



MEDIACLE GROUP AB (publ)
DELÅRSRAPPORT TVÅ 2024

**THE COMPLETE TOOLKIT
FOR THE iGAMING ECOSYSTEM**

www.mediacle.com



Financial overview

The Group	2024-04-01	2023-04-01	2024-01-01	2023-01-01	2023-01-01
(SEK million)	2024-06-30	2023-06-30	2024-06-30	2023-06-30	2023-12-31
Net sales	16,0	21,4	32,1	41,2	76,4
EBITDA	4,9	12,6	12,0	23,9	42,3
EBIT	3,3	6,0	5,2	10,6	15,9
Result after financial items	3,2	5,8	5,1	10,2	15,2
Balance sheet total	125,8	131,8	125,8	131,8	120,8
Solidity	84,5%	80,0%	84,5%	80,0%	82,0%
EBITDA result per share (SEK)	0,39	1,00	0,95	1,89	3,36
EBIT result per share (SEK)	0,26	0,47	0,41	0,84	1,26
Earnings per share (SEK)	0,16	0,21	0,16	0,39	0,41
Number of shares (pcs)	12 610 594	12 610 594	12 610 594	12 610 594	12 610 594

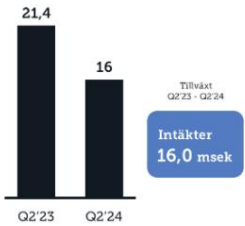
The company has as of 2024-06-30: 12,610,594 shares
Average number of shares during quarter one amounted to 12,610,594 (12,610,594) shares

Parent company	2024-04-01	2023-04-01	2024-01-01	2023-01-01	2023-01-01
(SEK million)	2024-06-30	2023-06-30	2024-06-30	2023-06-30	2023-12-31
Net sales	1,0	1,1	1,9	2,2	4,2
EBITDA	0,4	0,4	0,6	0,8	1,8
EBIT	0,4	0,4	0,6	0,8	1,8
Result after financial items	1,7	2,2	3,2	2,4	7,1
Balance sheet total	125,9	124,5	125,9	124,5	125,1
Solidity	90,7%	85,4%	90,7%	85,4%	88,7%
EBITDA result per share (SEK)	0,03	0,03	0,05	0,07	0,14
EBIT result per share (SEK)	0,03	0,03	0,05	0,07	0,14
Earnings per share (SEK)	0,13	0,18	0,25	0,19	0,56

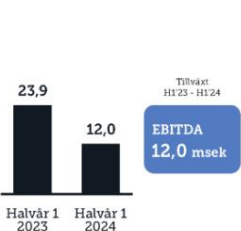
EBITDA per Q2'23 - Q2'24 (msek)



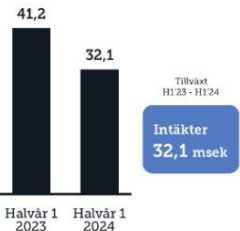
Intäkter per Q2'23 - Q2'24 (msek)



EBITDA per halvår (msek)



Intäkter per halvår (msek)



CEO comment

Dear shareholders

I am proud to present our financial report for the second quarter of 2024.

The past quarter has been challenging, reflecting the volatile global economic situation and uncertainty in several key markets. Our revenue for Q2 2024 was 16.0 (21.4)

SEK million while our EBITDA reached SEK 4.9 (12.6) million. For the first half of 2024, sales amounted to SEK 32.1 (41.2) million and EBITDA to SEK 12.0 (23.9) million, giving an EBITDA per share of SEK 0.95 (1.89). The result reflects the difficult market conditions we have faced, including increased competition, a slowdown in key markets and the effects of ongoing conflicts in regions important to us.

Despite these challenges, we remain committed to strengthening our core businesses and taking strategic initiatives that will position us for future growth. While the downturn is significant, we have taken proactive steps to mitigate the impact and are focused on improving our operational efficiency and exploring new revenue opportunities.

Operationally, our focus remains on long-term growth and we are taking conscious steps to adapt to the external environment. The strategic decisions made during this period have been necessary to ensure the sustainability of our business and to prepare us for a recovery when market conditions improve.

As we enter the third quarter, our strategy is focused on further streamlining our operations, deepening our customer relationships, and investing in innovative solutions that align with market needs and demand. We are confident that our efforts will yield positive results and help us navigate the challenges that lie ahead.

