



MAG INTERACTIVE

MAG INTERACTIVE AB [PUBL]

SEP—MAY 2025/26

Q3

2025/26

INTERIM REPORT

SEP—MAY 2025/26

ABOUT

MAG INTERACTIVE AB [PUBL]

MAG INTERACTIVE IS A LEADING MOBILE GAME DEVELOPER FOCUSED ON CASUAL SOCIAL GAMES. WITH PASSIONATE, CREATIVE TEAMS AND A DATA-DRIVEN BUSINESS MODEL, MAG DELIVERS WORLD-CLASS GAMING EXPERIENCES TO MILLIONS OF PLAYERS WORLDWIDE. MAG SPECIALIZES IN WORD GAMES AND TRIVIA, WITH A PORTFOLIO OF TITLES INCLUDING QUIZDUEL, WORDZEE, CROZZLE, RUZZLE, WORDBRAIN, WORD DOMINATION AND WORDBUBBLES THAT HAVE BEEN DOWNLOADED OVER 350 MILLION TIMES. MAG HAS STUDIOS IN STOCKHOLM AND BRIGHTON AND WAS LISTED IN 2017 ON THE NASDAQ FIRST NORTH PREMIER GROWTH MARKET WITH THE TICKER MAGI. FOR MORE INFORMATION VISIT WWW.MAGINTERACTIVE.COM.



SUMMARY OF THE PERIOD MAR 2026 UNTIL MAY 2026

- The Group's net sales in USD for the quarter were 6,988 KUSD (6,436 KUSD), an increase of 9%
- The Group's net sales for the quarter were 65,302 KSEK (62,968 KSEK), an increase of 4%
- Adjusted EBITDA for the quarter was 13,401 KSEK (12,442 KSEK), an increase of 958 KSEK
- The Group's game contribution for the quarter was 38,705 KSEK (40,554 KSEK), a decrease of 5%
- Average revenue per daily active user (ARPDau) for the quarter was 8.8 US cents (7.1 US cents), an increase of 24%
- Earnings per share during the quarter were -0.06 SEK/share (-0.13 SEK/share)
- Adjusted earnings per share during the quarter were -0.06 SEK/share (-0.13 SEK/share)
- The cost of user acquisition for the quarter was 18,071 KSEK (12,728 KSEK)

SUMMARY OF THE PERIOD SEP 2025 UNTIL MAY 2026

- The Group's Net sales in USD for the period were 21,563 KUSD (19,091 KUSD), an increase of 13%
- The Group's Net sales for the period were 200,322 KSEK (198,998 KSEK), an increase of 1%
- Adjusted EBITDA for the period was 43,944 KSEK (48,816 KSEK), a decrease of 4,871 KSEK
- The Group's game contribution for the period was 121,742 KSEK (132,086 KSEK), a decrease of 8%
- Average revenue per daily active user (ARPDau) for the period was 9.0 US cents (6.8 US cents), an increase of 31%
- Earnings per share during the period were -0.07 SEK/share (-0.05 SEK/share)
- Adjusted earnings per share during the period were -0.07 SEK/share (0.09 SEK/share)
- The cost of user acquisition for the period was 51,438 KSEK (37,866 KSEK)

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD MAR 2026 UNTIL MAY 2026

- The share match program of 2023–2026 that expired during the quarter increased the number of shares by 46,204 and the company's share capital by 1,200.12 SEK. The issue cost for the program was 201,851 SEK.



MAG INTERACTIVE

FROM THE CEO BUILDING MOMENTUM

2025/26

Investing into growth

During the quarter we accelerated investments in user acquisition (UA), launched major product updates in both Wordzee and QuizDuel, and prepared Crozzle for full migration to the latest version of our tech platform.

Our revenues in Q3 came in slightly higher (+4%) than in the same quarter last year, despite continued currency headwinds from a weaker USD. Measured in USD, our growth is stronger (+9%), reflecting continued improvements in the underlying business.

We invested 18 MSEK in UA, driving revenue growth while, as expected, impacting the EBITDA margin negatively in the short term. Our goal is to increase UA investments to a higher volume; however as always, investments are guided by our prediction models and long-term profitability targets. We will continue to take advantage of opportunities for growth while maintaining the disciplined approach that has been one of MAG's strengths throughout our history.

Cash continued to build compared to Q2, and we ended Q3 with a cash position of 85 MSEK.

Solid performance of our biggest games

As we expected in the last quarter, Crozzle returned to growth during Q3. We continue to see strong engagement and monetization metrics in the game, further validating that crosswords represent an attractive growth segment within the word games category. While fluctuations in growth rates should be expected as we balance product improvements and user acquisition investments, we are confident of the long-term potential of Crozzle.

Both QuizDuel and Wordzee showed a healthy engagement in the quarter, and they continue to be our two biggest revenue generators. While not reaching the same record levels as last period, QuizDuel still had an exceptionally good quarter in terms of revenues.

At the end of Q3 we launched major updates in both Wordzee and QuizDuel. Wordzee launched a new Match-3 sidecore while QuizDuel started a rollout of a completely redesigned Blaster experience supported by a new metagame layer. These initiatives are designed to increase engagement, retention and long-term player value. We expect them to contribute positively during Q4 and beyond.





MAG INTERACTIVE

FROM THE CEO BUILDING MOMENTUM

2025/26

Platform leverage is increasing

The most important development at MAG is not any individual feature or game launch. It is the increasing leverage we are seeing from our tech platform. During June, Crozzle will be fully migrated to the latest version of our platform. This means the game can benefit from functionality already developed for other products. Features such as daily login rewards and daily missions have already been introduced with minimal additional development effort, and many more are to come.

This is exactly why we have invested heavily in our platform. Once a given feature is developed, it can be increasingly reused across multiple games, improving both speed and capital efficiency. As more games move onto the platform, the value of every investment grows.

Looking ahead, our platform team is building a new generation of metagame systems intended to be deployed across the portfolio. These systems are designed to strengthen the player's sense of progression in the games and will significantly increase our ability to compete with the best games in the world when it comes to long-term engagement, and active live operations.

AI is changing how we work

Artificial intelligence continues to create opportunities across virtually every part of our business. We are finding new ways to improve both speed and quality in product development, live operations, content creation and game testing. Tasks that previously required significant effort can now often be completed faster and at a higher level of quality.

