



MAG INTERACTIVE

MAG INTERACTIVE AB [PUBL]

SEP—AUG 2025/26

Q4

2025/26

INTERIM AND YEAR END REPORT

SEP—AUG 2025/26

ABOUT

MAG INTERACTIVE AB [PUBL]

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



SUMMARY OF THE PERIOD JUN 2026 UNTIL AUG 2026

- The Group's net sales for the quarter were 63,583 KSEK (76,817 KSEK), a decrease of 17%
- EBITDA for the quarter was 18,737 KSEK (5,054 KSEK), an increase of 13,683 KSEK
- The Group's game contribution for the quarter was 42,050 KSEK (31,031 KSEK), an increase of 36%
- Average revenue per daily active user (ARPDau) for the quarter was 9.1 US cents (9.5 US cents), a decrease of 5%
- Earnings per share during the quarter were 0.10 SEK/share (-0.31 SEK/share)
- Adjusted earnings per share during the quarter were 0.10 SEK/share (-0.31 SEK/share)
- The cost of user acquisition for the quarter was 12,973 KSEK (34,354 KSEK)

SUMMARY OF THE PERIOD SEP 2025 UNTIL AUG 2026

- The Group's Net sales for the period were 263,903 KSEK (275,816 KSEK), a decrease of 4%
- EBITDA for the period was 62,669 KSEK (49,786 KSEK), an increase of 12,883 KSEK
- The Group's game contribution for the period was 163,790 KSEK (163,118 KSEK), an increase of 0.4%
- Average revenue per daily active user (ARPDau) for the period was 9.0 US cents (7.5 US cents), an increase of 21%
- Earnings per share during the period were 0.04 SEK/share (-0.36 SEK/share)
- Adjusted earnings per share during the period were -0.02 SEK/share (-0.21 SEK/share)
- The cost of user acquisition for the period was 64,411 KSEK (72,220 KSEK)

SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD JUN 2026 UNTIL AUG 2026

- No significant events were registered during the period

The year in numbers

Net sales for the full year were 264 MSEK, a decrease of 4% compared to the previous financial year, with an EBIT of 1 MSEK against a loss of 11 MSEK. EBITDA was 63 MSEK, an increase of 26%, and we generated an EBITDA-margin of 24% compared to 18% last year.

Portfolio average revenue per daily active user (ARPDau) for the full year was 9.0 US cents against 7.5 last year, an increase of 21% and the highest of any year in our history. The main driver behind this improvement is the increased focus on a richer live operations experience, including side cores, that run across several of our games.

In the fourth quarter, net sales were 64 MSEK, down 17% compared to the same quarter last year, with an EBIT of 3 MSEK against a loss of 10 MSEK. Both the revenue development and the improved result were impacted by the lower level of user acquisition (UA) investment during the quarter. We invested 13 MSEK in UA, compared with 34 MSEK a year ago. The lower spend contributed positively to the result, while also having a negative impact on revenue.

A richer live ops offering in our existing games

Everything we build is aimed at one thing: a more competitive portfolio. Our games have always been well made. What our new technical platform and our shared *playbook* of features add is competitiveness in how we operate them; more of what works, in more of our games, faster. What we refer to as the *playbook* is a set of game agnostic features that are common in successful casual mobile games, for example a *Battle Pass* or a *Piggy Bank*. We are implementing the *playbook* feature set at a rapid pace, with the aim of rolling it out across all of our most significant games.

Crozzle completed its migration to the latest version of our tech platform during the quarter and is now fully migrated. The migrated games show more time played per daily active user and better first-day retention among new players. More importantly, features can now be built once and then integrated across games in days or weeks rather than months. Wordzee received two new game cores during its migration that were built by other teams entirely, and our shared feature pipeline is now delivering into both Wordzee and Crozzle.

Crozzle is launching a much anticipated and requested feature in October, namely *Friend Games*. The game will now accommodate both quick matches with instant response and friend games where the player and their friends take turns solving crosswords. We have seen in several of our other games how in-game relationship building can serve as the foundation for many years of engagement. Our ambition for Crozzle is to build another evergreen game that will be part of our portfolio for many years to come, and *Friend Games* is an important piece in that development.



During the quarter we launched a new version of the Blaster side core in QuizDuel. In addition to improved graphics, we also added new capabilities like pre-game boosters and win streak mechanics. QuizDuel has seen a significant improvement in playtime and revenue contribution from Blaster as a result.

