

We craft joy.

Rovio Entertainment

First Quarter 2022
Earnings Results Presentation

April 29, 2022



Today's speakers



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Q122 Highlights.

- **Strong growth:** Group revenue EUR 85.0 million, +26.6% y-o-y (+11.8% comparable)
- **Record Games gross bookings:** EUR 80.8 million, +25.8% y-o-y (+10.6% comparable)
- **Good performance of top games:** Angry Birds 2 +20.1% y-o-y, Angry Birds Friends best quarter since Q4-2016
- **Angry Birds Journey global launch on Jan 20th:** Rovio's third largest game with EUR 10 million gross bookings in Q1
- **Rovio Classic: Angry Birds launched on March 31st:** reached #1 rank in Paid Games in the US on Android
- **Strong growth in Ruby Games:** gross bookings EUR 6.1 million, +44.7% pro forma growth
- **Good profitability:** adjusted operating profit margin 11.8%

Angry Birds Journey.

- Global launch January 20th, 2022
- EUR 10 million gross bookings in Q1, Q2 run-rate just shy of EUR 10 million
- Large UA investment at launch as planned, now lower level, stabilizing and optimizing spend
- Influencer marketing campaign planned for summer including TV



Rovio Classics: Angry Birds Re-Launched.

- Relaunch of the Angry Birds Classic game on March 31st, 2022
- Recreation of the original Angry Birds game
- Answering the call of our fans around the globe: #BringBack 2012
- Premium game with €0.99 price – no IAPs or ads



ANGRY BIRDS™

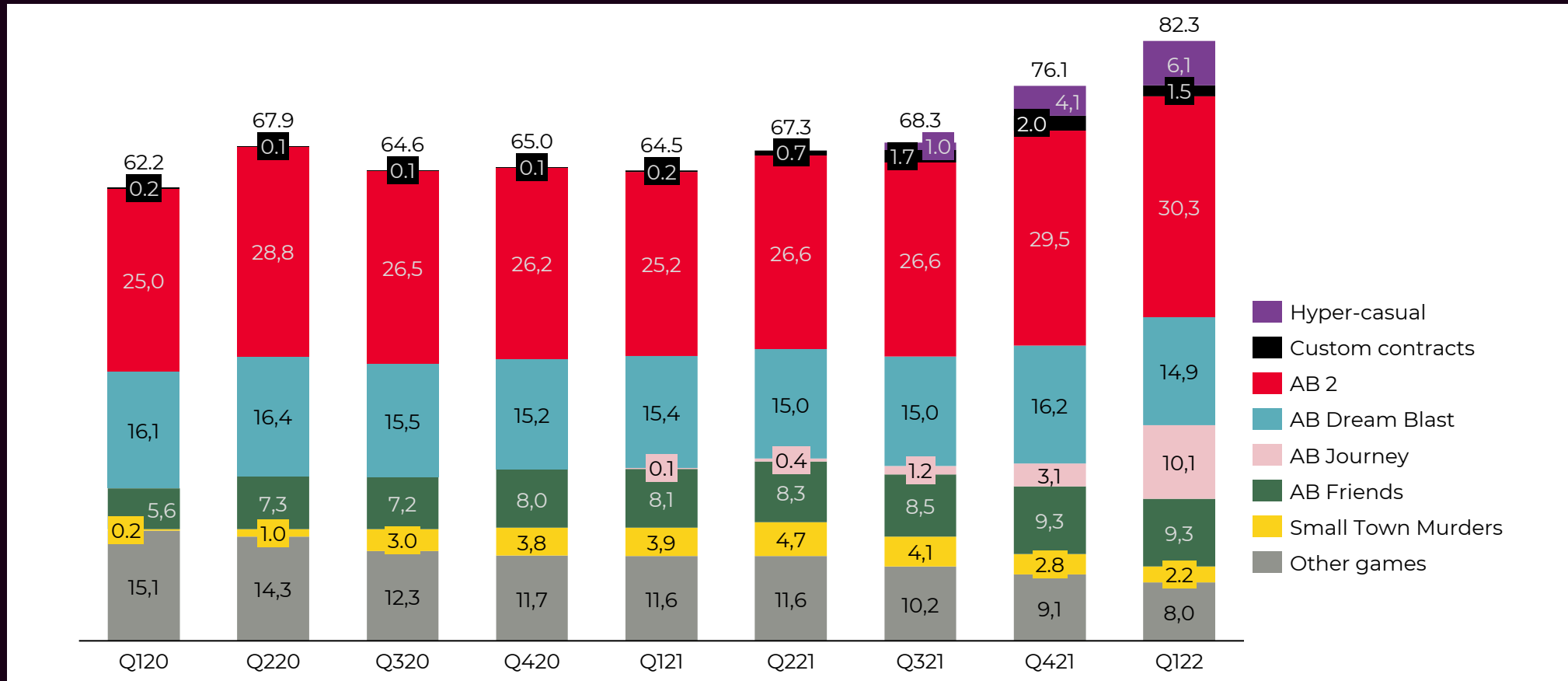
FRIENDS



Q122: Record games quarter

Good performance in AB 2, AB Friends and Ruby (Hyper-casual). AB Journey was 3rd biggest game.

GAMES GROSS BOOKINGS AND CUSTOM CONTRACTS (EUR MILLION)



Emerging titles.



Moomin: Puzzle & Design

Casual Puzzle & Decorate game based on Moomin IP



Hunter Assassin 2

First hybrid-casual game from Ruby

Sustainability update.

Support for Ukrainians, games removed from app stores in Russia and Belarus; UNICEF project in Senegal concluded.



- Games removed from app stores in Russia and Belarus on March 9th
- Financial impact limited: Russia represented 1.7% of Rovio games revenues Jan-Feb 2022
- No operational impact on game development
- Coordinating help with our partner UNICEF



- Rovio-supported UNICEF project Salmaïtou in Senegal concluded with very positive results
- The project aimed to help a hundred girls in acquiring skills in digital technologies, innovation and social entrepreneurship, with the results showing increased confidence and better skills in technology use



