



**PRESS RELEASE**  
01 April 2026 08:48:00 CEST

## **MAG INTERACTIVE Q2: KEY HIGHLIGHTS**

**During Q2 2025/26, MAG Interactive achieved an EBITDA margin of 26%. Adjusted EBITDA amounted to SEK 16.5 million, adjusted net sales declining by 3% year-over-year in SEK, while increasing by 16% in USD. ARPDAU increased by 35% to 8.8 US cents, supported by Crozzle and QuizDuel. Free cash flow improved significantly.**

The full analysis is available [here!](#)

### **About Us Quanor AB**

Quanor analyzes company communications from over 1,500 Nordic companies in real time, in Swedish and English.

**Contact**  
[hello@quanor.com](mailto:hello@quanor.com)  
[www.quanor.com](http://www.quanor.com)

### **Disclaimer**

This analysis is based on publicly available information and should not be considered investment advice. Investing in financial instruments involves risk.