

Empowering Entertainment Discovery Everywhere

Investor presentation

Disclaimer

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In this presentation

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05 Financial Performance

“Danish founder-led company operating within music and entertainment.

Listed on Nasdaq First North Premier in Sweden since 2021 under Linkfi.st

+60

Employees

>50%

2022 Rev. growth

52.6M

DKK Revenue in 2022

2023

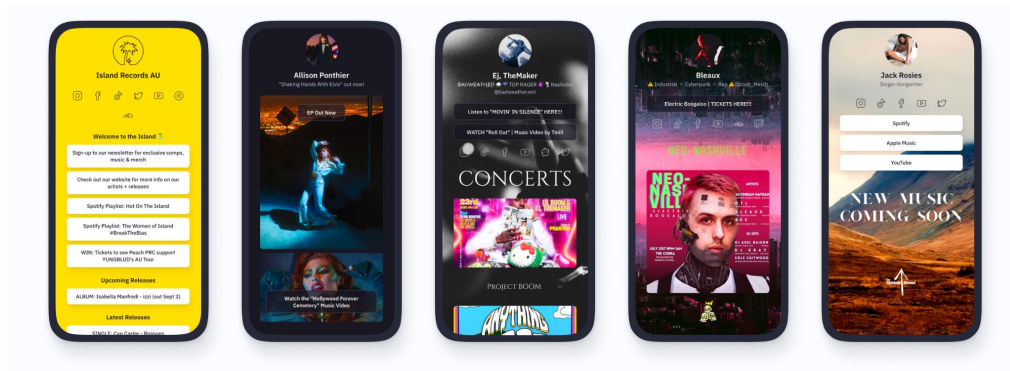
EBITDA Break-Even

2.1bn

Visitors in 2022

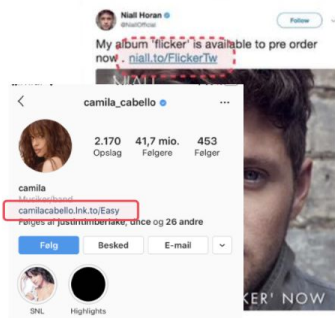
“We help music and audio creators promote their products

Optimize promotional impact, drive music streams, increase ticket sales and recommend audio content to billions of fans globally



Powering promotional links and micro-sites for thousands of artists worldwide

“From consumer discovery to consumption

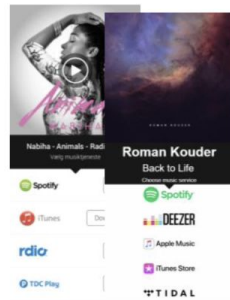


Discovery

Consumer discovers content across the open web, social and in many other places.



Click link

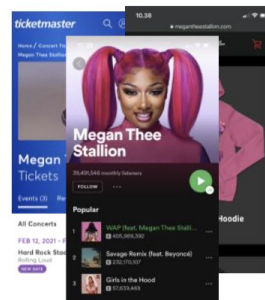


Linkfire

Recommends and provide one-click connections to the music and entertainment across services.



