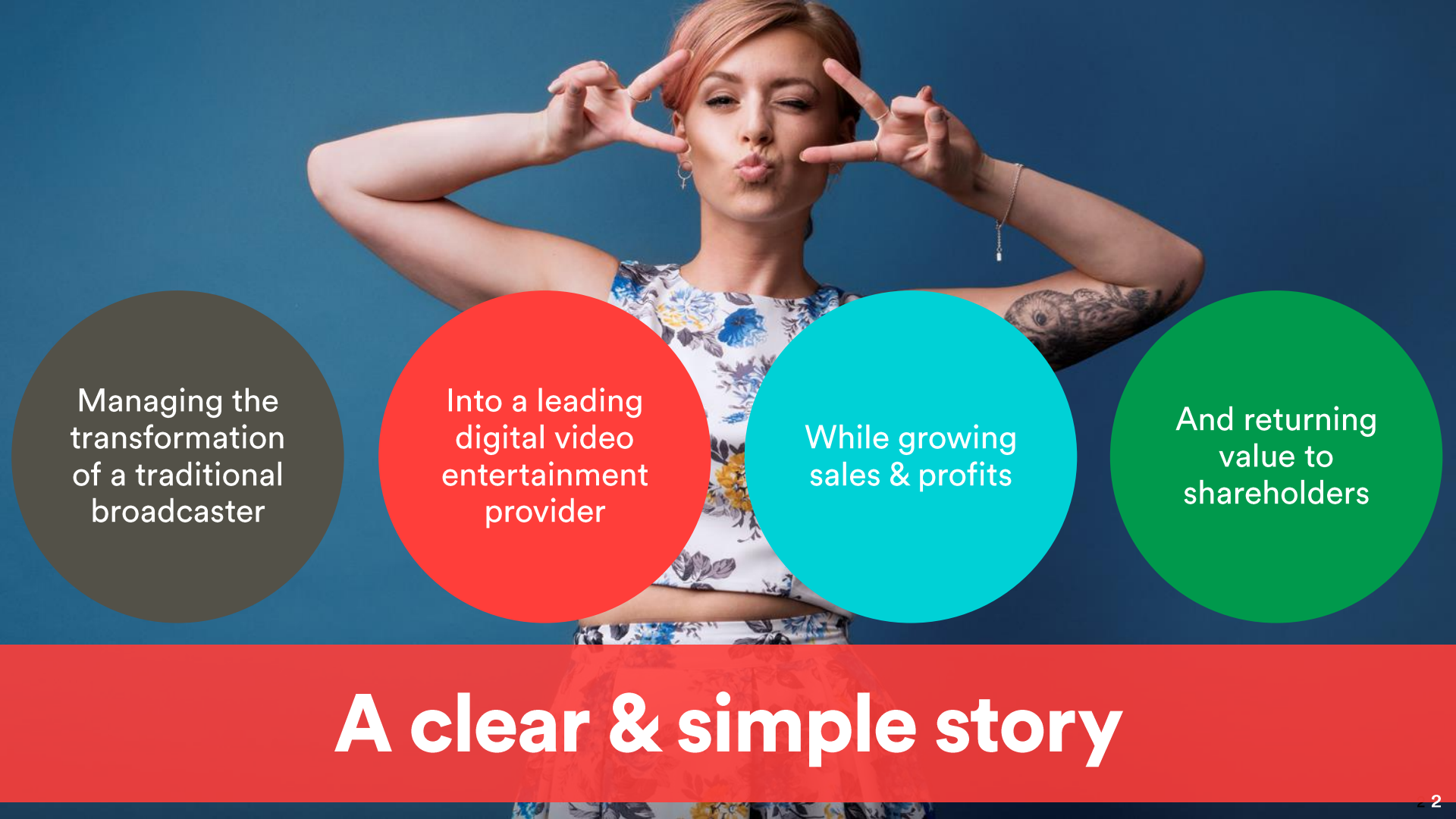




Q3 2016 Financial Results



Managing the
transformation
of a traditional
broadcaster

Into a leading
digital video
entertainment
provider

While growing
sales & profits

And returning
value to
shareholders

A clear & simple story

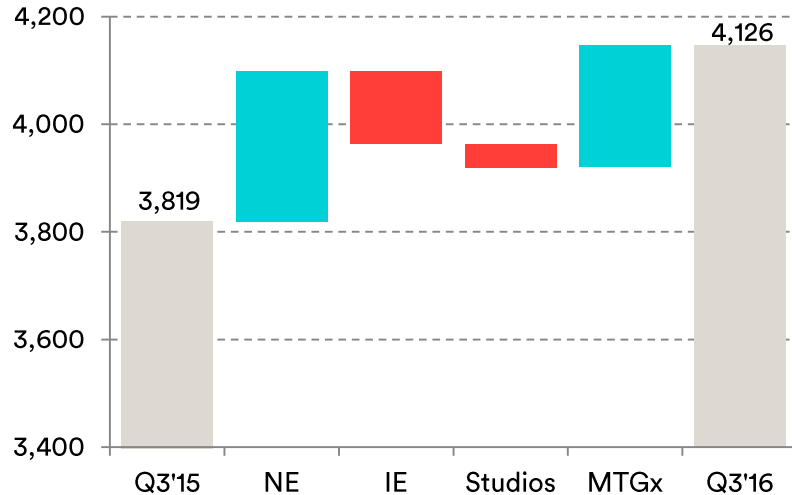
Delivering on our strategy



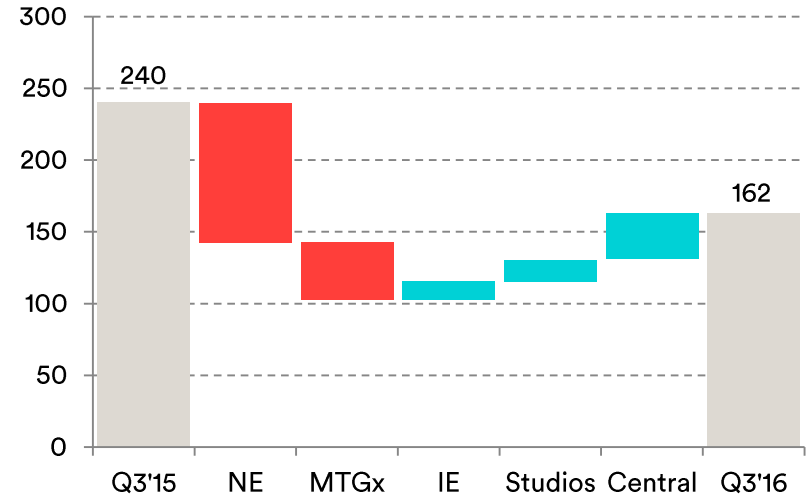
- Record Q3 sales & 7% organic growth is highest since Q2 2011
- As anticipated, investments in content and MTGx, as well as FX impact & disposal of profitable businesses, result in lower reported EBIT
