



MEDIACLE GROUP AB (publ)
DELÅRSRAPPORT TVÅ 2025

**THE COMPLETE TOOLKIT
FOR THE iGAMING ECOSYSTEM**



Financial overview

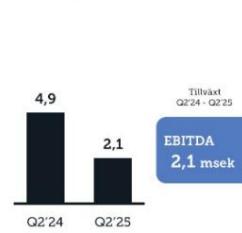
The Group (SEK million)	2025-04-01	2024-04-01	2025-01-01	2024-01-01	2024-01-01
	2025-06-30	2024-06-30	2025-06-30	2024-06-30	2024-12-31
Net sales	10,9	16,0	24,2	32,1	69,1
EBITDA	2,1	4,9	6,1	12,0	23,9
EBIT	2,1	3,3	6,1	5,2	13,8
Result after financial items	2,2	3,2	6,1	5,1	13,9
Result for the period	1,6	2,0	4,5	2,0	7,8
Balance sheet total	122,1	125,8	122,1	125,8	134,2
Solidity	93,3%	84,5%	93,3%	84,5%	87,9%
EBITDA result per share (SEK)	0,17	0,39	0,49	0,95	1,90
EBIT result per share (SEK)	0,17	0,26	0,48	0,41	1,09
Earnings per share (SEK)	0,13	0,16	0,36	0,16	0,62
Number of shares (pcs)	12 610 594	12 610 594	12 610 594	12 610 594	12 610 594

The company has as of 2025-06-30: 12,610,594 shares

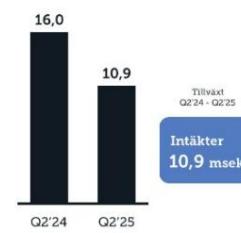
Average number of shares during quarter one amounted to 12,610,594 (12,610,594) shares

Parent company (SEK million)	2025-04-01	2024-04-01	2025-01-01	2024-01-01	2024-01-01
	2025-06-30	2024-06-30	2025-06-30	2024-06-30	2024-12-31
Net sales	0,9	1,0	1,7	1,9	3,9
EBITDA	0,2	0,4	0,4	0,6	1,3
EBIT	0,2	0,4	0,4	0,6	1,3
Result after financial items	1,5	1,7	3,0	3,2	6,5
Balance sheet total	125,6	125,9	125,6	125,9	126,6
Solidity	96,0%	90,7%	96,0%	90,7%	92,8%
EBITDA result per share (SEK)	0,02	0,03	0,03	0,05	0,11
EBIT result per share (SEK)	0,02	0,03	0,03	0,05	0,11
Earnings per share (SEK)	0,12	0,13	0,24	0,25	0,51

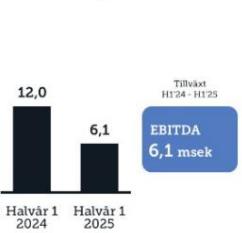
EBITDA per Q2'24 - Q2'25 (msek)



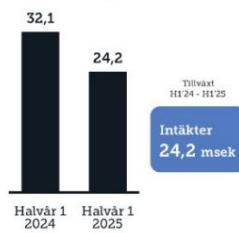
Intäkter per Q2'24 - Q2'25 (msek)



EBITDA per halvår (msek)



Intäkter per halvår (msek)



CEO comment

Dear shareholders

I am pleased to present our financial report for the second quarter of 2025.

The second quarter of 2025 has been challenging and characterized by global economic volatility and instability in several key markets. Sales for the quarter amounted to SEK 10.9 million (SEK 16.0 million), while profit after tax amounted to SEK 1.6 million (2.0). For the first half of 2025, sales amounted to SEK 24.2 million (32.1) and profit after tax to SEK 4.5 (2.0) million, which gives earnings per share of SEK 0.36 (0.16). These figures reflects tougher competition, reduced demand and geopolitical conflicts.

Despite this, we have taken proactive measures to strengthen the business and ensure long-term resilience. We continue to invest in product development, where our MAP system has been further developed with customer feedback as an important part of the process. These improvements have been well received and strengthen our position as a leading technology provider in the iGaming sector.

Operationally, we are driving efficiencies and improving cash management within the group. Our subsidiaries is working more focused on investing excess liquidity in interest-bearing assets, which further strengthens financial stability. At the same time, we are broadening our customer base, expanding our partner network and identifying growth opportunities both organically and through selective acquisitions.

