

We craft joy.

Rovio Entertainment.

Q3 2023
Result Presentation

October 27, 2023

Q3 2023 in an eggshell.



Our comparable gross bookings increased

- The global market declined by 0.7% vs. Q3'22 but remained stable vs. Q2'23
- Our games' comparable gross bookings increased by 0.7% vs. Q3'22 and by 3.8% vs. Q2'23



We continued to focus on game development

- A new Head of Studio was appointed in Stockholm
- We are working on improving the monetization of Moomin: Puzzle & Design and are planning the global launch window for Q1'24

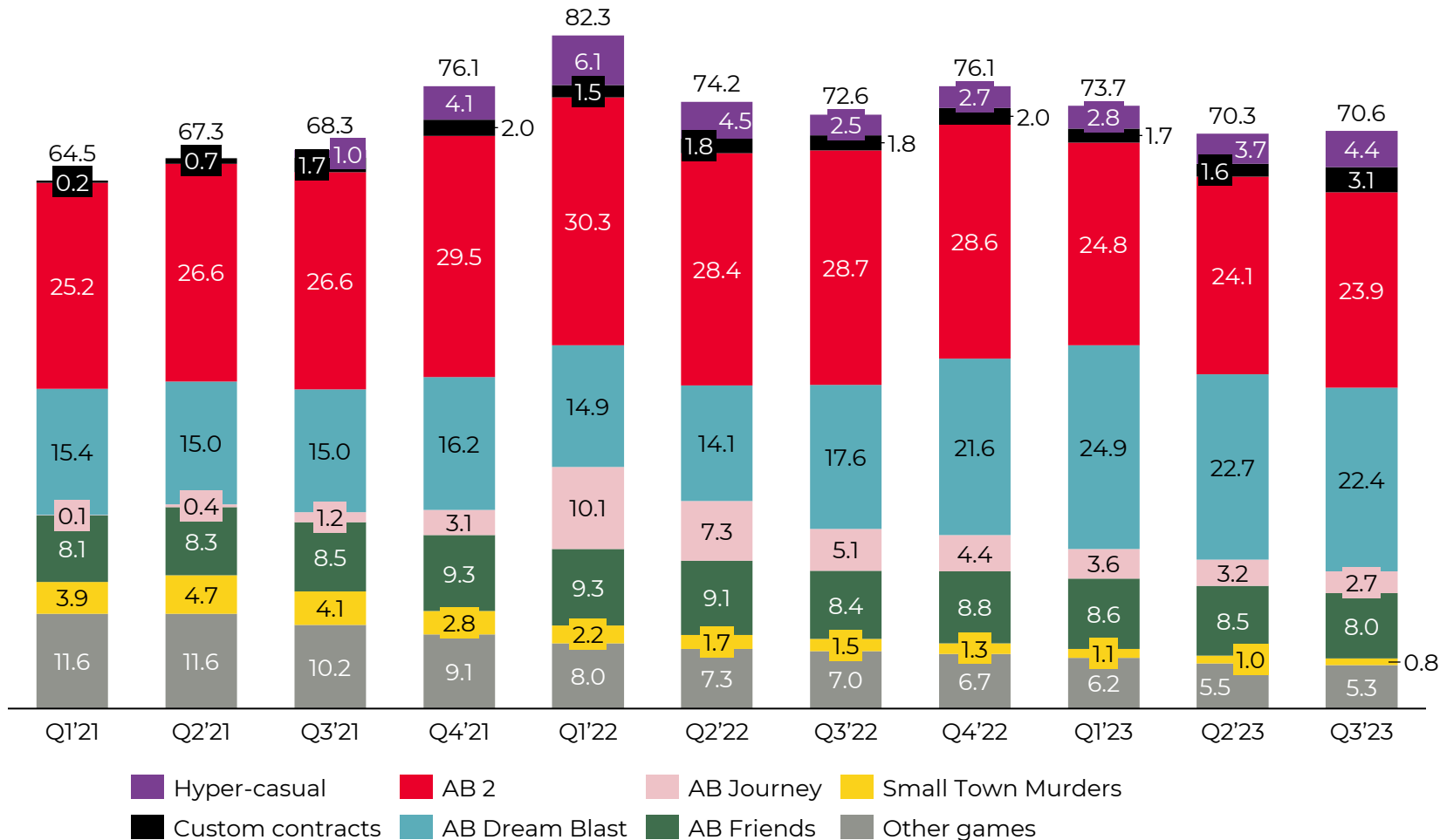


We showcased new Angry Birds content

- Angry Birds Slingshot Stories returned with a new season
- The previous seasons have boasted over 120 million views on the Angry Birds YouTube channel alone

Q3'23: Stable quarter sequentially.

Games' gross bookings and custom contracts (€M)



- Compared to Q3'22, games' gross bookings declined by 4.7%, driven by Angry Birds 2 and Angry Birds Journey
- Comparable gross bookings increased by 3.8% compared to Q2'23
- This was the best quarter for Ruby Games since Q2'22



SEGA commenced redemption proceedings in respect of Rovio's minority shares.

- On August 17, Sega Europe Limited ("Sega") notified Rovio of the commencement of the right of redemption. As Sega holds more than 90% of Rovio's issued and outstanding shares, it has a right to redeem other shareholders' shares at a fair price.
- On September 1, Sega commenced redemption proceedings in respect of Rovio's minority shares in order to obtain ownership of all the issued and outstanding shares in Rovio.

