

BOOMBIT

2021 RESULTS

APRIL 2022



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Highlights.

- Dynamic development of internal production, publishing and JVs
- The lifetime total number of downloads exceeded 1 billion
- Recommendation to pay USD 2.8M dividend for 2021



USD 61.9M (+70% y/y) revenue from games*

USD 4.3M adjusted net profit



237.8M downloads in 2021

BoomBit In Numbers.

- Top mobile games developer & publisher



Over **10** years in free-to-play segment

1 Billion downloads

Strong team over **250** people worldwide

3 Pillars of diversified revenues

4 Joint Ventures companies

26 Mobile games published in 2021

2021 TOP 10 Games by revenue

1.	Hunt Royale	USD 10.8M
2.	Slingshot Stunt Driver	USD 6.2M
3.	Bike Jump	USD 4.5M
4.	Darts Club	USD 3.8M
5.	Make It Fly	USD 3.7M
6.	Shoe Race	USD 2.5M
7.	Base Jump Wing Suit Flying	USD 2.2M
8.	Car Driving School	USD 2.0M
9.	SuperHero Race	USD 1.9M
10.	Idle Inventor - Factory Tycoon	USD 1.7M

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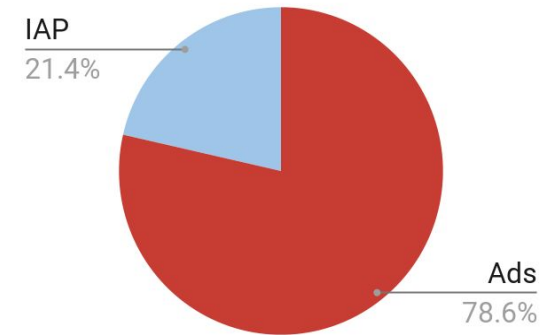
FINANCIAL RESULTS



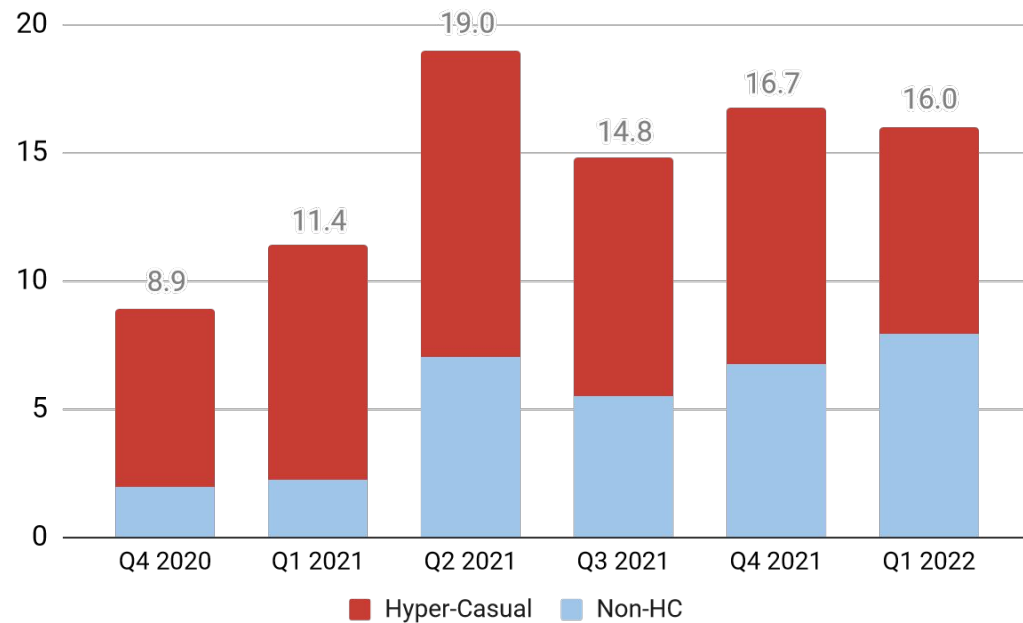
Revenue From Games.

- USD 16.7M revenue in Q4 2021 (+13% Q/Q, +89% Y/Y)
- USD 61.9M revenue in 2021 (+70% Y/Y)
- Maintaining good results in Q1 2022
- Balanced structure of revenues

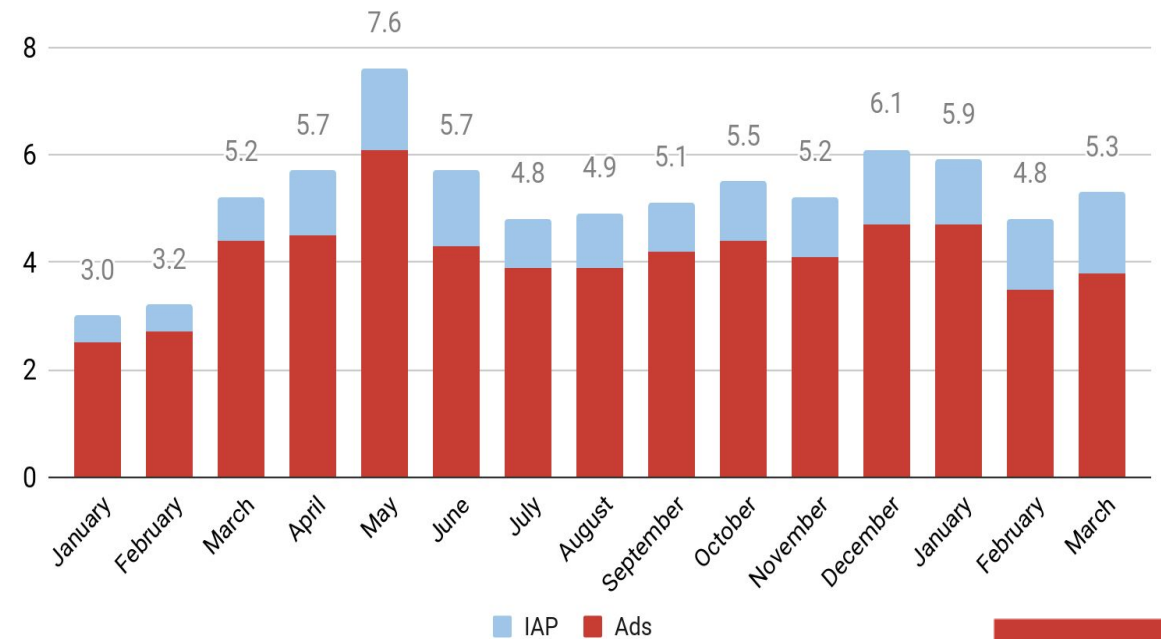
Revenue Q4 2021



Revenue* (USD M)



