

BOOMBIT

H1 2021 RESULTS

SEPTEMBER 2021



H1 2021 HIGHLIGHTS.

- Development of External Publishing
- Successful Joint Ventures
- 4 months in a row with revenue above the PLN 20M (USD 5.3M) threshold

113.9M

Downloads in H1 2021



USD 30.4M

Record level of revenue from games*



USD 2.5M

Record level of Net profit

High Performance Every Day.

BoomBit's mobile games are popular across the world and among a broad spectrum of people

~800k

installs daily

~2M

daily active users

~33M

monthly active users

~28M

ads displayed each day

~60k

hours of full-screen ads
every day (7 years for 1 person)

~30k

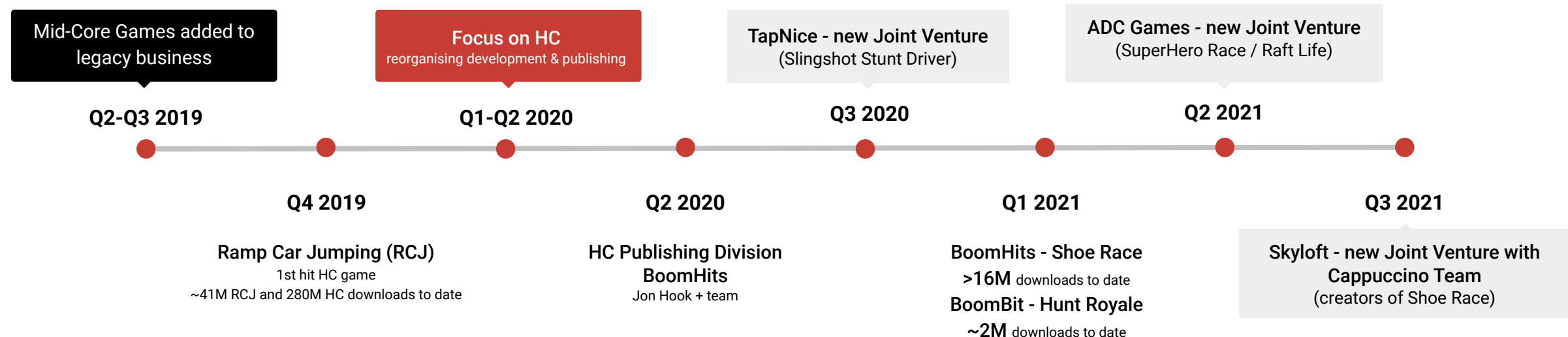
UA bids updated
each iteration

BoomBit.

- One of the fastest growing mobile gaming companies
- Over 10 years in free-to-play segment
- Focus on Hyper-Casual Games
- Recognized globally, strong presence in the US, UK and Poland
- Over 200 employees worldwide, 12 nationalities



Business Scaling Strategy



BOOMBIT
GROUP



BOOMBIT

**BOOM
HITS**

**tap
NICE**

AOC


skyloft

3 Pillars of Diversified Revenue.

- In-House game development and publishing
- Growing external publishing division: BoomHits
- Expanding portfolio of successful Joint Ventures

INTERNAL DEVELOPMENT

- Developer and Publisher of Hyper-Casual, Mid-Core and Driving Simulator games
- Competence Hub for the BoomBit Group (Tech Tools, UA, BI, Support)

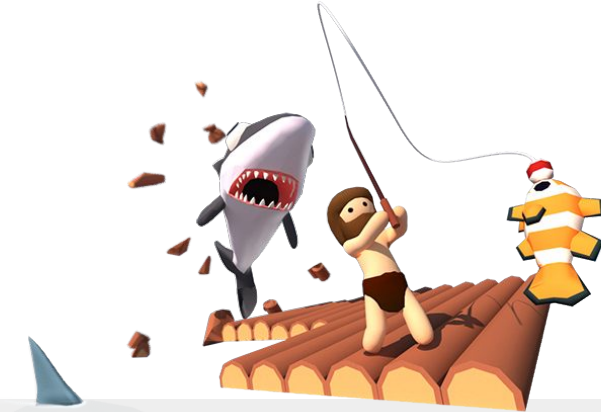
EXTERNAL PUBLISHING

BOOM HITS 15-20
External Studios



JOINT VENTURES

BoomBit works with external producers in the form of Joint Ventures

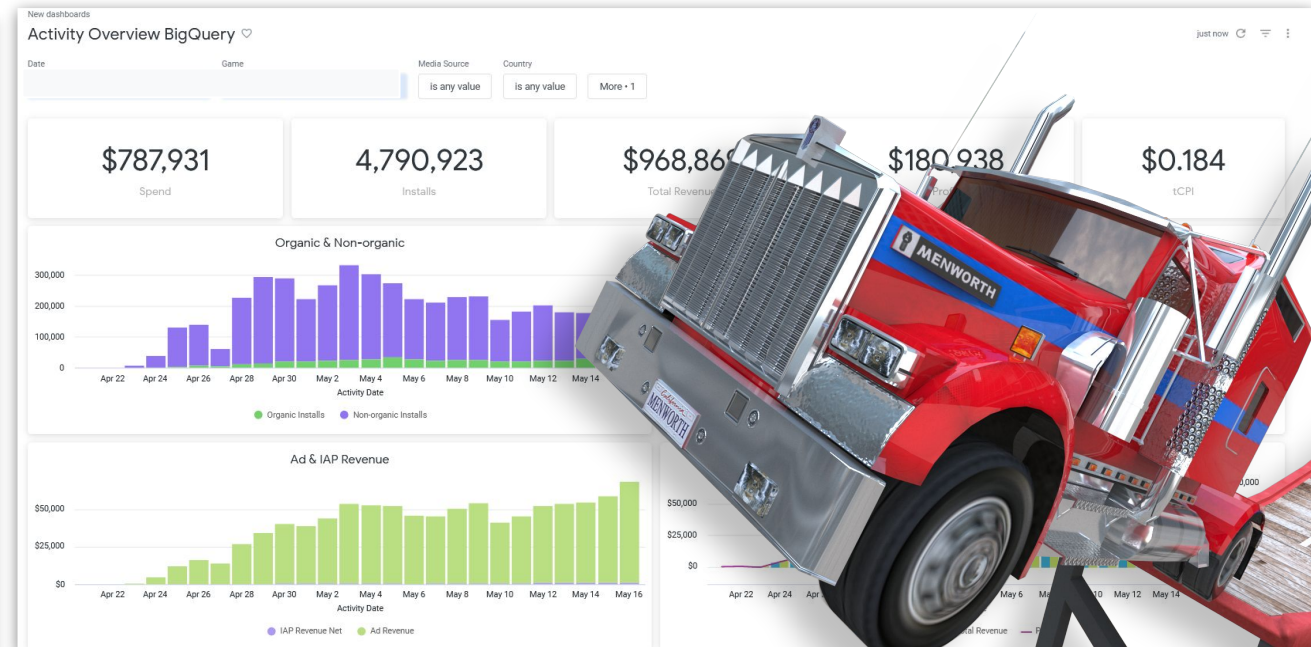


User Acquisition.

BoomBit uses proprietary tools and algorithms to optimize UA costs and maximize game returns:

- Expenditure on user acquisition has to provide a positive return on the game.
- Different sources of user acquisition have different costs and quality of players.
- BoomBit focuses on maximizing game profit, not maximizing downloads or position in rankings.

