

Q32022 RESULTS

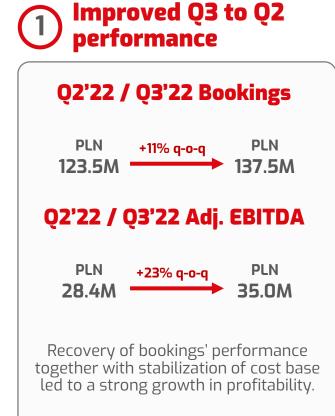
November 22nd, 2022

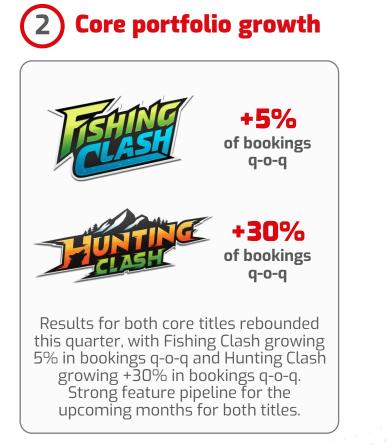


Q32022 HIGHLIGHTS

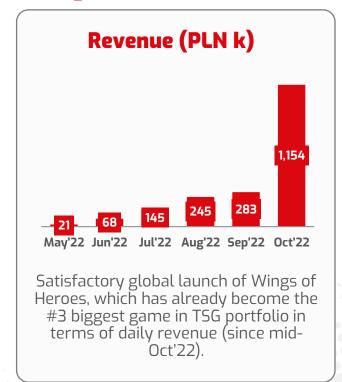


Q3 2022 HIGHLIGHTS





Wings of Heroes global launch





Market conditions are still rough and unpredictable.

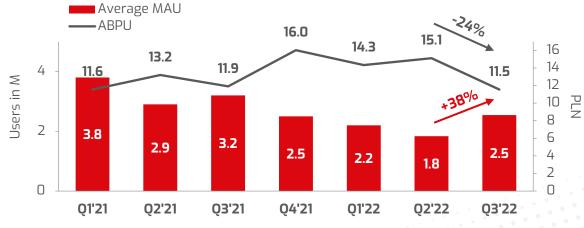
PERFORMANCE UPDATE



FISHING CLASH PERFORMANCE

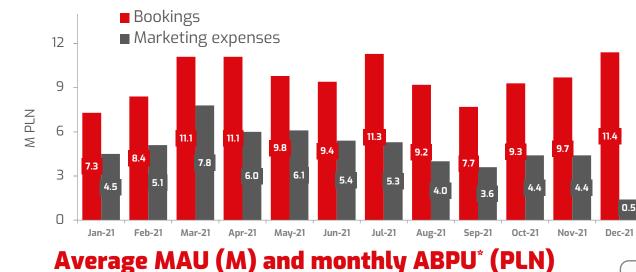


Average MAU (M) and monthly ABPU* (PLN)



- **5% increase in bookings q-o-q in Q3'22**, with Oct'22 bookings increasing 6% m-o-m
- **Higher UA spend** in Q3'22 resulted in 38% increase in MAU, while ABPU decreased much less
- **Current focus** increase product and new features delivery to an increased user base, leading to an increasing margin

HUNTING CLASH PERFORMANCE



5.9

1.7

7.2

1.5

Q1'22

6.6

1.3

Q2'22

Bookings and marketing expenses (PLN M)

8

6 PLN

4

2

Π

1.3

Q3'22

11.1

5.8

Jan-22

10.5

Feb-22

10.7

Mar-22

Apr-22



Jun-22

May-22

3.9

Aug-22

Sep-22

Oct-22

Jul-22

- **Higher UA spend** in Q3'22 and Oct'22, driven by good ٠ results of the game and advantageous marketing efforts
- **Current focus** further continuous game development • backed by an ambitious product roadmap with the goal to continue to grow the number of users and bookings

