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A Challenger on a Quest

I N T E R I M  
R E P O R T

Continued  
strong organic  
growth

With refinancing secured



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# CONTINUED STRONG ORGANIC GROWTH WITH REFINANCING SECURED

## SECOND QUARTER 2022

- **Revenue** amounted to **EUR 7 200** (6 200) thousand, corresponding to a growth of **16%** and an organic growth of **15%**.
- **EBITDA** amounted to **EUR 1 802** (1 159) thousand, increasing by 55% year-on-year. **Adjusted EBITDA** (before items affecting comparability) was **EUR 1 802** (1 500) thousand, increasing by 20% year-on-year.
- **Profit after tax** was **EUR 1 248** (-267) thousand. **Adjusted profit after tax** (before items affecting comparability and currency effects) was **EUR 588** (292) thousand.
- **Earnings per share** after dilution amounted to **EUR 0.010** (-0.002). **Adjusted earnings per share** (before items affecting comparability and currency effects) was **EUR 0.005** (0.002).
- **New Depositing Customers** (NDC) amounted to **35 134** (29 448) increasing by **19%** (192%).
- **Cash flow** from operating activities amounted to **EUR 1 490** (1 965) thousand.

## FIRST SIX MONTHS 2022

- **Revenue** amounted to **EUR 14 203** (11 780) thousand, corresponding to a growth of **21%** and an organic growth of **15%**.
- **EBITDA** amounted to **EUR 4 050** (2 599) thousand, increasing by 56% year-on-year. **Adjusted EBITDA** (before items affecting comparability) was **EUR 3 583** (3 074) thousand, increasing by 17% year-on-year.
- **Profit after tax** was **EUR 2 431** (480) thousand. **Adjusted profit after tax** (before items affecting comparability and currency effects) was **EUR 1 138** (844) thousand.
- **Earnings per share** after dilution amounted to **EUR 0.019** (0.004). **Adjusted earnings per share** (before items affecting comparability and currency effects) was **EUR 0.009** (0.007).
- **New Depositing Customers** (NDC) amounted to **68 672** (61 235) increasing by **12%** (211%).
- **Cash flow** from operating activities amounted to **EUR 2 975** (2 353 excluding one-off tax payment relating to acquisitions) thousand.

## IMPORTANT EVENTS IN THE QUARTER

During the second quarter of 2022, Acroud has successfully placed SEK 225 million of senior secured floating rate bonds to investors in the Nordic and continental Europe. With this financing in place, Acroud will keep delivering its strategic agenda and is very positive about its future.

## IMPORTANT EVENTS AFTER THE QUARTER

On 18 July 2022, Acroud has redeemed early its existing bonds of SEK 300 million. The redemption amount was paid to each person who was registered as an owner of Existing Bonds in the debt register maintained by Euroclear Sweden at the end of business day on 11 July 2022.

Acroud is considering a potential accretive acquisition within the affiliation and media space, expected to contribute over EUR 9 million to the Company's revenues and over EUR 4 million to the Company's EBITDA annually. Acroud's management is of the view that the potential acquisition will be accretive for both equity and debt investors in the Company as it will strengthen both profitability and cash flow while reducing the Company's leverage going forward, which is in line with the revised financial targets as presented in a press release on 4 May 2022. If the potential acquisition materialises, the transaction will see the Company investing approximately EUR 1million in shares and approximately EUR 4.5million in cash, payable over a period of 18 months. The potential acquisition is subject to a final board approval and the parties entering into a definitive purchase agreement.

Key Figures	APR-JUN			JAN-JUN			LTM	
EUR	2022	2021	Y/Y%	2022	2021	Y/Y%	Jun-22	Y/Y%
Revenue (in thousands)	7 200	6 200	16%	14 203	11 780	21%	27 191	63%
Revenue Growth (%)	16%	74%	-58pp	21%	74%	-53pp	63%	40pp
Organic Growth (%)	15%	-25%	40pp	15%	-18%	33pp	9%	33pp
EBITDA (in thousands)	1 802	1 159	55%	4 050	2 599	56%	6 126	26%
EBITDA margin (%)	25%	19%	6pp	29%	22%	7pp	23%	-7pp
Adjusted EBITDA (in thousands)	1 802	1 500	20%	3 583	3 074	17%	5 904	17%
Adjusted EBITDA margin (%)	25%	24%	1pp	25%	26%	-1pp	22%	-8pp
Profit after tax (in thousands)	1 248	(267)	567%	2 431	480	406%	2 668	2 065%
Earnings per share (after dilution)	0.010	(0.002)	563%	0.019	0.004	386%	0.021	1 629%
Adjusted Profit after tax (in thousands)	588	292	101%	1 138	844	35%	1 357	23%
Adjusted Earnings per share (after dilution)	0.005	0.002	150%	0.009	0.007	29%	0.010	-1%
Net Debt / Adjusted EBITDA rolling 12 months	2.9	3.5	-17%	2.9	3.5	-17%	2.9	-17%
New Depositing Customers (NDCs)	35 134	29 448	19%	68 672	61 235	12%	140 632	81%

pp = percentage points

# CEO Comments

## Roadmap for Accelerated Business Growth



**Over the past quarters, Acroud has transformed from a conventional player with comparison sites into a robust iGaming ecosystem offering both Affiliation services and B2B SaaS solutions within the Media and Marketing space. This strategic remodelling has established our new solid structure to create a lower volatility business profile with more stable revenues and higher profitability. Subsequently, it is now when Acroud can accelerate into its high growth chapter, and I am pleased we have secured financing to continue to execute our strategy.**

Despite the seasonal variations characterizing second quarters, it is positive to report that we have increased revenue organically quarter-on-quarter by 3%. Comparing the financial development year-on-year, we increased sales from EUR 6,200k to EUR 7,200k and adjusted EBITDA from EUR 1,500k to EUR 1,802k, which translates to a sales organic growth of 15% and EBITDA growth of 20%.

The New Depositing Customers numbers have shown an optimistic quarter-on-quarter growth of 5%, reaching almost 35,200. The increase was led by the iGaming Affiliation segment's 10% quarter-on-quarter NDCs intake rise, indicating that the implemented organic growth initiatives have continued to yield results.

In the second quarter, we actively decided to invest in new growth initiatives for the future at the expense of short-term profitability. To return to consistently positive performance, we continue examining our operations, eliminating inefficiencies, and emphasizing all of our work with a data-driven and insight-rich approach.

### Refinancing secured

The most significant event during the second quarter of 2022 that I am very happy with was refinancing of the Company's bond loan. In a period with very uncertain market conditions, we have successfully placed SEK 225 million of senior secured floating rate bonds to investors in the Nordics and continental Europe. Proceeds from the transaction have been predominantly used to redeem the Company's outstanding SEK 300 million bonds early. Moreover, securing the refinancing gives us momentum to continue to develop Acroud with a focus on profitable organic growth and keep delivering on our strategic agenda. It's been a long journey revitalizing and reshaping the company; therefore, it is gratifying to see this turnaround. The results reaffirm our strong start into the financial year, proving that Acroud is on the right track to deliver significant growth in both profit and revenue in 2022 and beyond.

### Key Markets update

In the Netherlands, the newly regulated market is developing slower than expected, and fewer than anticipated operators were granted an online gaming license. These unfavourable market dynamics have failed us, and we have not yet managed to re-grow our Dutch products at the desired pace. However, we have compensated for the hold back in the Netherlands with the growth coming from other European markets. These continue to be our biggest success story, contributing to 71% of the iGaming Affiliation revenues. Over the past quarters, we've been seeing growth in regulated markets particularly in the United Kingdom which has now become Acroud's biggest and fastest-growing market, growing by 62% quarter-on-quarter.

# CEO Comments

## *Entering Period of Accelerated Growth*

Our revenue continues to increase sequentially, for the seventh quarter in a row. The strategic decisions and restructuring executed during 2021 have also ensured that Acroud returns to positive organic growth – 16% in Q1-22 and 15% in Q2-22. Looking at the operational initiatives being taken and the positive trends in the underlying KPIs I am confident that such organic growth rates are sustainable in the future, which puts us in the right track towards one of the new financial targets: to grow EBITDA organically by 20%, on average, annually during the financial years 2023 – 2025.

To complement this strong organic growth, we are currently considering an accretive opportunity to acquire 60% shareholding in an Affiliation and Media company, comprising of affiliation assets and technology within the iGaming market. The Transaction is expected to contribute over EUR 9 million to the total Group revenue and over EUR 4 million to the Company's EBITDA annually. Additionally, the transaction will further solidify our efforts to develop a low-risk, high-growth business based on intelligent solutions, as the acquired assets leverage IMBC (Intelligent Media Buying Capabilities) rather than relying on SEO algorithms. I am happy to share that the M&A process is progressing well. The transaction is subject to final board approval and the parties entering into a definitive purchase agreement.

