

MIGHTY KINGDOM



INVESTOR PRESENTATION

November 2021




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MIGHTY KINGDOM

-  Founded in 2010 and headquartered in Adelaide, Mighty Kingdom (“MK”) is the largest independent game developer in Australia
-  A team of 140 with extensive experience making games for the world’s largest brands
-  Mighty Kingdom has released more than 50 games with more than 50 million downloads worldwide
-  Mighty Kingdom’s \$18m IPO funding has allowed the Company to embark on larger projects and publish original intellectual property (IP) to deliver scalable revenues

INVESTMENT HIGHLIGHTS

MK



100% Increase in Development Pipeline

Mighty Kingdom has grown the number of games in development from 5 to 10 games with a focus on Original IP



Established Track Record in Work For Hire

Mighty Kingdom continues to expand its Work for Hire business segment with the extension of its Spinmaster contract, alongside recent contracts signed with East Side Games, and Mattel



A Deep and Experienced Team

Mighty Kingdom has a team of 140 people with decades of experience across mobile and console



Commercially Validated Platform

Mighty Kingdom has released more than 50 games to over 50 million players worldwide across multiple platforms



Tier-1 Partners

Mighty Kingdom has partnered with global tier-1 brands and game developers, including Disney, Sony and Lego



Scalable Technology

Games are inherently scalable with the potential to deliver significant return on investment



Enormous Market Opportunity

Gaming Industry is currently valued at over US\$159bn growing to US\$201bn by 2023 (source: Newzoo)



Investing in Storytelling Technology

In house narrative engine Storytelling tool allows writers and animators to deliver content in game without programmers, delivering efficiency in development or narrative driven games.

COMPANY OVERVIEW

MK

CAPITAL STRUCTURE

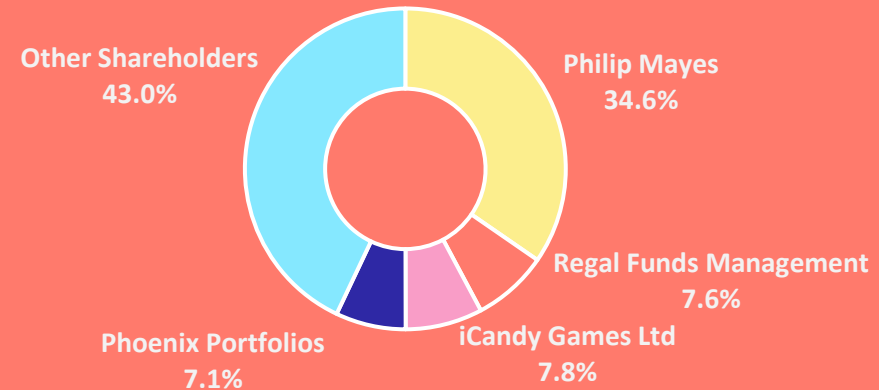
Share Price (05/11/2021)	\$0.135
Shares on Issue	151.7m
Options on Issue	18.8m
Market Capitalisation ¹	\$20.5m

Cash Net Debt (30 Sept 2021) \$9.3m

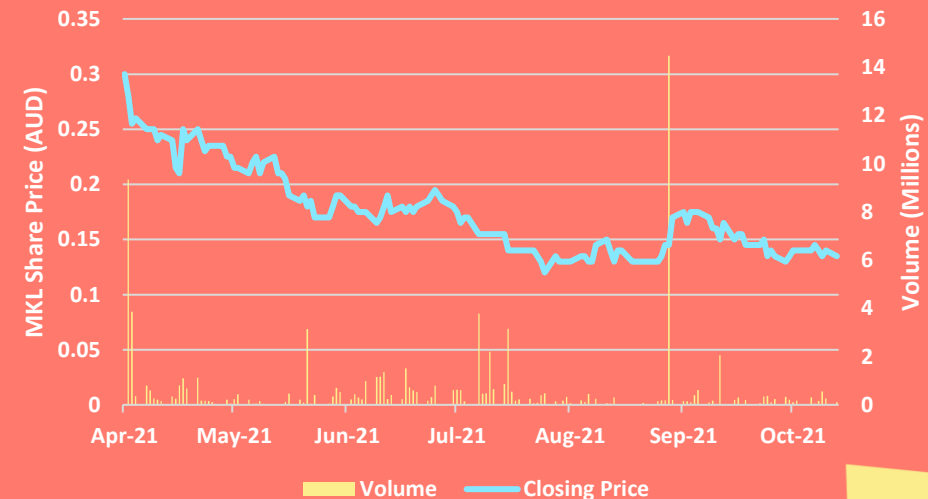
Enterprise Value	\$11.2m
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¹Market capitalisation at 05/11/2021; excludes options on issue

