



Q2 2023

EDUCATIONAL TECH
AI INTEGRATED
ENTERTAINMENT



A PERIOD OF GROWTH AND DEVELOPMENT

PERIOD SUMMARY

Consolidated income statement	Q2 2023	Q2 2022	H1 2023	H1 2022	2022
Net revenue (msek)	0,7	0	0,9	0	0,4
EBITDA (msek)	-0,9	0	-1,6	0	0,1
Adjusted EBITDA (msek) <i>Excluding one-time costs associated with the re-listing process and the old operations.</i>	-0,3	0	-0,7	0	0,1
Profit before tax (msek)	-1,1	0	-1,8	0	0,1
Total assets (msek)	15,1	0,2	15,1	0,2	1,8
Equity / assets ratio (%)	35%	56%	35%	56%	-88%
Earnings per share (sek)	-0,34	0,00	-0,53	0,00	0,00

Parent income statement	Q2 2023	Q2 2022	H1 2023	H1 2022	2022
Net revenue (msek)	0,2	0	0,4	0,4	0,5
EBITDA (msek)	-1,0	-2,7	-1,6	-5,7	-6,1
Adjusted EBITDA (msek) <i>Excluding one-time costs associated with the re-listing process and the old operations.</i>	-0,4	0	-0,7	0	0,1
Profit before tax (msek)	-1,0	-3,4	-1,6	-7,0	-8,5
Total assets (msek)	35,3	44,0	35,3	44,0	23,1
Equity / assets ratio (%)	78%	95%	78%	95%	88%

SIGNIFICANT EVENTS DURING THE PERIOD

- MyFirstApp Sweden AB's stock is re-listed on the Spotlight's regular list.
- MyFirstApp enters into an agreement to acquire 10Monkeys in line with the existing acquisition strategy.
- MyFirstApp enters into a paid collaboration with the influencer Fozi Mozi.
- MyFirstApp completes the acquisition of 10Monkeys - Expanding the Group's customer base by 200,000 users.
- MyFirstApp's 'PreSchool Academy' reaches the App Store top chart in the UAE through the Fozi Mozi collaboration.

SIGNIFICANT EVENTS AFTER THE PERIOD

- MyFirstApp continues its collaboration with the influencer Fozi Mozi.
- MyFirstApp presents strategy and the Evolear system: An AI Model for individual learning.
- MyFirstApp's stock underwent a reverse split, 1:100, by consolidating 100 shares into 1 share.

CEO'S STATEMENT

QUARTER TWO 2023

It is with pleasure that I reflect on the first half of 2023, a six months that has been both challenging and successful.

During the last quarter, we have focused intensively on developing and improving our products. We have aimed to make our educational games and applications more intuitive and engaging, based on feedback from our users and insights from our development team.

Additionally, we have intensified our marketing strategy to increase our global presence and reach new users. We have primarily utilized digital marketing channels to engage new users. During the quarter, we conducted successful collaborations with the influencer Fozi Mozi, which resulted in the company's applications ranking at the top of the list within the UAE for most purchased apps.

Another important milestone during this quarter has been the acquisition of the Finnish subsidiary 10Monkeys. This acquisition strengthens our position in the education sector and expands our offering of high-quality and innovative learning applications for the web. At the same time, we have ensured the expansion of our organization and welcomed new, talented employees who share our passion for education and technology.



JESPER NORD
VERKSTÄLLANDE DIREKTÖR

FINANCIAL

Financially, we have experienced growth during the quarter. The Group's revenue increased to 0.7 MSEK, which is an increase compared to the same period last year. Our net result for the period amounted to -1,135,972 SEK, which is weighed down by depreciations and goodwill of -0.2 MSEK.

We also choose to report an adjusted EBITDA that excludes costs attributable to the old ObsteCare operations and one-time costs that have arisen in connection with the re-listing process, in order to provide a clear picture of MyFirstApp today. The Group's adjusted EBITDA for Q2 amounted to approximately -0.3 MSEK, a cost reduction of about 0.6 MSEK.

FORWARD OUTLOOK

As we look forward to the second half of 2023, we are more focused than ever on developing our company and our products. One of the most exciting developments we are planning is the continued development of our core AI system, Evolear, for personalized learning. We believe this will revolutionize the users' learning experience and create an even more engaging and effective learning environment. The company plans to launch a first version of this in the fourth quarter of 2023.

We will also continue our strategy for expansion through acquisitions. We are constantly on the lookout for opportunities to incorporate outstanding companies and platforms into our ecosystem to strengthen our market position and improve our products.

Lastly, I want to express my gratitude for the support and trust of the Board and the shareholders. I am enthusiastic about what the future has in store for us, and we look forward to sharing the journey with you.

