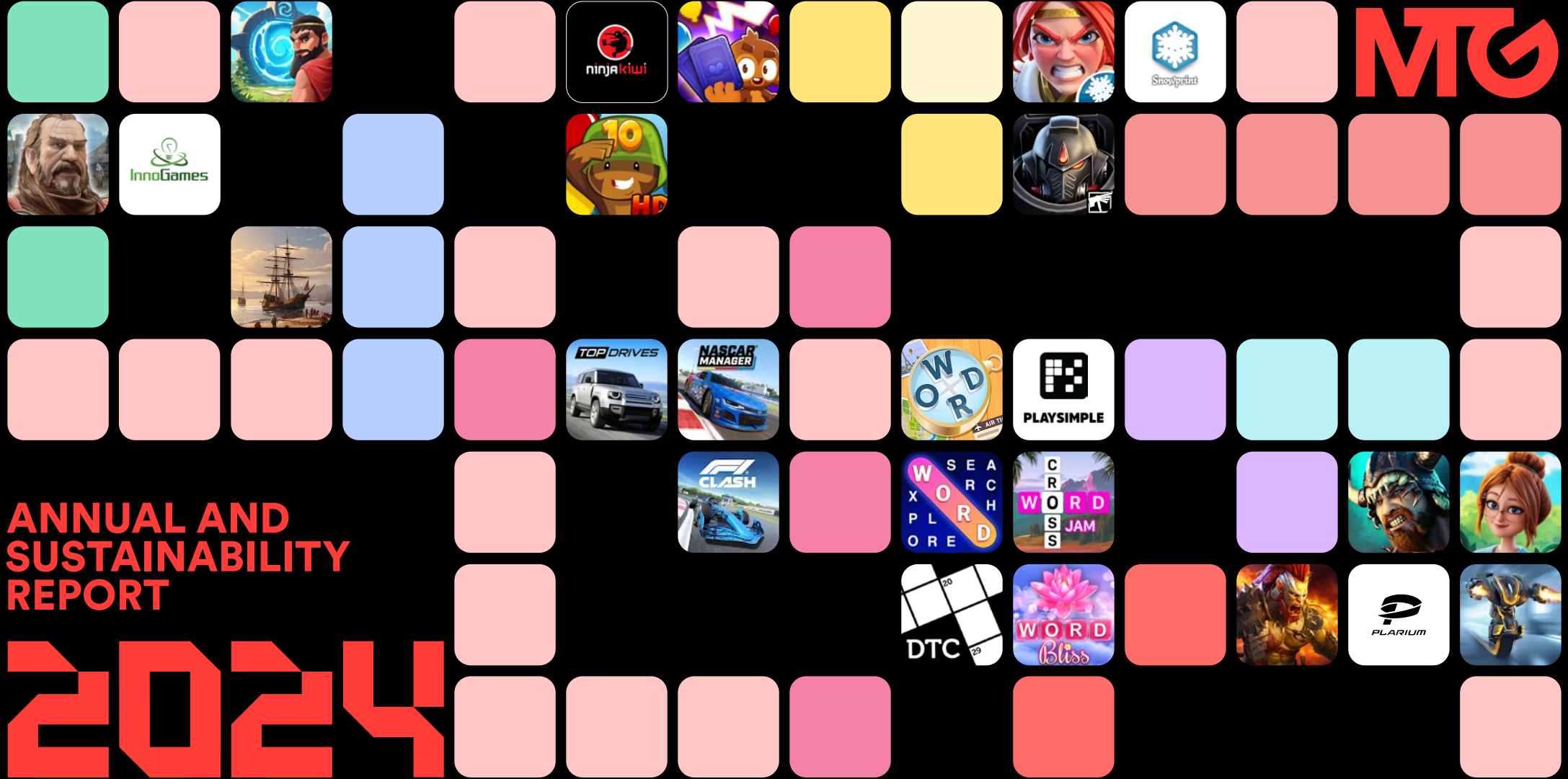




ANNUAL AND
SUSTAINABILITY
REPORT

2024

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INTRODUCTION

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MTG TODAY

We are an international, mobile-first gaming group. With the acquisition of Plarium completed in February 2025, we now have one of the world's leading mid-core gaming portfolios. Our portfolio also includes one of the top global line-ups of casual word games.

MTG is an international gaming group with a mobile-first focus and a multi-platform approach. We are well-positioned to capture above-market growth in the medium and long term, thanks to our strong and highly focused portfolio of high-quality games, long-standing partnerships with global entertainment IPs and strategic focus on commercial synergies driven by a shared, state-of-the-art toolkit across the group. We create value by supporting the gaming studios and companies that are part of the group in accelerating their growth. We are also continuously evolving the Flow Platform, our common layer of commercial technology and skills, which will now be further strengthened by the tools developed in-house by Plarium (see more in the section on strategy, page 12).

Our industry is supported by positive long-term social, technological, and demographic trends and mobile gaming is a daily staple for both adults and young people around the world. Our goal is to grow organically by continuously expanding the content available in our current games, and by launching and growing new titles over time. Our growth will be further supported by future incremental M&A opportunities, enabled by our strong cash generation capabilities, which are further solidified by the

acquisition of Plarium. Our ambition is to deliver profitable growth for our shareholders, but even in periods of slower growth, our business model provides us with leverage to maintain strong profits and margins while we work on future projects.

During most of 2024, the group's five gaming studios were PlaySimple, InnoGames, Ninja Kiwi, Hutch, and Snowprint. At the beginning of 2024, MTG divested Kongregate, combining it with the US studio Monumental, in which MTG is now a shareholder. In February 2025 MTG completed the acquisition of Plarium and has now consolidated the company into its portfolio.



“

The acquisition of Plarium is a major milestone in our journey as a gaming group and represents a catalyst for our future evolution and growth. We now have one of the strongest mid-core portfolios in the world, strong casual games, and the relevant scale we need to continue creating value.

”



MTG 2024 SUMMARY¹⁾

DAU – DAILY ACTIVE USERS,
million

6.29

GROUP SALES, SEK million

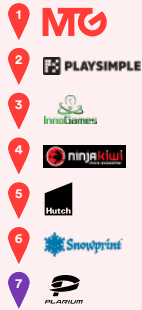
6,015

GROUP ADJUSTED EBITDA,
SEK million

1,666

	PlaySimple	InnoGames	Ninja Kiwi	Hutch	Snowprint
NUMBER OF LIVE GAMES	18	10	5	6	3
REVENUE MIX					
IAP ²⁾	19%	96%	34%	91%	97%
IAA ²⁾	81%	4%	2%	8%	3%
OTHER	0%	0%	64%	1%	0%
NUMBER OF EMPLOYEES	>390	>350	>90	>150	>50

1) MTG's reported numbers for 2024 do not include Plarium, as the company was consolidated from February 1, 2025
2) In app purchase (IAP), in app advertisement (IAA)

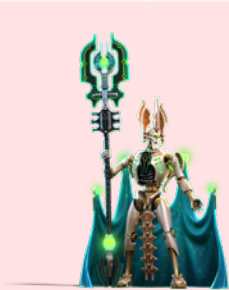


2024 IN BRIEF

We generate value – today, tomorrow and beyond.

SALES GROWTH

MTG reported revenues of SEK 6,015 million for the full year 2024, delivering 3% currency adjusted growth. This was in the middle of the full year outlook of 1-5% revenue growth on a currency adjusted basis



Adjusted EBITDA margin for the full year was 28%, on the upper end of the full year guidance margin of 26-29%

28%

TWO MAJOR LAUNCHES

Our two major new game launches in 2024 were Heroes of History from InnoGames and Bloons Card Storm from Ninja Kiwi

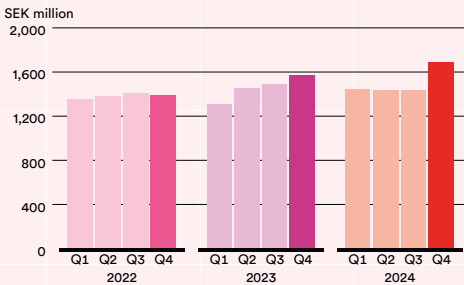
Executing on our strategy

We continued to execute on our organic strategy, which focuses on driving growth in our evergreen titles through live-ops and in-game content and launching new titles to scale the group further over time. Our two major new game launches in 2024 were Heroes of History from InnoGames and Bloons Card Storm from Ninja Kiwi. Furthermore, PlaySimple has focused on localizing key word games to reach a broader audience. We launched a common creative agency for the group through the Flow Platform, our means to accelerate group evolution and growth by identifying and realizing synergies. We also had an active M&A agenda during the year (see next page).

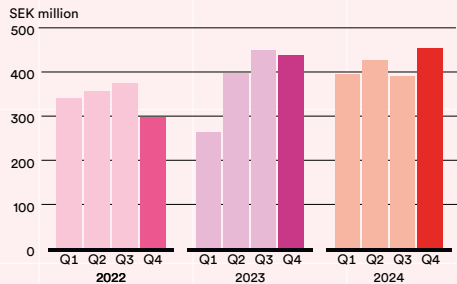
Ongoing share buybacks

We initiated a limited buyback program in conjunction with our Q1 results, which concluded shortly before the 2024 AGM. Following the AGM in May, we launched a new buy-back program of up to SEK 400 million, running through April 2025. The repurchased shares will be cancelled through a reduction of the group's share capital, subject to approval by the 2025 AGM. The Board's intention is to seek shareholder approval for a share buyback mandate at the 2025 AGM.

REVENUE



ADJUSTED EBITDA



AQUISITION OF PLARIUM

On November 11 we announced the acquisition of the international gaming company Plarium from Aristocrat

The transformative acquisition of Plarium immediately increases our revenues by

2x

ACQUISITION FINANCED

The acquisition of Plarium was financed by a combination of MTG's current cash on hand and fully secured and committed financing totaling USD 460 million

Divesting Kongregate

In February we announced a non-cash agreement to divest the USA and Chilean-based studio Kongregate, by merging it with the American studio Monumental. Following the deal, Kongregate was fully integrated into Monumental. MTG has retained a 30% stake in the joined entity, representing less than 20% of the votes.

Acquisition of Plarium

In November we announced the acquisition of the international game studio Plarium from Aristocrat. The deal closed in February 2025. Plarium is the studio behind the highly successful global #1 RPG title RAID: Shadow Legends. The transformative acquisition double our revenue and adjusted EBITDA. It also provides scale with multiple avenues to deliver synergies, while adding a highly creative studio with a history of commercial success and strong momentum to our group. It will furthermore substantially improve our already strong cash flow generation.

The acquisition of Plarium was financed by a combination of MTG's current cash on hand and fully secured and committed financing totaling USD 460 million, comprising a mix of term loans with a 3+1 year tenor and revolving credit facilities provided by DNB Bank ASA, Sweden Branch; Nordea Bank Abp, filial i Sverige, and Swedbank AB (publ). This represented an indicative net debt/combined EBITDA multiple of 1.9x when including financial debt, earnouts and leasing, and an indicative net financial leverage multiple of 1.1x (net debt/combined MTG EBITDA) for the rolling last 12 months to Q3 2024.



LETTER FROM THE CEO

Dear Stakeholders,

Thank you for following our journey of shaping MTG into one of the leaders in the mobile gaming space. I am proud of everything we accomplished in 2024. We continued to execute on our strategy, which focuses on three areas: operational execution, building a synergetic common layer of commercial tools we call the Flow Platform, and accretive M&A. From an operational standpoint, our studios again clearly demonstrated the quality of our games and the strength and resilience of our teams. We continued to develop our live titles and launched several new ones, overcoming continued industry headwinds in both our midcore and casual segments. This enabled us to report 3% currency adjusted revenue growth for the year and deliver on our full year revenue outlook. Our central marketing team worked closer than ever with several of our studios, in particular Snowprint and Hutch, to support them with user acquisition. We also successfully launched a central creative services function during the year and I'm happy to report that nearly all our studios are already using it. 2024 was also a highly active year from an M&A standpoint. In February 2024 we signed a deal to merge Kongregate into the US-based developer Monumental. We continued to actively pursue strategic M&A opportunities throughout the year and took a significant step towards our future in November, by signing a deal to acquire Plarium.

Plarium: a midcore leader with strong commercial toolkit

Plarium is best known for its midcore squad RPG hit RAID: Shadow Legends, a game where players collect and upgrade characters to face increasingly challenging battles. RAID: Shadow Legends is the highest grossing game in its category on both the Apple and Android app stores. Plarium also makes the game available on both PC and Mac and offers players full access to their account no matter what platform they choose. But Plarium is much more than RAID. The company is home to nearly 1,300 talented and passionate game makers, many of whom are gaming industry veterans. Besides a strong portfolio of evergreen IPs that includes ti-



titles like Vikings, Mech Arena and Merge Gardens, the acquisition also strengthens our Gaming Village by adding state-of-the-art commercial tools to our portfolio. Plarium Play is an advanced direct-to-consumer platform that enables Plarium to monetize its games on PC and outside of the major mobile app stores, and GoGame is a proprietary cutting edge User Acquisition (UA) and marketing platform that is fully integrated into Plarium's IT infrastructure.

Acquiring Plarium is a major catalyst for our evolution and growth

The addition of Plarium is a major milestone for our group, and a catalyst for our future evolution. Our ambition is to unlock the full potential of the expanded Gaming Village. We want to help our teams connect the dots and to encourage sharing and collaboration between our studios. We want to continue growing, to become an even stronger, smarter, and more connected gaming group over time. And we want, as I mentioned, to offer our studios a strong ecosystem of commercial tools to help them drive performance. This will enable us to deliver profitable long-term organic growth and to continue to create value for our shareholders.

A 2024 focused on execution, new games and overcoming industry headwinds

In 2024, our casual word games studio, PlaySimple, demonstrated the agility, speed and adaptability of the team. In the beginning of the year, Google implemented changes to how advertising is sold and bid for online. PlaySimple was one of the gaming companies that suffered a negative impact on ad inventory pricing, as they had optimized their operations to perform in the prior environment. The studio rapidly executed a geographical expansion of their portfolio, localizing several of their most successful word games into multiple languages. They also continued to drive their new casual titles and to launch new ones to fill gaps in their

offering. These actions resulted in a growing user base in the second half of 2024, and our Word Games franchise returned to growth in the fourth quarter, entering 2025 with healthy momentum.

Our Strategy & Simulation franchise had a strong 2024. Warhammer 40,000: Tacticus, was the main driver of this performance, delivering double digit revenue growth every quarter of the year. This reflected a concentrated effort by the game's developer – Snowprint – to continuously improve and expand the game with new features and characters, while also maintaining strong live-ops execution. Forge of Empires remained our largest individual title in 2024 and had a very strong finish to the year, after a softer H1 driven by challenging comparison numbers and somewhat weaker events. This should be seen in context of very strong execution and event performance in 2023. InnoGames' new title, Heroes of History, was launched in Q3 to expand the franchise and early performance data has been very encouraging.

While racing franchise revenues declined in 2024, the season reset for F1 Clash was well-received, boosting average player spend. Hutch tested two new games during 2024, Forza Customs, which was soft launched in Q4 2023, and NASCAR Manager, which was released in Q1 2024. Unfortunately neither game delivered the growth we were looking for. It is important to note that the games in our Racing franchise continue to attract passionate player communities, and the Hutch team are fully focused on improving performance in 2025.

Our Tower Defense franchise revenues declined in 2024, but Ninja Kiwi continued to expand and improve our flagship title Bloons TD 6 with high quality content throughout the year. The team launched a major paid update in Q1 2025, which was very well received by players. Ninja Kiwi is also focused on expanding the portfolio with new titles, and soft-launched the collectible card game Bloons Card Storm in Q4 2024. The game received very positive ini-

tial reactions, and the team will continue to develop and improve gameplay and content in 2025. Ninja Kiwi recently announced two additional future titles in development. The first is Fightland, a massive team battle arena game, and Zombie Assault: Resurgence – a follow up to the popular action title from 2017.

As you can see, all our studios maintained a high pace in 2024, and we entered 2025 with strong momentum, after a successful Q4. We will continue driving performance in our live games and pursue growth in our new games to reinforce our focus on long-term engagement and sustainable growth.

High margins and strong cash conversion fuel our future ambitions

We delivered strong adjusted EBITDA for the full year 2024, with a margin of 28%, in line with our outlook of 26% to 29%. This result reflects the strength of our portfolio, driven by increased scale in key franchises, disciplined cost management, the timing of new game launches, and strong contributions from PlaySimple, InnoGames and Ninja Kiwi. We achieved a strong cash conversion of 71% for 2024, exceeding our long-term expectations of 50-60%. This reflected short term mix of positive timing effects, interest income, disciplined capital allocation and the divestment of Kongregate in February 2024. The timing of certain items means that we expect our cash conversion levels to come down somewhat during 2025 and we therefore continue to be comfortable with the long-term range we have provided.

Capital allocation and shareholder value

We remain committed to our goals of driving organic growth, delivering additional incremental strategic M&A and generating shareholder returns. During 2024 we launched two share buyback programs and will have re-





With Plarium now part of MTG, we have taken the step up to become one of Europe's leading mobile gaming groups.



purchased up to SEK 500 million of shares by the end of April 2025. The Board intends to seek approval for a new buyback mandate at our 2025 AGM, which will ensure that we can continue to deliver returns for our shareholders while executing on the various elements of our strategy. Our ability to generate cash will also be significantly strengthened in 2025 thanks to the acquisition of Plarium and we remain committed to our disciplined capital allocation philosophy.

Looking ahead

With Plarium now part of MTG, we have taken the step up to become one of Europe's leading mobile gaming groups. Our midcore portfolio remains highly focused thanks to the addition of RAID: Shadow Legends and Vikings, which complement our existing titles well. We have also diversified the casual side of our offering with Merge Gardens, which complements our market-leading word games portfolio. Plarium also brings advanced proprietary marketing and publishing tools. Our next journey will be to build an even stronger, smarter, and more connected Gaming Village. We want to empower our people to drive performance, push boundaries and redefine what it means to be a successful gaming group built by unique companies, through collaboration, knowledge sharing and world-class tools.

None of this would be possible without our talented and high performing people. The passion and dedication of

our teams is directly visible in the quality and longevity of our games and none of this would be possible without the people who choose to contribute to our Gaming Village. I am pleased to note that our teams and number of people in our studios remained relatively stable during 2024. We have now doubled the size of the group by welcoming Plarium, which adds approximately 1,300 game makers to our global team.

We also had several changes on the management level, mainly Shaun Rutland, the co-founder and co-CEO of Hutch stepping up to be the executive chairman of the studio in January 2025, with Oliver Bulloss, our Chief Product Officer, stepping in as interim co-CEO. We were also happy to recruit Nick Hopkins as our new CFO in February 2025 after the departure of Nils Mösko in October 2024. He will join us in May, and will be a key contributor to driving our financial strategy, execution and future M&A.

Thank you for your continued interest in our progress. I look forward to your continued support as we embark on the next stage of our journey.

Maria Redin
President & CEO, MTG



BUSINESS MODEL

MTG owns and operates six international gaming studios that develop and publish a wide range of popular titles, which are enjoyed by players all over the world. Our games are available on mobile and other platforms, and we generate revenues via in-app purchases, in-app advertising, and from third-party distribution.

Our studios are responsible for developing, launching, marketing, and operating the high-quality games that make up our portfolio. Many of our games are based on popular, international IPs, across a wide range of casual and mid-core genres.

Long-term value creation

Our business model is designed to generate long-term value for our shareholders through consistent profitable growth. The built-in operating leverage in our business model enables us to deliver stronger profits in periods of lower growth. Due to our financial discipline and operational efficiency, we are also highly cash generative.

Nearly all our games are available to consumers on a free-to-play (F2P) basis and we generate a majority of our revenues from in-app purchases and in-app advertising. Our group's main focus is on mobile gaming, which accounts for 76% of total group revenues. An important part of our revenues also comes from games that are available via browser and on third-party platforms like Steam, Apple Arcade, and Netflix.

A synergetic common layer

In order to accelerate further growth by driving synergies and encouraging our studios to share knowledge and best practices with each other, we are building out a synergetic common layer, the "Flow Platform". It is focused on providing our companies with commercial technology, skills and tools that can help them accelerate growth. The acquisition of Plarium is expected to strengthen this part of our strategy.

Accretive & strategic M&A

The recent acquisition of Plarium positioned us as a top 10 mobile games developer in the West and the #1 listed mobile gaming company in Europe. We remain committed to accretive and strategic acquisitions of gaming studios all over the world and it will continue to contribute to our future growth.

Venture Capital Fund

To complement and support our strategy, we also operate a venture capital fund that has invested a total of USD 40 million in a total of 26 companies, ranging from start-up game developers across several genres to MMO (massively multiplayer online games) and game creation platforms in the USA and Europe.



STRATEGY



-
- 013 Vision, Mission, Strategy
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 - 015 Our strategy



VISION, MISSION, STRATEGY

We are building the best home for game makers and entrepreneurs.

MTG'S VISION

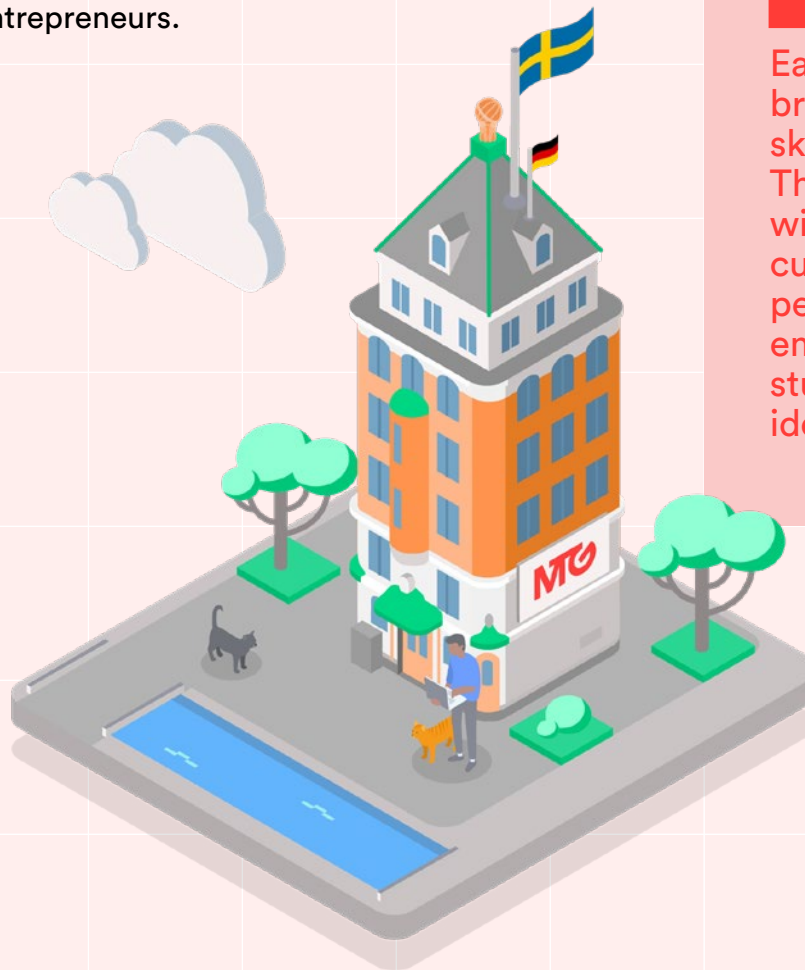
Our vision is to become a global Gaming Village that enables gaming companies to drive performance and come together to bring players around the world a wide range of popular game franchises

MTG'S MISSION

Our mission is to offer players around the world games they love to play. We want to build and nurture strong gaming IPs with constantly evolving content and features that appeal to players over long periods of time

MTG'S STRATEGY

We want to be one of the leaders in mobile gaming and we will achieve this by increasing our relevance. We will do this by growing our scale through a mix of organic growth, the acceleration initiatives delivered by the common layer we call the Flow Platform, and accretive M&A



“

Each of our gaming studios bring unique expertise and skills to our Gaming Village. This is supported by a platform with a strong entrepreneurial culture, designed to bring our people together, while still empowering our gaming studios to retain their unique identity and culture.

”

OUR STRATEGY

1

ORGANIC GROWTH

Offer players around the world a wide range of popular game franchises and continue to evolve our portfolio of quality, evergreen IPs through a mix of live-ops, continuous content updates and in-game advertising. We will also develop and launch new games to continuously expand our portfolio over time



SYNERGETIC APPROACH

Continue evolving the synergetic common layer we call the Flow Platform, which can provide our game studios with the commercial tools, skills, and central team members enabling them to accelerate growth

2

3

FOCUS ON CULTURE AND PEOPLE

Enable our gaming entrepreneurs to thrive by offering them a vibrant ecosystem and know-how within MTG, while preserving the unique culture and feel of each of our gaming studios



STRATEGIC AND ACCRETIVE M&A

Be one of the drivers of the ongoing industry consolidation through a highly selective approach to M&A, focused on popular, evergreen IPs, healthy finances with good growth dynamics, experienced founders and teams, and a solid culture that corresponds with our own

4



1 ORGANIC GROWTH

MTG's gaming studios offer players a wide variety of games across a broad spectrum of casual and mid-core genres. We prioritize evergreen titles, IPs, and franchises that can entertain, engage and retain players over extensive periods of time.

The life cycle of a successful mobile game is typically very long – some popular games stay live for more than a decade. Achieving such long-term success is one of our goals, and measuring that success is critical to our performance. To ensure we stay on track, we apply stringent evaluation criteria to each of our games. These include key performance indicators like daily and monthly active users, average revenue per daily active user (ARPDau), and return on advertising spend (ROAS). We also follow player retention rates and player cohort behavior.

Our studios are focused on two main things to help extend the lifetime of our games:

- **Content updates** – Each of our live games periodically receive minor and major content updates that evolve their gameplay and offer players a reason to continue engaging with the title. Updates range from smaller balance tweaks to major reconfigurations of a game's economy and features, and significant updates with large amounts of new content to explore.

- **Live-ops** – Our live titles are also supported by ongoing live-ops initiatives, a range of new and recurring events that players can encounter within our games. Each event engages players with a key element of the gameplay and also serves as major and minor opportunities for in-app purchases (IAP).

New games

Our studios are focused on gradually expanding our portfolio by launching new games. We aim to continuously offer a healthy selection of games with a good mix of various product life cycles. New titles range from being part of, or adjacent to, existing IP or franchises, to totally new gaming experiences developed by the studios. Once launched, the performance of the new titles is closely monitored. Titles that perform well get supported by live-ops and content updates throughout their life cycles. Sometimes new titles do not manage to get the traction and player engagement that we are looking for. In such cases, the game teams evaluate what to do next. Some games are put in harvest mode. Other, less mature, titles that do not attract sufficient player audiences are discontinued to reallocate key resources on faster growing projects.

In-app advertising

Our studio PlaySimple operates a highly successful portfolio of casual titles focused predominately on word games. PlaySimple is the main driver of MTG's ad revenues and its games are primarily monetized through in-app advertising (IAA). Advertising is also offered by many of our other gaming studios, including Hutch and InnoGames, as an option for in-game progression.

Community

Our games engage passionate player communities across the world. Our studios actively nurture and engage these communities on different digital platforms. They focus on streamers and other content creators and manages both proprietary and public forums where players can engage with our brands and IPs. The significant brand awareness and affinity for our games generated in this way help in lowering our overall user acquisition and retention costs over time.



2 SYNERGETIC APPROACH

MTG's synergetic common layer, the Flow Platform, is our central strategic initiative aiming to help our portfolio companies to drive growth.

The Flow Platform is a long-term project through which we share tools, skills, and people supporting the companies in our portfolio. The two most important areas for synergies that we seek to realize are Business Intelligence (BI) and User Acquisition (UA), while Ad Tech and Cross-promotion are also areas of interest within the Flow Platform.

The acquisition of Plarium enables us to add new state-of-the-art commercial tools to our common toolbox. The most important ones are Plarium Play, an advanced direct-to-consumer platform to monetize games on PC and outside the major mobile app stores, and GoGame, a proprietary, cutting-edge UA and marketing platform. As we now begin the work on integrating Plarium, one of our key priorities is to ensure that we use the studio's tools and capabilities in an optimal way across our entire portfolio.

Key developments in 2024

An important synergetic development in 2024 has been the establishment of a common creative services infrastructure for artwork and creatives. This helps us manage our marketing costs and creates economies of scale for user acquisition. These shared creative services have been

rolled out to Hutch and Snowprint and we have been running integration tests with InnoGames. All three studios are also using shared cinematic services, and Hutch and InnoGames have been evaluating shared game asset services during the year.

The marketing systems for UA have been scaled up at PlaySimple. Furthermore, Snowprint, which was acquired late in 2023, has been fully integrated into the marketing systems throughout the year. New features were also developed based on the needs of our studios. The work on evolving our joint BI platform continued with general good progress in 2024. The global BI data is part of regular group-wide reports and used for analysis and M&A processes.

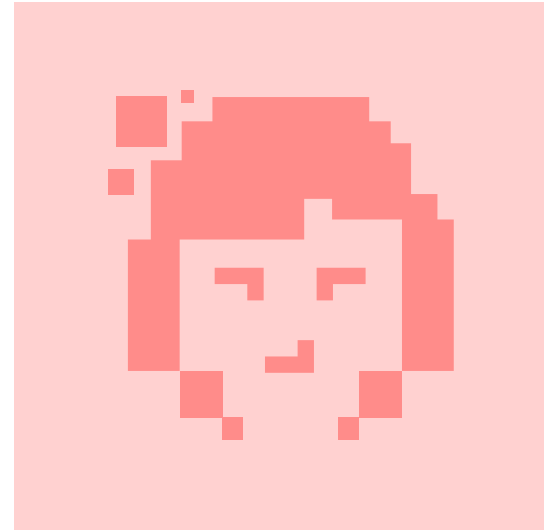
Key developments after the end of the year

The integration process of Plarium has already started and MTG will explore future commercial synergies as well as opportunities for increased efficiency going forward.

3 FOCUS ON CULTURE AND PEOPLE

Our active work with corporate culture and human resources across the group forms an important part of our growth strategy. In a competitive and people-driven industry like gaming, this work provides the group with a unique competitive edge.

Our goal is to consciously drive a group culture that lets each of our gaming studios retain their unique identity and local company culture that helped them achieve success. At the same time, we want to embrace a shared cultural layer to help all our colleagues feel that they are part of a larger whole – the Gaming Village.





4 STRATEGIC AND ACCRETIVE M&A

MTG is well positioned to continue growing and to generate shareholder value over the short, medium, and long term. M&A remains an important part of our strategy today and our ambition is to add more high-quality studios and market-leading games and IPs to our Gaming Village over time.

Retaining a strong balance sheet during 2024, we were able to acquire 100% of Plarium. This transformative acquisition enables us to significantly increase our relevant scale and accelerate the execution of our strategy, creating a best-in-class platform to power future organic growth. Acquiring Plarium is also closely aligned with our selective approach to M&A.

Our M&A strategy is guided by four main principles:

- **Strategic fit:** We seek to acquire gaming studios with a strong strategic fit with the rest of our portfolio. These should have evergreen, distinguishable games, a long-term player fanbase, and franchise potential. We are looking for companies with complementary strengths and capabilities that can help us expand and enhance our existing offerings. We also look at game titles that have a high degree of affinity with existing titles in our portfolio.
- **Strong financials:** We target companies with strong financials and a committed managerial team to ensure that we can maximize growth potential and long-term success.
- **Cultural fit:** We want to work with companies and entrepreneurs who are aligned with our values and culture. This is to ensure that we continue to operate with shared goals and vision while maintaining the integrity of our gaming communities.
- **Synergies:** We look for opportunities to create synergies across our portfolio to ensure that we grow as a community of studios. By leveraging the strengths and expertise of each studio, we can build a network of companies that become stronger together than they would be on their own.

“

Our goal is to consciously drive a group culture that let each of our gaming studios retain their unique identity and local company culture that helped them achieve success.

”



OUR STUDIOS



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026	Plarium

SNAPSHOT 2024



PLAYSIMPLE
Games in MTG's Word Games franchise

- Launched Tile Match and Two Square: 2048 Numbers Merge
- Launched Cryptogram
- Initiated the launch of localized versions of their top-performing games



PLARIUM
Mainly midcore and casual games

- Acquisition of Plarium by MTG announced



SNOWPRINT
Games in MTG's Strategy & Simulation franchise

- Launched a new web store
- Introduced a browser version of the initial stages of Warhammer 40,000: Tactics



INNOGAMES
Games in MTG's Strategy & Simulation franchise

- Launch of Heroes of History
- Forge of Empire added an additional growth team



HUTCH
Games in MTG's Racing franchise

- Launch of NASCAR Manager
- Launch of its 2016 title Hot Wheels: Race Off on Apple Arcade



NINJA KIWI
Mainly games in MTG's Tower Defense franchise

- Launch of Bloons TD 6+ on Apple Vison Pro
- Acquisition of Auto Attack Games, the developer behind Legion TD 2
- Launch of Bloons Card Storm worldwide



Revenue generated by franchise

Group, SEK million	2024	2023
Strategy & Simulation	2,226	1,773
Word Games	2,359	2,352
Tower Defense	455	541
Racing	591	618
Other smaller franchises	385	545
Total revenue	6,015	5,829

PLAYSIMPLE



- Bangalore, India
- Founded in 2014
- Part of MTG since 2021
- >390 employees
- Casual games with a focus on word games
- 1 game in development
- 3.39m Daily Active Users

PlaySimple is a rapidly growing, leading developer of casual free-to-play mobile games that are included in MTG's Word Games franchise. Games operated by the studio include hits like Daily Themed Crossword, Word Trip, and Crossword Jam, as well as newer games such as Tile Match and Two Square: 2048 Numbers Merge. PlaySimple primarily focuses on monetizing its games through in-game advertising and is the main source of MTG's in-app advertising (IAA) revenues. The studio has a highly sophisticated data-driven approach to running its games, which has been pivotal to its success.

MANAGEMENT



Siddharth Jain
CEO and
Co-Founder



Preeti Reddy
Co-Founder



Siddhanth Jain
Co-Founder



Suraj Nalin
Co-Founder



Vikas Soni
General Manager



“PlaySimple’s games are entertaining more people across more languages than ever before. Our ability to swiftly adapt to market demands, coupled with our speed in developing and launching games efficiently, remains the foundation of our success. As we head into 2025, we are poised for even greater growth and innovation, setting the stage for an exciting year ahead.”

Siddharth Jain, CEO and Co-Founder



INNOGAMES



Forge of Empires



Heroes of History



Grepolis



Tribal Wars

- Hamburg, Germany
- Founded in 2007
- Part of MTG since 2016
- >350 employees
- Strategy & Simulation games
- 2 games in development
- 1.15m Daily Active Users

InnoGames is a leading developer and publisher of mobile and browser games that are mainly included in MTG's Strategy & Simulation franchise. The studio's games are in the mid-core market segment with the evergreen Forge of Empires, originally launched in 2012, as the most popular and successful game. In September 2024 they launched Heroes of History. InnoGames primarily earns revenue through in-app purchases. The titles are developed on a mobile-first basis; browser is, however, an important part of their revenue streams.

MANAGEMENT



Hendrik Klindworth
CEO and
Co-Founder



Michael Zillmer
COO and
Co-Founder



Eike Klindworth
Creative Director
and Co-Founder



Sebastian Goldt
Chief Marketing
Officer



Christian Reshöft
Chief Product
Officer



Michael Lenz
Chief Analytics
Officer

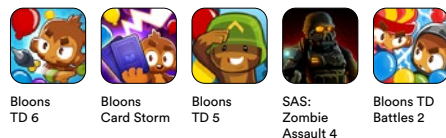


“We continue to empower players to build and inhabit rich and colorful worlds in Forge of Empires, Tribal Wars and now Heroes of History. The longevity of our IPs is a clear testament to the excellence and commitment that our people bring to the content and live-ops that we develop.”

Hendrik Klindworth, CEO and Co-Founder

NINJA KIWI

- Auckland, New Zealand / Dundee, Scotland
- Founded in 2006
- Part of MTG since 2021
- >90 employees
- Tower defense games
- 2 games in development
- 0.91m Daily Active Users

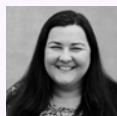


Ninja Kiwi is a leading developer and publisher of multiple platform games, the majority of which are included in MTG's Tower Defense franchise. The studio's revenues predominantly come from paid games and its successful Bloons TD game franchise. In 2024 Ninja Kiwi successfully launched Bloons Card Storm, a digital collectible card game set in the Bloons universe. Bloons TD 6 is also very popular on the Google Play Store, the Apple App Store, and Steam. The portfolio furthermore includes, for example, Bloons TD Battles 2, Bloons TD 5 and SAS: Zombie Assault 4.

MANAGEMENT



Scott Walker
CEO



Lizette van der
Westhuizen
CFO



Tosh Baird
Director, Auckland
Studio



Jan Steglich
EVP of Business



Barry Petrie
EVP, Ninja Kiwi
Europe



Danny Parker
EVP, Ninja Kiwi
Europe



Michael Small
Art Director
Ninja Kiwi



“We remain committed to making sure that our passionate and engaged community continues to call Bloons TD 6 its home, by constantly evolving and expanding our flagship game as we did with our recently launched Rogue Legends expansion. At the same time, we are also focused on building the next chapter of our story, thanks to Bloons Card Storm and future original IP games like Fightland and Zombie Assault.”

Scott Walker, CEO



HUTCH



F1 Clash Top Drivers Forza Customs NASCAR Manager Rebel Racing

- London, England
- Founded in 2011
- Part of MTG since 2020
- >150 employees
- Racing games
- 1 game in development
- 0.47m Daily Active Users

Hutch is a leading developer and publisher of free-to-play mobile games that are included in MTG's Racing franchise. With access to world-class racing IP licenses such as Formula 1 and NASCAR, the studio focuses on bringing strategy and skill to its innovative car-themed games, while engaging player communities on the mobile gaming market. Hutch primarily earns revenue through in-app purchases. Its most important titles are F1® Clash and Top Drives. In 2024 Hutch has carried out the full commercial launch of NASCAR Manager.

MANAGEMENT



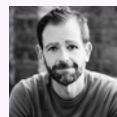
Oliver Bulloss
Interim Co-CEO



Peter Hansen-Chambers
Co-CEO and CFO



Andy Watson
COO



James Levick
Chief Technology Officer



Tim Mannville
Chief Product Officer



Charmaine Clavier-St. John
Head of People



Ravinder Singh
Head of Art



James Emmins
Head of Technical Art



“We are taking significant steps to develop Hutch and are focusing on key initiatives to engage our players by strengthening our games and developing new ones. We continue to learn and evolve, to make sure that Hutch can remain one of the benchmarks for what racing-themed games can be for players around the world.”

Oliver Bulloss, Interim Co-CEO



SNOWPRINT



Warhammer
40,000
Tacticus

Legend of
Solgard

Rivengard

- Stockholm, Sweden / Berlin, Germany
- Founded in 2015
- Part of MTG since 2023
- >50 employees
- Strategy & Simulation games
- No games in development
- 0.14m Daily Active Users.

Snowprint is a leading developer of turn-based tactics mobile games that are included in MTG's Strategy & Simulation franchise. Successfully iterating on its first two titles, Legend of Solgard and Rivengard, Snowprint in 2022 launched the fast-growing hit Warhammer 40,000: Tacticus. This game is based on a global gaming IP owned by Games Workshop with millions of fans around the world. Snowprint primarily earns revenue through in-app purchases. Its goal is to take the gameplay experience to richer, deeper levels, while making mobile mid-core free-to-play games less complex and more accessible to the everyday player.

MANAGEMENT



Alexander Ekvall
CEO and
Co-Founder



Patrik Lindegrén
Co-Founder and
Developer

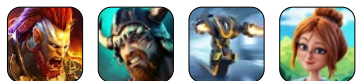


“Warhammer 40,000: Tacticus continues to resonate with passionate fans around the world. Our strong growth in 2024 cemented our place in the mobile gaming landscape and we look forward to bringing our players more characters, more events and more features in 2025.”

Alexander Ekvall, CEO and Co-Founder

PLARIUM

- Herzliya in Israel / Ukraine / Finland / Poland / Spain
- Founded in 2009
- Part of MTG since 2025
- ~ 1,300 employees
- Midcore & casual games
- 2 games in development



RAID:
Shadow
Legends

Vikings:
War of
Clans

Mech Arena
Explorer

Merge
Gardens

Plarium has built a highly successful game portfolio, led by RAID: Shadow Legends. The game is a genre-leading squad battler RPG and evergreen cross-platform IP which presently is the highest grossing turn-based role-playing game on the Google and Apple app stores. Other major titles are Vikings, Mech Arena and Merge Gardens. Plarium primarily earns revenue through in-app purchases. The studio's proprietary D2C monetizing platform Plarium Play and UA platform GoGame will now benefit MTG's wider portfolio.

MANAGEMENT



Schraga Mor
CEO



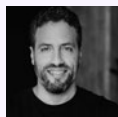
Nanny Balas
COS



Meir Deutsch
CMO



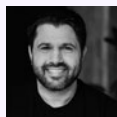
Sofi Stiss
CPSO



Omer Niv
CTO



Ilona Litovchik
VP Finance



Tomer Miles
Growth Studios
GM



Helen Burda
GM Ukraine &
Poland, Head of
Global Services



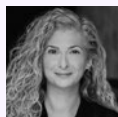
Ronen Gross
VP Business
Development



Dmytro Grytsenko
Head of Product,
Plarium Ukraine &
Poland



Jami Laes
GM Futureplay



Batya Ivanizer
Global VP HR



Leslie Nissan
General Counsel



“We are excited to join MTG and become part of the gaming village. MTG and Plarium both have a shared passion for gaming and an unwavering focus on making sure that we continue to be worthy of our players’ attention and time. We believe that we can build great things together and look forward to our joint journey”

Schraga Mor, CEO

SUSTAINABILITY

028	Corporate sustainability strategy
029	Sustainability targets
030	Inclusive and welcoming
033	Climate action
035	Proud and respectful



CORPORATE SUSTAINABILITY STRATEGY

We want to create a corporate environment where entrepreneurs and game studios can grow sustainably, both independently and together, guided by clear targets.