At the same time, AI does not reduce the importance of excellence and taste in product design. As development becomes faster, the bottleneck increasingly shifts from implementation to prioritization. Understanding what players value, identifying the right opportunities and making good product decisions become even more important competitive advantages. Building features has never been easier. Building the right features remains difficult.

Our ambition is to use AI not simply to produce more, but to create more value for players. By combining faster execution with a deep understanding of player behavior, we believe we can create better products, stronger engagement and ultimately improved financial results.





MAG INTERACTIVE

FROM THE CEO BUILDING MOMENTUM

2025/26

Increasing the pace of new game development

The impact of AI is particularly visible in our new games organization. We had two games in active testing in the quarter and expect another three concepts to enter testing during June. The speed at which we can prototype, iterate and evaluate new ideas continues to improve rapidly.

Historically, testing five to six game concepts per year would have represented a high pace for a company of our size. Today, we see a realistic path toward testing a similar number of concepts every quarter.

The ability to test more ideas increases our probability of finding successful products while reducing the cost and risk associated with innovation. Combined with our shared technology platform, this creates a powerful foundation for future growth.

Building towards our long-term ambition

Our long-term ambition remains unchanged: reaching 500 MSEK in annual revenues while achieving an EBIT margin of at least 20%. Achieving this goal is not primarily about growing the size of the organization. It is about increasing the productivity of the organization we already have, and remaining cautious about operational costs.

We already believe MAG is among the leading companies globally within word and trivia games when it comes to innovation and product quality. Where we still see room for improvement is in the scale of content production, experimentation and live operations. These are precisely the areas where our platform strategy and AI investments can have the greatest impact.

The combination of stronger platform leverage, faster product development, improving user acquisition opportunities and an increasing pace of innovation gives us confidence in our ability to create sustainable long-term growth.

I would like to thank our shareholders for their continued support and everyone at MAG for their hard work, creativity and dedication to building great entertainment for our players.

A handwritten signature in blue ink, appearing to read 'D. Hasselberg'.

DANIEL HASSELBERG, CEO



SUMMARY OF THE BUSINESS' KEY PERFORMANCE INDICATORS

2025/26

	Note	Mar 26-May 26	Mar 25-May 25	Y/Y change	Sep 25-May 26	Sep 24-May 25	Y/Y change	FY 24/25	
Net sales	KSEK	1,5	65,302	62,968	4%	200,322	198,998	1%	275,816
Adjusted net sales	KSEK	5	65,302	62,968	4%	200,322	196,592	2%	273,410
Currency (USD)	SEK/USD		9.35	9.78	-4%	9.29	10.42	-11%	10.17
Net sales USD (In-app + advertising)	KUSD		6,988	6,436	9%	21,563	19,091	13%	27,111
Adjusted net sales USD	KUSD		6,988	6,436	9%	21,563	18,867	14%	26,884
In-app purchases	KSEK	1	29,787	34,514	-14%	96,698	105,074	-8%	143,620
Advertising sales	KSEK	1, 5	35,514	28,454	25%	103,617	93,923	10%	131,847
User acquisition	KSEK		-18,071	-12,728	42%	-51,438	-37,866	36%	-72,220
Game contribution	KSEK	3	38,705	40,554	-5%	121,742	132,086	-8%	163,118
EBITDA	KSEK		13,400	12,432		43,932	44,732		49,786
EBITDA margin ¹	%		20.5%	19.7%	0.8	21.9%	22.5%	-0.5	18%
Adjusted EBITDA	KSEK	5	13,401	12,442		43,944	48,816		53,870
Adjusted EBITDA margin ¹	%		21%	20%	1	22%	25%	-3	20%
EBIT	KSEK		-1,853	-2,316		-1,542	-1,014		-10,886
EBIT margin ¹	%		-2.8%	-3.7%	0.8	-0.8%	-0.5%	-0.3	-4%
Adjusted EBIT	KSEK	5	-1,852	-2,306		-1,530	3,739		-6,133
Adjusted EBIT margin ¹	%		-3%	-4%	1	-1%	2%	-3	-2%
Profit	KSEK		-1,593	-3,551		-1,764	-1,269		-9,414
Earnings per share	SEK		-0.06	-0.13		-0.07	-0.05		-0.36
Adjusted earnings per share	SEK	5	-0.06	-0.13		-0.07	0.09		-0.21
Free cashflow	KSEK		2,314	4,293		6,123	10,190		7,542
Average employees	FTE		101	94	7%	101	98	3%	98
Daily active users (DAU)	Millions		0.9	1.0	-12%	0.9	1.0	-14%	1.0
Monthly active users (MAU)	Millions		2.2	2.4	-9%	2.2	2.5	-13%	2.5
Monthly unique payers (MUP)	Thousands		46	41	12%	44	41	8%	43
ARPPDAU	US \$ cent		8.8	7.1	24%	9.0	6.8	31%	7.5

¹Y/Y change in percentage points

MAG's new engaging crossword game

Crozzle reinvents the classic crossword into a competitive multiplayer game. In Crozzle players challenge each other to earn the highest score by solving crossword puzzles on a shared board. Players place letter tiles to solve clues and complete words, using bonus squares for extra points. The game was soft launched in April 2025 in several English-speaking markets. Since then, Crozzle has launched globally and been localized into Spanish, French, German, Italian, Dutch, and all Scandinavian languages. As user acquisition continues to scale up, it lays the groundwork for Crozzle to firmly become one of MAG's established growth games.

Crozzle's multiplayer, challenge-based format sustains high player engagement and retention, which helps Crozzle retain a high average revenue per daily user (ARPDau). Strategic features like boosters and letter tile swaps enhance the crossword experience while creating diverse opportunities for monetization. Given the game's expansion into European markets, continuous development of player events, fresh content and exclusive features, Crozzle is positioned to be a valuable growth product for the company.



MAG's unique growth game

Wordzee is MAG's unique word game where players challenge each other to form words from letter tiles placed on a special game board. The player who fills the entire board takes home "Wordzee" and extra bonus points. The game was developed by MAG's studio in Brighton and is one of the company's main growth products. Wordzee was released globally in November 2019 and has shown a high average revenue per daily active user (ARPDau) ever since.