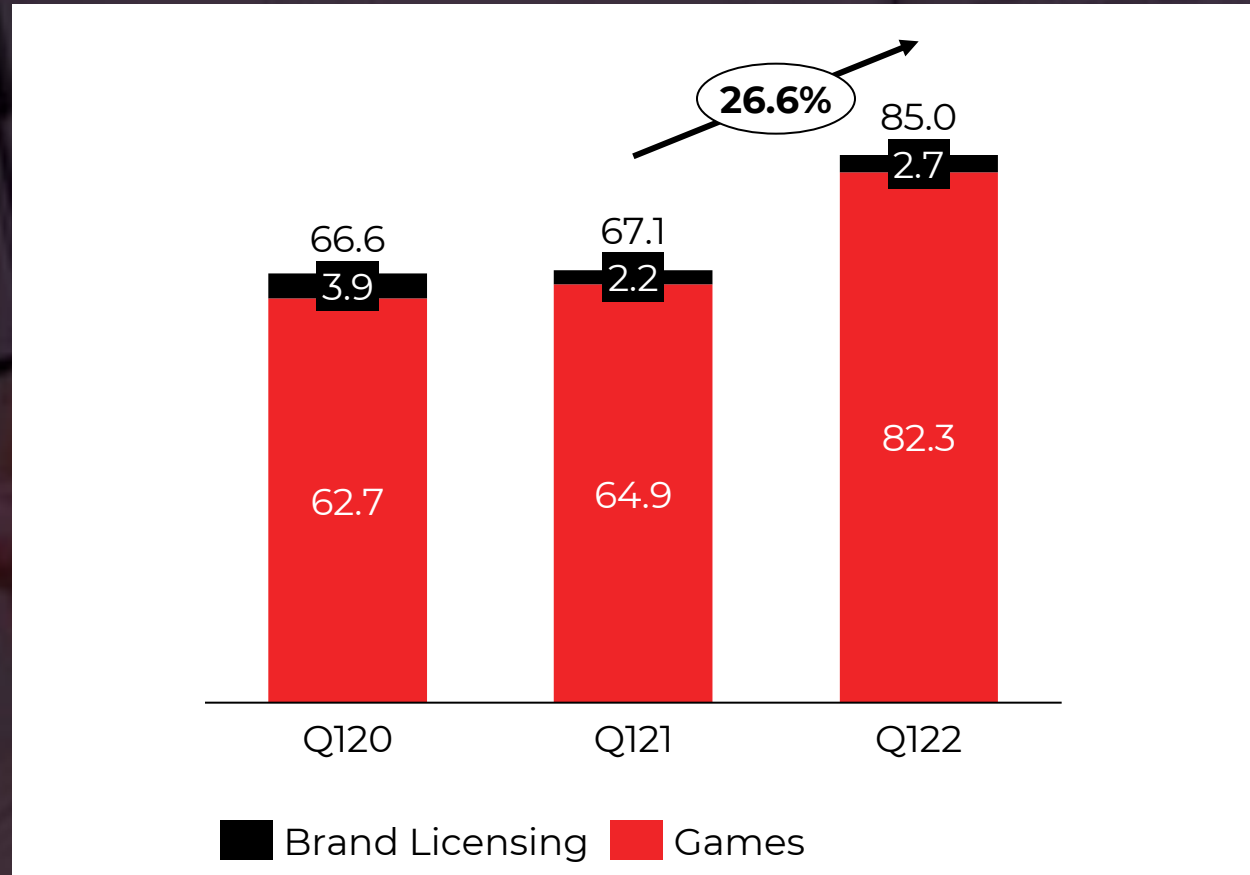
5 BILLION downloads!

We craft joy.

Q122 Financials

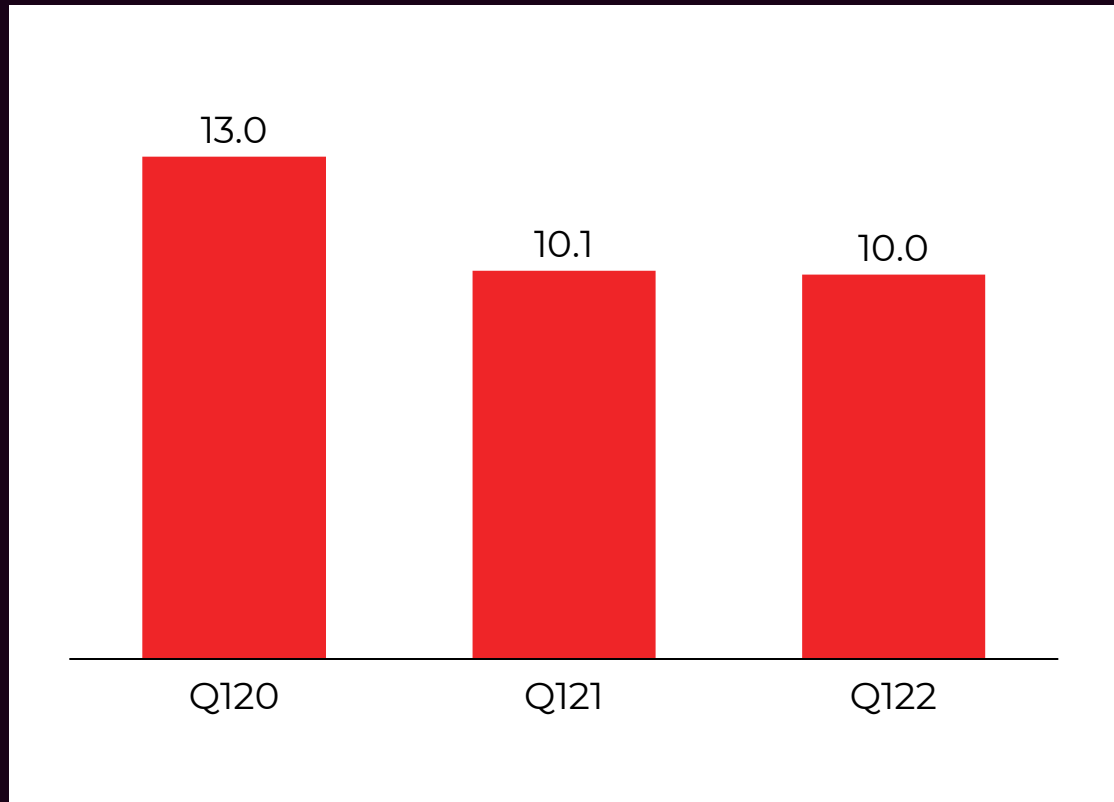
Q122: Group revenue grew 26.6% and 11.8% on a comparable basis

REVENUE (EUR MILLION)

