



Kahoot!

Make learning awesome

Q1 2022 Presentation
4 May 2022



OUR MISSION

IS TO MAKE
LEARNING AWESOME

OUR VISION

IS TO BUILD THE
LEADING LEARNING
PLATFORM IN THE
WORLD



VISION



MISSION



VALUES

KAHOOT! MAKING **LEARNING AWESOME!**



Kahoot!
at work

**Corporate
learning and
engagement**

Kahoot! used
in **97%** of
Fortune 500



Kahoot!
at school

**Classroom
engagement
and learning**

9m+
teachers on
the platform
LTM



Kahoot!
at home

**Learning with
family and
friends**

100m+
games
played by
families LTM



Kahoot!
ACADEMY

**Educator
community &
marketplace**

40m+
participants/
month



Clever

**Digital learning
platform for
schools and
districts**

60%+ of U.S.
K12 schools
use Clever



Q1 2022 MARKET ENVIRONMENT

The first quarter came with considerable market uncertainty due to the geopolitical situation as well as the pandemic long-tail. Market sentiment in initial part of the quarter were influenced by some hesitation, shifting to strong momentum in March.

GLOBAL GROWTH

and application of digital learning tools continues to increase at pace, with digital adoption accelerating across industries

SOLID VIRAL GROWTH

of the Kahoot! platform, with an increasingly diverse portfolio of offerings for widening demographics

IMPROVED COMMERCIALIZATION

and conversion to paid, particularly in corporate sector and amongst professional users, indicating increased segment maturity and product-market fit

FURTHER STRONG USAGE OF CLEVER

in the world's largest learning market, U.S., signalling a robust, ongoing demand for digital learning solutions

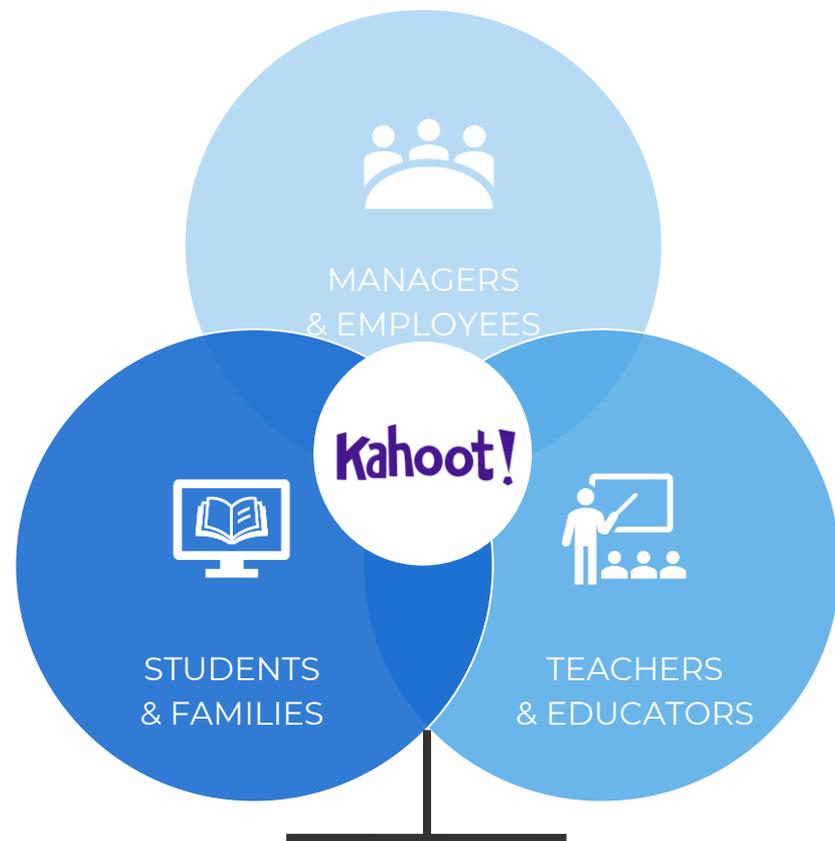
GLOBAL MARKET TRENDS

COMPANY CULTURE AND EMPLOYEE ENGAGEMENT gain increasingly vital importance as organizations contend with the realities of dispersed workforces and spikes in staff turnover.

NECESSITY FOR LIFELONG LEARNING GROWS in the face of an unrelenting demand for up/reskilling. This puts tertiary education on the cusp of significant and delayed transformation.

GAMIFICATION GAINS TRACTION with its unique potential for effective learning both in the classroom and at home.

GLOBAL CREATOR ECONOMY CONTINUES TO DIVERSIFY and evolve, continually seeking new tools and platforms to engage audiences and monetize content.



KAHOOT! IS **UNIQUELY POSITIONED** TO CAPTURE A SIGNIFICANT SHARE OF A FRAGMENTED GLOBAL MARKET

KAHOOT! PLATFORM **GROWTH LEVERS**

1 **LEAD WITH ENGAGEMENT**
and distinct software solutions for learning with great user experience



2 **INNOVATIVE SOLUTIONS**
delivered continuously across user segments and geographies



3 **EXPAND COMMERCIAL OFFERINGS**
to drive even greater operating leverage



4 **LEVERAGE AND PRODUCTIFY**
vast platform and ecosystem of users, partners and content



5 **SOLID FREE CASH FLOW**
supporting growth through organic initiatives and inorganic investments



Leveraging Kahoot!'s strong global engagement brand and platform to capture increasing investment in learning across all segments

KAHOOT! AND CLEVER RISE TO THE TOP 7 OF LEARNPLATFORM'S EDTECH TOP 40



LearnPlatform recognizes Kahoot! and Clever in the EdTech Top40 Mid-Year Report 2021-22 as the 6th and 7th most widely-used education technology solutions by educators and students in U.S K-12, only surpassed by Google services



