



# PRESS RELEASE

Stockholm, Sweden, January 23:rd 2019

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## **MAG Interactive AB (publ) presents interim report Sep – Nov 2018**

### **Focusing on multiplayer and investing in future growth**

#### **Comment from CEO in summary**

*"Our focus on multiplayer games is shown in the continued growth of Word Domination and the stable progress of Ruzzle and Quiz Duel. The important game contribution, i.e. sales minus marketing costs, increases by 11% in an otherwise weak quarter where mainly Paint Hit drops in revenues. Given the investments in technology and game development, combined with the results we see in our multiplayer games, I am confident that our streamlined strategy is the right path to a stronger profitability and growth for MAG over time."*

Daniel Hasselberg, CEO of MAG Interactive AB.

#### **Summary of the period September until November 2018:**

- The Group's Net sales for the period were 40,367 KSEK (52,990 KSEK), a decrease of 24% compared to the same period previous year. Net sales adjusted for currency effects is 37,871 KSEK
- The Group's game contribution for the period was 25,850 KSEK (23,236 KSEK), an increase of 11% compared to the same period the previous year
- Adjusted EBITDA for the period was 1,230 KSEK (2,454 KSEK)
- The costs for performance marketing in the period was 9,893 KSEK (17,748 KSEK)
- Daily and monthly active users (DAU and MAU) were 2.3 million and 9.9 million respectively during the quarter, an increase of 23% and 31% respectively compared to the same period last year. ARPDAU was 2.2 US \$ cents (3.8 US \$ cents)
- EBITDA for the period was 1,230 KSEK (-32,557 KSEK)



## Further reporting dates

Interim report September-February 2018/2019	10 April 2019
Interim report September-May 2018/2019	26 June 2019
Interim report September-August 2018/2019	23 October 2019

## Presentation & Report

The 23:rd of January 2019 at 10:00 CET, CEO Daniel Hasselberg and CFO Magnus Wiklander will hold a Twitch video cast call in English to present the interim report. Link to the Twitch feed [www.twitch.com/maginteractive](https://www.twitch.com/maginteractive). More information and the full report are available at <https://www.maginteractive.com/investors/investor-relations/reports/>.

This announcement contains inside information pursuant to Article 7 of the EU Market Abuse Regulation relating to MAG Interactive AB (publ). The information was submitted for publication through the agency of the contact persons set out below, on January 23<sup>rd</sup>, 2019 at 08.00 CET.

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## About MAG Interactive

MAG Interactive AB (publ) is a leading Swedish developer and publisher of casual mobile games for a global audience. The company reaches over 10 million monthly active players with a portfolio consisting of ten successful games that have generated over 250 million downloads in total. The most successful titles like Ruzzle, Word Domination and WordBrain have all reached #1 spots on the App Store and Google Play. With offices located in Stockholm and Brighton, MAG Interactive's games are distributed through virtual app stores allowing for global reach. MAG Interactive is listed on Nasdaq First North Premier with ticker MAGI. Avanza Bank AB is acting as MAG Interactive's Certified Adviser. Email: [corp@avanza.se](mailto:corp@avanza.se) Telephone: 08-409 421 20. For more information visit [www.maginteractive.com](https://www.maginteractive.com).