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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 6-K**

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**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of September 2021

Commission File Number 001-39349

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**DoubleDown Interactive Co., Ltd.**  
(Exact name of registrant as specified in its charter)

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Joseph A. Sigrist, Chief Financial Officer  
c/o DoubleDown Interactive, LLC  
605 5<sup>th</sup> Avenue, Suite 300  
Seattle, WA 98104  
+1-206-408-4545  
(Address of Principal Executive Offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.  
Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

**Note:** Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

**Note:** Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's "home country"), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

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## INFORMATION CONTAINED IN THIS REPORT ON FORM 6-K

On September 26, 2021, DoubleDown Interactive Co., Ltd (the “Company”) made available an investor presentation on its website at <http://www.doubledowninteractive.com>. A copy the investor presentation is attached hereto as Exhibit 99.1. The information contained in the presentation is being provided as of September 26, 2021 and the Company does not undertake any obligation to update the presentation in the future or to update forward-looking statements to reflect subsequent actual results.

In September 2021, the Company issued press releases attached hereto as Exhibits 99.2 and 99.3.

The presentation and press releases furnished in this report as Exhibits 99.1, 99.2, and 99.3 shall not be deemed to be “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section.

### EXHIBIT INDEX

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">Investor Presentation of DoubleDown Interactive Co., Ltd., dated September 2021</a>
99.2	<a href="#">Press Release, dated September 14, 2021: DoubleDown Interactive Launches Undead World: Hero Survival</a>
99.3	<a href="#">Press Release, dated September 28, 2021: DoubleDown Interactive’s Undead World: Hero Survival Launches Worldwide</a>

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: September 29, 2021

DoubleDown Interactive, Co., Ltd.

By: /s/ Joseph A. Sigrist

Name: Joseph A. Sigrist

Title: Chief Financial Officer

# INVESTOR PRESENTATION

SEPTEMBER 2021



This investor presentation (this "Presentation") is for informational purposes only and does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation to purchase any equity, debt, or other securities of DoubleDown Interactive Co., Ltd. ("DDI," the "Company," "we," "us" or "our"). The information contained herein does not purport to be all inclusive. The data contained herein is derived from various internal and external sources believed to be reliable, but there can be no assurance as to the completeness of such information. Any data on past performance contained herein is not an indication as to future performance. Except as required by applicable law, the Company assumes no obligation to update the information in this Presentation. Nothing herein shall be deemed to constitute investment, legal, tax, financial, accounting or other advice. The communication of this Presentation is not intended for distribution to, or use by any person in, any jurisdiction where such distribution or use would be contrary to applicable law or regulation. No representation or warranty (whether express or implied) has been made by DDI with respect to the matters set forth in this Presentation.

#### Forward Looking Statements

Certain statements included in this Presentation are not historical facts but are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. Any statements regarding the Company's future financial and business performance are forward-looking statements. Forward-looking statements may include projections and estimates concerning our possible or assumed future results of operations, financial condition, business strategies and plans, market opportunity, competitive position, industry environment, and potential growth opportunities. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "design," "target," "aim," "expect," "could," "intend," "plan," "anticipate," "estimate," "believe," "continue," "predict," "project," "potential," "goal," "budget," "forecast" or other words that convey the uncertainty of future events or outcomes. You can also identify forward-looking statements by discussions of strategy, plans or intentions. These forward-looking statements include, but are not limited to, statements regarding future revenue, Adjusted EBITDA, debt, capital expenditure and cash flow estimates and forecasts of other financial and performance metrics (including key performance indicators), and projections of market size and opportunity. The expectations, estimates, and projections of the business of DDI may differ from actual results and, consequently, you should not rely on these forward-looking statements as predictions of future events. These statements are based on various assumptions and on the current expectations of the Company and its management and are not predictions of actual performance. While our management considers these assumptions and expectations to be reasonable, they are inherently subject to significant business, economic, competitive, regulatory and other risks, contingencies and uncertainties and other risks detailed under the caption "Risk Factors" in our most recently filed Annual Report on Form 20-F and the other documents and materials we file with or furnish to the SEC. Viewers of this Presentation are encouraged to read this Presentation in conjunction with such information and materials. If one or more of such risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that the Company currently believes are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect the Company's expectations, plans or forecasts of future events and views as of the date of this Presentation. The Company anticipates that subsequent events and developments will cause these assessments to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's assessments as of any date subsequent to the date of this Presentation.

#### Market and Industry Data

This Presentation contains references to industry market data and certain industry forecasts. Industry market data and industry forecasts are obtained from publicly available information and third-party industry publications. Industry publications generally state that the information contained therein has been obtained from sources believed to be reliable, but that the accuracy and completeness of that information is not guaranteed. Although we believe industry information to be accurate, it is not independently verified by us. This information is subject to change. In addition, this Presentation does not purport to be all-inclusive or to contain all of the information that may be required to make a full analysis of the Company. Viewers of this Presentation should each make their own evaluation of the Company and of the relevance and adequacy of the information and should make their own such investigations as they deem necessary. In general, we believe there is less publicly available information concerning international social gaming industries than the same industries in the United States. Some data is also based on our good faith estimates, which are derived from our review of internal surveys or data, as well as the independent sources referenced above. Assumptions and estimates of our and our industry's future performance are necessarily subject to a high degree of uncertainty and risk due to a variety of factors. These and other factors could cause future performance to differ materially from our assumptions and estimates.

