

Stillfront – market leader in online strategy games

Stillfront at a glance

- Market leader in the genre free to play browser and mobile strategy games, with very loyal customer base and long game life cycles
- Well-diversified game portfolio with established blockbuster IPs and many small to mid-sized growing and profitable IPs
- 5.1 million monthly users, MAUs, and 1.1 million daily users, DAUs, with main markets by revenue in US, Germany, UK, MENA and France
- Group of nine studios operating in Germany, Sweden, Romania, United States, Jordan, and Malta, with a total of 380 professionals. Headquartered in Stockholm
- ~35% of the whole Group is owned by active key individuals





eRepublik Labs°





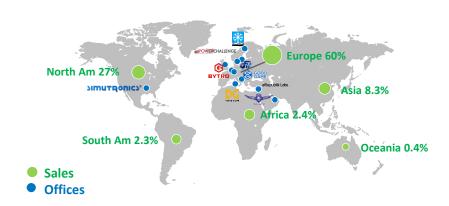








Global presence

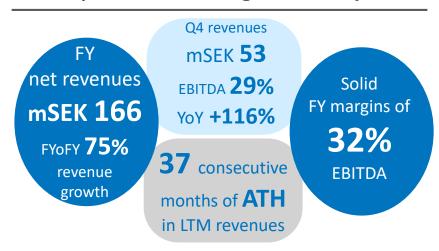


Massive track record

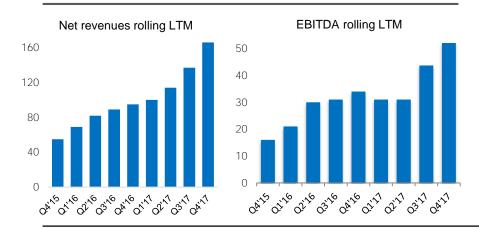


Selected highlights 2017 year-end report*

Stillfront portfolio shows strength and stability



High growth and strong earnings



War and Peace and Niba Harb III – very successful launches

- √ Several featurings achieved
- ✓ Monetization metrics really strong
- ✓ Continued strong development 2018
- ✓ These two products are currently the largest grossing games excluding Goodgame





Acquisition of Goodgame Studios

- ✓ Goodgame is one of the European gaming superstars
- ✓ Brings two massive brands to the Stillfront portfolio
- ✓ World-class marketing and distribution
- √ The strategic fit is very strong
- Timing is excellent, as focused growth is back and new products are being launched
- GOOD GAME
- ✓ FY 17 Revenue per share increase by 80%**
- ✓ FY 17 EBIT per share increase by 155%**

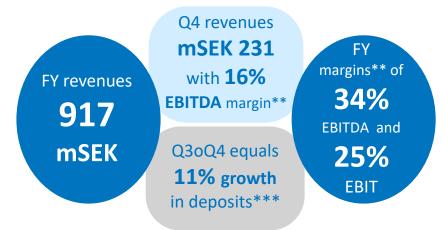


^{*} Goodgame Studios not included in Stillfront Group numbers, as they are consolidated from January

^{**} Based upon the pro forma new Group numbers FY '17

Goodgame Studios: Selected highlights 2017 year-end report*

Portfolio shows strength and stability



High and profitable user acquisition spend



- FY UAC equals 23% of FY revenues
- **UAC for Big Farm: Mobile Harvest i Q4** is mSEK 65, equal to 28% of revenues
- Stillfront shareholders does not carry the Q4 costs, but earns it's return from Q1'18 and years to follow
- Expected UAC in Q1 is mSEK 70 75 for Goodgame

Big Farm: Mobile Harvest – massive launch



- Big Farm: Mobile Harvest is a stand alone new mobile product built on the Big Farm brand
- Massive 'trampoline' launch in October
- Revenues of mSEK 13.5 in Q4



More content are being added continuously to increase monetization and revenues further

Empire: Millenium Wars

- Further expansion planned of the Empire brand with two new products
- Soft launches are being conducted in several steps to improve KPIs and ROI on marketing
- Stepwise, 'ladder', launch approach, not 'trampoline' launch as in Big Farm: Mobile Harvest, Means lower launch related UAC
- Global launch planned for first half of '18



- * Goodgame Studios not included in Stillfront Group numbers, as they are consolidated from January
- ** Adjusted for non-recurring items
- *** Deposits from users net of VAT from managements accounts. Not IFRS.





