

# G5 Entertainment

## Investor presentation

NASDAQ OMX: [G5EN.ST](https://www.nasdaq.com/quote/G5EN)



# G5 Entertainment in brief

- **Game Developer and publisher**  
Casual free-to-play (F2P) games  
for tablets, smartphones and PCs
- **Puzzle and adventure game genres**,  
such as Hidden Object, Match-3 and Mahjong  
Solitaire
- Serving **\$90+ billion global market**
- **Female audience 35+**
- **North America** accounted for 63% of group  
revenue in 2024

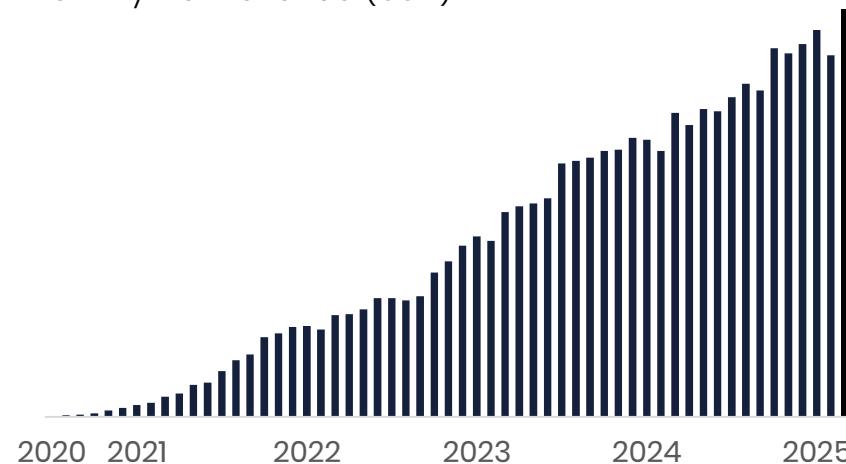
## Strong history in sales and downloads

**Secret Society:** USD 100 M sales  
24 M downloads

**Hidden City:** USD 400 M sales  
57 M downloads

## G5 Store

Monthly Net Revenue (USD)

