

# MGI - Media and Games Invest SE

## Interim Report Q1 2024

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# A Strong First Quarter

## Q1 2024

**Double Digit Revenue and EBITDA Growth**



**Google Cloud & AI Partnership**



**Privacy focus, ATOM 3.0 Release**



**Strong and Increasing Industry Recognition**



**21%**

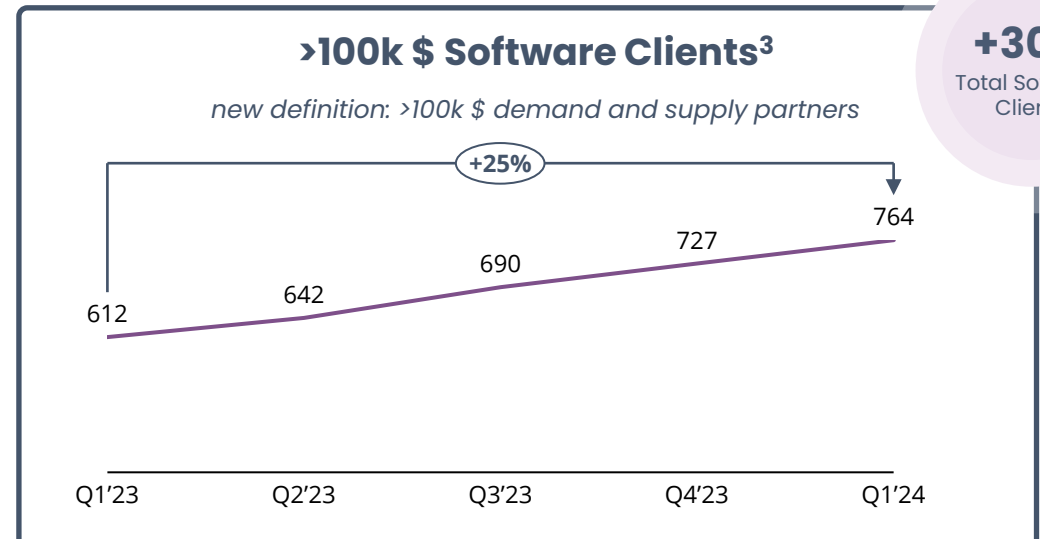
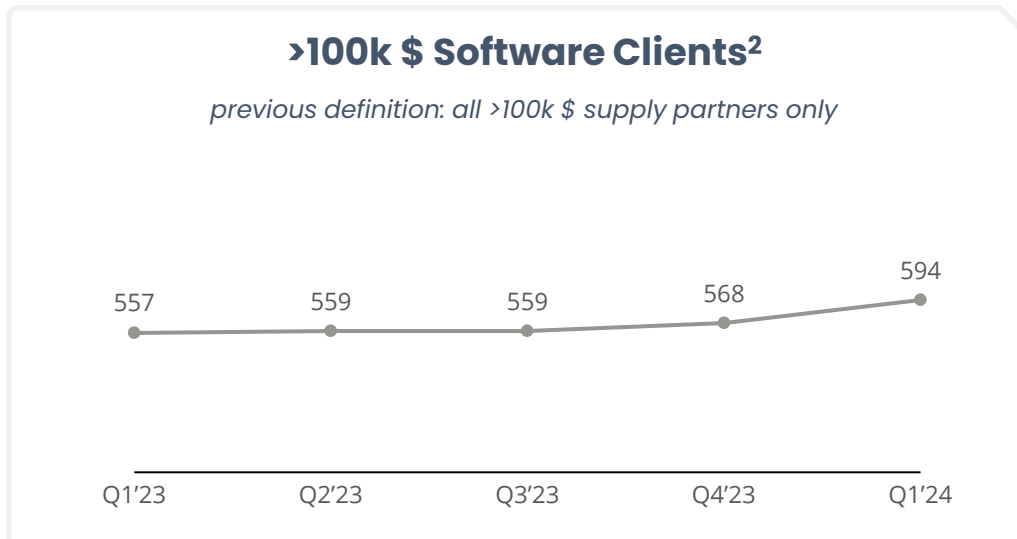
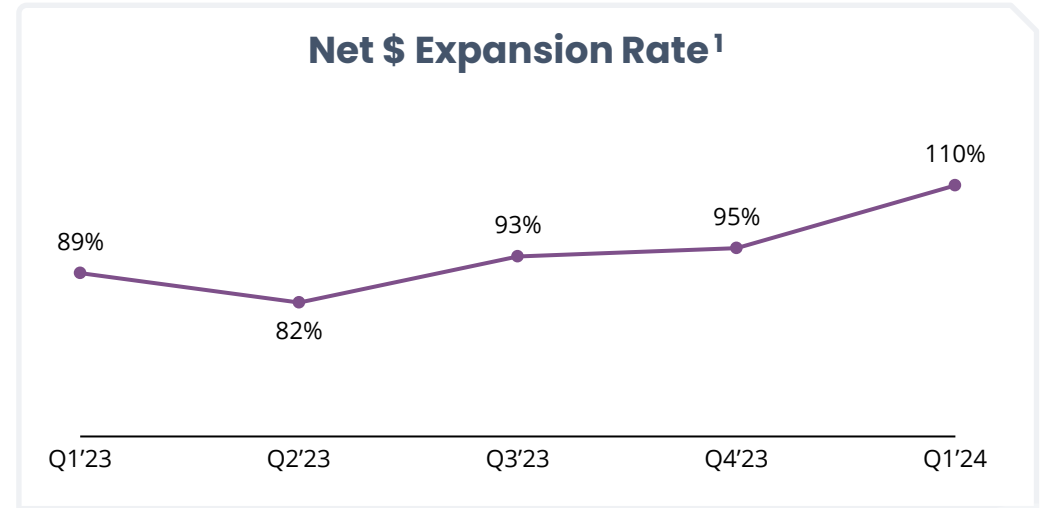
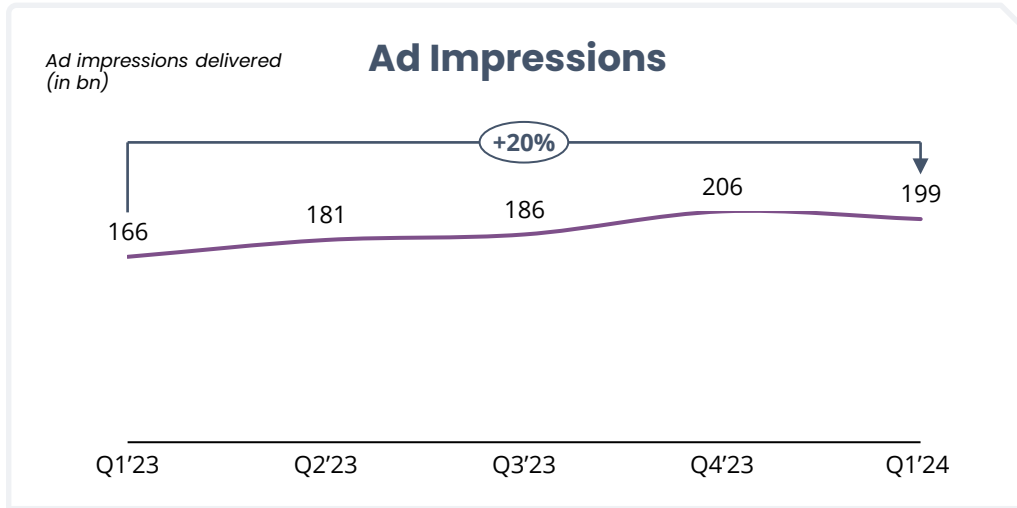
Organic Growth

