MAXIMUM™

ENTERTAINMENT

INTERIM REPORT | Q2 2024

TODAY'S PRESENTERS

CEO & CFO

CHRISTINA SEELYE

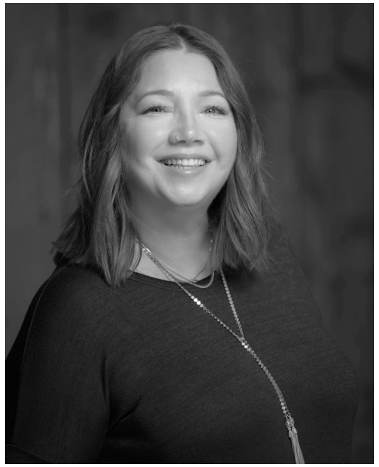
CEO

CEO since 2022, CEO and founder of Maximum Games

Shareholding: 6,369,954 B-shares
1,000,000 A-shares

Experience:

- Software industry: +20 years
- Video game industry: ~10 years
- Founder of Elibrium (sold to Avanquest Software), Rhino Group and Maximum Games (acquired by Zordix in 2021)



DEBORAH BELLANGÉ

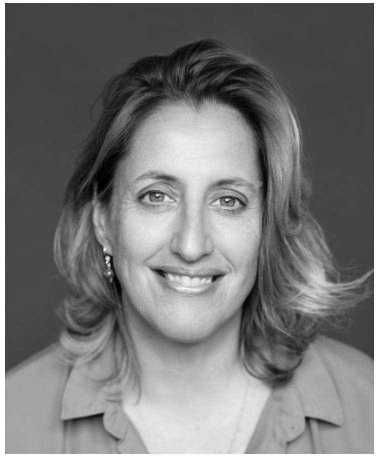
CFO

CFO since June 2023

Shareholding: 28,000 B-shares

Experience:

- Leadership in Global finance: +20 years experience
- Entertainment industry: +20 years



WHO IS MAXIMUM ENTERTAINMENT?

Maximum Entertainment is a global entertainment company dedicated to crafting indie to AA video game experiences through original content and licensed partnerships. A fully integrated group with a broad portfolio of content, the company emphasizes collaboration and inclusivity in its partnerships to produce the highest level of interactive entertainment. With more than 300 titles in its catalog, Maximum Entertainment has joined forces with talented creators and renowned franchises around the globe to deliver magic to the gamer in everyone. Maximum Entertainment employs experienced professionals across the entire value chain of video games including development, publishing, transmedia, sales, and operations. Visit Maximum Entertainment at www.maximument.com.

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AT A GLANCE – Q2 2024

Maximum Entertainment Portfolio Delivers in Q2

Net Sales
17.4 MEUR

EBITDA / Adjusted EBITDA
4.1 / 1.4 MEUR

Share of Owned IP
14%

Gross Margin
34%

Adjusted EBITDA Margin
8%

Total Headcount
192

**EBITDA includes 2.7M Euros of EO adjustment posted in Q2*

SIGNIFICANT EVENTS

Highlights

GAME LAUNCHES

- Double Dragon Gaiden: Rise of the Dragons free DLC “Sacred Reunion”
- Hammerwatch II on PS4 and Xbox Series X|S
- Whisker Waters on PC, Nintendo Switch, and PlayStation 5.
- Smalland: Survive the Wilds VR on Meta Quest.
- Morbid: The Lords of Ire on all major platforms.
- Sunnyside on PC.
- Until Then on all major platforms.

UPDATES

- Announcement of Wild Bastards launch on September 12
- Steam Next Fest launches with demos for Maximum Football, Diesel Legacy: The Brazen Age, Wild Bastards, and Selfloss
- Partnership with Mob Entertainment to sub-publish Poppy Playtime Triple Pack to retail.

