G5 Entertainment AB

2024

ANNUAL REPORT

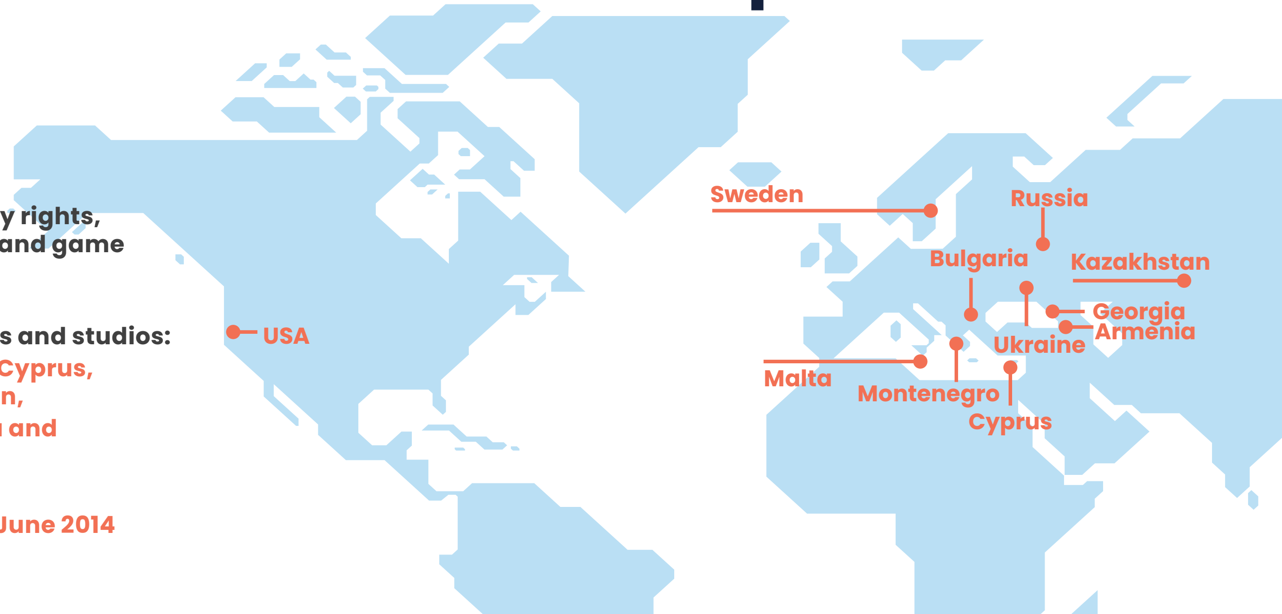
Content

This is G5 Entertainment: Global market and presence

G5 Entertainment AB (G5) is one of the leading developers and publishers of free-to-play games (F2P) that are played on smartphones, tablets and personal computers. G5 primarily offers proprietary games but also publishes games licensed from other developers.

G5's games are made for casual players, which is a rapidly growing market. The main target group is predominantly made up of female players over 35 years of age. Geographically, G5's most important market is North America which accounted for 63 percent of group revenues in 2024.

Headquarters:
Stockholm, Sweden
Marketing office:
California, USA
Intellectual property rights, creative processes and game licensing:
Malta
Development offices and studios:
Armenia, Bulgaria, Cyprus, Georgia, Kazakhstan, Montenegro, Russia and Ukraine
Listing:
Nasdaq OMX since June 2014



Employees
845

Monthly unique payers (average 2024)
128,000

Monthly active users (average 2024)
4 million

Three puzzle game genres
- **Hidden Object**
- **Match-3**
- **Solitaire/Match-2**

The year in brief: Increased EBIT despite headwinds

1.1 billion SEK
Revenue for the period

117 million SEK
Operating profit for the period

- Consolidated revenue was SEK 1,135 M (1,320), a decrease of 14 percent compared to 2023, in USD terms revenue decreased 13 percent year-over-year
- EBIT for the year was SEK 116.8 M (111.5), an increase of 5 percent compared to 2023
- Net result was SEK 119.0 M (127.6)
- Earnings per share before dilution was SEK 15.22 (15.84) and after dilution SEK 15.22 (15.84)
- Cash flow before financing activities was SEK 164.0 M (127.9)

Financial summary

FINANCIAL KEY RATIOS, KSEK	2024	2023	Change, %
Revenue	1,134,529	1,319,921	-14%
Commission to distributors	-245,935	-294,850	-17%
Royalty to external developers	-112,497	-132,700	-15%
Gross profit	776,097	892,372	-13%
Gross margin	**68.4%**	**67.6%**	
Operating costs excluding costs for user acquisition	-461,085	-534,885	-14%
EBIT excluding costs for user aquisition	315,012	357,487	-12%
EBIT margin before costs for user acquisition	**28%**	**27%**	
Costs for user acquisition	-198,235	-246,035	-19%
Costs for user acquisition as a percentage of revenue	-17%	-19%	
EBIT	116,778	111,452	5%
EBIT margin (%)	**10.3%**	**8.4%**	
Earnings per share before dilution	15.22	15.84	-4%
Cash flow before financing activities	164,009	127,919	
Cash and cash equivalents	275,539	182,332	

Operational KPI:s

	2024				2023			
F2P	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
DAU (mn)[1]	1.3	1.3	1.4	1.5	1.5	1.5	1.5	1.7
MAU (mn)[1]	4.3	4.5	4.7	5.1	4.8	4.9	5.2	5.7
MUP (thousands)[1]	128.2	129.5	137.2	147.4	152.4	154.4	168.0	177.6
MAGRPPU (USD)[1]	65.7	64.9	63.7	63.5	63.2	63.2	62.0	61.8

[1] For more information regarding the operational metrics, see the glossary on page 95.

"We maintained a strong financial foundation throughout the year, ending with a record cash position."

Word from the CEO: Financially strong year

2024 was another year of resilience and progress for G5 Entertainment. Despite a highly competitive market, we made significant strides to improve our operations and drive profitability, positioning the company for future growth.

2024 was another year of resilience and progress for G5 Entertainment. Despite a highly competitive market, we made significant strides to improve our operations and drive profitability, positioning the company for future growth.

In 2024, revenue reached SEK 1,135 M, reflecting a 14% decrease compared to the previous year. However, this decline was tempered by a notable improvement in our gross margin, which rose to 68.4%, supported by the continued success of our direct-to-consumer channel, the G5 Store. The G5 Store now represents a growing portion of our revenue, accounting for 19% of total sales in the fourth quarter, up from 13% last year. Its 35% year-over-year growth demonstrates the increasing value of this platform, which continues to enhance both our revenue mix and profitability, and is on course to becoming our top distribution channel in the future.

EBIT for the year reached SEK 117 M, reflecting the strength of our business model and operational efficiencies. This was a modest improvement from 2023 highlighting our resilience in generating solid profitability even amidst a challenging market environment. We maintained a strong financial foundation throughout the year, ending with a record cash position that ensures we are well-equipped for future investments and opportunities. Considering the group's strong financial position, the Board proposes a dividend of SEK 8 for 2024, which will be considered at the June 17 Annual General Meeting of shareholders.

One of the key initiatives of 2024 was our focus on improving the pace and efficiency of our game development funnel. By refining our development pipeline and increasing the speed of iteration, we are enhancing our ability to identify scalable games and bring them to market more effectively.

In addition, the integration of AI tools has further optimized our development process, reducing costs and accelerating our operational efficiency. These development efforts have already yielded promising results, particularly with Twilight Land, which is showing early signs of strong player engagement and scalability. We are optimistic that this game will be a key contributor to our growth in the second half of 2025.

In terms of player engagement, we faced some challenges in user metrics with a decline in Average Monthly Active Users (MAU) and Daily Active Users (DAU). However, we saw a positive trend in Average Monthly Gross Revenue Per Paying User (MAGRPPU), which rose by 6%, underscoring the loyalty of our player base and the increasing value of the G5 Store. Additionally, the success of new features and mini-events in core titles like Sherlock and Jewels of Rome reinforced our belief in the power of enhancing the player experience through continuous updates.

Looking ahead, our focus for 2025 will remain on delivering sustainable growth by launching new, high-quality games and continuing to leverage the opportunities provided by the G5 Store, and we are making strong progress towards achieving our goal of launching 1 or 2 games globally. We are confident that the improvements we have made in our development process, combined with our strong balance sheet and financial discipline, will allow us to navigate the challenges of the market and emerge even stronger in the coming years.

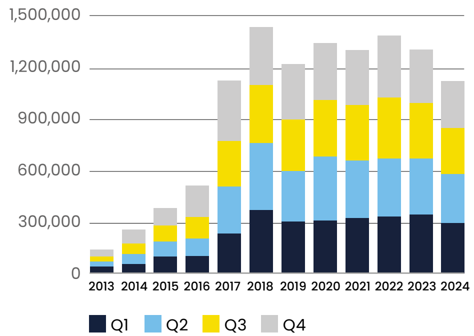
"One of the key initiatives of 2024 was our focus on improving the pace and efficiency of our game development funnel. By refining our development pipeline and increasing the speed of iteration, we are enhancing our ability to identify scalable games and bring them to market more effectively."

In closing, I would like to say thanks to our dedicated teams for their hard work and commitment and to all of our players and shareholders for their continued trust and support. Together, we are well-positioned to drive G5 Entertainment forward and deliver exceptional value in the years to come.

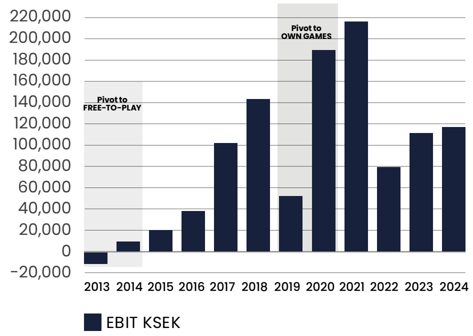
Thanks for following us at G5!

Vlad Suglobov
CEO, co-founder

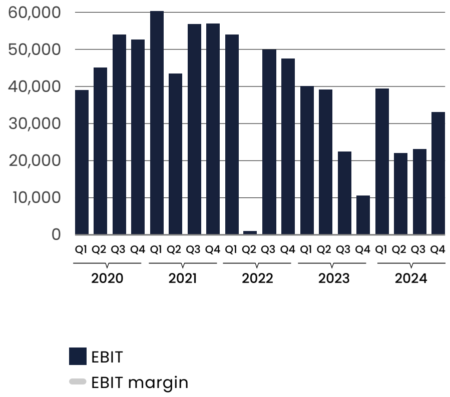
Revenue KSEK



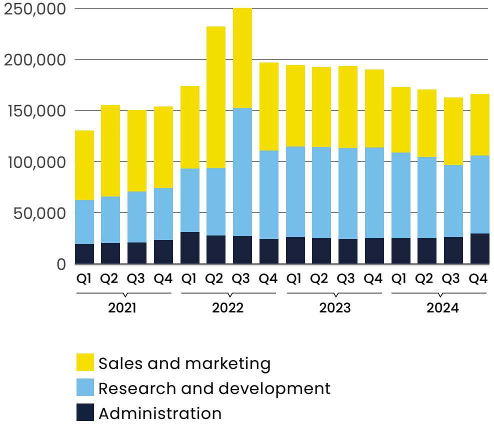
EBIT KSEK



Adjusted EBIT (KSEK)



Adjusted Costs of % in Revenue



Vision and Strategy: From one of many to one of few

G5 aims to grow from "one of many" developers and publishers of free-to-play games for smartphones, tablets and personal computers to "one of few". To achieve this the company shall deliver above market growth through adhering to the following four strategic guidelines that have been established;

- G5 shall continue to focus on its core audience of women 35+, maximizing the knowledge about its audience and using it to bring new products to the market.
- G5's customers, the players, shall be offered top quality content in our games, existing and new.
- G5 shall exceed market growth through smart marketing, by maintaining the engagement of existing customers and winning new players.
- G5 shall, in a responsible way, venture into new and adjacent genres and target groups.

G5 target groups and genres

G5's main target group is women aged 35 and over. Across all of G5's games, women account for around 70 percent of the users.

G5 Entertainment has a clear focus in relation to game genres and target groups. The games that are developed and published can generally be referred to as puzzle games. G5's games are in the four genres Hidden Object, Match-3, Solitaire/Match-2 and New Genres. They are adventure or casual games where the player progresses by solving puzzles.

Focus on F2P-games

G5 exclusively makes F2P-games. This type of game can be continuously updated throughout the game's life cycle. This increases G5's ability to retain players during a longer time period which renders these games a significantly greater earning capacity than other game types.

User acquisition

G5 is actively acquiring new players through marketing, so called user acquisition (UA). This is an important part of the business model for F2P-games and the company invests a significant share of the revenues in user acquisition. G5 has developed a profound knowledge about its player types, its target group and how to reach these. It also uses advanced analytical tools to secure a healthy return and payback time on marketing investments.

The purpose is to create a larger user base which can provide higher long-term earnings, if not immediately during the subsequent quarter, then after an additional one or two quarters, when revenues have had time to catch up with spending. Through analytical tools the company can track spending with good precision and make sure that the right kind of players are attracted.

Because players keep playing the games for a long period of time and are monetized only gradually, the profit margin is affected in the short term when the company decides to substantially increase spending on UA and hold it at the new level, while the revenue increases gradually. Over time profitability grows in the following quarters, and then in relation to a larger revenue.

A broad user base is also an asset that the company can benefit from in the coming launches in order to attract existing players to try new games.

Retention and earnings potential

G5 has one of the largest mobile games portfolios in its niche and target group. Only a few other established players are consistently targeting the company's main target group and create games with a similar structure to G5's most successful products. The company's continued success will depend on its ability to continue offering existing and new customers the best and most engaging experiences. At the same time, those games that are launched must possess enough earnings potential. This means that the company needs to continue to produce and/or license successful games, and that the company's development over time will depend on its ability to do that.

In G5's games women account for 70% of players.

"A broad user base is also an asset that the company can benefit from in the coming launches in order to attract existing players to try new games."

G5's success factors

Players
- Main audience women 35+
- Loyal and repeat buyers
- Growing demographic

Defined target group. G5 focuses on games for women over the age of 35, a globally growing and financially strong target group that is loyal to their games and where G5 is one of the leading players in the market in its niche. Mobile gaming platforms have opened up gaming for the company's target group and women account for a growing share of the active players on mobile gaming platforms, more and more reports show that women account for almost 50% of the number of players. In G5's successful titles women account for 70% of the active audience.

Game Genre expertise
- Hidden object
- Match-3
- Solitaire/Match-2
- Gradual genre expansion

Extensive portfolio. G5 has a number of F2P games that are attractive to large numbers of players in the target group. The company focuses on games in the genres of Hidden Object, Match-3 and Mahjong Solitaire, while also trying to enter new genres that are popular among G5's target group.

Focused operation. G5 focuses on F2P games that are accessible, do not require up-front payment and provide a longer gaming experience. This allows players to become involved and continue playing for a longer period, which increases the game's earning capacity.

Development
- Analytics and Analytical approach
- World class development talent

Proprietary platform. G5 has the capacity for quality assurance, customer support, sales, marketing and user acquisition, as well as cross selling between games. G5 also has developed and owns the Talisman cross-platform engine which allows for quick deployment of games on multiple platforms including direct-to-consumer G5 Store. G5 also has developed a proprietary G5 Friends social network and cloud progress storage platform for easy platform migration, which is built into all G5 games. The company also has its proprietary game engines in the main genres.

Own UA team and tools. G5 has built up its own organisation for user acquisition, which concentrates on different types of campaigns to increase the number of users and cross selling between games. G5 has also developed its M.A.R.S suite of tools to further enhance its competitive advantage.

Efficient channels. G5's games reach the end user through global distributors such as Apple App Store, Google Play, Amazon Appstore, Microsoft Windows Store, Mac App Store and the G5 store.

Own analysis. G5 has an analytics platform that delivers real-time insight into player behavior and how earnings can be improved.

Marketing
- G5 Brand
- User acquisition
- Distribution

Inhouse development. G5's gaming portfolio is based on proprietary and licensed games. G5 intends to maintain a healthy balance of revenue coming from its own and licensed games. In 2024 the share of revenue coming from own games was 71 percent.

Own studios. G5 has over the years organically expanded its development studios and currently has studios in eight countries for game development and outsourcing of development services.

G5 Store

16.1%

Of total revenue in 2024

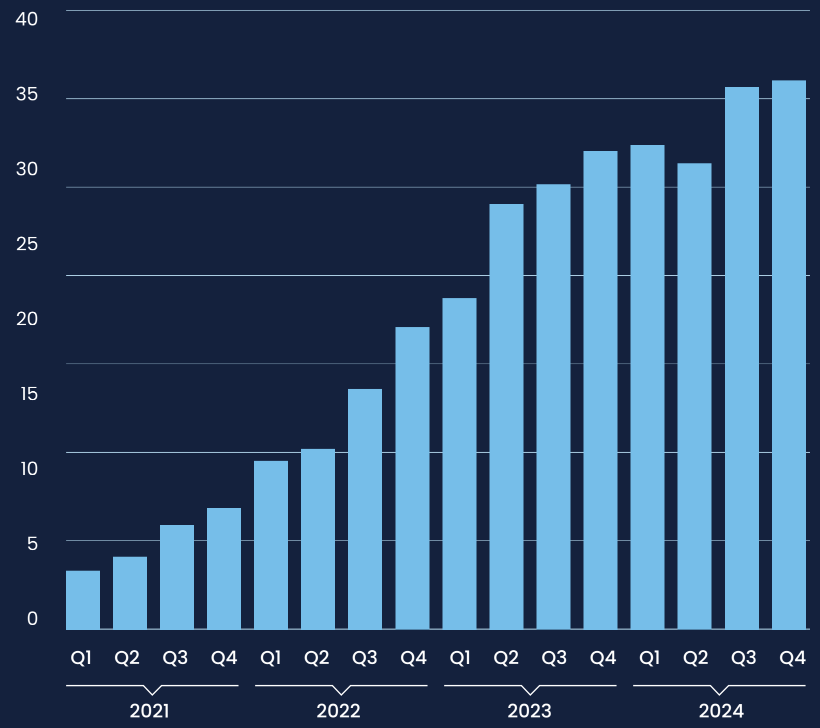
The G5 Store is G5's direct-to-consumer (DTC) channel

- The G5 Store was launched in 2020 on the Windows platform but is now available for Windows, Mac and Android. The G5 Store allows users to browse and download games directly from G5's website www.g5.com. All G5 games can be played from any device: mobile phone, tablet, or computer, while the game progress and purchases are synchronized across all devices. It is easy to start playing on a mobile phone and continue to play on a computer, for example, continuing to play exactly where you left off.

Performance

- Since its launch, the G5 store has grown sequentially every month with a couple of exceptions and surpassed 1M USD in monthly net revenue during the fourth quarter of 2023. The G5 Store is expected to continue to grow and through the lower fees improve both the gross margin as well as the EBIT margin potential of the group going forward.

G5 Store Net Revenue, MSEK



Business model

Game development

1.

DEVELOPMENT OF OWN GAMES

3RD PARTY LICENSING

- G5 develops proprietary casual games based on its own technology.
- G5 sometimes licenses games from independent game studios which reduces financial risk and expands the company's offering to various target groups and experimental genres.

Distribution

2.

PLAY ON ANY DEVICE

- G5 uses strong distributors such as Apple, Google, Microsoft and Amazon. During the year the proprietary G5 store, where G5 has own payment solutions and distribution, grew to represent over nineteen percent of group revenue in Q4.
- External distributors charge approx. 30 percent of revenue, Microsoft Store – 12 percent, for which G5 gains access to the global market and user bases of these mobile and personal computer platforms. For the own store, G5 has its own distribution and payment solutions where fees paid to third parties are only single digit percent.

Engagement & marketing

3.

- Players are regularly offered updates for existing games and new games to try.
- Own analytical tool secures efficient marketing.
- G5 builds customer touch points through email, social media, G5 Friends social network built into all G5's games, and other means.

Business model: From idea to the player

1. Development

G5 strives to produce the best games in the genre niches where it is active. G5 develops and renews its game portfolio mostly through in-house game development but also, in carefully selected situations, through licensing of games from independent game developers. For its in-house development, the company seeks to employ the most talented individuals and pays a lot of attention to the quality and detail in the games.

The combination of own development, where the margins are higher, and licensing, where G5 can test new games and broaden the offering with limited risk, gives G5 a good portfolio balance. The model also reduces the dependence on individual game titles.

The contractual agreements for the licensed games vary but the starting point is usually an even split of game revenues between the developer and G5.

2. Distribution and platforms

G5 distributes its own games and the licensed games through a handful of strong and established application stores such as the Apple App Store, Microsoft Store, Google Play, Amazon Appstore, Mac App Store and the G5 Store available on the company's website www.g5.com. Through the stores G5 makes the games available to the global market. For the external stores, G5 pays 12-30 percent of the revenues from each game to the app stores that are responsible for distribution and payment processing. In addition, the stores also provide a source for organic traffic through the exposure of the games to the top charts, search tools and occasional promotion of the best games.

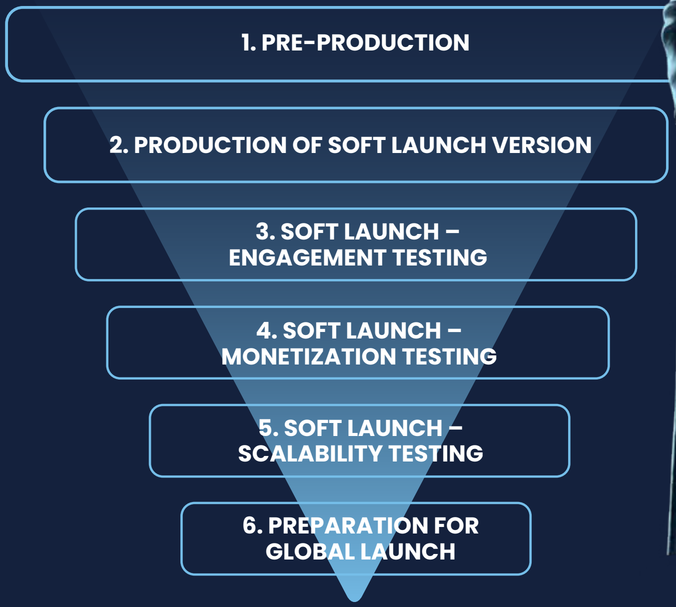
G5 strives to adapt its games to smartphones, tablets, and personal computers of all screen sizes. The trend towards using casual games on larger screen sizes favors G5 as the gaming experience in G5's core genres typically benefits from a larger screen. This trend contributed to the company's success in recent years as it clearly correlates with higher in-game spending.

3. Engagement and analysis

G5's customers constantly seek new gaming challenges and G5 therefore carefully analyzes the players' behavior through a comprehensive computer-based data analysis, both via the proprietary analytics platform and through the data coming in through the distribution channels. The results are used to further develop existing F2P games through continuous updates that in various ways improve the games. Such updates are often carried out monthly. The goal is to maximize the player interest and commitment so that they continue playing for a long time and are positively inclined to new products that G5 launched.

The analytical approach also contributes to securing returns from user acquisition, and optimizing the games' earnings capacity.

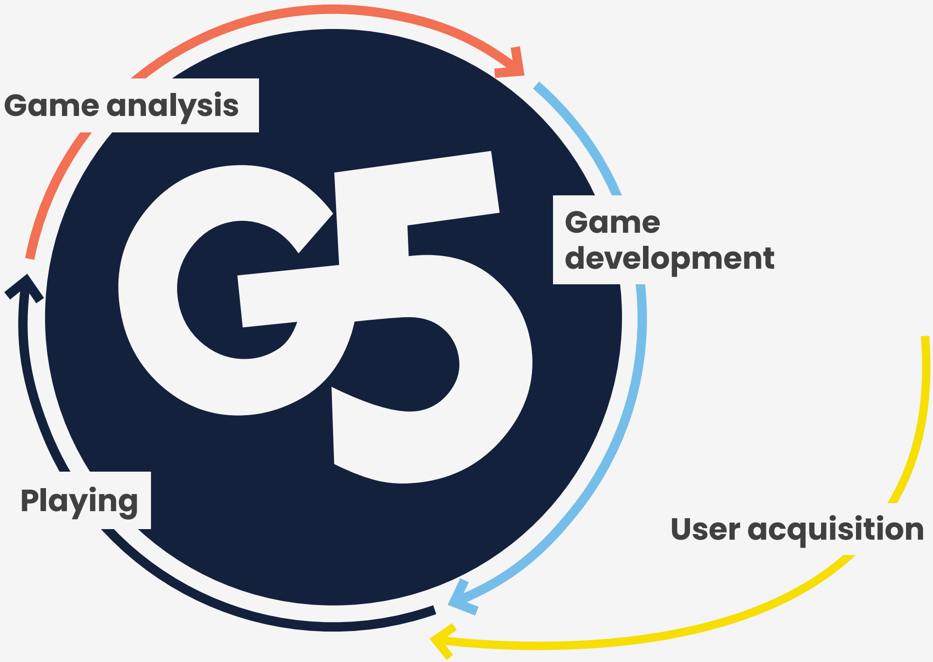
Development funnel stages



Business model: Lifecycle of games and gamers

The game cycle

During a game's lifetime G5 acquires users through marketing, wich combined with organic traffic and cross-selling between games creates the user base that plays a specific game. During the game's lifetime G5 continously tracks and analyzes how the players act in the game. Based on the analysis, G5 evolves the game by adapting the difficulty level and adding new features in the game. The goal is to keep the players in the game as long as possible and to strengthen the game's earnings capabilities.



The optimal life cycle

When G5 launches a new game, it takes the form of a so- called soft launch where the game is tested against the market, only in one or two specific countries. The soft launch can be completed within months but is usually done over at least six months. During the soft launch, as well as during the entire lifetime of the game, a large number of KPIs in the game are analyzed. The KPIs all contribute to improve the games earnings capacity after which it can be compared to the investments required in user acquisitions, UA, and if UA then is profitable within the company's set return requirements.

During the soft launch there is also more content added to the game. These steps are then repeated after the soft launch where G5 continuously adjusts the game to achieve an optimal performance. A game that is too easy, or which does not have a sufficiently exciting plot, does not normally reach the earnings requirements. Similarly, a game that is perceived as too difficult makes players leave which in turn needs to be adjusted.

These processes are ongoing throughout the game's lifecycle, which can last for many years. The goal is to extend the lifecycle of the game for as long as possible and to make sure that if players are about to leave the game, they would have had such a positive experience that they would try another game by G5.

Market: Trends support G5's growth

Both G5 as a company and G5's market have expanded significantly over the years. Behind the expansion are a number of strong drivers in the form of technological progress and global trends in terms of demographics and growing affluence. The technology allows advanced games on mobile platforms and a large and growing group of people have the interest, time and money to spend on mobile games.

Technology

The biggest growth driver has been the global spread of mobile phones. There has also been an increasing demand for casual games entertainment, both on mobile devices as well as personal computers. The quick development in both software and hardware has enabled the use of advanced graphics and the handling of large amounts of data on mobile devices, something that has made the games increasingly advanced and of high quality. Bigger screens with ever-better resolution improves the gaming experience and contributes to increased usage.

As more people use smartphones, tablets and personal computers G5's potential user base is constantly increasing and widening. Today, playing games is the most popular activity associated with smartphones, and it is mobile games that constitute the fastest growing segment in the gaming market.

Time to play

As the number of smartphones and tablets increases, an ever-improving gaming experience together with the opportunity to play anywhere, anytime, made users play only on mobile devices or in addition to traditional gaming platforms. Casual games of the type that G5 offers contribute to an increasing player base, because they are games that are easy to begin playing and they appeal to a wide target group, both in gender and age.

Revenues from different types of mobile games are expected, according to consultancy firm NEWZOO, to increase from USD 98 billion in 2024 to over USD 106 billion by 2027.

Demography

G5's games are aimed at a wide range of players but are popular in the segment of female players over 35 years. As early as 2009, G5 saw that this market segment was underserved by the gaming industry and therefore began to develop and publish games targeting this group. Only a few established market participants today only produces games that are aimed at G5's target group. The competition in the segment is lower than for other parts of the market, and it requires a thorough understanding of the needs of the target group which differ from other segments in the traditional gaming market.

The target group has over time proved to be loyal who use and play the company's games for a long time, often more than a year. The female players have both the time to play and a financial strength that allows purchases in the games. They also prefer to use tablets and smartphones with larger screens, which benefits G5's games which are optimized for larger screens and have high quality content.

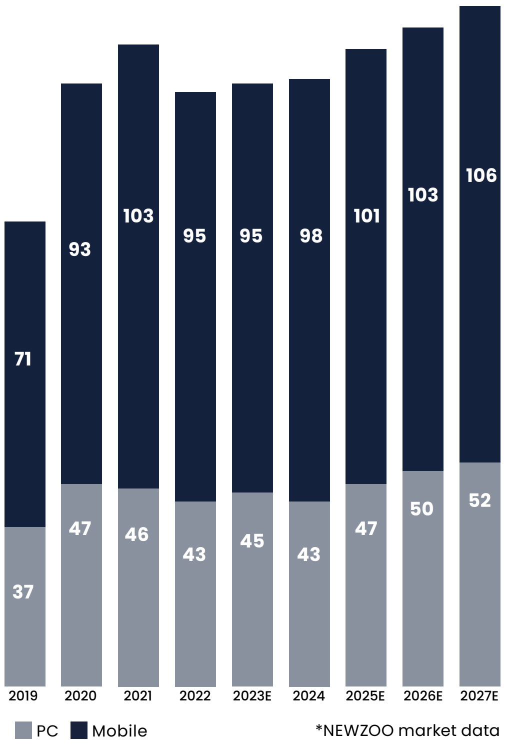
+6%

Global compounded mobile growth 2019–2024

+1%

G5's compounded growth 2019–2024

Global Revenue from Mobile & PC Games, Bn USD

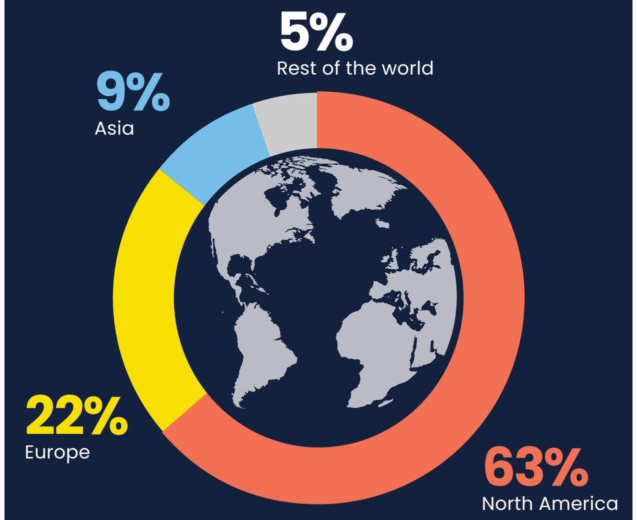


*NEWZOO market data

G5's Revenue breakdown by region (2024)

Target audience

- Focus on female audience 35+
- Loyal audience
- Growing demographic
- Low piracy



Global business – growing market

Mobile games in various forms are becoming a global business. Asia is today the overall largest market and accounts for half of the mobile gaming industry's turnover. The development is driven by China and Japan, and Japanese players spend more than any other player of mobile games. Japan is G5's largest market in Asia while the company's main market is North America. In 2024, North America accounted for 63 percent of the company's revenue. Through the G5 distribution channels, the games are available to a global market immediately after the launch of a new game. Also, the games are initially published with the support of at least eleven different languages to cater to all markets.

