

# BOOMBIT

## FINANCIAL RESULTS H1 2022

SEPTEMBER 2022



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# H1 2022 Highlights.

- **\$34.5M** revenue from games in H1 2022 (incl. **\$18.7M** in Q2 2022)
- **143M** installs in H1 2022 (incl. **83.5M** in Q2 2022)
- **\$1.2M** adj. net profit in H1 2022
- Dividend payment - **\$2.8M**
- New initiatives - BoomPick and Play and Earn projects

# +15%

**revenue increase  
H1 2022 vs H1 2021**

## H1 2022 games by revenue

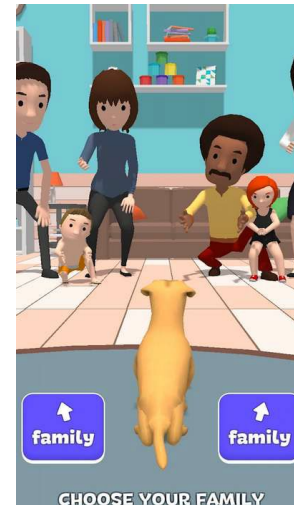
1.	Hunt Royale	\$8.61M
2.	Darts Club	\$3.09M
3.	Crazy Plane Landing	\$1.81M
4.	Car Driving School Simulator	\$1.57M
5.	Dog Life Simulator	\$1.22M

**47%**  
of total  
revenue

**TOTAL Hyper-Casual** **\$19.0M**

**TOTAL Mid-Core & Casual** **\$15.5M**

## The most important games released in 2022



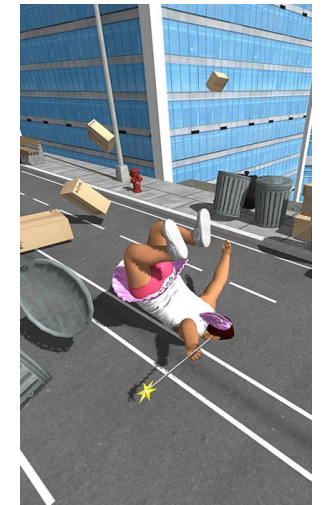
**Dog Life Simulator**  
(February 28th)



**Try to Fly**  
(April 11th)



**Hyper Survive 3D**  
(May 31st)



**Falling Art Ragdoll Simulator**  
(June 28th)



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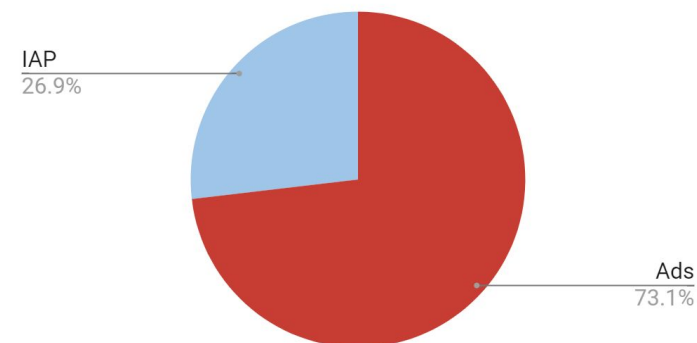
## FINANCIAL RESULTS



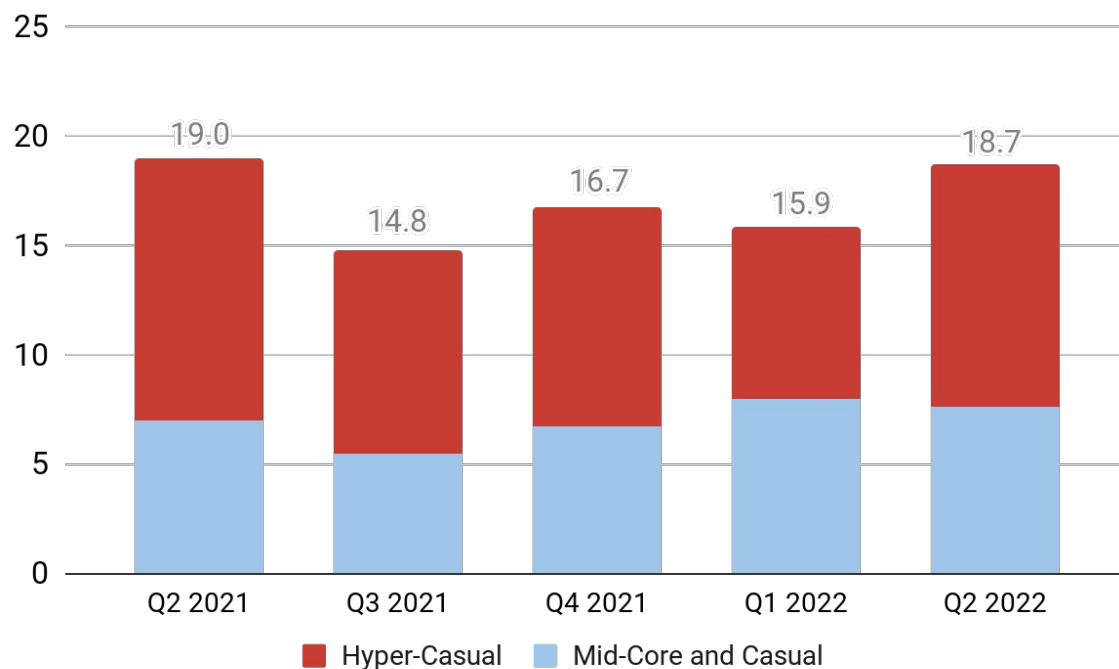
# Revenue From Games.