THE GROUP'S OPERATIONAL GOALS

CONTINUOUS MONITORING

2023

TURNOVER OF 2.4 MSEK BY GROWTH AND APPROXIMATELY 3–6 MSEK BY ACQUISITIONS – EMPLOY 3 STAFF MEMBERS.

MFA (MyFirstApp) should focus on its marketing strategy to create more users and monetize its existing game assets - including continuously creating content on its social channels to engage and inform its target audience. The company should also create new creative and educational EdTech apps. Furthermore, the company should analyze the market to broaden its offerings through acquisitions.

2024

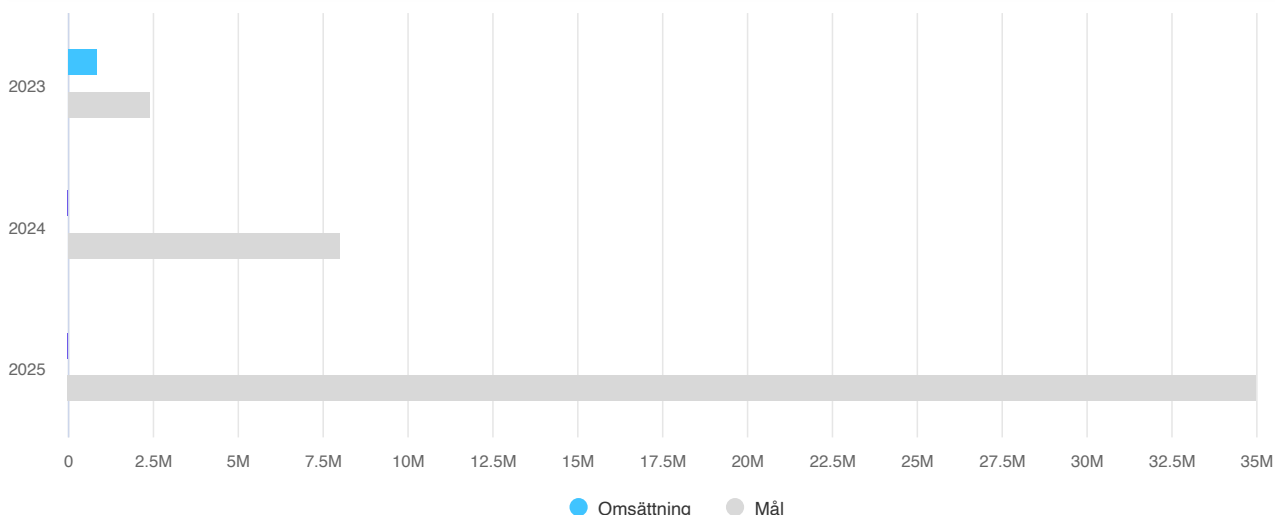
TURNOVER OF 8-12 MSEK – EMPLOY BETWEEN 5-7 STAFF MEMBERS.

The company aims to continue growing organically with its existing digital services. The company's goal is to have stable services with efficient maintenance costs and high market activity. The company will continue its work gradually to enter public and private schools on a global basis with its apps and tools. The company will continue its efforts to update both parents' and teachers' functionalities for progress tracking and control over usage. The company will remain active in analyzing and scanning the market for additional acquisitions of companies and platforms.

2025

TURNOVER OF 35 MSEK – EMPLOY BETWEEN 10-15 STAFF MEMBERS.

A clear goal for 2025 is to establish the foundation for an organization that can grow the existing services and products that the company has developed and acquired during 2023 – 2024.



QUARTERLY ANALYSIS OF OBJECTIVES

After the second quarter, the board believes that the previously established goals remain in place. The company is actively working to optimize its game portfolio, develop and broaden its offerings, and gradually increase its marketing efforts. MyFirstApp has an ambition to continue increasing its growth and exploring several strategic initiatives, including acquisitions and organic growth. Investments will be required to implement the marketing and growth strategy and achieve the following financial goals.

The goals will be reviewed quarterly in the published reports. The presented goals are based on existing operations, financial position, and joint historical development. In the event of significant changes, the goals will be adjusted and followed up.

MYFIRSTAPP GROUP'S OPERATIONS

DESCRIPTION OF THE OPERATIONS

MyFirstApp is a tech company. The company offers a range of digital services, primarily consisting of digital applications specifically designed for children. The solutions are used by several preschools, where the apps are adapted with different development levels for learning and personal growth. The apps go under various names and cover areas such as basic mathematics and cognitive abilities.

VISION

The vision is to create innovative and engaging games that offer a fun and educational experience for our little ones, which also enhances the quality of their screen time, while also being profitable for the company.

