

Press release

Stockholm 2020-04-21

STILLFRONT
GROUP

Stillfront improves structure of product areas to further increase understanding of the portfolio

Stillfront has grown substantially in recent years, and to achieve increased understanding of our evolving game portfolio, Stillfront is to implement a new, improved structure of the active portfolio of games. The updated active portfolio currently consists of 36 games including Storm8 that was acquired in the first quarter of 2020. In conjunction with the update of our portfolio structure, we increase our focus on the games with high potential for growth or longevity, why some games are not part of the active portfolio. Bookings will still be reported for games not included in the active portfolio.

Stillfront´s reporting structure still consists of one business line but to increase the understanding of characteristics and drivers of the full portfolio, Stillfront will change the earlier communicated areas Empire, Big and Core.

The three areas going forward are:

- **Strategy**
- **Simulation, RPG & Action**
- **Casual & Mash-up**

From the first quarter of 2020 and onwards, Stillfront will no longer report Deposits but instead Bookings, in order to reflect the growing share of revenue from in-game advertising to monetise non-paying users. Therefore, we are also changing to report monetisation per user from ARPMPU (average revenue per monthly paying user) to ARPDau (average revenue per daily active user), since Bookings contain monetisation from both paying and non-paying users.

For more information on the new portfolio view, including operational metrics for 2019 broken down by the new areas, please see enclosed document.

For additional information, please contact:

Jörgen Larsson, CEO, Stillfront Group
Phone: +46 70 321 18 00
E-mail: jorgen@stillfront.com

Stillfront Group AB
Sveavägen 9, SE 111 57 Stockholm
www.stillfront.com

Press contact:
Sofia Wretman +46 708 11 64 30
sofia@stillfront.com

About Stillfront

Stillfront is a leading free-to-play powerhouse of gaming studios. Our diverse and exciting games portfolio has two common themes; loyal users and long lifecycle games. Organic growth and carefully selected and executed acquisitions embody our growth strategy and our 750 co-workers thrive in an organization, that engenders the spirit of entrepreneurship. Our main markets are the US, Germany, MENA, France and UK. We are headquartered in Stockholm, Sweden, and the company is listed on Nasdaq First North Premier Growth Market. For further information, please visit: stillfront.com

Certified Adviser:

FNCA, Phone: +46 8 528 00 399 E-mail: info@fnca.se

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