Kahoot!

Make learning awesome

Q3 2020 Presentation
October 29, 2020

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

Why everyone loves Kahoot!

Embraced by 7m 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 millions of 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

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

Kahoot! today

$20bn

Scalable cloud platform

Large market opportunity*

Recognized market leader

Viral business model

21m+

Active accounts whereof 7m teachers and educators

360K+

Paid subscriptions growing approx. 160% 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

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

Highlights Q3 2020

- **Continued growth on the Kahoot! platform** with more than 21 million active accounts last twelve months representing 45% year on year growth per Q3 2020
- **Strong growth in paid subscriptions, reaching 360K** in Q3 2020, an increase of 90K paid subscriptions from Q2 2020
- **Q3 2020 invoiced revenue growth of 241% to $11.6m**, up from $3.4m in Q3 2019. The quarter over quarter growth in invoiced revenue was 21% in Q3 2020
- **Positive cash flow from operations of $5.2m** in Q3 2020 representing 45% cash conversion from invoiced revenue, compared to -$0.6m in Q3 2019
- **Solid financial cash position** with cash and cash equivalents of $72m per Q3 2020. The company has no interest-bearing debt.
- **EBITDA for Q3 2020 was $1.0m** compared to -$1.7m for Q3 2019
- **Announced the acquisition of Actimo,** an employee engagement platform that empowers organizations to more efficiently build corporate culture with better communication, training and interaction with the workforce. The transaction was completed October 5, 2020

160%

YoY growth in paid subscriptions per Q3

241%

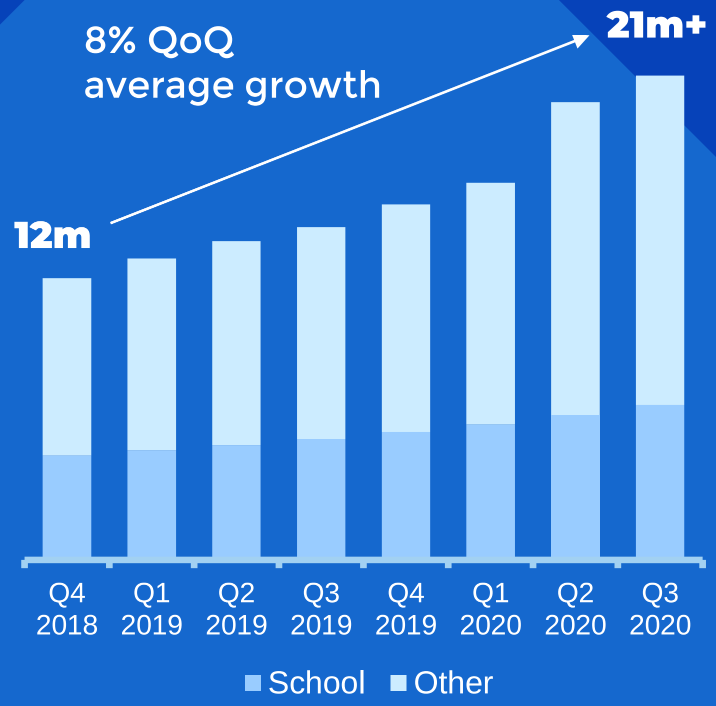
Q3 YoY growth in invoiced revenue

45%

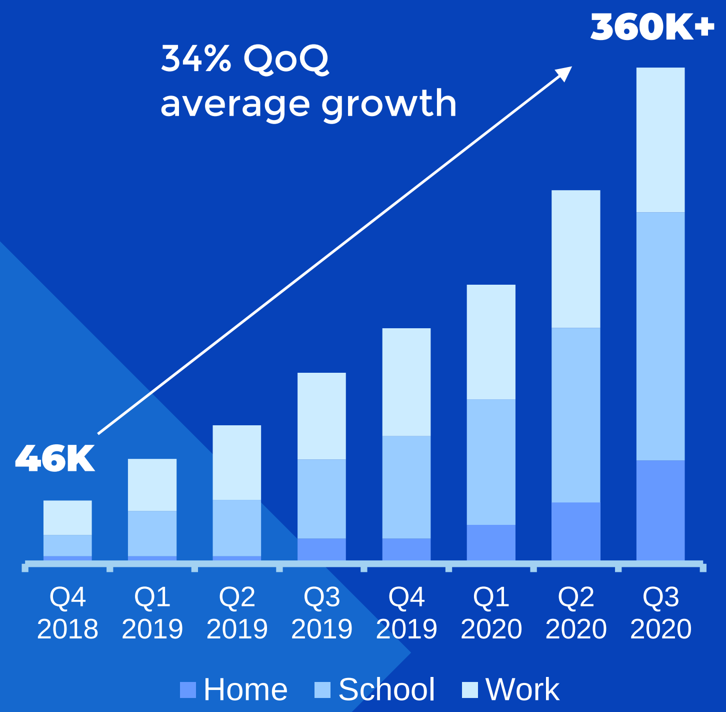
Q3 cash conversion from invoiced revenue

Kahoot! accelerating momentum

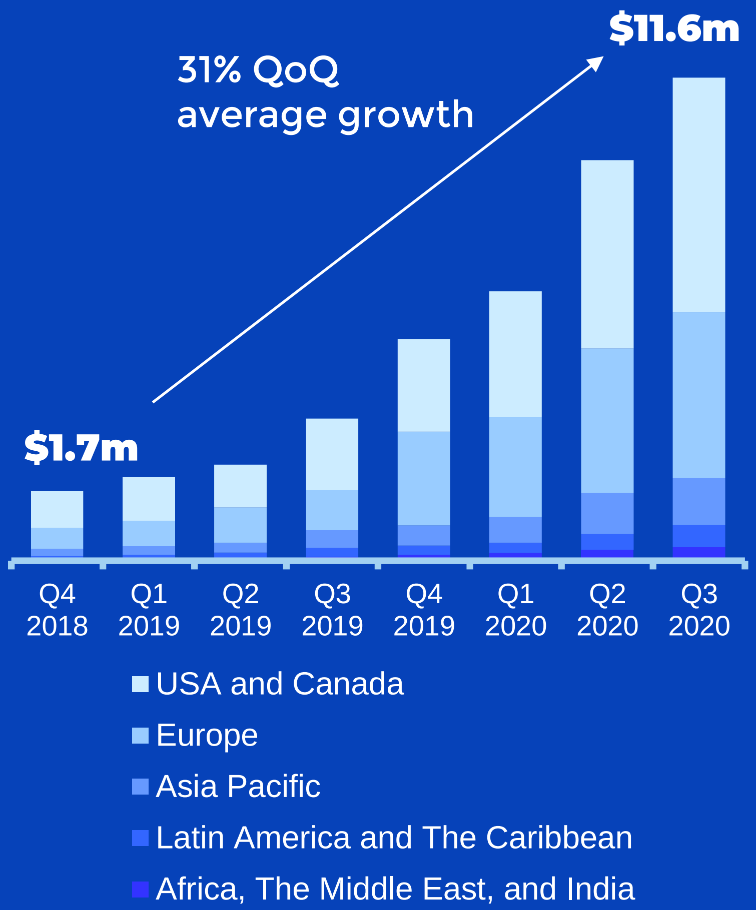
Active accounts LTM [1]



Paid subscriptions [2]



Invoiced revenue [3]



[1] *Active accounts LTM is defined as unique user accounts hosting a game with one participant or more LTM*

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

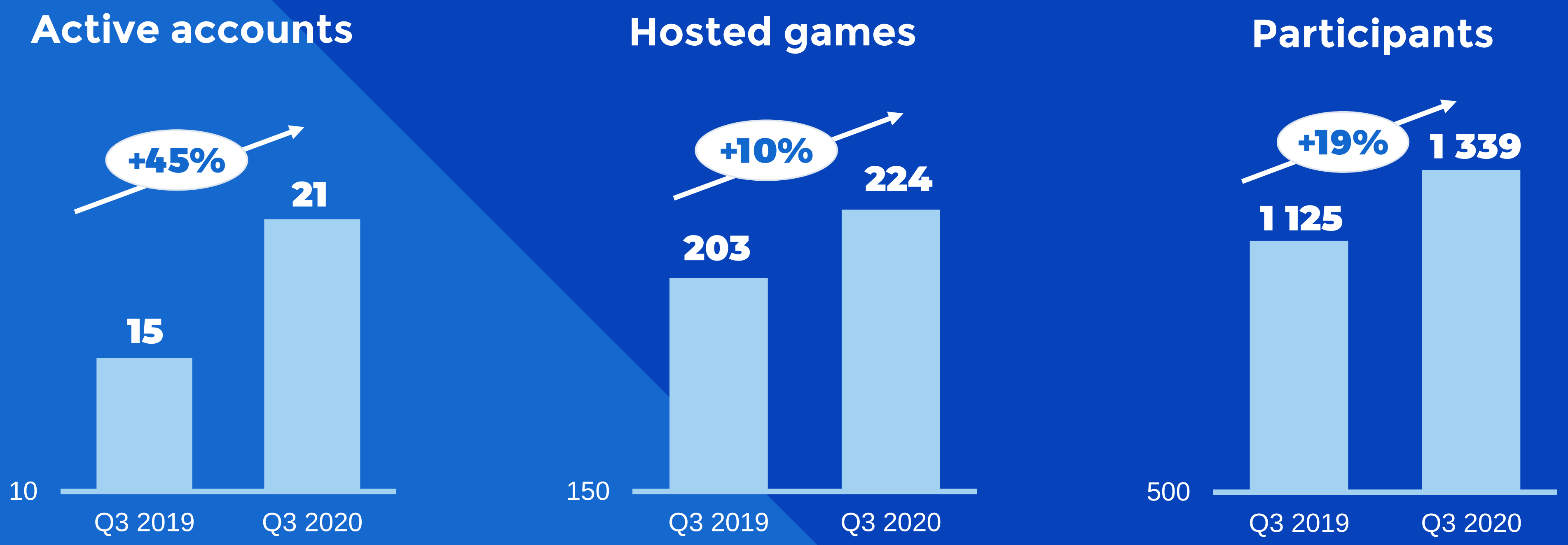
[3] *Conversion to paid subscriptions in all segments from customers in more than 150 countries*

