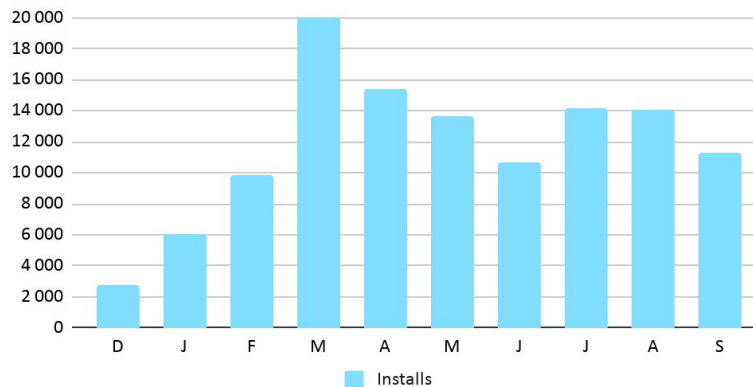
- September: **HC Revenue Less UA 4.8M PLN (+42% m/m)**
- **the Highest Monthly Result in the History of the Group**
- Total Downloads > 115M so far in 2020 and counting
- Increasing share of IAPs in Revenue: >7% of Revenue in September



Revenue and User Acquisition (PLN k)*



Downloads (k)





New investor to drive international success



Level-Up venture capital - new major stakeholder

- Mobile games specialized VC with hands on approach
- Funds for commercial rollout especially US market
- Access to leading mobile gaming firms, BoomBit's competitors



Financial impact on BoomBit

- PLN 2M cash from sale of shares
- PLN 6.3M profit from minority stake fair value (ca. EUR 7M valuation of SuperScale)
- EUR 200k cash of loan repayment in Q4 and EUR 10k monthly installments



Future relationship

- Continuing advisory service focused on GaaS games (HC UA only by in-house teams)
- Keeping a minority stake in a promising growing business

Key Consolidated Financial Data Q2 2020.

	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q1 vs Q2 2020
Revenue	14 000	14 819	12 708	37 793	32 389	(5 404)
UA	(3 206)	(5 032)	(3 316)	(18 973)	(16 276)	2 697
Rev share	(2 558)	(2 393)	(2 414)	(2 456)	(2 393)	63
Platform fees	(2 252)	(2 115)	(1 607)	(1 938)	(2 202)	(264)
Revenue - variable costs	5 984	5 279	5 371	14 426	11 518	(2 908)
Personnel costs (via P&L)	(2 883)	(3 238)	(3 026)	(3 117)	(3 686)	(569)
Other COGS	(567)	(641)	(1 086)	(657)	(922)	(265)
Other overheads	(1 466)	(1 057)	(922)	(847)	(663)	184
Other costs and revenues	(324)	(41)	(5 882)	604	(603)	(1 207)
EBITDA	744	302	(5 545)	10 409	5 644	(4 765)
Amortization	(1 403)	(1 924)	(2 458)	(2 600)	(3 084)	(484)
EBIT	(659)	(1 622)	(8 003)	7 809	2 560	(5 249)
Net profit	(849)	(1 626)	(6 947)	6 360	2 011	(4 349)
Capex	5 997	4 501	3 561	2 912	2 623	(289)
Cash	11 996	7 796	3 530	5 564	11 166	5 602

15 new specialists - UA/publishing/BI
More personnel costs in P&L due to specifics of HC production process

Amortisation higher due to new releases and updates and short amortisation period for HC games

