

We craft joy.

CEO review

ALEXANDRE PELLETIER-NORMAND

Agenda.

- Rovio in brief
- Strategy
- Year 2022 and business outlook



Rovio's Leadership Team.



Alex Pelletier-Normand
Chief Executive Officer



René Lindell
Chief Financial Officer



Minna Raitanen
General Counsel



Heini Kaihu
Chief Sustainability Officer



Jakob Longer
Head of Corporate
Development



Ben Mattes
SVP of Future of Gaming and Angry
Birds Brand Strategy



Petri Hyökyranta
Chief Technology Officer



Lotta Vuoristo
Chief People Officer



Andy Muesse
Head of Studios

Rovio is a mobile-first games company.

Founded in
2003

Publicly listed since
2017

Creator of
ANGRY BIRDS

+5B

Game downloads

546

Employees*



* At the end of 2022

4 | 03.04.2023 | ROVIO © 2023

ROVIO

A strong line-up of studios.

We have grown
the number of
studios to 8

Organic and
inorganic
expansion

Genre mastery
with casual focus



HISTORIC FOOTHOLD



ESPOO
PUZZLE



STOCKHOLM
ADVANCED
CASUAL

NEW ORGANIC STUDIOS



MONTREAL
CROSS-
PLATFORM
GAMING



TORONTO
CASUAL



MONTREAL
HYBRID-
CASUAL

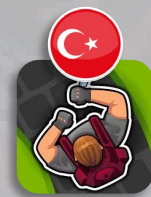


BARCELONA
PUZZLE

STUDIOS FROM ACQUISITION



COPENHAGEN
CASUAL RPG



IZMIR
(RUBY GAMES)
HYPER AND
HYBRID-
CASUAL

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Strategy

Rovio's competitive advantages.

1

Angry Birds brand with high global awareness and appeal to people of all ages

2

Reliable and diverse game portfolio and strong pipeline with casual focus

3

Talented teams with a proven ability to launch, scale and operate successful games

4

Beacon growth platform with world-class central tools to grow games further

5

Strong balance sheet and cash flow



Diverse live game portfolio and strong pipeline.

Top live games in 2022



Angry Birds 2 Jul 2015

- A slingshot game and Rovio's biggest title
- 2022 gross sales of 116M€ (+7.4%)



Angry Birds Dream Blast Jan 2019

- A bubble blasting match-3 puzzle game
- 2022 gross sales of 68M€ (+10.7%)



Angry Birds Friends Feb 2012

- A competitive slingshot game
- 2022 gross sales of 36M€ (+3.9%)

