



M.O.B.A. NETWORK AB

# INTERIM REPORT THREE

# 2022



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**M.O.B.A. Network AB**

Stockholm  
Org.nummer: 559144-3964

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## SUMMARY OF INTERIM REPORT THREE, 1 JULY – 30 SEPTEMBER 2022

### FINANCIAL - 1 JULY 2022 – 30 SEP 2022

- Net sales amounted to MSEK 71.3 (MSEK 70.8), a growth of 1%.
- EBITDA amounted to MSEK 7.2 (MSEK 8.9), a decrease of 18%.
- EBIT amounted to MSEK 5.8 (MSEK 8.2), a decrease of 29%.
- Profit before tax amounted to MSEK 5.5 (MSEK 8.3), an increase of 34%.
- Cash flow from operating activities before changes in working capital amounted to MSEK 4.4 (MSEK 6.6) during the quarter.
- Earnings per share during the quarter amounted to SEK 0.2, normalized for the split of shares that took place last financial year of 1/10 earnings per share were SEK 2 (SEK 2).

### FINANCIAL - 1 JAN 2022 – 30 SEP 2022

- Net sales amounted to MSEK 209.5 (MSEK 109.7), a growth of 91%.
- EBITDA amounted to MSEK 24.5 (MSEK 20.7), an increase of 55%.
- EBIT amounted to MSEK 21 (MSEK 14.1), an increase of 49%.
- Profit before tax amounted to MSEK 19.3 (MSEK 14.2), an increase of 37%.
- Cash flow from operating activities before changes in working capital amounted to MSEK 23.5 (MSEK 12.6) during the quarter.
- Earnings per share during the period amounted to SEK 0.7, normalized for the split of shares that took place last financial year of 1/10 earnings per share were SEK 7 (SEK 4).



## SIGNIFICANT EVENTS DURING THE PERIOD

### Significant events during the period 1 July 2022 – 30 September 2022, in brief

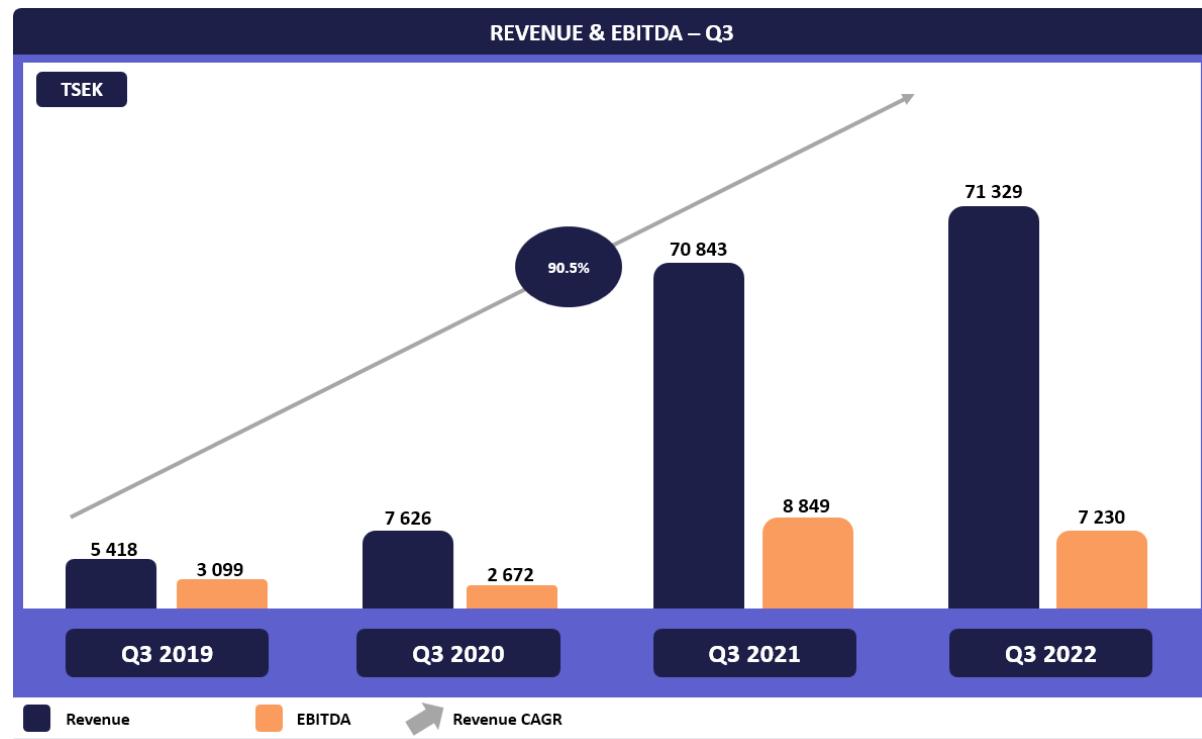
- M.O.B.A. launched its first activation for fantasy esports tournaments for MOBAFire community members. The first tournament took place in conjunction with the LoL Worlds Championship and started on September 29. MOBAFire Fantasy is a global virtual "Coach Competition" where participants compete by creating the best lineup based on match data from a major real world esports tournament.
- M.O.B.A. acquired LoLwiz, one of the largest in-game applications for League of Legends. The acquisition strengthens M.O.B.A.'s position and offer for League of Legends players and opens up a new business area for in-game ads within the group. LoLwiz is an application that seamlessly integrates with the game League of Legends and provides the player with real-time tips during the game. LoLwiz is distributed via the largest platform for in-game applications, Overwolf. LoLwiz is monetized via in-game ads in the application. with over 2 million downloads to date, LoLwiz is one of the largest League of Legends applications on Overwolf.

### Significant events after the period 1 July 2022 – 30 September 2022

- M.O.B.A. has submitted an application to be listed on the OTCQX in the United States of America. The Company expects to receive approval in the first quarter of 2023. OTCQX is a US trading platform operated by OTC Markets Group for securities not listed on a national exchange. The purpose of a listing on OTCQX is to satisfy an increasing interest from American investors and to increase accessibility to the American capital market. Upon possible approval, M.O.B.A.'s shares will be traded with an American ticker symbol and a share price in USD.

