



# LeoVegas

## MOBILE GAMING GROUP

LeoVegas' vision is to create the ultimate mobile gaming experience and be number one in mobile gaming. The LeoVegas Mobile Gaming Group today has a leading position in mobile casinos. The business is distinguished by award-winning innovation and strong growth. LeoVegas has attracted major international acclaim and has won numerous awards. LeoVegas' operations are based in Malta, while technical development is conducted in Sweden. The parent company LeoVegas AB (publ) invests in companies that offer gaming via mobile devices and computers, and companies that develop related technologies. The Group's head office is in Stockholm. LeoVegas AB is listed on Nasdaq First North Premier, and Avanza Bank AB is its Certified Advisor. For more information about LeoVegas, visit [www.leovegasgroup.com](http://www.leovegasgroup.com)

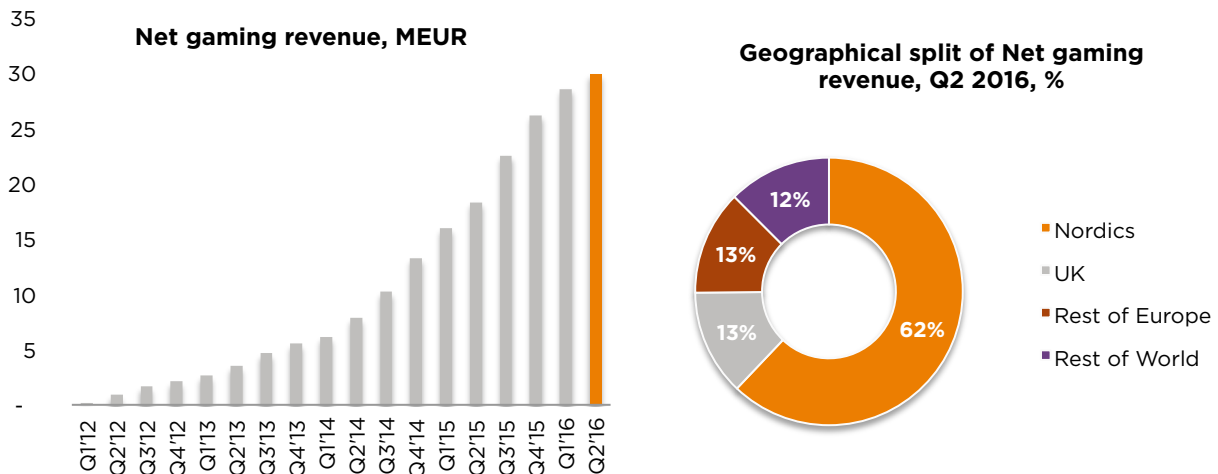
## New gaming categories and new customers

### Second quarter: 1 April – 30 June 2016\*

- Revenue grew 67% to EUR 31.0 m (18.5). Growth was entirely organic.
- Mobile deposits accounted for 65% (55%) of the total.
- Customer deposits increased by 79% to EUR 100.6 m (56.3).
- The number of depositing customers was 176,635 (71,632), an increase of 147%.
- The number of new depositing customers was 109,718 (32,733), an increase of 235%.
- LeoVegas Sport and LeoVegas Live Casino were launched according to plan. In connection with this, marketing investments in relation to revenue increased to 60.4% compared with 42.3% for the first quarter.
- EBITDA amounted to EUR -2.5 m (-0.5), corresponding to an EBITDA margin of -7.9% (-2.6%).
- Operating profit (EBIT) was EUR -2.8 m (-0.6).
- Earnings per share were EUR -0.03 (-0.01).

### Interim period: 1 January – 30 June 2016

- Revenue grew 76% to EUR 60.5 m (34.4). Growth was entirely organic.
- Operating profit (EBIT) was EUR -4.3 m (-0.6). Adjusted for items affecting comparability, operating profit was EUR 0.9 m (-0.6), corresponding to an adjusted EBIT margin of 1.5%.
- Earnings per share were EUR -0.04 (-0.01).



### Events during the second quarter

- Launch of LeoVegas Sport.
- Launch of LeoVegas Live Casino.
- Large inflow of new customers following the launch of LeoVegas Sport and development of new marketing channels.
- LeoVegas receives four new awards, two of which at the EGR Operator Marketing & Innovation Awards, including the prize for 'Mobile Marketing Campaign of the Year' and the design prize at the International Gaming App Awards and 'Affiliate Manager of the Year' at the Women in Gaming Awards.
- LeoVegas AB held its ordinary Annual General Meeting in Stockholm on 26 May.

### Events after the end of the quarter

- No significant events have occurred since the end of the quarter.

\* Numbers in brackets throughout the report refer to the same period a year earlier unless otherwise stated.

## CEO's comments

***“The quarter was eventful, with long-term marketing investments and successful launches of LeoVegas Sport and LeoVegas Live Casino, leading to substantial growth in new customers and a strong start to Q3.”***



It has been an intense second quarter in which we successfully launched two new gaming categories, LeoVegas Sport and LeoVegas Live Casino, as fully integrated parts of LeoVegas' gaming experience. LeoVegas continues to develop in line with our vision: to create the ultimate gaming experience and be number one in mobile gaming. Our potential to acquire new customers has been considerably extended with these two gaming categories.

LeoVegas' strategy is to prioritise growth. In accordance with what was communicated in the report for the first quarter, we took the opportunity to implement a strong launch of LeoVegas Sport and LeoVegas Live Casino. Our investments in LeoVegas Sport and Live Casino should be viewed from a long-term perspective. The marketing potential turned out to be greater than we had expected, which resulted in the number of new depositing customers being almost doubled compared with the previous quarter to around 110,000. Although we scaled up the marketing investments by 50% from the first quarter, we had the lowest customer acquisition cost ever.

The preparations for the launch of LeoVegas Sport and LeoVegas Live Casino were intense and involved a number of technical integrations, as well as designing marketing material and campaigns. We also expanded our organisation so that we are always able to offer a first-class product and customer service.

**LeoVegas Sport:** The global sports betting market is approximately twice as large as the casino market. The launch of LeoVegas Sport went very well and took place ahead of the biggest sports event of the year, the UEFA European Championship. LeoVegas Sport accounted for 4.6% of NGR before bonus costs during the Championships and 80% of that came from mobile devices.

The great interest in LeoVegas Sport from both new and existing customers reinforces our ambition for LeoVegas to offer the fastest, most user-friendly mobile sportsbook on the market.

**LeoVegas Live Casino:** According to H2 Gambling Capital, the live casino market is the segment of the online casino market that is growing fastest today. LeoVegas has the widest range of live games (from studio environments) and live-streamed games (from land based casinos) on the market. We believe that the combination of a wide range and a world-class gaming experience creates good growth potential. LeoVegas Live Casino launched mid-quarter as its own category and we have already grown 48% compared to Q1 and 134% compared to last year.

