

# BOOMBIT

FINANCIAL RESULTS  
Q1 2022

MAY 2022



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# Q1 2022 Highlights.

- **\$15.9M** revenue from games in Q1 2022 and **\$6.3M** in April
- **\$0.5M** net profit in Q1 2022
- **59.5M** downloads in Q1 2022 and **28.5M** in April
- BoomPick - new Joint Venture
- Recommendation to pay **\$2.8M** dividend for 2021

**+41%**  
revenue increase  
Q1 2022 vs Q1 2021

## Q1 2022 games by revenue

1.	Hunt Royale	\$4.13M
2.	Darts Club	\$1.93M
3.	Car Driving School Simulator	\$0.75M
4.	Crazy Plane Landing	\$0.71M
5.	Kiss in Public	\$0.47M

**50%**  
of total  
revenue

TOTAL Hyper-Casual \$7.95M

TOTAL Mid-Core & Casual \$7.95M

## The most important games released in 2022



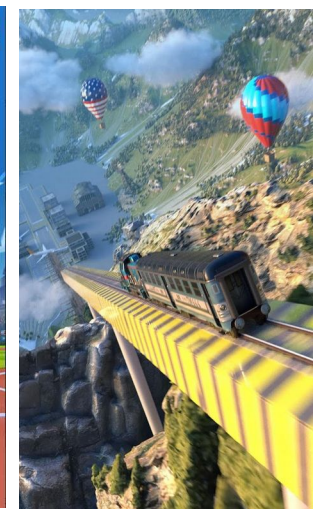
Grass Master  
(February 11th)



Dog Life Simulator  
(February 28th)



Baseball Club  
(March 3rd)



Train Ramp Jumping  
(March 8th)

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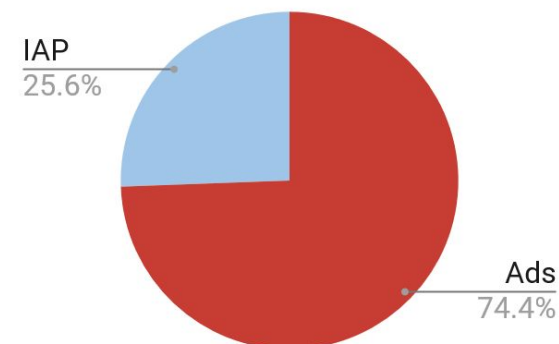
## FINANCIAL RESULTS



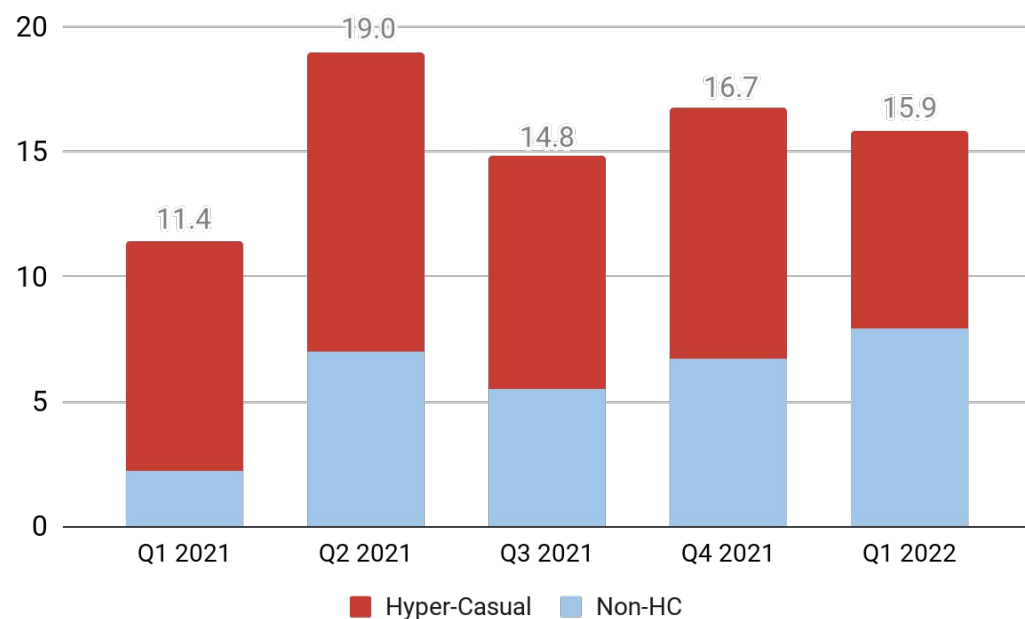
# Revenue From Games.

- \$15.9M revenue in Q1 2021 (-5% Q/Q, +41% Y/Y)
- \$6.3M revenue in April 2022 (+18% Q/Q)
- Balanced structure of revenues

