



MEDIACLE GROUP AB (publ)  
DELÅRSRAPPORT TRE 2023

**THE COMPLETE TOOLKIT  
FOR THE iGAMING ECOSYSTEM**



## Financial overview

The Group (SEK million)	2023-07-01 2023-09-30	2022-07-01 2022-09-30	2023-01-01 2023-09-30	2022-01-01 2022-09-30	2022-01-01 2022-12-31
Net sales	16,0	17,2	57,2	40,9	61,0
EBITDA	7,8	8,2	31,6	21,2	30,8
EBIT	1,2	1,6	11,8	1,3	4,4
Result after financial items	1,0	1,4	11,2	0,6	3,4
Balance sheet total	124,3	119,4	124,3	119,4	118,4
Solidity	81,4%	76,4%	81,4%	76,4%	78,4%
EBITDA result per share (SEK)	0,62	0,65	2,51	1,68	2,44
EBIT result per share (SEK)	0,09	0,13	0,93	0,11	0,35
Earnings per share (SEK)	-0,07	-0,02	0,89	-0,29	-0,23
Number of shares (pcs)	12 610 594	12 610 594	12 610 594	12 610 594	12 610 594

The company has as of 2023-09-30: 12,610,594 shares

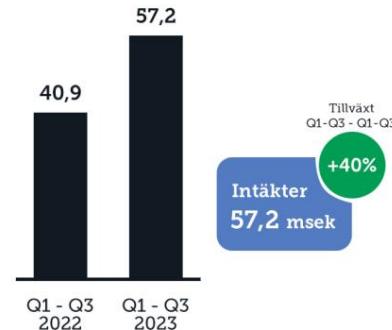
The average number of shares during the quarter amounted to 12,610,594 (12,610,594) shares.

Parent company (SEK million)	2023-07-01 2023-09-30	2022-07-01 2022-09-30	2023-01-01 2023-09-30	2022-01-01 2022-09-30	2022-01-01 2022-12-31
Net sales	1,0	1,0	3,1	3,1	4,2
EBITDA	0,4	0,4	1,2	1,2	1,7
EBIT	0,4	0,4	1,2	1,2	1,7
Result after financial items	2,6	0,2	5,0	0,4	0,7
Balance sheet total	124,7	126,0	124,7	126,0	124,7
Solidity	87,4%	82,2%	87,4%	82,2%	83,3%
EBITDA result per share (SEK)	0,03	0,03	0,10	0,09	0,13
EBIT result per share (SEK)	0,03	0,03	0,10	0,09	0,13
Earnings per share (SEK)	0,21	0,01	0,40	0,03	0,05

EBITDA per Q1-Q3 (msek)



Intäkter per Q1-Q3 (msek)



## CEO comment

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### Dear shareholders

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#### We are very proud to report our results for the third quarter of 2023.

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Despite the challenging global macro environment, we continued to deliver strong revenue and EBITDA performance in Q3. Our focused focus on improving and streamlining has yielded positive results, as clearly reflected in the financial statements.

Operationally, we achieved sales of SEK 16.0 (17.2) million and EBITDA of SEK 7.8 (8.2) million in the third quarter of 2023. This gives an EBITDA per share of SEK 0.62 (0.65). Our balance sheet is strong and cash flow from operating activities continues to enable investments that develop our business with new innovative B2B products and services.

**Accumulated during the first 9 months of the year, we have achieved sales of SEK 57.2 (40.9) million and an EBITDA of SEK 31.6 (21.2) million with an EBITDA per share of SEK 2.51 (1.68).**

During the third quarter, we successfully won several new customers and strengthened our position as a leading provider of affiliate software and services in the

iGaming sector. New clients include WDC International, Eezy Marketing Group and Ditech Limited.

As we look ahead to Q4, we remain optimistic about the coming quarters, based on our pipeline of potential customers. Fully aware of the challenges in the global macro environment, we continue our strategic focus on core B2B business areas where we have the highest margins. We are committed to building a strong group of companies with sustainable profitability, resilient to changes in the external environment and to solidifying our position as a leading provider of B2B software and services in the iGaming sector.

