

BOOMBIT

FINANCIAL
RESULTS
H1 2023

SEPTEMBER 2023



BOOMBIT

Key information



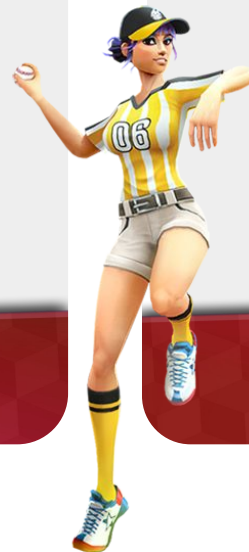
\$ 30M
revenue

91.5M
downloads

\$ -0.02M
adjusted net result

\$ 11.4M
cash at 30 June 2023

H1 2023



\$3.3M
dividend for 2022

EUR 5M
in financial round
in **SuperScale**
(at a valuation EUR 25M)

7 signed
publishing agreements for
Mid-Core and Casual games

EVENTS



Top games in H1 2023 by revenue



\$ 29.8M

revenue from games in H1 2023

-14%

decrease vs H1 2022

TOTAL **Mid-Core i Casual** \$18.5M

TOTAL **Hyper-Casual** \$11.3M

H1 2023

H1 2023 games by revenue

1.	Hunt Royale	\$10.8M
2.	Darts Club	\$3.4M
3.	Car Driving School Simulator	\$1.4M
4.	Falling Art Ragdoll Simulator	\$1.2M
5.	Crazy Plane Landing	\$1.0M
6.	Ship Ramp Jumping	\$0.9M
7.	Mining Fever	\$0.7M
8.	Base Jump Wingsuit Gliding	\$0.7M
9.	Construction Ramp Jumping	\$0.7M
10.	Fight Master	\$0.6M
	Other	\$8.4M

TOTAL \$29.8M

TOP 1
36%
revenue
from games

TOP 5
60%
revenue
from games

TOP 10
72%
revenue
from games

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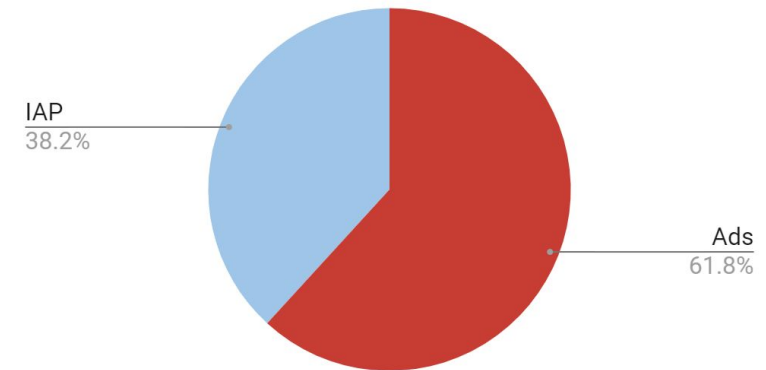
FINANCIAL RESULTS



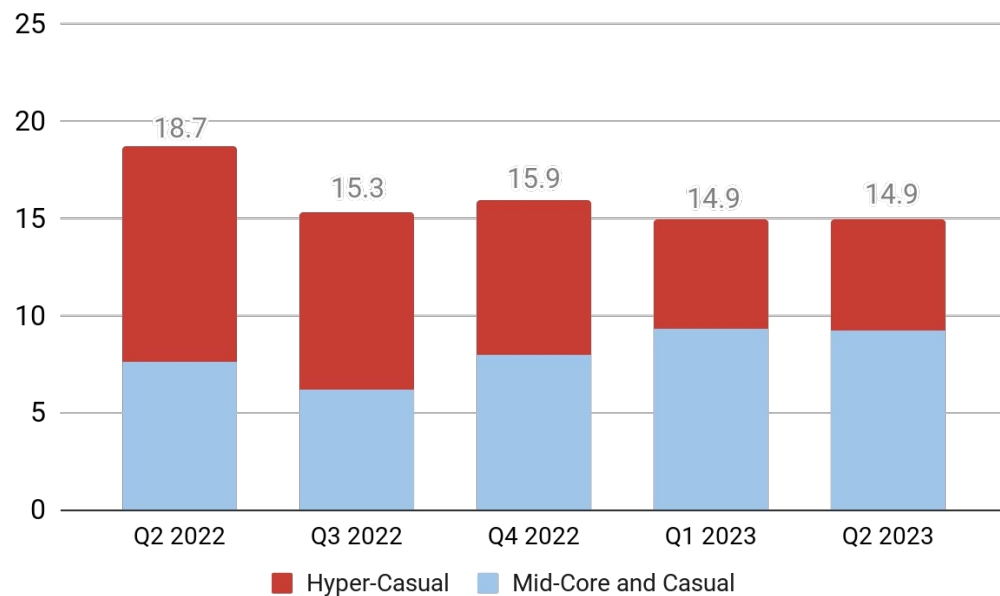
Revenue from games.

- \$29.8M revenue in H1 2023 (-14% Y/Y)
- \$14.9M revenue in Q2 2023 (0% Q/Q)
- \$8.9M revenue in July & August 2023

