

North Media A/S

Agenda

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Today's presenter



Kåre Wigh
Group CFO

Forward-looking statements

This presentation contains statements about the future, including expectations for 2022, 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 56-57 of North Media's Annual Report 2021.

We develop and operate platforms for Business-2-Consumer transactions

Unit

Last Mile

Digital Services

Platform



Customers



Retailers, other advertisers and local newspapers



Letting agents and landlords



Employers



Distributors, homecare, etc.

Reach

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

Digital platform with
>100 million
views of leaflets and catalogues

Mediation of
>100,000
rented housing in DK

Dissemination of
>42,000
job postings

Digital access solutions
>14 million
door openings

End-user



Consumers in a broad sense



Home seekers



Job seekers



Households

Robustness needed in an uneasy environment

Our businesses are less exposed to rapid changes in macroeconomic conditions

- Our platforms primarily service private households with necessities (housing, food, jobs etc.)
- Little exposure to market sectors sensitive to crisis
- Volume and scalability are key characteristics
- Constant cost focus
- Strong capital resources provide room to navigate and adapt to new reality



Last Mile

Strategic focus

- Strengthen packaging and distribution operation
- Expand ESG footprint
- Grow adjacent services close to the core; focus on minetilbud platform and selected mail
- Expand cooperation with Deutsche Post; potential to cover 2 million households
- Explore potential in adjacent markets

Ambitions for 2023-2024

- Revenue on par with 2022
- Stable EBIT margin around 22%

ESG: First solar park inaugurated

- 5.400 m² solar cells at FK Distribution's terminal in Taastrup
- Battery solution received; production starts in Q3
- Installation to cover up to 40% of power consumption in Taastrup
- Investment of DKK 15m
- A similar solar park in Tilst. Installation has started



Digital Services

Strategic focus areas 2023-24

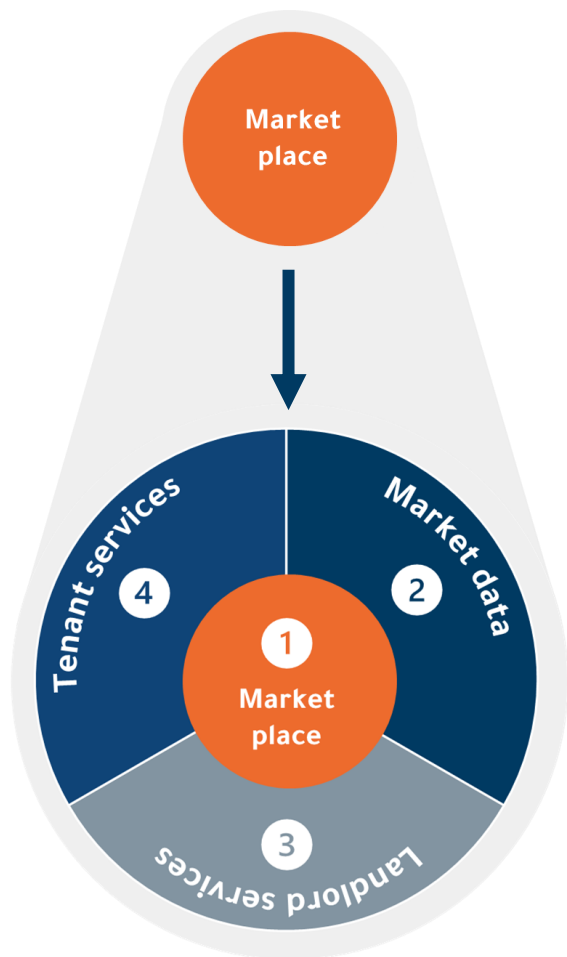
- Expand service and product offering
- Address new customer and market segments
- Build subscription-based SaaS revenue streams
- Strengthen data infrastructure
- International ambitions once proof-of-concept is established in Denmark