The company's main markets fit well with the company's strategy, as the target group is large and financially strong in these markets.

G5 and competitors

G5 operates in a very competitive environment, where not only mobile game developers, but also the broader entertainment industry are trying to catch the audience's interest. That does however not mean that G5 competes with all mobile games on the market. There is for example virtually no competition between G5's games, which target women over 35, and games with a younger male target group aged 13 – 35. G5's games do not compete with war games, strategy games or role playing games, although they can be said to operate on the same market.

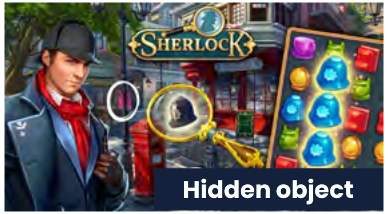
Ecosystem of application stores

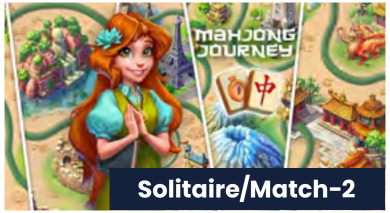
The mobile gaming distribution landscape is experiencing transformation. Apple and Google, historically dominant through their app stores, now face challenges to their established positions. Regulatory developments, notably the EU's Digital Markets Act, are prompting these platforms to accommodate alternative payment systems and app distribution methods. Concurrently, emerging channels such as G5's own store, other proprietary stores, web-based game delivery, and platform-agnostic technologies like Progressive Web Apps are gaining momentum. The Digital Markets Act began to be implemented within the EU with full roll-out in subsequent years. In response to the legislation Apple changed its terms and conditions in the beginning of 2024 and now allows alternative payment solutions as well as downloading to mobile devices outside the Apple App Store. Developers can choose between maintaining existing conditions with a 30 percent fee and download from the Apple App Store or a new payment model with fees between 0-20 percent of the turnover in the game but with a fee of 0.5 EUR per download regardless of whether it occurs inside or outside the Apple App Store.

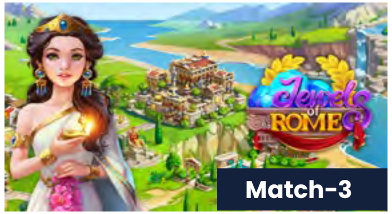
These shifts present mobile game developers and publishers with opportunities for enhanced margins, increased control over player relationships, and innovative market entry strategies. While the precise timing and rate of adoption are yet to be determined, the company views these developments as strategically advantageous. The company is actively monitoring and preparing to further capitalize on emerging distribution channels that align with its growth and monetization objectives.The company actively promotes the G5 Store, its direct-to-consumer platform, to its player base.

Operations: Three genres, one target group

G5 has chosen to focus its activities on four "evergreen" puzzle game genres: Hidden Object, which currently is the highest grossing of the company's genres, and where G5 has its largest by revenue own game Sherlock; Match-3, which is the genre where G5's Jewels series of games found success, and which is a strongly profitable genre for the company; and Mahjong Solitaire, which is one of the original genres the company pursued.







The properties of the three genres are different, but what they have in common is that they are puzzle/adventure games where the player searches for clues and solves puzzles to advance in the game. These types of games have been around for many years, which is why the company considers them evergreen. In addition, they are also all liked by G5's main target group, women over 35, which is loyal, has time to play, good payment ability and is growing in size.

Today almost half of the 3.4 billion people that regularly play mobile games are women, with an average age of 36 years and they describe themselves as financially independent. In the same target group 94 percent say they prefer to play games on the mobile instead of on a computer, which is considerably more than their male counterparts, where only 90 percent prefer the phone. 77 percent of G5's target group plays every day, they are habitual players and willing to spend money in the games. An increasing global prosperity where incomes are rising and people live longer and have more time for leisure, makes G5's main target group increase over time.

Hidden Object

The G5's Hidden Object games, with Hidden City and Sherlock as the main titles, are designed to be immersive and engage the players over a long time. These games have advanced graphics, which is crucial for the success of the games and G5 works constantly to further develop the games. The games have the G5 social network G5 Friends built in, as well as seasonal content and the possibility to directly purchase clues and items needed in the game. The games have a long service life and high earning capacity.

Match-3

Today, Match-3 is one of the largest genres in mobile gaming and G5 estimates that the genre generates over 10 billion USD of revenue yearly. They are based on the player matching three items in a row to remove them, and work towards completing level goals.

Mahjong Solitaire/Match-2

G5's largest game in the genre is Mahjong Solitaire which is a Match-2 game where players match mahjong tiles in different combinations in a large and complex puzzle. The genre is well-liked by G5's main target group.

New Genres

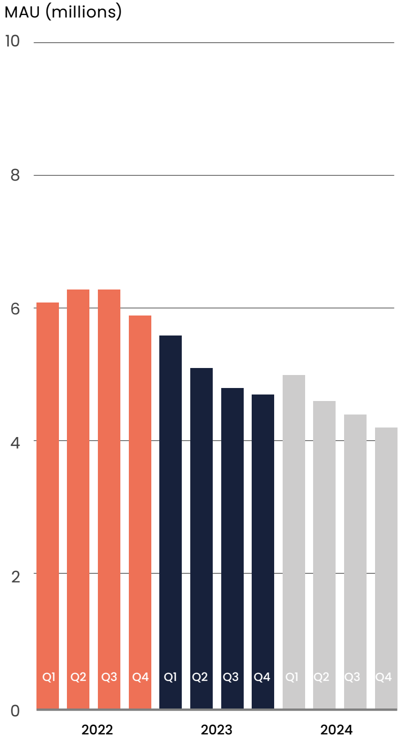
The company is continuously looking to enter new genres. As with all releases some games become moderate successes, some become new big genres for the company, such as Match-3 and some fail.

"G5 has a range of games in the genres that are all liked by the company's target audience. The games are different types of puzzle games which accommodate various tastes in the type and genre"

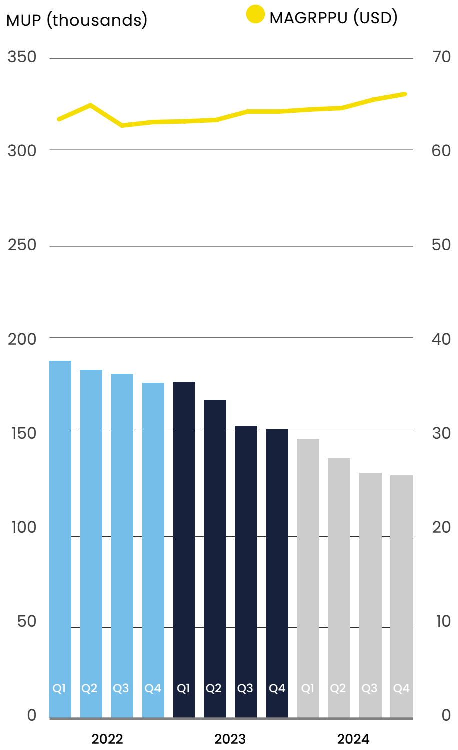
Top Games by Revenue– 2024

#1	Hidden City	Licensed	Released: February, 2014
#2	Sherlock	Wholly Owned	Released: May, 2019
#3	Jewels of Rome	Wholly Owned	Released: May, 2019
#4	Jewels of the Wild West	Wholly Owned	Released: April, 2020
#5	Jewels of Egypt	Wholly Owned	Released: June, 2020
#6	The Secret Society	Wholly Owned	Released: November, 2012
#7	Mahjong Journey	Wholly Owned	Released: December, 2014
#8	Sheriff of Mahjong	Wholly Owned	Released: October, 2020
#9	Emperor of Mahjong	Wholly Owned	Released: February, 2020
#10	Pyramid of Mahjong	Wholly Owned	Released: September, 2020

Monthly active users (average over quarter)1



Monthly unique payers (average over quarter)[1] and Monthly Average Gross Revenue Per Paying User



[1] For more information regarding the operational metrics, see the glossary on page 95.

Financial Review

Content

Directors' Report

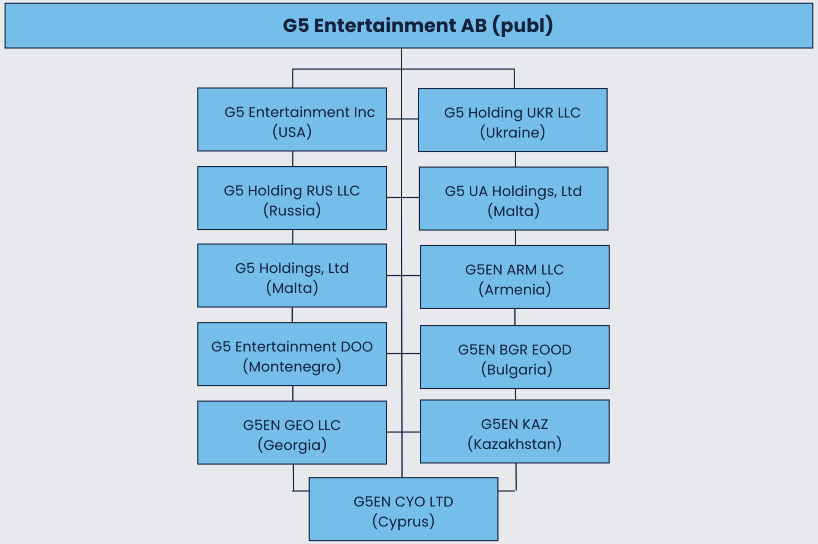
The Board of Directors and Chief Executive Officer of G5 Entertainment AB (publ), corporate identity number 556680-8878, hereby submit the Annual Report and the Consolidated Accounts for the operations of the parent company and group in the financial year January 1, 2024 – December 31, 2024. All amounts are reported in SEK thousands (KSEK), unless otherwise specified. Information in parentheses refers to the previous accounting year, that is to say 2023. Words such as "G5", "the company", "the group", and similar expressions refer in all cases to the parent company, G5 Entertainment AB, and its subsidiaries.

Operations

G5 is a developer and publisher of free-to-play games for smartphones, tablets and personal computers. G5 is active in a market that has grown sharply with the wide spread adoption of smartphones, tablets, and free-to-play game format. More recently, the growth is due to expanding audience and the popularity of free-to-play games for the company's target group.

Thanks to the rapid technological progress and the development of hardware, games that are designed for mobile devices have become more and more advanced and high quality, both in the content and game play, as well as the possibility to process large amounts of information to produce advanced graphics. In line with the technological development and market penetration, the user base has increased significantly but also broadened. With the ever improving experience on mobile, users can choose to leave their traditional gaming platforms and become mobile as well as users who never tried games before, or were only playing occasionally, are becoming regular casual game players on their mobile devices. Casual games are well adapted for mobile platforms and are becoming more popular also help broaden the user base. This is because casual games are games that are easy to start playing for an inexperienced player, and therefore they appeal to a broader audience, both in terms of age and gender. In addition to the number of mobile devices used, the time spent playing games on these devices, and the amount of money people spend on games on average, is also increasing.

Games are the most popular activity linked to smartphones, and mobile games is the fastest-growing segment of the entire games market. The revenue from various types of mobile games is expected, according to the analytics company Newzoo, to increase from USD 98 billion in 2024 to over USD 106 billion by 2027.



G5 2025 and onwards

G5 operates in a growing segment of the gaming market, where revenues from smartphone and tablet games have come back to growth after 2022 which was the first year of a decline in the mobile gaming market following the peak of pandemic popularity of games in 2021. The company has a broad portfolio of games with a growing number of proprietary free-to-play games, has focused on an economically strong and loyal audience and has a large experience in developing attractive games in different genres. The business model is simple and scalable where the number of players can grow significantly without at the same time requiring a larger organization.

In the coming years, G5 will continue to develop and improve its proprietary free-to-play games and further develop its direct-to-consumer channels to reduce effective store fees, and thereby improve the company's profitability. G5 strives to achieve excellence in its games and push the boundaries of quality within their genres. With larger scale and more resources, the company is dedicated to producing some of the best games in the world within their genres. The company is planning to do around five to six soft launches per year of which one to two games are expected to be globally launched. The company will balance user acquisition spending with the goals to achieve higher profitability, while sharpening its focus on retaining customers, and acquiring customers organically through the application stores and internal tools.

Organizational structure

G5 Entertainment AB (publ) with its registered office in Stockholm, Sweden, is the parent company of the G5 group.

The group has offices in Armenia, Bulgaria, Cyprus, Georgia, Kazakhstan, Malta, Montenegro, Russia, Sweden, Ukraine and USA. Since the start of the pandemic the absolute majority of the company's workforce are working remotely. During 2022 the company also opened an office in Poland which has been discontinued.

The group comprises six different functions, of which development and marketing are the largest by the number of employees. The CEO is based in the San Francisco Bay Area since 2011. Due to the conflict in Ukraine the company has been working actively to decrease the amount of employees in Russia and supporting relocation of individuals that want to and are allowed by law to relocate from Ukraine. Development, admin and marketing are now more distributed across all new and existing offices.

Game licensing and management of the group's IPRs (Intellectual Property Rights) is done from Malta, where the COO and CPO are stationed together with parts of the senior development team. The CFO and CMO are stationed in Stockholm.

Activities during 2024

After the change in the development funnel communicated in the third quarter 2022, the company has outlined that it will release five to six games in soft launch per year and launch one to two games per year globally. The communicated change has been implemented where further improvements have been identified. During 2024 no releases were made.

The company divides the portfolio in three categories: "Active", "Harvest" and "Licensed games". At year-end the company had 10 "Active" games, 21 games in "Harvest" and 4 "Licensed" games.

Active games are games that G5 owns and is actively supporting through its development and marketing capacity. Harvest are games that G5 owns but are not profitable to run as active games. The games are technically supported by a central team. Licensed games are games that G5 license from 3rd party developers and thereby act as a publisher. Licensed games are not split info active and harvest. The share of revenue from own games in the fourth quarter was 71 percent (71).

In addition to the releases made, the active games in the portfolio are regularly updated with new content and features. Such updates also contain optimizations to improve the profitability of the games as well as increased and enhanced content for the players.

During the year there has been ongoing improvement to the systems, tools and frameworks through which the marketing department works.

G5 has during the year continued to implement artificial intelligence in processes across all functions. The company sees significant gains in efficiency where certain tasks have seen a 90 percent reduction in time spent.

Management has, in addition to game development and marketing, focused on improving G5's direct to consumer offering, G5 Store, which had a strong positive impact on the company's turnover and margins. Improvements have also been made to the company's internal processes to be able to more effectively update, improve and analyze the portfolio of F2P games.

The Board believes that G5 is positioned for strong long term growth with a competitive, growing and well diversified portfolio of free-to-play games, work processes to continuously improve the games, and an efficient marketing organization.

Significant events after the end of the year

No significant events have occurred after the balance sheet date, see also the risk section on page 21.

Revenue and earnings

Revenue and gross profit

Revenue amounted to SEK 1,135 M (1,320), a decrease of 14 percent compared to 2023. In USD terms the revenue decreased 13 percent year-over-year.

The group's cost of revenue was SEK 358 M (428). Gross profit amounted to SEK 776 M (892), a decrease of 13 percent compared to 2023. Gross margin was 68.4 percent (67.6).

Operating Costs

Research and development

Costs for research and development decreased 14 percent compared to the previous year. Research and development costs are impacted by amortization and write-downs which amounted to SEK 132 M (150) and SEK 2 M (0) respectively. The publishing strategy implemented in 2022 had the consequence that games not released will not be capitalized upon. Capitalisation was SEK 104 M (104). Adjusted for capitalisation, amortization and write-downs, the costs for research and development was SEK 278 M (310), a decrease of eleven percent.

Sales and marketing

Costs for sales and marketing are primarily affected by the costs for user acquisition. User acquisition decreased by 19 percent to SEK 198 M (246). UA corresponded to 17 percent of revenue (19).

Excluding costs for user acquisition, sales and marketing has decreased with 16 percent.

Administration

Costs for administration were SEK 104 M (102), an increase of two percent. Within administration there are costs related to long-term incentive schemes. Administration also includes development related to platforms and tools which has increased during the year.

Other operating income and operating expenses

Currency exchange rate differences on operational assets and liabilities have impacted the year with SEK 12.7 M (-1.7). It was also impacted by write-downs of other operational assets amounting to SEK -1.1 M (0).

Operating profit

Operating profit was SEK 117 M (111) and the operating margin was 10.3 percent (8.4). Operating profit increased with five percent year-over-year.

Net profit

Finance net impacted the result with SEK 9.2 M (25.2). During 2023 the change was primarily related to revaluation of short term investments amounting to SEK 20.7 M. In 2024 the financial items were primarily affected by interest income of SEK 9.5 M (5.7). Tax affected the result with SEK -7.0 M (-9.1) corresponding to a tax rate of 6 percent (7).

Net profit amounted to SEK 119 M (128) which is corresponding to earnings per share before dilution of SEK 15.22 (15.84).

Financial position

During the year the company has capitalized development expenses amounting to SEK 104 M (106). The company amortizes its games over 24 months. As a consequence of the publishing strategy established in 2022, the company will not capitalize on games not released. Amortizations amounted to SEK 132 M (150). Write-downs amounted to SEK 2 M (0). Capitalized development expenses are also impacted by currency exchange differences of SEK 20 M (-6), as they are capitalized in one of the subsidiaries that has USD as its functional currency. At year-end total capitalized expenses amounted to SEK 210 M (220).

Accounts receivable and deferred income are primarily attributed to the revenue from the stores.

Accrued expenses and accounts payable are primarily constituted of royalty related to licensed games and short term payables related to user acquisition.

Equity amounted to SEK 554 M (491) corresponding to a equity/asset-ratio of 83 percent (81).

Financial ratios	2024	2023	2022
Equity/asset-ratio	83%	81%	76%
Return on equity	23%	26%	13%
Return on total assets	20%	22%	13%
Current ratio	3.7	3.0	2.3

Cash Flow

During the year the group had an operating cash flow before changes in working capital of SEK 265 M (278). Cash flow before investing activities amounted to SEK 283 M (241).

Investments have impacted the cash flow with SEK -119 M (-113). Investments are primarily constituted of capitalized development expenses that amounted to SEK -104 M (-106).

Financing activities impacted the cash flow negatively with SEK -77 M (-119). Financing activities were impacted by repurchases of own shares amounting to SEK -13 M (-54). Dividend impacted the cash flow with SEK -62 M (-65).

Cash flow amounted to SEK 87 M (8).

Available cash on December 31, 2024 amounted to SEK 276 M (182).

Seasonal variations

G5's sales are to some extent affected by seasonal variations where the fourth and first quarter are normally the strongest and the second and third quarter are seasonally weaker. The fourth quarter is positively impacted by the holidays that occur during the quarter and the colder weather in the company's primary markets, which continues into the first quarter.

Employees

As of December 31, 2024, G5 had 845 (872) employees across twelve locations, Armenia 52 (44), Bulgaria 23 (21), Cyprus 10 (5), Georgia 56 (66), Kazakhstan 38 (33), Malta (including remote workers) 192 (128), Montenegro 46 (80) Russia 157 (175), Sweden 4 (4), Ukraine 266 (313) and USA 1 (1). G5 has continued to reduce its presence in Russia during the year. G5 constantly strives to attract employees that are essential for the company to maintain a strong market position. The company's HR department cooperates with local universities to scout for candidates. G5 is working proactively with the recruitment process, approaching students with challenging tests and case studies, in order to attract them. G5 has a training program called "G5 University", where new engineers and designers initially start as associates and increasingly get involved in the company's projects under supervision and coaching of more senior colleagues. The same applies for corporate functions within its operations department. With the increasing profitability, G5 is actively searching for, and aims to employ the best talent in the field in order to be able to keep the quality standards high and push the boundaries of the genres G5 is active in. The company is providing a competitive compensation package for its employees, which is in line with, or above the local standards.

Research and development

G5 has developed and owns the Talisman™ cross-platform mobile technology and Development Tools that facilitates a cost-efficient, high-quality development process for multiple platforms. The Talisman™ technology is being continuously improved to be adapted in accordance with rapid technological progress. In addition, the company has analytic platforms and the publishing platform.

The largest part of the development expense is spent on developing and maintaining the games portfolio. A large part of the work is specific for the respective game, but a part of the development is related to mechanics and functionality that can be reused and enhanced for future titles.

Share information

As of December 31, 2024, G5 Entertainment's share capital was 928,390 SEK divided between 8,383,650 ordinary shares and 172,200 c-shares, each with a quoted value of 0.11 SEK per share. As of the balance sheet day the company held 281,000 ordinary shares and 172,200 c-shares. During the year the company has repurchased 101,000 ordinary shares. The average number of outstanding shares during the year was 7,814,503 shares. Each share confers equal rights to participation in G5's assets and earnings. The ordinary shares confers the holder with one vote, the c-shares confers 1/10 of a vote. All class c-shares are held by the company to be able to deliver shares in accordance with the performance share programs. No shareholder owns more than 10 percent of the total number of outstanding shares.

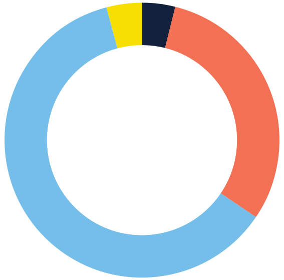
The annual general meeting 2024 authorized the Board of Directors to issue up to 10% of the outstanding shares, with or without deviation from the shareholders' preferential right, no issuance of shares was made under the mandate.

For more information regarding the share, see page 93.

Employee gender distribution

- Men – 57%
- Women – 43%

Employee age distribution



- > 45 – 32/4%
- 35–45 – 270/31%
- 25–34 – 538/62%
- < 25 – 32/4%

Risks and risk management

G5 is exposed to a number of risks that could affect the group's results and financial position. G5 continually evaluates, identifies, and manages the company's risks. The risks deemed most significant to the company are classified below as market, operational or financial risks.

Market and operational risks

Market conditions

The company operates in a new and rapidly changing industry, which makes it difficult to evaluate the business and prospects. The mobile gaming market, from which G5 derives substantially all of its revenue, is a market that is maturing but is still a rapidly evolving industry. The growth of the mobile games industry and the level of demand and market acceptance of G5's games are subject to high degree of uncertainty. The company's future operating results will depend on numerous factors affecting the mobile games industry, many of which are beyond the company's control, including changes in consumer demographics and public tastes and preferences, the availability and popularity of other forms of entertainment, the worldwide growth of sales of smart phones, tablets and other connected mobile devices, and the rate of any such growth and general economic conditions, particularly economic conditions adversely affecting discretionary consumer spending.

The ability to plan for game development, distribution and promotional activities will be significantly affected by the company's ability to anticipate and adapt to relatively rapid changes in the tastes and preferences of its current and potential players. New and different types of entertainment may increase in popularity at the expense of mobile gaming. A decline in the popularity of mobile gaming in general, or the company's games in particular would harm its business and prospects.

Political risk

G5 faces political, regulatory and economic risks as a result of its international operations and game development business, any of which could have adverse effect on the operations of G5. Political, economic and social instability could potentially negatively impact the company. It is the group's policy to keep critical code and intellectual property as well as having materials backed up in EU entities, and transfer funds to subsidiaries on an as-needed basis.

Invasion of Ukraine

The risks highlighted in previous annual reports with regards to the relationship between Ukraine and Russia have to some extent materialised with the invasion of Ukraine. There is still a very large uncertainty how the conflict will develop and thereby how it will impact the operations for the G5 group over time. Currently, G5 is supporting the staff to relocate to safety within the country and supporting relocation to other countries for the ones that are allowed and wish to do so.

On the other side of the conflict is Russia where G5 significantly has continued to reduce its prescence during the year. At year-end G5 had approximately 19 percent of its staff in Russia, a decrease from around 20 percent in the previous year. The risks posed by the conflict includes the inability to transfer funds to pay for the staff, further sanctions that could impact the company but not least the uncertainties facing the employees with regard to military draft effots on both sides. G5 is continously offering relocation opportunities for its staff to further reduce the footprint in the countries of the conflict.

If the situation would deteriorate further, or expand into other territories, there is a risk that it would impact the operations to a larger extent, including delay in releases, further described below on this page.

Competition

G5's success depends on the company's ability to develop and/or license new and innovative games. Competition within the broader entertainment industry is intense and G5's existing and potential players may be attracted to competing forms of entertainment such as offline and traditional online games, television, movies and sports, as well as other entertainment options on the Internet.

If G5 is unable to sustain sufficient interest in its mobile games in comparison to other forms of entertainment, including new forms of entertainment, the business model may no longer be viable.

There are relatively low barriers to entry in the mobile games industry compared to other games markets, they are however rising with the increasing amount of apps and as marketing becomes more important and creates technical and monetary barriers.

The company's competitors that develop so called "casual" free-to-play games for mobile devices vary in size. There are larger well-established publicly-listed videogame companies that are active on different video game platforms, like Microsoft (owners of King), Take-Two Interactive (owners of Zynga), Electronic Arts, and Ubisoft, which have their own mobile game operations through acquisitions over time and internal development. There are also mobile-focused publicly-listed companies like Playtika (owners of Wooga), Rovio, AppLovin and Huuuge which are the company's closest peers in the public market. There are also numerous private companies successfully developing and operating "casual" free-to-play games. Among these companies that are active and prominent in the genres where G5 operates are MyTona, Jam City, Vizor Interactive, Scopely and Playrix, to name just a few. There are also numerous other private companies active in the space where G5 operates. In addition, traditional online game developers and distributors who are currently primarily focused on specific international or video games market segments may decide to develop mobile games. These current and potential competitors have resources for developing and/or acquiring rights to additional mobile games, may be able to incorporate their existing brands and assets into their mobile games, have a more diversified set of revenue sources than G5 does and may be less affected by changes in consumer preferences, regulations or other developments that may impact the mobile games industry. G5 expects new mobile game competitors to enter the market and existing competitors to allocate more resources to develop and market competing games and applications.

Risk related to distribution channels

The company depends on continuing co-operation with its distributors. Apple, Google, Amazon, and Microsoft operate primary distribution platforms for G5's games. G5 generates the majority of its revenue through these distribution channels and expects to continue to do so for the foreseeable future. Deterioration in G5's relationship with these companies can harm G5's business.

G5 is subject to Apple's, Google's, Amazon's, and Microsoft's standard terms and conditions for application developers, which govern the promotion, distribution and operation of games on relevant platforms stores: Apple App Store, Google Play, Amazon Appstore, Microsoft Store and Mac App Store.

G5's business would be harmed if any of the above mentioned distributors discontinue or limit access to its respective platform by G5 and other game providers, modify its terms of service or other policies, including the provisions on revenue share, on how the personal information of its users is made available to application providers on the respective platform, establish more favorable relationships with one or more of G5's competitors, or develop their own competitive mobile game offerings. The distributors have broad discretion to change the terms of service and other policies with respect to G5 and other game providers, and those changes may be unfavorable to the company.

G5 and other game providers have benefited from the distributors' strong brand recognition and large user bases. If one or more of the distributors lose their market position or otherwise fall out of favor with their user base, G5 will need to identify alternative channels for marketing, promotion and distribution of its games, which may require substantial resources and investments, and may not be effective. G5 has also benefited from the free promotion of its games on distributors' stores, granted by the decision of the distributors' editorial teams and at their sole discretion. If G5 fails to receive the recognition from the distributors' editorial teams in the future, G5 may need to spend additional resources on marketing and promotional activities that may not be as effective.

Risk related to user preferences

It is difficult to continuously predict players' demand at large, especially as G5 develops new games in a new genre for new markets. If G5 isn't launching games that successfully attract and retain players, and unless the company increases the life of existing games it will hurt the company's market share, reputation and financial performance.

Delay in release of games and updates

Delays and/or irregularities in the release of new games and updates can negatively affect the group's revenue and operating margins. Delays can result from a delay in the development, e.g. due to external developers not meeting timelines, disruptions impacting the internal workforce or from additional time needed to receive certifications and approvals from game rating agencies, platform owners, and distribution channels (electronic download stores).

Technological developments

Like all game publishers, the group is dependent on technological advances. G5 continuously has to adapt to new technologies for game development, new distribution models based on new technologies, etc. Failure to do so could have adverse effects on the business.

Although G5 conducts a thorough quality assurance of its products, no software is absolutely flawless, and G5's games and game updates may contain errors, bugs, weaknesses or corrupted data. Such errors may not be noticed until the game has been released, particularly as G5 is working under time pressure to launch new games and rapidly release updates to existing games. Undetected errors in the application code, errors in the games or corrupted data can impact G5's business, have a negative impact on the players' experience, damage the company's reputation and image, have G5's players stop playing the company's games, use resources that could have been used for other tasks, and delay market acceptance of the company's games. All of these factors could harm G5's operating results.

Loss of key employees

The company's success depends largely on the continued ability to identify, hire, train and retain qualified and/or experienced executives, game designers, product managers, engineers and other key employees.

G5's ability to hire and retain qualified personnel depends on a number of factors, some of which are beyond G5's control, including the competitive environment on the local employment markets in which the group operates. The loss of an executive, experienced game designer, product manager, engineer, or another key employee due to, for example, such employee leaving to work for a competitor, may result in loss of important know-how and may significantly delay or prevent the achievement of development objectives or the implementation of the group's business strategy. If the companies within the group are unable to hire or retain qualified and experienced executives, game designers, product managers, engineers and other key employees, this may have an adverse effect on the company's business, financial position and profits in the future.

