



Q2 2022

Gaming Innovation Group Inc.
Interim Report

16 Aug 2022



GiG in brief

Global iGaming company
with reach across high
value areas of the B2B
supply chain



Dual-listed on Oslo
Børs and at Nasdaq
Stockholm



Over 30 primary countries
targeted by Media assets



€225m (approx.)
Market Cap

ISO 27001:2013 certification for Platform, Data platform,
Frontend development and CMS



~610
Employees

Offices
in Malta, Denmark,
Latvia, Spain & France

26 Global
Certifications
+9 additional in integration
pipeline



Award-winning, technology & marketing for the iGaming and Sportsbetting industry

GiG Media

Leading iGaming and Sports Betting affiliate marketing

- Provides high value player acquisition via multiple digital marketing channels
- Global reach & trusted source for millions of players across Sportsbook & Casino
- Powered by first class proprietary marketing technology
- Diverse revenue portfolio and high percentage of recurring revenues

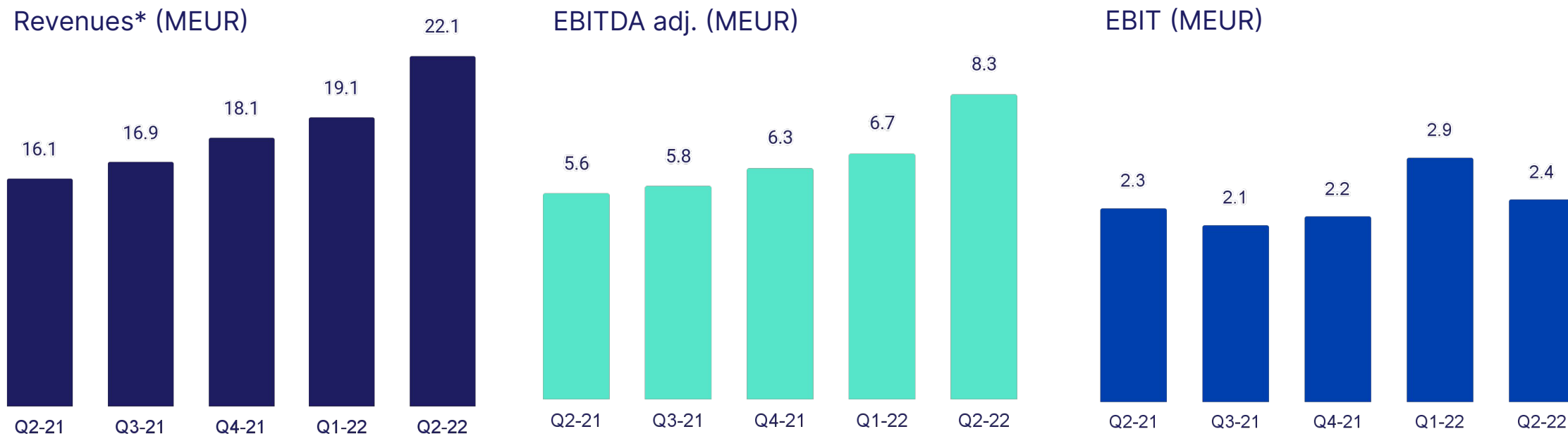
Platform & Sportsbook

State of the art Player Account Management system (PAM) & End to End Sportsbook solution

- Built for regulated markets, certified and localised products in more than 26 jurisdictions
- Highly customisable and personalised technology for client and users, powered with real time data platform
- Proven Sportsbook with flexible, end to end solution, enables clients to differentiate on price to match brand and marketing strategy



All time high quarterly revenues



Revenues*
+37% Y/Y

EBITDA adj.
+47% Y/Y
37.5% margin

EBIT
+4% Y/Y
10.8% margin

*Revenues are adjusted for revenues from a platform client where GiG recognizes the full operations in its profit and loss statement, which are partly offset by related cost of sales and site overheads. See Note 2 in the Q4-21 Interim Report for more details

GiG Strategy ---

- Approach is towards Global Online Gambling market with a strong focus on regulated markets
- Focus on high value and high earnings quality areas of B2B gambling industry
- Media business allows us agile and fast time to market, and SaaS business gives long term earnings quality.
- Strong current TAM, enables focus on operational efficiency in platform & sportsbook business
- Landbased conversion, regulation and technical barrier to entry, are also positioning the platform and sportsbook business for further growth.

