



MEDIACLE GROUP AB (publ)
BOKSLUTSKOMMUNIKÉ 2023

**THE COMPLETE TOOLKIT
FOR THE iGAMING ECOSYSTEM**

www.mediacle.com



Financial overview

The Group (SEK million)	2023-10-01 2023-12-31	2022-10-01 2022-12-31	2023-01-01 2023-12-31	2022-01-01 2022-12-31
Net sales	19,0	20,1	76,2	61,0
EBITDA	11,5	9,7	43,2	30,8
EBIT	4,6	3,1	16,4	4,4
Result after financial items	4,5	2,8	15,7	3,4
Balance sheet total	120,8	118,4	120,8	118,4
Solidity	82,0%	78,4%	82,0%	78,4%
EBITDA result per share (SEK)	0,91	0,77	3,42	2,44
EBIT result per share (SEK)	0,37	0,25	1,30	0,35
Earnings per share (SEK)	0,15	0,07	0,46	-0,23
Number of shares (pcs)	12 610 594	12 610 594	12 610 594	12 610 594

The company has as of 2023-12-31: 12,610,594 shares

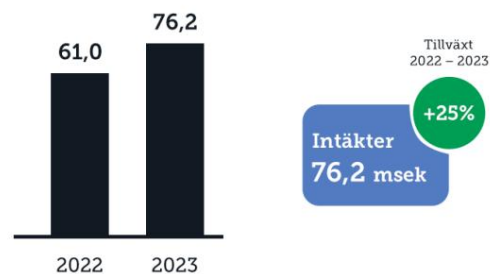
The average number of shares during the quarter amounted to 12,610,594 (12,610,594) shares.

Parent company (SEK million)	2023-10-01 2023-12-31	2022-10-01 2022-12-31	2023-01-01 2023-12-31	2022-01-01 2022-12-31
Net sales	1,1	1,2	4,2	4,2
EBITDA	0,6	0,5	1,8	1,7
EBIT	0,5	0,5	1,8	1,7
Result after financial items	1,5	0,3	7,1	0,7
Balance sheet total	125,1	124,7	125,1	124,7
Solidity	88,7%	83,3%	88,7%	83,3%
EBITDA result per share (SEK)	0,05	0,04	0,10	0,13
EBIT result per share (SEK)	0,05	0,04	0,10	0,13
Earnings per share (SEK)	0,16	0,02	0,40	0,05

EBITDA per 2022-2023 (msek)



Intäkter per 2022-2023 (msek)



CEO comment

Dear shareholders

I am proud to present our financial report for the fourth quarter of 2023 and for the full fiscal year 2023.

Despite the significant challenges in terms of gaming industry regulation and the complexity of the global macroeconomic environment, 2023 has been marked by significant progress. During the financial year, we have further strengthened our company and consolidated our various divisions.

In particular, our B2B division has achieved significant growth and attracted reputable clients such as Eezy Marketing Group, Ditech Limited, Egame Media, VIP Marketing, Enjoy Media Solutions Ltd and Win Pro Games.

I am particularly pleased to be able to report a significant increase in revenue compared to the previous year for 2023. During the fourth and final quarter of the year, revenue amounted to SEK 19.0 (20.1) million with an EBITDA result of SEK 11.5 (9.7) million.

Our sales for the full fiscal year 2023 amounted to SEK 76.2 (61.0) million, which is an increase of 25%. Furthermore, an EBITDA for the fiscal year 2023 of SEK 43.2 (30.8) million was achieved, which is an increase of 40%.

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Our team's tireless efforts have been instrumental in driving growth across all business areas. We continue to innovate, expand our customer base, and improve our efficiency through the development of new software products and the implementation of streamlined processes.

As we look ahead, while being well aware of all the challenges in the macroeconomic environment, we are confident that our products, our strong brands, our committed employees and our innovative power will strengthen our position as a leading provider of B2B software and services in the iGaming sector.

We are determined to continue working towards profitable growth, both organically and through strategic acquisitions that complement our core business and generate synergies.

We are very grateful for your tireless support. With a clear vision of the future, we will work hard for continued growth and our aim is to deliver value to our shareholders.

Santosh Jain
Managing Director

This is Mediacle Group

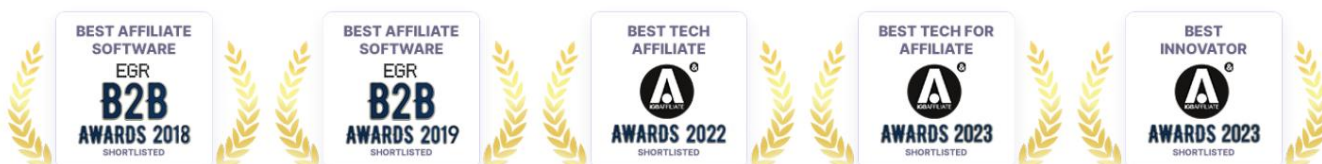
Mediacle Group's business concept is to offer a broad spectrum of digital services and IT solutions to a global clientele, primarily within the iGaming and lead generation sectors and through its own B2C portals within iGaming.