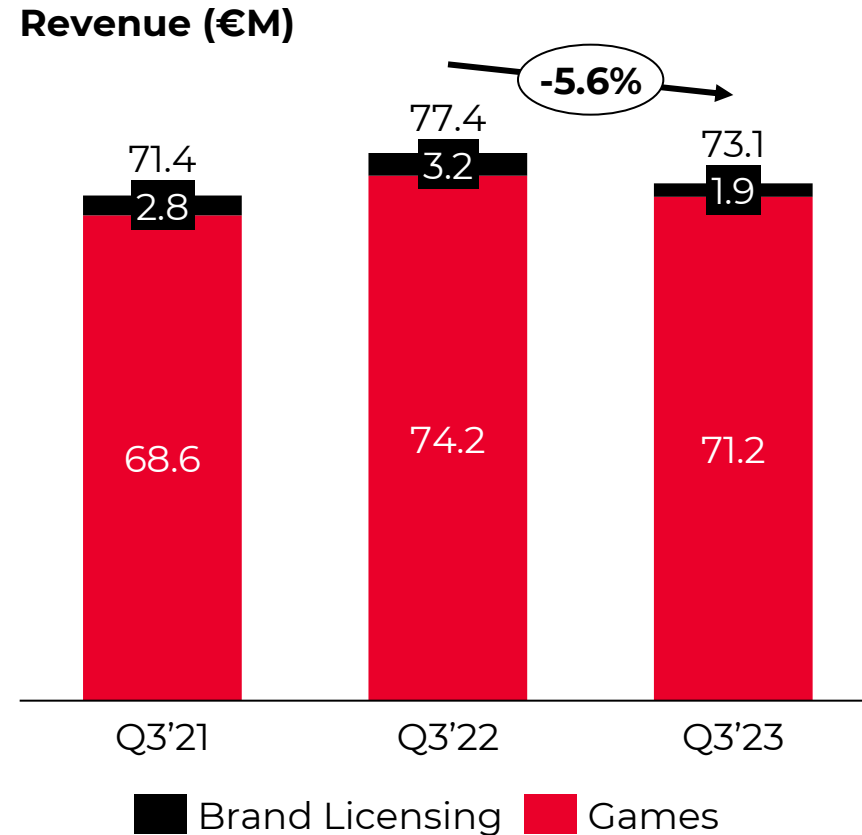


Q3 2023 Financials.



Q3'23: Revenue declined, driven by Angry Birds 2 and Angry Birds Journey.

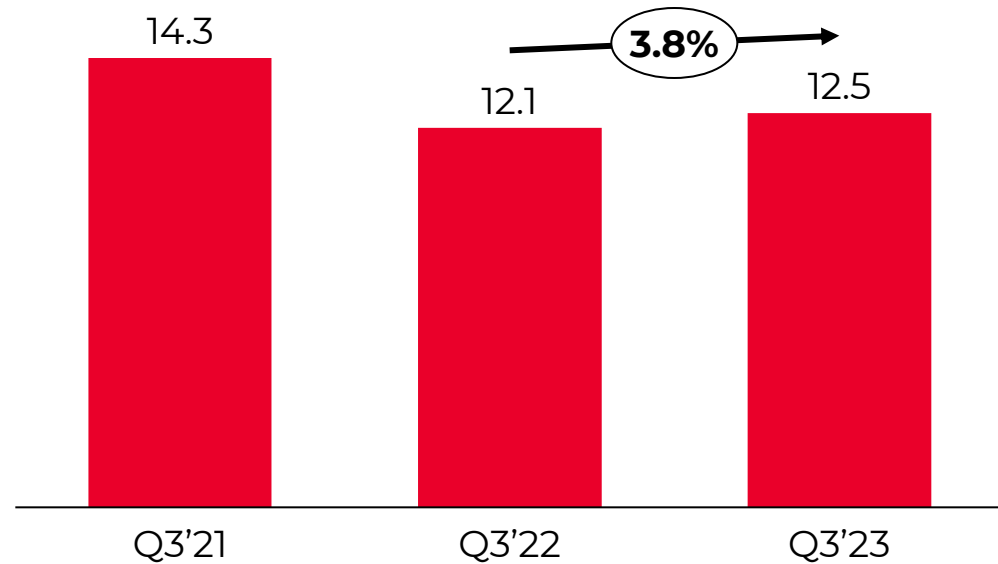
Comparable revenue declined by 0.3%



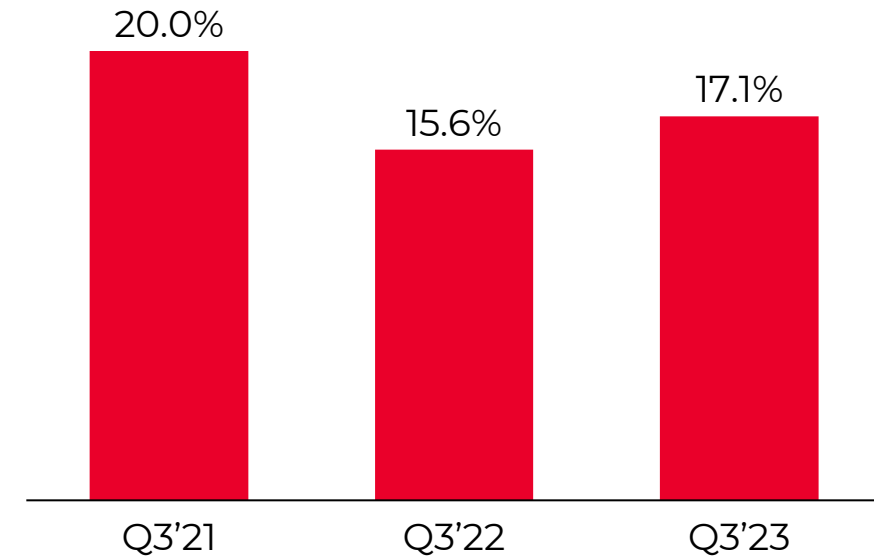
Q3'23: Adjusted operating profit increased.