New and existing customers are making learning awesome

RENAULT	DISCOVER FINANCIAL SERVICES	Dräger	UNIVERSITY OF MARYLAND	REMINGTON COLLEGE	Cartier	verizon
JOHNS HOPKINS APPLIED PHYSICS LABORATORY	NC STATE UNIVERSITY	La Source. Institut et Haute Ecole de la Santé	Insperity	UCF Unionville-Chadds Ford School District	wipro	Southern Company
J.P.Morgan	GOV.UK	sky	DHL	MAGINE SCHOOLS	ThermoFisher SCIENTIFIC	
GLENBROOK HIGH SCHOOLS DISTRICT 225	EM SCHOOLS	Nestlé	accenture	EVERETT PUBLIC SCHOOLS	sappi	Dominion Energy
ADP	EY	WILEY	PSP Investments	Microsoft	THAMES VALLEY POLICE	AEROSPACE
	LAKELAND CENTRAL SCHOOL DISTRICT Educating Today for a Better Tomorrow	Rentokil	ROTTERDAM UNIVERSITY UNIVERSITY OF APPLIED SCIENCES	MERZ Pharma	STARTEK	

Continued growth in accounts and usage

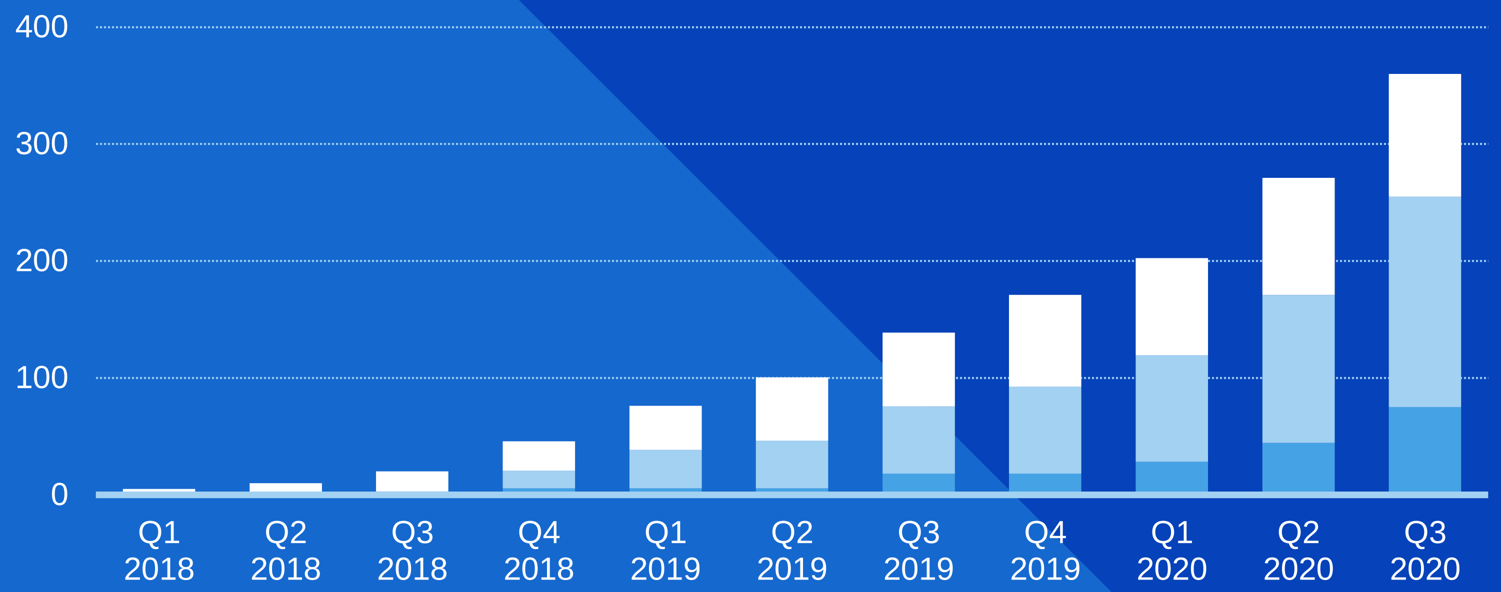
Last twelve months (in millions)

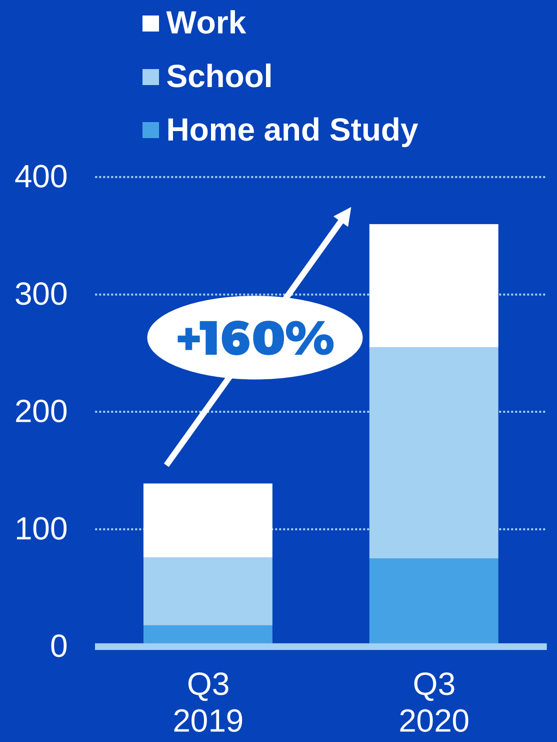


The user growth on the Kahoot! platform in the last twelve months continued, with more than 21m active accounts (45% YoY growth). Number of hosted games last twelve months was 224m (10% YoY growth) with 1.3bn participants (19% YoY growth)

Continued growth in paid subscriptions

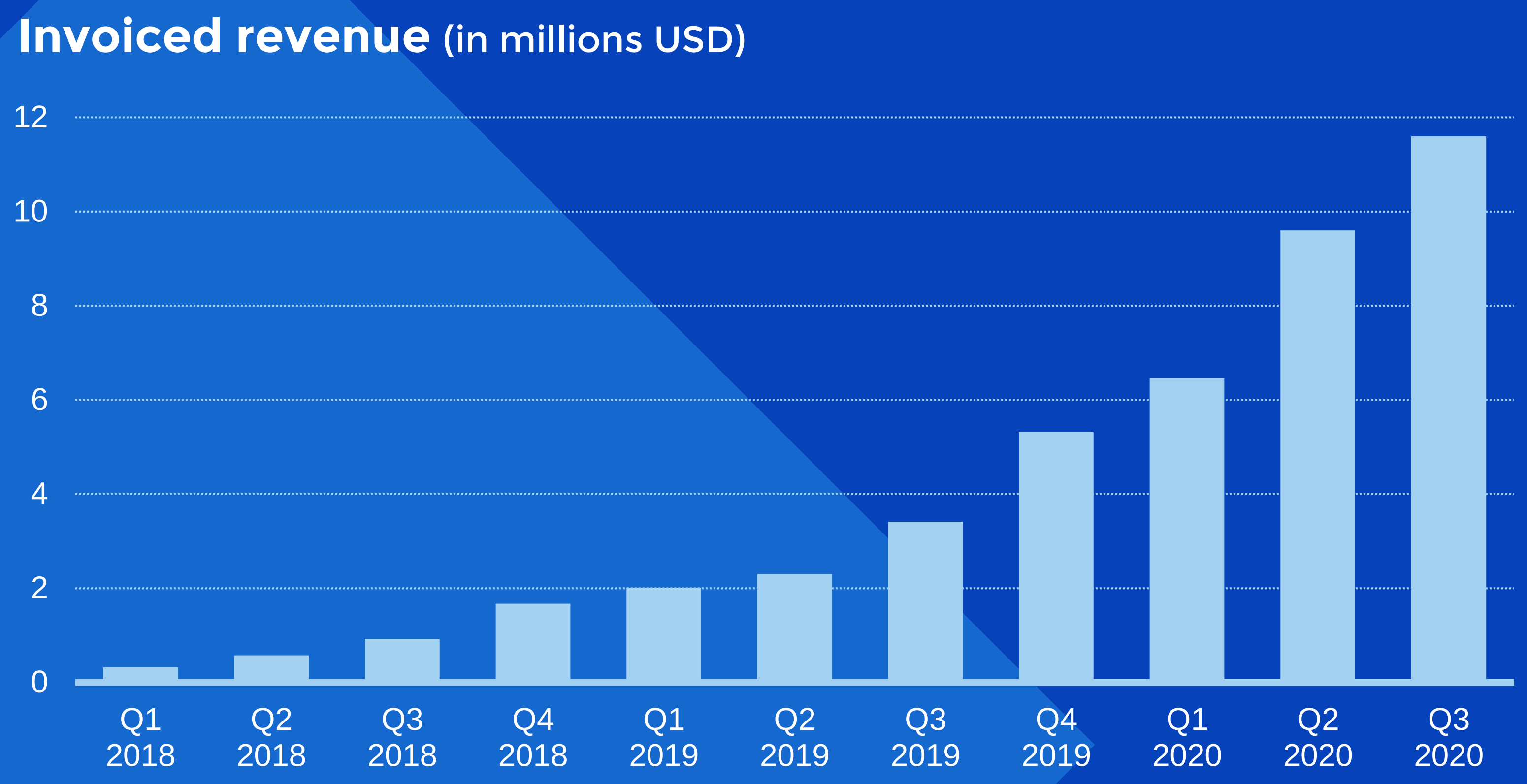
Paid subscriptions end of the quarter (in thousands)

