



# TROPHY GAMES



# HALF-YEAR REPORT 2024

Trophy Games Development A/S, Mikkell Bryggers Gade 4, 2nd floor, 1460 Copenhagen K, Denmark  
Company reg. no. 29240299. Accounting period: 1 January - 30 June 2024.





# CONTENTS

## Management Commentary

Business Highlights Q2 / H1 2024	3
Message from the CEO	4

## Business Summary

Games Series H1 Breakdown	6
Business Summary 2024	7
The Transport Series	8
Timeline of Milestones in 2024	10
Chairman's Statement	11
Consolidated Key Figures and Financial Ratios	12
Vision & Strategy	13
2024 Outlook & Guidance	15
Share Lockup, Outstanding Options & Warrants	17

## Governance

Company structure	19
Board of Directors	20
Management	21
Board Practices and Governance	22
Environment & Social Responsibility Highlights	23
Company Information	25

## Financial Statements

Financial Statement Overview	27
Income Statement	28
Balance Sheet 30 <sup>TH</sup> June	29
Statement of Changes in Equity	30
Cash Flow Statement	31
Notes	32
Management's Statement	42





# BUSINESS HIGHLIGHTS Q2 / H1 2024



## Revenue (m/DKK)

Q2	25.5m	<b>+83% YoY</b>
H1	45.5m	<b>+80% YoY</b>



## EBITDA (m/DKK)

Q2	7.7m	<b>+247% YoY</b>
H1	12.6m	<b>+207% YoY</b>



## EBT (m/DKK)

Q2	5.0m	<b>+1295% YoY</b>
H1	8.0m	<b>+803% YoY</b>



Cash and cash equivalents  
**DKK 21.8m & no debt**  
At the end of June 2024\*



## Installs

Q2	4,912,316	<b>+100% YoY</b>
H1	7,929,399	<b>+67% YoY</b>



## Unique Paying Users

Q2	116,917	<b>+123% YoY</b>
H1	190,023	<b>+114% YoY</b>



## User Payments

Q2	298,012	<b>+96% YoY</b>
H1	533,743	<b>+98% YoY</b>



Acquisitions  
20+ games acquired from  
**Tivola Games GmbH**

**Asset:**  
25MW Gravity Storage tower

**Game:**  
Energy Manager



\* 626.930 own shares held



# MESSAGE FROM THE CEO



We have had a historic half-year. We are not actually surprised that it has come, but rather that it has come so quickly, as shown by two of our guidance updates. While the first quarter was driven by some improvements in marketing, the second quarter was driven by the release of Energy Manager.

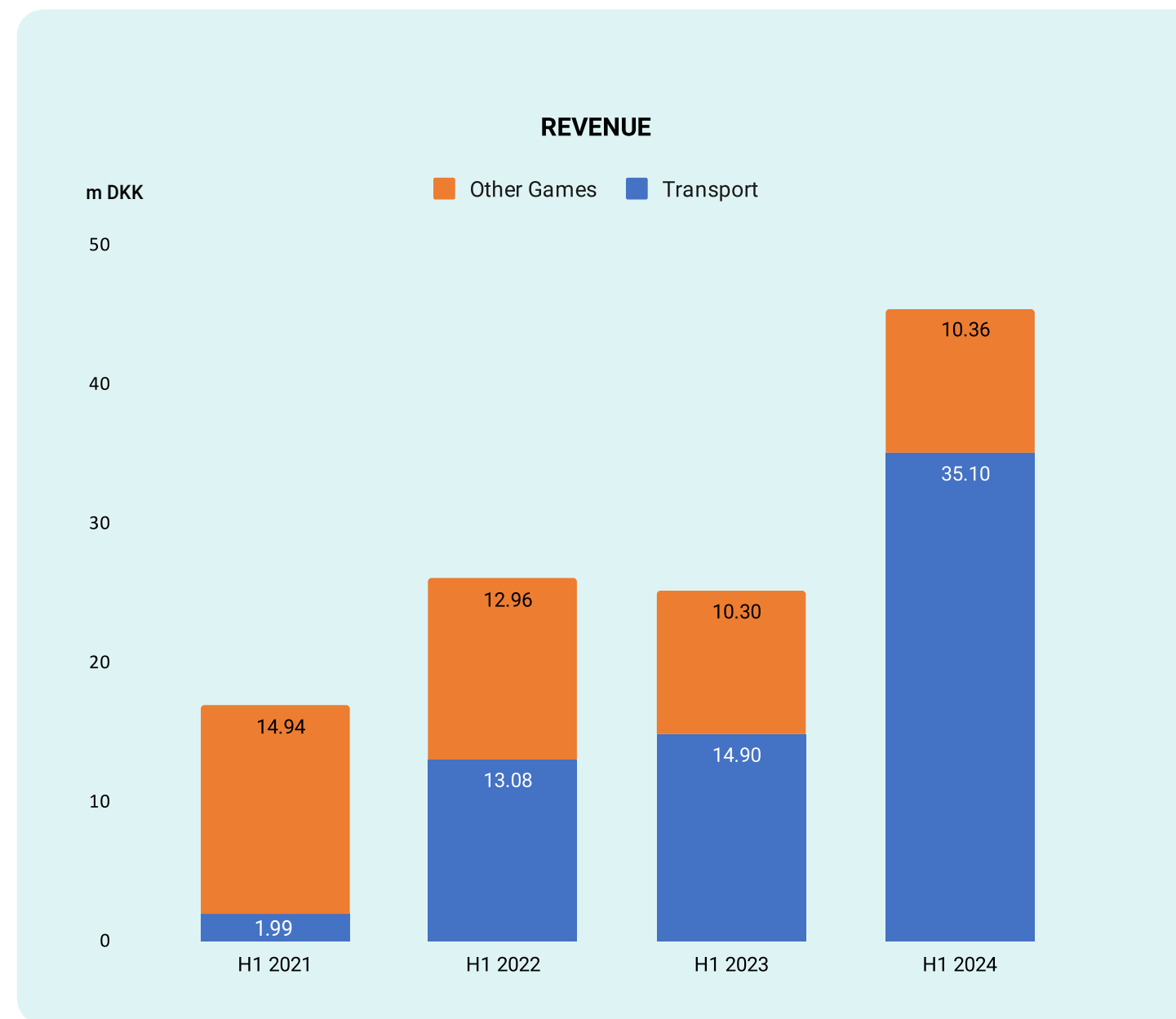
Energy Manager is now our second-largest game, which has implications for our focus on the Transport Series, where we will be allocating additional resources. We had originally thought that Energy Manager would be a smaller title, but the game's reception suggests potential for several titles in the Transport Series with a narrower theme. Therefore, we have started working on both Farm Manager (which we believe has a large target audience) and also Gold Mining Manager.

The third quarter will be relatively uneventful in terms of new releases, so we do not expect an additional revenue boost. However, we are eagerly looking forward to the release of Truck Manager – a game that is on track to reach 2 million pre-registrations on Google Play before its expected Q4 release.

Thank you for your continued support.



Regards,  
**Søren Gleie**  
CEO & Founder, Trophy Games Development







# BUSINESS SUMMARY





# GAMES SERIES H1 BREAKDOWN

## H1

Game Series	k/DKK
<b>Transport</b>	
• Airline	
• Shipping	
• Train	
• Energy	
• Other Transport	
<b>Other Titles</b>	
<b>HQ</b>	
<b>Total</b>	

H1 2024											
Revenue			Marketing			EBITDA			EBT		
DKK 45.5m			DKK 11.7m			DKK 12.6m			DKK 8.0m		
H1 2024	H1 2023	Diff	H1 2024	H1 2023	Diff	H1 2024	H1 2023	Diff	H1 2024	H1 2023	Diff
35,098	16,640	18,458	11,646	6,530	5,116	8,565	2,530	6,035	4,715	(1,162)	5,877
15,136	10,669	4,467	3,833	4,227	(394)	6,323	2,768	3,555	5,774	2,220	3,554
8,157	3,625	4,532	4,660	2,293	2,367	3	(618)	621	(1,339)	(1,265)	(74)
4,067	149	3,918	1,609	10	1,599	608	(315)	923	364	(317)	681
3,883	-	3,883	1,451	-	1,451	981	-	981	892	-	892
3,855	2,197	1,658	93	-	93	650	695	(45)	(976)	(1,800)	824
10,355	8,554	1,801	12	46	(34)	6,279	3,593	2,686	5,632	4,503	1,129
-	-	-	-	35	(35)	(2,248)	(2,016)	(232)	(2,384)	(2,459)	75
<b>45,453</b>	<b>25,194</b>	<b>20,259</b>	<b>11,658</b>	<b>6,611</b>	<b>5,047</b>	<b>12,596</b>	<b>4,107</b>	<b>8,489</b>	<b>7,963</b>	<b>882</b>	<b>7,081</b>

## Q2

Game Series	k/DKK
<b>Transport</b>	
• Airline	
• Shipping	
• Train	
• Energy	
• Other Transport	
<b>Other Titles</b>	
<b>HQ</b>	
<b>Total</b>	

Q2 2024											
Revenue			Marketing			EBITDA			EBT		
DKK 25.5m			DKK 6.5m			DKK 7.7m			DKK 5.0m		
Q2 2024	Q2 2023	Diff	Q2 2024	Q2 2023	Diff	Q2 2024	Q2 2023	Diff	Q2 2024	Q2 2023	Diff
19,046	9,469	9,577	6,491	4,100	2,391	4,776	934	3,842	2,612	(1,588)	4,200
7,858	5,788	2,070	2,083	2,222	(139)	3,137	1,614	1,523	2,849	1,263	1,586
3,523	2,645	878	2,151	1,868	283	(176)	(468)	292	(857)	(1,449)	592
1,919	149	1,770	759	10	749	350	(125)	475	192	(305)	497
3,883	-	3,883	1,431	-	1,431	1,170	-	1,170	1,085	-	1,085
1,863	887	976	67	-	67	295	(87)	382	(657)	(1,097)	440
6,467	4,467	2,000	1	1	-	4,060	2,281	1,779	3,519	3,185	334
-	-	-	-	35	(35)	(1,140)	(995)	(145)	(1,205)	(1,244)	39
<b>25,513</b>	<b>13,936</b>	<b>11,577</b>	<b>6,492</b>	<b>4,136</b>	<b>2,356</b>	<b>7,696</b>	<b>2,220</b>	<b>5,476</b>	<b>4,926</b>	<b>353</b>	<b>4,573</b>





# BUSINESS SUMMARY 2024



Energy Manager has been a powerhouse! Since its launch on the 23rd of April, it has already driven DKK 3.9m in revenue and helped us achieve our best quarter and half-year ever. In fact, during the last month, it has already matched Airline Manager’s numbers despite being just three months old – a true testament to its potential. We firmly believe it will become one of our best performing games going forward.

