



M.O.B.A. NETWORK AB

YEAR-END REPORT

2022



M.O.B.A. Network AB
Stockholm
Org.nummer: 559144-3964

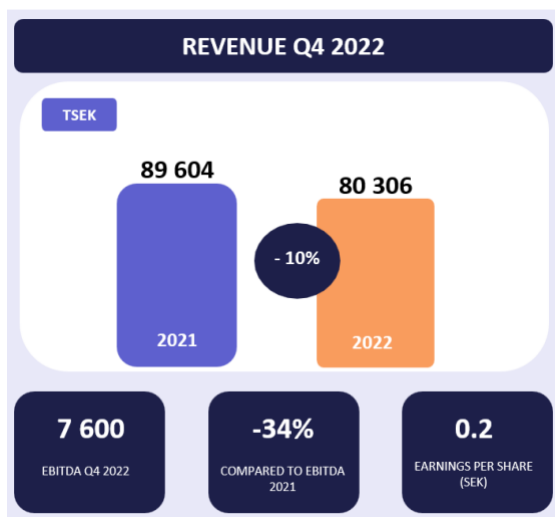
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info@wearemoba.com

SUMMARY OF INTERIM REPORT FOUR, 1 OCT – 31 DECEMBER 2022

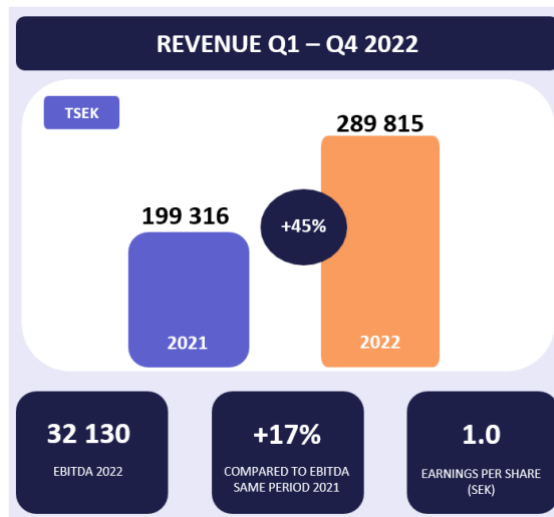
FINANCIAL - 1 OCT 2022 – 31 DEC 2022

- Net sales amounted to MSEK 80.3 (MSEK 89.6), a decrease of 10.4%.
- EBITDA amounted to MSEK 7.6 (MSEK 11.6), a decrease of 34%.
- EBIT amounted to MSEK 6.3 (MSEK 10.6), a decrease of 40%.
- Profit before tax amounted to MSEK 6.8 (MSEK 9.3), a decrease of 27%.
- Cash flow from operating activities before changes in working capital amounted to MSEK 4.3 (MSEK 11.6) during the quarter.
- Earnings per share during the quarter amounted to SEK 0.2 (SEK 0.3)



FINANCIAL - 1 JAN 2022 – 31 DEC 2022

- Net sales amounted to MSEK 289.8 (MSEK 199.3), a growth of 45%.
- EBITDA amounted to MSEK 32.1 (MSEK 27.4), an increase of 17%.
- EBIT amounted to MSEK 27.3 (MSEK 24.7), an increase of 11%.
- Profit before tax amounted to MSEK 26.2 (MSEK 23.5), an increase of 11%.
- Cash flow from operating activities before changes in working capital amounted to MSEK 27.8 (MSEK 24.2).
- Earnings per share during the period amounted to SEK 1.0 (SEK 0.8)



SIGNIFICANT EVENTS DURING THE PERIOD

Significant events during the period 1 October 2022 – 31 December 2022, in brief

- The company applied to have the shares tradable on the OTCQX in the United States. OTCQX is a US trading platform operated by OTC Markets Group for securities not available on a national exchange. The purpose of being admitted to trading on the 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..

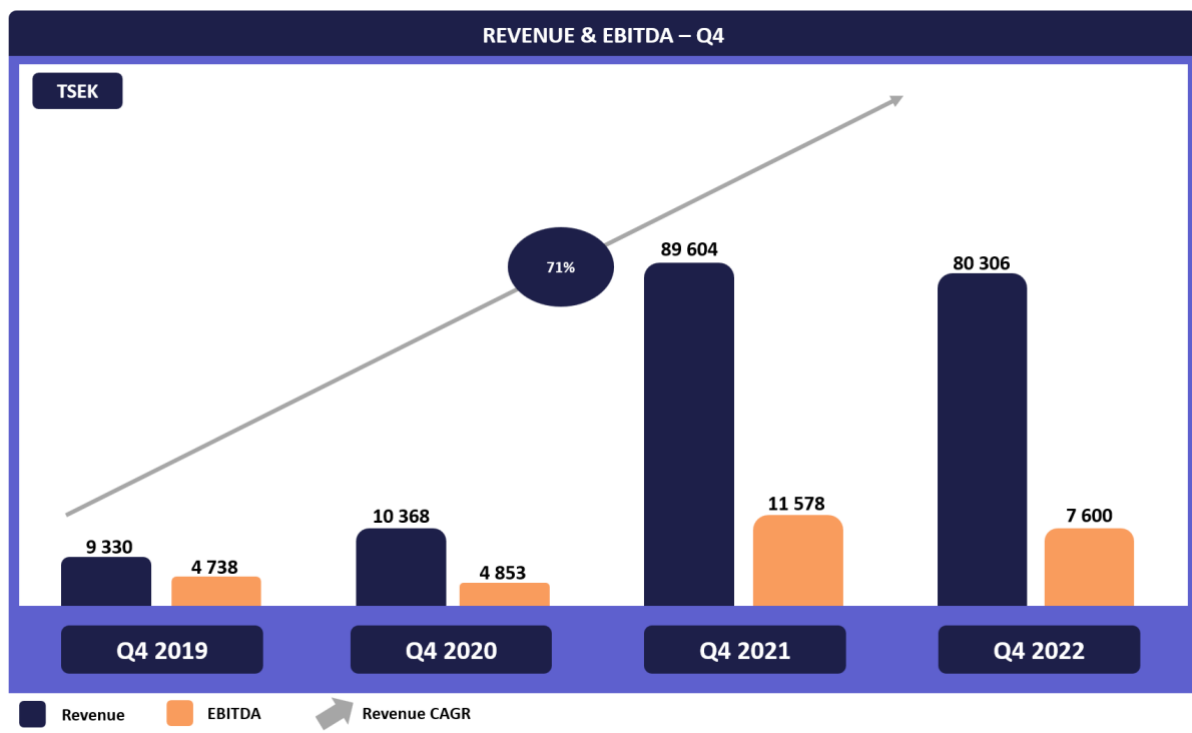
Significant events after the period 1 October 2022 – 31 December 2022

