Annual Report 2024

FABLE MEDIA GROUP AB

FABLE MEDIA

Content

CEO's statement

A Strong Year

As we look back on 2024, it is clear that it was a highly successful year for Fable Media Group. The group continued its positive development and once again delivered record-breaking results. At the same time, the year was characterized by impressive and entirely organic growth, with industry-leading margins and a strengthened financial position.

This resulted in group revenue growth of 14%, bringing the total to SEK 95.3 million. EBITDA amounted to SEK 67.4 million, an increase of 37% compared to the previous year. The bottom line was also record-strong, with a net profit of SEK 33.5 million. Additionally, it is worth noting that these strong financial results were accompanied by a very robust cash flow from operating activities, amounting to SEK 51.9 million.

A Clear Strategy

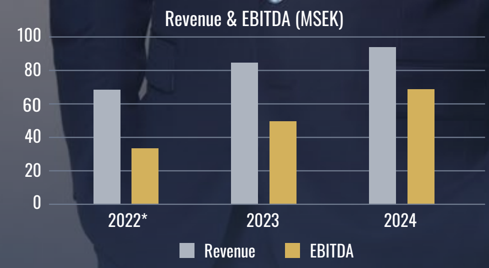
The explanation behind this strong performance lies in a clear and consistent strategy focused on paid media marketing of sports-oriented iGaming companies. This is combined with a business model where revenue is almost exclusively based on revenue share agreements rather than one-time CPA commissions. Furthermore, we have chosen to maintain a small but highly skilled team of industry specialists who maximize the value of every marketing dollar spent. Together, these factors have resulted in the long-term revenues and high margins we are now benefiting from.

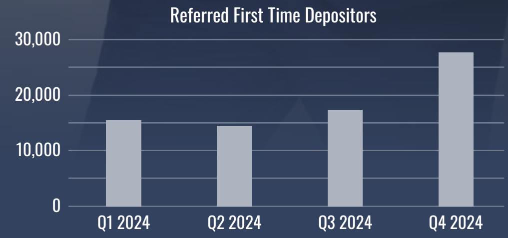
New Partnerships

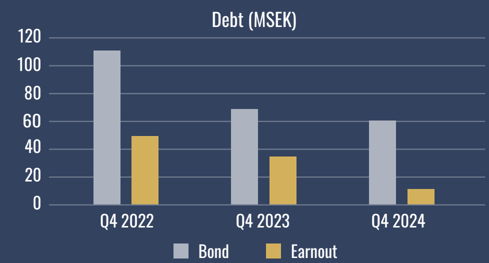
At the same time, Fable Media Group has continued its efforts to establish more partnerships with new brands and in new markets to diversify its revenue streams. This initiative has been successful, and the newly referred players are now spread across significantly more partners than before. In 2024, the group referred almost 75,000 First Time Depositors to its partners. The number of referred players has increased over time, as illustrated in the chart to the right.

Reduced Debt

The strong profitability has allowed us to continue reducing our debt through partial repurchases of our bond loan and payments on the earnout to the seller of Fable Media ApS. Over the past two years, the group has reduced its debt related to these two items by nearly SEK 88 million, significantly strengthening our balance sheet. Additionally, at the end of Q1 2025, the earnout period expired, which is expected to significantly improve the group's cash position.







The Road Ahead

At the beginning of 2025, new regulations and taxes were introduced in Brazil, leading to reduced earnings in this significant market. Fortunately, we are seeing strong growth in other regions, which we believe will offset the negative impact from the Brazilian market. Meanwhile, Fable Media Group continues to work towards the goal of becoming a dividend-paying company, supported by a strengthened balance sheet and improved cash flow.

Alexander Pettersson
CEO, Fable Media Group AB

** Pro forma figures for 2022, to illustrate the underlying development adjusted for acquisition effects.*

Board of Directors and Management

Stefan Vilhelmsson

Chairman of the Board
Stefan works in the logistics industry and has extensive experience in board assignments for listed companies. He is the Chairman of Falvir AB and a board member of Bangerhead AB. Stefan has been a board member of Fable Media Group AB since December 2016 and Chairman since May 2019.

Frederik Cardel Falbe-Hansen

Board Member
Frederik is responsible for Fable Media Group's business development and strategic direction. He is also the group's main owner after selling Fable Media ApS to Fable Media Group AB. Frederik was previously the CEO of Rebel Penguin. He has been a board member of Fable Media Group AB since May 2022.

Jørgen Beuchert

Board Member
Jørgen has 40 years of experience in international banking. He is currently the CEO of Nordic Corporate Investments and serves on the board of several companies, including Acroud AB. Jørgen has been a board member of Fable Media Group AB since December 2019.

Philip August Lerche

Board Member
Philip has a background as an entrepreneur and investor and is the co-founder of Konkyl ApS. He is also one of the major shareholders of the group. Philip has been a board member of Fable Media Group AB since October 2023.

Alexander Pettersson

CEO
Alexander holds a master's degree in accounting and finance from the Stockholm School of Economics and has extensive experience in the iGaming industry. He has previously run his own iGaming companies and has worked for Betsson, PwC and as CFO of Cherry AB. Alexander has been the CEO of Fable Media Group AB since June 2018.

Carl Magnusson

Head of Operations
Carl is responsible for the operational management of Fable Media Group. He is also one of the major shareholders of the group. Carl has extensive industry experience and was previously the Country Manager for Sweden at Rebel Penguin, as well as SEO and Affiliate Manager at Fable Media ApS.

Administration Report

This document is a translation of the official Swedish Annual Report. In case of any discrepancies, the Swedish version shall prevail.

THE GROUP

Fable Media Group AB ("FMG AB" or "the Company") is a listed parent company (corporate identity number 556706–8720) that invests in businesses within lead generation, also known as affiliate marketing or performance-based marketing. The Company's shares have been traded on Spotlight Stock Market since 2012 under the ticker FABLE. The Company previously went by the name Future Gaming Group International AB ("FGGI") but changed its name to Fable Media Group AB on January 12, 2024.

The group includes the Danish subsidiary Fable Media ApS (36708611), the Swedish subsidiary Phase One Performance AB (559117-8685), the Estonian subsidiary OÜ Viistek Media (12212380) that was discontinued in 2024, the Maltese subsidiary Unlimited Media Ltd (C71067) and the English subsidiary Flip Media Ltd (09470284). Unlimited Media Ltd is in liquidation.

The group drives online traffic to iGaming operators and primarily earns revenue-share commissions based on end-user activity with those operators.

2024

- On January 10, 2024, an extraordinary general meeting was held in the Company. The meeting decided to amend the Articles of Association, in accordance with the proposal from the board presented in the notice to the meeting. The decision was supported by all shareholders present. As a result, the Company's new name is Fable Media Group AB. Until the new Articles of Association were registered by the company registry, Bolagsverket, the Company used its previous name, Future Gaming Group International AB.

- On January 12, the Company announced that its name change to Fable Media Group AB had been registered by Bolagsverket. As a result, the name and ticker symbol of the share were changed on January 19 to Fable Media Group and FABLE, respectively. The new FISN code for the Company's shares is FABLEMEDIA/SH, and for the Company's bond loan, it is FABLEMEDIA/9.75 DEBT 20251208.

- On February 2, the Company announced that, during the year-end process for the 2023 financial year, it had decided to write down the value of the shares in the subsidiary OÜ Viistek Media. Furthermore, it was decided to increase the value of the liability for the expected remaining earnout payment to the seller of Fable Media ApS.

  The operations of the Estonian subsidiary OÜ Viistek Media have been discontinued, and during the year-end process, FMG AB identified a need for a write-down of SEK 6.3 million related to the value of the Viistek shares. After the write-down, the shares in the subsidiary OÜ Viistek Media were recorded at a value of approximately SEK 0.4 million, which corresponded to the value expected to be realised upon completion of the liquidation.

  Additionally, it was decided during the year-end process to increase the value of the liability for the expected remaining earnout payment to the seller of Fable Media ApS by SEK 10 million, as the business had performed better than expected.

- On February 22, the Company published its Year-End Report for 2023. For the full year 2023, net revenue amounted to SEK 83.5 million, and EBITDA operating profit was SEK 49.2 million. During the fourth quarter of 2023, net revenue amounted to SEK 21.0 million, and EBITDA operating profit was SEK 13.8 million.

- On April 8, Fable Media Group AB called for the annual general meeting to be held on May 8, 2024, in Stockholm.

- On April 17, Fable Media Group AB published its annual and consolidated financial statements for 2023.

- On May 8, the Company held its annual general meeting. The meeting decided to approve the presented income statement and balance sheet, as well as the consolidated income statement and consolidated balance sheet. The meeting further decided to allocate the Company's result in accordance with the approved balance sheet and that no dividend would be paid for the 2023 financial year. The meeting also decided to grant discharge from liability to the board of directors and the CEO for the 2023 financial year.

