



A PLATFORM FOR GROWTH

GAMING REALMS

Developer and licensor of award-winning real-money and social games. Trusted by millions of players and the world's biggest brands.

FY 2024 Results

OUR EXECUTIVE TEAM



Michael Buckley
Executive Chairman

 Co-Founder

 Chairman

 Founder Director

 Chairman



Mark Segal
CEO

 Co-Founder

 Finance Director

 Finance Director



Geoff Green
CFO

 Finance Director

 Senior Manager

OUR MANAGEMENT TEAM



Peter Russell
Chief Technology Officer



Craig Falciglia
Business Development
North America



Suki Sandhu
Chief Product Officer



Gareth Scott
Chief Commercial Officer



A CUT-THROUGH PRODUCT SUITE

A Leading Player in Real Money and Social Gaming



DIVERSIFIED ACROSS THE VALUE CHAIN

Participating in Multiple Segments of the Ecosystem

CONTENT LICENSING (Core business)

B2B

Slingo™
Unique Game Format

Share in
Operator Success

Diverse Revenue
Streams. Multiple
Markets on Proprietary
Technology



BRAND LICENSING B2B

Lottery
Scratch Cards

Social
Slots

Online
Scratch Cards



SOCIAL GAMING B2C

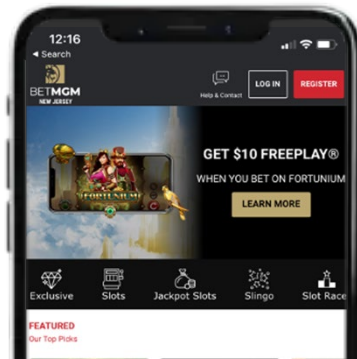
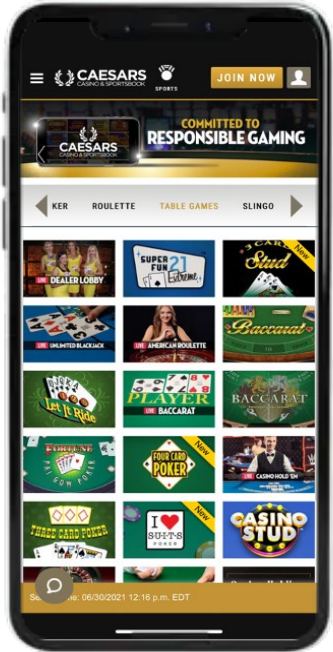
Slingo™
Arcade

