



MEDIACLE GROUP AB (publ)
DELÅRSRAPPORT TRE 2024

**THE COMPLETE TOOLKIT
FOR THE iGAMING ECOSYSTEM**

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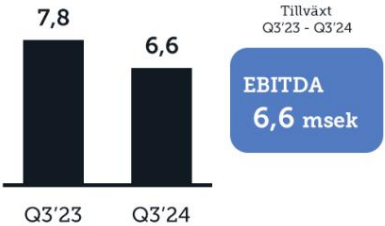
Financial overview

The Group (SEK million)	2024-07-01	2023-07-01	2024-01-01	2023-01-01	2023-01-01
	2024-09-30	2023-09-30	2024-09-30	2023-09-30	2023-12-31
Net sales	19,6	16,0	51,7	57,2	76,4
EBITDA	6,6	7,8	18,7	31,6	42,3
EBIT	5,0	1,2	10,2	11,8	15,9
Result after financial items	5,0	1,0	10,0	11,2	15,2
Balance sheet total	127,4	124,3	127,4	124,3	120,8
Solidity	86,3%	81,4%	86,3%	81,4%	82,0%
EBITDA result per share (SEK)	0,53	0,62	1,48	2,51	3,36
EBIT result per share (SEK)	0,40	0,09	0,81	0,93	1,26
Earnings per share (SEK)	0,26	-0,07	0,42	0,89	0,41
Number of shares (pcs)	12 610 594	12 610 594	12 610 594	12 610 594	12 610 594

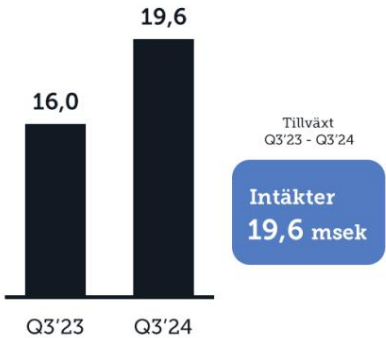
The company has as of 2024-09-30: 12,610,594 shares
Average number of shares during quarter one amounted to 12,610,594 (12,610,594) shares

Parent company (SEK million)	2024-07-01	2023-07-01	2024-01-01	2023-01-01	2023-01-01
	2024-09-30	2023-09-30	2024-09-30	2023-09-30	2023-12-31
Net sales	0,9	1,0	2,9	3,1	4,2
EBITDA	0,3	0,4	0,9	1,2	1,8
EBIT	0,3	0,4	0,9	1,2	1,8
Result after financial items	0,9	2,6	4,1	5,0	7,1
Balance sheet total	126,3	124,7	126,3	124,7	125,1
Solidity	91,1%	87,4%	91,1%	87,4%	88,7%
EBITDA result per share (SEK)	0,03	0,03	0,07	0,10	0,14
EBIT result per share (SEK)	0,03	0,03	0,07	0,10	0,14
Earnings per share (SEK)	0,07	0,21	0,32	0,40	0,56

EBITDA (Koncernen) per Q3'23 - Q3'24 (msek)



Intäkter (Koncernen) per Q3'23 - Q3'24 (msek)



CEO comment

Dear shareholders

We are proud to present our financial report for the third quarter of 2024.

During the past quarter, we have seen a recovery in revenue, which demonstrates the strength and resilience of our business. Our revenue for Q3 2024 amounted to 19.6 (16.0)

SEK million. We are reporting growth despite the ongoing macroeconomic challenges. However, these challenges, including increased competition and a complex global economic situation, have impacted our EBITDA margins, which for the quarter amounted to SEK 6.6 (7.8) million.

The increase in revenue during the quarter underscores the effectiveness of our strategic initiatives and the unwavering commitment of our team.

At the same time, we recognize that ongoing macroeconomic headwinds require us to remain flexible and focused. The pressure on margins this quarter highlights the need for continued focus on cost control and optimized efficiency.

Operationally, our focus remains on long-term, sustainable growth and creating value through to strengthen our core business. We are working hard to streamline our processes, deepen customer engagement and develop our offering to adapt to a changing market. These actions position us well for a continued recovery once market conditions stabilize.

Going forward, our strategy is clear; we will focus on further streamlining our operations, strengthening relationships with our customers, and accelerating investments in solutions that drive differentiation and create value. We are confident that these actions will help us navigate through the current challenges while laying the foundation for an even stronger company in the coming quarters.

We thank you for your trust and support. Our endeavor continues to deliver value to both our shareholders and our customers.