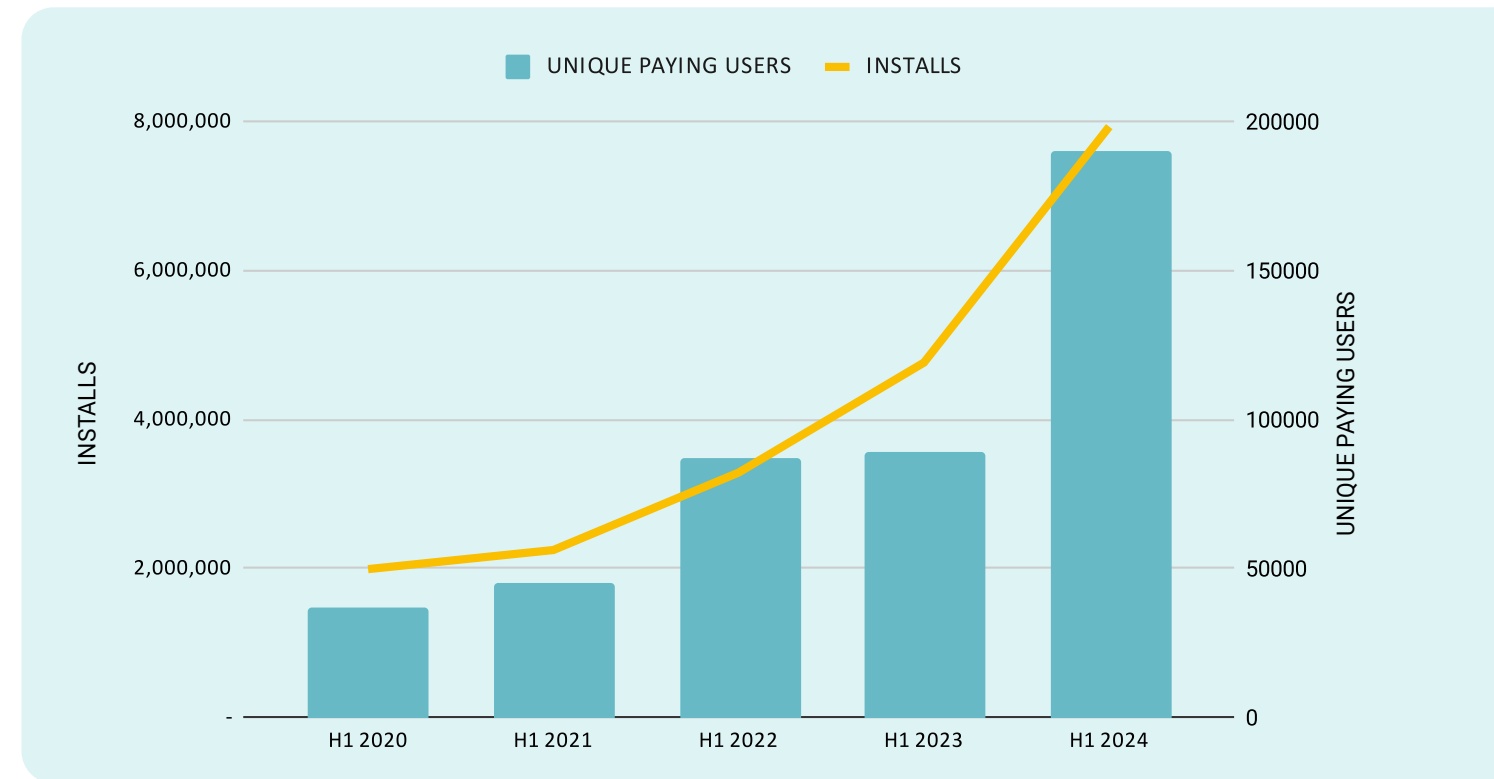
Our overall performance has seen a significant boost, particularly due to our strong marketing efforts. Take Airline Manager, for example – revenue has jumped by DKK 4.5m despite slightly reduced marketing spend. This trend holds true across our entire portfolio in H1.

It’s important to acknowledge that a part of the strong start to the year is due to a honeymoon phase on our iOS campaigns, where we could buy high quality traffic for a low price, which has leveled off somewhat now. However, we’re confident in being stronger in H2 compared to last year as well.

Finally, a minor note on our Tivoli games. They are categorized under “Other Games” and brought in DKK 1.6m in revenue and generated a DKK 1.2m profit since taking over the games on March 1 2024.



**Daniel Luun**  
CEO, Trophy Games Publishing  
& Co-owner, Trophy Games Development







# THE TRANSPORT SERIES

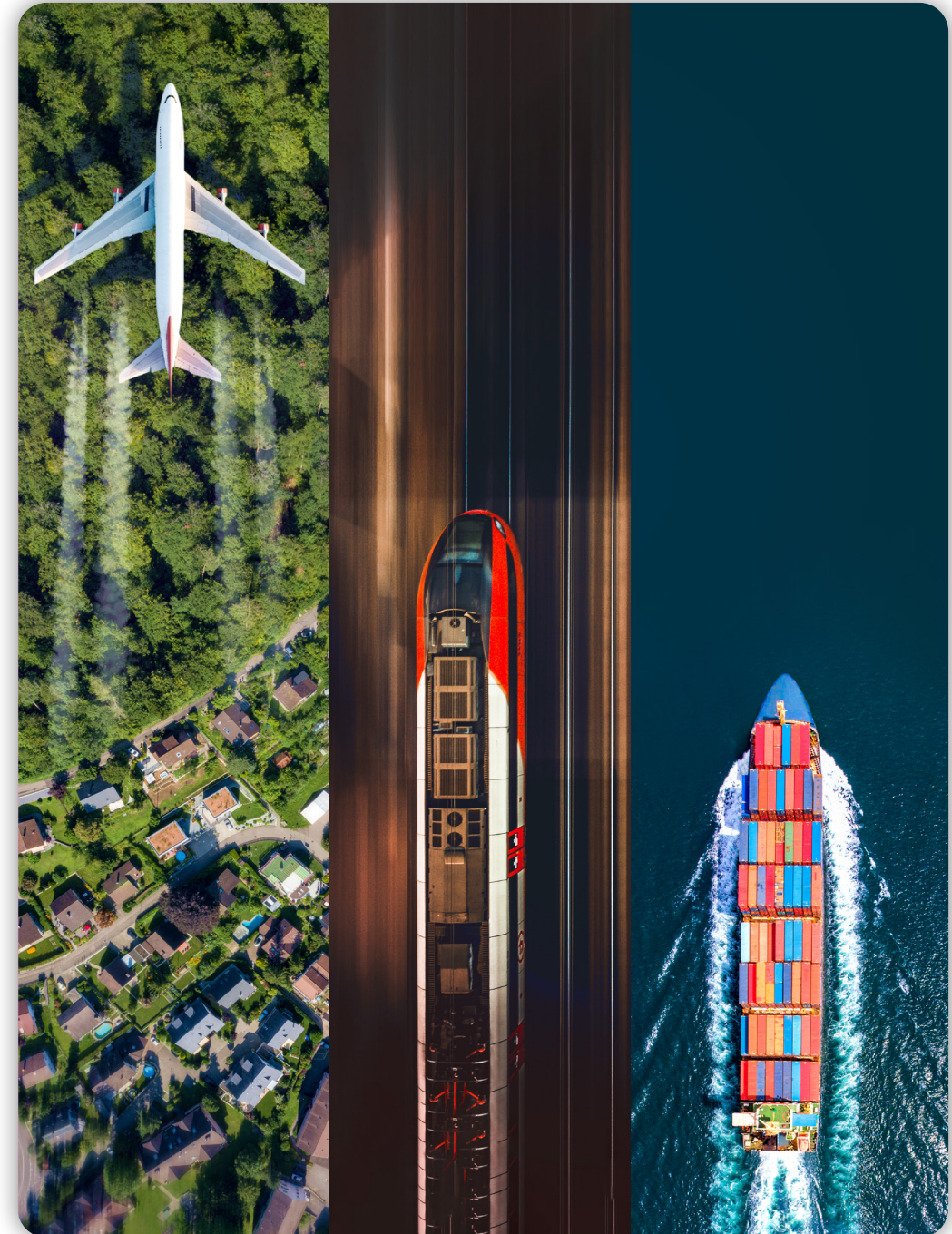
The Transport Series mainly consists of Airline Manager, Shipping Manager, Train Manager and the newly released Energy Manager, which went live in April 2024. Truck Manager is in the process of being developed with expected release in Q4 this year and we are in the planning phase for a Farm Manager and a Gold Mining Manager game.

The series is built around the concept of Airline Manager and is today a growing portfolio of games with different themes from within the transport industry.

Airline Manager was acquired in April 2021 as an established game. After the acquisition, we optimized the game design, app store presence, and monetization, which led to new opportunities for creating a series containing more games built on the same concept.

In all the transport games you act as CEO, responsible for all kinds of operational tasks from expanding your fleet, doing maintenance, running marketing campaigns, and trying to make the company's stock price go up. The games appeal to a niche audience and have an extremely high retention rate.

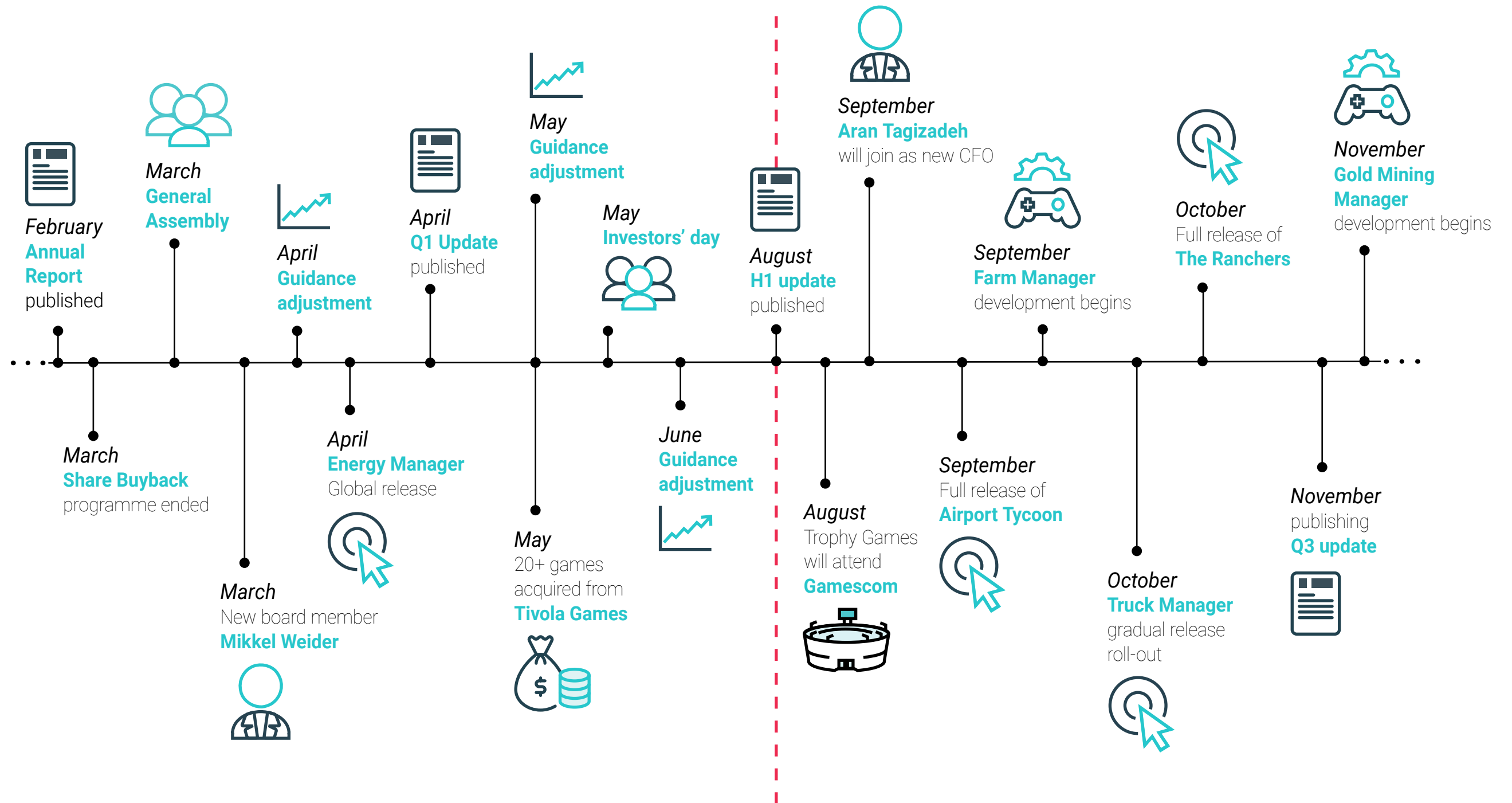
The Transport Series also includes our acquired titles Transit King Tycoon, Tiny Rails and SkyHaven. These games are all within the same theme, but have different gameplays than the core games of the Transport Series. If they become successful we plan to add more branches to them, to build a portfolio of similar games as done with Airline Manager.







