

RAKETECH

Q3 2022 Report Presentation

RAKETECH

Q3 2022

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Oskar Mühlbach
Chief Executive Officer



Måns Svalborn
Chief Financial Officer

Q3 Financial highlights

CONTINUOUS MOMENTUM AND STRONG FINNISH

- 35% growth
- 14.2% organic growth
- EBITDA margin at 37.1%
- Activity end of quarter picked up as expected
- Solid contribution from Sub-affiliation
- US ok, but most of season ahead (Sept-Feb)
- Tough comparison due to 2021 covid boost and Finish and Dutch new market regulations

OUTLOOK October - revenues EUR 5.0m

- Sub-affiliation going strong
- Organic momentum across the board with ROW standing out
- Increased investments into the US and AffiliationCloud

13.0m

REVENUE

Y +34.9%
Q +14.9%

4.8m

EBITDA

Y +17.3%
Q +27.0%

14.2%

ORG. GROWTH

Q +14.9%

0.05

EUR EPS

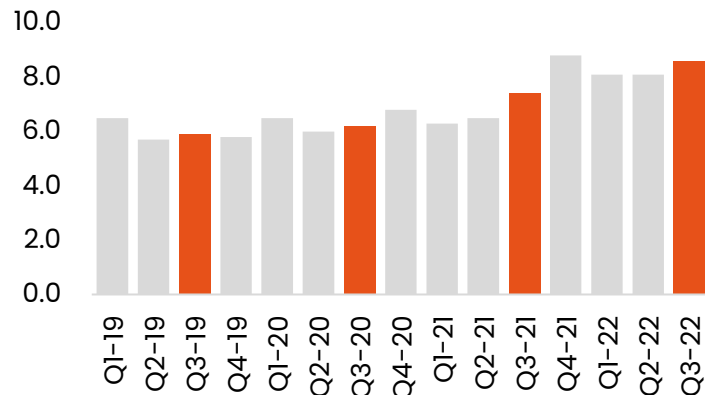
Y +6.2%
Q +67.0%

Q3 Operational highlights

Affiliation marketing

Performance marketing and lead generation provided for operators via Raketechnology owned assets. CPA, Revshare, Listing fees

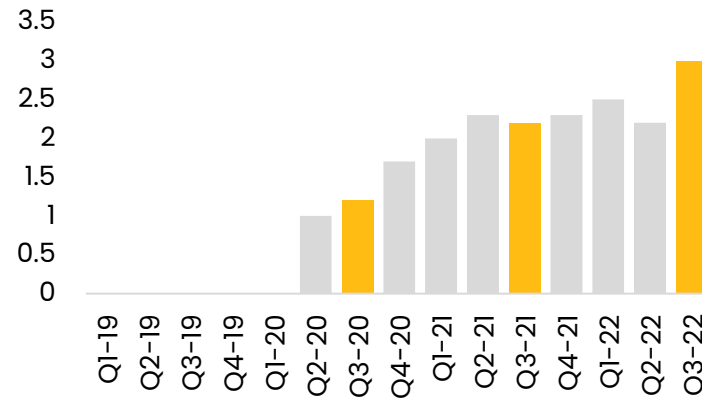
- **18% growth YoY**
- **Strong organic momentum**
- **Infinileads handed over to central team**
- **RT Casinofeber team in place, handover in progress**



Sub-affiliation

SaaS and managed solutions for administration, data analytics, reporting, payments and compliance for affiliates and operators. Commission + fees

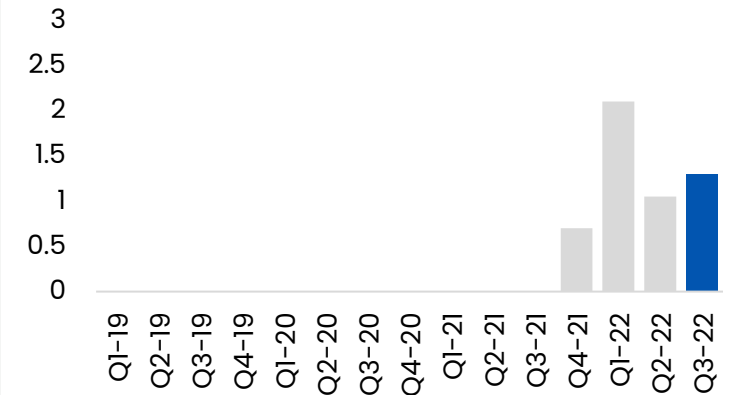
- **39% growth YoY**
- **20 AC clients**
- **SBC Product Innovation of the Year 2022**



