



MEDIACLE GROUP AB (publ)
BOKSLUTSKOMMUNIKÉ 2024

**THE COMPLETE TOOLKIT
FOR THE iGAMING ECOSYSTEM**

www.mediacle.com



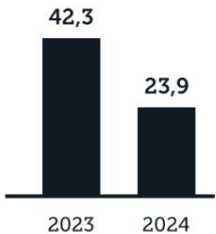
Financial overview

The Group	2024-10-01	2023-10-01	2024-01-01	2023-01-01
(SEK million)	2024-12-31	2023-12-31	2024-12-31	2023-12-31
Net sales	17,4	19,0	69,1	76,4
EBITDA	5,2	11,5	23,9	42,3
EBIT	3,6	4,6	13,8	15,9
Result after financial items	3,9	4,5	13,9	15,2
Balance sheet total	134,2	120,8	134,2	120,8
Solidity	88,0%	82,0%	88,0%	82,0%
EBITDA result per share (SEK)	0,42	0,91	1,90	3,36
EBIT result per share (SEK)	0,29	0,37	1,10	1,26
Earnings per share (SEK)	0,19	0,15	0,62	0,41
Number of shares (pcs)	12 610 594	12 610 594	12 610 594	12 610 594

The company has as of 2024-12-31: 12,610,594 shares
The average number of shares during the quarter amounted to 12,610,594 (12,610,594) shares.

Parent company	2024-10-01	2023-10-01	2024-01-01	2023-01-01
(SEK million)	2024-12-31	2023-12-31	2024-12-31	2023-12-31
Net sales	1,0	1,1	3,9	4,2
EBITDA	0,4	0,6	1,3	1,8
EBIT	0,4	0,5	1,3	1,8
Result after financial items	2,4	1,5	6,5	7,1
Balance sheet total	126,6	125,1	126,6	125,1
Solidity	92,8%	88,7%	92,8%	88,7%
EBITDA result per share (SEK)	0,03	0,05	0,11	0,14
EBIT result per share (SEK)	0,03	0,05	0,11	0,14
Earnings per share (SEK)	0,19	0,16	0,51	0,56

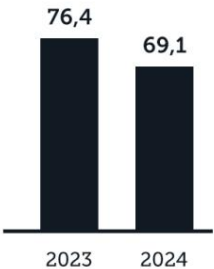
EBITDA per 2023-2024 (msek)



Tillväxt
2023 – 2024

EBITDA
23,9 msek

Intäkter per 2023-2024 (msek)



Tillväxt
2023 – 2024

Intäkter
69,1 msek

CEO comment

Dear shareholders

We are pleased to present our financial results for the 2024 fiscal year.

The past year has been dynamic and characterized by a complex global macroeconomic environment and a changing competitive landscape. Although sales have decreased slightly compared to 2023, our focus on strategic improvements and operational efficiency remains unchanged. This is what drives sustainable growth.

Our total revenue for 2024 was SEK 69.1 million (SEK 76.4 million), which is a slight decrease compared to the previous year. This has also affected our EBITDA, which was SEK 23.9 million (SEK 42.3 million). These figures highlight areas for continued development while reinforcing our commitment to resilience, efficiency and innovation.

Well aware of the importance of adaptability in this of environment, we have intensified work on cost optimization, more efficient processes and stronger customer relationships. In addition

Our focus on innovation and portfolio development will enable us to adapt even better to the changing needs of the market.

Although sales have been negatively impacted, our long-term vision remains strong. By further focusing on our core business, improving our operational efficiency and deepening our customer relationships, we are creating a solid foundation for future growth.

As we look ahead to 2025, with the opportunities that exist, we continue to have a clear focus on sustainable growth and value creation.

We appreciate your trust and support as we face the future with determination and optimism.

Santosh Jain
Managing Director

This is Mediacle Group

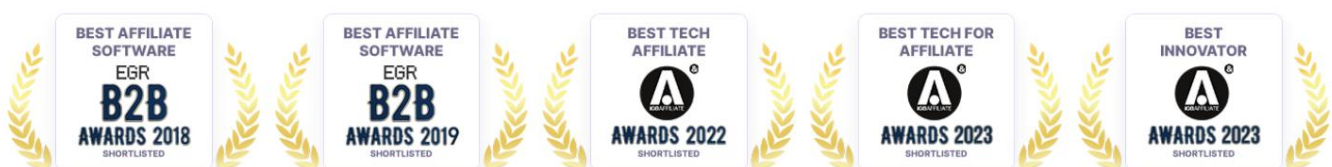
Mediacle Group's business concept is to offer a broad spectrum of digital services and IT solutions to a global clientele, primarily within the iGaming and lead generation sectors and through its own B2C portals within iGaming.