#### Non-GAAP Financial Measures

This Presentation includes key performance indicators and non-GAAP financial metrics that we use to help us evaluate our business, identify trends affecting our business, formulate business plans, and make strategic decisions. Adjusted EBITDA and Adjusted EBITDA margin are financial measures that are calculated and presented on the basis of methodologies other than in accordance with generally accepted accounting principles in the United States of America ("GAAP"). Definitions for such non-GAAP measures can be found in the Appendix to this Presentation. Any non-GAAP financial measures used in this Presentation are in addition to, and not meant to be considered superior to, or a substitute for, the Company's financial statements prepared in accordance with GAAP, which are included in our most recent Annual Report on Form 20-F and other documents we file with or furnish to the SEC. A reconciliation of each of these non-GAAP measures to their nearest GAAP measure is set forth in the Appendix to this Presentation.

The Company believes these non-GAAP measures of financial results provide useful information to management and investors regarding certain financial and business trends relating to our financial condition and results of operations. The Company's management uses these non-GAAP measures to compare our performance to that of prior periods for trend analyses and for budgeting and planning purposes. These measures are used in monthly financial reports prepared for management and our board of directors. We believe that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating ongoing operating results and trends in and in comparing our financial measures with other similar companies, many of which present similar non-GAAP financial measures to investors. Management does not consider these non-GAAP measures in isolation or as an alternative to financial measures determined in accordance with GAAP. The principal limitation of these non-GAAP financial measures is that they exclude significant expenses and income that are required by GAAP to be recorded in our financial statements. In addition, they are subject to inherent limitations as they reflect the exercise of judgments by management about which expense and income are excluded or included in determining these non-GAAP financial measures. Undue reliance should not be placed on these measures as the Company's only measures of operating performance, nor should such measures be considered in isolation from, or as a substitute for, financial information presented in compliance with GAAP. Non-GAAP financial measures as used in respect of the Company may not be comparable to similarly titled amounts used by other companies.

Additional information with respect to DDI is contained in documents filed with or furnished to the SEC and are available at the SEC's website, <http://www.sec.gov>, and on DDI's website, [www.doubledowninteractive.com](http://www.doubledowninteractive.com).



## OUR MISSION

Become one of **the world's leading global gaming companies** by delivering differentiated content and playing experiences to our players



# Leading mobile gaming developer

## Leading content portfolio

**Top 3**

social casino game for the past four consecutive years<sup>1</sup>

**300+**

casino game titles



**All-in-one app**



DoubleDown Fort Knox



## High-value user base

**2.5mm**

MAU (1H21)

**1.1mm**

DAU (1H21)

**89%**

2020 revenue generated by 2010-2019 cohorts



DoubleDown Classic



Developing new apps

## Superior monetization capabilities

**\$0.99**

ARPDau (1H21)

**+25%**

ARPDau YoY growth (1H21)

**5.8%**

Payer conversion (1H21)

## Attractive financial profile

**\$373mm**

Revenue (LTM)

**\$123mm**

EBITDA (LTM)

**33%**

EBITDA margin (LTM)

Source: Company information, Eilers&Krejcik, AppAnnie  
Note: <sup>1</sup> Ranking refers to DoubleDown Casino; Ranking based on yearly revenue



## INVESTMENT HIGHLIGHTS

- 01 Addressing **large and growing market opportunity**
- 02 **Industry pioneer** with roots in the attractive social casino genre
- 03 Deep and exclusive library of **proven content**
- 04 Strategic **all-in-one approach** to managing content portfolio
- 05 Comprehensive player lifecycle engagement via strong **data-driven capabilities**
- 06 **Robust technology platform** built to scale
- 07 Numerous **untapped growth opportunities**



# 01 Attractive and growing market opportunity

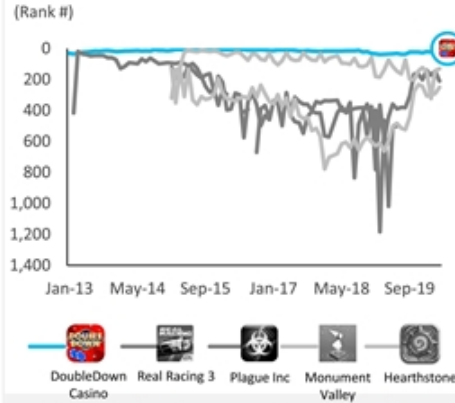
## Massive Market Opportunity

### Gaming Market Size Breakdown



## Evergreen Nature

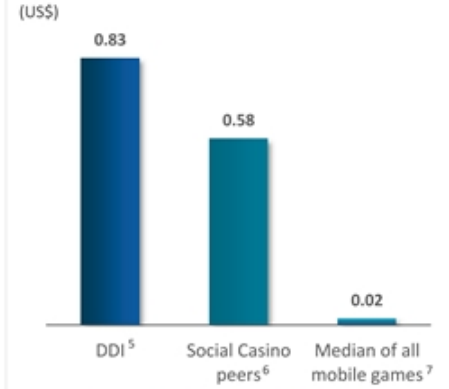
### Top Grossing Game Ranking 2013 – 2020<sup>4</sup> (All Platforms)



