

# NHST Holding

**QUARTERLY REPORT FOR  
FOURTH QUARTER 2023**

## NHST GROUP'S DEVELOPMENT IN THE FOURTH QUARTER OF 2023

- Total revenues for the Group were 5.1 per cent higher in the fourth quarter 2023 compared to the fourth quarter 2022.
- DN Media Group revenues for the media segment were 4.0 per cent higher than in 2022. The growth in digital subscription revenues was 18.2 per cent in the quarter, while print based revenues declined by 7.1 %. Total user revenues in DN Media Group increased by 5.4 per cent while revenues from advertising and commercial services showed an increase of 2.5 per cent. The growth was partly driven by the currency impact on sales in foreign currencies.
- DN Media Group successfully completed its cost program aiming at reducing the cost base with up to NOK 60 million with effect for 2024. NOK 7.4 million were accrued as one-off expenses related to the cost reduction program in the fourth quarter.
- The SaaS segment showed a growth in recognized revenues of 8.5 per cent versus the year before, mainly reflecting currency impact on translation of the accounts to NOK. In their respective functional currencies, Mynewsdesk's revenues increased by 3.6 per cent while Mention's recognized revenues decreased by 5.9 per cent.
- Development of products and support systems continues in both segments.
- At the end of the third quarter, the Group did not comply with a gearing covenant in the revolving credit facility agreement with its bank, due to slower than expected financial progress in both business areas. Discussions with the bank on corrective actions have taken place during the fourth quarter, and a temporary waiver has been granted by the bank. As a result of the non-compliance, the loan will be classified as short term debt in the balance sheet until the situation is resolved.

Total revenues for the Group were NOK 302.5 million, an increase from NOK 287.7 million in the fourth quarter 2022.

Group operating expenses were NOK 293.0 million in the quarter, versus NOK 283.3 million in the corresponding quarter last year. The operating expenses included an accrual of NOK 7.4 million for restructuring expenses (fourth quarter 2022 restructuring expenses were NOK 5.9 million).

Group EBITDA for the quarter before non-recurring items was NOK 16.9 million vs NOK 10.3 million in the fourth quarter 2022.

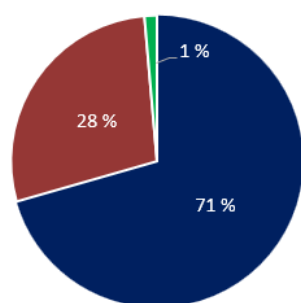
Investments in product and process development were NOK 18.1 million in the quarter, compared to NOK 20.5 million in the corresponding quarter last year.

Group liquidity was satisfactory with bank balances at the end of the quarter amounting to NOK 135.5 million. Net interest-bearing debt at the end of the quarter was NOK 59.5 million.

## KEY FIGURES

| Numbers in NOK million              | Q4 2023      | Q4 2022      | YTD 2023      | YTD 2022      |
|-------------------------------------|--------------|--------------|---------------|---------------|
| User market revenues                | 224.9        | 209.9        | 867.1         | 811.3         |
| Advertising and commercial services | 75.5         | 77.4         | 257.2         | 259.9         |
| Other revenues                      | 2.0          | 0.4          | 9.1           | 10.8          |
| <b>Total revenues</b>               | <b>302.5</b> | <b>287.7</b> | <b>1133.5</b> | <b>1082.0</b> |
| Operating expenses                  | 293.0        | 283.3        | 1127.8        | 1064.5        |
| EBITDA before non-recurring items   | 16.9         | 10.3         | 25.8          | 23.4          |
| <b>EBITDA</b>                       | <b>9.5</b>   | <b>4.4</b>   | <b>5.7</b>    | <b>17.5</b>   |
| Depreciation                        | 23.1         | 20.5         | 83.2          | 70.3          |
| <b>Operating result</b>             | <b>-13.6</b> | <b>-16.1</b> | <b>-77.5</b>  | <b>-52.9</b>  |
| CAPEX                               | 18.1         | 20.5         | 72.6          | 64.4          |
| EBITDA less CAPEX                   | -8.7         | -16.1        | -66.9         | -46.9         |

