



Interim Report

January – June 2021



Michael Daly, CEO



Peter Messner, CFO

Agenda



- 01 Highlights
- 02 Lineups.com
- 03 Financials Q2 2021
- 04 Strategy and Outlook
- 05 Q&A

Solid revenue growth and forward momentum

- Strong revenue growth of 9% despite re-opening of land-based casinos
 - Expected seasonal change vs Q1 due to the low sports season
 - Q2 2020 was 2020's strongest quarter with the surge in Casino due to Covid-19 related restrictions
- Organic growth +9%, or +17% excluding the now-regulated German iGaming market
- North America iGaming +37 percent, equivalent to 41% of total Q2 revenue, with strong growth in both Casino and Sports, partly due to the negative impact of Covid-19 on Sports in Q2 2020
- Euros 2020 had a positive impact on Sports

Revenue

(EURm)

30.4

Apr-Jun 2021

27.8

Apr-Jun 2020

+9%

Organic search revenue

(EURm)

28.4

Apr-Jun 2021

25.8

Apr-Jun 2020

+10%

New depositing customers

('000s)

140

Apr-Jun 2021

104

Apr-Jun 2020

+34%



Growth in adj. EBITDA and solid financial position

- Adjusted EBITDA growth of 1% despite the strong Q2 2020 results, further heavy investment in North America and transformation programme investments in Europe
- Lineups.com is expected to add significant value when the NFL season starts late-Q3
- Successful completion of our refinancing – replacement of old bonds (EUR 88.5m) and issue of new bonds (EUR 55.0m)
- Solid financial position providing a strong foundation for further growth and flexibility in efficient capital usage
 - Intention is to commence share buybacks this autumn
 - Strategic acquisitions remain a key growth tool

Adjusted EBITDA

(EURm)

14.9

Apr-Jun 2021

14.8

Apr-Jun 2020

+1%

Adjusted EBITDA margin

(EURm)

49%

Apr-Jun 2021

53%

Apr-Jun 2020

-8%

Operating cash flow

(EURm)

