

Kahoot!

Make learning awesome

Q2 2020 presentation

August 20, 2020



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

Kahoot! today



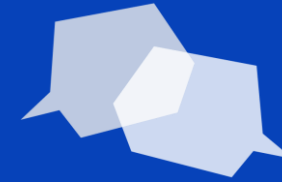
Scalable cloud platform

\$20bn

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

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

“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



Highlights Q2 2020

- **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

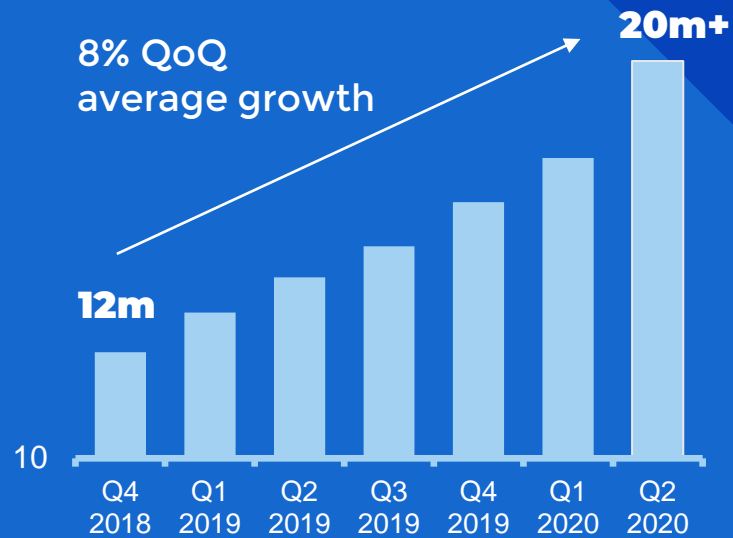
40%

Q2 cash conversion from invoiced revenue

Kahoot! accelerating momentum

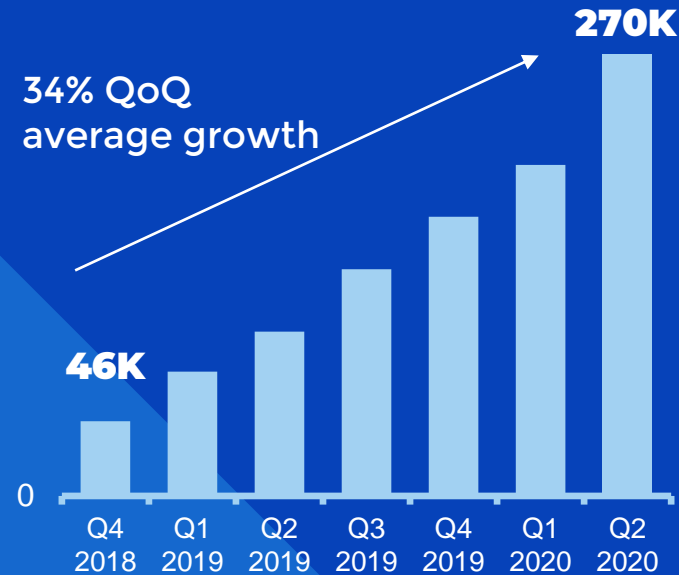


Active accounts LTM



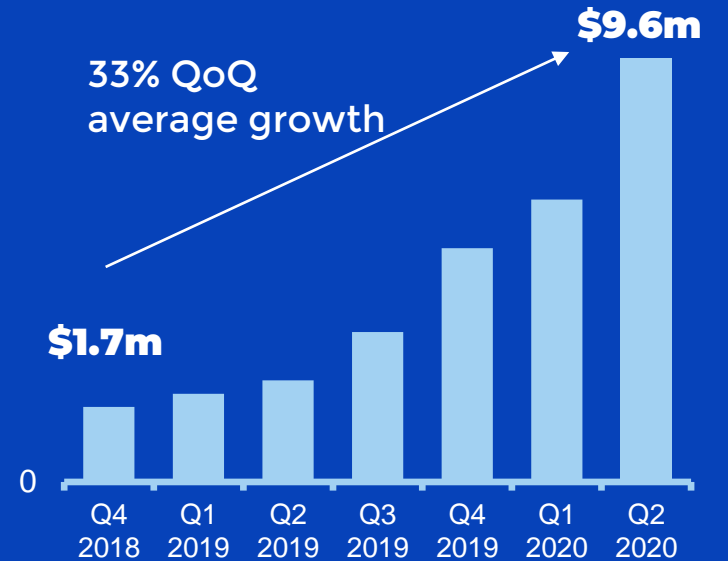
- Strong organic growth in active accounts ¹⁾ with no external marketing cost

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

New and existing customers are making learning awesome



J.P.Morgan



Biogen



LogistiCare



Snap Inc.



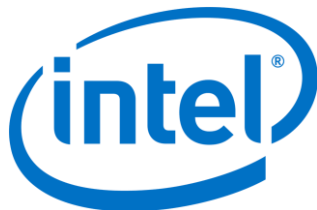
Microsoft



verizon



Fidelity
INVESTMENTS



Uber

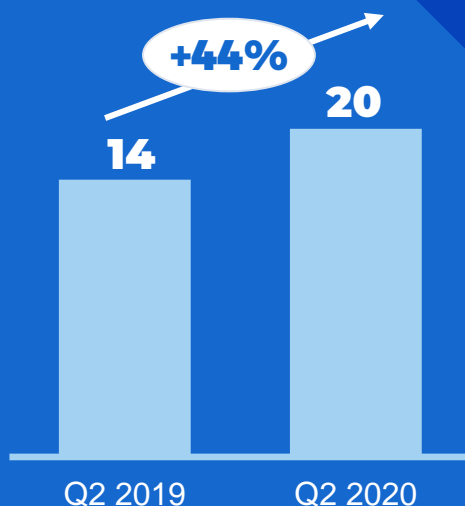


Kahoot!

