

BOOMBIT

FINANCIAL RESULTS

2022

APRIL 2023



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Key information



\$65.8M
revenue from games

270.4M
installs

\$2.5M
adjusted net profit

2022

\$15.9M
revenue from games

54.9M
installs

\$10.2M
cash
at December 31, 2022.

Q4 2022

Dividend
payment for 2021 and
advance dividend for 2022

Development of
blockchain
projects

New joint venture
BoomPick

EVENTS



Top games in 2022 by revenue

\$65.8M

revenue from games in 2022

+7%

increase vs 2021

TOTAL **Hyper-Casual** \$36.1M

TOTAL **Mid-Core i Casual** \$29.7M

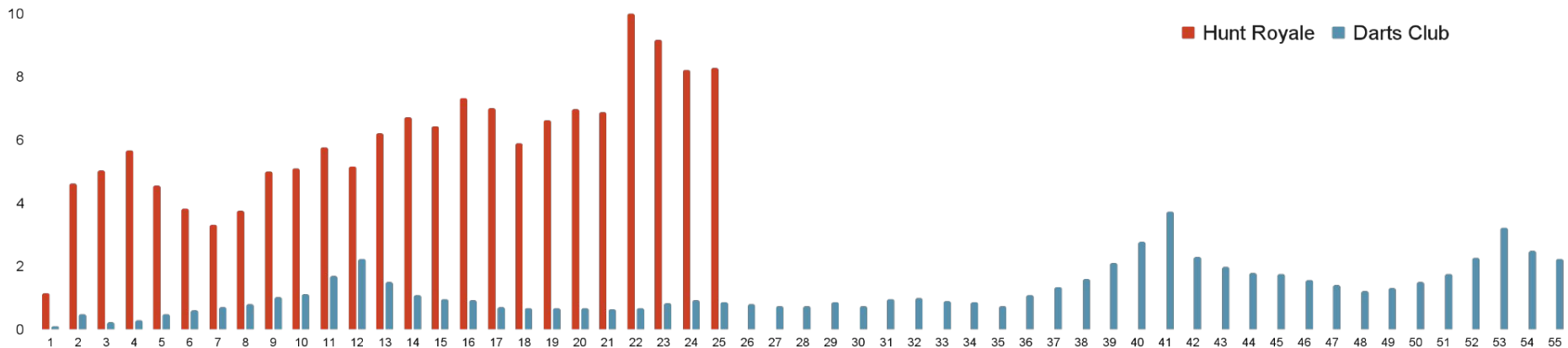
2022

2022 games by revenue

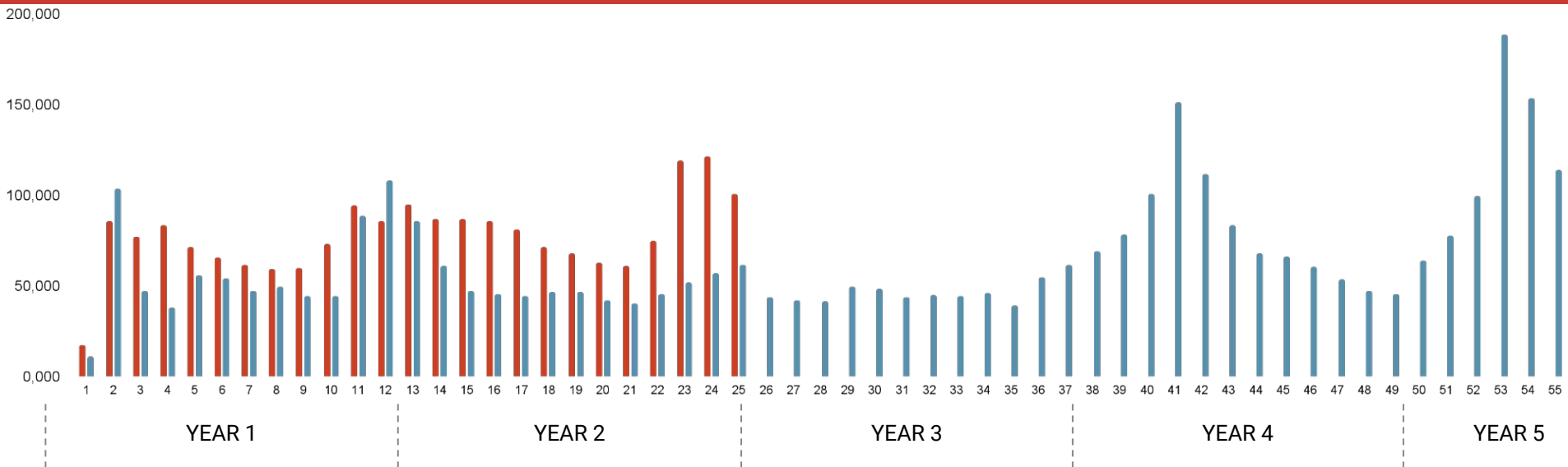
1.	Hunt Royale	\$18.1M	} TOP 1 28% of revenue from games
2.	Darts Club	\$5.1M	
3.	Crazy Plane Landing	\$3.6M	
4.	Car Driving School Simulator	\$2.8M	
5.	Falling Art Ragdoll Simulator	\$2.7M	
6.	Dog Life Simulator	\$2.5M	} TOP 5 49% of revenue from games
7.	Construction Ramp Jumping	\$2.4M	
8.	Hyper Cards	\$1.5M	} TOP 10 63% of revenue from games
9.	Cargo Parking	\$1.5M	
10.	Try to Fly	\$1.5M	
	Other games	\$24.0M	
	TOTAL	\$65.8M	

Long life-cycle of Mid-Core games

Revenue (PLN mln) by months after its release



DAU by months after its release



Darts Club
September 2018



Hunt Royale
March 2021

RELEASE

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New **Joint Venture**
founded in February 2022 in
cooperation with the Polish
studio Cherrypick Games

Release of the first game
Royal Merge
in Q1 2023



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BLOCKCHAIN
PROJECTS



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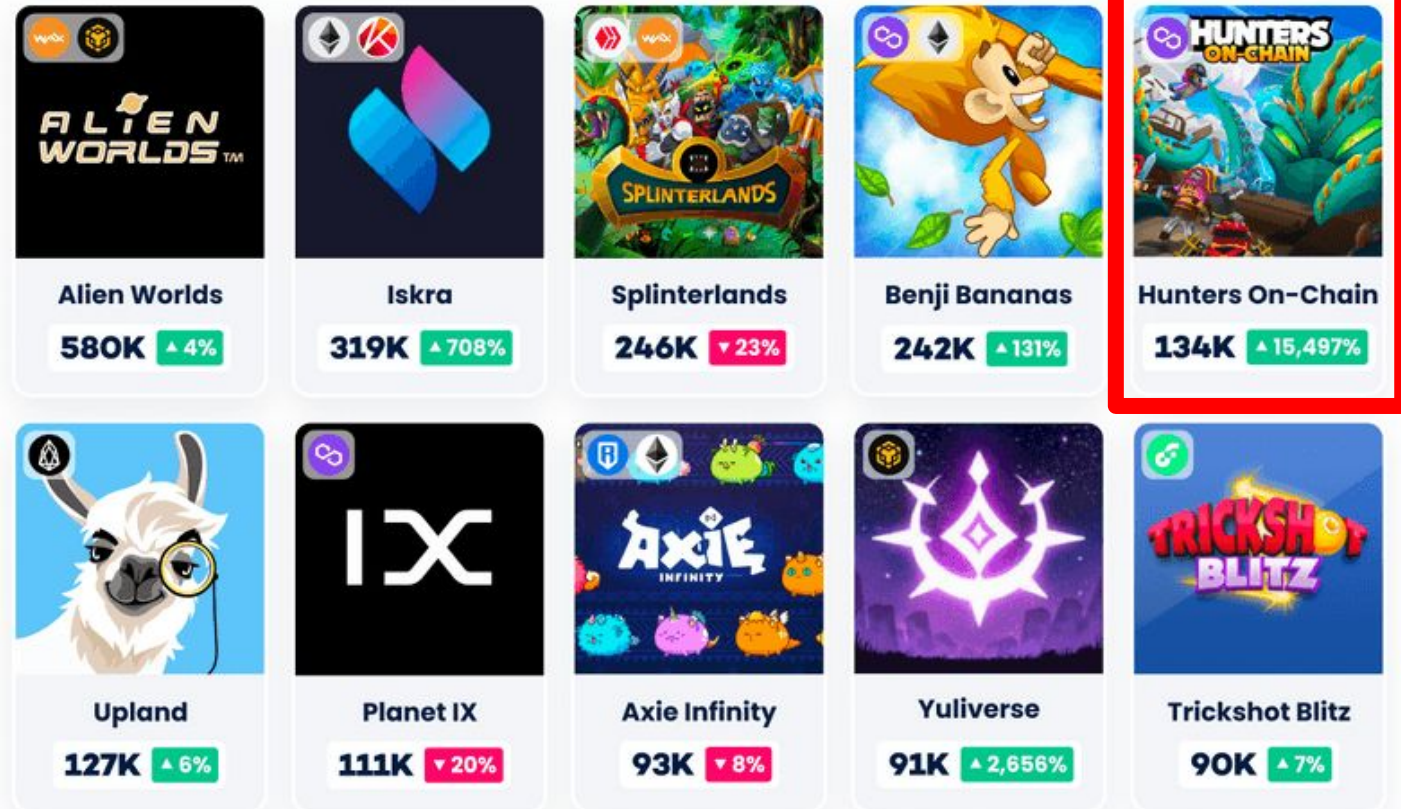
Blockchain market