The gaming market is exciting and contains some specific opportunities

A clear and well-executed strategy...

Thrilling market

- The largest entertainment market globally exceeding USD 100bn and still growing by ~8%
- Addresses basic human need of playing and competing, which is non-cyclical
- Dynamic changes with many new areas evolving
- Digital products and digital distribution opens for strong leverage on global growth

Critical success factors

- Manage title risks: fuel stars and kill darlings
- Attract and retain super fast moving consumers
- Master challenging tech with fast shifts
- · Excel in marketing and distribution
- Possess top knowledge and experience



Strategic main areas

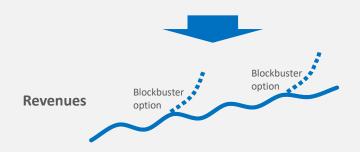
- Business model
- Product portfolio management
 - Go-to-market efficiency
 - Product life-cycle optimization
- Growth model including M&A

... is key

Stillfront's high predictability strategy

Less volatility means lower risk

Revenues



- Stillfront works systematically to form a sound and predictable business by utilizing the opportunities in the market
- Agility and execution power through high degree of de-centralization

Stillfront targets high predictability through an attractive position in the gaming industry

Business strategy based on three pillars

The strategy pillars have different purposes

Product strategy

Portfolio of studios & games

Long life cycle games

Engines for scalability

X

X (cross) platform

Growth strategy

Hi Growth

by leveraging

Scalability,

Structure of organization and

Systematic M&A

Market strategy

P

Publishing

u

&

В

Brands

Use our massive brands for more products
Untapped potential in 3rd party Publishing



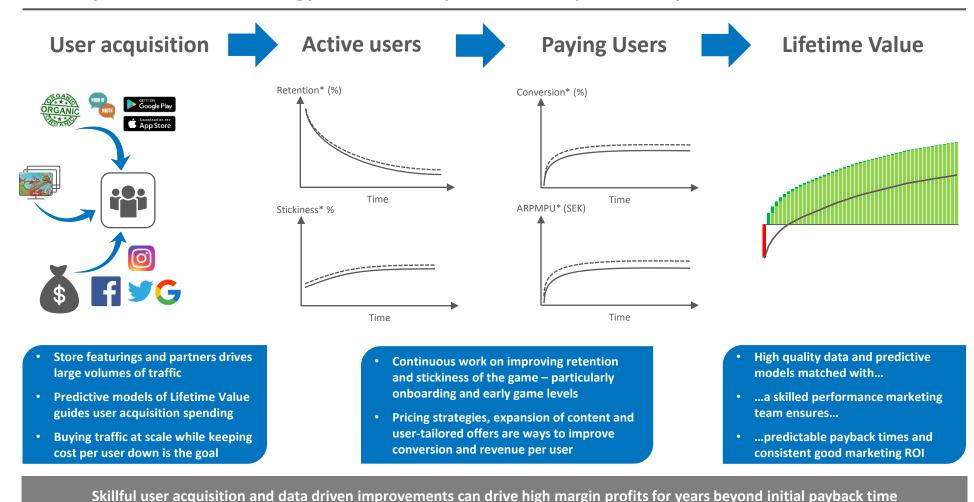
- Improve risk/reward
- Create scalability reusing product assets
- Efficient go to market model reusing products

- Grow to higher profitability through scalability
- Increase relevance for investors and partners
- Efficient ways to leverage existing assets
- Improve risk/reward
- Improve barriers of competition
- Efficient go to market model reusing brands

Stillfront's strategy has proven to be a powerful tool for reaching new targets and achieving progress

Free to play - a data driven business model (1/2)

The life cycle of consumers – tracking performance is key to scale user acquisition with positive ROI