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 &

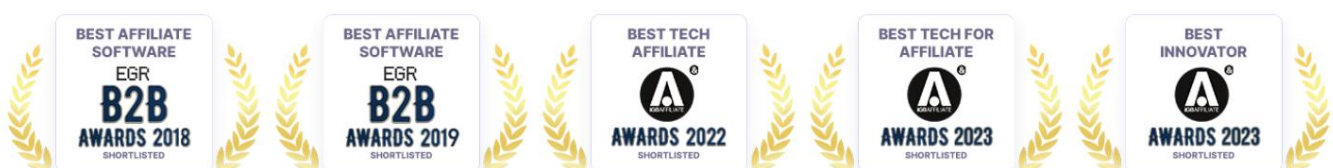
Development Digital

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 Q3 2024

- No significant events have occurred during the period.

Events after Q3 2024

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

Sales and results

Net sales for the period 2024-07-01 - 2024-09-30 amounted to SEK 19.6 million (SEK 16.0 million). EBITDA result for Q3 2024 amounted to SEK 6.6 million (SEK 7.8 SEK million). EBITDA per share during the period 2024-07-01 - 2024-09-30 amounted to SEK 0.53 (0.62 SEK).

Net sales for the first three quarters of 2024 amounted to SEK 51.7 million (SEK 57.2 million). EBITDA for the first three quarters of 2024 amounted to SEK 18.7 million (SEK 31.6 million). EBITDA per share for the period 2024-01-01 - 2024-09-30 amounted to SEK 1.48 (SEK 2.51).

Depreciation

The result for the period 2024-07-01 - 2024-09-30 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 2024-09-30
Mediacle Limited	96 178	-96 178	0
Mediacle Tech LLP	31 832	-30 240	1 592
Total	128 010	-126 418	1 592

Equity

As of September 30, 2024, Mediacle's equity amounted to SEK 109.9 million (SEK 101.2 million).

Employees

As of September 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	2024-09-30	2023-09-30	2023-12-31
1 GBP	13,5260	13,2748	12,7680
100 INR	12,0450	13,0484	12,0730

Shares

The company's shares are available for trading on 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 2024. The previous year, the share capital amounted to SEK 6,305,297 distributed over 12,610,594 shares as of September 30, 2023.

Accounting and valuation principles

Accounting method 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

Year-end report 2024 February 28, 2025

Interim report one 2025 Annual 30 maj 2025

General Meeting 2024 June 30, 2025

Interim report two 2025 August 29, 2025

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

Stockholm, November 29, 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 November 29, 2024.



Consolidated income statement

(CHECK)	2024-07-01	2023-07-01	2024-01-01	2023-01-01	2023-01-01
	2024-09-30	2023-09-30	2024-09-30	2023-09-30	2023-12-31
Income					
Net sales Other	19 627	16 017	51 733	57 199	76 419
operating income	42	36	89	133	189
Total revenue	19 669	16 053	51 822	57 332	76 608
Operating costs					
Other external costs	-12 692	-7 540	-32 024	-23 187	-30 756
Personnel costs	-330	-744	-1 124	-2 510	-3 317
Depreciation of equipment	-17	-24	-60	-78	-105
Amortization of goodwill Other	-1 592	-6 589	-8 406	-19 766	-26 355
operating expenses	0	0	0	0	-215
Total costs	-14 631	-14 897	-41 614	-45 541	-60 748
Operating profit	5 038	1 156	10 208	11 791	15 860
Results from financial investments					
Results from participations in group companies	0	0	0	0	-51
Interest income	57	43	256	82	189
Interest expenses	-134	-192	-431	-655	-826
Results after fin. records	4 961	1 007	10 033	11 218	15 172
Tax	-1 651	-1 941	-4 678	-7 260	-9 944
Result for the period	3 310	-934	5 355	3 958	5 228

Consolidated balance sheet

(CHECK)	2024-09-30	2023-09-30	2023-12-31
ASSETS			
Fixed assets			
Intangible fixed assets			
Goodwill	1 592	16 587	9 998
Other intellectual property rights	2 960	2 525	3 521
	4 552	19 112	13 519
Tangible fixed assets			
Equipment, tools and installations	364	470	422
	364	470	422
Total fixed assets	4 916	19 582	13 941
Current assets			
Current receivables			
Accounts receivable	3 122	967	912
Current tax receivables Other	0	0	119
receivables	1 175	1 185	677
Prepaid expenses and accrued income	4 863	4 301	5 556
Total current receivables	9 160	6 453	7 264
Cash register and bank	113 372	98 272	99 594
Total current assets	122 532	104 725	106 858
Total assets	127 448	124 307	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	1 187	-7 568	-9 671
Total equity	109 929	101 174	99 071
Current liabilities			
Accounts payable	1 834	671	504
Current tax liabilities Other	2 179	4 608	4 864
liabilities	10 605	15 287	13 679
Accrued expenses and prepaid income	2 901	2 567	2 681
Total liabilities	17 519	23 133	21 728
Total equity and liabilities	127 448	124 307	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 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	985	985
	0	0	5 229	5 229
CLOSING BALANCE 2023-12-31	6 305	102 437	-9 672	99 070
Q1 – Q3 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	4 360	4 360
CLOSING	0	0	3 958	3 958
BALANCE SHEET 2023-09-30	6 305	102 437	-7 568	101 174
Q1 – Q3 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	5 504	5 504
	0	0	5 355	5 355
CLOSING BALANCE 2024-09-30	6 305	102 437	1 187	109 929

