

COMPANY PRESENTATION – February 2023



**WICKET
GAMING**

AN ED-TECH AND GAMES COMPANY

COMPANY GROUP – Summary

- Active in Games and Ed-Tech. (Playful learning, Educational games and Serious games)
- We are in a strong organic and M/A growing phase both in games and Ed-Tech.
- A well balanced portfolio of high potential and stabile revenue projects.
- Experienced team with strong focus on the European market.

AN ED-TECH AND GAMES COMPANY

26,5
MSEK
Revenue 2022

20+
Projects in
Pipeline

30+
Employees

5
Offices

OUR OFFICES



GERMAN OFFICES

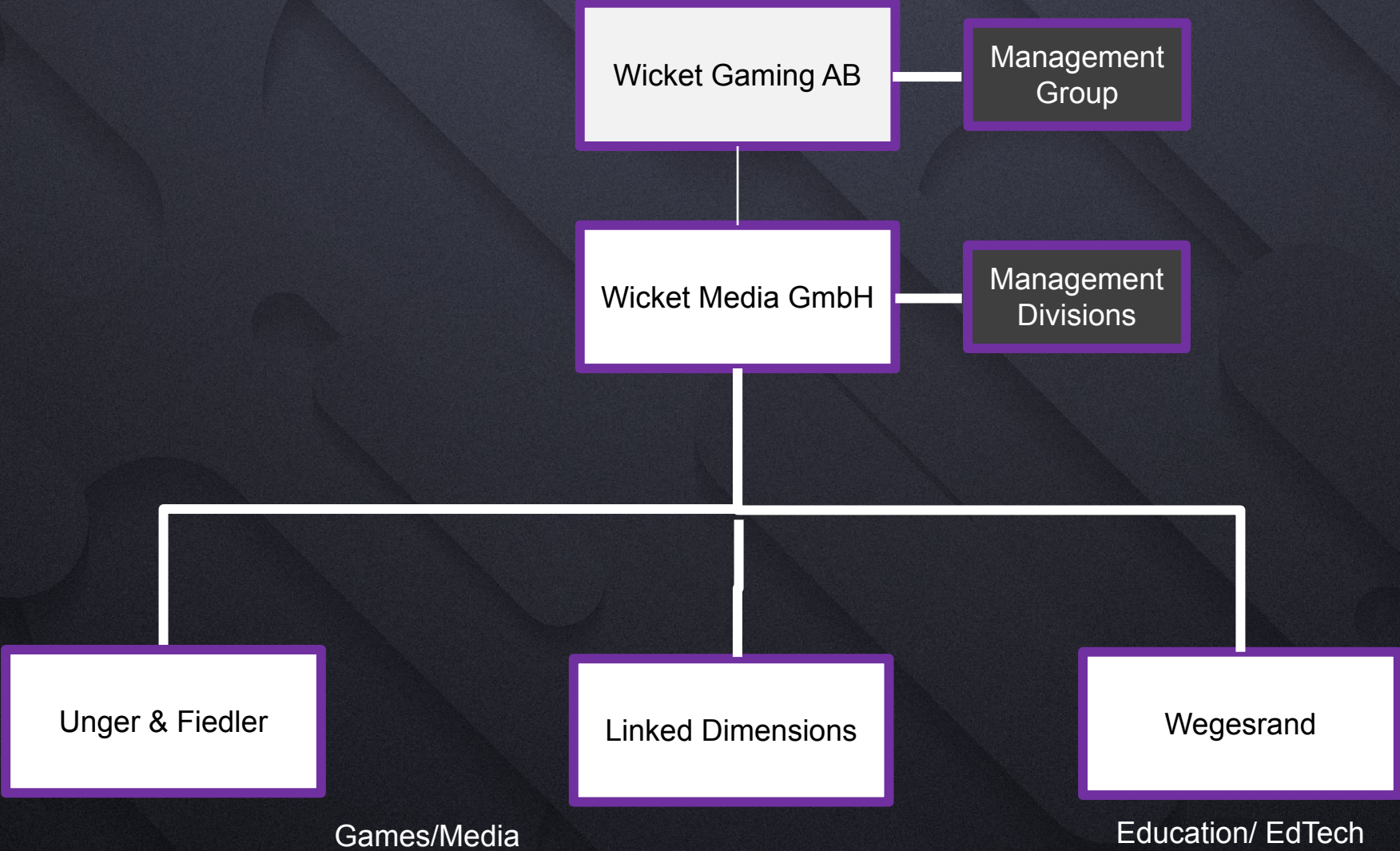


SWEDEN HEADQUARTER



**NEXT MARKET TO OPEN
SWITZERLAND & AUSTRIA**

COMPANY STRUCTURE



GROUP MANAGEMENT



ERIC DE BASSO
CEO
Wicket Gaming



THORSTEN UNGER
Deputy CEO
Wicket Gaming



MARKUS SÖDERLUND
CTO
Wicket Gaming



MARCUS ANDERSSON
COO
Wicket Gaming



JAN GRIGO
CFO
Wicket Gaming



JENS FIEDLER
Head of Media
Unger & Fiedler



PETER ANGEL
Head of Games
Linked Dimension



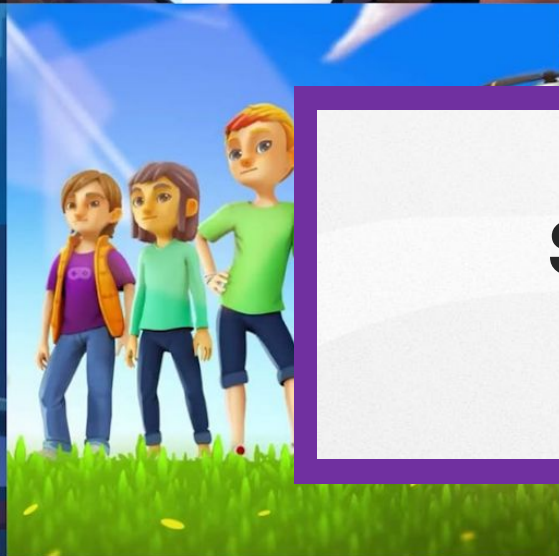
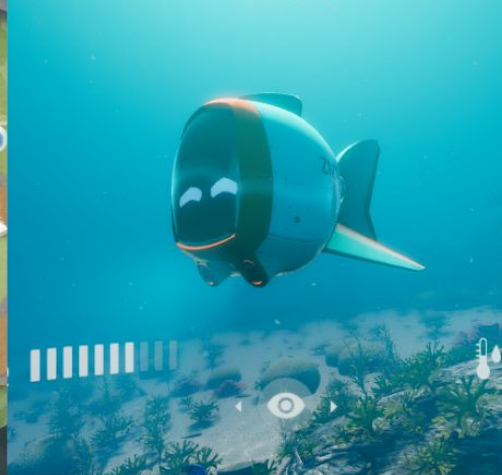
PAUL LANZENDORF
Head of Education
Wegesrand