I believe this acquisition will be accretive for both equity and debt investors in the Company as it will strengthen both profitability and cash flow while reducing the Company's leverage as we advance; thus contributing to achieving the new financial targets too, particularly to decrease the net interest-bearing debt/adjusted EBITDA to a maximum of 2.5x by December 2025. Summing up all plans together, I can confidently say that Acroud is entering a period of accelerated growth.

## *The New Chapter Begins*

To sum up, we have put a truly progressive quarter behind us and are now starting to write a new chapter in the Company's history. Turning the page on the 'old' Acroud and symbolising a fresh beginning, we have also decided to relocate our headquarters in Malta into a brand-new space. The modern and contemporary Acroud main office is now located in the buzzing-with-business Paceville in St Julian's, providing a stimulating workplace as well as a place to enjoy socialising and celebrating success together. We follow a hybrid approach to working, ensuring the employees find the best pattern for themselves: working remotely as well as in our new office. I trust this relocation will positively impact our personnel, and I look forward to joining some of the many new office initiatives, such as Monday Company Breakfasts or Early Finish Fridays.

With the high organic growth on the horizon and the great team we have in place, the second half of the year will become the acceleration phase of our strategy.

## **Enjoy The Ride!**



Robert Andersson  
11 August 2022

# Group Development

## QUARTER APR–JUN 2022

### Revenue

Q2-22 revenues increased by 16% year-on-year to EUR 7 200 (6 200) thousand. This growth is driven by organic growth (amounting to 15%) and is netted off with unfavourable currency conversion. Revenues in the iGaming Affiliation business amounted to EUR 3 199 (2 962) thousand, while revenue from the SaaS segment amounted to EUR 4 001 (3 238) thousand.

Acroud kept delivering a high number of New Depositing Customers (NDCs) to its clients, reaching 35 134 NDCs during the second quarter. This 19% year-on-year growth in NDC is driven mainly by the increase in the iGaming Affiliation segment (68%) netted off with decrease in the SaaS business (Network model, -16%).

We see that the revenue diversification work is bearing fruit, and the risk profile of the business is improving simultaneously as the company is building a more robust revenue platform for future growth.

### Costs

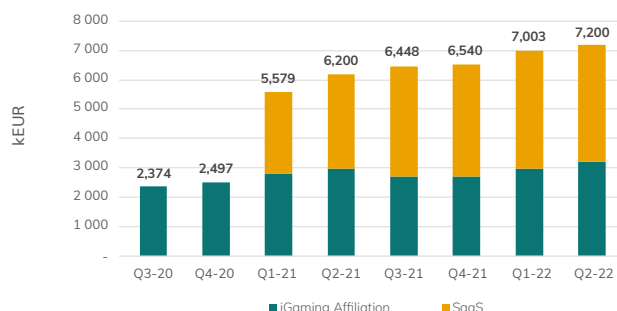
Operating expenses in Q2 2022 increased compared to last year, mainly related to the increase in revenue in the Network Model within the SaaS segment.

Personnel expenses in Q2 2022, excluding items affecting comparability, have decreased by 21% year-on-year and 5% quarter-on-quarter to EUR 902 thousand compared with Q1 2022 (EUR 948 thousand). This is mainly a result of the efficiency program implemented in November 2021. Other external expenses (EUR 4 761 thousand), excluding items affecting comparability, have increased by 26% year-on-year, driven mainly by the increase in Payouts to sub-affiliates within the Network Model (caused by the increase in Network-model's revenue). Other external expenses have increased by 3% quarter-on-quarter as we invested in growth initiatives to keep building on the positive growth momentum. We will continue to focus on cost control in order to run operations with a high margin.

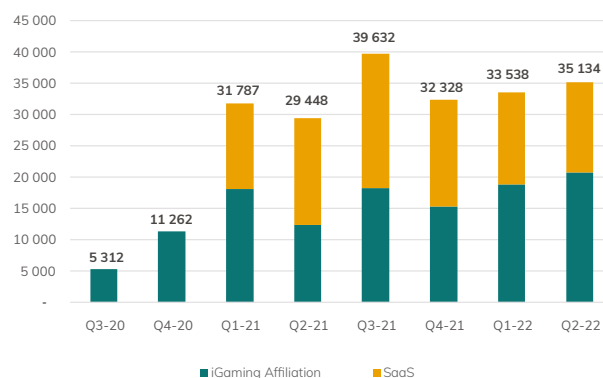
### Profitability

Adjusted operating profit before depreciation (EBITDA) at group level amounted to EUR 1 802 (1 500) thousand. Excluding items affecting comparability, Group EBITDA (EUR 1 802 thousand) has increased by 20% year-on-year and remained stable when compared to Q1-22. Profit after tax in Q2 2022 amounted to EUR 1 248 (-267) thousand and the period's earnings per share after dilution amounted to EUR 0.010 (-0.002). Profit after tax, adjusted for one-off income and costs, and currency effects related to the bond loan, amounted to EUR 588 (292) thousand. The Group continues to operate with an effective tax rate of approximately 8-10%.

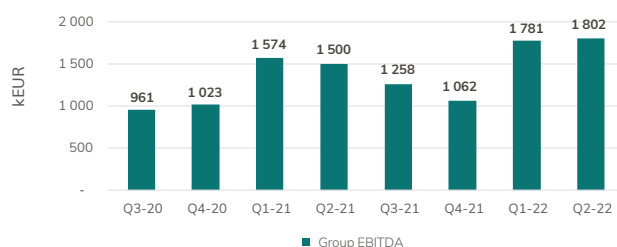
### Group Revenue Development



### Group NDC Development



### Group EBITDA Development



# iGaming Affiliation

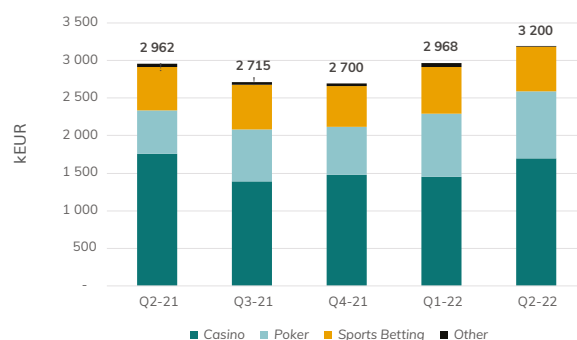
The turnaround in the iGaming Affiliation business continues progressing well with the right forward momentum. Acroud's iGaming Affiliation segment is affected by seasonal variations, with Q2 (Apr-Jun) generally being weaker compared to Q1 (Jan-Mar). However iGaming Affiliation revenues during Q2 2022 increased to EUR 3 199 thousand, representing an increase of 8% quarter-on-quarter and 8% year-on-year.

Revenue growth is coming from organic initiatives, particularly in our Poker (growing by 54% year-on-year) and Sports Betting products (growing by 3% year-on-year). Poker and Sports Betting now together accounting for 46% of Q2-22 affiliation revenues, compared to 39% in Q2-21. Negative growth in Casino products has in Q2-2022 gone down to -3% (-32%), as we note growth in certain Casino brands in regulated markets has almost netted off the impact of the Company's adjustments to the Dutch regulations. Although the Dutch market has re-opened in October 2021, only few operators were granted a license by the end of the quarter – thus limiting the size of the market for the time-being until more operators are granted a license to operate. These are expected to be granted by the Dutch regulator during the second half of 2022.

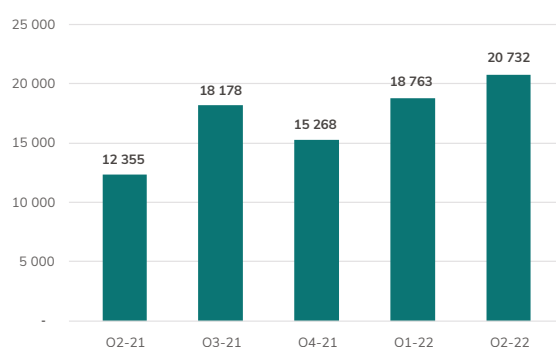
Revenue growth is happening as we continue diversifying our revenue streams and risk profile. One way how we are diversifying our risk profile within the iGaming affiliation business is by moving away from being dependent 100% on Search Engine Optimization (SEO) and introducing other affiliation revenue sources. One initiative executed so far is the strategic move to Social- and Community-based Affiliation via the acquisition and expansion of The Gambling Cabin. Gaming players are slowly moving away from Google's and other search engines' results and look more for what trusted and reputable influencers, like The Gambling Cabin's ambassadors, recommend. Social- and Community-based Affiliation generated 15% of Q2-2022 Affiliation revenues.