Wordzee encourages player engagement with fun daily challenges and many special events that all offer exclusive rewards. Unique and seasonal events are continuously added and consistently active, with alternating durations and themes that vary urgency of play and appeal to an increasingly broad range of players. Player engagement and sense of progression are strong focuses for Wordzee as they are key drivers in revenue growth and player loyalty.

Wordzee continues to evolve with new features and optimizations on monetization and remains a strong growth product for MAG.



Europe's biggest trivia game on mobile

QuizDuel is a social trivia game where players challenge friends and other players worldwide in quizzes. The game was released in 2012 and has reached over 100 million downloads in total. QuizDuel is a strong brand in both Sweden and Germany, the game's largest market, where a quiz show with the same name is also broadcast on TV.

The game was launched in a new version in 2019 and, alongside classic quiz duels of six rounds with three knowledge questions, has introduced new game modes and events, including: *Solo*, *Question Streak*, *Arena* and *Quinder*. The game is MAG's largest product in terms of daily active users and also the largest mobile trivia game in Europe.

Like many other games in MAG's portfolio, QuizDuel has seen positive impact from events on its in-game economy, increased revenue and more paying players. *Question Streak Leagues*, where players compete on leaderboards for highest streaks, is among several of the game's successful permanent game modes and features that contributes significantly to player engagement and loyalty. Additionally, progression displays like exclusive avatar frames encourage persistent revenues through more stable long-term engagement.

The QuizDuel *Teams* feature, a collaborative game mode with team events, launched globally and has made a positive impact on the game's performance. *Teams* will continue to evolve over time with new social features and more opportunities for players to engage in collaborative play.

Thanks to many improvements within the game, QuizDuel is still increasing its revenue. MAG sees continued growth potential in the product.



Ruzzle - reliable evergreen success

Ruzzle is MAG's first word game success; it was launched globally in 2012 and has been downloaded over 60 million times. In Ruzzle, the player is challenged to find as many words as possible from a given set of letters within two minutes. The game is one of MAG's most important evergreens with a very loyal player base and generates long-term predictable revenue.

Ruzzle continues to be a pillar in MAG's portfolio, in terms of both player engagement and revenue, and is a benchmark for how MAG wants to build future evergreens.

Word Domination - evergreen with engaged player base

Word Domination is a tactical word game where players compete against each other in real-time in exciting word battles. The game was released globally in 2018 and has reached over 10 million downloads. In Word Domination, the opponents challenge each other over five rounds and collect points by spelling words on a common board. With "booster cards", players can tactically deploy time-limited advantages.

The game enjoys a highly engaged player base, the majority of which are long-time fans that have been playing Word Domination for a year or more.

WordBrain - evergreen with stable revenue stream

The word puzzle game WordBrain has been live for over ten years and has grown into a strong evergreen for MAG with a stable revenue stream. In WordBrain, the player searches for secret words based on specific letter combinations on specific boards. The game has been downloaded over 40 million times in total and reached number one in 118 countries in the word game category on Apple's App Store.

WordBrain has a stable and dedicated player base and is an important evergreen for the company. MAG continues to deliver new content to the game in the form of new puzzles and events.



CONSOLIDATED PROFIT/LOSS AND CASH FLOW FOR THE PERIOD MAR 2026 UNTIL MAY 2026

2025/26

OPERATING INCOME

The Group's net sales for the quarter totalled 65,302 KSEK (62,968 KSEK), an increase of 4%. The Group's net sales in USD for the quarter were 6,988 KUSD (6,436 KUSD), an increase of 9%

The group's net sales for the quarter were primarily attributable to the games Quizduel, Wordzee, Crozzle, Ruzzle, WordBrain, Word Domination and Wordbubbles.

Own work capitalised totalled 15,115 KSEK (11,595 KSEK).

Other operating income for the quarter totalled to 568 KSEK (1,519 KSEK) and mainly consists of exchange rate gains, the comparison period also includes rental income from subletting of office space.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses for the quarter totalled 67,585 KSEK (63,650 KSEK). Of these, 13,841 KSEK (14,706 KSEK) were sales related costs, primarily originating from fees to Apple App Store and Google Play, as well as server costs. In addition to this 18,071 KSEK (12,728 KSEK) were costs of user acquisition and 5,218 KSEK (8,872 KSEK) were other external operating expenses. The decrease in other external expenses is primarily explained by an exchange rate loss in the comparison period of approximately 2 MSEK and the effect of a rent concession of approximately 1 MSEK.

User acquisition costs during the quarter are mainly attributable to the games Crozzle, Wordzee and Quizduel.

Personnel costs totalled 30,454 KSEK (27,344 KSEK), an increase of 11%. The average number of employees during the period was 101 (94) an increase of 7%.

EBITDA for the quarter was 13,400 KSEK (12,432 KSEK). Adjusted EBITDA* was 13,401 KSEK (12,442 KSEK).

Depreciation of tangible and intangible assets totalled 15,253 KSEK (14,749 KSEK), of which 11,723 KSEK (10,170 KSEK) was depreciation of capitalized development expenses.

The Group's operating profit/loss (EBIT) was -1,853 KSEK (-2,316 KSEK). Adjusted EBIT* was -1,852 KSEK (-2,306 KSEK). Profit/loss before tax -1,487 KSEK (-4,352 KSEK).

FINANCIAL ITEMS

Financial income totalled 644 KSEK (563 KSEK) and financial expenses totalled 278 KSEK (2,599 KSEK). The financial income refers to interest income and exchange rate gains from cash & cash equivalent and the financial expenses to interest on financial leasing.

PROFIT/LOSS FOR THE QUARTER

Profit/loss for the quarter was -1,593 KSEK (-3,551 KSEK). Earnings per share were -0.06 SEK/share (-0.13 SEK/share).

Adjusted earnings per share* were -0.06 SEK/share (-0.13 SEK/share). The average number of shares during the quarter was 26,525,456 (26,494,653).

CASH FLOW FOR THE QUARTER

The Group's cash flow from operating activities during the quarter was 17,531 KSEK (15,990 KSEK). Cash flow from investing activities was -15,217 KSEK (-11,697 KSEK). Cash flow from financing activities was -1,996 KSEK (-2,872 KSEK).

