M.O.B.A. NETWORK AB

ANNUAL REPORT

2023

M.O.B.A. Network AB (publ)
Stockholm
Corp. reg. no.: 559144-3964

Birger Jarlsgatan 2
10246 Stockholm

wearemoba.com
info@wearemoba.com

Table of Contents

CEO'S STATEMENT

2023 was notable for a transformative acquisition, but also for a weak advertising market impacted by global macroeconomic factors. M.O.B.A. Network's sales in 2023 totaled SEK 273 million and EBIT was SEK 37 million with continued profitability as well as generated earnings per share despite the challenging market.

In line with the strategy of being a leading consolidator in gaming and diversifying the company's assets, M.O.B.A. implemented a transformative acquisition of the French company Wargraphs S.A.S. Wargraphs has developed one of the largest and market-leading in-game applications, Porofessor, for games such as League of Legends, which at the end of 2023 had been downloaded more than 12 million times. The acquisition was funded through a secured bond loan of EUR 25 million.

The integration of Wargraphs into the M.O.B.A. Group has exceeded expectations, and the company is currently developing a new application for the game Valorant which is expected to be released in the first half of 2024, for which M.O.B.A. has great hopes of managing to attract a new audience and new revenues.

In 2023 M.O.B.A. entered into two major strategic partnerships that developed well during the year and onward. The first is an overarching advertising agreement with the US company Raptive, under which M.O.B.A. has gained favorable terms and transferred assets in the product portfolio in the second half of 2023, with completion in early 2024.

In September 2023 M.O.B.A. entered into a partnership with Mediacube aimed at improving the product offering to connected content creators in M.O.B.A.'s YouTube network, Union For Gamers. The cooperation also means that Mediacube makes active efforts to affiliate new content creators, efforts that picked up pace in early 2024.

The market for advertising continues to be difficult to assess at the beginning of 2024. We can, however, note that the gaming industry continues be highly attractive with an affluent target group that advertisers otherwise find it difficult to reach, and previous experience shows that when the market does turn upward it will take off. Our long-term assessment of our assets is that they remain strong, are appreciated by our fans, and can continue to develop going forward. In the wake of the weak market, the Board and management conducted a strategy review, resulting in:

- Cost savings and synergies of more than SEK 5 million, which can be accomplished in 2024.
- Development of a new app for the popular game Valorant together with the creator of Porofessor. In addition, we have decided to develop and launch a further app. We judge that this can add a new and growing revenue stream from the second quarter of 2024.
- Increased commitment to traffic optimization, for which an external agency is engaged, while we have initiated recruitment of a central manager for traffic to all our community sites.
- Switch of advertising network to Raptive, which has led to increased average revenue per shown advertisement. The switch was fully implemented at the beginning of 2024, and the effects will become apparent during the year.
- Implementation of in-depth strategic cooperation with Mediacube on Union For Gamers, which has led to increased intake of new creators and a substantially expanded direct sales force for advertising. The cooperation was fully integrated at the end of 2023, and the effects will become successively apparent.

We have an exciting year ahead of us with great opportunities and challenges, principally in the shape of an advertising market that is difficult to assess. Our team is dedicated to continuing to build M.O.B.A., which is to remain the leading consolidator in gaming communities. I would like to thank the Group's employees, the senior management, the Board and all the shareholders.

Björn Mannerqvist
CEO, M.O.B.A. Network AB

MANAGEMENT REPORT

INFORMATION ABOUT THE BUSINESS

M.O.B.A. Network AB has been listed on First North since December 2019 (corporate reg. no. 559144-3964). Since January 2023, the M.O.B.A. Network AB share has also been listed for trading on the US trading platform OTCQX. In July 2023, M.O.B.A. Network AB's bond was also listed for trading on Nasdaq. The M.O.B.A. Group is active in the sale of services and products in electronic games sector. The Group comprises the parent company and two subsidiaries. Operations are conducted in Sweden, Canada, the United States and France.

Operations

M.O.B.A. Networks is the parent company of an international group of digital forums for network-based gaming.

The parent company's operations comprise managing and continuing to develop the subsidiaries Wargraphs (France), CriticalClick (Canada) and Magic Find (USA), as well as the communities MMORPG and ResetEra owned by the parent company.

CriticalClick and Wargraphs operate exclusively in the M.O.B.A. Advertising Sales business sector, while Magic Find operates within both M.O.B.A. Advertising Sales and M.O.B.A. Video Sales. The operations of the subsidiary CriticalClick have been profitable for several years. Profitability declined in 2023, leading to the asset being written down by SEK 27 million in the end-of-year accounts. The company is continuing to show positive cash flows. CriticalClick has been developing online forums' known as communities, since 2009 for users of popular network-based computer games such as League of Legends, DOTA 2 and SMITE. These operations are entirely independent of the developers of the games the forums relate to.

The French company Wargraphs was acquired during the year. This business has been profitable for several years and has good cash flow. Wargraphs is a leading gaming service supplier and developer of game applications that provide gamers with important statistics and data for popular games such as League of Legends, Teamfight Tactics and Legends of Runeterra. Wargraphs is a digital publisher with revenues principally attributable to sale of advertising through its websites and its world-leading game application (Porofessor).

The subsidiary Magic Find has had profitable operations for several years and has good cash flow. Magic Find has owned and developed online forums, known as communities, since 2019 for users of popular network-based computer games such as World of Warcraft, Hearthstone and Magic the Gathering. These operations are entirely independent of the developers of the games the forums relate to. In addition to the communities, Magic Find also operates the YouTube network Union For Gamers with around 1,000 affiliated "content creators", which generated over 8 billion views in 2023.

M.O.B.A. Network currently operates 25 well-established communities and the Union For Gamers, a YouTube network for gaming content. According to internal statistical tools, including Google Analytics, in certain months these forums generate more than 100 million visits, and video content through Union For Gamers is viewed up to 800 billion times in certain months. These traffic statistics show that some of the company's assets can be attributed to the world's largest forums.

The company's communities are aimed at gamers with varying levels of experience. Beginners and organized team players both visit the websites, which have user forums with thousands of discussions ("threads"), gaming tips, strategy discussions, interviews with successful gamers, and information on game-related events.

The commercial edge that CriticalClick and Magic Find enjoy consists of dedicated knowledge of how to establish and maintain large communities, and their ability to identify new and existing games communities can be created around. Successful forums quickly grow to become attractive brands in the gaming industry and among gamers, leading to an increase in the number of visitors achieved to a significant degree without marketing initiatives.

Corporate Governance Report

The Group's corporate governance report can be found on the website www.wearemoba.com.

Revenues

M.O.B.A.'s revenues primarily come from our YouTube network Union For Gamers, programmatic advertising, direct selling of advertising space, premium subscriptions, and associated services within gaming and the e-sports value chain.

M.O.B.A. Advertising Sales

In this business sector revenues are recognized that are generated through our collaborations with advertising brokers, as well as revenues generated through direct sale and partnerships via internal resources on our network-based communities.

M.O.B.A. Video Sales

Revenues are recognized in this business sector that are generated via the Union For Gamers brand. The Union For Gamers is our YouTube network where revenues are generated from digital advertising linked to our Content Creators videos.

Personnel and organization

The number of employees at the end of the period was 9 (9). Including external resources such as dedicated individuals at contract suppliers and consultants, M.O.B.A. employed 27 (29) persons. Employees and employed persons are defined as full-time equivalents.

SIGNIFICANT EVENTS DURING THE FINANCIAL YEAR

- The company appointed Andreas Björkman as Group CFO on March 15. Andreas has many years of experience as auditor from Grant Thornton and as CFO of Generaxion.

- The company's YouTube network, Union For Gamers (UFG), launched "Shorts", a new format for creators, in March. The goal of YouTube Shorts is to be a competitive alternative to TikTok and open up a new revenue stream in UFG.

- On May 5, the company announced that it was acquiring Wargraphs S.A.S., provided funding is secured. The purchase consideration was a maximum of SEK 580 million, with SEK 290 paid at the time of the acquisition and remaining contingent additional consideration of SEK 290 paid in 2024 and 2025. Nordea Bank Abp was engaged to issue senior secured bonds. Wargraphs S.A.S. is a digital publisher with revenues principally attributable to sale of advertising through its websites and its world-leading game application (Porofessor). As of 2021/22 (the accounting period ended on November 30, 2022), Wargraphs S.A.S. generated rolling twelve-month adjusted net sales of SEK 137 million and adjusted EBITDA of SEK 94 million. Operating cash flow for the same period was around SEK 74 million. To put this in context, total sales for M.O.B.A. and Wargraphs proforma in 2022 were SEK 427 million, with an EBITDA of SEK 126 million.

- The company announced on May 11 that it had successfully placed a senior secured bond loan with a volume of EUR 290 million within a framework of EUR 696 million with a maturity of 3 years. The bonds have a variable interest rate of 3 months EURIBOR plus 10.00 percentage points per year and were issued at par.

- The company acquired Wargraphs S.A.S. on May 30. Wargraphs is a leading gaming service supplier and developer of game applications that provide gamers with important statistics and data for popular games such as League of Legends, Teamfight Tactics and Legends of Runeterra. Wargraphs is a digital publisher with revenues principally attributable to sale of advertising through its websites and his world-leading gaming application Porofessor, which has around 800,000 digital users. The company has been consolidated since June 1, 2023.

- After completion of the acquisition on May 30, 2023, the company was able to verify the cash position generated from December 1, 2022 to May 31, 2023. The cash position in Wargraphs totaled SEK 38 million, against a previous estimate of SEK 23-29 which had been communicated through press releases and an investor presentation for the bond.

- The company held its annual general meeting on June 20, 2023. The meeting resolved to approve the income statement and balance sheet and the consolidated income statement and balance sheet, as well as the allocation of the company's loss according to the adopted balance sheet. The meeting resolved to discharge the members of the Board and the CEO from liability. Re-election of the Board members Henrik Henriksson, Maria A. Grimaldi, Jonas Bertilsson and Manfred Gottschlich and of the Chairman of the Board Fredrik Burvall.

- The company published the bond prospectus and applied to commence trading of bonds on Nasdaq Stockholm on June 30.

- The Group signed a new advertising agreement with US-based Raptive, which operates a global advertising network and has previously managed the advertising offering for the community websites operated by M.O.B.A.'s subsidiary Magic Find. The agreement enables M.O.B.A. to transfer further community websites on the same improved terms over time, when other contracts expire. The contract provides substantially improved terms and will lead to increased earnings for M.O.B.A.

- The Group entered into a strategic cooperation with Mediacube Worldwide, with the intention of further strengthening revenues for Union for Gamers (UFG), the YouTube network owned and operated by M.O.B.A. Network. Through this cooperation, the Group will strengthen its role in gaming communities and among content creators, while benefiting from Mediacube's prominent expertise in content creation and operation of YouTube networks (MCN).

- Mediacube, a pioneer in Multi-Channel Network (MCN), has taken further steps through its innovative service MCP toward optimizing the opportunities for content creators to generate income. The cooperation was initiated on September 1 and means that Mediacube will assist in the operational business of Union For Gamers in accordance with M.O.B.A. Network's requirements and specifications. This change is aimed at offering the best technical solutions for content creators, including a dedicated sales team. In the judgment of the senior management, this change is expected to attract new content creators. The cooperation is predicted to result in an increase in revenues, while generating costs savings in the existing structure.

- The company has experienced a successful start to the Group's partnership with MediaCube Worldwide Inc. Implementation of the partnership with Mediacube Worldwide Inc. has progressed according to plan and took place in the fourth quarter, increasing revenue opportunities and the service offering for Union For Gamers (UFG), the YouTube network owned and operated by M.O.B.A. Network. The integration of MCPay, Mediacube's finance service, brings greater flexibility and better services for UFG's content creators, for example daily disbursements, advance payment and flexible transfers of funds to various charge cards, accounts and e-wallets. It means an improved financial experience for creators of content in the UFG network. Since the launch of the partnership, M.O.B.A. Network has seen an increase in the number of content creators globally affiliated to the network, but full effect will be generated in 2024. These additions each contribute their varying content, perspectives and reach to broadening UFG's offering.

- Impairment charges of SEK 37 million were made in the financial statements at December 2023. The impairments are non-cash items and are non-recurring.

  As a consequence of the historically weak advertising market apparent in 2023, combined with an increased discount rate (WACC), short-term book value has been challenged for CriticalClick, an asset acquired in 2018. A non-cash impairment charge of SEK 27 million has therefore been made. M.O.B.A. Network continues to have confidence in the long-term growth prospects of the assets in CriticalClick, with early 2024 having shown organic growth. The impairment charge is equivalent to 27% of the total carrying amount of goodwill and other intellectual property rights, attributable to the acquisition of CriticalClick.