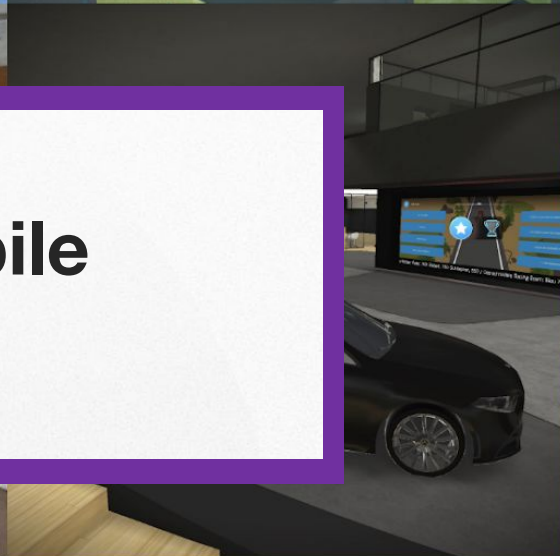
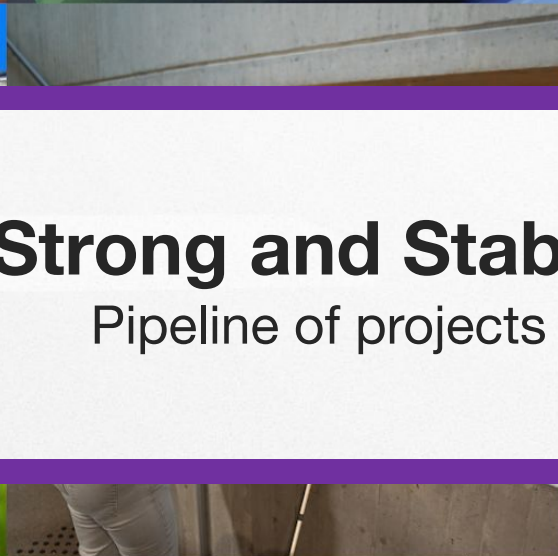
ANDRÉ BERNHARDT
Business Director
Games



KASPAR VAN TREECK
Business Director
Education

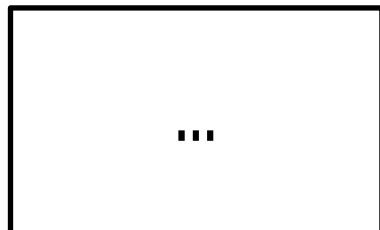
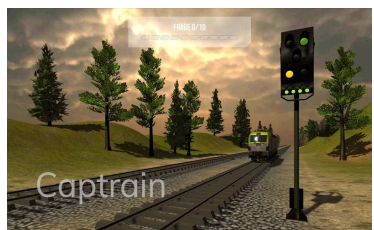
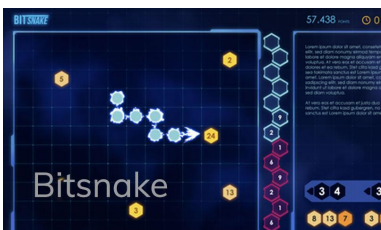
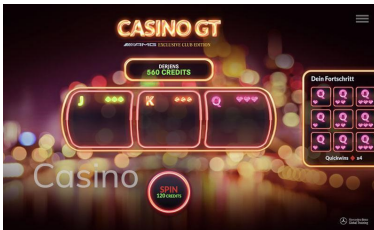
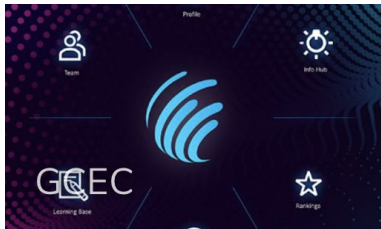


Strong and Stabile
Pipeline of projects

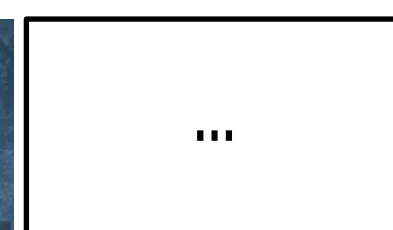
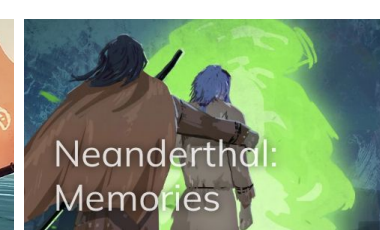
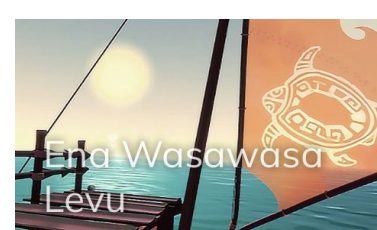
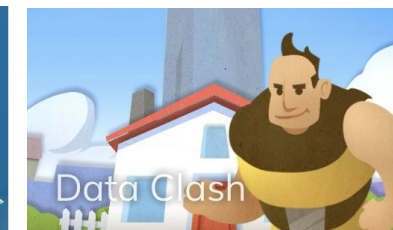
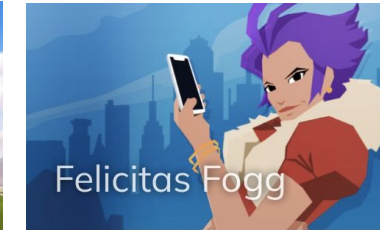