Users in M 2 3.1

4.5

2.2

5.4

1.7



Average MAU - ABPU

Π

4

RORTOS PERFORMANCE



Performance of acquired studio – Rortos' revenue is 70% higher than in Feb'22

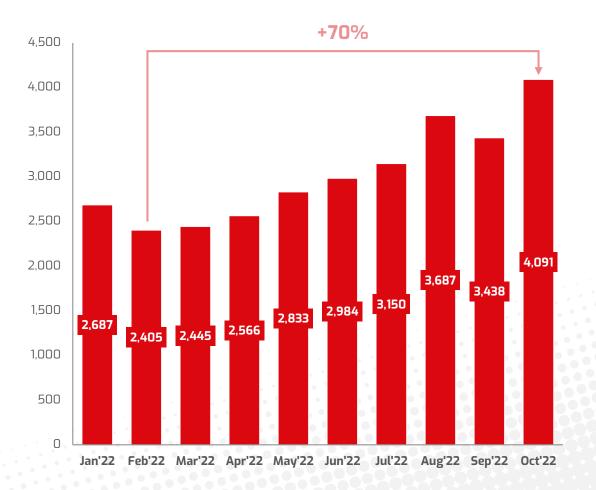
Wings of Heroes global launched – promising early metrics in the selected markets, with the global launch taking place in Oct'22

3

Continued work on Airline Commander and Real Flight

Simulator – ongoing further products' improvements with live ops in Airline Commander to be started soon which is one of TSG's major engagement and monetization feature

Rortos gross revenue (PLN k)

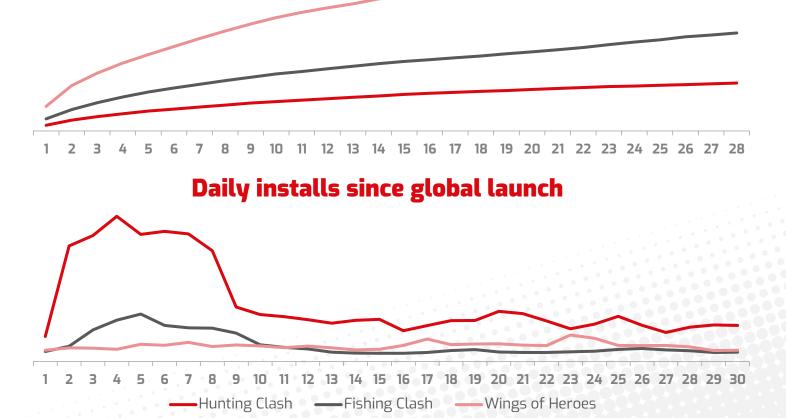


WINGS OF HEROES' GLOBAL LAUNCH



Cumulative 28-days LTV of first week's cohort after global launch

- Global Launch taking place at the beginning of Oct'22
- The game has already become the #3 biggest title in Ten Square Games' portfolio in terms of daily revenue
- Strong early performance across all dimensions. Very good early LTV profile, but the game needs more time to build the product depth



PRODUCTION PIPELINE – UNDEAD CLASH



- Zombie shooter with a "clash" metagame
- Testing players' engagement on a bigger scale in the US
- Increasing User Acquisition efforts
- Adding content and additional mechanics to increase the monetization potential in order to move to the next phase of soft launch in the upcoming weeks



PRODUCTION PIPELINE – FISHING MASTERS



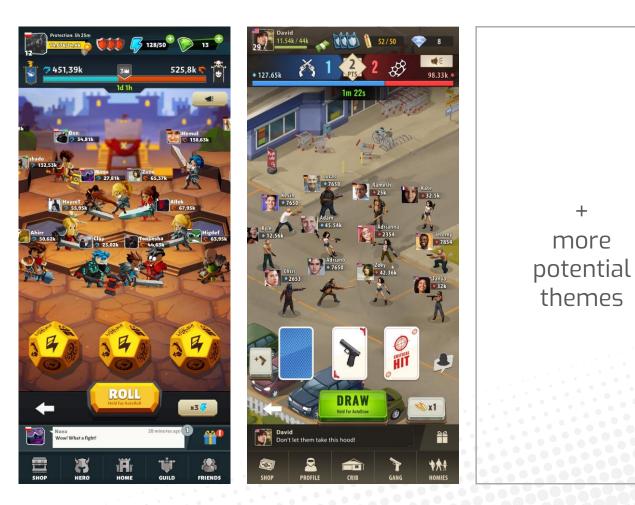
- Third game in the fishing segment, where Ten Square Games has strong competences
- The aim is to reach more casual audience than Clash games
- First external test is happening this month
- Early KPIs supporting further development of the game



