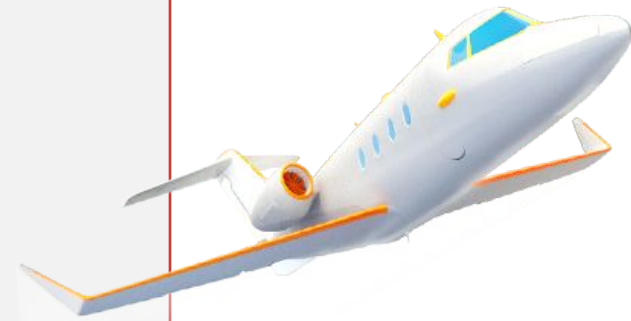


Q1 2021 RESULTS

BOOMBIT



May 2021

Q1 2021 Highlights.

- Focus on Hyper-Casual
- Shoe Race success - expansion of the publishing business
- Strong results of Hunt Royale



43.5M
Downloads

BOOMBIT



PLN
43.5M

Record level of revenue
from games*



PLN
3.9M

Net profit

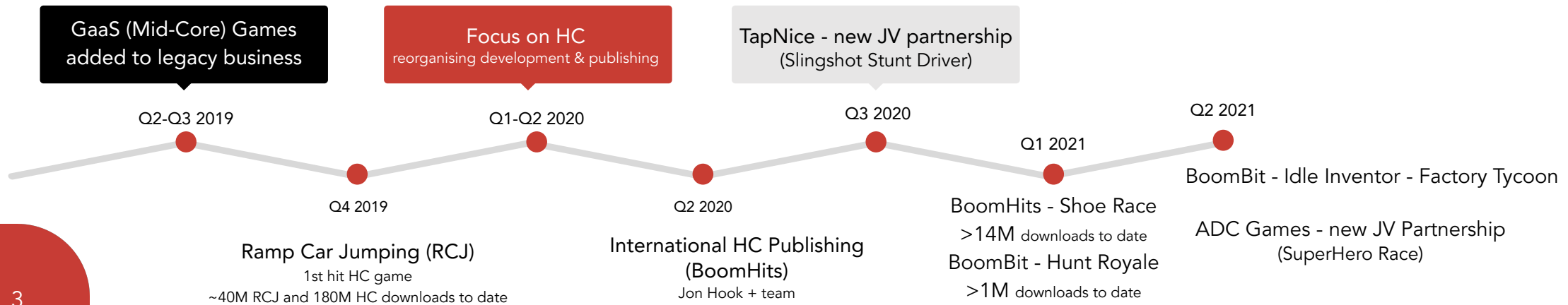
*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs

BoomBit.

- one of the fastest growing mobile gaming companies
- focus on game production and publishing
- over 10 years in free-to-play segment
- recognized globally, strong presence in the US, UK and Poland
- several subsidiaries in the Group incl. BoomHits, TapNice
- over 200 employees worldwide



Business scaling strategy



BOOMBIT

About
BoomBit.



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.



Game Production.

- BoomBit group is a game developer and a publisher specialized in Hyper-Casual, Mid-Core and driving simulators for mobile and Nintendo Switch platforms.
- Games are published in a free-to-play model and can be downloaded across the world.



The group has published hundreds of games, with over 900 million downloads.

Publishing.



15-20

external studios
(incl. UK, US, France, Russia,
Ukraine, Korea, Turkey, India)



Efficient model of cooperation:

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

Joint Ventures.

BoomBit works with external producers in the form of joint ventures.

- TapNice: Slingshot Stunt Driver and Make It Fly created by the studio in cooperation with BoomBit.
- ADC Games is one of the leading Hyper-Casual studios in the UK



HyperRoller
Coaster

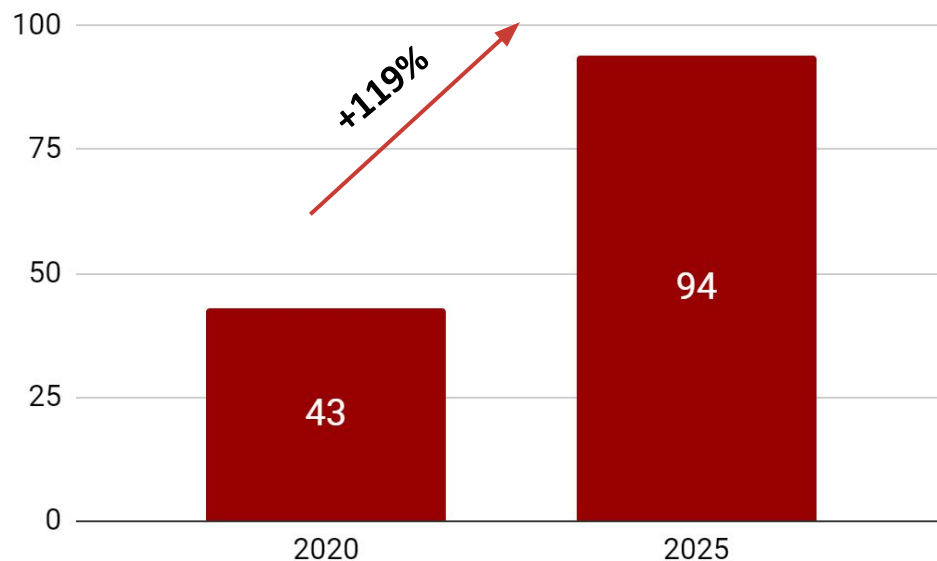


SuperHero Race

Mobile Gaming Market Outlook.