## DN MEDIA GROUP



■ User market revenues ■ Advertising and commercial services ■ Other revenues

Figure 1: Percentage of total revenues accumulated for 2023

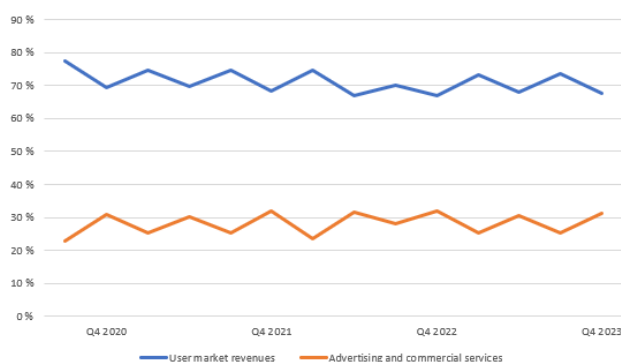


Figure 2: Percentage of total revenues by quarter

## SOFTWARE-AS-A-SERVICE

### MYNEWSDESK

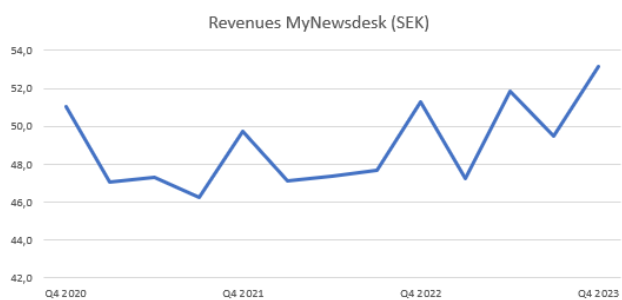


Figure 1: Recognized revenues Mynewsdesk in MSEK by quarter

### MENTION



Figure 2: Recognized revenues Mention in MEUR by quarter

## DN MEDIA GROUP

The media business, organized under DN Media Group AS, consists of the publications Dagens Næringsliv, TradeWinds, Upstream, Recharge, Hydrogen Insight, Europower, Intrafish.no, Intrafish.com, Fiskeribladet and Kystens Næringsliv, as well as shared functions supporting these publications.

The publications in DN Media Group showed good progress in journalistic performance and reader engagement in the fourth quarter, with all publications showing growth in the number of logged in subscribers compared to the previous year.

User market revenues in the media business were NOK 160.6 million in the quarter, versus NOK 152.3 million in the fourth quarter last year. The growth was driven by an increase in digital subscription revenues of 18.2 per cent, while print-based subscription revenues continued to fall. For the quarter, digital-only subscriptions made up 57.7 per cent of total subscription revenues (2022 51.7 per cent). User market revenues, including both digital and print based constituted 67.6 per cent of total revenues in the business area (2022 66.7 per cent). The growth in user revenues came mainly from the international industry sector publications in the Group and was partly driven by currency impact related to the weaker NOK versus the main international currencies.

Revenues from advertising and commercial services were NOK 74.1 million, versus NOK 72.3 million in the fourth quarter 2022. The network and events business continues to grow despite a weakening of the Norwegian advertising market experienced over the last quarters.

Operating expenses for the business area were NOK 215.5 million, compared to NOK 222.0 million in 2022. The operating expenses included NOK 7.4 million of non-recurring expenses related to the cost reduction program as well as a negative currency impact on costs outside of Norway. Excluding the non-recurring expenses in both quarters, operating expenses decreased by 3.5 per cent, reflecting a strong focus on cost management which compensated for the inflationary effects on costs. The NOK 60 million cost program in media contributed to cost reductions already in the fourth quarter.

DN Media Group EBITDA including non-recurring expenses was NOK 21.8 million in the quarter, compared to NOK 6.2 million in the fourth quarter 2022.

