



Interim Report

January – September 2021



Michael Daly, CEO



Peter Messner, CFO

Agenda



- 01 Q3 Highlights
- 02 i15 Media's online assets
- 03 Financials Q3 2021
- 04 Strategy and Outlook
- 05 Q&A

Exceedingly strong quarter with solid forward momentum

- Solid revenue growth of 33%
 - North America and Japan the main drivers
- Organic growth of 23%
 - Excluding the German sports betting and casino market, which accounts for 4% of group revenue, organic growth was 34%
- North America sports betting and casino revenue +124%, accounting for 51% of group revenue
 - Strong growth in both Casino and Sports
 - Opening of Arizona boosted revenue in September
- Revenue in Japan doubled and accounts for 9% of group revenue
- Normal seasonal dip in European sports

Revenue

(EURm)

33.1

Jul-Sep 2021

24.9

Jul-Sep 2020

+33%

Revenue North America

(EURm)

16.8

Jul-Sep 2021

7.5

Jul-Sep 2020

+124%

New depositing customers

('000s)

154

Jul-Sep 2021

95

Jul-Sep 2020

+62%



Firm growth in adj. EBITDA and healthy financial position

- Adjusted EBITDA growth of 33% and margin of 48% despite further heavy investment in North America and transformation programme investments in Europe
- Lineups.com and i15 Media assets added significant value from 9 September when the NFL season started
- Profit negatively impacted by EUR 49.4m non-cash impairment of intangible assets
 - EUR 42.8m for German sports assets acquired in 2016-2018 and EUR 6.6m for French sports assets acquired in 2018
- Solid financial position providing a strong foundation for further growth and flexibility in efficient capital usage
 - From 13 September to 15 October 1,504,810, or 2%, of outstanding shares were repurchased for EUR 8.6m

Adjusted EBITDA

(EURm)

16.0

Jul-Sep 2021

12.0

Jul-Sep 2020

+33%

Adjusted EBITDA margin

(EURm)

48%

Jul-Sep 2021

48%

Jul-Sep 2020

+0%

Operating cash flow

(EURm)