## FINANCIAL OVERVIEW IN BRIEF

The group (TSEK)	2022-07-01	2021-07-01	2022-01-01	2021-01-01	2020-10-01
	2022-09-30	2021-09-30	2022-09-30	2021-09-30	2021-12-31
<b>Key Figures</b>					
Net Revenue	71 329	70 843	209 510	109 712	209 684
EBITDA	7 231	8 850	24 530	15 856	36 146
EBIT	5 827	8 189	20 972	14 088	29 026
Profit before tax	5 490	8 345	19 342	14 152	27 745
Profit for the period	4 383	5 391	16 993	9 540	19 751
Earnings per share (SEK)	0.2	0.2	0.7	0.4	0.9
Cashflow from operating activities before changes in working capital	4 418	6 625	23 541	12 567	26 330
<b>Financial standing</b>					
Total assets	413 825	318 645	413 825	318 645	346 161
Cash and cash equivalents	44 897	96 120	44 897	96 120	36 601
Equity	323 273	232 254	323 273	232 254	247 991
Equity / assets ratio (%)	78%	73%	78%	73%	72%
Average number of employees	10	9	9	5	6
<b>Share</b>					
Equity per share, SEK	14.3	10.4	14.3	10.4	11.1
Number of shares at the end of the period	22 682 820	22 385 820	22 682 820	22 385 820	22 385 820



**COMMENTS BY THE CEO**

## Continued growth and stable profit during Q3 in M.O.B.A. Network, despite the prevailing global conditions

**M.O.B.A. Network had a turnover of SEK 71.3 million (+1%) with an EBITDA of SEK 7.2 million during the third quarter of the year under challenging market conditions and with a tough comparative quarter. At the same time, it is positive that we operate in gaming, an industry that is attractive to advertisers and growing, and that we continue to deliver growth, profit, and positive cash flow from ongoing operations.**

During the third quarter, the prevailing macroeconomic conditions also became felt for M.O.B.A. Network, which affected us through increased costs. We also entered quarter three with a very satisfactory order book, but during the summer received cancellations in one of our segments to the value of one million Swedish kronor on the margin, which reduced our profit for the quarter. Within the same segment, we are fully booked in Q4 and have acted to mitigate late cancellations in the future.

Despite this event, it is pleasing that we continue to deliver profit, positive cash flow, and earnings per share. It empowers us to continue our internal investments and acquisition strategy to provide high-quality content to fans worldwide. Given the global economy, we do not experience any direct concern in the industry, and we can continue our long-term strategy, which we believe is sustainable even in less good times.

**Successful investment in Mobafire LoL Fantasy**

We carried out a long-awaited investment in Mobafire LoL Fantasy, the world's largest League of Legends tournament - Worlds, which we see as a very successful investment and intend to continue the cooperation with E-go App during the following year. We now have good content and data to sell to sponsors and advertisers who, in our first tournament, were more cautious with their bets.

**Strengthened organization**

During the quarter, we have continued to invest in the organization as previously communicated and have recruited a Partner Manager for the content creator network UFC, and last quarter we strengthened the organization with a Head of Content/SEO Manager who works centrally across all our brands with the aim of further improve our SEO position. This is long-term work that we believe will generate results in the future. We will continue to strengthen the organization in areas where we see the potential for further growth, which can increase our results in the long run.

**New acquisition strengthens our product portfolio**

During the quarter, the company acquired LoLwiz. LoLwiz is an application that integrates with the game League of Legends and provides the player with real-time tips during the game. LoLwiz is distributed through the largest platform for in-game applications, Overwolf. The business model refers to advertisements in the application. With over two million downloads and growing, LoLwiz is one of the largest League of Legends applications on Overwolf. The intention is to integrate more League of Legends data and community features into the app. LoLwiz is a perfect complement to the product portfolio as we want to be present with our services and products on the platforms where our audience is.

**Collaborations and partnerships**

The operational focus is on growing our audience, optimizing our sales, and creating stable conditions for a more significant share of direct sales through collaborations and partnerships. We have, therefore, for some time held dialogues regarding interesting collaborations. During our fourth quarter, we intend to launch a new platform via a partnership for "content creators" that takes advantage of streamers on platforms other than YouTube, such as Twitch. We are also in close dialogue with several partners who can strengthen our direct sales to our "content creators." We will launch this during the fourth quarter. During quarter three, we had a few late cancellations on advertising as a result of the market situation, where we were initially fully booked. We have secured an agreement with an external party that buys late cancellations which balances sales going forward.

**Looking ahead**

The entire global team is motivated and works together to deliver the best gaming experiences worldwide. Being profitable in a shaky market and having a solid cash position of SEK 45 million means that we can focus on what we do best, develop the best community meeting places for gamers all over the world and invest in further strengthening our organization and act on attractive acquisitions that meet our criteria. The team and I look forward to the coming quarters and years confidently!

Björn Mannerqvist

CEO, M.O.B.A. Network AB, 16 November, 2022

# M.O.B.A. NETWORK AT A GLANCE

## A LEADING COMMUNITY NETOWRK

M.O.B.A Network acquires, develops, and operates gaming communities on the global market for gamers and e-sports. The company owns a network of web-based gaming communities, such as MOBAfire.com and ResetEra.com, and the YouTube network Union For Gamers (UFG).

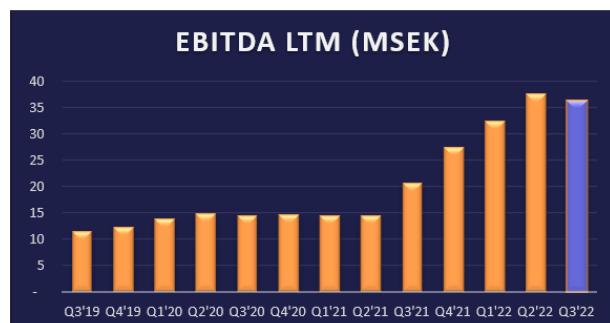
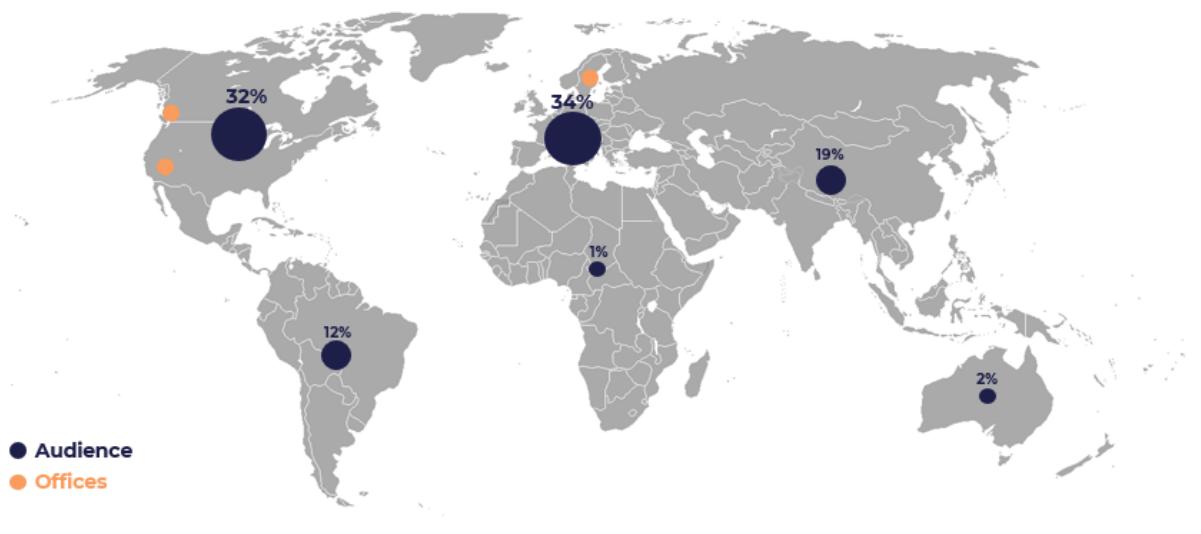
The business areas consist of advertising sales on the company's websites and video sales via the YouTube network. The business operated via the Swedish parent company and most subsidiaries based in North America.