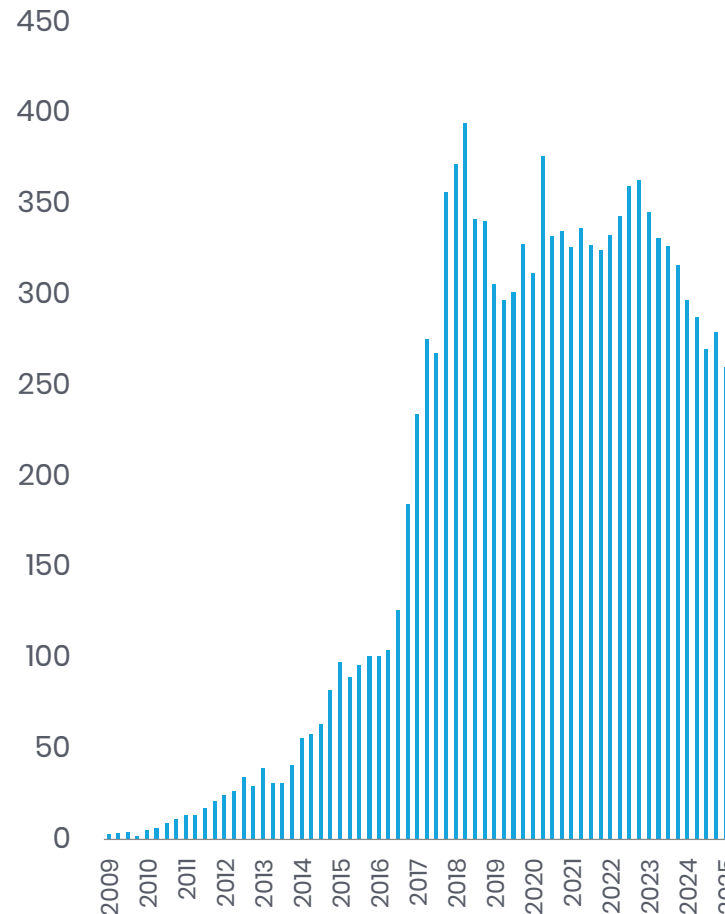


# G5 Entertainment in brief (2)

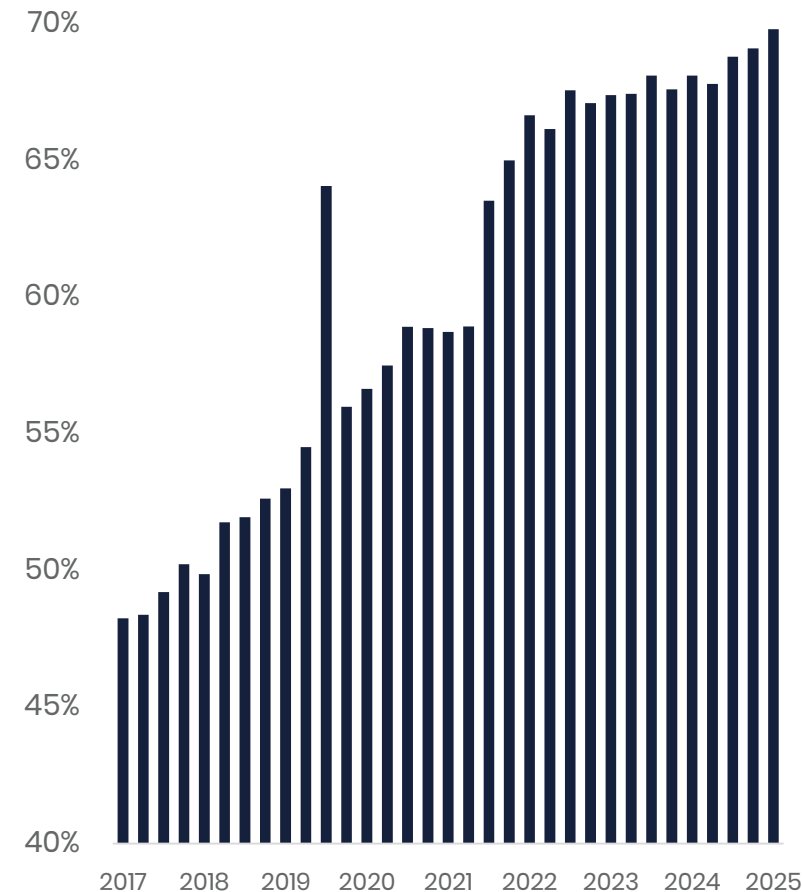
## Stable performance in 2024

- **1.1 billion SEK** revenue
- **117 million SEK** EBIT
- **68.4%** Gross Margin
- **G5 Store** boosted gross margin and contributed to stable performance
- **15.22 SEK** EPS
- **8.00 SEK** dividend

Revenue (MSEK)



Gross Margin (%)