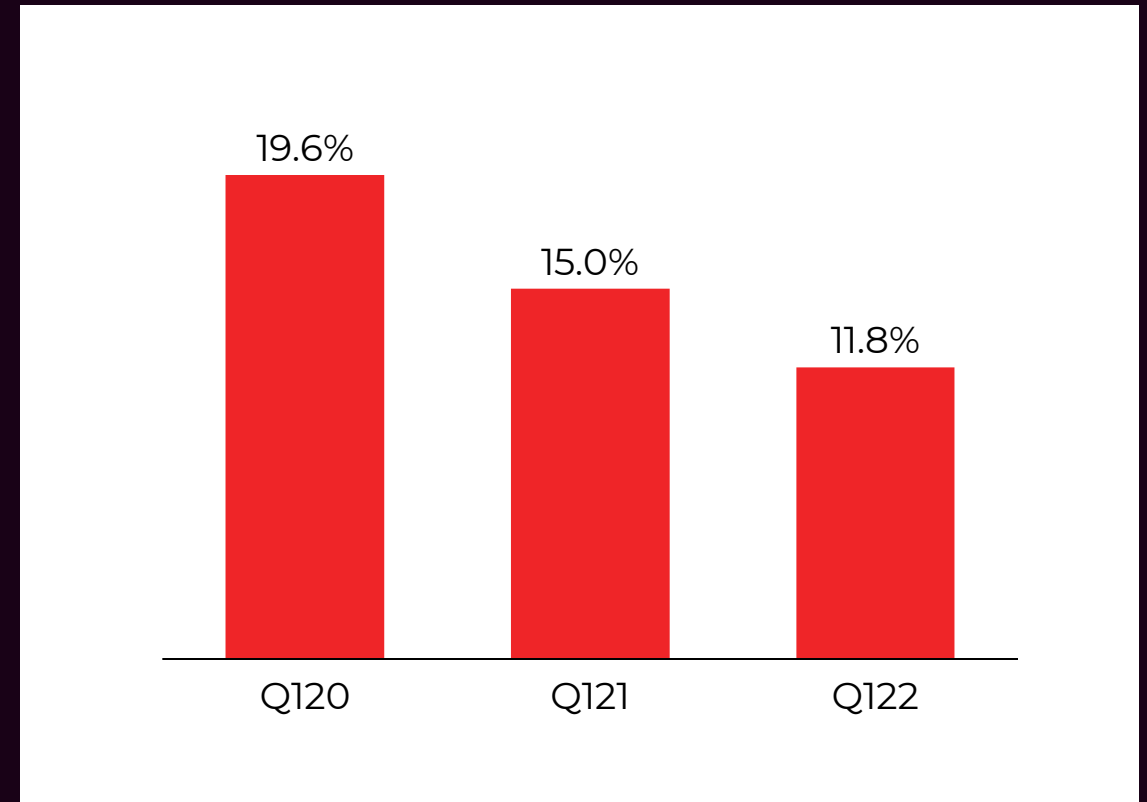


Q122: Adjusted operating profit stable

ADJUSTED OPERATING PROFIT(EUR MILLION) (*)



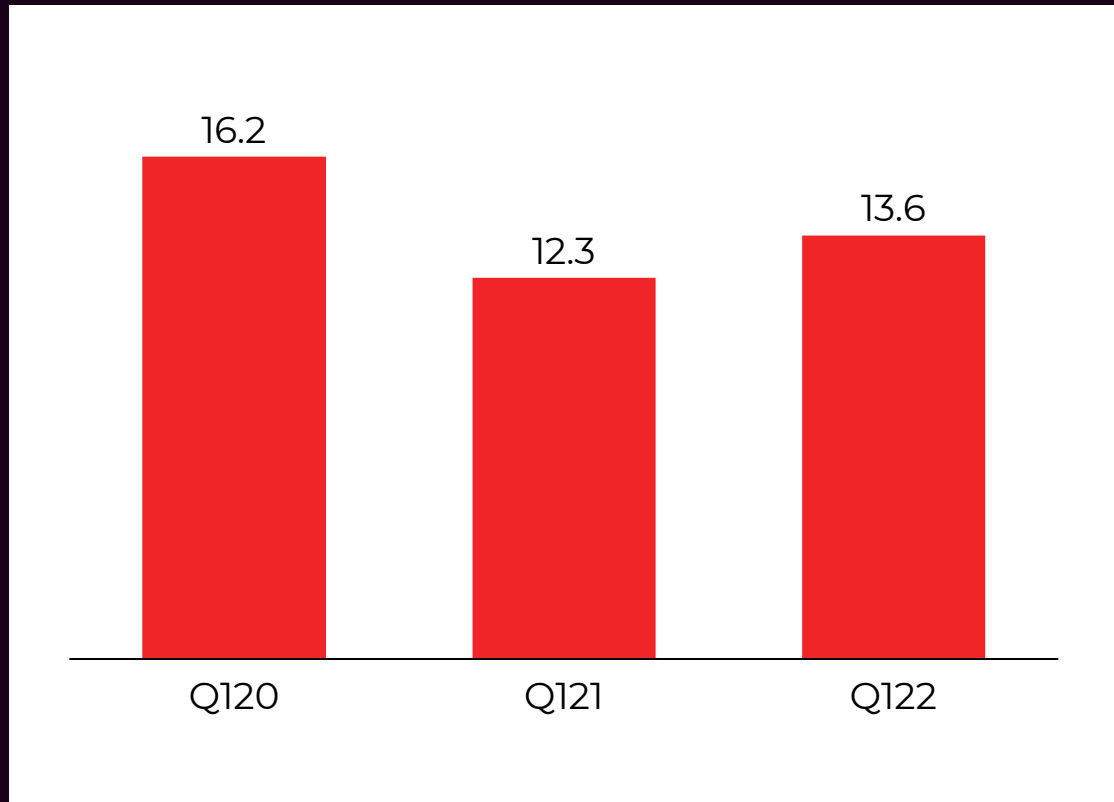
ADJUSTED OPERATING PROFIT MARGIN (%)



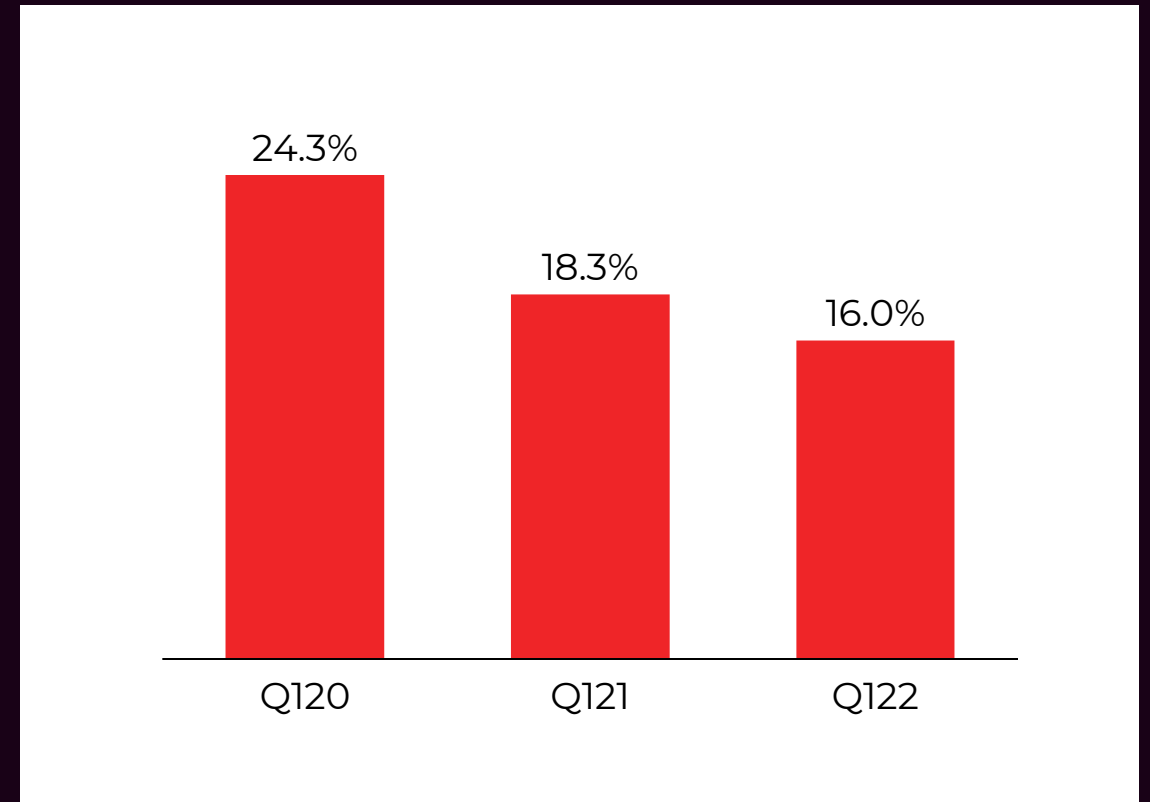
(*) Adjustments in Q120 were EUR 0.3m, in Q121 EUR 0.6m and in Q122 EUR 2.5m.