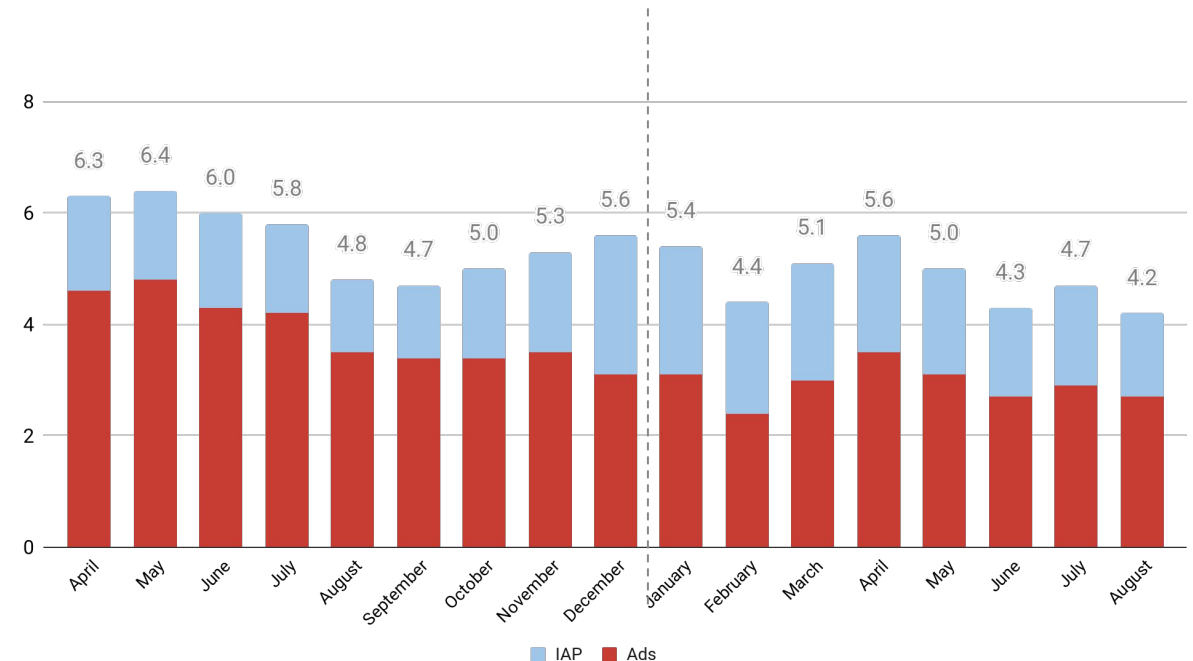
Revenue in Q2 2023



Revenue* (\$M)



Revenue* (\$M)

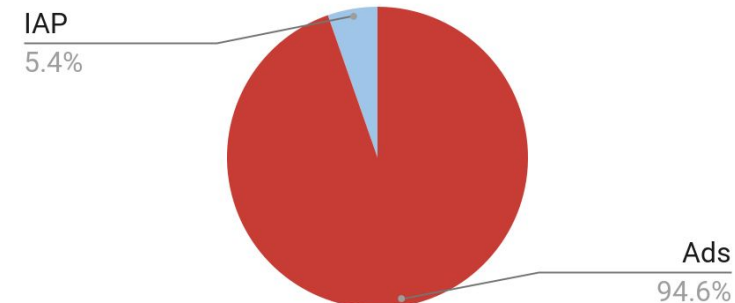


*Presented revenue doesn't include revenue from soft launch, which according to Groups' accounting policy are capitalized as development costs.

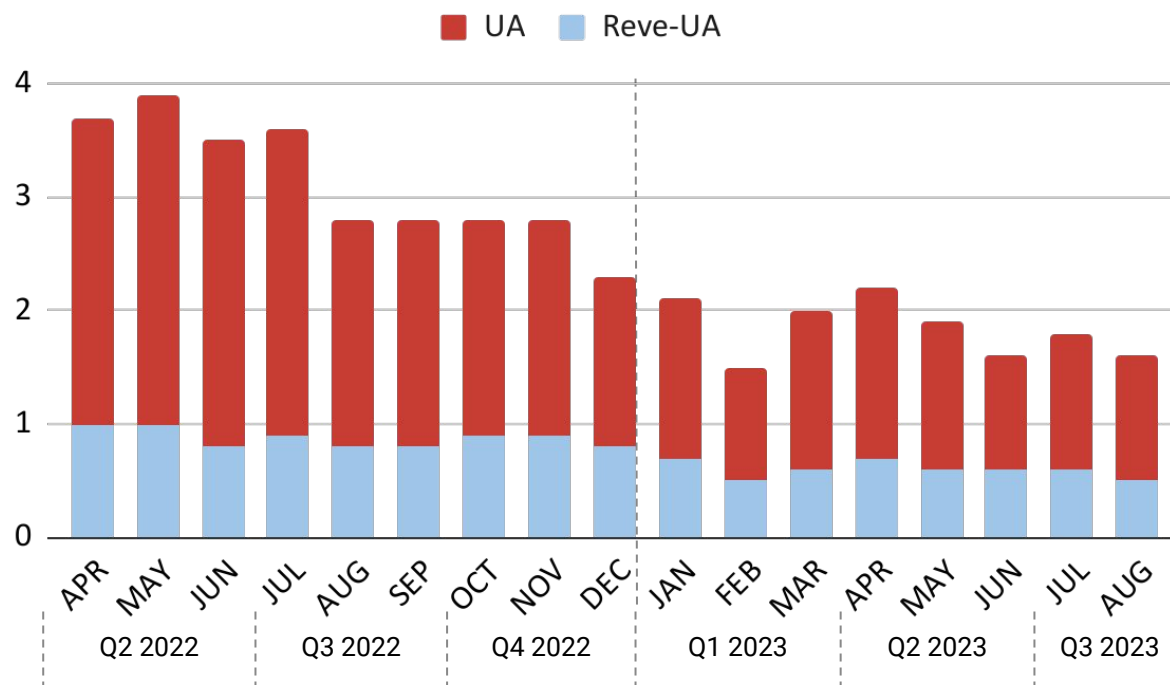
Hyper-Casual.

- \$11.3M revenue in H1 2023 (-41% Y/Y)
- \$ 5.7M revenue in Q2 2023 (-2% Q/Q)
- 39% share of Hyper-Casual games in Q2 2023 (vs. 59% w Q2 2022)
- Reduced UA scale for existing games, fever releases

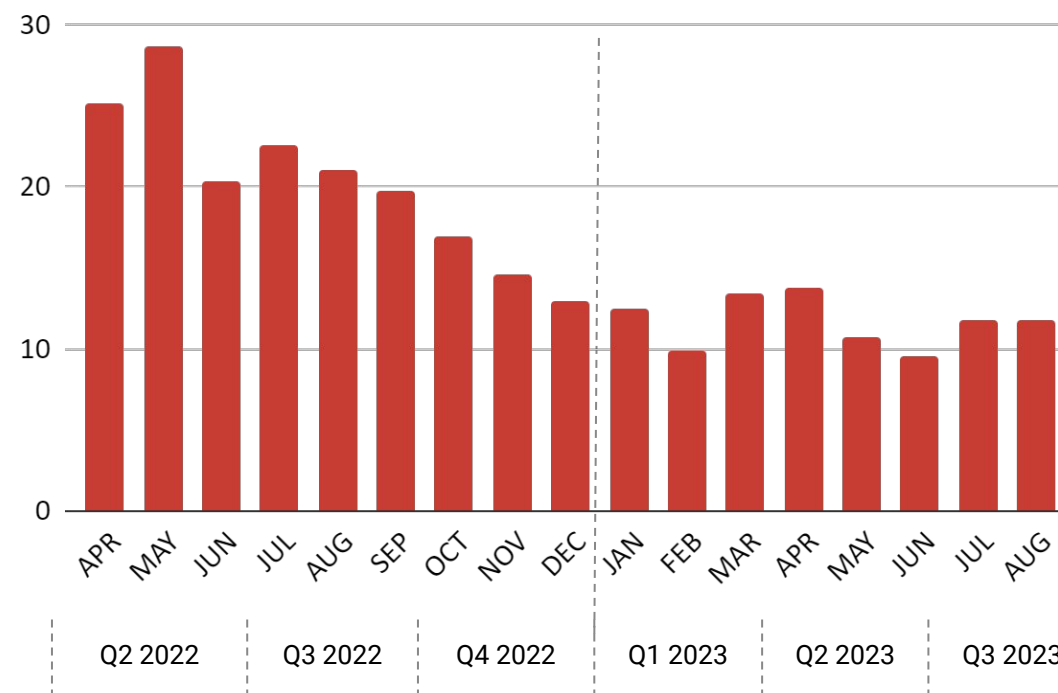
Revenue in Q2 2023



Revenue and User Acquisition* (\$M)