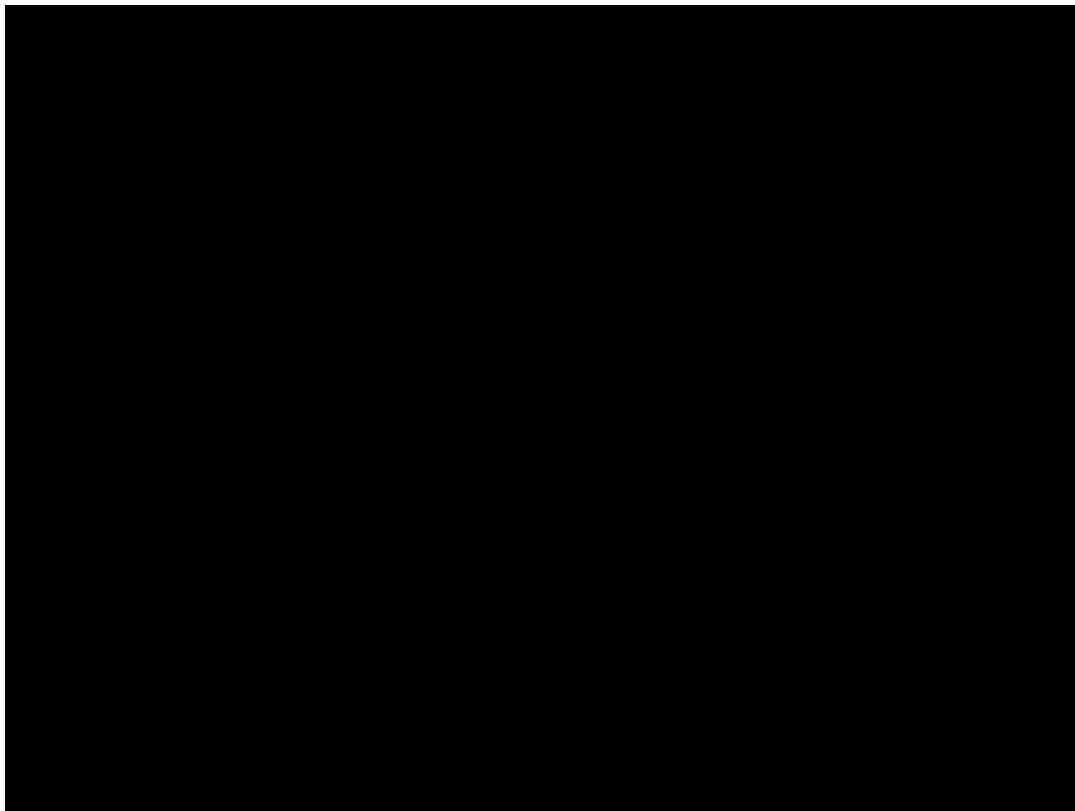
Cash is building up

PUBLISHING - HYPERCASUAL

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SlingShot Stunt Driver.



SlingShot Stunt Driver – success story.

Slingshot Stunt Driver:

- ~8m downloads to date. 20% from the US.
- TOP 10 in :
 - 113 countries on iOS
 - 31 countries on GP
- First successful JV partnership (TapNice), next title to be released soon



iOS App Store		Google Play	
6	Scribble Rider Voodoo ★★★★★ (112 735)	1	Among Us Innersloth LLC
7	Stairway to Heaven! Lion Studios ★★★★☆ (16 374)	2	Hyper Plinko Shape Keeper Ltd
8	Brain Wash - Puzzle... SayGames LLC ★★★★★ (47 174)	3	Tom Clancy's Elite Sq... Ubisoft Entertainment
9	Slingshot Stunt Driver TapNice Sp. z o.o. ★★★★★ (5 064)	4	Slingshot Stunt Driver TapNice
10	Crazy Labs ★★★★★ (41 043)	5	Roblox Roblox Corporation
11	Subway Surfers Sybo Games ApS ★★★★★ (722 952)	6	Brain Wash - Amazin... SayGames
12	Type Run Voodoo ★★★★★ (6 745)	7	Cube Surfer! VOODOO
13	Cube Surfer! Voodoo ★★★★★ (133 759)	8	Tie Dye Crazy Labs by TabTale

US, Games category. iOS is from 1/09 GP is from 31/08

Hyper-Casual is ...



