

Interim Report

Q1 2021

 **NORTH MEDIA**_{A/S}

Gladsaxe Møllevvej 28, 2860 Søborg
CVR-no. 66 59 01 19



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The Interim Report Q1-2021 has been prepared in Danish and English. The Danish text shall be the governing text for all purposes and in case of any discrepancy the Danish wording shall be applicable.





Q1 2021

Highlights

Group financial highlights for Q1 2021

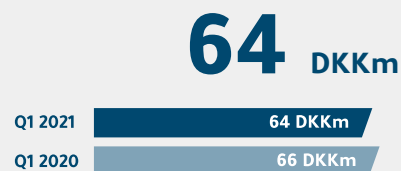
Revenue

Consolidated revenue down by 6% year on year. The partial lockdown of society had a certain negative impact on FK Distribution (Last Mile) volumes.



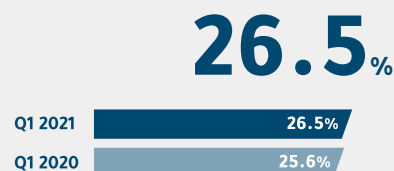
EBIT

Consolidated Q1 EBIT in line with last year's figure despite the slightly lower revenue. Cost cuts in Last Mile make up for slightly lower revenue.



EBIT margin

Consolidated EBIT margin of 26.5% in Q1 2021, against 25.6% in Q1 2020. Last Mile and Digital Services both report improved EBIT margins.



Better than expected

- Ofir (Digital Services) lifted revenue by 65% year on year.
- Bekey (Digital Services) signed a contract with a major property manager whose portfolio covers some 1,700 stairwells.



As expected

- FK Distribution (Last Mile) expanded the contract with Deutsche Post and will be packing individualised leaflet bundles for 500,000 households starting from 1 July 2021.
- The partial lockdown of society had a negative impact on FK Distribution's (Last Mile) volumes in January and February. Volumes normalised in March. Cost cuts reduced the impact on EBIT of the drop in volumes.
- BoligPortal (Digital Services) continues to develop new SaaS products and new data solutions for landlords.
- New platform launched by BoligPortal (Digital Services) has a negative impact on revenue growth in the first and second quarters.
- Bekey (Digital Services) follows the plan for entering into agreements with new customers on the Bekey stairwells solution.



Not as expected

- Bekey (Digital Services) is still experiencing certain delays due to COVID-19, as the process of obtaining new permits to install Bekey SmartRelay in locked stairwells in Greater Copenhagen has become more difficult. The end-2021 target of 70% coverage is still expected to be met.

Segment structure changed effective from 1 January 2021 to consist of FK Distribution, BoligPortal, Ofir and Bekey.



Q1 performance – business areas

Last Mile

Q1 2021 (Q1 2020) (DKKm)

FK Distribution

- FK Distribution Q1 revenue down 7% year on year. The decline was mainly due to timing differences for volumes of leaflets, as marketing campaigns were re-scheduled from January/February to later in the year due to COVID-19.
- It was mainly small customers deciding to reschedule their campaigns to later in the year. Large retailers and retail chains have not changed their marketing activities.
- Prices of distributing leaflets follow general cost trends, rising by about 2.5% year on year in the Q1 2021 period.
- The collaboration with Deutsche Post was expanded into a three-year agreement. Starting from 1 July 2021, FK Distribution will be packing leaflets for some 500,000 households in Schleswig-Holstein. The expanded agreement does not affect the FY21 guidance or North Media's ambitions for 2022-23.
- In a decision of 28 April 2021, the Danish Competition Appeals Board upheld the Competition and Consumer Authority's decision of 30 June 2020 on the use of tying conditions for users of minetilbud.dk, see note 8.

Revenue

209

(225)

EBIT

62

(64)

EBIT margin

29.5%

(28.4%)

Digital Services

Q1 2021 (Q1 2020) (DKKm)

BoligPortal

- Tenant-driven revenue continues to grow, especially in Denmark.
- Launch of new freemium platform means that certain products are now available free of charge. The change will have a negative impact on revenue growth in the H1 2021 period.
- The EBIT margin at 27.9% in Q1 2021 was slightly lower than last year, due to the increased costs of developing and launching the new freemium platform.

Revenue

20.4

(19.2)

EBIT

5.7

(6.1)

Ofir

- Revenue was up by 65% year on year.
- Private-sector employers contributed most of the revenue improvement.
- Google Jobs launched in April. Ofir is Google's first and its largest jobs partner in Denmark.
- EBIT improved from a DKK 1.4m loss in Q1 2020 to a DKK 1.1m profit and an EBIT margin of 14.5% in Q1 2021.

Revenue

7.6

(4.6)

EBIT

1.1

(-1.4)

Bekey

- Bekey revenue was down year on year due to timing differences resulting from the implementation of three municipal customers in Q1 2020. In 2021, municipal customers will be implemented mainly in the second and third quarters.
- SmartRelay is now installed in 24,800 stairwells (equal to 55%) in the Greater Copenhagen area.
- Increased targeting of property managers and property developers.