Installs (M)

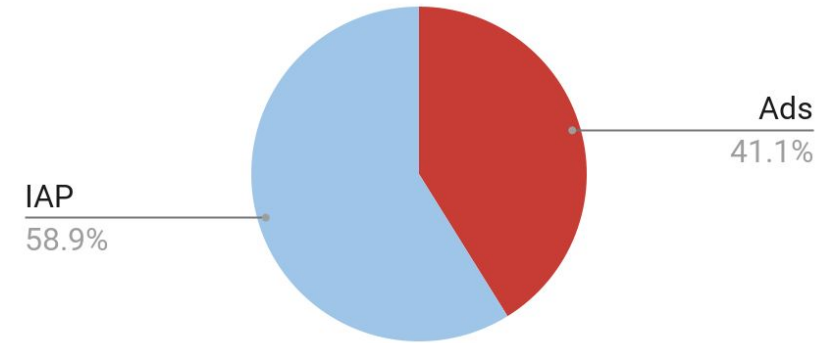


*Presented revenue and UA costs doesn't include values from soft launch, which according to Groups' accounting policy are capitalized as development costs.

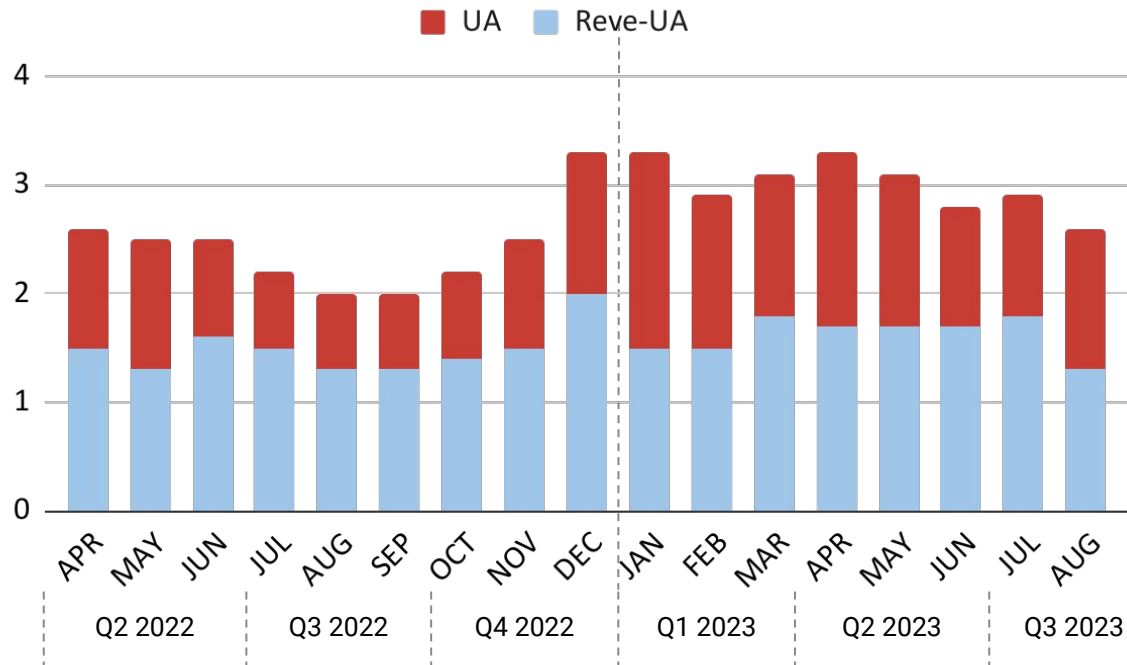
Mid-Core i Casual.

- \$18.5M revenue in H1 2023 (+19%Y/Y)
- \$9.2M revenue in Q2 2023 (-1% Q/Q)
- 61% share of Mid-Core and Casual games in Q2 2023 (vs. 41% w Q2 2022)
- Rich publishing pipeline

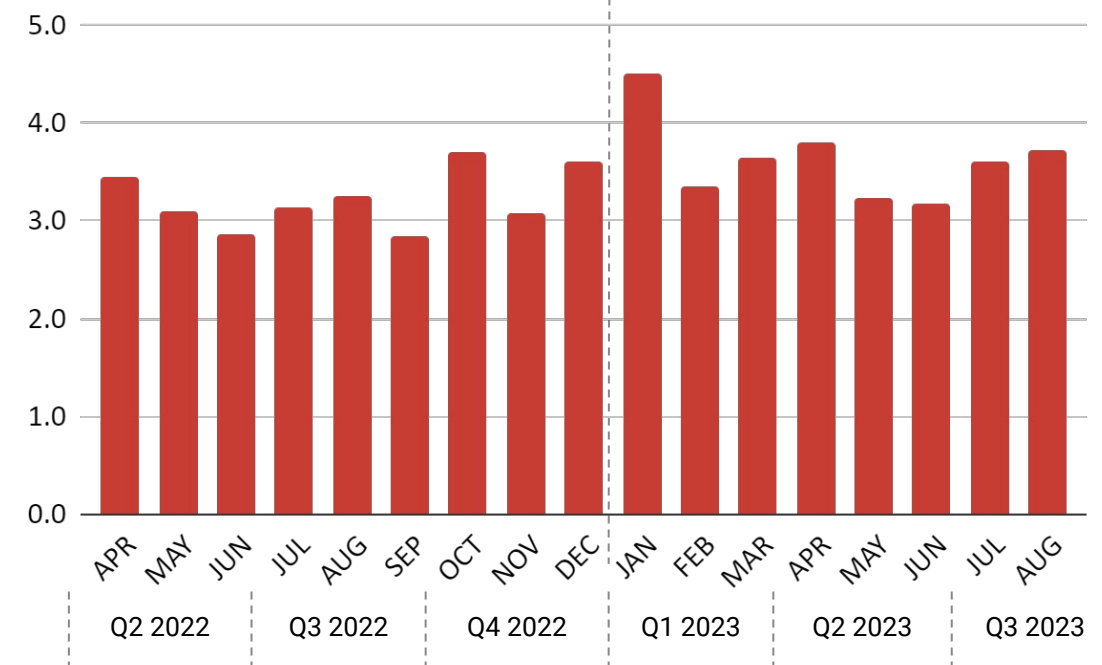
Revenue in Q2 2023



Revenue and User Acquisition* (\$M)