We drive business via three growth pillars

1

Market expansion

2

Recurring revenue streams

3

Product to drive market share

Updated Long-term **Financial targets**

Growth

To achieve annual organic revenue growth in the region of 20%

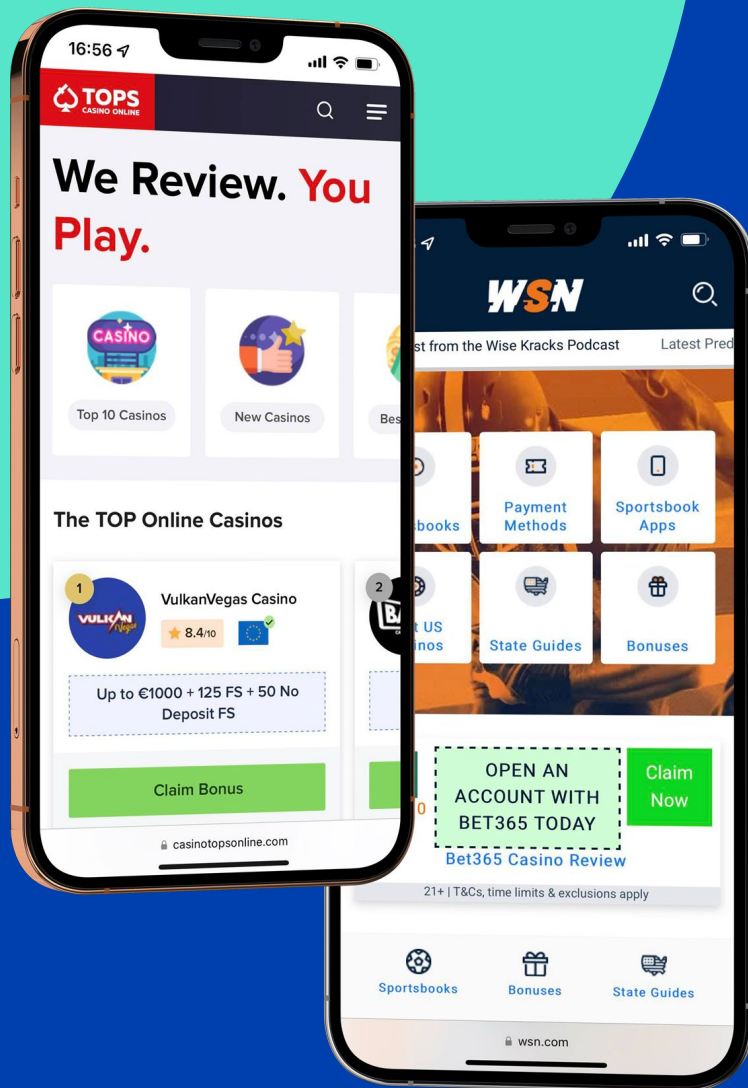
Profitability

To achieve an adjusted EBITDA margin in excess of 50% during 2024

Leverage

Cash generated from the business will be used to lower leverage ratio while pursuing growth opportunities in the rapidly growing iGaming sector

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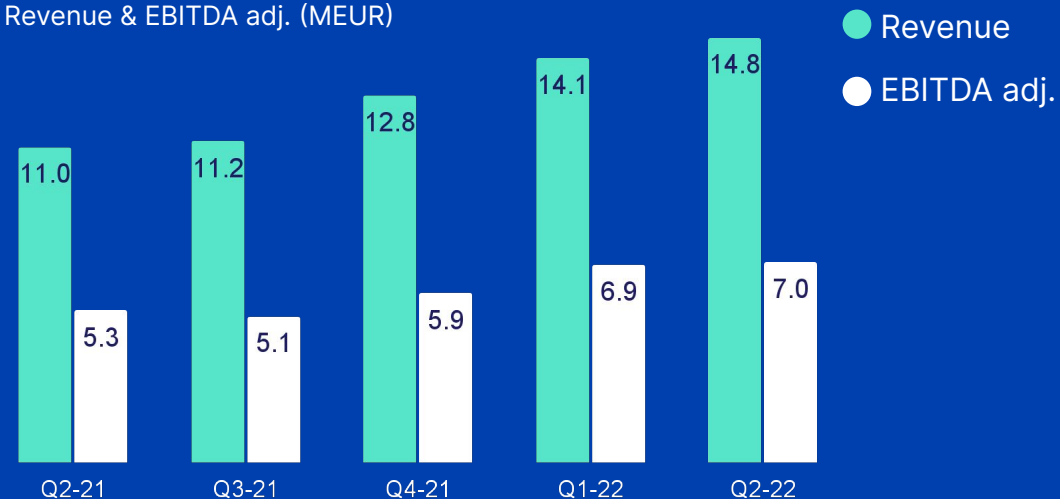
Business update Media