- The company was approved to enter stock trading on the OTCQX trading platform in the United States, trading of the stock on OTCQX will start on January 25, 2023. M.O.B.A.'s shares will trade on OTCQX under the ticker "MOBNF". U.S. investors can now find up-to-date financial information and real-time stock trading information for M.O.B.A. stock at www.otcm Markets.com.
- The Board proposes that no dividend be paid for the period January 2022 - December 2022. The Board intends to continue applying a growth-oriented strategy, including organic growth and an offensive acquisition strategy.

FINANCIAL OVERVIEW IN BRIEF

| The group (TSEK) | 2022-10-01 2022-12-31 | 2021-10-01 2021-12-31 | 2022-01-01 2022-12-31 | 2021-01-01 2021-12-31 | 2020-10-01 2021-12-31* |
|--|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| Key Figures | | | | | |
| Net Revenue | 80 306 | 89 604 | 289 815 | 199 316 | 209 684 |
| EBITDA | 7 600 | 11 578 | 32 130 | 27 434 | 32 288 |
| EBIT | 6 342 | 10 571 | 27 314 | 24 660 | 29 026 |
| Profit before tax | 6 847 | 9 331 | 26 189 | 23 483 | 27 745 |
| Profit for the period | 4 911 | 7 296 | 21 904 | 16 836 | 19 751 |
| Earnings per share (SEK) | 0,2 | 0,3 | 1,0 | 0,8 | 0,9 |
| Cashflow from operating activities before changes in working capital | 4 287 | 11 588 | 27 828 | 24 155 | 26 330 |
| Financial standing | | | | | |
| Total assets | 398 101 | 346 161 | 398 101 | 346 161 | 346 161 |
| Cash and cash equivalents | 48 282 | 36 601 | 48 282 | 36 601 | 36 601 |
| Equity | 308 811 | 247 991 | 308 811 | 247 991 | 247 991 |
| Equity / assets ratio (%) | 78% | 72% | 78% | 72% | 72% |
| Average number of employees | 9 | 9 | 9 | 7 | 6 |
| Share | | | | | |
| Equity per share, SEK | 13,6 | 11,1 | 13,6 | 11,1 | 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 |

* The previous financial year was an extended financial year.



COMMENTS BY THE CEO

Continued stable profit and strong cash flow despite a challenging advertising market

M.O.B.A. Network had a turnover of SEK 80.3 million (-10%) with an EBITDA of SEK 7.6 million during the year's fourth quarter. The uncertain market situation meant that the rise in digital advertising that we usually see in the last quarter of the year did not occur, and we note that the advertising market was very strong in the fourth quarter of 2021. At the same time, we know that the gaming industry has a strong attractiveness, and we expect a market recovery over time. After the quarter, M.O.B.A. Network's shares started trading on the OTCQX and are now available to investors in North America.

The global economy negatively affected the digital advertising market during the fourth quarter, and inflation and the interest rate situation have negatively affected costs and margins. We follow our long-term strategy and have continued to invest in the business according to plan, affecting the cost base in the short term but strengthening our growth going forward.

Despite strong headwinds in the market, we continue to deliver profit, positive cash flow, and earnings per share. It shows that our long-term focus on profitability with good cost control is paying off.

Our strategy is developed so that every business area, regardless of the market situation, has the prerequisites for solid growth when the market turns upwards. The gaming industry continues to have a strong attractiveness, in our opinion. Furthermore, experience from previous downturns, such as during Covid, has shown that it does so quickly and powerfully when recovery occurs.

Our strategy is to constantly broaden our offer to content creators to create opportunities for increased advertising sales and audience. Today, we have a strong position on YouTube through the Union For Gamers (UFG) network. We see growth opportunities and opportunities to gain access to an expanded audience via platforms such as Tiktok and Twitch. The growth potential on these platforms is great, and we are making progress by creating more partnerships and building more relationships with content creators. This strategy will be in place for a long time to come.

