

MIGHTY KINGDOM

AGM PRESENTATION

November 2022



MIGHTY KINGDOM

-  Founded in 2010 and headquartered in Adelaide, Mighty Kingdom (“MK”) is a independent game developer in Australia
-  Mighty Kingdom has released more than 50 games with more than 50 million downloads worldwide
-  Our strength lies in our passionate work, our diverse teams, our unique technologies, our mastery of storytelling and our progressive management approach.

COMPANY OVERVIEW

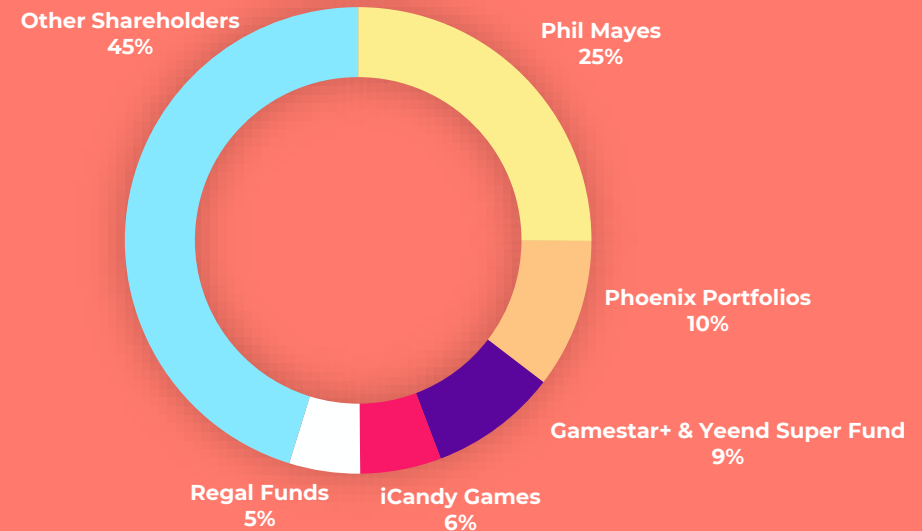
MK

CAPITAL STRUCTURE

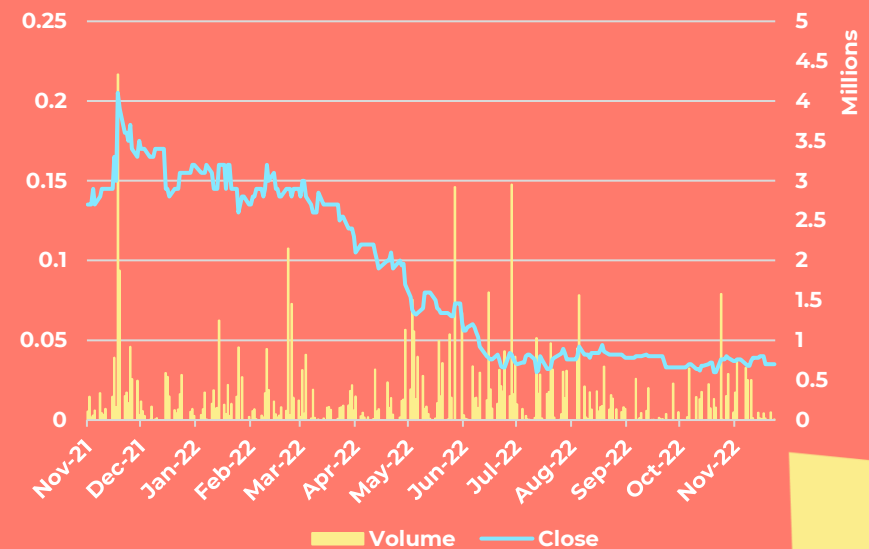
Share Price (24/11/2022)	\$0.035
Shares on Issue	209.7m
Options on Issue	18.8m
Market Capitalisation ¹	\$7.3m
Cash Net Debt (30 Sept 2022)	\$1.7m
Enterprise Value	\$5.6m

¹Market capitalisation at 24/11/2022; 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