The launch of LeoVegas Sport in parallel with new marketing channels contributed to strong growth in new customers. A return to more normal customer growth is expected in Q3. The strong customer growth, combined with a competitive welcome offer in conjunction with the launch of LeoVegas Sport, led to bonus costs increasing more than expected during the quarter. This should be seen as part of the long-term investment in LeoVegas Sport and LeoVegas Live Casino. It was primarily high bonus costs that had a negative impact on revenue<sup>†</sup> in the UK. Total deposits continue to develop well in the UK and we see good potential for continued growth on the market.

Investments in marketing increased strongly and in line with what was communicated in LeoVegas' report for the first quarter of 2016. Marketing in relation to revenue grew to 60.4%, which was slightly higher than in the previous year (58.6%), but was a big increase from the first quarter (42.3%).

Revenue during the second quarter developed well, amounting to EUR 31.0 m (EUR 18.5 m), equivalent to organic growth of 67%. During the quarter, EBITDA was EUR -2.5 m (-0.5), corresponding to a margin of -7.9%. The change in profit is primarily attributable to marketing and affiliate costs in conjunction with the European Championship and the launch of LeoVegas Sport. A return to a lower level of marketing in relation to revenue is expected in Q3.

Finally, I can state that the long-term marketing investments in the second quarter were successful, with a record start to the third quarter and revenue of EUR 12.8 m in July, which is a growth rate of 68%.

With strong customer growth, new gaming categories and a leading mobile position, we look forward to an eventful autumn.

Stockholm, 10 August 2016



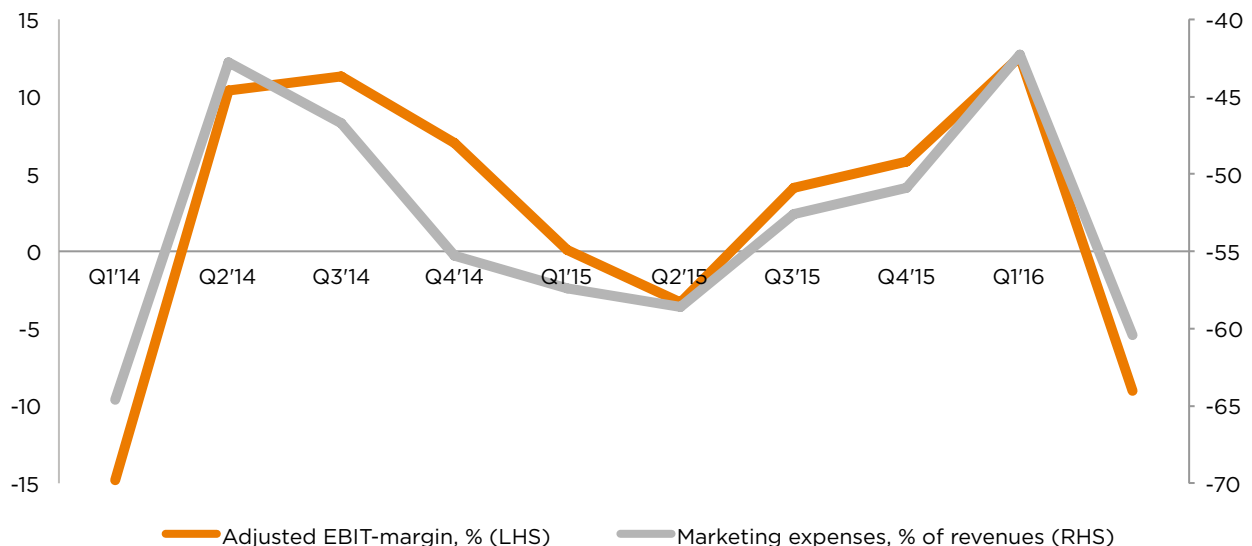
**Gustaf Hagman**, Group CEO, Co-founder

<sup>†</sup>Revenue is always after bonus costs

## Key quarterly performance figures

EUR'000s unless otherwise stated	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015	Q1 2015
<b>Number of depositing customers</b>	<b>176 635</b>	<b>121 615</b>	<b>100 852</b>	<b>88 290</b>	<b>71 632</b>	<b>65 122</b>
<i>Growth, y-y %</i>	147%	87%	93%	115%	119%	73%
<i>Growth, q-q %</i>	45%	21%	14%	23%	10%	25%
<b>Deposits</b>	<b>100 577</b>	<b>80 495</b>	<b>74 216</b>	<b>66 333</b>	<b>56 292</b>	<b>46 546</b>
<i>Growth, y-y %</i>	79%	73%	80%	103%	111%	105%
<i>Growth, q-q %</i>	25%	8%	12%	18%	21%	13%
<b>Revenue</b>	<b>30 980</b>	<b>29 541</b>	<b>26 041</b>	<b>22 586</b>	<b>18 504</b>	<b>15 887</b>
<i>Growth, y-y %</i>	67%	86%	100%	124%	140%	157%
<i>Growth, q-q %</i>	5%	13%	15%	22%	16%	22%
<b>Adjusted EBITDA</b>	<b>(2 454)</b>	<b>3 986</b>	<b>1 739</b>	<b>1 115</b>	<b>(475)</b>	<b>152</b>
<i>Adjusted EBITDA margin, %</i>	-7.9%	13.5%	6.7%	4.9%	-2.6%	1.0%
<b>Adjusted EBIT</b>	<b>(2 777)</b>	<b>3 712</b>	<b>1 508</b>	<b>931</b>	<b>(611)</b>	<b>15</b>
<i>Adjusted EBIT margin, %</i>	-9.0%	12.6%	5.8%	4.1%	-3.3%	0.1%
<b>Marketing expenses</b>	<b>18 708</b>	<b>12 510</b>	<b>13 250</b>	<b>11 886</b>	<b>10 846</b>	<b>9 124</b>
<i>Marketing expenses as % of revenue</i>	60%	42%	51%	53%	59%	57%

## The EBIT margin is largely a function of the marketing-to-revenue ratio



LeoVegas' EBIT margin is to a large extent a function of the amount spent on marketing in a given period. When marketing, as a percentage of revenue, is higher (e.g. Q1 2014, Q1-Q2 2015, Q2 2016), the EBIT margin decreases, while when it is lower (e.g. Q2-Q3 2014, Q1 2016), the EBIT margin increases. LeoVegas has historically had a high marketing to revenue ratio compared to industry peers. This is because the return on marketing investments has been high, which justifies a continued focus on growth.

