

FLASH NOTE

Artifex Mundi - Buy - Last update: 01.09.2025

Target Price: PLN 21.80 | Close as of 09/09/2025: PLN 15.98

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Final Q2'25 results in line with preliminaries

The final results for Q2'25 turned out to be in line with the preliminary results presented in mid-August.

Consolidated, IFRS	F	Reported		E	xpected			Reported		F	Reported	
(PLN, mn)	Q2'24	Q2'25	y/y	Prelim.	Erste	Cons.	vs. Prelim.	vs. Erste	vs. Cons.	1H'24	1H'25	y/y
Revenue	24.6	26.1	6.0%	26.1	26.1	26.1	0.0%	0.0%	0.1%	52.1	52.8	1.2%
Unsolved	22.6	24.8	9.5%	24.8	24.8	-	0.0%	-0.2%	-	47.4	49.7	4.9%
HOPA games	1.8	1.1	-36.5%	1.1	1.1	-	0.0%	-0.1%	-	4.3	2.7	-38.0%
Operating costs	17.6	20.8	18.1%	20.8	21.0	-	0.0%	-1.2%	-	36.9	39.7	7.6%
EBIT	7.1	5.4	-24.2%	5.4	5.1	5.3	0.0%	4.2%	2.1%	15.2	13.1	-14.3%
EBITDA	8.3	6.5	-21.5%	-	6.3	6.7		3.1%	-2.7%	17.7	15.4	-13.1%
Adj. EBITDA	8.5	6.6	-21.7%	-	6.5	-	-	1.9%	-	18.1	15.5	-14.1%
Financial activity, net	0.6	0.9	45.1%	0.9	2.1	-	0.0%	-59.6%	-	0.6	2.5	340.2%
Profit before tax	7.7	6.2	-18.8%	6.2	7.3	-	0.0%	-14.4%	-	15.8	15.6	-1.3%
Income tax	0.7	0.6	-20.9%	0.6	0.7	-	0.0%	-18.7%	-	1.5	1.4	-3.7%
Net income	6.9	5.7	-18.6%	5.7	6.6	5.6	0.0%	-14.0%	1.3%	14.4	14.2	-1.1%
Adj. net income	7.1	5.8	-18.9%	-	6.8	-	_	-14.9%	_	14.7	14.3	-2.7%
EBITDA margin	33.6%	24.9%		-	24.1%	25.6%				33.9%	29.1%	
Adj. EBITDA margin.	34.3%	25.4%		-	24.9%	-				34.6%	29.4%	
EBIT margin	28.7%	28.7%		28.7%	28.7%	20.1%				28.7%	28.7%	
Net income margin	28.2%	28.2%		28.2%	28.2%	21.4%				28.2%	28.2%	
Adj. net income margir	28.9%	22.2%		-	26.0%	-				28.2%	27.1%	

Revenue increased by 6% y/y to PLN 26.1mn in Q2'25. Unsolved generated PLN 24.8mn in revenue (95% share in Q2'25 revenue, +9% y/y), HOPA games = PLN 1.1mn (4% share in Q2'25 revenue; -37% y/y), and Bladebound generated PLN 0.1mn (1% share in Q2'25 revenue; flat y/y).

Costs. COGS were significantly lower y/y (-29%) due to lower royalties = PLN 1.3mn (-30% y/y; effect of higher UA expenditures) and depreciation = PLN 1.1mn (-6% y/y). SG&A costs increased by 29% y/y to PLN 18.4mn in Q2'25, due to higher selling costs (the effect of higher UA expenditures), and flat G&A costs (+3% y/y).

Ajd. EBITDA. At the adj. EBITDA level, the company generated PLN 6.6mn (-22% y/y).

Net profit. Balance on financing activities amounted to PLN 0.9mn in Q2'25 (of which PLN 0.5mn relates to FX differences) vs. PLN 0.6mn in Q2'24. Net profit amounted to PLN 5.7mn in Q2'25 vs. PLN 6.9mn in Q2'24.

OCF. OCF amounted to PLN -2.3mn in Q2'25 vs. PLN 4.8mn in Q2'24. The decrease resulted from higher costs of games production y/y and higher UA expenditures. OCF/adj. EBITDA ratio was at -34% in Q2'25 compared to 56% in Q2'24.

Capital expenditures for game production = PLN 7.4mn (+10% y/y, -8% q/q). Average employment in Q2'25 was 121 (+8% r/r), down from 123 in Q1'25. By the end of Q2 2025, expenditure on the new RPG game amounted to PLN 43.2mn (+PLN 3.6mn q/q), and on Unsolved PLN 26.7mn (+PLN 2.9mn q/q).



