

# MIGHTY KINGDOM



**AGM PRESENTATION**

*November 2023*

# WE ARE PLAY

**Founded in 2010 and headquartered in Adelaide**, Mighty Kingdom Limited (MKL) is a major player in Australia's gaming industry.

**We craft unforgettable experiences** that captivate and inspire a broad community of players around the globe. Our games deliver engaging fantasies, worlds and characters that stand out of the crowd with their creativity, innovation and quality.

Our deep game development experience and excellence is recognised with prestigious industry accolades, including **Studio of the Year and Best Storytelling awards**.

With a skilled and diverse team, MKL has released **over 50 captivating games**, engaging a global audience of **more than 60 million players** across multiple platforms.



# COMPANY OVERVIEW

## CAPITAL STRUCTURE

Share Price (20 Nov 2023)	\$0.02
Outstanding Shares	475.9m
Options on Issue	30.9m
Market Capitalisation	\$9.5m
Cash (20 Nov 2023)	\$1.0m
Enterprise Value	\$9.8m



**Michelle Guthrie**  
*Chair*

Michelle has extensive experience, holding senior roles at BSkyB, Star TV, and Google. She serves as a director for Catapult Group International Ltd (ASX:CAT) and BNK Banking Corporation Ltd (ASX:BBC), with expertise in management, digital media, and global tech.



**David Butorac**  
*Non-Executive Director*

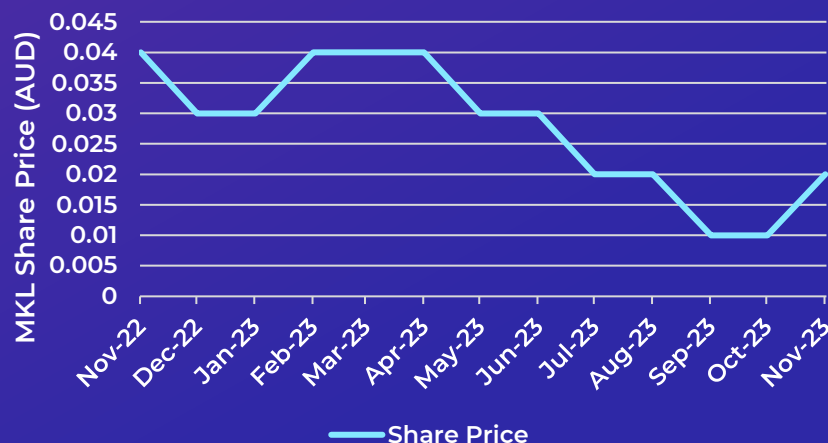
David, a Harvard Business School alum, holds 35+ years of executive experience in successful broadcasting and digital media firms. Notably, he led OSN to profitability, making it MENA's top revenue broadcasting business.



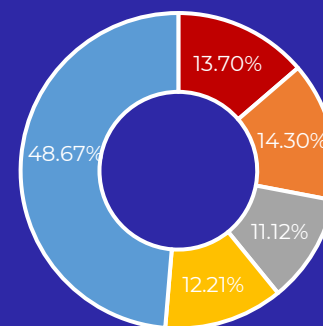
**Ian Hogg**  
*Non-Executive Director*

Ian, 25+ years in media and entertainment. Columbia University alum, 9 years as Fremantle's CEO, overseeing Asia Pacific and Global Operating Board. Past roles at MGM UA, Network TEN, Mediaworks NZ, and World Sport Group CEO in Singapore.

## SHARE PRICE HISTORY



## SHARE REGISTRY



- Gamestar Studios
- Imagination Ent.
- Phil Mayes
- Phoenix Portfolios
- Other Shareholders

# Results Snapshot

## FY23

- Record gaming revenue of \$6.9m (42% increase YoY)
- 76% reduction in H2 loss (\$1.7m) vs H1 loss (\$6.9m)
- Successfully launched 'Star Trek: Lower Decks The Badgley Directive'. Winner Best Storytelling Award (2023 – Pocket Gamer)
- Secured a 3rd major project - East Side Games Group (ESGG)
- Contract extensions - Google and SpinMaster
- Implemented comprehensive financial and operational overhaul