Capitalized development expenses

G5 capitalizes development expenses. Since 2022 the company is no longer capitalizing on games in early stage of development. Capitalized development expenses are recognized as assets on the balance sheet if the expenses are expected to result in identifiable probable future financial benefits that are under the control of the group, and it is technologically and financially possible to complete the asset. Released games are tested for impairment quarterly. In the event that such tests in respect of sustained decreases in the value of capitalized development expenses should lead to impairment, this may have an adverse impact on G5's financial position and profits in the future.

Tax risk

G5 manages its operations through companies in a number of countries. The business, including transactions between companies and how the group is structured, is operated according to G5's understanding or interpretation of current tax laws, tax treaties and other tax law stipulations and in accordance with G5's understanding and interpretation of the requirements of the tax authorities concerned. However, it cannot be ruled out that G5's understanding or interpretation of the above-mentioned laws, treaties and other regulations is incorrect in some aspects. Nor can it be ruled out that the tax authorities of the countries concerned will make assessments and take decisions which deviate from G5's understanding or interpretation of the above mentioned laws, treaties and other regulations. The tax position for the G5 group, both for previous years and the present year may change as a result of the decisions of the tax authorities concerned or as a result of changed laws, treaties and other regulations. Such decisions or changes, possibly retroactive, may have an adverse impact on G5's business, financial position and profits in the future.

Insurance risk

The insurance market is still underdeveloped in Eastern Europe, and some risks, that in developed countries can be insured, cannot be insured in Ukraine and Russia where the group still has operations. Costs for such unforeseen risks can therefore arise.

Financial risks

Currency exposure

G5 receives most of its revenue in USD and EUR, and some in SEK. Expenses for employee compensation and other operating expenses at non-Swedish locations are in EUR, RUB, UAH, and USD, and some other regional currencies. The company's sub-contractors and licensors are primarily paid in USD. With the establishment of new legal entities in 2022 and 2023 there are more currencies that the group is exposed to. Depending on the amount of employees that will relocate and the possibility to hire in these new markets the exposure to additional currencies could be larger or smaller.

The company does not hedge these risks at present.

Interest risks

Interest risks are considered to be marginal, because at present G5 does not have any external funding.

Credit risks

Credit risk related to accounts receivable is considered immaterial, since almost all sales are generated through major companies, with consistently high credit ratings. These distributors pay the company monthly, based on sales to the end users. Payments to G5 are made 1-2 months after the sale to the end customer. The distributors take full responsibility for tracking and accounting of end customer sales, and send G5 monthly royalty reports that show amounts to be paid.

For development projects (development of the games), G5 partly uses external developers. Agreed consideration is a combination of upfront and royalty-based payments. Prior to the development of new games there are sometimes agreements to pay advances to the developers. These are recognized as other receivables on the balance sheet.

If a project does not develop as expected, the advances associated with the project in certain cases might have to be written-off.

Funding risks
For companies doing business in fast-growing markets, it is difficult to make precise medium or long-term financial forecasts. G5's financial position is very strong which doesn't take out the risk from rapid changes brought on by competitors' actions or other market developments, the company may in the future need additional working capital, and turn to financial markets to attract such capital. If G5 is not able to raise funds, in time, at all, or on acceptable conditions, or if the company fails to meet its obligations under the company's credit arrangements, it may have an adverse effect on G5's business, financial position and profits.

Guidelines for remuneration to senior executives
The Board of Directors proposes that the 2025 Annual General Meeting approves the following guidelines for remuneration to senior executives. The guidelines apply for the CEO of G5 Entertainment as well as members of the Executive Committee. The guidelines do not cover compensation decided on by a general meeting of shareholders, such as share-based incentive programs.

The guidelines shall be applied for compensation that is agreed upon, and changes made to already agreed upon compensation, after the guidelines have been adopted by the 2025 Annual General Meeting.

The guidelines steer the decisions on compensation made by the Board's Compensation Committee and CEO with respect to senior executives and by the Board in its entirety with respect to the CEO.

The guidelines' promotion of G5 Entertainment's business strategy, long-term interests and sustainability
G5's vision entails that the Company shall be "one of few" in the mobile gaming space. To achieve this, G5 focuses on developing competitive mobile games for its target audience and through efficient marketing efforts promoting them to the same. As the company's most valuable resource is its employees, a strong employee focus is a foundation for achieving the vision of the group. Achieving the vision requires that G5 Entertainment can offer competitive compensation. The guidelines ensure that senior executives can be offered a competitive total compensation package.

G5 Entertainment also has long-term share-based incentive programs. The programs have been decided by the Annual General Meeting. The programs include the Chief Executive Officer (CEO), other senior executives and key individuals across the organization. The performance requirement of the share-based programs is the company's shares price which in the long-term has a clear relationship to the long-term value creation of the business. For further information about the programs see note C13 in the annual report or at corporate.g5.com.

Variable compensation covered by these guidelines shall aim to promote G5 Entertainment's business strategy and long-term interests.

Forms of compensation
G5 Entertainment shall offer compensation that is in line with the going rate in the market and is based on factors such as the importance of the work duties and the executive's expertise, experience and performance, and may consist of fixed base salary, short-term variable compensation, pension benefits, insurance and other benefits. In addition, the general meeting of shareholders can decide on share-based compensation, which is not covered by these principles.

Fixed salary
Fixed salary constitutes compensation for the work contribution at a high professional level that ultimately aims to create value for all stakeholders of G5 Entertainment, including but not limited to our players, shareholders and employees. Fixed salary shall be competitive in the market and based on the expertise, experience and performance of the executive. Salaries are reviewed yearly.

Variable compensation
In addition to fixed salary, variable compensation may be payable. Variable compensation should primarily be based on the financial development of the company, measured in growth and operating margin for the group. A target range and a sum of normalized results are defined for both parameters. This in turn defines the result. The target ranges shall be adopted yearly by the Compensation Committee and the Board of Directors. The variable compensation is paid out based on quarterly results but the full measurement period is the financial year. A part of the variable compensation may also be tied to discretionary targets that the Board deems are important to achieve the long-term strategy of the group. The variable compensation is structured as follows:

The CEO's variable compensation during the year may not exceed 80 percent of the fixed salary, divided so that 60 percent shall be based on the Company's financial development and 20 percent shall be based on targets determined by the board of directors.

The COO's variable compensation during the year may not exceed 70 percent of the fixed salary, divided so that 60 percent shall be based on the Company's financial development and 10 percent shall be based on targets determined by the board of directors.

The variable compensation to other executive management may not exceed 60 percent of the fixed salary and shall be based on the Company's financial development.

Pension and other benefits
The pension plan is to be in line with normal conditions in the market and the same for senior executives as for other employees. The pension premium shall be defined contribution.

Other benefits shall be of limited scope and may include, for example, disability, life and health insurance, and a car and travel benefit.

Cessation of employment
The employment agreements with senior executives shall contain a notice period of at least 3 months for the employees and a maximum of 12 months from the Company. Upon termination by the Company a severance pay may at most be equal to the fixed monthly salary for 12 months.

In addition, compensation may be payable for any noncompete obligation. Such payment shall compensate the executive for possible loss of income and shall only be made during the period that the executive lacks a right to severance pay.

The monthly compensation shall amount to a maximum of 100% of the executive’s monthly income. The compensation shall be payable during the time that the noncompete obligation applies, which shall be a maximum of nine months after the end of employment.

Procedure for review, implementation and decision on guidelines

The Board of Directors has established a Compensation Committee. The committee’s duties include conducting preparatory work for the Board’s decisions on proposed guidelines for compensation of senior executives, compensation and other terms of employment for this group. The Board shall review the guidelines yearly and propose updated guidelines for decision by the Annual General Meeting.

The guidelines shall apply until new guidelines have been adopted by a general meeting of shareholders. The Compensation Committee shall also monitor and evaluate ongoing programs and programs concluded during the year for variable compensation for members of the Executive management team, application of guidelines for compensation of senior executives, and applicable compensation structures and compensation levels at G5 Entertainment. The Compensation Committee’s members are independent in relation to the Company and the Executive management team. In the Board’s handling of and decisions on compensation-related matters, the CEO or other members of the Executive Committee are not present to the extent they are the subject of the matter at hand.

Departures from the guidelines

The Board of Directors may decide to temporarily depart from the guidelines entirely or partly if in specific cases there are special reasons for doing so and a departure is necessary to safeguard G5 Entertainment’s long-term interests, or to safeguard the Group’s financial soundness.

For senior executive remuneration 2024, see Note C7.

Parent company

The parent company primarily manages group-wide functions such as legal, finance, and investor relations. Most distributor agreements are with the parent company.

At the end of the year the parent company had 4 (4) employees. The average number of employees during the year was 4 (4).

- Sales amounted to SEK 1,135 M (1,320)
- Operating result amounted to SEK -0.0 M (-10.1)
- Result after net financial items amounted to SEK 9.2 M (14.3)
- The parent company’s cash and cash equivalents as of December 31, 2024 was SEK 47.3 M (53.7)

The parent company’s revenue increased in-line with the group’s revenue.

Corporate governance report

The corporate governance report is published with a separate auditors statement on page 79 in this document.

Outlook

The group’s revenue exceeds expenses. Cash flow is used to invest for future growth: funding product development, and investing in a growing user base. Going forward, the management is going to maintain the balance between actively re-investing for future growth and maintaining a sufficient cash position.

Dividend policy, financial targets

G5 Entertainment is active in a fast-moving growing market. In order to benefit from this growth, the company intends to continue reinvesting profits in activities that promote organic growth, such as product development and marketing. Dividends are subject to G5 Entertainment’s future earnings, cash flows, working capital requirements, and general financial condition. In addition, investments in acquisitions as part of the company’s growth strategy may impact the level of future dividends.

The Board believes the management should focus on maintaining strong organic growth. This will require investments into marketing and user acquisition, which in the short term may put pressure on profitability.

The Board has therefore decided not to provide any financial targets with regard to the company’s future profitability at this stage

Proposed allocation of profits

Earnings in the Parent Company at the disposal of the Annual General Meeting (KSEK):

Share premium reserve	54,530
Profit carried forward	80,961
Net results for the year	7,997
Total	**143,488**

The Board of Directors proposes that dividends be paid in an amount of SEK 8.0 (8.0) per share.

The Board of Directors proposes that the earnings be disposed of as follows:

To be distributed to the shareholders	62,392
To be carried forward to new account	81,096
Total	**143,488**

Statement by the board of directors pursuant to chapter 18 section 4 of the companies act

The board of directors of G5 Entertainment AB (publ.), org.nr 556680-8878 has proposed that the annual general meeting to be held on June 17, 2025 shall decide on share dividend in an amount of SEK 8.0 for each share. The proposed record day for the share dividend is Thursday June 19, 2025.

In accordance with chapter 18 section 4 of the Swedish Companies Act the board of director herby leaves its statement regarding the proposed payment of dividends.

The profits and the financial position of the company are good, as indicated by the balance sheet and the profit and loss account in respect of the financial year 2024. The board of directors has assessed that the proposed payment of dividends would be sufficiently covered by the unrestricted shareholders' equity. The equity ratio and the liquidity will be sufficient, also subsequent to the proposed payment of dividends, and it is believed that the company will be in a position to perform its short term and long term obligations.

It is the opinion of the board of directors that the proposed payment of dividend is justifiable taking into account the demands which the nature, scope and risks of the operations impose on the shareholders' equity of the company and the consolidation requirements, liquidity and financial position of the company in general.

In the assessment the Board has taken into account the requirements of the consolidated nature, scope and risks on the Group's equity and the consolidation requirements, liquidity and position in general.

Any fair value measurement of assets or liabilities of the parent company, in accordance with Chapter 4 Section 14 § Annual Accounts Act (1995: 1554), has not taken place.

The Board of director was given an authorization to issue ordinary shares at the annual general meeting on June 12, 2024. If the board of directors exercises the authorization prior to the annual general meeting 2025, the above statement shall be equivalent to the potential additional dividend.

Sustainability Report

Content

General Information

G5 Entertainment's sustainability statements for 2024 have been prepared in accordance with the Swedish Annual Accounts Act in a format inspired by the European Sustainability Reporting Standards (ESRS), which forms part of the Corporate Sustainability Reporting Directive (CSRD).

Basis for preparation

The sustainability statements are prepared with reference to the ESRS standards issued by the European Financial Reporting Advisory Group (EFRAG). All sustainability topics included in the report have been assessed as material according to the performed double materiality assessment.

The sustainability statements for G5 Entertainment have been prepared on a consolidated basis with the same scope as the financial statements. The sustainability statements cover the main value chain of the company, including the impacts, risks and opportunities identified in the company's own operations as well as upstream and downstream of the value chain.

G5 Entertainments upstream value chain consists of Suppliers and Business partners and the downstream value chain consists of Distributors and Customers.

External review

G5 Entertainment's sustainability statement is covered by external limited assurance. Read the auditor's limited assurance opinion regarding the statutory sustainability report on page 83.

Sustainability governance

The role of the administrative, management and supervisory bodies, and information provided to and sustainability matters addressed by the administrative, management and supervisory bodies, are disclosed below.

Board of Directors

Responsibility for sustainability matters at G5 Entertainment sits with the Board of Directors. The Board receives regular updates on sustainability matters from the G5 Entertainment Executive Management Group. The Board reviews and approves the company's sustainability ambitions and material sustainability topics and reporting.

The board, which consists of six members, is composed to have strong experience and skills in business leadership, as well as in the development and publishing of digital games for a global audience. Out of the non-executive board members two are female and three are male. The Nomination Committee is responsible for assessing and proposing the G5 Entertainment Board of Directors to the annual general meeting. In its assessment, the Nomination Committee has considered that the Board is characterized by the diversity and breadth in terms of competence, experience and background that is required by the Swedish Corporate Governance Code.

The board member Vladislav Suglobov is also the CEO of the Company and can therefore not be considered to be independent in relation to the Company and the management of the Company according to the Code nor to major shareholders. The board member Jeffery Rose is legal advisor to the Company and receives compensation for the advice and services provided and can therefore not be considered as independent in relation to the Company but independent to major shareholders. The remaining board members are independent in relation to the Company, the management of the Company and the major shareholders of the Company. The board of directors has adopted written rules of procedures governing its work and the rules are determined annually.

Audit Committee

The audit committee's main tasks are to monitor the Company's financial and sustainability reporting, and in respect of the reporting, monitor the efficiency of the Company's internal controls, internal audits and risk management, keep itself informed regarding audit of the annual report and group accounts, review and monitor the impartiality and independence of the auditor, and assists in conjunction with preparation of proposals to the general meeting's resolution regarding election of auditors and compensation to the auditors.

The audit committee and the board regularly receive presentations from the Company's auditor, which ensures that the Company's internal and external reports fulfill the requirements of a company whose shares are listed on a regulated market.

The audit committee consists of three independent non-executive members. Two thirds of the audit committee is female, one third male.

Executive Management Team

The G5 Entertainment Executive Management Team consists of five members. One of five members is female, four are male. The Extended Management Team consists of 13 members, of which five are female and eight male. The Senior Management team comprises a diverse range of profiles, experience and expertise. All members are expected to stay current with the latest sustainability knowledge and regulatory developments.

To ensure that G5 sustainability targets and key priorities are met, the highest authority in operative decision making in sustainability lies with the Executive Management Team, who are responsible for the oversight of impacts, risks and opportunities.

Sustainability Steering Group

As a sub-set of the EMT, the Sustainability Steering Group, chaired by the CFO discusses strategic sustainability topics, and prepares them for decision-making in the EMT.

Integration of sustainability-related performance in incentive schemes

G5 Entertainment does not currently integrate sustainability-related performance in its incentive schemes.

Statement on due diligence

The following table shows the paragraphs that contain disclosures about G5 Entertainment's current sustainability due diligence performance.

Risk management and internal controls over sustainability reporting

The work to develop internal controls over sustainability reporting to address risks in prioritized areas is ongoing and will continue in the coming years. External auditors have performed limited assurance on G5's Sustainability statement.

CORE ELEMENTS OF DUE DILIGENCE	SECTIONS IN THE SUSTAINABILITY STATEMENT
a) Embedding due diligence in governance, strategy and business model	ESRS 2 GOV-2, p. 27 ESRS 2 GOV-3, p. 27 ESRS 2 SBM-3, p. 29, 31, 37, 44, 46
b) Engaging with affected stakeholders in all key steps of the due diligence	ESRS 2 GOV-2, p. 27 ESRS 2 SBM-2, p. 30 ESRS 2 IRO-1, p. 30 ESRS 2 MDR-P, p. 38, 45, 47 Topical ESRS, p. 32-47
c) Identifying and assessing adverse impacts	ESRS 2 IRO-1, p. 30 ESRS 2 SBM-3, p. 29, 31, 37, 44, 46
d) Taking actions to address those adverse impacts	ESRS 2 MDR-A, p. 32, 40, 45, 46 E1-1, p. 32 S1-3, S1-4, p. 39, 40 S4-3, S4-4, p. 45
e) Tracking the effectiveness of these efforts and communicating	ESRS 2 MDR-M, p. 40, 47 ESRS 2 MDR-T, p. 41 Metrics and targets reported in the topical standards

Strategy, business model and value chain

G5 Entertainment develops and publishes high quality free-to-play games for smartphones, tablets and personal computers that are family-friendly and easy to learn. G5's games are made for casual players. The main target group is predominantly made up of female players over 35 years of age.

G5 primarily offers proprietary games but also publishes games licensed from other developers. The company distributes its games through the G5 Store, Apple App store, Google Play, Amazon Appstore and Microsoft Store.

G5 operates in a market where revenues from games played on tablets, smartphones and personal computers are projected to grow in the following years. The company focuses its activities on so-called free-to-play games (F2P). The F2P-games are free to download and play, during the user journey some players may buy virtual goods and tools that enhance the gameplay experience and/or make it easier to advance in the game. These payments make up 99 percent of G5's revenue stream.

The company also has advertising monetization in its games, in the fourth quarter it represented around one percent of the group's revenue. During 2024 G5 had an average of 4.7 million unique monthly users and 1.4 million daily users.

G5 has built its own development platform and its own publishing platform, both of which are used by the company for its own games but also are attractive to third party developers who want to take their own games to the market.

Games published by G5 are distributed to customers through global distributors; primarily Apple App Store, Google Play, Amazon Appstore, Microsoft Store and Mac App Store. G5 also

Value chain

Our most relevant sustainability topics

Impact materiality:
P Positive impact
N Negative impact

Financial materiality:
O Opportunity
R Risk

	Upstream	Own operations	Downstream	
Activities	• IT hardware components • Logistics • Data centers and servers • Game development studios • Energy providers	• G5 Entertainment Offices • Development of F2P games • IP-owners, game licensing • Facilities, IT equipment • Game distribution direct to consumer (G5 Store)	**Distribution and marketing** • G5's games are primarily distributed through Apple App Store, Google Play, Microsoft Store, Amazon Appstore, Mac App Store **Providers of Infrastructure** Servers, data centers **Providers of Hardware** Hardware for end-users **Players** - over 250 million users	**End-of life/ Recycling** E-waste stream for work equipment + hardware of players. Possible impacts related to: waste, pollution and resource inflows, recycling impacts

Associated material sustainability topics	Upstream	Own operations	Downstream
E1 Climate change	N	N	N
S1 Working conditions, Work-life balance		P N R O	
S1 Working conditions, Health and safety		P N R O	
S1 Equal treatment and opportunities for all, Training and skills development		P R O	
S1 Equal treatment and opportunities for all, Gender equality and equal pay for work of equal value		P N R O	
S1 Other work-related rights; privacy		N R	
S4 Information-related impacts for consumers and/or end-users			N R
S4 Social inclusion of consumers and/or end-users			N P O
S4 Company-specific: safe & responsible gaming			P O
S4 Personal safety of consumers and or end-users			R
G1 Corruption and bribery	N P R	N P R	N P R
G1 Corporate culture		N P R	
G1 Protection of whistle-blowers	N P R	N P R	N P R
G1 Company-specific: Data and IT security		R	

publishes its games on a number of other smaller stores and during the year the company has continued to see an increase of revenue from G5's own direct-to-consumer store - G5 store.

G5's main market is North America and the second largest market is EU countries. To increase the number of users, G5 systematically uses performance marketing, also known in the industry as User Acquisition, (UA). The company has a dedicated UA team that continuously attracts users using a large number of performance marketing campaigns to increase the number of users and thus the earnings in each game. In practice, this means G5 is regularly reinvesting a portion of earnings into UA, resulting in an increased number of users and higher earnings. G5's business model is simple and scalable and the number of users can increase significantly without simultaneously requiring a larger and more complex organisation or proportional increase in the usage of hardware.

Interests and views of stakeholders

Engaging with stakeholders is essential for the ability to create value. An ongoing dialogue involves sharing the progress with key stakeholder groups in a transparent way as well as understanding their needs and expectations. G5 focuses on engaging five key stakeholder groups; (1) our customers, (2) our employees, (3) our investors, (4) our suppliers and business partners and (5) our distributors.

For the purpose of this report, representatives for stakeholder groups that are or are likely to be affected by G5's own operations and upstream and downstream value chain were identified and their views and interests collected to support the determination of which sustainability matters are considered material for G5.

Description of the processes to identify and assess material impacts, risks and opportunities

The double materiality assessment process enables the company to make informed decisions, manage risks, and seize opportunities within operations and in the value chain. As part of the assessment, the company organised structured workshops on impact and financial materiality with subject matter experts from various functions. They allowed the participants to prioritise key impacts, risks, and opportunities.

All identified topics were scored on various measures including scale, scope, irremediability, and likelihood. In addition, financial implications and the likelihood of occurrence were factored into the scoring of financially material topics. Every topic was scored on the parameters set by the European Sustainability Reporting Standard (ESRS 1) and the quantitative threshold was set to determine reporting materiality.

The double materiality assessment process was conducted in four main phases:

A. Understanding the context – reviewing internal materials such as activities and business relationships, business model and value chain, reviewing other contextual information such as sectoral frameworks, relevant EU sustainability regulation, and peer group review, and understanding of stakeholders' views and interests.

B. Identification of actual and potential impacts, risks and opportunities (IROs) related to sustainability matters – with reference to the categorization of sustainability matters in the European Sustainability Reporting Standards (ESRS 1 paragraph AR16)

Double materiality assessment process

1. Understanding the context

Reviewing internal materials (activities and business relationships, business model and value chain), reviewing other contextual information (sectoral frameworks, relevant EU sustainability regulation, peer group review) and understanding of stakeholders' views and interests.

2. Identification of IRO's

Identification of actual and potential impacts, risks and opportunities (IROs) related to sustainability matters – with reference to the categorization of sustainability matters in the European Sustainability Reporting Standards (ESRS 1 paragraph AR16)

3. Assessment

Assessment and determination of material IROs related to sustainability matters – the consolidated outcome of both the impact and financial materiality dimensions

4. Decision

The threshold value for materiality was defined
The material sustainability topics were defined
The result was validated by management and decided by the Board.

C. Assessment and determination of material IROs related to sustainability matters – the consolidated outcome of both the impact and financial materiality dimensions based on:

1. Primarily an internal assessment by G5's management and experts conducted via a pre-assessment, workshop and follow-up meeting;
2. Secondarily the findings from a two stakeholder questionnaires (respondents from employees, management and players) and from targeted stakeholder interviews.

D. Decision - defining threshold value for materiality and material sustainability topics, validation and decision by management and Board

The end result is a list of material sustainability matters based on corresponding material impacts, risks and opportunities.

Disclosure Requirements in ESRS covered by the undertaking's sustainability statement

The sustainability topics identified in the double materiality materiality analysis form the basis for this year's sustainability report. This year's report is a transition report, where the material requirements from the ESRS are commented on to the best of our ability. The table to the right shows which topics are identified as material, and the disclosure requirements covered by the report are listed on page 48.

Materiality matrix

Materiality distribution of ESRS subtopics

Impact material	Double material
E1 Climate change	S1 Work-life balance S1 Health and safety S1 Training and skills development S1 Gender equality and equal pay for work of equal value S1 Other work-related rights; privacy S4 Information-related impacts for consumers and/or end-users S4 Social inclusion of consumers and/or end-users S4 Company-specific: safe & responsible gaming G1 Corruption and bribery G1 Corporate culture G1 Protection of whistle-blowers
Not material	**Financially material**
E2 Pollution E3 Water and marine resources E4 Biodiversity and ecosystems E5 Resource use and circular economy S2 Workers in the value chain S3 Affected communities	S4 Personal safety of consumers and or end-users G1 Company-specific: Data and IT security

Environmental information

Climate change

As a software company, G5’s core business operations generate limited CO2 emissions and the exposure to climate impacts and risks is limited. In providing services, the company uses office space, consume energy, buy goods and services, travel, and dispose of waste. The majority of the total carbon footprint comes from purchased goods and services, as well as business travel. The greenhouse gas emissions resulting from these activities are considered impact material.

During 2023 and 2024 the company terminated the majority of its office leases, and only retains a few smaller offices. As the vast majority of the staff is working from home, G5’s electricity consumption is therefore aligned with the local energy mix and will improve as corresponding countries reduce their carbon emissions. G5 encourages the use of sustainable energy sources where available.

The group’s infrastructure primarily consists of servers. G5 utilises external providers for the majority of its servers and corresponding equipment needed for operations. The majority of G5’s servers are with Amazon Web Services (AWS). According to AWS their infrastructure is 3.6 times more energy efficient than the median data centre and the company has a goal to have 100% of its energy coming from renewable sources in 2025.

Where G5 has the opportunity to choose an electricity supplier, the company chooses larger, recognized partners. This is for two reasons, partly because certain functions of the company are dependent on electricity supply and partly because major suppliers are already carrying out their own sustainability work.

As G5 is a geographically diversified company, with offices in eleven countries as of Dec 31, 2024, G5 affects the environment through employee travel. Where possible, the company strives to replace travelling with internet-based communications, such as video conferencing, both for environmental and cost-related reasons. During 2024, most employees worked from home. Transportation types with the least possible environmental impact are used when possible.

As a company in the technology industry, all the employees use computer hardware on a daily basis. As is normal for all companies in the technology industry the hardware needs to be replaced on an ongoing basis. G5 strives, as much as possible, that the expired and outdated equipment is sent for proper recovery. The largest volumes in this respect are created at the company’s office in Ukraine, where most employees are located. Recycling of hardware in Ukraine has not been a priority for the company during the year due to the war.

As the other units in G5 are small and relatively autonomous in terms of administrative issues, recycling is adapted to local conditions and requirements.

Transition plan for climate change mitigation

Currently, the company does not have a transition plan for climate change mitigation.

Approach and policies related to climate change

G5 has adopted travel policies which incorporate the focus on limited travels, a strict approval process for travelling and guidelines for the use of transportation types with the least environmental impact. For hardware G5 has policies that make sure that the company optimises the usage over time and reuses the equipment as far as possible. G5 buys equipment from well-known and market leading brands.

It is noted that G5 since 2022, due to the war in Ukraine, have worked actively to provide electricity to both its employees as well as civil society. The electricity production is to some extent done through generators which have an adverse impact on the CO2 emissions produced by the company, however generators are used on the days when normal electricity supply is disturbed.

Performance, Metrics & Targets

G5 does not currently measure emissions according to E1-6 Gross Scope 1, 2, 3 nor total GHG emissions. The company has identified that the majority of the emissions occur at the consumer level. G5 constantly works on making its game more efficient where applicable to attract as large audiences as possible (making the games scalable for older devices, be able to play offline etc.). The energy mix in the users’ country is not possible for the company to impact.

EU Taxonomy

The EU Taxonomy Regulation was adopted in June 2020 and is a framework regulation to determine which economic activities are to be considered environmentally sustainable and is part of a standardised reporting of sustainability data within the EU. For the financial years 2021 and 2022 transitional rules applied. As of 2023, it is mandatory for G5 Entertainment to disclose to the market if the company has parts of its operations that are covered by the taxonomy, “eligible” vs. “non-eligible”, which in this context means that the activity is identified as having an environmental impact, further information must be provided regarding the extent to which such activity also meets the environmental goals (“alignment”). G5 Entertainment has reviewed its activities and evaluated it against the descriptions for applicable activities contained in the act on climate. As for financial year 2024, the review regarding “eligibility” for the financial year 2024 identified no activity from which G5 receives turnover that is defined in the taxonomy. Thus, G5 has no applicable turnover to report in the first out of three mandatory KPI’s. For the other two KPI’s, Investments and Operating Expenses, the company’s assessment is that there are no significant amounts that would be classified as “eligible”.