A faster new games operation

In our last report, we wrote that while testing five to six concepts per year would once have been a high pace for a company of our size, we now saw a realistic path towards testing a similar number every quarter. In the fourth quarter, we had six new games in testing: two trivia titles and four word games, each with its own app store presence and live player data analysis. This pace is possible because early concepts are now built almost entirely with AI, which makes them inexpensive to build, measure and evaluate. Most new games will not find an audience. That is exactly why the number of qualified attempts we can afford each year is one of the most important numbers in our business, and we have multiplied it within a quarter of setting the goal to do so.

The two sides of the portfolio work together. AI takes us to a validated idea quickly and at low cost. Our tech platform is what takes a validated idea to a feature-complete product quickly, because the features it needs, to a large extent, already exist and have already been built.

We see a significant increase in productivity across all of product development and will double down on that during the year to optimize our chances of riding this exciting wave of improvements in technology. Part of this includes recruiting more top talent in product management and game design. The coming year means investing in an exciting future with the aim of taking the company to a new level in terms of product performance and operations capacity.

User acquisition follows competitiveness

We invest as much in UA as we can within the payback rules that protect our future cash flow. Our general rule is 180 days to full payback, but it can be extended when a game has a proven long-term life time value development that can support it. The long-term goal for any cohort is to return at least 50% on top of the initial investment within 2-3 years of acquisition.

Those rules are guard rails, not a target. What sets the amount they allow is how competitive our games are: the stronger a game performs, the more volume our prediction models will clear at an unchanged payback profile. UA is therefore a consequence of the work described above rather than a lever of its own, and it remains a key driver of long-term growth.

Profitability in a single quarter is not a goal in itself. We are building towards 500 MSEK in annual revenues and an EBIT of 100 MSEK and on the way there, our result will vary with how much we are able to invest in UA.





MAG INTERACTIVE

FROM THE CEO A MORE COMPETITIVE PORTFOLIO

2025/26

The year ahead

We enter the new financial year with a product pipeline and a rate of new game testing we have not had before, a technical platform and a set of *playbook* features that make every game we operate more competitive, and a portfolio of live games that funds the new development. Our work this year will be focused on transforming the strong momentum we have in product development into increased UA volumes and revenue growth. The opportunity ahead of us is great, and we feel well positioned to take advantage of the speed that AI enables in both product development and marketing.

Thanks to our shareholders for taking part in our journey and to everyone at MAG for the dedication and creativity that made this year's progress possible.

DANIEL HASSELBERG, CEO



SUMMARY OF THE BUSINESS' KEY PERFORMANCE INDICATORS

2025/26

		Note	Jun 26-Aug 26	Jun 25-Aug 25	Y/Y change	Sep 25-Aug 26	Sep 24-Aug 25	Y/Y change
Net sales	KSEK	1,5	63,583	76,817	-17%	263,903	275,816	-4%
Adjusted net sales	KSEK	5	63,583	76,817	-17%	263,903	273,410	-3%
Currency (USD)	SEK/USD		9.61	9.58	0.3%	9.37	10.17	-8%
Net sales USD (In-app + advertising)	KUSD		6,616	8,020	-18%	28,178	27,111	4%
Adjusted net sales USD	KUSD		6,616	8,020	-18%	28,178	26,884	5%
In-app purchases	KSEK	1	28,962	38,545	-25%	125,659	143,620	-13%
Advertising sales	KSEK	1, 5	34,274	37,924	-10%	137,891	131,847	5%
User acquisition	KSEK		-12,973	-34,354	-62%	-64,411	-72,220	-11%
Game contribution	KSEK	3	42,050	31,031	36%	163,790	163,118	0.4%
EBITDA	KSEK		18,737	5,054		62,669	49,786	
EBITDA margin ¹	%		29.5%	6.6%	22.9	23.7%	18.1%	5.7
Adjusted EBITDA	KSEK	5	18,738	5,054		60,815	53,870	
Adjusted EBITDA margin ¹	%		29%	7%	23	23%	20%	4
EBIT	KSEK		2,990	-9,872		1,448	-10,886	
EBIT margin ¹	%		4.7%	-12.9%	17.6	0.5%	-3.9%	4.5
Adjusted EBIT	KSEK	5	2,991	-9,872		-406	-6,133	
Adjusted EBIT margin ¹	%		5%	-13%	18	-0%	-2%	2
Profit	KSEK		2,700	-8,145		936	-9,414	
Earnings per share	SEK		0.10	-0.31		0.04	-0.36	
Adjusted earnings per share	SEK	5	0.10	-0.31		-0.02	-0.21	
Free cashflow	KSEK		764	-2,650		6,880	7,542	
Average employees	FTE		100	96	5%	101	98	3%
Daily active users (DAU)	Millions		0.8	0.9	-13%	0.9	1.0	-14%
Monthly active users (MAU)	Millions		2.0	2.3	-14%	2.1	2.5	-14%
Monthly unique payers (MUP)	Thousands		40	48	-17%	43	43	1%
ARPPDAU	US cent		9.1	9.5	-5%	9.0	7.5	21%