Mediacle offers a complete digital media concept aimed at IT companies in the iGaming industry worldwide. The company has six business areas:

- Game Development - Software - Design & Development Digital
- Marketing - Lead
- Generation - B2C Brands

The company's strong team offers everything needed within the iGaming ecosystem in one place; everything from branding, design and development to lead generation, digital marketing and CRM.

Mediacle is a niche digital media and IT solutions company working with some of the most successful clients in the iGaming industry. The Company's growing list of global clients is a testament to the Company's exceptional quality services and flexible approach. Each of the Company's clients receives tailor-made solutions – tailored to suit their specific requirements in the most cost-effective manner.



Events in Q4 2024

- No significant events have occurred during the period.

Events after Q4 2024

- No significant events have occurred after the end of the period.

Sales and results

Net sales for the period 2024-10-01 - 2024-12-31 amounted to SEK 17.4 million (SEK 19.0 million). EBITDA result for Q4 2024 amounted to SEK 5.2 million (SEK 11.5 SEK million). EBITDA per share during the period 2024-10-01 - 2024-12-31 amounted to SEK 0.42 (0.91 SEK).

Net sales for 2024 amounted to SEK 69.1 million (SEK 76.4 million). EBITDA profit for 2024 amounted to SEK 23.9 million (SEK 42.3 million). EBITDA profit per share during the period 2024 amounted to SEK 1.90 (3.36 SEK).

Depreciation

The result for the period 2024-10-01 - 2024-12-31 has charged with amortization of goodwill of SEK -1.6 million (SEK -6.6 million).

The company's reported group goodwill arose from the parent company's acquisition of Mediacle Ltd in March 2019 and from Mediacle Ltd's acquisition of Mediacle

Technologies LLP in January 2020. Amortization is made on a straight-line basis over a period of 5 years. Goodwill corresponds to the total purchase price (incl. additional purchase price) less the assets of the acquired company.

(CHECK)	Goodwill	Accumulated depreciation	Book value 2024-12-31
Mediacle Limited	96 178	-96 178	0
Mediacle Tech LLP	31 832	-31 832	0
Total	128 010	-128 010	0

Equity

As of December 31, 2024, Mediacle's equity amounted to SEK 118.1 million (SEK 99.0 million).

Employees

As of December 31, 2024, Mediacle had 41 employees.

Exchange rate

The Swedish krona has weakened significantly against several other currencies over the past year, leading to high exchange rate gains. Exchange rates for the most important currencies for Mediacle are reported below.

(SEK)		
Currency	2024-12-31	2023-12-31
1 GBP	13,8475	12,7680
100 INR	12,8670	12,0700

Dividend

The board of directors proposes that no dividend be paid for the 2024 financial year.

Shares

The company's shares are available for trading at NGM Nordic SME under the short name MEGR and ISIN code SE0007705074. The share capital of Mediacle Group AB amounts to SEK 6,305,297 divided into 12,610,594 shares as of 31 December 2024. The previous year, the share capital amounted to SEK 6,305,297 distributed over 12,610,594 shares as of 31 December 2024.

Accounting and valuation principles

Accounting method K3 principle: The consolidated financial statements prepared according to the acquisition method. have been
This means that the assets and liabilities of acquired subsidiaries have been recorded at the market value that served as the basis for determining the purchase price for the shares. The difference between the purchase price and the acquired company's equity is reported as goodwill. The Group's equity includes the parent company's equity and the portion of the subsidiaries' equity that arose after these companies were acquired.

Fixed assets: Fixed assets are valued at cost less accumulated depreciation and any impairment losses.

Intangible and fixed assets material are reported at cost less accumulated amortization and any impairment losses. Straight-line depreciation is made on the depreciable amount (cost less estimated residual value) over the useful life of the assets as follows: Equipment, tools, installations and goodwill 5 years.

Upcoming reporting opportunities

Interim report one 2025 May 30, 2025

Annual General Meeting 2024 June 30, 2025

Interim report two 2025 August 29, 2025

Interim report three 2025 November 28, 2025

Year-end report 2025 February 27, 2026

This report has not been reviewed by the Company's auditor.

Stockholm, February 28, 2025

The Board of Directors of Mediacle Group AB (publ)

Santosh Jain, VD

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Risks

There are several risks that may affect Mediacle Group AB's (the "Company") operations and results.