<https://learnplatform.com/report/top40>

Rank	Solution Name <small>Primary Purpose, Type of Solution</small>	Rank Change <small>Compared to 2020-2021 report (September-May)</small>
1	Google Docs <small>General & Pervasive</small>	—
2	Google Slides <small>General & Pervasive</small>	—
3	YouTube <small>Sites & Resources, Streaming Services</small>	—
4	Google Drive <small>General & Pervasive</small>	—
5	Google Forms <small>Classroom Engagement & Instruction, Classroom Response & Assessment</small>	—
6	Kahoot! <small>Classroom Engagement & Instruction, Classroom Response & Assessment</small>	▲ 1
7	Clever <small>IT Management, Single Sign-On (SSO)</small>	▲ 5
8	Google Classroom <small>Learning Management System (LMS)</small>	▼ 2
9	Google Sites <small>General & Pervasive</small>	▼ 1
10	Google Sheets <small>General & Pervasive</small>	—

NEW & EXISTING CUSTOMERS

MAKING LEARNING AWESOME IN Q1 2022

Kahoot!



CHUBB®



KOHLER®



Dexcom®



PACE
UNIVERSITY

Google



ZOLL®



COX®

LinkedIn

CENTENE®
Corporation



IBM
Watson
Health



Uber

ESADE
Business School



ROCKET
Companies

VONTIER™



IBM

GRAINGER®



Lloyd's
Register



South China
Morning Post

DECATHLON



David Weekley
Homes

2022 PRIORITIES



Kahoot!
AT SCHOOL

CONTINUE TO IMPROVE COMMERCIAL EFFORTS

while maintaining discipline on cost management, to secure sustainable, profitable growth

Kahoot!
AT HOME

DEPLOY GROUP RESOURCES TO CONTINUED INNOVATION

and development of our products and solutions, for all user groups and learning contexts

Kahoot!
AT WORK

UNIFY KAHOOT! PLATFORM OFFERINGS

through finalizing the integration of the Motimate and Actimo platforms, as well as developing customized branding for larger organizations

Kahoot!
ACADEMY

FURTHER SCALE AND DEVELOP KAHOOT! MARKETPLACE

and launch new commercial services to monetize content from premium partners and verified educators

Clever

JOINT AMBITIONS FOR THE '22 BACK-TO-SCHOOL SEASON

as well as expansion of Clever offerings into first international markets, and leverage new commercial services to Clever network

FINANCIAL HIGHLIGHTS Q1 2022

INVOICED REVENUE

\$34M

invoiced revenue up 78% YoY

ANNUAL RECURRING REVENUE

\$138M

ARR up 100% YoY

ADJUSTED EBITDA

\$5.7M

17% EBITDA margin

PAID SUBSCRIPTIONS

1,170k

60K new paid subscriptions
across group QoQ, 40K core
Kahoot!

PROFESSIONAL PAID SUBSCRIPTIONS

515k

paid subscriptions
at Work, up 102% YoY

395k

paid subscriptions
at School, up 44% YoY

NET RETENTION (USD)

125%+

Top 50 key Enterprise and
School/ District accounts

KAHOOT! GROUP FINANCIALS Q1 2022

112%

YOY GROWTH IN TOTAL
REVENUE

TOTAL REVENUE AND OTHER OPERATING INCOME OF \$34.4M
up 112% YoY

78%

YOY GROWTH IN
INVOICED REVENUE

ARR (ANNUAL RECURRING REVENUE) OF \$138M, UP 100% YOY
whereof Clever contributed with approx. \$48m from its U.S. ecosystem partners

INVOICED REVENUE (BILLINGS) REACHED \$34.0M

up 78% YoY, including Clever, which contributed \$9.5m in the quarter. Excluding Clever, invoiced revenue in the first quarter grew \$5.5m YoY to \$24.5m, up 29% YoY

56%

YOY GROWTH IN
ADJUSTED EBITDA

ADJUSTED EBITDA OF \$5.7M

(excluding share-based compensation expenses and related payroll taxes, acquisition related expenses and listing cost), up 56% YoY

KAHOOT! GROUP FINANCIALS Q1 2022

CONTINUED ORGANIC YOY GROWTH ON THE KAHOOT! PLATFORM

with 29.9m active accounts last twelve months, up 6% YoY

1,170K PAID SUBSCRIPTIONS REACHED

across all services, up 54% YoY, representing an organic increase in the quarter of 60K, whereof 40K on the Kahoot! platform.

Per the end of Q1, Kahoot! at Work reached 515K paid subscriptions, Kahoot! at School reached 395K paid subscriptions and Kahoot! At Home & Study reached 260K paid subscriptions

CASH FLOW FROM OPERATIONS OF \$4.2M

(excluding payment of listing and acquisition cost, and cash effects related to share-based compensation), impacted by Clever billing seasonality

