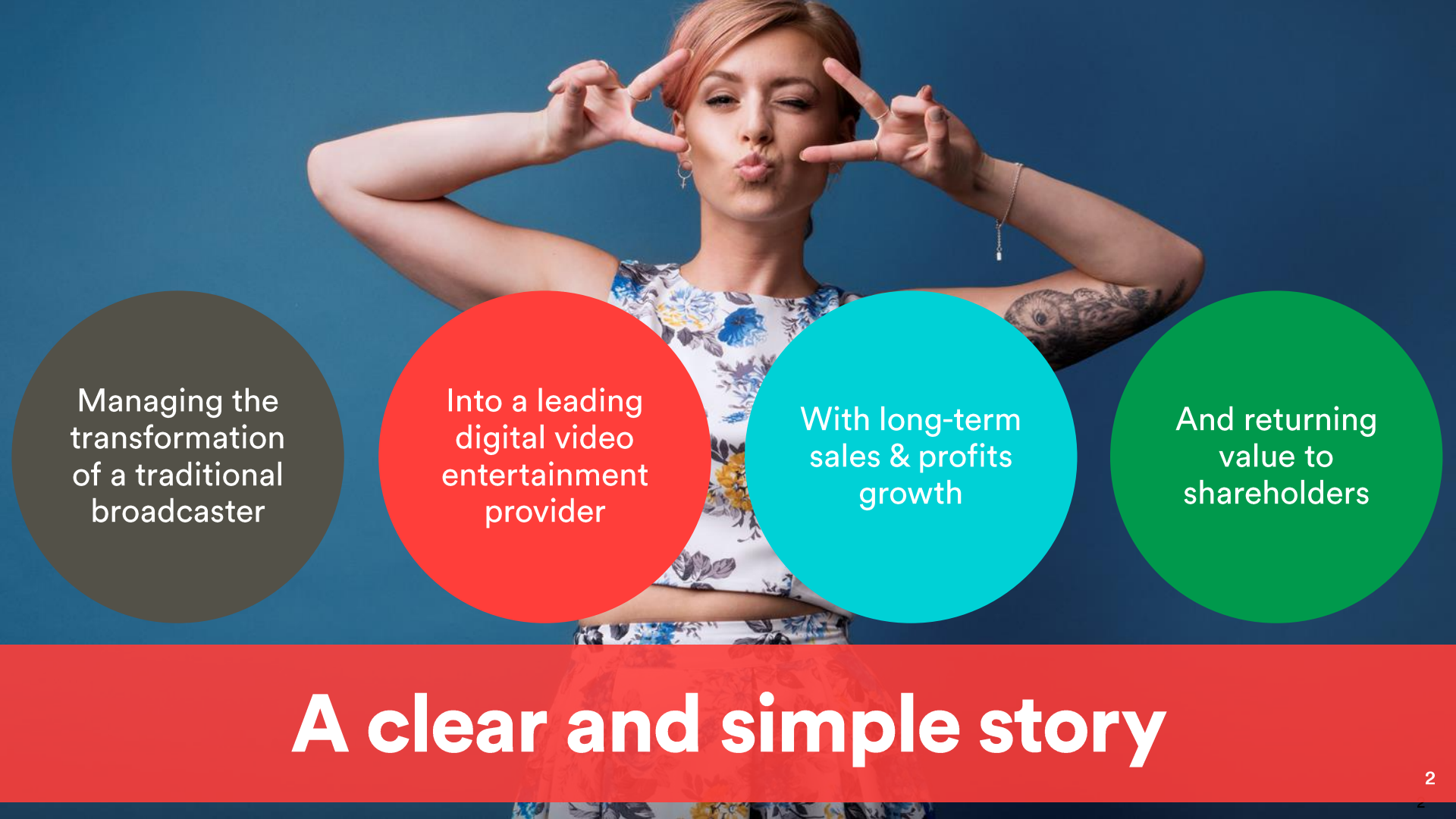




Q1 2017 Financial Results



Managing the
transformation
of a traditional
broadcaster

Into a leading
digital video
entertainment
provider

With long-term
sales & profits
growth

And returning
value to
shareholders

A clear and simple story

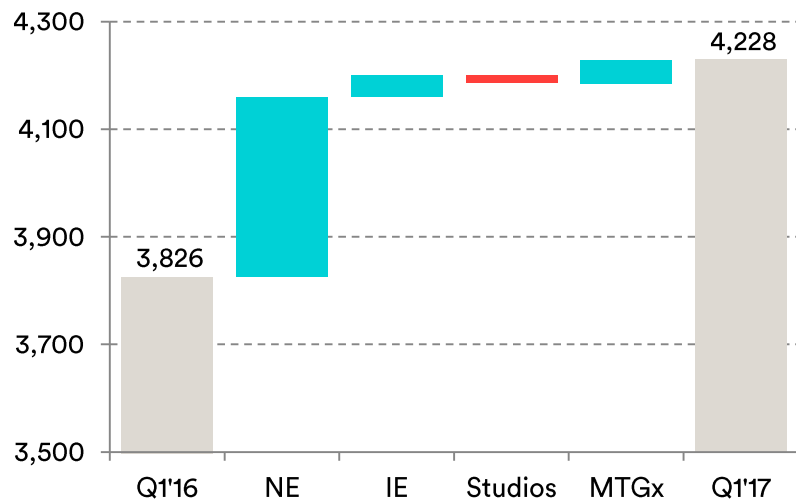
Q1 in summary



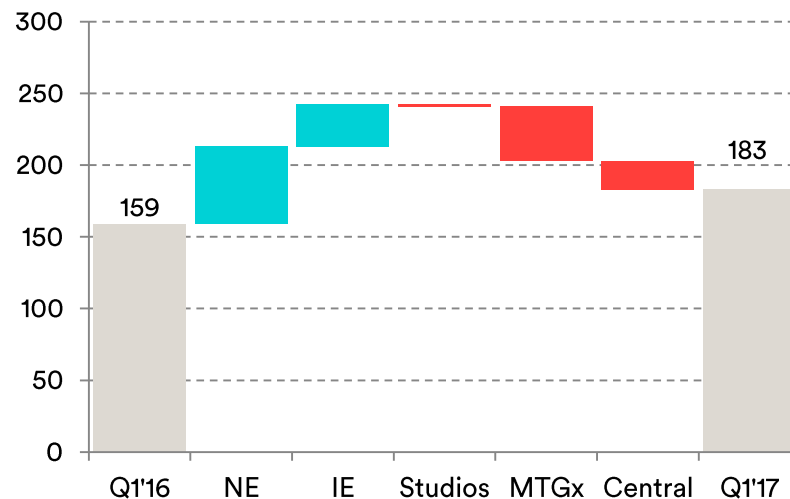
- Record Q1 sales & 8% organic growth
- 15% profit growth despite investments into content and digital expansion
- This was possible because of the combination of organic growth and cost transformation savings
- Strategic transformation has continued