## FOCUS ON GROWTH AND DIVERSIFICATION

Our diversified and exciting portfolio of communities has two common denominators: loyal content creators and games with long life cycles. Organic growth and carefully selected and completed acquisitions constitute our growth strategy. In addition to this, M.O.B.A.'s organization is characterized by an entrepreneurial spirit and by the fact that our employees must have the opportunity to grow within the company.

M.O.B.A.'s goal is to have a positive impression in the everyday lives of our content creators and community visitors, by creating a social, entertaining, and positive community experience. Our business model is built on our long-term approach to our communities, employees, and content creators.

## GLOBAL PRESENCE



# BUSINESS OPERATION

## ORGANISATION AND SUBSIDIARIES

M.O.B.A. Network's operations consist of pre-managing and further developing the subsidiaries CriticalClick and Magic Find and the communities MMORPG and ResetEra, which the parent company owns.

CriticalClick operates exclusively in the M.O.B.A. Advertising sales while Magic Find operates within both M.O.B.A. Advertising Sales and M.O.B.A. Video sales.

M.O.B.A. Network currently operates 23 well-established communities and Union For Gamers, a YouTube network for gaming content. According to internal statistics tools, including Google Analytics, these meeting places generate more than 100 million views in some months, and video content via Union For Gamers is shown up to 2 billion times in some months. These traffic statistics show that some of the Company's assets can be counted among the world's largest meeting places.

The Company's communities are aimed at players with varying levels of experience. Both beginners and organized team players visit the sites, including user forums with dozens of discussions ("threads"), game tips, strategy reasoning, interviews with successful players, and information about game-related events.

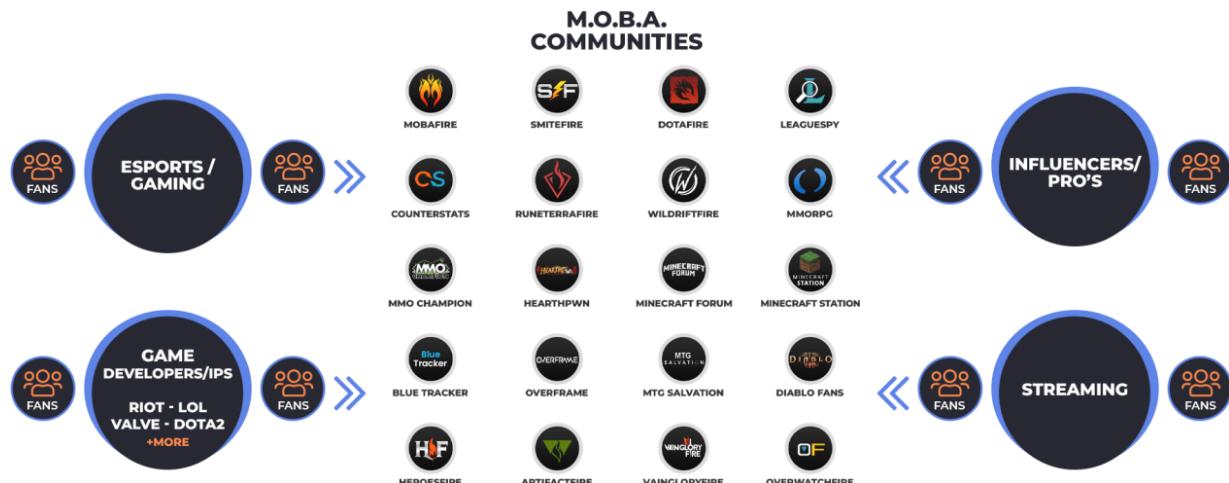
## UNION FOR GAMERS

With the acquisition of Magic Find Inc. in May 2021, M.O.B.A. strengthened its gaming and esports industry position by taking a significant step into the Gaming Video Content market. Magic Find's MCN network Union For Gamers ("UFG") has approx. 1,000 Content Creators. In 2021, UFG's Content Creators had over 14 billion views on YouTube. M.O.B.A. sees significant synergies between M.O.B.A.'s business areas, primarily regarding improved joint advertising business, increased direct sales, expansion of streamers via M.O.B.A.'s communities, and networking benefits in traffic and audience sharing.

## M.O.B.A. NETWORK'S ECOSYSTEM

In the ecosystem of services and products available in the industry of gaming and esports, M.O.B.A. Network is in a position to generate growth by consolidating and moving user-generated content to new platforms and distribution channels and through collaborations.

The driving forces behind the consistent growth within M.O.B.A.'s business areas are the fans' commitment and interest in M.O.B.A.'s platforms and product offerings.



## THE REVENUE MODEL

M.O.B.A.'s revenue comes primarily from the YouTube network Union for Gamers (UFG) and through advertising on our online communities. The company divides sales via UFG and our communities into two business areas.

## BUSINESS AREA

### M.O.B.A. ADVERTISING SALES

Revenue is generated through our partnerships with ad brokers, and revenue is generated through direct sales on our online communities.

### M.O.B.A. VIDEO SALES

Revenue is generated through the Union For Gamers (UFG) brand. Union For Gamers is our YouTube network, generating revenue by digital advertising linked to our Content Creators' videos.

## REVENUE AND EARNINGS IN THE THIRD QUARTER

Net revenues for the first quarter increased by 1% compared to the corresponding quarter last year and amounted to SEK 71.3 million (SEK 70.8 million). Operating expenses amounted to SEK 67.7 million (SEK 64.6 million).

Operating profit before depreciation (EBITDA) amounted to SEK 7.2 million (SEK 8.9 million), corresponding to a margin of 10.1 percent (12.5 percent). The operating result (EBIT) amounted to SEK 5.8 million (SEK 8.2 million), corresponding to a margin of 8.2 percent (10.9 percent). Profit after tax amounted to SEK 5.5 million (SEK 8.3 million). The profit per share amounted to SEK 0.2, normalized for the split of shares that took place in the previous year, profit per share amounted to SEK 2 (SEK 2).

## FINANCIAL STANDING

The company's financial position remains strong. It can be noted in the financial reports that the company's total assets have increased from SEK 318 million by 2021-09-30 to SEK 413 million by 2022-09-30. The increase is mainly attributable to the asset acquisition of ResetEra and LoLWiz App.

The company's fixed assets amount to SEK 332 million (SEK 211 million). An increase of SEK 121 million, which is mainly attributed to the acquisition of ResetEra and LoLWiz App, as well as significant currency changes between USD and SEK.

Current assets have decreased by SEK 25.7 million to SEK 81.8 million (SEK 107.5 million). The reduction

is mainly attributable to cash and cash equivalents, which were reduced due to the acquisition of ResetEra and LoLWiz. Cash and cash equivalents amount to SEK 44.9 million, and net cash amounts to SEK 21.7 million.

