Q4

YEAR-END REPORT 2021

Investor Presentation
Q4 2021

EVENTFUL QUARTER WITH FOCUS ON

OPERATIONAL EFFICIENCY

Agenda

1. Summary
2. Acroud Described
3. Key Markets
4. Financial Details
5. Closing comments

TODAY'S PRESENTERS

Robert Andersson CEO

Roderick Attard CFO

Quick **Overview**

Eventful Quarter

FOCUS ON OPERATIONAL EFFICIENCY

Q4
Key Figures

- Revenue amounted to
- EBITDA amounted to
- Profit after tax was
- New Depositing Customers
- Cash flow from operating activities

REVENUE
6 540 kEUR (2 497)

EBITDA
817 kEUR (1 292)

PROFIT
-356 kEUR (-685)

NDC
32 328 (11 262)

CASH FLOW
642 kEUR (958)

2021

Key Figures 12 months

- **Revenue amounted to**
- **EBITDA amounted to**
- **Profit after tax was**
- **New Depositing Customers**
- **Cash flow from operating activities**

REVENUE
24 767 kEUR (11 630)

EBITDA
4 676 kEUR (5 492)

PROFIT
719 kEUR (1 256)

NDC
133 195 (36 275)

CASH FLOW
3 281 kEUR (5 765)

Overview

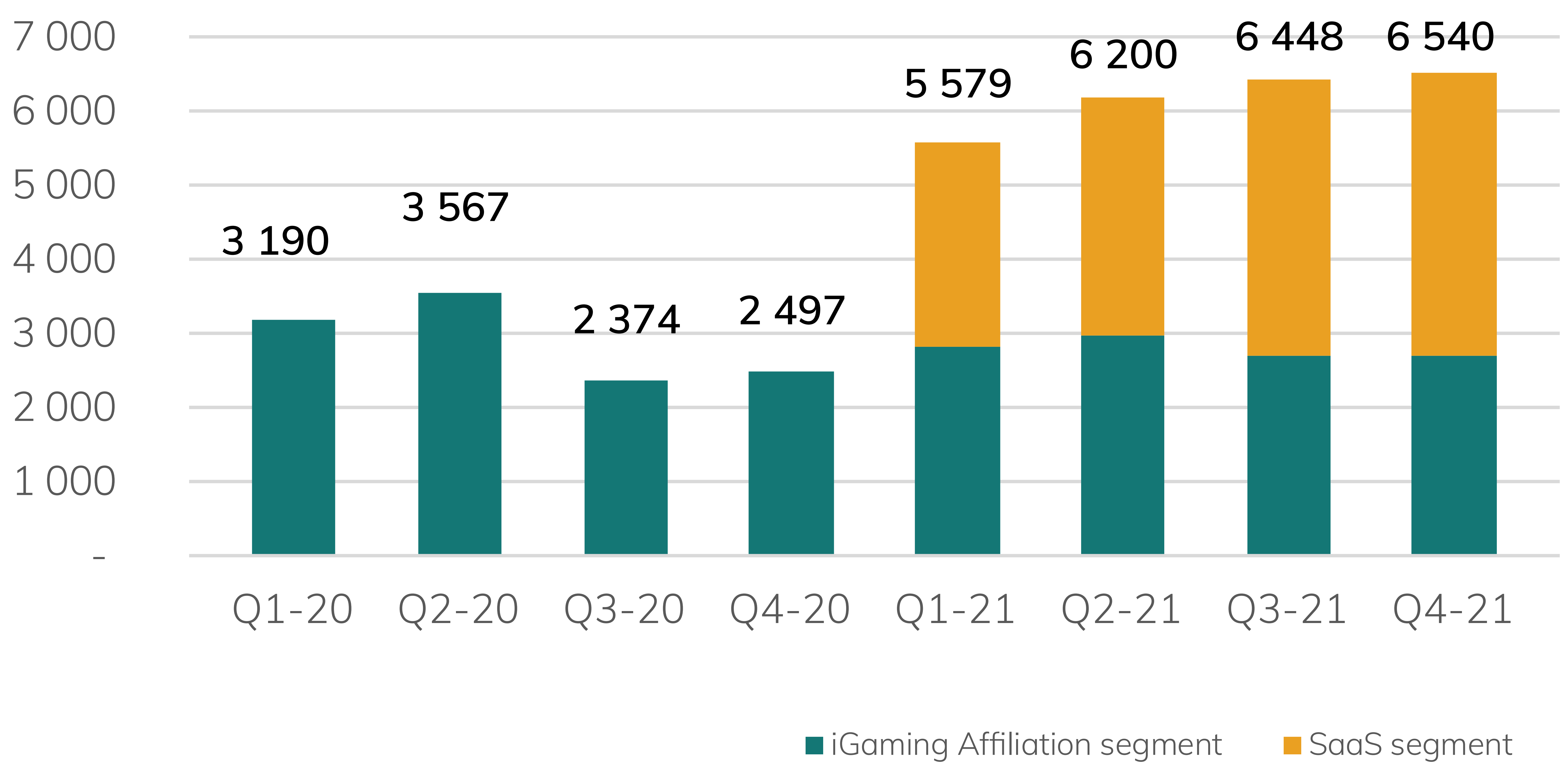
Q4 Activities

✓ **APPOINTED NEW CFO**
Roderick Attard

✓ **DUTCH MARKET RE-OPENED**
1 October 2021

✓ **EFFICIENCY PROGRAM**
Accelerating revenue growth

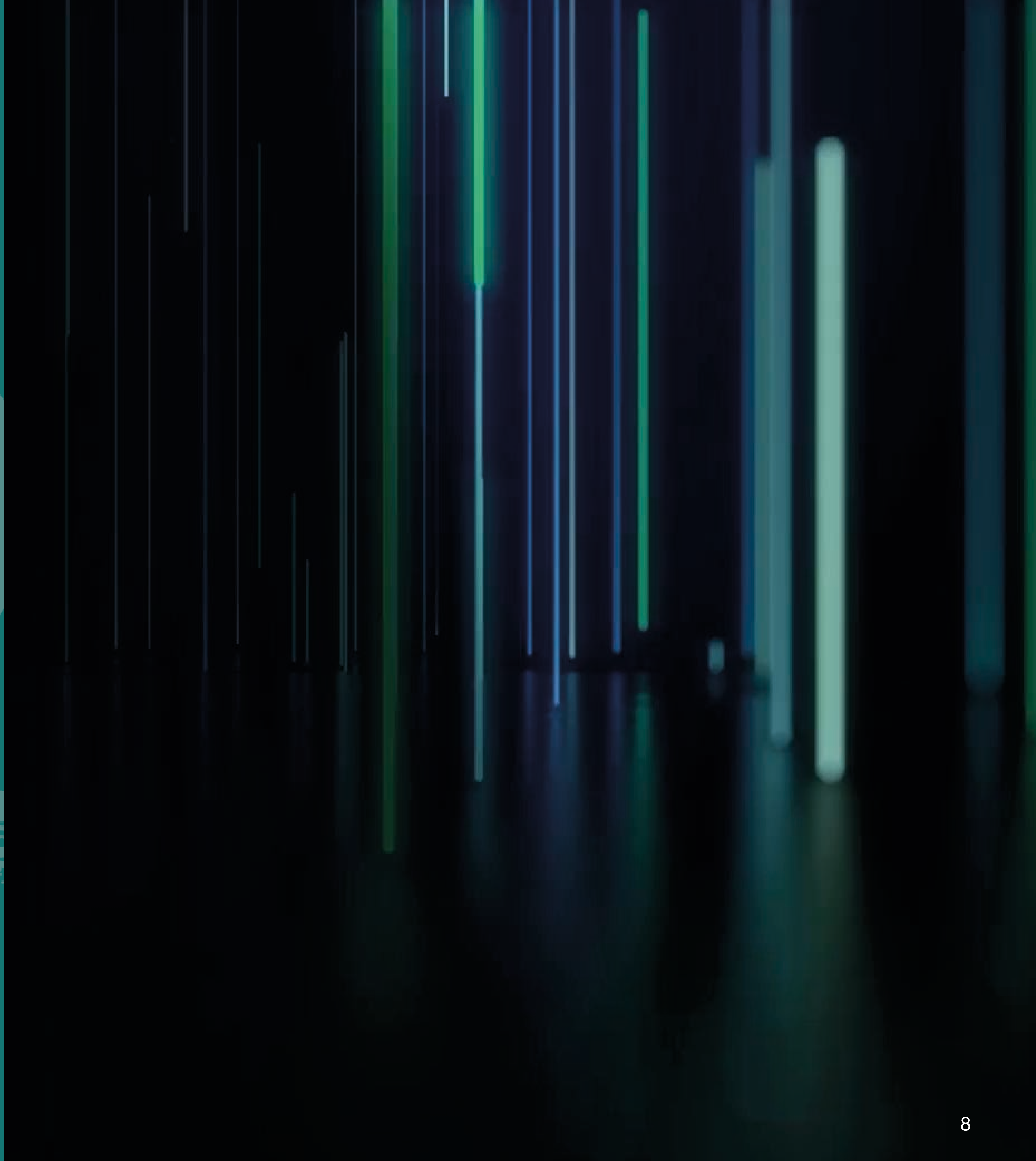
GROUP - **Revenue Development**



Acroud **Described**

Investor Presentation

YEAR-END REPORT 2021



A **diversified** and **intelligent** approach to our **Business**

ACROUD in a nutshell

Acroud is a fast-moving global challenger that grows and operates 30+ comparison & news sites under strong digital brands in traditional and new verticals. We develop and offer SaaS (Software as a Service) solutions in the affiliate industry, provide streaming services, and run the innovative gaming event - The Festival Series.

A global challenger with strong digital brands in multiple verticals

The company was born in 2003 with a simple idea to make it easier for users to find, compare and choose the right digital services and, in the years since, Acroud has become a top global player in lead generation within the iGaming industry. Fiercely independent and fully integrated, we are a 75+ strong team of brilliant minds with offices in Malta, Denmark and Sweden.

Fiercely independent, fully integrated with idea to help users choose.

Acroud has been listed on the Nasdaq First North Growth Market under the ticker symbol ACROUD since June 2018.

Acroud listed on Nasdaq First North Growth Market

Innovative SEO

Continued development in our SEO strategy is paying off

Advertising Networks

Building strong relationships with our partners via large network partnerships

PPC + Media in house

tier 1, 2 and 3 GEOs at CPA/Hybrid models

Media House Partnerships

contact us for more info (licensed operators only)

Software & Technology (Voonix+CAS)

Portfolio of Brands

Affiliate Segment

Strong digital brands with quality content in traditional verticals.

SaaS Segment

Industry leading technology, data collection tools and powerful access to better deals.

ACROUD | AFFILIATE

DIRECT
ENGAGEMENT
WITH USERS
AND COMMUNITIES

DREAM STREAM

dream.stream is an affiliate network with the best offers for online streamers. It makes no difference whether you are already an established streamer or interested in starting.

ACROUD | AFFILIATE

VOONIX

A data aggregation allowing affiliates to monitor all revenue metrics within one centralized software solution.

Today Voonix is much more than just a stats collector. With more than 75+ iGaming Affiliates using Voonix, our software portfolio has grown significantly over the last 12 months – and so it will continue.

Solving a central problem that all affiliates face.