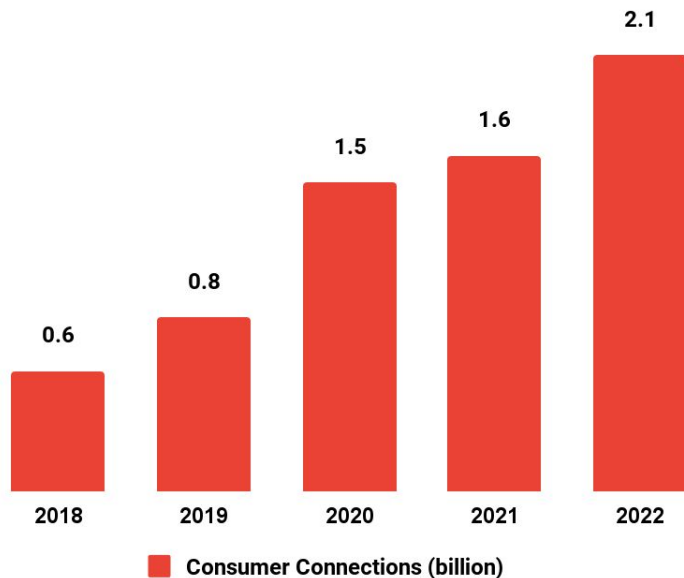
Get music



Consumption

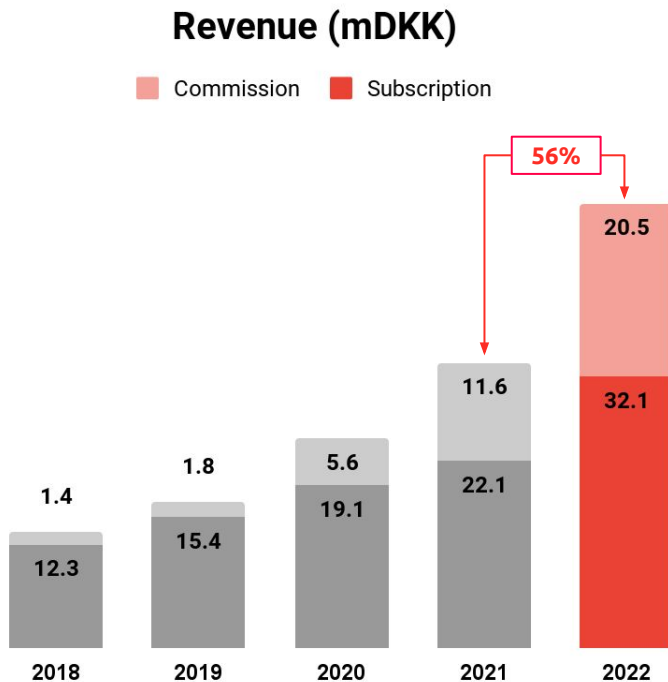
Consumers are connected to the relevant product in the relevant service.

“We connect billions of consumers to streaming, ticketing and more



Source: Company Information

“Solid financial trajectory and underlying metrics.”



Key financials for 2022

56%

Revenue Growth

76%

Commission Growth

75%

Gross Margin

2.1bn

Consumer Connections

9 DKK

RPM (Rev. Per Mille)

23%

RPM Growth

02 The Business

Subscriptions

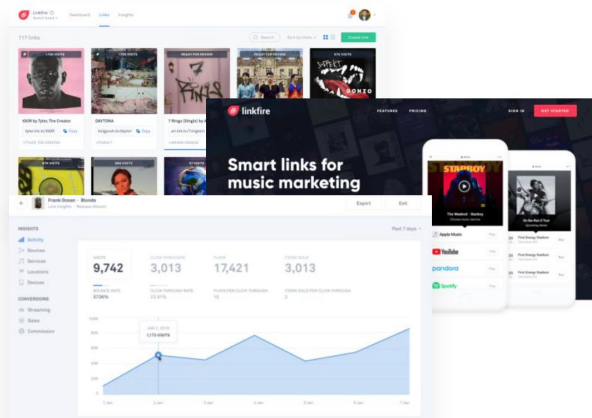
The leading marketing platform for artists and labels

61% of total revenue 2022

Customers are record labels, artists and distributors.

Features include smart links, micro-sites and data insights.

Unparalleled data partnerships with leading streaming and ticketing services.



