



Q1 Report — 31 March 2022

Flexion produces another quarter with record results: revenue growth rises by 61% and adjusted EBITDA[‡] by 419%.

January–March 2022 performance

- Total revenue increased by 61% to GBP 10.6m (6.6)*
- Gross profit increased by 78% to GBP 1.5m (0.8)
- Adjusted EBITDA[‡] increased by 419% to GBP 0.49m (-0.15)
- Operating result increased to GBP 0.25m (-0.14)
- Earnings per share amounted to GBP 0.51 pence (-0.48 pence)
- Cash and cash equivalents amounted to GBP 10.4m (14.7)

Important events during the quarter

- Strategic Investment into LiteUp Media
- Announcement of the acquisition of influencer marketing agency Audiency
- Signing of Kingdom Guard from tap4fun
- Signing of King's Choice from ONEMT

Important events after the quarter

- Completion of Audiency acquisition

* Comparison figures for the year-earlier period in brackets

‡ The Company defines adjusted EBITDA as earnings before interest, tax, depreciation, amortisation, finance costs, impairment losses and other income. Adjusted EBITDA (adjusted operating profit for several non-cash items) is used by the Company for internal performance analysis to assess the implementation of our strategies. Management believe that this adjusted measure is a more appropriate metric for understanding the underlying performance of the company.

Q&A with the CEO



Q: Flexion has posted another really strong quarter. What is the main highlight?

A: The biggest highlight for me was how well we managed to launch our recently signed top games, which drove the robust growth in revenue. Our rate of revenue increase rose from 46% in 2021 to 61% in the first quarter of 2022 – a pace that was above our revenue guidance on existing business excluding Audiency for 2022. I am really proud of the fact that we managed to achieve this impressive growth in a quarter that had been negatively impacted by the war in Ukraine. This illustrates the strong momentum we currently have in Flexion.

Q: The value of the game portfolio has increased significantly. Could you explain what drove this?

A: We have more than doubled the value of our game portfolio over the last six months. Our stronger, more experienced sales team performs better every quarter and our services are gaining traction in the market. We now have eight people who speak either Chinese or Korean or Japanese, which puts us in a much better position for the significant opportunities arising in Asia in both game sourcing and distribution. Over the past 18 months, our sales pitch to developers has also become much stronger. On average, our top-tier titles now generate USD 8m in incremental annual revenue which makes it easier to sell our services to the top developers. We also hit USD 50m in revenue for the whole portfolio in the last twelve months – a new record which we are

really proud of! These are big numbers and it was clear from our visit to the Game Developer Conference in San Francisco that they are garnering attention in the market, which further helps the sales team in attracting new games to our portfolio.

Q: You increased your growth rate compared to the preceding quarter. Do you see this pace slowing down?

A: We are pacing above our market guidance of 40-60% revenue growth so the year has gotten off to a strong start. Next quarter, we will add the numbers from Audiency, our newly acquired company, to our P&L, which will drive our growth even further. If Audiency had been part of the Group in the first quarter of 2022, we would have presented 91% revenue growth for this quarter based on their EUR 2.3m quarterly revenue.

Q: So, you believe the current growth pace will continue?

A: Yes, the future looks bright for us. To date, we have built our strong market position on organic traffic and this will continue with new games and new distribution. Now, we are also expanding with new services and expertise in marketing services that will put us in an even stronger position to continue to drive revenue for our top titles.

Q: A look at EBITDA and cash flow shows that both have increased significantly to positive levels. Will this trend continue?

A: Since we have achieved critical mass on our platform, we now benefit from low marginal costs when adding new games to the portfolio. This means that our gross margin has grown considerably compared with operating costs, which of course drives both EBITDA and cash flow. Adding high-margin marketing services such as Audiency to our P&L will further drive the positive contribution to the Group. Audiency generated in this “thin margin quarter” GBP 0.2m in EBITDA compared to our reported 0.5m in EBITDA for the quarter so, yes, we can already now see that our new initiatives are improving our profitability.

Q: How will your cost structure look as you continue expanding? How will your margin develop?

A: Our cost structure is relatively static due to the low marginal cost. Our new marketing services are still in an early phase of development and the EBITDA margin structure depends on whether we add through corporate acquisitions or internal hiring. We are evaluating both expansion options.

Q: Flexion has added several real blockbusters to its portfolio. Do you see any possibilities for continuing to add these types of games to your portfolio?

A: Absolutely, adding these types of games is now part of our day-to-day sales activities.

