



# GAMING REALMS

PLAYING A NEW GAME

## Final Results

27<sup>th</sup> April 2017

Industry  
Experience

Award  
Winning  
Platform

**TO PROVIDE  
THE BEST  
MOBILE  
GAMBLING  
EXPERIENCE**

International  
Distribution

World  
Class  
Content

Industry Leading  
Mobile Usage



# GAMING REALMS IS A RAPIDLY GROWING MOBILE GAMING COMPANY

## **B2C revenue from:**

- > Real money gaming in UK
- > Social publishing revenue

## **B2B IP License revenue from re-selling:**

- > IP – Slingo brand and various game mechanics
- > Games – Unique games built by our game studios



# A YEAR OF SIGNIFICANT PROGRESS

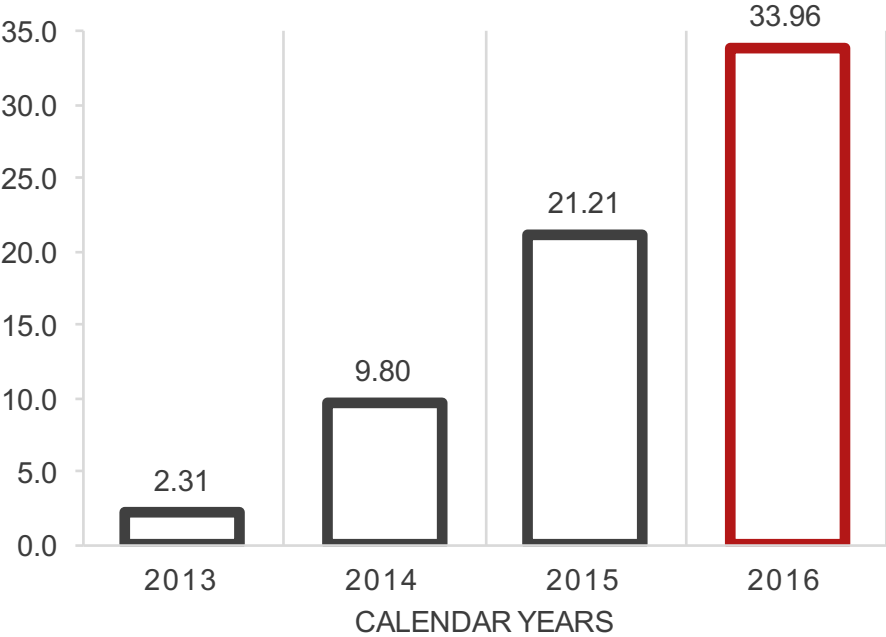
- > Revenue grew by 60% to £34m
  - 106% increase excluding disposed non-core assets
  - Real money gaming revenue 100% growth to £21.5m
  - Daily social publishing revenue growth of 22% to £21,600
  - Licensing revenue grew by 700% to £0.8m
- > Profitable H2 with adjusted EBITDA of £2m
- > Total new depositing players up 47% to 250,000
- > Full year adjusted EBITDA loss reduced to £1m (profit of £0.8m excluding social publishing)

# GROUP FINANCIALS

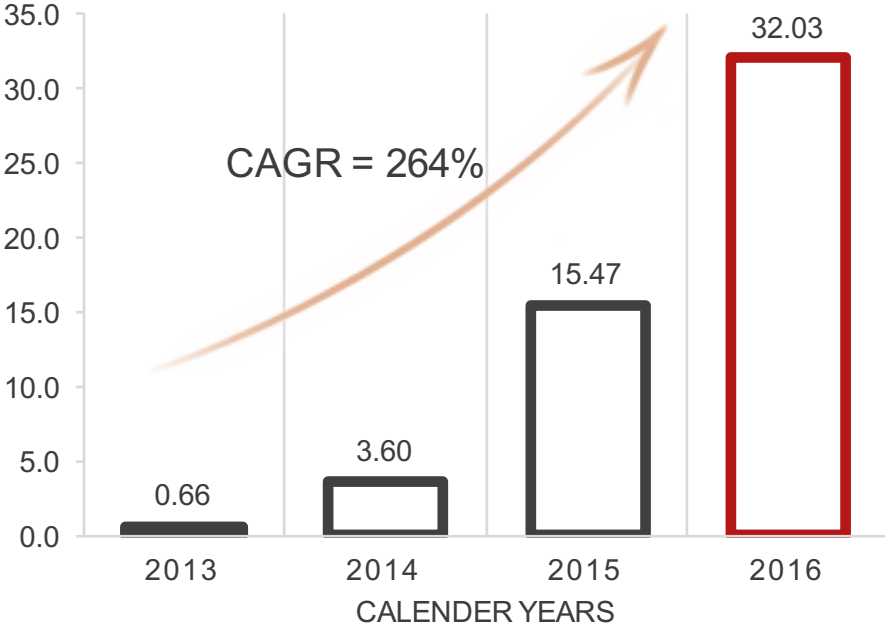
Financial Summary (£'000)	1H16	%	2H16	%	FY16	%	1H15	%	2H15	%	FY15	%
Revenue	16,632		17,326		33,958		7,954		13,255		21,208	
Marketing expense	(9,524)	57	(5,287)	31	(14,811)	44	(5,052)	64	(6,459)	49	(11,511)	54
Other expenses	(10,106)	61	(10,058)	58	(20,164)	59	(5,330)	72	(8,475)	61	(13,805)	65
Adjusted EBITDA	(2,998)		1,981		(1,017)		(2,428)		(1,680)		(4,107)	

