

gentoo.

# Q3 2024

Interim Report

13 November 2024

# Split update

- The planned split of the company has been completed and the business has been rebranded from Gaming Innovation Group Inc. to Gentoo Media Inc.
- Gentoo Media Inc. is now a purely affiliate-focused business following the distribution of its Platform & Sportsbook division to shareholders on 30 September 2024
- This restructuring enhances Gentoo Media's ability to expand into new markets, invest in technology, and pursue strategic acquisitions

**With increased financial flexibility and streamlined operations, the company is well-positioned to deliver strong returns and create substantial value for investors**

# Our business model

We help players make informed decisions about online gambling by connecting them with the right online bookmakers and casinos

## Players



Players looking for casino and betting sites that best meet their specific needs

## Gentoo Media

Websites

**100+**  
websites

Marketing Campaigns



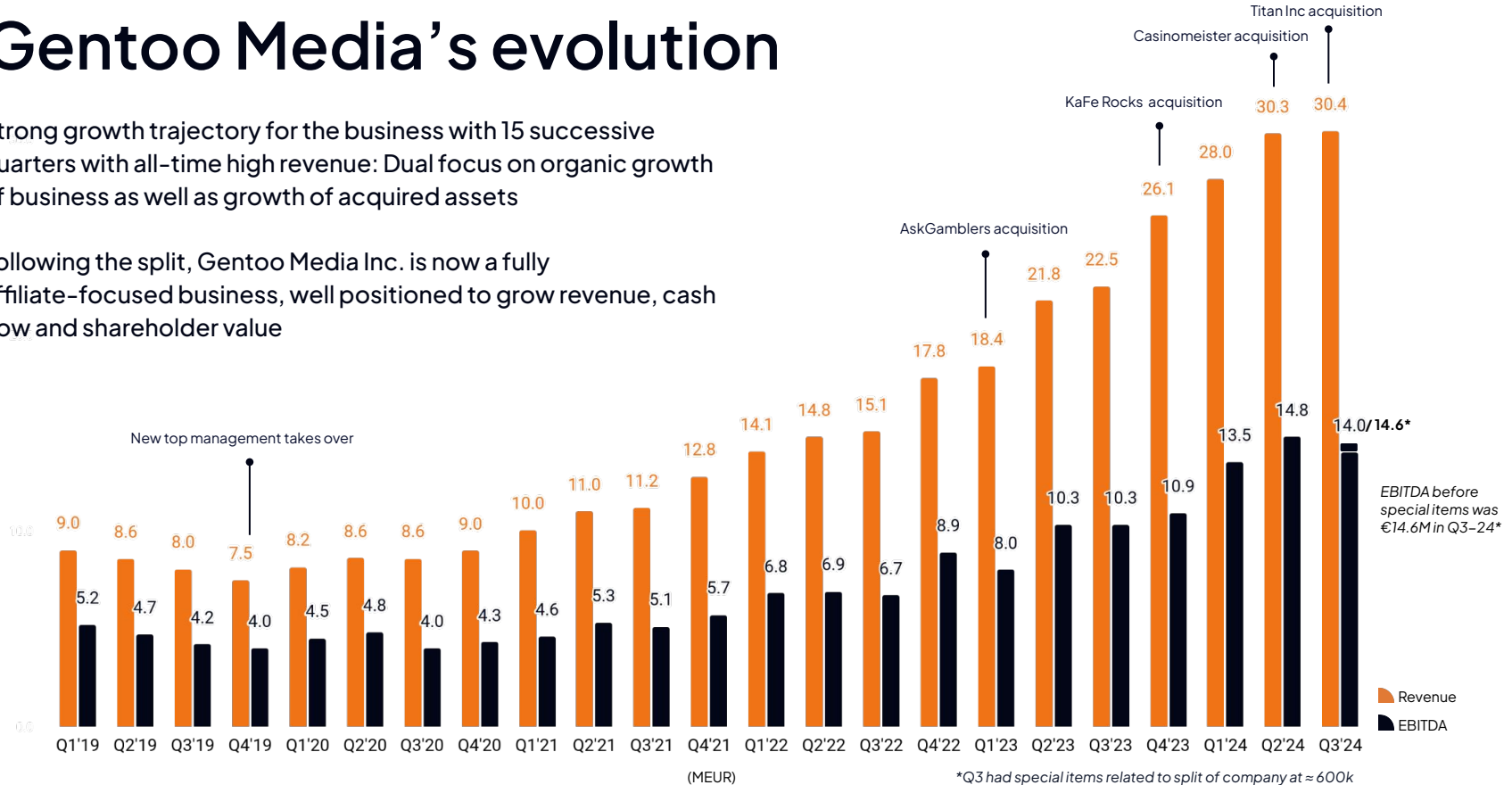