 - ✓ Announced the divestment of the Czech and Baltic operations
 - ✓ Accelerated investments into original content
 - ✓ About to increase holding in InnoGames to 51%

Sales & EBIT by division

Sales (SEKm)



EBIT (SEKm)



Nordic Entertainment

Key highlights

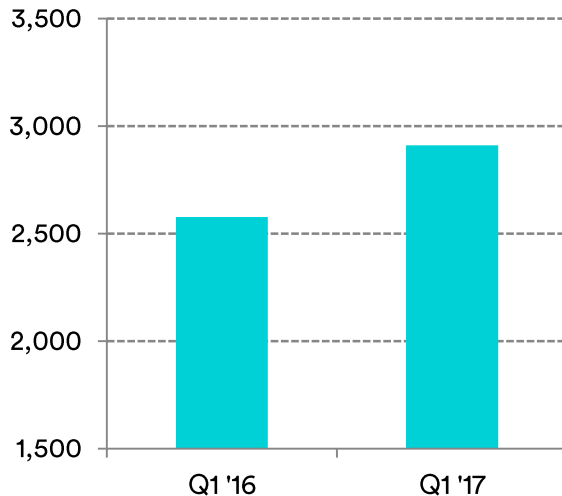
Organic sales up 11% driven by

- Viaplay (subs and price)
- New distribution deals in Sweden
- Higher growth in all FTV businesses driven by price and Viafree

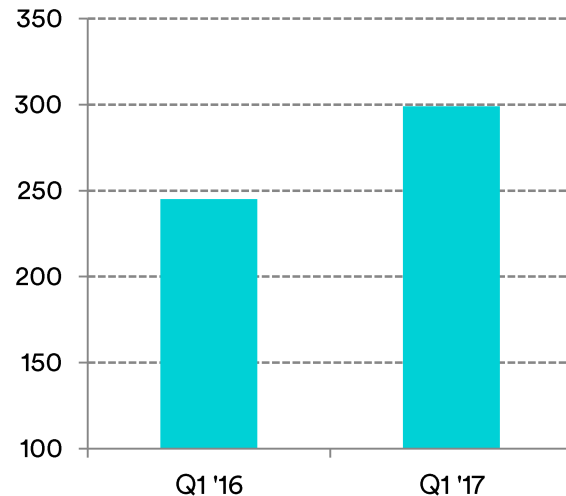
EBIT up 22%

- Despite transactional FX headwind and content investments
- Driven by volume and value growth and cost transformation
- Profits up in all 4 countries