^{*)} Retention: Share of users that are still active



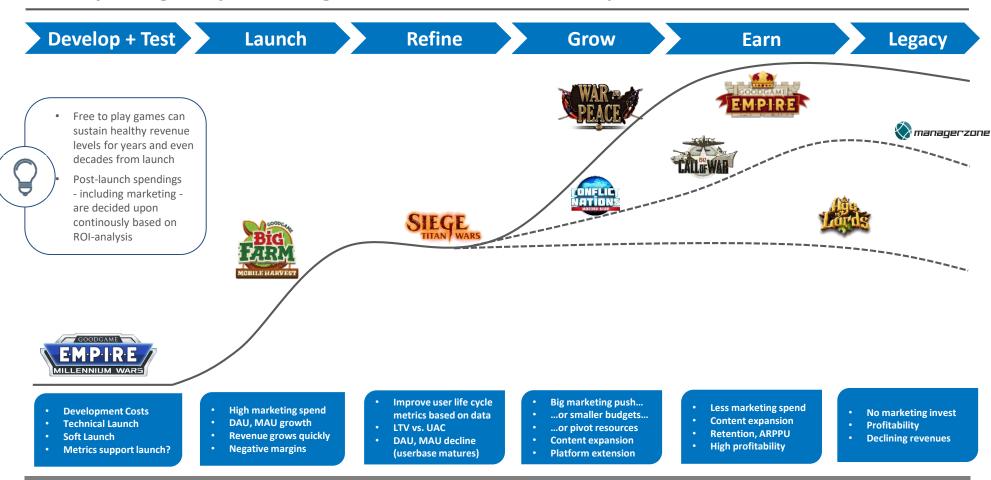
^{*)} Stickiness: Daily active users (DAU) as a share of monthly active users (MAU)

^{*)} Conversion: Share of active users that are paying

^{*)} ARPMPU: Average Revenue Per Monthly Paying User

Free to play - a data driven business model (2/2)

The life cycle of a game – performance guides investments over the different phases



Balancing risk and reward to optimise ROI over the full portfolio, from smaller titles to large hits

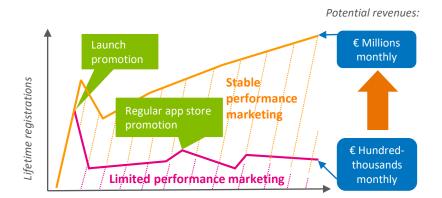
World-class marketing...

Marketing power and experience are instrumental for success

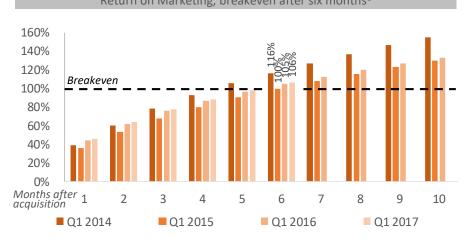
- €200M+ all-time adspend for ROI-positive, sophisticated performance marketing
- Hundreds of thousands of TV spots aired
- 20+ dedicated marketing specialists
- Frequent and high-scale app store promotions

The dynamics of successful performance marketing is that spending comes first, and after ~6 months comes pure profits

Performance marketing is key to large-scale success









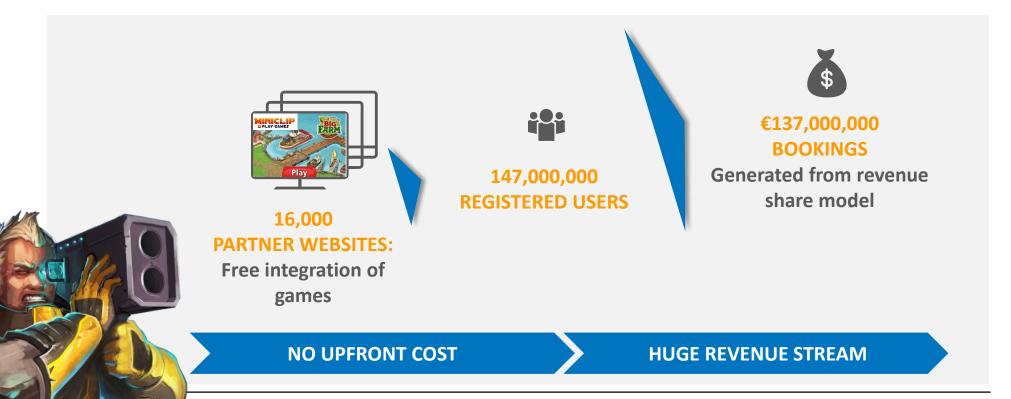
... and world-class distribution

#1 Global web distribution network

- Strong distribution channel for web games
- Active management and continuous expansion of Partner Network via specialized team
- Strong potential to be applied to all web games in Stillfront portfolio

Web distribution of Empire & Big Farm:

+350,000 Registrations/month +€1,000,000 Bookings/month



Perfect operational match creates significant group synergy potential



MARKETING Experience and power from Goodgame Studios through

performance marketing and its distribution network.