CORPORATE

- Change of liquidity provider to Pareto Securities AB.
- Maximum Entertainment publishes 2023 Annual Report.
- Board resolution on two directed share issues as earn-out payments for Maximum Games and Merge Games.
- Annual General Meeting held:
  - Bart Reefman was elected as a new member of the Board of Directors.
  - Petter Hjertstedt was elected as the new Chairman of the Board.
  - The Board of Directors’ resolutions on directed share issues to the sellers as earn-out payments for Maximum Games and Merge Games were not approved.

AFTER THE QUARTER

- Launch of Hot Lap Racing on PC and consoles
- Partnership with Brimstone to publish Overthrown
- Maximum Entertainment heads to Gamescom with highly anticipated lineup
- Chairman Petter Hjertstedt announces intention to resign
- Announcement of Extraordinary General Meeting to be held on September 9, 2024
- Sub-publishing deal with Mob Entertainment to bring Poppy Playtime bundle to PS5
- Squirrel With a Gun Launch

AN EVER-GROWING PORTFOLIO OF DIVERSE TITLES

Titles Released on Time, More Deals Announced

Owned IPs

Smalland: Survive the Wilds VR Launch

- Expanded successful IP to new revenue channels
- Released on May 2nd

Morbid: The Lords of Ire Launch

- Souls-like Action RPG
- Released on May 17th

Publishing

SunnySide Launch

- Cozy life- and farm-sim
- Released on June 14th

Until Then Launch

- Reached Overwhelmingly Positive rank in 1 week on Steam
- Released on June 25th