Proportion of turnover
Financial year January–December 2024

				Substantial contribution criteria						DNSH criteria (Do No Significant Harm)									
	Code(s)	Turnover	Proportion of turnover	Climate change mitigation	Climate change adaptation	Water	Pollution	Circular Economy	Biodiversity	Climate change mitigation	Climate change adaptation	Water	Pollution	Circular Economy	Biodiversity	Minimum safeguards	Proportion of taxonomy aligned or eligible turnover	Category enabling activity	Category transitional activity
Economic Activities		**MSEK**	**%**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y/N**	**Y/N**	**Y/N**	**Y/N**	**Y/N**	**Y/N**	**Y/N**	**%**	**E**	**T**
A. TAXONOMY ELIGIBLE ACTIVITIES																			
A.1 Environmentally sustainable activities (Taxonomy-aligned)																			
Turnover of environmentally sustainable activities (Taxonomy-aligned) (A.1)		0	0%	Y	N/EL	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y	0%		
Of which Enabling		0	0%							Y	Y	Y	Y	Y	Y	Y		E	
Of which Transitional		0	0%							Y	Y	Y	Y	Y	Y	Y			
A.2 Taxonomy-Eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
				Y; N; N/EL	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**										
%		0	0																
Turnover of Taxonomy- eligible but not environmentally sustainable activities (not Taxonomy-aligned)		0	0	0	-	-	-	-	-										
A. Turnover of Taxonomy eligible activities (A.1+A.2)		0	0	0	-	-	-	-	-										
B. TAXONOMY NON-ELIGIBLE ACTIVITIES																			
Turnover of Taxonomy- non-eligible activities		1,135	100%																
Total (A + B)		1,135	100%																

	Proportion of turnover/Total turnover	
	Taxonomy-aligned per objective	**Taxonomy-eligible per objective**
Climate change mitigation	0%	0%
Climate change adaptation	0%	0%
Water	0%	0%
Circular economy	0%	0%
Pollution	0%	0%
Biodiversity	0%	0%

OPEX **Financial year January–December 2024**				**Substantial contribution criteria**						**DNSH criteria (Do No Significant Harm)**									
Economic Activities	Code(s)	OPEX **MSEK**	Proportion of OPEX **%**	Climate change mitigation **Y; N; N/EL**	Climate change adaptation **Y; N; N/EL**	Water **Y; N; N/EL**	Pollution **Y; N; N/EL**	Circular Economy **Y; N; N/EL**	Biodiversity **Y; N; N/EL**	Climate change mitigation **Y/N**	Climate change adaptation **Y/N**	Water **Y/N**	Pollution **Y/N**	Circular Economy **Y/N**	Biodiversity **Y/N**	Minimum safeguards **Y/N**	Proportion of Taxonomy aligned or eligible OPEX **%**	Category enabling activity **E**	Category transitional activity **T**
A. TAXONOMY-ELIGIBLE ACTIVITIES																			
A.1 Environmentally sustainable activities (Taxonomy-aligned)																			
OPEX of environmentally sustainable activities (Taxonomy-aligned) (A.1)		0	0	Y	N/EL	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y			
Of which Enabling		0	0	0	-	-	-	-	-	Y	Y	Y	Y	Y	Y	Y		E	
Of which Transitional		0	0	0	-	-	-	-	-	Y	Y	Y	Y	Y	Y	Y			T
A.2 Taxonomy-Eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
				Y; N; N/EL	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**	**Y; N; N/EL**										
%		0	0																
OPEX of Taxonomy- eligible but not environmentally sustainable activities (not Taxonomy-aligned)		0	0	0	-	-	-	-	-										
A. OPEX of Taxonomy eligible activities (A.1+A.2)		0	0	0	-	-	-	-	-										
B. TAXONOMY NON-ELIGIBLE ACTIVITIES																			
OPEX of Taxonomy- non-eligible activities		1	100																
Total (A + B)		1	100																

	Proportion of operating expenditure/Total operating expenditure	
	Taxonomy-aligned per objective	**Taxonomy-eligible per objective**
Climate change mitigation	0%	0%
Climate change adaptation	0%	0%
Water	0%	0%
Circular economy	0%	0%
Pollution	0%	0%
Biodiversity	0%	0%

CAPEX
Financial year January–December 2024

Economic Activities	Code(s)	Capex	Proportion of CAPEX 2024	Substantial contribution criteria: Climate change mitigation	Climate change adaptation	Water	Pollution	Circular Economy	Biodiversity	DNSH criteria (Do No Significant Harm): Climate change mitigation	Climate change adaptation	Water	Pollution	Circular Economy	Biodiversity	Minimum safeguards	Proportion of Taxonomy aligned or eligible CAPEX	Category enabling activity	Category transitional activity
		MSEK	%	Y; N; N/EL	Y; N; N/EL	Y; N; N/EL	Y; N; N/EL	Y; N; N/EL	Y; N; N/EL	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	%	E	T
A. TAXONOMY-ELIGIBLE ACTIVITIES																			
A.1 Environmentally sustainable activities (Taxonomy-aligned)																			
CAPEX of environmentally sustainable activities (Taxonomy-aligned) (A.1)		0	0	Y	N/EL	N/EL	N/EL	N/EL	N/EL	Y	Y	Y	Y	Y	Y	Y			
Of which Enabling		0	0	0	-	-	-	-	-	Y	Y	Y	Y	Y	Y	Y		E	
Of which Transitional		0	0	0	-	-	-	-	-	Y	Y	Y	Y	Y	Y	Y			T
A.2 Taxonomy-Eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
				Y; N; N/EL	Y; N; N/EL	Y; N; N/EL	Y; N; N/EL	Y; N; N/EL	Y; N; N/EL										
Acquisition (Leasing) of buildings%		2	1.8																
CAPEX of Taxonomy- eligible but not environmentally sustainable activities (not Taxonomy-aligned)	CCM 7.7	0	0	0	-	-	-	-	-										
A. CAPEX of Taxonomy eligible activities (A.1+A.2)		0	0	0	-	-	-	-	-										
B. TAXONOMY NON-ELIGIBLE ACTIVITIES																			
CAPEX of Taxonomy- non-eligible activities		105	98.2																
Total (A + B)		107	100																

	Proportion of capital expenditure/Total capital expenditure: Taxonomy-aligned per objective	Taxonomy-eligible per objective
Climate change mitigation	0%	0%
Climate change adaptation	0%	0%
Water	0%	0%
Circular economy	0%	0%
Pollution	0%	0%
Biodiversity	0%	0%

Nuclear energy related activities	
1. The undertaking carries out, funds or has exposures to research, development, demonstration and deployment of innovative electricity generation facilities that produce energy from nuclear processes with minimal waste from the fuel cycle.	No
2. The undertaking carries out, funds or has exposures to construction and safe operation of new nuclear installations to produce electricity or process heat, including for the purposes of district heating or industrial processes such as hydrogen production, as well as their safety upgrades, using best available technologies.	No
3. The undertaking carries out, funds or has exposures to safe operation of existing nuclear installations that produce electricity or process heat, including for the purposes of district heating or industrial processes such as hydrogen production from nuclear energy, as well as their safety upgrades.	No
Fossil gas related activities	
4. The undertaking carries out, funds or has exposures to construction or operation of electricity generation facilities that produce electricity using fossilgaseous fuels.	No
5. The undertaking carries out, funds or has exposures to construction, refurbishment, and operation of combined heat/cool and power generation facilities using fossil gaseous fuels.	No
6. The undertaking carries out, funds or has exposures to construction, refurbishment and operation of heat generation facilities that produce heat/cool using fossil gaseous fuels.	No

Social information

Own workforce

G5 is a game development company where employees are the most valuable asset, as they form the core of the production chain. The workforce consists of G5 employees throughout the world (and non-employee workers supplying labor to the company through contractual relationships as defined by ESRS). G5 aims to provide a safe, appealing, and meaningful work culture which is based on meritocracy principles, is free from discrimination, psychologically safe and full of opportunities to learn, develop, and grow professionally. G5’s continued progress in these areas is essential to the long-term success in attracting and retaining talent.

Material impacts, risks and opportunities and their interaction with strategy and business model

G5’s approach to determining material impacts, risks, and opportunities is described in the general disclosures.

Within the Own workforce, G5 has identified the following sustainability matters as material. Working conditions, Equal treatment and opportunities for all and within Other work-related rights, Privacy as a company specific matter. G5 has or can potentially have a positive or a negative impact on its own workforce in these matters or these matters are or can potentially become risks or opportunities for G5. In the value chain, the impacts are internal and can occur in the short, medium and long term.

Working conditions

The identified negative impact is or can be work-stress or poor or unfair basic working conditions and the positive impact is or can be proactively promoting health and well-being. Risks for G5 associated with working conditions are poor labour retention and attraction, cost of sick leave and increased turnover. For G5 there is an opportunity associated with working conditions, which is to have an attractive employer brand through outstanding employee wellbeing.

Equal treatment and opportunities for all

G5 has identified having a positive impact on skills development of its own workforce and potentially having both a positive and a negative impact on perceived inequality and/or discrimination, equal and equitable working community. Risks associated with poor performance in skills development are risks to product quality and innovation capabilities, as well as the attraction and retention of a skilled workforce. Opportunities from a good performance in skills development are product development, improved employer image and competitive advantage. Opportunities from a good performance within equal treatment means that G5 will attract the best talent available through unbiased hiring and development practices.

Other work related rights; Privacy

G5 has identified the possibility of having a negative impact on employees privacy due to potential leaks of employees’ personal data. Risks associated with data leaks are sanctions and reputational damage.

Material impacts, risks and opportunities related to Own workforce

	IRO	SEVERITY/ MAGNITUDE	LIKELIHOOD
WORKING CONDITIONS			
Attractive employer brand through outstanding employee wellbeing and working environment can increase employee retention and attraction.	Opportunity	Moderate	Probable
Poor labour retention and attraction due to poor working conditions and low employer desirability.	Risk	Moderate	Possible
Work-life balance & Health and safety			
Work stress and other negative health effects can impact employee health, wellbeing and motivation	Negative impact	Moderate	Possible
Costs of sick leave, increased turnover, decreased employee satisfaction and motivation	Risk	Moderate	Possible
Proactively promoting the health and well-being of employees	Positive impact	Large	Probable
Attractive employer brand through outstanding employee wellbeing and working environment can increase employee retention and attraction	Opportunity	Moderate	Probable
EQUAL TREATMENT AND OPPORTUNITIES FOR ALL			
Training and skills development			
Improved product development through competent workforce	Opportunity	Very large	Likely
The positive effects of skills development	Positive impact	Large	Probable
Improved employer image by providing training and growth opportunities, competitive advantage	Opportunity	Moderate	Probable
Risks of reduced product quality and consumer satisfaction due to poor innovation capabilities	Risk	Moderate	Possible
Failure to attract and retain a skilled workforce	Risk	Moderate	Possible
Gender equality and equal pay for work of equal value			
Success in unbiased hiring and development practicesand its positive impact on employer image	Opportunity	Small	Probable
Workers' emotional distress due to perceived inequality and/or discrimination	Negative impact	Moderate	Possible
Failure of unbiased hiring and development can have an impact on employer image, G5's reputation and costs	Risk	Small	Unlikely
Developing and maintaining an equal and equitable working community	Positive impact	Moderate	Very likely
OTHER WORK-RELATED RIGHTS, PRIVACY			
Leaks of employees' personal data	Negative impact	Small	Possible
Risks related to the retention of personal data, such as data leaks and increasing legislation, and the potential sanctions and/or reputational damage that may result.	Risk	Small	Possible

Policies related to own workforce

G5's commitment to maintaining a safe and equitable work environment is underscored in the comprehensive policies, adherence to local legislation, and proactive measures that is taken to ensure compliance with all key workforce-related requirements.

Business Trip Policy

G5 has adopted travel policies which incorporate the focus on limited travels, a strict approval process for travelling and guidelines for the use of transportation types with the least environmental impact. Eligible employees' travel expenses are reimbursed and covered according to the Business Trip Policy.

Employee Training and Development Policy

Employee development is supported by the Training and Development policy. Also training and development is supported by internal webinars (G5 Talks), conducted by external consultants and professionals.

G5 Charity Policy

Material assistance in difficult situations provided under the G5 Charity Policy.

Hiring Policy & Communication and Behavior Policy

G5's Hiring Policy and Communication and Behavior Policy ensure non-discrimination as well as terms in employment contracts. Equal opportunity is guaranteed through the Hiring Policy and internal promotion is based on meritocracy principles.

The G5 administrative department ensures that every employee signs a written contract on the first day of employment as per the Onboarding Process. Documents are securely stored in the company's protected repository and physical copies are kept in the company's safe at the office. All contracts are regularly updated to reflect any changes in an Employee's position at G5. The Employment contracts and associated documentation (amendments, etc.) are managed in a strict compliance with local labour legislation.

Contracts include essential details such as job title, job description, employment duration, work schedule, compensation and benefits, and other guarantees provided by the employer. Employee duties are further detailed on the corporate portal Access to Labor Rights Information is provided within employment contracts.

Contracts and all associated documentation are signed on the first day of work per the Onboarding Process guaranteeing conclusion of employment contracts before work commencement.

Freedom of expression is supported by multiple channels for employees to share feedback, including team chats and HR communication processes.

Overtime Policy

Overtime is compensated with additional leave according to the Overtime Policy and in compliance with local labour legislation. A 40-hour workweek is established in line with local legislation to comply with regulatory standards. Compensation for Weekend and Holiday Work is managed, and additional leave is granted, for weekend and holiday work per the Overtime Policy and in compliance with local labour legislation.

Salary Policy and Salary Review Policy

Regular Salary Payment is adhered to per the Salary Policy and local laws. Minimum wage compliance is ensured per local labour legislation. Regular salary reviews are conducted as part of the Salary Review Policy. Adjustments are made based on market research findings.

Vacation Policy

Annual paid leave is granted per the Vacation Policy and in compliance with local labour legislation. Additional paid leave for special conditions is provided according to local labour legislation plus additional paid leave according to Company policy as a benefit. Also, unpaid leave for valid reasons is provided according to local labour legislation.

Work Type Policy & Remote Work Policy

Remote work opportunities and rights are supported by the Work Type Policy and Remote Work Policy. All G5 Employees are granted a remote work option on request.

Other proactive measures related to own workforce:

Workplace Safety Compliance

Workplace safety is adhered to per local legislation. Regular inspections are conducted to promptly identify any discrepancies with workplace safety requirements and correct them.

Health Monitoring and Medical Examinations

G5 provides medical insurance in all office locations, in some locations employees are also granted in addition to the company insurance, government insurance and free medical service.

Labour conditions

Employees are informed about local regulations and collective agreements during policy sign-offs and updates. Employees are also informed of all policy changes and career updates as a standard procedure in compliance with local legislation. Workforce reduction notification is provided in accordance with local labour legislation.

The size of severance compensation for layoffs is governed by local labour legislation.

Resolution of labor disputes is supported by the Employee Emergency Process, allowing direct communication with HR or the board of directors.

Sick Leave, Maternity Leave Benefits and Weekly Rest Days

Sick leave and maternity leave benefits are administered through social insurance funds as per local labour legislation. Weekly rest days are provided per local labour legislation.

Human Rights

G5 operates in countries where laws prohibit any infringements of human rights. G5 does not have a specific Human rights policy, however anti-discrimination and equal rights are addressed through the Hiring policy and Communication and Behavior Policy.

Processes for engaging with own workforce and workers' representatives about impacts

G5 places a strong emphasis on fostering open communication, transparency, and inclusivity within its workforce. To achieve this, the company has implemented structured processes that actively involve employees and their representatives in shaping organizational policies and practices. Below is a detailed overview of these processes and how they align with guidance requirements.

1. One-on-one Meetings

Regular individual meetings are conducted between employees and HR People Partners or managers as direct engagement helps employees share their views and feedback. The feedback is then summarized in anonymized reports for leadership. This process helps to create a base for decision-making.

The one-on-one meetings provide a platform for addressing concerns, satisfaction, development and career opportunities, and workplace improvements. They ensure open communication and foster trust between employees and the organization as well as a healthy psychological atmosphere inside the teams. These meetings also help to find and manage the cases of beginning burnout and work balance issues.

2. Employee Surveys

Regular, structured feedback mechanisms ensure that employee voices are heard and considered in decisions affecting workplace policies, team dynamics, and overall corporate culture.

Surveys such as New Employee Surveys, Exit Surveys, Employee Satisfaction Surveys, 360-Review Surveys, and Pulse Surveys are systematically conducted to gather feedback on various aspects of the workplace. The results are analyzed to identify trends and areas for improvement, with actionable insights presented to all management levels including the Board of Directors for further discussion and implementation if necessary.

3. Cross-Department Interaction Surveys

This process enhances organizational efficiency and effectiveness by addressing collaboration challenges, directly incorporating employee feedback into strategic decisions.

Interdepartmental collaboration feedback is gathered through surveys and reviewed by department heads and HR People Partners. Improvement plans are created based on these insights and discussed with senior leadership (CEO/COO) for implementation. Follow-ups track progress on agreed actions.

4. Channels for Improvement

G5 Entertainment promotes employee engagement and innovation through structured initiatives that foster open communication and cross-functional collaboration. Dedicated internal channels, hosted on Slack, serve as transparent platforms for employees to share ideas and influence corporate development. One such channel invites suggestions for improving internal processes, technologies, and workplace practices, where submissions gaining notable support are publicly addressed. Another channel focuses on creativity, allowing employees from all departments to contribute new game ideas and mechanics, supporting product innovation.

These , and other, forums empower staff to take ownership, enhance collaboration across functions, and drive continuous improvement aligned with company goals.

5. Possibilities for Vulnerable Groups

All engagement processes pay special attention to the inclusion of vulnerable or marginalized groups. This ensures that all employees, regardless of background or circumstances, have a voice in shaping workplace policies and practices.

HR ensures inclusivity by tailoring surveys, meetings, and forums to be accessible and considerate of their specific needs.

Decision-Making Integration

Feedback from all channels—meetings, surveys, and collaborative platforms—is synthesized into actionable insights. This demonstrates a clear link between workforce input and organizational decisions. The engagement results are presented to all management levels, who incorporate them into policies, strategies, and operational plans.

By integrating these structured processes, G5 ensures robust compliance with guidance requirements, embedding workforce perspectives into the organization's decision-making and fostering a culture of transparency, inclusion, and continuous improvement.

Processes to remediate negative impacts and channels for own workforce

General Approach and Principles

Every employee at G5 has the right to expect a fair and objective resolution in cases of inappropriate behavior or violations of workplace policies. The company is committed to maintaining a safe, respectful, and inclusive work environment. Any issues raised are handled confidentially and with discretion, ensuring that the reporting individual maintains control over the scope of information disclosure.

Channels for Raising Concerns

To address concerns, G5 provides multiple channels through which employees can raise issues related to inappropriate conduct, discrimination, harassment, or any violations of workplace policies. Employees can use the following mechanisms:

1. Direct Contact with HR

Employees may report concerns by contacting the HR department directly via email at HR or by reaching out to their assigned HR People Partner through Slack.

2. HR-AI Ticketing System

Employees can submit concerns through the HR-AI ticketing system, which allows them to raise issues anonymously if desired. This system tracks and monitors issues, ensuring a timely response.

3. Escalation to Leadership

Employees may escalate concerns to the Chief People Officer or the HR People Partner Team Lead. Additionally, employees may contact senior management, including the CEO or COO, for further resolution.

4. Independent Reporting to the Board of Directors

In cases where employees feel their concerns cannot be adequately addressed within the management structure, they may escalate directly to the independent Chairman of the Board of Directors via email. The Cairman of the Board operates independently of the company's management and ensures an impartial review of the issue.

Complaint Handling and Investigation Process

The process follows the Employee Emergency Process, ensuring a timely and confidential resolution of issues. Key steps include:

1. Issue Reporting: The employee submits a report with relevant details.
2. Initial Response: An HR People Partner responds within one business day to initiate an investigation.
3. Investigation: Relevant parties are interviewed, and the scope of disclosure is agreed upon with the employee.
4. Resolution Plan: The Chief People Officer and HR team propose corrective actions, which are reviewed and approved by senior management (CEO, COO).
5. Outcome Communication: The employee is informed of the proposed actions. If unresolved, the process continues until a satisfactory resolution is reached.

Monitoring and Effectiveness Assessment

G5 monitors and evaluates the effectiveness of its complaint-handling mechanisms through the following measures:

- Tracking and Reporting: All cases are logged, tracked, and monitored to ensure timely responses and resolutions.
- Feedback Mechanisms: Employees are invited to provide feedback on the resolution process to assess its effectiveness.
- Awareness and Training: Information about reporting mechanisms is shared with employees during onboarding and reinforced through policies.
- Trust Evaluation: Periodic surveys assess employees' awareness of and trust in the channels, ensuring confidence in the system.

Protection Against Retaliation

G5 enforces strict policies to protect individuals who raise concerns or participate in investigations from retaliation. This includes workers' representatives who act as advocates for employees. Violations of this policy are treated as serious offenses and are subject to disciplinary action.

If G5 identifies gaps in these systems, it discloses them transparently, along with a timeline for implementing necessary improvements.

Managing material impacts, risks and opportunities related to own workforce

Strategic HR Efforts and Actions in 2024 to Mitigate impacts risks and opportunities for the company's workforce

In response to instability in the regions where the company operates there was a continued implementation of the workforce diversification strategy. This included supporting and encouraging employee relocations from high-risk areas to more stable regions, as well as transforming the company's hiring strategy to global recruitment, thereby expanding the talent pool. At the same time, the company develops motivational programs and enhances its structure, policies, and processes to create the most effective corporate culture where talents can thrive.These measures ensured operational continuity and safeguarded the workforce.

Key Actions and Initiatives in 2024

1. Bonus Programs

To increase employee engagement, motivation, and alignment with organizational goals, G5 introduced targeted bonus initiatives to reward employee contributions and foster shared ownership of the company's success.

2. Enhanced Transparency and Feedback Mechanisms

To further improve trust, communication, and accountability within the organization G5 incorporated Radical Transparency principles into Employee Communication and Behavior Policies as well as implemented new tools that enable employees to comment on departmental processes, fostering real-time collaborative improvements.

3. Feedback Policy Implementation

To further foster a feedback-driven culture, improving employee performance, engagement, and innovation we developed and published a comprehensive Feedback Policy to improve feedback processes across the company. Accompanied by detailed guidelines and articles, including:

- Feedback from Manager to Employee
- Feedback from Employee to Manager
- Feedback for Processes, Ideas, Games

4. One-on-One Meetings

To strengthen relationships, increase alignment on goals, and improve team dynamics the company implemented a structured process for One-on-One Meetings to enhance communication and collaboration between leaders and employees.

5. G5 Improvement Hub

To strengthen a culture of innovation and collaboration across the organization the company has provided a platform to propose improvements to corporate practices.

6. Gratitude Manager Bot and Regular Recognitions of the best Employees

To foster a positive, appreciative culture by encouraging immediate and visible recognition of colleagues a bot was launched to facilitate peer recognition; and a recognition program on a regular basis to emphasize the achievements of the Employees.

7. Simplified Organizational Processes

To reduce the administrative burden and enhance operational efficiency, G5 has eliminated redundant tasks and optimized approval workflows to streamline organizational changes.

8. Employee Assessment System Improvement

To provide more holistic feedback for leaders and teams, supporting targeted professional development, the company introduced a new methodology for 360-degree assessment, making it more structured and objective.

9. Recruitment Innovations

For enhanced decision-making efficiency, improved candidate assessment, and strengthened overall recruitment outcomes, AI tools to evaluate candidates' soft skills and reduce bias was deployed, promoting equitable hiring practices.

Tracking Effectiveness and Impact

All initiatives are closely monitored through participation metrics, feedback results, and performance indicators. Together, they have mitigated location-based risks, supported fair compensation structures, and significantly contributed to higher levels of employee engagement, satisfaction, and organizational commitment.

Targets to managing material impacts, risks and opportunities

To implement the company strategy and ensure sustainable value creation, G5 has set ambitious targets and are committed to regularly monitoring progress toward these goals. Below are the key focus areas and objectives for the coming years.

Unbiased hiring practices

- Current Status: As a generally agreed approximation, gender balance indicates unbiased hiring practices. Women represent 43.6% of the workforce, with 36.4% holding management positions—a strong balance for the gaming industry.
- 2025 Target: Improve unbiased hiring practices
- Activities: Enhancing tools for objective candidate assessments through structured questionnaires leveraging AI and other technologies. Fostering an inclusive corporate culture based on meritocracy principles.

Employee Well-being and Living Standards

- Current Status: Employee life satisfaction scores in some locations are at 62%.
- 2025 Target: Improve life satisfaction score.
- Activities: The company plans to reassess its location portfolio, phasing out those that fail to offer a high standard of living for employees. Additionally, programs are introduced that help employees manage issues that may arise in these locations, including regular reviews and improvements of the benefit package. This will ensure that the company provides the best opportunities for the workforce to thrive in supportive, well-resourced environments.

Employee Development

- Current Status: The company is actively assessing employees' personal characteristics, enabling us to identify strengths and areas for improvement.
- 2025 Target: Improving the employee assessment systems to better align opportunities with individual strengths and development plans. This initiative aims to create tailored growth opportunities for our people

Employee Satisfaction Index (ESI)

- Current Status: ESI stands at 84.89%.
- 2025 Target: While maintaining high satisfaction levels, the aim is to increase the participation rate in satisfaction surveys from 68.8% to 75%.
- Activitites: This will be achieved by demonstrating accountability and taking concrete actions to address employee feedback.

Employee Net Promoter Score (eNPS)

- Current Status: eNPS is currently 38.55%, down from 57% before the shift in political circumstances.
- 2026 Target: Restore the eNPS to 57%.
- Activities: Improving corporate culture, building trust, and creating a more supportive and engaging work environment for all employees.

Approach to Monitoring Progress

G5 is implementing advanced tracking and analytics systems to monitor progress across all targets. The actions are focused on ensuring transparency, openness, and collaboration with employees in decision-making processes that impact their careers and well-being.

These initiatives reflect the commitment to sustainable development and to fostering an environment where the employees can reach their full potential.

Characteristics of the undertaking's employees

Head count by gender

Gender	2024
Female	263
Male	375
Total employees	**638**

* Employees include only FTE Labor Contracts and do not include such contract types as self-employed

Employee head count in countries where at least 50 employees represent at least 10 percent of the total number of employees

Country	Number of employees (head count)	Percentage
Armenia	32	5.0%
Bulgaria	23	3.6%
Cyprus	10	1.6%
Georgia	56	8.8%
Kazakhstan	38	6,0%
Malta	11	1.7%
Montenegro	46	7.2%
Poland	0	0.0%
Russia	157	24.6%
Sweden	4	0.6%
Ukraine	260	40.7%
USA	1	0.2%

Employees by contract type broken down by gender

Head count/FTE	Female	Male	Other	Not disclosed	Total
Number of employees	263	375			638
Number of permanent employees	191	292			483
Number of temporary employees	72	83			155
Number of non-guaranteed hours employees					

Total number of employees who have left the undertaking during the reporting period and the rate of employee turnover in the reporting period

Employee turnover	2024
Employees who have left	94
Percentage of employee turnover	13,7%

Employees by contract type broken down by region

Country	Number of employees	Number of permanent employees	Number of temporary employees	Number of non-guaranteed hours employees
Armenia	32	32		
Bulgaria	23	12	11	
Cyprus	10		10	
Georgia	56	6	50	
Kazakhstan	38		38	
Malta	11	11		
Montenegro	46		46	
Poland	0			
Russia	157	157		
Sweden	4	4		
Ukraine	260	260		
USA	1	1		
Total	**638**	**483**	**155**	**0**

Region/country where at least 50 employees represent at least 10% of the total number of employees.

Characteristics of non-employee workers in the company's own workforce

Number of non-employees	2024
Self-employed people	196
People provided by other organizations	11
Total non-employees	**207**

Collective bargaining coverage and social dialogue

Number of employees within and outside EEA	2024
EEA	0
non-EEA	260

*All employees with bargaining coverage are from Ukraine; no bargaining coverage in other countries

Diversity metrics

Gender distribution of top management	Number of employees (head count)	Percentage
Male	4	80%
Female	1	20%
Total (in top management)	**5**	**100%**

*includes only C-level management

Age distribution of all employees	Number of employees (head count)	Percentage
Below 30	167	26.2%
Between 30–50	455	71.3%
Above 50	16	2.5%
Total	**638**	**100.0%**

Adequate wages employees

	2024
Total employees in the organization	638
Total employees earning below applicable adequate wage bench- mark	0
Percentage of total employees paid below the applicable adequate wage benchmark	0%

Adequate benchmark include no lower than 60% of the country's median wage and 50% of the gross average wage.

Social protection

	2024
Number of employees not covered by social protection	0

Persons with disabilities

	2024
Employees with disabilities subject to legal restrictions on the collection of data, %	0.47%
Female employees with disabilities, %	0.31%
Male employees with disabilities, %	0.16%

Training and skills development metrics

Percentage of employees that received performance and career developmet reviews	2024
Male	100%
Female	100%

*Excluding top management that is not covered by internal HR procedures, but by separate external processes

Average number of training hours per employee by gender	2024
Male	2.9
Female	6.3
Total	**4.6**

*based on Online webinars (G5 talks) live session presence data. In 2024 there is no statistics available for offline training hours spent by employees

Health and safety metrics, own workforce

	2024
Own workforce	0
Health and safety management system coverage*, %	100%
Number of work-related accidents	0
Accident rate	0
Number of work-related ill health cases	0
Number of days lost to work-related injuries, work-related ill health and fatalities	0
Number of fatalities as result of work-related injuries and work-related ill health	0
Other workers on undertaking's sites	
Number of fatalities as result of work-related injuries and work-related ill health	0

*applicable only for office and hybrid workers (excludes work from home workers)

Accident rate measured as accidents per 1,000,000 working hours. Extrapolated total working hours are based on reported working hours.

Work-life balance metrics

Percentage of employees entitled to take family-related leave	2024
Percentage of employees entitled to take family-related leave	100.0%
Percentage of employees that took family-related leave	
Male	0
Female	0.8%
Total	**0.8%**

Remuneration metrics (pay gap and total remuneration)

	2024
Gender pay gap (average)	25%
CEO pay ratio	18.7

Incidents, complaints and severe human rights impacts

	2024
Discrimination and harassment incidents	
Number of Incidents of discrimination, including harassment	0
Number of complaints filed through own workforce grievance mechanisms not included above	6
Number of complaints filed to National Contact Points f or OECD Multinational Enterprises	0
Amount of material fines, penalties, and compensation for damages as result of violations regarding social and human rights factors (EUR)	1,510
Severe human rights incidents	
Number of severe human rights issues and incidents connected to own workforce	0
Number of severe human rights issues and incidents connected to own workforce that are cases of non respect of UN Guiding Principles and OECD Guidelines for Multinational Enterprises	0
Amount of material fines, penalties, and compensation for severe human rights issues and incidents connected to own workforce (EUR)	0

Consumers and end-users

G5 is on a mission to create joy for millions around the world. G5 focuses on games for women over the age of 35, a globally growing target group that is loyal to their games and where G5 is one of the leading players in the market in its niche. Mobile gaming platforms have opened up gaming for the company's target group and women account for a growing share of the active players on mobile gaming platforms, more and more reports show that women account for almost 50% of the number of players. In G5's successful titles women account for 70% of the active audience.

Material impacts, risks and opportunities

Within Consumers and end-users, G5 has identified the following sustainability matters as material. Social inclusion of consumers and/or end-users, Information-related impacts for consumers and/or end-users, and as a company-specific topic: safe & responsible gaming. G5 has or can potentially have a positive or a negative impact on its players in these matters, or these matters are or can potentially become risks or opportunities for G5. In the value chain, the impacts are downstream and can occur in the short, medium and long term.

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Social inclusion of consumers and/or end-users

The identified positive impacts are or can be accessible and inclusive design of games for a broader range of consumers, a possible negative impact was identified if games are inaccessible and/or have poor accessibility. Transparent, responsible communications and marketing is a probable opportunity for G5.

G5 has identified that accessible and inclusive game design can positively impact a broader consumer base, while inaccessible design and poor accessibility have a negative impact. Additionally, G5 recognizes the potential opportunity in transparent and responsible communications and marketing.

Information-related impacts for consumers and/or end-users, Privacy

Leakage of players' personal or payment information or other breaches of privacy is a possible negative impact. While, increasing legislation related to processing of player data and leakage of player data was identified as risks for the company. G5 has identified the increasing legislation related to processing of player data and leakage of player data as risks. A possible negative impact includes breaches of privacy, such as the leakage of players' personal or payment information.