PRODUCTION PIPELINE - SOCIAL WARS IP



- Gamesture has developed strong Social Wars IP, that may be lowcost transferable into other themes
- Both products, Slash & Roll and The Gang are in the early phase of development, with quality KPIs



FINANCIAL RESULTS



PROFIT AND LOSS DYNAMICS

M PLN	Q1'22	Q2'22	Q3'22
Revenues from sales	150.3	126.6	132.9
1 Bookings	142.6	123.5	137.5
Gross profit on sales	134.5	106.5	115.7
margin	89%	86%	87%
Selling costs, including:	79.9	67.6	78.4
2 User Acquisition costs	30.1	24.6	32.1
Commissions	41.7	35.7	38.6
3 General and Administrative costs ¹	11.0	11.8	9.2
4 Adjusted EBITDA	42.1	28.4	35.0
margin	28%	23%	26%
Net Profit	25.6	14.9	19.1

Bookings, driven mainly by a good performance of core portfolio, increased by 11% q-o-q

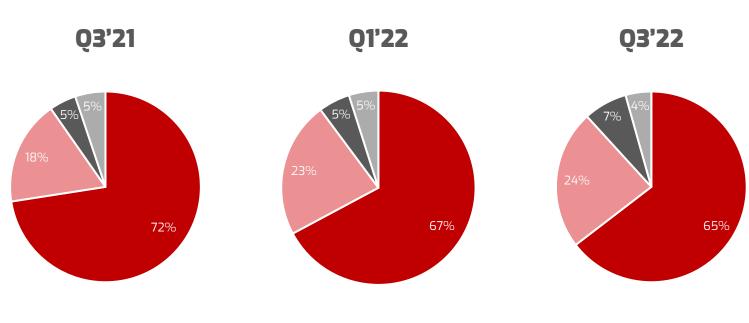
2 User acquisition costs were elevated in Q3'22 to boost the core titles' user base, which will be monetized in the future periods

3 General and Administrative costs decreased as a result of cost optimization

4 Adjusted EBITDA increased by 23% q-o-q

¹Results normalized by deducting non-cash expenses for share-based incentive schemes as well as the impact of booking deferred revenues – for details please refer to the backup

PORTFOLIO DIVERSIFICATION



Bookings' structure (%)

■ Fishing Clash ■ Hunting Clash ■ Rortos ■ Other

Portfolio diversification thanks to the organic (Hunting Clash) and inorganic initiatives (Rortos)

- Development pipeline (Undead Clash, Fishing Masters, Hero Legacy) as well as support of the current portfolio (Fishing Clash, Hunting Clash) will foster further diversification strategy
- Still a strong position in North America and Western European markets

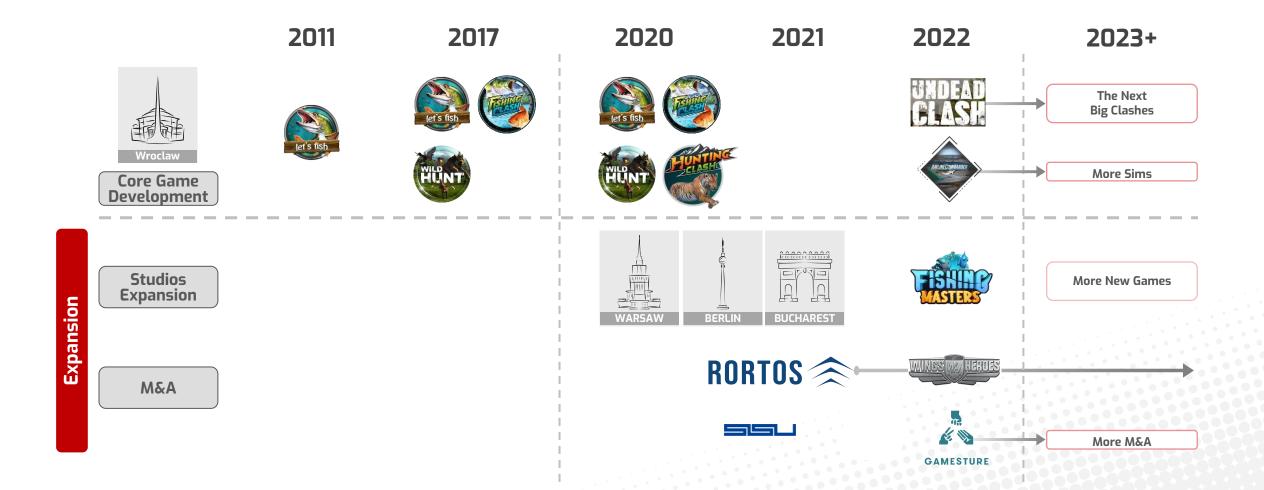
CASH FLOW GENERATION WITH A STRONG CASH POOL