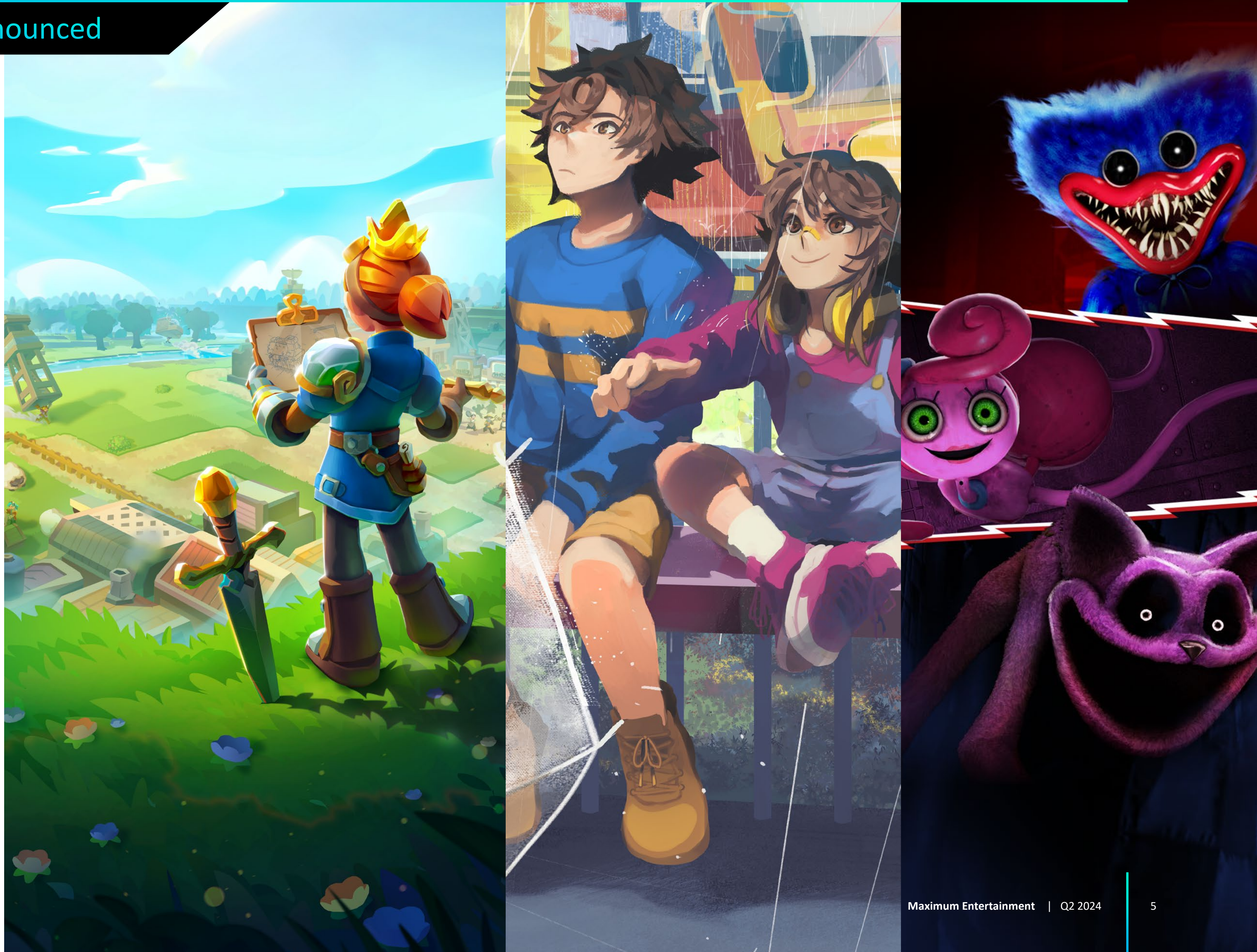
After the Quarter

Overthrown Publishing Deal

- Partnership with Brimstone on Co-op Builder Game

Poppy Playtime Bundle Announced

- Sub-publishing deal with Mob Entertainment



A STRENGTHENED FINANCIAL POSITION

Stronger Balance Sheet, Improved Gross Margin

Strengthened Balance Sheet

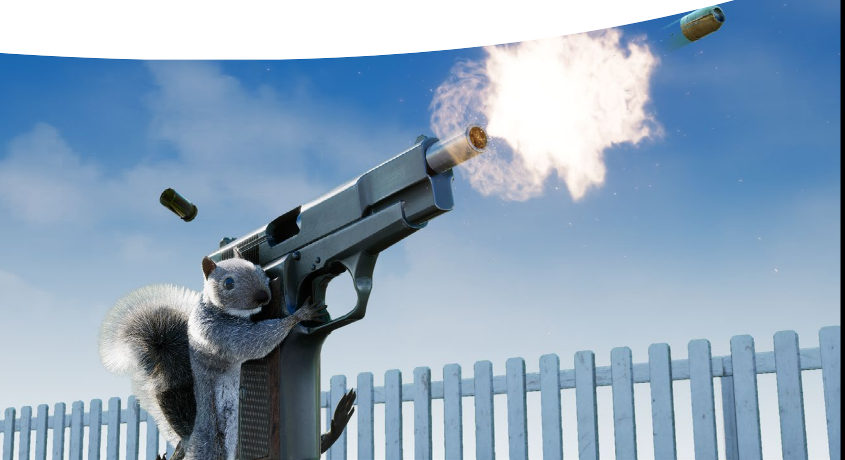
- Reevaluated liabilities related to earn-outs, resulting in 2.7M Euros in Other Operating Income

