INTERIM REPORT Q2 2021

A Challenger on a Quest

From August (Q221 Report) report Acroud has changed reporting and company language to English. This means that onwards press releases will only be communicated in English. Interim Reports and the correlated press releases will be issued in both English and Swedish, however the English version will supersede the Swedish version.

INTERIM REPORT Q2 2021

SEQUENTIAL GROWTH

AND STRONG OPERATIONAL CASH FLOW

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AND STRONG OPERATIONAL CASH FLOW

SECOND QUARTER 2021

- **Revenue** amounted to **EUR 6 200** (3 567) thousand, corresponding to a growth of **74%** (2%) and an organic growth of -25% (2%).
- **EBITDA** amounted to **EUR 1 159** (1 499) thousand. **Adjusted EBITDA** (before items affecting comparability related to acquisitions, reorganization and new share issues) was **EUR 1 500** (2 058) thousand.
- **Profit** after tax was **EUR -267** (-1 144) thousand. **Adjusted profit** after tax (before items affecting comparability and currency effects) was **EUR 292** (1 297) thousand.
- **Earnings per share** after dilution amounted to **EUR -0.002** (-0.015). **Adjusted earnings per share** (before items affecting comparability and currency effects) was **EUR 0.002** (0.017).
- **New Depositing Customers** (NDC) amounted to **29 448** (10 079) increasing by **192%** (8%).
- **Cash flow** from operating activities amounted to **EUR 1 965** (2 442) thousand.

FIRST SIX MONTHS 2021

- **Revenue** amounted to **EUR 11 780** (6 757) thousand, corresponding to a growth of **74%** (-11%) and an organic growth of -18% (-11%).
- **EBITDA** amounted to **EUR 2 599** (3 239) thousand. **Adjusted EBITDA** (before items affecting comparability related to acquisitions, reorganization and new share issues) was **EUR 3 074** (3 798) thousand.
- **Profit** after tax was **EUR 480** (1 614) thousand. **Adjusted profit** after tax (before items affecting comparability and currency effects) was **EUR 844** (2 736) thousand.
- **Earnings per share** after dilution amounted to **EUR 0.004** (0.021). **Adjusted earnings per share** (before items affecting comparability and currency effects) was **EUR 0.007** (0.036).
- **New Depositing Customers** (NDC) amounted to **61,235** (19,701) increasing by **211%** (-5%).
- **Cash flow** from operating activities excluding one-off tax payment relating to acquisitions amounted to **EUR 2 353** (4 067) thousand.

SIGNIFICANT EVENTS IN THE QUARTER

- In April, Acroud strengthened the position within Streaming and SaaS in Sports Betting and Poker through the acquisition of TheGamblingCabin (TGC). TGC was acquired for a purchase price of SEK 47 million, on a cash and debt-free basis. The purchase price was paid in cash and with newly issued shares in Acroud. The transaction was based on Acroud's signed letter of intent published in a press release on 17 February 2021. TGC generated annual sales of EUR 1.4 million, based on the 9-month period Q320– Q121, with an EBITDA margin of approximately 65 percent resulting in annual EBITDA of approximately EUR 0.9 million.
- In May, Jonas Strömberg from Erik Selin Aktiehandel AB and Maria Grimaldi Andersson were elected as new board members of Acroud. Fredrik Rüden and Jonas Bertilsson renounced re-election.
- In June 2021 Acroud further broadened the product offering within Sports Betting in connection with the EURO Cup via the launch of Betfootball.com. Betfootball.com has new prediction tool features and is mainly focused on Europe and UK, complementing Acroud's other brands such as SportsBettingGuide.com which is more focused on the US market.

Key Figures	APR-JUN			JAN-JUN			LTM	
EUR thousands	**2021**	**2020**	**Y/Y%**	**2021**	**2020**	**Y/Y%**	**Jun-21**	**Y/Y%**
Revenue	6 200	3 567	74%	11 780	6 757	74%	16 650	23%
Revenue Growth, %	74%	2%	72pp	74%	-11%	85pp	23%	45pp
Organic Growth, %	-25%	2%	-27pp	-18%	-11%	-7pp	-24%	-3pp
EBITDA	1 159	1 499	-23%	2 599	3 239	-20%	4 852	-31%
EBITDA margin, %	19%	42%	-23pp	22%	48%	-26pp	29%	-23pp
Adjusted EBITDA	1 500	2 058	-27%	3 074	3 798	-19%	5 058	-33%
Adjusted EBITDA margin, %	24%	58%	-33pp	26%	56%	-30pp	30%	-26pp
Profit after tax	(267)	(1 144)	-77%	480	1 614	-70%	123	-96%
Earnings per share (after dilution)	(0.002)	(0.015)	-86%	0.004	0.021	-82%	0.001	-97%
Adjusted Profit after tax	292	1 297	-77%	844	2 736	-69%	1 100	-77%
Adjusted Earnings per share (after dilution	0.002	0.017	-87%	0.007	0.036	-81%	0.011	-83%
Net Debts / Adjusted EBITDA rolling 12 months)	3.5	2.8	23%	3.5	2.8	23%	3.5	23%
New Depositing Customers (NDCs)	29 448	10 079	192%	61 235	19 701	211%	77 809	81%

pp = percentage points

Sequential growth and **strong operational cash flow**

Despite a generally weaker quarter on account of seasonal variations, it is positive that we have managed to increase sales by 11% sequentially compared with the first quarter to EUR 6,200k. We also have strong operational cash flow of EUR 1,965k. In the second quarter, we actively decided to invest in new growth initiatives for the future at the expense of short-term profitability, with an adjusted EBITDA of EUR 1,500k. It would be wrong to say that we are satisfied. Change management work continues apace, but the EBITDA from this is developing more slowly than we want. There are several factors behind this, but my basic message is that we can do better, and we will do better.

Step by step, Acroud is moving from being a traditional player with comparison sites to having a product mix comprising more complex solutions with high entry barriers and high-quality content. The acquisition of TheGamblingCabin (TGC) in April was an important milestone during the quarter and the company fits well into Acroud's operations.

Robert Andersson, CEO

Integration and continued strong NDC growth

The second quarter was mainly focused on integrating acquired assets and continuing our long-term focus, with increased investments in our future, which can be seen in the 192% increase in our NDCs (New Depositing Customers) compared with the previous year. This is one of the most important KPIs and earnings were very strong in the first six months of the year, to a large extent as a result of the acquisitions made and the synergies they entail.

Our new As a Service segment is growing strongly and was our biggest segment in the second quarter when the integrations were implemented. Through acquisitions we are positioning ourselves as the Media House of the Future, supplementing our previous traditional affiliate sites with more advanced software solutions and SaaS and BaaS solutions.

Preparing for growth in iGaming Affiliation and ...As a Service

The iGaming Affiliation segment is our core business. The development of the segment has been challenging in recent years and it has been affected by market conditions and regulatory measures in several countries. We have now dealt with most of the regulatory effects and can operate on more stable, more predictable markets from now on.

An important area in our iGaming Affiliation core segment is our SEO strategy, as our sites are increasingly ranked higher with the correct keywords in strategically selected markets and search engines. We can see the effects in our underlying KPIs from the end of the quarter and will be able to benefit from this in the second half of the year.

We have also been focusing on preparing for the opening of the Dutch market in October 2021. We are ready for significant growth in the future. We have also upgraded our most important sites, such as CasinoSpielen and CasinoGuide, which are positioned towards selected markets in the EU. In addition, we have brought forward our focus on emerging markets with the CT10 brand and strengthened our Sports Betting vertical by launching SportsBettingGuide.com and BetFootball.com.

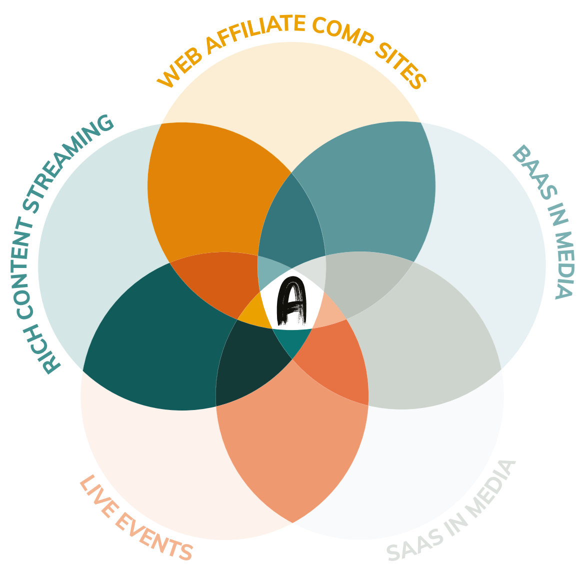
In summary, we are well positioned for the opening of the Dutch market in October where we have a long history and wide experience. The preparations are in full swing and the last pieces of the puzzle will fall into place in the third quarter, allowing us to capitalise on our iGaming assets.

The future belongs to high quality content and software-solutions

In a short time, we have developed Acroud from only operating iGaming Affiliation sites to also offering SaaS solutions, BaaS solutions and high-quality media content such as streaming, Twitch, YouTube and land-based live events.

In the future, the use of software-based tools and AI will increase continuously, which is in line with our greater focus on our As a Service business. Within our SaaS business we launched Voonix in the VPN vertical after the quarter and we expect to launch Voonix for two additional verticals before the year-end. In addition, we will make our in-house developed platform (CAS) available to external affiliates as part of our SaaS product offering. This will provide affiliates with a full backend software suite for them to realise their vision. We expect to make this available in early 2022.

