Kahoot!

Make learning awesome

Company Presentation Q2 2020 September, 2020



Our vision is to build the leading learning platform in the world

Kahoot!



Founded in 2012, Kahoot! started delivering a quizbased game to ensure attention, create engagement and provide knowledge in classrooms



Scalable technology platform based on research conducted by Kahoot! co-founder Morten Versvik at NTNU together with Professor Alf Inge Wang

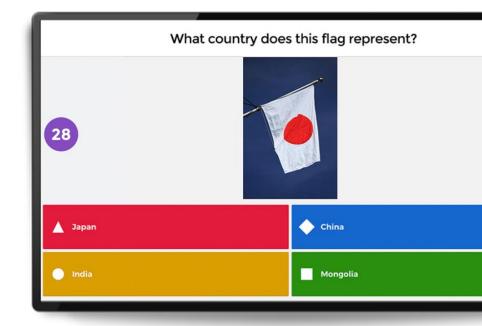


User centric, data-driven and iterative approach to product development and innovation

- **Build** awesome free services
- Improve based on feedback from millions of users
- **Extend with** premium subscriptions



User-generated content with over 100m kahoots created by our user and content partners so far, over 50m available in a user friendly searchable database





The Kahoot! journey

Development of cumulative players

2013-2017

Launched in September 2013

Growth focus on US and K-12 education segment

Developed a global recognizable brand on a scalable platform

Top 3 tool in US education

50+ employees

2018

Launched first commercial editions for the business and school segments, reaching 40K paid subscriptions

Launched mobile apps for iOS and Android

75+ employees

1 Billion

2019

Commercial subscription editions available for all segments, reaching 100K paid subscriptions

Acquisition of **Poio** learn to read and **DragonBox learn math**

120+ employees, offices in 6 countries

2 Billion

2020 YTD

3 Billion

expanding commercial offerings in all segments, reaching 200K paid subscriptions

Introduced first embeddable service for **publishers**

125+ employees, increased investments in R&D and organization development

poio

TRECORDE

2013 2014 2015 **2016** 2017 **2018 2019 2020**



Why everyone loves Kahoot!

Embraced by 6m+ teachers

Kahoot! helps me engage students in class and for homework, and also works great for virtual lessons even when school is closed

As do over 6 million teachers globally



Loved by students across the globe

I love Kahoot!
It makes learning fun!

As do hundreds of millions of students



Trusted by parents and families

66

Kahoot! allows me to engage in playful learning with my family in a social setting

As do millions of families around the world



Integral for corporate culture and learning



Kahoot! breaks down barriers and connects teams

As do hundreds of thousands of organizations in over 150 countries





To play Kahoot! is to promote Kahoot!



The Kahoot! viral business model generates over

Im new accounts and over 2m app downloads every month

Kahoot! at home

Over 100 million games have been played by families and friends around the globe







Launch 2020

Connecting the global educator community and providing high-quality, verified content, to ensure that every student gets access to awesome learning at school and home



Kahoot! today



Scalable cloud platform



Large market opportunity*



Recognized market leader



Viral business model

20m+

Active accounts whereof 6m+ teachers and educators

270K+

Paid subscriptions growing 170%+ YoY, including teachers and professionals 100m+

User generated kahoots with over 1bn participating players LTM 90-100%

Net dollar retention, above 100% for larger organizations





- Continued growth on the Kahoot! platform with more than 20 million active accounts last twelve months representing 44% year on year growth per Q2 2020
- Strong growth in paid subscriptions, reaching more than 270K in Q2 2020, an increase of 68K paid subscriptions from Q1 2020
- **Q2 2020 invoiced revenue growth of 317%** to \$9.6m, up from \$2.3m in Q2 2019. The quarter over quarter growth in invoiced revenue was 49% in Q2 2020.
- Positive cash flow from operations of \$3.8m in Q2 2020, compared to -\$1.5m in Q2 2019
- Solid financial cash position with net cash and cash equivalents of \$66m including net proceeds from new share issues of \$25m. The company has no interest-bearing debt
- **EBITDA neutral for Q2 2020** before social security cost related to exercised share options in the quarter (\$1.3m)

170%

YoY growth in paid subscriptions per Q2

317%

Q2 YoY growth in invoiced revenue

40%

Q2 cash conversion from invoiced revenue

New and existing customers are making learning awesome























Snap Inc.





