Slingo™
Casino

Freemium Revenue:
Purchases + Ads

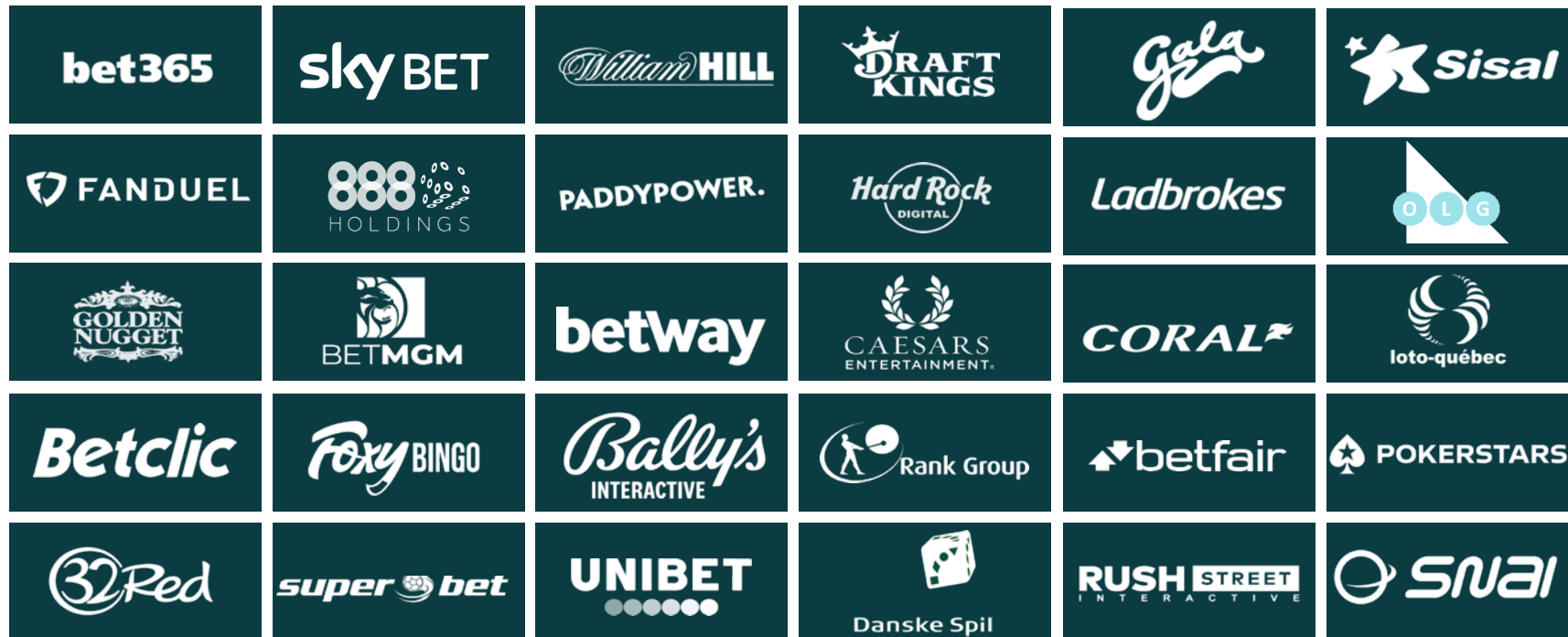
SLINGO™: CATEGORY DEFINING

Operators dedicating significant real-estate to Slingo™



A PREMIUM GLOBAL CLIENT BASE

Long-term relationships with 200+ leading global brands



DIVERSE DISTRIBUTION

Constant expansion and highly adaptable to regulatory changes



- Live
- Markets to come



FY 2024 RESULTS

PERFORMANCE AND SCALE

KPI's at a glance

£28.5m

(\$36.3m)
Revenue

40%

Revenue CAGR
2019-2024

£13.1m

(\$16.7m)
Adjusted EBITDA

87

Games Distributed
Globally

200+

Brands

21

Regulated
Markets

107

Employees
(Dec'24)

5.7m

Unique players
(last 12 months)

57%

U.S. content licensing
revenue growth vs 2023

71%

Canada content licensing
revenue growth vs 2023

54%

North America % of content
licensing revenue

22%

Content licensing growth
post-period



FINANCIAL RESULTS

2024

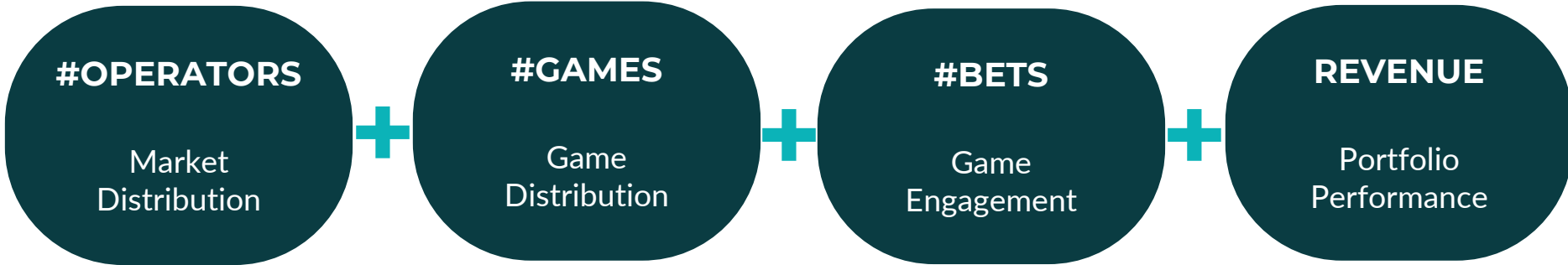
Income Statement			
Group	2024 £m	2023 £m	Change %
Revenue	28.5	23.4	22%
Marketing Costs	(0.4)	(0.5)	(30%)
Variable Costs	(5.9)	(4.8)	23%
Administrative Expenses	(9.3)	(8.2)	14%
Adjusted EBITDA	13.1	10.1	30%
EBITDA	12.3	9.2	33%
Profit Before Tax	8.3	5.2	61%

High margin growth

- Content licensing growth +28%
- Excluding brand licensing, the Group delivered 34% Adjusted EBITDA growth vs 2023
- High revenue growth – 40% CAGR since 2019 in core content licensing
- Low variable costs 21%
- Increase in people costs for new markets
- PBT increase +61% with operational leverage
- Strong cash generation

UNDERLYING METRICS THAT MATTER

Significant operational and financial momentum

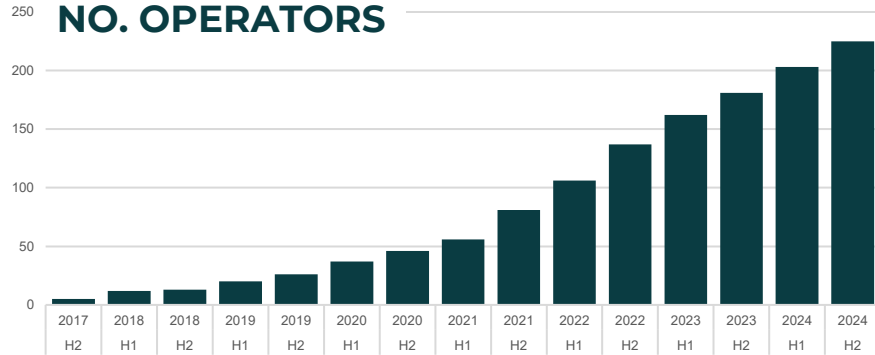


The more distribution grows with operators in existing and new markets, the more games launch, the more players become engaged with the games