Going forward, our focus is clear: to increase efficiency, deepen our customer relationships and invest in innovative solutions to create long-term shareholder value. With a committed team and strong partnerships, we are well equipped to meet both challenges and seize future opportunities.

In conclusion, I would like to extend a warm thank you to our employees, customers and shareholders for your continued support, trust and support.

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.



The screenshot displays the Mediacle Group software interface, specifically the MAP (Media Analytics Platform) module. The left sidebar shows a navigation menu with options like Dashboard, MENU, Affiliates, Brands, Media, Commission, Payments, Reports, Communication, Invoice, and Settings. The main dashboard area features several key performance indicators (KPIs):

- Website Analytics:** Shows Registrations (92K), FTDs (61K), and Conversion Rate (72.6%). A bar chart tracks monthly registrations from January to September.
- Registrations:** Displays 56.3k total registrations with a growth rate of 12.8%.
- Activity:** Shows Deposit (€18,125) and Net Revenue (€8,963).
- Impressions:** Shows 170 Impressions.
- Clicks:** Shows 53,659 Clicks.
- Revenue:** Shows \$32,690.

Below the interface, five award certificates are displayed, each featuring a laurel wreath and the text "SHORTLISTED":

- BEST AFFILIATE SOFTWARE EGR B2B AWARDS 2018**
- BEST AFFILIATE SOFTWARE EGR B2B AWARDS 2019**
- BEST TECH AFFILIATE A AWARDS 2022**
- BEST TECH FOR AFFILIATE A AWARDS 2023**
- BEST INNOVATOR A AWARDS 2023**

Events in Q2 2025

- Mediacle holds its annual general meeting on June 27

Events after Q2 2025

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

Sales and results

Net sales for the period 2025-04-01 - 2025-06-

30 amounted to SEK 10.9 million (SEK 16.0 million). EBITDA

The result for Q2 2025 amounted to SEK 2.1 million (4.9

SEK million). EBITDA per share during the period

2025-04-01 - 2025-06-30 amounted to 0.17 SEK (0.39

SEK).

Net sales for the first half of the year

2025 amounted to SEK 24.2 million (SEK 32.1 million). EBITDA

The result for the first half of 2025 was 6.1

MSEK (12.0 MSEK). EBITDA per share

during the period 2025-01-01 - 2025-06-30 amounted to

0.49 SEK (0.95 SEK).

Depreciation

The result for the period 2025-04-01 - 2025-06-30

has been charged with amortization of goodwill of 0

MSEK (-1,6 MSEK).

The company's reported group goodwill has arisen upon the parent company's acquisition of Mediacle Ltd in March 2019 and upon Mediacle Ltd's acquisition of Mediacle

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

(CHECK)	Goodwill	Cumulative depreciation	Book value 2025-06-30
Mediacle Limited	96 178	-96 178	0
Mediacle Tech LLP	31 832	-31 832	0
Total	128 010	-128 010	0

Equity

As of June 30, 2025, Mediacle's equity amounted to 113,9 MSEK (106,3 MSEK).

Employees

As of June 30, 2025, Mediacle had 36 employees.

Exchange rate

The Swedish krona has strengthened over the past year against several other currencies. As the Group's assets essentially in GBP and INR, this has led to negative translation differences and is the explanation for that the Group's equity has decreased despite a positive result.

	(SEK)		
	Currency 2025-06-30	2024-06-30	2024-12-31
1 GBP	13,0292	13,4212	13,8475
100 INR	11,0840	12,7280	12,8670

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 6,305,297 SEK divided into 12,610,594 shares as of 30 June 2025. The previous year amounted to share capital to 6,305,297 SEK divided into 12,610 594 shares as of 2024-06-30.

Accounting and valuation principles

Accounting method principle: K3

The consolidated financial statements have been prepared in accordance with the acquisition method. This means that acquired subsidiary's assets and liabilities have been included in the market value that served as the basis for determining purchase price for the shares. The difference between the purchase price and the acquired company's equity is reported as goodwill. Group equity includes the parent company's equity and the part of subsidiaries' equity capital that arose after these companies have been acquired.

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

Upcoming reporting opportunities

Interim report three 2025 28 november 2025

Year-end report 2025 February 27, 2026

Interim report one 2026 May 29, 2026

Annual General Meeting June 30, 2026

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

Stockholm, August 29, 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 information that Mediacle Group AB is obliged to publish under the EU Market Abuse Regulation.

The information was submitted, through the agency of the above contact person, for publication on August 29, 2025.