# TIMELINE OF MILESTONES IN 2024





# CHAIRMAN'S STATEMENT



Dear Shareholders,

As the first six months of 2024 has passed, I am delighted to report on a period of exceptional growth and groundbreaking achievements for Trophy Games. In short, the first half of 2024 sets new benchmarks in our financial and operational performance.

## Financial Highlights

Our Group Revenue for the first half of 2024 reached DKK 45.5 million compared to DKK 25.2 million for the same period last year, marking an extraordinary YoY increase of 80%. This surge is propelled by an outstanding second quarter, where revenue climbed to DKK 25.5 million, up by 83% compared to the same period last year. Such growth is a testament to the robustness of our strategic focus and the appeal of our products within the transport series.

## Increasing Profitability

EBITDA for the first half of 2024 soared to DKK 12.6 million compared to DKK 4.1 million for the same period last year, an incredible increase of 207% YoY. The second-quarter of 2024 contributed with an EBITDA of DKK 7.7 million - a staggering 247% rise compared to the second quarter of 2023. This phenomenal growth emphasizes our effective cost management and revenue optimization strategies.

## Operational Excellence

Our commitment to expanding our reach and engagement has yielded impressive results. We

recorded a total of 7.9 million installs in the first half of 2024, a 67% increase YoY, with the second quarter alone accounting for nearly 4.9 million installs, doubling our figures from the previous year.

## Growing User Base and Engagement

The number of unique paying users reached 190,023 by the end of June 2024, an increase of 114% YoY. The second quarter alone saw 116,917 unique paying users, growing by 123% compared to the same period last year. Additionally, user payments surged to 533,743 in the first half, up by 98% YoY, further demonstrating the deepening engagement and monetization of our user base.

## Financial Stability

Our financial position remains strong, with a position of cash and cash equivalents at DKK 21.8 million at the end of June 2024, maintaining a strong and robust balance sheet with no debt to support our strategic initiatives during the rest of 2024.

## Strategic Acquisitions

A notable highlight of this half year was the strategic acquisition of over 20 games from Tivola Games GmbH, which not only expands our portfolio but also enhances our market presence and paves the way for future growth.

## Looking Ahead

The record-setting performance of the first half of 2024 sets a solid foundation for the rest of the year. We are excited about the upcoming releases, including three

of our own productions and one published title, which are expected to further our growth trajectory and strengthen our market position.

I am profoundly grateful for your trust and support. Together, we look forward to maintain our momentum and achieving even greater successes.

All the best,  
Jan Dal Lehrmann  
Chairman of the board







# CONSOLIDATED KEY FIGURES AND FINANCIAL RATIOS

## Financial Position

As of June 30, 2024, Trophy Games maintains a strong financial position, highlighted by a robust net profit of DKK 10.2m for the first half of the year. The company's total equity has grown to DKK 62.1m, up from DKK 52.9m at the same time last year. This increase in equity underscores the company's ability to generate substantial returns and reinvest in its growth. Furthermore, the stable cash flow position, with available cash totaling DKK 21.8m, reflects effective cash management practices despite a slight decrease from DKK 24.7m at the end of 2023 due to the Tivola acquisition. The 207% increase in EBITDA to DKK 12.6m demonstrates the company's strong operational performance and profitability.

In addition to its operational achievements, Trophy Games has strategically invested in future growth through targeted acquisitions and development projects. The acquisition of Tivola Games' mobile portfolio for DKK 5.2m in May 2024 signifies a strategic expansion into new market segments, expected to drive further revenue growth.



Mariana Chucri  
CFO

k DKK	H1 2024	H1 2023	H1 2022	H1 2021	H1 2020
<b>Financial highlights</b>					
<b>Profit and loss accounts</b>					
Revenue	45,453	25,194	26,042	16,924	13,710
Income from operating activities	8,402	956	(2,457)	(4,900)	2,239
EBITDA	12,597	4,107	3,083	1,372	2,611
Net financials	(439)	(72)	(195)	(3)	(85)
EBT	7,963	884	(2,652)	(4,903)	(4,948)
Profit for the year	10,185	1,031	(2,106)	(3,876)	1,680
<b>Balance sheet</b>					
Total assets	73,571	63,989	69,483	74,511	N/A*
Total equity and minority	62,053	52,902	62,244	64,816	N/A*
<b>Cash flows</b>					
Operating activities	9,586	7,592	148	(3,136)	N/A*
Investing activities	(11,688)	(7,551)	(7,614)	(6,488)	N/A*
Hereof investments in tangible fixed assets	(136)	1	0	0	N/A*
Financing activities	(837)	0	0	59,211	N/A*
Net cash flow for the year	(2,939)	41	(7,466)	49,587	N/A*
<b>Key Ratios</b>					
Solvency ratio (%)	84%	83%	90%	87%	N/A*
Return on equity (%)	18%	2%	-3%	-11%	N/A*



# VISION & STRATEGY

**We build games around real-world interests to immerse players in their passion online!**

## **In-house Development**

With nearly 20 years of experience in building games, Trophy Games is focused on scaling our series of management games. These games are exciting because they sit alone in a niche market and appeal to adults with a stable income.

The games share about 80% of the same code base, which provides excellent opportunities to expand with more new games inexpensively and competitive advantages, as our cost of developing features for the games is lower than competitors with fewer games. We create the individual series with the code framework they share and publish games with new themes in the management genre. We are scaling this organically within the company.

## **Competitive Advantages**

The Transport Series is exciting because its format gives us two major synergies and a competitive advantage.

First, we see that players are eager to play multiple or even all the games, so our cross promotion of the games works well and will enable us to kickstart new launches. For example, we are developing this even more with our Discord server (chat/community space), shared between all our transport games.

Second, all games in the Transport series now use our map server, a simplified version of Google maps. It is a relatively large “moat” for new competitors to cross,

as they will incur high expenses using third-party map servers.

More importantly, this model of game development allow us to rapidly and accurately create many more games. Our ongoing projects include the development of a Truck Manager game. Based on the upcoming success, we will continue with more games, and the list of potential themes is more than 20 titles long. Examples could include Farm Manager, Gold Mining Manager, etc.

This model of game development can be used to create many more games than we currently have. Our ongoing projects include the development of an Energy Manager game and a Truck Manager game. Based on their success, we will continue with more games, and the list of potential themes is more than 20 titles long. Examples could include Police Manager, Gold Mine Manager, etc.

## **About the Games**

Our games are designed not just for entertainment but to create a sense of loyalty among players by tapping into their real-world interests. By immersing players in







their passions online, we foster a deep connection that keeps them coming back for more. This loyalty is the cornerstone of our strategy, as it leads to higher player engagement and increased spending within our games.

We excel at attracting spenders by offering unique gaming experiences. Our niche market focus allows us to cater specifically to this demographic, offering games that resonate deeply with their interests and preferences. By understanding our players' needs and desires, we create compelling gameplay experiences that encourage them to invest both time and money in our titles.

Moreover, our approach to consumer behavior is driven by data and analytics. We closely monitor player interactions within our games to gain valuable insights into their preferences and habits. This allows us to continually refine and optimize our games to better suit their needs, ultimately enhancing the player experience and driving monetization.

In terms of strategy execution, our competitive advantage lies in our in-house development capabilities. With nearly two decades of experience in game development, we leverage a shared code base across our game series, allowing for cost-effective scalability and rapid expansion. By building upon existing frameworks, we can efficiently create new games within the management genre while simultaneously exploring opportunities for growth in other genres through strategic acquisitions.

Further, through a combination of in-house development and strategic acquisitions, we aim to capture market share across various gaming genres while fostering strong player loyalty and maximizing revenue generation. The expansion of our game portfolio is visualized below. Organically, we will continue to expand in the "Manager" genre, based on the Airline Manager game type, while simultaneously striving to buy a game in another genre from which we can start building games using the code.

### Publishing

Trophy Games possesses a diverse skill set in game publishing that contributes to the company's overall success and the development of its games. Our publishing department is responsible for everything related to data analysis and external aspects of our games. This includes LiveOps systems, marketing, and user

acquisition, nurturing our player community, and building strong ties with external partners.

Our analytics team is dedicated to gaining deeper insights into player behavior and optimizing our LiveOps systems to increase the average revenue per user. Our marketing team is responsible for creating and executing strategies to promote our games across different channels such as social media, demand-side platforms, app stores, and networks. Besides performance marketing campaigns, we focus on optimizing the presence of our store listings to secure high conversion rates and drive as many valuable users as possible into our games. Within these areas, we are leveraging the latest AI trends to be more efficient in our work and being able to optimize in areas such as split testing graphics, localization, and culturalization.

Our user engagement team is pivotal in maintaining our users and growing our community across our game titles. This is an important part of keeping our users in our ecosystem and letting them experience everything we have to offer across our different genres and themes. Trophy Games Publishing also covers partner relations, product launches, and other aspects integral to the publishing business. This multifaceted approach ensures that Trophy Games remains at the forefront of the industry, utilizing various skills to support game development and achieve success in the competitive gaming market.





# 2024 OUTLOOK & GUIDANCE

The year has started off better than expected. Strong marketing performance and a successful launch of Energy Manager have driven our results in the first half of 2024.

## H2 Key Performance Indicators (KPIs)

- Maintaining the strong momentum of Energy Manager
- Sustained marketing effectiveness
- The launch of Truck Manager and hopefully The Ranchers and Airport Tycoon (SkyHaven 2)

The launch of Truck Manager is expected to have a relatively low impact on guidance this year due to it being mainly mobile, meaning it takes time to build the user portfolio and thus revenues, but it also has accrued a significant amount of preregistrations already (1m+).

## Q4 Marketing Pause

As per usual practice, marketing activities will be paused in Q4 due to higher pricing at the end of the year. This typically results in lower revenue but a stronger bottom line.

## 2024 INITIAL GUIDANCE

Revenue



**DKK 59 - 68m**

EBITDA



**DKK 11 - 15m**

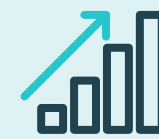
EBT



**DKK 2 - 6m**

## 2024 CURRENT GUIDANCE

Revenue



**DKK 72 - 80m**

EBITDA



**DKK 17 - 21m**

EBT



**DKK 7 - 10m**





# SHARE LOCKUP, OUTSTANDING OPTIONS & WARRANTS

There are currently **no shares under lockup**.

Description	Created	Strike Price	Expiration	Amount	Type
Employee Program 2	23 April 2021	8 DKK	1 January 2025	307,953	Option
Warrant Program	17 October 2023	4 DKK	16 March 2027	372,600	Warrant

**Asset:**  
Truck Fleet at depot

**Game:**  
Truck Manager

Employee Program 1 expired out of the money.