Capitalized development expenses were NOK 6.2 million in the quarter (2022 NOK 5.3 million).

| NOK million                         | Q4 2022      | Q1 2023      | Q2 2023      | Q3 2023      | Q4 2023      | YTD 2022     | YTD 2023     |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| User market revenues                | 152.3        | 153.5        | 149.3        | 162.8        | 160.6        | 595.6        | 626.1        |
| Advertising and commercial services | 72.3         | 52.6         | 66.8         | 55.7         | 74.1         | 247.6        | 249.2        |
| Other revenues                      | 3.9          | 3.2          | 3.4          | 2.8          | 2.7          | 14.6         | 12.2         |
| <b>Total revenues</b>               | <b>228.2</b> | <b>209.3</b> | <b>219.5</b> | <b>221.3</b> | <b>237.4</b> | <b>857.7</b> | <b>887.4</b> |
| Operating expenses                  | 222.0        | 212.3        | 200.9        | 220.0        | 215.5        | 821.1        | 848.8        |
| <b>EBITDA</b>                       | <b>6.2</b>   | <b>-3.0</b>  | <b>18.6</b>  | <b>1.3</b>   | <b>21.8</b>  | <b>36.6</b>  | <b>38.7</b>  |
| CAPEX                               | 5.3          | 5.1          | 5.7          | 6.3          | 6.2          | 26.9         | 23.3         |
| EBITDA less CAPEX                   | 0.9          | -8.1         | 12.8         | -5.0         | 15.6         | 9.7          | 15.4         |

## SOFTWARE-AS-A-SERVICE

The business area Software-as-a-Service (SaaS) includes the companies Mynewsdesk and Mention Solutions ("Mention"). Mynewsdesk, headquartered in Stockholm, is offering its customers an intelligent PR and communication solution with associated services. The company's main markets are the Nordic area and the DACH area (Germany, Austria, Switzerland). Mention is offering services within media monitoring, mainly focusing on social media. Mention has its head office in Paris and has a global market focus.

Mynewsdesk continued to show moderate progress in sales and revenues in the quarter. Mynewsdesk is focusing on incorporating artificial intelligence into its product and launched a new product suite, the PR Co-pilot, in the fourth quarter. The PR Co-pilot incorporates AI in all phases of the PR process, from idea generation, message formulation, distribution and monitoring of results. Reception in the market has been promising.

Mention Solutions concentrated on improving all aspects of its monitoring product and the processes related to development, sales and customer support. Mention is still in a development phase and has significant unrealized growth potentials. The Boards of Mention Solution and NHST Holding are considering strategic alternatives for Mention Solutions with a view to maximizing the probability for significant profitable growth of the company.

The business area reported revenues of NOK 65.8 million in the fourth quarter, versus NOK 60.6 million in 2022. In their functional currencies, Mynewsdesk shows a growth in recognized revenues of 3.6 per cent, while Mention reported a reduction of 5.9 per cent.

Operating expenses were NOK 77.2 million, compared to NOK 61.7 million in 2022 while business area EBITDA was minus NOK 11.4 million versus minus NOK 1.2 million in 2022. A main factor behind the higher operational expenses and lower EBITDA was that Mention Solutions capitalized significantly less of its development expenses in the fourth quarter compared to the year before.

Capitalized development expenses were NOK 11.6 million in the quarter (2022: NOK 15.1 million).

| <i>NOK million</i>    | Q4 2022     | Q1 2023      | Q2 2023     | Q3 2023     | Q4 2023      | YTD 2022     | YTD 2023     |
|-----------------------|-------------|--------------|-------------|-------------|--------------|--------------|--------------|
| Subscription revenues | 57.6        | 56.4         | 61.7        | 58.6        | 64.3         | 215.7        | 241.1        |
| Service revenues      | 3.0         | 1.7          | 3.6         | 1.3         | 1.5          | 10.2         | 8.1          |
| <b>Total revenues</b> | <b>60.6</b> | <b>58.1</b>  | <b>65.3</b> | <b>59.9</b> | <b>65.8</b>  | <b>225.9</b> | <b>249.1</b> |
| Operating expenses    | 61.7        | 68.9         | 70.7        | 62.0        | 77.2         | 241.9        | 278.8        |
| <b>EBITDA</b>         | <b>-1.2</b> | <b>-10.7</b> | <b>-5.4</b> | <b>-2.1</b> | <b>-11.4</b> | <b>-16.0</b> | <b>-29.7</b> |
| CAPEX                 | 15.1        | 11.3         | 14.6        | 10.8        | 11.6         | 37.4         | 48.3         |
| EBITDA less CAPEX     | -16.3       | -22.0        | -20.0       | -12.8       | -23.1        | -53.4        | -77.9        |