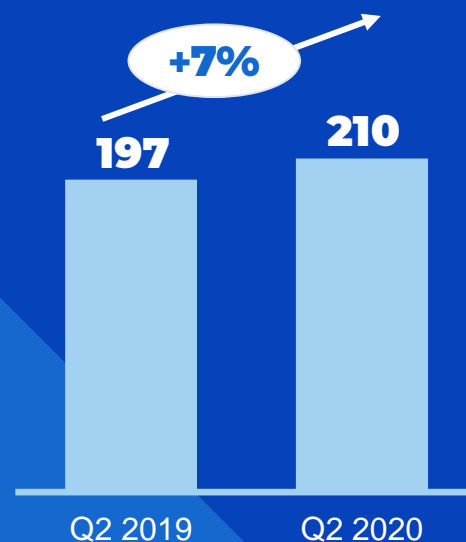
Continued growth in accounts and usage

Last twelve months (in millions)

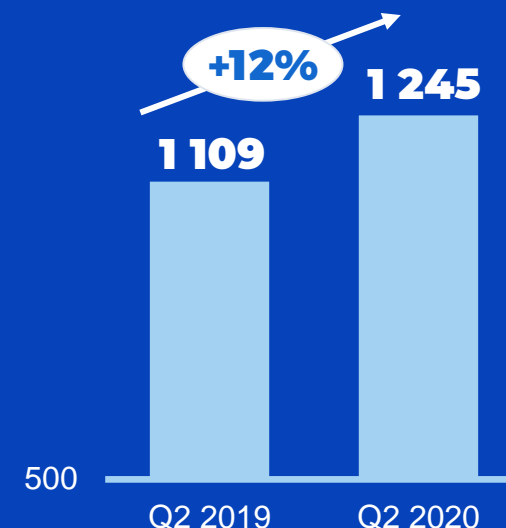
Active accounts



Hosted games



Participants

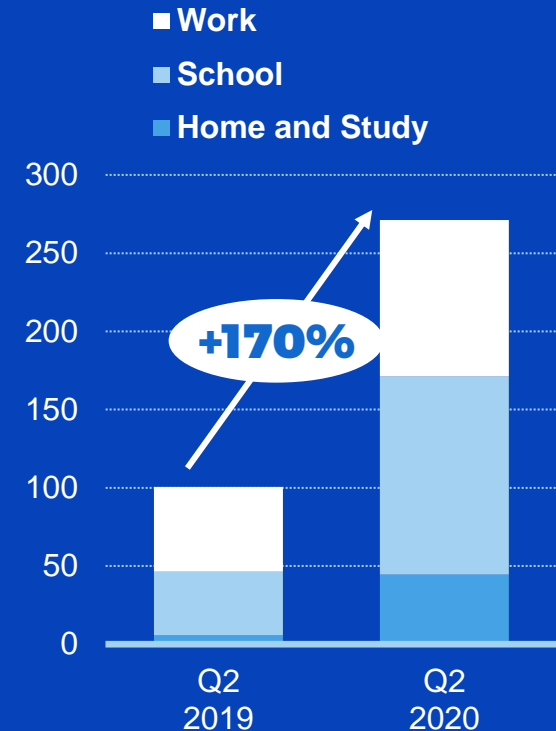
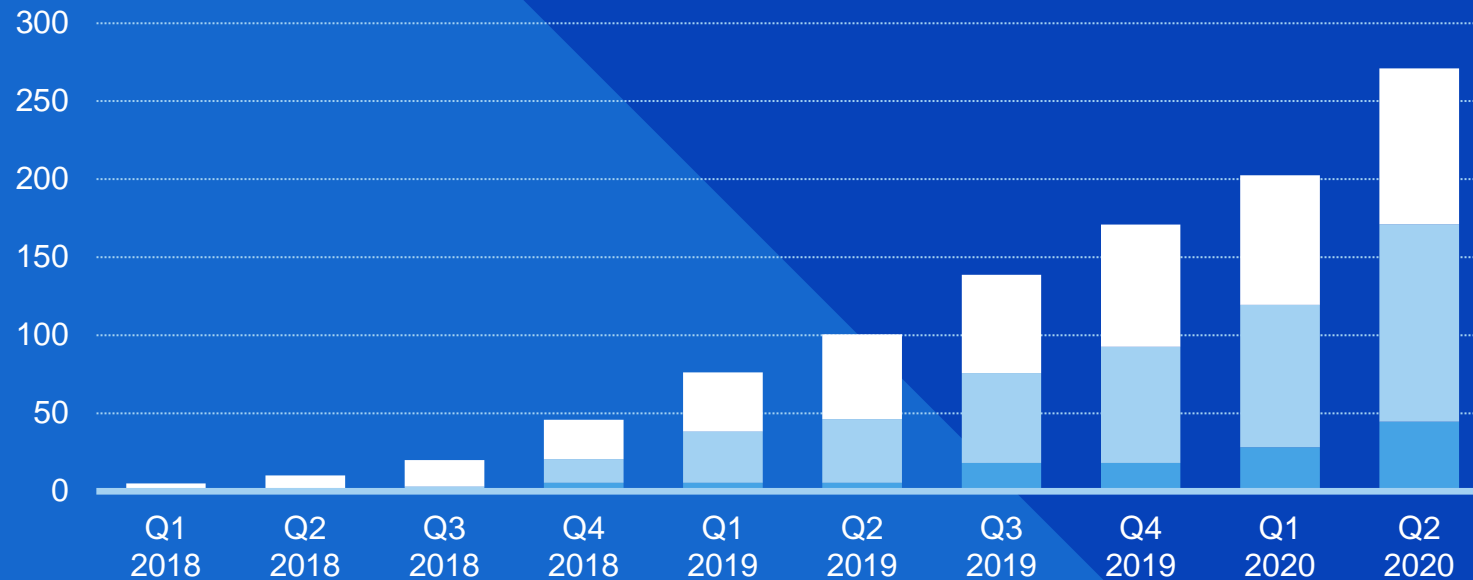


