

We craft joy.

Rovio Entertainment

Interim Report
January – September 2021



Today's speakers



René Lindell
CFO



Alex Pelletier-Normand
CEO



Minna Eloranta
Senior Investor
Relations Manager



Dial in information:

PIN: 83237280 #

- Finland : +358 9817 10310
- Sweden : +46 8566 42651
- United Kingdom : +44 3333 000804
- United States : +1 6319 131422

Q321 Highlights.

- Record quarterly revenue for Games
- High profitability
- Ruby Games deal first tranche closed in September
- Opening casual game studio in Toronto
- Heini Kaihu appointed as Chief Sustainability Officer



Ruby Games Acquisition status.

- First tranche of Ruby Games deal was closed in early September.
- Continuing to show mastery in hyper-casual
 - Ruby Games Forensic Master (a.k.a. Detective Master 3D) reached #1 position in the US download charts
- Hunter Assassin 2 soft launched
 - First hybrid-casual game from Ruby

Industry veteran founding Rovio Toronto.

- Rovio's 7th games studio
- Head of Studio: Julie Beaugrand
 - 11 years of games experience
 - Former VP North America Studios at Gameloft
- Studio will explore new and creative avenues in casual free-to-play mobile



Heini Kaihu appointed CSO.

- Heini joined Rovio 2012.
- Previous roles Head of Human Resources and Head of Puzzle Studio.
- CSO will be focusing on creating long-term value for employees and shareholders in a responsible way.
- Heini's wide expertise will allow for holistic approach.



Focus on casual.

Leverage core capabilities and expertise

Maximize the value of our network of users

Move away from high-CPI and more expensive development required by Mid-Core market



ROVIO

Casual



ESPOO
PUZZLE



TORONTO

Hyper- & hybrid-casual



IZMIR
RUBY GAMES

Future of gaming



MONTREAL

Advanced casual



STOCKHOLM

Mid-casual



ESPOO
CASUAL
STRATEGY

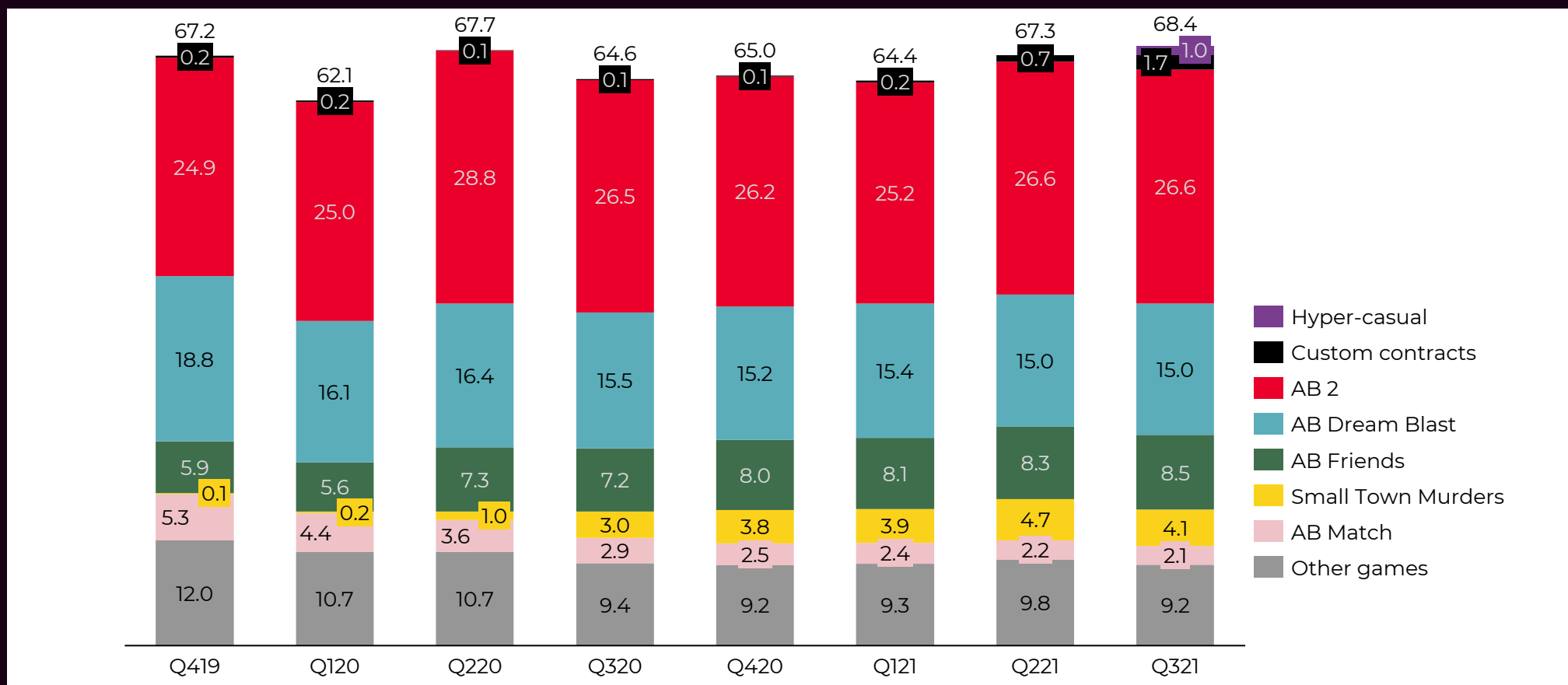


COPENHAGEN
CASUAL RPG

Q321: Stable performance in top games.

Angry Birds Reloaded drove incremental revenue; Ruby Games (hyper-casual) acquisition consolidated since September

GAMES GROSS BOOKINGS AND CUSTOM CONTRACTS (EUR MILLION)



Emerging titles.