16.4

Apr-Jun 2021

17.4

Apr-Jun 2020

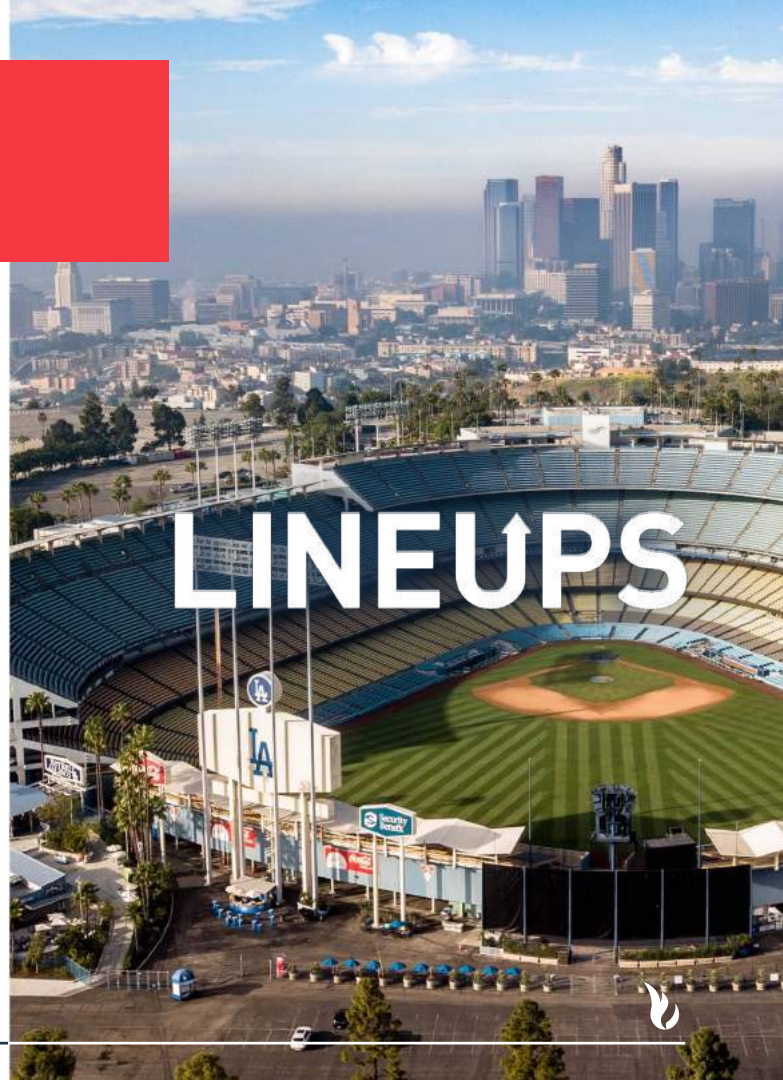
-6%



Lineups.com

– a perfect strategic fit

- A second national sports website in the US alongside TheLines.com
- Key for all the upcoming markets/states in North America
- Integration completed during Q2, ready for the sports season resumption opening in September
- Acquired beginning of May, hence contribution for only two months
- 100% sports-focused, Q2 traditionally its slowest quarter for revenue
- Expected to add significant value to the group when the NFL season starts in Q3



Significant events after the period

Extraordinary general meeting on 14 July

- Authorisation to acquire own shares was granted, the proposal required two majorities
- The board moved forward with plans to start a share buyback programme during autumn 2021, the precise timing remains under consideration

Current trading July 2021

- Organic revenue grew 2% in July, or 11% excluding the now-regulated German iGaming market



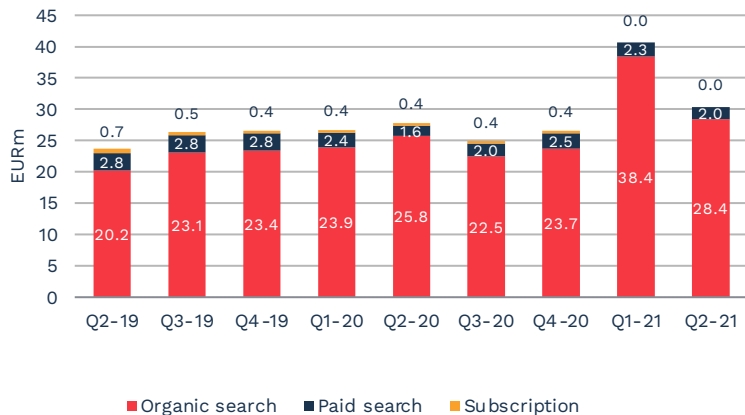
Financials

Q2 2021

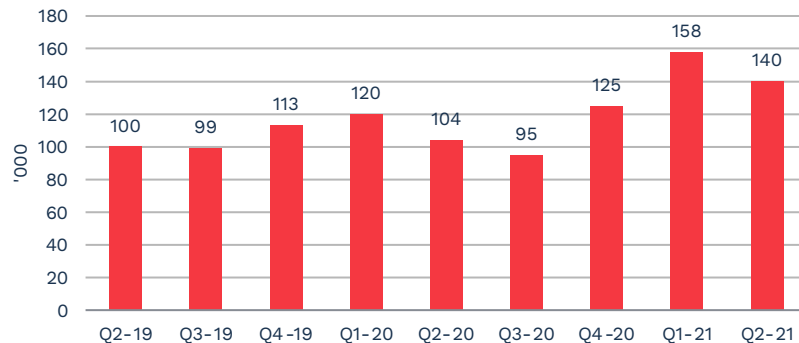


Continued revenue growth

Group revenue by product



New depositing customers



REVENUE

EUR 30.4m

YOY GROWTH +9%



QOQ GROWTH -25%



ORGANIC SEARCH REVENUE

EUR 28.4m

YOY GROWTH +10%



QOQ GROWTH -26%



PAID REVENUE

EUR 2.0m

YOY GROWTH +25%



QOQ GROWTH -13%



NEW DEPOSITING CUSTOMERS (NDCs)