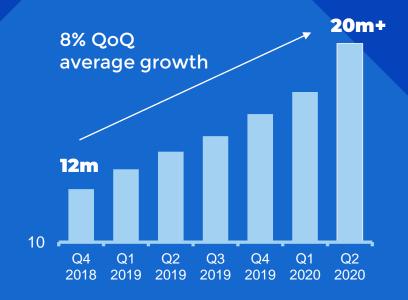




Kahoot! accelerating momentum

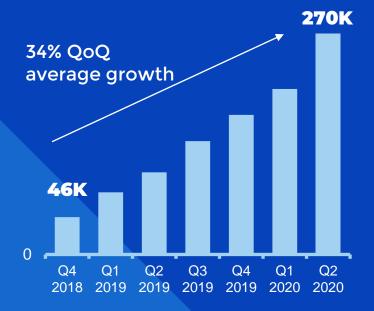


Active accounts LTM



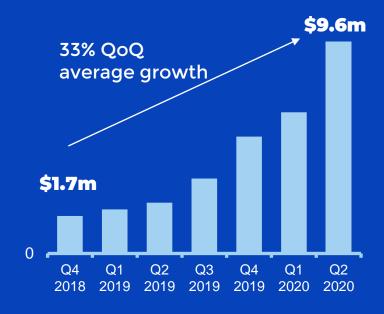
 Strong organic growth in active accounts ¹⁾ with no external marketing cost

Paid subscriptions



 Increased conversion rate of active accounts to paid subscriptions ²⁾

Invoiced revenue



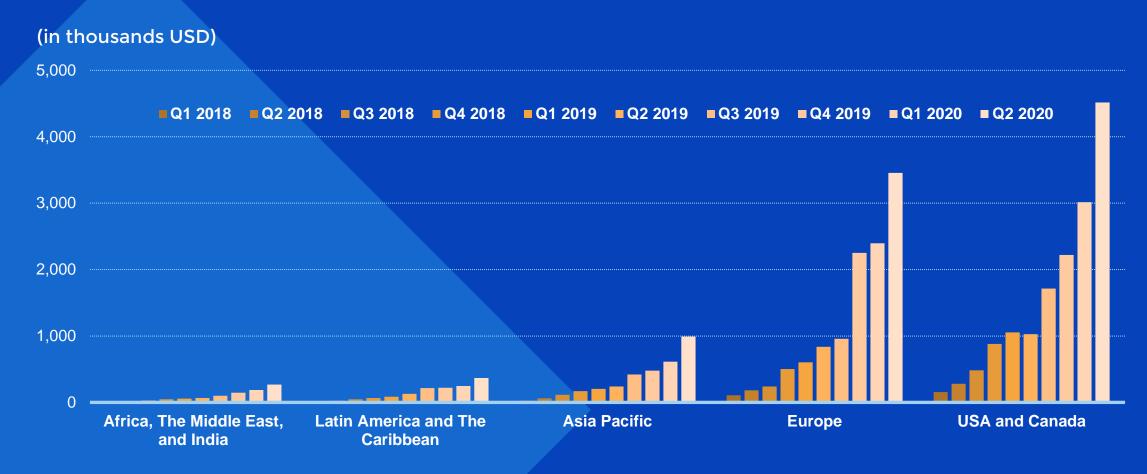
 Conversion to paid subscriptions and extended product offering in all segments from customers in more than 150 countries

¹⁾ Active accounts LTM is defined as unique user accounts hosting a game with one participant or more the last twelve months

²⁾ Paid subscriptions is defined as total number of users on paid subscription per the end of the period

Invoiced revenue per region





Kahoot! has paying subscribers in more than 150 countries, USA and Canada represent approx. 47% of invoiced revenue and Europe approx. 36% in Q2 2020





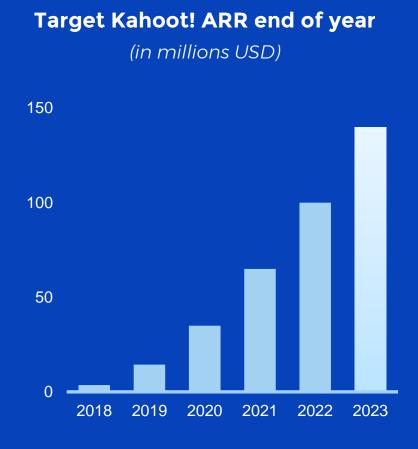
	Actual FY 2018	Actual FY 2019	Actual H1 2020	Guidance FY 2020
Invoiced revenue	\$3.5m	\$13m	\$16.1m	\$35m - \$38m
Paid subscriptions	46K	170K	270K+	340K+
Active accounts LTM	12m	16m	20m+	21m+