Q122: Adjusted EBITDA slightly higher

ADJUSTED EBITDA (EUR MILLION) (*)



ADJUSTED EBITDA MARGIN (%)

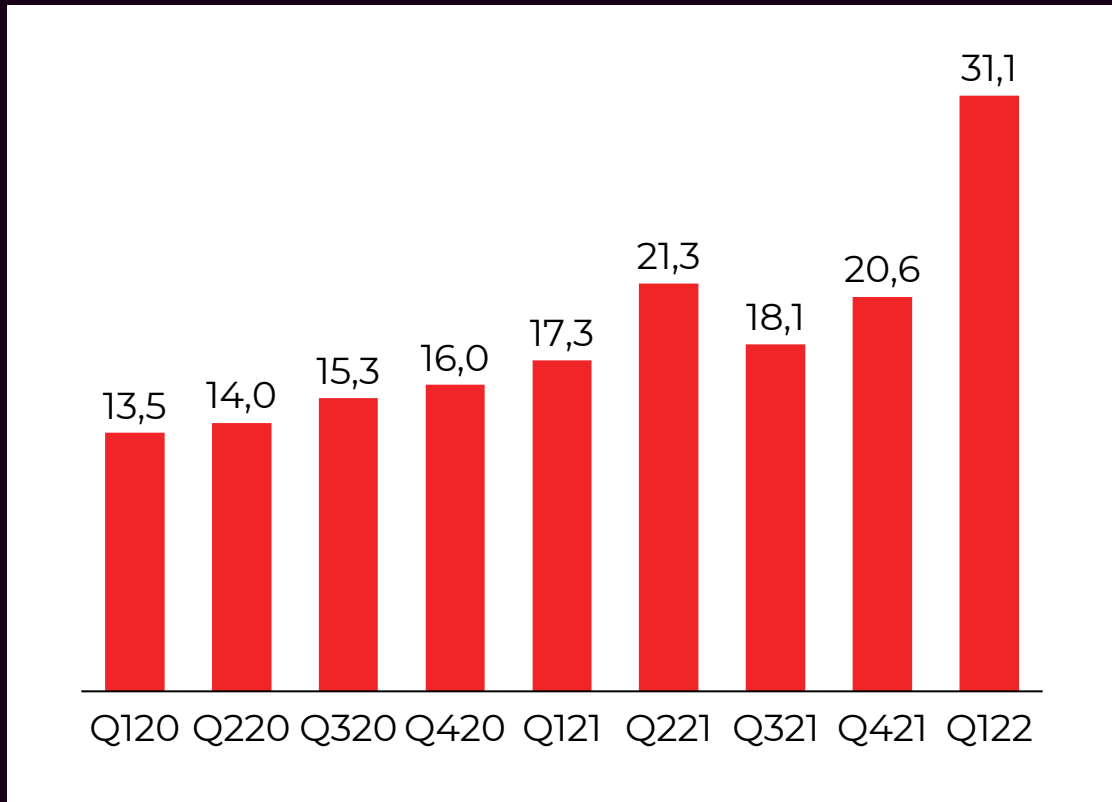


(*) Adjustments in Q120 were EUR 0.3m, in Q121 EUR 0.6m and in Q122 EUR 2.5m.

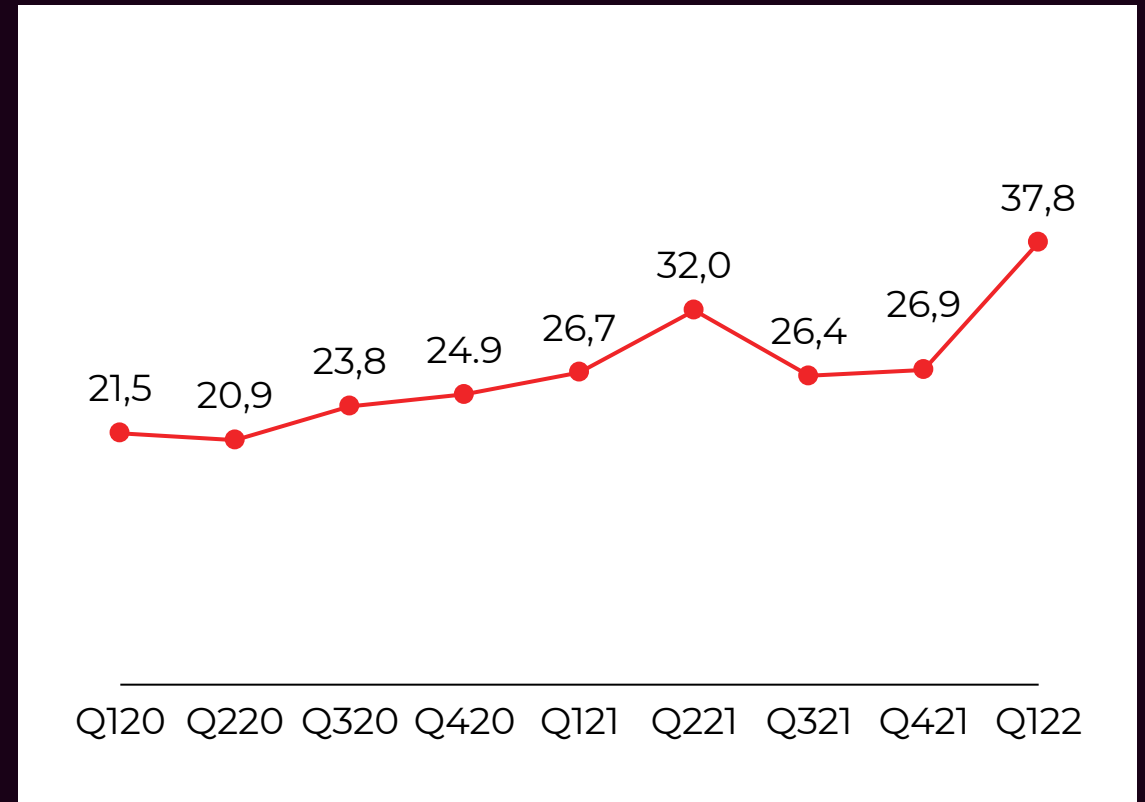
Q122: UA investments increased significantly