- \$18.7M revenue in Q2 2022 (-1% Y/Y, +18% Q/Q)
- Wide portfolio of Hyper-Casual games

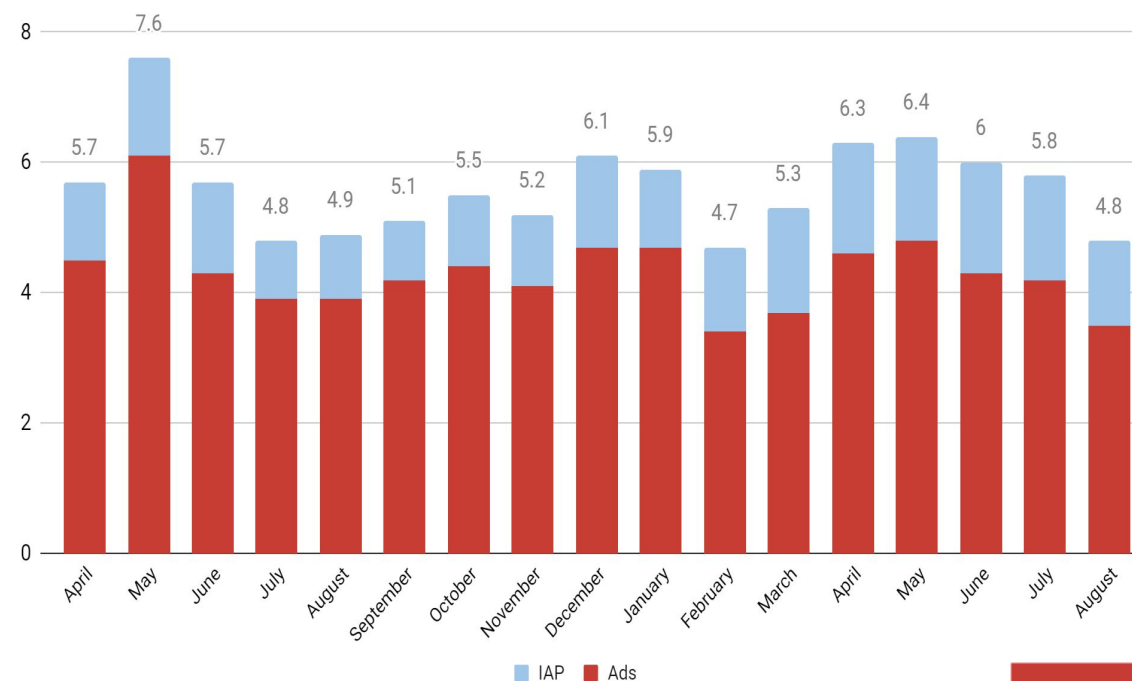
Revenue in w Q2 2022



Revenue\* (\$M)



Revenue\* (\$M)

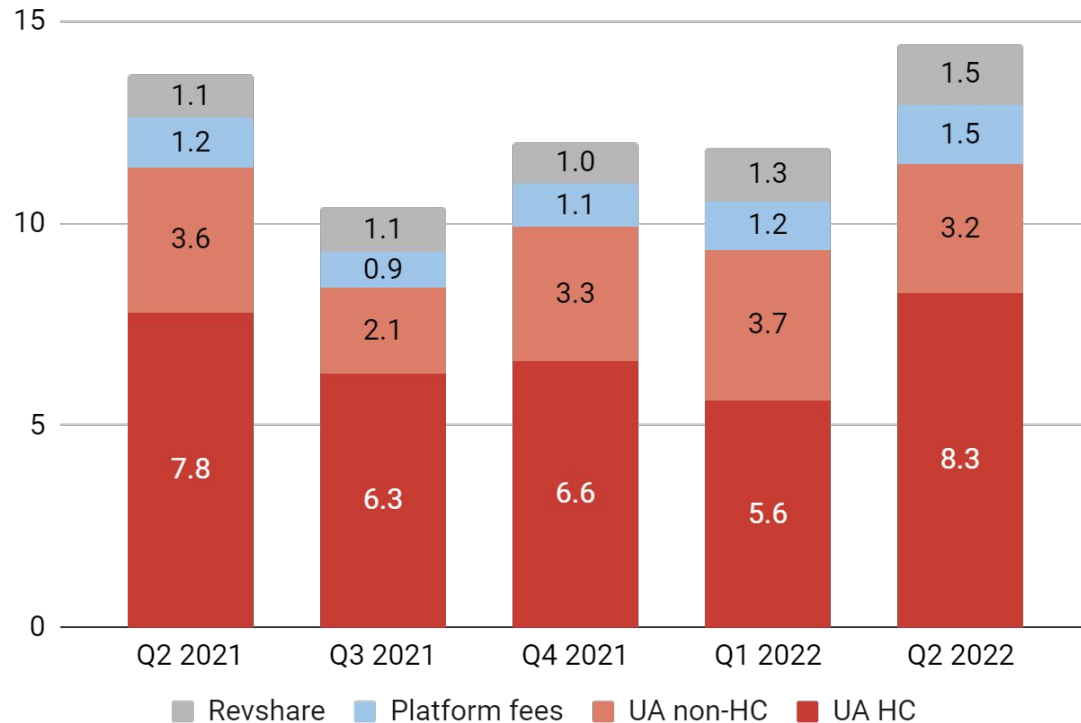


# Revenue From Games And Main Variable Costs.

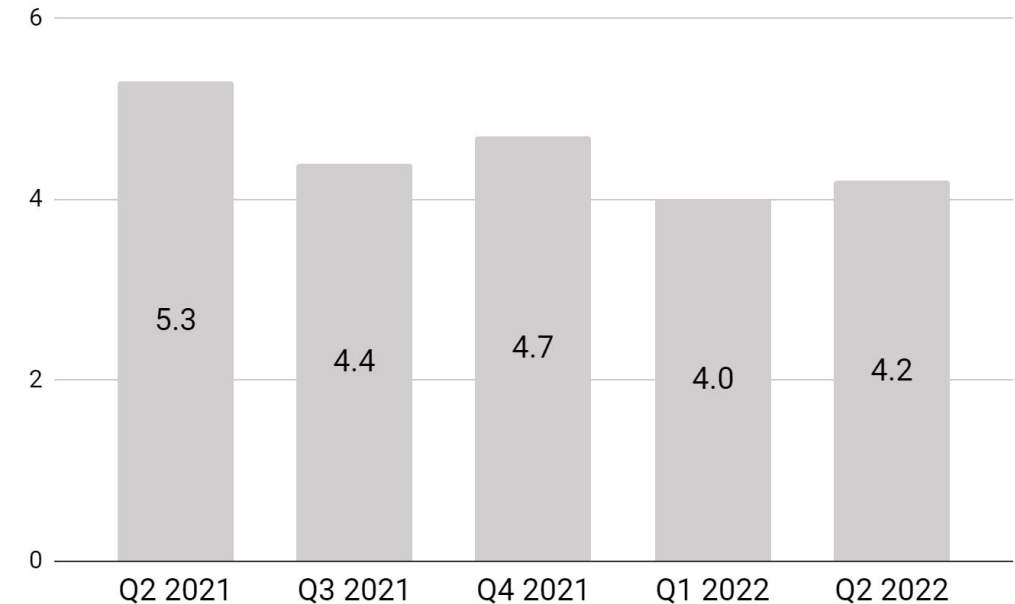
- \$14.5M variable costs in Q2 2022 (+22% Q/Q)
- \$4.2M revenue net of variable costs in Q2 2022 (+5% Q/Q)