Trophy Games Development A/S holds 626.930 of its own shares as of June 30th 2024.





# GOVERNANCE



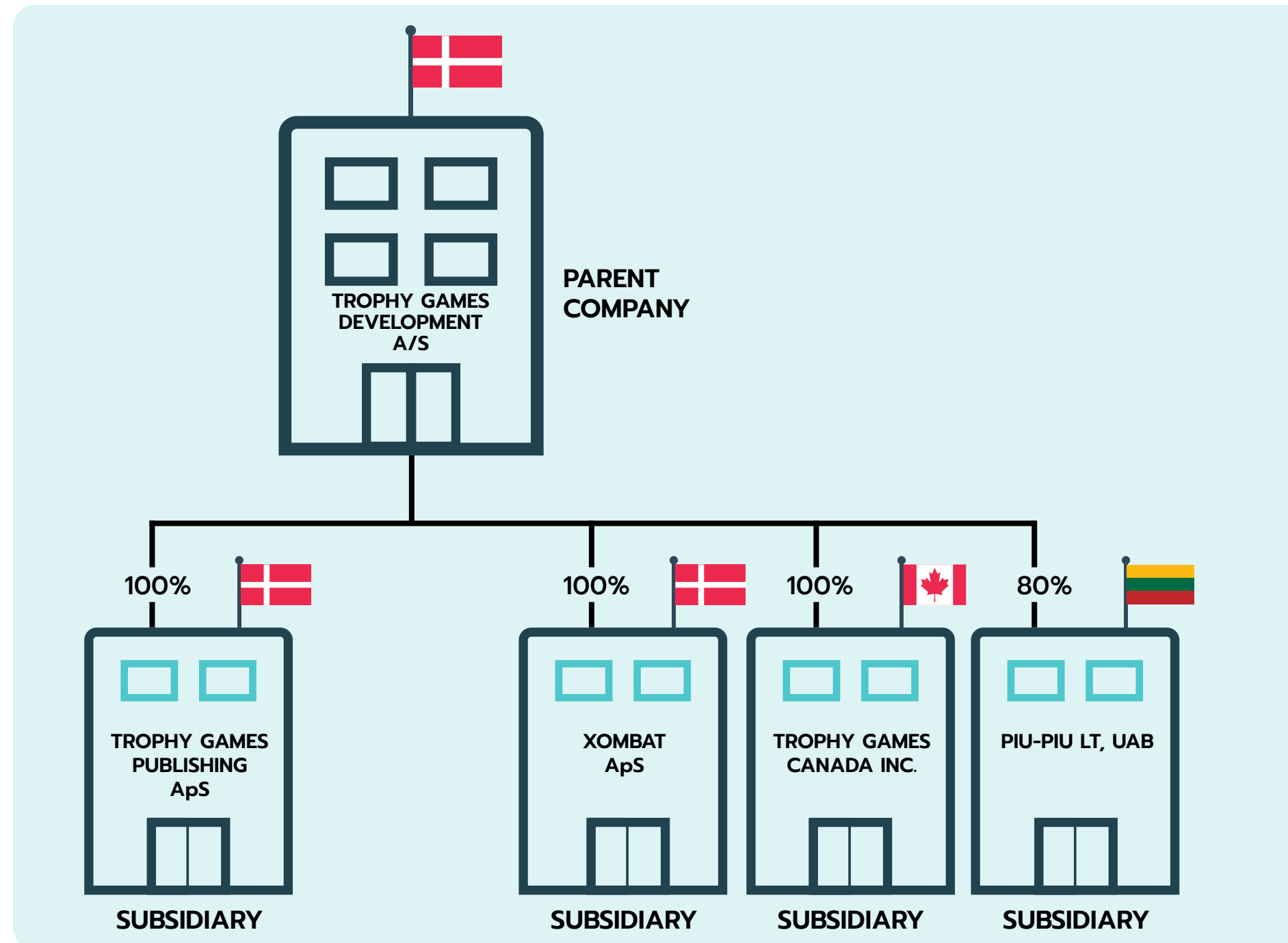


# COMPANY STRUCTURE

In today's organization, the Trophy Games Group comprises five companies: Trophy Games Development A/S, Trophy Games Publishing ApS, Xombat ApS, Trophy Games Canada Inc., and PIU-PIU LT, UAB. Trophy Games Publishing, Xombat, and Trophy Games Canada are all owned as direct subsidiaries of Trophy Games Development. Trophy Games Development A/S owns 80% of the Lithuanian company PIU-PIU LT, UAB shares, which was acquired in 2022.

Trophy Games Development holds the codes and IPR for developing the respective games. Trophy Games Publishing is utilised as the distribution company. The company is responsible for the daily business management of the games and all sales and marketing.

Three of the subsidiaries of Trophy Games Group are located at the company headquarters in central Copenhagen, Denmark. Trophy Games Canada Inc., a Canadian Company with no employees, is situated in London, Ontario. PIU-PIU LT, UAB is based in Vilnius, Lithuanian. Trophy Games also has a small office in Odense where a few full-time employees work.







# BOARD OF DIRECTORS

Shares owned: 4,425,027 (16.03%) on 31 December 2023 either directly or by wholly or partly owned companies.

**Profession:** Serial entrepreneur and investor.

**Description:** Jan Dal Lehrmann has a significant career within entrepreneurship with several successful investments and exits in companies such as Billbasen, Autobutler, Bazoom, Actimo, and Benjamin Media.

For the past ten years, Jan has, through active board roles, been dedicated to helping and investing in startups with a focus on culture, strategy, and internationalization.

**Other key positions:** Board member in Normal A/S, Plecto, Softpay, Vuffeli, Estaldo, and Formula Auto.

**Educational background:** Masters in sales and marketing from the International Advertising Association (Copenhagen).



**Jan Dal Lehrmann**  
Chairman

Rene Eghammer shares owned: 31,375 (<0.1%) on 31 December 2023, either directly or by wholly or partly owned companies.

Ree Office shares owned: 4,425,027 (16.03%) on 31 December 2023, either directly or by wholly or partly owned companies.

**Profession:** CEO of Ree Office.

**Description:** Rene Eghammer has 15 years of experience in the auditor industry, followed by eight years at Carlsberg Group, covering various positions within finance, business controlling, and M&A.

Today, Rene focuses on business development and optimization of existing portfolio companies at Ree Office and is responsible for the M&A activities within the Ree Office Holding Group.

**Educational background:** Cand. Merc. Aud. from Copenhagen Business School.



**Rene Eghammer**  
Board member

Shares owned: 1,450 (< 0.1%) on 31 December 2023 either directly or by wholly or partly owned companies.

**Profession:** Lawyer at Moalem Weittemeyer Advokatpartnerselskab.

**Description:** Pernille Nørkær is a qualified Danish lawyer with over 15 years of experience advising Danish and multinational companies. As a lawyer, Pernille has been working with many Danish and international companies within the retail, entertainment, sports, esports, and online gambling industries. From 2005 to 2008, Pernille was in-house counsel in the Danish-listed sport and entertainment group Parken Sport & Entertainment A/S.

**Other positions:** Board member Svendborg Importfirma A/S, board member Moalem Weittemeyer and board member of Astralis A/S.

**Educational background:** Master of Laws, University of Copenhagen.



**Pernille Nørkær**  
Board member

Shares owned: 7050 (<0.1%) on 31 December 2023, either directly or by wholly or partly owned companies.

**Profession:** Chief Executive Officer, Advisor and Investor.

**Description:** Johan Eile is an accomplished leader with a wealth of experience, having played pivotal roles in shaping strategic directions, fostering revolutionary revenue expansion, and upholding meticulous operational precision within executive teams at globally renowned companies such as THQ and Ubisoft. After selling the company he co-founded to Kabam, he dedicated his expertise as an advisor, board member, and angel investor across multiple startup ventures. His fervor lies notably in assisting enterprises at the crossroads of technology and entertainment, reflecting his profound commitment to this dynamic convergence.

**Other positions:** Board member at Norsfell Games, Limited Partner at Play Ventures and Staircase Ventures, Founder at Smultron Ventures.

**Educational background:** Bachelor of Commerce from Concordia University in Montreal, Canada.



**Johan Eile**  
Board member

Shares owned: 109,221 (0.4%) on 30th June 2024, either directly or by wholly or partly owned companies.

**Profession:** Gaming Executive and Entrepreneur.

**Description:** Mikkel Weider has founded two game companies; Art of Crime and Nordisk Games. The latter grew to 1300 employees across 7 European game studios with Mikkel as CEO.

Mikkel has been on the board of 10 different game companies including Avalanche Studios Group and Supermassive Games. Mikkel has held Director or Board positions in several technology companies including Match.com, Booktable.com, Filmtrailer.com,

Trustpilot.com, and Nordisk Film / Egmont.

**Educational background:** Masters in Media Science from the University of Copenhagen.



**Mikkel Weider**  
Board member





# MANAGEMENT

The areas of responsibility between Søren Gleie and Daniel Luun are meticulously balanced, with continuous communication between the two executives. Søren leads the company's overall strategy, partnerships, mergers and acquisitions (M&A), the technology department, and the marketing team. He maintains daily contact with the Chief Marketing Officer (CMO), Chief Technology Officer (CTO), Chief Operating Officer (COO), and Chief Financial Officer (CFO).

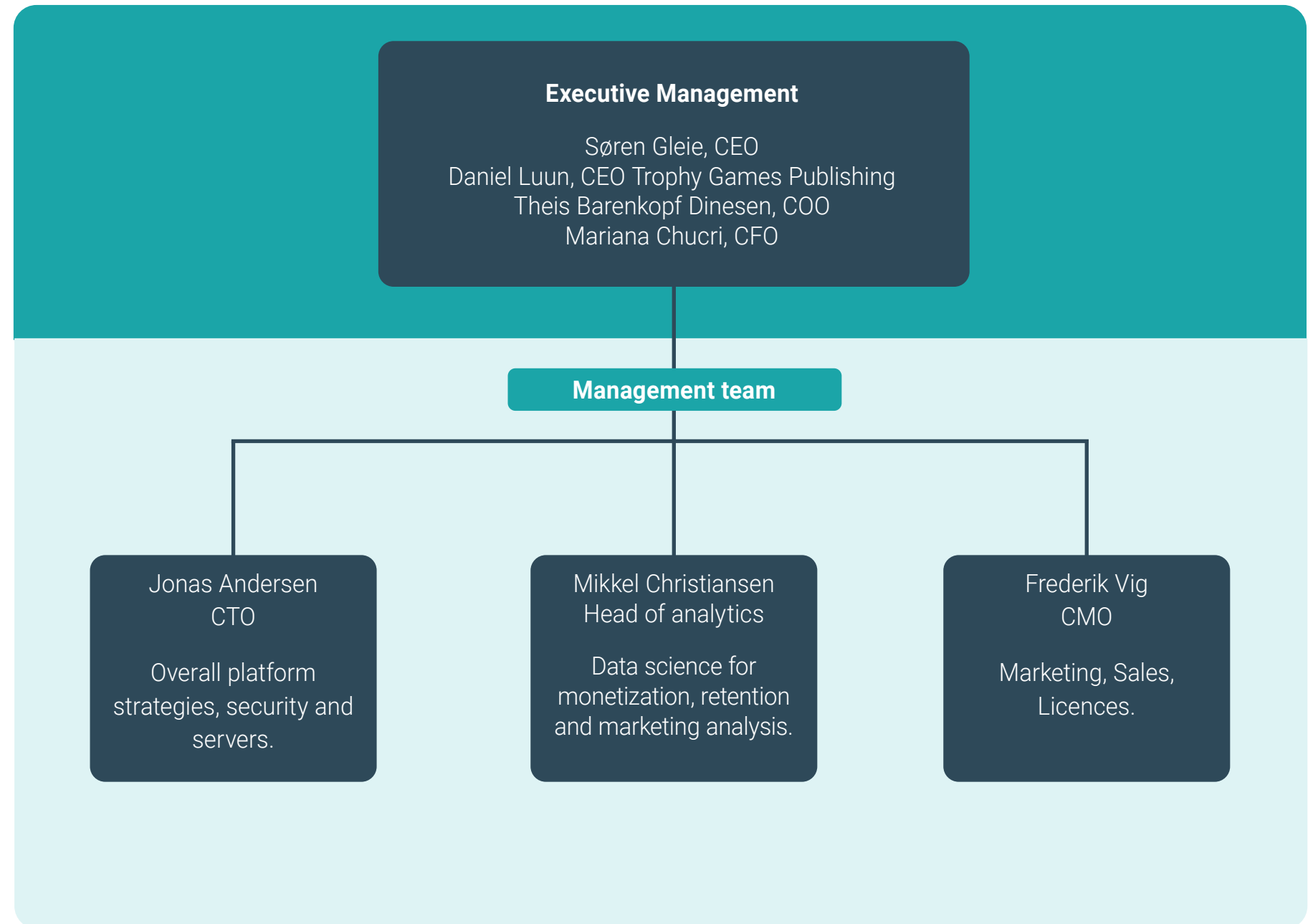
Daniel leads game planning, management task assignments, and regular interaction with the coding and graphics departments. He oversees analytics, support, and community management, communicating closely with the Head of Analytics and the Support & Community Manager.