## Bookmakers & Casinos



# Gentoo Media's evolution

Strong growth trajectory for the business with 15 successive quarters with all-time high revenue: Dual focus on organic growth of business as well as growth of acquired assets

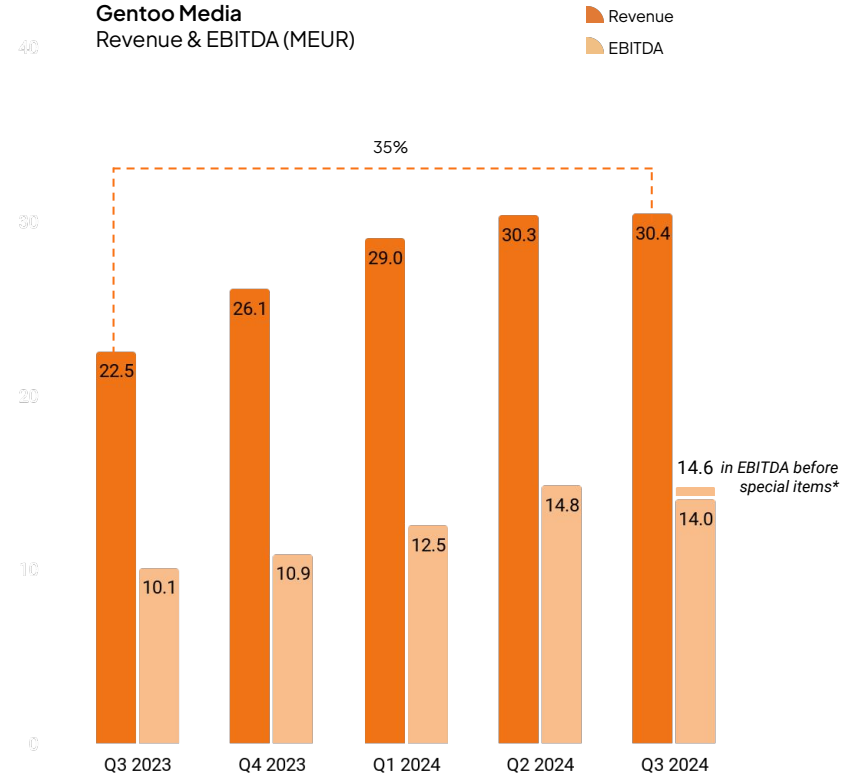
Following the split, Gentoo Media Inc. is now a fully affiliate-focused business, well positioned to grow revenue, cash flow and shareholder value



# Business Update

# Financial highlights

- The 15th successive quarter with all time high revenue of EUR 30.4 million up 35% YoY of which 12% is organic
- Before special items, EBITDA was EUR 14.6 million with a 48% margin
- EBITDA ended at 14.0 million after special items, up 36% YoY with a 46% margin
- EBIT reached EUR 10.0 million, up 40% YoY with a margin of 33%
- In Media alone, cash flow from operations was EUR 19.9 million. Including Platform & Sportsbook, as per IFRS5, reported cash flow from operations was EUR 12.2 million
- Entered a EUR 25 million revolving credit facility agreement with Citibank Europe plc.