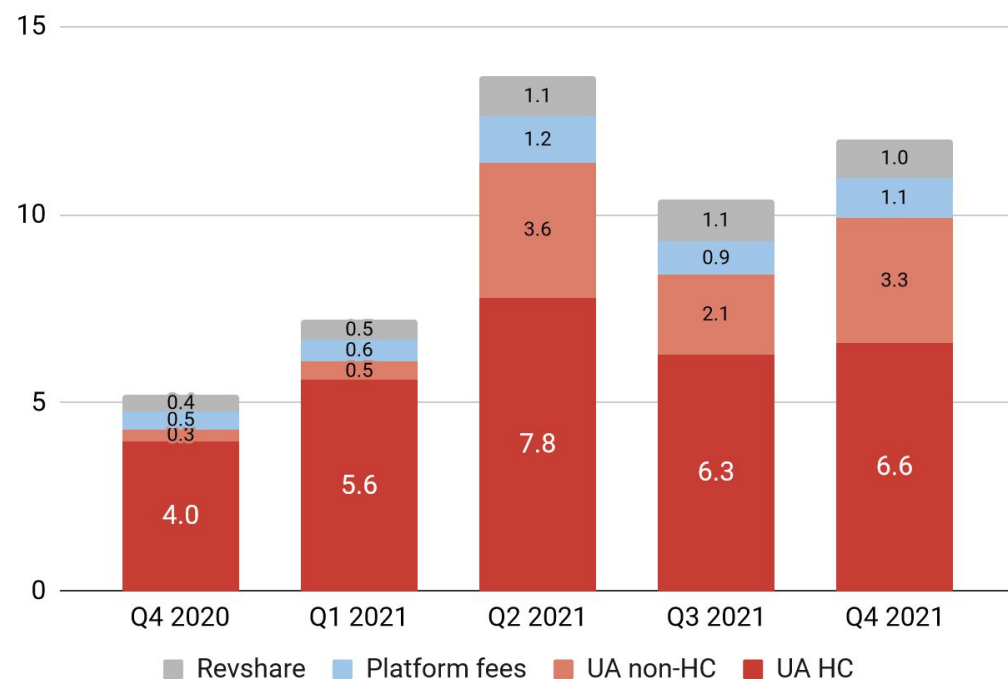
Revenue* (USD M)



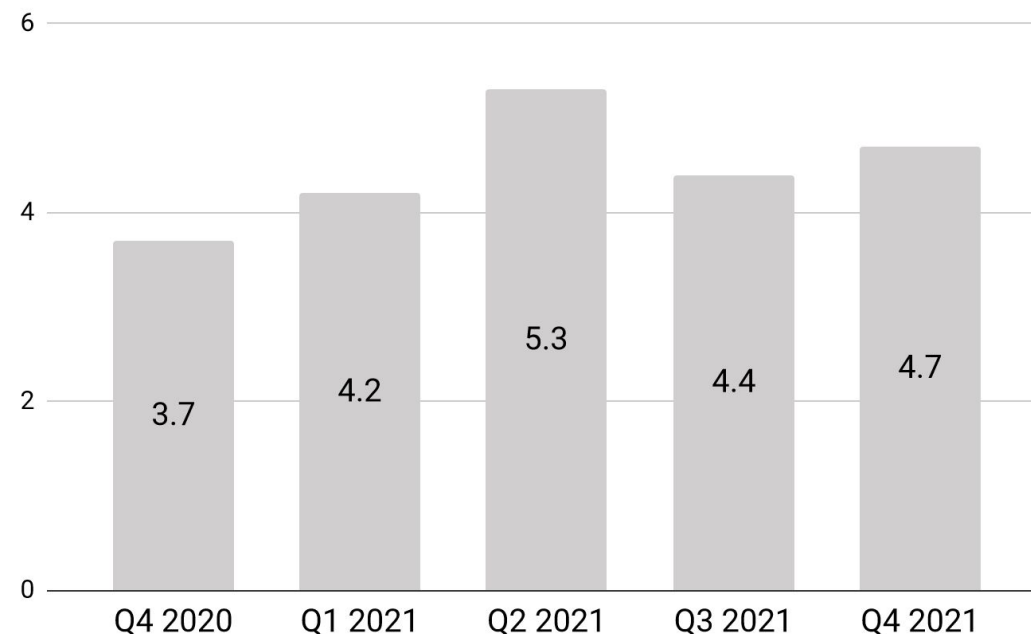
Revenue From Games And Main Variable Costs.

- High level of revenue less variable costs (USD 4.7M in Q4 2021, +7% Q/Q, +27% Y/Y)
- USD 9.9M in Q4 2021 of investment in UA (+18% Q/Q)

Main Variable Costs (USD M)



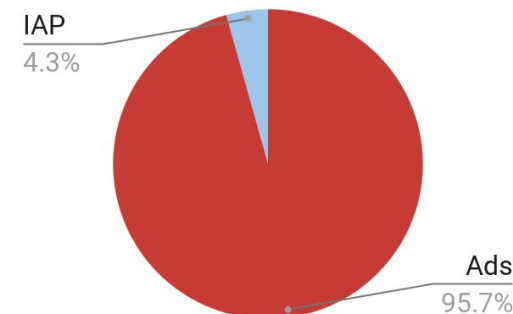
Revenue Net of Variable Costs* (USD M)