SHARE REGISTRY



SHARE PRICE HISTORY



KEY BOARD PERSONNEL

MK



Michelle Guthrie
Chair

Michelle has held senior management roles at leading media and technology companies in Australia, the UK and Asia, including BSkyB, Star TV, and Google. She is also a director of Catapult Group International Ltd (ASX:CAT) and BNK Banking Corporation Ltd (ASX:BBC). She has extensive experience and expertise in management, digital media, and the global technology sector.



Philip Mayes
Managing Director

With more than 15 years of experience, Phillip has worked on games for many large international brands, including Hellboy, Spyro, Star Wars, LEGO® and Disney. Philip founded Mighty Kingdom in 2011 initially as an app developer but made the decision to focus exclusively on games in 2013.

Since then, he has grown the company significantly, making Mighty Kingdom the largest independent developer in Australia.



Tony Lawrence
Executive Director

With more than 20 years of senior leadership experience in creative industries, Tony was previously the General manager and Director of 2K Australia.

Tony is a Director and Chair of the Audit and Risk committee of the Interactive Games and Entertainment Association (IGEA), Australia's peak game industry member organisation, and a previous President of the Game Developers Association of Australia.



Megan Brownlow
Non-Executive Director

Megan is an experienced non-executive director, boardroom facilitator and speaker who, in her executive career, held senior leadership positions in strategy, marketing and management consulting for large media and consulting firms.

Megan was a partner with PwC Australia and led the National Telecommunications, Media and Technology (TMT) Industry practice.



Gabriele Famous
Non-Executive Director

Gabriele is a technology executive and insightful board member with 20+ years of senior leadership experience in Australia, UK and US at global technology leaders including Oracle Aconex, Salesforce, Vamp (Visual Amplifiers), Trustpilot and Zendesk. She has significant expertise in enterprise go-to-market acceleration, digital transformation, and mergers and acquisitions.

ORIGINAL IP STRATEGY

MK



Mighty Kingdom has evolved to develop Original IP

Original IP allows Mighty Kingdom to maximise the brand's potential and leverage upside. Mighty Kingdom currently partners with publishers to fund distribution of these games

Mighty Kingdom engages with established brands to license quality IP and/or co-develop projects

Mighty Kingdom leverages the established brand and develops a game which is aligned to the brand

Mighty Kingdom is engaged on a 'Work for Hire' basis

Work for Hire projects not only provide strong foundational revenues, enable Mighty Kingdom to develop and promote capabilities, which can be applied to licensing and Original IP development

OUR TEAM IS OUR STRENGTH

MK

Team of

70

September 2020



Team of

140

Today

Work For Hire

Art & Animation:



Programming:



Product & Project Management:



Marketing:



Co-Development

Art & Animation:



Programming:



Product & Project Management:



Marketing:



Original IP

Art & Animation:



Programming:



Product & Project Management:



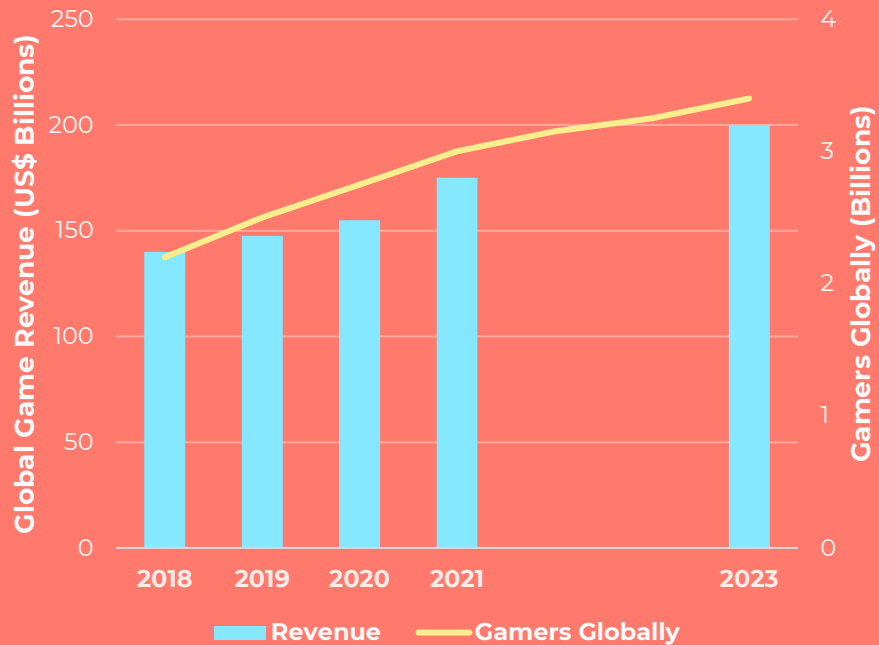
Marketing:



MARKET OPPORTUNITY

MK

GLOBAL GAMES MARKET



Newzoo Global Games Market Report predicts the global games market is expected to grow to US\$201bn in 2023 at a CAGR of 7.7%. Growth is to be driven by mobile gaming, next generation consoles and an acceleration in gamer growth due to COVID-19

THE WORLD

2.7B Gamers

US\$159B Rev

ASIA PACIFIC

1.5B Gamers

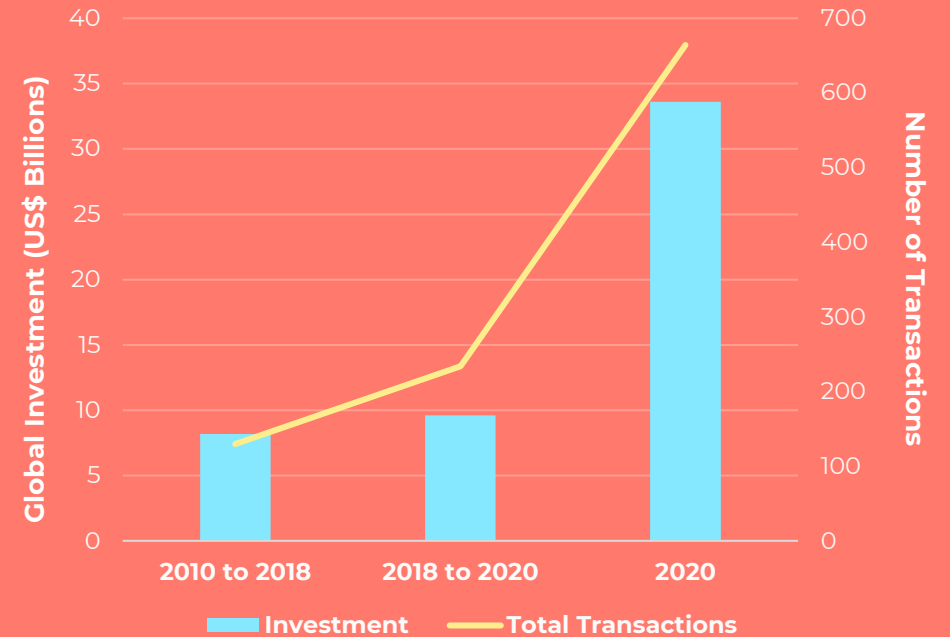
\$78B Rev

UNITED STATES

66% Gamers

46% Female

2020 GLOBAL INVESTMENT



Game investment in 2018 & 2019 was greater than the eight years earlier combined. In 2020, a third of the transactions were M&A deals, representing \$12.6 billion of the total global investments.