The company's equity amounts to SEK 323 million (SEK 232 million). The substantial increase is primarily linked to an increase in Reserves, which mainly refers to conversion differences related to currency changes during the year.

The long-term liabilities amount to SEK 43 million (SEK 30.2 million). The parent company took out a new bank loan of SEK 20 million during the last financial year. The company's short-term liabilities amount to SEK 47.6 million (SEK 56.2 million).

## CASH FLOWS DURING THE PERIOD

Cash flow from current operations before changes in working capital during the period amounts to SEK 4.4 million (SEK 6.6 million). After changes in working capital, the company shows a cash flow of SEK 7.8 million (SEK 3.2 million). The cash flow from investment activities amounts to SEK -11.9 million (SEK 0 million). The cash flow from financing activities amounts to -1.3 MSEK (-1.7 MSEK). The period's cash flow totals SEK -5.3 million (SEK 1.5 million).

Incoming cash and cash equivalents amounted to SEK 34.8 million (SEK 19.5 million), and outgoing cash and cash equivalents, after exchange rate differences in cash and cash equivalents of SEK 3.2 million (SEK 2.1 million), amount to SEK 47.1 million (SEK 92.5 million). In addition, the company has an unused overdraft facility of SEK 15 million with the bank Nordea.

## STAFF AND ORGANIZATION

The number of employees at the end of the period was 9 (2). Including external resources such as dedicated contract suppliers and consultants, M.O.B.A. engaged 29 (24) people. Employees and employed persons are defined as the corresponding number of full-time positions.

## RISK AND UNCERTAINTY FACTORS

M.O.B.A. is in its operations exposed to certain risks that may affect the result or the financial position to a lesser or greater extent. These can be divided into industry and business-related risks as well as financial risks. Management's general view of the risks that may affect the business has not changed compared with the description given in the Annual Report 2020/2021. For a detailed description of the risks, see M.O.B.A. Annual Report for 2020/2021, pages 3-5.

# SUSTAINABILITY

## GENERELLA PRINCIPLES

At M.O.B.A. Network, we strive to run our business sustainably. We want a small environmental impact and a positive social imprint that reflects our moral compass, our values and shows consideration and respect for all parties involved. With that in mind, we are constantly looking for new opportunities to raise the bar for our work and be role models for other organizations. Our goal for 2022 is to add sustainability criteria as part of our routine when we evaluate the business, and we intend to develop our sustainability work further.

## STRATEGY

M.O.B.A. has five main stakeholders: customers/partners, suppliers, employees, investors, and society at large. To work in a structured way with sustainability, we have identified several areas where our business affects these stakeholders and where we have both responsibilities for and the opportunity to influence our footprint.

## CUSTOMERS & PARTNERS

Our customers and partners are essential parts of our sustainability work. Treating them with respect and in accordance with good practice is important as part of our corporate culture and contributes to the company's success. We work with different areas as cornerstones in our sustainability work; Partner Knowledge, Customer Knowledge, Integrity, and Anti-Corruption.

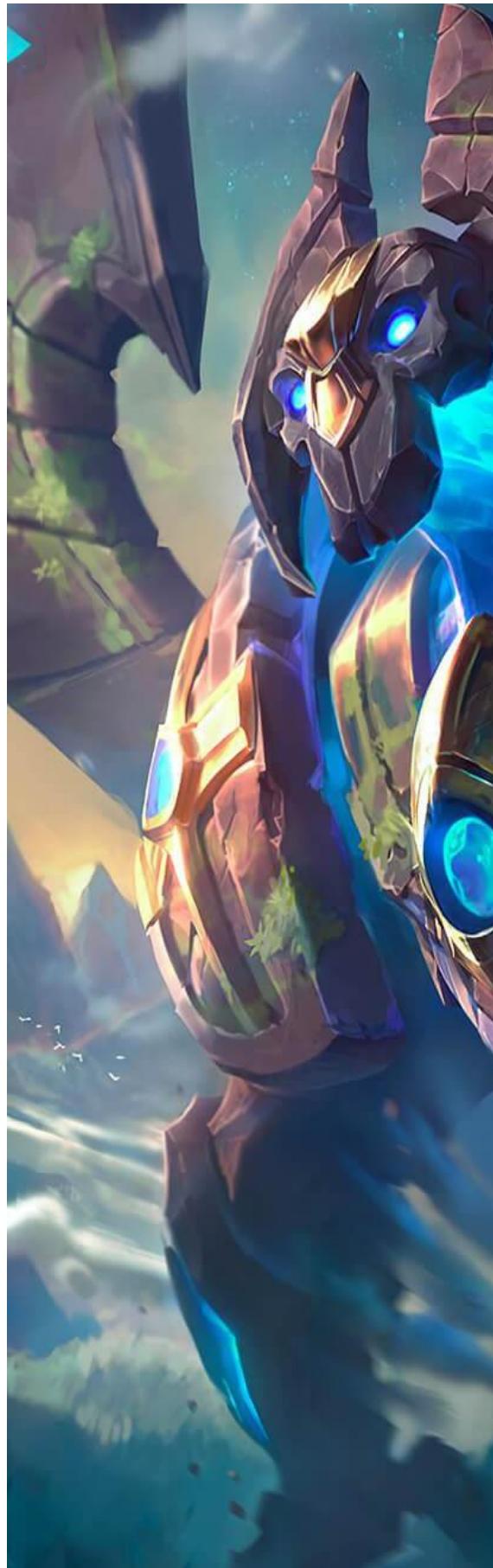
## SUPPLIERS

M.O.B.A.'s main suppliers are working within digital services, IT, and offices. As with customers and partners, M.O.B.A. believes that long-term relationships based on shared interests lead to healthy, sustainable growth for all parties involved. M.O.B.A. has several suppliers in various areas such as the advertising market, IT services, and financial services. We strive for our suppliers to act with the same high ethical standards as us in our collaborations. When it comes to office-related services and maintenance, we try to find local suppliers in Stockholm to support the local community while being commercially and environmentally defensible.

## EMPLOYEES

M.O.B.A. offers exciting opportunities in a modern, flexible, stimulating, and healthy environment and encourages employees to work from home. For a fast-growing esports company like ours, it is crucial to maintain, develop and recruit cutting-edge skills.

We are convinced that diversity contributes to innovation and are proud to have employees from five different countries working together daily to take the M.O.B.A. to the next level. We develop our organization with diversity and unique competencies where professional qualities are not compromised against other factors such as cultural background, gender, or functional variations.



M.O.B.A. has zero-tolerance for discrimination and sexual harassment. At the end of Q1 2022, the distribution between women and men was as follows: 87,5 percent are men and 12,5 percent women in the company as a whole. The board consists of ~ 80 percent men and ~ 20 percent women. We have the ambition to level out the balances over time, while we believe it is crucial to have the right person in the right place, regardless of gender. We have a serious ambition to develop our leaders further and support our employees in growing and taking on new responsibilities and new roles within the company.

