

FINANCIAL RESULTS Q1 2020



May 2020

BOOMBIT



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Executive summary.

PLN 50M
revenue Jan-Apr 2020



Will it Shred?



Ramp Car Jumping



Tug of War

Q1:

PLN 37.8M revenue

PLN 10.4M EBITDA

PLN 6.4M net profit

- PLN50M revenue Jan through April - more than throughout 2019
- Efficient production - lower expenditures
- In April keeping sales profitability at a high level achieved in Q1
- Favourable publishing perspectives - several titles in tests

Q1 2020 FINANCIALS

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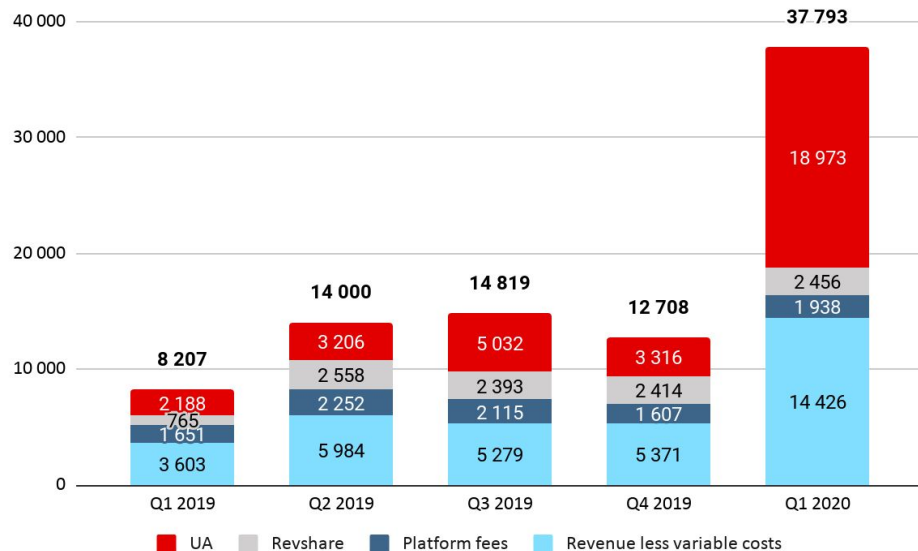
Key Consolidated Financial Data.

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020
Revenue	8 207	14 000	14 819	12 708	37 793
Cost of Goods Sold	(6 910)	(11 381)	(14 130)	(12 687)	(28 418)
<i>including variable costs</i>	<i>(4 604)</i>	<i>(8 016)</i>	<i>(9 540)</i>	<i>(7 337)</i>	<i>(23 367)</i>
G&A costs	(2 210)	(2 954)	(2 270)	(2 142)	(2 170)
EBITDA	153	744	302	(5 545)	10 409
<i>including one-offs (IPO, write-offs)</i>	<i>(162)</i>	<i>(281)</i>	<i>(246)</i>	<i>(5 785)</i>	-
EBITDA adjusted	315	1 025	548	240	10 409
net profit	(456)	(849)	(1 626)	(6 947)	6 360
Capex	5 364	5 997	4 501	3 561	2 912
Cash (end of quarter)	1 348	11 996	7 796	3 530	5 564

PLN11.2M adjusted for
receivables and trade payables *

Increase of Revenue Less Main Variable Costs.

Revenue Less Main Variable Costs (PLN k)



PLN 37.8M – revenue Q1

Revenue Less Main Variable Costs – increase from PLN5.4M in Q420199 to over PLN14M per Quarter