Q: What are the biggest market trends for Flexion at the moment?

A: Looking at the bigger picture, it had become almost too easy to make money in games by using data-driven tools to acquire your own growth. This has now changed due to regulatory pressure, which is forcing the industry to re-think its approach to user acquisition. This is driving significant change and generating new ideas. We see this leading to a more complex and fragmented market, which benefits Flexion.

Q: You recently completed a relatively large corporate acquisition when you acquired Audiency, the German Influencer agency. Could you explain, briefly, your reasoning behind this and why, strategically, this is important for Flexion?

A: Our distribution service is now managing itself from a senior management point of view, so we have shifted our senior focus to building a marketing service offering. This is strategically important from two perspectives. At a macro level, our market is slowly and steadily moving towards paid user acquisition. With our leading market position and games portfolio, we are perfectly positioned to drive this transition through new marketing services. We strive to be the go-to partner for all marketing strategies within our market. At a micro level, Flexion has so far only offered organic traffic and now has a large opportunity to monetise our leading games further with new traffic sources. We are currently only averaging 10% of what the games are generating in Google Play and a mere 3-5% of universal game revenue, so why stop there? Should we not aim for an average of 20-40% of Google Play revenue for all our games, instead of for only a few success cases where we have already reached these levels?

Influencer marketing is the new kid on the block in game marketing, with really strong performance numbers and — more importantly — with little dependency on data-driven strategies. This is also a marketing strategy that, as we have seen, works very well for our channels. We therefore followed several influencer companies over the last 12 months, and we found Audiency to be the best fit by far for us. They are a market leader; as regards expansion, their target client list is identical to Flexion's and, most importantly, they are highly ambitious. This can be seen in their Q1-22 numbers where they grew revenue by an impressive 132%.

Q: In addition, you invested in LiteUp Media, please can you explain this investment?

A: LiteUp Media is a small early-stage company with a unique service for mobile game influencer marketing. It is focussing on making influencer marketing more scalable and is a perfect complement to Audiency when we now are looking at growing our influencer footprint in the gaming market.

Q: Was this a one-time transaction, or can the market expect to see more transactions like this?

A: With our new Audiency and Liteup teams, we are scouting relevant markets for strategic acquisitions as an alternative to internal growth. Let's see where this takes us over time.

Q: What do you expect from the rest of the year in terms of turnover, profit, and market trends?

A: We have a great deal of momentum, growing both organically and through acquisitions. For us it is all about investing, capturing growth opportunities, and strengthening our leading position which will continue to deliver profitable growth as the market continues to develop and grow.

Jens Lauritzson — CEO

Financial Development



January–March 2022

REVENUE

In-App Purchase (IAP) revenue grew by 61% year-on-year to GBP 10,518,317 (6,541,767). Non-IAP revenue, which includes store integration fees and non-IAP related revenue from games, increased to GBP 42,057 (15,265). Total revenue grew by 61% year-on-year to GBP 10,560,375 (6,557,031).

During the quarter, IAP revenue grew by 1% compared with the preceding quarter and non-IAP revenue decreased by 21% compared with the preceding quarter. As a result, total revenue grew by 1% compared with the preceding quarter.

GROSS PROFIT

Cost of sales increased by 59% year-on-year to GBP 9,096,985 (5,736,166). IAP gross profit grew by 76% year-on-year to GBP 1,421,332 (805,599), non-IAP gross profit increased to GBP 42,057 (15,266) and total gross profit grew by 78% year-on-year to GBP 1,463,390 (820,865). All non-IAP revenue carried 100% margin to Flexion.

IAP gross profit remained flat compared with the preceding quarter. Total gross profit decreased by 1% compared with the preceding quarter. Total gross profit margin decreased from 14.2% to 13.9% and IAP gross profit margin decreased from 13.7% to 13.5% compared with the preceding quarter.

GENERAL AND ADMINISTRATIVE EXPENSES

The headcount increased by 18 year-on-year to 76 (58). Staff and contractor costs increased by 20% year-on-year to GBP 780,428 (648,845). Other overheads decreased by 42% year-on-year to GBP 190,802 (326,222) of which, the majority is due to FX movements totalling GBP 262,247. This FX movement went from a GBP 99,881 negative FX movement in the quarter March 2021

to a positive FX movement of GBP 162,366 in this quarter. The key driver for this was the weakening of the GBP, increasing non-GBP accrued sales and gross profit. The gain was partly offset by a revaluation of the accrued value of the USD 8m payment for distribution rights.