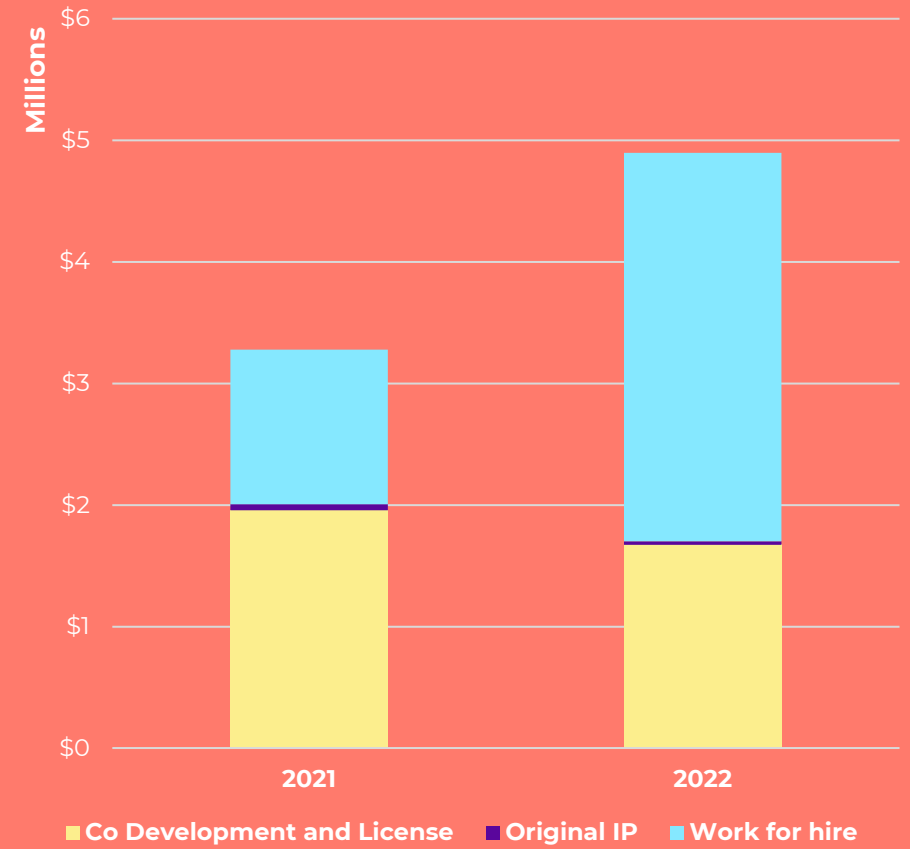
FY22 FINANCIAL HIGHLIGHTS

Mighty Kingdom enjoyed a 49% increase in revenue to \$4,896,569 over the previous corresponding year, represented a 39% Compound annual growth rate (“CAGR”) since FY20

- 👑 26% increase in game downloads to 17 million as of 30 June 2022 across six in market games developed by Mighty Kingdom
- 👑 Work for hire agreement with Google LLC.
- 👑 Multi Game agreement signed with East Side Games Group (ESGG).
- 👑 Global release of Mighty Kingdom’s first console title Conan Chop Chop.
- 👑 Acquired licence for Australian film ‘Carnifex’ to develop game.
- 👑 Contract Extension with Mattel and Spin Master through to FY23.