For further information contact Morten - morten.marcussen@acroud.com

ACROUD | AFFILIATE

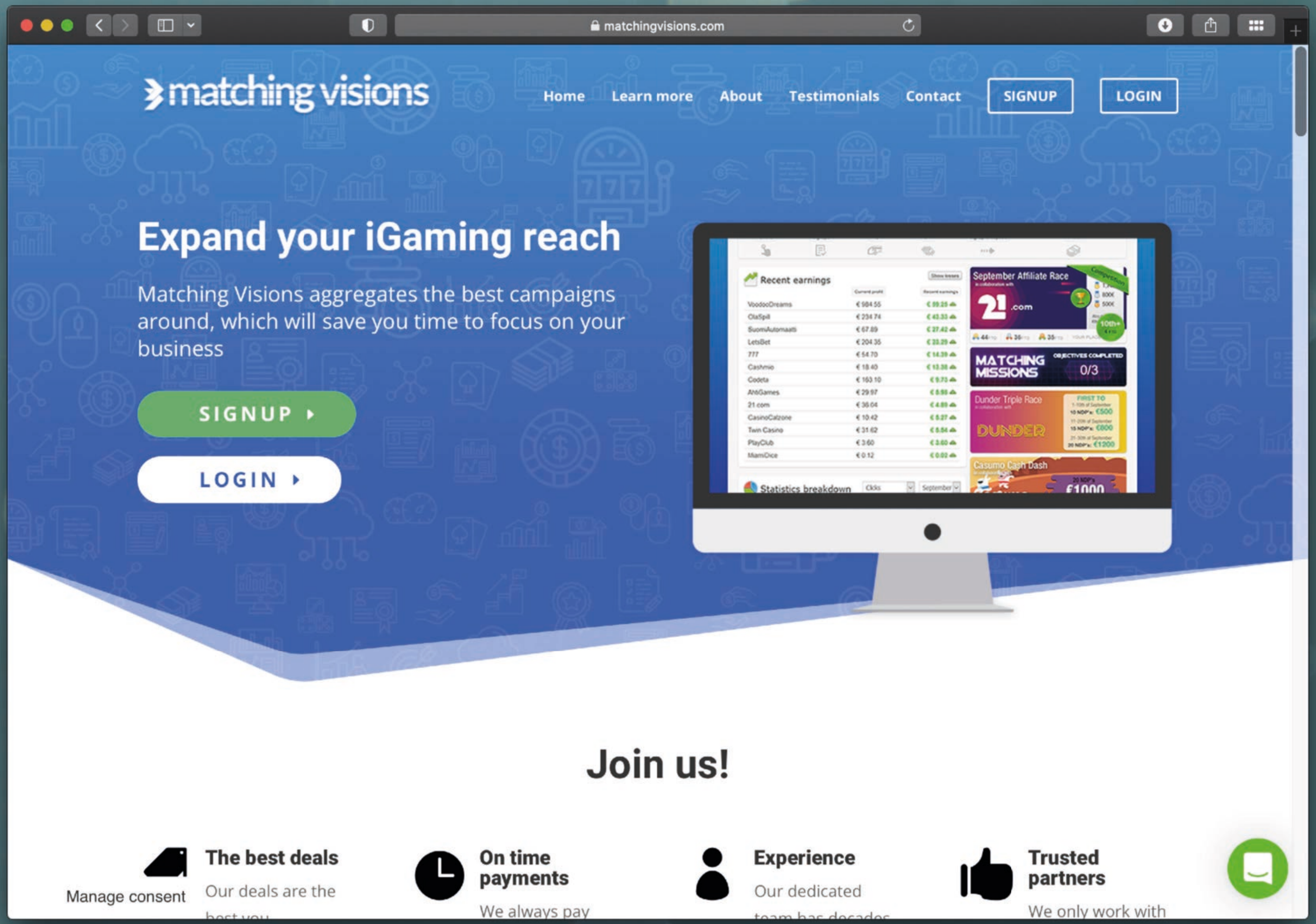
Matching Visions aggregates the best campaigns around, which will save you time to focus on your business

matching visions

1000+ affiliates

150+ brands

1000+ campaigns in multiple GEOs

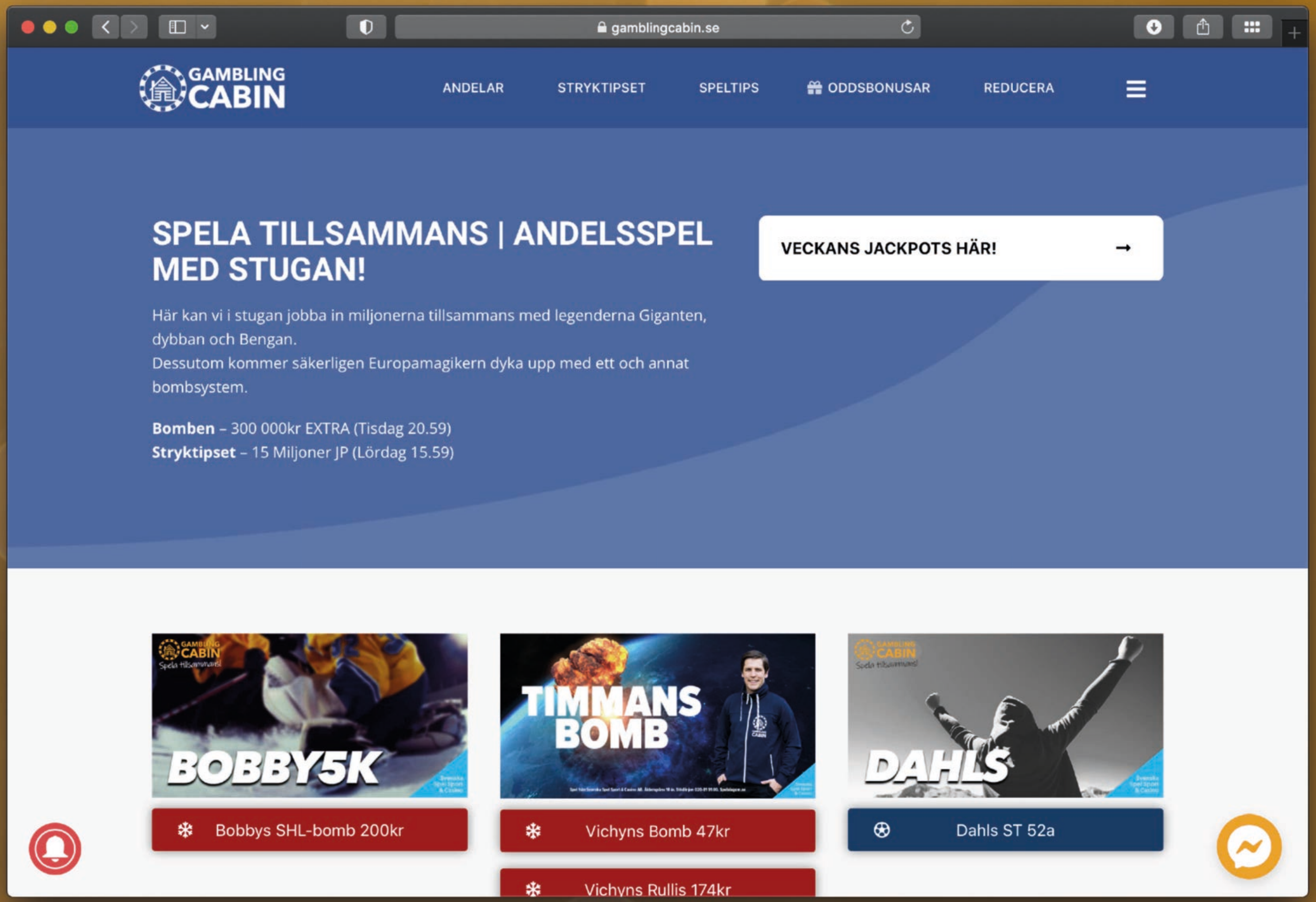


A C R O U D | A F F I L I A T E

GAMBLING CABIN

To entertain, engage & guide the audience in the Gambling Universe.

Top quality content and a unique power position in the value chain.



ACROUD | AFFILIATE

more than a tournament

a series of live events

one of the larger poker events in Europe

unmatched branding through IRL presence

Key Markets

Investor Presentation

YEAR-END REPORT 2021

Acroud in the **Dutch Market**

One of Europe's larger markets

Acroud has a **strong presence** and **local knowledge**

Adapted our **product offering** to the **new legal framework**

Acroud in the

Dutch Market

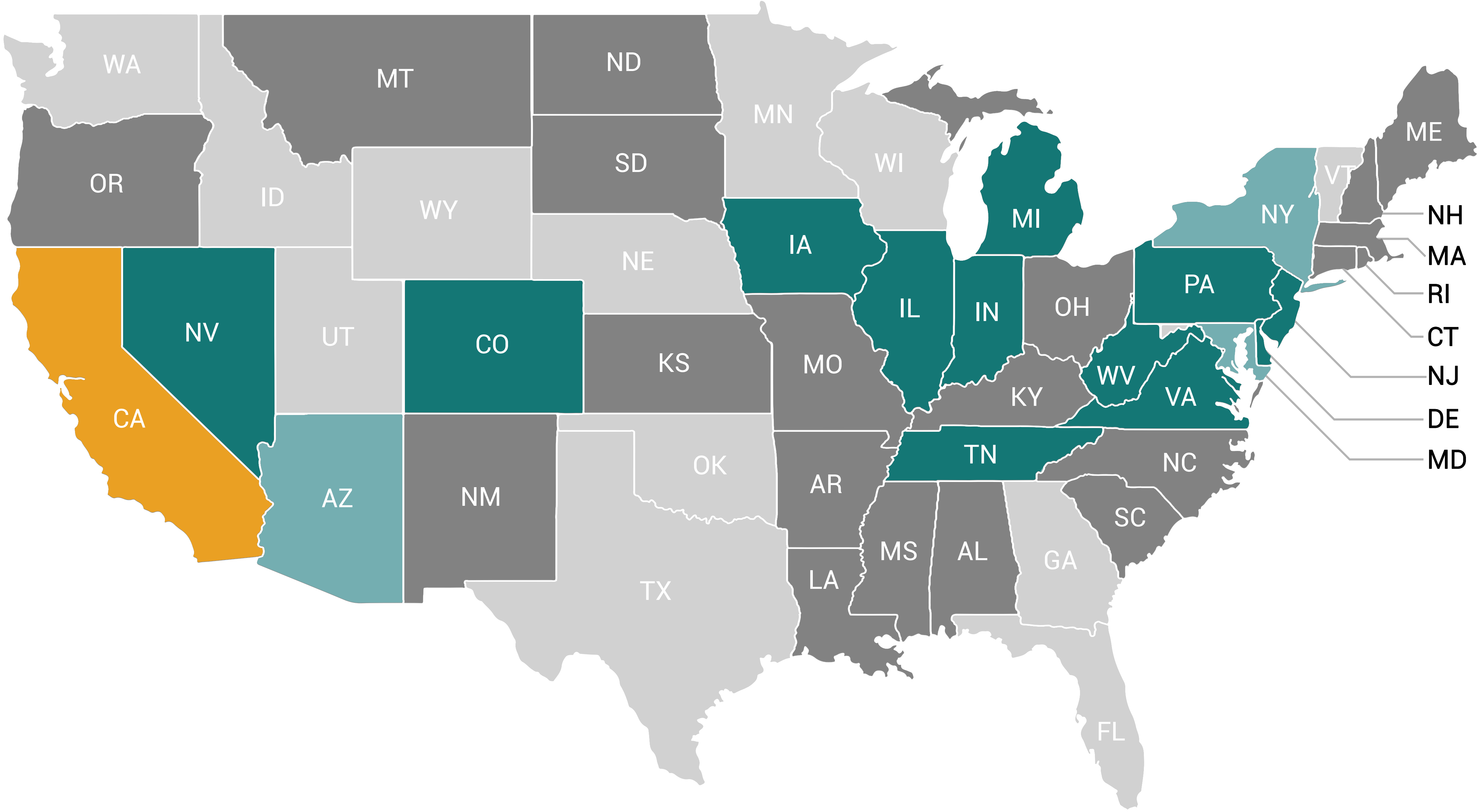
Succesful launch of
The **Gamling Cabin NL**