Supernatural City

Narrative based match-3 game



Angry Birds Journey

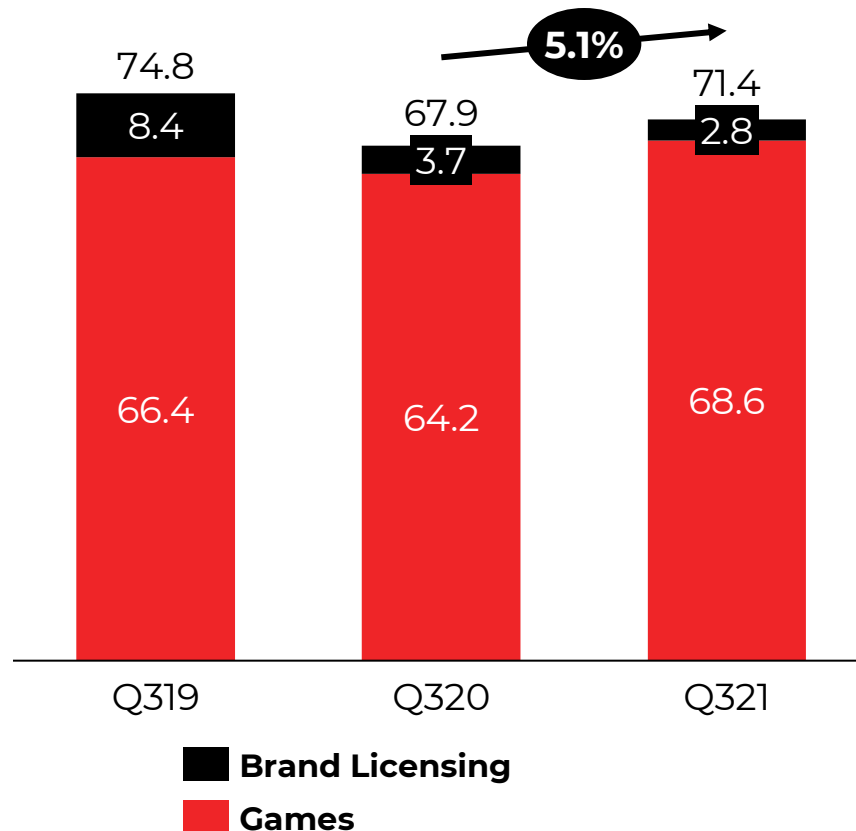
Casual slingshot game with Angry Birds IP

We craft joy.

Q321 Financials

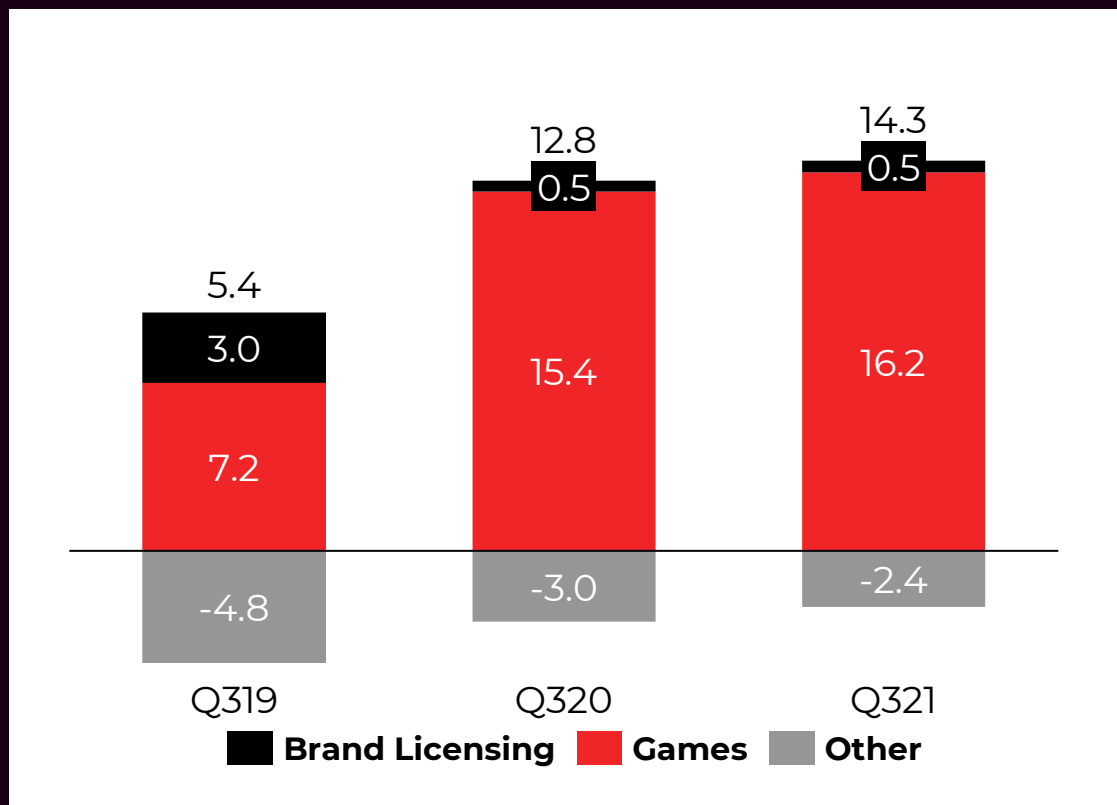
Q321: Group revenue +5.1%; Games grew 7.5% in comparable currencies

REVENUE (EUR MILLION)

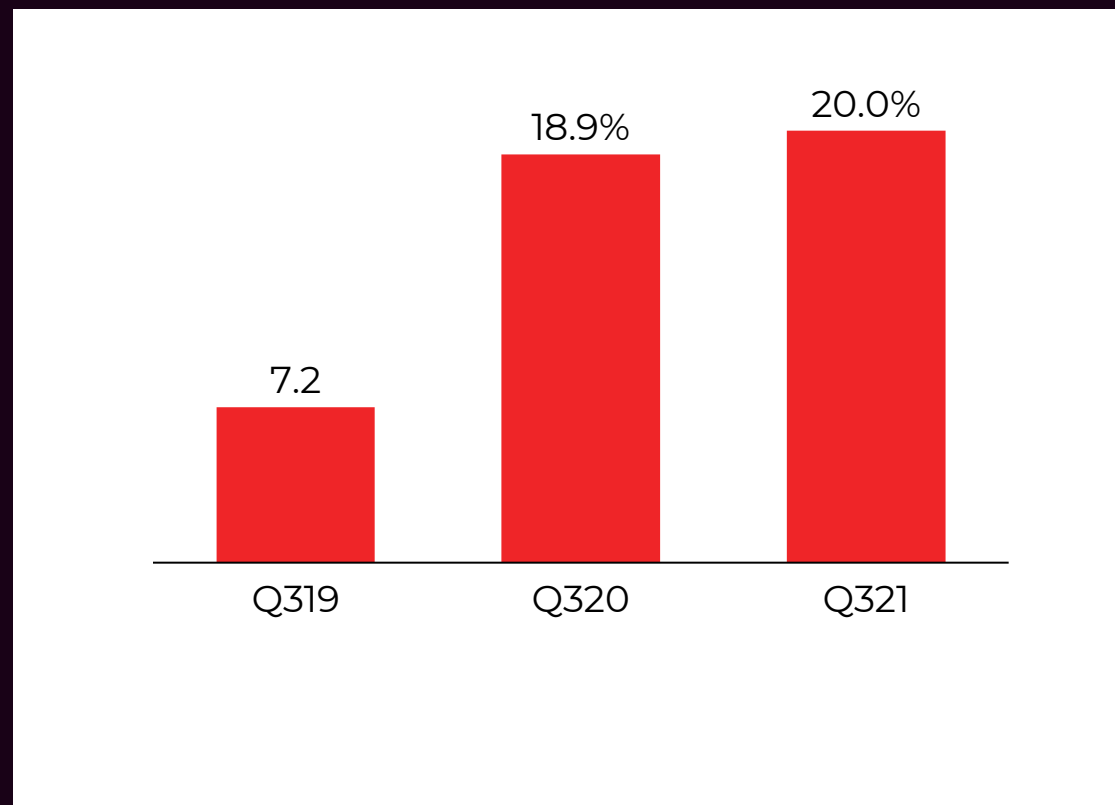


Q321: Profitability at a high level

ADJUSTED OPERATING PROFIT(EUR MILLION) (*)