- In Q1 2023, investments in blockchain gaming and metaverse projects surged by 12.95% to reach \$739 million.
- In March, Polygon emerged as the second-largest blockchain gaming network in terms of unique active wallets (UAWs) with an average of 138,081 UAW thanks to the launch of Hunters On-Chain game by BoomLand.
- Hunters On-Chain became the #1 dApp on Polygon on the week of its release and is among the best performing games in March.

Q1 2023

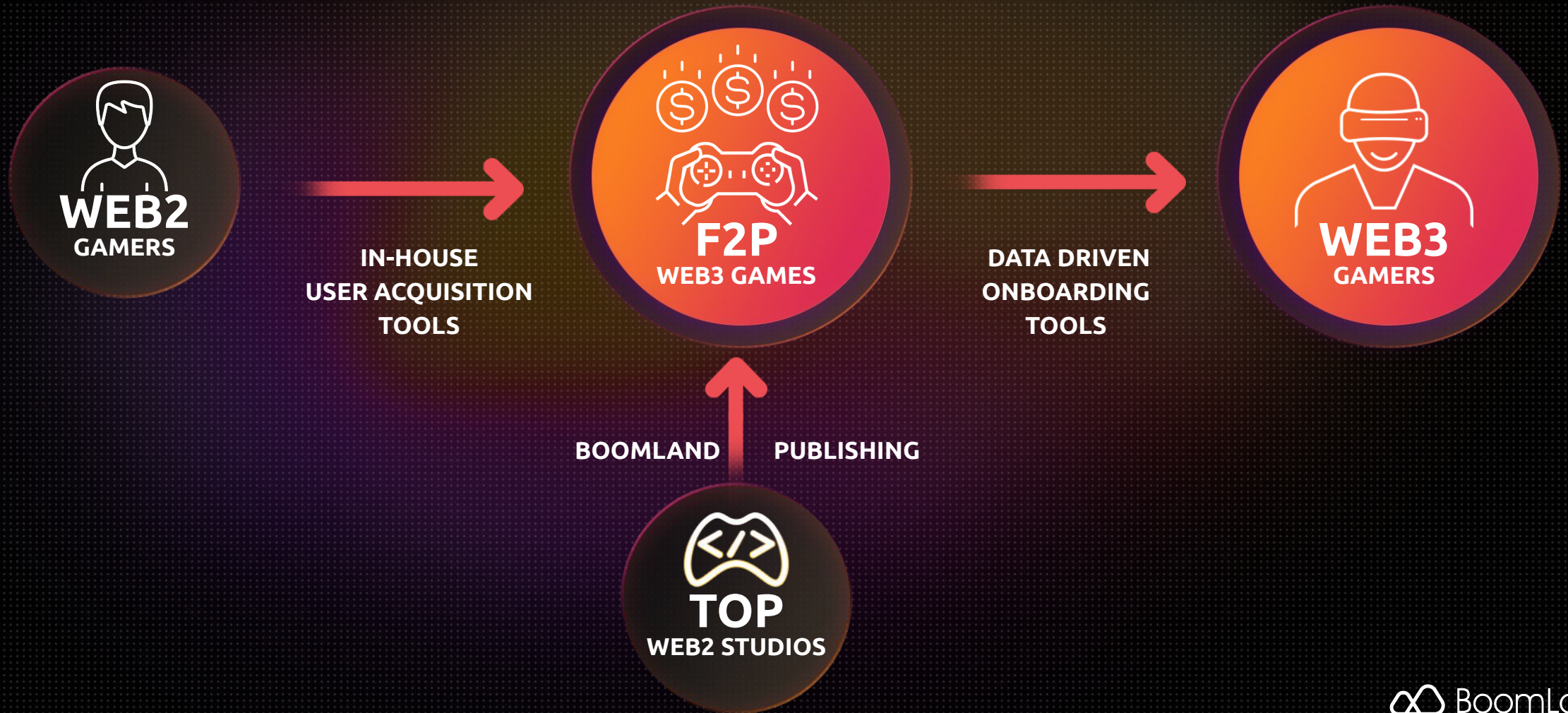
Top 10 Games of March 2023

By Avg. Monthly UAW, Feb – Mar 2023



MISSION

Accelerate The Mass Adoption of Blockchain Games by creating a seamless experience for **Gaming Studios** and traditional **Web2** players alike.



HUNTERS ON-CHAIN | WEB3 GAME

Our Game is **LIVE**

We expect even **HIGHER** Retention, Engagement & Monetisation

Players own **EVERYTHING** inside the game > **Characters, Equipment, Chests, Tokens**

They can **Trade, Sell** or **Bring their digital assets** across to other games.



HUNTERS ON-CHAIN


BoomLand

HUNTERS ON-CHAIN | COMMUNITY



Discord

81,300
members



Twitter

62,300
followers



Telegram Chat

22,562
members



Telegram Announcement Channel

14,584
members



LinkedIn

10,020
followers



Medium

2,600
followers

HUNTERS ON-CHAIN | #1 DAPP ON POLYGON ON 1st WEEK

107k

UNIQUE ACTIVE WALLETS

165min.

AVG. PLAYTIME PER USER

53.5%

D1 RETENTION

25.4%

D7 RETENTION

Top Polygon Dapps

[All Categories](#) Games DeFi Gambling Exchanges Collectibles Marketplaces Social Other High Risk

New

Filter

Show only Boosted

24h 7d 30d

Polygon Portfolio Tracker

Get real-time token prices, liquidity pools and staked tokens

#	Name	Category	Balance	UAW	Volume	Activity
1	Hunters On-Chain by BoomLand Polygon	Games	\$0	107.17k +144728.38%	\$0	
2	Planet IX Polygon	Games	\$69.4M	86.03k -4.79%	\$384.89k	
3	Benji Bananas Polygon	Games	\$0	70.32k +218.48%	\$0	
4	Uniswap V3 Polygon	Exchanges	\$74.1M	58.28k +16.32%	\$1.61B	

PARTNERSHIPS



GAMEE

Collaboration with the Arc8 platform aiming to bring blockchain gaming interoperability between their G-Bots collection and Hunters On-Chain.



INDIE GG

Player acquisition collaboration, potentially reaching to their 2M user base in India. We will be launching the F2P model with them.



MAGIC EDEN

Is the largest NFT marketplace on Solana, recently launched on the Polygon network. BoomLand was selected as a strategic launch partner for the 1st collection of Hunters On-Chain digital assets.



GAMES FOREST CLUB

A leading non-profit organisation working with the gaming and creative industries to invest in carbon absorption via planting and protecting forests. BoomLand is contributing a percentage of proceedings in this initiative and create the basis of the BoomLand "Land Expansion" combining NFT's and real world forests.

FUNDRAISING | PRE-SEED OVERSUBSCRIBED

Raising **\$3M** to scale "Hunters On-Chain, the BoomLand platform and Go To Market.



PRE-SEED

RAISING **\$1M**
VALUATION **\$20M**
TIMELINE **CLOSED**



SEED

RAISING **\$2M**
VALUATION **\$30M**
TIMELINE **JULY 2023**

COMMITMENTS



ROADMAP

PLATFORM BUILD

H2 2022

- BoomLand Platform v.1
- Hunters On-Chain Soft Launch
- Smart Contract Development

NFT SALE GAME SOFT LAUNCH

Q1 2023

- Strategic partnership with Magic Eden
- BoomLand Platform Soft launch
- Genesis Chest T1 - Free Mint
- Hunters On-Chain Soft Launch

MAIN NET GAME LAUNCH TOURNAMENTS

Q2 2023

- \$BOOM and \$BGEM TGE
- Hunters On-Chain Global launch
- Genesis Chest T1 - Paid Mint
- Genesis Chest T2 & T3 - Paid Mint
- Smart Contract Audit Completion
- Land Expansion Whitepaper
- Game 2 Whitepaper

PLATFORM UPDATE METAVERSE EXPANSION

H2 2023

- Land Expansion
- Game 2 and 3 Launch
- Multi Games Tournaments

● Done ● In Progress ○ Not Started

Mobile Game Studio

Experienced team, over **100 Million Downloads** and published multiple hit games with the likes of Voodoo, Lion Studios, and BoomBit.