# TOP LINE REVENUE

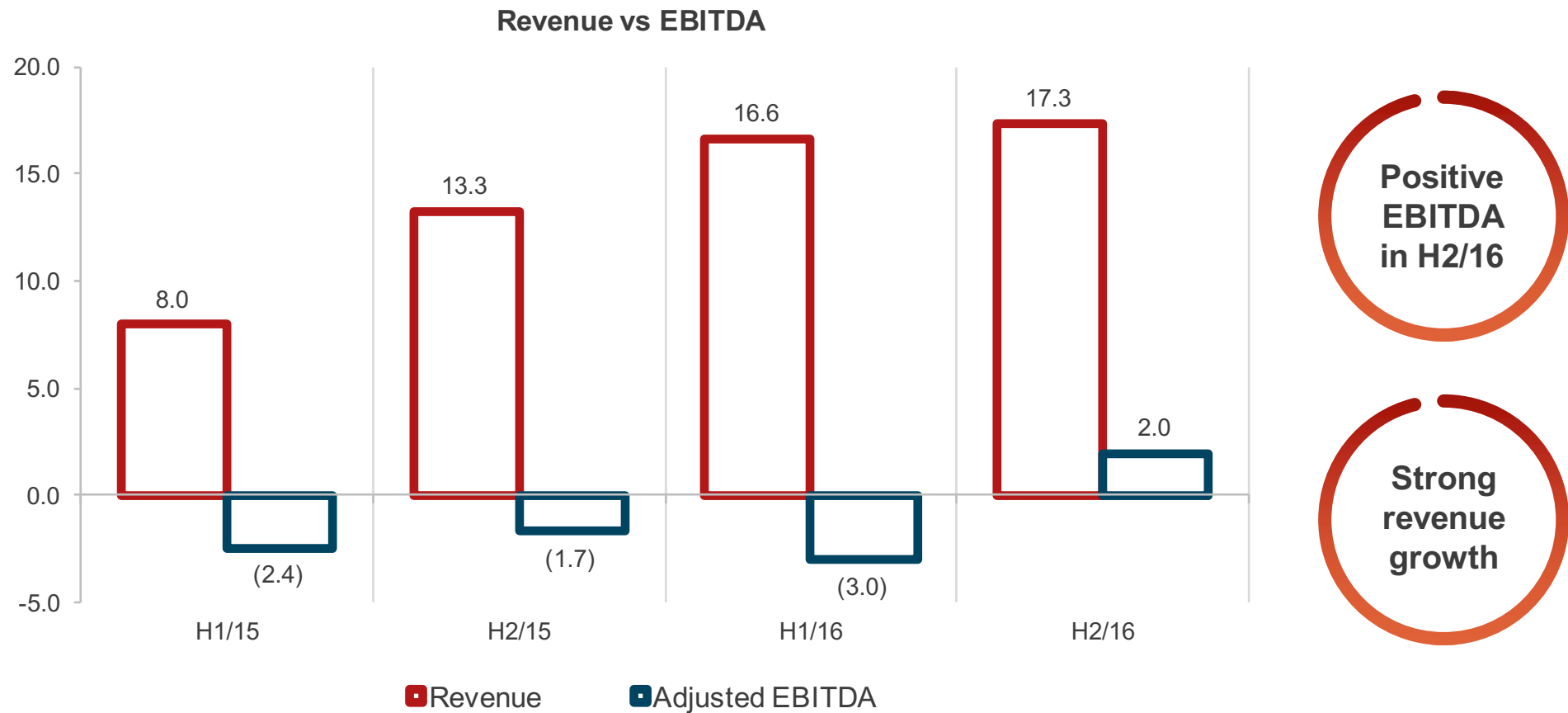
Revenue (£m)



