



MEDIACLE GROUP AB (publ)
DELÅRSRAPPORT ETT 2023

**THE COMPLETE TOOLKIT
FOR THE iGAMING ECOSYSTEM**

www.mediacle.com



Financial overview

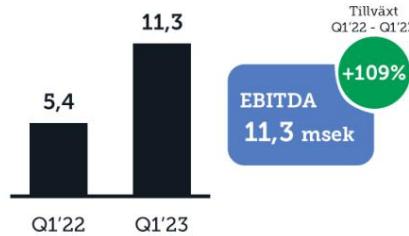
The Group (SEK million)	2023-01-01 2023-03-31	2022-01-01 2022-03-31	2022-01-01 2022-12-31
Net sales	19,7	9,9	61,0
EBITDA	11,3	5,4	30,8
EBIT	4,7	-1,2	4,4
Result after financial items	4,5	-1,5	3,4
Balance sheet total	121,1	118,5	118,4
Solidity	79,7%	76,7%	78,4%
EBITDA result per share (SEK)	0,90	0,43	2,44
EBIT result per share (SEK)	0,37	-0,10	0,35
Earnings per share (SEK)	0,18	-0,21	-0,23
Number of shares (pcs)	12 610 594	12 610 594	12 610 594

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

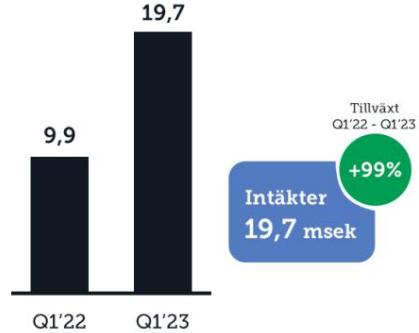
Average number of shares during quarter one amounted to 12,610,594 (12,610,594) shares

Parent company (SEK million)	2023-01-01 2023-03-31	2022-01-01 2022-03-31	2022-01-01 2022-12-31
Net sales	1,1	1,0	4,2
EBITDA	0,4	0,3	1,7
EBIT	0,4	0,3	1,7
Result after financial items	0,2	0,1	0,7
Balance sheet total	124,3	126,7	124,7
Solidity	83,8%	81,5%	83,3%
EBITDA result per share (SEK)	0,04	0,03	0,13
EBIT result per share (SEK)	0,04	0,03	0,13
Earnings per share (SEK)	0,02	0,01	0,05

EBITDA per Q1'22 - Q1'23 (msek)



Intäkter per Q1'22 - Q1'23 (msek)



CEO comment

Dear shareholders

We are proud to report our results for the first quarter of 2023.

Compared to the same quarter in 2022, we can note a significant increase in both sales and EBITDA. Our persistent work to improve and streamline, especially in our prioritized business areas, has contributed to stable profitability and good margins in all our business areas.

Operationally, we achieved sales of SEK 19.7 (9.9) million in the first quarter of 2023, while EBITDA amounted to SEK 11.3 (5.4) million, which gives an EBITDA per share of SEK 0.90 (0.43). This represents a 99% increase in sales and a 109% increase in EBITDA. Our strong focus on the B2B segment combined with a revised focus on the B2C segment has resulted in one of our best quarterly results to date, while what we have in the pipeline provides continued optimism for the future.

Our balance sheet is strong and cash flow from operating activities continues to enable investments that develop our business with new products and services. As we look forward to the second quarter, our strategic plan is a continued focus on expanding the B2B division's product and service offering while growing revenues from our B2C divisions. Sales for our B2B divisions, including the Software and Lead segment

Generation, is stable and our goal is to increase our market share in the coming quarters.

In addition, we are actively seeking acquisition opportunities to further strengthen our market position and expand our product and service portfolio.

Sales amounted to 19.7 (9.9)

SEK million, while EBITDA amounted to SEK 11.3 (5.4) million, giving an EBITDA per share of SEK 0.90 (0.43). This represents a 99% increase in sales and a 109% increase in EBITDA.



We continue to focus on our core businesses in the iGaming sector, which are characterized by high margins. Our aim is to create a strong group of companies with sustainable profitability, resilient to changes in the external environment.

We are very grateful for your support during the first quarter, and we look forward to the opportunities that the second 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.



Events in Q1 2023

- The company's B2B division continues to grow and we have signed a number of new customer agreements so far this year. Some of the new customers include AHE Tech, Winzon Group and SIA LVBET.