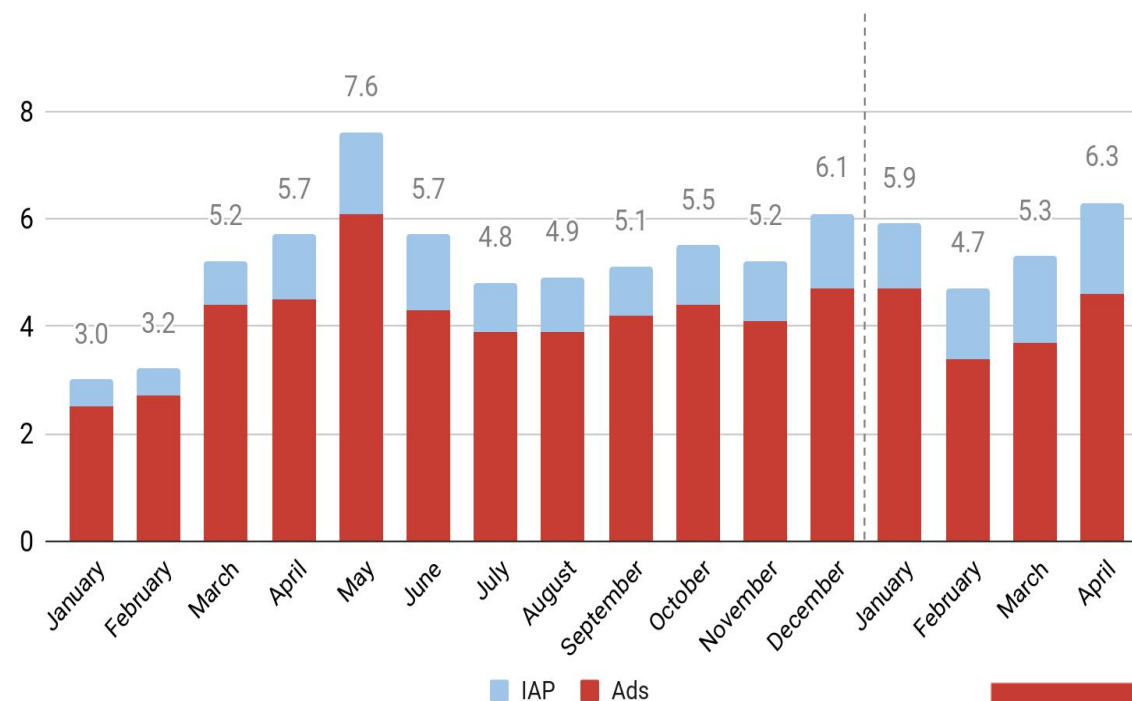
Revenue Q1 2022



Revenue\* (\$ M)



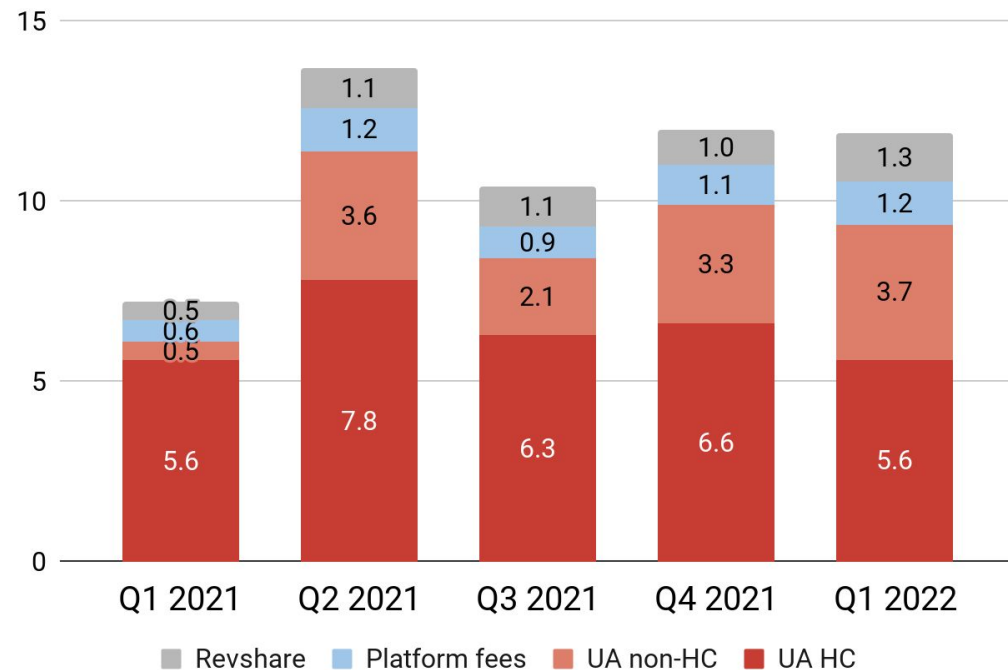
Revenue\* (\$ M)



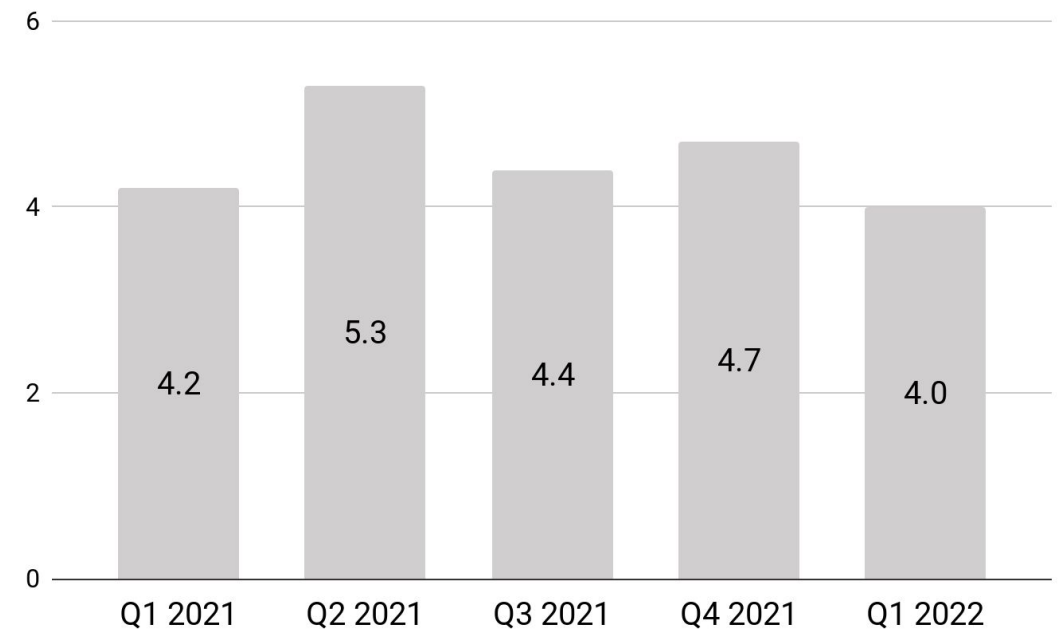
# Revenue From Games And Main Variable Costs.