  The meeting decided to re-elect Stefan Vilhelmsson, Jørgen Beuchert, Frederik Cardel Falbe-Hansen, and Philip August Lerche as ordinary board members. Stefan Vilhelmsson was elected chairman of the board. Furthermore, the meeting decided to appoint the auditing firm Moore Allegretto AB, with authorised public accountant Patrik Ekenberg as the principal auditor, for the period until the end of the next annual general meeting.

- On May 16, Fable Media Group published its Interim Report for Q1 2024. During the first quarter of 2024, net revenue amounted to SEK 21.8 million, and EBITDA was SEK 15.0 million.

- On June 13, Fable Media Group announced that it expected a record strong second quarter of 2024. Revenues were estimated to amount to approximately SEK 26 to 29 million, and EBITDA was estimated to be approximately SEK 19 to 21 million.

- On July 15, Fable Media Group AB confirmed that the second quarter of 2024 was record strong, with preliminary revenues of approximately SEK 27.5 to 28 million and a preliminary

EBITDA of approximately SEK 20.5 to 21 million. The Company further stated that the revenue and profit figures are based on preliminary monthly financial statements and may be subject to minor adjustments. As a result of the strong performance, the Company also increased the value of the expected remaining earnout payment for the subsidiary Fable Media ApS by SEK 15 million.

- On July 24, Fable Media Group AB announced that it had entered into an agreement to repurchase additional bonds in its bond loan with ISIN SE0010547422, with a nominal amount of approximately SEK 7.6 million. The cash amount was approximately SEK 6.7 million and impacted the Company's cash flow during the third quarter of 2024. The repurchase was made at a discounted price and resulted in a positive effect on the financial items for the third quarter of 2024 of approximately SEK 2.1 million. The repurchase was made at a price of 88% of the nominal amount.

- On August 21, Fable Media Group AB announced that it expected the group to achieve revenue of SEK 97 to 105 million and EBITDA of SEK 70 to 75 million for the full year 2024, with an expected EBITDA margin of 70 to 74 percent.

- On August 22, Fable Media Group published its Interim Report for Q2 2024. During the second quarter of 2024, revenue amounted to SEK 27.6 million and EBITDA to SEK 20.7 million.

- On November 4, Fable Media Group AB announced the decision to change the language for information disclosure to English, effective from Thursday the 7th of November 2024.The change to English aligns with the Company's ambitions to enhance communication with international stakeholders. Certain information will still be published also in Swedish, for instance, as required by applicable regulations.

- On November 14, Fable Media Group published its Interim Report for Q3 2024. During the third quarter of 2024, revenue amounted to SEK 21.7 million and EBITDA to SEK 15.2 million.

- On November 20, Fable Media Group AB issued a correction to the Consolidated Statement of Cash Flows included in its Interim Report for Q3 2024, originally published on November 14, 2024. The correction involves reclassifications only and does not impact the total cash flow for the period.

- On December 19, Fable Media Group AB updated its full-year forecast for 2024. The group now anticipates revenue in the range of SEK 92 to 96 million, with an EBITDA profit of SEK 65 to 69 million and an expected EBITDA margin of 70 to 72 percent.

Future development and continued operation

The group's operations are conducted in accordance with the established strategy, and significant risk factors are primarily linked to the development of the advertising market in general, where the group's ability to maintain and gain market share is crucial. Additionally, new national regulations affect the group's future prospects in key markets.

The group currently has an adequate liquidity position, which is deemed sufficient for continued operations during the upcoming calendar year. The group's strong cash flow has enabled partial buybacks of the bond loan, which has improved the financial conditions.

The market for performance-based online marketing is expected to continue growing significantly in the coming years but is highly competitive. Therefore, a key aspect is how well the group will succeed in providing an attractive customer offering in existing and new markets moving forward.

Three-year group summary

KEY RATIOS Amounts in SEK thousands	2024-01-01 2024-12-31	2023-01-01 2023-12-31	2022-01-01 2022-12-31
Result			
Revenue	94,320	83,498	61,525
Operating result	47,991	34,577	26,204
EBITDA	67,439	49,191	31,692
Profit (Loss) before tax	48,372	41,526	27,478
Net profit (loss)	33,471	31,138	22,104
Financial position			
Balance sheet total	177,645	182,451	197,256
Equity	89,446	56,157	25,098
Equity ratio, %	50 %	31 %	13 %

Financial risks and uncertainties

As of December 31, 2024, Fable Media Group's bond amounted to a total nominal value, including capitalised interest, of approximately SEK 122.6 million. As of the same date, Fable Media Group had repurchased bonds with a nominal value, including capitalised interest, of approximately SEK 62.2 million, which are held on the Company's own account. The accrued interest on the loan amounts to a net of SEK 0.2 million and capitalised borrowing costs also amount to approximately SEK 0.2 million and are amortised over the remaining term of the bond. In the balance sheet, the bond is reported as the total nominal amount, reduced by the repurchased bonds, increased by the accrued interest, and reduced by the capitalised borrowing costs, amounting to approximately SEK 60.4 million.

The interest rate on the bond was 0% until December 8, 2024, and thereafter 5%. The bond matures on December 8, 2025.

There is a refinancing risk for the bond upon its maturity, and the parent company has pledged shares in subsidiaries as collateral for the loan.

Financial risk management and financial position

Risk management is handled by the CFO/CEO and the Board of Directors, in accordance with guidelines established by the Board. The risk function includes identifying, evaluating, and mitigating financial risks. This is carried out in close collaboration with the group's operational units. For a more detailed description of the group's financial risk management, refer to the section 'Financial Risk Management', Note 3 in the disclosures.

Supplier dependency

The group relies on purchasing online traffic to market its customers. Although dependence on a single supplier is not critical, new regulations or increased competition could generally make it more difficult or expensive to purchase online traffic.

Customer dependency

The group has several customers to whom it drives traffic, but one customer accounts for a significant portion of its revenue, creating a dependency on this customer. If the group were to lose this customer, it could have a substantial negative impact on the group.

Regulations

The group's earning capacity is affected by regulations in various markets. In 2025, new gambling legislation in Brazil is expected to have a significantly negative impact on revenue from this key market.

Proposal for Appropriation of Profits at the 2025 Annual General Meeting

An amount of SEK 25,692,822 is at the disposal of the Annual General Meeting, allocated as follows:

Share premium reserve	150,778,418
Retained earnings	-161,365,239
Profit for the year	36,279,643
	25,692,822

The Board of Directors proposes that the entire amount be carried forward.

Consolidated income statement

Amounts in SEK thousands	NOTE	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Net sales	5	94,320	83,498
Other operating income	6	1,028	435
Total		**95,348**	**83,933**
Operating expenses			
Direct expenses		-13,983	-19,875
Other external expenses	8	-9,005	-6,001
Employee benefits	9	-4,381	-8,040
Depreciation and amortisation of tangible and intangible assets		-4,447	-4,615
Other operating expenses	7	-15,540	-10,825
Total operating expenses		**-47,357**	**-49,356**
Operating profit		**47,991**	**34,577**
Interest income	10	72	137
Interest expenses	10	-323	-214
Other financial items	10	632	7,026
Result from financial items		**381**	**6,949**
Profit before tax		**48,372**	**41,526**
Current tax	11	-14,901	-10,388
Profit for the year		**33,471**	**31,138**
Result per share before dilution, SEK	21	0.99	0.92
Result per share after dilution, SEK	21	0.99	0.92

Consolidated statement of other comprehensive income

Amounts in SEK thousands	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Profit for the year	**33,471**	**31,138**
Total other comprehensive income		
Items that may be reclassified subsequently to profit or loss;		
Translation differences from the conversion of foreign subsidiaries	-182	-79
Total other comprehensive income	**33,289**	**31,059**

Consolidated statement of financial position

Amounts in SEK thousands	NOTE	2024-12-31	2023-12-31
ASSETS			
Fixed assets			
Goodwill	12	160,808	160,808
Patents, Licenses and similar rights	12	–	4,116
Equipment, tools, fixtures and fittings	13	1	19
Deposits		81	523
Total fixed assets		**160,890**	**165,467**
Current assets			
Accounts receivable		8,691	6,520
Current tax receivables		125	105
Other receivables		2,044	1,637
Prepaid expenses and accrued income		1,400	3,915
Cash and cash equivalents	14	4,495	4,806
Total current assets		**16,755**	**16,984**
TOTAL ASSETS		**177,645**	**182,451**
EQUITY			
Share capital	15	143,115	143,115
Translation reserve		1,732	1,914
Retained earnings including profit for the year		-55,400	-88,871
Total equity		**89,446**	**56,157**
LIABILITIES			
Non-current liabilities			
Bonds	16	–	68,782
Other long-term liabilities		–	11,697
Total non-current liabilities		**–**	**80,479**
Current liabilities			
Bonds	16	60,409	–
Accounts payable		5,435	4,452
Current tax liabilities		7,373	8,127
Other current liabilities	17	14,416	32,675
Accrued expenses and prepaid income	18	564	560
Total current liabilities		**88,198**	**45,815**
TOTAL EQUITY AND LIABILITIES		**177,645**	**182,451**

Consolidated statement of changes in equity

Amounts in SEK thousands	NOTE	SHARE CAPITAL	RESERVES	RETAINED EARNINGS INCL. PROFIT FOR THE YEAR	TOTAL EQUITY
Opening balance as at 2024-01-01		**143,115**	**1,914**	**-88,871**	**56,157**
Comprehensive income					
Profit/loss for the year				33,471	**33,471**
Other comprehensive income for the year					
Translation differences			-182		**-182**
Total comprehensive income		**–**	**-182**	**33,471**	**33,289**
Transactions with shareholders					
Total transactions with shareholders		**–**	**–**	**–**	**–**
Closing Balance as at 2024-12-31		**143,115**	**1,732**	**-55,400**	**89,446**

Reserves are entirely attributable to the revaluation of net assets in foreign subsidiaries.