**Significant  
Turnaround in  
Operating  
Performance**



# Financial Highlights

Record gaming revenue of \$6.9m represents a 42% increase YoY

Record total income of \$9.8m representing a 20% increase YoY

Record H2 FY23 revenue of \$4.4m

Operational costs down by 20% H2 FY23 compared to H1 FY23

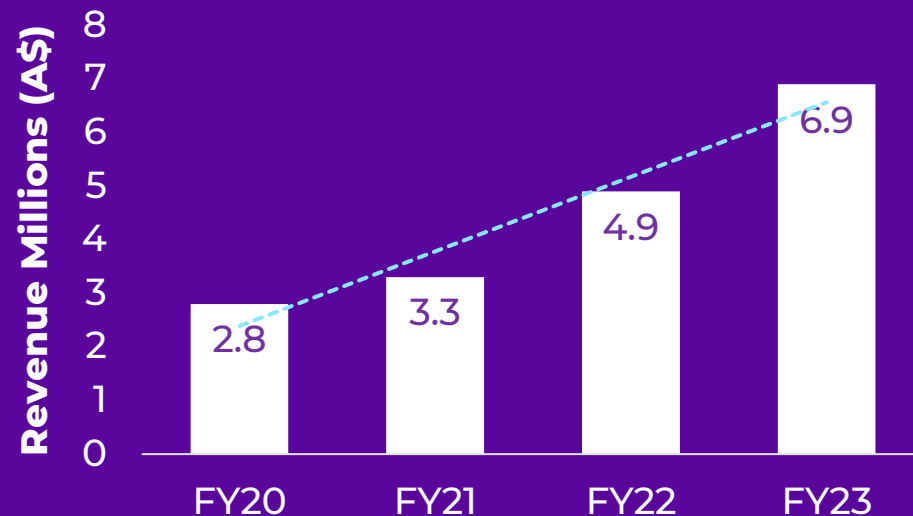
Business operation overhaul 76% reduction in H2 loss (\$1.7m) vs H1 loss (\$6.9m)

Excluding nonrecurring items, normalised loss down 24%



## Game Revenue

MK Game Revenue Performance

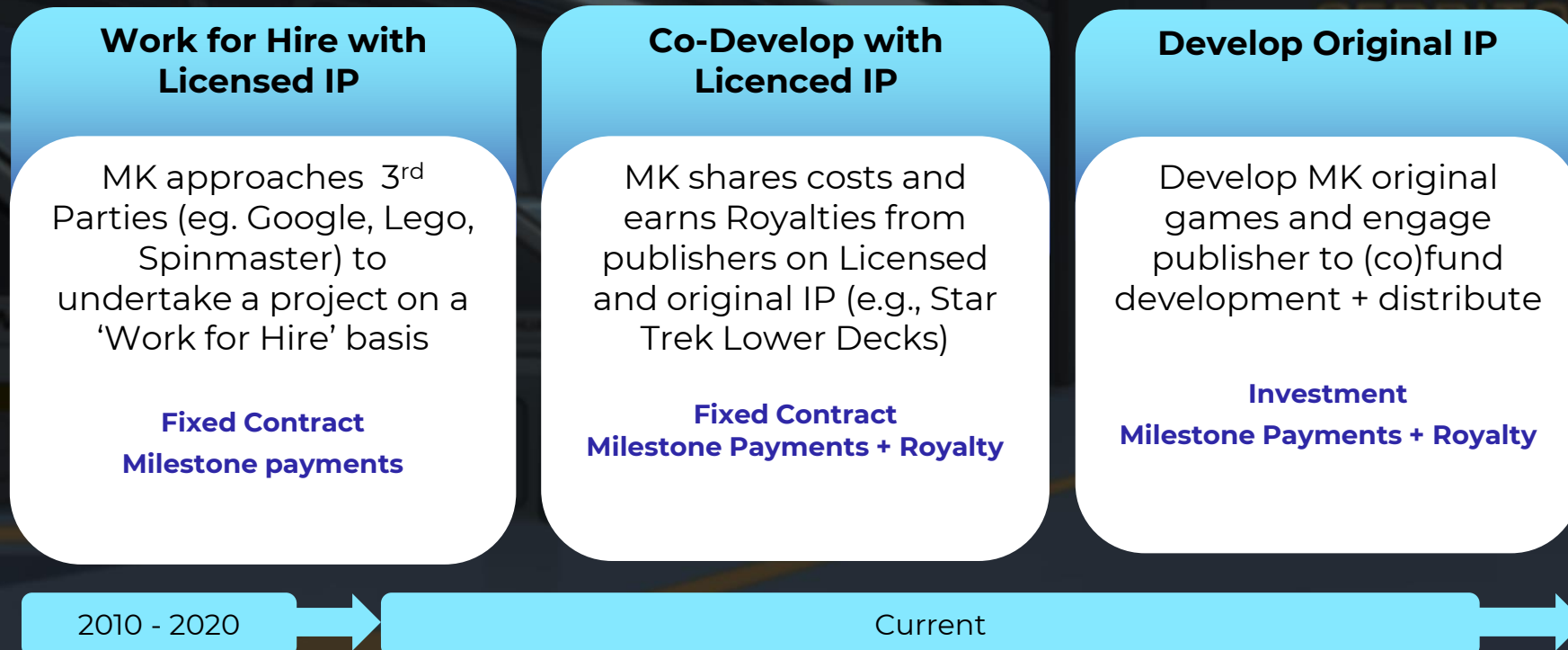




# BUSINESS MODEL

Refocused core games business to collaborate directly with global IP holders and publishers on funded projects. Enhanced efficiency, productivity and margin management.