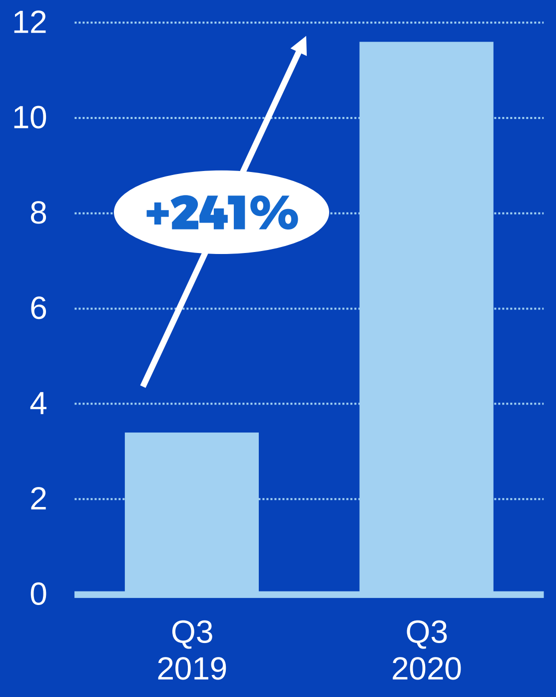




Kahoot! reached 360K paid subscriptions as of Q3 2020, compared to 270K end of Q2 2020 (33% QoQ growth), and the YoY growth for Q3 was 160%. Subscriptions per category; 105K Work, 180K School and 75K in the Home and Study category (including DragonBox curriculum)

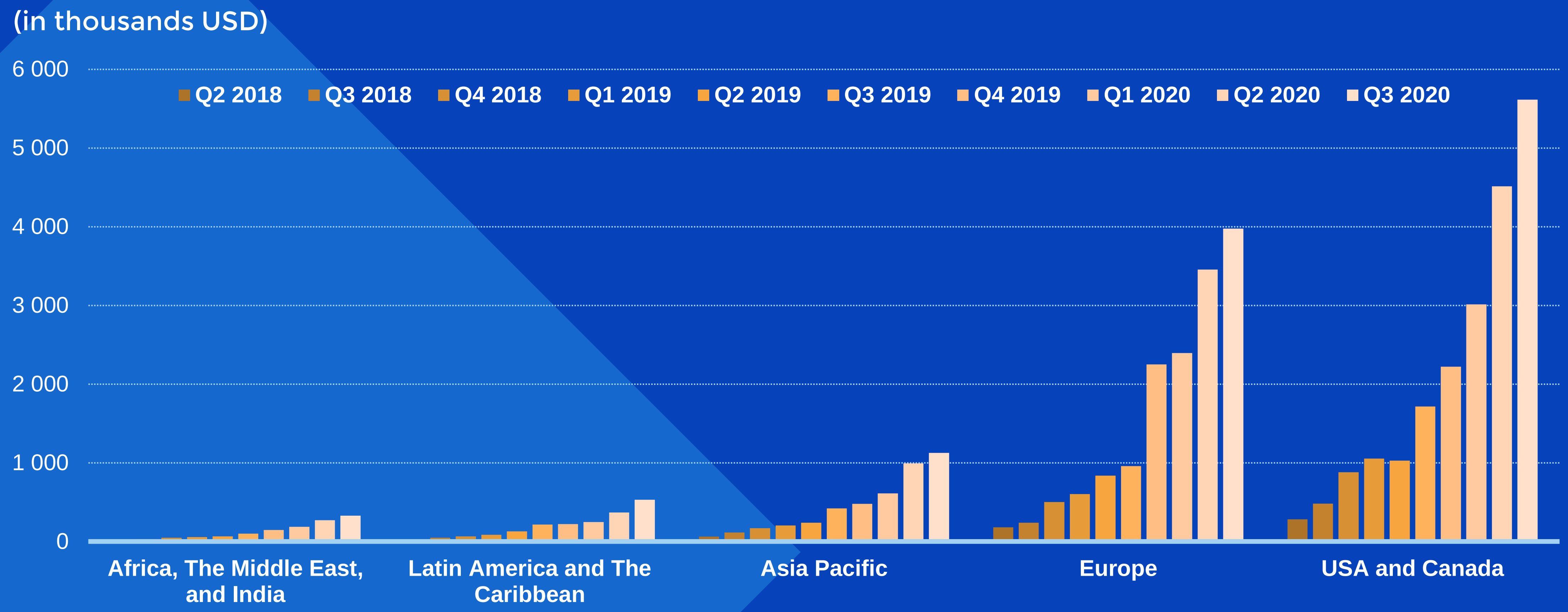
Quarterly invoiced revenue development





Total invoiced revenue in Q3 2020 of $11.6m representing 241% growth compared to Q3 2019, and 21% quarter over quarter growth vs. Q2 2020

Invoiced revenue per region



Kahoot! has paying subscribers in more than 150 countries, USA and Canada represent approx. 49% of invoiced revenue and Europe approx. 35% in Q3 2020

Key financial figures development

Key financial figures development

Financial figures presented in USD millions

	Q3'20	Q2'20	Q1'20	Q4'19	Q3'19	Q2'19	Q1'19
Invoiced revenue	**11,6**	**9,6**	**6,4**	**5,3**	**3,4**	**2,3**	**2,0**
Invoiced revenue growth QoQ	2,0	3,2	1,1	1,9	1,1	0,3	0,3
Recognized revenue	**7,6**	**5,8**	**4,5**	**4,0**	**2,2**	**1,4**	**1,2**
Total operating expenses [1)]	6,6	-7,1	-5,4	-5,1	-3,9	-3,4	-3,3
EBITDA	**1,0**	**-1,3**	**-1,0**	**-1,2**	**-1,7**	**-2,0**	**-2,2**
Net cash flow from operations	**5,2**	**3,8**	**0,9**	**1,2**	**-0,6**	**-1,5**	**-1,9**
Cash and cash equivalents [2)]	**72,5**	**73,4**	**34,0**	**40,9**	**13,4**	**24,7**	**26,5**
Full time employee equivalents	**127**	**128**	**120**	**110**	**100**	**73**	**62**

[1)] *Includes $1.3m in social security cost related to exercised share options in the second quarter*

[2)] *Cash and cash equivalents per Q3 2020 impacted by Q3 payments of employee withholding taxes, social security cost and transaction cost related to the new share issue and share option exercise which took place in June*

- 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 margin of 13% in Q3
- Solid cash position and cash flow from operations
- Continued efforts to develop the company, adding product and commercial talents

Profit & loss statement per Q3 2020

Interim consolidated profit and loss statement

Financial figures presented in USD millions

	Q3 2020	Q3 2019	*Growth*	YTD 2020	YTD 2019	*Growth*
Invoiced revenue	**11,6**	**3,4**	*241 %*	**27,7**	**7,7**	*259 %*
Net change unrecognized revenue	-4,0	-1,2		-9,8	-2,9	
Recognized revenue	**7,6**	**2,2**	*245 %*	**17,9**	**4,8**	*275 %*
Cost of goods sold	-0,9	-0,2		-2,1	-0,5	
Payroll & consulting [1)]	-3,7	-2,6		-11,5	-6,8	
Other operating expenses	-2,1	-1,1		-5,5	-3,3	
Total operating expenses	**-6,6**	**-3,9**	*69 %*	**-19,1**	**-10,6**	*80 %*
EBITDA	**1,0**	**-1,7**		**-1,2**	**-5,8**	

[1)] Includes $1.3m in social security cost YTD 2020 related to exercised share options in the second quarter

- Invoiced revenue of $11.6m in Q3 2020, compared to $3.4m in Q3 2019 representing 241% growth
- Invoiced revenue growth compared to Q2 2020 was 21%
- Invoiced revenue for YTD 2020 was $27.7m compared to $7.7m YTD 2019, representing 259% growth
- Recognized revenue for Q3 2020 was $7.6m compared to $2.2m for Q3 2019, representing 245% growth. Revenue growth YTD 2020 was 275%
- EBITDA for Q3 2020 was $1.0m compared to -$1.7m for Q3 2019

Balance sheet per Q3 2020

Kahoot!