STRATEGY

The company aims to build further on our dedicated community for parents and teachers/educators around the world, and to continuously improve the games through updates and new features. At the same time, MyFirstApp will appropriately implement monetization strategies such as in-app purchases, subscriptions, and advertisements in the games.

PURPOSE

The purpose of the company MyFirstApp is to create and develop engaging and entertaining games for children aged 2 to 7 years, with a secondary target group being their parents. MyFirstApp creates developmental and developmentally appropriate games for children with ADHD and similar diagnoses that are engaging, entertaining, and beneficial for their development. The company's purpose is also to provide a tool/apps for parents to manage their children's screen time and monitor their progress.

FOCUS AREAS FOR 2023 AND BEYOND

The company will work to establish itself in the market through continued professional communication via our popular newsletter with the help of our subject matter experts, and to build further on a community where parents can support each other. Our social media is already an important and strong channel for us, where we have over 20,000 followers. The company will use its data and analytics to understand player behavior and preferences, and use this information to optimize the games and their monetization strategy.

The company also has the Facebook group "Parenting in a Digital World" with 6,000+ followers. The purpose of the group is for members and the company to share tips and knowledge about learning and development.

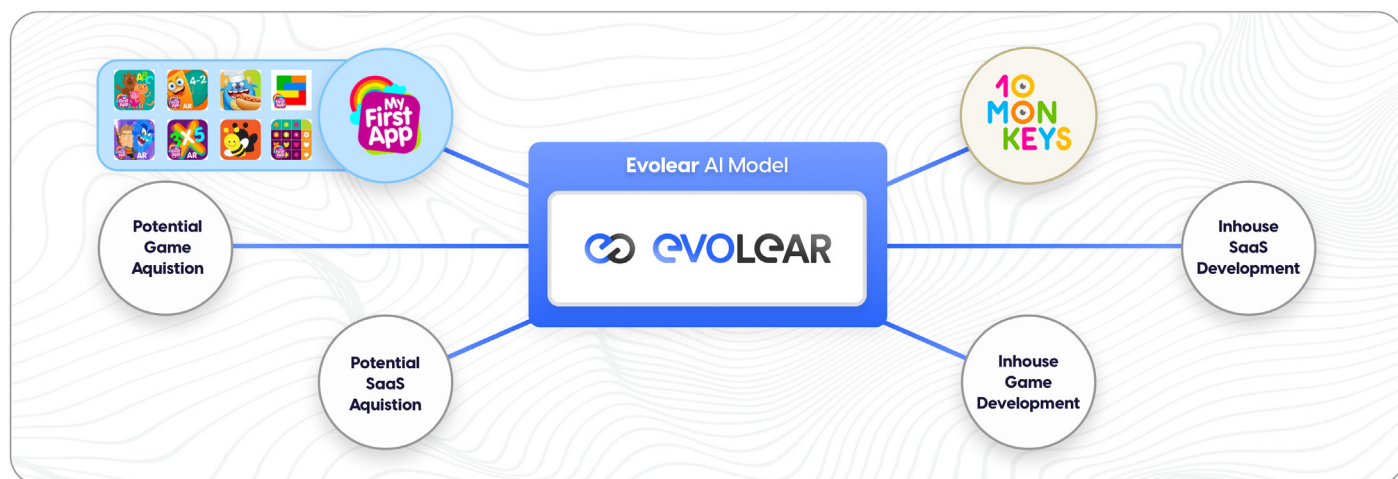
FUTURE VISION AND THE EVOLEAR SYSTEM

AI AND LEARNING COMBINED

Evolear is a technical solution based on artificial intelligence (AI) that will become a central system within MyFirstApp and the Group's offerings.

The goal of the company's product, Evolear, is to enhance the learning experience by offering personalized pedagogy. By using a developed, customized, and trained AI-driven algorithm, Evolear will deliver tailored mathematical questions that adapt dynamically based on the user's abilities and progress. This enables a more efficient and personalized learning experience.

Evolear is designed to integrate with existing MyFirstApp services and to become an agile foundation for the development of future learning platforms, games, and services. This initiative reflects MyFirstApp's commitment to placing the user at the center of their learning and development.



LAUNCH FOURTH QUARTER 2023

The company estimates that during Q4 2023, it will launch the first product-applied version of Evolear in beta format, integrated with an in-house developed educational game. Further details about the product/game will be communicated as the development phase progresses.

A PRODUCT RANGE FOR EVERYONE

OVER 90 APPLICATIONS AND SERVICES

A RANGE OF OVER 90 APPLICATIONS

The company currently has a large and diverse range of numerous apps for all ages between 2-10 years. These are adapted for learning in several areas, including mathematics, cognition, concentration, etc.