Partnering with the largest
mediahouse in Netherlands

Creating a large **Dutch Affiliate Network**
with Matching Vision

U.S. Sports Betting

Legalization Map & Acroud Engagement



1 Ongoing regulation. Ongoing process.

3 Acroud Application filed / pending.

11 Acroud Licence / Business Certificate

35 Already have a legal, regulated sports betting industry
Or have passed legal sports betting bills, not yet launched.

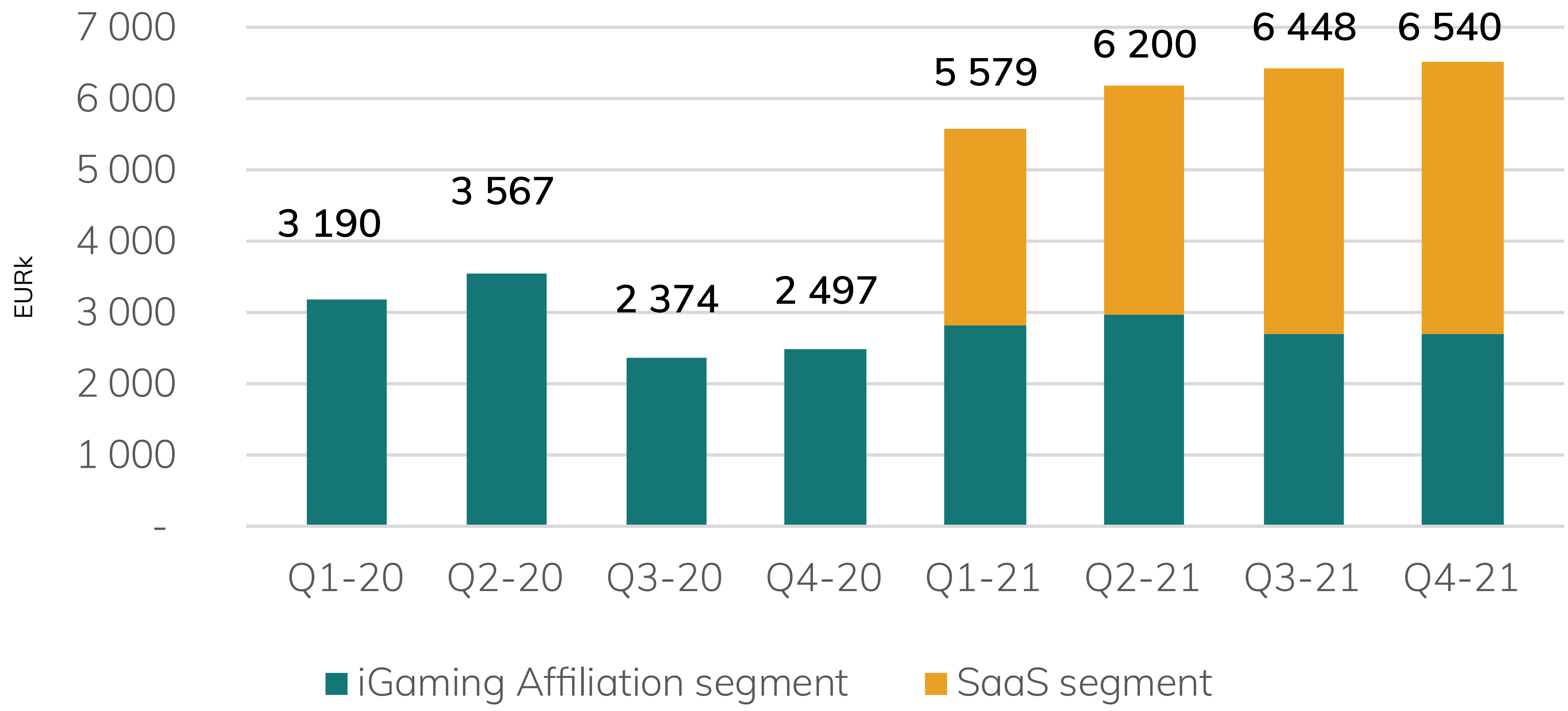
Financial **Details**

Investor Presentation

YEAR-END REPORT 2021

Group

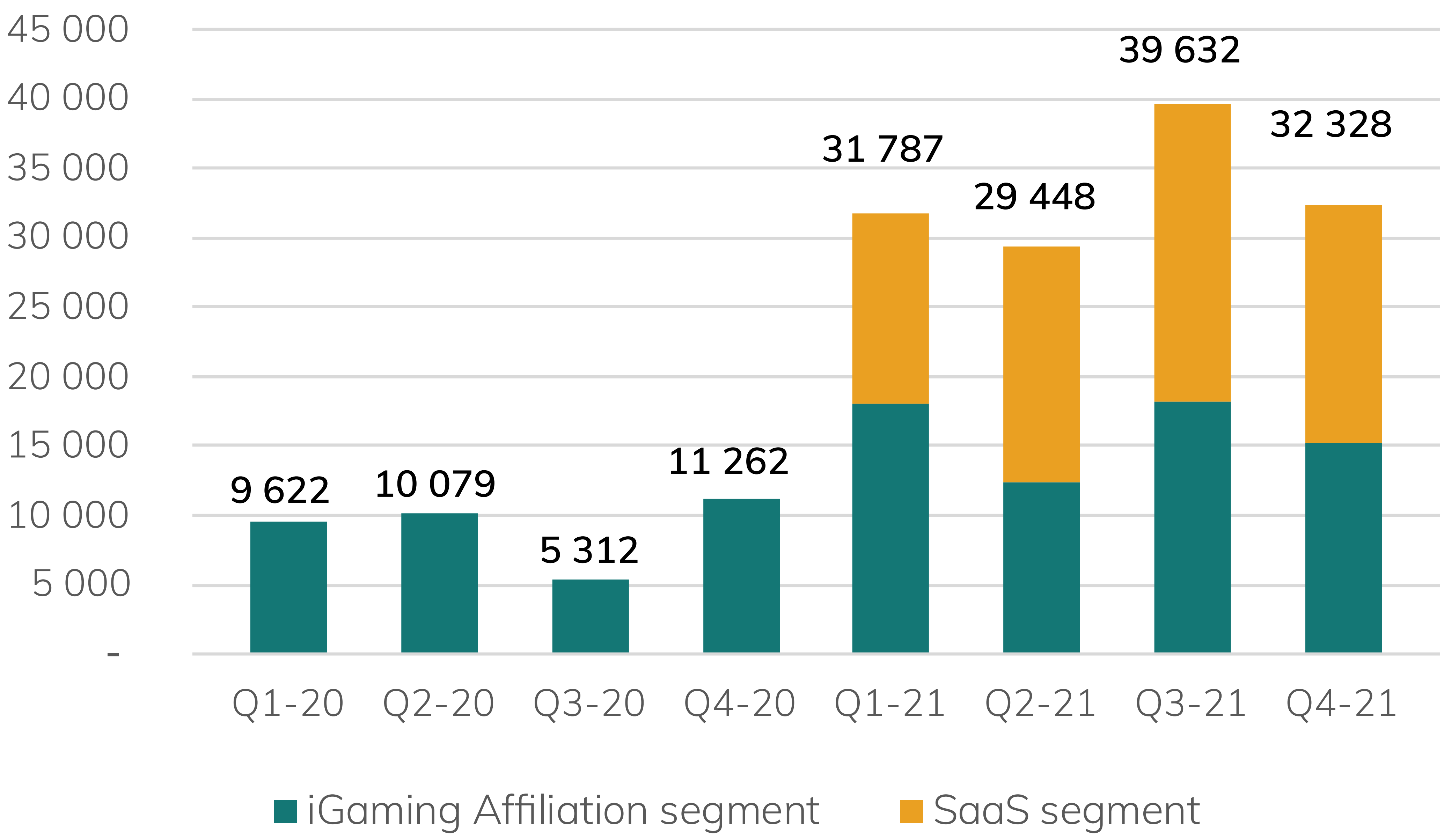
Revenue development



Revenue during the fourth quarter (EUR 6 540 thousand) increased by 162% compared to Q4-2020 (EUR 2 497 thousand) and by 1% compared to Q3-2021 (EUR6 448).

Revenues for the new SaaS segment amounted to EUR 3 840 (-) thousand while revenues for the iGaming Affiliation segment amounted to EUR 2 700 (2 497) thousand.

NDC development



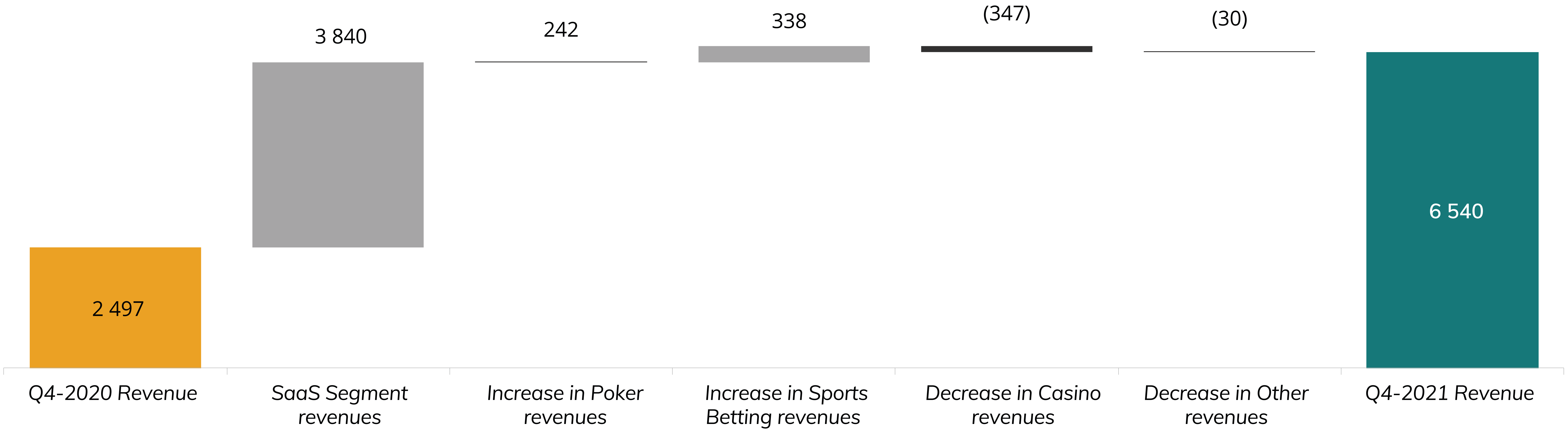
The NDC development is driven partly by the new SaaS segment, but NDC levels within the iGaming Affiliation is also growing (+36% year-on-year) driven by Sports Betting and Casino.

Group

Revenue Bridge
vs Q4-2020

We can see that the revenue diversification work is bearing fruit and the risk profile of the business is improving simultaneously as the company shows revenue growth.