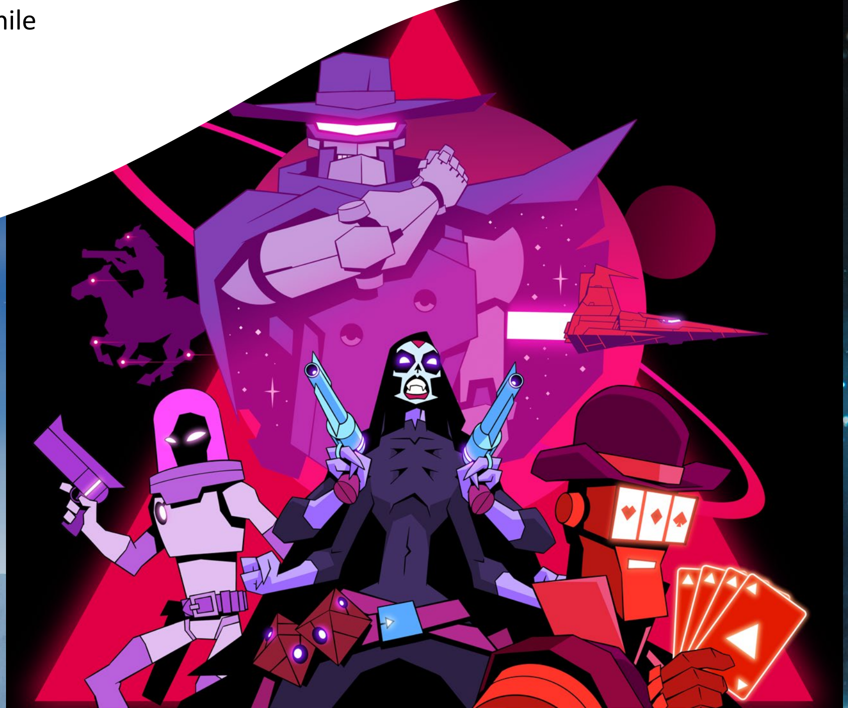
Strong Catalog Improves Margins

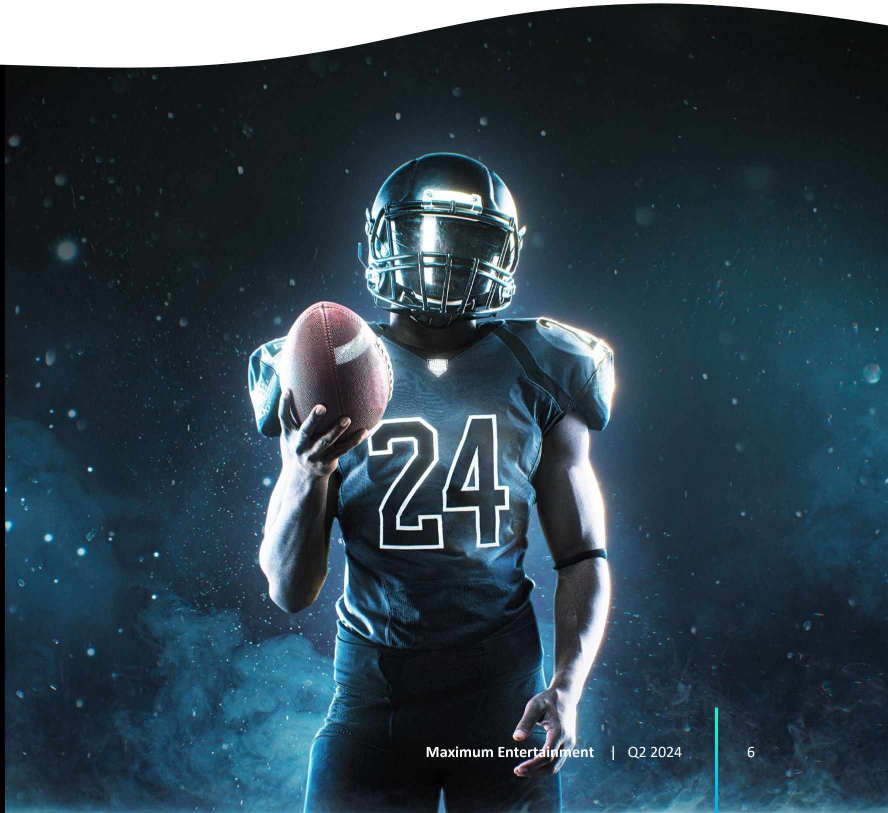
- Despite the launch of two strong Owned IP titles in Q2 2023, Gross Margin still increased from 29% to 34% YoY in Q2 2024.
- YTD Adjusted EBITDA is up 15% to KEUR 3,201 against H1 2023
- Softer revenue YoY is due to release calendar being more focused on H2 this year. Cost reductions allow for better margins while maintaining ambitious roadmap.