Another area we focus on is clarifying roles and responsibilities, and goals. We also work to establish a culture where we challenge how we work today and encourage creativity and innovation while strengthening our work processes.

## INVESTORS

M.O.B.A. aims to deliver long-term value for our shareholders through a sustainable business model. A challenge in that area is to continue to have strong growth while maintaining responsible and sustainable operations. Another challenge is to convince shareholders that our strategy is the sustainable way forward. The goal is to be publicly transparent with our business. During 2022, we will implement several initiatives to improve our communication with the market and our shareholders.

## INVESTOR RELATIONS

As a company listed on the Nasdaq First North Growth Market, M.O.B.A. works on maintaining a

fair share price through predictability based on clear and relevant financial information. Routines and content for financial reporting are continuously improved, and based on feedback from the capital market, the company constantly identifies new forums where we can meet potential investors. In line with the above, we evaluate, prioritize and allocate resources internally to find and execute opportunities.

## SOCIETY

M.O.B.A. has the ambition to actively interact with the local community and the global community that we are part of when it comes to the impressions we make environmentally and from the online industry as a whole.

## ENVIRONMENTAL IMPACT

As an online business, M.O.B.A. has a relatively limited environmental impact. Regardless of this, we work resolutely to find new opportunities to reduce the negative impact through our infrastructure and daily operations. Our most significant imprint comes from servers, energy use, and business travel. As part of our environmental work, we take video calls instead of traveling whenever possible and replace and upgrade to technology that has a net positive environmental effect. We also encourage employees to work from home because it is more efficient and reduces the environmental burden. At the end of the quarter, 100 percent of the company's employees/consultants worked from home.



# OTHER INFORMATION

## ACCOUNTING PRINCIPLES

This interim report has, for the Group, been prepared in accordance with IAS 34 Interim Financial Reporting. The interim report for the Parent Company has been prepared in accordance with Chapter 9 of the Annual Accounts Act. See "notes to the financial report" for more detailed descriptions of applied accounting principles.

### CONTACT INFORMATION

**Issuer**

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Email: [info@wearemoba.com](mailto:info@wearemoba.com)  
Website: [www.wearemoba.com](http://www.wearemoba.com)

**Auditor**

Grant Thornton  
Carl Niring  
Kungsgatan 57  
103 94 Stockholm

**Certified Advisor**

FNCA Sweden AB  
Nybrogatan 34  
114 39 Stockholm

**FINANCIAL CALENDAR**

Interim Report Three 2022	2022-11-16
Year-end Report 2022	2023-02-15
Annual Report	2023-03-29
General Annual Meeting	2023-04-26
Interim Report One	2023-05-17
Interim Report Two	2023-08-23
Interim Report Three	2023-11-15

**THE BOARD'S DECLARATION**

*The Board of Directors and the CEO hereby confirm that this interim report for July - September 2022 provides an accurate and fair view of the Parent Company's and the Group's operations, financial position, and results and that it describes the significant risks and uncertainties in the Parent Company and the Group's participating companies.*

Stockholm, 16 November, 2022

**FREDRIK BURVALL**  
Chairman of the board

**MARIA A. GRIMALDI**  
Board member

**JONAS BERTILSSON**  
Board member

**HENRIK HENRIKSSON**  
Board member

**MANFRED GOTTSCHLICH**  
Board member

**BJÖRN MANNERQVIST**  
CEO



## PUBLICATION

This information is such information as M.O.B.A. Network AB is obliged to publish in accordance with the EU Market Abuse Regulation (MAR). The report was submitted, through the care of the above contact person, for publication on November 16th, 2022, at 07:30 CET.

This statement has been made in a Swedish and English version. In the event of any discrepancies between the Swedish and English version, the Swedish version shall prevail.

## LEGAL DISCLAIMER

This report contains forward-looking statements, and actual results may differ materially from those anticipated. In addition to factors discussed, actual outcomes may be affected by developments for customers, competitors, the effects of economic and economic conditions, national and cross-border laws and regulations, tax rules, the effectiveness of computer system copyright, technological developments, exchange rate, and interest rate fluctuations and policy decisions with a negative impact on the Company's operations.

## AUDIT REVIEW

The Company's auditor has not reviewed the quarterly report.

# FINANCIAL REPORTS



## CONSOLIDATED INCOME STATEMENT

(TSEK)	Not	2022-07-01	2021-07-01	2022-01-01	2021-01-01	2020-10-01
		2022-09-30	2021-09-30	2022-09-30	2021-09-30	2021-12-31
Net revenue	4	71 329	70 843	209 510	109 712	209 684
Activated work for own account		1 813	1 379	5 197	3 188	5 310
Other operating income		420	565	988	562	792
<b>Sum of operating income</b>		<b>73 562</b>	<b>72 786</b>	<b>215 696</b>	<b>113 462</b>	<b>215 786</b>
<b>Operating expenses</b>						
Direct costs		-57 644	-57 615	-167 337	-81 810	-157 302
Other external costs		-5 843	-4 272	-16 141	-11 008	-17 589
Personnel costs		-2 655	-1 987	-7 432	-4 092	-7 088
Depreciation and impairment tangible assets		-1 404	-661	-3 558	-1 768	-3 262
Other operational expenses		-189	-62	-256	-696	-1 519
<b>Sum of operating expenses</b>		<b>-67 735</b>	<b>-64 597</b>	<b>-194 724</b>	<b>-99 374</b>	<b>-186 759</b>
<b>Operating profit</b>		<b>5 827</b>	<b>8 189</b>	<b>20 972</b>	<b>14 088</b>	<b>29 026</b>
Financial items - Exchange		716	307	1 132	698	1 840
Financial items - Interest		-1 053	-151	-2 762	-634	-3 122
<b>Net financial items</b>		<b>-336</b>	<b>156</b>	<b>-1 630</b>	<b>64</b>	<b>-1 282</b>
<b>Profit before tax</b>		<b>5 490</b>	<b>8 345</b>	<b>19 342</b>	<b>14 152</b>	<b>27 744</b>
Tax		-1 107	-2 954	-2 349	-4 612	-7 994
<b>Profit for the period</b>		<b>4 383</b>	<b>5 391</b>	<b>16 993</b>	<b>9 540</b>	<b>19 751</b>

**Earnings per share, calculated on earnings attributable to the Parent Company's ordinary shareholders:**

Earnings per share before dilution, SEK	0.2	0.4	0.8	1.9	0.9
Earnings per share after dilution, SEK	0.2	0.2	0.7	0.4	0.9

## CONSOLIDATED COMPREHENSIVE INCOME STATEMENT

(TSEK)	Not	2022-07-01	2021-07-01	2022-01-01	2021-01-01	2020-10-01
		2022-09-30	2021-09-30	2022-09-30	2021-09-30	2021-12-31
<b>Profit for the period</b>		<b>4 383</b>	<b>5 391</b>	<b>16 993</b>	<b>9 540</b>	<b>19 751</b>
<b>Additional comprehensive income</b>						
Items that may be reclassified to the income statement:						
Exchange rate differences when converting foreign operations		23 684	6 206	52 290	9 266	17 346
<b>Sum additional comprehensive income, after tax</b>		<b>23 684</b>	<b>6 206</b>	<b>52 290</b>	<b>9 266</b>	<b>17 346</b>
<b>Total profit for the period</b>		<b>28 067</b>	<b>11 597</b>	<b>69 283</b>	<b>13 416</b>	<b>37 097</b>

