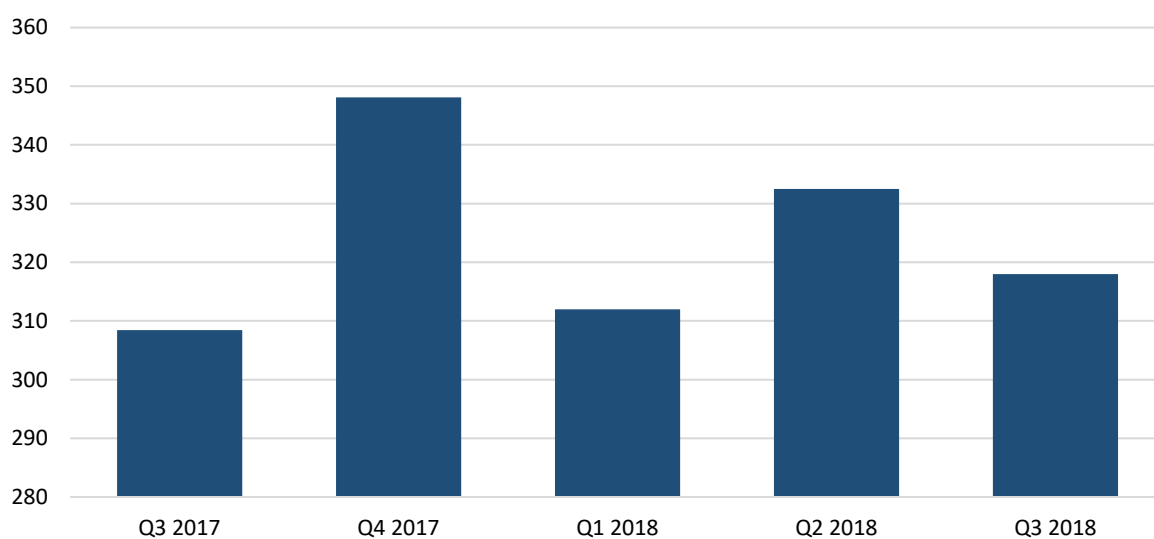


# NHST MEDIA GROUP AS

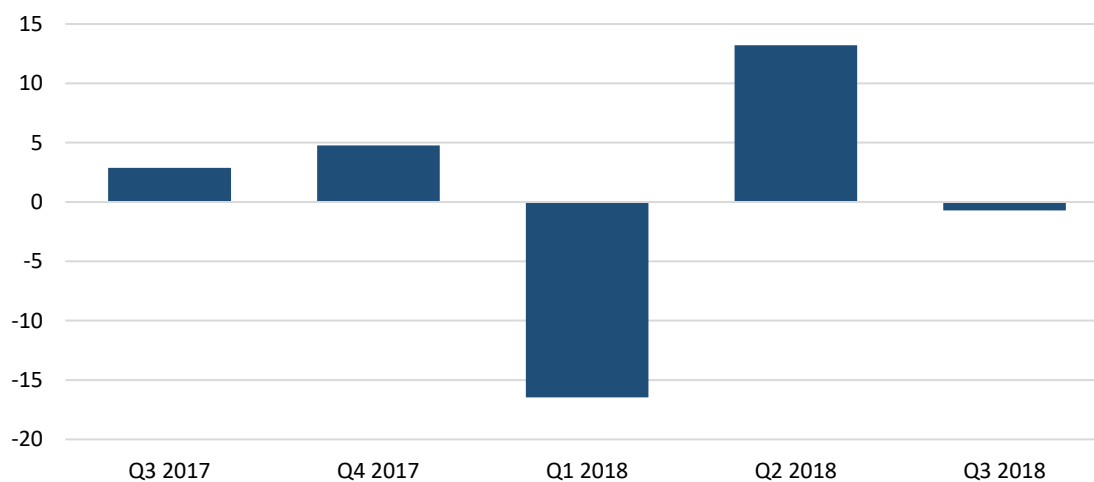
## Quarterly Report

### 3rd quarter 2018

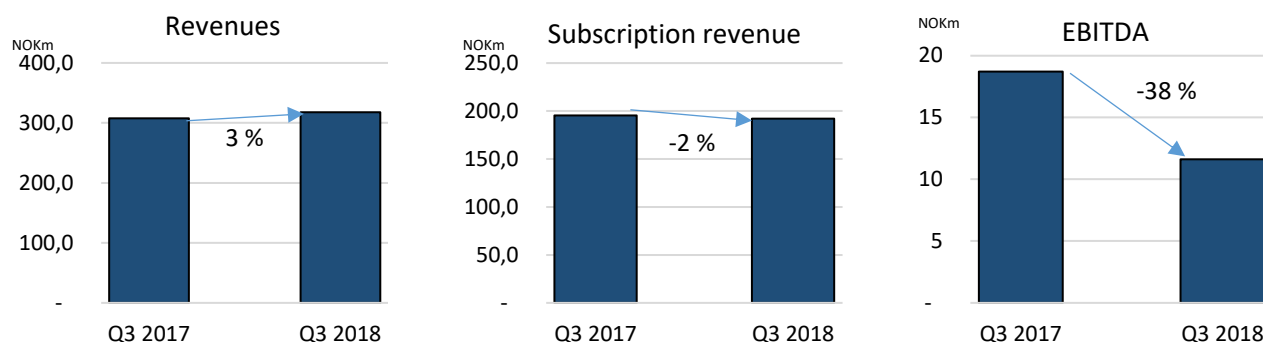
Revenues (NOKm)



EBIT (NOKm)