- Unchanged FY16 outlook for accelerated sales growth & higher operating profits implies strong Q4 performance
- Strategic transformation continued with recent announcement of acquisition of 35% of InnoGames

Sales & EBIT by division

Sales (SEKm)



EBIT (SEKm)



Nordic Entertainment

Key highlights

Organic sales up 11% - highest since Q4'10 & driven by:

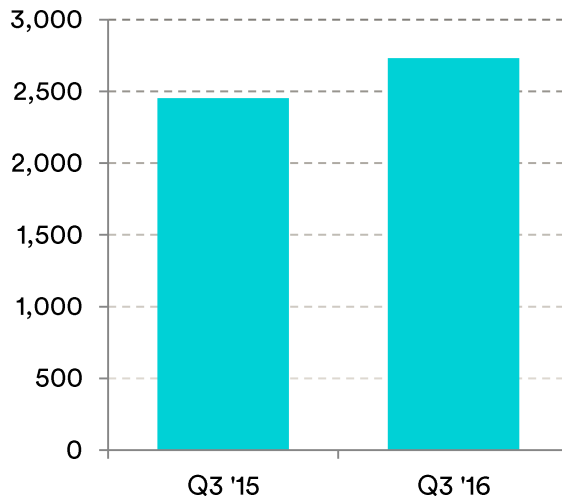
- Viaplay subs & prices
- New distribution deals
- Olympics in Sweden