## 2024 Guidance

Up to  
**€48m**  
Organic Revenue Growth

**Strong organic growth in 2024**

# KPIs Driving Organic Revenue and EBITDA Growth



**+30%**  
Total Software Clients

Notes: (1) Q4'23 Net \$ Expansion Rate based on Programmatic Exchange Business, ad-platform customers only, (2) Includes supply partners > USD 100k gross revenues per year only, (3) includes demand and supply partners > USD 100k gross revenues per year



# Strategic Collaboration with Google Cloud



## Key Partnership Highlights

- ✓ Significant cost savings of €20 million over the next four years
- ✓ Leveraging Advanced Cloud AI Capabilities for Operational Excellence





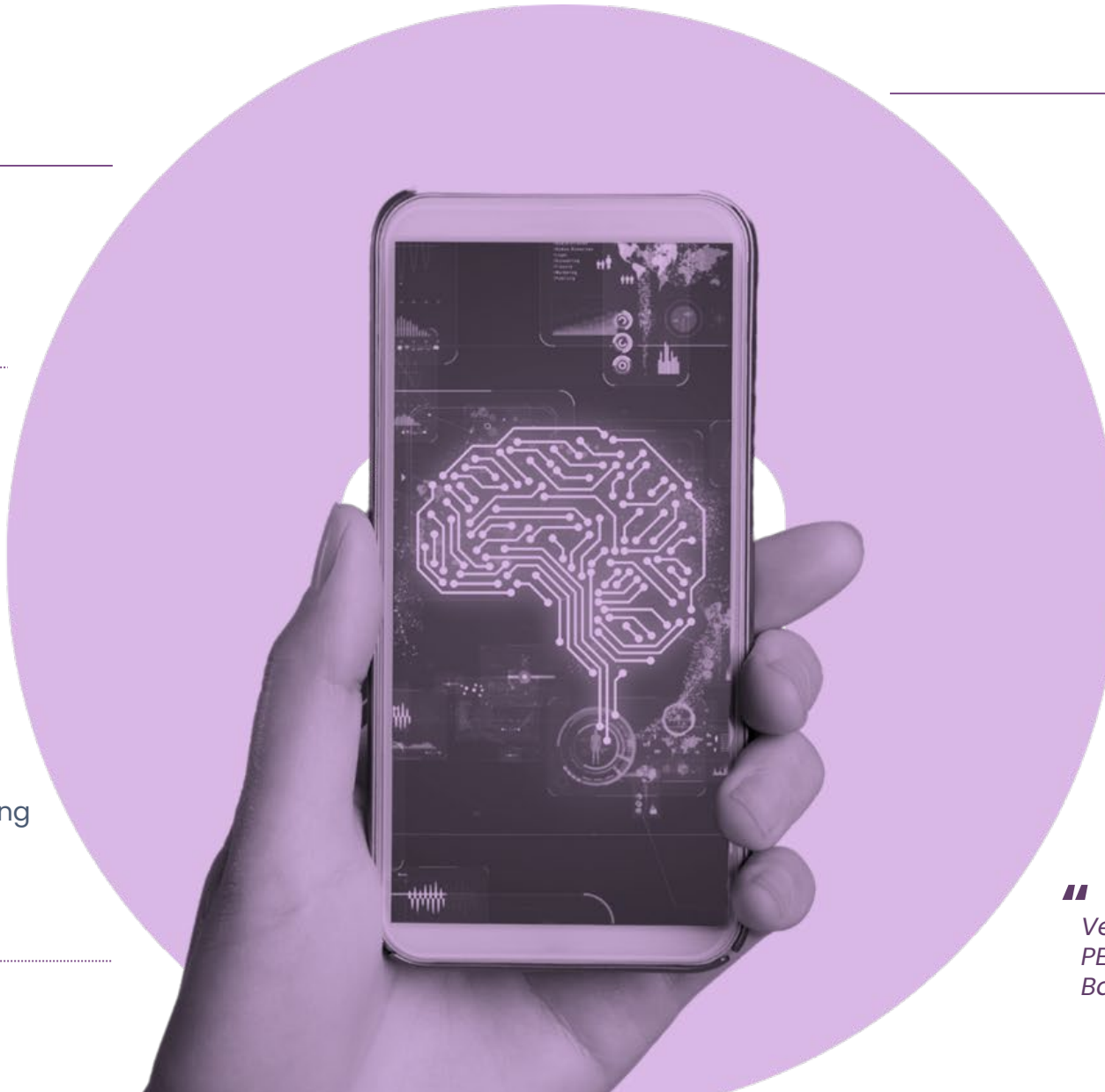
# ATOM 3.0 Release

## On-Device AI-Targeting Solution for iOS

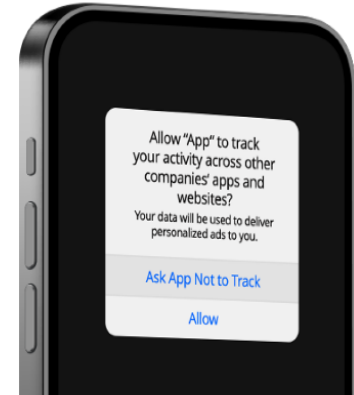
- Originally launched in 2021
- Now integrated with MGI's HyBid SDK

- The only scalable solution for targeting ID-less mobile users
- Hybrid SDK that reaches 10k+ Apps and 1.5bn+ users

- Future-proof advertising against evolving privacy regulations
- Align publisher and advertiser interests with consumer privacy expectations



## A Problem Solver



75%+ of iPhone users avoid tracking

## With Great Potential

“ ATOM, in particular, holds great potential to benefit publishers, advertisers, and consumers alike

Liftoff

“ Verve Group Capitalizes On The PET Trend With On-Device Cohort-Based Targeting

AdExchanger



# Strong and Increasing Industry Recognition<sup>1</sup>

Based on leading targeting and supply solutions



Awarded as Programmatic Powerplayer 2024 by leading industry voice AdExchanger



Industry specialist Digiday has awarded our product Moments.AI as best contextual targeting solution



Research House TPA Digital has found that MGI Contextual solution is 36 times more efficient than others in the market



Programmatic supply chain analyst Jounce Media, partner to the largest marketers, media companies and advertising technology platforms, confirms MGI delivers 79% of premium mobile app supply - more than any other SSP