Media Services

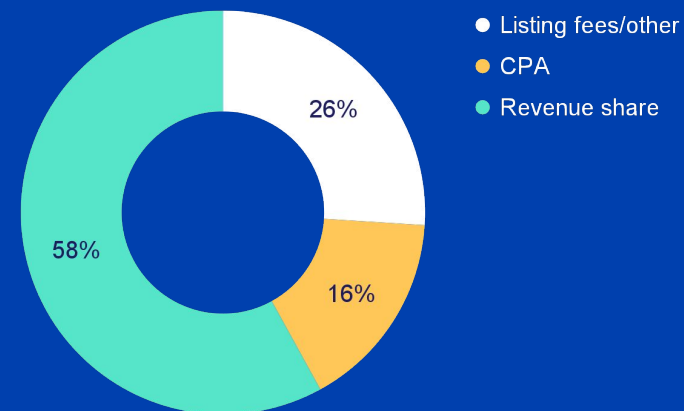
Q2-2022

- Media Services reached all-time quarterly highs in revenues, EBITDA and FTDs
- Q2-2022 revenues of €14.8m (11.0), up 35% Y/Y and 5% Q/Q - all organic growth
- EBITDA adj. of €7.0m (5.3), up 32% Y/Y
- EBITDA-margin at 48% (49%)
- Both Paid and Publishing reaching all-time-high in revenues, up 55% and 26% Y/Y respectively
- Recurring revenue share accounted for 58% of revenues

GiG Media
Revenue & EBITDA adj. (MEUR)



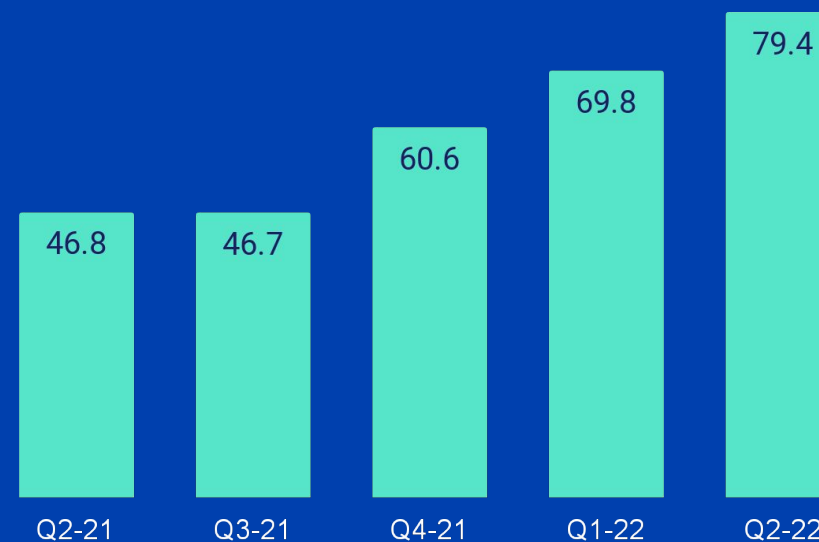
GiG Media
Revenue split Q2-22



Media Services FTDs

- First Time Depositors (FTD) ended at 79,400, a new ATH and a 70% increase YoY and 14% QoQ
- 95% of FTDs on full revenue share or hybrid deals, securing future recurring revenues
- The strong development continued in July with all-time high monthly player intake, up 85% compared to same period last year