- Stable level of revenue less variable costs (\$4.0M in Q1 2022, -15% Q/Q, -5% Y/Y)
- \$9.4M in Q1 2022 of investment in UA (-5% Q/Q)
- Growing importance of Mid-Core and Casual games visible in the UA costs, platform fees and rev share

Main Variable Costs (\$ M)



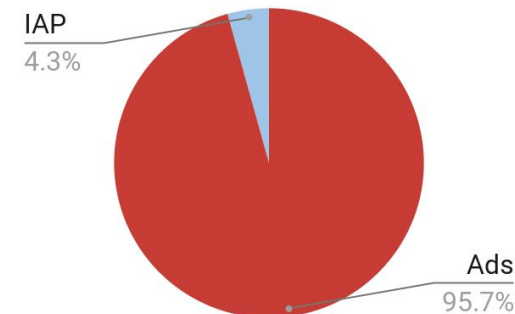
Revenue Net of Variable Costs\* (\$ M)



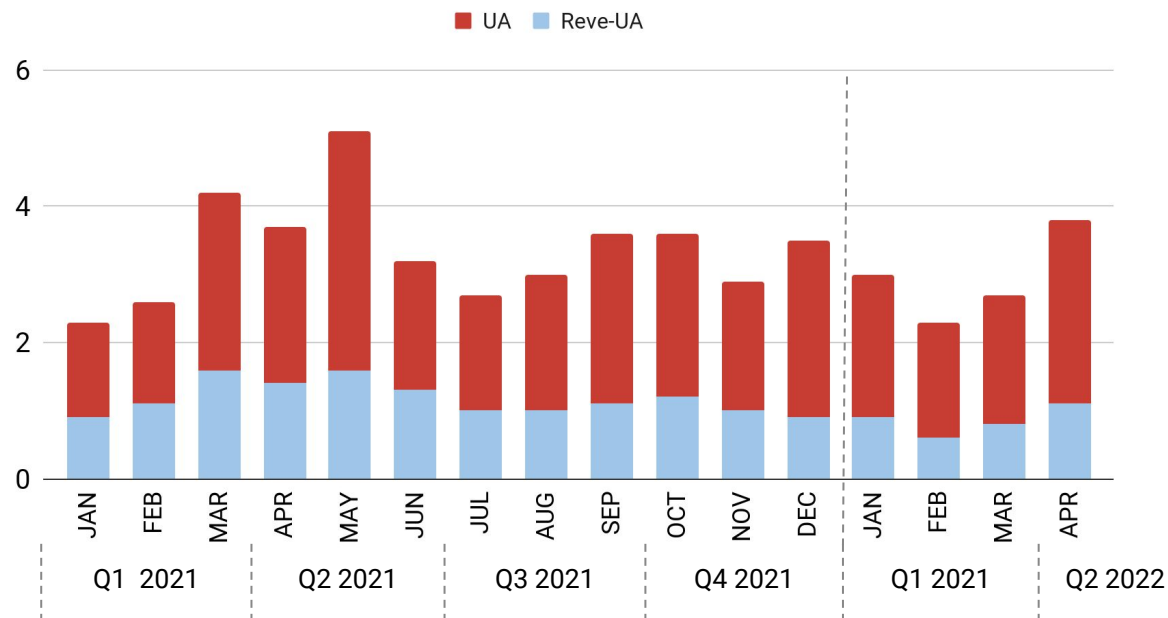
# Hyper-Casual.

- \$7.95M revenue in Q1 2022 (-20% Q/Q and -12% y/y)
- \$3.8M revenue in April 2022 (+41% m/m)
- April is the second best month in terms of downloads

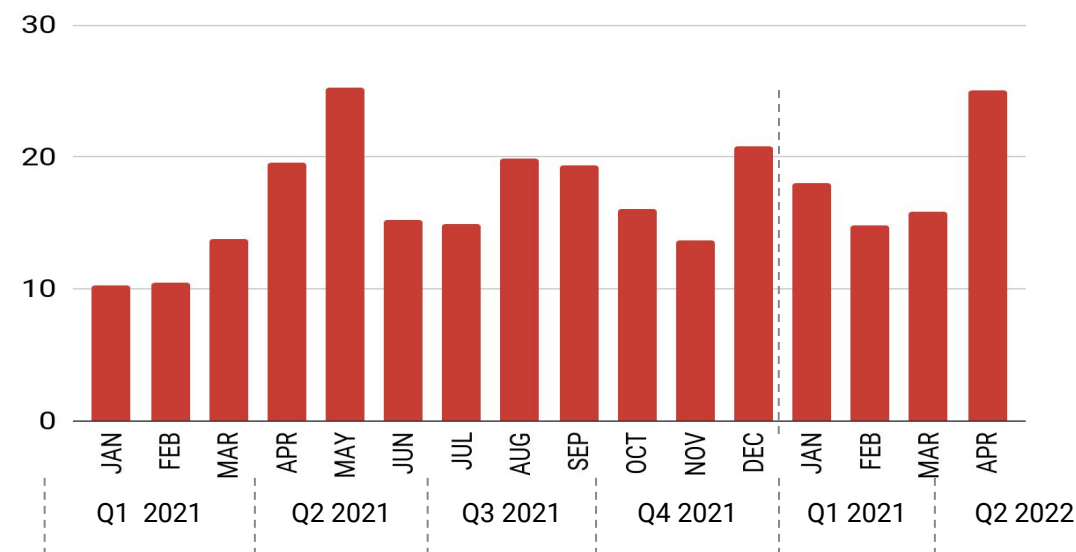
Revenue Q1 2022



Revenue and User Acquisition\* (\$ M)



Downloads (M)