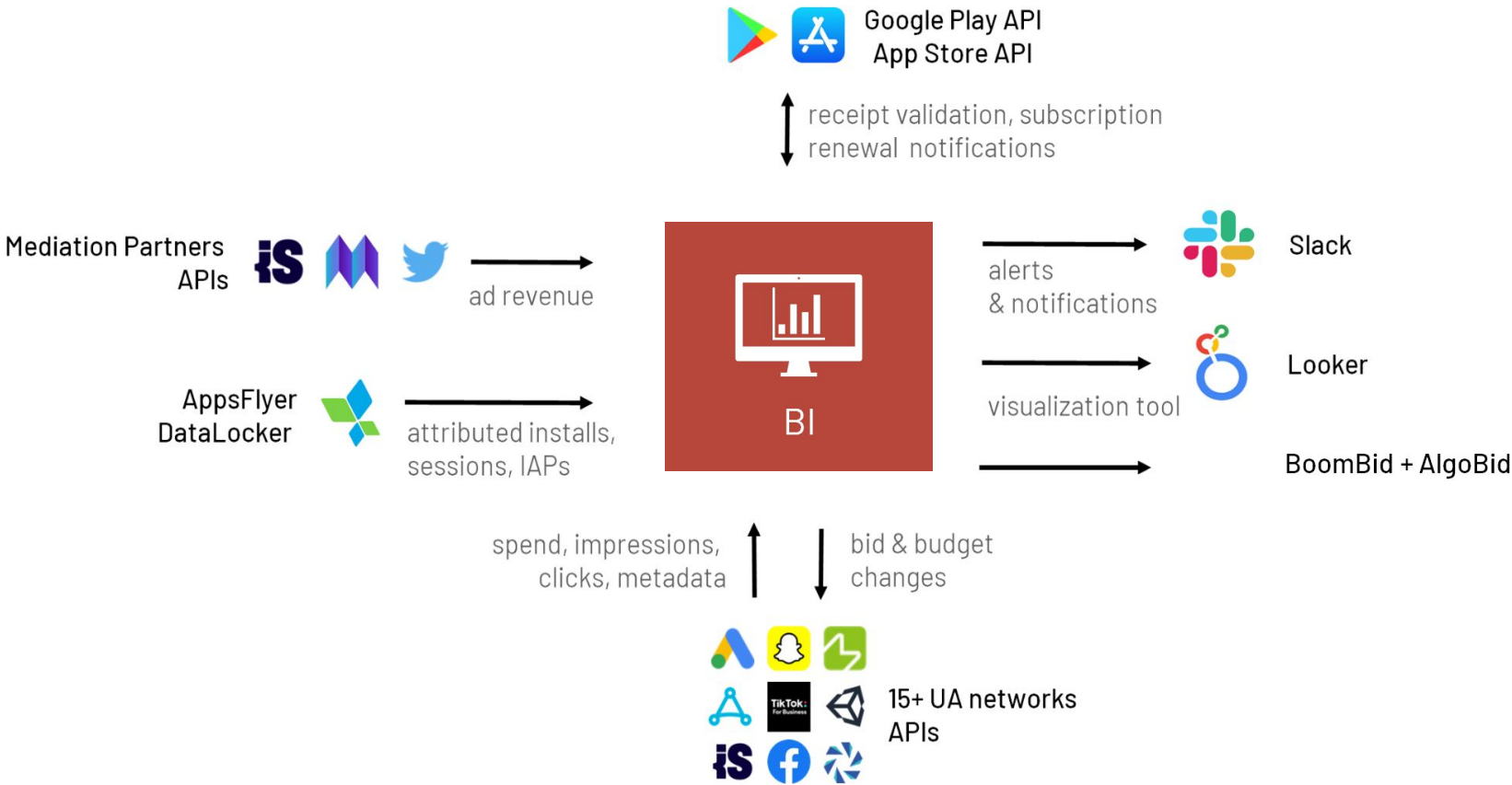
Campaign / Adset	GEO	Bid	eCPI	Budget	Bdg usg	Spend	Installs	Impre	IPM	eCPM	Inst diff	ARPU D0	ARPU D7	ROI D0	ROI D1	ROI D7	Profit D7
UA-48877-MFF-CP-US-VIDEO-20210428	US	\$0.48	\$0.58			\$16695.6	28778	714771	41.9	\$23.4	4%	\$0.34	\$0.57	-41.1%	-23.4%	-2.3%	-\$377
UA-48877-MFF-CP-US-VIDEO-20210510	US	\$0.5	\$0.54			\$8038.7	14986	347005	46.1	\$23.2	7%	\$0.35	\$0.55	-35.3%	-18.6%	3.2%	\$255
FB-MFF-CP-USA-BROAD-PHONE-VIDEO-NORAN-20210425-MED-CP	??	\$0.06	\$0.05	\$2600	39%	\$7168.8	133982	13199708	9.8	\$0.5	-3%	\$0.03	\$0.05	-36.6%	-26.4%	-12.3%	-\$881
FB-MFF-CP-US-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	US	\$1.15	\$0.8	\$1800	52%	\$6611.5	8229	594719	13.7	\$11.1	-1%	\$0.68	\$1.02	-15.3%	3.8%	27.1%	\$1792
FB-MFF-CP-US-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	US	\$1.1	\$0.8	\$1900	48%	\$6330.5	7929	633057	12.6	\$10	1%	\$0.66	\$0.98	-17.1%	0.2%	22.6%	\$1429
FB-MFF-CP-US-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	US	\$1.1	\$0.77	\$2200	38%	\$5878.4	7586	543524	13.9	\$10.8	0%	\$0.65	\$1	-16.2%	3.6%	29.5%	\$1733
Mileage-MFF-US-CP-BROAD-20210427-1L	US	\$0.49	\$0.68			\$4359.5	6382	1415146	4.6	\$3.1	3%	\$0.47	\$0.72	-31.5%	-14.8%	5.6%	\$245
FB-MFF-CP-DE-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	DE	\$0.57	\$0.41	\$840	69%	\$4030.6	9932	602403	16.8	\$6.7	2%	\$0.34	\$0.49	-16.7%	-0.8%	21.1%	\$850
FB-MFF-CP-US-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	US	auto	\$1.06	\$850	63%	\$3748.5	3538	319754	11	\$11.7	0%	\$0.95	\$1.41	-10.4%	9.2%	33%	\$1235
FB-MFF-CP-GB-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	GB	\$0.68	\$0.49	\$780	56%	\$3054.6	6261	470773	12.9	\$6.5	-3%	\$0.42	\$0.63	-14.6%	3.7%	29%	\$886
FB-MFF-CP-BR-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	BR	\$0.1	\$0.08	\$600	72%	\$3040.8	36942	2705553	13.6	\$1.1	-1%	\$0.06	\$0.08	-29.6%	-18.2%	-1.9%	-\$59
FB-MFF-CP-BR-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	BR	\$0.1	\$0.08	\$600	72%	\$3029	36945	2634098	13.9	\$1.1	-1%	\$0.06	\$0.08	-30.5%	-19.5%	-3.1%	-\$94
FB-MFF-CP-FR-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	FR	\$0.41	\$0.26	\$550	55%	\$2111.1	8166	530359	15.3	\$4	0%	\$0.22	\$0.33	-14.8%	2.9%	27.3%	\$576
FB-MFF-CP-MX-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	MX	\$0.08	\$0.07	\$600	49%	\$2061.5	29422	1986215	14.6	\$1	-1%	\$0.05	\$0.07	-29.7%	-16.8%	0.9%	\$19
FB-MFF-CP-KR-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	KR	\$0.73	\$0.61	\$500	58%	\$2038.3	3354	285201	11.5	\$7.1	-2%	\$0.57	\$0.77	-6%	7.2%	26.9%	\$547
UA-48877-MFF-CP-USA-VIDEO-20210428	US	\$0.31	\$0.31			\$2016.7	6580	159542	42.6	\$12.6	3%	\$0.21	\$0.35	-31.6%	-11.5%	15.1%	\$304
FB-MFF-CP-GB-TEK1-BROAD-PHONE-VIDEO-NORAN-20210425-1L	GB	\$0.68	\$0.47	\$600	45%	\$1870.7	4021	279096	13.8	\$6.7	-5%	\$0.41	\$0.62	-12.7%	6.8%	32.8%	\$614
UA-48877-MFF-CP-USA-VIDEO-20210428	KR	\$0.36	\$0.34			\$1715.4	5005	92614	54.8	\$18.5	1%	\$0.26	\$0.37	-24.3%	-5.2%	8.2%	\$141



BOOMBIT

UA Automation - Business Intelligence.

- BI: Complete data for the past cohorts' performance
- Real time monitoring of ongoing campaigns



UA Automation - AlgoBid.

- AlgoBid: Tool for calculating bids aimed at maximizing profitability of UA campaigns



INPUT

- App
- Device
- Country
- Campaign
- Media Source
- Creative
- Day of Week
- Gender
- Age
- Sub-source
- ATT

PROCESSING

- Historical data
- Seasonality
- eCPM capping
- App maturity
- Outliers
- Sample size
- Break-even point
- Bucketing
- Blacklisting
- Whitelisting



BID

- ~30k bids each iteration
- less than 1% overridden by UA managers

MEASURES

- CPI
- IPM
- CTR
- Retention
- Engagement rate
- Purchase events
- Cross promo
- k-factor
- ARPU
- ROI

UA Automation - BoomBid.

- BoomBid: Tool for updating thousands of bids with one click.