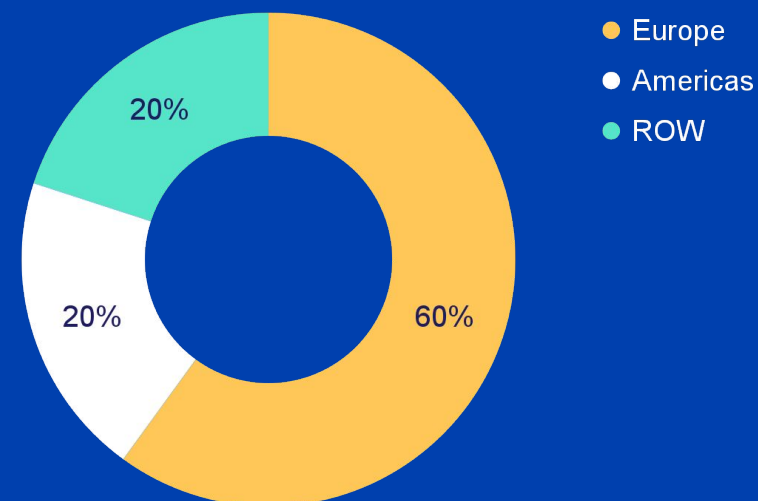
GiG Media - FTDs (1000)