## Executive Management

Søren Gleie, CEO & Founder  
Daniel Luun, CEO at Trophy Games Publishing  
Mariana Chucuri, CFO  
Theis Barenkopf Dinesen, COO

## Management team

Jonas Andersen, CTO  
Mikkel Christensen, Head of Analytics  
Frederik Vig, CMO





# BOARD PRACTICES AND GOVERNANCE

Trophy Games' Board of Directors has extensive experience in several fields of great importance for the Company. Rene Eghammer and Jan Dal Lehrmann are valued contributors to the Company's organic and acquisitive growth profile. Both have significant experience with M&A.

Pernille Nørkær joined the board in January 2021. Pernille is a partner at Moalem Weitemeyer Advokatpartnerselskab. She has 15 years of experience in commercial contracts, corporate compliance, and general advisory for Danish and international companies. Pernille focuses on IT and tech companies as well as professional sports clubs and betting companies.

Joining the board in 2023, Johan Eile's lengthy background as an operator and video game developer strengthens and expands the board's domain expertise. With over 20 years of building studios and producing games across platforms, genres, and business models, Johan supports the leadership team with expertise and a network.

Joining the board in 2024, Mikkel Weider's impressive career includes steering Nordisk Games to exceptional heights, from zero to 1,300 employees through savvy acquisitions and organic growth as Founder and CEO. He also founded the game company Art of Crime and has made impactful contributions to international internet ventures like Match.com and Bookatable.com as a Director. He has previously served on the boards of renowned gaming companies like Avalanche Studios, Supermassive, Star Stable, Nitro, Mercury Steam, Multiverse, Raw Fury, and Flashbulb.

The Board of Directors at Trophy Games is ultimately responsible for the Company and supervision of the Executive Management. The chairman and the Board Members are elected at the Annual General Assembly and are elected for one year at a time. In addition to the Annual General Assembly and at least quarterly Board meetings, the Board of Directors gathers as the Chairman of the Board of Directors deems necessary.







# ENVIRONMENT & SOCIAL RESPONSIBILITY HIGHLIGHTS

## Social

Emphasizing the social aspects of a wonderful work life is old news in Trophy Games.

We have loads of activities throughout the year, ranging from big seasonal parties through casual board game evenings to more physical activities such as participation in the yearly DHL run.

But even more importantly, from an everyday perspective, is the fact that work-life balance is not just a buzzword here at Trophy Games. It is something we strongly believe in and underline the importance of all our employees.

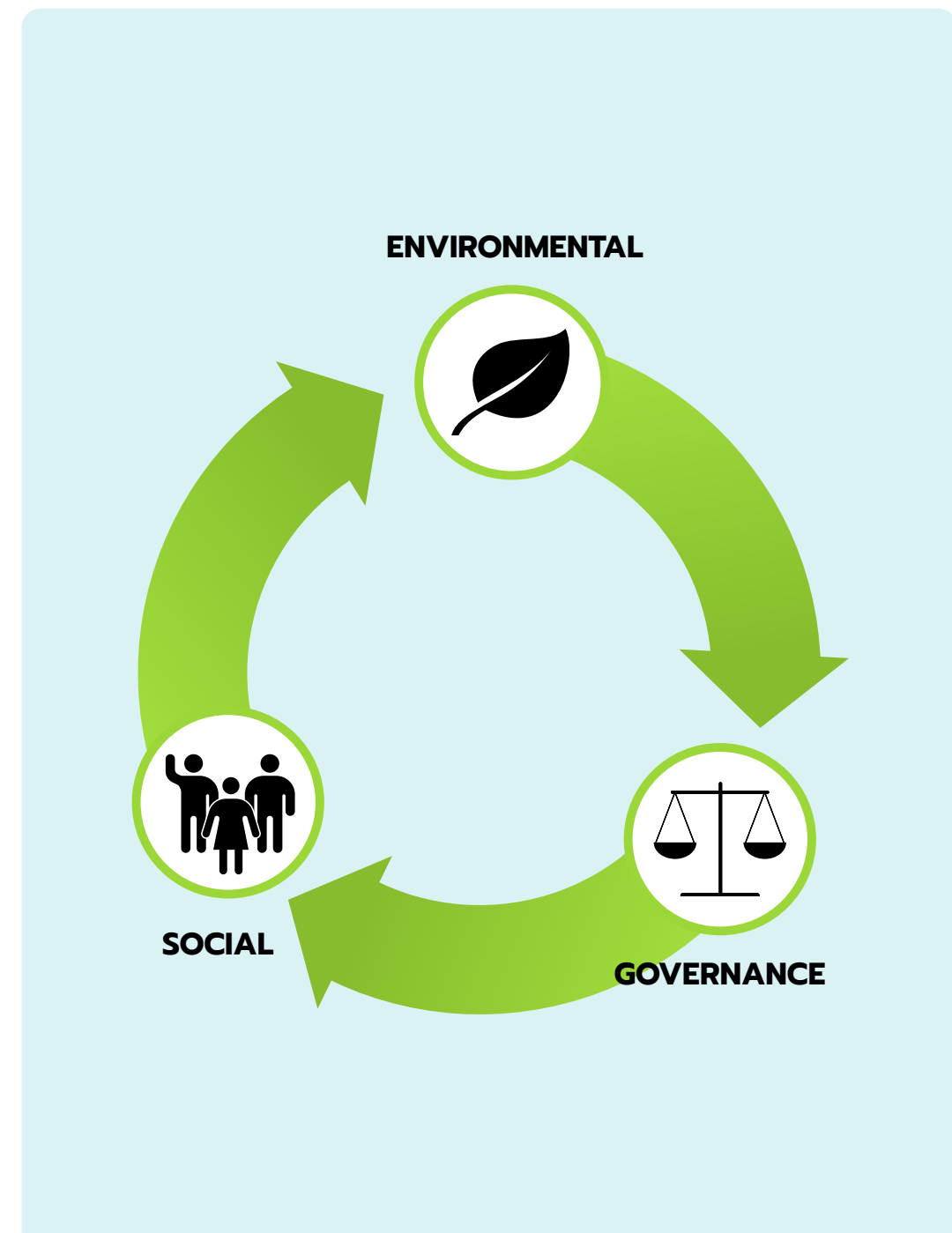
## Team & Culture

With highly skilled teams working in an open structure where employees can 'gravitate' towards the teams where they perform the best (for themselves and Trophy Games) and a culture of collaboration, we strive for each and every day, to be one of engagement and satisfaction for each employee AND the overall organization.

## Governance

As an aligned management team, we continuously consider our business-driven decisions' social and environmental aspects.

To summarize our ESG efforts: We regard sustainability as people, planet, and profit coming together in an alliance that all together contributes to a better life, near and far.





# ENVIRONMENT & SOCIAL RESPONSIBILITY HIGHLIGHTS



Trophy Games are  
historically carbon-neutral  
since the company was  
founded in 2006.







# COMPANY INFORMATION

Trophy Games is a data- and business-driven game company with a no-bullshit mentality. We build games around real-world interests to immerse players in their passion online!

## Company Information

Trophy Games Development A/S  
Mikkel Bryggers Gade 4, 2nd floor  
1460 Copenhagen K, Denmark

**Website:** [www.trophy-games.com](http://www.trophy-games.com)

**Email:** [corporate@trophy-games.com](mailto:corporate@trophy-games.com)

CVR No 29240299

Established 5 January 2006

Municipality of domicile: Copenhagen, Denmark

Financial year: 1 January - 31 December

## Board of Directors

Jan Dal Lehrmann

René Eghammer

Pernille Nørkær

Johan Eile

Mikkel Weider

## Executive Board

Søren Westrup Gleie

## Auditors

PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

Nobelparken Jens Chr. Skous Vej 1

8000 Aarhus C, Denmark

## Certified Adviser

Norden CEF A/S  
Kongevejen 365  
2840 Holte, Denmark

## Name usage explained

Trophy Games = Group

Trophy Games Development = Parent

Trophy Games Publishing = Subsidiary

Xombat = Subsidiary

Trophy Games Canada = Subsidiary

Piu-Piu LT, UAB = Subsidiary

## Financial Calendar

21/02/2024 - Annual Report 2023

20/03/2024 - Annual General Meeting

25/04/2024 - Quarterly Update Q1 2024

**14/08/2024 - Half-year report 2024**

24/10/2024 - Quarterly Update Q3 2024



# FINANCIAL STATEMENTS





# FINANCIAL STATEMENT OVERVIEW

## PRIMARY ACTIVITIES

Trophy Games, a leading developer, manufacturer, publisher, and seller of online games for computers, tablets, mobiles, and related products, is pleased to present its financial performance for the first half of 2024 (H1 2024).

### Revenue and Gross Profit

In H1 2024, Trophy Games reported a total revenue of DKK 45.5m, marking an 80% increase compared to the same period last year (H1 2023: 25.2m). The transport Series showed a year-over-year-growth rate of 111%.

### Costs and expenses

Direct costs for H1 2024 amounted to DKK 10.5m (H1 2023: DKK 5.8m), accounting for 23% of total revenue, consistent with the previous year.

Other external costs increased to DKK 15.7m in H1 2024 (H1 2023: 10.0m), primarily driven by higher Marketing expenses. The Marketing costs in H1 2024 amounted to DKK 11.7m, a 76% increase from the previous year (H1 2023: 6.6m).

Staff costs were DKK 11.9m in H1 2024 (H1 2023: 9.9m), reflecting an increase in personnel.

Depreciation and amortization in H1 2024 were DKK 4.1m, a 41% increase compared to H1 2023 (DKK 2.9m), largely due to the depreciation of our older games.

## EBITDA

EBITDA for H1 2024 was DKK 12.6m, representing a 207% increase compared to H1 2023: DKK 4.1m. The EBITDA margin for the period was 28%.