- > After nearly **10 years** since first release, **DoubleDown Casino** continues to rank among the **top 30 in the Apple and Google game categories**
- > While the rankings of games from other genres fluctuate widely, DoubleDown Casino has ranked **#10 – 30** consistently

## Better Monetization

### ARPPU comparison



- > **Higher monetization than other mobile gaming genres**
- > Supported by **attractive loyal player base**

Source: eMarketer, App Annie, Pocket Gamer, Sensor Tower, Cowen & Company, IDC Worldwide Mobile and Handheld Gaming Forecast, Eilers & Krejci, Think Gaming  
 Note: <sup>1</sup> IDC Worldwide Mobile and Handheld Gaming Forecast, 2021-2025. Total projected worldwide market by 2025 for mobile game-related revenue; <sup>2</sup> Eilers & Krejci. Total projected global market in 2020 for social casino mobile games and other casual mobile games such as puzzles, cards, and match three games; <sup>3</sup> Eilers & Krejci. Total projected market in 2020 for social casino mobile games; <sup>4</sup> ThinkGaming; <sup>5</sup> As of CY2020; <sup>6</sup> Average of three primary social casino peers during CY2020 based upon data from Eilers & Krejci; <sup>7</sup> Median of all mobile games during 2Q19 according to Game Analytics

## 02 DDI is an industry pioneer



# 03 Deep content library: the lifeblood of the business

Access to over 2,000 slot titles through our partnerships with IGT and DUG, and growing proprietary catalogue of internally developed original slot titles

Successful, authentic land-based casino content from IGT

 **IGT** 2,000+ slot titles



Proven online social casino content developed by DUG

 **DOUBLEU GAMES** 300+ slot titles



Proprietary IP developed by DDI's in-house game development team

 **DOUBLE DOWN INTERACTIVE** 30+ slot titles



# 04 Strategic "All-in-one" approach

Authentic

Casual



# 04 Benefits of all-in-one approach

## Virtuous Cycle of Engagement



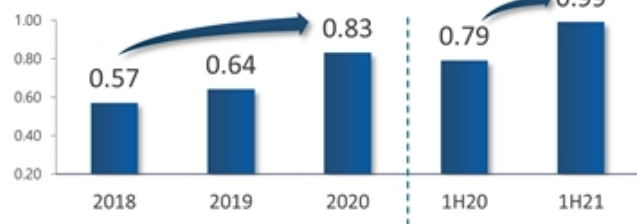
Tailored content improves user engagement

## Best-in-class User Acquisition & Monetization

Payback period (days)



ARPPU (US\$)



Rich player insights leading to further monetization opportunities

# 05 Lifecycle engagement through data-driven capabilities

## Feature development



*Tested an enhanced jackpot feature that motivated higher wager levels and related purchases in testing, subsequently became Jackpot Happy Hour*

- Pre-launch: Beta testing & targeted launches
- Post-launch: Optimize features using an iterative process

## Content strategy



*Positive trend in performance of initial content launches of original social casino led to expanded scope of content beyond authentic slot titles*

- High velocity of new content (new launch every ~1.5 weeks)
- Timely update matching user preferences

