

RAKETECH

Q1 2022 Report Presentation

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Q1 2022

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Oskar Mühlbach
Chief Executive Officer



Måns Svalborn
Chief Financial Officer

Q1 Financial highlights

- ATH REVENUES WITH US SPORTS LEADING THE WAY

- Revenue All Time High
- Stable organic growth
- Accelerated growth investment

OUTLOOK April - revenues EUR 3.8m

- US tipster advisory slow season
- Finland stable but on lower level
- Strong or stable momentum in all other parts
- Q2 EBITDA expected to be sub 40%

- Annual financial goals for the year unchanged
 - High end of Revenue span (EUR 50-55m)
 - Low end of Margin span (40-44%)

12.7m

REVENUE

Y +53.3%
Q +7.2%

5.1m

EBITDA

Y +58.6%
Q -6.7%

+6.8%

ORG. GROWTH

Q -4.3%

0.05

EUR EPS

Y +78.6%
Q -21.8%

Q1 Operational highlights

- LOWERED RISK AND INCREASED GROWTH OPPORTUNITY THANKS TO DIVERSIFICATION

- US revenues increased with 380% YoY
- Sports revenues increased with 208% YoY
- Non-Nordic revenues increased with 152% YoY
- Subscription revenues 17% of group total
- US second largest market during Q1
- Stable organic growth from existing SE assets, offset by Casinofeber slight decline
- 2021 acquisitions showing 35-85% growth
- IBG Affiliate Employer of the year (second year in a row)