## Group performance Q2

### Revenue, deposits and number of depositing customers

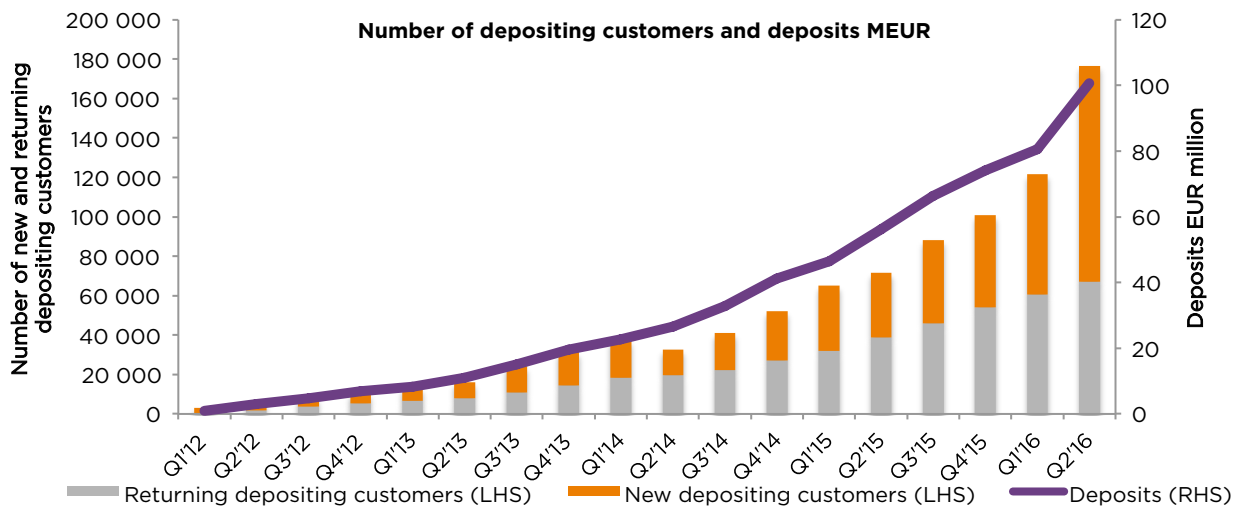
Revenue amounted to EUR 31.0 m (18.5) during the second quarter, an increase of 67%. Growth was entirely organic. LeoVegas Sport accounted for 4.6% of total gaming revenue before bonus costs during the UEFA European Championship.

Total deposits amounted to EUR 100.6 m (56.3) during the quarter, an increase of 79%. Growth from the first quarter was 25%, which is the fastest sequential growth rate in six quarters. Deposits from mobile devices accounted for 65% (55%) of the total. In absolute terms, the Nordic countries and the UK together accounted for 69% of the increase in total deposits during the quarter. The smaller markets showed the highest percentage growth during the quarter. In Other Europe, total deposits grew by 299% and in Rest of World by 199%. In the Nordic countries and the UK, deposits grew by 52% and 97%, respectively.

The number of depositing customers in the second quarter was 176,635 (71,632), which corresponds to an increase of 147%. Of the depositing customer base, the number of returning depositing customers was 66,917 (38,899), an increase of 72%. The large increase in the depositing customer base was driven by a strong inflow of new customers. The number of new customers increased by 235% to 109,718 (32,733).

The strong growth in new depositing customers is attributable to the launch of LeoVegas Sport combined with new marketing channels. The launch of LeoVegas Sport created the opportunity to expand the customer base and attract a new customer segment interested in mobile sportsbook. The launch campaign also helped extend the reach of LeoVegas' marketing, which also attracted new casino customers. According to plan and as communicated in LeoVegas' report for the first quarter of 2016, marketing investments increased greatly in the second quarter. Part of the increase is attributable to new marketing channels for Sport and Casino, with LeoVegas testing and evaluating new marketing concepts for the first time. A number of these investments during the quarter contributed to more new customers than expected, but in some cases with relatively low deposits and high bonus costs. Analysis of each channel forms the basis for effectively optimising new customer acquisition.

The number of active customers, which includes customers who only play using bonus funds, was 540,276 (184,158) during the quarter, an increase of 193%.



### Earnings

Gross profit for the quarter increased to EUR 23.6 m (14.0), corresponding to a gross margin of 76.1% (75.5%). The gross margin decreased slightly on the first quarter due to a change in the mix of gaming revenue from LeoVegas Sport and LeoVegas Live Casino. Excluding gaming taxes, the gross margin was 80.0%.

Investments in marketing increased greatly in the second quarter, in line with what was communicated in the report on the first quarter of 2016. Marketing in relation to revenue grew to 60.4%, which was slightly higher than in the previous year (58.6%), but was a big increase from the first quarter of 2016 (42.3%). In absolute terms, the marketing expenses were EUR 18.7 m (10.8). The increase in expenses from the first quarter was 50%. The increase was driven both from LeoVegas' own marketing initiatives and from affiliates. The launch of LeoVegas Sport meant a considerable increase in the number of affiliates with which LeoVegas can work with. The investments were made to derive maximum leverage from the launch of LeoVegas Sport during the European Championship and to increase the company's market share.

Personnel costs rose at a faster pace than revenue during the quarter as a result of a large number of new hires ahead of and in conjunction with the launch of LeoVegas Sport. LeoVegas' focus on growth requires that the Group can recruit key talent at a rapid pace. Personnel costs during the quarter corresponded to 14.3% (11.0%) of revenue. From now on, the expectation is that personnel costs will increase at a slower pace than revenue in percentage terms.

Operating expenses were 11.9% of revenue (10.0). The increase was due partly to increased personnel costs and expenses in conjunction with the launch of LeoVegas Sport and LeoVegas Live Casino.

EBITDA for the second quarter decreased to EUR -2.5 m (-0.5), corresponding to an EBITDA margin of -7.9% (-2.6%). Operating profit (EBIT) was EUR -2.8 m (-0.6), corresponding to an EBIT margin of -9.0% (-3.3%). There were no items affecting comparability in the profit for the second quarter. The decrease in profit is attributable to increased marketing expenses during the quarter.

The quarter's negative profit resulted in a positive tax effect of EUR 0.1 m (0.0).

Profit for the period was EUR -2.7 m (-0.6), corresponding to a net margin of -8.6% (-3.2%). Earnings per share were EUR -0.03 (-0.01) before and after dilution.

### Activities during the second quarter

- LeoVegas launched LeoVegas Sport.
- LeoVegas launched LeoVegas Live Casino.
- LeoVegas AB held its ordinary Annual General Meeting in Stockholm on 26 May. The resolutions of the AGM were in accordance with the Board's proposals and can be read in full at [www.leovegasgroup.com](http://www.leovegasgroup.com).