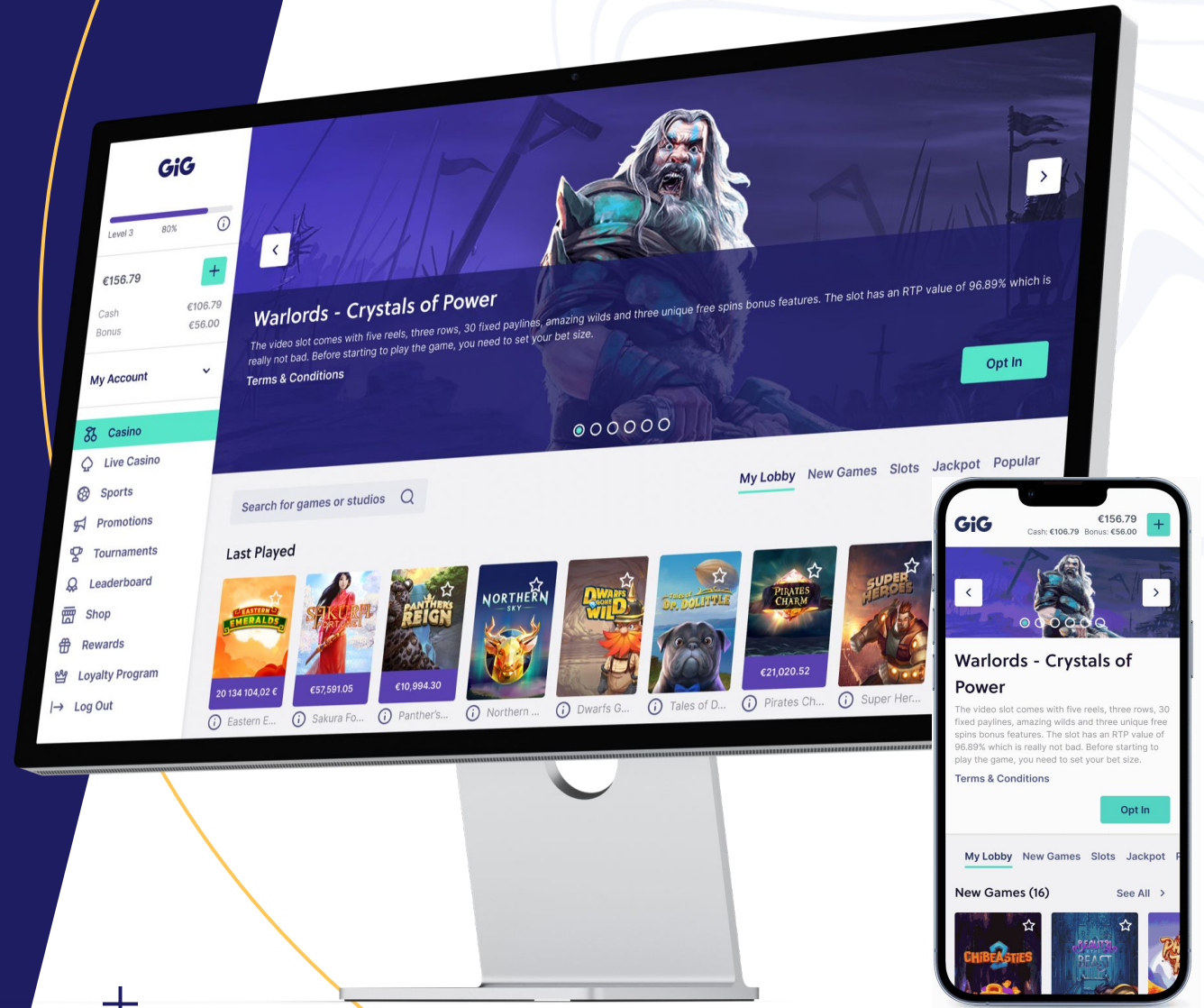
Media Services

- Currently holds 13 licenses in the US and qualified to carry out business in 20 US states
- US organic traffic to Casinotopsonline.com and Wsn.com increased 120% YoY
- Revenues from the Americas increased 170% YoY and 25% QoQ, or 20% of GiG Media revenues in Q2, up from 10% in Q2-21
- New sites targeting the recently regulated Canadian province of Ontario, were built in Q2 and launched in July
- GiG Comply signed one new client in Q2 and re-signed three existing clients

GiG Media
Revenue split Q2-2022



Business update Platform & Sportsbook

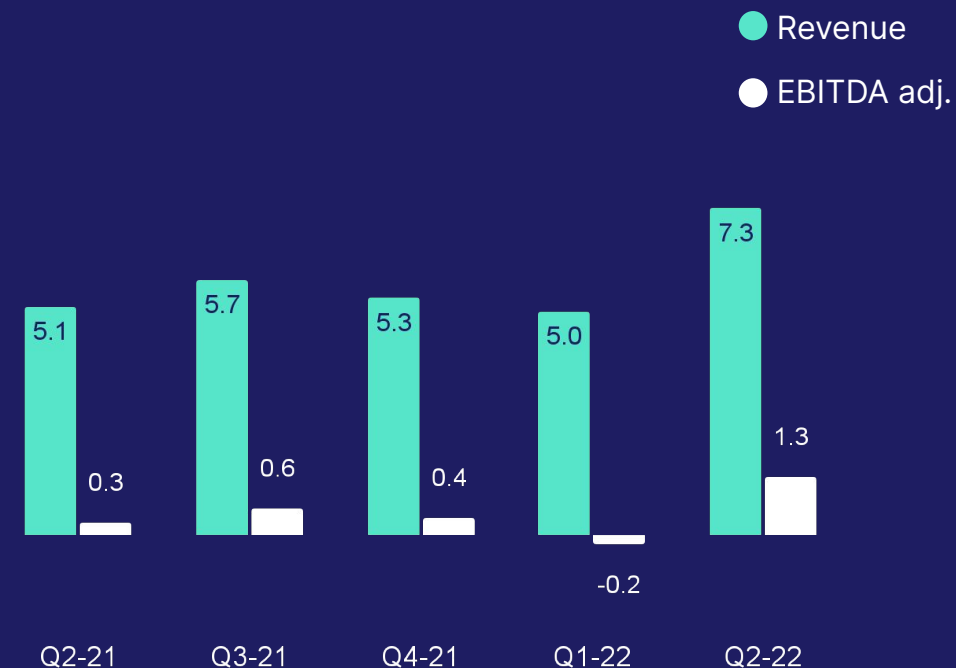


Platform & Sportsbook

Q2-2022

- Acquisition of Sportnco completed on 1 April
- Integration of Sportnco developing well and according to plan - significant milestones already achieved
- Revenues for Platform & Sportsbook were €7.3m (5.1), up 43% (2% organic)
- 12% organic revenue growth excluding premium fees
- Adjusted EBITDA of €1.3m (0.3), a 322% increase

Platform and Sportsbook
Revenue & EBITDA adj. (MEUR)