¹Y/Y change in percentage points

MAG's new engaging crossword game

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

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



MAG's unique growth game

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

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

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



Europe's biggest trivia game on mobile

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

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

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

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

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



Ruzzle - reliable evergreen success

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

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

Word Domination - evergreen with engaged player base

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

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

WordBrain - evergreen with stable revenue stream

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

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



CONSOLIDATED PROFIT/LOSS AND CASH FLOW FOR THE PERIOD JUN 2026 UNTIL AUG 2026

2025/26

OPERATING INCOME

The Group's net sales for the quarter totalled 63,583 KSEK (76,817 KSEK), a decrease of 17%. The Group's net sales in USD for the quarter were 6,616 KUSD (8,020 KUSD), a decrease of 18%.

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

Own work capitalised totalled 11,362 KSEK (8,581 KSEK).

Other operating income for the quarter totalled to 503 KSEK (795 KSEK) and mainly consists of exchange rate gains, the comparison period also includes rental income from subletting of office space.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses for the quarter totalled 56,711 KSEK (81,140 KSEK). Of these, 13,822 KSEK (16,147 KSEK) were sales related costs, primarily originating from fees to Apple App Store and Google Play, as well as server costs. In addition to this 12,973 KSEK (34,354 KSEK) were costs of user acquisition and 5,707 KSEK (6,683 KSEK) were other external operating expenses.

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

Personnel costs totalled 24,210 KSEK (23,956 KSEK), an increase of 1%. The average number of employees during the period was 100 (96) an increase of 5%.

EBITDA for the quarter was 18,737 KSEK (5,054 KSEK). Adjusted EBITDA* was 18,738 KSEK (5,054 KSEK).

Depreciation of tangible and intangible assets totalled 15,747 KSEK (14,926 KSEK), of which 12,199 KSEK (10,445 KSEK) was depreciation of capitalized development expenses.

The Group's operating profit/loss (EBIT) was 2,990 KSEK (-9,872 KSEK). Adjusted EBIT* was 2,991 KSEK (-9,872 KSEK). Profit/loss before tax 3,587 KSEK (-9,944 KSEK).

FINANCIAL ITEMS

Financial income totalled 872 KSEK (555 KSEK) and financial expenses totalled 275 KSEK (627 KSEK). The financial income refers to interest income and exchange rate gains from cash & cash equivalent and the financial expenses to interest on financial leasing.

PROFIT/LOSS FOR THE QUARTER

Profit/loss for the quarter was 2,700 KSEK (-8,145 KSEK). Earnings per share were 0.10 SEK/share (-0.31 SEK/share).

Adjusted earnings per share* were 0.10 SEK/share (-0.31 SEK/share). The average number of shares during the quarter was 26,540,857 (26,494,653).

CASH FLOW FOR THE QUARTER

The Group's cash flow from operating activities during the quarter was 10,268 KSEK (6,129 KSEK). Cash flow from investing activities was -9,504 KSEK (-8,779 KSEK). Cash flow from financing activities was -1,821 KSEK (-3,006 KSEK).

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





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

2025/26

OPERATING INCOME

The Group's net sales for the period totalled 263,903 KSEK (275,816 KSEK), a decrease of 4%. The comparison period includes net sales from divested operations. The Group's adjusted Net sales* for the period was 263,903 KSEK (273,410 KSEK), a decrease of 3%. The Group's Net sales in USD for the period were 28,178 KUSD (27,111 KUSD), an increase of 4%.

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

Own work capitalised totalled 55,068 KSEK (46,666 KSEK).

Other operating income for the period totalled to 2,003 KSEK (4,664 KSEK) and consists mainly of exchange rate gains and rental income from subletting of office space up to and including December.

OPERATING EXPENSES, EBITDA AND OPERATING PROFIT/LOSS

Operating expenses totalled 258,305 KSEK (277,360 KSEK). Of these, 55,685 KSEK (64,402 KSEK) were sales related costs, primarily originating from fees to Apple App Store and Google Play, as well as server costs. In addition to this 64,411 KSEK (72,220 KSEK) were costs of user acquisition and 24,818 KSEK (32,628 KSEK) were other external operating expenses. The decrease is explained by the Primetime divestment loss of 2 MSEK in the comparison period, exchange rate effects and a rent concession reducing costs in the current period by approximately 2 MSEK.