CASH AND CASH EQUIVALENTS TOTALED \$76.9M

as of 31 March 2022, the Group has no interest-bearing debt

6%

YOY GROWTH LTM IN
ACTIVE ACCOUNTS -
KAHOOT! PLATFORM

54%

YOY GROWTH IN PAID
SUBSCRIPTIONS

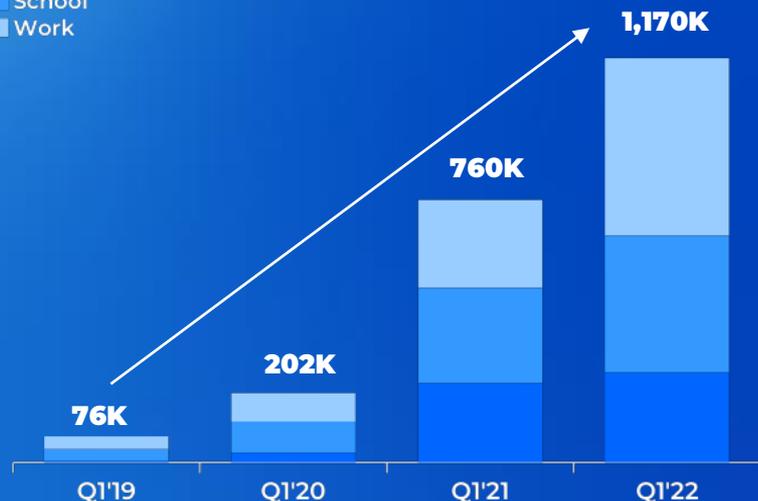
12%

Q1 CASH FLOW MARGIN
FROM OPERATIONS OF
OPERATING REVENUE

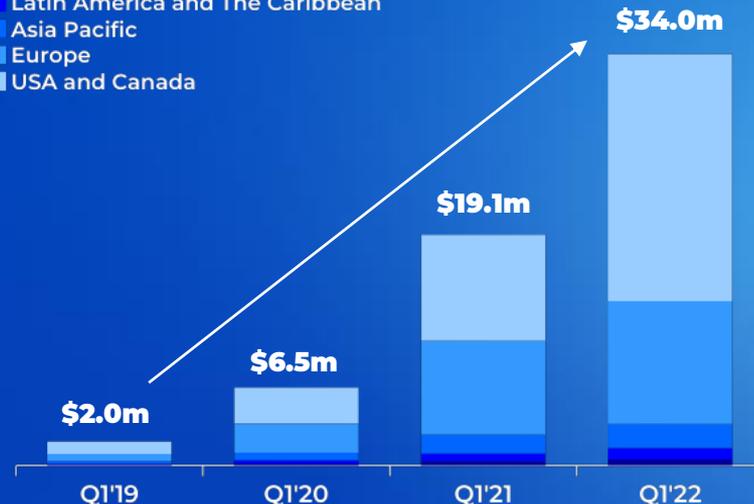
KAHOOT! GROUP **GROWTH MOMENTUM**



PAID SUBSCRIPTIONS ¹⁾



INVOICED REVENUE Q1 ²⁾

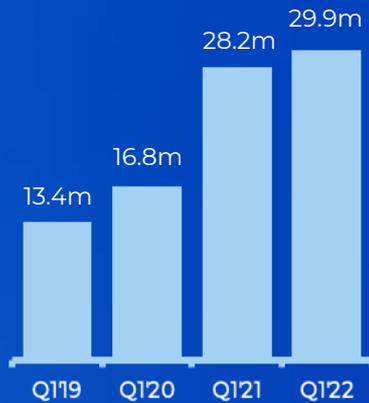
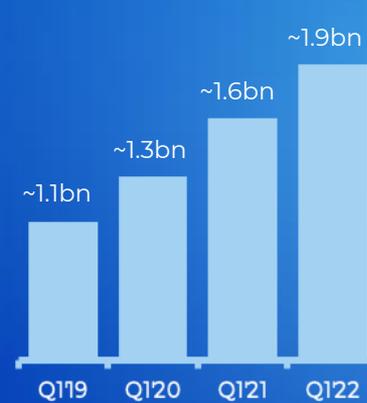


- Reached 1,170K paid subscriptions across all services by the end of Q1 2022, up 54% YoY, representing an organic increase from Q4 2021 of 60K, whereof 40K on the Kahoot! platform
- Per Q1 2022, Kahoot! At Work reached 515K paid subscriptions, Kahoot! At School reached 395K paid subscriptions and Kahoot! At Home & Study reached 260K paid subscriptions

¹⁾ Paid subscriptions is defined as total number of users on paid subscription per the end of the period, including new units from the time of acquisition

²⁾ Conversion to paid subscriptions in all segments from customers in more than 150 countries, includes \$9.5m from Clever in Q1 2022

KAHOOT! PLATFORM **CONTINUED GROWTH**

PAID SUBSCRIPTIONS ¹⁾ACTIVE ACCOUNTS ²⁾HOSTED SESSIONS ²⁾PARTICIPANTS ²⁾

Continued organic user growth on the Kahoot! platform LTM. 29.9 million active accounts, up 1.7 million YoY. 297 million hosted sessions, up 18 million YoY. Approx. 1.9 billion participants (non-unique) globally, up 300 million YoY and 170K YoY growth in core Kahoot! paid subscriptions.

¹⁾ Paid subscriptions is defined as total number of users on paid subscription on the core Kahoot! platform (not including acquired units) per the end of the period

²⁾ Active accounts, hosted sessions and participating players (non-unique) on the Kahoot! platform last twelve months

FULL YEAR 2022 OUTLOOK

The Kahoot! Group reiterates the ambition to exceed \$190m in invoiced revenues for 2022, with recognized revenues exceeding \$155m and adjusted cash flow from operations of approx. 35% of recognized revenue

	Reported Q1 2022	Guidance Q2 2022	Reported FY 2021	Guidance FY 2022
Recognized revenue	\$34.4m	\$35-36m	\$91.3m	\$155-165m
<i>YoY growth</i>	112%	90-96%	211%	70-81%
Invoiced revenue (billings)	\$34.0m	>\$36m	\$107.2m	\$190-200m
<i>YoY growth</i>	78%	75%	137%	77-87%
Gross margin ²⁾	95%		92%	
Adjusted EBITDA margin ³⁾	17 %		21%	
Capex	\$0.4m	~\$0.5m	\$0.6m	~\$2.0m
Adjusted cash flow from operations ³⁾	\$4.2m		\$31.3m	~\$55m

- The Kahoot! Group's annual revenue cycle is influenced by natural seasonality and market dynamics of key business areas, with the main driver being the back-to-school season for Kahoot! and for Clever in the second half of the year
- Expected invoiced revenue split of approx. 40/60 in H1 and H2, in line with previous years
- For the second quarter 2022, invoiced revenue is expected to exceed \$36m, representing approx. 75% YoY growth, including effect of Clever seasonality ¹⁾ and with solid cash flow from operations