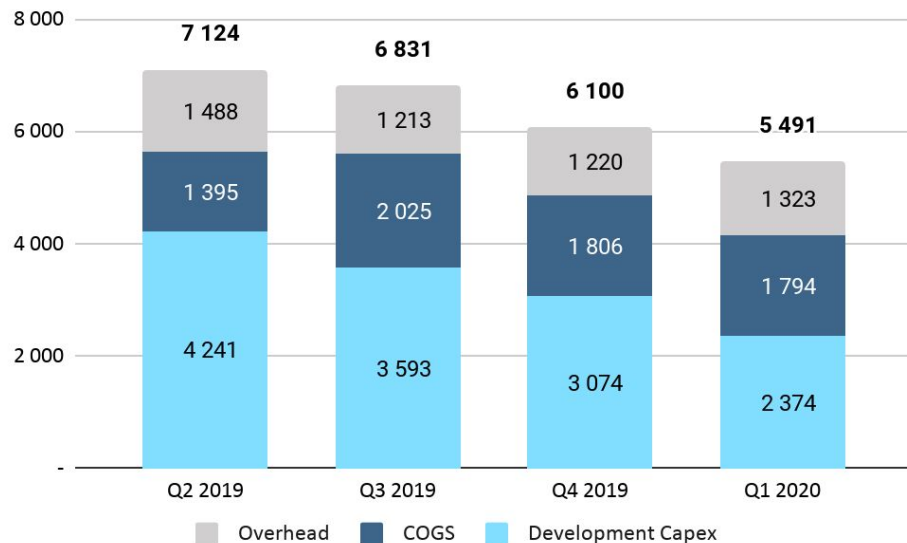
User Acquisition – Q1 2020 higher UA spend than throughout 2019

Rev Share – significantly lower share of revenue than in 2019

Platform Fees – commision on AIP sales. In Q1 2020 5% or total revenue (not 30%)

Optimised Production.

Personnel Costs as part of P&L and Development Capex (PLN k)



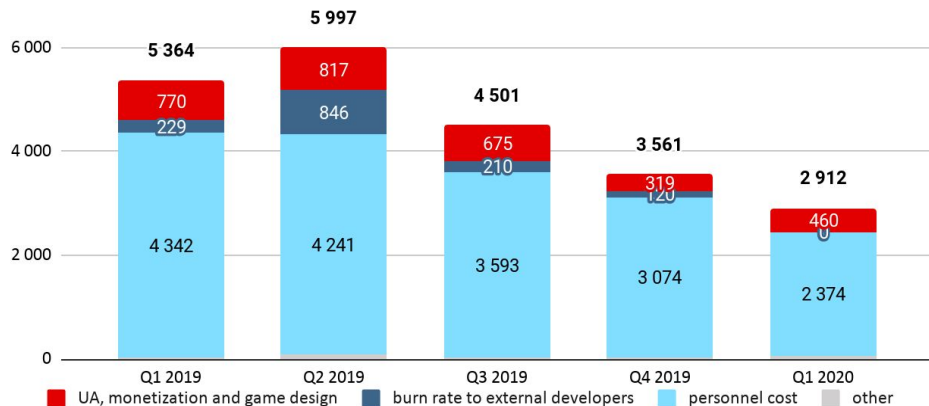
Cost Efficiency Improvement thanks to Optimised Production

- Team's Re-Organisation process finalised
- Total personnel cost lowered by c. PLN 0.6M vs Q4 2019
- Headcount in March 2020 ~170
- From March on intensive development of UA, BI and publishing while keeping the development teams at stable level

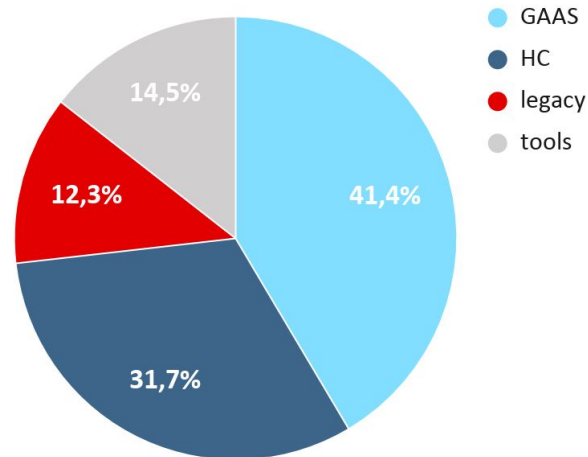
Capital Expenditure Under Control.