MEDIA HOUSE OF THE FUTURE



OUR COMPONENTS

Our most recent acquisition, TheGamblingCabin, is a fast-growing player in streaming and software solutions for the media and affiliation industry. TGC's 'reduction tool' is advanced software and the company's digital presence is impressive. The tool will be launched worldwide and expansion will begin in the second half of 2021 after our first land-based event (The Festival Series) in September.

In summary, we can look back on a very intensive second quarter in which we continued to invest actively in our future and achieved sequential growth and strong operational cash flow. I look to the future with confidence as we have reached some important milestones and can see strong development in the underlying KPIs. I look forward to the second half of the year with great optimism.

Robert Andersson
Malta, 12 August 2021

Group Development
QUARTER APR–JUN 2021

Revenue

Revenue for the second quarter increased by 74% to EUR 6 200 (3 567) thousand. Revenues for the new ...As a Service segment amounted to EUR 3 238 (-) thousand while revenues for the iGaming Affiliation segment amounted to EUR 2 962 (3 567) thousand.

New Depositing Customers (NDC) showed strong growth reaching 29 448 NDCs in the first quarter compared with 10 079 generated in the corresponding period the previous year. The NDC development is driven partly by the new ...As a Service segment, but NDC levels within the iGaming Affiliation are also growing driven by Sports Betting and Poker.

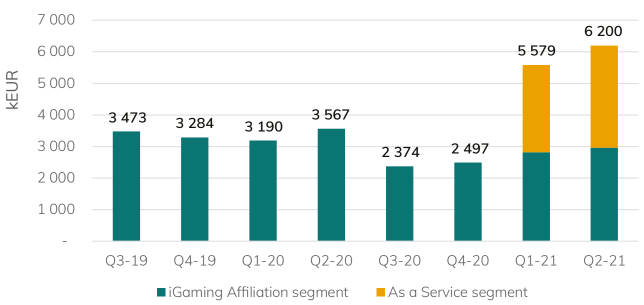
We can see that the revenue diversification work is bearing fruit and the risk profile of the business is improving simultaneously as the company shows revenue growth.

Revenues for the new ...As a Service segment amounted to approximately 52% of Group's revenues in the second quarter where BaaS solutions amounted to EUR 3 038 thousand and the high margin subscriber based SaaS solutions amounted to EUR 200 thousand.

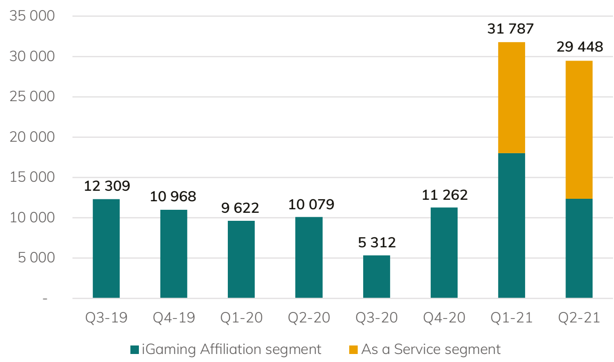
Our underlying core business iGaming Affiliation, where we operate news and comparison websites within Sports Betting, Poker and Casino shows revenue growth and improved revenue diversification sequentially from last quarter, however mainly driven by the TGC acquisition.

In 2020, a Key Account Team has been appointed, including a Chief Commercial Officer. This has resulted in the implementation of new revenue streams and we enable synergies in connection with the acquisitions by optimizing deals and up-selling as we have significant higher NDC generation. Revenue from flat fees, banner fees etc., accounted for just over 25% of Q2 2021 group revenues, compared with 4% for the same period the previous year.

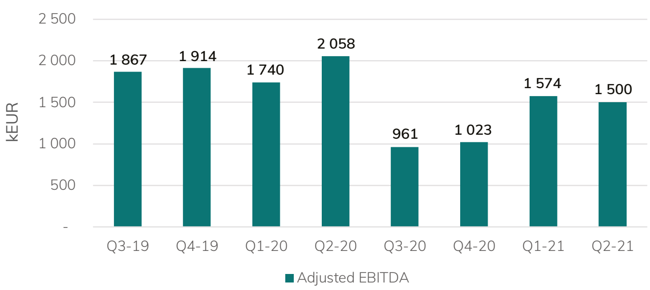
Revenue Development



NDC Development



Adjusted EBITDA Development



Costs

Operating expenses for Q2 2021 increased compared to last year mainly related to the addition of the cost base in the acquired PMG (...As a Service segment) and TGC. The...As a Service segment has a different business model than the core business iGaming Affiliation, and is operating with an EBITDA margin of around 10%, meaning higher cost base than the iGaming Affiliation segment. TGC on the other hand is operating with an EBITDA margin of around 65%. The operating expenses excluding ...As a Service segment, TGC and items affecting comparability have increased slightly from Q2 2020 and decreased sequentially from Q1 2021.

Personnel expenses in Q2 2021, excluding items affecting comparability and As a Service segment (Power Media Group), increased to EUR 852 (804) thousand compared with Q2 2020, driven by TGC acquisition. Personnel expenses increased sequentially (Q1 2021: EUR796 thousand) driven mainly by TGC, and are expected to increase coming quarters as the number of employees is increasing through various growth initiatives.

Other external expenses in Q2 2021, excluding items affecting comparability and As a Service segment (Power Media Group), increased both compared with Q2 2020 and sequentially, driven by TGC acquisition, high activity in the transformative work and various growth initiatives. Other external expenses in Q2 2021 were negatively affected by items affecting comparability of just over EUR 181 (367) thousand related to acquisitions, restructuring and rebranding. We have a strong focus on continuing cost control in order to run operations with a high margin.

EBITDA

Operating profit before depreciation (EBITDA) on group level amounted to EUR 1 159 (1 499) thousand. Excluding items affecting comparability, operating profit before depreciation (EBITDA) on group level amounted to EUR 1 500 (2 058) thousand. The one off adjustments to arrive at Adjusted EBITDA is mainly related to lay off costs for employees in change management work and acquisition costs for TGC. The reduced EBITDA level is primarily related to the revenue decline described on page 10.

Depreciation/amortisation and net financial items

The Company's depreciation during Q2 2021 amounted to EUR 503 (155) thousand and has increased from Q2 2020, primarily due to the acquisitions of PMG and TGC.

Acroud's net financial items for Q2 2021 amounted to EUR -866 thousand, compared with EUR -1 929 thousand for the same period the previous year. Interest expenses are primarily related to loan financing.

Net financial items in Q2 2021 were negatively affected by currency effects of EUR 218 (1 139) thousand related to loan financing and cash proceeds, which were denominated in SEK.

Earnings

Profit after tax improved to EUR -267 (-1 144) thousand and the period's earnings per share after dilution amounted to EUR -0.002 (-0.015). Profit after tax, adjusted for currency effects related to the bond loan, amounted to EUR 292 (1 297) thousand and the period's earnings per share after dilution amounted to EUR 0.002 (0.017). The Group continues to operate with an effective tax rate of approximately 8-10%.

The profit after tax in Q2 amounted to EUR -267 thousand and has been impacted by one off items within EBITDA of EUR -341 thousand, currency impact related to the bond of EUR -218 thousand and increased amortization mainly related to TGC of EUR -150 thousand compared to last quarter.

iGaming Affiliation

Revenue

Revenue for the second quarter decreased by 17% to EUR 2 962 (3 567) thousand. The revenue level within the iGaming Affiliation segment for Q2 2021 compared with corresponding period last year has been negatively affected by the fact that the Company has adjusted the product offering to ensure compatibility with the rules in the Dutch market, which will re-open again in October 2021. In addition Q2 2020 was temporarily positively impacted by increased traffic levels on our sites due to COVID-19 situation. Revenues for the iGaming Affiliation has sequentially increased from Q1 2021 by 5% from EUR 2,814 thousand to EUR 2,962 thousand driven by TGC acquisition and integration effects via increased up-selling.

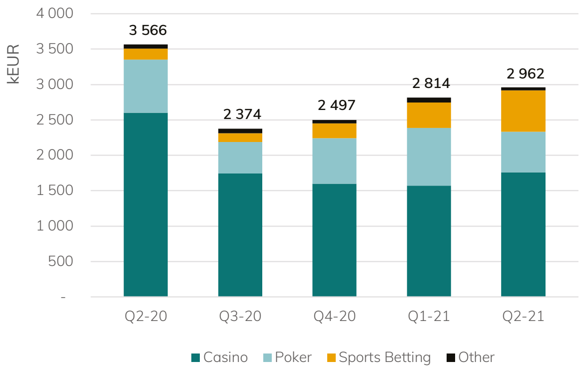
New Depositing Customers (NDC) showed strong growth reaching 12 355 NDCs in the second quarter compared with 10 079 the corresponding period the previous year. NDC levels within the iGaming Affiliation is growing driven mainly by Sports Betting. We see continued high NDC numbers and expect growth going forward as the underlying KPIs on our sites show positive trends. Q121 we had a very strong NDC development related to the Cheltenham horse racing event and paid media initiatives.