	M PLN	Q1'22	Q2'22	Q3'22	
	Adjusted EBITDA	42.1	28.4	35.0	
0	Net Cash Flows from Operating Activities	53.4	30.6	31.7	
2	Operating Cash Flow conversion ratio	127%	108%	91%	Significant Net Cash Flows from Operating Activities
					2 Strong Operating Cash Flow
	Net Cash Flows from Investing Activities	(23.7)	(15.4)	(8.0)	conversion ratio amounting to approx. 91% in Q3'22
	Net Cash Flows from Financing Activities, including:	(19.6)	(73.5)	(1.0)	3 Cash balance of approx. PLN
	Dividends	-	(72.3)	-	113m at the end of Q3'22, creates an economic moat
	Total Net Cash Flows	10.1	(58.4)	22.7	amid market headwinds
					0
8	Cash and cash equivalents	149.3	90.9	113.3	

CURRENT FOCUS



STRATEGY STATUS



CURRENT FOCUS





PORTFOLIO PERFORMANCE Focus on the growth of current portfolio. Recovery in Q3'22, but market uncertainty remains



PIPELINE Wings of Heroes successfully global launched in Oct'22, while Undead Clash and Fishing Masters are moving to the next stages of development



POST MERGER INTEGRATION AND M&A Focus on integration and value unlocking of the acquired portfolio, with further lookout for selective M&A

INVESTOR'S CALENDAR



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Events we're attending:

- **GPW Innovation Day** 2nd December
- WOOD's Winter Wonderland EME Conference 8th December

Company news flow:

- Q4 2022 Sales Update early January 2023
- 2022 Full Year Financial Report March/April 2023 (dates of reporting for 2023 will be published in December 2022 / January 2023)

Q&A SESSION



SUMMARY

Return to a growth trajectory this quarter

+11% Q3'22 to Q2'22 growth of bookings

Wings of Heroes successful global launch, with a promising scaling potential



Exciting pipeline of new titles entering final stages of the development process



Strategy update during annual presentation in early 2023







THANK YOU!

Contact details: Nina Graboś – IR & PR Director *nina.grabos@tensquaregames.com*





BACKUP

PROFIT AND LOSS REPORT

Selected positions in k PLN	2020	Q1'21	Q2'21	Q3'21	Q4'21	2021	Q1'22	Q2'22	Q3'22
Revenues from sales	578,195	174,114	164,885	147,951	147,095	634,045	150,335	124,143	132,913
Fishing Clash	562,335	131,659	114,983	114,371	121,868	482,882	95,827	84,385	88,774
Let's Fish	16,478	4,208	3,711	3,110	3,445	14,474	3,099	2,394	2,380
Wild Hunt	15,395	3,666	3,331	2,761	3,312	13,071	2,791	2,518	2,667
Hunting Clash	16,077	26,841	30,390	28,042	30,493	115,766	32,280	24,978	32,523
Others	15,625	2,822	2,561	9,421	8,571	23,376	8,555	9,176	11,142
Deferred revenues	-47,714	4,918	9,908	-9,755	-20,595	-15,524	7,783	692	-4,573
COGS	25,438	10,567	11,453	15,248	16,663	53,931	15,855	17,621	17,200
Gross profit on sales	552,756	163,547	153,433	132,703	130,432	580,114	134,480	106,521	115,713
GPS margin	96%	94%	93%	90%	89%	91%	89%	86%	87%
Selling costs	343,569	95,935	95,800	82,619	72,895	347,249	79,871	67,590	78,366
As % of revenues	59%	55%	58%	56%	50%	55%	53%	54%	59%
General and administrative costs	36,689	11,758	15,059	21,125	14,765	62,708	24,096	12,529	15,231
EBIT	171,774	55,919	38,696	28,093	43,513	166,221	29,392	17,444	21,636
EBITDA	174,860	56,861	43,446	31,386	45,872	177,566	32,134	29,637	25,721
EBITDA margin	30%	33%	26%	21%	31%	28%	21%	24%	19%
Net profit	151,599	52,682	33,396	22,316	32,870	141,265	25,585	14,950	19,063
Net profit margin	26%	30%	20%	15%	22%	22%	17%	12%	14%
EBITDA Adjusted	229,643	65,124	46,856	54,821	67,379	234,179	41,130	28,447	34,980