Several games in soft launch

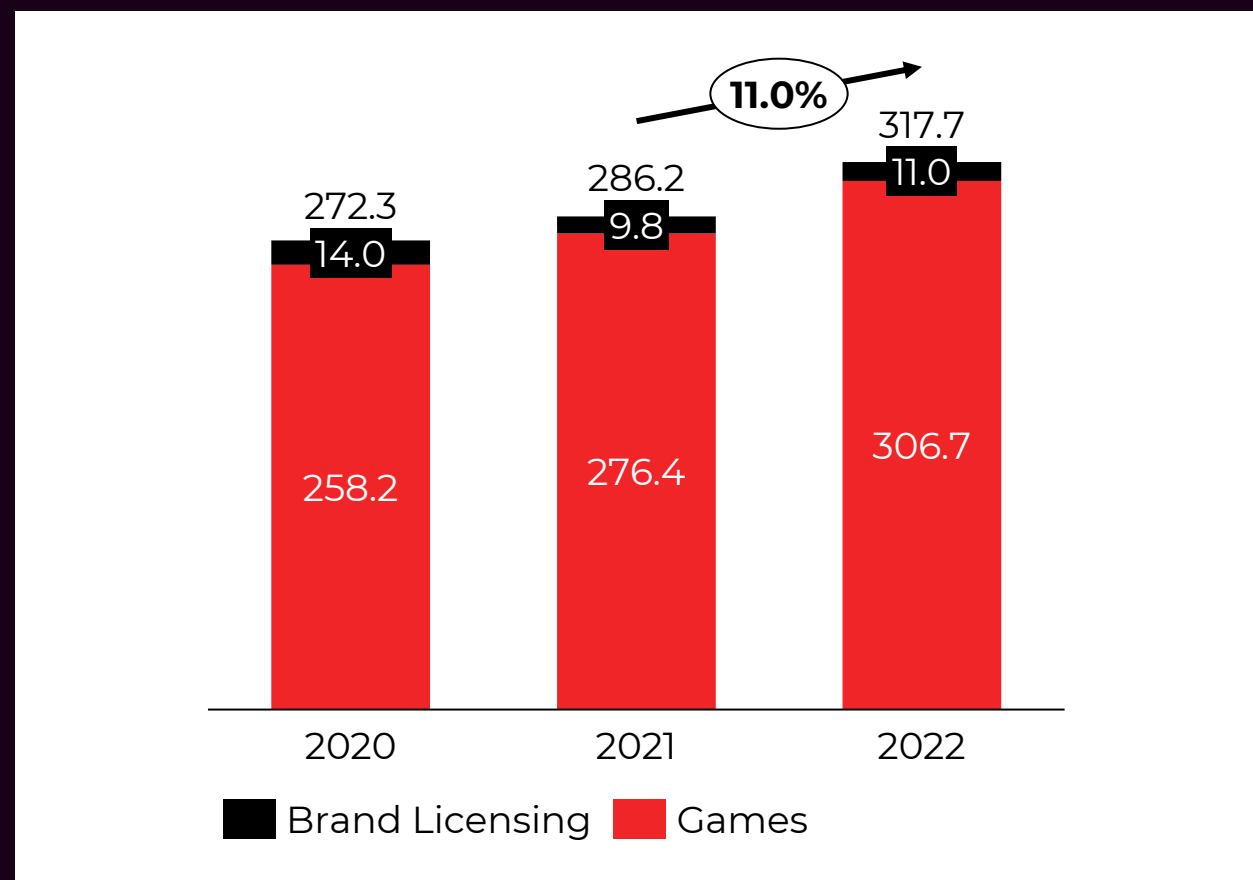


Year 2022 and business outlook

Revenue growth driven by inorganic growth (Ruby Games), the launch of Angry Birds Journey and favorable FX rates.

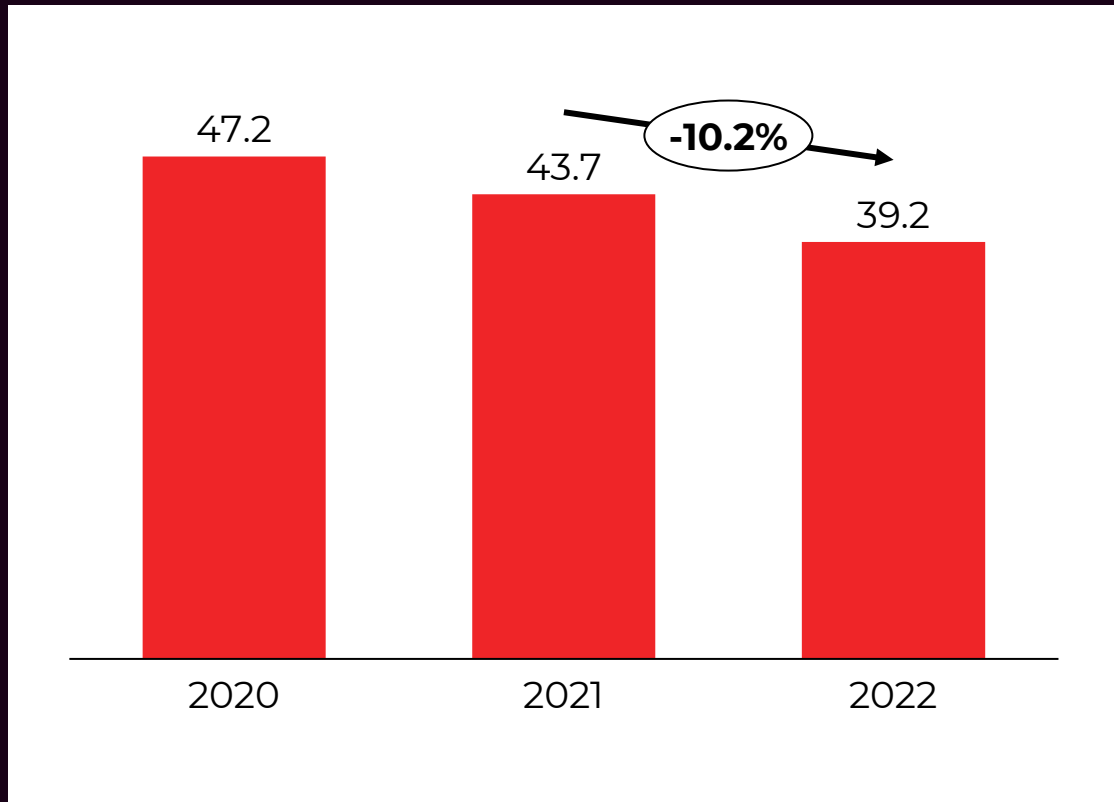
Comparable revenue declined by 1.2%

REVENUE (EUR MILLION)