Statement from our CEO

Our sustainability targets are here to keep us on track and making us a better business. Sustainability is essential to drive long-term growth. It is part of what we do and the way we operate. MTG, together with our portfolio companies, want to be a good corporate citizens because we owe it to our employees, the people who play our games, and all our other stakeholders.

Sustainability strategy

MTG's corporate sustainability strategy reflects our vision of a Gaming Village where entrepreneurs, and the studios they have created, can grow and thrive, supported by clear targets and collaboration. To support our strategy, we have established three pillars that reflect our sustainability-related impacts, risks and opportunities (IROs) within the areas of environment, social and governance.

To implement MTG's sustainability strategy all studios must adhere to our policy framework and ensure that all employees participate in training courses for our core policies: the Code of Conduct, Anti-Corruption Policy and Whistleblower Policy. Additionally, all companies are required to report on initiatives contributing to diversity, equality, inclusion, and climate objectives.

Each of the three pillars has a defined objective and target to measure performance. These are based on identified sustainability topics as a result of the DMA, industry and globally recognized standards. During 2025 the sustainability strategy, including objectives and targets, will be reviewed following the results of the double materiality assessment (DMA) that were conducted in 2024. The result of the DMA will inform the future sustainability strategy.



SUSTAINABILITY TARGETS

	INCLUSIVE AND WELCOMING	CLIMATE ACTION	PROUD AND RESPECTFUL
OBJECTIVE	We believe that companies with a diverse workforce that treat their employees equally and include everyone are more creative, innovative and competitive than those who do not. A diverse workforce can also help us better understand and develop products that attract global consumers.	We recognize that our Gaming Village has an impact on the environment and, more specifically, on climate change. We aim to minimize our negative impact while growing our Gaming Village.	We want to be proud of our games. That includes protecting minors, improving accessibility in games and transparent communication with our players. With great games comes great responsibility and we want and need to conduct our business with respect and integrity. MTG will conduct business with respect and integrity.
CONTRIBUTION TO UN GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT	Goal 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making.	Goal 13.2 Integrate climate change measures into strategies and planning.	Goal 16.5 Substantially reduce corruption and bribery in all their forms.
	Our target is to annually increase gender representation to be in line with industry reports. 40% of the workforce to consist of female or non-binary employees. Base year of target is 2022.	Our target is to reduce our value chain emissions (tCO₂e) by 50% by 2032 in line with the Paris Agreement (to limit global warming to 1.5°C). Base year of target is 2022.	Our target within “respectful” is to improve our sustainability governance by reducing our ESG risk rating to 10 by 2025. A target within “proud” will be defined in 2024. Base year of target is 2022.
ACTION 2024	■ Annual training on unconscious bias and diversity, equity, and inclusion (DE&I). ■ Training in responsible AI usage to enhance operations and creativity. ■ Trainee programs to attract young talents from diverse backgrounds. ■ A fair recruitment process to minimize bias. 	■ Expanded our carbon accounting by including hotspot categories. ■ Conducted training for HQ and studios on climate change, carbon accounting and ESRS reporting. ■ Optimization of energy use through smart systems and measures. ■ Use of solar panels for sustainable electricity supply. ■ Responsible waste and e-waste management through authorized operators. 	■ Responsible gaming, with a focus on age classification and protection of minors' data. ■ Strict data protection measures, including limited collection of personal data and compliance with global regulations. ■ Adherence to age restrictions, ensuring games are rated according to international guidelines. ■ Sustainability themes in games, to raise environmental awareness and promote positive messages.
STATUS IN 2024	28% of employees identified as female or non-binary in 2023.	+124,6% Total value chain emissions; Scope 1, Scope 2 (marketbased) and Scope 3 for 2024 was 4,592.3 tCO₂e. We are unable to draw meaningful conclusions due to changes in the methodologies and expansion of the reporting scope.	15.9 is our ESG risk rating, in December 2024.

INCLUSIVE AND WELCOMING

We believe that fostering a diverse workforce, ensuring equal treatment, and providing opportunities for all within welcoming workplaces is crucial for our Gaming Village to flourish in creativity and competitiveness.

A diverse Gaming Village

Millions of players globally enjoy our games and we want to reflect the diversity of our players in our own workforce.

When it comes to gender diversity at MTG, there is an acknowledged room for improvement. In 2024, women and non-binary employees accounted for 28% of the workforce. The ambition is to increase this proportion to a minimum of 40% of the total workforce over time.

MTG works towards achieving this target by assisting portfolio companies in establishing structures and workplaces that attract and retain more diverse talent pool.

Equal and inclusive workplaces

To increase diversity and help employees grow, MTG needs to be equal and inclusive. There are different ways to achieve this. Training and awareness are one way to increase equality and inclusion. For example, training is carried out for most employees in the areas of unconscious bias and diversity, equality and inclusion (DE&I) as well as training on the responsible use of AI.

Equal pay and remuneration

Each portfolio company is responsible for ensuring correct pay grades and remuneration based on local laws, regulations, and standards.

MTG have clear requirements for basic pay to align with universal labor rights standards, applicable laws, and agreements on working hours and wages.

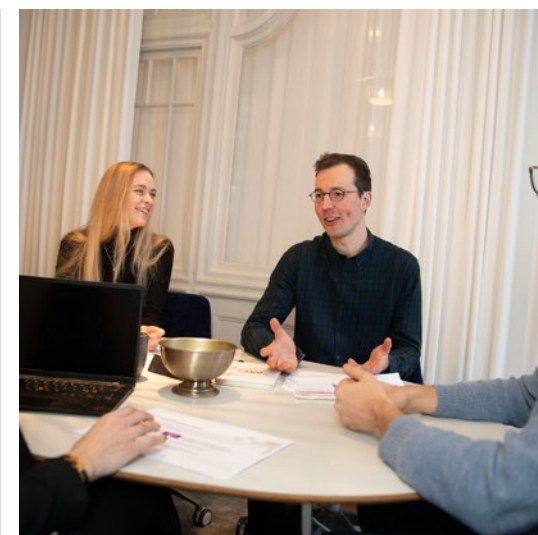


“

We understand the advantage that diverse and passionate teams have in bringing players rich, fun and compelling gaming experiences.

Maria Redin
President & CEO, MTG

”



Attractive and healthy workplaces

Our employees' well-being reflects the overall health of our work environment. We believe that prioritizing our employees' health and well-being plays a pivotal role in our overall performance as a company. Each portfolio company is responsible for ensuring the well-being of their employees, based on their working methodologies and regional laws and regulations.

Our approach centers on creating workplaces that facilitate physical and mental well-being through a healthy work-life balance. We also aim to provide development opportunities and flexibility, allowing individuals to navigate new life situations while contributing to our Gaming Village.

Attract and retain talent

MTG wants to grow not only by adding studios to our Gaming Village but also by hiring and retaining talented people. In 2024, the MTG village decreased by 4,7% in terms of new employees. By measuring our voluntary turnover for 2024, we hope to gain a better understanding of why employees choose to move on. MTG's studios have strong company cultures and work proactively to attract and retain talent. I

Workplaces where employees can grow

For both MTG and our employees, career development is of high interest. To be able to provide individualized career growth, each of our portfolio companies conducts annual reviews. This ensures that career development remains a focal point. In 2024, 91,9% of employees participated in at least one review.

Training stands out as a crucial tool for enhancing expertise. Each of our portfolio companies provides a diverse range of training programs for their employees.

Work and parenthood

Enabling flexibility in the workplace is important, not only in terms of where individuals work but also to adapt to changes in their life situation. In recent years, we have sustained a high return-to-work rate, with a majority of employees choosing to stay at MTG after taking parental leave. This is a positive indication that our workplaces are sustainable and flexible in addressing new life situations. We aim to maintain and enhance these figures, because we believe that diversity in life situations is an important aspect of our commitment to diversity, equality, and inclusion.

Always improving

Each of our portfolio companies has a workers' council, or a comparable entity, tasked with addressing work-related injuries and health concerns, and proposing improvements. The frequency and format of these meetings vary, based on the structure and needs of each company.

A DIVERSE VILLAGE

Millions of players globally enjoy our games and we want to reflect the diversity of our players in our own workforce.

ATTRACTIVE AND HEALTHY WORKPLACES

We believe that prioritizing our employees' health and well-being plays a pivotal role in our overall performance as a company.

ALWAYS IMPROVING

Each of our portfolio companies has a workers' council, or a comparable entity, tasked with addressing work-related injuries and health concerns, and proposing improvements.



INCLUSIVE AND WELCOMING

MTG WILL BE A
DIVERSE
WORKFORCE

40%

of the workforce to be represented by
female or non-binary employees

TARGET

OUTCOME 2024

28%

of the workforce is represented by
female or non-binary employees

~20%

of top and middle mangement is
represented by female or non-binary
employees



CLIMATE ACTION

We acknowledge the environmental impact of our global gaming community, particularly on the climate. Our goal is to reduce this impact as we expand and develop our Gaming Village.

As a global player, MTG acknowledges that our business operations have an impact on the environment and particularly on the climate. To address this, we have a clearly defined target in our sustainability strategy: MTG is to reduce emissions in the whole value chain (Scope 1, 2, and 3) by 50% by 2032, with 2022 as the base year. Our commitment is in line with the Paris Agreement to limit global warming to 1.5 degrees.

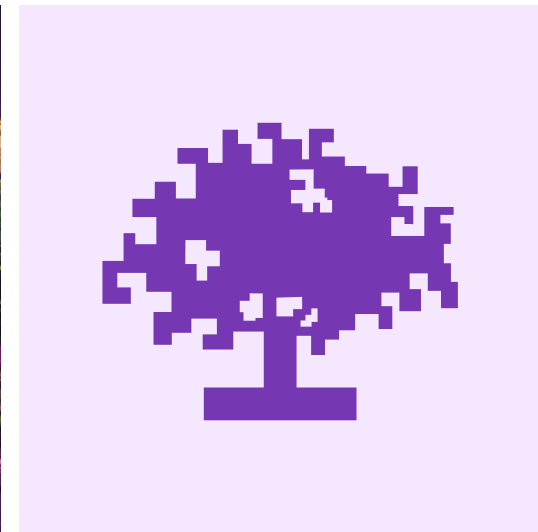
Our approach

By monitoring our carbon footprint, mapping energy consumption, and promoting reuse of equipment whenever possible, we aim to minimize the negative environmental impact of our business operations. We expect our suppliers and stakeholders to share this commitment.

Our ambition is to establish appropriate guidelines and internal structures to ensure that everyone in the group acts responsibly within the scope of their role. During 2025, we will, therefore, adopt our Environmental policy across the group to further our commitment to integrate impacts risk and opportunities (IROs) into our sustainability strategy and thereafter develop concrete action plans as well as review our targets. We believe that collaborating with our partners and suppliers, and clearly articulating our expectations and future targets will enable us to achieve a more environmentally responsible approach.

Our emissions

Scope 1 and 2 (market-based) emissions (tCO₂e) represent 7.4% of our total emissions. The main source of emissions is our offices' use of electricity. Our Scope 1 and 2 emissions have increased since the previous year. Scope 3 emissions (tCO₂e) account for 92.6% of our total emissions.



“

We have only one planet,
so being climate conscious
is essential.

”

Maria Redin
President & CEO, MTG

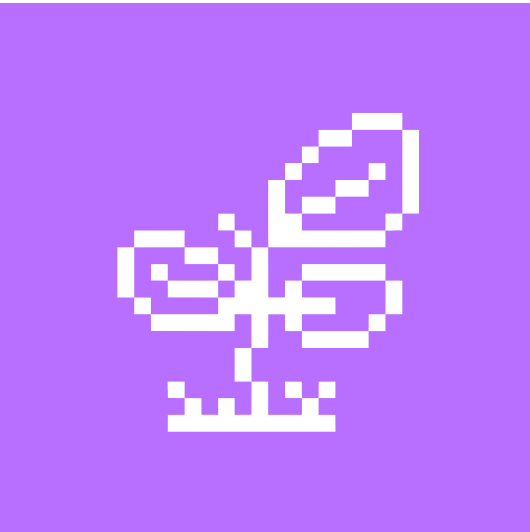


CLIMATE ACTION		
CLIMATE ACTION	50%	reduction of greenhouse gas emissions (tCO ₂ e) by 2032.
TARGET		
OUTCOME 2024	~48%	increase of emissions in Scope 1 and 2 (market-based).
	+134%	increase of emissions in Scope 3.

Our main sources of Scope 3 emissions in 2024 is use of sold products, business travel and capital goods. Our Scope 3 emissions have increased with 134.4% compared to the 2023 reporting scope. However, we are not able to draw significant conclusions as a result of changes in methodologies and expansion of the reporting scope.

Using less energy and switching to renewable electricity
 Using less energy and switching to renewable electricity where possible are effective and important actions we can implement to reduce our Scope 2 emissions.

Less waste
 We consistently strive to minimize waste production and promote circularity through recycling and taking advantage of opportunities for reuse.



OUR AMBITION

Our ambition is to establish appropriate guidelines and internal structures to ensure that everyone in the group acts responsibly within the scope of their role.

WASTE

We consistently strive to minimize waste production and promote circularity through recycling and taking advantage of opportunities for reuse.

OUR EMISSIONS

Scope 1 and 2 (market-based) emissions (tCO₂e) represent 9.7% of our total emissions. The main source of emissions is our offices' use of electricity.

PROUD AND RESPECTFUL

We want to provide games that offer safe, trusted and enjoyable experiences for everyone – games that we are proud of.

MTG's approach to games centers on the belief that we should take pride in the games we develop. This pride is reflected in our commitment to crafting games with fun gameplay mechanics, that are user friendly and that deliver a safe and trusted experience for our users. We aim to continue the use of tools to monitor and mitigate unacceptable behavior within social features as well as providing features that increase accessibility and protection of minors.

Age classification of games

Games developed by MTG's companies are classified by either the International Age Rating Coalition (IARC) or the age rating systems on platforms such as Google Play and the Apple App Store. However, country or region-specific age limits may vary depending on the markets where the games are published.

Protecting minors' data

All MTG's companies continuously improve their data protection processes in accordance with the framework developed and governed by our Head of Data Protection.

Tailoring these processes to individual games, their respective mechanics, and the data collected, each company has developed its own approach to ensure the safeguarding of all data, with a particular focus on protecting the data of minors.

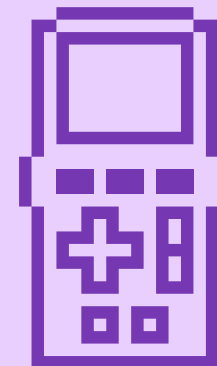


“

We understand how important good governance is and we continuously work to enhance it across our companies.

”

Maria Redin
President & CEO, MTG



PROUD AND RESPECTFUL	
TARGET	We will reduce our ESG risk rating to 10 or lower.
POLICY FRAMEWORK	Anti-Corruption Policy Code of Conduct Whistleblower Policy
CONTRIBUTION TO UN GLOBAL GOALS	Goal 16.5 Sustainability reduce corruption and bribery in all their forms.
OUTCOME 2024	15.9 in overall ESG risk rating in December 2024.

Policies and guidelines

We want our gaming environments to be safe and respectful. To achieve this, our gaming companies have implemented policies, guidelines, and tools to address any unacceptable behavior. During 2025, we will adopt and roll out a Responsible Marketing Policy for the group to address the identified risks and opportunities in connection to our players. For more details on our commitment to sustainability for our gamers, please refer to page 169.

Gaming for all

We want everyone to be able to play and enjoy our games, including neurodivergent players. This is why our game studios are continuously developing and implementing different settings and mechanics which allow players with, for example, color blindness, visual impairments, or sensory sensitivity to play our games.

In promoting gaming for all, we also include the significance of maintaining a healthy balance between engaging with our games and life outside of our games, particularly for our younger players.

Luck-based mechanism

Luck-based mechanism or Paid Random Items (PRI) are present in games across all categories, including those developed by MTG's studios. Games featuring PRI mechanism, developed by our gaming studios, adhere to relevant laws and provide players with information regarding the odds of obtaining specific items. In titles such as F1 Clash, Forge of Empires, and Warhammer 40,000: Tacticus, the odds (in percentage) to receive a particular item are explicitly presented. Typically, this information is displayed alongside the card pack or chest, enhancing transparency for the player.

DIRECTORS' REPORT



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BUSINESS OPERATIONS

Modern Times Group MTG AB (publ) (MTG) is a publicly listed company that owns and operates gaming companies and studios with popular global IPs across a wide range of casual and mid-core genres. MTG's Class A and Class B shares are listed on Nasdaq Stockholm's Mid Cap list under the symbols MTG A and MTG B. MTG's registered office is located at Skeppsbron 18, P.O. Box 2094, SE-103 13 Stockholm, Sweden. MTG's registration number is 556309-9158.

MTG's ambition is to build a global Gaming Village that enables gaming companies to drive their business and to bring players around the world a diverse selection of popular game franchises. As a leading European mobile gaming group, MTG wants to create value through organic growth, acceleration initiatives through collaboration and a growing commercial tech and tools ecosystem, and carefully selected and accretive M&A.

At the start of 2024, MTG's financial reporting included the six gaming studios: InnoGames, Hutch, Ninja Kiwi, PlaySimple, Kongregate and Snowprint. Additionally, MTG made investments in gaming-related companies through its VC fund.

Significant events during the year

Active portfolio realignment is a natural part of MTG's ongoing evolution. During 2024 and after year-end, the company announced or completed a number of significant developments, including:

January 24 – MTG announced that Oliver Bulloss joined the group in the newly created role of Chief Product Officer. Oliver has extensive experience from a diverse array of leadership roles in mobile gaming. He most recently served as General Manager of NaturalMotion Zynga.

January 30 – MTG's Extraordinary General Meeting (EGM) resolved on all proposals, including a transfer of class B shares to the sellers of PlaySimple as well as transfers of class B shares on a regulated market or by way of accelerated bookbuilding procedures.

February 8 – MTG announced a non-cash agreement to divest Kongregate by merging it with the US game development studio Monumental for a 30% equity stake in the combined company on a fully diluted basis.

April 16 – MTG announced that its wholly owned game studio Ninja Kiwi had acquired AutoAttack Games, the studio behind the successful tower defense title Legion TD 2, which is available on Steam.

April 24 – MTG announced a SEK 100 million share buyback program, launching on April 24 and running until May 15, 2024.

May 16 – The Annual General Meeting (AGM) resolved on the following proposals, among others: to adopt an incentive plan for 2024, to elect Öhrlings PricewaterhouseCoopers AB as new Auditor, and to reduce the share capital of the company by way of cancellation of repurchased own Class B shares.

May 16 – Conclusion of MTG's share buyback program that commenced on April 24, 2024. MTG repurchased a total of 586,755 Class B shares under the program, for a total value of SEK 55 million.

May 16 – MTG announced an SEK 400 million share repurchase program. The program runs between May 17 and April 30, 2025. The Board of Directors' view is that share repurchase programs provide a flexible and sustainable increase in the value created for MTG's shareholders while enabling MTG to continue pursuing its strategic M&A objectives.

June 4 – MTG secured new SEK 1 billion unsecured revolving credit facility with a 2-year tenor, with an option to extend for an additional year.

October 3 – MTG announced that MTG's Chief Product Officer Oliver Bulloss would take up the position interim co-CEO from January 2, 2025. Shaun Rutland, co-founder of Hutch stepped up from his operational Co-CEO role to take on the position as Executive Chairman of Hutch from January 2, 2025.

October 9 – MTG announced that its CFO Nils Mösko had stepped down from his role with immediate effect. The decision was made amicably and in mutual agreement. MTG's CEO Maria Redin will oversee the CFO responsibilities while MTG searches for a replacement.



November 11 – MTG announced that it has signed an agreement with Aristocrat Leisure Limited (“Aristocrat”) to acquire 100% of Plarium Global Ltd (“Plarium”), the international studio behind the popular squad battler RPG RAID: Shadow Legends, a highly successful evergreen cross-platform IP.

Events after the reporting period

February 12, 2025 – MTG announced that it has successfully closed the transaction to acquire 100% of Plarium Global Ltd., the developer behind the global RPG RAID: Shadow Legends.

February 25, 2025 – MTG announced that Nick Hopkins had been appointed as the group’s Chief Financial Officer. Nick brings 15 years of investment banking experience, advising companies in gaming, media, technology, and consumer retail.

FINCANCIAL OVERVIEW

Consolidated financial performance (SEK million)	2024	2023
Net sales	6,015	5,829
Costs before depreciation and amortization	-4,540	-4,391
Adjusted EBITDA	1,666	1,548
Adjusted EBITDA margin	28%	27%
Adjustments	190	109
EBITDA	1,476	1,439
Amortization	516	517
Depreciation	59	36
of which PPA	405	372
EBIT	901	885
EBIT margin	15%	15%
Net income	-210	164
Basic earnings per share (SEK)	-1.74	1.33

Consolidated financial performance (SEK million)	2024	2023
Net cash flow from operations	1,340	1,258
CAPEX	98	212
Net sales growth y-o-y		
Organic growth	-1%	-2%
Acquisitions/divestments	4%	2%
Changes in FX rates	0%	5%
Change in reported net sales	3%	5%
Pro forma growth	-	-

Net sales

Net sales on a reported basis increased by 3% year-on-year to SEK 6,015 (5,829) million. Organic sales growth declined by 1%. Exchange rate changes contributed with 0%.

Operating expenditure

Operating costs before depreciation and amortization increased by 3% to SEK 4,540 (4,391) million. This included SEK 24 (33) million in costs related to long-term incentive (LTI) programs and SEK 158 (36) million in Merger & Acquisition (M&A) transaction costs.

Adjusted EBITDA

The group's adjusted EBITDA amounted to SEK 1,666 (1,548) million, primarily driven by higher mobile and browser revenues across in most of our game franchises. The adjusted EBITDA margin was 28% (27). EBITDA amounted to SEK 1,476 (1,439) million.

EBIT

Depreciation and amortization amounted to SEK 575 (553) million and included amortization of purchase price allocations (PPA) of SEK 405 (372) million. Excluding PPA, depreciation and amortization amounted to SEK million to SEK 170 (181) million. Group EBIT was SEK 901 (885) million. The EBIT margin was 15% (15).

Net financials and net income

The net financials amounted to SEK -719 (-324) million, primarily due to the revaluation of earnout liabilities of SEK -347 million, the revaluation of the put/call option of SEK -111 million, the revaluation of financial debt of SEK -68 million related to the C-shares held by the group for a final payment as part of the agreement to acquire Play-Simple (since the debt follows the value of a fixed number of shares), as well as the net interest income of SEK 129 million, exchange rate differences of SEK -96 million, discounted interest on additional purchase prices of SEK -216 million, and SEK -10 million related to other changes. For a summary of changes in additional purchase prices, see the table in note 24 on page 119.

The group's tax was SEK -392 (-397) million. Current tax amounted to SEK -529 (-451) million and deferred tax was SEK 137 (53) million.



Net income and earnings per share

The group reported a net income of SEK -210 (164) million for continuing operations and basic earnings per share before dilution of SEK -1.74 (1.33) and after dilution of SEK -1.74 (1.32).

Cash flow and financial position

The group reported a SEK 264 (-25) million change in working capital. Net cash flow from operating activities amounted to SEK 1,340 (1,258) million.

The group's capital expenditure on tangible and intangible assets amounted to SEK 98 (212) million, mainly consisting of capitalized development costs for games and platforms that have not yet been commercially released. Investment in the VC fund was SEK 424 (397) million.

Total cash flow relating to investing activities amounted to SEK -551 (-2,353) million.

Cash flow from financing activities amounted to SEK -388 (-536) million.

The net change in cash and cash equivalents from continuing operations amounted to SEK 401 (-1,630) million.

The group had cash and cash equivalents of SEK 3,543 (2,956) million at the end of the period.

Cash flow (SEK million)	2024	2023
Cash flows from operating activities	1,599	1,714
Taxes paid	-522	-431
Changes in working capital	264	-25
Net cash flows from operating activities	1,340	1,258
Investing activities	-551	-2,353
Financing activities	-388	-536
Total net change in cash and cash equivalents	401	-1,630
Cash and cash equivalents at the end of year	3,543	2,956

OTHER GROUP INFORMATION

Parent Company

Modern Times Group MTG AB (publ) is the group’s parent company and is responsible for group-wide management, administration and finance functions. MTG’s treasury function provides a central cash pool or financing through internal loans to support the operating companies.

The MTG parent company reported internal sales of SEK 59 (61) SEK million in 2024. Net interest and other financial items amounted to SEK 157 (-127) SEK million, where the main part consisted of unrealized and realized exchange differences amounting to 33 (-149) and 54 (53) respectively and interest income SEK 93 (152) SEK million. Income after tax and appropriations amounted to SEK -218 (-137) SEK million. The parent company had cash and cash equivalents of SEK 1,344 (1,599) SEK million at the end of the period.

Dividend and proposed appropriation of earnings

The following funds are at the disposal of the shareholders:

Dividend and proposed appropriation of earnings

(SEK)	2024
Premium reserve	6,003,467,147
Retained Earnings	8,557,357,439
Net income for the year	-218,199,870
Total at disposal per 31 December	14,342,624,715

The Board proposes that MTG’s retained earnings, the share premium reserve and the result for the year, a total of SEK 14,342,624,715 is to be carried forward.

Sustainability

The statutory sustainability report according to Chapter 6 of the Annual Accounts Act can be found on pages 27-36 and 128–179.

THE MTG SHARE

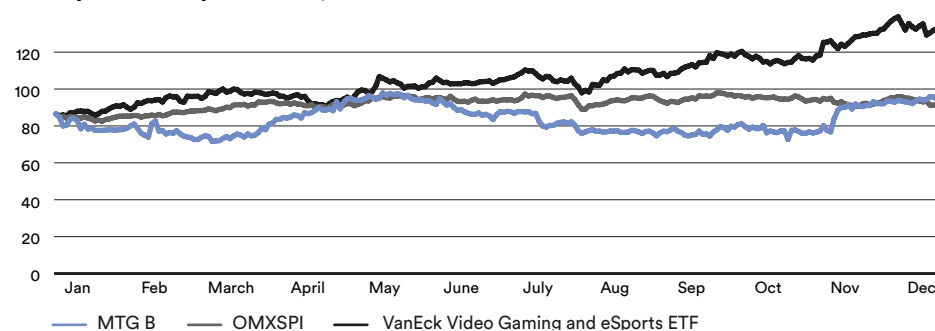
Share price performance and total return

MTG's Class A and Class B shares are listed on Nasdaq Stockholm (Mid Cap segment) under the symbols 'MTG A' and 'MTG B'. At the beginning of 2024, the MTG Class B share price was SEK 86.45 (89.10) and at the end of 2024, it was SEK 94.90 (86.15), with a decreased number of total shares (as further described below). This implies an increase in the share price by 9.8% and a market capitalization by the year-end 2024 of SEK 11.6 (10.8) billion excluding Class C shares.

Ownership structure

The total number of shareholders according to the share register held by Euroclear Sweden AB (the Swedish Central Securities Depository) was 37,099 (40,885) at the end of 2024. The shares held by the 10 largest shareholders corresponded to approximately 55% (52) of the share capital and 53% (51) of the voting rights. Swedish shareholders owned approximately 43 % (35) of the share capital and international investors owned approximately 57% (65).

Share price development 2024, indexed



Shareholders as of December 31, 2024

#	Owners	MTG A	MTG B	MTG C	Capital	Votes	Verified
1	EHM Holding GmbH		18,290,453		14.25%	13.74%	2024-12-23
2	Active Ownership Corporation S.à r.l.		11,816,637		9.21%	8.88%	2024-12-31
3	Handelsbanken Fonder		10,478,430	6,324,343	8.17%	7.87%	2024-12-31
4	Modern Times Group MTG AB		3,679,820		7.80%	7.51%	2024-12-30
5	Nordea Funds		5,238,774		4.08%	3.93%	2024-12-31
6	Vanguard		3,377,039		2.63%	2.54%	2024-12-31
7	DNCA Finance S.A		3,323,976		2.58%	2.48%	2024-12-31
8	C WorldWide Asset Management		2,990,151		2.33%	2.25%	2024-12-31
9	Swedbank Robur Fonder		2,884,296		2.25%	2.17%	2024-12-31
10	Andra AP-fonden		2,498,971		1.95%	1.88%	2024-12-23
Total top 10		0	64,578,547	6,324,343	55.2%	53.2%	
Others		366,730	57,041,007	0	44.8%	46.8%	
Total		366,730	121,619,554	6,324,343	100.0%	100.0%	



Total number of shares and voting rights

The holder of an MTG Class A share is entitled to 10 votes and the holder of an MTG Class B and MTG Class C share, respectively, is entitled to one vote each. Class C shareholders are not entitled to dividend payments. Out of the total number of issued shares, 3,679,820 (3,662,980) Class B shares and 6,324,343 (6,324,343) Class C shares were held as treasury shares as of December 31, 2024 (these shares are not represented at general meetings of the company). Due to the cancellation of shares described below (which were made in 2024), the total number of voting rights and total number of shares as of December 31, 2024 amounted to 133,144,851 votes (136,579,685) and 128,310,627 shares (131,668,727).

- The reduction of the share capital by SEK 16,790,500 by way of cancellation of 3,358,100 Class B shares repurchased under MTG's repurchase programs carried out between April 27, 2023 and December 31, 2023.

Share capital

The parent company's share capital amounted to SEK 642 (658) million at the end of 2024. For changes in the share capital between 2024 and 2023, please see the report entitled 'Consolidated statement of changes in equity'.

Share distribution

Size Class	Number of shares	Capital	Votes	Number of known owners	Part of known owners
1–100	573,147	0.45%	0.56%	26,297	70.88%
101–200	535,576	0.42%	0.52%	3,599	9.70%
201–500	1,163,049	0.91%	1.01%	3,530	9.51%
501–1,000	1,279,836	1.00%	1.15%	1,709	4.61%
1,001–2,000	1,436,954	1.12%	1.21%	966	2.60%
2,001–5,000	1,752,151	1.37%	1.43%	553	1.49%
5,001–10,000	1,287,500	1.00%	1.23%	179	0.48%
10,001–20,000	1,171,847	0.91%	0.91%	82	0.22%
20,001–50,000	2,374,481	1.85%	2.13%	73	0.20%
50,001–100,000	2,267,380	1.77%	1.88%	32	0.09%
100,001–200,000	4,068,002	3.17%	3.86%	30	0.08%
200,001–500,000	6,473,747	5.04%	4.86%	18	0.05%
500,001–1,000,000	8,961,952	6.98%	6.75%	13	0.04%
1,000,001–2,000,000	16,436,740	12.78%	13.41%	11	0.03%
2,000,001–5,000,000	17,607,481	13.71%	13.21%	6	0.02%
5,000,001–10,000,000	5,239,896	4.08%	3.94%	1	0.00%
10,000,001–	50,589,683	39.43%	38.00%	4	0.01%
Anonymous ownership	5,091,205	4.02%	3.95%	N/A	N/A
Total	128,310,627	100%	100%	40,885	100%



Reclassifications

8,526 Class A shares were reclassified into Class B shares in 2024. There were no reclassifications of Class A shares into Class B shares in 2023.

Exercise of long-term incentive plans

174,301 Class B shares were allotted to the participants in the long-term incentive plan of 2022 during 2024.

For information on share-based long-term incentive plans, please see Note 21.

Board authorizations 2024

The Annual General Meeting held on May 16, 2024, resolved on the following resolutions with respect to Board authorizations:

- The Board was authorized to resolve on repurchases and transfers of own shares. This authorization was used by the Board on May 17, 2024.
- The Board was authorized to, on one or more occasions during the period up until the next Annual General Meeting, issue new Class B shares with or without deviation from the shareholders' preferential rights. New share issues resolved upon by the Board using this authorization shall, in aggregate, represent no more than 10 percent of the total number of shares in the company at the time when the Board of Directors exercises this authorization for the first time. The Board has not yet utilized this authorization.

2023

The Annual General Meeting held on May 17, 2023, resolved on the following resolutions with respect to Board authorizations:

- To secure delivery of shares to the participants in the 2022 Incentive Plan, the Board was authorized to carry out a directed issue, and a subsequent repurchase, of not more than 389,241 Class C shares (which can be converted into Class B shares) and that no more than 389,241 own Class B shares may be transferred free of charge to the participants in accordance with terms and conditions of the 2022 Incentive Plan. The Board has not yet utilized this authorization.
- The Board was authorized to resolve on repurchases and transfers of own shares. This authorization was used by the Board on September 1, 2023.
- The Board was authorized to, on one or more occasions during the period up until the next Annual General Meeting, issue new Class B shares with or without deviation from the shareholders' preferential rights. New share issues resolved upon by the Board using this authorization shall, in aggregate, represent no more than 10 percent of the total number of shares in the company at the time when the Board of Directors exercises this authorization for the first time. The Board has not yet utilized this authorization.

Articles of association

The Articles of Association do not include any provisions for appointing or dismissing members of the Board of Directors or for changing the Articles of Association. Outstanding shares may be freely transferred without restrictions. MTG is not aware of any agreements between shareholders that limit the right to transfer shares.

For effects of transactions after the balance sheet date, please see Note 26.

FINANCIAL POLICIES AND RISK MANAGEMENT

Risks and uncertainties

Competitive risks

Competitive risks include the competition for consumers' time and money, both against other game makers and providers of other forms of entertainment (e.g., social media or video streaming). MTG's ability to compete successfully depends on multiple factors, including the ability to adapt to innovation and new technologies, achieve widespread distribution of its products and develop user communities in a sustainable manner.

M&A deals may not be successful

As an active investor, MTG acquires and divests companies, or stakes in companies, from time to time. Such acquisitions may not deliver the expected benefits to the group, and could potentially result in significant financial loss and a negative effect on the share price.

MTG is facing the risk of increased competition for new acquisitions. Heightened investor interest in gaming assets may lead to greater acquisition costs, affecting the Company's ability to grow its asset portfolio profitably.

As a consequence, and because of pursuing M&A opportunities in geographies with a heightened risk of corruption, MTG may become associated with counterparties of questionable reputation. This can have an adverse effect

on the group's reputation and expose MTG to the risk of litigation.

Reliance on a few game titles

A large proportion of MTG's revenues are generated by a few game titles (including Forge of Empires, Warhammer 40,000: Tacticus and Word Trip). If the popularity of these titles declines, this may have a significant adverse effect on MTG's performance. The reliance on a few major titles remained unchanged throughout 2024.

New title releases may not succeed

Releasing and scaling new titles to drive long-term monetization is a core part of MTG's strategy. If MTG's studios fail to release new titles, or if the newly released titles are not well received by players, MTG may not be able to reach its revenue and profitability goals.

Dependence on major platforms for distribution of game titles

MTG distributes its games and updates to games through third-party platforms like Apple's App Store, Google Play, and Amazon's App store. As such, MTG is dependent on these third-party platforms. Platform technical problems and adverse placement of MTG's game titles in search results and category listings by platforms' automated algorithms may reduce the number of downloads of MTG's games. This may prevent the Company from reaching its revenue and profitability goals. Changes to platforms' terms and conditions may also have an adverse effect on MTG's ability to promote or monetize its games.

Marketing spend may not be effective

MTG's gaming companies are continuously promoting their products to attract new customers. Given the volume of spending on user acquisition, marketing campaigns that do

not deliver the expected customer intake may result in significant financial loss.

Furthermore, changes in restrictions on the availability and processing of personal data may decrease the effectiveness of MTG's marketing spend by making it more difficult to address the audience segments that are most likely to become MTG's customers. Such restrictions are the result of both governmental policies and content distribution platforms' decisions to safeguard their users' privacy (e.g. IDFA on Apple devices).

Dependence on third-party trademarks

Some of the main titles from Snowprint and Hutch contain licensed third-party trademarks (e.g., Warhammer 40,000 and Formula 1). If such licenses are withdrawn, or licensing costs increase beyond projections, MTG may need to discontinue the affected games. This may have an adverse effect on the Company's revenue and profitability.

Intellectual property right infringement

MTG's trademarks, copyrights and other intellectual property rights may not provide adequate protection for MTG, or intellectual property registration applications may not be granted, or MTG's rights may not be upheld in some jurisdictions. MTG may be subject to infringement of intellectual property rights lawsuits, or other companies may sue MTG for alleged or actual infringement of their intellectual property rights, for example due to MTG's use of third-party components and open-source software for game development. If any of the above events occur, there is a risk that MTG's investments in intellectual property rights will not generate the expected benefits or that MTG will be liable to pay damages or other fees, which in turn may have a negative impact on MTG's revenue and profitability.



Reliance on talent and key employees

MTG may not be able to attract the right talent at acceptable cost or retain key employees. The successful design, development, marketing and monetization of games requires highly skilled input from developers, artists, data analysts and other experts. In conditions of sustained demand for such skills by MTG's competitors, MTG may not be able to attract or retain the staff it needs at an acceptable cost, or at all. This may have an adverse effect on MTG's ability to release new game titles, or updates to existing games, potentially leading to shortfalls in revenue and profitability as well as user attrition.

Some of MTG's businesses are dependent on key employees for critical tasks related to product design, content monetization and user acquisition. If such employees were to leave their respective employer, their skills might be difficult to replace promptly or at an acceptable cost. This could cause a temporary deterioration of the affected businesses' operational performance.

New entrants and consolidation in the market

The entry of new players or continued consolidation could result in significant changes for the industry and might potentially cause disruption to established contracts and negotiation structures, as well as to business practices, and ways in which advertising is traded and sold in the online environment. The methods by which games and updates to games are distributed to players may also change, potentially limiting MTG's ability to reach potential customers.

Business interruption risks

MTG's businesses may suffer from interruptions caused by a variety of factors.

Gaming companies may be adversely affected by cyberattacks originating either externally or from within the companies. If the affected companies are unable to recover promptly from interruptions to their business, MTG may suffer from immediate revenue loss and long-term damage to reputation.

Tax-related risks

MTG operates through subsidiaries resident in different jurisdictions. Business is conducted in accordance with MTG's understanding or interpretation of the applicable tax laws, tax treaties, other tax regulations and requirements from the tax authorities concerned. Amended laws, agreements and other regulations may affect the tax position of the group, which may also be affected if the tax authorities disagree with the group's interpretation of the existing tax rules.

Regulatory risks

The group's businesses are regulated in many different jurisdictions. The regimes that regulate the group's business include both European Union (EU) and national laws and regulations related primarily to competition (antitrust), personal data protection, provisions related to the treatment of games of chance ("loot boxes"), provisions on staff working hours and overtime, reporting and disclosure obligations and taxation. Changes in such laws and regulations, particularly in relation to access requirements, consumer protection, taxation, or other aspects of the group's business,

or those of any of its competitors, could have a materially adverse effect on the group's business, financial condition or operational results.

Furthermore, if MTG does not provide regular and sufficient training on regulatory compliance matters to group staff, employees may expose the group to the risk of penalties through non-compliant behaviour.

Financing risks

Although MTG has not been reliant on external financing in 2024 or for several years prior, the group will need to borrow funds from third parties to complete the acquisition of Plarium, as well as potential future acquisitions. That would expose MTG to risks associated with disruptions in the financial markets, which could make it more difficult and more expensive to obtain financing. Potential events affecting this may include geographical and macroeconomic conditions, the adoption of new regulations, the implementation of recently enacted laws, or new interpretations or enforcement of existing laws and regulations applicable to financial institutions, the financial markets, or the financial services industry, which could result in a reduction in the amount of available credit or increases in the cost of credit.

External borrowing is managed centrally in accordance with the group's financial policy. Loans are primarily taken up by the parent company and transferred to its subsidiaries as internal loans or capital injections. From time to time, some of the companies may have minor external loans or overdraft facilities.



Financial policy

The group's financial risk management is centralized to the parent company to capitalize on economies of scale and synergy effects and minimize operational risks. The group's financial policy is subject to review and approval by the Board of Directors and constitutes a framework of guidelines and rules for financial risk management and financial activities in general. The group's financial risks are continuously evaluated and monitored to ensure compliance with the group's financial policy. The exposures are described in Note 17.

Foreign exchange risk

Foreign exchange risk is divided into transaction exposure and translation exposure.

Transaction exposure

Transaction exposure arises when foreign currency inflows and outflows in the financial statements of the individual entities within the group are not matched. The group's transaction exposures arise mainly where subsidiaries have external and internal transactions in currencies other than their own functional currency. Transaction exposure is not hedged.

Translation exposure

Translation exposure arises from the translation of the group's subsidiaries and associated companies' earnings and balance sheets into the Swedish krona reporting currency from other currencies. Since many of the subsidiaries report in currencies other than Swedish krona, the group is exposed to exchange rate fluctuations. Translation exposure is not hedged.

Interest rate risk

MTG's primary sources of funding are shareholders' equity and cash flows from operations. Interest-bearing debt, if and when assumed, would expose the group to interest rate risk. The group does not currently use derivative financial instruments to hedge its interest rate risks.

Refinancing risk

The refinancing risk, if applicable, is managed by seeking to diversify funding sources and maturities and by typically initiating the refinancing of all loans 12 months prior to maturity.

Credit risk

The credit risk with respect to MTG's trade receivables is spread across a large number of customers, both private individuals and companies. High credit ratings are required for all material credit sales and solvency information is obtained to reduce the risk of bad debt.

Insurable risks

The parent company ensures that the group has sufficient insurance cover for director and officer liability. Other forms of insurance, such as insurance against business interruptions, and travel insurance, are covered in local insurance solutions in each subgroup or company.