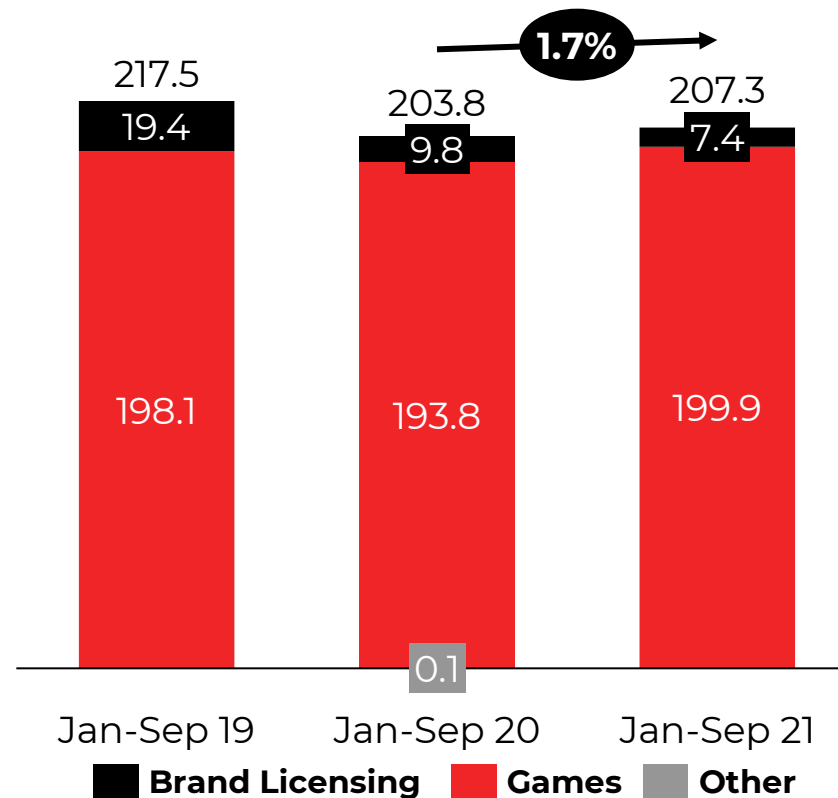
ADJUSTED OPERATING PROFIT MARGIN (%)



(*) Adjustments in July-Sep 2021 were EUR 0.3m. There were no adjustments in July-Sep 2020 and July-Sep 2019.

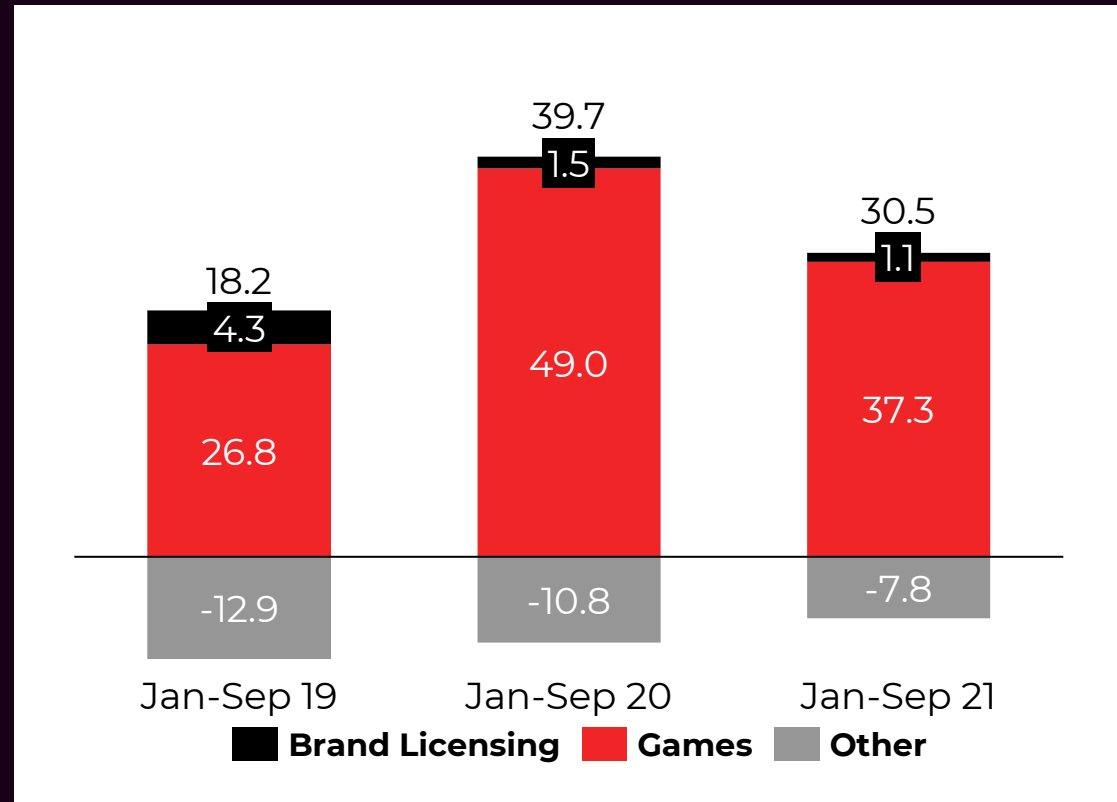
YTD: Group revenue +1.7%; Games grew 7.7% in comparable currencies

REVENUE (EUR MILLION)