Revenue development during 2021 was impacted by the fact that the Company adjusted its product offering to ensure compatibility with the rules in the Dutch market in July 2020 impacting Casino revenues. The Dutch market has re-opened in October 2021. So far, 10 operators were granted a license with more licenses expected to be issued during 2022.



Group

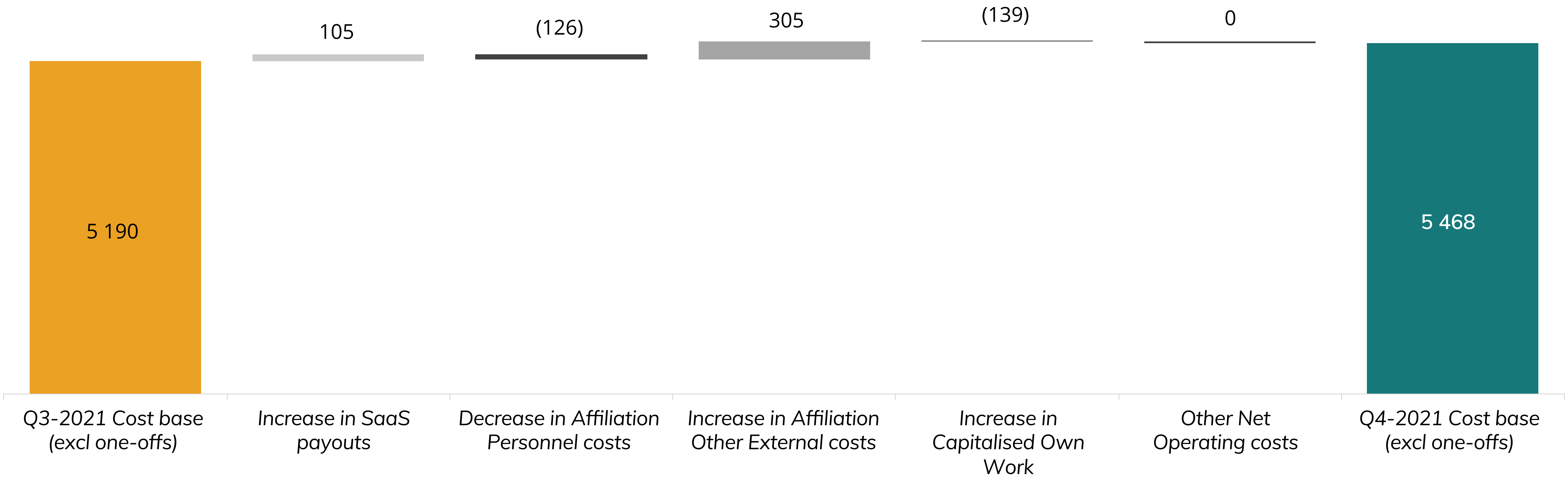
Cost Bridge

vs Q3-2021

Q4-2021 operating expenses excluding SaaS segment and the TGC have increased compared to Q3-2021. Other external costs have increased somewhat related to growth initiatives, partly off-set by drop in Personnel costs and increase in Capitalised costs.

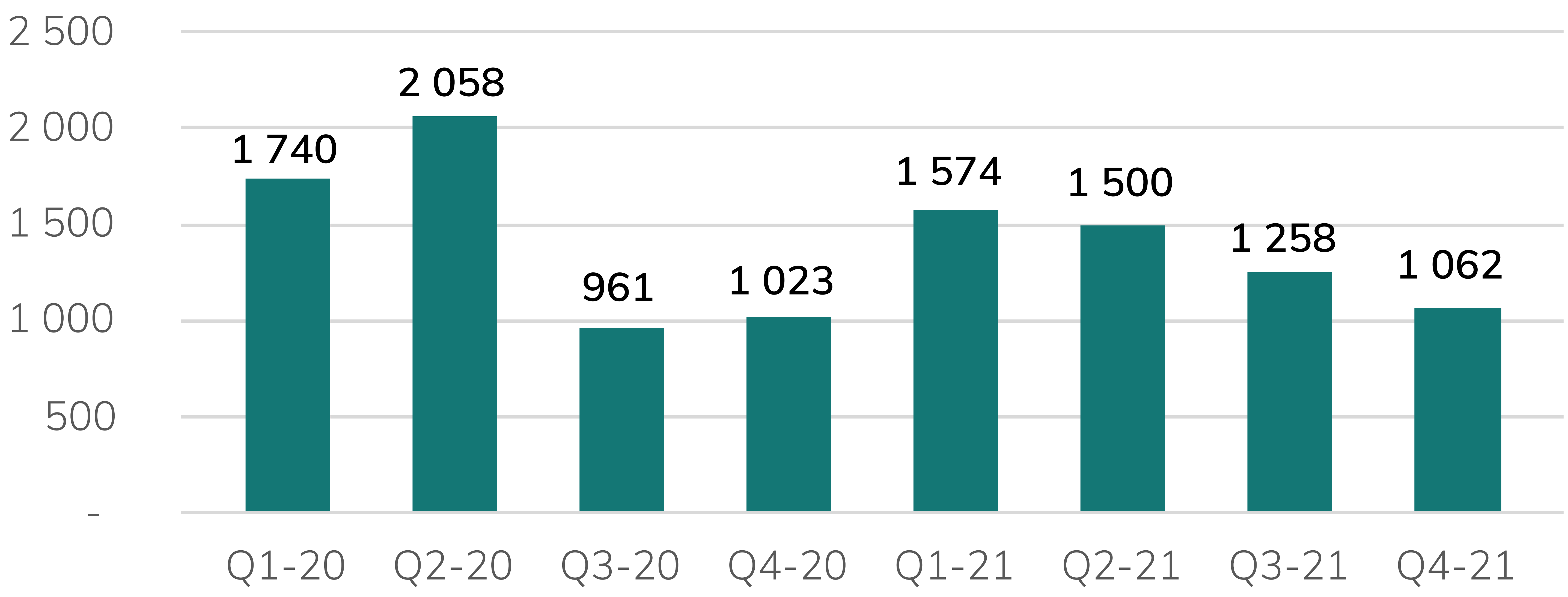
Operating expenses for Q4 2021 increased compared to last year mainly related to the cost base in the acquired businesses (Power Media Group and The Gambling Cabin) as well as different growth initiatives.

In November 2021 the Company launched an Efficiency plan which will lower the cost base approximately €1.2million in 2022.



Group

Adjusted EBITDA development

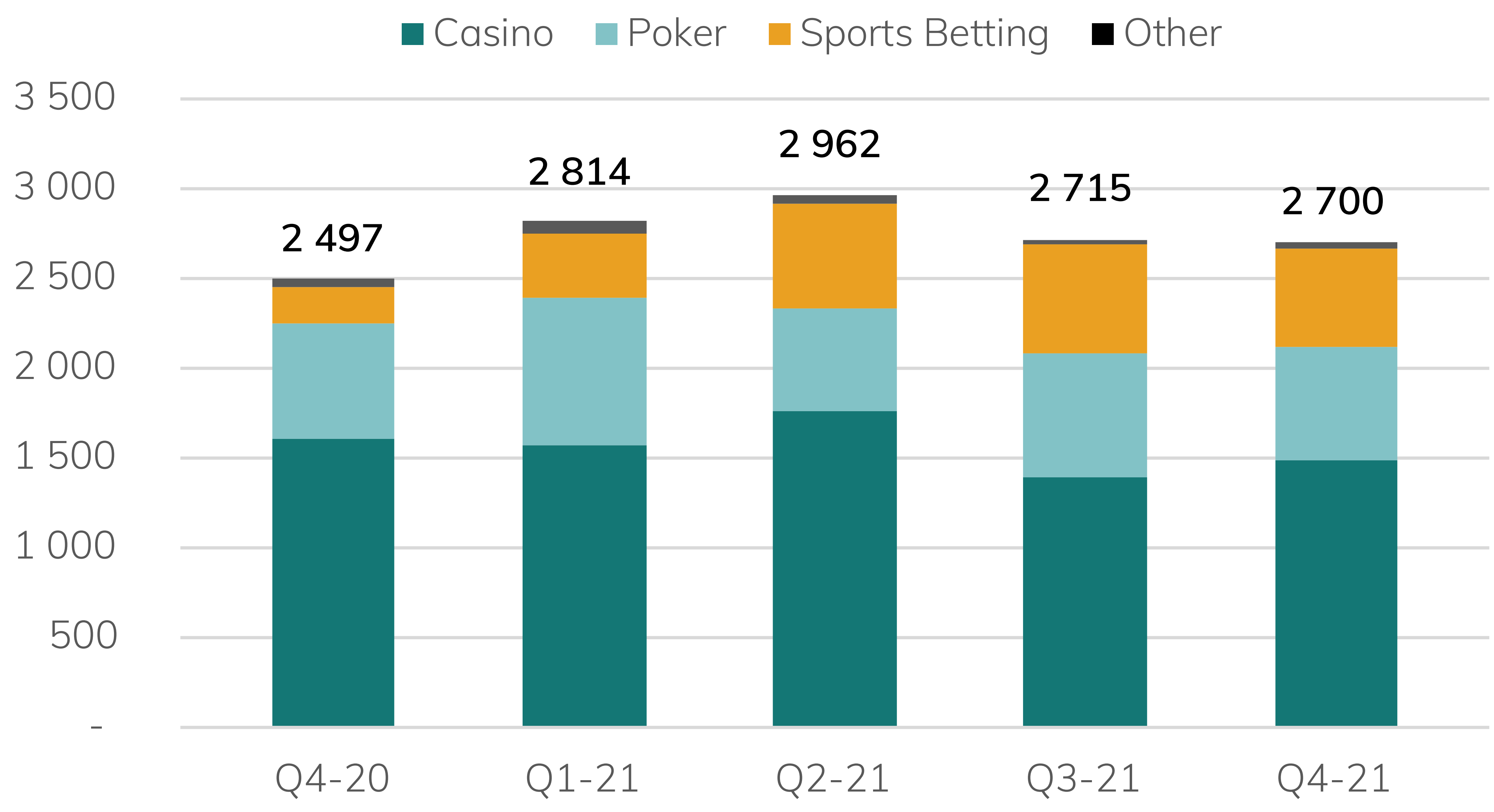


Adjusted EBITDA on group level in Q4-21 amounted to EUR 1 062 thousand.

With the acquisition of PMG we have moved away from being just an affiliate company, and we have introduced a new business line: B2B services via the SaaS segment. This strategic move has changed the Company's risk profile and EBITDA margins. During Q4-2021 the affiliate business operated at an EBITDA margin (excluding one-off costs) of 37% while the SaaS business operated at an EBITDA margin of 6%, resulting in a blended Group EBITDA margin (excluding one-off costs) of 16%. This also explains why during Q4-21 Group EBITDA has increased by 4% year-on-year despite the 162% increase in Group Revenues.