FULL YEAR FINANCIALS

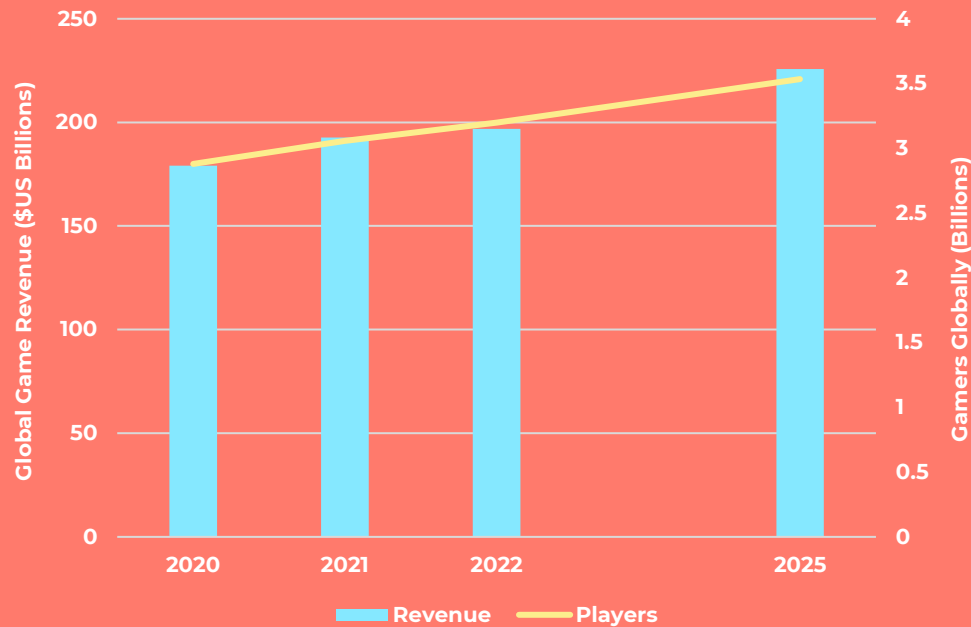
MK



MARKET OPPORTUNITY

MK

GLOBAL GAMES MARKET



Newzoo Global Games Market Report predicts the global games market is expected to grow to US\$225.7bn in 2025 at a CAGR of 4.7% between 2020 and 2025.

THE WORLD

3.2B Gamers

US\$196Bn Rev

Rev +2.1% YoY

ASIA PACIFIC

1.7B Gamers

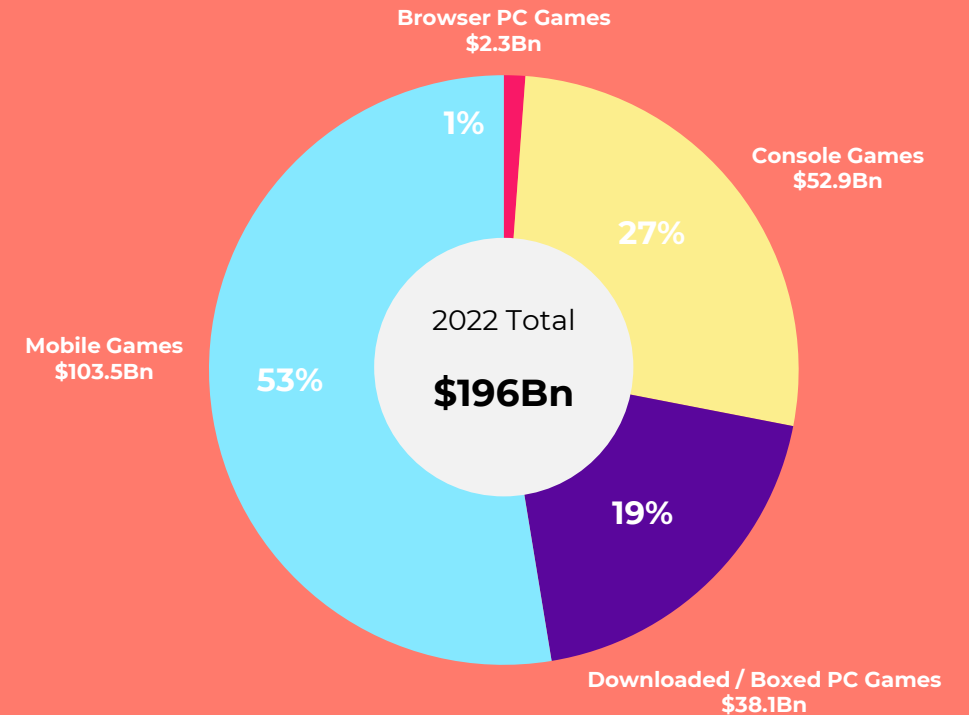
+4.2% YoY

UNITED STATES

2.19M Gamers

+2.6% YoY

2022 GLOBAL MARKET - PER SEGMENT



Mobile and downloaded/boxed PC games have shown respective increases of 5.1% YoY and 1.6% YoY.