>34%

SPORTS

208% annual growth

>57%

NON-NORDIC

Up from 35% last year

17%

SUBSCRIPTION

Consumer betting tips and betting advisory services, in the US

>19%

US REVENUES

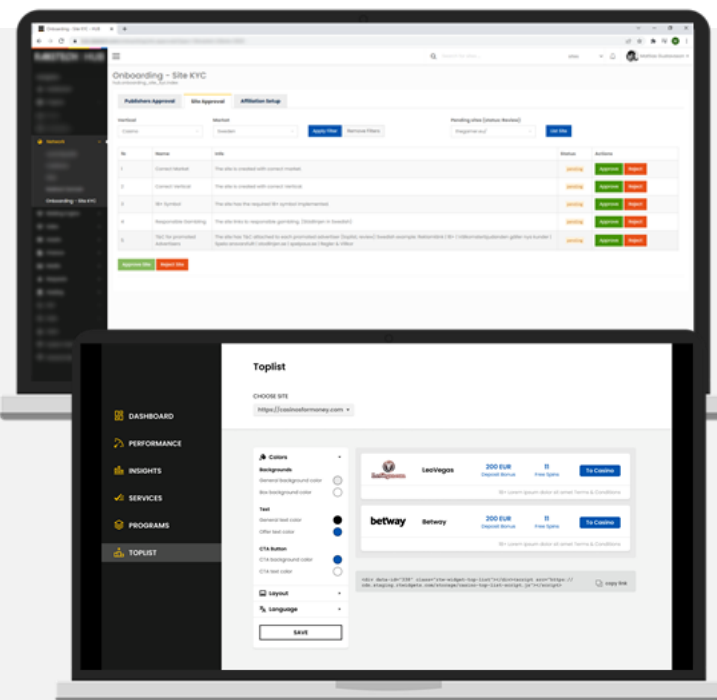
According to expectations



- A UNIQUE ONE-STOP-SHOP FOR OPERATORS AND AFFILIATES



Affiliate Product Innovation
of the Year 2021

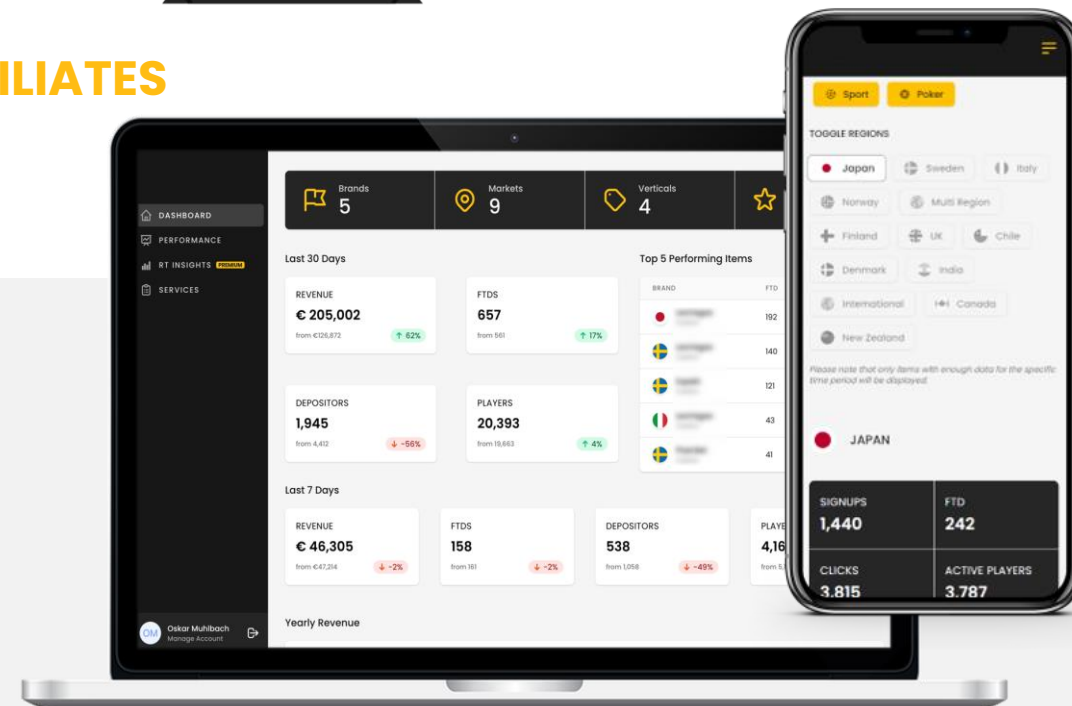


Minimize admin

- ✓ Standardized tracking
- ✓ Performance dashboards and analytics
- ✓ Aut. Performance and compliance alerts
- ✓ Aut. Group invoicing
- ✓ Aut. Integrations and widget library

Accelerate growth

- ✓ Best in class sales and campaign management
- ✓ 360 commercial offering - media, performance marketing, top lists and more
- ✓ Increased reach
- ✓ Instant access to more markets and marketing sources



Maximize performance

- ✓ User-friendly dashboards
- ✓ RT Index. Strong and weak points KPIs
- ✓ Industry benchmarking

Tactics for 2022 – status and deliveries

Maximize US potential

- Major affiliation projects initiated, expected effect in H2 and onwards.
- 10% of test site revenues from affiliation
- US, key hires and organisational integration.

Incremental revenues from extending network offering

- AffiliationCloud rolled out
- Contribution expected in H2
- Full effect 2023-2024

Future proof Flagship growth

- Casinofeber and Infinileads full integration in H2, business plan in the making.
- Increased cash flow expected from Q1 2023.
- Lead Republik/Network integrated during Q1
- Revamp initiated, full effect expected in 2023