Revenue

5.9

(7.8)

EBIT

-1.5

(-1.4)

Revenue

34

(32)

EBIT

5

(3)

EBIT margin

15.6%

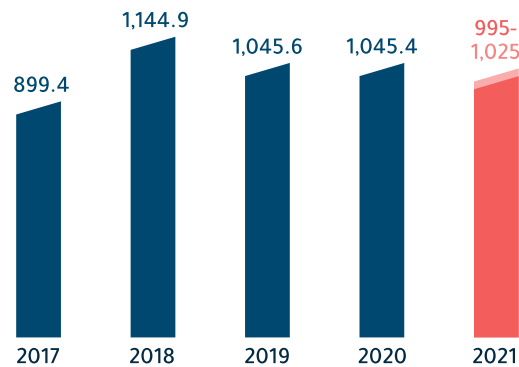
(10.4%)



Group guidance for 2021

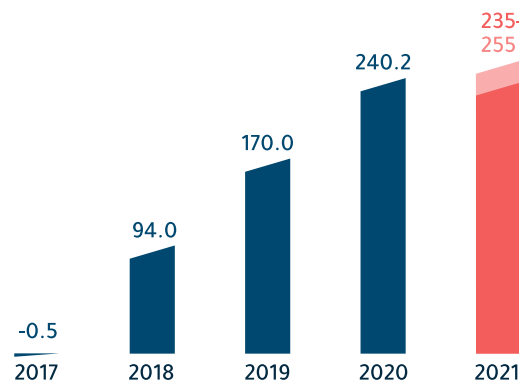
Full-year guidance for revenue and EBIT* narrowed within previously announced ranges. The guidance for Last Mile narrows; no change to Digital Services.

Group revenue (DKKm)



North Media Group now expects consolidated revenue in the range of DKK 995m-1,025m instead of DKK 985m-1,025m as previously announced. The updated guidance implies a 2%-5% drop in revenue year on year.

EBIT* (DKKm)



EBIT is now expected in the range of DKK 235m-255m instead of DKK 230m-255m as previously announced. Accordingly, EBIT for 2021 is expected to be in line with EBIT for 2020.

Due to the ongoing COVID-19 pandemic, the profit performance of the Group's companies remains subject to above-normal uncertainty.

Expected group financial highlights for 2021 (DKKm)

Revenue

995 to 1.025

Guidance provided on 10 February 2021

985-1.025

Actual 2020 revenue:

1.045

EBIT *

235 - 255

Guidance provided on 10 February 2021

230-255

Actual 2020 revenue:

240

*) North Media previously guided for EBIT before special items. Going forward, we will be guiding for EBIT after special items.



Guidance for business areas in 2021

Last Mile

FK Distribution

- FK Distribution maintains forecast of revenue to be slightly lower in 2021 than in 2020. The forecast is based on the continuing negative impact on volumes, as uncertainty remains regarding the development and consequences of the COVID-19 pandemic.
- Implementation of the expanded agreement on packing leaflets for Deutsche Post and exploring the potential for packing leaflets for up to two million households in Germany.
- Focus on product development by way of distributing new products, such as direct mail and magazines.

Guidance for 2021 (DKKm)

Interim Report Q1 2021 (narrowed)

Revenue:	850-870
EBIT:	215-230

Annual Report 2020

Revenue:	840-870
EBIT:	210-230

Actual 2020 (DKKm)

Revenue:	913,6
EBIT:	233,7

Digital Services

BoligPortal

- Weaker growth expected in the second quarter as revenue streams become more subscription-driven.
- EBIT margin to improve further.
- Launch of SaaS products to landlords, data products to property investors and service offerings to tenants.

Guidance for 2021 (DKKm)

Interim Report Q1 2021 (unchanged)

Revenue:	93-97
EBIT:	31-33

Annual Report 2020:

Revenue:	93-97
EBIT:	31-33

Actual 2020 (DKKm)

Revenue:	82,3
EBIT:	27,2

Ofir

- Double-digit revenue growth and EBIT margin to improve further.
- Ofir has strengthened its market position, most recently in collaboration with Google Jobs.
- Set-up of data team to further strengthen data and research capabilities involving job ads and job applicants.

Guidance for 2021 (DKKm)

Interim Report Q1 2021 (unchanged)

Revenue:	24-27
EBIT:	1-2

Annual Report 2020:

Revenue:	24-27
EBIT:	1-2

Actual 2020 (DKKm)

Revenue:	20,9
EBIT:	-1,9

Bekey

- The target rate of cover of SmartRelay in locked multi-storey buildings in Greater Copenhagen area remains at 70%.
- Focus on signing more agreements with distributors, property managers and property developers in order to increase growth in the Stairwells segment.
- Increase the number of municipalities that use Bekey's key solution in Denmark and Norway.