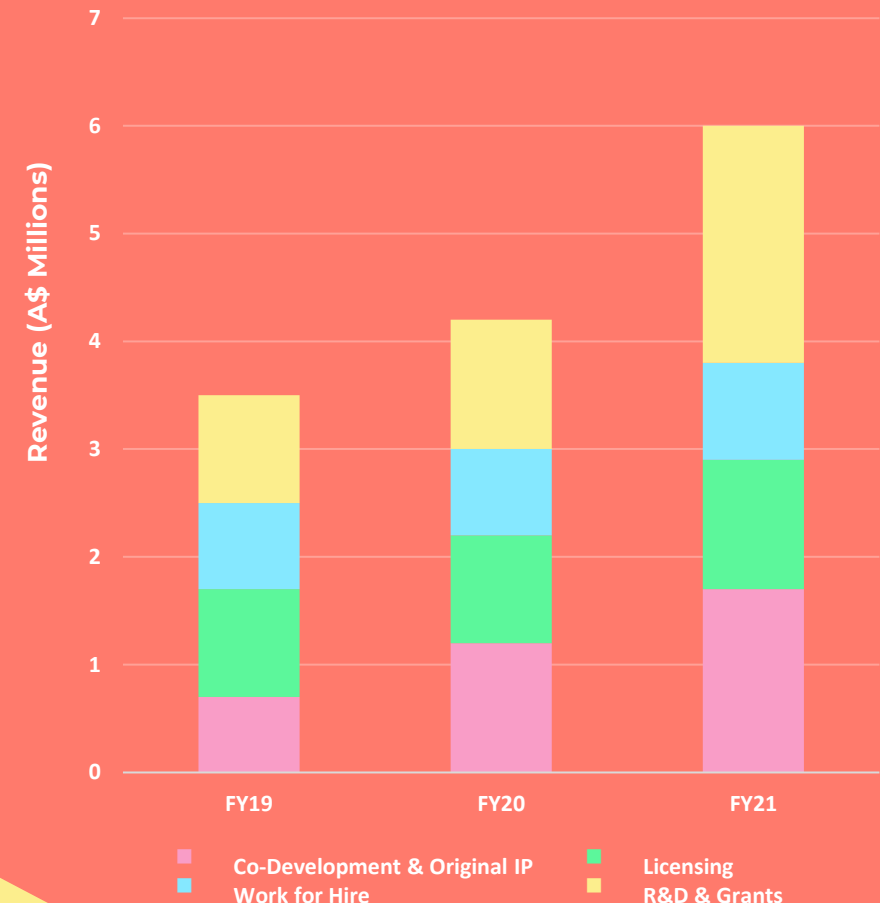
SOURCES: GAMESINDUSTRY.BIZ, TECHCRUNCH

FY21 FINANCIAL HIGHLIGHTS

Revenue generated from Original IP and Co-Development projects increased 35% YoY and enjoyed strong total income growth of 42% to A\$6.13m

- 👑 Mighty Kingdom Group enjoyed an increase in game revenue of 29% reflecting the group's continuing investment into Co-Development and Original IP
- 👑 Attempt to maximise potential through ownership of IP and look to self-publish Original IP
- 👑 Work for Hire revenues remain robust through long-term relationships with SpinMaster, East Side Games and Mattel

FULL YEAR FINANCIALS



PRODUCT PIPELINE



MK

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OUR PRODUCT LIFECYCLE FOR GAMES

MK

Build Phase

The creation of core game systems as well as the pipeline for the content

- 👑 Build phase considerably shortened by leveraging existing IP (sequels or co-dev)
- 👑 Investment in programmers and artists occurs according to an agreed development execution plan and associated budget