CORPORATE GOVERNANCE REPORT

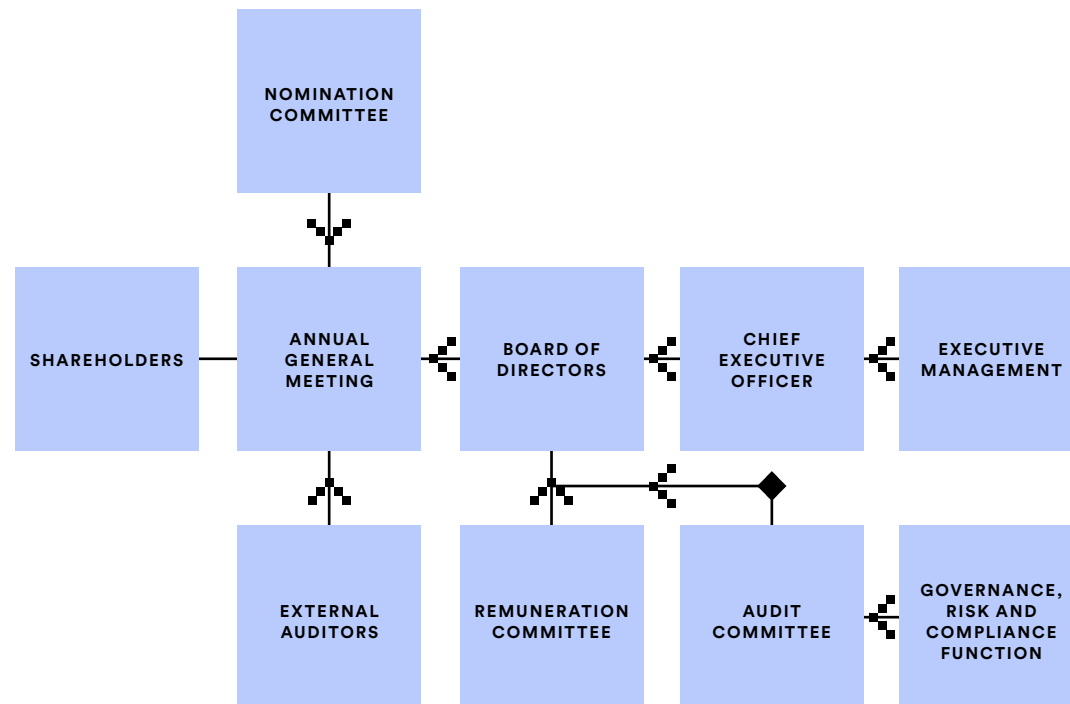
Corporate Governance

Corporate Governance in MTG is based on Swedish legislation, Nasdaq Stockholm's Nordic Main Market Rulebook for issuers of Shares (the "Rulebook") and the Swedish Code of Corporate Governance (the "Code"), see www.bolagsstyrning.se. MTG has complied with the Code and reported one deviation from the Code in 2024 (see further below under "Remuneration Committee"). Further, there has been no infringement by MTG of applicable stock exchange rules and no breach of generally accepted principles in the securities market reported by the Disciplinary Committee of Nasdaq Stockholm or the Swedish Securities Council in 2024.

Shareholders

For information about the ownership structure, share capital and the MTG share, please refer to the section "The MTG share" on pages 43-45.

Information regularly provided to shareholders includes interim reports and full year reports, Annual Reports and press releases on significant events occurring during the year. All such reports, press releases and other information can be found at www.mtg.com under News and under Investors/Reports & Presentations.



Annual General Meeting

The Swedish Companies Act (2005:551) (the “Swedish Companies Act”) and the Articles of Association determine how Annual General Meetings and Extraordinary General Meetings are convened and who has the right to participate in and vote at the meeting. There are no restrictions on the number of votes each shareholder may cast at the general meeting. Class A shares confer a right to ten votes, whereas Class B and Class C shares confer a right to one vote. The Articles of Association allow the Board of Directors to decide that shareholders shall have the right to provide their votes by post before the general meeting.

The Nomination Committee

The Nomination Committee consists of members appointed by some of MTG’s largest shareholders, and its responsibilities include:

- To evaluate the Board of Directors’ work and composition
- To submit proposals to the Annual General Meeting regarding the election of the Board of Directors and the Chairman of the Board
- To prepare proposals regarding the election of Auditors in cooperation with the Audit Committee (when appropriate)
- To prepare proposals regarding the fees to be paid to the Board of Directors and to the company’s Auditors
- To prepare proposals for the Chairman of the Annual General Meeting
- To prepare proposals for the procedure of appointing the Nomination Committee for next Annual General Meeting

In accordance with the procedure adopted by the 2024 Annual General Meeting of MTG, a Nomination Committee was convened to prepare proposals for the 2025 Annual General Meeting. The Nomination Committee comprises

Christian Rauda, appointed by EHM Holding GmbH; Klaus Roehrig, appointed by Active Ownership Corporation; Malin Björkmo, appointed by Handelsbanken Fonder AB and Simon Duffy, the Chairman of the Board. The three shareholders who have appointed representatives to the Nomination Committee hold approximately 31% of the total voting rights in MTG. In line with past practices, the members of the Nomination Committee appointed Christian Rauda, representing the largest shareholder on the last business day of August 2024, as the Committee Chairman. Information about how shareholders can submit proposals to the Nomination Committee has been published on www.mtg.com, where the Nomination Committee’s reasoned statement regarding its proposal to the Annual General Meeting as well as a brief presentation of its work will be published well in advance of the 2025 Annual General Meeting. In its work, the Nomination Committee applies rule 4.1 of the Code as its diversity policy. Accordingly, the Nomination Committee gives particular consideration to the importance of an increased diversity on the Board, including gender, age and nationality, as well as depth of experiences, professional backgrounds and business disciplines. Further information may be found in the Nomination Committee’s reasoned statement regarding the proposal for the Board which was given in connection with the 2024 Annual General Meeting.

The Board of Directors

Board members are elected at the Annual General Meeting for a period ending at the close of the next Annual General Meeting. The Articles of Association contains no restrictions pertaining to the eligibility of Board members. According to the Articles of Association, the number of Board members can be no less than three and no more than nine members elected by shareholders. The Board of Directors of MTG comprises seven Non-Executive Directors. The

members of the Board of Directors are Simon Duffy, Gerhard Florin, Chris Carvalho, Simon Leung, Florian Schuhbauer, Liia Nõu and Susanne Maas. At the 2024 Annual General Meeting, Simon Duffy, Gerhard Florin, Chris Carvalho, Simon Leung, Florian Schuhbauer, Liia Nõu and Susanne Maas were re-elected as Board members. The Annual General Meeting further elected Simon Duffy as Chairman of the Board of Directors. In 2024, the Board of Directors of MTG complied with the Code’s provision that the majority of members shall be independent in relation to the company and its management, and that at least two of them also shall be independent in relation to the company’s major shareholders (i.e. those with a holding exceeding 10 percent). Biographical information on each Board member is provided on pages 54–55.

Responsibilities and duties of the Board of Directors

MTG’s Board of Directors is responsible for the overall strategy of the group and for organizing its administration in accordance with the Swedish Companies Act and the Code. The Board’s work and delegation procedures, instructions for the Chief Executive Officer, and reporting instructions are updated and approved annually in connection with the Board of Director’s Q4 meeting in December. As in previous years, a Remuneration Committee and an Audit Committee have been established within the Board. These committees are preparatory bodies of the Board and do not reduce the Board’s overall responsibility for the governance of the company and decisions taken.

The work of the Board

During the year, the Board of Directors held 12 meetings (including the constituent meeting in connection with the 2024 Annual General Meeting but excluding meetings held by circulating minutes). Prior to each ordinary Board meeting, the members receive a written agenda, based on the



Board's established rules of procedure, and a complete set of documents for information and decision-making. Recurring items include the company's financial results and position, the market situation, investments and adoption of the financial statements. Reports from the Audit and Remuneration Committees, as well as reports on internal control and financing activities, are also regularly addressed. The Chief Executive Officer presents matters for discussion at the meetings, and the Company's CFO and other members of management also participate and present specific matters. The Group General Counsel is the Board's secretary. The attendance of Board members at Board and committee meetings is presented in the table on page 56. Important issues addressed during the year include strategic and financial matters, with a particular focus on M&A and shareholder value return.

Ensuring quality in Financial Reporting

The reporting instructions adopted annually by the Board include detailed instructions on the type of financial reports and similar information which are to be submitted to the Board. In addition to the full-year report, interim reports and the annual report, the Board reviews and evaluates comprehensive financial information regarding the group as a whole and the entities within the group. The Board also reviews, primarily through the Audit Committee, the most important accounting principles applied by the group in its financial reporting, as well as major changes to these principles. The tasks of the Audit Committee also include reviewing reports regarding internal control and financial reporting processes, as well as reports submitted by the group's governance, risk and compliance (GRC) function. The group's external auditors report to the Board as necessary. The external auditor also attends the meetings of the Audit Committee. Minutes are taken at all meetings and are made available to all Board members and to the auditor.

Evaluation of the Board of Directors and the Chief Executive Officer

The Board complies with an annual performance review process to assess how well the Board, its committees and its processes are functioning and how they might be improved. Questions focus on whether the Board is adding value to the organization and on enhancing its performance through the examination of the Board's structure and composition, its operation and effectiveness, and its role in monitoring the execution of agreed strategies. The survey also includes an individual performance review. Answer options include both a quantitative ranking system as well as an opportunity to provide relevant comments, particularly in relation to ideas for improvement. At the Q4 Board meeting the Chairman provides the full Board with a report of the outcome of the Board evaluation process. This summary is also presented by the Chairman and discussed with the Nomination Committee. In addition, every three years a more extensive Board evaluation is typically undertaken, either by an independent Board member or an external consultant. 2024 was the last time such an extensive board evaluation was carried out.

Remuneration Committee

The Remuneration Committee comprises Gerhard Florin as Chairman, Simon Duffy and Susanne Maas. The Remuneration Committee's assignments are stipulated in Chapter 9.1 of the Code and comprise issues concerning salaries, pension terms and conditions, incentive programs and other conditions of employment for the senior executives. Minutes are kept at the Remuneration Committee's meetings and are made available to the Board. Susanne Maas is not deemed to be independent of the Company and its executive management as a result of her having, within the past three years, been employed in various HR leadership roles at InnoGames, i.e. within the MTG Group. Therefore, Susanne Maas being a member of the Remuneration Commit-

tee constitutes a deviation from the Code. The explanation for the deviation is that MTG's Board considers Susanne Maas to be the best suited among MTG's Board members to be a member of the Remuneration Committee in view of her extensive experience of HR and remuneration-related matters. Furthermore, MTG does not consider it to be likely that Susanne Maas' previous experience from HR leadership roles at InnoGames would have a negative effect on her ability to carry out her assignments as member of the Remuneration Committee in accordance with the best interests of MTG's shareholders.

Audit Committee

The Audit Committee comprises Liia Nõu as Chairman, Chris Carvalho, Simon Leung and Florian Schuhbauer. The Audit Committee's assignments are stipulated in Chapter 8, Section 49b of the Swedish Companies Act. These tasks include monitoring MTG's financial reporting and the efficiency of MTG's internal controls, as well as maintaining frequent contacts with the external auditor and the group's Governance, Risk and Compliance Director. The Audit Committee's work primarily focuses on the quality and accuracy of the group's financial accounting and the accompanying reporting, as well as the internal financial controls within MTG. Furthermore, the Audit Committee evaluates the auditors' work, qualifications and independence. The Audit Committee monitors the development of relevant accounting policies and requirements, discusses other significant issues connected with MTG's financial reporting and reports its observations to the Board. Minutes are kept at the Audit Committee's meetings and are made available to the Board.



Remuneration of Board Members

The remuneration to the Board members for Board work and work in the committees of the Board is proposed by the Nomination Committee and approved by the Annual General Meeting. The Nomination Committee proposal is based on benchmarking of peer group company compensation and company size. Information on the remuneration to Board members is provided in [Note 21]. Board members do not participate in the group's incentive plans.

External auditors

Öhrlings PricewaterhouseCoopers AB ("PwC") was elected as MTG's auditor for the financial year 2024 for a term of office ending at the end of the 2025 Annual General Meeting with Authorized Public Accountant Nicklas Kullberg being appointed as auditor-in-charge. Audit assignments have involved the examination of the Annual Report and financial accounting, the administration by the Board and the CEO, other tasks related to the duties of a company auditor, and consultation or other services that may result from observations noted during such examination or the implementation of such other tasks. All other tasks are defined as other assignments. The auditor reports its findings to the shareholders by means of the auditors' report, which is presented to the Annual General Meeting. In addition, the auditors' report detailed findings at each of the ordinary meetings of the Audit Committee and to the full Board as necessary. For more detailed information concerning the auditors' fees, see Note 22.

Pre-approval of policies and procedures for non-audit related services

In order to ensure the auditor's independence, the Audit Committee has established pre-approval policies and procedures for non-audit related services to be performed by the external auditor. The policy was approved in November 2024 by the Audit Committee.

Executive Management

At year-end 2024, the members of the Executive Management in MTG included Chief Executive Officer Maria Redin, EVP Gaming Arnd Benninghoff and Group General Counsel Simon Hahn. Nils Mösko, the former Chief Financial Officer, resigned from his position in October 2024. Biographical information, including shareholding as of 31 December 2024, on each member of the Executive Management Team is provided on page 57.

Chief Executive Officer

The CEO is responsible for the ongoing management of the Company in accordance with the instructions established by the Board. In consultation with the Chairman of the Board, the CEO prepares the information and documentation required as a basis for the work of the Board and in order to enable Board members to make well-informed decisions. The CEO is supported by the Executive Management Team. The Board evaluates the performance of the CEO on a regular basis. The Board also held one meeting to evaluate the CEO's performance, without the attendance

of the CEO or any other member of management. The CEO and the Executive Management Team, supported by the various employee functions, are responsible for the adherence to the group's overall strategy, financial and business control, financing, capital structure, risk management and M&A. Among other tasks, this includes the preparation of financial reports and communication with the stock market. The Company policies issued include the code of conduct and the policies on anti-bribery and corruption, risk management and financial control.

Executive remuneration

The existing guidelines for remuneration to senior executives approved at the 2024 Annual General Meeting can be found in Note 21. These guidelines apply to the Executive Management Team.

For further information on certain remuneration matters, reference is made to the Board of Directors' 2024 Remuneration Report, which is available on www.mtg.com.



INTERNAL CONTROL REPORT

MTG's internal controls, risk assessment, information and communication processes and monitoring of financial reporting have been designed to deliver reliable financial reporting and external financial statements prepared in accordance with IFRS, applicable laws and regulations and other requirements for companies listed on Nasdaq Stockholm. These processes involve the Board of Directors, the Executive Management Team, and other personnel.

Control environment

The Board of Directors has issued a set of instructions that sets out the roles and responsibilities of the Chief Executive Officer and the Board committees. The Board also has several established basic guidelines which are important for its work on internal control activities. This includes monitoring performance against plans and prior years. The Audit Committee assists the Board in overseeing various issues such as monitoring internal controls work and establishing the accounting policies applied by the group.

The responsibility for maintaining an effective control environment and internal control over financial reporting is delegated to the Chief Executive Officer. Other Executive Managers at various levels have respective responsibilities. The Executive Management regularly reports to the Board according to established routines and in addition to the Audit Committee's reports. Defined responsibilities,

routines, instructions, guidelines, manuals and policies together with laws and regulations form the group's control environment. All employees are accountable for adhering to these requirements.

Risk assessment and control activities

The Company has assessed risks in all group companies, segments and business units following a structured methodology. Where risk exposure has been deemed unacceptable by the management, risk mitigation measures have been formulated and implemented. A summary of the key risks is presented annually to the Board of Directors and the Audit Committee. Overall coordination of the risk management process is provided centrally by the group's governance, risk and compliance function. The main risks for gaming companies relate to the availability of staff with specific skills, tightening restrictions on the use of personal data, dependence on large content distribution platforms, and the ability to launch successful new titles. Operational managers are responsible for risk management in the group's companies, segments and business units. This responsibility encompasses the day-to-day work focused on operational and other relevant risks and on leading risk management activities in their own areas of responsibility. The managers are supported in their risk management efforts by central group functions, as needed.

Information and communication

Guidelines used in the Company's financial reporting are updated and communicated to the employees concerned on an ongoing basis. There are formal as well as informal information channels to the Executive Management Team and the Board of Directors for information from the employees identified as significant. Guidelines for external communication ensure that the company applies the highest standards for providing accurate information to the capital markets.

Review

The Board of Directors regularly evaluates the information provided by the Executive Management Team and the Audit Committee. The Board receives regular updates on the group's performance between the meetings. The group's financial position, strategy and investments are discussed at every Board meeting. The Audit Committee reviews the quarterly reports prior to publication. The Audit Committee is also responsible for following up on internal control activities. This work includes ensuring that measures are taken to deal with any inaccuracies and following up on suggestions for improvement coming from external audits.

The Company has a governance, risk and compliance (GRC) function responsible for the evaluation of risk management and internal control activities. This work includes scrutinizing the application of established routines and guidelines and, where needed, assisting with the design and implementation of additional control procedures. The GRC function plans its work in cooperation with the Audit Committee and reports the result of its efforts to the Audit Committee.

The external auditors report to the Audit Committee at ordinary Committee meetings when relevant.

Internal audit

Given the risk assessment described above and how the control activities are designed, including self-assessment and in-depth analysis of the internal controls, the Board of Directors has chosen not to maintain a specific internal audit function. Given the separation between functions designing and operating internal controls, the Board of Directors believes that the Company's GRC function is sufficiently independent to conduct internal audits as part of its broader responsibilities.

BOARD OF DIRECTORS



Simon Duffy
Chairman of the Board
British, born 1949
Elected 2008

Simon was Executive Chairman of Tradus plc until the company's sale in March 2008 and Executive Vice-Chairman of ntl:Telewest until 2007, having joined ntl in 2003 as CEO. Simon has also served as CFO of Orange SA, CEO of wireless data specialist End2End AS, CEO and Deputy Chairman of WorldOnline International BV and Deputy Chairman and CFO of EMI Group plc. He is currently the Chairman of the Board of Viaplay Group AB and a Non-Executive Director of Avianca Group International Limited.

Simon holds a Master's degree from Oxford University and an MBA from Harvard Business School.

Independent of the company and management and independent of the major shareholders.

Member of the Remuneration Committee.

Direct or related party ownership: 16,392 MTG Class B shares as of December 31, 2024.



Chris Carvalho
Non-Executive Director
American, born 1965
Elected 2020

Chris Carvalho has vast experience as a board member and advisor of several gaming and start-up companies. Chris spent four years as COO at Kabam, a mobile gaming publisher, and ten years at Lucasfilm where he headed up business development, and eventually ran the company's internet division, StarWars.com. Chris has also been a board member at G5 Entertainment, the publisher of mobile games listed on Nasdaq Stockholm. Chris is currently a Board Member of Roblox, an online user generated gaming platform and creation system listed on the New York Stock Exchange, and is an advisor to various startups at the intersection of entertainment and technology.

Chris holds an MBA from the UCLA's Anderson School of Management and a Bachelor of Science from the University of California, Berkeley.

Member of the Audit Committee.

Independent of the company and management and independent of the major shareholders.

Direct or related party ownership: 4,900 MTG Class B shares as of December 31, 2024.



Susanne Maas
Non-Executive Director
German, born 1972
Elected 2023

Susanne Maas was the Chief Human Resources Officer at myneva, a leading software solutions provider for the social sector between 2022 and 2024. Prior to joining myneva 2022, Susanne held HR leadership roles at InnoGames, MTG's largest subsidiary, and one of Europe's most influential developers and publishers of mobile and online games, between 2012 and 2022, and before that she was program coordinator at the Bechtel International Centre at Stanford University from 2008 to 2012 and head of HR and public relations at Catholic Children's Hospital Wilhelmstift in Hamburg from 2001 to 2007.

Susanne holds an MA in International Relations, Administration Science and Organisational Change from University of Konstanz.

Member of the Remuneration Committee.

Not independent of the company and management and not independent of the major shareholders.

Direct or related party ownership: 1,640 MTG shares as of December 31, 2024.



Gerhard Florin
Non-Executive Director
German, born 1959
Elected 2018

Gerhard has spent over 25 years in the entertainment and gaming industry. Gerhard previously served on the Boards of Codemasters plc, Funcom, Kobojo and King Digital Entertainment, and was Chairman of the latter between 2014 and 2016. Between 2006 and 2010, Gerhard served as an Executive Vice President and General Manager of Publishing at Electronic Arts, being responsible for the company's worldwide publishing business, prior to which he held various positions in Electronic Arts' German and British operations. Before joining Electronic Arts, Gerhard worked at Bertelsmann Music Group and McKinsey. Gerhard is currently Chairman of the Board of InnoGames GmbH (a MTG subsidiary).

Gerhard holds Masters and PhD degrees in Macro Economics from the University of Augsburg in Germany.

Chairman of the Remuneration Committee.

Independent of the company and management, and independent of major shareholders.

Direct or related party ownership: 8,815 MTG Class B shares as of December 31, 2024.





Liia Nõu
Non-Executive Director
Swedish, born 1965
Elected 2023

Liia Nõu currently serves as CEO of Pandox, a leading owner of hotel properties listed on Nasdaq Stockholm. Prior to assuming the role as CEO of Pandox in 2021, Liia was the group CFO since joining the company in 2007. Liia has also held leading positions as CFO at GE Money Bank Nordics & Baltics, a worldwide financial services and banking group, from 2002 to 2007, CFO at Song Networks, a supplier of IP-based communications solutions to the Nordic business customers, from 2000 to 2002, CFO at Icon Medialab, an online consulting business, from 1997 to 1999, CFO at Tele2 from 1995 to 1997 and finance manager and treasurer at Q8 from 1988 to 1995.

Liia holds an MSc from Stockholm School of Economics.

Chairman of the Audit Committee.

Independent of the company and management and independent of the major shareholders.

Direct or related party ownership: 1,610 MTG shares as of December 31, 2024.



Simon Leung
Non-Executive Director
Canadian, born 1954
Elected 2021

Simon is based in Hong Kong and has extensive experience working with international companies and leading their operations in Greater China and the Asian Pacific region. He served as Microsoft's Chairman and CEO of Greater China region, 2008 to 2012 and was President of Motorola Asia-Pacific, 1999 to 2008. Since March 2015, Simon has been appointed to be the Vice Chairman and executive director of NetDragon Websoft Holdings Limited, a gaming and education technology company listed on Hong Kong Stock Exchange.

He is the Chairman of Mynd.ai Inc. since December 2023, an AI education company listed on NYSE American. In addition, Simon serves as an independent non-executive director of PuraPharm Corporation Limited, a company listed on the Main Board of the Stock Exchange of Hong Kong Limited.

Simon received his Bachelor of Arts degree and an Honorary Doctorate in laws from the University of Western Ontario, Canada in 1978 and 2005, respectively, and a Doctorate in Business Administration from Hong Kong Polytechnic University in 2007.

Member of the Audit Committee.

Independent of the company and management and independent of the major shareholders.

Direct or related party ownership: 0 MTG shares as of December 31, 2024.



Florian Schuhbauer
Non-Executive Director
German, born 1975
Elected 2022

Florian is Co-CIO and a Founding Partner of AOC. Florian started his career at Dresdner Kleinwort Benson with positions in risk management and equity research. He then co-founded Newtron AG, a software company that optimized strategic purchasing processes. Following the sale of Newtron, he became CFO and Executive Vice President of DHL Global Mail in the US. After leaving DHL he joined General Capital Group / Active Value Investors where he focused on deploying a Private Equity approach on public companies, and later joined Triton Partners where he built up the Public Equity practice before founding AOC. Florian has extensive board experience and currently serves as the Chairman of the Board of Vita 34 AG, board member and Audit Chair of NFON AG and board member of CI Games SE and H2Apex Group SCA.

Florian graduated from the Frankfurt School of Finance and Management with a Master in Finance and Business Administration.

Member of the Audit Committee.

Independent of the company and management, not independent of the major shareholders.

Direct or related person ownership: 2,000 MTG Class B shares directly and 11,816,637 MTG Class B shares as of December 31, 2024 (closely related person's ownership).



Board of Directors composition and attendance at Board and Committee meetings January 1, 2024 – December 31, 2024					
Board of Directors	Board meeting attendance ¹⁾	Audit Committee attendance ²⁾	Remuneration Committee attendance ³⁾	Independent of major shareholders	Independent of company and its management
Simon Duffy	12/12	-	2/4 (since appointment, 2/2)	Yes	Yes
Natalie Tydeman ⁴⁾	3/12 (until resignation 3/3)	-	2/4 (until resignation 2/2)	Yes	Yes
Gerhard Florin	12/12	-	4/4	Yes	Yes
Chris Carvalho	12/12	6/6	-	Yes	Yes
Simon Leung	11/12	4/6	-	Yes	Yes
Florian Schubauer	12/12	4/6	-	No	Yes
Liia Nõu	11/12	6/6	-	Yes	Yes
Susanne Maas	12/12	-	4/4	No	No

- 1) The total number of meetings of the Board of Directors during 2024 were 12 (including the constituent meeting following the Annual General Meeting held 16 May 2024 but excluding meetings held by circulating minutes), of which 3 were held prior to the 2024 Annual General Meeting and 9 were held following the 2024 Annual General Meeting
- 2) The total number of meetings of the Audit Committee during 2024 were 6, of which 3 were held prior to the 2024 Annual General Meeting and 3 were held following the 2024 Annual General Meeting
- 3) The total number of meetings of the Remuneration Committee during 2024 were 4, of which 2 were held prior to the 2024 Annual General Meeting and 2 were held following the 2024 Annual General Meeting
- 4) Natalie Tydeman resigned from her position as Director of the Board of Directors in connection with the Annual General Meeting held on 16 May 2024 and could therefore only attend a maximum of 3 Board of Directors meetings and 2 Remuneration Committee meetings, respectively, during 2024

GROUP MANAGEMENT



Maria Redin
CEO¹⁾

Maria was appointed Chief Executive Officer in September 2020. She previously served as Chief Financial Officer from December 2015 (and acting Chief Financial Officer from June to November 2015). She has also held a number of senior positions at MTG, including Head of Group Finance and Group Controller. Her roles in the group have included the positions of CFO, and later CEO, of MTG's former gaming entertainment company Bet24, as well as a number of financial positions, and she started her career at MTG as a management trainee in 2004. Maria is currently a Member of the Board of Directors of Hemnet and Kinnevik and was previously a Member of the Board of Directors of NetEnt.

She holds a Master's degree in International Business from the University of Gothenburg.

Direct or related party ownership: 51,836 MTG Class B shares as per December 31, 2024.



Arnd Benninghoff
EVP Gaming

Arnd joined MTG in November 2014 and leads MTG's strategic investments. Prior to joining MTG, Arnd worked as Chief Digital Officer for Digital & Adjacent at ProSiebenSat.1 Media AG, and as Managing Director of SevenVentures, the group's venture arm. Arnd has also been CEO of Holtzbrinck eLAB, the incubator of the Holtzbrinck Publishing Group, founded and built fifteen companies, and held various management roles at Tomorrow Focus AG. He started his career as a journalist, working for Deutsche Presse Agentur and TV networks. Arnd was previously a Member of the Board of Directors of Edgeware AB.

He is a graduate ("Diplom-Kaufmann") in Business and Administration from the University of Münster.

Direct or related party ownership: 47,072 MTG Class B shares as per December 31, 2024.



Simon Hahn
Group General Counsel

Simon was appointed Group General Counsel in May 2023 after serving for 6 years at MTG, including during the last years as Head of Legal – M&A and Corporate Legal Affairs of the MTG Group. He joined MTG in May 2017, prior to which he worked for 4 years in private practice at law firms Ashurst and Hamilton.

He holds a Master of Laws (LL.M) from Lund University.

Direct or related party ownership: 1,651 MTG Class B shares as per December 31, 2024.

¹⁾ Acting CFO from October 2024 until May 2025

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CONSOLIDATED INCOME STATEMENT

(SEK million)	Note	2024	2023
Net sales	3	6,015	5,829
Cost of goods and services		-1,554	-1,577
Gross income		4,462	4,252
Selling expenses		-2,302	-2,344
Administrative expenses		-1,275	-1,071
Other operating income	5	37	61
Other operating expenses	5	-21	-14
Share of earnings in associated companies	6	0	1
Operating income	3, 4, 5, 9, 10, 19, 21, 22, 24	901	885
Financial income	7	185	342
Financial expenses	7	-904	-666
Net financial items		-719	-324
Income before tax		182	561
Tax expenses	8	-392	-397
Net income for the year		-210	164
Net income for the year, attributable:			
Equity holders of the parent company		-210	164
Net income for the year		-210	164
Total basic earnings per share (SEK)	13	-1.74	1.33
Total diluted earnings per share (SEK)	13	-1.74	1.32

In 2023, financial income and expenses were recognised net and this year they are recognised gross. Items affecting comparability are included in administrative expenses and are disclosed in alternative performance measures.

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

(SEK million)	Note	2024	2023
Net income for the year		-210	164
Other comprehensive income			
<i>Items that are or may be reclassified to profit or loss net of tax:</i>			
Change in currency translation differences	14	592	-270
<i>Items that are not or may not be reclassified to profit or loss net of tax:</i>			
Fair value change of equity instruments		-55	-
Other comprehensive income, net of tax		536	-270
Total comprehensive income for the year		327	-107
Total net income for the year, attributable:			
Equity holders of the parent company		327	-107

CONSOLIDATED BALANCE SHEET

(SEK million)	Note	Dec 31, 2024	Dec 31, 2023
ASSETS			
Non-current assets			
Intangible assets	9	12,145	12,859
Tangible assets	10	28	39
Right-of-use assets	19	150	172
Shares and participations in associated companies	11	2	1
Shares and participations in other companies	17	1,287	397
Other non-current receivables	17	52	156
Deferred tax assets	8	72	133
Total non-current financial assets		13,735	13,757
Current assets			
Accounts receivables	12	553	568
Tax receivables		54	13
Other receivables		90	109
Prepaid expenses and accrued income		93	96
Cash and cash equivalents		3,543	2,956
Total current assets		4,333	3,743
Total assets		18,068	17,500



CONSOLIDATED BALANCE SHEET, CONTINUED

(SEK million)	Note	Dec 31, 2024	Dec 31, 2023
EQUITY AND LIABILITIES	14		
Share capital		642	658
Paid-in capital		7,435	7,423
Translation reserve		1,586	1,003
Fair value reserve of financial assets at FVOCI		-55	-
Retained earnings including net income for the year		4,128	4,629
Total equity attributable to equity holders of the parent company		13,736	13,714
Liabilities			
Non-current liabilities	17		
<i>Interest-bearing liabilities</i>			
Lease liabilities	19	115	138
Total non-current interest-bearing liabilities		115	138
<i>Non interest-bearing liabilities</i>			
Deferred tax liabilities	8	401	522
Provision	15	21	88
Contingent consideration	17	671	1,007
Put and call option liability	17	311	143
Other non interest-bearing liabilities		88	23
Total non interest-bearing liabilities		1,491	1,783
Total non-current liabilities		1,606	1,921

(SEK million)	Note	Dec 31, 2024	Dec 31, 2023
Current liabilities	17		
<i>Interest-bearing liabilities</i>			
Lease liabilities	19	36	36
Total interest-bearing liabilities		36	36
<i>Non interest-bearing liabilities</i>			
Accounts payable	17	386	316
Tax liabilities		90	55
Provisions	15	0	60
Contingent consideration	17	1,004	432
Other non interest-bearing liabilities		798	618
Accrued expenses and deferred income		412	349
Total non interest-bearing liabilities		2,690	1,830
Total current liabilities		2,726	1,865
Total equity and liabilities		18,068	17,500

For information about pledged assets and contingent liabilities, see note 16

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

(SEK million)	Equity attributable to the equity holders of the parent company						Non-controlling interest	Total equity
	Share capital	Paid-in capital	Translation reserve	Fair value reserve of financial assets at FVOCI	Retained earnings incl. net income for the year	Total		
Balance as of January 1, 2023	670	7,109	1,254	-	4,901	13,934	-	13,934
Net income for the year	-	-	-	-	164	164	-	164
Other comprehensive income	-	-	-270	-	-	-270	-	-270
Total comprehensive income for the year 2023	-	-	-270	-	164	-107	-	-107
Transactions with the Group's owners								
Contributions from and value transfers to owners								
New share issue	21	326	-	-	-	347	-	347
Repurchase of shares	-	-	-	-	-499	-499	-	-499
Reduction of share capital	-33	-	-	-	33	-	-	-
Divestment	-	-	7	-	-7	-	-	-
Effect of employee share option programmes	-	-	-	-	37	37	-	37
Balance as of December 31, 2023	658	7,435	991	-	4,629	13,714	-	13,714



CONSOLIDATED STATEMENT OF CHANGES IN EQUITY, CONTINUED

(SEK million)	Equity attributable to the equity holders of the parent company						Non-controlling interest	Totalt equity
	Share capital	Paid-in capital	Translation reserve	Fair value reserve of financial assets at FVOCI	Retained earnings incl. net income for the year	Total		
Balance as of January 1, 2024	658	7,435	991	-	4,629	13,714	-	13,714
Net income for the year	-	-	-	-	-210	-210	-	-210
Other comprehensive income	-	-	592	-55	-	536	-	536
Total comprehensive income for the year 2024	-	-	592	-55	-210	327	-	327
<i>Transactions with the Group's owners</i>								
Transfer within equity	-	-	3	-	-3	-	-	-
Share swap related to share incentive programs	-	-	-	-	-47	-47	-	-47
Repurchase of shares	-	-	-	-	-304	-304	-	-304
Reduction of share capital	-17	-	-	-	17	-	-	-
Effect of employee share option programmes	-	-	-	-	45	45	-	45
Balance as of December 31, 2024	642	7,435	1,586	-55	4,128	13,736	-	13,736

For information about changes in equity for the group, see note 14

CONSOLIDATED STATEMENT OF CASH FLOW

(SEK million)	Note	2024	2023
Operating activities			
Net income for the year		182	164
Adjustments to reconcile net income/loss to net cash provided by operations	18	1,417	1,550
Income before tax adjusted for items not included in cash flow		1,599	1,714
Taxes paid		-522	-431
<i>Changes in working capital</i>			
Increase (-)/decrease (+) other current receivables		34	-201
Increase (+)/decrease (-) other current liabilities		229	176
Total change in working capital		264	-25
Cash flows from/used in operating activities		1,340	1,258
Investing activities			
Investment in other non-current assets		-98	-212
Acquisitions of subsidiaries	25	-8	-605
Divestment of subsidiaries	24	-15	-
Divestment of investments in other companies		-23	4
Divestment of financial assets		114	-
Investments in financial assets		-	-118
Earnout payments		-521	-1,421
Cash flow from/used in investing activities		-551	-2,353

(SEK million)	Note	2024	2023
Financing activities			
Repurchase of shares		-350	-499
Amortization of lease liabilities		-38	-38
Cash flow from/used in financing activities		-388	-536
Cash flow from the year		401	-1,631
Cash and cash equivalents at beginning of year		2,956	4,733
Translation differences in cash and cash equivalents		186	-147
Cash and cash equivalents at end of year		3,543	2,956

PARENT COMPANY INCOME STATEMENT

(SEK million)	Note	2024	2023
Net sales		59	61
Gross income		59	61
Administrative expenses		-217	-198
Operating loss	21, 22	-158	-137
Profit from shares in subsidiaries	7	-	-92
Interest income and other financial income	7	197	315
Interest expenses and other financial costs	7	-40	-350
Income before tax and appropriations		-1	-264
Group contribution		-227	128
Untaxed reserves, tax allocation reserve		9	0
Income before tax		-218	-137
Tax expenses	8	-	-
Net income for the year		-218	-137

Net income for the year corresponds to total comprehensive income for the parent company

PARENT COMPANY BALANCE SHEET

(SEK million)	Note	Dec 31, 2024	Dec 31, 2023
ASSETS			
Non-current assets			
Tangible assets	10	1	1
Shares and participations in group companies	11	13,821	13,821
Total non-current assets		13,822	13,822
Current assets			
Receivables from group companies		114	155
Other receivables		9	9
Prepaid expenses and accrued income		13	2
Cash and cash equivalents		1,344	1,599
Total current assets		1,480	1,765
Total assets		15,302	15,588



PARENT COMPANY BALANCE SHEET,
CONTINUED

(SEK million)	Note	Dec 31, 2024	Dec 31, 2023
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	14		
<i>Restricted equity</i>			
Share capital		642	658
Total restricted equity		642	658
<i>Non-restricted equity</i>			
Premium reserve		6,003	6,003
Retained earnings		8,557	8,983
Net income for the year		-218	-137
Total non-restricted equity		14,343	14,850
Total shareholder's equity		14,984	15,508
Untaxed reserves, tax allocation reserve		-	9
Provisions		11	12
Accounts payables		9	6
Liabilities to group companies		236	8
Tax payables		2	2
Other liabilities		11	9
Accrued expense and deferred income		50	34
Total liabilities		318	80
Total shareholder's equity and liabilities		15,302	15,588

PARENT COMPANY STATEMENT OF CHANGES IN EQUITY

(SEK million)	Restricted equity		Non-restricted equity	
	Share capital	Premium reserve	Retained earnings incl. net income for the year	Total
Balance as of January 1, 2023	670	5,677	9,411	15,759
Net income for the year	-	-	-137	-137
Other comprehensive income	-	-	-	-
Total comprehensive income for the year 2023	-	-	-137	-137
New shares	21	326	-	347
Repurchase of shares	-	-	-499	-499
Employee programmes	-	-	37	37
Reductions of share capital	-33	-	33	-
Balance as of December 31, 2023	658	6,003	8,846	15,759
Net income for the year	-	-	-218	-218
Other comprehensive income	-	-	-	-
Total comprehensive income for the year 2024	-	-	-218	-218
Repurchase of shares	-	-	-304	-304
Employee programmes	-	-	45	45
Share swap regarding share incentive programs	-	-	-47	-47
Reductions of share capital	-17	-	17	-
Balance as of December 31, 2024	642	6,003	8,339	14,984

For information about changes in equity for the parent company, see note 14

PARENT COMPANY CASH FLOW STATEMENT

(SEK million)	Note	2024	2023
Operating activities	18		
Net income for the year		-218	-137
<i>Adjustments to reconcile net income/loss to net cash provided by operations:</i>	9, 10		
Depreciation and write-downs		1	1
Appropriations, group contribution and untaxed reserves		216	-127
Unrealised exchange difference		-33	156
Dividends		-	-9,910
Impairment		-	10,002
Other adjustments		29	44
Total adjustments to reconcile net income/loss to net cash provided by operations		213	166
Cash flow from operating activities		-5	29
<i>Changes in working capital</i>			
Increase (-)/decrease (+) short-term receivables		153	459
Increase (+)/decrease (-) other liabilities		40	-373
Total changes in working capital		193	85
Net cash flow from operations		188	114

(SEK million)	Note	2024	2023
Investing activities			
Investment in subsidiaries		0	8,599
Investment in non-current assets		-1	-1
Lending to/from subsidiaries		-92	-10,586
Cash flows from investing activities		-93	-1,987
Financing activities			
New shares issues		-	347
Repurchase of shares		-350	-499
Other adjustments		-	-2
Cash flows from financing activities		-350	-154
Cash flows from the year		-256	-2,027
Cash and cash equivalents at beginning of year		1,599	3,625
Cash and cash equivalents at end of year		1,344	1,599

NOTES

01 ACCOUNTING AND VALUATION PRINCIPLES

Modern Times Group MTG AB (MTG) is a company domiciled in Stockholm, Sweden and it is a listed company according to Swedish legislation. The company's registered office is located at Skeppsbron 18, P.O. Box 2094, SE-103 13 Stockholm, Sweden. The consolidated financial statements of the company for the year ended December 31, 2023 comprise the company and its subsidiaries and their share of participation in associated companies.

Basis for establishment

The financial statements were authorized for issue by the Board of Directors on April 2, 2025. The consolidated income statement and statement of financial position, and the income statement and the balance sheet of the parent company will be presented for adoption by the Annual General Meeting on May 15, 2025. The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB) and interpretations issued by the IFRS Interpretations Committee and endorsed

by the European Commission. The group also applies the Swedish Annual Accounts Act (1995:1554) and RFR 1 Supplementary Accounting Rules for groups, issued by the Swedish Sustainability and Financial Reporting Board.

Significant accounting policies

The group discloses material Accounting Policies. An Accounting Policy is material if the underlying transaction is material and an Accounting Policy is essential to understanding the transaction, for example, if the group has made a policy choice or the Accounting Policy is entity-specific. When the group applies an Accounting Policy described in the applicable IFRS, the group does not disclose the Accounting Policy applied. In addition to the significant accounting policies described in this note, the group has decided to present significant accounting policies in the corresponding note to which the policy relates. The Accounting Policies have been applied consistently to all periods presented in these consolidated financial statements, unless otherwise stated.

Changes and new accounting policies

The consolidated financial statements have been prepared using the same accounting policies and calculation methods as for the 2023 annual report.

MTG has made the assessment that new or changed standards and interpretations will not have any significant effect on the group's financial reports.

New or amended standards applied after the end of the financial year

New or amended standards and interpretations have been published by the IASB but are not yet mandatory. None of the new or amended standards or interpretations have been early adopted by the group. The new or amended

standards that may affect the group's financial statements are described below. Other new or amended standards or interpretations issued by are not expected to have a material impact on the consolidated financial statements.

IFRS 18 – Presentation and disclosure requirements in financial statements

IFRS 18 will replace IAS 1 Presentation of Financial Statements and is applicable for annual periods beginning on or after January 1, 2027. The standard has no impact on the measurement of income/expenses, assets or liabilities but will affect the presentation and disclosures in the primary financial statements and in the notes. The group is currently evaluating the impact that IFRS 18 will have on the group.

Functional and reporting currency

The functional currency of the parent company is the Swedish krona. This is also the reporting currency for the group and the parent company. The financial statements are presented in millions of Swedish kronor (SEK million), unless otherwise stated.

Rounding differences

In some cases, the totals in tables and statements do not add up evenly due to rounding differences. This is because each underlying row is equal to the original source and therefore rounding differences may occur.

Segment reporting

MTG is a pure gaming group consisting of a single business segment and all commercial activities are conducted by its various portfolio companies. MTG manages the portfolio companies and provides group-wide central functions. MTG's revenues consist primarily of the aggregate revenues generated by its five gaming studios.



MTG's business is conducted by its portfolio companies and the group closely monitors revenues for both gaming and franchise operations. The Chief Operating Decision Maker ("CODM") is identified as the CEO.

