



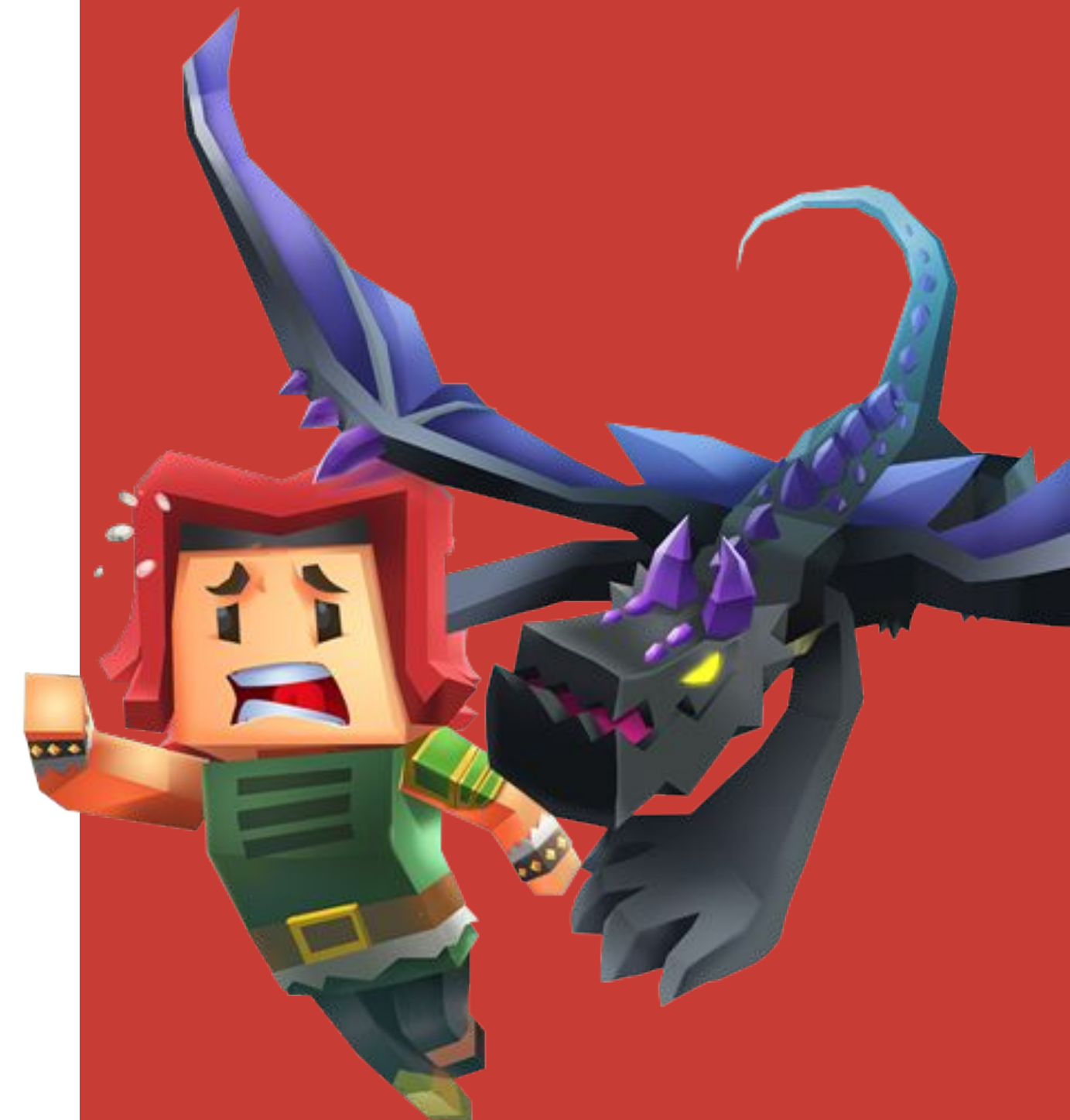
INVESTOR PRESENTATION 2023

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# Highlights

- \$58.7M revenue from sales:
  - \$56.8M from mobile games
  - \$1.9M from blockchain projects
- \$2.3M consolidated net result
- Development of the publishing of Mid-Core/Casual games
- Joint venture - Mobile Esports
- Development of BoomBit Services

# BOOMBIT



# Top games in 2023 by revenue

## Revenue from games

**\$ 56.8M** **-14% y/y**

Mid-Core/Casual

**\$ 34.8M**

**+17% y/y**

Hyper-Casual

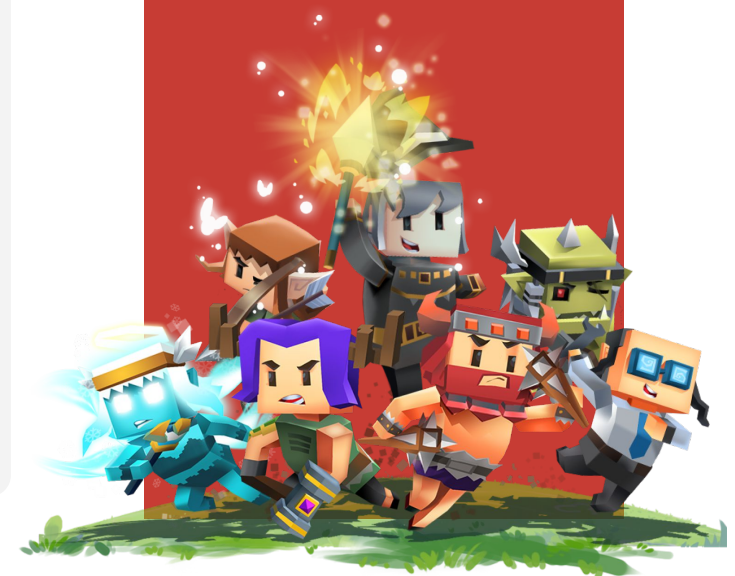
**\$ 22M**

**-39% y/y**

## 2023 games by revenue (\$ M)

1.	Hunt Royale	18.0
2.	Darts Club	7.1
3.	Car Driving School Simulator	3.0
4.	Crazy Plane Landing	2.1
5.	Falling Art Ragdoll Simulator	1.8
6.	Ship Ramp Jumping	1.7
7.	Mining Fever	1.3
8.	Dog Life Simulator	1.1
9.	Base Jump Wingsuit Gliding	1.1
10.	Idle Farm	1.0

**BOOMBIT**



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# Publishing plans

- **10+ releases of Mid-Core/Casual games in 2024**  
own production and external games
- **Development of the publishing Mid-Core/Casual games**  
Cooperation with external studios  
Intensive search for interesting titles on the market  
30+ games in tests
- **Work on further Hyper-Casual games**

# Bowling Club

- **Sports game**

A realistic bowling simulation with online PvP and extensive social features

- **Own production**

The work of the experienced team behind Darts Club

- **Release date**

April 2024



**BOOMBIT**



# Dawn of Ages

# Dawn OF Ages

- **Strategic game**

Realistic medieval battles and kingdom expansion with RPG elements in a unique graphic design

- **Cooperation with Stratosphere studio**

External developer responsible for Homeworld Mobile

- **Release date**

May 9, 2024



**BOOMBIT**



# Clash of Destiny

- **Fantasy RPG game**

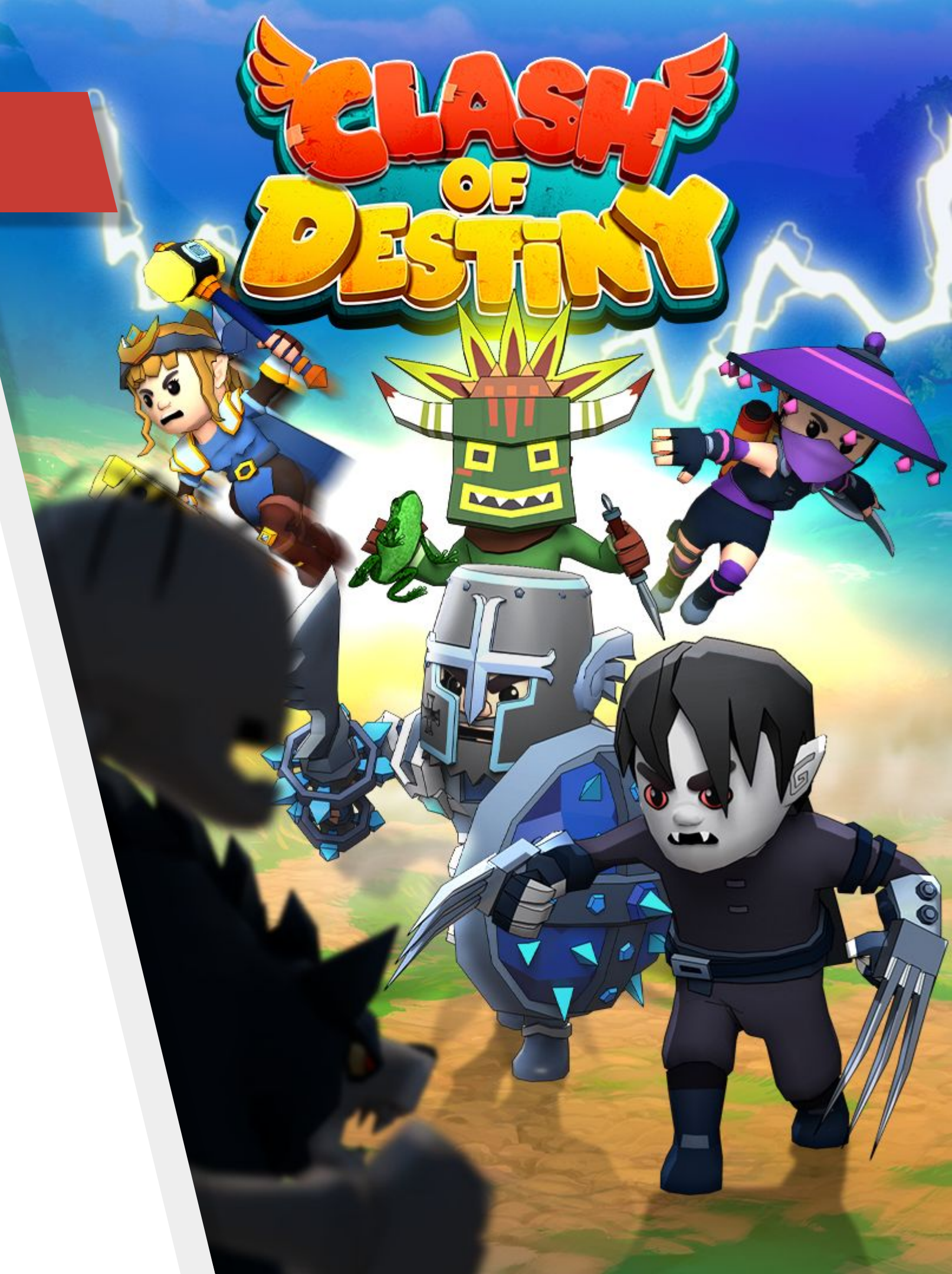
The player fights randomly placed opponents, using skills unlocked during the game

- **New title from the creator of Hunt Royale**

Years of experience in the production of RPG games

- **Release date**

June/July 2024



**BOOMBIT**



# Hero Legacy

- **Adventure RPG game**

A mix of atmosphere of iconic RPGs from the 90s and modern mobile solutions

- **Improved version of the game**

Complex gameplay mechanics and engaging, extensive storyline

- **Release date**

May/June 2024

**BOOMBIT**





# Loot Heroes

- **Cooperative fantasy RPG game**

A combination of extensive character and equipment development mechanisms with excellent graphics

- **Cooperation with Madcore studio**

Cracow based studio founded by a group of “veterans”