Consolidated cash flow statement

Amounts in SEK thousands	NOTE	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Cash flow from operating activities			
Operating profit (EBIT)		47,991	34,577
Adjustment for non-cash items in EBIT			
- Depreciation and impairment		4,447	4,615
- Revaluation of earnout liability		15,000	10,000
Interest received		72	137
Interest paid		-139	-214
Tax paid		-15,883	-8,153
Cash flow from operating activities before changes in working capital		**51,490**	**40,961**
Changes in working capital			
Change in accounts receivable		-1,897	-1,478
Change in other current receivables		2,200	-1,025
Change in other current liabilities		-662	938
Change in accounts payable		811	352
Total changes in working capital		**452**	**-1,213**
Cash flow from Operating activities		**51,942**	**39,748**
Cash flow from Investing activities			
Payment of acquisition-related earnout		-40,038	-27,248
Investments in financial assets		458	-62
Cash flow from Investing activities		**-39,580**	**-27,309**
Cash flow from Financing activities			
Change in bank overdraft facility		–	-46
Repayment of loans	16	-12,776	-25,284
Cash flow from Financing activities		**-12,776**	**-25,331**
Cash flow for the period		**-415**	**-12,892**
Cash and cash equivalents at beginning of period		4,806	17,576
Exchange difference on cash and cash equivalents		103	122
Cash and cash equivalents at the end of the period		**4,495**	**4,806**

Parent company income statement

Amounts in SEK thousands	NOTE	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Operating income			
Net sales	5	2,400	2,400
Other operating income	6	3	2
Total operating income		**2,403**	**2,402**
Operating expenses			
Other external expenses	8	-3,458	-3,458
Employee benefits	9	-972	-1,021
Other operating expenses	7	-28	-40
Total operating expenses		**-4,457**	**-4,519**
Operating profit / loss		**-2,054**	**-2,118**
Result from shares in group companies	10	37,809	23,741
Interest income and similar income	10	2,213	12,541
Interest expenses and similar charges	10	-2,080	-5,554
Result from financial items		**37,942**	**30,728**
Profit / Loss before tax		**35,888**	**28,611**
Appropriations		400	15,200
Income tax	11	-8	-1,482
Profit / Loss for the year		**36,280**	**42,329**

Parent company balance sheet

Amounts in SEK thousands	NOTE	2024-12-31	2023-12-31
ASSETS			
Financial assets			
Shares in group companies	19	306,759	292,167
Total financial assets		**306,759**	**292,167**
Total fixed assets		**306,759**	**292,167**
Current receivables			
Receivables from group companies		335	782
Current tax receivables		20	–
Other receivables		–	108
Prepaid expenses and accrued income		178	187
Total current receivables		**532**	**1,078**
Cash and cash equivalents		489	477
Total current assets		**1,021**	**1,555**
TOTAL ASSETS		**307,780**	**293,722**
EQUITY AND LIABILITIES			
Equity			
Restricted equity			
Share capital	15	143,115	143,115
Revaluation reserve		42,000	42,000
Total restricted equity		**185,115**	**185,115**
Non-restricted equity			
Share premium reserve		150,778	150,778
Retained earnings		-161,365	-203,694
Profit for the period		36,280	42,329
Total non-restricted equity		**25,693**	**-10,587**
Total equity		**210,808**	**174,528**
Non-current liabilities			
Bonds	16	–	68,782
Other long-term liabilities		–	11,697
Total non-current liabilities		**–**	**80,479**
Current liabilities			
Bonds	16	60,409	–
Accounts payable		230	186
Liabilities to group companies		22,957	7,155
Current tax liabilities		1,490	1,482
Other liabilities	17	11,452	29,507
Accrued expenses and deferred income	18	433	386
Total current liabilities		**96,972**	**38,715**
TOTAL EQUITY AND LIABILITIES		**307,780**	**293,722**

Parent company statement of changes in equity

Amounts in SEK thousands	NOTE	SHARE CAPITAL	REVALUATION RESERVE	OTHER RESERVES	RETAINED EARNINGS INCL. PROFIT FOR THE YEAR	TOTAL EQUITY
Equity 2023-01-01		**143,115**	**42,000**	**150,778**	**-203,694**	**132,199**
Profit for the year					42,329	42,329
Equity 2023-12-31		**143,115**	**42,000**	**150,778**	**-161,366**	**174,527**
Equity 2024-01-01		**143,115**	**42,000**	**150,778**	**-161,366**	**174,527**
Profit for the year					36,280	36,280
Equity 2024-12-31		**143,115**	**42,000**	**150,778**	**-125,086**	**210,807**

Parent company cash flow statement

Amounts in SEK thousands	NOTE	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Cash flow from operating activities			
Operating result		-2,054	-2,118
Interest received		2	–
Interest paid		–	-898
Tax paid		-20	21
Cash flow from operating activities before changes in working capital		**-2,071**	**-2,994**
Changes in working capital			
Change in intercompany transactions		6,051	8,487
Change in accounts receivable		-118	59
Change in other current receivables		118	-70
Change in other current liabilities		2,370	-1,159
Change in accounts payable		45	45
Total changes in working capital		**8,466**	**7,362**
Cash flow from Operating activities		**6,395**	**4,368**
Cash flow from Investing activities			
Dividend received from subsidiary		307	–
Cash flow from Investing activities		**307**	**–**
Cash flow from Financing activities			
Change in bond loan		-6,690	-13,884
Cash flow from Financing activities		**-6,690**	**-13,884**
Cash flow for the period		**11**	**-9,517**
Cash and cash equivalents at beginning of the period		477	9,994
Cash and cash equivalents at the end of the period		**489**	**477**

Notes

Note 1 General information

The parent company, Fable Media Group AB, is listed on Spotlight Stock Market and invests in businesses focused on lead generation (also known as affiliate marketing or performance-based marketing). Through its subsidiaries, the FMG Group owns and operates the lead generation businesses Fable Media and Phase One Performance.

The parent company is registered in Sweden, with its headquarters in Stockholm. The postal address is Box 7066, 103 86 Stockholm.

All amounts are reported in thousands of Swedish krona, unless stated otherwise.

The financial statements have been prepared on the assumption that the Group will continue its operations on a going concern basis.

Note 2 Summary of important accounting principles

2.1 Basis of the preparation of the reports

Fable Media Group AB with subsidiaries (the "Group") prepares the annual report in accordance with the Swedish Annual Accounts Act, International Financial Reporting Standards (IFRS) as adopted by the EU and RFR 1 Supplementary Accounting Rules for Groups.

On April 10, 2025 this annual report and consolidated financial statements for the financial year 2024 (including comparative figures) were approved by the Board of Directors for publication.

Assets and liabilities are recognised at historical cost, unless otherwise stated. No assets or liabilities have been valued at fair value during 2024.

The most important accounting principles applied in the preparation of these consolidated accounts are described below.

The preparation of financial statements in accordance with IFRS requires the use of certain critical accounting estimates. It also requires management to make certain assessments in applying the Group's accounting principles. The areas involving a high degree of complex assessments, or such areas where assumptions and estimates are of material significance to the consolidated financial statements, are specified in Note 4.

The parent company's financial statements have been prepared in accordance with RFR 2 Accounting for Legal Entities and the Swedish Annual Accounts Act. Accounting principles applied by the parent company who differ compared to those applied by the Group are specified at the end of this section on accounting principles.

All relevant standards applicable from January 1, 2024, or earlier have been applied in the preparation of these consolidated financial statements.

Classification

Fixed assets and long-term liabilities consist of amounts expected to be recovered or settled more than twelve months after the balance sheet date. Current assets and short-term liabilities consist of amounts expected to be recovered or settled within twelve months from the balance sheet date.