We also work long-term to attract more audiences to our web-based brands. An example is our well-known brand MobaFire.com. Since the high levels during Covid, when we broke several records in terms of audience growth, we have not seen an increasing trend, which means that we are investing in an expanded content plan and stronger collaborations with selected profiles. Several of our other brands, for example ResetEra and MMORPG, consistently deliver good numbers, but we generally believe that all of our brands have growth potential, which is something we are aiming to achieve every day.

During the first quarter, we will launch some exciting partnerships that will be positive for our long-term growth, both for our web-based brands and the content creator business.

Interesting M&A-market

In line with our strategy, we continue to look at exciting acquisition opportunities that meet our acquisition criteria. A positive effect of the market situation is that we see more interesting cases with attractive valuations in the M&A market. We also notice reduced competition around potential acquisitions, as other previously active players in the market who focused more on growth than profitability find it challenging to participate in acquisition dialogues.

Trading on OTCQX - OTC Markets Group

We have seen increased interest in the M.O.B.A Network from investors in North America and therefore applied to have the shares tradable on the OTCQX, the trading platform for securities not listed on a national exchange. From January 25, 2023, the company is available to investors in North America, which makes it easier for international investors and institutions to have exposure to the M.O.B.A Network. Trading on OTCQX also opens opportunities to be present on the capital market in North America and provides more significant opportunities to acquire companies with an equity component.

Looking ahead

I am satisfied that under the current market situation, we continue to show profitability and positive cash flow and have a strong balance sheet with a cash balance of SEK 48 million.

M.O.B.A. will continue to act according to our long-term strategy, invest in the business, and evaluate attractive acquisitions that meet our criteria. Our entire global team is motivated and working focused together to deliver the best experiences for gamers worldwide. The team and I look forward to the coming years with confidence!

Björn Mannerqvist

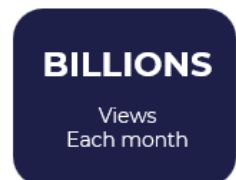
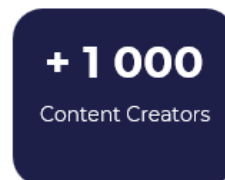
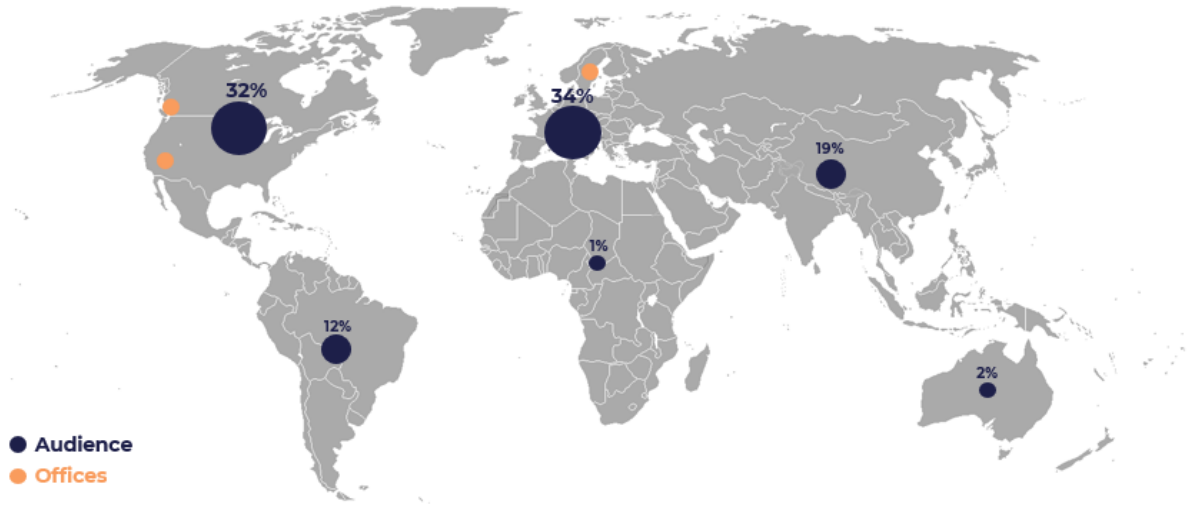
VD, M.O.B.A. Network AB, February 15, 2023

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

A LEADING COMMUNITY NETWORK

FOCUS ON GROWTH AND DIVERSIFICATION

GLOBAL PRESENCE

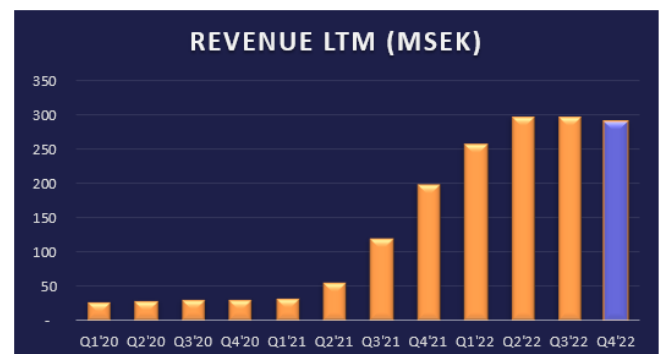
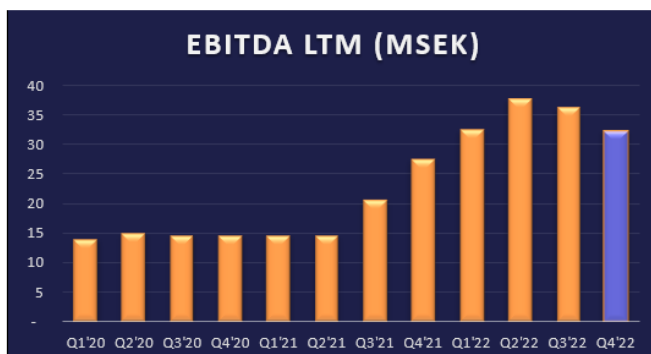


M.O.B.A Network acquires, develops, and operates gaming communities on the global market for gamers and e-sports. The company owns a network of web-based gaming communities, such as MOBAfire.com and ResetEra.com, and the YouTube network Union For Gamers (UFG).