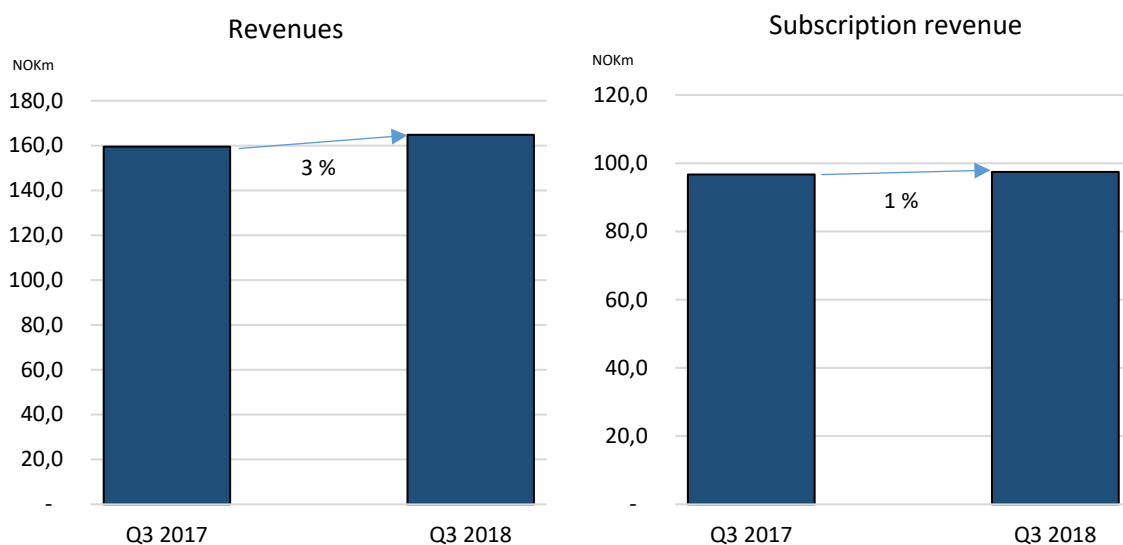
# NHST Group



MNOK	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q3 2017 YTD	Q3 2018 YTD
Subscription income	195,5	197,8	196,6	192,1	192,0	579,3	580,7
Advertising revenue	58,1	83,4	59,9	77,7	70,1	207,5	207,7
Sales of goods and services	53,8	66,9	55,5	62,7	55,9	176,9	174,1
<b>Totale driftsinntekter</b>	<b>307,4</b>	<b>348,1</b>	<b>312,0</b>	<b>332,5</b>	<b>318,0</b>	<b>963,8</b>	<b>962,5</b>
Operating expenses	288,7	328,0	315,8	307,2	306,4	896,1	929,4
EBITDA before onetime effects	19,2	25,2	4,0	30,7	11,6	69,2	45,4
EBITDA	18,7	20,1	-3,8	25,3	11,6	68,7	33,1
Depreciation & Amortization	16,8	15,3	12,7	12,1	12,3	41,8	37,1
Operating result	1,9	4,8	-16,5	13,2	-0,7	26,8	-4,0

- Revenues in the third quarter were 3% up on the same period last year. The growth is due to a positive third quarter for advertising revenue, which rose 21% in the quarter. Digital advertising revenue was the main reason for the growth, but there was also a significant improvement in paper-based advertising for Global Publications.
- Subscription revenue fell by 2% in the quarter. Adjusted for exchange rate changes, the trend was stable for both Mynewsdesk and Norwegian Publications, while there was a small decline in Global Publications.
- EBITDA ended the quarter on NOK 12m, down NOK 7m. The decline was caused by lower profitability in Mynewsdesk, which was down NOK 7m. The operating loss for the quarter was NOK 1m.
- The French SaaS company Mention was purchased in the third quarter to strengthen the future development of Mynewsdesk. The initial purchase price was EUR 14m, with a future variable pricing element related to the combined business development up to and including 2020. The acquisition will contribute with strong digital knowhow, innovation and technology, as well as a global customer base to Mynewsdesk's existing operation.
- Nautisk Forlag's business has been sold to StormGeo with effect from 1 October. The net effect of the transaction will be recognised in the fourth quarter and is expected to contribute with a small profit. Year to date 2018, Nautisk has contributed with revenues of NOK 83m and an operating loss off NOK 12m to the Group's consolidated numbers, while the corresponding figures for 2017 was NOK 95m and NOK 10m.
- Hege Yli Melhus Ask has been appointed as the new CEO of NHST Media Group. She comes from a position as Executive Vice President for the business area Privat of the insurance company Gjensidige Forsikring ASA. She will take up her post on 1 November.