Personal safety of consumers and or end-users

The industry faces increasing obligations from regulators concerning the protection of minors, content ratings and product-related information requirements (such as labeling). Potential violations could lead to increased costs which is a potential risk.

Material impacts, risks and opportunities related to consumers and/or end-users

SOCIAL INCLUSION OF CONSUMERS AND/OR END-USERS	IRO	SEVERITY/ MAGNITUDE	LIKELIHOOD
The competitive advantage of transparent and responsible communication	Opportunity	Moderate	Probable
Design of games to be accessible and inclusive for a broader range of consumers	Positive impact	Moderate	Probable
Inaccessible and/or poor accessibility of games	Negative impact	Small	Possible
INFORMATION-RELATED IMPACTS FOR CONSUMERS AND END-USERS, PRIVACY			
Increasing legislation related to the processing of consumer/ customer data, e.g. GDPR and potential sanctions and/or reputational damage to G5	Risk	Moderate	Possible
Leakage of players' personal or payment information or other breaches of privacy	Negative impact	Moderate	Possible
Leakage of player data and the resulting financial and legal consequences and reputational damage to G5	Risk	Moderate	Possible
PERSONAL SAFETY OF CONSUMERS AND OR END-USERS			
The risk of increasing regulation on protection of minors in games, labeling of games and potential penalties	Risk	Small	Possible
COMPANY-SPECIFIC: SAFE & RESPONSIBLE GAMING			
Profile as a brand and mobile game producer that produces diverse games that don't discriminate	Opportunity	Small	Probable
Profile as a responsible gaming company, being transparent of the pricing model and encourage responsible gaming	Opportunity	Moderate	Probable
Active engagement and collaboration, and the promotion of responsible gaming across the entire gaming industry	Opportunity	Small	Possible
Developing on-screen diversity and representation in game content	Positive impact	Small	Probable

Company-specific: safe & responsible gaming

G5 believes that safe and responsible gaming is important. G5 has a large global audience and can positively influence attitudes through diverse representation of characters and worlds in games, which can lead to greater understanding and acceptance of diversity. The company encourages responsible gaming by being transparent in its pricing model and by promoting initiatives that support healthy gaming habits, such as time limits and breaks. G5 has also identified an opportunity to work with other stakeholders in the gaming industry to promote responsible gaming and prevent gaming addiction.

Policies related to consumers and end-users

G5's mission is to bring joy to millions and going from one of many to one of few in the gaming industry. Apart from policies related to data security G5 does not have specific policies governing the well-being of its players as that is in the core of the operations. G5 has an extensive library of best practices, rules and guidelines for how the product is produced and distributed.

G5 has a Data Handling Policy with instructions on how to manage privacy requests from the players.

Processes for engaging with consumers and end-users about impacts

G5 is always engaging its consumers and end-users to provide the best and most relevant content. G5 regularly takes surveys with its current and potential players. The company also measures player behaviour in the games to refine the contents and balance for the current and future audience.

When G5 receives a request from a user regarding their user data the request is as default set to urgent and managed accordingly. Any security incident involving player leakage is reported according to GDPR or relevant legislation.

Processes to remediate negative impacts and channels to raise concerns

G5 has, as any consumer oriented company, well developed practices for gathering and monitoring consumer feedback.

The audit committee is responsible for monitoring the IT-security within G5 and is regularly receiving reports from the IT security department.

Approach to managing material impacts, risks and opportunities related to consumers and end-users

Through gathering and monitoring feedback from the consumers together with regular surveys of the same the company gets immediate feedback on its games and the

Targets to managing material impacts, risks and opportunities

G5 has not identified any public targets when it comes to the end-users.

Governance information

Business conduct

As a global entity, ethical business conduct is fundamental to the business, which heavily relies on the workforce. Adhering to relevant laws and international guidelines on ethical business conduct is crucial to avoid legal and economic repercussions, and to keep a skilled and efficient workforce as well as to maintain the trust of the company's customers and business partners.

Promoting and encouraging a corporate culture that safeguards employees and stakeholders from potential human rights violations, prevents corruption, and protects whistleblowers is (not only legally necessary, but it is also) central to the internal social strategy and commercial objectives.

Business conduct impacts can potentially affect the whole value chain and can occur in the short, medium and long term.

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Material impacts, risks and opportunities

Corporate Culture

Issues related to corporate culture such as unclear policies and practices, poor or inconsistent management practices and possible misconduct can have a negative impact on staff motivation and well-being. A poor corporate culture can also increase staff turnover and lead to significant indirect costs, whereas a good and inspiring, ethical company culture can improve staff motivation and job satisfaction.

Corruption and bribery and Protection of whistle-blowers

Various types of mismanagement, including bribery and corruption, can harm individuals and vulnerable stakeholders like contractors and whistleblowers. G5 could face insufficient protection of its intellectual property, might be hindered in safeguarding its intellectual property rights, and could potentially infringe upon the intellectual property rights of others.G5 may not adequately protect its intellectual property, potentially infringing upon the rights of others, while also failing to safeguard its own intellectual property rights.

Lack of clarity about the G5's Code of Ethics and/or other important policies, poor management or other issues related to the corporate culture may have a negative impact on staff well-being and motivation.

Data and IT security

G5 is exposed to risks relating to system intrusion, cyberattacks and other forms of IT crime, which can endanger or disrupt G5's business operations, functioning of games and potentialy lead to fiancial consequences for G5.

Business conduct policies and corporate culture

G5 is actively working to promote and uphold a healthy corporate culture working with high levels of integrity towards its employees and stakeholders. G5's organisational structure is formed as one company even though the organisation is spread over multiple countries working on various games and platforms. Even though the company has local administration in all countries there is a group wide

Material impacts, risks and opportunities related to Business Conduct

CORPORATE CULTURE	IRO	SEVERITY/ MAGNITUDE	LIKELI-HOOD
The impact of unclear policies and practices, poor management and/or the general atmosphere on staff motivation and well-being	Negative impact	Moderate	Possible
A good and inspiring, ethical company culture, where staff are motivated and committed	Positive impact	Large	Very likely
Increased staff turnover due to a weak corporate culture	Risk	Small	Possible
CORRUPTION AND BRIBERY PROTECTION OF WHISTLE-BLOWERS			
Negative effects related to maladministration (corruption, bribery, other abuses)	Negative impact	Small	Unlikely
Risks regarding IP and/or infringement on third party trademarks	Risk	Moderate	Possible
COMPANY SPECIFIC DATA AND SECURITY			
Compromised data and IT security	Risk	Small	Unlikely

organisational structure that governs the work of all employees and also promotes G5's corporate culture and compliance with policies such as Fraud and anti-bribery policy.

Management of relationships with suppliers

Management of relationships with suppliers are kept within the respective department. Having established and strong relationships with reliable suppliers reduces the risk in operations.

G5 also has procurement specialists to secure competitive prices for goods and services used in the operations of the company.

Prevention and detection of corruption and bribery

G5 has a well developed Fraud and anti-bribery policy. The company also has dediated resources for controlling procurements.

Incidents of corruption or bribery

There have been no incidents of corruption of bribery recorded during the year.

Violations of anti-corruption and anti-bribery laws	2024
Number of confirmed incidents of corruption or bribery	0
Number of confirmed incidents where workers where dismissed or disciplined in relation to corruption or bribery	0
Number of confirmed incidents where business partners where incolved in corruption or bribery	0

Political influence and lobbying activities

G5 does not make any political donations or participate in lobbying activities connected to local, regional or national political campaigns or organizations. G5 is a member of The Swedish Gaming Industry (Dataspelsbranschen) which is Sweden's trade association for gaming companies. The Swedish Gaming Industry is in turn member of the European Games Developer Federation (EGDF). Both organisations advocate for the industry towards authorities, public organizations and in the media, locally and in the European Union respectively.

Payment practices

It is G5's corporate policy to have a forward leaning approach to payment to suppliers, paying immediately or before the agreed due date.

Disclosure Requirements in ESRS covered by the undertaking's sustainability statement

Group Financial Results

INCOME STATEMENT

KSEK	Note	2024	2023
Net turnover	C3	1,134,529	1,319,921
Cost of revenue		-358,432	-427,550
Gross profit		**776,097**	**892,372**
Research and Development expenses		-311,993	-363,702
Sales and Marketing expenses		-254,786	-313,450
General and administrative expenses		-104,109	-102,115
Other operating income		12,656	-
Other operating expense		-1,088	-1,654
Operating result	C4, C5, C6, C7, C8	**116,778**	**111,452**
Financial income		9,544	26,423
Financial expenses		-354	-1,178
Operating result after financial items	C9	**125,967**	**136,696**
Taxes	C10	-6,993	-9,122
Net result for the year		**118,974**	**127,574**
Attributed to:			
Parent company's shareholders		118,974	127,574
Earnings per share	C14		
Weighted average number of shares (thousands)		7,815	8,052
Weighted average number of shares after dilution, (thousands)		7,815	8,052
Earnings per share (SEK) before dilution		15.22	15.84
Earnings per share (SEK) after dilution		15.22	15.84

STATEMENT OF COMPREHENSIVE INCOME

KSEK	Note	2024	2023
Net result for the year		118,974	127,574
Other Comprehensive income			
Items that later can be reversed in profit			
Revaluation long-term investments		-10,824	-14,086
Foreign currency translation differences		21,049	-4,004
Total other comprehensive income for the year		**10,225**	**-18,090**
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		**129,199**	**109,484**
Attributed to:			
Parent company’s shareholders		129,199	109,484

BALANCE SHEET

KSEK	Note	Dec 31,2024	Dec 31,2023
Fixed assets			
Intangible assets			
Capitalized development costs	C11	210,386	220,411
Intangible assets		2,613	2,613
Total intangible assets		**212,998**	**223,024**
Tangible fixed assets			
Equipment	C12	9,154	12,883
Total tangible fixed assets		**9,154**	**12,883**
Other assets			
Long-term Investments		37,475	34,134
Deferred tax receivable		150	25
Other assets		**37,625**	**34,159**
Total non-current assets		**259,777**	**270,066**
Current assets			
Accounts receivable		18,835	25,936
Tax receivable		1,659	3,773
Other receivable		1,756	2,846
Prepaid expenses and accrued income		109,142	125,196
Cash and cash equivalents		275,539	182,332
Total current assets		**406,930**	**340,083**
TOTAL ASSETS		**666,707**	**610,149**

KSEK	Note	Dec 31,2024	Dec 31,2023
Equity			
Share capital		928	928
Other capital contribution		-256,674	-243,733
Other reserves		82,638	63,358
Profit brought forward		727,430	670,848
Total shareholders' equity		**554,322**	**491,401**
Non-current liabilities			
Deferred tax liabilities		1,475	3,618
Non-current liabilities		1,118	1,261
Total non-current liabilities		**2,593**	**4,879**
Current liabilities			
Short term liabilities		685	612
Accounts payable		44,254	39,441
Other liabilities, as adjusted		6,267	11,291
Tax liabilities		9,213	7,789
Accrued expenses		49,372	54,736
Total current liabilities		**109,792**	**113,869**
TOTAL EQUITY AND LIABILITIES		**666,707**	**610,149**

CHANGES IN SHAREHOLDERS' EQUITY, 2023

KSEK	Share capital	Other capital contri-bution	Other reserves	Profit/ loss brought forward	Share-holders' equity
Shareholders' equity 2023-01-01	**928**	**-189,704**	**69,746**	**607,780**	**488,750**
Net result for the year				127,574	127,574
Revaluation long-term investment			-14,086		-14,086
Total other comprehensive income as adjusted			-4,004		-4,004
Total comprehensive income for the year			**-18,090**	**127,574**	**109,484**
Dividend				-64,505	-64,505
Repurchase of shares		-54,029			-54,029
IFRS2 - Employee share schemes			11,702		11,702
Total transactions with the owners recognized directly in equity		**-54,029**	**11,702**	**-64,505**	**-106,832**
Shareholders' equity as of 2023-12-31	**928**	**-243,733**	**63,358**	**670,848**	**491,401**

CHANGES IN SHAREHOLDERS' EQUITY, 2024

KSEK	Share capital	Other capital contri-bution	Other reserves	Profit/ loss brought forward	Share-holders' equity
Shareholders' equity 2024-01-01	**928**	**-243 733**	**63 358**	**670 848**	**491 401**
Net result for the year				118 974	118 974
Revaluation long-term investments			-10 824		-10 824
Total other comprehensive income			21 049		21 049
Total comprehensive income for the year			**10 225**	**118 974**	**129 199**
Dividend				-62 392	-62 392
Repurchase of shares		-12 941			-12 941
IFRS2 - Employee share schemes			9 055		9 055
Total transactions with the owners recognized directly in equity		**-12 941**	**9 055**	**-62 392**	**-66 278**
Shareholders' equity as of 2024-12-31	**928**	**-256 674**	**82 638**	**727 430**	**554 322**

CASHFLOW

KSEK	Note	2024	2023
Cash flow from operating activities			
Operating result after financial items		125,967	136,696
Adjusting items not included in cash flow	C22	147,024	158,676
Taxes received/paid		-8,332	-17,681
Cash flow before changes in working capital		**264,659**	**277,691**
Cash flow from changes in working capital			
Decrease in operating receivables		24,245	3,362
Increase in operating liabilities		-5,575	-39,889
Cash flow from operating activities		**283,329**	**241,164**
Investing activities			
Investment in equipment	C12	-1,355	-4,029
Investment in capitalized development costs	C11	-103,800	-106,283
Short term investments		-	-2,933
Long term investments		-14,165	-
Cash flow from investing activities		**-119,320**	**-113,245**

KSEK	Note	2024	2023
Financial activities			
Lease financing		-1,307	-944
Dividend		-62,392	-64,505
Repurchase ordinary shares		-12,941	-54,029
Cash flow from financial activities		**-76,640**	**-119,478**
Cash Flow		**87,369**	**8,441**
Cash at the beginning of the year		**182,332**	**177,469**
Cash flow		87,369	8,441
Exchange rate difference		5,838	-3,578
Cash at the end of the year		**275,539**	**182,332**

Group notes

Note C1 Accounting principles

General information
G5 Entertainment AB (publ) is a Swedish public limited liability company incorporated and domiciled in Sweden with its registered office at Nybrogatan 6, 5th floor, 114 34 Stockholm.

G5 Entertainment AB (publ), reg nr 556680-8878 is listed on the Nasdaq Stockholm since June 10, 2014.

G5 Entertainment AB (publ) is a parent company for the group consisting of G5 Entertainment AB (publ) and its subsidiaries. A list of major subsidiaries is included in note M9.

The Annual Report and consolidated financial statements were approved for publication by the Board of Directors on April 28, 2025. The group and parent company balance sheets and income statements are subject to approval by the Annual General Meeting of shareholders.

Basis for preparation
The G5 group consolidated accounts have been prepared in accordance with International Financial Reporting Standards (IFRS), including interpretations committee (IFRIC) approved by the European Commission for application, the Swedish Annual Accounting Act and the Swedish Financial Reporting Board, RFR 1 for group has been applied.

The consolidated financial statements have been prepared under the historical cost convention. Certain financial assets or liabilities are measured at fair value.

The preparation of financial statements in conformity with IFRS requires the use of certain critical accounting estimates. It also requires management to exercise its judgment in the process of applying the group's accounting policies. The areas involving a higher degree of judgment or complexity, or areas where assumptions and estimates are significant to the consolidated financial statements are disclosed in the section "Judgments and estimates in the financial statements".

Accounting policy for the parent company, see Note P1.

Fiscal year info
Fiscal year 2024 is from January 1, 2024 up to December 31, 2024.

Functional currency and reporting currency
The parent company's functional currency is the Swedish krona, which is also the reporting currency of the parent company and group. Thus, the financial statements are published in Swedish kronor. All amounts are rounded to the nearest thousand Swedish kronor (KSEK) unless stated otherwise.

Judgments and estimates in the financial statements
The company regularly reviews estimates and assumptions. Changes to estimates are recognized in the period when the change is made if the change only affected that period. If the change affects current and future periods, it is recognized in the period when the change is made and in future periods.

Assessments made by the management related to the application of the IFRS that may have a significant impact on the financial reports and estimates that may entail significant adjustments in the financial reports of subsequent years pertain can be read in the note C2 - Critical estimates and judgments.

Changes in accounting policy and disclosures
No new standards have been issued that are effective for annual periods beginning on or after January 1, 2024.

There are amendments to standards and interpretations that are effective for annual periods beginning on or after January 1, 2024. None of these have a material effect on the group.

Classification
Fixed assets and non-current liabilities in all material respects comprise amounts expected to be recovered or paid after more than 12 months from year-end. Current assets and current liabilities in all material respects comprise amounts expected to be recovered or paid within 12 months of year-end.

Consolidated principles
Subsidiaries

Subsidiaries are all entities over which the Group has control. The group controls a company when it is exposed to, or has the right to, variable returns from its holdings in the company and have the ability to affect yields through its influence in the company. Subsidiaries are fully consolidated from the date on which control is transferred to the Group. They are de-consolidated from the date that control ceases.

The acquisition method of accounting is used by the group to account for business combinations. With this method, acquisition of a subsidiary is regarded as a transaction whereby the group indirectly acquires the subsidiary's assets and assumes its liabilities. The acquisition analysis establishes the fair value of acquired identifiable assets and assumed liabilities on the acquisition date, as well as any non-controlling interest. Transaction expenses, except for transaction fees attributable to issued equity or debt instruments are recognized directly in profit/loss for the year.

In business combinations in which the transferred payment, any non-controlling interest, and fair value of previously held interest (for incremental acquisitions) exceeds the fair value of acquired assets and assumed liabilities that are recognized separately, the difference is recognized as goodwill. When the difference is negative, it is recognized directly in profit/loss for the year. Contingent considerations are recognized at fair value on the date of acquisition. In cases where contingent considerations are presented as equity instruments, no revaluation is done and adjustments are made in equity. Other contingent considerations are revalued at each reporting date and the change is recognized in profit/loss for the year.

For incremental acquisitions, goodwill is determined on the date control is taken. Previous holdings are assessed at fair value and changes in value are recognized in profit/loss for the year. Disposals leading to loss of controlling interest but where holdings are retained are assessed at fair value, and the change in value is recognized in profit/loss for the year.

Subsidiaries' financial statements are included in the consolidated accounts from the acquisition date until the date on which the controlling influence ceases.

Transactions eliminated in consolidation

Intra-group receivables and liabilities, income or expenses, and unrealized gains or losses that arise from intra-group transactions between group companies are entirely eliminated in preparation of the consolidated accounts.

Foreign currency translation

Transaction and balances

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transaction. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year-end exchange rates are recognized in the income statement. Exchange rate differences on trading and liabilities are included in operating profit and loss as other operating gains or other operating losses. Difference in financial receivables and liabilities are accounted in financial items.

Group companies

The result and financial position of all the group entities that have a functional currency different from the presentation currency are translated into the presentation currency as follows:

- Assets and liabilities for each balance sheet presented are translated at the closing rate at the date of the balance sheet
- Income and expenses for each income statement are translated at average exchange rates
- All resulting exchange differences are recognized as a separate component of equity

Goodwill and fair value adjustments arising on the acquisition of a foreign entity are translated as assets and liabilities of the foreign entity and translated at the closing date.

Revenue recognition

The main part of revenues (Note C3) in the G5 group comes from agreements with distributors (application stores), such as Apple App Store, Microsoft Store, Google Play, Amazon Appstore and Mac App Store.

The Group:s revenue is made up by the sell of virtual goods that are offered in the game. These are considered to be consumables and that no further performance obligation is present after the good has been delivered to the customer.

For the G5 group this means that revenue is recognized at the time of in-game purchases are made by the smartphone/tablet users.

Revenue is reported including commission to distributors, which usually is 30% of the price for the end-user, with the exception of Microsoft Store that takes a commission of 12% and the G5 Store where G5 has its own payment and compliance procedures.

Interest income is recoginzed using the effective interest method and dividends received are reported after the right to the dividend is deemed secure.

In the consolidated accounts, intra-group sales are eliminated.

Cost of revenue

Consists of expenses to generate revenue from the company's games. This includes mainly fees to distributors, as well as royalties to external developers.

Research and Development expenses

Consists mainly of salaries, bonuses and other benefits for the company's developers. It also includes external services, premises, software and hardware and other indirect costs attributable to the company's research and development. Development expenses that are directly attributable to the development and testing of the company's games are capitalized as intangible assets and amortized over a 24-month period. Amortization and write-downs of the games portfolio is included in Research and Development.

Sales and Marketing expenses

Composed primarily of the acquisition costs for users. It also includes salaries, bonuses and other benefits for staff in sales and marketing, as well as certain consulting costs. In addition, sales and marketing expenses include general marketing, brand operations, advertising and promotional costs.

General and administrative expenses

Composed primarily of salaries, bonuses and other benefits for management, finance department, IT, human resources and other administrative staff, as well as the support department. It also includes external consultants, legal services, certain accounting, insurance and office expenses and other indirect costs that are not allocated to other functions. In addition, all included depreciation and amortization not attributable to the company's games.

Leasing

The group leases offices. Rental contracts are typically made for fixed periods of 1 year to 5 years, but may have extension options. Contracts may contain both lease and non-lease components. The group allocates the consideration in the contract to the lease and non-lease components based on their relative stand-alone prices. However, for leases of real estate for which the group is a lessee, it has elected not to separate lease and non-lease components and instead accounts for these as a single lease component. Lease terms are negotiated on an individual basis and contain a wide range of different terms and conditions. The lease agreements do not impose any covenants other than the security interests in the leased assets that are held by the lessor. Leased assets may not be used as security for borrowing purposes.

Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the following lease payments:

- fixed payments (including in-substance fixed payments), less any lease incentives receivable
- variable lease payment that are based on an index or a rate, initially measured using the index or rate as at the commencement date
- amounts expected to be payable by the group under residual value guarantees
- the exercise price of a purchase option if the group is reasonably certain to exercise that option, and
- payments of penalties for terminating the lease, if the lease term reflects the group exercising that option

Lease payments to be made under reasonably certain extension options are also included in the measurement of the liability. The lease payments are discounted using the lessee's incremental borrowing rate.

The group is exposed to potential future increases in variable lease payments based on an index or rate, which are not included in the lease liability until they take effect. When adjustments to lease payments based on an index or rate take effect, the lease liability is reassessed and adjusted against the right-of-use asset. Lease payments are allocated between principal and finance cost. The finance cost is charged to profit or loss over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

Right-of-use assets are measured at cost comprising the following:

- the amount of the initial measurement of lease liability
- any lease payments made at or before the commencement date less any lease incentives received
- any initial direct costs, and
- restoration costs.

Right-of-use assets are generally depreciated over the shorter of the asset's useful life and the lease term on a straight-line basis. If the group is reasonably certain to exercise a purchase option, the right-of-use asset is depreciated over the underlying asset's useful life. Payments associated with short-term leases and leases of low-value assets are recognized on a straight-line basis as an expense in profit or loss. Short-term leases are leases with a lease term of 12 months or less. Extension and termination options are included in a number of property leases across the group. These are used to maximise operational flexibility in terms of managing the assets used in the group's operations. The extension and termination options held are exercisable only by the group and not by the respective lessor. In determining the lease term, management considers all facts and circumstances that create an economic incentive to exercise an extension option, or not exercise a termination option. Extension options (or periods after termination options) are only included in the lease term if the lease is reasonably certain to be extended (or not terminated). Most extension options in offices leases have not been included in the lease liability, because the group could replace the assets without significant cost or business disruption.

Financial revenue and expenses

Financial revenue and expenses comprise interest income on bank balances and receivables, interest expenses on liabilities and exchange rate differences.

Intangible assets

Capitalized development expenses

Development expenses are only capitalized if the expenses are expected to result in identifiable future financial benefits that are under the control of the group, and it is technologically and financially possible to complete the asset. The costs that can be capitalized are costs that are invoiced externally, direct costs for labor and a reasonable portion of indirect costs. Other development costs are expensed in the income statement as they arise. Capitalized development costs are accounted at acquisition value, less deductions for accumulated amortization.

Amortization of capitalized development costs occurs when the asset is put to use. For games, the amortization would commence upon global release. Ongoing capitalized development costs, that is, where the depreciation has not yet commenced, is regularly tested for impairment in accordance with the principle described in the section "Impairment of Assets".

Supplementary expenditure for capitalized intangible assets is accounted as an asset only if it increases the future financial benefits for the specific asset to which they are attributable. The carrying amount of the asset is removed from the balance sheet upon disposal, or when no future financial benefits are expected from the use or disposal of the asset. The gain or loss resulting when an intangible fixed asset is removed from the balance sheet is accounted in the income statement. The gain or loss is calculated as the difference between the potential net revenue from the divestment and the asset's carrying amount.

Tangible fixed assets

Expenditure for tangible fixed assets is accounted in the balance sheet when it is likely that the future financial benefits associated with the asset will arise for the group and the asset's acquisition value can be reliably calculated. Tangible fixed assets are accounted at acquisition value less accumulated depreciation according to plan and potential write-downs. The acquisition value comprises the purchase price directly attributable to the asset. The carrying amount of the asset is removed from the balance sheet upon disposal or divestment, or when no future financial benefits are expected from the use or disposal/divestment of the asset.

The gain or loss that results when a tangible fixed asset is removed from the balance sheet is accounted in the income statement. The gain or loss is calculated as the difference between the potential net revenue from the divestment and the asset's carrying amount.

Depreciation and amortization

Intangible fixed assets

For intangible fixed assets with finite useful lives, amortization is calculated using the straight-line method to allocate their cost to their residual values over their estimated useful lives. Intangible fixed assets with indeterminable useful lives are not amortized. Instead, an impairment test is applied pursuant to IAS 36 by comparing the asset's recoverable value and its carrying amount. This test is conducted annually, or at any time there are indications of value impairment of the intangible asset. Evaluations of amortization methods and useful lives are conducted annually.

The following depreciation periods are applied:

Subject of amortization	Amortization period
Capitalized development costs	2 years

Tangible fixed assets

After first-time accounting, tangible fixed assets are accounted in the balance sheet at acquisition value less accumulated depreciation and potential accumulated write-downs. The depreciation is calculated using the straight-line method to allocate their cost to their residual values over their estimated useful lives. Evaluations of depreciation methods and useful lives are conducted annually.

The following depreciation periods are applied:

Subject of depreciation	Depreciation period
Office furniture	10 years
Computer equipment	5 years

Write-downs of tangible and intangible assets

Carrying amounts for the group's assets are verified at each year-end to determine whether there is any indication that the asset's value may have decreased. If so, the asset's recoverable value is calculated, defined as the greater of fair value less selling expenses and value in use. Intangible assets with indeterminable useful life, goodwill and ongoing capitalized development cost are tested for impairment at least annually. When calculating value in use, future payments surpluses the asset is expected to generate are discounted at a rate corresponding to risk-free interest and the risk associated with the specific asset. The recoverable value of the cash-generating unit to which the asset belongs is calculated for assets that do not generate cash flow that is essentially independent of other assets. If the recoverable value of the asset is less than the carrying amount, a write-down is affected. Write-downs are posted to the income statement.

Share capital

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new ordinary shares or options are shown in equity as a deduction, net of tax, from the proceeds.

Current and deferred income tax

The tax expense for the period comprises current and deferred tax. Tax is recognized in the income statement, except to the extent that it relates to items recognized in other comprehensive income or directly in equity. In this case, the tax is also recognized in other comprehensive income or directly in equity, respectively.

The current income tax charge is calculated on the basis of the tax laws enacted or substantively enacted at the balance sheet date in the countries where the company and its subsidiaries operate and generate taxable income. Management periodically evaluates positions taken in tax returns with respect to situations in which applicable tax regulation is subject to interpretation. It establishes provisions where appropriate on the basis of amounts expected to be paid to the tax authorities. Current tax is also affected by adjustment of current tax of prior periods

Deferred taxes are estimated in accordance with the liability method, based on temporary differences between the tax bases of assets and liabilities and their carrying amounts. The following temporary differences are not taken into consideration; temporary differences arising on the initial recognition of goodwill, the initial recognition of assets and liabilities that are not business combinations and, which on the transaction date did not affect the recognized or taxable result. Furthermore, temporary differences are not taken into consideration that are attributable to investments in subsidiaries and associated companies and, which are not expected to be reversed within the foreseeable future. The measurement of deferred tax is based on how the carrying amounts of assets or liabilities are expected to be realized or settled. Deferred tax is measured using the tax rates and tax regulations which, have been enacted or which in practice were enacted on the balance sheet date.

Deferred tax liabilities and assets are not recognized for temporary differences between the carrying amount and tax bases of investments in foreign operations where the company is able to control the timing of the reversal of the temporary differences and it is probable that the differences will not reverse in the foreseeable future. Deferred tax assets in respect of deductible temporary differences and loss carry-forwards are only recognized to the extent that it is probable that they can be utilized. The value of deferred tax assets is reduced when it is no longer considered probable that they can be utilized.

Employee benefits

Liabilities for wages and salaries, including non-monetary benefits and accumulating sick leave that are expected to be settled wholly within 12 months after the end of the period in which the employees render the related service are recognised in respect of employees' services up to the end of the reporting period and are measured at the amounts expected to be paid when the liabilities are settled. The liabilities are presented as current employee benefit obligations in the balance sheet.

The pension benefits are only defined contribution plans. The group has no defined benefit plans. A defined contribution plan is a pension plan under which the group pays fixed contributions into a separate entity. The contributions are recognised as employee benefit expense when they are due. The group has no legal or constructive obligations to pay further contributions if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Share based payments

The Group has a number of long-term share-based compensation plans for a larger group of employees. The share programs give employees the right to receive shares free of charge after the vesting period if the performance criteria are met.

The total cost is calculated as of the allotment date through the monte carlo method and is reported over the vesting period as a personnel cost with a corresponding increase in equity. The social security contributions that arise are considered an integral part of the allocation and are reported as a liability in the balance sheet.

Investments and other financial assets

(i) Classification
The group classifies its financial assets in the following measurement categories:

- those to be measured subsequently at fair value (either through OCI or through profit or loss), and
- those to be measured at amortised cost.

The classification depends on the entity's business model for managing the financial assets and the contractual terms of the cash flows.

For assets measured at fair value, gains and losses will either be recorded in profit or loss or OCI. For investments in equity instruments that are not held for trading, this will depend on whether the group has made an irrevocable election at the time of initial recognition to account for the equity investment at fair value through other comprehensive income (FVOCI).