Adjusted operating profit margin increased

Adjusted operating profit (€M)*



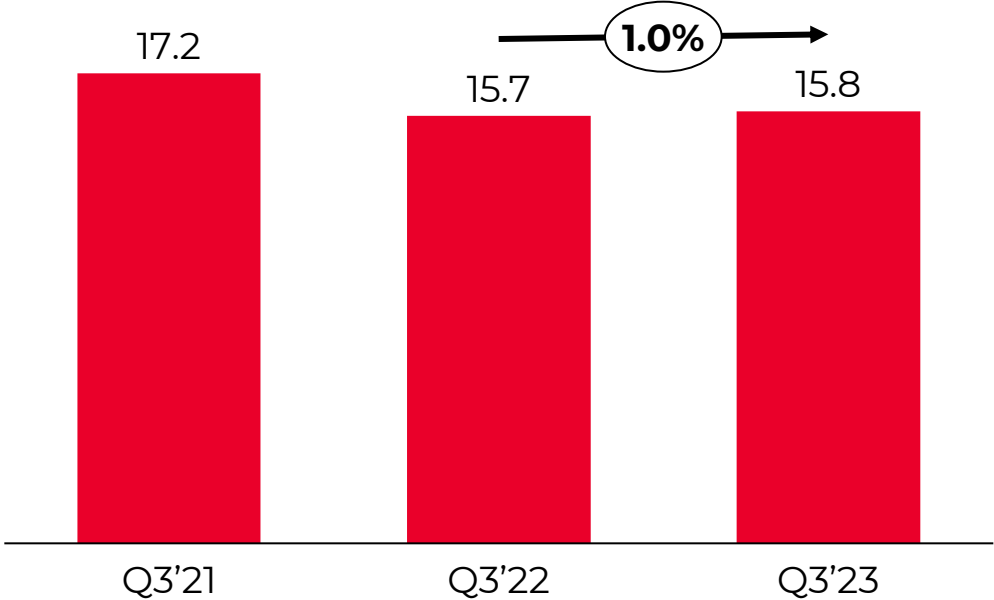
Adjusted operating profit margin (%)*



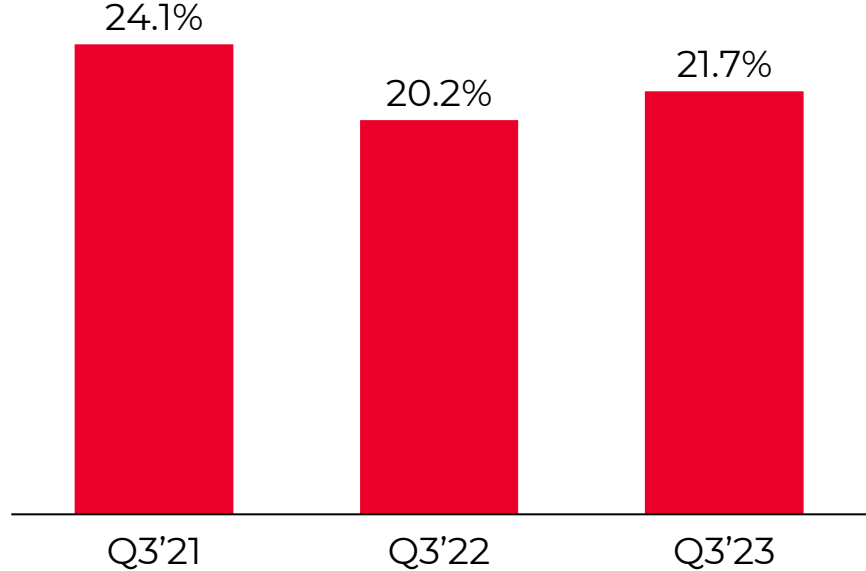
Q3'23: Adjusted EBITDA increased slightly.

Adjusted EBITDA margin increased

Adjusted EBITDA (€M)*



Adjusted EBITDA margin (%)*

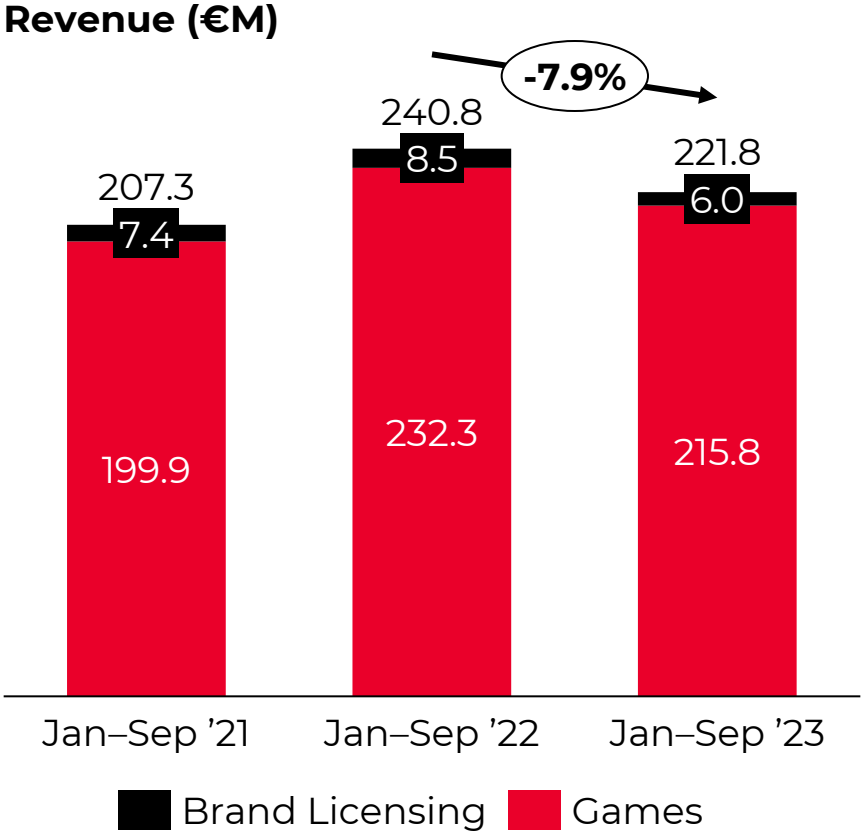


*Adjustments in Q3'21 were EUR 0.3m, in Q3'22 EUR 3.5m and in Q3'23 EUR 5.8m.