- **Release date**

Q3 2024

# LOOT HEROES



**BOOMBIT**



# Train King Tycoon

- **Strategic game**

Build railway lines and manage realistically reproduced historical trains

- **Cooperation with Charged Monkey studio**

An experienced team of over 25 people based in Prague

- **Release date**

Q3 2024



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# Other

- **Boxing Ring** Release date: Q2 2024

Sports game in cooperation with Vivid Games

- **Dark Forest** Release date: Q2 2024

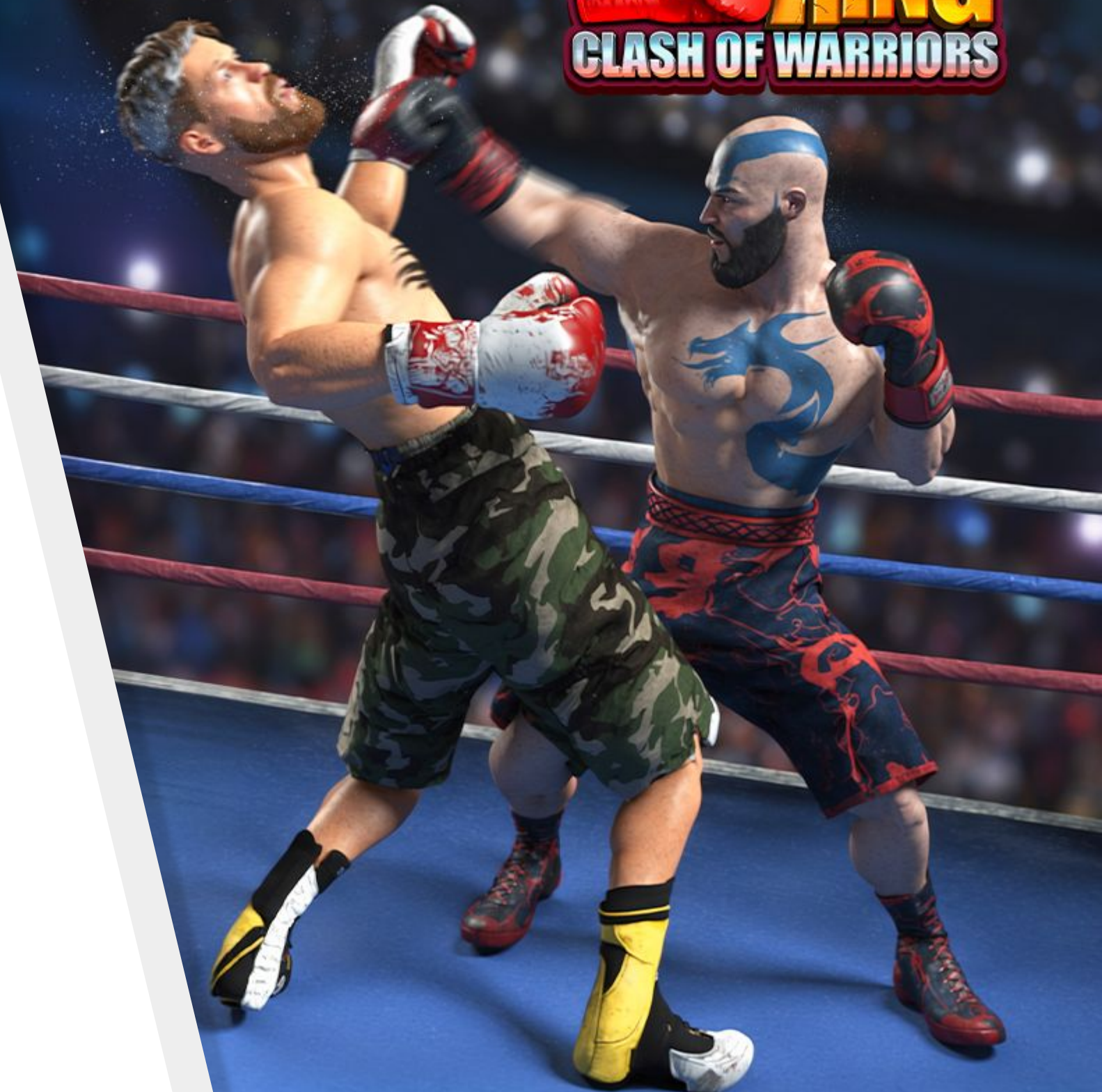
Update to the Hunt Royale game, significantly increasing the content and including new game modes

- **Hunt Origin** Release date: Q4 2024

A new game set in the Hunt Royale universe

- **Idle Royal Stories** Release date: Q3 2024

Created by Outloud Games studio



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# Key new initiatives

- Paid UA services
- Commercialization of tools (BI Tools + ROI Predictor)
- CrossPromo/own advertising network
- Playables
- Mobile Esport
- Development on additional platform  
(Google Play Pass, Steam, consoles, browsers)



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# Financial results



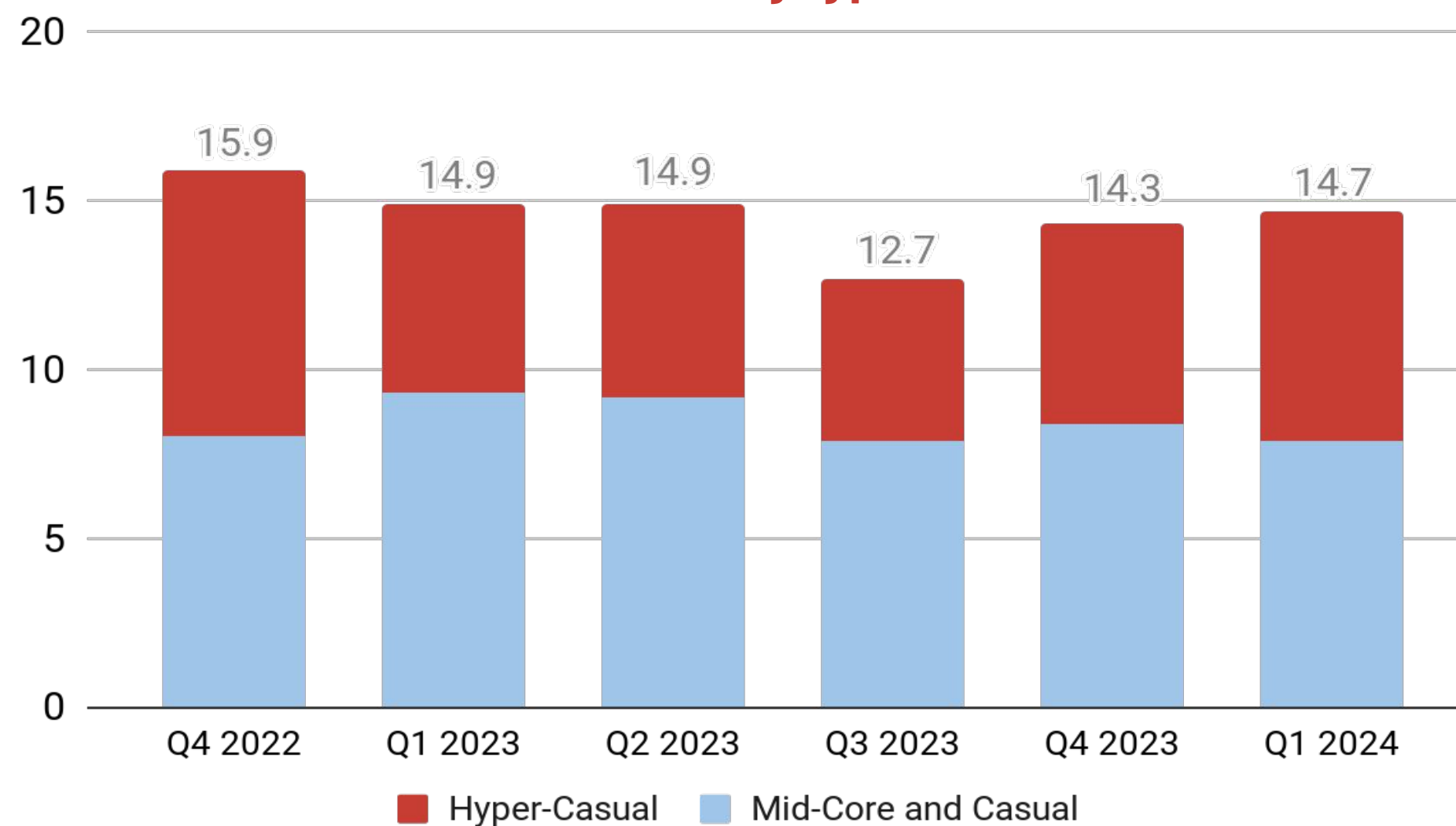
# BOOMBIT



## Revenue from mobile games

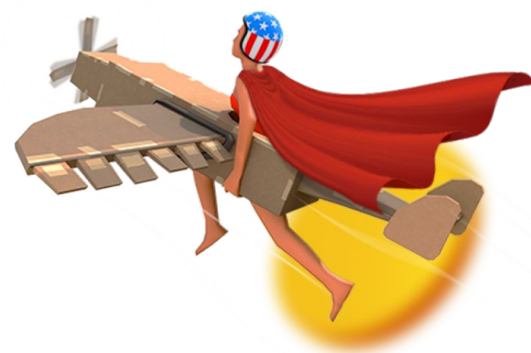
- \$56.8M 2023 (-14% y/y)
- \$14.3M in Q4 2023 (+13% q/q)
- \$14.7M in Q1 2024\* (+3% q/q)

Revenue by type (\$M)