  The company also decided to apply a full impairment charge to the value of the asset LoLWiz. The LoLWiz app was acquired in fall 2022 and was recognized in the balance sheet as a brand asset. LoLWiz operated in the same segment as the Porofessor app, and because Porofessor is the leading app in the market and the product M.O.B.A. will continue to invest in, a decision was made to close down the LoLWiz app, which means that the asset is written off from the balance sheet in an amount totaling SEK 10 million.

- The company established that no additional consideration will be paid for year 1 regarding the acquisition of Wargraphs S.A.S., which in accordance with IFRS is booked as other revenue in the 2023 financial statements and has a positive impact on profit of SEK 57 million. The company continues to have confidence in the long-term growth prospects of the assets in Wargraphs S.A.S., with a continued strong influx of users to Porofessor.

SIGNIFICANT EVENTS AFTER THE FINANCIAL YEAR

- The Group has taken the strategic decision to increase its investments in projects relating to app development and in-game advertising as a revenue model. The decision is a consequence of the strong growth of the in-game app Porofessor and a positive market outlook in coming years supported by external market analyses.

  As previously communicated, the Group is developing a new in-game app and community for the hugely popular game Valorant developed by Riot with planned launch and integration into the company's portfolio in the first half of 2024. Further in-game apps will follow after this launch.

- The Group is implementing a change of CEO and strengthening the senior management. Anders Ribbing assumes the role of CEO on June 24, Anders joins from a role as CCO (Chief Commercial Officer) at Everysport Group AB (publ) and has extensive experience of successfully managing businesses based on digital products and services. Anders has fulfilled many key roles in larger companies such as TV4-Gruppen and has also acted as strategy consultant, CEO and entrepreneur with successful exits behind him. Anders is well acquainted with the company's present-day business model and has broad experience of evaluating and applying new business models. In his role as COO, Björn Mannerqvist will focus on optimizing the company's SEO and AI initiatives and work on existing business and new growth projects.

CONSOLIDATED FIVE-YEAR OVERVIEW

Group Overview Amounts in TSEK unless otherwise indicated	01/01/2023 12/31/2023	01/01/2022 12/31/2022	10/01/2020 12/31/2021	10/01/2019 09/30/2020	10/01/2018 09/30/2019
Profit					
Net sales	273,154	289,815	209,684	30,825	22,512
Profit before depreciation and amortization (EBITDA)	89,801	32,130	32,288	14,543	11,700
Operating profit (EBIT)	37,277	27,314	29,026	12,908	10,711
Pre-tax profit	11,727	26,189	27,745	12,659	9,832
Profit for the year	7,710	21,904	19,751	7,959	6,490
Basic earnings per share	0.3	1.0	11.6	4.8	4.9
Diluted earnings per share	0.3	1.0	2.3	4.8	4.9
Financial position					
Total assets	817,239	398,101	346,161	130,592	116,632
Equity	308,151	308,811	247,991	105,681	84,442
Equity/assets ratio, %	38%	78%	72%	81%	72%
Average number of employees	9	9	6	4	1
Share					
Equity per share (SEK)	13.6	13.6	11.1	62.0	54.2
Average number of shares	22,682,820	22,608,773	8,563,533	1,671,492	1,325,974
Number of shares at end of period	22,682,820	22,682,820	22,385,820	1,703,582	1,558,582

The 2020/2021fiscal year is an extended fiscal year of 15 months.

OPERATIONAL RISKS AND UNCERTAINTY FACTORS

M.O.B.A.'s operations are subject to certain risks that can impact earnings or the financial position to a greater or lesser extent. These can be divided into sector-related and business-related risks, and financial risks. The Board and management continuously identify the risks in the business and subsequently appropriate management of the negative impact of the risks on the Group's financial position.

Development, maintenance and operation of IT systems

M.O.B.A. Network's success depends on the reliability, functionality, maintenance, operation and continued development of the company's integrated technology platforms, including the company's websites, mobile systems, customer service, finance and reporting, marketing, purchasing, and its business platform.

The quality of and M.O.B.A. Network's use of the information generated by IT systems and the Group's ability to implement new systems and upgrades impact its ability to:

- effectively run its business with respect to its customers;
- maintain a cost-effective business model at the same time as the business is growing.

If M.O.B.A. Network is unable to effectively manage development, or fails to implement new systems and upgrades, this can have a negative impact on the Group's growth, which can in turn have a significant negative impact on the Group's business, financial position, and earnings.

Opportunities for sales and growth

M.O.B.A. Network, like other companies, is reliant on its reputation in the market, which is important in relation to both acquiring new customers and retaining existing ones. Reputational damage can result from customer complaints, negative publicity surrounding M.O.B.A. Network as a company, and losses of attractive brands.

M.O.B.A. Network's reputation is also important with respect to its suppliers and other business partners as it is dependent on maintaining good relationships with these. Dissatisfaction among suppliers can lead to loss of contracts or to the company failing to establish new relationships with new suppliers.

If any of these risks are ever realized, they could have a significant negative impact on the company's operations, financial position and earnings.

Partners and subcontractors
The company is reliant on partners and has established collaborations and business relationships with recognized market players. If any of these partners ever found themselves in a position that hinders or delays their activities in the context of this collaboration or business relationship, there would be a risk of the Group's business being negatively impacted.

Changes in the computer gaming industry
The Group provides access to several online communities, each of which is targeted at a particular computer game, allowing gamers to meet to discuss and share knowledge. As a result, M.O.B.A. Network relies on the interest these games enjoy and their ability to remain popular. It is not possible to rule out changes in consumer behavior within e-sports, computer games or closely related industries which could lead to a decline in interest in these games. There is therefore a risk that a change in consumer behavior would lead to fewer visitors to the Group's websites and fewer visitors to our content creators' YouTube channels, which in turn would lead to a decrease in the Group's advertising revenues. This development would consequently have a significant negative impact on M.O.B.A. Network's operations, financial position and earnings.

Competitors
Some of M.O.B.A. Network's competitors are companies with large financial resources. A large-scale investment and product development from a competitor may entail risks in the shape of reduced sales. Moreover, companies with global operations who currently work in closely related sectors may decide to establish a presence in the Group's area of activities.

A weakening of the Group's market position and/or an increase in competition could have a significant negative impact on M.O.B.A. Network's operations, financial position and earnings.

Tax
M.O.B.A. Network conducts its primary operations in subsidiaries in Canada, the United States and France. Operations are conducted in accordance with the Group's interpretation of applicable tax laws, tax agreements and regulations in these countries.

Currency risk
The Group's operations are exposed to currency risk in the form of exchange-rate fluctuations. The Group's currency risk consists partly of transaction risk, which relates to purchases and sales in foreign currency, and partly of the translation risk, which relates to funding via a bond loan in EUR and investments in foreign subsidiaries and changes in exchange rates when the results of the foreign subsidiaries are translated to Swedish kronor. All the Group's subsidiaries have the US dollar as the currency for all revenues and the majority of their costs, and the currency risk in operation is therefore attributable to USD and in financing is attributable to EUR.

Inflation risk and market turmoil
The war in Ukraine and the turmoil in the Middle East have led to general market turmoil. Inflation and interest rates around the world have risen in the wake of this turbulence and war. This has led to general turmoil in the world's advertising markets, which in turn poses a risk to the Group's operations. High inflation also increases the risk of increased costs in terms of server costs, IT services, etc. Furthermore, high inflation levels create pressure for increased salaries for the Group's employees and consultants.

Interest-rate risk
The Group's sources of funding are mainly cash flow from operating activities and borrowings. The borrowings, which are interest-bearing at variable interest rate, expose the Group to a relatively great interest-rate risk. The bonds have covenants linked to them that the Group respects. If the covenants were not respected, it would primary impede further issuing of bonds and consequently the opportunity to increase borrowing. The Group strives to strike a balance between the estimated current cost of borrowing and the risk of a major change in interest rates having a negative impact on earnings. Inflation and increased debt to equity have made the Group more sensitive to changes in interest rates. The Group's Board and management pay close attention to interest-rate risk.

For a more detailed description of the Group's risk management, see also Note 3.

FINANCIAL POSITION

Group turnover during the period totaled SEK 273 (290) million, a decrease in turnover of six percent. Adjusted EBITDA was SEK 39 (32) million, an increase of 20 percent. The year was notable for a challenging global macroeconomic climate, which had a negative impact on the advertising market.

Group operating costs during the year were SEK 302 (270) million. The increase in costs can be principally attributed to impairment of goodwill in the subsidiary CriticalClick and impairment of brands linked the app LoLWiz. The impairment charges total SEK 37 million. In addition to this, the Group has had substantial costs related to the year's acquisitions and issuing of bonds.

The Group's operating profit during the period was SEK 37 (27) million, profit before tax was SEK 11 (26) million and profit for the year was SEK 8 (22) million.

The Group's total assets were SEK 817 (398) million, of which non-current assets totaled SEK 699 (314) million. The increase is mostly attributable to the acquisition of Wargraphs S.A.S. In addition, the Group has a financial asset linked to the portion of the bond the Group has in its own book.

Group current assets increased by SEK 13 million to SEK 97 (84) million. The increase is principally linked to preliminary tax payments to French tax authorities of SEK 14 million.

Group equity totals SEK 308 (309) million. Profit for the year was SEK 8 (22) million.

Non-current liabilities totaled SEK 446 (40) million. The Group issued a secured bond of SEK 290 million during the year, and at the same time repaid the whole of its liability to credit institutions. A calculated additional consideration of SEK 88 million relating to the acquisition of Wargraphs will be established at the end of 2024. The Group also has an overdraft facility with Nordea of SEK 28 million, unused. The item for deferred income tax liabilities has increased by SEK 60 million and totals SEK 90 (30) million. The increase is attributed to the acquisition of Wargraphs, with 25% (applicable rate of tax in France) of the value of the technical platform and brand value being booked as a deferred tax liability on the liabilities side of the balance sheet.

The Group's bond loans have associated covenants. The covenants limit the net liability in relation to EBITDA to a maximum of 4.5. The Group fulfills all covenants.

Group current liabilities total SEK 63 (49) million. The increase principally relates to the current portion of the consideration for Wargraphs of SEK 22 million, which is recognized among other current liabilities. A reclassification of trade payables to accrued expenses and deferred income of SEK 30 million took place during the year.

Cash flow in the period

Cash flow from operating activities before changes in working capital during the year was SEK 7 million (SEK 28 million). After changes in working capital, the Group shows cash flow of SEK -7 (23) million. Cash flow from investing activities is SEK -234 (-17) million, principally linked to the acquisition of Wargraphs. Cash flow from financing activities is SEK 243 (1) million, principally linked to the issuing of bonds. The sum total of cash flow for the year is SEK 3 (7) million.

Opening cash and cash equivalents totaled SEK 48 million and closing cash and cash equivalents, after exchange differences in cash and cash equivalents of SEK -2 (5) million, total SEK 49 million. In addition to this, the Group has as an unused overdraft facility from Nordea of SEK 28 million.

OWNERSHIP STRUCTURE

M.O.B.A. Network AB was listed on the First North Growth Market on December 12, 2019.

Name	Number of shares	Share of votes
NanoCap Group AB	5,129,300	22.6%
Trottholmen AB	3,638,088	16.0%
AB RUGOSA Invest	2,375,995	10.5%
BGF Foundation AB	2,298,500	10.1%
Tin Ny Teknik	2,166,570	9.6%
Mikael Gottschlich	2,003,290	8.8%
Alcur Select	1,684,005	7.4%
Bank Julius Baer & Co LTD	785,000	3.5%
Digital Spine AB	524,462	2.3%
Others	2,077,610	9.2%
Total	**22,682,820**	**100%**

SUSTAINABILITY

Sustainability is an important policy issue for the business, actively pursued through continuous improvement efforts focusing on the environment and safety. Environmental issues are exemplified by:

- Digital distribution of all services
- Digital platform for meetings to minimize travel with an environmental impact
- Environmentally friendly consumables combined with recycling

M.O.B.A. Network AB's operations have very low environmental impact as everything takes place online.

PROPOSAL REGARDING ALLOCATION OF EARNINGS AT 2023 AGM

The Board proposes that accumulated profits at 12/31/2023 of SEK 8,841,710 be carried forward.

For changes in equity during the fiscal year, please refer to the Consolidated and Parent Company Statement of changes in equity.

Otherwise, please refer to the following financial statements with notes.