EDUCATION/ ED-TECH – track record of 50+ projects

Playful learning



Serious Games

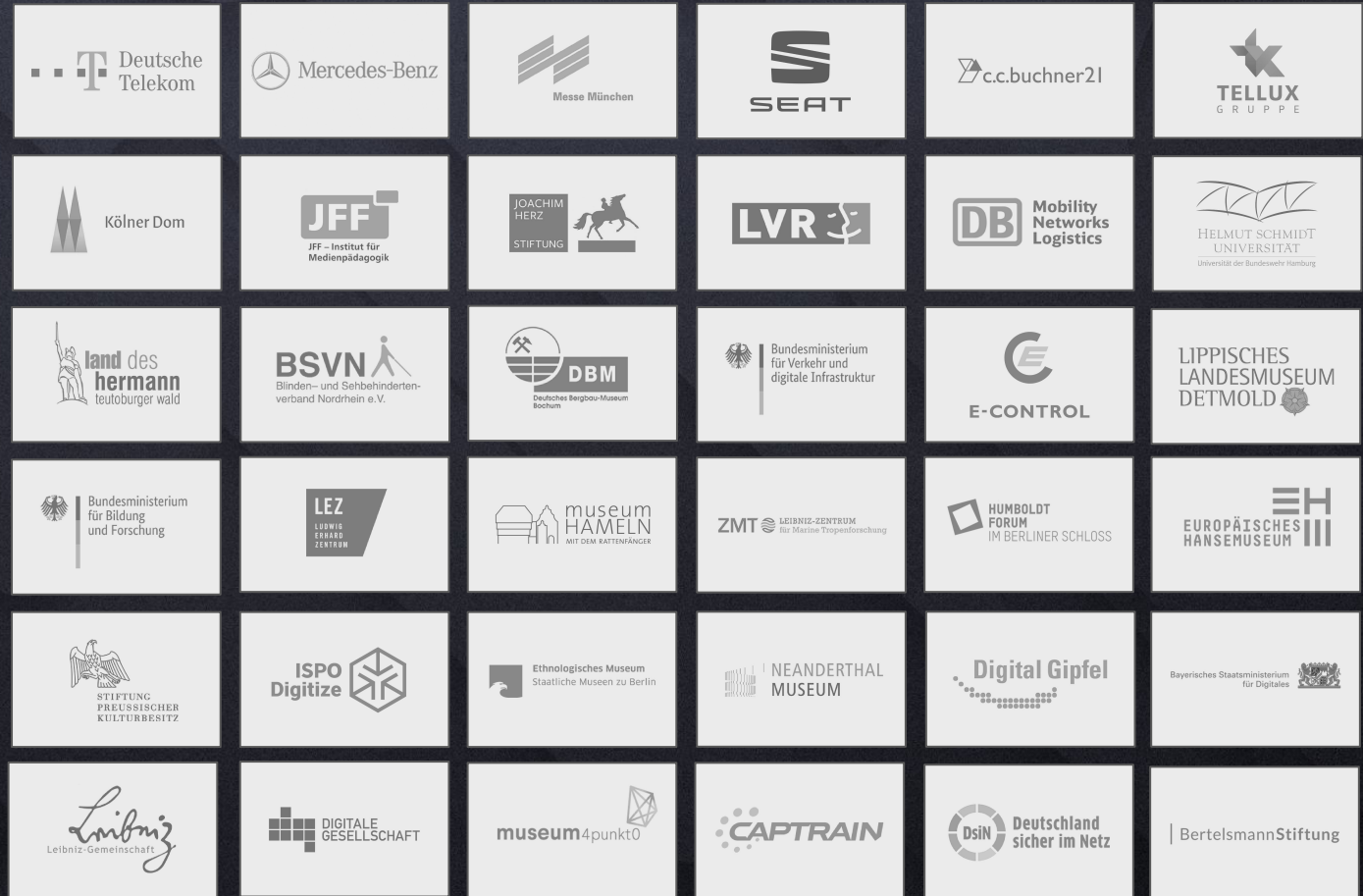


EDUCATION/ ED-TECH - AWARDS AND CLIENTS

PROJECT AWARDS

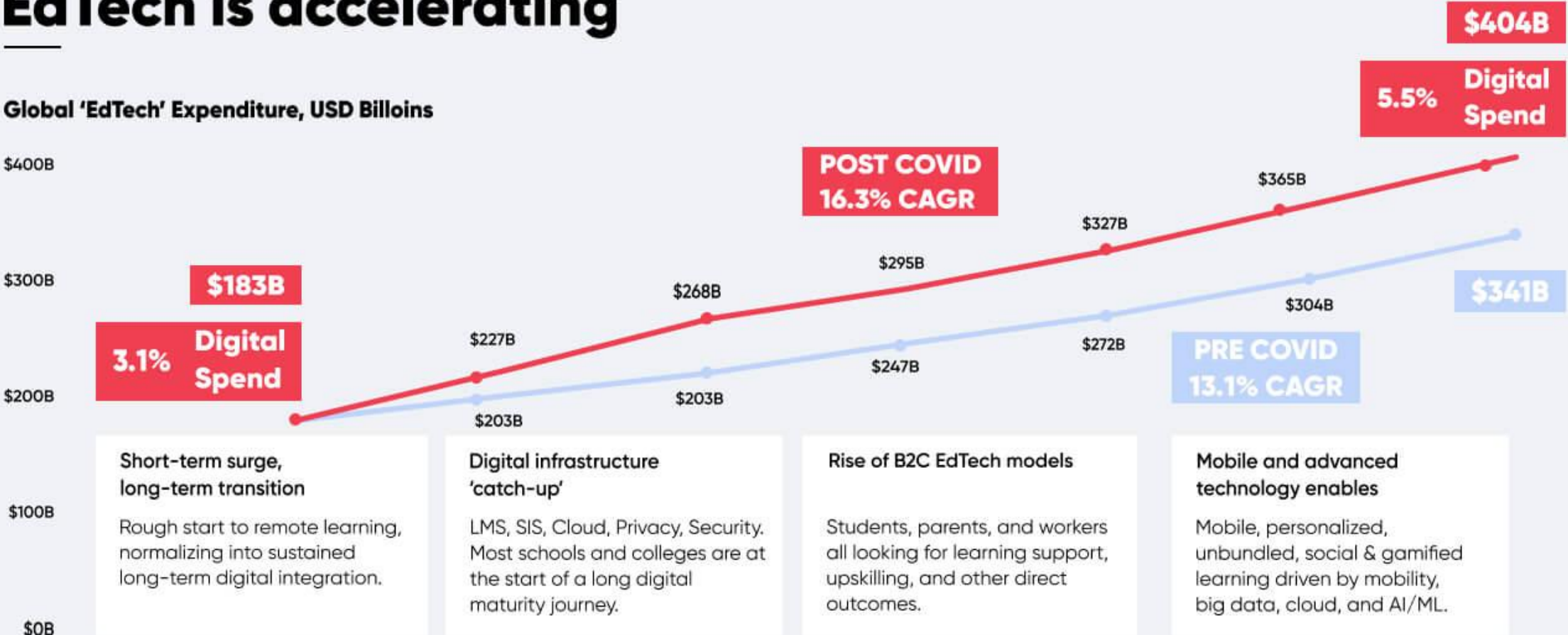


CLIENTS EDUCATION/ ED-TECH



EdTech is accelerating

Global 'EdTech' Expenditure, USD Billions



	2018	2019	2020	2021	2022	2023	2024	2025
Total Expenditure		\$5.9T	\$6.3T	\$6.5T	\$6.8T	\$7.1T	\$7.4T	\$7.8T
Digital Expenditure		\$163B	\$227B	\$268B	\$295B	\$327B	\$365B	\$404B
Digital Share		2.7%	3.6%	4.1%	4.3%	4.6%	4.9%	5.2%