Consolidated income statement

(CHECK)	2025-04-01	2024-04-01	2025-01-01	2024-01-01	2024-01-01
	2025-06-30	2024-06-30	2025-06-30	2024-06-30	2024-12-31
Income					
Net sales Other	10 936	15 975	24 192	32 106	69 099
operating income	95	2	186	47	268
Total revenue	11 031	15 977	24 378	32 153	69 367
Operating costs					
Other external costs	-8 560	-10 668	-17 398	-19 332	-43 727
Personnel costs	-339	-363	-659	-794	-1 637
Depreciation of equipment	-16	-18	-92	-42	-95
Amortization of goodwill Other	0	-1 592	0	-6 815	-9 998
operating expenses	0	0	-176	0	-111
Total costs	-8 915	-12 641	-18 325	-26 983	-55 568
Operating profit	2 116	3 336	6 053	5 170	13 798
Results from financial investments					
Interest income	180	38	267	200	659
Interest expenses	-75	-142	-171	-297	-554
Result after financial items Tax	2 221	3 232	6 149	5 073	13 904
	-583	-1 199	-1 618	-3 027	-6 144
Result for the period	1 638	2 033	4 531	2 046	7 760

Consolidated balance sheet

(CHECK)	2025-06-30	2024-06-30	2024-12-31
ASSETS			
Fixed assets			
Intangible fixed assets			
Goodwill	0	3 183	0
Other intellectual property rights	4 737	3 100	5 357
	4 737	6 283	5 357
 Tangible fixed assets			
Equipment, tools and installations	367	370	364
Total fixed assets	5 104	6 653	5 721
 Current assets			
Current receivables			
Accounts receivable	1 388	1 389	1 044
Current tax receivables	11	0	193
Other receivables	17 563	1 069	896
Prepaid expenses and accrued income	3 659	4 123	4 693
Total current receivables	22 621	6 581	6 825
 Short-term investments	30 544	0	32 462
Cash register and bank	63 805	112 542	89 242
Total current assets	116 970	119 123	128 529
 Total assets	122 074	125 776	134 250
EQUITY AND LIABILITIES			
Equity			
Share capital	6 305	6 305	6 305
Other contributed capital	102 437	102 437	102 437
Other items including profit for the period	5 129	-2 425	9 329
Total equity	113 871	106 317	118 071
 Current liabilities			
Accounts payable	1 710	1 555	4 143
Current tax liabilities	591	2 623	1 431
Other liabilities	4 896	11 267	8 679
Accrued expenses and prepaid income	1 006	4 014	1 926
Total liabilities	8 203	19 459	16 179
 Total equity and liabilities	122 074	125 776	134 250

Statement of changes in consolidated equity

(CHECK)	SHARE-CAPITAL	OTHER CAPITAL ADVANCED	OTHER EQUITY INCLUDING PERIOD RESULT	TOTALLY
Full year 2024				
OPENING BALANCE 2024-01-01	6 305	102 437	-9 672	99 070
Translation differences and changes in Group composition Profit for the period CLOSING				
	0	0	11 240	11 240
	0	0	7 760	7 760
BALANCE SHEET 2024-12-31	6 305	102 437	9 328	118 070
First half of 2024				
OPENING BALANCE 2024-01-01	6 305	102 437	-9 672	99 070
Translation differences and changes in Group composition Profit for the period				
	0	0	5 202	5 202
	0	0	2 045	2 045
CLOSING BALANCE 2024-06-30	6 305	102 437	-2 425	106 317
First half of 2025				
OPENING BALANCE 2025-01-01	6 305	102 437	9 328	118 070
Translation differences and changes in Group composition Profit for the period CLOSING				
	0	0	-8 730	-8 730
	0	0	4 531	4 531
BALANCE SHEET 2025-06-30	6 305	102 437	5 129	113 871