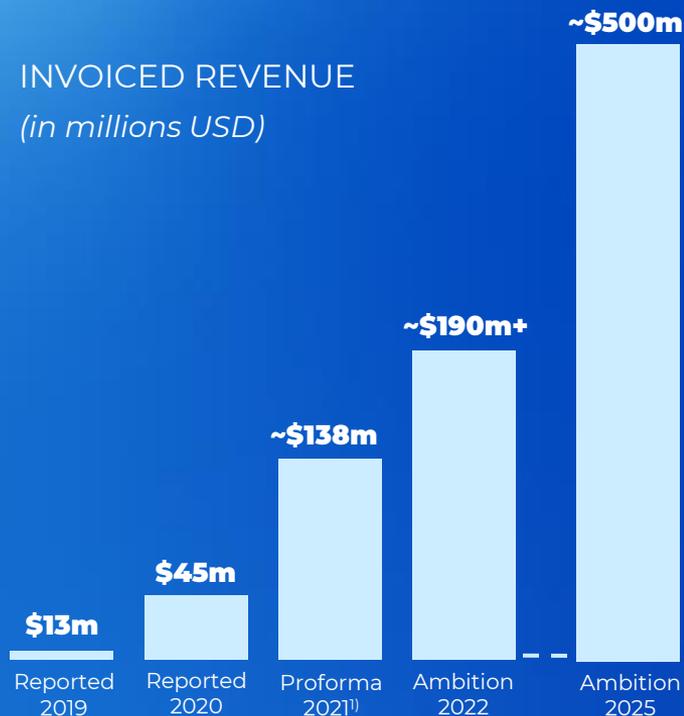
¹⁾ Clever's invoicing seasonality in 2021 was approx 1/3 in the first half and 2/3 in the second half of the year. For 2022 the invoicing growth will be driven by the billing cycle for "back to school" season in the second half of the year

²⁾ Gross margin only reflects direct third-party sales and distribution cost

³⁾ Not including share-based payment expenses and related payroll taxes for the Group's share option program, and acquisition-related expenses and listing cost

KAHOOT! GROUP **AMBITION 2022-2025**

INVOICED REVENUE
(in millions USD)



TO EXCEED \$500M IN INVOICED REVENUES IN 2025

representing approx. 40% annual invoiced revenue growth, whereof approx. 1/3 from Kahoot! at Work, 1/3 from Kahoot! at School including Clever, and 1/3 from Kahoot! at Home & Study including Kahoot! Academy Marketplace

APPROX. 40% CASH CONVERSION OF INVOICED REVENUE IN 2025

The operational cost base²⁾ is over the period expected to be converged to approx. 60% of invoiced revenue which indicates approx. 40% cash conversion of invoiced revenue in 2025

The financial ambitions outlined do not depend on any material acquisitions in the period

As previously communicated the Company is exploring the opportunity for a secondary listing. After concluding its initial assessment, the Company has decided that it will continue to explore preparations for a potential secondary listing in the U.S. The Company will update the market in line with applicable regulatory requirements

¹⁾ Reported invoiced revenue was \$107m and included invoiced revenue from Clever for the four-month period from September till December 2021

²⁾ The operational cost base does not include depreciation and amortization, and is adjusted for special operating items. Special operating items are material expenses and other material transactions of either a non-recurring nature or special in nature compared to ordinary operational expenses and include adjustments for share based compensation expenses and related payroll taxes, acquisition-related expenses, and listing cost preparations.

KAHOOT! GROUP **STRATEGIC PRIORITIES**

1**CREATE AWESOME EXPERIENCES**

for every user, customer and partner across all our products and offerings

2**ENABLE THE CREATOR ECONOMY**

by connecting the Kahoot! ecosystem of partners, learners and educators through marketplace functionality

3**SCALABLE DEVELOPMENT**

in all parts of the Kahoot! operating model

4**STRONG ORGANIC GROWTH**

across all customer groups and products fueled by the viral user growth on the Kahoot! platform

KAHOOT! GROUP **INVESTMENT HIGHLIGHTS**



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



Kahoot!

Q1 Financials
Appendix



KEY FINANCIAL FIGURES DEVELOPMENT

Key financial figures development

Financial figures presented in USD millions

	Q1'22	Q4'21	Q3'21	Q2'21	Q1'21	Q4'20	Q3'20	Q2'20	Q1'20
Invoiced revenue	34.0	39.7	27.8	20.6	19.1	17.5	11.6	9.6	6.5
Invoiced revenue growth YoY	14.9	22.2	16.2	11.0	12.6	12.2	8.2	7.3	4.5
<i>Invoiced revenue growth YoY %</i>	78 %	126 %	139 %	114 %	195 %	230 %	241 %	317 %	222 %
Invoiced revenue growth QoQ	-5.7	11.9	7.2	1.5	1.6	5.9	2.0	3.1	1.1
<i>Invoiced revenue growth QoQ %</i>	35 %	35 %	35 %	8 %	9 %	50 %	21 %	49 %	21 %
ARR	138	133	124	75	69	60	32	25	18
Revenue and operating income	34.4	33.0	23.7	18.4	16.2	11.3	9.0	5.2	3.8
Cost of sales ¹	1.8	2.6	1.3	1.7	1.3	1.3	1.4	0.7	0.4
Employee benefit expenses ²	15.6	13.9	8.7	6.5	6.2	5.7	3.2	2.5	2.9
Other operating expenses ³	11.3	11.1	7.6	6.1	5.0	4.1	2.3	2.3	1.9
Total operating cost	28.7	27.6	17.7	14.2	12.5	11.2	6.9	5.4	5.2
Adjusted EBITDA	5.7	5.5	6.0	4.2	3.7	0.1	2.2	-0.3	-1.3
<i>Adjusted EBITDA margin</i>	17 %	17 %	25 %	23 %	23 %	1 %	24 %	-5 %	-35 %
Net cash flow from operations ⁴	4.2	13.4	7.4	5.0	5.4	7.0	5.2	3.9	1.1
<i>Cash flow from oper. in % of revenue</i>	12 %	41 %	31 %	27 %	34 %	62 %	58 %	76 %	28 %
Cash and cash equivalents	77	108	206	440	254	256	73	73	34
Employee full time equivalents	430	422	415	244	204	182	127	128	120