FINANCIAL CALENDAR

Annual General Meeting	04/26/2024
Interim report	05/15/2024
Interim report	08/22/2024
Interim report	11/13/2024

FINANCIAL STATEMENTS

CONSOLIDATED INCOME STATEMENT

Amounts in thousands of Swedish kronor (TSEK)	Note	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Net sales	6	273,154	289,815
Capitalized work performed for own use		7,614	6,791
Other operating income	7	58,181	1,130
Total		**338,949**	**297,737**
Operating expenses			
Direct costs		-201,400	-231,543
Other external costs	8	-35,588	-23,210
Costs of remuneration of employees	9	-10,754	-10,159
Depreciation and amortization of property, plant and equipment and intangible assets	12	-52,523	-4,816
Other operating expenses		-1,407	-695
Total operating expenses		**-301,672**	**-270,422**
Operating profit		**37,277**	**27,314**
Finance income	10	1,903	1,856
Finance costs	10	-27,454	-2,981
Financial items – net		**-25,550**	**-1,125**
Pre-tax profit		**11,727**	**26,189**
Income tax	11	-4,016	-4,286
Profit for the year		**7,710**	**21,904**
Basic earnings per share (SEK)		0.3	1.0
Diluted earnings per share (SEK)		0.3	1.0

CONSOLIDATED COMPREHENSIVE INCOME STATEMENT

Amounts in thousands of Swedish kronor (TSEK)	Note	01/01/2022 12/31/2022	01/01/2022 12/31/2022
Profit for the period		**7,710**	**21,904**
Other comprehensive income			
Items that may be reposted to the income statement:			
Exchange differences		-8,370	32,917
Other comprehensive income for the period, after tax		**-8,370**	**32,917**
Total comprehensive income for the period		**-660**	**54,821**
Number of shares at end of period		22,682,820	22,682,820
Average number of shares		22,682,820	22,389,048
Average number of shares taking account of dilution of options		22,682,820	22,445,820

CONSOLIDATED BALANCE SHEET

Amounts in thousands of Swedish kronor (TSEK)	Note	12/31/2023	12/31/2022
ASSETS			
Non-current assets	12		
Capitalized development expenditure		15,188	12,427
Brands		280,439	165,790
Goodwill		282,672	131,842
Technical platform		120,953	4,252
Financial investments	13	21,082	-
Total non-current assets		**720,334**	**314,311**
Current assets			
Accounts receivable	14	12,935	10,950
Other receivables		33,015	21,746
Prepaid expenses and accrued income		1,706	2,812
Cash and cash equivalents		49,249	48,282
Total current assets		**96,905**	**83,790**
TOTAL ASSETS		**817,239**	**398,101**

Amounts in thousands of Swedish kronor (TKR)		12/31/2023	12/31/2022
EQUITY			
Equity attributable to parent company shareholders	15		
Share capital		2,268	2,268
Other paid-up capital		203,616	203,616
Reserves		38,503	46,873
Retained earnings		56,054	34,150
Profit for the year		7,710	21,904
Total equity		**308,151**	**308,811**
LIABILITIES			
Non-current liabilities			
Bond loans	16	268,579	-
Contingent additional purchase consideration	16	87,768	-
Other borrowing	16	-	11,250
Deferred tax liabilities	11	89,984	28,948
Total non-current liabilities		**446,332**	**40,198**
Current liabilities			
Other borrowing	16	-	5,000
Accounts payable		4,491	41,565
Current tax liabilities		-	671
Other current liabilities	17	22,960	1,077
Accrued costs and deferred income	18	35,305	779
Total current liabilities		**62,756**	**49,092**
TOTAL LIABILITIES AND EQUITY		**817,239**	**398,101**

CHANGES IN EQUITY

Amounts in thousands of Swedish kronor (TSEK)	Share capital	Other paid-up equity	Reserves	Retained earnings	Total
Opening balance at 01/01/2022	**2,239**	**197,646**	**13,957**	**34,149**	**247,989**
Profit for the year	–	–	–	21,904	21,904
Other comprehensive income for the year	–	–	32,917	–	32,917
Total Comprehensive income	**0**	**0**	**32,917**	**21,904**	**54,821**
Transactions with shareholders in their capacity as owners:					
New share issue	29	5,970	–	–	6,000
Total Transactions with shareholders	**30**	**5,970**	**0**	**0**	**6,000**
Closing balance at 12/31/2022	**2,268**	**203,616**	**46,874**	**56,053**	**308,811**
Opening balance at 01/01/2023	**2,268**	**203,616**	**46,874**	**56,053**	**308,811**
Profit for the year	-	-	-	7,710	7,710
Other comprehensive income for the year	-	-	-8,370	-	-8,370
Total Comprehensive income	–	–	-8,370	7,710	-659
Closing balance at 12/31/2023	**2,268**	**203,616**	**38,504**	**63,763**	**308,152**

CONSOLIDATED CASH-FLOW STATEMENT

Amounts in thousands of Swedish kronor (TSEK)	Note	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Cash flow from operating activities			
Operating profit		37,277	27,314
Adjustments for non-cash items	21	-1,992	4,790
Interest received		1,625	–
Interest paid		-23,746	-531
Tax paid		-6,091	-3,744
Cash flow from operating activities before change in working capital		**7,073**	**27,829**
Changes in working capital			
Increase/decrease in trade receivables		-1,986	2,351
Increase/decrease in other current receivables		-10,163	2,611
Increase/decrease in other current liabilities		35,171	-223
Increase/decrease in trade payables		-37,073	-9,576
Cash flow from operating activities		**-6,978**	**22,991**
Cash flow from investing activities			
Acquisition of subsidiaries, net of cash and cash equivalents acquired	20	-225,922	–
Investments in intangible assets	12	-7,614	-16,836
Cash flow from investing activities		**-233,537**	**-16,836**
Cash flow from financing activities			
New share issue/share issue costs		-	6,000
Loans raised	16	261,743	–
Repayment of loans	16	-18,379	-5,417
Cash flow from financing activities		**243,364**	**583**
Cash flow for the year		**2,849**	**6,738**
Cash and cash equivalents at beginning of period		48,282	36,601
Exchange differences in cash and cash equivalents		-1,883	4,943
Cash and cash equivalents at year end		**49,249**	**48,282**

PARENT COMPANY INCOME STATEMENT

Amounts in thousands of Swedish kronor (TSEK)	Note	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Operating income			
Net sales		20,090	26,672
Other operating income		692	1,108
Total operating income		**20,782**	**27,780**
Operating expenses			
Goods for resale		-3,036	-3,271
Other external costs	8	-17,731	-8,057
Personnel costs	9	-3,986	-4,290
Depreciation and amortization of property, plant and equipment and intangible assets	12	-19,643	-10,602
Other operating expenses		-713	-601
Total operating expenses		**-45,108**	**-26,821**
Operating profit		**-24,326**	**960**
Financial items			
Earnings from shares in Group companies		22,269	18,682
Interest income and similar profit/loss items		69,538	1,856
Interest expenses and similar profit/loss items		-73,578	-3,126
Profit from financial items		**18,229**	**17,413**
Pre-tax profit		-6,098	18,372
Other taxes		-1,072	-934
Profit for the year		**-7,169**	**17,438**

PARENT COMPANY BALANCE SHEET

Amounts in thousands of Swedish kronor (TSEK)	Note	12/31/2023	12/31/2022
ASSETS			
Non-current assets			
Intangible assets			
Brands	12	28,449	48,091
Total intangible assets		**28,449**	**48,091**
Financial assets			
Shares in Group companies	19	179,223	179,189
Financial investments	13	21,082	-
Receivables from Group companies		254,958	-
Total financial assets		**455,263**	**179,189**
Total non-current assets		**483,711**	**227,280**
Current assets			
Current receivables			
Trade receivables		2,949	3674
Receivables from Group companies		578	872
Other receivables		513	127
Prepaid expenses and accrued income		650	264
Total current receivables		**4,690**	**4,938**
Cash and bank balances		156	7,074
Total current assets		**4,846**	**12,012**
TOTAL ASSETS		**488,557**	**239,292**

Amounts in thousands of Swedish kronor (TSEK)	Note	12/31/2023	12/31/2022
EQUITY AND LIABILITIES			
Equity	15		
Restricted equity			
Share capital		2,268	2,268
Unrestricted equity			
Share premium reserve		203,616	203,616
Retained earnings		16,011	-1,427
Profit for the year		-7,169	17,438
Total unrestricted equity		**212,458**	**219,627**
Total equity		**214,726**	**221,895**
Non-current liabilities	16		
Bond loans		268,579	-
Borrowings		-	11,250
Total non-current liabilities		**268,579**	**11,250**
Current liabilities			
Liabilities to credit institutions	16	-	5,000
Accounts payable		740	212
Other liabilities		184	178
Accrued costs and deferred income	18	4,328	758
Total current liabilities		**5,252**	**6,147**
TOTAL LIABILITIES AND EQUITY		**488,557**	**239,292**

PARENT COMPANY CHANGES IN EQUITY

Amounts in thousands of Swedish kronor (TSEK)	Share capital	Share premium reserve	Retained earnings	Total
Opening balance at 01/01/2022	**2,239**	**197,647**	**-1,427**	**198,458**
Profit for the year			17,438	17,438
New share issue / subscription for warrants	30	5,970		6,000
Closing balance at 12/31/2022	**2,268**	**203,616**	**16,011**	**221,895**
Opening balance at 01/01/2023	**2,268**	**203,616**	**16,011**	**221,895**
Profit for the year			-7,169	-7,169
Closing balance at 12/31/2023	**2,268**	**203,616**	**8,842**	**214,726**

PARENT COMPANY CASH FLOW STATEMENT

Amounts in thousands of Swedish kronor (TSEK)	Note	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Cash flow from operating activities			
Operating profit		-24,326	960
Adjustments for non-cash items			
- Write-back of amortization		19,643	10,602
- Non-realized currency translations		-14,245	–
Interest received		23,429	–
Interest paid		-23,827	-676
Dividends received		22,269	18,682
Tax paid		-1,072	-934
Cash flow from operating activities before change in working capital		**1,871**	**28,633**
Changes in working capital			
Increase/decrease in internal balances		294	-872
Increase/decrease in trade receivables		725	343
Increase/decrease in other current receivables		-493	118
Increase/decrease in other current liabilities		-80	-830
Increase/decrease in trade payables		528	-90
Cash flow from operating activities		**2,845**	**-1,332**
Cash flow from investing activities			
Acquisition of subsidiaries, net of cash and cash equivalents acquired	19	-34	–
Investments in intangible assets	12	-	-10,045
Cash flow from investing activities		**-34**	**-10,045**
Cash flow from financing activities			
New share issue/share issue costs		-	6,000
Loans raised	16	261,743	–
Loans issued, Group companies		-254,958	-12,336
Repayment of loans		-16,250	-5,417
Cash flow from financing activities		**-9,465**	**-11,753**
Cash flow for the year		**6,654**	**5,503**
Cash and cash equivalents at beginning of period		7,074	1,998
Exchange differences in cash and cash equivalents		-265	-427
Cash and cash equivalents at year end		**156**	**7,074**

NOTES TO THE FINANCIAL STATEMENTS

1. GENERAL INFORMATION

The Group's main activities revolve around developing online forums, "communities" for users of popular network-based computer games. Revenue is generated through internet-based advertising on the websites where the forums are hosted. The Group also owns a YouTube network, Union For Gamers, where revenue is generated from digital advertising connected to our content creator videos.

The parent company is a limited company registered in Sweden, with domicile in Stockholm. The mailing address is Birger Jarlsgatan 2, 114 34 Stockholm.

All amounts are stated in TSEK unless otherwise indicated.

The financial statements have been prepared subject to the Group conducting its business according to the principle of going concern.

2. SUMMARY OF SIGNIFICANT ACCOUNTING AND MEASUREMENT POLICIES

The most important accounting policies that have been applied in preparing these consolidated financial statements are stated below. These policies have been applied consistently for all presented years, unless otherwise stated.

2.1 BASIS FOR PREPARATION OF THE REPORTS

The consolidated financial statements have been prepared in accordance with the Swedish Annual Accounts Act, RFR 1 Supplementary Accounting Rules for Groups, as well as International Financial Reporting Standards (IFRS) and IFRIC interpretations as adopted by the EU for fiscal years commencing on January 1, 2023. The parent company prepares its financial statements in accordance with the Swedish Annual Accounts Act and RFR 2, Reporting for Legal Entities.

The Group applies a number of new standards and interpretations with effect from January 1, 2023. None of the new standards and interpretations that the Group applies with effect from January 1, 2023 have had any material impact on the Group's financial reports.