- Adapting Capex to production requirements - capex decreased to PLN2.9M in Q1 2020 vs. PLN6.0M in Q2 2019
- In 2020 possible rise in Capex to the level of ca. PLN3.5M quarterly

Capex (PLN k)

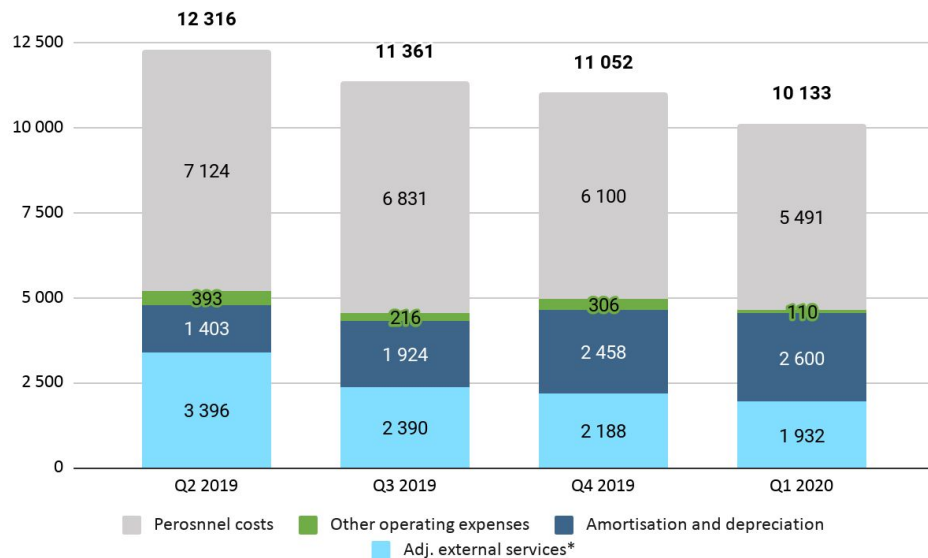


Capex Share by Category of Development Costs (%)



Fixed expenses at a stable level.

Koszty rodzajowe (tys. PLN)



Cost optimising effect visible in Q1:

- Lower personnel costs , stable level of other costs of operating the business
- In the future, expecting a moderate rise in costs and expenditures, along with the development of UA, BI and publishing operations

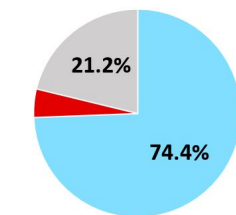
Q1 2020 OPERATIONS

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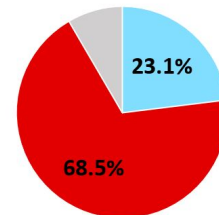
Record Sales in Q1.

- PLN 50m revenue Jan to April - more than the whole 2019 Year
- HC games: 68.5% of Q1 revenue and 50% of Q1 revenue-UA
- Increasing share of ads revenue vs 2019
- Keeping high level of profitability in April: Reve-UA PLN6.7M vs. PLN7.2M in March



● GAAS ● HC ● Other

2019



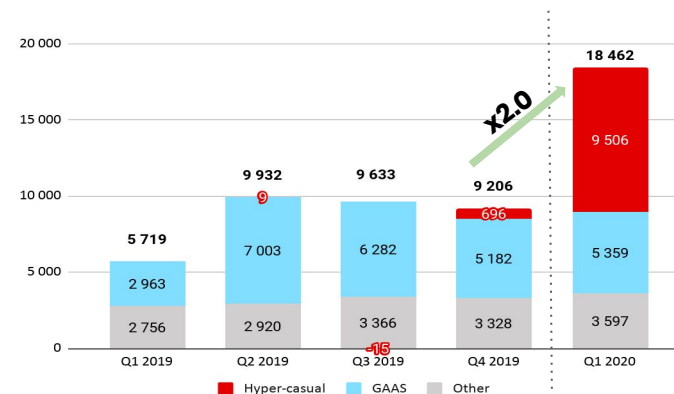
● GAAS ● HC ● Other

Q1 2020

Revenue and User Acquisition (PLN k)*



Revenue Less UA (PLN k)*



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*Q1 2020 - estimated revenue from games