The number of New Depositing Customers (NDCs) in Q2-2022 delivered to our partners continues to increase, reaching 20 732 NDCs in the second quarter. This is the highest number of NDCs delivered by our Affiliation products in the Company's history. We see continued high NDC numbers and expect to continue growing as the underlying KPIs on our sites show positive trends.

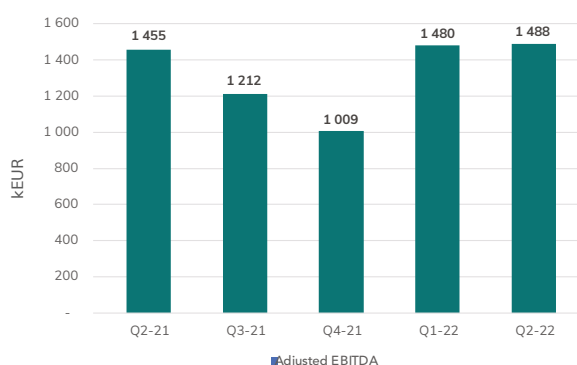
## Revenue Development iGaming Affiliation Segment



## NDCs Development iGaming Affiliation Segment



## EBITDA Development iGaming Affiliation Segment



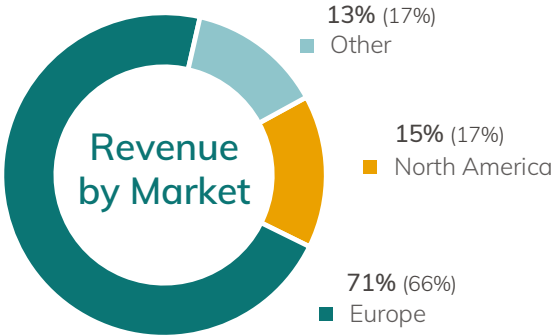
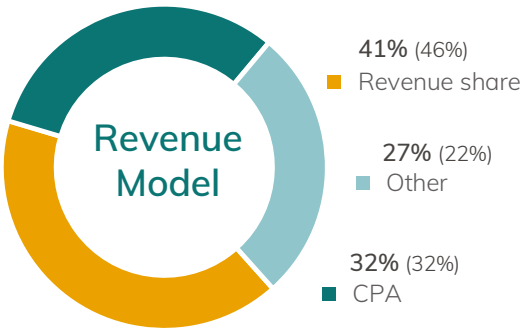


European markets continue to be our biggest success story, contributing to 71% (67%) of the iGaming affiliation revenues. We see growth in regulated markets, which guarantees stability in the long run. We will focus on replicating this success story in other regulated markets during 2022 and beyond, including North America. North American revenues in Q2-2022 (15%) decreased compared with Q2-2021 (18%).

The revenue share ratio out of total iGaming affiliation's revenue amounted to 41% (56% in Q2 2021). The increase in CPA revenues from 19% in Q2 2021 to 32% in Q2 2022 is the result of hybrid deals and increasing number of NDCs. We are also rethinking our marketing deals and ways how to increase value to our partners, thus increasing Other revenues. The transition to the right balance between revenue share, CPA and Other revenue deals strengthens

our growth over time and gives the Company long-term stability.

iGaming affiliation EBITDA in Q2-22 amounted to EUR 1 488 thousand, representing a growth of 2% year-on-year and is in line with Q1-22 EBITDA. EBITDA margin during the quarter amounted to 47%.





# SaaS

In 2021, Acroud has introduced two SaaS products as part of its offering: Subscription-model and Network-model.

- The Subscription model offers pure SaaS products built specifically for other affiliates and content creators to track their operational KPIs performance with the goal of increasing their growth and profit potential.
- The Network model provides to affiliates and content creators a similar product as the Subscription model, plus access to a large pool of clients, deals and campaigns that would otherwise be out of their reach.

SaaS revenues continue to grow at a steady rate reaching EUR 4 001 thousand in Q2 2022, representing a growth of 24% year-on-year. This growth is fueled by both products. Network-model revenues in Q2 2022 amounted to EUR 3 687 thousand, representing a year-on-year growth of 21%. This strong growth rate reported consistently in the past quarters is driven by the successful penetration in the Streaming market (Twitchers and Youtubers). Subscription-model revenues in Q2 2022 amounted to EUR 314 thousand, representing an organic growth of 57% year-on-year and 32% quarter-on-quarter.

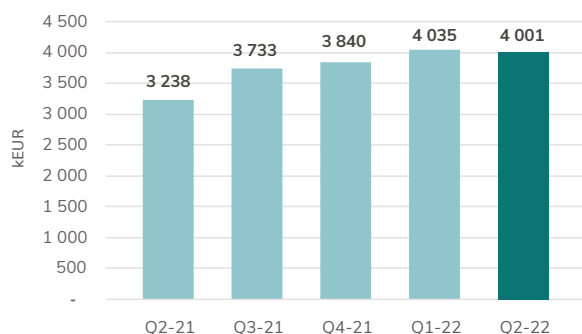
We expect such growth to continue developing organically in coming quarters as more initiatives are being developed to improve Voonix in terms of features as well as product offerings.

New Depositing Customers (NDCs) delivered to operators via the Network-model decreased year-on-year by 16% reaching 14 402. This drop had no effect on revenue, proving our switch to better quality and higher value of NDCs delivered to our partners.

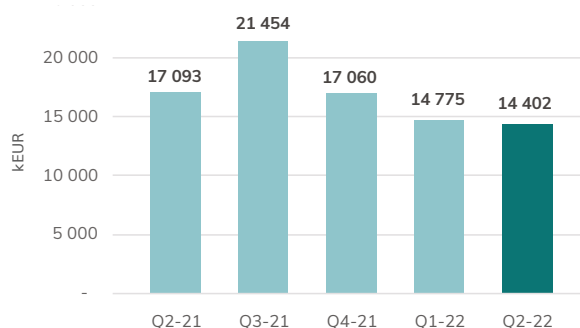
The number of Revenue Generating Units (RGUs), which measures the amount of entities serviced and billed by our SaaS segment during the first quarter amounted to 422 (380). RGUs keeps increasing quarter-by-quarter, which compliments the same trend we see in SaaS Revenues and augurs well for the future performance of this segment.

Q2-22 EBITDA in SaaS business amounted to EUR 540 (288) thousand, resulting in an EBITDA margin of 14% (9%). SaaS EBITDA has increased by 88% year-on-year and 6% quarter-on-quarter, driven by the investments in growth initiatives implemented in both Subscription- and Network- models since the third quarter of last year.

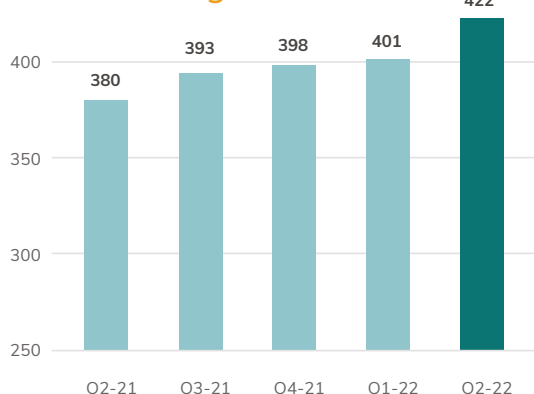
## Revenue Development SaaS Segment



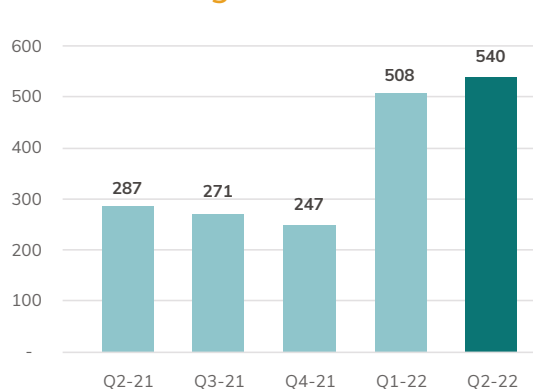
## NDCs Development SaaS Segment



## RGUs Development SaaS Segment



## EBITDA Development SaaS Segment



# Financial position

## Cash flow and investments

Cash flow from operating activities during the second quarter of 2022 amounted to EUR 1 540 (EUR 1 974) thousand, out of which EUR 50 (9) thousand were used to pay income tax. The decrease is mainly related to a temporary negative working capital when compared to Q2 2021. The Company continues to have a very low level of credit losses.

Cash flow from investing activities, apart from acquisition activities, is limited as the Company's business model is not capital-intensive, amounted to EUR -439 thousand in Q2 2022, compared with EUR -2 532 thousand in Q2 2021. The higher amount in Q2 2021 is attributable to the part-settlement of the purchase consideration in cash amounting to EUR 2 232 thousand for the acquisition of The Gambling Cabin in April 2021. Acquisitions of intangible assets in the second quarter of 2022 were mainly related to development of our products, particularly in the iGaming business.