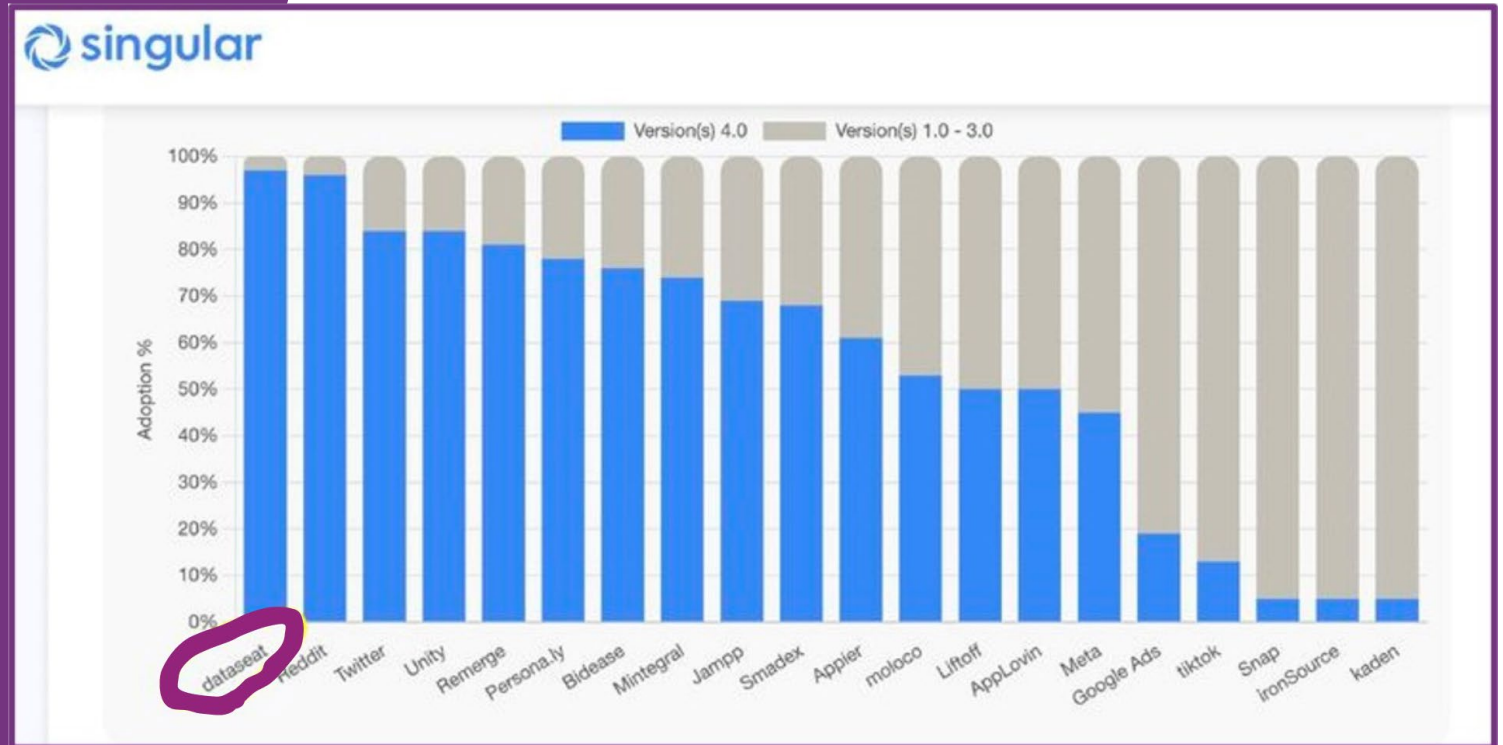
According to Picalate, MGI is amongst the top mobile SSPs worldwide in terms of market share



According to Singular, MGI with its SKAN optimization is the number 1 in SKAN 4.0 adoption and is ahead of companies like twitter, reddit or unity with an adoption of more than 96%