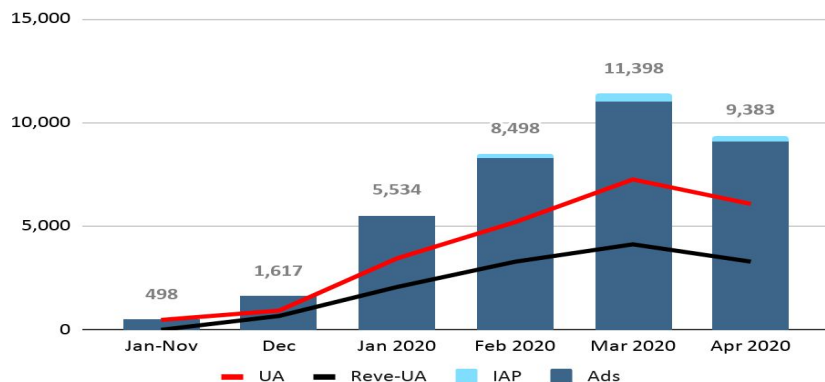
* Figures presented in the chart include revenues from soft launch, which according to Groups' accounting policy are capitalised as development costs

HyperCasual Games Success.

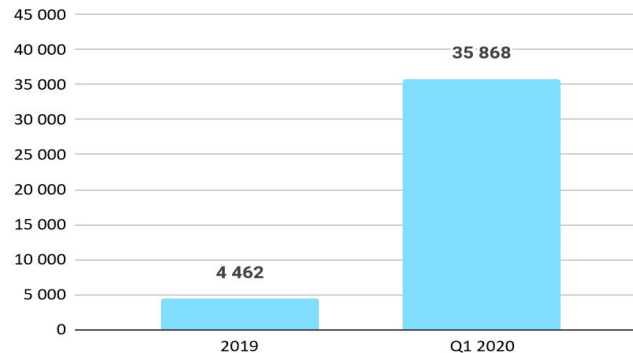
- New titles launched Q4 2019 & Q1 2020 – several more in testing
- Revenue model based on Ads but Increasing % of IAP income
- **March 2020 – BoomBit ranked in Global TOP 25 Publishers (by downloads)***
- Higher visibility is attracting games and studios to our HC publishing division
- Expecting to keep high profitability



Revenue and User Acquisition (PLN k)*



HyperCasual Downloads (k)

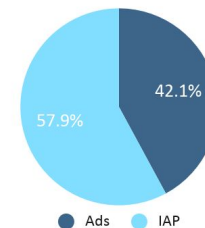


Stable GaaS Games.

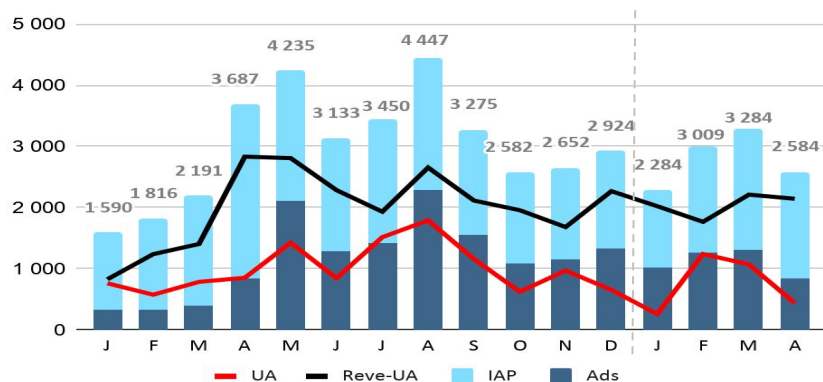
- Revenue less UA at an average of PLN 2M per month in 2020
- UA increased in Feb - promoting Archery Club and Tanks a Lot!
- Keeping a high revenue - UA level in April despite minimal UA expense