As well as hit IP Games with global brands and entertainment companies.

Hyper Cards
Raft Life
SuperHero Race
Cargo Parking



PLAYEMBER + BOOMBIT

web3 ecosystem

Our **web3 team** are building the infrastructure and games to mass onboard **web2** games into **web3**.

We are already **Top 20 Blockchain Game** and still in private beta.

Strategic partner:



Backed by:

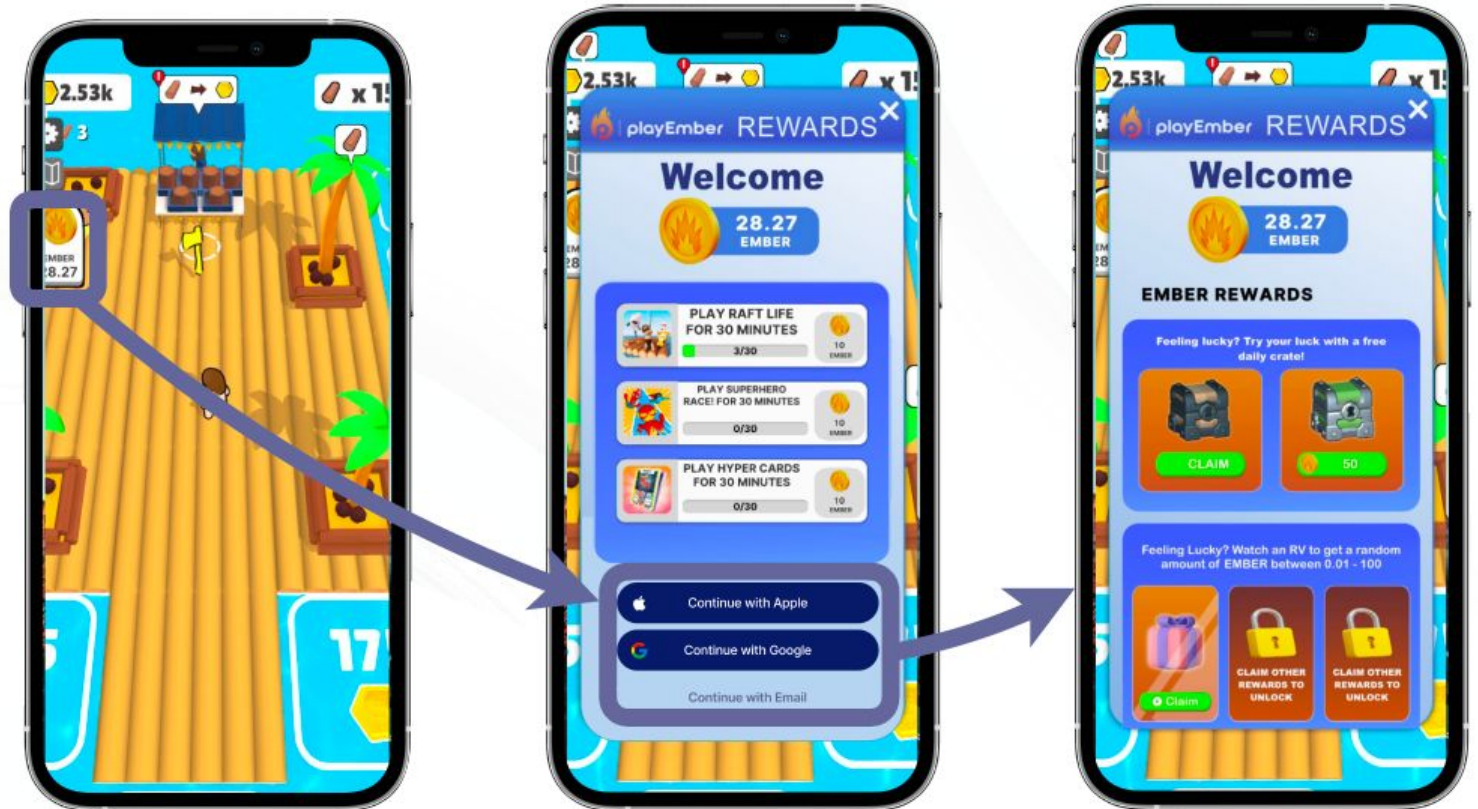


PLAYERS play mobile games they love with a rewarding Web3 Meta Layer driving new wallet creation.

GAME STUDIOS integrate a simple Unity SDK in 1 hour, making the move from Web2 to Web3 really quick

GAME STUDIOS concentrate on what they are best at - **MAKING GAMES!**

PRODUCT



PLAY

REWARDS

RETAIN

▶ 2022 - Q1 2023

- Current Beta Testing and improving conversion rates
- Continuing to push out Web2 Mobile Games

▶ Q3 2023

- Launch of EMBR Lounge
- PlayEmber Avatar (NFT launch)
- Soft launch of mobile IP Game 1

▶ Q2 2023

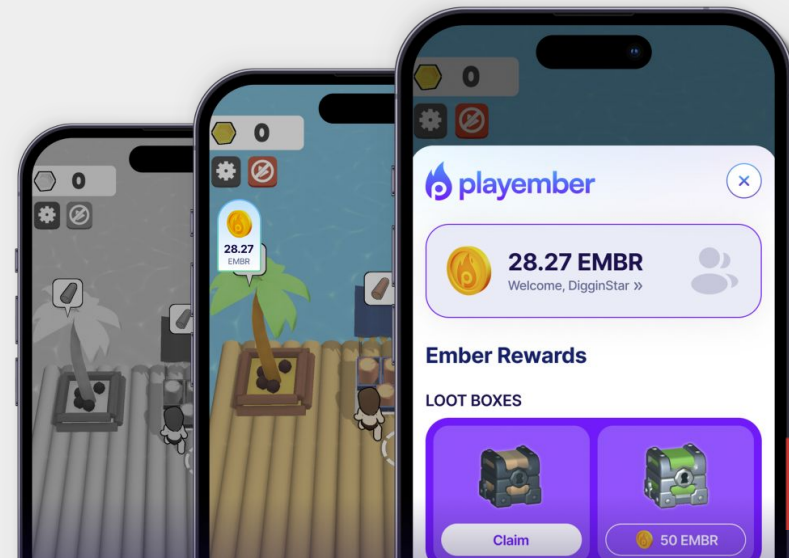
- Beta test of EMBR Lounge
- Beta test of Instant Games App
- Launch of first games

▶ Q4 2023

- Full launch of Instant Games App
- Soft launch of 2nd mobile IP Games

PlayEmber goals

- Getting higher LTV from players
- Income from EMBR Lounge
- Sale of EMBR coins
- Revenue from mobile IP games
- Grants for hitting NEAR milestones
- NFT launch



PlayEmber - Beta Test



200k Wallets created

#	Name	Category
13	Ultimate Champions	Games
14	PLAYZAP GAMES	Games
15	Meta Apes	Games
16	Wombat Dungeon Master	Games
17	Era7: Game of Truth	Games
18	Sunflower Land	Games
19	PlayMining	Games
20	Nine Chronicles	Games
21	MOBOX: NFT Farmer	Games
22	PlayEmber	Games

#	Name	Category	Balance	UAW
1	Sweat Economy	Other	\$172.32k	293.53k
2	PlayEmber	Games	\$531.49	24.59k
3	Near Social	Social	\$2.41k	5.01k
4	Ref Finance	Exchanges	\$162.69k	4.6k
5	Learn NEAR Club	Other	\$5.95k	2.52k
6	NEARnames	Marketplaces	\$139.69k	2.18k
7	NEAR Crowd	Other	\$38.59k	1.86k
8	Spin	DeFi	\$28.7k	1.56k
9	Paras 2.0	Marketplaces	\$28.01k	1.36k
10	nCaptcha	Other	\$21.99	636