Installs (mln)

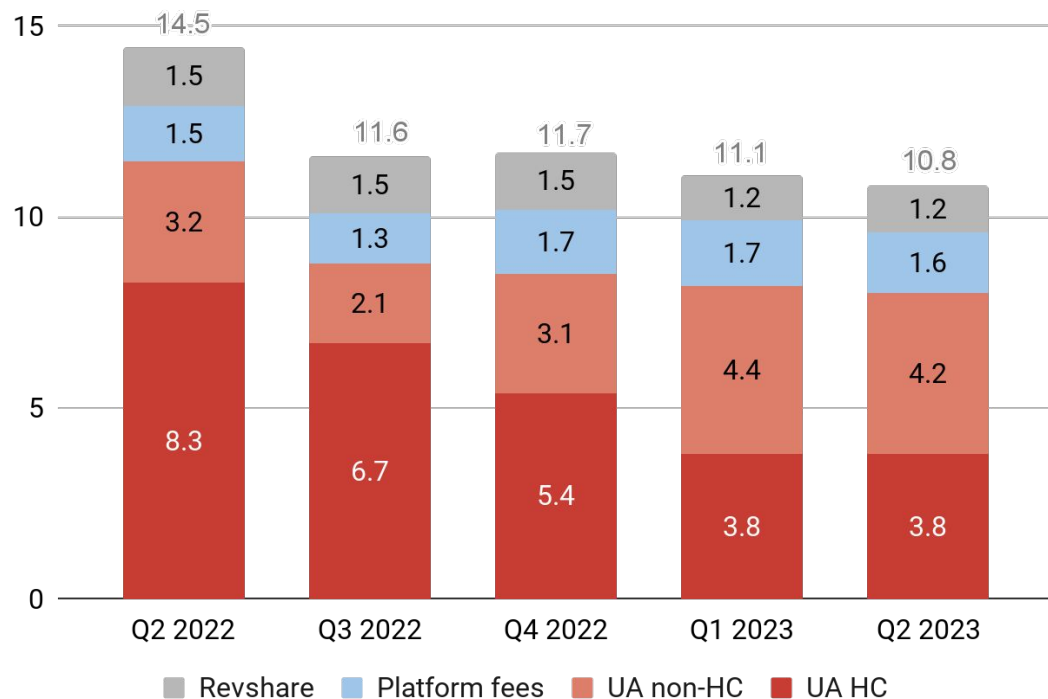


Main variable costs.

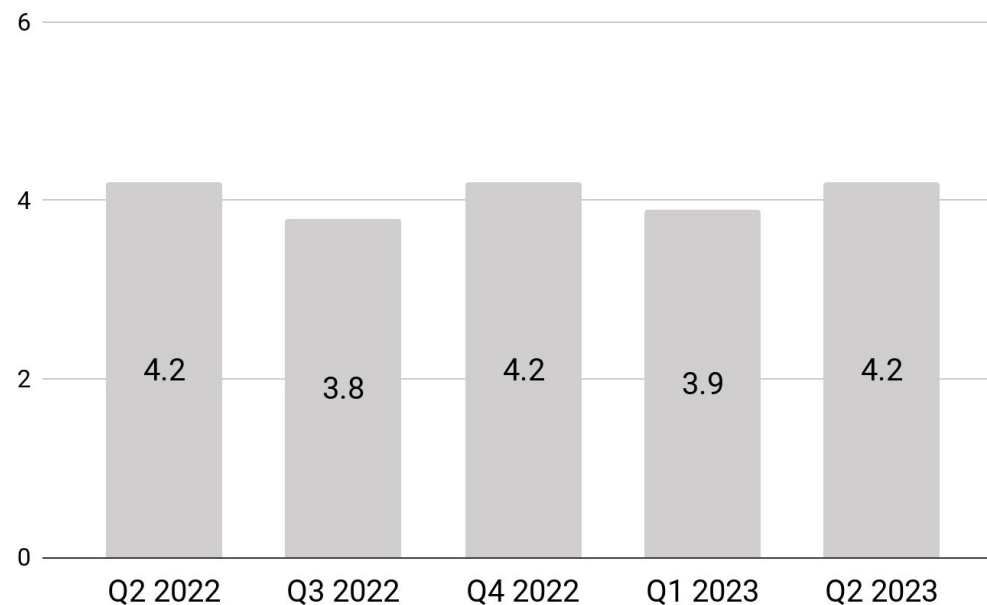
- \$10.8M variable costs in Q2 2023 (-3% Q/Q)
- \$4.2M revenue net of variable costs in Q2 2023 (+8% Q/Q)
- Change in structure of UA expenses - increase share of Mid-Core and Casual games



Main Variable Costs* (\$M)



Revenue Net of Variable Costs* (\$M)

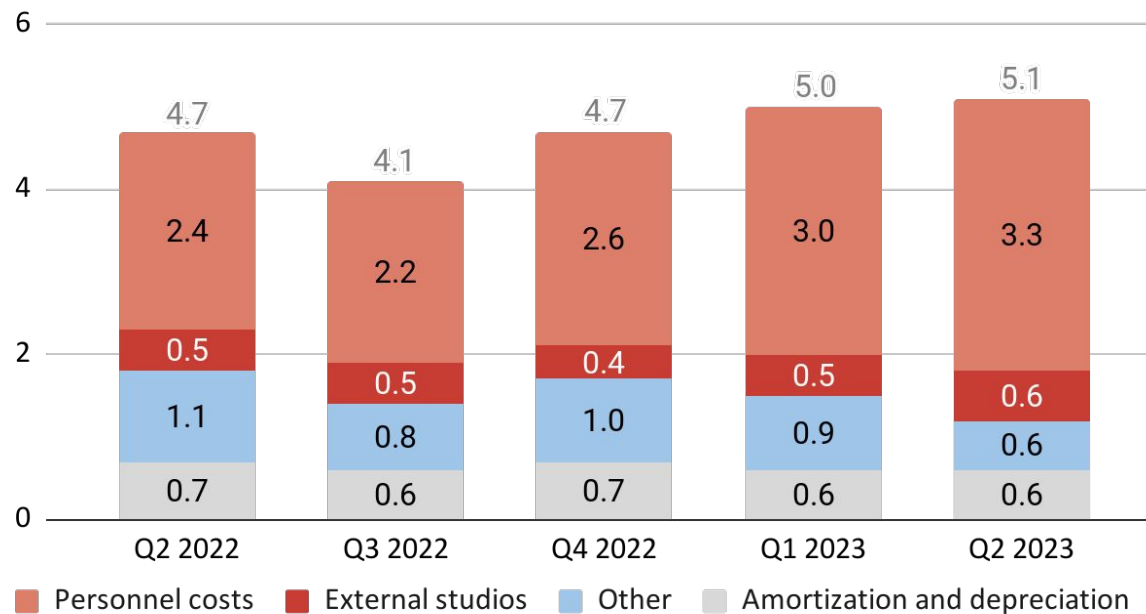


Costs.