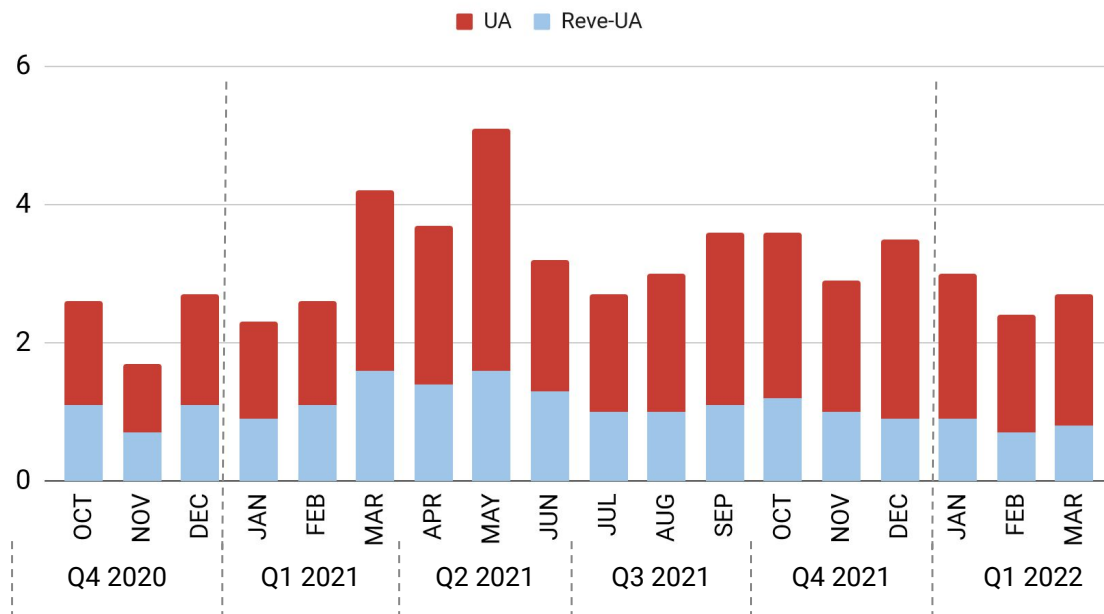
Hyper-Casual.

- USD 10.0M revenue in Q4 2021 (+8% Q/Q and +43% Y/Y)
- Q4 2021 - second best quarter in the history of the Group
- USD 40.4M in 2021

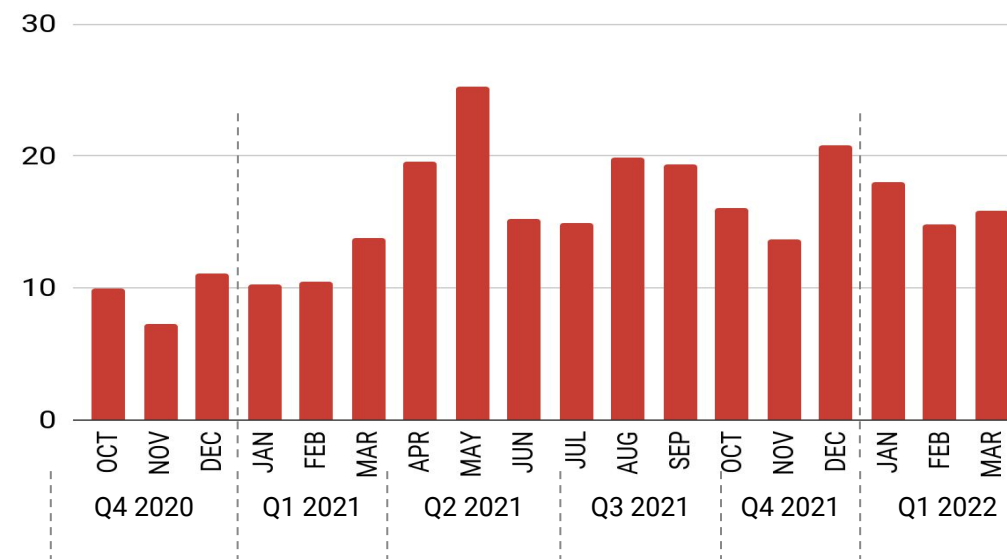
Revenue Q4 2021



Revenue and User Acquisition* (USD M)



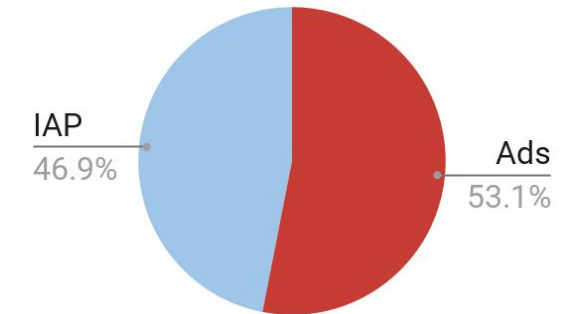
Downloads (M)



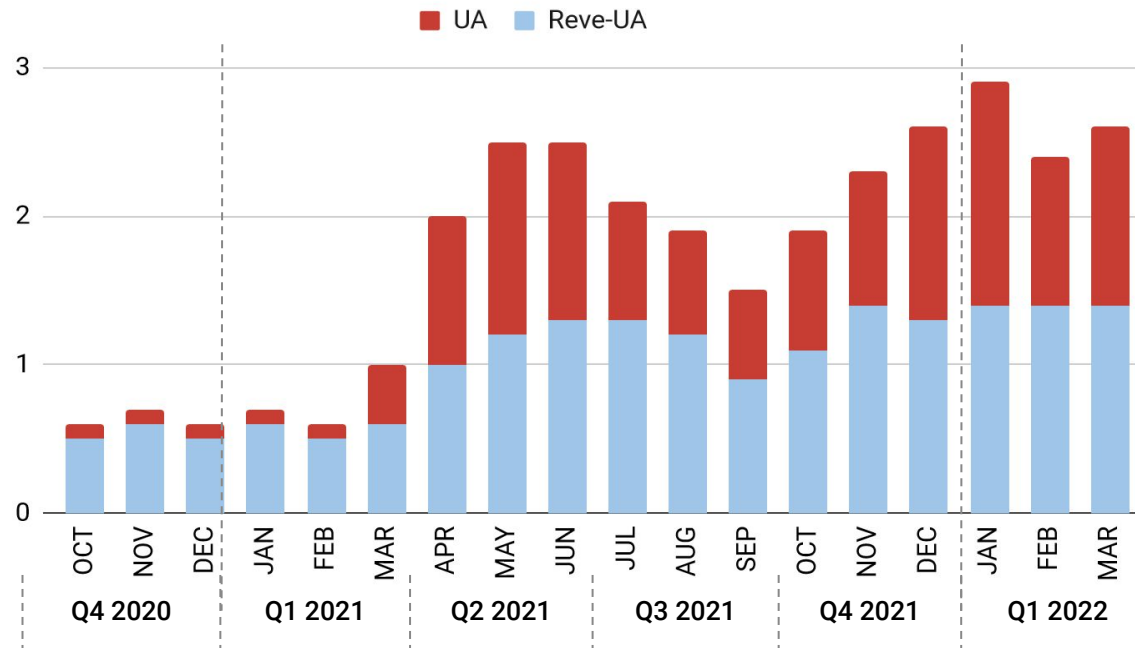
Non-HC.