Commission

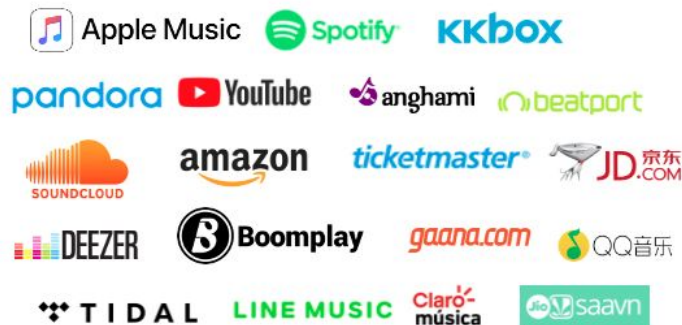
Monetising traffic sent to service providers and shops

39% of total revenue 2022

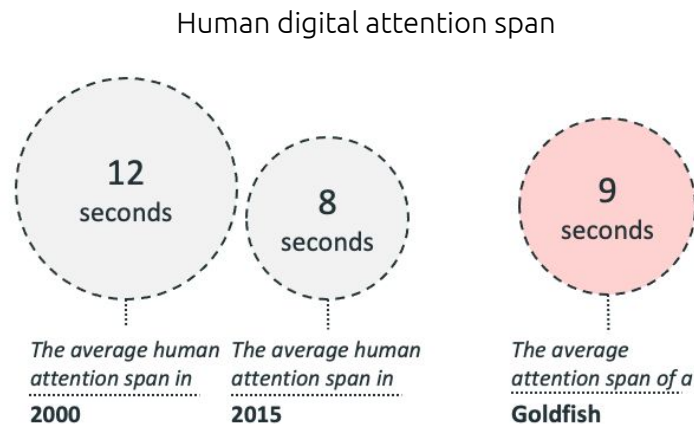
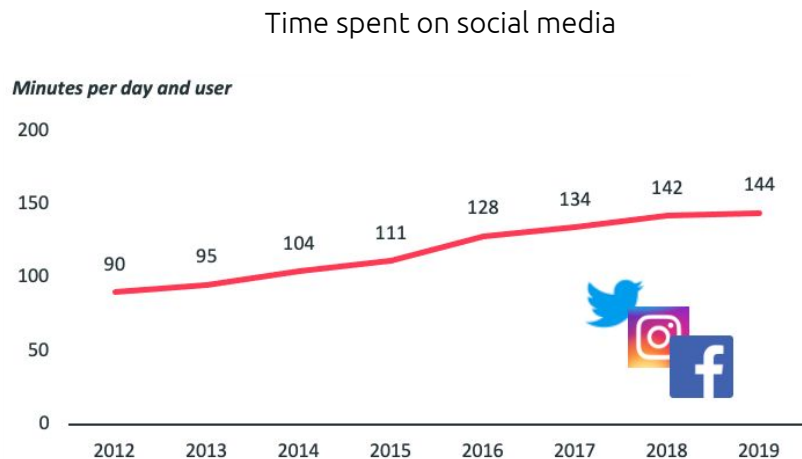
Some services pay a fee if a Linkfire drives a sign up or transaction.

Commissions are driven by high traffic growth and good deals with services.

High gross margin income stream. Revenue is split with the artists / labels.



“Time spent on SoMe is up - human attention span in decline



Source: Music & Social Media: A Consumer Perspective, GlobalWebIndex, Digital 2020 – Global Digital Overview, Microsoft Attention Span Study