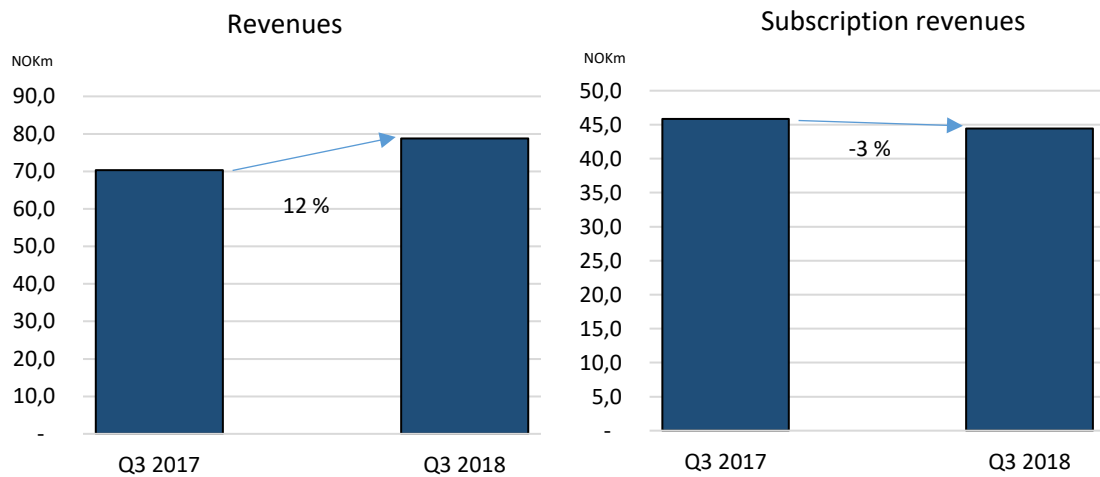
# Norwegian Publications



NORWEGIAN PUBLICATIONS	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q3 2017	Q3 2018
MNOK						YTD	YTD
Subscription income	96,7	95,2	95,8	94,2	97,5	280,2	287,4
Advertising revenue	40,3	59,9	42,9	50,3	43,4	140,2	136,6
Sales of goods and services	22,5	28,0	17,4	24,9	23,9	64,5	66,2
<b>Totale revenue</b>	<b>159,5</b>	<b>183,1</b>	<b>156,1</b>	<b>169,3</b>	<b>164,8</b>	<b>485,0</b>	<b>490,2</b>
Operating expenses	147,7	166,7	151,0	146,8	157,4	435,2	455,2
<b>EBITDA</b>	<b>11,7</b>	<b>16,4</b>	<b>5,0</b>	<b>22,5</b>	<b>7,4</b>	<b>49,8</b>	<b>35,0</b>

- Revenues in the third quarter amounted to NOK 165m, an increase of 3%.
- Advertising revenue rose 8%, equivalent to NOK 4m, in the third quarter. Digital advertising revenue grew 50% in the quarter, while the decline in paper advertising was smaller than in previous quarters.
- Revenue from conferences and content marketing continues to make a positive contribution to revenue development.
