Gentoo Media

gentoo

Q2 2025 Interim Report

26th August 2025

Disclaimer

This Investor Presentation (the "Presentation") has been prepared by Gaming Innovation Group Inc., herunder Gentoo Media (the "Company"). This Presentation is for informational purposes only, and this Presentation is neither an offer to sell or purchase, nor a solicitation of an offer to sell, purchase or subscribe for, nor a recommendation or advice regarding, any securities of the Company, in any jurisdiction. This Presentation has not been approved or recommended by the U.S. Securities and Exchange Commission or any other federal or state securities commission or securities regulatory authority or other regulatory body or authority, nor has any of these bodies or authorities passed upon the merits of, or the accuracy and adequacy of, any of the information contained in this Presentation.

This Presentation does not purport to be all inclusive or to necessarily contain all the information that you may desire in evaluating a possible investment in the Company. You should conduct your own investigation and analysis, and you should consult your own professional advisors in order to properly assess the merits and risks associated with any transaction with the Company.

Neither the Company nor any of its directors, officers, employees, affliates, or representatives, or any other person makes any representation or warranty, express or implied, as to the accuracy or completeness of the information contained in this Presentation, including, without limitation, any financial information or projections. Only those specific representations and warranties, if any, which may be made to an investor in one or more definitive written agreements when, as and if executed by the Company and such investor, and subject to such limitations and restrictions as may be specified in such definitive written agreements, shall have any legal effect.

As a recipient of the Presentation, you acknowledge and agree that: (i) all of the information contained in this Presentation is confidential; (ii) you will not reproduce or distribute the Presentation, in whole or in part; (iii) you will return the Presentation to the Company or destroy it as soon as practicable; (iv) any of your actions, which are inconsistent in any manner with the foregoing agreement, will require the prior written consent of the Company; and (v) this Presentation may contain material nonpublic information about the Company and that you are aware that applicable United States securities laws impose restrictions on trading in the securities of a company while in possession of material non-public information.

This Presentation contains forward-looking statements. These forward-looking statements are generally identified by words such as "anticipate," "continue," "could," "estimate," "expect," "intend," "may," "might," "seem," "seek," "future," "outlook, "model," "target," goal, ""plan," "possible," "potential," "project," "should," "strive," "would," "will" or words of similar meaning that predict or indicate future events or trends or that are not statements of historical facts. These forward-looking statements may include, among other things, statements about future flower indicated and restrict statements as the statements are poportunities, competitive landscape, prospective performance, revenues, products, pricing, operating expenses, market trends, liquidity, cash flows and uses of cash and capital expenditures. Such forward-looking statements are based upon the current beliefs and expectations of the Company's management and are inherently subject to significant business, economic and competitive risks, uncertainties and contingencies.

Actual results, performance or achievements may differ materially, and potentially adversely, from any forward-looking statements and the assumptions on which these forward-looking statements are based. There can be no assurance that the information contained in this Presentation is reflective of actual future results, performance and/or achievements to any degree. These forward-looking statements are provided for illustrative purposes only, and you are cautioned not to place undue reliance on these forward-looking statements as a guarantee, assurance or prediction of future results, performance and/or achievements as these forward-looking statements are based on estimates, projections and assumptions, whether or not identified in this Presentation, that are inherently subject to various significant risks, uncertainties, contingencies and other factors, many of which are difficult to predict and generally beyond the control of the Company. There may be additional risks and other factors that the Company does not currently know or that the Company currently believes are immaterial that could also cause actual results, performance or achievements of the Company to differ from those contained in these forward-looking statements. Consequently, there can be no assurance that the actual results, performance and achievements anticipated in this Presentation will be realized or, even if substantially realized, that they will have the expected consequences to, or effects on, the Company.

This Presentation contains unaudited financial information of the Company that has been prepared in accordance with International Financial Reporting Standards ("IFRS"), as issued by the International Accounting Standards Board. Such financial information prepared in accordance with IFRS may be adjusted or may be presented differently in presentations prepared by other companies in accordance with United States generally accepted accounting principles ("GAAP"), and these differences may be material. In addition, the unaudited financial information contained in this Presentation is preliminary and may be subject to change, and past performance is not a guarantee or indication of future financial condition and/or results of operations and should not be relied upon for such reason.