Platform & Sportsbook Integration pipeline

- 5 new client projects were completed during the quarter, 2 went live and 3 are awaiting client decision to launch
- 58 brands live on the platform end Q2 (+16% YoY)
- 15 brands in the integration pipeline
- SaaS contracts generate long term and sustainable revenue source
- 36% of contracts are within first 2 years of launch, and therefore in pre value maturity

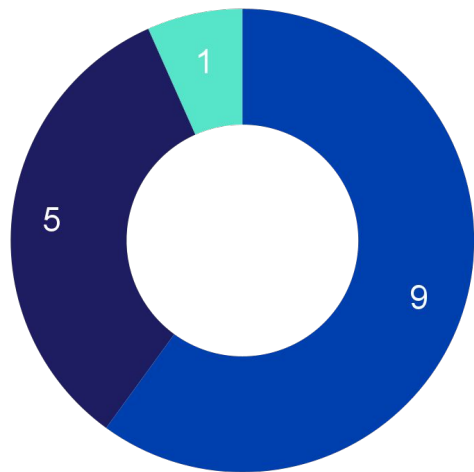
41 Clients
(5% YoY)

58 Brands
(16% YoY)

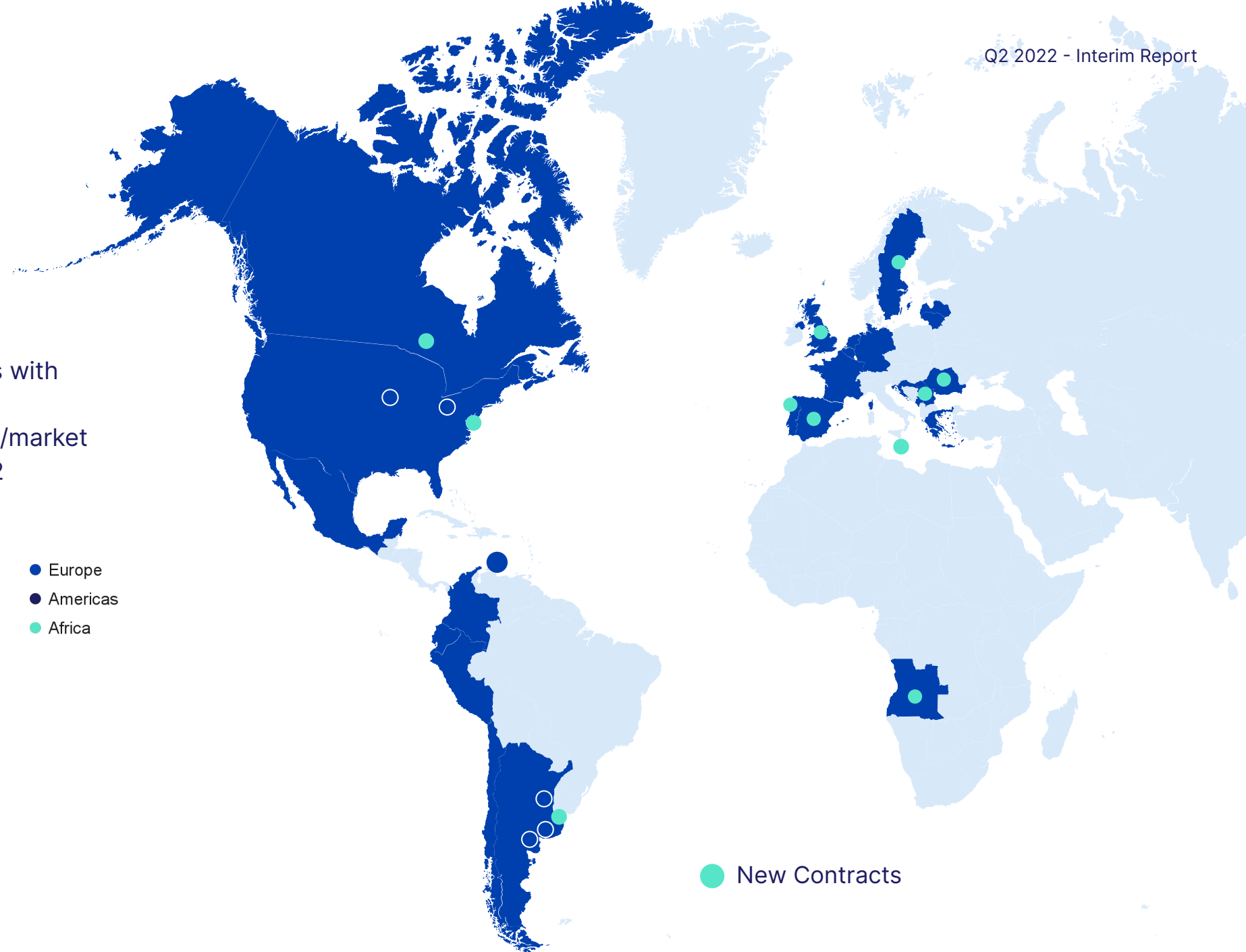
**39% of clients
take Sportsbook**
(36% Q2-21)