The user growth on the Kahoot! platform in the last twelve months continued, with more than 20m active accounts (44% YoY growth). Number of hosted games last twelve months was 210m (7% YoY growth) with 1.25bn participants (12% YoY growth)

Continued growth in paid subscriptions



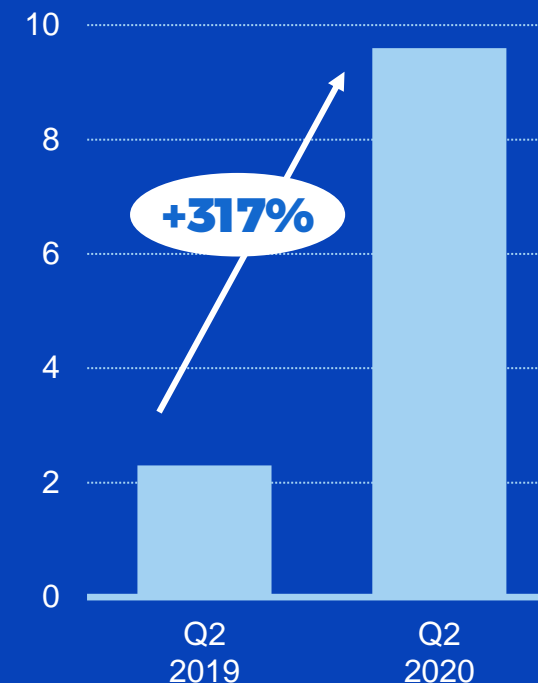
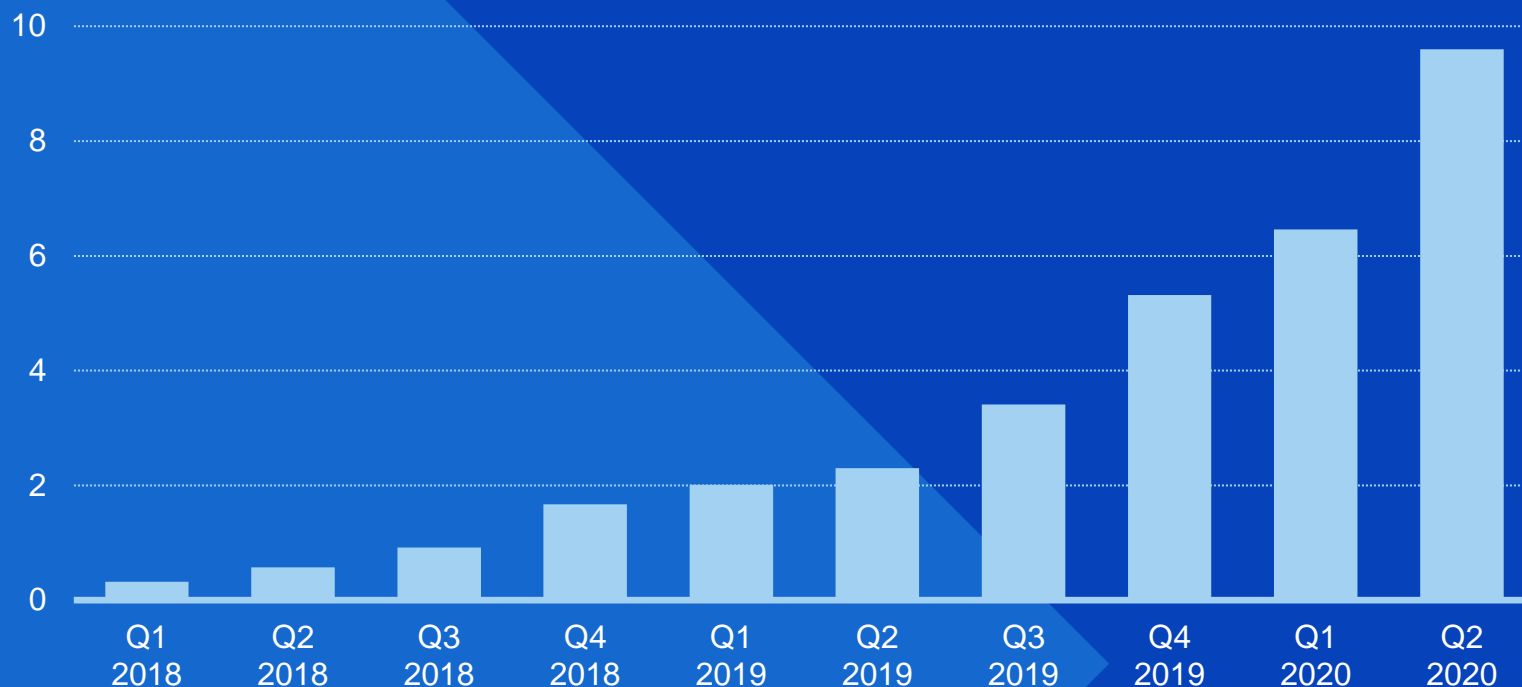
Paid subscriptions end of the quarter (in thousands)



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)

