

We craft joy.

Rovio Entertainment

Interim Report Q1 2021

JANUARY–MARCH 2021.

Today's speakers



Alex Pelletier-Normand

CEO



René Lindell

CFO



Veli-Pekka Puolakanaho

Head of
Investor Relations



Dial in information:

PIN: 72543629#

- Finland : +358 981710310
- Sweden : +46 856642651
- United Kingdom : +44 3333000804
- United States : +1 6319131422

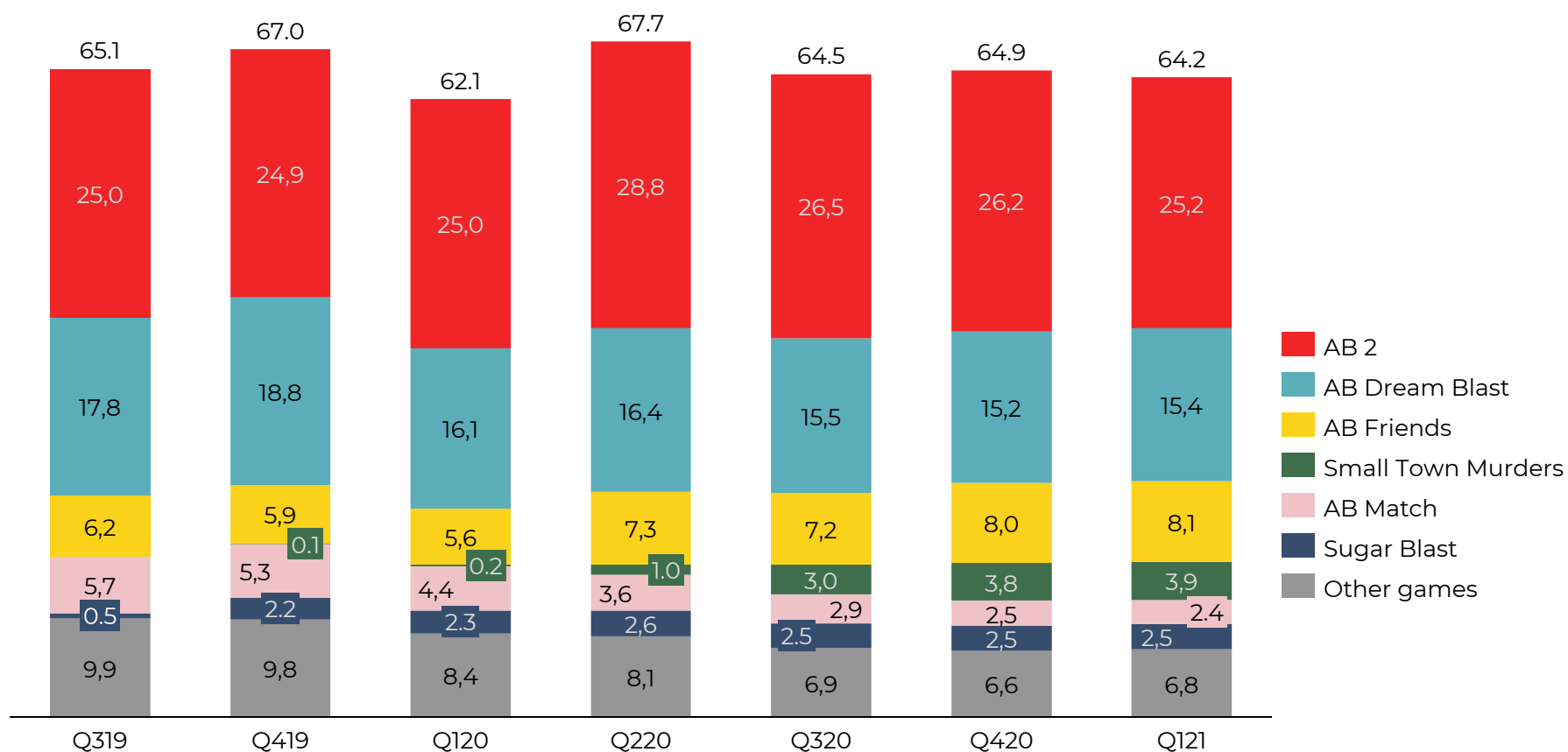
Q121 Highlights.

- Games revenue grew by 3% y-o-y. In comparable currencies Games gross bookings grew by 10% y-o-y.
- Strong performance across live games
 - Angry Birds 2 and Angry Birds Friends gross bookings grew vs. Q120.
 - Small Town Murders revenue run rate increased towards the end of the quarter.
- Good profitability: Adjusted EBIT margin 15.0%
- User Acquisition investments were increased to support the launch of Darkfire Heroes
- Darkfire Heroes was greenlit for global launch April 15.
- Soft launched Angry Birds Journey in January and Supernatural City in April



Q121: Strong performance across live games

GAMES GROSS BOOKINGS (EUR MILLION)



Emerging titles.

Globally
launched
April 15,
2021

MOBILE ACTION RPG
**DARKFIRE
HEROES**

Soft
launched
January
2021

**ANGRY BIRDS
JOURNEY**

Soft
launched
April 2021

**Supernatural
CITY**

Diverse set up of studios, 8 games in development, 3 in soft launch



PUZZLE

- 7 live games
- 3 games in development
- In soft launch: **Angry Birds Journey** and **Supernatural City**



STRATEGY

- 1 game in development
- In soft launch : **Hard Head Squad**



ADVANCED CASUAL

- 1 live game
- 2 games in development



RPG

- Darkfire Heroes was globally launched April 15, 2021



FUTURE OF GAMING

- 1 internal and 1 external project in development



Rovio Growth Strategy delivers results

- M&A strategy delivers results – Darkfire Heroes launched and live operations ongoing
- Genre mastery bears fruit in Supernatural City – a new take on narrative puzzle game market
- Exciting pipeline utilizing the Angry Birds brand, and creating new IPs
- The brave new world awaits – App Tracking Transparency in action.