SOURCE: NEWZOO

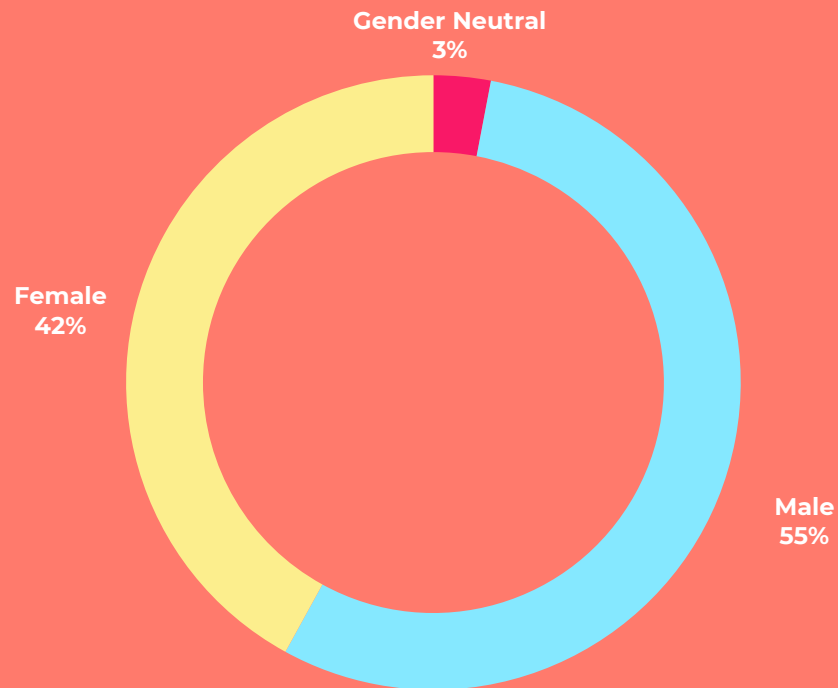
GENDER DIVERSITY



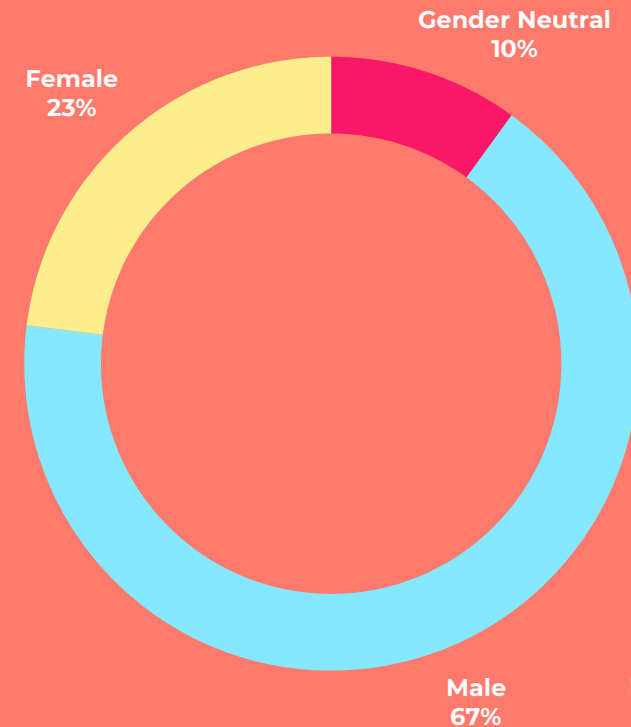
When compared to gender diversity in the Australian Games industry, Mighty Kingdom shows exemplary balance between genders, across all departments.

Creating authentic experiences that are enjoyed by wider audiences is only possible with a diverse development team.

MIGHTY KINGDOM



AUSTRALIAN INDUSTRY¹



¹Source: IGEA, Australian Game Development, An Industry Snapshot FY 2020-21

PRODUCT PIPELINE



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 Game: 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 Game: Star Trek: Lower Decks
- The Badgie Directive



