

MIGHTY KINGDOM



INVESTOR PRESENTATION

April 2024

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We craft **unforgettable experiences**
that captivate **players worldwide**
across all video game platforms.



Founded in 2010 and headquartered in Adelaide, Mighty Kingdom Limited (MKL) has long been a significant player in Australia's gaming industry.

The Company is finally poised to deliver for shareholders with:

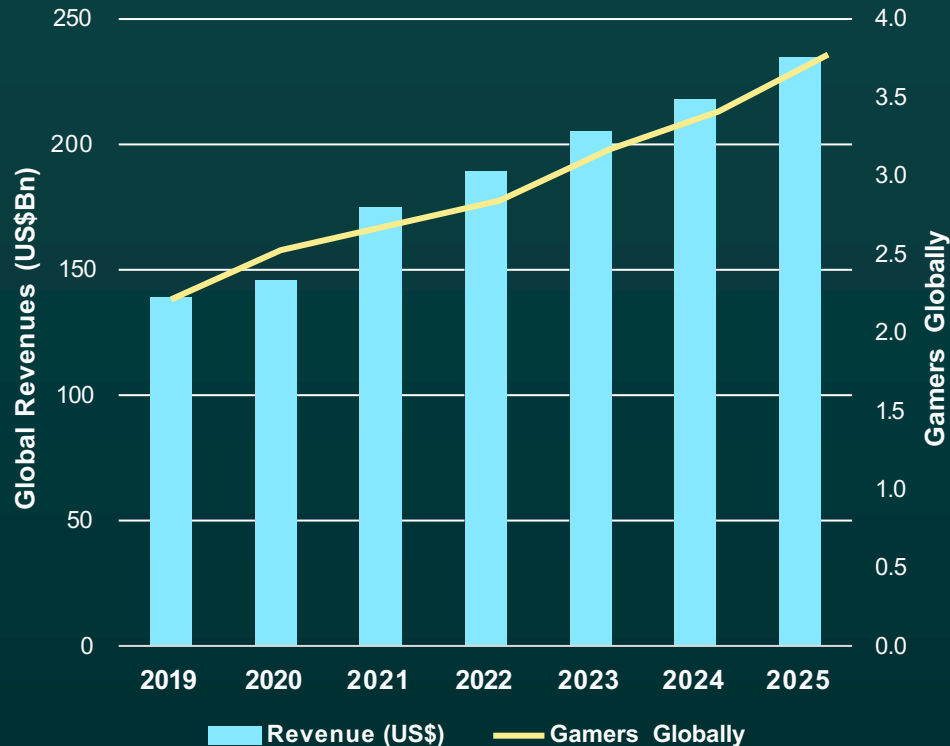
- 👑 A New Team
- 👑 Immediate Change
- 👑 Strong Strategy



THE MARKET

The gaming industry has experienced strong and consistent growth with currently some 3.4 billion video gamers across the globe.

GLOBAL GAMES MARKET



The World

2.6 Billion
Gamers in 2020

3.4 Billion
Gamers in 2024

Asia Pacific

More than 1/2 of
all gamers
worldwide

US\$72.2B
revenue

Australia

Total market
size of A\$4.2bn
(2023)

A\$345m
income
generated by
Aust studios

SOURCE: STATISTA, 2023. IGEA



A NEW VISION FOR SUCCESS

Phase 1: Rightsize and optimise 0-9 mth

Summary

Financial independence / operating stability, achieve break-even.

Games

Optimise ops, maintain partnerships with high-quality publishers, establish AI Gaming Lab.

Work for Hire

Accelerate growth of Work-For-Hire (WFH) business with recognised partners.

Org

Streamline company overheads to align with current priorities.

\$

Successfully complete current capital raising.

Phase 2: Controlled Growth +9 mth

MKL targets

Expand business, including own games and M&A.

Strategic growth initiatives; PC Gaming, Publishing.

Investment balanced with WFH profits.

Increase valuation to assist with M&A opportunities



A NEW TEAM FOR SUCCESS

MKL plans to expand as a sustainable, well-run gaming company with a reputation for developing high quality games, setting the platform for controlled expansion into higher-value gaming products.



David Butorac
Chair

David is a Harvard Business School alumni with 35+ years in leadership roles in some of the world's leading private and public media companies, including Sky (UK), Malaysia's Astro and President at Star TV in Hong Kong. 2010-2017, while CEO of OSN (Dubai) he increased company value by 78% to over US\$3bil. As Chair he delivers a depth of public company experience in governance and management oversight.



David Yin
Chief Executive Officer

David, with 25 years of experience, is a mobile gaming leader in the APAC region. Former CEO of Storms Studio, he led record revenue growth and its acquisition by iCandy group. He was President of Web3 gaming and Head of BD for Google Play in ANZ & Southeast Asia, overseeing +\$100M in annual revenues. David, a chartered accountant, holds an MBA from UNSW AGSM and is an AICD Graduate.