*Source: <https://chisw.com/blog/how-to-make-an-educational-app/>

MARKET SIZE – Ed-Tech vs Games 2022

\$ 297 Billions

Global Digital
Ed-Tech Market



\$ 197 Billions

Global Games Market



*Source:

<https://newzoo.com/insights/articles/the-global-games-market-will-generate-152-1-billion-in-2019-as-the-u-s-overtakes-china-as-the-biggest-market>

<https://www.holoniq.com/notes/global-education-technology-market-to-reach-404b-by-2025>

OWN GAME IPs – Under development and to be released



CRICKET MANAGER PRO

Game genre

Free-to-play (iOS, Android)
Sport - Simulation - Strategy

MONETIZING PHASE



King Royal: Idle Tycoon

Game genre

Free-to-play (iOS, Android)
Arcade - Simulation

MONETIZING PHASE



Tank Operations

Game genre

WW2 strategy simulation
Platform: PC
Early Access on Steam;
Metascore 83% positiv

SEARCHING PUBLISHER



CATHEDRAL BUILDER

Game genre

Simulation - Construction
Platform: PC

SEARCHING PUBLISHER

Investment already taken

CRICKET MANAGER PRO 2023

Global Launch 2023-02-28

600 000+ Downloads

Soon ready to monetize and to be scaled up

7

Countries Live

AB de Villiers

Brand Ambassador
(among others)