We would like to express our gratitude for your continued support. Our commitment remains 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 &

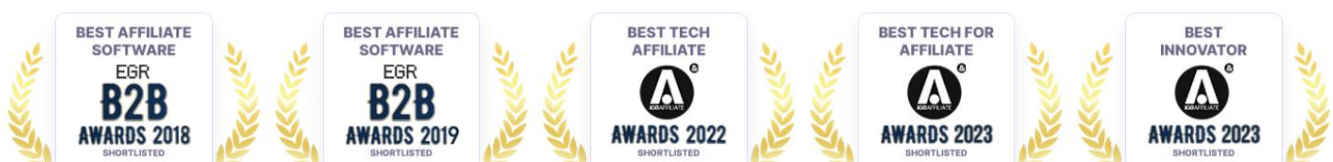
Development Digital

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 Q2 2024

- Mediacle holds its annual general meeting on June 28

Events after Q2 2024

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

Sales and results

Net sales for the period 2024-04-01 - 2024-06-30 amounted to SEK 16.0 million (SEK 21.4 million). EBITDA result for Q2 2024 amounted to SEK 4.9 million (SEK 12.6 SEK million). EBITDA per share during the period 2024-04-01 - 2024-06-30 amounted to SEK 0.39 (1.00 SEK).

Net sales for the period first half of 2024 amounted to SEK 32.1 million (SEK 41.2 million). EBITDA profit for the first half of 2024 amounted to SEK 12.0 million (SEK 23.9 million). EBITDA profit per share during the period 2024-01-01 - 2024-06-30 amounted to SEK 0.95 (SEK 1.89).

Depreciation

The result for the period 2024-04-01 - 2024-06-30 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 2024-06-30
Mediacle Limited	96 178	-96 178	0
Mediacle Tech LLP	31 832	-28 649	3 183
Total	128 010	-124 827	3 183

Equity

As of June 30, 2024, Mediacle's equity amounted to SEK 106.3 million (SEK 105.4 million).

Employees

As of June 30, 2024, Mediacle had 52 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	2024-06-30	2023-06-30	2023-12-31
1 GBP	13,4212	13,7202	12,7680
100 INR	12,7280	13,2322	12,0730

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 June 2024. The previous year, the share capital amounted to SEK 6,305,297 distributed over 12,610,594 shares as of 30 June 2023.

Accounting and valuation principles

Accounting method K3 principle: 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 three 2024 November 29, 2024
 Year-end report 2024 February 28, 2025
 Interim report one 2025 Annual 30 maj 2025
 General Meeting 2024 June 30, 2025

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

Stockholm, August 30, 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 August 30, 2024.



Consolidated income statement

(CHECK)	2024-04-01	2023-04-01	2024-01-01	2023-01-01	2023-01-01
	2024-06-30	2023-06-30	2024-06-30	2023-06-30	2023-12-31
Income					
Net sales Other	15 975	21 440	32 106	41 182	76 419
operating income	2	58	47	97	189
Total revenue	15 977	21 498	32 153	41 279	76 608
Operating costs					
Other external costs	-10 668	-8 106	-19 332	-15 647	-30 756
Personnel costs	-363	-813	-794	-1 766	-3 317
Depreciation of equipment	-18	-23	-42	-54	-105
Amortization of goodwill Other	-1 592	-6 589	-6 815	-13 177	-26 355
operating expenses	0	0	0	0	-215
Total costs	-12 641	-15 531	-26 983	-30 644	-60 748
Operating profit	3 336	5 967	5 170	10 635	15 860
Results from financial investments					
Results from participations in group companies	0	0	0	0	-51
Interest income	38	2	200	38	189
Interest expenses	-142	-216	-297	-463	-826
Results after fin. records	3 232	5 753	5 073	10 210	15 172
Tax	-1 199	-3 121	-3 027	-5 319	-9 944
Result for the period	2 033	2 632	2 046	4 891	5 228

Consolidated balance sheet

(CHECK)	2024-06-30	2023-06-30	2023-12-31
ASSETS			
Fixed assets			
Intangible fixed assets			
Goodwill	3 183	23 175	9 998
Other intellectual property rights	3 100	1 956	3 521
	6 283	25 131	13 519
Tangible fixed assets			
Equipment, tools and installations	370	478	422
	370	478	422
Total fixed assets	6 653	25 609	13 941
Current assets			
Current receivables			
Accounts receivable	1 389	2 745	912
Current tax receivables Other	0	0	119
receivables	1 069	646	677
Prepaid expenses and accrued income	4 123	5 897	5 556
Total current receivables	6 581	9 288	7 264
Cash register and bank	112 542	96 932	99 594
Total current assets	119 123	106 220	106 858
Total assets	125 776	131 829	120 799
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	-2 425	-3 344	-9 671
Total equity	106 317	105 398	99 071
Current liabilities			
Accounts payable	1 555	399	504
Current tax liabilities Other	2 623	5 199	4 864
liabilities	11 267	17 662	13 679
Accrued expenses and prepaid income	4 014	3 171	2 681
Total liabilities	19 459	26 431	21 728
Total equity and liabilities	125 776	131 829	120 799

Statement of changes in consolidated equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDING PERIOD RESULT	TOTALLY
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
	0	0	5 229	5 229
CLOSING BALANCE 2023-12-31	6 305	102 437	-9 672	99 070
First half of 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	7 651	7 651
CLOSING	0	0	4 891	4 891
BALANCE SHEET 2023-06-30	6 305	102 437	-3 344	105 398
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