140,025

YOY GROWTH +34%



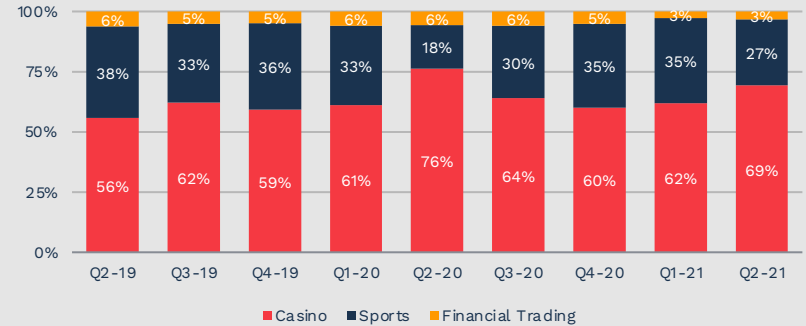
QOQ GROWTH -11%



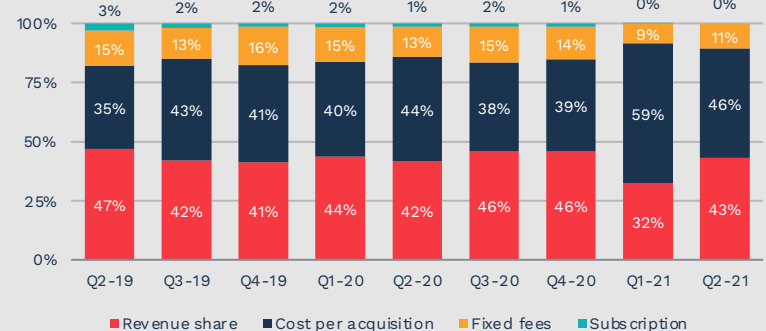
Share of revenue by segment and source

- Lower share of revenue from sports due to seasonality vs Q1 2021
- Larger share of revenue from CPA (cost per acquisition) vs Q2 2020 due to launches in Michigan and Virginia
- No subscription revenue since the divestment of Hammerstone in Q4 2020

Share of revenue by segment



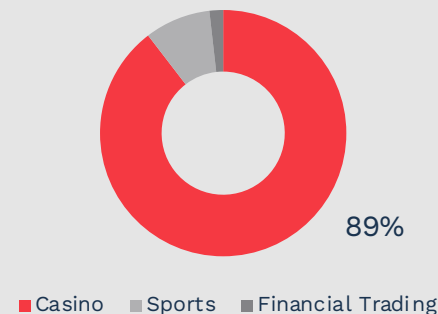
Share of revenue by source



Casino: 69% of group revenue

- Strong performance in the US with solid revenue growth
- Relaxation of COVID restrictions, fewer sessions as players shifted offline
- Continued headwinds in Germany
- New depositing customers flat
- Revenue -1%
- Adjusted EBITDA -4%

Share of adjusted EBITDA



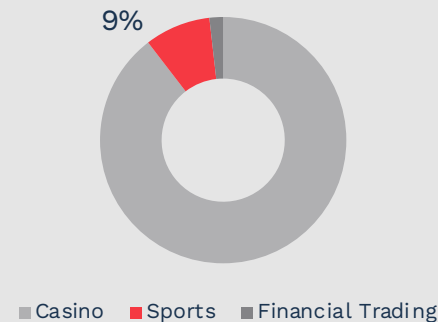
Casino	April-June 2021	April-June 2020	Change	Jan-June 2021	Jan-June 2020	Change	LTM	Full year 2020
Revenue (EUR '000)	21,053	21,190	-1%	46,318	37,623	23%	78,309	69,614
Adjusted EBITDA (EUR '000)	13,237	13,859	-4%	31,092	23,695	31%	50,229	42,832
Adjusted EBITDA margin (%)	63%	65%	-3%	67%	63%	6%	64%	62%
New depositing customers	80,105	80,190	0%	156,359	156,963	0%	271,359	271,963



Sports: 28% of group revenue

- Strong performance in the US boosted by recent launches in Michigan and Virginia and the return of sports events
- Lineups expected to add significant value when the NFL season starts late Q3
- Solid growth in Europe excluding the now-regulated German iGaming market, where continued headwinds exist
- New depositing customers +151%
- Revenue +65%
- Adjusted EBITDA +105%

Share of adjusted EBITDA



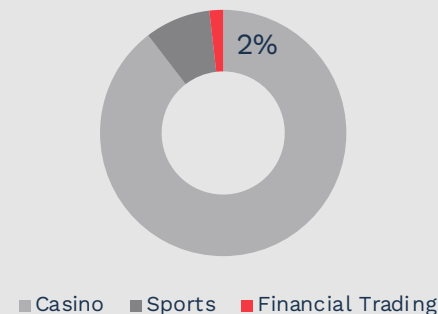
Sports	April-June 2021	April-June 2020	Change	Jan-June 2021	Jan-June 2020	Change	LTM	Full year 2020
Revenue (EUR '000)	8,334	5,037	65%	22,701	13,781	65%	39,507	30,587
Adjusted EBITDA (EUR '000)	1,426	694	105%	8,258	3,434	140%	12,714	7,890
Adjusted EBITDA margin (%)	17%	14%	21%	36%	25%	44%	32%	26%
New depositing customers	59,406	23,663	151%	139,528	65,709	112%	243,163	169,344