All relevant standards that are applicable from 01/01/2023 inclusive, or earlier, have been applied in preparing this consolidated financial statement. Certain IFRS amendments that came into force on January 1, 2023, and have therefore started to be applied this year, have not had a material impact on the Group's results and position. As of the date of approval of these consolidated financial statements, certain new standards, amendments and interpretations of existing standards that have not yet entered into force have been published by the IASB or the IFRIC. None of these standards have been early adopted by the Group. No interpretation has been published which is applicable to the Group and which thus needs to be taken into account by the Group as of the balance sheet date.

2.2 CONSOLIDATION PRINCIPLES

Subsidiaries

Subsidiaries are all companies which the Group has controlling influence over. The Group controls a company when it is exposed to or has the right to variable returns from its holding in the company, and has the ability to affect returns through its influence over the company. Subsidiaries are included in the consolidated financial statement from the day on which the controlling influence transfers to the company. They are deconsolidated from the day on which the controlling influence ends.

The acquisition method is applied to reporting of the Group's business combinations. The purchase price for the acquisition of a subsidiary consists of the fair value of the assets and liabilities assumed, and the shares issued by the Group. The purchase consideration also includes the fair value of all assets or liabilities that result from an agreement on contingent purchase consideration.

Acquisition-related costs are recognized as costs when they arise.
Identifiable assets acquired and liabilities assumed in a business combination are initially valued at fair value at the date of acquisition.

The amount by which a purchase consideration exceeds the fair value of the Group's share of identifiable acquired net assets is recognized as goodwill.

2.3 TRANSLATION OF FOREIGN CURRENCIES

Functional currency and reporting currency

Items included in the financial statements for the various entities within the Group are valued in the currency used in the economic environment in which the company concerned primarily operates (functional currency). The consolidated financial statements use the Swedish krona (SEK) as reporting currency, which is also the parent company's reporting currency. The functional currency for the US subsidiary is USD, for the Canadian subsidiary is USD and for the French subsidiaries is EUR.

Transactions and balance sheet items
Transactions in foreign currencies are converted to the functional currency at the exchange rates applicable on the transaction date. Exchange gains and losses that occur upon payment of such transactions and upon conversion of monetary assets and liabilities in foreign currencies at the rate on the balance sheet date are recognized in the income account. Exchange differences on loans granted and raised are recognized under net financial items, while other exchange differences are included in operating profit.

Translation of foreign subsidiaries
In preparing consolidated financial statements, the balance sheets of the Group's foreign operations are translated from their functional currency to Swedish kronor based on the rate at the balance sheet date. The income statement and other comprehensive income are translated at the average exchange rate for the period. The translation differences arising are recognized through other comprehensive income against the translation reserve in equity. The accumulated translation difference is transferred and recognized as a part of capital gain or capital loss in cases where the foreign operation is divested. Goodwill and adjustments to fair value which are attributable to acquisitions of operations with a functional currency other than Swedish kronor are treated as assets and liabilities in the currency of the acquired operation and translated at the exchange rate on the balance-sheet date.

2.4 REVENUE RECOGNITION
The Group's operating income comes from advertising on M.O.B.A. Network's platforms and video advertising from the YouTube network. Income is reported excluding value-added tax and any discounts.

Advertising sales are carried out by an external party who has an explicit agreement with M.O.B.A. Network for rendering these services, whereby the customer is obliged to sell advertising spaces that are available on M.O.B.A.'s platforms and M.O.B.A. is obliged to maintain the technology so that the advertising can be displayed. M.O.B.A receives a percentage of the customer's income from the sale of advertising. The customer primarily prices advertising spaces through a process where advertisers bid on available advertising spaces, with the highest bid constituting the fixed remuneration. The Group's commission is calculated based on this bid as fixed remuneration. Income is reported in the Group during that period, in which the advertising spaces have been provided and once the income can be reliably assessed, and once it is likely that future economic benefits will accrue to M.O.B.A. Settlement takes place monthly, and invoicing takes place with terms of payment of 30-60 days.

Video sales are conducted via YouTube and in conjunction with views of our content creator videos which are made available via YouTube.com. Content creators are affiliated with our multi-channel network, Union for Gamers. Union For Gamers works on offering services to content creators within areas such as brand development, cross-selling, partner management, digital rights management, revenue generation/sales, and/or target group development in exchange for a percentage of advertising revenue from the channel. Income from video sales is calculated by YouTube and collated at the end of each month. Income is reported in the Group during that period, in which the video sales have been available and once the income can be reliably assessed, and once it is likely that future economic benefits will accrue to M.O.B.A. YouTube is billed within 30 days of the end of each month.

For income according to the above categories, see Note 6.

Interest and dividends
Interest income and interest expense are allocated to particular periods using the effective interest method. Dividends are recognized at a time when the right to receive payment has been established.

2.5 SEGMENT REPORTING
The Group monitors and reports on operations in two segments, website advertising and advertising on YouTube networks. For a more detailed description of these segments, please refer to Note 2.4 Income recognition.

2.6 LEASES
The Group only has leases of lesser value or with short terms, for which lease payments are recognized as costs on a straight-line basis over the lease period. No lease agreements of lesser value or lease agreements with a term of less than 12 months have been recognized as liabilities on the balance sheet according to the rules on relief in IFRS 16.

The Group's leases for offices for the time being have a period of notice of three months on the part of M.O.B.A.

2.7 REMUNERATION OF EMPLOYEES
Salaries, social security contributions and other short-term employee benefits are recognized when the employee has performed the service. The Group only has defined-contribution pension plans. For these, the Group pays contributions to privately managed pension funds on a mandatory, contractual or voluntary basis. Once these contributions have been paid in, the Group has no other payment obligations. These contributions are reported as personnel costs when such are due.

Share-based remuneration
The Group had a share-based remuneration program active during 2022 which has now been completed. See Note 9

2.8 CURRENT AND DEFERRED TAX

The company's tax consists of current tax and where applicable deferred tax. Taxes are recognized in the income statement except when the underlying transaction is recognized in other comprehensive income or directly against equity as the associated tax effect is also recognized at this place. Current tax is the tax calculated on taxable profit for the period. Taxable profit differs from recognized profit by having been adjusted for non-taxable and non-deductible items. Current tax is tax to be paid or received pertaining to the current year, adjusted where applicable by current tax attributable to previous periods. Deferred tax is recognized according to the balance sheet method, which means that deferred tax liabilities are recognized in the balance sheet for all temporary differences that arise between the book value and value for tax of assets and liabilities. If the temporary difference has arisen in initial recognition of assets and liabilities constituting an asset recognition, on the other hand, deferred tax is not recognized. Deferred tax assets relating to deductible temporary differences and carried-forward tax losses are recognized only to the extent that it is probable that the amounts can be used against future tax surpluses. Deferred tax is calculated at statutory tax rates that have been decided upon or advised at the balance sheet date and that are expected to apply when the deferred tax asset concerned is realized or the deferred tax liability is settled.

2.9 FINANCIAL INSTRUMENTS

Financial assets recognized in the balance sheet include on the assets side loans receivable, trade receivables, financial investments and cash and cash equivalents. On the liabilities side there are non-current and current loan liabilities and trade payables. The Group does not hold any derivatives. A financial asset or financial liability is posted to the balance sheet once the Group becomes party to the contractual terms. As the financial investments are assessed together with the bond liability, only an insignificant portion of the financial assets is interest-bearing, and no description is therefore given of interest rate exposure.

Impairment of financial assets

The simplified method for calculating loss reserve is applied to the Group's trade receivables and other receivables. This method involves taking expected losses during the entire maturity of the receivable as the basis for the loss reserve. The expected credit loss levels are based on customers' credit history and loss history in recent years, where the Group has not had any credit losses.

Financial investments

The Group has bonds to a value of EUR 1.9 million in its own custody that are recognized as an asset. The bonds have a variable interest rate of 3 months EURIBOR plus 10.00 percentage points per year. The bond is initially recognized at fair value, net of transaction costs. Expenses linked to the issuing of the bonds are allocated over the term as financial expenses in the income statement. The bond is subsequently recognized at accrued cost, and any difference between the amount received (net of transaction costs) and the recoverable amount are recognized in the income statement across the loan period, applying the effective interest rate method. Exchange rate differences arising in translation of currencies are recognized in net financial items.

Borrowings

Bond loans and other credit facilities are mainly recognized as borrowings in the Group. Borrowing is initially recognized at fair value, net of transaction costs. Borrowings are subsequently reported at amortized cost, and any difference between the amount received (net of transaction costs) and the recoverable amount are recognized in the income statement across the loan period, applying the effective interest rate method. Borrowing is derecognized when the obligations have been settled, canceled or in some other way has ceased. The difference between the recognized value of a financial liability (or part of a financial liability) that has been extinguished or transferred to another party and the payment that has been made, including transferred assets that are not cash or incurred liabilities, are recognized in profit or loss.

Borrowing is classified as current liabilities unless the Group on the balance sheet date has an unconditional right to defer payment of the liability for at least 12 months.

Transaction expenses paid before loans are recognized as prepaid expenses and recognized against the loan when the loan is executed in accordance with IFRS 9. Transaction expenses are subsequently included as part of effective interest rate.

Bond loans

M.O.B.A. In 2023 successfully placed a senior secured bond loan with a volume of EUR 25 million within a framework of EUR 60 million with a maturity of 3 years. In the volume of EUR 25 million, M.O.B.A. has subscribed to EUR 1.9 million in own book. The bonds have a variable interest rate of 3 months EURIBOR plus 10.00 percentage points per year and were issued at par. The bond is initially recognized at fair value, net of transaction costs. Expenses linked to the issuing of the bonds are allocated over the term as financial expenses in the income statement. The bond is subsequently recognized at accrued cost, and any difference between the amount received (net of transaction costs) and the recoverable amount are recognized in the income statement across the loan period, applying the effective interest rate method. Exchange rate differences arising in translation of currencies are recognized in net financial items.

Liability for contingent additional purchase consideration

M.O.B.A. has a liability relating to contingent additional purchase consideration from acquisitions. Contingent additional purchase consideration can be settled both in cash and in shares in M.O.B.A. based on an amount determined by the terms of agreement.

Contingent additional purchase consideration is classified as a current financial liability if it is intended to be settled within twelve months from the reporting date. The contingent additional purchase consideration is measured at fair value, and changes in value are recognized in financial items in the income statement. Translation differences are recognized in finance income or financial costs in the income statement.

The carrying amount for all financial assets and liabilities is therefore considered to be a good approximation of fair value.

2.10 INTANGIBLE ASSETS

Intangible assets acquired separately are recognized at acquisition cost less accumulated amortization and accumulated impairment.

Intangible assets with a determinable useful life are written off over their useful life and tested for impairment when there is an indication that the intangible asset may have a lower value than has been recognized after amortization. Amortization is performed on a straight-line basis over the estimated useful life of the assets and is recognized in the Group's comprehensive income report.

Capitalized development costs

Costs incurred in order to be able to use a specific website or technical platform are capitalized and recognized in the balance sheet as capitalized development costs. Directly attributable expenses are capitalized as part of the software and include personnel expenses and a reasonable proportion of indirect costs.
The following criteria are to be fulfilled for development expenses to be capitalized:

- It is technically possible to complete the asset so that it can be used or sold.
- The company's intention is to complete the asset for use or sale.
- The conditions necessary to use or sell the software are met.
- It can be shown how the asset generates probable future economic benefits.
- There are technical, academic and other resources to complete development of the asset.
- The entity can make a reliable calculation of expenses.

The capitalized development expenses are written off from the time when the website is ready to use. The amortization period is normally 5 years.

Technical platform

The Group's technical platforms that are recognized separately have been acquired through subsidiaries and are written off over 5 years. Maintenance costs for the platform are expensed as they arise.

Brands

Intangible assets with an undetermined useful life are not written off, and are instead tested annually or more often if events or changes in circumstances indicate a potential decrease in value, either individually or at the level of the cash generating unit. M.O.B.A. Network operates 25 community websites, with each website considered to be its own brand. The company's community websites are aimed at well-known and established computer and console game titles that have been developed by other companies and have existed for a longer period of time, hence these brands are considered to have an indeterminate useful life. Game development is entirely separate from the company. The company's communities are built on providing platforms where users can create interesting content themselves, such as game strategies, discussions about games and e-sports, plus game tips and video content. Those Group brands that are considered to have an indeterminate useful life are mobafire.com, leaguespy.gg, counterstats.net, vaingloryfire.com, dotafire.com, smitefire.com, wildriftfire.com, farmfriends.gg, heroesfire.com, runeterrafire.com, artifactfire.com, owfire.com, hearthpwn.com, minecraftforum.net, minecraftstation.com, forzafire.com, overframe.gg, mtgsalvation.com, mmo-champion.com, diablofans.com, bluetracker.gg, mmorpg.com, resetera.com, Porofessorn App, porofessor.gg and leagueofgraphs.com. In addition to these brands, the company operates the YouTube network Union For Gamers (UFG). Like the Group's websites, the UFG brand is considered to have an indeterminate useful life as the network's revenues are generated primarily by its members. The UFG brand attracts new members and retains existing ones by offering a valued service to content creators on YouTube. The members in turn create content based on what is currently relevant and interesting to their audience, which is updated and changed daily. Our assessment is that, based on these premises, it is not possible to set a limited useful life for either the Group's trademark or the members of the network.