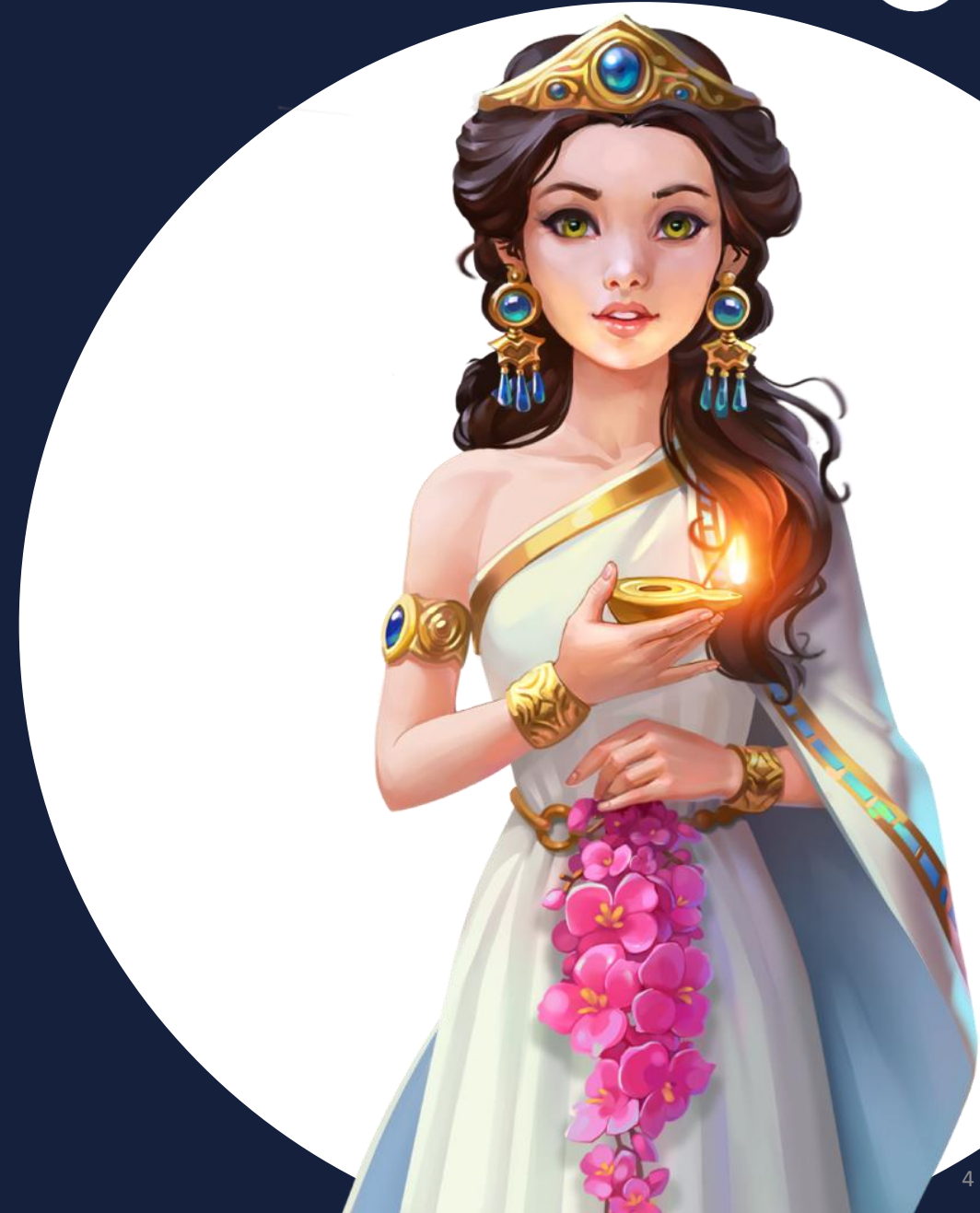


# Mobile Gaming Industry

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Mobile gaming is the best-performing segment of the overall gaming market.

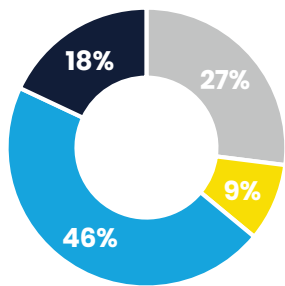
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# Global Mobile Gaming: A Growth Market

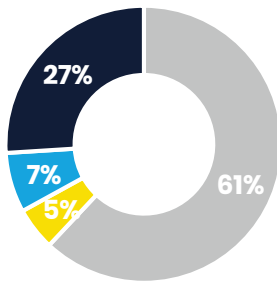
- Mobile gaming is the best-performing segment of the overall gaming market, with global revenues expected to reach **\$106 Bn** USD by 2027
- **48% of 2024 global game revenue** will come from mobile gaming
- With almost **3.4 billion gamers worldwide today** (+5% Y/Y), and 3.8 billion gamers projected by 2027, mobile gaming has more players than any other gaming segment
- Asia is the biggest market, accounting for almost **46%** of total revenues for the industry in 2024, followed by the US
- G5's main market is North America, followed by EU and Japan

