




MIGHTY KINGDOM

AGM PRESENTATION
2 December 2021



MIGHTY KINGDOM

-  Founded in 2010 and headquartered in Adelaide, Mighty Kingdom (“MK”) is the largest independent game developer in Australia
-  We have built to a team with extensive experience making games for the world’s largest brands
-  Our successful \$18m IPO in April has allowed the Company to embark on larger projects and publish original intellectual property (IP) to deliver scalable revenues

CORPORATE OVERVIEW

MK

CAPITAL STRUCTURE

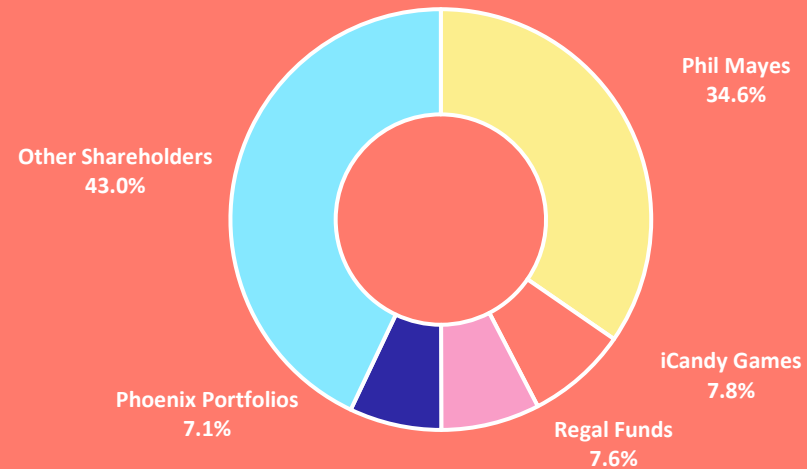
Share Price Close (30/11/2021)	\$0.175
Shares on Issue	151.7m
Options on Issue	18.8m
Market Capitalisation ¹	\$26.5m

Cash (Net Debt) (30 Sept 2021) \$9.5m

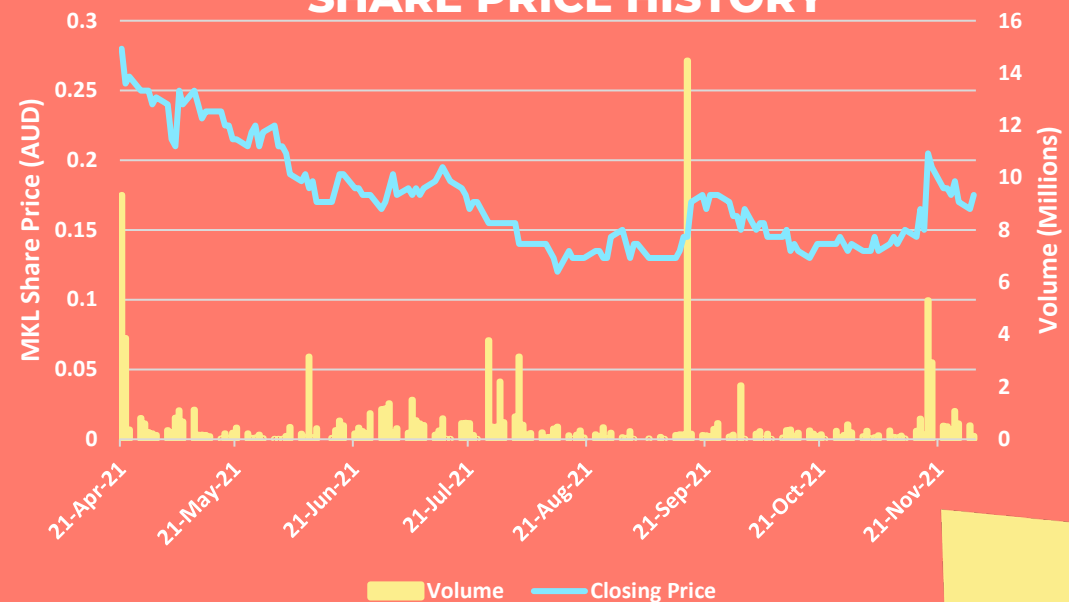
Enterprise Value	\$17.0m
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¹Market capitalisation at 30/11/2021; excludes options on issue