# MGI - #1 IN SKAN 4.0 ADOPTION







# FINANCIALS





# Double Digit Revenue and EBITDA Growth

## Q1 2024

# 20%

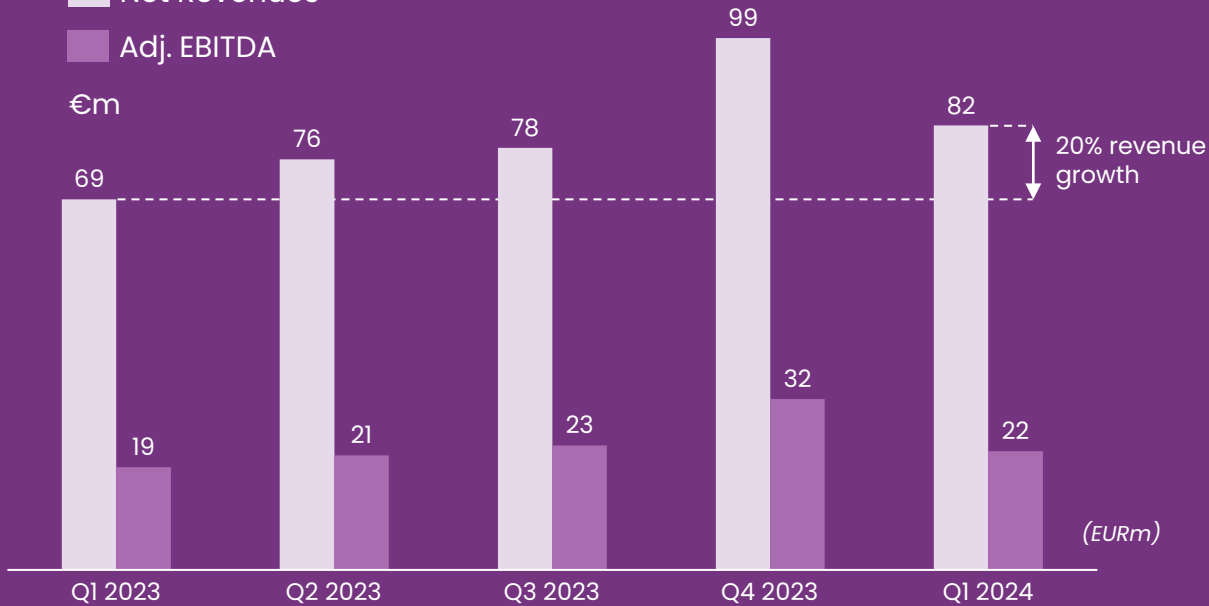
Revenue Growth

# 21%

Organic Revenue Growth  
adjusted for FX

Net Revenues  
Adj. EBITDA

€m



## Highly Profitable and Cash Generating

### Profit Growth %

# 16%

Adj. EBITDA growth

# 10%

Adj. EBIT growth

### Strong Margin %

# 27%

Adj. EBITDA margin

# 20%

Adj. EBIT

### High Cashflow

# 24 €m

Operating Cash Flow  
before change in WC