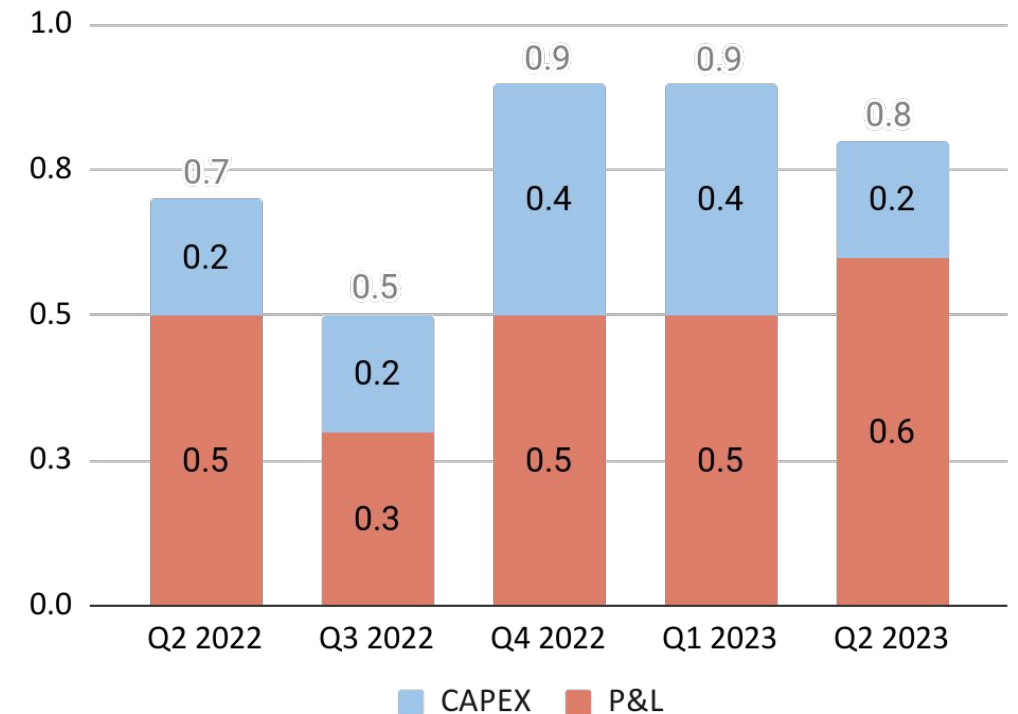
- In Q2 2023 costs as a percentage of revenue amounted to 35% (vs 33% w Q1 2023)
- \$1.7M for development of blockchain projects in H1 2023 (\$1.1M in P&L)



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



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

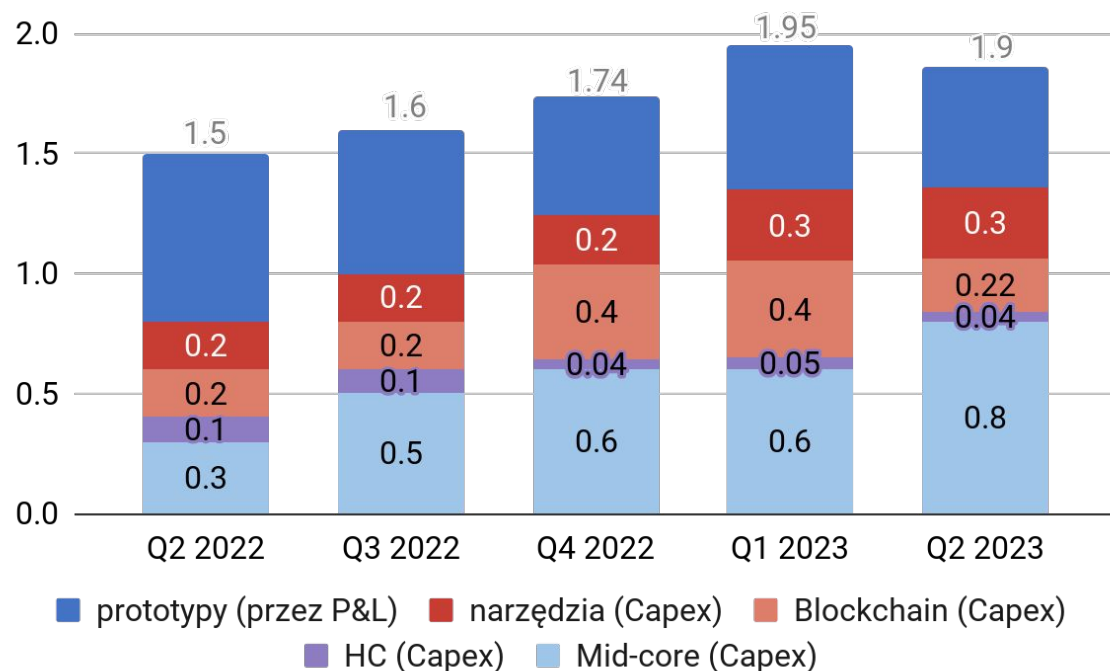


Investments.

