

North Media A/S

Investor Presentation

Agenda

North Media in brief
Shareholder value creation
Group highlights Q2 2021
Business review by segment
Financial highlights H1 2021
Strategy 2021-23
Full-year guidance
Q&A



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Forward-looking statements

This presentation contains statements about the future, including expectations for 2021, which are inherently subject to risks and uncertainties that could cause actual results to differ materially from those expected. Please see the section on risk and risk management on pages 44-45 of our 2020 Annual Report.

A focused value and growth company

Last Mile

- Market leading position
- Attractive, predictable earnings



**Retail, other advertisers
and local newspapers**

Nationwide distribution of
~1.3 billion
leaflets, local newspapers
and direct mail

Digital platform with
>100 million
views of leaflets and catalogs



Consumers in a broad sense

Digital Services

- Annual revenue growth $\geq 20\%$
- Increasing earnings
- Scalability



**Letting agents
and landlords**

Mediation of
>100,000
rented housing



Home seekers



Employers

Dissemination of
>33,000
job postings



Job seekers



**Distributors
and homecare**

Digital access solutions
>10 million
number of doors
opened annually



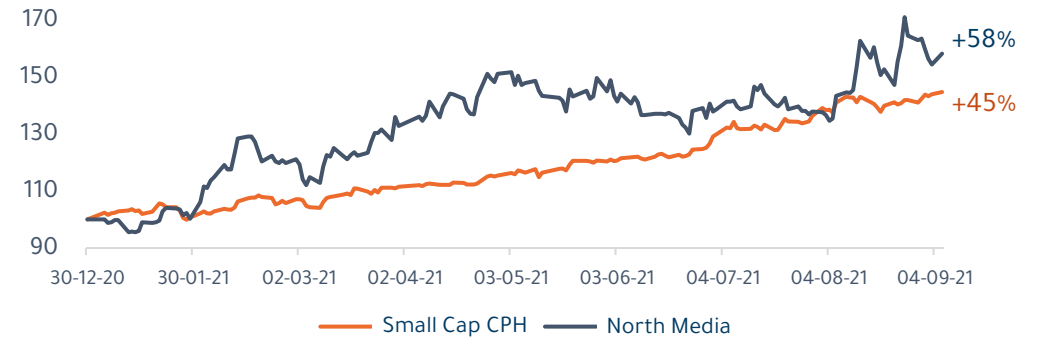
Households

Shareholder value creation

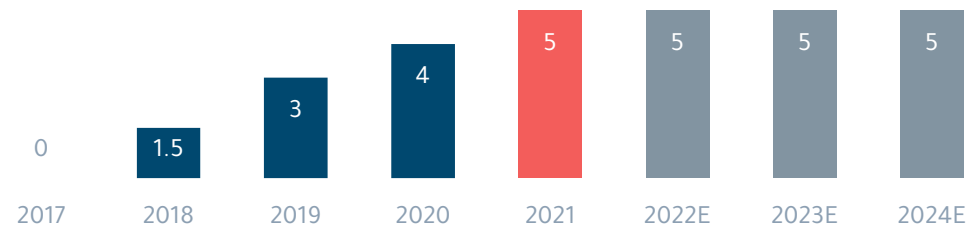
Capital resources (DKKm)



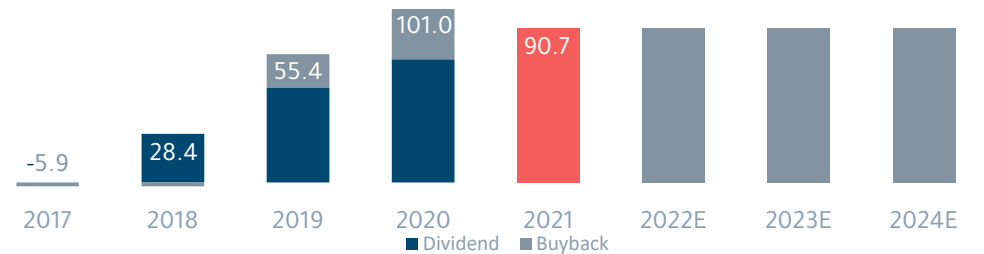
Share price performance YTD (indexed)



Dividend per share (DKK, payout year)



Total payout to shareholders (DKKm)