- Invoiced revenue for the Kahoot! Group for Q3 2020 is expected on the same level as for Q2 2020, representing approx. 180% growth compared to \$3.4m as reported for Q3 2019
- The Kahoot! Group expects invoiced revenue for the full year 2020 in the range of \$35m-\$38m. Invoiced revenue for 2019 was \$13m as reported, and proforma invoiced revenue including acquired units for 2019 was \$15m
- Continued positive cash flow from operations in the second half of 2020
- For 2020, active accounts are expected to exceed 21m and paid subscriptions to exceed 340K.
- The company is preparing for a main listing at Oslo Stock Exchange in Q1 2021

Kahoot! ambitions next three years



\$100m+ Annual Recurring Rev. end of 2022 Significant scale Retention & expansion 100%+ net \$ retention in the business segment **Engagement** Adding net 3m+ active accounts annually Commercial Adding net new 250K* subscriptions annually **Operating leverage** 40%+ EBITDA margin **Cash flow** Cash flow from operations exceeding EBITDA



^{*} Not including Home & Study subscriptions

Kahoot!

New Initiatives





Why companies use Kahoot!







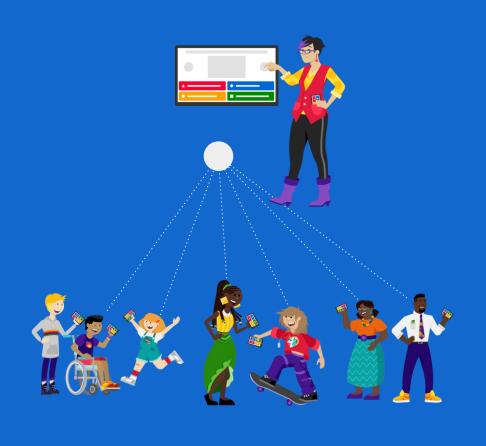


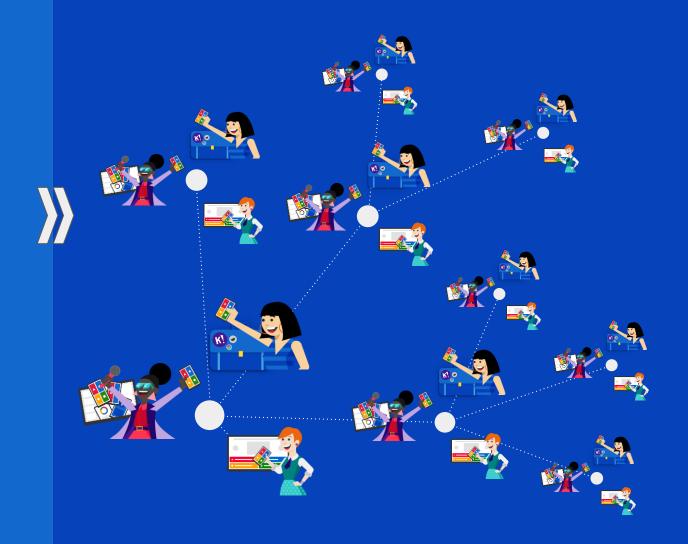
Corporate learning



Enhanced functionality and increased value for the organisation

The transition from presenter centric to including everyone within the organization







High level feature roadmap 2020



Anonymous players



Identified players (PlayerID)



Employee platform (Corporate training and culture building)



Quiz game



Self paced challenge game



Survey, team learning and self-study



User generated content



New game modes incl. Poll, Slide, Puzzle, Wordcloud



Premium content



Game report



Track individual/group performance over time



Corporate reporting and branding

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Introducing

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Kahoot! Family
Kahoot! EDU
Kahoot ACADEMY
Kahoot | Publishing & Distribution
Kahoot! 360
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skema



UCLA



of NORTH CAROLINA



UCSan Diego





UNSW



































Kahoot! EDU - An enhanced Kahoot! experience for the entire school, not only the classroom

Engage students

Give students more ways to create kahoots for assignments and to study with their peers



Empower teachers

Provide educators the full teaching toolkit that includes interactive lessons and advanced assessment



Equip IT admins

Offer IT admins greater control over who and how Kahoot! is used, and enable tech integrations



Elevate school leaders

Lift up school leaders with tools to foster a positive learning environment and to conduct professional development





Kahoot! EDU

Main features

- Extended admin controls
- Advanced assessment
- Deployment tools
- Private team space for teachers and groups
- Advanced kahoot creation mode for students
- Interactive lessons
- School branding

From

\$12

per month per educator

Available from Q3 2020 (back to school)



Introducing





educators & teachers, and hundreds of millions of students across the world use Kahoot! to make learning awesome