Delivering on promise for building a sustainable, product-driven business.



# WHAT DRIVES US

Led by a desire to engage and delight players, we craft emotional experiences that connect our diverse talent with millions of players around the world.

## Creatively Led

- Co-developed Star Trek Lower Decks: The Badgey Directive with ESGG and Paramount
- Awarded Best Storytelling at 2023 Pocket Gamer Awards

## Product Driven

- Understanding our Partners IP Contract renewals and new projects with key partners: SpinMaster, Google, ESGG

## Operational Excellence

- Lean, incremental, data-driven models
- Frequent, consistent, high-quality feature releases.

## Development Capability

- Quality focus, live ops, new tech adoption.
- Improved ratings, satisfaction; less incidents. In-house systems cut costs, sped up iterations.



# WE BELIEVE IN PARTNERSHIPS

*"We continue to be very happy in our collaboration with Mighty Kingdom, including the strong partnership we have with their leadership team. We look forward to continuing to work together in the future, especially on several projects we already have in the pipeline."*

- Google Executive





Google

East Side  
FAM

Hyper  
RUSH

BROKEN  
RIDGE

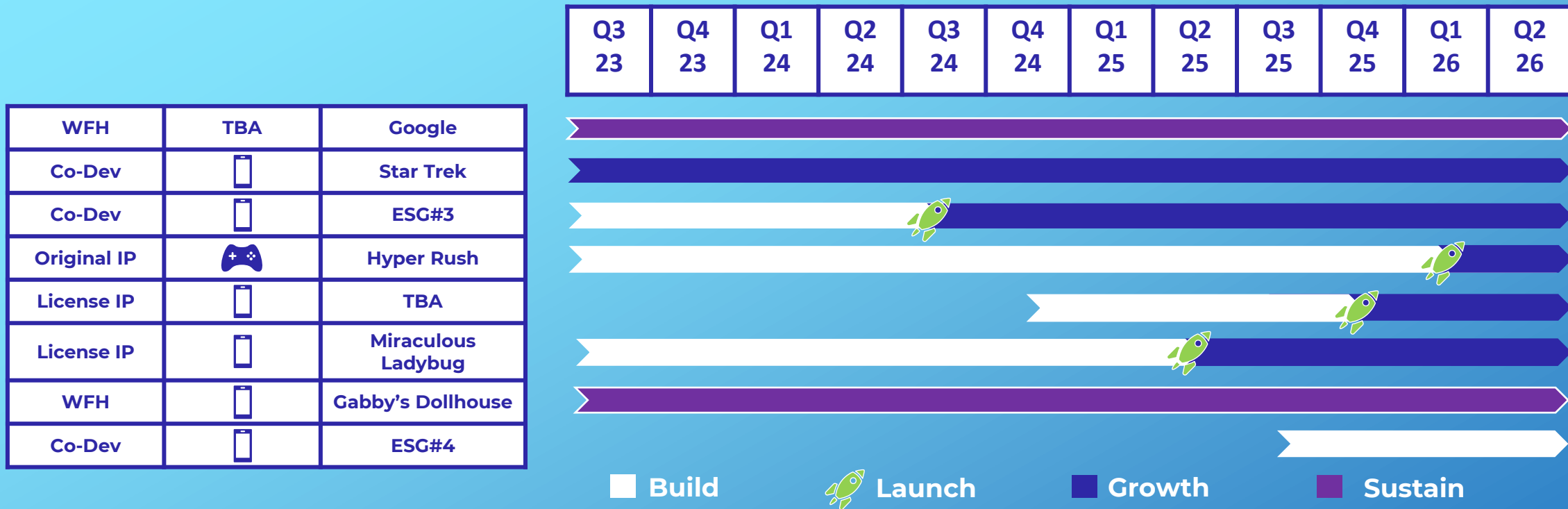
STAR TREK  
LOWER DECKS  
THE BADGEY  
DIRECTIVE

ZAG  
HEROES  
Miraculous

DREAMWORKS  
GABBY'S  
DOLLHOUSE

MK

# PIPELINE PROJECTION



## PROJECTS - ACTIVE DEVELOPMENT

	Project Name	Partner, Business Model	Status
	Star Trek Lower Decks	East Side Games, co-development	In market
	IdleKit Game #3	East Side Games, co-development	In development
	Google Project	Google, work for hire	In development
	Gabby's Dollhouse	Spin Master, work for hire	In market

# STRATEGIC REVIEW

After receiving unsolicited expressions of interest, the Company has elected to conduct a Strategic Review Process to:

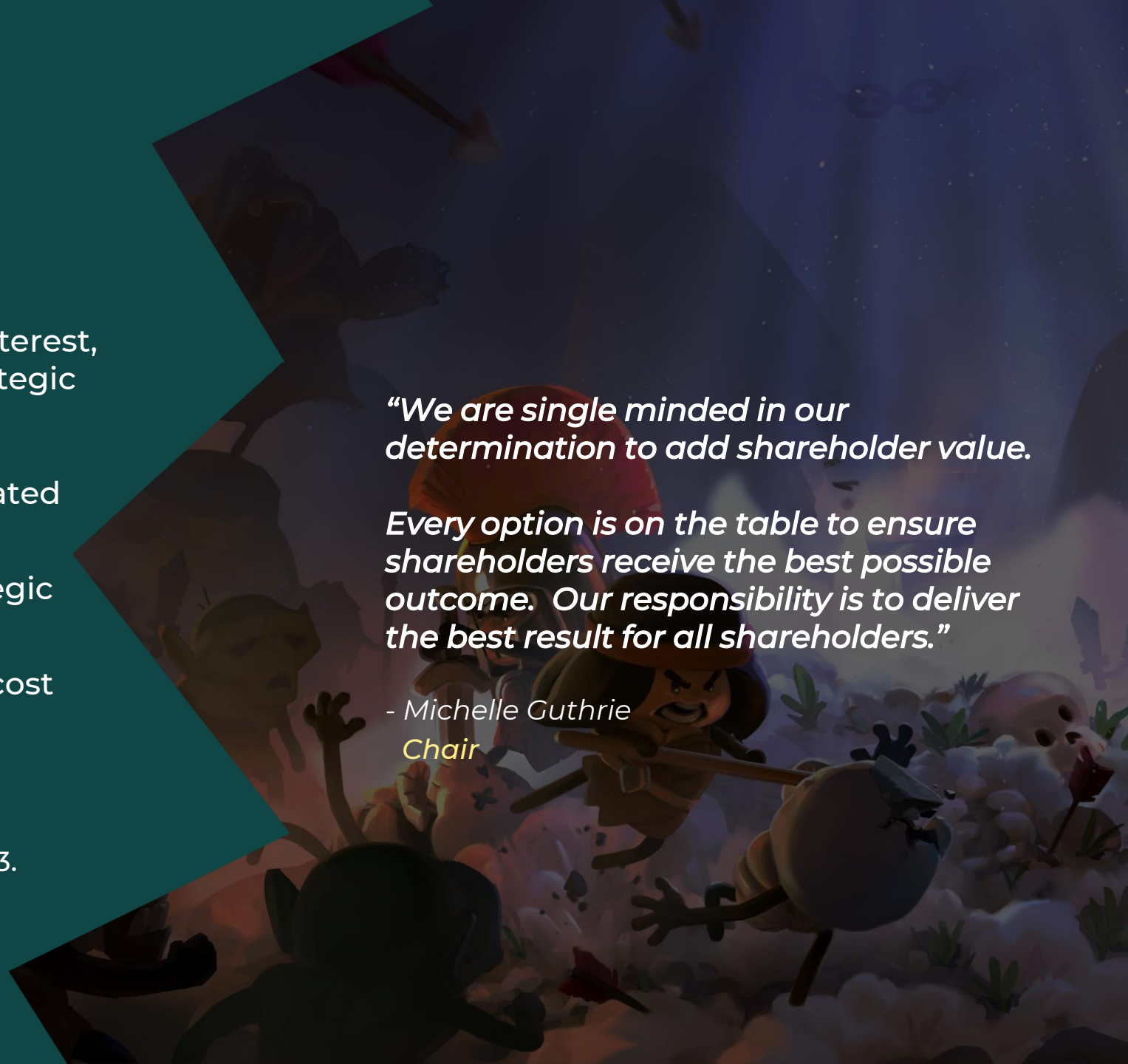
- Target profitable growth with an anticipated increase in shareholder value.
- Explore divestment, joint ventures, strategic investments for further growth.
- Seek partners for growth, expertise and cost management.

The Company anticipates being able to present a proposal to shareholders before the end of CY2023.

***“We are single minded in our determination to add shareholder value.***

***Every option is on the table to ensure shareholders receive the best possible outcome. Our responsibility is to deliver the best result for all shareholders.”***

*- Michelle Guthrie  
Chair*





# FUTURE OUTLOOK

Mighty Kingdom's revamped structure fosters collaboration, driving efficiency for partners and players.

- Optimised financial performance leads to growth opportunities.
- Robust partnerships: Google, Disney, Sony, LEGO, Paramount, Apple, DreamWorks.
- MKL well positioned in evolving gaming-tech landscape.

Capital invested into Mighty Kingdom is a contribution to a future where innovation, collaboration and financial success converge.





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# THANK YOU

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

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