DappRadar:
Top 22 overall games,
no2 overall on NEAR



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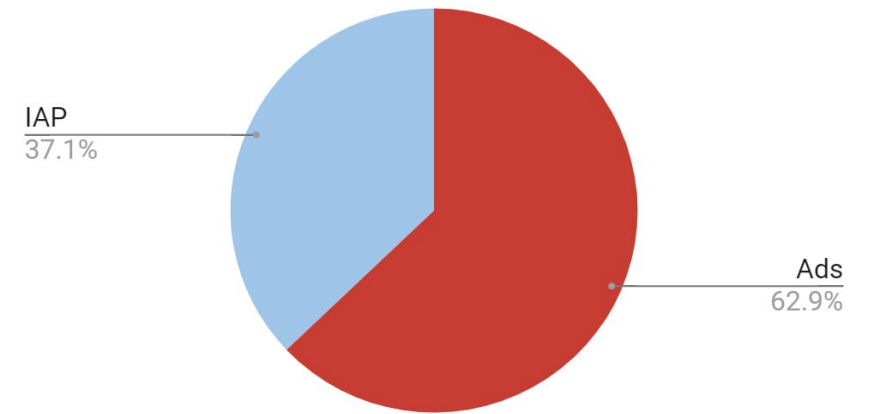
FINANCIAL RESULTS



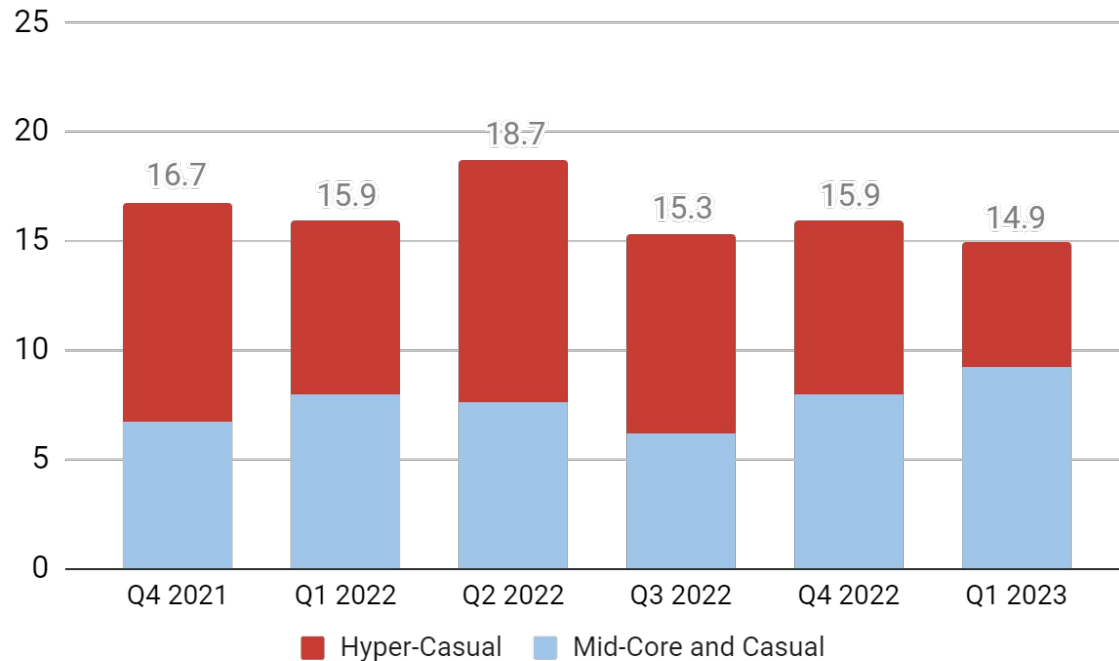
Revenue from games.

- \$65.8M revenue in 2022 (+7% Y/Y)
- \$15.9M revenue in Q4 2022 (-5% Y/Y, +4% Q/Q)
- ca. 50% share of Mid-Core games in Q4 2022 and 60% in Q1 2023

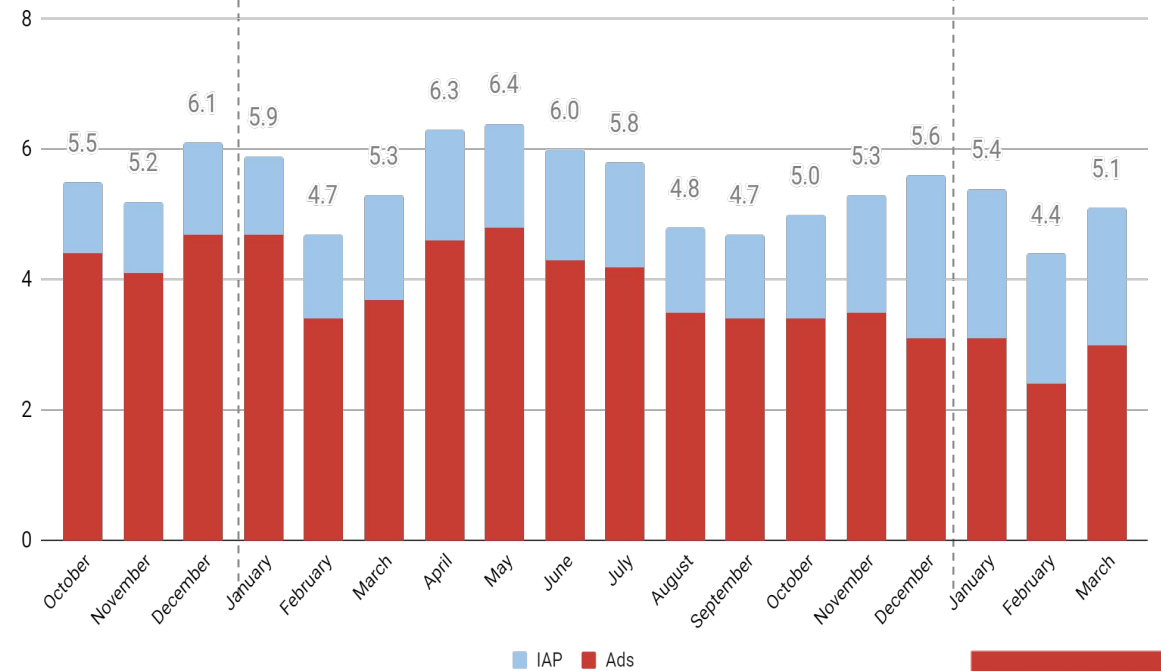
Revenue in Q4 2022



Revenue* (\$M)



Revenue* (\$M)

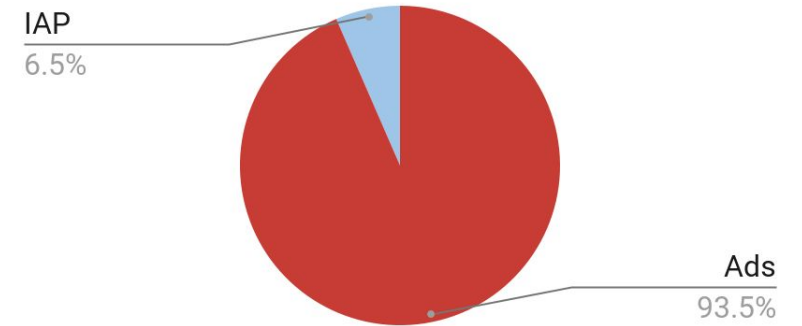


*Presented revenue doesn't include revenue from soft launch, which according to Groups' accounting policy are capitalized as development costs.

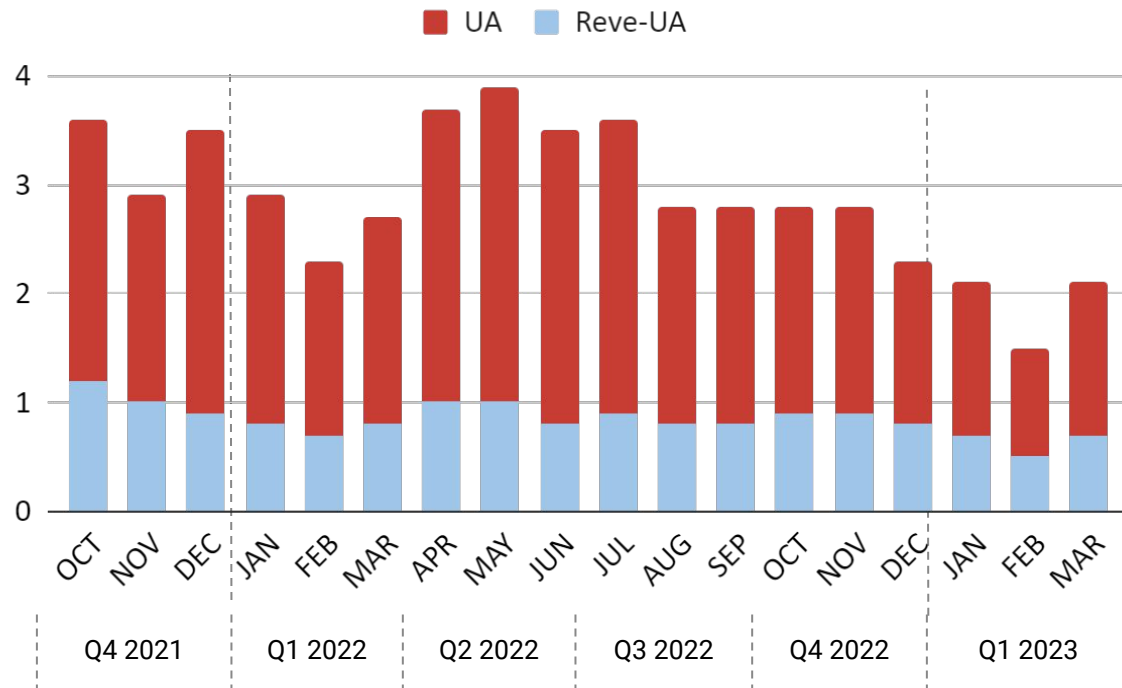
Hyper-Casual.