This Presentation also includes such non-GAAP financial measures as EBITDA or adjusted EBITDA. The Company's management uses these non-GAAP financial measures to evaluate the Company's operations, measure its performance, and make strategic decisions. The Company believes that the use of these non-GAAP financial measures are subject to inherent limitations as they reflect the exercise of judgments by the Company's management. Using such non-GAAP financial measures in isolation to analyze the Company's business would have material limitations because these calculations are based on the subjective determination of the Company's management regarding the nature and classification of events and circumstances that you may find significant.

All information set forth in this Presentation speaks only as of the date hereof or the date of such information, as applicable, and the Company expressly disclaims any intention or obligation to update any statements, including forward-looking statements, as a result of developments occurring after the date of this Presentation. None of the Company, any of its directors, officers, employees, affiliates or representatives, or any other person has been authorized to give any information other than information contained in this Presentation, and, if given or made, such information should not be relied upon as having been authorized by the Company or any of its directors, officers, employees, affiliates or representatives or any other person.

Gentoo Media

Gentoo Media is a leading affiliate marketing company in the online casino and sportsbook industry, with a diverse portfolio of websites, products, and performance-driven services.

We help online sportsbooks and casinos acquire high-value players at scale through transparent strategies, trusted content, and measurable results. When high-value players find the right brand at the right time, attention turns into action.
That's the space we shape.



Gentoo Media



Why iGaming affiliates matter

- Drive high-intent traffic
 - Affiliates reach users already primed to play, not just browsing.
- **Build trust through content**Reviews, comparisons, and community credibility help legitimise the brand.
- Scale visibility fast

 Affiliates act as a distributed salesforce without the fixed overhead.
- Boost conversion and retention

 Targeted journeys lead to better sign-ups, lower CPA, and higher player value over time.
- Reach niche audiences
 Affiliates unlock access to verticals and communities traditional ads can't reach.
- Deliver market intelligence
 Affiliates are often first movers when trends shift, giving operators early signals.

Gentoo Media focuses where it matters most:
Turning attention into action, and traffic into long-term value.

Q2 2025 executive summary

- Execution in Q2: Realignment advanced, portfolio streamlined, foundations strengthened
- Post demerger from GiG Software, transformation in H1 with decisive actions to build the future organisation and supporting functions
- Strategic realignment executed: Business stabilised, costs reduced, operations simplified, and focus sharpened
- Q2 reflected short-term effects from the realignment, positioning the company for growth despite headwinds in Brazil.
- Positive momentum in underlying business drivers:
 Strong growth in player intake and value of deposits
- Portfolio consolidated in Publishing with positive Google Core update end of the quarter.
 Paid recalibrated acquisition model in H1, with better conversion rates and lower cost per player achieved
- Cost base under control: Leaner, more efficient structure; benefits to materialise in H2
- Outlook: Management confident in margin recovery and sustainable, profitable growth ahead



Financial highlights

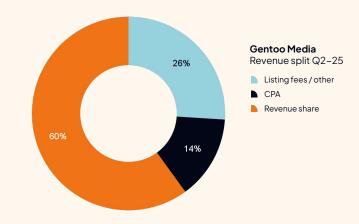
Financial Q2 highlights

- Revenue of €24.4m, down from €30.2m in Q2 2024, but stable compared to the previous quarter
- Revenue impacted by market headwinds (notably Brazil), short-term effects from the strategic realignment, and the absence of major sports events compared to last year's calendar
- Personnel expenses and other OPEX were €8.8m in Q2 2025 - down 10% from €9.8m in Q1 2025
- Marketing expenses amounted to EUR 8.4 million, up EUR 1.5 million QoQ, driven by additional investments in Brazil, and broadly in line with the same period last year
- EBITDA* was EUR 7.5 million compared to EUR 14.8 million in Q2 2024
- Special items for Q2 totalled EUR 1.8 million due to restructuring and other non-recurring cost
- Cash flow from operations showed EUR 7.7 million and EUR 5.9 in cash at banks end of June.