Cash flow from financing activities amounted to EUR -2 397 (-998) thousand in Q2, which consisted primarily of bond interest payments of EUR -340 thousand (which decreased from EUR -395 thousand in Q2 2021) and bond repayments of EUR -553 (-582) thousand. Moreover, EUR 230 (-) thousand represents payments on lease liabilities and EUR 1 274 (-) thousand represents a temporary loan advanced to a third party in June which will be settled either against a part-payment of the possible acquisition announced on 15 June 2022 or to be repaid back in full within 30days if the transaction is cancelled.







## Liquidity and financial position

At the end of the period, the Group's interest-bearing net debt was EUR 17 064 thousand, compared with EUR 17 646 thousand at the end of Q2 2021. Acroud's current gross debt amounts to SEK 196 million, of which the bond amounts to SEK 188 million (excluding the bond repurchases and amortisation of SEK 187 million in 2019 - 2022). Converted using the closing rate, the bond loan amounts to EUR 17 457 thousand.

As of 30 June 2022, the net debt/adjusted EBITDA ratio is 2.9x. Acroud's long-term target is a maximum net interest bearing debt/adjusted EBITDA ratio of 2.5x over time. During 2022 and beyond, the Company will continue its efforts to reduce the net debt/ EBITDA ratio.

As at end of Q2 2022, the Company had total provisions of EUR 9 722 (9 198) thousand for potential additional consideration payments in relation to past acquisitions.

The bond loan outstanding at the end of the reporting period is due for payment in September 2022; it is therefore reported under current liabilities in the balance sheet in this interim report.

During the second quarter of 2022, Acroud has successfully placed SEK 225 million of senior secured floating rate bonds to investors in the Nordic and continental Europe and has also successfully completed early redemption of the old bond during July 2022. The translation effect of converting the bond loan and certain cash proceeds from SEK to EUR at the end of Q2 was EUR 660 thousand, which positively impacted net financial items. The Company's cash and cash equivalents at the end of Q2 2022 amounted to EUR 1 240 (3 870) thousand.

The equity ratio was 58 (54) percent, and equity was EUR 44 221 (41 660) thousand on 30 June 2022. The Company conducts quarterly impairment testing to assess whether there is any goodwill impairment. Impairment testing at the end of June 2022 did not identify any goodwill impairment.



# Financial forecast and targets

In May 2022, the Board of Acroud has set the following 2022 financial forecast and new financial objectives for financial years 2023 - 2025:

## Forecasted EBITDA for 2022

Acroud is expected to reach between EUR 8 million and EUR 10 million in EBITDA during financial year 2022.

## Organic EBITDA growth for 2023 - 2025

Acroud's target is to continue growing EBITDA organically by, on average, 20% annually during the financial years 2023 to 2025. Acroud aims to grow its revenue organically at an efficient cost base to ensure consistent and sustainable EBITDA growth.

## Capital structure

Organic EBITDA growth is to be achieved at low financial risks. Acroud's financial target is to decrease the net-interest bearing debt/adjusted EBITDA to 2.5x or lower by December 2025.

## Dividend policy

Over the next four years, Acroud will prioritise growth through organic growth initiatives and will make optimisation of the capital structure rather than dividends its priority.

## Overview of outcomes of financial targets

The table below shows the outcomes of the defined financial targets

Period	% achieved of EUR 8m-10m EBITDA (excluding items affecting comparability) Forecast up to reporting date	Capital structure
Jan-Jun 2022	36% - 45%	2.9

# Other information

## Parent Company

Acroud AB is the ultimate holding company in the Group (hereinafter referred to as the "the Company" or "the Parent Company") and was registered in Sweden on 14 December 2005. The Company's shares have been listed on Nasdaq First North Growth Market since June 2018. The Group's financing is arranged in the Parent Company via a bond, which is registered on Nasdaq Stockholm's Corporate Bond list. In Q2-22, the Parent Company received dividends from subsidiaries amounting to EUR 1.3 (1.7) million.

## Relevant risks and uncertainties

Acroud is exposed to a number of business and financial risks. Risk management within the Acroud Group is aimed at identifying, controlling and reducing risks. This is achieved based on a probability and impact assessment. The risk assessment is unchanged from the risk profile presented on pages 18, 32-33 and 71-73 of the 2021 annual report.

## Seasonality

Acroud is affected by seasonal variations particularly in the iGaming Affiliation segment, with Q1 (Jan-Mar) and Q4 (Oct-Dec) revenue being somewhat stronger, while Q2 (Apr-Jun) and Q3 (Jul-Sep) are relatively weaker. The revenue seasonality follows the normal pattern for the iGaming industry.

## Share Capital

Share capital on 30 June 2022 amounted to EUR 3,280 thousand divided into 129,659,355 shares, distributed as shown below. The Company has one class of shares – A shares. Each share entitles the holder to (1) vote at the shareholders' meeting. The number of shareholders on 30 June 2022 was 1 849. An employee share option program was launched in March 2021. See note 5 for additional information.

Name	No. of shares	Ownership, %
Trottholmen AB	57,390,981	44.26%
Strategic Investment A/S (JPM Chase)	22,204,748	17.13%
Swedishsantas Media AB	6,395,202	4.93%
RIAE Media	4,001,401	3.09%
Six Sis AG	3,225,000	2.49%
Byggnadsaktiebolaget Westnia	3,104,407	2.39%
Flise Invest APS	2,114,912	1.63%
Saxo Bank	1,797,284	1.39%
PMG Group A/S	1,700,488	1.31%
ES Aktiehandel AB	1,700,000	1.31%
Avanza Pension	1,678,708	1.29%
Clearstream Banking S.A.	1,518,582	1.17%
Strunge Invest APS	1,382,502	1.07%
Trading House Scandinavia	1,176,400	0.91%
NORDNET PENSIONS FÖRSÄKRING AB	1,144,105	0.88%
Other shareholders	19,124,635	14.75%
<b>TOTAL</b>	<b>129,659,355</b>	<b>100.00%</b>

# Supplementary information

The Board of Directors and the CEO hereby certify that this report provides a true and fair view of the Parent Company's and the Group's operations, financial position and financial performance for the current period, and describes material risks and uncertainties faced by the Parent Company and other Group companies.

Stockholm, 11 August 2022

This interim report has not been audited or reviewed by the Company's auditors.

## BOARD AND CEO

**Henrik Kvick**  
Chairman

**Kim Mikkelsen**  
Director

**Peter Åström**  
Director

**Jonas Strömberg**  
Director

**Maria Andersson Grimaldi**  
Director

**Robert Andersson**  
President and CEO

## For further information, please contact

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Roderick Attard, CFO  
Mobile: +356 7925 4722  
E-mail: roderick.attard@acroud.com

## Forthcoming report dates

Interim report July-September 2022: 10 November 2022

## Presentation for investors, analysts and media

A live webcast will be held on 11th August 2022 at 10.00 a.m. Swedish time. CEO Robert Andersson and CFO Roderick Attard will present the report in English. You can follow the presentation here <https://tv.streamfabriken.com/acroud-q2-2022>.

## To join the conference call, ring:

Sweden: +46-8-5051-6386  
UK: +44-20-319-84884  
US: +1-412-317-6300, PIN: 9397450#

The appointed Certified Adviser is FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se), +46 8 528 00 399.