Q2 Group highlights

Overall results as expected - guidance upgraded

DKK 259m revenue

- Up 2% following markets have normalised after COVID-19 lockdowns

DKK 68m EBIT

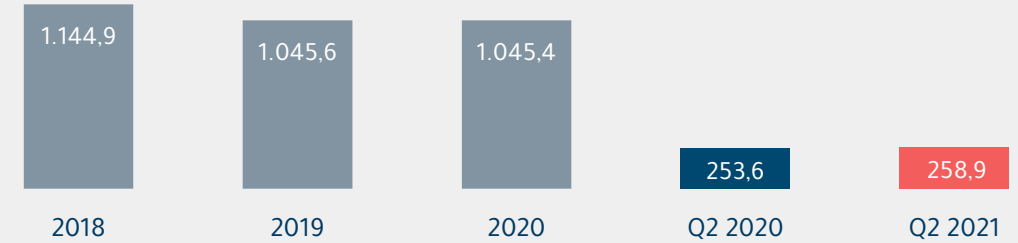
- Margin up 4pp to 26.1%, progress in both business areas

DKK 51m net profit, excl. return on securities

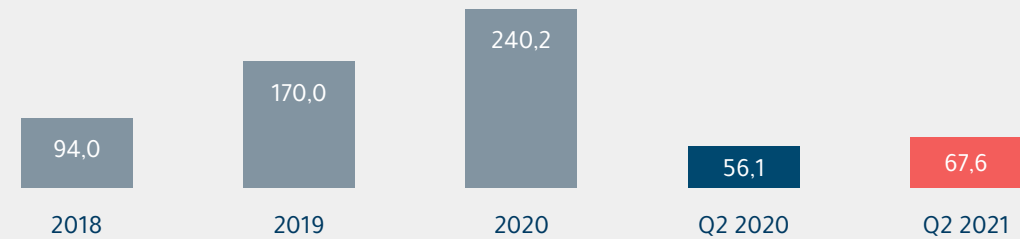
- Up 9%, mainly due to higher operating earnings

Strategic priorities progressing well

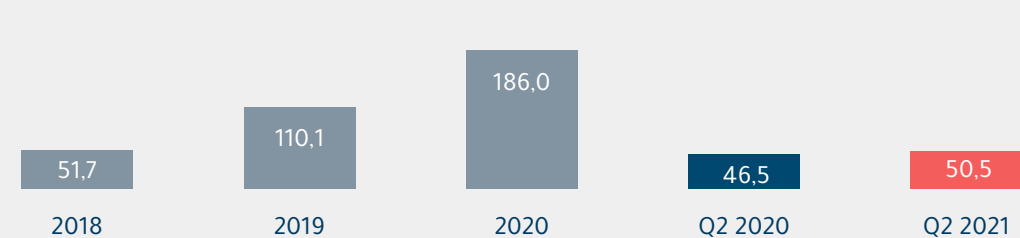
Group revenue (DKKm)



EBIT (DKKm)



Net profit excl. return on securities (DKKm)



2019 figures restated to reflect effect of discontinued operations

FK Distribution



Household distribution of retail leaflets and local newspapers in Denmark. Digital offer platform.

Highlights

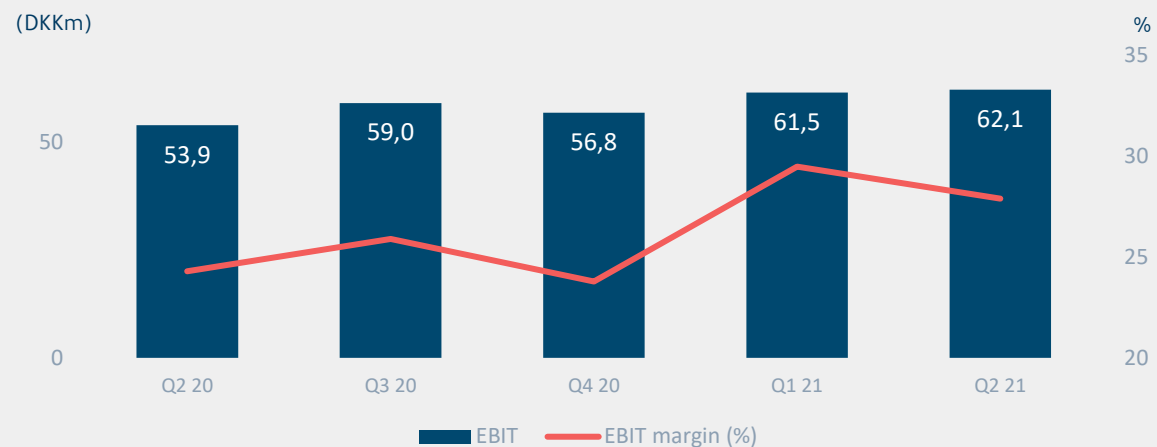
- Revenue up 1%, primarily due to quarterly timing
- Volumes on par with Q2 2020; modest price increases
- Cost savings and ongoing optimisations
- Expansion of contract with Deutsche Post