The monitoring and management of the group is based on the overall financial position of the group. As a result, MTG treats all its businesses as a single segment.

Parent company

The parent company has prepared the Annual Report accordance with the Swedish Financial Reporting Board recommendation RFR 2 Accounting for Legal Entities. RFR 2 involves the application of all IFRSs and interpretations endorsed by the European Commission, except where the possibility to apply IFRS is restricted by the Swedish Companies Act and due to tax rules. Holdings in subsidiaries are recognized in the parent company according to the acquisition method, which means that the transaction costs are included in the recognized value of shares in subsidiaries. The group recognizes these costs in the income statement immediately when occurred.

Group contribution

The parent company recognizes group contributions received and paid as appropriations in the income statement.

Untaxed reserves

Untaxed reserves in the parent company comprise a tax allocation reserve. The reserve makes it possible to defer tax, and hence even out the tax cost between years.

Shareholder contributions

Shareholders' contribution paid is recognized as an increase in shares in subsidiaries. When the contribution is given to cover losses made, an impairment test is made. Impairment is recognized in the income statement.

Leases

The parent company does not apply IFRS 16 in accordance with the exemption in RFR 2. As a lessee, lease payments are recognized as an expense on a straight-line basis over the lease term and thus right-of-use assets and lease liabilities are not recognized in the balance sheet.

Financial instruments

The parent company applies the exemption not to apply IFRS 9 Financial Instruments in the legal entity. Instead, in accordance with the Swedish Annual Accounts Act, the parent company applies the cost method. In the parent company, financial fixed assets are thus valued at cost and financial current assets at the lower of cost and net realizable value. However, the parent company applies the expected credit loss (ECL) method in accordance with IFRS 9 for financial assets that are debt instruments.

02

ACCOUNTING ESTIMATES AND JUDGEMENTS

The preparation of financial statements in conformity with IFRSs requires the Board of Directors and management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. The estimates and assumptions are based both on historical experience and a number of other factors that are deemed reasonable under the circumstances. The results of these estimates and assumptions are then used to assess the carrying amounts of assets and liabilities that are not otherwise apparent from other sources. Actual outcomes may differ from these estimates and judgments.

The estimates and assumptions are reviewed regularly. Changes in estimates are recognized in the period in which the change is made if the change affects only that period, or in the period in which the change is made and future periods if the change affects both the current and future periods. The development, selection and disclosure of the group's significant accounting policies and estimates, and the application of those policies and estimates, are reviewed by the Audit Committee.

Significant estimates and assumptions for accounting purposes are disclosed in detail in the note to which the estimate or assumption relates. Significant estimates and assumptions for accounting purposes relate to:

- Useful life of intangible assets - Note 9 Intangible assets and goodwill
- Impairment of goodwill - Note 9 Intangible assets and goodwill
- Fair value measurement of contingent consideration in business combinations - Note 17 Financial instruments and financial risk management
- Measurement of the liability to sell non-controlling interests at amortized cost - Note 17 Financial instruments and financial risk management
- Fair value measurement of assets and liabilities in a business combination - Note 9 Intangible assets and goodwill, Note 17 Financial instruments and financial risk management and Note 24 Business combinations.
- Valuation of investment in VC-fund and our participation in Monumental - Note 17 Financial instruments and financial risk management.

For details on key accounting estimates and assumptions, please refer to the notes above.



03 REVENUE ACCOUNTING

Revenue recognition

Revenues from external customers are mainly derived from in-app purchases and advertising in our games as well as the sale of online games. The accounting policies for the main revenue streams are described in more detail below.

Significant accounting policies – Revenue recognition

Revenue from online gaming

In the online gaming business the group offers both own and third party games. The customer creates an account on the relevant website and the contract is created once the terms have been accepted by the customer. The games can either be free-to-play, with income generated from in-game virtual goods, or customers can purchase the game. The contracts are made on a one-by-one basis. There are different in-game goods – consumables (instant usage), durable goods (usage over time), time-based goods (usage during a specific period) and hard currency items (in-game currency wallet, allowing the player to purchase goods). Consumables are judged to be consumed and used immediately when purchased. Durables are judged to be consumed over a period of time, based on statistics of consumer behavior for each game. Time-based goods are specific to the periods during which customer can use the goods. The performance obligations are distinct and separately identifiable, with prices allocated to each performance obligation. When the customer purchases a game, the revenue is recognized at a point in time. Subscription revenue is recognized over the time of the subscription period.

Advertising revenue

Other revenues consist mainly of advertising revenues and are recognized over time as MTG provides the customer with the contracted advertising space.

Significant judgments in revenue recognition

Assessment of the customer

An assessment is made as to whether the group acts as principal or agent in all transactions where another party is involved in providing products or services to the customer. In transactions where the group acts as an agent, revenue is recognized net in the income statement. In transactions where the group is the principal, revenue is recognized gross in the income statement.

Disaggregation of revenue

Revenue from external customers comes mainly from the sale of online games.

Group (SEK million)	2024	2023
Timing of revenue recognition		
At a point in time	5,403	5,179
Over time	612	651
Total revenue	6,015	5,829

Group (SEK million)	2024	2023
Revenue generated by platform		
Mobile	4,597	4,476
Browser	1,154	1,149
Other	264	205
Total revenue	6,015	5,829

Group (SEK million)	2024	2023
Revenue generated by franchise		
Strategy & Simulation	2,219	1,773
Word Games	2,359	2,352
Tower Defense	456	541
Racing	591	618
Other smaller franchises	390	545
Total revenue	6,015	5,829

Contractual liabilities

Contract liabilities consist of prepaid revenue related to online gaming as the customer buys virtual goods that are recognised as income over time depending on whether it is consumable or time-based.

Group (SEK million)	2024	2023
Opening balance January 1	114	125
Net change in contract liability during the year	1	-11
Closing balance December 31	115	114

The contract liabilities recognized at the beginning of 2024 and 2023 have been recognized as revenue in the respective years.



Unsatisfied performance obligations

The group does not disclose information regarding unsatisfied performance obligations at December 31, as the performance obligations relate to contracts with a contract period of 12 months or less.

The group operates in Europe, Singapore, USA, India and New Zealand. Net sales and non-current assets are presented by geographical area below. Non-current assets consist of intangible and tangible assets. Sales are reported for the country from which the sales originate.

(SEK million)	Net sales		Non-current assets	
	2024	2023	2024	2023
Germany	1,899	1,953	2,619	2,602
United Kingdom	601	618	3,243	3,150
Singapore	2,330	2,314	0	—
USA	13	194	0	841
India	29	38	3,956	3,875
Nya Zealand	496	582	1,776	1,789
Sweden	648	130	579	641
Total	6,015	5,829	12,173	12,898

The allocation of net sales and non-current assets in the table above is based on the countries where the company has its registered office.

04 EXPENSES BY TYPE OF EXPENSE

Nature of expenses

An income statement by function is presented as part of the financial statements of the group. The table below presents how the operational costs are classified based on the nature of the expense.

Group (SEK million)	2024	2023
User acquisition costs	2,222	2,254
Personnel expenses	929	1,125
Depreciation, amortisation and impairment	583	554
Other expenses	1,418	1,073
Total expenses	5,152	5,005

2023 figures have been recalculated to be consistent with current presentation

Parent company (SEK million)	2024	2023
Personnel expenses	152	126
Depreciation, amortisation and impairment	1	1
Other expenses	64	71
Total expenses	217	198

05 OTHER OPERATING INCOME AND EXPENSES

Group (SEK million)	2024	2023
Other operating income		
Gain from exchange rate differences	22	11
Government grants/tax incentives	11	9
Gain disposal tangible and intangible assets	0	1
Other	5	40
Total	37	61
Other operating expenses		
Loss from exchange rate differences	-10	-2
Other	-10	-12
Total	-21	-14

06 SHARES IN ASSOCIATED COMPANIES

Group (SEK million)	2024	2023
Share of earning	0	1
Total net income	0	1

Associated companies are reported based on the equity method. The share of earnings is equal to the group's share of net income in each associated company after conversion into Swedish krona. The calculation of share in net income is based on the latest available accounts.

Shares and participations in associated companies

Group (SEK million)	2024	2023
Carrying amount	1	1
Total	1	1

07 FINANCIAL INCOME AND EXPENSES

Group (SEK million)	2024	2023
Interest income	132	163
Exchange rate gains	140	240
Total financial income	272	403
Interest expenses	-3	-1
Exchange rate losses	-236	-180
Financial assets and liabilities valued at fair value through profit and loss	-738	-540
Other	-14	-6
Total financial expenses	-990	-727
Net financial items	-719	-324

Parent company (SEK million)	2024	2023
Dividend from subsidiaries	-	9,910
Gain/loss from financial assets	-	-10,002
Results from shares in subsidiaries	-	-92
Interest income from external parties	69	126
Interest income from subsidiaries	24	26
Exchange rate gains	104	163
Total interest income and other financial income	197	315
Exchange rate losses	-17	-156
Interest expense from external parties	-1	-1
Interest expense from subsidiaries	-9	-188
Other	-14	-6
Total interest expense and other financial costs	-40	-350
Net financial items	157	-127

Interest income and expenses on borrowings relate to financial assets and liabilities valued at amortized cost.

08 TAXES

Accounting for income taxes

Recognized tax expenses include current Swedish and foreign income taxes and deferred taxes arising from temporary differences. Such temporary differences arise from differences between the tax base and carrying amounts of assets and liabilities. A deferred tax asset is recognized corresponding to the tax value of tax loss carryforwards if it is considered probable that the loss carryforwards will be used against taxable income in the foreseeable future. The profit for the year has been charged with tax on the taxable profit for the year and with tax resulting from temporary differences arising during the period. The tax is recognized as current tax and deferred tax in each company included in the group.

Distribution of tax expense

Group (SEK million)	2024	2023
Current tax		
Current tax expense	-526	-467
Adjustment for prior years	-3	17
Total	-529	-451
Deferred tax		
Tax attributable to temporary differences	137	53
Total	137	53
Total tax expense in the income statement	-392	-397

Reconciliation of tax expense

Group	2024		2023	
	SEK million	%	SEK million	%
Income before tax	183		561	
Tax/Tax rate in Sweden	-36	20.6	-115	20.6
Foreign tax rate differential	-105	57.3	-101	17.9
Non-taxable income	21	-11.7	61	-10.8
None-deductible expenses	-211	115.3	-156	27.8
Exercised loss carryforward not previously recognized	0	0	1	-0.2
Losses where no deferred tax was recognized	-65	35.9	-5	0.9
Capitalized loss carryforwards	19	-10.2	-	-
Re-assessment of loss carryforwards	-	-	-44	7.8
Effect of changes in tax rates	-	-	-30	5.3
Other permanent effects	-10	5.6	-26	4.6
Adjustment for prior years	-3	1.9	17	-2.9
Effective tax/tax rate	-392	214.7	-397	70.8

Deferred tax

Group (SEK million)	Dec 31, 2024	Dec 31, 2023
Deferred tax assets attributable to:		
Tangible assets including right-of-use assets	41	52
Provisions	5	40
Current liabilities	47	35
Tax value of tax loss carryforward recognized	19	56
Total	112	183
Set-off of tax	-40	-51
New total	72	132

Group (SEK million)	Dec 31, 2024	Dec 31, 2023
Deferred tax liabilities attributable to:		
Intangible assets	399	519
Tangible assets	2	3
Lease liabilities	40	51
Total	441	573
Set-off of tax	-40	-51
New total	402	523
Net deferred tax	-330	-390



2024 Group (SEK million)	Opening balance January 1	Deferred tax recognized in P&L	Reclassification of lease	Acquisition/Divestment of business	Translations differences	Closing balance December 31
Tax loss carryforward	56	18	-	-60	5	19
<i>Temporary differences in:</i>						
Tax loss carryforward	-519	109	-	30	-19	-399
<i>Temporary differences in:</i>	48	-9	-	0	0	39
Provisions	40	-36	-	-	1	5
Current liabilities	-16	56	-	-36	2	6
Total	-390	137	-	-67	-10	-330

2023 Group (SEK million)	Opening balance January 1	Deferred tax recognized in P&L	Reclassification of lease	Acquisition/Divestment of business	Translations differences	Closing balance December 31
Tax loss carryforward	61	-3	-	-	-2	56
<i>Temporary differences in:</i>						
Goodwill	1	-1	-	-	-	-
Tax loss carryforward	-497	34	-	-63	7	-519
<i>Temporary differences in:</i>	-5	2	51	-	-	48
Provisions	41	-	-	-	-1	40
Current liabilities	17	20	-51	-	-2	-16
Total	-382	53	0	-63	2	-390



The group and the parent company have accumulated tax loss carryforwards that can be used to reduce future tax payments. The tax loss carryforwards are divided as follows:

The group

The total tax loss carryforwards of SEK 574 (277) million, for which deferred tax assets have been recognized, amount to SEK 93 (181) million for the group as of December 31, 2024. The recognized deferred tax asset of SEK 19 (56) million in 2024 is mainly attributable to Snowprint. The remaining SEK 481 (96) million has not been recognized as deferred tax assets, as there is insufficient certainty of future taxable profit.

Parent company

The parent company has accumulated loss carryforwards of SEK 253 (-) million. No deferred tax asset has been recognized for the parent company, as there is no convincing evidence that future taxable profits will arise that can utilize the loss carryforwards.

The 2024 and 2023 accounts include the tax value of tax losses carried forward in all countries where it is considered likely that the losses carried forward will be utilized against taxable profits in the foreseeable future. As a consequence, no deferred tax asset is recognized for tax losses carried forward in certain countries.

Parent company

At the end of 2024, there were no deferred tax assets on tax losses carried forward in the parent company.

Distribution of tax expenses

Parent company (SEK million)	2024	2023
Current tax	-	-2
Adjustment for prior year	-	1
Total tax expenses	-	0

Reconciliation of tax expense

Parent company	2024		2023	
	SEK million	%	SEK million	%
Income before tax	-218		-137	
Tax/Tax rate in Sweden	45	20.6	28	20.6
Non-taxable income	-	-	2,042	1,492.2
Non-deductible expenses	5	2.4	-2,072	-1,513.9
New loss were no deferred tax was recognized	-50	-23.0	-	-
Tax from previous year	-	-	1	1.0
Effective Tax/Tax rate	-	-	0	0.0

09 INTANGIBLE ASSETS

Significant accounting policy – Accounting for intangible assets

Fixed assets are stated net of accumulated depreciation according to plan and impairment losses. Depreciation according to plan is normally calculated on a straight-line schedule based on the cost of the fixed assets and their estimated useful lives. Intangible assets are classified in the following categories.

Accounting estimates and assumptions – Useful life

Intangible assets, except for goodwill and intangible assets with indefinite useful lives, are amortized over their useful lives. The useful lives are based on management's assessment of the period over which the assets will generate revenue.

Assets	Amortization period
Capitalized development expenditure	3–10 years
Trademarks	-allocated to games: 5–7 years -allocated to company names: indefinite lifetime with impairment tests annually or if triggered by events
Game engine	13 years
Customer relations	4–15 years
Beneficial rights/broadcasting licenses	estimated amortization period based on the terms of the license
Goodwill	indefinite lifetime with impairment tests annually or if triggered by events

Significant accounting policy – Capitalized development costs

Development expenditure on new or improved products and processes are capitalized if the process is technically and commercially feasible and the group has sufficient resources to complete it. The development expenditure capitalized includes the direct costs and, when appropriate, cost of direct labour and an appropriate proportion of overheads. Other expenditures is expensed in the income statement as incurred. Capitalized development expenditures are stated at cost less accumulated amortization and impairment losses. The capitalized expenditure relates mainly to software and software platforms.

Trademarks

Trademarks that are part of a business combination and allocated to games are carried at cost less accumulated amortization and any impairment losses. Trademarks allocated to company names are deemed to have an indefinite useful life and are tested annually for impairment or if events occur that trigger such a test.

Game engine

A game engine is a platform that can be reused to produce new games. It is carried at cost less accumulated amortization and any impairment losses.

Goodwill

Goodwill arising on consolidation represents the excess of the cost of the business combination and the fair value of assets acquired and liabilities assumed. Goodwill is tested for impairment at least annually or whenever events or changes in circumstances indicate that it might be impaired. Any impairment loss is recognized as an expense in the income statement immediately and cannot be reversed. Goodwill arising on the acquisition of associates is included in the carrying amount of investments in associates. Impairment testing is performed for the cash generating unit in its totality.

Other intangible assets

Other intangible assets, such as acquired customer relationships and rights of use, are stated at cost less accumulated amortization and any impairment losses.

Accounting estimates and assumptions – Initial measurement of fair value of assets acquired in a business combination

Trademarks, customer relationships and goodwill were acquired in their entirety in a business combination, while capitalized development expenditure includes assets that were partially acquired in a business combination. The acquisition-date fair value of acquired assets is calculated using a discounted cash flow model. Significant inputs include estimates of future sales growth, prices and profit margins, and a discount rate that takes into account the specific risks and capital costs associated with the assets.



(SEK million)	Group						Parent company
	Capitalized development expenditure	Trademarks	Game engine	Customer relations and other ¹⁾	Goodwill	Total	Capitalized expenditure
Acquisition values							
Opening balance January 1, 2023	1,974	1,089	-	1,101	10,284	14,448	56
Investments during the year	184	-	-	-	-	184	-
Acquisition through business combination	115	-	140	100	293	648	-
Translations differences	-39	-19	-	-9	-160	-227	-
Closing balance December 31, 2023	2,234	1,070	140	1,192	10,418	15,053	56
Opening balance January 1, 2024	2,234	1,070	140	1,192	10,418	15,053	56
Investments during the year	84	-	-	-	-	84	-
Divestment and scarpping during the year	-281	-82	-47	-432	-563	-1,404	-
Acquisition through business combination	-	-	-	-	73	73	-
Translations differences	129	40	-	65	457	691	-
Closing balance December 31, 2024	2,166	1,028	93	825	10,383	14,497	56

1) Other refers to licenses and beneficial rights



Group							Parent company
(SEK million)	Capitalized development expenditure	Trademarks	Game engine	Customer relations and other ¹⁾	Goodwill	Total	Capitalized expenditure
Accumulated amortization and impairment losses							
Opening balance January 1, 2023	-817	-305	-	-628	-	-1,750	-56
Amortization during the year	-249	-105	-3	-130	-	-487	0
Translations differences	16	7	-	20	-	43	-
Closing balance December 31, 2023	-1,050	-404	-3	-737	-	-2,195	-56
Opening balance January 1, 2024	-1,050	-404	-3	-737	-	-2,195	-56
Divestment and scrapping during the year	123	-	47	351	-	520	0
Amortization during the year	-268	-105	-11	-132	-	-516	-
Impairment losses during the year	-8	-	-	-	-	-8	-
Translations differences	-89	-18	-1	-45	-	-152	-
Closing balance December 31, 2024	-1,293	-527	33	-563	-	-2,352	-56
Carrying amount							
As per January 1, 2023	1,157	782	-	470	10,285	12,694	0
As per December 31, 2023	1,184	665	137	454	10,418	12,858	0
As per January 1, 2024	1,184	665	137	454	10,418	12,858	0
As per December 31, 2024	872	501	126	261	10,383	12,145	0

1) Other refers to licenses and beneficial rights



Amortization by function

Group (SEK million)	2024	2023
Cost of goods and services	495	439
Administrative expenses	40	48
Selling expenses	2	-
Other operating expenses	3	-
Total	539	487

Impairment

Group (SEK million)	2024	2023
Capitalized development expenditure	-8	-

The above write-down relates to development costs that are no longer marketed.

From 2023, the impairment test for MTG is based on goodwill not being monitored at a lower level than that of the group as a whole, unlike in previous years when impairment testing has taken place at the studio level. Projected cash flow is based on a sustainable growth rate that is calculated based on the future outlook. Assumptions are made for costs and the development of the capital turnover rate.

In impairment testing, studio brands were considered to have a strong position in the respective market and to be actively used in the business. They were deemed to have an indefinite useful life. The brands are continuously improved and developed and the net cash flows generated by them were not expected to cease in the foreseeable future.

Impairment testing

The impairment of goodwill and other intangible assets with indefinite useful lives of cash-generating units are based on the recoverable amount (value in use), calculated using a discounted cash flow model. The cash flows are discounted at a pre-tax rate of 10.8% (10.9) taking into account the cost of capital and risk. The model includes key assumptions such as market size, shares and growth rates, sales prices and cost growth together with working capital requirements. Cash flow is calculated over a five-year period and is based on current results and forecasts, previous years' outcomes, general market conditions, industry developments and other available information. For the forecast periods, an adjusted EBITDA margin has been assumed, adapted to the outcome of previous periods and specific expectations. After the five-year period, a growth rate of 2.5% (2.5) is normally applied.

Impairment test

Impairment tests are carried out on a regular basis, annually or when there are indications of impairment. The 2024 impairment test did not give rise to any impairment for the group.

Sensitivity analysis

The impairment test performed, which does not indicate a need for impairment, has a margin such that any adverse change is unlikely to cause the recoverable amount to fall below the carrying amount. However, projected cash flows are inherently more uncertain and may also be affected by factors outside the control of the entity. Such factors may include political risks and market conditions in general, which can deteriorate rapidly due to a financial crisis such as crises caused by instability in the financial sector.

10 TANGIBLE ASSETS

Accounting for tangible assets

Tangible assets are stated at cost less accumulated depreciation and impairment losses. Where parts of tangible assets have different useful lives, they are accounted as separate items under tangible assets. Depreciation is normally calculated using the straight-line method based on the cost of the assets and their estimated useful lives. The depreciation period for equipment is 3–5 years.

(SEK million)	Group		Parent company
	Equipment, tools and installations	Total	Equipment
Acquisition value			
Opening balance January 1, 2023	94	94	11
Investments during the year	11	11	1
Acquisitions through business combinations	1	1	-
Divestment and scrapping during the year	-1	-1	-
Translation differences	-1	-1	-
Closing balance December 31, 2023	104	104	12
Opening balance January 1, 2024	104	104	12
Investments during the year	14	14	1
Acquisitions through business combinations	-	-	-
Divestment and scrapping during the year	-12	-12	-
Translation differences	6	6	-
Closing balance December 31, 2024	111	111	13



(SEK million)	Group	
	Equipment, tools and installations	Total
Accumulated depreciation and impairment losses		
Opening balance January 1, 2023	-36	-36
Depreciation during the year	-30	-30
Translation differences	1	1
Closing balance December 31, 2023	-65	-65
Opening balance January 1, 2024	-65	-65
Divestment and scrapping during the year	9	9
Depreciation during the year	-23	-23
Translation differences	-5	-5
Closing balance December 31, 2024	-82	-82
Carrying amount		
As per January 1, 2023	58	58
As per December 31, 2023	39	39
As per January 1, 2024	39	39
As per December 31, 2024	29	29

Parent company	
	Equipment
	-10
	-
	-
	-10
	-10
	-
	-1
	0
	-11
	1
	1
	1
	2

Depreciation by function

Group (SEK million)	2024	2023
Cost of goods and services	10	13
Selling expenses	2	2
Administrative expenses	10	14
Other operating expenses	1	1
Total	23	30

11

NON-CURRENT FINANCIAL ASSETS

Group companies

The following table lists the largest companies in the MTG group. A detailed specification of the group companies has been submitted to the Swedish Companies Registration Office and can be obtained on request from Modern Times Group MTG AB Investor Relations.

Share capital (%) and voting rights (%) represented as at December 31, 2024

Ownership in group companies	Co. Reg.no.	Registered office	Share capital (%)	Voting rights (%)
MTG Broadcasting AB	556353-2687	Sweden	100	100
MTGx International AB	556931-8651	Sweden	100	100
MTGx Gaming Holding AB	559077-0912	Sweden	100	100
InnoGames GmbH		Germany	100	100
Hutch Games Ltd.		UK	100	100
Ninja Kiwi Ltd.		New Zealand	100	100
PlaySimple Games Private Ltd.		India	100	100
Snowprint Studios AB	559009-3869	Sweden	70	70



Shares and participations in group companies

Parent company (SEK million)	Book value Dec 31, 2024	Book value Dec 31, 2023
Opening balance January 1	13,821	22,463
Shareholder contributions	-	1,360
Shares received through dividend	-	-
Impairment	-	-10,002
Closing balance December 31	13,821	13,821

Parent company (SEK million)	Co. Reg.no.	Registered office	Number of shares	Share capital (%)	Voting rights (%)	Book value Dec 31, 2024	Book value Dec 31, 2023
MTG Broadcasting AB	556353-2687	Stockholm	1,000	100	100	1	1
MTGx International AB	556931-8651	Stockholm	1,000	100	100	386	386
MTGx Gaming Holding AB	559077-0912	Stockholm	500	100	100	13,434	13,434
Total						13,821	13,821

12 ACCOUNTS RECEIVABLE

Group (SEK million)	2024	2023
Accounts receivable		
Gross accounts receivables	553	568
Total	553	568
Analysis of accounts receivables		
Not due	365	429
< 30 dagar	56	38
30–90 dagar	131	100
> 90 dagar	0	1
Total	553	568

There are no doubtful debts within the group, and therefore, no provisions for expected credit losses have been recognized.

13 EARNINGS PER SHARE

Group (SEK million)	2024	2023
Earnings before share		
Net income for the year attributable to equity holders of the parent company	-210	164
Shares outstanding on January 1	121,681,404	123,731,164
New shares issued	-	4,152,787
Share vested during the year	174,301	-
Repurchase of shares	-3,549,241	-6,202,547
Number of shares outstanding	118,306,464	121,681,404
Weighted average number of shares, basic	120,500,977	123,189,366
Effect from share awards	636,937	521,369
Weighted average number of shares, diluted	121,137,914	123,710,735
Basic earnings per share, SEK	-1.74	1.33
Diluted earnings per share, SEK	-1.74	1.32

Modern Times Group MTG AB has outstanding long-term incentive programs. Potential dilution is calculated in order to determine the number of shares that can be acquired at fair value based on the value of the share awards. Retention and performance awards are included in the number of potentially dilutive shares from the start of the program and according to the achieved targets. The company has outstanding programs from 2022 and 2023 where targets and performance are not yet achieved, but which might have a dilutive effect. As of December 31, 2024, the shares awards amounted to 174,299 (389,241).

The total number of shares outstanding at the end of 2024 was 118,306,464 (121,681,404) and excluded the 3,679,820 class B shares and the 6,324,343 class C shares held by MTG as treasury shares.

14 SHAREHOLDERS' EQUITY

Parent company	2024		2023	
	Number of shares paid	Share capital (SEK million)	Number of shares paid	Share capital (SEK million)
MTG Class A	537,136	3	545,662	3
MTG Class B	121,449,148	607	124,798,722	624
MTG Class C	6,324,343	32	6,324,343	32
Total number of shares issued/total share capital as per December 31	128,310,627	642	131,668,727	658

One MTG Class A share carries 10 voting rights, one MTG Class B share and one MTG Class C share carries one voting right each. Class C shares are not entitled to dividends. The quota value per share is SEK 5 (5).

Of the total shares issued, the parent company holds 3,679,820 (3,662,980) Class B shares and 6,324,343 (6,324,343) Class C shares are held as treasury shares.

The Board of Directors will propose to the 2025 Annual General Meeting that no dividend is to be paid to MTG's shareholders for the financial year 2024. The group reduced share capital by SEK 17 million, which was allocated to restricted equity, and repurchased shares for a value of SEK 304 million during the financial year 2024.

Other contributed capital/Share premium account

Share premium arises when shares are issued at a premium, i.e. the shares are paid at a higher price than the quota value. The share premium reserve in the parent company at the beginning of the year relates only to employee stock options exercised in 2010, 2009 and 2008 and the fair value of the shares.

Translation reserve in equity

The translation reserve consists of all foreign exchange differences arising from the translation of the financial statements of foreign operations to Swedish krona in the consolidated accounts.

Group (SEK million)	2024	2023
Opening balance January 1 ¹⁾	991	1,254
This year's translation differences, net of tax	592	-270
Transfer within equity	3	-
Disposal	-	7
Total accumulated transaction differences December 31	1,586	991

1) Opening balances have been restated to conform to the current presentation

Retained earnings

Retained earnings comprise previously earned income.

Non-controlling interests

For subsidiaries that are not wholly owned, the portion of equity that belongs to shareholders other than the parent company is reported as non-controlling interests. Where options to acquire more shares exist, the companies have been consolidated at 100%.

At the end of 2024, there are no non-controlling interests in MTG.



(SEK million)	Shares			
	Class A	Class B	Class C	Total
Opening balance January 1, 2024	545,662	124,798,722	6,324,343	131,668,727
Cancellation of repurchased shares		-3,358,100		-3,358,100
Reclassification of shares	-8,526	8,526		-
Closing balance December 31, 2024	537,136	121,449,148	6,324,343	128,310,627

In May 2024, the share capital was reduced by SEK 16,790,500 through the cancellation of 3,358,100 Class B shares repurchased under MTG's repurchase programs carried out between April 27, 2023 and December 31, 2023.

15 PROVISIONS

Accounting for provisions

A provision is recognized in the balance sheet when the group has a present legal or constructive obligation as a result of a past event and it is probable that an outflow of economic benefits will be required to settle the obligation and a reliable estimate of the amount can be made. Where the effect of the timing of payments is material, provisions are calculated by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability.

Accounting for pensions

The group operates defined contribution pension plans. The group's payments to the defined contribution plans are recognized as an expense in the period in which the employees render the services to which the contributions relate. A defined contribution plan is a post-employment benefit in which a company pays fixed contributions to a separate company and thereafter has no legal or constructive obligation to make further payments.

Group (SEK million)	Restructuring provisions	Other provisions	Total
Opening balance January 1, 2023	10	162	172
Provisions during the year	39	92	132
Utilised during the year	-39	-52	-90
Reversed during the year	-10	-50	-60
Translation differences	-	-4	-4
Closing balance December 31, 2023	-	148	148
Opening balance January 1, 2024	-	148	148
Provisions during the year	-	64	64
Utilised during the year	-	-59	-59
Reversed during the year	-	-132	-132
Translation differences	-	8	8
Discontinued operations	-	-7	-7
Closing balance December 31, 2024	-	21	21

For 2024 and 2023 there are no pledged assets in the group.

Various companies within MTG are parties in litigations. However, the company does not believe that the liabilities that could arise from these disputes will have a material adverse effect on the group's financial position. These litigations are therefore not included in the contingent liabilities. The group has no contingent liabilities for 2024 and 2023.

As at 2024 and 2023 there are no guarantees issued by the parent company.

17 FINANCIAL INSTRUMENTS AND FINANCIAL RISK MANAGEMENT

Capital management

The group's capital management aims to ensure the group's financial stability, manage financial risks and secure the group's short and long-term capital requirements. The group defines capital as equity including non-controlling interests as reported in the balance sheet.

In general, the capital structure is based on a mix of issuance of new shares and debt, with the aim of operating with a low leverage ratio. The leverage ratio may increase during specific periods but should remain low over time. The capital structure also takes into account the optimal structure to reduce the cost of capital. As at December 31, 2023 and 2024, the group had a net cash position.

Financial risk management

In addition to business operational risks, MTG is exposed to financial risks in its operations. The most important financial risks are refinancing, credit, interest rate and currency rate risks. These risks are regulated by the Treasury Policy adopted by MTG's Board of Directors.

The group's Treasury Policy consists of a framework of guidelines and rules for risk management and treasury operations in general. The Policy is reviewed annually. The group's financial risks are continuously compiled and monitored at group level by the group treasury function to ensure compliance with the Treasury Policy.

The parent company's treasury function is responsible for the management of financial risks. The aim is to limit the group's financial risks and to secure appropriate and secure funding for the group.

Group liquidity shall be invested by the central treasury function and in local group accounts (cash pools) in Sweden. Excess liquidity can be invested for a maximum period of six months. The Treasury Policy includes rules on maximum exposure to counterparties to minimize risks.

Financing and refinancing risk

Financing risk is the risk of being unable to meet future financing needs. The group's sources of funding are primarily shareholder's equity, cash flow from operations and loans. In order to reduce refinancing risks, the group strives to diversify funding sources and maturities and to normally initiate refinancing loans 12 months before maturity. The group shall strive for relevant key ratios corresponding to investment grade rating.

External borrowings are managed centrally in accordance with the group's Treasury Policy. Loans are mainly raised by the parent company and transferred to the subsidiaries as internal loans or capital injections. As at December 31, 2023 the group had no external financing. As of December 31, 2024 external financing has been contracted but was not utilized at the time. All shares in MTGx Gaming Holding have been pledged as security to the lenders for this financing.

Liabilities related to contingent consideration

Contingent consideration liabilities are calculated based on the terms of the agreements entered into in connection with the acquisition. The valuation is based on projections and forecasts of future revenues and operating margins.

Lease liabilities

Information on lease liabilities are found in note 19 Lease liabilities.

Net debt

Group (SEK million)	Dec 31, 2024	Dec 31, 2023
Other interest bearing liabilities ¹⁾	602	534
Total borrowings	602	534
Cash and cash equivalents	3,542	2,956
Total cash and cash equivalents	3,542	2,956
Total net debt	-2,940	-2,423

1) Remaining liability for settlement of c-shares to PlaySimple amounted to SEK 602 million



Terms and payback period, gross values

2024					
Group (SEK million)	Effective interest rate	Total	Maturity 2025	Maturity 2026	Maturity 2027 or later
Lease liabilities	¹⁾	155	37	33	85
Other non-interest bearing liabilities	²⁾	602	602	-	-
Accounts payable		386	386	-	-
Total		1,143	1,025	33	85

2023					
Group (SEK million)	Effective interest rate	Total	Maturity 2024	Maturity 2025	Maturity 2026 or later
Lease liabilities	¹⁾	178	36	32	110
Other non-interest bearing liabilities	²⁾	534	534	-	-
Accounts payable		316	316	-	-
Total		1,027	885	32	110

¹⁾ The group holds a number of different leases with varying interest rates and maturity structures

²⁾ Revalued according to the share price at the balance sheet date. Reclassification has been made from interest-bearing liabilities to non-interest-bearing liabilities. Interest has been calculated at the rate prevailing at the balance sheet date of December 31. Liabilities have been included in the earliest period for which repayment may be required

Market risk

Interest rate risk

Interest rate risk is the risk that changes in market interest rates will adversely affect cash flows, financial assets and liabilities. The group is exposed to interest rate risk on cash and cash equivalents and short-term investments, other financial assets and the utilized portion of the interest-bearing credit facilities. The group had no outstanding drawn portion of the interest-bearing credit facilities at year-end. The group's Treasury Policy aims to achieve financial flexibility by maintaining a balanced portfolio of floating and fixed rates and by spreading maturities to match funding needs. In 2023-2024, the interest rate period was less than 3 months.

Credit risk

Credit risk is the exposure to loss if a counterparty to a transaction is unable to meet its obligations and any collateral does not cover the group's requirements. Credit risk for the group consists of financial credit risk and credit risk related to accounts receivables.

Financial credit risk is the risk incurred by the group in its relationships with financial counterparties. The management of the group's financial credit risk is governed by the Treasury Policy.

Financial counterparties must have a credit rating of at least S&P single A or comparable rating at another institution for large deposits of cash or excess liquidity. MTG has signed standardized netting agreements (ISDA) with

all counterparties in foreign exchange transactions. Transactions are made within set limits and exposures are continuously monitored.

The credit risk with reference to the group's accounts receivables is spread over a large number of customers, both private individuals and companies. The group's assessment based on historical data is that there are no write-down requirements for accounts receivables not due. The majority of outstanding accounts receivables consist of customers previously known to the group with good credit worthiness. See also note 12 Accounts receivables.

The group's exposure to credit risk amounted to 5,524 (4,186) SEK million at December 31. The exposure is based on the carrying amount of the financial assets, the majority of which consist of accounts receivables and cash and short-term investments.

Insurable risks

The parent company ensures that the group has adequate insurance coverage for the management and CEO. Other insurances such as business interruption, loss of assets and travel insurance are covered by local insurance solutions in each subgroup or company.

Currency risk

Currency risk is the risk that fluctuations in exchange rates will have an impact on the income statement, financial position and/or cash flow. The risk can be divided into transaction exposure and translation exposure. See also the section entitled "Risks and uncertainties" in the Directors' Report.

Transaction exposure

Transaction exposure arises when foreign currency inflows and outflows in the financial statements of the individual entities within the group are not matched. The group treasury department strives to match inflows and outflows in the same currency and also to take advantage of natural hedges.



The group's transaction exposures arise mainly where subsidiaries have external and internal transactions in currencies other than their own functional currency.

Translation exposure

Translation exposure is the risk arising from the translation of the net assets of foreign subsidiaries. Translation exposure risk is the risk that the value of the group's net investments in foreign currencies is adversely affected by changes in exchange rates. The group's worldwide operations give rise to a currency effect due to the translation of other functional currencies into SEK when preparing the consolidated financial statements. The net exposure in each currency corresponds to the net of assets and liabilities giving rise to translation effects in the group's other comprehensive income.

Significant financial assets and liabilities in foreign currency comprise:

2024	
Currency (SEK million)	USD
Other financial assets	1,224
Cash and cash equivalents	1,183
Put/call option	-311
Contingent consideration	-1,674
Net statement of financial position exposure¹⁾	422

1) Exposure against SEK

2023		
Currency (SEK million)	USD	GBP
Other financial assets	334	-
Cash and cash equivalents	1,171	3
Put/call option	-143	-
Contingent consideration	-1,327	-112
Net statement of financial position exposure¹⁾	35	-109

1) Exposure against SEK

A 5% change in the exchange rate on the above financial positions at December 31, 2024 would, all other things being equal, have an effect of SEK -18 (-4) million on the group's net result, and SEK 23 (-4) million in equity, net of tax.

Accounting for financial instruments

Financial assets and liabilities include cash and short-term investments, securities, other financial receivables, trade receivables, trade payables, contingent consideration, put and call option liabilities and borrowings.

Financial instruments – categories

Financial assets at fair value through profit or loss

Shares and investments in other companies

For the group's holdings in shares, the acquisition cost is considered a representative estimate of fair value at the acquisition date, as the investment is based on market-based assumptions. The investment is then revalued continuously as soon as new indicative information becomes available. Gains/losses are recognized when there is subsequent financing involving a third party, where the price per share in that financing is used, or when there is a realized exit, or when there are other indications that fair value should be adjusted.

Financial assets at fair value through other comprehensive income

Shares and investments in other companies

The merger of Kongregate with Monumental resulted in Kongregate being deconsolidated in the first quarter of 2024 and recognized as a financial asset. See note 25. MTG has chosen to classify the holding in the unlisted Monumental as a holding where subsequent revaluations are recognized through other comprehensive income as the holding is considered to be of a strategic nature.

Financial assets measured at amortized cost

The group's financial assets are carried at amortized cost and comprise mainly cash and short-term investments, accounts receivables and other current receivables of an operational nature. Receivables are charged with expected credit losses.

Financial liabilities at fair value through profit or loss

Critical accounting estimates and assumptions – Fair value measurement of contingent consideration

The calculation of the fair value of contingent considerations is based on terms and conditions defined in agreements entered into in connection with the acquisitions. The valuations are typically based on forecasts and estimates of future revenues and operating margins. The outcome of revenue and operating margin may deviate from forecasts and projections, and as a result affect the valuation. This deviation would affect the profit or loss for the period and the financial position.



Contingent considerations

For contingent consideration, future values are discounted to present value. The discount rate is risk-adjusted. The most critical parameters in the valuation are projected sales growth and future operating margin. Revaluation of contingent considerations is recognized in net financial items in the income statement.

Financial liabilities measured at amortized cost acquisition value

Financial liabilities, except for contingent consideration, are measured at amortized cost.

Critical accounting estimates and assumptions – Put/call debt carried at amortized cost

The put/call liability is carried at amortized cost, with the expected redemption amount discounted using the effective interest rate. The amount is variable and the timing of the redemption is dependent on future events, so estimates of the timing and amount of payments are subject to

change. Following a change in estimated cash flows, the carrying amount of the liability is restated to reflect the present value of the estimated future contractual cash flows discounted at the original effective interest rate. The adjustment is recognized in the income statement as income or expense. The most significant sources of uncertainty relate to estimates of the underlying performance that will indicate whether the instrument will be 'in the money' at each exercise date. Estimated future cash flows are reviewed on an ongoing basis.

The acquisition of Snowprint in the fall of 2023 was structured with an initial cash payment for 70% of the equity instruments and a put/call option arrangement with a future cash payment for the remaining 30% of the equity instruments. For accounting purposes, all equity instruments are accounted for as acquired, i.e. as if 100% had been acquired. By recognizing a liability for the put/call option for the remaining equity instruments, no non-controlling interest is recognized. The remaining 30% of the equity instruments are expected to be legally transferred

to MTG during 2025-2026 based on the future valuation of the remaining shares based on future earnings generated by gaming in Snowprint. See Note 24 Business combinations for further information.