Ambitions for 2023-2024

- ~20% organic revenue growth p.a.
- EBIT margin increasing to ~18% in 2024

BoligPortal

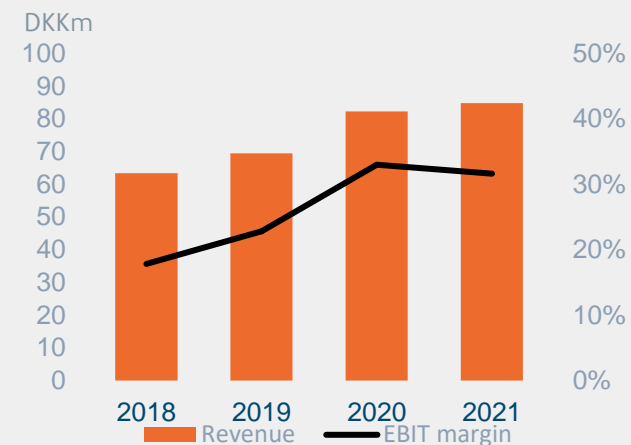
- from market place to SaaS business



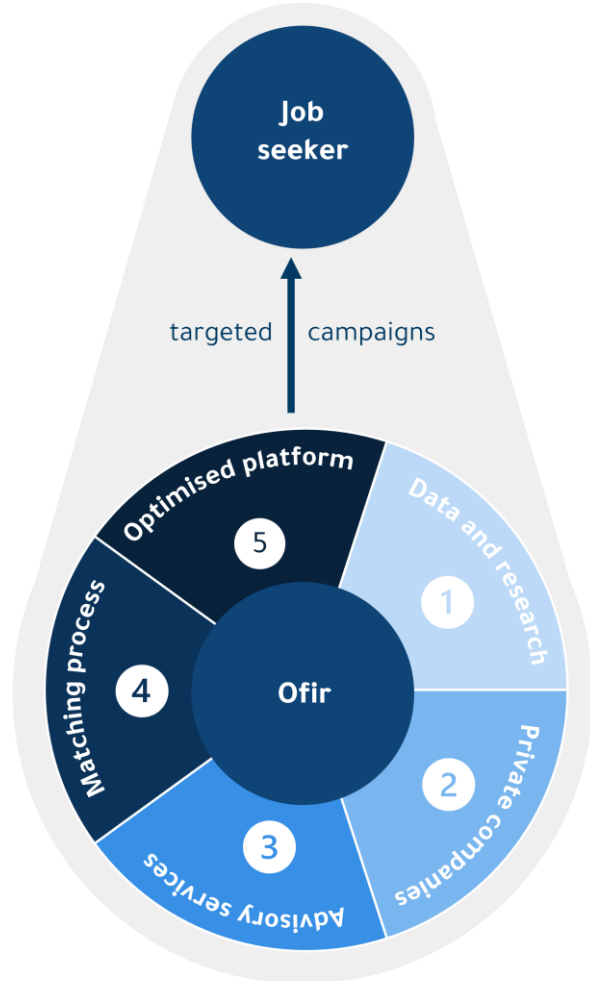
Four revenue streams

- 1 Advertisement fees from tenants, private and professional landlords
- 2 Data Insight: Subscription-based market data on supply and demand, pricing sensitivity, tenant profiles, etc.
- 3 Boligmanager: Subscription-based services for administration of properties and real estate portfolios
- 4 Reference fees from providers of electricity, internet, insurance, etc. to tenants on BoligPortal's platform

Revenue and EBIT margin



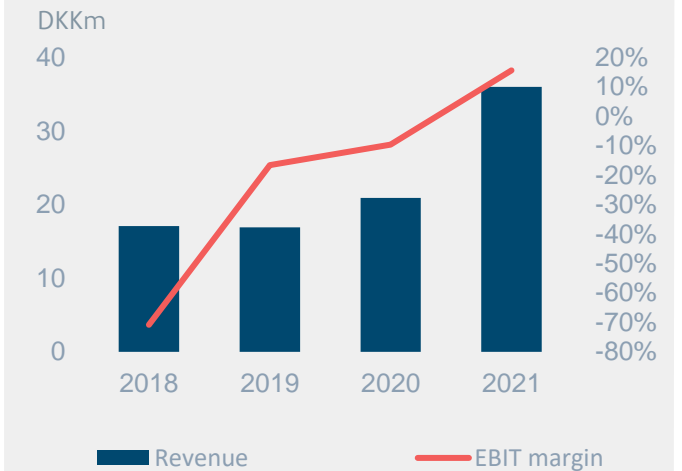
New services made up ~10% of Q2 2022 revenue and is expected to grow from 2nd half-year and onwards