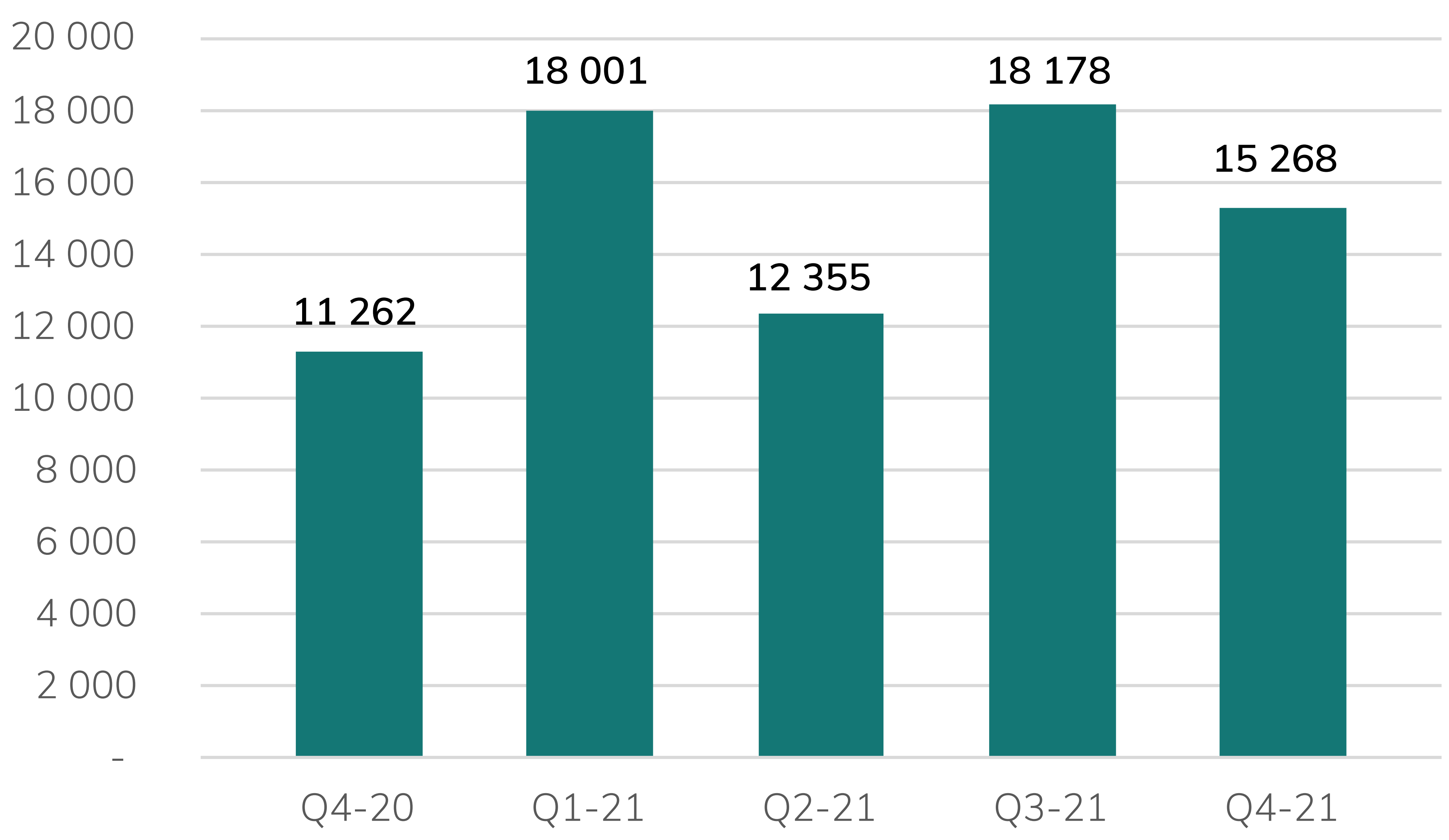
iGaming Affiliation

Revenue development



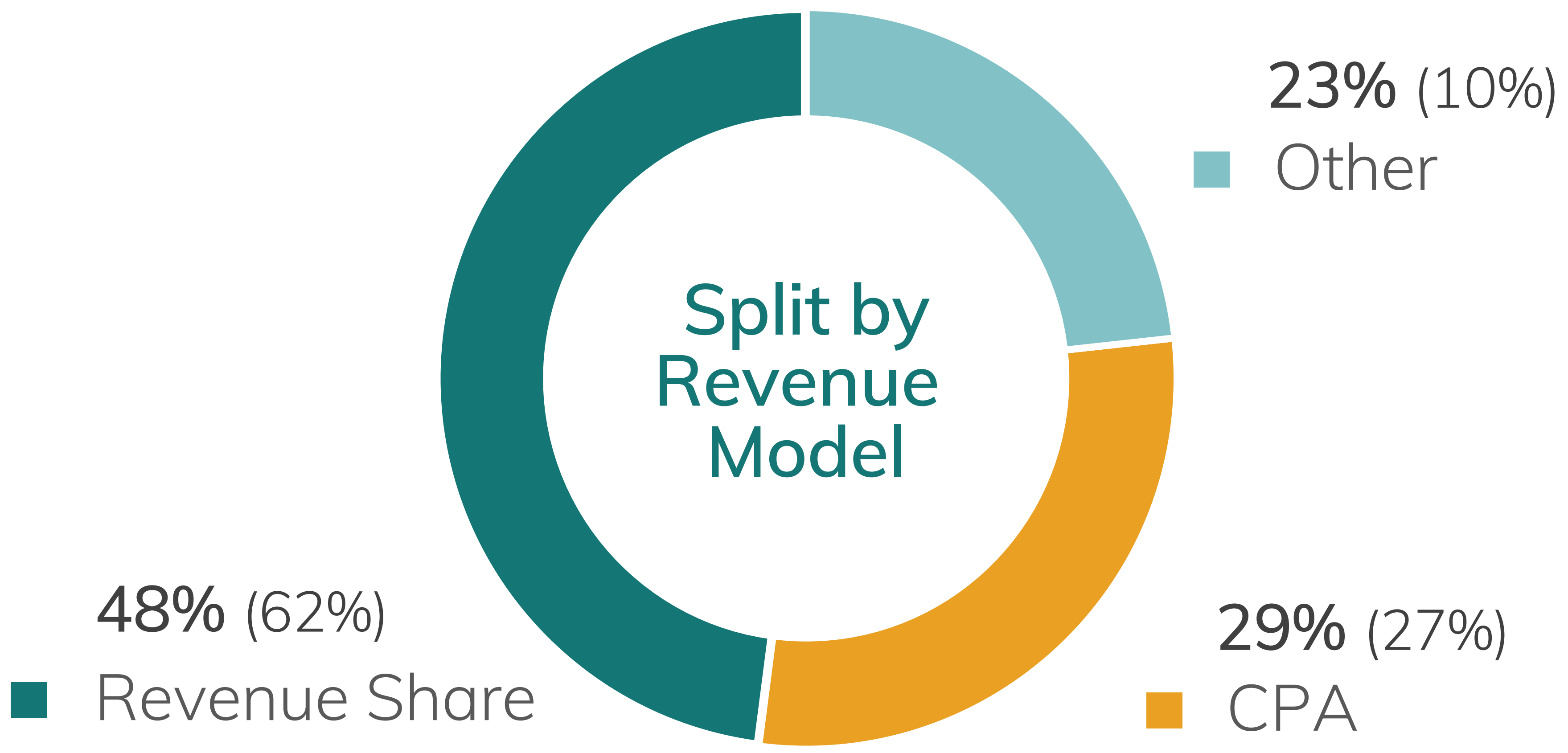
iGaming Affiliation revenue in Q4 increased YoY by 8% to EUR 2 700 (2 497) thousand, driven mainly by the acquisition of The Gambling Cabin. iGaming affiliation revenues have been impacted by the Company's adjustment of its product offering to ensure compatibility with the rules in the Dutch market in July 2020; this explains the negative organic growth of -11%. The Dutch market has re-opened in October 2021.

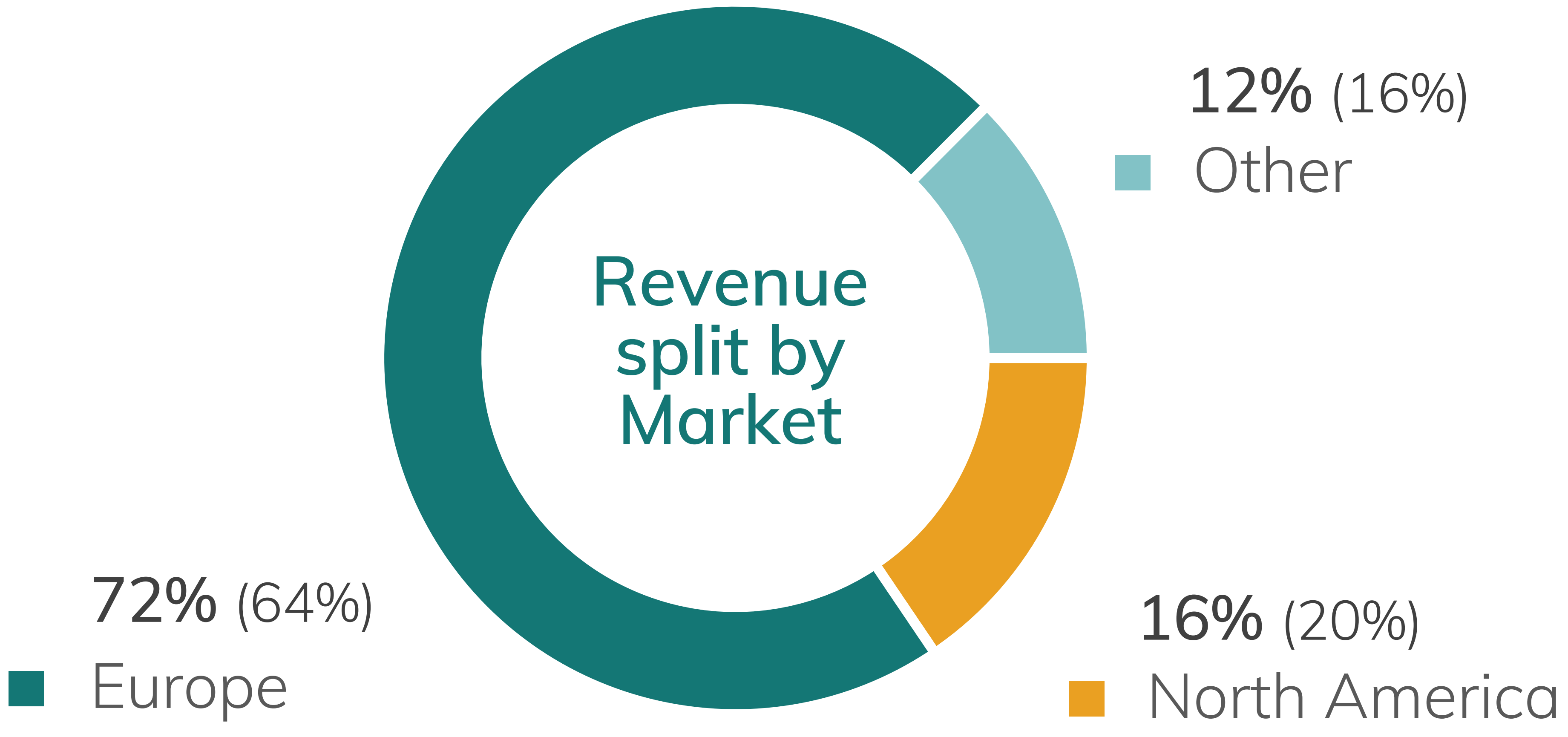
NDC development



New Depositing Customers (NDC) continued to show strong growth reaching 15 268 NDCs in the fourth quarter compared with 11 262 the corresponding period the previous year. NDC levels within the iGaming Affiliation is growing driven by Sports Betting and Casino.