- Mobile gaming market is growing
- HC is the fastest growing genre in mobile gaming
 - Global in-app ad revenue is forecasted to rise 119% by 2025

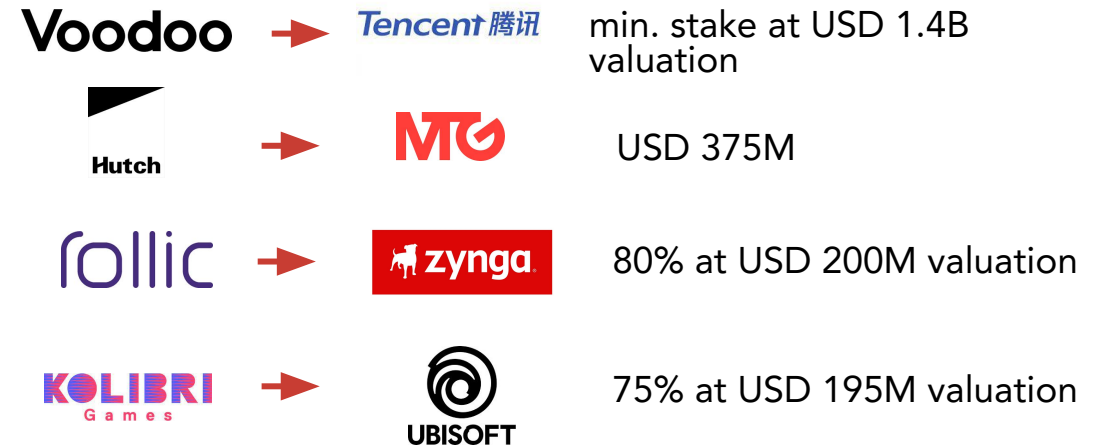
Mobile In-Game Ad Revenue (USD B)



Source: Omdia, App Ecosystems Forecast 2019-2024; December 2020

M&A in Mobile Gaming

- Record number of transactions in 2020
- ~40 deals with a total value of USD 21.2B
- Selected transactions:



Global Gaming Index*:

- 6.0x Revenue Multiple
- 23.5x EBITDA Multiple

Source: Quantum Proprietary Research

Change In Mobile Advertising - ATT Rate.

- ATT is a change to Apple's privacy and data collection policy that requires mobile marketers to ask consent from users in order to track them
- **iOS 14.5 ADOPTION RATE - GLOBAL 13% - US 14%**
- **ATT OPT-IN RATE in US - AVERAGE 29% vs BOOMBIT 34%**
- BoomBit is prepared for the changes:
 - Adapted UA Bidding Algorithm and profitability models to the new environment
 - A/B Testing Opt-In Popups
 - Localised permission requests

ATT OPT-IN RATE - US

29% vs 34%



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Games
Genres.



Hyper-Casual Games.

Development: 1 to 3 months

Life Cycle: 3 to 24+ months

Monetization: Mostly Ads driven

The fastest growing genre in mobile gaming

11.9B downloads in 2020
(+57% y/y)

119% projected ads revenue
growth by 2025

20% of players are completely new
to gaming

Audience Sources:

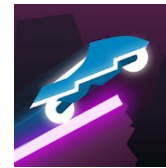


YouTube



Examples of long-life HC games still active:

- Slither.io: 5 years
- Rider: 3 years
- Rise up: 2.5 years



Examples of BoomBit's long-life HC games:

- Ramp Car Jump: 1.5 years
- Bike Jump: 10 months
- Slingshot Stunt Driver: 9 months



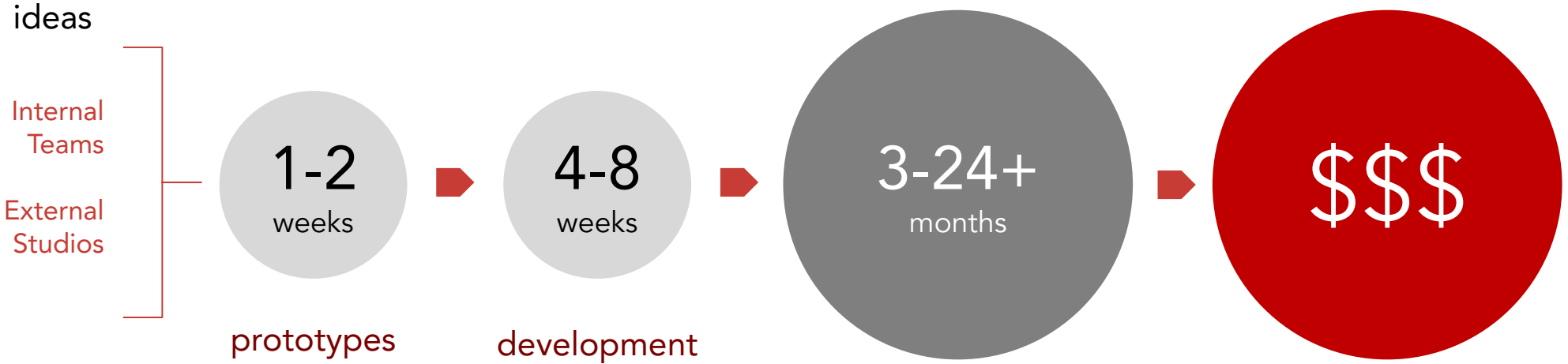
Top 10 USA iOS Games:
60% Hyper-Casual

Free

- Like A Giraffe! (Hyunjoong Kim)
- Exposed - Who's Most Likely To (vysgames)
- Roblox (Roblox)
- MHA: The Strongest Hero (Sony Pictures Television)
- Body Race (Gismart)
- Subway Surfers (Sybo)
- Tap Away 3D (Popcore)
- Bounce and collect (Voodoo)
- Project Makeover (Magic Tavern)
- Paper Fold (Good Job Games)

HC Publishing Process.

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



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

UA scaling

- Innovative UA, ML and BI tools
- Specialised creative team
- Diversified UA platforms

Profit

- Profitable UA
- Favourable ROI
- Potential JV for top partnerships

Non-HC Games.