9.9

Jul-Sep 2021

8.5

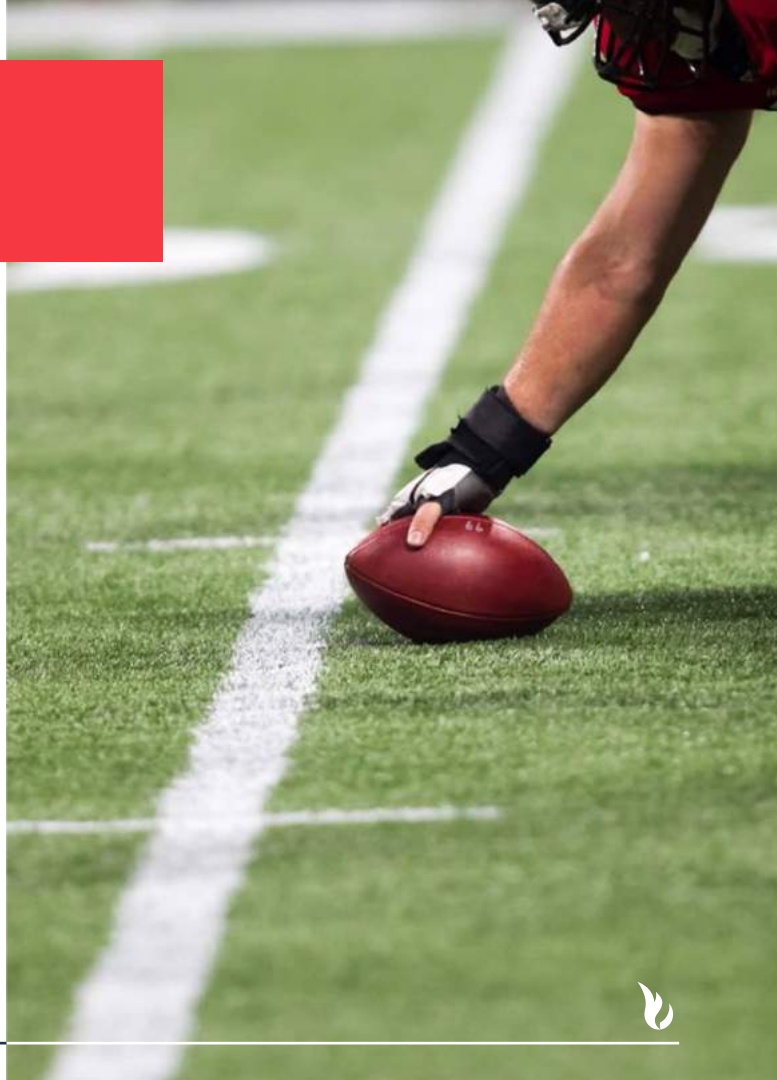
Jul-Sep 2020

+17%



i15 Media's online assets – value enhancing strategic addition

- Acquisition of online sports betting and casino affiliation assets from i15 Media, LLC for USD 45m, of which USD 12.5m paid with 2,207,357 newly issued shares
- Boost for the upcoming markets/states in North America
- Acquired on 9 September, strong contribution from the start of the NFL season
- i15 Media's assets and Lineups.com together helped maximise revenue from the NFL opening
- Expected to add significant value to the group going forward



Current trading

October 2021

- Revenue growth of 21% – or 36% excluding the German sports betting and casino market – compared to the same month last year
- Revenue from North American sports betting and casino up 125% from October 2020
- Income from revenue share deals negatively impacted by unusually low sports betting margins, as also reported by some operators
- Indications of a changed seasonal trend in North America at the start of Q4



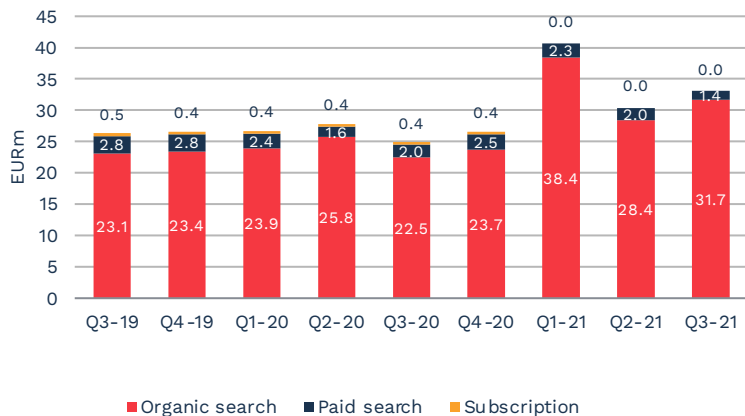
Financials

Q3 2021

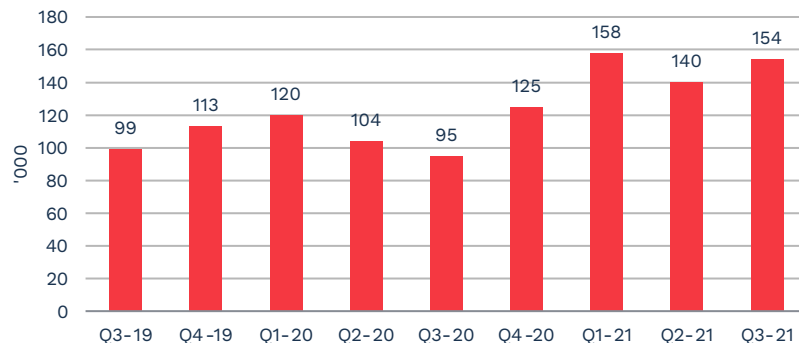


Continued revenue growth

Group revenue by product



New depositing customers



REVENUE

EUR 33.1m

YOY GROWTH +33%



QOQ GROWTH +9%



SEARCH REVENUE

EUR 31.7m

YOY GROWTH +41%



QOQ GROWTH +12%



PAID REVENUE

EUR 1.4m

YOY GROWTH -30%



QOQ GROWTH -30%



NEW DEPOSITING CUSTOMERS (NDCs)