The company prevents most of the internal risks by strengthening the Group's internal procedures, but there are external factors that the Group cannot influence.

Investors should exercise caution when investing and should always obtain a comprehensive view of the Company before making an investment in the Company. Due to rounding, figures presented in this interim report may not in some cases add up to the total and percentages may differ from the exact percentages.

This information is such information that Mediacle

Group AB is obliged to disclose under the EU Market Abuse Regulation.

The information

was submitted, through the agency of the above contact person, for publication on February 28, 2025.



Consolidated income statement

(CHECK)	2024-10-01	2023-10-01	2024-01-01	2023-01-01
	2024-12-31	2023-12-31	2024-12-31	2023-12-31
Income				
Net sales Other	17 366	19 020	69 099	76 419
operating income	104	1 333	193	189
Total revenue	17 470	20 353	69 292	76 608
Operating costs				
Other external costs	-11 818	-8 178	-43 842	-30 756
Personnel costs	-403	-656	-1 527	-3 317
Depreciation of equipment	-36	-309	-95	-105
Amortization of goodwill Other	-1 592	-6 589	-9 998	-26 355
operating expenses	0	0	0	-215
Total costs	-13 849	-15 732	-55 462	-60 748
Operating profit	3 621	4 621	13 830	15 860
Results from financial investments				
Results from participations in group company	0	-51	0	-51
Interest income	408	108	664	189
Interest expenses	-122	-172	-554	-826
Result after financial items Tax	3 907	4 506	13 940	15 172
	-1 452	-2 668	-6 130	-9 944
Result for the period	2 455	1 838	7 810	5 228

Consolidated balance sheet

(CHECK)	2024-12-31	2023-12-31
ASSETS		
Fixed assets		
Intangible fixed assets		
Goodwill	0	9 998
Other intellectual property rights	5 362	3 521
	5 362	13 519
Tangible fixed assets		
Equipment, tools and installations	359	422
	359	422
Total fixed assets	5 721	13 941
Current assets		
Current receivables		
Accounts receivable	1 044	912
Current tax receivables Other	194	119
receivables	951	677
Prepaid expenses and accrued income	4 668	5 556
Total current receivables	6 857	7 264
Short-term investments	32 462	0
Cash register and bank	89 186	99 594
Total current assets	128 505	106 858
Total assets	134 226	120 799
EQUITY AND LIABILITIES		
Equity		
Share capital	6 305	6 305
Other contributed capital	102 437	102 437
Other items including profit for the period	9 377	-9 671
Total equity	118 119	99 071
Current liabilities		
Accounts payable	4 089	504
Current tax liabilities	1 438	4 864
Other liabilities	8 729	13 679
Accrued expenses and prepaid income	1 851	2 681
Total liabilities	16 107	21 728
Total equity and liabilities	134 226	120 799

Statement of changes in consolidated equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDING PERIOD RESULT	TOTALLY
Q4 2023				
OPENING BALANCE 2023-10-01	6 305	102 437	-7 568	101 174
Translation differences and changes in group composition Profit for the period	0	0	-3 942	-3 942
	0	0	1 838	1 838
CLOSING BALANCE 2023-12-31	6 305	102 437	-9 672	99 070
Full year 2023				
OPENING BALANCE 2023-01-01	6 305	102 437	-15 886	92 856
Translation differences and changes in group composition Profit for the period	0	0	985	985
CLOSING	0	0	5 229	5 229
BALANCE 2023-12-31	6 305	102 437	-9 672	99 070
Q4 2024				
OPENING BALANCE SHEET 2024-10-01	6 305	102 437	1 187	109 929
Translation differences and changes in group composition Profit for the period	0	0	5 735	5 735
	0	0	2 455	2 455
CLOSING BALANCE 2024-12-31	6 305	102 437	9 377	118 119
Full year 2024				
OPENING BALANCE SHEET 2024-01-01	6 305	102 437	-9 672	99 070
Translation differences and changes in group composition Profit for the period	0	0	11 239	11 239
	0	0	7 810	7 810
CLOSING BALANCE 2024-12-31	6 305	102 437	9 377	118 119