Complementary experience and power from Stillfront through
e.g. Babil Games in the MENA region

MONETISATION CAPABILITIES... Synergies in terms of game design and monetisation capabilities for complex strategy games. Goodgame Studios' user acquisition machinery is set up for strategy games with high user lifetime

GO TO MARKET MODEL Strong potential from joint theme selection processes, incremental investments and engine strategy

TECHNOLOGY Ability to share **HTML5 technology experience** and explore app marketing together

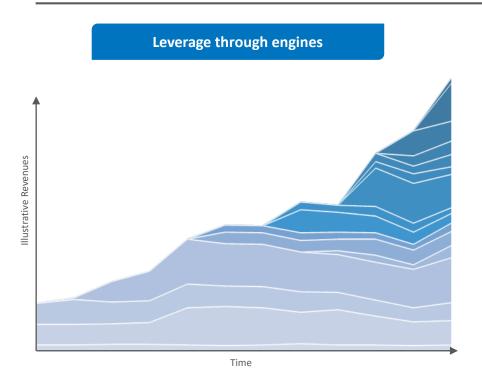
COST REDUCTIONS...... Significant cost reductions related to e.g. administration, technology and marketing in the medium to long term

Synergies expected primarily through increased revenues, but also cost reduction



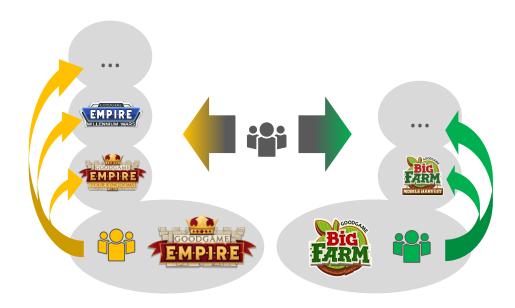
Go-to-market models leveraging existing assets

Several means of optimizing risk reward for high predictability



- ▶ High scalability by reuse of engines
- Thorough theme selection processes optimise theme and graphical appeal
- Low initial investment
- Incremental investment over life time all ROI based
- All decisions data driven

Leverage through brands



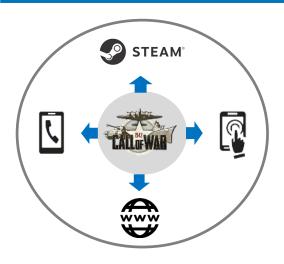
- ▶ High scalability by reuse of very strong and well established brands
- ▶ Thorough theme selection processes optimise theme and graphical appeal
- Extensive soft launch optimization processes
- Incremental investment over life time all ROI based
- All decisions data driven

Many stable games in portfolio provide basis and cash flow for development and financing of new launches

Platform extension and brand expansion

Portfolio leverage in several dimensions

Platform extension of one product



Potential value of platform extension +20 - 50% per product

Platform extension:

- ✓ Singular game with multiple accessibility
- ✓ Leverages existing products' assets
- ✓ Improves distribution, interaction, retention, time and spend on existing product
- ✓ Mobile access could contain PWA, Native, HTML5 mobile browser

Brand expansion:

- ✓ Separate brand with multiple products
- ✓ Leverages brand awareness and existing products' assets
- ✓ Designed for optimal user experience per platform
- ✓ Multiplies distribution, interaction, retention, time and spend

Any product could extend on platforms

Brand expansion into several products













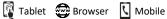
Potential value of brand expansion +100% product

Efficient ways of expanding value of portfolio











Stable and highly portfolio with strategy genre focus

Continuously evolving game portfolio with strong game build-up creates stable revenue base