Guidance for 2021 (DKKm)

Interim Report Q1 2021 (unchanged)

Revenue:	28-31
EBIT:	-7 to -5

Annual Report 2020:

Revenue:	28-31
EBIT:	-7 to -5

Actual 2020 (DKKm)

Revenue:	28,6
EBIT:	-6,8

Revenue

EBIT

850-870 215-230

Revenue

EBIT

145-155 25-30



Group financial highlights

DKKm	Q1		full year
	2021	2020	2020
Income statement			
Revenue	242.7	256.7	1,045.4
Gross profit	148.8	154.3	619.8
EBITDA	71.3	72.8	270.4
Amortisation and depreciation	7.1	7.0	30.2
EBIT	64.2	65.8	240.2
Return on securities	0.9	-44.8	154.5
Financials, net	-0.8	-1.3	-5.5
Profit before tax	64.5	19.7	388.1
Tax for the period	11.7	4.4	85.1
Net profit, continuing operations	52.8	15.3	303.0
Net profit, continuing operations	0.0	-2.9	3.5
Net profit for the period	52.8	12.4	306.5
Comprehensive income	52.6	12.5	306.8
Net profit excluding return on securities	52.1	47.3	186.0
Balance sheet, end period			
Total assets	1,136.2	943.7	1,189.1
Shareholders' equity	848.2	655.1	879.0
Net interest-bearing cash position	521.1	320.2	579.0
Properties	246.4	255.0	248.2
Mortgage Debt	-121.7	-126.2	-122.8
Capital resources	676.2	471.4	738.9
Net working capital (NWC)	-29.0	-39.2	-58.4
Invested capital	327.1	334.9	300.0
Investments in property, plant and equipment	4.5	3.3	16.4
Free cash flow	37.6	67.4	291.3

DKKm	Q1		full year
	2021	2020	2020
Cash flow statement			
Cash flows from operating activities	27.0	63.3	218.6
Cash flows from investing activities	0.6	-1.3	-47.2
Cash flows from financing activities	-85.8	-31.3	-110.4
Total cash flows, continuing activities	-58.2	30.7	61.0
Total cash flows, discontinued activities	0.0	2.7	7.8
Other information			
Average number of employees	405	441	445
Number of shares end of period, in thousand in denominations of DKK5	20,055	20,055	20,055
Treasury shares	1,909	2,100	2,100
Share price end of period, DKK	106.0	38.0	79.8
Ratios			
Gross margin	61.3%	60.1%	59.3%
EBIT margin	26.5%	25.6%	23.0%
Equity ratio	74.7%	69.4%	73.9%
Return on equity (ROE) 1)	24.5%	7.5%	39.5%
Return on capital employed (ROIC) 1)	81.9%	78.4%	75.5%
Earnings per share (EPS)	2.9	0.7	16.9
Diluted earnings per share (EPS-D)	2.9	0.7	16.7
Earnings per share excluding return on securities (EPS-adj)	2.9	2.6	10.3
Price/Earnings (P/E) 1)	9.1	13.6	4.7
Price/Book Value (P/BV)	2.5	1.2	1.8
Cash flow per share (CFPS)	1.5	3.5	12.1

Reference is made to Note 3 in the Annual Report 2020 for Ratio definitions.

1) Profit for the period annualised



Selected balance sheet items and capital resources

Net profit for the period

Net profit for the Q1 2021 period was DKK 52.8m (Q1 2020: DKK 12.4m). The improvement was driven by an improved return on securities compared to the DKK 44.8m loss incurred in Q1 2020.

Earnings per share (diluted) for Q1 2021 was DKK 2.9 (Q1 2020: DKK 0.7).

Earnings per share (exclusive of the return on securities) for Q1 2021 was 2.9 (Q1 2020: DKK 2.6).

Dividend of DKK 5 per share paid

At the end of March 2021, North Media paid a dividend of DKK 5 per share to the shareholders.

Capital resources remaining strong after dividend payout

The Group had capital resources of DKK 676m at 31 March 2021, consisting of DKK 95m in cash and DKK 581m in securities. At 31 December 2020, capital resources amounted to DKK 739m.

Capital resources have been reduced by DKK 63m since the start of the year, following the

payout of DKK 91m in dividends (of which dividend tax of DKK 7m fell due in April) and employee income taxes of almost DKK 20m, the settlement of which had been deferred to 2021 due to COVID-19-related deadline extensions.

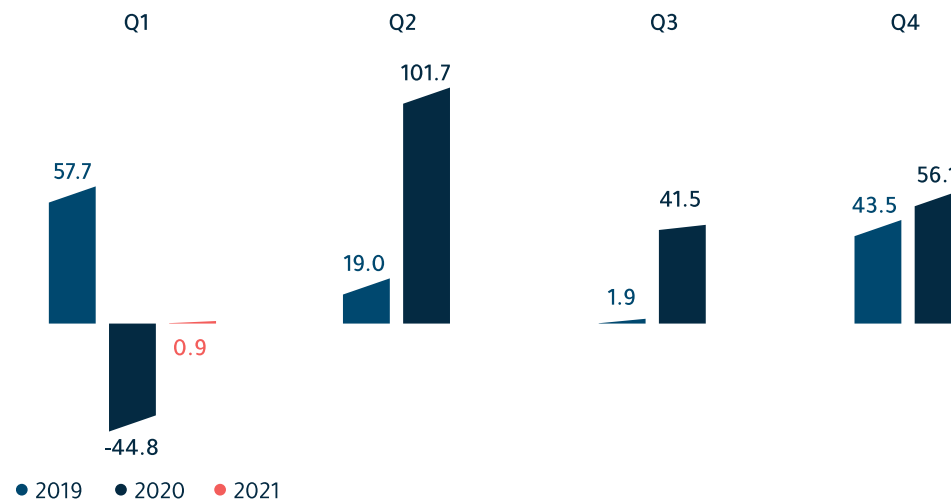
Value of securities portfolio unchanged

The Q1 2021 return on the Group's securities was a DKK 0.9m (0.2%) gain, compared with a loss of DKK 44.8m or 11.2% in Q1 2020.