Personnel costs totalled 113,390 KSEK (108,110 KSEK) an increase of 5%. Personnel costs for the comparison period includes personnel costs from divested operations. The adjusted personnel costs* were 113,390 KSEK (105,724 KSEK) an increase of 7%. The increased personnel costs are mainly due to an increase in average number of employees, but also to a change in the handling of holiday pay liabilities in one of the subsidiaries. The average number of employees during the period was 101 (98), an increase of 3%. The adjusted average number of employees* during the period was 101 (95), an increase of 6%.

EBITDA for the period was 62,669 KSEK (49,786 KSEK). Adjusted EBITDA* for the period was 60,815 KSEK (53,870 KSEK).

Depreciation and impairments of tangible and intangible assets totalled 61,221 KSEK (60,672 KSEK), of which 45,878 KSEK (40,079 KSEK) was depreciation of capitalised development expenses.

The Group's operating profit/loss (EBIT) was 1,448 KSEK (-10,886 KSEK). Adjusted EBIT* was -406 KSEK (-6,133 KSEK). Profit/loss before tax 1,761 KSEK (-11,403 KSEK).

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



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

2025/26

FINANCIAL ITEMS

Financial income totalled 2,532 KSEK (3,581 KSEK) and financial expenses totalled 2,220 KSEK (4,097 KSEK). The financial income referred to interest income and exchange rate gains from cash and cash equivalents. The financial expenses were mainly attributable to exchange rate losses from cash and cash equivalents and interest on financial leasing.

PROFIT/LOSS FOR THE PERIOD

Profit/loss for the period totalled 936 KSEK (-9,414 KSEK). Earnings per share were 0.04 SEK/share (-0.36 SEK/share).

Adjusted earnings per share* were -0.02 SEK/share (-0.21 SEK/share).

The average number of shares during the period was 26,513,905 (26,494,653).

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

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

2025/26

NON-CURRENT ASSETS

Intangible non-current assets at the end of the period totalled 214,859 KSEK (211,769 KSEK), of which 125,794 KSEK (125,634 KSEK) relates to goodwill and 89,065 KSEK (86,135 KSEK) to other intangible assets. Other intangible assets consists of capitalized development expenses on own account 73,531 KSEK (64,342 KSEK) and acquired intellectual property 15,534 KSEK (21,793 KSEK).

Tangible fixed assets amounted to 28,926 KSEK (8,952 KSEK) at the end of the period and mainly consisted of right-of-use assets 28,233 KSEK (8,248 KSEK). The increase in right-of-use assets consists of an extension of an existing lease agreement for office premises.

Financial non-current assets amounted to 7,698 KSEK (9,727 KSEK) at the end of the period and consist of other long-term receivables, as rental deposits, amounting to 2,172 KSEK (4,084 KSEK), as well as deferred tax of 5,526 KSEK (5,643 KSEK).

CURRENT ASSETS

Current assets amounted to 118,839 KSEK (130,587 KSEK) at the end of the period and mainly consisted of trade and other receivables 26,681 KSEK (33,398 KSEK) and Cash and cash equivalents 84,811 KSEK (87,450 KSEK).

EQUITY

Equity at the end of the period totalled 299,847 KSEK (298,184 KSEK), corresponding to 11.3 SEK/share (11.3 SEK/share). The equity/assets ratio at the same time was 81.0% (82.6%).

LIABILITIES

Non-current liabilities amounted to 39,893 KSEK (21,409 KSEK) at the end of the period and mainly consisted of deferred tax liabilities of 18,347 KSEK (17,744 KSEK) and non-current lease liabilities of 21,546 KSEK (3,665 KSEK). The increase in non-current lease liabilities consists of an extension of an existing lease agreement for office premises. Current liabilities amounted to 30,581 KSEK (41,442 KSEK) at the end of the period and mainly consisted of accounts payable of 5,248 KSEK (18,209 KSEK), accrued expenses of 12,367 KSEK (13,769 KSEK), and the current portion of lease liabilities of 7,442 KSEK (5,334 KSEK).

The group has interest bearing debt of 28,988 KSEK (8,999 KSEK) which refers to financial lease and are found in the balance sheet under non-current lease liabilities and current lease liabilities. The increase in lease liabilities consists of an extension of an existing lease agreement for office premises.





KEY INDICATORS FOR THE BUSINESS PERIOD JUN 2026 UNTIL AUG 2026

2025/26

DISTRIBUTION OF REVENUES BY BUSINESS MODEL

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

GAME CONTRIBUTION

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

OTHER KEY INDICATORS

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

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

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

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

THE BUSINESS'S KEY INDICATORS DURING THE PERIOD

Net sales from in-app purchases for the period were 28,962 KSEK (38,545 KSEK), a decrease of 25% compared to the same period the previous year.