High level of UA was due to the Angry Birds Journey global launch

USER ACQUISITION INVESTMENTS (EUR MILLION)



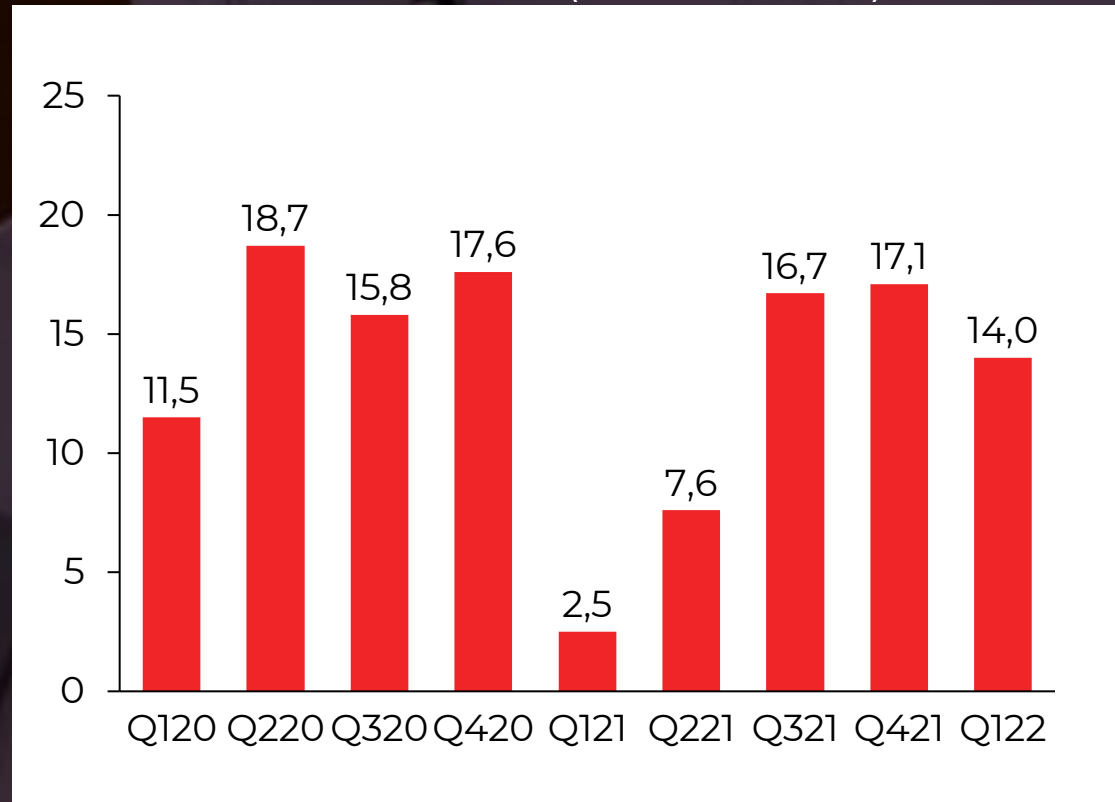
USER ACQUISITION AS % OF GAMES REVENUE



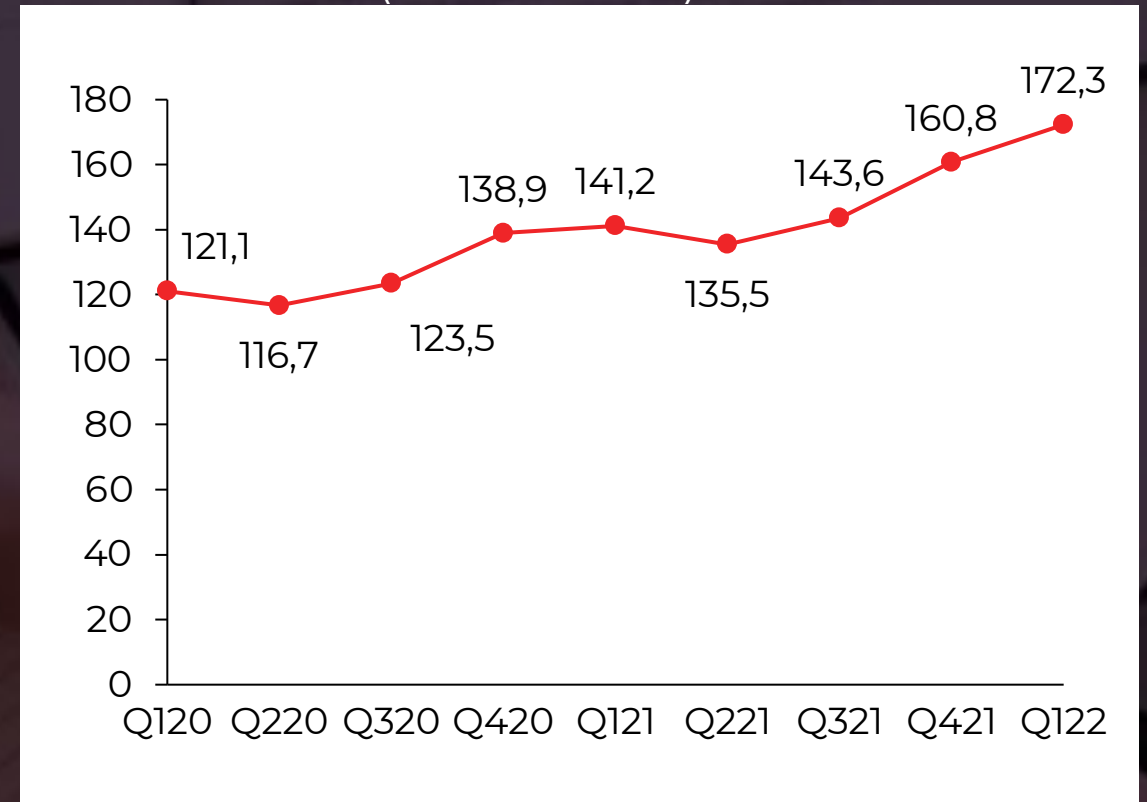
Q122: Solid operating cash flow

Cash balance end of Q1 2022 EUR 172.3 million; EUR 8.9 million dividends paid April 20th

OPERATING CASH FLOW (EUR MILLION)



