



PRO LEAGUE

CS/GO



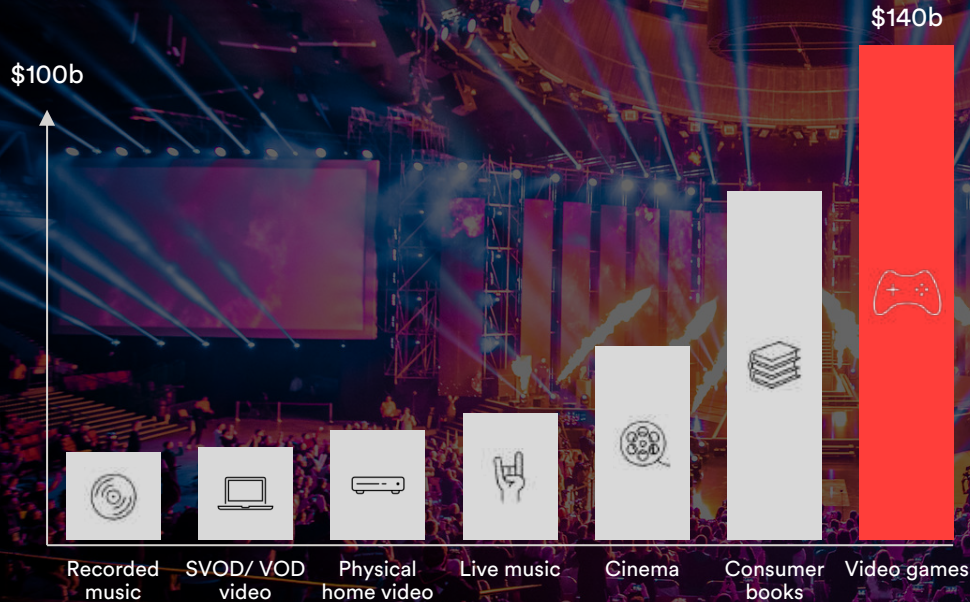
Investor Presentation

September, 2020



Massive market opportunity

Global entertainment revenues (2018)