Betting tips and advice

Consumer services, tailored sports data insights, analytics and predictions for engaged bettors. Subscription fees and win-share

- **∞ growth Yoy (new segment)**
- **Traffic ATH**
- **Win-share underperforming**
- **Sports season from Sep-Feb**



Expected drivers during H2, high season

- Important factors expected to affect H2



Sports boost

US sports season, Sept-Feb
FIFA World Cup in November

→ **Majority ahead of us!**



Organic growth

Full year with 2021 acquisitions
Strong organic momentum,
AffiliationCloud

→ **Capacity constraints on
AffiliationCloud**



Increased EBITDA

Baselevel cost stable
Acquisition synergies materializing
High margin Casino season

→ **Continuous investments
and market mix effects**

Organic growth drivers 2023 and onwards

FLAGSHIPS

Popular, established brands with excellent commercial track record and critical size and good margins.
Strategic product and market variety

- **Increased and dedicated teams**
- **Accelerated product road maps**
- **New market entries**
- **Media/coop budgets**



LatAm, South of Europe, slots specialist (casino)



Swedish authority within casino comparison



Multi-market casino offer comparisons



Multi-market popular TV-guide for sports nerds. Including statistics etc.

US AFFILIATION

Our well established, popular and large assets in the US have yet to monetize from affiliation. Assets are today built around tipster services, which we will continue, but also add traditional affiliation as extended service.

- **Dedicated efforts and resources**
- **Tight collaboration global/local**
- **CRM investments**
- **Appr 2m unique users in Sept.**



Well established and popular handicapper platform



Predictions for every game for every major sports in America – every day!



Stats and important data for all American sports

AFFILIATION CLOUD

A unique proprietary platform and marketplace for iGaming Operators and Affiliates. We take care of all administration, statistics/analytics and provide access to a world of commercials.

- **Dedicated full organization**
- **Launch non-beta version**
- **Global sales tour**
- **Additional features**