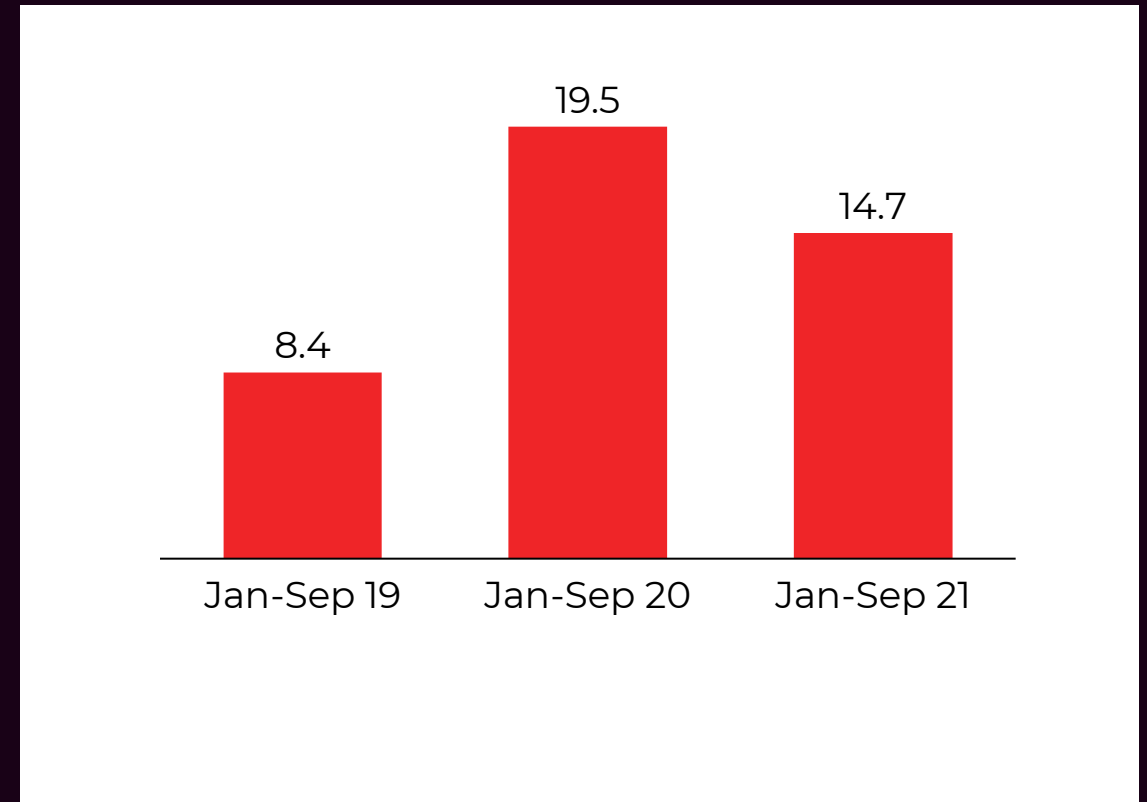


YTD: Profitability impacted by an increase in UA and OPEX in H121

ADJUSTED OPERATING PROFIT(EUR MILLION) (*)



ADJUSTED OPERATING PROFIT MARGIN (%)

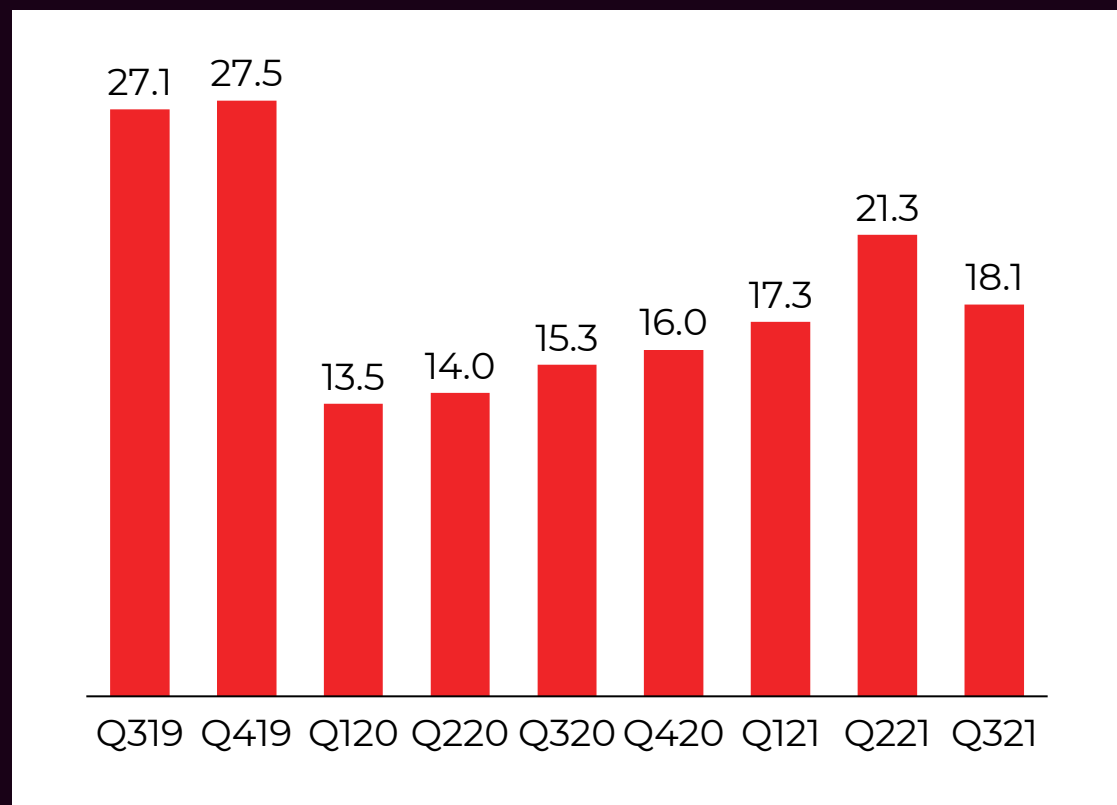


(*) Adjustments in the Jan-Sep 2021 were EUR 0.9m. In the Jan-Sep 2020 period the adjustments were EUR 0.1m. There were no adjustments in the Jan-Sep 2019 period.