Key Games in phase: Ball Stars



Growth Phase

Where the game goes from investment to profitability through game release

- 👑 Development team will reduce to small core responsible for ongoing development
- 👑 Profitability comes when the cost of acquiring a customer is reliably lower than the lifetime value of that customer

Key Games in phase: Ava's Manor



Sustain Phase

Generating profits on an ongoing basis with the goal to improve margins over time

- 👑 Small efficient teams of data analysts, product managers, marketing, and content developers
- 👑 Goal is to have products in this phase for 3-5 years with the most successful products sustaining for much longer

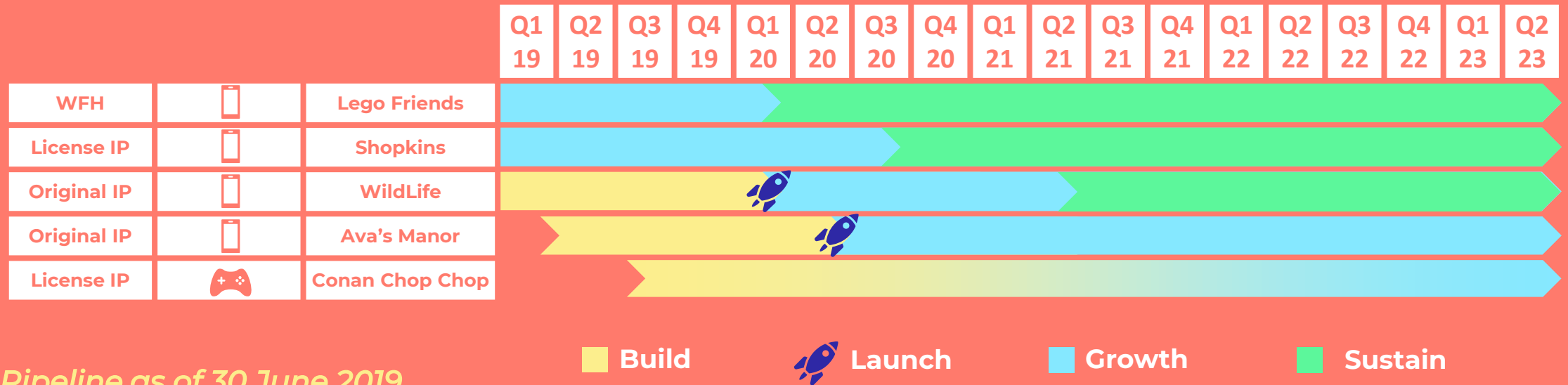
Key Games in phase: Shopkins



PIPELINE PROJECTION 2019

MK

Mighty Kingdom had 2 main games in the market with at least 3 in the pipeline



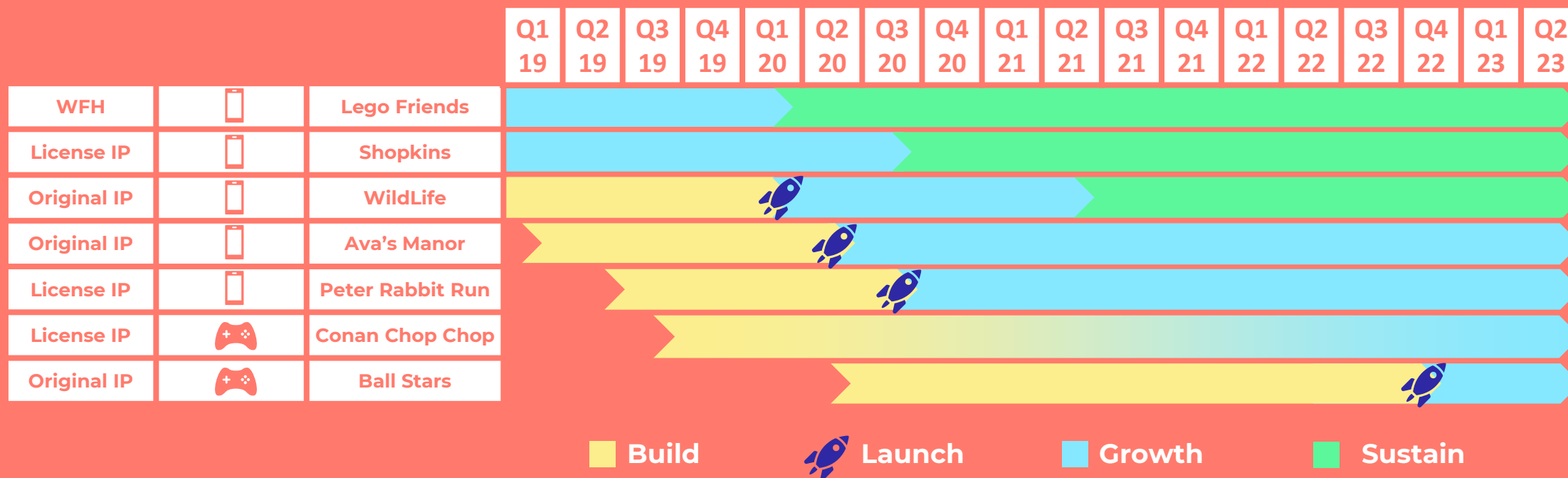
Pipeline as of 30 June 2019

- 👑 With a development team of 70 who were mostly working on WFH projects there were some exciting developments in the pipeline
- 👑 The games in the pipeline were all to be brought to market in 2020 and MK started investing in its Original IP projects

PIPELINE PROJECTION 2020

MK

Mighty Kingdom increased the pipeline while transitioning the games in the market to a sustain phase