(ii) Recognition and derecognition
Regular way purchases and sales of financial assets are recognised on trade date, being the date on which the group commits to purchase or sell the asset. Financial assets are derecognised when the rights to receive cash flows from the financial assets have expired or have been transferred and the group has transferred substantially all the risks and rewards of ownership.

(iii) Measurement
At initial recognition, the group measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through profit or loss (FVPL), transaction costs that are directly attributable to the acquisition of the financial asset. Transaction costs of financial assets carried at FVPL are expensed in the income statement.

Equity instruments

The group subsequently measures all equity investments at fair value. Where the group's management has elected to present fair value gains and losses on equity investments in OCI, there is no subsequent reclassification of fair value gains and losses to profit or loss following the derecognition of the investment. Dividends from such investments continue to be recognised in profit or loss as other income when the group's right to receive payments is established.

Changes in the fair value of financial assets at FVPL are recognised in other gains/(losses) in the statement of profit or loss as applicable. Impairment losses (and reversal of impairment losses) on equity investments measured at FVOCI are not reported separately from other changes in fair value.

Impairment of financial assets
Loans and receivables

The group assesses on a forward-looking basis the expected credit losses associated with its debt instruments carried at amortised cost and FVOCI. The impairment methodology applied depends on whether there has been a significant increase in credit risk.

For trade receivables, the group applies the simplified approach permitted by IFRS 9, which requires expected lifetime losses to be recognised from initial recognition of the receivables.

Financial liabilities

The group´s financial liabilities measured at amortized costs comprise account payable, other liabilities and main part of accrued expenses.

The liabilities are recognized initially at fair value, net of transaction costs and subsequently measured at amortized costs.

The expected term of the liabilities in the group is short, which is why the amount is reported at nominal value without discounting.

Earnings per share

Earnings per share have been calculated pursuant to IAS 33. Earnings per share are calculated by earnings attributable to holders of ordinary shares of the parent company are divided by the weighted average number of ordinary shares at the end of the period.

Diluted earnings per share is calculated by adjusting the weighted average number of ordinary shares outstanding by assuming conversion of all dilutive potential ordinary shares. For the warrants, a calculation is done to determine the number of shares that could have been acquired at fair value (based on the days the share price has exceeded the strike price for each warrant program) based on the monetary value of the subscription rights attached to outstanding warrants. The number of shares calculated as above is compared with the number of shares that would have been issued assuming the exercise of the warrants.

Contingent liabilities

Contingent liabilities are potential commitments sourced from events that have occurred and whose incidence may be confirmed only by one or more uncertain future events occurring or not occurring, which do not lie entirely within the group's control. Contingent liabilities may also be existing commitments sourced from events that have occurred but that are not accounted as a liability or provision because it is unlikely that an outflow of resources will be necessary to settle the commitment, or the size of the commitment cannot be estimated with sufficient reliability.

Cash flow statement

The cash flow statement has been prepared pursuant to the indirect method. Cash flow from operating activities is calculated proceeding from net profit/loss. The profit-loss is adjusted for transactions not involving payments made or received changes in trade-related receivables and liabilities, and for items attributable to investing or financing activities.

Cash and cash equivalents

Cash and cash equivalents comprise cash and bank balances. At present, the group has no short-term investments.

Segment reporting

G5's business, development and sales of casual games for mobile platforms, is global, and both games and sales channels are the same regardless of where the players are. The company measures revenue for each game, but does not divide all costs, assets and liabilities by game. The operations and the Group's financial performance and position cannot be divided into different segments in such a way that it improves the ability to analyze and manage the company. The CEO is the Chief operating decision maker and for this reason, the CEO analyzes the consolidated financial position of the Group as a whole, i.e. as one segment.

Note C2 Critical estimates and judgments

The preparation of accounts and the application of accounting policies is often based on the management's judgments and on estimates and assumptions that are deemed to be reasonable at the time the judgment was made. However, the result may be different using different judgments, assumptions and estimates and events can occur which can require an adjustment of the carrying amount of the asset or liability in question.

The accounting policies whose application is based on such judgments are described below and the most important sources of uncertainty in the estimates that the company believes may have the most important impact on the group's reported results and financial position.

The information in this note refers to those areas, where risk of future adjustments of carrying amounts is greatest.

Capitalized development expenditure

The basis for calculating the future value of capitalized development expenses is based on future revenues.

Capitalized development expenses are tested quarterly for impairment by a calculation of future income which, in some cases, include estimates and judgments about future events that may affect the value. For more information, see Note C11.

Fair value of financial instruments

The fair value of financial instruments is an estimate that requires judgment. Fair value is the amount at which an asset could be exchanged or a liability settled in an orderly transaction between market participants at the measurement date. Estimates of fair value can be complex and subjective, especially for financial instruments that are not actively traded in liquid markets.

For more information, see Note C21.

Note C3 Classification of revenue and fixed assets

Revenue split by coun-tries	2024	2023
Sweden	1,134,529	1,319,921
Other countries	0	0
Total	**1,134,529**	**1,319,921**

The revenue from end customers is administrated and managed through the distributors. The Company has no customer who generates more than 10% of the company's revenue.

Of the company's revenue 99% (99%) is related to free-to-play games.

Fixed assets (tangible and intangible asset) split by countries	2024	2023
Malta	193,513	222,550
Other countries	28,639	13,356
Total	**222,152**	**235,907**

The split of revenues and fixed assets are attributed to the entity's domicile.

Note C4 Expenses by nature

	2024	2023
Fees to distributors	245,935	294,850
Royalty to developers and license fees	112,497	132,700
Research and development	73,511	83,540
Sales and marketing	201,296	256,531
Staff costs	324,451	361,692
Amortization and write-downs of capitalized development costs	131,955	150,108
Capitalized costs	-103,800	-103,670
Other costs	31,908	32,718
Total	**1,017,752**	**1,208,470**

Note C5 Audit fees

	2024	2023
Auditing within the audit assignment		
PwC	1,537	1,510
Other auditing tasks		
PwC - Tax advice	63	69
PwC - Other		20
Total	**1,600**	**1,599**

"Audit assignment" refers to the auditing of the annual report and accounting, including the Board's and CEO's administration, as well as other duties that the company's auditor are required to perform and advice on, or other support brought about by observations from auditing or conducting similar task. Everything else is considered to be audit business beyond the audit assignment. Of the total fee for audit assignments of 1,537 KSEK, 1,385 KSEK is invoiced by PricewaterhouseCoopers (PwC) in Sweden for the statutory audit.

Other auditing tasks are invoiced from PWC in Sweden, PWC Malta and PWC Japan and related to tax advice (including VAT treatment) and accounting-related advice.

Note C6 Employees

The staff consists of employees in the active subsidiaries.

Gender distribution	2024	2023
Men	484	512
Women	375	405
Total	**859**	**917**

Average number of employees by country (of which women)	2024	2023
Sweden	4 (2)	4 (2)
Malta	11 (5)	11 (5)
Malta (subcontractors)	150 (74)	84 (43)
Russia	166 (70)	232 (100)
Ukraine	289 (113)	351 (145)
USA	1 (0)	2 (1)
Armenia	48 (22)	43 (17)
Georgia	61 (31)	61 (30)
Montenegro	63 (27)	65 (31)
Bulgaria	22 (11)	13 (7)
Kazakhstan	36 (16)	27 (12)
Cyprus	8 (4)	4 (2)
Total	**859 (367)**	**917 (405)**

Executive management team	2024	2023
Men	4	4
Women	1	1
Total	**5**	**5**

Board of directors	2024	2023
Men	4	4
Women	2	2
Total	**6**	**6**

Note C7 Remuneration to staff including CEO, members of the executive management team, and board of directors

Total staff remuneration	2024	2023
Salaries and variable remuneration	307,307	343,520
- of which CEO and senior executives	11,977	11,427
Social security*	12,715	15,052
- of which CEO and senior executives	2,217	2,119
Total	**320,022**	**358,572**

*of which pension costs 1,018 (1,015) KSEK, of which to CEO and executive management 782 (782) KSEK

The CEO and other senior executives are remunerated partly by a fixed monthly salary and partly through variable compensation based on the groups profitability.

The CEO's variable compensation during the year may not exceed 80 percent of the fixed salary, divided so that 60 percent is based on the Company's financial development and 20 percent is based on targets determined by the board of directors. The COO's variable compensation may not exceed 70 percent of the fixed salary, divided so that 60 percent shall be based on the Company's financial development and 10 percent shall be based on targets determined by the board of directors. The variable compensation to the other executive management may not exceed 60 percent of the fixed salary and shall be based on the Company's financial development.

Variable compensation based on the Company's financial development shall be calculated quarterly on the basis of the Company's revenue growth and operating margin. A target range and a sum of normalized results are defined for both parameters. This in turn defines the result. The target ranges shall be adopted yearly by the Compensation Committee and the Board of Directors. The variable compensation is paid out based on quarterly results but the full measurement period is the financial year. A part of the variable compensation may also be tied to discretionary targets that the Board deems are important to achieve the long-term strategy of the group. The variable compensation is paid in the form of salary not conferring pension rights.

The pension plan is to be at a market level and alike for senior executives as for other employees. The pension premium shall be defined contribution. Similarly, other benefits for senior executives shall be at a market level, competitive and in substance alike as for other employees. Senior executives, including the CEO, shall be offered to participate in long-term incentive programs, if established by the Company.

In addition, compensation may be payable for any noncompete obligation. Such payment shall compensate the executive for possible loss of income and shall only be made during the period that the executive lacks a right to severance pay. The monthly compensation shall amount to a maximum of 100% of the executive's monthly income. The compensation shall be payable during the time that the noncompete obligation applies, which shall be a maximum of nine months after the end of employment.

The annual general meeting 2024 resolved that the remuneration to the chairman of the Board should amount to SEK 675,000 and SEK 305,000 each to the other members. In addition an annual fee is paid to the members of the audit committe, SEK 125,000 to the chairman and SEK 50,000 to the other members and an annual fee is paid to the members of the remuneration committe, SEK 50,000 to the chairman and SEK 30,000 to the other members.

The tables below summarizes remuneration to the board and managers:

Remuneration to the board and managers 2024	**Salary/ board fee**	**Pension**	**Variable compensation**	**Other benefits/ compensation**
Petter Nylander (chairman)	755			
Marcus Segal (director)	355			545
Johanna Fagrell Köhler (director)	355			
Jeffrey Rose (director)	305			946
Sara Börsvik (director)	430			
Vlad Suglobov (CEO, director)	5,319	426	0	377
Executive management team (4 persons)	6,657	356		26
Total (SEK)	**14,177**	**782**	**0**	**1,894**

Remuneration to the board and managers 2023	**Salary/ board fee**	**Pension**	**Variable compensation**	**Other benefits/ compensation**
Petter Nylander (chairman)	732			
Marcus Segal (director)	350			
Johanna Fagrell Köhler (director)	350			
Jeffrey Rose (director)	300			776
Sara Börsvik (director)	425			
Vlad Suglobov (CEO, director)	4,969	435		845*
Executive management team (2 persons)	6,458	348		801*
Total (SEK)	**13,584**	**782**	**-**	**2,422**

Note C8 Other operating gains and losses

	2024	2023
Currency exchange gains	12,656	-
Other operating income	**12,656**	**-**
Currency exchange losses	-1,088	-1,653
Other operating losses	**-1,088**	**-1,653**
Total other operating gains and losses	**11,568**	**-1,653**

Note C9 Financial income and expenses

	2024	2023
Interest	9,508	5,730
Revaluation to fair value	0	20,681
Other financial income	36	12
Financial income	**9,544**	**26,423**
Interest expense	-2	-8
Interest expense, leased assets	-277	-283
Other financial expenses	-75	-887
Financial expenses	**-354**	**-1,178**
Financial income and expenses	**9,190**	**25,245**

Note C10 Taxes

Income tax expenses	2024	2023
Current tax	-6,908	-6,697
Deferred tax	-85	-2,426
Total tax expenses	**-6,993**	**-9,122**

The tax on the group´s profit before tax differs from the theoretical amount that would arise using the weighted average tax rate applied to profit of the consolidated entities as follows:

Actual tax charge	2024	2023
Profit / loss before tax	125,967	136,696
Tax according to current tax rate 20.6% (20.6%)	-25,949	-28,159
Tax effect from income ex-empted from tax	2,327	5,979
Tax effect from non-deductible expenses	-1,829	-4,607
Adjustment for tax rates in foreign subsidiaries	17,919	18,965
Non-recognized deferred tax	268	-1,300
Other	272	0
Tax charge	**-6,993**	**-9,122**

Non-recognised deferred tax assets

The group has SEK 1.0 M (1.3) in non recognized deferred tax assets related to losses carryforward.

Deferred tax reconciliation	2024 Deferred tax assets	2024 Deferred tax liability	2023 Deferred tax assets	2023 Deferred tax liability
Intangible assets	-	-1,945	-	-3,618
Other	150	470	25	-
Total deferred tax assets/liabilities	**150**	**-1,475**	**25**	**-3,618**

	Amount at the beginning of the year	Income statement	Reclassification over balance sheet	Recalculation differences	Amount at the end of the year
Intangible assets	3,618	-658	1,544	787	-1,945
Other	-25	743	-	-148	620
Total	**-3,594**	**85**	**1,544**	**639**	**-1,325**

Note C11 Intangible fixed assets

Change of intangible fixed assets	2024	2023
Beginning of the year	220,411	273,073
Investments	103,800	103,670
Write-downs	-2,196	-
Amortization	-131,955	-150,108
Currency exchange difference	20,325	-6,224
End of the year	**210,386**	**220,411**

Accumulated capitalized development costs	2024	2023
Accumulated costs	1,349,829	1,225,704
Accumulated amortization	-1,017,986	-886,031
Accumulated write-downs	-121,457	-119,261
Net amount	**210,386**	**220,411**

The Intangible assets are in their entirety related to the games portfolio. After the change in 2022 of the Companys publishing strategy there has been no capitalization on non-released games. As of the balance sheet date, the top three games in the portfolio account for SEK 118 M, or 55 % of the total value. SEK 207 M, or 98% of the intangible assets, are related to the ten largest games. The remaining amortisation period for the games is 24 months.

Impairment testing of capitalized development costs

A high-level test of the entire gaming portfolio is performed quarterly for signs of impairment. Every game is considered a cash-generating unit. The test is based on the actual sales for each game for the last three months. For games that then are demonstrating a potential write-down, a discounted cash flow model is used which is then compared to the book value of the game. The model is calculating a free cash flow during, at the most, 48 months. In the model a discounting factor (WACC) of 13% (13%) is used.

Note C12 Tangible fixed assets

Change of tangible fixed assets	2024	2023
Beginning of the year	12,883	16,718
Investments	1,355	4,029
Leased assets	1,911	2,940
Depreciation	-3,819	-6,629
Depreciation leased assets	-1,191	-1,149
Currency exchange difference	-1,985	-3,026
End of the year	**9,154**	**12,883**

Accumulated equipment	2024	2023
Accumulated costs	92,551	91,270
Accumulated depreciation/ write-downs	-83,397	-78,387
Net amount	**9,154**	**12,883**

Note C13 Equity

G5 Entertainment AB has two share classes, ordinary shares and c-shares. By the end of 2024 there were 8,080,000 ordinary shares and 172,200 c-shares, each with a par value of 0.112 SEK.

Outstanding shares	2024	2023
Ordinary shares at the end of the year*	7,799,000	7,900,000
Weighted average number of ordinary shares	7,814,503	8,052,435

*There are also 172,200 c-shares and 281,000 ordinary shares that are held by the company.

During the year, a total of 101,000 shares were repurchased. As of Dec 31, 2024 the company holds 281,000 ordinary shares.

Each year since 2018, the annual general meeting has decided on a long-term incentive program. The programs have been performance share programs which at most can comprise of a pre-set amount of performance shares. The programs vest after three years. The current three programs, decided on the AGM:s held 2022, 2023 and 2024, all had a maximum of 160,000 performance shares respectively. The programs can at most give the holder one ordinary share per performance share, and the allocation is made on a sliding scale as can be seen in the table below.

If a participant of the program ends the position at G5, the performance shares are terminated.

Date of issue	Number of performance shares	Weighted share price at issuance	Price for minimum allocation	Price for maximum allocation	Exercise period
July 1, 2022	140,950	240.7	416.4	592.1	May 2025
July 1, 2023	153,500	192.1	332.3	472.6	May 2026
July 1, 2024	158,750	115	200.1	282.9	May 2027

The total costs related to active performance share programs can be seen in the table below:

Costs related to performance share program	2024	2023
Personnel costs	9,054	10,826
Social fees	0	62

Dividend

The Board of Directors has decided to propose to the Annual General Meeting a dividend of SEK 8.0 (8.0) per share to the shareholders.

Other reserves

Other reserves consist of exchange differences on net investment from reported entity´s (subsidiaries) and exchange differences on receivables that forms part of a reporting entity´s net investment.

Note C14 Earnings per share

	2024	2023
Net profit for the year (SEK K)	118,974	127,574
Weighted average number of share used as denominator		
Issued shares at the start of the year	8,383,650	8,783,650
Adjustment for calculation of diluted earnings per share		
Shares in own custody at the start of the year	-483,650	-609,650
Repurchases, weighted	-85,497	-121,564
Weighted average number of shares	**7,814,503**	**8,052,436**
Duilution performance shares	0	0
Weighted average number of shares after dilution	**7,814,503**	**8,052,436**
Earnings per share before dilution	15.22	15.84
Earnings per share after dilution	15.22	15.84

Note C15 Account receivables and other receivables

Account receivables

In 2024, there was no (0) write-downs for account receivables. As of December 31, 2024, there were no significant account receivables or other receivables that were due for payment. All the group's accounts receivables have a maturity of less than three months.

Maturity of account receivables	2024	2023
0-3 months	18,835	25,936
More than 3 months	–	–

Other receivables

For development projects (development of the games), G5 partly use external developers. Agreed consideration is a combination of upfront and royalty-based payments. Prior to the development of new games there are sometimes agreements to pay advances to the developers. These advances are included in other receivables. As of December 31, 2024, the total advances to external developers amounted to SEK 0 (0).

Maturity of other receivables	2024	2023
0-3 months	1,756	2,846
More than 3 months	–	–

The agreements with external developers normally includes an opportunity for G5 to recover the advances if a development project does not go as planned. These development companies are however often small, and lacks the financial resources to repay the advances. G5's primary credit management mechanism is therefore to carefully evaluate the potential of all development projects before they begin.

During 2024 write-downs of advances to external developers amounted to SEK 0 M (0).

Note C16 Related parties

Transactions with related parties consist of transactions between group companies, fees to the board, CEO and other managers, the performance share program and fees paid to the board member Jeffrey Rose for legal advice (see note C7). CEO Vlad Suglobov's wife has been an independent contractor to the Group during the year and received remuneration amounting to 422 (425) KSEK, all remuneration is approved by the Board.

Note C17 Accrued receivables and expenses

	2024	2023
Accrued income	98,524	110,458
Other	10,618	14,738
Prepaid expenses and accrued income	**109,142**	**125,196**
Royalty	-34,751	-38,042
Other	-14,621	-16,694
Accrued expenses	**-49,372**	**-54,736**
Total	**59,770**	**70,460**

The company reclassifies accrued income to accounts receivable when final income reports are received from each counterparty. Credit risks defined under Note C21 can therefore also be applied to accrued income.

Note C18 Leasing

Leases of premises

The Group only leases premises. G5 Entertainment leases premises for offices. The leases normally have a term of between one and five years.

Extension and termination options

Certain leases include extension options and termination options that the Group may or may not exercise up until one year before the expiration of the non-cancellable lease term. Whether or not it is reasonably certain that an option will be exercised is determined on the commencement date of the lease. The Group reconsiders whether or not it is reasonably certain that an option will be exercised if an important event or significant changes in circumstances take place that are within the Group's control. At the latest, an extension of a lease is made in connection with the option's expiration.

Amounts reported in the Statement of profit or loss	2024	2023
Depreciation of right-of-use assets	-1,191	-1,149
Interest on lease liabilities	-277	-283
Costs for short term leases	-1,442	-1,831

The group has short term lease contracts where the contract can be terminated within three months.

Amounts reported in the Statement of cash flows	2024	2023
Total outgoing cash flow attributable to leases	-1,307	-944

The outgoing cash flow above includes amounts for leases recognized as a lease liability.

Movement of leased premises	2024	2023
Opening balance	6,435	4,761
Investments	1,557	1,416
Terminations	-3,237	491
Currency exchange difference	33	-233
Closing accumulated cost	**4,788**	**6,435**
Opening depreciation	-3,495	-2,427
Depreciation for the year	-1,191	-1,170
Terminations	1,812	0
Currency exchange difference	-3	102
Closing accumulated depreciation	**-2,877**	**-3,495**
Closing planned residual value	**1,911**	**2,940**

Maturity analysis financial liabilities	2024	2023
Within one year	685	612
Between 1 and 5 years	1,118	1,261
More than 5 years	-	-
Total	**1,803**	**1,873**

See also note C12 for further information.

Note C19 Accounts payable

Accounts payable consists primarily of invoices related to User acquisition and rent.

Note C20 Pledged assets

The company has no pledged assets (0).

Note C21 Financial instruments and risk management

Through its business operations, G5 is exposed to a number of financial risks, including fluctuations in earnings, balance sheet, and cash flow resulting from changes in exchange rates, rates of interest, and risks related to refinancing and credit. Group financial policy for risk management, determined by the board, is a framework of guidelines and regulations in the form of risk mandates and limits for financial operations.

The board of directors has the overall responsibility for the management of financial risks. The daily management is delegated to the chief executive office, and the chief financial officer.

G5 has centralized financial management, which means that the chief responsibility for financial management resides with the parent company.

Risk is managed by the finance department according to principles approved by the board.

The group's financial risks primarily comprise currency risk, credit risk, and liquidity risk. Interest risk is considered marginal as G5, at present, does not have any external funding.

Currency risk

Exposure to exchange rate fluctuation arises when the group carries out a large number of business transactions in foreign currency in connection with its business operations (transaction risk). Such exposure derives among others from business transactions between operational units within the group that have different currencies as their functional currency as well as from sales in currencies other than the individual companies' functional currency. G5 is exposed to foreign exchange risk arising from various currency exposures primarily with respect to the US Dollar, the Euro, the Russian Ruble, and the Ukrainian Hryvna. In addition to transaction risk the Group is exposed to translation risk, i.e. the translation of subsidiaries net assets, including its income statement to SEK.

The company does not hedge these risks at present.

Foreign currency sensitivity analysis

The Group's currency risk is primarily related to USD and EUR. If the USD had strengthened with 10% at closing date, all other variables constant, the annual earnings per December 31, 2024 would be negatively affected with SEK -4.3 M. If the Euro had strengthened with 10% at closing date compared to the Swedish krona, all other variables constant, the annual earnings per December 31, 2024 would be negatively affected by SEK -2.4 M. If the currencies would weaken the reverse effect would incur.

Amounts recognized in profit and loss	2024	2023
Net foreign exchange profit/loss included in other income/expense	12,656	-1,654

Credit risk

Accounts receivable

Credit risk related to accounts receivable are considered immaterial, since almost all sales are generated through the largest internet companies, with consistently high credit ratings. These distributors pay the company monthly based on sales to the end users. Payments to G5 are made 1-2 months after the sale to the end user. The distributors take full responsibility for tracking and accounting of end user sales, and send G5 monthly royalty reports that show amounts to be paid.

G5 does not have any material overdue or impaired accounts receivable, and the credit risk associated with the accounts receivable that are neither due nor impaired is deemed to be small.

Banks

G5 strives to keep the company's cash and cash equivalents at banks with good creditworthiness. The majority of the company's cash and cash equivalents are held in Sweden and the United States, where the company primarily works with Citibank and Handelsbanken.

Advances to external developers

For development projects (development of games), G5 partly uses external developers. Agreed consideration is a combination of upfront and royalty-based payments. Prior to the development of new games there are sometimes agreements to pay advances to the developers. These are generally recognized as other receivables on the balance sheet. As sales of a game starts, the advances are recouped from royalties to the developer.

The maturity of the advances depends on the publication dates of the games to which the advances belong. This means that it varies from zero (for games that are ready for publication) up to 6-12 months (for games where development has just started).

If a project does not develop as expected, the advances associated with the project in certain cases might have to be written-off. All development projects are continuously evaluated in order to ensure their profit potential, by comparing forecasted revenue with total development costs.

Liquidity risk

The group manages liquidity risks by retaining sufficient liquidity to provide for the needs of the business. The process is monitored via the group's cash flow forecasts.

The group's exposure to foreign currency risk	2024-12-31		2023-12-31	
	USD	EUR	USD	EUR
Trade receivables	1,707,616	0	2,078,550	456,382
Other current assets	31,295,963	801,480	18,116,795	638,787
Cash and cash equivalents	1,241,178	913,190	4,187,238	530,205
Accounts payable	2,885,986	369,321	3,564,604	2,413
Other current liabilities	20,591,982	279,458	5,413,765	360,088

Concentration of risk

The company depends on continuing co-operation with its distributors. Apple, Google, Amazon, and Microsoft operate primary distribution platforms for G5's games, with Apple and Microsoft being the most important. G5 generates a majority all of its revenue and a majority of its users leads through these distribution channels and expects to continue to do so for the foreseeable future. Deterioration in G5's relationship with these companies can harm G5's business. Competition among these distributors is intense, and all of them try to attract the most attractive games to their electronic store. G5 does not consider the risk inherent in these business relationships to be high.

Fair value

The group has a minority holding in Artifex Mundi S.A classified as a long term investment, reclassified from short term investments during the year, and a minority holding in UplandMe Inc., classified as a long-term investment. Both are measured at fair value. The carrying values of the financial instruments (as reported in the table below) are consistent with the fair values.

Financial instruments split into categories:

Financial assets	**2024**	**2023**
Fair value		
Long-term investments	37,475	34,134
Accrued income	98,524	110,458
Account receivable	18,835	25,936
Other receivables	1,756	2,846
Cash and cash equivalents	275,539	182,332
Total	**432,129**	**355,706**

Financial liabilities	**2024**	**2023**
Account payable	44,254	39,441
Other liabilities	6,267	11,291
Accrued expenses*	49,372	54,736
Financial liabilities measured at amortized costs	**99,893**	**105,468**

*Accrued expenses which are classified as financial liabilities are primarily constituted of royalty.

Maturity of financial liabilities	2024	2023
0-3 months	99,893	105,468
More than 3 months		-

Result from the financial categories above; i.e Loans and receivables and Financial liabilities measured at amortized costs consist mainly of interest, exchange differences and credit losses, if any. Those results are reported for the categories together, in Note C8, C9 and C15.

Calculation of fair value

G5 makes the following classification regarding the determination of fair value for the financial instruments that are reported at fair value. A description of the valuation methodology follows the table:

Recurring fair value measurement	Level 1	Level 3
2024-12-31		
Long-term investments	32,421	5,054
Closing balance 2024-12-31	**32,421**	**5,054**
2023-12-31		
Long-term investments	30,224	3,910
Closing balance 2023-12-31	**30,224**	**3,910**

Level 1: Assets classified under level one refer to financial instruments that are traded on an active market. The asset is valued in accordance with the closing price on the balance sheet date.
Level 3: As the asset classified according to level three refers to unlisted shares, these are primarily valued after the most recent capital acquisition. Valuation has been made based on a risk-adjusted probability of completion of ongoing capital raisings. If it is not possible for the company to raise new capital there is a great risk that it will affect the valuation negatively.

No transfers have taken place between the different valuation levels during the year but assets classified as short-term in 2022 have been reclassified as long-term investments during the current year.

Movement leasing liabilities	2024	2023
Net debt as at 1 January	**-1,873**	**-2,673**
Financing cash flows	1,307	944
New/terminated leases	-1,237	-144
Interest expense	-277	-283
Interest payments	277	283
Net debt as at 31 December	**-1,803**	**-1,873**

Capital risk management

The group´s objectives when managing capital are to safeguard the Groups abilities to continue as a going concern in order to provide returns for shareholders and to maintain an optimal capital structure to reduce the cost of capital. In order to maintain or adjust the capital structure, the group may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares or sell assets to reduce debt.

Capital in G5 group is by definition Equity. There are no external restrictions. For dividend policy; see page 28 in the Directors report. G5 does not have any loan financing.

Note C22 Adjustments for items not included in cash flow

	2024	2023
Depreciation/amortization	135,774	156,828
Write-down of intangible assets	2,196	-
Revaluation short-term investment	-	-20,339
IFRS2 Costs	9,054	11,702
Other	-	10,485
Total	**147,024**	**158,676**

Note C23 Significant events after the balance sheet date

No significant events have occurred after the balance sheet date.