We are very grateful for your continued support during the third quarter, and we look forward to the developments that the fourth quarter offers.

**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 figure shows a screenshot of the Mediacle Group software interface, specifically the MAP (Media Analytics Platform) dashboard. The dashboard includes sections for Website Analytics (Registrations: 92K, FTDs: 61K, Conversion Rate: 72.6%), Registrations (56.3k total, 12.8% growth), Activity (Deposit: €18,125, Net Revenue: €8,963), and a circular metric for Impressions (170). To the right, a smartphone displays a mobile version of the same dashboard, showing a balance of \$32,690.



**BEST AFFILIATE SOFTWARE EGR B2B AWARDS 2018**  
SHORTLISTED

**BEST AFFILIATE SOFTWARE EGR B2B AWARDS 2019**  
SHORTLISTED

**BEST TECH AFFILIATE AWARDS 2022**  
SHORTLISTED

**BEST TECH FOR AFFILIATE AWARDS 2023**  
SHORTLISTED

**BEST INNOVATOR AWARDS 2023**  
SHORTLISTED

## Events in Q3 2023

- No significant events have occurred during the period.

## Events after Q3 2023

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

## Sales and results

Net sales for the period 2023-07-01 - 2023-09-30 amounted to SEK 16.0 million (SEK 17.2 million). EBITDA result for Q3 2023 amounted to SEK 7.8 million (SEK 8.2 million). EBITDA per share during the period 2023-07-01 - 2023-09-30 amounted to SEK 0.62 (0.65 SEK).

Net sales for the first three quarters of 2023 amounted to SEK 57.2 million (SEK 40.9 million). EBITDA for the first three quarters of 2023 amounted to SEK 31.6 million (SEK 21.2 million). EBITDA per share for the period 2023-01-01 - 2023-09-30 amounted to SEK 2.51 (SEK 1.68).

## Depreciation

The result for the period 2023-07-01 - 2023-09-30 has charged with amortization of goodwill of SEK -6.6 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 2023-09-30
Mediacle Limited	96 178	-87 549	8 629
Mediacle Tech LLP	31 832	-23 874	7 958
<b>Total</b>	<b>128 010</b>	<b>-111 423</b>	<b>16 587</b>

## Equity

As of September 30, 2023, Mediacle's equity amounted to SEK 101.2 million (SEK 91.2 million).

## Employees

As of September 30, 2023, Mediacle had 66 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.

Currency	2023-09-30	2022-09-30	2022-12-31	(SEK)
1 GBP	13,2748	12,4071	12,5811	
1 EUR	11,4923	10,9177	11,1283	
100 INR	13,0484	13,6406	12,6176	

## 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 30 September 2023. The previous year the share capital amounted to SEK 6,305,297 distributed over 12,610,594 shares as of 30 September 2022.

## Accounting and valuation principles

**Accounting method principle:** The consolidated financial statements have been prepared according to the <sup>K3</sup> acquisition method.

This means that acquired

The subsidiary's assets and liabilities 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 tangible fixed assets are reported at cost less accumulated depreciation 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

Year-end report 2023 February 28, 2024

Interim report one 2024 Annual 31 maj 2024

General Meeting 2023 June 28, 2024

Interim report two 2024 August 30, 2024

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

Stockholm, November 30, 2023

The Board of Directors of Mediacle Group AB (publ)

## 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.

Santosh Jain, VD

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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 November 30, 2023.