Company Applications

Match it up 1	What's Diff 2	Complete the Series 1	My Mosaic 2	Memo Game
Match it up 2	What's Diff 3	Complete the Series 2	Dot 2 Dot	Baby-Chef
Match it up 3	Opposites 1	Complete the Series 3	Maze Game 1	Let's Create
Families 1	Opposites 2	Puzzle Me 1	Maze Game 2	Match it up Christmas
Families 2	Count & Match 1	Puzzle Me 2	Maze Game 3	Shapes & Colors
Series 1	Count & Match 2	Build a Toy 1	Dinos Jigsaw	Matching game 1
Series 2	Matrix Game 1	Build a Toy 2	Shapes Jigsaw	Matching game 2
Series 3	Matrix Game 2	My Profession	Animated Puzzle 1	Happy Birthday
Sort it out 1	Matrix Game 3	Build it up	Animated Puzzle 2	My Fairytale World
Sort it out 2	What's Weird 1	Sorting Game	Animated Puzzle 3	My House
What's Diff 1	What's Weird 2	My Mosaic 1	Differences	My Scene
Monster Chef	Shapes Jigsaw	Basic Sounds	Sorting game 2	Zoo Explorer
Trees	Build a Toy 1	Complete the series 1	Whats Weird 1	
Houses	Build a Toy 2	Complete the series 2	Whats Weird 2	
Little creator	Dinos Jigsaw	Complete the series 3	Little town explorer	
Robot Shapes lab	Slide & Spin	Sorting game 1	DayCare Explorer	
Shapes 2	Our feeling	Multiplication table	First Words 1	
Shapes 3	My Holidays	Math skills Addition	First Words 2	
Shapes the world	Augmented Reality	Math skills Subtraction	First Words Food	
Find it	Ballons Burst AR	Creature Busters AR	Shapes 1	