New contracts

- 7 new contracts in Q2
- 5 market expansion deals with existing clients
- Total of 15 new contracts/market expansions so far in 2022



- Europe
- Americas
- Africa



Events after the quarter & summary



Update after the quarter

- Granted a supplier licence for Ontario, the newly regulated Canadian province, first client launch expected in Q3 and signed additional contract for the market with King Media
- Continued expansion across LATAM with extension to the contracts with Betsson Group, for Colombia & with Grupo Boldt for two additional regulated markets for their Bplay brand
- Sales pipeline remains strong and builds momentum across both PAM and Sportsbook services
- Further deployment of next generation of marketing technology across GiG Media network - improving TTM and UX
- July has developed positively, and revenues are up 37% compared to the same period last year, whereof 24% organic

Summary

- GiG delivers all-time-high revenues, with strong double digit growth in revenues and EBITDA
- Our Media business performs exceptionally well and remains a highly profitable and fast growing global acquisition power house, with many projects still in early phase of development.
- GiG's SaaS business is delivering on its platform and sportsbook strategy with a much improved financial position today and going forward with synergies that will strengthen operational performance over the next 12 months
- With the acquisition of Sportnco the company is now one of the few global full service platform providers with turn-key solutions for premium international and land based operators.
- Reiterate guidance on full year 2022, combined operations should generate revenues of €87-93 million with an EBITDA of €30-35 million

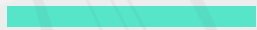
“ Positioned for multiple growth opportunities across diverse revenue streams, increasing addressable market and improving operational performance ”

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Thank you

Any questions?

Appendix

The background of the slide is a faded, high-angle photograph of a modern building with a complex facade of balconies and overhangs. The building's name 'GiG' is visible in large, white, three-dimensional letters on one of the upper levels. A small orange circle is positioned on a balcony railing in the upper-middle part of the image. A blue plus sign is located in the lower-right quadrant. The overall aesthetic is clean and architectural.

Largest shareholders: 30 June 2022

GAMING INNOVATION GROUP INC.

1	13 487 500	11.0 %	SkyCity Entertainment Group Limited
2	7 603 559	6.2 %	Optimus Invest Limited
3	6 943 450	5.7 %	Myrlid AS
4	4 896 125	4.0 %	True Value Limited
5	4 875 829	4.0 %	Nordea Livsförsäkring Sverige AB
6	3 713 172	3.0 %	Betplay Capitla sp
7	3 625 000	3.0 %	Symmetry Invest A/S
8	2 500 000	2.0 %	G.F. Invest AS
9	2 478 585	2.0 %	Stenshagen Invest AS
10	2 458 821	2.0 %	Hans Mikael Hansen
11	2 118 290	1.7 %	Avansa Pension
12	2 009 437	1.6 %	Kvasshøgdi AS
13	2 000 000	1.6 %	Riskornet AB
14	1 990 237	1.6 %	MJ Investments sp
15	1 907 146	1.6 %	Ben Clemes
16	1 815 716	1.5 %	Nordnet Bank AB, nom.
17	1 787 568	1.5 %	The Bank of New York Mellon SA/NV nom.
18	1 682 785	1.4 %	Saxo Bank A/S, nom.
19	1 459 813	1.2 %	LGT Bank, nom.
20	1 442 925	1.2 %	Nordnet Livsforskring AS
Top 20	70 795 958	57.7 %	
Other	51 990 568	42.3 %	
TOTAL	122 786 526	100.0 %	