Main Variable Costs (\$ M)

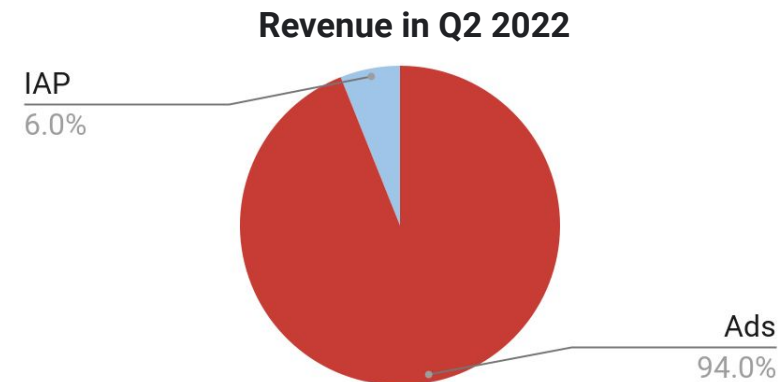


Revenue Net of Variable Costs\* (\$ M)

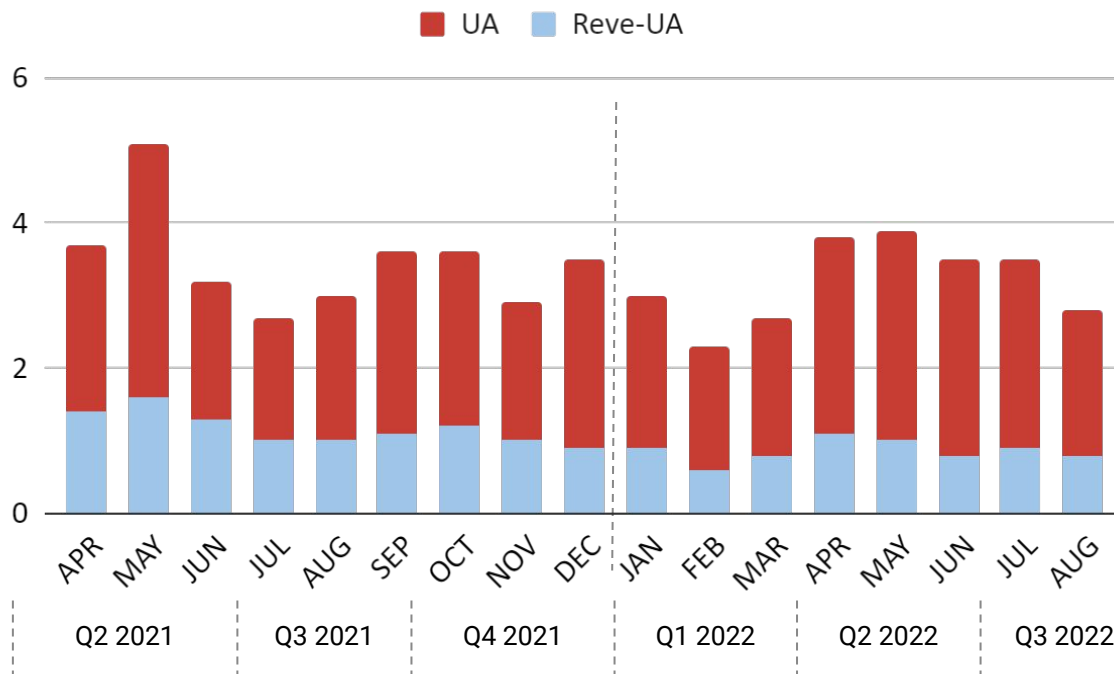


# Hyper-Casual.

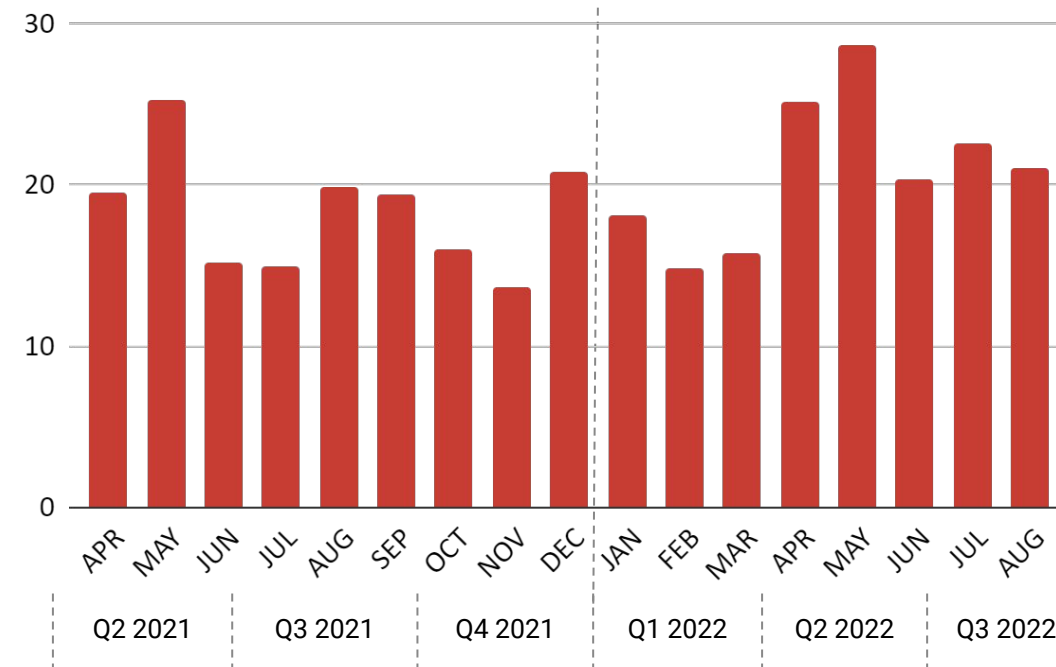
- \$11.1M revenue in Q2 2022 (+40% Q/Q and -7% Y/Y)
- \$19.0M revenue in H1 2022 (-4% Y/Y)
- Q2 2022 - the best quarter, May - the best month in terms of downloads