### Balance sheet and financing

At the end of June 2016, the Group's equity amounted to EUR 32.0 m (15.3 at 30 June 2015 and 16.5 at 31 December 2015), or EUR 0.32 per share. The Group's financial position is strong, and LeoVegas has no interest-bearing loan liabilities to credit institutions. The equity/assets ratio was 61% (59%). Total assets as per 30 June 2016 were EUR 52.2 m (25.9).

The consolidated balance sheet includes customer deposits. Customer balances at the end of the second quarter amounted to EUR 3.3 m (1.2). Provisions for potential local jackpot wins and bonus costs amounted to EUR 1.8 m at the end of the quarter (0.7).

Cash and cash equivalents amounted to EUR 39.2 m (17.7). Cash and cash equivalents excluding customer balances amounted to EUR 36.0 m (16.4).

### Cash flow and investments

Cash flow from operating activities during the quarter was EUR -4.7 m (-1.2). The decrease is attributable to the lower operating profit and changes in working capital. The increase in working capital from the first quarter of 2016 was expected and is attributable to unusually high trade payables at the end of the first quarter which were paid during the second quarter.

Investments in non-current assets amounted to EUR 0.4 m (0.1). Investments consisted primarily of new office premises and IT hardware. Investments in intangible assets during the quarter amounted to EUR 0.8 m (0.3) and consisted primarily of capitalised development costs.

## Group performance in the first half of 2016

### Revenue and profit

Group revenue amounted to EUR 60.5 m (34.4), an increase of 76%.

During the half-yearly period, deposits from mobile devices accounted for 64% (55%) of total deposits.

Gross profit increased to EUR 46.2 m (26.1), an increase of 77%. The gross margin for the half-yearly period was 76.4% (75.5%).

Marketing expenses as a proportion of revenue decreased to 51.6% (58.6%), which is the result of a combination of relatively less marketing during the first quarter and more marketing during the second quarter of 2016.

Operating expenses in relation to revenue increased from the same period in the previous year due to expenses for the Initial Public Offering and higher personnel costs.

EBITDA decreased to EUR -3.8 m (-0.3) and the EBITDA margin was -6.2% (-2.6%). EBITDA adjusted for items affecting comparability was EUR 1.5 m (-0.3), a margin of 2.5%.

Operating profit (EBIT) decreased to EUR -4.3 m (-0.6), an operating margin of -7.2% (-3.3%). The decrease is primarily due to expenses in connection with the company's Initial Public Offering. Operating profit adjusted for items affecting comparability was EUR 0.9 m (-0.6), corresponding to a margin of 1.5%. During the first quarter of 2016, the company identified a non-recurring expense item affecting comparability that affects the profitability ratios. This pertains to costs associated with the company's preparations ahead of its Initial Public Offering. The cost in the first quarter of 2016 amounted to EUR 5.3 m and is recognised as an operating expense. IPO-related costs recognised during the fourth quarter of 2015 amounted to EUR 0.6 m. The total cost for the IPO was EUR 6.3 m, of which EUR 0.4 m is recognised against proceeds in equity.

Profit fell to EUR -4.5 m (-0.6) during the half-yearly period.

### Balance sheet and financing

At the end of June 2016, the Group's equity amounted to EUR 32.0 m (15.3 at 30 June 2015 and 16.5 at 31 December 2015), or EUR 0.32 per share. The Group's financial position is strong, and LeoVegas has no interest-bearing loan liabilities to credit institutions. The equity/assets ratio was 61% (59%). Total assets as per 30 June 2016 were EUR 52.2 m (25.9).

The consolidated balance sheet includes customer deposits. Customer balances at the end of the second quarter amounted to EUR 3.3 m (1.2). Provisions for potential local jackpot wins and bonus costs amounted to EUR 1.8 m at the end of the quarter (0.7).

Cash and cash equivalents amounted to EUR 39.2 m (17.7). Cash and cash equivalents excluding customer balances amounted to EUR 36.0 m (16.4).

### Cash flow and investments

Cash flow from operating activities increased during the first six months to EUR 3.9 m (-0.1). The increase is attributable to the adjusted EBITDA and changes in working capital.

Investments in non-current assets amounted to EUR 0.6 m (0.2). Investments consisted primarily of new office premises and IT hardware. Investments in intangible assets amounted to EUR 1.4 m (0.6) and consisted primarily of capitalised development costs.



## Other information

### Events after the end of the quarter

No significant events occurred since the end of the quarter.

### Currency sensitivity

LeoVegas' largest markets are the Nordic countries and the UK. The Group's earnings are thus affected by currency translation effects. During the quarter, changes in the euro exchange rate had a negative effect on revenue of EUR 0.1 m.

### Seasonal variations

Customers use LeoVegas' gaming services year-round, which means that seasonal variations tend to be rather low. The company's fast growth will help smooth any temporary downturns in gaming activity.

### Personnel

The number of full-time employees at the end of the quarter was 327 (150). The average number of employees during the second quarter was 286 (128). In addition, LeoVegas used the services of 7 (11) full-time consultants at the end of the quarter.

### Related-party transactions

No material changes have taken place for the Group or Parent Company in relations or transactions with related parties compared with the description provided in the 2015 Annual Report.

### Shares and ownership structure

LeoVegas AB was listed on Nasdaq First North Premier on 17 March 2016. The total number of shares and votes in LeoVegas AB is 99,695,470. As per the end of June 2016, the company had 8,843 shareholders. The six largest shareholders were Gustaf Hagman, with 8.0%, Robin Ramm-Ericson, with 6.9%, Peak AM Securities, with 5.5%, SEB Life International, with 4.7%, Danica Pension Försäkrings AB, with 4.1%, and Handelsbanken Fonder, with 3.8% of the shares and votes.

### Accounting policies

The consolidated financial statements are prepared in accordance with International Financial Reporting Standards (IAS/IFRS, as endorsed by the European Union), as issued by the International Accounting Standards Board, interpretations issued by the IFRS Interpretation Committee (formerly IFRIC), the Swedish Annual Accounts Act and Swedish Financial Reporting Board (RFR) standard RFR 1 'Supplementary Accounting Rules for Groups'. This interim report is prepared in accordance with IAS 34 Interim Financial Reporting. The most important accounting policies under IFRS, which are the accounting policies adhered to in the preparation of this interim report, are described in Note 2, pages 60-64, of the 2015 Annual Report. The Parent Company's financial statements have been prepared in accordance with the Swedish Annual Accounts Act and recommendation RFR 2 'Accounting for Legal Entities'.

In this interim report, reference is made to metrics that LeoVegas AB and others use in the evaluation of LeoVegas Mobile Gaming Group's performance which are not explicitly defined in IFRS. These measures provide management and investors with important information to analyse trends in the company's business activities. These non-IFRS measures are designed to supplement, not replace, financial measures that are presented in accordance with IFRS.