GROUP'S LATEST ACQUISITION

THE PLATFORM 10MONKEYS.COM

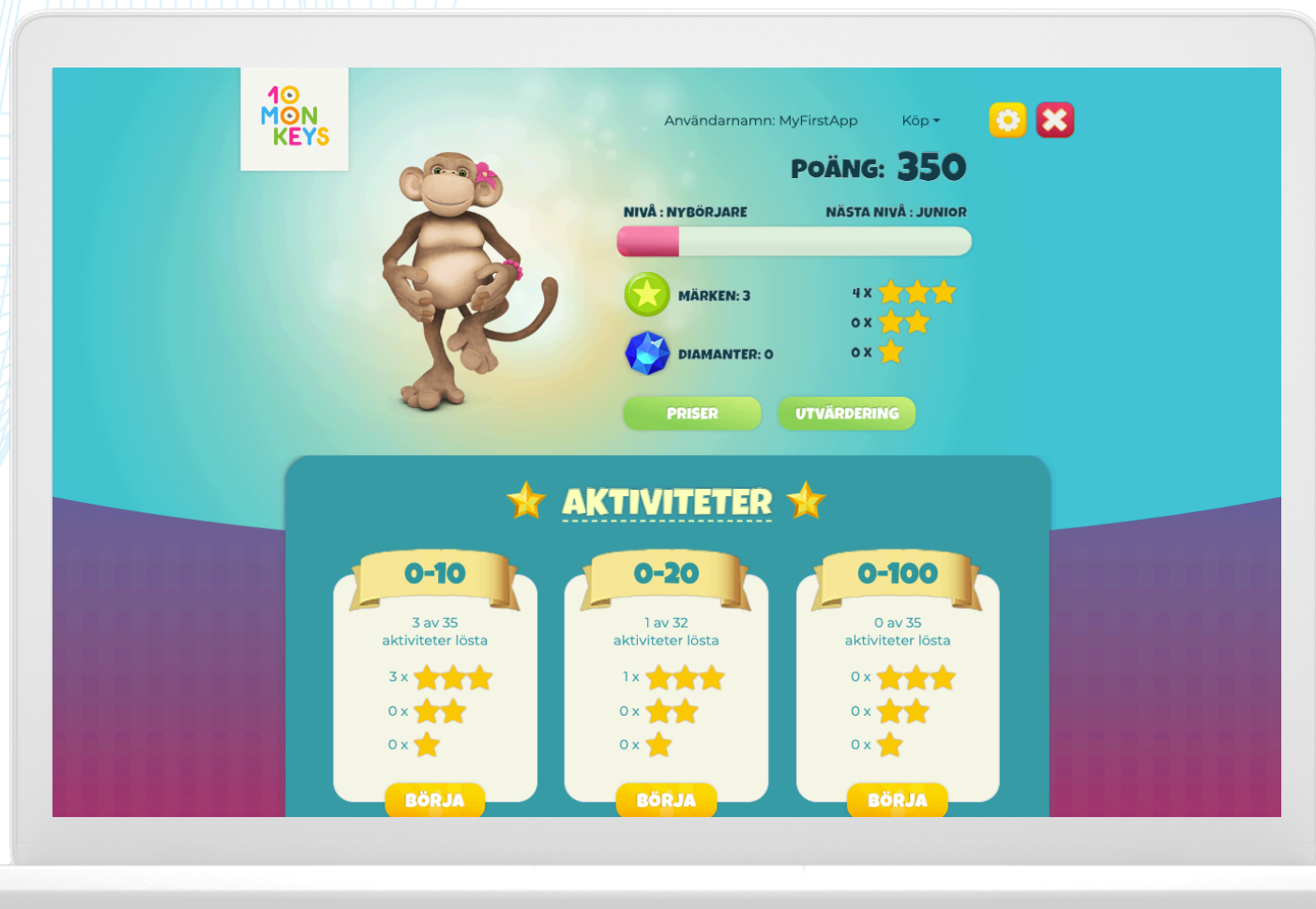
10MONKEYS

For over 10 years, 10Monkeys has built up a SaaS (Software as a Service) that provides learning services, primarily in mathematics, through a simple and entertaining structure.

CUSTOMER BASE

The platform had approximately 86,000 active users during 2022 and currently has a total of about 200,000 users in its database. The company also has approximately 100,000 subscribers to its newsletter. The platform's customers consist of municipalities, schools, and parents who provide the platform to their students and children.

10Monkeys has customers all over the world, but primarily in the Nordic countries, North America, and the Balkan countries.



FINANCIAL OVERVIEW

THE GROUP AND THE PARENT COMPANY

Consolidated income statement	Q2 2023	Q2 2022	H1 2023	H1 2022	2022
Net revenue (msek)	0,7	0	0,9	0	0,4
EBITDA (msek)	-0,9	0	-1,6	0	0,1
Adjusted EBITDA (msek) <i>Excluding one-time costs associated with the re-listing process and the old operations.</i>	-0,3	0	-0,7	0	0,1
Profit before tax (msek)	-1,1	0	-1,8	0	0,1
Total assets (msek)	15,1	0,2	15,1	0,2	1,8
Equity / assets ratio (%)	35%	56%	35%	56%	-88%
Earnings per share (sek)	-0,34	0,00	-0,53	0,00	0,00

Parent income statement	Q2 2023	Q2 2022	H1 2023	H1 2022	2022
Net revenue (msek)	0,2	0	0,4	0,4	0,5
EBITDA (msek)	-1,0	-2,7	-1,6	-5,7	-6,1
Adjusted EBITDA (msek) <i>Excluding one-time costs associated with the re-listing process and the old operations.</i>	-0,4	0	-0,7	0	0,1
Profit before tax (msek)	-1,0	-3,4	-1,6	-7,0	-8,5
Total assets (msek)	35,3	44,0	35,3	44,0	23,1
Equity / assets ratio (%)	78%	95%	78%	95%	88%

Insiders as of 2023-06-30

Jesper Nord	CEO and Director
Hans Orre	Chairman of the Board
Robin Bäcklund	Boardmember
Kristian Kronegård	Boardmember

As of 2023-06-30, the company has: 3 369 778 shares

Financial Calendar

2023-11-17	Interim Report Q3 2023
2024-02-23	Year-End Report 2023
2024-05-23	Interim Report Q1 2024
2024-06-11	Annual General Meeting 2024
2024-08-22	Interim Report Q2 2024

This report has not been reviewed by the company's auditor.

CONSOLIDATED INCOME STATEMENT

FINANCIAL OVERVIEW

(SEK)	Q2 2023	Q2 2022	H1 2023	H1 2022	2022
Net revenue	670 432	0	891 645	0	449 078
Other operating income	0	0	1 060	0	0
Sum of operating income	670 432	0	892 705	0	449 078
Operating expenses					
Other external costs	-1 331 603	-800	-2 070 864	-4 400	-357 348
Personnel costs	-275 918	0	-404 983	0	-5 195
Depreciation and impairment tan- gible assets	-191 473	0	-200 221	0	-1 750
Other operational expenses	-5 777	0	-5 786	0	-722
Sum of operating expenses	-1 804 771	-800	-2 681 854	-4 400	-365 015
Operating profit	-1 134 339	-800	-1 789 149	-4 400	84 063
Financial items					
Interest income	23	0	272	0	67
Interest costs	-1 656	0	-3 253	0	-441
	-1 633	0	-2 981	0	-374
Profit before tax	-1 135 972	-800	-1 792 130	-4 400	83 689
Tax	0	0	0	0	0
Profit for the period	-1 135 972	-800	-1 792 130	-4 400	83 689
Earnings per share	-0,34	0,00	-0,53	0,00	0,00