153,701

YOY GROWTH +62%



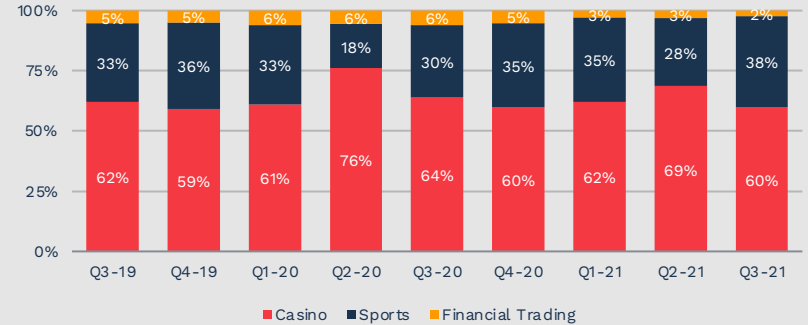
QOQ GROWTH +10%



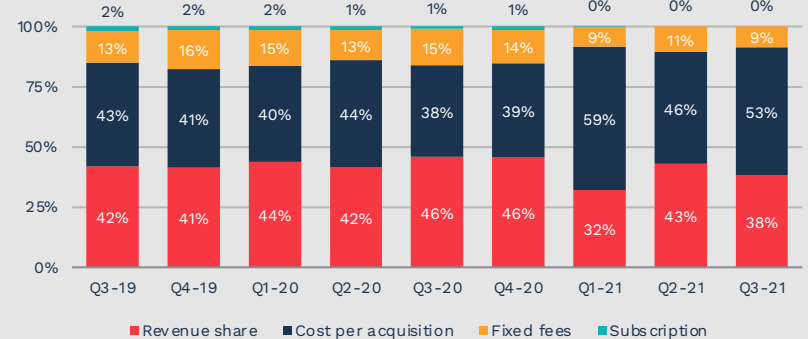
Share of revenue by segment and source

- Larger share of revenue from Sports vs Q2 2021 due to seasonality and acquisitions of Lineups.com and i15 Media assets
- Larger share of revenue from cost per acquisition (CPA) vs Q3 2020 due to launches in Tennessee, Michigan, Virginia, Arizona and Wyoming in past 12 months that increased North America's share of revenue
- No subscription revenue since the divestment of Hammerstone in Q4 2020

Share of revenue by segment



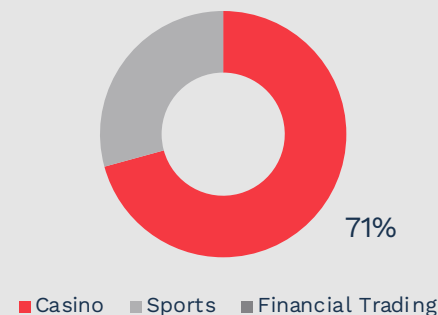
Share of revenue by source



Casino: 60% of group revenue

- Strong performance in the US with solid revenue growth – Michigan and social casino as key drivers
- Revenue in Japan doubled to an all-time high as new content platforms drove rapid growth
- Continued headwinds in Germany due to new regulation
- New depositing customers +58% including social casino
- Revenue +24%
- Adjusted EBITDA +15%

Share of adjusted EBITDA



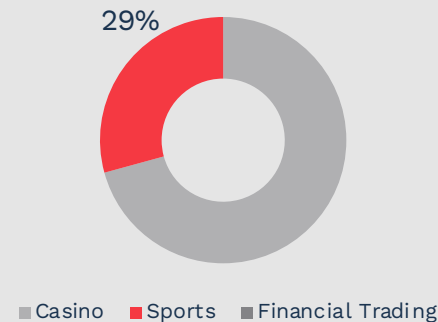
Casino	Jul-Sept 2021	Jul-Sept 2020	Change	Jan-Sept 2021	Jan-Sept 2020	Change	LTM	Full year 2020
Revenue (EUR '000)	19,897	16,018	24%	66,215	53,641	23%	82,188	69,614
Adjusted EBITDA (EUR '000)	11,315	9,879	15%	42,407	33,574	26%	51,665	42,832
Adjusted EBITDA margin	57%	62%	-8%	64%	63%	2%	63%	62%
New depositing customers	77,638	49,053	58%	233,997	206,016	14%	299,944	271,963