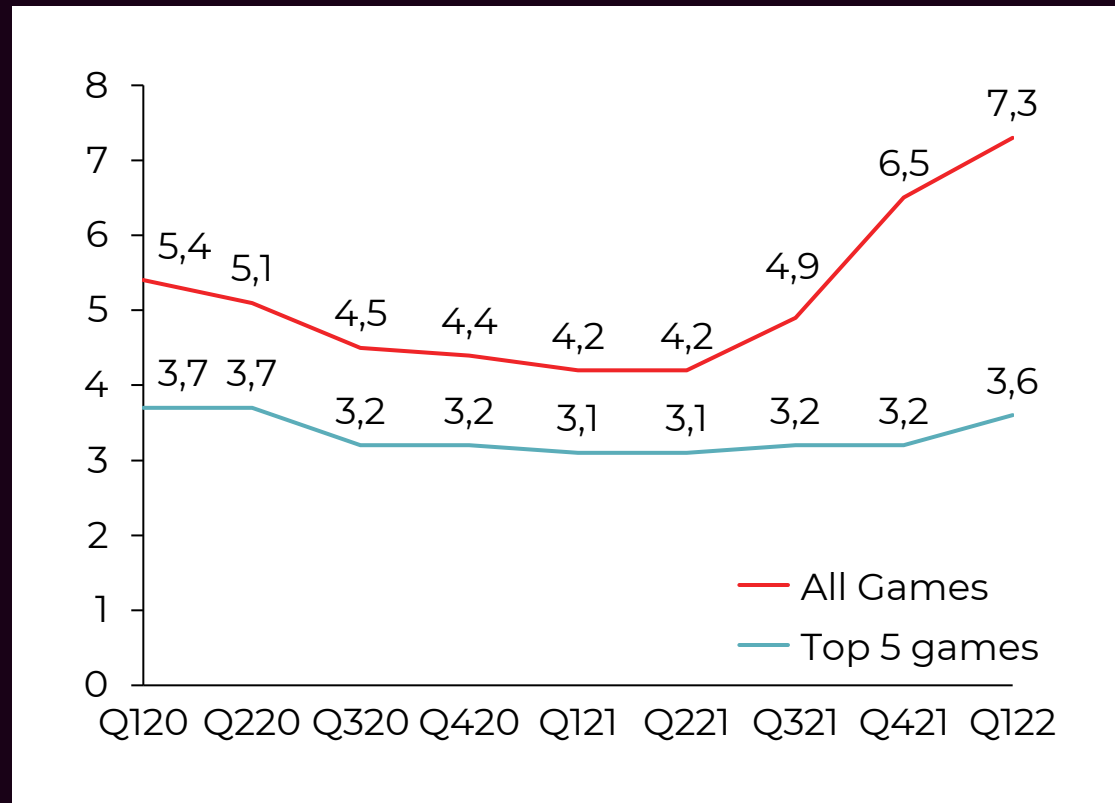
CASH BALANCE (EUR MILLION)



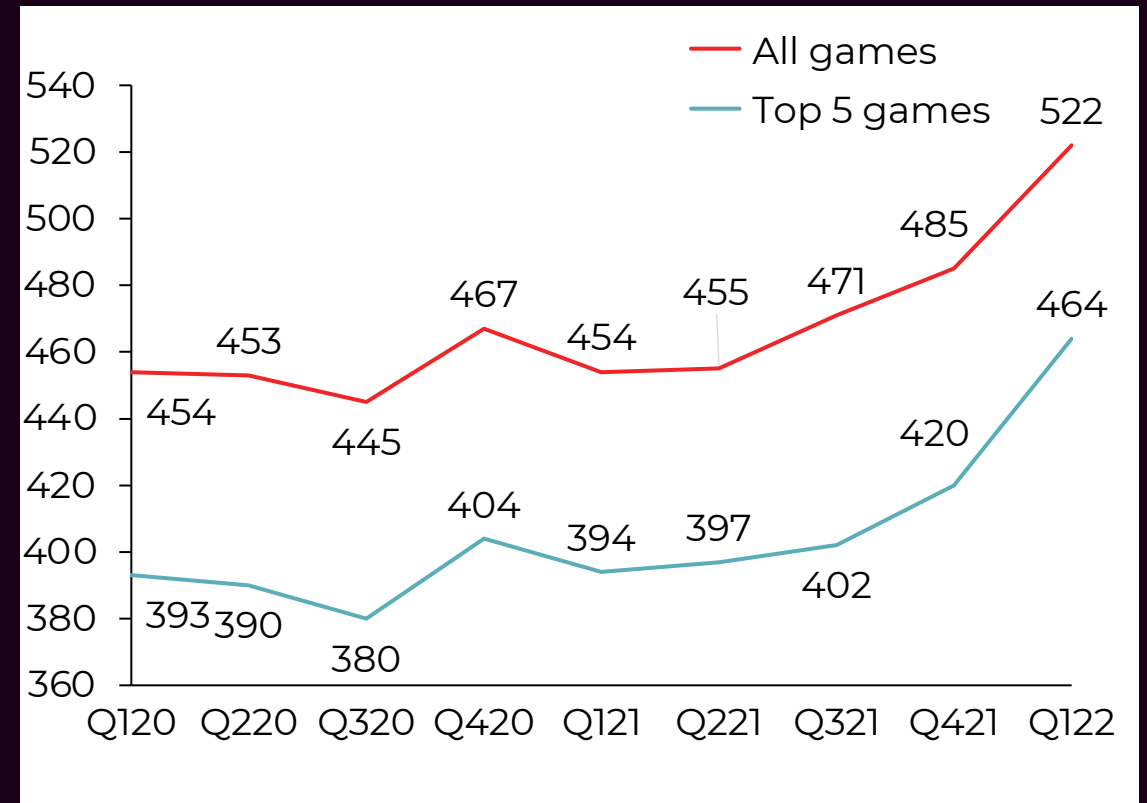
Q122: DAU and MUP increased

DAU and MUP of top 5 games increased due to global launch of Angry Birds Journey

DAILY ACTIVE USERS (MILLIONS) (*)