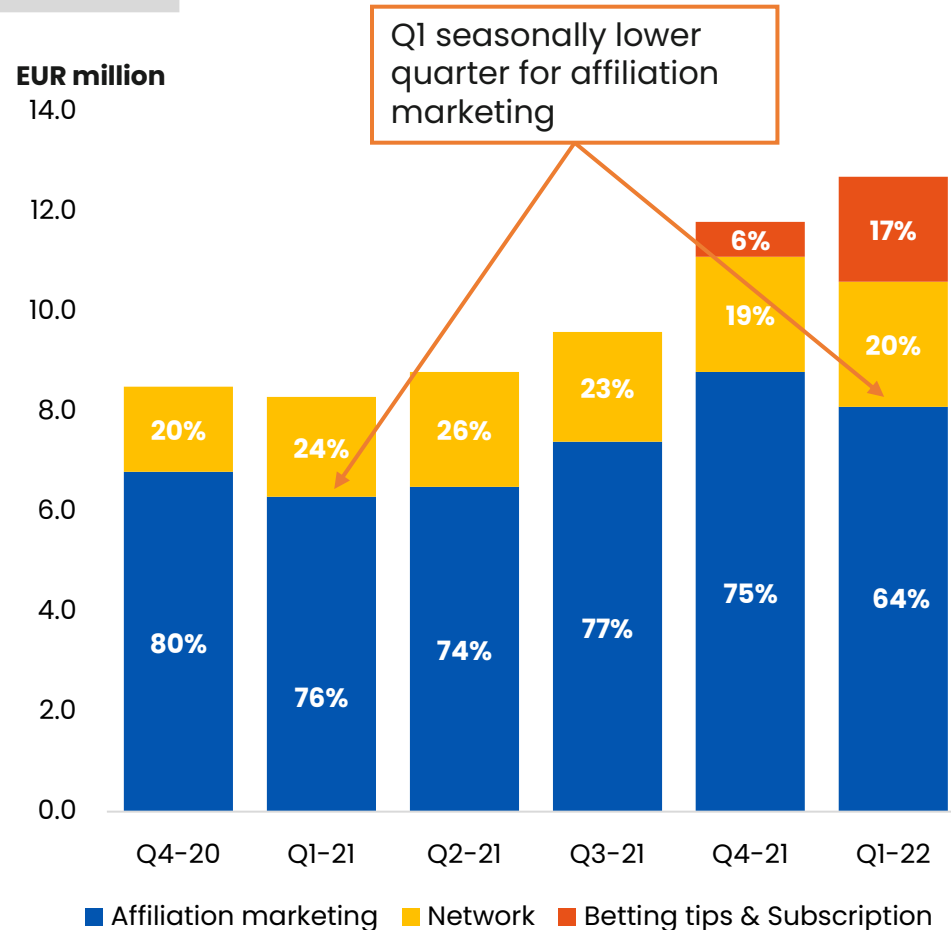
Consolidate and concentrate with M&A

- Multiple dialogues ongoing

Financials Q1 2022

Revenue development

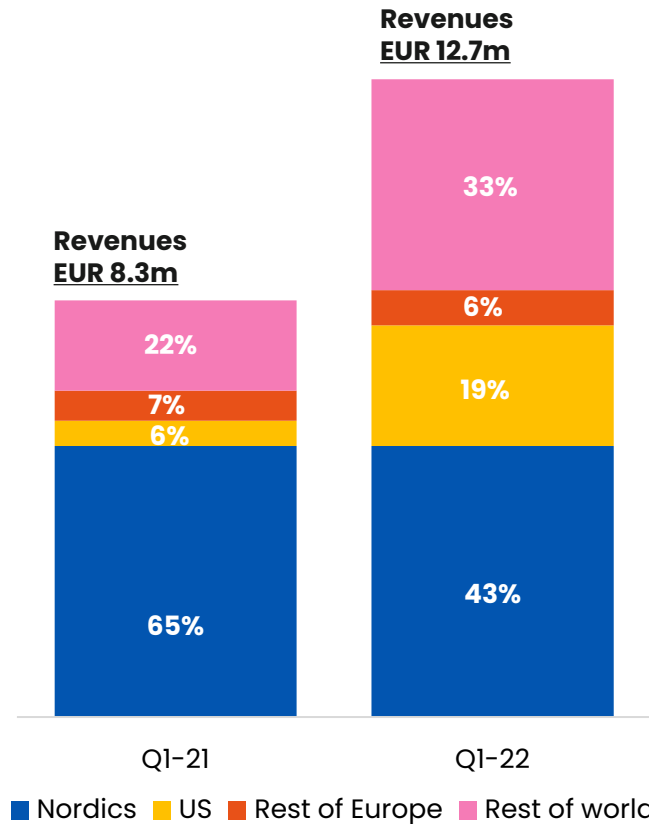
Revenue streams



- **Revenues at a new all-time high (again)**
 - **Affiliation marketing** seasonally lower Q4 vs. Q1
 - Seasonally slower quarter in the Nordics as expected
 - Regulatory headwinds in Finland but stabilizing
 - Stable to strong performance in other regions
 - **Network** sales continue to grow, driving organic growth
 - **Betting tips & Subscription** representing the majority of US revenues, pushing the growth through a seasonally strong quarter