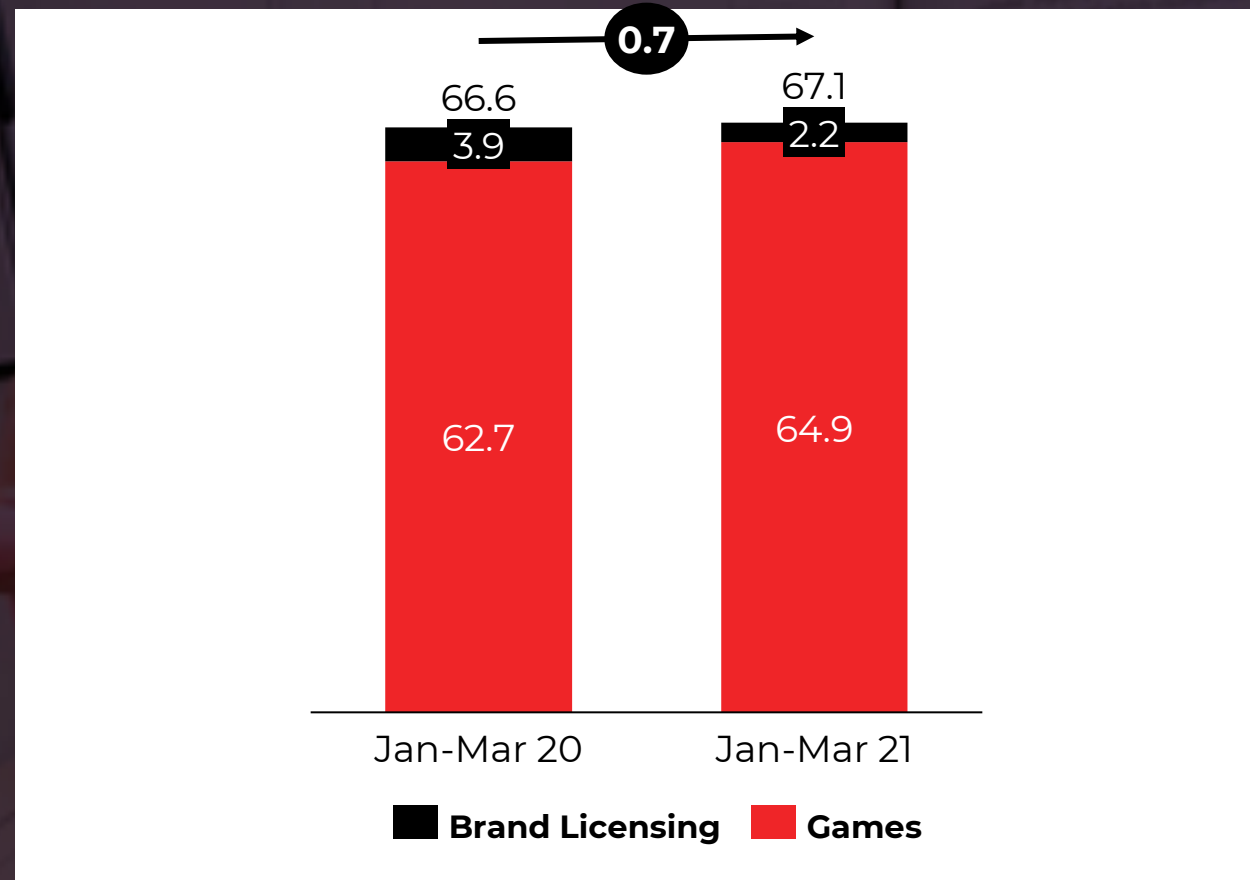


We craft joy.