Group continues the production and release of Mid-Core games.

Development: **12-24 months**

Long Life Cycle: **3+ years**

Monetization: **Hybrid, both IAPs and Ads**

Diversified portfolio also includes:

- Driving Simulator games
- Bridge building games
- Idle games
- Nintendo Switch

Hunt Royale

Hunt Royale released March 21:

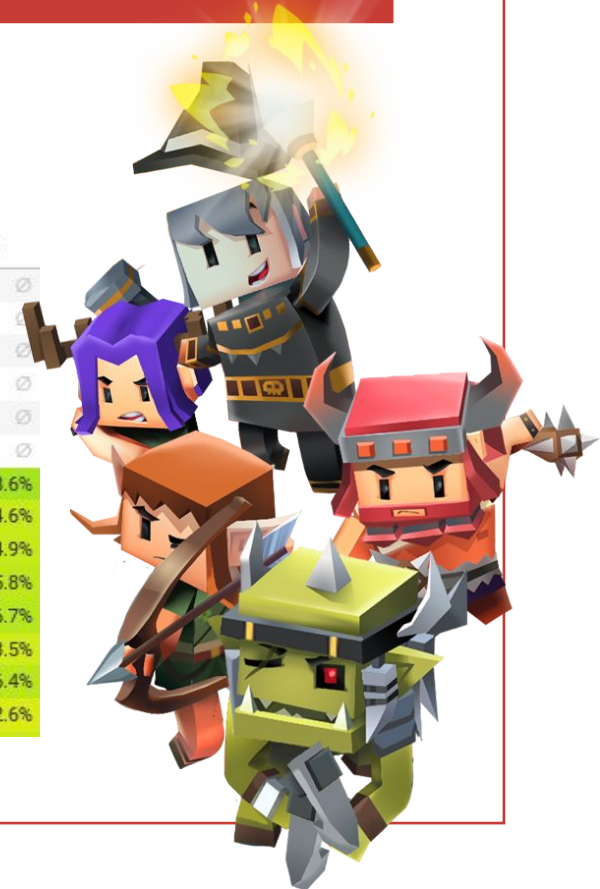
- Good KPIs*
- Retention: D1~57%, D7~23%

Featured in over 140 countries in Apple App Store and in over 170 in Google Play.

>1M downloads to date.

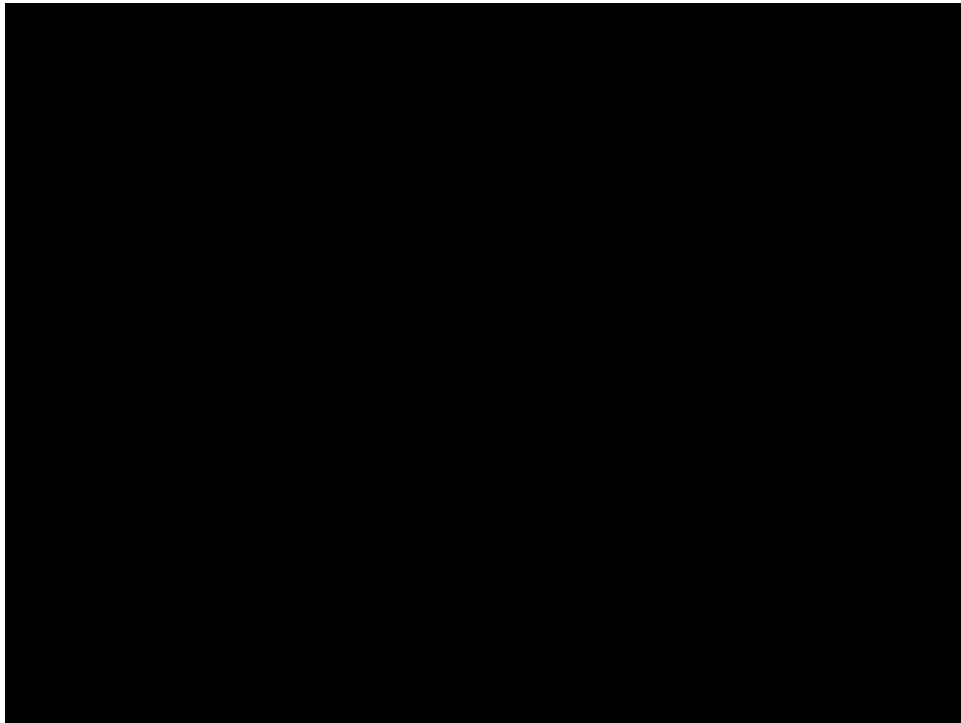
Retention by Cohort Day

	Date	Ret D1	Ret D2	Ret D3	Ret D4	Ret D5	Ret D6	Ret D7
2	2021-05-22	61.0%	∅	∅	∅	∅	∅	∅
3	2021-05-21	56.6%	43.6%	∅	∅	∅	∅	∅
4	2021-05-20	55.2%	44.6%	34.8%	∅	∅	∅	∅
5	2021-05-19	53.9%	40.5%	37.3%	32.4%	∅	∅	∅
6	2021-05-18	54.8%	43.8%	38.4%	32.8%	25.6%	∅	∅
7	2021-05-17	56.0%	44.4%	36.9%	33.2%	25.8%	25.4%	∅
8	2021-05-16	55.9%	44.7%	38.4%	37.2%	28.5%	29.4%	28.6%
9	2021-05-15	58.0%	41.6%	36.0%	31.1%	28.0%	25.1%	24.6%
10	2021-05-14	54.1%	41.8%	37.5%	33.9%	30.1%	25.6%	24.9%
11	2021-05-13	55.4%	44.3%	37.8%	33.4%	31.3%	28.4%	25.8%
12	2021-05-12	59.5%	47.9%	37.3%	33.3%	30.7%	30.2%	26.7%
13	2021-05-11	57.7%	44.4%	37.6%	32.2%	27.3%	28.0%	23.5%
14	2021-05-10	59.7%	46.6%	39.0%	32.8%	28.0%	25.8%	26.4%
15	2021-05-09	53.0%	39.4%	33.7%	30.5%	26.8%	26.7%	22.6%



Idle Games Engine.