2024 Global Games Market per region



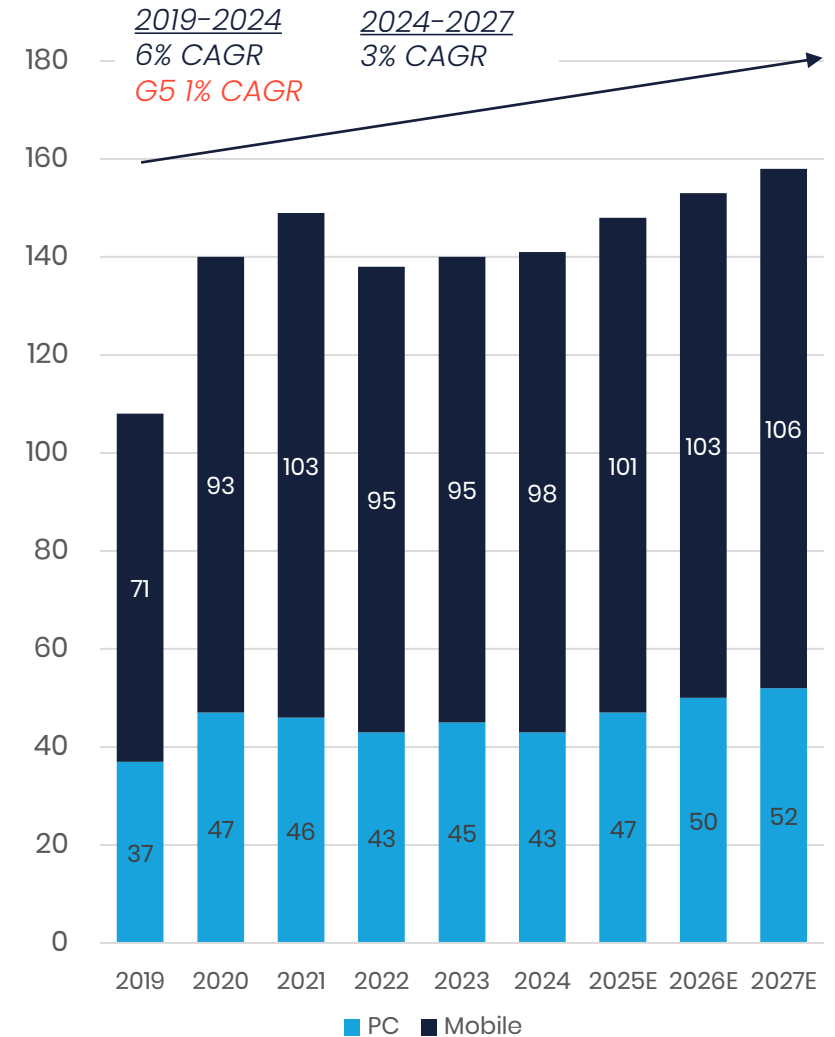
■ North America ■ ROW ■ Asia ■ Europe

G5 Revenue breakdown by geography Q1 2025



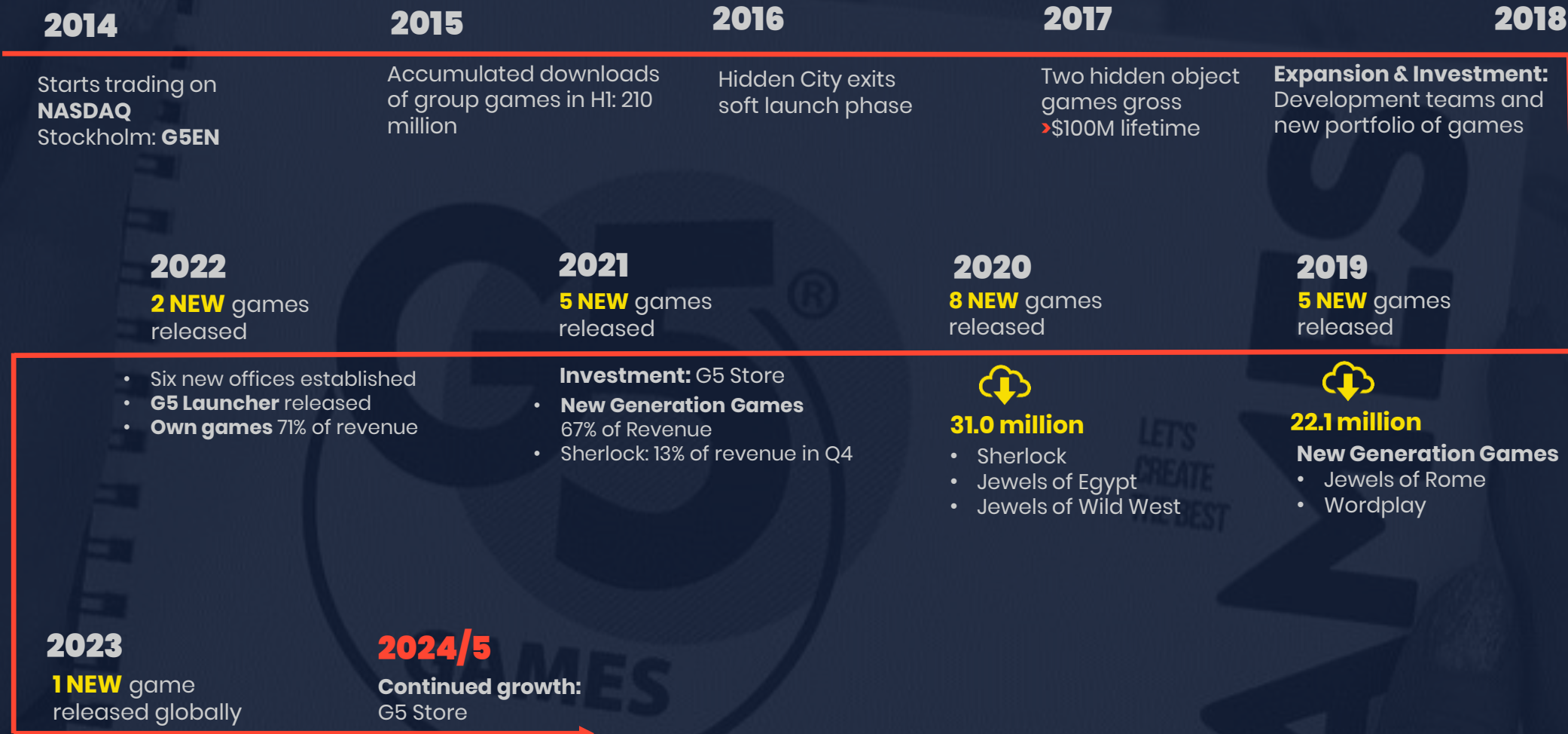
■ North America ■ ROW ■ Asia ■ Europe

Global Mobile Games Market Revenues  
Mobile & PC Games , Bn USD





# G5 Development: 2014-2025



# G5's Portfolio & Development funnel

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**“G5 has a range of games in the genres that are all liked by the company's target audience.”**

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# Target Audience and Game Genre