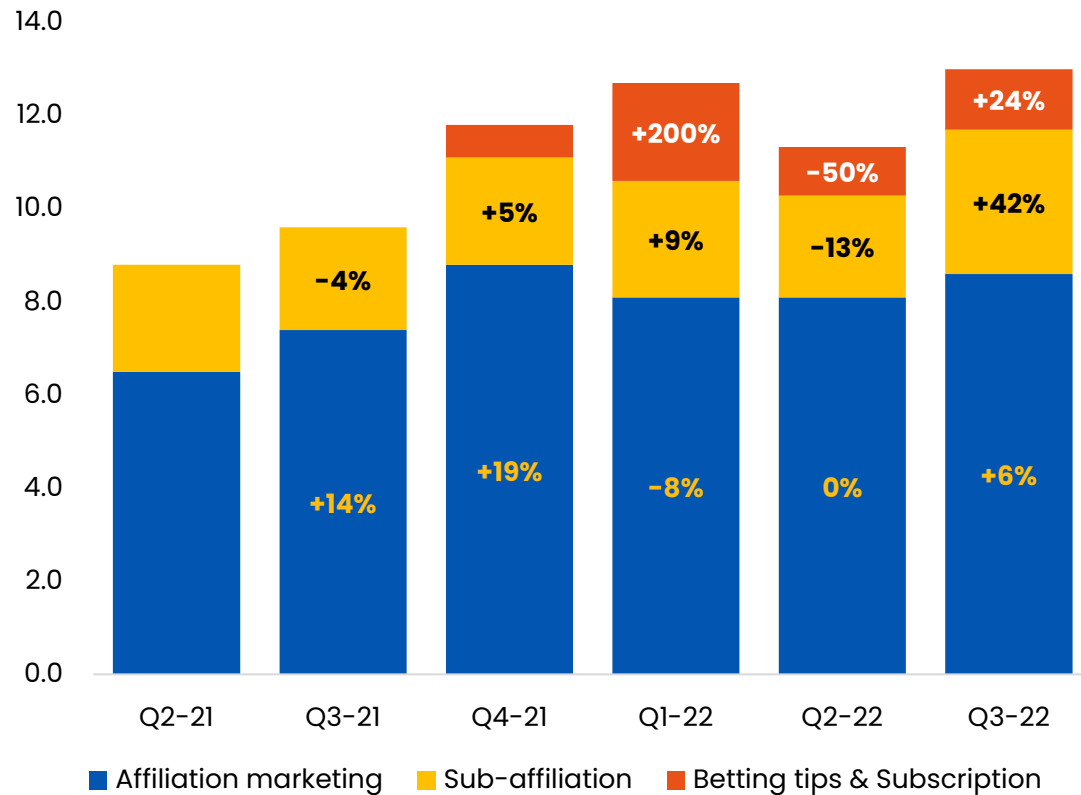


Financials Q3 2022

Q3 performance overview

Revenue streams

EUR million



Product overview

Q3 2022	% of total revenues	Growth Q vs. Q	Growth YoY	Expected quarterly EBITDA % interval *
Affiliation marketing	67%	+6%	+18%	60-80%
Sub-affiliation	23%	+42%	+39%	10-20%
Betting tips & Subscription	10%	+24%	+1118%	5-40%

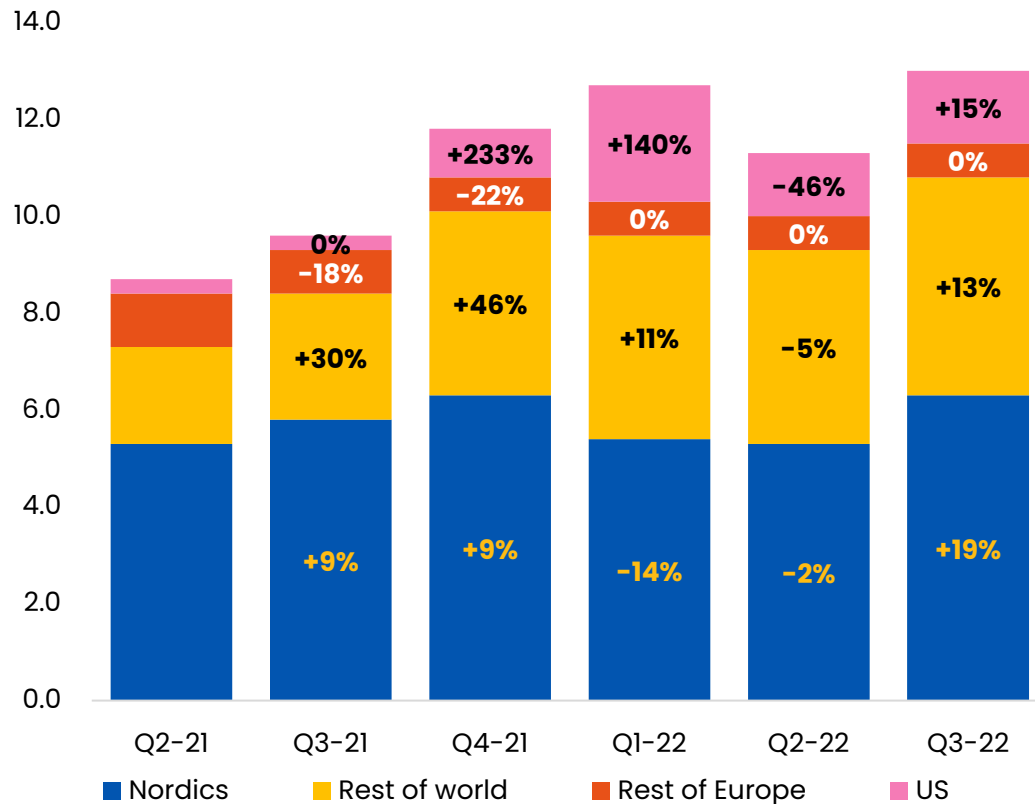
* Excluding overhead costs

- Growth for **affiliation marketing** as an effect of seasonality and improved performance with a solid EBITDA margin
- **Sub-affiliation** increase with higher activity and added revenues from AffiliationCloud
- **Betting tips & subscription** entered the US high season towards the end of Q3
- Sub-affiliation and betting tips & subscription grow as share of total revenues, **leading to a better risk balanced portfolio with a somewhat dampening effect on Group EBITDA margin**