The risk on the portfolio at 31 March 2021 was calculated at 21.9%. Risk is calculated as the annualised standard deviation measured over the past 90 days of trading. Value at Risk, which reflects the maximum loss over a three-month period at a 95% probability amounted to DKK 105.9m.

The value of the portfolio of shares at 30 April 2021 was DKK 606.5m, and the return for April was a 25.6m gain.

Quarterly return on securities (DKK m)



Securities portfolio market value

(DKK m)

	30.04.2021	31.03.2021	31.12.2020
Amazon	84.6	78.1	78.5
DSV	69.0	62.2	51.0
Genmab	57.0	52.4	61.8
Ørsted	45.1	51.2	62.2
SimCorp	49.1	47.1	54.3
Teradyne	46.0	46.3	43.6
MasterCard	44.2	42.7	40.8
Sea	46.4	42.5	36.2
Microsoft	38.7	37.4	33.7
Paypal	32.2	30.8	-
MercadoLibre	28.9	28.0	30.4
Novo Nordisk	27.2	25.8	25.6
Fundamental Invest ABC	13.7	13.2	12.3
Fundamental Invest ABD	13.4	13.0	12.4
NVIDIA Corp	11.0	10.2	9.5
Visa	-	-	33.1
Total	606.5	580.9	585.4



The Group's properties

The Group owns a number of properties, including mainly the headquarter properties in Søborg, Taastrup and Tilst. The properties are recognised at a carrying value of DKK 246.4m and have been mortgaged against long-term, fixed-rate loans at a total of DKK 121.7m.

The Group's business areas pay rent on market terms for the use of the properties. The Group's operating profit on the property portfolio is recognised in the item "unallocated income and expenses". The item also includes group-related functions not charged to operating companies, such as board members' fees, IR-related costs and certain shared group functions.

Equity and the portfolio of treasury shares

Equity amounted to DKK 848.2m at 31 March 2021, which was DKK 30.8m less than at 31 December 2020. The decline was mainly due to the payment of dividend, much of which amount was offset by the profit for the period after tax of DKK 52.8m and, to a lesser extent, by the sale of treasury shares for a total of DKK 7.0m related to options exercised under the Group's share option scheme.

The Group held 1,909k treasury shares at 31 March 2021, equal to 9.52% of the share capital of North Media A/S.

Positive share price performance

The price of North Media shares appreciated from DKK 79.8 per share at 31 December 2020 to DKK 106.0 per share at 31 March 2021, corresponding to a gain of 33%. By comparison, the OMX Copenhagen Small Cap index was up by 11% during the period.

Purpose of capital resources

- To maintain sufficient financial strength to exploit market opportunities and meet strategic objectives
- To have the financial strength to carry out business acquisitions; of businesses holding a potential for positive synergies and scalability and matching our existing businesses
- To have the financial strength to pay stable, attractive dividends and make occasional share buy-backs
- To have the financial strength to withstand society lockdowns and other significant changes in society during periods of COVID-19 pandemics, or the like

Security investments

- Liquid listed shares and investment associations
- Industries offering growth potential, also on 5Y-10Y horizon
- Focused portfolio of from eight to twenty stocks
- Long-term investment focus
- Value-protecting investments



