Trading update - Please see notice to market for all details
April 2nd 2020
Highlights Q1 2020

- **Strong usage growth on the Kahoot! platform** with 25% growth in active accounts, 19% growth in hosted games and 23% growth in participating players last twelve months

- **Good growth in paid seats**, reaching 184K in Q1 2020, increased with 32K seats from Q4 2019 and reaching a total of 202K including DragonBox School

- **Q1 2020 Invoiced revenue growth of 220%** to $6.4m, up from $2.0m in Q1 2019 (as reported)

- **Positive cash flow from operations** of $0.7m in Q1 2020, compared to $1.1m in Q4 2019

- **Solid financial cash position** with cash and cash equivalents of NOK 357m ($34m) as of 31.03.2020 and no interest-bearing debt

The company maintains the guidance of invoice growth rate in 2020 of 100-150% growth from proforma 2019 level, with invoiced revenue in Q2 2020 to be slightly higher than Q1 2020 and improved positive cash flow from operations
The user growth on the platform last twelve months continued, reaching 1.3bn participating players (23% YoY growth), 218m games played (19% growth YoY) hosted by 16.8m active accounts (25% YoY growth)

Graphs not including DragonBox and Poio
Continued growth in paid seats

Kahoot! reached 184K paid seats as of Q1 2020, compared to 152K end of Q4 2019, where of 93K in the Business segment and 91K in the School segment.

*Note: Including 18K DragonBox School licenses, The Kahoot! Group reached 202K paying users in Q1 2020*

Graphs not including DragonBox and Poio
Total invoiced revenue in Q1 2020 of $6.4m including $6.0m from Kahoot! subscriptions and $0.4m from DragonBox and Poio. The organic quarter-over-quarter growth was 21% in Q1 2020 vs Q4 2019.
Kahoot! has paying subscribers from automated sales in more than 150 countries, USA and Canada represent approx. 46% of revenue (Europe approx. 37%) in Q1 2020.

*Graphs not including DragonBox and Poio*
Kahoot! AS has a total of 129.4m common shares and approx. 3,200 shareholders. The shares are listed on Merkur Market on Oslo Stock Exchange with ticker code KAHOOT-ME.
About Kahoot!
Our vision is to build the leading learning platform in the world.
Kahoot! has commercial subscription editions available for all segments with a free basic version for personal use and teachers.

Viral growth, currently adding millions of new accounts and more than 110K net new paid seats annually.

The goal is to become the leading global learning platform, extending current offerings and accelerating organic growth.

Founded in 2013, Kahoot! started by delivering a quiz based game to ensure attention, create engagement and provide knowledge in classrooms.

Kahoot! is a globally recognized learning brand, from kindergarten to Wall Street.

In the last 12 months, 218 million games were played with 1.3 billion participating players in over 200 countries.
The Kahoot! learning ecosystem

**Embraced by teachers**
Make learning awesome!
6m+ active teachers globally

**Loved by students**
Engaging learning experience
800m participating students LTM

**Trusted by parents**
Playful learning in a social setting
100m games played LTM

**Valued by organizations**
Engaging corporate learning
20m participating employees
Kahoot! at school

Embraced by over 6 million teachers
Loved by hundreds of millions of students
Empowering students from learners to leaders

at school

Premium editions

All schools (K-12)  Higher education

$1 / $3 / $6  $5 / $10 / $15

free access to Kahoot! Premium for all schools affected by COVID-19!

All prices per teacher per month
87% of the global top 500 universities are Kahoot!’ing

Source: The Times Higher Education World University Rankings (2020)
Millions share memorable moments!
Practice at home
Helping children learn to read
Creating excitement for algebra and geometry

at home
Premium editions
Learning apps
$5-25
Family subscription
From $3/month (summer 2020)
Family subscription per family per month
Kahoot Study
-The new self-study mode

Kahoot Study, a self-study mode, perfect for engaging individual study and study groups in different locations.

Convert any of the millions of available kahoots to flashcards and enable students to better study any topic.

Launch in Q2
Millions of employees playing Kahoot!
97% of the Fortune 500 is using Kahoot!
Energizing audience in events of any size

For professionals
$10 / $20 / $40

For teams & organizations

All prices per presenter/host per month
New and existing customers are making learning awesome
The Kahoot! learning platform 2020-2021

- Formative assessment
- Engaging learning
- Game-based learning
- Social experience
- Premium games
- Presentation & meetings
- Training & development
- Engagement & event
- Strategic partners & integrations
- Technology partners
- Content partners
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at schools
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
- Kahoot! at home
- Kahoot! at school
- Kahoot! at work
Kahoot! Overview

Scalable cloud platform

Large market opportunity*

Recognized market leader

Viral business model

$20bn

1.3bn

$20bn

1.3bn

Scalable cloud platform

Large market opportunity*

Recognized market leader

Viral business model

$20bn

1.3bn

$20bn

1.3bn

Scalable cloud platform

Large market opportunity*

Recognized market leader

Viral business model

$20bn

1.3bn

$20bn

1.3bn

* Based on estimated EdTech market in 2020 from Goldman Sachs Education Technology Sector trends and market update August 2019