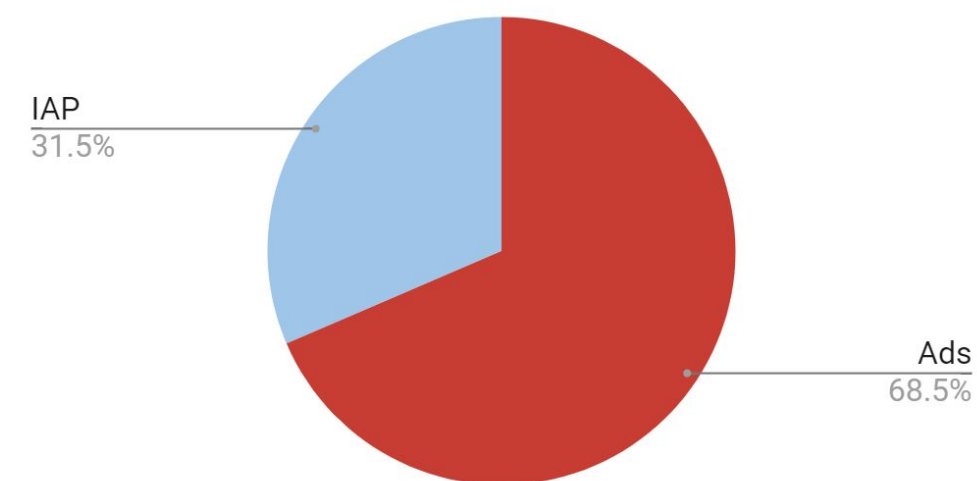


\*the presented data comes from the Group's current reports

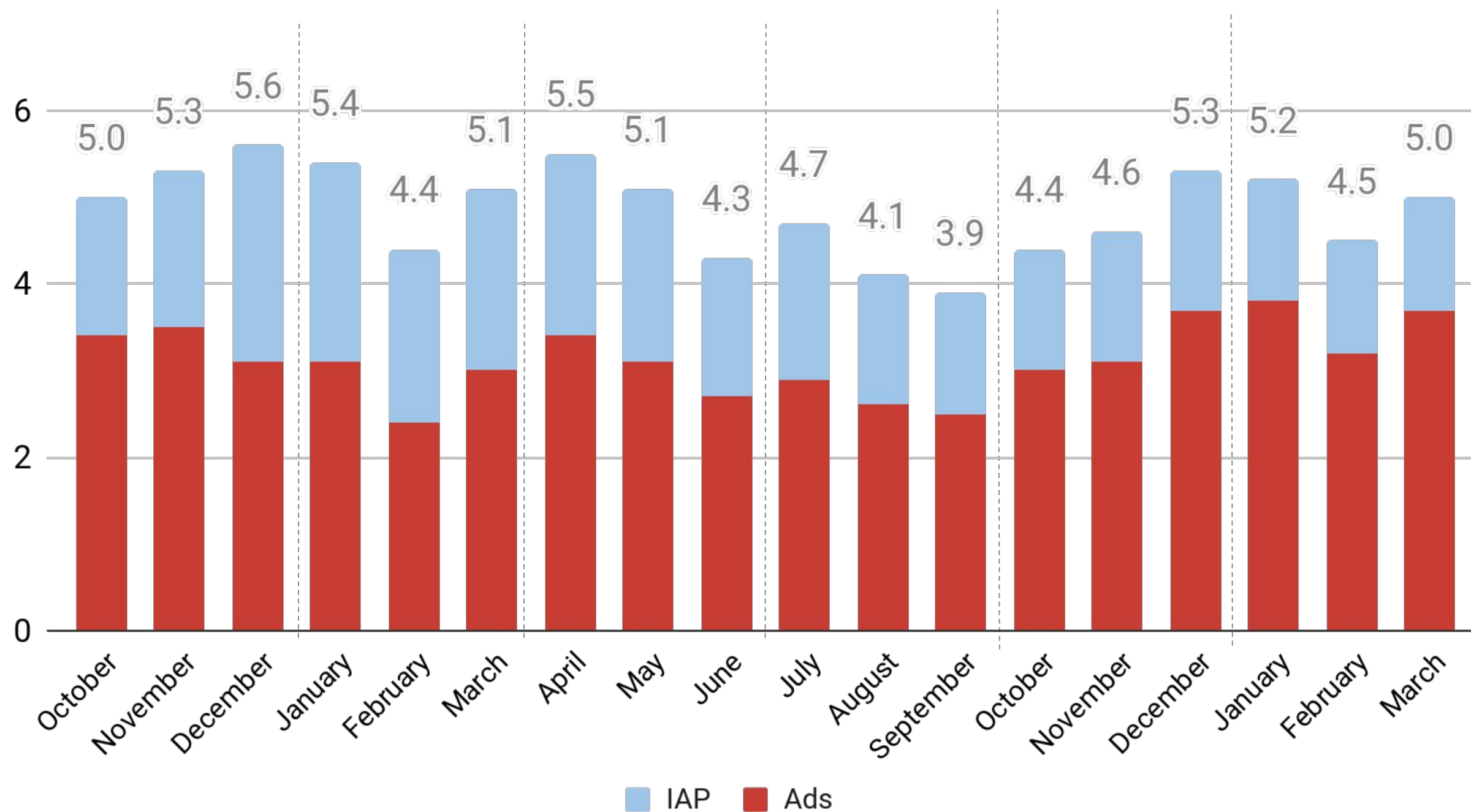
# BOOMBIT



## Q4 2023 revenue by source



## Monthly revenue (\$M)



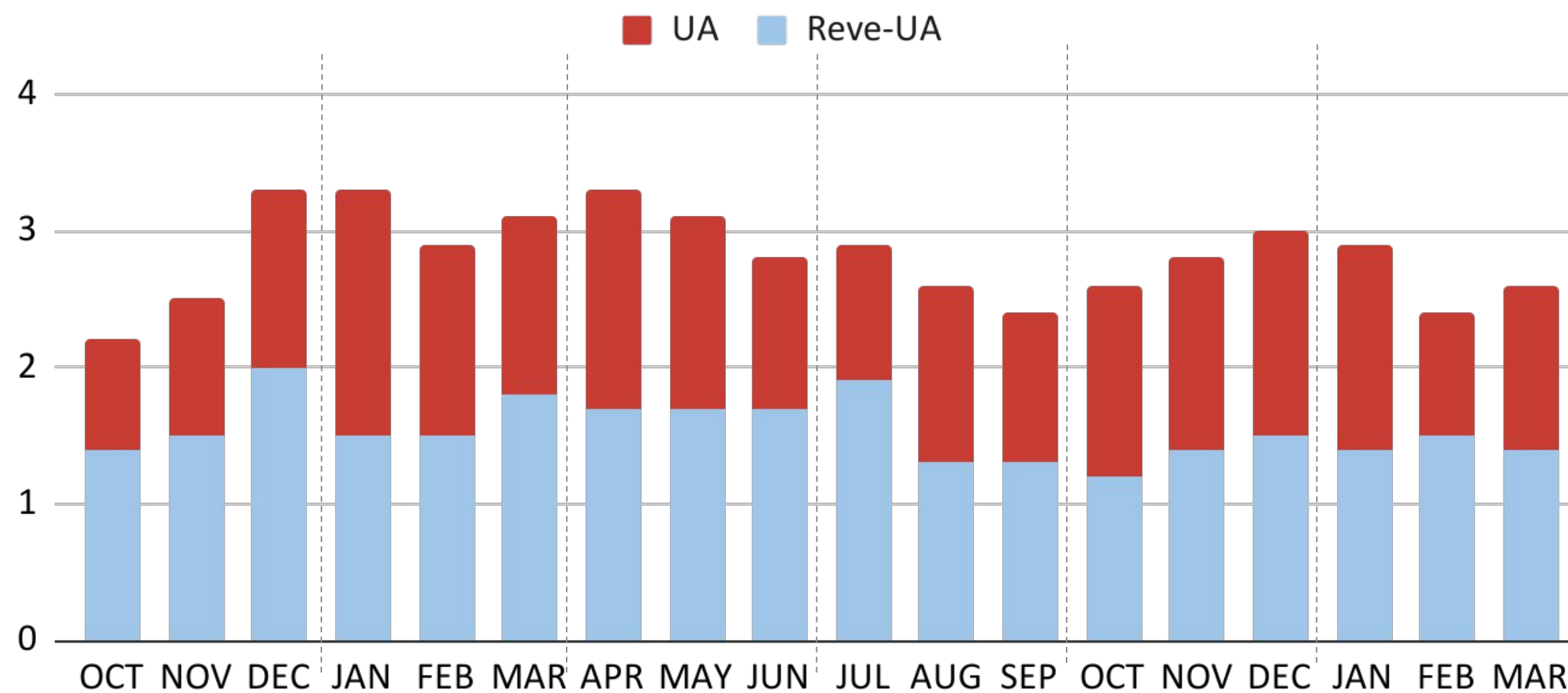
# BOOMBIT



## Mid-Core / Casual

- \$34.8M revenue in 2023 (+17% y/y)
- \$8.4M revenue in Q4 2023 (+6% q/q)
- \$7.9M revenue in Q1 2024\* (-6% q/q)

Revenue and User Acquisition (\$M)