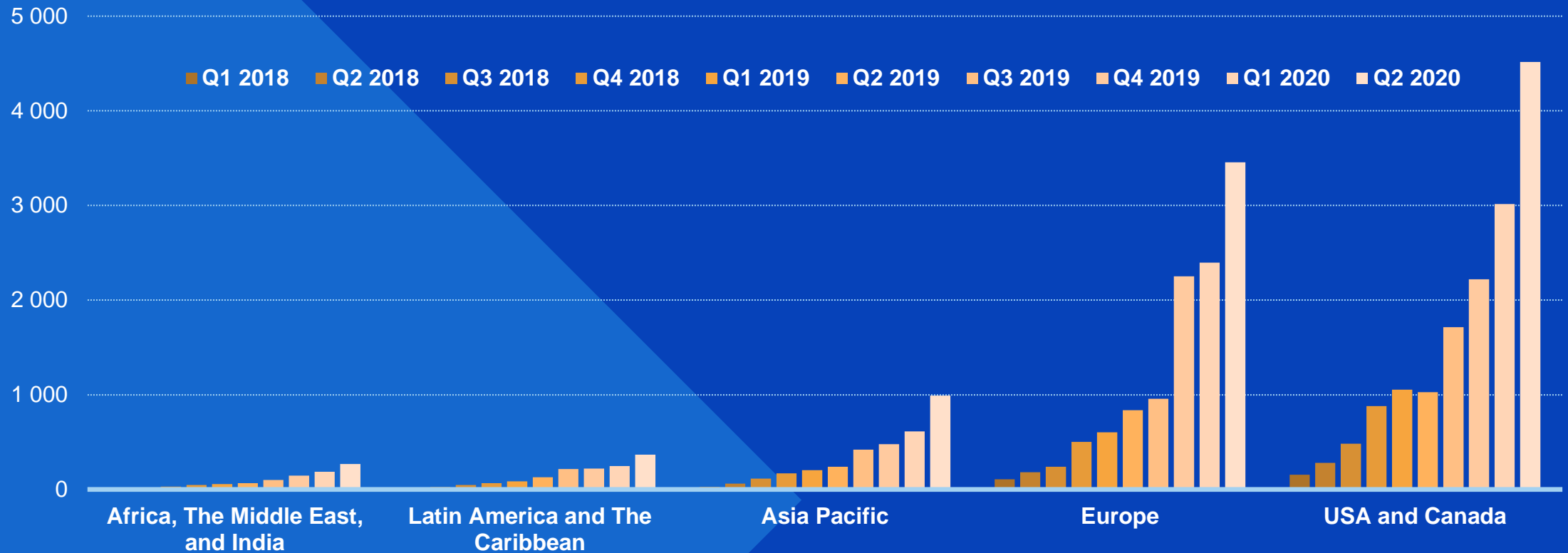


Total invoiced revenue in Q2 2020 of \$9.6m representing 317% growth compared to Q2 2019, and the quarter over quarter growth was 49% vs. Q1 2020

Invoiced revenue per region

Kahoot!

(in thousands USD)



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

Key financial figures development

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.

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.

- 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

Profit & loss statement per Q2 2020

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

Balance sheet per Q2 2020

Interim consolidated balance sheet statement

Financial figures presented in \$millions

	Jun 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

Cash flow statement per Q2 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

Forward looking statement

	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+

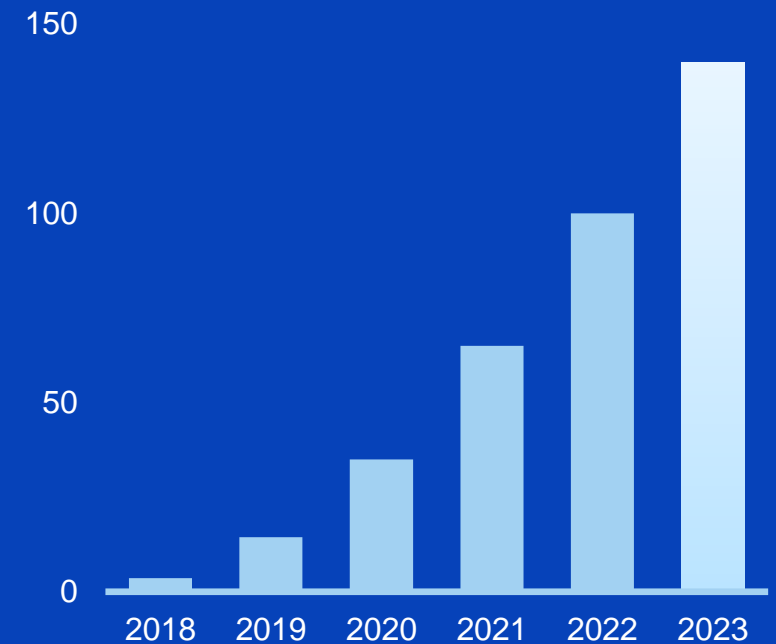
- Invoiced revenue for the Kahoot! Group for Q3 2020 is expected on the same level as for Q2 2020, representing approx. 180% growth compared to \$3.4m as reported for Q3 2019
- The Kahoot! Group expects invoiced revenue for the full year 2020 in the range of \$35m-\$38m. Invoiced revenue for 2019 was \$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