Gentoo Media Revenue & EBITDA* (MEUR)

* EBITDA before special items







Gentoo MediaRecurring revenue share earnings per quarter (MEUR)

Revenue split

- 60% of our revenue comes from recurring revenue share agreements
- European revenue decreased 4% compared to Q2 2024
- Revenue in the Americas declined by 42% year-over-year, primarily driven by market headwinds in Brazil and the absence of major summer sports compared to previous year
- Europe and the Americas contributed 63% and 19% of quarterly revenue, remaining core focus markets for the business

^{*}Analysis covers 94% of revenue

Player intake & value of deposits

- Underlying business drivers developed positively in the quarter
- Player intake reached 136,200 FTDs in Q2 2025, up 12% YoY and 43% QoQ, driven by Paid
- Deposit value reached €195 million, up 1.5% YoY and 6.6% QoQ, despite the seasonal impact of no major sports events
- Paid delivered strong growth, supported by higher marketing investments, improved conversion rates, and lower customer acquisition costs
- Positive Google core update initiated end of quarter, expected to pick up player intake in Publishing post quarter





Operational highlights

Group highlights

- Revenue below expectations, but stabilised, with positive momentum in underlying business drivers
- Player intake reached 136k FTDs (122k), close to an all-time high of 137.7k in Q4 2023, in a low season quarter
- Value of Deposits rose to EUR 195 (192) million, achieved without major sports events over the summer compared to the previous year
- Strategic realignment executed in the quarter to position the business for long-term growth and increased profitability



Publishing highlights

- Portfolio streamlined to 70 sites, concentrating resources on flagship brands and higher potential local market assets
- WSN.com delivered record quarterly revenue, reaching an all-time high in Q2, with further growth expected
- AskGamblers further expanded into sports with BettingRank and hosted the annual AskGamblers awards
- End of quarter Publishing uplift from June Google Core update, except AskGamblers
- Portfolio consolidation and tech reprioritisation executed in the quarter to drive a more efficient operation and business
- Post-quarter momentum in legacy assets, with Casinotopsonline, WSN, and several local sites developing positively; Time2play also growing



Paid highlights

- Revenue below expectations, impacted by Brazil and absence of major sports events
- Player intake doubled QoQ to 84K and grew 55% YoY
- Marketing spend +€1.5m vs Q1, to grow the player base in Brazil but with revenue impact lagging, short-term impacting EBITDA
- Clear market strategy implemented. Stronger conversion rates and lower cost per player (CAC) achieved through quarter
- H2 focus on balancing revenue growth and EBITDA
- Paid poised to leverage the (better) acquisition model established throughout the first half of the year

Paid Quarterly Revenue (MEUR)



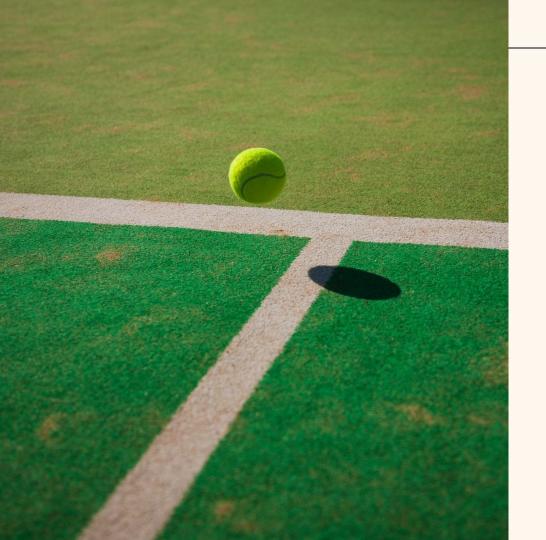


Strategic realignment executed

Strategic realignment executed in the quarter to address five priorities:

- Right-size cost base (EUR 8–10M annual run-rate savings)
- Reorganise for future growth (market, portfolio and org. adjustments)
- Refine commercial excellence (partner optimisation programme)
- Strengthen technology platform (refined leadership and stricter prioritisation going forward)
- Become most attractive employer in industry (promotion of CPO, stronger people agenda)

Outlook & updated guidance



Future outlook & post quarter events

The Google Core update completed post-quarter had an overall positive impact on the Publishing portfolio, with revenue gains expected in the second half of 2025

Brazil player deposits now above pre-regulation levels. Partner performance and profit margins are being monitored closely in H2, with investment levels adjusted if needed.