Knowledge portal

Content platform

Educator community

Marketplace

Connecting the global educator community and providing high-quality, verified content, to ensure that every student gets access to awesome learning at school and home

Kahoot! ACADEMY

Community & network

A knowledge platform for millions of engaged educators

Educators can share content and build communities based on topic, location or interests

Global content network connecting brands, educators and learners

Groups

Your School

Other Groups

Teachers of Texas

Suggested Groups

Grade 6 Math

Grade 5 Math

The best teachers

St. John's High School 456

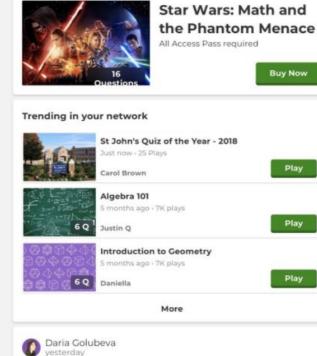
456

2150

Join







Really proud of this kahoot. It is for 6th grade math and is



Star Wars sponsored

6th Grade Math for Everyone!

Play Now

Notifications





MandyH has a suggestion for your Multiplications kahoot

See Suggestion

Check Report



BennyHill started following you!

Follow back

My recent kahoots



Addition and months ago - 7K plays



Numbers are months ago - 7K plays

St John's High School recent kahoots



Training for teachers 5 months ago - 7K plays

Carol Brown



Introduction to 5 months ago - 7K plays

You might want to follow





Follow





Follow

Kahoot! ACADEMY

Marketplace

A marketplace for educators and brands
The one place to reach a global educator
community

'One-stop-shop' for knowledge for any learner

Premium content on any topic, in any language, from verified educators and premium partners











CAMBRIDGE

UNIVERSITY PRESS















15 American Museum





















players enjoying kahoots created by our partners

















Knowledge portal

Built on top of Kahoot!'s user base of millions of engaged educators and learners, with the goal of making learning awesome!



Community and networking

Communities built around verified, educational content based on topic, location or interests



Marketplace for educators

Verified educators and premium partners can offer their content, build communities and brands



Premium, verified content

From educators, publishers, brands, or partners to learners all over the globe; at home, at work, or in school





Kahoot! ACADEMY

Access to Kahoot! Academy for all teachers

Verified educator profile on Kahoot! Academy from

FREE

\$9
per month per user*

Available early release June 2020

Available during Q3 2020 (back to school)

*included in all Kahoot! Premium+ subscriptions for school and higher education



The complete solution for Corporate Learning, audience engagement, team collaboration and company culture

Introducing

Kahoot 360

For all employees, to empower all individuals and teams to create, share and join engaging learning experiences and build organizational knowledge





For sales people it's the competition that makes it even more exciting: they're very competitive and everyone wants to get to the podium!





We had a standing ovation from people trying to participate in our annual risk management event"







"With Kahoot!, not only is my audience more engaged by being able to participate, I am also able to reinforce important content





Presenter / Manager



Employee / Learner



Kahoot! has become an important tool for continuous learning in our organization

Scotiabank®



Trainer / HR **Professional**



Game-based learning is an easy way to assess learners' retention. The trainer instantly knows what learners understand and what needs more clarification, helping us improve the learning for everyone











Kahoot! 360 for organizations

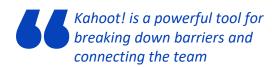
Corporate learning

With Kahoot! I can measure product knowledge

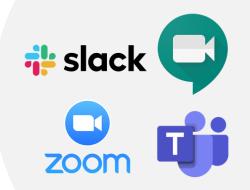
Courses, analytics, learner resources



Team collaboration



Integrations, collaboration tools



Audience engagement

Not only is my audience more engaged by being able to participate, I am also able to reinforce important content.

Interactive presentations, audience interaction features



Company culture

Kahoot! is built into our organizational culture

Team building mode, employee engagement tools





Kahoot! 360

Main features

- Full range of Kahoot! Premium features
- Truly Interactive Presentations across the organization
- Tools for design and manage courses
- Enhanced cross-organization reporting (compliance)
- Team building game mode
- Extensions for discussions and brainstorm meetings
- Organization-wide learning repository for all employees