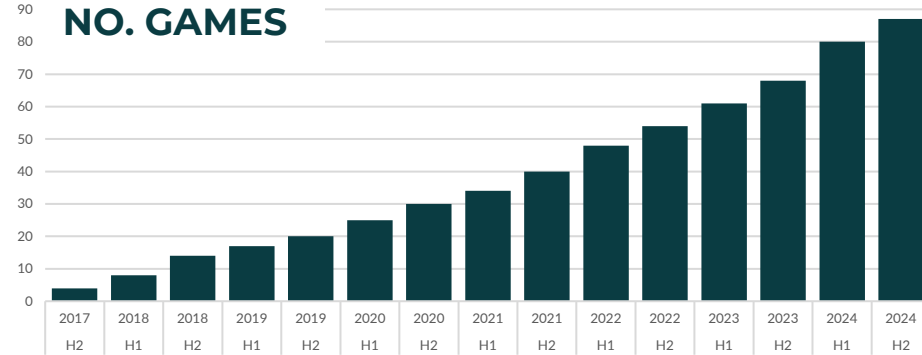
HIGH GROWTH & PROFITABLE BUSINESS

Significant operational and financial momentum

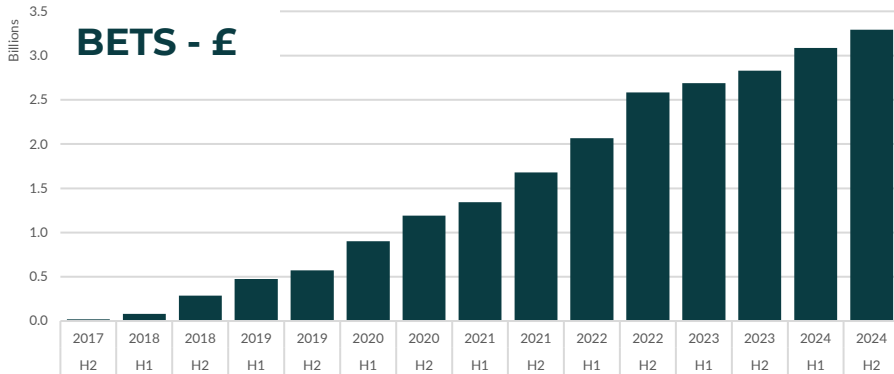
NO. OPERATORS