- The trend for subscription revenue was stable in the third quarter. There is growth in digital subscription products, while the combination products continue to decline.
- Expenses in the third quarter were NOK 9m higher than in the same period last year. This is mainly due to higher staff expenses resulting from the focus on content marketing and digital development at both Morgenbladet and DN.
- EBITDA for the quarter was NOK 7m, which is NOK 5m down on the same period last year.

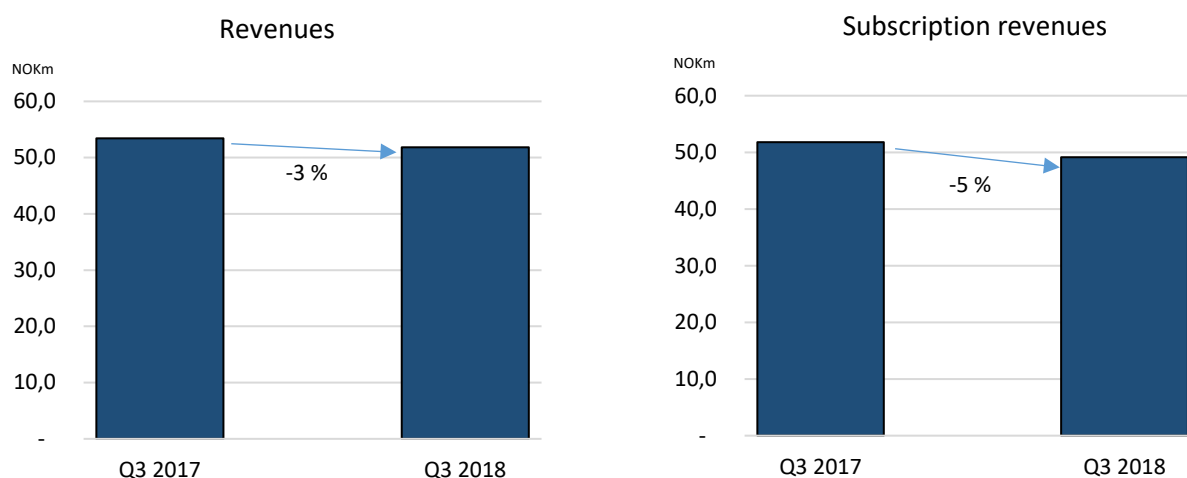
# Global Publications



Global Publications MNOK	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q3 2017 YTD	Q3 2018 YTD
Subscription income	45,9	46,1	45,5	46,0	44,4	137,2	135,9
Advertising revenue	17,9	23,6	17,0	27,5	26,7	67,9	71,1
Sales of goods and services	6,6	7,3	6,1	8,2	7,6	18,6	21,9
<b>Totale revenue</b>	<b>70,3</b>	<b>76,9</b>	<b>68,6</b>	<b>81,6</b>	<b>78,8</b>	<b>223,6</b>	<b>229,0</b>
Operating expenses	65,4	73,1	72,2	71,8	69,1	209,6	213,2
<b>EBITDA</b>	<b>4,9</b>	<b>3,8</b>	<b>-3,7</b>	<b>9,8</b>	<b>9,6</b>	<b>14,0</b>	<b>15,7</b>