+2.3bn

Gamers worldwide 2019

+20% CAGR

Global esports market
2018-2022

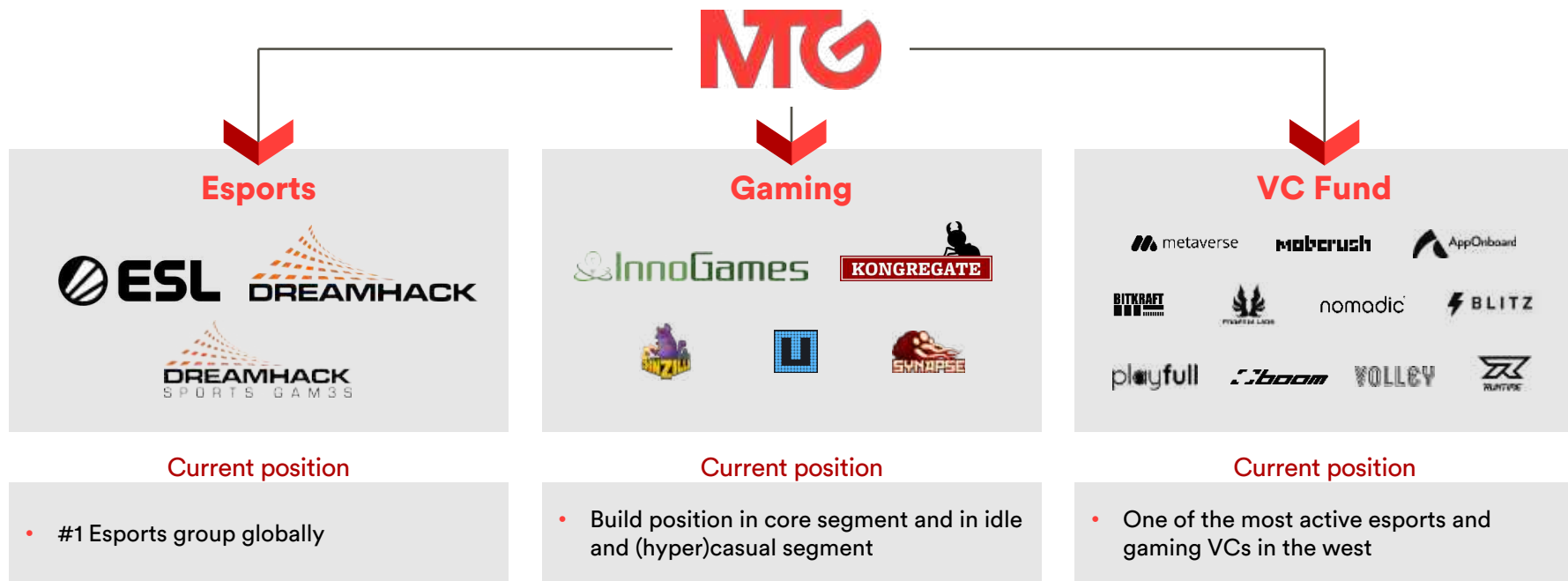
+12% CAGR

Global gaming market
2018-2021

The MTG operating model is set up to build the future of entertainment



With our current portfolio we are well positioned to capitalize on the strong trends within esports and gaming





Our esports vertical

Operating the largest esports brands in the world



- 100% Owned
- World's largest grass-roots LAN parties & digital festivals as well as esport event organizer
- Focus on interaction and gaming
- Building high engagement levels



- 90% Owned
- World's leading esports company and the category brand leader
- League operator, stadium event organizer, content producer and B2C product developer

MTG's esports vertical centrally positioned in the ecosystem



MTG's esports vertical well represented among the most popular esports titles

1		11 Years since game release	9 Years of esports scene*	 	6		3 Years since game release	3 Years of esports scene*	 
2		8 Years since game release**	8 Years of esports scene*	 	7		4 Years since game release	4 Years of esports scene*	 
3		9 Years since game release	9 Years of esports scene*	 	8		4 Years since game release	4 Years of esports scene*	 
4		3 Years since game release	2 Years of esports scene*	 	9		5 Years since game release	4 Years of esports scene*	 
5		6 Years since game release	6 Years of esports scene*	 	10		10 Years since game release	10 Years of esports scene*	 

Esports Earnings (2020), The Esports Observer (2020)

Rankings based on average The Esports Observer PC Games Impact Index score from Q1'18 to Q2'20

*Esports scene regarded as established at first tournament with a prize pool of ≥\$25,000, **Regards CS:GO and not the Counter Strike franchise



Products across all tiers of professionalism, supporting a true “zero-to-hero” narrative

Master

Mass audience

Challenger

Enthusiasts

Open

Friends & family

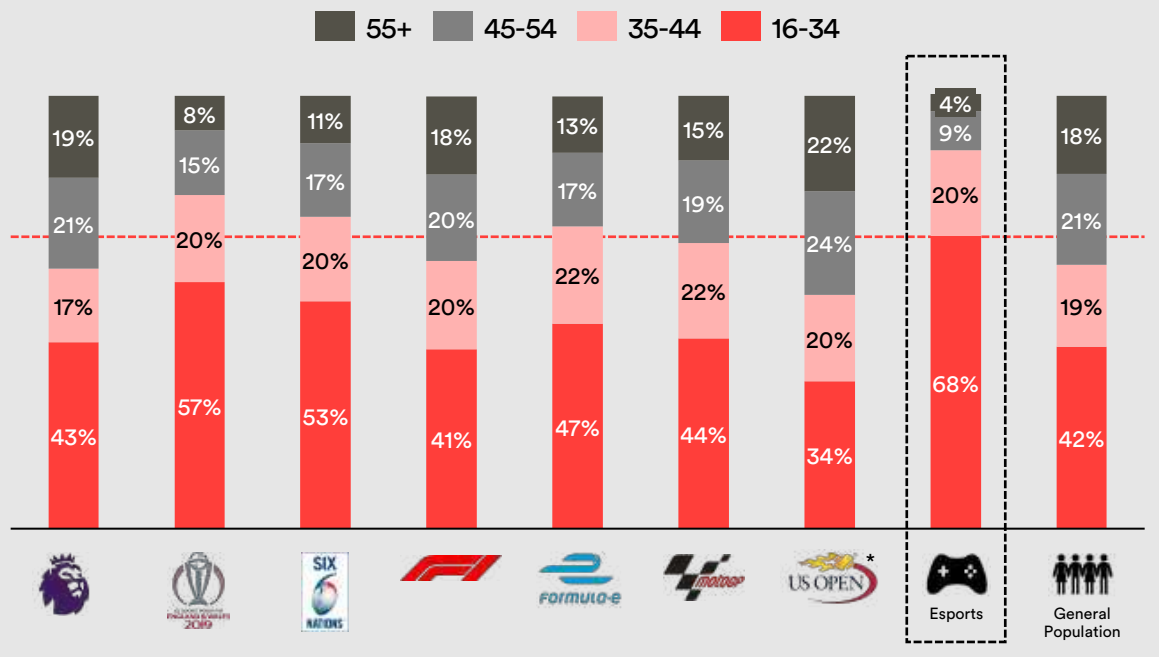


We own and operate across:




- All platforms – Desktop, console and mobile
- All games – 40+ games
- All levels – Competitions ranging from “Sunday League” to Intel Extreme Masters
- All geographies – Amateur and professional tournaments in EU, NA, SA, Africa, Asia and Australia

The esports demographic is uniquely comprised of a younger audience

Age composition of fan groups of leading sports leagues

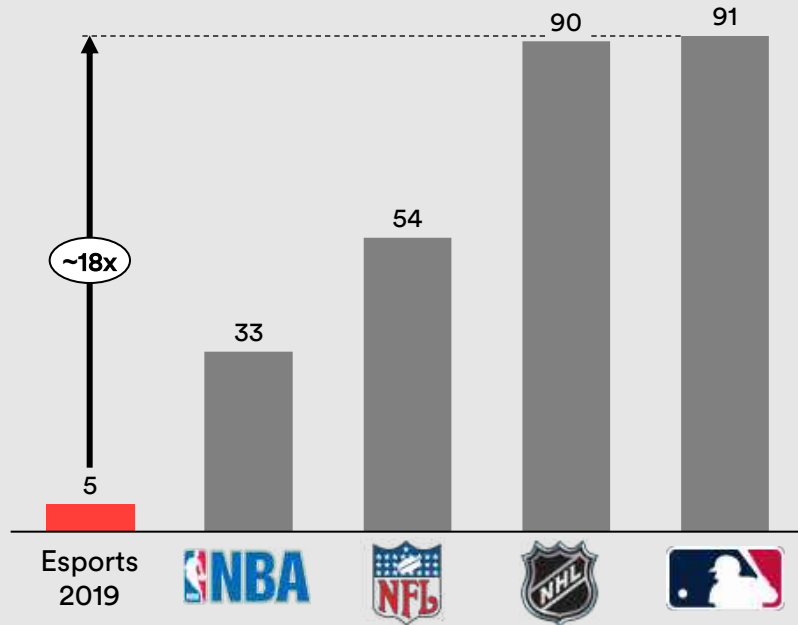


Characteristics of the esports fan

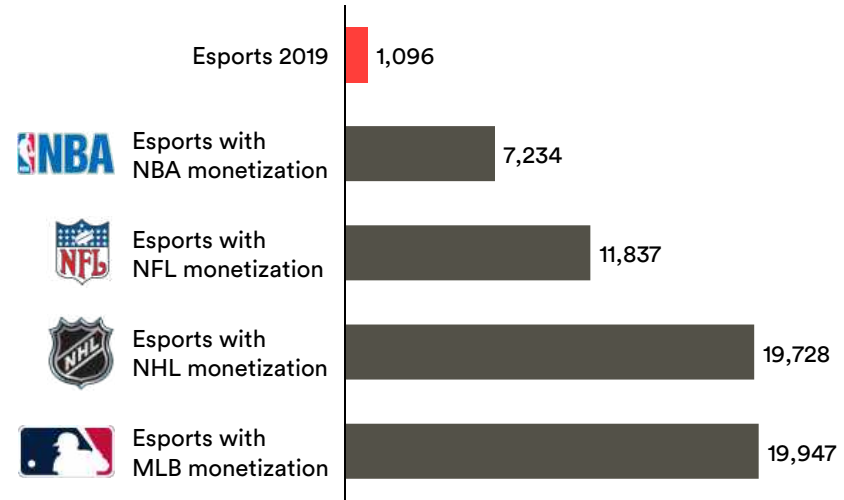
- 
 Young and well educated
- 
 Higher average income than other sports fans
- 
 Difficult to reach as 70% use ad-blockers

What could the market size of esports look like if monetization mirrors traditional sports

Esports and traditional sports fan monetization (USD per fan)



Esports market size with monetization per fan* equal to that of different traditional sports (MUSD)



*This thought experiment assumes a constant number of esports fans although it is forecasted to grow at a 12% CAGR between 2018 and 2022