Mark Aubrey
Non-Executive Director

Mark is a gaming industry veteran who held key positions at Activision Blizzard King (ABK) APAC and Warner Bros. At ABK, he managed all aspects of operations, driving APAC to be a key global growth driver. Mark has extensive board and advisory experience, currently serving as CEO and Board Member of Sydney Football Club.



Chris Whiteman
Non-Executive Director

Chris, a Corporate and Commercial Advisor with 25+ years of experience, has been on Animoca Brands' Board since 2018, contributing to its valuation increase to ~A\$5b. He's a Director at iCandy Interactive and OliveX Holdings Limited, with deep public company experience. Chris is actively engaged in the gaming sector's shift towards Web3 and digital property rights.



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.



MANAGEMENT COMMITTED TO CHANGE



Simon Rabbitt
CFO/COO

Simon, a distinguished business leader with an 11-year track record in Australian media, sports, and entertainment. His journey is marked by unwavering dedication to fostering impactful connections, driving strategic success through unique leadership and insightful decision-making. Simon's versatile expertise positions him as an influential force for sustained industry growth and success.



Grant Osborne
Chief Technology Officer

Grant, leads a gaming revolution with advanced skills in software engineering, data science, and innovative technology leadership. His journey, marked by a relentless pursuit of innovation, includes groundbreaking work in machine learning, AI, and data visualisation. Grant shapes Mighty Kingdom's cutting-edge technological roadmap, prioritising emerging technologies for digital content creation.



Emilie Poissenot
Creative Director

Emilie, a gaming veteran with 16+ years of global experience, directs diverse projects from MMOs to mobile hits. Committed to early validation and innovation, she empowers creatives, shaping the gaming landscape and leaving an indelible mark on interactive entertainment worldwide.



Travis Hobbs
Director of People

Travis, a dynamic leader of diverse industry experience embodies a new era of leadership, combining strategic vision, cultural empathy, and innovative approaches to growth and development. His journey is defined by a relentless pursuit of excellence, driving transformative growth and fostering connections that shape the future of business.



OUR COMPANY

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 Badger 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: Spin Master, 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.



BUSINESS MODEL

Work for Hire

MK approached by 3rd parties to undertake a project on a 'Work for Hire' basis

Work For Hire projects have been utilised to establish and promote MK's development capacities and technologies

These capabilities are now being applied to licensing and Original IP development

Milestone payments

License 3rd Party IP

MK approaches established brands to license their IP

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

Example: Shopkins

Milestone payments + Royalty

Co-Development

MK partners with a publisher to development and launch game.

MK normally covers fixed costs of development via publisher and then receives a future revenue share

Example: Star Trek

Revenue Share

Future: Original IP

MK to progress to wholly developing its own Original IP and publishing the project itself

Requires the development of substantial and robust distribution channels

100% of sales revenue

PRODUCT PIPELINE – LIFECYCLE FOR GAMES

Build Phase

Developing core gaming systems and establishing the content pipeline.

- Reduced build time using existing IP (sequels or co-dev)
- Allocated investment based on development execution plan and budget.

Key Games in phase:

East Side Games IdleKit, Google (multiple)

Growth Phase

From investment to profitability upon game release.

- Informed by player feedback and analytics
- Profitability: Customer acquisition cost < Customer lifetime value.

Key Games in phase:

Star Trek Lower Decks:
The Badgery Directive

Sustain Phase

Maintaining long-term relationships with WFH partners.

- Regular and predictable renewals of contracts.
- Lean team of developers and artists maintaining, growing flagship partner products.
- Focus on additional content and features to established core tech.

Key Games in phase:

Google (multiple) and Gabby's Dollhouse



WE BELIEVE IN PARTNERSHIPS

We approach every partnership as an opportunity to create long-term value and focus on collaboration to drive the best outcomes.

Our partners work directly with our game teams to create great games. This close alignment supports the iterative nature of our products and is regularly cited as a reason for repeat business.

 Arcade

ZAG



SONY



Disney



Google

MK

BRINGING BRANDS TO LIFE IN GAMES

We seamlessly bring IP to games. Our priority is to create an amazing customer experience for brands, then continue to support and grow the product.

We listen to our players and work with data-driven priorities to deliver content that delights IP fans and newcomers alike.



NEW TEAM = DRIVING RESULTS

Longer term, new team members bring the capabilities to fix the operational and market challenges faced by MKL



David's expertise to boost BD opportunities and leverage the team's network



Team excels in driving transformative changes, org design and cost reductions.



David, Mark, and Chris offer access to top-tier, cost-effective outsourcing partners in SEA.



Team has overseen significant LiveOps ecosystems, skilled in negotiating contracts.



Extensive experience on private / public company boards.

TRANSFORMATION

Focus on WFH services in immediate term, switch to Co-Dev / Original IP later.