Consolidated cash flow statement

(CHECK)	2025-04-01	2024-04-01	2025-01-01	2024-01-01	2024-01-01
	2025-06-30	2024-06-30	2025-06-30	2024-06-30	2024-12-31
ONGOING OPERATIONS					
Result after financial items	2 220	3 232	6 149	5 073	13 904
Adjustment for items not included in cash flow					
Depreciation and impairment	16	1 609	92	6 906	10 093
Exchange rate differences on liquid assets	-785	-96	-6 132	5 581	8 730
	-769	1 513	-6 040	12 487	18 823
Income tax paid	-210	-2 859	-2 277	-5 149	-9 579
Cash flow from operating activities before changes in working capital	1 241	1 886	-2 168	12 411	23 148
Changes in working capital					
Change in operating receivables	-17 295	-1 135	-15 978	564	512
Change in operating liabilities	-3 998	-154	-7 135	-28	-2 116
Cash flow from operating activities	-20 052	597	-25 281	12 948	21 544
Investment activities					
Investments in intangible assets	0	0	0	0	-1 780
Investments in tangible fixed assets	-15	0	-156	0	-21
Sale of intangible assets	0	0	0	0	2 335
Sale of tangible fixed assets Increase/decrease in short-term investments	0	0	0	0	32
Cash flow from investing activities	-15	0	-156	0	-31 896
Cash flow for the period	-20 067	597	-25 437	12 948	-10 352
Cash and cash equivalents at the beginning of the period	83 872	111 945	89 242	99 594	99 594
Cash and cash equivalents at the end of the period	63 805	112 542	63 805 112 542		89 242

Parent company income statement

(CHECK)	2025-04-01	2024-04-01	2025-01-01	2024-01-01	2024-01-01
	2025-06-30	2024-06-30	2025-06-30	2024-06-30	2024-12-31
Income					
Net sales Other	892	1 019	1 690	1 943	3 880
operating income	0	0	0	0	90
Total revenue	892	1 019	1 690	1 943	3 970
Operating costs					
Other external costs	-608	-669	-1 178	-1 273	-2 517
Personnel costs Other	-60	0	-60	-60	-128
operating expenses	0	0	-24	0	0
Total costs	-668	-669	-1 262	-1 333	-2 645
Operating profit	224	350	428	610	1 325
Results from participations in group companies	1 311	1 464	2 756	2 865	5 692
Interest income and similar income items	0	0	0	0	8
Interest expenses	-75	-142	-171	-297	-554
Result after financial items Tax	1 460	1 672	3 013	3 178	6 471
	0	0	0	0	0
Result for the period	1 460	1 672	3 013	3 178	6 471

Parent company balance sheet

(CHECK)

2025-06-30 2024-06-30 2024-12-31

ASSETS

Fixed assets

Financial fixed assets

<u>Shares in subsidiaries</u>	123 892	123 892	123 892
Total fixed assets	123 892	123 892	123 892

Current assets

Current receivables

<u>Receivables from group companies</u>	913	1 808	1 936
<u>Other receivables</u>	36	46	26
Total current receivables	949	1 854	1 962

Cash register and bank

Total current assets	1 669	1 966	2 669
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Total assets

125 561 125 858 126 561

EQUITY AND LIABILITIES

Equity

<u>Share capital</u>	6 305	6 305	6 305
<u>Other contributed capital</u>	102 437	102 437	102 437
<u>Other items including profit for the period</u>	11 748	5 442	8 735
Total equity	120 490	114 184	117 477

Current liabilities

Accounts payable

	0	74	0
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Other liabilities

<u>Accrued expenses and prepaid income</u>	4 864	11 182	8 671
Total liabilities	207	418	413

Total liabilities	5 071	11 674	9 084
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Total equity and liabilities

125 561 125 858 126 561

Statement of changes in the parent company's equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDE PERIOD RESULT	TOTALLY
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
First half of 2024				
OPENING BALANCE 2024-01-01	6 305	102 437	2 264	111 006
Result for the period	0	0	2 424	2 424
CLOSING BALANCE 2024-06-30	6 305	102 437	4 688	113 430
First half of 2025				
OPENING BALANCE 2025-01-01	6 305	102 437	8 735	117 477
Result for the period	0	0	3 013	3 013
CLOSING BALANCE 2025-06-30	6 305	102 437	11 748	120 490

Parent company cash flow statement

(CHECK)	2025-04-01	2024-04-01	2025-01-01	2024-01-01	2024-01-01
	2025-06-30	2024-06-30	2025-06-30	2024-06-30	2024-12-31
ONGOING OPERATIONS					
Result after financial items	1 460	1 672	3 013	3 178	6 471
Cash flow from operating activities before changes in working capital	1 460	1 672	3 013	3 178	6 471
Changes in working capital					
Change in operating receivables	1 522	-628	1 014	-854	-962
Change in operating liabilities	-2 826	-1 135	-4 014	-2 399	-4 989
Cash flow from operating activities	156	-91	13	-75	520
Cash flow for the period	156	-91	13	-75	520
Cash and cash equivalents at the beginning of the period	564	203	707	187	187
Cash and cash equivalents at the end of the period	720	112	720	112	707



Marketplace

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