

August 30, 2022

To,
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001.

Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Sub: Intimation of Investor Presentation on Acquisition of WildWorks.

In pursuance to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Presentation on Acquisition of WildWorks.

This is for your information and records.

Thanking You,

Yours faithfully,
For Nazara Technologies Limited



Pravesh Palod
Company Secretary and Compliance Officer
M. No. A57964



Encl: As above



Acquisition of WildWorks

August 2022

WildWorks: #1 Grossing App in gamified learning for 8-12 year olds in the US



- Founded in 2003 and headquartered in Utah, WildWorks is one of the most successful and established game studios in the US focused on the kids aged 8-12 years. Wildworks' Animal Jam is the #1 Grossing Apps in its category
- WildWorks Animal Jam game is an online playground for kids who love animals and the natural world. Available on iOS and Android mobile devices in addition to Mac and PC computers, the game features world building and multiplayer games in a closely moderated social play space and offers a wealth of free STEAM-oriented educational content that players can access in the app and through the AJ Academy website
- Wildworks mobile apps have attracted over 150 million players in the past. WildWorks revenues¹ were \$13.8 million in CY21 and \$5.8 million in H1CY22, and EBITDA¹ were \$3.1 million in CY21 and \$1.6 million in H1CY22

Executive Team



Clark Stacey
Founder & CEO

- 25 year games industry veteran**
- Serial Entrepreneur
- Founder & CEO, Cobalt Interactive
- Executive VP, Beyond Games Inc.
- BA, University of Utah



Jeff Amis
Co-Founder & COO

- 27 years in project management**
- Development Manager, TenFold
- Manager, Center7 Data Centers
- BA, University of Utah
- MBA, Brigham Young University

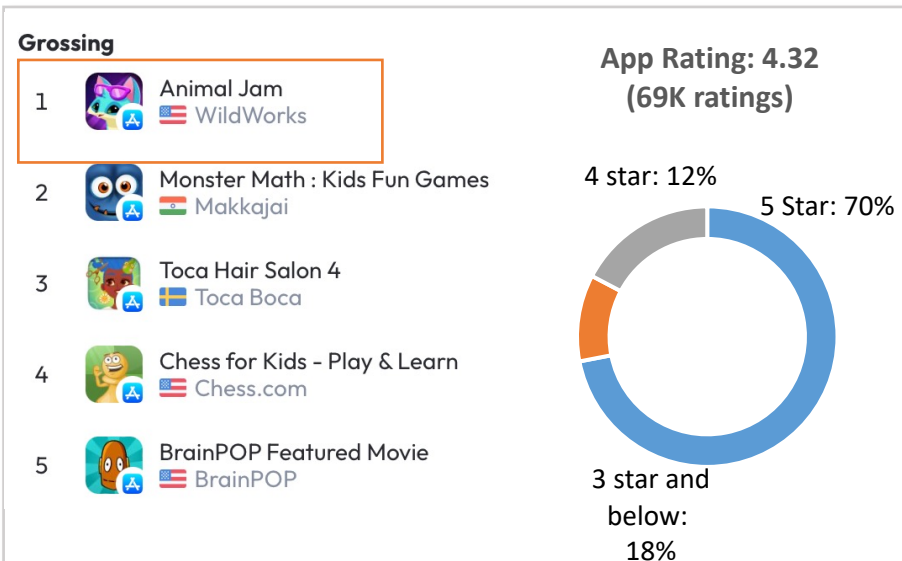
Additional management team:
Austin Beck: VP of Technology

Pat Carver: Product Director
Carter Pham: Community Director

Financials¹

Key Metrics	CY21 A	H1 CY22 A
Revenue	\$13.8	\$5.8
EBITDA	\$3.1	\$1.6
EBITDA %	22.8%	27.9%

Note : 1 Based on carved out unaudited financials, shared by the company



Wildworks: 50%+ organic subscribers and strong unit economics



Unit Economics

Key Metrics	Q1CY21	Q2CY21	Q3CY21	Q4CY21	Q1CY22	Q2CY22
Customers ¹	126,581	119,555	109,438	102,419	100,541	93,916
% Organic (based on installs)	57%	37%	44%	59%	52%	70%
Marketing Spend (mn)	\$272,128	\$542,048	\$482,778	\$256,035	\$282,027	\$178,726
Cost per Acquisition	\$38	\$31	\$40	\$34	\$32	\$28
ARPU ²	\$7.0	\$7.6	\$7.7	\$9.0	\$8.1	\$8.5
Churn	14%	13%	13%	13%	11%	14%
24 month LTV ² /CAC	1.4x	1.8x	1.4x	1.9x	2.4x	2.3x

- Weak balance sheet has prevented the company from investing in user acquisition, leading to decline in player / subscriber base
- High organic installs- 70% of total installs are organic in Q2CY22
- Higher ARPU on account of higher IAP during the holiday season in Q2 and summer/spring break during Q4

Investment Rationale

- WildWorks enables Nazara to solidify leadership position in the gamified learning space for kids
- The 8-12 player demographic of Animal Jam builds on the success of Kiddopia early learning product for kids 2-7, extending reach with families while maintaining focus on high quality educational content

Growth strategies post acquisition

Invigorate Core Business:

- Increase user acquisition spend to drive subscriber growth
- Leverage the learning from Kiddopia business to optimize acquisition investment
- Accelerate production of content updates
- Increase geographic reach through partnerships in APAC & LatAm

Brand Partnerships to drive further growth

- Wildworks has successfully partnered with Ryan's World, #1 grossing YouTube channel in the world
- Negotiating opportunities for similar partnerships with emerging kid influencers to create new revenue streams

Note: 1. Customers includes subscribers as well customers of In App Purchases. Q2 Subscribers as of 31st May 2022.

2. ARPU includes revenue from subscription, In App purchases and advertisement

Company :



Nazara Technologies Limited

CIN: L72900MH1999PLC122970

Ms. Anupriya Sinha Das

Head of Corporate Development

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www.nazara.com

Investor Relations Advisors :

SGA Strategic Growth Advisors

Strategic Growth Advisors Private Limited

CIN: U74140MH2010PTC204285

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