December 31, 2024								
Group (SEK million)	Fair value through profit and loss	Fair value through other comprehensive income	Financial assets/ liabilities at amortized cost	Total	Level 1	Level 2	Level 3	Total
Financial assets measured at fair value								
Shares and participations in other companies	453	834	-	1,287	-	-	1,287	1,287
Total	453	834	-	1,287	-	-	1,287	1,287
Financial assets measured at amortized cost								
Other non-current receivables	-		52	52	-	-	-	-
Other receivables, non interest-bearing	-		90	90	-	-	-	-
Accounts receivable	-		553	553	-	-	-	-
Cash and cash equivalents	-		3,542	3,542	-	-	-	-
Total	-		4,237	4,237	-	-	-	-
Financial liabilities measured at fair value								
Put and call option	-		311	311	-	-	-	-
Contingent consideration	1,675		-	1,675	-	-	1,675	1,675
Total	1,675		311	1,986	-	-	1,675	1,675
Financial liabilities measured at amortized cost								
Other interest-bearing liabilities	-		601	601	-	-	-	-
Accounts payables	-		386	386	-	-	-	-
Total	-		987	987	-	-	-	-



December 31, 2023							
Group (SEK million)	Fair value through profit and loss	Financial assets/ liabilities at amortized cost	Total	Level 1	Level 2	Level 3	Total
Financial assets measured at fair value							
Shares and participations in other companies	397	-	397	-	-	397	397
Total	397	-	397	-	-	397	397
Financial assets measured at amortized cost							
Other non-current receivables	-	156	156	-	-	-	-
Other receivables, non interest-bearing	-	109	109	-	-	-	-
Accounts receivable	-	568	568	-	-	-	-
Cash and cash equivalents	-	2,956	2,956	-	-	-	-
Total	-	3,789	3,789	-	-	-	-
Financial liabilities measured at fair value							
Put and call option	-	143	143	-	-	-	-
Contingent consideration	1,439	-	1,439	-	-	1,439	1,439
Total	1,439	143	1,582	-	-	1,439	1,439
Financial liabilities measured at amortized cost							
Other interest-bearing liabilities	-	534	534	-	-	-	-
Accounts payables	-	316	316	-	-	-	-
Total	-	849	849	-	-	-	-



December 31, 2024							
Parent company (SEK million)	Fair value through profit and loss	Financial assets/ liabilities at amortized cost	Total	Level 1	Level 2	Level 3	Total
Financial assets measured at amortized cost							
Receivables from group companies	-	114	114	-	-	-	-
Cash and cash equivalents	-	1,344	1,344	-	-	-	-
Total	-	1,458	1,458	-	-	-	-
Financial liabilities measured at amortized cost							
Accounts payables	-	9	9	-	-	-	-
Payables to group companies	-	236	236	-	-	-	-
Total	-	245	245	-	-	-	-

December 31, 2023							
Parent company (SEK million)	Fair value through profit and loss	Financial assets/ liabilities at amortized cost	Total	Level 1	Level 2	Level 3	Total
Financial assets measured at amortized cost							
Receivables from group companies	-	515	515	-	-	-	-
Cash and cash equivalents	-	1,599	1,599	-	-	-	-
Total	-	2,114	2,114	-	-	-	-
Financial liabilities measured at amortized cost							
Accounts payables	-	6	6	-	-	-	-
Payables to group companies	-	367	367	-	-	-	-
Total	-	373	373	-	-	-	-

The carrying amounts of cash and short-term investments, trade receivables, other long-term receivables, other non-interest-bearing receivables, other interest-bearing liabilities and trade payables are a reasonable approximation of fair value.



Valuation techniques level 1, 2 and 3

Shares and participations in other entities at fair value through profit and loss – the acquisition cost is initially considered a representative estimate of fair value, as the investment is based on market approach. The investment is then revalued continuously as soon as new indicative information becomes available. Gains/losses are recognized when there is subsequent financing with the participation of an external investor, in which case the price per share in that financing is used, when a realized disposal occurs, or when there are other indications that fair value should be adjusted.

Shares and participations in other companies measured at fair value through other comprehensive income – The holding in Monumental was valued initially according to a multiple valuation based on estimated transaction price. The subsequent valuation is based on the market and revenue development in Monumental during the period after the takeover. The valuation requires significant estimates and judgments regarding the input to the valuation model regarding revenues and the multiple analysis. Revenues are based on Monumental's revenue performance for the most recent twelve-month period. The development of market multiples of listed peers is used as the basis for the percentage change in the multiple since the initial recogni-

tion of the investment. MTG has calculated its share of the value to be 26.5% of the total Monumental. The ownership share on which the valuation is based has assumed that another party exercises its contractual right to convert the notes into shares, which dilutes MTG's ownership share from 30.1% to 26.5%. The value of the asset as of December 31 amounts to SEK 834 million.

Contingent consideration – expected future values are discounted to present value. The discount rate is risk-adjusted. The most critical parameters are estimated future revenue growth and future operating margin.

Financial assets, level 3

Group (SEK million)	2024	2023
Opening balance January 1	397	408
Reported gains and losses in total comprehensive income for the period	-105	-
Reported gains and losses in net income for the period	8	-23
Acquisition	908	17
Translation differences in total comprehensive income for the period	50	-
Translation differences in income for the period	30	-33
Loan converted to shares	-	27
Closing balance December 31	1,287	397

Financial liabilities, level 3

Group (SEK million)	2024	2023
Opening balance January 1	1,439	2,703
Acquisition	66	-
Exercise payments, cash-based	-521	-1,421
Exercised payments, share-based	-	-347
Change in fair value	346	326
Interest expenses from discounting fair value of options	216	212
Translations differences	128	-33
Closing balance December 31	1,674	1,439

18 SUPPLEMENTARY INFORMATION TO CASH FLOW STATEMENT

Adjustments for items not included in cash flow

Group (SEK million)	2024	2023
Depreciation and amortization	584	553
Impairments	-	0
Provisions	-31	-9
Participation in associated companies	0	-1
Revaluation of earnout, put/call incl. postcombination and other	795	543
Unrealised exchange differences	-78	75
Accrued interest income/expense	7	-46
Income tax	0	397
Other items	140	38
Total	1,417	1,550

Cash paid for interest and income tax

Group (SEK million)	2024	2023
Interest paid	0	0
Interest received	135	117
Income tax	-522	-431
Total	-387	-314

Parent company (SEK million)	2024	2023
Interest paid	0	0
Interest received	69	115
Income tax	0	-4
Total	69	111

Reconciliation of debts arising from financing activities

Group (SEK million)	Opening balance 2024	Cash flows	Other changes	Closing balance 2024
Lease liability	173	-36	13	151
Total	173	-36	13	151

Group (SEK million)	Opening balance 2023	Cash flows	Other changes	Closing balance 2023
Lease liability	67	-38	144	173
Total	67	-38	144	173

The parent company has interest-bearing receivables and liabilities to other group companies. The parent company's liabilities to group companies amounted to SEK - (-2) million at the end of the year. The parent company's receivables from group companies amounted to SEK 90 (-) million at the end of the year.

Cash and cash equivalents included in cash flow statement

Group (SEK million)	2024	2023
Cash	1,731	1,297
Short-term investments	1,811	1,658
Total according to cash flow statement	3,543	2,956

Parent company (SEK million)	2024	2023
Cash	539	435
Short-term investments	805	1,165
Total according to cash flow statement	1,344	1,599

19 LEASE LIABILITIES

The group recognizes right-of-use assets and lease liabilities for most leases and the leases are therefore included in the balance sheet. Exceptions are listed below.

Lease liabilities are measured at the present value of the remaining lease payments, discounted at local market rates (applicable local IBOR rate) with a risk premium depending on the duration of the lease.

Costs are recognized in the income statement as a depreciation of the asset and as an interest expense on the lease liability.

The group has chosen not to recognize right-of-use assets and lease liabilities for leases that have a lease term of 12 months or less or have underlying assets of low value. The lease payments for these leases are recognized as an expense on a straight-line basis over the lease term.

The recognized right-of-use assets are mainly attributable to real estate, which accounts for 99% of the total right-of-use assets. Other mainly refers to lease agreements for cars.

Some property leases have extension options that can be exercised up to one year before the non-cancellable lease term expires. The extension option can be exercised by the group and not by the lessor. At the inception of the lease, the group assesses whether there is reasonable certainty that it will exercise the option. A reassessment is made if a significant event or other circumstances occur. The group has estimated that the potential lease payments would lead to an increase in the lease liability of 2 SEK million if the group chooses to exercise these options.

Right-of-use assets

Group (SEK million)	Property	Other	Total
Opening balance January 1, 2024	173	0	173
New/finished lease contracts	13	0	13
Depreciation for the year	-36	0	-36
Closing balance December 31, 2024	149	0	151

Group (SEK million)	Property	Other	Total
Opening balance January 1, 2023	65	0	65
New/finished lease contracts	144	0	144
Depreciation for the year	-36	0	-36
Closing balance December 31, 2023	173	0	173

Maturity analysis – Contractual undiscounted cash flow

Group (SEK million)	Dec 31, 2024	Dec 31, 2023
Less than one year	37	37
One to five years	118	118
More than five years	0	25
Total undiscounted lease liabilities at December 31	155	179
Lease liabilities included in the statement of financial position at December 31	151	173
Current	36	36
Non-current	115	138

Group (SEK million)	2024	2023
Amounts recognized in profit and loss		
Interest on lease liabilities	-2	-1
Depreciation for the year	-36	-36
Expenses related to leases	-7	-7
Expenses related to leases of low-value assets, excluding short term leases of low-value assets	0	0
Total	-46	-45
Amounts recognized in the cash flow statement		
Total cash outflow for leases	-38	-38

Group (SEK million)	Dec 31, 2024	Dec 31, 2023
Age analysis lease liabilities		
Less than 6 months	15	15
6–12 months	21	20
1–2 years	32	31
2–5 years	83	83
> 5 years	0	24
Total lease liabilities	151	173

20 AVERAGE NUMBER OF EMPLOYEES

Group	2024				2023			
	Men		Women		Men		Women	
	No. of	%	No. of	%	No. of	%	No. of	%
Sweden	42	75	14	25	20	63	12	38
Germany	254	72	98	28	249	72	95	28
UK	155	77	47	23	150	76	48	24
USA	-	-	-	-	43	69	19	31
India	287	74	103	26	262	73	95	27
New Zealand	31	63	18	37	33	67	16	33
Total	769	73	280	27	757	73	285	27
Total average number of employees	1,049				1,042			

Parent company	2024	2023
	No. of	No. of
Men	15	12
Women	12	11
Totalt	27	23

Gender distribution senior executives

Group	2024		2023	
	Men %	Women %	Men %	Women %
Board of Directors	67	33	60	40
Senior executives	89	11	91	9
Total	78	22	79	21

Parent company	2024		2023	
	Men %	Women %	Men %	Women %
Board of Directors	67	33	63	38
CEO	0	100	0	100
Other senior executives	100	0	100	0
Total	69	31	67	33

21 SALARIES, OTHER REMUNERATION AND SOCIAL SECURITY EXPENSES

Group (SEK million)	2024	2023
Salaries	749	938
Social security contributions	100	99
Pension costs	24	23
Share-based payments	45	37
Social security contributions on share-based payments	11	12
Total	928	1,109

Group (SEK million)	2024	2023
Board of Directors, CEO and other senior executives ¹⁾	56	59
<i>of which variable salary</i>	<i>25</i>	<i>31</i>

1) Includes SEK 7.3 (7.6) million Board fees approved by the Annual General Meeting

Parent company (SEK million)	2024	2023
Board of Directors, CEO and other senior executives ¹⁾	36	37
<i>of which variable salary</i>	<i>16</i>	<i>17</i>
Other employees	44	19
Total salaries and other remuneration	80	56
Social security contributions	24	11
<i>of which pension costs</i>	<i>8</i>	<i>4</i>
<i>of which pension cost CEO</i>	<i>3</i>	<i>1</i>

Remuneration of board members and senior executives

A fee is paid to the Board of Directors in accordance with the decision of the Annual General Meeting. The remuneration to senior executives is paid in accordance with the guidelines approved by the Annual General Meeting 2021 and adapted by the Annual General Meeting 2024.

MTG's Remuneration Guidelines are designed to drive and reward company and individual performance, be market competitive to attract and retain key talent, and to incentivize creation of long-term shareholder value.

Total remuneration may consist of fixed salary, variable components in the form of short-term and long-term incentive plans (STI and LTI), pension and other benefits/allowances.

Principles of remuneration

The Remuneration Guidelines provide a structure that aligns remuneration with the successful delivery of our long-term strategy: to drive profitability and organic growth in our portfolio companies and invest in high-potential gaming businesses. The guidelines set guiding principles for the selection of performance measures and performance periods to ensure the link to shareholder value, and as such, the guidelines contribute to the long-term success and value creation of the company. The guidelines provide for the ability to set relevant financial and non-financial measures, including governance, social and environmental, further contributing to alignment between the guidelines and sustainability, as well as the company values. The performance measures for the period are determined by the Remuneration Committee based on the business priorities for the year. Every year, objectives are set in the light of the company's annual business plan, value creation plans for portfolio companies, and the operating environment. The guidelines provide incentives for the CEO and the senior executives to promote an innovative and performance-based culture which contributes to achieving the company's mission.

The remuneration to the CEO and the senior executives consists of base salary, short-term and long-term incentives, pension and other benefits.

Base salary

The base salary attracts and retains the CEO and the senior executives, taking into account their individual responsibilities, their personal contribution, the size of their role and the business' complexity. The base salary for the CEO and the senior executives shall be competitive. The base salary is reviewed annually, typically with effect from January 1. The Remuneration Committee looks at pay practices in selected comparison groups; the benchmarks are provided by independent advisors. Salary decisions also take into account the performance and experience of the individual, changes in the size and scope of the role, and the level of salaries across the business.

Short-term Incentive (STI)

Short-term cash incentives reward the achievement of our annual financial, strategic, operational and sustainability targets aligned with our business strategy. The STI is capped at 125% of the individual's base salary. Performance measures and weightings are reviewed at the start of each year to take account of current business plans and to ensure they continue to support the short-term business strategy. These measures can vary from year to year to reflect business priorities and typically the measures include a blend of the company's financial performance measures (for example profitability and revenue) and non-financial measures (for example key operational, strategic, environmental, social, governance or other sustainability-related measures), provided that in any given year the majority of weighting remains on the financial performance measures. Through the combination of the financial measures with the non-financial measures, the STI will contribute to the long-term interests and sustainability of the company. Details of actual performance measures applied for each



year and how they support the business strategy will be disclosed in the annual Remuneration Report. Performance against targets is monitored and determined based on assessment of performance level versus each target level. The Board reviews the performance and determines the extent to which each of the targets have been achieved, to determine the final payout level. Regarding the financial criteria, the evaluation shall be based on the latest financial information made public by MTG. The Board has discretion to adjust the formula based STI outcome in changed circumstances to improve the alignment of pay with value creation for shareholders, and to ensure the outcome is a fair reflection of the company's performance, and will take into account any relevant environmental, social, and governance (ESG) matters when determining outcomes. To further strengthen the connection to the shareholders' interest and the company's long-term value creation, payment of part of the STI may be deferred and delivered in MTG shares and such shares are to be retained for an agreed period of time. Awards are subject to claw-back in cases where the final payment is made based on performance that is proven to be manifestly misstated. The Board may decide to reclaim whole or a part of the final payment. In its decision to reclaim any amount the Board may, in its sole discretion, reduce the amount to be reclaimed based on the employee's lack of direct involvement in the performance and reporting of performance which has been manifestly misstated.

Extraordinary arrangements

By way of exception, additional one-off arrangements can be made on a case-by-case basis when deemed necessary, on the condition that such extraordinary arrangement is made for recruitment or retention purposes and is subject to Board approval. Each such arrangement shall be capped at, and never exceed, 200% of the individual's annual base salary.

Long-term incentive programs (LTIP)

The Board may offer long-term incentive programs in order to attract and retain key individuals, as well as to share the success of the company's growth. The long-term incentive programs that can be offered are 3-4-year plans which are share or share-price related programs (such as performance share plans and/or warrant plans), which will be put forward to the General Meeting to resolve on – irrespective of these guidelines. Share and share-price related long-term incentive programs shall be structured to ensure a long-term commitment to the development of MTG and with the intention that the senior executives shall have a significant long-term shareholding in MTG. The outcome shall be linked to certain pre-determined performance criteria, based on MTG's share price and value growth. The Board may also offer senior executives, that have a direct impact on the value creation in MTG's subsidiaries, participation in local Management Incentive Programs, i.e. cash-based long-term incentive programs linked to pre-determined levels for the value creation of a specific subsidiary within MTG. The maximum outcome shall have a predetermined cap.

More information regarding the ongoing LTIPs, including the criteria which the outcome depends on, can be found on MTG's website, www.mtg.com.

Pension

Pensions provide competitive and appropriate retirement arrangements in the context of the market practice in the applicable country of the executive's employment or residence and total remuneration. The pension arrangements shall be provided in the form of a defined contribution pension or as a cash allowance and shall amount to no more than 35% of the individual's annual base salary.

Other benefits

Other benefits provide a competitive level of benefits and support recruitment and retention. Other benefits may include car allowances, company cars and housing. The combined value of these benefits shall normally constitute a limited value in relation to the total remuneration package and correspond to market practice. Additional benefits may be provided to senior executives under certain circumstances, such as in case of relocation or international assignments, in line with the overall purpose of these guidelines.

Termination of employment and severance pay

In general, executive contracts have indefinite duration. The notice period can be up to one year for either party and non-compete restrictions can go up to one year. The company may require the individual to continue to fulfil current duties during the notice period or may assign garden leave. In case of termination of a senior executive's employment agreement, the STI is evaluated and paid pro rata for the period up to the termination date where applicable. It should be noted that these cases are handled according to the discretionary right of the Board.

Salaries and employment conditions for employees

In the preparation of the Board's proposal for these guidelines, salary and employment conditions for employees of the company have been taken into account by including information on the employees' total income, the components of their remuneration and growth rate over time, in the Board's basis of decision when evaluating whether the guidelines and the limitations set out therein are reasonable.



Deviations from the guidelines

The Board may temporarily resolve to deviate from the guidelines, in whole or in part, if it has a special reason to do so in the individual case and such a deviation is necessary to serve the company's long-term interests, including its sustainability, or to ensure the company's financial viability. The Remuneration Committee's tasks include preparing the Board's resolutions on remuneration-related matters. This includes any resolutions to deviate from the guidelines.

Senior executives

Senior executives include the Chief Executive Officer, the Chief Financial Officer, Executive Vice President and Group General Counsel. The senior executives are found on page 57. A change to Group Management occurred in October 2024 when Nils Mösko and MTG mutually agreed to separate, and Mr. Mösko was released of his duties. The Chief Executive Officer shall act in a dual role from October 2024 until a new CFO is in place.

Remuneration and other benefits 2024

(SEK thousand)	Board fee	Base salary	Variable remuneration	Other benefits	Pension costs	Extraordinary costs	Total
Simon Duffy, Chairman of the Board	1,870						1,870
Simon Leung	830						830
Liia Nou	935						935
Chris Carvalho	830						830
Natalie Tydeman ¹⁾	385						385
Susanne Maas	770						770
Gerard Florin	840						840
Florian Schuhbauer	830						830
Maria Redin, CEO		7,390	11,140	483	2,657	-	21,670
Senior executives (3 persons) ²⁾		10,690	12,478	400	2,260	851	26,679
Total	7,290	18,080	23,618	883	4,917	851	55,639

1) Served on the Board until AGM 2024

2) The Senior executives are comprised of the CEO, CFO, General Counsel and EVP and one of these executives is not employed by the parent company. Instead, compensation is paid from a separate group entity for services relating to the entire group. Excluding the CEO, two (2) senior executives are employed by the parent company and the total compensation for these are (SEK million): base salary 4.76, variable remuneration 3.82, other benefits 0.3, pension costs 1.21 and extraordinary costs 0.85. In total SEK 10.9 million

The numbers in the table above include the CEO's one-year variable remuneration of SEK 6 (7) million, which is payable after the year-end, and the share-based variable remuneration of SEK 5 (0) million related to the delivery of the 2022 Incentive Plan. Out of the remuneration to other senior executives, SEK 10.9 (13) million was expensed in the parent company and SEK 15.7 (17) million was expensed in the subsidiaries.



Non-cash share-based incentive program costs for LTIP 2022 calculated in accordance with IFRS 2 amounted to SEK 6 (3) million for the CEO and SEK 4 (4) million for other members of Group Management. The LTIP 2023 program calculated in accordance with IFRS 2 amounted to SEK 6 (7) million for the CEO and SEK 5 (9) million for other members of Group Management. The LTIP 2024 program calculated in accordance with IFRS 2 amounted to SEK 3 million for the CEO and SEK 2 million for other members of Group Management.

As set out in MTG's remuneration guidelines, senior executives that have a direct impact on the value creation in MTG's portfolio companies and subsidiaries, may participate in local Management Incentive Programs, i.e. cash based LTIPs linked to predetermined levels of value creation of a specific subsidiary within MTG.

In 2025, the final payment for another such program that launched in 2017 to one (1) of the senior executives shall be due and will be included in the 'Remuneration and other benefits' table in the 2025 report.

In 2023, a cash incentive for recruitment purposes was agreed for one (1) of the senior executives in accordance with the Remuneration Guidelines provisions regarding extraordinary arrangements. In 2024, this cash incentive was implemented and the amount expensed is included in the 'Remuneration and other benefits 2024' table above.

Remuneration and other benefits 2023

(SEK thousand)	Board fee	Base salary	Variable remuneration	Other benefits	Pension costs	Extraordinary costs	Total
Simon Duffy, Chairman of the Board	1,800						1,800
Simon Leung	830						830
Liia Nou	935						935
Chris Carvalho	830						830
Natalie Tydeman	770						770
Susanne Maas	770						770
Gerard Florin	840						840
Florian Schuhbauer	830						830
Maria Redin, CEO		7,140	6,650	299	717	7,333	22,139
Senior executives (5 persons)		11,914	10,501	265	1,310	5,566	29,556
Total	7,605	19,054	17,151	564	2,027	12,899	59,300



Decision process

The remuneration to the CEO was decided by the Board of Directors. Remuneration to other senior executives is monitored and reviewed by the Remuneration Committee.

Share based payments

The group issues equity-settled share-based payments to eligible employees who participate in a share-based plan. Equity-settled share-based payments are measured at fair value at the date of grant. The fair value determined at the grant date of the equity-settled share-based payments including social security costs is based on the group's estimate of shares that will eventually vest and is expensed on a straight-line basis over the vesting period. The fair value expense excluding social fees is reported in the income statement as personnel costs with the corresponding increase in equity. For the recurring calculation of social security costs, the fair value is re-valued quarterly.

The Annual General Meeting establishes incentive programs for senior executives and key personnel. The company currently has three (3) active long-term incentive programs from 2022, 2023 and 2024. The programs from 2019 and 2021 expired in 2023 with no value assigned to the participants. For 2020, the Board decided not to propose any long-term incentive program to the AGM in light of the uncertain pandemic-related financial environment.

Completed plans

Long-term incentive program (LTIP) 2019

The 2019 warrant plan was directed to the CEO and other senior members. The warrants issued confer an entitlement of no more than 434,667 Class B shares. Each warrant entitled the holder to, during a period from June 15,

2022 to June 15, 2023, subscribe to one new Class B share at 115% of the average volume-weighted share price during the period May 9, 2019 and May 22, 2019 (the "Exercise price"). The participants' maximum profit was capped. MTG subsidized the participants' purchase of warrants by granting the participants a cash compensation corresponding to between 25-75 per cent (depending on the participant's category), net after taxes, of the warrants purchased by the participant. Such a subsidy was paid out at the time of purchase of the warrants. If a participant left MTG during the three-year vesting period for the subsidy, MTG was able to - under certain circumstances - reclaim the subsidy, in whole or in part in proportion to the term of the vesting period.

Since the exercise price for all vested options exceeded the market value of the underlying shares at vesting, no value has been assigned to the participants.

Share-based long-term incentive plan 2021

According to the 2021 LTIP, participants were required to hold shares in MTG equivalent to at least 5% and up to 20% of the gross annual base salary of each participant. For each share held, the participant had rights to receive class B shares free of charge (the "share rights"), which would vest depending on the fulfilment of pre-determined performance criteria and contingent upon continued employment.

The share rights would vest free of charge after a three-year period ending on December 31, 2023. The number of share rights that vest would be determined based on the annual TSR (i.e., the value increase plus (i) any dividends paid during such period and (ii) the theoretical value of any subscription rights allotted to shareholders in any rights

issue) of class B shares at the end of the vesting period. Based on the EGM-approved 2021 rights issue and the AGM-approved 2022 share redemption plan, the number of share rights were subject to customary recalculation (in addition to the TSR being increased by the theoretical value of the subscription rights).

The final TSR was determined based on an initial share price equivalent to the VWAP during the period from 1 October 2020 to 31 December 2020, and a final share price equivalent to the VWAP during the period from 1 October 2023 to 31 December 2023. As the TSR performance criteria was not met, no value has been assigned to the participants.



Current plans

Long-term incentive plan 2022

The 2022 Incentive Plan provides the participants a possibility to receive variable remuneration partly in the form of cash remuneration, partly in the form of MTG shares. In brief, the participants were allotted a variable remuneration (the "Performance Amount") in the beginning of 2023 of which a part was paid out in cash, and a part was allotted in the form of rights to receive MTG Class B shares free-of-charge (the "share amount" and the "share rights", respectively). Each share right carries a right to receive one (1) MTG Class B share, subject to continued employment at the time of vesting. 50% of the share rights vested in 2024 and 50% in 2025, in both cases after the publication of the year-end for 2023 and 2024, respectively, or at the earliest possible date after trading restrictions are lifted.

Approximately 11 key employees in MTG participate in the plan and are divided into tiers. The maximum Performance Amount is for each tier expressed as a percentage of the participant's 2022 annual base salary. The details of this plan can be found in the 2022 Notice to the AGM. The share amount was converted into a maximum number of share rights, based on the volume-weighted average price paid for MTG's Class B Share on Nasdaq Stockholm during a period of 30 days after the publication of the interim report for 2022. The cash portion of the incentive was paid at the end of the performance period in Q1 2023 and the deferred portion allotted in share rights is subject to a further vesting period (50% vested in 2024 and 50% in 2025). Dividends and other value transfers (including the share redemption plan) would increase the number of shares that each share right entitles to, in order to align the participants' and shareholders' interests. The performance criteria included financial measures (60%), shareholder value creation TSR (25%) and Environmental Social and Governance ESG (15%).

Long-term incentive plan 2023

The 2023 Incentive Plan retains the same structure and maintains the same economic characteristics for the participants and the same overall criteria for measuring performance as the 2022 incentive plan, with an added condition relating to strategic performance. In the 2023 Incentive Plan, the number of participants increased as key employees in MTG's portfolio company, InnoGames, have been invited to participate to link their incentives to the future growth of the MTG share performance. The 2023 Incentive Plan provides the participants a possibility to receive variable remuneration partly in the form of cash remuneration, partly in the form of MTG shares.

In brief, the participants were allotted a total remuneration (the "Performance Amount") in the beginning of 2024 of which a part was paid out in cash, and a part allotted in the form of rights to receive MTG Class B shares free-of-charge (the "share amount" and the "share rights", respectively). Each share right carries a right to receive one (1) MTG Class B share, subject to continued employment at the time of vesting. 50% of the share rights vest in 2025 and 50 % in 2026, in both cases after the publication of the year-end for 2024 and 2025, respectively, or at the earliest possible date after a trade restriction is lifted.

Approximately 33 key employees in MTG and InnoGames participate in the plan and are divided into tiers. The maximum Performance Amount is for each tier expressed as a percentage of the participant's 2023 annual base salary. The details of this plan can be found in the 2023 Notice to the AGM.

The performance criteria for vesting of the share amount and the share rights were determined after the release of the interim report for Q4 2023. Dividends and other value transfers (including the share redemption plan) would increase the number of shares that each share right entitles to, in order to align the participants' and shareholders' in-

terests. The performance criteria include financial measures (50%), strategic KPI (20%), shareholder value creation TSR (20%) and Environmental Social and Governance ESG (10%).

The plan delivered the following outcome: participants from the parent company achieved 93% payout of the corporate goals and the participants from InnoGames achieved 72% payout. Participants in the plan were allotted a cash bonus in Q1 2024, and a specific number of share rights based on the volume-weighted average price paid for MTG's Class B Share on Nasdaq Stockholm during a period of 60 days after the publication of the interim year-end report for 2023, rounded down to a whole number of share rights, each of which carries the right to receive one (1) MTG Class B share subject to a further vesting period (50% vest in Q1 2025 and 50% in Q1 2026), if the participant is in continued employment at the time of vesting.

The maximum number of share rights that may be granted under the 2023 LTIP is 988,695. In case of over-performance of one or more of the performance conditions based on financial measures and shareholder value return, to the extent that the performance is between the target level and maximum level, the relative weighting on such condition may be linearly increased up to 50%. The outcome for the participants in the 2023 Incentive Plan may however never exceed the maximum Performance Amount.



Long-term incentive plan 2024

The 2024 Incentive Plan retains a similar structure and maintains the same economic characteristics and overall criteria for measuring performance as the 2023 Incentive Plan, except that the number of participants has been increased as key employees in MTG’s portfolio company, Hutch, have been invited to participate to link their incentives to the future growth of the MTG share performance. Another differentiator of the 2024 Incentive Plan is that 100% of the share rights vest during a single event after 3 years, after the publication of the year-end interim report for 2026.

In brief, the participants are allotted a variable remuneration (the “Performance Amount”) in the beginning of 2025 of which a part will be paid out in cash, and a part will be allotted in the form of rights to receive MTG Class B shares free-of-charge (the “share amount” and the “share rights”, respectively). Each share right carries a right to receive one (1) MTG Class B share, subject to continued employment at the time of vesting.

The final TSR was determined based on an initial share price equivalent to the VWAP during the period from November 1, 2023 to December 31, 2023, and a final share price equivalent to the VWAP during the period from November 1, 2024 to December 31, 2024. As the TSR performance criteria was not met, no value has been assigned to the participants.

Approximately 45 key employees in MTG, InnoGames and Hutch participate in the plan and are divided into tiers. The maximum Performance Amount is for each tier expressed as a percentage of the participant’s 2024 annual base salary. The details of this plan can be found in the 2024 Notice to the AGM.

The performance criteria for vesting of the share amount and the share rights is evaluated after the release of the interim report for Q4 2024. The cash portion of the

incentive will be paid at the end of the performance period in Q1 2025 and the deferred portion is allotted in share rights and subject to a further vesting period of 3 years. Dividends and other value transfers (including the share redemption plan) may increase the number of shares that each share right entitles to, in order to align the participants’ and shareholders’ interests. The performance criteria include financial measures (50%), strategic KPI (20%), shareholder value creation TSR (20%) and Environmental Social and Governance ESG (10%).

For participants who are employed by a subsidiary, the financial and ESG measures are instead based on the Revenue and Adjusted EBITDA and ESG targets for their respective company, and not for the group as a whole. Thresholds are presented after the Performance Year. The participants will receive the maximum Performance Amount if the target level is reached for each of the performance conditions, or if the average weighted index is above 100, where the performance conditions based on financial measures and shareholder value return can contribute up to index 150. The maximum number of share rights that may be granted under the 2024 LTIP is 1,253,671. In case of overperformance of one or more of the performance conditions based on financial measures and shareholder value return, to the extent that that the performance is between the target level and maximum level, the relative weighting on such condition may be linearly increased up to 50%. The outcome for the participants in the 2024 Incentive Plan may however never exceed the maximum Performance Amount.

The plan delivered the following outcome: participants from the parent company achieved 65% payout against the corporate goals, the participants from InnoGames achieved 74% payout, and the participants from Hutch achieved 22% payout. The tables below show the respective performance outcomes for the criteria included in

each plan. Participants in the plan were allotted a cash bonus in Q1 2025, and a specific number of share rights based on the volume-weighted average price paid for MTG’s Class B Share on Nasdaq Stockholm during a period of 30 days after the publication of the interim year-end report for 2024, rounded down to a whole number of share rights, each of which carries the right to receive one (1) MTG Class B share, subject to continued employment at the time of vesting.

Other long-term employee benefits

When a portion of the future payment for equity instruments is subject to selling, and shareholders are those who provide service to the Group through employment, it is treated as a separate transaction and accounted for as a post combination expense. The expense will be accrued as an employee expense over time during the required service period. The long-term benefit is calculated with the Projected Unit Credit Method. The net of expenses relating to employee service, net interest on the net defined benefit liability, and remeasurements of the net defined benefit liability are recognized in the consolidated income statement over the estimated remaining period of the underlying contract and the final cost will depend on the final value settled in cash.



Parent company performance outcome

Criteria	Payout %
Revenue	23
Adj. EBITDA	138
Strategic KPI: Flow Platform	100
TSR	0
Diversity in workforce	25
Data privacy and security	100
Total payout	65

Subsidiary InnoGames 2024 performance outcome

Criteria	Payout %
Revenue	58
Adj. EBITDA	150
Strategic KPI: Net payout potential	85
TSR	0
Diversity in workforce	0
Data privacy and security	100
Total payout	72

Subsidiary Hutch 2024 performance outcome

Criteria	Payout %
Revenue	0
Adj. EBITDA	0
Strategic KPI: Flow Platform	84
TSR	0
Diversity in workforce	0
Data privacy and security	100
Total payout	22

Cost effects of the incentive programs

The programs are equity-based programs. The initial fair value of the stock option programs at the grant date is expensed during the vesting period. The cost of the programs is recognized in equity as an operating expense. The cost is based on the fair value of the MTG Class B share on the grant date and the number of shares expected to vest. The cost recognized for the programs in 2024 according to IFRS 2 amounts to SEK 45 (37) million excluding social security contributions.

Total provision for the social security contributions in the balance sheet amounted to SEK 11 (12) million.

The number of share rights in the 2022 Incentive plan was calculated and allotted in Q1 2023. 50% of the share rights vested in 2024 and 50% in 2025, in both cases after the publication of the interim year-end report for 2023 and 2024, respectively. The number of share rights in the 2023 Incentive plan was unknown at the time of this publication last year, and so indicative numbers were shown in the table below. The final distribution of share awards is now showing in the table under LTIP 2023, of which 50% vest in 2025 and 50% in 2026, in both cases after the publication of the interim year-end for 2024 and 2025, respectively.

Dilution

If all share rights were exercised, the outstanding shares of the Company would increase by 174,299 (389,241) Class B shares. This will be equivalent to a dilution of 0.14% (0.30) of the issued capital and 0.13% (0.28) of the related voting rights at the end of 2024. It should be noted that the shares for the equity-based programs for 2023 and 2024 are purchased through a swap agreement, therefore having no negative effect on dilution.



Distribution of issued share awards and warrants

No. of share awards and warrants outstanding in the parent company	CEO	Senior executives	Key personnel	Total
LTIP 2022 ¹⁾	56,794	44,862	72,643	174,299
LTIP 2023 ¹⁾	128,819	108,668	215,839	453,326
LTIP 2024 ¹⁾	59,458	49,090	124,214	232,762
Total outstanding as per December 31, 2024	245,071	202,620	412,696	860,387

1) Restated to reflect actual number of shares as of 31 December 2024 due to leavers whose awards forfeited

	2024		2023	
	No. of shares awards	No. of warrants	No. of shares awards	No. of warrants
Share awards outstanding at January 1	954,791	-	666,027	420,033
Share awards issued during the year	342,156	-	606,191	-
Share awards forfeited during the year	-193,846	-	-317,427	-420,033
Total outstanding as per December 31	1,103,101	-	954,791	-



LTIP- programs/ Financial year	No. of allocated share awards and warrants	No. of participants	Exercise period	Outstanding share awards and warrants as per January 1	Recalculation due to dividend	Forfeited during the year	Outstanding share awards and warrants as per December 31
Grant 2021							
2023				317,427		-317,427	-
2022				355,730	70,634	-108,937	317,427
2021	359,780	15	2024			-4,050	355,730
Grant 2022							
2024		11		348,600		-174,301	174,299
2023		11		348,600			348,600
2022	389,241	13	2024 & 2025			-40,641	348,600
Grant 2023							
2024		33		606,191		-19,545	586,646
2023	606,191	35	2025 & 2026				606,191
Grant 2024							
2024	342,156	45	2027				342,156
Total grant							
2024	342,156					-193,846	1,103,101
2023				1,272,218		-317,427	954,791
2022				744,971	70,634	-149,578	666,027
2021				359,780		-4,050	355,730

22 AUDIT FEES

(SEK million)	Group		Parent company	
	2024	2023	2024	2023
KPMG, audit fees	0	7	-	2
KPMG, audit related fees	-	1	-	1
KPMG, other assurance services	-	0	-	-
PwC, audit fees	8	-	3	-
PwC, audit related fees	0	-	0	-
Other, audit fee	1	1	0	0
Total	9	9	3	3

23 TRANSACTIONS WITH RELATED PARTIES

Related parties

The group has related party relationships with its subsidiaries.

All related party transactions are based on market conditions and negotiated on commercial terms. In 2024 there were no related party transactions.

Compensation for dependants

Chris Carvalho has been a member of the Board of Directors of MTG since the Annual General Meeting 2020, i.e. since May 18, 2020. In parallel with his Board assignment, Chris Carvalho has an assignment as a consultant and advisor at MTGx Gaming Holding AB. That assignment began in February 2019. The consultancy fee paid by MTGx

Gaming Holding AB to Chris Carvalho in 2024 amounted to 1 052 SEK thousand (889).

Gerhard Florin has been a member of the Board of MTG since the 2018 Annual General Meeting. He is also a Board member of Innogames. Innogames has paid 573 SEK thousand (814) in Board fees to Gerhard Florin in 2024. The payments from Innogames are outside MTG's Board fees approved by the Annual General Meeting 2023. For more information on specific remuneration issues, please refer to the Board Remuneration Report 2024, available at www.mtg.com

For more information on specific remuneration issues, please refer to the Board Remuneration Report 2024, available at www.mtg.com

24 BUSINESS COMBINATIONS

Acquisitions in 2024

Acquisition of Plarium Global Ltd

On November 11, 2024, Modern Times Group MTG AB (publ) ("MTG") signed an agreement to acquire 100% of the shares in Plarium Global Ltd ("Plarium"), a leading international game developer with a strong portfolio of successful games, including the popular mobile role-playing game RAID: Shadow Legends. The acquisition strengthens MTG's position in the mid-core mobile games segment and adds further expertise in live ops, monetization and marketing. The acquisition was completed on February 12, 2025.

The total purchase price amounts to USD 655 million, of which USD 20 million will be paid as a deferred payment in 2026. In addition, the agreement includes performance-based earnouts of up to USD 200 million, based on future revenues, initially valued at USD 29 million.

The acquisition is financed through a combination of existing cash and cash equivalents and secured external financing comprising a term loan with a maturity of 3+1 years, as well as a revolving credit facility, totaling USD 460 million.

Preliminary purchase price allocation

Refers to acquisitions completed during the period January 1, 2024 to February 12, 2025

(SEK million)	Plarium	AutoAttack
Intangible fixed assets	5,636	
Other fixed assets	258	
Other current assets	594	
Cash and cash equivalents	701	
Deferred tax assets/liabilities	-811	
Other liabilities	-945	
Acquired net assets	5,434	
Goodwill	1,698	74
Purchase price including other non-paid consideration	7,132	74
Less cash and cash equivalents in acquired operations	-701	
Additional purchase price and other settlements, non-paid	-512	-66
Effect on consolidated cash and cash equivalents	5,919	8
Cash flow from business combination		
Cash payment	-6,620	-8
Acquired cash and cash equivalents	701	
Total effect on cash flow from investing activities	-5,919	-8
Estimated transaction costs for acquisition (included in operating activities)	-109	
Net outflow cash and cash equivalents	-6,028	-8

Goodwill arising from the acquisition is mainly attributed to Plarium's future revenue generating capacity, expertise in game development and synergies within MTG's existing operations. None of the goodwill recognized is expected to be tax deductible. The amounts recognized for intangible assets, such as IP, direct-to-consumer platform and paying player relationships, have been measured at the discounted value of future cash flows. The amortization periods for the identified assets reflect the determinable useful lives. The impact of the business combination on the group's cash and cash equivalents amounted to SEK 5,919 million. Estimated transaction costs for the acquisition amounted to SEK 109 million.

Effect of acquisition on the group's results

The acquisition of Plarium was completed on February 12, 2025. The closing balance is based on the accounts as of January 31 and Plarium will be consolidated in MTG's accounts from this date. The acquisition of Plarium has been completed shortly before the publication of this report. Due to restrictions imposed by competition authorities, MTG has not had access to the target company during the period between the signing of the acquisition agreement, which was announced on November 11, 2024, and the closing of the transaction, which was announced on February 12, 2025. All information provided on the acquisition in this report is therefore preliminary information. More information will be provided in future financial reports.

Acquisition of AutoAttack Games

On April 16, Ninja Kiwi acquired AutoAttack Games, the developers of the successful tower defense title Legion TD 2, available on Steam. The purchase price amounted to USD 750 thousand with an initially valued additional purchase price of USD 6 million. The total purchase price is allocated to goodwill based on expected future revenue streams from new game development. None of the goodwill recognized is expected to be tax deductible.

Acquisitions in 2023

Considerations and assessments for acquisitions

The Group completed the acquisition of Snowprint on October 5, 2023. The acquisition of Snowprint is closely aligned with the M&A-driven element of MTG's growth strategy. The transaction was structured with an initial cash payment for 70% of the equity instruments and a put and call option arrangement with a future cash payment for the remaining 30% of the equity instruments. For accounting purposes, all equity instruments are accounted for as if acquired, i.e. as if 100% had been acquired. By recognizing a liability for the put and call option for the remaining equity instruments, no non-controlling interest is recognized. The remaining 30% of the equity instruments are expected to be legally transferred to MTG during 2025-2026 on the basis of the future valuation of the remaining shares based on the studio's performance. The purchase price for the acquisition of Snowprint amounted to SEK 651 million, of which SEK 293 million has been recognized as goodwill. The goodwill is mainly justified by the company's future earnings potential, the Snowprint team's potential to create successful games beyond the company's existing games, and synergies with the other studios within the group. None of the goodwill recognized is expected to be deductible for tax purposes. The amounts recognized for intangible non-current assets,

such as IP, game engine and paying player relationships, have been measured at the discounted value of future cash flows. The amortization periods for the identified assets have been set to reflect the determinable useful lives. The impact of the business combination on the group's cash and cash equivalents amounted to SEK 450 million. Acquisition-related costs for the acquisition amounted to SEK 6 million. Had the acquisition been made effective January 1, 2023, it would have contributed SEK 412 million to the Group's net sales in 2023 and the impact on the Group's net result in 2023 would have been SEK -82 million. The net sales and net profit included in the consolidated financial statements for 2023 amount to SEK 130 million and SEK -18 million, respectively.