CONSOLIDATED BALANCE SHEET

FINANCIAL OVERVIEW

(SEK)

2023-06-30

2022-06-30

2022-12-31

ASSETS

Fixed assets

Intangible assets

Goodwill	13 104 755	0	0
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Technical platform	762 479	0	208 197
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	13 867 234	0	208 197
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Tangible assets

Inventory	0	0	27 256
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Total fixed assets	13 867 234	0	235 453
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Current assets

Kortfristiga fordringar

Account receivables	629 173	0	194 790
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Receivables from group companies	0	30 000	0
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Tax claims	15 867	0	0
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Other claims	209 289	327	505 839
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Prepaid expenses and accrued income	132 031	0	175 688
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	986 360	30 327	876 317
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Cash and cash equivalents	224 484	146 273	713 688
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Total current assets	1 210 844	176 600	1 590 005
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TOTAL ASSETS	15 078 078	176 600	1 825 458
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CONSOLIDATED BALANCE SHEET

FINANCIAL OVERVIEW

(SEK)	2023-06-30	2022-06-30	2022-12-31
EQUITY AND LIABILITIES			
Equity			
Share Capital	16 848 893	50 000	2 818 893
Ongoing unregistered new share issue	0	0	9 680 000
Other contributed capital	96 169 213	0	91 819 213
Other equity including profit for the year	-107 730 757	48 525	-105 919 627
Total equity	5 287 349	98 525	-1 601 521
Long term liabilities			
Liabilities to credit institutions	713 763	0	0
Liabilities to group companies	2 320 000	0	2 320 000
Other liabilities	4 100 000	0	0
Total long term liabilities	7 133 763	0	2 320 000
Short term liabilities			
Liabilities to credit institutions	265 985	0	0
Accounts payables	501 474	0	277 259
Liabilities to group companies	1 205 047	61 709	265 047
Current tax liabilities	0	0	72 879
Other liabilities	196 771	12 500	344 390
Accrued expenses and prepaid income	487 689	3 866	147 404
Total short term liabilities	2 656 966	78 075	1 106 979
TOTAL EQUITY AND LIABILITIES	15 078 078	176 600	1 825 458

CONSOLIDATED CASH FLOW STATEMENT

FINANCIAL OVERVIEW

(SEK)	H1 2023	H1 2022	2022
<i>Cash flow from operating activities</i>			
Operating profit (EBIT)	-1 792 130	-4 400	83 689
Adjustment for non-cash items, etc.	271 107	0	1 750
	-1 521 023	-4 400	85 439
Income tax paid	-88 746	0	0
Cash flow from operating activities before changes in working capital	-1 609 769	-4 400	85 439
<i>Changes in working capital</i>			
Increase/decrease of receivables	204 945	39 999	-268 202
Increase/decrease liabilities	726 659	-7 769	525 568
Cash flow from operating activities	-678 165	27 830	342 805
<i>Cash flow from investing activities</i>			
Acquisition of subsidiaries	188 961	0	512 387
Acquisition of intangible fixed assets	0	0	-209 947
Net cash flow after investing activities	188 961	0	302 440
<i>Cash flow from financing activities</i>			
Dividends	0	0	-50 000
Cash flow from financing activities	0	0	-50 000
Cash flow for the period	-489 204	27 830	595 245
Cash and cash equivalents at beginning period	713 688	118 443	118 443
Cash and cash equivalents at end of period	224 484	146 273	713 688

PARENT COMPANY INCOME STATEMENT

FINANCIAL OVERVIEW

(SEK)	Q2 2023	Q2 2022	H1 2023	H1 2022	2022
Net revenue	242 876	22 932	362 876	375 614	504 081
Activated work for own account	0	545 667	0	1 639 861	1 787 419
Other operating income	0	34 729	321	42 188	119 111
Rörelsens intäkter	242 876	603 328	363 197	2 057 663	2 410 611
Operating expenses					
Commodities	0	-27 195	0	-342 521	-610 277
Other external expenses	-1 033 328	-1 553 735	-1 581 802	-3 646 877	-5 176 792
Personnel costs	-220 786	-1 721 599	-349 851	-3 705 627	-5 043 416
Depreciation and impairment tangible assets	0	-637 180	0	-1 253 984	-2 321 459
Other operational expenses	0	-16 472	-9	-18 906	2 299 907
Sum of operating expenses	-1 254 114	-3 956 181	-1 931 662	-8 967 915	-10 852 037
Operating profit	-1 011 238	-3 352 853	-1 568 465	-6 910 252	-8 441 426
<i>Financial posts</i>					
Profit from shares in group companies	0	0	0	0	-677
Interest income and similar income items	13	0	262	0	0
Interest expenses and similar income items	-1 644	-8 433	-2 956	-17 909	-28 319
	-1 631	-8 433	-2 694	-17 909	-28 996
Net financial items	-1 012 869	-3 361 286	-1 571 159	-6 928 161	-8 470 422
Profit before tax	-1 012 869	-3 361 286	-1 571 159	-6 928 161	-8 470 422
Other taxes	0	0	0	0	-17 516 092
Profit for the period	-1 012 869	-3 361 286	-1 571 159	-6 928 161	-25 986 514