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.

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.



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 billions of 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") is a well-known MCN for gamers around the world with hundreds of contracted Content Creators. During 2022, UFG's Content Creators had over 9 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 FOURTH QUARTER 2022

Net revenues in the fourth quarter decreased by 10% compared to the corresponding quarter last year and amounted to SEK 80.3 million (SEK 89.6 million). Operating expenses amounted to SEK 75.7 million (SEK 80.7 million). The decrease in revenue is mainly attributable to a pressured market situation where the price per advertisement compared to the corresponding quarter last year is lower.

Operating profit before depreciation (EBITDA) amounted to SEK 7.6 million (SEK 11.6 million), corresponding to a margin of 9.5 percent (12.9 percent). The operating result (EBIT) amounted to SEK 6.3 million (SEK 10.6 million), corresponding to a margin of 7.9 percent (11.8 percent). Profit after tax amounted to SEK 4.9 million (SEK 7.3 million). The profit per share amounted to SEK 0.2 (0.3).

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 346 million on 12-31-2021 to SEK 398 million on 12-31-2022. The company's fixed assets amount to SEK 314 million (SEK 269 million). An increase of SEK 45 million is mainly attributed to the acquisition of LoLWiz App, as well as significant currency changes between USD and SEK. Current assets have increased from SEK 6.7 million to SEK 83.8 million (SEK 77.1 million). The increase is mainly attributable to cash and cash equivalents, which increased during the period. Cash and cash equivalents amount to SEK 48.3 million, and net cash amounts to SEK 34.7 million. The company's own capital amounts to SEK 308 million (SEK 248 million). The substantial increase is primarily linked to an increase in Reserves, which mainly refers to translation differences linked to currency changes

during the year. Subscription of share options also increased equity by approximately SEK 6 million. The long-term liabilities amount to SEK 40.2 million (SEK 39.3 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 49.1 million (SEK 58.9 million).

CASH FLOWS DURING THE PERIOD

Cash flow from current operations before changes in working capital during the period amounts to SEK 6.2 million (SEK 11.6 million). After changes in working capital, the company shows a cash flow of SEK 8.2 million (SEK 22.7 million). The cash flow from investment activities amounts to -1.6 MSEK (-77.9 MSEK). 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 -56.9 million). Incoming cash and cash equivalents amounted to 44.9 MSEK (96.1 MSEK), and outgoing cash and cash equivalents, after exchange rate differences in cash and cash equivalents of -1.9 MSEK (-2.6 MSEK), amount to 48.3 MSEK (36.6 MSEK). In addition to this, the company has an unused overdraft facility of SEK 15 million with the bank Nordea.

DIVIDEND

The Board proposes that no dividend be paid for the period January 2022 - December 2022. The Board intends to continue applying a growth-oriented strategy, including organic growth and an offensive acquisition strategy.

ISSUE AND EXERCISE OF SHARE OPTIONS

Subscription of share options (series TO1), which was resolved at the Annual General Meeting in February 2020, was completed on March 31, 2022. A total of 29,700 options were exercised, which resulted in 297,000 shares. Through the exercise of share options, the company's number of shares increased to 22,682,820, and the share capital amounts to 2,268,282.

STAFF AND ORGANIZATION

The number of employees at the end of the period was 9 (9). Including external resources such as dedicated contract suppliers and consultants, M.O.B.A. engaged 29 (27) 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. During 2022, the company has been negatively affected by a weaker advertising market and rising interest rates and inflation, which constitutes a continuing risk and uncertainty factor at the end of 2022. Otherwise, management's general view of the risks the business may be affected by has stayed the same compared to the description in the Annual Report 2020/2021. For a detailed description of the risk picture, refer to 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.