Sports: 38% of group revenue

- Strong US performance boosted by launches in Tennessee, Michigan, Virginia, Arizona and Wyoming in the last 12 months
- Acquisitions of Lineups.com and i15 Media assets added significant revenue from 9 September when the NFL season started
- New depositing customers +67%
- Revenue +66%
- Adjusted EBITDA +138%

Share of adjusted EBITDA



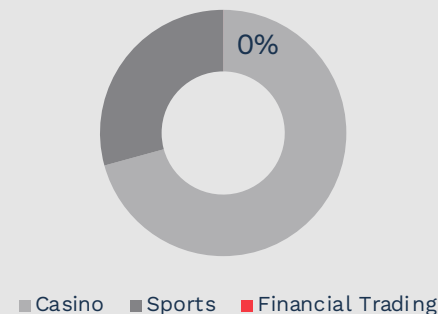
Sports	Jul-Sept 2021	Jul-Sept 2020	Change	Jan-Sept 2021	Jan-Sept 2020	Change	LTM	Full year 2020
Revenue (EUR '000)	12,436	7,513	66%	35,137	21,294	65%	44,430	30,587
Adjusted EBITDA (EUR '000)	4,678	1,965	138%	12,936	5,399	140%	15,427	7,890
Adjusted EBITDA margin	38%	26%	46%	37%	25%	48%	35%	26%
New depositing customers	75,672	45,338	67%	215,200	111,047	94%	273,497	169,344



Financial Trading: 2% of group revenue

- Like-for-like revenue decreased by 23%
- End of Covid-related lockdowns negatively impacted user traffic relative to Q3 2020
- Slower-than-usual summer season due to lower market activity that reduced user engagement
- Continued positive momentum for flagship brand AskTraders
- Like-for-like adjusted EBITDA -101%

Share of adjusted EBITDA



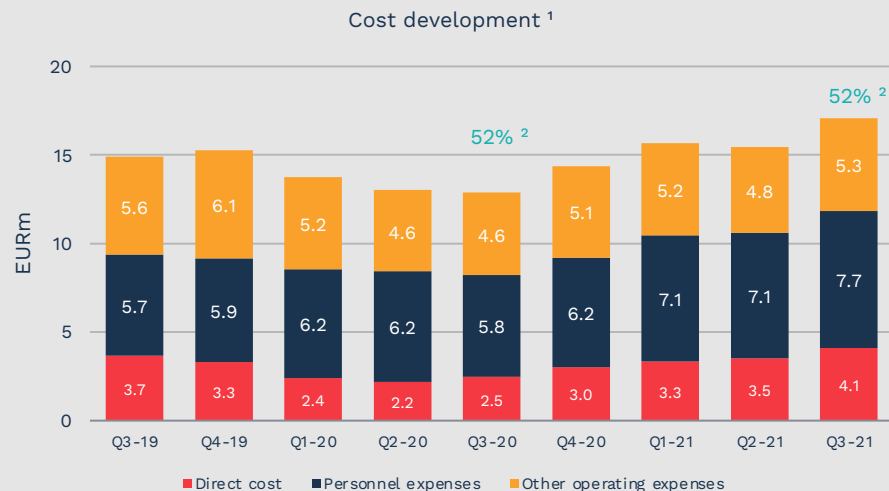
Financial Trading*	Jul-Sept 2021	Jul-Sept 2020	Change	Jan-Sept 2021	Jan-Sept 2020	Change	LTM	Full year 2020
Revenue (EUR '000)	749	972	-23%	2,833	3,258	-13%	3,828	4,253
Adjusted EBITDA (EUR '000)	-1	85	-101%	664	466	42%	1,041	843
Adjusted EBITDA margin	0%	9%	-100%	23%	14%	64%	27%	20%
New depositing customers	391	319	23%	2,075	1,463	42%	2,790	2,178