YTD'23: Revenue declined against a tough comparison period.

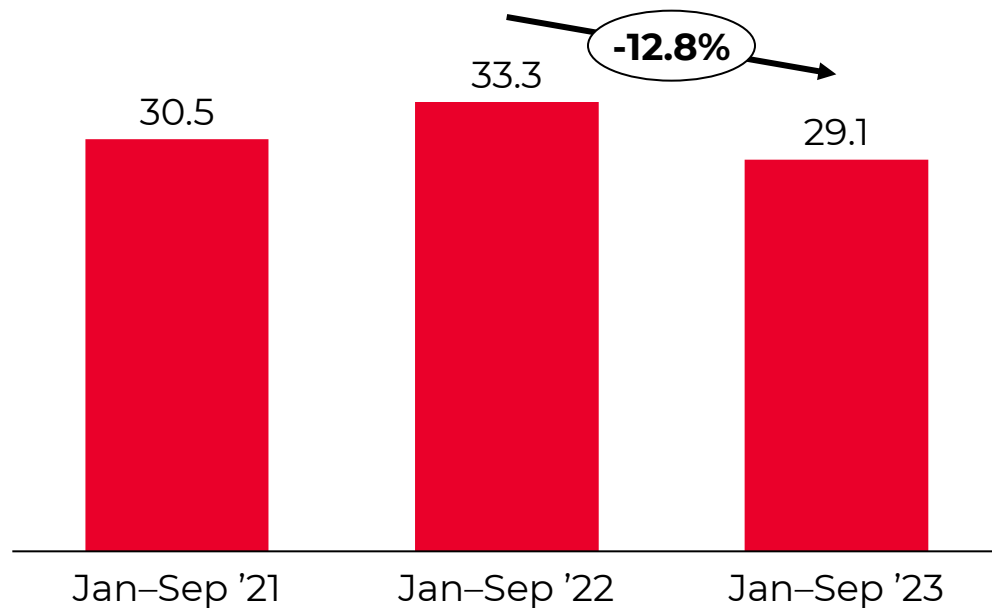
Comparable revenue declined by 7.0%. The Angry Birds Journey launch peak in Q1'22 impacted the comparison period.



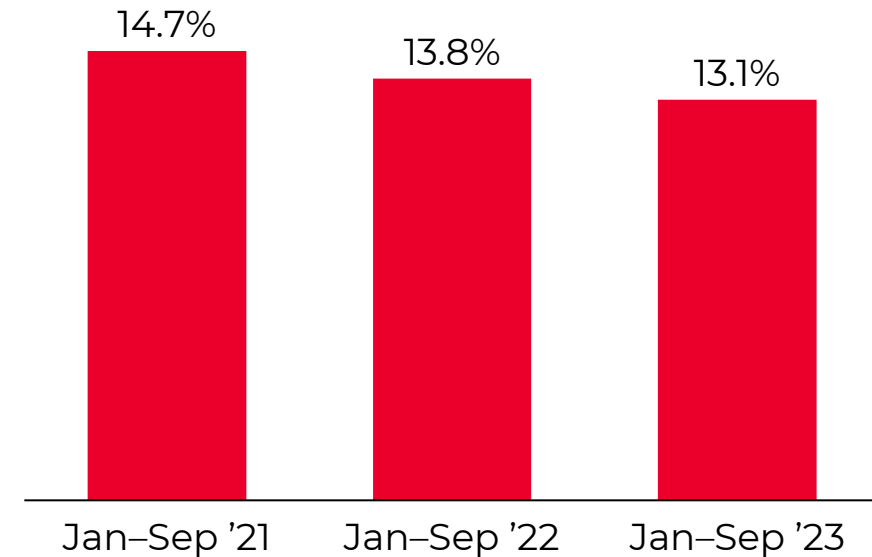
YTD'23: Adjusted operating profit declined.