Idle Inventor - Factory Tycoon trailer



Idle Inventor - Factory Tycoon released April 29.

Featured in over 140 countries in Apple App Store and in over 165 in Google Play

~0.6M downloads to date.



BOOMBIT

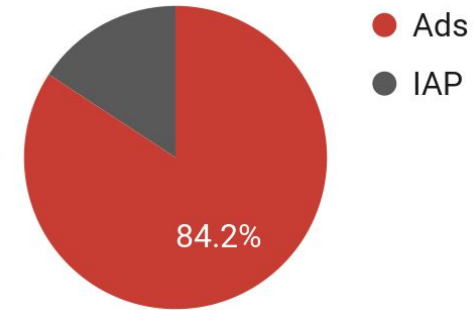
Financial
Results.



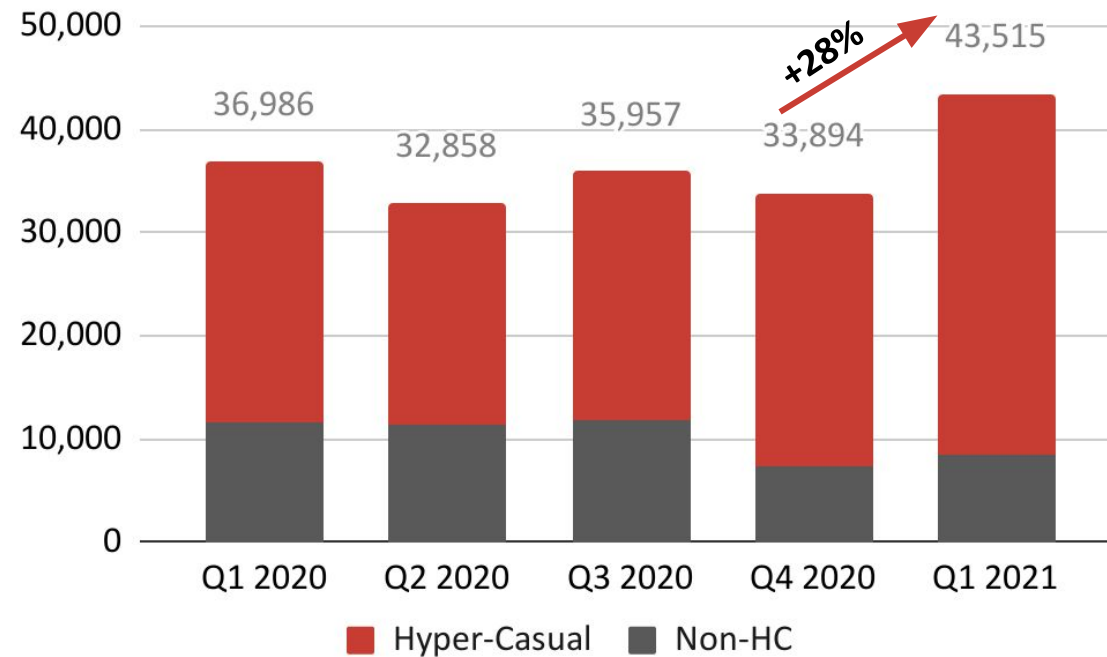
Revenue From Games.

- Record revenue* in Q1 and April 21
- 28% increase in Q1 vs Q4 revenue
- BoomHits contributes to the result - successful launch of Shoe Race
- Growing share of non-HC, thanks to the premiere of Hunt Royale

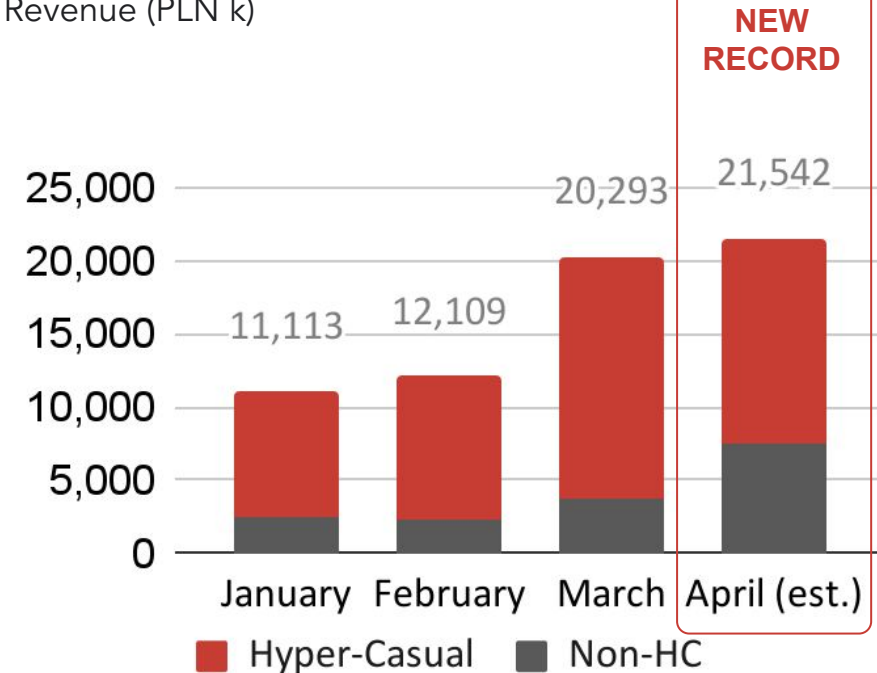
Revenue Q1 2021 (PLN k)