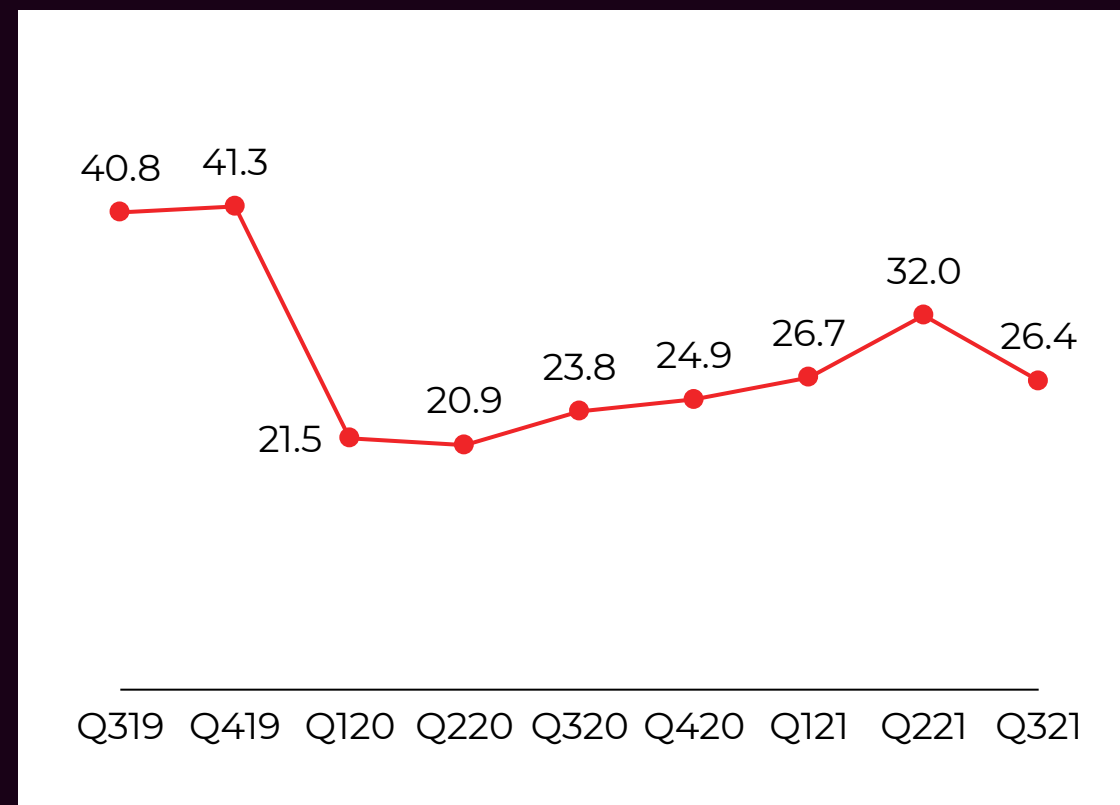
Q321: Moderate UA investments

Small Town Murders and Darkfire heroes UA lower vs Q221

USER ACQUISITION INVESTMENTS (EUR MILLION)