New and revised standards adopted by the Group during the current period

All standards that came into effect in 2024 were applied in the consolidated financial statements. In the current year, no new or revised Standards or Interpretations have been adopted by the Company that have had an effect on either the current period, a prior period or are expected to have an effect on future periods.

Standards, amendments, and interpretations of existing standards that have not yet been applied by the Group

Certain amendments to standards that have been issued will become effective for financial years beginning on or after January 1, 2025, and have not been early adopted in the preparation of these financial statements. These new amendments are not expected to have a material impact on the Group's financial statements for the current or future periods, nor on any future transactions.

2.2 Consolidated accounts

Subsidiaries

Subsidiaries are all companies over which the Group has a controlling influence. The Group controls a company when it is exposed to or has the right to variable returns from its interest in the company and has the possibility of influencing the returns through its influence in the company. Subsidiaries are included in the consolidated accounts as of the date on which the controlling influence is transferred to the Group. They are excluded from the consolidated accounts from the date on which the controlling influence is relinquished. All subsidiaries are wholly owned. The acquisition method is used for the accounting of the Group's business combinations, see section 2.3.

Inter-company transactions, balance sheet items, and unrealised gains and losses on transactions between group companies are eliminated. Inter-company losses may indicate impairments that must be recognised in the consolidated financial statements.

2.3 Business combinations

The acquisition method is used for accounting for the Group's business acquisitions, whether the acquisition consists of equity interests or other assets. The purchase price for the acquisition of a subsidiary consists of the fair values of:

- Transferred assets
- Liabilities incurred by the Group to the previous owners
- Shares issued by the Group
- Assets or liabilities resulting from an agreement on contingent purchase price
- Previously held equity interest in the acquired company

Identifiable acquired assets, assumed liabilities, and assumed contingent liabilities in a business acquisition are initially measured at fair value on the acquisition date, with a few exceptions. For each acquisition, the Group determines whether holdings without controlling influence in the acquired company are recognised at fair value or at the proportional share of the carrying amount of the acquired company's identifiable net assets.

Acquisition-related costs are expensed as incurred.

Goodwill represents the amount by which:

- the transferred consideration,
- any non-controlling interest in the acquired company, and
- the fair value on the acquisition date of previously held equity interests in the acquired company (if the business combination is achieved in stages), exceeds the fair value of identifiable acquired net assets. If the amount is less than the fair value of the acquired net assets in the case of a bargain purchase, the difference is recognised directly in the income statement.

In cases where all or part of the purchase price is deferred, the future payments must be discounted to their present value at the acquisition date. Contingent consideration is classified either as equity or as a financial liability. Amounts classified as financial liabilities are remeasured at fair value each period. Any remeasurement gains or losses are recognised in the income statement.

If the business combination is carried out in stages, the previously held equity interests in the acquired company are remeasured to their fair value at the acquisition date. Any resulting gain or loss from the remeasurement is recognised in the income statement.

2.4 Revenue recognition

When assessing whether revenue should be recognised, the group follows a 5-step process:

1. Identify the contract with the customer
2. Identify the performance obligations
3. Determine the transaction price
4. Allocate the price to performance obligations
5. Recognise the revenue at the point when the performance obligation is fulfilled

The group's commitment to the customer has been assessed to consist of only one performance obligation.

The Group's revenues are attributable to the categories below:

Affiliate Marketing of Other Gaming Operations (Lead Generation)

The Group's performance obligation to the customer is considered fulfilled, and revenue is recognised either when the player has deposited money with the gaming company or has engaged in gaming on its sites. The performance obligation is therefore fulfilled at a specific point in time, namely either when the deposit is made or when the game is completed. Sometimes, certain additional conditions may apply. The revenue consists either of a one-time commission or a certain percentage of the gaming surplus.

2.5 Translation of foreign currency

Functional currency and reporting currency

The consolidated financial statements are presented in Swedish krona (SEK), which is the parent company's functional and reporting currency.

Transactions and balances

Transactions in foreign currency are translated into the functional currency using the exchange rates that are in effect on the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions, and from the translation at year-end exchange rates of monetary assets and liabilities denominated in foreign currencies, are reported in the income statement. Foreign exchange gains and losses referring to loans and borrowings are reported in net financial income/expenses, while other foreign exchange gains and losses are reported as part of operating profit or loss.

Group companies

The results and financial position of all Group entities with a functional currency different from the reporting currency are translated into the reporting currency as follows:

- assets and liabilities for each balance sheet presented are translated at the closing rate of date of the balance sheet in question;
- income and expenses for each income statement are translated at the average exchange rate (unless this average rate does not represent a reasonable approximation of the cumulative effect of the rates prevailing on the transaction dates, in which case income and expenses are translated at the rate on the dates of the transactions); and
- all translation differences are reported as a separate component of Other comprehensive income.

2.6 Remuneration to employees

Retirement benefit obligations

For defined contribution plans, the Group pays contributions to publicly or privately administered pension insurance plans on a mandatory, contractual, or voluntary basis. The Group has no further payment obligations once the contributions have been paid. The contributions are reported as employee benefit expenses when they fall due. Prepaid contributions are reported as an asset to the extent that a cash refund or a reduction in future contribution can accrue to the Group.

Short-term employee benefits

Liabilities for salaries and compensation, including benefits and paid absence, that are expected to be settled within 12 months after the end of the financial year, are recognised as current liabilities at the undiscounted amount expected to be paid when the liabilities are settled. The cost is recognised as the services that are rendered by the employees. The liability is recognised as an obligation for employee benefits in the balance sheet.

2.7 Current tax and deferred income tax

The current tax expense is calculated based on the tax regulations that are enacted or substantively enacted at the balance sheet date in the countries where the parent company's subsidiaries are operating and generating taxable income. The Group management regularly evaluates the claims made in tax returns regarding situations where applicable tax regulations are subject to interpretation and makes provisions for amounts that are likely to be paid to tax authorities when deemed appropriate.

Provisions for deferred taxes are calculated using the balance sheet method on all temporary differences that arise between the carrying amounts and tax bases of assets and liabilities. Deferred tax assets and deferred tax liabilities are recognised in the balance sheet at their nominal amounts and in accordance with the tax regulations and tax rates that are enacted or announced at the balance sheet date.

Deferred tax liabilities in the Group consist of tax on identified excess values related to the acquisition of shares in subsidiaries.

Deferred income tax assets are reported to the extent that it is probable that future taxable profit will be available, against which the temporary differences can be utilised. Deferred tax assets in the Group consist of loss carry-forwards, which are not recognised in the balance sheet.

2.8 Intangible assets

Goodwill

Goodwill represents the excess of the cost of an acquisition over the fair value of the Group's share of the acquired subsidiary's net identifiable net assets at date of acquisition. Goodwill on acquisitions of subsidiaries is included in intangible assets.

Individually reported goodwill is tested annually for impairment and carried at cost less accumulated impairment losses. Impairment losses on goodwill are not reversed. Gains and losses on the disposal of an entity include the remaining book value of goodwill relating to the sold entity.

Other intangible assets and trademarks

Intangible assets that are acquired by the group are reported at acquisition value. All intangible assets within the group have a remaining useful life and are acquisition value adjusted for amortisations and impairment.

Depreciation periods for intangible fixed assets:

Other intangible assets	5 years
Trademarks	6 years

2.9 Property, plant and equipment

Property, plant and equipment are reported at acquisition value, less depreciation. Acquisition value includes expenditure that is directly attributable to the acquisition of the items.

In the Group, tangible assets consist of equipment, tools, fixtures and fittings.

Subsequent costs are included in the asset's book value or are reported as a separate asset, as appropriate, only when it is probable that the future economic benefits associated with the item will flow to the Group, and when the cost of the item can be measured reliably. The book values of any portion of the assets which have been replaced are de-recognised. All other forms of repair and maintenance are reported as expenses in the income statement during the period in which they incur.

Depreciation on property, plant and equipment is calculated using the straight-line method, as follows:

Depreciation periods for tangible fixed assets:

Equipment, tools, fixtures and fittings	3-5 years

The assets' residual values and useful lifetimes are reviewed, and adjusted, if appropriate, at each balance sheet date. An asset's book value is immediately written down to its recoverable amount if that asset's book value is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing the proceeds with the book value, and are reported in the income statement within Other operating income or Other operating expenses.

2.10 Impairment of non-financial assets

Assets having an indefinite useful life are not subject to amortisation and are tested annually for impairment. At present, this refers to goodwill and trademarks for the Group.

Tangible assets and such intangible assets that are amortised are impairment tested whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. An impairment loss is recognised in the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of the asset's fair value less selling expenses and its value in use. Impairment review is made by grouping assets into cash generating units.

An impairment is reversed when there is evidence that the need for the impairment no longer exists and that a change has taken place in the assumptions that formed the basis for the calculations of the recoverable amount. However, impairment of goodwill is never reversed. A reversal is only made to the extent that the asset's carrying amount, after reversal, does not exceed the carrying amount that would have been recognised, less depreciation/amortisation where appropriate, had the impairment not occurred.