Group quarterly highlights

The figures have been restated to reflect the new segments

DKKm	Q1		Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
	2021	2020	2021	2020				2019			
Revenue											
Last Mile											
FK Distribution	208.8	225.1	208.8	239.0	228.1	221.4	225.1	261.9	215.8	240.4	216.8
<i>Index cp. same period last year</i>	92.8	103.8	92.8	91.3	105.7	92.1	103.8	103.2	101.5	102.6	97.1
Digital Services											
BoligPortal	20.4	19.2	20.4	20.0	21.6	21.5	19.2	17.0	18.8	17.3	16.3
<i>Index cp. same period last year</i>	106.3	117.8	106.3	117.6	114.9	124.3	117.8	109.0	108.7	108.1	112.4
Ofir	7.6	4.6	7.6	6.6	5.2	4.5	4.6	4.2	3.8	4.3	4.5
<i>Index cp. same period last year</i>	165.2	102.2	165.2	157.1	136.8	104.7	102.2	105.0	95.0	95.6	102.3
Bekey	5.9	7.8	5.9	8.9	5.7	6.2	7.8	8.3	5.0	4.6	6.6
<i>Index cp. same period last year</i>	75.6	118.2	75.6	107.2	114.0	134.8	118.2	159.6	61.0	93.9	122.2
Digital Services, total	33.9	31.6	33.9	35.5	32.5	32.2	31.6	29.5	27.6	26.2	27.4
<i>Index cp. same period last year</i>	107.3	115.3	107.3	120.3	117.8	122.9	115.3	119.0	93.6	103.1	112.8
Revenue, total	242.7	256.7	242.7	274.5	260.6	253.6	256.7	291.4	243.4	266.6	244.2
<i>Index cp. same period last year</i>	94.5	105.1	94.5	94.2	107.1	95.1	105.1	104.6	100.5	102.7	98.7
EBIT											
Last Mile											
FK Distribution	61.5	64.0	61.5	56.8	59.0	53.9	64.0	65.2	33.6	43.8	29.8
<i>EBIT margin</i>	29.5%	28.4%	29.5%	23.8%	25.9%	24.3%	28.4%	24.9%	15.6%	18.2%	13.7%
Digital Services, i alt											
BoligPortal	5.7	6.1	5.7	6.0	7.1	8.0	6.1	4.0	5.0	3.7	3.2
<i>EBIT margin</i>	27.9%	31.8%	27.9%	30.0%	32.9%	37.2%	31.8%	23.5%	26.6%	21.4%	19.6%
Ofir	1.1	-1.4	1.1	0.5	-0.5	-0.6	-1.4	-1.8	-1.8	-1.8	-1.5
<i>EBIT margin</i>	14.5%	-30.4%	14.5%	7.6%	-9.6%	-13.3%	-30.4%	-42.9%	-47.4%	-41.9%	-33.3%
Bekey	-1.5	-1.4	-1.5	-1.5	-2.0	-1.9	-1.4	-2.3	-2.7	-3.6	-1.8
<i>EBIT margin</i>	-25.4%	-17.9%	-25.4%	-16.9%	-35.1%	-30.6%	-17.9%	-27.7%	-54.0%	-78.3%	-27.3%
Digital Services, total	5.3	3.3	5.3	5.0	4.6	5.5	3.3	-0.1	0.5	-1.7	-0.1
<i>EBIT margin</i>	15.6%	10.4%	15.6%	14.1%	14.2%	17.1%	10.4%	-0.3%	1.8%	-6.5%	-0.4%
Unallocated income/cost	-2.6	-1.5	-2.6	-3.9	-3.2	-3.3	-1.5	-0.6	-1.4	-1.5	-1.6
EBIT	64.2	65.8	64.2	57.9	60.4	56.1	65.8	64.5	32.7	40.6	28.1
<i>EBIT margin</i>	26.5%	25.6%	26.5%	21.1%	23.2%	22.1%	25.6%	22.1%	13.4%	15.2%	11.5%



Management's statement

The Board of Directors and the Executive Board have today considered and approved the Consolidated Interim Report of North Media A/S for the period 1 January to 31 March 2021.

The Consolidated Interim Report, which has not been audited or reviewed by the auditors of the Company, has been prepared in accordance with IAS 34 'Interim Financial Reporting' as adopted by the EU and Danish disclosure requirements for interim reports of listed companies.

In our opinion, the Consolidated Interim Financial Statement gives a true and fair view of the Group's assets, liabilities and financial position at 31 March 2021 and of the results of the group's operations and cash flows for the period 1 January - 31 March 2021.

In our opinion, the management commentary includes a true and fair account of developments in the operations and financial circumstances of the Group, of the results for the period and of the financial position. Other than as described in the management commentary of this Interim Report, there have been no significant changes to the Group's risks and elements of uncertainty compared to the description provided in the 2020 Annual Report.

Søborg 5 May 2021

Executive Board

Kåre Stausø Wigh
Group Executive Director & CFO

Lasse Ingemann Brodt
CEO, Forbruger-Kontakt A/S

Henrik Løvig Jensen
CEO, North Media Online A/S

Jannik Bray Christensen
CEO, Bekey A/S

Lasse Brunnenberger Wulff Hansen
Group Director, Business Development

Board of Directors

Ole Elverdam Borch
Chairman

Richard Gustav Bunck
Vice-Chairman

Ulrik Holsted-Sandgreen

Mads Dahl Møberg Andersen

Thomas Weikop

Ulrik Falkner Thagesen

Ann-Sofie Østberg Bjergby



Consolidated statement of comprehensive income

DKKm	Q1		full year
	2021	2020	2020
Revenue	242.7	256.7	1,045.4
Direct costs	52.6	58.9	245.4
Direct staff costs	41.3	43.5	180.2
Gross profit	148.8	154.3	619.8
Staff costs	52.4	55.1	225.8
Other costs	26.4	29.9	131.7
Amortisation and depreciation	7.1	7.0	30.2
Other operating income	1.3	3.5	8.1
Operating profit (EBIT)	64.2	65.8	240.2
Share of profit/loss in associates	0.2	0.0	-1.1
Return on securities	0.9	-44.8	154.5
Financial income	0.3	0.1	0.1
Financial costs	1.1	1.4	5.6
Profit before tax	64.5	19.7	388.1
Tax for the period	11.7	4.4	85.1
Net profit, continuing operations	52.8	15.3	303.0
Net profit, discontinued operations	0.0	-2.9	3.5
Net profit for the period	52.8	12.4	306.5
Attributable, net profit/loss			
Shareholders in North Media A/S	52.8	12.4	306.5
	52.8	12.4	306.5
Earnings per share, in DKK			
Earnings per share (EPS) - total	2.9	0.7	16.9
Diluted earnings per share (EPS-D) - total	2.9	0.7	16.7
Earnings per share excluding return on securities (EPS-adj)	2.9	2.6	10.3