### EBT and Net Profit

EBT was DKK 8.0m (H1 2023: 0.9m), resulting in an EBT margin of 18%. The group and parent companies achieved a net profit of DKK 10.2m for H1 2024. As of June 30th, 2024, our group equity totals DKK 62.1m (2023: 52.9m).

### Cash flow

Trophy Games maintained a stable cash flow position, with available cash amounting to DKK 21.8m on June 30th, 2024, compared to DKK 24.7m at the end of 2023.

### Operating activities

Cash generated from operating activities in H1 2024 was DKK 9.6m (2023: 11.2m), reflecting a decrease of DKK 1.7m due to changes in operating profit. It is important to note that in H1 2023, we received a tax credit of DKK 4.3m.

### Investing activities

Cash flow from investing activities was DKK -11.7m in H1 2024 (2023: DKK -13.2m). Investments in projects under development increased by DKK 2.2m, with the remaining investments related to projects acquired in the first half of the year.

## Financing activities

Cash flow from financing activities in H1 2024, included the purchase of treasury shares amounting to DKK 877K.

## OTHER DISCLOSURES

### Mergers and acquisitions

In May 2024, Trophy Games announced the acquisition of the mobile games portfolio Tivola Games for DKK 5.2m in an all-cash transaction.

### Risks and uncertainties

Despite robust liquidity, cash flow, and a positive profitability outlook, Trophy Games acknowledges various risks in the gaming industry that could impact future performance. Details on risks and uncertainties are available in the 2023 Annual Report, page 35. The company's risk assessment during the review period did not indicate any material changes, but it remains vigilant in managing potential challenges.



## INCOME STATEMENT

k DKK	Note	Group		Parent	
		H1 2024	H1 2023	H1 2024	H1 2023
Revenue		44,545	25,194	21,182	10,640
Other operating income		908	0	1,771	0
Capitalised salary costs		5,263	4,523	5,263	4,523
Direct costs		(10,503)	(5,839)	0	0
Other external costs		(15,777)	(10,035)	(11,503)	(4,548)
<b>Gross profit</b>		<b>24,436</b>	<b>13,843</b>	<b>16,713</b>	<b>10,615</b>
Staff costs	1	(11,933)	(9,976)	(8,670)	(7,318)
Depreciation, amortisation and impairment costs		(4,101)	(2,911)	(2,450)	(889)
<b>Income from operating activities</b>		<b>8,402</b>	<b>956</b>	<b>5,593</b>	<b>2,408</b>
Income from subsidiaries after tax		0	0	1,792	(1,145)
Financial income	2	49	8	1	3
Financial expenses	3	(488)	(80)	(40)	(108)
<b>Profit before tax</b>		<b>7,963</b>	<b>884</b>	<b>7,345</b>	<b>1,158</b>
Tax on income for the year	4	2,222	147	3,043	(3)
<b>Profit for the year</b>		<b>10,185</b>	<b>1,031</b>	<b>10,388</b>	<b>1,155</b>
The group results are distributed as follows:					
Shareholders of Trophy Games		10,388	1,155		
Net income attributable to the minority interest		(203)	(124)		
		<b>10,185</b>	<b>1,031</b>		





## BALANCE SHEET 30<sup>TH</sup> JUNE

	Note	Group		Parent			Note	Group		Parent	
		30.06.2024	31.12.2023	30.06.2024	31.12.2023			30.06.2024	31.12.2023	30.06.2024	31.12.2023
k DKK						k DKK					
Development projects under construction	5	8,365	6,166	8,365	6,166	Share capital	7	552	552	552	552
Completed development projects	5	24,761	19,330	16,408	9,326	Exchange rate		280	(74)	0	0
<b>Total intangible fixed assets</b>		<b>33,126</b>	<b>25,496</b>	<b>24,773</b>	<b>15,492</b>	Reserve for development costs		0	0	19,323	12,083
Fixtures and fittings, tools and equipment		81	218	81	217	Reserve for revaluation of subsidiaries		0	0	2,457	666
<b>Total property, plant and equipment</b>	5	<b>81</b>	<b>218</b>	<b>81</b>	<b>217</b>	Retained earnings		61,876	52,392	39,924	39,444
Investments in subsidiaries	6	0	0	19,647	18,287	<b>Total equity</b>		<b>62,708</b>	<b>52,870</b>	<b>62,256</b>	<b>52,745</b>
Deposits		798	754	798	754	Minority interest on subsidiaries		(655)	(478)	0	0
<b>Total financial assets</b>		<b>798</b>	<b>754</b>	<b>20,445</b>	<b>19,041</b>	<b>Total equity and minority</b>		<b>62,053</b>	<b>52,392</b>	<b>62,256</b>	<b>52,745</b>
Deferred tax assets	8	0	0	608	0	Deferred tax liabilities	8	1,415	4,820	0	2,434
<b>Total non-current assets</b>		<b>34,005</b>	<b>26,468</b>	<b>45,906</b>	<b>34,750</b>	<b>Total non-current liabilities</b>		<b>1,415</b>	<b>4,820</b>	<b>0</b>	<b>2,434</b>
Receivables from sales and service		9,449	4,700	432	0	Credit institutions		135	94	129	94
Receivables from group enterprises		0	0	10,430	15,146	Trade payables		6,286	1,076	1,119	734
Corporation tax receivable		0	0	1,722	1,722	Corporation tax		719	327	0	0
Other receivables	9	8,337	6,183	769	501	Other payables		2,963	3,361	1,630	1,492
<b>Total Receivables</b>		<b>17,786</b>	<b>10,883</b>	<b>13,352</b>	<b>17,369</b>	<b>Total current liabilities</b>		<b>10,103</b>	<b>4,858</b>	<b>2,877</b>	<b>2,320</b>
Cash at bank and in hand		21,780	24,719	5,874	5,380	<b>Total liabilities</b>		<b>11,518</b>	<b>9,678</b>	<b>2,877</b>	<b>4,754</b>
<b>Total current assets</b>		<b>39,566</b>	<b>35,602</b>	<b>19,227</b>	<b>22,749</b>	<b>Total equity and liabilities</b>		<b>73,571</b>	<b>62,070</b>	<b>65,133</b>	<b>57,499</b>
<b>Total assets</b>		<b>73,571</b>	<b>62,070</b>	<b>65,133</b>	<b>57,499</b>	Special Items	10			Adjustments for non-cash operating items, etc	15
						Contingent liabilities	11			Changes in net working capital	16
						Collateral	12			Accounting fees	17
						Distribution of profit for the year	13			Accounting policies	18
						Related Parties	14				



## STATEMENT OF CHANGES IN EQUITY

	Group					Parent					
k DKK	Share capital	Exchange rate	Retained earnings	Minority Interest	Total	k DKK	Share capital	Retained earnings	Reserve for development costs	Reserve for revaluation of subsidiaries	Total
<b>Equity at 1<sup>st</sup> January 2023</b>	<b>552</b>	<b>0</b>	<b>51,642</b>	<b>(323)</b>	<b>51,871</b>	<b>Equity at 1<sup>st</sup> January 2023</b>	<b>552</b>	<b>45,891</b>	<b>3,787</b>	<b>1,647</b>	<b>51,877</b>
Other equity adjustments	0	0	(199)	199	0	Treasury Shares	0	(1,646)	0	0	(1,646)
Treasury Shares	0	0	(1,646)	0	(1,646)	Exchange rate	0	(7)	0	(74)	(81)
Exchange rate	0	(74)	0	0	(74)	Distribution of profit for the year	0	(4,794)	8,296	(907)	2,595
Distribution of profit for the year	0	0	2,595	(354)	2,241	<b>Equity at 31<sup>st</sup> December 2023</b>	<b>552</b>	<b>39,444</b>	<b>12,083</b>	<b>666</b>	<b>52,745</b>
<b>Equity at 31<sup>st</sup> December 2023</b>	<b>552</b>	<b>(74)</b>	<b>52,392</b>	<b>(478)</b>	<b>52,392</b>	<b>Equity at 1<sup>st</sup> January 2024</b>	<b>552</b>	<b>39,444</b>	<b>12,083</b>	<b>666</b>	<b>52,745</b>
<b>Equity at 1<sup>st</sup> January 2024</b>	<b>552</b>	<b>(74)</b>	<b>52,392</b>	<b>(478)</b>	<b>52,392</b>	Treasury Shares	0	(878)	0	0	(878)
Other equity adjustments	0	0	(26)	26	0	Exchange rate	0	0	0	0	0
Treasury Shares	0	0	(877)	0	(877)	Distribution of profit for the year	0	1,358	7,239	1,791	10,388
Exchange rate	0	354	0	0	354	<b>Equity at 30<sup>th</sup> June 2024</b>	<b>552</b>	<b>39,924</b>	<b>19,323</b>	<b>2,457</b>	<b>62,256</b>
Distribution of profit for the year	0	0	10,388	(203)	10,185						
<b>Equity at 30<sup>th</sup> June 2024</b>	<b>552</b>	<b>280</b>	<b>61,876</b>	<b>(655)</b>	<b>62,053</b>						





## CASH FLOW STATEMENT

k DKK	Notes	Group	
		H1 2024	31.12.2023
Profit for the year		10,185	2,241
Adjustments for non-cash operating items, etc.	15	1,496	8,697
Changes in net working capital	16	(1,656)	(3,673)
<b>Cash flow from operating activities before financial items</b>		<b>10,025</b>	<b>7,265</b>
Interests received		49	145
Interests paid		(488)	(481)
<b>Cash flow from ordinary activities</b>		<b>9,586</b>	<b>6,929</b>
Corporation tax, received		0	4,313
<b>Cash flow from operating activities</b>		<b>9,586</b>	<b>11,242</b>
Purchase of intangible fixed assets		(11,596)	(13,236)
Purchase of tangible fixed assets		(136)	1
Acquisitions of subsidiaries		0	0
Changes in deposits		44	(1)
<b>Cash flow from investing activities</b>		<b>(11,688)</b>	<b>(13,236)</b>
Change in short-term debt to credit institution		41	94
Purchase of treasury shares		(878)	(1,646)
<b>Cash flow from financing activities</b>		<b>(837)</b>	<b>(1,552)</b>
Net cash flow for the year		(2,939)	(3,546)
Cash at bank and in hand beginning of the year		24,719	28,265
<b>Cash at bank and in hand at end of the year</b>		<b>21,780</b>	<b>24,719</b>



## NOTES

### 1. STAFF COSTS

	Group		Parent	
	H1 2024	H1 2023	H1 2024	H1 2023
k DKK				
Wages and salaries	11,943	9,650	8,709	7,091
Pensions	86	76	57	47
Other staff costs	(95)	250	(95)	181
<b>Staff costs, gross total</b>	<b>11,933</b>	<b>9,976</b>	<b>8,670</b>	<b>7,318</b>
Average number of employees	50	48	38	25

Wages and salaries accrued by Executive Management and the Supervisory Board is disclosed a whole in accordance with §98b in the Danish Financial Statements Act.

Staff costs include wages and salaries accrued by Executive Management and the Supervisory Board in the amount DKK 137k. (H1 2023: DKK 0k)

The Group's management is part of a long-term incentive program that involves an option to acquire shares in the company up to a total 0.48% of the share capital. Warrants can be exercised at a strike price of DKK 4.00 per share of nominally DKK 0.02 in ordinary exercise periods four weeks after the Company announces annual and interim financial reports.

The exercise price equals a calculated net asset value at the time of acquisition. The exercise period for this program ends on 21st April 2024. The incentive program is not recognized in the Financial Statements.