2.11 Financial instruments

Financial assets consist of accounts receivable, other receivables, and cash equivalents. Financial liabilities consist of bonds, accounts payables, and other liabilities.

Recognition and Measurement at Initial Recognition:

A financial asset or financial liability is included in the balance sheet when the Company becomes a party to the contractual terms of the instrument. Accounts receivable are included in the balance sheet when the invoice is sent. A debt is recognised when the counterparty has fulfilled their obligations and there is a contractual obligation to pay, even if the invoice has not yet been received. Accounts payable are taken up when the invoice is received.

A financial asset is removed from the balance sheet when the rights in the agreement are realised, expire, or the company loses control over them. A financial liability is removed from the balance sheet when the obligation in the agreement is fulfilled, or otherwise extinguished. The same applies to part of a financial debt.

All financial assets are initially measured at fair value, adjusted for transaction costs (if applicable). The classification is determined by both:

- The Group's business model for managing the financial asset, and
- The characteristics of the contractual cash flows from the financial asset.

Impairment of financial assets

The group's trade receivables and other receivables are within the scope of the model for expected credit losses. The method means that expected losses during the entire term of the receivable are used as a starting point for accounts receivable. Expected credit losses are primarily estimated based on historical data such as customers' payment history and loss history in recent years.

Valuation of Financial Liabilities

Bonds

Bonds are initially recognised at fair value, net of transaction costs. Borrowings are then reported at accrued acquisition value and any difference between the amount received (net of transaction costs) and the repayment amount recognised in the income statement over the loan period, applying the effective interest method. Borrowings are classified as current liabilities unless the Group has an unconditional right to defer payment of the liability for at least 12 months after the balance sheet date.

As the interest, according to the agreement with the lenders, has previously accumulated and not been paid on an ongoing basis, the debt has increased in line with the unpaid interest. However, accrued interest from December 8, 2024, will be paid semi-annually.

The repurchase of bonds has reduced the nominal loan amount reported in the balance sheet. The difference between the carrying value of the repurchased bonds on the balance sheet and the payment for the corresponding repurchase has been recognised as a financial item in the income statement for the period in which the repurchase was agreed.

Accounts payable and other current liabilities

Trade payables and other current liabilities are initially reported at fair value and then at amortised cost using the effective interest method. The carrying value of accounts payable is assumed to correspond to its fair value, as this item is short-term in nature.

2.12 Cash and cash equivalents

Liquid assets include cash, bank balances, other short-term investments with a term of no more than three months from the date of acquisition.

2.13 Equity

Ordinary shares are classified as equity. Transaction costs directly attributable to the issue of new shares are reported in equity as a deduction, net of tax, from the proceeds.

Other contributed capital (group) and *share premium reserve* (parent company) include premiums received from the new issuance of share capital. Transaction costs related to the issuance of shares are deducted from the capital, taking into account any income tax effects.

The translation reserve contains currency translation differences from the conversion of financial reports of the group's foreign operations into SEK.

Retained earnings including profit for the year, comprise all accumulated profits and losses, including the current year's result.

The retained earnings (parent company) include all retained profits and losses.

2.14 Provisions

Provisions are reported when the Group has a present legal or constructive obligation as a result of past events, when it is probable that an outflow of resources will be required to settle the obligation, and when the amount can be reliably estimated. Provisions are not reported for future operating losses.

Provisions are valued at the present value of the expenditures expected to be required to settle the obligation using a pre-tax discount rate reflecting current market assessments of the time value of money and the risks specific to the provision. The successive increase in the total amount of the provision incurred, due to the provision continuing to be reported over a long period of time, is reported as an interest expense.

2.15 Leasing

IFRS 16 states that all lease agreements must be recognised as liabilities and right-of-use assets on the balance sheet, with exceptions for low-value leases or short-term leases (maximum 12 months duration). The liability is the present value of future lease payments, discounted at the incremental borrowing rate or the implicit rate in the lease. The right-of-use asset is amortised on a straight-line basis over the lease term. Lease payments are allocated between interest and principal repayment of the liability.

The group only has lease agreements of low value and with short durations. Neither low-value lease agreements nor leases with a term of less than 12 months have been recognised as liabilities in the balance sheet under the relief provisions.

2.16 Assets held for sale and discontinued operations

Fixed assets (or disposal groups) are classified as assets held for sale when their carrying amount will primarily be recovered through a sale transaction, and a sale is considered highly probable. These assets are recognised at the lower of carrying amount and fair value less costs to sell.

The Group recognises an impairment loss for each initial or subsequent write-down of the asset (or disposal group) to its corresponding fair value, less costs to sell. A gain is recognised for any subsequent increase in fair value, less costs to sell, but not exceeding the cumulative amount of impairments previously recognised. Any gain or loss that was not previously recognised when a fixed assets (or disposal group) is sold is recognised at the date the asset or disposal group is removed from the statement of financial position. Fixed assets (including those within a disposal group) are not depreciated as long as they are classified as held for sale. Interest and other costs related to liabilities of a disposal group held for sale are recognised on an ongoing basis.

Assets held for sale and assets within a disposal group held for sale are presented separately from other assets in the balance sheet. Liabilities related to a disposal group held for sale are presented separately from other liabilities in the balance sheet.

A discontinued operation is a component of an entity that has been disposed of or is classified as held for sale and represents a separate major line of business or a geographical area of operations, is part of a single coordinated plan to dispose of a separate major line of business or geographical area of operations, or is a subsidiary acquired exclusively with a view to resale. The results from discontinued operations are reported separately in the income statement.

2.17 Parent company accounting principles

The accounting principles of the parent company are, in all material aspects, consistent with the accounting principles of the Group. The parent company's financial reports have been prepared in accordance with RFR 2 Reporting for Legal Entities and the Annual Accounts Act. RFR 2 stipulates exceptions from and supplements to the standards issued by IASB and interpretations thereof issued by IFRIC. The exceptions and supplements are to be applied from the date on which the legal entity applies the standard or statement in question in its consolidated financial statements.

For its financial reporting, the parent company applies the design stated in the Annual Account Act, implying, among other things, that a different presentation form is applied for equity.

Shares in subsidiaries are reported at accrued acquisition value less any impairment. If there is an indication that shares and participations in subsidiaries have decreased in value, the recoverable amount is calculated. If this amount is lower than the book value, impairment is carried out. Impairment is reported in the item Profit/loss from participations in group companies. Transaction costs are included in the acquisition cost of shares in subsidiaries. In the consolidated financial statements, transaction expenses are recognised as an expense in the period in which they are incurred.

2.18 Definitions of key ratios applied in the 'Three-year group summary' in the administration report

EBITDA — Operating Profit Before Depreciation and Amortisations and excluding the revaluation of earnouts.

Equity ratio — Equity plus untaxed reserves, minus the tax portion of untaxed reserves, in relation to total assets (balance sheet total).

Alternative key ratios

In this annual report, reference is made to key performance indicators (KPIs) used to evaluate performance that are not explicitly defined in IFRS. These measures provide management and other stakeholders with meaningful information to analyse trends in the company's operations. These non-IFRS measures are intended to complement, not replace, financial measures presented in accordance with IFRS.

Note 3 Financial risk management

The Group's activities expose it to a variety of financial risks: market risks (interest rate risk), credit risk and liquidity risk/ financing risk.

The Group's risk management is conducted by the CFO/CEO in consultation with the board, following guidelines established by the board. The risk function includes identifying, evaluating and actions to reduce financial risks. This is done in close collaboration with the group's operational units.

Market risk

Cash flow and fair value interest rate risks

As the Group does not hold any significant interest-bearing assets, the Group's revenue and cash flow from operating activities are essentially independent of changes in market interest rates. The Group's interest rate risk arises mainly through long-term borrowing. Loans made with floating interest expose the Group to interest rate risk relating to cash flow. Fixed rate borrowing exposes the Group to interest rate risk relating to fair value.

The interest on the Group's bond loan was 0% until December 8, 2024, and thereafter 5%. After December 8, 2024, the interest will no longer accrue but will be paid on each interest payment date. The maturity date of the bond is December 8, 2025. There is a refinancing risk for the bond when it matures, and the parent company has pledged shares in subsidiary companies as collateral for the loan.

Refer to Note 16 Borrowing for the description of essential terms for borrowing.

Credit risk

Credit risk or counter party risk is the risk that the counter party in a financial transaction will not fulfil its obligations on the maturity date. Credit risk is managed on a Group basis and arises from accounts receivable, cash and cash equivalents, and deposits with banks and financial institutions.