- USD 6.8M revenue in Q4 2021 (+24% Q/Q and +258% Y/Y)
- Q4 2021 and Q1 2022 - best quarters in history
- Success of Hunt Royale and Darts Club
- Growing share in revenue structure

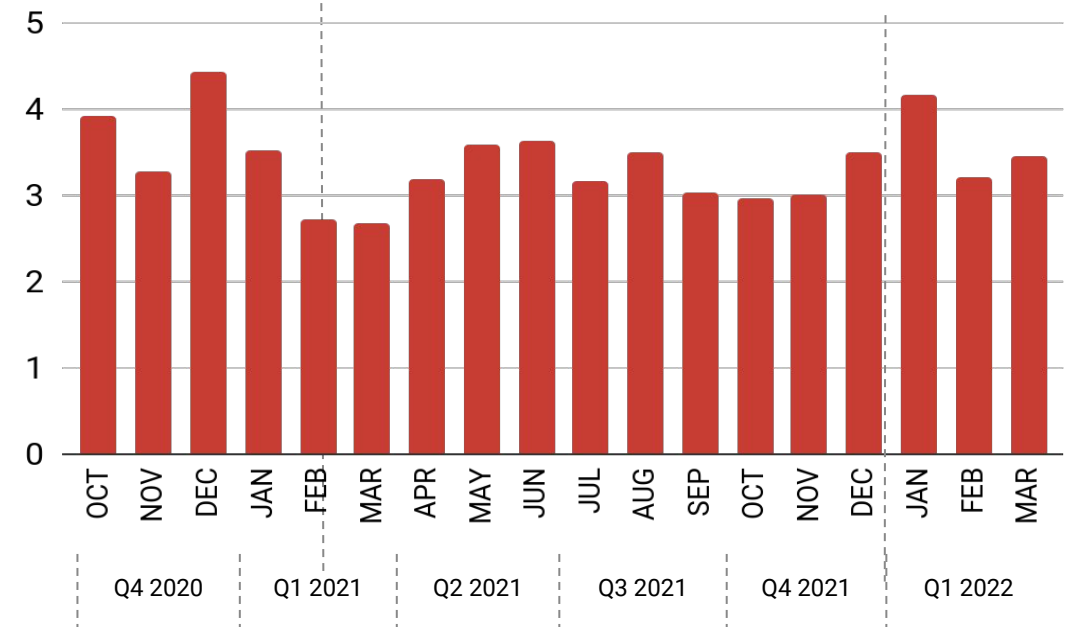
Revenue Q4 2021



Revenue and User Acquisition* (USD M)

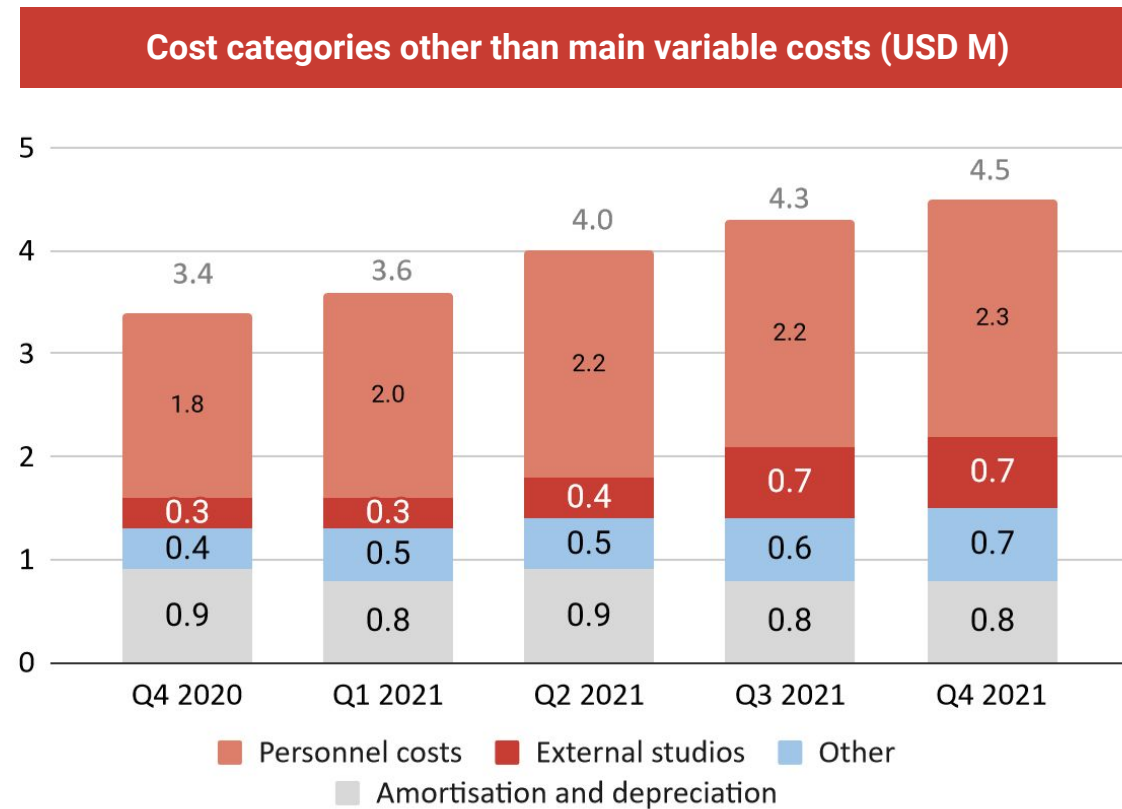


Downloads (M)



Cost.