During the first quarter of 2016, the company identified a non-recurring expense item affecting comparability that affects the profitability ratios. This pertains to costs associated with the company's preparations ahead of its Initial Public Offering. The cost in the first quarter of 2016 amounted to EUR 5.3 m and is recognised as an operating expense. IPO-related costs recognised during the fourth quarter of 2015 amounted to EUR 0.6 m. The total cost for the IPO was EUR 6.3 m, of which EUR 0.4 m is recognised against the proceeds in equity.

### Risks and uncertainties

The main risk and uncertainty facing LeoVegas is the general legal status of online gaming. Decisions and changes in laws and rules may affect LeoVegas' business activities and expansion opportunities. An ongoing debate is focusing attention on the fact that EU Member States should adapt their local laws to EU law governing free movement of products and services. Since most of LeoVegas' customers are active in Europe, the legal status in the EU has most significance for the company's existing operations. However, developments outside the EU are also of interest, partly for parts of LeoVegas' existing operations, but primarily as they may affect the company's expansion and future plans. Developments in the legal area are monitored and addressed on a continuous basis within LeoVegas. Other risks that could affect LeoVegas are market-related risks and financial risks, such as currency and liquidity risks. Market risks and financial risks are monitored and followed up as a continuous part of operations. A detailed description of financial risks is provided in the 2015 Annual Report.

### Parent Company

LeoVegas AB (publ), the Group's Parent Company, invests in companies that offer gaming via smartphones, tablets and desktop computers, as well as companies that develop related technology. Gaming services are offered to end consumers through subsidiaries. The Parent Company is not engaged in any gaming activities.

During the first six months of the year, revenue amounted to EUR 0.09 m (0.02), and profit after tax was EUR -6.2 m (0.00). Cash and cash equivalents amounted to EUR 19.5 m (6.5).



### Future outlook

LeoVegas does not issue future guidance, but has long-term targets for the full year 2018:

- To reach EUR 300 m in net sales in 2018
- Long-term organic growth higher than the online gaming market
- To achieve an EBITDA margin of approximately 15% in 2018
- A long-term EBITDA margin of at least 15% with the assumption that 100% of revenue will be generated in regulated markets in which gambling taxes are assessed
- Over time to distribute at least 50% of profits

The company sees continued strong demand for gaming services and believes that the opportunities for continued expansion in new markets are very favourable. External market forecasts indicate that mobile gaming will continue to grow faster than the traditional gaming market. Mobile penetration and the use of smartphones continue to rise around the world, and smartphones are being used to an ever-greater extent for entertainment and gaming. LeoVegas will continue to invest in growth and believes that the growth potential in the company's current core markets - the Nordics and the UK - is very favourable.

## Board of Directors' and CEO's assurance

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

This is a translation of the Swedish original. Should there be any discrepancies between the original Swedish version and the English translated version, the Swedish version shall prevail.

The Board of Directors assures that the interim report for the second quarter gives a fair overview of the parent company's and Group's operations, position and earnings, and describes the significant risks and uncertainties facing the parent company and the companies included in the Group.

Stockholm, 10 August 2016

**Robin Ramm-Ericson**  
Chairman of the Board

**Per Brillioth**  
Director

**Barbara Canales Rivera**  
Director

**Mårten Forste**  
Director

**Anna Frick**  
Director

**Patrik Rosén**  
Director

**Gustaf Hagman**  
President and CEO

**LeoVegas AB**  
Sveavägen 59, SE-113 59 Stockholm  
Head offices: Stockholm  
Corporate identity number: 556830-4033

All information in this report pertains to the Group companies that are ultimately owned by LeoVegas AB, also referred to as LeoVegas.

### For further information, please contact:

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### Financial calendar 2016/2017

Interim report Jan.-Sep. 2016    9 Nov. 2016  
Year-end report Jan.-Dec. 2016    15 Feb. 2017

## Consolidated income statement

EUR'000s	Apr-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	2015
<b>Revenue</b>	<b>30 980</b>	<b>18 504</b>	<b>60 521</b>	<b>34 391</b>	<b>83 018</b>
Cost of sales	(7 417)	(4 529)	(14 285)	(8 338)	(18 628)
<b>Gross profit</b>	<b>23 563</b>	<b>13 975</b>	<b>46 236</b>	<b>26 053</b>	<b>64 390</b>
Personnel costs	(4 430)	(2 034)	(8 325)	(3 665)	(9 183)
Capitalised development costs	752	255	1 390	483	1 433
Operating expenses	(3 682)	(1 855)	(11 818)	(3 288)	(9 776)
Marketing expenses	(18 708)	(10 846)	(31 218)	(19 970)	(45 106)
Other income and expenses	51	30	(16)	64	(565)
<b>EBITDA</b>	<b>(2 454)</b>	<b>(475)</b>	<b>(3 751)</b>	<b>(323)</b>	<b>1 193</b>
Depreciation and amortisation	(323)	(135)	(597)	(272)	(688)
<b>Operating profit (EBIT)</b>	<b>(2 777)</b>	<b>(611)</b>	<b>(4 348)</b>	<b>(596)</b>	<b>505</b>
Net financial income	2	0	3	0	7
<b>Profit before tax</b>	<b>(2 775)</b>	<b>(610)</b>	<b>(4 345)</b>	<b>(595)</b>	<b>512</b>
Income tax	107	18	(112)	(50)	(82)
<b>Net profit for the period*</b>	<b>(2 668)</b>	<b>(593)</b>	<b>(4 457)</b>	<b>(646)</b>	<b>429</b>
<b>Earnings per share (EUR)</b>	<b>(0.03)</b>	<b>(0.01)</b>	<b>(0.04)</b>	<b>(0.01)</b>	<b>0.00</b>
<b>Earnings per share after dilution (EUR)</b>	<b>(0.03)</b>	<b>(0.01)</b>	<b>(0.04)</b>	<b>(0.01)</b>	<b>0.00</b>
No. of shares outstanding adj. for split (million)	99.70	90.68	99.70	90.68	93.85
No. of diluted shares outstanding adj. for split (million)	101.70	92.68	101.70	92.68	95.85
<b>Key ratios</b>					
Gross margin, %	76.1%	75.5%	76.4%	75.5%	77.6%
Personnel costs as % of revenue	14.3%	11.0%	13.8%	11.0%	11.1%
Operating expenses as % of revenue	11.9%	10.0%	19.5%	10.0%	11.8%
Marketing expenses as % of revenue	60.4%	58.6%	51.6%	58.6%	54.3%
EBITDA, margin %	(7.9%)	(2.6%)	(6.2%)	(2.6%)	1.4%
EBIT, margin %	(9.0%)	(3.3%)	(7.2%)	(3.3%)	0.6%
Net margin, %	(8.6%)	(3.2%)	(7.4%)	(3.2%)	0.5%

\*Entirely attributable to shareholders of the Parent Company.