COMMENTS:

- Continued strong quarterly YoY invoiced revenue growth
- Recurring revenue business model growing ARR to \$138m by the end of Q1 2022 whereof Clever contributed with \$48m
- Scalable business model with increased leverage; Infrastructure cost for both free and paid users included in existing cost base
- Continued YoY growth for adjusted EBITDA, Q1 up 56% YoY
- Continued solid net cash flow from operations ⁴⁾

¹⁾ Cost of sales only include direct third-party sales and distribution cost

²⁾ Not including calculated share-based payment expenses and related payroll taxes for the Group's share option program

³⁾ Not including acquisition-related expenses and listing cost

⁴⁾ Adjusted for cash outflow for acquisition and listing cost, and cash effects related to share based payment

CONDENSED PROFIT AND LOSS STATEMENT

Condensed consolidated interim statement of profit or loss

Financial figures presented in USD millions

	Q1 2022	Q1 2021	FY 2021 ⁴
Total revenue and other operating income	34.4	16.2	91.3
Cost of sales ¹	1.8	1.3	7.0
Employee benefit expenses ²	15.6	6.2	35.2
Other operating expenses ³	11.3	5.0	29.7
Total operating expenses	28.7	12.5	72.0
Adjusted EBITDA	5.7	3.7	19.3
<i>Adjusted EBITDA margin</i>	<i>17 %</i>	<i>23 %</i>	<i>21 %</i>
Share based compensation expenses	5.6	2.1	15.5
Payroll tax share based compensation	(3.1)	1.3	(7.6)
Acquisition transaction and listing cost	0.2	1.4	6.6
Reported EBITDA	3.0	(1.2)	4.7

¹⁾ Cost of sales are direct third-party sales and distribution cost

²⁾ Calculated share-based payment expenses and related payroll taxes for the Group's share option program are not included

³⁾ Acquisition-related expenses and listing cost are not included

⁴⁾ Includes Clever from 1 September 2021

COMMENTS:

- Continued strong YoY revenue growth in Q1 of 112%, up \$18.2m to \$34.4m
- Operational payroll and related benefit expenses² were \$15.6m in Q1, up \$9.4m YoY impacted by consolidation effect of acquired companies
- Total operating expenses^{2,3} of \$28.7m in Q1, up \$16.2m YoY, impacted by consolidation effect of acquired companies. The QoQ increase was approx \$1m.
- Adjusted EBITDA for Q1 of \$5.7m, up 56% YoY
- Reported EBITDA for Q1 of \$3.0m, up \$4.7m YoY

CONDENSED BALANCE SHEET

Condensed consolidated interim balance sheet

Financial figures presented in USD millions

	31.03.2022	31.12.2021
Goodwill	493.9	494.4
Intangible assets	169.6	173.3
Property, plant and equipment	0.8	0.6
Right-of-use assets	3.7	2.9
Total non-current assets	667.9	671.3
Trade receivables	11.6	11.8
Other current assets	5.1	5.3
Cash and cash equivalents	76.9	107.8
Total current assets	93.6	124.8
Total assets	761.5	796.1
Total equity	592.4	581.5
Lease liabilities	2.7	2.0
Deferred tax liability	45.7	46.3
Other non-current liabilities	14.9	40.6
Total non-current liabilities	63.3	88.9
Lease liabilities	1.2	1.0
Trade payables	4.7	5.4
Contract liabilities (deferred revenue)	58.7	60.8
Other current liabilities	41.2	58.6
Total current liabilities	105.8	125.7
Total equity and liabilities	761.5	796.1

COMMENTS:

- Total assets decreased in Q1 by \$34.6m to \$761.5m, primarily attributable to consideration payments for prior years acquisitions
- The decrease in non-current assets in Q1 is attributable to regular amortization of intangible assets deriving from acquisitions
- Total liabilities decreased during the first quarter 2022 by \$45.5 million to \$169.1 million. whereof deferred tax liability represents \$45.7 million, contract liabilities (deferred revenue) \$58.7 million. Deferred and contingent consideration for acquisitions amounts to \$41.1 million (whereof \$12.2 million are non-current) to be settled in combination of approx. 22% shares and 78% cash.
- The Group has no interest-bearing debt and equity ratio of 78% per 31 March 2022

CASH FLOW STATEMENT

Condensed consolidated interim statement of cash flows

Financial figures presented in USD millions

	Q1 2022	Q1 2021	FY 2021
Net cash flow from operating activities	3.6	5.4	20.9
Net cash flow from investing activities	(33.6)	(7.5)	(364.9)
Net cash flow from financing activities	(0.3)	(0.2)	195.5
Net change in cash and cash equivalents	(30.3)	(2.3)	(148.5)
Cash and cash equivalents at begin. of period	107.8	256.1	256.1
Effects of exchange rate changes on cash	(0.6)	(0.2)	0.2
Cash and cash equivalents at end of period	76.9	253.6	107.8
Adjusted cash flow from operating activities¹	4.2	5.4	31.3

COMMENTS:

- Adjusted cash flow from operations for Q1 of \$4.2m
- Cash flow from investing activities of -\$33.6m in the first quarter 2022 mainly due to payment for deferred and contingent consideration for prior years acquisitions

¹⁾ Adjusted for cash outflow related to share based payment, acquisition and listing cost



Kahoot!

Company overview



Clever

Unlocking a world of digital learning!

DRAGONBOX

Learn math & algebra apps

poio

by Kahoot!

Learn to read app

motimate

a fun mobile learning app

K!360

Employee engagement & corporate learning

Kahoot! ACADEMY

Community, marketplace & content partners

Kahoot!+

Awesome learning for the entire family



Kahoot!