Revenue and User Acquisition\* (\$ M)



Downloads (M)

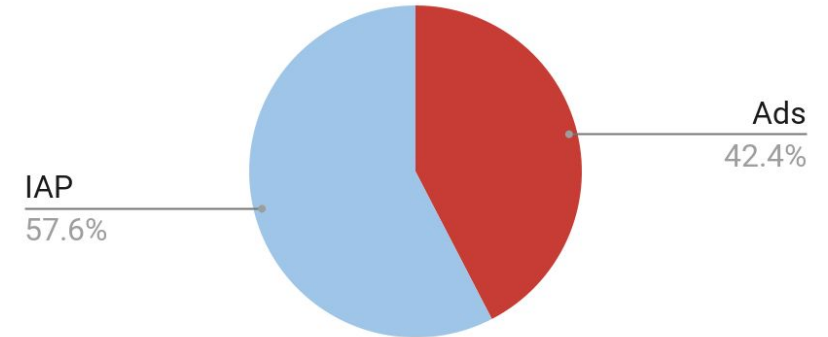




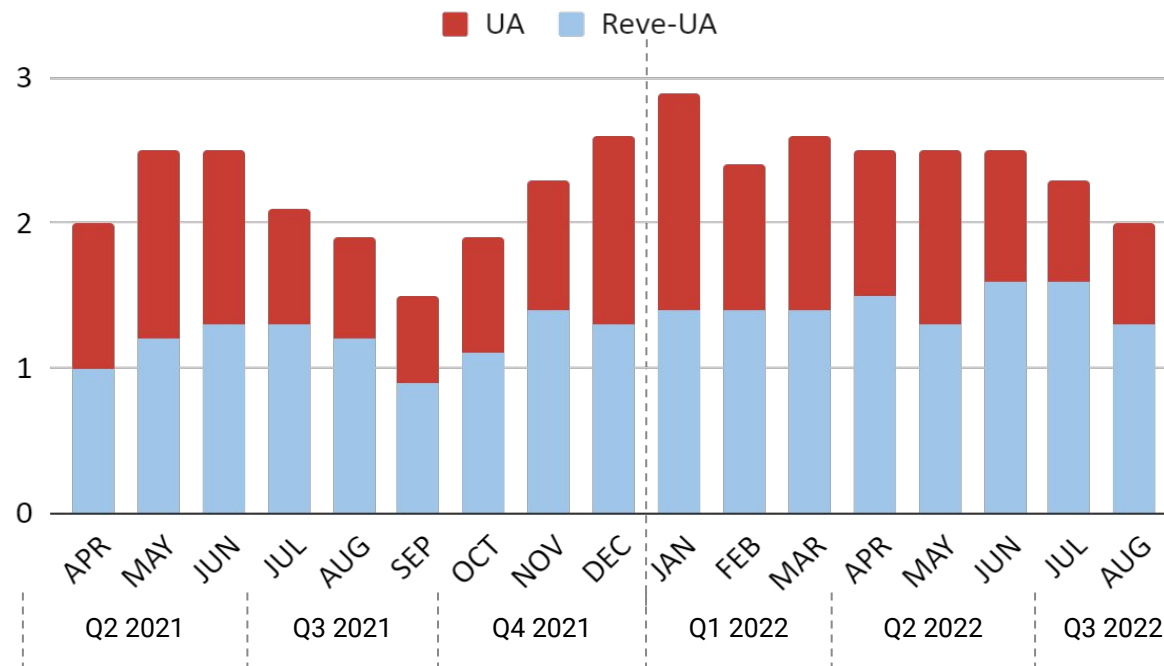
# Mid-Core and Casual.

- \$7.6M - stable revenues Q/Q (+8% r/r)
- Hunt Royale and Darts Club the highest earning titles in the portfolio
- Further Mid-Core and Casual projects in progress