**Total profit for the period attributable to:**

M.O.B.A. Networks shareholders Non-controlling interests	28 067	11 597	69 283	13 416	37 097
Number of outstanding shares, at end of period	22 682 820	22 385 820	22 682 820	22 385 820	22 385 820
Average number of shares	22 389 048	14 940 102	22 389 048	5 079 559	8 563 533

## CONSOLIDATED BALANCE SHEET

(TSEK)	Not	2022-09-30	2021-09-30	2021-12-31
<b>ASSETS</b>				
<b>Fixed assets</b>				
Research and Development		13 900	6 811	7 899
Trademarks		172 704	58 948	141 694
Goodwill		140 439	143 739	114 308
Technical platform		4 973	1 660	5 190
<b>Total tangible assets</b>	<b>6</b>	<b>332 015</b>	<b>211 158</b>	<b>269 091</b>
<b>Current assets</b>				
Account receivables		11 654	7 621	13 300
Other receivables		23 151	2 317	25 105
Prepaid expenses and accrued income		2 108	1 429	2 064
Cash and cash equivalents		44 897	96 120	36 601
<b>Total current assets</b>		<b>81 811</b>	<b>107 487</b>	<b>77 070</b>
<b>TOTAL ASSETS</b>		<b>413 825</b>	<b>318 645</b>	<b>346 161</b>
(TSEK)	Not	2022-09-30	2021-09-30	2021-12-31
<b>EQUITY AND LIABILITIES</b>				
<b>Equity attributable to the Parent Company's shareholders</b>				
Share Capital		2 268	2 239	2 239
Other contributed capital		203 616	197 646	197 646
Translation reserve		66 246	5 515	13 957
Balanced earnings including profit for the year		34 150	14 399	14 399
<b>Profit for the period</b>		<b>16 993</b>	<b>12 455</b>	<b>19 751</b>
<b>Total equity</b>		<b>323 273</b>	<b>232 254</b>	<b>247 991</b>
<b>LIABILITIES</b>				
<b>Long term liabilities</b>				
Liabilities to credit institutions		12 500	17 500	16 250
Deferred tax liabilities		30 487	12 660	23 058
<b>Total long term liabilities</b>		<b>42 987</b>	<b>30 160</b>	<b>39 308</b>
<b>Short term liabilities</b>				
Liabilities to credit institutions - short term		5 000	5 833	5 417
Accounts payables		39 793	19 438	51 140
Current tax liabilities		1 635	3 535	691
Other liabilities		423	26 728	439
Accrued expenses and prepaid income		715	696	1 175
<b>Total short term liabilities</b>		<b>47 565</b>	<b>56 231</b>	<b>58 861</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>413 825</b>	<b>318 645</b>	<b>346 161</b>

## CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

(TSEK)	Share Capital	Other contributed capital	Translation reserve	Balanced earnings	Sum
<b>As of October 1, 2019</b>	<b>1 559</b>	<b>69 604</b>	<b>6 840</b>	<b>6 440</b>	<b>84 442</b>
Profit for the period	-	-	-	7 959	7 959
Other comprehensive income	-	-	-10 229	-	-10 229
<b>Total comprehensive income for the period</b>	<b>-</b>	<b>-</b>	<b>-10 229</b>	<b>7 959</b>	<b>-2 270</b>
<b>Transactions with shareholders</b>					
Rights issue	145	26 103	-	-	26 248
Rights issue costs	-	-2 739	-	-	-2 739
<b>Total transactions with shareholders</b>	<b>145</b>	<b>23 364</b>	<b>-</b>	<b>-</b>	<b>23 509</b>
<b>As of September 30, 2021</b>	<b>1 704</b>	<b>92 968</b>	<b>-3 390</b>	<b>14 399</b>	<b>105 681</b>
<b>As of October 1, 2021</b>	<b>1 704</b>	<b>92 968</b>	<b>-3 390</b>	<b>14 399</b>	<b>105 681</b>
Profit for the period	-	-	-	19 749	19 749
Other comprehensive income	-	-	17 346	-	17 346
<b>Total comprehensive income for the period</b>	<b>-</b>	<b>-</b>	<b>17 346</b>	<b>19 749</b>	<b>37 095</b>
<b>Transactions with shareholders</b>					
Rights issue	535	109 675	-	-	110 210
Rights issue costs	-	-4 996	-	-	-4 996
<b>Total transactions with shareholders</b>	<b>535</b>	<b>104 679</b>	<b>-</b>	<b>-</b>	<b>105 214</b>
<b>As of December 31, 2021</b>	<b>2 239</b>	<b>197 646</b>	<b>13 957</b>	<b>34 149</b>	<b>247 989</b>
<b>As of January 1, 2022</b>	<b>2 239</b>	<b>197 646</b>	<b>13 957</b>	<b>34 149</b>	<b>247 989</b>
Profit for the period	-	-	-	16 993	16 993
Other comprehensive income	-	-	52 290	-	52 290
<b>Total comprehensive income for the period</b>	<b>0</b>	<b>0</b>	<b>52 290</b>	<b>16 993</b>	<b>69 283</b>
<b>Transactions with shareholders</b>					
Rights issue	29	5 970	-	-	6 000
Rights issue costs	-	-	-	-	-
<b>Total transactions with shareholders</b>	<b>29</b>	<b>5 970</b>	<b>0</b>	<b>0</b>	<b>6 000</b>
<b>As of June 30, 2022</b>	<b>2 268</b>	<b>203 616</b>	<b>66 247</b>	<b>51 142</b>	<b>323 273</b>