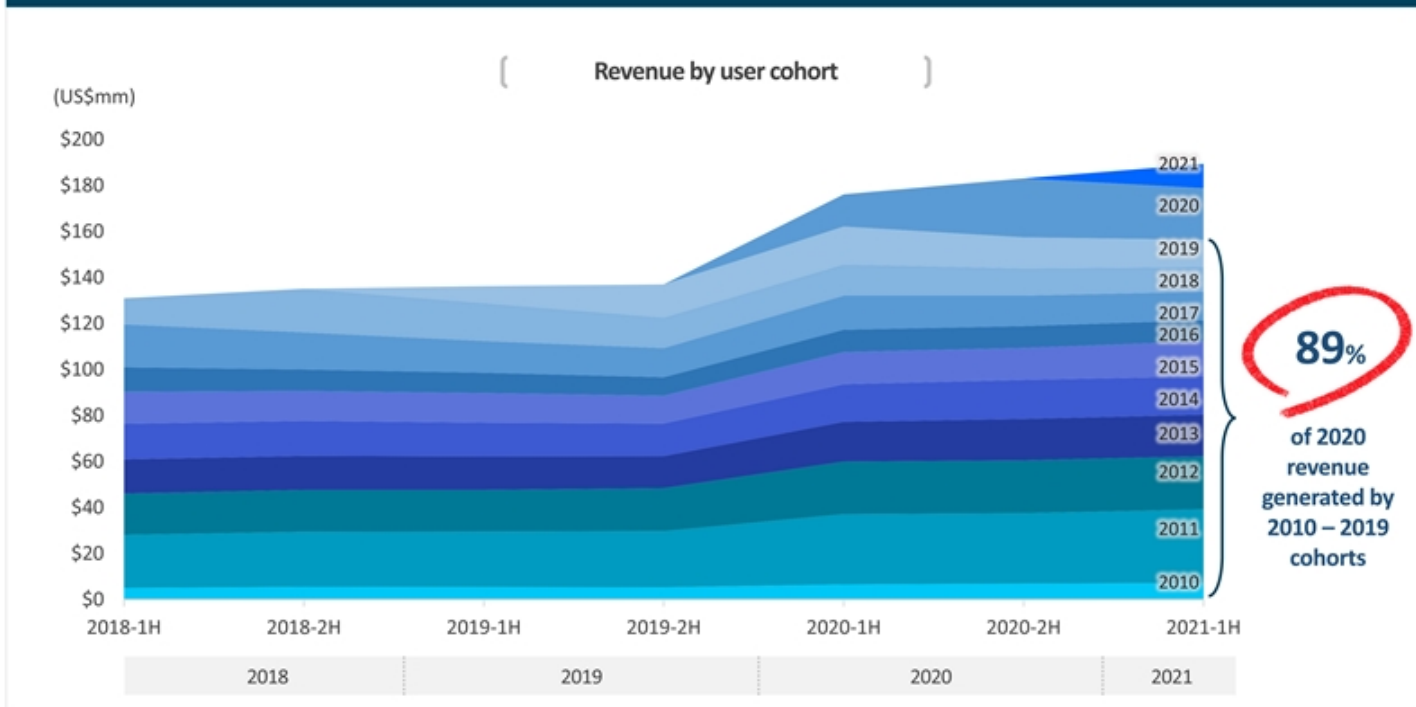
## Live game operations



*Deliver optimized purchase offers to first-time payers based on initial playing behavior of each new player cohort*

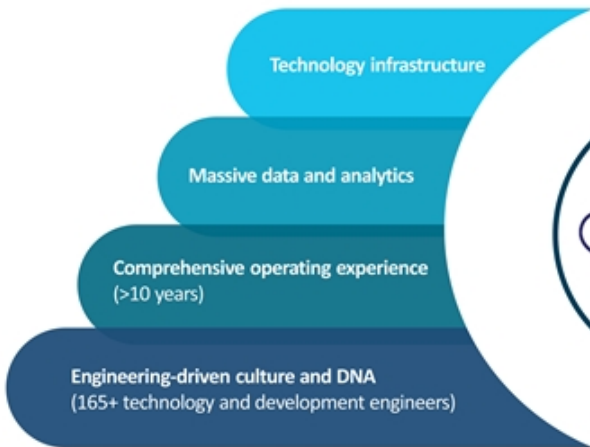
- Real-time analysis
- Tailor in-game experience
- Offering personalized engagement / monetization program

Our Stable and Predictable Revenue Driven by Our Ability to Retain and Monetize Players Over Time



Source: Company information

# 06 Robust technology platform built to scale



**Real-time data analysis** provides continuous visibility allowing for immediate modifications to optimize user acquisition and gameplay

**Shared code base** and **proprietary porting capabilities** supports high speed to market for new content and features

**High capacity servers** minimize loading time and service outage risks to deliver best gaming experience

**Centralized, cloud-based platform** supports scalability of games on a global level

Source: Company information

DOUBLEDOWN INTERACTIVE – INVESTOR PRESENTATION

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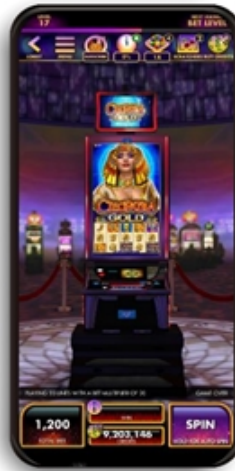
# 06 Our platform drives innovation

## First-of-its kind features

3D game viewing feature      Portrait and landscape mode      Subscription revenue model

## New meta features

DDC's bingo challenge      Progress boosters



[ 3D game viewing ]



[ DDC bingo challenge ]



[ Portrait/landscape mode ]