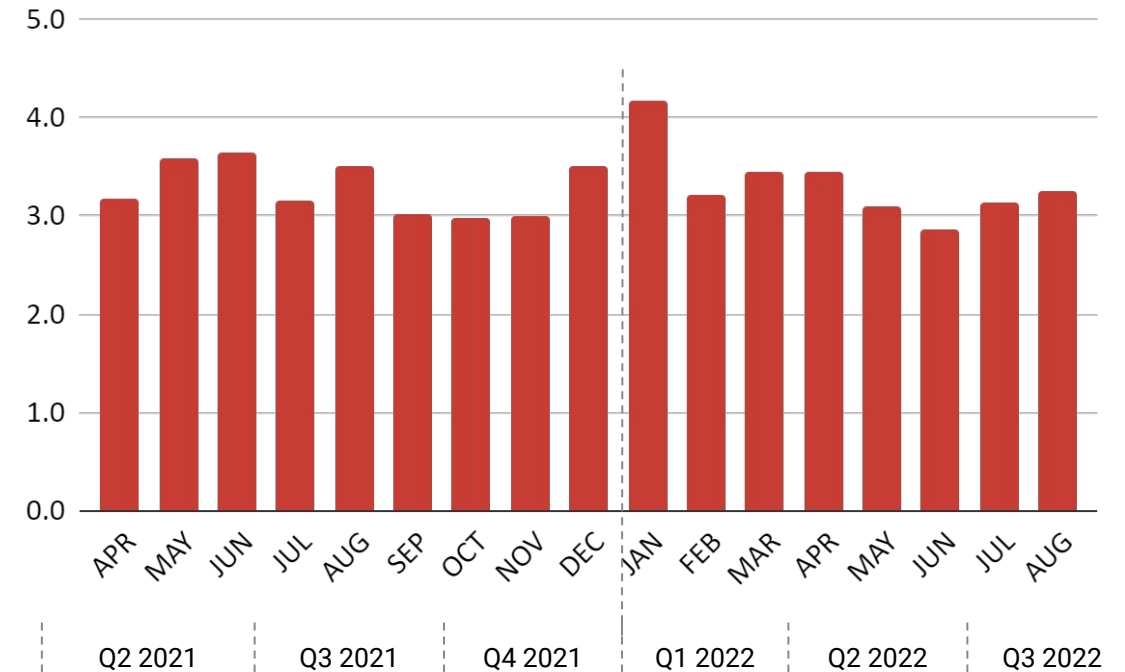
Revenue in Q2 2022



Revenue and User Acquisition\* (\$ M)



Downloads (M)



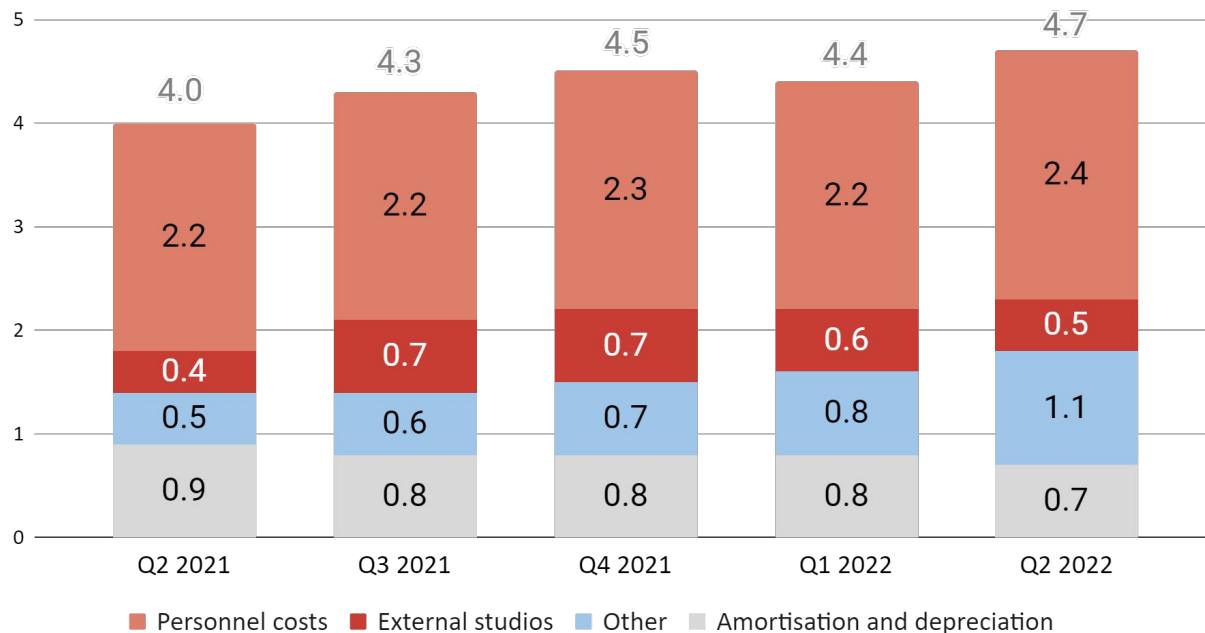
\*Presented revenue includes revenue from soft launch, which according to Groups' accounting policy are capitalised as development costs.

# Costs.

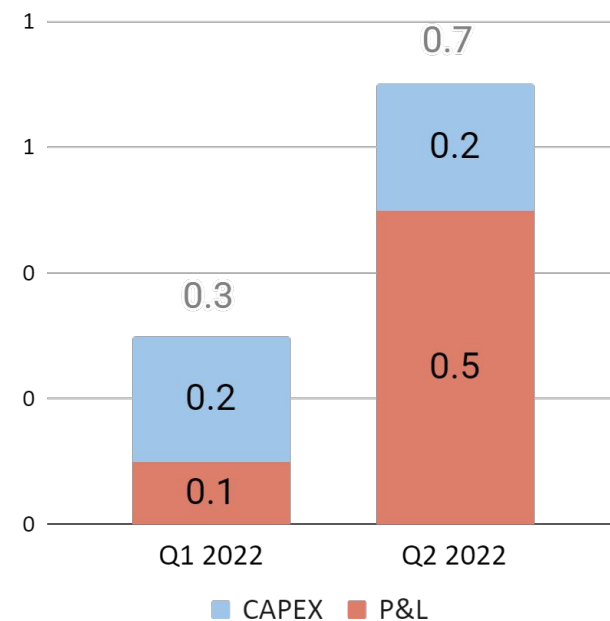
- In Q2 2022 costs as a percentage of revenue kept at the safe level of 25% (28% w Q1 2022)
- The growing importance of Play-And-Earn projects led by BoomBit (BoomLand) and PlayEmber



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



Investments in Play-And-Earn projects (\$ M)