Interim consolidated balance sheet statement			
Financial figures presented in USD millions			
	Sep 30, 2020	Sep 30, 2019	Dec 31, 2019
Capitalized R&D	1,8	2,8	2,6
Licenses & domain	0,2	0,2	0,2
Goodwill	18,7	24,7	24,1
Deferred tax asset	4,7	3,3	5,1
Total intangible fixed assets	**25,4**	**31,0**	**32,0**
Property and equipment	0,3	0,3	0,3
Financial fixed assets	0,0	0,0	0,0
Total fixed assets	**25,8**	**31,3**	**32,3**
Inventory/deferred cost of goods sold	0,5	0,2	0,1
Accounts receivable	1,0	1,3	1,3
Prepaid expenses and other current assets	1,3	0,6	0,6
Cash and cash equivalents	72,5	13,4	40,9
Total current assets	**75,4**	**15,5**	**42,9**
Total assets	**101,1**	**46,8**	**75,2**
Total equity	**81,6**	**40,3**	**65,0**
Accounts payable	1,2	0,5	0,9
Public duties payable	1,0	0,0	1,7
Deferred revenue	16,3	5,3	6,7
Other current liabilities	1,1	0,7	0,9
Total current liabilities	**19,5**	**6,5**	**10,2**
Total equity and liabilities	**101,1**	**46,8**	**75,2**

- Cash and cash equivalents per Q3 2020 were $72.5m, and reflects Q3 payments of employee withholding taxes, social security cost and transaction cost related to the new share issue and share option exercise which took place in June
- Deferred revenue reached $16.3m per Q3 2020, compared to $5.3m per Q3 0219, an increase of $11.0m. Deferred revenue per Q2 2020 was $12m
- No long-term debt and equity ratio of 81%.
- Goodwill from the 2019 acquisitions of DragonBox and Poio are amortized linearly over 5 years and represented $18.7m per Q3 2020

Cash flow statement per Q3 2020

Interim consolidated cash flow statement

Financial figures presented in USD millions

	Q3 2020	Q3 2019	YTD 2020	YTD 2019
Net cash flow from operating activities	**5,2**	**-0,6**	**10,0**	**-3,9**
Net cash flow from investment activities	**0,0**	**-9,5**	**-0,1**	**-9,7**
Net cash flow from financing activities	**-6,8**	**0,0**	**24,9**	**0,2**
Translation differences	0,7	-1,2	-3,2	-1,5
Net change in cash and cash equivalents	**-0,9**	**-11,3**	**31,6**	**-14,9**
Cash and cash equivalents at begin. of period	73,4	24,7	40,9	28,3
Cash and cash equivalents at end of period	**72,5**	**13,4**	**72,5**	**13,4**

- Positive cash flow from operations in Q3 2020 of $5.2m compared to -$0.6m in Q3 2019
- Marginal negative cash flow from investing activities as R&D costs are expensed as they occur
- $6.8m Q3 payment effect of employee withholding taxes, social security cost and transaction cost related to the new share issue and share option exercise which took place in June
- Significant shifts in USD exchange rate impacts translation differences on cash held

Forward looking statement

	Actual FY 2018	Actual FY 2019	Actual Q1-Q3 2020	Guidance FY 2020
Invoiced revenue	$3.5m	$13m	$27.7m	$41-42m
Paid subscriptions	46K	170K	360K+	400K+
Active accounts LTM	12m	16m	21m+	22m+

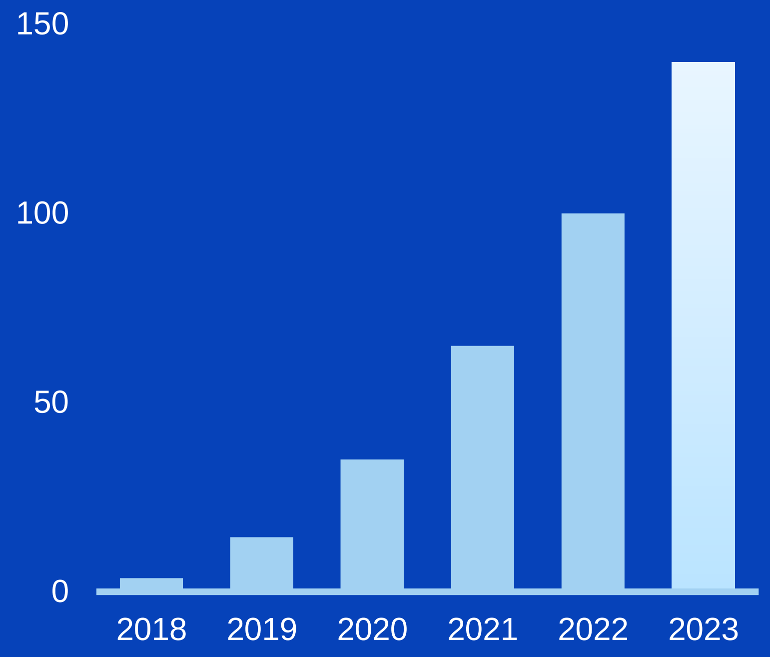
- In Q4, the Kahoot! Group expects invoiced revenue to reach $14m, a 20% quarter on quarter growth, where Actimo will contribute with approx. 10%
- For the full year 2020, the Kahoot! Group expects invoiced revenue to reach $41-42m (including contribution from Actimo in Q4), a 220% growth year on year
- Continued solid cash flow from operations in the fourth quarter 2020
- Paid subscriptions (not including Actimo) are expected to exceed 400K by the end of 2020 and active accounts are expected to exceed 22m
- The company is preparing for a main listing at Oslo Stock Exchange in Q1 2021

Kahoot! ambitions next three years

Significant scale	$100m+ Annual Recurring Rev. end of 2022
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

Target Kahoot! ARR end of year

(in millions USD)