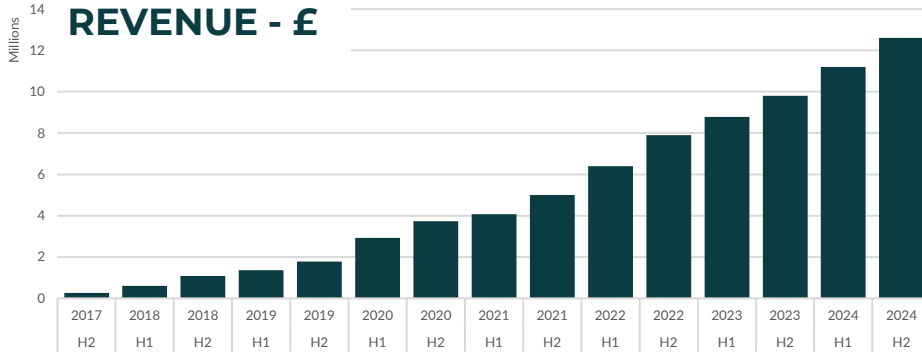
NO. GAMES



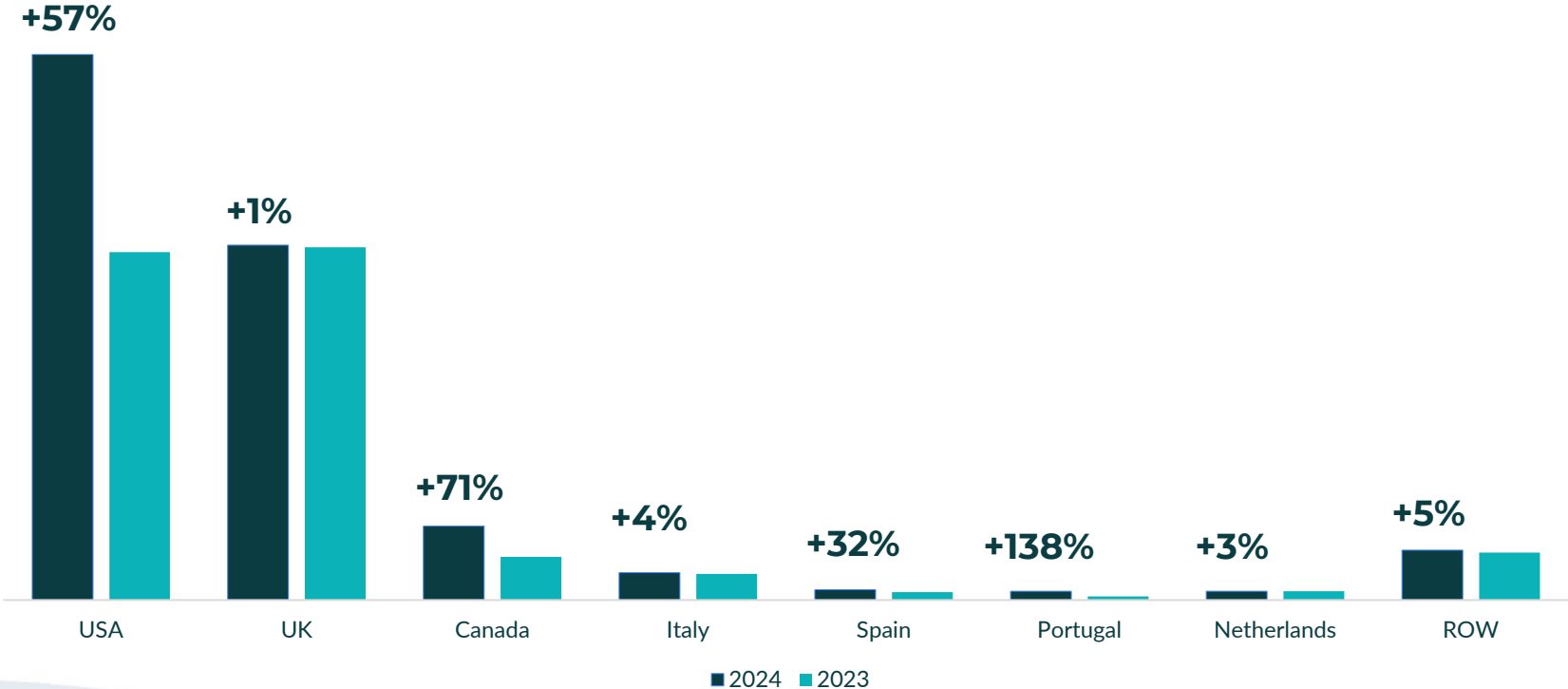
BETS - £



REVENUE - £

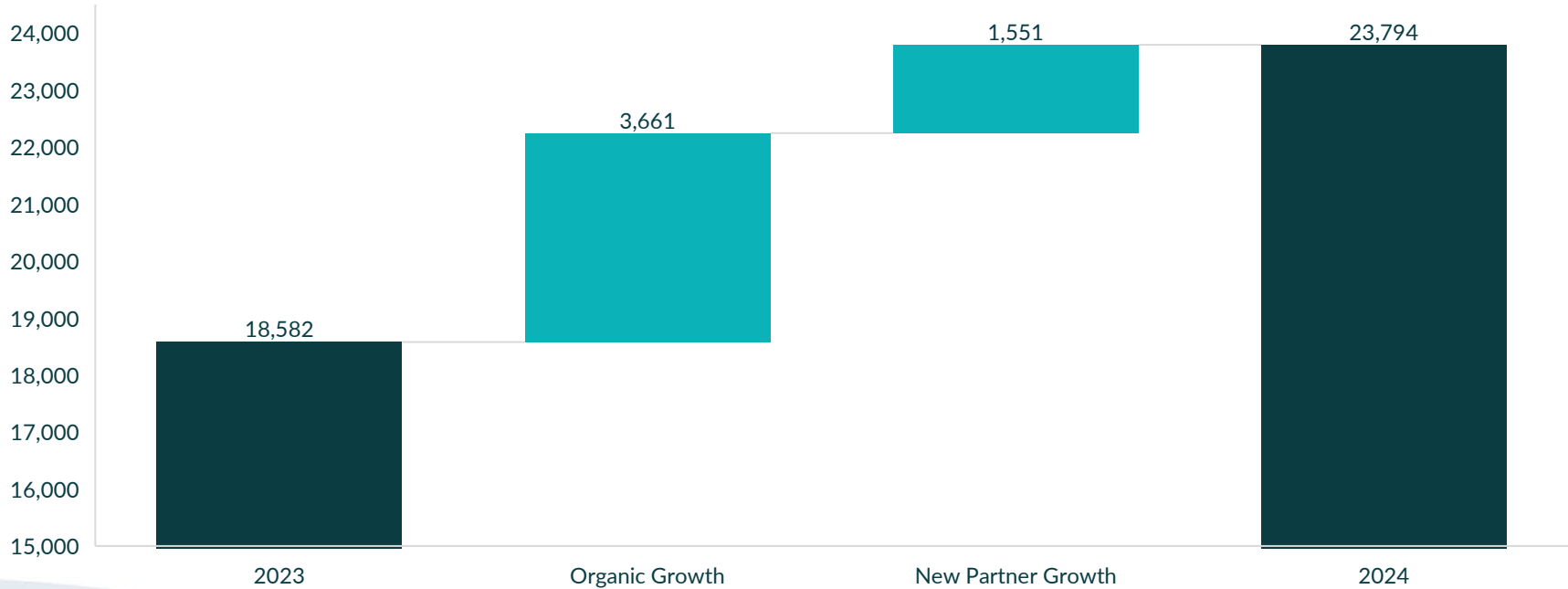


GROWTH BY TERRITORY 2024 vs 2023