## CONSOLIDATED CASH FLOW STATEMENT

(TSEK)	2022-07-01	2021-07-01	2022-01-01	2021-01-01	2020-10-01
	2022-09-30	2021-09-30	2022-09-30	2021-09-30	2021-12-31
<b>Cash flow from operating activities</b>					
Operating profit (EBIT)	5 827	8 189	20 972	14 088	29 026
Adjustment for non-cash items, etc.					
- Reset of depreciation	1 404	661	3 558	1 768	3 262
- Other items - not affecting cash	-2 668	-1 587	-643	-1 509	1 454
Interest received	-	-	-	-	2
Interest paid	-144	5	-345	-305	-560
Income tax paid	0	-642	0	-1 475	-6 854
<b>Cash flow from operating activities</b>	<b>4 418</b>	<b>6 625</b>	<b>23 541</b>	<b>12 567</b>	<b>26 330</b>
<b>before changes in working capital</b>					
<b>Changes in working capital</b>					
Increase/decrease of accounts receivables	72	1 771	1 646	3 876	-4 054
Increase/decrease of other receivables	-2 234	-506	1 910	-2 305	-5 234
Increase/decrease other liabilities	2 916	-259	-910	234	9 467
Increase/decrease accounts payables	2 614	-4 411	-11 348	-11 678	-1 575
<b>Cash flow from operating activities</b>	<b>7 787</b>	<b>3 220</b>	<b>14 839</b>	<b>2 694</b>	<b>24 934</b>
<b>Cash flow from investing activities</b>					
Acquisition of subsidiaries, net impact liquidity	-	-	-	-46 083	-70 919
Acquisition of intangible fixed assets	-11 858	-	-15 243	-1 583	-66 324
<b>Net cash flow after investing activities</b>	<b>-11 858</b>	<b>-</b>	<b>-15 243</b>	<b>-47 666</b>	<b>-137 243</b>
<b>Cash flow from financing activities</b>					
Rights issue / Rights issue costs	-	-115	6 000	105 214	105 214
Borrowings	-	-	-	20 000	20 000
Amortization of loans	-1 250	-1 599	-4 167	-5 000	-8 333
<b>Cash flow from financing activities</b>	<b>-1 250</b>	<b>-1 714</b>	<b>1 833</b>	<b>120 214</b>	<b>116 881</b>
<b>Cash flow for the period</b>					
Cash and cash equivalents at beginning period	47 062	92 540	36 601	16 555	30 838
Cash and cash equivalents at end of period	3 157	2 074	6 867	4 323	1 192
<b>Cash and cash equivalents at end of period</b>	<b>44 897</b>	<b>96 120</b>	<b>44 897</b>	<b>96 120</b>	<b>36 601</b>

## PARENT COMPANY INCOME STATEMENT

(TSEK)	Not	2022-01-01	2021-01-01	2020-10-01
		2022-09-30	2021-09-30	2021-12-31
<b>Operating income</b>				
Net revenue		20 181	6 440	12 195
Other operating income		988	130	206
<b>Sum of operating income</b>		<b>21 170</b>	<b>6 569</b>	<b>12 401</b>
<b>Operating expenses</b>				
Direct expenses		-2 167	-791	-1 513
Other external expenses		-5 648	-4 861	-7 622
Personnel costs		-3 151	-2 623	-4 251
Depreciation and impairment tangible assets		-7 575	-2 017	-1 850
Other operational expenses		-248	-85	-148
<b>Sum of operating expenses</b>		<b>-18 789</b>	<b>-10 376</b>	<b>-15 385</b>
<b>Operating profit</b>		<b>2 381</b>	<b>-3 807</b>	<b>-2 984</b>
<b>Financial posts</b>				
Profit from shares in group companies		-	10 797	10 797
Interest income and similar income items		1 132	780	1 958
Interest expenses and similar income items		-2 847	-634	-3 105
<b>Net financial items</b>		<b>-1 715</b>	<b>10 943</b>	<b>9 650</b>
<b>Profit before tax</b>		<b>666</b>	<b>7 136</b>	<b>6 666</b>
Other taxes		-	-558	-558
<b>Profit for the period</b>		<b>666</b>	<b>6 578</b>	<b>6 108</b>

## PARENT COMPANY BALANCE SHEET

(TSEK)	Not	2022-09-30	2021-12-31
<b>ASSETS</b>			
<b>Fixed assets</b>			
Intangible assets			
Trademark	51 118	48 648	
<b>Sum of Intangible assets</b>	<b>51 118</b>	<b>48 648</b>	
Financial assets			
Shares in subsidiaries	179 189	179 189	
<b>Sum of Financial assets</b>	<b>179 189</b>	<b>179 189</b>	
<b>Total Fixed assets</b>	<b>230 307</b>	<b>227 837</b>	
<b>Current assets</b>			
Receivables			
Account receivables	3 176	4 016	
Receivables group companies	392	-	
Other receivables	63	95	
Prepaid expenses and accrued income	314	414	
<b>Sum of Current assets</b>	<b>3 944</b>	<b>4 526</b>	
Cash and cash equivalents	1 948	1 998	
<b>Total current assets</b>	<b>5 893</b>	<b>6 524</b>	
<b>TOTAL ASSETS</b>	<b>236 200</b>	<b>234 361</b>	
<hr/>			
(TSEK)	Not	2022-09-30	2021-12-31
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Non-distributable equity			
Share capital	2 268	2 239	
Non-restricted equity			
Share premium	203 616	197 646	
Profit brought forward	-1 427	-7 535	
Profit/loss for the period	666	6 108	
<b>Total non-restricted equity</b>	<b>202 855</b>	<b>196 219</b>	
<b>Total equity</b>	<b>205 123</b>	<b>198 458</b>	
<b>Long term liabilities</b>			
Liabilities to credit institutions	12 500	16 250	
Liabilities to group companies	12 482	12 336	
<b>Total long term liabilities</b>	<b>24 982</b>	<b>28 586</b>	
<b>Short term liabilities</b>			
Liabilities to credit institutions	5 000	5 417	
Accounts payables	160	302	
Liabilities to group companies	-	-	
Other liabilities	261	424	
Accrued expenses and prepaid income	675	1 175	
<b>Total short term liabilities</b>	<b>6 095</b>	<b>7 317</b>	
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>236 200</b>	<b>234 361</b>	

# NOTES TO THE FINANCIAL REPORT

## 1. GENERAL INFORMATION

The company's main activity is to develop online meeting places, so-called "communities" for users of popular network-based computer games. The revenue is generated by internet-based advertising on the internet sites that make up the meeting places. The company also owns a YouTube network called Union For Gamers, where the revenue is generated by digital advertising linked to our Content Creators' videos.

## 2. SUMMARY OF IMPORTANT ACCOUNTING PRINCIPLES

This interim report has been prepared in accordance with IAS 34 "Interim Financial Reporting" in accordance with International Financial Reporting Standards (IFRSs), issued by the International Accounting Standards Board (IASB). The same principles apply as in the previous annual report.

## 3. IMPORTANT ESTIMATES AND ASSESSMENTS WHEN APPLYING THE GROUP'S ACCOUNTING PRINCIPLES

Estimates and assessments are evaluated on an ongoing basis and based on historical experience and other factors, including expectations of future events, considered reasonable under prevailing conditions.

The Group makes estimates and assumptions about the future. The estimates for accounting purposes that result from these will, by definition, seldom correspond to the actual result. The estimates and assumptions that entail a significant risk of significant adjustments in the reported values of assets and liabilities during the next financial year are stated in the main outline below.

### IMPAIRMENT OF NON-FINANCIAL ASSETS

Intangible assets with an indefinite useful life are not amortized but are tested annually or more frequently if events or changes in conditions indicate a possible decrease in value, either individually or at the cash-generating unit level. Over time, M.O.B.A develops the "communities" that are connected to the Group's platform for online gaming, which attracts new players and visitors to our platforms. In addition to this, the company also develops the Multi Channel Network (MCN) Union for Gamers. The trademarks attributable to these "communities" and the company's "MCN" are considered to have an indefinite useful life. The company makes ongoing tests if the useful life of the intangible assets is still assessed as indefinite. The assessment is based on an analysis of relevant factors for the asset and whether there is no predictable limit for the time period during which the asset is expected to generate net payments to the company.

