

A C R O U D



Acroud Q4

Investor Presentation




Robert
Andersson
CEO



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CFO

1. Quick overview
2. The Journey Ahead
3. Financial Details
4. Closing comments

An outdoor basketball court with a hoop, palm trees, and graffiti on a concrete wall. The court is dark asphalt with white lines. A concrete wall surrounds the court, featuring a basketball hoop and backboard in the center. Two palm trees are visible behind the wall. Graffiti is painted on the wall, including a large red and black piece on the right and a yellow and red piece on the left. A chain-link fence is visible on the right side of the court.

Leaping forward towards
The Media house of the future

Quick Overview

Forth Quarter

Key Figures

- Revenue amounted to → **2 497 kEUR (3 285)**
- EBITDA amounted to → **1 292 kEUR (1 914)**
- Profit after tax was → **-685 kEUR (610)**
- Change in New Depositing Customers → **3%**
- Cash flow from operating activities → **958 kEUR (1 765 kEUR)**

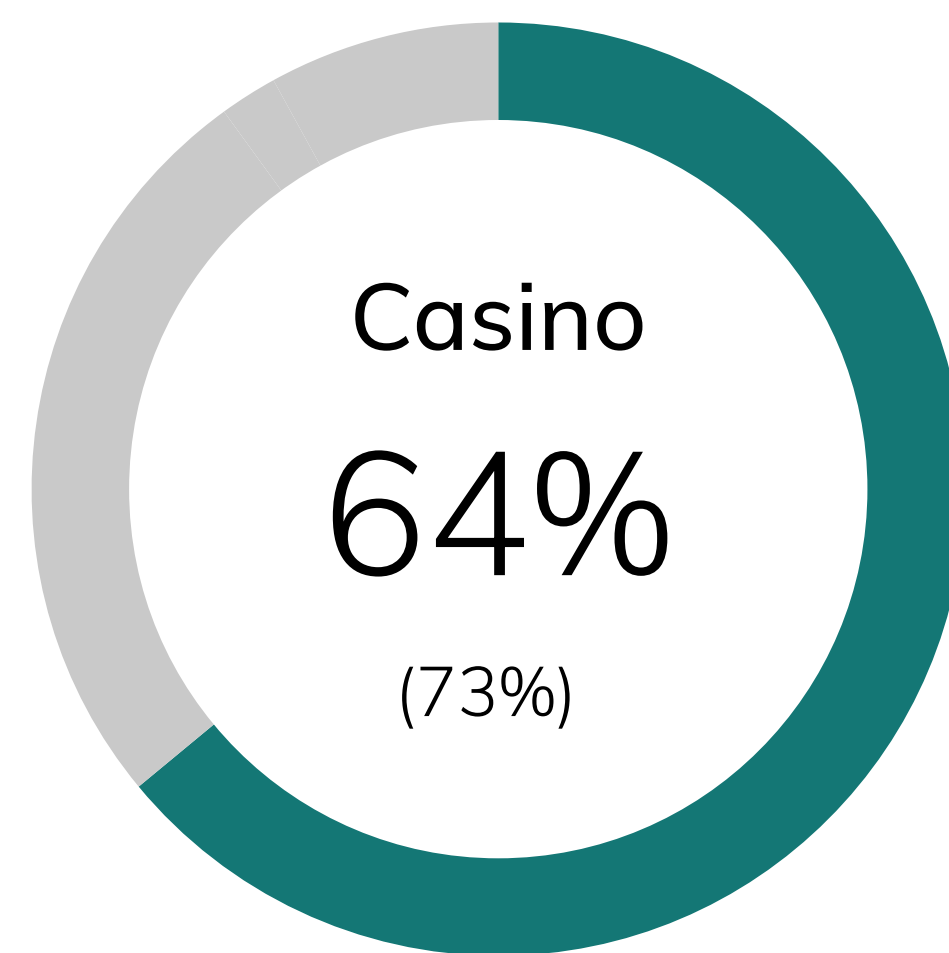
2020

Key Figures

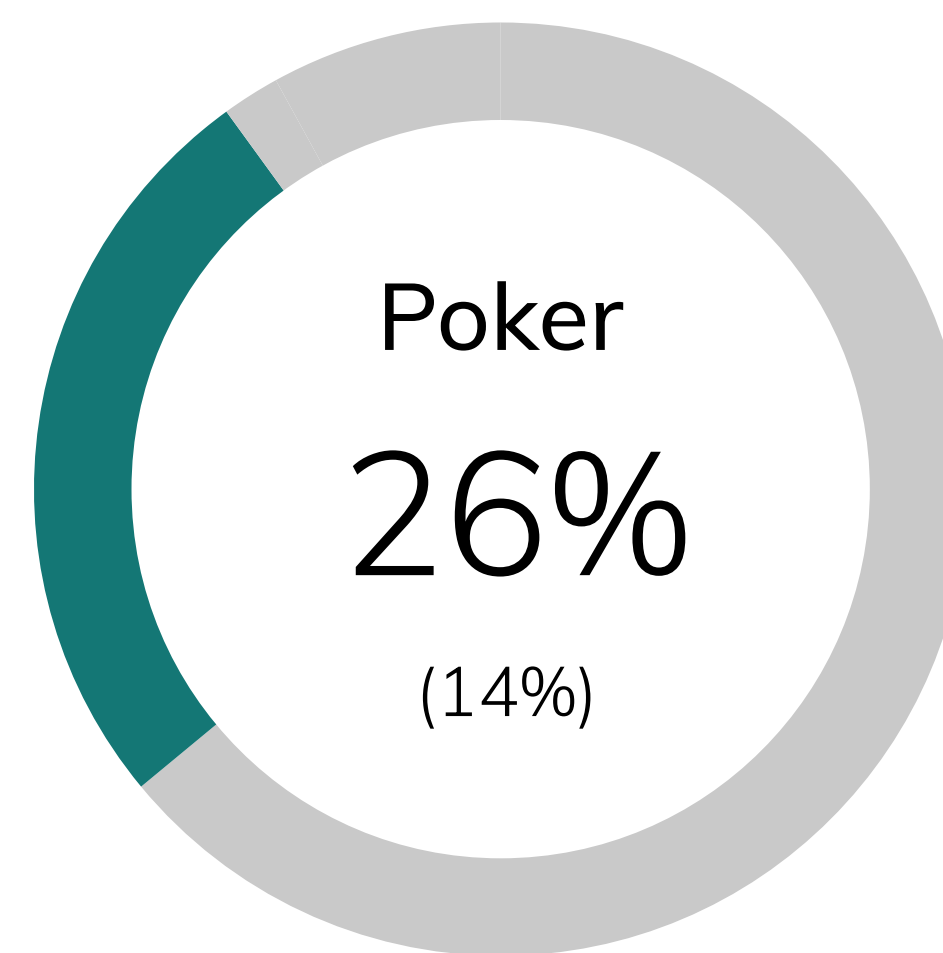
- Revenue amounted to → **11 630 kEUR (14 302)**
- EBITDA amounted to → **5 492 kEUR (8 357)**
- Profit after tax was → **1 256 kEUR (4 934)**
- Change in New Depositing Customers → **-18% (-19%)**
- Cash flow from operating activities → **5 765 kEUR (8 157 kEUR)**

Diversified product offering across the iGaming value chain.