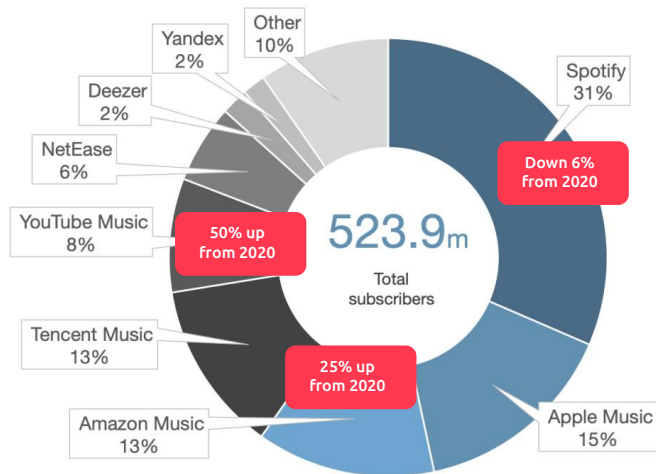
03 The Market

Spotify is first music streaming service to surpass 200M paid subscribers

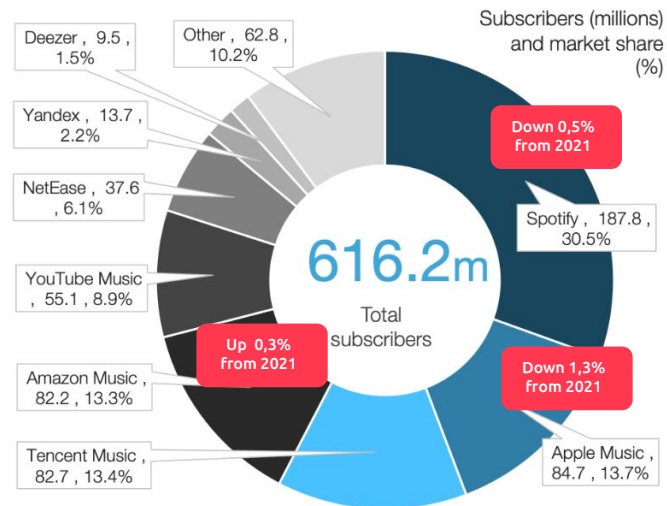
Q4, 2022

\$4.5bn

Annualized Opportunity



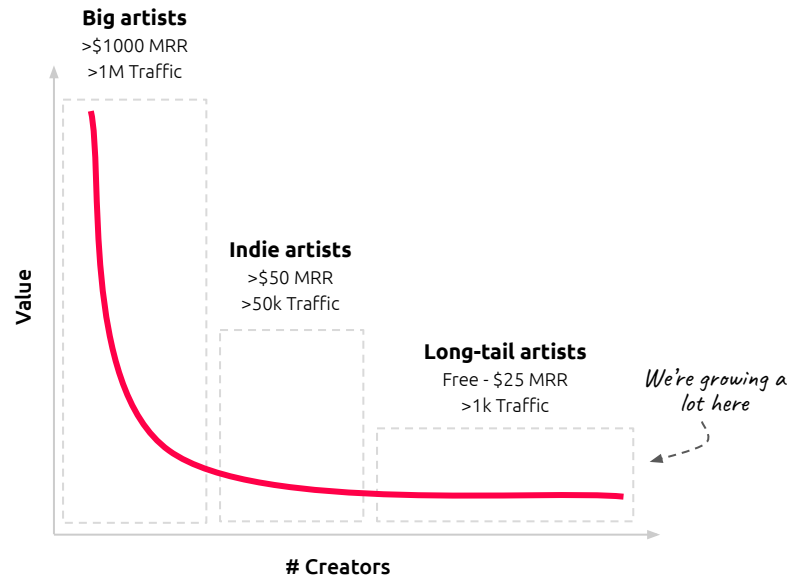
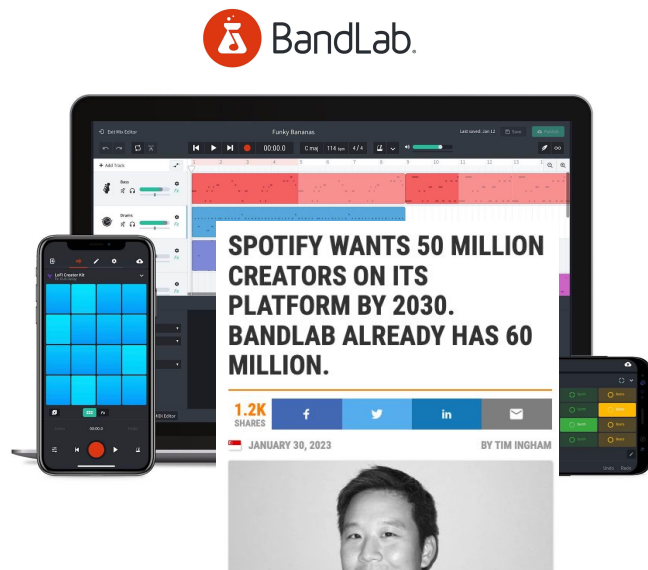
Global streaming music subs market, Q2 2021