Goodwill

Goodwill is the amount by which acquisition cost in the acquisition of companies or businesses exceeds the fair value of the acquired identifiable net assets at the time of acquisition. In the acquisition analysis, acquired intangible assets, such as customer relationships and brands, are carried at market value before the remainder is attributed to goodwill. Goodwill is measured at cost less any impairments. Amortization according to plan is not done, the need for impairment instead being annually or more often if there an indication of a decline in value.

2.11 IMPAIRMENT OF NON-FINANCIAL ASSETS

Assets that have an indeterminate useful life such as goodwill and brands are tested annually in order to identify any need for impairment and are recognized at cost less accumulated impairment losses. Impairment of goodwill and brands is not reversed. Gains or losses from the disposal of an entity include the outstanding carrying value of goodwill and brands relating to the entity disposed of.

Property, plant and equipment and those intangible assets that are amortized are assessed with respect to a decrease in value whenever events or changes in circumstances indicate that the carrying value may not be recoverable. Assets are impaired by the amount by which their carrying value exceeds their recoverable amount. The recoverable amount is the higher of the fair value of the asset less selling expenses and its value in use. When determining the need for impairment, assets are grouped at the lowest level at which there are separate identifiable cash flows (cash generating units).

An impairment is reversed if there is an indication that the need for impairment is no longer applicable and there has been a change in the assumption that was used as a basis for calculating the recoverable amount. However, impairment on goodwill or brands with an indeterminate useful life is never reversed. Reversal is only performed to the extent that the carrying value of the asset after reversal will not exceed the carrying value that would have been recognized, less any amortization where applicable, if no amortization had not been performed.

2.12 EQUITY

Equity in the Group consists of the following items:

- Share capital – represents the par value of issued and registered shares.
- Other paid-in capital – contributions received by the company from shareholders and not recognized as share capital.
- Reserves – consists of exchange differences attributable to translation of foreign subsidiaries.
- Accumulated earnings including net profit for the year – equivalent to total accumulated profits and losses generated in the Group.

Transaction expenses which can be directly attributed to issue of new shares or bonds are recognized, net after tax, in equity as a deduction from the issue proceeds.

2.13 CONTINGENT LIABILITIES

A contingent liability is recognized when there is a possible obligation that arises from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the Company, or an existing obligation that arises from past events but is not recognized as a liability or provision as it is not probable that an outflow of resources will be required to settle the obligation or the amount cannot be measured with sufficient reliability.

2.14 CASH FLOW STATEMENT

The cash flow statement is prepared using the indirect method. This means that the cash flows from operating activities are recognized by profit or loss being adjusted by transactions that have not led to incoming or outgoing payments and for income and expenditure attributed to cash flows from investing and/or financing activities.

2.15 REPORTING AND ACCOUNTING PRINCIPLES AT THE PARENT COMPANY

The parent company applies the same principles as the Group, except that the parent company's reporting is prepared in accordance with RFR 2. Reporting for Legal Entities and statements from the Swedish Council for Financial Reporting. Deviations between the Group's and the parent company's reporting principles are motivated by the limits the Swedish Annual Financial Statements Act entails in the application of IFRS for the parent company, and those tax regulations which make it possible to report for a legal entity other than the Group.

The parent company applies the layouts indicated in the Annual Accounts Act, which entails application of a different presentation for equity etc.

Shares in subsidiaries and receivables from Group companies are recognized at acquisition cost less any impairment. Where there is an indication that shares and participations in subsidiaries or receivables from Group companies have decreased in value, the recoverable amount is calculated. If this is lower than the carrying value, a depreciation is performed. Impairment is recognized for shares in subsidiaries in the item Profit from participations in Group companies. The acquisition value for shares in subsidiaries includes transaction costs. In the consolidated financial statements, transaction fees are expensed in the period in which they occur.

3. FINANCIAL RISK MANAGEMENT

The Group is exposed to various financial risks through its operations: The overarching objective of financial risk management is to minimize the risks of adverse impact on Group earnings.

Risk management is managed according to guidelines adopted by the Board. The risk function includes identifying, assessing and hedging financial risks.

3.1 FINANCING RISK

The Group works actively to achieve a low refinancing risk in relating to market pricing, i.e. the best possible net financial items within given risk limits. To minimize financing risk, management works to guarantee funding ahead of all major investments. The Board regularly establishes the level of capital tied up in the loan portfolio. The management regularly prepares forecasts of Group liquidity on the basis of expected cash flows.

3.2 INTEREST-RATE RISK

Interest rate risk means the risk of changes in market interest rates having an adverse impact on Group net interest income/expense. The Group's revenues and cash flows from operation are mostly independent of changes in market interest rates as the Group does not have any material interest-bearing assets. The Group's interest-rate risk arises from the bond loans. The bonds running at variable interest rate expose the Group to a large interest-rate risk. The Group management and Board of Directors focus closely on interest rates and how changes are managed.

3.3 PRICE RISK

In connection with business combinations, the Group has signed agreements on contingent additional purchase consideration. The contingent additional purchase consideration was measured at fair value at the time of acquisition. Assumptions of future key performance indicators were used to establish fair value in the acquired business. These changed during the year through profit or loss, and the remaining contingent additional purchase consideration, which is based on the 2024 outcome, is a maximum of SEK 88 (0) million. The price risk at the end of the year is therefore positive, i.e. the liability can only decrease.

3.4 CREDIT AND COUNTERPARTY RISK

The Group endeavors to work principally with established customers with proven ability to pay and competitive operations. Credit and counterparty risk is judged to be low.

3.5 CURRENCY RISK

Currency risk is the risk of impact on the Group's profit and financial position due to changes in exchange rates. Currency risk arises through future business transactions, recognized assets and liabilities, and net investments in foreign operations. Group management monitors changes in exchange rates continuously and acts accordingly.

Group activities are mainly conducted in the United States, Canada, and France. All sales and almost all costs are in USD, and only minor amounts in SEK, EUR, or CAD. The Group's net liability is mostly in EUR. Parent Company operations are conducted in SEK, with investments in subsidiaries and borrowing in other currencies.

Group risk exposure in the form of net assets in each currency is as follows:

Group net assets per currency, amounts in TSEK	**12/31/2023**	**12/31/2022**
USD	26,197	27,693
EUR	22,195	-
CAD	447	631
Total	**48,839**	**28,323**

A change in USD exchange rate of +/- 5 percent against SEK, with everything else remaining unchanged, would have an impact on the Group's capital position of SEK 1 (1) million. A change in EUR exchange rate of +/- 5 percent against SEK, with everything else remaining unchanged, would have an impact on the Group's capital position of SEK 1 (0) million.

The largest individual currency risk for the Group is the bond loans, which are issued in EUR. A change in exchange rate of 5% would change the net bond amount by SEK 13 million. All investments funded by the bonds are made in EUR, so that the risk on the total is offset.

3.6 LIQUIDITY RISK

A liquidity risk means a situation in which cash and cash equivalents for payment of commitments cannot be guaranteed. Group liquidity reserves are to provide scope to implement investments decided upon and fulfill payment obligations. Liquidity forecasts are updated regularly, and Group management actively monitors the liquidity situation to draw attention to liquidity risks in good time.

The table below presents the non-discounted cash flows arising from the Group's liabilities in the form of financial instruments, based on the earliest remaining maturities contracted as at the reporting date and stipulated interest due dates. Those capital amounts falling due within 12 months are consistent with book amounts as the discounting effect is negligible.

Amounts in overseas currencies and amounts that must be paid based on variable interest have been estimated by applying the exchange rates and interest rates applicable as at the reporting date.

Group Amounts in TSEK	Less than 1 year	Between 1 and 2 years	Between 2 and 5 years	More than 5 years
At December 31, 2023				
Secured bond loans	9,845	9,845	261,240	–
Trade payables and other liabilities	62,756	–	–	–
Total	**72,601**	**9,845**	**261,240**	**–**
At December 31, 2022				
Borrowings	5,552	5,360	6,430	–
Trade payables and other liabilities	44,092	–	–	–
Total	**49,644**	**5,360**	**6,430**	**–**

Parent company Amounts in TSEK	Less than 1 year	Between 1 and 2 years	Between 2 and 5 years	More than 5 years
At December 31, 2023				
Secured bond loans	9,845	9,845	261,240	–
Trade payables and other liabilities	5,252	–	–	–
Total	**15,097**	**9,845**	**261,240**	**–**
At December 31, 2022				
Borrowings	5,552	5,360	6,430	–
Trade payables and other liabilities	1,147	–	–	–
Total	**6,699**	**5,360**	**6,430**	**–**

Contingent additional purchase consideration is measured at fair value of the shares intended to be issued. The fair value of the Group's other borrowings is considered to be largely equivalent to book value as the loans from external parties mature within 5 years. The same applies to trade receivables if they are current in nature.

The Group has an unused overdraft facility of SEK 28 million.

4. CAPITAL MANAGEMENT

The aim of the capital structure is to secure the Group's ability to continue as a going concern, for the purpose of generating returns for shareholders and benefit for other stakeholders, and to maintain an optimum capital structure in order to keep costs of capital down. Group borrowing from credit institutions is subject to covenants, which constitutes a certain capital risk. The secured bonds have covenants linked to debt ratio which the Group meets in full in 2023.

In order to maintain or modify the capital structure, M.O.B.A. may adjust the dividends it pays to shareholders, repay capital to shareholders, issue new shares, or sell off assets in order to reduce its liabilities or repay its liabilities if required.

Similarly to other companies in the industry, the Group assesses its capital based on debt ratio. This key figure is calculated as net debt divided by total capital. Net debt is calculated as total borrowings (comprising the items Current borrowings and Non-current borrowings in the consolidated balance sheet, including borrowings from owners, finance leases, and interest rate derivatives linked to borrowings) less cash and cash equivalents. Total capital is calculated as Equity on the consolidated balance sheet plus net debt.

The debt ratio in the Group as at December 31, 2023 was as follows:	12/31/2023	12/31/2022
Net borrowing	247,497	16,250
Less: cash and cash equivalents	-49,249	-48,282
Net debt	**198,248**	**-32,032**
Total equity	308,151	308,811
Total capital	**109,903**	**340,844**
Debt ratio	64%	-10%

5. IMPORTANT ESTIMATES AND JUDGMENTS IN APPLYING THE GROUP'S ACCOUNTING POLICIES

Estimates and judgments are reviewed continuously and are based on historical experience and other factors, including expectations of future events which are considered reasonable under prevailing conditions.
The Group makes assumptions and estimates concerning the future. Those estimates that are made for accounting purposes will, by definition, rarely correspond to the actual outcome. Those assumptions and estimates that involve a significant risk of major adjustments to the carrying amounts of assets and liabilities during the next fiscal year are indicated in the outlines below.

5.1 BUSINESS COMBINATIONS AND FAIR VALUE MEASUREMENT

In calculating fair value, the Group management uses measurement techniques for the specific assets and liabilities acquired in a business combination. The fair value of contingent considerations depends in particular on the outcome of several variables, in particular the future profitability of the acquired company. An estimated fair value may differ from the actual price that would be achieved in a transaction on commercial terms on the reporting date. Contingent purchase considerations at 12/31/2023 were measured at SEK 88 (0) million. For further information about these contingent considerations and acquisitions, see Note 19.

5.2 IMPAIRMENT AND USEFUL LIFE OF INTANGIBLE ASSETS

To assess need for impairment, Group management calculates the recoverable amount for each asset or cash generating unit based on expected future cash flows and with application of a suitable interest rate to be able to discount the cash flow. There is uncertainty in assumptions on future cash flows and establishment of a suitable discount rate, where the current interest rate on issued bonds provides a good guide. For further information on the basis of calculation and impairment testing, see Note 12.