* See Note 5: Adjusted net sales, Personnel costs, EBITDA, EBIT and profit/loss

CONSOLIDATED PROFIT/LOSS FOR THE PERIOD SEP 2025 UNTIL MAY 2026

2025/26

OPERATING INCOME

The Group's net sales for the period totalled 200,322 KSEK (198,998 KSEK), an increase of 1%. The comparison period includes net sales from divested operations. The Group's adjusted Net sales* for the period was 200,322 KSEK (196,592 KSEK), an increase of 2%. The Group's Net sales in USD for the period were 21,563 KUSD (19,091 KUSD), an increase of 13%.

The group's net sales were primarily attributable to the games Quizduel, Wordzee, Crozzle, Ruzzle, WordBrain, Word Domination and Wordbubbles.

Own work capitalised totalled 43,705 KSEK (38,084 KSEK).

Other operating income for the period totalled to 1,500 KSEK (3,869 KSEK) and consists mainly of exchange rate gains and rental income from subletting of office space up to and including December.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses totalled 201,594 KSEK (196,220 KSEK). Of these, 41,864 KSEK (48,255 KSEK) were sales related costs, primarily originating from fees to Apple App Store and Google Play, as well as server costs. In addition to this 51,438 KSEK (37,866 KSEK) were costs of user acquisition and 19,111 KSEK (25,945 KSEK) were other external operating expenses. The decrease is explained by the Primetime divestment loss of 2 MSEK in the comparison period, exchange rate effects and a rent concession reducing costs in the current period by approximately 2 MSEK.

Personnel costs totalled 89,181 KSEK (84,154 KSEK) an increase of 6%. Personnel costs for the comparison period includes personnel costs from divested operations. The adjusted personnel costs* were 89,181 KSEK (81,768 KSEK) an increase of 9%. The increased personnel costs are mainly due to an increase in average number of employees, but also to a change in the handling of holiday pay liabilities in one of the subsidiaries. The average number of employees during the period was 101 (98), an increase of 3%. The adjusted average number of employees* during the period was 101 (95), an increase of 7%.

A loss on disposal of equipment of approximately 100 KSEK has been reclassified from depreciation and write-downs to other external operating expenses since the most recently published report, reducing EBITDA for the period by the corresponding amount. EBIT is unaffected.

EBITDA for the period was 43,932 KSEK (44,732 KSEK). Adjusted EBITDA* for the period was 43,944 KSEK (48,816 KSEK).

Depreciation and impairments of tangible and intangible assets totalled 45,474 KSEK (45,746 KSEK), of which 33,679 KSEK (29,633 KSEK) was depreciation of capitalised development expenses.

The Group's operating profit/loss (EBIT) was -1,542 KSEK (-1,014 KSEK). Adjusted EBIT* was -1,530 KSEK (3,739 KSEK). Profit/loss before tax -1,827 KSEK (-1,459 KSEK).

* See Note 5: Adjusted net sales, Personnel costs, EBITDA, EBIT and profit/loss

CONSOLIDATED PROFIT/LOSS FOR THE PERIOD SEP 2025 UNTIL MAY 2026 CONT.

2025/26

FINANCIAL ITEMS

Financial income totalled 1,660 KSEK (3,026 KSEK) and financial expenses totalled 1,945 KSEK (3,471 KSEK). The financial income referred to interest income and exchange rate gains from cash and cash equivalents. The financial expenses were mainly attributable to exchange rate losses from cash and cash equivalents and interest on financial leasing.

PROFIT/LOSS FOR THE PERIOD

Profit/loss for the period totalled -1,764 KSEK (-1,269 KSEK). Earnings per share were -0.07 SEK/share (-0.05 SEK/share).

Adjusted earnings per share* were -0.07 SEK/share (0.09 SEK/share).

The average number of shares during the period was 26,504,921 (26,494,653).



* See Note 5: Adjusted net sales, Personnel costs, EBITDA, EBIT and profit/loss

THE GROUP'S FINANCIAL POSITION AT THE END OF THE PERIOD

2025/26

NON-CURRENT ASSETS

Intangible non-current assets at the end of the period totalled 216,837 KSEK (215,295 KSEK), of which 125,371 KSEK (125,731 KSEK) relates to goodwill and 91,466 KSEK (89,564 KSEK) to other intangible assets. Other intangible assets consists of capitalized development expenses on own account 74,368 KSEK (66,206 KSEK) and acquired intellectual property 17,098 KSEK (23,358 KSEK).

Tangible fixed assets amounted to 30,646 KSEK (11,713 KSEK) at the end of the period and mainly consisted of right-of-use assets 30,008 KSEK (10,995 KSEK). The increase in right-of-use assets consists of an extension of an existing lease agreement for office premises.

Financial non-current assets amounted to 11,114 KSEK (8,428 KSEK) at the end of the period and consist of other long-term receivables, as rental deposits, amounting to 4,139 KSEK (4,086 KSEK), as well as deferred tax of 6,975 KSEK (4,342 KSEK).

CURRENT ASSETS

Current assets amounted to 122,092 KSEK (131,896 KSEK) at the end of the period and mainly consisted of trade and other receivables 27,657 KSEK (27,313 KSEK) and Cash and cash equivalents 84,998 KSEK (93,748 KSEK).

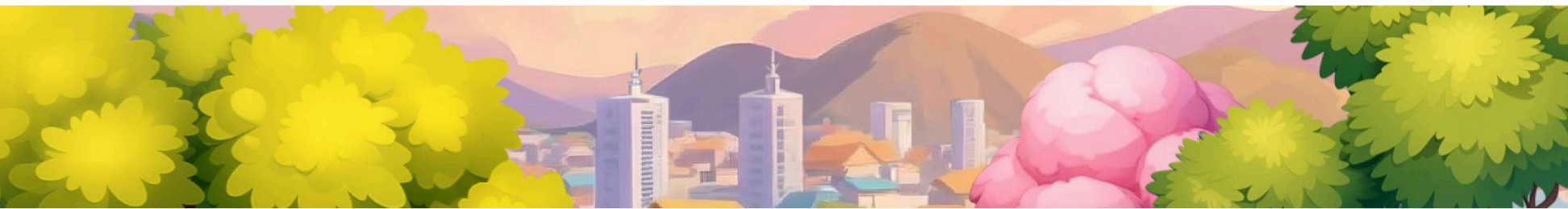
EQUITY

Equity at the end of the period totalled 296,147 KSEK (306,385 KSEK), corresponding to 11.2 SEK/share (11.6 SEK/share). The equity/assets ratio at the same time was 77.8% (83.4%).