Q121 Financials

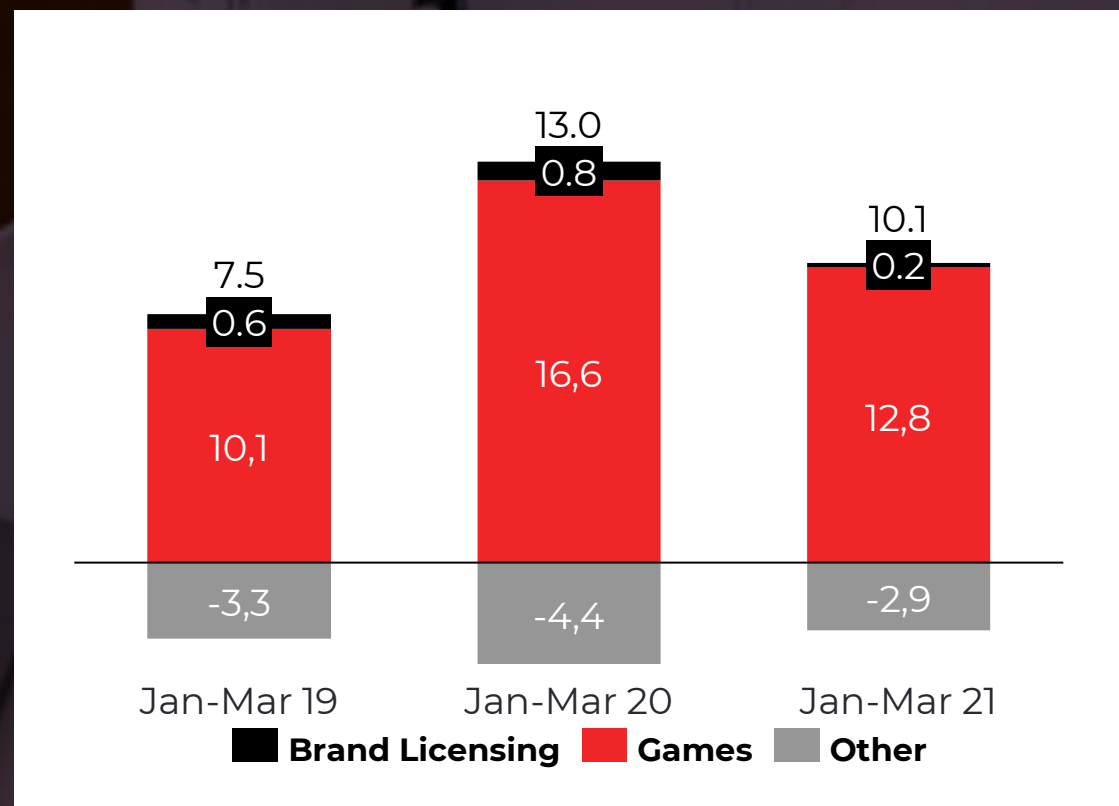
Q121: Group revenue +0.7%, in comparable currencies Games +10%

REVENUE (EUR MILLION)

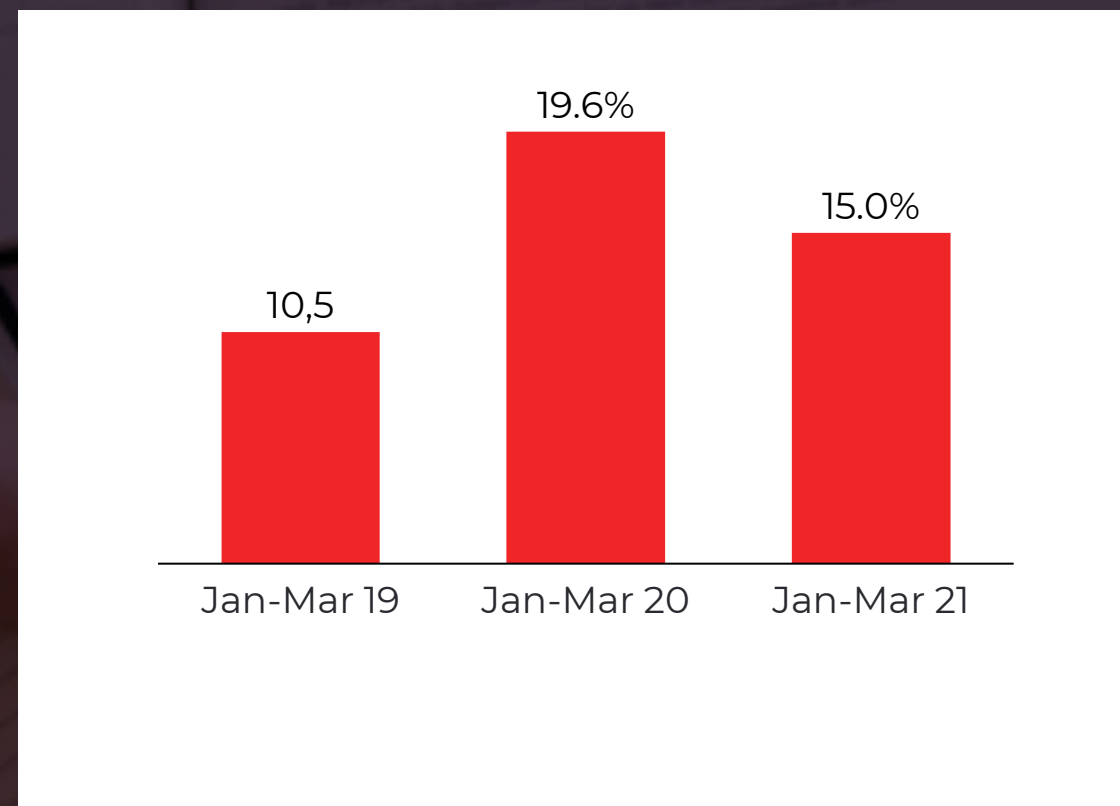


Q121: Profitability impacted by an increase in UA and OPEX

ADJUSTED OPERATING PROFIT(EUR MILLION) (*)



ADJUSTED OPERATING PROFIT MARGIN (%)