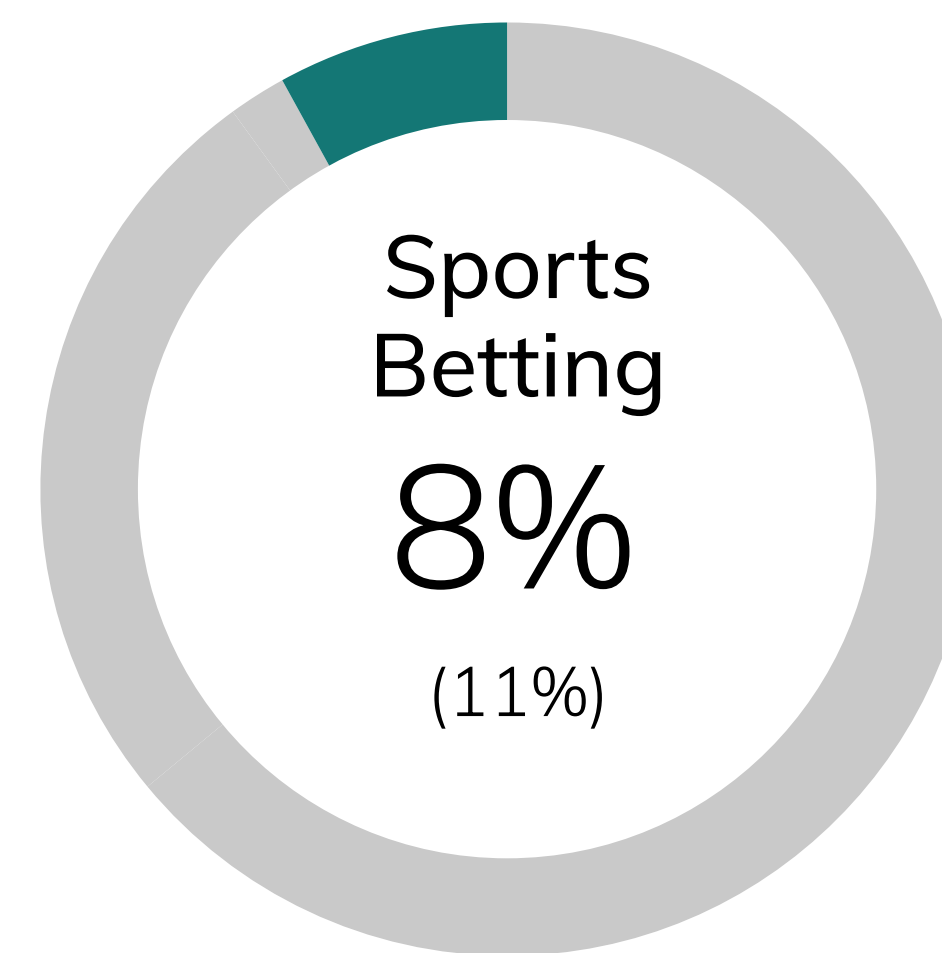
Share of Revenue Q4 2020



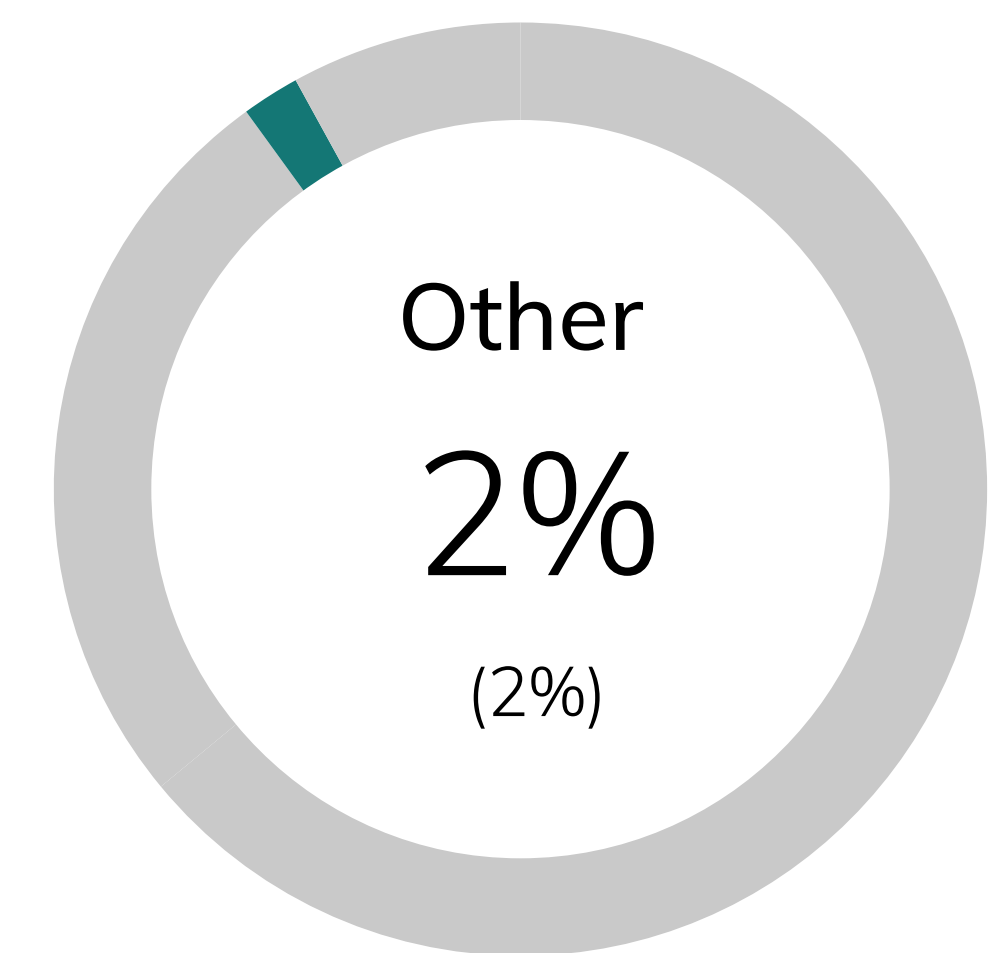
Segment includes Acroud's high quality casino affiliate sites such as Casino Top 10, CasinoTopLists and Casinoguide



Segment includes Acroud's high quality poker affiliate sites. Most famous brand PokerListings known as one of the most complete and interactive online poker guides globally.



Segment includes Acroud's high quality Sports Betting affiliate sites. A new vertical which was launched in 2018



Segment includes Acroud's affiliate sites related to mortgages, Esports, Fantasy Sports, Lotto and web-hosting. Mortgage is considered non-core and requires limited maintenance

Focus on fewer high quality brands in each vertical set to drive organic growth

Key Events

During and After Q4

- Execution of growth strategy> Acquisition in combination with organic growth
- New share issue 35,294,118 shares> Raised approximately SEK 90 million
- Strategic Acquisition of RIAE> Sports Betting and Emerging Markets
- Granted a licence to operate in several US states> Sports Betting, Casino and Poker affiliate
- Acquired the assets of Power Media Group> Voonix, Matching Visions & Traffic Grid



VOONIX

PART OF ACROUD

a software company aimed at improving information and productivity for affiliates in various industries

➤ matching visions

PART OF ACROUD

an iGaming network with a premier position in Casino Affiliation in the European market

TRAFFICGRID ➤➤➤

PART OF ACROUD

focused on delivering marketing campaigns within iGaming to regular affiliate networks

Investor Presentation
Q4 2020



CEO

First Year Summary

Intense change management

- Shift in strategy to be more offensive
- Secured refinancing
- Raised new capital
- Changed the company name
- Executed strategic acquisitions
- Prepared for strong future growth