# 07 Growth Strategy



# 07 Growth Strategy (cont'd)

IPO presents a unique opportunity to unlock growth

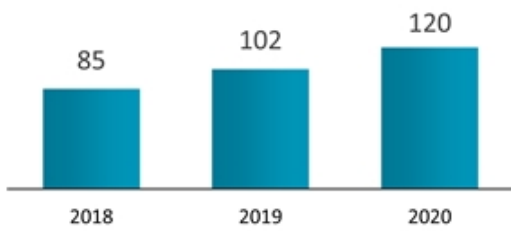
Terminate Shareholder Agreement

Enhance M&A flexibility

Replicate DDI's Post-Merger Integration Success

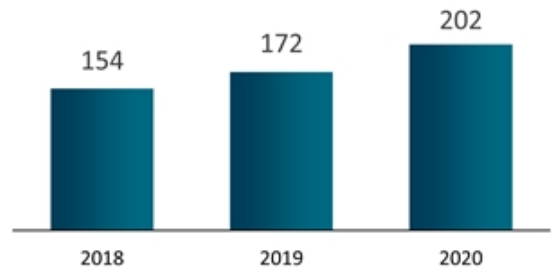
## DDI A.EBITDA

(US\$mm)



## DUG Consolidated A.EBITDA

(US\$mm)