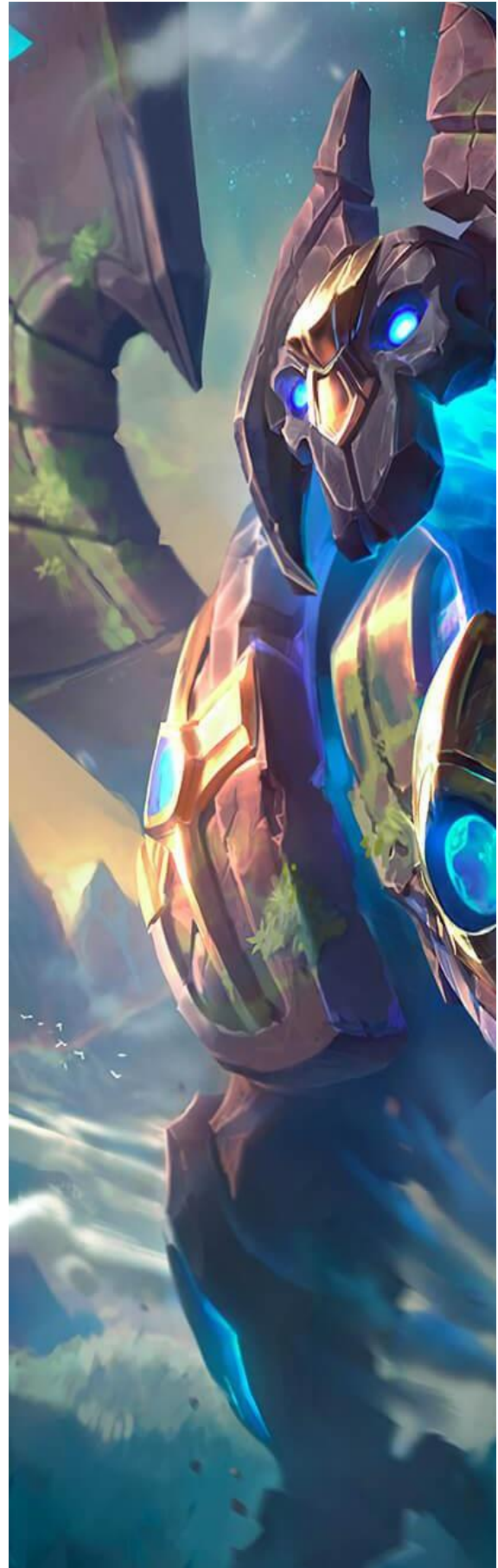
SUPPLIERS

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 the period, 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
Website: 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

| | |
|------------------------|------------|
| Annual Report | 2023-03-29 |
| General Annual Meeting | 2023-04-26 |
| Interim Report One | 2023-05-24 |
| 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 October - December 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, February 15, 2023

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 February 15, 2023, 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 | 2022-10-01 | 2021-10-01 | 2022-01-01 | 2021-01-01 | 2020-10-01 |
|---|-----|----------------|----------------|-----------------|-----------------|-----------------|
| | | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 | 2021-12-31* |
| Net revenue | 4 | 80 306 | 89 604 | 289 815 | 199 316 | 209 684 |
| Activated work for own account | | 1 594 | 1 443 | 6 791 | 4 631 | 5 310 |
| Other operating income | | 142 | 227 | 1 130 | 789 | 792 |
| Sum of operating income | | 82 041 | 91 275 | 297 737 | 204 737 | 215 786 |
| Operating expenses | | | | | | |
| Direct costs | | -64 206 | -72 589 | -231 543 | -154 398 | -157 302 |
| Other external costs | | -7 069 | -4 651 | -23 210 | -15 659 | -17 589 |
| Personnel costs | | -2 727 | -2 345 | -10 159 | -6 437 | -7 088 |
| Depreciation and impairment tangible assets | | -1 258 | -1 007 | -4 816 | -2 775 | -3 262 |
| Other operational expenses | | -438 | -113 | -695 | -809 | -1 519 |
| Sum of operating expenses | | -75 699 | -80 703 | -270 422 | -180 077 | -186 759 |
| Operating profit | | 6 342 | 10 571 | 27 314 | 24 660 | 29 026 |
| Financial items - Exchange | | 724 | 1 143 | 1 856 | 1 841 | 1 840 |
| Financial items - Interest | | -219 | -2 383 | -2 981 | -3 017 | -3 122 |
| Net financial items | | 505 | -1 240 | -1 125 | -1 176 | -1 282 |
| Profit before tax | | 6 847 | 9 331 | 26 189 | 23 483 | 27 744 |
| Tax | | -1 936 | -2 036 | -4 286 | -6 647 | -7 994 |
| Profit for the period | | 4 911 | 7 296 | 21 904 | 16 836 | 19 751 |
| Earnings per share, calculated on earnings attributable to the Parent Company's ordinary shareholders: | | | | | | |
| Earnings per share, SEK | | 0.2 | 0.3 | 1.0 | 0.8 | 0.9 |
| Earnings per average number of shares, SEK | | 0.2 | 0.3 | 1.0 | 1.6 | 2.3 |

CONSOLIDATED COMPREHENSIVE INCOME STATEMENT

| (TSEK) | Not | 2022-10-01 | 2021-10-01 | 2022-01-01 | 2021-01-01 | 2020-10-01 |
|--|-----|----------------|---------------|---------------|---------------|---------------|
| | | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 | 2021-12-31* |
| Profit for the period | | 4 911 | 7 296 | 21 904 | 16 836 | 19 751 |
| Additional comprehensive income | | | | | | |
| Items that may be reclassified to the income statement: | | | | | | |
| Exchange rate differences when converting foreign operations | - | -19 373 | 8 442 | 32 917 | 22 068 | 17 346 |
| Sum additional comprehensive income, after tax | | -19 373 | 8 442 | 32 917 | 22 068 | 17 346 |
| Total profit for the period | | -14 462 | 15 737 | 54 821 | 38 904 | 37 097 |
| Total profit for the period attributable to: | | | | | | |
| M.O.B.A. Networks shareholders Non-controlling interests | | -14 462 | 15 737 | 54 821 | 38 904 | 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 | | 22 682 820 | 22 385 820 | 22 389 048 | 10 292 616 | 8 563 533 |

* The previous financial year was an extended financial year.