From

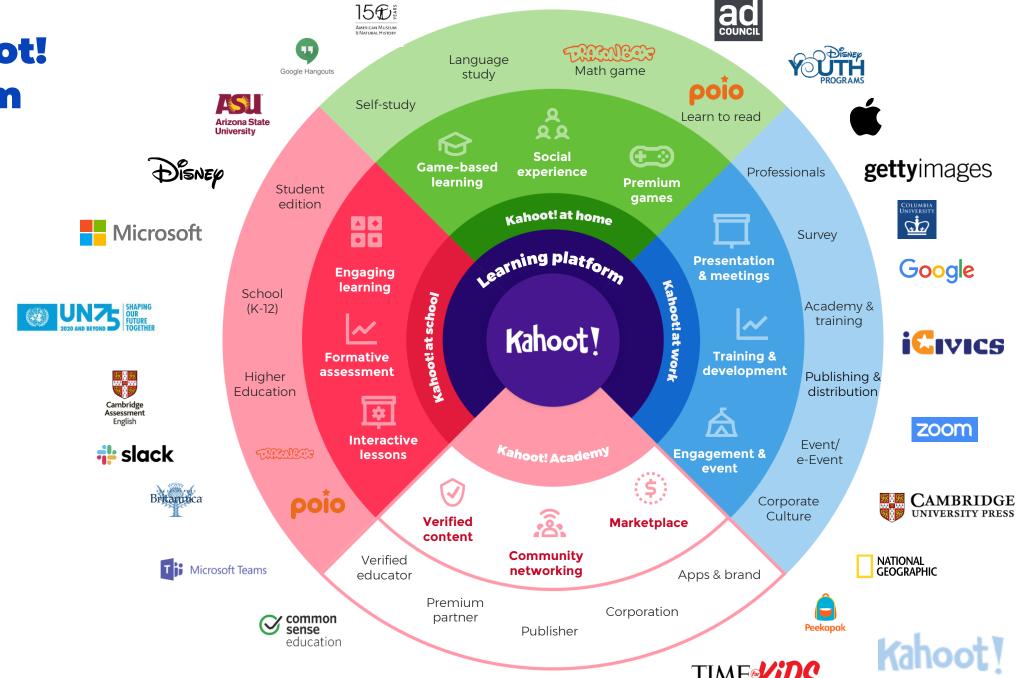
\$40

For individual license per month

Volume licensing available for teams and large organizations from \$10 per month

Available from June 2020

The Kahoot! ecosystem platform





Summary



A globally recognized brand across sectors and segments



A scalable cloud platform supported by a viral business model



Experienced organization with growth track record from the industry



Clear path to profitable growth with positive cash flow from operations



Continuously improving all services for all segments and user groups



Solid funding for strategic partnerships and non-organic growth



Join the Kahoot! journey



Teacher

kahoot.com/school



Student

kahoot.com/study



Parent

kahoot.com/home



Professional

kahoot.com/work



Investor

kahoot.com/investor

Kahoot!