6. SEGMENT REPORTING

M.O.B.A. divides its operations into two segments according to how the operations are monitored by management and the Board: Advertising on Websites and Advertising in YouTube networks, which are separately monitored by the Group's highest decision-makers. The chief operating decision maker is the function responsible for allocating resources and assessing the performance of the operating segments. In the Group, the chief executive officer (CEO) has been identified as this function. Regular internal reporting of results to the CEO, which fulfills the criteria to constitute a segment, takes place for these two segments.
In addition, the Group has common costs that cannot be directly attributed to a specific segment. Allocation between the segments is performed as shown below.

The Group does not monitor tax, assets and liabilities at segment level.

	Advertising on Websites		**Advertising via YouTube networks**		**Group-wide**		**Group**	
Amounts in TSEK	**01/01/2023 12/31/2023**	**01/01/2022 12/31/2022**	**01/01/2023 12/31/2023**	**01/01/2022 12/31/2022**	**01/01/2023 12/31/2023**	**01/01/2022 12/31/2022**	**01/01/2023 12/31/2023**	**01/01/2022 12/31/2022**
Net sales, external customers	76,816	50,907	196,338	238,909	–	–	273,154	289,815
Work capitalized	7,614	6,791	–	–	–	–	7,614	6,791
Other operating income	58,181	1,130	–	–	–	–	58,181	1,130
Direct costs	-18,415	-10,541	-182,985	-221,002	–	–	-201,400	-231,543
Operating expenses	-23,736	-17,272	-8,114	-8,673	-15,898	-8,119	-47,749	-34,063
Depreciation, amortization and impairment losses	-52,523	-4,816	–	–		–	-52,523	-4,816
Operating profit	**47,937**	**26,199**	**5,239**	**9,234**	**-15,898**	**-8,119**	**37,277**	**27,314**
Financial items, net	-1	-427	–	–	-25,764	-698	-25,550	-1,125
Pre-tax profit	**47,936**	**25,772**	**5,239**	**9,234**	**-41,662**	**-8,817**	**11,727**	**26,189**

The company uses third-party partnerships to sell its advertising space on the websites and YouTube to sell advertising in our Content Creators' ad breaks. The company has a number of third party partnerships, where the companies are domiciled in either the US or the UK. The company does not follow up at a detailed level, such as page views online or views on YouTube, to which customer category or country the sales were made. Such data are therefore not presented in this report.

In terms of revenue, the breakdown of our third-party partnerships is as follows:

Group sales by country **Amounts in TSEK**	**12/31/2023**	**12/31/2022**
US	214,021	258,194
UK	21,699	31,622
Israel	37,434	-
Total	**273,154**	**289,816**

Group sales by country **in percent (%)**	**12/31/2023**	**12/31/2022**
US	78	89
UK	8	11
Israel	14	-
Total	**100**	**100**

7. OTHER REVENUE

Group **Amounts in TSEK**	**01/01/2023** **12/31/2023**	**01/01/2022** **12/31/2022**
Other revenue		
Change in fair value, additional purchase consideration	57,145	-
Other	1,036	1,130
Total finance income	**58,181**	**1,130**

8. REMUNERATION OF AUDITORS

The audit engagement relates to a review of the annual financial statement and accounts and of the Board's and the CEO's management of the company, other duties that are incumbent on the company auditor, and providing advice or other support required based on findings made during such review, or the carrying out of other professional duties. All other activities are divided into tax consultancy and other engagements.

Group and parent company **Amounts in TSEK**	**01/01/2023** **12/31/2023**	**01/01/2022** **12/31/2022**
Grant Thornton		
Audit engagement	984	564
Total	**984**	**564**

9. REMUNERATION FOR EMPLOYEES AND DISCLOSURES ON PERSONNEL

The CEO and other senior executives are subject to a mutual notice period according to the generally applicable rules, no longer than 6 months.

Remuneration of employees	**01/01/2023**	**01/01/2022**
Amounts in TSEK	**12/31/2023**	**12/31/2022**
Group and parent company	**Salaries and other remuneration**	**Salaries and other remuneration**
Board members and CEOs	1,715	1,541
Other employees Parent Company	1,715	1,947
Other employees subsidiaries	5,785	5,276
Social security contributions	1,949	1,680
Total	**11,163**	**10,444**

	01/01/2023		**01/01/2022**	
Average number of employees	**12/31/2023**		**12/31/2022**	
Group and parent company	**Average number of employees**	**Of which men**	**Average number of employees**	**Of which men**
Parent company, Sweden	3	100%	3	100%
Total at parent company	**3**	**100%**	**3**	**100%**
Subsidiary				
CriticalClick Network Inc.	–	–	–	–
Magic Find Inc.	5	80%	6	67%
Wargraphs SAS *	1	100%		
Group total	**9**	**88%**	**9**	**78%**

Wargraphs SAS was acquired in May 2023.

Gender split among Board members and	**01/01/2023**		**01/01/2022**	
other senior executives	**12/31/2023**		**12/31/2022**	
Group	**Number on reporting date**	**Of which women**	**Number on reporting date**	**Of which women**
Board members	5	1	5	1
CEOs	1	–	1	–
Group total	**6**	**1**	**6**	**1**
Parent company				
Board members	5	1	5	1
CEOs	1	–	1	–
Parent company, total	**6**	**1**	**6**	**1**

Remuneration of senior executives Amounts in TSEK	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Fredrik Burvall, Chairman of the Board	156	188
Henrik Henriksson	85	98
Maria Grimaldi	75	173
Jonas Bertilsson	75	98
Manfred Gottschlich	75	98
Björn Mannerqvist, Chief Executive Officer	1,212	1,316
Other senior executives*	1,762	–
Total	**3,440**	**1,969**

Other senior executives relate to the Group management team which has been formally constituted and calculated since April 2023. In addition to the Group CEO, the management team comprises the Group CRO and CFO.

Pensions
The Group does not have any pension agreements for management or employees, each have the option to reallocate their income to pensions within stated limits.

Incentive schemes
The 2020 Annual General Meeting resolved to introduce an incentive scheme through a private placement of 60,000 warrants to senior executives in M.O.B.A. The warrants have been transferred on market terms at a price established on the basis of a calculated market value from an independent valuer. Payments made for the 29,700 warrants subscribed during the first quarter of 2022 have been recognized in equity and have increased cash and cash equivalents and equity by TSEK 5,998. There were no incentive schemes running at the end of 2023.

10. FINANCIAL INCOME AND FINANCIAL COSTS

Group Amounts in TSEK	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Finance income		
Interest income	1,903	0
Exchange-rate effects	-	1,856
Total finance income	**1,903**	**1,856**
Finance costs		
Finance costs	-27,403	-698
Exchange-rate effects	-51	-2,283
Total finance costs	**-27,454**	**-2,981**
Total financial items	**-25,550**	**-1,125**

11. TAX

Group	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Current tax for the year	-6,091	-3,861
Deferred tax costs relating to temporary differences	2,075	-425
Total income tax	**-4,016**	**-4,286**

The differences between reported tax costs and estimated tax costs based on applicable tax rates are as follows:

Group	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Pre-tax profit	**11,727**	**26,189**
Income tax calculated according to the Group's applicable tax rate of 20.6% (20.6%)	-2,416	-5,395
Non-taxable income	4,587	3,849
Non-deductible expenses	-1,170	-22
Effect of foreign tax rates	-344	-2,676
Tax losses for which no deferred tax asset was recognized	-4,673	-42
Income tax	**-4,016**	**-4,286**

Parent company	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Pre-tax profit	**-6,098**	**18,372**
Income tax calculated at the current tax rate of 20.6% (20.6%)	1,256	-3,785
Non-taxable income	4,587	3,849
Non-deductible expenses	-1,170	-22
Tax losses for which no deferred tax asset was recognized	-4,673	-42
Tax on earnings for the year	–	–

Deferred tax

Group	12/31/2023	12/31/2022
Deferred tax liabilities		
Brands	56,091	24,863
Technical platforms	30,191	1,011
Capitalized development expenses	3,702	3,074
Total deferred tax liabilities	**89,984**	**28,948**

The gross change in deferred tax is as follows:

Group	12/31/2023	12/31/2022
At beginning of year	28,948	23,058
Effect of business combination	66,980	-
Recognition in income statement	2,075	-425
Exchange differences	-8,017	6,314
At year-end	**89,984**	**28,948**

The Group operates in different countries and is therefore the object of different rates of income tax:

Tax rates in percent (%)	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Sweden	20.6	20.6
USA	21.0	21.0
Canada	27.0	27.0
France	25.0	-

At the end of the fiscal year there were retained carried-forward tax losses totaling TSEK 35,513 (12,825) in the Group. The whole of the retained carried-forward tax loss is in the Swedish Parent Company.
There is no time limit for tax losses in Sweden. Deferred tax assets on retained tax losses have not been assigned any value in the balance sheet based on the Group's financial situation.

12. NON-CURRENT ASSETS

Group

12/31/2023 Group (TSEK)	Capitalized development work	Brands	Goodwill	Technical platform	Financial non-current assets	Total
Group						
Opening acquisition cost	18,856	165,790	131,842	8,318	–	324,806
Investments	7,614	134,440	190,655	133,501	22,202	488,413
Exchange differences	-840	-9,746	-13,031	-6,031	-1,119	-30,767
Closing acquisition cost	**25,630**	**290,484**	**309,467**	**135,788**	**21,082**	**782,452**
Opening depreciation and amortization	-6,429	–	–	-4,066	–	-10,495
Exchange differences	339	–	–	563	–	901
Depreciation, amortization, and impairment charges for the year	-4,352	-10,045	-26,795	-11,331	–	-52,523
Closing depreciation and amortization	**-10,443**	**-10,045**	**-26,795**	**-14,835**	**–**	**-62,118**
Closing carrying amount, net	**15,188**	**280,439**	**282,672**	**120,953**	**21,082**	**720,334**

12/31/2022 Group (TSEK)	Capitalized development work	Brands	Goodwill	Technical platform	Financial non-current assets	Total
Group						
Opening acquisition cost	10,789	141,694	114,308	8,370	-	275,162
Investments	6,791	10,045	–	–	-	16,836
Exchange differences	1,276	14,051	17,534	-53	-	32,808
Closing acquisition cost	**18,856**	**165,790**	**131,842**	**8,318**	**-**	**324,806**
Opening depreciation, amortization, and impairment	-2,891	–	–	-3,180	-	-6,071
Exchange differences	-330	–	–	722	-	391
Depreciation, amortization, and impairment charges for the year	-3,208	–	–	-1,608	-	-4,816
Closing depreciation and amortization	**-6,429**	**–**	**–**	**-4,066**	**-**	**-10,495**
Closing carrying amount, net	**12,427**	**165,790**	**131,842**	**4,252**	**-**	**314,311**

Every year, M.O.B.A examines whether there is a need for impairment for intangible assets with an indeterminate useful life and whenever there is an indication that there could be a need for impairment of other intangible assets, in accordance with the accounting policy described in Note 2.11 *Impairment of non-financial assets*. 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. Calculating these requires that certain estimates are made. The discounted cash flows are based on the budget for 2024 and forecasts for 2024 to 2027. Beyond the forecast period, the base assumption has been growth of 2% per year.

During the year, the Group made impairment charges on brands and goodwill under the Advertising on websites segment.

The Group decided to apply a full impairment charge to the brand LoLWiz, equivalent to an amount of SEK 10 million. The Group has chosen to focus fully on the app Porofessor, which operates in the same segment and for the same game (League of Legends). The Group has therefore decided to close down the LoLWiz app. After impairment, the recoverable amount of the asset was SEK 0.

As a consequence of the historically weak advertising market apparent in 2023, combined with an increased discount rate (WACC), short-term book value has been challenged for CriticalClick, an asset acquired in 2018. The value of the asset in the closing accounts was impaired by an amount of SEK 27 million, equivalent to 27% of the total value of assets attributable to CriticalClick. The impairment in CriticalClick relates to goodwill. The remaining recoverable amount of the asset is SEK 73 million.

To extrapolate cash flows beyond the forecast period, a growth rate of 2% has been assumed. When calculating the present value of estimated future cash flows, a discount rate of 13.3 (11.9) percent has been used for all the Group's assets. The discount rate used is indicated after tax and reflects specific risks that apply to the market M.O.B.A. operates in. No need for impairment has been identified based on the assumptions made when calculating value in use at December 31, 2023.

Sensitivity analysis
A sensitivity shows that remaining value of goodwill and brands for all cash generating units would continue to be justified if the discount rate were raised by 1 percentage point or the annual growth rate or EBITDA margin were lowered by 1 percentage point.

The total amount of expenses for development projects that were capitalized during the year is TSEK 7,614 (6,791).