## A Unique Market:

### Women Age 35+

Growing demographic

Underserved market

Very loyal audience

Strong paying  
audience \$

## Hidden Object



## Match-3



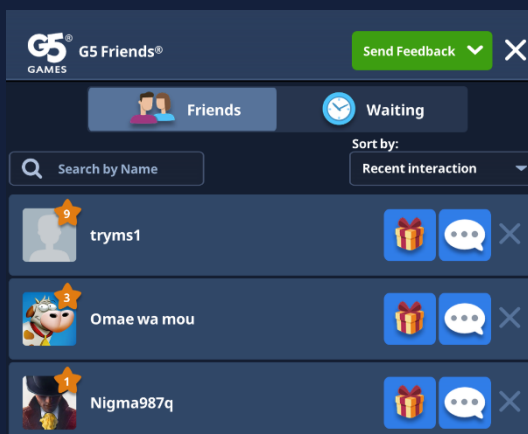
## Mahjong / Solitaire



## New Genres

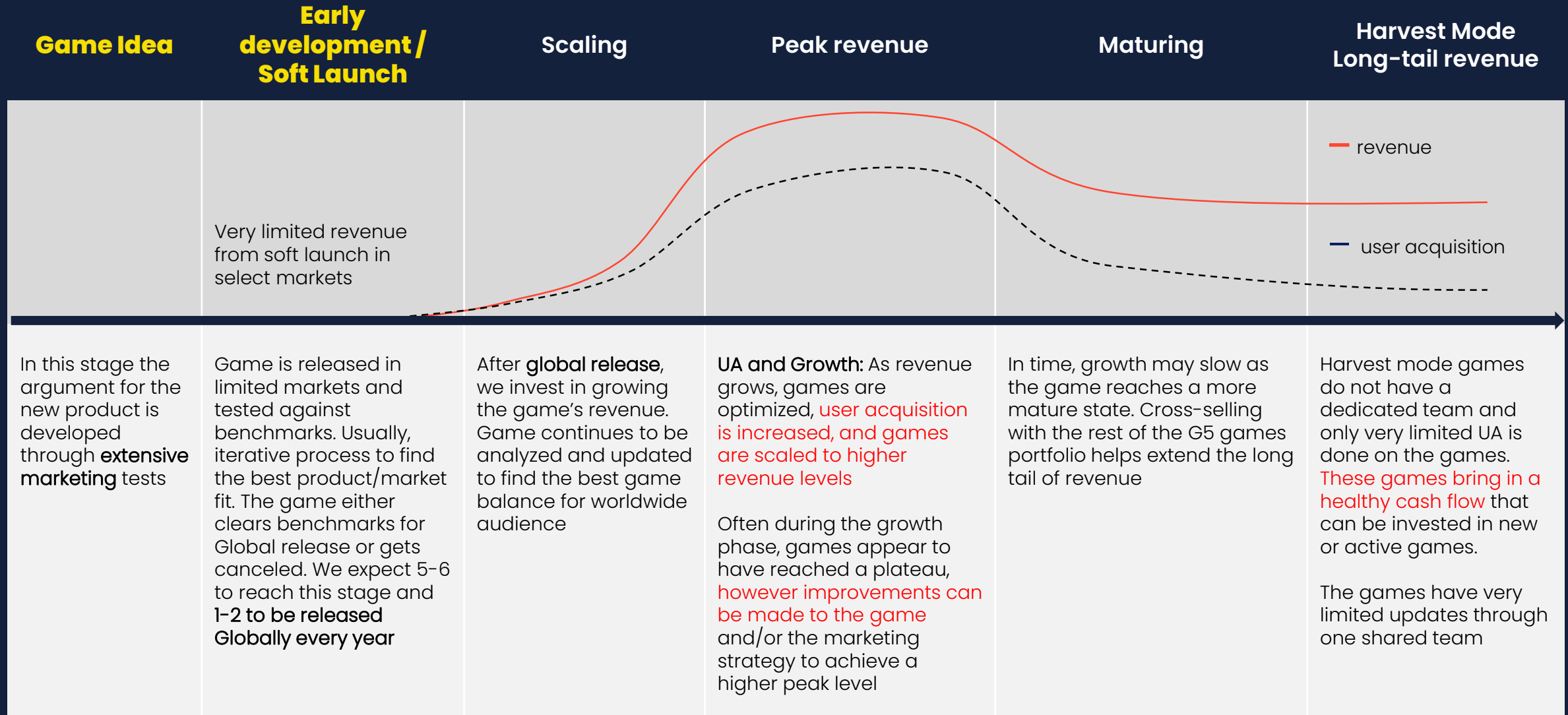


## G5 Friends Network





# New Games Development Funnel



# Development funnel stages

**1. PRE-PRODUCTION**

**2. PRODUCTION OF SOFT  
LAUNCH VERSION**

**3. SOFT LAUNCH –  
ENGAGEMENT TESTING**

**4. SOFT LAUNCH –  
MONETIZATION TESTING**

**5. SOFT LAUNCH –  
SCALABILITY TESTING**

**6. PREPARATION FOR  
GLOBAL LAUNCH**

**6 GAMES**

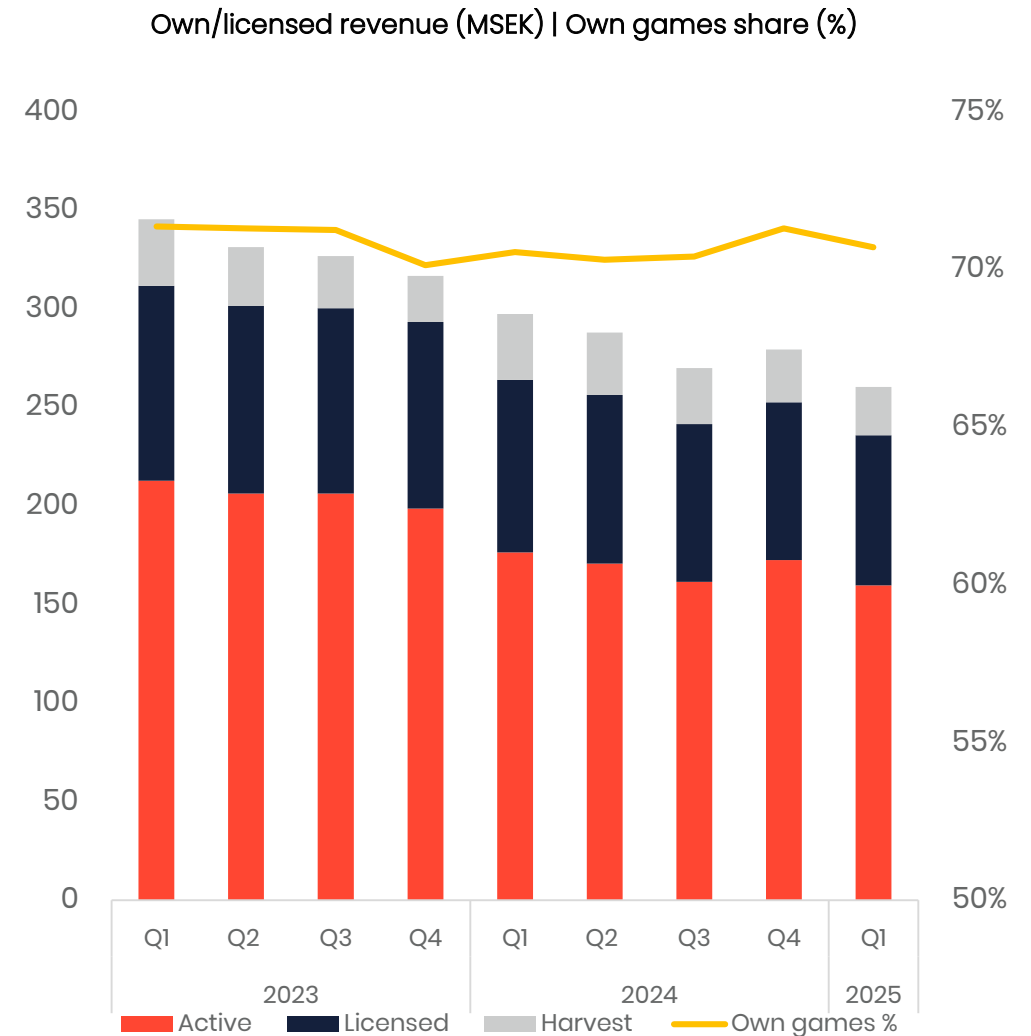
**4 GAMES**

**GLOBAL LAUNCH**



# Our Portfolio Approach

- **Strengthened development teams** giving the company full control over game development and quality combined with tougher approach to underperforming games
- Revenue from Own games have consistently grown and is now **>71%** of the total net revenue
- We plan to work on 30 game ideas, soft-launching 5-6 games. We expect to release **one game globally**. Building on previous technology and game play foundation with an emphasis on engaging storylines and immersive meta-mechanics
- **Balanced and diversified portfolio** with games in different stages in their lifecycle creates a balance between profitability and growth



Active: Own and actively managed

Licensed: Licensed

Harvest: Not actively supported games & older games, \*Mahjong Journey included in harvest since Q1 2024



# Financials

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**“We are confident that our strategic initiatives will bear fruit in the coming quarters, reinforcing our position in the market.”**

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# Financial Summary: Q1 2025