The revenue share ratio of total revenue iGaming affiliation has stabilized above 50% in Q2 2021. The transition to the right balance between revenue share, CPA and Other revenue deals strengthens our growth over time and gives the Company long-term stability. The revenue diversification has also improved on vertical level where Poker is comprising 19% (21%) of iGaming Affiliation revenues. Sports Betting is also growing as Sports Events have opened up again, in connection with COVID-19 restrictions, comprising 20% (4%) of iGaming Affiliation revenues. We expect Sports Betting to grow onwards via the acquisition of TGC in April 2021 and the launch of various growth initiatives in connection with the main football leagues starting after the summer.

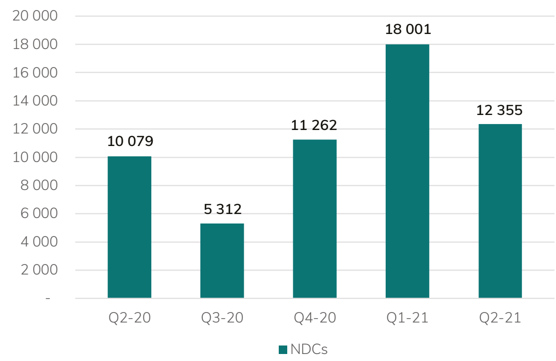
79% of iGaming Affiliation revenue in Q2 2021 was generated by the Casino and Poker verticals. The two verticals have historically been the foundation of the revenue base. However, the focus on Sports Betting is increasing gradually and we find synergies between the verticals. The Poker vertical's main driver has historically been Pokerlistings.com, but is now being integrated with The Festival (live tournaments and gaming events) and TGC.

The focus on Sports Betting is increasing and the vertical comprises app 20% of the Company's total revenue in Q2 21 driven by the EURO Cup, TGC acquisition, the launches of Betfootball.com and SportsBettignGuide.com. We can see that we will have a higher share of revenue within the Sport Betting vertical over time, due to, among other things, completed and planned strategic acquisitions in combination with development of our existing sites. Sports Betting growth over the last year has been driven both by the initiatives we have launched and refinement of domains acquired in 2019 and 2020.

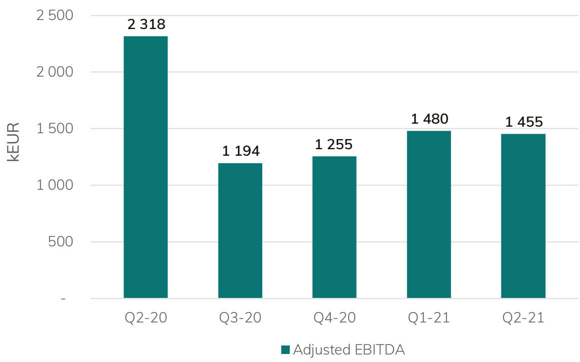
Revenue Development iGaming Affiliation Segment



NDCs Development iGaming Affiliation Segment



Adjusted EBITDA Development iGaming Affiliation Segment



Since the previous year, we have also seen our position with strong domains in the North American market strengthening as more states are regulated. During Q2 2020, we also saw a sharp increase in traffic flow, which slowed down to some extent in Q3 2020, only to increase again at the end of Q4 2020 and 2021.

We continue to have focus on North America and revenue for Q2 2021 increased in absolute terms compared with the same period the previous year. Several initiatives have been taken to strengthen our position in the North American market over the last year, including upgrading Pokerlistings.com to a new platform and launching a separate Sports Betting and Casino section. The offering has also been broadened with the introduction of social gaming, which has developed strongly last quarters.

Costs

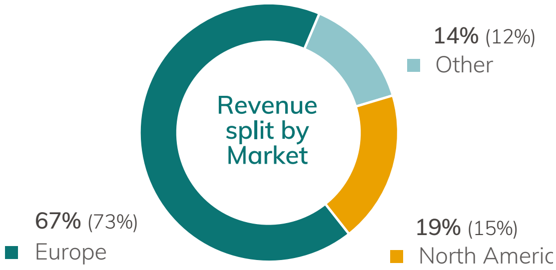
The operating expenses within the iGaming Affiliation segment have increased from Q2 2020 and sequentially from Q1 2021.

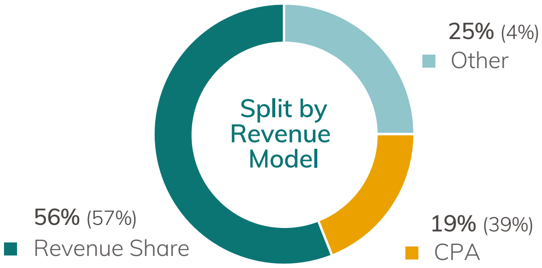
Q2 personnel expenses, excluding items affecting comparability, decreased at EUR 726 (746) thousand compared with Q2 2020. Personnel expenses increased sequentially (Q1 2021: EUR 669 thousand), and is expected to increase coming quarters as the number of employees is increasing through various growth initiatives.

Other external expenses in Q2 2021 (EUR 982 thousand) increased compared with Q2 2020 (EUR 790 thousand), driven by high activity in the transformative work and various growth initiatives. Other external expenses remained unchanged since Q1 2021 (EUR 982 thousand). We have a strong focus on continuing cost control in order to run operations with a high margin.

EBITDA

The iGaming Affiliation segment is showing an EBITDA generation in Q2 2021, excluding items affecting comparability, amounting to EUR 1 455 thousand compared to EUR 1 480 thousand in Q1 2021 and EUR 2 318 thousand in Q2 2020. The iGaming affiliation segment is operating with an EBITDA margin of approximately 45-55% where Q2 2021 reached 49%. The EBITDA decrease from last year is mainly related to the Company adjusting the product offering to ensure compatibility with the rules in the Dutch market, which will re-open again in October 2021.





...As a Service

Revenue

Through the acquisition of Power Media Group we can offer SaaS and BaaS solutions via our ...As a Service segment, which has a different product offering with stable revenue streams via brands such as Matching Visions, Voonix and Affhut.

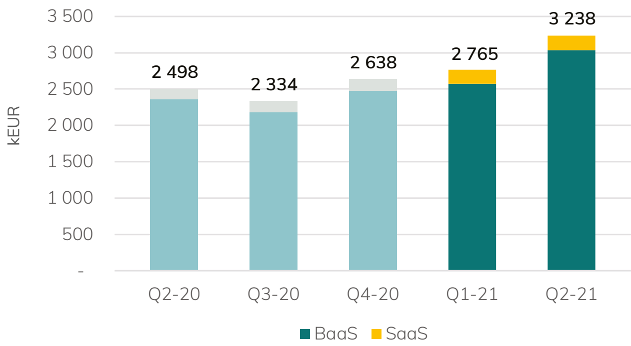
Revenues for the new ...As a Service segment amounted to EUR 3,238 (-) thousand in the first quarter where BaaS solutions amounted to EUR 3,038 thousand and the high margin subscriber based SaaS solutions amounted to EUR 200 thousand.

New Depositing Customers (NDC) showed strong growth reaching 17,093 NDCs in the first quarter compared with 12,246 the corresponding period the previous year. The NDC development is driven partly by new initiatives within the BaaS business where Matching Visions has launched several close partnerships with large Content Creators (Twitchers and Youtubers).

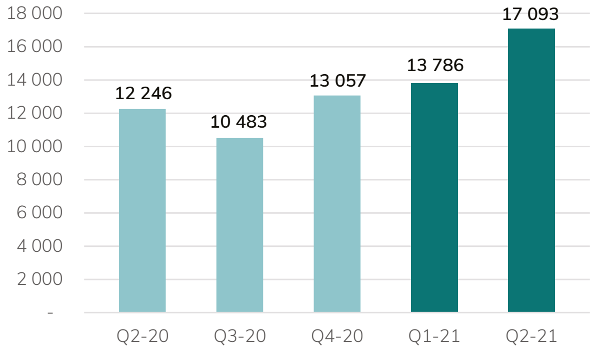
The revenue development within BaaS solutions is satisfactory and several growth initiative are ongoing to launch Matching Visions products in other regions. The revenue level within SaaS solutions is driven by the software solutions Voonix and Affhut.

The number of RGUs (Revenue Generating Units) in ...As a Service in the second quarter amounted to 380 (367)) and is increasing quarter by quarter. The SaaS solutions are scalable high margin products which are sold on license basis. There are several ongoing initiatives to develop and launch SaaS solutions to new verticals and in different formats

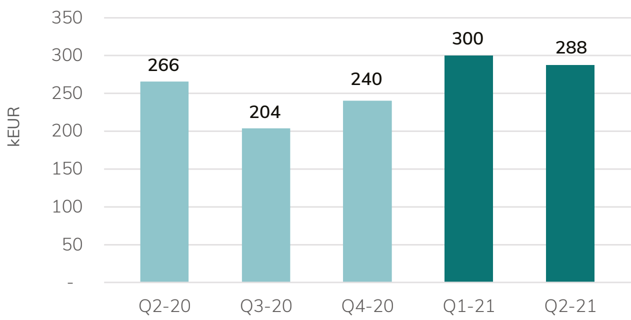
Revenue Development
...As a Service Segment



NDCs Development
...As a Service Segment



Adjusted EBITDA Development
...As a Service Segment



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Costs

The ...As a Service segment has a different business model than the core business iGaming Affiliation, and is operating with an EBITDA margin around 10%, meaning higher cost base than the iGaming Affiliation segment.