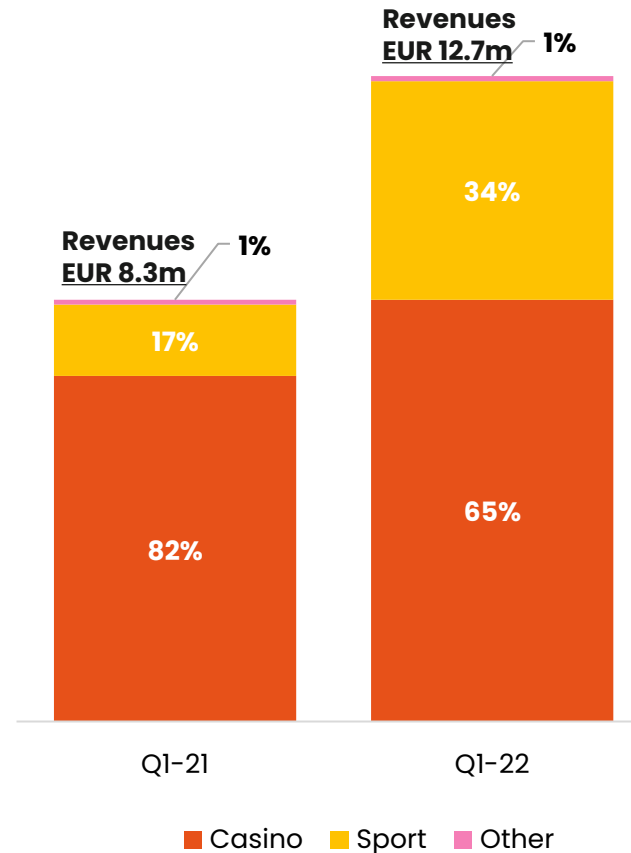
Revenue diversification

Geographic diversification



- The Group has significant presence on 3 continents
- US representing the Groups second largest market in the quarter
- ROW and ROE growing through recent acquisitions showcasing our added value through our central expertise

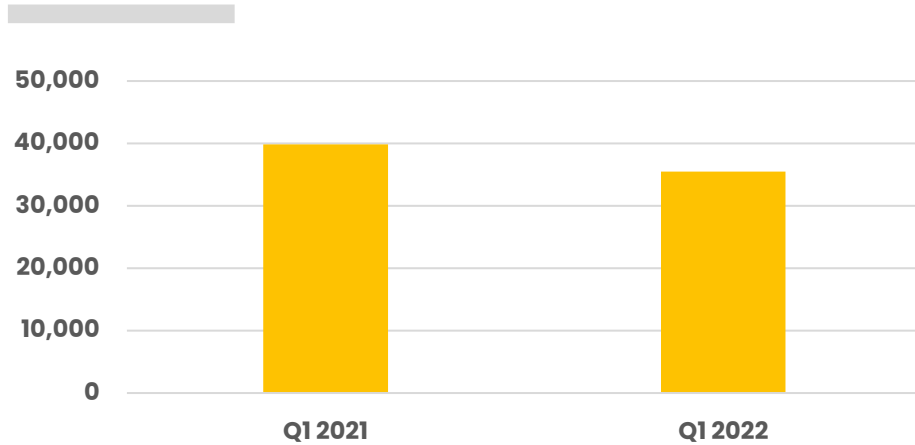
Vertical split



- Sports grow with 208% through US and India acquisitions as well as Network sales
- Casino increase with 22% through Rest of Europe and Japan