~30k

UA bids updated each iteration

PREPARE AND UPLOAD BIDS

One file with bids to all networks and types of campaigns

REVIEW CHANGES AND ADJUST

In case bid suggested by AlgoBid should be overwritten

CONFIRM DEPLOYMENT

All bids deployed in just a few minutes

Campaign / Adset	GEO	Bid	New Bid	Bid chg	tCPI
		\$0.3	\$0.3	0%	\$0.31
		\$0.48	\$0.471	-1.9%	\$0.58
		\$0.398	\$0.397	-0.2%	\$0.58
		\$0.51	\$0.47	-7.8%	\$0.51
		\$0.876	\$0.881	0.6%	\$0.87
		\$0.334	\$0.327	-2.1%	\$0.33
		\$0.26	\$0.27	3.8%	\$0.26
		\$0.45	\$0.441	-2.4%	\$0.45
		\$0.5	\$0.458	-9.2%	\$0.5
		\$0.3	\$0.29	-3.3%	\$0.3
		\$0.24	\$0.24	0%	\$0.24
		\$0.05	\$0.05	0%	\$0.05
		\$0.36	\$0.37	2.8%	\$0.36




Bidfile details				
#1185: boombid_src_2021-08-13.csv				
Created	2021-08-13 12:30:17			
Status	Deployed			
Approved by				
Validation	96.8% • Check errors			
Deployment	Fully deployed			
Network	All bids	Valid	Changes	Deployment
ironSource	2242	100.0%	8	100.0%
Unity Ads	11343	100.0%	23	100.0%
AppLovin	9394	92.2%	17	100.0%


2021 Hyper-Casual Portfolio.

- 18 mobile games released in 2021 by all 3 business lines

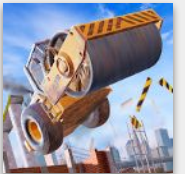
PRODUCTION



Crazy Plane
Landing




Base Jump Wing
Suit Flying



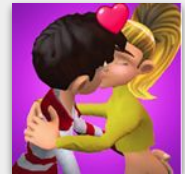
Construction Ramp
Jumping

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EXTERNAL PUBLISHING



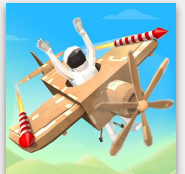
Shoe Race




Kiss in Public


**BOOM
HITS**

JOINT VENTURES





Make It Fly






Superhero Race!



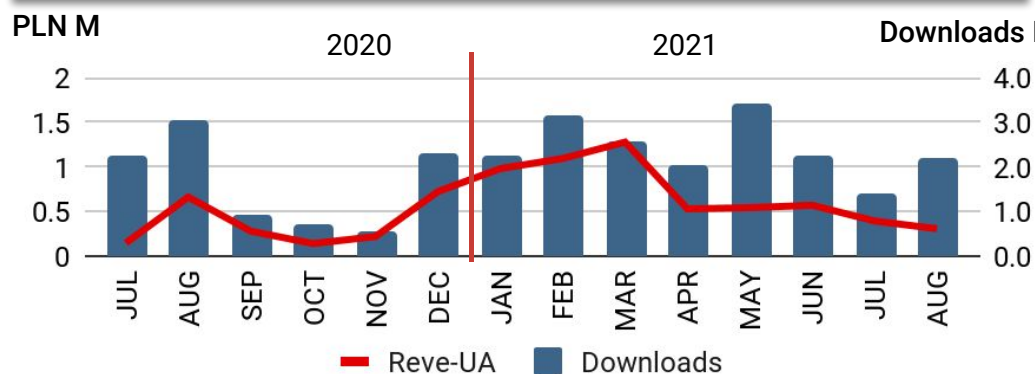


Raft Life

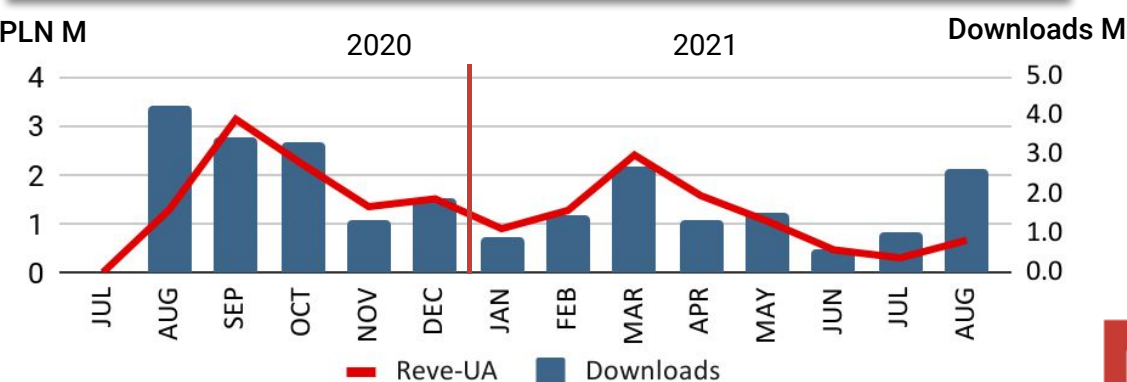


- Games from 2020 and earlier are still popular and profitable
- The life cycle of HC BoomBit games is longer than you think!

Bike Jump > 1 year (~29M Downloads, ~PLN 22M Revenue)



Slingshot Stunt Driver > 1 year (~26M Downloads, ~PLN 41M Revenue)



HUNT ROYALE



Hunt Royale.

Hunt Royale released March 25

>2M

INSTALLS TO DATE

>USD 6M

TOTAL REVENUE

>USD 1.7M

TOTAL REVENUE - UA

RETENTION

	D1	D7	D30
April 2021	50.3%	18.4%	5.1%
Now	55.1%	24.4%	8.6%
Increase	9.5%	32.6%	68.2%

CONVERSION TO PAYER

April 2021	Now	Increase
7.9%	12,6%	59,5%

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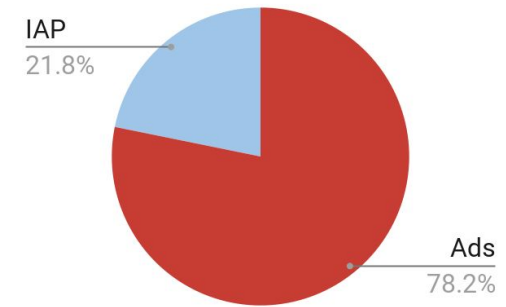
FINANCIAL RESULTS



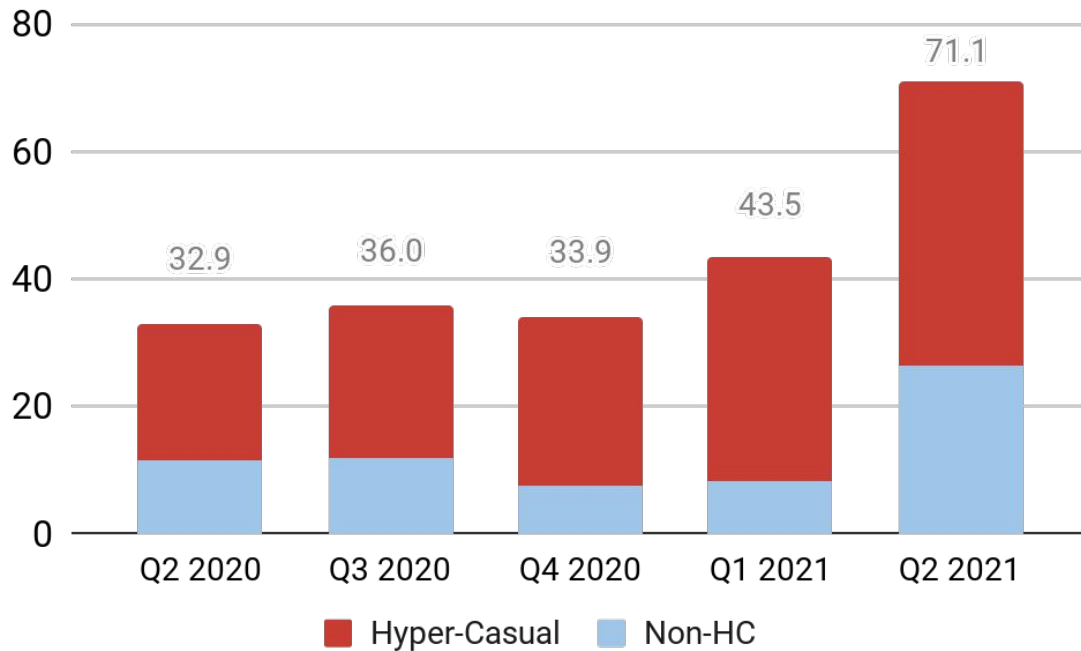
Revenue From Games.