Parent Company

12/31/2023 – Parent company	**Brands**	**Total**
Parent company		
Opening acquisition cost	60,543	60,543
Closing acquisition cost	**60,543**	**60,543**
Opening amortization	-12,452	-12,452
Impairment charges for the year	-7,534	-7,534
Amortization for the year	-12,109	-12,109
Closing amortization	**-23,054**	**-23,054**
Closing carrying amount, net	**28,449**	**28,449**

12/31/2022 – Parent company	**Brands**	**Total**
Parent company		
Opening acquisition cost	50,498	50,498
Investments	10,045	10,045
Closing acquisition cost	**60,543**	**60,543**
Opening amortization	-1,850	-1,850
Amortization for the year	-10,602	-10,602

Closing amortization	**-12,452**	**-12,452**
Closing carrying amount, net	**48,091**	**48,091**

13. FINANCIAL INVESTMENTS

Group financial investments relate to bonds in own custody which from a cash flow perspective are to be viewed together with borrowing. The bonds have a value of EUR 1.9 million.

14. TRADE RECEIVABLES

Group, TSEK	**12/31/2023**	**12/31/2022**
Trade receivables	12,935	10,950
Reserves for unsecured receivables	–	–
Trade receivables – net	**12,935**	**10,950**

Trade receivables by currency	**12/31/2023**	**12/31/2022**
CAD	–	–
USD	12,935	10,950
Total	**12,935**	**10,950**

Analysis of credit risk exposure in trade receivables	**12/31/2023**	**12/31/2022**
Trade receivables that are neither past due nor impaired	12,935	10,950
Total overdue	–	–
Of which impaired	–	–
Carrying amount of trade receivables	**12,935**	**10,950**

The Group's credit period for outstanding trade receivables is usually between 45 and 60 days. Since it started operating, the Group has not had any credit losses, and the loss reserve is therefore estimated at zero. The reason for the non-existent credit loses is the business model and the financial strength of the counterparties.

15. EQUITY

A breakdown of changes in equity can be found in the Statement of changes in equity, which follows immediately after the balance sheet.

All the shares have a quotient value of SEK 0.1 and carry one vote per share.

Change in number of shares

Group	**No. of shares (thousands)**
Opening balance at 1 January 2022	**22,386**
New share issue	297
Costs for new share issue	–
Closing balance as of December 31, 2022	**22,683**
Opening balance at 1 January 2023	**22,683**
Closing balance at 31 December 2023	**22,683**

16. BORROWINGS

Group	**12/31/2023**	**12/31/2022**
Long-term borrowing		
Contingent additional consideration	87,768	-
Bond loans	268,579	-
Bank borrowings	-	11,250
Total long-term borrowing	**356,348**	**11,250**

Short-term borrowing		
Bank borrowings	-	5,000
Total short-term borrowing	**-**	**5,000**
Total borrowings	**356,348**	**16,250**

Recognized amounts in TSEK, by currency, for the Group's borrowings are as follows:

Group	**12/31/2023**	**12/31/2022**
SEK	**-**	**16,250**
EUR	**356,347**	

Group	**12/31/2023**	**12/31/2022**
Borrowings at the beginning of the year	16,250	21,667
Loans raised during the year, cash	278,395	-
Loans raised during the year, non-cash	151,398	-
Reduction in additional consideration, non-cash	-57,145	-
Repayment of loans, cash	-16,250	-5,417
Exchange differences, non-cash	-18,429	-
Reversal of arrangement fee, non-cash	2,129	-
Total borrowings	**356,348**	**16,250**

The contingent additional consideration from acquisitions will be settled with shares in M.O.B.A., where the number of shares transferred in settlement is based on an amount in EUR set out in the terms applicable under acquisition agreements. Calculated final settlements are based on outcomes for 2023 and 2024, with final settlement in 2025. The additional consideration is classified as a financial liability which is classed as current when it is due for settlement within 12 months. The liability is measured at fair value and changes in value after establishment of acquisition cost.

The secured bond loan has been issued in EUR, and the capital liability is SEK 277 million at the closing date. The bond has a variable interest rate of 3 months EURIBOR plus +10 percentage points per year.

The secured bond loan has security pledged in the form of pledged assets in subsidiaries and is subject to the requirement of fulfillment of financial covenants, in the form of a “maintenance test” and “incurrence test”, which needs to be fulfilled only in cases where the loan is to be expanded or in a particular type of payment.

17. OTHER CURRENT LIABILITIES

The item Other current liabilities increased from SEK 1 million in 2022 to SEK 23 million in 2023. The increase is attributable to an outstanding loan of SEK 22 million to the seller of Wargraphs S.A.S. The liability will be repaid in full in 2024.

18. PREPAID INCOME AND DEFERRED EXPENSES

Group, TSEK	**12/31/2023**	**12/31/2022**
Accrued personnel expenses	134	482
Accrued contractual expenses	30,976	-
Accrued interest	3,656	167
Other accrued expenses	538	131
Total	**35,305**	**779**

Parent company, TSEK	**12/31/2023**	**12/31/2022**
Accrued personnel expenses	134	482
Accrued interest	3,656	167
Other accrued expenses	538	109
Total	**4,328**	**758**

19. SHARES IN GROUP COMPANIES

Parent company	12/31/2023	12/31/2022
Opening acquisition cost	179,189	82,070
Investing	34	97,119
Closing acquisition cost	**179,223**	**179,189**

The parent company holds shares in the following subsidiaries:

Name	Corporate reg. no.	Domicile	Portion of equity	Carrying amount	
				12/31/2023	12/31/2022
CriticalClick Network Inc.	BC0906669	Vancouver, B.C	100%	82,070	82,070
Magic Find Inc.	83-3941340	Las Vegas, Nevada	100%	97,119	97,119
MOBA France SAS	951269 422	France	100%	34	-

The wholly-owned subsidiary Criticalclick Network Inc, located in Vancouver B.C, Canada was acquired in September 2018.

The wholly-owned subsidiary Magic Find Inc. located in Las Vegas, Nevada, USA was acquired in May 2021.

The wholly-owned subsidiary M.O.B.A. France S.A.S. formed by the Group, located in France, in May 2023 acquired all the shares in Wargraphs S.A.S., also located in France, with corporate reg. no. 891 852 204.

20. ACQUISITION

Acquisition analysis, TSEK	Wargraphs
Purchase price	
Cash and cash equivalents	289,551
Contingent additional consideration	151,398
Total consideration	**440,949**
Carrying amounts of identifiable acquired net assets, fair value	
Non-current assets	19
Trade receivables	10,556
Other receivables	9,383
Cash and cash equivalents	38,348
Current liabilities	-7,814
Total identifiable net assets, fair value	**50,492**
Identifiable surplus values, fair value	
Technical platform	133,478
Brands	134,440
Goodwill	189,518
Deferred tax liability	-66,980
Total surplus values, fair value	**390,457**
Total identifiable net assets, fair value	**440,949**

Acquisitions during 2023

Via a wholly-owned subsidiary in France, M.O.B.A. France S.A.S., M.O.B.A. has acquired all the shares in the French company Wargraphs S.A.S., a leading gaming service supplier and developer of game applications for games such as League of Legends, Teamfight Tactics and Legends of Runeterra. The purchase consideration for the acquisition was initially SEK 290 million, of which SEK 270 million was paid in cash at the time and the Group has a current liability to the previous owner of SEK 20 million at December 2023. In addition, there are contingent additional purchase considerations of a maximum of SEK 290 million based on key performance indicators achieved in 12 and 24 months. On December 31, 2023, a contingent additional purchase consideration is carried at the value estimated by the management of SEK 88 million. Acquisition analysis is shown in the table above. Goodwill recognized in the acquisition relates to the value of skills and expertise and ability to develop and launch new platforms that generate advertising revenue.

Cash flow in acquisition in 2023

The net cash flow in the acquisition relates to disbursements minus existing cash in acquired company, SEK 226 million. Conditional additional purchase considerations will not affect cash flow as they will be settled through issuing of shares in M.O.B.A.

Sales and profits of the acquired company

The revenue of Wargraphs SAS, acquired during the year, was SEK 66.5 million during 2023, of which SEK 39.4 million was from the date of acquisition. The company's operating profit in 2023 was SEK 14.7 million, of which SEK 22 million was from the date of acquisition.

21. NON-CASH ITEMS

Group Amounts in TSEK	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Depreciation, amortization and impairment losses	52,523	4,816
Unrealized exchange difference	501	-
Remeasurement of additional purchase consideration	-57,145	-
Other items	2,129	-26
Total	**-1,992**	**4,790**

22. FINANCIAL ASSETS AND LIABILITIES

The fair value of financial assets and liabilities can be seen in the table below. Bond loans are recognized in the statement of financial position at amortized cost, but have another fair value as shown below, as they are listed on the market. Bond loans are classified at level 2 and contingent considerations at level 3 in the measurement hierarchy.

Group	Financial assets measured at amortized cost		Financial liabilities measured at amortized cost		Financial assets measured at fair value through profit or loss	
(TSEK)	12/31/2023	12/31/2022	12/31/2023	12/31/2022	12/31/2023	12/31/2022
Financial assets						
Trade receivables	12,935	10,950	-	-	-	-
Other receivables	33,015	21,746	-	-	-	-
Cash and cash equivalents	49,249	48,282	-	-	-	-
Total	**95,199**	**80,978**	**-**	**-**	**-**	**-**
Financial liabilities						
Bond loans	-	-	268,579	-	-	-
Liabilities to credit institutions	-	-	-	16,250	-	-
Contingent additional purchase consideration	-	-	-	-	87,768	-
Trade payables	-	-	4,491	41,565	-	-
Other liabilities	-	-	22,960	1,077	-	-
Total	**-**	**-**	**296,030**	**58,892**	**87,768**	**-**

23. RELATED-PARTY TRANSACTIONS

Have updated the text with "M.O.B.A. Network AB received a dividend during the year from the subsidiary CriticalClick Network Inc. of TSEK 3,770 (18,682) and a dividend from the subsidiary Magic Find Inc. of TSEK 18,498 (0). In addition to dividends received, M.O.B.A. Network AB invoiced the subsidiaries CriticalClick Inc., Magic Find Inc., Wargraphs S.A.S regularly during the year for administrative expenses in accordance with the Group's governance document for internal pricing of administrative expenses.

For information about remuneration of the Board, CEO, and other senior executives, see Note 9.

No other transactions that significantly affected the Company's results and financial position were carried out with related parties during the period.

24. EARNINGS PER SHARE

Group	01/01/2023 12/31/2023	01/01/2022 12/31/2022
Result from continuing operations	7,710	21,904
Profit for the year	**7,710**	**21,904**
Opening number of shares	**22,683**	**22,386**
Issue of shares during the year	-	297
	-	-
Closing number of shares	**22,683**	**22,683**
Average number of shares in thousands		
Basic	22,683	22,608
Diluted	22,683	22,683
Earnings per share		
Basic earnings per share	0.3	1.0
Diluted earnings per share	0.3	1.0

Diluted earnings per share is calculated by dividing the profit/loss attributable to shareholders of the parent company by the weighted average number of outstanding shares for the period excluding any bought-back shares held as treasury shares in the parent company. In calculating diluted earnings per share, the weighted average number of outstanding shares is adjusted for the dilution effect of all potential ordinary shares.

25. ASSETS PLEDGED AND CONTINGENT LIABILITIES

Group	12/31/2023	12/31/2022
Chattel mortgages	20,000	20,000
Pledged shares in Group companies	637,728	–
Total pledged assets	**657,728**	**20,000**

Parent company	12/31/2023	12/31/2022
Chattel mortgages	20,000	20,000
Pledged shares in Group companies	179,223	–
Total pledged assets	**199,223**	**20,000**

The Board has not identified any contingent liabilities.

26. EVENTS AFTER THE BALANCE SHEET DATE

- The Group has taken the strategic decision to increase its investments in projects relating to app development and in-game advertising as a revenue model. The decision is a consequence of the strong growth of the in-game app Porofessor and a positive market outlook in coming years supported by external market analyses.

  As previously communicated, the Group is developing a new in-game app and community for the hugely popular game Valorant developed by Riot with planned launch and integration into the company's portfolio in the first half of 2024. Further in-game apps will follow after this launch.

- The Group is implementing a change of CEO and strengthening the senior management. Anders Ribbing assumes the role of CEO on June 24, Anders joins from a role as CCO (Chief Commercial Officer) at Everysport Group AB (publ) and has extensive experience of successfully managing businesses based on digital products and services. Anders has fulfilled many key roles in larger companies such as TV4-Gruppen and has also acted as strategy consultant, CEO and entrepreneur with successful exits behind him. Anders is well acquainted with the company's present-day business model and has broad experience of evaluating and applying new business models. In his role as COO, Björn Mannerqvist will focus on optimizing the company's SEO and AI initiatives and work on existing business and new growth projects.