**\$1M** - Play-And-Earn projects development costs in H1 2022, incl. **\$0.6M** via P&L

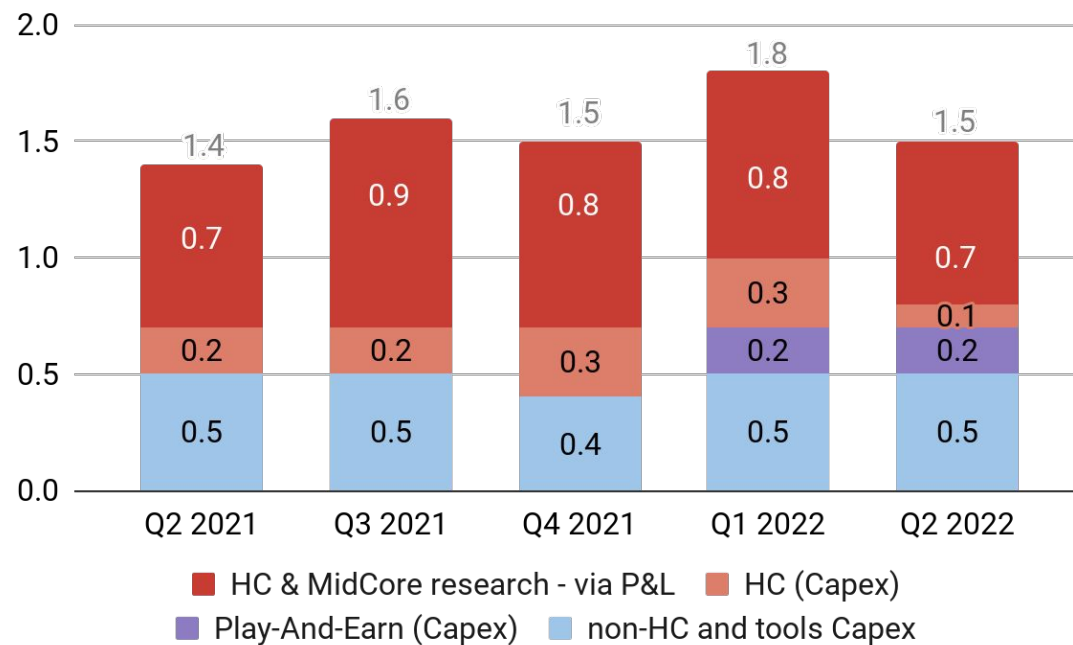


# Investment.

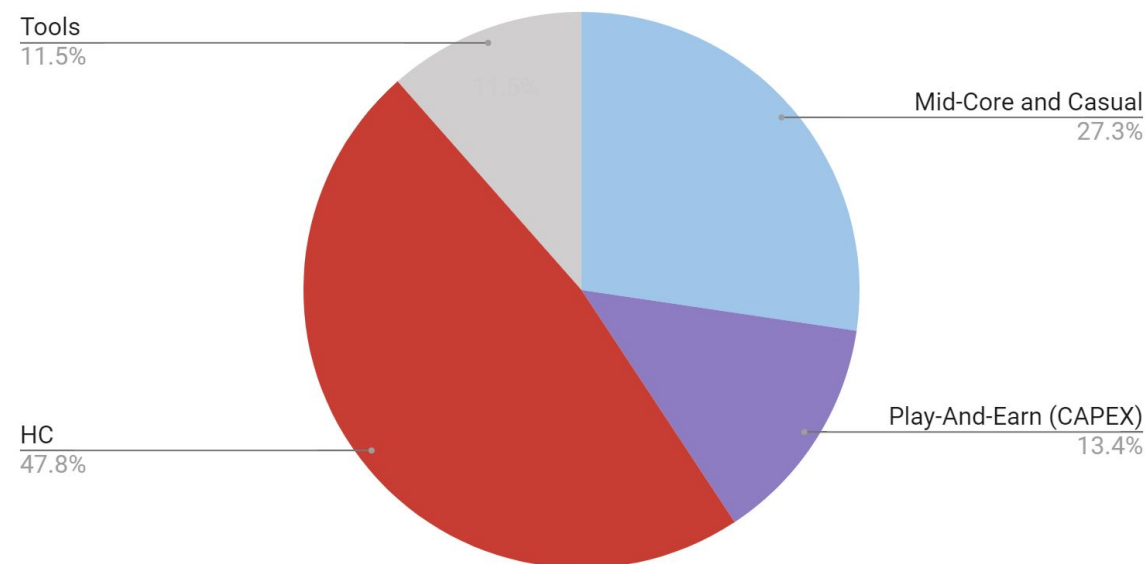
- Lower expenses Q/Q due to lower costs of HC games
- Increase of the share of Mid-Core and Casual games
- Development of Play-And-Earn projects