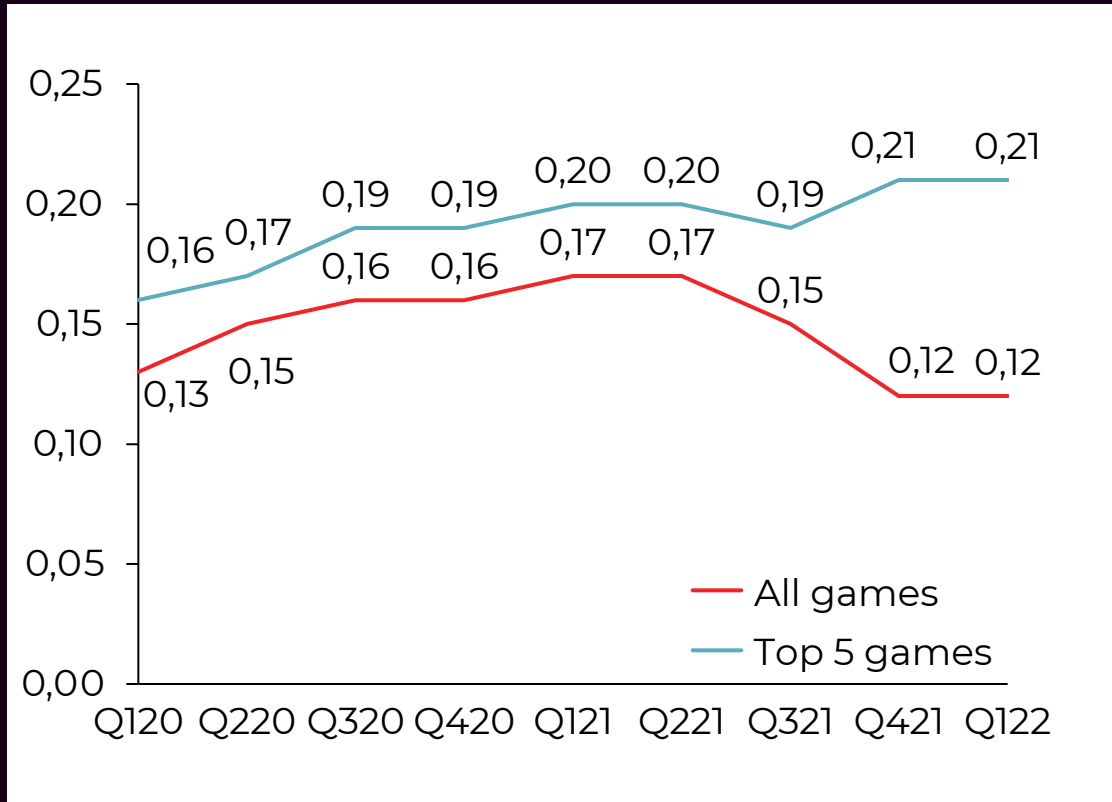
MONTHLY UNIQUE PAYERS (THOUSANDS) (*)



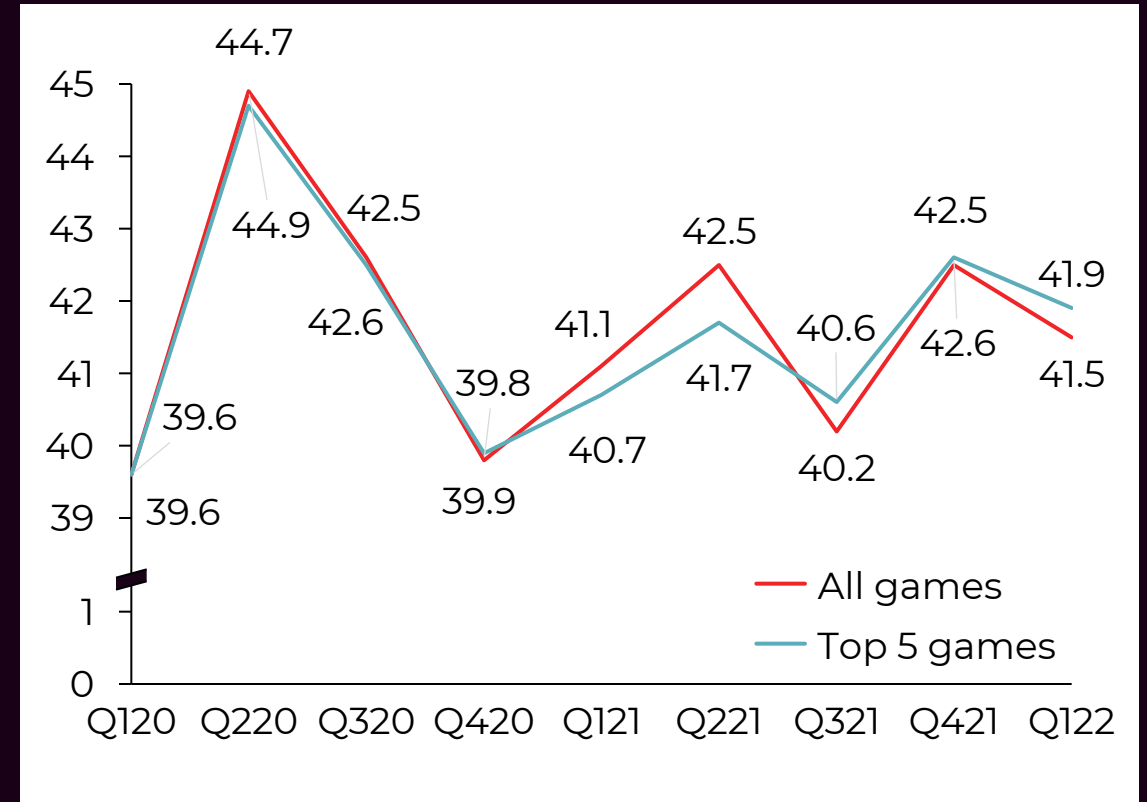
(*) Ruby Games DAU included starting September 2021. Ruby Games excluded from MUP.

Q122: ARPPDAU remained stable

AVERAGE REVENUE PER DAILY ACTIVE USER (EUR) (*)



MONTHLY AVERAGE REVENUE PER UNIQUE PAYER (EUR) (*)



(*) Ruby Games ARPPDAU included starting in September 2021. Ruby Games excluded from MARPPU.

Outlook 2022 - no changes

Building on the positive momentum in our top live games, the launch of Angry Birds Journey in January 2022 and having the full benefit of the Ruby Games acquisition from the start of the year, we are expecting strong topline growth for the year. Depending on the speed of growth and the investments in user acquisition to fuel that growth, especially in the case of new games, and our larger investments in new games development, the adjusted operating profit is expected to be lower year-on-year.

Additional information on user acquisition investments in Q2-2022:

The user acquisition investments for Q2-2022 is expected to be 25-30% of Games revenues.

Capital Markets Day

May 11, 2022

@Stockholm & webcast



Welcome!

Registration to the physical event via e-mail roviolr@rovio.com by May 6, 2022.