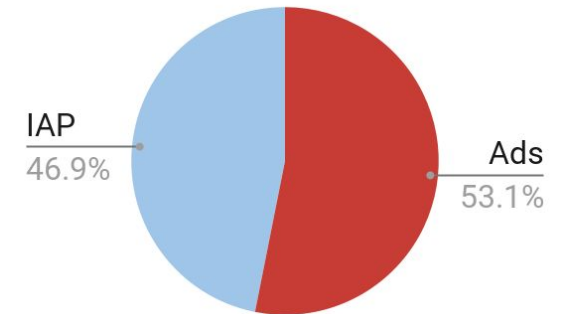




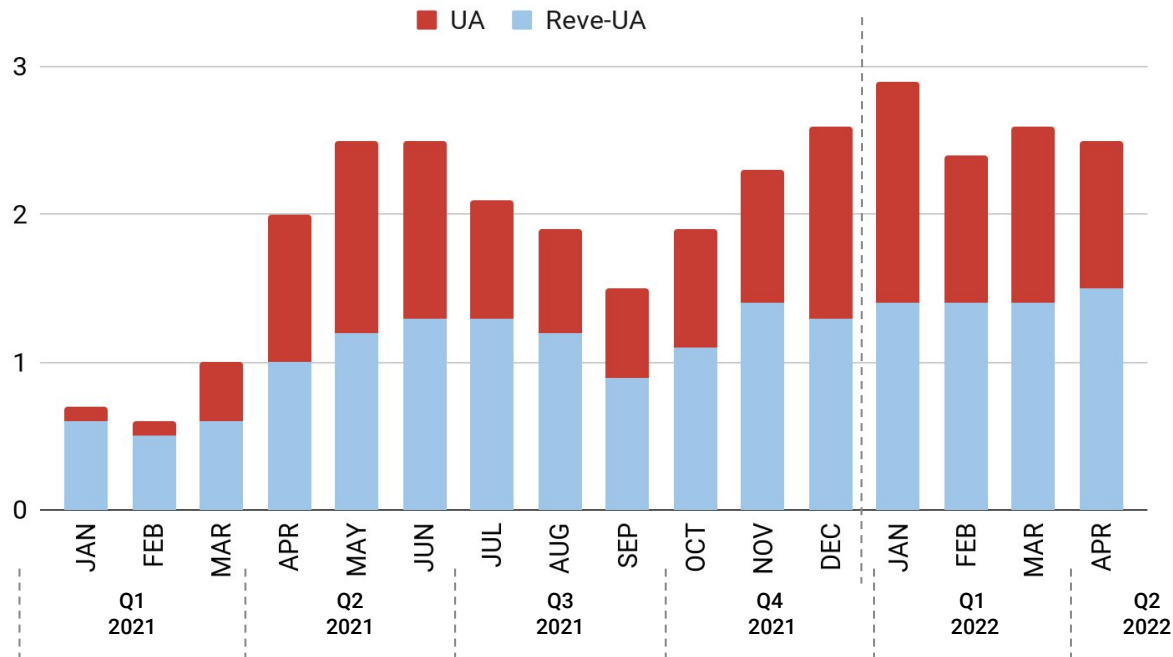
# Mid-Core and Casual.

- \$7.95M revenue in Q1 2022 (+16% Q/Q and +243% y/y)
- Q1 2022 - the best quarter in history
- Stable revenue from Hunt Royale i Darts Club, Baseball Club release
- Growing importance of Mid-Core and Casual games, further projects in progress

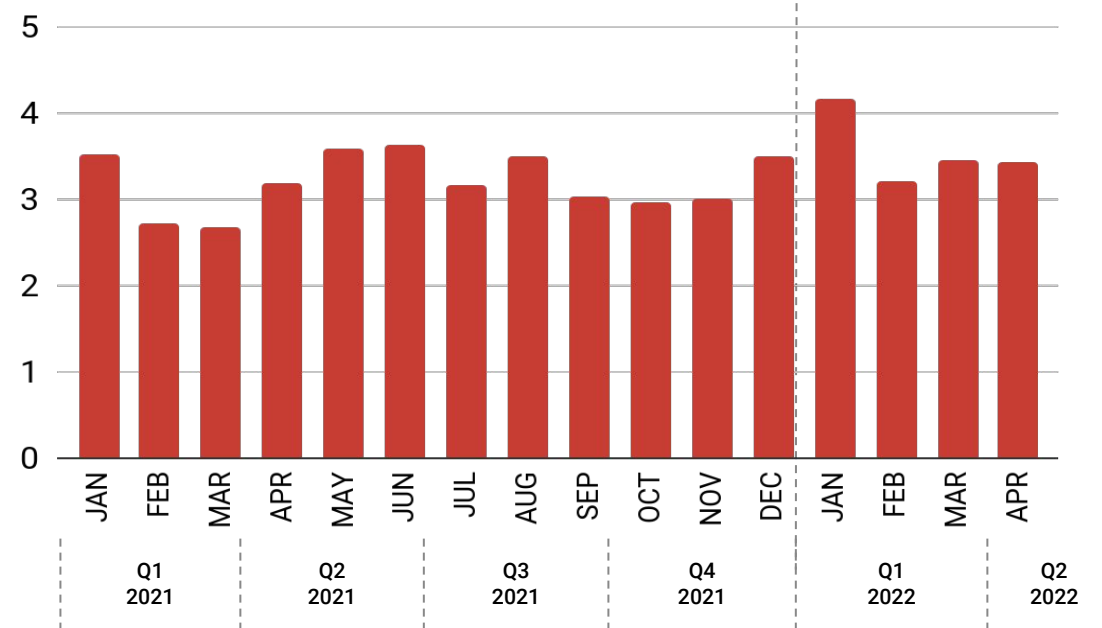
Revenue Q1 2022



Revenue and User Acquisition\* (\$ M)



Downloads (M)



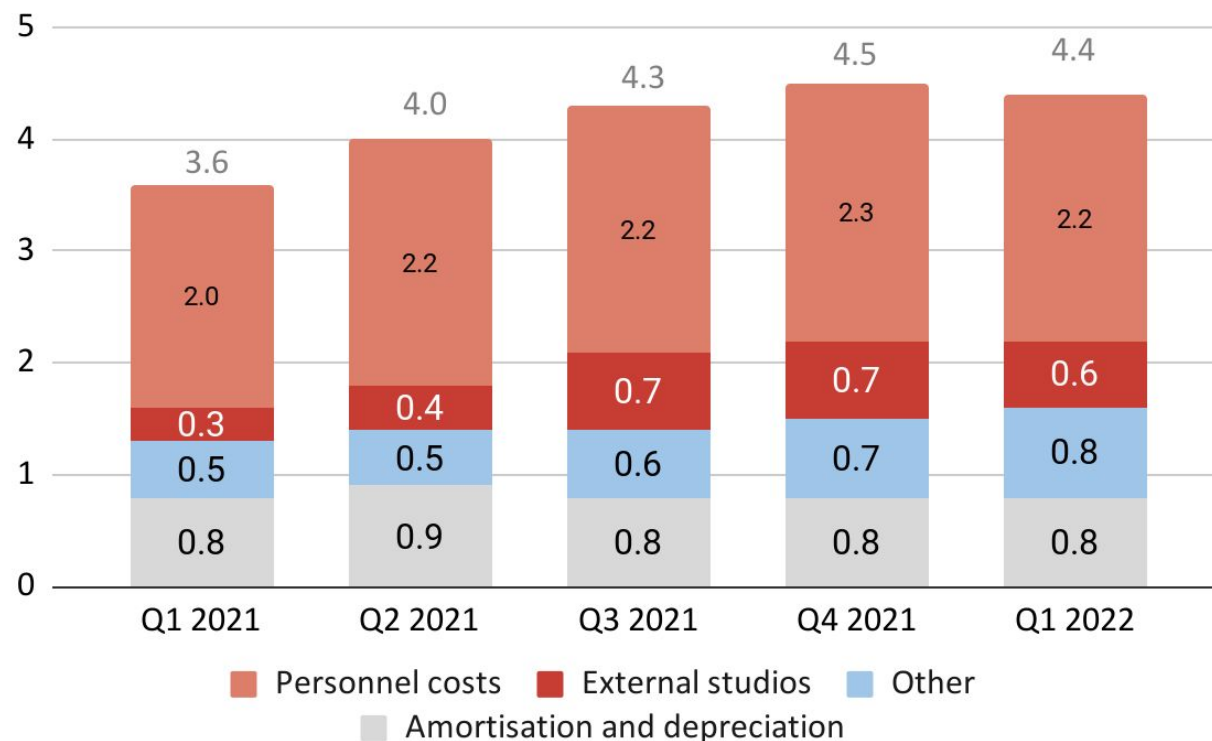
\*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs.