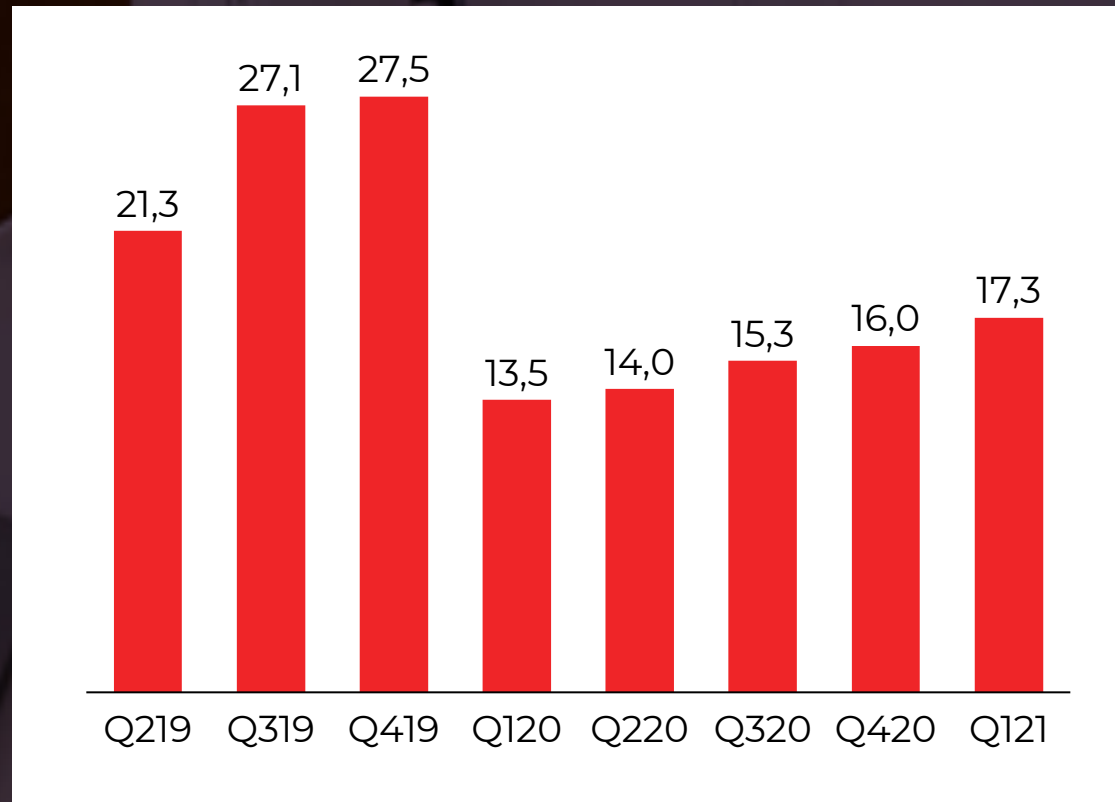


(*) Adjustments in the Jan-Mar 2021 were EUR 0.6m. In the Jan-Mar 2020 period adjustments were EUR 0.3m. There were no adjustments in the Jan-Mar 2019 period.

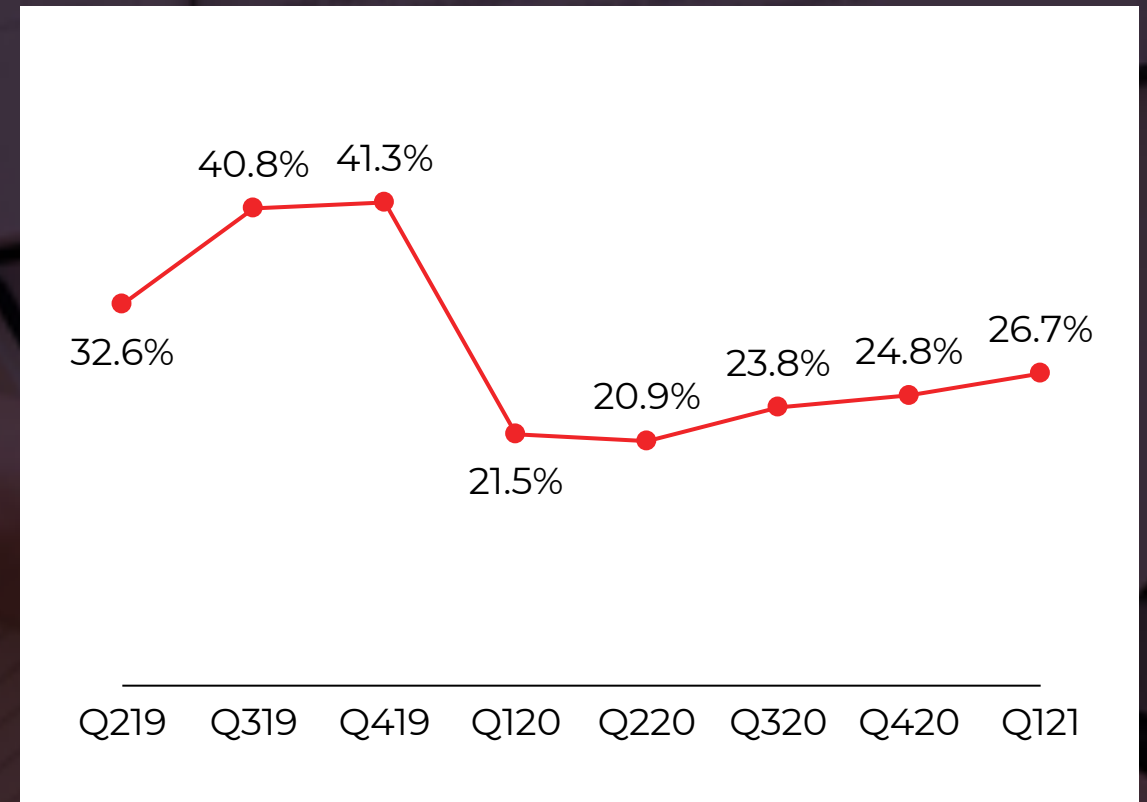
Q121: Incremental increase in UA investments