Source: Company information

DOUBLEDOWN INTERACTIVE – INVESTOR PRESENTATION

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## FINANCIAL HIGHLIGHTS



01

Steady growth at scale

02

Best-in-class engagement and monetization

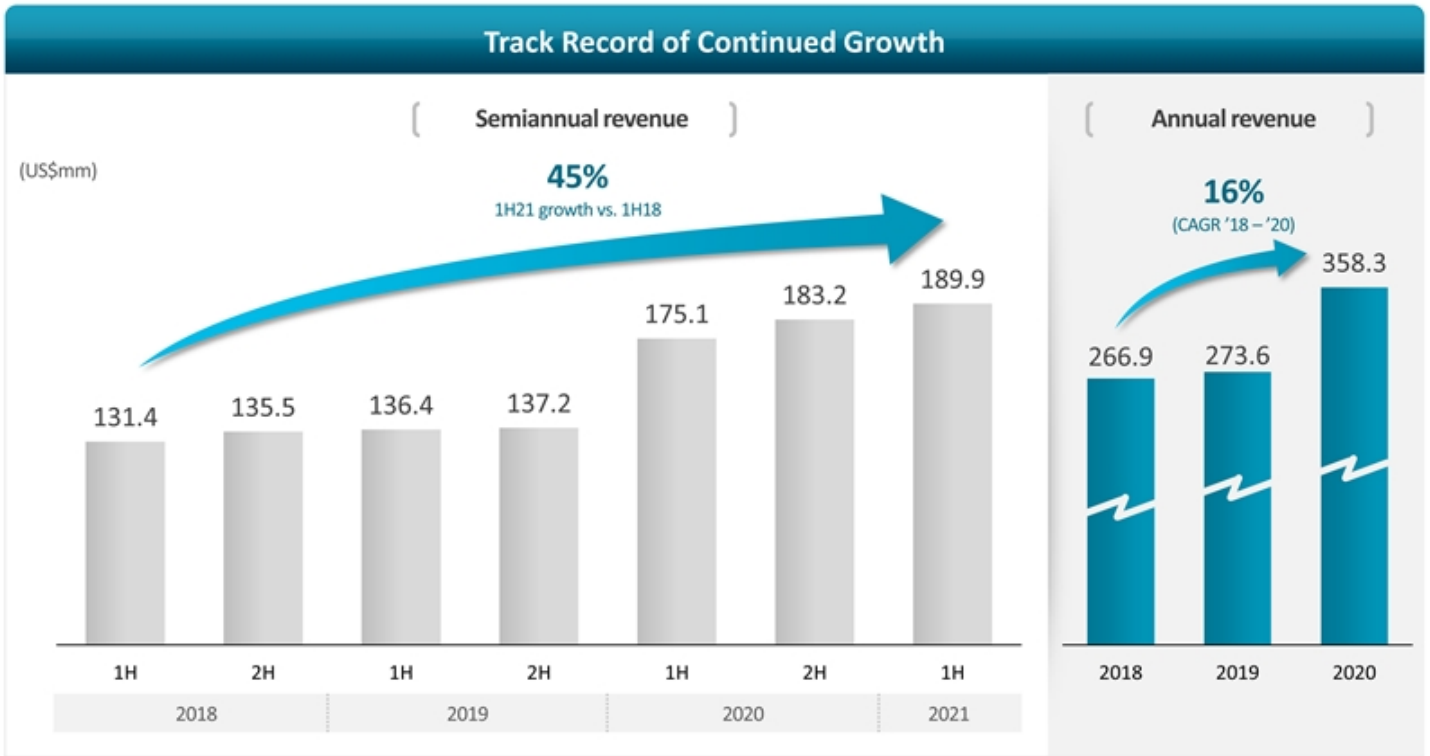
03

Efficient cost structure led by disciplined approach to UA and R&D

04

Track record of strong profitability

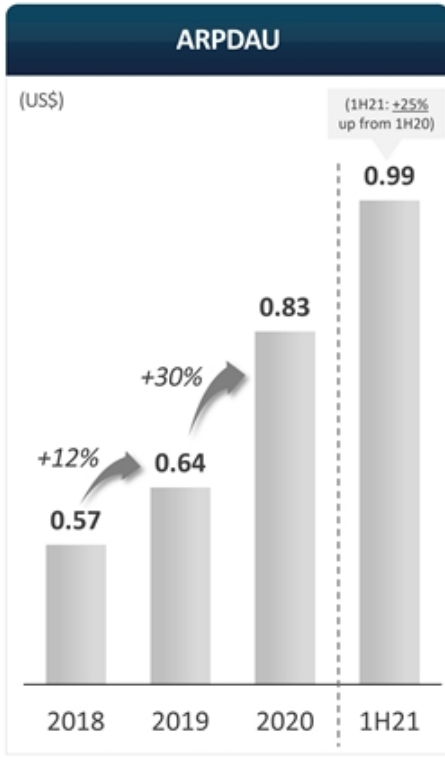
# Steady growth at scale



Source: Company information

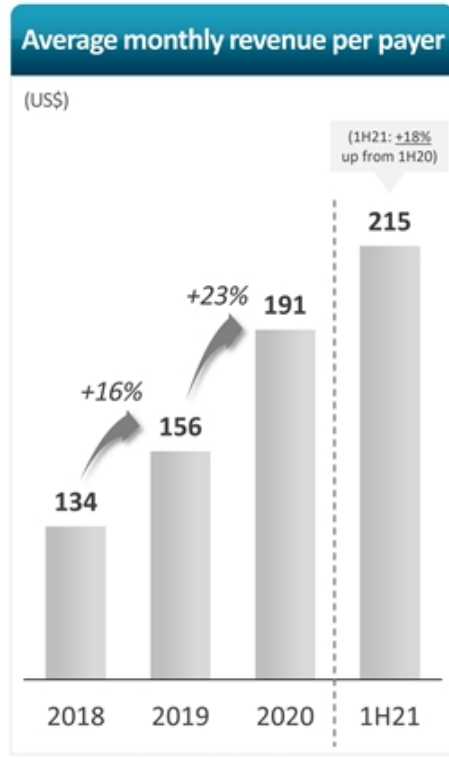
DOUBLEDOWN INTERACTIVE – INVESTOR PRESENTATION

# Best-in-class engagement and monetization



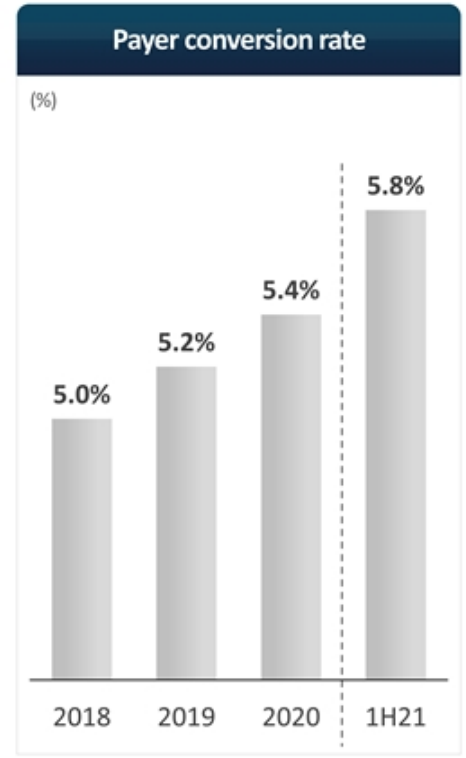
Average DAU ('000s)

1,296	1,178	1,183	1,057
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Average MPU ('000s)

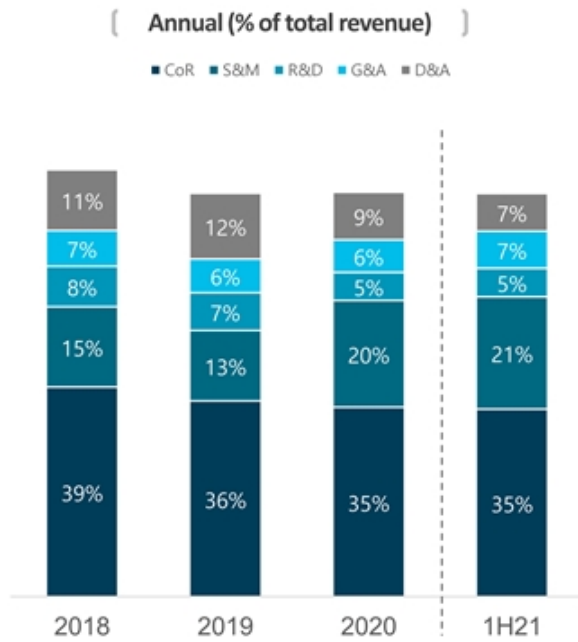
167	146	156	147
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Source: Company information  
DOUBLEDOWN INTERACTIVE – INVESTOR PRESENTATION

# Disciplined approach to investment

## Operating expenses breakdown



## Commentary

### Cost of Revenue

- Royalty % has decreased over the period as DDI renegotiated new terms with IGT and also ramps up on its original content
- Platform fee remains stable at 30%
- Other fixed costs such as data center and customer service costs remain stable at below 2% in total