- Record revenue* in Q2
- 63% increase in Q2 vs Q1 revenue (116% in Q/Q)
- Growing share of non-HC and IAPs thanks to Hunt Royale
- HC games main driver of revenue

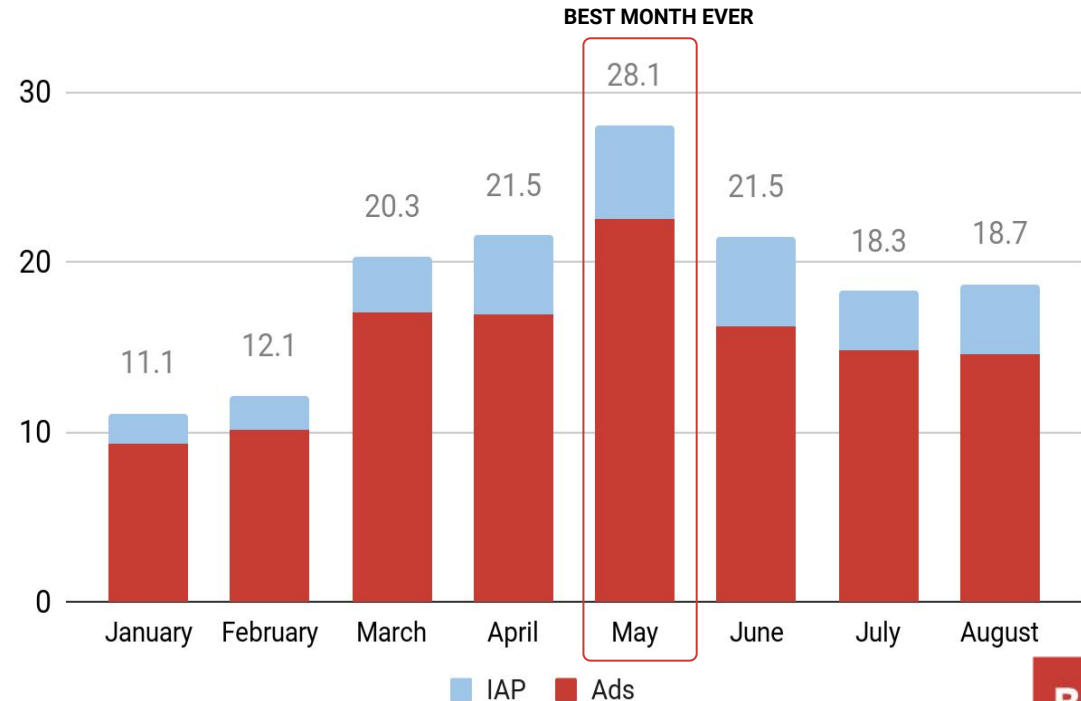
Revenue Q2 2021



Revenue (PLN M)



Revenue (PLN M)

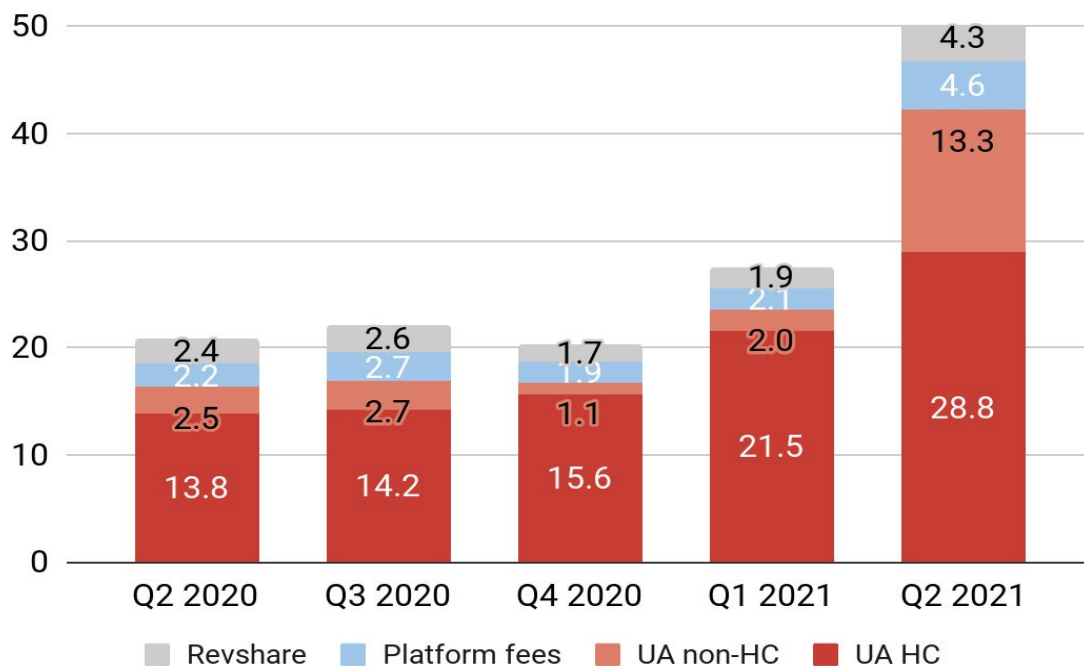


*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs.

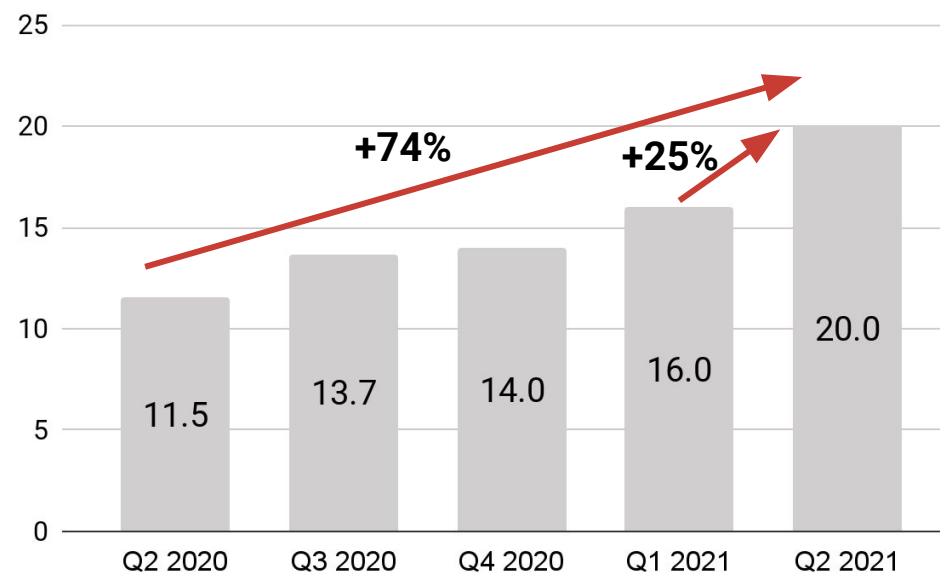
Revenue From Games And Main Variable Costs.

- Another record level of revenue* less variable costs (PLN 20.0M in Q2, +25% Q/Q, +74% Y/Y)
- Record level of investment in UA (PLN 42.1M)

Main Variable Costs (PLN M)



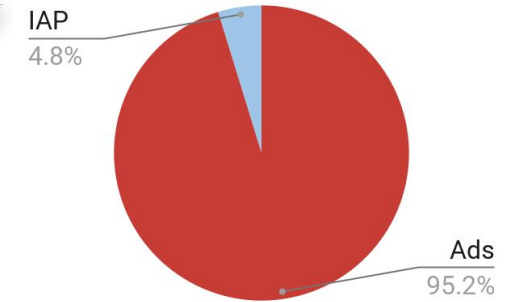
Revenue Net of Variable Costs (PLN M)



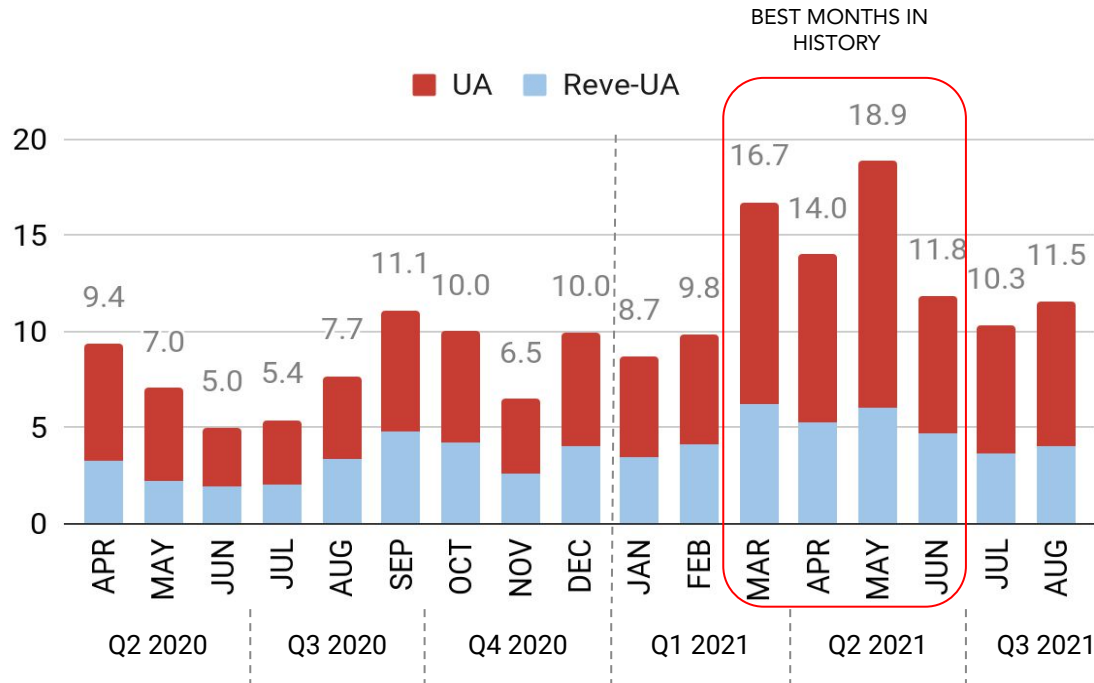
Hyper-Casual.