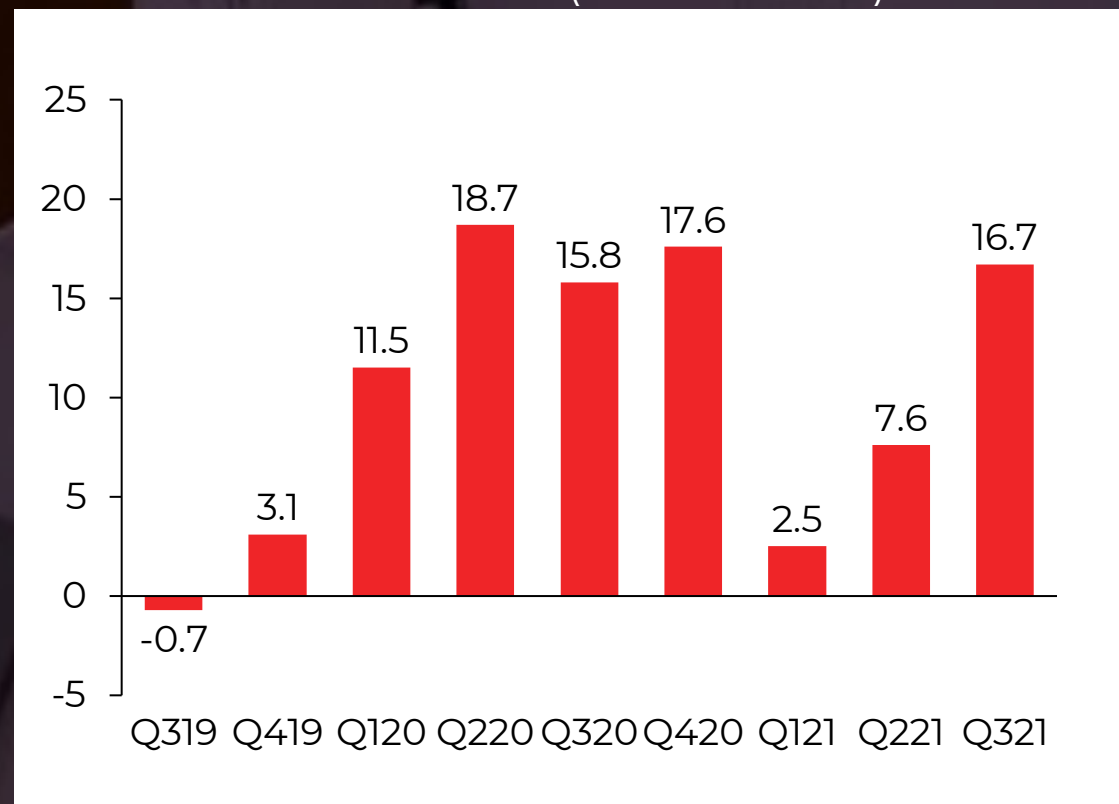
USER ACQUISITION AS % OF GAMES REVENUE



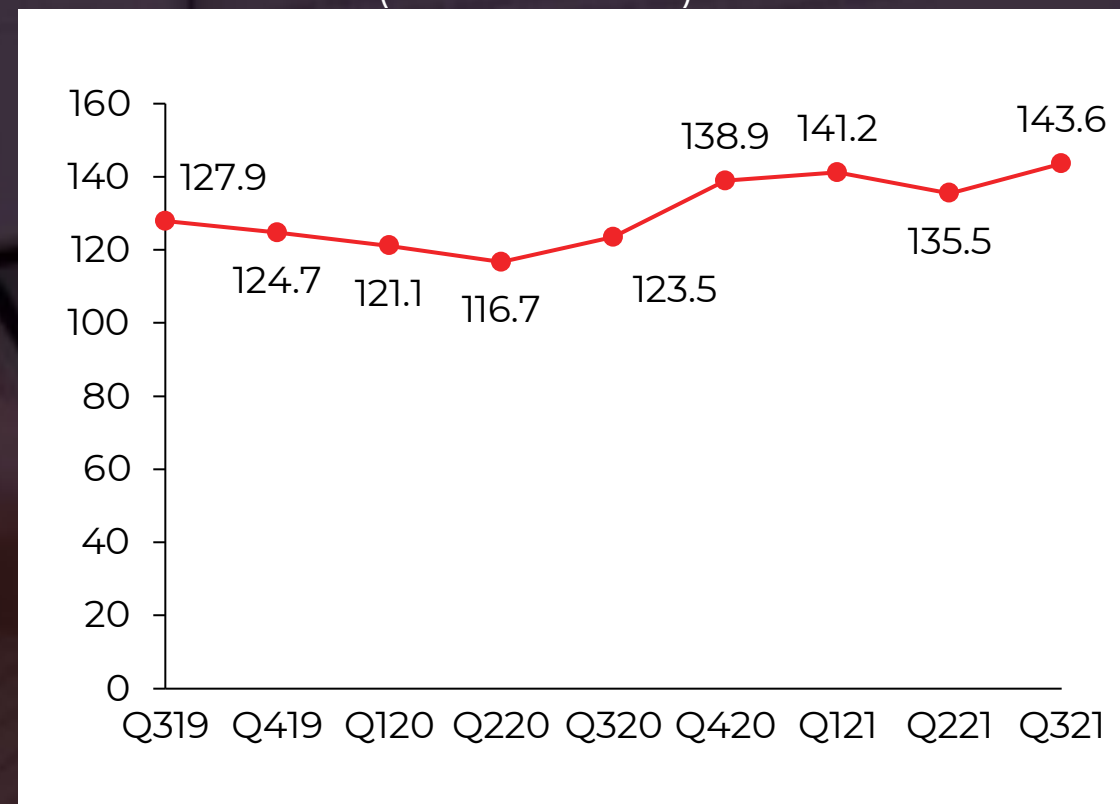
Q321: High operating cash flow

Ruby Games acquisition net cash paid EUR 7.3 million in September

OPERATING CASH FLOW (EUR MILLION)

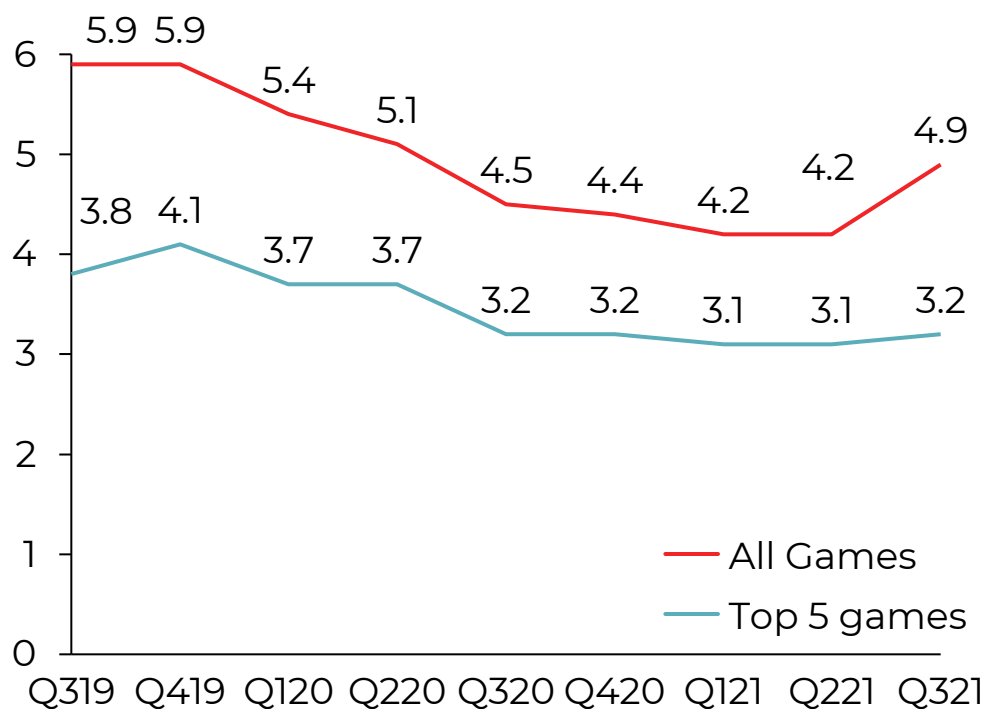


CASH BALANCE (EUR MILLION)

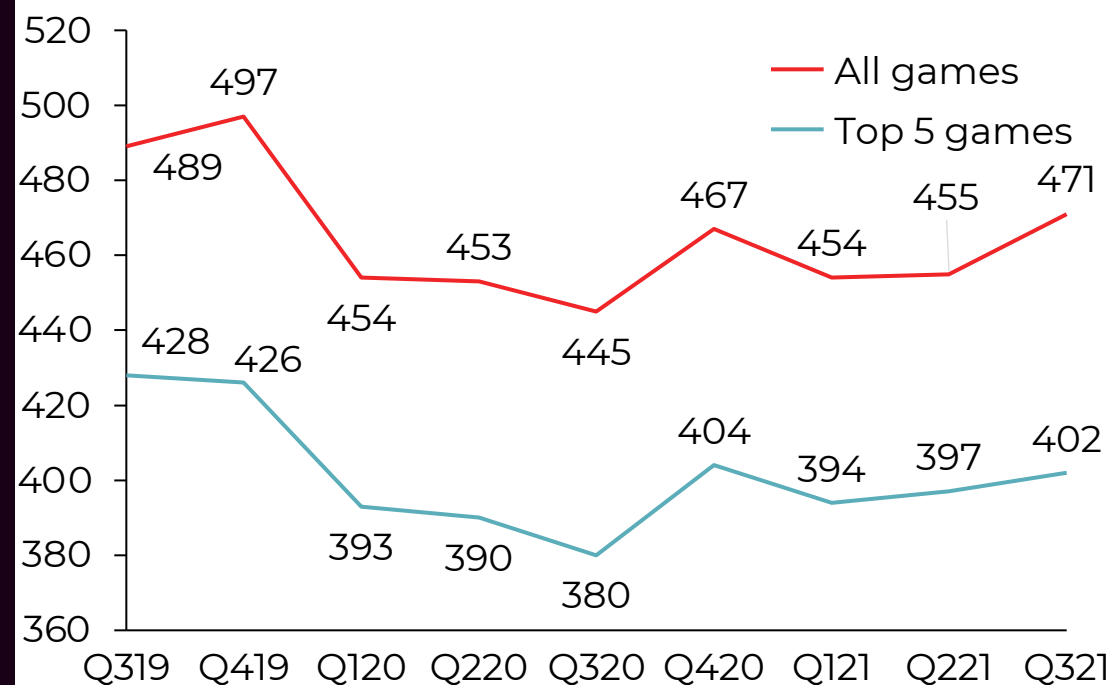


Q321: Hyper-casual studio Ruby Games bringing more DAU

DAILY ACTIVE USERS (MILLIONS) (*)