### Sales & Marketing

- DDI has been conservative in its marketing spend, allocating approximately 20%
- Payback period has been decreasing steadily through 2018 and was approximately 162 days in 2020, demonstrating DDI's efficiency in marketing

### Others

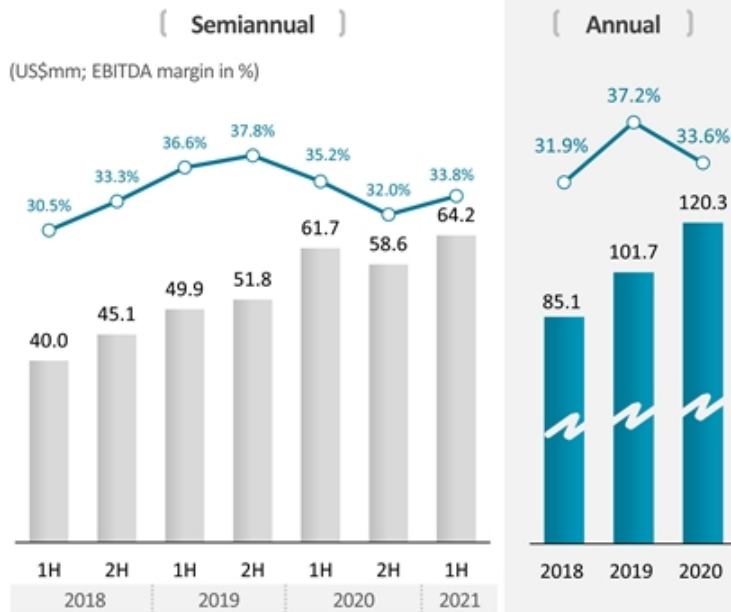
- R&D and G&A remain stable (1H21 G&A includes a loss contingency of \$3.5 million)
- D&A decreased primarily resulting from the completed amortization of certain identifiable intangible assets

Source: Company information

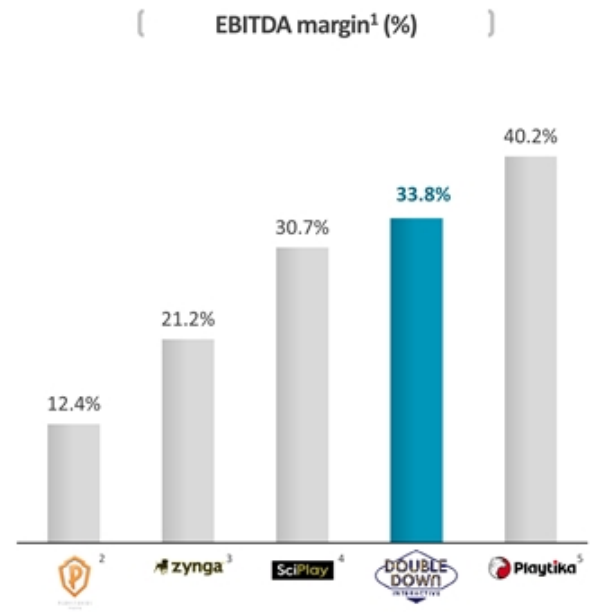
DOUBLEDOWN INTERACTIVE – INVESTOR PRESENTATION

# Track record of strong profitability

## Adjusted EBITDA & margin



## Profitability comparison with peers



Source: CapIQ, Company information, Company filing, Company IR material

Note: <sup>1</sup> Six months ended June 30, 2021 adjusted EBITDA margin shown; <sup>2</sup> Playstudios adjusted stock-based compensation expense, COVID donations and restructuring expenses in its adjusted EBITDA calculation; <sup>3</sup> Zynga adjusted acquisition-related transaction expense, stock-based compensation expense and contingent consideration fair value adjustments in its adjusted EBITDA calculation; <sup>4</sup> SciPlay adjusted restructuring expense and stock-based compensation expense in its adjusted EBITDA calculation; <sup>5</sup> Playtika adjusted stock-based compensation, acquisition and related expenses, long-term cash compensation expense, M&A related retention payments, and other one-items in its adjusted EBITDA calculation



## DoubleDown Interactive Launches Undead World: Hero Survival

SEATTLE, WASHINGTON – September 14, 2021 — DoubleDown Interactive (NASDAQ: DDI), a leading developer of social casino games, is proud to announce the launch of Undead World: Hero Survival, a zombie apocalypse RPG that uses a mixture of idle gameplay and character collecting and upgrading. This launch marks a strategic departure for the company, which has previously focused on the casino genre.

“We’re excited to be expanding DoubleDown’s repertoire, developing mobile games in new genres,” said In Keuk Kim, CEO of DoubleDown. “With idle and RPG gaming, we’ve put together a blend of action-based gameplay with unique and memorable characters. We hope to bring the quality our DoubleDown fans have enjoyed for years to a new audience, and it has been encouraging to see the reception the soft launch of Undead World has received so far.”