Cash position. At the end of Q2'25, the company had PLN 30.1mn cash with bonds (-2.1 q/q).

Business update:

- 1) Unsolved In H1'25, work continued on developing the current version of the game, including increasing the number of titles available in the application to 54, from 50 at the end of 2024, as well as introducing a cloud save option to Unsolved. Work on the metagame is proceeding according to schedule.
- 2) New RPG game In H1'25, the studio's work focused on preparing a version of the game containing all key game modes and functionalities, which, after the testing phase, will be released in a soft launch format. The work proceeded according to schedule.

Conference call will be held 16.09 (Tuesday) at 14:00pm.

ART: Key Figures							
P&L (PLN mn)	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	y/y	q/q
Revenue	24.6	26.2	25.2	26.7	26.1	6%	-2%
Unsolved	22.6	24.3	23.3	24.9	24.8	9%	0%
HOPA games	1.8	1.7	1.7	1.5	1.1	-37%	-24%
Other	0.2	0.2	0.2	0.3	0.2	-9%	-31%
COGS	3.3	2.7	3.2	2.7	2.3	-29%	-15%
Gross profit	21.4	23.5	22.0	23.9	23.8	11%	-1%
Marketing costs	11.7	14.6	11.7	13.9	15.8	35%	14%
Other cost of sales	0.2	0.2	0.2	0.4	0.1	-53%	-77%
G&A	2.4	2.3	2.2	1.9	2.4	3%	27%
Other operating activities	0.0	-0.1	0.0	0.0	-0.1		
EBIT	7.1	6.3	8.0	7.7	5.4	-24%	-30%
EBITDA	8.3	7.6	9.4	8.9	6.1	-26%	-31%
EBITDA adj.	8.5	7.7	9.9	8.9	6.6	-22%	-25%
Financial activity, net	0.6	1.9	-2.1	1.7	0.9		
Other	0.0	0.0	0.0	0.0	0.0		
Profit before tax	7.7	8.2	5.9	9.4	6.2	-19%	-34%
Income tax	0.7	0.7	0.4	0.8	0.6		
Net profit	6.9	7.5	5.5	8.5	5.7	-19%	-34%
Net profit adj.	7.1	7.7	5.9	8.5	5.8		
D&A	1.2	1.3	1.4	1.2	0.7	-39%	-38%
Tax rate	9.4%	8.5%	6.5%	9.0%	9.1%		
OCF	4.8	-0.1	3.3	-1.7	-2.3		
OCF/adj. EBITDA ratio	56.4%	-0.8%	33.3%	-19.7%	-34.2%		
Unsolved revenues / UA costs	51.7%	60.0%	50.0%	55.9%	63.9%		
Unsolved - first margin	10.9	9.7	11.6	11.0	9.0	-18%	-18%
EBITDA margin	33.6%	28.9%	37.4%	33.3%	23.3%		
Adj. EBITDA margin	34.3%	29.6%	39.1%	33.3%	25.4%		
EBIT margin	28.7%	24.0%	31.8%	28.9%	20.5%		
Net profit margin	28.2%	28.8%	21.9%	32.0%	21.6%		
Adj. net profit margin	28.9%	29.5%	23.6%	32.0%	22.2%		

OPINION. NEUTRAL. The final results for Q2'25 turned out to be in line with the preliminary figures presented in mid-August, which we view as neutral. Game production expenditures declined q/q to PLN 7.4mn (-8%) g/g), which comes as a slight surprise to us (CAPEX in 2025 may turn out to be slightly lower than we assumed in our latest recommendation). Work on the two most important projects, i.e. the metagame for Unsolved and the new RPG game, is progressing according to schedule. We expect that the seasonal decline in CPI will translate into a further rebound in revenues; thus, in the coming months the company should be able to pursue recordhigh revenues from Unsolved and a significant improvement in the first margin in H2'25 (both y/y and compared to H1'25).





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		holdings exceed	liquidity provider	provision of services	covered company	third party about the	managed a public	disclosed to	position in the	exceeding 0.5% of	exceeding 0.5% of
Company	ISIN	5% of the share	for	of investment firms	about the production	production of	offering over the	issuer prior its	issued share	the issued share	the issued share
, ,		capital of issuer or	issuer/instrumen	over the previous 12	of analyses	analyses	previous 12 months	publication	capital of the	capital of issuer	capital of issuer
		vice verca	ts	months					issuer		
Artifex Mundi	PLARTFX00011										

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