## Consolidated balance sheet condensed

EUR'000s	30 Jun 2016	30 Jun 2015	31 Dec 2015
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property, plant and equipment	1 093	663	694
Intangible assets	4 872	1 918	3 872
Deferred tax assets	7	0	7
<b>Total non-current assets</b>	<b>5 972</b>	<b>2 581</b>	<b>4 573</b>
<b>Current assets</b>			
Trade receivables	4 893	4 476	4 045
Other current receivables	2 157	1 147	1 813
Cash and cash equivalents	39 220	17 654	22 605
<b>Total current assets</b>	<b>46 270</b>	<b>23 278</b>	<b>28 464</b>
<b>TOTAL ASSETS</b>	<b>52 242</b>	<b>25 858</b>	<b>33 036</b>
<b>EQUITY AND LIABILITIES</b>			
Share capital	1 196	55	57
Additional paid-in capital	36 411	17 555	17 689
Retained earnings /(Accumulated losses)	(5 655)	(2 271)	(1 198)
<b>Equity attributable to owners of the Parent Company</b>	<b>31 952</b>	<b>15 339</b>	<b>16 548</b>
Non-current liabilities	915	0	906
<b>Total non-current liabilities</b>	<b>915</b>	<b>0</b>	<b>906</b>
<b>Current liabilities</b>			
Trade and other payables	5 748	4 211	4 748
Player liabilities	3 270	1 243	3 246
Other liabilities	0	864	621
Accrued expenses	10 357	4 201	6 968
<b>Total current liabilities</b>	<b>19 375</b>	<b>10 519</b>	<b>15 583</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>52 242</b>	<b>25 858</b>	<b>33 036</b>

\* Shareholders' equity is entirely attributable to the owners of the Parent Company. There have been no transfers between levels of the fair value hierarchy used in measuring fair value of financial instruments. No significant effects came from revaluation of financial assets and liabilities and no such assets are valued based on non-observable inputs.

## Consolidated statement of cash flows, condensed

EUR'000s	April-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	2015
Operating profit	(2 777)	(611)	(4 348)	(596)	505
Adjustments for non-cash items	566	139	1 104	123	680
Cash flow from changes in working capital	(2 532)	(691)	7 161	410	5 206
<b>Cash flow from operating activities</b>	<b>(4 743)</b>	<b>(1 163)</b>	<b>3 917</b>	<b>(63)</b>	<b>6 393</b>
Acquisition of property, plant and equipment	(423)	(68)	(595)	(200)	(600)
Acquisition of intangible assets	(756)	(292)	(1 402)	(592)	(1 533)
Acquisition of subsidiaries	0	0	0	0	(156)
<b>Cash flow from investing activities</b>	<b>(1 179)</b>	<b>(360)</b>	<b>(1 997)</b>	<b>(792)</b>	<b>(2 289)</b>
Proceeds from share issue/other equity securities	15 353	852	15 353	877	1 004
<b>Cash flow from financing activities</b>	<b>15 353</b>	<b>852</b>	<b>15 353</b>	<b>877</b>	<b>1 004</b>
Net increase/(decrease) in cash and cash equivalents	9 431	(671)	17 273	22	5 107
Cash and cash equivalents at start of the period	30 176	18 328	22 605	17 483	17 483
Currency effects on cash and cash equivalents	(387)	(3)	(658)	149	15
<b>Cash and cash equivalents at end of period</b>	<b>39 220</b>	<b>17 654</b>	<b>39 220</b>	<b>17 654</b>	<b>22 605</b>

## Consolidated statement of changes in equity\*

EUR'000s	Share Capital	Share capital not yet registered	Other capital contribution	Retained earnings	Total equity
<b>Balance at 1 January 2015</b>	<b>24</b>	<b>1</b>	<b>16 682</b>	<b>(1 627)</b>	<b>15 080</b>
Profit for the period	-	-	-	(646)	(646)
<b>Total comprehensive income for the period</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(646)</b>	<b>(646)</b>
<b>Transactions with shareholders in their capacity as owners:</b>					
Bonus issue	1	(1)	-	-	-
New share issue	30	-	873	2	905
<b>Balance at 30 June 2015</b>	<b>55</b>	<b>-</b>	<b>17 555</b>	<b>(2 271)</b>	<b>15 339</b>
<b>Balance at 1 January 2016</b>	<b>57</b>	<b>-</b>	<b>17 689</b>	<b>(1 198)</b>	<b>16 548</b>
Profit for the period	-	-	-	(4 457)	(4 457)
<b>Total comprehensive income for the period</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(4 457)</b>	<b>(4 457)</b>
<b>Transactions with shareholders in their capacity as owners:</b>					
New share issue including issue costs	70	-	19 791	-	19 861
Bonus issue	1 069	-	(1 069)	-	-
<b>Balance at 30 June 2016</b>	<b>1 196</b>	<b>-</b>	<b>36 411</b>	<b>(5 655)</b>	<b>31 952</b>

\* There are no non-controlling interests (minority interests) in the Group; all equity is therefore attributed to owners of the Parent Company.

## Parent company income statement, condensed

EUR'000s	Apr-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	2015
<b>Revenue</b>	<b>59</b>	<b>12</b>	<b>91</b>	<b>24</b>	69
Operating expenses	(824)	(144)	(6 482)	(228)	(1 135)
Other income and expenses	-	-	(99)	-	-
<b>Operating profit (EBIT)</b>	<b>(765)</b>	<b>(132)</b>	<b>(6 490)</b>	<b>(204)</b>	<b>(1 066)</b>
Net financial income	131	117	251	211	493
Tax cost	-	-	-	-	-
<b>Profit / Loss for the period</b>	<b>(634)</b>	<b>(15)</b>	<b>(6 239)</b>	<b>7</b>	<b>(573)</b>

## Parent company balance sheet

EUR'000s	30 Jun 2016	30 Jun 2015	31 Dec 2015
<b>ASSETS</b>			
Total non-current assets	8 897	10 277	8 318
Current assets	2 321	528	1 584
Cash and cash equivalents	19 495	6 510	7 321
<b>Total current assets</b>	<b>21 816</b>	<b>7 038</b>	<b>8 905</b>
<b>TOTAL ASSETS</b>	<b>30 713</b>	<b>17 315</b>	<b>17 223</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Total equity</b>	<b>30 359</b>	<b>17 158</b>	<b>16 738</b>
<b>Total liabilities</b>	<b>354</b>	<b>157</b>	<b>485</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>30 713</b>	<b>17 315</b>	<b>17 223</b>
Pledged assets/contingent liabilities	10 398	10 779	9 531