* *Not including Home & Study subscriptions*

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

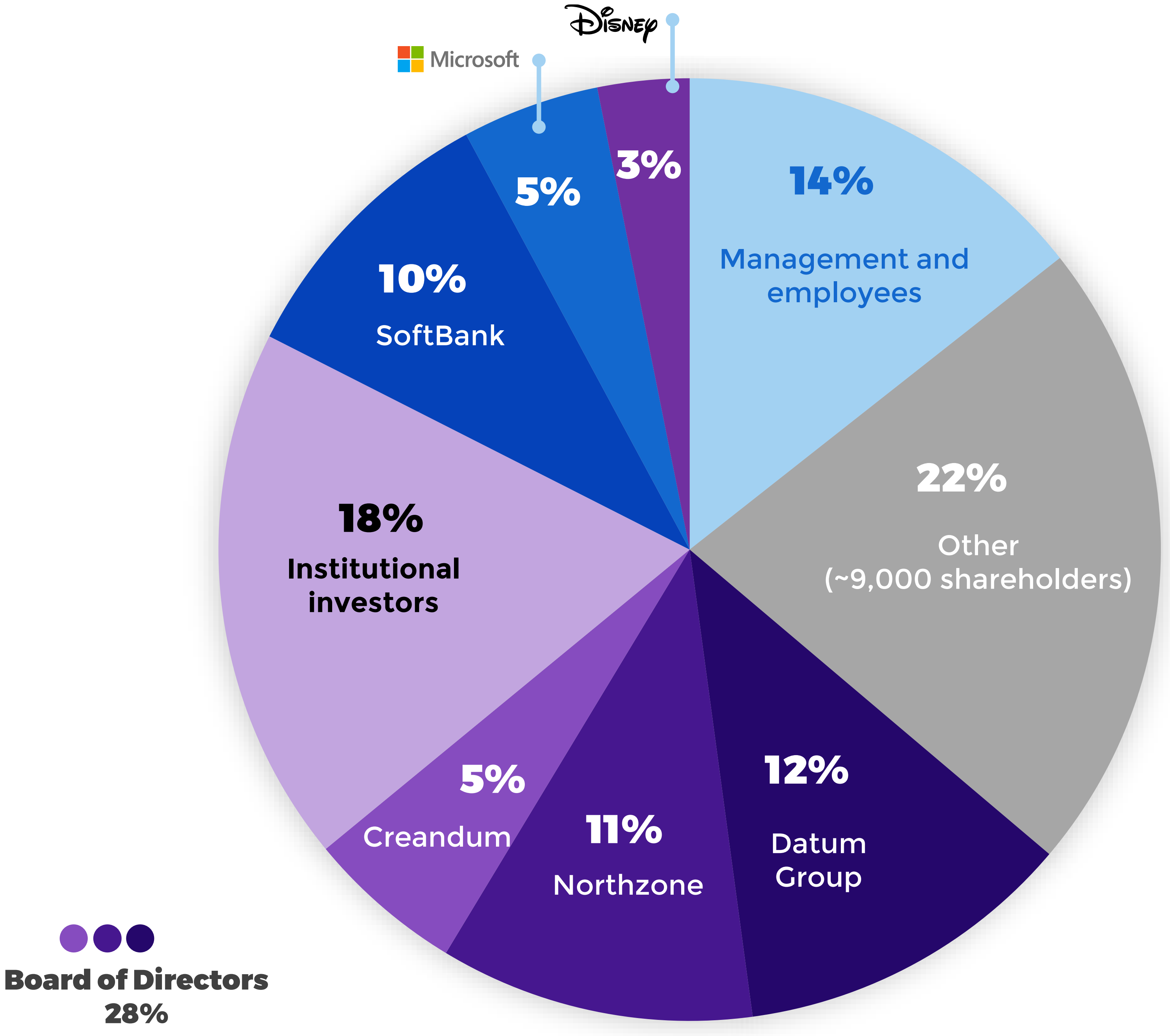
Investor
kahoot.com/investor

Stay up to date, visit **kahoot.com/news**

Shareholders overview

Kahoot! AS has a total of 445.2m common shares and more than 9,000 shareholders. The shares are listed on Merkur Market on Oslo Stock Exchange with ticker code KAHOOT-ME

	Shareholders per October 27, 2020	Shares	%
1	Datum Group	52 130 865	11,6 %
2	Northzone Ventures Norway AS	48 033 280	10,7 %
3	Goldman Sachs International	42 994 000	9,6 %
4	AS Real-Forvaltning/Glitrafjord	36 708 910	8,2 %
5	Creandum III LP	23 550 832	5,3 %
6	Microsoft Global Finance	20 820 000	4,6 %
7	Citigroup Global Markets Inc.	13 500 000	3,0 %
8	Versvik Invest AS	12 962 076	2,9 %
9	Newbrott AS	7 606 000	1,7 %
10	State Street Bank and Trust Comp	7 439 085	1,7 %
11	J.P. Morgan Bank Luxembourg S.A.	6 600 000	1,5 %
12	MP Pensjon PK	5 991 435	1,3 %
13	Gamification AS	5 372 777	1,2 %
14	Morgan Stanley & Co. LLC	5 145 713	1,1 %
15	Verdipapirfondet DNB Norden	4 998 354	1,1 %
16	J.P. Morgan Bank Luxembourg S.A.	4 800 000	1,1 %
17	Sanden AS	4 340 000	1,0 %
18	Goldman Sachs & Co. LLC	4 131 932	0,9 %
19	Verdipapirfondet DNB Grønt Norden	3 171 985	0,7 %
20	Adrian AS	3 156 750	0,7 %
	Other	134 935 554	30,1 %
	Total outstanding shares	**448 389 548**	**100,0 %**
	Outstanding share options	17 515 153	
	Total no. of shares (fully diluted)	**465 904 701**	



Kahoot! share information

	Ticker
Oslo Stock Exchange (Merkur Market):	KAHOOT-ME
Reuters:	KAHOOT-ME.OL
Bloomberg:	KAHOOTME:NO
Number of shares:	445,232,798
Outstanding share options:	17,515,153
Total no. of shares (fully diluted):	462,747,951
Free float:	>95%
Share price (October 28, 2020):	NOK 57.50
Average daily trading volume YTD (shares):	925,000
Market Cap total (October 28, 2020)	NOK 25.6bn

Kahoot!

About Kahoot!

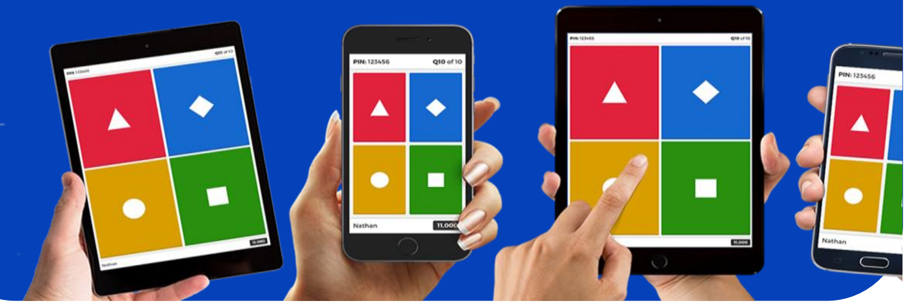
Kahoot!

Kahoot! started 2012 as a quiz-based game to **ensure attention**, **create engagement** and **provide knowledge** in classrooms

Global recognized brand with a viral distribution model based on scalable technology platform

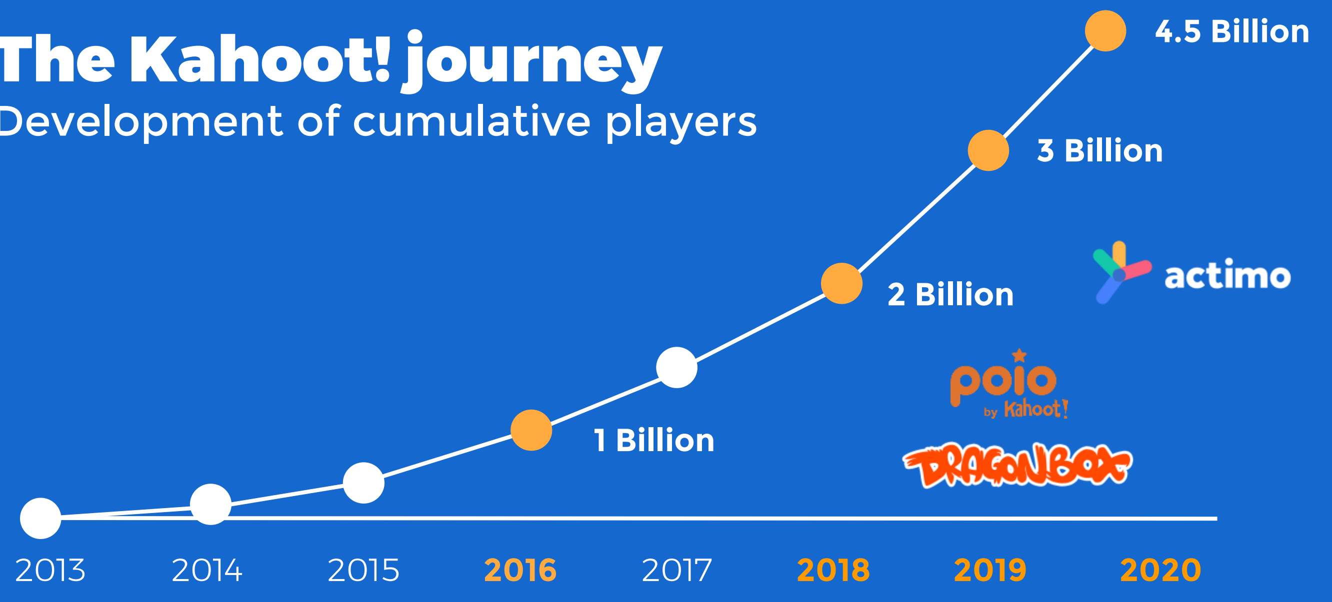
User centric, data-driven and iterative approach to product development and innovation

100m user generated Kahoots, over 200m games played last 12 months with over **1.3bn participating players**