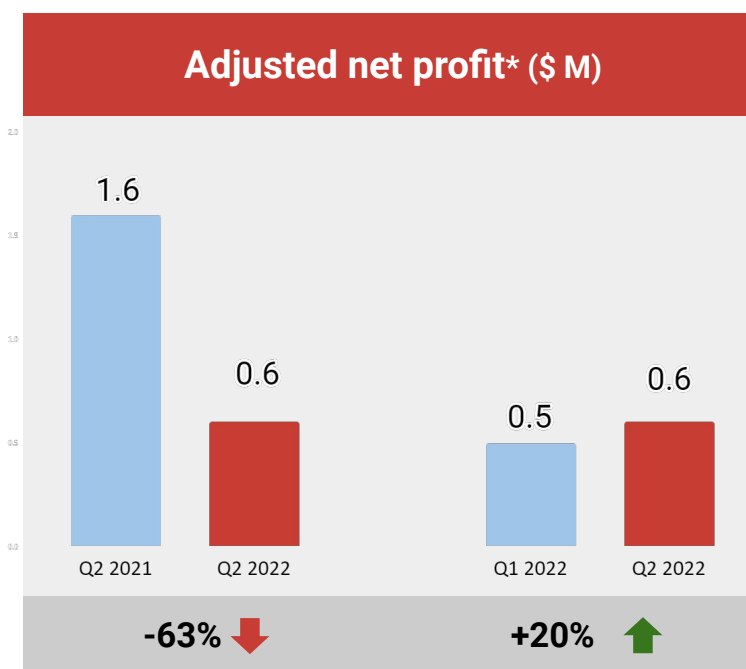
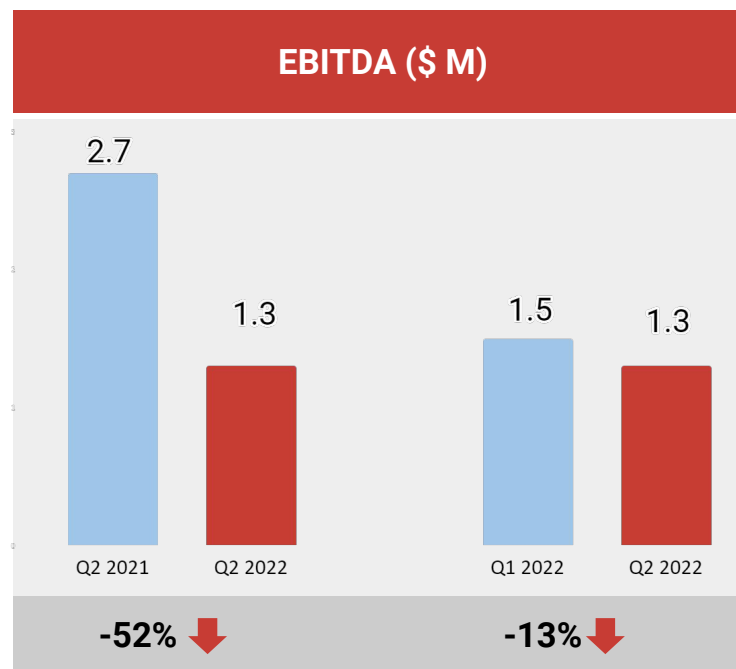
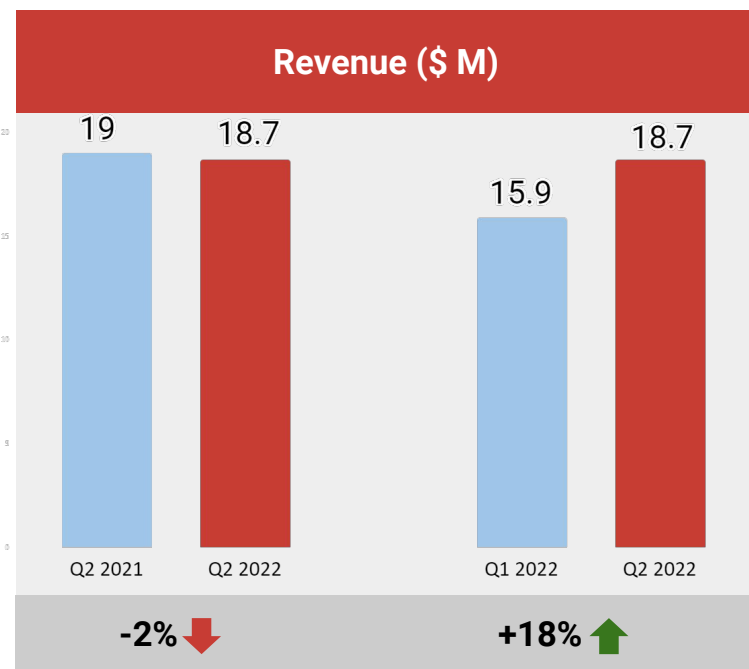
CAPEX and Investment (\$ M)



Investment structure (CAPEX and P&L) in Q2 2022



# Results.



Operating segment results	H1 2021	H1 2022		
	Mobile games	Mobile games	Play and Earn	Total
Revenue	30 033	34 569	-	34 569
EBITDA	4 876	3 455	(698)	2 757
Net profit	2 492	1 691	(699)	992
CAPEX	1 171	1 445	370	1 815
	7 452	Cash (end of quarter)		8 699

\*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. In Q2 2022 fair value valuation of Superscale Sp. z o.o. shares.

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## OUTLOOK



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# New initiatives.

- Play-And-Earn projects - BoomLand and PlayEmber
- New joint venture - BoomPick



PLAY AND EARN

  
BoomLand

  
playEmber

**\$1M**

invested in Play And Earn projects

BOOMPICK

**BOOMPICK**  
GAMES

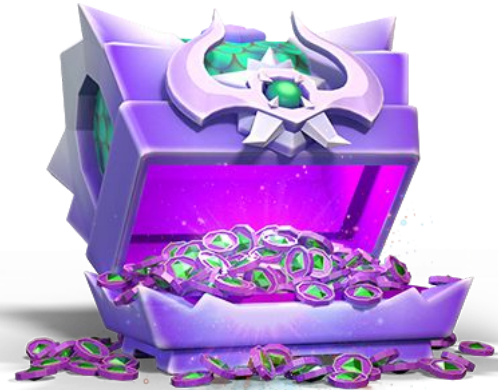
Softlaunch and tests

First game - Q4 2022



# BoomLand.

- Blockchain gaming platform
- Partnership with Polygon incl. \$400K investment
- Hunters On-Chain - first planned to be released in Q4 2022