Purchase price allocation

Refers to acquisitions completed during the period January 1, 2023 to December 31, 2023

(SEK million)	Snowprint
Intangible fixed assets	355
Other fixed assets	1
Other current assets	38
Cash and cash equivalents	54
Deferred tax assets/liabilities	-63
Other liabilities	-27
Acquired net assets	358
Goodwill	293
Purchase price including other non-paid consideration	651
Less cash and cash equivalents in acquired operations	-54
Additional purchase price and other settlements, non-paid	-147
Effect on consolidated cash and cash equivalents	450
Cash flow from business combination	
Cash payment	-504
Acquired cash and cash equivalents	54
Total effect on cash flow from investing activities	-450
Transaction cost for acquisition (included in operating activities)	-6
Net outflow of cash and cash equivalents	-456

Contingent considerations and other settlements

In connection with the acquisition, MTG and the minority shareholders entered into a shareholders' agreement that includes provisions for put and call options for the remaining 30% ownership interests. The exercise prices for the put and call option are based on a formula of gross revenue and EBITDA performance. A liability for the put and call option is recognized as part of the transaction and the initial fair value of the liability amounted to SEK 147 million based on the probability-weighted likelihood of different possible scenarios of future financial performance. The fair value of the liability is reassessed over time. Changes in the fair value of the liability are recognized in the profit and loss statement.

A portion of the future payment for 30% of the equity instruments is subject to the selling shareholders continuing to provide services to the group through employment and is therefore treated as a separate transaction and accounted for as a post-combination expense. The expense is accrued as an employee cost over time during the required service period up until 2025-2026. The final cost will depend on the final value settled in cash. MTG will pay a yearly performance-based bonus to the selling employees. The amount of the bonus payments, for which the bonus thresholds are determined prior to each year, depends on the financial performance of Snowprint during 2024-2027. MTG will accrue an estimated expense over each year

Effect of the acquisition on the consolidated income statement and other comprehensive income

(SEK million)	2023
Turnover	130
Profit for the period ¹	-18

¹) Profit for the period includes amortization of surplus values of SEK -12 million and a cost of SEK -8 million for post combination expenses charged to operating profit. Personnel costs attributable to acquisitions that will be taken over time. Profit for the year includes a reversal of deferred tax attributable to intangible assets of SEK 2 million

Contributions from acquisition if the acquisition had occurred on January 1, 2023

(SEK million)	2023
Turnover	412
Profit for the period ¹	-82

¹) Profit for the period includes amortization of surplus values of SEK -50 million and a cost of SEK -26 million for post combination expenses charged to operating profit. Personnel costs attributable to acquisitions that will be taken over time. Profit for the year includes a release of deferred tax attributable to capitalized intangible assets of SEK 10 million



Change in liability for additional purchase price

Group (SEK million)	Earnout debt January 1, 2024	Changes in profit & loss	Cash settlement	Share settlement	Acquisition	Earnout debt December 31, 2024
Total	1,439	690	-521	-	66	1,674

Change in liability for additional purchase price

Group (SEK million)	Earnout debt January 1, 2023	Changes in profit & loss	Cash settlement	Share settlement	Acquisition	Earnout debt December 31, 2023
Total	2,703	507	-1 421	-348	-	1,439

25 DIVESTMENTS

2024

Deconsolidation Kongregate

In the first quarter of 2024 Kongregate was deconsolidated and merged with Monumental. This resulted in MTG's holding in Monumental is calculated as a purchase price that amounted to 30% of the shares in the business. MTG's shares represent less than 20% of the voting rights in Monumental and the holding is therefore recognized as a financial asset as part of the investments in associates and other companies in the consolidated balance sheet. The initial value is based on a fair value assessment.

The effects on cash flow are shown below:

(SEK million)	2024
Assets	993
Cash	15
Total assets	1,008
Liabilities and provisions	119
Total liabilities and provisions	119
Purchase price	889
Cash settlement through shares ¹⁾	889
Cash Kongregate	-15
Impact on the group's cash	-15

1) Received shares in Monumental, recorded as financial asset

26 SIGNIFICANT EVENTS AFTER THE END OF THE REPORTING PERIOD

After the reporting period, on February 12, MTG announced that it has successfully completed the transaction to acquire 100% of Plarium Global Ltd, the developer of the world-leading mobile role-playing game RAID: Shadow Legends.

On February 25, MTG announced that Nick Hopkins has been appointed as the group's Chief Financial Officer. Nick brings 15 years of investment banking experience, advising companies in gaming, media, technology, and consumer retail.

27 PROPOSED APPROPRIATION OF EARNINGS

The following funds are at the disposal of the shareholders as of December 31, 2024 (SEK):

Parent company (SEK)	2024
Premium reserve	6,003,467,147
Retained earnings	8,557,357,439
Net result 2024	- 218,199,870
Total as per December 31, 2024	14,342,624,715

The Board of Directors proposes that no further dividend be paid to MTG shareholders for the financial year 2024, and that the retained earnings be carried forward.

SIGNATURES

Stockholm April 2, 2025

The Board of Directors and the Chief Executive Officer confirm that the annual accounts have been prepared in accordance with accepted accounting standards in Sweden, and that the consolidated accounts have been prepared in accordance with the international accounting standards 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 the consolidated accounts give a true and fair view of the group's and Parent company's financial position and results of operations.

The Board of Directors' Report for the group and the Parent company gives a true and fair view of the group's and the Parent company's operations, position and results, and describes significant risks and uncertainty factors that the Parent company and group companies face.

The annual accounts and the consolidated statements were approved by the Board of Directors and the Chief Executive Officer on April 2, 2025. The consolidated income statement and statement of financial position, and the income statement and balance sheet of the Parent Company, will be presented for adoption by the

Annual General Meeting on May 15, 2024.

Gerhard Florin
Non-Executive Director

Simon Duffy
Chairman of the Board

Florian Schuhbauer
Non-Executive Director

Liia Nõu
Non-Executive Director

Susanne Maas
Non-Executive Director

Simon Leung
Non-Executive Director

Chris Carvalho
Non-Executive Director

Maria Redin
President and Chief Executive
Officer

Our Audit report was submitted
April 2, 2025

Öhrlings PricewaterhouseCoopers AB

Nicklas Kullberg
Authorized Public Accountant

AUDITOR'S REPORT

Report on the annual accounts and consolidated accounts

To the general meeting of the shareholders of Modern Times Group MTG AB (publ), corporate identity number 556309-9158

Opinions

We have audited the annual accounts and consolidated accounts of Modern Times Group MTG AB (publ) for the year 2024 with the exception of the corporate governance report on pages 49-57. The annual accounts and consolidated accounts of the company are included on pages 37-122 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. 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 consolidated statement of comprehensive income and consolidated statement of financial position for 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

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.

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. 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 addressed the Key audit matter
Impairment test of goodwill and intangible assets <i>We refer to the Notes 2 Material accounting policies and 9 Intangible assets.</i> Goodwill in the amount of MSEK 10 383 and other intangible assets in the amount of MSEK 4 112 comprise a significant portion of the Group's balance sheet as at the end of December 2024. According to the MTG's routine, the value of goodwill and other intangible assets is tested annually for impairment. MTG has a process for executing this test. This testing is based on the recoverable amount, which for these assets is equivalent to the value of the forecasted future discounted cash flows. The calculated recoverable value is based on budgets and forecasts for the next five years approved by the Board of Directors. The cash flows after the forecast period are extrapolated based on the estimated long-term growth rate. The process is complex and relies on management's assumptions and estimates regarding revenue growth, growth of free cash flows and the discount rate (WACC). Due to the inherent complexity and subjectivity, and the fact that it involves significant amounts, we consider the valuation of goodwill to be a key audit matter for the audit.	Our audit procedures have included, but were not limited to, the following activities. In evaluating the assumptions for a combined impairment test for goodwill and other intangible assets, as reported in Note 9, we have performed the following audit procedures: – We have tested and evaluated management's assumptions regarding the discount rate, growth and margins. We have tested the assumptions based on what is included in the budgets and business plans, the results of the group and our knowledge of the Group's development. – Our testing includes the follow-up and assessment of the accuracy of management's forecasts for historical periods. – In terms of discount rate, our testing is based on the review of the company's calculation of WACC, taking into account the inherent risk of operating in the current market. – With help of PwC's internal valuation specialists, we have tested accuracy of the impairment test model. – We have also evaluated management's sensitivity analysis to assess if reasonable changes in significant parameters, individually or in aggregate, could imply the existence of a need for impairment. – We have assessed management's determination of the cash-generating unit used in the impairment test. – We have also assessed if the accounting principles and disclosures in the annual report are in accordance with IFRS Accounting Standards.
Valuation of contingent consideration <i>We refer to the Notes 2 Material accounting policies and 17 Financial instruments and financial risk-management.</i> The contingent consideration amounts to MSEK 1 675 as at the end of December 2024. This is deemed to comprise a significant item in the consolidated statement of financial position. The valuation of contingent consideration is primarily based on budgets and forecasts approved by the Board of Directors, which are based on management's estimates of the discounted cash flows of the subsidiaries.	In our audit, we have assessed the process for valuation of contingent consideration and the underlying management's estimates and judgements. The audit procedures included, amongst other: – We have reviewed acquisition agreements and assessed whether the parameters on which contingent consideration is based have also been considered in the valuation. – We have evaluated management's assumptions regarding assessed future cash flows in subsidiaries. – We have performed a follow-up of the accuracy of the forecasts for historical periods. – We have checked the calculation of WACC which is applied in discounting expected future cash flows. – We have also assessed if the accounting principles and disclosures in the annual report are in accordance with IFRS Accounting Standards.
Valuation of shares and investments in other entities <i>We refer to the Notes 2 Material accounting policies and 17 Financial instruments and financial risk-management.</i> Shares and investments in other companies amounted to MSEK 1 287 as at the end of December 2024. The valuation of unlisted shares and investments in other companies requires management to make estimates and judgments. It is considered a significant item in the consolidated statement of financial position.	In our audit, we have assessed the process for valuation of shares and investments in other companies and the underlying management's estimates and judgements. The audit procedures included, amongst other: – We have assessed the models and methods used by management in the valuation. – We have evaluated management's assumptions regarding valuations that include estimated future results. – For a sample of the valuations, we have evaluated the reasonableness of management's estimates and judgments in the calculation of fair values. – We have assessed whether the valuation methods used are in accordance with applicable accounting principles. – We have also assessed if the accounting principles and disclosures in the annual report are in accordance with IFRS Accounting Standards.

Other Information

The audit of the annual accounts and consolidated accounts for 2023 was performed by another auditor who submitted an auditor's report dated 3 April 2024, with unmodified opinions in the Report on the annual accounts and consolidated accounts.

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 1-36 and 128-184. The other information also consists of the remuneration report, which we have had access to prior to the date of this audit 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 Accounting Standards 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 Modern Times Group MTG 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 fulfill 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 Modern Times Group MTG 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 Modern Times Group MTG 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 reasonable assurance engagement 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. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement in the re-

port, 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 reasonable assurance engagement 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 technical validation that the Esef report has been prepared in a valid XHTML and a reconciliation that the Esef report agrees to the audited annual accounts and consolidated accounts.

Furthermore, the procedures also include an assessment of whether the consolidated statement of comprehensive income, consolidated statement of financial position, consolidated statement of changes in shareholders' equity, consolidated statement of cash flows and the notes have been marked with iXBRL in accordance with what follows from the Esef regulation.

The auditor's examination of the corporate governance report

The Board of Directors is responsible for that the corporate governance report on pages 49-57 has been prepared in accordance with the Annual Accounts Act.

Our examination of the corporate governance statement is conducted in accordance with FAR's auditing standard RevR 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.

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

Öhrlings PricewaterhouseCoopers AB, Torsgatan 21, 113 97 Stockholm, was appointed auditor of Modern Times Group MTG AB (publ) by the general meeting of the shareholders on the 16 May 2024.

Stockholm, 2 April 2025
Öhrlings PricewaterhouseCoopers AB

Nicklas Kullberg
Authorized Public Accountant

This is a translation of the Swedish language original. In the event of any differences between this translation and the Swedish language original, the latter shall prevail.



SUSTAINABILITY STATEMENT

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SUSTAINABILITY STATEMENT

ESRS 2

The Sustainability statement provides detailed information on our sustainability and business behaviour. In the following statement, we set out to disclose our material impacts on people and of environment, including the material effects of sustainability matters in our business activities.

The following statement is into four distinctive sections.

- 1 General information
- 2 Environmental information
- 3 Social information
- 4 Governance information

01 BASIS FOR PREPARATION

BP-1 – General basis for preparation of sustainability statements

The sustainability statement has been prepared in alignment with the Corporate Sustainability Reporting Directive (CSRD) and seeks to provide a first step to become compliant with the European Sustainability Reporting Standards (ESRS). All data points found in the topical standards have been subject to a double materiality assessment (DMA). For a detailed description of the scope, methodology and assumptions of our DMA process, see ESRS 2 IRO-1 below.

Consolidation

The sustainability disclosures are presented on a consolidated basis for MTG and include the parent company (HQ) and its studios, following the same principles as the financial statement. For the 2024 report, the game studios include Hutch, InnoGames, Ninja Kiwi, PlaySimple and Snowprint, in addition to the parent company in Stockholm and its employees working outside of Stockholm.

We employ assessments and estimations for certain data points, particularly those related to the EU Taxonomy on Sustainable Finance and some Scope 3 emissions where direct data is not available.

The scope of our sustainability statement covers our own operations, and both upstream and downstream aspects of our value chain.

No information has been omitted from this sustainability statement based on intellectual property, know-how, or results of innovation.

BP-2 – Disclosures in relation to specific circumstances

Adjustments to Sustainability reporting

For the 2024 reporting period, MTG has restructured its sustainability disclosures to align with the CSRD requirements implemented under the ESRS.

These changes include:

- The integration of a sustainability statement into MTG's annual report, structured to align with ESRS requirements.
- A DMA in line with ESRS standards to identify material impacts, risks, and opportunities across MTG's own operations as well as its upstream and downstream value chain.
- The addition of disclosures and metrics required by ESRS, including descriptions of material impacts, risks, opportunities, and the policies, actions, metrics, and targets to address some of them.
- There have been changes to the environmental data disclosures. To better reflect our organisational structure, our operations in Germany are distinguished between InnoGames and the parent company. Note that Snowprint has been exempted from environmental data consolidation in 2024, as onboarding will occur 2025.

Time horizons

MTG's reporting time horizons align with our financial statements: short-term covers one year, medium-term extends up to five years, and long-term applies beyond five years.



GOV-1 *The role of administrative, management and supervisory bodies*

Our Board of Directors (Board) comprises 7.5 members (with one member having served a half-term in the reporting period), consisting of 0 executive and 7.5 non-executive directors, with a representation of 33% women and 67% men. Board members possess diverse expertise relevant to our industry, products, and geographic locations. This includes individuals with extensive experience in gaming, finance, and global market dynamics. Among the non-executive board members, 73.3 % are independent, ensuring a strong governance structure and a significant proportion of impartial decision-making.

The executive management team is composed of four members, calculated pro-rata for their service over the reporting period, and includes the CEO, CFO, EVP Gaming, and Group General Counsel, and represented a mix of 25% female and 75% male.

Further information on the composition of the Board is described in Note 21 of the Annual Report.

Responsibility for processes, controls and procedures

Policy framework

MTG’s policy framework is reviewed and approved annually by the Board of Directors

- Code of Conduct (Public)
- Anti-Bribery and Corruption Policy (Public)
- Asset Protection Policy
- Competition Policy
- Whistleblower Policy (Public)
- Anti-Discrimination & Harassment Policy (Public)
- Sanctions Compliance Policy
- Insider Trading Policy
- Supplier Code of Conduct (Public)
- Data Protection Policy (Public)
- Modern Slavery Act Statement (Public)
- Related Party Transactions Policy
- Guidance on sharing information within the group

The Board and management play a key role in fostering a culture of integrity by overseeing the implementation of business conduct policies across the organization. They are responsible for ensuring compliance with MTG group policies. Studio boards and advisory bodies review the policies for studios, while studio CEOs and management personnel are responsible for ensuring employees understand and adhere to the policies, some of which may be adapted according to local legislation.

Most employees across our largest sites have received training regarding the Code of Conduct, Anti-Corruption, Anti-Discrimination and the Whistleblower Policy. During 2025, we will extend this training to the remainder of the existing group of employees.

Additionally, the supervisory bodies receive periodic briefings on business conduct and risks, as well as training, to ensure that they maintain competence levels in compliance and ethical standards.

ESG integration of business model and strategy

During 2025, MTG will continue to actively integrate ESG into our operational business model and strategy. Relevant training is planned for the groups' various regulatory bodies and executive teams, to strengthen the Board's ability to oversee sustainability-related matters. In addition, we aim to establish ESG committees, including studio representatives, that will, together with the Board and management, address critical sustainability topics.

The responsibility for overseeing Impact, Risk and Opportunities (IROs) will be delegated to the Board, management, and ESG committees. Regular engagement opportunities shall be established to facilitate communication between the ESG Committee, Risk Management Committee, and the Board, enhancing transparent reporting and effective decision-making.

The Board, along with executive management and the sustainability project team, will play a pivotal role in setting targets related to IROs. These bodies will oversee the



establishment of targets and monitor progress toward achieving them on a yearly basis, ensuring alignment with the company's sustainability objectives and strategic vision.

Sustainability governance target

Our corporate sustainability governance is built on a foundation of respect for all stakeholders, shaping our business practices and guiding our commitment to creating games we can be proud of. This commitment includes protecting minors, improving accessibility, and maintaining transparent communication with our players.

Our goal is to ensure strong sustainability governance throughout MTG's various companies and operations. To get further towards this objective, we aim to reduce our Morningstar Sustainalytics ESG risk rating to 10 or lower by 2025. At the end of 2024, our rating was 15.9, reflecting a 0.6-point improvement from the previous year.

GOV-3 Integration of sustainability-related performance in incentive schemes

MTG believes that comprehensive privacy protection measures create long-term value and help build a sustainable gaming business. The group therefore has an extensive data privacy and cyber security program encompassing multiple projects across the group. The company's incentive scheme includes building and maintaining data privacy protection measures in each studio, against which all participants of the incentive scheme are measured (approximately 45 senior employees across the group).

Additionally, MTG includes a gender diversity target in our incentive schemes. The objective is to increase gender diversity year-over-year. The threshold level is a 1% improvement of the prior year-end ratio of female and

non-binary employees in the group, and the maximum level is a 3% improvement of the same. Improvement is measured on an individual company level, each with equal weighting. All participants of the incentive scheme are measured against this target.

GOV-5 Risk management and internal controls over sustainability reporting

The Sustainability Specialist at MTG is responsible for developing a comprehensive reporting structure and reports on sustainability aspects and ESG metrics. This role involves organizing and leading critical activities, including expanding reporting metrics and managing data collection processes for sustainability reporting.

The data gathering for our annual sustainability statement is a continuous effort. The primary challenge is ensuring accurate and compliant sustainability disclosures across our studios, to minimize human error and data misalignment. To mitigate these issues, MTG's Sustainability Specialist follows the GHG Protocol. This approach standardizes definitions, calculations, and key metrics, such as emission factors. To ensure compliance with new and updated reporting legislation, MTG has improved the data collection process and expanded the scope of reporting.

All data points undergo thorough review in comparison to previous periods, allowing us to assess their validity and reliability. Our commitment to data completeness and accuracy is guided by the principle of materiality, ensuring we focus on the most impactful information.

MTG reports progress on our ESG activities and metrics to stakeholders annually, reinforcing our dedication to transparency and accountability in our sustainability initiatives.

03 STRATEGY

SBM-1 Strategy, business model and value chain

Description of the business model

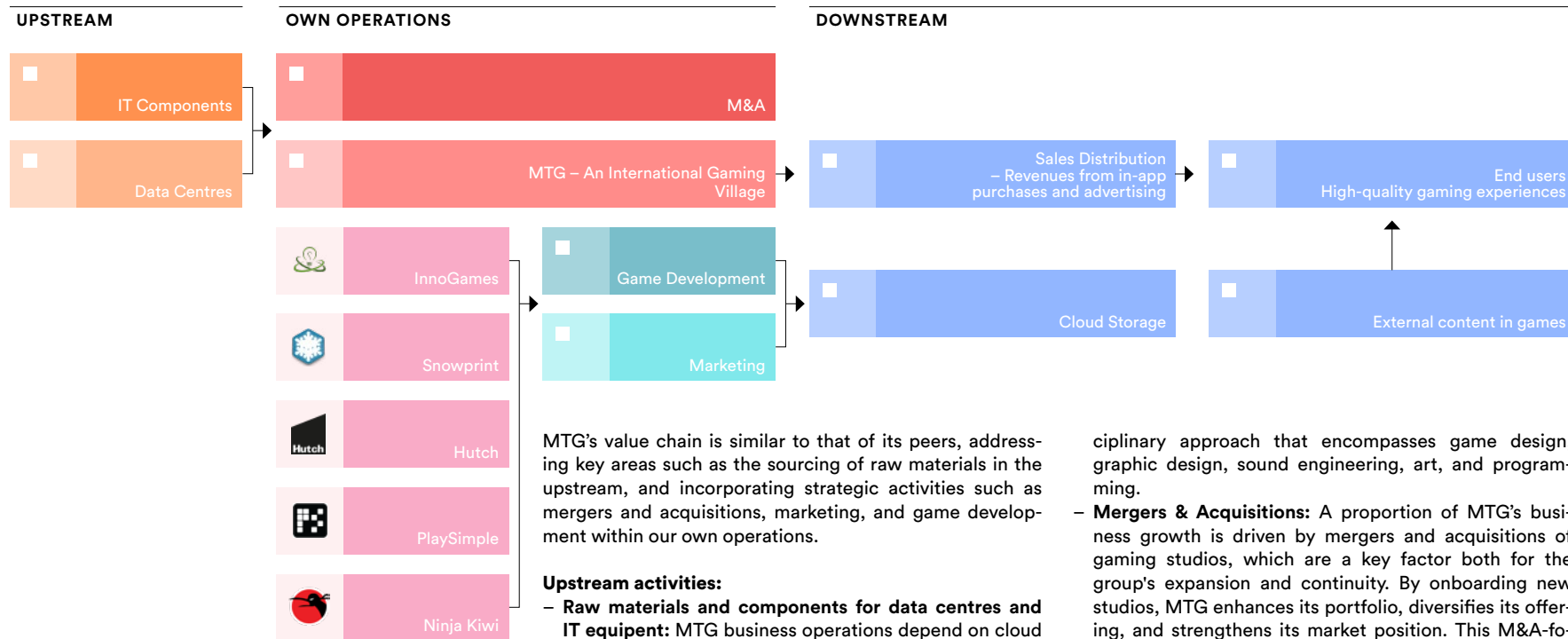
MTG owns and actively manages gaming studios to enhance execution, diversify its portfolio, and drive growth. MTG is also actively pursuing additional incremental and accretive M&A.

Our studios are responsible for developing, publishing, marketing, and operating the games that make up our portfolio, which includes popular IPs across a wide range of casual and mid-core genres.

We are focused on accelerating portfolio company growth and supporting the game developers, founders and entrepreneurs who are part of our group. We think of MTG as an international Gaming Village, offering our members a community of like-minded people, as well as access to tech, tools and knowledge that can help them accelerate their growth. MTG finished the year employing 1,097 FTEs globally, with 58.2% in Europe, 36.3% in Asia, 4.4% in Oceania, 1% in North America, and 0.1% in South America.

Nearly all of our games are made available to consumers on a free-to-play (F2P) basis, and we generate a majority of our revenues from in-app purchases and in-app advertising. MTG's free-to-play games incorporate features to promote digital inclusion and accessibility, aligning with our ESG principles of user diversity and inclusivity. Our group is predominantly focused on mobile gaming, but some of our games are also available via browser, console and on third-party platforms like Steam, Apple Arcade, and Netflix.





Upstream and downstream value chain

As part of the double materiality assessment, we conducted a comprehensive mapping of our value chain to identify potential risks, impacts, and opportunities both upstream and downstream. This process involved evaluating environmental, social, and governance factors across all stages of our operations, from sourcing and production to distribution and end-user engagement.

MTG's value chain is similar to that of its peers, addressing key areas such as the sourcing of raw materials in the upstream, and incorporating strategic activities such as mergers and acquisitions, marketing, and game development within our own operations.

Upstream activities:

- **Raw materials and components for data centres and IT equipment:** MTG business operations depend on cloud storage, data centres and IT equipment. These centres and equipment source hardware components such as processors, graphics cards, memory units, and peripherals from global suppliers. Key materials include metals (e.g., aluminium, copper), plastics, and rare earth elements.

Own operations:

- **Game development:** Our studios focus on creating innovative and engaging games. This involves a multi-disciplinary approach that encompasses game design, graphic design, sound engineering, art, and programming.

disciplinary approach that encompasses game design, graphic design, sound engineering, art, and programming.

- **Mergers & Acquisitions:** A proportion of MTG's business growth is driven by mergers and acquisitions of gaming studios, which are a key factor both for the group's expansion and continuity. By onboarding new studios, MTG enhances its portfolio, diversifies its offering, and strengthens its market position. This M&A-focused strategy ensures sustained innovation, access to new talent, and the ability to adapt to evolving industry trends, thereby supporting long-term business growth and resilience.
- **Marketing and distribution:** The company employs various marketing strategies, including user acquisition, digital advertising, and participation in gaming expos. Promotion channels include digital advertising, social media, TV and offline marketing along with relevant industry in-person event marketing.



MGT's downstream value chain encompasses traditional sales and distribution channels, including online platforms and third-party retailers, as well as the end-user experience. This includes regular game updates, new releases, and robust community engagement, ensuring players remain connected to our brands. MTG also incorporates external content into its games, collaborating with third-party developers to expand gaming experiences and offerings. We maintain long-term partnerships with third-party developers to integrate innovative content into games, enhancing user experiences and fostering collaborative growth. Cloud storage plays a critical role in supporting MTG's digital services and online gaming platforms, enhancing accessibility, scalability, and user experience while maintaining a focus on reducing the environmental impact of data centres. Furthermore, MTG acknowledges the importance of managing e-waste, integrating sustainable practices into product life cycles to minimize the environmental footprint associated with obsolete gaming hardware.

Downstream activities

- **Sales and distribution:** Customer engagement is facilitated through direct sales channels and third-party platforms. After-sales support, including technical assistance and product services, is a critical component of customer satisfaction.
- **End-user experience:** The group focuses on enhancing the user experience through regular software updates, new game releases, and maintaining robust online gaming environments.
- **External content in games:** Software development is a core activity, involving in-house development teams and third-party developers. This includes game design, coding, testing, and quality assurance. Licensing agreements for third-party intellectual property also play a significant role.

- **Cloud storage:** Cloud storage plays a critical role in supporting MTG's digital services and online gaming platforms. By leveraging cloud infrastructure, the company enhances data accessibility, scalability, and user experience. However, this also brings environmental considerations, such as energy consumption, water withdrawal and carbon emissions associated with data centres. MTG is committed to working with cloud service providers who prioritize renewable energy and implement energy-efficient practices to reduce the environmental impact of cloud storage.
- **Product end-of-life management:** MTG has not evaluated the end-of-life management of products in 2024.

This comprehensive value chain enables MTG to not only drive innovation and customer engagement, but also to maintain a focus on sustainability and operational efficiency across all stages of its business.

Outcomes and results of current and expected benefits. When looking at outputs and outcomes for its stakeholders, MTG has identified the following:

1. Outputs:

- **For customers:** MTG delivers engaging, innovative, and high-quality gaming experiences through a diverse portfolio of games, supported by continuous updates, new content releases, and seamless online services. These outputs are designed to enhance user satisfaction, community engagement, and entertainment value, ensuring an immersive and enjoyable gaming experience.
- **For investors:** MTG's goal is to generate long-term shareholder value by driving organic growth together with healthy margins and returns. MTG strives to achieve this through continuous innovation, development and expansion of its existing portfolio, strategic acquisitions and expansion into new markets. By aligning business

strategies with ESG aspects, MTG also positions itself to withstand future risks, ensuring investor confidence and long-term value creation.

- **For other stakeholders (e.g., Employees, Suppliers, Communities):** MTG contributes to economic growth through job creation and by fostering talent in game development and other key sectors. Suppliers benefit from stable, long-term relationships, and most studios engaged in regular community initiatives that promote digital literacy, technical training and education in game creation.

2. Outcomes:

- **For customers:** The expected outcome is an enhanced, long-term gaming experience characterized by innovation, regular content updates, and user-centric features. The company's focus on ESG principles, such as data privacy and inclusion, is expected to help build customer trust and loyalty, ensuring sustained engagement and satisfaction.
- **For investors:** MTG expects to deliver consistent and sustainable financial returns, driven by continuous innovation, strategic M&As, and expansion into new markets. By aligning business strategies with ESG considerations, it also positions itself for resilience against future risks, ensuring long-term investor confidence and value creation.
- **For other stakeholders:** The expected outcomes for employees include a safe and positive work environment, professional development, and a commitment to an inclusive workplace. For suppliers, the company's sustainability practices may encourage collaboration on resource efficiency and environmentally responsible production methods. For local communities, MTG anticipates positive social impact through partnerships, educational initiatives, and support for diverse gaming content.



SBM-2 Interests and views of stakeholders

Stakeholder engagement

At MTG, engaging actively with our stakeholders is a core component of our ESG activities. These interactions help us to understand our material issues and support the

development of our ESG commitments and goals. Our engagement efforts involve collaboration across various teams, including People and Culture, Marketing, Product Development, Finance and Investor Relations, among others.

Stakeholder engagement overview

The table below highlights our primary stakeholders, the methods we use to engage with them, and the objectives of these interactions.

STAKEHOLDERS	HOW ENGAGEMENT IS ORGANIZED	PURPOSE OF ENGAGEMENT	OUTCOME OF ENGAGEMENT
Own workforce	- Annual engagement surveys, pulse surveys, appraisals and questionnaires - Online whistleblower system for concerns	- Foster a collaborative and meaningful workplace - Include employee input in decision-making processes	- Enhanced working culture, tailored to the needs of each studio - Improvement of each company's ENP score year-over-year
Consumers and end-users (gamers)	- Forum moderation and administration - Surveys on gaming experience - Mechanisms for user feedback	- Ensure a healthy community around the games - Protecting children - Promoting online safety	- Healthy community and informed players are key for loyal customers. - Development of inclusive game features - Healthy gaming environment for children
Shareholders & investors	- Video and teleconference calls - Annual and sustainability reports - Quarterly reports - Annual general meetings - Attendance at investor conferences, roadshows and meetings - Exposure in relevant media	- Maintain transparent communication - Meet financial stakeholders' sustainability data needs - Inform investors about all ESG-related developments	- Reduce our ESG risk rating to 10 or lower by 2025 - Timely responses to investor queries - Evolution of sustainability strategy communication
Executive management	ESG updates	- Ensure alignment between governance and ESG priorities - Foster strategic oversight and accountability	- Effective integration of ESG considerations in governance - Enhanced leadership involvement in sustainability topics
Lenders & banks	Regular updates and reports	Communicate financial health and sustainability initiatives	Strengthened relationships and trust with financial institutions
Suppliers	- Annual ESG reports - Supplier Code of Conduct	Uphold sustainability structure and compliance in the supply chain	Adherence to business conduct standards
Workers in the value chain	Supplier Code of Conduct	Protect workers' rights and maintain ESG compliance in the value chain	Improved standards in the value chain (e.g., fair wages, workplace safety)
Silent stakeholders: natural environment	Track emissions	Assess and mitigate environmental impacts of operations and value chain	Reduced negative environmental impact



In 2024, our engagement strategy was particularly focused on assessing double materiality, ensuring that we not only address financial implications but also understand the broader impact of our operations on the communities and the environment.

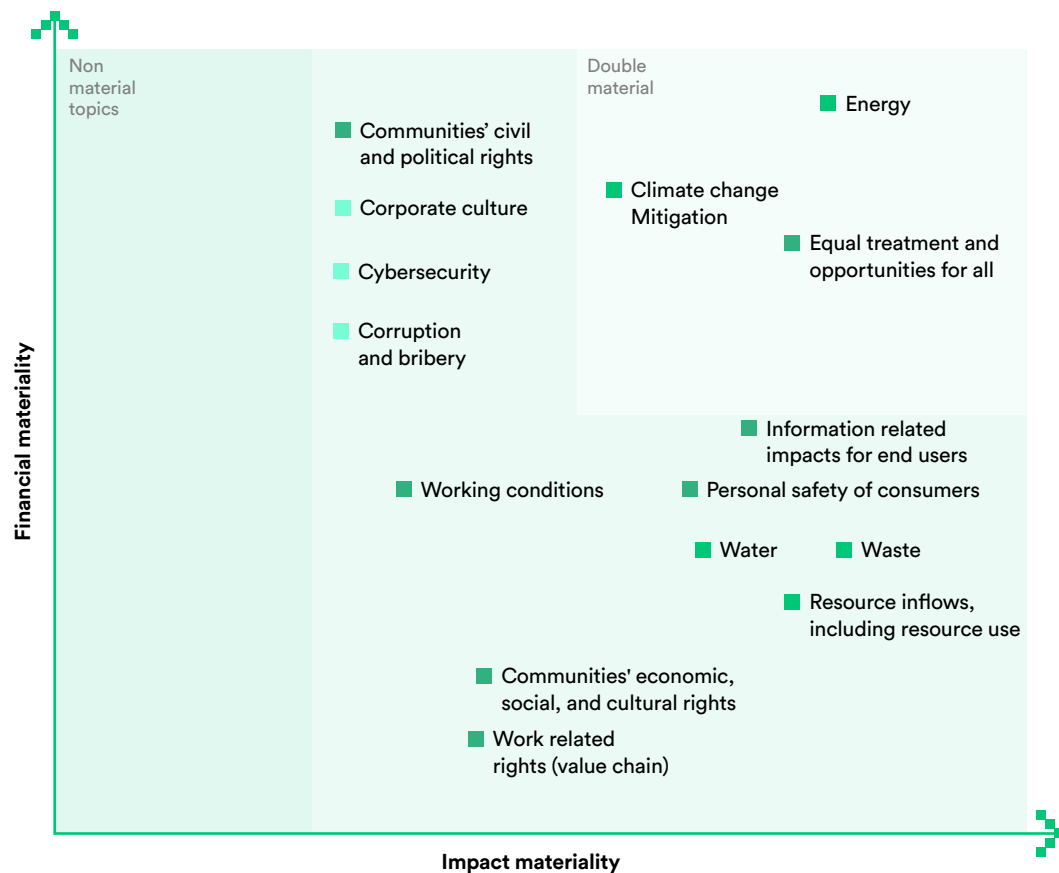
SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model

The material impacts, risks, and opportunities identified through the materiality assessment are outlined on previous page. All identified IROs are covered by these topical ESRS standards, except for cybersecurity, which is considered an entity-specific disclosure under G1 (Business Conduct). These findings are also detailed in this sustainability statement alongside the relevant topical ESRS standards: E1 Climate change, E3 Water and marine resources, E5 Resource use and circular economy, S1 Own workforce, S2 Workers in the supply chain & S3 Affected communities, and G1 Business conduct.

We have not included a resilience analysis for this year but intend to conduct it during 2025.



DOUBLE MATERIALITY ASSESSMENT



SUB-TOPIC

DOUBLE MATERIALITY

-  Climate change mitigation
-  Equal treatment and opportunities for all
-  Energy

FINANCIAL MATERIALITY

-  Corruption and bribery
-  Communities' civil and political rights
-  Cybersecurity
-  Corporate culture

IMPACT MATERIALITY

-  Water
-  Resource inflows, including resource use
-  Working conditions
-  Waste
-  Work related rights (value chain)
-  Communities' economic, social, and cultural rights
-  Information related impacts for end users
-  Personal safety of consumers

ENVIRONMENT

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	DESCRIPTION	VALUE CHAIN	TIME HORIZON
 E1: CLIMATE CHANGE MITIGATION				
Acquisitions and negative climate impact through air travel	Actual negative impact	Global market engagement for acquisitions requires air travel, resulting in Scope 3 emissions.	Own operations	Short-term, medium-term
Emissions generated by office operations	Actual negative impact	MTG contributes to Scope 2 emissions through office operations.	Own operations	Short-term, medium-term
Expectations from stakeholders and shareholders to mitigate climate risks	Risk	Stakeholders and shareholders are placing greater scrutiny on environmental mitigation.	Own operations	Short-term, medium-term
 E1: ENERGY				
Energy usage of cloud storage and data centres	Actual negative impact	MTG has not examined the effect of data centres and therefore lacks a clear understanding of the environmental impact resulting from their use of data centers.	Downstream Own operations	Short-term, medium-term
Energy usage of cloud storage and data centres	Actual negative impact	Cloud-based storage contributes to energy consumption and emissions.	Downstream Own operations	Short-term, medium-term
Sustainability-conscious data centres	Potential positive impact	Switching to more energy-efficient data centres could reduce emissions and energy consumption.	Downstream	Short-term, medium-term
Cost of cloud storage	Risk	Rising energy costs for cloud storage and servers, also due to AI, leads to increased costs and thus pose a financial risk.	Downstream	Short-term, medium-term
 E3: WATER				
Water consumption for cooling of data centres	Potential negative impact	The use of water for cooling in data centres could have a negative impact, especially in water-scarce regions.	Downstream	Short-term, medium-term
 E5: RESOURCE INFLOWS, INCLUDING RESOURCE USE				
Material usage for cloud storage, data centers and IT equipment	Actual negative impact	Cloud storage relies on finite resources like hardware and rare metals.	Upstream	Short-term, medium-term
 E5: WASTE				
E-waste hazards and outsourcing challenges	Potential negative impact	E-waste likely appears in a larger part of MTG's value chain. E-waste is hard to recycle and is often mishandled in low-income countries, posing environmental risks.	Downstream	Short-term, medium-term

SOCIAL

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	DESCRIPTION	VALUE CHAIN	TIME HORIZON
 S1: WORKING CONDITIONS				
Collective bargaining and unionization	Potential negative impact	MTG could face challenges in regions with restricted labor rights, affecting employee representation.	Own operations	Short-term, medium-term, long-term
Fostering good working conditions and well-being	Potential positive impact	MTG supports flexible working, broad employee benefits and perks, and ensures psychological safety to ensure positive working conditions. MTG offers various professional employee development opportunities within and across the studios and promotes equal opportunity.	Own operations	Short-term, medium-term, long-term
Job insecurity and stress from digitalization and automation	Potential negative impact	The rise of digitalization and automation, including AI, may lead to job insecurity and stress about career advancement.	Own operations	Short-term, medium-term
 S1: EQUAL TREATMENT AND OPPORTUNITIES FOR ALL				
Gender imbalance	Potential negative impact	MTG acknowledges low female and non-binary representation in most studios, which is an industry-wide challenge.	Own operations	Short-term, medium-term, long-term
Talent acquisition challenges in a competitive market	Risk	A competitive hiring environment for certain roles and job market volatility in some regions make it harder for MTG to attract and retain talent, potentially increasing turnover and recruitment costs.	Own operations	Short-term, medium-term
 S2: OTHER WORK RELATED RIGHTS (VALUE CHAIN)				
Positive impact on workers' rights in the value chain	Potential positive impact	MTG enforces a zero-tolerance policy for forced labor, trafficking, and child labor but faces challenges due to limited visibility in second- and third-tier suppliers. MTG can influence supplier practices through responsible procurement and thus have a positive impact.	Upstream	Short-term, medium-term, long-term



SOCIAL (CONTINUED)

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	DESCRIPTION	VALUE CHAIN	TIME HORIZON
 S3: COMMUNITIES' ECONOMIC SOCIAL, AND CULTURAL RIGHTS				
Raw material sourcing in risk areas	Potential negative impact	Materials used in MTG's equipment can have negative impacts on upstream communities, such as land disruption, health risks, displacement, economic pressures, and inadequate consultation.	 Upstream	Short-term, medium-term, long-term
 S3: COMMUNITIES' CIVIL AND POLITICAL RIGHTS				
Financial effect from ethical and responsible business-related human rights legislation	Risk	New human rights legislation requires MTG to align its practices. Non-compliance could harm the brand and result in financial penalties.	 Own operations	Short-term, medium-term
 S4: INFORMATION RELATED IMPACTS FOR CONSUMERS				
In-game advertising and purchases on consumers, including vulnerable groups	Potential negative impact	Inappropriate in-game ads can negatively impact consumers. There is a risk of vulnerable groups, such as children, engaging in in-game purchases or content that may not be legally suitable for them.	 Downstream	Short-term, medium-term
 S4: PERSONAL SAFETY OF CONSUMERS AND OR END USERS				
Potential for exposure to harmful content and interactions	Potential negative impact	Despite efforts to minimize it, MTG faces challenges in controlling harassment or discrimination in chat forums.	 Downstream	Short-term, medium-term
Risks of data breaches impacting individuals' privacy	Potential negative impact	Improper handling of personal data can result in breaches that jeopardize individuals' privacy.	 Downstream	Short-term, medium-term, long-term



BUSINESS CONDUCT

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	DESCRIPTION	VALUE CHAIN	TIME HORIZON
G1: CORRUPTION AND BRIBERY				
Prevention of corruption and bribery	Risk	MTG's transparent supply chain and Code of Conduct reduce the risk of corruption, but isolated incidents may still occur, leading to potential fines and costs.	Own operations	Short-term, medium-term, long-term
G1: CORPORATE CULTURE				
Risk connected to new reporting regulations	Risk	MTG may face financial risks from transparent sustainability reporting. Non-compliance with regulations like ESRS could harm its reputation, reduce investor interest, and incur fines.	Own operations	Short-term, medium-term, long-term
G1: CYBERSECURITY (ENTITY-SPECIFIC)				
Financial risks associated with data breaches	Risk	MTG ensures a secure IT environment to prevent data breaches that could lead to financial, operational, and reputational risks, including fines and revenue losses.	Own operations	Short-term, medium-term, long-term



04 IMPACT, RISK AND OPPORTUNITY MANAGEMENT

4.1 Disclosures on the materiality assessment process

IRO-1 - Description of the processes to identify and assess material impacts, risks and opportunities

Materiality assessment process

During 2024, MTG conducted a Double Materiality Assessment (DMA) to identify our material impacts, risks, and opportunities (IRO's). The DMA was carried out in collaboration with an independent consultancy, adhering to ESRS. The process followed the principle of double materiality, which encompasses both impact materiality and financial materiality.

The IROs identified are outlined in detail under the respective topical ESRS sections within this report.