Amortisation of GBP 225,516 was reported in this quarter, of which GBP 152,064 (0) related to game distribution rights and GBP 73,452 (57,028) related to capitalised development costs. We started to apply the amortisation of distribution right in this quarter as all games relation to this project now are live.

As a result, general and administrative expenses increased year-on-year to GBP 1,215,436 (966,665).

During the quarter, the headcount for core strategies increased by 7 to 67 and the headcount for new strategies increased by 5 to 9. Staff and contractor costs decreased by 10% or GBP 780,428 compared with the preceding quarter. Adjusted staff costs, as reported in the KPI section, decreased by 9%. Other overheads increased by 17% or GBP 64,137 compared with the preceding quarter, driven by the amortisation of game distribution rights and offset by favourable FX movements.

ADJUSTED EBITDA AND NET EARNINGS

Adjusted EBITDA for the quarter amounted to GBP 492,160 (-154,202) driven by increased gross profit. Operating profit (EBIT) decreased compared to the preceding quarter to GBP 247,954 (634,259) and profit after tax decreased to GBP 255,300 (profit: 638,175) compared to the preceding quarter.

CASH FLOW

Operating cash flow increased by GBP 1,172,716 year-on-year to GBP 1,933,152 (760,436).

FINANCIAL POSITION

Cash amounted to GBP 10,391,688 (14,708,551) and there were no interest-bearing liabilities. Over the quarter, cash decreased by GBP 4,066,658, driven by the USD 8m payment related to the multi game contract signed in September 2022. Trade and other receivables amounted to GBP 5,175,903 (2,859,203) year-on-year. Trade and other payables amounted to GBP 10,026,497 (6,157,774) year-on-year.

CHANGES IN NUMBER OF GAMES DURING THE QUARTER

The average monthly revenue for top-tier games increased to USD 731,612 (726,066) compared to the preceding quarter. The average monthly revenue for mid-tier games decreased to USD 41,970 (50,943) compared to the preceding quarter.

During the quarter, the number of live top-tier games remained at 8 titles and the number of live mid-tier games remained at 15 titles. 1 top-tier game was moved to mid-tier and 4 mid-tier games were moved out of the classification. The number of signed top-tier games yet to be launched increased to 2 and the number of signed mid-tier games yet to be launched decreased to 1.

Niklas Koresaar — CFO

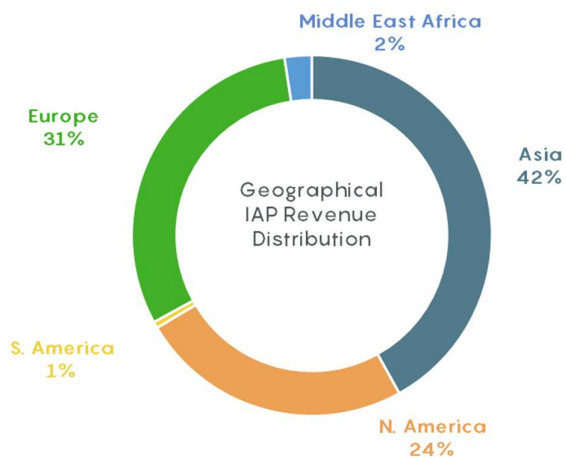
Other Information

Segmental information

IAP REVENUE

Flexion's focus is on growing its business by signing free-to-play games with In-App Purchase (IAP), integrating more channels and increasing the monetisation of existing games. IAP revenue is revenue receivable from end-user transactions where in-application items are sold within the games. Revenue represents revenue receivable by the company from end-user transactions involving the sale of in-application items managed by the Company less VAT, bad debt/refunds and discounts.

The geographical breakdown of IAP revenue for the quarter ending 31 March 2022 is presented below.



The main market for IAP revenue during the quarter was Asia with 42% market share followed by Europe with 31% market share. North America accounted for 24%, Middle East and Africa for 2% and South America for 1%.

NON-IAP REVENUE

Non-IAP revenue includes revenue from integration fees and minimum guarantees and other revenue that is non-recurring. It includes recurring revenue share from in-game advertising, historical subscription revenue and legacy revenue.