Income Statement

EUR 1 000 (Unaudited)

B2C & Sports included as discontinued operations

	Q2 2022	Q2 2021	6M 2022	6M 2021	2021
Revenues	22 125	16 134	41 179	31 264	66 343
Cost of sales	227	89	256	79	868
Gross profit	21 898	16 045	40 923	31 185	65 475
Marketing expenses	4 332	2 590	8 111	4 998	11 208
Other operating expenses	9 261	7 816	17 817	15 517	31 528
Total operating expenses	13 593	10 406	25 928	20 515	42 736
EBITDA adjusted	8 305	5 639	14 996	10 670	22 739
Option expense (non-cash)	568	110	751	216	644
EBITDA	7 737	5 529	14 245	10 454	22 095
Depreciation & amortization	4 193	2 172	6 713	4 256	9 336
Amortisation of acquired affiliate assets	1 146	1 044	2 253	2 134	4 313
EBIT	2 398	2 313	5 278	4 064	8 446
Financial income (expense)	-2 032	-1 855	-3 688	-3 289	-8 201
Unrealised exchange gain (loss) on bond	1 864	-438	2 371	354	1 064
Result before income taxes	2 230	20	3 961	1 129	1 309
Income tax refund (expense)	-247	-188	-426	1 304	519
Profit/ (loss) from continuing operations	1 983	-168	3 535	2 433	1 828
Profit/(loss) from discontinued operations	-678	-289	-1 157	-775	-1 890
Profit/(loss) for the period	1 305	-457	2 377	1 658	-385

*Revenues are adjusted for revenues from a platform client where GiG recognizes the full operations in its profit and loss statement, which are partly offset by related cost of sales and site overheads. Cost of sales, marketing expenses and EBITDA-margin are adjusted accordingly. See Note 2 in the Q3-21 Interim Report for more details.

Balance Sheet

EUR 1 000 (unaudited)

B2C included as discontinued operations

	30 June 2022	30 June 2021	31 Dec 2021
Assets			
Goodwill	78 654	16 284	16 325
Intangibles assets	61 128	34 663	31 732
Deposits and other non-current assets	12 744	14 725	13 481
Total non-current assets	152 526	65 672	61 539
Trade and other receivables	21 775	12 162	17 569
Cash and cash equivalents	11 604	7 572	8 561
Total current assets	33 378	19 734	26 131
Total assets	185 904	85 406	87 669
Liabilities and shareholders' equity			
Total shareholders' equity	63 626	13 136	11 925
Trade payables and accrued expenses	36 605	15 219	20 485
Lease liabilities	1 717	2 363	3 156
Bond payable	4 258	3 874	3 853
Total current liabilities	42 580	21 456	27 49
Bond payable	44 958	38 574	38 850
Deferred tax liability	1 501	504	-
Other long term liabilities	33 239	11 736	9 400
Total long term liabilities	79 698	50 814	48 250
Total liabilities	122 278	72 270	75 744
Total liabilities and shareholders' equity	185 904	85 406	87 669

Cash Flow

In EUR 1 000

B2C included as discontinued operations

	Q2 2022	Q2 2021	6M 2022	6M 2021	2021
Cash flow from operating activities	9 539	3 534	13 352	3 419	12 931
Cash flow from investing activities	-35 847	-2 768	-38 762	-4 847	-9 228
Cash flow from financing activities	21 265	1 272	28 380	-2 590	-6 323
Translation (loss)/gain	106	-43	73	86	-323
Fair value movements	-	-	-	-	-
Net change in cash and cash equivalents	-4 938	1 995	3 043	-3 932	-2 943
Cash and cash equivalents at start of period	16 542	5 577	8 561	11 504	11 504
Cash and cash equivalents at end of period	11 604	7 572	11 604	7 572	8 561

Legal Disclaimer

Gaming Innovation Group Inc. gives forecasts. Certain statements in this report presentation are forward-looking and the actual outcome may be materially different. In addition to the factors discussed, other factors could have an impact on actual outcomes. Such factors include developments for customers, competitors, the impact of economic and market conditions, national and international legislation and regulations, fiscal regulations, the effectiveness of copyright for computer systems, technological developments, fluctuation in exchange rates, interest rates and political risks.