DKKm	Q1		full year
	2021	2020	2020
Net profit for the period	52.8	12.4	306.5
<i>Financial statement items that may later be reclassified to the income statement:</i>			
Translation adjustments, foreign companies	-0.2	0.1	0.3
Other comprehensive income	-0.2	0.1	0.3
Comprehensive income	52.6	12.5	306.8
Attributable, comprehensive income			
Shareholders in North Media A/S	52.6	12.5	306.8
	52.6	12.5	306.8



Consolidated balance sheet

Assets

DKKm	31 March 2021	31 March 2020	31 Dec 2020
Goodwill	39.1	39.1	39.1
Other intangible assets	9.8	11.0	10.1
Software	8.4	3.8	6.9
Intangible assets	57.3	53.9	56.1
Land and buildings	234.4	246.8	236.7
Investment property	17.3	17.8	17.4
Plant and machinery	39.4	44.7	39.6
Operating equipment, fixtures and fittings	10.9	11.9	12.0
Property, plant and equipment	302.0	321.2	305.7
Investments in associates	6.3	7.1	6.1
Other securities and investments	1.9	1.4	1.9
Other receivables	1.5	1.9	1.2
Other non-current assets	9.7	10.4	9.2
Total non-current assets	369.0	385.5	371.0
Inventories	4.7	5.0	3.7
Trade receivables	72.3	60.1	60.6
Other receivables	0.2	0.4	0.6
Prepayments	13.8	21.3	14.3
Securities	580.9	353.3	585.4
Cash at bank and in hand	95.3	118.1	153.5
Total current assets	767.2	558.2	818.1
Total assets	1,136.2	943.7	1,189.1

Equity and liabilities

DKKm	31 March 2021	31 March 2020	31 Dec 2020
Share capital	100.3	100.3	100.3
Reserve, translation adjustments	-2.8	-2.8	-2.6
Retained earnings	750.7	557.6	781.3
Total equity	848.2	655.1	879.0
Deferred tax	11.4	9.5	11.4
Financial institutions	117.0	121.5	118.1
Lease debt	5.6	8.7	6.3
Total non-current liabilities	134.0	139.7	135.8
Financial institutions	4.7	4.7	4.7
Lease debt	3.7	6.4	3.6
Trade payables	31.2	27.1	34.3
Income tax payable	5.9	9.9	9.0
Contract liabilities	10.0	14.5	8.6
Other payables	98.5	86.3	114.1
Total current liabilities	154.0	148.9	174.3
Total liabilities	288.0	288.6	310.1
Total equity and liabilities	1,136.2	943.7	1,189.1



Consolidated statement of changes in equity

DKKm	Share capital	Reserve, translation adjustments	Retained earnings	Total equity
Equity 1 January 2020	100.3	-2.9	573.8	671.2
Changes in equity for the period				
Net profit for the period	0.0	0.0	12.4	12.4
Translation adjustments, foreign companies	0.0	0.1	0.0	0.1
Other comprehensive income after tax	0.0	0.1	0.0	0.1
Total comprehensive income	0.0	0.1	12.4	12.5
Purchase of treasury shares	0.0	0.0	-29.2	-29.2
Share-based payment	0.0	0.0	0.6	0.6
Changes in equity for the period	0.0	0.1	-16.2	-16.1
Equity at 31 March 2020	100.3	-2.8	557.6	655.1
Equity 1 January 2021	100.3	-2.6	781.3	879.0
Changes in equity for the period				
Net profit for the period	0.0	0.0	52.8	52.8
Translation adjustments, foreign companies	0.0	-0.2	0.0	-0.2
Other comprehensive income after tax	0.0	-0.2	0.0	-0.2
Total comprehensive income	0.0	-0.2	52.8	52.6
Sale of treasury shares	0.0	0.0	7.0	7.0
Share-based payment	0.0	0.0	0.4	0.4
Dividend paid	0.0	0.0	-100.3	-100.3
Dividend on treasury shares	0.0	0.0	9.5	9.5
Changes in equity for the period	0.0	-0.2	-30.6	-30.8
Equity at 31 March 2021	100.3	-2.8	750.7	848.2