LIABILITIES

Non-current liabilities amounted to 42,186 KSEK (22,703 KSEK) at the end of the period and mainly consisted of deferred tax liabilities of 18,842 KSEK (18,519 KSEK) and non-current lease liabilities of 23,344 KSEK (4,184 KSEK). The increase in non current lease liabilities consists of an extension of an existing lease agreement for office premises. Current liabilities amounted to 42,357 KSEK (38,244 KSEK) at the end of the period and mainly consisted of accounts payable of 13,325 KSEK (12,532 KSEK), accrued expenses of 16,560 KSEK (12,964 KSEK), and the current portion of lease liabilities of 7,326 KSEK (7,863 KSEK).

The group has interest bearing debt of 30,670 KSEK (12,047 KSEK) which refers to financial lease and are found in the balance sheet under non-current lease liabilities and current lease liabilities. The increase in lease liabilities consists of an extension of an existing lease agreement for office premises.



KEY INDICATORS FOR THE BUSINESS PERIOD MAR 2026 UNTIL MAY 2026

2025/26

DISTRIBUTION OF REVENUES BY BUSINESS MODEL

The Group's net sales are distributed primarily between in-app purchases (purchases made inside games) and in-app advertising.

GAME CONTRIBUTION

Cost levels of games marketed by MAG Interactive differ from game to game, both in their distribution costs (sales related costs) and marketing costs (performance based marketing). Additionally, these cost differences can be affected by the particular phase each game is in. The Group therefore reports the total contribution from games activities according to the following model: net sales generated from the games, including royalties, minus platform fees (mainly to fees for Apple App Store and Google Play) and performance-based marketing. Performance based marketing includes digital advertising and other advertising associated directly with the company's products, as well as services and charges directly attributable to performance-based marketing. General marketing of the company and brand is not included in the cost of direct marketing.

OTHER KEY INDICATORS

The company monitors its operations according to a number of key performance indicators that reflect how the games industry in general measures its business activities. These indicators are defined as follows;

DAU and MAU are defined as the number of unique daily and monthly users respectively that use one of the company's products, presented as an average over the period, adjusted for the number of days in the months in the period. Each individual game's unique users are summed up to present the company's total unique users.

MUP is the number of unique users who made a purchase in one of the company's products. A purchase is defined as a purchase in accordance with the above definition of in-app purchases and to a value greater than zero. The value is reported as an average value over the three months in the period.

ARPPDAU is calculated as the company's daily average of net sales during the period divided by DAU. Riksbanken's, the Swedish national bank, average exchange rate per month is used for translation into USD.

THE BUSINESS'S KEY INDICATORS DURING THE PERIOD

Net sales from in-app purchases for the period were 29,787 KSEK (34,514 KSEK), a decrease of 14% compared to the same period the previous year.

Net sales from in-app advertising were 35,514 KSEK (28,454 KSEK), an increase of 25% compared with the same period the previous year.

Game contribution for the period was 38,705 KSEK (40,554 KSEK), a decrease of 5% compared to the same period the previous year.

DAU for the period 0.9 million (1.0 million), a decrease of 12% compared with the same period the previous year.

MAU for the period 2.2 million (2.4 million), a decrease of 9% compared with the same period the previous year.

MUP for the period 46 thousand (41 thousand), an increase of 12% compared with the same period the previous year.

ARPPDAU for the period 8.8 US \$ cent (7.1 US \$ cent), an increase of 24% compared with the same period the previous year.



PARENT COMPANY AND GROUP

The parent company MAG Interactive AB (publ), corporate ID number 556804-3524, has its registered office in Stockholm with 86 employees. A big part of the Group's business activity is in the parent company, with employees, agreements, intangible assets (incl. IP) and revenues. There are three subsidiaries in the group. MAG Games Ltd, with its registered office in Brighton and 24 employees, has only Group internal invoicing and carries out development and other functions in the company's operations. MAG United AB, with its registered office in Stockholm, has no employees. Sventertainment AB, with its registered office in Stockholm, was the developer and publisher of the trivia app Primetime, the business was divested in January 2025. All employees transferred with the business, and Sventertainment AB no longer has any employees.

ACCOUNTING PRINCIPLES

The consolidated accounts for the MAG Interactive AB Group ("MAG Interactive") have been prepared in accordance with the International Financial Reporting Standards (IFRS) as adopted by the EU as well as RFR 1 Complementary Accounting Rules for Groups and the Swedish Annual Accounts Act. This interim report has been prepared in accordance with IAS 34 Interim Financial Reporting, the Swedish Annual Accounts Act and RFR 1 Complementary Accounting Rules for Groups. The parent company's financial statements have been prepared in accordance with the Swedish Annual Accounts Act and the Swedish Annual Reporting Board's recommendation RFR 2 Accounting for Legal Entities. The application of RFR 2 means that the parent company, in the interim report for the legal entity, applies all of the EU-adopted IFRS and statements as far as is possible within the framework of the Swedish Annual Accounts Act, the Swedish Act on Safeguarding Pension Commitments and with due reference to the relationship between accounting and taxation. For a more detailed description of the accounting policies applied for the Group and the parent company in this interim report, see Note 2 in the annual report for 2024/2025.





RISKS AND UNCERTAINTIES

Like all other companies, MAG Interactive is exposed to risks in its business activities. To name some of these risks: dependence on key persons, exchange rate fluctuations, delays in launches, unsuccessful launches, changes in external sales partners when such changes are entirely beyond the company's control. The company's Board of Directors and management work on an ongoing basis on risk management in order to minimize these effects. For more information regarding the risks and uncertainties, please refer to the annual report of 2024/2025.

CURRENCY EFFECTS

MAG Interactive is exposed to a large number of currencies based on the way that Google Play and Apple App Store operate. The most important market for the company is USA. In addition most of the advertising income is realized in USD, and the majority of the direct marketing is purchased in USD. The most important currency is thus USD.

CERTIFIED ADVISER

FNCA Sweden AB is appointed as the Company's Certified Adviser and ensures that the Company complies with the Nasdaq First North rules. FNCA does not hold any shares in MAG Interactive.