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

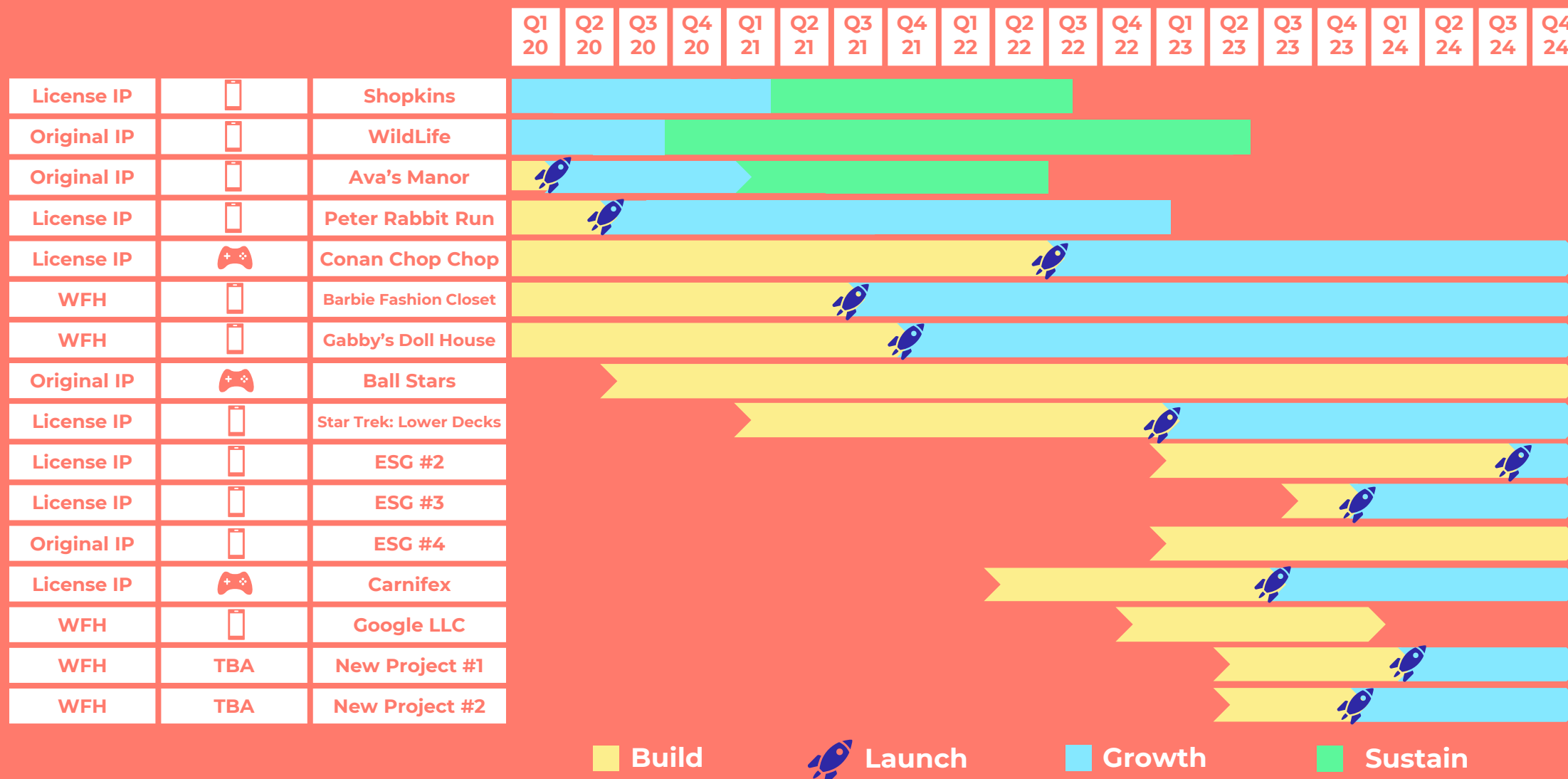
Key Game: Conan Chop Chop



PIPELINE PROJECTION 2022

MK

MK continues to expand its project pipeline and in-market game portfolio



GAME HIGHLIGHTS



GABBY'S DOLLHOUSE

Mobile

- 👑 We brought an entire new and safe universe to life, letting fans immerse themselves in a world animated by their beloved characters whenever and wherever they wanted.
- 👑 Our work has seen the game soar to over 12 million downloads.
- 👑 This success has resulted in our contract with Spin Master being extended through FY23





SHOPKINS

Mobile

- 👑 From 2015 through to 2022, the Shopkins range of games has provided fun to fans around the globe
- 👑 In August, the games were retired after arriving at the end of their lifecycle
- 👑 Over the last seven years, the games were downloaded 40 million times
- 👑 Shopkins' success is a testament to Mighty Kingdom's expertise in designing games for children and establishing sustained partner relationships.

STAR TREK : LOWER DECKS – THE BADGEY DIRECTIVE

Mobile

- 👑 Star Trek: Lower Decks – The Badgey Directive was launched worldwide on September 12th 2022
- 👑 This product has taken our design, artistic and storytelling capabilities to another high
- 👑 The product metrics to date are very promising and we are set for success in bringing our narrative and development skills to a broader audience.