- In Q4 2021 costs as a percentage of revenue kept at the safe level of 27% (26% in 2021).
- Main costs categories under control*

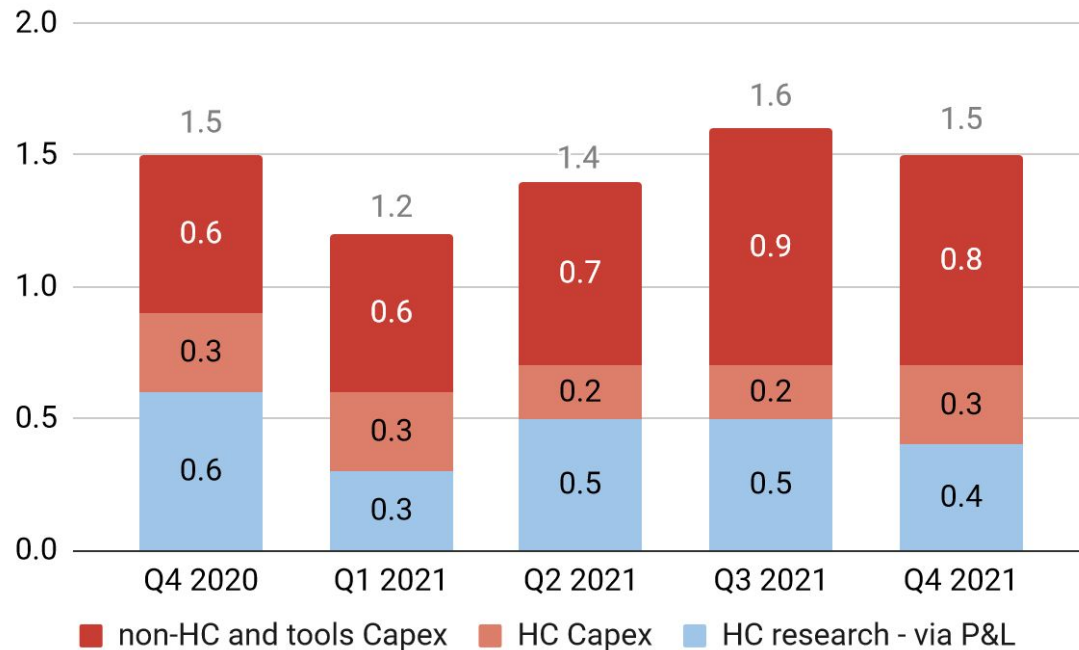


Product Development.

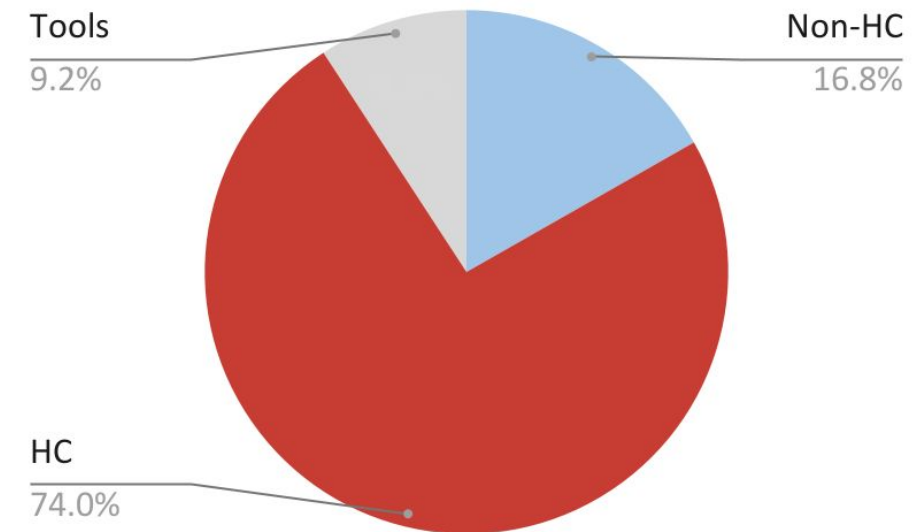
- Stable level of costs, no significant changes Q/Q
- P&L development costs vs. CAPEX related to:
 - HC production cycle (testing of prototypes)
 - Investment in cooperation with multinational studios