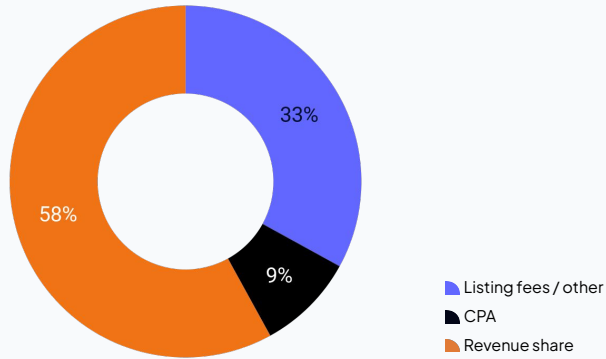
\*Q3 had special items related to split of company at = 600k

# Pro forma cash flow statement for Gentoo Media

(MEUR)	Q3 2024	9M 2024
Cash flow from operating activities	19.9	36.9
Cash flow from investing activities*	-12.2	-24.5
Cash flow from financing activities **	-2.5	15.5
<b>Net Cash flow from Media operations</b>	<b>5.2</b>	<b>27.9</b>

\* In investment activities EUR 10.7 million went to acquisitions in Q3 2024. For 9M 2024 the amount was EUR 20.7 million

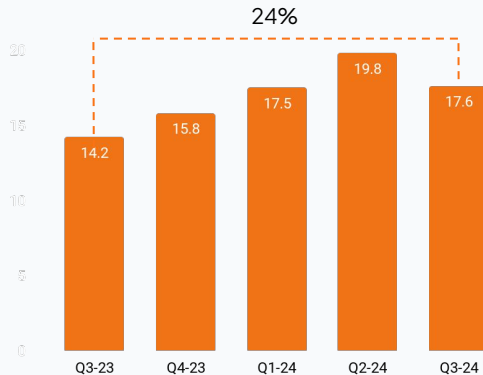
\*\* Cash flow from financing activities impacted positively up in 9M 2024 by bond tap and share issue (total at EUR 24.6 million)



## Revenue split

- 58% of our revenue comes from recurring revenue share agreements, growing 24% YoY
- European revenue grew 51% YoY, driven by growth in markets outside the Nordics
- Americas revenue increased 52% with revenue from North America more than doubling over the period
- Europe and the Americas contributed 59% and 21% of quarterly revenue, remaining core focus markets

Gentoo Media  
Recurring revenue share earnings per quarter (MEUR)

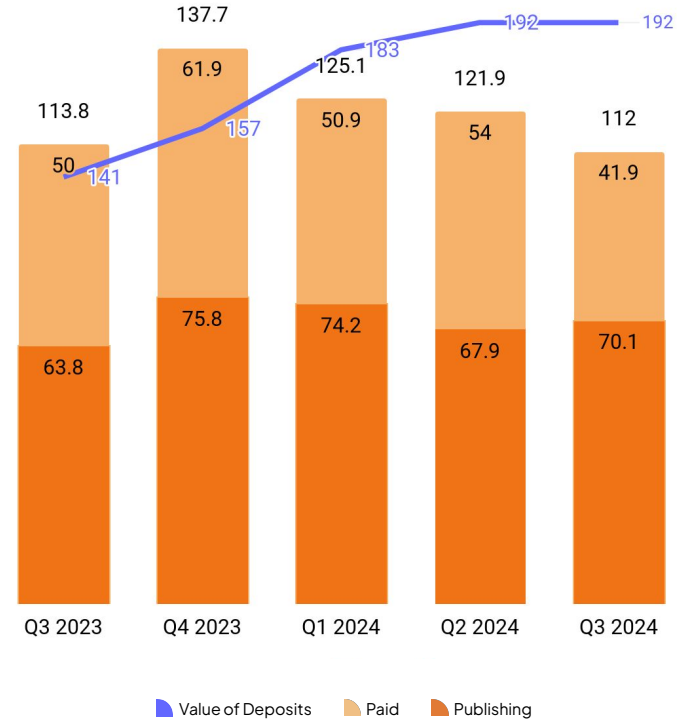




# Player intake

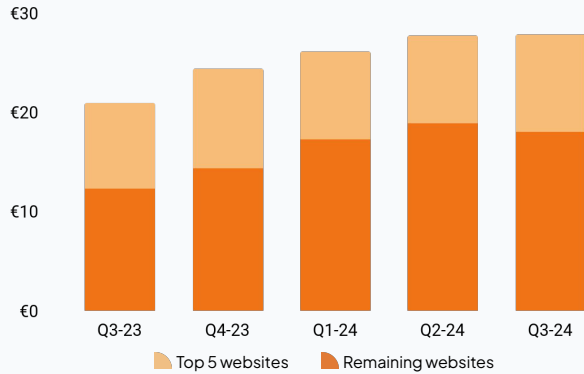
- In Q3 2024, FTDs (First Time Depositors) generated to operators exceeded 112,000, a 2% decrease YoY
- In 2024, Gentoo Media has focused on higher-value markets, reducing efforts in lower-value ones
- Value of deposits for player base is up 36% YoY
- Publishing, including AskGamblers and KaFe Rocks, saw player intake grow by 10% YoY
- In Paid, player intake declined by 16% YoY
- Most players acquired are on deals with a revenue share component, supporting strong future recurring revenue