EBIT down as anticipated due to:

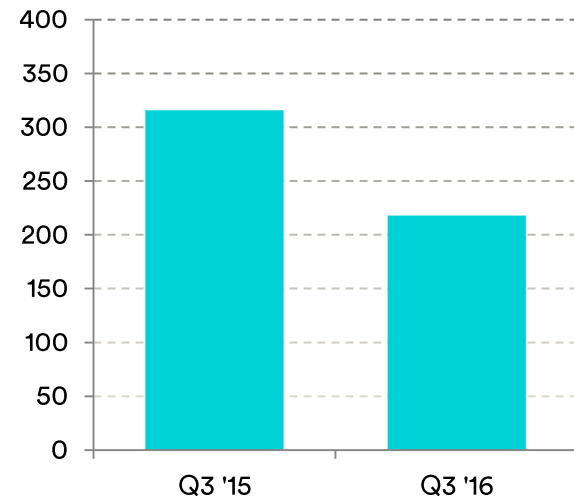
- Significant content investments
- Continued FX headwind

Very strong product offering with premium sports & original drama to drive future growth

Sales (SEKm)



EBIT (SEKm)



International Entertainment

Key highlights

Organic sales up 8% driven by:

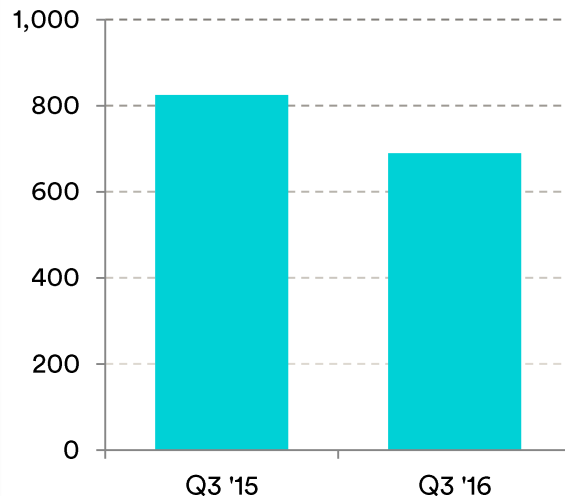
- Healthy growth in all FTV ops
- Bulgaria & Czech Rep delivered double digit growth

EBIT up significantly:

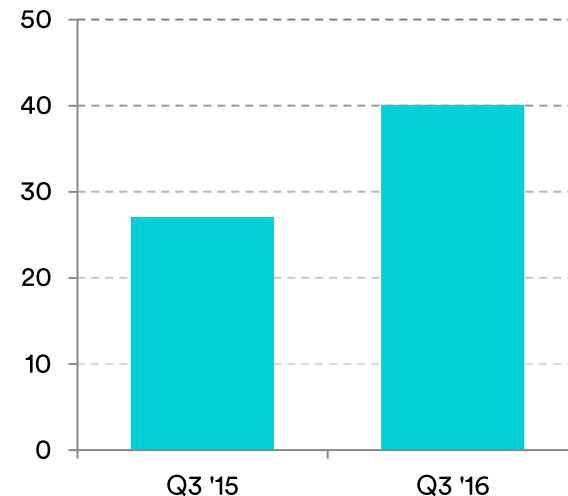
- 6% operating margin reflects operating leverage
- Divested businesses contributed SEK 46m to Q3'15 earnings

Divested businesses contributed SEK 92m of sales & 22m of EBIT to Q4'15

Sales (SEKm)



EBIT (SEKm)



MTG Studios

Key highlights

Organic sales down 6% driven by:

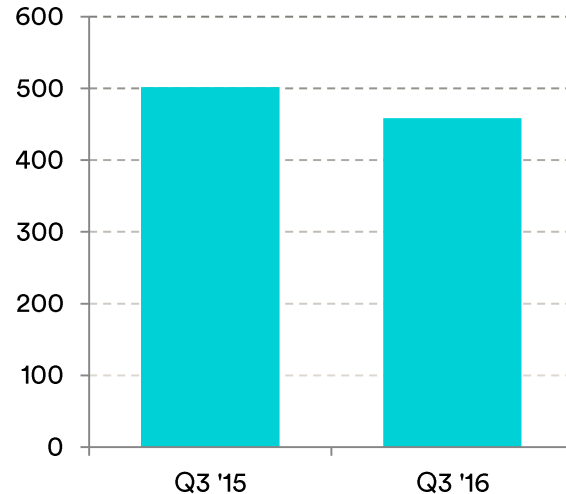
- Timing differences in drama production schedules
- Slowdown in Norwegian events management market

EBIT up significantly:

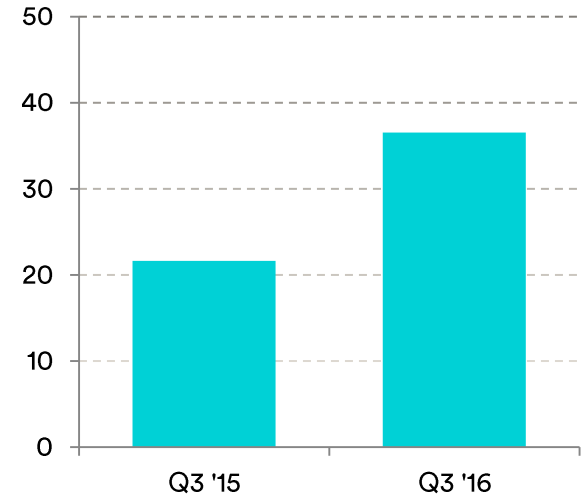
- Good underlying performance
- Licensing revenues

Best ever drama line-up with Nobel, Midnight Sun, and Thicker Than Water series 2 to come

Sales (SEKm)



EBIT (SEKm)



MTGx

Key highlights

Sales up ~35% on a pro forma basis

- >40% growth in esports

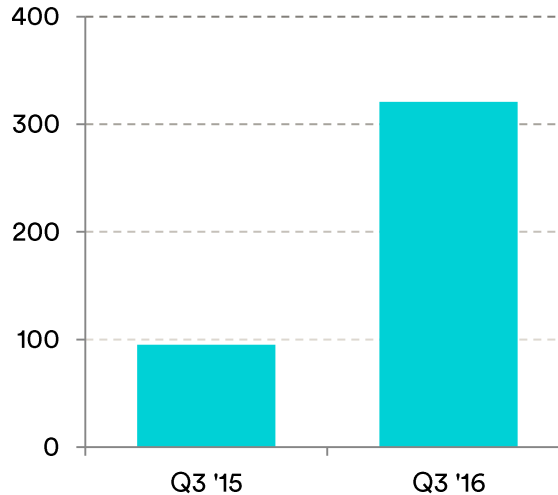
Higher EBIT loss:

- Continued investments in esports in particular
- Includes part of M&A costs relating to acquisition of InnoGames

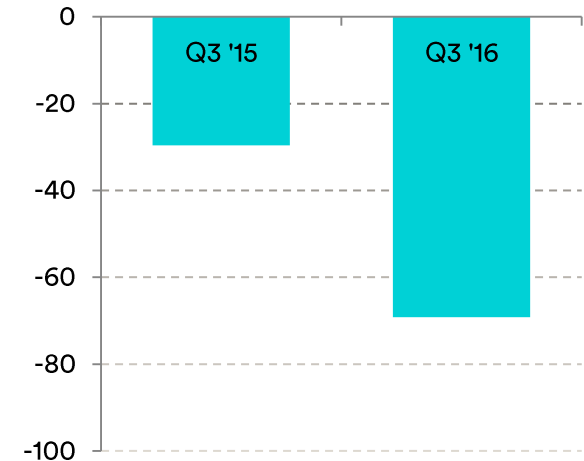
Remaining M&A costs of ~SEK 20m will be taken in Q4