Client credit risk

Client credit risk is the risk that clients cannot fulfil their obligations. In those cases in which no independent credit assessment exists, a risk assessment of the clients' credit ratings is performed in which the client's financial position is taken into consideration, as well as past experience and other relevant factors. Risk limits are primarily determined based on internal credit assessments. A small number of customers account for a large portion of the revenue, which leads to a concentration of credit risk. However, these customers are reputable and are deemed to be in good standing credit wise. The maximum exposure to credit risks in accounts receivable is represented by the carrying amount at any given time.

Historically, customer losses have been minimal, indicating limited credit risk.

Liquidity risk/Financing risk

On December 31, 2024, the Group had available liquidity of SEK 4,495 thousand (previous year SEK 4,806 thousand). The liquidity consists of bank balances.

The table below presents the undiscounted cash flows arising from the Group's liabilities in the form of financial instruments, based on the earliest remaining durations contracted at the closing date. The amounts falling due within 12 months agree with booked amounts since the discounting effect is insignificant.

Amounts in foreign currencies and amounts to be paid based on a variable interest rate have been estimated by using the exchange rates and interest rates applicable on the closing date.

GROUP All amounts in SEK thousands	LESS THAN 1 YEAR	BETWEEN 1 AND 2 YEARS	BETWEEN 2 AND 5 YEARS	MORE THAN 5 YEARS
On December 31, 2024				
Borrowings	60,409	–	–	–
Trade and other payables	19,851	–	–	–
Total	**80,260**	**–**	**–**	**–**
On December 31, 2023				
Borrowings	–	68,782	–	–
Other non-current liabilities	–	11,697	–	–
Trade and other payables	37,128	–	–	–
Total	**37,128**	**80,479**	**–**	**–**

PARENT COMPANY All amounts in SEK thousands	LESS THAN 1 YEAR	BETWEEN 1 AND 2 YEARS	BETWEEN 2 AND 5 YEARS	MORE THAN 5 YEARS
On December 31, 2024				
Borrowings	60,409	–	–	–
Trade and other payables	11,683	–	–	–
Total	**72,092**	**–**	**–**	**–**
On December 31, 2023				
Borrowings	–	68,782	–	–
Other non-current liabilities	–	11,697	–	–
Trade and other payables	29,692	–	–	–
Total	**29,692**	**80,479**	**–**	**–**

The fair value of the Group's borrowings is considered to be approximately equal to the carrying amount, as the loans from external parties bear a fixed interest rate. The same applies to accounts receivable, as they are short-term in nature. Other payables include an amount of SEK 11,427 thousand (SEK 35,091 thousand) relating to the earnout for Fable Media ApS. The liability is measured at fair value and has been revalued during the financial year, increasing by SEK 15,000 thousand (SEK 10,000 thousand), which has been recognised in the Group's income statement as other operating expenses. During the financial year, SEK 40,038 thousand (SEK 27,248 thousand) has been paid out to the sellers.

Management of capital risk
The aim of the capital structure is to remain at a strategic cost of capital level in order to secure the Group's ability to continue its operations. Thus, ensuring the Group can continue generating returns to its shareholders and fulfilling its obligations to other stakeholders.

Similar to other companies in the industry, the Group assesses its capital requirements on the basis of its debt ratio. This ratio is calculated as net debt divided by total capital. Net debt is calculated as total borrowings (including the items Current borrowings and Long-term borrowings in the consolidated balance sheet) less cash and cash equivalents.

Total capital is calculated as equity in the consolidated balance sheet plus net debt.

As of December 31, 2024, the debt ratios were as follows:

	2024-12-31	2023-12-31
Total borrowings (note 16)	60,409	68,781
Less: cash and cash equivalents (note 14)	-4,495	-4,806
Net debt	**55,915**	**63,975**
Total equity	89,446	56,157
Total capital	**145,361**	**120,132**
Debt ratio	**38 %**	**53 %**

Note 4 Critical estimates and assessments in applying the Group's accounting principles

Estimates and assessments are continually evaluated and are based on historical experience and other factors, including expectations of future events deemed to be reasonable under the circumstances.

Key estimates and assumptions for accounting purposes

The Group makes estimates and assumptions concerning future developments. The resulting accounting estimates will, by definition, seldom equal actual results. The estimates and assumptions entailing a significant risk of a material adjustment to the book values of assets and liabilities within the next financial year are outlined below.

Estimated impairment of goodwill

The Group annually tests whether there are any impairment requirements for goodwill, in accordance with the accounting policy described in Note 2.10 Impairment of non-financial assets. The recoverable amounts for the cash-generating units have been determined through a calculation of value in use. For these calculations, certain estimates must be made; these estimates are presented by Note 12 where the carrying amounts at the closing date are also presented.

The basis for the impairment test consists of forecasts for the coming years. The assessment of the discount rate and the projection of future cash flows depend on several factors that inherently involve some uncertainty. If the actual outcome deviates from the expected outcome during a specific period, as anticipated during the test, the projected future cash flows may need to be reassessed, which could result in an impairment.

Note 5 Distribution of net sales

GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Other countries within the EU	82,148	77,756
Countries outside of EU	12,172	5,742
Total net sales by geographic market	**94,320**	**83,498**

PARENT COMPANY		
Sweden	840	648
Other countries within the EU	1,512	1,704
Countries outside of EU	48	48
Total net sales by geographic market	**2,400**	**2,400**

Note 6 Other operating income

GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Exchange differences	553	435
Gain on disposal of intangible assets	0	–
Other	475	–
Total other operating income	**1,028**	**435**

PARENT COMPANY		
Exchange differences	3	2
Total other operating income	**3**	**2**

Note 7 Other operating expenses

GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Revaluation of acquisition-related earnout liability	15,000	10,000
Exchange differences	540	825
Total other operating expenses	**15,540**	**10,825**

PARENT COMPANY		
Exchange differences	28	40
Total other operating expenses	**28**	**40**

Note 8 Audit fees

GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Baker Tilly		
Audit assignments	524	561
Other consultancy assignments	404	162
Moore Allegretto AB		
Audit assignments	164	171
	1,091	**894**

PARENT COMPANY		
Moore Allegretto AB		
Audit assignments	118	126
	118	**126**

An audit assignment refers to the review of the annual financial statements and accounting records, as well as a review of the management of the board and the CEO, other tasks that the company's auditor is required to perform, and advisory or other assistance arising from observations made during such a review or the performance of those other tasks. All other activities are classified under other audit assignments, tax advisory services, or other consulting services.

Note 9 Employee benefits and disclosures on staff

EMPLOYEE BENEFITS GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Salaries and benefits	3,826	7,091
Social security costs	210	692
Pension costs - defined contribution plans	243	176
Total	**4,279**	**7,959**

PARENT COMPANY		
Salaries and benefits	770	819
Social security costs	201	202
Pension costs - defined contribution plans	–	–
Total	**972**	**1,021**

	2024-01-01 – 2024-12-31		2023-01-01 – 2023-12-31	
GROUP	SALARIES AND OTHER BENEFITS	SOCIAL SECURITY EXPENSES INCL. PENSION EXPENSES	SALARIES AND OTHER BENEFITS	SOCIAL SECURITY EXPENSES INCL. PENSION EXPENSES
Board members and executive directors	1,342	245	3,539	334
Other employees	2,484	207	3,552	534
Total	**3,826**	**452**	**7,091**	**868**
PARENT COMPANY				
Board members and executive directors	770	201	819	202
Total	**770**	**201**	**819**	**202**

Remuneration and benefits to senior executives;

2024-12-31	BASIC SALARY/ BOARD FEE	BENEFITS	PENSION COST	INVOICING, CONSULTANCY FEE	TOTAL
CEO, Alexander Pettersson	383	–	–	2,690	3,073
Chairman of the board, Stefan Vilhelmsson	160	–	–	–	160
Board member and business development manager, Frederik Cardel Falbe-Hansen	639	–	44	–	683
Board member, Jørgen Beuchert	80	–	–	–	80
Board member, Philip August Lerche	80	–	–	–	80
Total	**1,342**	**–**	**44**	**2,690**	**4,076**
2023-12-31					
CEO, Alexander Pettersson	473	–	–	2,337	2,810
Chairman of the board, Stefan Vilhelmsson	160	–	–	–	160
Board member and business development manager, Frederik Cardel Falbe-Hansen	2,717	–	132	–	2,849
Board member, Jørgen Beuchert	80	–	–	–	80
Board member, Philip August Lerche	15	–	–	–	15
Board member (resigned), Christoffer Malmström	29	–	–	–	29
Board member (resigned), Fredrik Sjöstrand	65	–	–	–	65
Total	**3,539**	**–**	**132**	**2,337**	**6,008**

The Chairman and members of the Board receive remuneration in accordance with the decision of the Annual General Meeting.

For the Chief Executive Officer (CEO) and other senior executives, there is a mutual notice period in accordance with standard applicable regulations, with a maximum of 12 months.