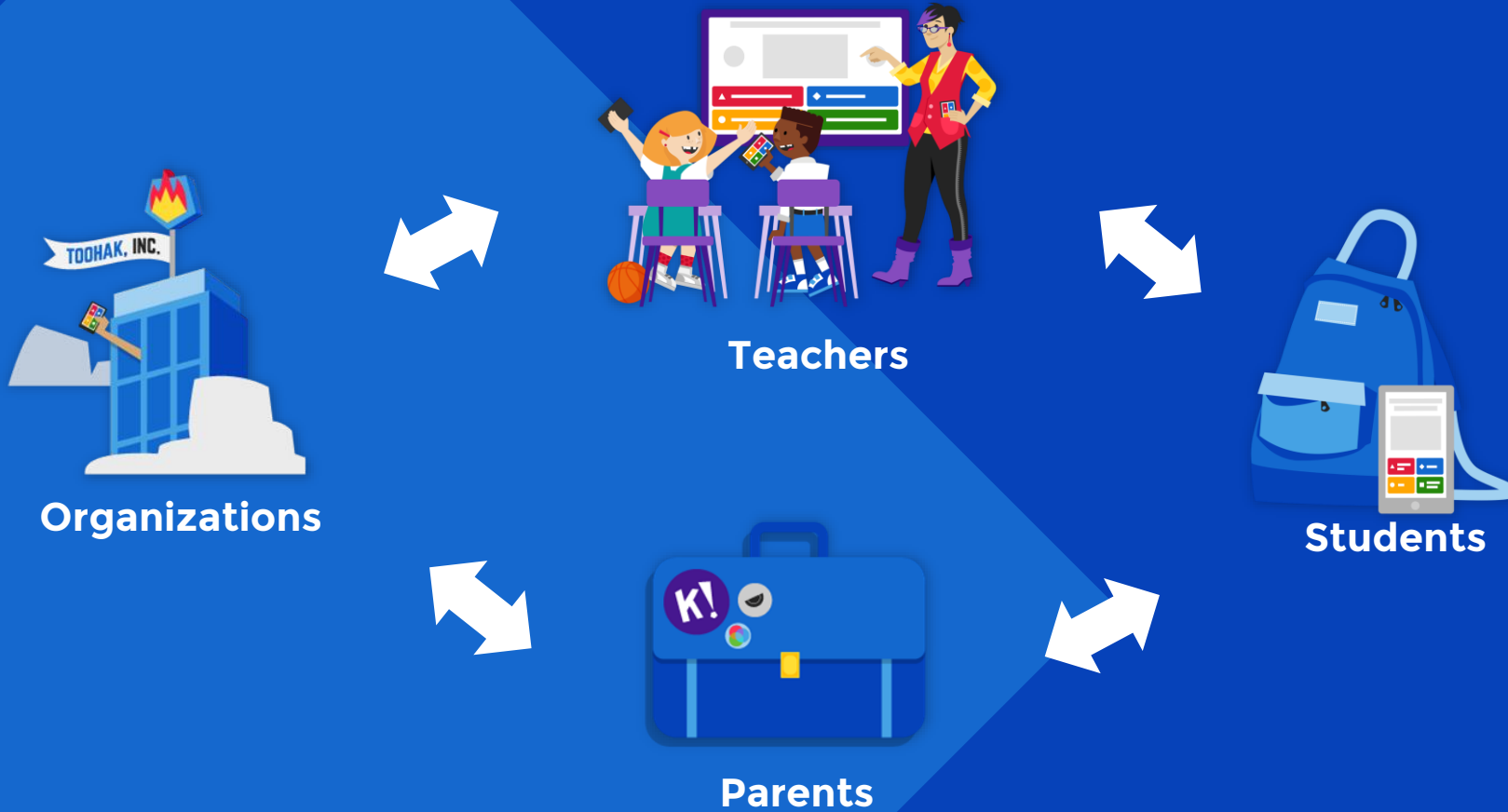
Significant scale	\$100m+ ARR end of 2022
Retention & expansion	100%+ net \$ retention in the business segment
Engagement	Adding net 3m+ active accounts annually
Commercial	Adding net new 250K* subscriptions annually
Operating leverage	40%+ EBITDA margin
Cash flow	Cash flow from operations exceeding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

Target Kahoot! ARR end of year
(in millions USD)



** Not including Home & Study subscriptions*

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 100K+ 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



