

# POSITIONED FOR GROWTH

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

**SEPTEMBER 2022**

# H1 2022 Interims

# OUR EXECUTIVE TEAM



**Michael Buckley**  
Executive Chairman



Co-Founder



Chairman



Founder Director



Chairman



**Mark Segal**  
CFO & COO



Co-Founder



Finance Director



Finance Director

# OUR MANAGEMENT TEAM



Peter Russell  
Chief Technology Officer



Hans Winkelmann  
Product Director



Craig Falciglia  
Business Development  
North America



Gareth Scott  
Commercial Director  
Rest of the World

# 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

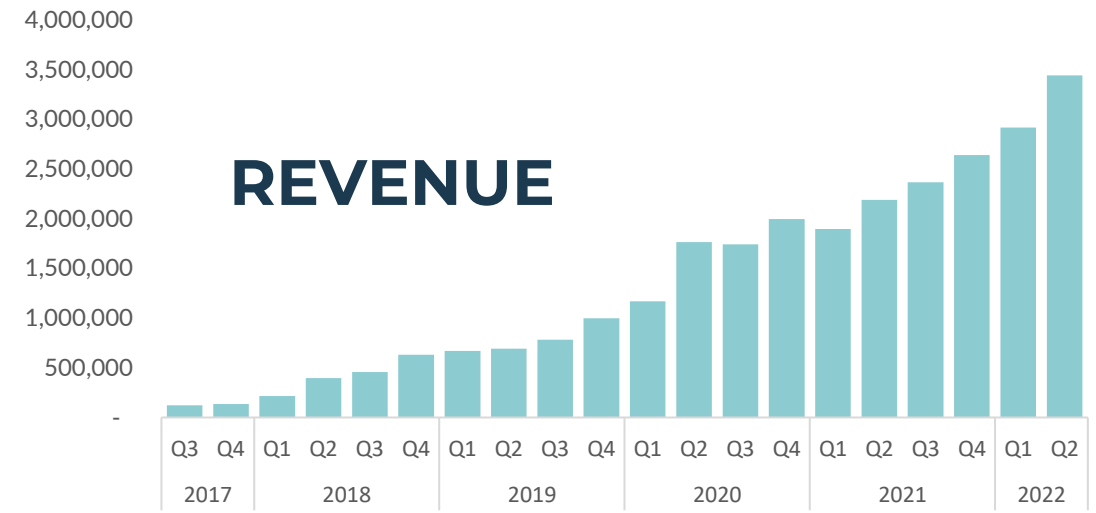
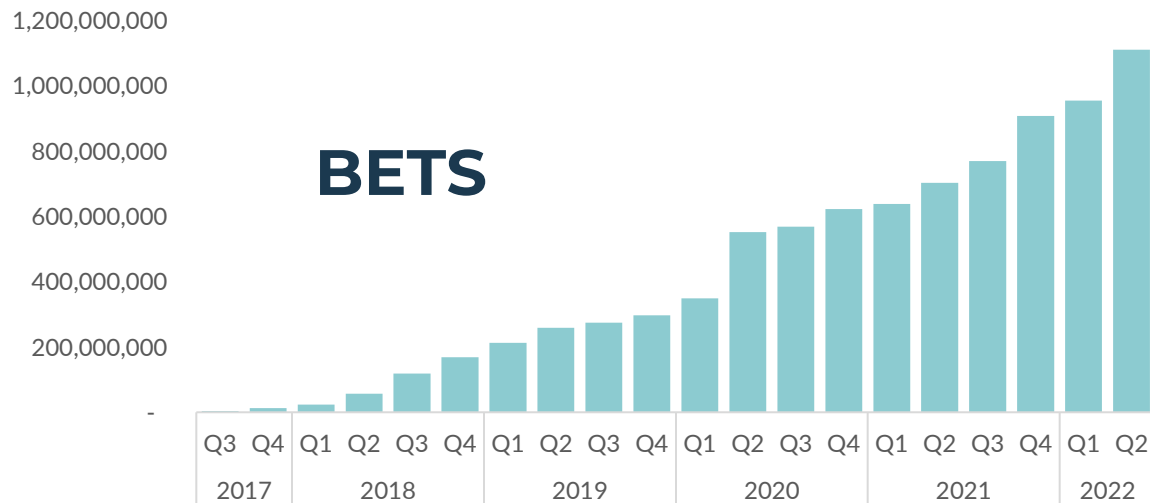
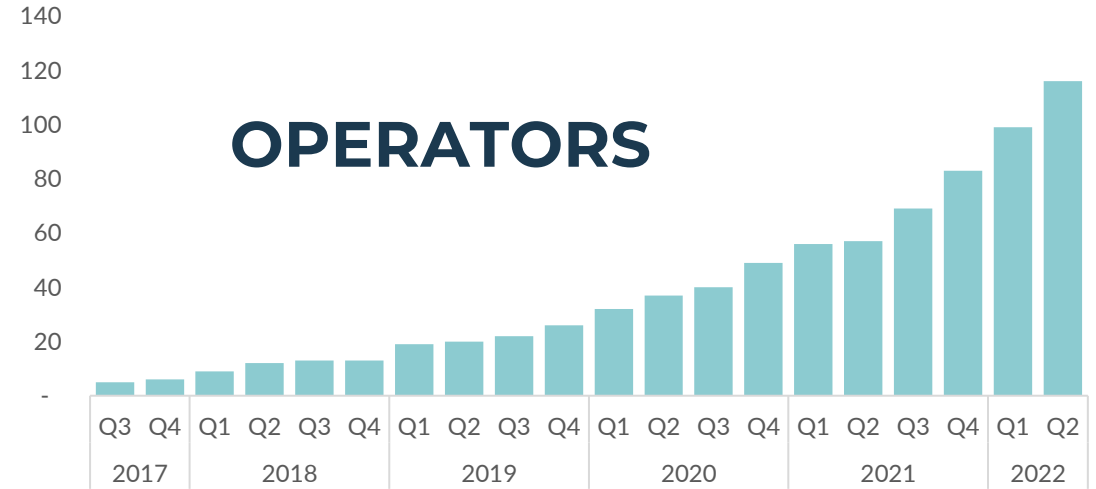
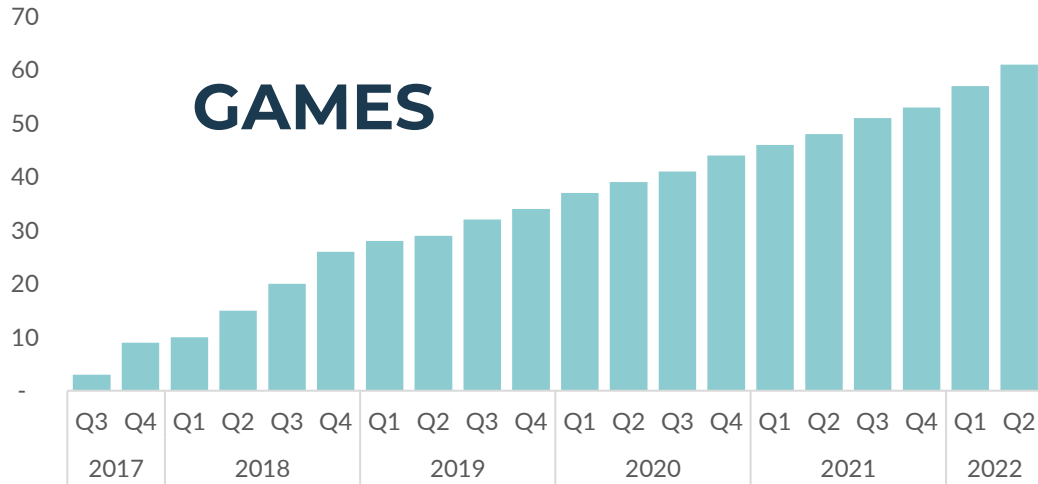
# A PREMIUM GLOBAL CLIENT BASE