CONTACT

Further information is available on the company's website: maginteractive.se/investor-relations

Or contact

Daniel Hasselberg, CEO, at daniel@maginteractive.se

Magnus Wiklander, CFO, at magnus.wiklander@maginteractive.se

MAG INTERACTIVE AB (PUBL)

Drottninggatan 95A

113 60 Stockholm

Sweden

FURTHER REPORTING DATES

Interim and Year-End Report Q4 September 2025 – August 2026	October 21, 2026
Interim Report Q1 26/27 September – November 2026	January 20, 2027
Annual General Meeting	January 20, 2027

AUDIT

This report has not been reviewed by auditors.

PRESENTATION

On June 24th, 2026 at 10:00 CEST, CEO Daniel Hasselberg and CFO Magnus Wiklander will present the Interim Report live on Twitch. The presentation is held in English. Link to the Twitch feed www.twitch.com/maginteractive
Daniel Hasselberg will also take questions on the social media platforms X and Bluesky during the course of the day, write on X to @d_hasselberg or @maginteractive, or to @mag-official on Bluesky
More information is available at maginteractive.se/investors

STATEMENTS ABOUT THE FUTURE

Certain formulations can be, or interpreted to be, forecasts about the future. In cases where such statements are made, MAG Interactive's management and Board of Directors have assessed the assumptions behind these statements as being reasonable. There are, however, risks in all statements about the future, and the actual outcome with regard to the external environment and the company may deviate significantly from what has been stated. What is stated with reference to the future is made in the light of the information that the company has at the time of the statement, and the company assumes no obligation to update such statements if new information arrives at a later date that in any way changes the conditions relating to the statement.





ASSURANCE BY THE BOARD OF DIRECTORS

Stockholm June 24, 2026

DANIEL HASSELBERG
CEO, Board member

JONAS ERIKSSON
Chairman of the Board

TAINA MALÉN
Board member

BRITT BOESKOV
Board member

ASBJOERN SOENDERGAARD
Board member

ÅSA LINDER
Board member

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

2025/26

Amounts in KSEK	Note	Mar 26-May 26	Mar 25-May 25	Sep 25-May 26	Sep 24-May 25	FY 24/25
Operating income						
Net sales	1,5	65,302	62,968	200,322	198,998	275,816
Own work capitalised		15,115	11,595	43,705	38,084	46,666
Other operating income		568	1,519	1,500	3,869	4,664
Total		80,985	76,082	245,526	240,952	327,146
Operating expenses						
Sales related costs	2	-13,841	-14,706	-41,864	-48,255	-64,402
User acquisition		-18,071	-12,728	-51,438	-37,866	-72,220
Other external expenses	5	-5,218	-8,872	-19,111	-25,945	-32,628
Personnel costs	5	-30,454	-27,344	-89,181	-84,154	-108,110
Total operating expenses		-67,585	-63,650	-201,594	-196,220	-277,360
EBITDA	5	13,400	12,432	43,932	44,732	49,786
Depreciation and write-downs of tangible and intangible non-current	4	-15,253	-14,749	-45,474	-45,746	-60,672
Operating profit/loss (EBIT)	5	-1,853	-2,316	-1,542	-1,014	-10,886
Financial items						
Interest income		644	563	1,660	3,026	3,581
Interest expense		-278	-2,599	-1,945	-3,471	-4,097
Total financial items		366	-2,035	-285	-445	-517
Profit/loss before tax	5	-1,487	-4,352	-1,827	-1,459	-11,403
Taxes		-106	801	63	190	1,989
Profit/loss for the period	5	-1,593	-3,551	-1,764	-1,269	-9,414
Other comprehensive result						
Exchange rate differences		351	-1,146	-636	-1,038	-1,252
Total comprehensive income for the period		-1,242	-4,697	-2,400	-2,307	-10,666

The profit/loss and total comprehensive income for the year are attributable in full to the parent company's shareholders.

Earnings per share (based on average number of shares)	-0.06	-0.13	-0.07	-0.05	-0.36
Earnings per share fully diluted (based on average number of shares)	-0.06	-0.13	-0.07	-0.05	-0.36
Average number of shares during the period ('000)	26,525	26,495	26,505	26,495	26,495
Average number of shares fully diluted during the period ('000)	26,541	26,495	26,515	26,495	26,499
Number of shares at the end of the period ('000)	26,541	26,495	26,541	26,495	26,495
Number of shares fully diluted at the end of the period ('000)	26,568	26,495	26,568	26,495	26,530

**CONSOLIDATED BALANCE SHEET
ASSETS****2025/26**

Amounts in KSEK	Note	31/5 2026	31/5 2025	31/8 2025
ASSETS				
Goodwill		125,371	125,731	125,634
Other intangible assets		91,466	89,564	86,135
Total intangible assets	4	216,837	215,295	211,769
Right-of-use assets		30,008	10,995	8,248
Equipment, tools, fixtures and fittings		638	718	703
Total tangible assets	4	30,646	11,713	8,952
Other long-term receivables		4,139	4,086	4,084
Deferred tax assets		6,975	4,342	5,643
Total financial non-current assets		11,114	8,428	9,727
Total non-current assets		258,598	235,436	230,447
Current assets				
Trade and other receivables		27,657	27,313	33,398
Current tax assets		1,409	1,832	19
Other current receivables		847	1,855	1,940
Prepaid expenses and accrued income		7,181	7,148	7,781
Cash and cash equivalents		84,998	93,748	87,450
Total current assets		122,092	131,896	130,587
TOTAL ASSETS		380,690	367,332	361,034

CONSOLIDATED BALANCE SHEET

LIABILITIES AND EQUITY

2025/26

Amounts in KSEK	Note	31/5 2026	31/5 2025	31/8 2025
EQUITY AND LIABILITIES				
Equity				
Share capital		689	688	688
Other external capital		282,960	283,178	283,178
Reserves		-1,041	-190	-405
Retained earnings incl. profit/loss for the period		13,538	22,709	14,722
Total equity		296,147	306,385	298,182
Long-term liabilities				
Deferred tax liabilities		18,842	18,519	17,744
Long-term lease liabilities		23,344	4,184	3,665
Total long-term liabilities		42,186	22,703	21,409
Current liabilities				
Trade and other payables		13,325	12,532	18,209
Current tax liability		26	586	437
Accrued expenses and prepaid income		16,560	12,964	13,769
Short-term lease liabilities		7,326	7,863	5,334
Other current liabilities		5,120	4,298	3,693
Total current liabilities		42,357	38,244	41,442
TOTAL EQUITY AND LIABILITIES		380,690	367,332	361,034