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

Introducing 2020

Kahoot! Family

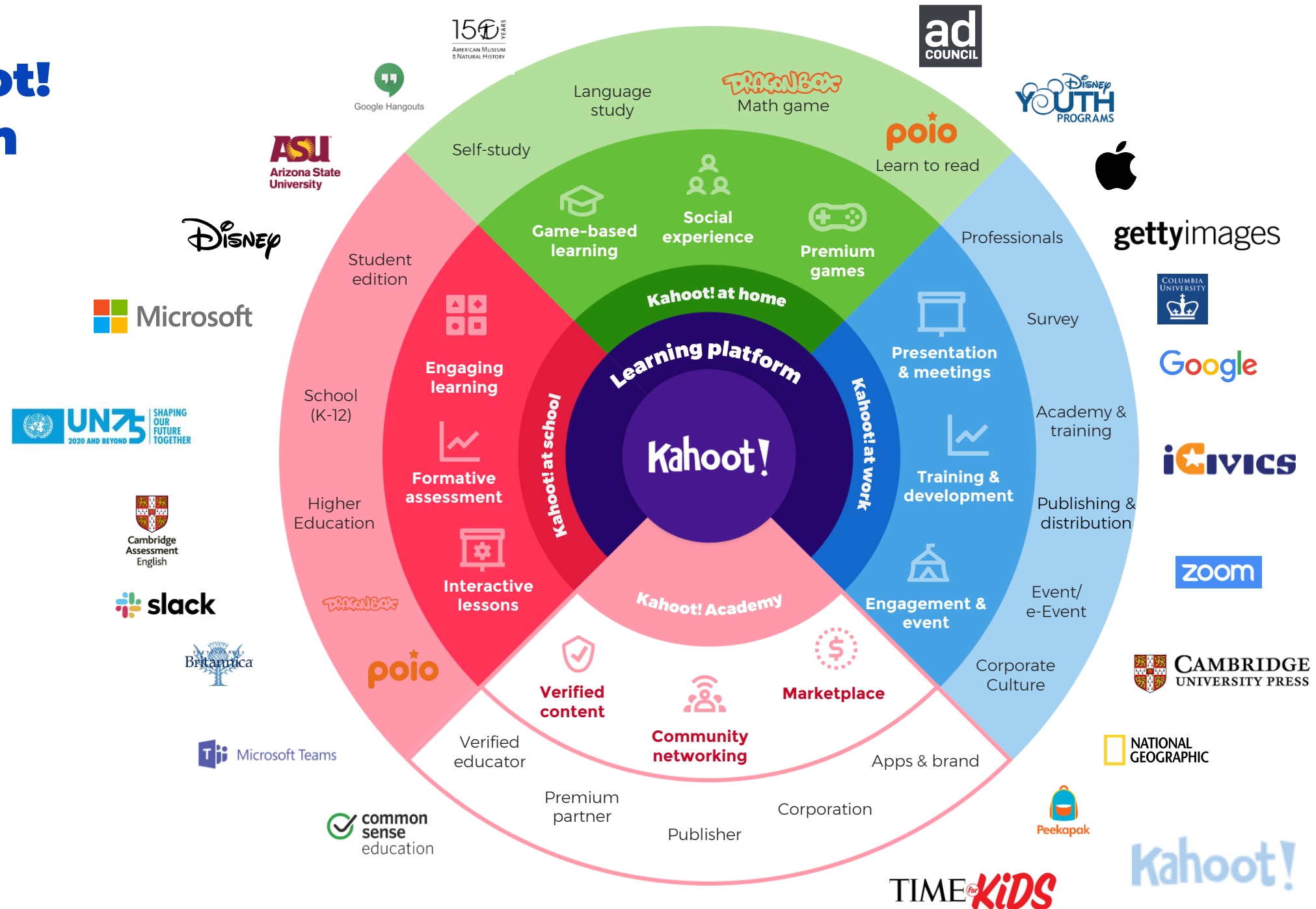
Kahoot! EDU

Kahoot! ACADEMY

Kahoot! Publishing & Distribution

Kahoot! 360

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

Stay up to date, visit kahoot.com/news

About Kahoot!

Kahoot!



Founded in 2012, Kahoot! started delivering a quiz-based 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

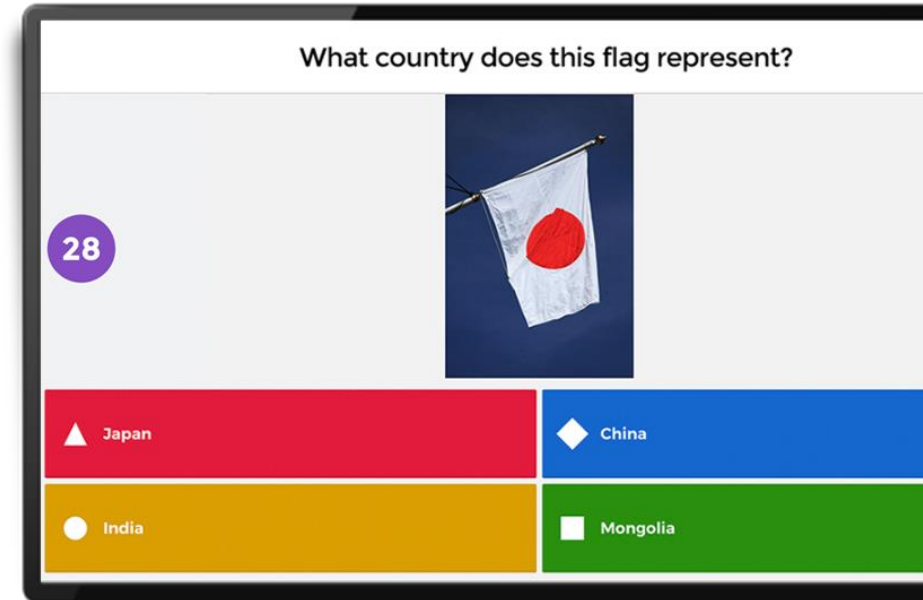


User centric, data-driven and iterative approach to product development and innovation