# Cost.

- In Q1 2022 costs as a percentage of revenue kept at the safe level of 28% (26% w 2021)
- Growing importance of Play-And-Earn projects carried out by BoomBit (BoomLand) and PlayEmber (Bunker Budz)



Cost categories other than main variable costs (\$ M)



**\$0.3 M**

cost of developing  
Play-And-Earn projects  
in Q1 2022,

incl.:

**\$0.1 M** in P&L

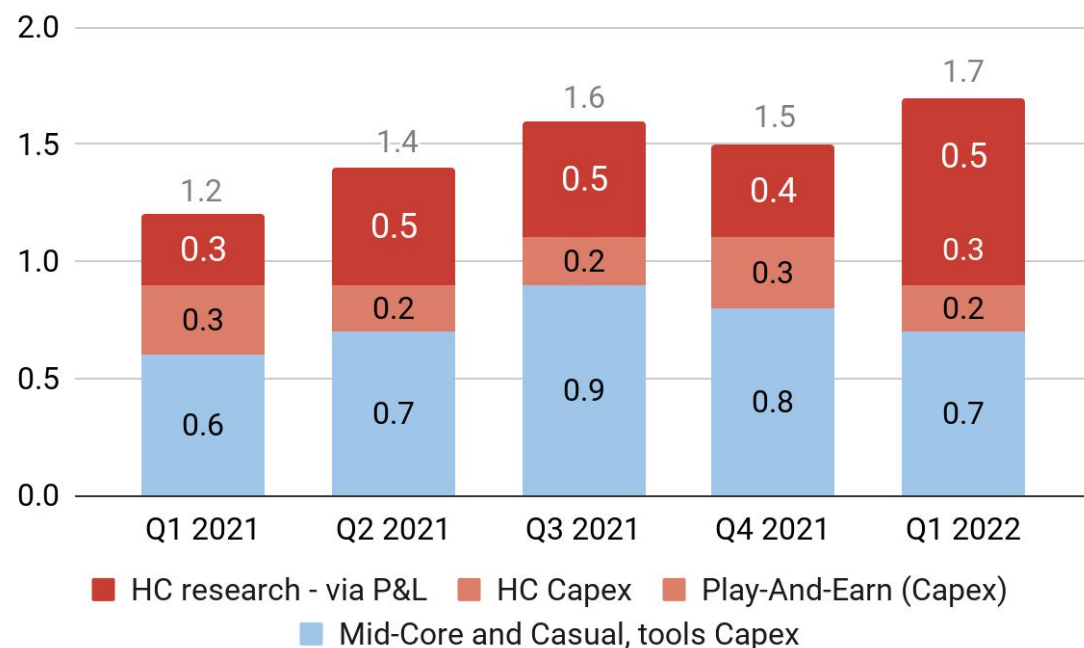


# Investment.

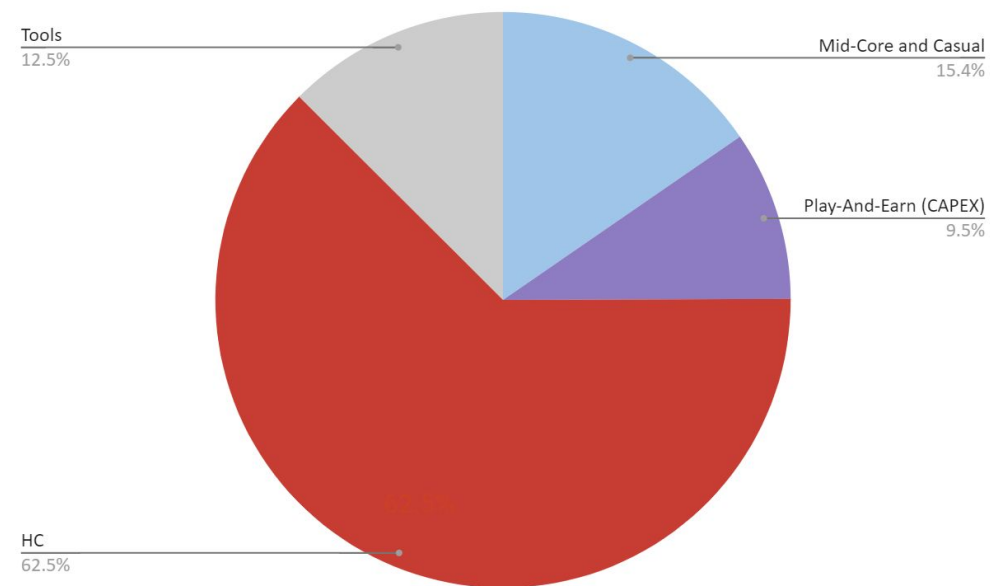
- Increase in spending q/q due to the development of Play-And-Earn projects
- Stable level of the production costs of HC, Mid-Core and Casual games and tools