# Q2 2022

## FINANCIAL

### STATEMENTS

# Financial Report

## Consolidated Statement of Comprehensive Income

Amounts in kEUR	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021
Revenue (notes 2, 3)	7 200	6 200	14 203	11 780
<b>Total revenue</b>	<b>7 200</b>	<b>6 200</b>	<b>14 203</b>	<b>11 780</b>
Capitalised work for own account	324	275	717	486
Other external expenses	(4 761)	(3 969)	(9 390)	(7 421)
Personnel expenses	(902)	(1 298)	(1 850)	(2 325)
Other operating income	-	-	459	128
Other operating expenses	(59)	(49)	(89)	(49)
<b>EBITDA</b>	<b>1 802</b>	<b>1 159</b>	<b>4 050</b>	<b>2 599</b>
Depreciation/amortisation	(617)	(503)	(1 184)	(857)
<b>Operating profit (EBIT)</b>	<b>1 185</b>	<b>656</b>	<b>2 866</b>	<b>1 742</b>
Interest and similar income	3	-	8	-
Interest and similar expenses	(579)	(632)	(1 165)	(1 238)
Other financial items	701	(234)	869	107
<b>Profit/(loss) from financial items</b>	<b>125</b>	<b>(866)</b>	<b>(288)</b>	<b>(1 131)</b>
<b>Profit/(loss) before tax</b>	<b>1 310</b>	<b>(210)</b>	<b>2 578</b>	<b>611</b>
Tax on profit for the period	(62)	(57)	(147)	(131)
<b>Profit/(loss) for the period</b>	<b>1 248</b>	<b>(267)</b>	<b>2 431</b>	<b>480</b>
<b>Earnings per share (EUR)</b>	0.010	(0.002)	0.019	0.004
<b>Earnings per share after dilution (EUR)</b>	0.010	(0.002)	0.019	0.004
<b>Other comprehensive income, income and expenses recognised directly in equity</b>				
Exchange differences on translation of foreign operations	(32)	(10)	(15)	8
<b>Other comprehensive income for the period</b>	<b>(32)</b>	<b>(10)</b>	<b>(15)</b>	<b>8</b>
<b>Total comprehensive income for the period</b>	<b>1 216</b>	<b>(277)</b>	<b>2 416</b>	<b>488</b>

## Consolidated Statement of Financial Position

Amounts in kEUR	30/06/2022	30/06/2021	31/12/2021
<b>Assets</b>			
<b>Non-current assets</b>			
Goodwill	51 080	50 015	51 080
Other intangible assets	17 294	17 764	17 668
Right-of-use assets	335	138	62
Property, plant and equipment	145	142	135
Investment in associate	1	1	1
Other non-current receivables	91	101	95
Deferred tax assets	278	20	293
<b>Total non-current assets</b>	<b>69 224</b>	<b>68 181</b>	<b>69 334</b>
<b>Current assets</b>			
Trade receivables	2 004	2 375	1 716
Other receivables	2 073	1 720	685
Tax receivable	-	6	-
Prepayments and accrued income	2 074	633	2 303
Cash and cash equivalents	1 240	3 870	2 202
<b>Total current assets</b>	<b>7 391</b>	<b>8 604</b>	<b>6 906</b>
<b>Total assets</b>	<b>76 615</b>	<b>76 785</b>	<b>76 240</b>
<b>Equity and liabilities</b>			
<b>Equity (note 5)</b>	<b>44 221</b>	<b>41 660</b>	<b>41 947</b>
<b>Non-current liabilities</b>			
Loans and borrowings (note 6)	-	20 476	-
Deferred tax liabilities	1 448	1 514	1 531
Liabilities to Shareholder	-	391	-
Other liabilities	3 494	9 198	9 460
Lease liabilities	211	-	-
<b>Total non-current liabilities</b>	<b>5 153</b>	<b>31 579</b>	<b>10 991</b>
<b>Current liabilities</b>			
Loans and borrowings (note 6)	17 457	-	19 247
Liabilities to Shareholder	384	-	394
Trade Payables	361	602	942
Tax liabilities	353	190	299
Other liabilities	6 770	590	590
Lease liabilities	125	141	62
Accruals and deferred income	1 791	2 023	1 768
<b>Total current liabilities</b>	<b>27 941</b>	<b>3 546</b>	<b>23 302</b>
<b>Total equity and liabilities</b>	<b>76 615</b>	<b>76 785</b>	<b>76 240</b>



## Consolidated Statement of Changes in Equity

Amounts in kEUR	Share capital	Other paid-in capital	Reserves	Retained earnings, incl. period's earnings	Total equity
<b>Opening equity, 1 Jan 2021</b>	<b>2 883</b>	<b>20 590</b>	<b>2 664</b>	<b>10 285</b>	<b>36 422</b>
New issue of own shares	397	-	-	-	397
New issue of own shares as consideration for acquisitions	-	4 333	-	-	4 333
Share issue costs	-	(32)	-	-	(32)
Share-based payments	-	90	-	-	90
Comprehensive income for the period	-	-	19	718	737
<b>Closing equity, 31 Dec 2021</b>	<b>3 280</b>	<b>24 981</b>	<b>2 683</b>	<b>11 003</b>	<b>41 947</b>
<b>Opening equity, 1 Jan 2022</b>	<b>3 280</b>	<b>24 981</b>	<b>2 683</b>	<b>11 003</b>	<b>41 947</b>
Share-based payments	-	27	-	-	27
Dividends paid	-	-	-	(196)	(196)
Comprehensive income for the period	-	-	16	1 184	1 200
<b>Closing equity, 31 Mar 2022</b>	<b>3 280</b>	<b>25 008</b>	<b>2 699</b>	<b>11 991</b>	<b>42 978</b>
<b>Opening equity, 1 Apr 2022</b>	<b>3 280</b>	<b>25 008</b>	<b>2 699</b>	<b>11 991</b>	<b>42 978</b>
Share-based payments	-	27	-	-	27
Comprehensive income for the period	-	-	(32)	1 248	1 216
<b>Closing equity, 30 Jun 2022</b>	<b>3 280</b>	<b>25 035</b>	<b>2 667</b>	<b>13 239</b>	<b>44 221</b>

## INTERIM REPORT Q2 2022

# Consolidated Cash Flow Statement

Amounts in kEUR	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021
<b>Operating activities</b>				
Profit/(loss) before tax	1 310	(210)	2 578	611
Adjustments for non-cash items not included in operating activities				
Depreciation and amortisation of assets	617	503	1 184	857
Exchange gains/(losses) on financial receivables and liabilities	(733)	234	(885)	(107)
Costs for share-based programmes	27	33	53	44
(Gain)/loss on sale of other assets	41	6	(447)	(103)
Provisions for restructuring	-	-	-	90
Interest and similar expenses	579	632	1 165	1 238
Interest and similar income	(3)	-	(8)	-
Tax paid	(50)	(9)	(161)	(385)
<b>Cash flow from changes in working capital</b>				
Increase (-)/Decrease (+) in operating receivables	(279)	413	(212)	(573)
Increase (+)/Decrease (-) in operating liabilities	(19)	363	(292)	305
<b>Cash flow from operating activities</b>	<b>1 490</b>	<b>1 965</b>	<b>2 975</b>	<b>1 977</b>
<b>Investing activities</b>				
Acquisition of shares in Group companies, net of cash acquired	-	(2 232)	-	(3 665)
Acquisition of property, plant and equipment	(72)	(14)	(86)	(16)
Acquisition of intangible assets	(517)	(506)	(1 217)	(836)
Sale of other assets	150	220	1 012	305
<b>Cash flow from investing activities</b>	<b>(439)</b>	<b>(2 532)</b>	<b>(291)</b>	<b>(4 212)</b>
<b>Financing activities</b>				
Issue expenses	-	(21)	-	(26)
Repayment of borrowings	(553)	(582)	(1 111)	(1 159)
Payment of borrowings	(1 274)	-	(1 274)	-
Dividends paid	-	-	(196)	-
Interest paid	(340)	(395)	(684)	(798)
Interest received	-	-	5	-
Repayment of lease liabilities	(230)	-	(380)	-
<b>Cash flow from financing activities</b>	<b>(2 397)</b>	<b>(998)</b>	<b>(3 640)</b>	<b>(1 983)</b>
<b>Cash flow for period</b>	<b>(1 346)</b>	<b>(1 565)</b>	<b>(956)</b>	<b>(4 218)</b>
Cash & cash equivalents at beginning of period	2 608	5 403	2 202	8 114
Exchange differences	(17)	29	(27)	(71)
Reclassification from cash & cash equivalents to other current financial assets	(5)	3	21	45
<b>Cash &amp; cash equivalents at end of period</b>	<b>1 240</b>	<b>3 870</b>	<b>1 240</b>	<b>3 870</b>

## INTERIM REPORT Q2 2022

### Income Statement – Parent Company

Amounts in kEUR	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021
Revenue	16	16	31	32
<b>Total Revenue</b>	<b>16</b>	<b>16</b>	<b>31</b>	<b>32</b>
Operating expenses				
Other external expenses	(90)	(279)	(175)	(525)
Personnel expenses	(29)	-	(60)	(8)
Other operating expenses	(26)	(5)	(35)	-
<b>EBITDA</b>	<b>(129)</b>	<b>(268)</b>	<b>(239)</b>	<b>(501)</b>
Depreciation/amortisation	-	-	-	-
<b>Operating profit/(loss)</b>	<b>(129)</b>	<b>(268)</b>	<b>(239)</b>	<b>(501)</b>
Profit/loss from financial items				
Profit from investments in Group companies	1 305	1 740	2 009	2 240
Interest and similar expenses	(560)	(611)	(1 117)	(1 201)
Other financial items	694	(224)	866	115
<b>Profit after financial items</b>	<b>1 310</b>	<b>637</b>	<b>1 519</b>	<b>653</b>
Tax on profit for the period	-	-	-	-
<b>Profit for the period</b>	<b>1 310</b>	<b>637</b>	<b>1 519</b>	<b>653</b>

### Balance Sheet – Parent Company

Amounts in kEUR	30/06/2022	30/06/2021	31/12/2021
<b>Assets</b>			
Total non-current assets	52 730	52 535	52 730
Total current assets	2 009	1 805	1 225
<b>Total assets</b>	<b>54 739</b>	<b>54 340</b>	<b>53 955</b>
<b>Equity and liabilities</b>			
Equity	25 859	23 905	24 287
Total non-current liabilities	3 494	30 065	9 460
Total current liabilities	25 386	370	20 208
<b>Total equity and liabilities</b>	<b>54 739</b>	<b>54 340</b>	<b>53 955</b>



# Notes to the Group's interim report

## 1. Accounting policies

This interim report has been prepared in accordance with IAS 34. The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards, IFRS. For detailed information about the Group's accounting policies, see the notes section of the Company's Annual Report 2021 (particularly pages 43-48).