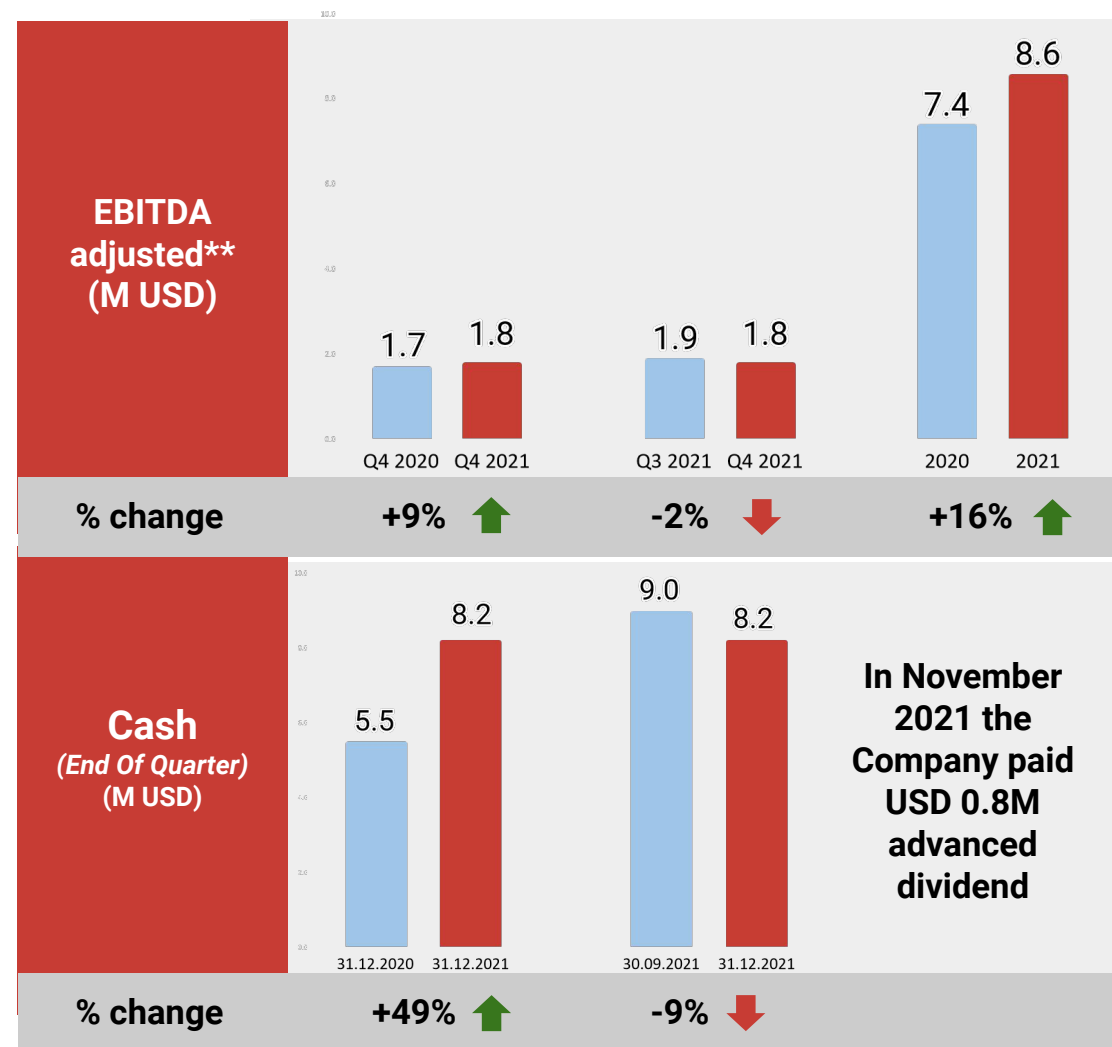
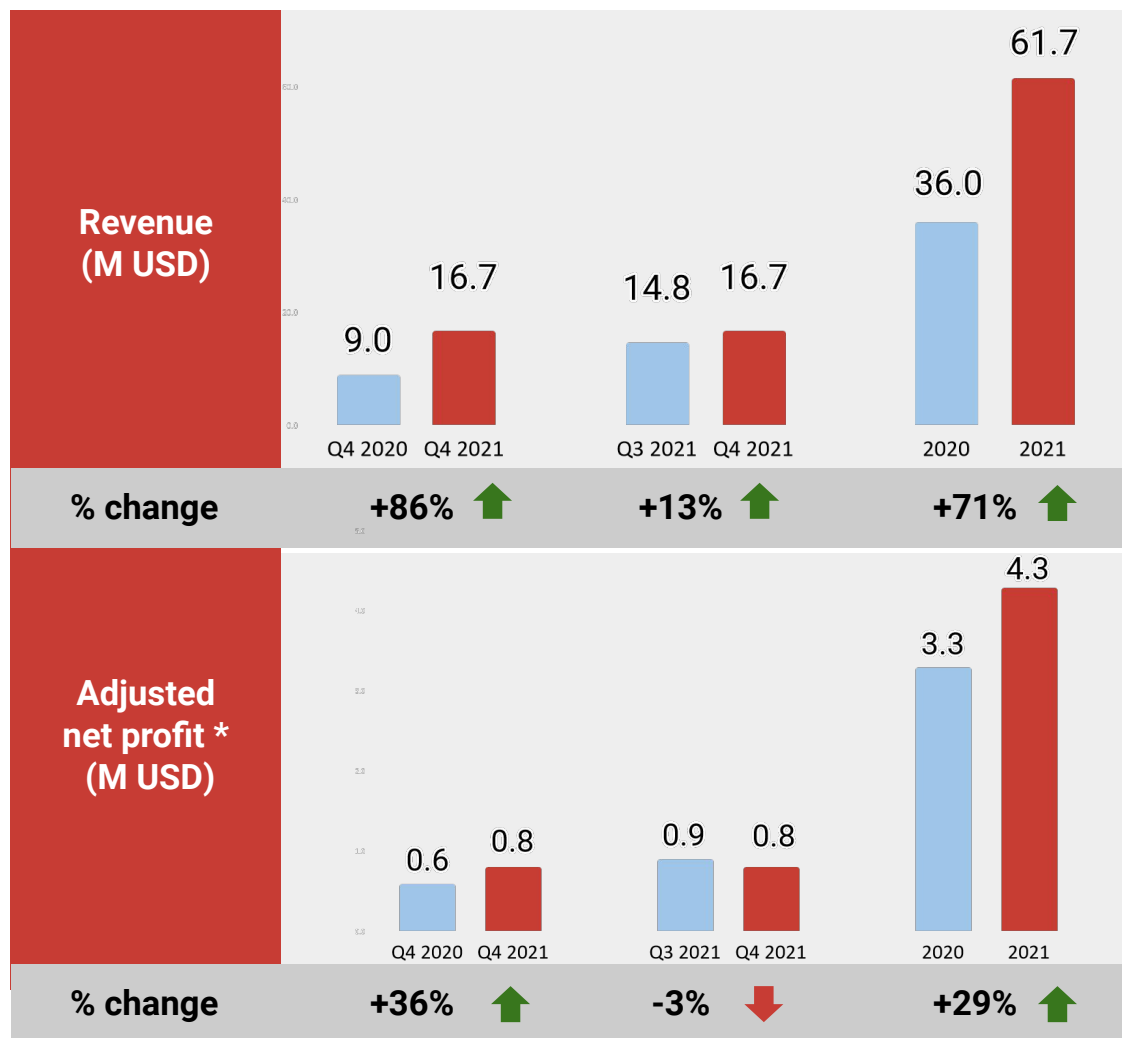
CAPEX and Investment (USD M)



Product Development (CAPEX and P&L) in Q4 2021



Results.



