

# ROCKET BRANDS

beyond the moon

## Rocket Brands AB (publ), Fact Sheet, March 2024

### Introduction

In the realm of digital innovation, where every click and interaction generates a stream of invaluable data, Rocket Brands stands as a beacon of connectivity and empowerment for gamers. At the heart of our mission lies a profound recognition: consumer data is not merely a commodity to be harvested but the crown jewel of our enterprise.

With our flagship platforms, SKAPE and CRE8TOR, we have harnessed the power of consumer data to create interconnected ecosystems where gamers, content creators, and brands converge in a symbiotic relationship.

SKAPE serves as a vibrant hub where millions of gamers, publishers, and brands converge, redefining discoverability and engagement. Meanwhile, CRE8TOR bridges the gap between brands and audiences, offering unrestricted opportunities for content creators to monetize their craft. Welcome to Rocket Brands, where every connection counts, and consumer data reigns supreme.

This Fact Sheet shows you the details and breakdowns of our KPIs. The main KPI is 3 Million active users across SKAPE and CRE8TOR by 2024. Where 5% of the users convert to a paid subscription, and 10 recurring advertising-campaigns run at all time.

Data below is also supplementing the [corporate teaser](#) page 2:

### Verified Profiles/Subscriptions Revenue:

Monthly Recurring Revenue (MRR) March 2024	\$ 11,000
Monthly Recurring Revenue (MRR) December 2024	\$ 541,000
<u>Total revenue for subscriptions 2024</u>	<u>\$ 4,099,500</u>

### Subscription Breakdown: (5% of customers are paying)

The revenue from subscriptions come from 3 different levels; Basic, Premium and Ultimate. This packages variates of content, and prices from \$12,99 to \$69,00 on a yearly basis. This is a breakdown on each premium subscription measured yearly.

<b>Basic:</b>	\$12.99 p.a.	58% of users	\$ 1,130,130
<b>Premium:</b>	\$29.99 p.a.	24% of users	\$ 1,079,640
<b>Ultimate:</b>	\$69.99 p.a.	18% of users	\$ 1,899,730

Average revenue per paying user p.a. (ARPU) \$27.33, and an estimated LTV of \$122.90

**Ad Revenue:**

Monthly Recurring Revenue (MRR) March 2024	\$ 11,000
Monthly Recurring Revenue (MRR) December 2024	\$ 121,000
<b>Total ad revenue 2024</b>	<b>\$ 438,000</b>

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**Ad revenue Breakdown: (10 monthly recurring campaigns)**

10 brands with 2 one off campaigns and 8 that run throughout with total spend of \$438,000. We aim for a monthly spend of \$4,562 per brand per month.

**The Offer**

Rocket Brands AB (publ) "RB" or the "Company" is contemplating an equity offering for gross proceeds up to MSEK 110 million through 2 stages:

**Stage 1:** up to MSEK 40, at 3.90 SEK per share

**Stage 2:** up to MSEK 70, TBD

The Company may, in its own discretion, increase the maximum size of the Offer. The net proceeds of the Offer will be used for general corporate purposes, including to fund the Company's growth and to further commercialize the Company's products.

Certain numbers of the Company's Core team and stakeholders have indicated to subscribe for a new number of shares equivalent to a subscription amount of MSEK 12,5. In addition there is an indicative offer from a UK based Gaming and Esports Fund at MSEK 10.

**Stage 1** will be completed through an issuance of up to 10,256,410 new shares in the Company (the "New Shares"), each Offer Share at a fixed subscription price of SEK 3,90. The new shares will be issued by the board of directors.

**Data as the Crown Jewel**

At Rocket Brands, consumer insights are the lifeblood of our enterprise, fueling innovation and fostering genuine connections. With each interaction on our platforms, we refine our understanding of consumer behavior, empowering brands to craft personalized strategies that resonate deeply. Data isn't just a resource; it's the cornerstone of our commitment to excellence, unlocking new realms of possibility and driving positive change in the digital landscape.

**At last**

We care most about making the gaming community safer for everyone. Our lifetime commitment is to create positive communities, and to connect, share and build safer digital spaces for users. As a result a moderated non toxic environment.

Join us!

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