### Fair value of financial instruments

When determining the fair value of an asset or liability, the Group uses observable data as far as possible in accordance with IFRS 13. Fair value measurement is based on the fair value hierarchy, which categorises inputs into different levels. For further detailed information, refer to page 47 of the 2021 annual report.

The following items are measured at amortised cost, with their carrying amounts being a reasonable approximation of their fair values due to their short-term nature: trade receivables, other receivables, cash and cash equivalents, trade payables and other liabilities. In addition, the Company has a bond loan of SEK 188 million (EUR 17 521 thousand based on 30 June 2022 closing rate). The bond is measured at amortised cost and is categorised in level 2 of the fair value hierarchy, based on listings with brokers. Similar contracts are traded in an active market, and the rates reflect actual transactions for comparable instruments.

At 30 June 2022, the Company did not have any other financial instruments categorised in level 2 of the fair value hierarchy. There were no transfers between levels during 2022 or 2021.

## Critical Accounting Estimates

In Q2 2022, management has continued to conduct goodwill and intangibles impairment assessments, broken down into three separate tests/CGUs. Growth and underlying assumptions over the projected period were reviewed in line with the Group's strategic direction. The recoverable amount of the iGaming Affiliation is sensitive to reasonably ambitious growth assumptions and deviations from growth plan could result in an impairment.

## 2. Organic revenue growth

Acroud will continuously invest in the core business and new internal growth initiatives to ensure strong and sustainable organic growth.

Acroud's definition of organic growth is based on net sales compared with the previous period, excluding acquisitions in accordance with IFRS 3 (in the last 12 months), divestments and exchange rate movements.

### Organic revenue growth - bridge Q2 2022

Amounts in kEUR

	01/04/2022 30/06/2022 Growth, %	01/04/2022 30/06/2022 Absolute Figures	01/04/2021 30/06/2021 Absolute Figures	Deviation Absolute Figures
<b>Total Growth, EUR</b>	<b>16.1%</b>	<b>7 200</b>	<b>6 200</b>	<b>1 000</b>
Adjustment for acquired and divested/discontinued operations	0.9%	-	(45)	45
<b>Total Growth in EUR, excluding acquired and divested/discontinued operations</b>	<b>17.0%</b>	<b>7 200</b>	<b>6 155</b>	<b>1 045</b>
Adjustment for constant currency	(2.0%)	-	109	(109)
<b>Total organic revenue growth</b>	<b>15.0%</b>	<b>7 200</b>	<b>6 264</b>	<b>936</b>

### Organic revenue growth - bridge Q2 2021

Amounts in kEUR

	01/04/2021 30/06/2021 Growth, %	01/04/2021 30/06/2021 Absolute Figures	01/04/2020 30/06/2020 Absolute Figures	Deviation Absolute Figures
<b>Total Growth, EUR</b>	<b>73.8%</b>	<b>6 200</b>	<b>3 567</b>	<b>2 633</b>
Adjustment for acquired and divested/discontinued operations	(101.4%)	(3 616)	-	(3 616)
<b>Total Growth in EUR, excluding acquired and divested/discontinued operations</b>	<b>(27.6%)</b>	<b>2 584</b>	<b>3 567</b>	<b>(983)</b>
Adjustment for constant currency	2.1%	-	(99)	99
<b>Total organic revenue growth</b>	<b>(25.5%)</b>	<b>2 584</b>	<b>3 468</b>	<b>(884)</b>

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### 3. Revenue

The Group's revenue for Q2 2022 and 2021 was distributed as follows:

Amounts in kEUR	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021
<i>Revenue by vertical within iGaming Affiliate Segment</i>				
Casino	1 699	1 759	3 148	3 332
Poker	888	575	1 734	1 391
Sports Betting	598	583	1 215	942
Other affiliation verticals	14	45	71	111
<b>Total revenue in iGaming Affiliate Segment</b>	<b>3 199</b>	<b>2 962</b>	<b>6 168</b>	<b>5 776</b>
<i>Revenue by vertical within SaaS</i>				
Network model	3 687	3 038	7 484	5 613
Subscription model	314	200	551	391
<b>Total revenue in SaaS</b>	<b>4 001</b>	<b>3 238</b>	<b>8 035</b>	<b>6 004</b>
<b>Total Group revenue</b>	<b>7 200</b>	<b>6 200</b>	<b>14 203</b>	<b>11 780</b>

Revenue attributable to Sweden in Q2 2022 amounted to 8% (7%). The corresponding amount for the full year 2022 was 8% (4%).

### 4. Segment reporting

Management has determined the operating segments based on the reports reviewed by the Chief Executive Officer that are used to make strategic decisions. The Chief Executive Officer is also determined to be the Chief Operating Decision Maker (CODM) as defined in IFRS 8.

The Group's operations are segregated primarily into two segments, namely iGaming Affiliation and SaaS. The following summary describes the operations in each of the Group's reportable segments:

- iGaming Affiliation segment comprises Acroud AB's underlying affiliate business containing Casino, Poker and Betting verticals. Through this segment, Acroud delivers high quality content, search engine optimisation and cutting-edge technology improvements to its core affiliate assets to maintain strong keyword rankings.
- SaaS segment comprises Software as a Service (SaaS). Through SaaS, the Group provides a software solution enabling clients to better analyse and monetise their traffic sources. Acroud AB is also providing media creators (website affiliates, bloggers, Youtubers etc...) access to a large pool of gaming campaigns that would otherwise be out of their reach, unique software and a single payment/contact for all affiliation activities.

The Chief Executive Officer primarily uses a measure of adjusted earnings before interest, tax, depreciation, and amortisation (EBITDA) to assess the performance of the operating segments. However, they also receive information about the segment's revenue and assets on a monthly basis. Interest and similar income and expenses and other financial assets are not allocated to segments, as this type of activity is driven by the central treasury function, which manages the cash position of the Group. There were no intersegmental revenues during the year.

The amounts provided to the Chief Executive Officer with respect to total assets are measured in a manner consistent with that of the financial statements. Segment assets consist primarily of Goodwill, Other intangibles assets, Right-of-use Assets, Property, plant and equipment, other non-current receivables, trade and other receivables and cash and cash equivalents. Income tax is not considered to be a segment asset but is managed by the treasury function.

The amounts provided to the Chief Executive Officer with respect to total liabilities are measured in a manner consistent with that of the financial statements. Segment liabilities consist primarily of trade and other payables and lease liabilities. The Group's Income taxes and interest-bearing liabilities are not considered to be segment liabilities but are managed by the treasury function.

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Certain assets and liabilities relating to the parent entity of the Group, Acroud AB, are deemed to be managed by the group treasury function and are therefore classified under the unallocated category. Information to prepare segment reporting on a geographical basis is not available and the costs to develop such information in time for inclusion in the report is deemed excessive. The Group does not have any major customer, as it largely derives revenue from a significant number of iGaming operators.