Make learning awesome

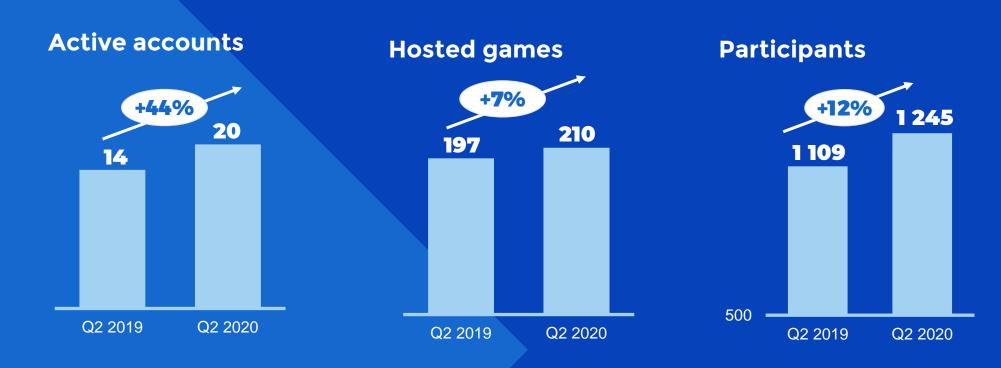
www.kahoot.com/investor

Appendix: Financial update from the Q2 2020 presentation



Continued growth in accounts and usage

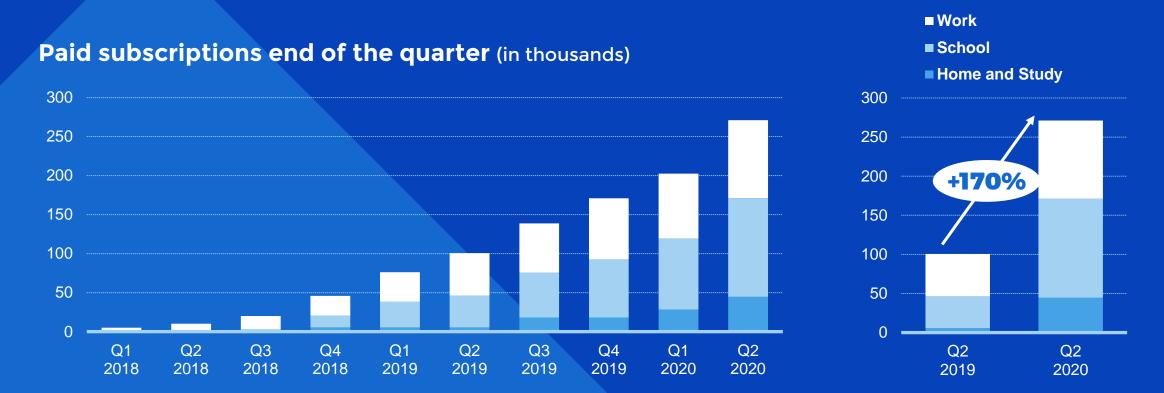
Last twelve months (in millions)



The user growth on the Kahoot! platform in the last twelve months continued, with more than 20m active accounts (44% YoY growth). Number of hosted games last twelve months was 210m (7% YoY growth) with 1.25bn participants (12% YoY growth)



Continued growth in paid subscriptions

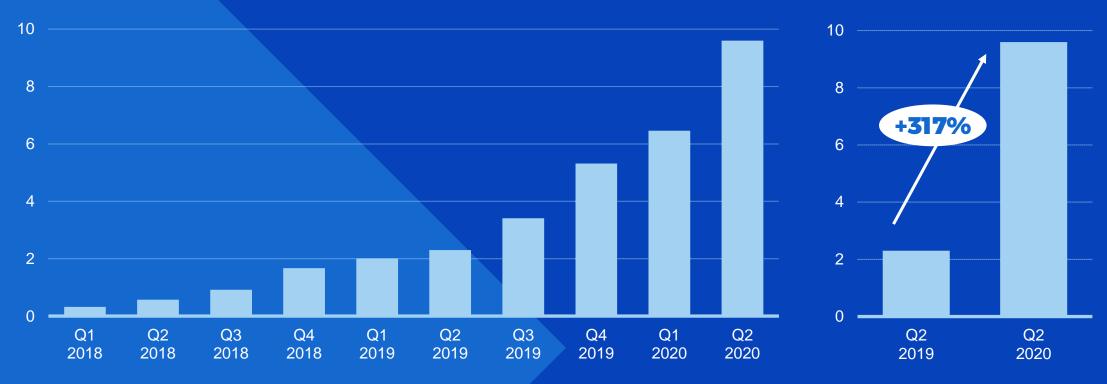


Kahoot! reached more than 270K paid subscriptions as of Q2 2020, compared to 202K end of Q1 2020 (34% QoQ growth), and the YoY growth for Q2 was 170%. Subscriptions per segment; 100K Work, 125K School and 45K in the Home & Study segment (including DragonBox curriculum)



Quarterly invoiced revenue development

Invoiced revenue (in millions USD)



Total invoiced revenue in Q2 2020 of \$9.6m representing 317% growth compared to Q2 2019, and the quarter over quarter growth was 49% vs. Q1 2020





Key financial figures development Financial figures presented in \$millions

	Q2 2020	Q1 2020	Q4 2019	Q3 2019	Q2 2019	Q1 2019
Invoiced revenue	9,6	6,4	5,3	3,4	2,3	2,0
Invoiced revenue growth QoQ	3,2	1,1	1,9	1,1	0,3	0,3
Recognized revenue	5,8	4,5	4,0	2,2	1,4	1,2
Total operating expenses 1)	-7,1	-5,4	-5,1	-3,9	-3,4	-3,3
EBITDA	-1,3	-1,0	-1,2	-1,7	-2,0	-2,2
Net cash flow from operations	3,8	0,9	1,2	-0,6	-1,5	-1,9
Cash and cash equivalents 2)	73,4	34,0	40,9	13,4	24,7	26,5
Full time employee equivalents	128	120	110	100	73	62

¹⁾ Q2 2020 includes \$1.3m in social security cost related to exercised share options in the quarter.

- Invoiced and recognized revenue continue to grow quarter over quarter
- Lower growth in total operating expenses combined with strong cash collection of invoiced revenue drive positive cash flow from operations
- EBITDA continue to improve quarter over quarter (excluding Q2 share option cost)
- Solid cash position and cash flow from operations
- Continued efforts to develop the company, adding product and commercial talents

²⁾ Cash and cash equivalents per Q2 2020 were \$73.4m whereof approx. \$7.4 m is payable in Q3 for employee withholding taxes, social security cost and transaction cost related to the new share issue and share option exercise in the quarter. The net cash position following these payments are \$66m including the net proceeds from new share issues of \$25m.