\*the presented data comes from the Group's current reports

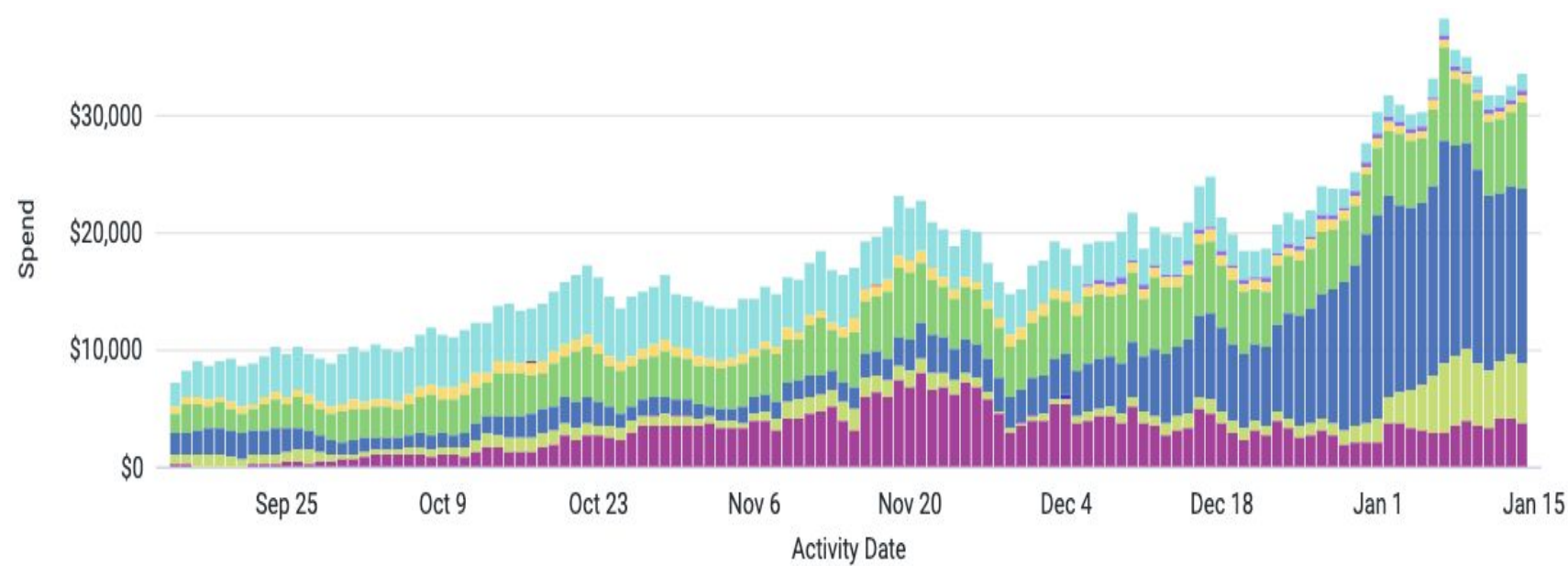


# Darts Club

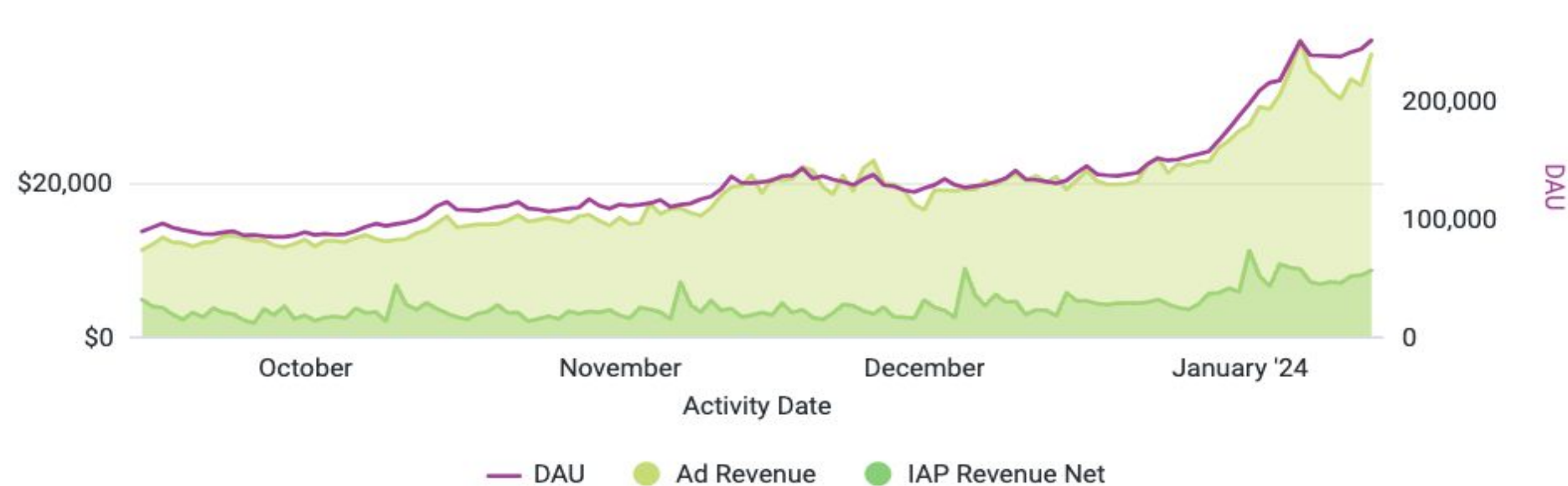
## Worldwide

15th Sept - 15th Jan '24

### Spend by Media source

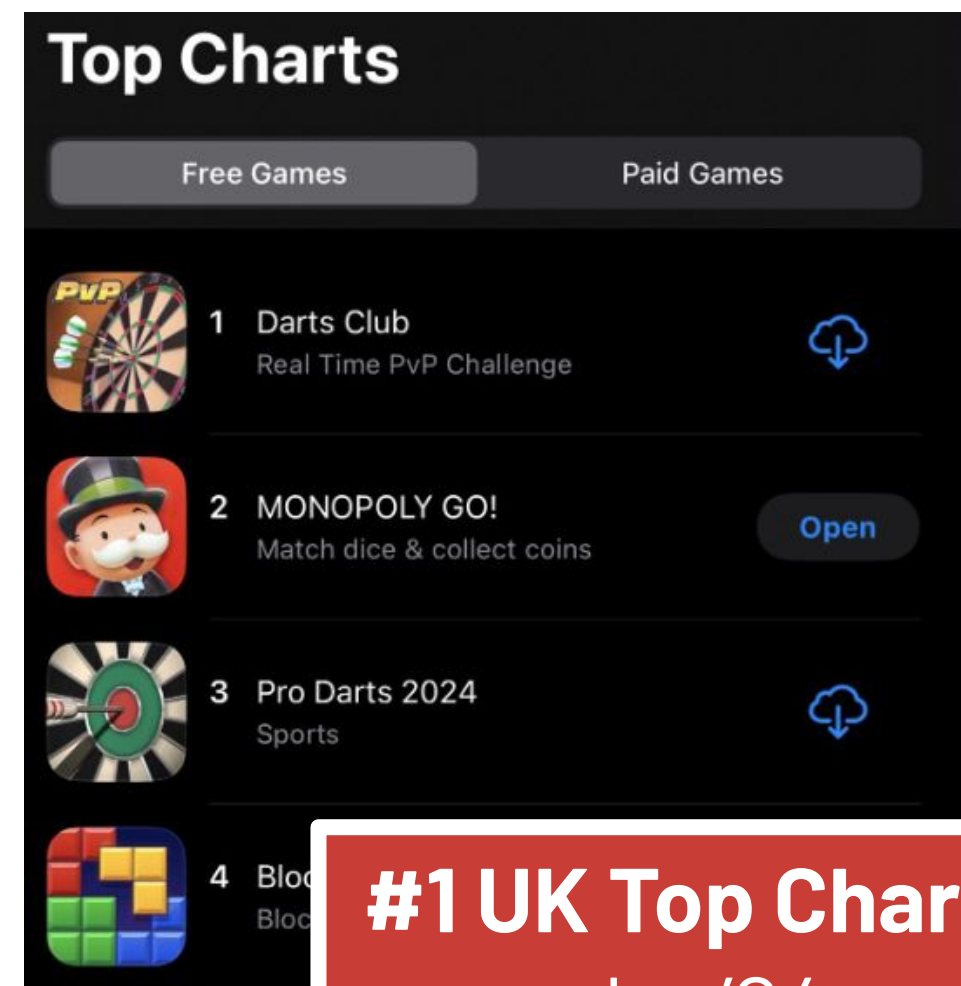


### DAU & Revenue



# Darts Club

Casual



**#1 UK Top Charts**  
Jan'24

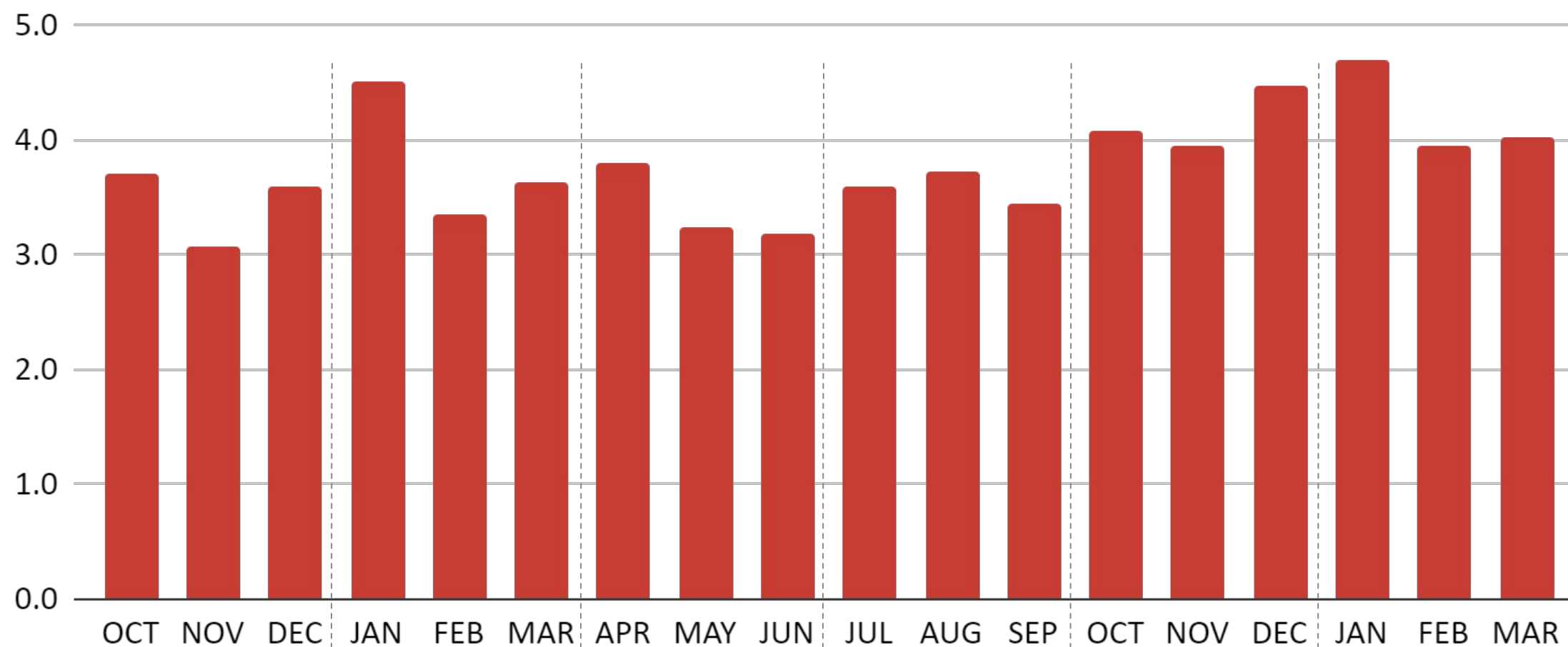
**BOOMBIT**

# BOOMBIT

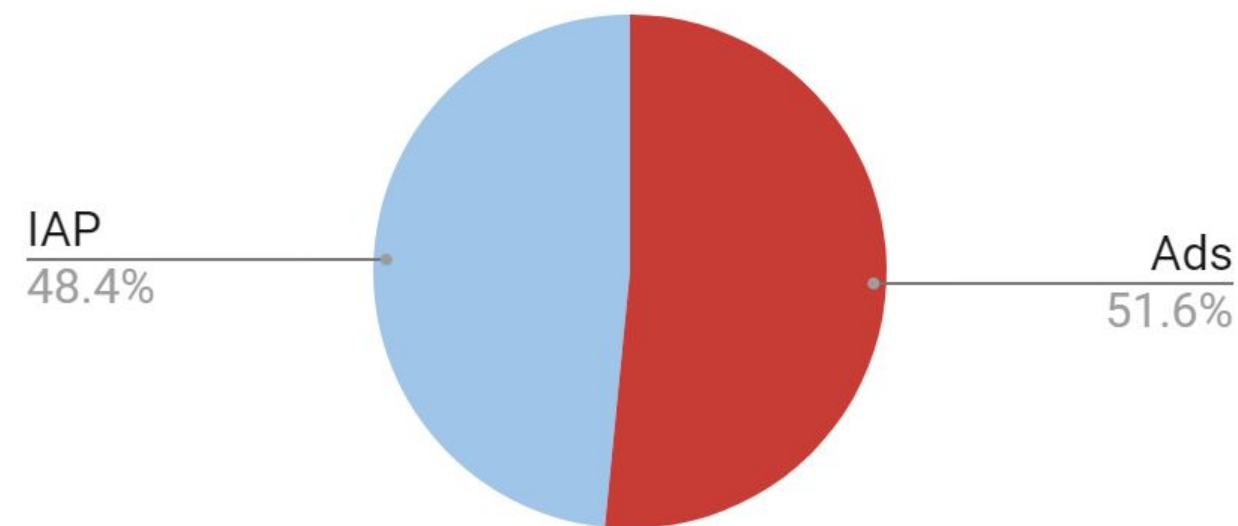
Planned  
+10 releases of  
Mid-Core / Casual  
games in 2024



Installs (M)



Q4 2023 revenue by sources



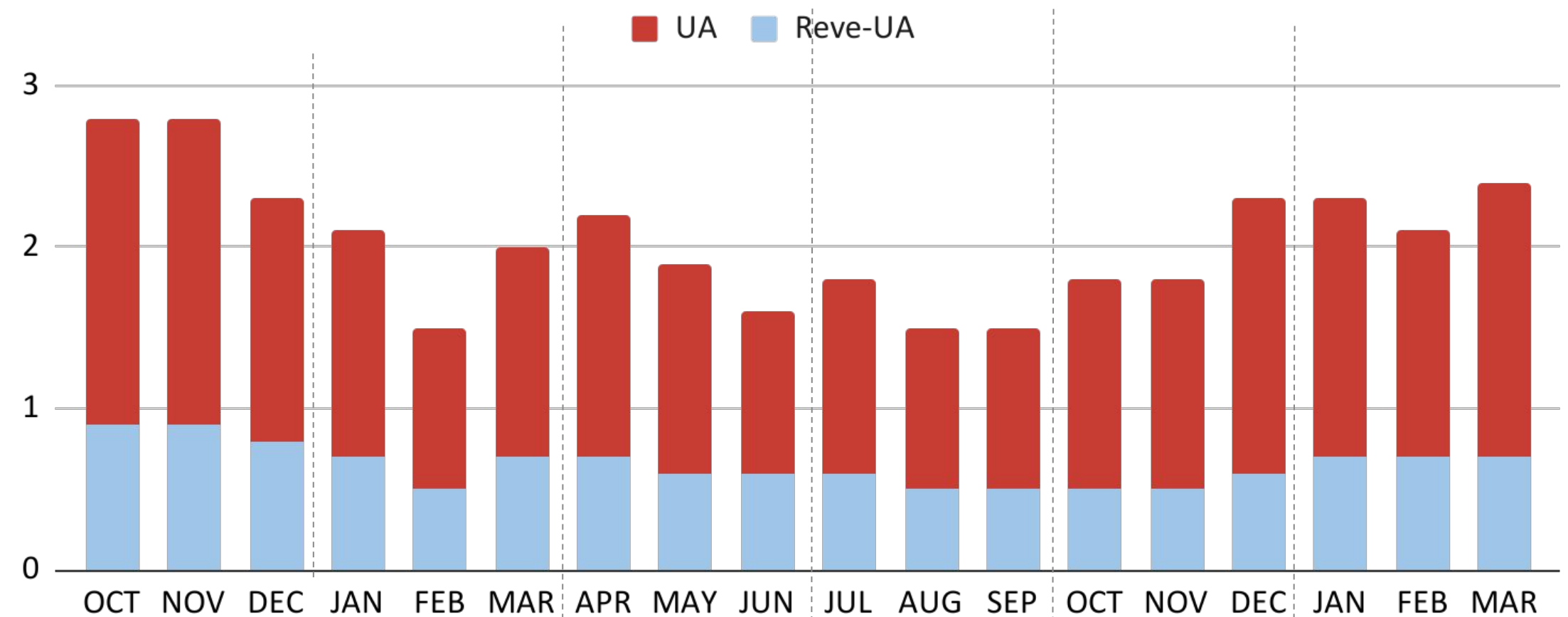
# BOOMBIT



## Hyper-Casual games

- \$22M revenue in 2023 (-39% y/y)
- \$5.9M revenue in Q4 2023 (+23% q/q)
- \$6.8M revenue in Q1 2024\* (+15% q/q)

Revenue and User Acquisition (\$M)