(DKKm)	H1 2021	H1 2020
Revenue	431.3	446.5
EBIT	123.6	117.9

Quarterly revenue and growth (index)



Quarterly EBIT and EBIT margin

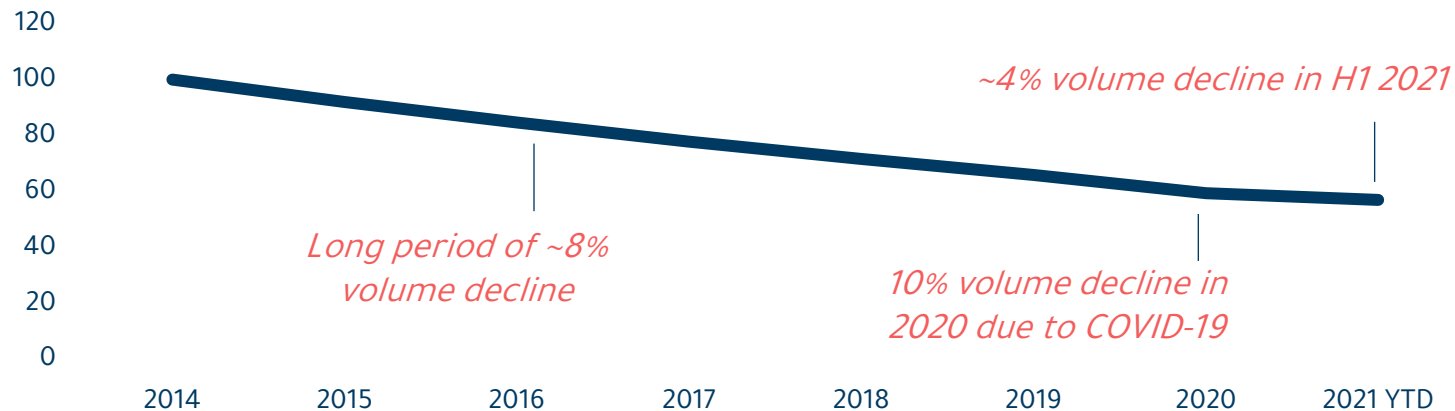


FK Distribution

Market for leaflets is stabilising

- Volumes down 4% in the first half-year
- Large retailers continue to rely on leaflets to drive customers into stores
- Smaller customers reduce volume
- Existing agreement with Salling Group extended through 2024

Leaflet market development (index)



Guidance 2021 FK Distribution

Revenue (DKKm)

865 - 880

Interim Report Q1 2021

850 - 870

Realised 2020

913.6

EBIT (DKKm)