Interim consolidated profit and loss statement Financial figures presented in \$millions						
	Q2 2020	Q2 2019	Growth	H1 2020	H1 2019	Growth
Invoiced revenue	9,6	2,3	317 %	16,1	4,3	273 %
Net change unrecognized revenue	-3,8	-0,9		-5,8	-1,7	
Recognized revenue	5,8	1,4	315 %	10,3	2,6	300 %
Cost of goods sold	-0,7	-0,2		-1,2	-0,3	
Payroll & consulting 1)	-4,4	-2,0		-7,8	-4,2	
Other operating expenses	-1,9	-1,2		-3,5	-2,3	
Total operating expenses	-7,1	-3,4	109 %	-12,5	-6,7	86 %
EBITDA	-1,3	-2,0		-2,2	-4,2	

¹⁾ Q2 2020 includes \$1.3m in social security cost related to exercised share options in the quarter.

- Invoiced revenue of \$9.6m in Q2 2020, compared to \$2.3m in Q2 2019 representing 317% growth
- Invoiced revenue growth compared to Q1 2020 was 49%
- Invoiced revenue for H1 2020 was \$16.1m compared to \$4.3m for H1 2019, representing 273% growth
- Recognized revenue for Q2 2020 was \$5.8m compared to \$1.4m in Q2 2019, representing 315% growth. Revenue growth for H1 2020 was 300%
- EBITDA neutral Q2 2020 excluding social security cost for exercised share options in the quarter





Interim consolidated balance sheet statement					
Financial figures presented in \$millions					
1	lun 30, 2020	Jun 30, 2019	Dec 31, 2019		
Capitalized R&D	2,0	3,1	2,6		
Licenses & domain	0,2	0,2	0,2		
Goodwill	19,4	0,0	24,1		
Deferred tax asset	4,6	3,5	5,1		
Total intangible fixed assets	26,1	6,8	32,0		
Property and equipment	0,3	0,2	0,3		
Financial fixed assets	0,0	0,0	0,0		
Total fixed assets	26,4	7,0	32,3		
Inventory/deferred cost of goods sold	0,1	0,0	0,1		
Accounts receivable	0,6	0,8	1,3		
Prepaid expenses and other current assets	1,2	1,1	0,6		
Cash and cash equivalents	73,4	24,7	40,9		
Total current assets	75,2	26,6	42,9		
Total assets	101,6	33,6	75,2		
Total equity	81,0	29,5	65,0		
Accounts payable	0,8	0,3	0,9		
Public duties payable	7,2	0,2	1,7		
Deferred revenue	12,0	3,3	6,7		
Other current liabilities	0,7	0,3	0,9		
Total current liabilities	20,7	4,1	10,2		
Total equity and liabilities	101,6	33,6	75,2		

- Cash and cash equivalents per Q2 2020 were \$73.4m whereof approx. \$7.4m is payable in Q3 related to the new share issue and share option exercise in the quarter. The net cash position following these payments are \$66m including the net proceeds from new share issues of \$25m.
- Deferred revenue reached \$12.0m per June 30, 2020 compared to \$3.3m per June 30, 2019, an increase of \$8.7m. Deferred revenue per March 31, 2020 was \$7.6m
- No long-term debt and equity ratio of 80%.
- Goodwill from the 2019 acquisitions of DragonBox and Poio are amortized linearly over 5 years and represented \$19.4m per Jun 30, 2020