**Strong performance**

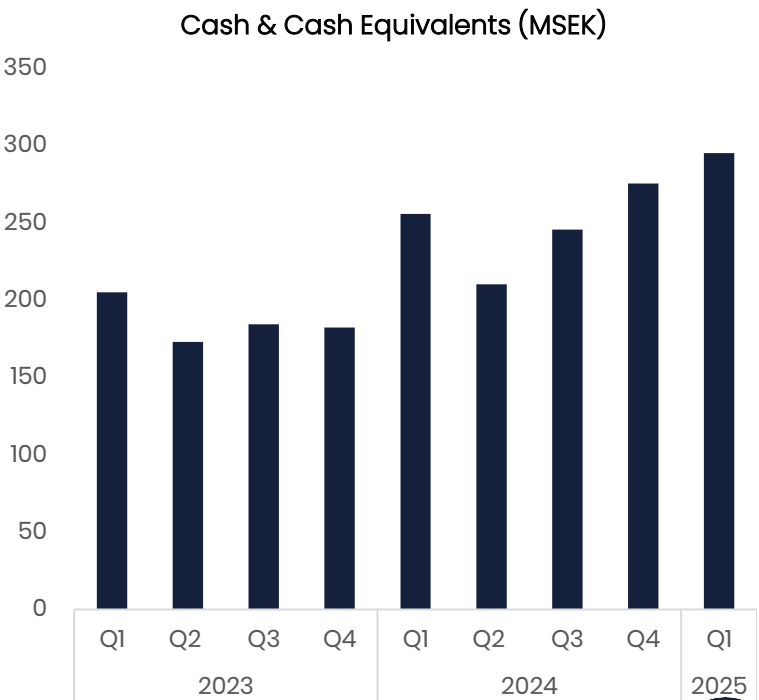
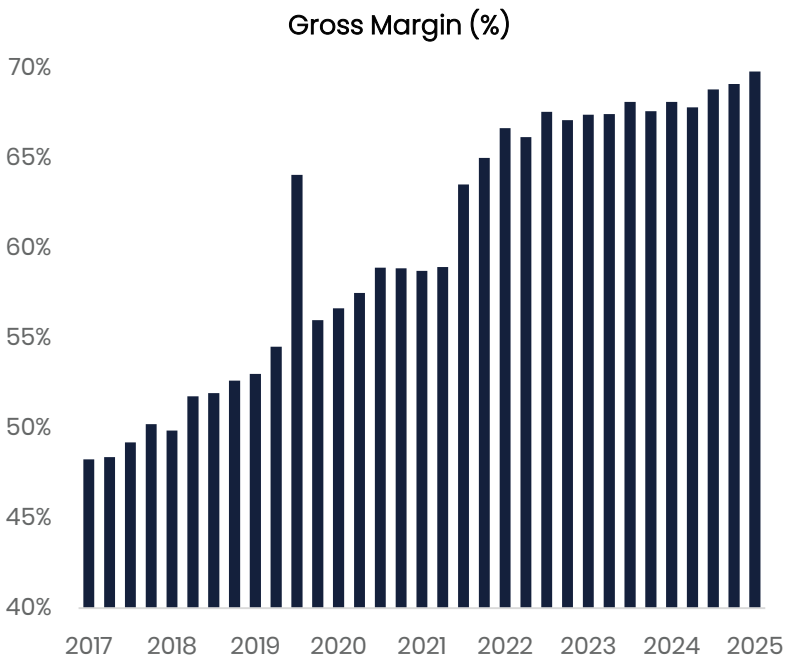
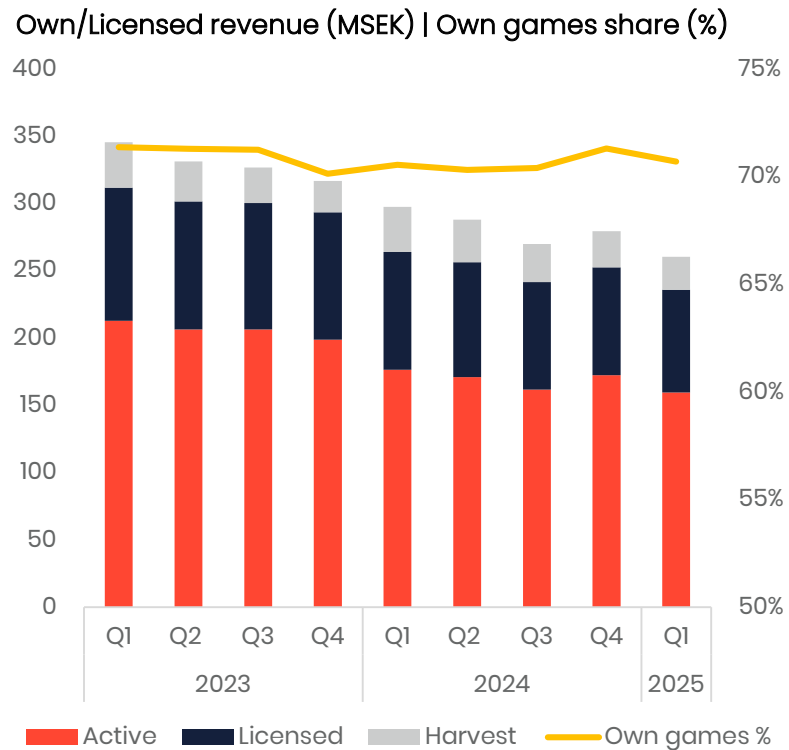
- Revenue was SEK 260 M, -12% Y/Y in SEK and -13% in USD
- Own games >71% of net revenue (71)
- Active own games: 61% (59) of net revenue, excl. *Mahjong Journey* that was put in harvest mode in Q1
- G5 Store accounts for 21% of total net revenue (13.5)
- +39% Y/Y, +4% Q/Q in SEK | +35% Y/Y, +5% Q/Q in US
- Record Gross Margin 69.8% (68.1) primarily driven by fast growth of the G5 Store
- Record MAGRPPU \$65.4 (63.5)

**Operating Profit (EBIT) SEK 10.7 M (39.2)  
EBIT margin 4.1%**

- EBIT was negatively impacted by revaluations related to fx SEK/USD revaluations of SEK -14.6 M (+9.4)
- Quarter also impacted by one-off expense SEK 1.3 M
- Adjusted for negative impact from other income and expenses EBIT margin would be 10.2% (10.0)
- Net capitalization impact on earnings was SEK -3.6 M (-11.1)

**Record high cash position**

- Capitalization impact on cash flow SEK -23.4 M (-25.7)
- Movement of working capital was SEK 15.2 M (29.9)
- Total cash flow for the period SEK 33.0 M (71.4)
- Total cash at end of period **SEK 295.5 M** (255.8)



# Status and Outlook for 2025



- Continue to maintain healthy profitability and sustainable growth
- Diligent cost control and continuing to strengthen our business model
- Continue to increase the speed of iterations
- Strategic new hires with a focus on strategic product development, business expansion and product marketing
- Operational efficiencies and continued improvements in our funnel, development and evolution processes continue to drive profitability
- G5 Store is rapidly growing. Scalable distribution opportunities it will continue to boost our gross margin
- Disciplined approach to UA and return to the 17-22% range in the coming quarters
- Strong financial discipline, strong cash flow generation and zero debt

## Development funnel





## Contact

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