

# Case study: Fiesta during and after COVID lockdown

Significant uptick in active and users and revenues compared with 2019

## Fiesta Online: Revenues and active users 2019 vs 2020

- The lockdown imposed throughout the world has had a positive impact of MGI's performance as people found themselves isolated at home with extra spare time
- As a result, MGI saw a strong surge in new players and overall gaming activity from April to July compared to 2019
- Average increase of +50% in cash spenders throughout the period
- Increased spending was generated from the existing user base as well as from new players and spenders
- Even as the world gradually opened up during the summer, MGI posted significantly higher revenues and player activity compared with the same period 2019

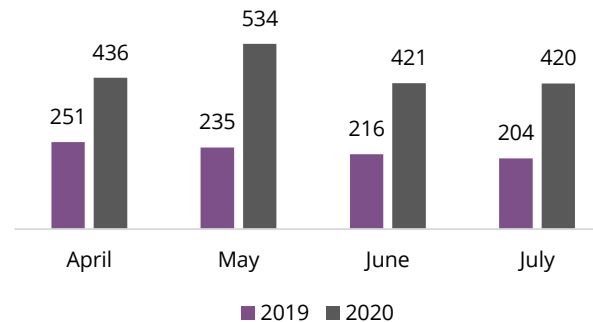
### During lock-down in May

- +127%** YoY increase in revenue
- +27%** YoY increase in player activity
- +141%** increase in new players

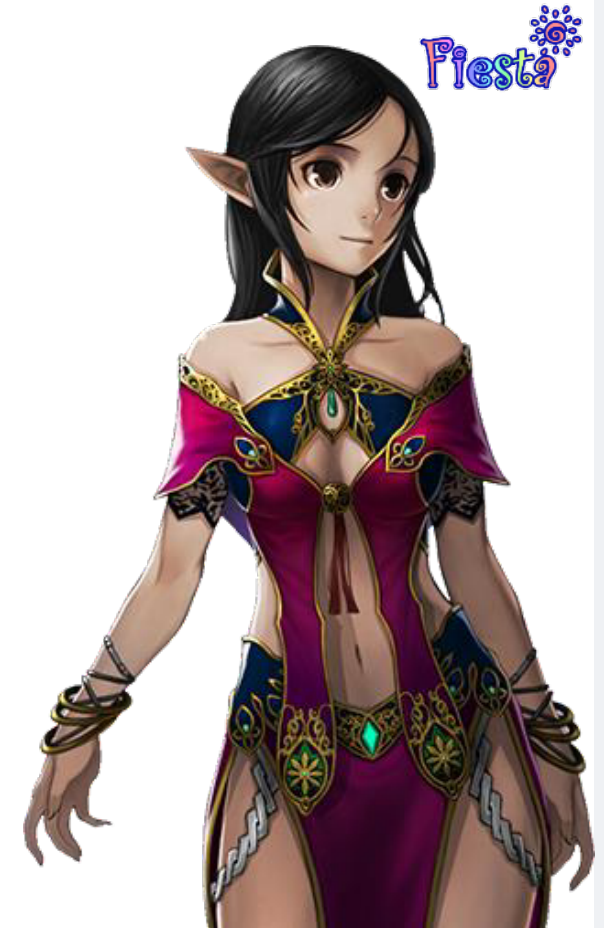
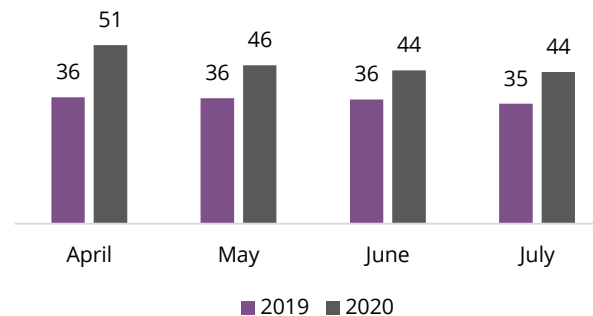
### After lock-down in July

- +105%** YoY increase in revenue
- +26%** YoY increase in player activity
- +50%** increase in cash spenders on average since April

### Revenues 2019 vs 2020 (EURk)



### Player activity 2019 vs 2020



# A loyal customer base with multi-year relationships

Gamers spend EUR 50-80 per month with games having a lifetime of more than 10 years

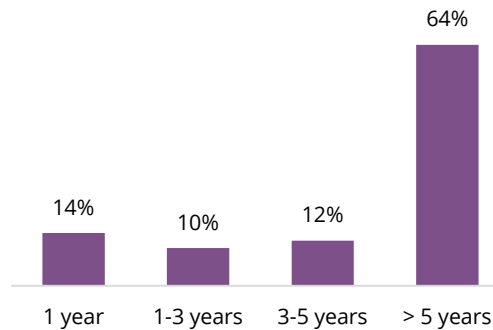
## Example: Fiesta Online

### A multiplayer role game



- An anime-themed role play, first launched 13 years ago
- Large number of players on the same servers (MMO)
- Community: Playing together is key aspect of the game
- Interactive: go further, become stronger

### Recurring revenues<sup>1</sup>



- Over 64% of revenues from players who have been active in the same game for over 5 years; suggesting high stickiness
- Free2Play MMO; around 7-10% are converted into paying customers
- Gamers spend some EUR 50-80 per month on different premium features offered in the game

### Substantial revenues

EUR +50m revenues

6.8m gamers

- Fiesta Online has generated approximately EUR 50m in revenues since the launch 13 years back
- EUR 2.8m in revenues in 2019
- 6.8m user accounts created since launch
- Approximately 44k users playing each month (actuals)

Players remain active in the game over a long period of time, implying considerable recurring revenues and high visibility