**Gentoo Media**  
FTDs (1000) & Value of Deposits (MEUR)

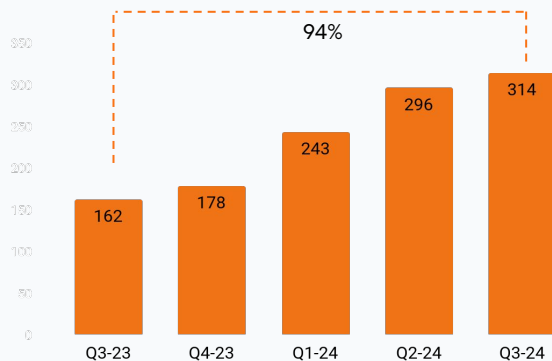


**Gentoo Media**

Revenue split websites (MEUR)

**Gentoo Media**

Clients with quarterly revenue above EUR 10,000



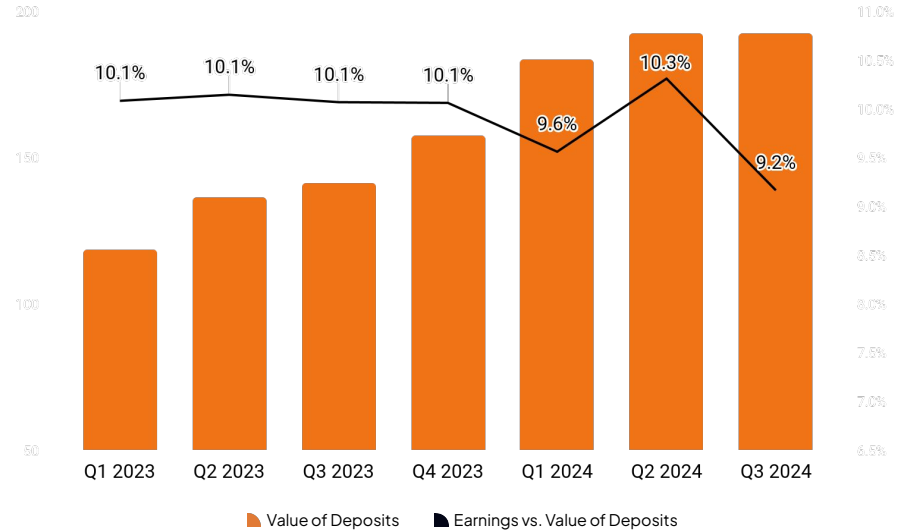
# Diversification strategy

- More markets, websites, and customers should drive revenue to mitigate risks and ensure sustained growth
- Non-top 5 websites grew 46% YoY, now driving 65% of quarterly revenue
- Revenue for Top-5 websites increased by 14% YoY, now accounting for 35% of quarterly revenue
- Partner expansion: Partners generating over EUR 10,000 per quarter grew 94% YoY

# Low margin compared to previous quarters

- Value of deposit is a key driver for revenue share earnings
- In Q3 2024, the ratio of revenue share earnings to deposit value was lower than in previous quarters
- Player-friendly sports results negatively impacted sports margins in August and September, with an estimated adverse revenue effect in excess of EUR 1.5 million

**Gentoo Media**  
Earnings versus Value of Deposits



Value of deposit = How much the players we have generated deposit at their player accounts

# Acquisition update

We are continuously evaluating potential acquisitions with a disciplined approach, ensuring that we do not take on excessive risk or overpay in pursuit of growth

Business	Update
CasinoMeister	Well known legacy brand in the industry with solid foundation to build upon. Strong synergies with rest of Gentoo Media
Titan Inc.	A leading provider of SEO and content services, Titan Inc.'s integration into the Gentoo Media value chain is expected to yield significant cost savings, accelerate time to market, and enhance operational excellence