Geographic diversification

Geographic diversification

EUR million

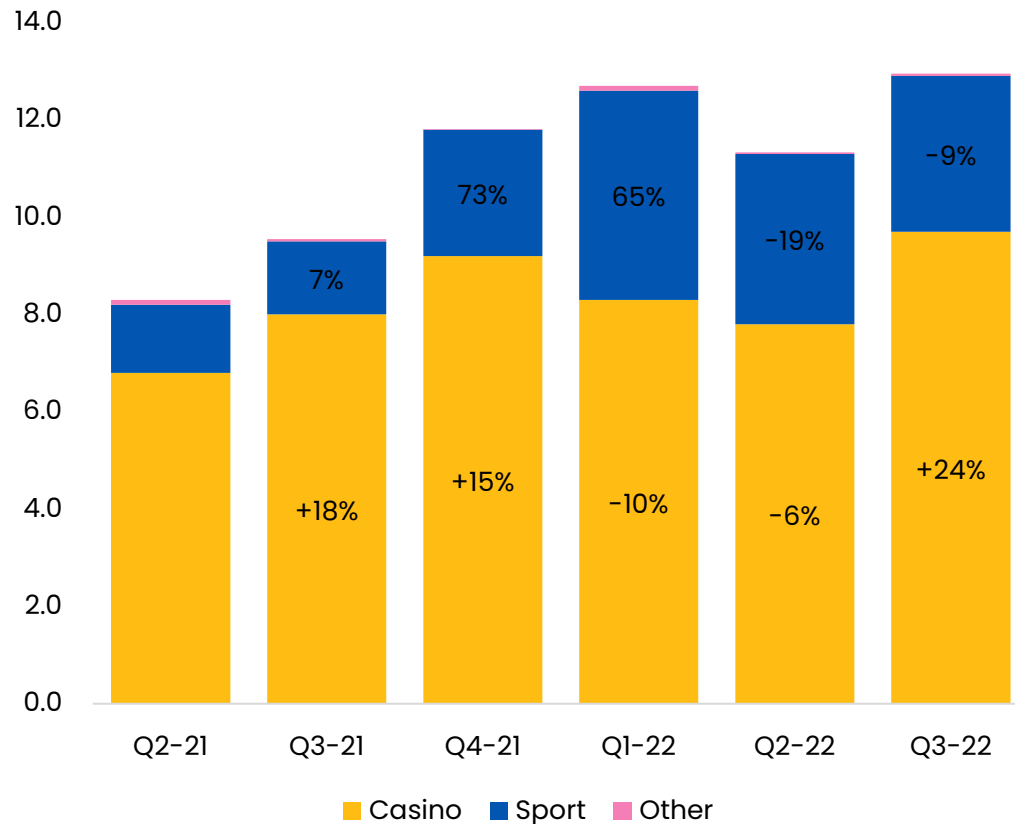


- **Nordics seeing expected seasonality effect and improved performance as well as added revenues from AffiliationCloud**
 - Sweden growing Q vs. Q
 - Finland still stable Q vs. Q
- **Rest of World continues with positive trend**
 - Higher activity within Network
 - Casumba continues to grow
 - LATAM showing progress but from small volumes
- **Rest of Europe stable**
 - Infinileads assets handed over to Raketech operations leading to improved cash flow as majority of earnout settled
- **US gearing up for high season**
 - Activity looking promising but win share performance somewhat below expectations