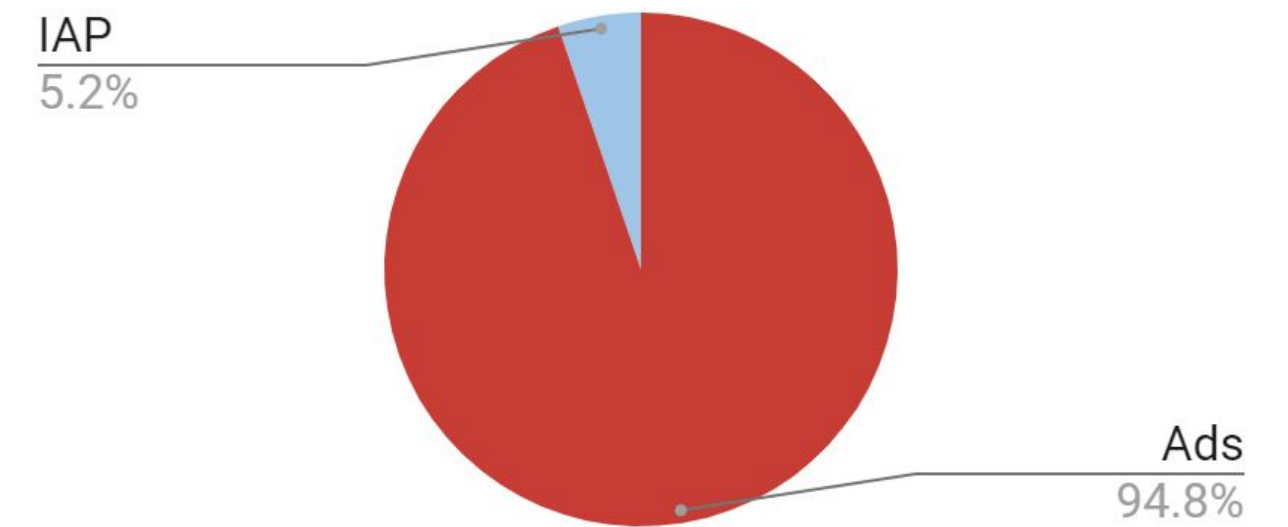


\*the presented data comes from the Group's current reports

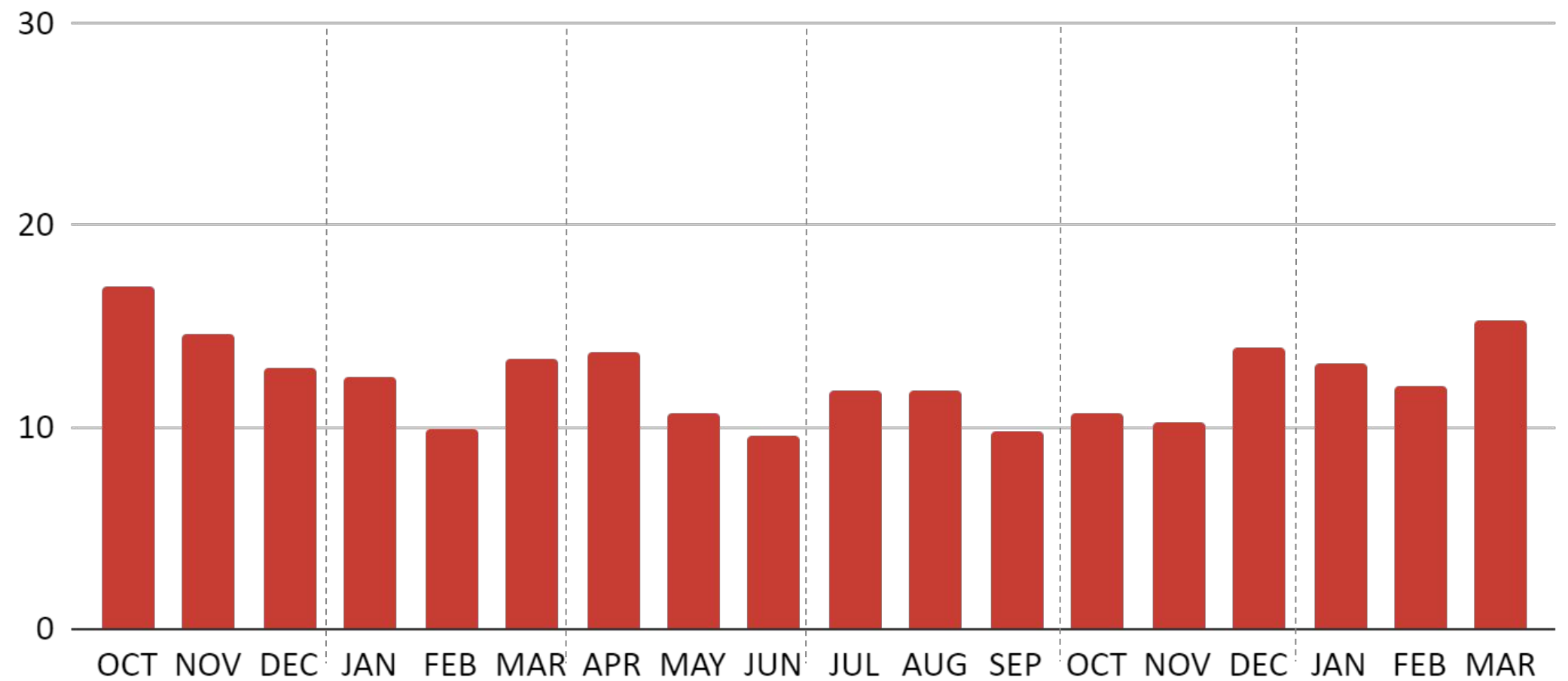
# BOOMBIT



## Q4 2023 revenue by sources



## Installs (M)



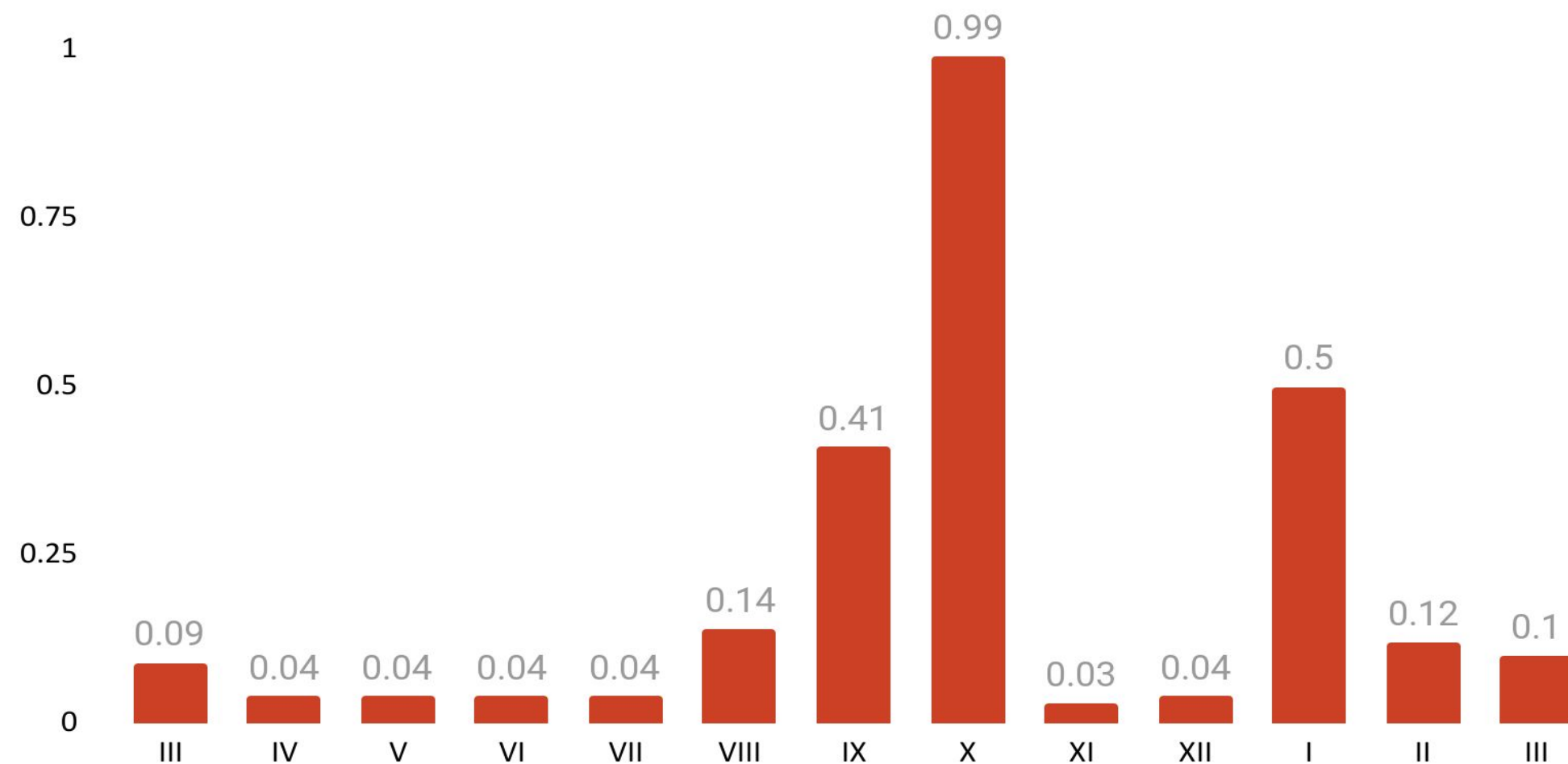
# BOOMBIT



## Revenue from blockchain projects

- \$1.9M revenue in 2023
- \$0.7M revenue in Q1 2024
- Revenue sources: token sales, NFT sales, grants

Monthly revenue (\$M)

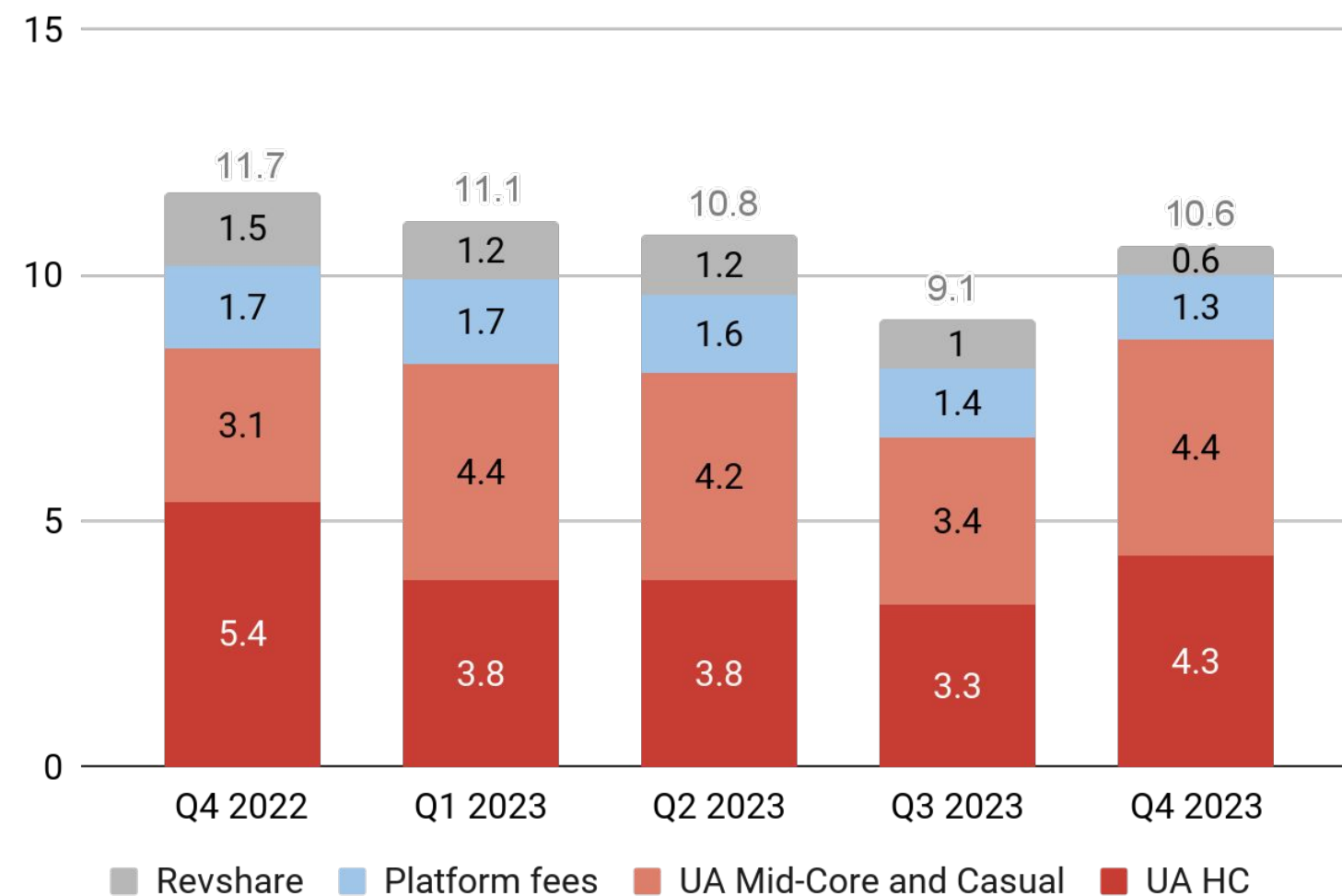


# Variable costs

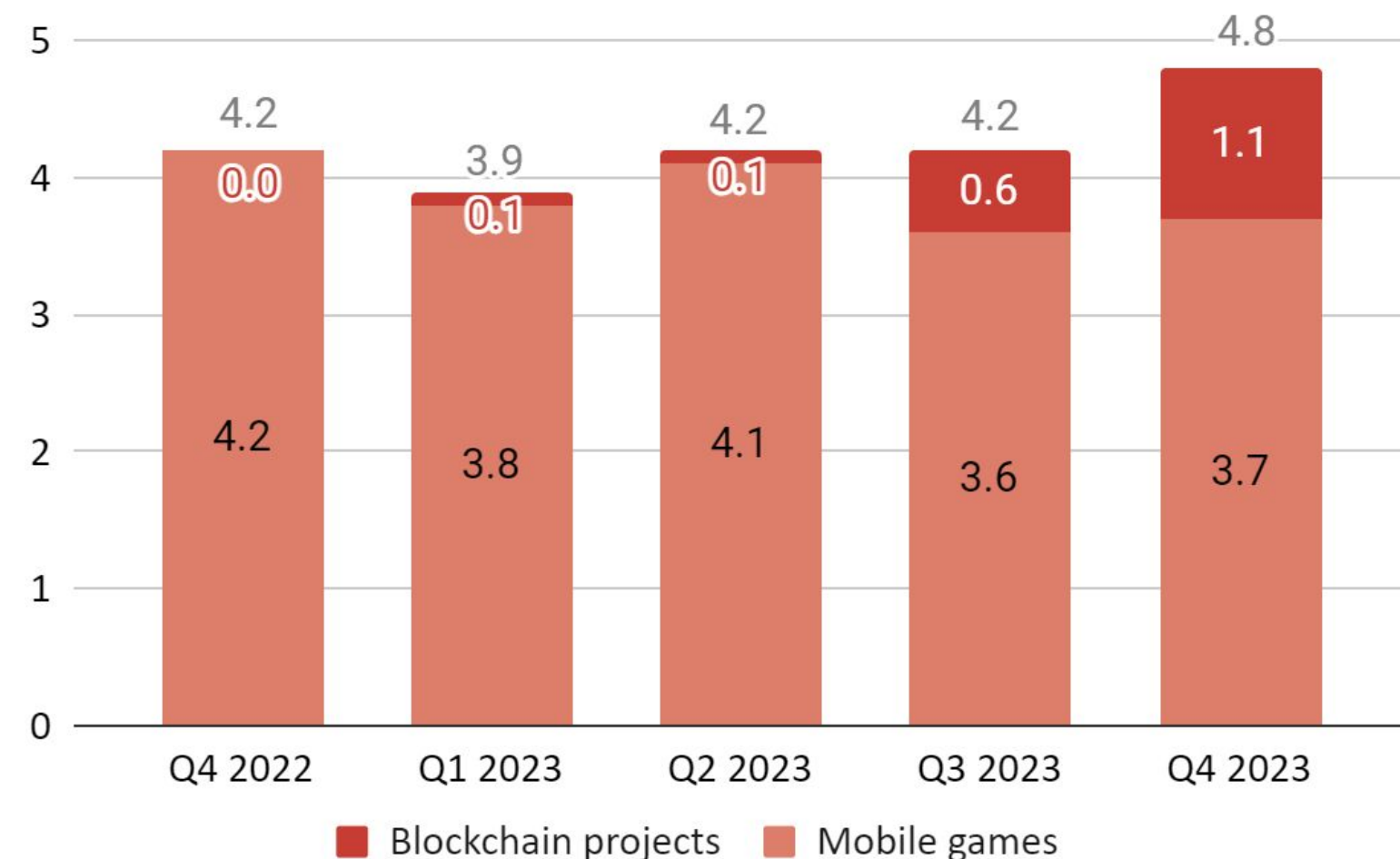
- \$10.6M variable costs in Q4 2023 (16% q/q)
- \$4.8M revenue net of variable costs in Q4 2023 (14% q/q)