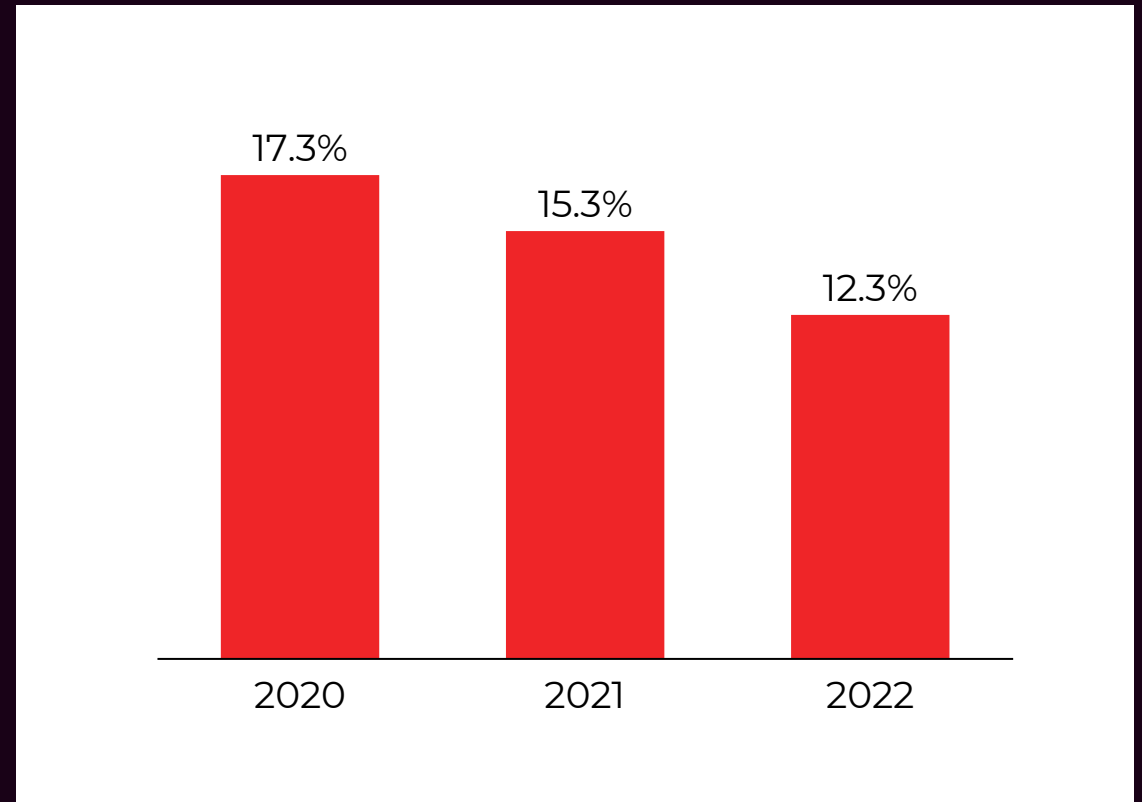


Profit declined due to higher investments in user acquisition for the launch of Angry Birds Journey.

ADJUSTED OPERATING PROFIT (EUR MILLION) (*)



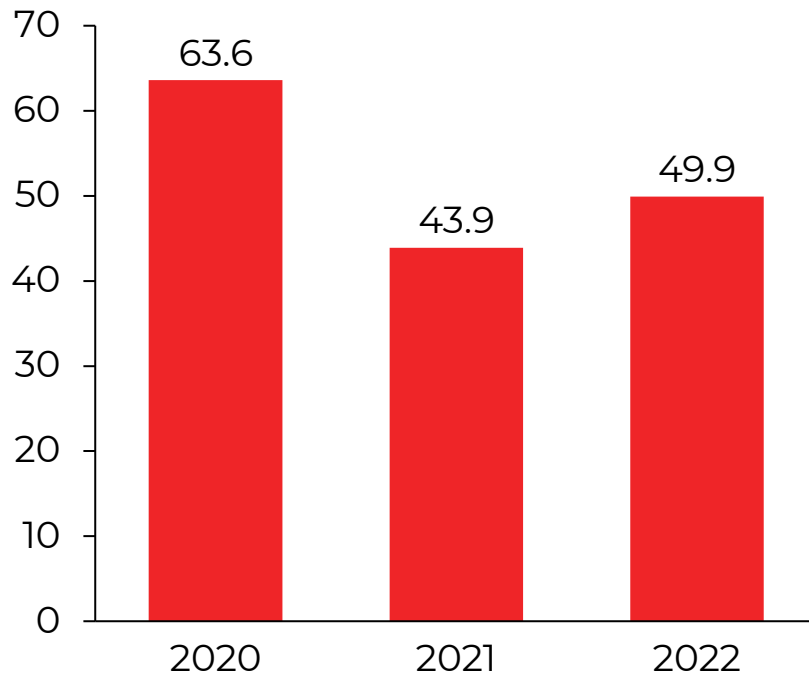
ADJUSTED OPERATING PROFIT MARGIN (%)