The double materiality analysis was conducted in five key steps. First, a comprehensive list of environmental, social, and governance (ESG) topics was identified. Next, a review of processes and key stakeholders was performed to ensure all relevant issues were considered. The environmental and social impacts of each identified topic were then assessed, followed by an evaluation of the potential financial implications of each sustainability issue. Finally, the findings were mapped and documented, creating a clear overview of the material sustainability matters.

Identifying relevant sustainability matters

The materiality assessment followed ESRS 1 AR16, evaluating sustainability topics based on MTG's business activities, sector, and value chain impact.

In addition to topics covered by the ESRS, we also identified sustainability matters that may not be directly ad-

ressed by the standards but are material for MTG due to their potential impact and risks for the business.

Any sustainability topics or sub-topics deemed irrelevant to MTG's operations were excluded from the analysis, ensuring a focused and actionable materiality assessment.

The outcome of this initial assessment was a preliminary list of 15 sustainability topics, which span across MTG's value chain and cover various time horizons.

We have not fully integrated sustainability into our business model, as this is a project that will be carried out during 2025.

Process and stakeholder review

To ensure the materiality assessment was aligned with MTG's existing processes and stakeholder dialogues, a thorough review process was conducted. This included an examination of relevant documents, interviews with key internal stakeholders, and a dedicated workshop. The individuals involved in these activities included representatives from MTG and all its studios.

The interviews and workshop played a crucial role in developing a deeper understanding of MTG's operations, its studios, and the broader gaming industry. The identification and assessment of MTG's impacts, risks, and opportunities were primarily based on the information gathered from the document and process reviews, along with the expert knowledge shared during the interviews and workshops. This was further supplemented by desk research conducted by the consultant, particularly to assess the future and current impact of cloud storage, an area expected to significantly influence MTG's operations and the industry.

Mapping of impacts, risks, and opportunities

Impacts, risks, and opportunities identified through the above processes were added to the relevant sustainability topics in the gross list. Additional impacts, risks, and oppor-

tunities were mapped based on MTG's ongoing stakeholder dialogues, internal documentation, and the desk review.

The existing assessment methods, which reflect MTG's established processes, were integrated with the methods outlined in the adopted ESRS 1 General Requirements. This allowed for a more comprehensive approach in conducting the impact and financial materiality assessments. The mapped impacts, risks, and opportunities were assessed across short-, medium-, and long-term time horizons, and categorized based on their concentration within MTG's value chain.

Finally, the sustainability topics and identified impacts, risks, and opportunities were scored based on the criteria for impact and financial materiality.

Examining IROs related to business practices

The identification of IRO's concerning business practices involved mapping geographic areas with heightened potential risks related to corruption, bribery, and human rights issues.

Materiality scoring approach

The materiality assessment followed the ESRS 1 guidelines and was structured around two primary considerations:

- Impact materiality: Focuses on the scale, scope, irreversibility, and likelihood of positive/negative impacts, whether actual or potential.
- Financial materiality: Assesses the financial significance of risks and opportunities, their likelihood, and the nature of potential financial impacts.

Studio representatives conducted the initial scoring of identified IRO's, which was then reviewed by senior management.



Workshops and validation

A final workshop with representatives from Management and consultants served as a validation session, ensuring that decisions regarding material sustainability matters were well-founded. This process also included consultations with affected stakeholders and external experts to understand the potential impacts on relevant groups.

Decision-making and internal controls

The decision-making process involved several key steps, including the identification of stakeholder representatives, the scoring of IRO's by these stakeholders, and the final assessment of sustainability matters in the validation workshop. Internal control measures were implemented throughout to ensure that only sustainability matters associated with an identified IRO were considered. The scoring methodology adhered to ESRS guidelines. Each IRO was meticulously documented, with justifications for its materiality.

Future steps: integration, monitoring, and review

While DMA findings are not yet integrated into MTG's management processes, we intend to incorporate them in 2025 as part of our sustainability strategy. MTG commits to regularly revisiting the DMA process for identifying, assessing, and prioritizing IROs, considering evolving trends, emerging issues, and regulatory changes. We will conduct comprehensive reviews of the DMA periodically to ensure its continued relevance and effectiveness in addressing sustainability challenges.

IRO-1 E1-E5 Sustainability assessment and ongoing commitments

MTG is committed to assessing and addressing our environmental impacts, risks, and opportunities across key dimensions, as guided by the ESRS requirements.

E1 – Climate change:

We assessed climate-related risks and opportunities, focusing on greenhouse gas (GHG) emissions, energy consumption, and transitions. This included evaluating the current carbon footprint of our operations. While our operations have a relatively low direct emissions profile, we identified key opportunities to enhance our energy efficiency and increase the use of renewable energy sources. Moving forward, we aim to align our climate strategy with global best practices and continue reducing our overall emissions intensity. Looking ahead, we will conduct a detailed scenario analysis to assess physical and transitional risks across multiple timeframes, we are committed to integrating such an analysis in the future to better understand related risks and opportunities. By consistently reviewing these impacts and integrating new insights, we ensure that our approach to sustainability governance remains both proactive and resilient.

E2 – Pollution:

Pollution-related risks and opportunities were examined through a combination of desk analysis and stakeholder interviews. This included reviewing emissions to air, water, and soil. While the review found no significant risks or opportunities at this time, we remain dedicated to continuous monitoring and will address emerging risks as they arise.

E3 – Water and marine resources:

We have assessed the water consumption of data centers, and especially those data centers in warmer regions may use water for cooling. Given the growing concerns over water scarcity, as a result of climate change and rising demand, we will continue to evaluate water usage to identify and mitigate potential future impacts.

E4 – Biodiversity and ecosystems:

Potential drivers of biodiversity loss—such as land-use changes and climate change—were assessed using both qualitative and quantitative methods. While no significant biodiversity-related risks were identified, we will continue to track developments to proactively address any future challenges.

E5 – Resource use and circular economy:

Our analysis of resource inflows and waste streams revealed that waste generation is a key area of impact. Moving forward, we are implementing enhanced resource management practices and exploring opportunities to incorporate circular economy principles into our operations.

IRO-1 G1 Sustainability assessment and ongoing commitments

We identify and address governance risks, particularly in regions with heightened corruption risks or complex regulatory environments. Our business operations are evaluated to ensure alignment with MTG's ethical and governance standards. Industry-specific compliance is a priority, with rigorous oversight and robust controls in place to adhere to applicable laws and regulations. Additionally, we thoroughly review governance risks in acquisitions to uphold transparency, accountability, and ethical conduct.



ENVIRONMENTAL INFORMATION

E1 CLIMATE CHANGE

SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model

Climate change impacts

The materiality assessment described in disclosure requirement IRO-2 identified the following material impacts.

Acquisitions and negative climate impact through air travel

As MTG grows its business through acquisitions, it faces an increased need for its leadership and key employees to be able to be present locally across the globe, which necessitates substantial air travel.

Emissions generated by office operations

MTG contributes to Scope 1 and 2 emissions through its own operations. The primary source of these emissions stems from the energy consumption associated with office operations. MTG has proactively implemented energy-saving measures in some offices to mitigate energy consumption.

Sub Topic	Material Impact, Risk and Opportunities	Value Chain	Time Horizon
 E1: CLIMATE CHANGE MITIGATION			
Acquisitions and negative climate impact through air travels	Actual negative impact	Own operations	Short-term, medium-term
Emissions generated by office operations	Actual negative impact	Own operations	Short-term, medium-term
Expectations from stakeholders and shareholders to mitigate climate risks	Risk	Own operations	Short-term, medium-term
 E1: ENERGY			
Energy use of cloud storage and data centres	Actual negative impact	Downstream Own operations	Short-term, medium-term
Sustainability-conscious data centres	Potential positive impact	Downstream	Short-term, medium-term
Cost of cloud storage	Risk	Downstream	Short-term, medium-term



Energy use of cloud storage and data centres

The environmental impact of MTG's data storage on servers is significant, due to the energy consumption and emissions linked to server operation and cooling. Given that MTG predominantly uses cloud-based storage, it is essential to consider and address the potential rise in energy consumption associated with data centres. Currently, MTG has not conducted a thorough environmental impact assessment of the data centres, particularly those utilized by AWS, its primary data storage provider.

Sustainability-conscious data centres

There is an opportunity to shift to data storage providers with a stronger commitment to energy efficiency, which could reduce both emissions and energy consumption. This is particularly relevant considering the increasing regulations surrounding data centre energy use and sustainability.

Climate change risks

Expectations from stakeholders and shareholders to mitigate climate risks

Stakeholders and shareholders are placing greater scrutiny on environmental mitigation. If MTG fails to align with climate mitigation efforts or show progress in reducing emissions, it risks reputational damage and loss of investor support. Meeting these rising expectations remains a challenge despite continued efforts.

Cost of cloud storage

The energy consumption associated with the operation of servers in data centers worldwide—across regions like Europe, the USA, and Australia—presents a potential financial risk due to rising energy prices. As MTG and its studios primarily depend on cloud storage, the possibility of increased energy consumption and associated costs could

significantly affect the overall expenses related to data storage and cloud-based services.

E1-2 Policies related to climate change mitigation

Our Code of Conduct (CoC) expresses our values and helps us navigate ethical and legal issues. It stands as the governing document within MTG's entire policy framework, offering a practical guide on how we conduct business. It describes our approach to managing environmental performance and driving sustainability efforts across the organization, including tracking our emissions, mapping our energy consumption and recycle waste whenever possible.

In addition, MTG's sustainability commitment requires our suppliers to adhere to international environmental principles and standards, as outlined in our Supplier Code of Conduct (SCoC). Suppliers are expected to monitor, manage, and minimize greenhouse gas emissions resulting from their operations. This includes actively monitoring and managing emissions to air, water, and soil, and working to reduce waste generation. Furthermore, suppliers are encouraged to prioritize the reuse and recycling of byproducts from their operations whenever possible. Suppliers providing cloud and data services are expected to prioritize sustainability-conscious energy sources and efficiency measures.

The policies apply globally, covering all geographies where MTG operates or engages with suppliers. To ensure broad adherence, the policies are accessible to all employees via MTG's policy management system.

Adoption of a new Environmental Policy

MTG currently does not have a stand-alone Environmental Policy in place addressing all sustainability matters. However, as part of our ongoing commitment to continuous improvement, MTG will adopt a new Environmental

Policy in 2025. This policy will serve as a framework and guide our sustainability efforts by addressing our Scope 1-3 emissions, climate change mitigation, energy efficiency, and renewable energy and thus covering our sustainability matters. It will cover both upstream and downstream value chains and include all geographies we operate in (see full list of IRO's in SBM-3). The CFO will be accountable for implementing the policy.

The Environmental policy will be adopted at MTG group level. At MTG we adhere to the precautionary principle and, thus, our studios will continue to develop company-specific climate activities while adopting the minimum requirements for the group.

E1-3 Actions related to climate change policies

As the mobile gaming industry evolves, balancing energy use with sustainable practices is increasingly important. To address this, MTG is looking into transitioning to renewable energy sources, energy efficiency measures, and promoting circularity of equipment whenever possible.

Our own operations and upstream value chain emissions stems from energy usage in our offices and studios, fugitive emissions and company vehicles. While our downstream value chain emissions include business travels, IT-equipment, employee commuting, external and on-site cloud servers, and energy consumption by players during gameplay.

By monitoring our carbon footprint and mapping energy consumption, we aim to minimize the negative environmental impact of our business operations. We expect our suppliers and stakeholders to share this commitment.

During the reporting year MTG Group:

- Expanded our carbon accounting by including hotspot categories



- Trained HQ and studios on climate change, carbon accounting and ESRS reporting
- Set reporting structures and quality assurance

Studio actions 2024:

- Hutch sourced renewable electricity and implemented energy-saving measures such as overnight and weekend powerdowns, and optimized air conditioning schedules.
- InnoGames used 100% renewable electricity and implemented sensors to optimize office energy use, as well as approved installation of over 80 solar panels for 2025.
- Ninja Kiwi utilized their solar panels, ensuring ongoing reliance on renewable electricity.
- PlaySimple reduced emissions and achieved energy savings despite an increase in headcount.

At MTG, we recognize the importance of sustainability and our responsibility to mitigate climate impact. As part of our commitment to environmental stewardship, we will develop an action plan to ensure our operations align with the latest climate science. The action plan will be implemented on a group level, where studios will be required to fulfil at least the minimum requirements. This highlights our dedication to adhering to the latest climate science and aligning with global efforts to combat climate change.

In 2025, MTG aims together with HQ and the studios PlaySimple, Hutch, InnoGames, Ninja Kiwi and Snowprint to:

- Conduct a GHG screening to map our material emission sources,
- Set science-based emissions reduction targets in line with SBTi,
- Set a concrete action and transition plan thereafter.

Long term action plan

- Switch to renewable energy sources
- Install new on-site renewable energy production
- Monitor and match supply and consumption of renewable energy in both geography and time

E1-4 Targets related to climate change mitigation

MTG has a clearly defined target: MTG is to reduce emissions in the value chain (Scope 1, 2, and 3) by 50% by 2032, with 2022 as the base year.

Our commitment is in line with the Paris Agreement to limit global warming to 1.5 degrees.



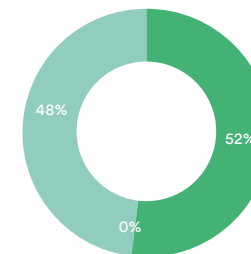
E1-5 Energy consumption and mix

Energy consumption and mix	2024	2023
5. Consumption of purchased or acquired electricity, heat, steam and cooling from fossil sources (MWh)	616.7	314.2
6. Total fossil energy consumption (MWh) (calculated as the sum of lines 1 to 5)	616.7	314.2
Share of fossil sources in total energy consumption	52.1%	34.4%
7. Consumption from nuclear sources (MWh)	3.4	0.0
Share of consumption from nuclear sources in total energy consumption (MWh)	0.3%	0.0%
8. Fuel consumption for renewable sources, including biomass (also comprising industrial and municipal waste of biologic origin, biogas, renewable hydrogen etc) (MWh)	0.0	0.0
9. Consumption of purchased or acquired electricity, heat steam and cooling from renewable sources (MWh)	546.0	599.6
10. The consumption of self-generated non-fuel renewable energy (MWh)	17.2	0.0
11. Total renewable energy consumption (MWh) (calculated as the sum of lines 8 to 10)	563.1	599.6
Share of renewable sources in total energy consumption (%)	47.6%	65.6%
Total energy consumption (MWh) (calculated as the sum of lines 6, 7 and 11)	1,183.3	913.9

Our overall energy consumption increased by 29.5 % from 913.9 MWh to 1,183.3 MWh. This increase was primarily a result of changes in the methodologies and expansion of the reporting scope. Consequently, we cannot draw any conclusions or deeper analysis. Additionally, for 2024 years reporting we incorporated consumptions from fossil, nuclear, or renewable sources, in contrast to 2023 where the reporting only required distinguishing between “green” energy and non-green energy.

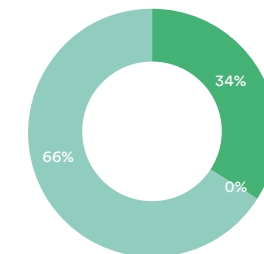
For more information on methodologies and emission factors used, please refer to the accounting policies, section 4, on pages 151-153.

2024



- 6. Total fossil energy consumption (MWh) (calculated as the sum of lines 1 to 5*)
- 7. Consumption from nuclear sources (MWh)
- 11. Total renewable energy consumption (MWh) (calculated as the sum of lines 8 to 10)

2023



- 6. Total fossil energy consumption (MWh) (calculated as the sum of lines 1 to 5*)
- 7. Consumption from nuclear sources (MWh)
- 11. Total renewable energy consumption (MWh) (calculated as the sum of lines 8 to 10)

*Line 1-4, fuel consumption, is not relevant for MTG



E1-6 Gross Scope 1, 2, 3 and total GHG emissions

E1-6 Gross Scopes 1, 2, 3 and total GHG emissions	2024	2023	Change (%) between 2023 and 2024
Scope 1 GHG EMISSIONS			
Gross Scope 1 GHG emissions (tCO ₂ e)	33.6	0,0	N/A
Percentage of Scope 1 GHG emissions from regulated emission trading schemes (%)	0.0%	0.0%	0.0%
SCOPE 2 GHG EMISSION			
Gross location-based Scope 2 GHG emission	421.3	343.5	22.7%
Gross market-based Scope 2 GHG emission	308.4	231.7	33.1%
SIGNIFICANT SCOPE 3 GHG EMISSIONS			
Total Gross indirect GHG emissions (tCO ₂ e)	4,250.3	1,966.0	134.4%
1. Purchased goods and services	210.1	492.2	-57.3%
2. Capital goods	379.6	0.0	N/A
3. Fuel and energy related activities, outside of Scope 1 & 2	116.9	208.9	-44.0%
5. Waste generated in operations	3.9	9.9	-60.7%
6. Business travel	465.7	752.9	-38.1%
7. Employee commuting	255.8	349.2	-26.7%
11. Use of sold products	2,818.3	0.0	N/A
TOTAL GHG EMISSIONS			
Total GHG emissions (location-based) (tCO₂e) not subject to limited assurance	4,705.2	2,156.6	118.2%
Total GHG emissions (market-based) (tCO₂e) not subject to limited assurance	4,592.3	2,044.8	124.6%

Our total emissions consumption (location-based) increased by 118.2% from 2,156.6 tCO₂e to 4,705.2 tCO₂e. Our total emissions consumption (market-based) increased by 124.6% from 2,044.8 tCO₂e to 4,592.3 tCO₂e. This increase was primarily a result of changes in the methodologies and expansion of the reporting scope. Consequently, we cannot draw any conclusions or deeper analysis.

The difference between the years is due to changes in the calculation method, which is why the 2023 figures are not comparable. In 2024, the company changed method from GRI to ESRS and therefore, more measures were reported compared to the 2023 sustainability reporting.

For more information on methodologies and emission factors used, please refer to the accounting policies, section 4, on pages 151-153.

In 2024, we expanded our carbon accounting to comply with the GHG Protocol, adding new reporting categories and refining data. We also transitioned from GRI to ESRS for greater transparency. While this improves compliance, it affects year-over-year comparisons due to differing methodologies.



Changes to previous reporting:

- Scope 1 Solar panels: Moved from Scope 2 to Scope 1
- Scope 1 Refrigerants (own servers): New for 2024
- Scope 2: Electricity consumption – own servers: Moved from Scope 1 to Scope 2
- Scope 3 Category 2 - Capital goods (IT-equipment): New for 2024
- Scope 3 Category 5 - Waste: Expanded categories of fractions including e-waste and general office waste
- Scope 3 Category 11 - Use of sold products: New for 2024

Scope 1 and 2

Total GHG emissions derived from the underlying Scope 2 GHG emissions being measured using the market-based method represent 7.4% of our total emissions. Scope 2 location-based emissions increased by 6.2% of our total emissions. The main source of emissions is our offices' purchased electricity. Other sources of emissions are purchased heating, fugitive emissions and emissions from company cars. Our Scope 1 and 2 emissions have increased since the previous year. Due to alignment with ESRS, MTG have expanded the reporting scope. Consequently, we are not able to draw significant conclusions from the changes in GHG emissions.

Scope 3

Total gross indirect Scope 3 emissions (tCO₂e) account for 92.6% of our total emissions. Our main sources of Scope 3 emissions in 2024 are use of sold products, business travel, and capital goods.

For total gross indirect Scope 3 emissions, we recorded 4,250.3 tCO₂e, reflecting an 134.4% increase compared to the previous year. However, increases in certain subcategories were noted due to expanded data coverage and enhanced tracking capabilities. Consequently, we are not able to draw significant conclusions from the changes in GHG emissions due to errors in previous reporting years.

As a predominantly digital enterprise, we recognize the need for continued development of methodologies to accurately assess and report our emissions. Future improvements will focus on expanding data coverage and improving year-on-year comparability.

GHG intensity per net revenue	2024	2023	% N / N-1
Total GHG emissions (location-based) per net revenue (tCO ₂ eq/SEK million)	0.8	0.37	52.7%
Total GHG emissions (market-based) per net revenue (tCO ₂ eq/SEK million)	0.8	0.35	54.1%

GHG intensity

GHG intensity based on net revenue has been calculated as gross Scope 1, Scope 2 location-based/market-based, and gross Scope 3 emissions divided by reported net revenue in SEK million.



E3 WATER AND MARINE RESOURCES

SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model

Water and marine resources impacts

The materiality assessment described in disclosure requirement IRO-2 identified the following material impact.

Water consumption for cooling of data centres

Cloud computing demands substantial amounts of water for cooling, especially when data centers are situated in warm regions. Water scarcity is increasingly becoming a significant issue due to climate change and increased water demand; consequently, data centers located in water-scarce areas have a considerable negative impact.

Sub Topic	Material Impact, Risk and Opportunities	Value Chain	Time Horizon
 E3: WATER			
Water consumption for cooling of data centres	Potential negative impact	 Downstream	Short-term, medium-term

E3-1 Policy related to water and marine resources
 MTG does not have a policy addressing water consumption specifically. However, an Environmental Policy (see E1 for a full description) will be adopted to address the topic of water consumption. The scope of the policy will cover our downstream value chain, as water consumption is commonly used for cooling data centers.

E3-2 Actions related to water and marine resources
 To identify both actual and potential impacts, we plan to carry out a comprehensive screening process of our suppliers during 2025 across site locations of data centers, assessing the interface with water stressed regions and policies in place.

E5 RESOURCE USE & CIRCULAR ECONOMY

SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model

Resource use and circular economy Impacts

The materiality assessment described in disclosure requirement IRO-2 identified the following material impact.

Material use for cloud storage, data centers and IT-equipment

MTG's business operations are heavily reliant on cloud storage, which is powered by physical infrastructure such as hardware, servers, storage arrays, routers, switches, computers, and rare metals. Much of the materials used in this infrastructure are derived from finite natural resources, raising concerns about the sustainability of these resources.

E-waste hazards and outsourcing challenges

E-waste contains hazardous materials that are often difficult to recycle or manage in an environmentally sustainable way. The handling of e-waste is frequently outsourced

Sub Topic	Material Impact, Risk and Opportunities	Value Chain	Time Horizon
 E5: RESOURCE INFLOWS, INCLUDING RESOURCE USE			
Material use for cloud storage, data centers and IT-equipment	Actual impact	 Upstream	Short-term, medium-term
 E5: WASTE			
E-waste hazards and outsourcing challenges	Potential negative impact	 Downstream	Short-term, medium-term, long-term

to low-income countries, where inadequate environmental protections can expose local communities to risks such as the burning of toxic compounds and harmful leaks. E-waste is likely to be a growing concern in MTG's value chain, as computers are essential for game development and data centers are used for game storage.

E5-1 Policies related to resource use & circular economy

MTG's Code of Conduct (CoC) and Supplier Code of Conduct (SCoC) refer to waste management and circular econ-



omy. The Code encourages employees to recycle waste and reuse equipment where possible. The SCoC encourages suppliers to reduce waste production and implement waste management programmes and initiatives, particularly around e-waste.

The coming environmental policy (see E1 for a full description), will cover waste management in more depth. The policy will align with the guidelines for waste hierarchy — prevention, reduction, reuse, recycling, and responsible disposal — which will guide our strategies toward sustainability and circularity.

E5-2 Actions related to resource use & circular economy

To address resource use and circular economic actions, we plan to carry out a mapping of the waste management practices and establish targets and action plans thereafter.

Studio actions 2024:

- PlaySimple reduced paper and plastic waste and ensured safe e-waste disposal through authorized management organizations.
- InnoGames offered used device sales to employees and donated used equipment to schools.
- Ninja Kiwi disposed e-waste through EcoMatters, by refurbishing, recycling, or responsibly discarding when possible.
- Hutch partnered with a premium waste disposal company to minimize landfill contributions, offering mixed recycling, battery and fluorescent bulb disposal, and composting as well as disposed IT waste responsibly by specialist contractors.

Accounting Policies – Environment E1-E5

1 Reporting period

Our reporting covers the period from January 1, 2024 to December 31, 2024.

2 Reporting scope

This report includes all entities under operational control, except environmental data for Snowprint, as we will onboard them in 2025 due to lack of resources during 2024.

3 Reporting frameworks

The report is prepared in accordance with the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS). For emissions, the Greenhouse Gas Protocol (GHGP) methodology is applied. MTG has undertaken a comprehensive restructuring of its sustainability reporting framework to align with CSRD and ESRS. Thus, this Sustainability Statement does not aim to be compliant with ESRS.

Key enhancements include:

- **Expanded disclosures and metrics:** Our sustainability report now incorporates ESRS disclosures and metrics mandated by ESRS.
- **Revised report layout:** We have updated the layout of our sustainability report to meet ESRS reporting standards.

Changes in preparation or presentation of sustainability information

In preparation for CSRD and ESRS, we have replaced GRI reporting with the ESRS disclosure requirements for all ESG areas.

4 Data collection methodology and prior period errors

The 2024 data is reported and calculated in accordance with the GHG Protocol. Activity data has been gathered through procurement systems, supplier invoices, and reports, with assumptions applied in cases where data was missing, along with landlord reporting. All this activity data is consolidated in the group's common platform where emissions are calculated.

In 2024, we have expanded and adjusted our carbon accounting to ensure compliance with the GHG protocol. This includes changes to previous reporting, with the addition of the following categories:

Scope 1

- Solar panels (previous Scope 2)
- Own servers – refrigerants (new)

Scope 2

- Own servers – electricity (previous Scope 1)

Scope 3

Capital goods:

- IT-equipment (new)

Waste:

- Office waste
- E-waste (new)

End-users:

- Use of sold products (new)

Emission factors originate from DEFRA, IEA, AIB, NTM, Exiobase, Hotel footprinting tool, Energiföretagen, research reports and suppliers.



5 Emission scopes and calculations

Scope 1: Data from vehicles are collected and converted to CO₂e.

CO₂e/km diesel and CO₂e/km petrol emission factors from DEFRA (2023 and 2024) and MWh electricity emission factor from AIB (2023) & Energimyndigheten (ER 2023:19) are applied for all vehicles. Fuel and electric consumption data per diesel and petrol cars have been calculated using distance driven reported by the drivers. The emission factors are calculated as tonnes CO₂e per year per unit. Data on refrigerants is collected through reports from the studios and converted to CO₂e using emission factors from DEFRA 2023. The emission factors are calculated as tonnes CO₂e/tonne per year.

Scope 2: Data is calculated using both location-based and market-based methodologies. Data from electricity consumption is measured in MWh. When actual activity data is unavailable, electricity consumption has been estimated using an updated 2024 average consumption of electricity per m² office space for the offices. Our plug-in hybrid cars and fully electric cars are accounted for in Scope 2 reporting.

Purchased heat consumption is also measured in MWh. If activity data is missing, heat consumption is estimated using the 2024 average heat usage per m² for offices where data was not obtainable.

Location-based approach

For Scope 2 electricity emissions, emission factors are sourced from IEA (2024), AIB (2024), and national energy authorities. In countries with district heating systems, emission factors are obtained from relevant national authorities. Where such data is unavailable, a heat and steam emission factor from DEFRA (2024) is applied.

Market-based approach

Scope 2 electricity emissions under the market-based method are calculated using emission factors from IEA (2024) and AIB (2024). Residual mix factors provided by AIB are applied for European countries. For district heating emissions, data is primarily sourced from national energy authorities. In cases where this information is unavailable, DEFRA's (2024) heat and steam emission factor are applied.

Scope 3: Scope 3 includes category 1 (Purchased Goods and Services), category 2, (Capital Goods), category 5 (Waste generated in operations), category 6 (business travel) and category 7 (Employee commuting). Snowprint has been exempted from environmental data consolidation in 2024 as onboarding will occur 2025. All other studios along with the head office in Stockholm have been reporting for 2024.

Purchased goods and services (C1)

Data is calculated using the supplier data method. Where supplier data was not obtainable, number of servers method (The Carbon Footprint of Servers - GoClimate Blog, 2022.10.11) was applied using relevant secondary emission factors as defined by GHGP.

Capital goods (C2)

Data is calculated using the spend-based method. Capital goods include upstream emissions from IT-equipment purchased or acquired in the reporting year using emission factors from Exiobase 3.9 (2019).

Fuel- and energy-related activities not included in Scope 1 or Scope 2 (C3)

This category, outside of Scope 1 and 2, includes indirect emissions from the production, transmission, and distribu-

tion of purchased fuels and electricity. These emissions are not generated by the company's direct consumption but occur within its broader value chain.

Waste generated in operations (C5)

MTG report waste generated in operations covering disposal and treatment of waste from our facilities. MTG prioritizes getting as accurate data as possible and gathers data through the supplier-specific method and the waste-type-specific method where possible. The average-data method is used as a complement. Where actual data is unavailable, estimates are based on industry averages and facility-specific factors, average data method. Emission factors from DEFRA (2023).

Business travel (C6)

MTG's and the studio's finance departments collect data on 'Business Travel'. Reporters utilized the spend based or distance-based method on air, train and car/taxi travel. The data for each category has been converted to CO₂e by applying an emission factor from DEFRA (2023), NTM (2018), NTMCalc.Advanced 4.0 and Exiobase 3.9 (2019). All entities have also reported amounts of hotel nights where the emission factor comes from Hotel Footprinting Tool (2023) or DEFRA (2023).

Employee commuting (C7)

Employee commuting data has been produced through surveys where the employees were asked to answer questions about, e.g. mode of transport used and the distance to get to the office. Where applicable, fuel-based method and distance-based method have been used to calculate the emissions. Where data is missing and e.g. cannot be



requested due to legal reasons the average-data methods have been used instead. In 2023 we reported on the metric Homeworking, but since the reporting method has changed to meet the CSRD and ESRS regulations, the company now reports on employee commuting as a metric.

Use of sold products (C11)

The calculation is based on activity data, such as users' gaming hours for each respective game, and the energy consumed by devices and servers on specific electrical grids. For the calculation, it is assumed that users are based in the countries where the download occurs and that they charge their equipment on the respective country's electrical grid. If the country code does not match any available emission factor, the respective regional or global factor is used. The emissions are calculated using emission factors from IEA (2024), SMED & IVL Report C619 (2021), and AIB (2024). Ninja Kiwi was not included in the measurement.

6 Estimations and assumptions

In cases where data is missing or incomplete, estimates based on the latest average data are used instead. For example, in Scope 1: Company Vehicles, it is not possible to determine the exact sources of electricity production for electric cars. Therefore, an allocation based on country-specific electricity production has been applied. Another example is Scope 3: Waste, where waste management practices vary between countries. Waste fraction estimates may be calculated based on collection frequency

and, where possible, reports from waste management companies containing information on post-sorting.

7 Exclusions

Snowprint has been exempted from environmental data consolidation in 2024 as onboarding will occur 2025.

8 Changes in methodology

For 2024, we have updated our reported figures to reflect changes in our organizational structure and the adoption of improved calculation methodologies.

9 Resilience analysis

The analysis of climate-related impacts, risks, and opportunities was an integral part of the DMA, focusing on climate change mitigation. While MTG has not yet conducted a resilience analysis or a climate-related scenario analysis to assess physical and transitional risks across multiple timeframes, we are committed to integrating such an analysis in the future to better understand related risks and opportunities.

10 Presentation of results

Please refer to Table E1-6 Gross Scopes 1,2,3 and total GHG emissions (pages 148-149) that summarizes CO2 emissions for Scopes 1,2 and 3, and table E1-5 Energy consumption and mix (page 147).



EU-TAXONOMY

The EU Taxonomy, as described by The European Commission, presents and describes economic activities that are environmentally sustainable. The EU Taxonomy is part of the European green deal and aims to increase transparency, clarity and provide information on what economic activities can be considered environmentally sustainable.

MTG falls under the scope of the Non-Financial Reporting Directive and thus the scope of EU Taxonomy reporting on share of economic activities that meet the criteria put forth in the EU Taxonomy.

MTG has assessed its economic activities based on industry description and NACE codes as described in the EU Taxonomy Annexes I and II to the Climate Delegated Act (CDA). MTG is classified as ‘Movie, Video and TV (J59)’ according to the Swedish Tax Authority. MTG’s economic activities are not yet included in the taxonomy, thus our share of eligible turnover as defined by the EU Taxonomy is 0%.

MTG has also reviewed its investments (see note 9 and 10), this review concluded that our share of eligible capital expenditures and operating expenses as defined by the taxonomy is 0%.

Nuclear and fossil gas related activities

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 related activities		
4.	The undertaking carries out, funds or has exposures to construction or operation of electricity generation facilities that produce electricity using fossil gaseous 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



EU-TAXONOMY

Proportion of turnover from products or services associated with Taxonomy-aligned economic activities – disclosure covering year 2024.

				Substantial contribution criteria							DNSH criteria (“Does Not Significantly Harm”)										
Economic Activities (1)*	Code (2)	Turnover (3)	Proportion of Turnover, year N (4)	Climate Change Mitigation (5)	Climate Change Adaptation (6)	Water (7)	Pollution (8)	Circular Economy (9)	Biodiversity (10)	Climate Change Mitigation(11)	Climate Change Adaptation (12)	Water (13)	Pollution (14)	Circular Economy (15)	Biodiversity (16)	Minimum Safeguards (17)	Proportion of Taxonomy-aligned (A.1.) or –eligible (A.2.) turnover, year N-1 (18)	Category enabling activity (19)	Category transitional activity (20)		
		SEK million	%	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)																					
Activity																					
Turnover of environmentally sustainable activities (Taxonomy-aligned) (A.1)																					
Of which enabling																					
Of which transitional																					
A.2 Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																					
				EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL												
Activity																					
Turnover of Taxonomy- eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)																					
A. Turnover of Taxonomy-eligible activities (A.1+A.2)																					
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																					
Turnover of Taxonomy- non-eligible activities		6,015	100%																		
Total		6,015	100%																		



EU-TAXONOMY

Proportion of CapEx from products or services associated with Taxonomy-aligned economic activities – disclosure covering year 2024.

				Substantial contribution criteria						DNSH criteria (“Does Not Significantly Harm”)									
Economic Activities (1)*	Code (2)	CapEx (3)	Proportion of CapEx, year N (4)	Climate Change Mitigation (5)	Climate Change Adaptation (6)	Water (7)	Pollution(8)	Circular Economy (9)	Biodiversity (10)	Climate Change Mitigation(11)	Climate Change Adaptation (12)	Water (13)	Pollution (14)	Circular Economy (15)	Biodiversity (16)	Minimum Safeguards (17)	Proportion of Taxonomy- aligned (A.1.) or -eligible (A.2.) CapEx, year N-1 (18)	Category enabling activity (19)	Category transitional activity (20)
		SEK million	%	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 (Taxonmy-aligned)																			
Activity																			
CapEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)																			
Of which enabling																			
Of which transitional																			
A.2 Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
				EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL										
Acquisition and ownership of real estate					13	12%	EL	-	-	-	-	-					21%		
CapEx of Taxonomy- eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)					13	12%	EL	-	-	-	-	-					21%		
A. CapEx of Taxonomy-eligible activities (A.1+A.2)					13	12%	EL	-	-	-	-	-					21%		
-B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																			
CapEx of Taxonomy- non-eligible activities					98	88%													
Total					111	100%													



EU-TAXONOMY

Proportion of OpEx from products or services associated with Taxonomy-aligned economic activities – disclosure covering year 2024.

				Substantial contribution criteria						DNSH criteria (“Does Not Significantly Harm”)									
Economic Activities (1)*	Code (2)	OpEx (3)	Proportion of OpEx, year N (4)	Climate Change Mitigation (5)	Climate Change Adaptation (6)	Water (7)	Pollution(8)	Circular Economy (9)	Biodiversity (10)	Climate Change Mitigation(11)	Climate Change Adaptation (12)	Water (13)	Pollution (14)	Circular Economy (15)	Biodiversity (16)	Minimum Safeguards (17)	Proportion of Taxonomy- aligned (A.1.) or –eligible (A.2.) OpEx, year N-1 (18)	Category enabling activity (19)	Category transitional activity (20)
		SEK million	%	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)																			
Activity																			
OpEx of environmentally sustainable activities (Taxonomy-aligned) (A.1)																			
Of which enabling																			
Of which transitional																			
A.2 Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)																			
				EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL	EL; N/EL										
Activity																			
OpEx of Taxonomy- eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)																			
A. OpEx of Taxonomy-eligible activities (A.1+A.2)																			
B. TAXONOMY-NON-ELIGIBLE ACTIVITIES																			
OpEx of Taxonomy- non-eligible activities		0	100%																
Total		0	100%																



SOCIAL INFORMATION

S1 OWN WORKFORCE

SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model

Own workforce impacts

The materiality assessment described in disclosure requirement IRO-2 identified the following material impact.

Gender imbalance

MTG recognizes lack of female representation among our own employees in most studios, which is a broader industry challenge. Women in mid-level management roles face greater challenges in career progression, according to industry studies. This imbalance poses a risk of discrimination within MTG’s operations, including unconscious biases in recruitment and career advancement. MTG actively works to improve gender diversity within the company, aiming to create a more equitable environment for all employees.

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	VALUE CHAIN	TIME HORIZON
 S1: WORKING CONDITIONS			
Collective bargaining and unionization	Potential negative impact	 Own operations	Short-term, medium-term, long-term
Fostering good working conditions and well-being	Potential positive impact	 Own operations	Short-term, medium-term, long-term
Job insecurity and stress from digitalization and automation	Potential negative impact	 Own operations	Short-term, medium-term
 S1: EQUAL TREATMENT AND OPPORTUNITIES FOR ALL			
Gender imbalance	Potential negative impact	 Own operations	Short-term, medium-term, long-term
Talent acquisition challenges in a competitive market	Risk	 Own operations	Short-term, medium-term,



Collective bargaining and unionization

MTG operate in certain jurisdictions, such as India, where collective bargaining and unionization are often suppressed, with freedom of association not always guaranteed. This presents challenges for the company in creating a supportive, employee-friendly environment in regions where such labor rights are restricted.

Fostering working conditions and wellbeing

MTG is committed to fostering positive working conditions and promoting physical and mental health by offering flexible workplace options, various employee benefits and perks, ensuring psychological safety, and various professional employee development opportunities. MTG encourages studios to implement initiatives to enhance working conditions. For example, Hutch offers a four-day workweek, Ninja Kiwi features "Fairly Flexible Friday" afternoons, and InnoGames follows a hybrid work model. Flexible approaches help support caregivers, reduce commuting emissions, and mitigate negative consequences. These initiatives result in very low regrettable turnover across the group.

Job insecurity and stress from digitalization and automation

As digitalization and automation increase, employees may face job insecurity and fewer advancement opportunities. The rapid advancement of AI technology further exacerbates this issue, potentially creating stress and uncertainty among the workforce regarding job stability. MTG tries to mitigate this by offering training and information related to AI to ensure all employees have relevant skills for the future of work.

Own workforce risks

Talent acquisition challenges in a volatile market

A competitive tech environment, combined with job market volatility in some regions, can make it more difficult for MTG to attract and retain top talent. This challenge could lead to higher turnover if employees perceive a lack of growth in their current roles, thus further increasing the need for recruiting. The inability to hire or train for a critical skillset may lead to delayed product development and therefore reduced revenues.

S1-1 Policies related to own workforce

Code of Conduct

Our Code of Conduct (CoC) guides our approach in areas such as diversity, equality, and non-discrimination, fair working conditions, health & safety, Artificial Intelligence (AI) and anti-corruption.

The CoC aligns with international initiatives and standards such as the OECD Guidelines for Multinational Enterprises, the UN Global Compact, the Fundamental Conventions of the International Labor Organization, the UN Universal Declaration of Human Rights, and the UN Guiding Principles on Business and Human Rights.

It explicitly prohibits discrimination based on race, ethnicity, gender, sexual orientation, religion, or age and includes positive action initiatives for underrepresented groups. There is also a defined process for investigating and resolving discrimination complaints, including timelines for resolution and escalation procedures.

MTG has a whistleblowing mechanism for employees to report violations against the CoC anonymously, and incidents are tracked and reported quarterly to the Board.

The CoC applies to all MTG employees, as well as temporary workers, such as contractors, freelancers, and con-

sultants. It governs all material topics, and all employees are expected to abide by it.

MTG explicitly prohibits human trafficking and forced labour in all operations. MTG also has policies in place for workplace accident prevention as aligned to local jurisdictions.

S1-2 Processes for engaging with own workforce and workers' representatives

Stages at where engagement occurs

Currently, MTG engages directly with the workforce, as there are no formal worker representatives or unions within the organization. Engagement is facilitated through standard management procedures such as one-on-one meetings, surveys, and whistleblowing mechanisms. Most studios have a People & Culture (P&C) department to handle stakeholder requests and studios without a P&C team can rely on the Group P&C or Legal departments.

Input from these processes informs the company's annual strategy review on workforce-related topics. MTG also complies with all local consultation and information requirements when making decisions that impact the broader workforce.

Most senior role with operational responsibility

The President and CEO of the company holds ultimate accountability for ensuring sufficient engagement regarding material, actual, and potential impacts—both positive and negative—that affect or are likely to affect the workforce. This responsibility is supported by the Group Chief People Officer, who works closely with the CEOs of each studio. The studio CEOs, in turn, are charged with the implementation and execution of their respective engagement processes.



Assessment of effectiveness of engagement and processes

MTG closely tracks turnover rates and employee engagement levels - measured through employee reviews and/or surveys - as well as return-to-work metrics after long-term leaves. MTG is officially recognized as a 'great place to work' in several jurisdictions from a third party.

St-4 Taking action on material impacts on own workforce, and approaches to mitigating material risks and pursuing material opportunities related to own workforce, and effectiveness of those actions

Processes to determine appropriate actions in response to potential negative impact

MTG maintains different policies which govern what is considered acceptable or unacceptable within the workplace to mitigate negative impacts, which is disclosed in GOV-1.

Depending on the severity and nature of the negative impact, consequences can range from corrective measures to dismissal, and, if necessary, legal or criminal action. All employees are required to review and comply with these policies.