Starting to ramp-up UA in preparation Darkfire Heroes launch in April

USER ACQUISITION INVESTMENTS (EUR MILLION)

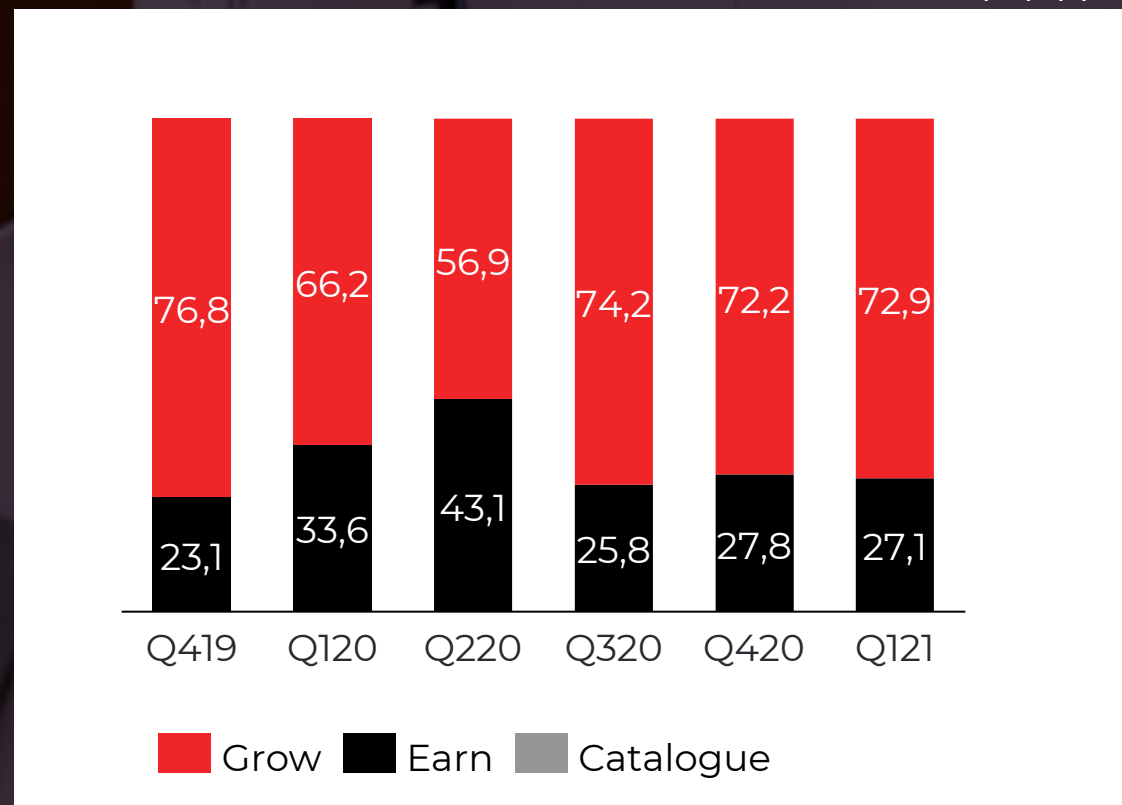


USER ACQUISITION AS % OF GAMES REVENUE

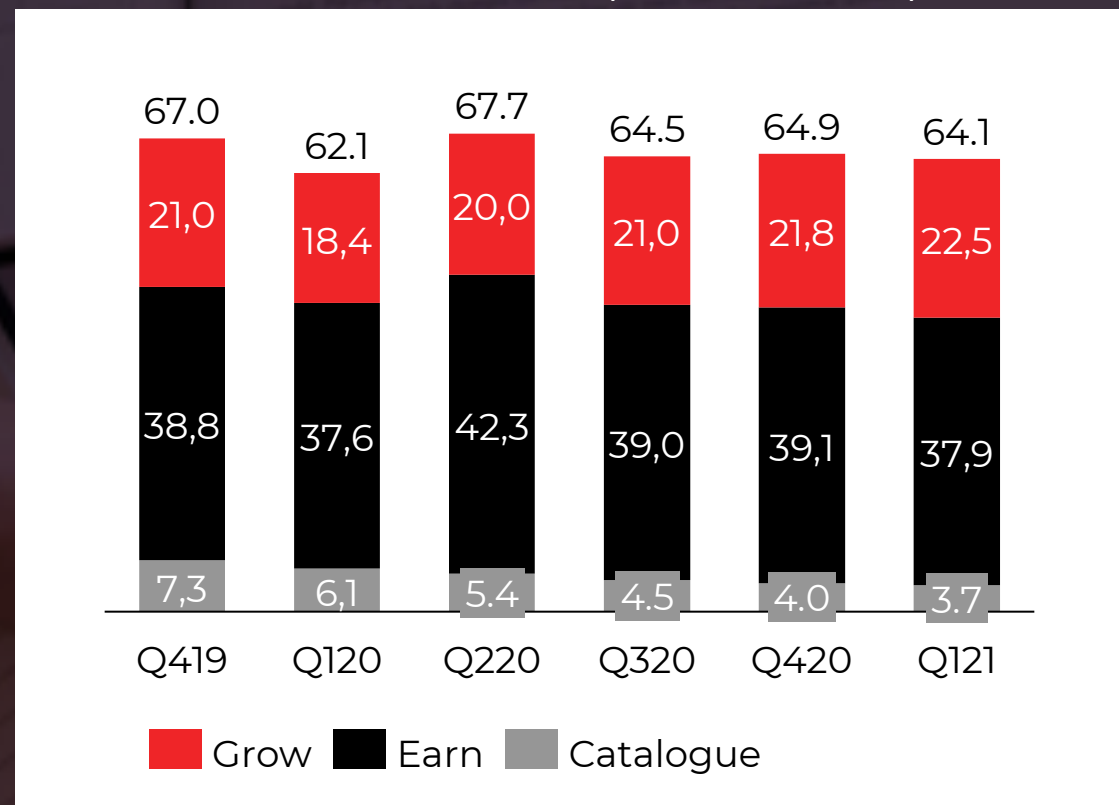


Q121: Both Grow and Earn category games drove y-o-y growth in gross bookings

SHARE OF TOTAL UA PER GAME CATEGORY (%) (*)