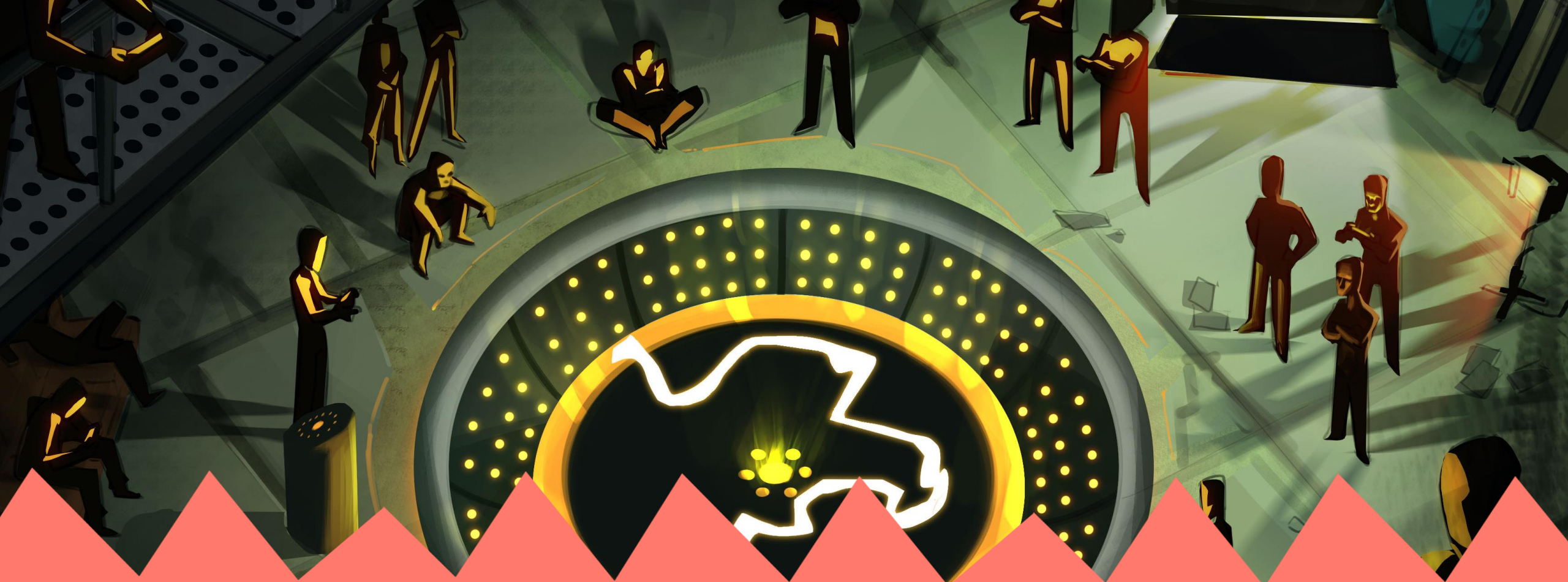


THE FUTURE

- Our strategy aims to achieve financial sustainability while continuing to build the foundation to self-publish our own games
- The Company's pipeline of Original IP remains in a strong position to secure publishing contracts with several titles currently in partnership discussions with global publishers
- In FY23, the Company will release new games while also continuing to enhance products already in the market.



MK



For Further information, please contact

Phillip Mayes
Managing Director
Mighty Kingdom Limited
T:+61 8 7200 3252
E: hello@mightykingdom.com

Duncan Gordon
Executive Director
Adelaide Equity Partners Ltd
T:+61 8 8232 8800
E: info@adelaideequity.com.au

THANK YOU

Phone:
(08) 7200 3252

General Enquiries:
hello@mightykingdom.com

Studio Address:
Level 4
121 King William Street,
Adelaide SA 5000
Australia



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

DISCLAIMER



This presentation has been prepared by Mighty Kingdom Limited (ACN 627 145 260). The information contained in this presentation is for information purposes only and is not investment, financial product, legal or tax advice. This presentation contains summary information about the current activities of Mighty Kingdom and its subsidiaries. The information in this presentation does not purport to be complete nor does it purport to contain all the information that a prospective investor may require in evaluating a possible investment in Mighty Kingdom. This presentation should be read in conjunction with Mighty Kingdom's other periodic and continuous disclosure announcements lodged with the Australian Securities Exchange (ASX). Statements in this presentation are made only as of the date of this presentation unless otherwise stated and the information in this presentation remains subject to change without notice. Mighty Kingdom is not responsible for providing updated information to any prospective investors. Past performance information given in this presentation is given for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance. The historical information in this presentation is, or is based upon, information that has been released to the market. For further information, please see past announcements released to the ASX. This presentation may contain forward-looking statements with respect to the financial condition, results of operations, business of Mighty Kingdom and certain plans and objectives of the management of Mighty Kingdom. Actual outcomes may differ materially from forward-looking statements. Forward-looking statements, opinions and estimates provided in this presentation are likely to involve uncertainties, assumptions, contingencies and other factors. As a result, unknown risks may arise, many of which are outside the control of Mighty Kingdom. Forward-looking statements including projections, guidance on future earnings and estimates are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Mighty Kingdom disclaims any intent or obligation to update publicly any forward-looking statements, whether as a result of new information, future events or results or otherwise.