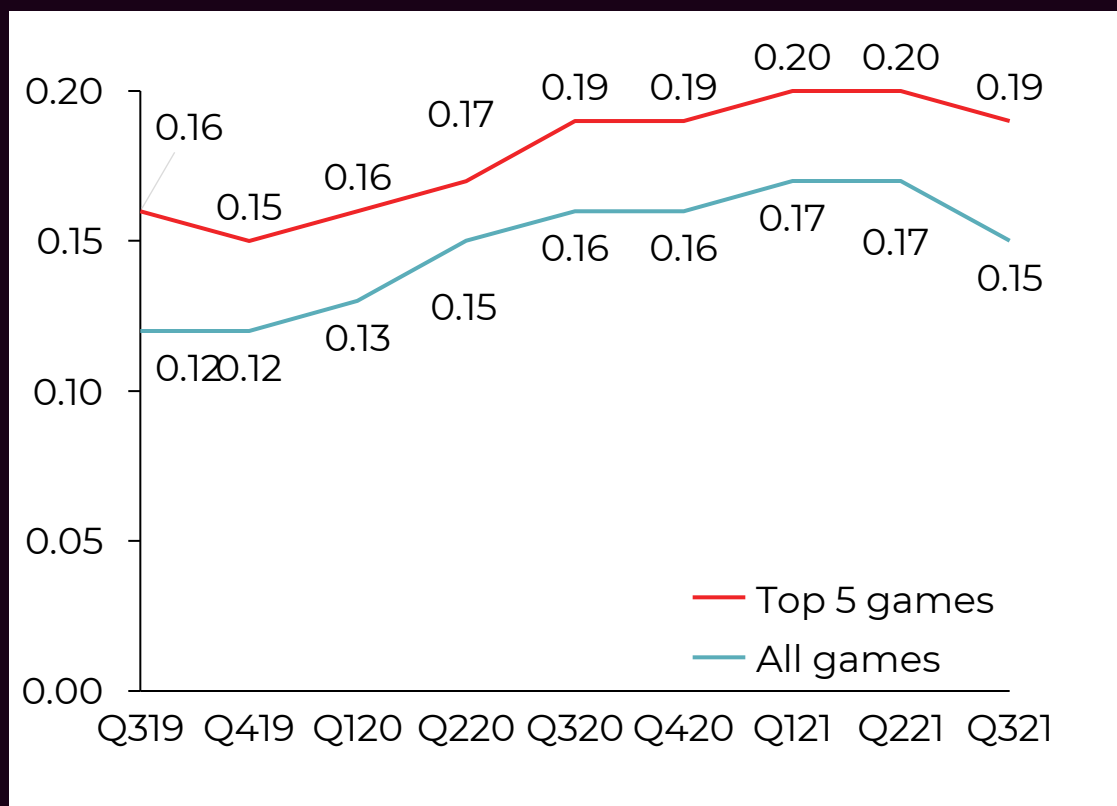
MONTHLY UNIQUE PAYERS (THOUSANDS) (*)



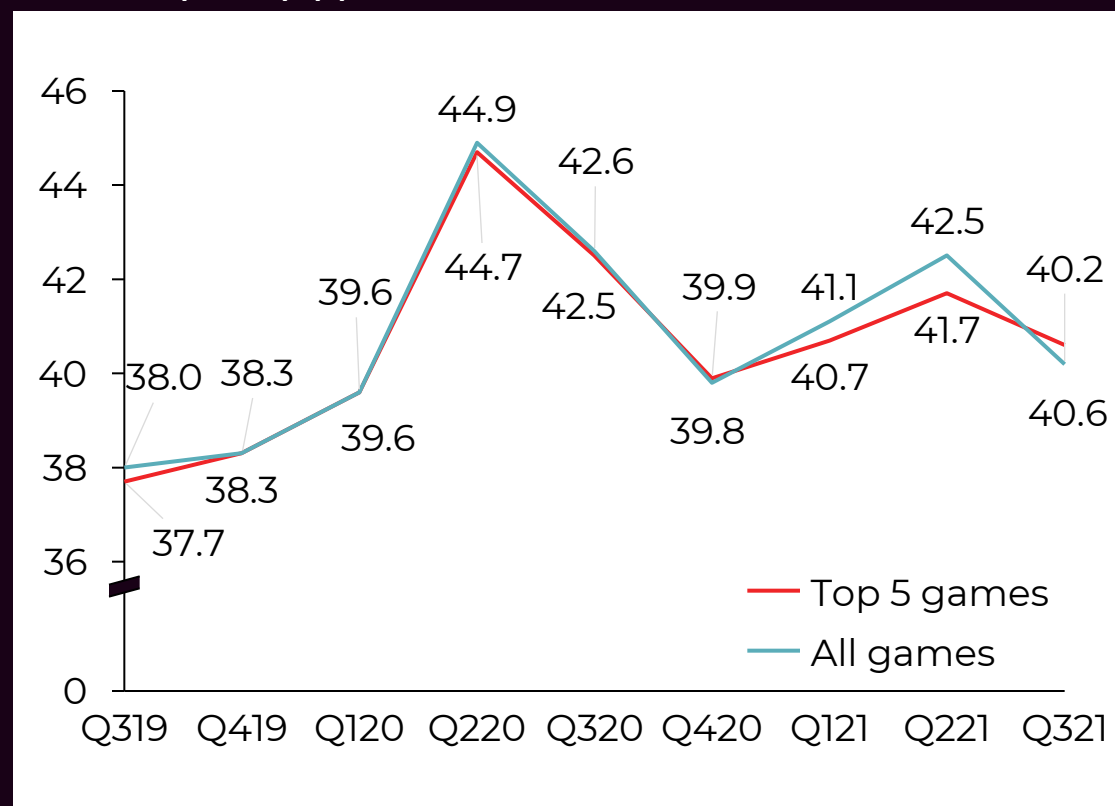
(*) Ruby Games DAU included in September. End of September DAU for group exceeded 6 million. Ruby Games excluded from MUP.

Q321: Hyper-casual games reduces average portfolio ARPDAU

AVERAGE REVENUE PER DAILY ACTIVE USER (EUR) (*)



MONTHLY AVERAGE REVENUE PER UNIQUE PAYER (EUR) (*)



(*) Ruby Games ARPDAU included in September. Ruby Games excluded from MARPPU.

Q&A



Dial in information:

PIN: 83237280#

- Finland : +358 981710310
- Sweden : +46 856642651
- United Kingdom : +44 3333000804
- United States : +1 6319131422

Appendix



Outlook 2021 – No changes

The mobile gaming market continues to grow with casual gaming being a major growth driver. The ongoing changes in consumer behavior and underlying market trends are accelerated by the COVID pandemic and plays an important role in both current games' operation and new game development. This combined with industry changes like Apple's privacy policy fuels the near-term uncertainty in the market environment.