Global streaming music subs market, Q2 2022

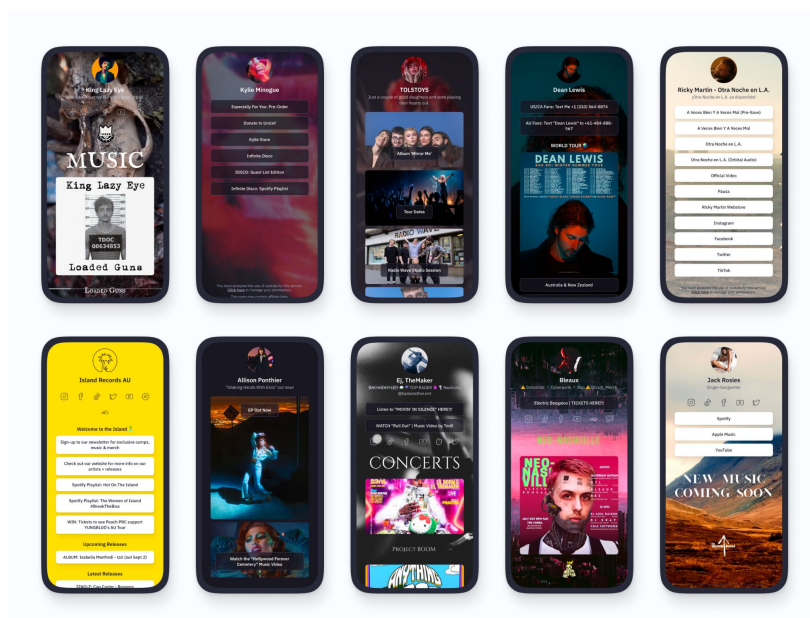
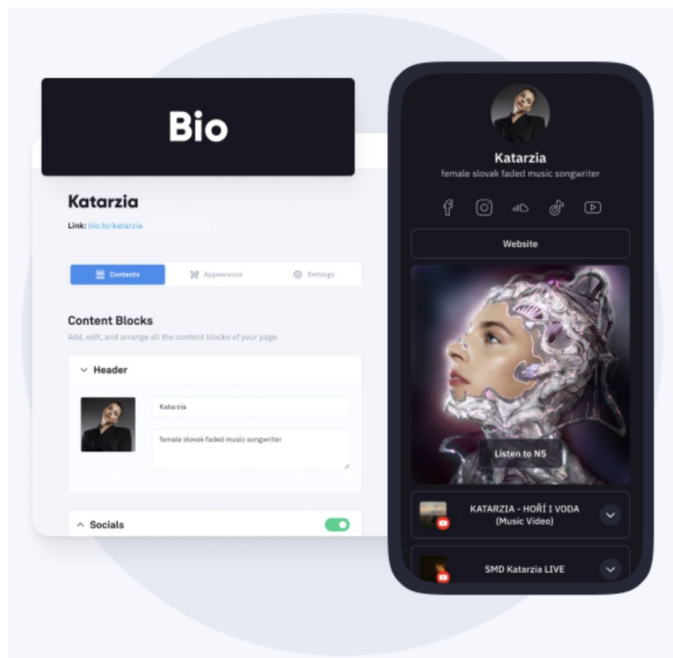
<https://mediaresearch.com/blog/music-subscriber-market-shares-2022>

“Music and audio creator space continues to grow



“Introducing our next gen Artist Biolink

Goodbye artist websites. Customise as you please.



Focus on break-even and our core operations



EBITDA breakeven in 2023

Running a streamlined and more focused organization

Fewer strategic objectives.
Focus on our core business.

Expecting EBITDA breakeven in
2023.



Focusing on our SaaS Platform & Customers

Improving offering and marketing funnel

Improve our core product
offering and dedicate more
resources to optimising our
marketing funnel.