Consolidated cash flow statement

DKKm	Q1		full year
	2021	2020	2020
Net profit for the period, continuing activities	52.8	15.3	303.0
Adjustments for non-cash items	18.9	58.1	-30.6
Changes in working capital	-28.9	-8.7	33.0
Cash flow from operating activities before net financials	42.8	64.7	305.4
Interest received	0.0	0.1	0.1
Interest paid	-1.0	-1.1	-5.2
Cash flow from ordinary activities before tax	41.8	63.7	300.3
Income tax paid	-14.8	-0.4	-81.7
Cash flow from operating activities, continuing operations	27.0	63.3	218.6
Cash flow from operating activities, discontinued operations	0.0	3.5	-2.1
Cash flow from operating activities, total	27.0	66.8	216.5
Investments in intangible assets and PP&E	-4.5	-3.3	-16.4
Disposals of PP&E	0.1	0.2	2.1
Investment in securities	-29.3	0.0	-61.2
Divestment in securities	32.7	0.0	27.2
Dividend from securities	2.0	1.8	3.0
Purchase/investments in other non-current assets	-0.4	0.0	-1.9
Cash flow from investing activities, continuing operations	0.6	-1.3	-47.2
Cash flow from investing activities, discontinued operations	0.0	0.0	10.9
Cash flow from investing activities, total	0.6	-1.3	-36.3

DKKm	Q1		full year
	2021	2020	2020
Repayment of non-current liabilities	-2.1	-2.1	-9.4
Purchase of treasury shares	0.0	-29.2	-29.2
Sale of treasury shares	7.0	0.0	0.0
Dividend paid	-90.7	0.0	-71.8
Cash flow from financing activities, continuing operations	-85.8	-31.3	-110.4
Cash flow from financing activities, discontinued operations	0.0	-0.8	-1.0
Cash flow from financing activities, total	-85.8	-32.1	-111.4
Total cash flow for the period	-58.2	33.4	68.8
Cash at 1 January	153.5	84.7	84.7
Cash at 31 March	95.3	118.1	153.5



Note 1 Accounting policies

The consolidated interim financial statements include a summary of the consolidated financial statements of North Media A/S for the period 1 January to 31 March 2021. The consolidated interim financial statements are presented in accordance with IAS 34, Interim Financial Reporting, as adopted by the EU and additional Danish disclosure requirements for interim reports of listed companies.

At the date of publication of this interim report, a number of new or amended standards and interpretations have been approved by the IASB, none of which, however, are expected to have a material influence on North Media A/S.

In the consolidated interim financial statements, income tax on profit or loss before tax is calculated at a rate of 22%, adjusted for major permanent differences, including deductions for share options actually exercised.

In connection with the divestment of North Media Aviser A/S in 2020, these activities were presented as discontinued operations in the 2020 financial statements, in a separate line item of the statement of comprehensive income, "Profit/Loss on discontinued operations". Similarly, cash flows from discontinued operations were presented separately for 2020 in the cash flow statement.

As announced in the 2020 Annual Report (Company announcement no. 1-2021 of 10 February 2021), the Group changed its segment structure effective on 1 January 2021 and now has two business areas: Last Mile and Digital Services. Last Mile consists of the segment FK Distribution, while Digital Services consist of the segments BoligPortal, Ofir and Bekey. Comparative figures in the quarterly highlights table and in note 4 have been restated. The change has not affected segment revenue, whereas there is a slight shift in shared online costs, which are now recognised under the item "unallocated income and costs".

Comparative figures have been restated to reflect the new segments where relevant. Other than as set out above, the accounting policies applied in the consolidated interim financial statements are consistent with those applied in the Annual Report for 2020.

Note 2 Return on securities

DKKm	Q1		full year
	2021	2020	2020
Dividend	2.0	1.8	3.0
Net capital gains on shares	-1.1	-46.6	151.5
Total return on securities	0.9	-44.8	154.5

All securities are stated at market value at 31 March 2021 (level 1).

Note 3 Discontinued operations

DKKm	Q1		full year
	2021	2020	2020
Revenue and other operating income	0.0	20.5	29.3
Costs	0.0	24.2	35.9
Loss before tax	0.0	-3.7	-6.6
Tax	0.0	0.8	1.5
Operating profit, discontinued operations	0.0	-2.9	-5.1
Gains on disposal of North Media Aviser A/S	0.0	0.0	8.6
Profit/loss, discontinued operations	0.0	-2.9	3.5

Due to the divestment of North Media Aviser, the above items are no longer consolidated.

At 31 March 2021, the balance sheet contains no outstanding assets or liabilities relating to the discontinued operations.