Financial Trading: 3% of group revenue

- Like-for-like revenue decreased by 16% considering a pandemic-induced demand surge Q2 2020
- Strong crypto-related trading in Q1 2021 ebbed out in Q2
- Positive momentum for AskTraders
- Like-for-like adjusted EBITDA +91%
- Divestment of Hammerstone in Q4 2020

Share of adjusted EBITDA



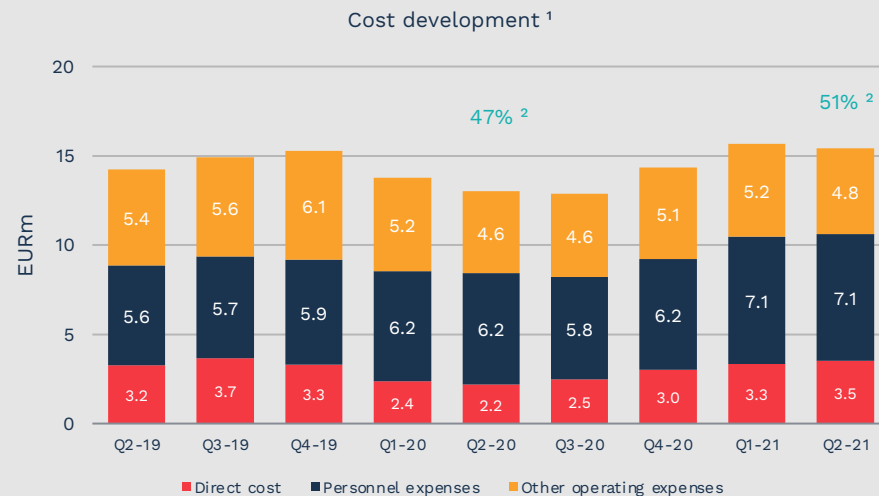
	April-June 2021	April-June 2020	Change	Jan-June 2021	Jan-June 2020	Change	LTM	Full year 2020
Financial Trading								
Revenue (EUR '000)	974	1,156	-16%	2,084	2,284	-9%	4,051	4,253
Adjusted EBITDA (EUR '000)	265	139	91%	665	381	75%	1,127	843
Adjusted EBITDA margin (%)	27%	12%	125%	32%	17%	88%	28%	20%
New depositing customers	514	434	18%	1,684	1,144	47%	2,757	2,178

*excluding the divested Hammerstone business



Increase in product and staff investment

- Direct cost increased mainly as a result of sports being back as compared to Q2 2020
- Personnel expenses increased, mainly as a result of continued investments in the growing North American market
- Increases in other operating expenses mainly relate to SEO and ICT costs
- Items affecting comparability of EUR 2.3m comprise restructuring costs of EUR 0.4m, personnel reorganisation costs of EUR 0.4m, refinancing costs of EUR 1.3m and other cost of EUR 0.2m