Vertical diversification

Vertical split

EUR million



Sport revenues at 25% of total revenues, +100% from last year

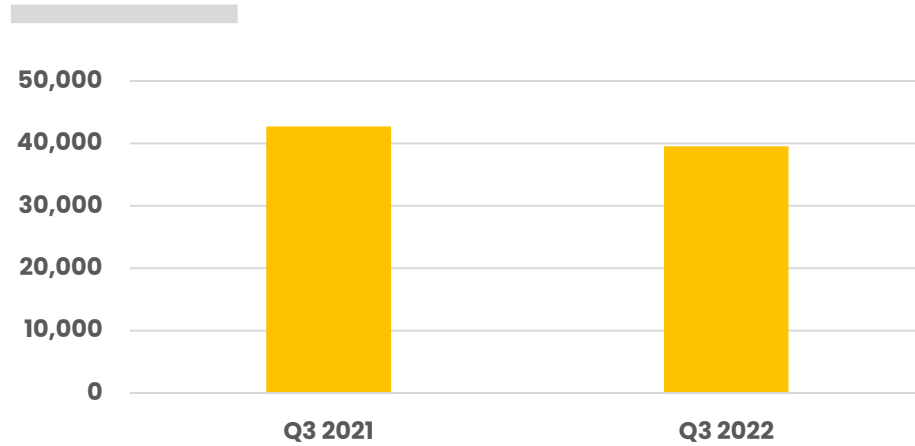
- An increase of +100% from last year through 2021 acquisition of US focused sport assets
- A decrease of 9% Q vs. Q, positively affected by the start of the US sport season, however offset by a shift of revenues within sub-affiliation from sport to casino revenues

Casino revenues at 75% of total revenues

- An increase with +24% Q vs. Q
 - seasonality effects and improved performance for affiliation marketing assets
 - Higher share of casino revenues within sub-affiliation

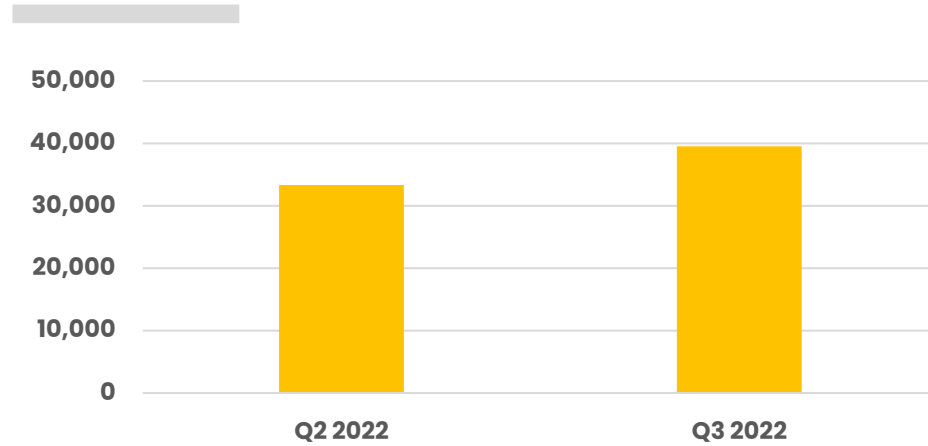
NDC development

Q3 2021 vs. Q3 2022



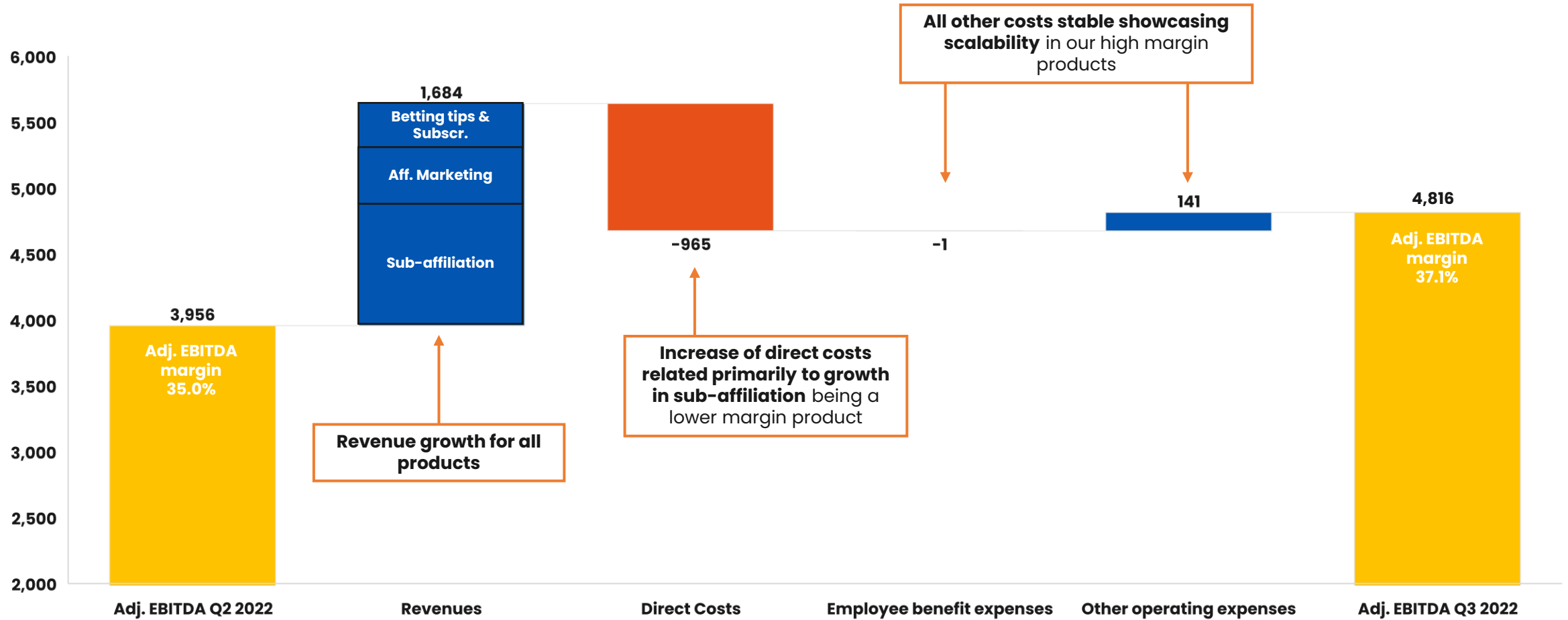
- Active strategy to focus on brands that generate high value leads