In Undead World: Hero Survival, players will collect heroes, level them up, and battle zombies to advance through the main story campaign. Their idle rewards will fill up throughout the day, encouraging players to come back and collect. Players will be able to play with friends and join guilds for more rewards and gameplay benefits. Undead World: Hero Survival offers a variety of game modes, including gauntlet and PvP.

Undead World: Hero Survival is expected to launch worldwide in late September and will be available on iOS and Android devices.

Players can pre-register on Google Play: <https://bit.ly/3tvIBna>

Players can sign up to be notified via email when the game is available on iOS: <https://bit.ly/3ni9adv>

For more information, please visit <http://undeadworld-herosurvival.com/>

Follow the latest activity on Undead World: Hero Survival's social media pages:

Twitter: [https://twitter.com/undeadworld\\_hs](https://twitter.com/undeadworld_hs)

Facebook: <https://www.facebook.com/undeadworldherosurvival>

YouTube: [https://www.youtube.com/channel/UCAmMhK1HhMhSuBDrVM6\\_4ZA/featured](https://www.youtube.com/channel/UCAmMhK1HhMhSuBDrVM6_4ZA/featured)

### **About DoubleDown Interactive**

DoubleDown Interactive, Co. Ltd. is a leading developer and publisher of digital games on mobile and webbased platforms. We are the creators of multi-format interactive entertainment experiences for casual players, bringing authentic Vegas entertainment to players around the world through an online social casino experience. Our flagship title, DoubleDown Casino, has been a fan-favorite game on leading social and mobile platforms for years, entertaining millions of players worldwide with a lineup of classic and modern games.

### *Safe Harbor Statement*

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#### **Company Contact:**

Joe Sigrist  
ir@doubledown.com +1  
(206) 408-7545  
Chief Financial Officer  
<https://www.doubledowninteractive.com>

#### **Investor Relations Contact:**

Cody Slach or Jeff Grampp, CFA  
Gateway Group  
1-949-574-3860  
DDI@gatewayir.com

**DoubleDown Interactive's *Undead World: Hero Survival* Launches Worldwide**

SEATTLE, WASHINGTON – September 28, 2021 — DoubleDown Interactive (NASDAQ: DDI), a leading developer and publisher of digital social casino games, announced the worldwide launch of its first-ever RPG, *Undead World: Hero Survival*, a zombie apocalypse game that features hero-collecting and idle gameplay. The game launched on September 27, 2021 and marks a departure from the social casino genre for the company.

"It has been great to see the reception *Undead World: Hero Survival* has received so far in its initial, limited release," said In Keuk Kim, CEO of DoubleDown. "We are excited to open the game to the larger audience. Even as we celebrate the milestone of worldwide release, we are enjoying the work of developing new content for future updates."

Concurrent with the worldwide release, DoubleDown Interactive released a major content update, introducing three brand-new heroes, a new mini-game, and the ability to ascend heroes to higher ranks. Regular updates will follow, adding new heroes to collect, new areas to explore, and more stages to advance the campaign and deepen the story of *Undead World: Hero Survival*.

*Undead World: Hero Survival* is now available on Android and iOS devices.

Players can download the game on Google Play at: <https://bit.ly/3tvIBna>

Players can download the game on the iOS App Store at: <https://apple.co/3u1qYer>

For more information, please visit <http://undeadworld-herosurvival.com/>

Follow the latest activity on *Undead World: Hero Survival's* social media pages:

Twitter: [https://twitter.com/undeadworld\\_hs](https://twitter.com/undeadworld_hs)

Facebook: <https://www.facebook.com/undeadworldherosurvival>

YouTube: [https://www.youtube.com/channel/UCAmMhK1HhMhSuBDrVM6\\_4ZA/featured](https://www.youtube.com/channel/UCAmMhK1HhMhSuBDrVM6_4ZA/featured)

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**Safe Harbor Statement**

Certain statements contained in this press release are "forward-looking statements" about future events and expectations for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on our beliefs, assumptions, and

expectations of industry trends, our future financial and operating performance, and our growth plans, taking into account the information currently available to us. These statements are not statements of historical fact. We have based these forward-looking statements on our current expectations and assumptions about future events. While our management considers these expectations and assumptions to be reasonable, they are inherently subject to significant business, economic, competitive, regulatory and other risks, contingencies and uncertainties, most of which are difficult to predict and many of which are beyond our control. Therefore, you should not place undue reliance on such statements. Words such as “anticipates,” “believes,” “continues,” “estimates,” “expects,” “goal,” “objectives,” “intends,” “may,” “opportunity,” “plans,” “potential,” “near-term,” “long-term,” “projections,” “assumptions,” “projects,” “guidance,” “forecasts,” “outlook,” “target,” “trends,” “should,” “could,” “would,” “will,” and similar expressions are intended to identify such forward-looking statements. We qualify any forward-looking statements entirely by these cautionary factors. We assume no obligation to update or revise any forward-looking statements for any reason or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

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