Revenue (PLN k)



Revenue (PLN k)



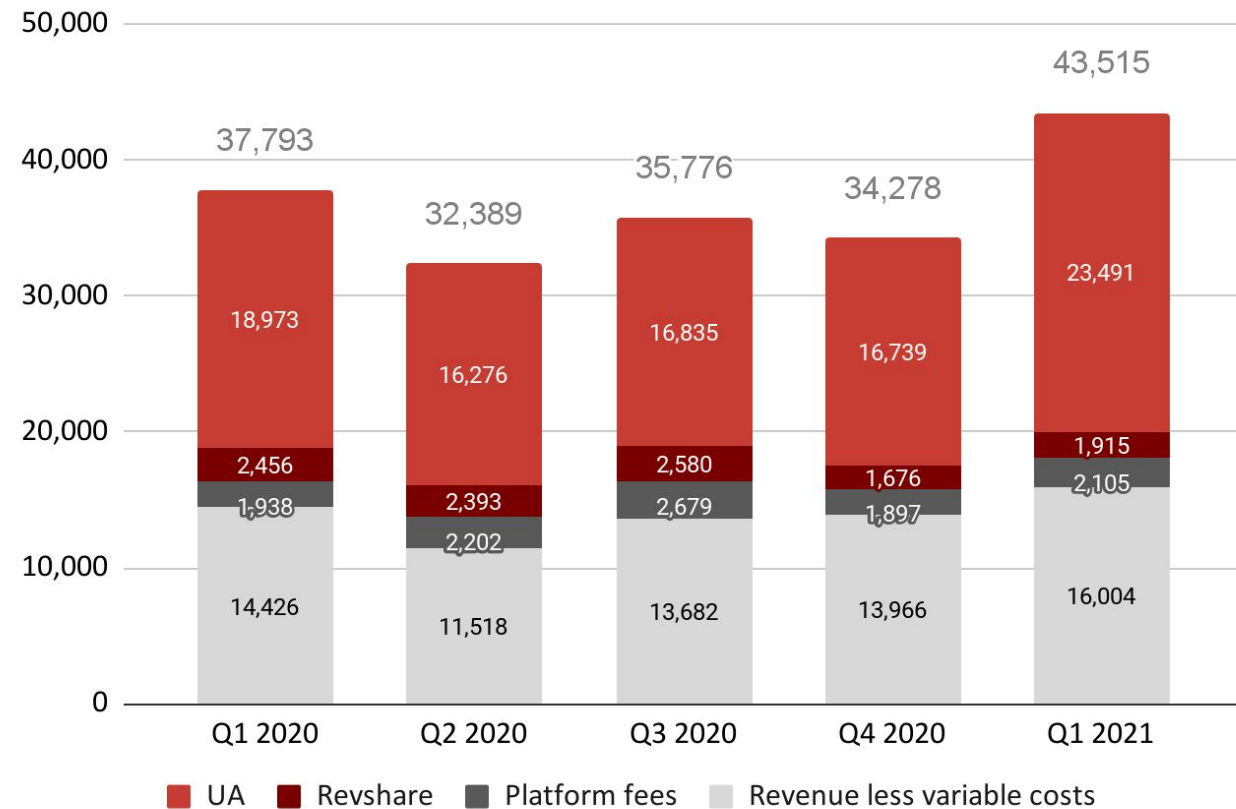
*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs

Revenue From Games And Main Variable Costs.

- Record level of revenue less variable costs (PLN 16M, +15% q/q)
- Record level of investment in UA (PLN 23.5M) while maintaining high performance.



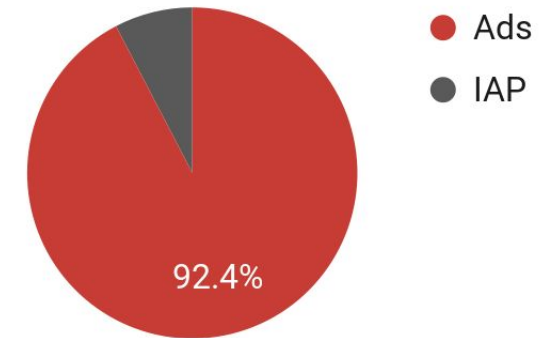
Revenue net of variable costs directly related to sales* (PLN k)



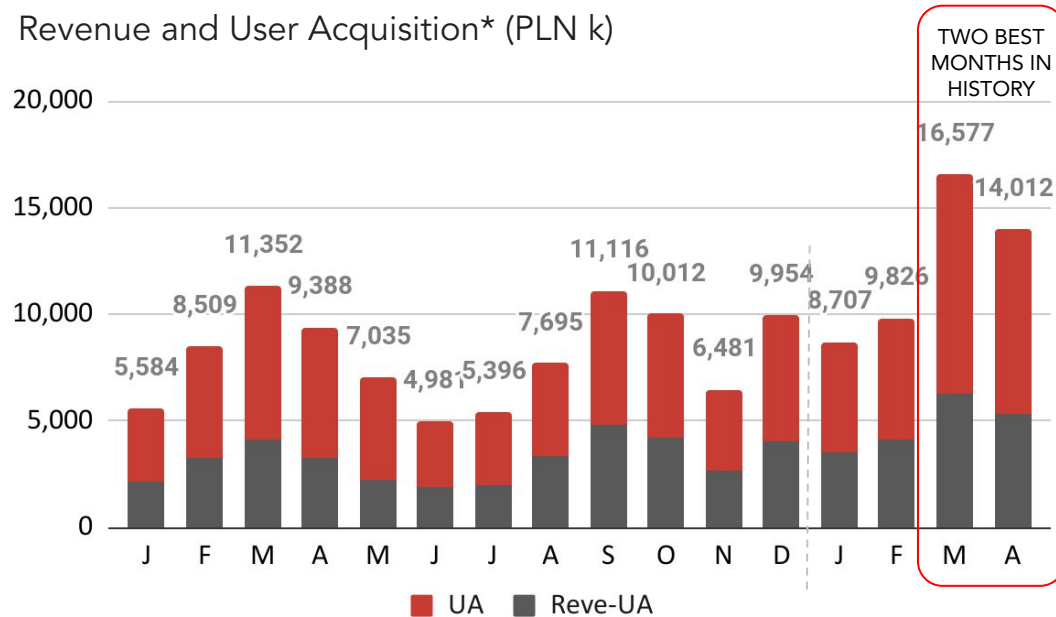
Hyper-Casual.