- PLN 44.7M revenue in Q2 2021 (+27% Q/Q and +109% Y/Y)
- March and May were the best months for BoomBit in HC games and total Revenue - UA
- Decrease in revenue after May mostly due to mobile gaming market adapting to a post-IDFA
- Outlook: New promising games in pipeline and improved iOS performance post-IDFA

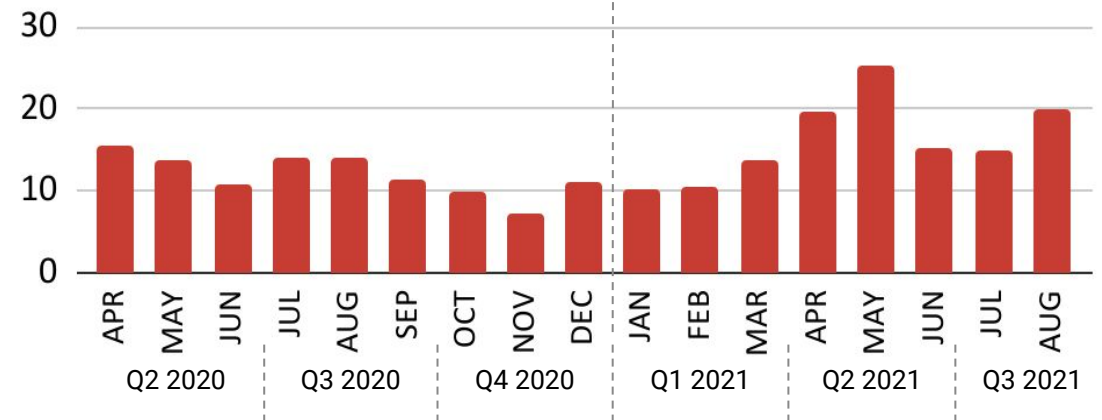
Revenue* Q2 2021



Revenue and User Acquisition* (PLN M)



Downloads (M)

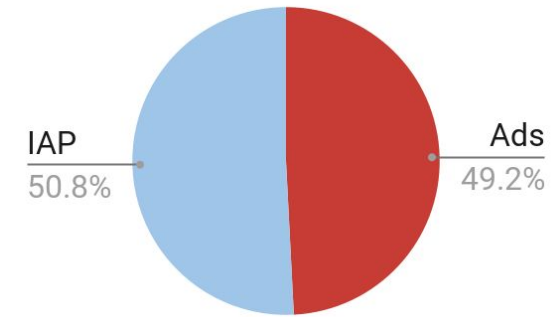


*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs.

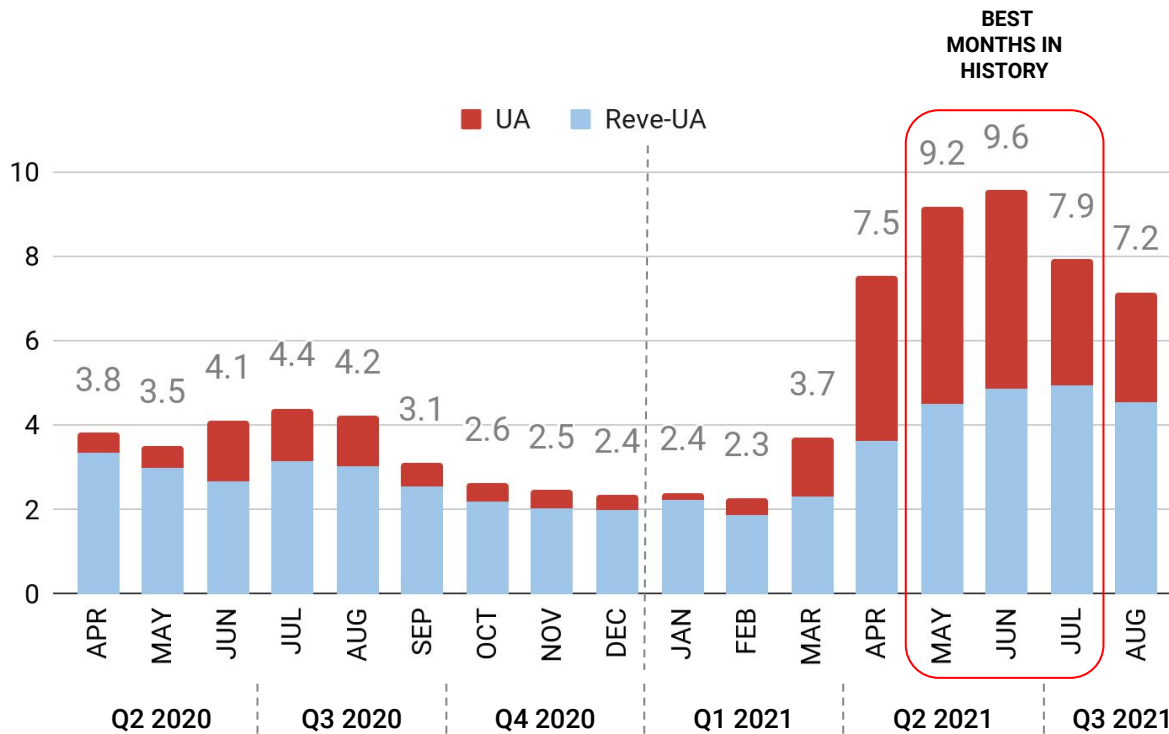
Non-HC.

- May and June were the best months in history in non-HC games
- PLN 26.3M Revenue* in Q2 2021 (+213% Q/Q and +131% Y/Y)
- Reve - UA stable despite lower revenue after June
- Hunt Royale - significant updates of the game coming soon!

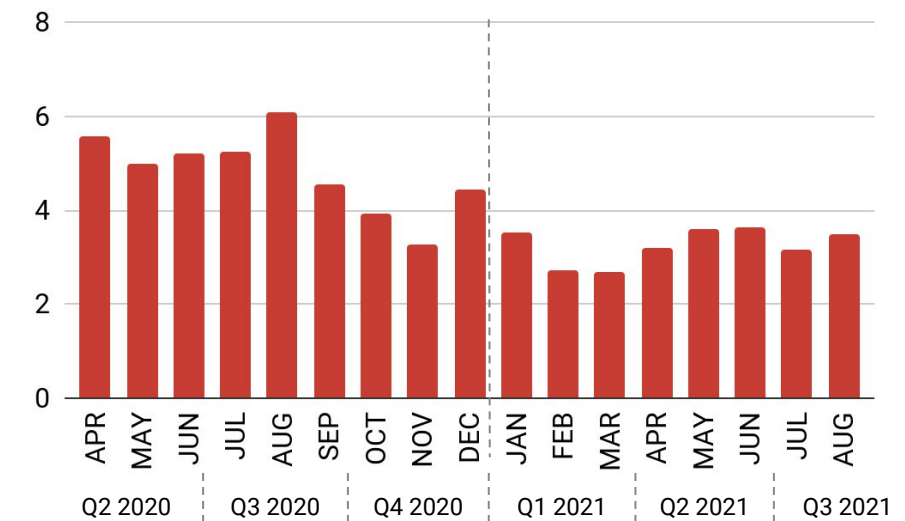
Revenue Q2 2021



Revenue and User Acquisition (PLN M)