Main variable costs (\$M)



Revenue net of variable costs (mln PLN)

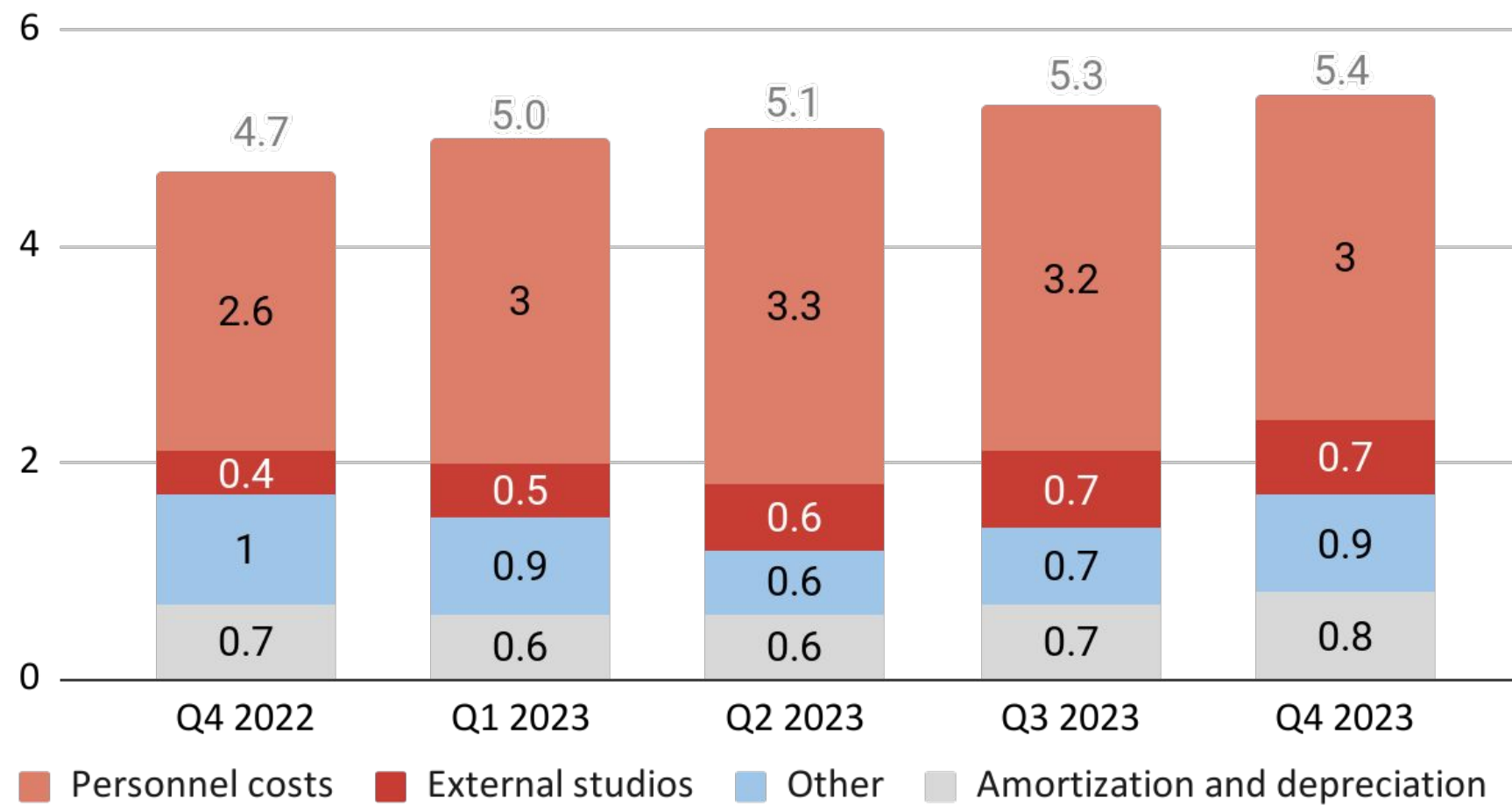




# Costs

- \$5.4M costs less main variable costs in Q4 2023 (2% q/q)
- \$3.4M for development of blockchain projects in 2023 (+44% y/y)

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



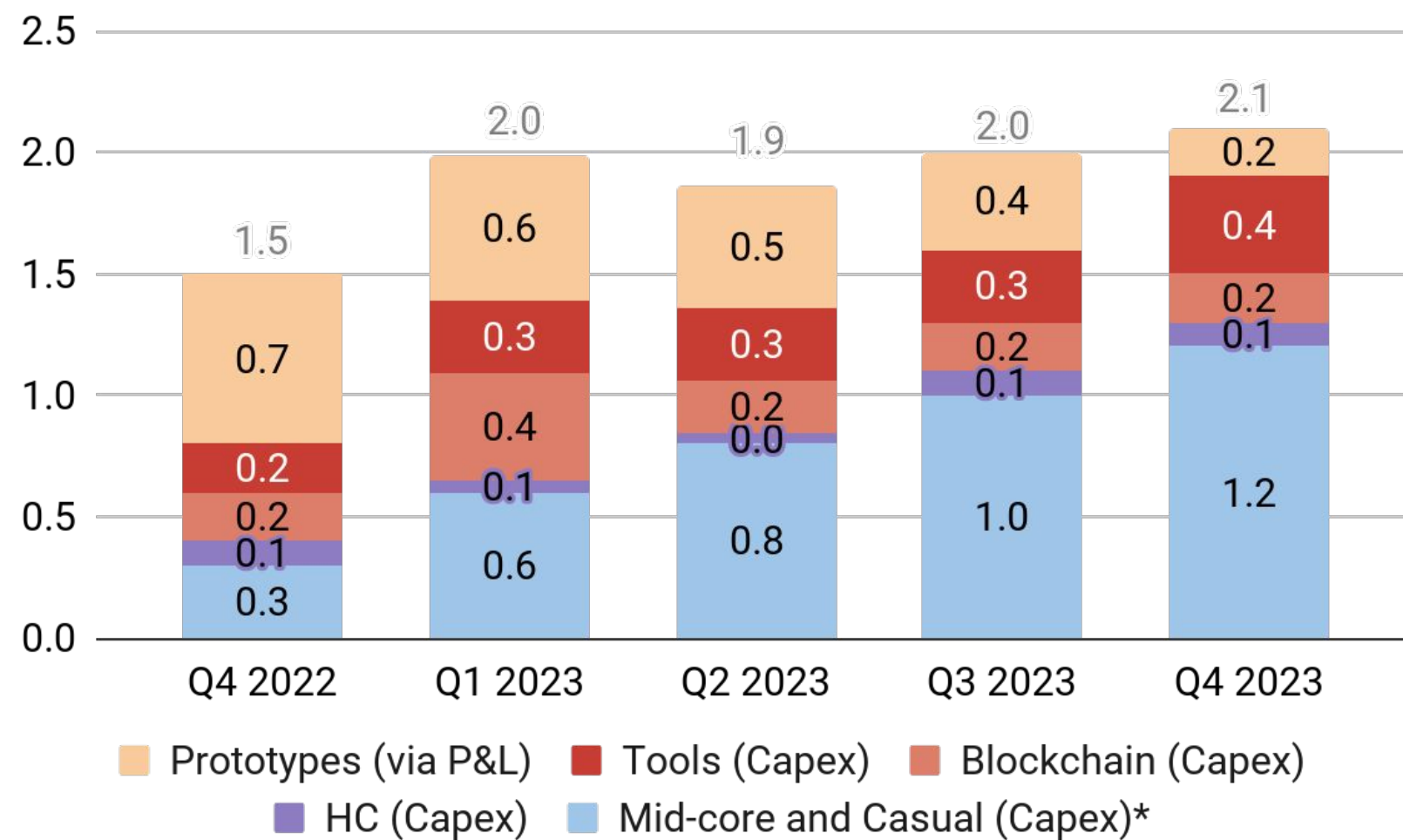
### Investments in blockchain projects (\$ M)



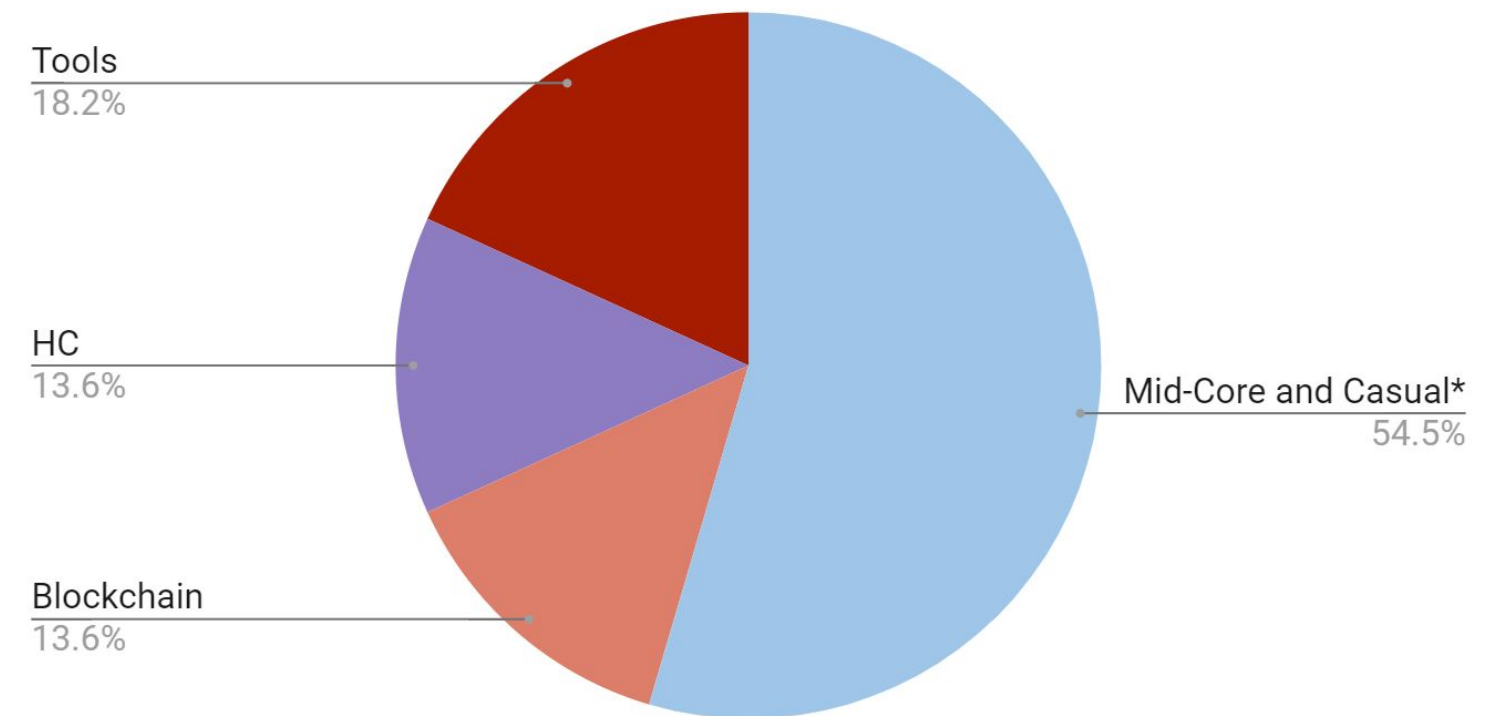
# Investments

- Higher expenses q/q mainly on Mid-Core / Casual games
- Lower cost of prototypes

CAPEX and investments (\$M)