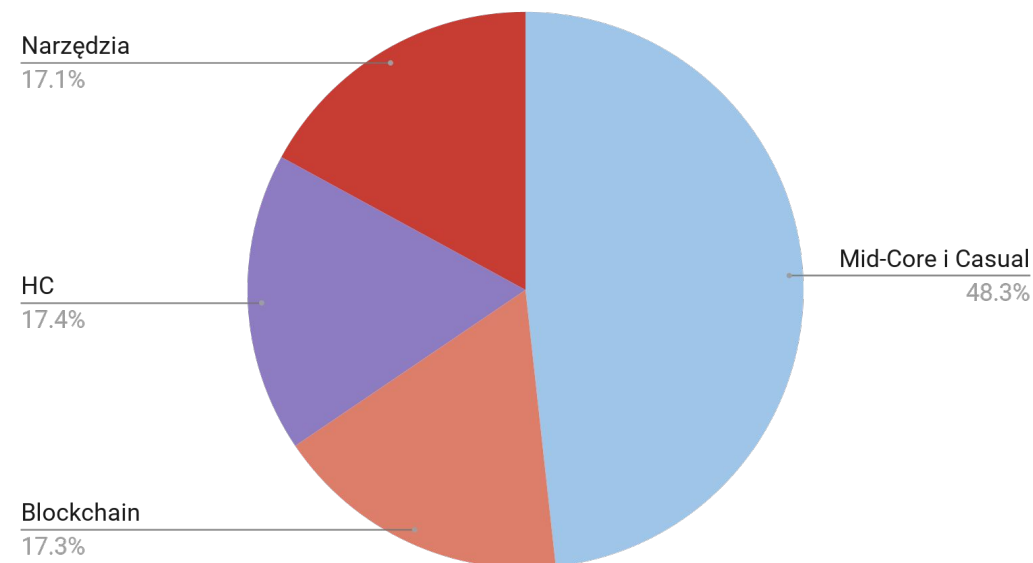
- Lower expenses Q/Q due to the lower costs of blockchain projects
- Increase of the share of Mid-Core and Casual games



CAPEX and investments (\$M)

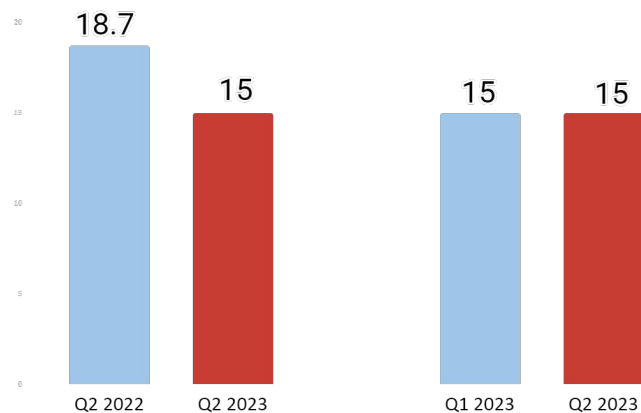


Investments structure (CAPEX and P&L) in Q1 2023



Results.

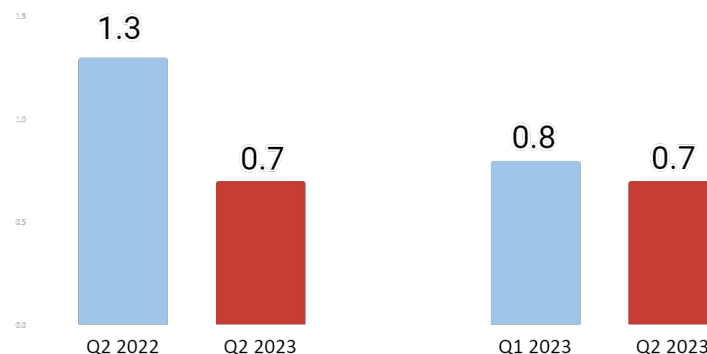
Revenue (\$ M)



-20% Y/Y

-

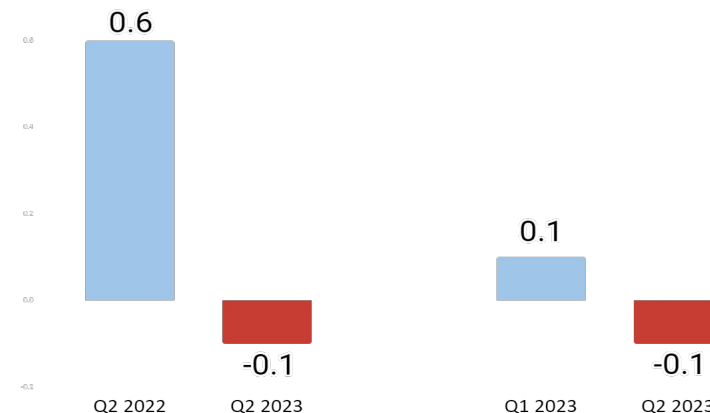
adjusted EBITDA* (\$M)



-43% Y/Y

-13% Q/Q

Adjusted net profit* (\$M)



-

-

Operating segment results (\$M)	Mobile games**			Blockchain projects		
	Q1 2023	Q2 2023	change %	Q1 2023	Q2 2023	change %
Revenue	14 907	14 900	-0%	91	118	29%
Adjusted EBITDA*	1 274	1 325	4%	(436)	(661)	-52%
Adjusted Net Profit*	550	542	-1%	(445)	(668)	-50%
CAPEX	990	1 126	14%	441	227	-48%

*Adjusted for one-off events A detailed description of one-off events in individual quarters of 2022 and 2023 can be found in the Consolidated Report of the BoomBit Group for Q2 2023.

**The values include the elimination of transactions between segments

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SELECTED PROJECTS



HUNTERS ON-CHAIN | MAINNET LAUNCH (EARLY ACCESS)



8.6K

NFT HOLDERS

5.8K

UAW (30d)

37K

P2P TRANSACTIONS
(30d)

23K

P2P NFT SALES
(30d)

57.6%

DAY 1 RETENTION

50.7%

DAY 7 RETENTION

24.8%

DAY 30 RETENTION

**HUNTERS
ON-CHAIN**





BoomLand

\$BOOM TOKEN | UTILITY

Instead of Hying the Utility of the **\$BOOM Token** before the Game was live, we circulated **1M \$BOOMS** after the launch to showcase its use to players, investors and the public alike.