Delays in two key tech projects have deferred expected revenue contributions

Revenue development in July and August confirms that the business has stabilised, supported by a reduced cost base and resulting in restored EBITDA margins

Updated guidance for 2025

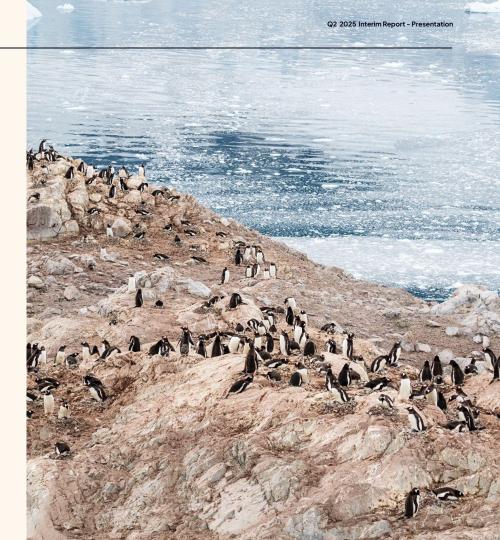
- Business performance has stabilised
- Costs have been aligned with revenue, improving margins
- Revenue growth has been delayed, with more prudent guidance provided:

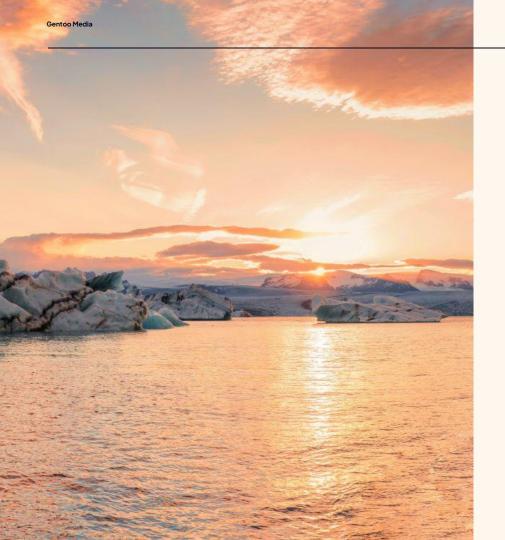
Revenue: EUR 100-105 million

EBITDA before special items: EUR 40-43 million

EBITDA Margin: 40%-41%

Free cash flow from operations: EUR 27–30 million





Summary

The first half of 2025 has been a period of recalibration, where we took one step back to enable two steps forward

Decisive actions to right-size the organisation have created a leaner, more agile company with a healthier cost base, better equipped to execute on strategic priorities

Revenue performance stabilised, impacted by both market factors and our deliberate sharpening of commercial focus

EBITDA has been impacted in the short term, but with margins restored going forward

As we enter the second half of the year, we do so with greater clarity and confidence: A robust portfolio of leading websites, a refined acquisition model, a more efficient cost structure, and a committed team driving scalable, profitable growth

O Thank you

Appendix

Financial highlights

6M 2025		
	6M 2024	2024
49.2	58.2	122.
15.7	28.3	56.
-2.6	0.0	-1.
13.1	28.3	55.
3.1	18.1	37.
-7.6	-4.2	-14.
-4.0	13.1	23.
0.00	-14.6	-78.
-4.0	-1.5	-55.3
6M 2025	6M 2024	202
127.6	108.2	130.3
20.8	21.3	27.
5.9	25.8	11.
5 m	122.8	
154.3	278.1	168.
-13.7	103.5	-9.
90.6	89.1	89.
(-)	30.2	
6M 2025	6M 2024	202
	16.5	12.0
12.0		
12.0 -27.7	-20.4	-27.
	20.8 5.9 - 154.3 -13.7 90.6 -	20.8 21.3 5.9 25.8 - 122.8 154.3 278.1 -13.7 103.5 90.6 89.1 - 30.2 6M2025 6M2024