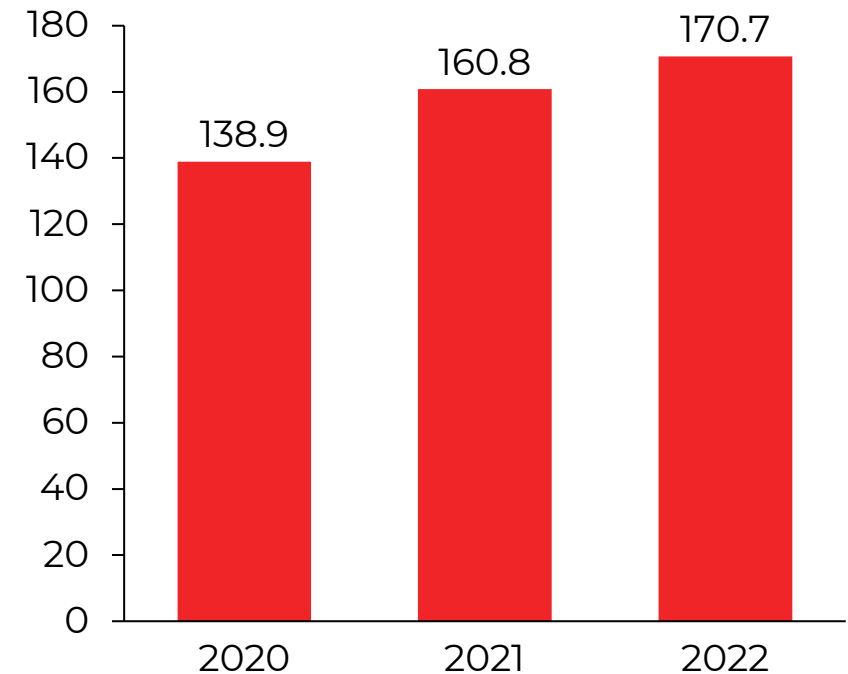
(*) Adjustments in 2020 were EUR 4.7m, in 2021 EUR 5.9m and in 2022 EUR 10.6m.

Strong cash flow and growing cash balance.

OPERATING CASH FLOW (EUR MILLION)



CASH BALANCE (EUR MILLION)



What to look forward to in 2023.

Live games to continue to grow



Angry Birds 2



Angry Birds Dream Blast

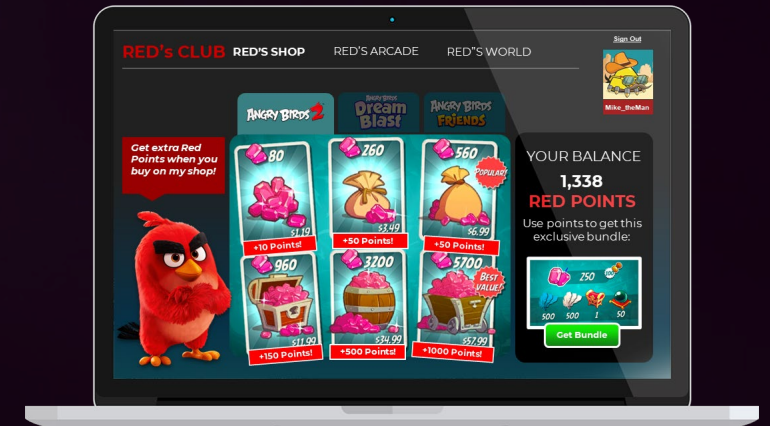


Angry Birds Friends

New games showing potential



Red's Club: loyalty program and online hub



Outlook for 2023.

We expect our comparable revenue and adjusted operating profit to be at last year's level.

Additional information on user acquisition investments in Q1 2023:

User acquisition investments in Q1 2023 are expected to be 29–34% of games' revenues.

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Thank you!





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