Make learning awesome



actimo

Employee app for remote workers

DRÖPS

Language learning apps for everyone

WHITEBOARD.fi

Collaborative online whiteboard tool

Premium content, integration and feature partners



K!EDU

Elevate learning at schools or districts

Kahoot! platform growth engine

Kahoot!

Viral growth

Free and paid subscription for individuals, teachers and students with premium offerings for schools and organizations



Innovation

Easy to use and engaging user experience for all use cases being continuously improved – live and on demand



Kahoot!



Community & Brand

Lifelong learning platform with global footprint in home, schools and corporations



User generated content

> 100 million kahoots created by users and premium content partners easily accessible



Engagement & Communication



97%
of the Fortune 500 are Kahoot!'ing



Company culture

Engaging employees globally
in the new world of work



Kahoot! at work

Kahoot! 360 Spirit

Connect with every employee, strengthen company culture, and improve corporate learning outcomes in a hybrid workplace!

Interactive presentations & meetings



Training & development



Extending the best of Kahoot! enterprise offerings

motimate Fun and easy learning

Kahoot! 360 Learning & engagement

actimo Employee engagement app

Selected new and existing business customers making learning awesome in Q1 2022

 HSBC	CHUBB®	 Brillux	 tenable®	KOHLER.	 ROYAL CANIN®	dexcom®
 DEICHMANN		 CHANEL		Google	 Cascade Energy®	ZOLL.
	 PELTON	 Microsoft		LinkedIn	CENTENE Corporation	 sopra steria
	IBM Watson Health	 equinor	Uber	 TELUS® Wise	CDW ™	NCDOR NORTH CAROLINA DEPARTMENT OF REVENUE
ROCKET Companies	VONTIER ™		IBM	GRAINGER ®	FDA	 Lloyd's Register
 CYBERARK®	 South China Morning Post	DECATHLON	 CDK Global	 Virtual Bridge®	 Kristianstads kommun	David Weekley Homes

Over
10K

educational institutions have already deployed multiuser Kahoot! teacher licenses



K!EDU

Elevate learning at your entire school or district



Equip IT admins with increased control, security & compliance

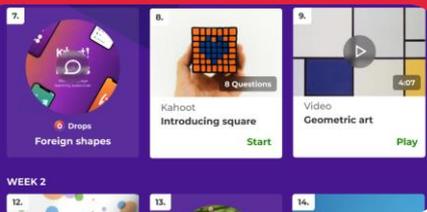


Making learning fun, engaging, and impactful at school!

Kahoot! *at school*

Kahoot! *courses*

Maximize student engagement by designing full class, interactive sessions



Kahoot!
MATH LABS
By **TRIKALBOX**

Bring math to life!

WHITEBOARD.fi

Online whiteboard tool



Choose the perfect game mode

Play live or assign a challenge!



Embraced by over

9 million

teachers globally, engaging 100s of millions of students

Selected new and existing schools, campuses, universities and districts making learning awesome in Q1 2022



10m+

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

Kahoot!+



Premium subscription
for awesome learning
for the entire family

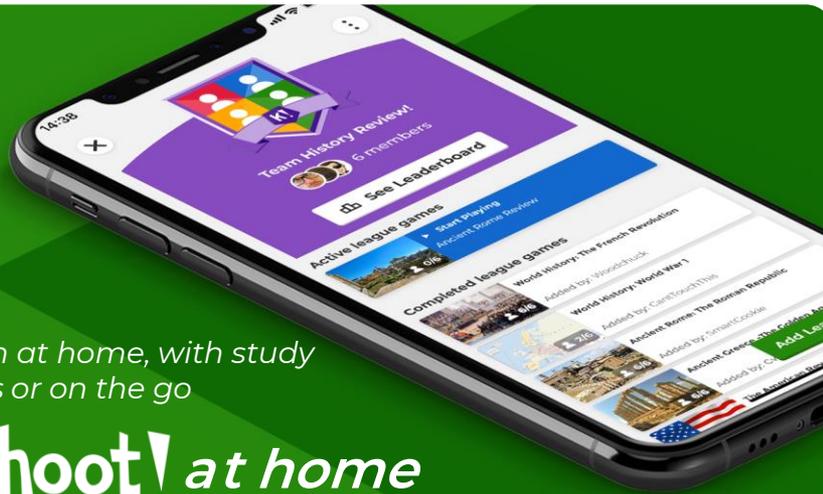
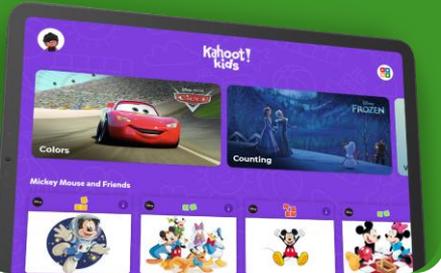


Social study for
higher-ed
students

Just launched!

Kahoot!
kids

A safe and fun
learning
experience for
kids age 2-7

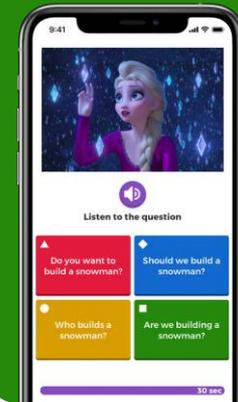


Learn at home, with study
peers or on the go

Kahoot! *at home*

Exploration sparks curiosity

Learn to read, learn math &
algebra - apps



DRÔPS
+
DROPLETS



LAUNCHED Q1

準備加入

透過 www.kahoot.it 加入
或使用 Kahoot! 應用程式

正在載入遊戲 PIN 碼。

Global learning unleashed!

The Kahoot! app and live game just launched in **Arabic** and **Simplified and Traditional Chinese**, in addition to the 11 languages already available: Japanese, Turkish, Polish, Dutch, English, Spanish, Portuguese (BR), French, Norwegian, German & Italian!



LAUNCHED Q1

Kahoot! MULTIPLICATION

By DRAGONBOX



Go from zero to hero with the new Kahoot! Multiplication app by DragonBox



Purchase alone or as a part of the Kahoot! Family+ learning apps





Communities

Lets creators grow their community, share their knowledge and join the global creator economy

Verified content creators



New!

