



# GameMetrics Analytics

Annual Report - Fiscal Year 2024

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Year Ended April 30, 2024

**NASDAQ: GAME**

Gaming Analytics Leader • Player Behavior Intelligence

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## Letter to Shareholders

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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).

**Alex Kim**

Chief Executive Officer & Founder

## Financial Highlights

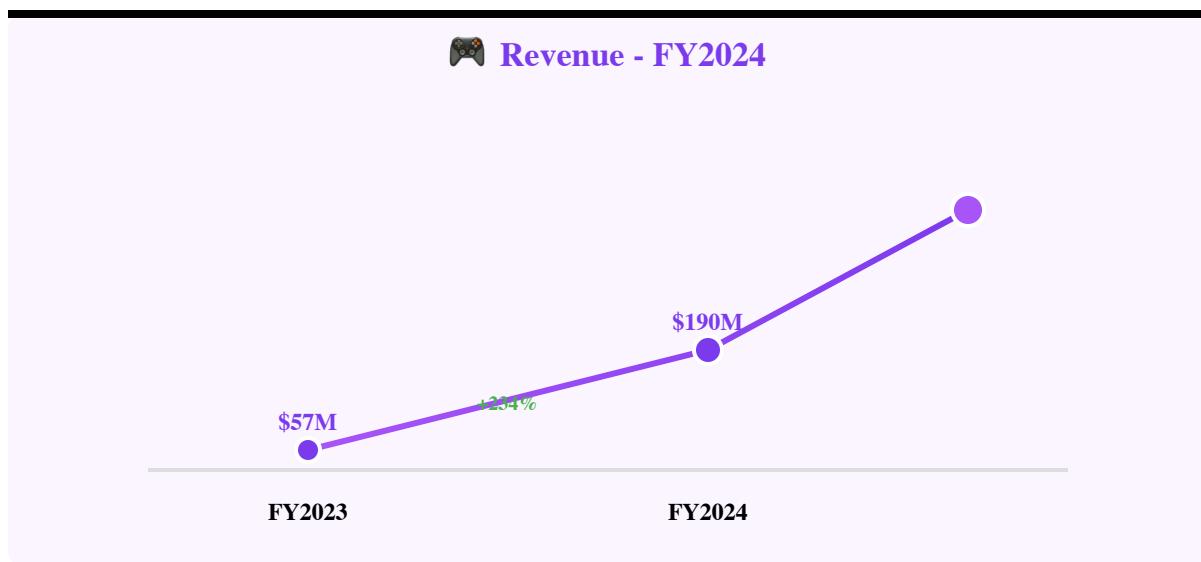


Figure 1: Revenue growth with pixelated gaming theme

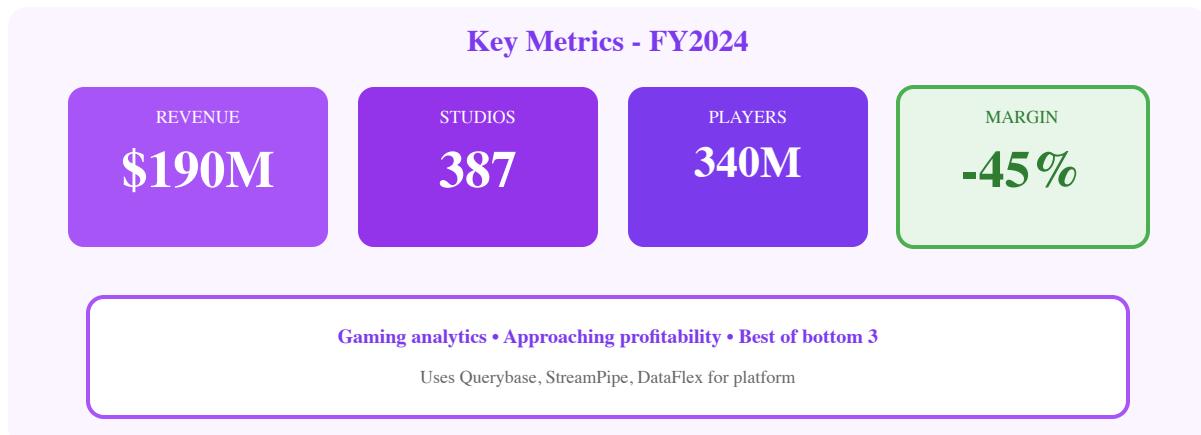


Figure 2: Key metrics - Gaming analytics leader

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

| Metric                | FY2024  | FY2023  | Change    |
|-----------------------|---------|---------|-----------|
| <b>Operating Loss</b> | (\$86M) | (\$44M) | Increased |
| <b>Net Loss</b>       | (\$93M) | (\$48M) | Increased |

## Key Metrics

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

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## Outlook

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

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