*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 and in Q4 2021 - write off of minimum guarantee from the publishing agreement not executed in full into Other operational revenue. In Q3 2020 - advisory costs for SuperScale investment agreement and Gamelnn support program and in Q4 2020 - impairment on development costs and SuperScale transaction effect.

**Adjusted for one-off effects in Q4 2021 - write off of minimum guarantee from the publishing agreement not executed in full into Other operational revenue. In Q3 2020 - advisory costs for SuperScale investment agreement and Gamelnn support program and in Q4 2020 - impairment on development costs.

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OUTLOOK



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Strategy Update.

- Continued development in in-house development, publishing, JVs
- New promising Hyper-Casual and Mid-Core Games
- New opportunities - blockchain gaming



DIVERSIFIED REVENUE STREAMS

- Internal development
- External cooperation with third party studios
- Joint Ventures

NEW OPPORTUNITIES

- BoomPick - Merge Games
- Casual and Hybrid Casual Games
- BoomLand Project - Play-And-Earn Games

P2E - New Gaming Environment.

- Blockchain gaming
- Innovative business model in the game industry



	PAY TO PLAY	FREE TO PLAY	PLAY AND EARN
Originated	1972~	2000~	2018~
Examples	Starcraft, Civilization	Clash of Clans, Darts Club	Axie Infinity, The Sandbox
Monetization	Single purchase	In-App Purchases, Ads	NFT and Token sales