Events after Q1 2023

- Mediacle calls for annual general meeting on June 30

Sales and results

Net sales for the period 2023-01-01 - 2023-03-31 amounted to SEK 19.7 million (SEK 9.9 million). EBITDA result for Q1 2023 amounted to SEK 11.3 million (5.4 SEK million). EBITDA per share during the period 2023-01-01 - 2023-03-31 amounted to SEK 0.90 (0.43 SEK).

Depreciation

The result for the period 2023-01-01 - 2023-03-31 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 2023-03-31
Mediacle Limited	96 178	-77 555	18 623
Mediacle Tech LLP	31 832	-20 691	11 141
Total	128 010	-98 246	29 764

Equity

As of March 31, 2023, Mediacle's equity amounted to SEK 96.6 million (SEK 90.9 million).

Employees

As of March 31, 2023, Mediacle had 62 employees.

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 March 2023. The previous year, the share capital amounted to SEK 6,305,297 distributed over 12,610,594 shares as of 31 March 2022.

Accounting and valuation principles

Accounting method principle: The consolidated financial statements have been prepared according to the ^{K3} ~~fair~~ 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 two 2023 August 31, 2023

Interim report three 2023 November 30, 2023

Year-end report 2023 February 28, 2024

Annual General Meeting 2022 June 30, 2023

Annual General Meeting and availability of the annual report: The Annual General Meeting will be held in Stockholm on June 30, 2023. The annual report is available for download on the Company's website.

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

Stockholm, May 31, 2023

The Board of Directors of Mediacle Group AB (publ)

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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 complete picture of the Company before making an investment in the Company. As a result of rounding, Figures presented in this interim report may in some cases not exactly sum to the total and percentages may deviate 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 May 31, 2023.



Consolidated income statement

(CHECK)	2023-01-01	2022-01-01	2022-01-01
	2023-03-31	2022-03-31	2022-12-31
Income			
Net sales Other	19 741	9 899	61 031
operating income	39	58	14
Total revenue	19 780	9 957	61 045
Operating costs			
Other external costs	-7 541	-3 703	-26 393
Personnel costs	-952	-877	-3 842
Depreciation of equipment	-32	-29	-95
Amortization of goodwill	-6 589	-6 589	-26 355
Total costs	-15 114	-11 198	-56 685
Operating profit	4 666	-1 241	4 360
Results from financial investments			
Interest income	37	7	27
Interest expenses	-246	-247	-1 000
Results after fin. records	4 457	-1 481	3 387
Tax	-2 198	-1 122	-6 253
Result for the period	2 259	-2 603	-2 866

Consolidated balance sheet

(CHECK)	2023-03-31	2022-03-31	2022-12-31
ASSETS			
Fixed assets			
Intangible fixed assets			
Goodwill	29 764	56 118	36 353
<u>Other intellectual property rights</u>	2 070	11	1 829
	31 834	56 129	38 182
Tangible fixed assets			
<u>Equipment, tools and installations</u>	473	306	518
	473	306	518
Total fixed assets	32 307	56 435	38 700
Current assets			
Current receivables			
Accounts receivable	1 031	1 082	7 101
Short-term investments	0	574	0
Current tax receivables Other receivables	0	0	70
<u>Prepaid expenses and accrued income</u>	600	914	605
	4 696	2 085	11
Total current receivables	6 327	4 655	7 787
Cash register and bank	82 493	57 440	71 953
Total current assets	88 820	62 095	79 740
Total assets	121 127	118 530	118 440
EQUITY AND LIABILITIES			
Equity			
Share capital	6 305	6 305	6 305
Other contributed capital	102 437	102 437	102 437
<u>Other items including profit for the period</u>	-12 149	-17 863	-15 885
Total equity	96 593	90 879	92 856
Current liabilities			
Accounts payable	517	714	957
Current tax liabilities	2 009	2 305	1 697
Other liabilities	19 732	20 236	20 578
<u>Accrued expenses and prepaid income</u>	2 276	4 396	2 352
Total liabilities	24 534	27 651	25 584
Total equity and liabilities	121 127	118 530	118 440

Statement of changes in consolidated equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDING PERIOD RESULT	TOTALLY
Full year 2022				
OPENING BALANCE SHEET 2022-01-01	6 305	102 437	-14 845	93 897
Translation differences and changes in group composition Profit for the period	0	0	1 825	1 825
	0	0	-2 866	-2 866
CLOSING BALANCE 2022-12-31	6 305	102 437	-15 886	92 856
Q1 2022				
OPENING BALANCE 2022-01-01	6 305	102 437	-14 845	93 897
Translation differences and changes in group composition Profit for the period	0	0	-415	-415
CLOSING	0	0	-2 603	-2 603
BALANCE 2022-03-31	6 305	102 437	-17 863	90 879
Q1 2023				
OPENING BALANCE SHEET 2023-01-01	6 305	102 437	-15 886	92 856
Translation differences and changes in group composition Profit for the period	0	0	1 478	1 478
	0	0	2 259	2 259
CLOSING BALANCE 2023-03-31	6 305	102 437	-12 149	96 593