BALANCE SHEET

Selected positions in k PLN	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22
ASSETS											
Fixed assets	11,215	11,604	14,395	16,101	19,091	23,994	291,171	298,866	320,497	326,192	340,728
Receivables	34,447	58,724	57,205	47,589	57,331	45,946	50,624	62,041	38,709	33,613	35,504
Cash and cash equivalents	105,044	89,587	153,912	236,608	284,687	332,611	107,632	139,553	149,281	90,931	113,267
Current assets	144,958	158,751	227,103	307,583	367,559	398,669	171,878	221,414	224,197	157,695	184,415
Total assets	156,173	170,355	241,497	323,684	386,649	422,663	463,049	520,280	544,694	483,887	525,143
EQUITY AND LIABILITIES											
Equity	128,394	133,578	199,277	238,051	302,419	274,431	321,211	351,051	372,813	318,796	354,371
Leasing liabilities	5,511	5,252	7,296	6,994	6,588	5,869	7,040	8,991	7,010	7,247	6,509
Total long term liabilities	6,323	5,867	8,141	7,437	7,366	6,531	54,400	64,993	63,456	58,245	60,584
Trade payables	10,063	23,285	20,941	12,392	21,976	20,525	19,363	6,845	18,746	22,234	20,209
Total short term liabilities	21,455	30,909	34,079	78,196	76,864	141,701	87,438	104,236	108,425	106,846	110,188
Total liabilities	27,778	36,777	42,220	85,633	84,231	148,232	141,838	169,229	171,881	165,091	170,772
Total equity and liabilities	156,173	170,355	241,497	323,684	386,649	422,663	463,049	520,280	544,694	483,887	525,143

CASH FLOW REPORT

Selected positions in k PLN	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22
OPERATING ACTIVITIES											
Profit before tax	39,192	28,814	65,849	37,091	58,432	37,034	31,291	35,225	30,975	18,289	20,860
otal adjustments	-7,735	-6,675	2,220	49,366	5,172	22,152	16,339	12,481	26,739	19,970	14,147
mortisation	694	737	782	873	941	978	3,305	2,763	2,789	3,968	3,742
ash from operations	31,457	22,139	68,068	86,457	63,604	59,186	47,630	47,706	57,714	38,259	35,007
ncome tax paid	-1,673	-8,230	-2,209	-2,296	-13,733	-1,334	-1,340	-1,315	-4,361	-7,677	-3,314
let cash flows from operating activities	29,784	13,909	65,859	84,161	49,871	57,852	46,290	46,391	53,353	30,582	31,693
NVESTMENT ACTIVITIES											
nflows	D	20	60	0	0	894	20,156	72	223	182	179
Outflows	-960	-868	-1,815	-1,035	-2,909	-9,462	-217,595	-13,160	-23,951	-15,585	-8,185
et cash flows from investing activities	-960	-848	-1,755	-1,035	-2,909	-8,569	-197,439	-13,088	-23,728	-15,403	-8,006
INANCIAL ACTIVITIES											
nflows	D	0	0	З	0	0	З	0	0	0	З
Outflows	-194	-27,568	-210	-274	-274	-274	-73,245	-1,281	-19,553	-73,536	-1,010
lividends	D	-27,372	D	0	0	0	-72,673	D	0	-72,318	0
et cash flows from financing activities	-174	-27,588	-210	-271	-274	-274	-73,242	-1,281	-19,553	-73,536	-1,007
Net cash flows total	28,650	-14,526	63,894	82,855	46,688	49,009	-224,391	32,023	10,072	-58,357	22,680