New Artist bio link is key
objective.



Continue increasing traffic monetization

Continue improving our RPM

Improve on existing deals,
negotiate new and increase
click-through rates.

Historical RPM performance in
Q4/22.



Vertical Expansion

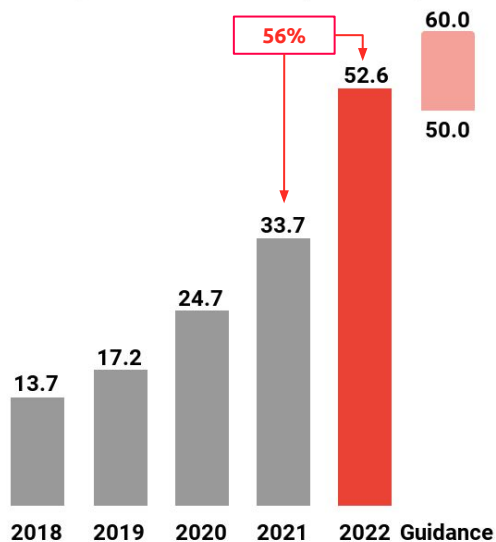
Expand beyond music into audio and spoken word

We're currently working on
adding podcast into our
product offering.

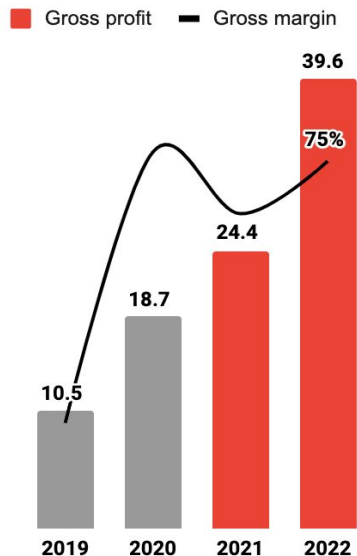
Expanded Apple Music
agreement in Q3/2022.

Key financial metrics full year 2022

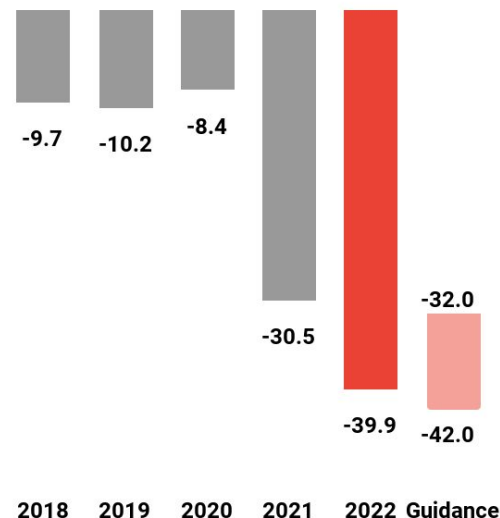
Full year revenue (mDKK)



Full year gross profit (mDKK)



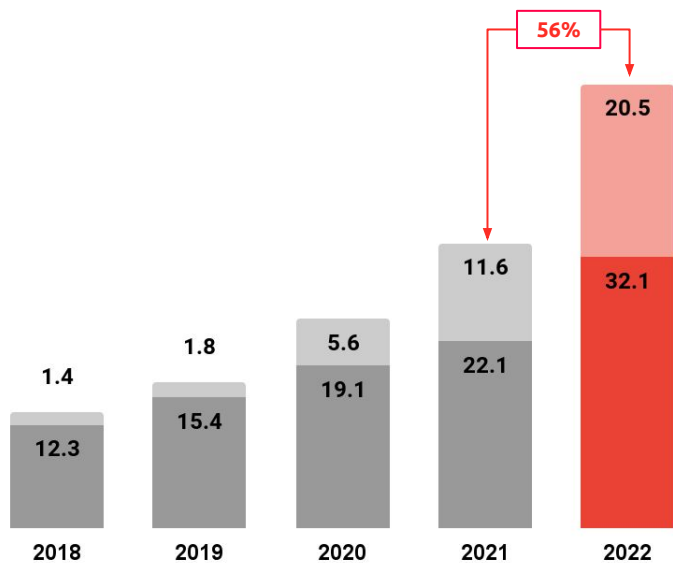
Full year EBITDA (mDKK)