- PLN 35.1M revenue in Q1 2021 (+33% q/q)
- April was the second best month for BoomBit in HC games
- In April - significant increase in downloads in Tier 2 and Tier 3 countries
- Outlook - new promising games in pipeline

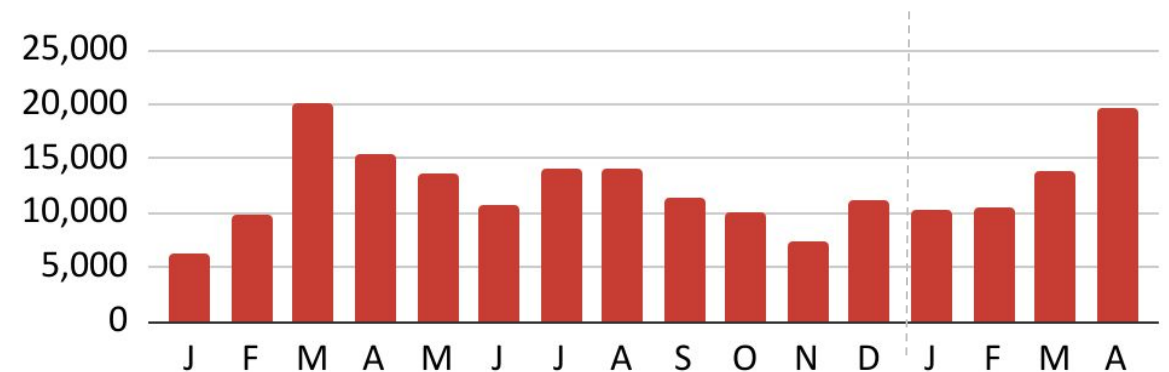
Revenue* Q1 2021



Revenue and User Acquisition* (PLN k)



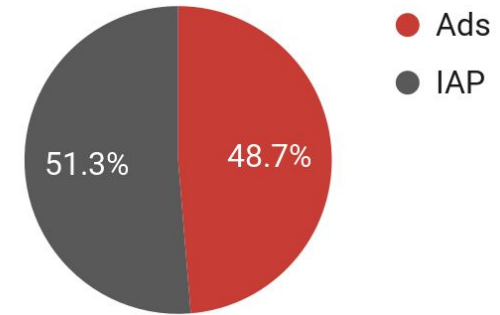
Downloads (k)



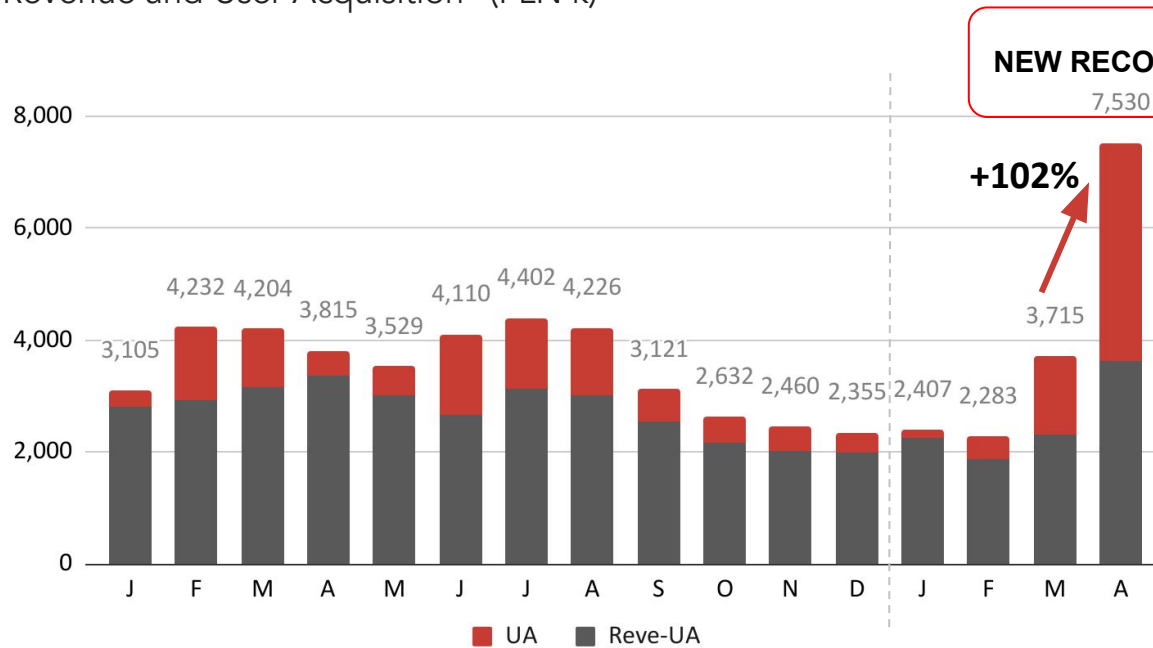
Non-HC.