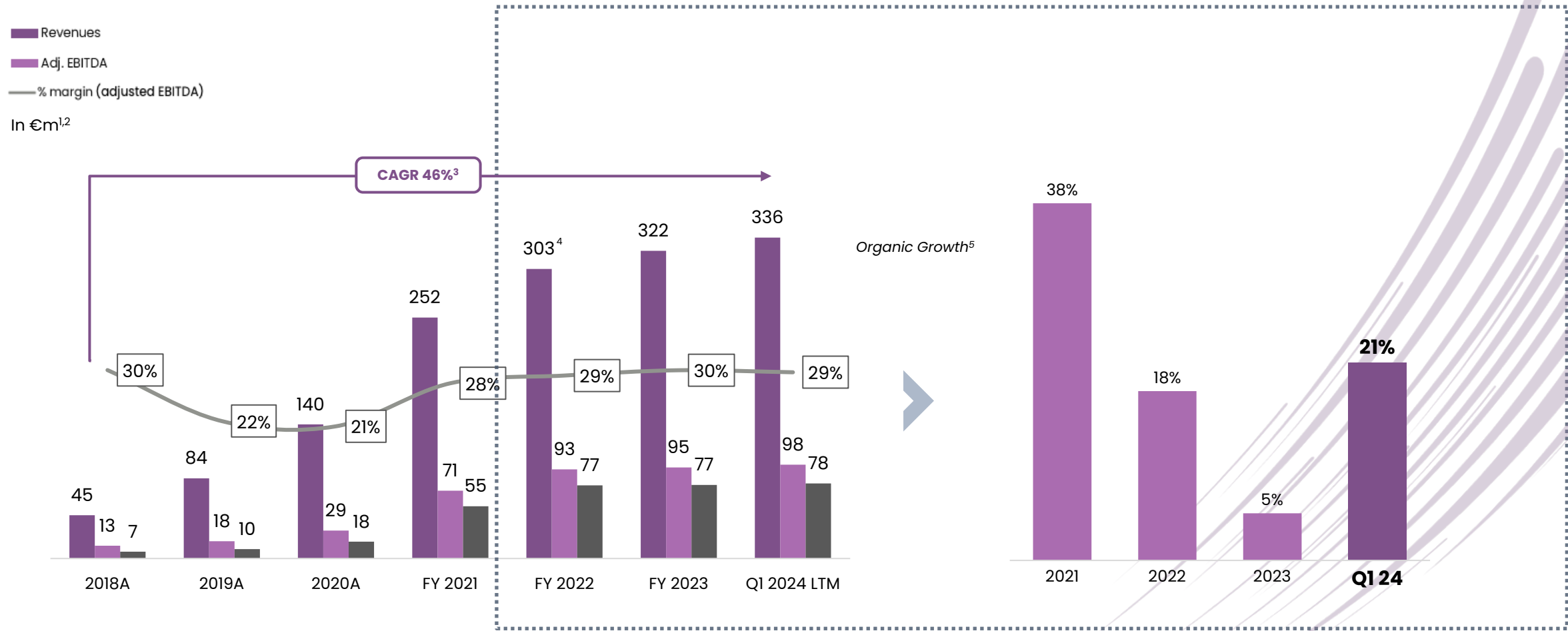
# -12 €m

Investing Cash Flow



# Return to Organic Growth Leads to Solid EBITDA Increase

## Highly Scalable and Profitable Business Model

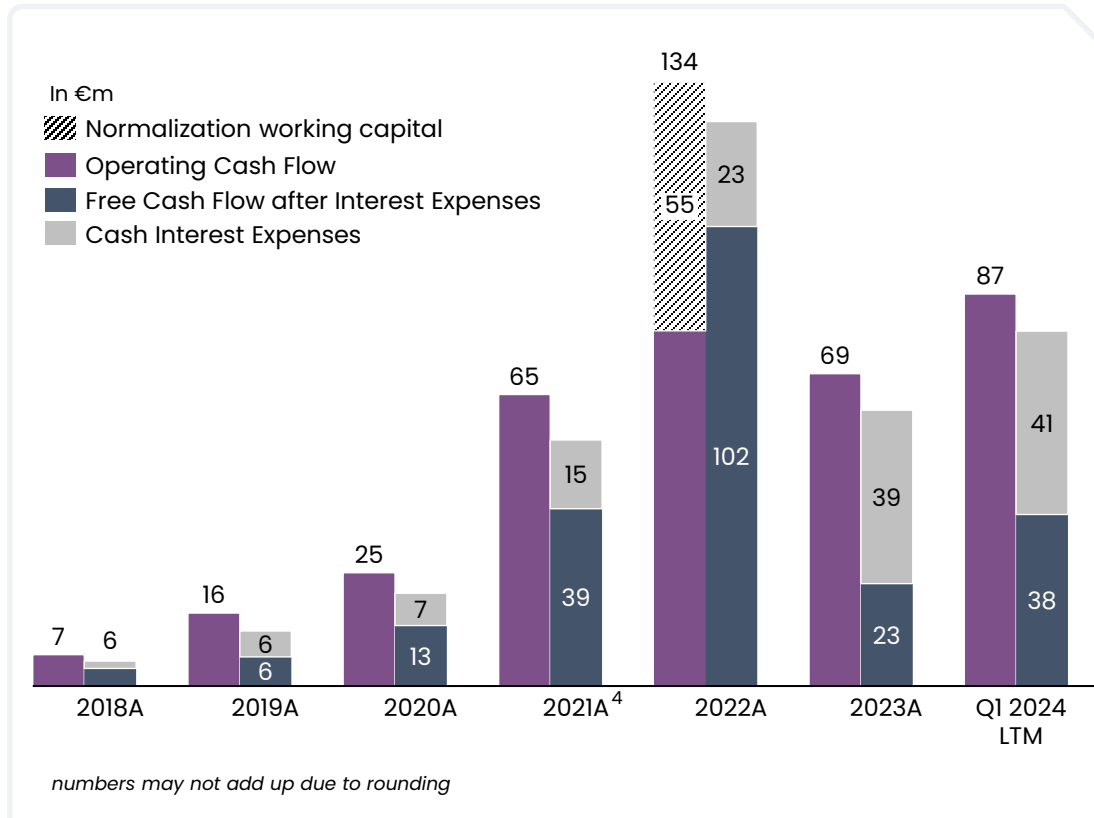




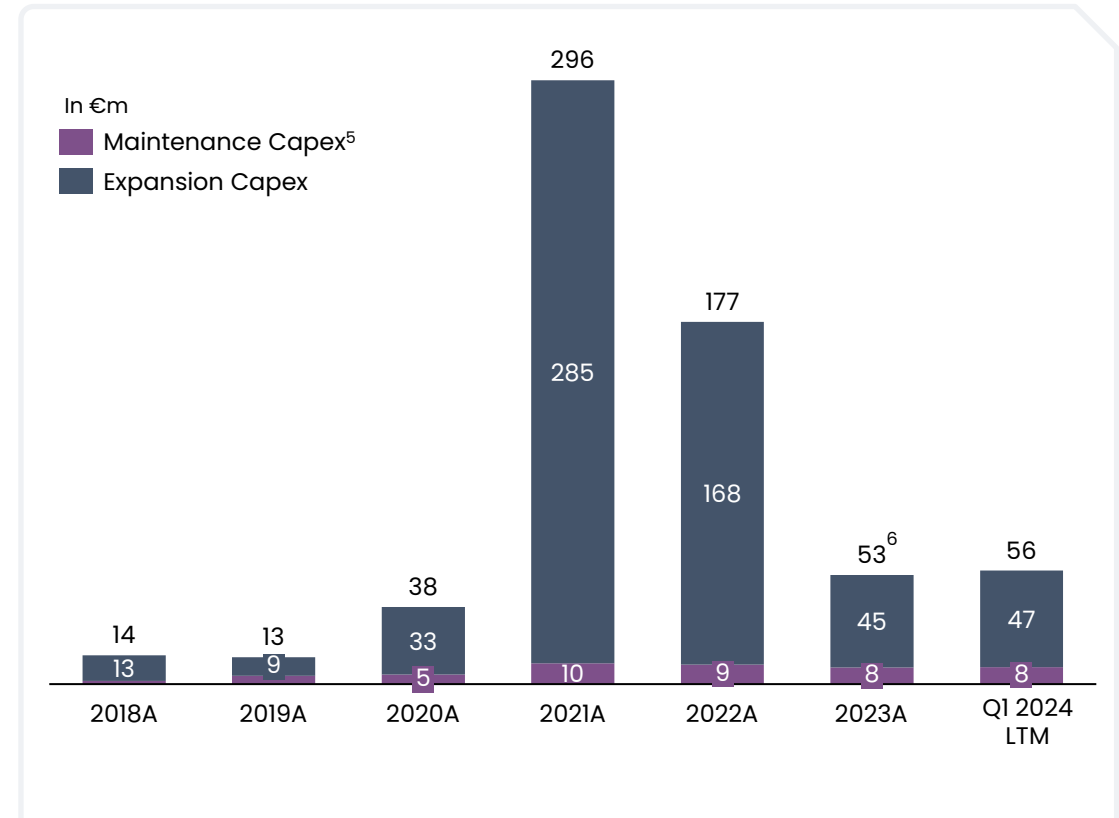
# Operating Cash Flow and Capex Development

Strong cash flow from operations, continuous investments in organic growth

### Operating cash flow development<sup>1,2,3</sup>



### Capex development<sup>3</sup>



Strong operating cashflows driven by organic growth and a sound WC management