Key performance metrics full year 2022

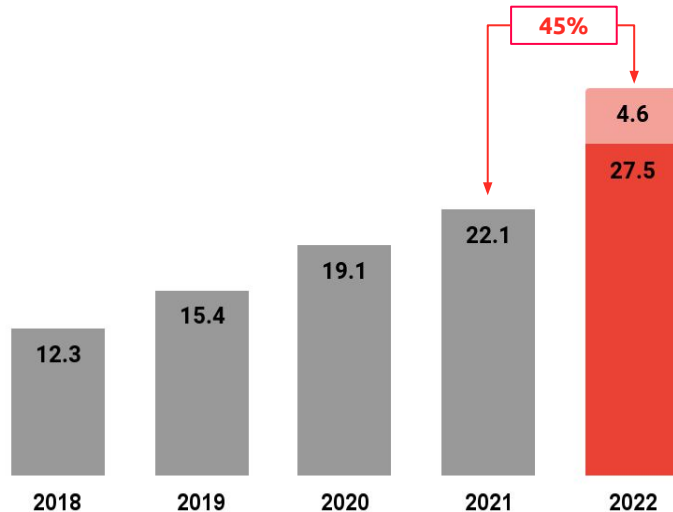
Revenue (mDKK)

Commission Subscription



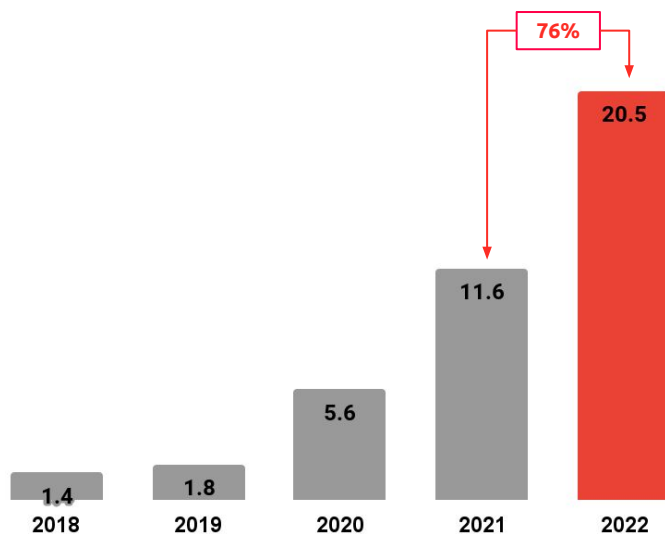
Subscription Revenue (mDKK)

Non-recurring Recurring

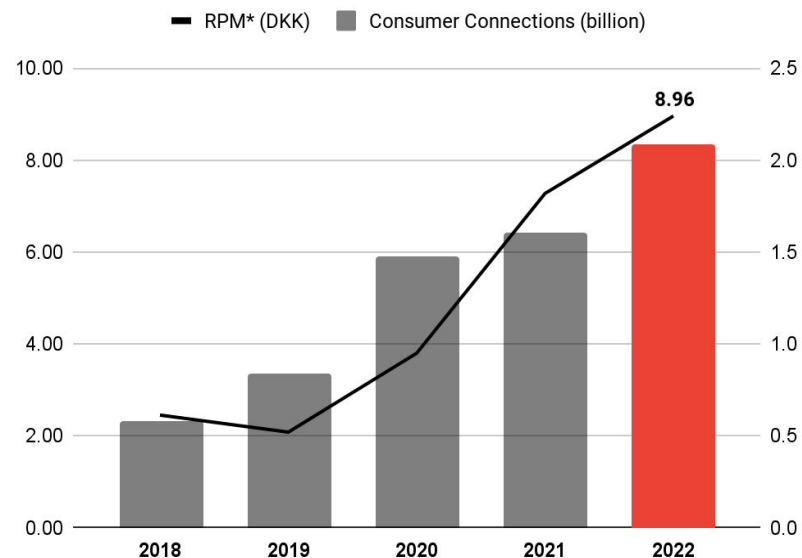


Key performance metrics full year 2022

Commission Revenue (mDKK)