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 2023

- No significant events have occurred during the period.

Events after Q4 2023

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

Sales and results

Net sales for the period 2023-10-01 - 2023-12-31 amounted to SEK 19.0 million (SEK 20.1 million). EBITDA result for Q4 2023 amounted to SEK 11.5 million (SEK 9.7 SEK million). EBITDA per share during the period 2023-10-01 - 2023-12-31 amounted to SEK 0.91 (0.77 SEK).

Net sales for 2023 amounted to SEK 76.2 million (SEK 61.0 million). EBITDA profit for 2023 amounted to SEK 43.2 million (SEK 30.8 million). EBITDA profit per share during the period 2023 amounted to SEK 3.42 (2.44 SEK).

Depreciation

The result for the period 2023-10-01 - 2023-12-31 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 2023-12-31
Mediacle Limited	96 178	-92 546	3 632
Mediacle Tech LLP	31 832	-25 466	6 366
Total	128 010	-118 012	9 998

Equity

As of December 31, 2023, Mediacle's equity amounted to SEK 99.1 million (SEK 92.9 million).

Employees

As of December 31, 2023, Mediacle had 51 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	(SEK)	
	2023-12-31	2022-12-31
1 GBP	12,7680	12,5811
1 EUR	11,0960	11,1283
100 INR	12,0700	12,6176

Dividend

The board of directors proposes that no dividend be paid for financial year 2023.

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 2023. The previous year, the share capital amounted to SEK 6,305,297 distributed over 12,610,594 shares as of 31 December 2023.

Accounting and valuation principles

Redovisningsmetod K3

The consolidated financial statements have been prepared according to the acquisition method. 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 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

Interim report one 2024 Annual General Meeting 2023	31 maj 2024 June 28, 2024
Interim report two 2024	August 30, 2024
Interim report three 2024	29 november 2024
Year-end report 2024	February 28, 2025

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

Stockholm, February 28, 2024

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, 2024.



Consolidated income statement

(CHECK)	2023-10-01	2022-10-01	2023-01-01	2022-01-01
	2023-12-31	2022-12-31	2023-12-31	2022-12-31
Income				
Net sales Other	19 020	20 130	76 219	61 031
operating income	1 333	7	1 466	14
Total revenue	20 353	20 137	77 685	61 045
Operating costs				
Other external costs	-8 178	-9 434	-31 364	-26 393
Personnel costs	-656	-991	-3 166	-3 842
Depreciation of equipment	-309	-27	-388	-95
Amortization of goodwill	-6 589	-6 589	-26 355	-26 355
Total costs	-15 732	-17 041	-61 273	-56 685
Operating profit	4 621	3 096	16 412	4 360
Results from financial investments				
Results from participations				
in group companies	-51	0	-51	0
Interest income	108	1	190	27
Interest expenses	-172	-252	-827	-1 000
Results after fin. records	4 506	2 845	15 724	3 387
Tax	-2 668	-1 922	-9 928	-6 253
Result for the period	1 838	923	5 796	-2 866

Consolidated balance sheet

(CHECK)	2023-12-31	2022-12-31
ASSETS		
Fixed assets		
Intangible fixed assets		
Goodwill	9 998	36 353
Other intellectual property rights	3 528	1 829
	13 526	38 182
Tangible fixed assets		
Equipment, tools and installations	412	518
	412	518
Total fixed assets	13 938	38 700
Current assets		
Current receivables		
Accounts receivable	913	7 101
Current tax receivables Other	120	70
receivables	727	605
Prepaid expenses and accrued income	5 556	11
Total current receivables	7 316	7 787
Cash register and bank	99 542	71 953
Total current assets	106 858	79 740
Total assets	120 796	118 440
EQUITY AND LIABILITIES		
Equity		
Share capital	6 305	6 305
Restricted reserves	1 021	0
Other contributed capital	102 437	102 437
Other items including profit for the period	-10 691	-15 885
Total equity	99 072	92 856
Current liabilities		
Accounts payable	435	957
Current tax liabilities Other	4 874	1 697
liabilities	13 740	20 578
Accrued expenses and prepaid income	2 675	2 352
Total liabilities	21 724	25 584
Total equity and liabilities	120 796	118 440

Statement of changes in consolidated equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDING PERIOD RESULT	TOTALLY
Q4 2022				
OPENING BALANCE 2022-10-01	6 305	102 437	-17 535	91 207
Translation differences and changes in group composition	0	0	726	726
Result for the period	0	0	923	923
CLOSING BALANCE 2022-12-31	6 305	102 437	-15 886	92 856
Full year 2022				
OPENING BALANCE SHEET 2022-01-01	6 305	102 437	-14 845	93 897
Translation differences and changes in group composition	0	0	1 825	1 825
Profit for the period	0	0	-2 866	-2 866
CLOSING BALANCE 2022-12-31	6 305	102 437	-15 886	92 856
Q4 2023				
OPENING BALANCE 2023-10-01	6 305	102 437	-7 568	101 174
Translation differences and changes in group composition	0	0	-3 940	-3 940
Result for the period	0	0	1 838	1 838
CLOSING BALANCE 2023-12-31	6 305	102 437	-9 670	99 072
Full year 2023				
OPENING BALANCE SHEET 2023-01-01	6 305	102 437	-15 886	92 856
Translation differences and changes in group composition	0	0	420	420
Profit for the period	0	0	5 796	5 796
CLOSING BALANCE 2023-12-31	6 305	102 437	-9 670	99 072