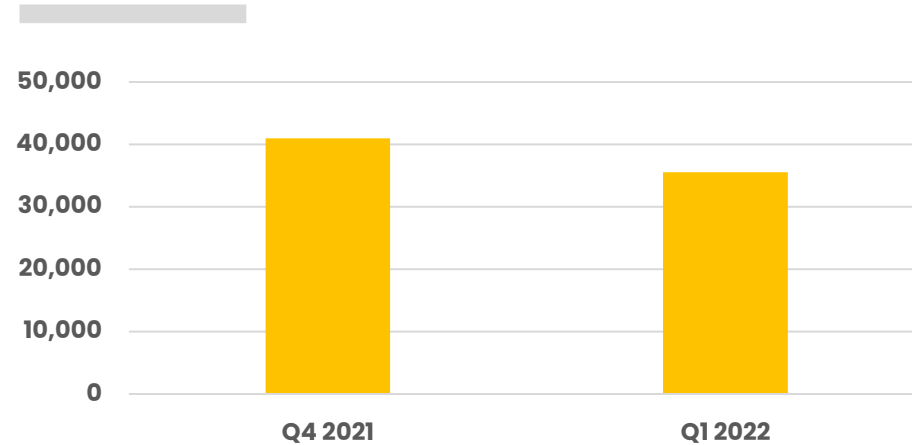
NDC development

Q1 2021 vs. Q1 2022



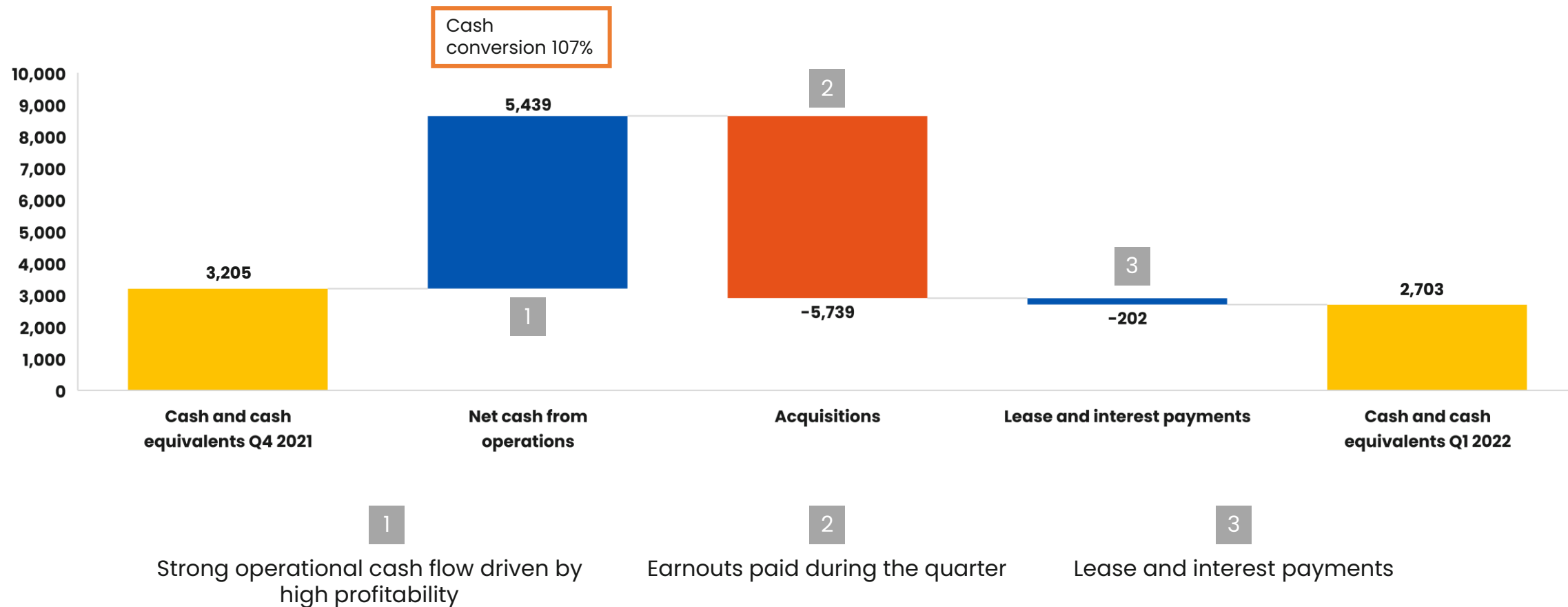
- The implementation of the temporary Swedish gambling restrictions still in effect for last year skews the comparisons, as players continued to open several accounts across several operators
- Active strategy to focus on brands that generate high value leads
- Regulatory headwinds in Finland

