



MAG INTERACTIVE

## PRESS RELEASE

Stockholm, Sweden 17 October 2018

# MAG Interactive AB (publ) presents interim report Sep 2017 – Aug 2018

COMMENT FROM DANIEL HASSELBERG, CEO

### Revenue growth thanks to new games

"Revenues in the reporting period June-August increased compared to the previous quarter thanks to our two new games Paint Hit and Word Domination. During the reporting period we saw an average of 15 million active players on a monthly basis, which is up significantly compared to the previous quarter and more than double the amount compared to the same period previous year. The contribution from games increased 20% compared to previous year.

During the reporting period, we were able to significantly increase our investments in marketing compared to the previous quarter thanks to our new games, which in the short term puts pressure on the profit margin. As we are applying our ROI focused and data driven performance marketing models we expect good returns on these investments over time.

The main focus for MAG is to create games with strong long term player commitment. Our multiplayer games Ruzzle, Quiz Duel and Word Domination are all great examples of games that are able to create robust underlying profitability over a long period of time. While the recent quarters have shown declining revenues from our single player games due to difficulties in maintaining marketing volumes, it is positive to see that our multiplayer portfolio has continued to develop favorably. Multiplayer and strong social game design are the keys to success for MAG both historically and in the future."

### SUMMARY OF THE PERIOD JUNE UNTIL AUGUST 2018

- The Group's Net sales for the period were 53,740 KSEK (57,916 KSEK), a decrease of 7% compared to the same period previous year. Net sales adjusted for currency effects is 51,305 KSEK
- The Group's Net sales for the period corresponds to an increase of 5% compared to the previous reporting period, March-May.
- The Group's game contribution for the period was 22,849 KSEK (19,001 KSEK), an increase of 20% compared to the same period the previous year
- Daily and monthly active users (DAU and MAU) were 2.8 million and 15.3 million respectively during the quarter, an increase of 73% and an increase of 107% compared with the same period last year
- The Group's EBITDA for the period was -796 tkr (4,420 tkr)

### SIGNIFICANT EVENTS SINCE THE END OF THE REPORTING PERIOD

- No significant events after the end of the reporting period

Full interim report is available at <http://www.maginteractive.com/investor-relations/>.

Further reporting dates	
Annual General Meeting	18 December 2018
Interim report September-November 2018/2019	23 January 2019
Interim report September-February 2018/2019	10 April 2019
Interim report September-May 2018/2019	26 June 2019
Interim report September-August 2018/2019	23 October 2019

#### TWITCH CAST

The 17th of October at 10:00, CEO Daniel Hasselberg and CFO Magnus Wiklander will hold a Twitch video cast call to present the interim report. Link to the Twitch feed [www.twitch.com/maginteractive](http://www.twitch.com/maginteractive). More information is available at [www.maginteractive.se/investor-relations](http://www.maginteractive.se/investor-relations).

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This announcement contains inside information pursuant to Article 7 of the EU Market Abuse Regulation relating to MAG Interactive AB (publ). The information was submitted for publication through the agency of the contact persons set out below, on October 17<sup>th</sup>, 2018 at 08.00 CET.

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#### About MAG Interactive

MAG Interactive is a leading developer and publisher of casual mobile games for a global audience. MAG Interactive reaches over 10 million active players every month and the game portfolio consists of ten successful games with over 250 million downloads, including successful titles Ruzzle, Word Domination and WordBrain, all of which have reached #1 spots on the App Store and Google Play. With offices located in Stockholm and Brighton, MAG Interactive's games are distributed through virtual app stores allowing for global reach with minimum effort. MAG Interactive is listed on Nasdaq First North Premier with ticker MAGI. Avanza Bank AB is acting as MAG Interactive's Certified Adviser. For more information visit [www.maginteractive.com](http://www.maginteractive.com).