# Priorities for start of 2025

- Continue to establish sports and sports betting on AskGamblers
- Expand Gentoo Media's reach via paid marketing channels
- Continue growing our newly acquired assets, e.g. Casinomeister and KaFe Rocks websites
- Reclaim former rankings for Casinotopsonline.com
- Accelerate integration of Titan Inc. to decrease cost within SEO and content
- Improve our media platform, tech setup and product quality for long-term, sustainable growth
- Broaden conversion rate optimisation (CRO) efforts to extract more value from existing traffic
- Further improve consumption of data in the organisation to ensure all decisions are data-driven

# Summary and outlook

- Q3 2024 was an eventful quarter with the split of the Company and formal rebranding into Gentoo Media
- Revenue ended at EUR 30.4 million marking the 15th successive quarter with all-time high revenue
- 58% of our revenue comes from recurring revenue share agreements, up 24% YoY. Bulk of players acquired this quarter are on recurring revenue share deals, similar to previous quarters
- Europe and the Americas contributed 59% and 21% of quarterly revenue, growing respectively 51% and 52% YoY
- Diversification strategy further executed to secure sustained growth: More markets, websites and partners drive revenue
- Operational excellence:
  - AskGamblers continues to break records
  - Successful turnaround of websites affected negatively by Google Core update in March 2024
  - EBITDA-margin at 48% before special items related to the split (46% after special items)
  - Integration of Titan Inc. has started with material cost savings within SEO and Content expected going forward
- Strong cash flow generation post-split expands our capital allocation options moving forward
- Gentoo Media remains confident in its 2024 guidance, projecting revenues of EUR 125–135 million and an EBITDA margin of 45–50%, with strong seasonality anticipated in Q4

# Q&A

# Appendix



# Consolidated statement of income

EUR1000 – Unaudited

	Q3 2024	Q3 2023	9M 2024	9M 2023	2023
Revenues	30,412	22,476	88,654	62,796	88,621
Cost of sales	-	-	-37	-	-
<b>Gross profit</b>	<b>30,412</b>	<b>22,476</b>	<b>88,617</b>	<b>62,796</b>	<b>88,621</b>
Marketing expenses	-6,904	-6,814	-22,114	-18,243	-26,777
Other operation expenses	-8,932	-5,336	-23,654	-15,774	-22,342
<b>Total operating expenses</b>	<b>-15,837</b>	<b>-12,150</b>	<b>-45,769</b>	<b>-34,017</b>	<b>-49,119</b>
<b>EBITDA before special items</b>	<b>14,575</b>	<b>10,326</b>	<b>42,848</b>	<b>28,779</b>	<b>39,502</b>
Special items	-573	-	-573	-	-
<b>EBITDA after special items</b>	<b>14,002</b>	<b>10,326</b>	<b>42,275</b>	<b>28,779</b>	<b>39,502</b>
Depreciation, amortisation and impairment	-1,869	-1,704	-6,032	-5,193	-7,357
Amortisation on acquired assets	-2,171	-1,484	-8,188	-3,125	-5,131
<b>EBIT</b>	<b>9,962</b>	<b>7,138</b>	<b>28,055</b>	<b>20,461</b>	<b>27,014</b>
Unrealized exchange gain (loss) on the bond	-213	-1,318	799	1,379	-546
Financial income (expenses)	-3,845	-3,867	-9,059	-7,539	-10,341
<b>EBT</b>	<b>5,904</b>	<b>1,953</b>	<b>19,795</b>	<b>14,301</b>	<b>16,127</b>
Tax income (expense)	-1,049	-1,394	-1,842	-1,548	-3,244
<b>Profit from continuing operations</b>	<b>4,856</b>	<b>558</b>	<b>17,954</b>	<b>12,752</b>	<b>12,883</b>
Loss from discontinuing operations	-545	-155	-686	-675	-736
Loss from assets held for distribution	-61,726	8,584	-76,167	7,088	-680
Loss on divestment of GIG Software p.l.c.	-373	-	-373	-	-
<b>Profit (loss) for the period</b>	<b>-57,788</b>	<b>8,988</b>	<b>-59,272</b>	<b>19,166</b>	<b>11,467</b>
Exchange differences on translation of foreign operations	-176	-142	-655	-142	-258
Translation differences	373	-	373	-	-
<b>Total comprehensive income (loss)</b>	<b>-57,591</b>	<b>8,846</b>	<b>-59,554</b>	<b>19,024</b>	<b>11,209</b>
Weighted average shares outstanding	134,611	128,950	131,515	127,500	127,867
Diluted weighted average shares outstanding	135,750	131,194	132,655	129,745	129,782
<b>Basic and diluted earnings (losses) per share:</b>					
- from continuing operations	0.04	-	0.14	0.10	0.10
- from discontinued operations	-0.47	0.06	-0.58	0.05	-0.01
- attributable to Gentoo Media Inc.	-0.44	0.07	-0.45	0.15	0.09