Adjusted operating profit margin declined

Adjusted operating profit (€M)*



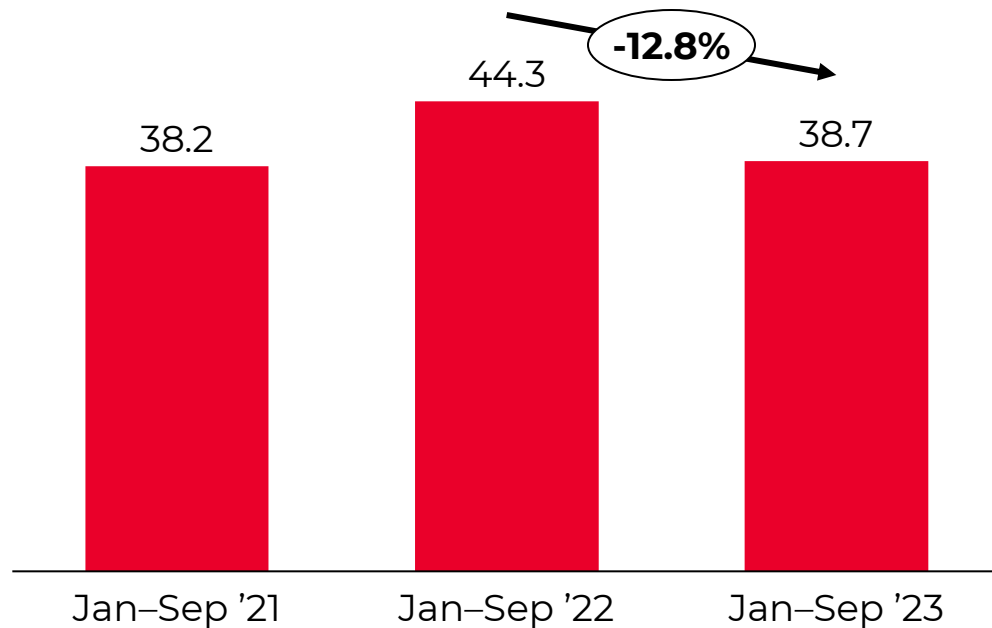
Adjusted operating profit margin (%)*



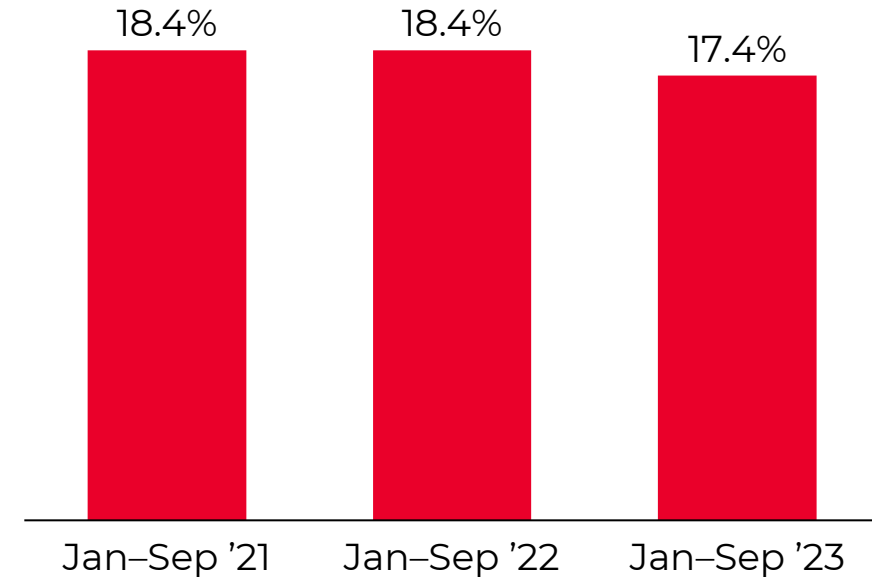
YTD'23: Adjusted EBITDA declined.

Adjusted EBITDA margin declined

Adjusted EBITDA (€M)*

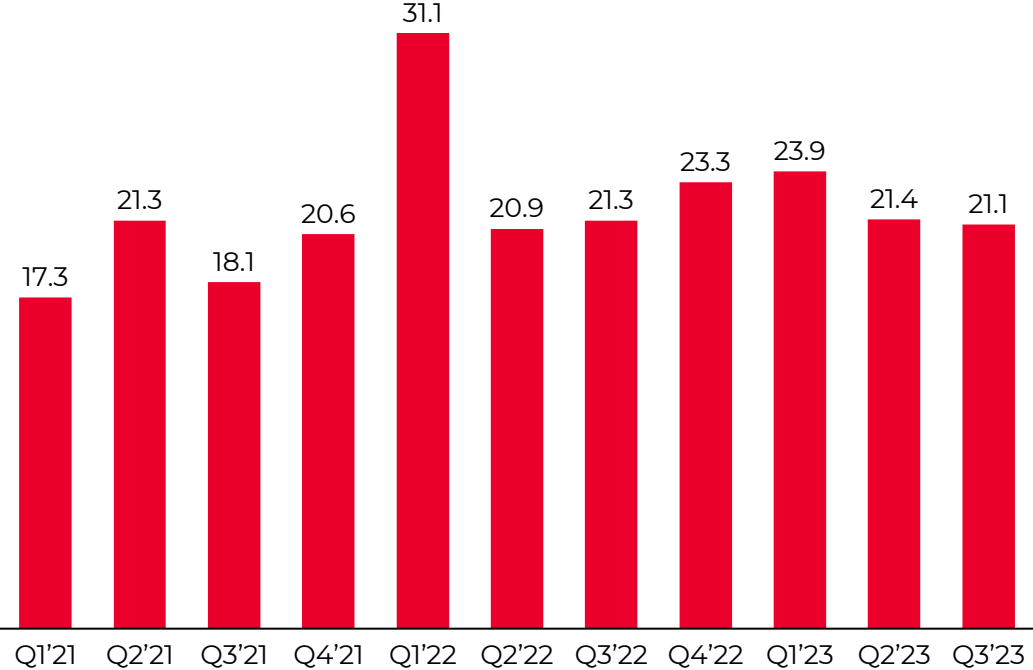


Adjusted EBITDA margin (%)*

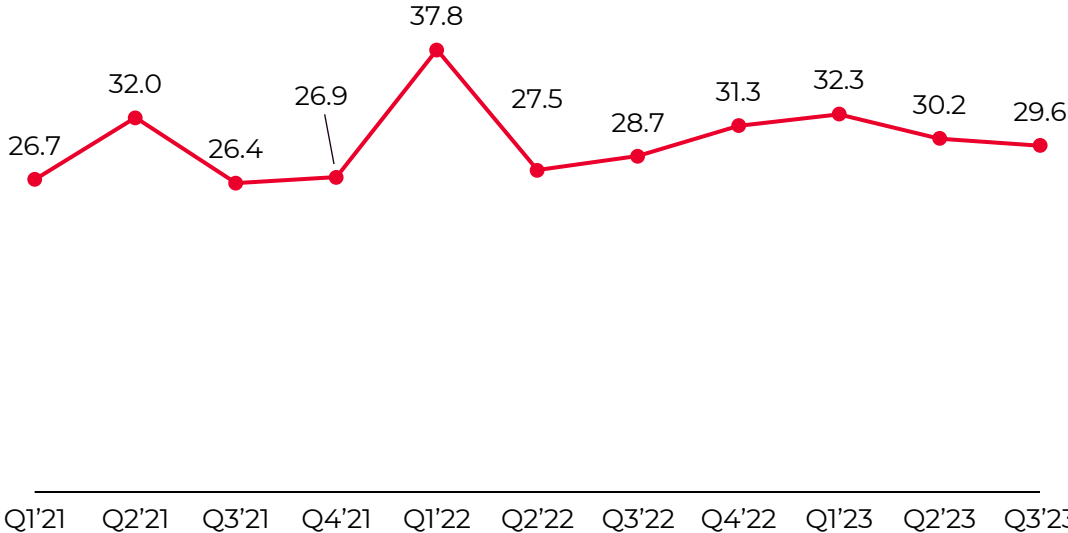


Q3'23: UA investments decreased slightly.