Parent Company Financial Results

INCOME STATEMENT

KSEK	Note	2024	2023
Net turnover		1,134,529	1,319,921
Cost of revenue		-909,910	-1,038,919
Gross profit		**224,619**	**281,003**
Research and development expenses		-594	-75
Sales and marketing expenses		-202,884	-264,513
General and administrative expenses		-27,657	-22,083
Other operating income		6,086	0
Other operating expenses		0	-4,455
Operating result	P2, P3, P4, P5	**-429**	**-10,123**
Interest income and similar items	P6	9,619	24,432
Interest expense and similar items	P6	-2	0
Operating result after financial items		**9,188**	**14,309**
Taxes	P7	-1,191	0
NET RESULT FOR THE YEAR		**7,997**	**14,309**

STATEMENT OF COMPREHENSIVE INCOME

KSEK	2024	2023
Net result for the year	7,997	14,309
Items that later can be reversed in profit		
Revaluation of long-term investments	-10,824	-14,086
Total other comprehensive income for the year	**-10,824**	**-14,086**
Total comprehensive income for the year	**-2,827**	**223**

BALANCE SHEET

KSEK	Note	Dec 31, 2024	Dec 31, 2023
Fixed assets			
Intangible fixed assets	P9		
Intanbible fixed assets		2,613	2,613
Total intangible fixed assets		**2,613**	**2,613**
Tangible fixed assets			
Tangible fixed assets		–	–
Total tangible fixed assets		**0**	**0**
Financial fixed assets			
Shares in group companies	P10	130	105
Long-term investment		37,475	34,134
Total financial fixed assets		**37,605**	**34,239**
Total fixed assets		**40,217**	**36,852**
Current assets	P11		
Account receivables		18,835	25,936
Receivables from group companies		204,318	87,381
Tax receivables		1,561	2,751
Other receivables		325	410
Prepaid expenses and accrued income	P13	100,819	112,284
Cash and cash equivalents		47,325	53,722
Total current assets		**373,183**	**282,484**
TOTAL ASSETS		**413,400**	**319,336**

KSEK	Note	31 Dec 2024	31 Dec 2023
Restricted equity			
Share capital		928	928
Non-restricted equity			
Share premium reserve		54,530	53,578
Profit carried forward		80,961	152,810
Net result for the year		7,997	14,309
Total equity		**144,417**	**221,625**
Liabilities			
Accounts payable		32,117	36,357
Liability to group companies		226,165	54,226
Other liability		5,244	5,130
Accrued expenses and prepaid income		5,458	1,999
Total liabilities		**268,984**	**97,711**
TOTAL EQUITY AND LIABILITIES		**413,400**	**319,336**

CHANGES IN SHAREHOLDERS' EQUITY, 2023

KSEK	Share capital	Share premium reserve	Profit/loss carried forward	Share-holders' equity
Shareholders' equity as of 2023-01-01	**928**	**52,401**	**285,426**	**338,758**
Net result for the year			14,309	14,309
Revaluation long-term investments			-14,086	-14,086
Total comprehensive income for the year			**223**	**223**
Dividend			-64,505	-64,505
Repurchase of shares			-54,029	-54,029
IFRS2 - Employee share schemes		1,177		1,177
Total transaction with the owners recognized directly in equity	**-**	**1,177**	**-118,534**	**-117,357**
Shareholders' equity as of 2023-12-31	**928**	**53,578**	**167,117**	**221,625**

CHANGES IN SHAREHOLDERS' EQUITY, 2024

KSEK	Share capital	Share premium reserve	Profit/loss carried forward	Share-holders' equity
Shareholders' equity as of 2024-01-01	**928**	**53,578**	**167,117**	**221,625**
Net result for the year			7,997	7,997
Revaluation long-term investments			-10,824	-10,824
Total comprehensive income for the year			**-2,827**	**-2,827**
Dividend			-62,392	-62,392
Repurchase of shares			-12,941	-12,941
IFRS2 - Employee share schemes		952		952
Total transaction with the owners recognized directly in equity	**-**	**952**	**-75,333**	**-74,381**
Shareholders' equity as of 2024-12-31	**928**	**54,530**	**88,959**	**144,417**

CASHFLOW

KSEK	Note	2024	2023
Operating activities			
Operating result after financial items		9,188	14,309
Adjusting for items not included in cash flow	P22	956	-19,157
Taxes paid		122	-1,861
Cash flow before changes in working capital		**10,266**	**-6,709**
Cash flow from changes in working capital			
Increase/decrease in operating receivables		-98,411	298,315
Increase/decrease in operating liabilities		171,272	-243,001
Cash flow from operating activities		**83,127**	**48,605**
Investing activities			
Investment in intangible assets	P12	-	2,613
Investments in tangible assets		-25	-
Long-term investments		-14,165	-
Short-term investments		-	-2,933
Cash flow from investing activities		**-14,190**	**-5,546**

KSEK	Note	2024	2023
Financial activities			
Dividend		-62,392	-64,505
Repurchase of ordinary shares		-12,941	-54,029
Cash flow from financial activities		**-75,333**	**-118,534**
CASH FLOW		**-6,396**	**-75,475**
Cash and bank at the beginning of year		**53,722**	**129,196**
Cash flow		-6,396	-75,475
Cash and bank at the end of the year		**47,326**	**53,722**

Parent Company notes

Note P1 Accounting principles

The parent company prepares its Annual Report pursuant to the Swedish Annual Accounts Act (1995:1554) and Swedish Financial Reporting Board; RFR 2. RFR 2 is based on legal entities whose securities are quoted on a Swedish stock market or recognized marketplace, whose general rule is to apply the IFRS/IAS applied in the consolidated financial statements. Accordingly, in its Annual Report for the legal entity, the parent company applies those IFRS/IAS and statements endorsed by the EU where this is possible within the auspices of the Swedish Annual Accounts Act and with consideration to the relationship between accounting and taxation in Sweden. RFR 2 states the exceptions and supplements to be made from and to IFRS. The difference between the group's and the parent company's accounting principles are stated below. The stated accounting principles of the parent company have been applied consistently for all periods published in the parent company's financial statements.

Participations in subsidiaries

Participations in subsidiaries are reported in the parent company according to the acquisition value method after deduction for any write-downs. The acquisition value includes acquisition related expenses and any considerations.

Classification and presentation

The parent company's income statement and balance sheet are presented in the format stipulated by the Swedish Annual Accounts Act. The primary discrepancy from IAS 1 relates to the accounting of equity and the incidence of provisions as an independent title in the balance sheet.

Note P2 Expenses by nature

	2024	2023
Fees to distributors	245,935	294,850
Royalty to developers and license fees	656,425	744,580
Marketing	203,165	254,886
Personnel costs	7,002	7,473
Other costs[1]	28,518	28,255
Total	**1,141,045**	**1,330,044**

[1] Other costs are primarily related to costs for user acquisition that are invoiced to the parent company from the subsidiaries. These costs are classified as General and administration costs in the financial statement.

Note P3 Employees

The parent company had 4 (4) employees during the year. Compensation to parent company employees amounted to 4,789 KSEK (5,150), social costs 1,549 KSEK (1,647) and pension costs 665 KSEK (677).

Note P4 Audit fees

	2024	2023
Auditing within the audit assignment		
PWC	1,385	1,357
Other auditing tasks		
PWC - tax advice	26	21
Totalt	**1,411**	**1,378**

Note P5 Other operating gains and losses

	2024	2023
Currency exchange gains	6,086	0
Other operating gains	**6,086**	**0**
Currency exchange losses	0	-4,455
Other operating losses	**0**	**-4,455**
Total other operating gains and losses	**6,086**	**-4,455**

Note P6 Financial income, expense and other similar items

	2024	2023
Interest income	1,350	3,310
Interest income from group com-panies	6,127	441
Dividend	2,142	-
Unrealized fair value adjustment	-	20,681
Financial income	**9,619**	**24,432**
Interest expense	-2	-
Financial expense	**-2**	**-**
Financial income and ex-pense	**9,617**	**24,432**

Note P7 Taxes

Income tax expenses	2024	2023
Current tax	-1,191	0
Deferred tax		-
Total tax expenses	**-1,191**	**0**

Actual tax charge	2024	2023
Profit / Loss before tax	9,188	14,309
Tax according to current tax rate 20.6% (20.6%)	-1,893	-2,948
Tax effect of income exempted from tax	449	4
Tax effect from non-deductible expenses	-15	4,244
Other	268	-1,300
Tax charge	**-1,191**	**0**

The group has SEK 1,032 M (1,300) amounts in non recognized deferred tax assets related to losses carryforward.

Note P8 Related parties

Transactions between group companies are conducted either as royalty, or at cost plus a certain margin. As of December 31, 2024, the parent company had 204,318 (87,812) KSEK in receivables from group companies and 226,165 (54,657) KSEK in liabilities to group companies. Parent company sales to subsidiaries amounted to 6,127 (441) KSEK. Parent company purchases from subsidiaries amounted to 663,976 (754,610) KSEK.

Receivables and liabilities to group companies are according to commercial terms.

Note P9 Intangible assets

Change of intangible fixed assets	2024	2023
Beginning of the year	2,613	-
Investments	-	2,613
End of the year	**2,613**	**2,613**

Investments made in 2023 was related to the purchase of a domain name that is classified as an asset that will not be amortized.

Note P10 Shares in subsidiaries

Shares in subsidiaries	2024	2023
Accumulated value, opening balance	**105**	**105**
Establishing of subsidiaries	25	–
Accumulated value, closing balance	**130**	**105**

Below are the Group's principal subsidiaries as of December 31, 2023. Unless otherwise indicated, the subsidiaries' share capital consists solely of ordinary shares that are owned directly by the Group, and the proportion of ownership is equivalent to the Group's holdings of voting rights. The countries where the subsidiaries are registered are also those where they have their main activities.

Company name	Domicile	Group ownership	Book value	Primary business
G5 UA Holdings Ltd	Malta	100 %	11	Holding company
G5 Holdings Ltd*	Malta	100 %		Game procurement and licensing
G5 Entertainment Inc	USA	100 %	7	Marketing
G5 Holding UKR LLC	Ukraine	100 %	50	Game development
G5 Holding RUS LLC	Russia	100 %	2	Game development
G5 Marketing RUS LLC	Russia	100%	2	Marketing
G5 EN POL sp. z o.o.**	Poland	100%	11	Game development
G5 ENTERTAINMENT DOO	Montenegro	100%		Game development
G5EN ARM LLC	Armenia	100%		Game development
G5EN GEO LLC	Georgia	100%		Game development
G5EN BGR EOOD	Bulgaria	100%		Game development
G5EN CYP LTD	Cyprus	100%	22	Game development
G5EN KAZ	Kazakhstan	100%		Game development

*G5 Holdings Ltd is a subsidiary to G5 UA Holdings Ltd

** The Company is being closed

Note P11 Accounts receivables and other receivables

Maturity of account receivables	2024	2023
0-3 months	18,835	25,936
More than 3 months		–

Maturity of other receivables	2024	2023
0-3 months	2,176	3,161
More than 3 months		–

Note P12 Equity

Proposed distribution of earnings

Earnings in the Parent Company at the disposal of the Annual General Meeting (KSEK):

	2024	2023
Share premium reserve	54,530	53,578
Profit carried forward	80,961	152,810
Net result for the year	7,997	14,309
Total	**143,488**	**220,697**

The Board of Directors proposes that dividends be paid in an amount of SEK 8.00 per share (8.00).

The Board of Directors proposes that the earnings be disposed of as follows:

	2024	2023
To be distributed to the shareholders	62,392	62,392
To be carried forward to new account	81,096	158,305
Total	**143,488**	**220,697**

Note P13 Accrued income and expenses

	2024	2023
Accrued income	98,524	110,458
Other	2,295	1,826
Accrued income	**100,819**	**112,284**
Other	5,893	2,566
Accrued expenses	**5,893**	**2,566**
Total	**94,926**	**109,718**

Note P14 Leasing

The parent company does not have any financial leases. Short term operating leases consist of rent premises agreements.

Office rent	**2024**	**2023**
Rent paid	538	631

The future aggregate minimum lease payment under non-cancelable short term lease are all due within three months (2024) at a total amount of 126 KSEK.

Note P15 Pledged assets

G5 has no pledged assets (0).

Note P16 Financial risks and risk management

G5's financial risk management is handled and monitored at Group level. For more information regarding the financial risks, see notes to the Consolidated statements, Note C21 Financial risks.

Financial instruments split into categories

Financial assets	**2024**	**2023**
Accrued income	98,524	110,458
Account receivable	18,835	25,936
Receivables group (short-term)	204,318	87,381
Other receivables	2,620	2,236
Cash and cash equivalents	47,325	53,722
Loan and receivables	**371,622**	**279,733**

Financial liabilities	**2024**	**2023**
Account payable	32,117	36,357
Liabilities group	226,165	54,226
Other liabilities	5,244	5,130
Accrued expenses	5,458	1,999
Financial liabilities measured at amortized costs	**268,984**	**97,711**

Maturity of financial liabilities	**2024**	**2023**
0-3 months	268,984	97,711
More than 3 months		-

Note P17 Adjustments for items not included in cash flow

	2024	2023
Depreciation	–	5
Revaluation short term investments	–	-20,339
Other	956	1,177
Total	**956**	**-19,157**

Note P18 Events after the balance sheet date

Note C23 describes the most important events that have impacted the group after the balance sheet date. No events have occured that are considered to impact the parent company´s financial position.

Assurance

The board and CEO assure that the annual accounts were prepared in accordance with generally accepted principles in Sweden, and the consolidated accounts were prepared in accordance with international accounting standards described in Regulation (EC) No. 1606/2002 of the European Parliament and of the Council of July 19, 2002 on the application of international accounting standards.

The annual accounts and consolidated accounts give a fair view of the parent company's and group's financial results and position. The directors' report for the parent company and group gives a fair view of the changes in the parent company's and group's business, position, and earnings and describes significant risks and uncertainties faced by the parent company and group companies.

Stockholm, Sweden, 2025-04-28

Petter Nylander
Chairman of the Board

Sara Börsvik
Board member

Johanna Fagrell Köhler
Board member

Jeffrey Rose
Board member

Marcus Segal
Board member

Vlad Suglobov
CEO, Board member

Our audit report was issued on 2025-04-28
Öhrlings PricewaterhouseCoopers AB

Niklas Renström
Authorized public accountant

Auditor's Report

Unofficial translation

TO THE GENERAL MEETING OF THE SHAREHOLDERS OF G5 ENTERTAINMENT AB (PUBL), CORPORATE IDENTITY NUMBER 556680-8878

Report on the annual accounts and consolidated accounts

Opinions

We have audited the annual accounts and consolidated accounts of G5 Entertainment AB (publ) for the year 2024 except for the statutory sustainability report on pages 27-48. The annual accounts and consolidated accounts of the company are included on pages 17-78 in this document.

In our opinion, the annual accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of parent company and the group as of 31 December 2024 and its financial performance and cash flow for the year then ended in accordance with the Annual Accounts Act. The consolidated accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of the group as of 31 December 2024 and their financial performance and cash flow for the year then ended in accordance with IFRS Accounting Standards as adopted by the EU, and the Annual Accounts Act. Our opinions do not cover the statutory sustainability report on pages 27-48. The statutory administration report is consistent with the other parts of the annual accounts and consolidated accounts.

We therefore recommend that the general meeting of shareholders adopts the income statement and balance sheet for the parent company and the group.

Our opinions in this report on the annual accounts and consolidated accounts are consistent with the content of the additional report that has been submitted to the parent company's audit committee in accordance with the Audit Regulation (537/2014) Article 11.

Basis for Opinions

We conducted our audit in accordance with International Standards on Auditing (ISA) and generally accepted auditing standards in Sweden. Our responsibilities under those standards are further described in the Auditor's Responsibilities section. We are independent of the parent company and the group in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled our ethical responsibilities in accordance with these requirements. This includes that, based on the best of our knowledge and belief, no prohibited services referred to in the Audit Regulation (537/2014) Article 5.1 have been provided to the audited company or, where applicable, its parent company or its controlled companies within the EU.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinions.

Our audit approach

Overview

G5 Entertainment is a developer and publisher of free to play games for smartphones and tablets. Sales are global with USA and Asia as the main markets. The company reaches their customers through digital stores where apps are available. The ownership and creative processes relating to development reside on Malta, the technical development is primarily made in Ukraine and Russia, and the marketing in USA. The parent company is in Sweden and also have the contractual relationships with the digital stores.

Audit scope

We designed our audit by determining materiality and assessing the risks of material misstatement in the consolidated financial statements. In particular, we considered where management made subjective judgements; for example, in respect of significant accounting estimates that involved making assumptions and considering future events that are inherently uncertain. As in all of our audits, we also addressed the risk of management override of internal controls, including among other matters consideration of whether there was evidence of bias that represented a risk of material misstatement due to fraud.

We tailored the scope of our audit in order to perform sufficient work to enable us to provide an opinion on the consolidated financial statements as a whole, taking into account the structure of the Group, the accounting processes and controls, and the industry in which the group operates.

Main focus areas and risks identified are further detailed in the "Key Audit Matters" included below. Our audit of G5 Entertainment mainly consists of the following main parts; audit planning, procedures relating to internal control over financial reporting and related routines procedures, limited review procedures on the report for the third quarter closing, year and procedure and the final audit procedures required to issue this auditor's report for the parent company and the group. In connection to these procedures needed to issue our statement on adherence to the guidelines for remuneration to senior management.

The scope and extent of our audit procedures for G5 Entertainment mean that we have covered all material units within the Group which together represent a significant part of revenues, earnings and assets. The outcome of our work is during the year continuously reported to the company, the Audit Committee and for the full year also to the Board of Directors.

Materiality

The scope of our audit was influenced by our application of materiality. An audit is designed to obtain reasonable assurance whether the financial statements are free from material misstatement. Misstatements may arise due to fraud or error. They are considered material if individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the consolidated financial statements.

Based on our professional judgement, we determined certain quantitative thresholds for materiality, including the overall group materiality for the consolidated financial statements as a whole as set out in the table below. These, together with qualitative considerations, helped us to determine the scope of our audit and the nature, timing and extent of our audit procedures and to evaluate the effect of misstatements, both individually and in aggregate on the financial statements as a whole.

Key audit matters

Key audit matters of the audit are those matters that, in our professional judgment, were of most significance in our audit of the annual accounts and consolidated accounts of the current period. These matters were addressed in the context of our audit of, and in forming our opinion thereon, the annual accounts and consolidated accounts as a whole, but we do not provide a separate opinion on these matters.

Key audit matter	How our audit adressed the Key audit matter
Valuation of capitalized development costs	
As at 31 December 2024, the book value of capitalized development costs was MSEK 210. This relates to free-to-play games, which the Group has continued to develop during 2024. Management performs a review of the carrying amount of the capitalized development expenses for impairment. The impairment review is performed on a quarterly ba-sis. For the purpose of performing the impairment assess-ment, management identifies each game as a single Cash Generating Unit ("CGU"). The impairment analysis starts with a calculation of impairment indications esti-mating the total revenue from the game during the remainder of the amortization period (based on actual sales during the three most recent months). If this initial calculation signals a possible impairment for a particu-lar game, a more detailed test is performed with different scenarios of expected game performance and the probabi-lities of outcome of each scenario. Recoverable amount represents sum of the weighted average net present value of discounted future cash flows in each scenario multi-plied by probability of occurrence of this scenario. The assessment contains a number of significant as-sumptions, both quantitative and qualitative, including revenue projection, cost structure, lifetime of the game, discount rate, probability of occurrence of different sce-narios. Changes in these assumptions may lead to pot-ential impairment charges on the carrying value of the capitalized development expenses. The use of assumpt-ions in the assessment also requires estimates and judgment, which may be affected by unexpected future market, economic or legal restrictions in different countries. We focused on this area as these assets are significant to the Group's operations and the assessment performed by management involved significant estimates and judgments.	• We obtained the calculation of impairment indicators and impairment test for the games, which showed indicators of impairment. • We tested the mathematical accuracy of the underlying calculations in the model • We compared historical actual results to those budgeted to assess the quality of management's forecast. • We assessed the key quantitative and qualitative assumptions made by management in the impairment model. • When assessing these key assumptions, we discussed with management to understand and evaluate their basis for selecting the assumptions. We have analyzed the historical performance of games and outcome of assumptions applied in prior period. • Based on the audit procedures performed, we found the Group's estimates and judgment used in the impairment test of the capitalized development cost to be within a reasonable range

Other Information than the annual accounts and consolidated accounts

This document also contains other information than the annual accounts and consolidated accounts and is found on pages 1-17, 27-48 and 93 - 95. Other information also comprises the "G5 Entertainment Remuneration report 2024" published on the G5 Entertainment webpage at the same time as the release of this report. The Board of Directors and the Managing Director are responsible for this other information.

Our opinion on the annual accounts and consolidated accounts does not cover this other information and we do not express any form of assurance conclusion regarding this other information.

In connection with our audit of the annual accounts and consolidated accounts, our responsibility is to read the information identified above and consider whether the information is materially inconsistent with the annual accounts and consolidated accounts. In this procedure we also take into account our knowledge otherwise obtained in the audit and assess whether the information otherwise appears to be materially misstated.

If we, based on the work performed concerning this information, conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Board of Director's and the Managing Director

The Board of Directors and the Managing Director are responsible for the preparation of the annual accounts and consolidated accounts and that they give a fair presentation in accordance with the Annual Accounts Act and, concerning the consolidated accounts, in accordance with IFRS as adopted by the EU. The Board of Directors and the Managing Director are also responsible for such internal control as they determine is necessary to enable the preparation of annual accounts and consolidated accounts that are free from material misstatement, whether due to fraud or error.

In preparing the annual accounts and consolidated accounts, The Board of Directors and the Managing Director are responsible for the assessment of the company's and the group's ability to continue as a going concern. They disclose, as applicable, matters related to going concern and using the going concern basis of accounting. The going concern basis of accounting is however not applied if the Board of Directors and the Managing Director intend to liquidate the company, to cease operations, or has no realistic alternative but to do so.

The Audit Committee shall, without prejudice to the Board of Director's responsibilities and tasks in general, among other things oversee the company's financial reporting process.

Auditor's responsibility

Our objectives are to obtain reasonable assurance about whether the annual accounts and consolidated accounts as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinions. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and generally accepted auditing standards in Sweden will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these annual accounts and consolidated accounts.

A further description of our responsibility for the audit of the annual accounts and consolidated accounts is available on Revisorsinspektionen's website: www.revisorsinspektionen.se/revisornsansvar. This description is part of the auditor´s report.

Report on other legal and regulatory requirements

The auditor's examination of the administration of the company and the proposed appropriations of the company's profit or loss

Opinions

In addition to our audit of the annual accounts and consolidated accounts, we have also audited the administration of the Board of Director's and the Managing Director of G5 Entertainment AB (publ) for the year 2024 and the proposed appropriations of the company's profit or loss.

We recommend to the general meeting of shareholders that the profit be appropriated in accordance with the proposal in the statutory administration report and that the members of the Board of Director's and the Managing Director be discharged from liability for the financial year.

Basis for Opinions

We conducted the audit in accordance with generally accepted auditing standards in Sweden. Our responsibilities under those standards are further described in the Auditor's Responsibilities section. We are independent of the parent company and the group in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled our ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinions.

Responsibilities of the Board of Director's and the Managing Director

The Board of Directors is responsible for the proposal for appropriations of the company's profit or loss. At the proposal of a dividend, this includes an assessment of whether the dividend is justifiable considering the requirements which the company's and the group's type of operations, size and risks place on the size of the parent company's and the group' equity, consolidation requirements, liquidity and position in general.

The Board of Directors is responsible for the company's organization and the administration of the company's affairs. This includes among other things continuous assessment of the company's and the group's financial situation and ensuring that the company´s organization is designed so that the accounting, management of assets and the company's financial affairs otherwise are controlled in a reassuring manner. The Managing Director shall manage the ongoing administration according to the Board of Directors' guidelines and instructions and among other matters take measures that are necessary to fulfil the company's accounting in accordance with law and handle the management of assets in a reassuring manner.

Auditor's responsibility

Our objective concerning the audit of the administration, and thereby our opinion about discharge from liability, is to obtain audit evidence to assess with a reasonable degree of assurance whether any member of the Board of Directors or the Managing Director in any material respect:

- has undertaken any action or been guilty of any omission which can give rise to liability to the company, or
- in any other way has acted in contravention of the Companies Act, the Annual Accounts Act or the Articles of Association.

Our objective concerning the audit of the proposed appropriations of the company's profit or loss, and thereby our opinion about this, is to assess with reasonable degree of assurance whether the proposal is in accordance with the Companies Act.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with generally accepted auditing standards in Sweden will always detect actions or omissions that can give rise to liability to the company, or that the proposed appropriations of the company's profit or loss are not in accordance with the Companies Act.

A further description of our responsibility for the audit of the administration is available on Revisorsinspektionen's website: www.revisorsinspektionen.se/revisornsansvar. This description is part of the auditor´s report.

The auditor's examination of the ESEF report

Opinion

In addition to our audit of the annual accounts and consolidated accounts, we have also examined that the Board of Directors and the Managing Director have prepared the annual accounts and consolidated accounts in a format that enables uniform electronic reporting (the Esef report) pursuant to Chapter 16, Section 4(a) of the Swedish Securities Market Act (2007:528) for G5 Entertainment AB (publ) for the financial year 2024 .

Our examination and our opinion relate only to the statutory requirements.

In our opinion, the Esef report has been prepared in a format that, in all material respects, enables uniform electronic reporting.

Basis for Opinions

We have performed the examination in accordance with FAR's recommendation RevR 18 Examination of the Esef report. Our responsibility under this recommendation is described in more detail in the Auditors' responsibility section. We are independent of G5 Entertainment AB (publ) in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled our ethical responsibilities in accordance with these requirements.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Board of Director's and the Managing Director

The Board of Directors and the Managing Director are responsible for ensuring that the Esef report has been prepared in accordance with the Chapter 16, Section 4(a) of the Swedish Securities Market Act (2007:528), and for such internal control that the Board of Directors (and the Managing Director) determine is necessary to prepare the Esef report without material misstatements, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to form an opinion with reasonable assurance whether the Esef report is in all material respects prepared in a format that meets the requirements of Chapter 16, Section 4(a) of the Swedish Securities Market Act (2007:528), based on the procedures performed.

RevR 18 requires us to plan and execute procedures to achieve reasonable assurance that the Esef report is prepared in a format that meets these requirements.

Reasonable assurance is a high level of assurance, but it is not a guarantee that an engagement carried out according to RevR 18 and generally accepted auditing standards in Sweden will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the ESEF report.

The firm applies International Standard on Quality Management 1, which requires the firm to design, implement and operate a system of quality management including policies or procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

The examination involves obtaining evidence, through various procedures, that the Esef report has been prepared in a format that enables uniform electronic reporting of the annual accounts and consolidated accounts. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement in the report, whether due to fraud or error. In carrying out this risk assessment, and in order to design procedures that are appropriate in the circumstances, the auditor considers those elements of internal control that are relevant to the preparation of the Esef report by the Board of Directors and the Managing Director, but not for the purpose of expressing an opinion on the effectiveness of those internal controls. The examination also includes an evaluation of the appropriateness and reasonableness of assumptions made by the Board of Directors and the Managing Director.

The procedures mainly include a validation that the Esef report has been prepared in a valid XHTML format and a reconciliation of the Esef report with the audited annual accounts and consolidated accounts.

Furthermore, the procedures also include an assessment of whether the consolidated statement of financial performance, financial position, changes in equity, cash flow and disclosures in the Esef report has been marked with iXBRL in accordance with what follows from the Esef regulation.

The auditor's opinion regarding the statutory sustainability report

The Board of Directors is responsible for the statutory sustainability report on pages 27–48, and that it is prepared in accordance with the Annual Accounts Act according to the prior wording that was in effect before 1 July 2024.

Our examination has been conducted in accordance with FAR:s auditing standard RevR 12 The auditor´s opinion regarding the statutory sustainability report. This means that our examination of the statutory sustainability report is different and substantially less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinion.

A statutory sustainability report has been prepared.

Öhrlings PricewaterhouseCoopers AB, Torsgatan 21, 113 97 Stockholm, was appointed auditor of G5 Entertainment AB (publ) by the general meeting of the shareholders on the June 12, 2024 and has been the company's auditor since the general meeting of the shareholders in 2017.

Stockholm 28 April, 2025
Öhrlings PricewaterhouseCoopers AB

Niklas Renström
Authorized Public Accountant

Corporate Governance Report

Introduction

G5 Entertainment AB (publ) was incorporated in 2005. G5 Entertainment AB is the parent company of the G5 Entertainment group ("G5 Entertainment"). G5 Entertainment is a public company whose shares were admitted to trading on Nasdaq Stockholm in 2014. The board of directors of G5 Entertainment hereby presents the corporate governance report for 2024 as required by Chapter 6, Section 6 of the Swedish Annual Accounts Act and Point 10 of the Swedish Code of Corporate Governance.

This corporate governance report was adopted by the board in April 2025 and is an account of how corporate governance has been conducted at G5 Entertainment during the financial year 2024. This corporate governance report has been audited by the company's auditors. The corporate governance report does not form part of the directors' report.

Principles of corporate governance

In addition to the principles of corporate governance imposed by law or regulation, G5 Entertainment applies the Swedish Code of Corporate Governance (the "Code"), (see Swedish Corporate Governance Board website www.bolagsstyrning.se). The internal regulations for the company's governance consist of the articles of association, the board's rules (including instructions for the board committees), CEO instructions, instructions for financial reporting and other policies and guidelines.

Shareholders

Per December 31, 2024 the company had approximately 10,824 shareholders.

Major share holdings

No shareholder owns more than 10 percent of the total number of outstanding shares.

Voting rights

G5 Entertainment's articles of association do not contain any limitations regarding how many votes each shareholder may represent and cast at an annual general meeting.

Articles of association

The current articles of association (see company's website www.corporate.g5.com) were adopted at the annual general meeting of June 15, 2022. The articles of association do not contain any specific provisions on the appointment and dismissal of board members or on amendments to the articles.

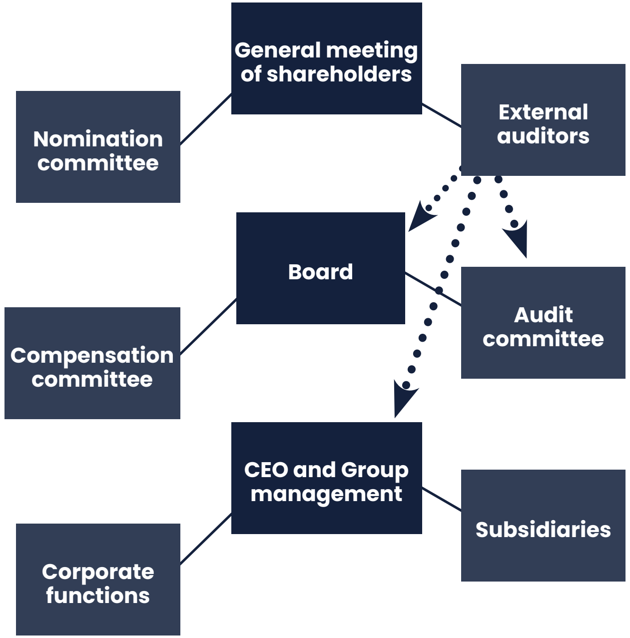
General meeting of shareholders

The general meeting of shareholders is the company's supreme governing body. It is at the meeting that shareholders have the opportunity to exercise their influence. A number of matters are reserved, in accordance with the Swedish Companies Act, for the general meeting to decide, such as adoption of the income statement and the balance sheet, distribution of profit, discharge of liability, election of board members and the appointment of auditors.

During the year the board may convene extraordinary general meetings. This happens for example if decisions must be taken in matters that can only be decided by a general meeting and it is not appropriate to wait until the next AGM.

Shareholders wishing to attend a general meeting must be registered as shareholders in the transcript or other copy of the entire

G5's corporate governance model



The figure shows G5 Entertainment's corporate governance model and how the central bodies are appointed and interact.

share register, according to ownership status, one week before the meeting, and notify the company of their intent to participate not later than on the date specified in the notice to the general meeting. This day may not be a Sunday, public holiday, Saturday, Midsummer Eve, Christmas Eve or New Year's Eve and must not be earlier than the fifth weekday before the meeting.