Empire brand



- One of the biggest strategy game brands of all time
- ▶ 170m users and €700m revenues
- Currently contains two separate products: Goodgame Empire and Empire: Four Kingdoms
- Two new Empire products in soft launch to be globally released during first half of 2018: Millennium Wars

Q4

- Deposits**: SEK 175m (+7% Q-o-Q)
- ▶ UAC: SEK 34m
- MAU: 2.0m
- ▶ DAU: 461k
- ▶ MPU: 77k

Big Farm brand



- Very successful simulation brand
- ▶ 55m users and €110m revenues
- Currently contains two separate products: Goodgame Big Farm and Big Farm: Mobile Harvest
- Higher share of female users than most other Stillfront games
- Further simulation IPs and products planned for the Big Farm brand

Q4

- Deposits**: SEK 55m (+24% Q-o-Q)
- ▶ UAC: SEK 74m
- MAU: 2.0m
- ▶ DAU: 342k
- ▶ MPU: 50k

Core Products



- Products with potential of 100mSEK life time revenues and annually revenues of 5-50 mSEK
- In total now 18 products
- ▶ S1914 passed 100mSEK in Q4
- Largest products in Q4:
 - Call of War: SEK 9m
 - War and Peace: SEK 7.6m
 - ▶ World at War: SEK 6.7m

Q4

- Deposits**: SEK 58m (+22% Q-o-Q)
- ▶ UAC: SEK 8.5m
- MAU: 1.0mDAU: 250k
- ▶ MPU: 40k

Other

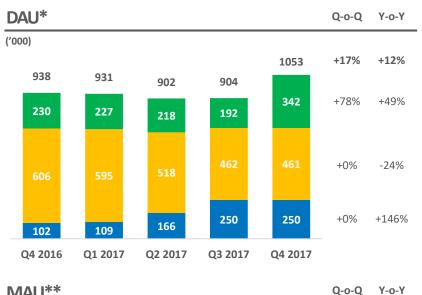


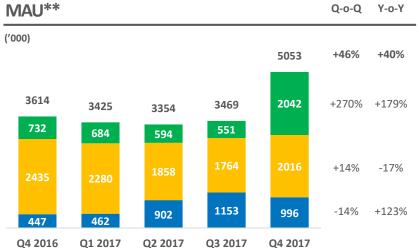
- Long tail products
- In total more than 10 products
- Low potential but still contributing
- No investments or live ops
- Assets can be reused

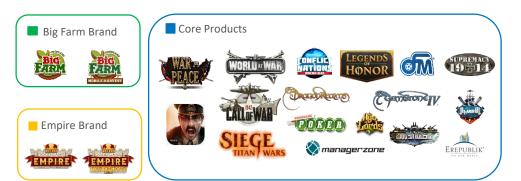
^{* %} share of group revenue in Q4 2017, including Goodgame Studios

^{**} Deposits from users net of VAT from managements accounts. Not IFRS.

Active Users







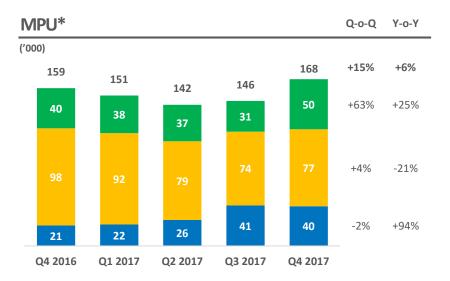
Comments Q4

- Big Farm brand had strong growth of DAU and MAU as Big Farm: Mobile Harvest entered the launch phase – stickiness down as expected in launch phase
- Empire brand quarterly MAU growth attributable to Empire: Four Kingdoms which usually has seen stronger intake in the fourth quarter
- Core Products had stable DAU with declining MAU (stickiness returned to 25% levels) as SIEGE went from launch to refinement phase.