User acquisition investments (€M)

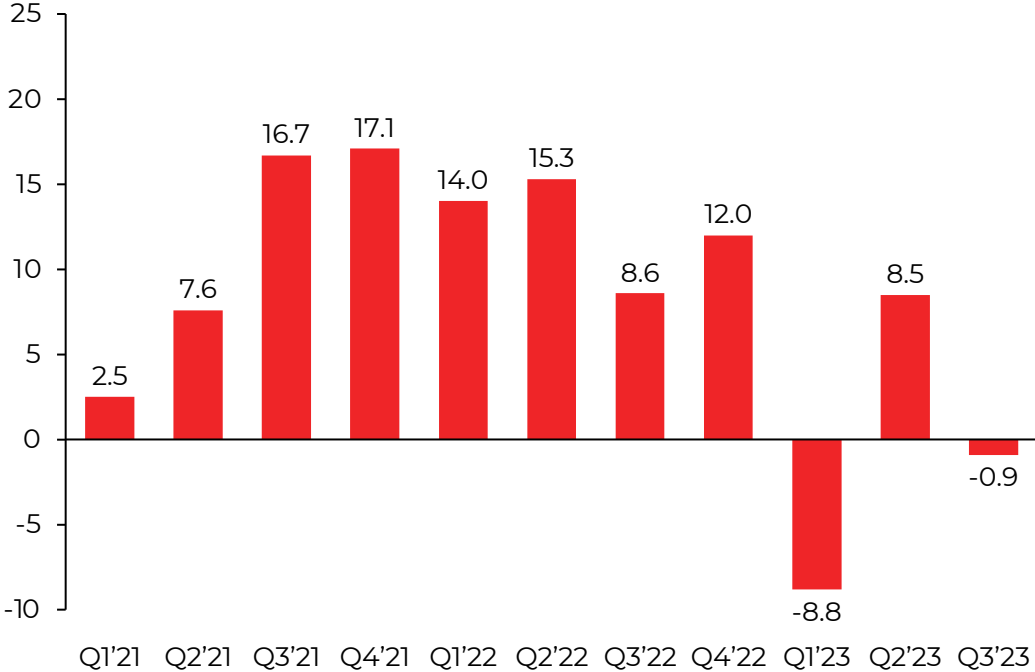


User acquisition as % of games' revenue (%)*

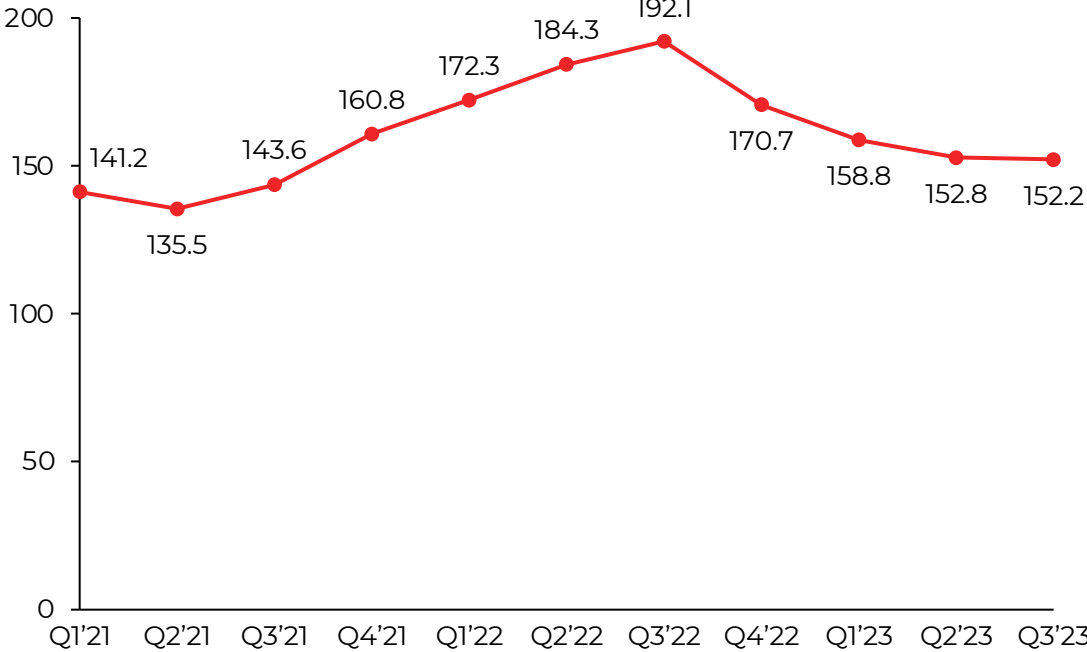


Q3'23: Operating cash flow declined due to costs related to the acquisition by SEGA.

Operating cash flow (€M)



Cash balance (€M)



Outlook for 2023 was specified.

We expect our comparable revenue to be lower than last year and adjusted operating profit to be at last year's level.