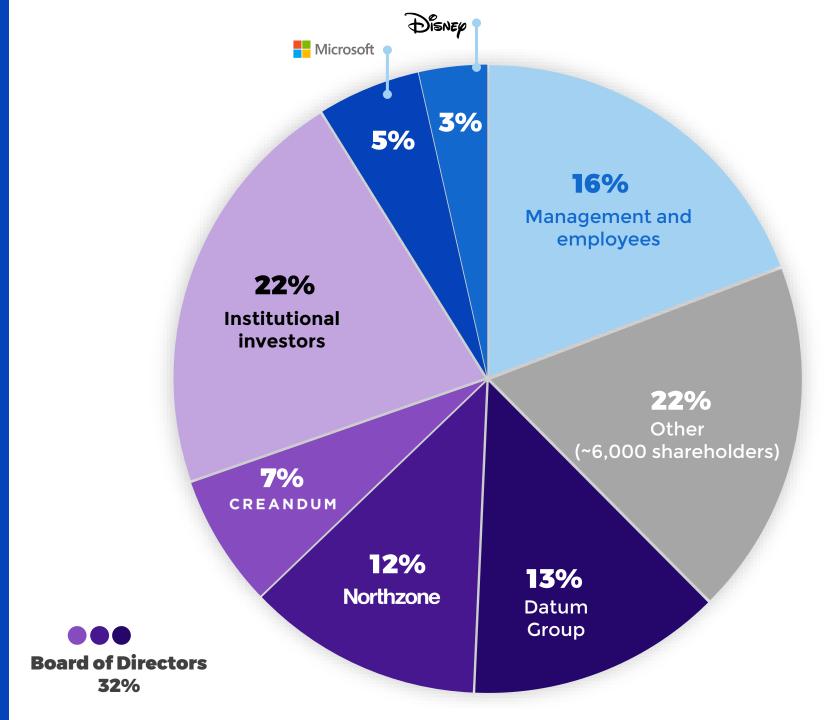
Interim consolidated cash flow statement					
Financial figures presented in \$millions					
	Q2 2020	Q2 2019	H1 2020	H1 2019	
Net cash flow from operating activities	3,8	-1,5	4,8	-3,3	
Net cash flow from investment activities	0,0	-0,1	-0,1	-0,2	
Net cash flow from financing activities	32,8	0,0	31,8	0,2	
Translation differences	2,7	-0,1	-3,9	-0,3	
Net change in cash and cash equivalents	39,4	-1,7	32,5	-3,6	
Cash and cash equivalents at begin. of period	34,0	26,4	40,9	28,3	
Cash and cash equivalents at end of period	73,4	24,7	73,4	24,7	

- Positive cash flow from operations in Q2 2020 of \$3.8m compared to -\$1.5m in Q2 2019
- Marginal negative cash flow from investing activities as R&D costs are expensed as they occur
- \$7.4m is payable in Q3 related to the financing activities in Q2. The net cash position following these payments are \$66m including the net proceeds from new share issues of \$25m.
- Significant shifts in USD exchange rate impacts translation differences on cash held

Shareholders overview

Kahoot! AS has a total of 399.5m common shares and more than 6,700 shareholders. The shares are listed on Merkur Market on Oslo Stock Exchange with ticker code KAHOOT-ME

	Shareholders per September 14, 2020	Shares	%
1	Datum Group	52 130 865	13,0 %
2	Northzone Ventures Norway AS	48 033 280	12,0 %
3	AS Real-Forvaltning	30 208 910	7,6 %
4	Creandum III LP	27 133 260	6,8 %
5	Microsoft Global Finance	20 820 000	5,2 %
6	Citigroup Global Markets Inc.	13 500 000	3,4 %
7	Versvik Invest AS	12 962 076	3,2 %
8	Newbrott AS	8 256 000	2,1 %
9	J.P. Morgan Bank Luxembourg S.A.	7 600 000	1,9 %
10	MP Pensjon PK	6 781 858	1,7 %
11	Glitrafjord AS	6 000 000	1,5 %
12	KAM Holding AS	5 620 000	1,4 %
13	Gamification AS	5 527 777	1,4 %
14	Morgan Stanley & Co. LLC	5 264 701	1,3 %
15	Verdipapirfondet DNB Norden	5 200 948	1,3 %
16	J.P. Morgan Bank Luxembourg S.A.	5 200 000	1,3 %
17	Verdipapirfondet Norge Selektiv	4 468 256	1,1 %
18	Sanden AS	4 340 000	1,1 %
19	Patrick Marchal AS	3 310 440	0,8 %
20	State Street Bank and Trust Comp	3 275 352	0,8 %
	Other	123 856 540	31,0 %
	Total outstanding shares	399 490 263	100,0 %
	Outstanding share options	17 155 725	
	Total no. of shares (fully diluted)	416 645 988	



Kahoot! share information

	Ticker
Oslo Stock Exchange (Merkur Market):	KAHOOT-ME
Reuters:	KAHOOT-ME.OL
Bloomberg:	KAHOOTME:NO
Number of shares:	399,490,263
Outstanding share options:	17,155,725
Total no. of shares (fully diluted):	416,645,988
Free float:	>95%
Share price (September 14, 2020):	NOK 38.25
Average daily trading volume YTD (shares):	850,400
Market Cap total (September 14, 2020):	NOK 15.3bn



Kahoot!

Make learning awesome

www.kahoot.com/investor