Note 4 Segment information

Q1

DKKm	Last Mile FK Distribution		Digital Services Total		BoligPortal		Ofir		Bekey		Unallocated costs/ elimi.*)		Total	
	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020
Segment revenue	208.8	225.1	35.3	32.5	20.4	19.2	7.6	4.7	7.3	8.6	0.0	0.0	244.1	257.6
Internal revenue	0.0	0.0	-1.4	-0.9	0.0	0.0	0.0	-0.1	-1.4	-0.8	-	-	-1.4	-0.9
External revenue	208.8	225.1	33.9	31.6	20.4	19.2	7.6	4.6	5.9	7.8	0.0	0.0	242.7	256.7
Revenue recognition														
Immediately	208.8	225.1	11.2	10.9	0.0	0.0	7.6	4.6	3.6	6.3	-	-	220.0	236.0
Over time	-	-	22.7	20.7	20.4	19.2	0.0	0.0	2.3	1.5	-	-	22.7	20.7
External revenue	208.8	225.1	33.9	31.6	20.4	19.2	7.6	4.6	5.9	7.8	0.0	0.0	242.7	256.7
Direct costs	90.2	97.8	1.3	2.5	0.2	0.1	1.1	0.7	0.0	1.7	2.4	2.1	93.9	102.4
Gross profit	118.6	127.3	32.6	29.1	20.2	19.1	6.5	3.9	5.9	6.1	-2.4	-2.1	148.8	154.3
Other costs	53.7	60.9	26.6	24.9	13.9	12.3	5.4	5.3	7.3	7.3	-1.5	-0.8	78.8	85.0
EBITDA	65.5	67.7	6.2	4.2	6.5	6.8	1.1	-1.4	-1.4	-1.2	-0.4	0.9	71.3	72.8
Amortisation and depreciation	4.0	3.7	0.9	0.9	0.8	0.7	0.0	0.0	0.1	0.2	2.2	2.4	7.1	7.0
EBIT	61.5	64.0	5.3	3.3	5.7	6.1	1.1	-1.4	-1.5	-1.4	-2.6	-1.5	64.2	65.8
Share of profit/loss in associates	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0
Return on securities	-	-	-	-	-	-	-	-	-	-	-	-	0.9	-44.8
Net financials	-	-	-	-	-	-	-	-	-	-	-	-	-0.8	-1.3
Profit before tax	-	-	-	-	-	-	-	-	-	-	-	-	64.5	19.7
Gross margin	56.8%	56.6%	96.2%	92.1%	99.0%	99.5%	85.5%	84.8%	100.0%	78.2%	-	-	61.3%	60.1%
EBITDA margin	31.4%	30.1%	18.3%	13.3%	31.9%	35.4%	14.5%	-30.4%	-23.7%	-15.4%	-	-	29.4%	28.4%
EBIT margin	29.5%	28.4%	15.6%	10.4%	27.9%	31.8%	14.5%	-30.4%	-25.4%	-17.9%	-	-	26.5%	25.6%

Other information

North Media A/S' revenue consists of Last Mile activities of DKKm 208.8 and Digital Services activities of DKKm 33.9.



Note 5 Adjustment for non-cash operating items

DKKm	Q1		full year
	2021	2020	2020
Share of profit/loss in associates	-0.2	0.0	1.1
Tax on profit/loss for the year	11.7	4.4	85.1
Amortisation and depreciation of assets	7.1	7.1	28.6
Gain/loss on disposals of assets	0.0	-0.1	1.6
Share-based payment	0.4	0.5	2.0
Net financials	0.8	1.4	5.5
Value adjustments, securities	-0.9	44.8	-154.5
Total adjustments (non-cash)	18.9	58.1	-30.6

Note 6 Other payables

Other payables contains holiday pay of DKK 18.2 million accumulated during the period holiday pay was frozen (1 September 2019 to 31 August 2020). The amount is expected to be paid in the second quarter of 2021.

Note 7 Special risks and elements of uncertainty for the rest of 2021

The Group's activities are distinct high-volume enterprises subject to high start-up costs and subsequent low unit costs, for which reason revenue growth would support a EBIT margin increase. Conversely, a decline in revenue would have a negative effect on the EBIT margin as it is only possible to slightly reduce costs in the short term. Moreover, operations are conducted in markets characterised by massive structural change, which adds to the uncertainty.

In addition, the spread of COVID-19 means the guidance provided for the rest of 2021 is subject to an increased level of uncertainty. The full-year guidance assumes that the level of activity in Danish society will gradually increase in step with an expected reopening by the summer of 2021.

Note 8 Contingent liabilities and assets

Contingent liabilities

In a decision of 30 June 2020, the Competition and Consumer Authority decided that ForbrugerKontakt A/S had violated the prohibition against abusing a dominant position by applying tying conditions in its contracts with customers during the period from 2018 to October 2019. In a decision of 28 April 2021, the Danish Competition Appeals Board upheld the Competition and Consumer Authority's decision. FK Distribution disagrees with the decision and will consider whether the matter should be tried in court (the Maritime and Commercial High Court). Given the information currently available, a contingent liability cannot be reliably estimated.

Contingent assets

At 31 March 2021, North Media A/S had 714,500 outstanding share options, which were awarded pursuant to section 28 of the Danish Tax Assessment Act. If all options are exercised at the market price prevailing at 31 March 2021, it would trigger a tax liability on the part of the employees and a corresponding tax deductible for North Media A/S. The tax value of the deduction to North Media A/S, amounting to DKK 11.0m, has not been recognised in the balance sheet, as the exercise and the actual exercise price, if relevant, are subject to uncertainty.

At 31 March 2021, no material changes had occurred in respect of the Group's contingent liabilities and assets.

Note 19 Subsequent events

Other than the above-mentioned decision from the Competition and Consumer Authority, the Board of Directors and the Executive Board are not aware of any significant events having occurred since 31 March 2021 which would have a material impact on the Group's financial position.

North Media A/S

Gladsaxe Møllevej 28
DK - 2860 Søborg
Telephone: +45 39 57 70 00
E-mail: investor@northmedia.dk
www.northmedia.dk
CVR-no. 66 59 01 19

 **NORTH MEDIA** A/S