- Built a strong team
- Transformed mind-set
- Entrepreneurial & forward leaning
- “A crowd” of brilliant minds

WE ARE
A CHALLENGER
ON A QUEST
WE ARE ADAPTING AND
WE ARE HERE TO DISRUPT
AND CHANGE WHAT
HASN'T BEEN CLAIMED.
WE ARE HERE FOR THE
CHALLENGE FOR THE JOY.
FOR THE PRIDE OF GIVING PEOPLE
GUIDANCE IN THEIR EVERYDAY LIFE AND
SUPPORTING BRANDS BUILDING THEIR
GROUNDS. WE ARE HERE FOR THE CHALLENGE BE-
CAUSE THAT'S OUR MOTTO ON HOW TO ENABLE
SYNERGIES BETWEEN PEOPLE
AND BRANDS. WE ARE HERE
FOR THE JOY BECAUSE THAT'S
OUR MOTTO ON HOW TO ATTRACT AND
NURTURE EXISTING AND FUTURE
TALENT. WE ARE HERE FOR THE
PRIDE BECAUSE THAT'S OUR
MOTTO ON HOW TO BUILD
CONFIDENCE AND
LONG-LASTING
RELATIONSHIPS WE
ARE A CHALLENGER
ON A QUEST AND OUR
JOURNEY HAS JUST BEGUN.
WE ARE A CROWD.
JOIN THE
RIDE. DAVID HOLLIER 2020

Robert
Andersson

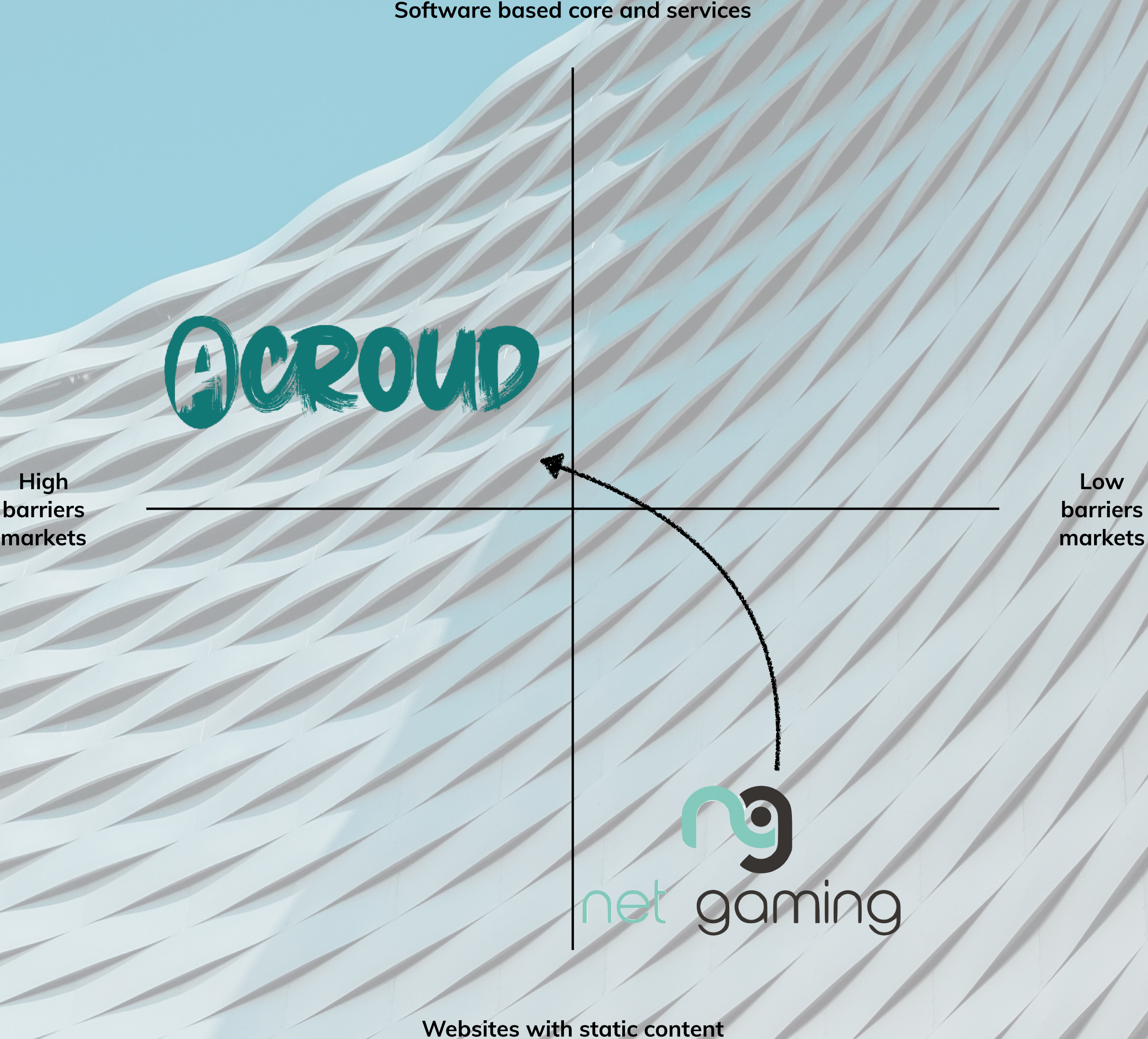
The Journey Ahead

How do we get there



Strategic Repositioning

Moving from few markets and a single business model to a diversified model with stronger focus on the products and software with multiple revenue streams





PILLAR THREE

SaaS Business

Industry leading
data collection tool



PILLAR TWO

BaaS Business

Unique service bringing
businesses together



PILLAR ONE

Affiliate Business

Poker, Sports betting
and Casino verticals



Geographical Expansion

U.S. and emerging markets

Rich content Streaming

Acroud will have an opportunistic approach and mindset to invest and build in high growth markets. We aim to build strong market positions in emerging market with a diversified portfolio of brands.

STRATEGIC

Verticals Beyond iGaming

Focus on and allocation of our resources to our most important brands in Europe with the highest growth potential. The goal is to significantly increase our market share for selected focus brands.

Software as a Service Company

Acroud will continue to build and acquire assets within the sportsbetting vertical.

Our goal is to be a challenger in selected growth markets.

Less is more Focus

New key employees signed. Increased focus on execution and “doer mentality”. Allocating more resources to a smaller number of focus areas. Focus on the development of brands and markets

Diversification of Revenue Streams

Strengthened key account team bringing a focus on business development and new revenue streams. It’s not just about increased pace on adding new partners and deals, but Innovative ways of up-selling to our partners and new ways of reaching our traffic



Systematic M&A

Strengthened key account team. Increased pace of adding new partners and deals, thereby strengthening our product offering to our users.

U.S Roll-out

Strengthened US team with key employees. Accelerated roll out of brands. 7-8 licences in North America being processed

Diversification of revenue model

With focus on building a strong portfolio





Project Vertigo

Strategic value: US market/Sportsbook

The Target is offering betting tips directly to consumers, which is not subject to regulations and may therefore be offered across the American market.

Adding Acroud's services for affiliation and lead generation to the Target's offering will bring an additional upside, as well as creating a strong position in American states soon to be regulated.

Status update: The process is taking longer than planned due to the detailed Due diligence process. And we evaluate all our options in order to make the best possible choice of investment for the company and shareholders

The word 'VERTIGO' is written in a large, bold, brush-stroke font on a dark, textured wall. The letters are dark grey or black, and the background shows some wear and tear, including small holes and scratches.