## KPIs per quarter

Amounts in EUR'000s unless otherwise stated	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015	Q1 2015
<b>Deposits</b>	<b>100 577</b>	<b>80 495</b>	<b>74 216</b>	<b>66 333</b>	<b>56 292</b>	<b>46 546</b>
<i>Growth, Deposits, y-y %</i>	79%	73%	80%	103%	111%	105%
<i>Growth, Deposits, q-q %</i>	25%	8%	12%	18%	21%	13%
<b>Deposits per geography</b>						
<i>Nordic region, % Deposits</i>	62.5%	66.4%	68.3%	71.0%	73.4%	77.8%
<i>UK, % Deposits</i>	18.6%	18.1%	19.8%	18.2%	16.9%	14.0%
<i>Rest of Europe, % Deposits</i>	10.9%	8.7%	6.3%	5.5%	4.9%	5.1%
<i>Rest of the World, % Deposits</i>	8.1%	6.8%	5.6%	5.3%	4.8%	3.1%
<b>Net Gaming Revenue (NGR)</b>	<b>29 843</b>	<b>28 497</b>	<b>26 124</b>	<b>22 461</b>	<b>18 285</b>	<b>15 943</b>
<i>Growth Net Gaming Revenue, y-y %</i>	63%	115%	97%	120%	133%	159%
<i>Growth Net Gaming Revenue, q-q %</i>	5%	9%	16%	23%	15%	20%
<b>Net Gaming Revenue (NGR) per geography</b>						
<i>Nordic region, % Net Gaming Revenue</i>	62.1%	60.1%	64.4%	68.1%	70.6%	77.7%
<i>UK, % Net Gaming Revenue</i>	12.8%	17.6%	22.1%	18.5%	15.8%	12.9%
<i>Rest of Europe, % Net Gaming Revenue</i>	12.7%	9.9%	7.4%	5.3%	5.9%	5.7%
<i>Rest of the World, % Net Gaming Revenue</i>	12.5%	12.4%	6.1%	8.2%	7.7%	3.7%
<b>Number of active customers</b>	<b>540 276</b>	<b>480 320</b>	<b>247 971</b>	<b>236 156</b>	<b>184 158</b>	<b>155 371</b>
<i>Growth active customers, y-y %</i>	193%	209%	130%	176%	298%	52%
<i>Growth active customers, q-q %</i>	12%	94%	5%	28%	19%	44%
<b>Number of depositing customers</b>	<b>176 635</b>	<b>121 615</b>	<b>100 852</b>	<b>88 290</b>	<b>71 632</b>	<b>65 122</b>
<i>Growth depositing customers, y-y %</i>	147%	87%	93%	115%	119%	73%
<i>Growth depositing customers, q-q %</i>	45%	21%	14%	23%	10%	25%
<b>Number of new depositing customers</b>	<b>109 718</b>	<b>60 989</b>	<b>46 690</b>	<b>42 378</b>	<b>32 733</b>	<b>33 206</b>
<i>Growth new depositing customers, y-y %</i>	235%	84%	87%	125%	149%	73%
<i>Growth new depositing customers, q-q %</i>	80%	31%	10%	29%	-1%	33%
<b>Number of returning depositing customers</b>	<b>66 917</b>	<b>60 626</b>	<b>54 162</b>	<b>45 912</b>	<b>38 899</b>	<b>31 916</b>
<i>Growth returning depositing customers, y-y %</i>	72%	90%	99%	106%	99%	74%
<i>Growth returning depositing customers, q-q %</i>	10%	12%	18%	18%	22%	17%

## Consolidated income statement per quarter

EUR'000s	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015	Q1 2015
<b>Revenue</b>	<b>30 980</b>	<b>29 541</b>	<b>26 041</b>	<b>22 586</b>	<b>18 504</b>	<b>15 887</b>
Cost of sales	(7 417)	(6 868)	(5 618)	(4 672)	(4 529)	(3 809)
<b>Gross profit</b>	<b>23 563</b>	<b>22 673</b>	<b>20 422</b>	<b>17 914</b>	<b>13 975</b>	<b>12 078</b>
Personnel costs	(4 430)	(3 895)	(3 047)	(2 471)	(2 034)	(1 631)
Capitalised development costs	752	638	675	275	255	228
Operating expenses	(3 682)	(8 136)	(3 722)	(2 766)	(1 855)	(1 433)
Marketing expenses	(18 708)	(12 510)	(13 250)	(11 886)	(10 846)	(9 124)
Other income and expenses	51	(67)	(678)	49	30	34
<b>EBITDA</b>	<b>(2 454)</b>	<b>(1 297)</b>	<b>401</b>	<b>1 115</b>	<b>(475)</b>	<b>152</b>
Depreciation and amortisation	(323)	(274)	(231)	(184)	(135)	(137)
<b>Operating profit (EBIT)</b>	<b>(2 777)</b>	<b>(1 571)</b>	<b>170</b>	<b>931</b>	<b>(611)</b>	<b>15</b>
Net financial income	2	1	6	1	0	0
<b>Profit before tax</b>	<b>(2 775)</b>	<b>(1 570)</b>	<b>176</b>	<b>932</b>	<b>(610)</b>	<b>15</b>
Income tax	107	(219)	(20)	(12)	18	(68)
<b>Net profit for the period*</b>	<b>(2 668)</b>	<b>(1 789)</b>	<b>156</b>	<b>919</b>	<b>(593)</b>	<b>(53)</b>
<b>Earnings per share (EUR)</b>	<b>(0.03)</b>	<b>(0.02)</b>	<b>0.00</b>	<b>0.01</b>	<b>(0.01)</b>	<b>(0.00)</b>
<b>Earnings per share after dilution (EUR)</b>	<b>(0.03)</b>	<b>(0.02)</b>	<b>0.00</b>	<b>0.01</b>	<b>(0.01)</b>	<b>(0.00)</b>
Number of shares outstanding adjusted for share split (million)	99.70	99.70	93.85	93.85	90.68	89.77
Number of diluted shares outstanding adjusted for share split (million)	101.70	101.70	95.85	95.85	92.68	90.97
<b>Key ratios</b>						
Gross margin, %	76.1%	76.8%	78.4%	79.3%	75.5%	76.0%
Personnel costs as % of revenue	14.3%	13.2%	11.7%	10.9%	11.0%	10.3%
Operating expenses as % of revenue	11.9%	27.5%	14.3%	12.2%	10.0%	9.0%
Marketing expenses as % of revenue	60.4%	42.3%	50.9%	52.6%	58.6%	57.4%
EBITDA, margin %	(7.9%)	(4.4%)	1.5%	4.9%	(2.6%)	1.0%
EBIT, margin %	(9.0%)	(5.3%)	0.7%	4.1%	(3.3%)	0.1%
Net margin, %	(8.6%)	(6.1%)	0.6%	4.1%	(3.2%)	(0.3%)

\*Profit for the period is attributable to shareholders of the Parent Company.