PARENT COMPANY BALANCE SHEET

FINANCIAL OVERVIEW

(SEK)	2023-06-30	2022-06-30	2022-12-31
ASSETS			
Fixed assets			
<i>Intangible assets</i>			
Capitalized expenses for research and development work and similar activities	0	18 993 337	0
Patents, trademarks, and similar rights	0	839 726	0
	0	19 833 063	0
<i>Tangible fixed assets</i>			
Inventory, tools and installations	0	32 501	0
	0	32 501	0
<i>Financial assets</i>			
Shares in subsidiaries	34 800 000	677	22 000 000
Deferred tax asset	0	17 516 092	0
	34 800 000	17 516 769	22 000 000
Total Fixed assets	34 800 000	37 382 333	22 000 000
Current assets			
<i>Inventory, etc.</i>			
Finished goods and merchandise	0	862 336	0
	0	862 336	0
<i>Receivables</i>			
Account receivables	2 500	113 346	22 760
Receivables group companies	165 377	0	0
Tax claims	15 867	0	0
Other receivables	184 281	234 563	363 317
Prepaid expenses and accrued income	110 094	350 059	175 688
	478 119	697 968	561 765
Cash and cash equivalents	69 075	5 085 185	522 681
Total current assets	537 194	6 645 489	1 084 446
TOTAL ASSETS	35 337 194	44 027 822	23 084 446

PARENT COMPANY BALANCE SHEET

FINANCIAL OVERVIEW

(SEK)	2023-06-30	2022-06-30	2022-12-31
EQUITY AND LIABILITIES			
Equity			
<i>Non-distributable equity</i>			
Share Capital	16 848 893	5 637 786	2 818 893
Ongoing unregistered new share issue	0	0	9 680 000
Development expenditure fund	0	18 650 002	0
	16 848 893	24 287 788	12 498 893
<i>Non-restricted equity</i>			
Share premium	96 169 213	91 819 213	91 819 213
Profit brought forward	-83 979 803	-67 213 437	-57 993 289
Profit/loss for the period	-1 571 159	-6 928 161	-25 986 514
	10 618 251	17 677 615	7 839 410
Total equity	27 467 144	41 965 403	20 338 303
Long term liabilities			
Liabilities to group companies	6 420 000	0	2 320 000
	6 420 000	0	2 320 000
Short term liabilities			
Liabilities to credit institutions	0	458 332	0
Advances from customers	0	75 400	0
Accounts payable	334 159	675 636	175 496
Liabilities to group companies	940 000	0	0
Current tax liabilities	0	88 605	72 879
Other liabilities	28 790	249 909	38 930
Accrued expenses and prepaid income	147 101	514 537	138 838
	1 450 050	2 062 419	426 143
TOTAL EQUITY AND LIABILITIES	35 337 194	44 027 822	23 084 446

PARENT COMPANY CASH FLOW STATEMENT

FINANCIAL OVERVIEW

(SEK)	H1 2023	H1 2022	2022
<i>Cash flow from operating activities</i>			
Operating profit (EBIT)	-1 571 159	-6 928 161	-8 470 422
Adjustment for non-cash items, etc.	0	1 253 984	677
	-1 571 159	-5 674 177	-8 469 745
Income tax paid	-88 746	0	0
Cash flow from operating activities before changes in working capital	-1 659 905	-5 674 177	-8 469 745
<i>Changes in working capital</i>			
Change in inventory	0	-156 032	-150 336
Increase/decrease of receivables	99 513	175 722	220 058
Increase/decrease liabilities	1 096 786	66 701	-1 726 555
Cash flow from operating activities	-463 606	-5 587 786	-10 126 578
<i>Cash flow from investing activities</i>			
Acquisition of intangible fixed assets	0	-1 722 039	-1 787 419
Net cash flow after investing activities	0	-1 722 039	-1 787 419
<i>Cash flow from financing activities</i>			
Amortization of loans	0	-250 000	-208 332
Cash flow from financing activities	0	-250 000	-208 332
Cash flow for the period	-463 606	-7 559 825	-12 122 329
Cash and cash equivalents at beginning period	522 681	12 645 010	12 645 010
Cash and cash equivalents at end of period	59 075	5 085 185	522 681