Ongoing investments in infrastructure to support new events and leagues

Sales (SEKm)

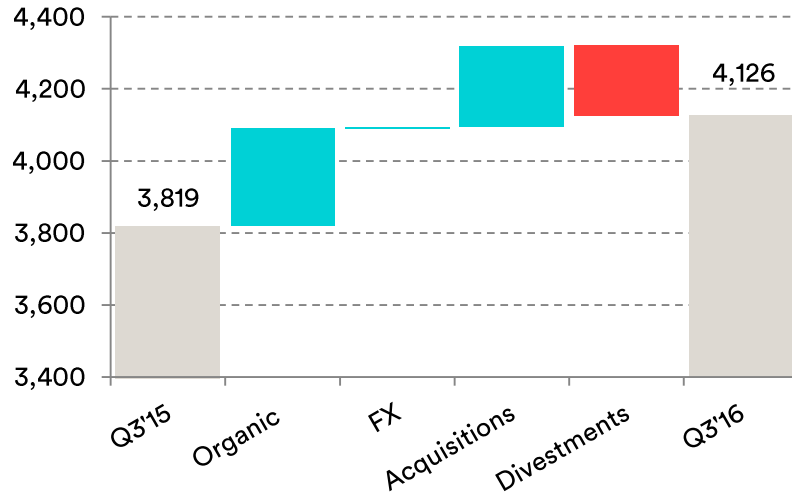


EBIT (SEKm)

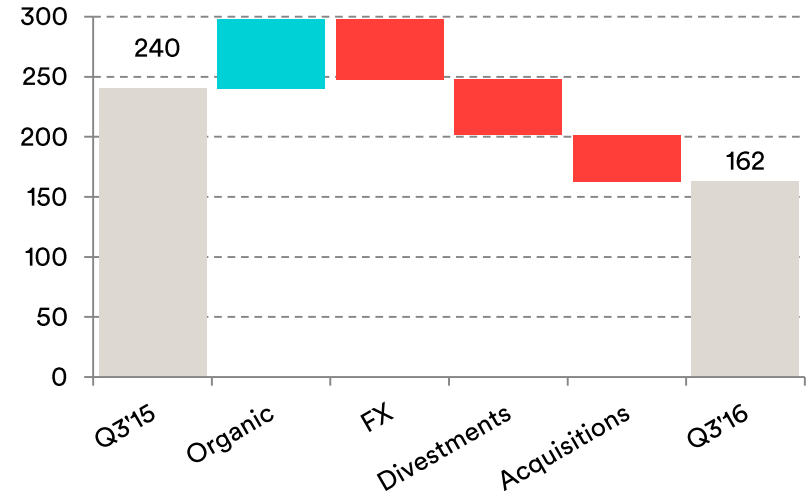


Sales & EBIT by type

Sales (SEKm)



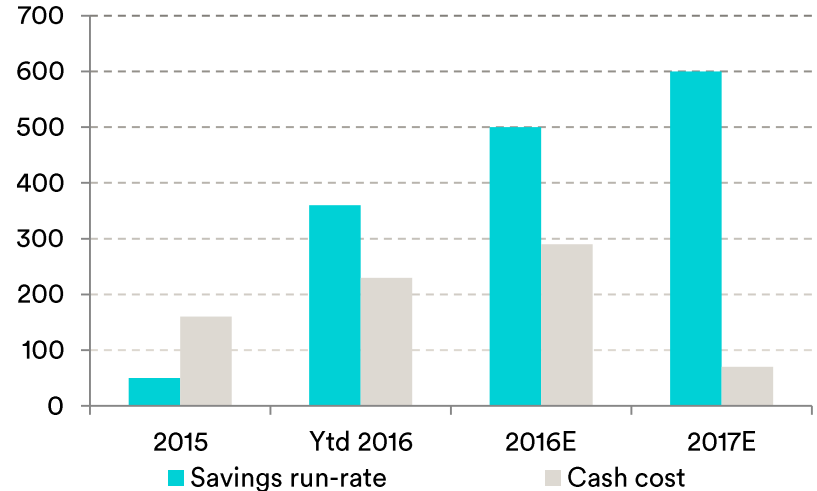
EBIT (SEKm)