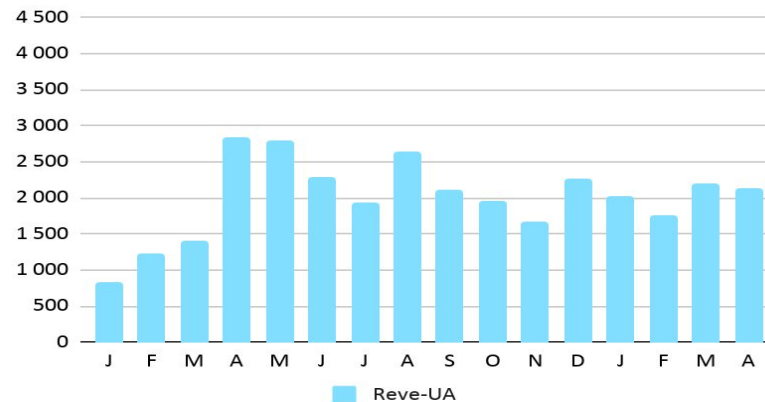
Revenue Q1 2020



Revenue and User Acquisition (PLN k)*



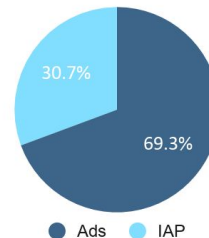
Revenue less UA (k)



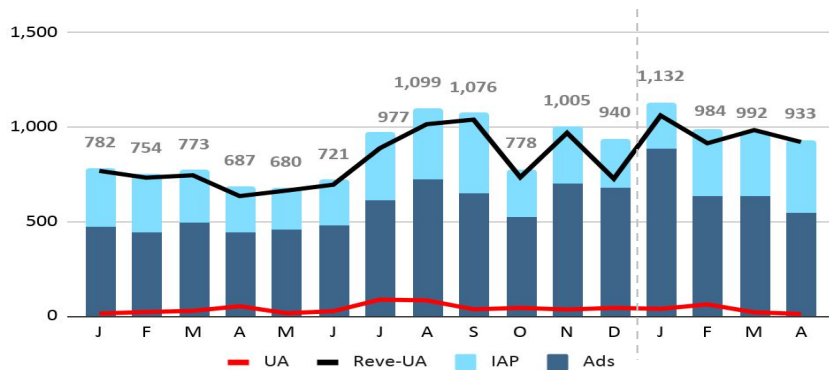
Legacy Games*



Revenue Q1 2020



Revenue and User Acquisition (PLN k)**



- Stable source of revenue: PLN 1M monthly average



SuperScale - new investor talks.



GROWTH

- Unique technology
- Strong pipeline - several pilot projects; global expansion plans requiring funding



TRANSACTION GOALS

- Raising funds enabling intensive growth
- New investor with industry contact network - access to clients - global bluechip game publishers
- New investor to become new major stakeholder