Tier-games

On a quarterly basis, Flexion's Board of Directors defines and reviews the number of live top-tier and mid-tier games based on each game's revenue potential. The key factor is each game's actual performance (or overall Android performance if not yet launched by Flexion) compared to: i) a standard six-month revenue ramp-up period for each tier class; ii) the long-term minimum revenue requirement for each tier class (USD 140,000 per month for top-tier games and USD 40,000 per month for mid-tier games); iii) contractual terms that have an impact; and iv) any future events that could affect the revenue potential of a game. A game will be redefined if its performance over a

period of six consecutive months, excluding the first three months after launch, does not qualify for a specific tier class. The number of tier games and their average revenue per month is reported in the Main KPI section.

Review

This interim report has not been reviewed by the company's auditor.

Number of employees and long-term contractors

At the end of the reporting period the company had 76 employees and long-term contractors.

Material risks and uncertainties

The company's material risks and uncertainties include, but are not limited to, risks related to market, technology, contracts, regulatory requirements, key staff, financial requirements and counterparties. A detailed risk description of the Company is given in the audited financial statements for the period ended 31 December 2021.

Financial calendar

Q2 report - 2022 financial year	23 Aug. 2022
Q3 report - 2022 financial year	23 Nov. 2022
Q4 report - 2022 financial year	22 Mar. 2023
Q1 report - 2023 financial year	16 May 2023

Certified Adviser

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Further information

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MAR Publishing Statement

This statement is information that Flexion Mobile Plc is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 8:00 am CEST on 18 May 2022.

Financial reports in brief

Statement of profit or loss and other comprehensive income for the quarterly period ended 31 March 2022

	Notes	QTD Mar-22 3 months 2022 Unaudited GBP	QTD Mar-21 3 months 2020/21 Unaudited GBP	FY Dec-21 9 months 2021 Audited GBP
Total revenue	3	10,560,375	6,557,031	26,076,493
Cost of sales		(9,096,985)	(5,736,166)	(22,632,925)
Total gross profit	4	1,463,390	820,865	3,443,568
General and administrative expenses	5	(1,215,436)	(966,665)	(2,879,340)
Adjusted EBITDA[‡]		492,160	(154,202)	426,520
Depreciation of tangible assets		18,690	18,690	56,070
Amortisation of intangible assets		225,516	57,028	198,796
Impairment write-back		-	(84,120)	(392,574)
Operating profit / (loss) for the period		247,954	(145,800)	564,227
Finance costs		(1,196)	(2,697)	(6,166)
Profit / (Loss) before tax for the period		246,758	(148,497)	558,061
Tax		8,542	(85,331)	(20,230)
Profit / (Loss) after tax for the period		255,300	(233,828)	537,832
Attributable to:				
Equity holders of the parent		255,300	(233,828)	537,832
Profit / (Loss) for the period		255,300	(233,828)	537,832
Other comprehensive income				
Foreign exchange differences		-	-	-
Total comprehensive profit / (loss) for the period		255,300	(233,828)	537,832
Attributable to:				
Equity holders of the parent		255,300	(233,828)	537,832
Profit / (Loss) for the period		255,300	(233,828)	537,832

[‡]The Company defines adjusted EBITDA as earnings before interest, tax, depreciation, amortisation, finance costs, impairment losses and other income. Adjusted EBITDA (adjusted operating profit for several non-cash items) is used by the Company for internal performance analysis to assess the implementation of our strategies. Management believe that this adjusted measure is a more appropriate metric for understanding the underlying performance of the company.

Statement of financial position as at 31 March 2022

	Notes	Mar-22 2022 Unaudited GBP	Mar-21 2020/21 Unaudited GBP	Dec-21 2021 Audited GBP
Assets				
Non-current assets				
Property, plant and equipment	7	56,063	130,823	74,753
Intangible assets	8	7,578,341	961,580	7,758,858
Investments		184,372	-	-
Deferred tax assets		52,460	59,712	52,002
Total non-current assets		7,871,236	1,152,115	7,885,613
Current assets				
Trade and other receivables	9	5,175,903	2,859,203	5,466,910
Cash and cash equivalents		10,391,689	14,708,551	14,458,346
Total current assets		15,567,592	17,567,754	19,925,256
Total assets		23,438,828	18,719,869	27,810,869
Equity and liabilities				
Equity				
Share capital		100,149	99,849	100,049
Share premium		14,945,508	14,841,496	14,917,283
Other reserves		401,071	364,602	397,197
Retained earnings		(2,078,559)	(2,871,691)	(2,333,859)
Total equity		13,368,169	12,434,256	13,080,670
Non-current liabilities				
Lease liabilities		-	44,163	-
Total non-current liabilities		-	44,163	-
Current liabilities				
Lease liabilities		44,162	83,676	65,654
Trade and other payables	10	10,026,497	6,157,774	14,664,546
Total current liabilities		10,070,659	6,241,450	14,730,200
Total liabilities		10,070,659	6,285,613	14,730,200
Total equity and liabilities		23,438,828	18,719,869	27,810,870