AVERAGE NUMBER OF EMPLOYEES	2024-01-01 – 2024-12-31		2023-01-01 – 2023-12-31	
	AVERAGE NUMBER OF EMPLOYEES	OF WHICH MEN	AVERAGE NUMBER OF EMPLOYEES	OF WHICH MEN
Parent company				
Sweden	1	100%	1	100%
Total	**1**	**100%**	**1**	**100%**
Subsidiaries				
Sweden	–	–	–	–
Estonia	–	–	3	50%
Denmark	2	100%	2	100%
Total	**2**	**100%**	**5**	**70%**
Group total	**3**	**100%**	**6**	**75%**

GENDER DISTRIBUTION OF BOARD MEMBERS AND OTHER SENIOR EXECUTIVES	2024-01-01 – 2024-12-31		2023-01-01 – 2023-12-31	
	NUMBER ON CLOSING DATE	OF WHICH MEN	NUMBER ON CLOSING DATE	OF WHICH MEN
Group				
Board members	4	4	6	5
CEO	3	3	3	3
Group total	**7**	**7**	**9**	**8**
Parent company				
Board members	4	4	4	4
CEO	1	1	1	1
Parent company total	**5**	**5**	**5**	**5**

Note 10 Financial income and financial expenses

GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Financial income		
Exchange rate difference, gains	576	166
Interest income	72	137
Result of bond repurchase	2,064	12,402
Total financial income	**2,713**	**12,705**
Financial expenses		
Exchange rate difference, loss	-252	–
Interest expenses	-323	-214
Borrowing costs	-198	-2,323
Other financial expenses	-1,559	-3,219
Total financial expenses	**-2,332**	**-5,755**
Result from financial items	**381**	**6,949**

PARENT COMPANY		
Results from shares in group companies		
Dividends	37,910	30,041
Impairment of investments	-101	-6,300
Total result from shares in group companies	**37,809**	**23,741**
Interest income and similar income		
Exchange rate difference, net	146	139
Interest income	2	–
Result of bond repurchase	2,064	12,402
Total interest income and similar income	**2,213**	**12,541**
Interest expenses and similar charges		
Interest expenses	-324	-12
Borrowing costs	-198	-2,323
Other financial expenses	-1,559	-3,219
Total interest expenses and similar charges	**-2,080**	**-5,554**
Result from financial items	**37,942**	**30,728**

Note 11 Income tax

GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Current tax on profit for the year	-14,888	-10,241
Deferred tax for temporary differences	-13	-147
Total tax on profit for the year	**-14,901**	**-10,388**

PARENT COMPANY		
Current tax on profit for the year	-8	-1,482
Total tax on profit for the year	**-8**	**-1,482**

Differences between reported tax expense and calculated tax expense based on the applicable tax rate are as follows:

GROUP	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Profit before tax	48,372	41,526
Income tax calculated at current tax rate	-9,965	-8,554
Non-taxable income	3	4,460
Non-deductible expenses	-3,983	-6,461
Tax effect of non-taxable gain on sale	-16	-1,298
Tax loss carry-forwards for which no deferred tax asset was recognised	-261	1,964
Effects of foreign tax rates	-678	-499
Income tax	**-14,901**	**-10,388**

PARENT COMPANY		
Profit before tax	36,288	43,811
Income tax calculated at current tax rate	-7,475	-9,025
Non-taxable income	0	6,188
Non-deductible expenses	-322	-627
Tax effect of non-taxable gain on sale	7,789	-1,298
Tax loss carry-forwards for which no deferred tax asset was recognised	0	3,279
Total tax on profit for the year	**-8**	**-1,482**

The tax effect of tax loss carry-forwards is recognised only to the extent that there are convincing factors indicating that these can be utilised in the near future.

Note 12 Intangible assets

2024-12-31	TRADEMARKS	PATENTS, LICENSES AND SIMILAR RIGHTS	GOODWILL	TOTAL
Group				
Opening acquisition cost	880	51,933	160,808	213,621
Exchange differences	–	4,160	–	4,160
Closing accumulated acquisition cost	**880**	**56,093**	**160,808**	**217,780**
Opening amortisation	-600	-27,583	–	-28,183
Amortisation for the period	–	-4,428	–	-4,428
Exchange differences	–	-2,137	–	-2,137
Closing accumulated amortisation	**-600**	**-34,149**	**–**	**-34,748**
Opening impairment	-280	-20,234	–	-20,514
Exchange differences	–	-1,711	–	-1,711
Closing accumulated impairment	**-280**	**-21,944**	**–**	**-22,224**
Opening net book value	–	–	160,808	160,808
Closing net book value	**–**	**–**	**160,808**	**160,808**

2023-12-31	TRADEMARKS	PATENTS, LICENSES AND SIMILAR RIGHTS	GOODWILL	TOTAL
Group				
Opening acquisition cost	880	51,264	160,808	212,951
Exchange differences	–	669	–	669
Closing accumulated acquisition cost	**880**	**51,933**	**160,808**	**213,621**
Opening amortisation	-600	-22,977	–	-23,577
Amortisation for the period	–	-4,503	–	-4,503
Exchange differences	–	-102	–	-102
Closing accumulated amortisation	**-600**	**-27,583**	**–**	**-28,183**
Opening impairment	-280	-19,938	–	-20,218
Exchange differences	–	-296	–	-296
Closing accumulated impairment	**-280**	**-20,234**	**–**	**-20,514**
Closing net book value	**–**	**4,116**	**160,808**	**164,924**

Goodwill
Goodwill arises in connection with business combinations. It is allocated to the operating companies, which also constitute cash-generating units expected to benefit from the acquisition. No goodwill has been recognised from acquisitions during the year. Goodwill is allocated to cash-generating units for impairment testing purposes. At the end of the reporting period, an impairment test was performed on these cash-generating units. If the recoverable amount of an asset (or cash-generating unit) is estimated to be lower than its carrying amount, an impairment loss should be recognised. The recoverable amount for cash-generating units is determined by calculating their value in use, which requires certain assumptions to be made.

Cash-generating units
A cash-generating unit is the smallest group of assets that independently generates cash inflows, which are largely independent of the cash inflows generated by other assets. The cash-generating unit that the Group annually tests for goodwill impairment is "Lead Generation".

Impairment test for goodwill
The calculation of the recoverable amount for the Group requires certain assumptions to be made. The recoverable amount of the cash-generating units has been determined using an average growth rate over a five-year forecast, based partly on historical performance and management's assessment of market development going forward, considering factors such as sales volume, pricing, gross margins, other operating costs, and potential investments. The long-term growth rate is based on the average growth rate

over the five-year forecast, incorporating both historical results and management's evaluation of the market's future development. The discount rate is calculated as the Group's weighted average cost of capital, including a risk premium after tax (WACC). The discount rate reflects market-based assessments of the time value of money and the specific risks associated with the asset.

The assumptions that must be made to forecast future cash flows in order to calculate the value in use are associated with a certain degree of uncertainty and are difficult to determine.

Significant assumptions were used for the value-in-use calculations:

1) Weighted average growth rate used to extrapolate cash flows beyond the budget period.

2) Discount rate after tax used in the present value calculation of estimated future cash flows.

The discount rates used are stated after tax and reflect specific risks associated with the individual companies. The average discount rate in the forecasts amounts to 13.1%. The Group assesses annually whether there is any need for impairment of goodwill, in accordance with the accounting principle described in note 2.10, Impairment of non-financial assets. The sensitivity analysis shows that an increase in the discount rate by 3 percentage points would not result in any need for impairment of goodwill nor for shares in subsidiaries. The recoverable amounts for cash-generating units have been determined by calculating their value in use, which is based on future cash flows that have been discounted. Certain estimates must be made for these calculations. The discounted cash flows are based on forecasts for 2025-2029. For this period, an average annual growth rate of 5.7% has been forecasted for Fable Media ApS and its subsidiaries, and 5.2% for Phase One Performance AB. The growth rate is based on past revenue, the growth of the global online gaming industry, and current operational conditions. Beyond the forecast period, a growth rate of 2% per year has been assumed.

Impairment

At the end of the year, no impairment need has been identified for goodwill (0 SEK in impairment in the previous year). Regarding shares in subsidiaries, the shares in Viistek Media have been written down by SEK 408 thousand (SEK 6,300 thousand in impairment in the previous year) because the operations have been discontinued.

Intangible assets in the parent company

PARENT COMPANY	2024-12-31	2023-12-31
Trademarks		
Opening acquisition cost	480	480
Closing accumulated acquisition cost	**480**	**480**
Opening amortisation	-200	-200
Amortisation for the period	–	–
Closing accumulated amortisation	**-200**	**-200**
Opening impairment	-280	-280
Closing net book value	**–**	**–**

Note 13 Tangible fixed assets

Equipment, tools and installations

GROUP	2024-12-31	2023-12-31
Opening acquisition cost	2,840	2,855
Exchange differences	97	-15
Closing accumulated acquisition cost	**2,937**	**2,840**
Opening depreciation	-2,821	-2,727
Depreciation for the period	-19	-111
Exchange differences	-97	18
Closing accumulated depreciation	**-2,936**	**-2,821**
Closing net book value	**1**	**19**

Note 14 Cash and cash equivalents

GROUP	2024-12-31	2023-12-31
Balance sheet		
Cash and bank balances	4,495	4,806
Total	**4,495**	**4,806**
Cash flow statement		
Cash and bank balances	4,495	4,806
Total	**4,495**	**4,806**

Note 15 Share capital and other contributed capital

A specification of changes in equity can be found in the statement of changes in equity, located immediately after the balance sheet.