Investments structure (CAPEX oraz P&L) in 2023



\*Mid-Core / Casual includes an application created in Mobile Esports

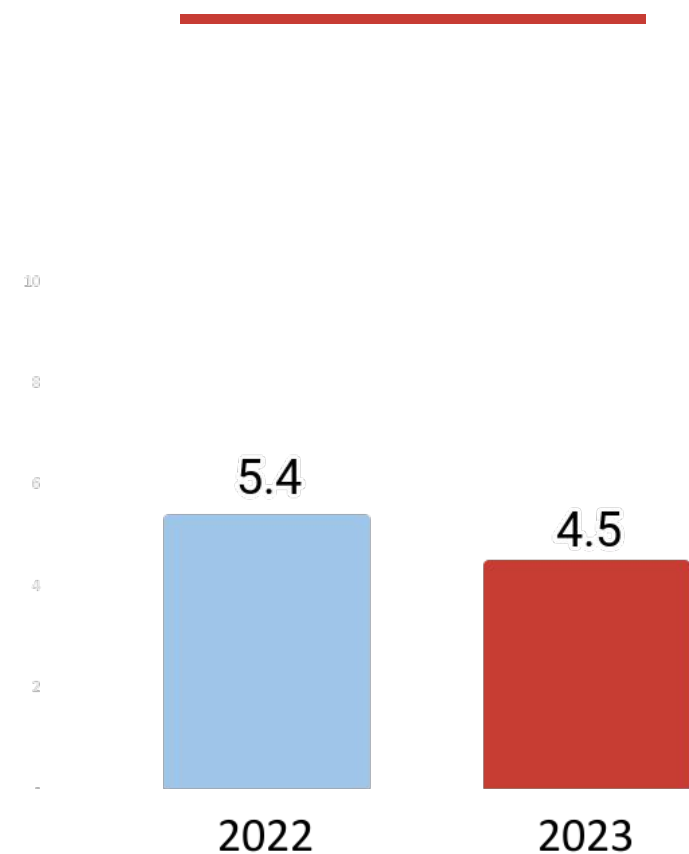




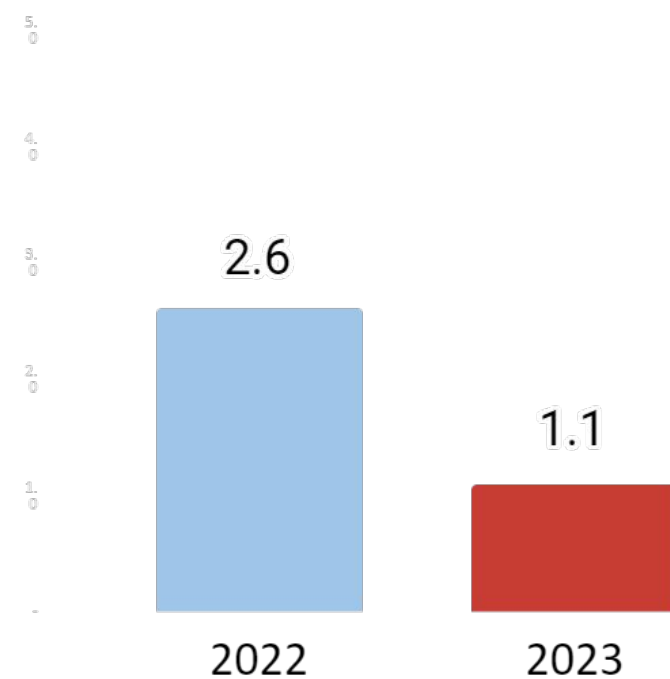
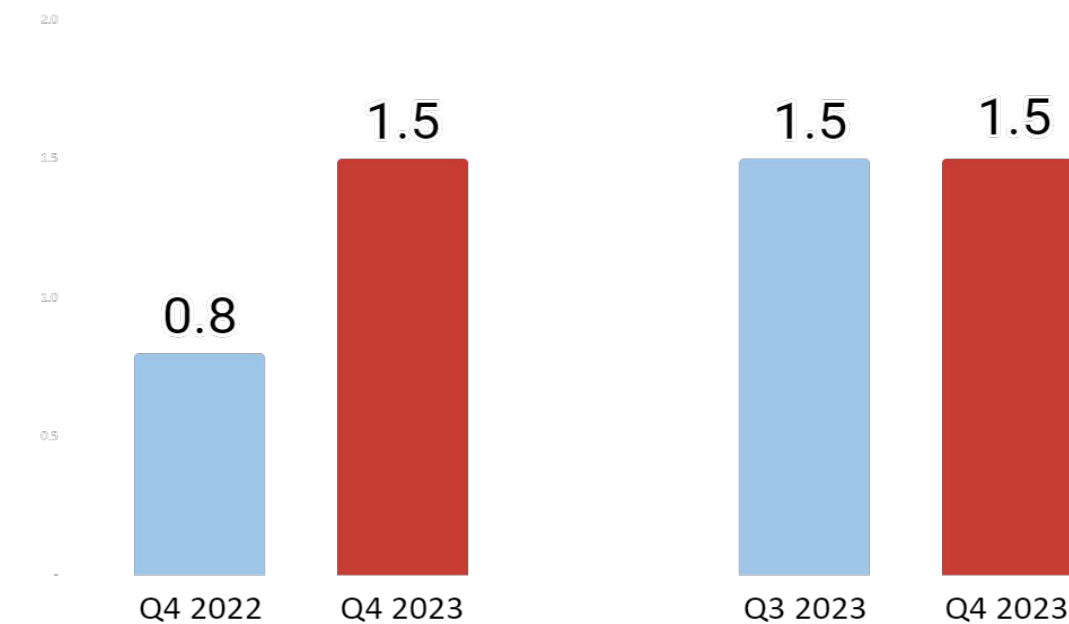
# BOOMBIT

EBITDA:  
\$4.5M

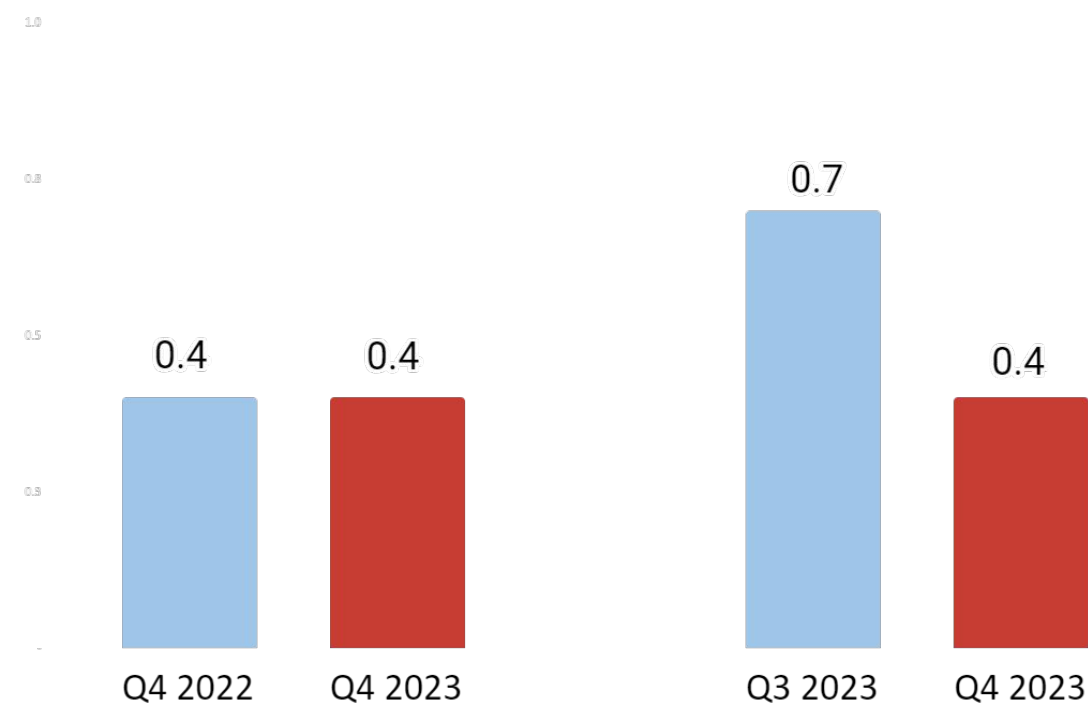
Net profit:  
\$1.1M



## adjusted EBITDA\* (\$M)



## Adjusted net profit\* (\$M)



\* Results adjusted for the impact of the valuation of shares in SuperScale at fair value and write-offs revaluating expenditure on development works, loans granted and receivables

# BOOMBIT

## Group results



### Operating segment results - FY 2023

Segment results (USD)	Gry mobilne			Projekty blockchain		
	2022	2023	change %	2022	2023	change in PLN
Revenue	65 803	56 835	-14%	9	1 873	1 864
Adjusted EBITDA*	6 928	4 887	-29%	(1 556)	(367)	1 189
Adjusted net profit*	4 117	1 752	-57%	(1 566)	(664)	902

### Operating segment results - Q4 2023

Segment results (USD)	Gry mobilne			Projekty blockchain		
	Q3 2023	Q4 2023	change %	Q3 2023	Q4 2023	change in PLN
Revenue	12 706	14 288	12%	590	1 115	525
Adjusted EBITDA*	1 496	775	(48%)	10	766	756
Adjusted net profit*	823	(188)	-	(141)	630	771

\* Results adjusted for the impact of valuation of shares in SuperScale at fair value and write-offs for development expenditure, loans granted and receivables

BOOMBIT

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# Blockchain projects



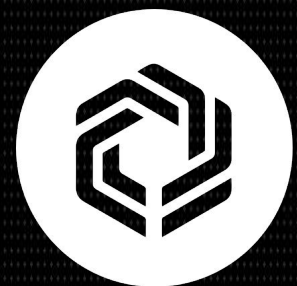


# BoomLand

WEB3 GAMING PUBLISHER



polygon



Immutable

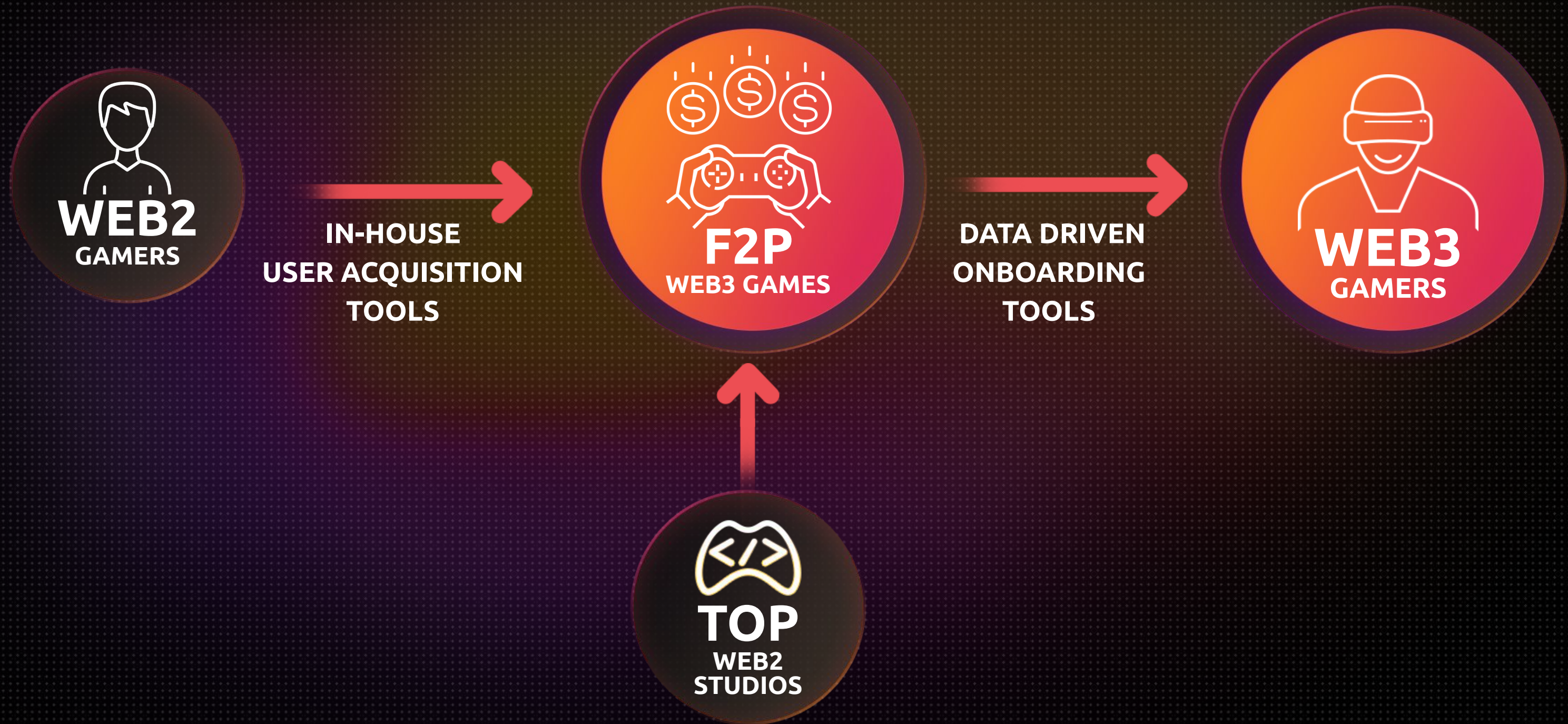


# THE MISSION

Accelerate The **Mass Adoption of Blockchain Games**

Create a **Seamless Experience** for **Published Studios** and Traditional **Web2** players

Leverage our **12 Years Experience** in **Mobile Free To Play**



# SEED ROUND | \$BOOM TOKEN

Raising **\$2.5M** to scale "Hunters On-Chain" and Publish 2 More Games in 2024



## SEED

RAISING: **\$2.5M**

VALUATION: **\$30M FDV**

TIMELINE: **JUNE 2024**

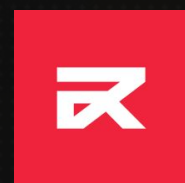


Q2 2024



Q3 2024

## BACKERS



GAMER



HYPERITHM



MAGIC EDEN

# ROADMAP

## IMMUTABLE ZKEVM

Q1 2024

- Immutable zkevm Migration (strategic)
- T2 Chest Sales (revenue)
- In App Purchases (revenue) (\$BOOM sink)
- Clan War Event (\$BOOM sink)
- Artifact Upcycling (\$BOOM sink)
- Co-op Game Mode Release (\$BOOM sink)