## Consolidated income statement

(CHECK)	2023-07-01	2022-07-01	2023-01-01	2022-01-01	2022-01-01
	2023-09-30	2022-09-30	2023-09-30	2022-09-30	2022-12-31
<b>Income</b>					
Net sales Other	16 017	17 164	57 199	40 938	61 031
<b>operating income</b>	<b>36</b>	<b>110</b>	<b>133</b>	<b>205</b>	<b>14</b>
<b>Total revenue</b>	<b>16 053</b>	<b>17 274</b>	<b>57 332</b>	<b>41 143</b>	<b>61 045</b>
<b>Operating costs</b>					
Other external costs	-7 540	-8 077	-23 187	-17 242	-26 393
Personnel costs	-744	-955	-2 510	-2 716	-3 842
Depreciation of equipment	-24	-22	-78	-71	-95
Amortization of goodwill	-6 589	-6 589	-19 766	-19 766	-26 355
<b>Total costs</b>	<b>-14 897</b>	<b>-15 643</b>	<b>-45 541</b>	<b>-39 795</b>	<b>-56 685</b>
<b>Operating profit</b>	<b>1 156</b>	<b>1 631</b>	<b>11 791</b>	<b>1 348</b>	<b>4 360</b>
<b>Results from financial investments</b>					
Interest income	43	7	82	27	27
Interest expenses	-192	-252	-655	-748	-1 000
<b>Results after fin. records</b>	<b>1 007</b>	<b>1 386</b>	<b>11 218</b>	<b>627</b>	<b>3 387</b>
Tax	-1 941	-1 622	-7 260	-4 310	-6 253
<b>Result for the period</b>	<b>-934</b>	<b>-236</b>	<b>3 958</b>	<b>-3 683</b>	<b>-2 866</b>

## Consolidated balance sheet

(CHECK)	2023-09-30	2022-09-30	2022-12-31
<b>ASSETS</b>			
<b>Fixed assets</b>			
<b>Intangible fixed assets</b>			
Goodwill	16 587	42 941	36 353
Other intellectual property rights	2 525	315	1 829
	<b>19 112</b>	<b>43 256</b>	<b>38 182</b>
<b>Tangible fixed assets</b>			
Equipment, tools and installations	470	375	518
	<b>470</b>	<b>375</b>	<b>518</b>
<b>Total fixed assets</b>	<b>19 582</b>	<b>43 631</b>	<b>38 700</b>
<b>Current assets</b>			
<b>Current receivables</b>			
Accounts receivable	967	1 217	7 101
Current tax receivables Other receivables	0	0	70
	<b>1 185</b>	<b>1 638</b>	<b>605</b>
Prepaid expenses and accrued income	4 301	4 423	11
	<b>6 453</b>	<b>7 278</b>	<b>7 787</b>
Cash register and bank	98 272	68 524	71 953
<b>Total current assets</b>	<b>104 725</b>	<b>75 802</b>	<b>79 740</b>
<b>Total assets</b>	<b>124 307</b>	<b>119 433</b>	<b>118 440</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Share capital	6 305	6 305	6 305
Other contributed capital	102 437	102 437	102 437
Other items including profit for the period	-7 568	-17 535	-15 885
<b>Total equity</b>	<b>101 174</b>	<b>91 207</b>	<b>92 856</b>
<b>Current liabilities</b>			
Accounts payable	671	789	957
Current tax liabilities Other liabilities	4 608	1 740	1 697
	<b>15 287</b>	<b>20 255</b>	<b>20 578</b>
Accrued expenses and prepaid income	2 567	5 442	2 352
<b>Total liabilities</b>	<b>23 133</b>	<b>28 226</b>	<b>25 584</b>
<b>Total equity and liabilities</b>	<b>124 307</b>	<b>119 433</b>	<b>118 440</b>

## Statement of changes in consolidated equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDING PERIOD RESULT	TOTALLY
<b>Full year 2022</b>				
<b>OPENING BALANCE SHEET 2022-01-01</b>	<b>6 305</b>	<b>102 437</b>	<b>-14 845</b>	<b>93 897</b>
Translation differences and changes in group composition Profit for the period	0 0	0 0	1 825 -2 866	1 825 -2 866
<b>CLOSING BALANCE 2022-12-31</b>	<b>6 305</b>	<b>102 437</b>	<b>-15 886</b>	<b>92 856</b>
<b>Q1 - Q3 2022</b>				
<b>OPENING BALANCE 2022-01-01</b>	<b>6 305</b>	<b>102 437</b>	<b>-14 845</b>	<b>93 897</b>
Translation differences and changes in Group composition Profit for the period <b>CLOSING</b>	0 0	0 0	992 -3 682	992 -3 682
<b>BALANCE SHEET 2022-09-30</b>	<b>6 305</b>	<b>102 437</b>	<b>-17 535</b>	<b>91 207</b>
<b>Q1 – Q3 2023</b>				
<b>OPENING BALANCE SHEET 2023-01-01</b>	<b>6 305</b>	<b>102 437</b>	<b>-15 886</b>	<b>92 856</b>
Translation differences and changes in group composition Profit for the period	0 0	0 0	4 360 3 958	4 360 3 958
<b>CLOSING BALANCE 2023-09-30</b>	<b>6 305</b>	<b>102 437</b>	<b>-7 568</b>	<b>101 174</b>