Cost transformation update

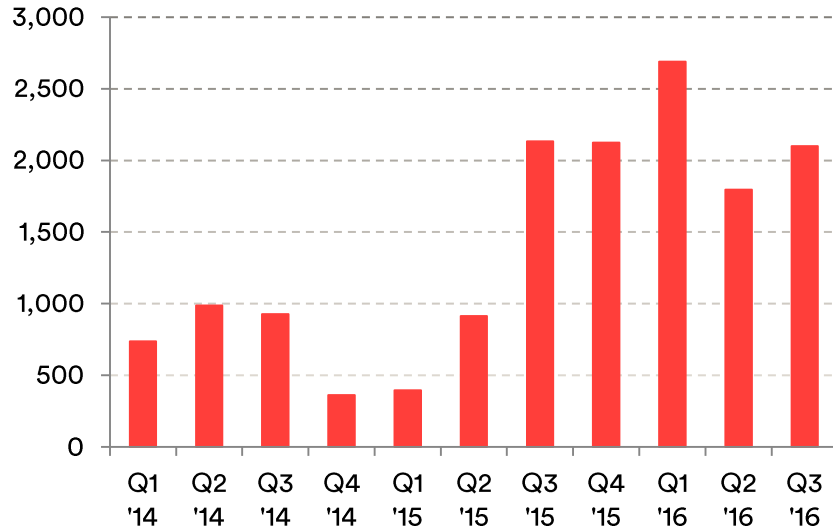
- On track & according to plan with total estimated savings of ~SEK 600m fully impacting in 2017
- Savings of SEK 110m in Q3 & SEK 310m for 9m with ~SEK 140m anticipated in Q4
- Cash flow impact from restructuring of ~SEK 60m in Q3, taking the total so far to SEK 390m with SEK 60m to come in Q4
- Expect total cash cost of ~SEK 520m (down from ~550m)

Cost transformation (SEKm)

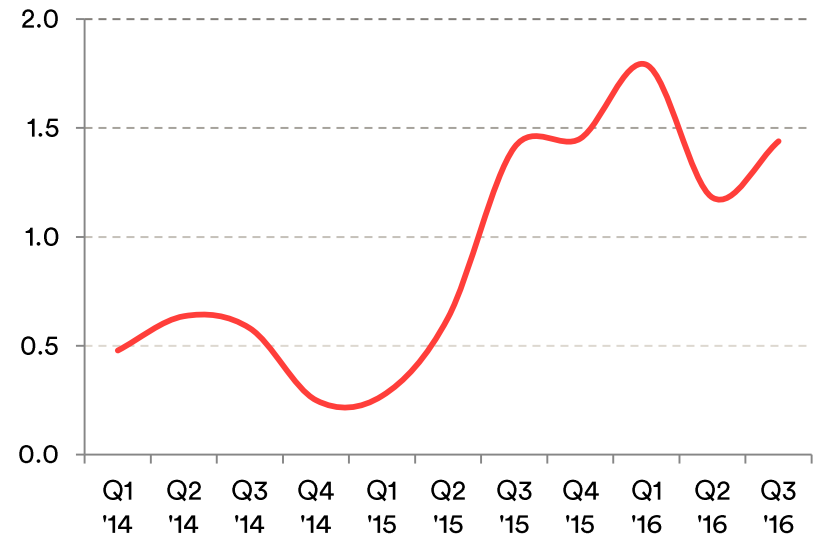


Leverage

Net debt (SEKm)