iGaming Affiliation
Revenue Splits



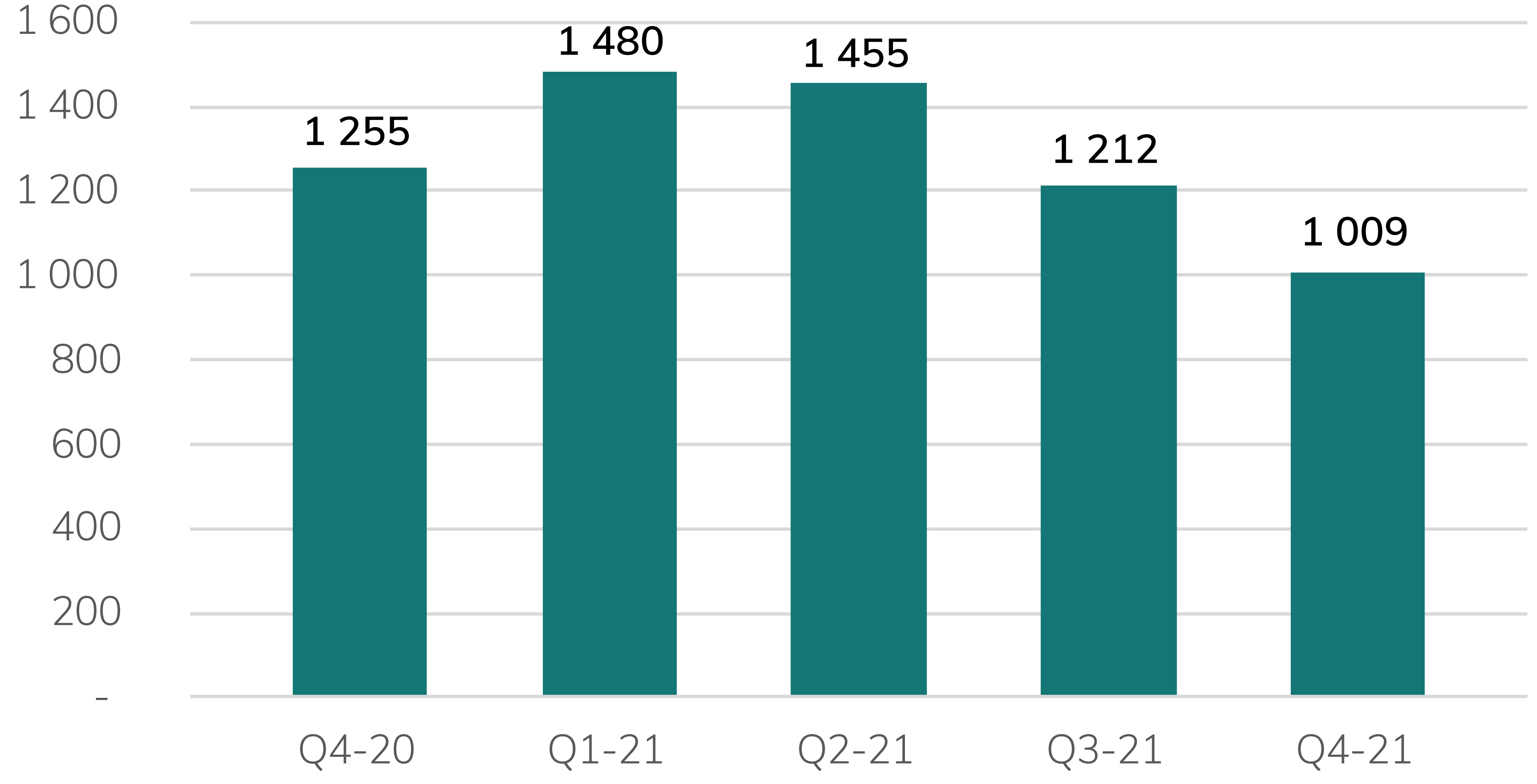


The revenue share ratio of total revenue iGaming affiliation stable at app 50% - 60% in 2021. The accelerated growth in Other revenues relates to up- sales (e.g. Flat fees and banner fees).

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

iGaming Affiliation

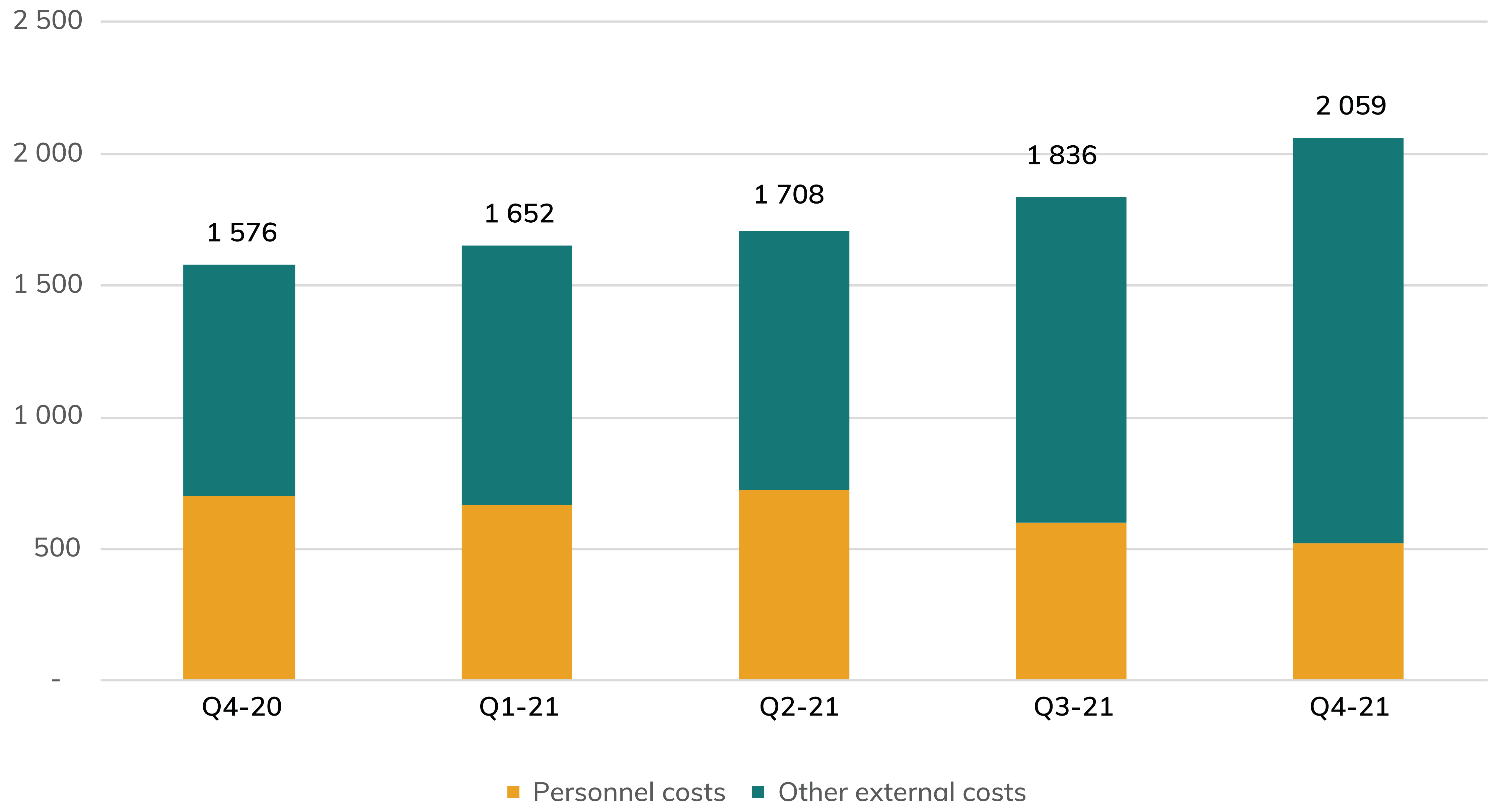
Adjusted EBITDA develop.



The iGaming Affiliation segment is showing a sequential and year-on-year decrease in Q4 2021, driven by continued investment in new growth initiatives for the future at the expense of short-term profitability.

The iGaming affiliation segment is operating with an EBITDA margin of approximately 45-55%. EBITDA margin in Q4 2021 amounted to 37% whereas for full year 2021 amounted to 46%.

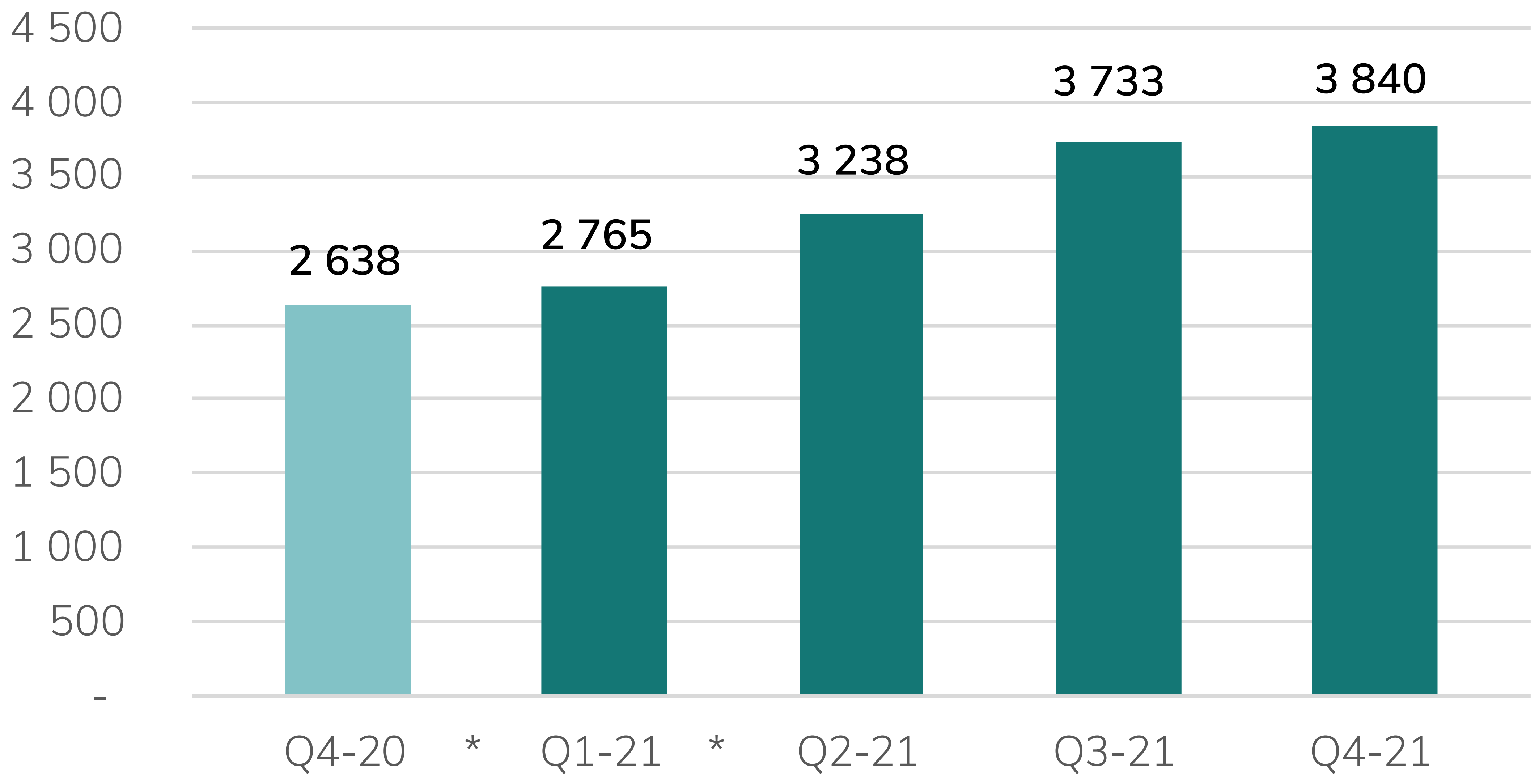
Adjusted Cost Base develop.