100 M+

All Brand Ambassador - Social media reach



Highlights during Soft Launch period

450 000+

Downloads
during soft launch

0.10 USD
ARPPDAU

** Overall Top games in this
genre has 0.04 USD

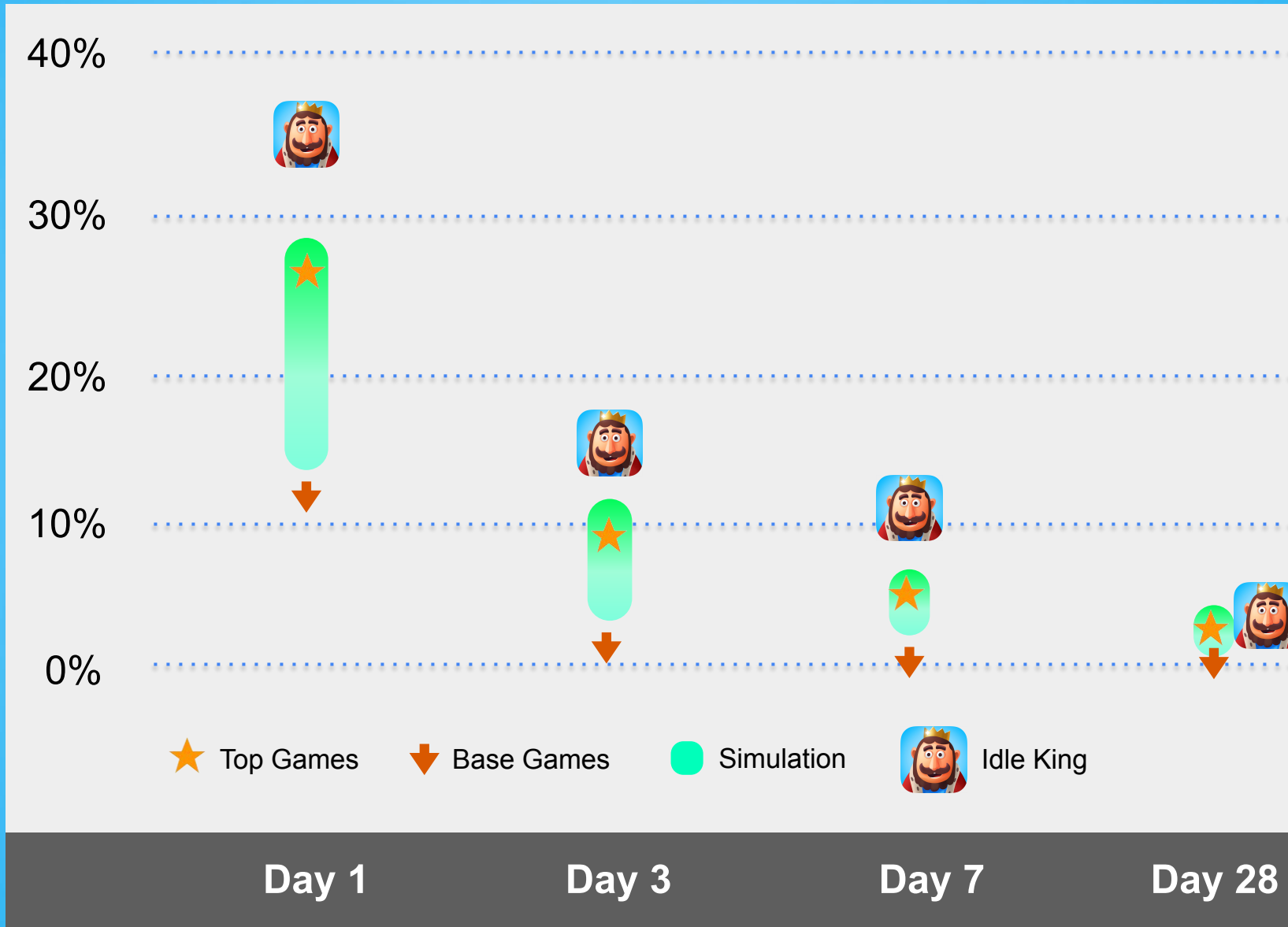
** Source: GameIntel
The data is latest Q4 Y 2022

33%

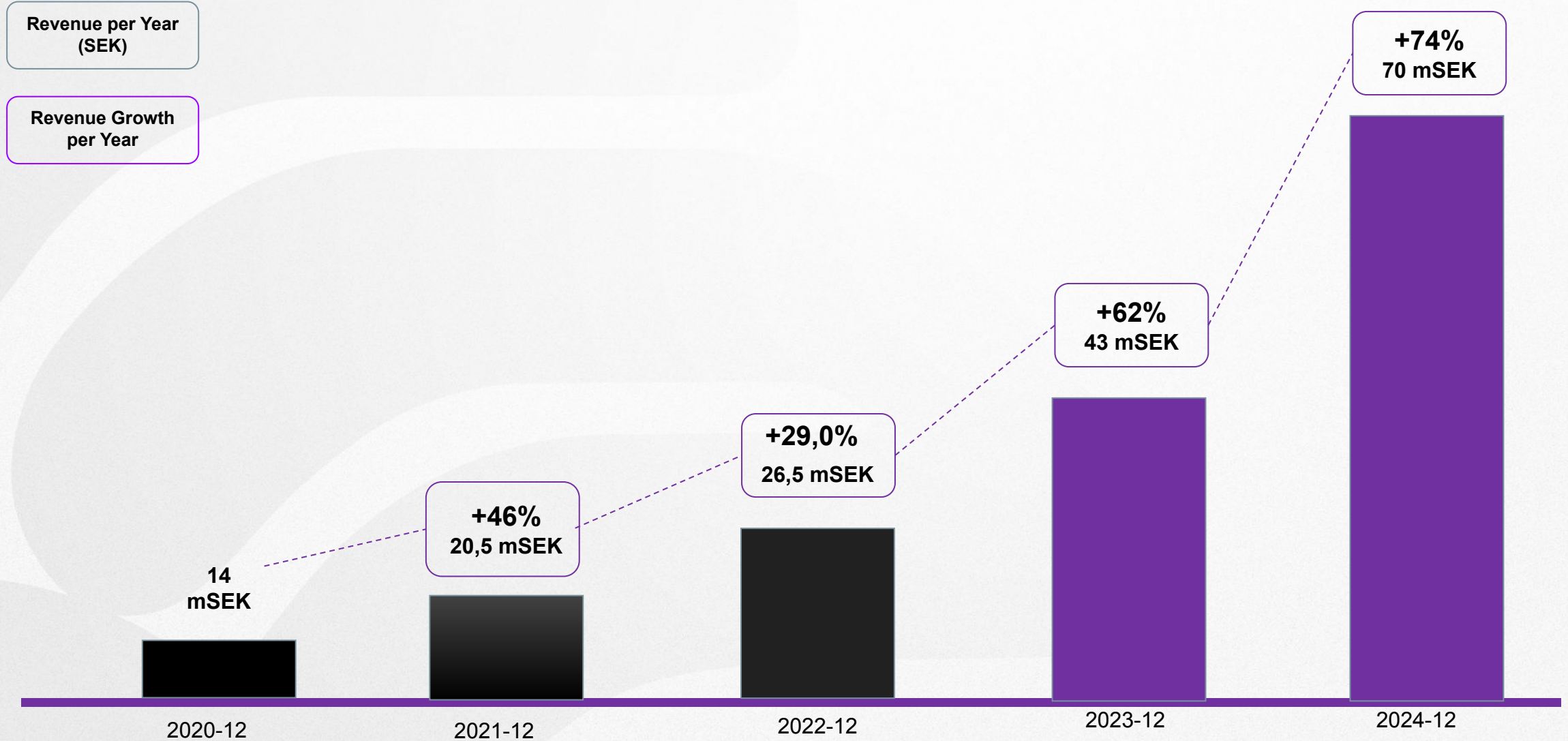
Margin UA - ROI
(User Acquisition - Return of
investment)