CONSOLIDATED BALANCE SHEET

| (TSEK) | Not | 2022-12-31 | 2021-12-31 |
|---|----------|----------------|----------------|
| ASSETS | | | |
| Fixed assets | | | |
| Research and Development | | 12 427 | 7 899 |
| Trademarks | | 165 790 | 141 694 |
| Goodwill | | 131 842 | 114 308 |
| Technical platform | | 4 252 | 5 190 |
| Total tangible assets | 6 | 314 311 | 269 091 |
| Current assets | | | |
| Account receivables | | 10 950 | 13 300 |
| Other receivables | | 21 746 | 25 105 |
| Prepaid expenses and accrued income | | 2 812 | 2 064 |
| Cash and cash equivalents | | 48 282 | 36 601 |
| Total current assets | | 83 790 | 77 070 |
| TOTAL ASSETS | | 398 101 | 346 161 |
| (TSEK) | | 2022-12-31 | 2021-12-31 |
| EQUITY AND LIABILITIES | | | |
| Equity attributable to the Parent Company's shareholders | | | |
| Share Capital | | 2 268 | 2 239 |
| Other contributed capital | | 203 616 | 197 646 |
| Translation reserve | | 46 873 | 13 957 |
| Balanced earnings including profit for the year | | 34 150 | 14 399 |
| Profit for the period | | 21 904 | 19 751 |
| Total equity | | 308 811 | 247 991 |
| LIABILITIES | | | |
| Long term liabilities | | | |
| Liabilities to credit institutions | | 11 250 | 16 250 |
| Deferred tax liabilities | | 28 948 | 23 058 |
| Total long term liabilities | | 40 198 | 39 308 |
| Short term liabilities | | | |
| Liabilities to credit institutions - short term | | 5 000 | 5 417 |
| Accounts payables | | 41 565 | 51 140 |
| Current tax liabilities | | 671 | 691 |
| Other liabilities | | 1 077 | 439 |
| Accrued expenses and prepaid income | | 779 | 1 175 |
| Total short term liabilities | | 49 092 | 58 861 |
| TOTAL EQUITY AND LIABILITIES | | 398 101 | 346 161 |

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

| (TSEK) | Share Capital | Other contributed capital | Translation reserve | Balanced earnings | Sum |
|--|---------------|---------------------------|---------------------|-------------------|----------------|
| As of October 1, 2019 | 1 559 | 69 604 | 6 840 | 6 440 | 84 442 |
| Profit for the period | - | - | - | 7 959 | 7 959 |
| Other comprehensive income | - | - | -10 229 | - | -10 229 |
| Total comprehensive income for the period | - | - | -10 229 | 7 959 | -2 270 |
| Transactions with shareholders | | | | | |
| Rights issue | 145 | 26 103 | - | - | 26 248 |
| Rights issue costs | - | -2 739 | - | - | -2 739 |
| Total transactions with shareholders | 145 | 23 364 | - | - | 23 509 |
| As of September 30, 2021 | 1 704 | 92 968 | -3 390 | 14 399 | 105 681 |
| As of October 1, 2021 | 1 704 | 92 968 | -3 390 | 14 399 | 105 681 |
| Profit for the period | - | - | - | 19 749 | 19 749 |
| Other comprehensive income | - | - | 17 346 | - | 17 346 |
| Total comprehensive income for the period | - | - | 17 346 | 19 749 | 37 095 |
| Transactions with shareholders | | | | | |
| Rights issue | 535 | 109 675 | - | - | 110 210 |
| Rights issue costs | - | -4 996 | - | - | -4 996 |
| Total transactions with shareholders | 535 | 104 679 | - | - | 105 214 |
| As of December 31, 2021 | 2 239 | 197 646 | 13 957 | 34 149 | 247 989 |
| As of January 1, 2022 | 2 239 | 197 646 | 13 957 | 34 149 | 247 989 |
| Profit for the period | - | - | - | 21 904 | 21 904 |
| Other comprehensive income | - | - | 32 917 | - | 32 917 |
| Total comprehensive income for the period | 0 | 0 | 32 917 | 21 904 | 54 821 |
| Transactions with shareholders | | | | | |
| Rights issue | 29 | 5 970 | - | - | 6 000 |
| Rights issue costs | - | - | - | - | - |
| Total transactions with shareholders | 29 | 5 970 | 0 | 0 | 6 000 |
| As of December 31, 2022 | 2 268 | 203 616 | 46 874 | 56 053 | 308 811 |