Project Santa Clause

Strategic value: Rich content, streaming and SaaS

Background

- Large streaming and betting tips provider
- Poker, sports and Horse racing
- Software based tipster service
- Web, Twitch and YouTube
- Fits both streaming and SaaS position

Business model

- Software based tipster service generates most revenue. % of turnover from betting provider.
- Revenue share on NDC
- Paid Media
- Large synergies

• EBITDA multiple	5x
• Earnout	2 years
• Cash/Equity	50/50
• Revenue	Approx 1.5M EUR
• EBITDA	1M EUR
• Signing/closing	1H 2021



Financial Details

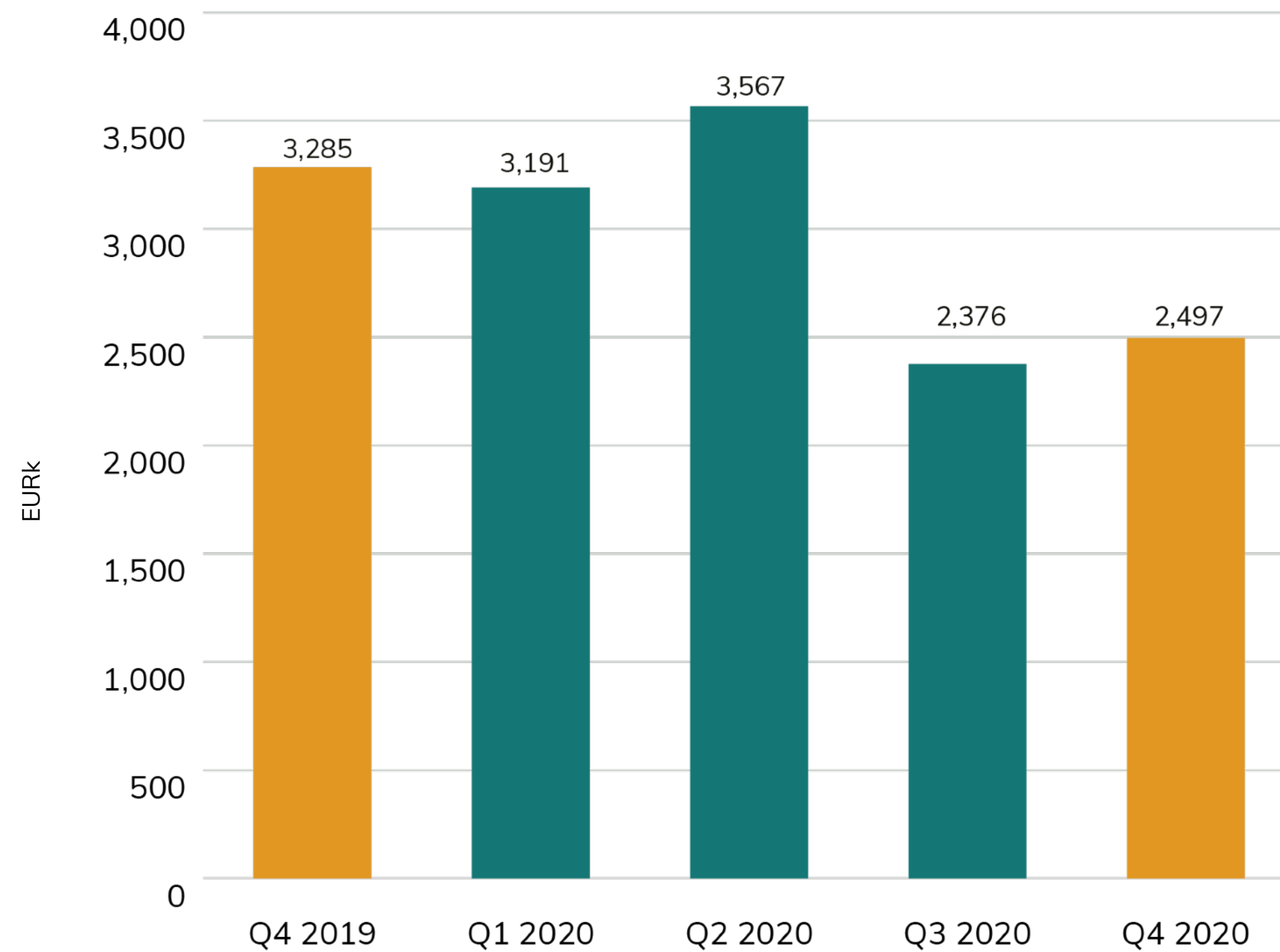
Investor Presentation

Q4 2020



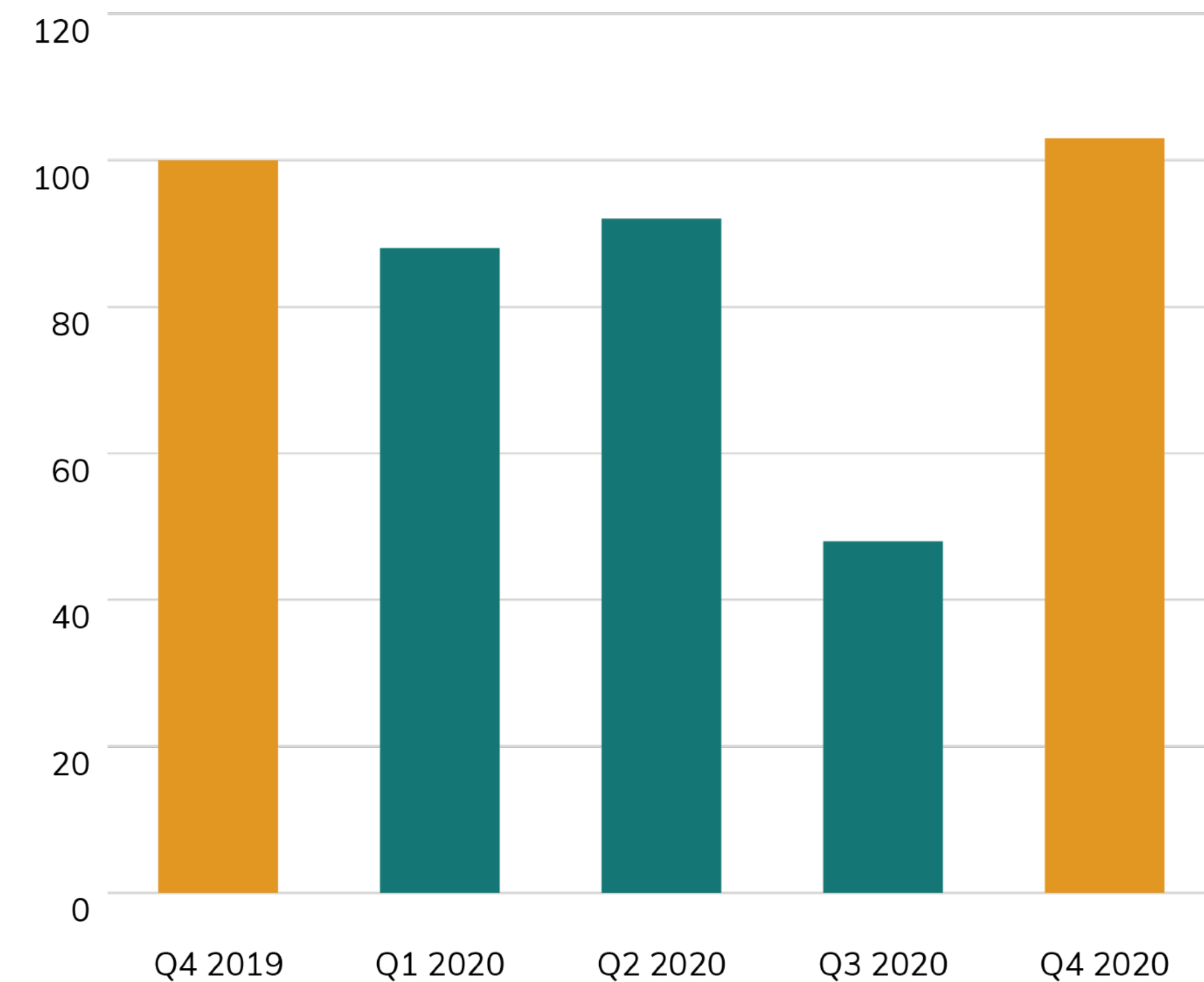
The financials

Revenue development



Revenue development during 2020 was impacted by that the Company adjusted its product offering to ensure compatibility with the rules in the Dutch market in July 2020, recovering in Q420 showing positive trend.

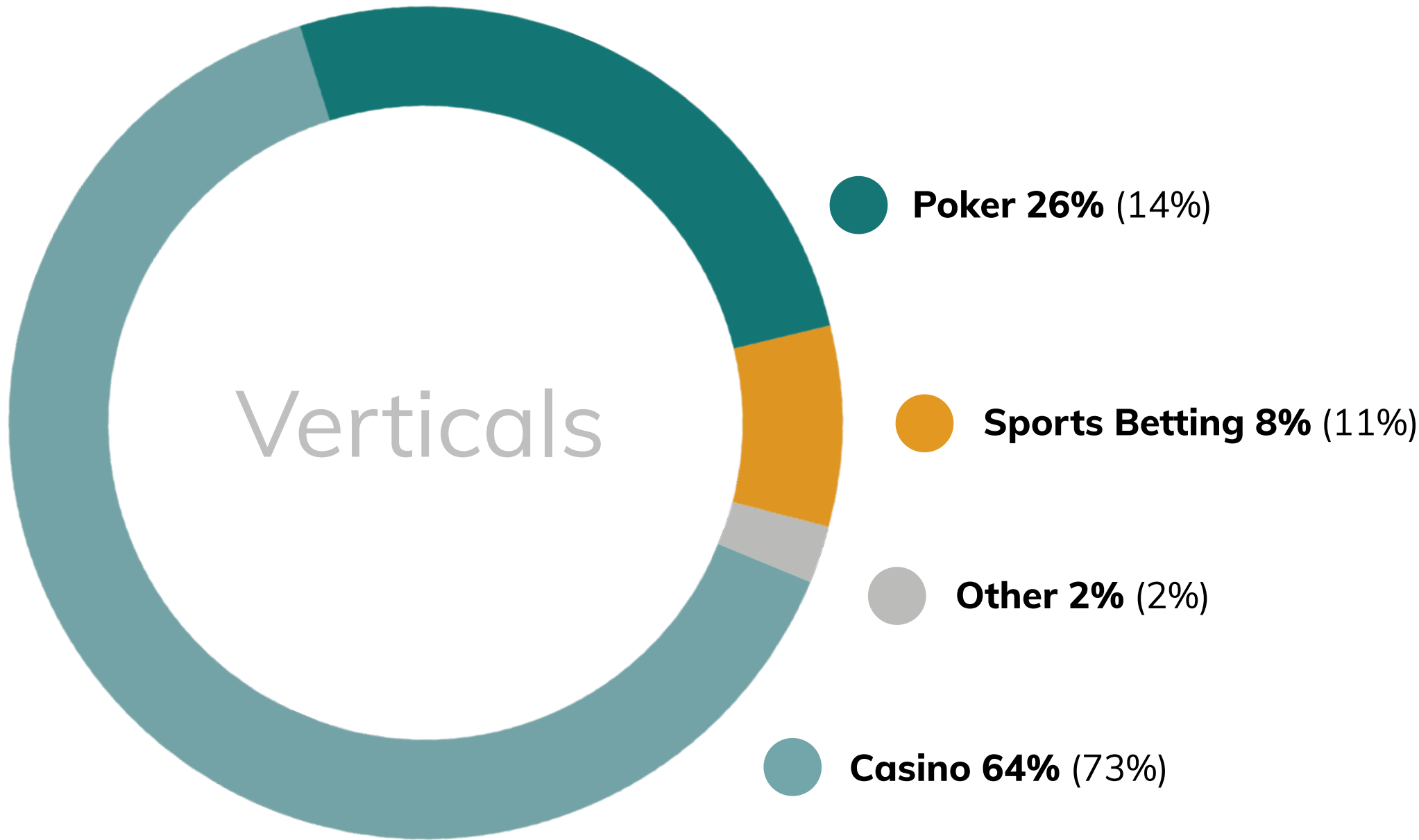
NDC development indexed



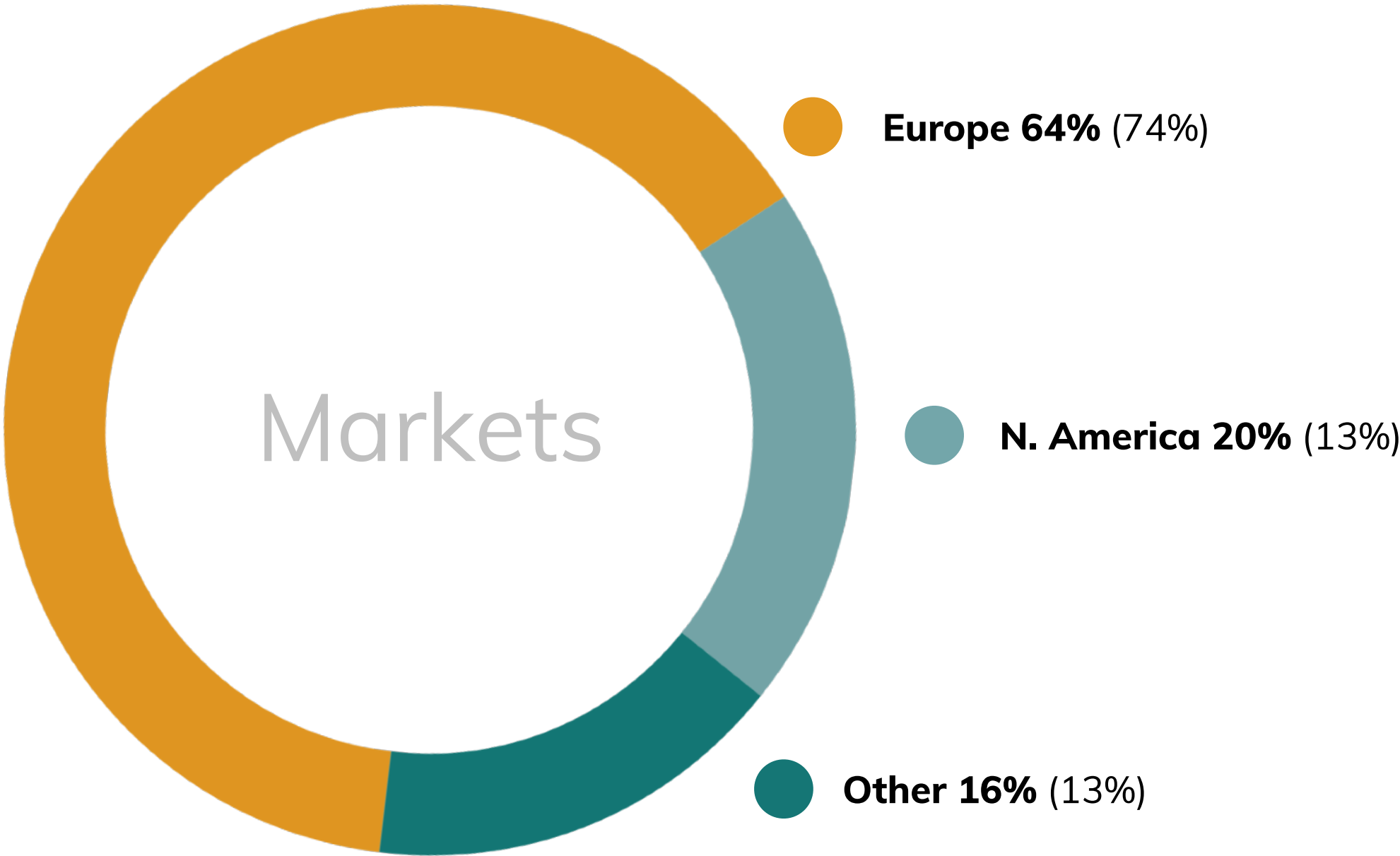
NDC levels showing trend-shift driven by Poker and Sports Betting increasing by 120% in Q420 in part driven by acquisitions.