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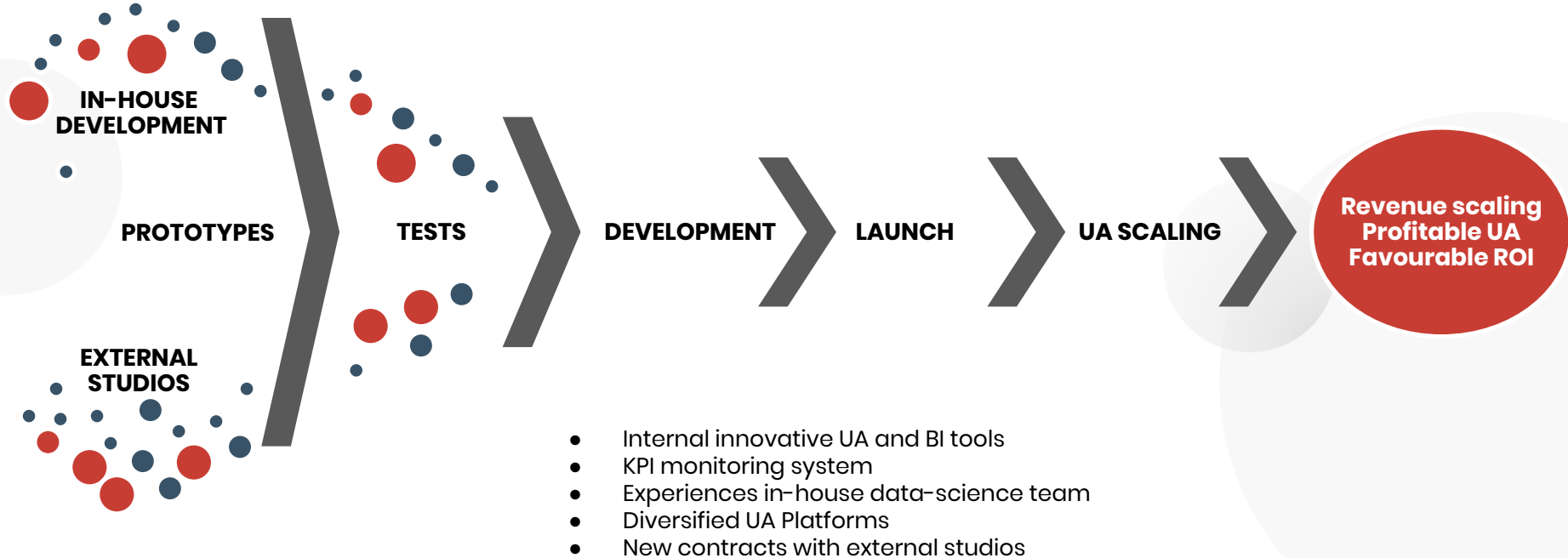
- Reducing BoomBit % stake in SuperScale, should enable winning clients among BoomBit competitors
- Continuing advisory service focused on Gaas games

Q1 SUMMARY & OUTLOOK 2020

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Hyper-casual publishing process.



Publishing Plans.

1

DIVERSIFIED PORTFOLIO

- Wide variety of Projects, (10+) titles in testing
- Focus on most promising titles
- Optimising and updating key existing titles
- Intensive development of publishing - international developers cooperation

2

MAXIMUM FLEXIBILITY

- Analysing trends in gamers behaviour and needs
- Verifying publishing plans
- Agile changes to adapt production

Launched



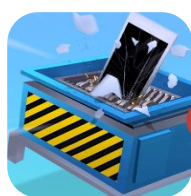
Ramp car jumping



Ragdoll Car Crash



Stunt Truck Jump



Will it shred?



Tug of War



Car Crusher

Launch in June



Cooking Festival

Q1 summary and 2020 outlook.

1

RECORD HIGH REVENUES

- PLN50M revenue in 4 months of 2020 – more than throughout 2019
- Best results on record thanks to UA scaling in most prospective titles
- In April keeping the high profitability with stable fixed costs base

2

INCREASED NET PROFITABILITY

- Positive net result and cash flow from basic operations
- Revenue scaling along with keeping costs and expenditures under control

3

MAXIMUM FLEXIBILITY AND PUBLISHING PROSPECTS

- Wide portfolio of games in tests
- New international studios
- Maximum flexibility
- New publishing prospects in H2

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**THANK YOU
FOR YOUR
ATTENTION**

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APPENDIX

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P&L Statement.

(PLN k)	Q1 2019	Q1 2020
Revenues	8,207	37,793
COGS	(6,910)	(28,418)
Gross result	1,297	9,375
G&A Costs	(2,210)	(2,170)
Other operating revenues	231	613
Other operating costs	(6)	(9)
EBIT	(688)	7,809
Net financial costs	(110)	31
Share in net profits (losses) in joint ventures	217	-
Income before tax	(581)	(7,840)
Income tax	125	1,480
Net result	(456)	6,360

Balance Sheet.