## GAME 2

Q2 2024

- Game 2 Announcement (\$BOOM sink)
- Burn Mechanics (\$BOOM sink)
- Summoning (scaling)
- Play-to-Airdrop Campaign (scaling)
- T3 Chest Sales (revenue)

## GAME 3 & \$BOOM IDO

Q3 2024

- Game 3 Announcement (\$BOOM sink)
- \$BOOM IDO (revenue)
- New Hunter Class NFT Sale (revenue)
- Season Pass (\$BOOM sink) (revenue)
- eSports Tournament Starts (scaling)

**IMMUTABLE GRANT | 2,000,000 IMX (\$6.2M\*)**



**Immutable**

**20% (400,000 IMX) ALREADY UNLOCKED & VESTING (\$1.2M\*)**

**BURN RATE COVERED BY GRANT**

**BOOMLAND IS A KEY GAMING PARTNER FOR IMMUTABLE NEW zKEVM**

**\* \$IMX @ \$3.1 26/03/24**





 playember



# PLAYEMBER STRUCTURE

- We believe that community ownership of projects is a key part of the culture and success of projects in the Web3 world
- Our goal is to build a decentralized IP owned by the community of gamers holding the \$EMBR token

## FOUNDATION

- a specific, "ownerless vehicle" used for token issuance
- acts as a neutral and independent entity, separate from the core development team or any individual
- owns the tokens and proceeds from token sale
- NEAR Foundation is an example of such a vehicle

## PLAYEMBER

- a developer and publisher, creating an ecosystem of casual web3 games
- provides a range of services to the Foundation (including development services, R&D, IP licensing, and marketing)

## \$EMBR TOKEN

- a utility token to be issued by the Foundation
- will have utility across PlayEmber's games and the whole ecosystem co-created by Foundation and PlayEmber

# PLAYEMBER THE LEADING WEB3 CASUAL GAME ECOSYSTEM AND PUBLISHER



## GAME DEVELOPMENT

- Test, design, develop our own 1st party mobile games
- Hyper Casual + Casual Games teams
- Roblox game development



## PUBLISHING AND DISTRIBUTION

- Co develop/fund 3rd party games
- Distribute + publish 3rd party games
- Game Design Support
- Roblox + Nintendo Switch publishing



## IP AND DIGITAL ASSETS

- 1st party IP creation, Emby ( 3 new games in March)
- Brand and PFP digital asset partnerships



## INFRA + TOOLING

- EMBR ID system
- Web 3 gaming SDK
- Distribution Platform
- Unity game engines
- Embr Ad Network

# PHASE 1 – FIRST 1 MILLION PLAYERS ONBOARD TO WEB3



JOURNEY

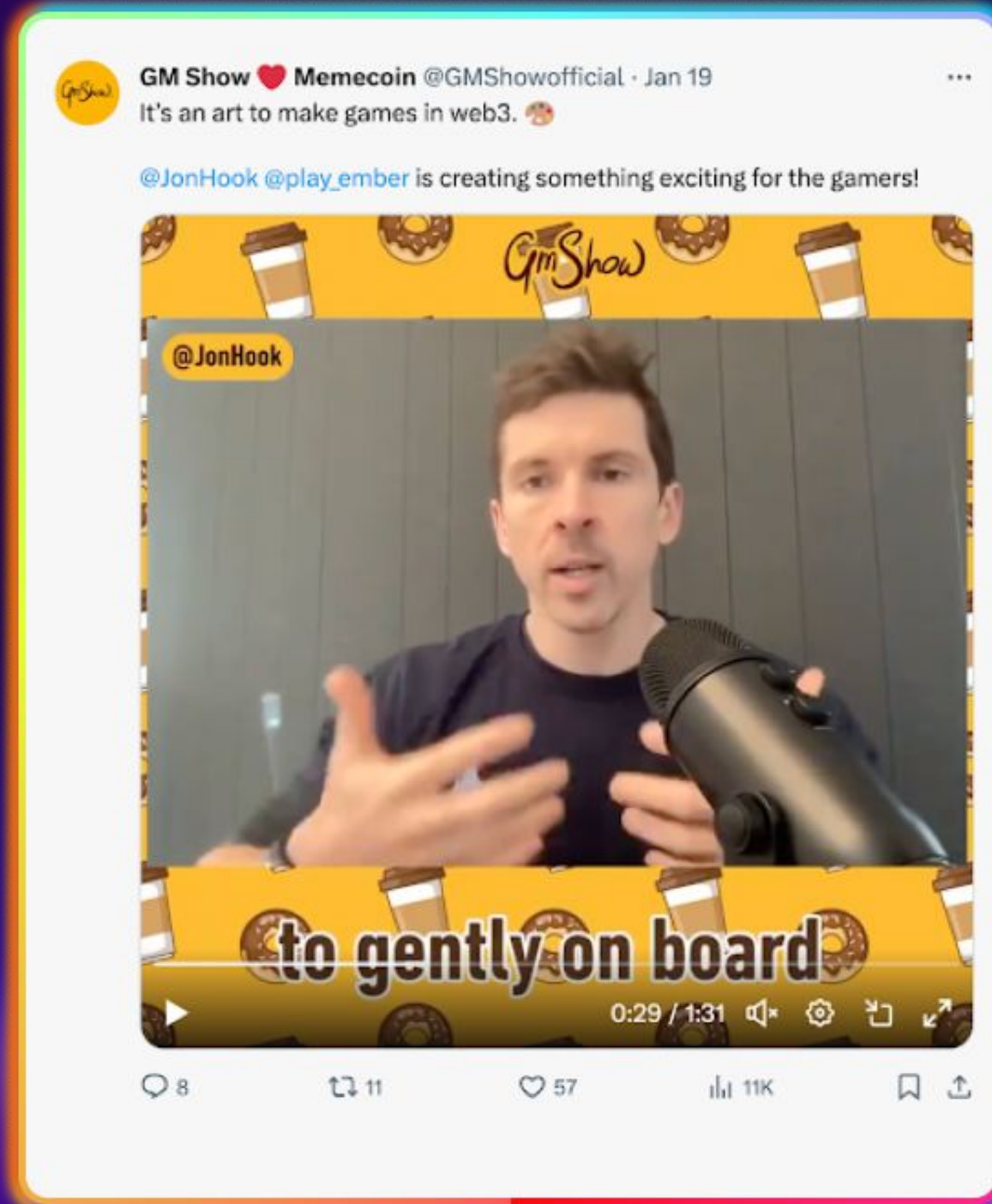
SIGN-UP

QUEST

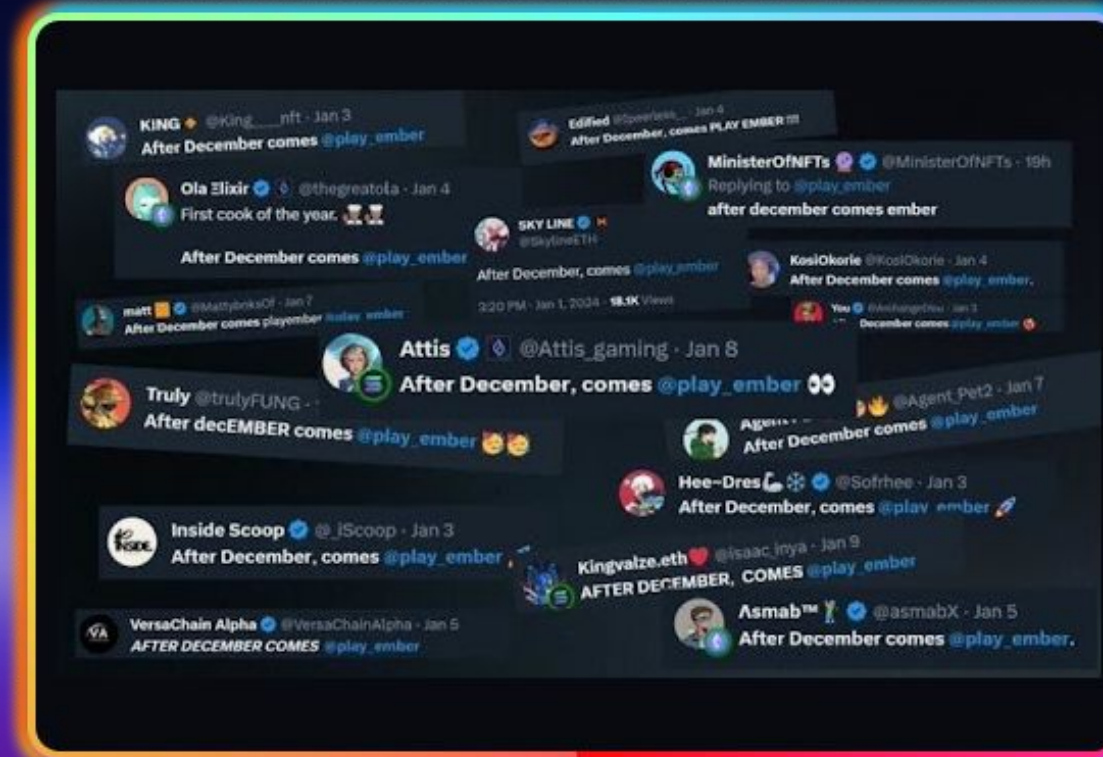
LEVEL-UP

COLLECT

# BUILDING OUR WEB3 BRAND + COMMUNITY = 8K TO 350K TWITTER FOLLOWERS IN 8 WEEKS



**380K**  
**SOCIAL COMMUNITY**



**\$5.1M USD**  
**VOLUME TRADED**  
**IN 5 WEEKS**

# PHASE2 CLUB EMBY – OUR DISTRIBUTION AND MEMBERSHIP HUB



**EMBY GAMES**

**1ST PARTY GAMES**



**CROSS PLATFORM DISTRIBUTION (ROBLOX + NINTENDO SWITCH)**



**PLAYEMBER PARTNER GAMES**



**DIGITAL PARTNERSHIPS**

**SOCIAL MEDIA + CREATOR PARTNERSHIPS**



# ROADMAP

No1 CASUAL GAMES STUDIO



## 2024 Q2 TGE + EMBY HUB LAUNCH

- Launch \$EMBR
- V2 Club Emby live
- Debut Roblox game launched
- 10 new PlayEmber mobile games + Cool Cats / Pixelmon games



## 2024 Q3 DRIVE MAU GROWTH

- Expand IP partnerships - web2 and 3
- 3rd party dev tooling + Dashboard
- Platform distribution - Tik Tok, YouTube, Twitch



## 2023/2024 PHASE2 LAUNCH

- Continue to onboard web2 players via mobile games
- ETH NFT Lunch on Xterio



## 2024 Q3 MORE GAMES + SOCIAL TESTS

- Release more Mobile Games
- 2nd Roblox Game launched
- Launch PlayEmber + 3rd party IP games



## 2025 Q1 LAUNCH EMBR SDK + EMBR GAME FUND

- Onboard 3rd party mobile game developers supported by EMBR game fund

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# Outlook for 2024

- Rich publishing pipeline:
  - +10 Mid-Core launches
  - the biggest Hunt Royale update to date
- Development activities:
  - tools and services ready for commercialization
  - Mobile Esports development
- Further development and milestones of blockchain projects

**BOOMBIT**





# Key financial data

kPLN	Q1 2022	Q2 2022	Q3 2022	Q4 2022	2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023
Revenue**	15,888	18,681	15,418	15,909	65,896	14,998	15,018	13,326	15,367	58,708
Revenue - variable costs	3,955	4,230	3,838	4,189	16,212	3,898	4,194	4,246	4,762	17,090
EBITDA	1,450	1,307	1,830	655	5,242	804	508	1,171	1,289	3,778
Net profit	546	446	723	342	2,057	77	1,613	366	257	2,280
One-off effects***	0	205	256	120	581	34	-2,252	307	200	-1,662
EBITDA adj.	1,450	1,307	1,830	769	5,356	838	664	1,494	1,521	4,520
Net profit adj.	546	612	930	439	2,527	105	-126	670	433	1,087
CAPEX	948	867	954	1,144	3,913	1,431	1,353	1,575	1,930	6,290
Cash (end of quarter)	8,929	8,699	6,773	10,222	10,222	10,907	11,383	9,424	8,052	8,052

\*The presented revenues do not include values from the soft launch phase, which, in accordance with the Group's accounting principles, are capitalized as development costs.

\*\*In 2023 - valuation of shares in SuperScale, costs of the incentive program in part resulting from the valuation of shares in SuperScale, impairment losses on development expenditure, impairment losses on loans and receivables granted. In 2022 - valuation of shares in SuperScale to fair value, impairment losses on loans and receivables granted and expenditure on development works.



**BOOMBIT**

**BOOMBIT**

**Thank you!**