Consolidated cash flow statement

(CHECK)	2024-04-01 2024-06-30	2023-04-01 2023-06-30	2024-01-01 2024-06-30	2023-01-01 2023-06-30	2023-01-01 2023-12-31
ONGOING OPERATIONS					
Result after financial items	3 232	5 753	5 073	10 210	15 173
Adjustment for items not included in cash flow					
Depreciation and impairment	1 609	6 611	6 906	13 232	26 562
Exchange rate differences on liquid assets	-96	6 259	5 581	7 846	1 134
	1 513	12 870	12 487	21 078	27 696
Income tax paid	-2 859	69	-5 149	-1 887	-6 896
Cash flow from operating activities before changes in working capital	1 886	18 692	12 411	29 401	35 973
Changes in working capital					
Change in operating receivables	-1 135	-2 960	564	-1 571	572
Change in operating liabilities	-154	-1 293	-28	-2 656	-7 024
Cash flow from operating activities	597	14 439	12 948	25 174	29 521
Investment activities					
Investments in intangible assets	0	0	0	-195	-1 853
Investments in tangible fixed assets	0	0	0	0	-27
Cash flow from investing activities	0	0	0	-195	- 1 880
Cash flow for the period	597	14 439	12 948	24 979	27 641
Cash and cash equivalents at the beginning of the period	111 945	82 493	99 594	71 953	71 953
Cash and cash equivalents at the end of the period	112 542	96 932	112 542	96 932	99 594

Parent company income statement

(CHECK)	2024-04-01	2023-04-01	2024-01-01	2023-01-01	2023-01-01
	2024-06-30	2023-06-30	2024-06-30	2023-06-30	2023-12-31
Income					
Net sales Other	1 019	1 105	1 943	2 192	4 233
operating income	0	0	0	0	0
Total revenue	1 019	1 105	1 943	2 192	4 233
Operating costs					
Other external costs	-669	-705	-1 273	-1 289	-2 331
Personnel costs	0	0	-60	-60	-128
Total costs	-669	-705	-1 333	-1 349	-2 459
Operating profit	350	400	610	843	1 774
Results from participations in group companies	1 464	2044	2 865	2 044	6 171
Interest expenses	-142	-216	-297	-463	-827
Results after fin. records	1 672	2 228	3 178	2 424	7 118
Tax	0	0	0	0	0
Result for the period	1 672	2 228	3 178	2 424	7 118

Parent company balance sheet

(CHECK)	2024-06-30	2023-06-30	2023-12-31
ASSETS			
Fixed assets			
Financial fixed assets			
Shares in subsidiaries	123 892	123 943	123 892
Total fixed assets	123 892	123 943	123 892
Current assets			
Current receivables			
Receivables from group	1 808	281	975
companies Other receivables	46	39	25
Total current receivables	1 854	320	1 000
Cash register and bank	112	189	187
Total current assets	1 966	509	1 187
Total assets	125 858	124 452	125 079
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	5 442	-2 430	2 264
Total equity	114 184	106 312	111 006
Current liabilities			
Accounts payable Other	74	0	1
liabilities	11 182	17 356	13 671
Accrued expenses and prepaid income	418	784	401
Total liabilities	11 674	18 140	14 073
Total equity and liabilities	125 858	124 452	125 079

Statement of changes in the parent company's equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDE PERIOD RESULT	TOTALLY
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
First half of 2023				
OPENING BALANCE 2023-01-01	6 305	102 437	-4 854	103 888
Result for the period	0	0	2 424	2 424
CLOSING BALANCE 2023-06-30	6 305	102 437	-2 430	106 312
First half of 2024				
OPENING BALANCE 2024-01-01	6 305	102 437	2 264	111 006
Result for the period	0	0	3 178	3 178
CLOSING BALANCE 2024-06-30	6 305	102 437	5 442	114 184

Parent company cash flow statement

(CHECK)	2024-04-01 2024-06-30	2023-04-01 2023-06-30	2024-01-01 2024-06-30	2023-01-01 2023-12-31	2023-01-01
ONGOING OPERATIONS					
Result after financial items	1 672	2 228	3 178	2 424	7 118
Cash flow from operating activities before changes in working capital	1 672	2 228	3 178	2 424	7 118
Adjustment for items not included in cash flow					
Impairment of group companies	0	0	0	0	51
Cash flow from operating activities before changes in working capital					
Changes in working capital					
Change in operating receivables	-628	314	-854	314	-366
Change in operating liabilities	-1 135	-2 630	-2 399	-2 630	-6 697
Cash flow from operating activities	-91	-88	-75	108	106
Cash flow for the period	-91	-88	-75	108	106
Cash and cash equivalents at the beginning of the period	203	277	187	81	81
Cash and cash equivalents at the end of the period	112	189	112	189	187



Marketplace

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