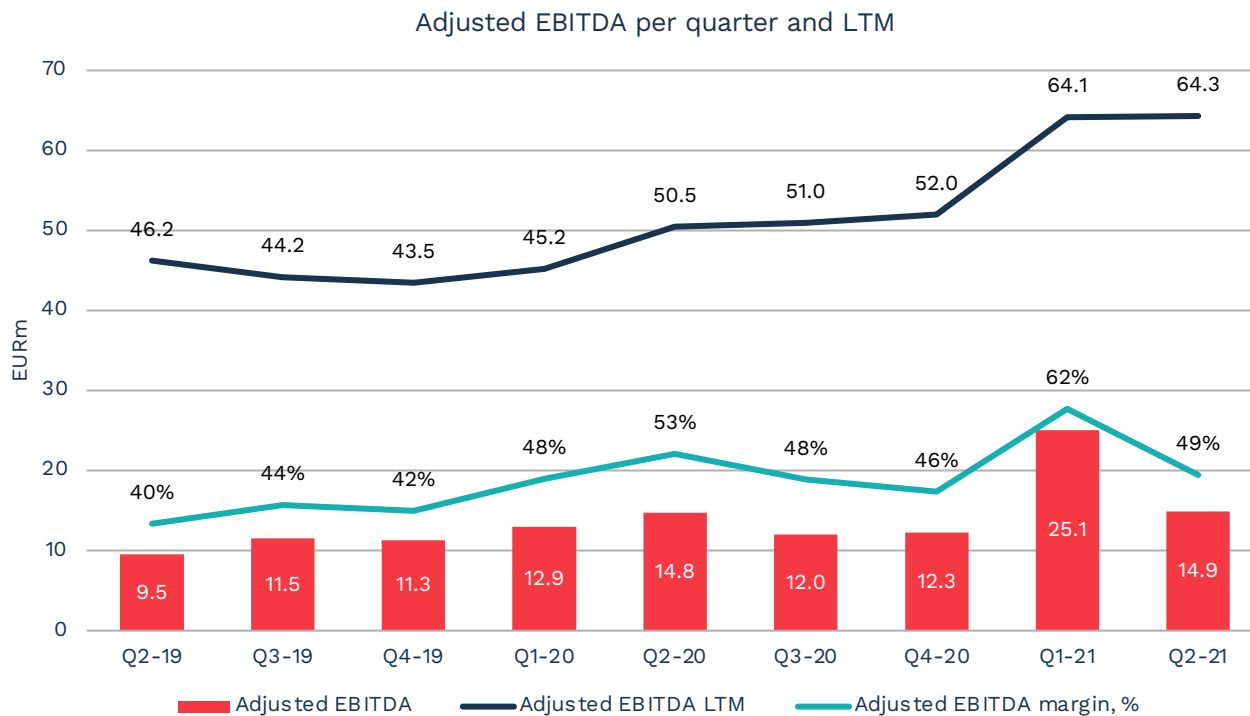


¹ Costs excluding items affecting comparability

² The cost ratio reflects costs excluding items affecting comparability in percent of revenue



Adjusted EBITDA growth of 1%



Stable profit

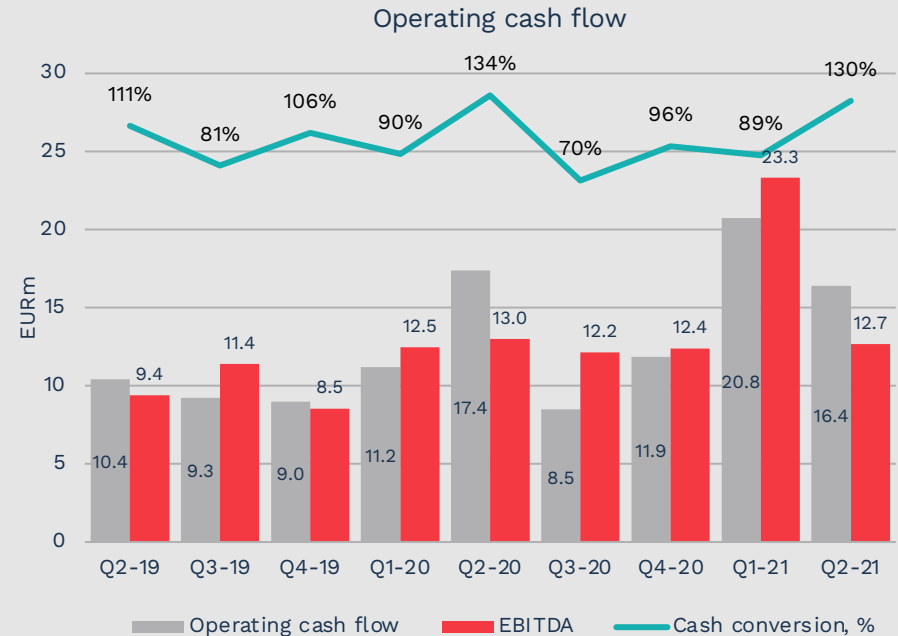
- Operating profit (EBIT) up by 5%, EBIT margin 34%
- Significant reduction in interest payments on borrowings
 - Interest paid on hybrid capital securities is recognized/deducted in equity
- Strong financial performance opening up for deleveraging and flexibility regarding a more efficient capital usage
- EPS of EUR 0.09