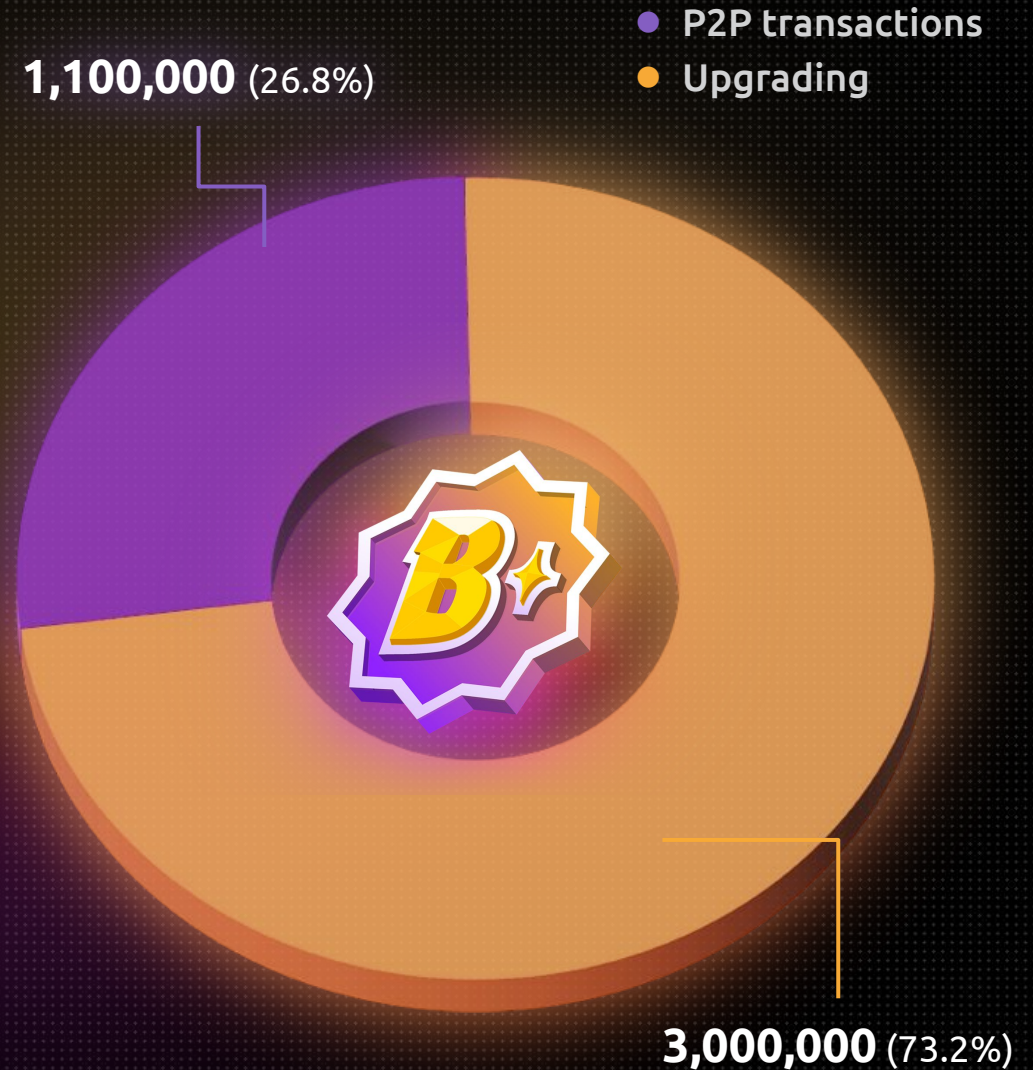


\$BOOM TOKEN | UTILITY

So far **1M**  has generated **4M**  in transaction volume simply by Upgrading Hunters. (1 Token Sink)

In the next few weeks we will see several more Token Sinks coming into the game, drastically increasing the Utility of the token and the demand for it before token sale, such as:

- Summoning
- Renting
- In-App-Purchase
- Live Op Entry Tickets



FUNDRAISING | PRE-SEED OVERSUBSCRIBED

Raising **\$2.2M** to scale “Hunters On-Chain” and the BoomLand Publishing Ecosystem.



PRE-SEED

RAISED **\$1M**

VALUATION **\$20M**

TIMELINE **CLOSED**



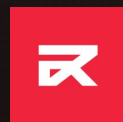
SEED

RAISED **\$1.2M**

VALUATION **\$30M**

TIMELINE **NOV 2023**

INVESTORS



GAMER



HYPERITHM



MAGIC EDEN

BOOMLAND ROADMAP



NFT SALE GAME SOFT LAUNCH

H1 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

H2 2023

- \$BOOM and \$BGEM Token Generation
- Hunters On-Chain Mainnet Early Access
- Genesis Chest T1 - Paid Mint
- Genesis Chest T2 & T3 - Paid Mint
- Hunters On-Chain Global launch
- IAPs

PLATFORM UPDATE PUBLISHING EXPANSION

Q1 2024

- Game 2 Whitepaper
- Ads

● Done ● In Progress ○ Not Started



Thomas Newman,
Co-Founder

Former Managing Director of
Cashplay, RewardMob,
MegaFans and HSBC Asset
Management



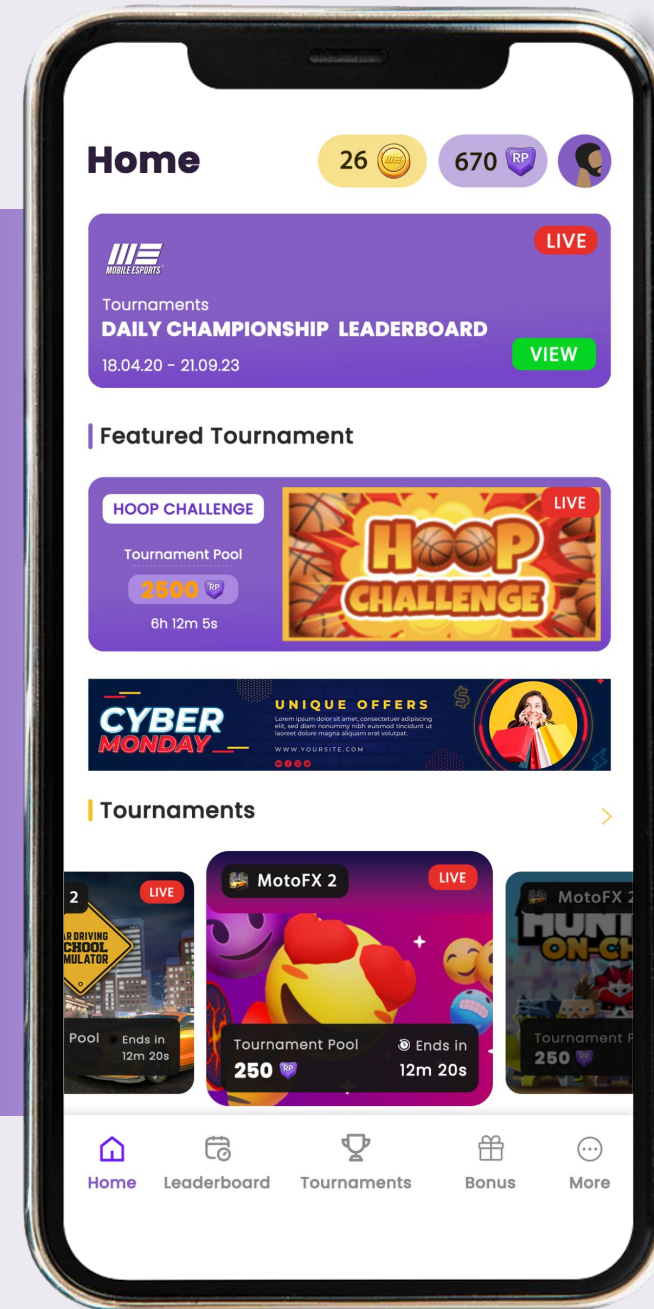
Andrei Gardea,
Co-Founder

Former Operations at
Cashplay, Kiwi, Monster,
MegaFans, RewardMob

What is it?