Five strategic growth priorities

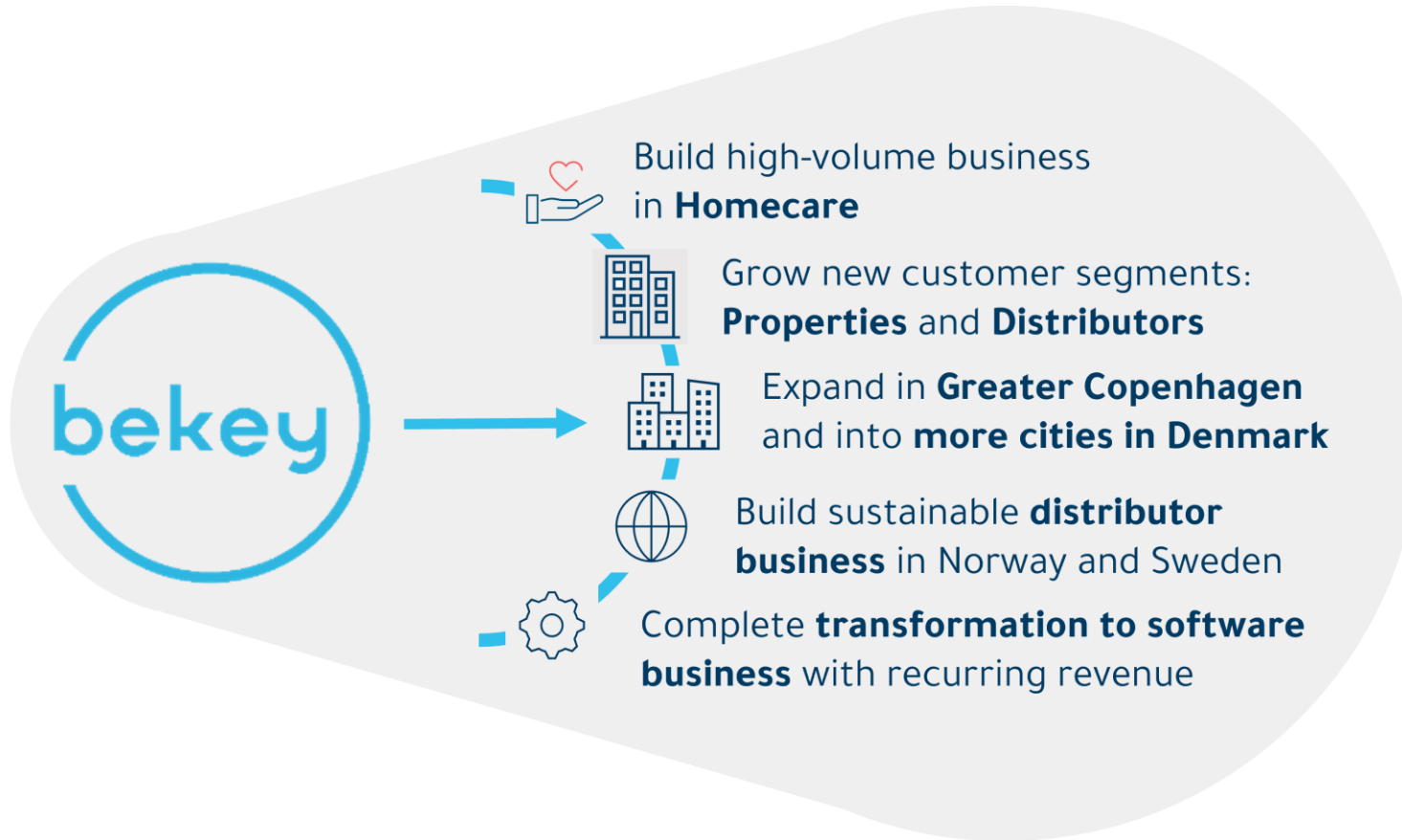
- 1 Strengthen data and research capabilities regarding job ads and applicants
- 2 Enhance sales efforts towards large private-sector companies
- 3 Expand advisory services e.g., on social media and employer branding
- 4 Develop new products to simplify matching of employers with right candidates
- 5 Develop and launch a new even more user-friendly platform

Revenue and EBIT margin

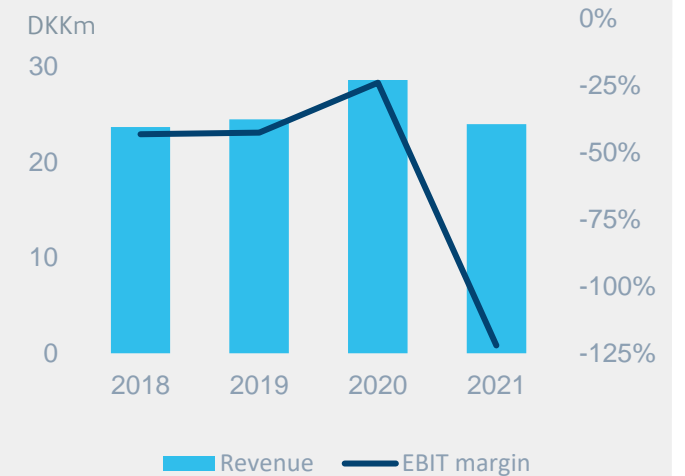


BeKey

- business with significant growth potential



Revenue and EBIT margin



2021 EBIT margin decline mainly related to write-off of capitalised development costs of DKK 20m

Outlook 2022 and value creation

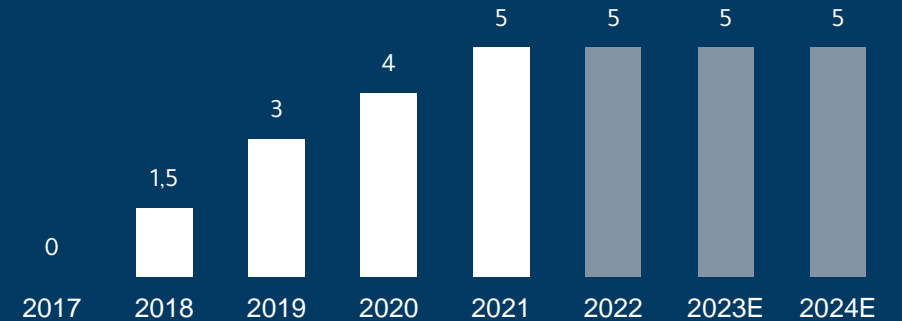
Group full-year guidance (DKKm)



- BoligPortal drives higher EBIT outlook in Digital Services
- Last Mile: Revenue and EBIT ranges narrowed
- Digital Services: Revenue range narrowed, ~17% growth

Stable dividends

Ambition to pay DKK 5 per share for each financial year 2022-2024



Q&A