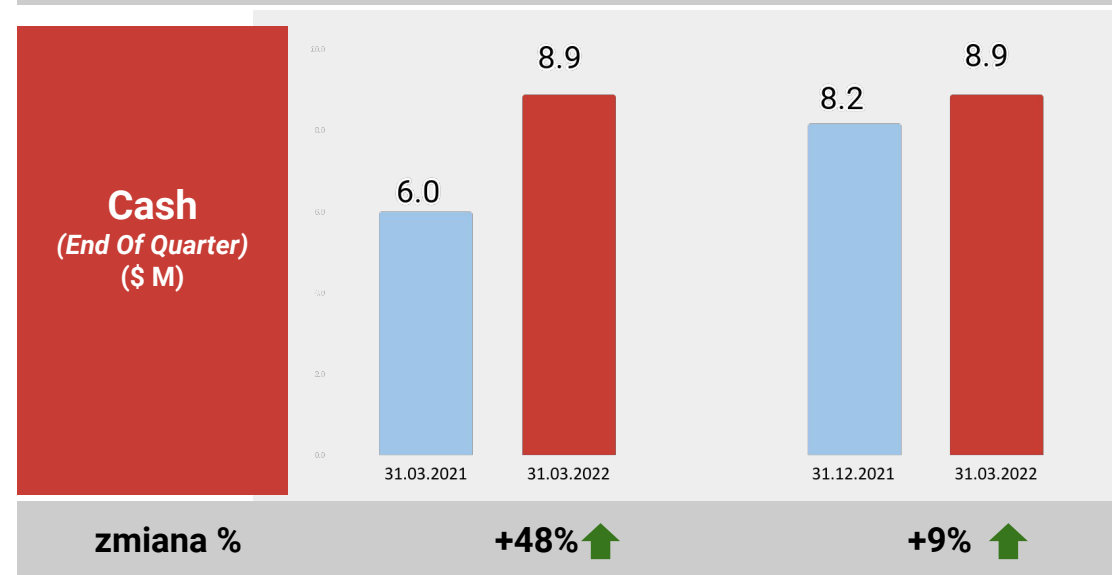
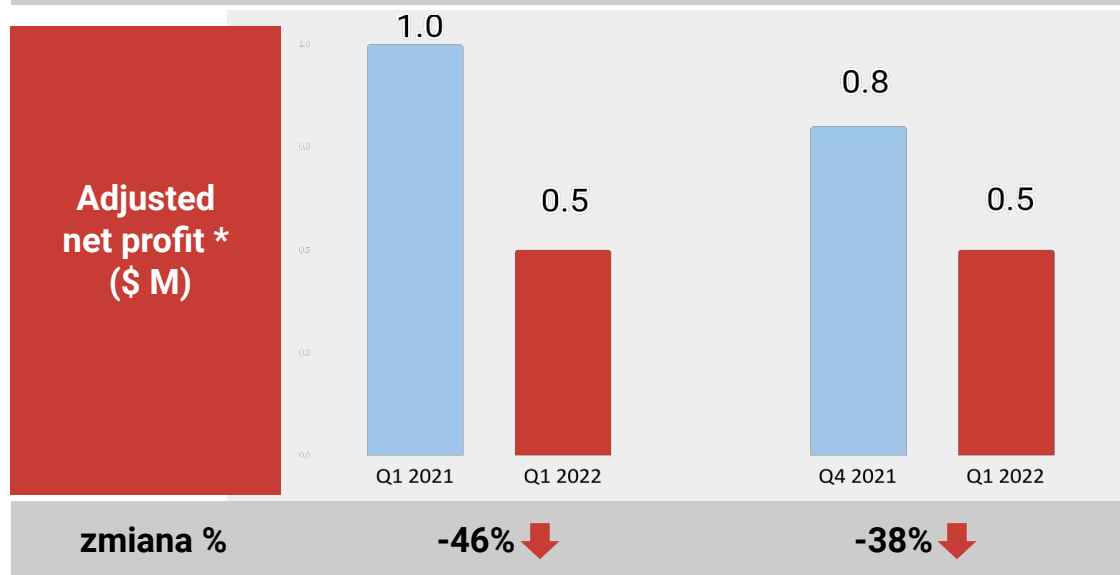
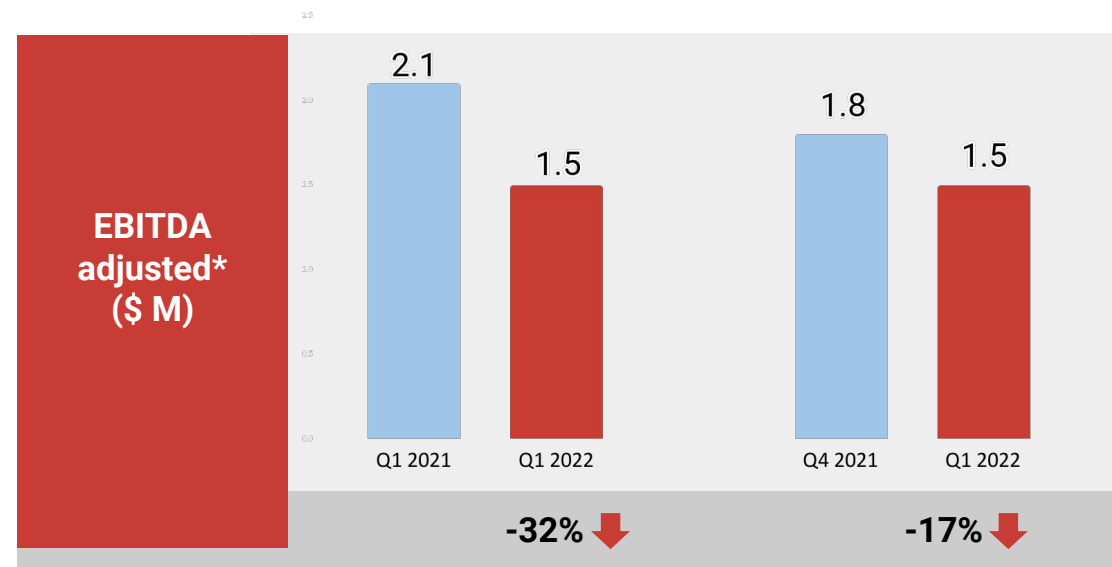
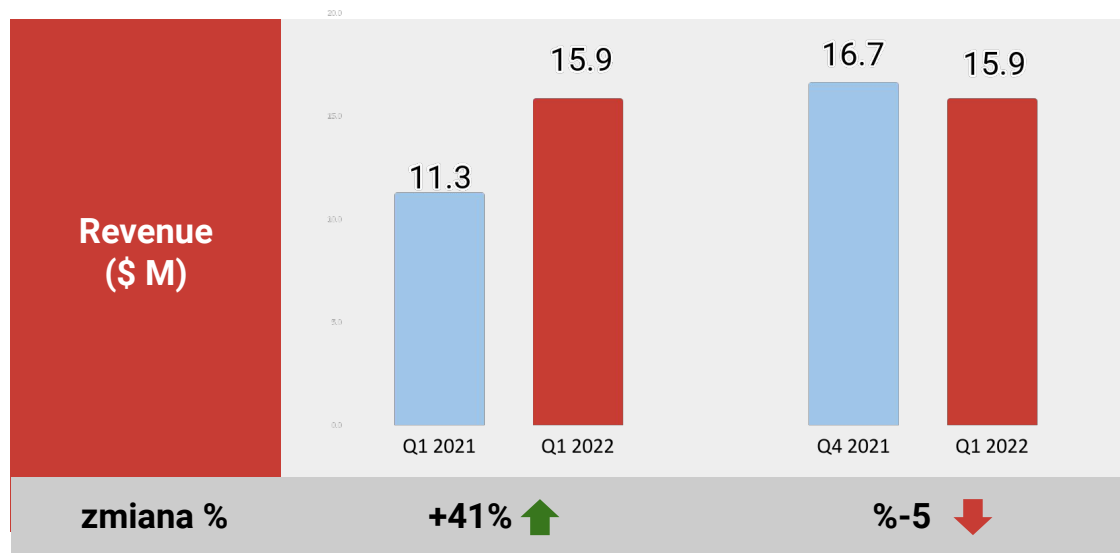
CAPEX and Investment (\$ M)