*excluding the divested Hammerstone business



Increase in product and staff investment

- Direct costs increased due to higher revenue share spend on YouTube influencers in the North American market
- Personnel expenses increased by 40% y/y, mainly due to continued investments in the growing North American market
- Other operating expenses – primarily SEO, content and ICT/technology – increased by 34%
- Items affecting comparability of EUR 1.1m consisted of EUR 0.7m in other operating expenses and EUR 0.4m in personnel expenses

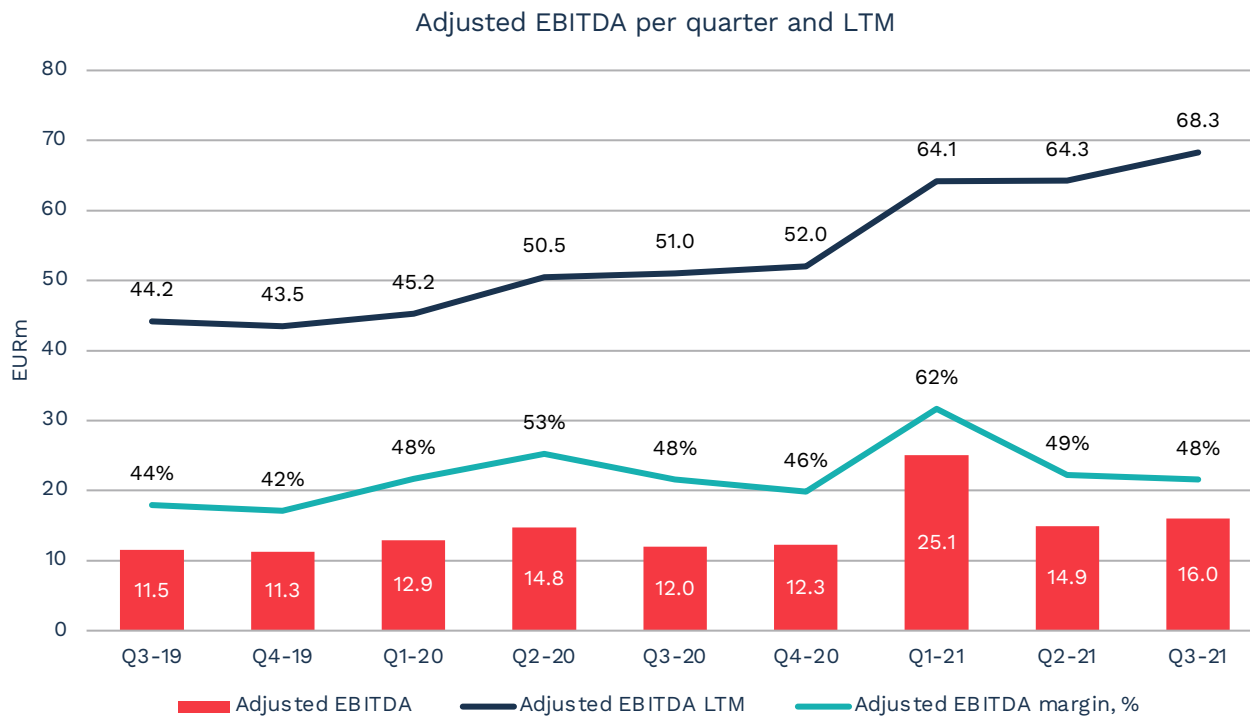


¹ Costs excluding items affecting comparability

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



Adjusted EBITDA growth of 33%



Profit impacted by impairment charge

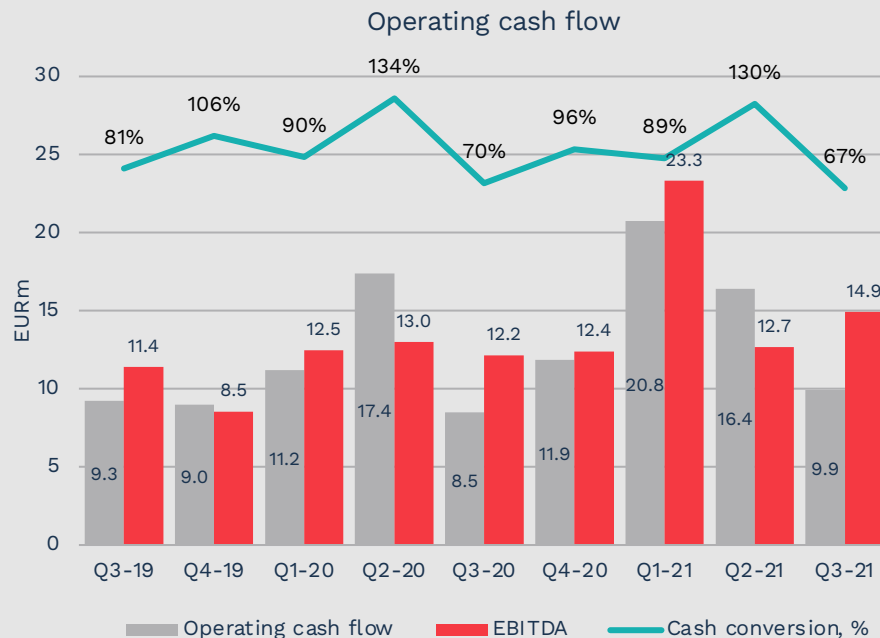
- Operating profit (EBIT) declined to EUR -36.7m due to non-cash impairment
- EUR 49.4m impairment charge on intangible assets
- Reduction in interest payments on borrowings
 - Interest paid on hybrid capital securities is recognised/deducted in equity