Personnel costs in iGaming affiliation has been decreasing during the past two quarters. Other external costs have increased from Q3-2021 and Q4-2020 mainly driven by acquisition of TGC and investments in growth initiatives.

In November 2021 the Company launched an Efficiency plan which will lower the cost base by approximately €1.2million in 2022, particularly impacting the Affiliation segment.

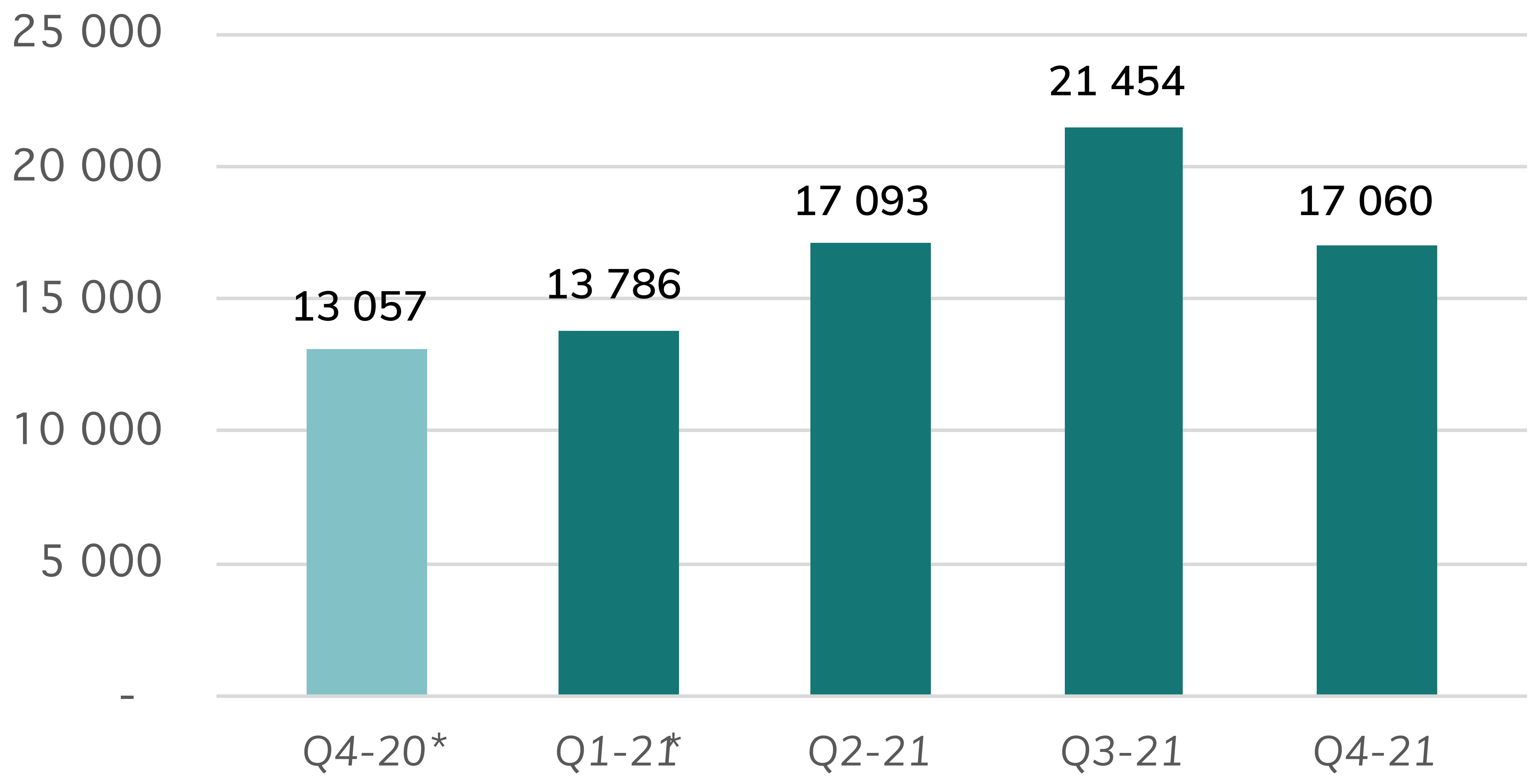
SaaS
Revenue development



SaaS segment revenues increased to EUR 3 840 (2 638*) thousand in the fourth quarter driven by strong growth in Matching Visions. Revenue from the high-margin subscriber-based SaaS solution, Voonix, has delivered steady quarter-on-quarter growth of 15% in revenue, reaching EUR 232 thousand.

* Representing pro-forma figures

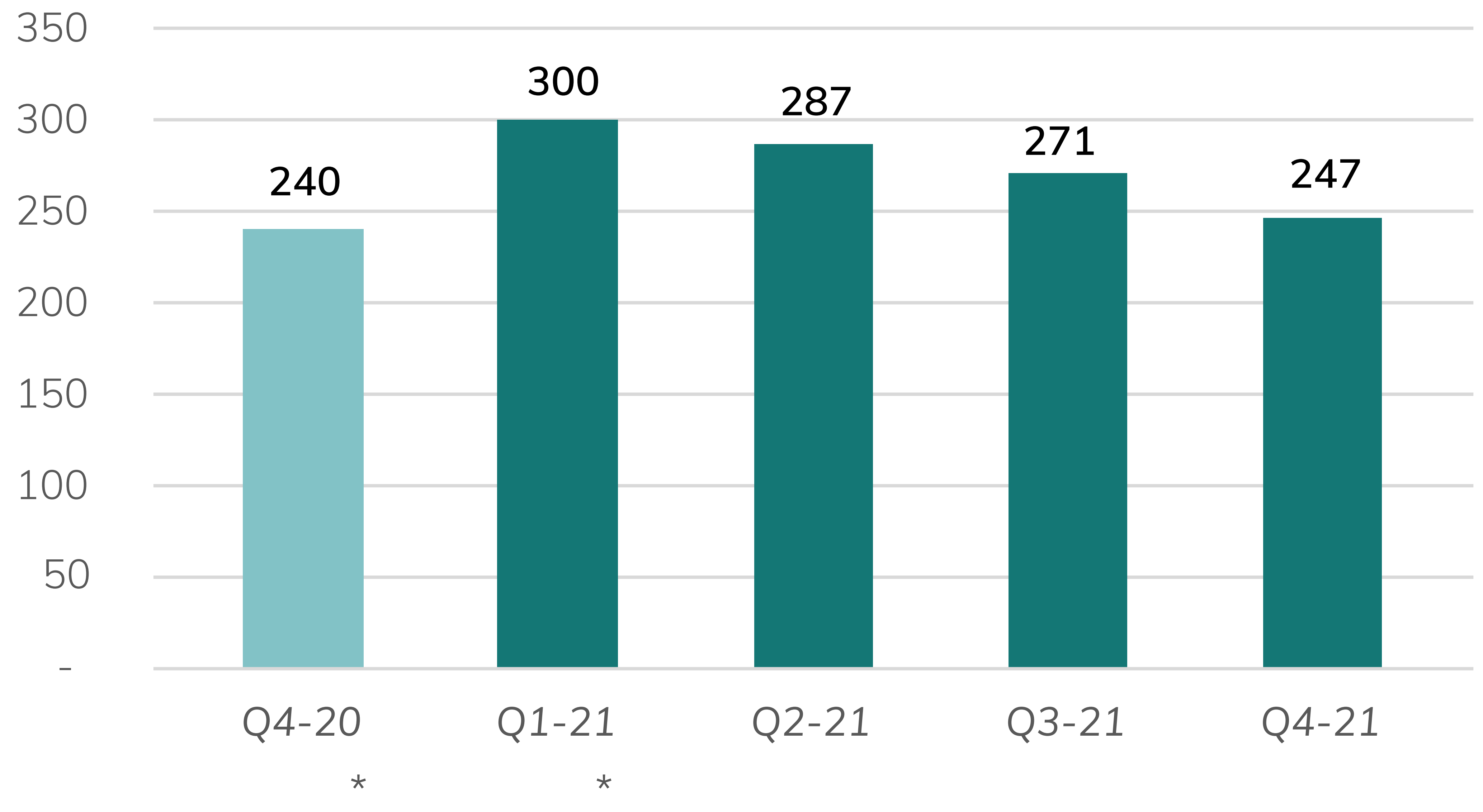
NDC development



The NDC development is driven partly by new initiatives within Matching Visions which has launched several close cooperation with large Content Creators (Twitchers and Youtubers).

SaaS

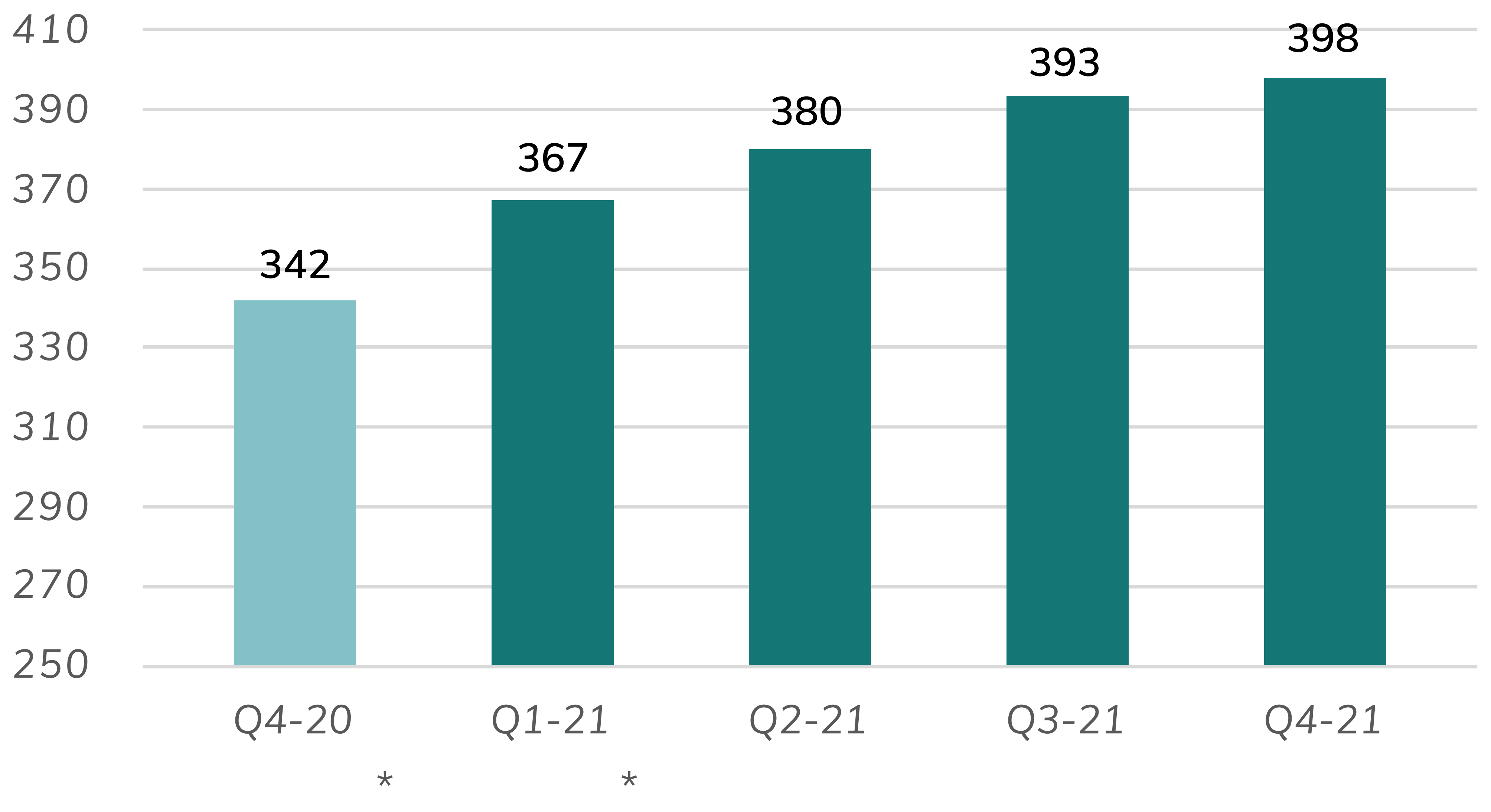
Adjusted EBITDA development



The SaaS segment is showing an improved EBITDA generation compared to last year. In Q3-21 EBITDA decreased sequentially to EUR 247 thousand driven mainly by higher payouts to Matching Visons' partners which represents the main cost within this vertical. The SaaS segment is expected to return operating with an EBITDA margin of approximately 10% in coming quarters.