In accordance with IFRS 5, Platform & Sportsbook financial results are reported as loss from assets held for distribution in the Company's financial statements. See Note 5.

# Consolidated balance sheet

EUR 1000 – Unaudited

Assets	30 Sep 2024	30 Sep 2023	31 Dec 2023
Goodwill	45,011	88,035	40,793
Intangible assets	59,972	84,299	62,673
Deferred income tax assets	6,739	6	6
Deposits and other non-current assets	3,510	9,970	4,077
<b>Total non-current assets</b>	<b>115,233</b>	<b>182,310</b>	<b>107,549</b>
Trade and other receivables	24,349	32,552	18,501
Cash and cash equivalents	5,015	7,987	15,487
<b>Total current assets</b>	<b>29,365</b>	<b>40,539</b>	<b>33,988</b>
Assets classified as held for distribution	-	-	131,099
<b>Total assets</b>	<b>144,597</b>	<b>222,849</b>	<b>272,636</b>

In accordance with IFRS 5, Platform & Sportsbook financial results are reported as loss from assets held for distribution in the Company's financial statements. See Note 5.

EUR 1000 – Unaudited

Liabilities and Shareholders' Equity (Deficit)	30 Sep 2024	30 Sep 2023	31 Dec 2023
Share capital	119	118,052	114,137
Share premium/reserves	198,247	67,503	71,856
Retained earnings	-213,158	-86,162	-93,997
<b>Total equity (Deficit) attributable to Gentoo Media Inc.</b>	<b>-14,792</b>	<b>99,393</b>	<b>91,996</b>
Non-controlling interests	1,333	351	315
<b>Total Equity (Deficit)</b>	<b>-13,459</b>	<b>99,744</b>	<b>92,311</b>
Bond payable	89,408	-	74,551
Lease liabilities	2,074	6,936	3,406
Deferred tax liabilities	9,760	3,386	3,990
Other long term liabilities	6,128	33,881	30,194
<b>Total long term liabilities</b>	<b>107,370</b>	<b>44,203</b>	<b>112,142</b>
Trade payables and accrued expenses	16,271	14,952	17,414
Corporate income tax	4,884	-	-
Lease liabilities	780	1,762	1,420
Deferred consideration	28,231	9,654	16,922
Bond payable	-	47,040	-
Other current liabilities	520	5,494	1,705
<b>Total current liabilities</b>	<b>50,685</b>	<b>78,902</b>	<b>37,461</b>
<b>Total liabilities</b>	<b>158,056</b>	<b>123,105</b>	<b>149,603</b>
Liabilities directly associated with assets classified as held for distribution	-	-	30,722
<b>Total liabilities and shareholders' equity</b>	<b>144,597</b>	<b>222,849</b>	<b>272,636</b>
<b>Equity at beginning of period</b>	<b>92,311</b>	<b>64,966</b>	<b>64,966</b>
Shares issued for share acquisitions	11,962	14,544	14,524
Share compensation expense	50	1,209	1,534
Exchange differences on translation of foreign operations	-281	-140	-175
Other changes incl. non-controlling interests	770	-	-4
Net results from continuing operations	17,954	19,840	12,883
Net results from discontinuing operations	-77,226	-675	-1,416
Distribution of GIG Software plc.	-58,999	-	-
<b>Equity at end of period</b>	<b>-13,459</b>	<b>99,744</b>	<b>92,311</b>