CONSOLIDATED CASH FLOW STATEMENT**2025/26**

Amounts in KSEK	Note	Mar 26-May 26	Mar 25-May 25	Sep 25-May 26	Sep 24-May 25	FY 24/25
Operating activities						
Operating profit/loss (EBIT)		-1,853	-2,316	-1,542	-1,014	-10,886
Adjustments for items not part of cash flow						
LTIP		132	131	468	215	372
Depreciations and write-downs	4	15,253	14,749	45,474	45,746	60,672
Loss on disposal of equipment		0	0	102	0	0
Result of divestment		0	0	0	2,000	2,000
Interest received		479	563	1,495	2,394	2,949
Interest paid		-278	-126	-726	-453	-551
Tax paid		-859	-1,126	-1,766	-2,353	-2,705
Cash flow from operating activities before change in working capital		12,874	11,875	43,506	46,534	51,851
Change in current operating receivables		-2,250	629	7,226	604	-4,350
Change in current operating liabilities		6,907	3,486	-666	1,269	7,035
Change in working capital		4,657	4,115	6,561	1,873	2,685
Cash flow from operating activities		17,531	15,990	50,066	48,408	54,536
Investing activities						
Capitalized work		-15,115	-11,595	-43,705	-38,084	-46,666
Investments in tangible non-current assets		-102	-102	-252	-133	-328
Sales of tangible non-current assets		0	0	14	0	0
Divestment net cash impact		0	0	0	0	0
Cash flow from investing activities		-15,217	-11,697	-43,943	-38,218	-46,994
Free cashflow		2,314	4,293	6,123	10,190	7,542
Financing activities						
LTIP programs		-201	0	-201	0	0
Amortized leasing liabilities		-1,795	-2,872	-6,847	-8,712	-11,718
Dividend		0	0	0	-26,495	-26,495
Cash flow from financing activities		-1,996	-2,872	-7,047	-35,207	-38,213
Increase/decrease in cash and cash equivalents						
Cash flow for the period		318	1,421	-924	-25,017	-30,671
Effects of exchange rate changes		372	-3,209	-1,527	-3,070	-3,714
Opening cash and cash equivalents		84,308	95,536	87,450	121,835	121,835
Closing cash and cash equivalents		84,998	93,748	84,998	93,748	87,450

**CONSOLIDATED STATEMENT OF
CHANGES IN EQUITY****2025/26**

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Opening balance 1/9 2025	688	283,178	-405	14,720	298,182
Profit/loss for the period				-1,765	-1,765
Exchange rate differences		0	-636		-636
Total comprehensive income		0	-636	-1,765	-2,401
LTIP ¹	1	-202		468	268
Cumulative translation adjustment		-16	0	114	98
Closing balance 31/5 2026	689	282,960	-1,041	13,538	296,147

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Opening balance 1/9 2024	688	284,544	847	48,893	334,972
Profit/loss for the period				-1,269	-1,269
Exchange rate differences			-1,038		-1,038
Total comprehensive income			-1,038	-1,269	-2,307
LTIP ²		-1,366		1,580	215
Dividend				-26,495	-26,495
Closing balance 31/5 2025	688	283,178	-190	22,709	306,385

¹ The movement in Other External Capital represents issue costs for the 23–26 programme.

² A reallocation between Other External Capital and Retained Earnings related to the ongoing share savings programs was made during Q3 24–25 to better reflect the nature of the programs. From Q3 24–25 onwards, the share savings programs are consistently recognized under Retained Earnings.

CONDENSED INCOME STATEMENT

Amounts in KSEK	Mar 26-May 26	Mar 25-May 25	Sep 25-May 26	Sep 24-May 25	FY 24/25
Operating income	65,722	64,472	201,652	200,359	277,965
Operating expenses	-68,982	-67,152	-209,439	-200,256	-284,833
Depreciations & write-downs	-1,590	-4,191	-7,961	-12,825	-16,919
Operating profit/loss	-4,850	-6,871	-15,748	-12,722	-23,787
Financial items	625	-1,910	367	-5,694	10,136
Profit/loss before tax	-4,224	-8,781	-15,382	-18,416	-13,651
Appropriations (group contribution)	0	0	0	0	-20,030
Taxes	743	1,152	2,318	898	6,778
Profit/loss for the period	-3,482	-7,629	-13,064	-17,517	-26,903

The parent company has no items recorded as other comprehensive income, and total comprehensive income therefore corresponds with the profit/loss for the period.

CONDENSED BALANCE SHEET

Amounts in KSEK	31/5 2026	31/5 2025	31/8 2025
ASSETS			
Intangible assets	17,098	28,899	24,960
Tangible non-current assets	400	460	391
Financial non-current assets	26,735	26,100	25,393
Total non-current assets	44,233	55,459	50,744
Current assets	35,822	36,343	41,331
Cash and cash equivalents	74,277	82,773	77,896
TOTAL ASSETS	154,332	174,575	169,971
EQUITY AND LIABILITIES			
Restricted equity	689	688	688
Non-restricted equity	116,133	138,164	128,930
Total equity	116,822	138,852	129,618
Long-term liabilities	3,522	4,881	4,489
Current liabilities	33,987	30,842	35,863
TOTAL EQUITY AND LIABILITIES	154,332	174,575	169,971