Investment structure (CAPEX oraz P&L) in Q1 2022



# Results.



\*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.

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## OUTLOOK



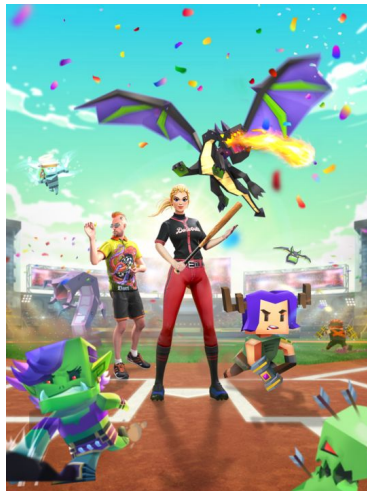
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# 2022+ plans.

- Development of internal production and publishing
- New joint ventures
- Merge games
- Play-And-Earn



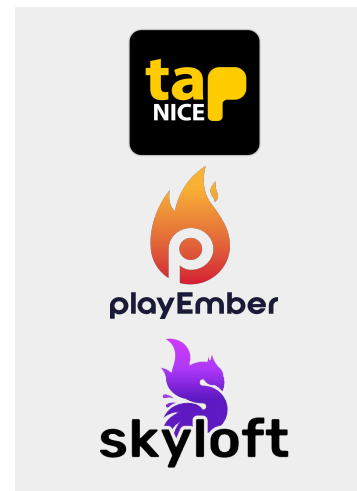
INTERNAL  
PRODUCTION



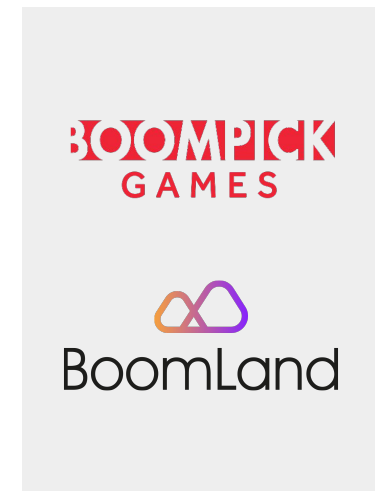
PUBLISHING



JOINT VENTURES



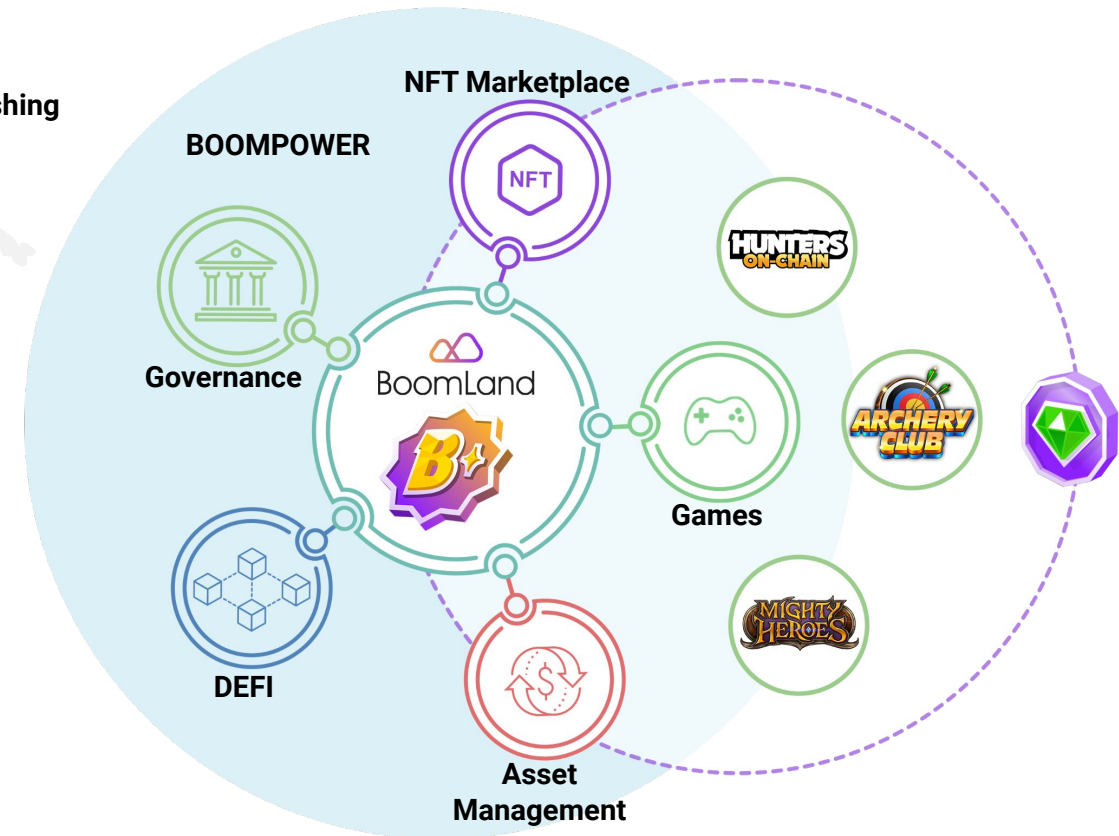
2022+





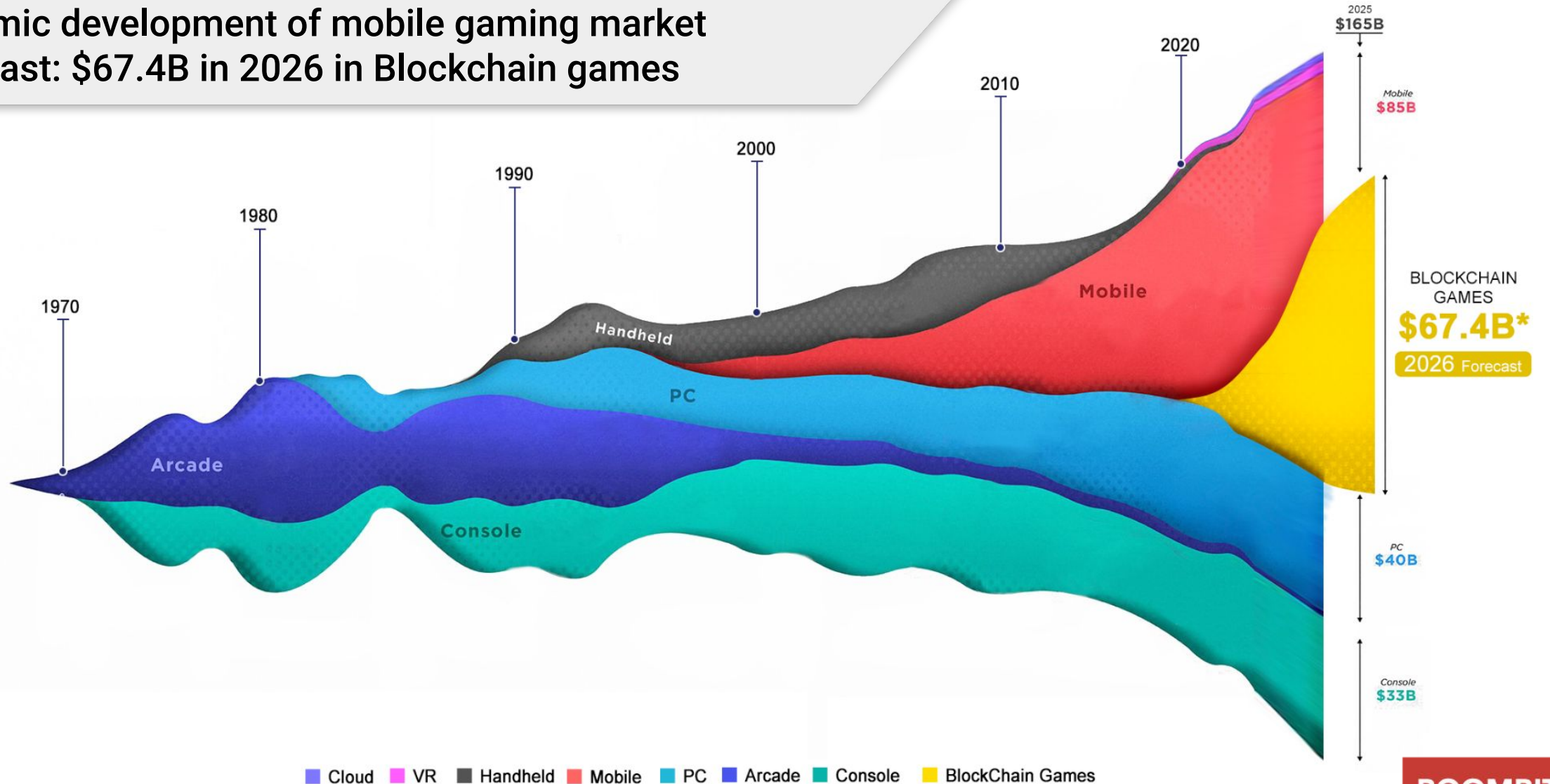
# BoomLand.

- Innovative Blockchain gaming platform
- Hunters on-Chain first game to be released in Q3 2022



# Market.

- Dynamic development of mobile gaming market
- Forecast: \$67.4B in 2026 in Blockchain games



# Value Proposition.

- Making Blockchain Games accessible for everyone
- Position BoomLand as a leader in the Blockchain Gaming industry



## 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

# Summary.

## RESULTS

**\$15.9 M** revenue from games  
in Q1 2022 and  
**\$6.3 M** in April

**\$0.5 M** adjusted  
net profit in Q1 2022