Amounts in kEUR									
Apr - Jun 2022					Apr - Jun 2021				
	iGaming Affiliation	SaaS	Unallocated	Total		iGaming Affiliation	SaaS	Unallocated	Total
Revenue	3 199	4 001	-	7 200		2 962	3 238	-	6 200
Other external expenses	(1 500)	(3 197)	(64)	(4 761)		(1 013)	(2 695)	(261)	(3 969)
Personnel expenses	(505)	(262)	(135)	(902)		(886)	(285)	(127)	(1 298)
Other operating income /(costs)	294	(2)	(27)	265		200	30	(4)	226
<b>EBITDA</b>	<b>1 488</b>	<b>540</b>	<b>(226)</b>	<b>1 802</b>		<b>1 263</b>	<b>288</b>	<b>(392)</b>	<b>1 159</b>
Depreciation/Amortisation	(477)	(140)	-	(617)		(365)	(138)	-	(503)
<b>EBIT</b>	<b>1 011</b>	<b>400</b>	<b>(226)</b>	<b>1 185</b>		<b>898</b>	<b>150</b>	<b>(392)</b>	<b>656</b>
Interest and similar income	-	-	3	3		-	-	-	-
Interest and similar expenses	-	-	(579)	(579)		-	-	(632)	(632)
Other financial assets	-	-	701	701		-	-	(234)	(234)
<b>Profit/(loss) before tax</b>	<b>1 011</b>	<b>400</b>	<b>(101)</b>	<b>1 310</b>		<b>898</b>	<b>150</b>	<b>(1 258)</b>	<b>(210)</b>
Tax on profit for the period	-	-	(62)	(62)		-	-	(57)	(57)
<b>Profit/(loss) for the period</b>	<b>1 011</b>	<b>400</b>	<b>(163)</b>	<b>1 248</b>		<b>898</b>	<b>150</b>	<b>(1 315)</b>	<b>(267)</b>
<b>Material non-cash items</b>									
Net foreign exchange gain/(loss)	6	-	694	700		(9)	-	(225)	(234)
Segment Assets	63 342	12 836	-	76 178		62 531	12 555	-	75 086
Unallocated Assets	-	-	437	437		-	-	1 699	1 699
<b>Total assets</b>	<b>63 342</b>	<b>12 836</b>	<b>437</b>	<b>76 615</b>		<b>62 531</b>	<b>12 555</b>	<b>1 699</b>	<b>76 785</b>
Segment Liabilities	(4 974)	(7 635)	-	(12 609)		(4 869)	(7 342)	-	(12 211)
Unallocated Liabilities	-	-	(19 785)	(19 785)		-	-	(22 914)	(22 914)
<b>Total Liabilities</b>	<b>(4 974)</b>	<b>(7 635)</b>	<b>(19 785)</b>	<b>(32 394)</b>		<b>(4 869)</b>	<b>(7 342)</b>	<b>(22 914)</b>	<b>(35 125)</b>

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Amounts in kEUR

	Jan - Jun 2022				Jan - Jun 2021			
	iGaming Affiliation	SaaS	Unallocated	Total	iGaming Affiliation	SaaS	Unallocated	Total
Revenue	6 168	8 035	-	14 203	5 776	6 004	-	11 780
Other external expenses	(2 797)	(6 470)	(123)	(9 390)	(1 995)	(4 948)	(478)	(7 421)
Personnel expenses	(1 054)	(522)	(274)	(1 850)	(1 556)	(516)	(253)	(2 325)
Other operating income /(costs)	1 118	5	(36)	1 087	518	47	-	565
<b>EBITDA</b>	<b>3 435</b>	<b>1 048</b>	<b>(433)</b>	<b>4 050</b>	<b>2 743</b>	<b>587</b>	<b>(731)</b>	<b>2 599</b>
Depreciation/Amortisation	(892)	(292)	-	(1 186)	(582)	(275)	-	(857)
<b>EBIT</b>	<b>2 543</b>	<b>756</b>	<b>(433)</b>	<b>2 866</b>	<b>2 161</b>	<b>312</b>	<b>(731)</b>	<b>1 742</b>
Interest and similar income	-	-	8	8	-	-	-	-
Interest and similar expenses	-	-	(1 165)	(1 165)	-	-	(1 238)	(1 238)
Other financial assets	-	-	869	869	-	-	107	107
<b>Profit/(loss) before tax</b>	<b>2 543</b>	<b>756</b>	<b>(721)</b>	<b>2 578</b>	<b>2 161</b>	<b>312</b>	<b>(1 862)</b>	<b>611</b>
Tax on profit for the period	-	-	(147)	(147)	-	-	(131)	(131)
<b>Profit/(loss) for the period</b>	<b>2 543</b>	<b>756</b>	<b>(868)</b>	<b>2 431</b>	<b>2 161</b>	<b>312</b>	<b>(1 993)</b>	<b>480</b>
<b>Material non-cash items</b>								
Net foreign exchange gain/(loss)	(9)	-	382	373	(7)	-	114	107
Segment Assets	63 342	12 836	-	76 178	62 531	12 555	-	75 086
Unallocated Assets	-	-	437	437	-	-	1 699	1 699
<b>Total assets</b>	<b>63 342</b>	<b>12 836</b>	<b>437</b>	<b>76 615</b>	<b>62 531</b>	<b>12 555</b>	<b>1 699</b>	<b>76 785</b>
Segment Liabilities	(4 974)	(7 635)	-	(12 609)	(4 869)	(7 342)	-	(12 211)
Unallocated Liabilities	-	-	(19 785)	(19 785)	-	-	(22 914)	(22 914)
<b>Total Liabilities</b>	<b>(4 974)</b>	<b>(7 635)</b>	<b>(19 785)</b>	<b>(32 394)</b>	<b>(4 869)</b>	<b>(7 342)</b>	<b>(22 914)</b>	<b>(35 125)</b>



## 5. Share-based payments

Following a resolution during an Extraordinary General Meeting on 1 March 2021, an employee stock option program has been established for key personnel, management and senior executives in the Company and its subsidiaries. A total of 5,600,000 employee stock options have been issued to senior executives (six people), management (eight people) and other key persons employed by the Company and its subsidiaries (approximately fourteen people). The employee stock options were issued free of charge. Each employee stock option entails a right to acquire one (1) new share in the Company during the period from 15 March 2024 to 12 April 2024.

The fair value on the grant date was calculated using the Black-Scholes valuation model. This method takes into account subscription price, share price on the grant date, term of the warrant, expected share price volatility, expected dividend yield and risk-free interest over the term of the warrant. The applied data in the Black-Scholes method was:

Subscription price:	SEK 3.25, corresponding to 120% of Acroud's volume-weighted average price for a share in the company according to Nasdaq First North Premier Growth Market official price list during the period from February 22, 2021 to March 5, 2021.
Grant date:	19 March 2021
Expiration date:	12 April 2024
Share price on the grant date:	SEK 2.70
Expected volatility in the Company's share price:	45%
Expected dividend yield:	No dividends are expected to be paid during the time up to the program's expiration date.
Risk-free interest rate:	-0.19%

The total recognised cost associated with the above share-based programme, which is settled with equity instruments, is EUR 27 thousand for Q2 2022.

## 6. Loans and Borrowings

Borrowings consist of a bond loan amounting to SEK 188 (212) million. In Q4 2019, bonds were repurchased on the market at a nominal amount of SEK 67 million. Bond loan repayments of SEK 55 million, SEK 3 million, SEK 6.25 million and SEK 5.875 million were made in Q1, Q2, Q3 and Q4 of 2020. During Q4 2020, SEK 14,625 million of outstanding bonds were repurchased through the issue of 5,820,759 shares in a private placement in November 2020. During 2021, SEK 23.5 million further bonds were amortised on the market at a nominal amount of SEK 5.875 million per quarter. In Q1 2022 and Q2 2022, bonds of a nominal amount of SEK 5.875 million per quarter were amortised in accordance with the existing bond terms.

The carrying amount and market value of the bond are as follows:

Amounts in kEUR	30/06/2022	30/06/2021	31/12/2021
<b>Corporate bond</b>			
Nominal amount	17 521	20 918	19 487
Prepaid transaction costs	(64)	(442)	(240)
<b>Carrying amount</b>	<b>17 457</b>	<b>20 476</b>	<b>19 247</b>

During the second quarter of 2022, Acroud has successfully placed SEK 225 million of senior secured floating rate bonds to investors in the Nordic and continental Europe. The settlement of the new bond took place on 5 July 2022. With this financing in place, Acroud is now able to keep delivering its strategic agenda and is very positive about its future. On 18 July 2022, Acroud has redeemed its existing bonds of SEK 300 million and the redemption amount was paid to each person who was registered as an owner of Existing Bonds in the debt register maintained by Euroclear Sweden at the end of business day on 11 July 2022.

### Bond transaction costs

Acroud recognises loan liabilities initially at fair value after transaction costs, and thereafter at amortised cost. Amortised cost is calculated based on the effective interest method used at initial recognition. This means that premiums and discounts and direct issue costs are amortised over the term of the liability.

## 7. Related-party transactions

There were no related party transactions that significantly affected the Company's earnings and financial position during the period. For information on related-party transactions, see note 28 of the 2021 annual report.

## 8. Pledged assets and contingent liabilities

Pledged assets and contingent liabilities are possible obligations that arise from past events and whose existence is confirmed only by the occurrence or non-occurrence of one or more uncertain future events outside the Group's control, or when there is an obligation arising from past events which is not recognised as a liability or provision because it is not probable that an outflow of resources will be required to settle the obligation or the amount cannot be measured with sufficient reliability.