- \$36.1M revenue in 2022 (-11% Y/Y)
- \$7.9M revenue in Q4 2022 (-13% Q/Q i -21% Y/Y)
- Stable Revenues-UA despite lower sales volume

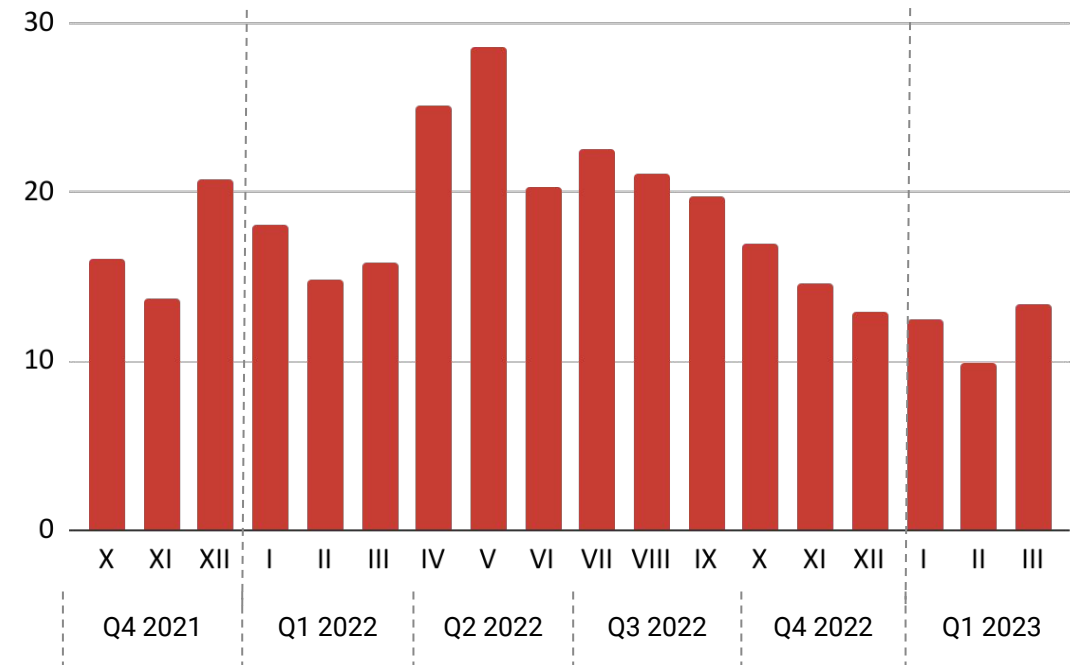
Revenue in Q4 2022



Revenue and User Acquisition* (\$M)



Installs (M)

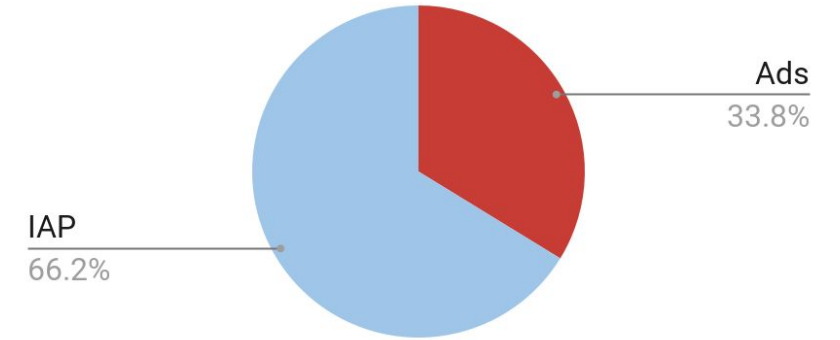


*Presented revenue and UA costs doesn't include values from soft launch, which according to Groups' accounting policy are capitalized as development costs.

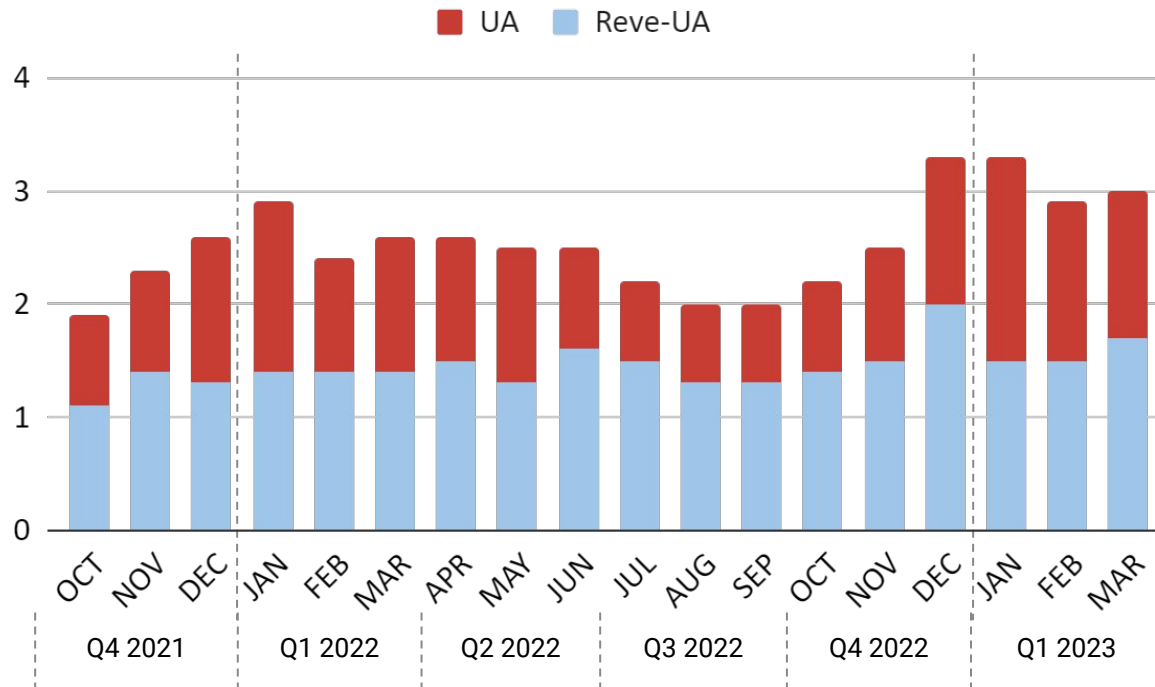
Mid-Core i Casual.