At each reporting date, the Group assesses whether there is any indication of impairment. This assessment is performed on each identified cash-generating unit. If there is any indication or when an annual impairment test on an asset is required, a calculation is made of the asset's recoverable amount. To calculate the recoverable amount, certain estimates must be made.

#### 4. SEGMENT REPORTING

The CEO constitutes the Group's highest executive decision-making body. The Group's operating segments are identified based on the internal reporting made to the company's highest executive decision-makers. The Group has identified two operating segments based on revenue streams; Ad Sales and Video Sales. In addition, the Group has common costs that cannot be directly attributed to a specific segment. The distribution between the segments takes place according to the table below.

The Group does not follow up on assets and liabilities at segment level.

#### YTD - 2022

	Ad Sales		Video Sales		Group sales and Costs		The group	
	2022-01-01	2021-01-01	2022-01-01	2021-01-01	2022-01-01	2021-01-01	2022-01-01	2021-01-01
Amounts in TSEK	2022-09-30	2021-09-30	2022-09-30	2021-09-30	2022-09-30	2021-09-30	2022-09-30	2021-09-30
Sales	37 208	27 970	173 290	82 304	-	-	210 498	110 274
Activated work	5 197	3 188	-	-	-	-	5 197	3 188
Direct Expenses	-7 165	-6 410	-160 172	-75 400	-	-	-167 337	-81 810
Other External Costs	-13 019	-8 830	-5 154	-1 754	-5 656	-5 212	-23 829	-15 796
Depreciation and impairment	-3 558	-1 768	-	-	-	-	-3 558	-1 768
<b>Operating profit before depreciation</b>	<b>18 663</b>	<b>14 149</b>	<b>7 965</b>	<b>5 150</b>	<b>-5 656</b>	<b>-5 212</b>	<b>20 972</b>	<b>14 088</b>
Net financial items	-1 130	470	-	-	-500	-406	-1 630	64
<b>Profit before tax</b>	<b>17 533</b>	<b>14 619</b>	<b>7 965</b>	<b>5 150</b>	<b>-6 155</b>	<b>-5 617</b>	<b>19 342</b>	<b>14 152</b>

#### Q3 - 2022

	Ad Sales		Video Sales		Group sales and Costs		The group	
	2022-07-01	2021-07-01	2022-07-01	2021-07-01	2022-07-01	2021-07-01	2022-07-01	2021-07-01
Amounts in TSEK	2022-09-30	2021-09-30	2022-09-30	2021-09-30	2022-09-30	2021-09-30	2022-09-30	2021-09-30
Sales	11 710	10 673	60 038	60 731	-	-	71 749	71 404
Activated work	1 813	1 379	-	-	-	-	1 813	1 379
Direct Expenses	-1 982	-1 990	-55 662	-55 626	-	-	-57 644	-57 616
Other External Costs	-4 658	-3 754	-2 024	-1 158	-2 006	-1 405	-8 687	-6 317
Depreciation and impairment	-1 404	-661	-	-	-	-	-1 404	-661
<b>Operating profit before depreciation</b>	<b>5 479</b>	<b>5 646</b>	<b>2 353</b>	<b>3 947</b>	<b>-2 006</b>	<b>-1 405</b>	<b>5 827</b>	<b>8 189</b>
Net financial items	-158	310	-	-	-178	-154	-336	156
<b>Profit before tax</b>	<b>5 321</b>	<b>5 956</b>	<b>2 353</b>	<b>3 947</b>	<b>-2 184</b>	<b>-1 559</b>	<b>5 490</b>	<b>8 345</b>

## 5. RELATED PARTY TRANSACTIONS

Usual Group management functions and Group-wide services are provided via the Parent Company to other companies within the Group.

No other transactions that significantly affected the Company's earnings and financial position were conducted with related parties during the period.

## 6. FIXED ASSETS – THE GROUP

2022-09-30 - The Group (TSEK)	Expenditure on development work	Trademark	Goodwill	Technical platform	Sum
<b>The group</b>					
Incoming acquisition value					
10 789	141 694	114 308	8 370	275 162	
Investments	5 197	10 045	-	-	15 243
Translation differences	4 680	20 964	26 130	492	52 266
<b>Closing acquisition value</b>	<b>20 666</b>	<b>172 704</b>	<b>140 439</b>	<b>8 862</b>	<b>342 671</b>
Incoming depreciation					
-2 891	-	-	-3 180	-6 071	
Translation differences	-1 500	-	-	472	-1 028
Depreciation for the period	-2 376	-	-	-1 182	-3 558
<b>Closing depreciation</b>	<b>-6 767</b>	<b>-</b>	<b>-</b>	<b>-3 890</b>	<b>-10 656</b>
<b>Closing carrying amount, net</b>	<b>13 900</b>	<b>172 704</b>	<b>140 439</b>	<b>4 973</b>	<b>332 015</b>
2021-12-31 - The Group (TSEK)	Expenditure on development work	Trademark	Goodwill	Technical platform	Sum
<b>The group</b>					
Incoming acquisition value					
5 096	37 622	49 389	4 114	96 221	
Investments	5 310	97 657	57 365	2 594	162 927
Translation differences	384	6 415	7 554	1 662	16 015
<b>Closing acquisition value</b>	<b>10 789</b>	<b>141 694</b>	<b>114 308</b>	<b>8 370</b>	<b>275 162</b>
-830	-	-	-1 680	-2 510	
Incoming depreciation					
-103	-	-	-197	-299	
Translation differences					
-1 958	-	-	-1 304	-3 262	
<b>Closing depreciation</b>	<b>-2 891</b>	<b>-</b>	<b>-</b>	<b>-3 180</b>	<b>-6 071</b>
<b>Closing carrying amount, net</b>	<b>7 899</b>	<b>141 694</b>	<b>114 308</b>	<b>5 190</b>	<b>269 091</b>

## 7. ACCOUNTING PRINCIPLES

M.O.B.A. Network AB (publ) applies International Financial Reporting Standards (IFRS) as adopted by the EU. This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting, the Annual Accounts Act, and RFR 1 Supplementary Accounting Rules for Groups.

The Parent Company's accounts have been prepared in accordance with the Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2 Accounting for Legal Entities. The same accounting principles for the Group are applied except in the cases specified in the section "Parent Company's accounting principles" in the Annual Report 2021-12-31.



## 8. DEFINITIONS OF KEY FIGURES

<b>Gross Profit</b>	Revenue subtracted with direct expenses
<b>Gross Margin</b>	Gross profit divided by net revenue
<b>EBITDA</b>	Operating profit before depreciation and amortization
<b>EBIT</b>	Operating profit
<b>EBITDA Margin</b>	Operating profit divided by net revenue
<b>CAGR</b>	Compound Annual Growth Rate



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