SHARE REGISTRY



SHARE PRICE HISTORY



BUSINESS MODEL

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

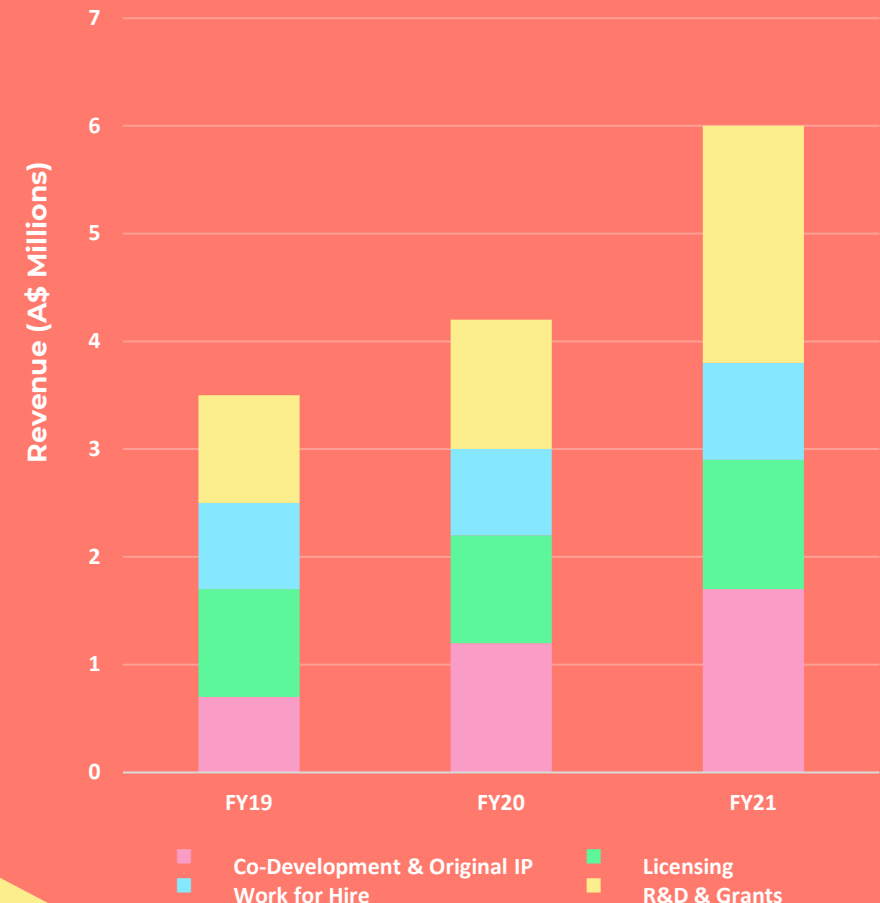
FY21 FINANCIAL HIGHLIGHTS

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

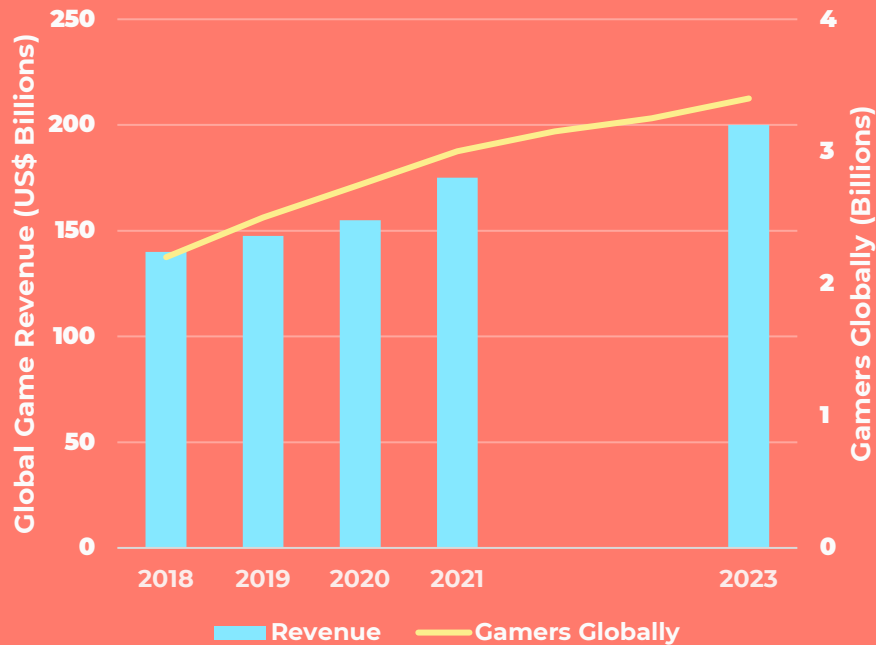
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MARKET OPPORTUNITY