## Consolidated cash flow statement

(CHECK)	2023-07-01	2022-07-01	2023-01-01	2022-01-01	2022-01-01
	2023-09-30	2022-09-30	2023-09-30	2022-09-30	2022-12-31
<b>ONGOING OPERATIONS</b>					
<b>Result after financial items</b>	1 008	1 387	11 218	627	3 387
Adjustment for items not included in cash flow					
Depreciation and impairment	6 613	6 611	19 844	19 837	26 450
Exchange rate differences on liquid assets	-3 307	-62	4 539	906	2 154
	<b>3 306</b>	<b>6 549</b>	<b>24 383</b>	<b>20 743</b>	<b>28 604</b>
<b>Income tax paid</b>	-2 532	-2 150	-4 419	-5 738	-7 794
<b>Cash flow from operating activities before changes in working capital</b>	1 782	5 786	31 182	15 632	24 197
Changes in working capital					
Change in operating receivables	2 835	-640	1 265	-3 791	- 4 230
Change in operating liabilities	-2 708	-510	-5 363	1 948	- 650
<b>Cash flow from operating activities</b>	<b>1 909</b>	<b>4 636</b>	<b>27 084</b>	<b>13 789</b>	<b>19 317</b>
<b>Investment activities</b>					
Investments in intangible assets	-569	0	-765	0	-2 127
Investments in tangible fixed assets	0	-29	0	-58	-289
Intangible assets sold	0	0	0	0	259
<b>Cash flow from investing activities</b>	<b>-569</b>	<b>-29</b>	<b>-765</b>	<b>-58</b>	<b>- 2 157</b>
<b>Cash flow for the period</b>	<b>1 340</b>	<b>4 607</b>	<b>26 319</b>	<b>13 731</b>	<b>17 160</b>
<b>Cash and cash equivalents at the beginning of the period</b>	<b>96 932</b>	<b>63 917</b>	<b>71 953</b>	<b>54 793</b>	<b>54 793</b>
<b>Cash and cash equivalents at the end of the period</b>	<b>98 272</b>	<b>68 524</b>	<b>98 272</b>	<b>68 524</b>	<b>71 953</b>

## Parent company income statement

(CHECK)	2023-07-01	2022-07-01	2023-01-01	2022-01-01	2022-01-01
	2023-09-30	2022-09-30	2023-09-30	2022-09-30	2022-12-31
<b>Income</b>					
Net sales Other	991	1 010	3 183	3 086	4 247
<b>operating income</b>	0	0	0	1	1
<b>Total revenue</b>	<b>991</b>	<b>1 010</b>	<b>3 183</b>	<b>3 087</b>	<b>4 248</b>
<b>Operating costs</b>					
Other external costs	-634	-578	-1 923	-1 867	-2 448
Personnel costs	0	0	-60	-60	-128
<b>Total costs</b>	<b>-634</b>	<b>-578</b>	<b>-1 983</b>	<b>-1 927</b>	<b>-2 576</b>
<b>Operating profit</b>	<b>357</b>	<b>432</b>	<b>1 200</b>	<b>1 160</b>	<b>1 672</b>
Results from participations in group companies	2 452	0	4 496	0	0
Interest expenses	-192	-252	-655	-748	-1 000
<b>Results after fin. records</b>	<b>2 617</b>	<b>180</b>	<b>5 041</b>	<b>412</b>	<b>672</b>
Tax	0	0	0	0	0
<b>Result for the period</b>	<b>2 617</b>	<b>180</b>	<b>5 041</b>	<b>412</b>	<b>672</b>