CONSOLIDATED CASH FLOW STATEMENT

| | 2022-10-01 | 2021-10-01 | 2022-01-01 | 2021-01-01 | 2020-10-01 |
|--|---------------|----------------|----------------|-----------------|-----------------|
| (TSEK) | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 | 2021-12-31* |
| Cash flow from operating activities | | | | | |
| Operating profit (EBIT) | 6 342 | 10 571 | 27 314 | 24 660 | 29 026 |
| Adjustment for non-cash items, etc. | | | | | |
| - Reset of depreciation | 1 258 | 1 007 | 4 816 | 2 775 | 3 262 |
| - Other items - not affecting cash | 617 | 3 181 | -26 | 1 673 | 1 454 |
| Interest received | - | 2 | - | 2 | 2 |
| Interest paid | -186 | -230 | -531 | -535 | -560 |
| Income tax paid | -3 744 | -2 944 | -3 744 | -4 419 | -6 854 |
| Cash flow from operating activities before changes in working capital | 4 287 | 11 588 | 27 828 | 24 155 | 26 330 |
| Changes in working capital | | | | | |
| Increase/decrease of accounts receivables | 704 | -5 669 | 2 351 | -1 793 | -4 054 |
| Increase/decrease of other receivables | 702 | -2 800 | 2 611 | -5 105 | -5 234 |
| Increase/decrease other liabilities | 687 | 9 283 | -223 | 9 517 | 9 467 |
| Increase/decrease accounts payables | 1 772 | 10 279 | -9 576 | -1 399 | -1 575 |
| Cash flow from operating activities | 8 152 | 22 680 | 22 991 | 25 374 | 24 934 |
| Cash flow from investing activities | | | | | |
| Acquisition of subsidiaries, net impact liquidity | - | -24 836 | - | -70 919 | -70 919 |
| Acquisition of intangible fixed assets | -1 594 | -53 061 | -16 836 | -54 644 | -66 324 |
| Net cash flow after investing activities | -1 594 | -77 897 | -16 836 | -125 562 | -137 243 |
| Cash flow from financing activities | | | | | |
| Rights issue / Rights issue costs | 0 | - | 6 000 | 105 214 | 105 214 |
| Borrowings | - | - | - | 20 000 | 20 000 |
| Amortization of loans | -1 250 | -1 667 | -5 417 | -6 667 | -8 333 |
| Cash flow from financing activities | -1 250 | -1 667 | 583 | 118 547 | 116 881 |
| Cash flow for the period | 5 309 | -56 883 | 6 738 | 18 358 | 4 571 |
| Cash and cash equivalents at beginning period | 44 897 | 96 120 | 36 601 | 16 555 | 30 838 |
| Cash and cash equivalents at end of period | -1 923 | -2 636 | 4 943 | 1 687 | 1 192 |
| Cash and cash equivalents at end of period | 48 282 | 36 601 | 48 282 | 36 601 | 36 601 |

* The previous financial year was an extended financial year.

PARENT COMPANY INCOME STATEMENT

| | 2022-01-01 | 2021-01-01 | 2020-10-01 | |
|---|------------|------------|------------|-------------|
| (TSEK) | Not | 2022-12-31 | 2021-12-31 | 2021-12-31* |
| Operating income | | | | |
| Net revenue | | 26 672 | 11 322 | 12 195 |
| Other operating income | | 1 108 | 203 | 206 |
| Sum of operating income | | 27 780 | 11 525 | 12 401 |
| Operating expenses | | | | |
| Direct expenses | | -3 271 | -1 513 | -1 513 |
| Other external expenses | | -8 057 | -6 814 | -7 622 |
| Personnel costs | | -4 290 | -3 600 | -4 251 |
| Depreciation and impairment tangible assets | | -10 602 | -1 667 | -1 850 |
| Other operational expenses | | -601 | -148 | -148 |
| Sum of operating expenses | | -26 821 | -13 741 | -15 385 |
| Operating profit | | 960 | -2 216 | -2 984 |
| Financial posts | | | | |
| Profit from shares in group companies | | 18 682 | 10 797 | 10 797 |
| Interest income and similar income items | | 1 856 | 1 958 | 1 958 |
| Interest expenses and similar income items | | -3 126 | -3 000 | -3 105 |
| Net financial items | | 17 413 | 9 755 | 9 650 |
| Profit before tax | | 18 372 | 7 539 | 6 666 |
| Other taxes | | -934 | -558 | -558 |
| Profit for the period | | 17 438 | 6 980 | 6 108 |

* The previous financial year was an extended financial year.

PARENT COMPANY BALANCE SHEET

| (TSEK) | Not | 2022-12-31 | 2021-12-31 |
|-------------------------------------|-----|----------------|----------------|
| ASSETS | | | |
| Fixed assets | | | |
| Intangible assets | | | |
| Trademark | | 48 091 | 48 648 |
| Sum of Intangible assets | | 48 091 | 48 648 |
| Financial assets | | | |
| Shares in subsidiaries | | 179 189 | 179 189 |
| Sum of Financial assets | | 179 189 | 179 189 |
| Total Fixed assets | | 227 280 | 227 837 |
| Current assets | | | |
| Receivables | | | |
| Account receivables | | 3 674 | 4 016 |
| Receivables group companies | | 872 | - |
| Other receivables | | 127 | 95 |
| Prepaid expenses and accrued income | | 264 | 414 |
| Sum of Current assets | | 4 938 | 4 526 |
| Cash and cash equivalents | | 7 074 | 1 998 |
| Total current assets | | 12 012 | 6 524 |
| TOTAL ASSETS | | 239 292 | 234 361 |
| EQUITY AND LIABILITIES | | | |
| Equity | | | |
| 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 | | 17 438 | 6 108 |
| Total non-restricted equity | | 219 627 | 196 219 |
| Total equity | | 221 895 | 198 458 |
| Long term liabilities | | | |
| Liabilities to credit institutions | | 11 250 | 16 250 |
| Liabilities to group companies | | - | 12 336 |
| Total long term liabilities | | 11 250 | 28 586 |
| Short term liabilities | | | |
| Liabilities to credit institutions | | 5 000 | 5 417 |
| Accounts payables | | 212 | 302 |
| Liabilities to group companies | | - | - |
| Other liabilities | | 178 | 424 |
| Accrued expenses and prepaid income | | 758 | 1 175 |
| Total short term liabilities | | 6 147 | 7 317 |
| TOTAL EQUITY AND LIABILITIES | | 239 292 | 234 361 |