ASMR



Role Play



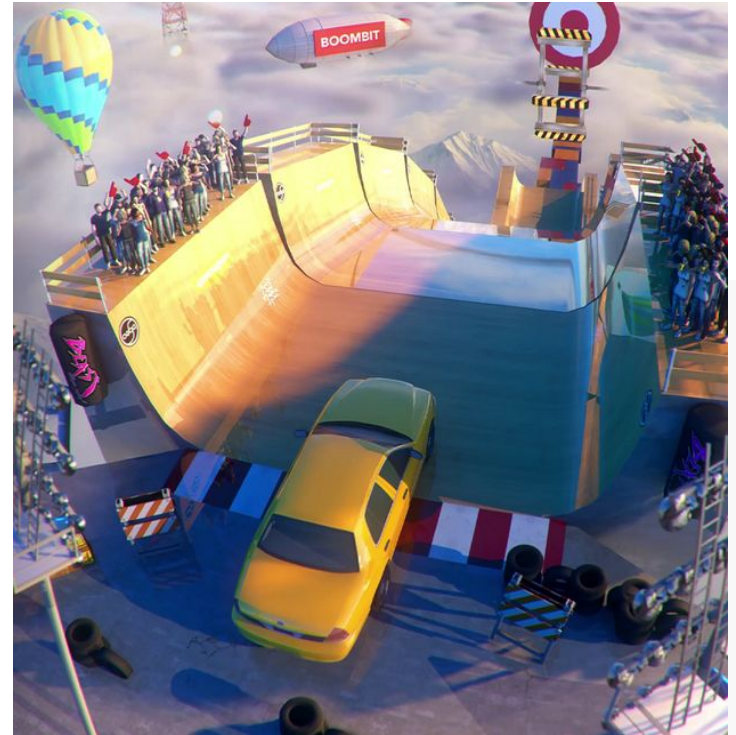
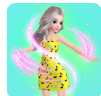
Action



Puzzle



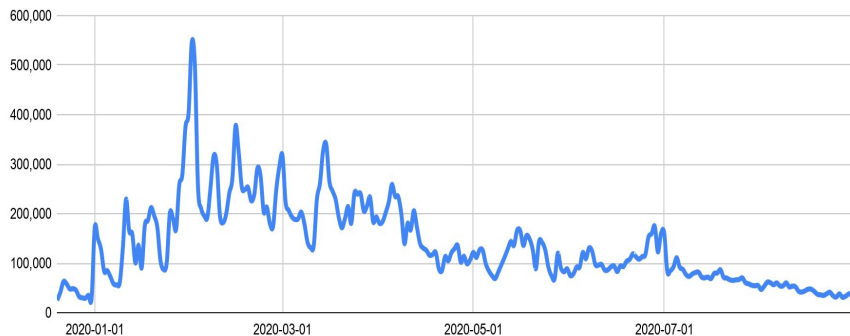
Audience or subject based



HC lives longer than you think.

- Top HC games have life cycle exceeding 24 months
- In the first months number of downloads is higher due to favourable CPIs
- In longer term CPI stabilizes as well as downloads
- We achieve up to 10% share of IAP in HC games

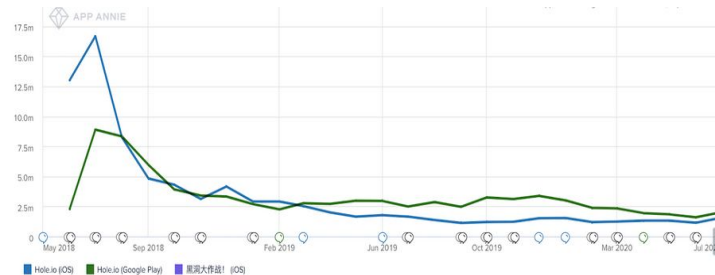
Ramp Car Jumping (35M downloads, 10 months from release)



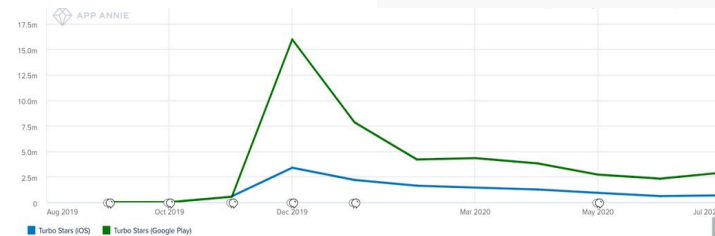
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Market benchmark:

Hole.io (220M downloads, 26 months)

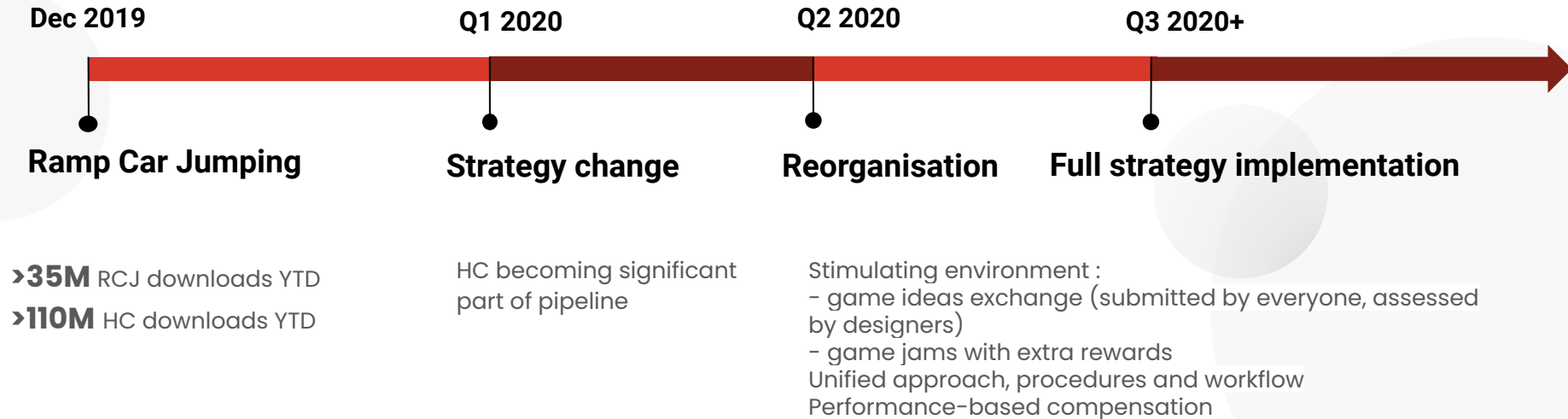


Turbo Stars (57M downloads, 11 months)



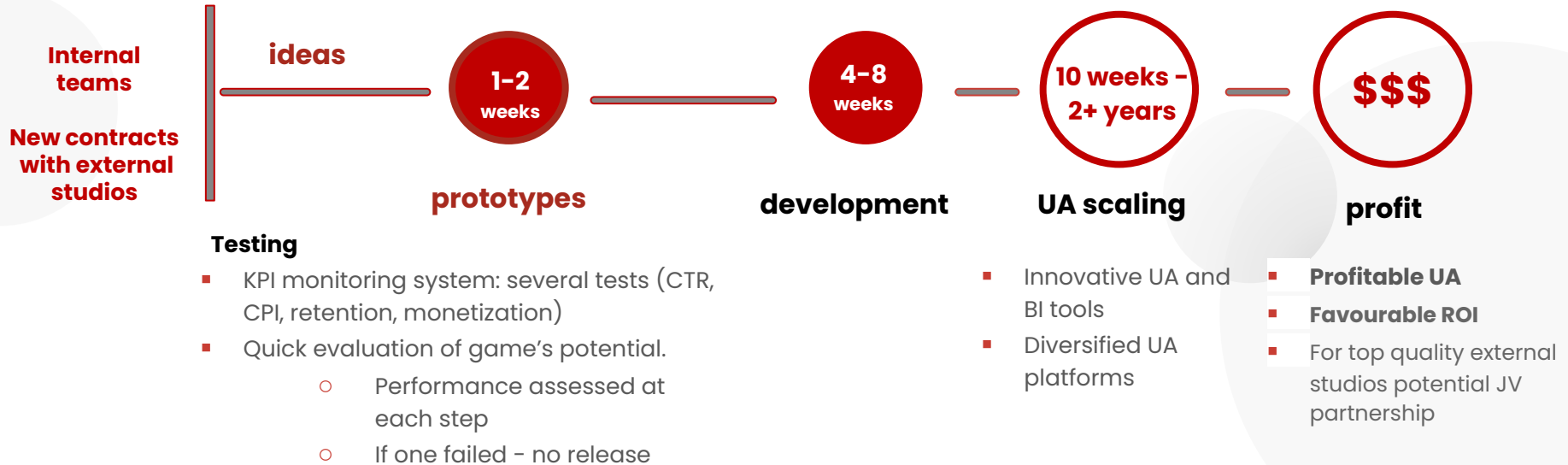
HC games development.