^{*)} Average unique daily active users over the quarter

^{**)} Average unique monthly active users over the quarter

Paying Users









Core Products













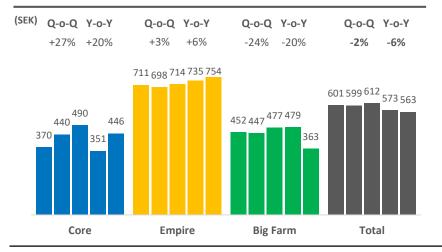








ARPMPU**



Comments Q4

- Big Farm brand had strong growth of MPU while ARPMAU declined due to natural pattern of newly launched product
- Both titles in the Empire brand showed growth in MPU as well as in ARPMPU
- Core Products had stable MPU with 27% ARPMPU growth SIEGE moving into refinement phase was offset by MPU growth from titles with higher ARPMPU like War & Peace, Call of War, Conflict of Nations and Nida Harb III

^{*)} Average unique monthly paying users over the quarter

^{**)} Average deposits net VAT per monthly paying user over the quarter

Siege update



The extensive launch is proceeding, lacking satisfying performance marketing

Massive initial Apple featuring - a kick start to launch period

Investments and launch process continues

Business set-up differs

Siege is a core product, but still unclear full potential





- Massive featuring globally from Apple including top position in US app store
- As of Dec 31, ~2 million installs have been reached
- User Acquisitions has been made in several instances, however not yet at satisfying scale.
- The Global Launch plan is extended further, taking new possibilities into consideration
- China mainland Android launch requires significant work e.g. to integrate with several Chinese Android stores
- Improvement of KPIs are made steadily to prepare for large scale User Acquisition and China Android Launch
- The Siege Engine is made available to all SF studios. A first project is in development, using the engine.
- For risk/reward balancing we had partners for marketing: Tilting Point and SkyMobi.
- Risk and costs has been shared, however the performance marketing results from our partners are not satisfying.
- Re-negotiation with Tilting Point partly achieved. Now top-line is recognized gross (ex China), but also share of cost summing up to unchanged earnings. Further discussions ongoing.
- Siege has grossed ~2mUSD and has been recognized by us at 9 mSEK, which qualifies it as a core product
- We are in range for profitable performance marketing, at what scale will be clarified coming months
- As a consequence we cannot draw the conclusions of Siege long term potential
- Reusing the assets of Siege along with the product revenues, makes us confident that the investment will pay off.

Call of War update

The platform extension is paying off



Mobile

- CoW goes mobile in steps; HTML5 in Q2, PWA in Q3 Android native App in Q4 and iOS native App planned for 1H
- Steady increase in mobile usage, 30% 35% of DAUs and sessions, up from 15 -20% in Q4
- 13% of transactions and 7% of revenues through mobile, increasing.
- · Bytro very well positioned, sharing knowledge and tech with other Stillfront studios.

Steam

- CoW was launched on Steam on Oct 19
- Reaches a very attractive audience
- "10% of CoW revenues now comes from Steam, increasing
- Further enhancements are done to fit the Steam platforms, e.g. premium packages as DLCs
- Bytro very well positioned, sharing knowledge and tech with other Stillfront studios. CoN soon on Steam.

True cross platform extensions are now starting to pay off

- · Additional distribution channels for existing products, with solid organic influx of users
- Increased player engagement driving monetization
- Platforms are complementing each other with very limited cannibalization
- The investments in mobile and Steam adjustments are paying off already, even more as the knowledge is spread to the other studios







War and Peace update

Most successful product launch so far

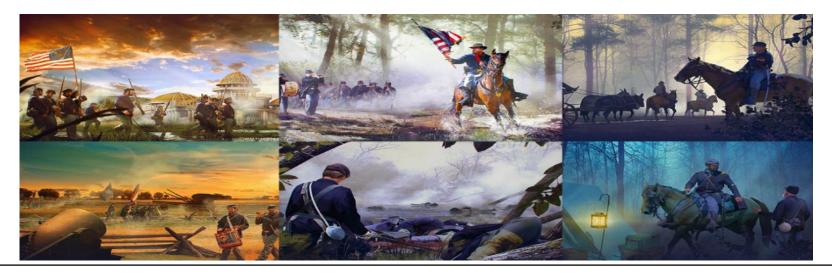


Sophisticated theme selection

High quality product on proven engine

A flying start

- Different themes are compiled from creative processes, market intelligence and research
- Themes are marketed and results are tracked
- Different graphical assets are promoted per top themes
- Iterated several times per year to refine results and increase statistical significance
- War and Peace is a free to play strategy MMO with a realistic American Civil War theme
- It has highly polished production values with historical characters & landmarks
- By reusing tech, assets and experience from the previous games, the initial investment was "1mSEK only
- · War and Peace KPIs are the best so far for any product including success World at War
- Especially monetization KPIs are very strong. So far, limited performance marketing has been conducted
- Total revenues in Q4 amounted to 7.6 mSEK
- Levels during December made War and Peace the highest grossing Stillfront Core product
- Initial investment recouped in the first few weeks