The Kahoot! journey

Development of cumulative players



2013-17

Launched
September 2013

Growth focus on US and K-12

Top 3 tool in US education

50+ employees

2018

Launched first commercial editions with 40k paid subscriptions

Launched mobile apps for iOS and Android

75+ employees

2019

New commercial subscription editions for all segments

Reaching 170k paid subscriptions

Acquisition of **Poio** and **DragonBox**

120+ employees

2020

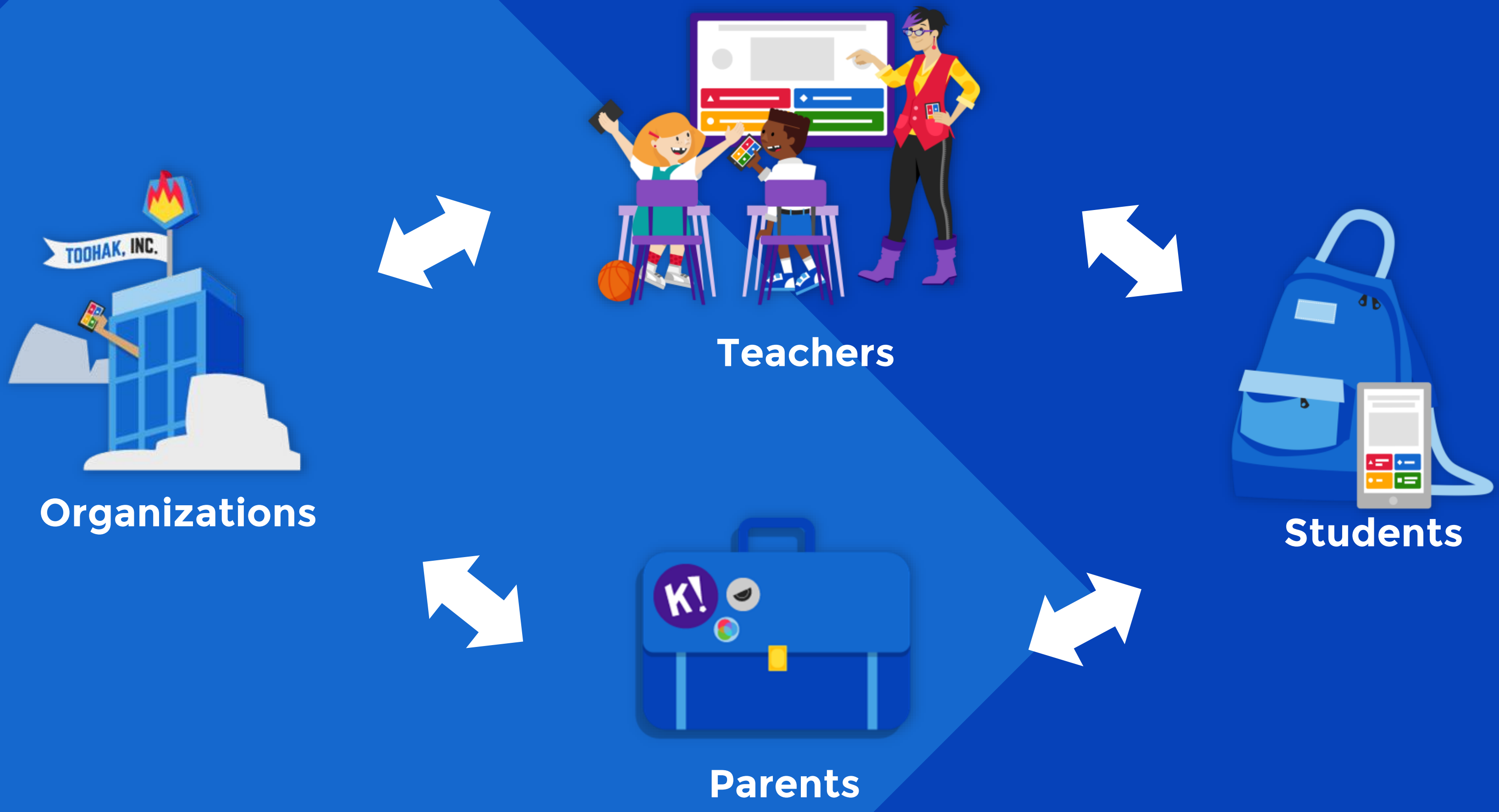
Expanding commercial with 360k paid subscriptions

Launched first **platform service**

Acquired Actimo for Enterprise Learning

130+ employees

To play Kahoot! is to promote Kahoot!



The Kahoot! viral business model generates over **1m** 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

Free and from $5 per user per month

Kahoot! at school

Over 180K+ teachers are paying for premium editions to drive learning and engage students

Free and from $3 per teacher per month

Kahoot! at work

100K+ businesses breaking down barriers and connecting teams with our professional editions

From $10 per user per month

Kahoot! ACADEMY

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

10m+

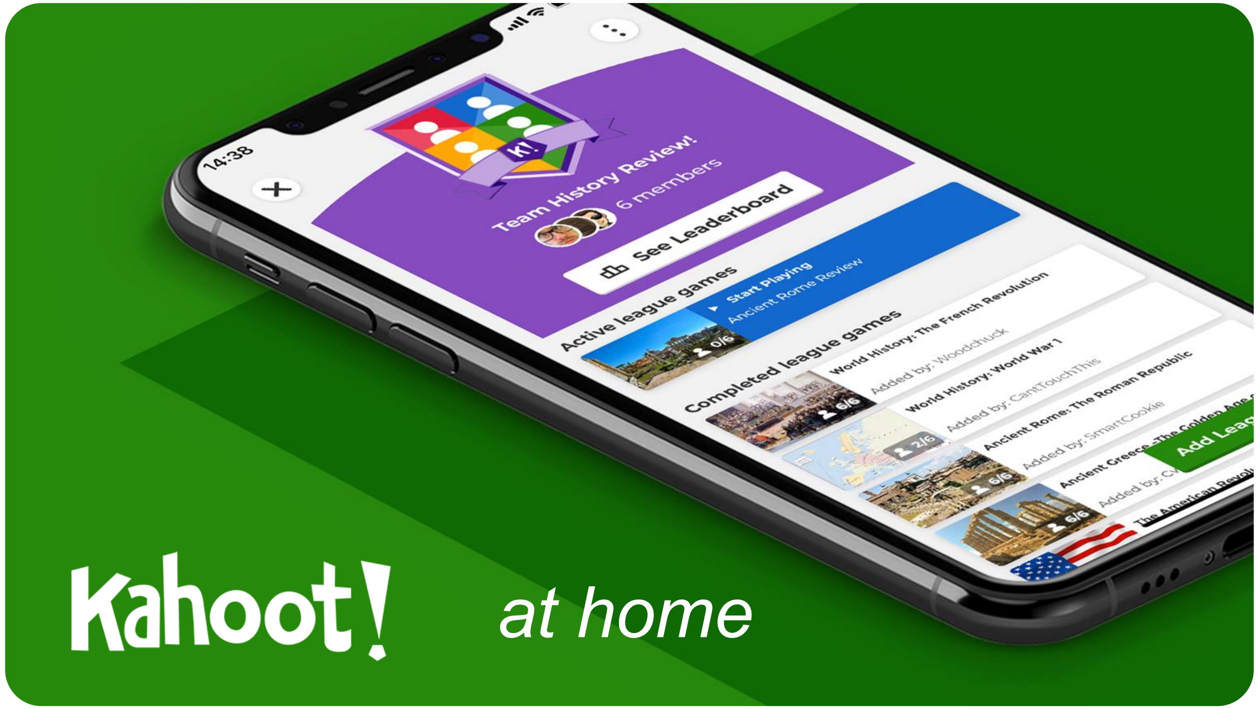
are using Kahoot! at home with over 100 million games played by families

100s of millions of students

Learn to read

poio by Kahoot!

Study at home



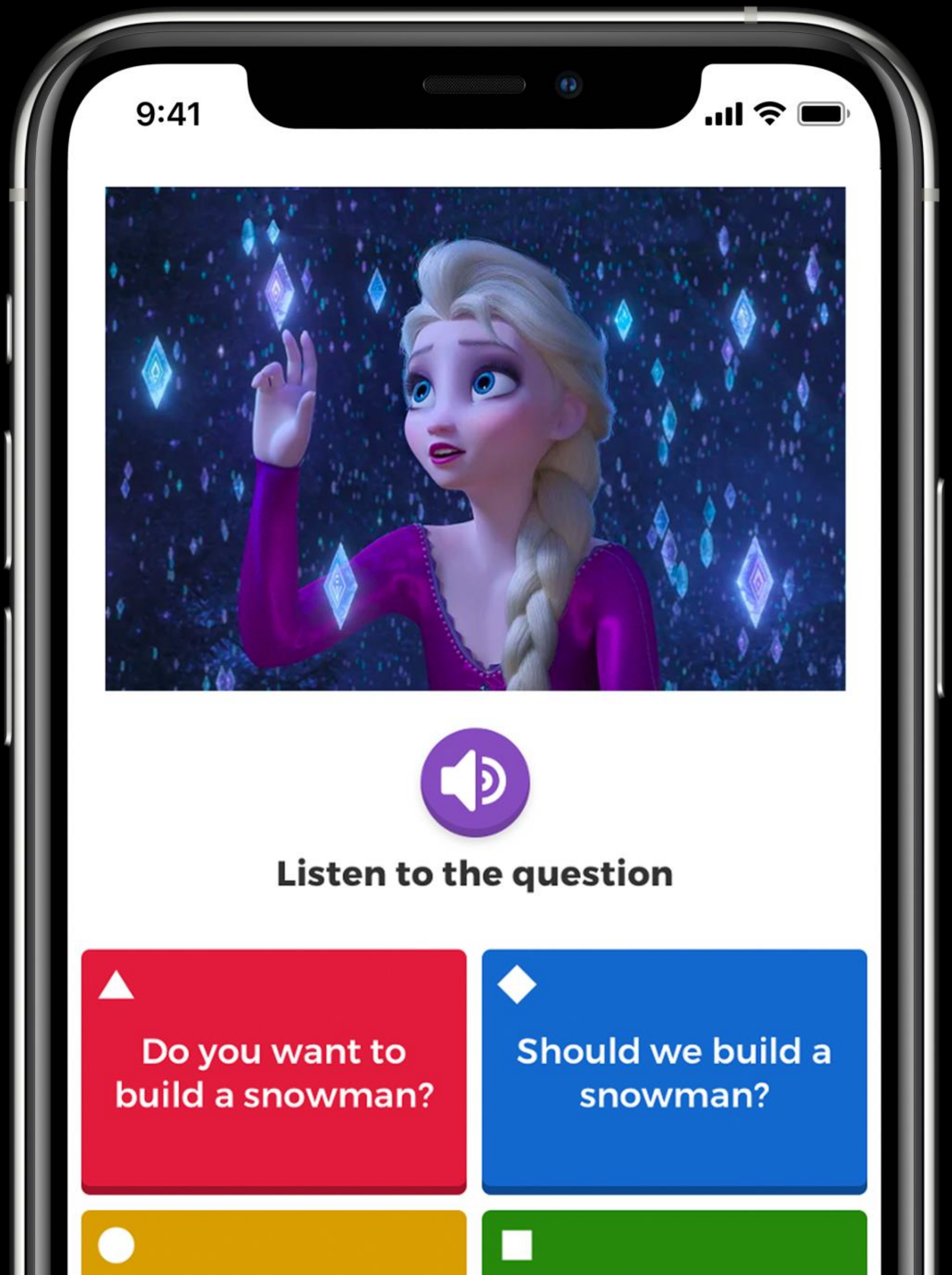
Peer-to-peer study

Bringing math to life

DRAGONBOX

Learn through play

COMING SOON!