> 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



Automation tools development.



Business Intelligence

- Comprehensive tool for data aggregation and presentation
- Campaign, creative and user-level insights
- iOS 14 deprecation of IDFA



UA automation

- Machine learning bidding optimization. Goal - profit maximization (not revenue)
- Bid monitoring
- New providers and games added on regular basis



Gamelnn

- Up to 3,8M PLN grant from NCBiR
- For a system based on AI to modify game parameters in real time

STRATEGY
- HYPERCASUAL

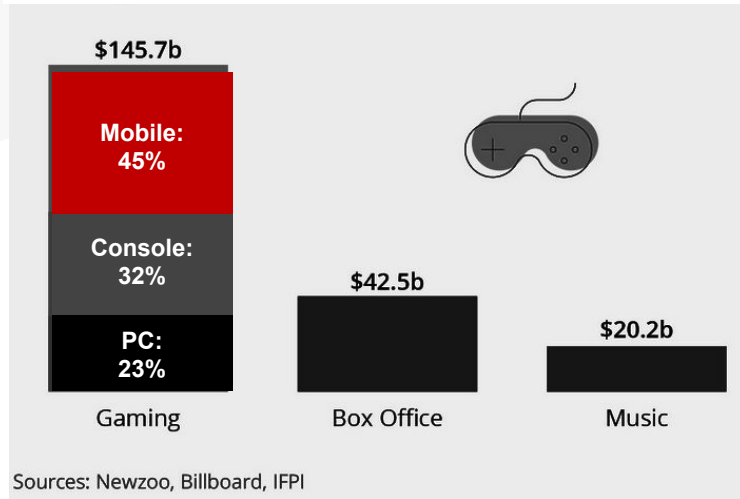


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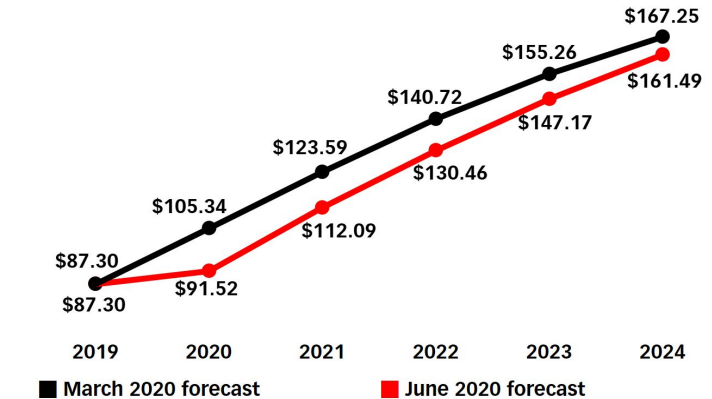
Mobile Gaming - big and powering ahead.

- Mobile gaming is already bigger than movie and music industries combined
- Additional growth in Ad spent will exceed today's combined market for movies and music in 4 years
- HC are best positioned to benefit from the rise in gaming and mobile ads

Global revenue of chosen sectors in 2019 (excl. Ads)



Forecast for Mobile Ad Spending in the US (B USD)



source: eMarketer

HC - driving the global growth of gaming.