An Exciting Lineup in Q3 and Q4

- Owned IP titles Maximum Football and Diesel Legacy: The Brazen Age scheduled to release before the end of year
- Publishing titles Squirrel With a Gun and Overthrown have already garnered significant following and are set to release in the Fall







QUARTERLY FINANCIAL PERFORMANCE

Snapshot

STATEMENT OF COMPREHENSIVE INCOME

in ,000's of Euros	Note	4/1/24 6/30/24	4/1/23 6/30/23	1/1/24 6/30/24	1/1/23 6/30/23	1/1/23 12/31/23
Net Sales	5	17,354	23,884	37,253	40,247	99,860
Cost of Sales		-11,398	-16,997	-25,027	-28,469	-67,973
Gross Profit		**5,956**	**6,887**	**12,226**	**11,779**	**31,887**
Research and Development (R&D)	6	-1,589	-824	-3,736	-1,294	-5,289
Sales and Marketing		-2,207	-2,557	-4,378	-4,749	-10,354
General and Administration		-2,564	-2,281	-5,174	-4,750	-19,862
Other operating income	7	2,709	24	2,721	89	9,990
Other operating expenses		–	-64	–	-157	-12,935
Total Operating expenses		**-3,651**	**-5,702**	**-10,567**	**-10,861**	**-38,448**
Operating Profit (EBIT)		**2,305**	**1,185**	**1,659**	**918**	**-6,561**
Financial income	8	–	0	1,524	0	0
Financial expenses	9	-2,888	-809	-4,938	-2,575	-9,636
Financial items - net		**-2,888**	**-809**	**-3,413**	**-2,575**	**-9,635**
Profit before Income tax		**-584**	**377**	**-1,754**	**-1,657**	**-16,197**
Deferred income tax		149	438	129	434	220
Current income tax		-270	-197	-595	-340	-1,481
Profit for the period		**-704**	**617**	**-2,221**	**-1,562**	**-17,458**
Earnings per share, before dilution (EUR)		-0.01	0.01	-0.04	-0.04	-0.34
Earnings per share, after dilution (EUR)		-0.01	0.01	-0.04	-0.04	-0.41

COMMENTARY

- Q2 2023 included the full launch impact of two of our most popular Owned IP titles to-date, Smalland: Survive the Wilds and Bramble: The Mountain King.
- Net Sales for the quarter amounted to KEUR 17,354 down from KEUR 23,884 from prior year due to the different launch calendar, as our 2024 Net Sales will reflect the packed launch schedule in the second half of the year.
- Our year-to-date Adjusted EBITDA remains up 15% to KEUR 3,201 against the same period last year, despite a seemingly softer Q2 2024 at KEUR 1,428 compared to Q2 2023's exceptional KEUR 2,335.
- Much of this year-to-date uplift comes from margin improvements, with gross margin up 34% in Q2 2024 vs 29% for prior year.

QUARTERLY FINANCIAL PERFORMANCE

Snapshot

STATEMENT OF COMPREHENSIVE INCOME

in ,000's of Euros	Note	4/1/24 6/30/24	4/1/23 6/30/23	1/1/24 6/30/24	1/1/23 6/30/23	1/1/23 12/31/23
Profit for the period		-704	617	-2,221	-1,562	-17,458
Other Comprehensive Income for the period						
Items that may be reclassified to profit or loss						
Exchange differences on translation of foreign operations		479	-469	-911	-249	1,753
Other Comprehensive Income for the period		479	-469	-911	-249	1,753
Total Comprehensive Income for the period		-225	148	-3,131	-1,811	-15,704
Profit for the period attributable to:						
Owners of the parent company		-704	617	-2,221	-1,562	-17,458
Total comprehensive income for the period attributable to:						
Owners of the parent company		-225	148	-3,131	-1,811	-15,704