- \$29.7M revenue in 2022 (+39% Y/Y)
- \$8.0M revenue in Q4 2022 (+29% Q/Q, +19% Y/Y)
- Hunt Royale and Darts Club among best earning titles

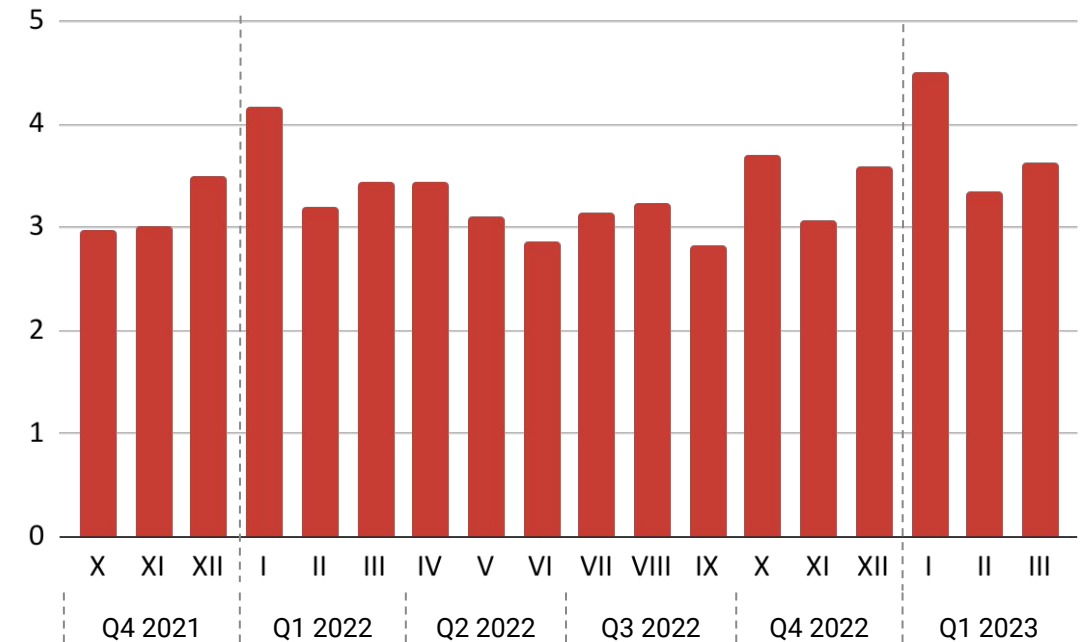
Revenue in Q4 2022



Revenue and User Acquisition* (\$M)



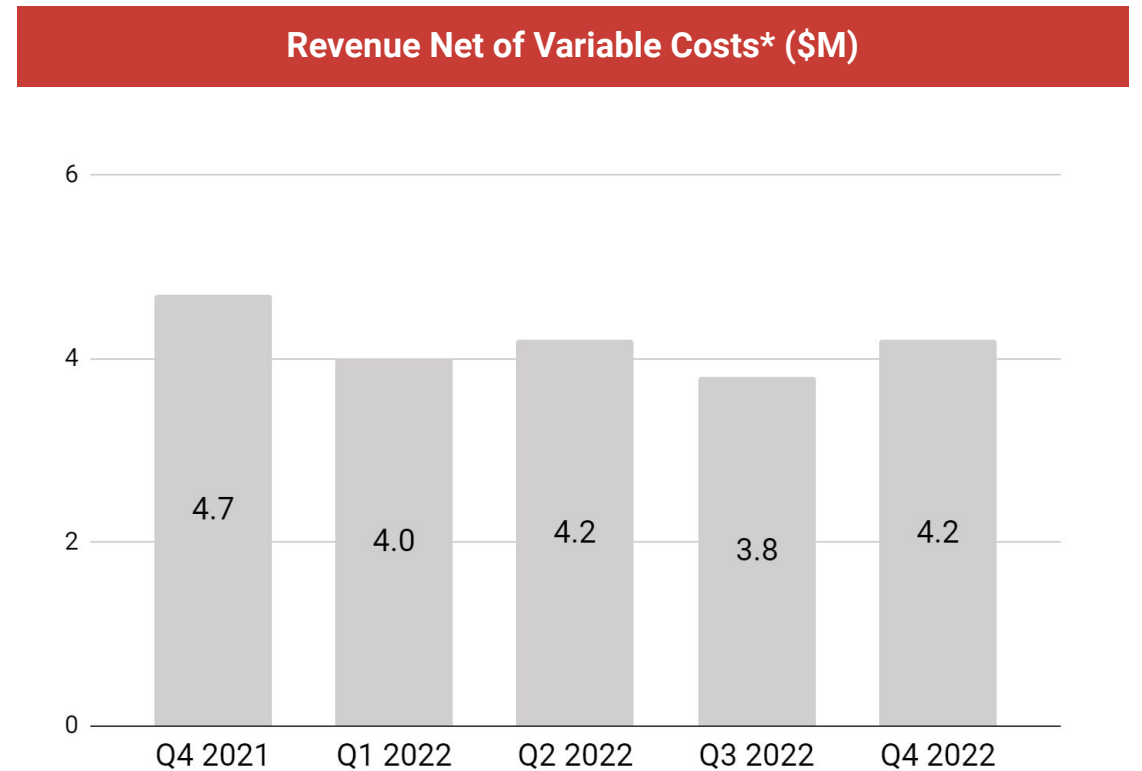
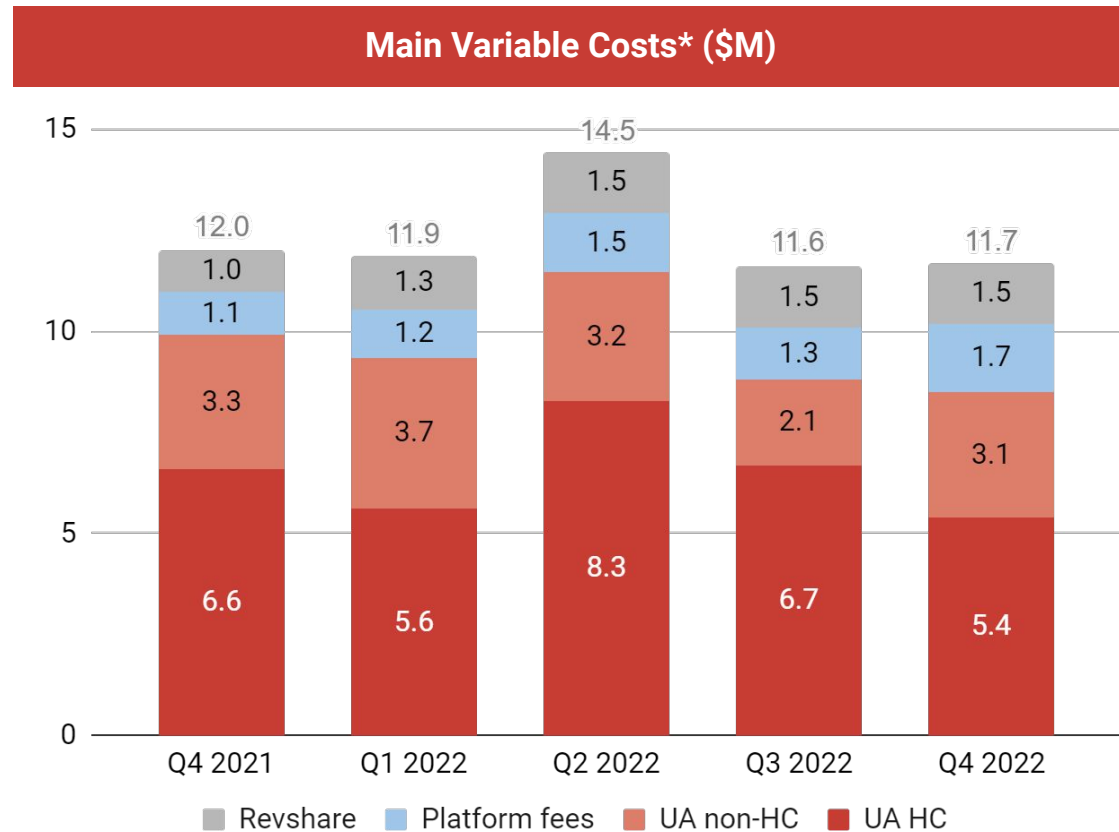
Installs (mln)



*Presented revenue and UA costs doesn't include values from soft launch, which according to Groups' accounting policy are capitalized as development costs.

Main variable costs.