GAMES GROSS BOOKINGS (EUR MILLION)



(*) Games categories per life-cycle:

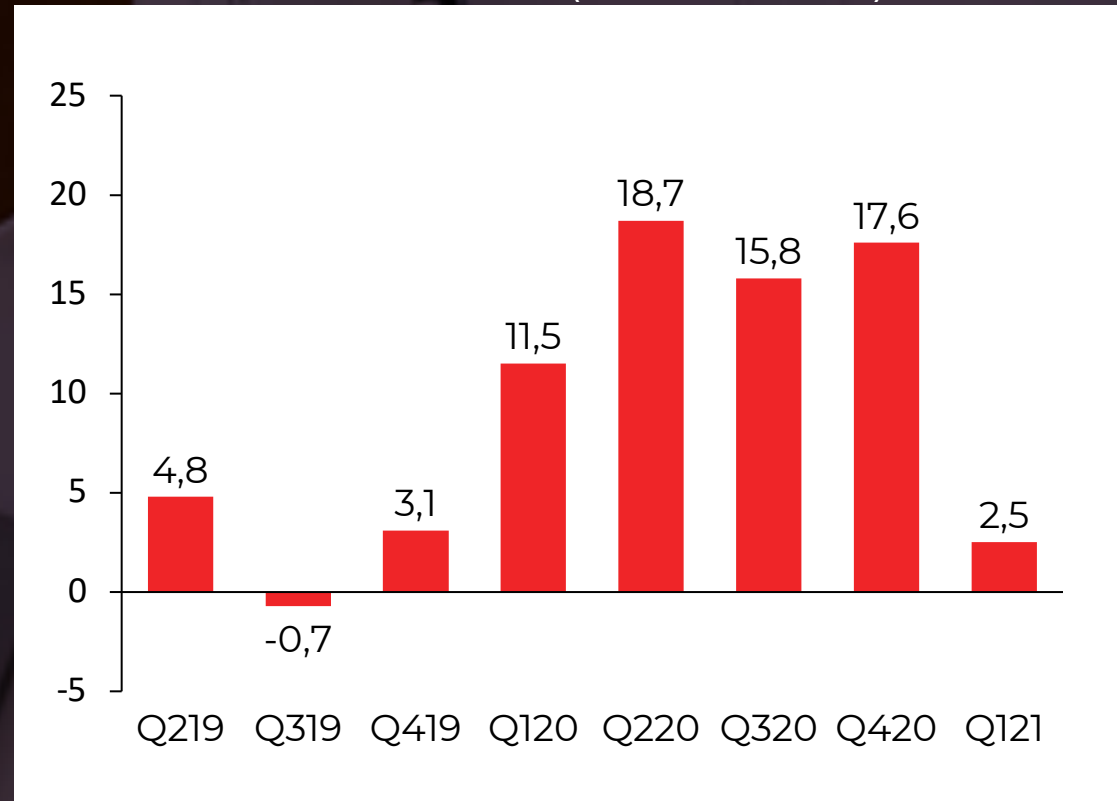
Grow: Sugar Blast, Angry Birds Dream Blast, Small Town Murders, Darkfire Heroes + games in soft launch