Retention data - comparison



Historic revenue pro forma – Wicket Gaming - Low Case Scenario



HOW WE GONNA GROW

1

Monetize and scale up the game Cricket Manager Pro and King Royale for our markets

2

M/A transaction with focus on Ed-Tech market
(Playful Learning, Serious Games, Ed-Tech tools)

3

Scale sales team for Ed-Tech market in Germany and open offices in Switzerland and Austria

4

Sign new project deals for our current production

5

Develop inhouse Ed-Tech-tools to raise efficiency and scalability in the education market



**WICKET
GAMING**

ONGOING M/A DIALOGS

1

Ed-Tech company

Playful learning and Serious games
20 - 30 MSEK Revenue, Profitable

2

Media company

Service provider, Digital content
45 - 60 MSEK Revenue, Profitable

3

Games and Crypto company

Service Provider
10 - 15 MSEK Revenue, Profitable

4

Ed-Tech/Games company

Education apps
3 - 6 MSEK Revenue, Profitable

5

Ed-Tech service provider

Serious Games Service Provider
5 - 10 MSEK Revenue, Profitable



Investment Opportunity

Terms

Term	Two (2) existing shares entitles the holder to subscribe for one (1) unit
Unit	Three (3) shares and two (2) warrants
Subscription price	SEK 12.00 per unit, corresponding to SEK 4.00 per share
Issue amount	SEK 46.7 million (The rights issue is covered by subscription obligations and guarantee commitments, corresponding to a total of approximately SEK 28.1 million, which corresponds to approximately 60% of the rights issue)
Pre-Money Valuation	SEK 31 million
Indicative subscription period	21 February 2023 - 7 March 2023

Warrants

Subscription price	70 percent of VWAP during the ten days prior to the subscription period, however not more than SEK 6.00 or less than SEK 3.00
Subscription period	November 2023
Issue size	Maximum of SEK ~ 54.4 million at subscription price of SEK 6.00 per share.
Maximum amount of issued warrants	9,069,807 warrants including 1,333,333 warrants issued to the lender of the bridge loan

THANKS!