Net debt to 12m trailing EBITDA before IAC



Unchanged outlook for FY16

1

Accelerated sales growth

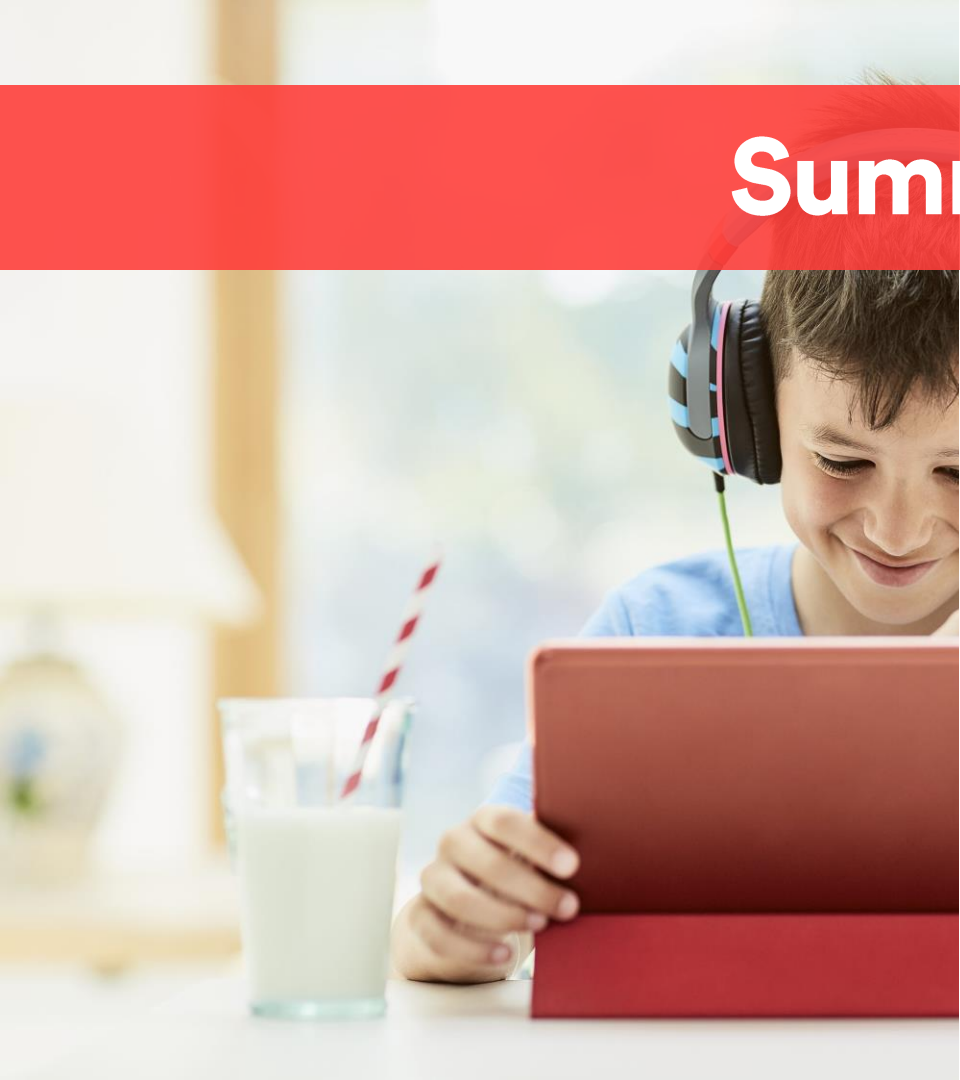
- Accelerated sales growth driven by higher Nordic pay-TV prices & volumes and MTGx expansion

2

Higher EBIT (excl. IAC)

- EBIT up as operating leverage & cost transformation benefits outweigh negative FX & investments in content and MTGx

Summary



- Record Q3 sales & 7% organic growth – highest in >5 years
- Profits down as anticipated due to investments into content and MTGx, adverse FX, and disposal of profitable businesses
- Unchanged outlook for FY16 accelerated sales growth & higher operating profits implies strong Q4 performance
- Strategic transformation continued with acquisition of 35% of InnoGames to create complementary key 3rd vertical

Questions please