The financials

Revenue splits



We see continued increase in Poker vertical after re-launch of Pokerlistings.com and WSOP. The Sports Betting vertical will increase in importance onwards in-line with new strategy and ongoing acquisitions.



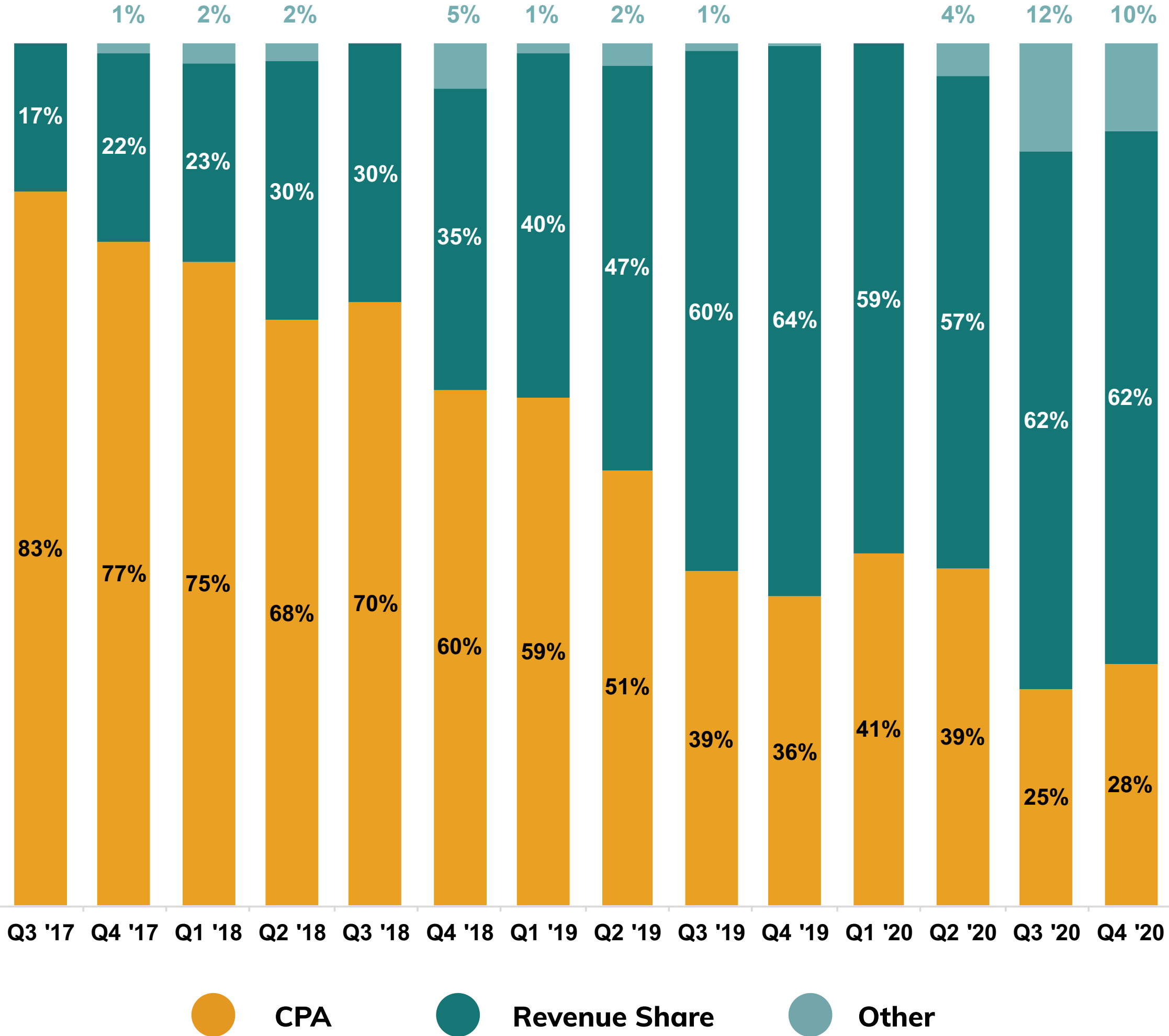
The traffic on our sites is increasing and our position with strong domains in the North American market is strengthening as more states are regulated.