Consolidated statement of income

EUR'000	Q2-25	Q2-24	6M 2025	6M 2024	2024
Revenue	24,419	30,232	49,223	58,206	122,77
Employee Costs	-6,047	-3,988	-11,986	-8.508	-15,86
Marketing Expenses	-8,433	-8,397	-15,256	-15,210	-32,020
Other Operating Expenses	-2,450	-3.082	-6.310	-6.213	-18.23
EBITDA before Special Items	7,489	14,765	15,671	28,275	56,658
Special Items	-1,778	-13	-2,621	11	-1,46
EBITDA	5,711	14,752	13,051	28,286	55,19
Amortisation and Depreciation	-4,841	-6,947	-9,462	-10,181	-17,625
Other Income and Expenses	-451	-	-463	(*)	352
EBIT	419	7,805	3,126	18,105	37,918
Finance Income/(Costs)	-3,358	-3,314	-6,785	-5,759	-13,359
Unrealised Exchange Gain/(Loss) on the Bond	924	-440	-860	1,558	-962
Profit before Income Taxes	-2,015	4,051	-4,519	13,904	23,597
Income tax	1,053	-792	522	-793	32
Profit from Continuing Operations	-961	3,259	-3,998	13,111	23,629
Loss from Discontinued Operations	× .	-8,288		-14,582	-78,912
Profit/(Loss) for the Period	-961	-5,029	-3,998	-1,471	-55,28
Other Comprehensive Income/(Loss)					
Exchange Differences on Translation of Foreign Operations	√ - √	-176		-479	-195
Exchange Difference Transferred to Loss from Discontinued Operations	-	=	-	-	373
Other Comprehensive Income/(Loss) for the Year	-	-176		-479	178
Profit/(Loss) for the Year	-961	-5,205	-3,998	-1,950	-55,105
Average Number of Outstanding Shares	134,708	130,897	134,708	129,950	132,318
Average Dilutive Number of Outstanding Shares	134,870	132,126	134,870	131,179	133,43
Basic and Diluted Earnings (Losses) per Share					
Basic Earnings per Share	-0.01	-0.04	-0.03	-0.02	-0.42

Consolidated balance sheet

EUR'000	30 Jun 2025	30 Jun 2024	31 Dec 2024
Assets			
Non-Current Assets			
Goodwill	44,429	42,371	44,429
Other Intangible Assets	57,809	59,420	62,221
Property, Plant and Equipment	1,631	987	1,037
Right of Use Assets	2,166	2,901	2,902
Deferred Income Tax Assets	21,540	6	19,746
Financial Assets at Fair Value Through other Comprehensive Income	_	2	9
Derivative Financial Instruments	-	-	5
Other Non-Current Assets	-	2,501	9
Total Non-Current Assets	127,575	108,186	130,335
Current Assets			
Trade and Other Receivables	20,758	21,291	27,085
Taxation Receivables	2		=
Cash and Cash Equivalents	5,926	25,819	11,305
Total Current Assets	26,684	47,110	38,390
Assets Classified as Held for Sale	-	122,816	
Total Assets	154,259	278,112	168,725

EUR'000	30 Jun 2025	30 Jun 2024	31 Dec 2024
Equity			
Share Capital	119	119,322	119
Share Premium	197,863	78,857	197,584
Currency Translation Reserve	-2,562	191	-2,423
Accumulated Deficit	-210,811	-95,823	206,200
Total Equity Attributable to Owners of Gentoo Media Inc.	-15,391	102,356	-10,920
Non-Controlling Interests	1,690	1,178	1,240
Total Equity	-13,701	103,534	-9,680
Liabilities			
Non-Current Liabilities			
Borrowings	90,622	89,108	89,476
Lease Liabilities	1,623	2,838	2,114
Deferred Consideration	898	6,353	853
Deferred Income Tax Liabilities	2,369	3,876	2,448
Other Non-Current Payables	-	200	=
Total Non-Current Liabilities	95,512	102,175	94,891
Current Liabilities			
Borrowings	23,223		7,079
Trade and Other Payables	10,549	10,946	16,227
Lease Liabilities	882	1,409	1,088
Deferred Consideration	11,284	29,810	33,255
Contingent Consideration	193	101	741
Current Income Tax Liabilities	26,317		25,124
Total Current Liabilities	72,448	42,165	83,514
Liabilities Directly Associated with Assets Classified as Held for Sale	9	30,238	-
Total Liabilities	167,960	174,578	178,405
Total Equity and Liabilities	154,259	278,112	168,725