Q2 2022 vs. Q3 2022

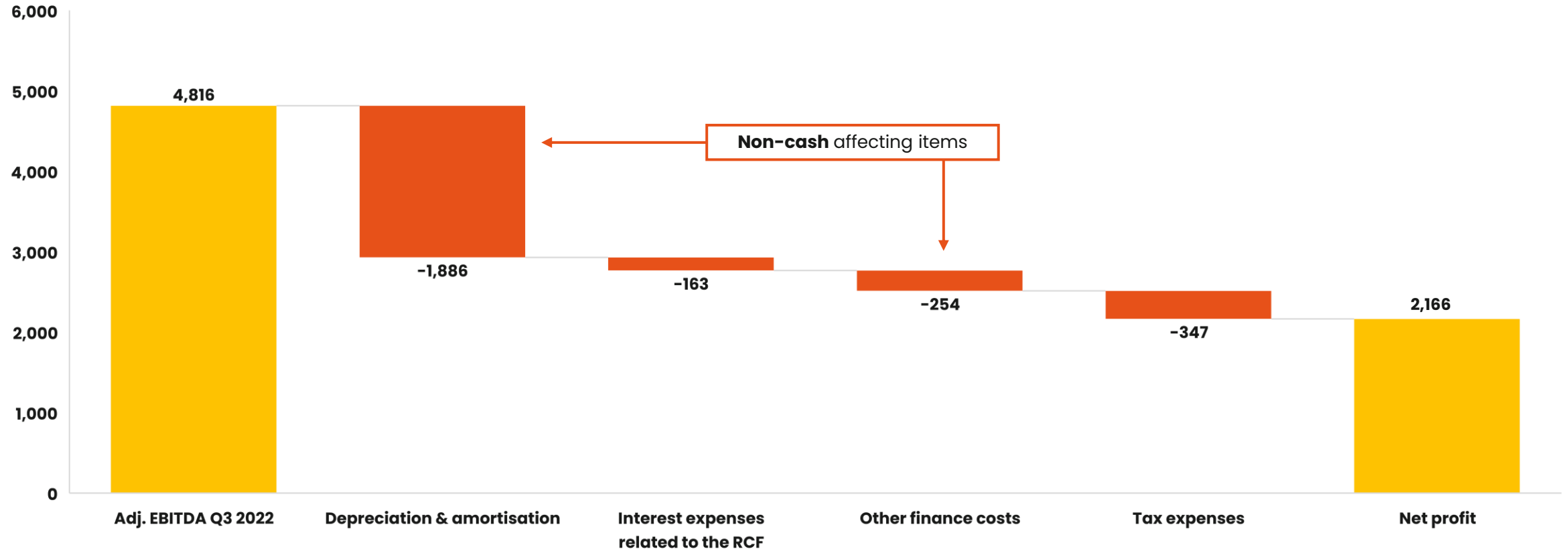


- Growth as an effect of improved performance and seasonality for affiliation marketing and sub-affiliation