- EPS before dilution fell to EUR -0.51 due to the one-off impairment charge

EURm	Jul-Sep 2021	Jul-Sep 2020
EBITDA	14.9	12.2
Depreciation and amortisation	-2.2	-2.8
Impairment on intangible assets	-49.4	-
Operating (loss)/profit	-36.7	9.4
Interest payable on borrowings	-1.2	-1.6
Other losses on financial liability and equity instruments at FVTPL	-	-2.3
Other finance costs (including notional interest and foreign exchange)	-0.8	-1.4
(Loss)/profit before tax	-38.7	4.1
Tax	1.6	-0.8
(Loss)/profit for the quarter	-37.1	3.3
Earnings per share (before dilution)	EUR -0.51	EUR 0.05



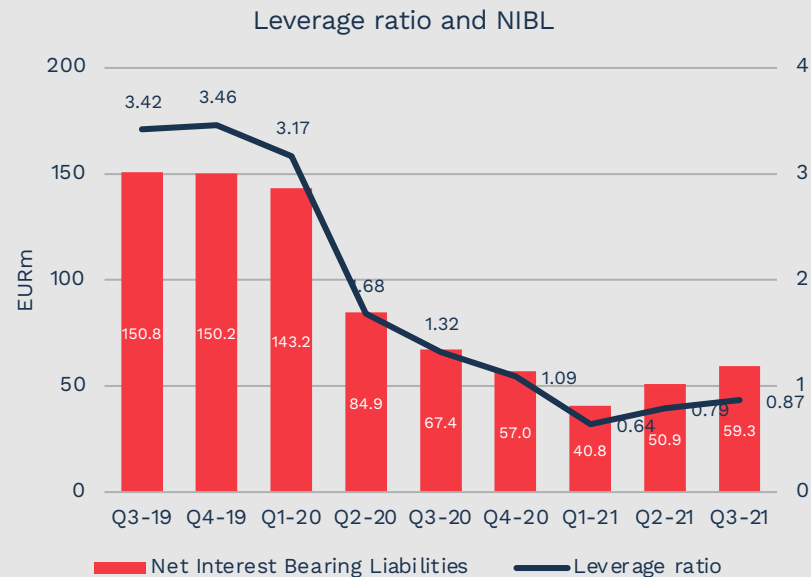
Operating cash flow growth of 17%

- Operating cash flow +17% y/y to EUR 9.9m with cash conversion of 67%
- Cash flow from investing activities includes a EUR 10.6m outflow relating to the acquisition of i15 Media assets
- Cash flow from financing activities includes a EUR 3.5m outflow relating to the share buyback programme
- Cash and cash equivalents were EUR 28.6m