Q4 2021 vs. Q1 2022

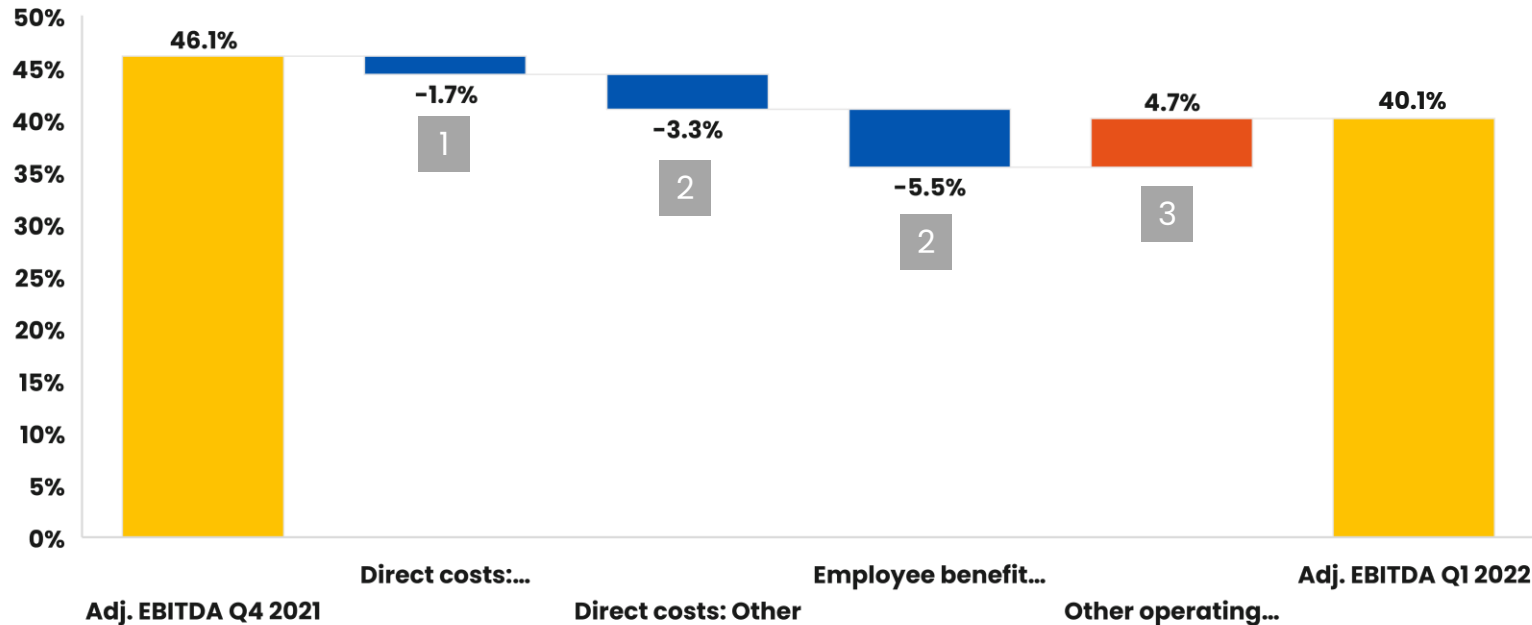


- Expected decrease in NDCs as an effect of seasonally slower quarter as well as regulatory headwinds in Finland
- European casino assets however growing from Q4

Cash flow bridge Q4 2021 vs. Q1 2022



EBITDA-margin Q4 2021 vs. Q1 2022



- Somewhat lower EBITDA margin in Q2 due to seasonally lower US revenues coupled with a stable cost base
- EBITDA to improve through Q3 and Q4 with seasonal revenue growth leading to an expected EBITDA margin for the full year of lower end of 40-44%

1
Higher relative share of Network sales lowers Group margin

2
Addition of lower margin US betting tips and subscription, investments in the US and in flagship assets

3
Other operating expenses scalable

Key takeaways

Financials

- Revenues of EUR 12.7m, (ATH)
- 53.3% revenue growth YoY and 7.2% QoQ
- Organic growth 6.8% YoY
- EBITDA of EUR 5.1m (59% growth)
- EBITDA Margin at 40.1%

Events and Milestones

- US second largest market, 19% of total (+380% YoY)
- Non-Nordic revenues >57% (abs. growth 152% YoY)
- Sports over 34%, in (abs. growth 208% YoY)
- Finland decline due to marketing regulations
- Subscription 17% of total
- Strong growth in ROW and ROE

Outlook and way forward

- April revenues EUR 3.8m and EBITDA
- Reiterated 2022 guidance
- Lower margins expected in Q2 due to seasonality and investment ramp up
- Incremental AffiliationCloud revenues non accounted for

Q&A

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Thank you!