- Hyper-casual games installs 37.5% CAGR vs. 5.3% CAGR overall mobile gaming
- They also represent 40%-50% of total ad inventory in mobile games
- **With the current observed growth of the market we observe huge M&A activity**

17.6

million daily installs

37.5%

annual increase in
HC installs

compared with the 5.3%
growth for the mobile gaming
industry as a whole.

76.4%

install growth in
mobile gaming
attributable to HC

~40%-
50%

of total in-game
ad inventory



M&A

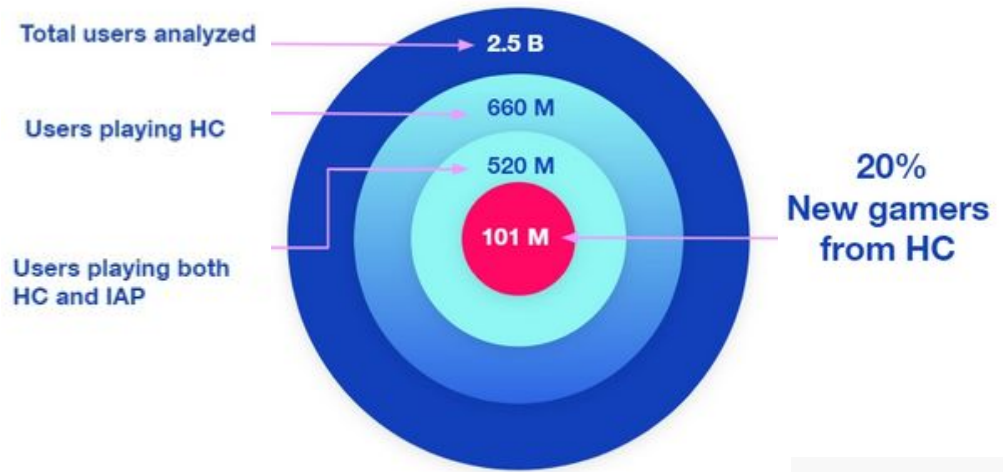
So far in 2020:

- Tencent -> Voodoo
- Voodoo -> Fabrica, Gumbug
- Ubisoft -> Kolibri, Green Panda
- Zynga -> Rollic
- Take two -> Two dots

Unlimited number of new HC gamers.

HC - aimed at vast audiences, searching for low-commitment entertainment

- 28% of all 2.5B mobile gamers play HC (c. 660M)
- 79% of HC players play also other genres (c.520M), making it great source for advertising other games and cross-promo
- 20% of these (c.100M) are completely new to gaming - moving to gaming from other types of entertainment



source: VentureBeat, Ironsource research

Proven international team.



Jon Hook VP publishing - on a mission to take BoomBit global

- Gaming exec and entrepreneur experienced in building and running gaming and ad tech companies
- Ex Homa Games (7 top 10 mobile games, 100M+ downloads, signed global partnership with Hasbro for Nerf which was a No. 1 game Epic Pranks), AdColony, GroupM (Head of Mobile MediaCom running \$100M+ in advertising spend);
- Co-Founder of Odyssey Mobile Marketing acquired by PHUN (Nasdaq)



Dream team for a global push

- Onboarding publishing team - publishing managers, game designers, creatives, UI/UX

Team with track-record of successful projects:

- Pedro Ribeiro - ex Green Panda (No. 1 studio for Idle), MiniClip (Project Manager on 8Ball Pool)
- Francis Tinney, ex Head of Creative at AdColony
- Max Texier - ex Coda, Another Place Studios (signed with Voodoo)

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



OUTLOOK 2020+

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Executive summary and 2020+ outlook.

1

HIGH REVENUES AND DOWNLOADS

- **Over PLN 105M revenue YTD**
- **Over 164M downloads YTD**
- 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 and mobile gaming ads

BoomBit perfectly positioned to benefit from HC boom

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**THANK YOU
FOR YOUR
ATTENTION**

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