Annual general meeting 2024

G5 Entertainment held its 2024 annual general meeting on June 12 at Eversheds Sutherland Advokatbyrå, Stockholm, Sweden. 50 shareholders, representing 20 per cent of votes and capital, attended the meeting. The majority of G5 Entertainment's executive team plus the board and the company's auditors were present as required by the Code. The annual general meeting resolved to adopt the income statement and balance sheet for 2023, profit distribution, and discharged the CEO and the board from liability for the financial year. The annual general meeting elected board members and resolved on the guidelines for the nomination committee and remuneration to senior executives. The general meeting also resolved on a share related long term incentive program for key employees.

Annual general meeting 2025

The 2025 annual general meeting will be held at Eversheds Sutherland Advokatbyrå AB, Sveavägen 20, 111 57, Stockholm, Sweden on June 17.

Authorizations

The Annual General Meeting 2024 authorized the board of directors to, until the next annual general meeting, with or without deviation from the shareholders' preferential right, on one or more occasions, to resolve on issuance of a maximum of 10 percent of the share capital and voting right. The purpose of the authorization is to enable acquisitions and fundraising. It shall be possible to pay by kind, set-of or otherwise be subject to conditions. Deviation from the shareholders' preferential right shall be allowed to be made in a situation where a directed issue, because of time, business or similar considerations is more beneficial for the company. The issue price shall at all times be as close to market value as possible with the discount required to achieve full subscription. A valid resolution requires that shareholders at the meeting representing at least 2/3 of the numbers of shares and votes represented votes in favor of the proposal (Chapter 13 of the Companies Act).

The Annual General Meeting 2024 also authorized the board of directors to, until the next annual general meeting, to resolve to acquire and transfer the Company's own ordinary shares. Acquisitions may take place of at most the number of ordinary shares so that the Company's total shareholding of its own ordinary shares corresponds to a maximum of ten (10) percent of all registered shares issued by the Company. Acquisitions may take place by trading on the regulated market place NASDAQ Stockholm. Payment for the shares acquired shall be made in cash.

Nomination committee

The annual general meeting decides on principles for the formation of the nomination committee, and decides what tasks the committee will complete for the next annual general meeting. In its work, the Nomination Committee has applied Rule 4.1 of the Swedish Code of Corporate Governance as a policy of diversity for the Board. Diversity is an important factor in the nomination committee's nomination work. The Nomination Committee continuously strives for an even gender distribution and versatility in terms of competence, experience and background in the Board, which is also reflected in the current composition.

The nomination committee for the 2025 annual general meeting consists of representatives of G5 Entertainment's five largest shareholders as per the last banking day in August:

- Daniel Eriksson (Chairman, representing Daniel Eriksson)
- Jeffrey Rose (appointed by Wide Development Limited)
- Petter Nylander, Chairman of the Board (appointed by Purple Wolf Limited)
- Tommy Svensk (appointed by Tommy Svensk)
- Sergey Shults (appointed by Proxima Limited)

Board of directors

Board composition

At the annual general meeting 2024 all current members of the Board were re-elected. The Board then consisted of Petter Nylander, chairman, Sara Börsvik, Johanna Fagrell Köhler, Jeffrey Rose, Marcus Segal and Vladislav Suglobov.

Board independence

The opinion of the nomination committee, which is shared by the board, with regard to the independence of the board members in relation to the company, the company's management and shareholders is shown in the table below. Accordingly, G5 Entertainment fulfills the applicable requirements regarding board members' independence of the company, the management and the company's major shareholders.

Board work

The board's work is based on the requirements of the Swedish Companies Act, the Code and other rules and regulations applicable to the company. The board works according to annually adopted rules of procedure and an annual schedule

The company's CEO and CFO participate in board meetings. The board secretary is normally the company's CFO. Other individuals from the executive team and group employees participate in board meetings to present specific issues as needed.

Work during the year

In 2024 the board met on ten occasions in addition to the constituent meeting following the annual general meeting. During the year the board has focused primarily on the company's strategy, business plan and budget.

The board has met with the auditor without the presence of the CEO or other executive team members.

The board monitors management performance through monthly reports that include reports of financial results, key performance indicators, development of priority activities and so on.

Board work

The board holds ordinary board meetings according to the schedule below.

- February – Year-end report
- April – Corporate governance meeting – Agenda and notice of AGM, corporate governance report, annual report, review of insurance and pensions
- May – Interim report first quarter.
- June – Statutory board meeting, decisions on the board's work schedule, instructions to the CEO, and instructions for financial reporting, board's annual plan, and signatories
- July-August – Interim report second quarter
- August-September – Strategy meeting, financial targets, instructions for budgeting
- October – Interim report third quarter
- December – Budget meeting, business plan

The CEO presents a business update at ordinary board meetings. The board holds briefings with the auditor to address reports from the auditor.

Board composition, independence, remuneration and presence 2024

Name	Elected	Independent	Position	Committees	Board attendance	Audit committee attendance	Compensation committee attendance	Fees kSEK	No. of shares/ instruments in share based programs[1]
Petter Nylander	2013	Yes	Chairman of the Board	Audit-, compensation committee	11 (11)	4 (4)	2 (2)	755	24,500/0
Johanna Fagrell Köhler	2017	Yes	Member of the Board	Audit committee	10 (11)	4 (4)		355	800/0
Sara Börsvik	2022	Yes	Chairman of the audit committe	Audit committee	11 (11)	4 (4)		430	0/0
Jeffrey Rose	2011	No	Member of the Board		11 (11)	-		305	2,000/0
Marcus Segal	2020	Yes	Chairman in the compensation committee	Compensation committee	10 (11)	-	2 (2)	355	500/0
Vlad Suglobov[2]	2006	No	Member of the Board, CEO		11 (11)	-	-	-	640,000/68,600[2]

1 The information above is valid on March 31, 2024.

2 Holdings: 0 shares and 68,600 performance shares. Vlad Suglobov is also a deputy board member in Wide Development Ltd. that owns 640,000 shares.

Board work in committees

The board has had two committees: the audit committee and the compensation committee. The work of the committees is regulated in the annual plan for the board.

The board committees deal with the issues that fall within their respective area, and submit reports and recommendations that form the basis for the board's decisions. The committees have mandate to make some decisions within the framework of the board's directives. Minutes of meetings of the committees are made available to the board.

Audit committee

The audit committee comprised of Sara Börsvik, chairman, Petter Nylander and Johanna Fagrell Köhler.

In 2024, the audit committee held four minuted meetings. Meetings are attended by the company's CFO, who also serves as the audit committee's secretary. The company's auditor attended two of the audit committee meetings.

The committee has reviewed all interim reports and all reports from the company's auditor and internal processes and controls.

Compensation committee

The compensation committee includes Marcus Segal, chairman and Petter Nylander also a member of the audit committe.

In 2024, the compensation committee held two minuted meetings.

Attendance by board members and committee members during the year is shown in the table on page 86.

Auditors

The auditing firm appointed by the 2024 annual general meeting for a period of one year is PWC. Authorized public accountant Niklas Renström is the head auditor.

The auditors are responsible, on behalf of the shareholders, for auditing the company's annual report and accounting records, as well as the administration of the company by the board and CEO. The auditor reports regularly to the board. Auditing fees are presented in Note C5.

Work of CEO and senior Management

The CEO has regular e-mail, online meetings and telephone contacts with all members of the executive management team to have business reviews, receive reports, set goals, and make consultations. In addition to this, there are several in-person meetings with each member of the team every year for more in-depth discussions and planning. G5's core processes rely heavily on e-mail and on-line meetings, and as a company G5 has well-developed e-mail communication culture and policies. E-mail is encouraged over other means of communication, as it allows automatic saving and tracking of everyday decision-making in the company's processes. In addition to e-mail, the company has electronic tools to document certain decisions and use other forms of electronic communication for distributing information in wider groups more effectively. Electronic communication is the prevalent mode of communication in the group and taking into account the diverse locations of the executive team members and substantial difference in time zones, regular physical meetings are held sparesly.

The executive management team's control and monitoring is based on the board's established working procedures, instructions for the CEO and reporting instructions. The executive management team and the central corporate staff lead the daily operations primarily through policy instruments such as budgets, performance management and reward systems, regular reporting and monitoring and staff meetings, as well as a delegated decision-making structure within functional (development, marketing, support, finance, etc.) hierarchies, as well as within company hierarchy, from the parent company to the management in subsidiaries.

During the year, the focus has been on continued development of the company's portfolio of free-to-play games, as well as increasing revenue from released free-to-play-games. Processes and tools for acquiring new users in a profitable and cost efficient have been continuously improved. Some new positions have been introduced, and all functional teams were strengthened to support the portfolio of games.

Internal control of financial reporting

The board of directors is responsible for internal control as regulated in the Swedish Companies Act and the Code. G5 Entertainment's corporate governance report contains a description of the most material aspects of the company's internal control and risk management systems, as stipulated by the Annual Accounts Act. Internal control of financial reporting aims to provide reasonable assurance of the reliability of external financial reporting and to ensure that this is prepared in accordance with legislation, applicable accounting standards, and other requirements for listed companies.

Control environment

The board bears overall responsibility for internal control of financial reporting. The control environment for financial reporting is based on a division of roles and responsibilities in the organisation, defined and communicated decision channels, instructions on powers and responsibilities as well as accounting and reporting policies. The board has appointed an audit committee that has the primary obligation of ensuring completion of the requirements set out by the Swedish Companies Act for this committee.

The internal control is integrated within the company's finance function. The board has considered the need to establish a special internal audit function. The board has found that so far internal controls can be performed in a required and satisfactory manner within the finance function and that there is no need for a special internal audit function in the company.

The board has adopted the board's instructions, the CEO's instructions and the reporting instructions, G5 Entertainment's Authorisation Principles, G5 Entertainment's Accounting Principles, G5 Entertainment's Financial Policy, G5 Entertainment's Fraud and Anti-Bribery Policy, and G5 Entertainment's IT Policy. In addition there are policies and guidelines in several areas of operational activity.

Risk assessment

As an integral aspect of their assignment, the board and executive team work with risk assessment in a broad perspective, including but not limited to financial risks and key business risks. Risks have been regularly reported to the board. The board and the audit committee have regularly discussed a variety of risks and the company's risk management procedures during the year.

Control activity

The group's control activities such as authorizations are based at the group level but are then handled primarily at the regional level in Sweden and in the subsidiaries in each country.

Information

Information about internal policy documents for financial reporting is accessible to all relevant employees on G5 Entertainment's wiki. Information and training regarding internal policy documents is also provided through activities addressed directly to those with financial responsibility and controllers within the group.

Monitoring

The board, the audit committee, the CEO, the executive team and the group companies regularly monitor the company's financial reporting to safeguard the effectiveness of its internal controls. Monitoring includes the follow-up of the company's monthly financial reports in relation to budgets and targets.

MAR

The company is subject to the EU Market Abuse Regulation No. 596/2014 (MAR) which places great demands on how the Company handles inside information. In MAR there are regulations on how insider information is to be published to the market, under which conditions the disclosure may be postponed and in what way the Company is obliged to keep a list of persons working for the company and who has access to inside information (a so-called logbook).

The company uses the digital tool InsiderLog to ensure that its handling of inside information meets the requirements of MAR and the company's insider policy; from the decision to postpone the disclosure of inside information all the way to the message to be submitted to the Swedish financial supervisory authority when the insider incident is over and the information has been published. Only authorized persons in the Company have access to InsiderLog.

Stockholm, April 28, 2025
The Board of G5 Entertainment AB

Board of Directors

PETTER NYLANDER (born 1964)
Petter has a Bachelor's Degree in Business Administration from University of Stockholm. In 1994, Petter Nylander joined MTG AB and made it to several senior positions including CEO of TV3 Sweden (Sweden's first commercially financed TV station), CEO TV3 Scandinavia and Vice President MTG Broadcasting Channels. During 2003-2005 he was CEO of OMD Sweden AB (Omnicom Media Group), a global communications services company. During 2005-2010 he served as CEO for Unibet Group Plc, one of Europe's leading online gambling sites (today Kindred Group and Kambi). Other experience from the gambling sector include: 2000-2003 Director of the Board, Cherry Företagen AB (Later split into Betsson, Net Entertainment and Cherry), 2004-2005 Director of the Board, Ongame e-Solutions AB (Acquired by Bwin), 2006-2011 Director of the Board, European Betting and Gaming Association (EGBA), 2010-2011 Director of the Board, Bingo.com. Currently, Petter Nylander is Chairman of the Board at GiG (Gaming Innovation Group) and Global CEO of Besedo Services AB and Chairman of of Adverty AB (an Ad tech company)..

Holdings: 24,500 shares, 0 warrants.

VLAD SUGLOBOV (CEO, CO-FOUNDER) (born 1977)
Vlad is a games industry veteran of more than 30 years. He has an M.Sc. degree in Mathematics and Programming from Moscow State University (1995) and Stanford LEAD Certificate from Stanford Graduate School of Business (2021). In 1995 during his freshman year, he started his career as employee #14 at Nikita Ltd. (now Nikita Online). In 2000, Vlad graduated from the university and spent the next year working as a software engineer on the team of the US-funded start-up "Voxster". In 2001, Vlad and colleagues co-founded G5 to develop PC games and some of the first mobile games to be ever released in USA. While being CEO from the company's inception, Vlad continued to write game engine code until 2003 after which he focused entirely on business. With the arrival of the iPhone in 2008, Vlad started G5's publishing operation which brought popular PC hidden object games to the new generation of mobile devices in addition to publishing the group's own games. During 2012-2013 Vlad initiated and oversaw G5's successful transition to free-to-play games, which powered the most dramatic expansion of the company to date. Vlad resides in San Francisco Bay Area where he moved with his family in 2011 to establish G5's marketing operations in USA, the company's largest market. Today, Vlad continues to be deeply involved in the company's strategy, marketing and product development.

Holdings: 0 shares and 53,600 performance shares. Vlad is also a deputy board member in Wide Development Ltd. that owns 640,000 shares.

JEFFREY W. ROSE (born 1962)
Jeffrey is an attorney specializing in intellectual property licensing, development, publishing, and strategy. For more than twenty-five years, Jeffrey has served clients in the interactive entertainment, film, television, new media, and technology industries, providing counsel on a wide spectrum of successful projects. Jeffrey currently also serves on the board of EarthStudios, PBC, a California based corporation that seeks to lead the Media Industry to a profitable, decarbonized, brighter future by rapidly deploying solar solutions to electrify film and television studios as well as theme parks. He received an A.B., magna cum laude, from Duke University in 1984 and a J.D. from the UCLA School of Law in 1987.

Holdings: 2,000 shares, 0 warrants

JOHANNA FAGRELL KÖHLER (born 1966)
Johanna has a Master's Degree in Business Administration from the University of Lund. She started out as Business Unit Director at Icon Medialab, one of the leading digital agencies in Scandinavia around the millennial. In 2002 she founded and became CEO over her own design agency, Summer and further the CEO of the marketing group ONE Media, listed at the Swedish equities market place Aktietorget. As shareholder and former CEO of the Mobiento Group, the leading mobile marketing group in Scandinavia she has played a key role in the company's success and winning the Cannes Lions, MMA, Red Herring top 100 to name a few. Up until January 2021, Johanna was the CEO of Creuna, the leading digital agency in Sweden with offices in Stockholm and Gothenburg. Currently, Johanna Fagrell Köhler also has a board assignment in privately owned ROL AB and Styrelseakademin Stockholm.

Holdings: 800 shares, 0 warrants.

MARCUS SEGAL (born 1972)
Marcus is a strategist and operations executive with over 22 years of experience scaling technology companies. Segal spent over 7 years with Zynga serving as SVP of Operations and COO of Game Studios. Prior to joining Zynga, Marcus was the founder and CFO for Vindicia Inc., a company focused on providing advanced billing and risk solutions (sold to AMDOCS). Before Vindicia, Marcus was the SVP of Operations at eMusic (Nasdaq EMUS) through their acquisition by Universal Music Group in 2003. Today, Marcus serves as the CEO of ForeVR games, a VR gaming start-up and as a Visiting Partner at Andreesen Horowitz. Marcus graduated from the University of California Santa Barbara and also completed an MBA at Pepperdine University's, George L. Graziadio School of Business and Management.

Holdings: 500 shares, 0 warrants.

SARA BÖRSVIK (born 1982)
Sara has a Master's degree in Economics from the University of Gothenburg. She has previously worked as CEO at Bonnierförlagen, CFO at Rebtel and has also held various finance positions within Tele2. Since April 2021 Sara has held the position of CFO at Epidemic Sound, a global MusicTech company headquartered in Stockholm. She is also a board member of Bonnierförlagen, SF Studios and BIMObjects.

Holdings: 0 shares, 0 warrants.

Executive management team

THE BOARD APPOINTS THE CEO. THE CEO APPOINTS AND LEADS THE WORK OF THE EXECUTIVE TEAM AND MAKES DECISIONS IN CONSULTATION WITH THE REST OF THE EXECUTIVE TEAM.

VLAD SUGLOBOV (CEO, co-founder) (born 1977)
Vlad is a games industry veteran of more than 30 years. He has an M.Sc. degree in Mathematics and Programming from Moscow State University (1995) and Stanford LEAD Certificate from Stanford Graduate School of Business (2021). In 1995 during his freshman year, he started his career as employee #14 at Nikita Ltd. (now Nikita Online). In 2000, Vlad graduated from the university and spent the next year working as a software engineer on the team of the US-funded start-up “Voxster”. In 2001, Vlad and colleagues co-founded G5 to develop PC games and some of the first mobile games to be ever released in USA. While being CEO from the company’s inception, Vlad continued to write game engine code until 2003 after which he focused entirely on business. With the arrival of the iPhone in 2008, Vlad started G5’s publishing operation which brought popular PC hidden object games to the new generation of mobile devices in addition to publishing the group’s own games. During 2012-2013 Vlad initiated and oversaw G5’s successful transition to free-to-play games, which powered the most dramatic expansion of the company to date. Vlad resides in San Francisco Bay Area where he moved with his family in 2011 to establish G5’s marketing operations in USA, the company’s largest market. Today, Vlad continues to be deeply involved in the company’s strategy, marketing and product development.

Holdings: 0 shares and 53,600 performance shares. Vlad is also a deputy board member in Wide Development Ltd. that owns 640,000 shares.

ALEXANDER TABUNOV (COO, co-founder) (born 1974)
Alexander Tabunov is an experienced IT manager with background in software engineering. Since co-founding G5 in 2001, Alexander is responsible for G5’s day-to-day operations and processes in COO position, including building G5’s development team on multiple platforms and technologies. Alexander received his MS degree in computer science from Moscow State Institute of Electronics and Mathematics.

Holdings: 475,000 shares through the company Purple Wolf Ltd., 700 shares on own account and 33,600 performance shares.

STEFAN WIKSTRAND (CFO, deputy CEO) (born 1980)
After studies at Jönköping International Business School he worked five years within audit at MGI Revideco AB and KPMG. Since 2010 Stefan Wikstrand has worked at TradeDoubler AB as Group Financial & Business Controller. During his time at TradeDoubler, Stefan has worked with all aspects of running the finance function at an international listed company. Stefan has held the position as CFO and deputy CEO since June 1, 2015. Stefan is also a member of the board of Reactional Music AB.

Holdings: 13,200 shares, 21,000 performance shares.

OLGA ABASHOVA (CPO) (born 1987)
Olga has 16 years of experience in the game development industry, specializing in marketing, PR, and human resources. Prior to G5, Olga worked as the Marketing Director at Realore, a Kaliningrad-based developer of casual games, before making a career change to human resources. Since joining G5, she has been instrumental in setting up and growing the group’s development studio in Kaliningrad, where she was the Head of the office. Since 2023, Olga occupied the position of Chief People Officer for the whole G5 group, leading the company’s efforts in human resources across all offices, with a focus on expanding the group’s development capacity and building capable project teams. Olga has a specialist degree in linguistics from the Immanuel Kant State University of Russia and MBA diploma from the University of Suffolk.

Holdings: 0 shares, 17,300 performance shares

ALEKSANDR BEZOBRAZOV (CMO) (born 1985)
Aleksandr Bezobrazov joined G5 in 2019 and has played a vital role in reshaping G5’s global marketing efforts. In 2023, Aleksandr occupied the position as Chief Marketing Officer. Prior to joining G5, Aleksandr worked as Director of Marketing at game developer Social Quantum, where he was overseeing all aspects of mobile game marketing, from user acquisition and ad-monetization to ASO, PR and branding. Aleksandr first joined the games industry several years ago with the game developer Playrix where he was responsible for user acquisition. Aleksandr graduated from Saint Petersburg State University with a Master’s degree in Economics in 2011 and received M.Sc. degree in Physical Electronics from Saint Petersburg Electrotechnical University in 2008.

Holdings: 0 shares, 17,300 performance shares

Auditor’s report on the corporate governance statement

TO THE ANNUAL MEETING OF THE SHAREHOLDERS IN G5 ENTERTAINMENT AB (PUBL), CORPORATE IDENTITY NUMBER 556680-8878.

Engagement and responsibility

It is the board of directors who is responsible for the corporate governance statement for the the financial year 2024-01-01—2024-12-31 on pages 85-88 and that it has been prepared in accordance with the Annual Accounts Act.

The scope of the audit

Our examination has been conducted in accordance with FAR’s auditing standard RevU 16 The auditor’s examination of the corporate governance statement. This means that our examination of the corporate governance statement is different and substantially less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinions.

Opinions

A corporate governance statement has been prepared. Disclosures in accordance with chapter 6 section 6 the second paragraph points 2-6 the Annual Accounts Act and chapter 7 section 31 the second paragraph the same law are consistent with the annual accounts and the consolidated accounts and are in accordance with the Annual Accounts Act.

Stockholm 2025-04-28
Öhrlings PricewaterhouseCoopers AB

Niklas Renström
Authorized Public Accountant

The share

As of December 31, 2024, G5 Entertainment's share capital was 928,390 SEK divided between 8,080,000 ordinary shares and 172,200 c-shares, at quoted value of 0.11 SEK per share. The average number of outstanding shares during the year is 7,814,503 shares. Each share confers equal rights to participation in G5's assets and earnings and confers the holder with one vote per ordinary share and 1/10 of a vote per c-share.

The G5 share was quoted on the NGM Nordic MTF exchange in Stockholm since October 2, 2006 under symbol G5EN. The introduction rate was 3 SEK per share. Since June 10, 2014, G5's share is quoted on Nasdaq Stockholm. At year-end 2024, the share price was 110 SEK and total market capitalization was 858 Mn SEK.

Performance share program

At an extraordinary general meeting held in November 2018 it was decided to switch the share-based programs to a performance share program. The first performance share program amount to at most 120,000 performance shares. At the AGM:s 2019 to 2024 similar performance share programs were accepted with a maximum of 160,000 shares respectively. Board members with exception of the CEO were not entitled to subscribe.

For more information regarding the share program see the corporate web page www.g5.com/corporate.

Share capital history, as of December 31,2024

Year	Event	New shares issued (+)/ Repurchased (-) (SEK)	Capital raised (+)/ returned (-) (SEK)	Share price (SEK)	*Total shares outstanding	Dilution (+)/ Consolidation (-)
2006	Initial Public Offering	1,000,000	3,000,000	3	6,000,000	
2008	July: New share issue: Acquisition of a PC casual game development studio	375,000		6	6,375,000	6.25%
	October: Preferential rights issue & placement to raise funds for product development	1,044,574	4,073,839	3.90	7,419,574	16.39%
2012	August: Direct issue of shares to raise funds for product licensing	580,426	12,479,159	21.50	8,000,000	7.82%
2013	February: Direct share issue: financing for F2P game development	800,000	37,600,000	47	8,000,000	10.00%
2017	Dividend 2016		-6,600,000			
2018	Dividend 2017		-22,224,000			
2018	2014 Employee stock option plan (127 500 warrants)	89,700		324	8,889,700	1.02%
	2015 Employee stock option plan (125 000 warrants)	94,150		306	8,983,850	1.06%
2019	Dividend 2018		-22,486,000			
2019/ 2020	2016 Employee stock option plan (129 950 warrants)	40,000		148	9,023,850	0.42%
2020	Dividend 2019		-21,869,000			
2020	Repurchases of shares	-376,850	-66,491,461	157.2	8,647,000	-4.18%
2021	Repurchases of shares	-82,000	-34,313,487	418.5	8,565,000	-0.95%
2021	Settlement 2018/2021 share related program	88,050		516.5	8,653,050	1.03%
2021	Shares sold	2,400	1,225,200	510.5	8,655,450	0.03%
2021	Dividend 2020 (6.25 SEK/share)		-54,096,563			
2021	Repurchase of shares	-215,450	-92,957,794	431.46	8,440,000	-2.49%
2022	Dividend 2022 (7.00 SEK/share)		-59,080,000			
2022	Repurchases of shares	-266,000	-48,072,528	180.7	8,174,000	-3.15%
2023	Settlement 2019/2022 share related program	25,096			8,199,096	-0,31%
2023	Dividend 2023 (8.00 SEK/share)		-64,505,505			
2023	Repurchases of shares	-299,096	-54,028,877	186.8	7,900,000	-3.65%
2024	Dividend 2024 (8.00 SEK/share)		-62,392,000			
2024	Repurchases of shares	-101,000	-12,941,140	128.1	7,799,000	-1.28%
	Capital returned		563,679,652			

* Not reflective of 172 200 C shares issued under long-term share based schemes and held by the company

Largest shareholders as of December 31, 2024

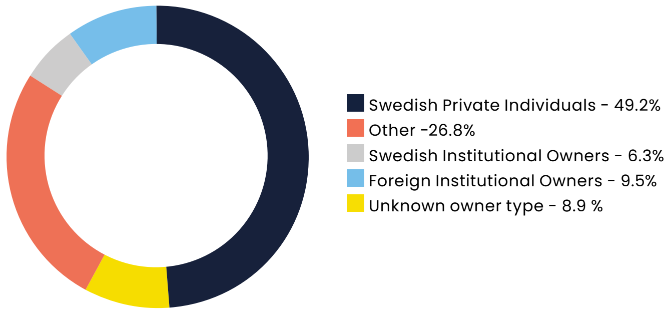
Shareholder	No. of shares	Holding / votes
Wide Development Limited*	640,000	8.21%
Avanza Pension	633,499	8.09%
Purple Wolf Ltd**	450,000	5.77%
Nordnet Pension Insurance	448,799	5.75%
Tommy Svensk	403,740	5.18%
Argenta Asset Management SA	337,638	4.33%
Proxima Ltd	236,000	3.03%
Daniel Eriksson	150,085	1.92%
Handelsbanken Life Insurance AB	144,440	1.85%
Peter Lindell	110,000	1.41%
Total	**3,554,201**	**47.21%**

Owner distribution by holdings	Number of shares	Capital	Votes	Number of known owners	Share of known owners (%)
1 - 100	203,275	2.46%	2.51%	7571	69.95%
101 - 200	179,344	2.17%	2.21%	1168	10.79%
201 - 500	364,312	4.41%	4.50%	1063	9.82%
501 - 1,000	412,465	5.00%	5.09%	536	4.95%
1,001 - 2,000	360,187	4.36%	4.45%	242	2.24%
2,001 - 5,000	448,857	5.43%	5.53%	145	1.34%
5,001 - 10,000	277,115	3.35%	3.42%	39	0.36%
10,001 - 20,000	383,176	4.64%	4.73%	28	0.26%
20,000 -	5,623,469	68.17%	67.56%	31	0.30%

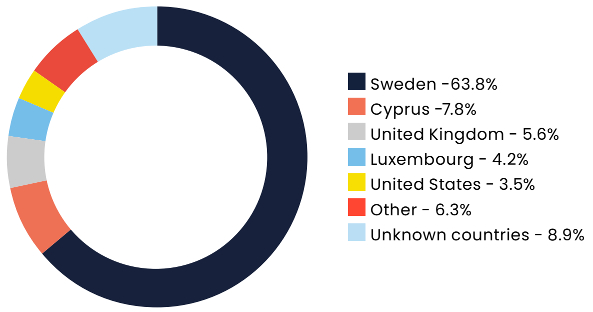
*Vlad Suglobov is a related party to the company.

**Company controlled by Alexander Tabunov (Chief Operating Officer).

Distribution of ownership by category



Distribution of ownership by country



Upcoming report dates and IR information

Interim report, January-March 2025	May 7, 2025
Annual general meeting 2025	June 17, 2025
Interim report, January-June 2025	August 7, 2025
Interim report, January-September 2025	November 5, 2025

For questions regarding this report, please contact:
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Glossary

EQUITY/ASSET RATIO
Equity divided by total assets.

RETURN ON EQUITY
Net result divided by average equity.

RETURN ON TOTAL ASSETS
Operating result before financial items with addition of interest income divided by average total assets.

CURRENT RATIO
Current assets divided by current liabilities.

MONTHLY ACTIVE USERS (MAU)
The number of individuals who played a G5 game in a calendar month. An individual who plays two different games in the same month is counted as two MAUs. Numbers presented in the report are the average of the three months in any given quarter.

MONTHLY UNIQUE PAYERS (MUP)
The number of individuals who made a payment in a G5 game at least once during a calendar month. An individual who pays in two G5 games is counted as one MUP. Numbers presented in the report are the average of the three months in any given quarter.

MONTHLY AVERAGE GROSS REVENUE PER PAYING USER (MAGRPPU)
The average gross revenue received from a Monthly Unique Payer during a calendar month. MAGRPPU is calculated by dividing the gross revenue during the calendar month by the number of Monthly Unique Payers in the same calendar month. The numbers presented in the report are the average of the three months in any given quarter.

Use of key ratios not defined in IFRS

The G5 Group's accounts are prepared in accordance with IFRS. See page 34 for more information on accounting principles. Only a few key ratios are defined in IFRS. As of the second quarter 2017, G5 is applying the Alternative Performance Measures issued by ESMA (European Securities and Markets Authority). Briefly, an alternative key ratio is a financial measurement of historical or future earnings development, financial position or cash flow, not defined or specified in IFRS. To assist Group Management and other stakeholders in their analysis of the Group's performance, G5 is reporting certain key ratios not defined by IFRS. Group Management believes that this information will facilitate an analysis of the Group's performance. This data supplements the IFRS information and does not replace the key ratios defined in IFRS. G5's definitions of measurements not defined in IFRS may differ from definitions used by other companies. All of G5' definitions are included below.

EBIT EXCLUDING COSTS FOR USER ACQUISITION
EBIT excluding costs for user acquisition consists of reported EBIT adjusted for costs for user acquisition.