- April was the best month in history in non-HC games
- March (+63% m/m) and April (+102% m/m)
- PLN 8.4m revenue* in Q1 2021 (+13% q/q)
- Revenue balanced between Ads and IAP
- Mid-Core hit game - Hunt Royale gaining pace

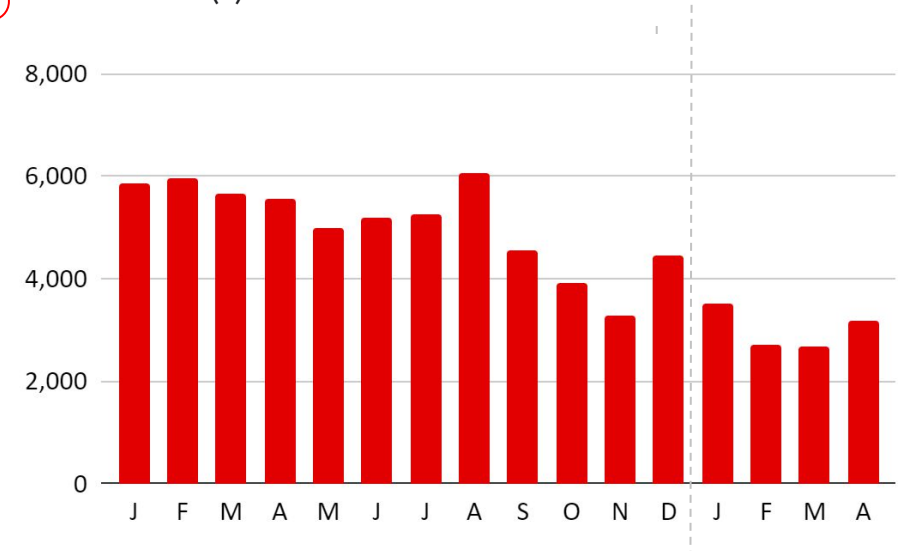
Revenue* Q1 2021



Revenue and User Acquisition* (PLN k)



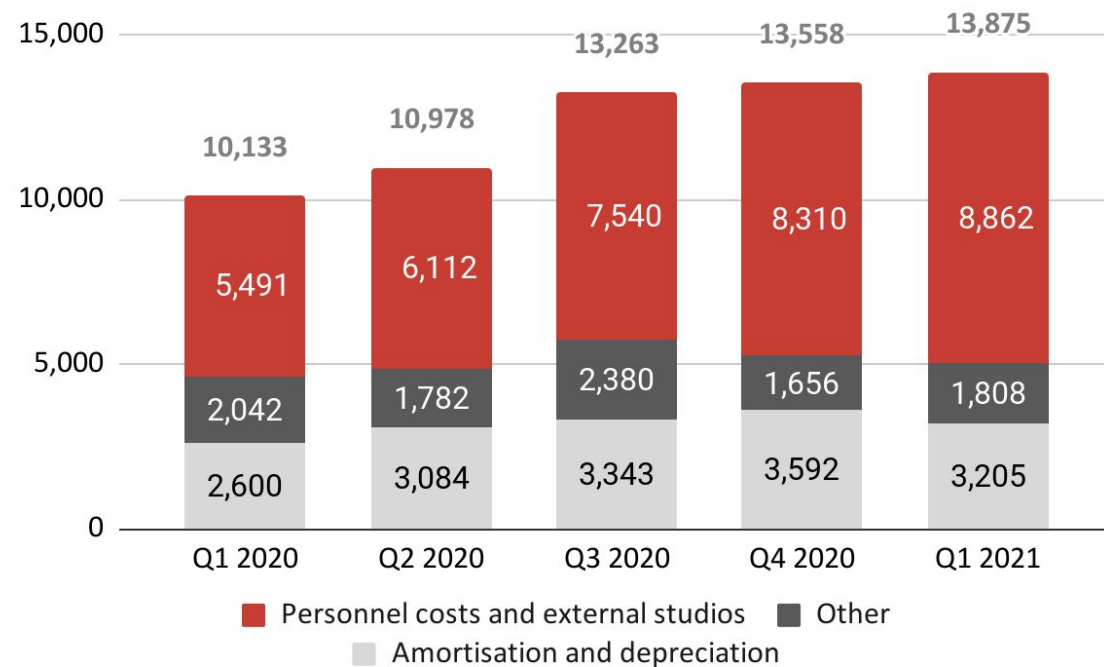
Downloads (k)



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

Costs.