Sales (SEKm)



EBIT (SEKm)



International Entertainment

Key highlights

Organic sales up 4%

- 7% organic growth in the FTV businesses
- Bulgaria continues to be the stand-out performer

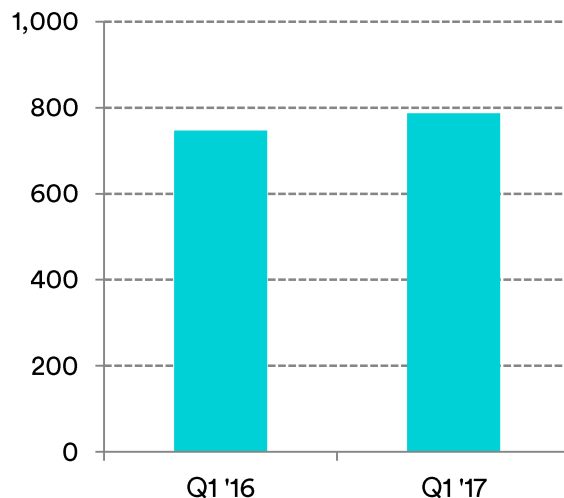
EBIT up 82%

- Driven by solid top-line growth and continued cost control
- Profits up in across all markets

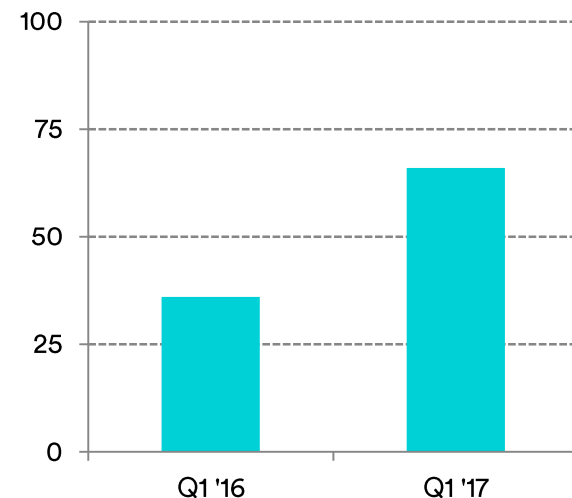
Divestments

- Signed agreements to divest Czech and Baltic businesses

Sales (SEKm)



EBIT (SEKm)



MTG Studios

Key highlights

Organic sales down 5% driven by

- Solid demand in scripted drama but Q1 impacted by timing differences in the production schedules
- Slowdown in the non-scripted production market

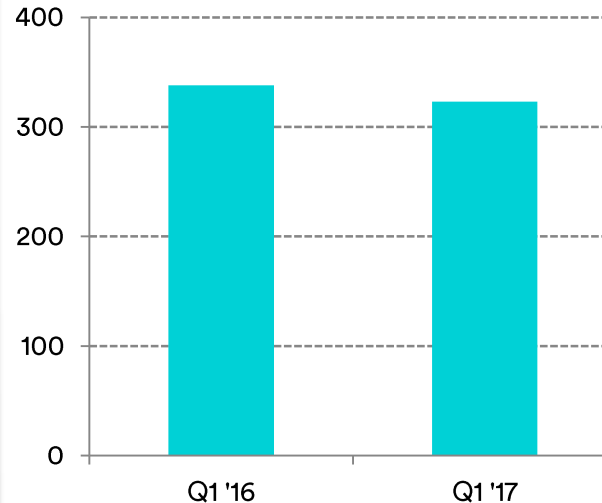
EBIT loss up slightly

- Due to the above-mentioned timing differences

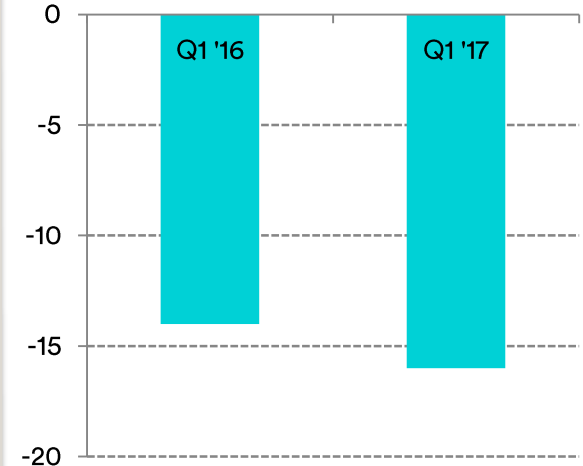
Great story-telling experiences

- US distribution deal signed for 'Swedish Dicks'
- 'Midnight Sun' & 'Nobel' - nominated for the Golden Nymph Awards