Long Term Relationships with 100+ Leading Brands of the World



# HIGH GROWTH & PROFITABLE BUSINESS

Significant Operational and Financial Momentum



# PERFORMANCE AND SCALE

## KPIs at a Glance





# DIVERSE DISTRIBUTION

Constant Expansion and Highly Adaptable to Regulatory Changes



# FINANCIAL RESULTS

H1 2022

Income Statement		
Group	H1 2022 £m	H1 2021 £m
Revenue	8.5	7.7
Marketing	-0.1	-0.2
Variable costs	-1.2	-1.2
Administrative expenses †	-3.8	-3.3
EBITDA (excl share option charges)	3.5	3.1
EBITDA	3.3	2.7
Profit before tax	1.3	0.8

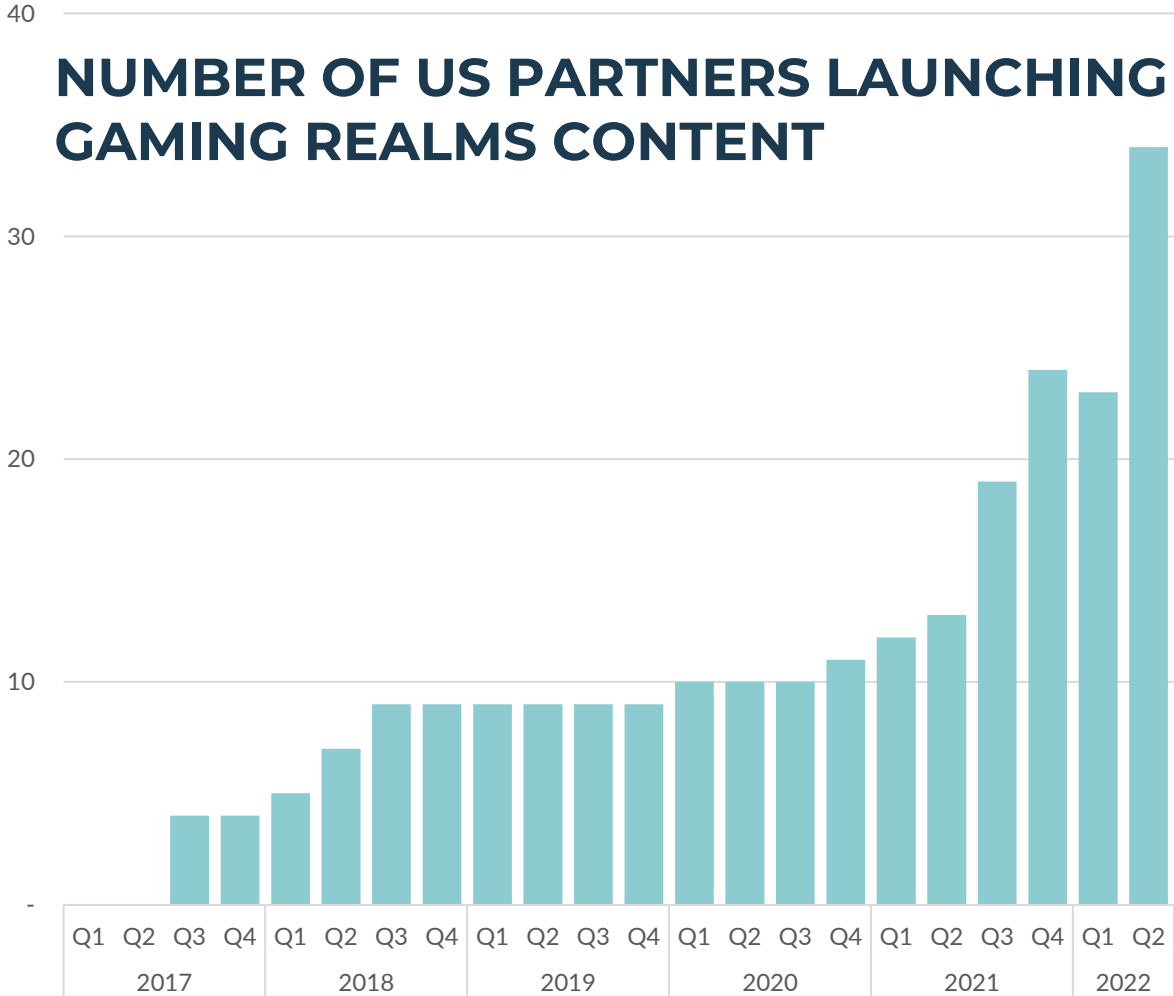
## HIGH MARGIN GROWTH

- ✓ High revenue growth – quarterly compound growth of 18% since Q1 2018 for content licensing
- ✓ Content licensing growth +57%
- ✓ Low variable costs – H1 2022: 15% of revenue
- ✓ Fixed cost increase with new market launches
- ✓ Traded with positive cash flow
- ✓ Cash balance £4m

# INVESTMENT CASE

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## Launching New Partners in US at Speed