* Representing pro-forma figures

RGU development

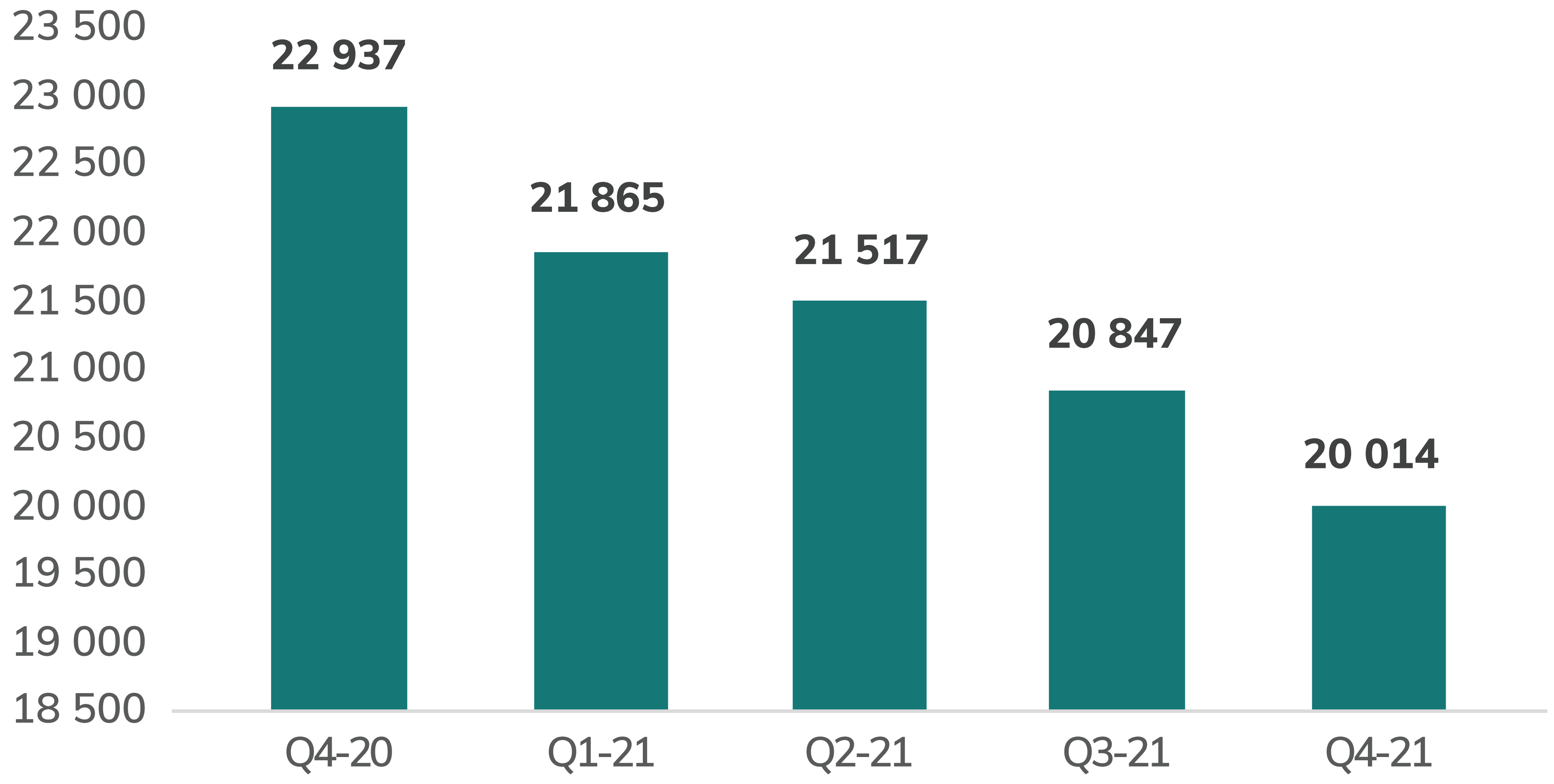


The number of RGUs (Revenue Generating Units) in SaaS in the fourth quarter amounted to 398 (342) and keeps increasing quarter by quarter.

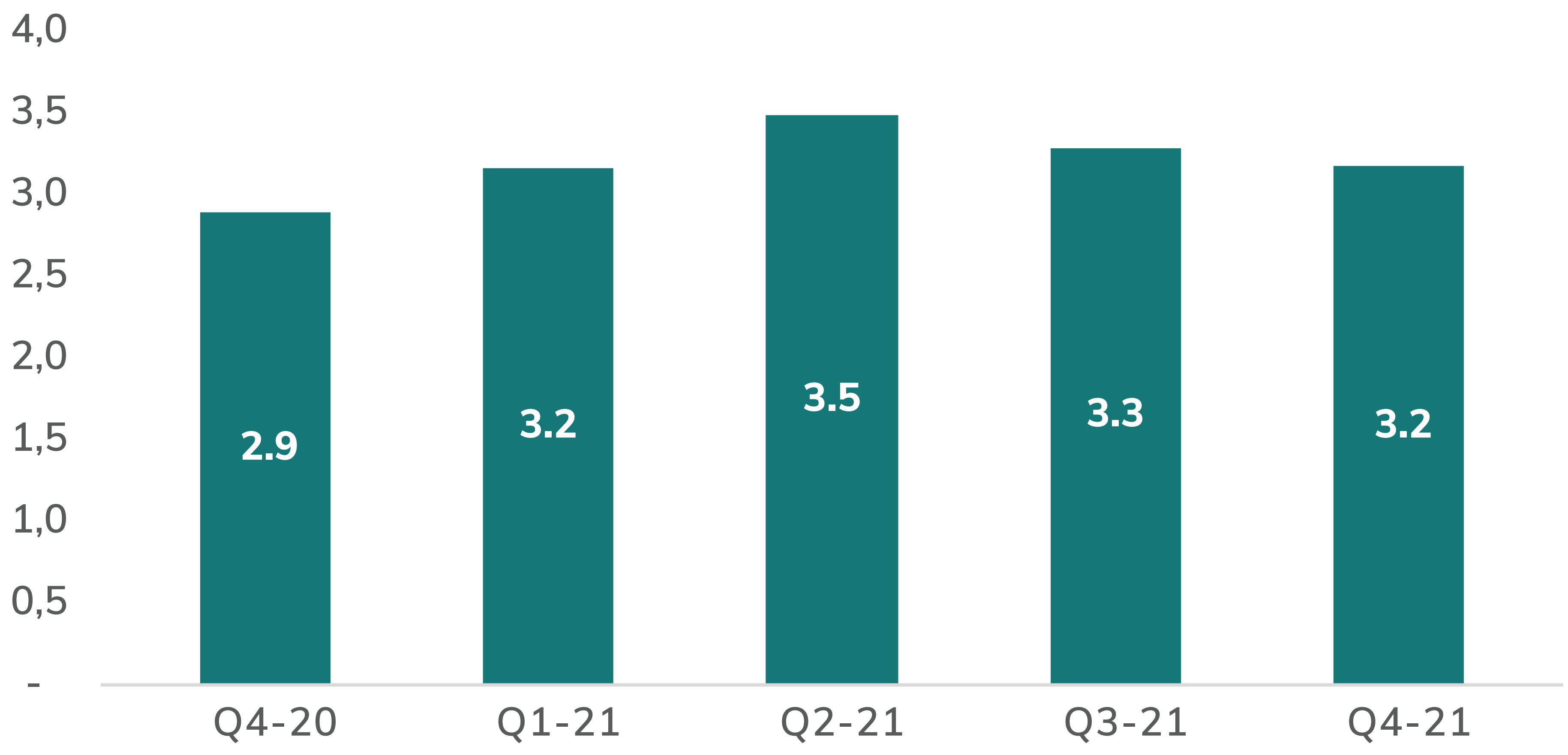
Focus coming quarters will be to continue increasing the number of customers within the subscription-based business model such as Voonix and Affhut as well as broaden Matching Visions' network via partnerships.

Financing and Cash Flow

Gross Debt



Net Debt / Adjusted EBITDA



The business model enables fast deleveraging through strong margins and high cash conversion. Net Debt to EBITDA kept decreasing during the second half of 2021.

Repurchase of bonds in 2020 and quarterly amortization of bonds decreasing gross debt and interest costs.

Net Debt/EBITDA increased in external reporting in 2021 due to the acquisitions of PMG and TGC. Net Debt/EBITDA in covenant reporting related to the bond lower as acquisitions are “pro formarized”

The financials

Cash Flow Development

EUR '000	Q4'21	Q4'20	YTD21	YTD20
EBITDA	817	1 292	4 686	5 492
Non cash items	(56)	1	4	125
Change in NWC	21	(334)	(308)	148
Tax paid	(140)	-	(1 092)	-
Operating CF	**642**	**959**	**3 289**	**5 765**
CF from investments	(701)	(994)	(5 264)	(2 294)
CF from financing activities	(939)	5 898	(3 893)	(2 084)
CF for the period	(998)	5 863	(5 868)	1 387
Cash conversion*	89 %	53 %	82 %	82 %
Cash position	**2 202**	**8 114**	**2 202**	**8 114**

The Cash flow from operating activities during the fourth quarter of 2021 amounted to EUR 703 thousand (out of which EUR 62 thousand of which were used to pay one-off tax payment relating to acquisitions) and with a strong cash conversion of 89%.

We have been working actively to improve working capital levels and decrease accounts receivable bearing fruit.

CF from investments in Q4-21 mainly comprise of the adjustment paid in cash to the purchase price of PMG Group (SaaS Segment), as well as investments in Acroud's products particularly in the iGaming Affiliation, as part of the new growth initiatives.

CF from financing activities in Q4-21 is mainly related to amortization payments (app 580 kEUR) and quarterly interest payments (app 370 kEUR).

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

Closing
Comments

Closing
Comments

- **Moving towards a modern organisation with the new normal.**
- **Cost efficiency in focus**
- **Duplicate successes**
- **Integration works and synergies**
- **Shareholder value in focus with strong cost control**


ACROUD