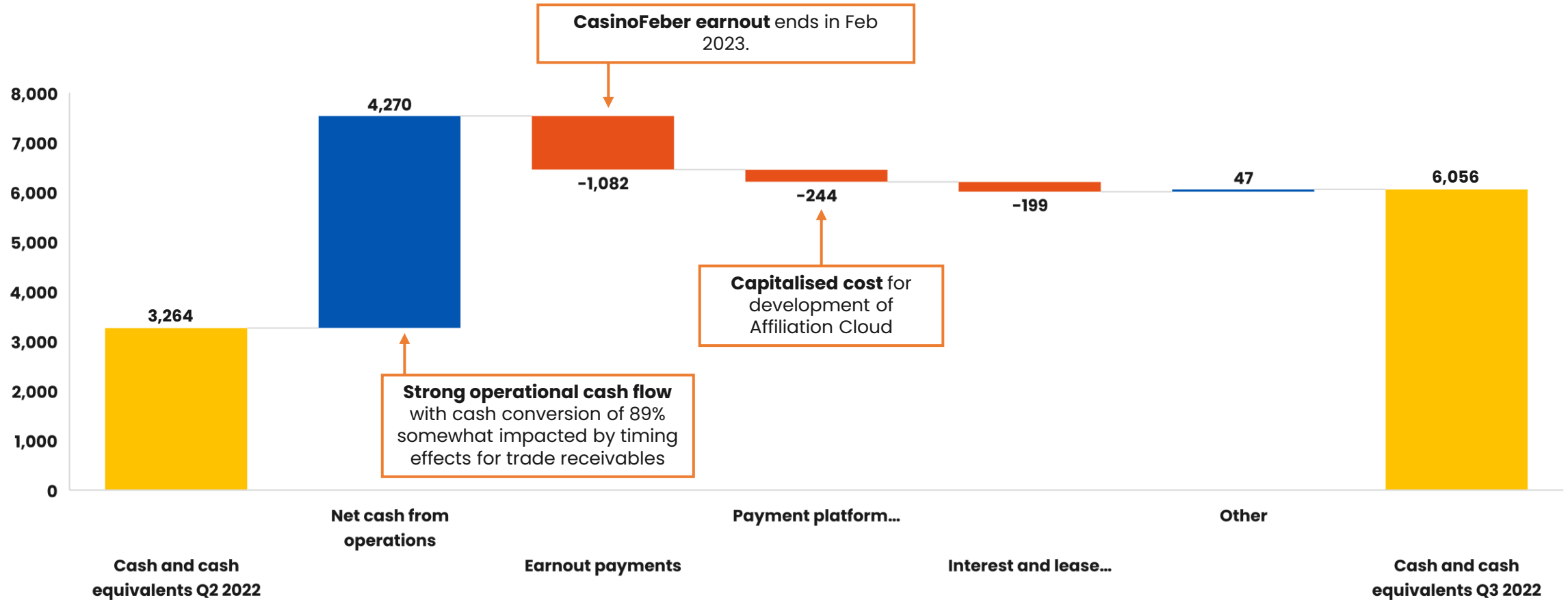
EBITDA build up



EBITDA to Net Profit - Non-cash items



Cash flow bridge Q2 vs. Q3 2022



Key takeaways

"Yet another stable quarter, in which our diversified strategy continues to pay off"

Financials

- Revenues of EUR 13.0m
- 35% revenue growth YoY
- Organic growth 14.2% YoY
- EBITDA of EUR 4.8m
- EBITDA Margin at 37.1%

KPIs and Milestones

- US 11.5% of total (+360% YoY)
- Non-Nordic revenues 51%
- Sports 25%, (109% YoY)

Outlook and way forward

- September revenues EUR 5.0m
- Reiterated 2022 guidance on revenue
- Margin guidance slightly under 40%

- US sports season and FIFA World Cup
- Casino High Season
- AffiliationCloud growth acceleration

Q&A

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Thank you!