Oslo, 13 February 2024

The Board of Directors of NHST Holding AS

# KEY FIGURES NHST HOLDING CONSOLIDATED GROUP

## INCOME STATEMENT

| (MNOK)                                   | Q4 2023   | Q4 2022   | YTD 2023  | YTD 2022  |
|--|-----------|-----------|-----------|-----------|
| Revenues                                 | 302.5     | 287.7     | 1133.5    | 1082.0    |
| Operating expenses                       | 293.0     | 283.3     | 1127.8    | 1064.5    |
| EBITDA*                                  | 9.5       | 4.4       | 5.7       | 17.5      |
| Ordinary depreciation                    | 23.1      | 20.5      | 83.2      | 70.3      |
| Operating profit / loss                  | -13.6     | -16.1     | -77.5     | -52.9     |
| Net financial items                      | -6.8      | -6.2      | -13.8     | -8.6      |
| Profit/loss before tax                   | -20.4     | -22.3     | -91.3     | -61.5     |
| Profit/loss after tax                    | -24.8     | -27.2     | -95.3     | -69.0     |
| Minority interests                       | -0.1      | 0.1       | -0.3      | -0.1      |
| Profit/loss after tax majority interests | -24.8     | -27.3     | -95.0     | -68.9     |
| Number of shares ex own shares           | 1 555 673 | 1 555 673 | 1 555 673 | 1 555 673 |
| Profit/loss per share in NOK             | -15.9     | -17.5     | -61.1     | -44.4     |
| Average number of FTEs                   | 579       | 599       | 594       | 581       |

\*EBITDA includes non-recurring items

## BALANCE SHEET

|   | 31.12.2023    | 31.12.2022   |
|---|---------------|--------------|
| Intangible assets                                 | 177.0         | 179.5        |
| Other fixed assets                                | 188.6         | 179.2        |
| <b>Total fixed assets</b>                         | <b>365.6</b>  | <b>358.7</b> |
| Accounts receivable                               | 89.3          | 89.0         |
| Other short-term receivables                      | 22.9          | 45.4         |
| Cash and cash equivalents                         | 135.5         | 210.6        |
| <b>Total short-term assets</b>                    | <b>247.7</b>  | <b>345.0</b> |
| <b>Total assets</b>                               | <b>613.3</b>  | <b>703.6</b> |
| Shareholders' equity                              | -150.7        | -57.6        |
| Minority  | 1.2           | 1.4          |
| <b>Total shareholders' equity</b>                 | <b>-149.5</b> | <b>-56.2</b> |
| Long term debt                                    | 40.8          | 252.1        |
| Accounts payable                                  | 32.8          | 62.9         |
| Prepayments                                       | 346.1         | 309.7        |
| Other short-term debt                             | 343.2         | 135.1        |
| <b>Total liabilities</b>                          | <b>762.8</b>  | <b>759.8</b> |
| <b>Total shareholders' equity and liabilities</b> | <b>613.3</b>  | <b>703.6</b> |

**NOTE 1 ACCOUNTING PRINCIPLES**

Tax expenses are estimated based on the expected tax rate for the year.

| <b>NOTE 2 SPECIFICATIONS</b> | <b>Q4 2023</b>            |               | <b>YTD 2023</b>           |               |
|------------------------------|---------------------------|---------------|---------------------------|---------------|
|                              | <b>Operating revenues</b> | <b>EBITDA</b> | <b>Operating revenues</b> | <b>EBITDA</b> |
| Media                        | 237.4                     | 21.8          | 887.4                     | 38.7          |
| SaaS                         | 65.8                      | -11.4         | 249.1                     | -29.7         |
| Other group companies        | -0.7                      | -0.9          | -3.1                      | -3.3          |
| <b>SUM</b>                   | <b>302.5</b>              | <b>9.5</b>    | <b>1133.5</b>             | <b>5.7</b>    |