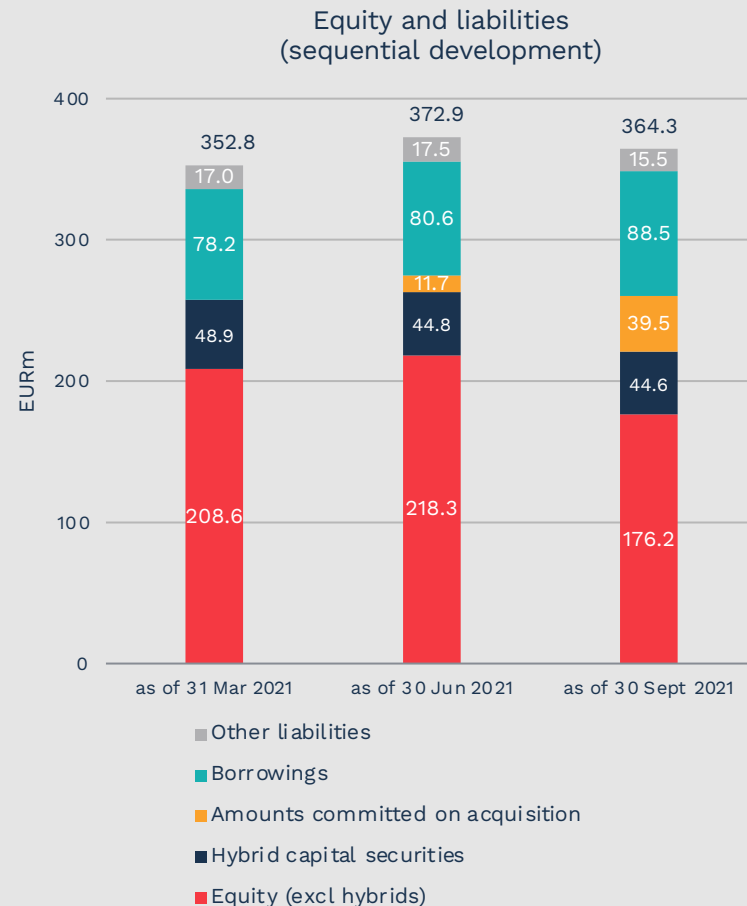
Improved capital structure

- Borrowings comprise outstanding bonds with a nominal value of EUR 55m, a bank term loan of EUR 22.9m and a revolving credit facility (RCF) of EUR 10m
- In Q3 the RCF of EUR 10m was utilised
- Net interest-bearing liabilities (NIBL) totalled EUR 59.3m (67.4)
- Leverage ratio of 0.87



Strong balance sheet

- Total assets of EUR 364.3m on 30 September
- Total equity of EUR 220.9m including hybrid capital securities of EUR 44.6m (EUR 53.1m net of EUR 8.5m issuance costs)
- 34.5m outstanding warrants on 30 September
- Amounts committed on acquisition of EUR 39.5m relate to the Lineups.com and i15 Media assets
 - EUR 10.6m (USD 12.5m) was subsequently settled with 2,207,357 newly issued shares in October
 - EUR 16.6m (USD 19.6m) is due within 12 months
- Borrowings of EUR 88.5m (bonds, bank term loan, RCF)
- Other liabilities of EUR 15.5m 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