Net sales from in-app advertising were 34,274 KSEK (37,924 KSEK), a decrease of 10% compared with the same period the previous year.

Game contribution for the period was 42,050 KSEK (31,031 KSEK), an increase of 36% compared to the same period the previous year. DAU for the period 0.8 million (0.9 million), a decrease of 13% compared with the same period the previous year.

MAU for the period 2.0 million (2.3 million), a decrease of 14% compared with the same period the previous year.

MUP for the period 40 thousand (48 thousand), a decrease of 17% compared with the same period the previous year.

ARPPDAU for the period 9.1 US cent (9.5 US cent), a decrease of 5% compared with the same period the previous year.



OTHER DISCLOSURES

2025/26

PARENT COMPANY AND GROUP

The parent company MAG Interactive AB (publ), corporate ID number 556804-3524, has its registered office in Stockholm with 87 employees. A big part of the Group's business activity is in the parent company, with employees, agreements, intangible assets (incl. IP) and revenues. There are three subsidiaries in the group. MAG Games Ltd, with its registered office in Brighton and 23 employees, has only Group internal invoicing and carries out development and other functions in the company's operations. MAG United AB, with its registered office in Stockholm, has no employees. Sventertainment AB, with its registered office in Stockholm, was the developer and publisher of the trivia app Primetime, the business was divested in January 2025. All employees transferred with the business, and Sventertainment AB no longer has any employees.

ACCOUNTING PRINCIPLES

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

ANNUAL REPORT AND RESOLUTION REGARDING PROPOSAL OF DIVIDEND

The board of MAG Interactive AB (publ) has decided to propose to the annual general meeting to adopt a resolution to not pay out dividends.

RISKS AND UNCERTAINTIES

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

CURRENCY EFFECTS

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

CERTIFIED ADVISER

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

CONTACT

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

Or contact

Daniel Hasselberg, CEO, at daniel@maginteractive.se

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

MAG INTERACTIVE AB (PUBL)

Drottninggatan 95A

113 60 Stockholm

Sweden

FURTHER REPORTING DATES

Interim Report Q1 26/27 September – November 2026	January 20, 2027
Annual General Meeting 2025/2026	January 20, 2027
Interim Report Q2 26/27 December 2026 – February 2027	April 7, 2027
Interim Report Q3 26/27 March – May 2027	June 30, 2027
Interim Report Q4 26/27 June – August 2027	October 20, 2027

AUDIT

This report has not been reviewed by auditors.

PRESENTATION

On October 21st, 2026 at 10:00 CEST, CEO Daniel Hasselberg and CFO Magnus Wiklander will present the Interim Report live on Twitch. The presentation is held in English. Link to the Twitch feed www.twitch.com/maginteractive

Daniel Hasselberg will also take questions on the social media platforms X and Bluesky during the course of the day, write on X to @d_hasselberg or @maginteractive, or to @mag-official on Bluesky

More information is available at maginteractive.se/investors

STATEMENTS ABOUT THE FUTURE

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

ASSURANCE BY THE BOARD OF DIRECTORS

The Board of Directors and the CEO certify that this report gives a true and fair overview of the Group's and the Parent Company's operations, financial position and results of operations, and describes the significant risks and uncertainties faced by the Parent Company and the companies included in the Group.

Stockholm October 21, 2026

DANIEL HASSELBERG
CEO, Board member

JONAS ERIKSSON
Chairman of the Board

TAINA MALÉN
Board member

BRITT BOESKOV
Board member

ASBJOERN SOENDERGAARD
Board member

ÅSA LINDER
Board member

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

2025/26

Amounts in KSEK	Note	Jun 26-Aug 26	Jun 25-Aug 25	Sep 25-Aug 26	Sep 24-Aug 25
Operating income					
Net sales	1,5	63,583	76,817	263,903	275,816
Own work capitalised		11,362	8,581	55,068	46,666
Other operating income		503	795	2,003	4,664
Total		75,448	86,194	320,974	327,146
Operating expenses					
Sales related costs	2	-13,822	-16,147	-55,685	-64,402
User acquisition		-12,973	-34,354	-64,411	-72,220
Other external expenses	5	-5,707	-6,683	-24,818	-32,628
Personnel costs	5	-24,210	-23,956	-113,390	-108,110
Total operating expenses		-56,711	-81,140	-258,305	-277,360
EBITDA	5	18,737	5,054	62,669	49,786
Depreciation and write-downs of tangible and intangible non-current assets	4	-15,747	-14,926	-61,221	-60,672
Operating profit/loss (EBIT)	5	2,990	-9,872	1,448	-10,886
Financial items					
Interest income		872	555	2,532	3,581
Interest expense		-275	-627	-2,220	-4,097
Total financial items		597	-72	312	-517
Profit/loss before tax	5	3,587	-9,944	1,761	-11,403
Taxes		-887	1,799	-824	1,989
Profit/loss for the period	5	2,700	-8,145	936	-9,414
Other comprehensive result					
Exchange rate differences		893	-214	257	-1,252
Total comprehensive income for the period		3,594	-8,359	1,194	-10,666