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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

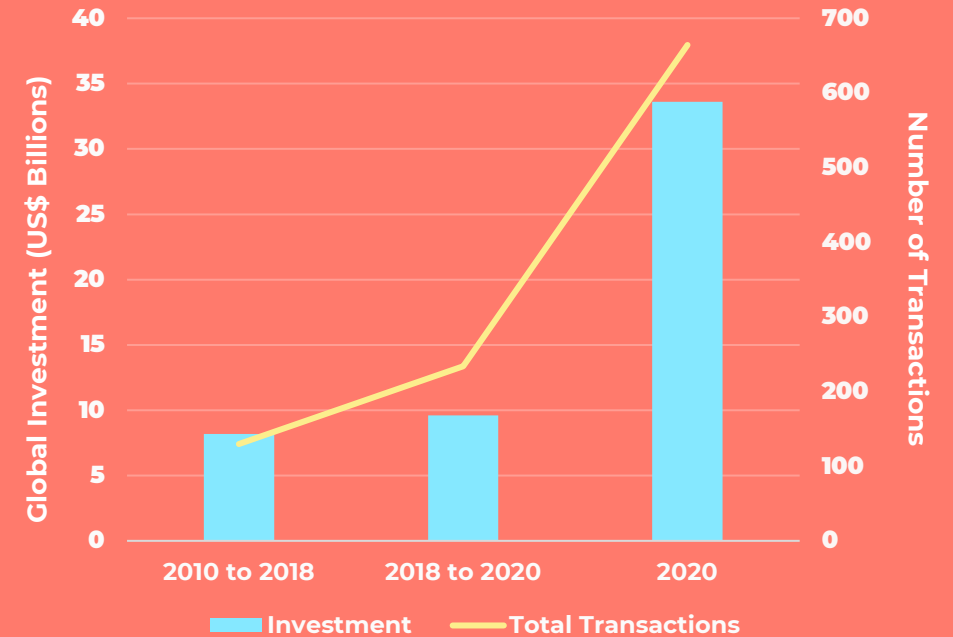
\$78B Rev

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

DELIVERING ON THE OPPORTUNITY 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:



GROWING PRODUCT PIPELINE



MK

OUR PRODUCT LIFECYCLE FOR GAMES

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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