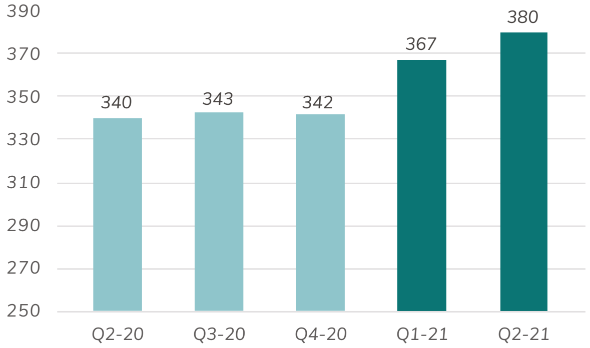
Q2 personnel expenses (EUR 285 thousand), excluding items affecting comparability, were relatively stable compared with Q2 2020 (EUR 281 thousand) and increased sequentially compared with Q1 2021 (EUR 231 thousand). Personnel expenses are expected to increase coming quarters as the number of employees is increasing through various growth initiatives.

Other external expenses in Q2 2021 (EUR 2 695 thousand) increased compared with Q2 2020 (EUR 1 956 thousand) and sequentially (EUR 2 253 thousand), driven by new growth initiatives including the launch of cooperation with large Content Creators (Twitchers and Youtubers). We have a strong focus on continuing cost control in order to run operations with a high margin.margin.

EBITDA

The ...As a Service segment is showing a stable EBITDA generation in Q2 2021 amounting to EUR 288 thousand compared to EUR 300 thousand in Q1 2021 and EUR 266 thousand in Q2 2020.
The ...As a Service segment is operating with an EBITDA margin of approximately 10% where Q2 2021 reached 9%. The EBITDA margin decrease in Q2 2021 is mainly related to increased payouts to BaaS clients which represents the main cost within this vertical.

RGUs Development ...As a Service



Financial position

Cash flow and investments

Cash flow from operating activities during the second quarter of 2021 amounted to EUR 1 965 (EUR 2 442) thousand. The decrease is mainly related to a lower EBITDA level. Working capital development has been positively affected by reduced receivables and increase in payables. The Company continues to have a very low level of credit losses.

Cash flow from investing activities, which, apart from acquisition activities, is limited as the Company's business model is not capital-intensive, amounted to EUR -2 532 thousand in Q2 2021, compared with EUR -258 thousand in Q2 2020. The increase during the quarter is attributable to the part- settlement of the purchase consideration in cash amounting to EUR 2 232 thousand for the acquisition of The Gambling Cabin in April 2021. Other investments (acquisition of intangible assets) in Q2 2021 were mainly related to website development for expansion into the North American and European markets.

Cash flow from financing activities amounted to EUR -998 (-1 849) thousand in Q2, which consisted primarily of bond interest payments of EUR -395 thousand (which decreased from -448 thousand in Q2 2020) and bond repayments of EUR -582 (-273) thousand.

Liquidity and financial position

The Group's interest-bearing net debt at the end of the period was EUR 17,646 thousand, compared with EUR 21,258 thousand at the end of Q2 2020. Acroud's current gross debt amounts to SEK 217.6 million, of which the bond amounts to SEK 211.5 million (excluding the bond repurchases and amortisation of SEK163.5 million in Q4 2019, 2020 and 2021). Converted using the closing rate, the bond loan amounts to EUR 20 476 thousand.

As at 30 June 2021, the net debt/adjusted EBITDA ratio is 3.5x. Acroud's long-term target is a maximum net debt/ EBITDA ratio of 2.0x over time. During 2021 and beyond, the Company will continue its efforts to reduce the net debt/ EBITDA ratio.

During the second quarter, the Company paid part of the total purchase price in cash, amounting to EUR 2 232 thousand (net of cash acquired) to acquire The Gambling Cabin.

As at 30 June 2021, the Company had total provisions of EUR 9 198 (597) thousand related to potential additional consideration payments.

The bond loan outstanding at end of period is due for payment in September 2022 and is therefore reported under non-current liabilities in the balance sheet in this interim report.The translation effect of converting the bond loan and certain cash proceeds from SEK to EUR at the end of Q2 was EUR 218 thousand, which had a negative impact on net financial items. The Company's cash and cash equivalents at the end of Q2 2021 amounted to EUR 3 870 (3 291) thousand.

In May 2020, certain changes were made to the terms of the outstanding senior secured bond. The changes included an extension of the bond's maturity to September 2022, with a retained interest rate of Stibor 3m + 7.25%.

The equity ratio was 54 (51) percent and equity was EUR 41 660 (27 604) thousand at 30 June 2021. The Company conducts quarterly impairment testing to assess whether there is any goodwill impairment. Impairment testing at the end of June 2021 did not identify any goodwill impairment.

Financial targets

The Board of Acroud has defined the following financial targets and objectives:

EPS growth

Acroud's target is average annual EPS growth of at least 20% over time. Growth in earnings per share is the overall financial objective. It is Acroud's assessment that strong growth in earnings per share is the best measure for shareholder value over time.

Organic revenue growth

Acroud's long-term target is annual organic revenue growth in the range of 15 to 25%. Acroud will continuously invest in the core business and new internal growth initiatives to ensure strong and sustainable organic growth. The time when growth initiatives bear fruit may vary, which means that organic growth may fluctuate over time. The Company's definition of organic growth is based on net sales compared with the previous period, excluding acquisitions (last 12 months) and divestments, and exchange rate movements.

Capital structure

Acroud's financial target is a maximum net debt/EBITDA ratio of 2.0 over time. Acroud will conduct operations at low financial risk over time by maintaining low net debt. The Board is entitled to derogate from this objective during periods when this is considered best for the Company and for shareholder value.

Dividend policy

Over the next three years, Acroud will prioritise growth through organic growth initiatives and will make optimisation of the capital structure rather than dividends its priority. At the AGM on 20 May 2021, it was decided that no dividend would be paid for the financial year 2020.

Overview of outcomes of financial targets

The table below shows the outcomes of the defined financial targets

Period	EPS growth	Organic Revenue Growth	Capital structure
Apr-Jun 2021	-86%	-25%	3.5
Jan-Jun 2021	-82%	-18%	3.5

Other information

The share

On 30 June 2018, Acroud (publ) was listed on Nasdaq First North Growth Market, Stockholm (ACROUD).

Share capital

Share capital on 30 June 2021 amounted to EUR 3,280 thousand divided into 129,659,355 shares. The Company has one class of shares
– A shares. Each share entitles the holder to (1) vote at the shareholders' meeting. The number of shareholders on 30 June 2021 was 2,152.

A new broader employee share option program has been implemented during March 2021. See note 4 for detailed information.

Shareholder structure

The total number of shares in the Company on 30 June 2021 was 129,659,355, distributed as shown below.

Name	No. of shares	Ownership, %
Trottholmen AB	57,390,981	44.26%
Strategic Investment A/S (JPM Chase)	18,900,000	14.58%
Power Media Group A/S	8,000,000	6.17%
Swedishsantas Media AB	7,709,202	5.95%
Försäkringsbolaget Avanza Pension	4,594,396	3.54%
RIAE MEDIA	3,601,813	2.78%
Byggnadsaktiebolaget Westnia	3,104,407	2.39%
ES Aktiehandel AB	1,700,000	1.31%
Clearstream Banking S.A.	1,517,582	1.17%
Trading House Scandinavia	1,176,400	0.91%
Bank Julius Baer & Co Ltd	1,111,111	0.86%
Robert Andersson.	1,066,500	0.82%
Henric Stenholm	824,632	0.64%
Euroclear Bank S.A	784,300	0.60%
LudwigPettersson	666,183	0.51%
Other shareholders	17,511,848	13.51%
TOTAL	**129,659,355**	**100.00%**

Parent Company

Acroud AB is the ultimate holding company in the Group (hereinafter referred to as the "the Company" or "the Parent Company") and was registered in Sweden on 14 December 2005. The Company's shares have been listed on Nasdaq First North Growth Market since June 2018. The Company generates revenue via internal Group services in IT, marketing, financial services and management. The Group's financing is arranged in the Parent Company via a bond, which is registered on Nasdaq Stockholm's Corporate Bond list. In 2021, the Parent Company received dividends from subsidiaries amounting to EUR 2.2 (5.0) million.

Relevant risks and uncertainties

Acroud is exposed to a number of business and financial risks. The business risks can be divided into strategic, operational and legal risks. Financial risks are related to factors such as exchange rates, interest rates, liquidity and credit. Risk management within the Acroud Group is aimed at identifying, controlling and reducing risks. This is achieved based on a probability and impact assessment. The risk assessment is unchanged from the risk profile presented on pages 46, 64-65 and 102- 103 of the 2020 annual report. The Parent Company's risks and uncertainties are indirectly the same as for the Group.

Outlook

Acroud is not making any forecasts.

Seasonality

Acroud is affected by seasonal variations, with Q1 (Jan-Mar) and Q4 (Oct-Dec) revenue being somewhat stronger, while Q2 (Apr-Jun) and Q3 (Jul-Sep) are relatively weaker. The revenue seasonality follows the normal pattern for the iGaming industry. Acroud has a relatively fixed cost base and a scalable platform, which means that the EBITDA margin is somewhat higher in Q1 (Jan-Mar) and Q4 (Oct-Dec).