Key actions taken, planned, or underway

Whistleblowing channel: The company regularly monitors the external whistleblowing channel (see G1 for details) and responds according to established policy procedures. The whistleblowing policy and training initiatives cover most employees across our global operations, including upstream supplier networks and downstream customer interactions in Europe, North America, and Asia. The group's Director of People and Culture and General Counsel are readily available as points of contact if any negative impacts arise.

During 2024, whistleblower reports related to workplace discrimination were addressed through corrective action plans, including mediation, employee reassignment, and additional manager training (see G1). In cases of severe harm, external mediation and compensation mechanisms were used to resolve disputes.

Training of recruitment initiatives and AI: Annual training sessions are conducted for most employees on topics such as unconscious bias and diversity, equity, and inclusion (DE&I). The implementation of unconscious bias training for 100% of employees is planned for completion by Q4 2025. While each company within MTG manages its own recruitment processes, the focus is on enhancing diversity without set mandates or targets. This approach reflects the current low-volume of hiring, which primarily involves filling existing positions. Additionally, employees receive regular training on responsible AI use to stay informed of best practices and evolving standards to enhance our operations, creativity, and decision-making processes.

Adequate wages: MTG does not maintain a global salary grid but uses external benchmarks to assess compensation. For instance, InnoGames publishes its pay ranges publicly, while NinjaKiwi has implemented above-industry-standard increases to address inflation in recent years. PlaySimple employs a pay-for-performance model, providing various incentive opportunities based on employee roles and levels alongside competitive base salaries. MTG's overarching aim is to ensure that all employees are rewarded fairly and competitively.

Diversity: We value diversity and equality and by fostering a diverse workplace, we aim to improve our gender mix annually and, in some locations, run graduate programs to bring young, diverse talent into the industry. All our experienced hiring is made through a fair process that minimizes bias.

Effectiveness of actions

Effectiveness is monitored through employee engagement surveys, diversity metrics, and whistleblower case resolutions. Key performance indicators include a reduction in reported incidents of workplace discrimination and improvements in employee satisfaction scores.

The company manages dependencies on key technical skills by offering retention bonuses and training programs in critical areas. In cases where business pressures risk conflicting with workforce well-being, priority is given to employee rights. All MTG studios vocally reject the well-known gaming industry norm of 'crunch' culture.

Studio actions 2024:

Equal and inclusive workplaces

InnoGames supported women in tech through participation in events like Wonmanize! and the Women in Games Conference, while also providing training programs for young professionals and organizing career exploration events for students aged 11-14 to break gender stereotypes in the gaming industry.

Healthy, safe, and supportive workplaces

Ninja Kiwi, PlaySimple, Hutch, Snowprint, and InnoGames all supports hybrid work models, offering employees flexibility in their work arrangements.

We prioritize employee health through comprehensive private medical insurance, with PlaySimple extending coverage to employees' families, including interns. Ninja Kiwi and PlaySimple also emphasize mental health support, with Ninja Kiwi offering five days of mental health leave annually and PlaySimple partnering with the Inner Hour App for confidential counseling and wellness tools. Hutch further supports mental well-being through Spill, a dedicated app accessible via Slack, and raises awareness about men's mental health on International Men's Day.

Workplaces where employees can grow



We are committed to creating workplaces where employees can grow and advance in their careers and our studios' provided:

- Bi-annual performance reviews to ensure fair evaluations and career progression.
- Structured career development pathways including bootcamps, training programs, and internships.
- Internal mobility, allowing employees to explore different roles and expand their skill sets.

S1-5 Targets related to managing material negative impacts, advancing positive impacts, and managing material risks and opportunities

Gender diversity

MTG has an annual target to increase the gender diversity within our workforce by 1% every year, with an overall target of 40% (2020) of the workforce to be represented by female or non-binary employees. This target aligns with MTG's policy objective of fostering inclusivity and ensuring equal representation across all levels of the organization. The scope of the targets covers MTG's operations globally, including direct employees and those employed through third-party agencies within its workforce.

The target is informed by industry benchmarking data and the global gaming industry's gender diversity statistics, using employee demographic surveys and local gender equality indexes. Key stakeholders, including employee resource groups, senior management, and external DEI consultants, were engaged to define the target and ensure alignment with organizational goals. No changes to the original target or methodology have been made since its introduction in 2020. Adjustments to measurement practices will be disclosed in future reports, if applicable. Progress is tracked annually and reviewed by the group's P&C executive, who provides yearly updates to the Board or applicable Board committee.

For the 2024 year, 28% of the workforce is represented by female or non-binary employees. The target is based on the calendar year, as of workforce data at 31 December of the reporting year.

S1-6 Characteristics of the undertaking's employees

S1-6 Employee turnover rate

S1-6: Employee turnover rate (S1-6 §50(c))		
	2024	2023
Employee turnover rate; %	10.9	N/A
Number of employees who left	119	N/A

In 2023, this was not included as a measure in the sustainability reporting, and therefore, the information is missing from the table. Consequently, we cannot draw any conclusions or deeper analysis.

S1-6: Employee headcount by gender (S1-6 AR 55 Table 1)*

Gender	2024	2023
Male	791	821
Female	297	325
Other	9	5
Not reported	0	0
Total employees	1,097	1,151

* Gender as specified by the employees themselves

In 2024, we experienced a decrease in both male and female employees by 21 and 28 individuals, respectively. However, we saw an increase of 4 employees who identify as non-binary.

S1-6: Employee headcount by country (S1-6 AR 55 Table 2)

Country	Number of employees (headcount)	
	2024	2023
Germany	386	N/A
India	394	N/A
UK	194	N/A
Canada	8	N/A
Sweden	55	N/A
Croatia	3	N/A
USA	3	N/A
New Zealand	48	N/A
Chile	1	N/A
Norway	1	N/A
Singapore	2	N/A
South Korea	1	N/A
Japan	1	N/A

Due to changes in the calculation method, 2024 was the first year we started reporting on this metric, and therefore, the 2023 data is not available in the table.



	Headcount		Number of permanent employees		Number of temporary employees		Number of non-guaranteed hours employees	
S1-6: Employees by contract type, broken down by gender, headcount (S1-6 AR 55 Table 3)*	2024	2023	2024	2023	2024	2023	2024	2023
Female	297	325	257	294	23	31	0	0
Male	791	821	737	791	20	30	0	0
Other	9	5	92	0	0	0	0	0
Not disclosed	0	0	0	0	0	0	0	0
Total	1,097	1,151	1,003	1,085	43	61	0	0

* Gender as specified by the employees themselves

S1-8 Collective bargaining coverage and social dialogue

S1-8: Collective Bargaining coverage and social dialogue (S1-8 AR 70)	Collective Bargaining Coverage	Collective Bargaining Coverage	Social dialogue
	Employees – EEA (for countries with >50 empl. representing >10% total empl.)	Employees – Non-EEA (estimate for regions with >50 empl. representing >10% total empl.)	Workplace representation (EEA only) (for countries with >50 empl. representing >10% total empl.)
Coverage ratio			
0-19%	Germany, UK		India
20-39%			
40-59%			
60-79%			
80-100%			

None of the entities had a collective bargaining agreement in 2024. The company aims to provides working conditions above the minimum requirements of CBAs. Only those en-

tities with more than 50 employees and representing at least 10% of the total workforce are reflected in the table.



S1-9 Diversity metrics

S1-9 Age distribution of employees in percent	2024	2023
Percentage of employees under 30 years old	49.3%	49.5%
Percentage of employees 30-50 years old	48.3%	48.6%
Percentage of employees over 50 years old	2.4%	1.8%

The proportion of employees under the age of 30, as well as those between 30 and 50 years old, decreased by roughly 1%. This is linked to the overall decline in the number of employees, as shown in Table S1-6: Employee headcount by gender. Freelancers and contractors are not included in this calculation.

S1-9 Employees in top management by gender	2024	2023
Number of women in top management	17	13
Number of men in top management	69	57
Number of other employees in top management	0	0
Percentage of women in top management	19.8%	18.6%
Percentage of men in top management	80.2%	81.4%
Percentage of other employees in top management	0	0
Total employees	86	70

In 2024, we experienced an increase in both female and male top management by 31% and 21%, respectively. Top management is defined as the two levels below the administrative management and supervisory bodies. At MTG, gender distribution is assessed by counting the total number of men and women in these leadership positions, excluding freelancers and contractors from the calculation.

S1-10 Adequate wages

S1-10 – Adequate wages	2024	2023
Are all employees paid an adequate wage, in line with applicable benchmarks?	Yes	N/A

We ensure that all our employees in Europe receive fair compensation in accordance with Directive (EU) 2022/2041. Likewise, every employee in our non-European locations is paid a sufficient wage based on relevant national standards. To maintain fair pay across all regions, we align employee wages with established national benchmarks. In 2023, this was not included as a measure in the sustainability reporting, and therefore, the information is missing from the table.

S1-11 Social protection

S1-11 – Social protection	2024	2023
Are all employees covered by social protection against loss of income due to major life events, either through public programs or through benefits offered by the company?	Yes	N/A

In 2023, this metric was not included in the sustainability reporting, and therefore, the data is not available in the table. At MTG, we prioritize the well-being of our employees by offering comprehensive social protection benefits. These include healthcare, retirement plans, disability insurance, paid leave, and workplace safety measures. Each benefit is tailored to align with local regulations and market conditions, ensuring that all employees receive support during significant life events.



S1-13 Training and skills development metrics

S1-13: Percentage of employees that participated in regular performance and career development reviews by gender (S1-13 83.a & AR 77)	2024	2023
Average training hours per employee, all employees	12.6	N/A
Average training hours per female employee	12.2	N/A
Average training hours per male employee	9.3	N/A
Average training hours per other employee	-	N/A
Total participation in performance reviews (%)	91.9%	N/A
Percentage of women who participated in performance reviews	92.0%	N/A
Percentage of men who participated in performance reviews	92.0%	N/A
Percentage other employees who participated in performance reviews	100%	N/A

In 2024 there was a total participation performance reviews of 91.9%. At MTG, training hours represent the time employees spend developing their skills and knowledge. This includes various learning formats such as in-person sessions, virtual courses, workshops, certification programs, short-term educational initiatives, and compliance training. To determine training hours per employee and by gender, the total number of recorded training hours across MTG is divided by the headcount of each gender. This calculation covers the entire reporting period and applies to all employees within MTG's headcount, excluding freelancers and contractors.

The performance appraisal participation rate is calculated by using the total employee headcount from the S1-6 disclosure as the reference point.

S1-15 Work-life balance

S1-15: Percentage of employees entitled to take family-related leave (S1-15 93.a)	2024	2023
Percentage of employees entitled to take family-related leave	63%	94%
Percentage of females that took family-related leave	5%	2%
Percentage of males that took family-related leave	8%	3%
Percentage of non-binary that took family-related leave	0%	0%

In 2024, 63% of employees were entitled to family-related leave, compared to 94% in 2023. These decreases affected both male and female employees, while the entitlement remained unchanged for those identifying as non-binary.



S1-17 – Incidents, complaints and severe human rights impacts and incidents

S1-17 Work-related grievances, incidents and complaints	2024	2023
Total number of incidents of discrimination, including harassment:	1	N/A
Number of complaints filed through channels for own workers to raise concerns (including grievance mechanisms):	1	N/A
Number of complaints filed through channels for own workers to raise concerns (including grievance mechanisms) to the National Contact Points for OECD Multinational Enterprises:	0	N/A
Total amount of fines, penalties, and compensation for damages as a result of incidents and complaints (SEK):	0	N/A
Total number of severe human rights incidents connected to the company's workforce:	0	N/A

2024 was the first year we reported this metric and can therefore not draw any conclusions or deeper analysis. In 2023 we reported on Work-related ill health and injuries as described in GRI. In 2024 we reported on S1-17 as described in ESRS and these two methods are not comparable due to different response options.



SOCIAL INFORMATION

S2 & S3 WORKERS IN THE VALUE CHAIN & AFFECTED COMMUNITIES

SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model.

Workers in the value chain and affected communities impacts

The materiality assessment as part of disclosure requirement IRO-2 identified the following key impact:

Positive impact on workers' rights in the value chain

MTG can positively influence workers' rights and working conditions by setting high expectations for their suppliers and incorporating responsible procurement practices. MTG maintains a zero-tolerance policy regarding forced labor, trafficking, and child labor; however, it is difficult to guarantee that these issues do not occur within the supply chain. The likelihood of such practices occurring is higher in the second and third tiers of MTG's suppliers, due to limited transparency and visibility.

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	VALUE CHAIN	TIME HORIZON
 S2: WORK RELATED RIGHTS (VALUE CHAIN)			
Positive impact on workers' rights in the value chain	Potential positive impact	Upstream	Short-term, medium-term, long-term
 S3: COMMUNITIES' ECONOMIC SOCIAL, AND CULTURAL RIGHTS			
Raw material sourcing in problematic areas	Potential negative impact	Upstream	Short-term, medium-term, long-term
 S3: COMMUNITIES' CIVIL AND POLITICAL RIGHTS			
Financial effect from ethical and responsible business-related human rights legislation	Risk	Own operations	Short-term, medium-term



Raw material sourcing in risk areas

The materials used in the production of batteries for MTG's own equipment and downstream devices may have detrimental effects on communities in the upstream supply chain. These effects include land disruption, environmental damage, health risks, displacement, economic strain, and insufficient consultation. Additional concerns include inadequate access to basic services such as water, sanitation, and security in regions where conflict materials are sourced.

Workers in the value chain and affected communities - risks

Financial effect from ethical and responsible business-related human rights legislation

There is a growing body of ethical and responsible business-related human rights legislation, such as the CSDDD, that introduces ambitious requirements for companies to identify, assess, address, and monitor human rights impacts across their supply chains. MTG faces a risk of non-compliance if it does not proactively align its business strategies and practices with these evolving regulations. Non-compliance could lead to negative brand reputation and increased costs. This regulatory shift also offers MTG an opportunity to lead in ethical supply chain management by strengthening compliance, and enhancing supplier relationships.

S2-1 & S3-1 Policies related to workers in the value chain and affected communities

The success of our business relies on working with suppliers who align with our ethical principles. We communicate our expectations through our Supplier Code of Conduct

(SCoC) to ensure alignment with these standards.

Our SCoC and Modern Slavery Act Statement, along with key policies (see GOV-1 for a full description), forms the foundation of our approach to human rights and labor rights. The SCoC addresses potential risks related to labor practices, human rights, health and safety, the environment, and bribery and corruption within our supply chain. It reflects our commitment to international initiatives and standards, including the OECD Guidelines for Multinational Enterprises, the UN Global Compact, the Fundamental Conventions of the International Labor Organization, the UN Universal Declaration of Human Rights, and the European General Data Protection Regulation. The SCoC applies to all workers within the supply chain, including subcontractors and temporary workers.

As a responsible global business, MTG is committed to acting in accordance with these international standards, ensuring that all forms of modern slavery, forced labor, child labor, exploitation, and discrimination are prohibited within our operations. The SCoC also includes provisions for auditing suppliers and sub-suppliers, reinforcing our commitment to compliance across the supply chain. MTG's supply chain primarily involves vendors providing IT support, data centers, transmission and distribution partners, as well as software and technology contractors.

Employees and suppliers are encouraged to report any incidents or concerns regarding breaches of the CoC and SCoC. In 2024, no incidents of modern slavery were reported in our business or supply chains.



SOCIAL INFORMATION

S4 CONSUMERS

SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model.

Consumer & end-user impacts

The materiality assessment as part of disclosure requirement IRO-2 identified the following key impacts:

In-game advertising, targeting, and in-game purchases by consumers, including vulnerable groups
Gaming has the potential to influence physical and emotional well-being, particularly for younger players. As an ad- and purchase-driven service, there is a risk of negatively impacting vulnerable consumers, especially children and financially at-risk individuals.

While MTG studios enforce age restrictions in line with national laws, children may still access and engage in in-game purchases. Similarly, despite efforts by studios and distributors (e.g., Google, Unity) to regulate ad content, inappropriate ads may still slip through. Studios rely on player reports to detect and remove such content, but challenges remain in fully preventing exposure.

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	VALUE CHAIN	TIME HORIZON
S4: INFORMATION RELATED IMPACTS FOR CONSUMERS			
In-game advertising, targeting, and in-game purchases made by consumers, including vulnerable groups	Potential negative impact	Downstream	Short-term, medium-term
S4: PERSONAL SAFETY OF CONSUMERS			
Potential for exposure to harmful content and interactions	Potential negative impact	Downstream	Short-term, medium-term
Risks of data breaches impacting individuals' privacy	Potential negative impact	Downstream	Short-term, medium-term, long-term



Potential exposure to harmful content and interactions due to insufficient chat forum moderation

A few of MTG's games have in-game chat forums. There may be a potential negative impact arising from harassment or discrimination in the chat forums. Where in-game chat forums exist, a level of auto-moderation and complaints process is in place. Although MTG has made efforts to minimize the risk, it remains difficult to fully control.

Risks of data breaches impacting individuals' privacy

Improper handling of personal data can result in breaches that violate individuals' privacy. Insufficient protections against unauthorized access, data breaches, and misuse of personal data can have serious repercussions, such as identity theft, financial fraud, and invasion of privacy. MTG has implemented rigorous measures to prevent and address such risks.

S4-1 Policies related to consumers and end-users

Data privacy

MTG is committed to respecting the privacy of our customers. We comply with the relevant data protection standards, including the General Data Protection Regulation (GDPR).

We have a comprehensive data protection policy aimed at protecting customer information, fostering a culture of data security and trust, and mitigating data-related risks. Our data protection policy sets out clear procedures for reporting data breaches and addressing any adverse impacts on individuals. We comply with the GDPR and incorporate ethical data usage into our practices.

There were no reported cases of non-compliance with privacy rights related to consumers and end-users during 2024.

Our Head of Data Protection is responsible for the implementation and development of the data protection policy, which is reviewed annually by the Audit Committee. All

MTG studios and headquarters are committed to continuously improving their data protection processes in line with the applicable legal framework.

Each studio tailors these processes to suit the specific mechanics of their games and the types of data collected, ensuring robust safeguards are in place.

Safe gaming environment

We want our gaming environments to be safe and respectful. To achieve this, our gaming studios have implemented policies, guidelines, and tools to address any unacceptable behavior.

Ninja Kiwi has policies addressing Discord, with moderators actively reviewing conversations on these platforms, by issuing warnings and bans as needed. InnoGames similarly has moderators in chats and forums who can warn, block and expel players who breach the global or game rules. Additionally, there's a reporting mechanism known as the Affront Tool, allowing players to report rule violations. Moderators review these reports and make decisions on appropriate actions.

As part of our ongoing commitment to continuous improvement and alignment with best practices, MTG is planning on adopting a new Responsible Marketing Policy in the upcoming year. This policy will focus on ethical practices for our players and communities. The development process will involve collaboration with key stakeholders across the organization to ensure alignment with our strategic objectives.

S4-2 Processes for engaging with consumers and end-users.

Data privacy

MTG and its studios provide mechanisms for users, including consumers and end-users, to report concerns related to data privacy. Clear, user-friendly instructions are pro-

vided for these reporting features, with the option to remain anonymous.

In cases of suspected wrongdoing or violations of our policies, users are encouraged to use our independent whistleblowing platform (see G1 for details).

Foster a healthy online gaming environment

In the few games where in-game chat forums exist, MTG employs tools to maintain a positive and respectful environment within our games and chat functions. The primary tool for managing behaviour in in-game chat forums is the use of auto-moderation such as language filters, to ensure they remain free from unacceptable behaviour.

Certain games in our portfolio have dedicated Discord servers. To ensure a friendly chat environment, our studios use both trained staff and volunteers as moderators. Additionally, the studios utilize bots programmed for auto-moderation, specifically targeting spam and swearing. Players found in violation of the provided guidelines for each game-focused chat may face consequences such as muting, warnings, or being blocked.

In addition, we recognize the importance of maintaining a healthy balance between gaming and life outside of our games, especially for younger players. In *BTD6*, for instance, players receive a friendly reminder after a designated playtime: "*BTD6* is awesome. Life is awesome too. Don't forget to have a break sometimes and do something else. Then play more!" This notification serves as a gentle nudge for players to take breaks, encouraging a healthier balance between screen time and other activities.

Responsible game mechanism and player transparency

At MTG, we are committed to ensuring that our game mechanics and payment processes are transparent and in compliance with all relevant regulations. We prioritize responsible practices to ensure players are well-informed and protected.



Luck-based mechanics or paid random items (PRI) are present in games across all categories, including those developed by MTG's studios. Examples of PRI include chests or "loot boxes", card packs, or crates that players can purchase within the game. PRI mechanics are subject to special legal requirements. European age and content rating organizations (PEGI) and their United States counterparts (ESRB) provide additional information if PRI is included in a game. Apple App stores' review guidelines require extra requirements if PRI is part of a game. While national laws in MTG's core markets (Europe and North America) do not offer dedicated rules for PRI specifically, general laws on consumer protection, gambling, unfair competition, and youth protection apply.

Games developed by our studios that feature player rewarding incentive PRI mechanics adhere to relevant laws and prioritize transparency by providing players with clear information about the odds of obtaining specific items. In titles such as F1 Clash, Forge of Empires, and Warhammer 40,000: Tacticus, the odds (in percentage) of receiving a particular item are explicitly displayed. This information is typically shown alongside the card pack or chest, ensuring that players have a clear understanding of their chances, thereby enhancing transparency.

S4-3 Processes to remediate negative impacts and channels for consumers and end-users to raise concerns

In the event of a data breach, we fulfill our legal obligation to notify the appropriate data protection authorities and the affected individuals as mandated by regulatory frameworks.

Issues related to whistleblowing fall under the responsibility of People and Culture, who oversee the relevant reporting and remediation processes (read more under G1), and include other department heads as needed, for example if the incident is related to Data Privacy or Cyber Security.

In the event of a security incident, MTG responds to and remediates the incident.

Age classification of games

To further enhance child safety, we partner with the distribution platforms to set age restrictions and in some cases a secondary authentication, which can help protect children and promote safer online gaming experiences.

MTG and its studios are committed to making a positive impact by safeguarding children online. Recognizing that some of our games may not be suitable for children due to in-game purchases, violent content, or other legal considerations, we implement age restrictions on our games. Games developed by MTG's subsidiaries are classified according to age rating systems such as those from the International Age Rating Coalition (IARC), as well as platform-specific systems like those on Google Play and the Apple App Store. However, age ratings may vary based on country or region-specific regulations, depending on the markets where the games are released. These measures help protect children and promote a safer online environment for all users.

Inclusive game development

At MTG, we are committed to ensuring that everyone, including neurodivergent players, can enjoy our games. To support this, our game developers are continuously working to implement settings and mechanics that accommodate players with color blindness, visual impairments, or sensory sensitivities, allowing them to fully engage with our games.

S4-4 Taking action on material impacts on consumers and end-users, and approaches to managing material risks and pursuing material opportunities related to consumers and end-users, and effectiveness of those actions

We are committed to responsible gaming practices, ensuring appropriate age classifications and protecting minors' data. Ninja Kiwi has a long-standing commitment to not collecting personal information and has built its business without player data tracking for paid marketing activities. It also exceeds global data protection standards, including GDPR and California regulations, by treating all players under 16 as minors worldwide, not retaining personally identifiable information (PII), and enforcing strict data deletion policies for any PII collected for game delivery, support, and community functions. InnoGames ensures all its games are rated UsK 16 or below, in compliance with the International Age Rating Coalition (IARC), and states in its Terms & Conditions that players must be 16 years or older to access its games.

PlaySimple have implemented age gates to prevent the collection of personal information from players who indicate they are under the age of 13, further strengthening our commitment to safeguarding user privacy.

In addition, we integrate sustainability themes into some of our games to promote environmental awareness. Ninja Kiwi incorporates climate-positive elements in the Bloons IP, featuring nature-friendly characters like Obyn Greenfoot and the Druid Monkeys, and celebrates Earth Day.



Accounting policies – Social information

1 Reporting period

Please refer to Accounting Policies – Environment on pages 151-153.

2 Reporting scope

This report includes all entities under operational control.

3 Reporting frameworks

Please refer to Accounting Policies – Environment on pages 151-153.

4 Methodology and assumptions

Characteristics of our employees (S1-6 50a)

The workforce data presented includes details on age, gender, employment location, and job classification for all staff, including interns, as recorded in our HR systems. Employees have the option to identify as male, female, or non-binary, or to opt out of disclosing their gender. Headcount figures are based on the total number of employees as of December 31, 2024. Germany, India, and the UK are the only locations where our employee count reaches 50 or more, with each of these countries accounting for at least 10% of our overall workforce.

Collective bargaining coverage and social dialogue (S1-8)

The company aims to provide working conditions above the minimum requirements of CBAs (Collective Bargain Agreement).

Diversity metrics (S1-9)

The gender representation of employees at both the company and management levels is determined by dividing the number of employees of each disclosed gender, as recorded in our HR system, by the total number of employees at the respective level.

Adequate wages (S1-10)

Employee wages are determined based on industry standards, market comparisons, and legal requirements, including compliance with the National Minimum Wage and National Living Wage where applicable.

MTG and the studios assess local market conditions and cost-of-living standards across all operational locations. When necessary, compensation is adjusted to remain competitive and exceed livable wage thresholds, reinforcing our commitment to being a responsible employer. We subscribe to external workforce benchmarking data via Willis Tower Watson and conducts regular compensation benchmarks in all jurisdictions.

MTG prioritizes fair pay and comprehensive benefits designed to meet the specific needs of each region. We ensure that all wages remain above the local living wage and actively work with regional markets to develop benefit programs that are both competitive and supportive.

Social protection (S1-11)

Employee compensation and social protection vary by country and region, depending on local regulations and the availability of public programs. Where necessary, additional benefits are provided, with each studio designing its own approach. These benefits may include pensions, healthcare and insurance plans, wellness programs, various leave options, and more.

Training and skills development (S1-13)

Skilled employees drive higher performance, greater productivity, and increased adaptability, fostering innovation and creativity. To support this, we focus on expanding our learning and development programs, ensuring employees have opportunities for career growth and advancement.

There are different approaches at the studios. Annual appraisal processes where they are able to track the completed performance forms in the year and scheduled personal development time are examples of regular performance and career development.

Work-life balance (S1-15)

Our HR system provides the data used to assess work-life balance, covering all employees except interns. Employee numbers are reported as headcount. The percentages shown reflect the share of employees (excluding interns) who requested enhanced parental or caregiver leave during the reporting period, calculated in relation to the average employee count for that timeframe. Enhanced parental leave refers to extra leave benefits offered by the company beyond the legally mandated parental leave available to eligible employees in their respective countries.

Incidents, complaints and severe human rights impacts and incidents (S1-17)

Total number of confirmed work-related cases of incidents, complaints, discrimination and harassment, social and human rights incidents identified and registered by local HR functions at MTG and the studios during the reporting period. The reported cases cover the entire workforce.



5 Exclusions

There have been changes to the social data disclosures. To better reflect our organisational structure, our HQ operations in Germany have been divided between InnoGames, and Stockholm HQ.

6 Changes in methodology

For 2024, we have updated our reported figures to reflect changes in our organizational structure as well as replaced GRI reporting with the ESRS disclosure requirements.

7 Presentation of results

The results are presented on pages 161-165.



GOVERNANCE INFORMATION

G1 BUSINESS CONDUCT AND CORPORATE CULTURE

SBM-3 Material impacts, risks and opportunities and their interaction with strategy and business model

Business conduct risks

Prevention of corruption and bribery

The risk of corruption or bribery within MTG’s workforce or supply chain is minimal due to a transparent and relatively short supply chain in the gaming industry. Moreover, MTG’s CoC explicitly defines what constitutes corruption, reinforcing the company’s commitment to ethical practices. While the risk remains low, isolated incidents may still occur, potentially resulting in fines and other associated costs.

Risk connected to new reporting regulations

Transparent sustainability reporting poses a financial risk for MTG. Failure to comply with new regulations like ESRS could damage its reputation, reduce investor interest, and result in fines.

Financial risks associated with data breaches

MTG works to make sure their IT environment is secure. A secure IT environment can prevent data breaches that may lead to significant financial and operational consequences.

SUB TOPIC	MATERIAL IMPACT, RISK AND OPPORTUNITIES	VALUE CHAIN	TIME HORIZON
 G1: CORRUPTION AND BRIBERY			
Prevention of corruption and bribery	Risk	 Own operations	Short-term, medium-term, long-term
 G1: CORPORATE CULTURE			
Risk connected to new reporting regulations	Risk	 Own operations	Short-term, medium-term, long-term
 G1: CYBERSECURITY (ENTITY-SPECIFIC)			
Financial risks associated with data breaches	Risk	 Own operations	Short-term, medium-term, long-term



A data breach may harm MTG's reputation, and if the company is held liable, it could face fines, and revenue losses.

G1-1 Business conduct policies and corporate culture

At MTG, our approach to business conduct is grounded in a strong Governance Framework that establishes the standards for our operations and defines our expectations for suppliers and business partners. This framework includes our Anti-Corruption Policy, Code of Conduct, and Whistleblower Policy.

Anti-Corruption Policy

MTG's Anti-Corruption Policy reflects our commitment to preventing corruption and bribery in all business transactions and operations, across all geographical regions where we operate. The policy covers eight different areas of corruption, including bribery, conflict of interest and nepotism. It is publicly available and ensures compliance with national and international standards.

We aim to mitigate potential risks associated with corruption and ensure that any actual incidents of corruption are promptly and effectively remediated. MTG's operational model significantly reduces the inherent risks of corruption and bribery. Key factors include operations across countries with varying cultural norms, reliance on major platforms like Apple App Store and Google Play. In relation to M&A, MTG have processes in place to assess potential risks associated with specific jurisdictions.

MTG's General Counsel owns and oversees the policy, updating it as needed and ensuring proper communication and enforcement.

Code of Conduct

Our Code of Conduct (see S1 for a full description) explicitly defines what constitutes corruption, reinforcing our commitment to ethical business practices.

Whistleblower Policy

MTG has a whistleblower system in place for employees, customers, suppliers, and business associates to report concerns regarding breaches of the Governance Framework. Reports submitted through MTG's whistleblower channel are managed by a specially appointed, impartial group, and individuals have the option to report incidents anonymously. We ensure whistleblowers are protected from retaliation, discriminatory actions, or any form of disciplinary measures in accordance with EU law. For more information, please refer to our Whistleblower Policy.

At MTG, we take our employees' concerns seriously and want to encourage people to speak up without fear of retaliation or other negative consequences.

Individuals at all levels within MTG are encouraged to report suspected or actual irregularities related to their work through the whistleblower channel. This facilitates reporting incidents, including breaches of the policy framework, inappropriate behavior of public interest, and violations of EU law.

There was one case reported to the Whistleblower channel in 2024. Training on the Whistleblowing Policy and procedure is provided annual to most employees across the group.

Training & awareness

Training is critical in fostering a culture of integrity and ensuring that all employees understand what is expected of them (see more in GOV-1). During 2025, training on the Code of Conduct, whistleblowing, and other compliance-related topics will be mandatory for all new employees during their onboarding process.

G1-3 Prevention and detection of corruption and bribery

We have a zero-tolerance policy toward bribery and corruption, as outlined in our Anti-corruption policy. The Anti-corruption policy is shared with all employees via the website and included in mandatory onboarding training for new hires.

While there is an inherent risk of corruption and bribery in all business transactions. MTG operates in multiple countries, each with its own cultural approach to these practices. However, this risk is mitigated by our reliance on major platforms, such as the Apple App Store and Google Play, which significantly reduce exposure to corruption and bribery.

Furthermore, the risk of corruption or bribery within MTG's workforce or supply chain is considered low, given the transparency and relatively short length of our supply chain. During 2025, we will aim to develop a rigorous due diligence process and screen our suppliers to further our commitment.

Employees who encounter suspected instances of corruption—whether within MTG, by any third party affiliated with MTG — are encouraged to report these concerns to the company's management or contact Group General Counsel. Additionally, suspected acts of corruption can be reported anonymously through MTG's whistleblower channel.

If a case would to be reported, it would be assessed by an independent internal committee or a third party to ensure impartiality and accountability. Investigations outcomes would thereafter be escalated to the Audit Committee.

Anti-corruption training is mandatory for all employees, including the Board and the senior management team.

G1 – Other business conduct matter: Cybersecurity

Data privacy and information security

All studios ensure General Data Protection Regulation (GDPR) compliance by continuing to focus on risk assess-



ment and implementation of a Group-wide privacy compliance framework. The framework includes areas such as the governance structure, personal data inventory, data privacy policies, data transfer mechanisms, training and awareness programs, notices, and data access requests. The Head of Data Protection, follows up on progress, monitoring, and further developments through regular dialogues with each local company’s Data Protection Manager (DPM). We address data protection through our policies for GDPR and personal information. Together with local DPMs, Director of Governance, Risk & Compliance, and Head of Data Protection, we ensure our companies are aligned within our data privacy framework.

MTG’s Chief Information Security Officer is responsible for the group’s information security strategy , which incorporates elements of data confidentiality, integrity, and availability of our IT systems. Annually, MTG performs cybersecurity maturity assessments across the group to measure its cybersecurity capabilities and maturity. The findings of the assessments are used to increase each company’s capabilities.

G1-4 Confirmed incidents of corruption and bribery

Corruption and bribery incidents	2024	2023
Number of convictions for violation of anti-bribery laws	0	0
Fines for violation of anti-corruption and anti-bribery laws (SEK)	0	0

In 2024, no incidents of fraud, corruption, bribery, or violations of antitrust or competition laws were reported. Additionally, MTG did not face any convictions or fines for violations of anti-corruption or anti-bribery laws during the year and were not subject to any related legal actions.

Accounting policies – Governance information

- 1 Reporting period**
Please refer to Accounting Polices – Environment on pages 151-153.
- 2 Reporting scope**
This report includes all entities under operational control.
- 3 Reporting frameworks**
Please refer to Accounting Polices – Environment on pages 151-153.
- 4 Methodology and assumptions**

G1-1 Business conduct policies and corporate culture
MTG’s Anti-Corruption Policy reflects our commitment to preventing corruption and bribery in all business transactions and operations, across all geographical regions where we operate.
Our Code of Conduct (see S1 for a full description) explicitly defines what constitutes corruption, reinforcing our commitment to ethical business practices.
MTG has a whistleblower system in place for employees, customers, suppliers, and business associates to report concerns regarding breaches of the Governance Framework.

- G1-3 Prevention and detection of corruption and bribery**
MTG have a zero-tolerance policy toward bribery and corruption, as outlined in our Anti- Corruption Policy. The Anti-Corruption Policy is shared with all employees via the website and included in mandatory onboarding training for new hires.
- G1-4 Confirmed incidents of corruption and bribery**
The number of incidents is determined by number within the reporting year. For more information, please refer to G1-4 on page 175.
- 5 Exclusions**
Please refer to Accounting Polices – Environment on pages 151-153.
- 6 Changes in methodology**
Please refer to Accounting Polices – Environment on pages 151-153.
- 7 Presentation of results**
The results are presented on page 175.



SUSTAINABILITY NOTES

IRO-2 – Disclosure Requirements in ESRS covered by the undertaking’s sustainability statement

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AUDITOR'S REPORT ON THE STATUTORY SUSTAINABILITY REPORT

To the general meeting of the shareholders in Modern Times Group MTG AB (publ), corporate identity number 556309-9158.

Engagement and responsibility

It is the board of directors who is responsible for the statutory sustainability report for the year 2024 on pages 128–178 and that it has been prepared in accordance with the Annual Accounts Act in accordance with the older wording that applied before 1 July 2024.

The scope of the audit

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 substantially different and 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.

Opinion

A statutory sustainability report has been prepared.

Stockholm, 2 April 2025

Öhrlings PricewaterhouseCoopers AB

Nicklas Kullberg

Authorised Public Accountant

This is a translation of the Swedish language original. In the event of any differences between this translation and the Swedish language original, the latter shall prevail.

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DEFINITIONS

Adjusted EBITDA

EBITDA, adjusted for the effects of items affecting comparability, long-term incentive programs, acquisition-related transaction costs and impairment of own work capitalized, which are referred to as adjustments.

ARPDau

Average net revenue per daily active user.

Capital expenditures (CAPEX)

Capital expenditures is a financial investment made with the expectation of future revenues.

Cash conversion

Cash flow from operating activities including investments adjusted for realized exchange rate effects, as a percentage of adjusted EBITDA.

Cash flow from operations

Cash flow from operating activities shows changes in working capital including profit for the year adjusted for profit and loss items that have not affected changes in cash flow.

DAU

Daily active user.

Earnings per share

Earnings per share is expressed as net income attributable to equity holders of the parent divided by the average number of shares.

EBIT/Operating income

Net income for the period from continuing operations before other financial items, net interest and tax.

EBITDA

Profit for the period from continuing operations before other financial items, net interest, tax, depreciation and amortization.

IAA

In app advertising.

IAP

In app purchases.

Items affecting comparability (IAC)

Items affecting comparability refers to material items and events related to changes in the group's structure or lines of business, which are relevant for understanding the group's development on a comparable basis.

MAU

Monthly active user.

Net debt

Net debt refers to the sum of interest-bearing liabilities less cash and cash equivalents. Liabilities such as earnouts and lease liabilities are not included.

Organic growth

The change in net sales compared with the same period last year, excluding acquisitions and divestments and adjusted for currency effect.

ROAS

Return on ad spend.

Transactional currency effect

The effect that foreign exchange rate fluctuations can have on a completed transaction prior to settlement. This refers to the exchange rate, or currency risk associated specifically with the time delay between entering into a trade or contract and then settling it.

Translational currency effect

Converting one currency to another, often in the context of the financial results of foreign subsidiaries into the parent company's and/or the group's functional currency.

UA

User acquisition.

ALTERNATIVE PERFORMANCE MEASURES

The purpose of Alternative Performance Measures (APMs) is to facilitate the analysis of business performance and industry trends that cannot be directly derived from financial statements. MTG is using the following APMs:

- Adjusted EBITDA
- Change in net sales from organic growth
- Organic pro forma growth

Reconciliation of adjusted EBITDA

Adjusted EBITDA is used to assess MTG's underlying profitability. Adjusted EBITDA is defined as EBITDA adjusted for the effects of items affecting comparability, long-term incentive programs, acquisition-related transaction costs and impairment of capitalized internal work. Items affecting comparability refers to material items and events related to changes in the group's structure or lines of business, which are relevant for understanding the group's development on a like-for-like basis.

(SEK million)	2024	2023
EBIT	901	885
Amortization	516	517
Depreciation	59	34
EBITDA	1,476	1,439
Items affecting comparability	0	40
Impairment own capitalized costs	8	-
Long-term incentive programs	24	33
M&A transaction costs	158	36
Adjusted EBITDA	1,666	1,548

Reconciliation of sales growth

Since the group generates the majority of its sales in currencies other than in the reporting currency (i.e. SEK, Swedish krona) and currency rates have proven to be rather volatile, the group's sales trends and performance are analyzed as changes in organic sales growth. This presents the increase or decrease in the overall SEK net sales on a comparable basis, allowing for separate discussions of the impact of exchange rates, acquisitions, and divestments. The following table presents changes in organic sales growth as reconciled to the change in the total reported net sales.

(SEK million)	2024	2023
Total operations		
Organic growth	-1%	-2%
Acquisition/divestments	4%	2%
Changes in FX rates	0%	5%
Reported growth (%)	3%	5%

Reconciliation of cash conversion

Operating cash flow as a percentage of adjusted EBITDA. The purpose is to analyse cash conversion.

(SEK million)	Not	2024	2023
Net cash flow from operations, continuing operations		1,340	1,258
Investment in other non-current assets		-98	-212
Net exchange rate differences	7	-96	-60
Unrealised exchange differences	18	-150	-75
Free cash flow		1,188	911
Adjusted EBITDA		1,666	1,548
Cash generation, %		0.71	0.59



FIVE YEAR SUMMARY

Group (SEK million)	2024	2023	2022	2021	2020
Continuing operations					
Net sales	6,015	5,829	5,537	3,931	3,997
Change in reported net sales %	3.0	5.0	41.0	47.0	-6.1
Organic growth %	-1.0	-2.0	-4.0	-9.0	-4.4
Acquisitions/divestments %	4.0	2.0	35.0	12.0	-
Changes in FX rates %	0.0	5.0	9.0	-4.2	-1.7
Operating income before items affecting comparability	901	925	558	513	45
Operating margin before items affecting comparability %	15.0	15.9	10.1	13.1	1.1
Items affecting comparability	0	-40	0	-	-9
Total operating income	901	885	558	513	35
Total operating margin %	15.0	15.2	10.1	13.1	0.9
Net income	-210	164	252	-248	-96
Discontinued operations					
Net income	-	-	6,223	-207	-
Total operations					
Total net income	-210	164	6,475	-454	-96
Cash flow, continuing operations					
Income before tax adjusted for items not included in cash flow	1,599	1,714	1,447	618	439
Taxes paid	-522	-431	-408	-286	-199
Change in working capital	264	-25	-171	-27	30
Cash flow from operations	1,340	1,258	868	306	270
Investments in non-current intangible and tangible assets	-98	-212	-234	-252	-208
Net investments of business combinations and divestments	-453	-2,140	-402	-3,088	-2,263
Per share data					
Shares outstanding	118,306,464	121,681,404	123,731,164	110,385,832	76,190,509
Weighted average number of shares before dilution	120,500,977	123,189,366	116,950,340	103,786,751	76,190,509
Weighted average number of shares after dilution	121,137,914	123,710,735	117,355,207	103,942,052	76,190,509
Total basic earnings per share for continuing operations (SEK)	-1.74	1.33	2.70	-1.86	-2.99
Total basic earnings per share (SEK)	-1.74	1.33	56.26	-3.85	-2.99
Market price of Class B shares at close of last trading day	94.90	86.15	89.10	92.40	129.72

FINANCIAL CALENDAR

INTERIM REPORT Q1 2025

April 2025

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ANNUAL GENERAL MEETING 2025

May 2025

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INTERIM REPORT Q2 2025

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Modern Times Group MTG AB
Skeppsbron 18, Box 2094
Stockholm, Sweden
+46 8 562 000 50
www.mtg.com

communications@mtg.com
+46 8 562 000 50