Our gaming vertical



An attractive foothold in the gaming market



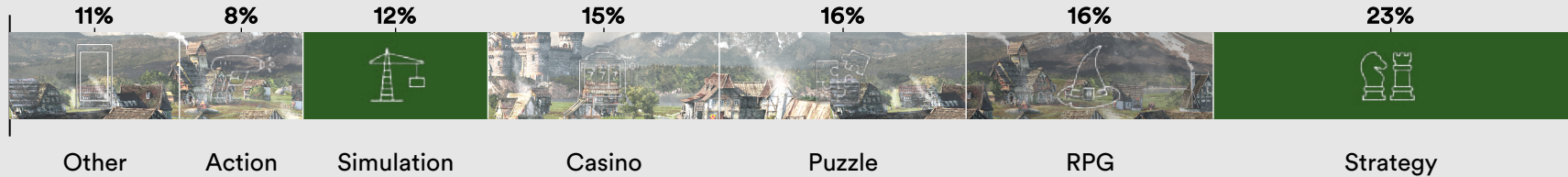
- 51% Owned
- Multi-platform, mid-core game developer with six successful games within the city-builder and strategy genre
- Most successful game “Forge of Empires” with over 500 MEUR in lifetime revenue



- 100% Owned
- Game developer and browser gaming portal with a focus on the idle-casual and idle-RPG game genre
- Most successful game “Animation Throwdown” with over 80 MUSD in lifetime revenue

InnoGames game genres and game inventory

Mobile game market top genres*



Top simulation sub-genres*



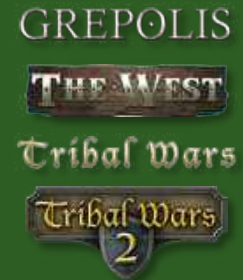
InnoGames city builder game inventory



Top strategy sub-genres*



InnoGames strategy MMO game inventory



InnoGames game life cycle stages

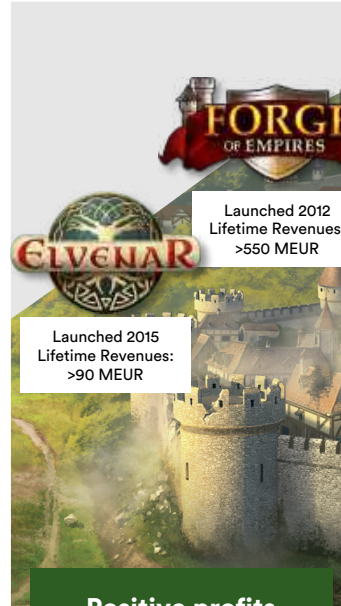
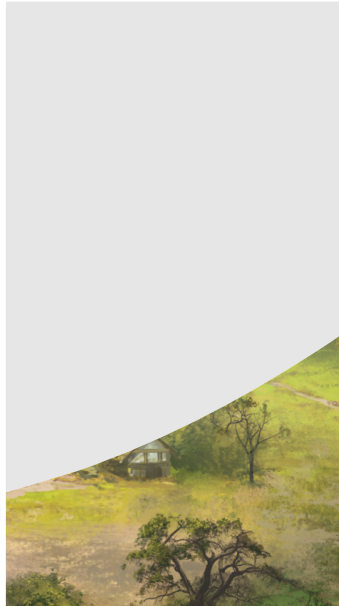
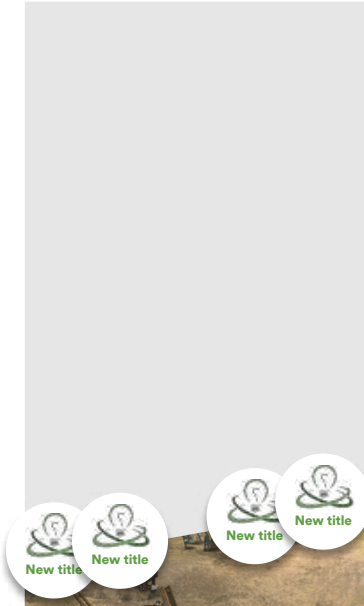
Production

Introduction

Growth

Maturity

Decline



Positive profits

High profit margins

Highest profit margins

- Capex investments
- Cost budgets
- No revenue

- Negative profits
- High marketing investments
- Growing revenue

- High marketing investments
- Growing revenue

- Low marketing investments
- High revenue

- No marketing investments
- Declining revenue

Kongregate game inventory

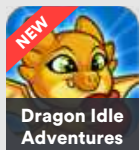
Idle games



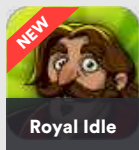
- One of the market leaders in the Idle Casual sub-genre with Idle Frontier
- Continuing to build idle genre through three new releases:



Pocket Politics 2



Dragon Idle Adventures

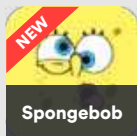


Royal Idle

Licensed IP



- Delivering engaging experiences, growth, and profitability
- Animation Throwdown (>80 MUSD lifetime revenue) most successful Kongregate title



Spongebob



Teenage Mutant Ninja Turtles



Animation Throwdown

IP Roll-ups



- Acquiring profitable titles and optimizing game performance through live ops



Surviv.io

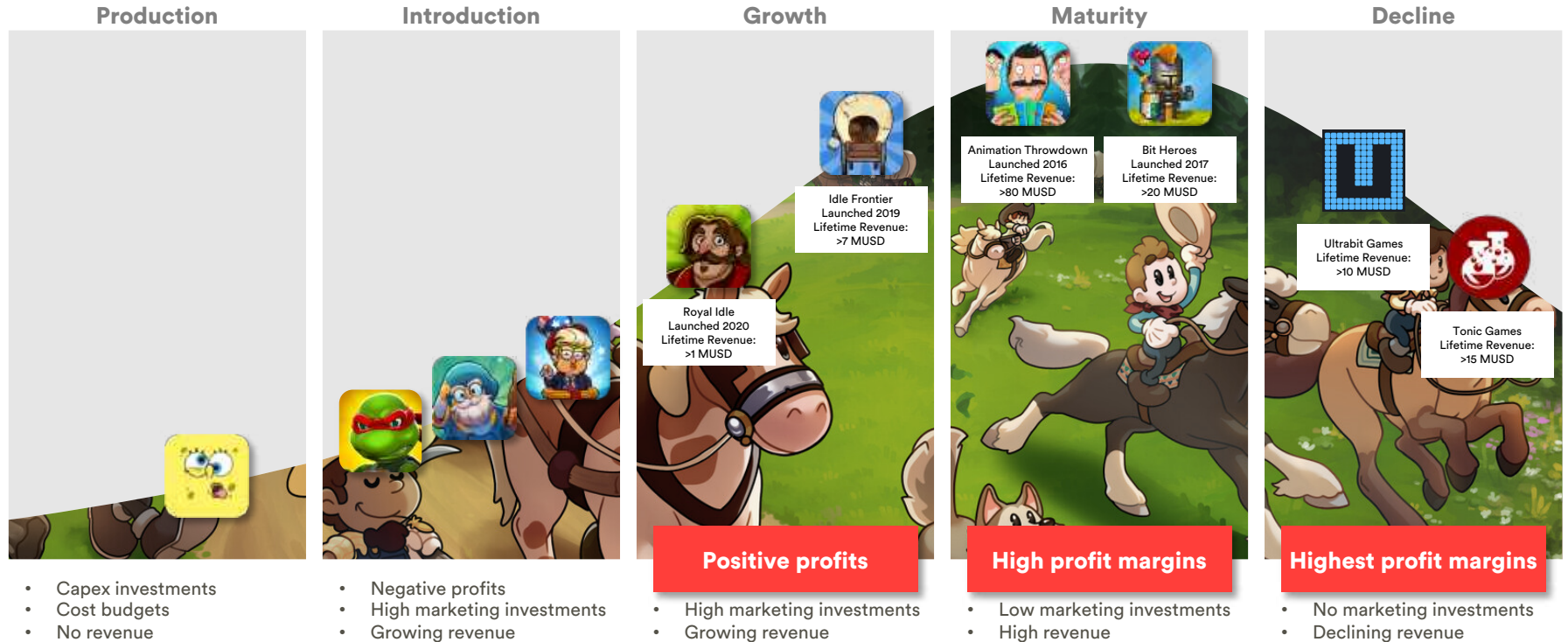


Pocket Politics



Burrito Bison

Kongregate game life cycle stages



Investment summary



MTG's Build & Buy strategy provides a strong platform for investing and scaling businesses within esports and gaming



ESL and DreamHack are together the #1 esports group globally – professionalizing an under monetized industry with strong upside in both B2B and B2C revenues



InnoGames and Kongregate are providing a platform to scale further investments into own games development and roll-ups of gaming studios