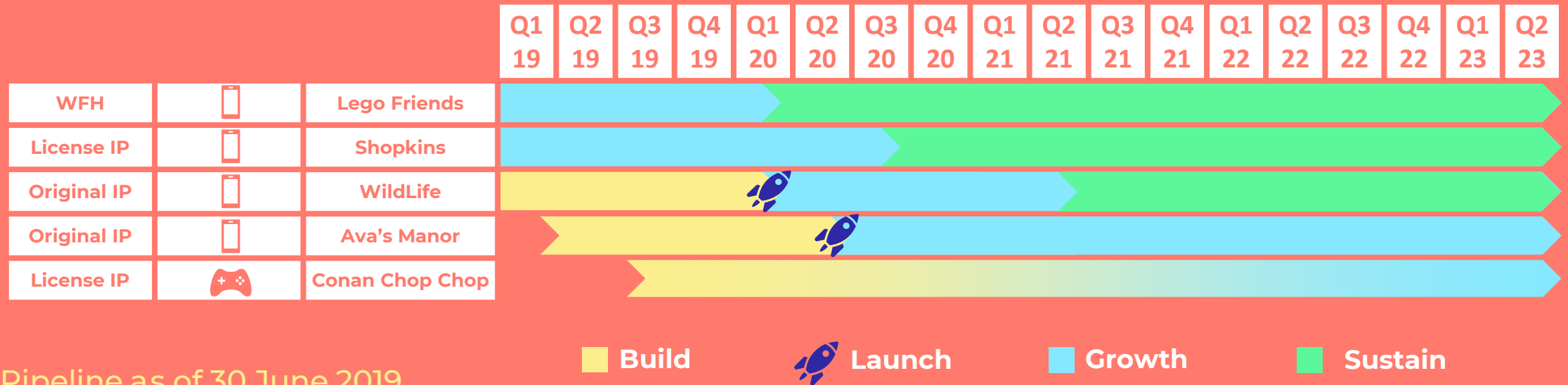
Key Games in phase: Shopkins



PIPELINE PROJECTION 2019

MK

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



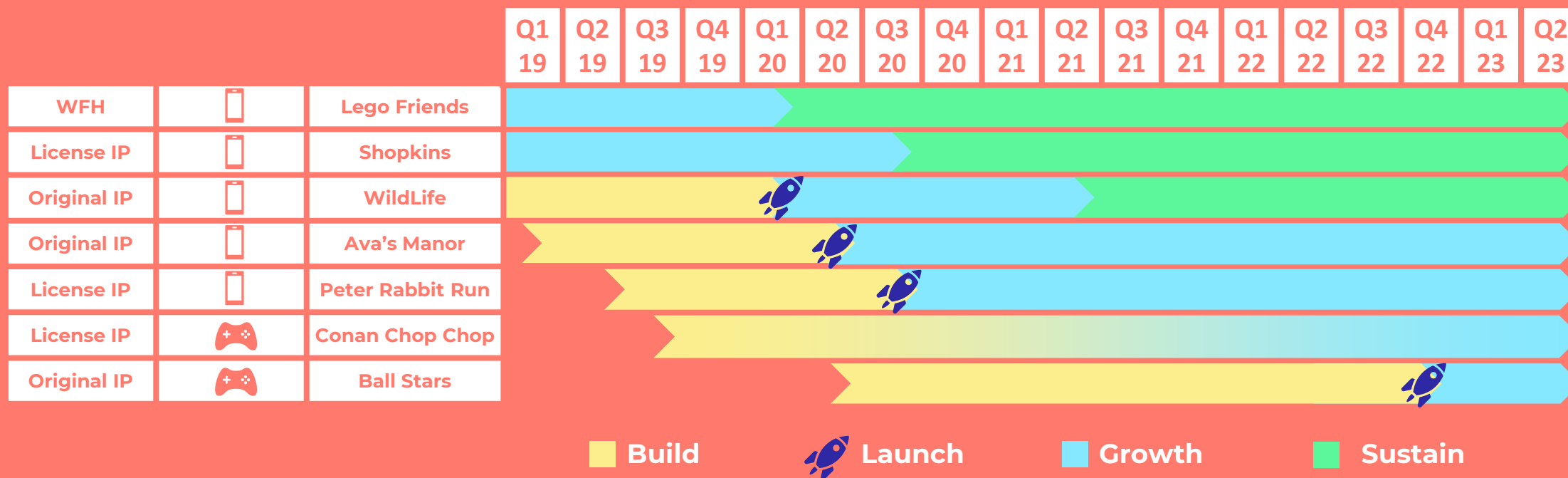
Pipeline as of 30 June 2019

- 👑 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

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



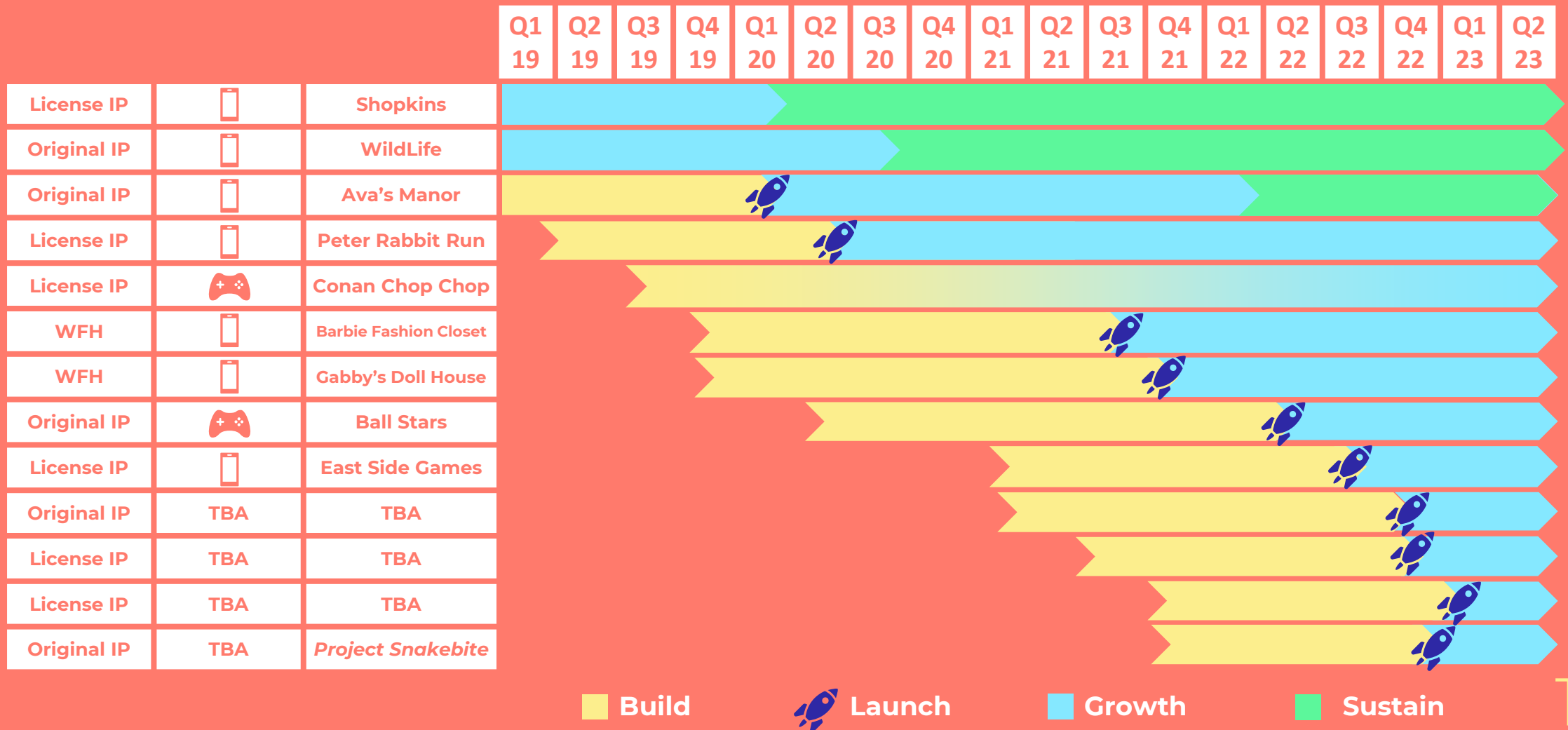
Pipeline as of 30 June 2020

- 👑 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



INDIVIDUAL GAME HIGHLIGHTS

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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



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



THE FUTURE

- Strong pipeline of Original IP and Co-Development with pending releases to market over balance of FY22
- Exceptional opportunity to capitalise further on broad growth in gaming market across Original IP and WFH
- Keeping a close eye on the direction of the industry to ensure MK is always at the forefront of trends





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THANK YOU



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