Revenue (£m)  
Excluding disposed businesses

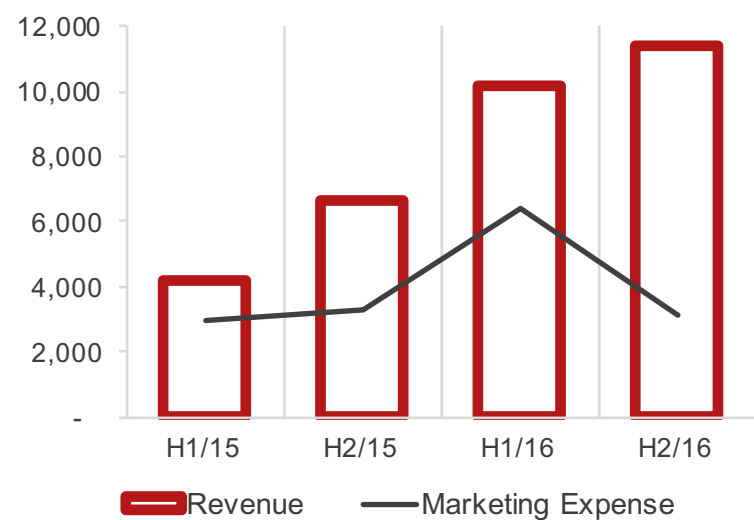


# INVESTMENT IN REVENUE GROWTH NOW PRODUCING PROFITABILITY

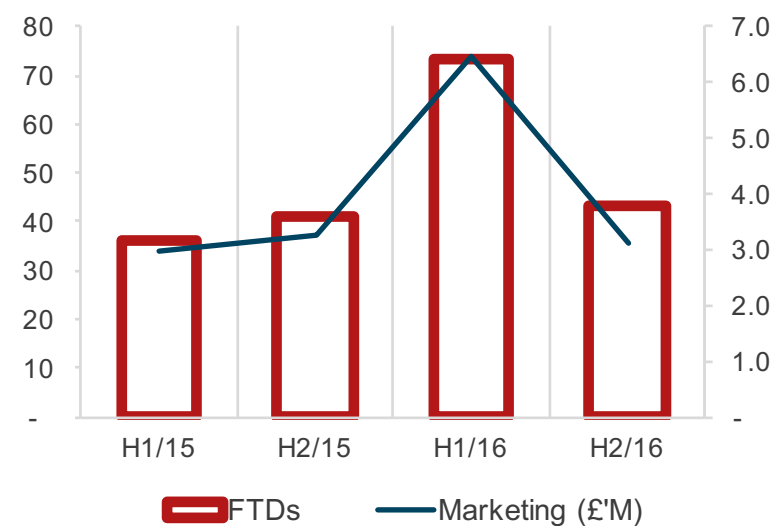


# REAL MONEY GAMING

Revenue vs Marketing (£'000)



First Time Depositors (FTD) ('000)



## Financial Summary (£'000)

	H1/15	H2/15	H1/16	H2/16
Revenue	4,181	6,620	10,172	11,372
Marketing	2,955	3,284	6,440	3,141
FTDs ('000)	36	41	73	43