Source: Group information

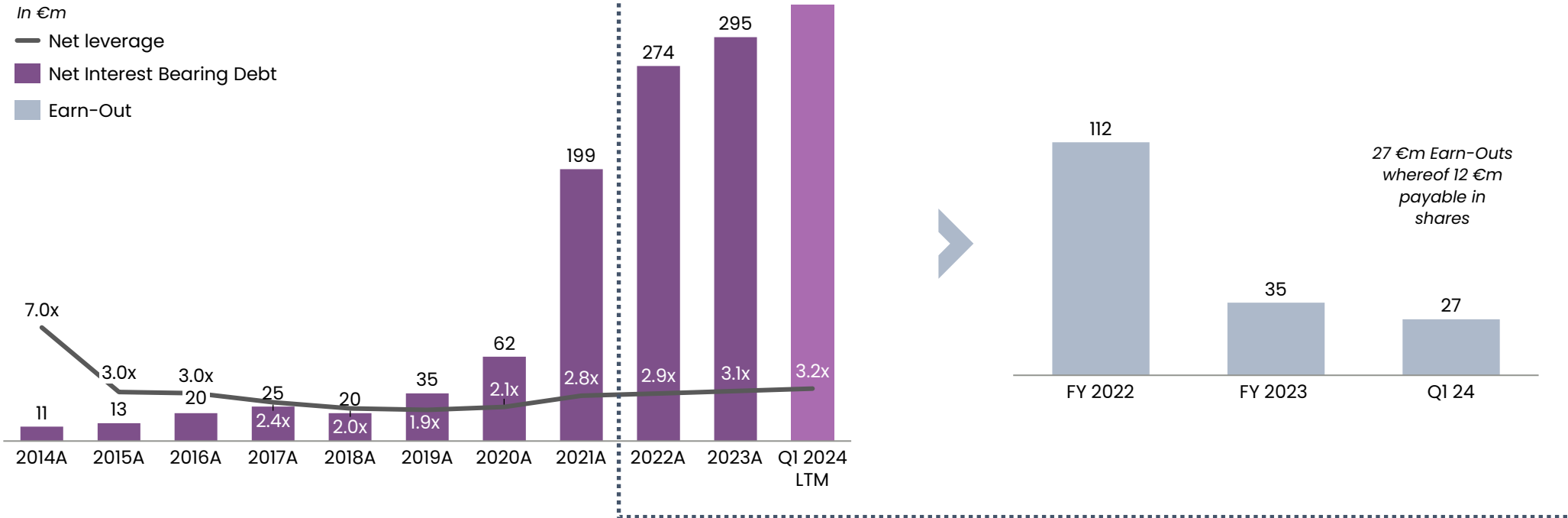
Notes: (1) Operating cash flow defined as in the annual IFRS financial statements. (2) Free cash flow defined as: operating cash flow - interest expenses - Maintenance capex (3) Until 2017 gamigo group standalone, (4) Starting 2021A only includes Cash Interest Payments, (5) Maintenance Capex not an IFRS definition, with maintenance capex the lifetime of assets is significantly extended (6) excluding income from divestment