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

Earnings per share (based on average number of shares)	0.10	-0.31	0.04	-0.36
Earnings per share fully diluted (based on average number of shares)	0.10	-0.31	0.04	-0.36
Average number of shares during the period ('000)	26,541	26,495	26,514	26,495
Average number of shares fully diluted during the period ('000)	26,566	26,513	26,528	26,499
Number of shares at the end of the period ('000)	26,541	26,495	26,541	26,495
Number of shares fully diluted at the end of the period ('000)	26,570	26,530	26,570	26,530

CONSOLIDATED BALANCE SHEET

ASSETS

2025/26

Amounts in KSEK	Note	31/8 2026	31/8 2025
ASSETS			
Goodwill		125,794	125,634
Other intangible assets		89,065	86,135
Total intangible assets	4	214,859	211,769
Right-of-use assets		28,233	8,248
Equipment, tools, fixtures and fittings		693	703
Total tangible assets	4	28,926	8,952
Other long-term receivables		2,172	4,084
Deferred tax assets		5,526	5,643
Total financial non-current assets		7,698	9,727
Total non-current assets		251,482	230,447
Current assets			
Trade and other receivables		26,681	33,398
Current tax assets		1,816	19
Other current receivables		360	1,940
Prepaid expenses and accrued income		5,171	7,781
Cash and cash equivalents		84,811	87,450
Total current assets		118,839	130,587
TOTAL ASSETS		370,321	361,034

CONSOLIDATED BALANCE SHEET

LIABILITIES AND EQUITY

2025/26

Amounts in KSEK	Note	31/8 2026	31/8 2025
EQUITY AND LIABILITIES			
Equity			
Share capital		689	688
Other external capital		282,960	283,178
Reserves		-147	-405
Retained earnings incl. profit/loss for the period		16,345	14,722
Total equity		299,847	298,184
Long-term liabilities			
Deferred tax liabilities		18,347	17,744
Long-term lease liabilities		21,546	3,665
Total long-term liabilities		39,893	21,409
Current liabilities			
Trade and other payables		5,248	18,209
Current tax liability		1	437
Accrued expenses and prepaid income		12,367	13,769
Short-term lease liabilities		7,442	5,334
Other current liabilities		5,523	3,693
Total current liabilities		30,581	41,442
TOTAL EQUITY AND LIABILITIES		370,321	361,034

CONSOLIDATED CASH FLOW STATEMENT

2025/26

Amounts in KSEK	Note	Jun 26-Aug 26	Jun 25-Aug 25	Sep 25-Aug 26	Sep 24-Aug 25
Operating activities					
Operating profit/loss (EBIT)		2,990	-9,872	1,448	-10,886
Adjustments for items not part of cash flow					
LTIP		105	152	574	372
Depreciations and write-downs	4	15,747	14,926	61,221	60,672
Loss on disposal of equipment		0	0	102	0
Result of divestment		0	0	0	2,000
Interest received		458	555	1,954	2,949
Interest paid		-275	-98	-1,002	-551
Tax paid		-483	-325	-2,249	-2,705
Cash flow from operating activities before change in working capital		18,542	5,339	62,048	51,851
Change in current operating receivables		3,593	-6,797	10,820	-4,350
Change in current operating liabilities		-11,867	7,587	-12,533	7,035
Change in working capital		-8,274	790	-1,713	2,685
Cash flow from operating activities		10,268	6,129	60,335	54,536
Investing activities					
Capitalized work		-11,362	-8,581	-55,068	-46,666
Investments in tangible non-current assets		-125	-198	-379	-328
Change in long-term assets		1,983	0	1,984	0
Sales of tangible non-current assets		0	0	9	0
Divestment net cash impact		0	0	0	0
Cash flow from investing activities		-9,504	-8,779	-53,454	-46,994
Free cashflow		764	-2,650	6,880	7,542
Financing activities					
LTIP programs		0	0	-201	0
Amortized leasing liabilities		-1,821	-3,006	-8,668	-11,718
Dividend		0	0	0	-26,495
Cash flow from financing activities		-1,821	-3,006	-8,869	-38,213
Increase/decrease in cash and cash equivalents					
Cash flow for the period		-1,057	-5,656	-1,988	-30,671
Effects of exchange rate changes		870	-643	-650	-3,714
Opening cash and cash equivalents		84,998	93,748	87,450	121,835
Closing cash and cash equivalents		84,811	87,450	84,811	87,450