H1 2022

Q3 2022

Q4 2022

H1 2023

ARCHITECTURE DESIGN  
POLYGON PARTNERSHIP

BOOMLAND PLATFORM LAUNCH  
CERTIK AUDIT COMPLETE

NFT SALE  
1ST GAME LAUNCHED

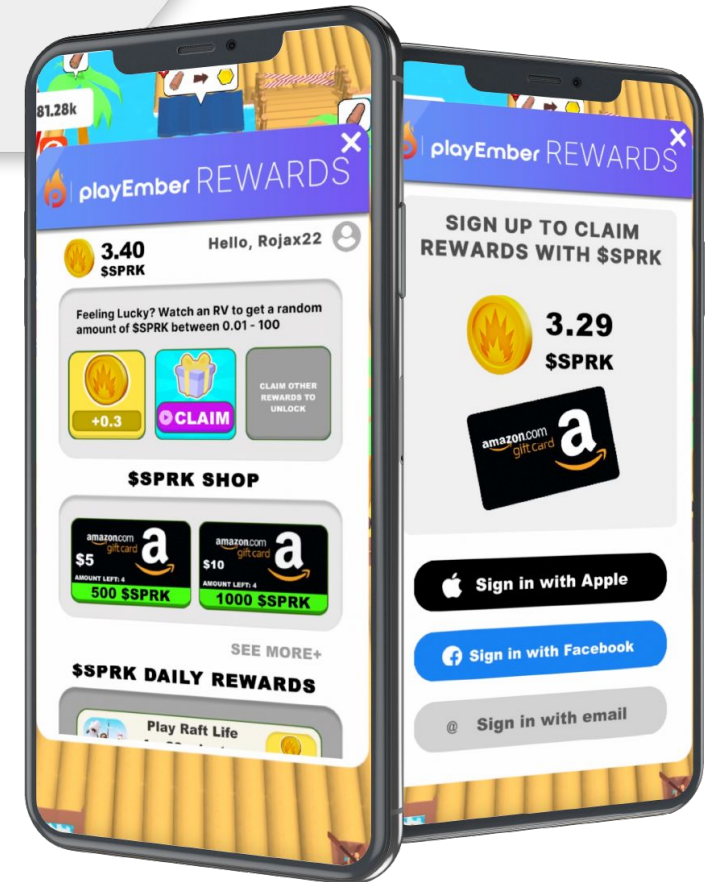
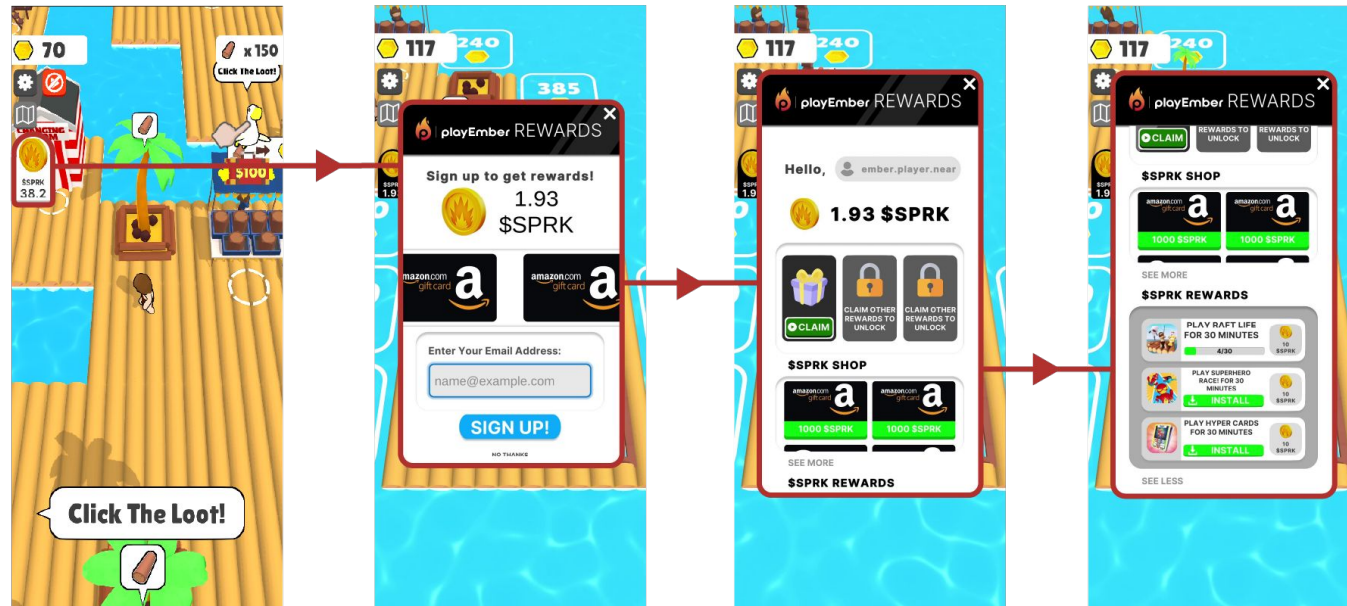
2 GAMES PUBLISHED  
3 STUDIOS ONBOARDED

Done / In Progress

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# PlayEmber.

- Combination of traditional mobile games (web2) with NEAR blockchain
- 2H 2022 - tests on games from the BoomBit Group portfolio
- Over \$2M under signed SAFT contracts and grants



Download - Play - Claim Wallet - Get Rewards - Keep Playing

# Summary.

## RESULTS

**\$34.5M** revenue from games  
in H1 2022  
(incl. **\$18.7M** in Q2 2022)

**\$1.2M** adjusted net profit  
in H1 2022

**143M** downloads in H1 2022  
(incl. **83.5M** in Q2 2022)

## ACHIEVEMENTS

**\$2.8M** dividend payment in July  
(\$0.20 per share)

~**\$2.5M mln USD** contracted for  
development **Play And Earn projects**



## PLANS

Development of Play and Earn  
projects: metaverse **BoomLand**  
and **PlayEmber**

Next Mid-Core and  
Hyper-Casual games in  
preparation

First game released by  
**BoomPick** in Q4 2022



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## ATTACHMENTS





# Key Financial Data.

\$ k	Q1 2021	Q2 2021	H1 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	H1 2022
Revenue*	11,250	18,846	30,096	14,808	16,746	15 888	18 681	34 569
Revenue - variable costs	4,197	5,342	9,539	4,457	4,657	3 955	4 230	8 185
EBITDA	2,144	2,732	4,876	1,859	2,312	1 450	1 307	2 757
Net profit	1,018	1,474	2,492	861	1,236	546	446	992
One-off effects**	-	127	127	-	(490)	-	205	205
EBITDA adj.	2,144	2,732	4,876	1,859	1,822	1 450	1 307	2 757
Net profit adj.	1,018	1,577	2,595	861	839	546	612	1 158
CAPEX	529	642	1,171	688	676	948	867	1 815
Cash (end of quarter)	6,033	7,452	7,452	9,038	8,201	8 929	8 699	8 699

\*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 Q2 2022 fair value valuation of Superscale Sp. z o.o. shares.

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**Thank You**

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