Earn: Angry Birds 2, Angry Birds Friends, Angry Birds Match, Angry Birds Pop

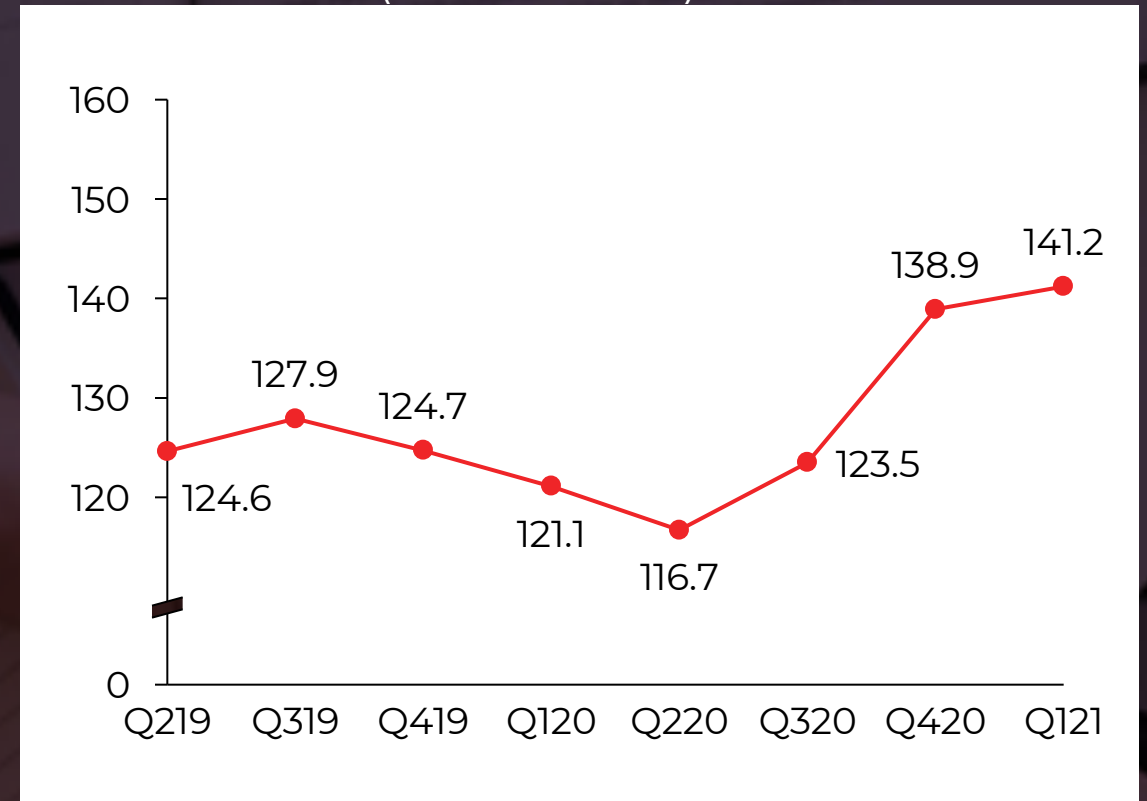
Catalogue: Other games

Q121: Operating cash flow impacted by changes in working capital

OPERATING CASH FLOW (EUR MILLION)



CASH BALANCE (EUR MILLION)



Outlook 2021 – No changes

The mobile gaming market continues to grow with casual gaming being a major growth driver. The ongoing changes in consumer behavior and underlying market trends are accelerated by the COVID pandemic and plays an important role in both current games' operation and new game development. This combined with industry changes like Apple's privacy policy fuels the near-term uncertainty in the market environment.

We will focus on improving the performance of our key live games and on launching new innovative products. We continue to show diligence in our UA spend. Depending on market conditions, the performance of our investments, and the launch of new games, we aim to increase our UA investments to build growth for the coming years. This may have implications on short-term profitability.

We will continue investing in our Future of Gaming initiatives, taking advantage of the trends we see in consumer behavior and building our positioning in the rapidly evolving market.

In addition, we seek growth through synergistic acquisitions that can deliver long-term value growth.

Q&A



Dial in information:

PIN: 72543629#

- Finland : +358 981710310
- Sweden : +46 856642651
- United Kingdom : +44 3333000804
- United States : +1 6319131422



Thank you!

We will be back with the next earnings call on August 12th!

<https://investors.rovio.com/en>



A dark, top-down view of a meeting table. Two laptops are open, one showing a video of two people. A white coffee cup with red liquid is in the center. Hands of people are visible around the table, some holding pens. The overall scene is dimly lit, with the central text being the brightest element.