Niba Harb III update

Tremendous traction



Third product on the well established Niba Harb IP

High quality culturization on on proven third party product

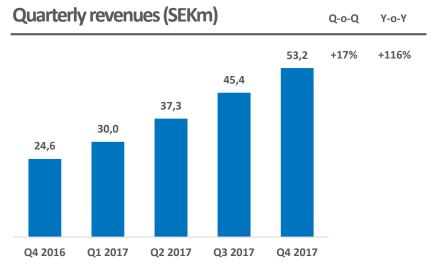
A flying start given tremendous traction

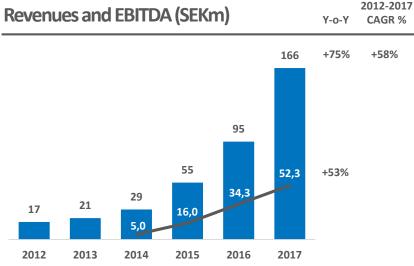
- · After a two weaker launches in Q1 and Q2, Babil refocused on core audience and core genre
- Niba Harb I and II has been among the highest grossing games from Babil attracting large audiences
- Nida Harb III is a mid to hard core war strategy mobile game for both iOS and Android
- Niba Harb III is based on a high quality third party products from a strong Asian partner
- It has highly polished content with a significant portion culturized contents
- By reusing tech, assets and experience from the previous games, the initial investment was "1mSEK only
- Nida Harb III KPIs are really strong on or above War and Peace levels
- Several regional top featurings by Google and Apple
- Performance marketing ramped up during Q1 with very high fROI
- Live op's based upon deep local knowledge increases player engagement and other KPIs
- Levels during first weeks of February makes Nida Harb III the highest grossing Stillfront Core product
- Initial investment recouped in the first few weeks





Strong financials





Revenues

- 2017 Net revenues: 166.0 mSEK (+75% vs 2016)
- Q4 Net revenues: 53.2 mSEK (+116% vs 2016 Q4)
- Growth drivers during 2017:
 - Launches of Siege, War & Peace and Conflict of Nations
 - Good momentum in Gemstone / Dragonrealms games
 - Successful acquisitions (Babil, eRepublik, OFM)
- 58% CAGR from 2012 to 2017 continuous and accelerating revenue growth

Margins

- 2017 EBITDA: 52.3 mSEK* (+53% vs 2016)
- Q4 EBITDA: 15.4 mSEK* (+126% vs 2016 Q4)

^{*)} EBITDA excluding effects of revaluations of conditional contingent considerations

Balance Sheet

KSEK	2017-12-31	2016-12-31
Intangible non current assets	402 414	264 499
Tangible non current assets	1 293	775
Deferred tax assets	11 575	7 779
Current receivables	32 066	13 707
Cash and bank	65 931	35 774
Total assets	513 280	322 534
Shareholders' equity		
Shareholders' equity attributable to parent company's shareholders	248 231	134 261
Minorities	19 809	19 733
Total Shareholders' equity	268 039	153 994
Non-current liabilities	194 387	148 090
Current liabilities	50 854	20 450
Total Liabilities and Shareholders' equity	513 280	322 534

Comments

- Intangible assets mainly consists of
 - capitalized product development (77 mSEK)
 - acquired products (36 mSEK)
 - Goodwill (289 mSEK)
- Deferred tax assets mainly attributable to accumulated losses
- · Non-current liabilities mainly attributable to
 - expected earn-out payments (61 mSEK)
 - bond issued during Q2 (103 mSEK)
 - deferred tax liabilities (31 mSEK)