(PLN k)	31/12/2019	31/03/2020
Fixed assets		
Property, plant and equipment	1,581	1,528
Development expenses	29,585	30,054
Goodwill	14,440	15,123
Investments in joint ventures	-	-
Other financial assets	393	-
Deferred income tax assets	1,471	1,327
Other receivables and accruals	512	372
	47,982	48,404
Current assets		
Accounts receivable	7,056	22,680
Income tax receivable	1,029	973
Other receivables and accruals	2,887	4,415
Other financial assets	4,211	4,386
Cash and cash equivalents	3,530	5,564
	18,713	38,018
Assets for sale	-	-
TOTAL ASSETS	66,695	86,422

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(PLN k)	31/12/2019	31/03/2020
SHAREHOLDER'S EQUITY		
Equity attributable to the shareholders of the parent company		
Equity capital	6,710	6,710
Capital from the sale of shares above the nominal price	32,063	32,063
Foreign exchange differences on the translation of a foreign entity	1,115	1,412
Other capitals	2,389	2,604
Retained earnings	8,761	15,130
	51,038	57,919
Capital attributable to non-controlling interests	(17)	(26)
TOTAL SHAREHOLDERS EQUITY	51,021	57,893
LIABILITIES		
Long Term liabilities		
Deferred income tax liabilities	2,387	3,699
Other financial liabilities	78	68
	2,465	3,767
Current liabilities		
Other financial liabilities	38	38
Trade liabilities	9,442	21,232
Income tax liabilities	140	160
Other liabilities	3,589	3,332
	13,209	24,762
TOTAL LIABILITIES	15,674	28,529
TOTAL EQUITY AND LIABILITIES	66,695	86,422

Cash Flow Statement.

(PLN k)	Q1 2019	Q1 2020
Result before tax	(581)	7,840
Adjustments:	1,674	(2,952)
Minority interest equity		
Share in profits (losses) in joint ventures	(217)	-
Amortization & Depreciation	841	2,600
Foreign exchange profits (losses)	306	58
Interest	71	24
Write off of expenditures on development projects	-	-
Result on investment activities	-	(398)
Change in receivables	(2,093)	(17,120)
Change in liabilities, excluding loans and credits	3,118	11,479
Settlement of costs of share-based payments	-	138
Share based payment	-	215
Income tax	(352)	52
Net cash flow from operating activities	1,093	4,888

(PLN k)	Q1 2019	Q1 2020
Repayment of loans granted with interest	-	505
Interest received	-	14
Cash from the acquisition of companies	-	29
Acquisition of property, plant and equipment and intangible assets	(30)	(5)
R&D expenses	(5,364)	(2,912)
Loans granted	(374)	(424)
Purchase of shares	(60)	(3)
Net cash flow from investing activities	(5,828)	(2,796)
Capital increase	-	-
Expenses related to capital increase	-	-
Proceeds from loans	2,690	-
Proceeds from factoring	1,170	-
Dividends paid	-	-
Repayment of loans and borrowings	-	-
Payment of factoring obligations	-	-
Interest paid	(76)	(2)
Repayment of leasing	-	(10)
Net cash flow from financing activities	3,784	(12)
Total net cash flow	(951)	2,080
Net foreign exchange differences on cash and cash equivalents	(295)	(46)
Opening balance	2,594	3,530
Closing balance	1,348	5,564

Glossary.

Term	Abbreviation	Definition
Advertisement	Ads	Ads that are displayed in games and mobile apps.
Average Revenue Per User	ARPU	Average income per user in a given time period.
Cost per Install	CPI	The cost of marketing expenses incurred to acquire one user.
Game as a Service	GaaS	The game production and publishing model based on in-depth data analysis and optimization of key indicators.
Game as a Product	GaaP	The game production and publishing model based mainly on organic growth and advertising revenues.
Gross revenue		Revenues including platform costs (Google and Apple).
Hard Launch	HL	The moment when the product is made globally available via digital distribution platforms and its official promotion begins.
IAP Purchase	IAP	Micropayments in games.
Lifetime value	LTV	Estimated total revenues generated from a statistic player.
Monthly Active Users	MAU	The number of active users on a monthly basis.
Net revenue		Revenues excluding platform costs (Google and Apple).
Return on Advertising Spend	ROAS	Reimbursement of expenses incurred for advertising.
Soft Launch	SL	Release of a game for a limited group of recipients and/or on a limited number of platforms to collect ratings, examine end users' reactions to the proposed form and content of the game, and verify key monetization parameters before starting global promotion.
User Acquisition	UA	Player acquisition (paid).