Kahoot!+ AccessPass

Subscription to access a comprehensive library of premium content

EARLY ACCESS

Kahoot! marketplace

Buy and sell full sessions and courses!



A global community, knowledge platform and marketplace for content creators and learners



Kahoot! ACADEMY

Knowledge portal

Premium learning content embraced by 40m+ monthly players



Enhanced learning experience with premium IP



MARVEL

Marvel Science

Test your superpowers by playing these Net Standards-aligned kahoots, featuring characters from the Marvel Universe.



Premium content partners



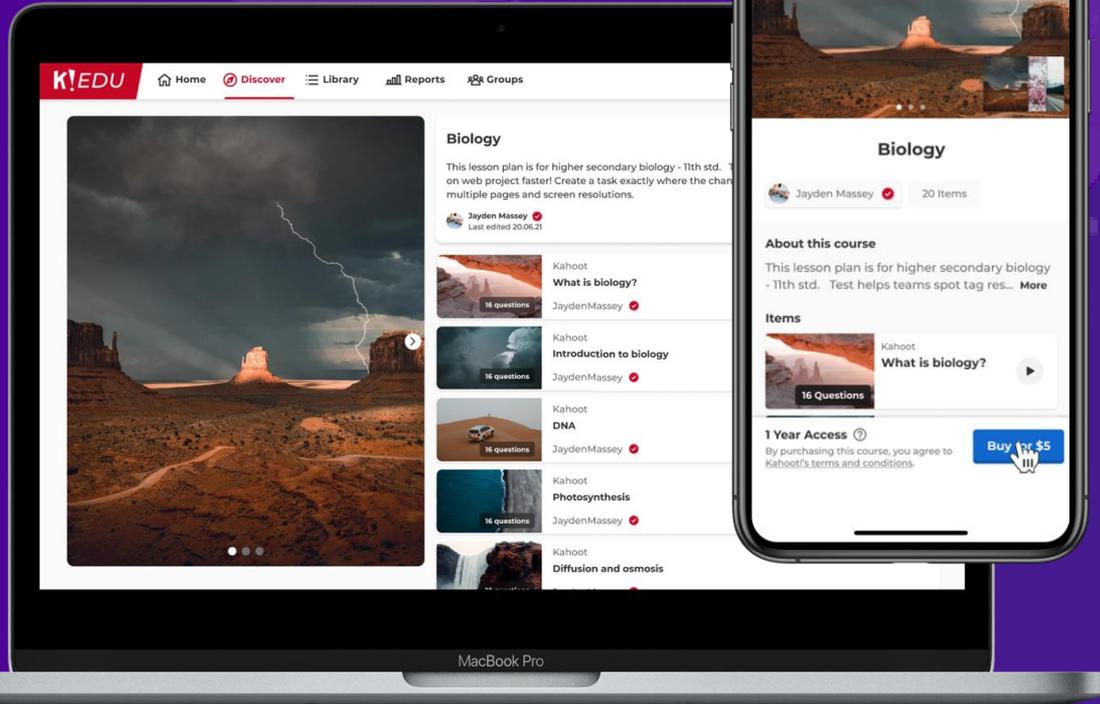
OXFORD UNIVERSITY PRESS



SUMMER 2022

Kahoot! marketplace

Kahoot!



Allowing **verified creators, subject matter experts and content partners** to share their knowledge, offer their content for sale and **join the global creator economy**

... and for anyone to access

Unique, **global**, community based marketplace



Leading single sign-on platform for U.S. K-12

1.4M

monthly active teachers

60%+

of U.S. K-12 schools

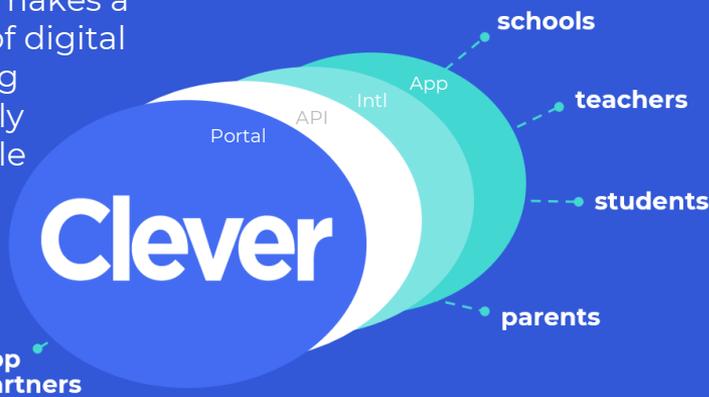
22M+

monthly active students

Clever Portal

a Digital Classroom to Love

Clever makes a world of digital learning instantly available



Used by **97** of the top 100 districts in the U.S.

Clever Data API

connecting schools to applications

790+ EdTech applications (500+ paid)



Clever Badges

fast and secure QR-code login for all students

Clever App Store

make informed edtech purchases in one place

Clever IDM

automated identity provisioning for school districts

Clever's Platform Powers the Biggest Brands in Education Today



KAHOOT! MAIN GROWTH INITIATIVES 2022

Kahoot!
AT WORK

360
Spirit

A complete offering for professional development and learning with an organization-wide license plan

Kahoot!
AT SCHOOL

K!EDU

Elevated learning with complete site licenses for schools, districts and campuses

Kahoot!
AT HOME

Kahoot!+

A premium subscription for the entire family, study-peers and friends

Kahoot!
ACADEMY

ACADEMY
marketplace

Leveraging our global user base and partner ecosystem in order to offer a commercial marketplace for verified content creators

Clever

The leading digital learning platform for US K-12 teachers, and a community for students, families and educators

