



GameMetrics Analytics

Annual Report - Fiscal Year 2024

Year Ended April 30, 2024

NASDAQ: GAME

Gaming Analytics Leader • Player Behavior Intelligence

Letter to Shareholders

FY2024 was a strong year for GameMetrics. Our gaming analytics platform delivered **\$190 million** in revenue, up 234% year-over-year, establishing us as a leader in player behavior analytics.

Built on Querybase (player data), StreamPipe (real-time telemetry), and DataFlex (dashboards), we enable 387 game studios to understand engagement, optimize monetization, and reduce churn.

We're approaching profitability with operating margin improving to -45% (from -78% in FY2023).

Financial Highlights

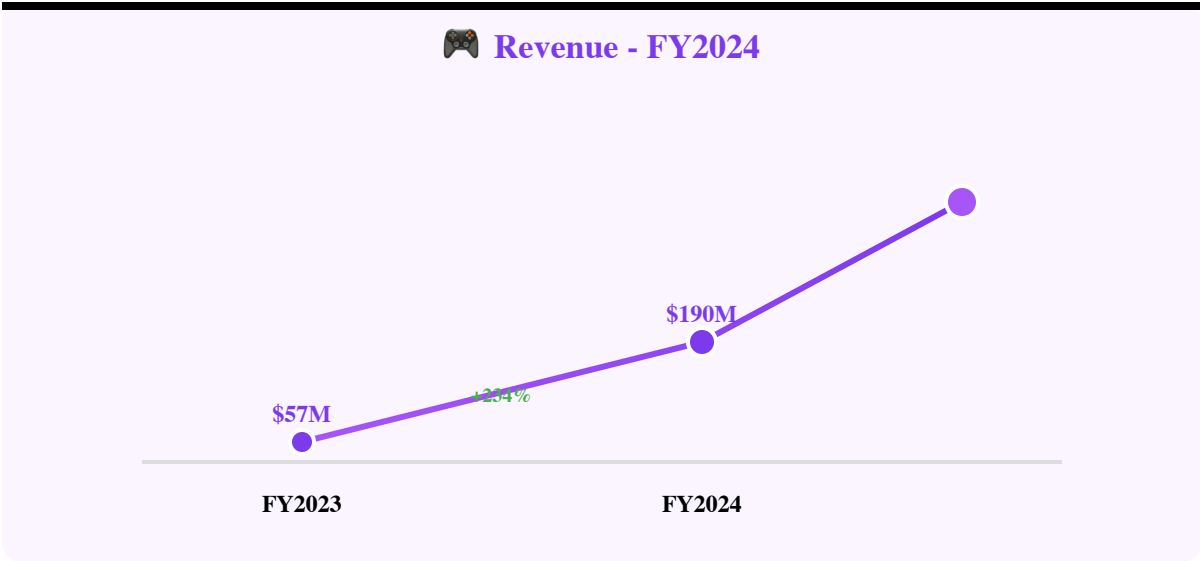


Figure 1: Revenue growth with pixelated gaming theme

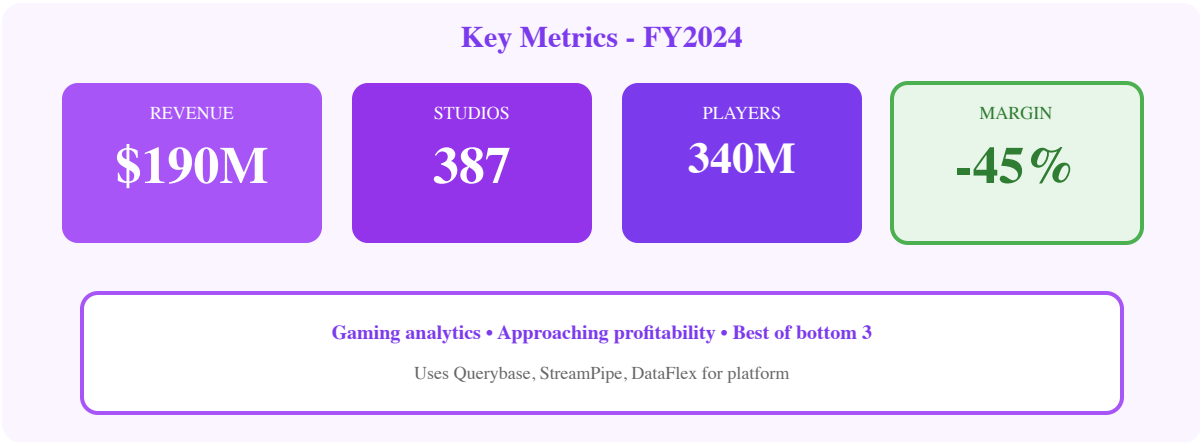


Figure 2: Key metrics - Gaming analytics leader

Metric	FY2024	FY2023	Change
Total Revenue	\$190M	\$57M	+234%
Gross Profit	\$138M	\$38M	+263%

Metric	FY2024	FY2023	Change
Operating Loss	(\$86M)	(\$44M)	Increased
Net Loss	(\$93M)	(\$48M)	Increased

Key Metrics

- **ARR:** \$212M (+256% YoY)
- **Net Revenue Retention:** 119%
- **Game Studios:** 387 (up from 156)
- **Players Analyzed:** 340M monthly

Market Position

Gaming Analytics Leader: - 387 game studios - 2.1B gaming events/day processed - Mobile gaming: 287 studios - AAA studios: 23 customers

Best of Bottom 3: Strong fundamentals, clear path to profitability

Outlook

FY2025 Guidance: \$480M - \$560M (+153-195% YoY)

Goal: Operating margin -10% to -15% (major improvement)