Statement of cash flows for the quarterly period ended 31 March 2022

	QTD Mar-22 3 months 2022 Unaudited	QTD Mar-21 3 months 2020/21 Unaudited	FY Dec-21 9 months 2021 Audited
Cash flow from operating activities			
Profit / (Loss) before tax for the period — continuing operations	246,758	(148,497)	558,140
Profit / (Loss) before tax for the period	246,758	(148,497)	558,140
Adjustments for:			
Effect of exchange rate fluctuations on cash held during the period	(185,974)	122,164	180,092
Impairment loss	-	(84,120)	(392,574)
Share based payments	16,962	15,428	34,771
Depreciation of tangible assets	18,690	18,690	56,070
Amortisation of intangible assets	225,516	57,028	198,796
Interest paid	1,196	2,706	5,877
Working capital:			
Change in trade and other receivables	286,004	1,035,465	(2,229,829)
Change in trade and other payables	1,324,000	(258,429)	8,506,694
Net cash flow from operating activities	1,933,152	760,436	6,918,037
Cash flow from investing activities			
Investment in associate	(184,372)	-	-
Capitalised game distribution rights	-	-	(6,765,791)
Capitalised development cost	(45,000)	(98,198)	(230,283)
Payment of game distribution rights	(5,962,049)	-	-
Net cash flow from investing activities	(6,191,421)	(98,198)	(6,996,074)
Cash flow from financing activities			
Issue of ordinary shares, net of issue costs	28,325	1,797,009	75,987
Payment of lease liabilities	(22,688)	(22,687)	(68,063)
Net cash flow from financing activities	5,637	1,774,322	7,924
Net change in cash and cash equivalents	(4,252,632)	2,436,559	(70,113)
Cash and cash equivalents at beginning of period	14,458,346	12,394,156	14,708,551
Effect of exchange rate fluctuations on cash held during the period	185,974	(122,164)	(180,092)
Cash and cash equivalents at end of period	10,391,688	14,708,551	14,458,346

Statement of changes in equity for the period ended 31 March 2022

	Share capital GBP	Share premium GBP	Other reserves GBP	Retained earnings GBP	Total GBP
Balance at 1 January 2021	96,522	13,047,815	521,665	(2,637,863)	11,028,139
Loss for the period	-	-	-	(233,828)	(233,828)
Total comprehensive income	96,522	13,047,815	521,665	(2,871,691)	10,794,311

Transactions with owners, recorded directly in equity

Share based payments	-	-	15,428	-	15,428
Deferred tax on share options	-	-	(172,491)	-	(172,491)
Issue of share capital	3,327	1,793,682	-	-	1,797,009
Balance at 31 March 2021	99,849	14,841,496	364,601	(2,871,691)	12,434,256

Balance at 1 January 2022	100,049	14,917,283	397,197	(2,333,859)	13,080,670
Profit for the period	-	-	-	255,300	255,300
Total comprehensive income	100,049	14,917,283	397,197	(2,078,559)	13,335,970

Transactions with owners, recorded directly in equity

Share based payments	100	28,225	16,962	-	45,287
Deferred tax on share options	-	-	(13,088)	-	(13,087)
Issue of share capital	-	-	-	-	-
Balance at 31 March 2022	100,149	14,945,508	401,071	(2,078,559)	13,368,169

Notes

1. Basis of preparation

The condensed financial statements for the three months ended 31 March 2022 have been prepared in accordance with IAS 34 Interim Financial Reporting. The financial statements of the Company are prepared in accordance with applicable UK law and UK-adopted international accounting standards and as applied in accordance with the provisions of the Companies Act 2006. The Company's offices are in London and the registered number of Flexion Mobile is 04306881. The interim condensed consolidated financial statements are presented in GBP and have been prepared using historical cost accounting. After making appropriate enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. For these reasons, the board of directors continue to adopt the going concern basis in preparing the interim reports.