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

2025/26

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Opening balance 1/9 2025	688	283,178	-405	14,722	298,184
Profit/loss for the period				936	936
Exchange rate differences			257		257
Total comprehensive income			257	936	1,194
LTIP ¹	1	-202		574	373
Cumulative translation adjustment		-16		113	97
Closing balance 31/8 2026	689	282,960	-147	16,345	299,847

KSEK	Share capital	Other external capital	Reserves	Retained earnings	Total equity
Opening balance 1/9 2024	688	284,544	847	48,893	334,972
Profit/loss for the period				-9,414	-9,414
Exchange rate differences			-1,252		-1,252
Total comprehensive income			-1,252	-9,414	-10,666
LTIP ²		-1,366		1,738	372
Dividend				-26,495	-26,495
Closing balance 31/8 2025	688	283,178	-405	14,722	298,184

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

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

CONDENSED INCOME STATEMENT

Amounts in KSEK	Jun 26-Aug 26	Jun 25-Aug 25	Sep 25-Aug 26	Sep 24-Aug 25
Operating income	64,082	77,607	265,733	277,965
Operating expenses	-58,182	-84,577	-267,621	-284,833
Depreciations & write-downs	-1,593	-4,094	-9,554	-16,919
Operating profit/loss	4,307	-11,064	-11,442	-23,787
Financial items	543	15,830	910	10,136
Profit/loss before tax	4,849	4,765	-10,533	-13,651
Appropriations (group contribution)	310	-20,030	310	-20,030
Taxes	-1,146	5,879	1,172	6,778
Profit/loss for the period	4,013	-9,386	-9,051	-26,903

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

CONDENSED BALANCE SHEET

Amounts in KSEK	31/8 2026	31/8 2025
ASSETS		
Intangible assets	15,533	24,960
Tangible non-current assets	372	391
Financial non-current assets	23,288	25,393
Total non-current assets	39,193	50,744
Current assets	33,056	41,331
Cash and cash equivalents	74,143	77,896
TOTAL ASSETS	146,392	169,971
EQUITY AND LIABILITIES		
Restricted equity	689	688
Non-restricted equity	120,251	128,931
Total equity	120,940	129,619
Long-term liabilities	3,200	4,489
Current liabilities	22,252	35,863
TOTAL EQUITY AND LIABILITIES	146,392	169,971

Term	Description
Net sales	Total game revenue, drawn from In-app purchases and advertising sales. MAG records the full value of items sold as In-app purchases (mainly Apple and Google) and reports the platform share as Sales related costs. This is specified under the term Platform fee.
In-app purchases	The value of purchases made in an app through Google Play or Apple App Store or other such store.
Advertising sales	Net sales from ads in the games.
Activated costs for own account	Development work activated to the balance sheet. The company activates personnel costs, including social fees and other personnel related costs such as office space, for infrastructure to the games, games in soft launch and live games. Soft launch is the last development phase prior to global launch and the probability of a global launch is high. MAG has not had any write-downs of activated costs for own account since the company went public.
Platform fee	30% of the In-app purchases are costs to the platform, primarily Google Play and Apple App Store. Certain platforms offer a 15% discount for subscriptions, and currently also a discount of 15% for the first million USD of revenue for the year and 5 % on new subscriptions.
User acquisition	Marketing costs with direct connection to one of the games and with measurable effect and demands on ROI (return on investment). A common ROI requirement is to have the investment paid back as net revenues within six or nine months, and longer periods can be relevant in situations with strong retention and long term monetization.
Game contribution	Net sales generated from the games, including royalties, minus platform fees (primarily to Google and Apple) minus direct performance marketing (user acquisition).
EBITDA	Profit/loss before financial items, taxes, depreciation and write-downs.
Free cashflow	Cash flow from operating activities plus cash flow from investing activities.
Equity/asset ratio	Equity end of period as a percentage of balance sheet total.
DAU	Average number of Daily Active Users for the days during the period. Calculated as the sum of DAU for the individual games in such a way so that a player that plays more than one game in one day is counted once per game.
MAU	Average number of Monthly Active Users over the months during the period. Calculated as the sum of MAU for the individual games in such a way so that a player that plays more than one game in one month is counted once per game. An average over the months in the period is calculated.
MUP	Average Monthly Unique Payers during the period is the total number of unique users that makes an In-app purchase in a game. Counted in such a way that a user that makes purchases in more than one game during the month is counted once per game. An average over the months in the period is calculated.
ARPDau	Daily average Net sales per daily active user (DAU). If nothing else is stated this is measured in US cents.