# Consolidated cash statement of cash flow

EUR 1000 - Unaudited

	Q3 2024	Q3 2023	9M 2024	9M 2023	2023
Results from continuing operations	5,902	558	19,795	12,752	16,127
Income/(loss) from assets held for distribution	-62,099	8,584	-76,540	7,088	-680
Income/(loss) from discontinued operations	-545	-155	-686	-675	-736
Adjustments to reconcile profit before tax to net cash flow:					
Tax expense	-	1,878	-	1,735	-166
Depreciation, amortisation and impairment	61,018	6,947	79,723	20,267	29,374
Loss on divestment of GiG Software plc.	373	-	373	-	-
Other adjustments for non-cash items and changes in operating assets and liabilities	4,850	-9,468	3,332	-10,497	-3,271
<b>Cash flow from operating activities</b>	<b>9,499</b>	<b>8,345</b>	<b>25,997</b>	<b>30,671</b>	<b>40,648</b>
Purchases of intangible assets	-6,877	-4,169	-16,724	-13,077	-20,763
Purchases of property, plant and equipment	-138	-	-657	-341	-1,454
Acquisition of subsidiary	-6,713	-	-16,713	-23,898	-36,203
<b>Cash flow from investing activities</b>	<b>-13,728</b>	<b>-4,169</b>	<b>-34,094</b>	<b>-37,316</b>	<b>-58,420</b>
Lease liability principal payments	-538	-1,313	-2,063	-3,577	-2,570
Interest paid	-3,156	-1,414	-8,602	-4,282	-6,260
Repayment of loans	-6,457	-978	-13,963	-2,852	-3,829
Proceeds from loans	-	-	-	-	1,705
Proceeds from bond issue	-	-	15,173	-	26,313
Proceeds from share issue	187	-	9,466	10,278	10,273
<b>Cash flow from financing activities</b>	<b>-9,964</b>	<b>-3,705</b>	<b>11</b>	<b>-433</b>	<b>25,632</b>
Translation loss	-	-128	-	-144	-
<b>Cash flow for the period</b>	<b>-14,193</b>	<b>343</b>	<b>-8,086</b>	<b>-7,222</b>	<b>7,860</b>
<b>Cash and cash equivalents - beginning of the period</b>	<b>29,177</b>	<b>7,644</b>	<b>23,069</b>	<b>15,209</b>	<b>15,209</b>
Cash and cash equivalents in distributed operations	-9,969	-	-9,968	-	-7,582
Cash flow for the period	-14,193	343	-8,086	-7,222	7,860
<b>Cash and cash equivalents - end of the period</b>	<b>5,015</b>	<b>7,987</b>	<b>5,015</b>	<b>7,987</b>	<b>15,487</b>

The cash flow statement is prepared for continued and discontinued operations combined in accordance with IFRS. For more details, see Note 5.

# Gentoo Media Inc. Shareholders 30 September 2024

Gentoo Media Inc. Shareholders – 30 September 2024			
1	17 469 136	12.97 %	MJ Foundation
2	10 710 041	7.95 %	ZJ Foundation
3	7 250 000	5.38 %	Myrlid AS
4	6 433 026	4.78 %	Betplay Capital sp
5	6 300 000	4.68 %	Optimus Invest Limited
6	5 505 587	4.09 %	Nordea Livsförsäkring Sverige AB
7	4 567 258	3.39 %	LGT Bank, nom.
8	3 552 153	2.64 %	Kapitalforeningen Wealth Invest
9	3 294 977	2.45 %	Saxo Bank A/S nom.
10	3 127 575	2.32 %	Morgan Stanley & Co Intl PLC, nom.
11	2 840 277	2.11 %	True Value Limited
12	2 628 738	1.95 %	Riskornet AB
13	2 608 982	1.94 %	Avanza Pension
14	2 418 738	1.80 %	The Bank of New York Mellon, nom.
15	2 389 195	1.77 %	Hans Mikael Hansen
16	2 009 437	1.49 %	Kvasshøgdi AS
17	1 499 641	1.11 %	IBKR Financial Services AG
18	1 451 014	1.08 %	SEB AB Luxembourg, nom.
19	1 385 122	1.03 %	Futur Pension Försäkringsaktiebolag
20	1 343 904	1.00 %	Consensus Asset Management
Top 20	88 784 801	65.91 %	
Other	45 923 173	34.09 %	
<b>Total</b>	<b>134 707 974</b>	<b>100.00 %</b>	

# Legal disclaimer

Gentoo Media 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.