Supplementary information

The Board of Directors and the CEO hereby certify that this report provides a true and fair view of the Parent Company's and the Group's operations, financial position and financial performance for the current period, and describes material risks and uncertainties faced by the Parent Company and other Group companies.

Stockholm, 12 August 2021

This interim report has not been audited or reviewed by the Company's auditors.

BOARD AND CEO

Henrik Kvick
Chairman

Kim Mikkelsen
Director

Peter Åström
Director

Jonas Strömberg
Director

Maria Andersson Grimaldi
Director

Robert Andersson
President and CEO

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Forthcoming report dates

Interim report July-September 2021: 11 November 2021

Presentation for investors, analysts and media

A live webcast will be held on 12 August 2021 at 10.00 a.m. Swedish time. CEO Robert Andersson and CFO Gustav Vadenbring will present the report in English. You can follow the presentation here https://tv.streamfabriken.com/acroud-q2-2021

To join the conference call, ring:

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The appointed Certified Adviser is FNCA Sweden AB, info@fnca.se, +46 8 528 00 399.

Q2 2021
FINANCIAL
STATEMENTS

Consolidated Statement of Comprehensive Income

Amounts in kEUR	01/04/2021 30/06/2021	01/04/2020 30/06/2020	01/01/2021 30/06/2021	01/01/2020 30/06/2020
Revenue notes 2, 3	6 200	3 567	11 780	6 757
Total revenue	**6 200**	**3 567**	**11 780**	**6 757**
Capitalised work for own account	275	280	486	483
Other external expenses	(3 969)	(1 263)	(7 421)	(1 989)
Personnel expenses	(1 298)	(1 070)	(2 325)	(1 993)
Other operating income	-	17	128	17
Other operating expenses	(49)	(32)	(49)	(36)
EBITDA	**1 159**	**1 499**	**2 599**	**3 239**
Depreciation/amortisation	(503)	(658)	(857)	(809)
Operating profit (EBIT)	**656**	**841**	**1 742**	**2 430**
Interest and similar income	-	16	-	584
Interest and similar expenses	(632)	(786)	(1 238)	(1 438)
Other financial items	(234)	(1 159)	107	177
Profit/loss from financial items	**(866)**	**(1 929)**	**(1 131)**	**(677)**
Profit before tax	(210)	(1 088)	611	1 753
Tax on profit for the period	(57)	(56)	(131)	(139)
Profit for the period	**(267)**	**(1 144)**	**480**	**1 614**
Earnings per share (EUR)	(0.002)	(0.015)	0.004	0.021
Earnings per share after dilution (EUR)	(0.002)	(0.015)	0.004	0.021
Other comprehensive income, income and expenses recognised directly in equity				
Exchange differences on translation of foreign operations	(10)	(8)	8	(2)
Other comprehensive income for the period	(10)	(8)	8	(2)
Total comprehensive income for the period	**(277)**	**(1 152)**	**488**	**1 612**

Consolidated Statement of Financial Position

Amounts in kEUR	30/06/2021	30/06/2020	31/12/2020
Assets			
Non-current assets			
Goodwill	50 015	42 856	42 856
Other intangible assets	17 764	4 766	7 392
Right-of-use assets	138	290	214
Property, plant and equipment	142	188	143
Investment in associate	1	-	-
Other non-current receivables	101	111	106
Deferred tax assets	20	49	20
Total non-current assets	**68 181**	**48 260**	**50 731**
Current assets			
Trade receivables	2 375	1 468	1 496
Other receivables	1 720	634	589
Tax receivable	6	-	-
Prepayments and accrued income	633	191	131
Cash and cash equivalents	3 870	3 291	8 114
Total current assets	**8 604**	**5 584**	**10 330**
Total assets	**76 785**	**53 844**	**61 061**
Equity and liabilities			
Equity *note 4*	**41 660**	**27 604**	**36 422**
Non-current liabilities			
Borrowing *note 5*	20 476	22 902	21 595
Liabilities to Parent Company	-	362	387
Deferred tax liabilities	1 514	33	104
Other liabilities	9 589	-	635
Lease liabilities	-	152	62
Total non-current liabilities and provisions	**31 579**	**23 449**	**22 783**
Current liabilities			
Trade payables	602	480	336
Tax liabilities	190	-	68
Other liabilities	590	1 228	442
Lease liabilities	141	140	151
Accruals and deferred income	2 023	943	859
Total current liabilities	**3 546**	**2 791**	**1 856**
Total equity and liabilities	**76 785**	**53 844**	**61 061**

Consolidated Statement of Changes in Equity

Amounts in kEUR	Share capital	Other paid-in capital	Reserves	Retained earnings, incl. year's earnings	Total equity
Opening equity, 1 Jan 2020	**1 913**	**12 420**	**2 700**	**9 029**	**26 062**
New issue of own shares	893	7 931	-	-	8 824
New issue of own shares as payment for acquisitions	77	821	-	-	898
Issue expenses	-	(511)	-	-	(511)
Share-based payments	-	(71)	-	-	(71)
Comprehensive income for the period	-	-	(36)	1 256	1 220
Closing equity, 31 Dec 2020	**2 883**	**20 590**	**2 664**	**10 285**	**36 422**
Opening equity, 1 Jan 2021	2 883	20 590	2 664	10 285	36 422
Issue of ordinary shares as a consideration for acquisitions	202	2 198	-	-	2 400
Share issue costs	-	(5)	-	-	(5)
Share-based payments	-	11	-	-	11
Comprehensive income for the period	-	-	18	748	766
Closing equity, 31 Mar 2021	**3 085**	**22 794**	**2 682**	**11 033**	**39 594**
Opening equity, 1 Apr 2021	3 085	22 794	2 682	11 033	39 594
Issue of ordinary shares as a consideration for acquisitions	195	2 135	-	-	2 330
Share issue costs	-	(21)	-	-	(21)
Share-based payments	-	35	-	-	35
Comprehensive income for the period	-	-	(11)	(267)	(278)
Closing equity, 30 Jun 2021	**3 280**	**24 943**	**2 671**	**10 766**	**41 660**

Consolidated Cash Flow Statement

Amounts in kEUR	01/04/2021 30/06/2021	01/04/2020 30/06/2020	01/01/2021 30/06/2021	01/01/2020 30/06/2020
Operating activities				
Profit before tax	(210)	(1 088)	611	1 753
Adjustments for non-cash items not included in operating activities				
Depreciation and amortisation of assets	503	658	857	809
Exchange gains/losses on financial receivables and liabilities	234	1 159	(107)	(177)
Costs for share-based programmes	33	(28)	44	(52)
(Gain)/loss on sale of other assets	6	-	(103)	-
Provisions for restructuring	-	415	90	415
Interest and similar expenses	632	786	1 238	1 438
Interest and similar income	-	(16)	-	(584)
Tax paid	(9)	-	(385)	-
Cash flow from changes in working capital				
Increase (-)/Decrease (+) in operating receivables	413	335	(573)	160
Increase (+)/Decrease (-) in operating liabilities	363	221	305	305
Cash flow from operating activities	**1 965**	**2 442**	**1 977**	**4 067**
Investing activities				
Acquisition of shares in Group companies, net of cash acquired	(2 232)	-	(3 665)	-
Acquisition of property, plant and equipment	(14)	(24)	(16)	(32)
Acquisition of intangible assets	(506)	(387)	(836)	(596)
Sale of other assets	220	153	305	156
Cash flow from investing activities	**(2 532)**	**(258)**	**(4 212)**	**(472)**
Financing activities				
Issue expenses	(21)	(1 058)	(26)	(1 058)
Received and repaid option proceeds	-	(17)	-	(17)
Repayment of borrowings	(582)	(273)	(1 159)	(4 734)
Interest paid	(395)	(448)	(798)	(969)
Repayment of lease liabilities	-	(53)	-	(98)
Cash flow from financing activities	**(998)**	**(1 849)**	**(1 983)**	**(6 876)**
Cash flow for period	**(1 565)**	**335**	**(4 218)**	**(3 281)**
Cash & cash equivalents at beginning of period	5 403	2 886	8 114	6 771
Exchange differences	29	106	(71)	(199)
Reclassification from cash & cash equivalents to other current financial assets	3	(36)	45	-
Cash & cash equivalents at end of period	**3 870**	**3 291**	**3 870**	**3 291**

Income Statement – Parent Company

Amounts in kEUR	01/04/2021 30/06/2021	01/04/2020 30/06/2020	01/01/2021 30/06/2021	01/01/2020 30/06/2020
Revenue	16	130	32	269
Total Revenue	**16**	**130**	**32**	**269**
Operating expenses				
Other external expenses	(279)	(156)	(525)	(250)
Personnel expenses	-	(221)	(8)	(363)
Other operating expenses	(5)	(20)	-	(11)
Other operating income	-	1	-	1
EBITDA	**(268)**	**(266)**	**(501)**	**(354)**
Depreciation/amortisation	-	-	-	-
Operating profit/(loss)	**(268)**	**(266)**	**(501)**	**(354)**
Profit/loss from financial items				
Profit/loss from investments in Group companies	1 740	4 000	2 240	5 000
Other interest and similar income	-	27	-	604
Interest and similar expenses	(611)	(777)	(1 201)	(1 421)
Other financial items	(224)	(1 160)	115	186
Profit after financial items	**637**	**1 824**	**653**	**4 015**
Tax on profit for the period	-	-	-	-
Profit for the period	**637**	**1 824**	**653**	**4 015**

Balance Sheet – Parent Company

Amounts in kEUR	30/06/2021	30/06/2020	31/12/2020
Assets			
Total non-current assets	52 535	31 581	33 898
Total current assets	1 805	4 448	7 686
Total assets	**54 340**	**36 029**	**41 584**
Equity and liabilities			
Equity	23 905	11 670	18 504
Total non-current liabilities	30 065	22 902	22 617
Total current liabilities	370	1 457	463
Total equity and liabilities	**54 340**	**36 029**	**41 584**

Notes to the Group's interim report

1. Accounting policies

This interim report has been prepared in accordance with IAS 34. The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards, IFRS. For detailed information about the Group's accounting policies, see the notes section of the Company's Annual Report 2020 (particularly pages 76-80).