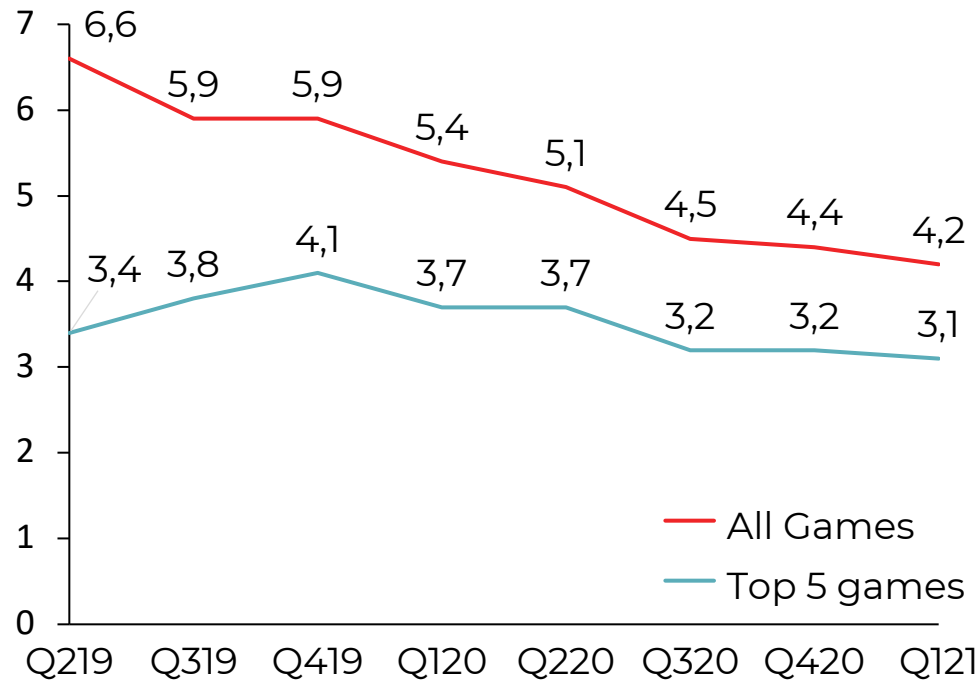
 ROVIO

Appendix

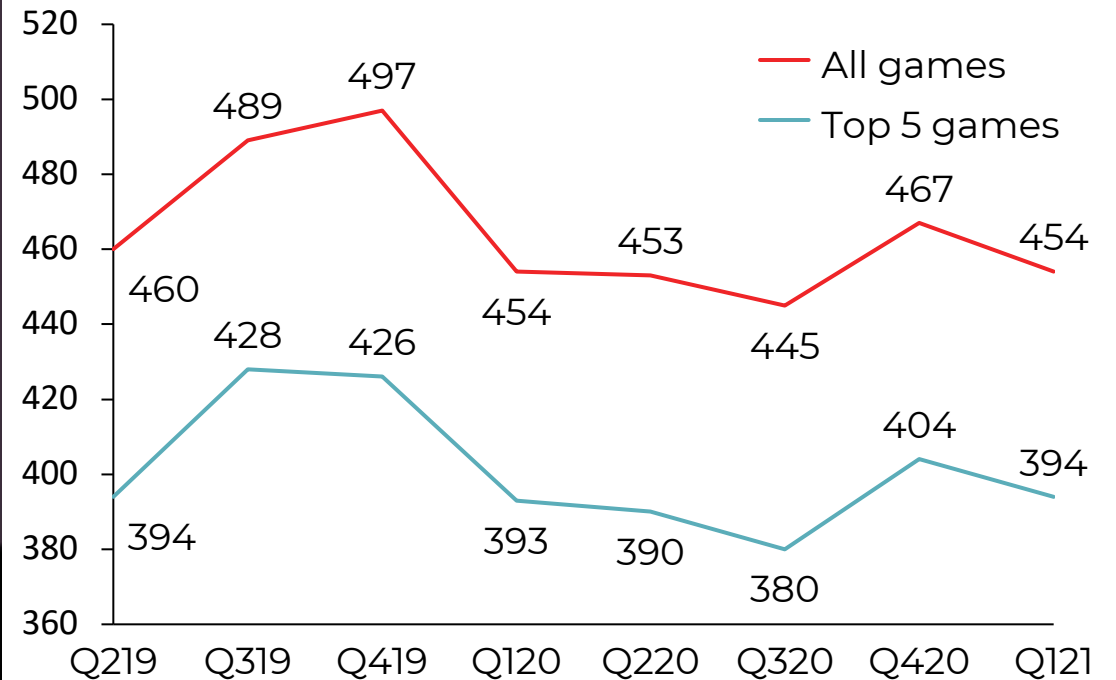


Q121: Monthly unique payers on same level as they were in Q120

DAILY ACTIVE USERS (MILLIONS)

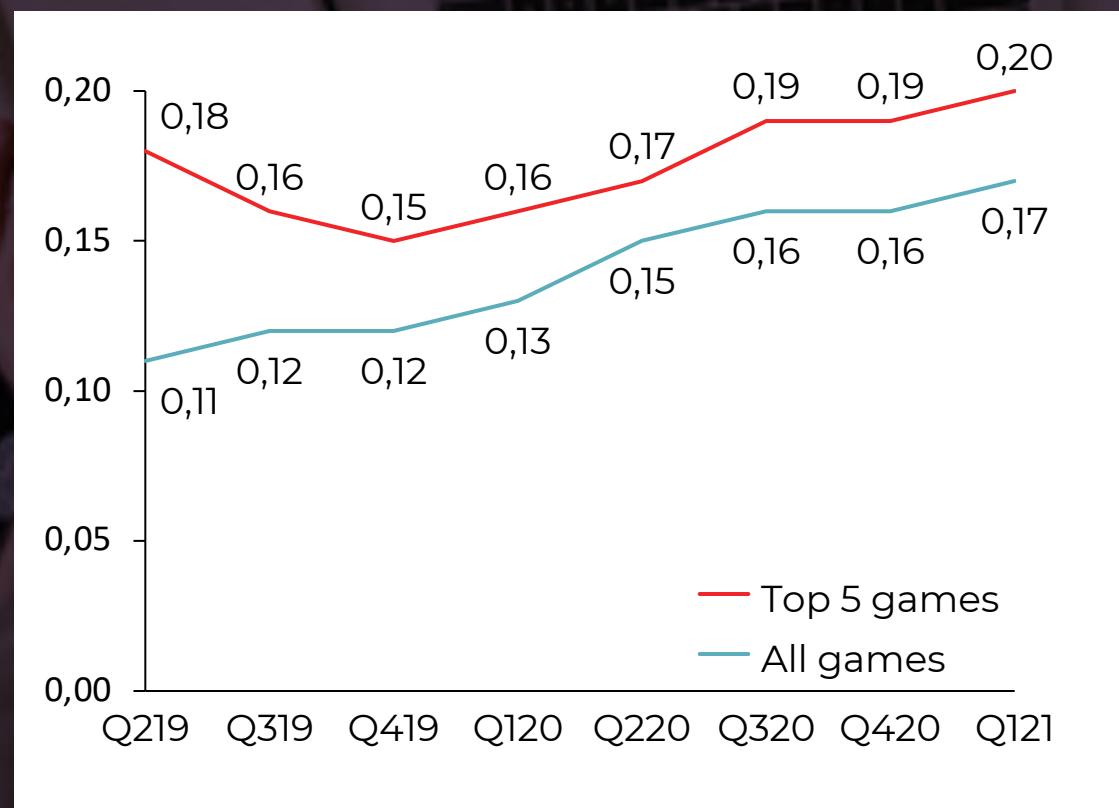


MONTHLY UNIQUE PAYERS (THOUSANDS)



Q121: Improvement in monetization

AVERAGE REVENUE PER DAILY ACTIVE USER (EUR)



MONTHLY AVERAGE REVENUE PER UNIQUE PAYER (EUR)