The financial information presented herein does not constitute full statutory accounts under Section 434 of the Companies Act 2006 and was not subject to a review by the auditors. The financial information in respect of the nine-month period ended 31 December 2021 has been extracted from the statutory accounts which have been delivered to the Registrar of Companies. The Company's Independent Auditor's report on those accounts was unqualified, did not include references to any matters to which the auditor drew attention by way of emphasis without qualifying their report and did not contain a statement under section 498(2) or 498(3) of the Companies Act 2006. The financial information for the three months ended 31 March 2021 and 31 March 2022 is unaudited. The financial information for the nine months ended 31 December 2021 is audited.

The interim report does not include all the information and disclosures required in the annual financial statements and should be read in conjunction with the Company's financial statements for the period ended 31 December 2021.

2. Significant accounting policies

Except where disclosed below, the accounting policies adopted in the preparation of the interim condensed financial statements are consistent with those followed in the preparation of the Company's annual financial statements for the period ended 31 December 2021. The accounting policies applied herein are consistent with those expected to be applied in the financial statements for the period ended 31 December 2022. The Company has not early adopted any other

standard, interpretation or amendment that has been issued but is not yet effective.

3. Revenue

Revenue disclosed in the statement of profit or loss is analysed as follows:

	Mar-22	Mar-21
	2022	2020/21
Revenue breakdown	Unaudited	Unaudited
IAP Revenue	10,518,317	6,541,767
Non-IAP Revenue	42,058	15,265
Total Revenue	10,560,375	6,557,031

4. Gross profit

Gross profit disclosed in the statement of profit and loss is analysed as follows:

	Mar-22	Mar-21
	2022	2020/21
Gross profit breakdown	Unaudited	Unaudited
IAP gross profit	1,421,332	805,599
Non-IAP gross profit	42,058	15,266
Total gross profit	1,463,390	820,865

5. General and administrative expenses

General and administrative expenses disclosed in the statement of profit or loss is analysed as follows:

	Mar-22	Mar-21
	2022	2020/21
General and administrative expenses	Unaudited	Unaudited
Staff and contractor costs	780,428	648,845
Impairment write back	-	(84,120)
Depreciation	18,690	18,690
Amortisation	225,516	57,028
Other overheads	190,802	326,222
Total	1,215,436	966,665

6. Related party transactions

No related party transactions other than directors' emoluments have taken place during the quarter.

7. Property, plant and equipment

Property, plant and equipment comprises of leasehold improvements and right-to-use assets according to below carrying value analysis:

	Mar-22 2022	Mar-21 2020/21
Property, plant and equipment	Unaudited	Unaudited
Right-to-use assets	56,063	130,823
Total	56,063	130,823

In the first quarter for the period ending 31 December 2022 depreciation for property, plant equipment amounted to GBP 18,690.

8. Intangible assets

Intangible assets comprise of capitalised development costs for internally generated software and game distribution rights according to below carrying value analysis:

	Mar-22 2022	Mar-21 2020/21
Intangible asset	Unaudited	Unaudited
Capitalised development costs	964,614	961,580
Game distribution rights	6,610,727	-
Total	7,578,341	961,580

In the first quarter for the period ending 31 December 2022 amortisation amounted to GBP 225,516.

9. Trade and other receivables

	Mar-22 2022	Mar-21 2020/21
Assets	Unaudited	Unaudited
Trade receivables	-	703
Other receivables	157,675	140,165
Prepayments and accrued income	5,018,228	2,718,336
Trade and other receivables	5,175,903	2,859,204

Other receivables include GBP 148,717 (112,614) of advances and GBP 8,958 (27,551) of other non-material items.

10. Trade and other payables

	Mar-22 2022	Mar-21 2020/21
Liabilities	Unaudited	Unaudited
Trade payables	2,125,164	1,592,358
Social security and other taxes	147,849	75,391
Accrued expenses	7,485,618	4,462,900
Other payables	267,866	27,125
Trade and other payables	10,026,497	6,157,774

11. Events after the reporting period

On 6 April 2022 the company acquired the entire issued capital of Audiency GmbH, an influencer marketing agency registered in Germany, for EUR 9.34m.

The Flexion share

The share

The share was listed in Nasdaq First North on 13 June 2018 under the trading symbol (ticker) FLEXM.

