

29 April 2022

Commissioned research: Rovio – Very strong set of Q1 numbers*Marketing material commissioned by Rovio*

Rovio reported an extremely strong set of Q1 numbers with 6% beat on the top-line and an adjusted EBIT of EUR 10.0m versus Infront consensus of EUR 3.5m and our estimate of EUR 3.1m. Group organic growth stood at 12%, compared to 6% in Q4 and our estimate of 10%. Relative to our estimates, the top-line beat is encouragingly driven by recently launched AB Journey and the Ruby Games studio that was acquired in August 2021, highlighting success in recent key growth initiatives. UA spend was slightly lower than we anticipated at 38% of Games revenue (our estimate: 40%), which explains EUR 1.2m of the EUR 6.9m EBIT beat relative to our estimates, while the remainder of the positive surprise seems to be a result of operating leverage. Rovio reiterated its guidance for strong top-line growth (consensus +14%) and lower adjusted EBIT (consensus -19%) for 2022. UA costs for Q2 were guided at 25-30% of Games revenue, whereas we have estimated 33%. At first take, we believe the strong Q1 should trigger ~15% earnings upgrades by the consensus for 2022E-23E.

Q1 2022 outcome

- Q1 revenue was 6% above Infront consensus estimates, growing by 27% y/y (+15% in Q4). Organically revenue grew by 12% y/y (+6% in Q4).
- Revenue from Games was 3% above our estimate, increasing by 27% y/y. Games gross bookings grew organically by 11% y/y (+5% in Q4).
- Adjusted EBIT of EUR 10.0m was down 2% y/y but EUR 6.5m above consensus of EUR 3.5m. Adjusted EBIT margin stood at 11.8% compared to consensus of 4.4%.
- EPS was EUR 0.07 compared to consensus at EUR 0.04.

Games performance

- Games' gross bookings grew by 26% y/y and by 9% q/q.
- User acquisition (UA) investments at EUR 31.1m were slightly below our estimate of EUR 32.3m, i.e. 38% of Games revenue compared to 27% in Q4 2021 and 27% in Q1 2021.
- AB Journey and Ruby Games delivered 27% and 25% higher booking than we expected, respectively. Ab2, ABDB and AB friends performed altogether broadly in line with our estimates. Small Town Murders missed our estimate by 30%.
- Recently launched AB Journey generated bookings of EUR 10.1m compared to our estimate of EUR 8.0m. Rovio is now optimising UA for the game and lowering it compared to the level

around the launch. We have estimated gross booking of EUR 44m for 2022 from AB Journey, making it Rovio's third largest game.

- Ruby Games (Hypercasual) brought EUR 6.1m of bookings compared to our estimate of EUR 4.9m.

Guidance for 2022 intact

- For 2022, Rovio reiterated its guidance for strong top-line growth (consensus +14%) and EBIT lower y/y (consensus -19%).
- UA costs for Q2 guided for 25-30% of Games revenue (NDA 33%).