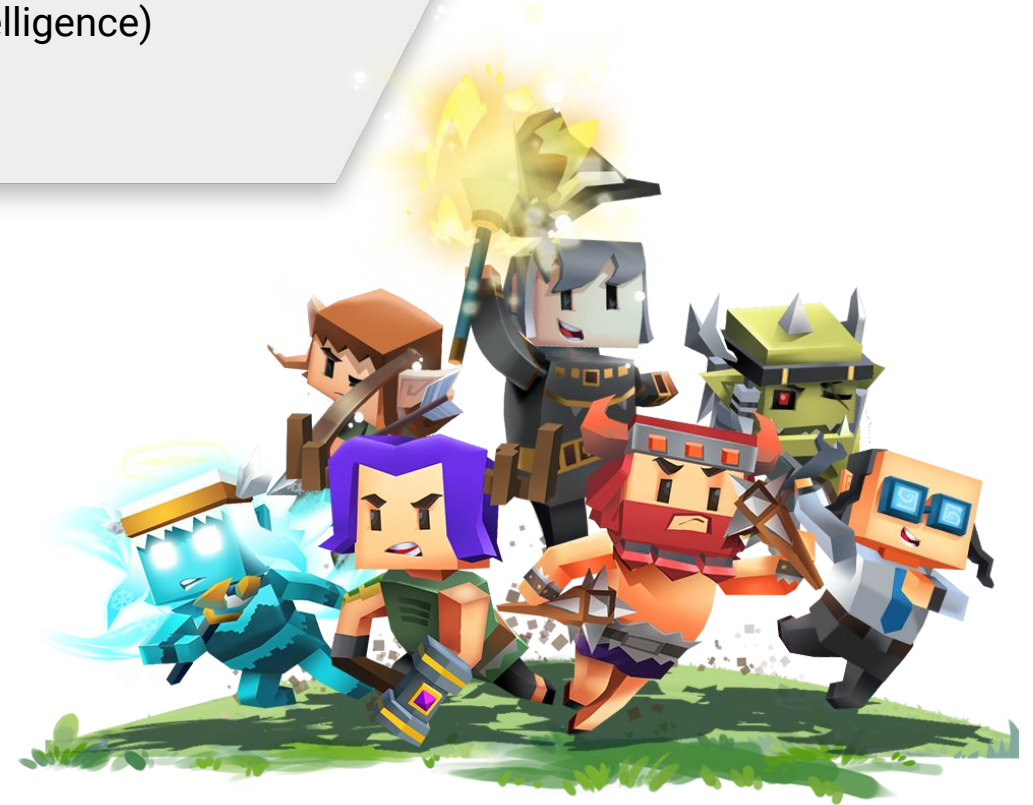
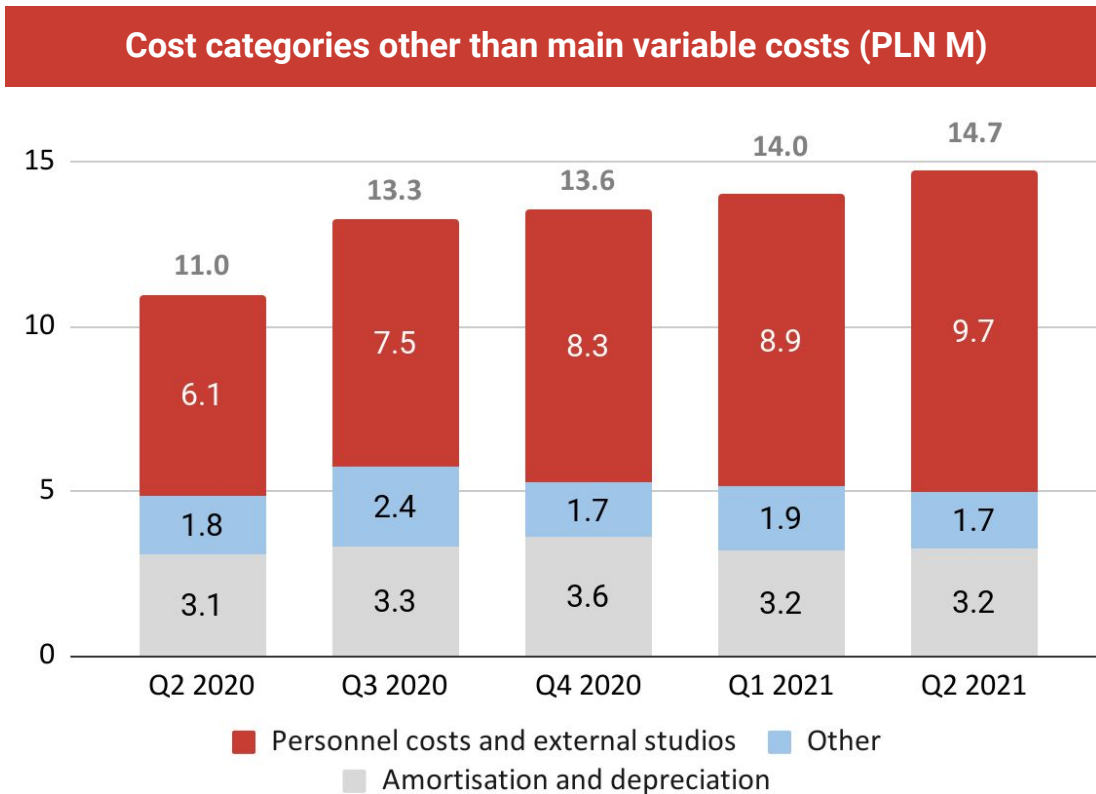
Downloads (M)



*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs.

Cost.

- In Q2 2021 costs as a percentage of revenue kept at the low level of 21% (33% in Q1 2021).
- Sharp revenue increase with main costs categories under control.
- Increase in personnel costs and external studios:
 - Talent Acquisition(game developers, creative designers, business intelligence)
 - Investment in external Hyper-Casual studios
- Stable level of other costs

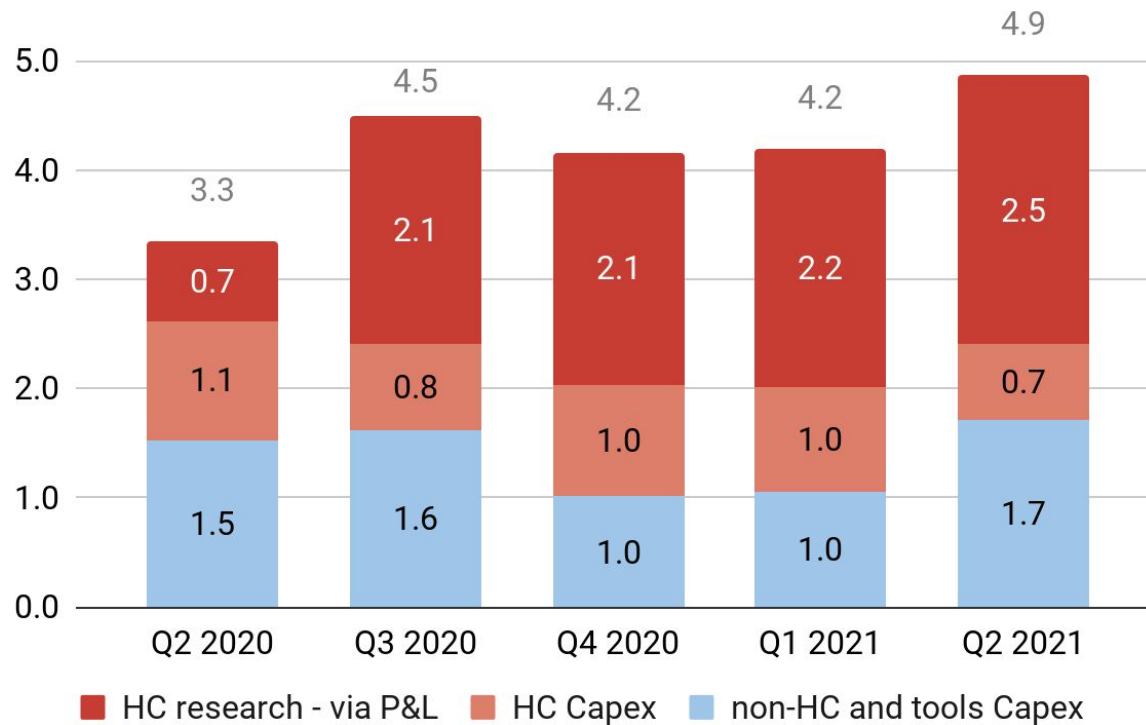


Product Development.

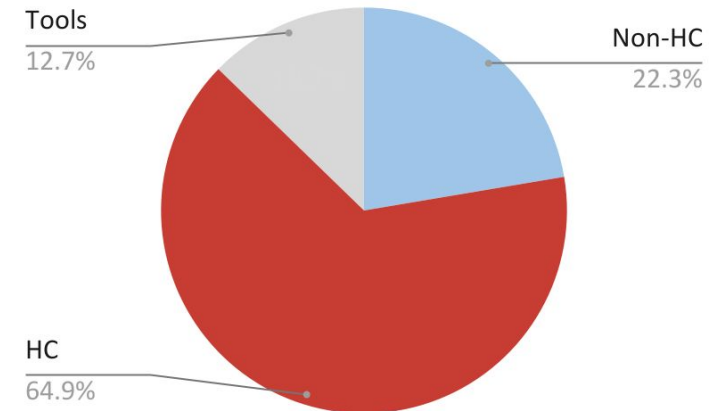
- Investment focus on HC games
- Increased development cost of Mid - Core games and BI tools
- P&L development costs vs. CAPEX related to:
 - HC production cycle (testing of prototypes)
 - Investment in cooperation with multinational studios



CAPEX and Investment in HC (PLN M)