Ownership table

Top 10 shareholders as of 31 March 2022	N. of shares and votes	%	Aggregated %
Mobile Sensations Ltd	10,997,181	21.96%	22%
BNY Mellon NA	3,601,381	7.19%	29%
Palmstierna Invest AB	3,405,280	6.80%	36%
Palmstierna Fredrik	2,298,172	4.59%	41%
BNPP LNB	1,998,788	3.99%	45%
Julius Baer & Co Ltd	1,771,888	3.54%	48%
Joachim Odqvist	1,560,415	3.12%	51%
Nordic Small Cap Fund	1,384,015	2.76%	54%
Avanza Pension	1,281,958	2.56%	57%
Industrial Equity AB	1,188,792	2.37%	59%
Other shareholders	20,586,802	41.11%	100%
Total number of shares	50,074,672	100%	

Share data

	QTD Mar-22 3 months 2021	QTD Mar-21 3 months 2020/21	FY Dec-21 9 months 2021
Number of shares at period end (adjusted for share split and bonus issue)	50,074,672	49,924,672	50,024,672
Amount of weighted average shares outstanding for the period (adjusted for share split and bonus issue)	50,027,823	48,917,336	49,955,905
Profit / (Loss) per share			
– basic attributable to ordinary equity holders of the parent (pence) [◊]	0.51	(0.48)	1.08
– diluted, attributable to ordinary equity holders of the parent (pence) [◊]	0.48	(0.48)	1.01

◊

Main KPI numbers

Summary of the Company's Key Performance Indicators

		QTD Mar-22 3 months 2022	QTD Dec-21 3 months 2021	QTD Sep-21 3 months 2021	QTD Jun-21 3 months 2021	QTD Mar-21 3 months 2020/21
Top-tier games pending launch	No.	2	1	4	2	1
Mid-tier games pending launch	No.	1	2	1	2	4
Total top-tier games live	No.	8	8	5	5	6
Total mid-tier games live	No.	15	15	17	15	13
Top-tier games average monthly gross revenue	USD	731,612	726,066	558,429	565,818	399,720
Number of games live past ramp-up period	No.	5	5	5	5	6
Mid-tier games average monthly gross revenue	USD	41,970	50,943	56,524	55,403	51,941
Number of games live past ramp-up period	No.	14	11	13	11	11
Total revenue growth - YoY	%	61%	52%	26%	61%	136%
Total revenue growth - QoQ	%	1%	34%	0%	19%	(4%)
IAP gross profit growth - YoY	%	76%	67%	26%	73%	174%
IAP gross profit growth - QoQ	%	0%	41%	10%	14%	(6%)
IAP gross profit margin	%	13.5%	13.7%	12.9%	11.7%	12.3%
Total gross profit margin	%	13.9%	14.2%	13.1%	12.0%	12.5%
Adjusted EBITDA margin	%	4.7%	3.2%	0.8%	0.4%	(2.4%)
Operating profit / (loss) margin	%	2.3%	6.1%	(0.2%)	(0.7%)	(2%)
Average monthly operational cashflow	GBP	(1,280,975)	2,075,639	(161,955)	330,866	211,855
Headcount	No.	76	64	66	63	58
Of which headcount for new strategies	No.	9	4	3	3	N/A
Adjusted staff cost	GBP	825,428	909,524	780,457	783,290	747,043
Number of shares at period end	No.	50,074,672	50,024,672	50,024,672	49,924,672	49,924,672
Amount of weighted average shares outstanding for period	No.	50,027,823	50,024,672	49,948,848	49,924,672	48,917,336
Profit / (Loss) per share (pence)	GBpp	0.51	1.28	(0.07)	(0.13)	(0.48)

DEFINITIONS

Number of top-tier games pending launch	Number of games generating at least USD 140,000 per month for which a contract has been signed but which are not live yet
Number of mid-tier games pending launch	Number of games generating at least USD 40,000 per month for which a contract has been signed but which are not live yet
Number of total top-tier games live	Number of games generating at least USD 140,000 per month, live in at least one of our distribution channels, including games in ramp-up period
Number of total mid-tier games live	Number of games generating at least USD 40,000 per month, live in at least one of our distribution channels, including games in ramp-up period
Average monthly gross revenue	Average monthly IAP revenue generated over the quarter - excluding games in initial six months ramp-up period and games not qualifying as tier games. Average number based on sales data and excluding settlement reconciliation adjustments
Ramp-up period	Six-month period from launch date to reach a stable revenue inflow level
Growth rates - YoY	Rates measured to the comparable period in the previous financial year
Growth rates - QoQ	Rates measured to the comparable period in the previous quarter
IAP gross profit margin	IAP revenue gross profit to total revenue
Total gross profit margin	Total revenue (IAP and non-IAP) gross profit to total revenue (IAP and non-IAP)
Adjusted EBITDA margin	Adjusted EBITDA to total revenue (IAP and non-IAP)
Operating profit / (loss) margin	Operating profit/(loss) to total revenue (IAP and non-IAP)
Average monthly operational cashflow	Average operational cashflow (excl. effects of exchange rate fluctuations on cash held) divided by number of months in the measured period
Headcount	Number of all staff plus all long-term contractors as at the end of the period
Adjusted staff cost	Total cost of all staff and long-term contractors before any deduction for capitalised development cost
Number of shares at period end	Number of shares at period end adjusted for share split and bonus issue
Amount of weighted average shares outstanding for the period	Amount of weighted average shares outstanding for period, adjusted for share split and bonus issue
Profit/(Loss) per share (pence)	Basic and diluted earnings are considered the same where a loss has been incurred. The effect of outstanding share options and warrants is considered anti-dilutive and ignored in the calculation