Consolidated cash flow statement

(CHECK)	2024-10-01	2023-10-01	2024-01-01	2023-01-01
	2024-12-31	2023-12-31	2024-12-31	2023-12-31
ONGOING OPERATIONS				
Result after financial items	3 907	3 372	13 940	15 173
Adjustment for items not included in cash flow				
Depreciation and impairment	1 627	6 897	10 093	26 562
Exchange rate differences on liquid assets	3 303	-4 001	9 230	1 134
	4 930	2 896	19 323	27 696
Income tax paid	-2 387	-2 522	-9 561	-6 896
Cash flow from operating activities before changes in working capital	6 450	3 746	23 702	35 973
Changes in working capital				
Change in operating receivables	2 496	-743	533	572
Change in operating liabilities	-670	-1 676	-2 181	-7 024
Cash flow from operating activities	8 276	1 327	22 054	29 521
Investment activities				
Investments in intangible assets	0	0	0	-1 853
Investments in tangible fixed assets	0	-5	0	-27
Cash flow from investing activities	0	-5	0	- 1 880
Cash flow for the period	8 276	1 322	22 054	27 641
Cash and cash equivalents at the beginning of the period	113 372	98 272	99 594	71 953
Cash and cash equivalents at the end of the period	121 648	99 594	121 648	99 594

Parent company income statement

(CHECK)	2024-10-01 2024-12-31	2023-10-01 2023-12-31	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Income				
Net sales Other	1 011	1 050	3 880	4 233
operating income	49	0	90	0
Total revenue	1 060	1 050	3 970	4 233
Operating costs				
Other external costs	-606	-409	-2 517	-2 331
Personnel costs	-68	-68	-128	-128
Total costs	-674	-477	-2 645	-2 459
Operating profit	386	573	1 325	1 774
Results from participations in group companies	2 126	1 675	5 692	6 171
Interest income and similar income items Interest	8	0	8	0
expenses and similar income items Results after fin.	-123	-172	-554	-827
items	2 397	2 076	6 471	7 118
Tax	0	0	0	0
Result for the period	2 397	2 076	6 471	7 118

Parent company balance sheet

(CHECK)	2024-12-31	2023-12-31
ASSETS		
Fixed assets		
Financial fixed assets		
Shares in subsidiaries	123 892	123 892
Total fixed assets	123 892	123 892
Current assets		
Current receivables		
Receivables from group	1 936	975
companies Other receivables	26	25
Total current receivables	1 962	1 000
Cash register and bank	707	187
Total current assets	2 669	1 187
Total assets	126 561	125 079
EQUITY AND LIABILITIES		
Equity		
Share capital	6 305	6 305
Other contributed capital	102 437	102 437
Other items including profit for the period	8 735	2 264
Total equity	117 477	111 006
Current liabilities		
Accounts payable	0	1
Other liabilities	8 671	13 671
Accrued expenses and prepaid income	413	401
Total liabilities	9 084	14 073
Total equity and liabilities	126 561	125 079

Statement of changes in the parent company's equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDE PERIOD RESULT	TOTALLY
Q4 2023				
OPENING BALANCE 2023-10-01	6 305	102 437	188	108 930
Result for the period	0	0	2 076	2 076
CLOSING BALANCE 2023-12-31	6 305	102 437	2 264	111 006
Full year 2023				
OPENING BALANCE 2023-01-01	6 305	102 437	-4 854	103 888
Result for the period	0	0	7 118	7 118
CLOSING BALANCE 2023-12-31	6 305	102 437	2 264	111 006
Q4 2024				
OPENING BALANCE 2024-10-01	6 305	102 437	6 339	115 081
Result for the period	0	0	2 396	2 396
CLOSING BALANCE 2024-12-31	6 305	102 437	8 735	117 477
Full year 2024				
OPENING BALANCE 2024-01-01	6 305	102 437	2 264	111 006
Result for the period	0	0	6 471	6 471
CLOSING BALANCE 2024-12-31	6 305	102 437	8 735	117 477

Parent company cash flow statement

(CHECK)	2024-10-01 2024-12-31	2023-10-01 2023-12-31	2024-01-01 2024-12-31	2023-01-01 2023-12-31
ONGOING OPERATIONS				
Result after financial items	2 396	2 076	6 471	7 118
Cash flow from operating activities before changes in working capital	2 396	2 076	6 471	7 118
Adjustment for items not included in cash flow				
Impairment of group companies	0	51	0	51
Cash flow from operating activities before changes in working capital	2 396	2 127	6 471	7 169
Changes in working capital				
Change in operating receivables	-1 000	-375	-962	-366
Change in operating liabilities	-2 131	-1 652	-4 989	-6 697
Cash flow from operating activities	-735	100	520	106
Cash flow for the period	-735	100	520	106
Cash and cash equivalents at the beginning of the period	1 442	87	187	81
Cash and cash equivalents at the end of the period	707	187	707	187



Marketplace

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