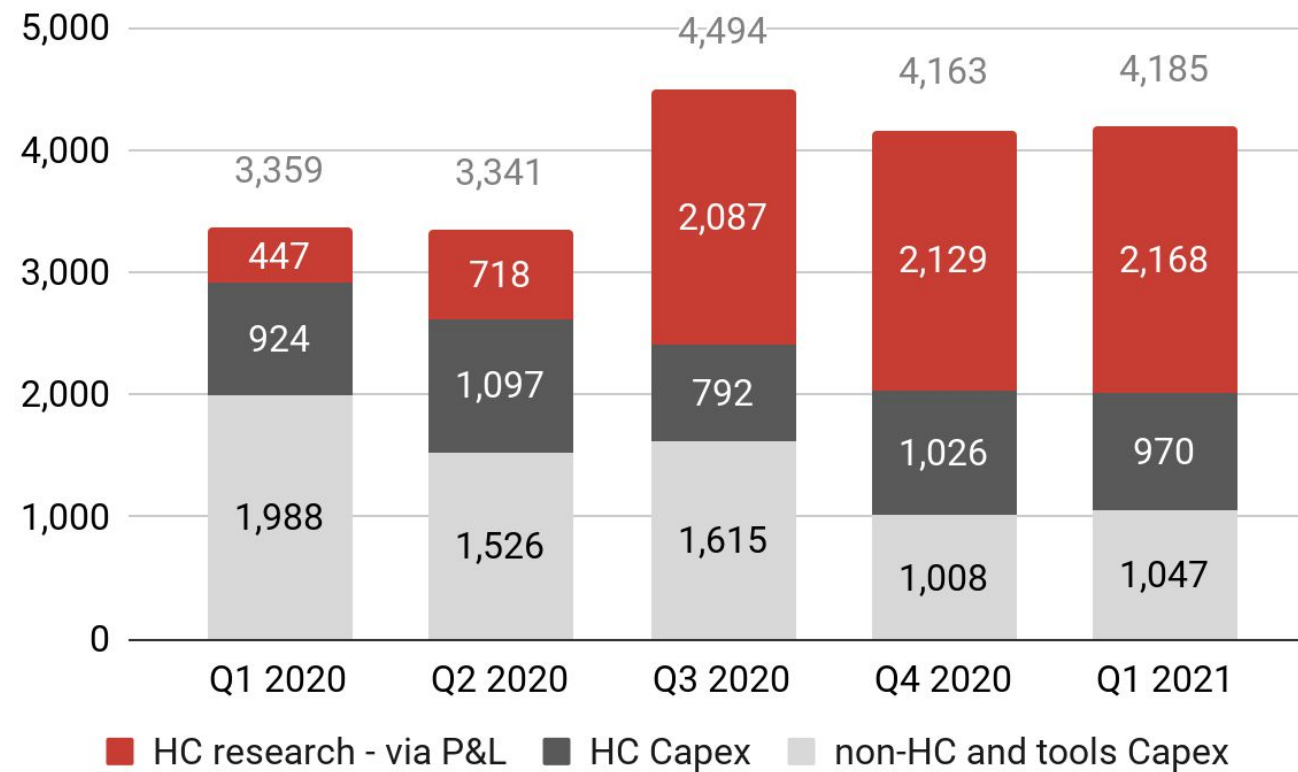
Cost categories other than main variable costs (PLN k)



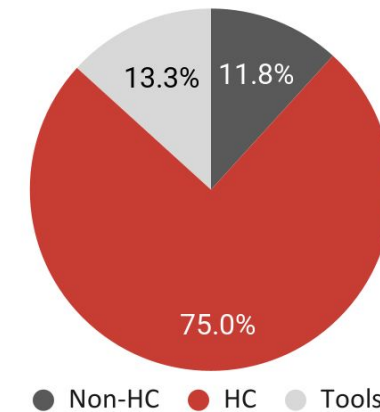
- In Q1 2021 costs as a percentage of revenue kept at low level of 32% (40% in Q4 2020)
- Main cost categories under control in spite of sharp revenue increase
- Personnel costs and external studios:
 - acquisition of talents in marketing, UA, BI, publishing
 - investment in cooperation with external HC studios
- Stable level of other costs

Focus On HC Games Development.

CAPEX and investment in HC (PLN k)

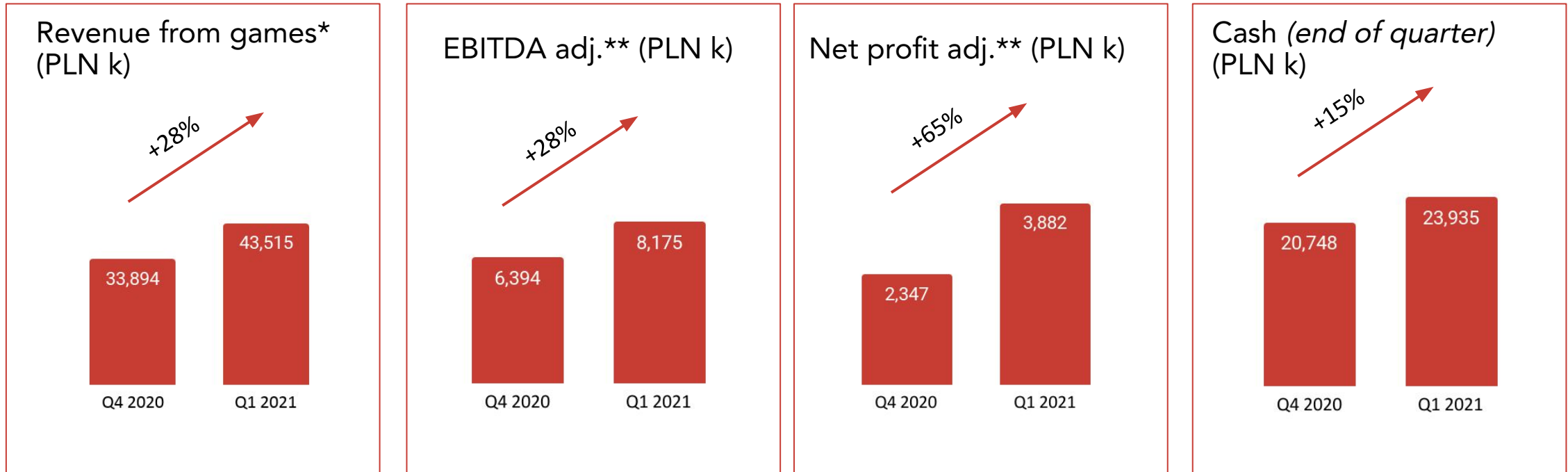


Product development (CAPEX and P&L) in Q1 2021



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

Results.



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

**Adjusted for one-off effects in Q4 2020

BOOMBIT Outlook.



Outlook 2021+.

GAMES
Success



GROWING
Market

EXTRA
Revenue

- New Releases:
 - Shoe Race
 - Hunt Royale
 - Idle Inventor
 - Make It Fly
 - SuperHero Race
- High performance UA & Monetization
- Wide and expanding global audience
- HC - Fastest Growing genre in mobile gaming
- Ads driven games revenue projected to grow by 119% by 2025
- Joint Ventures:
 - TapNice
 - ADC Games
- Global Publishing: BoomHits



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BOOMBIT Thank you.

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Key Financial Data.

BOOMBIT

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

*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