EURm	Apr-Jun 2021	Apr-Jun 2020
EBITDA	12.7	13.0
Depreciation and amortisation	-2.3	-3.0
Operating profit	10.4	10.0
Interest payable on borrowings	-1.1	-2.2
Other losses on financial liability and equity instruments at FVTPL	-0.8	-14.9
Other finance costs (including notional interest and foreign exchange)	-1.6	-0.3
Profit before tax	6.9	-7.4
Tax	-0.8	-0.4
Profit for the quarter	6.1	-7.8
Earnings per share (before dilution)	EUR 0.09	EUR -0.13



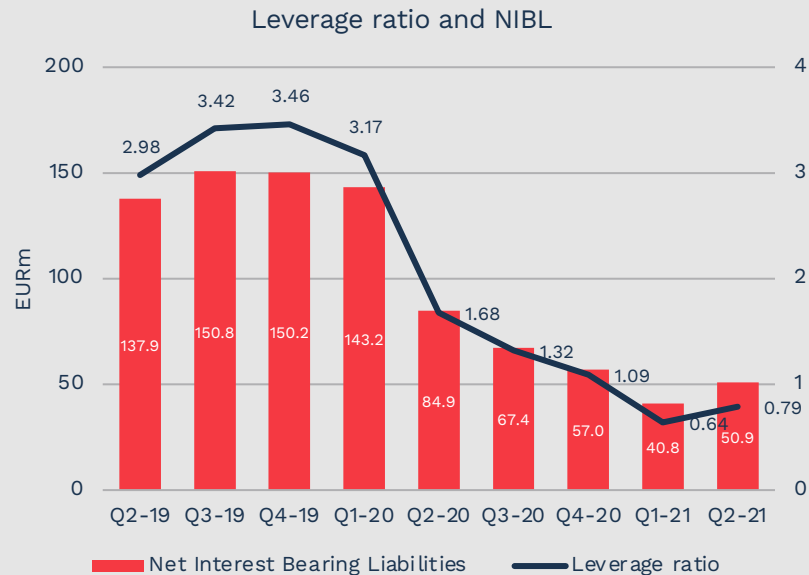
Strong cash flow and cash conversion

- Operating cash flow -6% to EUR 16.4m with cash conversion of 130%, as a result of the 3% EBITDA decline due to items affecting comparability
- Cash outflow of EUR 20.8m in relation to the Lineups acquisition
- Cash and cash equivalents were EUR 29.1m



Improved capital structure

- Refinancing in Q2 2020, exchanging debt with hybrid capital and strong deleveraging since
- Outstanding bonds of EUR 88.5m were redeemed by issuing EUR 55m of new bonds and signing a bank term loan of EUR 25m which is repayable in equal instalments over 12 quarters
- The company has a new, undrawn revolving credit facility (RCF) of EUR 10m
- Net interest-bearing liabilities (NIBL) totalled EUR 50.9m (85.0).
- Leverage ratio of 0.79



Strong balance sheet

- Total assets of EUR 372.9m at 30 June
- Total equity of EUR 263.1m including hybrid capital securities of EUR 44.8m (EUR 53.3m net of EUR 8.5m issuance costs)
- 34.7m outstanding warrants at 30 June
- Amounts committed on acquisition were EUR 11.7m and relate to the Lineups.com acquisition in May
- Borrowings of EUR 80.6m comprise the newly issued bonds (EUR 55.0m in nominal value) and bank term loan of EUR 25.0m. The bank term loan is repayable in equal instalments over 12 quarters
- Other liabilities of EUR 17.5m include deferred and current tax liabilities, lease liabilities, trade and other payables