Fair value of financial instruments

When determining the fair value of an asset or liability, the Group uses observable data as far as possible in accordance with IFRS 13. Fair value measurement is based on the fair value hierarchy, which categorises inputs into different levels. For further detailed information, refer to page 79 of the 2020 annual report.

The following items are measured at amortised cost, with their carrying amounts being a reasonable approximation of their fair values due to their short-term nature: trade receivables, other receivables, cash and cash equivalents, trade payables and other liabilities. In addition, the Company has a bond loan of SEK 212 million (EUR 20 918 thousand based on 30 June 2021 closing rate). The bond is measured at amortised cost and is categorised in level 2 of the fair value hierarchy, based on listings with brokers. Similar contracts are traded in an active market, and the rates reflect actual transactions for comparable instruments.

At 30 June 2021, the Company did not have any other financial instruments categorised in level 2 of the fair value hierarchy. There were no transfers between levels during 2021 or 2020.

2. Organic revenue growth

Acroud's long-term target is organic revenue growth in the range of 15 to 25%. Acroud will continuously invest in the core business and new internal growth initiatives to ensure strong and sustainable organic growth.

The time when growth initiatives bear fruit may vary, which means that organic growth may fluctuate over time. Acroud's definition of organic growth is based on net sales compared with the previous period, excluding acquisitions in accordance with IFRS 3 (in the last 12 months), divestments and exchange rate movements.

Organic revenue growth - bridge Q2 2021

Amounts in kEUR	01/04/2021 30/06/2021 Growth, %	01/04/2021 30/06/2021 Absolute Figures	01/04/2020 30/06/2020 Absolute Figures	Deviation Absolute Figures
Total Growth, EUR	**73.8%**	**6 200**	**3 567**	**2 633**
Adjustment for acquired and divested/discontinued operations	(101.4%)	(3 616)	-	(3 616)
Total Growth in EUR, excluding acquired and divested/discontinued operations	**(27.6%)**	**2 584**	**3 567**	**(983)**
Adjustment for constant currency	2.1%	-	(99)	99
Total organic revenue growth	**(25.5%)**	**2 584**	**3 468**	**(884)**

Organic revenue growth - bridge Q2 2020

Amounts in kEUR	01/04/2020 30/06/2020 Growth, %	01/04/2020 30/06/2020 Absolute Figures	01/04/2019 30/06/2019 Absolute Figures	Deviation Absolute Figures
Total Growth, EUR	**2.0%**	**3 567**	**3 497**	**70**
Adjustment for acquired and divested/discontinued operations	0.0%	-	-	-
Total Growth in EUR, excluding acquired and divested/discontinued operations	**2.0%**	**3 567**	**3 497**	**70**
Adjustment for constant currency	(0.5%)	-	17	(17)
Total organic revenue growth	**1.5%**	**3 567**	**3 514**	**53**

3. Revenue

The Group's revenue for Q2 2021 and Q2 2020 was distributed as follows:

Amounts in kEUR	01/04/2021 30/06/2021	01/04/2020 30/06/2020	01/01/2021 30/06/2021	01/01/2020 30/06/2020
Revenue by vertical within iGaming Affiliate Segment				
Casino	1 759	2 602	3 332	4 892
Poker	575	747	1 391	1 335
Sports Betting	583	157	942	423
Other affiliation verticals	45	61	111	107
Total revenue in iGaming Affiliate Segment	**2 962**	**3 567**	**5 776**	**6 757**
Revenue by vertical within ...As a Service Segment				
BaaS (Business as a Service)	3 038	-	5 613	-
SaaS (Software as a Service)	200	-	391	-
Total revenue in ...As a Service Segment	**3 238**	**-**	**6 004**	**-**
Total Group revenue	**6 200**	**3 567**	**11 780**	**6 757**

Revenue attributable to Sweden in Q2 2021 amounted to 15% (1%). The corresponding amount for the full year 2020 was 2%.

4. Share-based payments

Following a resolution during an Extraordinary General Meeting on 1 March 2021, an employee stock option program has been established for key personnel, management and senior executives in the Company and its subsidiaries. A total of 5,600,000 employee stock options have been issued to senior executives (six people), management (eight people) and other key persons employed by the Company and its subsidiaries (approximately 14 persons). The employee stock options were issued free of charge. Each employee stock option entails a right to acquire one (1) new share in the Company during the period from 15 March 2024 to 12 April 2024.

The fair value on the grant date was calculated using the Black-Scholes valuation model. This method takes into account subscription price, share price on the grant date, term of the warrant, expected share price volatility, expected dividend yield and risk-free interest over the term of the warrant. The applied data in the Black-Scholes method was:

Subscription price:	SEK 3.25, corresponding to 120% of Acroud's volume-weighted average price for a share in the company according to Nasdaq First North Premier Growth Market official price list during the period from on February 22, 2021 to March 5, 2021.
Grant date:	19 March 2021
Expiration date:	12 April 2024
Share price on the grant date:	SEK 2.70
Expected volatility in the Company's share price:	45%
Expected dividend yield:	No dividends are expected to be paid during the time up to the program's expiration date.
Risk-free interest rate:	-0.19%

The total recognised cost associated with the above share-based programme, which is settled with equity instruments, is EUR 35 thousand for Q2 2021 and EUR 46 thousand for Jan-Jun 2021.

5. Borrowing

Borrowing consists of a bond loan amounting to SEK 212 (250) million. In Q4 2019, bonds were repurchased on the market at a nominal amount of SEK 67 million. Bond loan repayments of SEK 55 million, SEK 3 million, SEK 6.25 million and SEK 5.875 million were made in Q1, Q2, Q3 and Q4 of 2020. During Q4 2020, SEK 14,625 million of outstanding bonds were repurchased through the issue of 5,820,759 shares in a private placement in November 2020. During Q1 2021 and Q2 2021 further bonds were repurchased on the market at a nominal amount of SEK 5.875 million and SEK 5.875 million respectively.

The carrying amount and market value of the bond are as follows:

Amounts in kEUR	30/06/2021	30/06/2020	31/12/2020
Corporate bond			
Nominal amount	20 918	23 821	22 258
Prepaid transaction costs	(442)	(919)	(663)
Carrying amount	20 476	22 902	21 595

The bond matures in September 2022 and was listed for institutional trading on Nasdaq Stockholm's Corporate Bonds List on 7 November 2017. The bond has a variable interest rate of Stibor 3m + 7.25%.

In May 2020, the bondholders voted for an extension of the bond to September 2022 by written procedure, thereby accepting a two-year extension of the bond.

Bond transaction costs

Acroud recognises loan liabilities initially at fair value after transaction costs, and thereafter at amortised cost. Amortised cost is calculated based on the effective interest method used at initial recognition. This means that premiums and discounts and direct issue costs are amortised over the term of the liability.

6. Related-party transactions

There were no related party transactions that significantly affected the Company's earnings and financial position during the period. For information on related-party transactions, see note 28 of the 2020 annual report.

7. Pledged assets and contingent liabilities

Pledged assets and contingent liabilities are possible obligations that arise from past events and whose existence is confirmed only by the occurrence or non- occurrence of one or more uncertain future events outside the Group's control, or when there is an obligation arising from past events which is not recognised as a liability or provision because it is not probable that an outflow of resources will be required to settle the obligation or the amount cannot be measured with sufficient reliability.

	Group		Parent Company	
Amounts in kEUR	30/06/2021	30/06/2020	30/06/2021	30/06/2020
Net assets/Shares in subsidiaries pledged as collateral for bonds	**49 689**	**47 590**	**31 581**	**31 581**

To provide collateral for borrowing related to the acquisition of the subsidiary HLM Malta Limited, the Parent Company has pledged all shares in the acquired subsidiary. For the Parent Company, the value of the pledged shares comprises the cost, while for the Group the value comprises total net assets, which would disappear from the Group if the subsidiary shares were foreclosed.

8. Non-recurring items

The table below shows extracts from the Consolidated Statement of Comprehensive Income and how it has been affected by non-recurring items.

Results in Q2 2020 were primarily affected by transformative non-recurring costs related to restructuring of the Company and preparing it for future growth. Non-recurring costs include restructuring costs and costs related to the new strategic direction with a change of name to Acroud. These non-recurring costs in Q2 2020 amounted to EUR 559 thousand in total.

Results in Q2 2020 also include an impairment loss of EUR 503 thousand on the PokerLoco brand and financial costs related to a consent fee of EUR 240 thousand in connection with the bond loan refinancing and adverse currency effects of EUR -1 139 thousand attributable to Financing activities.