Revenue diversification

Strategic Shift to Revenue Share

Underlying trends

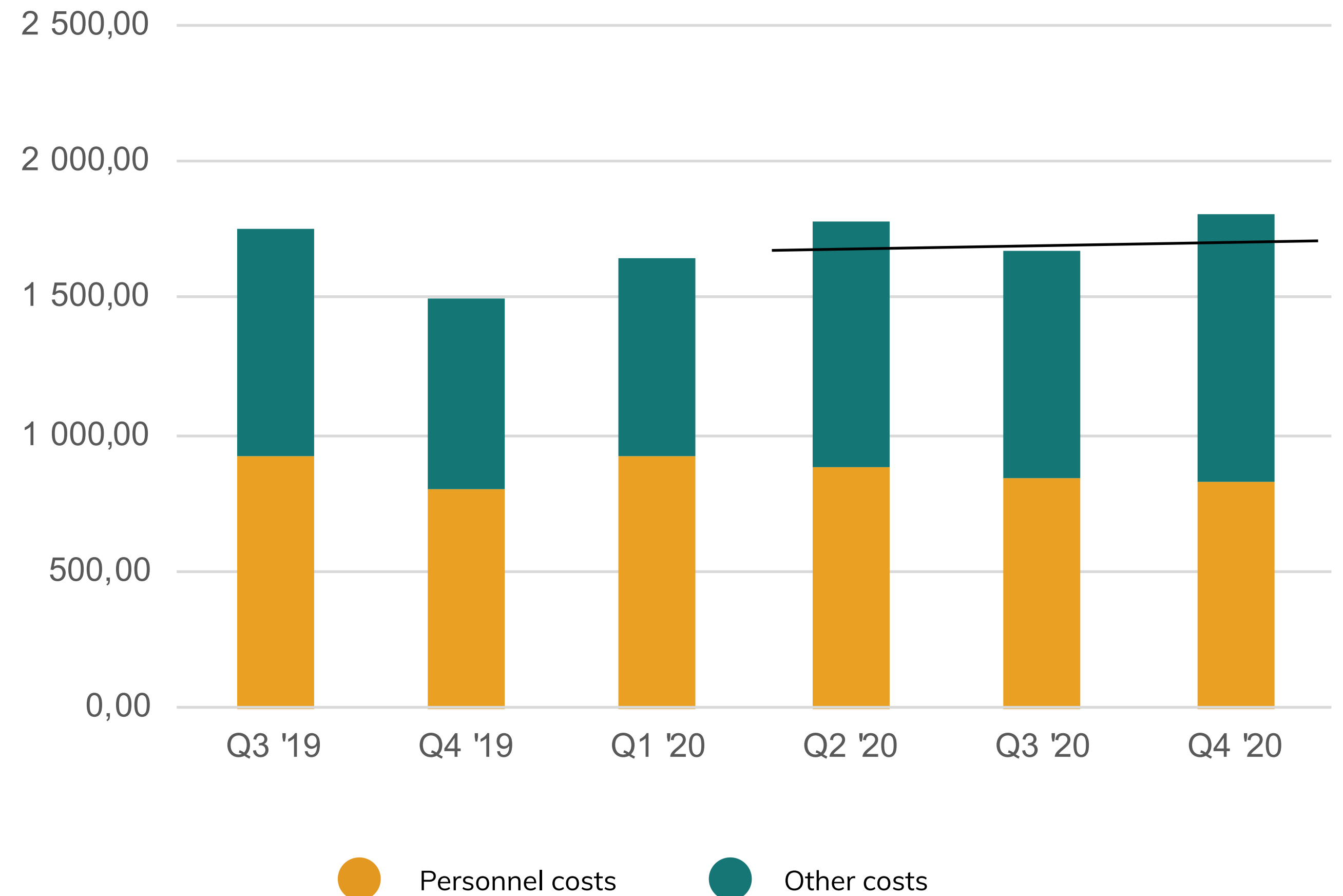
- Strategic shift from CPA to Rev Share stabilized around 55-65% in 2020 (62% in Q4'20 compared to 64% in Q4'19).
- Shift impacts top line negatively short term, but positively long term (i.e. timing effect)
- In second half of 2020, we diversified our revenue streams, actively working on upselling to our customers and value-adding services, resulting in +10% of our Q3 and Q4 revenue being generated via this new revenue stream.



Cost base Development

Acroud cost base has been relatively flat the last quarters, however we are since Q3 2020 reallocating costs towards marketing costs such as content, direct sales and SEO work, which have a direct correlation to future revenue development.

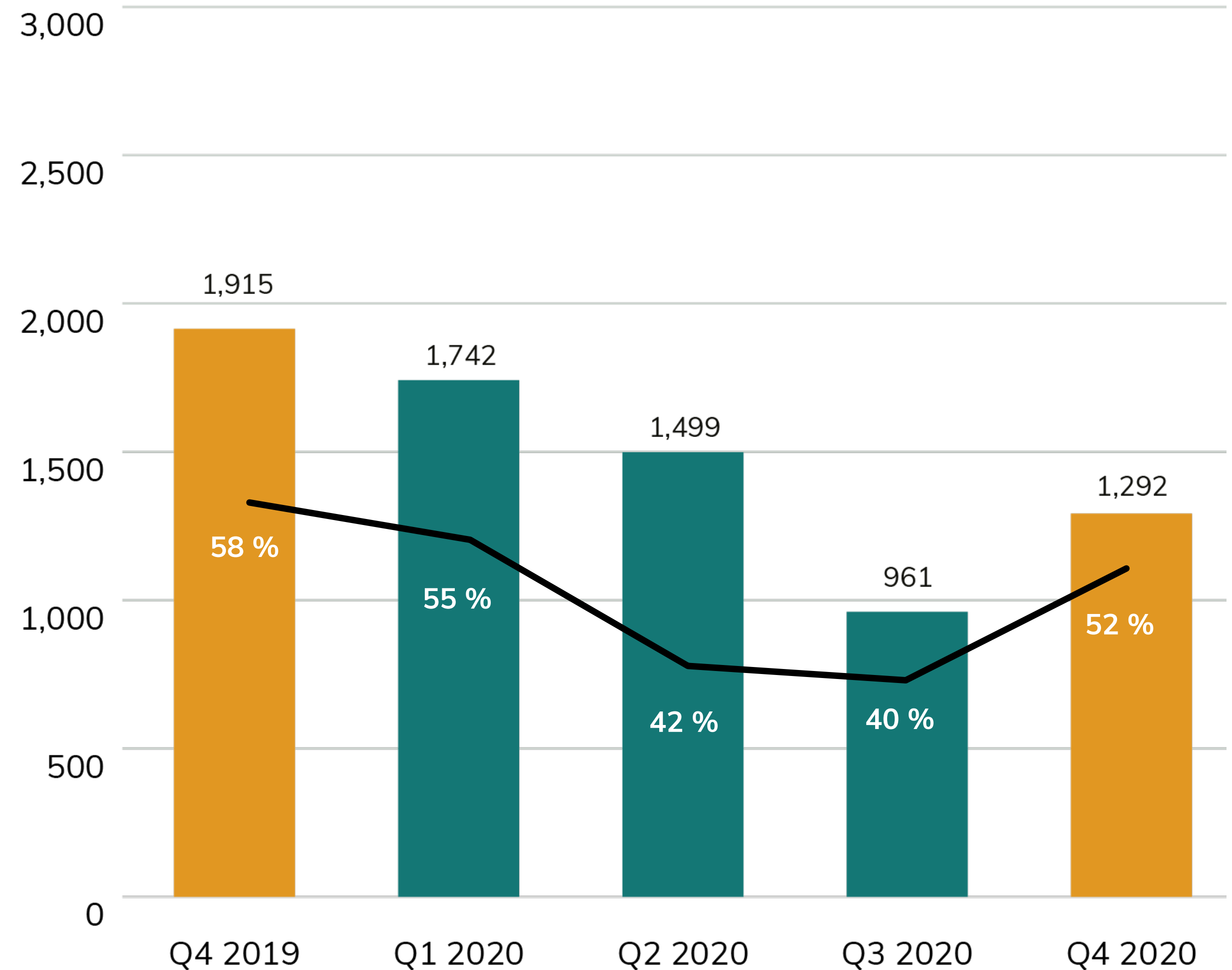
In connection with the strategy work, further efficiency measures have been implemented, which will bring cost reductions and improved operating margin in 2021.