Additional information on user acquisition investments in Q4 2023:

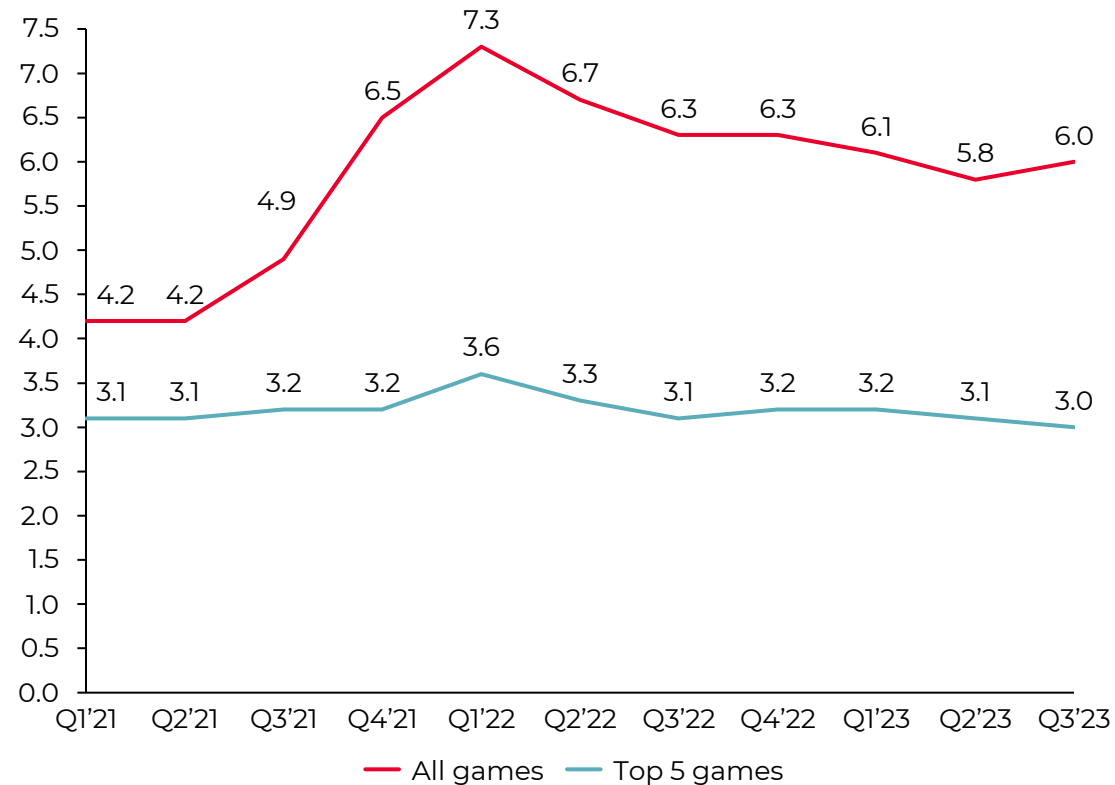
User acquisition investments in Q4 2023 are expected to be 25–30% of games' revenues.

Appendix.

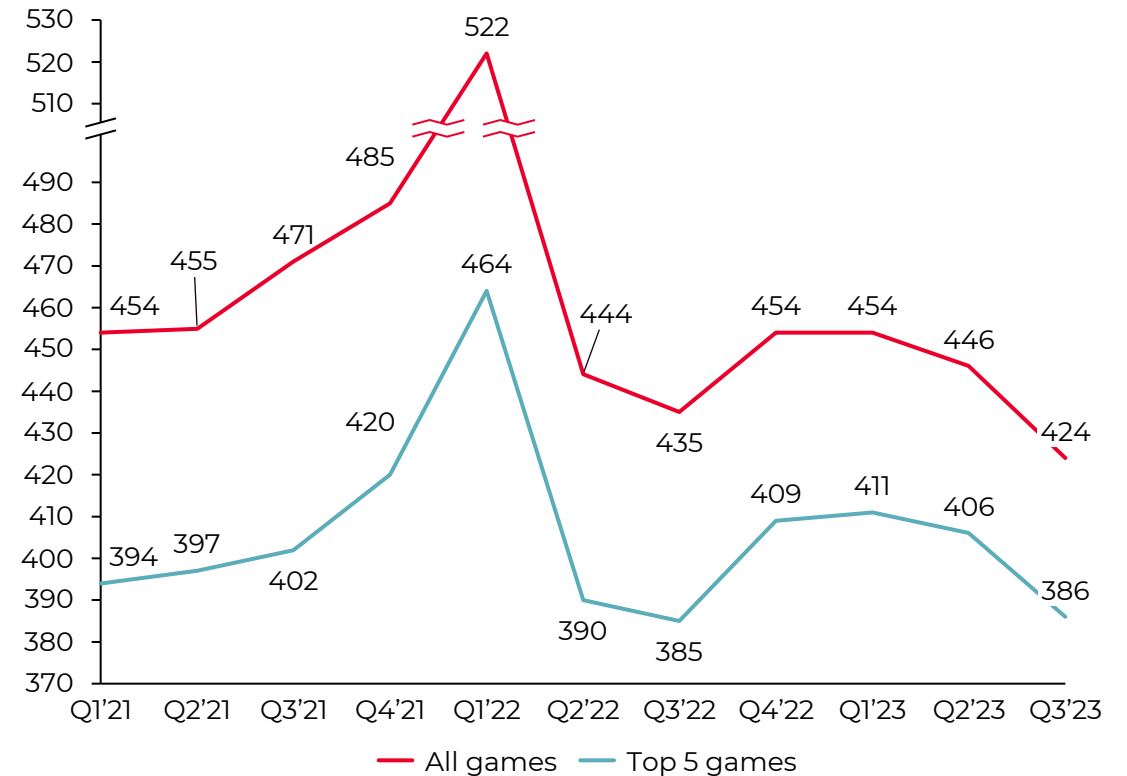


Q3'23: Number of daily active users increased.