- \$11.7M variable costs in Q4 2022 (+1% Q/Q)
- \$4.2M revenue net of variable costs in Q4 2022 (+11% Q/Q)



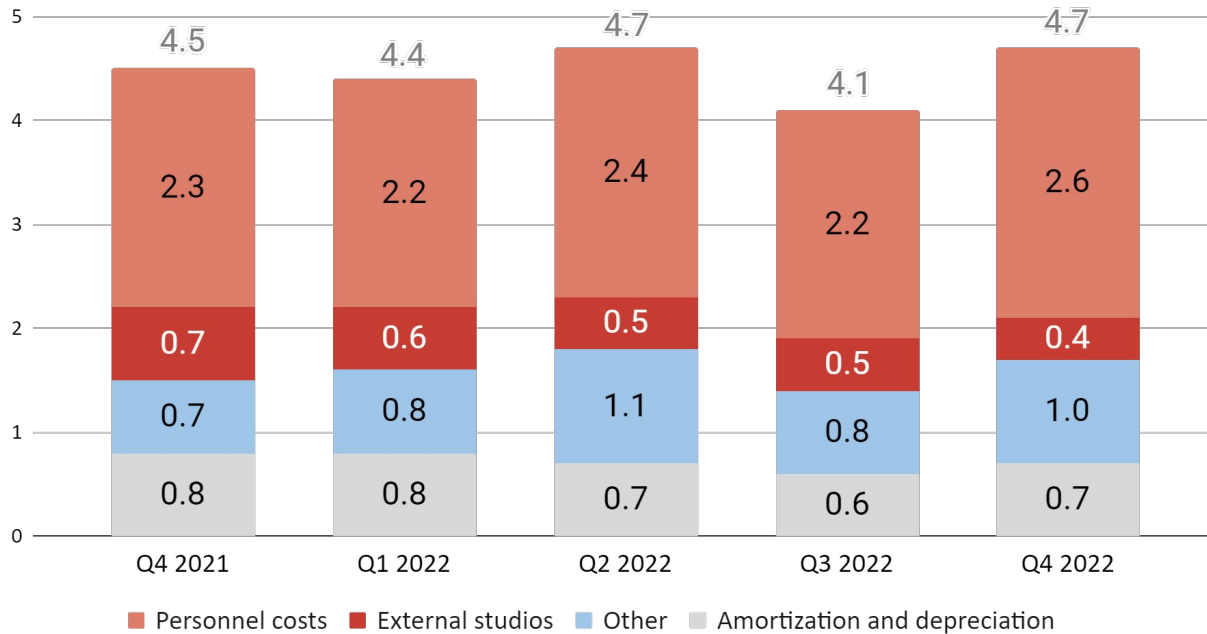
*Presented UA costs include costs from soft launch, which according to Groups' accounting policy are capitalized as development costs.

Costs.

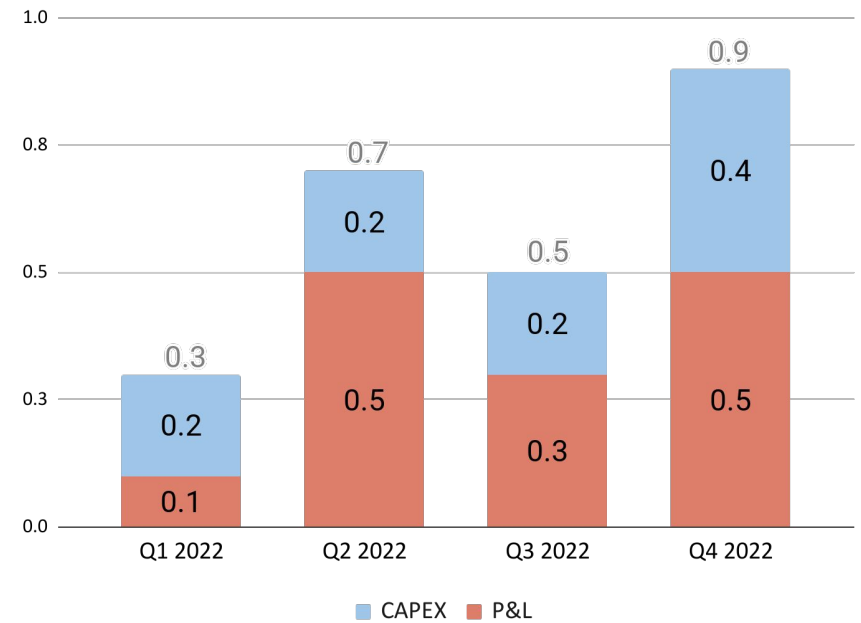
- In Q4 2022 costs as a percentage of revenue amounted to 30% (vs 27% in Q3 2022)
- \$2.4M for development of blockchain projects in 2022



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



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

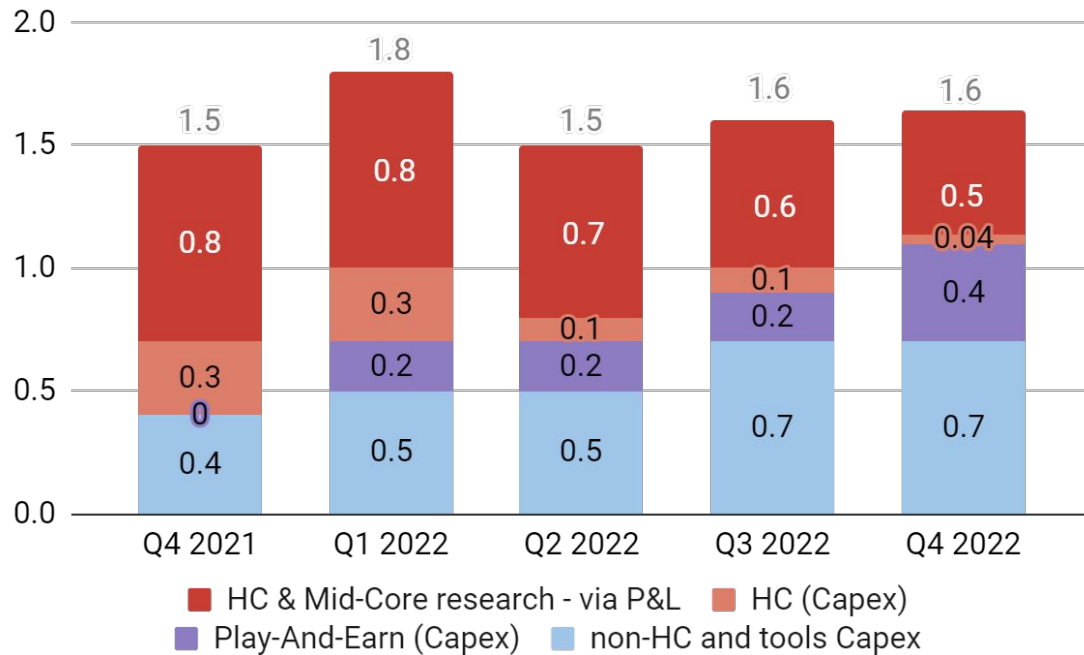


\$2.4M - blockchain projects development costs in 2022, incl. **\$1.4M** via P&L

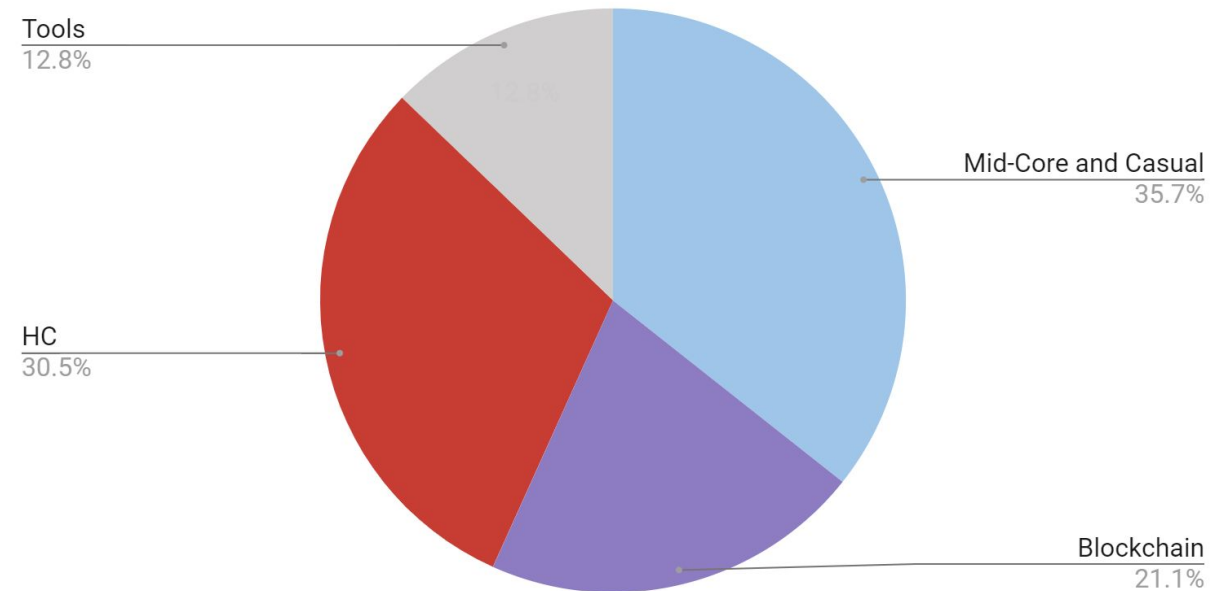
Investments.