Commission Revenue drivers



** Revenue per Mille on a constant currency basis - Commission Revenue per thousand Consumer Connections*

Our outlook and financial guidance

Mid-term targets (3-5 yrs from IPO)

20-40%

Organic Growth

≈80%

Gross Margin

Financial guidance for 2023 (published in April 2023 and included in our 2022 Annual Report)

In 2023, Linkfire expects continued revenue growth and guides **revenue** within the range between DKK 60-70 million for the full financial year. This corresponds to a yearly growth of 14-33%.

We have narrowed our operating focus to short-term return initiatives and the least capital intensive deployment of cash. In 2023, Linkfire expects to utilize the lighter operating setup to perform EBITDA breakeven for the year.

Linkfire expects to achieve EBITDA breakeven for the year and guides **EBITDA** within the range between negative (DKK 5 million) to positive DKK 5 million for the full financial year.

In order to achieve our guidance, performance on the following key drivers is required:

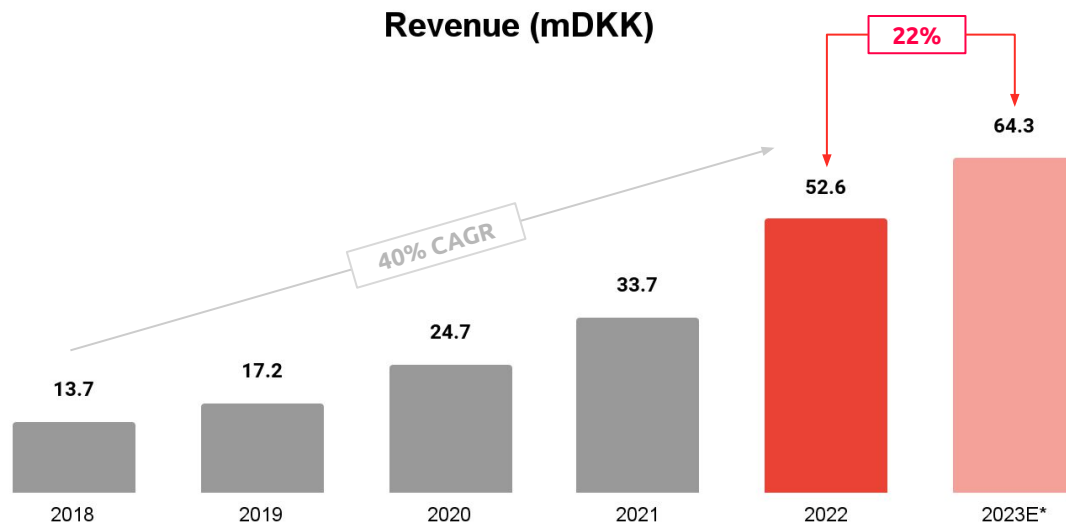
- Continued strong RPM performance
- Traffic growth and expansion of the discovery network
- Continued product innovation and development
- Continued inflow of new subscription customers and ability to upsell to existing customers

To reach EBITDA breakeven based on the projected cost base for 2023, Linkfire's revenue needs to grow by 22%, while the compounded annual growth rate between 2018-2022 was 40%.

Path to EBITDA profitability



How do we reach DKK 64.3M revenue?



** 2023 revenue estimate is not a guidance statement but solely serves the purpose of comparison and clarification for the purpose of the slide*

Thank you!

Please find our Financial Calendar on investors.linkfire.com

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