Introducing Language Learning

87%

of the global top 500 universities are Kahoot!'ing

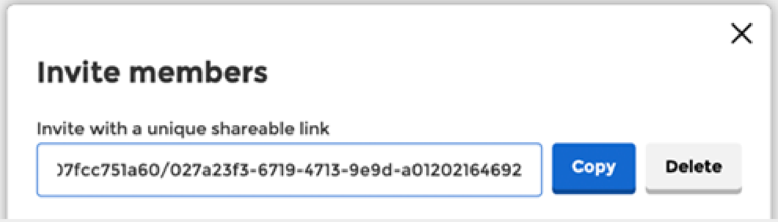
Source: The Times Higher Education World University Rankings (2020)

Over

10.000

educational institutions have already deployed multiuser Kahoot! teacher licenses

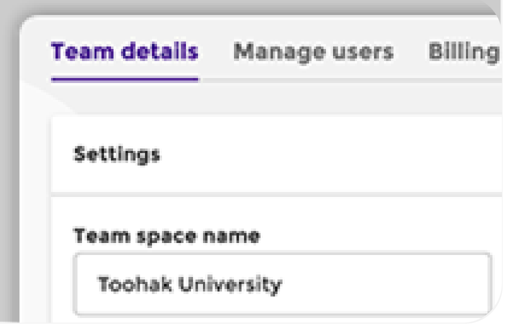
Roll out a site licence



100s of millions of students

Empower & connect teachers

Equip IT admins



Embraced by over

7 million

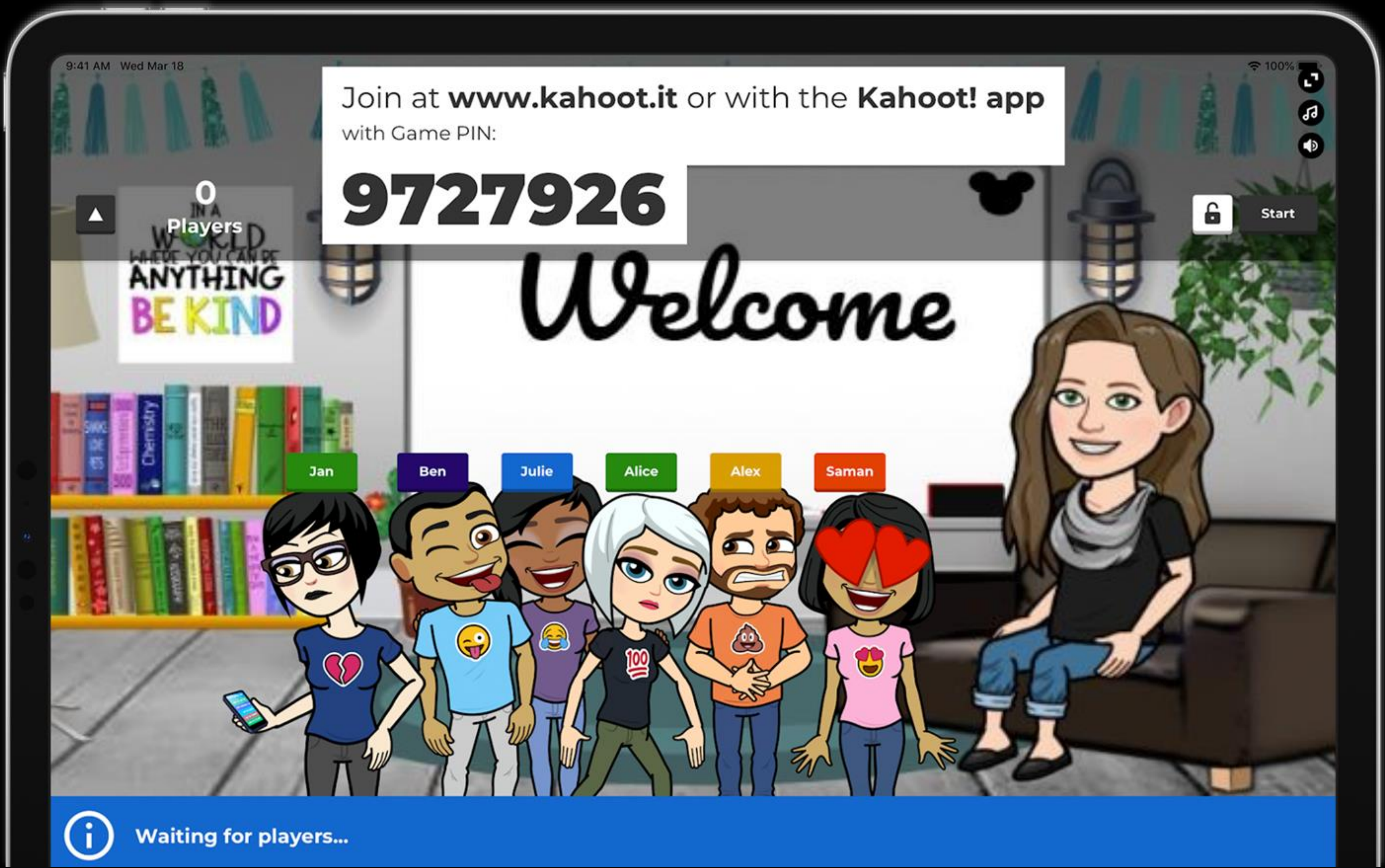
teachers globally

Make lessons interactive

COMING SOON!