235 - 245

Interim Report Q1 2021

215 - 230

Realised 2020

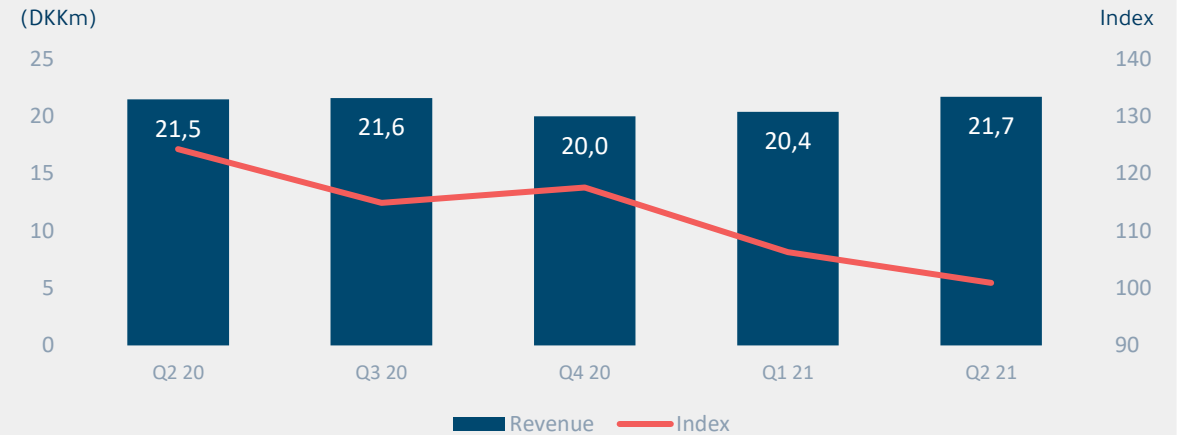
233.7

Highlights

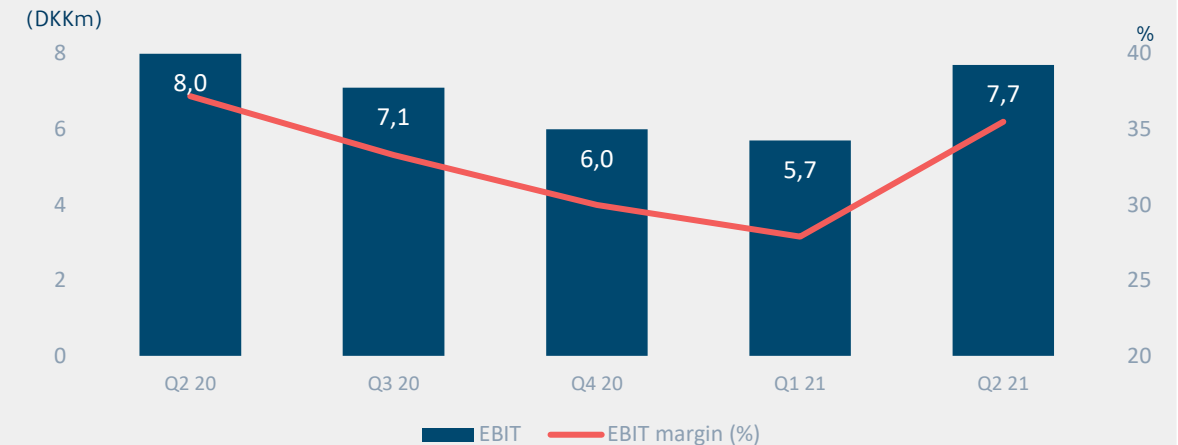
- Introduction of subscription-based solutions and new freemium platform
- Revenue growth temporarily slowed to 1% in Q2
- Solid margins, despite changes to business

(DKKm)	H1 2021	H1 2020
Revenue	42.1	40.7
EBIT	13.4	14.1

Quarterly revenue and growth (index)