- **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

2019

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

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

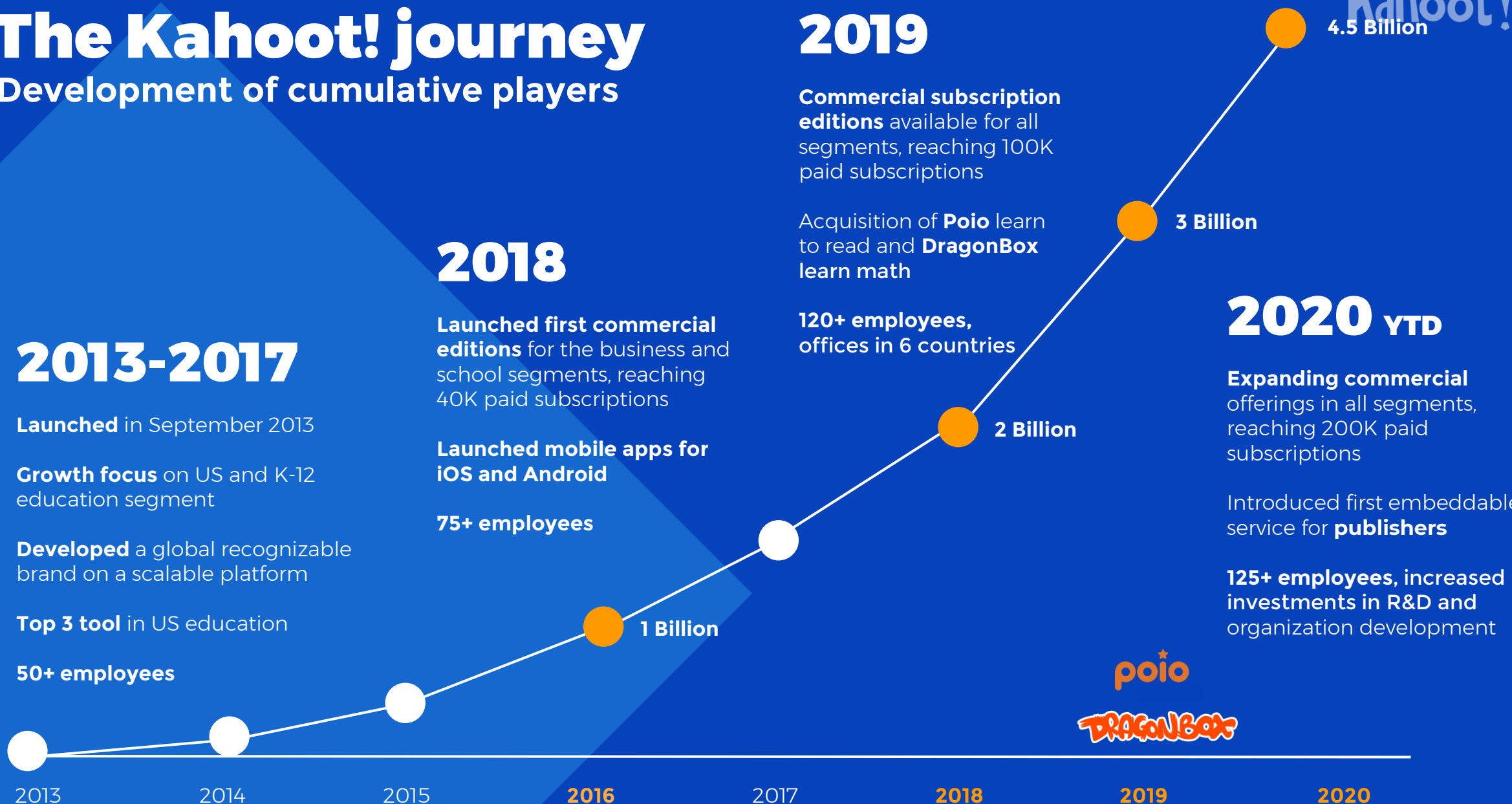
120+ employees, offices in 6 countries

2020 YTD

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



Introducing 2020

Kahoot! Family

Kahoot! EDU

Kahoot! ACADEMY

Kahoot! Publishing & Distribution

Kahoot! 360



Introducing **Kahoot! Family**

A collection of services
and apps valuable for
families and personal use



Kahoot! Family subscription

Study at home

“Through the Kahoot! app I am able to study at my own pace, to gain a deeper understanding of topics

Engaging deeper learning with flashcards, tests and challenging friends



Explore and learn

“I am able to access premium content from top brands

A library of content made by educators, learners and professional content providers



Learn through play

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

Engage children of all ages with our “learners to leaders” pedagogy



Engage communities

“Kahoot! lets me bring an element of fun and engagement to social events

Premium features and content for any occasion





87%
of the global top
500 universities
are Kahoot!ing

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



Kahoot! EDU

Kahoot! EDU enables admins and school leaders to structure and enhance the way Kahoot! is used inside their schools, districts or higher-ed institutions. It also introduces premium licenses for students.

Over 10,000 educational institutions have already deployed multiuser Kahoot! teacher licenses



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





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

Kahoot!

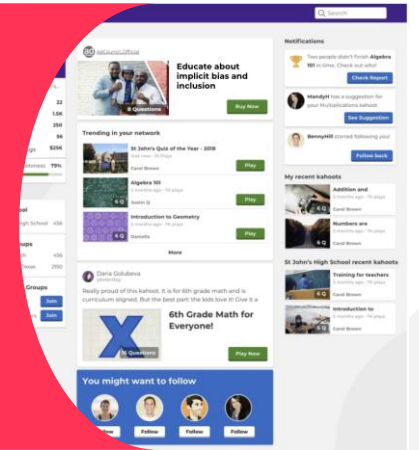
Knowledge portal

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



Introducing
**Kahoot! Publishing &
Distribution**

Enables publishers to embed the Kahoot! services on their own websites and distribution channels to promote their content and brands

Kahoot! publishing & distribution

Engaging audiences globally

“We invite you to test your knowledge about the world, and ignite your spirit of exploration, using Kahoot!”

6.5 million players across 200+ countries



Viral network effect

“We now offer fun and engaging Kahoot! content specially created to be used with many of our titles.”

“The Kahoot! platform is ideal for the learning goals of LaunchPacks.”

Added value and greater extension via embeddable games



Flexibility across use cases

“Kick off this Digital Citizenship Week by giving your students the space to voice their perspectives on topics important to them. Check out our fun new #DigCitWeek kahoots.”

Perfect for group discussions and stand-alone lessons



Distribution & connection

“Calling all teachers! We're excited to share that Disney Youth Programs has teamed up with Kahoot!, so you can bring our lessons into your classroom!”