ADDITIONAL INFORMATION

MYFIRSTAPP SWEDEN AB (PUBL)

ACCOUNTING AND VALUATION PRINCIPLES

Accounting method K3 principle: The consolidated accounts have been prepared according to the acquisition method. This means that acquired subsidiaries' assets and liabilities are recorded at the market value that formed the basis for determining the purchase price of the shares. The difference between the purchase price and the acquired companies' equity is recognized as goodwill. The Group's equity includes the parent company's equity and that part of the subsidiaries' equity that has been added after these companies were acquired.

FIXED ASSETS

Fixed assets are valued at acquisition cost less accumulated depreciation and any impairments. Intangible and tangible fixed assets are recorded at acquisition cost less accumulated depreciation and any impairments. Linear depreciation is made on the depreciable amount (acquisition cost less estimated residual value) over the assets' useful life as follows: Fixtures, tools, installations, and goodwill 5 years.

REVENUE RECOGNITION

The Group's revenues come from the sale of mobile games, in-game sales on mobile platforms, and advertisements related to the games.

In-game sales occur on various platforms. Revenues are recognized when they are delivered to the customer. Control passes to the customer upon completed delivery. A receivable is recognized when the goods have been delivered, which is the point at which the revenue becomes unconditional (i.e., only the passage of time is required for payment to be made).

With in-game sales, payment flows (gross) from the end user to the mobile platform, which charges its fee. The fee is currently 15% to 30% of the price that the end user pays, before the money reaches MyFirstApp. Subscriptions that have run for more than 12 months have a reduced fee of 15%. It is assessed that MyFirstApp should report the entire revenue gross. The platform's share of the revenues should be reported as a separate cost item, resulting in the same net result as with net reported revenues.

MyFirstApp also generates revenue through advertisements displayed in the company's games. Ad revenues are recognized as the ads are displayed and the company is compensated for them through ad networks.

The Group also has some royalty revenues linked to granting rights to use the company's games in other contexts. MyFirstApp then receives a share of the revenues and records them as they arise. No significant financing component is assessed to exist at the time of sale, as the credit term is 30–60 days.

THE SHARE

The company's share is available for trading at Spotlight Stock Market under the ticker MyFirstApp, and the ISIN code is SE0020541589. The share capital as of the end of June 2023 in MyFirstApp amounts to 16,848,892.75 SEK, distributed over 3,369,778 shares. The share capital must amount to at least 12,498,892.75 SEK and at most 49,995,571 SEK, distributed over at least 3,369,778 shares and at most 13,479,112 shares.

ADDITIONAL INFORMATION

MYFIRSTAPP SWEDEN AB (PUBL)

EMPLOYEES

As of June 30, 2023, the Group has one full-time employee in addition to five (previously four) consultants who work on assignments closely related to the company.

ROUNDING OFF

Due to rounding, figures presented in this interim report may, in some cases, not sum exactly to the total, and percentages may deviate from the exact percentages.

RISKS

There are several risks that can affect the company's operations and results. The company addresses many of the internal risks by strengthening the Group's internal procedures, but there are external factors that the Group cannot control. Investors should be cautious when investing and should always get a complete picture of the company before making an investment in it.

CURRENCY EFFECTS

MyFirstApp Sweden AB is exposed to multiple currencies based on how Google Play and Apple App Store report revenues. The largest market for the company is the USA. Normally, more than half of the company's turnover is directly attributable to USD. A large part of the company's marketing is purchased in the currency USD. Thus, USD is the most important currency for the company.

DEPRECIATIONS

The result during the second quarter has been charged with depreciations of -191,473 SEK on the Group's platforms and goodwill depreciations. The Group's depreciable assets have arisen through acquisitions. The depreciation of the assets and goodwill is carried out linearly over a period of five years.

EQUITY

As of June 30, 2023, the equity in the Group amounted to 5,287,349 SEK (98,525 SEK). The parent company's equity amounted to 27,467,144 SEK (41,965,403 SEK) as of June 30, 2023.

On December 27, 2022, a reverse acquisition took place when MyFirstApp Sweden AB acquired MyFirstApp Group S AB. This means that, from an accounting perspective, MyFirstApp Group S AB is the parent company and MyFirstApp Sweden AB is the subsidiary when preparing the consolidated balance sheet.



MyFirstApp Sweden AB (publ)

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CSD (Central Securities Depository)

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This report has not been reviewed by the company's auditor.