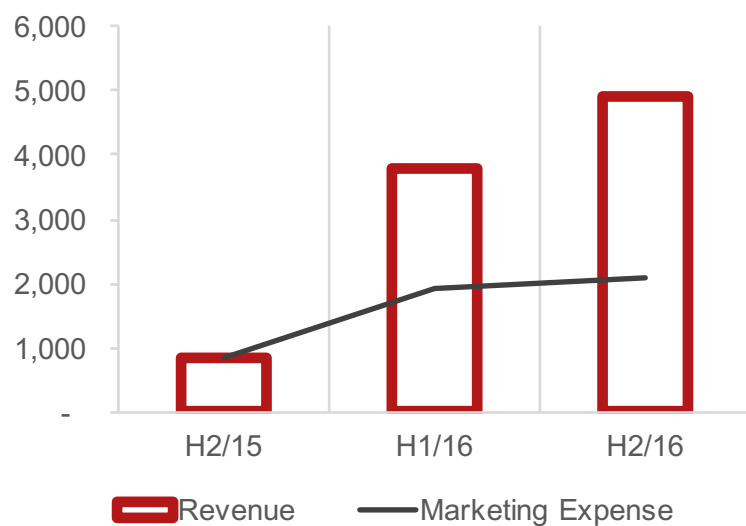
# REAL MONEY GAMING

- > UK only
- > Wagering has increased by 51% to £609m
- > Deposits doubled to £48.9m
- > Direct costs fallen to 35% (2015: 43%)
- > Highly recognizable brands:
  - Deal or No Deal,
  - Britain's Got Talent,
  - the X Factor,
  - Slingo for it (rebrand)

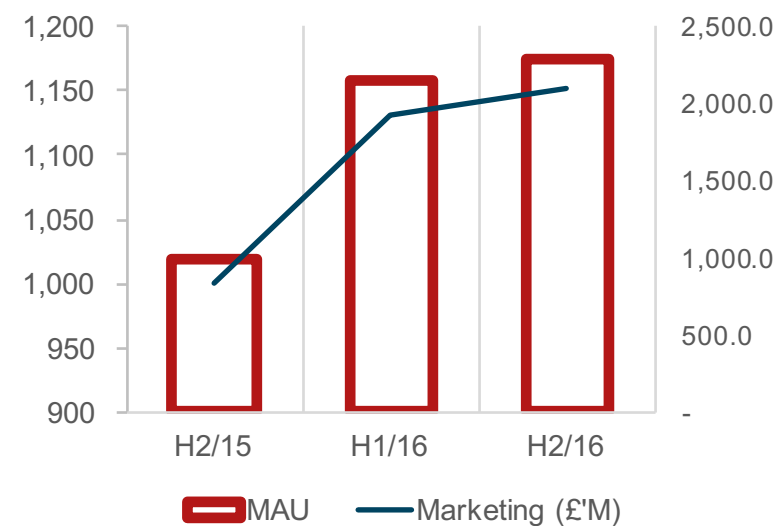


# SOCIAL PUBLISHING & LICENSING

Revenue vs Marketing (£'000)



Mau\* ('000) vs Marketing (£'000)



\*Monthly Active User

Financial Summary (£'000)	H2/15	H1/16	H2/16
Revenue	865	3,772	4,899
Marketing Expense	842	1,918	2,103
Average MAUs ('000)	1018	1157	1175

# SOCIAL PUBLISHING

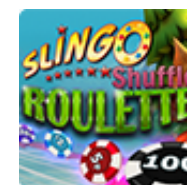
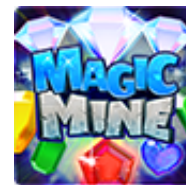
- > Common game development and roadmap
- > Slingo Arcade launched in November on Facebook and December on mobile
  - 50% month on month growth
  - \$8,000 per day (March 2017)
- > H2 2016 and H1 2017 synergies following Slingo Arcade launch
  - Head count reduction: 53 in June 2016 to 29 in June 2017
  - Game development/RGS
  - Marketing



# GAME DEVELOPMENT & LICENSING

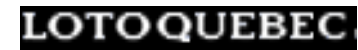
- > In house games account for 24% Real Money Gaming revenue and 90%+ in Social Gaming Revenue
- > Slingo Arcade is the fastest growing app in social publishing business; driven by Slingo Originals content
- > Content Platform (RGS) completed H2 2016 and now certified in New Jersey
- > RGS new revenue stream Q2 2017

**SLINGO**<sup>®</sup>  
Originals



# PARTNERSHIPS

## 2016 deals



## H1 2017 deals



# Q1 2017 UPDATE

- > Real money gaming 11% year-on-year increase
- > Social publishing revenue 31% year-on-year increase
- > Launched Slingo Boom
- > Content platform approved in New Jersey together with new licensees
- > Further synergies with Social studios and marketing
- > New Slingo Arcade app c. £220k in March





**SLINGO<sup>®</sup>  
FOR IT**

Thank you

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