Amounts in kEUR	Group		Parent Company	
	30/06/2022	30/06/2021	30/06/2022	30/06/2021
<b>Net assets/Shares in subsidiaries pledged as collateral for bonds</b>	<b>49 148</b>	<b>49 689</b>	<b>31 581</b>	<b>31 581</b>

To provide collateral for borrowing related to the acquisition of the subsidiary HLM Malta Limited, the Parent Company has pledged shares in specific subsidiaries. For the Parent Company, the value of the pledged shares comprises the cost, while for the Group the value comprises total net assets, which would disappear from the Group if the subsidiary shares were foreclosed.

## 9. Non-recurring items

The table below shows extracts from the Consolidated Statement of Comprehensive Income and how it has been affected by non-recurring items.

Results for 2021 were affected by non-recurring transformative costs in connection with acquisition processes attributable to financing activities, restructuring and currency effects.

Q1 2022 was affected by the non-recurring income of EUR 467 thousand attributable to the sale of finance affiliation assets and favourable currency effects of EUR 166 thousand attributable to financing activities. Q2 2022 was affected by favourable currency effects of EUR 660 thousand attributable to financing activities.

Amounts in kEUR	01/04/2022 - 30/06/2022			01/04/2021 - 30/06/2021			01/01/2022 - 30/06/2022			01/01/2021 - 30/06/2021		
	Reported income statement	Items affecting comparability	Adjusted for items affecting comparability	Reported income statement	Items affecting comparability	Adjusted for items affecting comparability	Reported income statement	Items affecting comparability	Adjusted for items affecting comparability	Reported income statement	Items affecting comparability	Adjusted for items affecting comparability
Other external expenses	(4 761)	-	(4 761)	(3 969)	181	(3 788)	(9 390)	-	(9 390)	(7 421)	315	(7 106)
Personnel expenses	(902)	-	(902)	(1 298)	160	(1 138)	(1 850)	-	(1 850)	(2 325)	160	(2 165)
Other operating income	-	-	-	-	-	-	459	(467)	(8)	79	-	79
<b>EBITDA</b>	<b>1 802</b>	<b>-</b>	<b>1 802</b>	<b>1 159</b>	<b>341</b>	<b>1 500</b>	<b>4 050</b>	<b>(467)</b>	<b>3 583</b>	<b>2 599</b>	<b>475</b>	<b>3 074</b>
Depreciation/amortisation and impairment	(617)	-	(617)	(503)	-	(503)	(1 184)	-	(1 184)	(857)	-	(857)
<b>Operating profit (EBIT)</b>	<b>1 185</b>	<b>-</b>	<b>1 185</b>	<b>656</b>	<b>341</b>	<b>997</b>	<b>2 866</b>	<b>(467)</b>	<b>2 399</b>	<b>1 742</b>	<b>475</b>	<b>2 217</b>
Interest and similar income	3	-	3	-	-	-	8	-	8	-	-	-
Interest and similar expenses	(579)	-	(579)	(632)	-	(632)	(1 165)	-	(1 165)	(1 238)	-	(1 238)
Other financial items	701	(660)	41	(234)	218	(16)	869	(826)	43	107	(111)	(4)
<b>Net profit before tax</b>	<b>1 310</b>	<b>(660)</b>	<b>650</b>	<b>(210)</b>	<b>559</b>	<b>349</b>	<b>2 578</b>	<b>(1 293)</b>	<b>1 285</b>	<b>611</b>	<b>364</b>	<b>975</b>
<b>Net profit</b>	<b>1 248</b>	<b>(660)</b>	<b>588</b>	<b>(267)</b>	<b>559</b>	<b>292</b>	<b>2 431</b>	<b>(1 293)</b>	<b>1 138</b>	<b>480</b>	<b>364</b>	<b>844</b>

# Key figures and definitions

## Key figures, Group

	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021
<b>EBITDA margin</b>	25%	19%	29%	22%
<b>Adjusted EBITDA margin</b>	25%	24%	25%	26%
<b>Operating margin</b>	16%	11%	20%	15%
<b>Revenue Growth</b>	16%	74%	21%	74%
<b>Organic growth</b>	15%	(25%)	15%	(18%)
<b>Equity ratio</b>	58%	54%	58%	54%
<b>Return on equity</b>	3%	(1%)	5%	1%
<b>Equity per share (EUR)</b>	0.34	0.32	0.34	0.32
<b>Number of registered shares at end of period</b>	129,659,355	129,659,355	129,659,355	129,659,355
<b>Weighted average number of shares before dilution</b>	129,659,355	128,473,324	129,659,355	124,345,780
<b>Weighted average number of shares after dilution</b>	129,659,355	128,473,324	129,659,355	124,345,780
<b>Earnings per share (after dilution)</b>	0.010	(0.002)	0.019	0.004
<b>Adjusted earnings per share (after dilution)</b>	0.005	0.002	0.009	0.007
<b>Market price per share at end of period (SEK)</b>	1.97	2.81	1.97	2.81
<b>EPS growth (%)</b>	563%	(86%)	386%	(82%)

Acroud presents certain alternative performance measures (APMs) in addition to the conventional financial ratios defined by IFRS in order to achieve better understanding of the development of operations and the Group's financial status. However the APMs should not be regarded as a substitute for the key ratios required under IFRS. The reconciliation is presented in the tables in the annual report and should be read in connection with the definitions below.

<b>CPA</b>	Cost Per Acquisition - revenue from up-front payment for each individual paying player that Acroud refers to its partners (usually the iGaming operator).
<b>EBITDA margin</b>	EBITDA in relation to revenue.
<b>Equity per share</b>	Equity divided by the number of shares outstanding.
<b>Geographical distribution of revenue</b>	Revenue per geographic market is distributed based on a combination of revenue generated by operators and the original IP addresses of leads sent to operators.
<b>iGaming Affiliation Segment</b>	Financial information relating to the iGaming affiliate business, which is made up of three major verticals: Casino, Poker and Betting.
<b>SaaS Segment</b>	Financial information relating to the SaaS business line. SaaS financial information relating to periods before acquisition date is based on proforma figures.
<b>Adjusted EBITDA</b>	Reported EBITDA, adjusted for non-recurring items in the form of restructuring costs and costs attributable to the change of name to Acroud.
<b>Adjusted profit after tax</b>	Reported profit after tax, adjusted for non-recurring items in the form of restructuring costs and costs attributable to the change of name to Acroud, refinancing and excluding currency effects related to the bond loan valuation.
<b>NDC</b>	The number of new customers making their first deposit with an iGaming (poker, casino, bingo, sports betting) operator. NDCs for the financial vertical are not included.
<b>Revenue Generating Units (RGUs)</b>	The number of active entities which Acroud provides services to via the SaaS segment. In Matching Visions, RGUs represent the number of active affiliate companies forming part of Acroud's network during the reporting period. In SaaS vertical, RGUs represent the number of active clients to whom subscriptions were sold during the reporting period.
<b>Organic revenue growth</b>	Revenue from affiliate operations compared with the previous period, excluding acquisitions and divestments in accordance with IFRS 3 (last 12 months) and exchange rate movements.
<b>Earnings per share</b>	Profit/loss after tax divided by the average number of shares.
<b>Return on equity</b>	Profit/loss after tax divided by average equity.
<b>Operating margin</b>	Operating profit/loss as a percentage of sales.
<b>Equity ratio</b>	Equity as a percentage of total assets.
<b>Debt/equity ratio</b>	Interest-bearing liabilities including accrued interest related to loan financing, convertibles, lease liabilities, excluding any additional consideration, and less cash, in relation to LTM EBITDA.
<b>EPS growth</b>	Percentage increase in earnings per share (after dilution) between periods.
<b>Revenue share</b>	Revenue derived from "revenue share", which means that Acroud and the iGaming operator share the net gaming revenue that the player generates with the operator.

# Information for Shareholders

## FINANCIAL CALENDAR

### Reports

Interim report April-June 2022:

11 August 2022

Interim report July-September 2022:

10 November 2022

## CONTACT

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## CONTACT WITH INVESTORS

The CEO and CFO are responsible for providing shareholders, investors, analysts and the media with relevant information. During the year, Acroud participated in a number of capital market activities. The Company also held regular analyst meetings. Financial reports, press releases and other information are available from the publication date on Acroud website: <http://www.acroud.com/investor-relations/>. It is also possible to subscribe to press releases and reports on the website. Printed copies of the annual report are sent on request.

### CERTIFIED ADVISOR

The appointed Certified Adviser is FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se), +46 8 528 00 399.

From August (Q221 Report) report Acroud has changed reporting and company language to English.

This means that onwards press releases will only be communicated in English. Interim Reports and the correlated press releases will be issued in both English and Swedish, however the English version will supersede the Swedish version.