METHOD OF DETERMINING ADJUSTED EBITDA

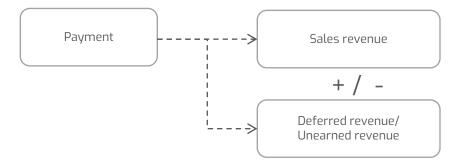
Selected items of the Profit and Loss Statement in k PLN	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22
Operating profit IFRS	55,919	38,696	31,192	40,413	29,392	17,444	21,636
Amortisation	+941	+978	+3,305	+2,360	+2,742	+3,725	+3,414
Write-down for impairment	-	+3,761	-	-	-	+8,647	+671
EBITDA IFRS	56,861	43,435	34,497	42,773	32,134	29,637	25,721
Corrections:							
Non-cash impact of the incentive programs	+10,981	+10,971	+7,695	+10,023	+12,303	-237	+6,033
Deferred result (unused virtual currency and durables)	+3,431	+6,848	+6,918	+14,564	-5,315	-952	+3,201
M&A costs	-	-	+3,687	-	+1,760	-	-
Other	-	-	+2,055	-	+1,248	-	+25
Adjusted EBITDA	64,411	47,558	54,851	67,360	42,130	28,447	34,980

GENERAL ADMINISTRATIVE COSTS AND ONE-OFFS

General administrative costs (PLN k)	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22
One-off costs							
MSOP	7,291	7,294	7,294	9,361	11,305	761	6,033
M&A	0	0	3,669	18	1,760	З	1
Croatia costs	0	0	2,054	0	0	0	0
Normal costs							
Salaries	1,872	3,097	2,284	4,117	5,463	4,675	3,902
Subsidiaries costs	51	21	1,193	1,196	1,702	3,363	1,968
Office	488	513	800	752	860	1,012	1,032
Other	2,055	4,134	731	2,421	3,005	2,713	2,294
General administrative costs	11,758	15,059	18,025	17,865	24,096	12,529	15,231
Adjusted general administrative costs	4,467	7,765	5,008	8,487	11,030	11,764	9,197

ACCOUNTING PRINCIPLES FOR REVENUES - IFRS 15

Virtual currency



- Payment -> a player purchases virtual currency
- Revenue -> the player uses the virtual currency to purchase a virtual goods (e.g. rods, lure packs)
- Deferred revenue -> unused balance of virtual currency booked as "Unearned revenue" on the balance sheet

"Durable"



X – the number of periods that paying players on average stay in a game

Period 1 – user makes a payment for a durable good in a game (e.g., a fishing rod) - a cash flow is generated. The revenue for the period is the value of the payment divided by X; the remaining value of the payment is booked as deferred revenue.

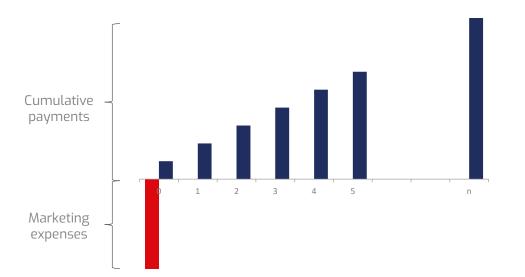
Periods from 2 to X – in each period the same value (equal to revenue recognized in period 1) is reclassified from deferred revenue to current period revenue.

MARKETING EXPENSES POLICY

Marketing expenses

"We invest in marketing provided we get positive returns throughout user lifetime"

Marketing expenses model cumulative approach



- The Group invests in marketing at point "0". Cohort acquired in this period analyzed throughout user lifetime (period "0" to "n")
- The Group monitors the current performance of acquired user cohorts
- Decision regarding marketing expenses based on several basic variables (user profitability, user acquisition cost, user life cycle)

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