	Actual	NDA est.	Deviation		Consensus	Deviation		Actual	Actual		
EURm	Q1 22	Q1 22E	vs.	actual	Q1 22E	vs.	actual	Q4 21	q/q	Q1 21	y/y
Revenue	85.0	81.9	3.1	4%	80.1	4.9	6%	78.9	8%	67.1	27%
EBITDA	11.1	6.4	4.7	74%	6.3	4.8	77%	13.4	-17%	11.8	-6%
Adj. EBITDA	13.6	6.4	7.2	113%	6.3	7.3	117%	16.5	-18%	12.4	10%
- margin	16.0%	7.8%		8.2pp	7.8%		0.1pp	20.9%	-4.9pp	18.5%	-2.5pp
EBIT	7.5	3.1	4.4	141%	3.5	4.0	112%	8.1	-7%	9.6	-22%
Adj. EBIT	10.0	3.1	6.9	221%	3.5	6.5	182%	13.1	-24%	10.2	-2%
- margin	11.8%	3.8%		8.0pp	4.4%		7.3pp	16.6%	-4.8pp	15.2%	-3.4pp
EPS	0.07	0.03	0.04	114%	0.04	0.03	84%	0.08	-16%	0.10	-31%
Gross bookings top 5, EURm	66.7	60.6	6	10%				60.9	10%	55.0	21%
Gross bookings total, EURm	80.8	80.1	1	1%				74.0	9%	64.2	26%
Games revenue	82.3	80.1	2	3%				76.5	8%	64.9	27%
UAC	31.1	32.3	-1	-4%				20.6	51%	17.3	80%
UAC as % of revenue	37.8%	40.3%		-2.5pp				26.9%	10.9pp	26.7%	11.1pp
DAU top 5, million	3.6	3.2	0.4	13%				3.2	13%	3.1	16%
DAU all, million	7.3	9.4	-2.1	-23%				6.5	12%	4.2	74%
MAU top 5, million	20.8	18.0	2.8	16%				18.1	15%	16.6	25%
MAU all, million	53.3	68.7	-15.4	-22%				44.8	19%	25.6	108%
DAU/MAU top 5, %	17.3%	17.7%		-0.4pp				17.7%	-0.4pp	18.7%	-1.4pp
DAU/MAU all 5, %	13.7%	13.7%		0.0pp				14.5%	-0.8pp	16.4%	-2.7pp
MUP top 5, thousand	464.0	417.0	47.0	11%				420.0	10%	394.0	18%
MUP all, thousand	522.0	744.3	-222.3	-30%				485.0	8%	454.0	15%
ARPPU top 5, EUR	0.21	0.21	0.00	-1%				0.21	0%	0.20	5%
ARPPU all, EUR	0.12	0.09	0.03	27%				0.12	0%	0.17	-29%
MARPPU top 5, EUR	41.9	48.4	-6.5	-13%				41.4	1%	40.7	3%
MARPPU all, EUR	41.5	35.9	5.6	16%				40.9	1%	41.1	1%

Source: Company data, Nordea estimates and Infront

ROVIO: GROSS BOOKINGS PER GAME

	Actual	NDA est.	Deviation		Actual	Actual		
EURm	Q1 22	Q1 22	vs. actual		Q4 21	q/q	Q1 21	y/y
AB2	30.3	30.2	0.1	0%	29.5	3%	25.2	20%
ABDB	14.9	16.1	-1.2	-7%	16.2	-8%	15.4	-3%
AB Friends	9.3	9.1	0.2	2%	9.3	0%	8.1	15%
AB Journey	10.1	8.0	2.1	27%	3.1	na	0.0	na
Small Town Murders	2.2	3.1	-0.9	-30%	2.8	-21%	3.9	-44%
Hypercasual	6.1	4.9	1.2	25%	4.1	49%	0.0	n.a.
Other	7.9	8.7	-0.8	-9%	9.0	-12%	11.6	-32%

Source: Company data and Nordea estimates

SUMMARY TABLE - KEY FIGURES

EURm	2018	2019	2020	2021E	2022E	2023E
Total revenue	281	289	272	283	320	338
EBITDA (adj)	48	33	65	52	60	63
EBIT (adj)	31	18	47	41	50	55
EBIT (adj) margin	11.1%	6.4%	17.3%	14.6%	15.7%	16.4%
EPS (adj, EUR)	0.31	0.17	0.48	0.49	0.55	0.60
EPS (adj) growth	-7.1%	-44.5%	180.7%	2.4%	12.4%	10.2%
DPS (ord, EUR)	0.09	0.09	0.12	0.13	0.14	0.15
EV/Sales	0.7	0.9	1.2	1.3	1.1	1.0
EV/EBIT (adj)	5.9	13.5	7.1	8.7	7.1	5.8
P/E (adj)	12.5	26.1	13.3	14.2	12.6	11.4
P/BV	1.9	2.1	2.8	2.6	2.3	2.0
Dividend yield (ord)	2.4%	2.0%	1.9%	1.9%	2.0%	2.2%
FCF Yield bef A&D, lease adj	13.6%	1.8%	12.6%	8.2%	8.9%	9.3%
Net debt	-120	-110	-129	-149	-150	-183
Net debt/EBITDA	-2.5	-3.4	-2.2	-2.9	-2.5	-2.9
ROIC after tax	53.6%	30.0%	79.7%	82.4%	69.2%	60.5%

Source: Company data and Nordea estimates

Completion date: 29 Apr 2022, 08:55 CET

Nordea analyst: Felix Henriksson

Disclaimer and legal disclosures

Origin of the report

This publication or report originates from: Nordea Bank Abp, including its branches Nordea Danmark, Filial af Nordea Bank Abp, Finland, Nordea Bank Abp, filial i Norge and Nordea Bank Abp, filial i Sverige (together "Nordea") acting through their units Nordea Markets and Equity Sales & Research.