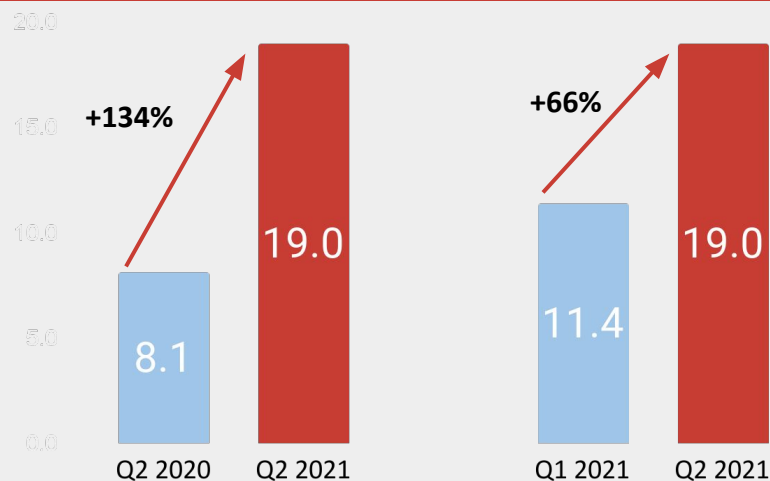


Product Development (CAPEX and P&L) in Q2 2021

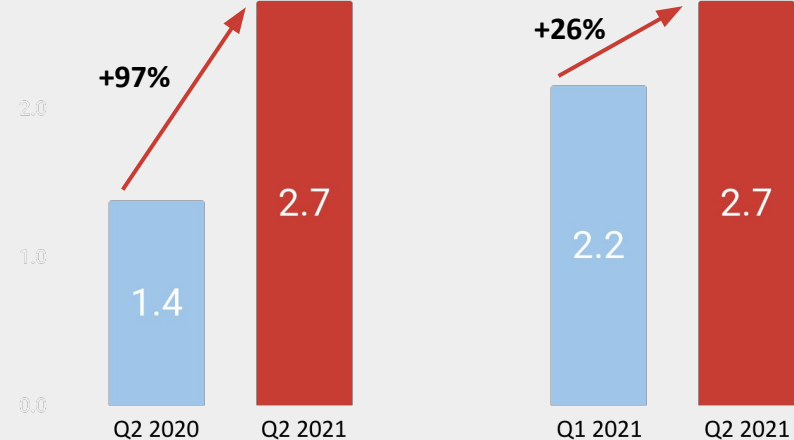


Results

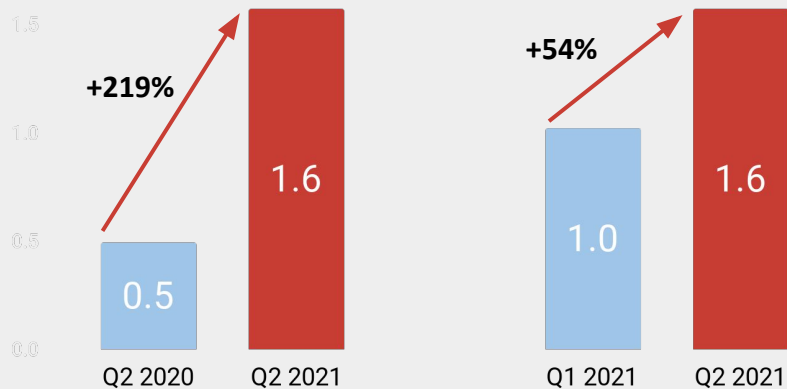
Revenue From Games* (USD M)



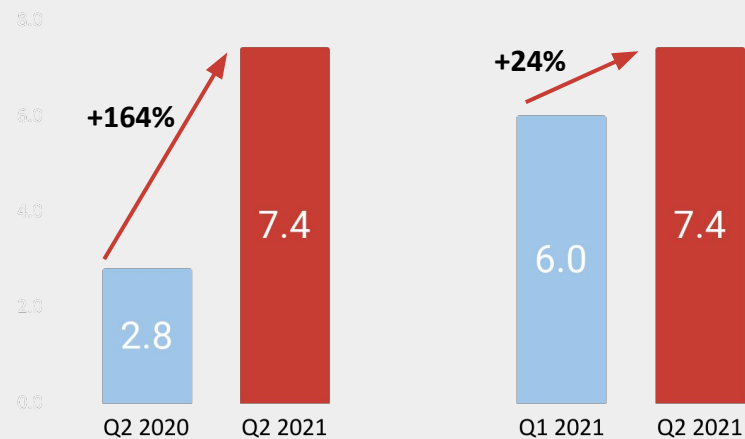
EBITDA (USD M)



Net Profit Adj.** (USD M)



Cash (End Of Quarter) (USD M)



*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs.

**Adjusted for one-off effects in Q2 2021 - valuation of call option for Level-Up First S.à.r.l. Investment Fund to acquire 112 shares in SuperScale from the Company (127 USD k).

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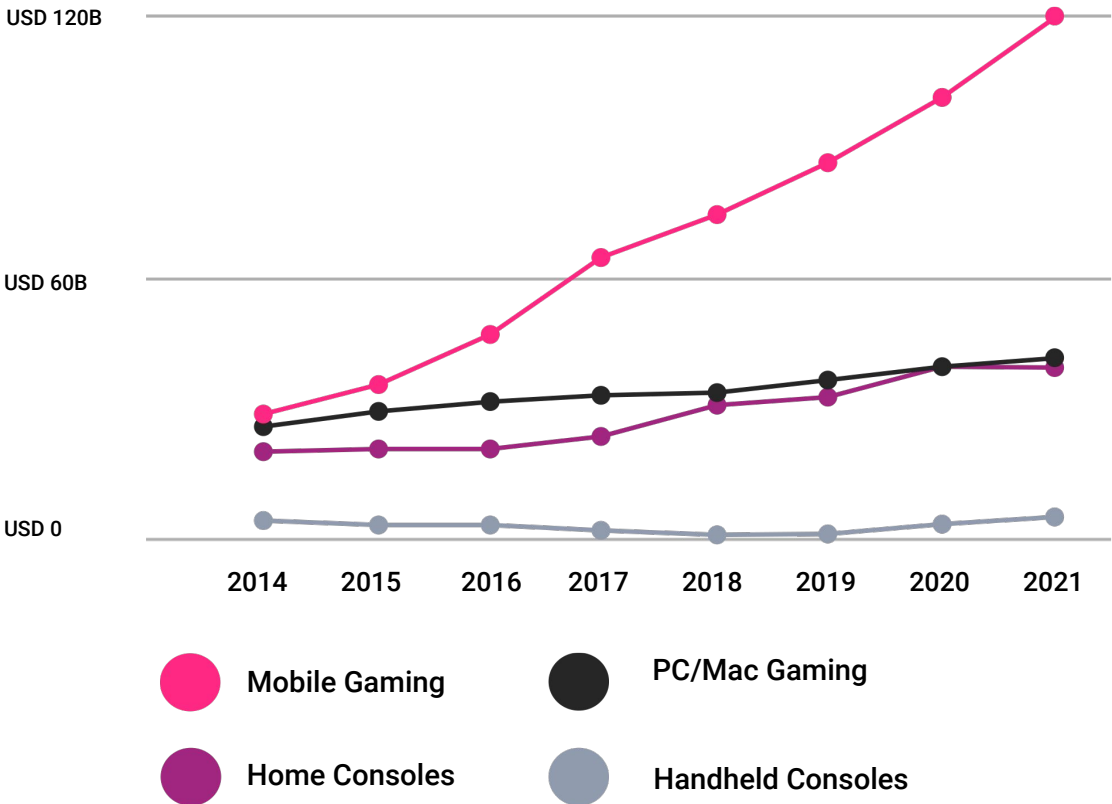
OUTLOOK















Growing Gaming Market.

635 deals worth USD 60B in H1 2021, almost double as in the FY 2020

Worldwide Consumer Spend on Games by Major Device Group (USD B)



Selected Recent Transactions:

 CrazyLabs (incl. 7 other studios)	➔	 EMBRACER+ GROUP	USD 313M + USD 232M (earn outs)
 TRAFFIC puzzle	➔	 HUUUGE <small>The Best Games are HUUUGE.</small>	USD 39M
 RORTOS	➔	 ten square_games	EUR 45M
 tap NICE	➔	 BOOMBIT	Controlling Stake Low Risk Seed Capital
 ADC	➔	 BOOMBIT	
 skyloft	➔	 BOOM HITS	



Hyper-Casual Is Here To Stay.