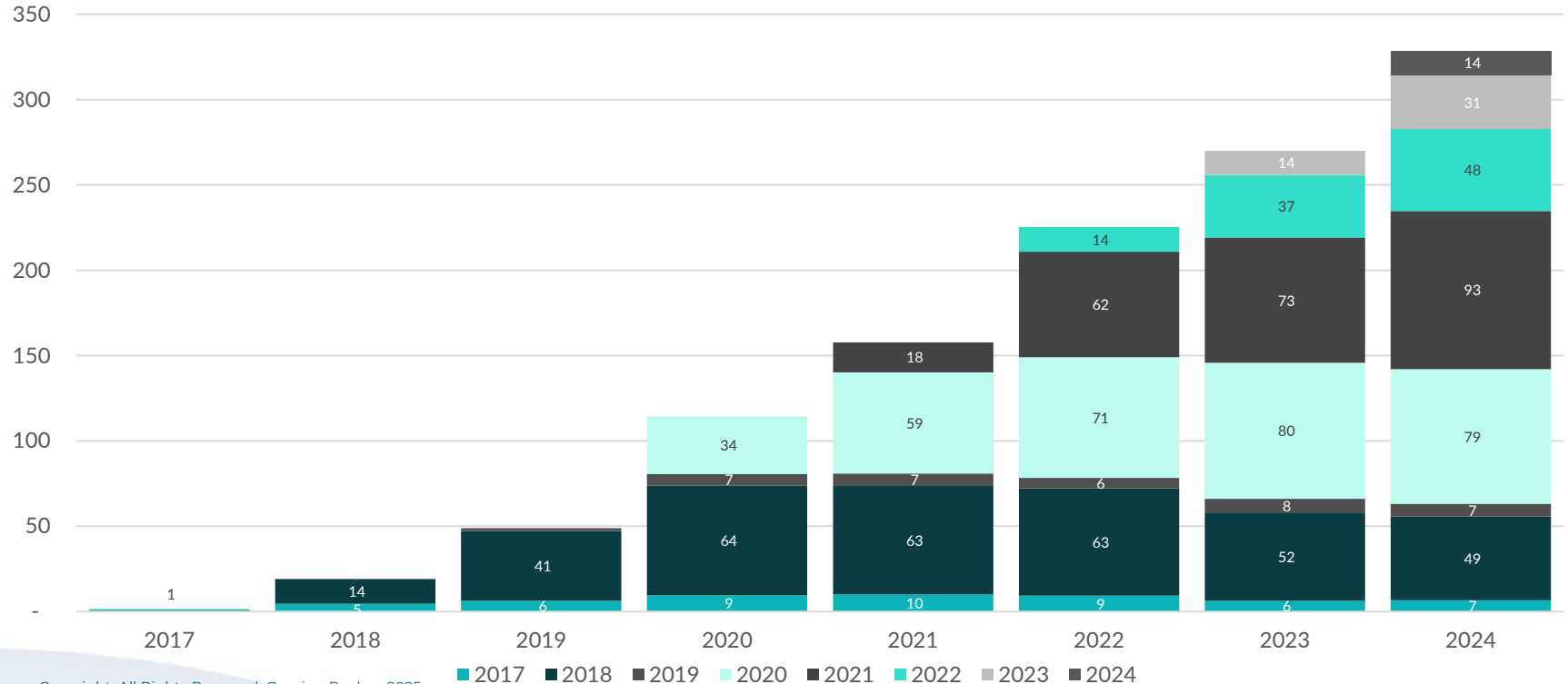
CONTENT LICENSING REVENUE BRIDGE

Strong existing and new market growth



THE COMPOUND EFFECT

Long-term gross gaming revenue contribution of operator cohorts