Nordea Bank Abp is supervised by the European Central Bank and the Finnish Financial Supervisory Authority and the branches are supervised by the European Central Bank and the Finnish Financial Supervisory Authority and the Financial Supervisory Authorities in their respective countries.

Content of report

This report has been prepared solely by Nordea Markets or Equity Sales & Research.

Opinions or suggestions from Nordea Markets credit and equity research may deviate from one another or from opinions presented by other departments in Nordea. This may typically be the result of differing time horizons, methodologies, contexts or other factors.

The information provided herein is not intended to constitute and does not constitute investment advice nor is the information intended as an offer or solicitation for the purchase or sale of any financial instrument. The information contained herein has no regard to the specific investment objectives, the financial situation or particular needs of any particular recipient. Relevant and specific professional advice should always be obtained before making any investment or credit decision.

Opinions or ratings are based on one or more methods of valuation, for instance cash flow analysis, use of multiples, behavioural technical analyses of underlying market movements in combination with considerations of the market situation and the time horizon. Key assumptions of forecasts or ratings in research cited or reproduced appear in the research material from the named sources. The date of publication appears from the research material cited or reproduced. Opinions and estimates may be updated in subsequent versions of the report, provided that the relevant company/issuer is treated anew in such later versions of the report.

Validity of the report

All opinions and estimates in this report are, regardless of source, given in good faith, and may only be valid as of the stated date of this report and are subject to change without notice.

No individual investment or tax advice

The report is intended only to provide general and preliminary information to investors and shall not be construed as the basis for any investment decision. This report has been prepared by Nordea Markets or Equity Sales & Research as general information for private use of investors to whom the report has been distributed, but it is not intended as a personal recommendation of particular financial instruments or strategies and thus it does not provide individually tailored investment advice, and does not take into account the individual investor's particular financial situation, existing holdings or liabilities, investment knowledge and experience, investment objective and horizon or risk profile and preferences. The investor must particularly ensure the suitability of an investment as regards his/her financial and fiscal situation and investment objectives. The investor bears the risk of losses in connection with an investment.

Before acting on any information in this report, it is recommendable to consult (without being limited to) one's financial, legal, tax, accounting, or regulatory advisor in any relevant jurisdiction.

The information contained in this report does not constitute advice on the tax consequences of making any particular investment decision. Each investor shall make his/her own appraisal of the tax and other financial merits of his/her investment.

Sources

This report may be based on or contain information, such as opinions, estimates and valuations which emanate from: Nordea Markets' analysts or representatives, publicly available information, information from other units of Nordea, or other named sources.

To the extent this publication or report is based on or contain information emanating from other sources ("Other Sources") than Nordea Markets or Equity Sales & Research ("External Information"), Nordea Markets or Equity Sales & Research has deemed the Other Sources to be reliable but neither Nordea, others associated or affiliated with Nordea nor any other person, do guarantee the accuracy, adequacy or completeness of the External Information.

Limitation of liability

Nordea or other associated and affiliated companies assume no liability as regards to any investment, divestment or retention decision taken by the investor on the basis of this report. In no event will Nordea or other associated and affiliated companies be liable for direct, indirect or incidental, special or consequential damages (regardless of whether being considered as foreseeable or not) resulting from the information in this report.

Risk information

The risk of investing in certain financial instruments, including those mentioned in this report, is generally high, as their market value is exposed to a lot of different factors such as the operational and financial conditions of the relevant company, growth prospects, change in interest rates, the economic and political environment, foreign exchange rates, shifts in market sentiments etc. Where an investment or security is denominated in a different currency to the investor's currency of reference, changes in rates of exchange may have an adverse effect on the value, price or income of or from that investment to the investor. Past performance is not a guide to future performance. Estimates of future performance are based on assumptions that may not be realized. When investing in individual shares, the investor may lose all or part of the investments.

Conflicts of interest

Readers of this document should note that Nordea Markets or Equity Sales & Research has received remuneration from the company mentioned in this document for the production of the report. The remuneration is not dependent on the content of the report.