Sales (SEKm)



EBIT (SEKm)



MTGx

Key highlights

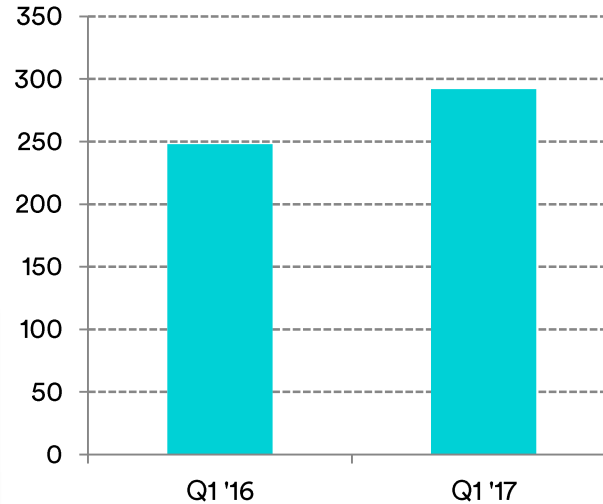
Organic sales up 24%

- Driven by a 37% LFL growth in Turtle
- Reported growth impacted by the way prize money is presented

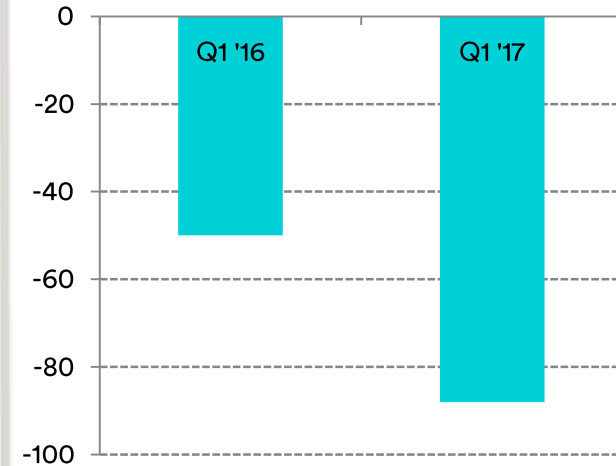
Higher EBIT loss

- Primarily reflecting accelerated investments into esports
- Associated company income for InnoGames amounted to SEK 3m

Sales (SEKm)

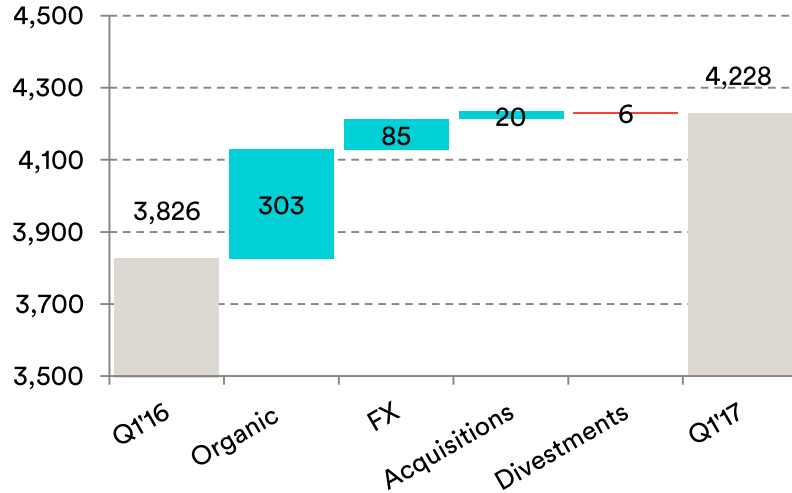


EBIT (SEKm)

