

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

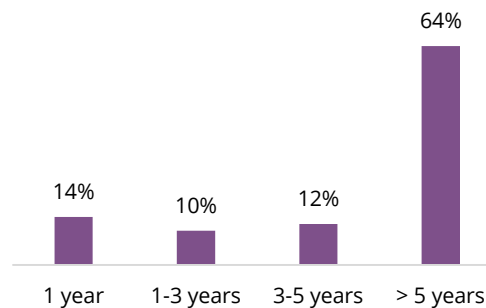
Example: Fiesta Online

A multiplayer role game



- An anime-themed role play, first launched 14 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 revenues¹



- 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