Consolidated cash flow statement

(CHECK)	2023-10-01	2022-10-01	2023-01-01	2022-01-01
	2023-12-31	2022-12-31	2023-12-31	2022-12-31
ONGOING OPERATIONS				
Result after financial items	4 506	2 846	15 724	3 387
Adjustment for items not included in cash flow				
Depreciation and impairment	6 897	6 615	26 742	26 450
Write-ups	-1 186	0	-1 186	0
Exchange rate differences on liquid assets	-4 001	963	468	2 154
	1 710	7 578	26 024	28 604
Income tax paid	-2 522	-1 968	-6 871	-7 794
Cash flow from operating activities before changes in working capital	3 694	8 456	34 877	24 197
Changes in working capital				
Change in operating receivables	-743	-519	522	- 4 230
Change in operating liabilities	-1 676	-2 606	-7 040	- 650
Cash flow from operating activities	1 275	5 331	28 359	19 317
Investment activities				
Investments in intangible assets	0	-1 608	-765	-2 127
Investments in tangible fixed assets	-5	-294	-5	-289
Intangible assets sold	0	0	0	259
Cash flow from investing activities	-5	-1 902	-770	- 2 157
Cash flow for the period	1 270	3 429	27 589	17 160
Cash and cash equivalents at the beginning of the period	98 272	68 524	71 953	54 793
Cash and cash equivalents at the end of the period	99 542	71 953	99 542	71 953

Parent company income statement

(CHECK)	2023-10-01	2022-10-01	2023-01-01	2022-01-01
	2023-12-31	2022-12-31	2023-12-31	2022-12-31
Income				
Net sales Other	1 050	1 161	4 233	4 247
operating income	0	0	0	1
Total revenue	1 050	1 161	4 233	4 248
Operating costs				
Other external costs	-409	-577	-2 331	-2 448
Personnel costs	-68	-68	-128	-128
Total costs	-477	-645	-2 459	-2 576
Operating profit	573	516	1 774	1 672
Results from participations in group companies	1 675	0	6 171	0
Interest expenses	-172	-252	-827	-1 000
Results after fin. records	2 076	264	7 118	672
Tax	0	0	0	0
Result for the period	2 076	264	7 118	672

Parent company balance sheet

(CHECK)	2023-12-31	2022-12-31
ASSETS		
Fixed assets		
Financial fixed assets		
Shares in subsidiaries	123 892	123 943
Total fixed assets	123 892	123 943
Current assets		
Current receivables		
Receivables from group	975	606
companies Other receivables	25	28
Total current receivables	1 000	634
Cash register and bank	187	81
Total current assets	1 187	715
Total assets	125 079	124 658
EQUITY AND LIABILITIES		
Equity		
Share capital	6 305	6 305
Other contributed capital	102 437	102 437
Other items including profit for the period	2 264	-4 854
Total equity	111 006	103 888
Current liabilities		
Accounts payable	1	0
Other liabilities	13 671	20 001
Accrued expenses and prepaid income	401	769
Total liabilities	14 073	20 770
Total equity and liabilities	125 079	124 658

Statement of changes in the parent company's equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDE PERIOD RESULT	TOTALLY
Q4 2022				
OPENING BALANCE 2022-10-01	6 305	102 437	-5 118	103 624
Result for the period	0	0	264	264
CLOSING BALANCE 2022-12-31	6 305	102 437	-4 854	103 888
Full year 2022				
OPENING BALANCE 2022-01-01	6 305	102 437	-5 526	103 216
Result for the period	0	0	672	672
CLOSING BALANCE 2022-12-31	6 305	102 437	-4 854	103 888
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

Parent company cash flow statement

(CHECK)	2023-10-01	2022-10-01	2023-01-01	2022-01-01
	2023-12-31	2022-12-31	2023-12-31	2022-12-31
ONGOING OPERATIONS				
Result after financial items	2 076	264	7 118	672
Cash flow from operating activities before changes in working capital	2 617	264	7 118	672
Adjustment for items not included in cash flow				
Impairment of group companies	51	0	51	0
Cash flow from operating activities before changes in working capital	2 127	264	7 169	672
Changes in working capital				
Change in operating receivables	-375	726	-366	1 531
Change in operating liabilities	-1 652	-1 597	-6 697	-2 446
Cash flow from operating activities	100	-607	106	-243
Cash flow for the period	100	-607	106	-243
Cash and cash equivalents at the beginning of the period	87	688	81	324
Cash and cash equivalents at the end of the period	187	81	187	81



Marketplace

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