	NUMBER OF SHARES	ORDINARY SHARE CAPITAL	OTHER PAID IN CAPITAL	TOTAL
On January 1, 2017	**188,988,116**	**5,851**	**21,372**	**27,222**
Share issues	405,989,501	12,286	46,728	59,014
On December 31, 2017	**594,977,617**	**18,137**	**68,100**	**86,237**
Share issues	310,360,185	9,461	38,554	48,015
On December 31, 2018	**905,337,802**	**27,598**	**106,653**	**134,251**
Reduction of share capital	–	-18,300	18,300	–
On December 31, 2019	**905,337,802**	**9,298**	**124,953**	**134,251**
Reduction of share capital, without redemption of shares	–	-5,566	5,566	–
Set-off issue	1,358,006,703	5,598	–	5,598
Reduction of share capital, through redemption of shares	-48,833,422	-201	201	–
Bonus issue	–	201	-201	–
Issue expenses	–	–	-694	-694
On December 31, 2020	**2,214,511,083**	**9,330**	**129,825**	**139,155**
On December 31, 2021	**2,214,511,083**	**9,330**	**129,825**	**139,155**
Effect of reverse acquisition	–	–	-129,740	-129,740
Total	**2,214,511,083**	**9,330**	**85**	**9,415**
Set-off and non-cash issue	31,756,119,454	133,785	-85	133,700
Reverse share split 1:1000	-33,936,659,907	–	–	–
On December 31, 2022	**33,970,630**	**143,115**	**0**	**143,115**
On December 31, 2023	**33,970,630**	**143,115**	**0**	**143,115**
On December 31, 2024	**33,970,630**	**143,115**	**0**	**143,115**

The shares have a quotient value of SEK 4.21 per share. Each share carries one vote. All shares registered at the closing date were fully paid-up.

Note 16 Borrowing

Group and parent company

BONDS	2024-12-31	2023-12-31
Opening balance of borrowings	69,161	112,933
Amortisation	-7,603	-38,013
Borrowings in the form of capitalised interest	-1,152	-5,759
Accumulated interest expenses	185	–
Closing balance of borrowings	**60,591**	**69,161**

TRANSACTION COSTS IN THE BALANCE SHEET	2024-12-31	2023-12-31
Opening balance of transaction costs related to borrowings	-379	-2,702
Amortisation of transaction costs for the period	198	2,323
Closing balance of transaction costs related to borrowings	**-181**	**-379**

REPORTED BONDS IN THE GROUP AND PARENT COMPANY	2024-12-31	2023-12-31
Bonds	68,782	110,231
Amortisation	-8,755	-43,773
Accumulated interest expenses	185	–
Accumulated transaction costs	198	2,323
Borrowings recognised in the balance sheet	**60,409**	**68,782**
Whereof short-term portion	60,409	–

All borrowings are in Swedish krona. Transaction costs that are amortised over the duration of the bond are recognised on the balance sheet as a reduction in borrowings and are recognised in the income statement as a financial expense.

The interest rate on the bond was 0% until December 8, 2024, and then 5%. After December 8, 2024, the interest will no longer accumulate but will be paid on each interest payment date. The bond's maturity date is December 8, 2025. There is a refinancing risk for the bond upon its maturity, and the parent company has pledged shares in subsidiaries as collateral for the loan.

Note 17 Other current liabilities

GROUP	2024-12-31	2023-12-31
VAT liabilities	4	–
Employee-related liabilities	21	27
Earnout liability	11,427	23,394
Other	2,964	9,255
Total	**14,416**	**32,675**

PARENT COMPANY	2024-12-31	2023-12-31
VAT liabilities	4	–
Employee-related liabilities	21	27
Earnout	11,427	23,394
Other	–	6,086
Total	**11,452**	**29,507**

The earnout liability has been revalued by SEK 15,000 thousand, which has been recognised as an other operating expense in the group's income statement. In the parent company, the revaluation of the earnout liability has been recognised as an increase in the acquisition cost of shares in subsidiaries.

Note 18 Accrued expenses and deferred income

GROUP	2024-12-31	2023-12-31
Accrued vacation pay	25	38
Accrued social security fees	5	8
Accrued financial expenses	131	174
Other	403	340
Total	**564**	**560**

PARENT COMPANY	2024-12-31	2023-12-31
Accrued vacation pay	25	38
Accrued social security fees	5	8
Other	403	340
Total	**433**	**386**

Note 19 Shares in group companies

PARENT COMPANY	2024-12-31	2023-12-31
Opening acquisition cost	399,222	389,222
Investments	15,000	10,000
Closing acquisition cost	**414,222**	**399,222**
Opening impairment losses	-107,055	-100,755
Impairment losses for the period	-408	-6,300
Closing accumulated impairment losses	**-107,463**	**-107,055**
Net book amount	**306,759**	**292,167**

The parent company has written down the value of its shares in OÜ Viistek Media by SEK 408 thousand during the year, as the business has been discontinued.

				CARRYING AMOUNT	
NAME	CORP. ID. NO.	DOMICILE	SHARE OF EQUITY	2024-12-31	2023-12-31
Phase One Performance AB	559117-8685	Stockholm	100%	102,974	102,974
OÜ Viistek Media	12212380	Tallinn	100%	–	408
Fable Media ApS	36708611	Copenhagen	100%	203,785	188,785
				306,759	**292,167**

Note 20 Pledged assets and contingent liabilities

GROUP	2024-12-31	2023-12-31
For own liabilities and provisions:		
Shares in subsidiaries	185,398	175,115
Total	**185,398**	**175,115**

PARENT COMPANY	2024-12-31	2023-12-31
For own liabilities and provisions:		
Shares in subsidiaries	306,759	292,167
Total	**306,759**	**292,167**

The Board has not identified any contingent liabilities.

Note 21 Earnings per share

GROUP*	2024	2023
Profit from total operations	33,471	31,138
Total number of shares at the beginning of the period	33,970,630	33,970,630
Total number of shares at the end of the period	33,970,630	33,970,630
Average number of shares before dilution	33,970,630	33,970,630
Average number of shares after dilution	33,970,630	33,970,630
Earnings per share from total operations (SEK) *		
Basic earnings per share	0.99	0.92
Diluted earnings per share	0.99	0.92

* In cases where earnings per share after dilution are better than before dilution, the same earnings per share is reported as before dilution.

Earnings per share before dilution is calculated by dividing the profit attributable to the parent company's shareholders by the weighted average number of outstanding shares during the period, excluding any repurchased shares held by the parent company. For the calculation of earnings per share after dilution, the weighted average number of outstanding shares is adjusted for the dilution effect of all potential ordinary shares.

Note 22 Events after balance sheet date

- On January 9, 2025, Fable Media Group AB announced it had been notified of adverse changes to affiliate agreements due to new legislation in the Brazilian market. These changes are projected to negatively impact Fable Media Group's quarterly revenue and EBITDA by approximately SEK 5 million starting in Q1 2025. Strong growth in other regions is however expected to significantly mitigate the negative impact from the Brazilian market throughout the remainder of 2025.

- On February 20, Fable Media Group AB published its Year-End Report for 2024. During the fourth quarter, revenue amounted to SEK 23.9 million, and EBITDA was SEK 16.5 million.

- On April 7, Fable Media Group AB called for the annual general meeting to be held on May 7 in Stockholm.

Note 23 Proposal for the appropriation of profits

The following profit (in SEK) is at the disposal of the Annual General Meeting, allocated as follows:

Share premium reserve	150,778,418
Retained earnings	-161,365,239
Profit for the year	36,279,643
	25,692,822

The Board of Directors proposes that the entire amount be carried forward.

For changes in equity during the financial year, refer to the Group's and the parent company's statement of changes in equity.

Signatures

The Group's income statement and balance sheet will be presented for approval at the Annual General Meeting on May 7, 2025.

Stockholm, April 10, 2025

Stefan Vilhelmsson
Chairman of the Board of Directors

Jørgen Beuchert
Board member

Frederik Cardel Falbe-Hansen
Board member

Philip August Lerche
Board member

Alexander Pettersson
Chief Executive Officer

Our Audit Report was presented on April 10, 2025

MOORE Allegretto AB

Key audit partner

Patrik Ekenberg
Authorised Public Accountant

FABLE MEDIA