Daily active users (million)*

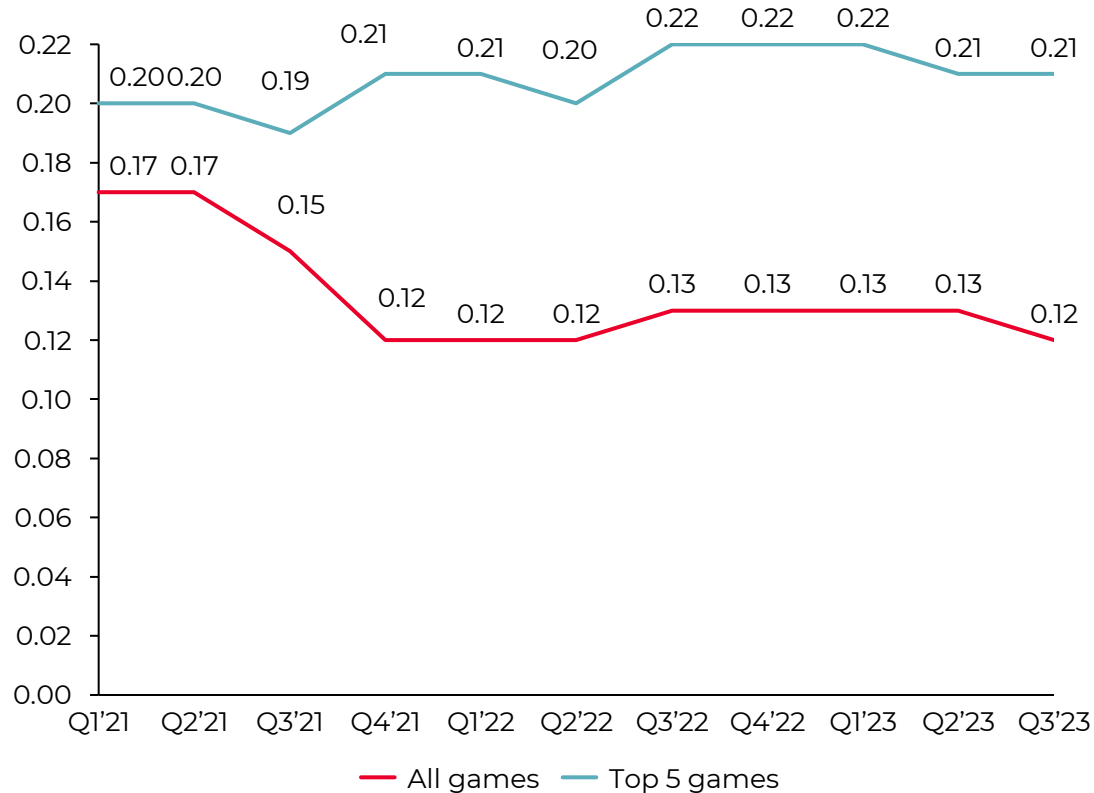


Monthly unique payers (thousand)*

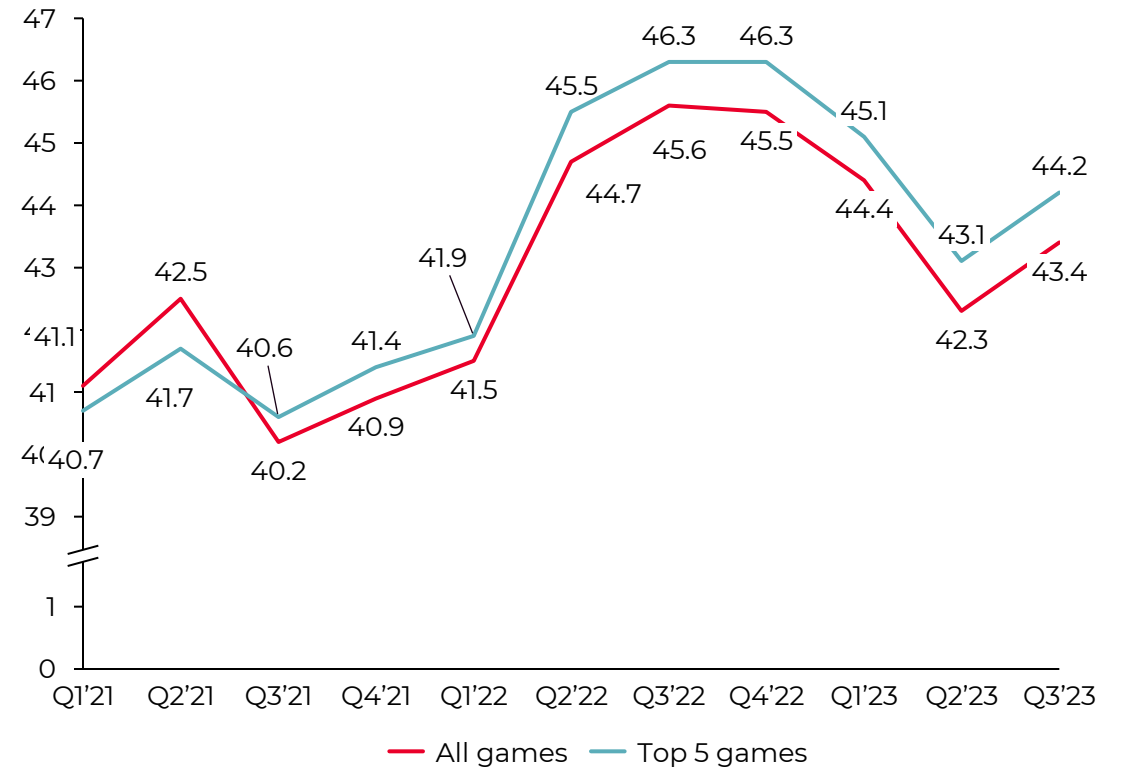


Q3'23: Monthly average revenue per paying user increased.

Average revenue per daily active user (€)*



Monthly average revenue per paying user (€)*



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