Consolidated cash flow statement

(CHECK)	2024-07-01 2024-09-30	2023-07-01 2023-09-30	2024-01-01 2024-09-30	2023-01-01 2023-09-30	2023-01-01 2023-12-31
ONGOING OPERATIONS					
Result after financial items	4 960	1 008	10 033	11 218	15 173
Adjustment for items not included in cash flow					
Depreciation and impairment	1 608	6 613	8 466	19 844	26 562
Exchange rate differences on liquid assets	432	-3 307	6 062	4 539	1 134
	2 040	3 306	14 528	24 383	27 696
Income tax paid	-2 095	-2 532	-7 243	-4 419	-6 896
Cash flow from operating activities before changes in working capital	4 905	1 782	17 318	31 182	35 973
Changes in working capital					
Change in operating receivables	-2 578	2 835	-2 014	1 265	572
Change in operating liabilities	-1 497	-2 708	-1 526	-5 363	-7 024
Cash flow from operating activities	830	1 909	13 778	27 084	29 521
Investment activities					
Investments in intangible assets	0	-569	0	-765	-1 853
Investments in tangible fixed assets	0	0	0	0	-27
Cash flow from investing activities	0	-569	0	-765	- 1 880
Cash flow for the period	830	1 340	13 778	26 319	27 641
Cash and cash equivalents at the beginning of the period	112 542	96 932	99 594	71 953	71 953
Cash and cash equivalents at the end of the period	113 372	98 272	113 372	98 272	99 594

Parent company income statement

(CHECK)	2024-07-01 2024-09-30	2023-07-01 2023-09-30	2024-01-01 2024-09-30	2023-01-01 2023-09-30	2023-01-01 2023-12-31
Income					
Net sales Other	925	991	2 868	3 183	4 233
operating income	42	0	42	0	0
Total revenue	967	991	2 910	3 183	4 233
Operating costs					
Other external costs	-637	-634	-1 911	-1 923	-2 331
Personnel costs	0	0	-60	-60	-128
Total costs	-637	-634	-1 971	-1 983	-2 459
Operating profit	330	357	939	1 200	1 774
Results from participations in group companies	700	2 452	3 566	4 496	6 171
Interest expenses	-134	-192	-431	-655	-827
Results after fin. records	896	2 617	4 074	5 041	7 118
Tax	0	0	0	0	0
Result for the period	896	2 617	4 074	5 041	7 118

Parent company balance sheet

(CHECK)	2024-09-30	2023-09-30	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	925	592	975
companies Other receivables	37	33	25
Total current receivables	962	625	1 000
Cash register and bank	1 442	87	187
Total current assets	2 404	712	1 187
Total assets	126 296	124 655	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	6 338	187	2 264
Total equity	115 080	108 929	111 006
Current liabilities			
Accounts payable Other	182	0	1
liabilities	10 527	15 207	13 671
Accrued expenses and prepaid income	507	519	401
Total liabilities	11 216	15 726	14 073
Total equity and liabilities	126 296	124 655	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
Q1 – Q3 2023				
OPENING BALANCE 2023-01-01	6 305	102 437	-4 854	103 888
Result for the period	0	0	5 041	5 041
CLOSING BALANCE 2023-09-30	6 305	102 437	187	108 929
Q1 – Q3 2024				
OPENING BALANCE 2024-01-01	6 305	102 437	2 264	111 006
Result for the period	0	0	4 074	4 074
CLOSING BALANCE 2024-09-30	6 305	102 437	6 338	115 080

Parent company cash flow statement

(CHECK)	2024-07-01	2023-07-01	2024-01-01	2023-01-01	2023-01-01
	2024-09-30	2023-09-30	2024-09-30	2023-09-30	2023-12-31
ONGOING OPERATIONS					
Result after financial items	896	2 617	4 074	5 041	7 118
Cash flow from operating activities before changes in working capital	896	2 617	4 074	5 041	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	896	2 617	4 074	5 041	7 169
Changes in working capital					
Change in operating receivables	892	-305	38	9	-366
Change in operating liabilities	-458	-2 414	-2 857	-5 044	-6 697
Cash flow from operating activities	1 330	-102	1 255	6	106
Cash flow for the period	1 330	-102	1 255	6	106
Cash and cash equivalents at the beginning of the period	112	189	187	81	81
Cash and cash equivalents at the end of the period	1 442	87	1 442	87	187



Marketplace

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