OUTSOURCING

Significant productivity lever.

LIVEOPS / CONTENT

Drive strategy and content ROI

EFFECTIVE M&A

Value accretive opportunities.

DELIVERY

With a secure financial foundation and a growing reputation, MKL can sustainably invest and diversify into higher potential revenue streams

	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	Q1 FY26	Q2 FY26	Q3 FY26	Q4 FY26	Q1 FY27	Q2 FY27
Work for Hire	Continue to grow and nurture, profitable work-for-hire business to provide ever-increasing funding									
Strategic Initiatives	Ramp up Co-Dev games, diversify publishers									
	M & A					Future acquisition opportunities				
Own Games	Leverage reputation to find quality publisher for shelf assets			Back 1-2 own game concepts, sustainably				Launch own games 1 and 2, liveops		
								Invest in own game title follow ups		
AI Gaming Lab	Expand into AI gaming platforms				Depending on device growth, enter VR / Metaverse / Wearables					
Publishing			Strategic partnership with 1-2 key publishers		Buy / develop own publishing capability		Sign deals to bring games into ANZ, SEA x-platform		Publish own games	



Google

x

MIGHTY
KINGDOM

“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

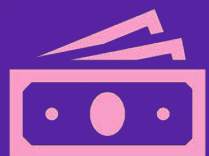
The background is a stylized, painterly illustration of a battle scene. In the foreground, a warrior with dark skin and a brown tunic is running towards the viewer, holding a long spear. To their left, a large, ornate helmet with a red plume is visible. To the right, another warrior with a yellow helmet and a sword is engaged in combat. The ground is covered in dust and debris, with a skull visible in the center. The background features dark, jagged rock formations under a dark, starry sky with a bright light source creating a lens flare effect.

THE OPPORTUNITY

INVESTOR UPSIDE



Mighty Kingdom presents an attractive opportunity to generate significant shareholder value. Additional capital will drive short and long-term improvements, tremendous growth opportunities and venture back into MK-owned IPs for further returns.



IMPROVED FINANCIAL PERFORMANCE

Restructure to deliver reduced costs, through overhaul of business model and increased efficiency.



SOLID FOUNDATION

13+ years of development experience on PC, Mobile and Console projects, 10+ years of live operations experience, established collaborative and supportive structure for effective partner and player outcomes.



STRONG PRODUCT PIPELINE

Multiple projects set to launch in FY24-25, data-driven decision-making and a roster of licensed and MK-owned IP primed for development.



GROWTH INITIATIVES

- Strategic growth initiatives to deliver shareholder value over the medium term:
- Optimise WFH contracts
 - Additional co-dev contracts
 - Establish AI Gaming Lab
 - Vertical integration opportunities

RENOUNCEABLE RIGHTS ISSUE OFFER

SUMMARY

Offer to Eligible Shareholders	5 New Shares for every 1 Share held at the Record Date at the Issue Price plus: <ul style="list-style-type: none">A 'Top-Up' Facility for eligible Shareholders who subscribe for their full Entitlement
Issue Price per New Share	\$0.003 or 0.3 cents per New Share payable in full on Application
Maximum number of New Shares issued under the Offer	2.08bn New Shares
Maximum proceeds from the Offer (excluding costs associated with the Offer)	Approximately c.\$6.2 million
Maximum number of Shares on issue following the Offer	2.49bn Shares*

- In addition to the Entitlements Issue, it is also anticipated that the Company undergo a consolidation of capital on a 1:15 basis, to be approved at a General Meeting of Shareholders.
- For further details please refer to Retail Entitlement Offer Booklet available at www.computersharecas.com.au/MKLOffer



INDICATIVE OFFER TIMETABLE

IMPORTANT DATES

Record Date (to determine Entitlement of Eligible Shareholders to participate in the Offer)	Tuesday 19th March 2024
Dispatch of the Retail offer booklet and Entitlement & Acceptance Form to Eligible Shareholders	Monday 25th March 2024
Close of Rights Trading	Thursday, 28th March 2024
Retail Entitlement Offer closes	Monday, 8th April 2024
Allotment of New Shares issued under the Retail Entitlement Offer	Thursday, 18th April 2024
New Shares issued under Retail Entitlement Offer commence trading on ASX	Friday, 19th April 2024

** The above dates are indicative only and subject to change. The Company reserves the right, subject to the Corporations Act and the Listing Rules, to extend the Closing Date or to withdraw the Offer at any time without prior notice, in which case all Application Monies will be refunded (without interest) as soon as practicable. Any extension of the Closing Date will have a consequential effect on the issue date of New Shares. All dates and times are references to Melbourne Australia time.*



MK



FUTURE OUTLOOK

Mighty Kingdom will immediately move to deliver positive business and financial outcomes:

- Financial independence and operating stability
- Streamline overheads
- Accelerate revenue growth



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



THANK YOU

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

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