Warrant Program: The warrant program provides the holders with the right to subscribe for up to 372,600 shares in the Company at a nominal value of DKK 0.02 per share, corresponding to a total nominal capital increase of up to DKK 7,452.

Date of program started: 17-Oct-23  
 Number of Potential Warrants: 372,600 warrants issued.  
 Exercise Price: 4DKK

Any Conditions for Use:  
 Annual vesting over a three-year period.  
 Exercise periods tied to financial report announcements.

Additional conditions related to specific events (removal from trading, liquidation, etc.). Warrants not used within 41 months automatically lapse.

Holders:  
 CFO Mariana Chucri, COO Theis Dinesen and other employees.

### 2. FINANCIAL INCOME

	Group		Parent	
	H1 2024	H1 2023	H1 2024	H1 2023
k DKK				
Other financial income	49	8	1	3
	<b>49</b>	<b>8</b>	<b>1</b>	<b>3</b>

### 3. FINANCIAL EXPENSES

Other financial expenses	(488)	(80)	(40)	(108)
	<b>(488)</b>	<b>(80)</b>	<b>(40)</b>	<b>(108)</b>

### 4. TAX ON INCOME FOR THE YEAR

Current tax	(280)	(174)	904	(3)
Adjustment of deferred tax for the year	2,502	321	2,139	0
Adjustment of tax from previous years	0	0	0	0
Adjustment of deferred tax concerning previous years	0	0	0	0
	<b>2,222</b>	<b>147</b>	<b>3,043</b>	<b>(3)</b>





## NOTES

### 5. INTANGIBLE ASSETS

	Group		Parent	
	Develop-ment proj-ects under construction	Completed develop-ment projects	Develop-ment proj-ects under construction	Completed develop-ment projects
k DKK				
Cost price, 1 January 2024	8,148	54,234	8,148	36,236
Additions	6,349	5,247	6,349	5,247
Addition from subsidiaries			0	0
Disposals	0	0	0	0
Transfers	(4,150)	4,150	(4,150)	4,150
Cost price, 30 June 2024	10,347	63,631	10,347	45,633
Amortisation, 1 January 2024	1,982	34,904	1,982	26,911
Amortisation	0	3,966	0	2,314
Impairment cost	0	0	0	0
Disposals	0	0	0	0
Transfers	0	0	0	0
Amortisation, 30 June 2024	1,982	38,870	1,982	29,225
<b>Carrying amount, 30 June 2024</b>	<b>8,365</b>	<b>24,761</b>	<b>8,365</b>	<b>16,408</b>

Development projects under construction and completed development projects includes the development and testing of games under various titles which are launched through several platforms such as the Google Store and the App Store.

### 5. TANGIBLE ASSETS

	Group		Parent	
	Leasehold improve-ments	Fixtures and fittings, tools and equipment	Leasehold improve-ments	Fixtures and fittings, tools and equipment
k DKK				
Cost price, 1 January 2024	638	212	638	211
Additions	0	0	0	0
Disposals	0	0	0	0
Transfers	0	0	0	0
Cost price, 30 June 2024	638	212	638	211
Amortisation, 1 January 2023	461	171	461	171
Amortisation	106	31	106	30
Disposals	0	0	0	0
Transfers	0	0	0	0
Amortisation, 30 June 2024	567	202	567	201
<b>Carrying amount, 30 June 2024</b>	<b>71</b>	<b>10</b>	<b>71</b>	<b>10</b>



## NOTES

### 6. INVESTMENTS IN SUBSIDIARIES

k DKK	H1 2024	31.12.2023
Cost price, 1 January	17,189	17,157
Addition	0	32
Cost price, 30 June	17,189	17,189
Value adjustments, 1 January	666	2,568
Income for the year	1,792	1,677
Exchange Adjustments	0	(74)
Amortization of development projects	0	(2,577)
Other adjustments	0	(928)
Value adjustments, 30 June	2,458	666
Equity investments with negative net asset value amortised over receivables	0	432
<b>Carrying amount, 31 June</b>	<b>19,647</b>	<b>18,287</b>
Positive differences arising on initial measurement of subsidiaries at net asset value	0	0

Name	Registered in	Voting and ownership share
Trophy Games Publishing ApS	Copenhagen, Denmark	100 %
Xombat ApS	Copenhagen, Denmark	100 %
Trophy Games Canada Inc.	Ontario, Canada	100 %
PIU-PIU LT, UAB	Vilnius, Lithuania	80 %

### 7. SHARE CAPITAL

The share capital consists of 552,000 share of DKK 100 nominal value and is paid up in full.

No shares have special rights.

### 8. DEFERRED TAX

k DKK	Group		Parent	
	H1 2024	31.12.2023	H1 2024	31.12.2023
1 January	4,820	2,463	2,434	(930)
Adjustment of deferred tax for the year	(3,405)	2,439	(3,042)	3,166
Adjustment of deferred tax for the previous year	0	198	0	198
Adjustment of deferred tax for subsidiaries	0	(280)	0	0
<b>30 June</b>	<b>1,415</b>	<b>4,820</b>	<b>(608)</b>	<b>2,434</b>

### 9. OTHER RECEIVABLES

k DKK	Group		Parent	
	H1 2024	31.12.2023	H1 2024	31.12.2023
Amount of which is due for payment less than 1 year after the end of the financial year	3,788	2,827	769	501
Amount of which is due for payment more than 1 year after the end of the financial year	4,549	3,356	0	0
<b>Total</b>	<b>8,337</b>	<b>6,183</b>	<b>769</b>	<b>501</b>

### 10. SPECIAL ITEMS

k DKK	Group		Parent	
	H1 2024	31.12.2023	H1 2024	31.12.2023
Impairment of development project	0	1,982	0	1,982
<b>Total</b>	<b>0</b>	<b>1,982</b>	<b>0</b>	<b>1,982</b>

For H1 2024, we have no impairment costs. In 2023, as mentioned in Management commentary, the impairment costs was DKK 1,982k related to the development of True Crime and Warhammer AoS: Soul Arena. Management considers these special items.





## NOTES

### 11. CONTINGENT LIABILITIES

The parent company participates in joint taxation with its Danish subsidiary. The companies bear unlimited joint and several liability for Danish corporation tax and tax at source on dividends, interest and royalties within the joint taxation scheme. Any subsequent adjustment of the income subject to joint taxation or tax at source on dividend etc. could result in an increase of the companies' liability.

The lease liabilities related to the rental agreement in Copenhagen, for the entire lease term up to the earliest termination date by the tenant (February 1, 2025), amount to approximately DKK 2,191k.

### 12. COLLATERAL

The Group and the parent company has not provided collateral.

### 13. DISTRIBUTION OF PROFIT FOR THE YEAR

k DKK	Parent	
	H1 2024	31.12.2023
Proposed profit appropriation:		
Reserve for development costs	7,239	8,296
Reserve for revaluation of subsidiaries	1,791	(907)
Retained earnings	1,358	(4,794)
	<b>10,388</b>	<b>2,595</b>

### 14. RELATED PARTIES

According to section 98(3) of the Danish Financial Statements Act, transactions with wholly-owned subsidiaries are not disclosed. Wages and salaries accrued by Executive Management and the Supervisory Board is disclosed in note 1.

During 2020 the Group has repaid loans from shareholders and management including interest.

Trophy Games Development A/S has no related parties with controlling influence.

### 15. ADJUSTMENTS FOR NON-CASH OPERATING ITEMS, ETC

k DKK	Group	
	H1 2024	31.12.2023
Financial income	(49)	(145)
Financial expenses	488	481
Other adjustments	(821)	0
Depreciation and amortisation	4,101	7,456
Tax on income for the year	(2,222)	905
	<b>1,496</b>	<b>8,697</b>

### 16. CHANGES IN NET WORKING CAPITAL

Changes in receivables	(6,902)	(3,639)
Changes in current liabilities	5,246	(34)
	<b>(1,656)</b>	<b>(3,673)</b>

### 17. ACCOUNTING FEES PRICewaterhouseCOOPERS

k DKK	Group		Parent	
	H1 2024	31.12.2023	H1 2024	31.12.2023
Statutory audit	0	174	0	121
<b>Total</b>	<b>0</b>	<b>174</b>	<b>0</b>	<b>121</b>



## NOTES

### 18. ACCOUNTING POLICIES

The half-year Report of Trophy Games Development has been prepared in accordance with the provisions applying to reporting class B enterprises, with selected provisions for reporting class C medium, in accordance with the Danish Financial Statements Act.

The accounting policies applied remain unchanged from last year. There has been reclassification for comparative purposes since last year.

The Consolidated and Parent Company Financial Statements for H1 2024 are presented in k DKK.

#### **Recognition and measurement**

The financial statements are prepared in accordance with the historical cost convention.

Revenue is recognised in the income statement as it is earned. Value adjustments of financial assets and liabilities are measured at fair value or amortised cost. The same applies to all expenses incurred to achieve earnings, including depreciations, impairment losses/gains, accruals and reversals due to changes in accounting estimates of amounts previously recognised in the income statement.

Assets are recognised in the statement of financial position when it is probable that future economic benefits will flow to the company, and the value of the asset can be reliably measured.

Liabilities are recognised in the statement of financial position when it is probable that future economic benefits will flow out of the company and the value of the liability can be reliably measured. On initial recognition, assets and liabilities are measured at cost. Subsequently, assets and liabilities are measured as described for each individual item below.

Certain financial assets and liabilities are measured at amortised cost to achieve a constant effective interest rate over the life of the asset or liability. Amortised cost is stated as the original cost less any repayments plus or minus the cumulative amortisation of any difference between cost and nominal amount. In this way, capital losses and gains are amortised over the life of the asset or liability.

Recognition and measurement take into consideration anticipated losses and risks that arise before the time of presentation of the annual report and which confirm or invalidate affairs and conditions existing at the statement of financial position date.

#### **Transaction policies**

Transactions in foreign currencies are translated at the exchange rates at the dates of transaction. Exchange differences arising due to differences between the transaction date rates and the rates at the dates of payment are recognised in financial income and expenses in the income statement. Where foreign exchange transactions are considered hedging of future cash flows, the value adjustments are recognised directly in equity.

Receivables, payables and other monetary items in foreign currencies that have not been settled at the balance sheet date are translated at the exchange rates at the balance sheet date. Any differences between the exchange rates at the balance sheet date and the rates at the time when the receivable or the debt arose are recognised in financial income and expenses in the income statement.

Fixed assets acquired in foreign currencies are measured at the transaction date rates.

The parent company uses Danish Kroner (DKK) as its reporting currency. All other currencies are considered as foreign currency.





## NOTES

### **Consolidated financial statements**

The consolidated financial statements include the parent company Trophy Games Development A/S, as well as the subsidiaries of which Trophy Games Development A/S directly or indirectly holds more than 50 % of the voting rights or has a deciding influence in another way.

For the consolidated companies, elimination is carried out of intra-group income and expenses, shareholdings, internal debts and dividends as well as realised and unrealised profits and losses for transactions between the consolidated companies.

### **Minority interest**

On initial recognition, minority interests are measured at the fair value of the minority interests' share of ownership.

Goodwill relating to the minority interests' share in the acquired company is recognized.

### **Business combinations**

Acquisitions of subsidiaries are accounted for using the purchase method under which the identifiable assets and liabilities of the entity acquired are measured at fair value at the time of acquisition. Acquired contingent liabilities are recognised at fair value in the Consolidated Financial Statements to the extent that the value can be measured reliably. The time of acquisition is the time when the Group obtains control of the entity acquired.