Q2 2021 was affected by non-recurring transformative costs of EUR 341 thousand in connection with acquisition processes and restructuring, and adverse currency effects of EUR 218 thousand attributable to Financing activities.

Amounts in kEUR	Reported income statement	Items affecting	Adjusted for items affecting	Reported income statement	Items affecting	Adjusted for items affecting	Reported income statement	Items affecting	Adjusted for items affecting	Reported income statement	Items affecting	Adjusted for items affecting
	01/04/2021 - 30/06/2021			01/04/2020 - 30/06/2020			**01/01/2021 - 30/06/2021**			01/01/2020 - 30/06/2020		
Other external expenses	(3 969)	181	(3 788)	(1 263)	367	(896)	(7 421)	315	(7 106)	(1 989)	367	(1 622)
Personnel expenses	(1 298)	160	(1 138)	(1 070)	192	(878)	(2 325)	160	(2 165)	(1 993)	192	(1 801)
Other operating income	-	-	-	17	-	17	79	-	79	17	-	17
EBITDA	**1 159**	**341**	**1 500**	**1 499**	**559**	**2 058**	**2 599**	**475**	**3 074**	**3 239**	**559**	**3 798**
Depreciation/amortisation and impairment	(503)	-	(503)	(658)	503	(155)	(857)	-	(857)	(809)	503	(306)
Operating profit (EBIT)	**656**	**341**	**997**	**841**	**1 062**	**1 903**	**1 742**	**475**	**2 217**	**2 430**	**1 062**	**3 492**
Interest and similar income	-	-	-	16	-	16	-	-	-	584	-	584
Interest and similar expenses	(632)	-	(632)	(786)	240	(546)	(1 238)	-	(1 238)	(1 438)	240	(1 198)
Other financial items	(234)	218	(16)	(1 159)	1 139	(20)	107	(111)	(4)	177	(180)	(3)
Net profit before tax	**(210)**	**559**	**349**	**(1 088)**	**2 441**	**1 353**	**611**	**364**	**975**	**1 753**	**1 122**	**2 875**
Net profit	**(267)**	**559**	**292**	**(1 144)**	**2 441**	**1 297**	**480**	**364**	**844**	**1 614**	**1 122**	**2 736**

9. Acquisitions: Power Media Group and TheGamblingCabin

Power Media Group

On 20 January 2021, Acroud acquired 100% of the shares in Voonix ApS, Matching Visions Ltd and Traffic Grid for an initial purchase consideration of EUR 4.8 million, plus a potential additional consideration. The acquired companies are fast-growing and predominantly active in the European market with the affiliate network Matching Visions and the iGaming campaign broker Traffic Grid, but are also an industry-leading SaaS service provider with Voonix. During 2020, the acquired operations generated revenue of EUR 9.6 million and EBITDA of EUR 0.9 million.

The initial consideration for 100 percent of the shares in the acquired operations on a cash and debt-free basis amounts to EUR 4.8 million and was paid on the acquisition date. EUR 2.4 million of the initial consideration was paid with 8,000,000 ordinary shares, based on the volume-weighted average share price ("VWAP") on Nasdaq First North Growth Market for the 20 consecutive trading days preceding the acquisition announcement, corresponding to SEK 2.99 per Acroud share (EUR 0.30 per share). The remaining EUR 2.4 million of the initial consideration was paid in cash.

The additional consideration that may be required is contingent on the future financial performance of Voonix ApS, Matching Visions Ltd and Traffic Grid Ltd. The contingent consideration, 50 percent of which will be settled in newly issued shares and the remainder in cash, is calculated on future EBT based on a multiple of 7.5 times EBT growth from the financial year 2020 and 2022. The price of the contingent consideration shares will correspond to the VWAP for the Acroud share on Nasdaq First North Growth Market for the 20 consecutive trading days preceding the date of issue of the contingent consideration shares. The maximum additional consideration payable is EUR 16 million.

50 percent of the shares that may potentially need to be issued in connection with the conditional consideration will be subject to a one-year lock-up and 50 percent to a two-year lock-up from the acquisition date.

Details of the fair value of the acquired assets and liabilities and the contingent consideration are disclosed below:

Purchase consideration	On acquisition EUR'000 000
Cash settlement (gross of cash and debt items)	2.7
Share issue and allotment	2.4
Contingent consideration, discounted at present value	5.8
Total purchase consideration	**10.9**
Trademarks	(1.7)
Developed technology	(1.3)
Customer relationships	(2.3)
Deferred tax liability	0.3
Net assets on subsidiaries' on-balance-sheet	(1.6)
Goodwill	**4.3**

TheGamblingCabin

On 15 April 2021, Acroud acquired 100% of the shares in Swedishsantas AB, also known as TheGamblingCabin ("TheGamblingCabin") on a cash- and debt- free basis, for an initial purchase consideration of approximately SEK 47.3 million, plus a potential additional consideration. TheGamblingCabin is a fast-growing company offering a software-based tipster service as well as very popular video content within Sports Betting, Poker and Horse Racing. TheGamblingCabin has a clear "strategic fit" with Acroud strengthening the software offerings (SaaS) as well as adding some of the most popular ways of consuming media, YouTube and Twitch, to Acroud's offering. TheGamblingCabin generated annualized sales of app EUR 1.4 million based on the 9 month period Q220-Q121 with an EBITDA margin of approximately 65 percent reaching an EBITDA of EUR 0.9 million.

The initial consideration for 100 percent of the shares in Swedishsantas AB, on a cash- and debt- free basis, amounted to approximately SEK 47.3 million and was paid on closing date. Approximately SEK 23.6 million, of the Upfront Consideration were paid with 7,709,202 Acroud shares (the "Consideration Shares"), at a subscription price of SEK 3.07 per Acroud share (corresponding to EUR 0.30 per share). 50 percent of the Consideration Shares will be subject to a one year lock-up and 50 percent are subject to a two year lock-up from today's date. Approximately SEK 23.6 million of the Upfront Consideration were paid in cash.

An additional consideration can be paid based on a multiple of 5 times the EBITDA generated during the period from 1 April 2022 up to and including 31 March 2023 reduced with an annualized EBITDA based on the Q220-Q121 (the "Earn-Out Consideration"). The Earn-Out Consideration is paid with 50 percent in newly issued shares in Acroud and the remainder in cash (the "Earn-Out Consideration Shares"). The price for the Earn-Out Consideration Shares will correspond to the average price of the Acroud share on Nasdaq First North Growth Market for the 30 consecutive calendar days preceding 1 April 2023 (which corresponds to the end of the period when the mentioned targets are measured). The Earn-Out Consideration amounts to a maximum of approximately SEK 82 million.

Details of the fair value of the acquired assets and liabilities and the contingent consideration are disclosed below:

Purchase consideration	On acquisition EUR'000 000
Cash settlement (gross of cash and debt items)	2.9
Share issue and allotment	2.3
Contingent consideration, discounted at present value	2.6
Total purchase consideration	**7.8**
Trademarks	(0.6)
Developed technology	(0.2)
Customer relationships	(4.6)
Deferred tax liability	1.1
Net assets on subsidiaries' on-balance-sheet	(0.7)
Goodwill	**2.8**

The valuation techniques used for measuring the fair value of the assets acquired on a provisional basis in both transactions are as follows:

Assets acquired	*Valuation Methodology*
Trademarks	*Relief-from-Royalty*
Developed technology	*Relief-from-Royalty*
Customer relationships	*Multi-period Excess Earnings*

The fair value of the acquired assets and contingent consideration in both transactions has been measured provisionally. If new information obtained within one year of the date of acquisition about facts and circumstances that existed at the date of acquisition identifies adjustments to the above amounts, the accounting for the acquisition will be revised accordingly in line with IFRS 3.

10. Segment reporting

Management has determined the operating segments based on the reports reviewed by the Chief Executive Officer that are used to make strategic decisions. The Chief Executive Officer is also determined to be the Chief Operating Decision Maker (CODM) as defined in IFRS 8.
The Group's operations are segregated primarily into two segments, namely iGaming Affiliation and …As a Service. The following summary describes the operations in each of the Group's reportable segments:

- iGaming Affiliation segment comprises Acroud AB's underlying affiliate business containing Casino, Poker and Betting verticals. Through this segment, Acroud delivers high quality content, search engine optimisation and cutting-edge technology improvements to its core affiliate assets to maintain strong keyword rankings.

- …As a Service segment comprises Software as a Service (SaaS) and Business as a Service (BaaS) business solutions. Through SaaS, the Group provides a business solution enabling clients to better analyse and monetise their traffic sources. Acroud AB is also providing media creators (website affiliates, bloggers, Youtubers etc…) access to a large pool of gaming campaigns that would otherwise be out of their reach, unique software and a single payment/contact for all affiliation activities.

The Chief Executive Officer primarily uses a measure of adjusted earnings before interest, tax, depreciation, and amortisation (EBITDA) to assess the performance of the operating segments. However, they also receive information about the segment's revenue and assets on a monthly basis. Interest and similar income and expenses and other financial assets are not allocated to segments, as this type of activity is driven by the central treasury function, which manages the cash position of the Group. There were no intersegmental revenues during the year.