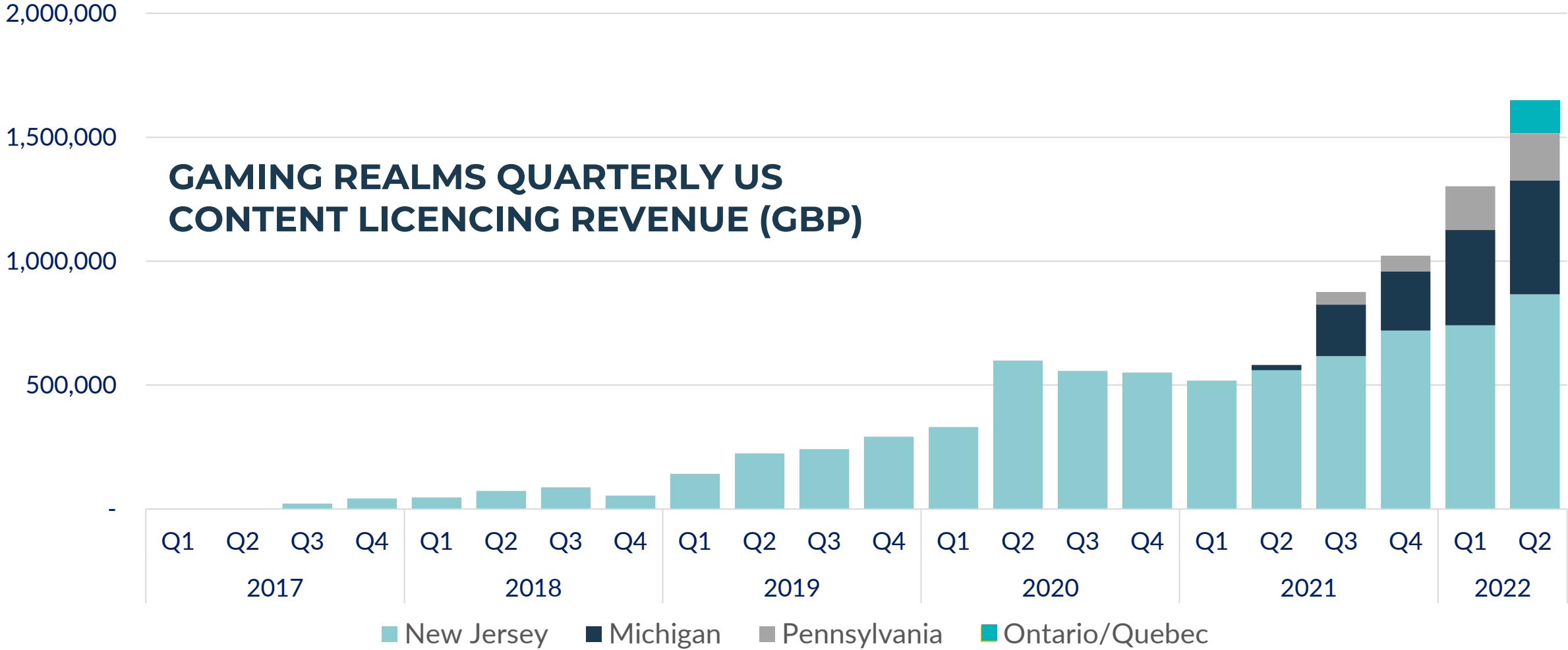


### US GROWTH

- ✓ Live in 4 North American markets
- ✓ Direct integrations with 98% of the market
- ✓ Multi State Deals with 17 operators
- ✓ Dedicated North American team
- ✓ Online Casino bigger than online Sports Betting. 52% of GGR in 2021 from 6 States (v 19 SB)
- ✓ Launched Ontario on 4 April 2022

# INVESTMENT CASE

## Existing US Content Licensing Momentum Scaling at Pace



**GAMING  
REALMS**

**POSITIONED FOR GROWTH**

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# APPENDIX



# BALANCE SHEET

H1 2022

<b>Balance Sheet</b>		
<b>Group</b>	<b>H1 2022 £m</b>	<b>FY 2021 £m</b>
Non-Current Asset	13.5	12.5
Current assets (excl cash and cash equivalents)	4.7	3.3
Cash and cash equivalents	4.0	4.4
Current liabilities	-5.9	-6.6
Net Current Assets	2.8	1.0
Non-Current Liabilities	-0.2	-0.4
Net Assets	16.1	13.1