Term	Description
Net sales	Total game revenue, drawn from In-app purchases and advertising sales. MAG records the full value of items sold as In-app purchases (mainly Apple and Google) and reports the platform share as Sales related costs. This is specified under the term Platform fee.
In-app purchases	The value of purchases made in an app through Google Play or Apple App Store or other such store.
Advertising sales	Net sales from ads in the games.
Activated costs for own account	Development work activated to the balance sheet. The company activates personnel costs, including social fees and other personnel related costs such as office space, for infrastructure to the games, games in soft launch and live games. Soft launch is the last development phase prior to global launch and the probability of a global launch is high. MAG has not had any write-downs of activated costs for own account since the company went public.
Platform fee	30% of the In-app purchases are costs to the platform, primarily Google Play and Apple App Store. Certain platforms offer a 15% discount for subscriptions, and currently also a discount of 15% for the first million USD of revenue for the year.
User acquisition	Marketing costs with direct connection to one of the games and with measurable effect and demands on ROI (return on investment). A common ROI requirement is to have the investment paid back as net revenues within six or nine months, and longer periods can be relevant in situations with strong retention and long term monetization.
Game contribution	Net sales generated from the games, including royalties, minus platform fees (primarily to Google and Apple) minus direct performance marketing (user acquisition).
EBITDA	Profit/loss before financial items, taxes, depreciation and write-downs.
Free cashflow	Cash flow from operating activities less cash flow from investing activities.
Equity/asset ratio	Equity end of period as a percentage of balance sheet total.
DAU	Average number of Daily Active Users for the days during the period. Calculated as the sum of DAU for the individual games in such a way so that a player that plays more than one game in one day is counted once per game.
MAU	Average number of Monthly Active Users over the months during the period. Calculated as the sum of MAU for the individual games in such a way so that a player that plays more than one game in one month is counted once per game. An average over the months in the period is calculated.
MUP	Average Monthly Unique Payers during the period is the total number of unique users that makes an In-app purchase in a game. Counted in such a way that a user that makes purchases in more than one game during the month is counted once per game. An average over the months in the period is calculated.
ARPDau	Daily average Net sales per daily active user (DAU). If nothing else is stated this is measured in US cents.

NOTES TO THE INTERIM REPORT

2025/26

Mar 26-May 26 Mar 25-May 25 Sep 25-May 26 Sep 24-May 25 FY 24/25

Amounts in KSEK

NOTE 1: DISTRIBUTION OF NET SALES

In-app purchases	29,787	34,514	96,698	105,074	143,620
Advertising income	35,514	28,454	103,617	93,923	131,847
Other	1	0	7	1	349
Total	65,302	62,968	200,322	198,998	275,816

NOTE 2: SALES RELATED COSTS

Platform fee	-8,526	-9,686	-27,142	-29,046	-40,478
Server costs	-4,550	-4,318	-12,633	-16,014	-20,058
Other sales related costs	-765	-702	-2,089	-3,194	-3,865
Total sales related costs	-13,841	-14,706	-41,864	-48,255	-64,402

NOTE 3: GAME CONTRIBUTION**Group**

In-app purchases	29,787	34,514	96,698	105,074	143,620
Advertising income	35,514	28,454	103,617	93,923	131,847
Other net sales	1	0	7	1	349
Net sales	65,302	62,968	200,322	198,998	275,816
Platform fee	-8,526	-9,686	-27,142	-29,046	-40,478
User acquisition	-18,071	-12,728	-51,438	-37,866	-72,220
Game contribution	38,705	40,554	121,742	132,086	163,118

Mar 26-May 26 Mar 25-May 25 Sep 25-May 26 Sep 24-May 25 FY 24/25

Amounts in KSEK

NOTE 4: DEPRECIATION AND WRITE-DOWNS OF TANGIBLE AND INTANGIBLE NON-CURRENT ASSETS

Right-of-use assets	-1,893	-2,708	-6,764	-8,231	-10,939
Equipment, tools, fixtures and fittings	-72	-306	-336	-1,187	-1,395
Intellectual properties	-1,565	-1,565	-4,695	-6,695	-8,260
Own work capitalized	-11,723	-10,170	-33,679	-29,633	-40,079
Total	-15,253	-14,749	-45,474	-45,746	-60,672

NOTES TO THE INTERIM REPORT

2025/26

Mar 26-May 26 Mar 25-May 25 Sep 25-May 26 Sep 24-May 25 FY 24/25

Amounts in KSEK

NOTE 5: ADJUSTED NET SALES, PERSONNEL COSTS, EBITDA, EBIT AND PROFIT/LOSS

Net sales	65,302	62,968	200,322	198,998	275,816
Ad revenue from divested operations (Primetime)	0	0	0	-2,406	-2,406
Total adjustments of net sales	0	0	0	-2,406	-2,406
Adjusted Net sales	65,302	62,968	200,322	196,592	273,410
Organic growth	4%		2%		
Personnel costs	-30,454	-27,344	-89,181	-84,154	-108,110
Personnel costs from divested operations (Primetime)	0	0	0	2,386	2,386
Total adjustments of personnel costs	0	0	0	2,386	2,386
Adjusted personnel costs	-30,454	-27,344	-89,181	-81,768	-105,724
FTE	101	94	101	98	98
Adjustment FTE divested operations	0	0	0	-3	-3
Adjusted FTE	101	94	101	95	95
EBITDA	13,400	12,432	43,932	44,732	49,786
Total adjustments of net sales	0	0	0	-2,406	-2,406
Total adjustments of personnel costs	0	0	0	2,386	2,386
Other costs from divested operations (Primetime)	1	10	12	2,104	2,104
Loss from divestment (Primetime)	0	0	0	2,000	2,000
Total adjustments of EBITDA	1	10	12	4,084	4,084
Adjusted EBITDA	13,401	12,442	43,944	48,816	53,870

NOTES TO THE INTERIM REPORT CONTO.

2025/26

	Mar 26-May 26	Mar 25-May 25	Sep 25-May 26	Sep 24-May 25	FY 24/25
Amounts in KSEK					
COND. NOTE 5: ADJUSTED NET SALES, PERSONNEL COSTS, EBITDA, EBIT AND PROFIT/LOSS					
EBIT	-1,853	-2,316	-1,542	-1,014	-10,886
Total adjustments of EBITDA	1	10	12	4,084	4,084
Depreciations from divested operations (Primetime)	0	0	0	2	2
Write down of IP	0	0	0	667	667
Total adjustments of EBIT	1	10	12	4,753	4,753
Adjusted EBIT	-1,852	-2,306	-1,530	3,739	-6,133
Profit/loss for the period	-1,593	-3,551	-1,764	-1,269	-9,414
Total adjustments of EBIT	1	10	12	4,753	4,753
Financial items from divested operations (Primetime)	0	0	-3	1	1
Tax effect on adjustments	-0	-2	-2	-979	-979
Total adjustments of the profit/loss for the period	1	8	7	3,775	3,775
Adjusted profit/loss for the period	-1,592	-3,543	-1,757	2,506	-5,639
Adjusted earnings per share	-0.06	-0.13	-0.07	0.09	-0.21

GOOD TIMES