Consolidated cash statement of cash flow

EUR'000	Q2-25	Q2-24	6M 2025	6M 2024	202
Cash Flow from Operating Activities					
Operating Profit from Continuing Operations	419	17,373	3,126	33,297	37,5
Operating Loss from Discontinued Operations	-	-9,912		-14,582	-76,42
Changes in Working Capital and Non-cash Items	7,551	-1,592	9,223	-2,217	72,5
Taxes Paid	-320	285	-350	=	-40
Net Cash Flows from Operating Activities	7,651	6,154	11,999	16,498	33,2
Cash Flow from Investing Activities					
Purchases of Intangible Assets	-3,146	-4,628	-6,715	-9,847	-21,6
Purchases of Property, Plant and Equipment	-365	-251	-805	-519	-94
Acquisition of Subsidiaries, Net of Cash Acquired		(w)	-20,221	-10,000	-17,16
Net Cash Flows from Investing Activities	-3,511	-4,879	-27,741	-20,366	-39,80
Cash Flow from Financing Activities					
Loan Repayment	-	-2,923	-2,000	-7,506	-13,96
Proceeds from Issuance of Shares	25	9,279	25	9,279	9,45
Net Proceeds from Bond Refinancing and Other Borrowings	-	15,173	18,000	15,173	22,20
Repayment of Lease Liabilities, Principal Part	-268	-766	-666	-1,525	-2,34
Interests Paid	-2,620	-3,276	-4,996	-5,445	-10,6
Capital Contribution Received from Group's Parent	-			-	
Net Cash Flows from Financing Activities	-2,863	17,487	10,363	9,976	4,73
Net Movement in Cash and Cash Equivalents	1,277	18,762	-5,379	6,108	-1,79
Cash and Cash Equivalents at Beginning of Year	4,649	10,415	11,305	23,069	23,0
Cash and Cash Equivalents of Distributed Platform & Sportsbook Segment		-3,358		-3,358	-9,96
Cash and Cash Equivalents at end of Period	5,926	25,819	5,926	25,819	11,30
Cash and Cash Equivalents Classified as Held for Distribution to Owners	-				
Cash and Cash Equivalents at end of the Period in the Statement of Financial Positions	5,926	25,819	5,926	25,819	11,30

GENTOO MEDIA INC. - 31 July 2025

TOTAL	134,707,974	100.00%	
Other	41,051,932	30.47%	
Top 20	93,656,042	69.53 %	
20	1,138,938	0.85%	Morten Hillestad Holding AS
19	1,320,791	0.98%	Jörgen Hartzberg
18	1,377,722	1.02 %	Futur Pension Försäkringsaktiebolag
17	1,548,462	1.15 %	True Value Limited
16	1,693,821	1.26 %	Saxo Bank A/S nom.
15	1,723,891	1.28 %	IBKR Financial Services AG
14	1,759,855	1.31%	Riskornet AB
13	2,009,437	1.49 %	Kvasshøgdi AS
12	2,389,195	1.77 %	Hans Mikael Hansen
11	2,570,272	1.91%	Avanza Pension
10	3,522,466	2.61%	Kapitalforeningen Wealth Invest
9	4,123,571	3.06%	Morgan Stanley & Co Intl PLC, nom.
8	4,487,991	3.33 %	LGT Bank, nom.
7	5,505,864	4.09%	Nordea Livsförsäkring Sverige AB
6	5,554,602	4.12 %	DNB Bank ASA, nom.
5	6,433,026	4.78 %	Betplay Capital sp
4	6,700,000	4.97%	Optimus Invest Limited
3	7,238,000	5.37%	Myrlid AS
2	13,391,762	9,94%	ZJ Foundation
1	19,156,376	14.22 %	MJ Foundation

Company information

St. Julian's (Headquarters)

Golden Mile Business Centre Triq Id-Dragunara St Julian's, STJ 3148, Malta

Valencia

@46015 València Av. de les Corts Valencianes. 58.5th floor Pobles de l'Oest Spain

Norwich

The Union Building, 51-59 Rose Lane Norwich, Norfolk England

Copenhagen

@Rebel Penguin Nannasgade 28 2200 Copenhagen N Denmark

Belgrade

@Airport City, Rose Building Omladinskih Brigada 90V 11070 New Belgrade Serbia