BoomLand

Blockchain Gaming Platform

by **BOOMBIT**

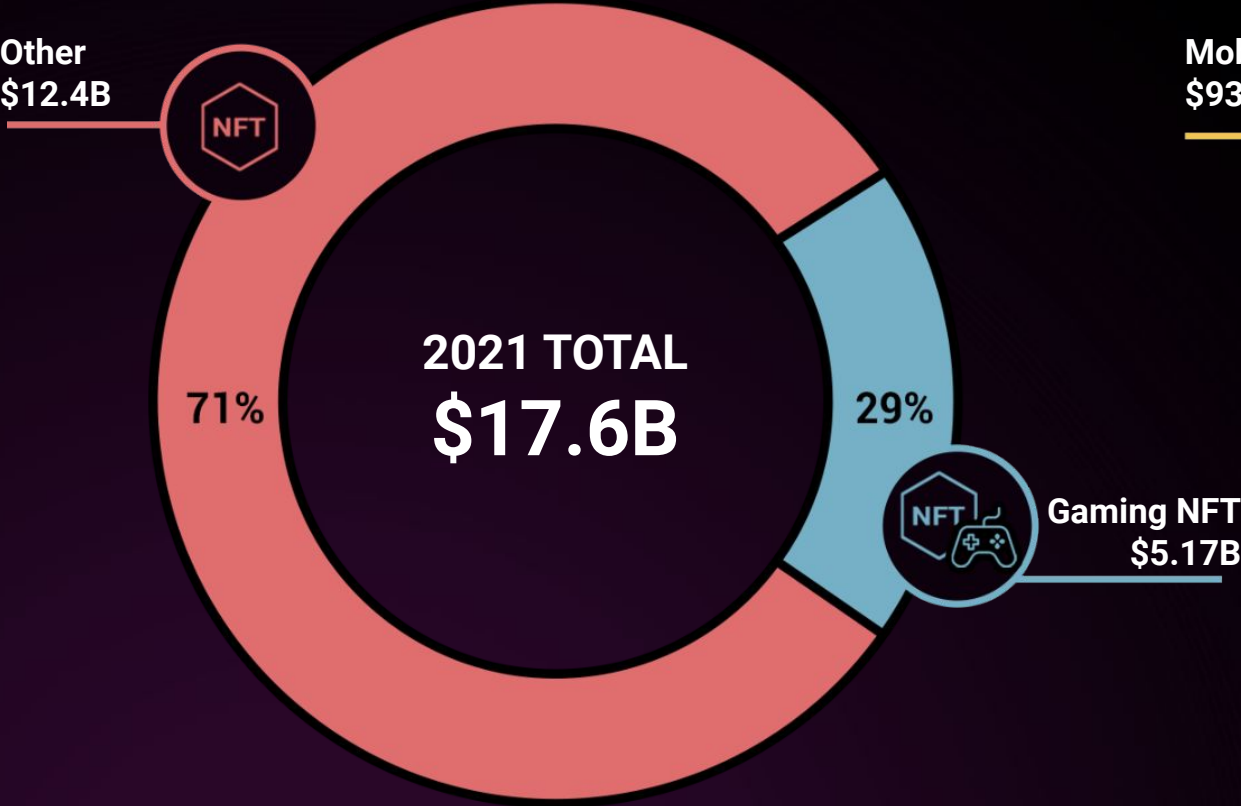


BOOMLAND VISION



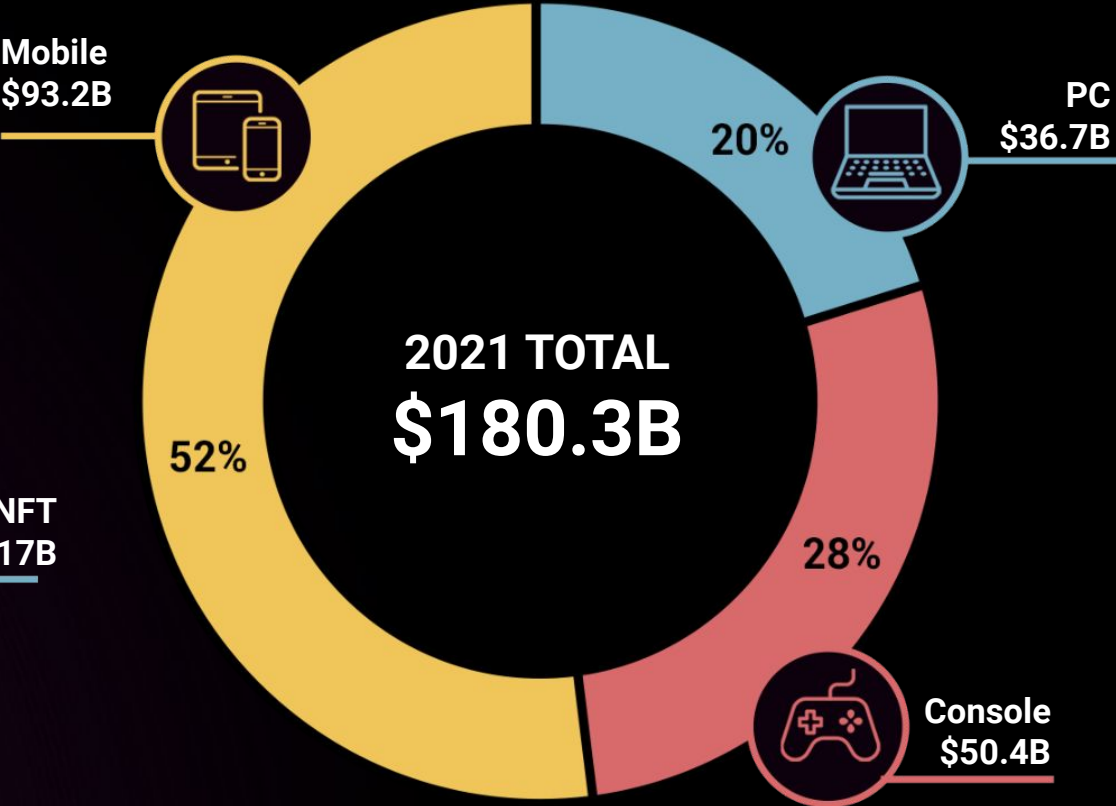
WHY WE NEED A NEW BLOCKCHAIN GAMING PLATFORM

2021 NFT Sales



Projected to Grow to \$80 Billion by 2025
with the expansion of the
Metaverse & Blockchain Gaming

2021 Global Games Market









BOOMLAND **VALUE PROPOSITION**








REMOVING FRICTION BETWEEN WEB2 & WEB3 GAMING



CHALLENGE

-  High barrier to entry for Game Developers
- Lack of Blockchain Experience 
-  Web3 Titles created by Inexperienced Gaming studios
- 7-10 Steps needed before a player can start a game 
-  Poor User Experience
- Players don't share in Web2 game's success 

SOLUTION

-  New Web3 Gaming Platform built by Experienced Team
- Publish Blockchain games that are Appealing to Players 
-  Build & Leverage a Strong Gaming Community
- Simplify the Blockchain experience for the end users 
-  Core SDK removes barrier to entry for game developers
- Multi platform experience (Web & Mobile) 
-  Play & Earn rewards players for their dedication

BOOMLAND METAVERSE

VISION: Build an ecosystem of blockchain games with community-driven and player-owned economies that expand the metaverse of BoomLand. Empower game developers and studios to bring their titles to the **Blockchain** leveraging our tools, technology and experience.

PORT SUCCESSFUL GAMES

BoomBit has plenty of games in its portfolio that are ready for the Play-And-Earn model

INTEROPERABILITY OF DIGITAL ASSETS

\$BOOM & \$BGEM coins will be used across BoomLand games

DIGITAL OWNERSHIP

Allows players to join in the potential success of the game and get rewarded for their time spent in game.

HUNTERS ON-CHAIN

First game to be released, based on Hunt Royale



PRESERVATION OF VALUE

Unlike the Web2 gaming model, players can retain or realise the value of their progress even after they switch to playing something else.

FIRST GAME **HUNTERS ON-CHAIN**

LAUNCH IN Q2 2022



HUNTERS ON-CHAIN FEATURES

- 40 Character Classes
- Different Game Modes: Bounty Hunter, Duels, Boss Hunt...
- Leaderboards
- Seasons & Battle Pass
- Clans, Guilds & Clan Wars
- LiveOps & Special Events: Tower Defence, Races, Survival Mode
- Upgrade Hunters
- Summon new Hunters
- Lend / Borrow mechanism to play for free

HUNTERS ON-CHAIN



Summary...



- **USD 61.7M** revenue and **237.8M** downloads in 2021
- **USD 2.8M** dividend (USD **0,20** per share)
- **1** billion downloads to date
- **3** revenue streams: Internal production, BoomHits, Joint Ventures
- strong, balanced portfolio of **Hyper-Casual and Mid-Core** games

...& Outlook 2022+



- New Joint Ventures
- Merge, Casual and Hybrid Casual games
- Play-And-Earn business model - BoomLand



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APPENDICES



Key Financial Data.

USD k	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2020	FY 2021
Revenue*	9,470	7,993	9,519	8,980	11,250	18,846	14,808	16,746	35,962	61,650
Revenue - variable costs	3,615	2,842	3,641	3,659	4,197	5,342	4,457	4,657	13,757	18,653
EBITDA	2,608	1,393	1,625	33	2,144	2,732	1,859	2,312	5,659	9,047
Net profit	1,594	496	533	1,103	1,018	1,474	861	1,236	3,726	4,589
One-off effects**	-	-	100	(602)	-	127	-	(490)	(502)	(363)
EBITDA adj.	2,608	1,393	1,725	1,675	2,144	2,732	1,859	1,822	7,401	8,557
Net profit adj.	1,594	496	615	615	1,018	1,577	861	839	3,320	4,295
CAPEX	730	647	640	533	529	642	688	676	2,550	2,535
Cash (end of quarter)	1,342	2,805	3,641	5,520	6,033	7,452	9,038	8,201	5,520	8,201

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

** In 2021 - valuation of call option for Level-Up First S.à.r.l. Investment Fund to acquire 112 shares in SuperScale from the Company and write off of minimum guarantee from the publishing agreement not executed in full into Other operational revenue. In 2020 - advisory costs for SuperScale investment agreement and Gamelnn support program, impairment on development costs and SuperScale transaction effect.

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Thank You

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