The cost of the entity acquired is the fair value of the consideration agreed, including consideration contingent on future events. Transaction costs directly attributable to the acquisition of subsidiaries are recognised in the income statement as incurred. Positive differences between the cost of the entity acquired and identifiable assets and liabilities are recognised as goodwill in intangible assets in the balance sheet and are amortised in the income statement on a straight-line basis over their estimated useful lives. Amortisation of goodwill is allocated in the Consolidated

Financial Statements to the operations to which goodwill is related. Where the differences are negative, they are recognised immediately in the income statement.

Where the purchase price allocation is not final, positive and negative differences from acquired subsidiaries due to changes to the recognition and measurement of identifiable net assets may be adjusted for up to 12 months after the time of acquisition. These adjustments are also reflected in the value of goodwill or negative goodwill, including in amortisation already made.

Where cost includes contingent consideration, this is measured at fair value at the time of acquisition. Contingent consideration is subsequently measured at fair value. Any value adjustments are recognised in the income statement. In respect of step acquisitions, any previously held investments in the entity acquired are remeasured at fair value at the time of acquisition. The difference between the carrying amount of the investment previously held and the fair value is recognised in the income statement.

Investments in subsidiaries are offset with the proportionate share of the subsidiaries' fair value of net assets and liabilities on the acquisition date.

### **Incentive schemes**

The value of share-based payment, including share option plans that do not involve an outflow of cash and cash equivalents, offered to the Executive Board and a number of senior employees is not recognised in the income statement.

The most significant conditions of the share option plans are disclosed in the notes.

## **INCOME STATEMENT**

### **Revenue**

'The net revenue for the publishing of computer games, tablet and mobile phone games and related products is recognized in the income statement if delivery and risk transfer to the buyer has taken place before the end of the year. The net revenue



## NOTES

is recognized excluding VAT and tax charges on behalf of a third party, as well as with the deduction of discounts in connection with the sale.

### **Other operating income**

'Other operating income and other operating expenses comprise items of a secondary nature to the main activities of the Company, including consultancy services, gains and losses on the sale of intangible assets and property, plant and equipment.

### **Direct costs**

Direct costs include the costs incurred to achieve revenue for the year.

### **Other external costs**

Other external expenses comprise expenses for administration, etc.

### **Staff costs**

Staff costs comprises wages and salaries, pension and related expenses.

### **Results of investments in subsidiaries**

The proportionate share of the individual subsidiaries' results after tax, after full elimination of internal profits/loss, is recognised in the parent company's income statement.

### **Depreciation, amortisation and impairment losses**

Depreciation, amortisation and impairment losses relating to tangible assets, plant and equipment, intangible assets and right-of-use assets comprise depreciation and amortisation.

### **Financial income and expenses**

Financial income and expenses include interest income and expenses as well as financial gains and losses and foreign currency adjustments.

### **Tax on income for the year**

The parent company is covered by the Danish rules on compulsory joint taxation of Trophy Games Development's Danish subsidiaries. Subsidiaries are covered by joint taxation as of the date they are included in the consolidation in the Consolidated Financial Statement, prior to this they are not part of consolidation.

The parent company is the administrative company for the joint taxation and, as a result of this, settles all payments of corporate taxes with the Danish tax authorities.

The applicable Danish corporate tax is allocated by settling joint taxation contributions among the jointly taxed companies, in relation to their taxable incomes. In this connection, companies with tax losses, receive joint taxation contributions from companies that have been able to apply this loss to reduce their own tax profit.

Tax for the year, consisting of the year's current corporate tax, the year's joint taxation contribution and changes in deferred tax rates, is recognised in the statement of income, with the portion that can be attributed to the income for the year, and directly to equity, with the portion that can be directly attributed to equity.

## **BALANCE SHEET**

### **Intangibles assets**

Development projects relate to software that supports the development of games. Development projects that are clearly defined and identifiable are recognised as intangible assets if it is probable that the development project will generate future economic benefits to the group and the development costs of the individual asset can be measured reliably. Other development costs are recognised as costs in the statement of income as they are incurred.





## NOTES

Development projects are initially measured at cost price. The cost price of development projects comprises costs that can be attributed directly or indirectly to the development projects, and which are necessary to complete the project, counting from the time when the development project first meets the criteria for recognition as an asset.

Completed development projects are amortised on a straight-line basis over the estimated life, which is estimated to be 3-10 years. Development projects are written down to a possible lower recoverable amount, cf. the section on impairment of assets below.

### **Property, plant and equipment**

Property, plant and equipment are measured at historical cost less accumulated depreciation. Historical cost includes expenditures that are directly attributable to the acquisition of the items. Property, plant and equipment are depreciated on a straight line basis over the estimated useful life, which is estimated to be three years.

## **FINANCIAL ASSETS**

### **Investments in subsidiaries**

Investments in subsidiaries are measured according to the equity method. Investments in subsidiaries are measured at the proportional share of the companies' equity value measured according to the Group's accounting policies minus or plus unrealized intra-group profits and losses and plus or minus the residual value of positive or negative goodwill measured according to the acquisition method.

Investments in subsidiaries and associates with a negative net asset value are measured at DKK 0 and any receivables from these companies will be impaired to the extent the receivable is deemed non-collectable. To the extent the parent company has a legal or actual obligation to cover a negative balance that exceeds the receivable; the balance will be recognised under accruals. If Trophy Games

Development has a legal or actual obligation to the company's deficit, an allocated commitment will be included to this.

Net revaluation of investments in subsidiaries are shown as a reserve for net revaluation according to the equity method in equity to the extent the carrying amount exceeds the cost price. Dividends from subsidiaries expected to be approved before the approval of the annual report for Trophy Games Development are not bound on the revaluation reserve.

### **Impairment of non-current assets**

The carrying amounts of intangible assets and property, plant and equipment and investments are reviewed on an annual basis to determine whether there is any indication of impairment other than that expressed by amortisation and depreciation.

The recoverable amount of the asset is calculated as the higher of net selling price and value in use. Where a recoverable amount cannot be determined for the individual asset, the assets are assessed in the smallest group of assets for which a reliable recoverable amount can be determined based on a total assessment.

Goodwill and other assets for which a separate value in use cannot be determined as the asset does not on an individual basis generate future cash flows are reviewed for impairment together with the group of assets to which they are attributable.

### **Other non-current assets**

Other non-current assets consist of deposits. Other non-current assets are measured at cost less any impairment following an individual assessment.

### **Receivables**

Receivables are measured in the balance sheet at the lower of amortised cost and net realisable value, which corresponds to nominal value less provisions for bad debts. Provisions for bad debts are determined on the basis of an individual



## NOTES

assessment of each receivable, and in respect of trade receivables, a general provision is also made based on the Group's experience from previous years.

### **Cash at bank and in hand**

Cash at bank and in hand comprise cash at bank.

## **EQUITY**

### **Share capital**

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new shares are shown in equity as a deduction, from the proceeds.

### **Reserve for net revaluation applying the equity method**

Reserve for net revaluation applying the equity method covers net revaluations of equity investments in subsidiaries in relation to cost.

The reserve can be eliminated in case of losses, if investments are realised or changes are made to accounting estimates.

The reserve may not be recognised at a negative amount.

### **Reserve for development projects**

The reserve for development projects comprises recognised development costs. The reserve cannot be used to distribute dividend or cover losses. The reserve will be reduced or dissolved if the recognised development projects are no longer part of the Company's operations by a transfer directly to the distributable reserves under equity.

If the recognised development projects are written down, part of the reserve for development projects must be reversed. The reversed portion corresponds to the write-down of the development projects. If a write-down of the development projects is subsequently reversed, the reserve for development projects must be re-established. The reserve for development projects is also reduced by amortisation

charges. In doing so, the equity reserve will not exceed the amount recognised in the statement of financial position as development projects.

### **Treasury shares**

Purchase and sales prices for treasury shares are recognised directly in retained earnings under equity. A reduction of capital by cancellation of treasury shares reduces the share capital by an amount equal to the nominal value of the shares and increases retained earnings. Dividend on treasury shares is recognised directly in equity under retained earnings.

### **Dividend distribution**

Proposed dividends are disclosed as a separate item under equity and recognised as a liability when declared.

### **Corporate tax and deferred tax**

As the administrative company, Trophy Games Development A/S assumes liability for the subsidiaries' corporate taxes to the Danish tax authorities concurrently with the subsidiaries' payment of joint taxation contributions.

Current tax payable and receivable is recognised in the statement of financial position as calculated tax on the taxable income for the year, adjusted for previous years' taxable income and taxes paid on account. Payable or receivable joint taxation contributions are recognised in the statement of financial position as "Payable corporate tax" or "Corporate tax."

Deferred tax is measured according to the statement of financial position liability method on all temporary differences between accounting and tax values of assets and liabilities. However, deferred tax on temporary differences related to taxable nondeductible goodwill, as well as other items where temporary differences – except for acquisitions of companies – have arisen at the time of acquisition without having an effect on the income or taxable income, is not recognised. In cases where the determination of the tax value can be performed under various taxation





## NOTES

rules, deferred tax is measured based on management's planned use of the asset, respectively, settlement of the liability.

Deferred tax assets, including the tax base of tax loss carry-forwards, are recognised at the value at which they are expected to be used, either by elimination in the tax of future earnings, or by offsets in deferred tax payables in companies within the same legal tax entity or jurisdiction.

Adjustment of deferred tax is made concerning performed elimination of unrealized payable intra-group profits and losses. Deferred tax is based on the tax rules and tax rates in the respective countries that will be effective under the legislation, at the reporting date, when the deferred tax is expected to be crystallised as current tax.

### **Liabilities**

Financial liabilities are recognised upon raising the loan at the proceeds received, less incurred transaction costs. For subsequent periods, financial liabilities are measured at amortised cost.

### **Cash flow statement**

No cash flow statement has been prepared for the parent company, as the parent company's cash flows are included in the cash flow statement for the group.

Cash flow from operating activities is measured as income for the year adjusted for non-cash operating items, changes in working capital and corporation tax paid.

Cash flow from investing activities covers payments made related to the purchase and divestment of companies and activities, and the purchase and divestment of property, plant and equipment, intangible assets and other financial assets.

Cash flows from financing activities comprise cash inflows from shareholders in their capacity as shareholders.

Cash at bank and in hand comprise holdings of short-term securities that can readily be converted to cash at bank and in hand and for which there is only insignificant risk of changes in value.

### **Key Figures**

The financial ratios have been computed as follows:

Return on equity: 
$$\frac{\text{Profit for the year}}{\text{Average equity}}$$

Solvency ratio: 
$$\frac{\text{Total equity}}{\text{Total assets}}$$



# MANAGEMENT'S STATEMENT

The Executive and Board of Directors have today considered and adopted the half-year report of Trophy Games Development A/S for the financial year 1 January – 30 June 2024

The half-year report is prepared in accordance with the Danish Financial Statements Act.

In our opinion, the Financial Statements and the Consolidated Financial Statements give a true and fair view of the financial position at 30 June 2024 of the Company and the Group and of the results of the Company and Group operations and cash flows for 30 June 2024.

Copenhagen, 8 August, 2024

## EXECUTIVE BOARD

**Søren Westrup Gleie**  
CEO

## BOARD OF DIRECTORS

**Jan Dal Lehrmann**  
Chairman

**René Eghammer**

**Pernille Nørkær**

**Johan Eile**

**Mikkel Weider**



Asset: Transport series characters





**TROPHY GAMES DEVELOPMENT A/S**  
MIKKEL BRYGGERS GADE 4, 2ND FLOOR  
1460 COPENHAGEN K, DENMARK