Mobile Esports® is a free-to-play mobile tournaments platform for gamers.

- Mobile Esports users can win real prizes without paying an entry fee.
- Tournaments are 100% free-to-play and available for users on the **App Store** and **Google Play**
- Tournaments requires a ticket to enter.
- Tickets are earned and accumulated by engaging with ads, surveys, completing offers.
- Prizes are currently distributed real time in the form of Digital Gift cards from over 600 brands available worldwide.

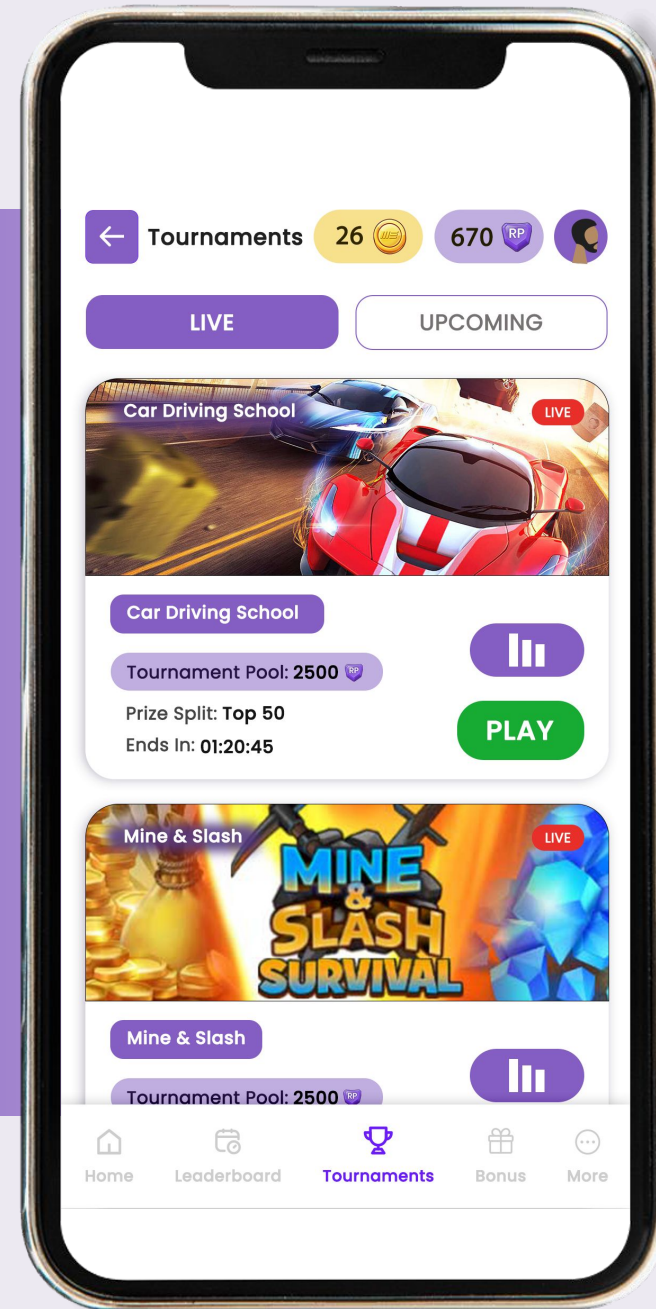


INSTANT & NATIVE GAMES

The Mobile Esports app is able to host tournaments in both **Instant (HTML5)** and **Native Mobile games** (on App Store & Play Store).

Instant games provide studios within BoomBit with the ability to create one playable level for a tournament of existing or future concept and then promote the full versions of the titles.

Native games (on App Store & Play Store) allows us to direct users to download the full version of the game to compete in the tournament. This opens up the possibility to promote third party games as a user acquisition revenue stream.



PRODUCT DIFFERENTIATORS

Mobile Esports



WEB3 ONBOARDING TOOL

We can use \$BOOM as a prizing option to help BoomLand adoption.



INCENTIVIZED UA CAMPAIGNS

BoomBit UA campaigns can use the added incentive to install the game.



NO REVENUE IMPACT

The core game can still retain all forms of Ad Monetization & IAP products.



NO SDK INTEGRATION

Only a few lines of code required, no heavy SDK integration.



AVAILABLE ON GP & APP STORE

No pay-to-play entry required. Free-to-play tournaments allowed on GP.



INCENTIVIZED CROSS PROMO

Players are incentivized to install and play BoomBit group games.

Summary

- Focusing more on Casual and Mid-Core games.
- Publishing and testing agreements with external partners.
- Commercialization of analytical and marketing tools.
- Mobile Esports.

DEVELOPMENT OF GAME PORTFOLIO NEW INITIATIVES

- Acquiring new projects and specialists from the market.
- Change in the unity price list - no significant impact on the Group's operations.

SITUATION ON THE GAMING MARKET



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ATTACHMENTS



Key financial data

kPLN	Q1 2022	Q2 2022	H1 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	H1 2023
Revenue**	15 888	18 681	34 641	15 418	15 909	14 998	15 018	30 015
Revenue - variable costs	3 955	4 230	8 191	3 838	4 189	3 898	4 194	8 082
EBITDA	1 450	1 307	2 753	1 830	655	804	508	1 318
Net profit	546	446	990	723	342	77	1 613	1 657
One-off effects***	0	205	210	256	120	34	(2 252)	(2 169)
EBITDA adj.	1 450	1 307	2 753	1 830	769	838	664	1 505
Net profit adj.	546	612	1 160	930	439	105	(126)	(16)
CAPEX	948	867	1 813	954	1 144	1 431	1 353	2 785
Cash (end of quarter)	8 929	8 699	8 699	6 773	10 222	10 907	11 383	11 383

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

**In 2023 – valuation of shares in SuperScale s.r.o. to fair value, costs of the incentive program related to the valuation of shares in SuperScale s.r.o., depreciation of assets due to tax loss in Skyloft sp. z o.o., impairment losses on loans and receivables granted. In 2022 – valuation of shares in Superscale s.r.o. to fair value, impairment losses on loans and receivables granted and development expenditure.

BOOMBIT

Thank You

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