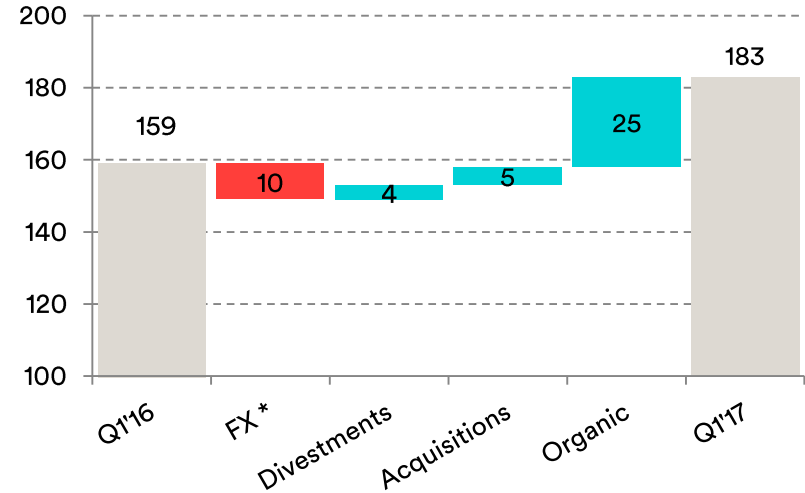


Sales & EBIT by type

Sales (SEKm)



EBIT (SEKm)

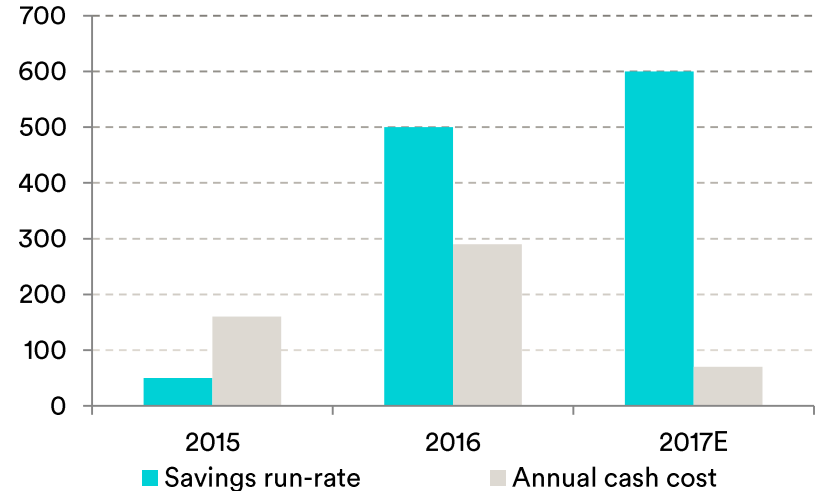


* Net FX impact (translation + transaction)

Cost transformation update

- On track & according to plan with total estimated savings of ~SEK 600m fully impacting in 2017
- Incremental savings of ~SEK 25m in Q1, taking the run-rate to SEK 525m
- Cash flow impact from restructuring of ~SEK 20m in Q1, taking the total so far to SEK 470m
- Expect total cash cost of ~SEK 520m (vs. original estimate of ~550m)

Cost transformation (SEKm)

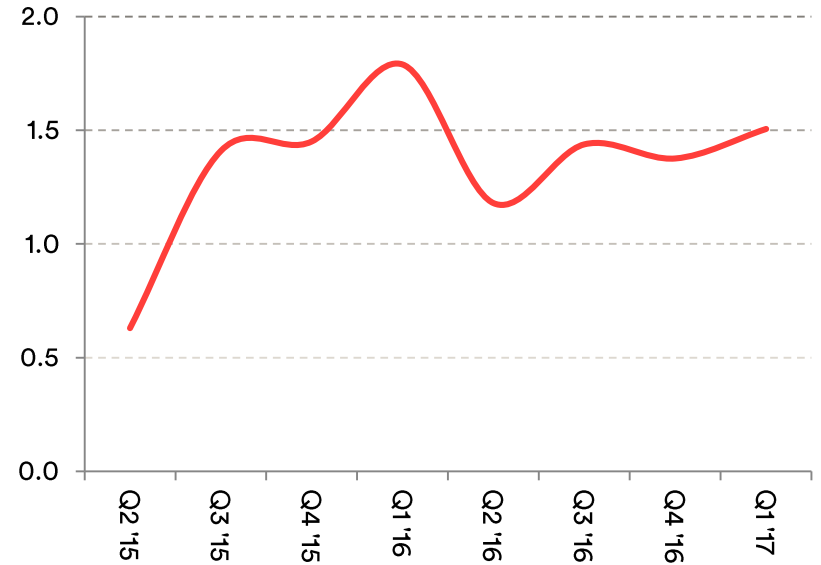


Leverage

Net debt (SEKm)



Net debt to 12m trailing EBITDA before IAC



Summary

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Questions please