Consolidated cash flow statement

(CHECK)	2023-01-01	2022-01-01	2022-01-01
	2023-03-31	2022-03-31	2022-12-31
ONGOING OPERATIONS			
Result after financial items	4 457	-1 481	3 387
Adjustment for items not included in cash flow			
Depreciation and impairment	6 620	6 618	26 450
Exchange rate differences on liquid assets	1 376	-405	2 154
	7 996	6 213	28 604
Income tax paid	-1 883	-1 985	-7 794
Cash flow from operating activities before changes in working capital	10 570	2 747	24 197
Changes in working capital			
Change in operating receivables	1 520	-1 167	- 4 230
Change in operating liabilities	-1 355	808	- 650
Cash flow from operating activities	10 735	2 388	19 317
Investment activities			
Investments in intangible assets	-195	0	-2 127
Investments in tangible fixed assets	0	-29	-289
Intangible assets sold	0	288	259
Cash flow from investing activities	-195	259	- 2 157
Cash flow for the period	10 540	2 647	17 160
Cash and cash equivalents at the beginning of the period	71 953	54 793	54 793
Cash and cash equivalents at the end of the period	82 493	57 440	71 953

Parent company income statement

(CHECK)	2023-01-01	2022-01-01	2022-01-01
	2023-03-31	2022-03-31	2022-12-31
Income			
Net sales Other	1 087	1 000	4 247
operating income	0	0	¹
Total revenue	1 087	1 000	4 248
Operating costs			
Other external costs	-585	-603	-2 448
Personnel costs	-60	-60	-128
Total costs	-645	-663	-2 576
Operating profit	442	337	1 672
Results from financial investments			
Interest expenses	-246	-246	-1 000
Result after financial items	196	91	672
Tax	0	0	0
Result for the period	196	91	672

Parent company balance sheet

(CHECK)	2023-03-31	2022-03-31	2022-12-31
ASSETS			
Fixed assets			
Financial fixed assets			
Shares in subsidiaries	123 943	123 943	123 943
Total fixed assets	123 943	123 943	123 943
Current assets			
Current receivables			
Receivables from group	0	2 373	606
<u>companies</u> Other receivables	28	28	28
Total current receivables	28	2 401	634
Cash register and bank	288	394	81
Total current assets	316	2 795	715
Total assets	124 259	126 738	124 658
EQUITY AND LIABILITIES			
Equity			
Share capital	6 305	6 305	6 305
Other contributed capital	102 437	102 437	102 437
<u>Other items including profit for the period</u>	-4 658	-5 435	-4 854
Total equity	104 084	103 307	103 888
Current liabilities			
Accounts payable Other	42	3	0
liabilities	19 428	20 029	20 001
<u>Accrued expenses and prepaid income</u>	705	3 399	769
Total liabilities	20 175	23 431	20 770
Total equity and liabilities	124 259	126 738	124 658

Statement of changes in the parent company's equity

(CHECK)	SHARE-CAPITAL	OTHER ADD-CAPITAL ADVANCED	OTHER EQUITY INCLUDE PERIOD RESULT	TOTALLY
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
Q1 2022				
OPENING BALANCE 2022-01-01	6 305	102 437	-5 526	103 216
Result for the period	0	0	91	91
CLOSING BALANCE 2022-03-31	6 305	102 437	-5 435	103 307
Q1 2023				
OPENING BALANCE 2023-01-01	6 305	102 437	-4 854	103 888
Result for the period	0	0	196	196
CLOSING BALANCE 2023-03-31	6 305	102 437	-4 658	104 084

Parent company cash flow statement

(CHECK)	2023-01-01	2022-01-01	2022-01-01
	2023-03-31	2022-03-31	2022-12-31
ONGOING OPERATIONS			
Result after financial items	196	91	672
Cash flow from operating activities before changes in working capital	196	91	672
Changes in working capital			
Change in operating receivables	606	-237	1 531
Change in operating liabilities	-595	216	-2 446
Cash flow from operating activities	207	70	-243
Cash flow for the period	207	70	-243
Cash and cash equivalents at the beginning of the period	81	324	324
Cash and cash equivalents at the end of the period	288	394	81



Marketplace

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