Proforma Stillfront + Goodgame Studios 2017

Stillfront pro forma

MSEK	Jan-Dec 2017
Net revenues	1083
Other revenues	128
Total operating revenues	1210
General operating expenses	-761
Adjustment: Revaluation of contingent considerations	-83
Adjusted EBITDA	367
Depreciation, amortization and write-downs	-127
Adjusted EBIT	240
Transaction costs	-74
Restructuring costs	-48
Revaluation of contingent considerations	83
EBIT	201
Financial items	-48
EBT	153
Taxes for the period	-31
Net result for the period	122

Comments

- Net revenues 1 083 MSEK
- Adjusted EBITDA excluding effects of revaluation of conditional contingent considerations 367 MSEK
 - 34% adj EBITDA margin
- Adjusted EBIT excluding effects of revaluation of conditional contingent considerations 240 MSEK
 - 22% adj EBIT margin
- Goodgame guidance for 2018 unchanged

Net revenues: 120-130 MEUR

EBIT: 25-30 MEUR

Proforma Stillfront + Goodgame Studios 2017

MSEK	Dec 31, 2017
Goodwill	1 145
Other intangible assets	368
Receivables and other assets	126
Cash and bank	122
Total assets	1 762
Shareholders' equity	850
Non-current liabilities	626
Current liabilities	286
Total shareholders' equity and liabilities	1 762

Comments

- Pro forma financial position based on Altigi GmbH being the acquirer
- Other intangible assets i.a.
 - Capitalised development
 - Acquired games
- Non-current liabilities
 - The 500 MSEK bond
 - Contingent Considerations
 - Deferred tax liabilities
- Current liabilities
 - Withheld dividend
 - Transaction costs
- Leverage metrics
 - Leverage ratio: 1.3
 - Interest Coverage Ratio: 7.6



Financial targets for the new Stillfront Group

Financial targets and dividend policy

Growth

- Stillfront's long-term revenue growth objective is to have a yearly organic growth above market growth
- In addition to growing organically, Stillfront will continue to grow through acquisitions

Above market

Margin

• Stillfront's long-term profitability goal is to have an EBIT margin in excess of 30 per cent

>30%

Dividend

- Stillfront's dividend policy is to distribute annual dividends up to 50 per cent of the Group's net profit
- Dividends may vary from year to year depending on M&A activity and the Group's financial position

Up to 50%

Leverage

- Stillfront intends to maintain a Net Debt / EBITDA ratio below 1.5x
- The Group may however, under certain circumstances, choose to exceed such level during short time periods

Below 1.5x

Stillfront will initiate a process with the aim to be listed on Nasdaq Stockholm main market within 12 months from closing the transaction

Outlook 2018

Growth is highest priority

Strategic and tactical priorities

Further expansion of portfolio

Synergies and leverage for value creation

Acquisitions

- Growth of products and studios, organically and through M&A
- **EBIT** margin
- 3. Synergies and leverage
- 4. Further reward/risk balancing for predictability and stability
- Conflict of Nations; marketing has picked up successfully and is shortly on Steam
- Nida Harb 3, CoW iOS, Siege, Football Empire, Twin Shooter and 2x Millennium Wars are all in launch processes
- We have refined our go-to-market efficiency even further with incremental approach, engines and brands.
- We continue with having launch processes over several months for products showing strong potential
- Number of new products for launch 2018 is expected to exceed 2017
- Organic investments in relation to revenues is expected to reach the previously communicated target <10%
- Synergy potential with Goodgame is significant, see earlier slide. Several projects already ongoing.
- Inter-studio exchange of knowledge and experience is higher than ever
- The degree of leverage our core assets increases steadily; engines, marketing & distribution, tech and brands
- Our four step model over how to accelerate value add through M&A has proven to deliver very strong results
- Deal flow significantly higher both in volume, quality and size
- Attractive reward/risk with the Stillfront business model of high decentralization

- General: Our vision is to be the leading group of indie studios, delivering high shareholder value through high profitable growth with diversification and lower risk than comparable companies
 - We prioritize to build long term strength prior to short gains. Stillfront play a long term game.

We made a giant leap in 2017 and enter 2018 in top gear. WE HAVE JUST BEGUN.



Thank you