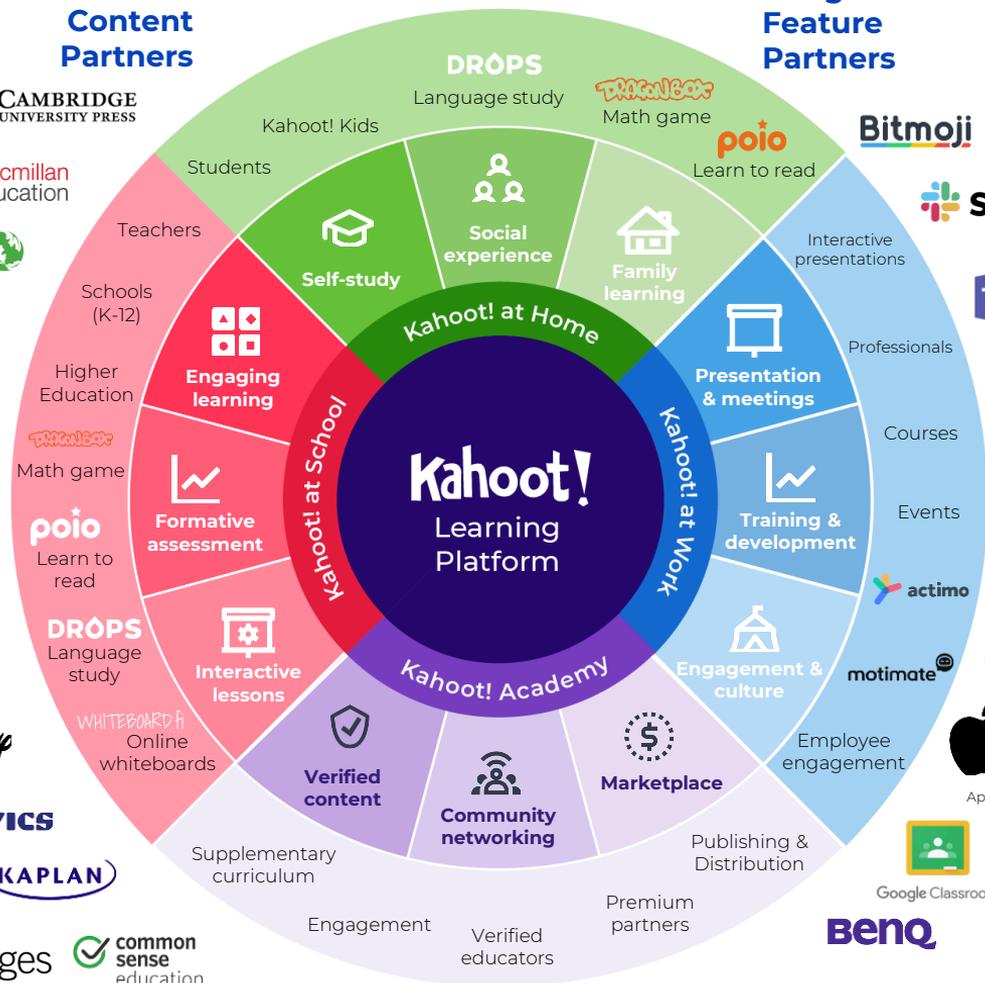
The Kahoot! ecosystem platform



Selected Content Partners



Integration & Feature Partners



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

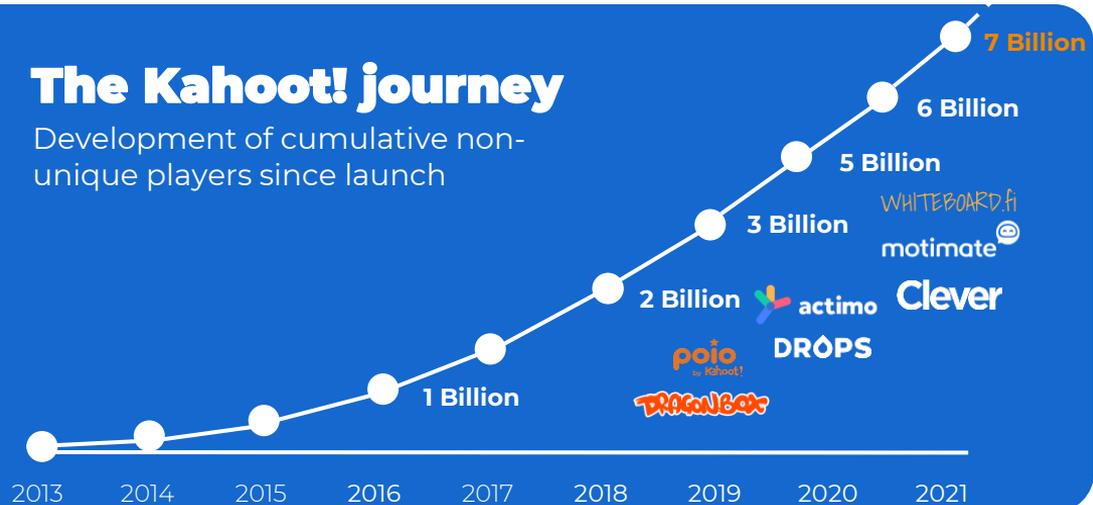


Since launch, hosted **hundreds of millions of learning sessions** with over **7 billion participants** (non-unique) in more than 200 countries and regions.



The Kahoot! journey

Development of cumulative non-unique players since launch



2013-18

Launched
September 2013

Top 3 tool in US education

Launched first commercial editions in 2018 with 40k paid subscriptions

75+ employees

2019

New commercial subscription editions for all segments

Reaching 170k paid subscriptions

Acquisition of **Poio and DragonBox**

120+ employees

2020

More commercial offerings and over 550k paid subscriptions

Launched first **platform service**

Acquisition of **Actimo and Drops**

200+ employees

2021

More features and over 1.1M paid subscriptions

Available in over **11 languages**

Acquisition of **Whiteboard.fi, Motimate and Clever**

500+ employees and contractors



Kahoot!

www.kahoot.com/investor