EBITDA Development

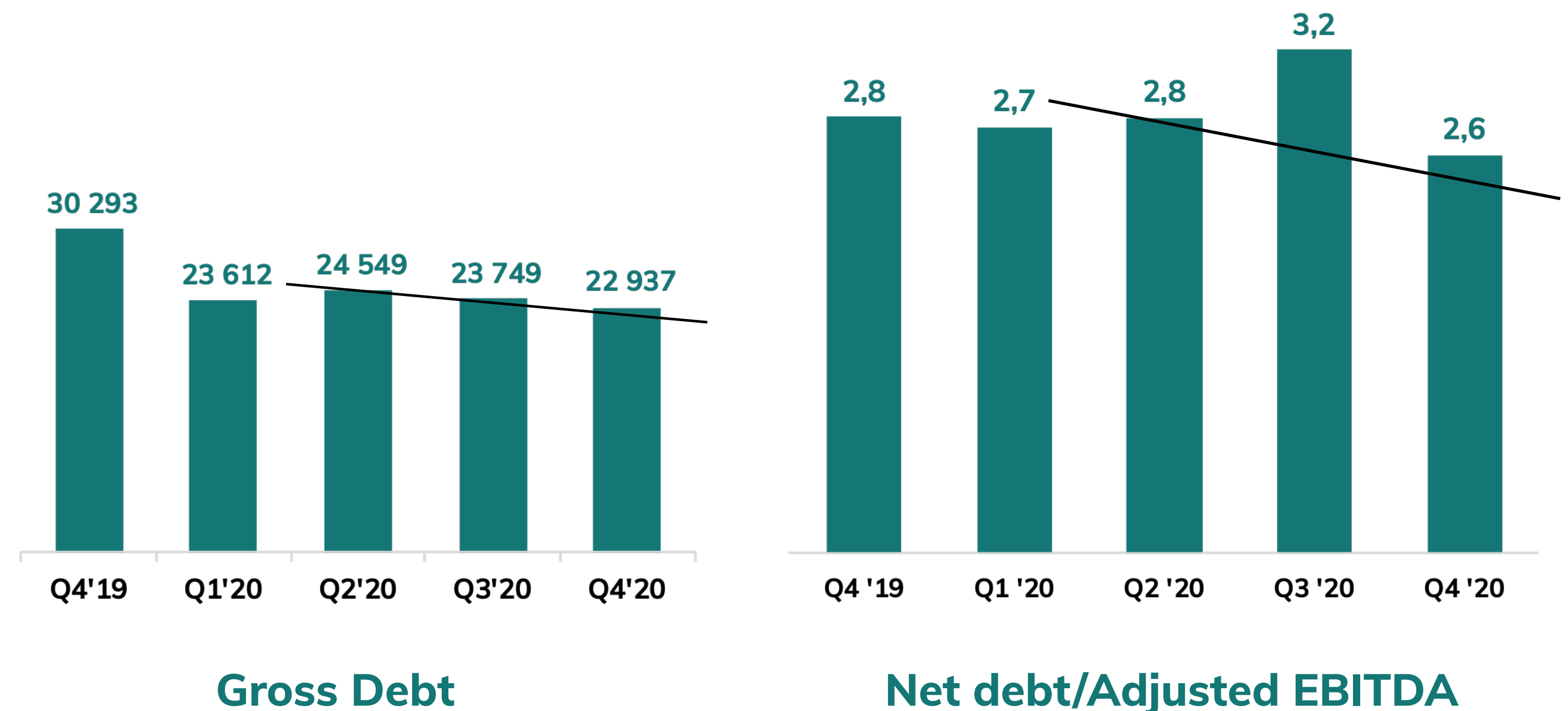
Acroud operates with a continued high EBITDA margin +40%. EBITDA and margin development in 2020 has been directly correlated to top-line decrease as cost base has been stable last quarters.

Q420 was positively impacted by non-recurring items showing an Adjusted EBITDA of 1 023 kEUR.



The financials

Financing and Gross Debt



The business model enables fast deleveraging through strong margins and high cash conversion (+80%). Net Debt to EBITDA expected to decrease in 2021 towards financial targets.

The directed new share issue of 90 MSEK (app. EUR 9 million) in November 2020 strengthened the financial position of the Company and enables us to execute the new growth strategy

Repurchase of bonds in 2020 and amortization of bonds in Q3'20 / Q4'20 decreasing gross debt and interest costs.

The financials

Cash Flow Development

Business model showing continued strong operative cash flow.
Q4 2020 lower due to temporarily top-line decrease.

EUR '000	Q4'20	Q4'19	YTD20	YTD19
EBITDA	1 292	1 914	5 492	8 357
Non cash items	0	13	125	-78
Change in NWC	-334	-162	148	-122
Operating CF	958	1 765	5 765	8 157
CF from investments	-994	-185	-2 294	-2 193
CF from financing activities	5 898	-6562	-2 084	-8 694
CF for the period	5 862	-4 982	1 387	-2 730
Cash conversion*	65 %	83 %	82 %	88 %
Cash position	8 114	6 771	8 114	6 771

CF from investments in 2020 mainly affected by settlement of purchase price consideration for the assets in RIAE Media in Q4 of 699 kEUR and the 600 kEUR earn-out settlement related to MaxFreeBets in Q3.

CF from financing activities in 2020 related to the directed new share issue (8 850 kEUR) in Q420 counterbalanced by repurchase of bonds (-6 136 kEUR), transaction costs (-1 616 kEUR), amortization payments (-1 178 kEUR) in H220 and quarterly interest payments (1 828 kEUR)

* Cash conversion has been calculated as operating cash flow reduced by capex/investments excluding acquisitions/divestments in relation to EBITDA

The financials

Key Figures

kEUR	OCT-DEC			JAN-DEC		
	2020	2019	Y/Y%	2020	2019	Y/Y%
Revenue	2 497	3 285	-24 %	11 630	14 302	-19 %
Organic growth, %	-24 %	-31 %	+7 pp	-18 %	-25 %	+7 pp
EBITDA	1 292	1 914	-33 %	5 492	8 357	-34 %
EBITDA margin, %	52 %	58 %	-6 pp	47 %	58 %	-11 pp
Adjusted EBITDA	1 023	1 914	-47 %	5 782	8 357	-31 %
Adjusted EBITDA margin, %	41 %	58 %	-17 pp	50 %	58 %	-8 pp
Profit after tax	-685	610	-212 %	1 256	4 934	-75 %
Earnings per share (after dilution)	-0.008	0.008	-194 %	0.016	0,065	-76 %
Adjusted profit after tax	94	1 193	-92 %	2 992	4 219	-29 %
Adjusted earnings per share (after dilution)	0.001	0.016	-93 %	0.038	0.056	-32 %
Net debt/EBITDA (rolling 12 mth)	2.6	2.8	-	2.6	2.8	-
NDC growth, %	3 %	-17 %	+20 pp	-18 %	-19 %	+1 pp

pp = percentage point

Closing Comments

How do we get there?



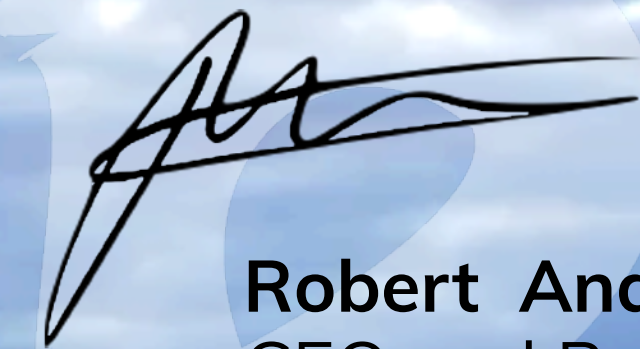


How do we get there?

Closing Comments

- **Moving towards Service company**
- **New revenue streams**
- **Lowered risk profile**
- **Strong M&A**
- **Shareholder value in focus**
- **Strong Cash flow from operating activities**

We still have more pieces of the puzzle to put in place via additional acquisitions and continued development of the underlying businesses. The Acroud puzzle is building The Media House of The Future and we are prepared for solid growth. You can expect us to continue to keep our rapid pace, invest wisely and challenge the status quo. As we all know the only constant in life is Change.



Robert Andersson
CEO and President



A GROUP

Thank you!
Now Q&A