Nordea, affiliates or staff in Nordea, may perform services for, solicit business from, hold long or short positions in, or otherwise be interested in the investments (including derivatives) of any company mentioned in the report.

To limit possible conflicts of interest and counter the abuse of inside knowledge, the analysts of Nordea Markets are subject to internal rules on sound ethical conduct, the management of inside information, handling of unpublished research material, contact with other units of Nordea and personal account dealing. The internal rules have been prepared in accordance with applicable legislation and relevant industry standards. The object of the internal rules is for example to ensure that no analyst will abuse or cause others to abuse confidential information. It is the policy of Nordea that no link exists between revenues from capital markets activities and individual analyst remuneration. Nordea and the branches are members of national stockbrokers' associations in each of the countries in which Nordea has head offices. Internal rules have been developed in accordance with recommendations issued by the stockbrokers associations. This material has been prepared following the Nordea Conflict of Interest Policy, which may be viewed at www.nordea.com/mifid.

Please find a list of all recommendations disseminated by Nordea Equities during the preceding 12-month period here: <https://research.nordea.com/compliance>

Distribution restrictions

The securities referred to in this report may not be eligible for sale in some jurisdictions. This report is not intended for, and must not be distributed to private customers in the UK or the US or to customers in any other jurisdiction where restrictions may apply.

This publication or report may be distributed in the UK to institutional investors by Nordea Bank Abp London Branch of 6th Floor, 5 Aldermanbury Square, London, EC2V 7AZ, which is under supervision of the European Central Bank, Finanssivalvonta (Financial Supervisory Authority) in Finland and subject to limited regulation by the Financial Conduct Authority and Prudential Regulation Authority in the United Kingdom. Details about the extent of our regulation by the Financial Conduct Authority and Prudential Regulation Authority are available from us on request.

Nordea Bank Abp ("Nordea") research is not "globally branded" research. Nordea research reports are intended for distribution in the United States solely to "major U.S. institutional investors," as defined in Rule 15a-6 under the Securities Exchange Act of 1934. Any transactions in securities discussed within the research reports will be chaperoned by Nordea Securities LLC ("Nordea Securities"), an affiliate of Nordea and a SEC registered broker dealer and member of FINRA. Nordea Securities does not employ research analysts and has no contractual relationship with Nordea that is reasonably likely to inform the content of Nordea research reports. Nordea makes all research content determinations without any input from Nordea Securities.

The research analyst(s) named on this report are not registered/qualified as research analysts with FINRA. Such research analyst(s) are also not registered with Nordea Securities and therefore may not be subject to FINRA Rule 2241 or FINRA Rule 2242 restrictions on communications with a subject company, public appearances and trading securities held by a research analyst account.

This report may not be mechanically duplicated, photocopied or otherwise reproduced, in full or in part, under applicable copyright laws.

Analyst Shareholding

Nordea Markets analysts do not hold shares in the companies that they cover. No holdings or other affiliations by analysts or associates.

Fair value and sensitivity

We calculate our fair values by weighting DCF, DDM, SOTP, asset-based and other standard valuation methods. Our fair values are sensitive to changes in valuation assumptions, of which growth, margins, tax rates, working capital ratios, investment-to-sales ratios and cost of capital are typically the most sensitive. It should be noted that our fair values would change by a disproportionate factor if changes are made to any or all valuation assumptions, owing to the non-linear nature of the standard valuation models applied (mentioned above). As a consequence of the standard valuation models we apply, changes of 1-2 percentage points in any single valuation assumption can change the derived fair value by as much as 30% or more. All research is produced on an ad hoc basis and will be updated when the circumstances require it.

Marketing material

This research report should be considered marketing material, as it has been commissioned and paid for by the subject company, and has not been prepared in accordance with the regulations designed to promote the independence of investment research and it is not subject to any legal prohibition on dealing ahead of the dissemination of the report. However, Nordea Markets analysts are according to internal policies not allowed to hold shares in the companies/sectors that they cover.

Issuer Review

This report has not been reviewed by the Issuer prior to publication.

Market-making obligations and other significant financial interest

Nordea has no market-making obligations in Rovio.

Investment banking transactions

In view of Nordea's position in its markets readers should assume that the bank may currently or may in the coming three months and beyond be providing or seeking to provide confidential investment banking services to the company/companies