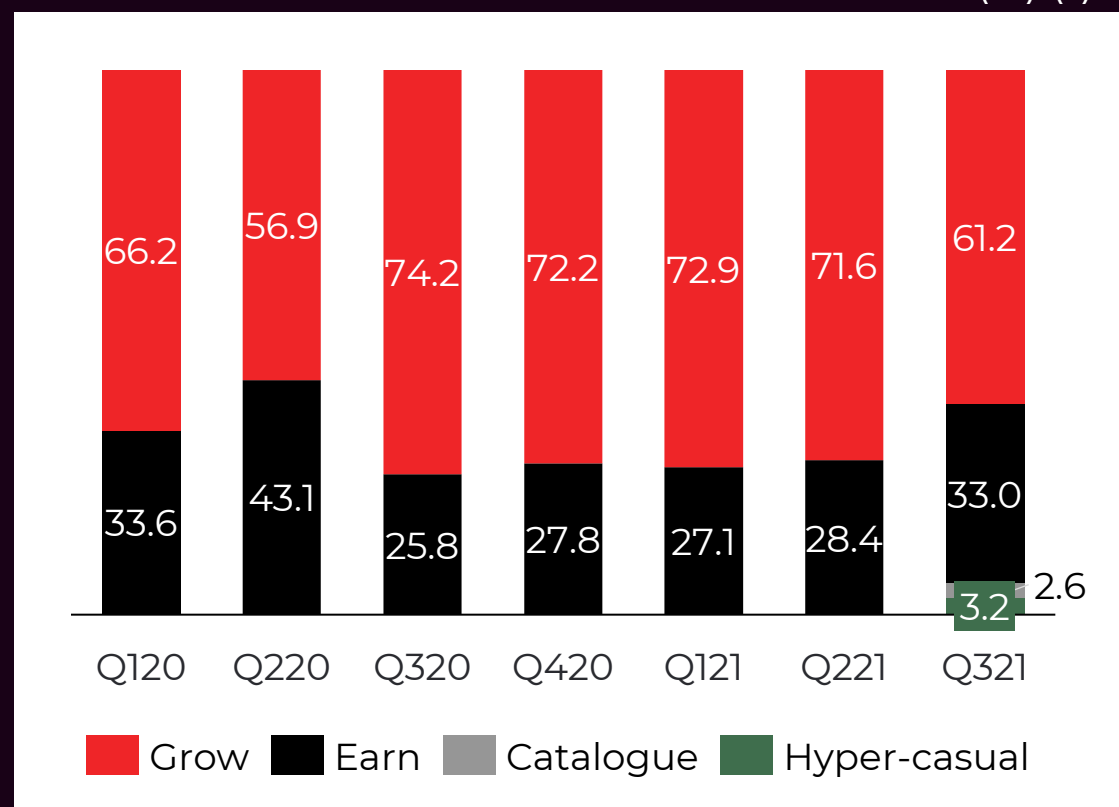
We will focus on improving the performance of our key live games and on launching new innovative products. We continue to show diligence in our UA spend. Depending on market conditions, the performance of our investments, and the launch of new games, we aim to increase our UA investments to build growth for the coming years. This may have implications on short-term profitability.

We will continue investing in our Future of Gaming initiatives, taking advantage of the trends we see in consumer behavior and building our positioning in the rapidly evolving market.

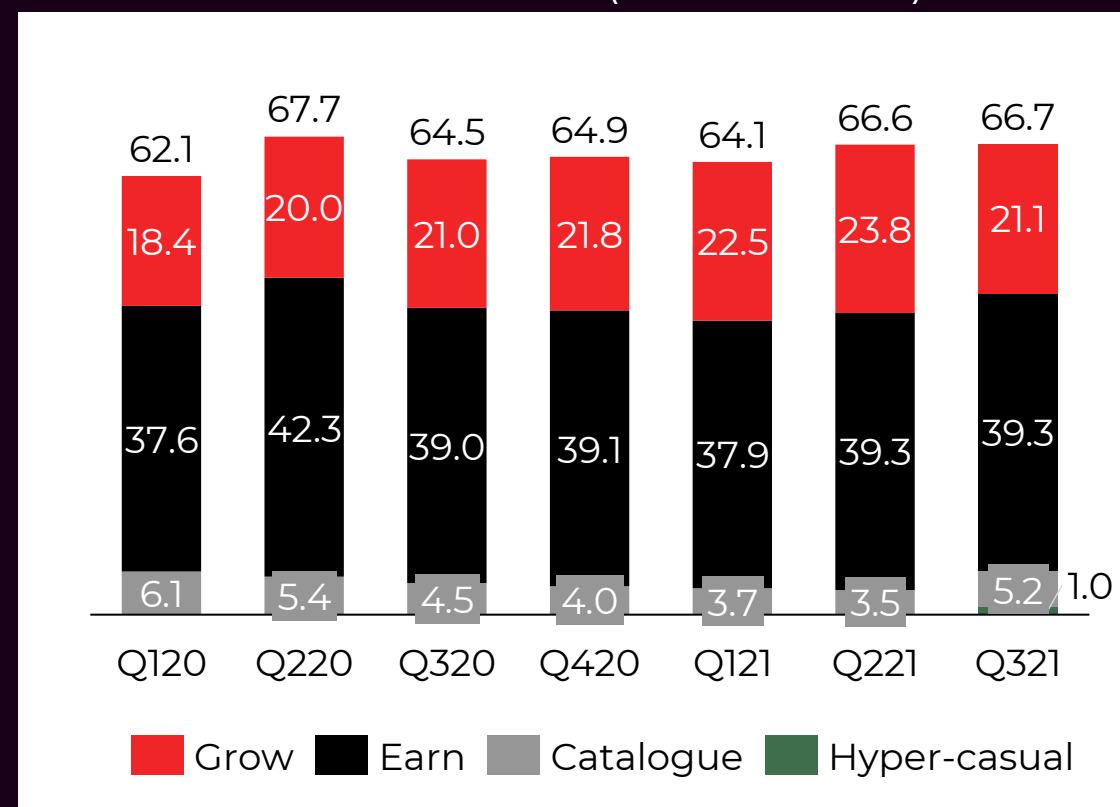
In addition, we seek growth through synergistic acquisitions that can deliver long-term value growth.

Q321: Hyper-casual added to portfolio, Sugar blast moves to catalogue

SHARE OF TOTAL UA PER GAME CATEGORY (%) (*)



GAMES GROSS BOOKINGS (EUR MILLION)



(*) Games categories per life-cycle:

Grow: Angry Birds Dream Blast, Small Town Murders, Darkfire Heroes + games in soft launch

Earn: Angry Birds 2, Angry Birds Friends, Angry Birds Match

Catalogue: Other games

Hyper-casual: Ruby Games

A dark, top-down view of a workspace. Two laptops are open on a light-colored desk. The laptop on the left shows a video of two people. The laptop on the right shows a web application interface. A white cup of coffee sits between the laptops. In the foreground, the back of a person's head and their hands are visible, resting on the desk. Another person's hand is visible on the right side of the desk, holding a pen. The overall scene is dimly lit, with the primary light source coming from the laptop screens.

2ROVIO