NOTES TO THE INTERIM REPORT

2025/26

Jun 26-Aug 26 Jun 25-Aug 25 Sep 25-Aug 26 Sep 24-Aug 25

Amounts in KSEK

NOTE 1: DISTRIBUTION OF NET SALES

In-app purchases	28,962	38,545	125,659	143,620
Advertising income	34,274	37,924	137,891	131,847
Other	347	348	353	349
Total	63,583	76,817	263,903	275,816

NOTE 2: SALES RELATED COSTS

Platform fee	-8,560	-11,432	-35,702	-40,478
Server costs	-4,549	-4,044	-17,182	-20,058
Other sales related costs	-713	-671	-2,802	-3,865
Total sales related costs	-13,822	-16,147	-55,685	-64,402

NOTE 3: GAME CONTRIBUTION**Group**

In-app purchases	28,962	38,545	125,659	143,620
Advertising income	34,274	37,924	137,891	131,847
Other net sales	347	348	353	349
Net sales	63,583	76,817	263,903	275,816
Platform fee	-8,560	-11,432	-35,702	-40,478
User acquisition	-12,973	-34,354	-64,411	-72,220
Game contribution	42,050	31,031	163,790	163,118

NOTES TO THE INTERIM REPORT

2025/26

	Jun 26-Aug 26	Jun 25-Aug 25	Sep 25-Aug 26	Sep 24-Aug 25
Amounts in KSEK				
NOTE 4: DEPRECIATION AND WRITE-DOWNS OF TANGIBLE AND INTANGIBLE NON-CURRENT ASSETS				
Right-of-use assets	-1,902	-2,707	-8,667	-10,939
Equipment, tools, fixtures and fittings	-80	-208	-416	-1,395
Intellectual properties	-1,565	-1,565	-6,260	-8,260
Own work capitalized	-12,199	-10,445	-45,878	-40,079
Total	-15,747	-14,926	-61,221	-60,672

NOTES TO THE INTERIM REPORT

2025/26

Jun 26-Aug 26

Jun 25-Aug 25

Sep 25-Aug 26

Sep 24-Aug 25

Amounts in KSEK

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

Net sales	63,583	76,817	263,903	275,816
Ad revenue from divested operations (Primetime)	0	0	0	-2,406
Total adjustments of net sales	0	0	0	-2,406
Adjusted Net sales	63,583	76,817	263,903	273,410
Organic growth	-17%		-3%	
Personnel costs	-24,210	-23,956	-113,390	-108,110
Personnel costs from divested operations (Primetime)	0	0	0	2,386
Total adjustments of personnel costs	0	0	0	2,386
Adjusted personnel costs	-24,210	-23,956	-113,390	-105,724
FTE	100	96	101	98
Adjustment FTE divested operations	0	0	0	-3
Adjusted FTE	100	96	101	95
EBITDA	18,737	5,054	62,669	49,786
Total adjustments of net sales	0	0	0	-2,406
Total adjustments of personnel costs	0	0	0	2,386
Other costs from divested operations (Primetime)	1	0	13	2,104
Loss from divestment (Primetime)	0	0	0	2,000
Rent discount office	0	0	-1,867	0
Total adjustments of EBITDA	1	0	-1,854	4,084
Adjusted EBITDA	18,738	5,054	60,815	53,870

NOTES TO THE INTERIM REPORT CONTO.

2025/26

	Jun 26-Aug 26	Jun 25-Aug 25	Sep 25-Aug 26	Sep 24-Aug 25
Amounts in KSEK				
COND. NOTE 5: ADJUSTED NET SALES, PERSONNEL COSTS, EBITDA, EBIT AND PROFIT/LOSS				
EBIT	2,990	-9,872	1,448	-10,886
Total adjustments of EBITDA	1	0	-1,854	4,084
Depreciations from divested operations (Primetime)	0	0	0	2
Write down of IP	0	0	0	667
Total adjustments of EBIT	1	0	-1,854	4,753
Adjusted EBIT	2,991	-9,872	-406	-6,133
Profit/loss for the period	2,700	-8,145	936	-9,414
Total adjustments of EBIT	1	0	-1,854	4,753
Financial items from divested operations (Primetime)	0	0	-3	1
Tax effect on adjustments	-0	0	383	-979
Total adjustments of the profit/loss for the period	1	0	-1,474	3,775
Adjusted profit/loss for the period	2,701	-8,145	-538	-5,639
Adjusted earnings per share	0.10	-0.31	-0.02	-0.21

GOOD TIMES