Establish relationships with hard-to-reach audiences



97% of the Fortune 500
are Kahoot!'ing

**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**

Kahoot! 360 for organizations

Corporate learning

“With Kahoot! I can measure product knowledge

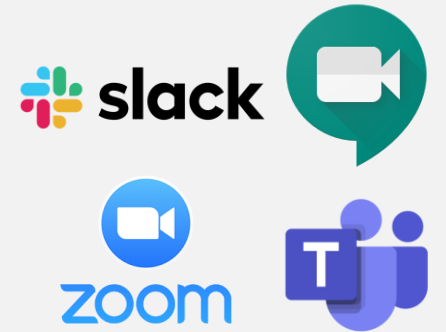
Courses, analytics, learner resources



Team collaboration

“Kahoot! is a powerful tool for breaking down barriers and connecting the team

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

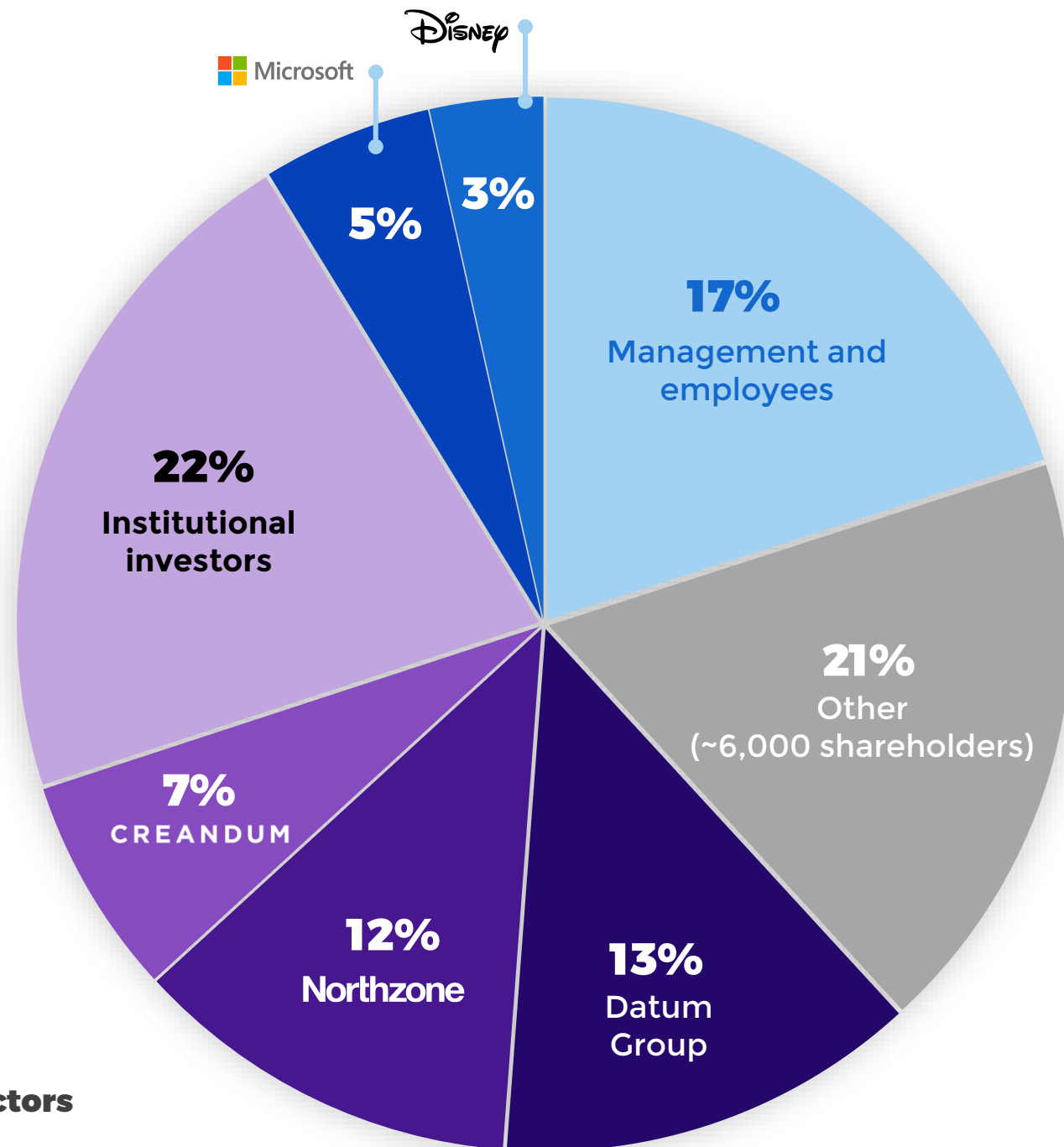


Shareholders overview

Kahoot! AS has a total of 399.5m common shares and more than 6,000 shareholders. The shares are listed on Merkur Market on Oslo Stock Exchange with ticker code KAHOOT-ME

Shareholders per August 19, 2020		
	Shares	%
1 Datum Group	52 130 865	13,0 %
2 Nothzone 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 KAM Holding AS	5 627 835	1,4 %
10 J.P. Morgan Bank Luxembourg S.A.	7 500 000	1,9 %
11 MP Pensjon PK	6 943 949	1,7 %
12 Glitrafjord AS	6 000 000	1,5 %
13 Gamification AS	5 542 777	1,4 %
14 J.P. Morgan Bank Luxembourg S.A.	5 200 000	1,3 %
15 Verdipapirfondet Norge Selektiv	4 468 256	1,1 %
16 Sanden AS	4 340 000	1,1 %
17 Morgan Stanley & Co. LLC	5 220 264	1,3 %
18 Brown Brothers Harriman & Co.	3 329 736	0,8 %
19 Verdipapirfondet DNB Norden	4 385 843	1,1 %
20 Patrick Marchal AS	3 310 440	0,8 %
Other	124 576 772	31,2 %
Total outstanding shares	399 490 263	100,0 %
Outstanding share options	17 155 725	
Total no. of shares (fully diluted)	416 645 988	

● ● ●
Board of Directors
32%



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 (August 19, 2020):	NOK 41.00
Average daily trading volume YTD (shares):	860,000
Market Cap total (August 19, 2020)	NOK 16.4bn

Kahoot!

Make learning awesome

www.kahoot.com/investor