For details, please see <https://investors.rovio.com/en/releases-events/capital-markets-day>

Q&A



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Appendix



Rovio Q1 2022

Group Revenue

85.0 M€

▲ 26.6%
y-o-y

Group Adj. EBIT

10.0 M€

▼ 10.1 M€
Q1 21

Group Adj. EBIT %

11.8%

▲ 15.0%
Q1 21

Games gross bookings

80.8 M€

▲ 25.8%
y-o-y



Quarterly Highlights

- Strong growth with group revenue +26.6% y-o-y
- Record Games gross bookings and good performance of Top 3 games
- Angry Birds Journey grew to be our 3rd largest game
- Strong growth in Ruby Games

Top 3 Games



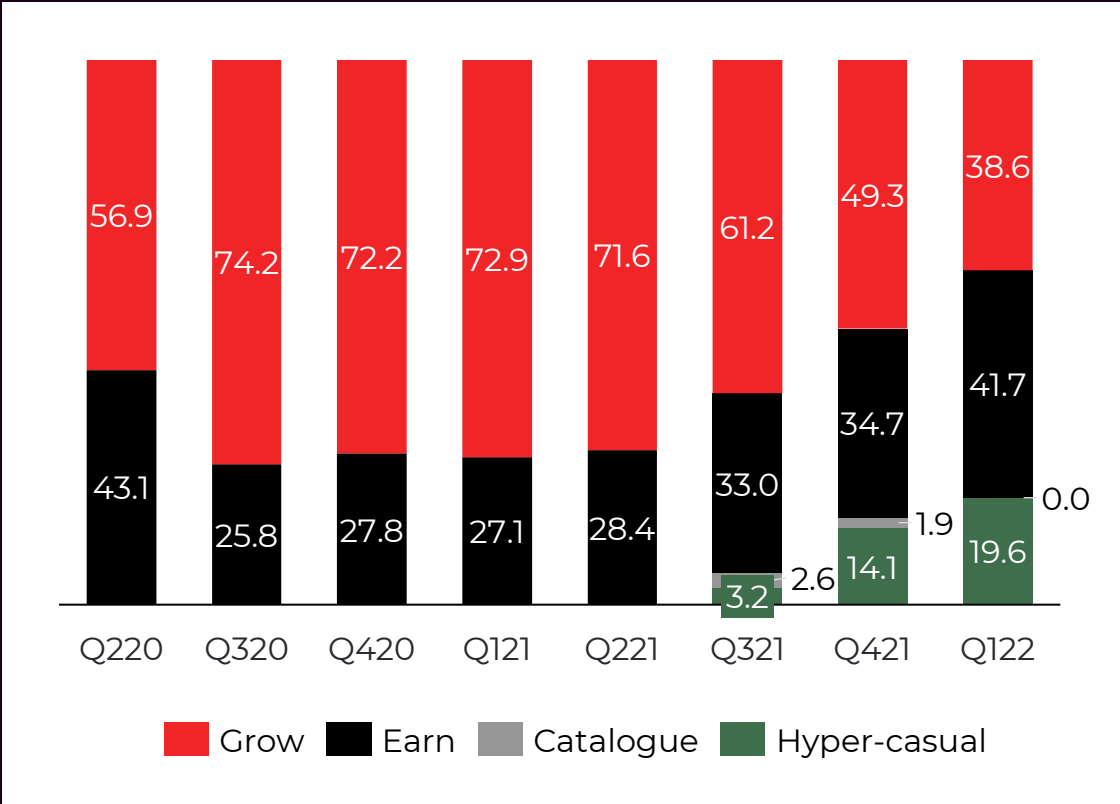
Global launch in January

ANGRY BIRDS™
JOURNEY

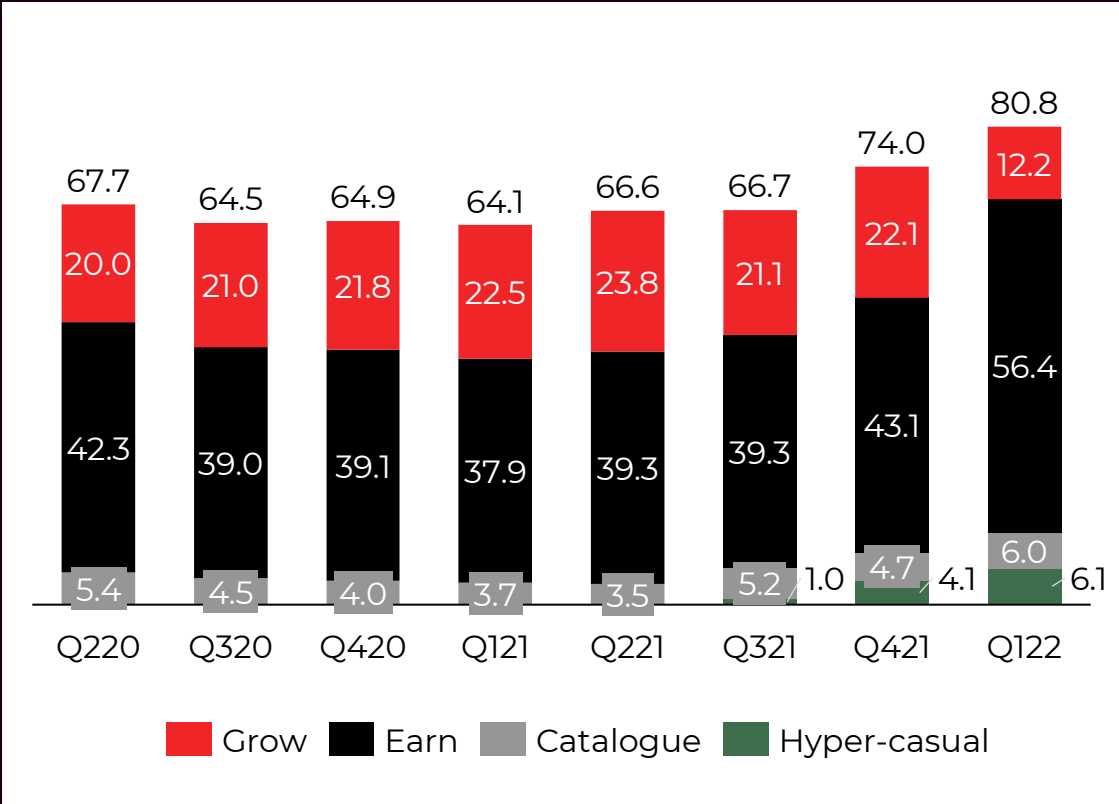


Q122: Angry Birds Dream Blast moved to Earn

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



GAMES GROSS BOOKINGS (EUR MILLION)



(*) Games categories per life-cycle. Each quarter presents the categorization during that specific period. Categories in Q421:

Grow: Angry Birds Journey, Small Town Murders + games in soft launch
Earn: Angry Birds 2, Angry Birds Dream Blast, Angry Birds Friends, Angry Birds Match
Catalogue: Other games
Hyper-casual: Ruby Games

IR contacts & financial reporting in 2022

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Financial reporting in 2022:

Half-year Report 2022 11 August

Interim Report Q3 2022 28 October

CMD 11 May

A dark, top-down view of a meeting table. Two laptops are open, one on the left and one on the right. A red coffee cup is in the center. Hands of people are visible around the table, some resting on the laptops. The overall scene is dimly lit, with the white text and logo standing out prominently.

 ROVIO