Strategy and outlook




Strategic growth focus

1. Organic growth

2. Geographical expansion of existing products

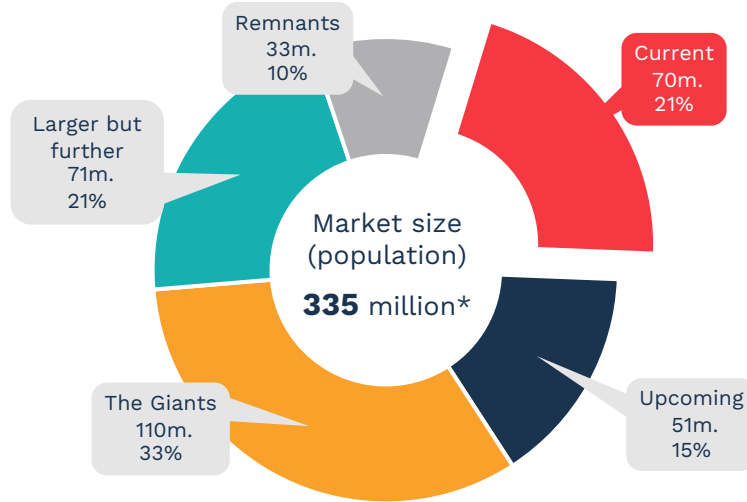
3. Cost-efficiency improvements

4. Strategic M&A

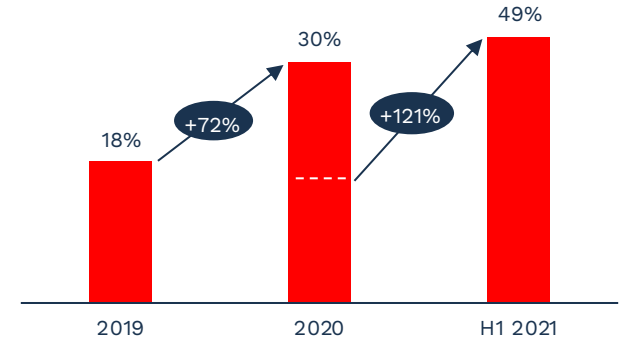
FOCUSED ACTIONS BY MARKET SATURATION	WHERE	GROWTH TREND	STRATEGY	MISSION
GROWTH MARKETS High priority	US (existing business), Japan, Central and South Europe (e.g. Italy)	Medium to High 	Operational efficiency and investments in growth markets	Fast growth and good margin
MATURE MARKETS	UK, Sweden, Germany	Regulated markets with attractive niches 	Cost reductions and efficiency improvements	Improved margin
INCUBATION	US (new states), Canada, Latin America, Asia-Pacific (APAC)	Significant long term potential 	Invest to establish top position = low margin initially	Nurse tomorrow's key growth markets



North America: an unparalleled opportunity



Catena Media's North American business: revenue growth and share of total group revenue



CURRENT	UPCOMING	THE GIANTS	LARGER BUT FURTHER	REMNANTS
NJ, PA, WV, IN, CO, TN, NV-partial, NH, IA, MI, VA	IL, MD, AZ, LA, SD, WY, CT, Ontario (CA)	NY, FL, CA, TX	GA, NC, WA, MO, WI, MN, SC, OH, MA	11 states (all with 1-5m population)
Active	Estimated Q3 '21 – Q2 22	Timing not known	Timing not known	Timing not known

Catena Media's North American business has shown significant growth and increase of its share of total group revenue.

H1 2021 grew 121% and represented 49% of total Catena Media group revenue.



Opportunities in Europe, LATAM and APAC

- Our European-focused transformation programme is expected to start showing positive results towards the end of this year
- We expect the now-regulated German iGaming market to return to growth, but timing is uncertain
- Latin America (LATAM) is still an incubation region showing positive developments, in particular in Brazil
- The Asia-Pacific region (APAC) has been a significant growth driver for a time with Japan for the casino segment and recently, Malaysia for the financial trading segment
 - Further expansion opportunities are assessed



Key takeaways

-  Solid Q2 performance considering that Q2 2020 was strongly affected by the Covid-related surge in Casino and continued growth-focused investments
-  Strong balance sheet and cash generation provide for growth investments and financial flexibility
 - Intention to start a share buyback programme this autumn
 - Strategic acquisitions remain a key growth tool
-  Strong seasonal uptake expected in Q3-Q4: NFL season to start, football returns in Europe, expected market opening in Arizona in early September
 - Lineups.com acquisition expected to add significant value when the NFL season starts
-  Significant growth potential in North America in coming 6-12 months

Financial targets

Profitable double-digit organic growth on a yearly basis, with North America the core growth driver

Operate on a net interest-bearing debt/adjusted EBITDA interval of 0-1.75





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Upcoming events

Interim report Q3

17 November 2021

Year-end report 2021

23 February 2022

Annual report 2021

Week 13 2022