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 | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 |
| Sales | 50 907 | 42 349 | 238 909 | 156 967 | - | - | 289 815 | 199 316 |
| Activated work | 6 791 | 4 631 | - | - | - | - | 6 791 | 4 631 |
| Other operating income | 1 130 | 789 | - | - | - | - | 1 130 | 789 |
| Direct Expenses | -10 541 | -10 356 | -221 002 | -144 042 | - | - | -231 543 | -154 398 |
| Other External Costs | -17 272 | -14 365 | -8 673 | -3 328 | -8 119 | -5 212 | -34 063 | -22 905 |
| Depreciation and impairment | -4 816 | -2 775 | - | - | - | - | -4 816 | -2 775 |
| Operating profit before depreciation | 26 199 | 20 274 | 9 234 | 9 597 | -8 119 | -5 212 | 27 314 | 24 660 |
| Net financial items | -427 | -22 | - | - | -698 | -1 153 | -1 125 | -1 176 |
| Profit before tax | 25 772 | 20 252 | 9 234 | 9 597 | -8 817 | -6 365 | 26 189 | 23 483 |

Q4 - 2022

| | Ad Sales | | Video Sales | | Group sales and Costs | | The group | |
|---|--------------|--------------|--------------|--------------|-----------------------|---------------|--------------|---------------|
| | 2022-10-01 | 2021-10-01 | 2022-10-01 | 2021-10-01 | 2022-10-01 | 2021-10-01 | 2022-10-01 | 2021-10-01 |
| Amounts in TSEK | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 | 2022-12-31 | 2021-12-31 |
| Sales | 13 699 | 14 379 | 66 607 | 75 225 | - | - | 80 306 | 89 604 |
| Activated work | 1 594 | 1 443 | - | - | - | - | 1 594 | 1 443 |
| Other operating income | 142 | 227 | - | - | - | - | 142 | 227 |
| Direct Expenses | -3 376 | -3 946 | -60 830 | -68 642 | - | - | -64 206 | -72 588 |
| Other External Costs | -4 252 | -3 768 | -3 519 | -1 574 | -2 463 | -1 767 | -10 234 | -7 109 |
| Depreciation and impairment | -1 258 | -1 007 | - | - | - | - | -1 258 | -1 007 |
| Operating profit before depreciation | 6 548 | 7 330 | 2 259 | 5 008 | -2 463 | -1 767 | 6 343 | 10 571 |
| Net financial items | 704 | -492 | - | - | -198 | -748 | 505 | -1 240 |
| Profit before tax | 7 251 | 6 838 | 2 259 | 5 008 | -2 662 | -2 515 | 6 848 | 9 331 |

5. RELATED PARTY TRANSACTIONS

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

During 2020, 60,000 share options were sold to senior executives. There were no reservations attached to the options, and they were subscribed at a market price. The time for share subscription was 03/01/2022 - 03/31/2022. A total of 29,700 options were subscribed, which gives 297,000 shares. Through the exercise of share options, the company's number of shares increases to 22,682,820 and the share capital to SEK 2,268,282. M.O.B.A. Network is added after the exercise of share options approx. SEK 6 million.

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

| 2022-12-31 - The Group (TSEK) | Expenditure on development work | Trademark | Goodwill | Technical platform | Sum |
|--|--|------------------|-----------------|-------------------------------|----------------|
| The group | | | | | |
| Incoming acquisition value | 10 789 | 141 694 | 114 308 | 8 370 | 275 162 |
| Investments | 6 791 | 10 045 | – | – | 16 836 |
| Translation differences | 1 276 | 14 051 | 17 534 | -53 | 32 808 |
| Closing acquisition value | 18 856 | 165 790 | 131 842 | 8 318 | 324 806 |
| Incoming depreciation | -2 891 | – | – | -3 180 | -6 071 |
| Translation differences | -330 | – | – | 722 | 391 |
| Depreciation for the period | -3 208 | – | – | -1 608 | -4 816 |
| Closing depreciation | -6 429 | – | – | -4 066 | -10 495 |
| Closing carrying amount, net | 12 427 | 165 790 | 131 842 | 4 252 | 314 311 |
| 2021-12-31 - The Group (TSEK) | Expenditure on development work | Trademark | Goodwill | Technical platform | Sum |
| The group | | | | | |
| 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 |
| Closing acquisition value | 10 789 | 141 694 | 114 308 | 8 370 | 275 162 |
| Incoming depreciation | -830 | – | – | -1 680 | -2 510 |
| Translation differences | -103 | – | – | -197 | -299 |
| Depreciation for the period | -1 958 | – | – | -1 304 | -3 262 |
| Closing depreciation | -2 891 | – | – | -3 180 | -6 071 |
| Closing carrying amount, net | 7 899 | 141 694 | 114 308 | 5 190 | 269 091 |

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

| | |
|----------------------|--|
| Gross Profit | Revenue subtracted with direct expenses |
| Gross Margin | Gross profit divided by net revenue |
| EBITDA | Operating profit before depreciation and amortization |
| EBIT | Operating profit |
| EBITDA Margin | Operating profit divided by net revenue |
| CAGR | Compound Annual Growth Rate |
| LTM | Last Twelve Months |
| Net Cash | Cash and cash equivalents minus interest-bearing liabilities |