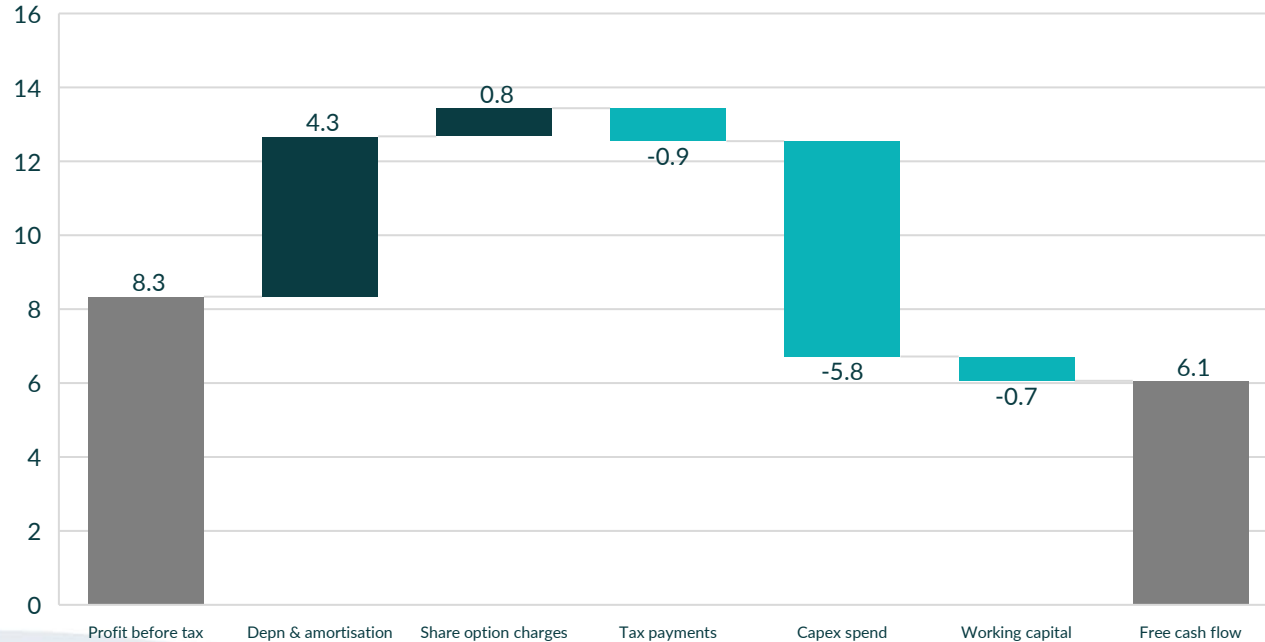


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FREE CASH FLOW BRIDGE

Converting profit to cash



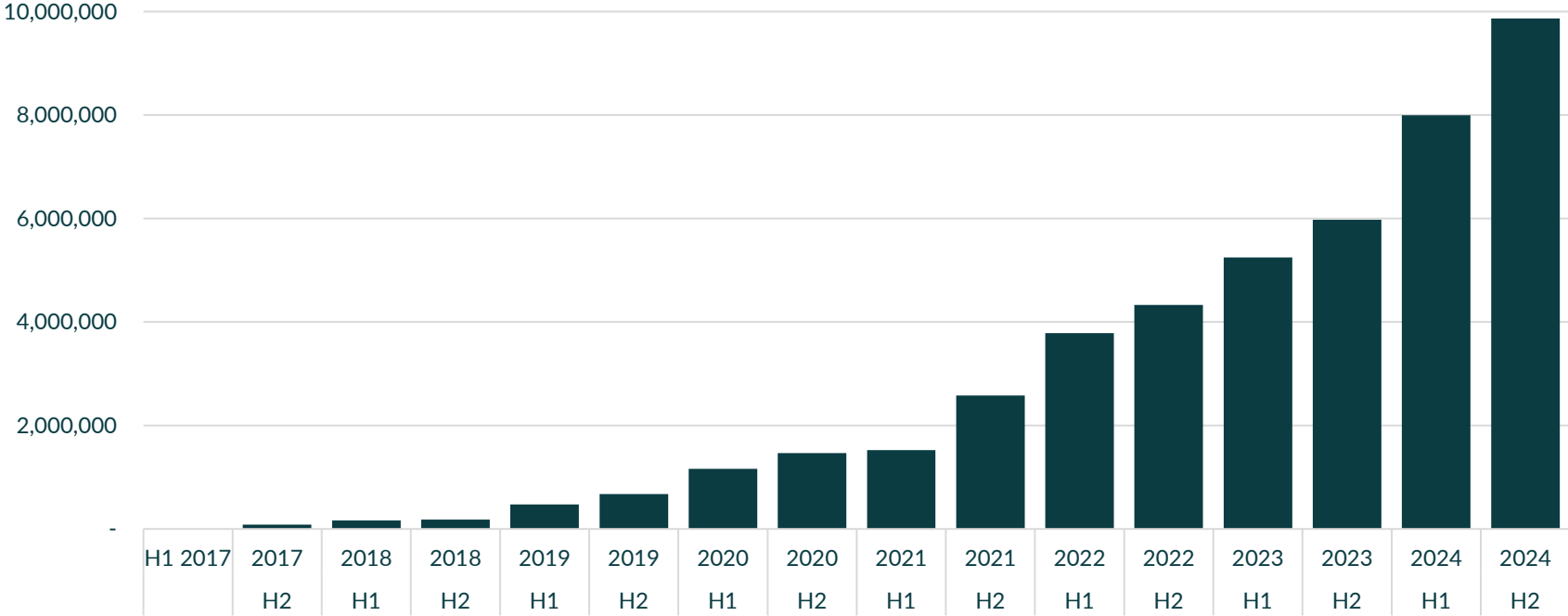
Points to note:

- Closing cash balance of £13.5m (2023: £7.5m)
- Another record profit generated in 2024
- £5.8m capex spend driven by £5.4m development investment in games and platform
- Working capital increasing with business growth

INVESTMENT CASE

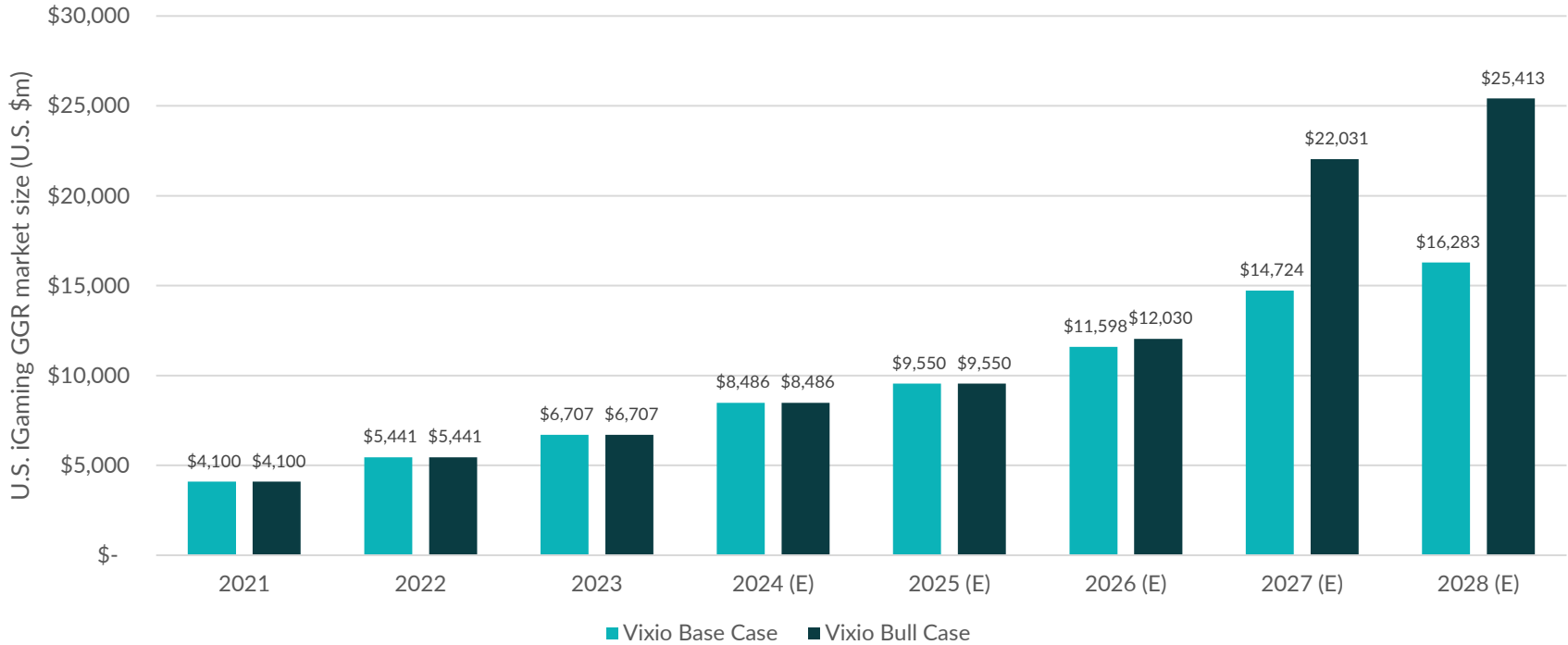
INVESTMENT CASE

Existing NORAM content licensing momentum scaling at pace



INVESTMENT CASE

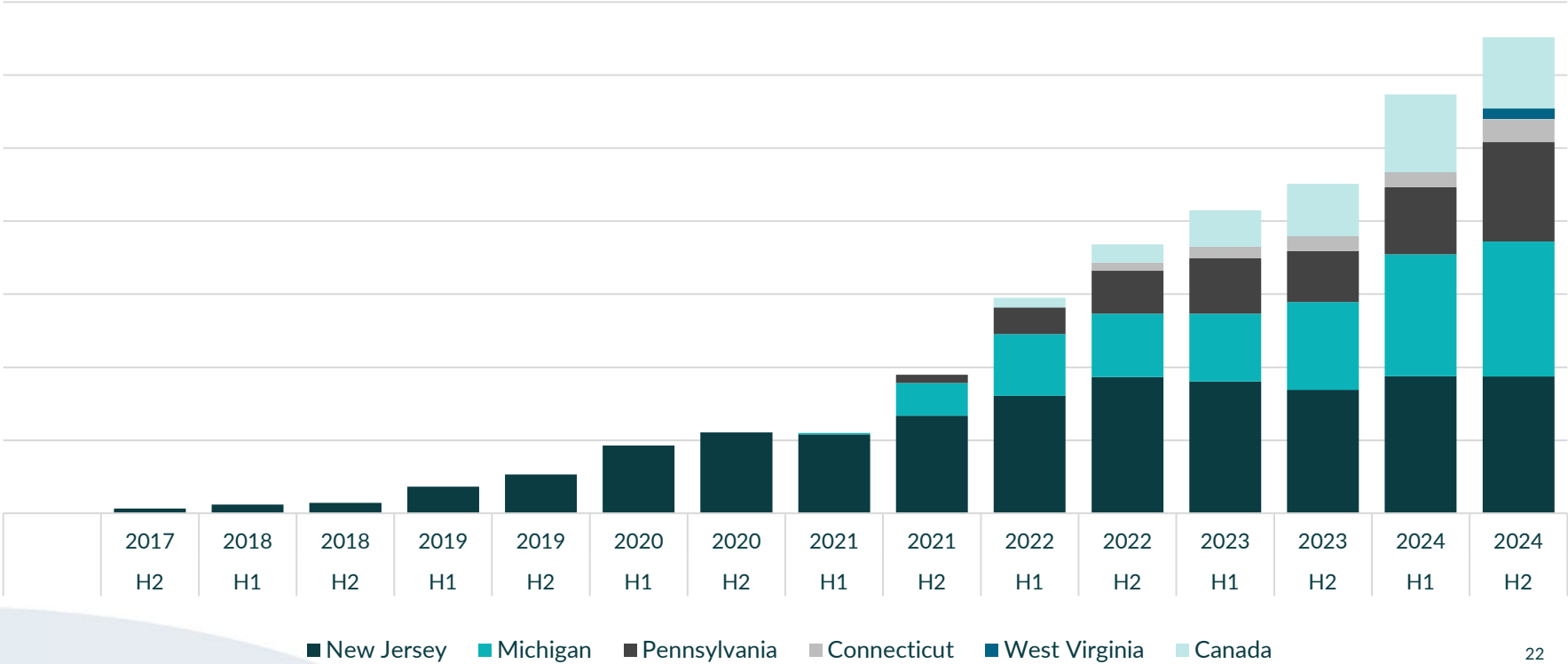
92% U.S. online casino forecast growth 2024 – 2028 (Base Case)



APPENDICES

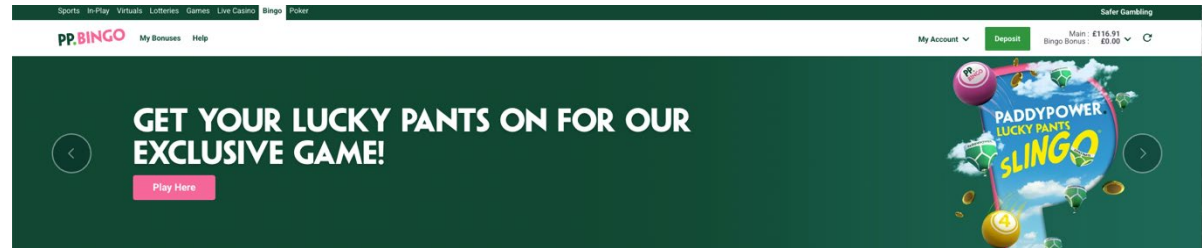
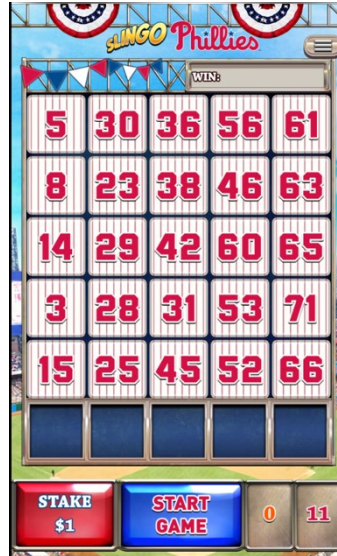
NORAM REVENUE GROWTH BY AREA

Existing NORAM content licensing momentum scaling at pace



BESPOKE SLINGO GAMES

Expanding partnerships with exclusive Slingo titles



BALANCE SHEET

Group	FY 2024 £m	FY 2023 £m
Non-Current Asset	18.7	15.7
Current assets (excl. cash and cash equivalents)	6.8	5.1
Cash and cash equivalents	13.5	7.5
Current liabilities	(4.1)	(3.4)
Net Current Assets	16.2	9.1
Non-Current Liabilities	(1.0)	(0.4)
Net Assets	34.0	24.4

Strengthening balance sheet

- Net assets increased £9.6m during 2024
- £6.1m increase in cash balance during 2024
- Development spend on game and platform enhancements
- Current assets increase with revenue growth
- Liabilities increasing with new head office lease accounting

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