## Parent company balance sheet

(CHECK)	2023-09-30	2022-09-30	2022-12-31
<b>ASSETS</b>			
<b>Fixed assets</b>			
<b>Financial fixed assets</b>			
Shares in subsidiaries	123 943	123 943	123 943
<b>Total fixed assets</b>	<b>123 943</b>	<b>123 943</b>	<b>123 943</b>
<b>Current assets</b>			
<b>Current receivables</b>			
Receivables from group companies	592	1 332	606
Other receivables	33	28	28
<b>Total current receivables</b>	<b>625</b>	<b>1 360</b>	<b>634</b>
Cash register and bank	87	691	81
<b>Total current assets</b>	<b>712</b>	<b>2 051</b>	<b>715</b>
<b>Total assets</b>	<b>124 655</b>	<b>125 994</b>	<b>124 658</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Share capital	6 305	6 305	6 305
Other contributed capital	102 437	102 437	102 437
Other items including profit for the period	187	-5 114	-4 854
<b>Total equity</b>	<b>108 929</b>	<b>103 628</b>	<b>103 888</b>
<b>Current liabilities</b>			
Other liabilities	15 207	20 001	20 001
Accrued expenses and prepaid income	519	2 365	769
<b>Total liabilities</b>	<b>15 726</b>	<b>22 366</b>	<b>20 770</b>
<b>Total equity and liabilities</b>	<b>124 655</b>	<b>125 994</b>	<b>124 658</b>

## Statement of changes in the parent company's equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDE PERIOD RESULT	TOTALLY
<b>Full year 2022</b>				
<b>OPENING BALANCE 2022-01-01</b>	<b>6 305</b>	<b>102 437</b>	<b>-5 526</b>	<b>103 216</b>
Result for the period	0	0	672	672
<b>CLOSING BALANCE 2022-12-31</b>	<b>6 305</b>	<b>102 437</b>	<b>-4 854</b>	<b>103 888</b>
<b>Q1 – Q3 2022</b>				
<b>OPENING BALANCE 2022-01-01</b>	<b>6 305</b>	<b>102 437</b>	<b>-5 526</b>	<b>103 216</b>
Result for the period	0	0	412	412
<b>CLOSING BALANCE 2022-09-30</b>	<b>6 305</b>	<b>102 437</b>	<b>-5 114</b>	<b>103 628</b>
<b>Q1 – Q3 2023</b>				
<b>OPENING BALANCE 2023-01-01</b>	<b>6 305</b>	<b>102 437</b>	<b>-4 854</b>	<b>103 888</b>
Result for the period	0	0	5 041	5 041
<b>CLOSING BALANCE 2023-09-30</b>	<b>6 305</b>	<b>102 437</b>	<b>187</b>	<b>108 929</b>

## Parent company cash flow statement

(CHECK)	2023-07-01	2022-07-01	2023-01-01	2022-01-01	2022-01-01
	2023-09-30	2022-09-30	2023-09-30	2022-09-30	2022-12-31
<b>ONGOING OPERATIONS</b>					
Result after financial items	2 617	180	5 041	412	672
<b>Cash flow from operating activities before changes in working capital</b>	<b>2 617</b>	<b>180</b>	<b>5 041</b>	<b>412</b>	<b>672</b>
Changes in working capital					
Change in operating receivables	-305	1 002	9	805	1 531
Change in operating liabilities	-2 414	-723	-5 044	-850	-2 446
<b>Cash flow from operating activities</b>	<b>-102</b>	<b>459</b>	<b>6</b>	<b>367</b>	<b>-243</b>
<b>Cash flow for the period</b>	<b>-102</b>	<b>459</b>	<b>6</b>	<b>367</b>	<b>-243</b>
Cash and cash equivalents at the beginning of the period	189	232	81	324	324
Cash and cash equivalents at the end of the period	87	691	87	691	81



## Marketplace

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