Quarterly figures

Income statement

GBP, 000	Dec 2022		Dec 2021			2020/21			
	Q1	Q4	Q3	Q2	Q4	Q3	Q2	Q1	
	Mar-22	Dec-21	Sep-21	Jun-21	Mar-21	Dec-20	Sep-20	Jun-20	
IAP revenue	10,518	10,403	7,794	7,786	6,542	6,812	6,173	4,666	
Non-IAP revenue	42	53	15	25	15	52	6	172	
Total revenue	10,560	10,456	7,809	7,811	6,557	6,864	6,179	4,838	
IAP gross profit	1,421	1,427	1,009	915	806	856	801	530	
Non-IAP gross profit	42	53	15	25	15	52	6	171	
Total gross profit	1,463	1,480	1,024	940	821	908	807	701	
Adjusted EBITDA	492	332	66	29	(154)	126	110	18	
Operating profit / (loss) (EBIT)	248	634	(18)	(52)	(146)	57	48	(38)	
Finance cost	(1)	(2)	(2)	(2)	(3)	(3)	(4)	(4)	
Profit / (Loss) before tax	247	633	(20)	(54)	(148)	54	45	(41)	
Tax	8	5	(15)	(11)	(85)	4	(13)	45	
Profit / (Loss) after tax	255	638	(35)	(65)	(234)	58	32	4	

Balance Sheet

GBP, 000	Dec 2022		Dec 2021			2020/21			
	Q1	Q4	Q3	Q2	Q4	Q3	Q2	Q1	
	Mar-22	Dec-21	Sep-21	Jun-21	Mar-21	Dec-20	Sep-20	Jun-20	
Property, plant and equipment	56	75	93	112	131	150	168	187	
Intangible assets	7,578	7,759	1,022	971	962	920	843	742	
Other non-current assets	237	52	33	41	60	239	66	-	
Total non-current assets	7,871	7,886	1,149	1,124	1,152	1,309	1,077	929	
Trade and other receivables	5,176	5,467	3,794	3,598	2,859	3,889	3,743	2,850	
Cash and cash equivalents	10,392	14,458	15,062	15,609	14,709	12,394	3,719	3,684	
Total current assets	15,568	19,925	18,856	19,207	17,568	16,283	7,463	6,534	
Total equity	13,368	13,081	12,412	12,367	12,434	11,028	2,805	2,613	
Total non-current liabilities	-	-	-	22	44	66	87	163	
Trade and other payables	10,027	14,664	7,506	7,857	6,158	6,416	5,567	4,608	
Lease liabilities	44	66	87	85	84	82	81	79	
Total current liabilities	10,071	14,730	7,593	7,942	6,241	6,498	5,648	4,687	

Cash flow

GBP, 000	Dec 2022		Dec 2021			2020/21			
	Q1	Q4	Q3	Q2	Q4	Q3	Q2	Q1	
	Mar-22	Dec-21	Sep-21	Jun-21	Mar-21	Dec-20	Sep-20	Jun-20	
Cash flow from operating activities before changes in working capital	323	617	128	67	(19)	57	165	19	
Changes in working capital	1,610	5,877	(551)	951	777	719	69	1,073	
Cash flow from net operating activities	1,933	6,494	(423)	1,017	758	776	234	1,092	
Cash flow from investing activities	(6,191)	(6,808)	(116)	(72)	(98)	(128)	(144)	(129)	
Cash flow from financing activities	6	(23)	55	(20)	1,777	7,949	(9)	(23)	
Net change in cash and cash equivalents	(4,252)	(336)	(484)	925	2,437	8,597	81	940	
Cash and cash equivalents at end of the period	10,392	14,458	15,062	15,609	14,709	12,394	3,719	3,684	