## Consolidated balance sheet per quarter, condensed

EUR'000s	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015	Q1 2015
<b>ASSETS</b>						
<b>Non-current assets</b>						
Property, plant and equipment	1 093	777	694	738	663	595
Intangible assets	4 872	4 333	3 872	2 027	1 918	1 761
Deferred tax assets	7	7	7	0	0	0
<b>Total non-current assets</b>	<b>5 972</b>	<b>5 117</b>	<b>4 573</b>	<b>2 765</b>	<b>2 581</b>	<b>2 356</b>
<b>Current assets</b>						
Trade receivables	4 893	19 667	4 045	3 780	4 476	2 953
Other current receivables	2 157	2 465	1 813	1 668	1 147	916
Cash and cash equivalents	39 220	30 176	22 605	19 065	17 654	18 328
<b>Total current assets</b>	<b>46 270</b>	<b>52 308</b>	<b>28 464</b>	<b>24 513</b>	<b>23 278</b>	<b>22 197</b>
<b>TOTAL ASSETS</b>	<b>52 242</b>	<b>57 425</b>	<b>33 036</b>	<b>27 278</b>	<b>25 858</b>	<b>24 553</b>
<b>EQUITY AND LIABILITIES</b>						
Share capital	1 196	1 196	57	57	55	25
Additional paid-in capital	36 411	36 411	17 689	17 553	17 555	16 682
Retained earnings /(Accumulated losses)	(5 655)	(2 987)	(1 198)	(1 352)	(2 271)	(1 680)
<b>Equity attributable to owners of the Parent Company</b>	<b>31 952</b>	<b>34 620</b>	<b>16 548</b>	<b>16 528</b>	<b>15 339</b>	<b>15 027</b>
Non-current liabilities	915	906	906	0	0	0
<b>Total non-current liabilities</b>	<b>915</b>	<b>906</b>	<b>906</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Current liabilities</b>						
Trade and other payables	5 748	10 400	4 748	3 705	4 211	3 781
Player liabilities	3 270	2 879	3 246	1 204	1 243	879
Other liabilities	0	446	621	970	864	659
Accrued expenses	10 357	8 174	6 968	5 141	4 201	4 207
<b>Total current liabilities</b>	<b>19 375</b>	<b>21 899</b>	<b>15 583</b>	<b>11 020</b>	<b>10 519</b>	<b>9 526</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>52 242</b>	<b>57 425</b>	<b>33 036</b>	<b>27 278</b>	<b>25 858</b>	<b>24 553</b>

\* Shareholders' equity is entirely attributable to the owners of the Parent Company. There have been no transfers between levels of the fair value hierarchy used in measuring fair value of financial instruments. No significant effects came from revaluation of financial assets and liabilities and no such assets are valued based on non-observable inputs.

## Consolidated statement of cash flows per quarter

EUR'000s	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015	Q1 2015
Operating profit	(2 777)	(1 571)	170	931	(611)	15
Adjustments for non-cash items	566	538	68	488	139	(16)
Cash flow from changes in working capital	(2 532)	9 693	4 133	665	(691)	1 101
<b>Cash flow from operating activities</b>	<b>(4 743)</b>	<b>8 660</b>	<b>4 372</b>	<b>2 084</b>	<b>(1 163)</b>	<b>1 100</b>
Acquisition of property, plant and equipment	(423)	(172)	(325)	(75)	(68)	(132)
Acquisition of intangible assets	(756)	(646)	(648)	(293)	(292)	(300)
Acquisition of subsidiaries	0	0	(156)	0	0	0
<b>Cash flow from investing activities</b>	<b>(1 179)</b>	<b>(818)</b>	<b>(1 129)</b>	<b>(369)</b>	<b>(360)</b>	<b>(432)</b>
Proceeds from share issue/other equity securities	15 353	0	127	0	852	25
<b>Cash flow from financing activities</b>	<b>15 353</b>	<b>0</b>	<b>127</b>	<b>0</b>	<b>852</b>	<b>25</b>
Net increase/(decrease) in cash and cash equivalents	9 431	7 842	3 369	1 716	(671)	693
Cash and cash equivalents at start of the period	30 176	22 605	19 065	17 654	18 328	17 483
Currency effects on cash and cash equivalents	(387)	(271)	170	(305)	(3)	152
<b>Cash and cash equivalents at end of period</b>	<b>39 220</b>	<b>30 176</b>	<b>22 605</b>	<b>19 065</b>	<b>17 654</b>	<b>18 328</b>

## Definitions

### Active customers

The number of customers who have played on LeoVegas, including customers who have only used a bonus offer

### Average number of full-time employees

The average number of full-time employees over the entire period

### Adjusted EBIT

EBIT adjusted for non-recurring items of one-off characteristics

### Adjusted EBITDA

EBITDA adjusted for non-recurring items of one-off characteristics

### Cash and cash equivalents

Balances in bank accounts plus e-wallet balances

### Depositing customers

Customers who have made a cash deposit during the period

### Deposits

Includes all cash that has been put into the casino from customers in a given period

### Earnings per share

Profit for the period attributable to owners of the Parent Company, divided by the number of shares outstanding at the end of the period

### EBIT

Earnings before interest and tax

### EBIT margin %

EBIT in relation to revenue

### EBITDA

Earnings before interest, tax, depreciation and amortisation

### EBITDA margin %

EBITDA in relation to revenue

### Equity/assets ratio %

Shareholders' equity divided by total assets, multiplied by 100

### Gross profit

Revenue less direct variable costs that include, but are not limited to, games suppliers, software costs, payment processing and gambling taxes and duties

### Locally regulated markets

Markets that have regulated online gaming and have issued licences that operators can apply for

### Mobile devices

Smartphones and tablets

### Net gaming revenue (NGR)

Total cash bets placed less all winnings payable to customers after bonus costs and pooled jackpot contributions

### Net profit

Profit after all costs including interest and tax

### New depositing customer (NDC)

A customer that has made his/her first cash deposit during the period

### Number of outstanding shares

Number of shares outstanding at the end of the period

### Operating cash flow

Operating profit including change in depreciation, amortisation and impairment, working capital, and investments in other non-current assets (net)

### Organic growth

Growth not including acquisitions. Currency effects are not excluded.

### Operating profit

Profit before interest and tax

### Returning depositing customer (RDC)

A customer that has made a cash deposit during the period but made his/her first deposit in an earlier period

### Revenue

Net gaming revenue plus adjustments for corrections, changes in local jackpot provisions and unconverted bonus provisions