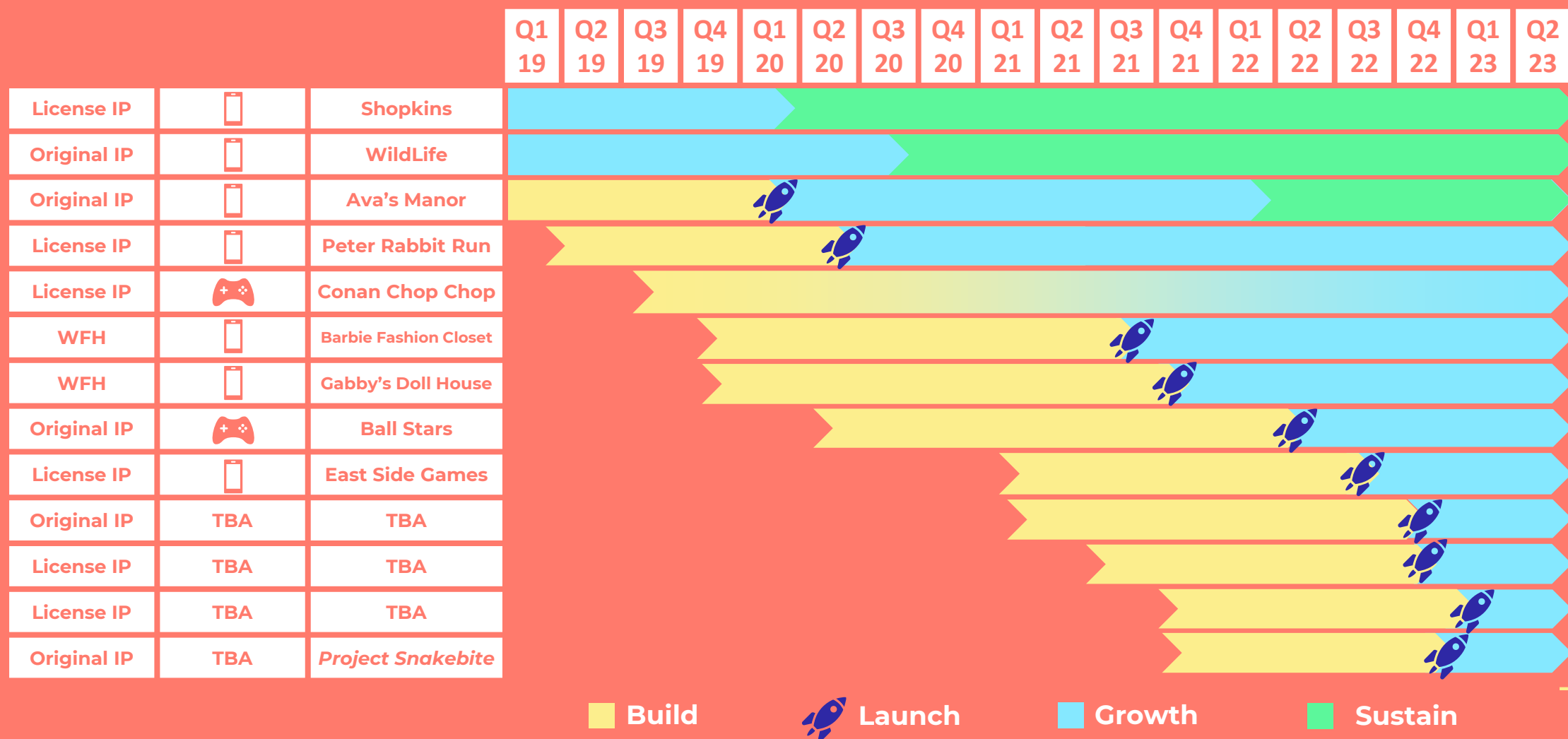
Pipeline as of 30 June 2020

- Games in market at this date consisted of IP licence purchases and co-development with the view to work on more original IP games
- There were 5 games in the pipeline with various dates to enter the market

PIPELINE PROJECTION 2021

MK

Mighty Kingdom added a significant number of games to the pipeline and expanded the in-market portfolio



STAGES IN BUILD PHASE

MK

Leveraging decades of game development experience

- 👑 The streamlined build phase allows MK to rely less on in-demand coders allowing the company to hire talent across different stages in the development lifecycle

Planning



- 👑 Initial Concept
- 👑 Technical Analysis

Development



- 👑 Storyboarding & plot
- 👑 Designing & coding

Testing



- 👑 Bug identifying
- 👑 Feature exploitation

Launch



- 👑 Pre Global release
- 👑 Major bug fixing



GAME HIGHLIGHTS

MK



PROJECT BALL STARS

Original IP In Development

Cross-Platform

- 👑 100% Owned flagship Original IP designed to be played across PC and consoles
- 👑 Multiplayer racing game for family demographic with all the key features of a blockbuster
- 👑 Extremely positive feedback from early testing

CONAN CHOP CHOP

**Co-Development Game In
Development**
Console

- 👑 A rogue-lite hack 'n' slash for 1-4 players that can be played on both PC and console
- 👑 Set to launch into a very popular game genre with millions of active users

"Part Conan, part Cyanide and Happiness in its visuals, Conan Chop Chop is proof that dreams can come true"

– Critical Hit



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AVA'S MANOR

Co-Development Game In Market *Mobile*

- 👑 Solitaire based game for Android and iOS with the player unlocking narrative and content in playthrough
- 👑 Over AUD\$6.5m in revenue with 2.4m downloads to date since launch in November 2020
- 👑 Game adjustments in May 2021 generated a 43% uplift in LTV and 40% uplift in customer spending





THANK YOU

This presentation has been approved by the release of the board of directors of Mighty Kingdom Limited

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ABOUT MIGHTY KINGDOM LIMITED

Since its formation in 2010, Mighty Kingdom has released over 50 games that have been downloaded more than 50 million times. These games include the popular *Shopkins*, *LEGO Friends: Heartlake Rush*, *Gabby's Dollhouse*, *Wild Life* and *Ava's Manor*. Mighty Kingdom is one of the largest independent game developers in Australia, working with significant international companies, including Disney, LEGO, Sony, Funcom, Rogue, and Snapchat. A growing team of more than 110 staff with significant experience across mobile and console platforms supports its clients to develop high-quality, successful games whilst driving Mighty Kingdom's internal IP development.