**59.5M** downloads  
in Q1 2022 and **28.5M** in April

## ACHIEVEMENTS

Proposal to pay  
**\$2.8 M** dividend for 2021  
(\$0.20 per share)

Balanced portfolio of  
**Hyper-Casual and Mid-Core**

**BoomPick**  
New Joint Venture



## PLANS

Further development of  
**in-house production,**  
**publishing**  
**and joint ventures**

Portfolio development, new  
type of games - **Merge**

Blockchain gaming platform  
and metaverse **BoomLand**



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## APPENDICES



# Key Financial Data.

\$ k	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021	Q1 2022
Revenue*	11,250	18,846	14,808	16,746	61,650	15 888
Revenue - variable costs	4,197	5,342	4,457	4,657	18,653	3 955
EBITDA	2,144	2,732	1,859	2,312	9,047	1 450
Net profit	1,018	1,474	861	1,236	4,589	546
One-off effects**	-	127	-	(490)	(363)	-
EBITDA adj.	2,144	2,732	1,859	1,822	8,557	1 450
Net profit adj.	1,018	1,577	861	839	4,295	546
CAPEX	529	642	688	676	2,535	948
Cash (end of quarter)	6,033	7,452	9,038	8,201	8,201	8 929

\*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.

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**Thank You**

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