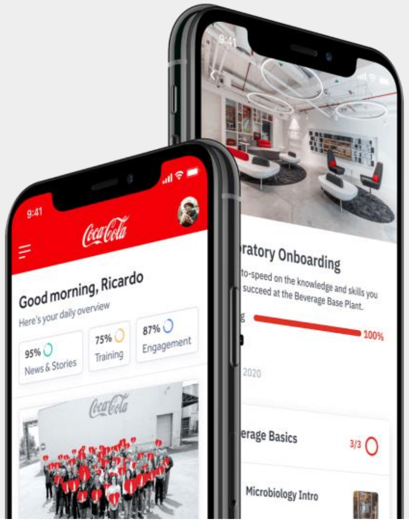
Kahoot! & Bitmoji =

an **even more awesome** student learner experience



97% of the Fortune 500 are Kahoot!'ing

Engagement & Communication

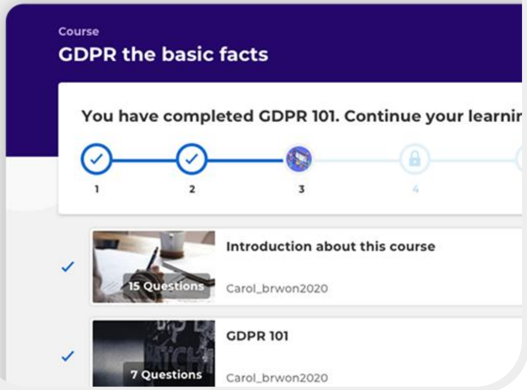


97%

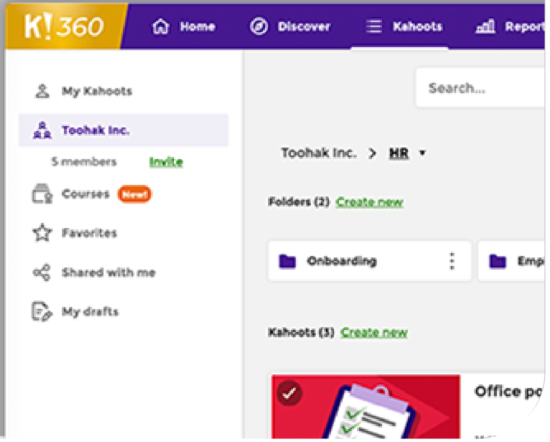
of the Fortune 500 are Kahoot!'ing

Kahoot! at work

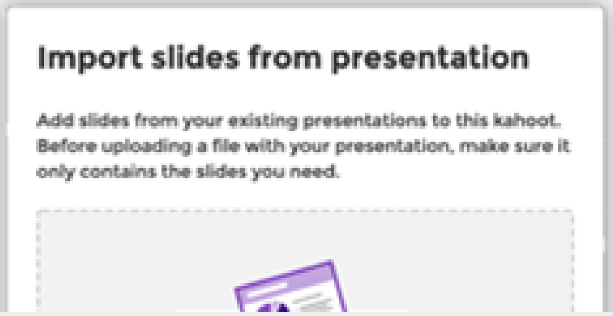
Training & development



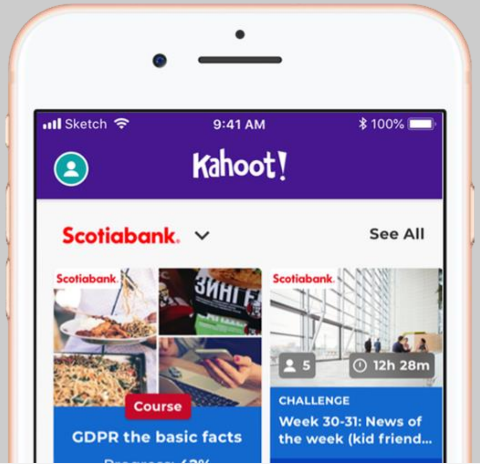
Company culture



Presentations & meetings



A better experience for all learners



COMING 2021!

Kahoot! 360

The Next Generation tool for Corporate Culture and Learning...

Partnering with leading publishers and organizations

30m+

players enjoying kahoots created by our partners

7m+

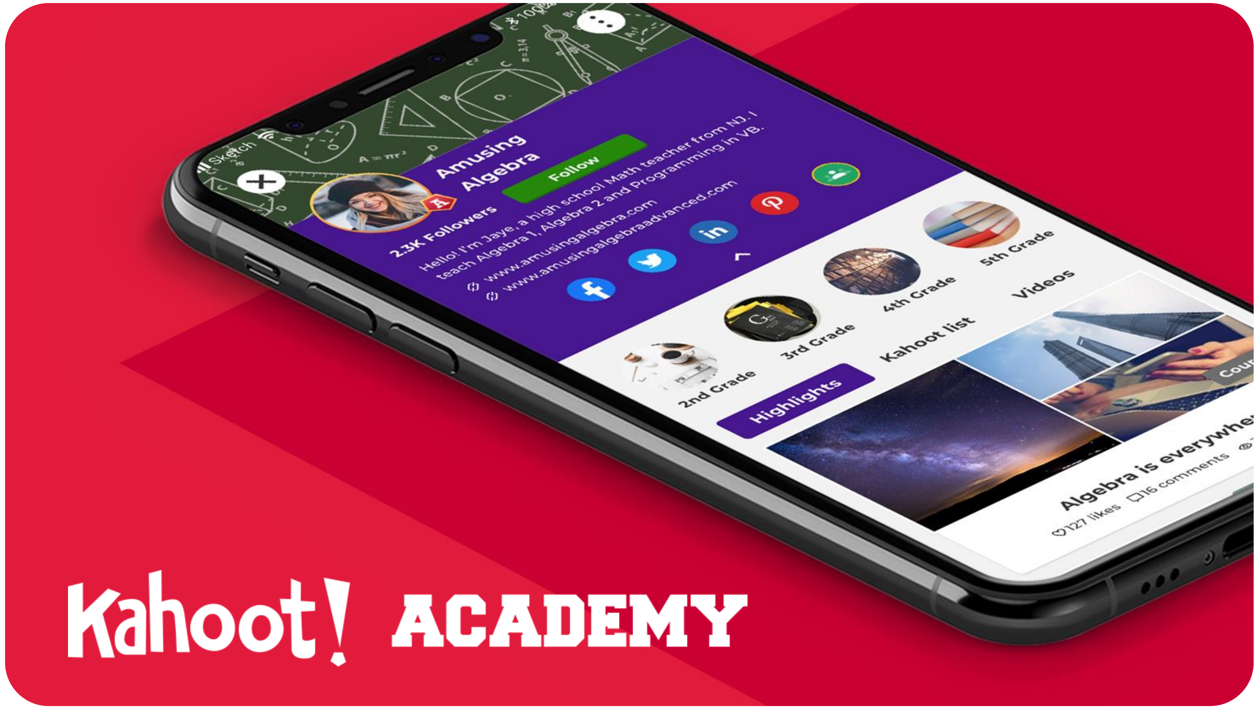
educators & teachers, and hundreds of millions of students across the world use Kahoot! to make learning awesome

Community & Network

Mandy H just added a new lesson to her Kahoot! Academy profile: *Math 8 Pre-Algebra Refresher*

Embraced by over 6 million players monthly

> If teachers didn't try new things, our students wouldn't get the best from us.
>
> Aimee Copple



Marketplace for educators

Premium verified content

Knowledge portal

COMING 2021!

Kahoot! ACADEMY MARKETPLACE

A marketplace connecting the global educator community and providing high-quality, verified content, from educators and premium partners. Accessible for educators, teachers, students and individuals to ensure awesome learning.

Kahoot!

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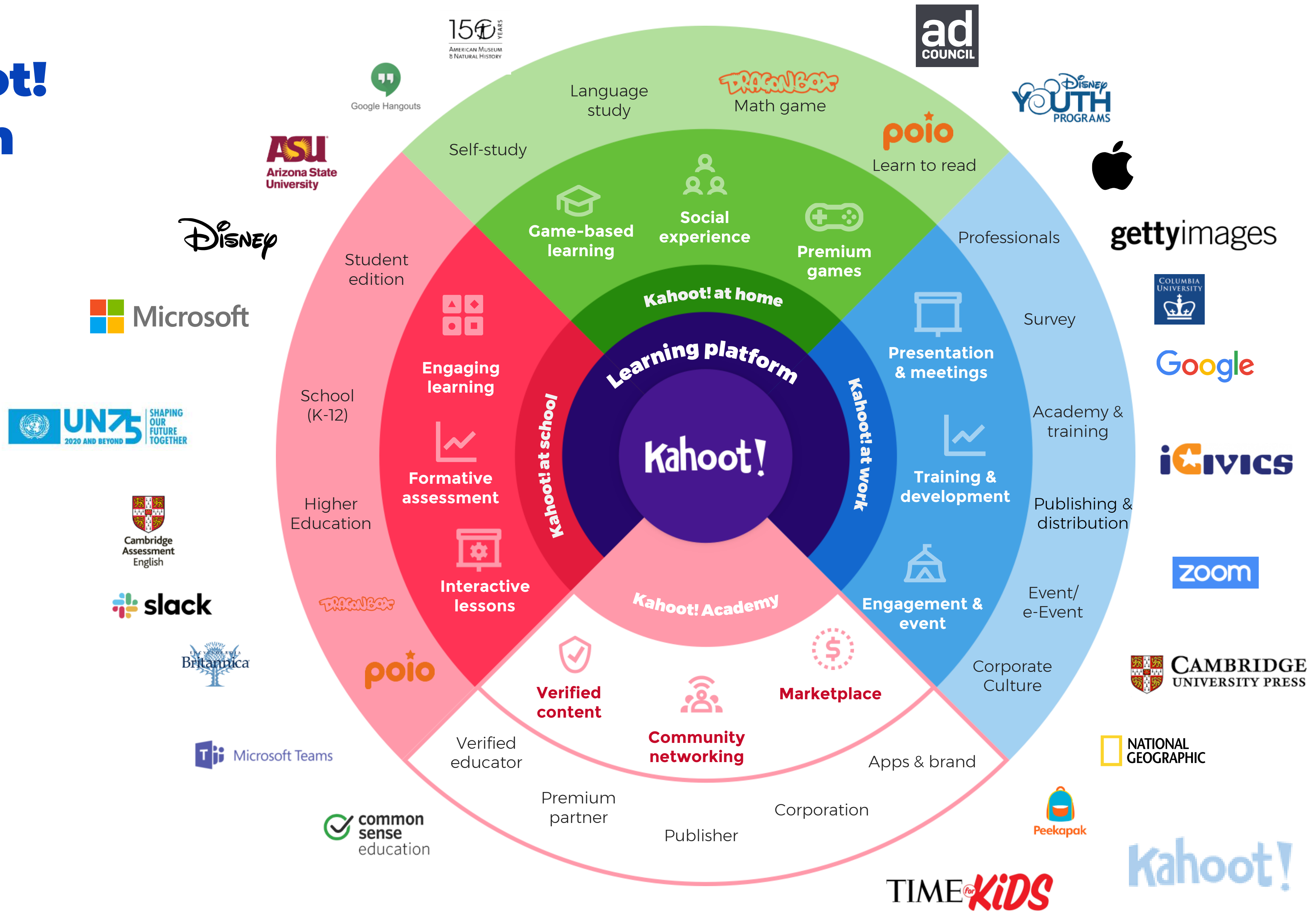
actimo

The Kahoot! ecosystem platform



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