- Stable expenses Q/Q
- Increase of the share of Mid-Core and Casual games
- Increase of Capex in blockchain segment

CAPEX and investments (\$M)

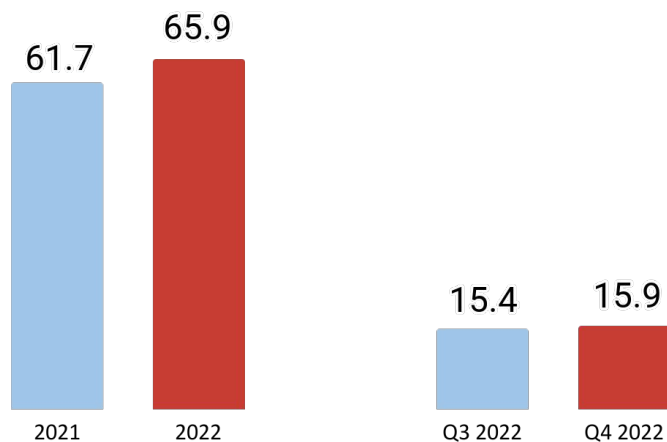


Investments structure (CAPEX and P&L) in Q4 2022



Results.

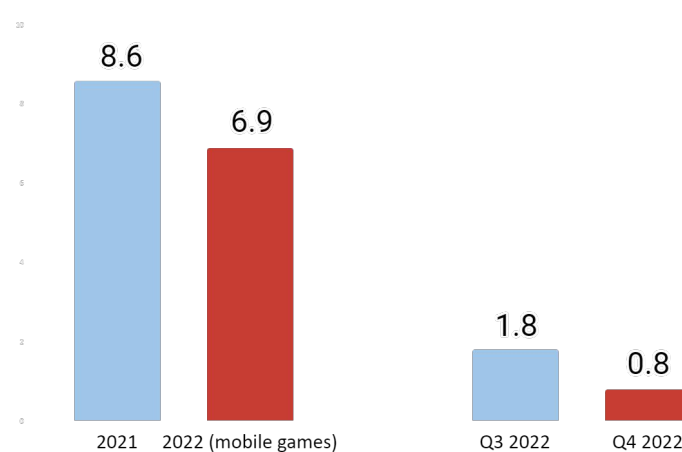
Revenue (\$ M)



+7% Y/Y

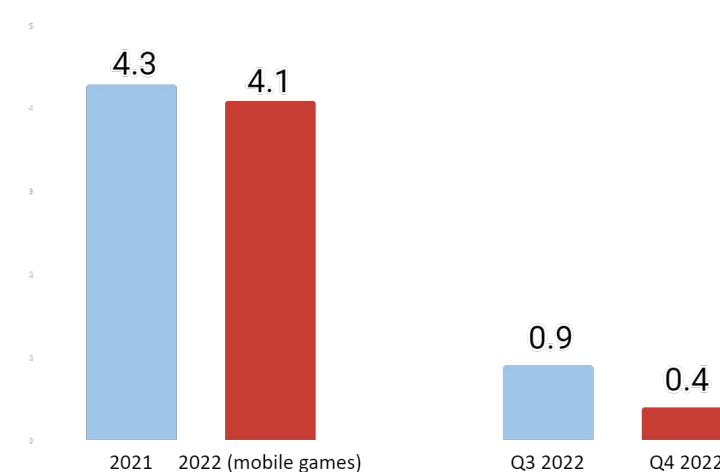
+3% Q/Q.

adjusted EBITDA* (\$M)



-20% Y/Y(MOBILE GAMES), -56% Q/Q (GROUP)

Adjusted net profit* (\$M)



-5% Y/Y(MOBILE GAMES), -55% Q/Q (GROUP)

Operating segment results (\$M)	2021		2022	
	Mobile games	Mobile games**	Blockchain	TOTAL
Revenue	61 650	65 887	9	65 896
Adjusted EBITDA*	8 557	6 912	(1 556)	5 356
Adjusted Net Profit*	4 295	4 093	(1 566)	2 527
CAPEX	2 535	2 953	960	3 913

*Skorygowane o zdarzenia jednorazowe Szczegółowy opis zdarzeń jednorazowych w poszczególnych kwartałach 2021 i 2022 r., znajduje się w Sprawozdaniu z działalności Grupy BoomBit za 2022 r.

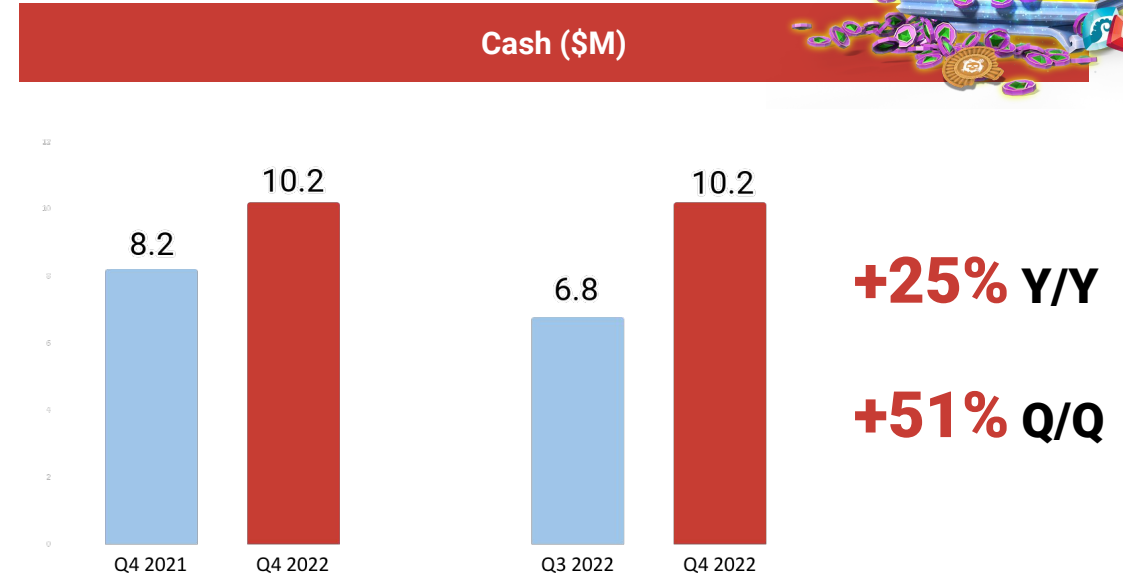
**Wartości uwzględniają eliminację transakcji pomiędzy segmentami

Dividend.

Dividend policy
enables payment of dividend
from 60% unit net profit

Payment of **\$2.8M** in dividends for 2021,
\$0.8M as an advanced payment for 2022

\$3.2M total recommended
dividend for 2022



Dividend	Total (\$M)	Total (tys. PLN)	per share (PLN)
2021	2.8	10 665	0,79
2022 (recommendation)	3.2	14 217	1,05
<i>incl. advanced payment</i>	0.8	3 780	0,28

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SUMMARY



Outlook 2023.

Development
of games portfolio

Hyper-Casual
Casual
Mid-Core

MOBILE GAMES

Development
of projects



BoomLand



BLOCKCHAIN

Dividend
for 2022

Commercialization
analytical and marketing tools

EVENTS

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ATTACHMENTS



Key financial data.

k\$	Q1 2021	Q2 2021	Q3 2021	Q4 2021	2021*	Q1 2022	Q2 2022	Q3 2022	Q4 2022	2022*
Revenue**	11,250	18,846	14,808	16,746	61 665	15,888	18,681	15,418	15,909	65,812
Revenue - variable costs	4,197	5,342	4,457	4,657	18 636	3,955	4,230	3,838	4,189	16,202
EBITDA	2,144	2,732	1,859	2,312	9 035	1,450	1,307	1,830	655	5,255
Net profit	1,018	1,474	861	1,236	4 583	546	446	723	342	2,067
One-off effects***	0	127	0	-490	(389)	0	205	256	120	597
EBITDA adj.	2,144	2,732	1,859	1,822	8 523	1,450	1,307	1,830	769	5,372
Net profit adj.	1,018	1,577	861	839	4 268	546	612	930	439	2,551
CAPEX	529	642	688	676	2 538	948	867	954	1,144	3,919
Cash (end of quarter)	6,033	7,452	9,038	8,201	8 201	8,929	8,699	6,773	10,222	10,222

*P&L values were converted using the exchange rate, which was the arithmetic average of the average exchange rates specified by the National Bank of Poland on the last day of each month of the reporting period: from January 1 to December 31, 2022 - USD/PLN 4.4679 and from January 1 to December 31, 2021 - 3,8757 USD/PLN

**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 and in Q3 2022 write off of loan and trade receivables from Moondrip Sp. z o.o.

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Thank You

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