Leading genre in Gaming in terms of downloads

31%

Share of downloads in gaming

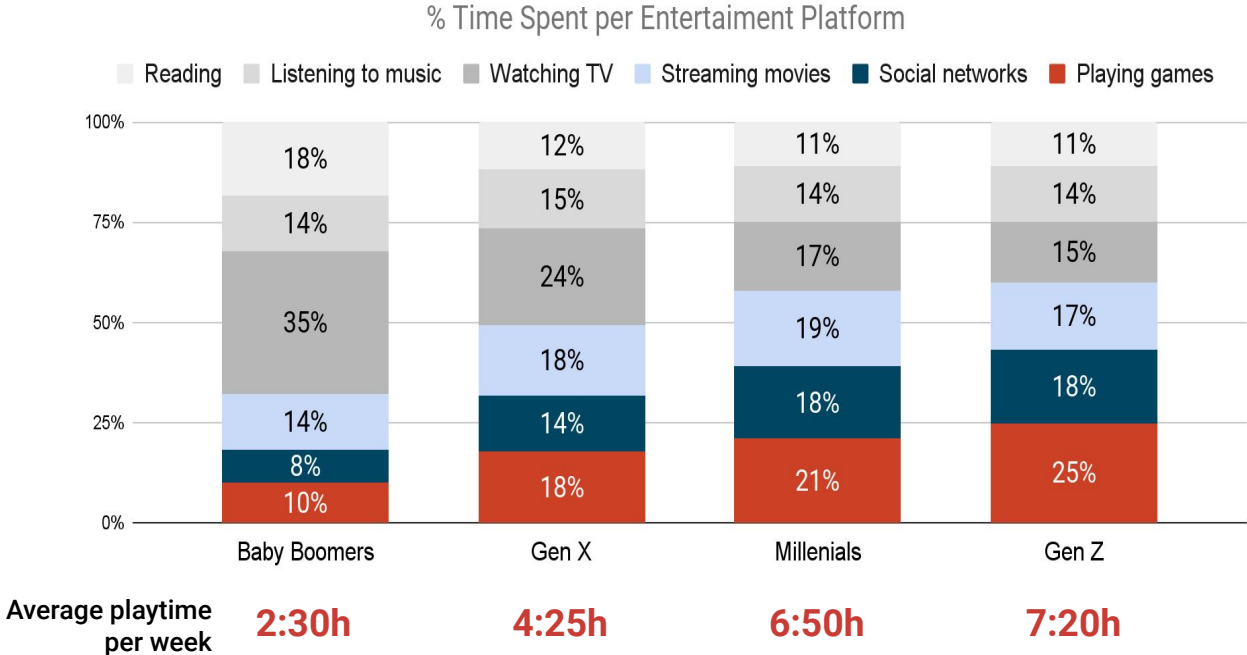
(Worldwide, AppStore & Google Play, January-April 2021), Source: Hypercasual, Market Overview June 2021, Google

15%_{Y/Y}

Increase in the number of downloads in the HC gaming sector in the first six months of 2021

(Source: App Annie Q2 2021)

Millennials and Gen Z spend more time on games than on any other activity



Hyper-Casual Audience Sources:



Summary & Outlook 2021+.



RESULTS

- **Best Ever Month: May 2021** (Revenue & Profit)
- **3 Consecutive Record Revenue Months: March, April, May**
- **4 Months Above PLN 20 Million**

- **Successful New Releases** (Shoe Race, Hunt Royale, Make It Fly, SuperHero Race)
- **Promising pipeline** (dozens of games in testing process)
- **Efficient UA & Monetization: new tools for automation**



GAMES SUCCESS



GROWING MARKET

- **HC - Fastest Growing genre in mobile gaming: 15% Growth H1 2021**
- **Testing new gaming platforms: Facebook Cloud, Skillz**

- **Internal Development**
- **External Publishing** (BoomHits)
- **Joint Ventures** (TapNice, ADC Games, Skyloft)

3

REVENUE STREAMS

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APPENDICES



Key Financial Data

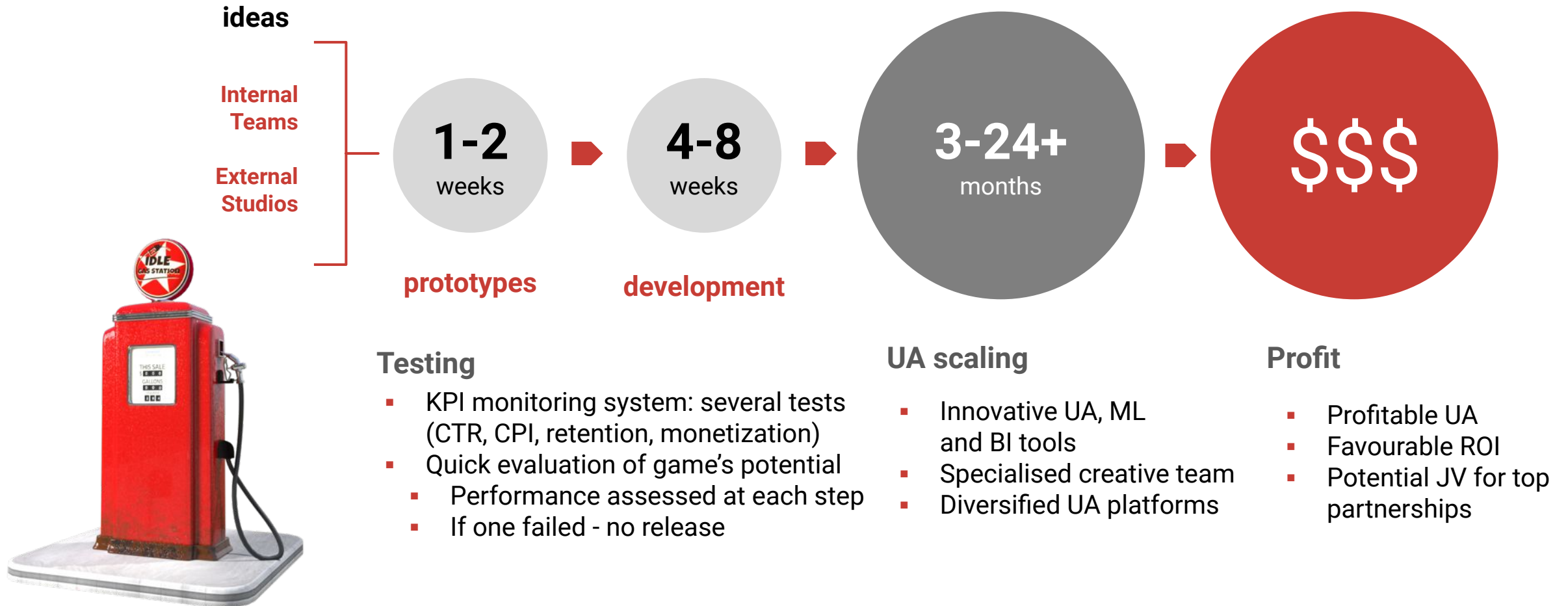
	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
Revenue*	37,793	32,389	35,776	34,278	42,894	70,677
Revenue - variable costs	14,426	11,518	13,682	13,966	16,004	20,033
EBITDA	10,409	5,644	6,106	125	8,175	10,247
Net profit	6,360	2,011	2,005	4,209	3,882	5,528
one-off effects**	-	-	377	(2,299)	-	476
EBITDA adj.	10,409	5,644	6,482	6,394	8,175	10,247
Net profit adj.	6,360	2,011	2,310	2,347	3,882	5,913
CAPEX	2,912	2,623	2,407	2,034	2,017	2,406
Cash (end of quarter)	5,564	11,166	14,076	20,748	23,935	28,344

*Presented revenue *does not include* revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs.

**In 2020 impairment, Super Scale transaction effect and Gamelnn project subsidy acquisition costs. In 2021 valuation of call option (less deferred tax) for Level-Up First S.à.r.l. Investment Fund to acquire 112 shares in SuperScale from the Company.

HC Publishing Process

Teams expanded with experts in UA, BI, Data Science, Machine Learning, Creatives and internal tools



Strong Global Team

Internal Development Studios

We have a number of internal development teams, making games and tech for games on mobile.

Publishing

This department publishes external HC games and develops them in cooperation with external studios.

Joint Ventures

Partnerships in the form of joint ventures with external developers. In our Group we have subsidiaries such as TapNice and ADC Games involved in the production and publishing of games.

Tech

We developed proprietary tools enabling us to drastically speed up the process of game development (“Core engine”) and game monetization (“Boombit SDK”). Our engine consists of over 160 modules allowing developers to focus on gameplay rather than working on mechanics. Our SDK is used in all our games powering our BI, UA and monetization tools.

We acquired NCBIr funding for the development of a proprietary artificial intelligence system that modifies game parameters during play.



Strong Global Team

Marketing and Game Creatives

Best games deserve the best promotion. Our World Class Marketing team works hard to put our games on the storefront of app stores, prepare creatives promoting our games and make them viral on social media.

User Acquisition

Our games remain high in the charts for a reason. User Acquisition team is responsible for running our marketing campaigns and works side by side with the Business Intelligence team. Together they ensure that quality players install BoomBit games, and keep coming back.

Business Intelligence

Our BI team is the best in class. Their tools and research provide us answers on game and user performance, helping us to constantly improve our Monetization, UA, Creatives in HC and provide foundation for high conversions in Mid-Core. This team gives us true leverage vs our peers.

Ads Monetization

Our Ads Monetization team works closely with the leading advertising partners in the Mobile industry in order to maximize the revenue from every single ad impression, no matter where the end-user is residing.

Quality Assurance

To reach the masses, game needs to run on as many devices as possible. We have an extensive QA team and technical support team to make sure that the whole world can play our games.



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Thank You

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