# Net Leverage Ratio

Focusing on deleveraging in the coming quarters

## Net debt to adj. EBITDA ratio development<sup>1</sup>



Normalized Net Debt for seasonal WC swings and earn-out payments leverage is <3.0x

Source: Group information,  
Notes: (1) 2014 – 2017 gamigo group numbers. 2018 – Q3 2023 LTM MGI Group numbers. (2) Based on Consensus Data available on the Companies website in the “Analyst Coverage” Section, (3) Starting 2021A only includes Cash Interest Payments

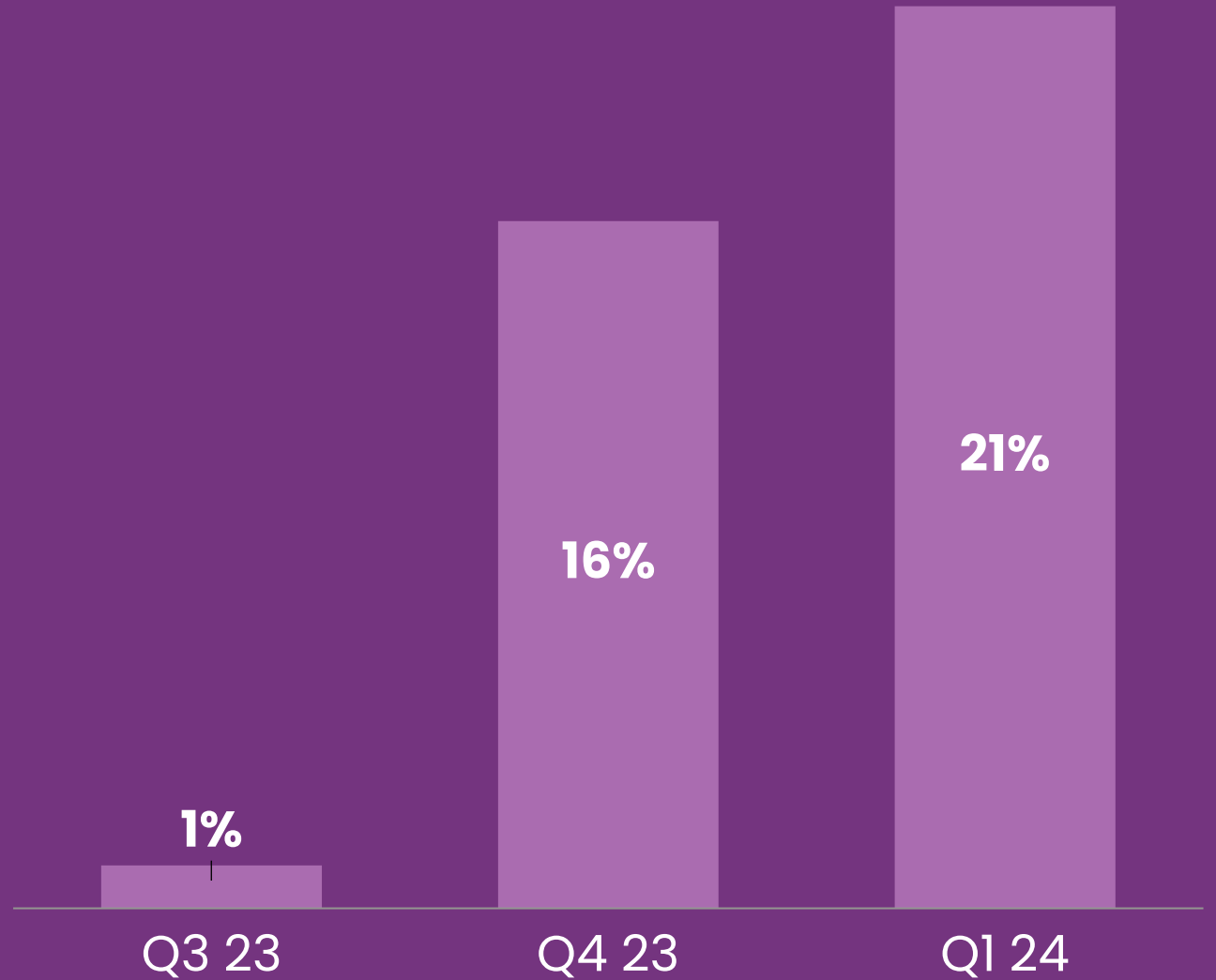


# Guidance For 2024

|                        | Actuals<br>2023 | Guidance<br>2024 |
|------------------------|-----------------|------------------|
| Revenue<br>(in €m)     | 322             | 350-370          |
| Adj. EBITDA<br>(in €m) | 95              | 100-110          |



# Accelerating Organic Growth





# Thank You.

[www.mgi-se.com](http://www.mgi-se.com)