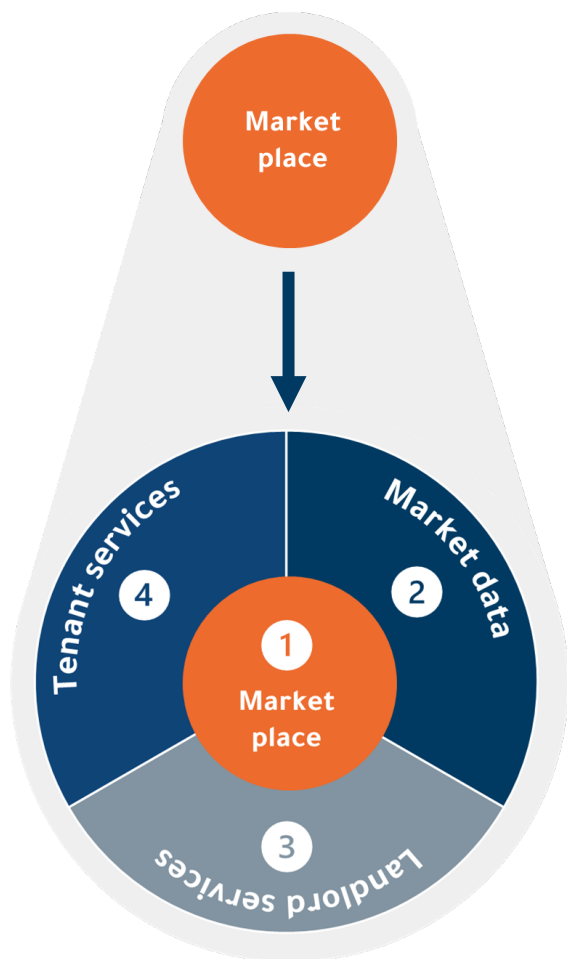


Quarterly EBIT and EBIT margin



BoligPortal

- from market place to SaaS business



Four revenue streams

- 1 Advertisement fees from tenants, private and professional landlords
- 2 Offering of unique, local market data on supply and demand, pricing sensitivity and tenant profiles. Subscription-based
- 3 Subscription-based services for administration of real estate portfolio
- 4 Reference fees from service providers when offering services to tenants through BoligPortal platform, e.g., electricity, internet, insurance

Guidance 2021 BoligPortal

Revenue (DKKm)

90 - 94

Interim Report Q1 2021
Realised 2020

93 - 97
82.3

EBIT (DKKm)

29 - 31

Interim Report Q1 2021
Realised 2020

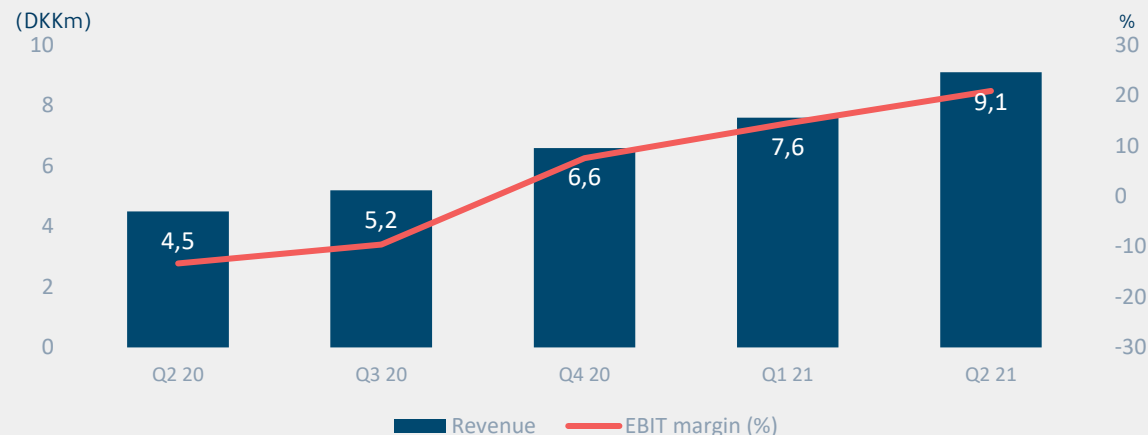
31 - 33
27.2

Solid backbone for long-term development

- Focus on private employers paying off
- 180% growth in private job advertisements since January 2020
- Investments in infrastructure, data platform, and jobs universe
- Financial guidance upgraded due to better-than-expected growth in private job postings and pricing

(DKKm)	H1 2021	H1 2020
Net revenue	16.7	9.1
EBIT	3.0	-2.0

Quarterly revenue and EBIT margin



Guidance at Q2 2021

Revenue (DKKm)	31 - 34
Interim Report Q1 2021	24 - 27
Realised 2020	20.9
EBIT (DKKm)	3 - 5
Interim Report Q1 2021	1 - 2
Realised 2020	-1.9