BALANCE SHEET

Comments

STATEMENT OF FINANCIAL POSITION

in ,000's of Euros	Note	6/30/24	6/30/23	12/31/23	opening 1/1/23
ASSETS					
Non-current assets					
Intangible assets					
Capitalized expenditure for development work and similar work	10	33,573	22,818	29,264	15,804
Trademarks		401	450	417	483
Licenses		88	108	71	94
Goodwill	11	70,311	90,379	68,840	90,559
Total intangible assets		**104,373**	**113,756**	**98,593**	**106,940**
Property, plant and equipment					
Right-of-use assets		3,866	4,351	4,156	4,775
Equipment, tools, fixtures and fittings		876	1,009	942	1,005
Total property, plant and equipment		**4,742**	**5,361**	**5,098**	**5,780**
Non-current financial assets					
Other non-current receivables		44	149	29	44
Total non-current financial assets		**44**	**149**	**29**	**44**
Deferred tax assets		1,016	544	722	79
Total non-current assets		**110,175**	**119,810**	**104,441**	**112,843**
Current assets					
Inventories		9,048	13,744	8,922	13,932
Accounts receivable		10,014	12,097	18,822	18,507
Current tax receivables		561	746	250	756
Other receivables		1,533	760	1,392	601
Prepayments and accrued income		3,131	5,183	3,675	4,375
Cash and cash equivalents		5,576	8,796	6,470	9,032
Total current assets		**29,864**	**41,326**	**39,531**	**47,202**
Total Assets		**140,039**	**161,136**	**143,972**	**160,045**

COMMENTARY

- Capitalized expenditure includes 7.4M of investment in games made during the first half of the year, fueling our upcoming launches. In addition to amortization of investments in launched games, it includes impact of the 815K Euro impairment on games booked in Q1.
- Inventories are down 4.7M against prior year Q2 inventories and Receivables are down 2M as the group drives cash generation and profitability.

BALANCE SHEET

Comments

STATEMENT OF FINANCIAL POSITION

in ,000's of Euros	Note	6/30/24	6/30/23	12/31/23	*opening* 1/1/23
EQUITY AND LIABILITIES					
Equity					
Share capital		455	455	455	385
Other contributed capital		76,159	76,134	76,159	67,036
Reserves		843	-249	1,753	–
Retained earnings		-17,743	-520	-285	6,127
Profit or loss for the period		-2,221	-1,562	-17,458	-6,544
Equity attributable to owners of the parent company		**57,494**	**74,258**	**60,625**	**67,003**
Total equity		**57,494**	**74,258**	**60,625**	**67,003**
Liabilities					
Non-current liabilities					
Borrowings non-current	12	33,606	27,587	29,764	3,955
Lease liabilities L/T		3,246	3,821	3,546	4,207
Other non-current liabilities	12	17,632	29,571	21,241	40,781
Deferred tax liabilities		1,176	1,315	1,050	1,359
Total non-current liabilities		**55,660**	**62,294**	**55,600**	**50,302**
Current liabilities					
Borrowings	12	9,222	5,796	7,893	12,545
Lease liabilities S/T		820	671	782	672
Accounts payable		6,029	10,814	8,642	13,593
Current tax liabilities		524	923	384	1,297
Other current liabilities		8,820	4,736	7,960	11,492
Accruals and deferred income		1,470	1,645	2,085	3,139
Total Current Liabilities		**26,885**	**24,584**	**27,746**	**42,739**
Total Liabilities and Equity		**140,039**	**161,136**	**143,972**	**160,045**

COMMENTARY

- The group made adjustments to its projections for Earn Outs, resulting in a 2.7M drop in long term liabilities.

KEY TAKEAWAYS – Q2 2024

Strengthened Balance Sheet and Ever-Growing Portfolio

01

No major releases this quarter, but further additions to a diversified portfolio. Major releases last year were concentrated on Q2 2023, while this year's are scheduled for Q3 and Q4.

02

We have strengthened our balance sheet, especially with a reevaluation of liabilities related to earnouts.

03

Year-to-date Adjusted EBITDA is up and we are on track to meet our targets for the year, while continuing to explore cost reductions and work within our cash constraints.

MAXIMUM™
ENTERTAINMENT

Q & A