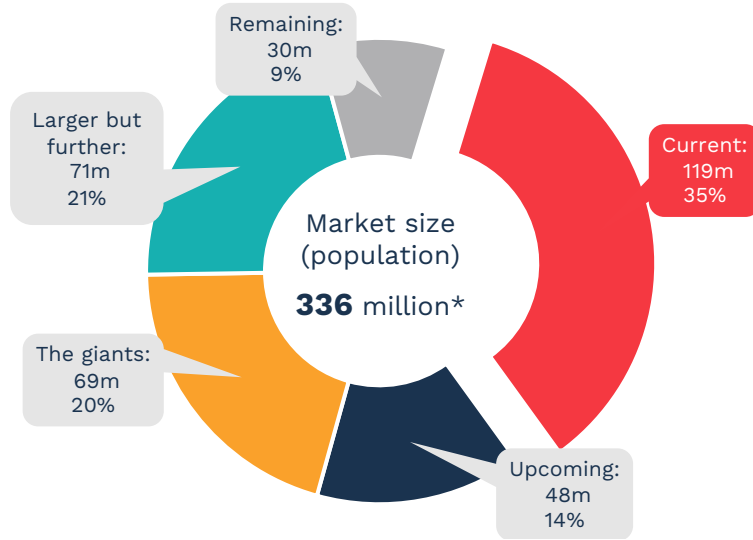
3. Cost-efficiency improvements

4. Strategic M&A

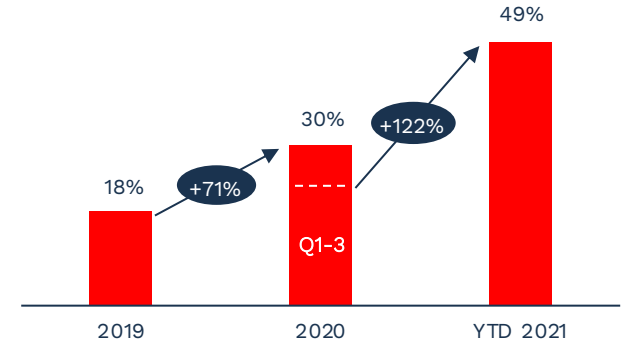
FOCUSED ACTIONS BY MARKET SATURATION	WHERE	GROWTH TREND	STRATEGY	MISSION
GROWTH MARKETS High priority	US (existing business), Japan, Central and South Europe (e.g. Italy) 	Medium to high 	Operational efficiency and investments in growth markets	Fast growth and good margin
MATURE MARKETS	UK, Sweden, Germany 	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	Nurture tomorrow's key growth markets



North America: the unparalleled opportunity



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



CURRENT	UPCOMING	THE GIANTS	LARGER BUT FURTHER	REMAINING
NJ, PA, WV, IN, CO, TN, NV, NH, IA, MI, VA, AZ, CT, WY, IL, MS, FL	MD, LA, SD, Ontario (CA), NY	CA, TX	GA, NC, WA, MO, WI, MN, SC, OH, MA	10 states (all with 1-5m population)
Active	Estimated Q4 '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.

Grew 122% Jan-Sep 2021 and represented 49% of total Catena Media group revenue.



North America's recent and upcoming market openings

Status	Market	Pop.*	Comment
Current	Arizona	7.1m	Fully launched in Q3
Current	Wyoming	0.6m	Fully launched in Q3
Current	Connecticut	3.6m	Fully launched in Q3
Current / Upcoming	Mississippi	3.0m	In-person-registration required.
Current / Upcoming	Florida	21.5m	Launched with single operator.
Current / Upcoming	Illinois	12.8m	Current but in-person-registration. Expected mobile March 2022.
Upcoming	Ontario (CA)	14.7m	Estimated in early 2022
Upcoming	New York	20.0m	Estimated in early 2022.



Key takeaways

-  Solid Q3 performance with North America and Japan the main drivers
-  Strong balance sheet and cash generation create financial flexibility and scope to invest in growth
 - Focus on investing more in the business to drive further growth
 - Strategic acquisitions and share buybacks remain key tools
-  Seasonal impact expected in Q4: NFL season, market opening in Arizona, football in Europe
 - Lineups.com and i15 Media assets to add significant value during the NFL season
 - Initial spikes in player activity likely to recede in the months after a state launch
-  Significant growth potential in North America in coming 6-12 months and beyond

Financial targets

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

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





Contact information

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Upcoming events

Year-end report 2021
23 February 2022

Annual report 2021
Week 13 2022

Interim report Q1 2022
18 May 2022

Interim report Q2 2022
18 August 2022