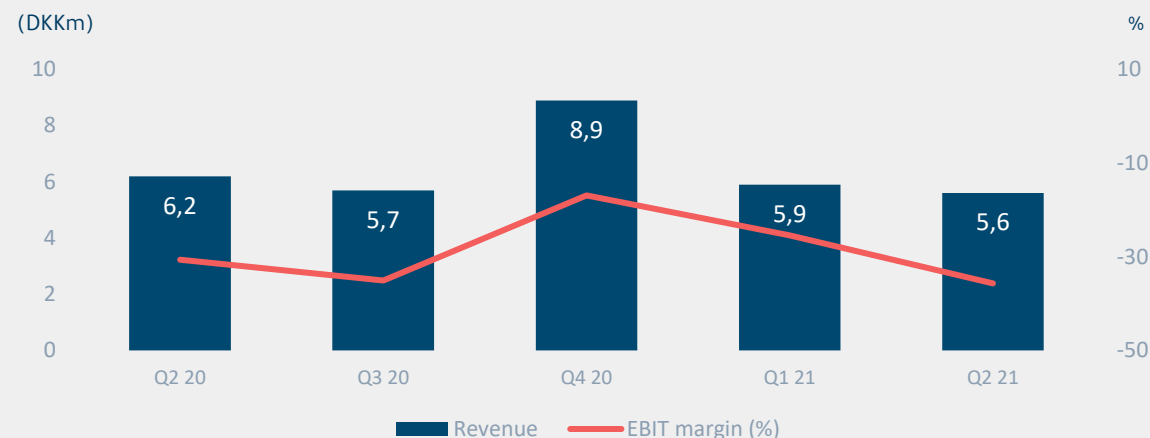


2021 focus areas

- Commercial traction in Stairwells segment - implementing agreement with nemlig.com
- Focus on additional agreements with large property managers in Greater Copenhagen
- Target of 70% stairwells coverage in 2021 changed to 60% in 2021

(DKKm)	H1 2021	H1 2020
Net revenue	11.5	14.0
EBIT	-3.5	-3.3

Quarterly revenue and EBIT margin



Guidance at Q2 2021

Revenue (DKKm)	26 - 30
Interim Report Q1 2021	28 - 31
Realised 2020	28.6
EBIT (DKKm)	-7 to -6
Interim Report Q1 2021	-7 to -5
Realised 2020	-6.8

Update on Strategy 2021-23

Value creation by investing in digital transformation and profitable growth

Development of Last Mile

Optimizations, new products, packaging for adjacent markets

Status Q2 2021

FK Distribution

- Expansion of relationship with Deutsche Post
- Exploring potential for packing for up to 2 million households in Germany

Digital Services growth and acquisitions

Scaling and acquisition of commercially validated activities

Status Q2 2021

BoligPortal

- Roll-out of new SaaS based platform with additional revenue streams

Ofir

- Solid growth in job ads from private employers
- Strengthening of data and research capabilities

Bekey

- Agreements to help build critical mass in the stairwells segment

North Media A/S ambitions

Revenue

- ~3% annual organic growth rate
- Stable revenue in Last Mile
- ~20% annual growth in Digital Services

EBIT margin

- ~24% by 2023 (excl. acquisitions)

Investments/acquisitions

- Up to DKK 200m

Dividend

- Ambition to pay DKK 5 per share for each financial year 2021-2023

Financial guidance 2021

Last Mile (DKKm)

Interim Report Q2 2021 (updated)

Revenue:	865 - 880
EBIT:	235 - 245

Interim Report Q1 2021

Revenue:	850 - 870
EBIT:	215 - 230

Annual Report 2020

Revenue:	840 - 870
EBIT:	210 - 230

Realised 2020

Revenue:	913.6
EBIT:	233.7

Digital Services (DKKm)

Interim Report Q2 2021 (updated)

Revenue:	147 - 158
EBIT:	25 - 30

Interim Report Q1 2021

Revenue:	145 - 155
EBIT:	25 - 30

Annual Report 2020

Revenue:	145 - 155
EBIT:	25 - 30

Realised 2020

Revenue:	131.8
EBIT:	18.5

Guidance 2021 for the Group

Revenue (DKKm)

1,015 - 1,035

Interim Report Q1 2021	995-1,025
Annual Report 2020	985-1,025
Realised 2020	1,045

EBIT (DKKm)

250 - 265

Interim Report Q1 2021	235 - 255
Annual Report 2020	230 - 255
Realised 2020	240

Investment highlights

***NORTH MEDIA A/S**

FK
DISTRIBUTION



ofir.dk
gør jobbet

Solid revenue development in H1 and > DKK 1 billion expected for the full year

On track to deliver all time high full year EBIT > DKK 250 million

Last Mile - Predictable earnings and market stabilization

Digital Services - growth and improving earnings

Good strategic progress towards financial ambitions for 2022-2023

H1 cash position of DKK ~800 million provides flexibility

Attractive shareholder returns - dividend of DKK 5 per share

Questions?

Thank you for your attention

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