The amounts provided to the Chief Executive Officer with respect to total assets are measured in a manner consistent with that of the financial statements. Segment assets consist primarily of Goodwill, Other intangibles assets, Right-of-use Assets, Property, plant and equipment, other non-current receivables, trade and other receivables and cash and cash equivalents. Income taxes is not considered to be a segment asset but is managed by the treasury function.

The amounts provided to the Chief Executive Officer with respect to total liabilities are measured in a manner consistent with that of the financial statements. Segment liabilities consist primarily of trade and other payables and lease liabilities. The Group's Income taxes and interest-bearing liabilities are not considered to be segment liabilities but are managed by the treasury function.

Certain assets and liabilities relating to the parent entity of the Group, Acroud AB, are deemed to be managed by the group treasury function and are therefore classified under the unallocated category. Information to prepare segment reporting on a geographical basis is not available and the costs to develop such information in time for inclusion in the report is deemed excessive. The Group does not have any major customer, as it largely derives revenue from a significant number of iGaming operators.

Amounts in kEUR	Apr - Jun 2021				Apr - Jun 2020			
	iGaming Affiliation	As a Service	Unallocated	Total	iGaming Affiliation	As a Service	Unallocated	Total
Revenue	2 962	3 238	-	6 200	3 567	-	-	3 567
Other external expenses	(1 013)	(2 695)	(262)	(3 970)	(1 127)	-	(136)	(1 263)
Personnel expenses	(886)	(285)	(126)	(1 297)	(860)	-	(210)	(1 070)
Other operating income / (costs)	200	30	(4)	226	285	-	(20)	265
EBITDA	**1 263**	**288**	**(392)**	**1 159**	**1 865**	**-**	**(366)**	**1 499**
Depreciation/Amortisation	(365)	(138)	-	(503)	(658)	-	-	(658)
EBIT	**898**	**150**	**(392)**	**656**	**1 207**	**-**	**(366)**	**841**
Interest and similar income	-	-	-	-	-	-	16	16
Interest and similar expenses	-	-	(632)	(632	-	-	(786)	(786)
Other financial assets	-	-	(234)	(234)	-	-	(1 159)	(1 159)
Profit/loss before tax	**898**	**150**	**(1 258)**	**(210)**	**1 207**	**-**	**(2 295)**	**(1 088)**
Tax on profit for the year	-	-	(57)	(57)	-	-	(56)	(56)
Profit for the year	**898**	**150**	**(1 315)**	**(267)**	**1 207**	**-**	**(2 351)**	**(1 144)**
Material non-cash items								
Net foreign exchange gain/(loss)	(9)	-	(225)	(234)	(18)	-	1 346	1 328
Segment Assets	62 531	12 555	-	75 086	51 121	-	-	51 121
Unallocated Assets	-	-	1 699	1 699	-	-	2 723	2 723
Total assets	**62 531**	**12 555**	**1 699**	**76 785**	**51 121**	**-**	**2 723**	**53 844**
				-				-
Segment Liabilities	(4 869)	(7 342)	-	(12 211)	(2 481)	-	-	(2 481)
Unallocated Liabilities	-	-	(22 914)	(22 914)	-	-	(23 759)	(23 759)
Total Liabilities	**(4 869)**	**(7 342)**	**(22 914)**	**(35 125)**	**(2 481)**	**-**	**(23 759)**	**(26 240)**

Amounts in kEUR	Jan - Jun 2021				Jan - Jun 2020			
	iGaming Affiliation	As a Service	Unallocated	Total	iGaming Affiliation	As a Service	Unallocated	Total
Revenue	5 776	6 004	-	11 780	6 757	-	-	6 757
Other external expenses	(1 995)	(4 948)	(478)	(7 421)	(1 767)	-	(222)	(1 989)
Personnel expenses	(1 556)	(516)	(253)	(2 325)	(1 603)	-	(390)	(1 993)
Other operating income / (costs)	518	47	-	565	475	-	(11)	464
EBITDA	**2 743**	**587**	**(731)**	**2 599**	**3 862**	**-**	**(623)**	**3 239**
Depreciation/Amortisation	(582)	(275)	-	(857)	(809)	-	-	(809)
EBIT	**2 161**	**312**	**(731)**	**1 742**	**3 053**	**-**	**(623)**	**2 430**
Interest and similar income	-	-	-	-	-	-	584	584
Interest and similar expenses	-	-	(1 238)	(1 238)	-	-	(1 438)	(1 438)
Other financial assets	-	-	107	107	-	-	177	177
Profit/loss before tax	**2 161**	**312**	**(1 862)**	**611**	**3 053**	**-**	**(1 300)**	**1 753**
Tax on profit for the year	-	-	(131)	(131)	-	-	(139)	(139)
Profit for the year	**2 161**	**312**	**(1 993)**	**480**	**3 053**	**-**	**(1 439)**	**1 614**
Material non-cash items								
Net foreign exchange gain/(loss)	(7)	-	114	107	(9)	-	186	177
Segment Assets	62 531	12 555	-	75 086	51 121	-	-	51 121
Unallocated Assets	-	-	1 699	1 699	-	-	2 723	2 723
Total assets	**62 531**	**12 555**	**1 699**	**76 785**	**51 121**	**-**	**2 723**	**53 844**
				-				-
Segment Liabilities	(4 869)	(7 342)	-	(12 211)	(2 481)	-	-	(2 481)
Unallocated Liabilities	-	-	(22 914)	(22 914)	-	-	(23 759)	(23 759)
Total Liabilities	**(4 869)**	**(7 342)**	**(22 914)**	**(35 125)**	**(2 481)**	**-**	**(23 759)**	**(26 240)**

Key figures and definitions

Key figures, Group

	01/04/2021 30/06/2021	01/04/2020 30/06/2020	01/01/2021 30/06/2021	01/01/2020 30/06/2020
EBITDA margin	19%	42%	22%	48%
Adjusted EBITDA margin	24%	58%	26%	56%
Operating margin	11%	24%	15%	36%
Revenue Growth	74%	2%	74%	(11%)
Organic growth	(25%)	2%	(18%)	(11%)
Equity ratio	54%	51%	54%	51%
Return on equity	(1%)	(4%)	1%	6%
Equity per share (EUR)	0.32	0.37	0.32	0.37
Number of registered shares at end of period	129,659,355	75 604 487	129,659,355	75 604 487
Weighted average number of shares before dilution	128,473,324	75 604 487	124,345,780	75 604 487
Weighted average number of shares after dilution	128,473,324	75 604 487	124,345,780	75 604 487
Earnings per share (after dilution)	(0.002)	(0.015)	0.004	0.021
Adjusted earnings per share (after dilution)	0.002	0.017	0.007	0.036
Market price per share at end of period (SEK)	2.81	3.39	2.81	3.39
EPS growth (%)	(86%)	e/t	(82%)	(49%)

Acroud presents certain alternative performance measures (APMs) in addition to the conventional financial ratios defined by IFRS in order to achieve better understanding of the development of operations and the Group's financial status. However the APMs should not be regarded as a substitute for the key ratios required under IFRS. The reconciliation is presented in the tables in the annual report and should be read in connection with the definitions below.

CPA	Cost Per Acquisition - revenue from up-front payment for each individual paying player that Acroud refers to its partners (usually the iGaming operator).
EBITDA margin	EBITDA in relation to revenue.
Equity per share	Equity divided by the number of shares outstanding.
Geographical distribution of revenue	Revenue per geographic market is distributed based on a combination of revenue generated by operators and the original IP addresses of leads sent to operators.
iGaming Affiliation Segment	Financial information relating to the iGaming affiliate business, which is made up of three major verticals: Casino, Poker and Betting.
...As a Service Segment	Financial information relating to the ...As a Service business line, which is made up of two major verticals: BaaS and SaaS. ...As a Service financial information relating to periods before acquisition date is based on proforma figures.
Adjusted EBITDA	Reported EBITDA, adjusted for non-recurring items in the form of restructuring costs and costs attributable to the change of name to Acroud.
Adjusted profit after tax	Reported profit after tax, adjusted for non-recurring items in the form of restructuring costs and costs attributable to the change of name to Acroud, refinancing and excluding currency effects related to the bond loan valuation.
NDC	The number of new customers making their first deposit with an iGaming (poker, casino, bingo, sports betting) operator. NDCs for the financial vertical are not included.
Revenue Generating Units (RGUs)	The number of active entities which Acroud provide services to via the ...As a Service segment. In BaaS vertical, RGUs represent the number of active affiliate companies forming part of Acroud's BaaS network during the reporting period. In SaaS vertical, RGUs represent the number of active clients to whom subscriptions were sold during the reporting period.
Organic revenue growth	Revenue from affiliate operations compared with the previous period, excluding acquisitions and divestments in accordance with IFRS 3 (last 12 months) and exchange rate movements.
Earnings per share	Profit/loss after tax divided by the average number of shares.
Return on equity	Profit/loss after tax divided by average equity.
Operating margin	Operating profit/loss as a percentage of sales.
Equity ratio	Equity as a percentage of total assets.
Debt/equity ratio	Interest-bearing liabilities including accrued interest related to loan financing, convertibles, lease liabilities, excluding any additional consideration, and less cash, in relation to LTM EBITDA.
EPS growth	Percentage increase in earnings per share (after dilution) between periods.
Revenue share	Revenue derived from "revenue share", which means that Acroud and the iGaming operator share the net gaming revenue that the player generates with the operator.