27. PROPOSED ALLOCATION OF THE SURPLUS

The following profits are at the disposal of the AGM:	
Retained earnings	16,011
Profit for the year	-7,169
Total:	**8,842**

The Board of Directors proposes that all earnings be allocated so that the sum be carried forward of	8,842

SIGNATURES

The consolidated income statement and balance sheet will be submitted to the Annual General Meeting on April 26, 2024 for adoption.

The undersigned declare that the consolidated financial statements and the annual accounts have been prepared in accordance with International Financial Reporting Standards (IFRS), as adopted by the EU, and generally accepted accounting principles and give a true and fair view of the Group's and company's financial position and performance, and that the Group management report and the management report give a true and fair view of the development of the Group's and company's operations, financial position and performance, and describe the significant risks and uncertainties facing the companies included in the Group

Date according to electronic signature

FREDRIK BURVALL
Chairman of the Board

MARIA A. GRIMALDI	**JONAS BERTILSSON**	**HENRIK HENRIKSSON**	**MANFRED GOTTSCHLICH**
Member of the Board	Member of the Board	Member of the Board	Member of the Board

BJÖRN MANNERQVIST
CEO

Date according to electronic signature
Grant Thornton Sweden AB

Carl Fredrik Niring
Authorized Public Accountant

M.O.B.A. Network AB
Stockholm BOX 5298
Corp. reg. no.: 559144-3964
10246 Stockholm
www.wearemoba.com
info@wearemoba.com

Grant Thornton

Auditor's report

N.B. The English text is a translation of the official version in Swedish. In the event of any conflict between the Swedish and English version, the Swedish shall prevail.

To the general meeting of the shareholders of M.O.B.A. Network AB (publ)

Corporate identity number 559144 - 3964

Report on the annual accounts and consolidated accounts

Opinions

We have audited the annual accounts and consolidated accounts of M.O.B.A. Network AB (publ) for the year 2023.

The annual accounts and consolidated accounts of the company are included on pages 2 - 38 in this document.

In our opinion, the annual accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of parent company as of 31 December 2023 and its financial performance and cash flow for the year then ended in accordance with the Annual Accounts Act. The consolidated accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of the group as of 31 December 2023 and their financial performance and cash flow for the year then ended in accordance with International Financial Reporting Standards (IFRS), as adopted by the EU, and the Annual Accounts Act.

The statutory administration report is consistent with the other parts of the annual accounts and consolidated accounts.

We therefore recommend that the general meeting of shareholders adopts the income statement and balance sheet for the parent company and the group.

Our opinions in this report on the annual accounts and consolidated accounts are consistent with the content of the additional report that has been submitted to the parent company's audit committee in accordance with the Audit Regulation (537/2014) Article 11.

Basis for Opinions

We conducted our audit in accordance with International Standards on Auditing (ISA) and generally accepted auditing standards in Sweden. Our responsibilities under those standards are further described in the *Auditor's Responsibilities* section. We are independent of the parent company and the group in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled our ethical responsibilities in accordance with these requirements.

This includes that, based on the best of our knowledge and belief, no prohibited services referred to in the Audit Regulation (537/2014) Article 5.1 have been provided to the audited company or, where applicable, its parent company or its controlled companies within the EU.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinions.

Key Audit Matters

Key audit matters of the audit are those matters that, in our professional judgment, were of most significance in our audit of the annual accounts and consolidated accounts of the current period, and include, among other things, the most important assessed risks of material misstatement. These matters were addressed in the context of our audit of, and in forming our opinion thereon, the annual accounts and consolidated accounts as a whole, but we do not provide a separate opinion on these matters.

Intangible assets (group) and receivables on and participations in group companies (parent company)

Description of the area.

The group's reported value for intangible fixed assets amounted to 699 MSEK in the group financial report as of 31 December 2023, which corresponded to 86% of the group's total assets. Of this reported value, 280 MSEK related to the brand, 283 MSEK to goodwill and 121 MSEK to the technical platform. The parent company's value of shares in subsidiaries amounts to 179 MSEK and refers to the companies Critical Click Inc & Magic Find Inc. The parent company's value of receivables from group companies amounts to 255 MSEK. Accumulated, the parent company's reported value of shares in subsidiaries and receivables from group companies is 434 MSEK, which corresponded to 89% of the company's total assets.

As can be seen from notes 2.11 and 2.15, the company continuously assesses whether there is an indication that an asset may have decreased in value. If there is any such indication, the asset's recovery amount is calculated to determine whether there is a need for impairment. Intangible assets with an indefinite useful life must be subject to an annual impairment test. A corresponding impairment test is carried out by the parent company regarding the valuation of shares in group companies.

Note 12 shows the most significant assumptions made when calculating the value in use. These include, among other things, assumptions about forecasts of future cash flows. Changes to assumptions can have a significant impact on the calculation of the value in use, and the determination of assumptions is therefore of great importance for the valuation.

During 2023, an acquisition was made. The acquisition analysis is presented in note 20 in the annual report, where information has been provided about identifiable surplus values. Allocation of surplus values to identifiable assets and goodwill contains elements of assessments by company management. Together with the complexity of impairment tests, these areas have been judged to be particularly significant areas in the audit.

As part of our audit regarding valuation and accuracy regarding reporting of intangible assets and goodwill in the group and valuation of shares in group companies in the parent company, we have carried out several audit procedures. Our audit procedures included, but were not limited to:

• Review to assess and ensure that the group's impairment tests are carried out in accordance with what is prescribed in the IFRS regulations.

• Assessment of the reasonableness of future cash flows by taking note of and evaluating group management's assumptions and forecasts as well as previous years' assessments in relation to actual outcomes.

• Review of impairment tests in terms of methodology and discount rates as well as macroeconomic aspects.

• Assessment of sensitivity analysis regarding changes in essential assumptions and that sufficient note disclosures have been presented.

• Review of acquisition analysis including review of purchase price allocations.

• Review of the information provided in the annual report and that these essentially comply with the requirements according to the Annual Accounts Act and IFRS.

• Review of valuation of receivables on group companies by assessing the subsidiary's ability to pay. Refers to the parent company.

Other Information than the annual accounts and consolidated accounts

This document also contains other information than the annual accounts and consolidated accounts and is found on pages 1 - 1. The Board of Directors and the Managing Director are responsible for this other information.

Our opinion on the annual accounts and consolidated accounts does not cover this other information and we do not express any form of assurance conclusion regarding this other information.

In connection with our audit of the annual accounts and consolidated accounts, our responsibility is to read the information identified above and consider whether the information is materially inconsistent with the annual accounts and consolidated accounts. In this procedure we also take into account our knowledge otherwise obtained in the audit and assess whether the information otherwise appears to be materially misstated.

If we, based on the work performed concerning this information, conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Board of Directors and the Managing Director

The Board of Directors and the Managing Director are responsible for the preparation of the annual accounts and consolidated accounts and that they give a fair presentation in accordance with the Annual Accounts Act and, concerning the consolidated accounts, in accordance with IFRS as adopted by the EU. The Board of Directors and the Managing Director are also responsible for such internal control as they determine is necessary to enable the preparation of annual accounts and consolidated accounts that are free from material misstatement, whether due to fraud or error.

In preparing the annual accounts and consolidated accounts, The Board of Directors and the Managing Director are responsible for the assessment of the company's and the group's ability to continue as a going concern. They disclose as applicable, matters related to going concern and using the going concern basis of accounting. The going concern basis of accounting is however not applied if the Board of Directors and the Managing Director intend to liquidate the company, to cease operations, or has no realistic alternative but to do so.

The Audit Committee shall, without prejudice to the Board of Director's responsibilities and tasks in general, among other things oversee the company's financial reporting process.

Auditor's responsibility

Our objectives are to obtain reasonable assurance about whether the annual accounts and consolidated accounts as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinions. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and generally accepted auditing standards in Sweden will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these annual accounts and consolidated accounts.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the annual accounts and consolidated accounts, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinions. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of the company's internal control relevant to our audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors and the Managing Director.
- Conclude on the appropriateness of the Board of Directors' and the Managing Director's use of the going concern basis of accounting in preparing the annual accounts and consolidated accounts. We also draw a conclusion, based on the audit evidence obtained, as to whether any material uncertainty exists related to events or conditions that may cast significant doubt on the company's and the group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the annual accounts and consolidated accounts or, if such disclosures are inadequate, to modify our opinion about the annual accounts and consolidated accounts. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause a company and a group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the annual accounts and consolidated accounts, including the disclosures, and whether the annual accounts and consolidated accounts represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient and appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated accounts. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our opinions.

We must inform the Board of Directors of, among other matters, the planned scope and timing of the audit. We must also inform of significant audit findings during our audit, including any significant deficiencies in internal control that we identified.

We must also provide the Board of Directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, actions taken to eliminate threats or safeguards applied.

From the matters communicated with the Board of Directors, we determine those matters that were of most significance in the audit of the annual accounts and consolidated accounts, including the most important assessed risks for material misstatement, and are therefore the key audit matters. We describe these matters in the auditor's report unless law or regulation precludes disclosure about the matter.

Report on other legal and regulatory requirements

Opinions

In addition to our audit of the annual accounts and consolidated accounts, we have also audited the administration of the Board of Directors and the Managing Director of M.O.B.A. Network AB (publ) for the year 2023 and the proposed appropriations of the company's profit or loss.

We recommend to the general meeting of shareholders that the profit be appropriated in accordance with the proposal in the statutory administration report and that the members of the Board of Directors and the Managing Director be discharged from liability for the financial year.

Basis for Opinions

We conducted the audit in accordance with generally accepted auditing standards in Sweden. Our responsibilities under those standards are further described in the *Auditor's Responsibilities* section. We are independent of the parent company and the group in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled our ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinions.

Responsibilities of the Board of Directors and the Managing Director

The Board of Directors is responsible for the proposal for appropriations of the company's profit or loss. At the proposal of a dividend, this includes an assessment of whether the dividend is justifiable considering the requirements which the company's and the group's type of operations, size and risks place on the size of the parent company's and the group's equity, consolidation requirements, liquidity and position in general.

The Board of Directors is responsible for the company's organization and the administration of the company's affairs. This includes among other things continuous assessment of the company's and the group's financial situation and ensuring that the company's organization is designed so that the accounting, management of assets and the company's financial affairs otherwise are controlled in a reassuring manner. The Managing Director shall manage the ongoing administration according to the Board of Directors' guidelines and instructions and among other matters take measures that are necessary to fulfill the company's accounting in accordance with law and handle the management of assets in a reassuring manner.

Auditor's responsibility

Our objective concerning the audit of the administration, and thereby our opinion about discharge from liability, is to obtain audit evidence to assess with a reasonable degree of assurance whether any member of the Board of Directors or the Managing Director in any material respect:

- has undertaken any action or been guilty of any omission which can give rise to liability to the company, or

- in any other way has acted in contravention of the Companies Act, the Annual Accounts Act or the Articles of Association.

Our objective concerning the audit of the proposed appropriations of the company's profit or loss, and thereby our opinion about this, is to assess with reasonable degree of assurance whether the proposal is in accordance with the Companies Act.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with generally accepted auditing standards in Sweden will always detect actions or omissions that can give rise to liability to the company, or that the proposed appropriations of the company's profit or loss are not in accordance with the Companies Act.

As part of an audit in accordance with generally accepted auditing standards in Sweden, we exercise professional judgment and maintain professional skepticism throughout the audit. The examination of the administration and the proposed appropriations of the company's profit or loss is based primarily on the audit of the accounts. Additional audit procedures performed are based on our professional judgment with starting point in risk and materiality. This means that we focus the examination on such actions, areas and relationships that are material for the operations and where deviations and violations would have particular importance for the company's situation. We examine and test decisions undertaken, support for decisions, actions taken and other circumstances that are relevant to our opinion concerning discharge from liability. As a basis for our opinion on the Board of Directors' proposed appropriations of the company's profit or loss we examined whether the proposal is in accordance with the Companies Act.

Grant Thornton Sweden AB, Kungsgatan 57, 103 94 Stockholm, was appointed auditor of M.O.B.A. Network AB (publ) by the general meeting of the shareholders on the 20 June 2023 and has been the company's auditor since the 17 March 2020.

Stockholm, according to the date indicated by the electronic signature.
Grant Thornton Sweden AB

Carl Niring
Authorised Public Accountant