- Total revenues increased by 12%, or NOK 8m, in the third quarter.
- Advertising revenue was up 49%, equivalent to MNOK 9, in the quarter. TradeWinds and Upstream made the biggest contribution to this growth, but Recharge and Intrafish also grew in the quarter. Revenue from paper-based products increased by NOK 6m, while digital advertising products were up NOK 3m.
- Subscription revenue fell by 3% in the quarter. There was a clear shift towards digital subscription products, which increased by 54%, equivalent to NOK 5m, compared with the same quarter last year.
- Media service revenue was up 20% in the quarter as a result of several successful conferences for both shipping and seafood.
- Operating expenses rose NOK 4m in the third quarter owing to the conference activities and a high level of activity in general.
- EBITDA ended the quarter on NOK 10m, an increase of NOK 5m.

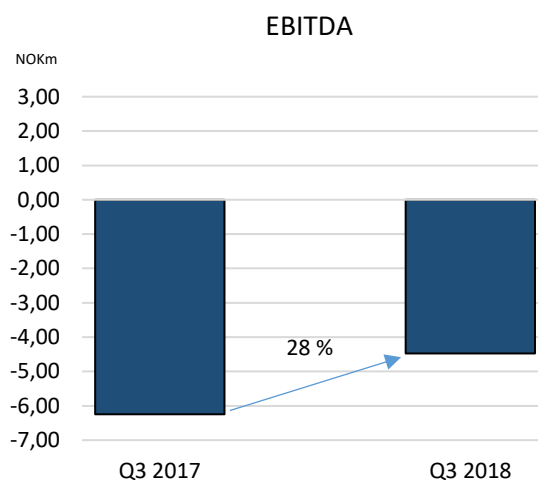
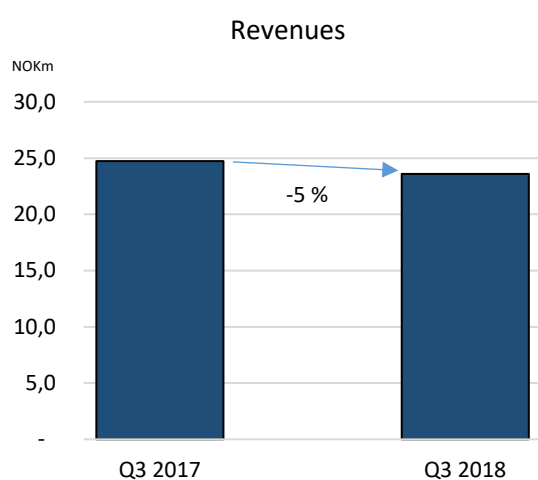
# Mynewsdesk



MyNewsDesk MNOK	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q3 2017 YTD	Q3 2018 YTD
Subscription income	51,8	56,0	54,2	50,5	49,2	157,4	153,9
Sum other mediaservices	1,6	6,6	3,3	3,0	2,7	5,3	9,0
<b>Totale revenue</b>	<b>53,4</b>	<b>62,6</b>	<b>57,5</b>	<b>53,5</b>	<b>51,9</b>	<b>162,7</b>	<b>162,9</b>
Operating expenses	44,2	54,5	52,0	53,3	49,6	145,6	154,9
<b>EBITDA</b>	<b>9,2</b>	<b>8,0</b>	<b>5,5</b>	<b>0,3</b>	<b>2,2</b>	<b>17,2</b>	<b>8,0</b>

- Adjusted for foreign currency effects, revenue grew 1% compared with the third quarter of last year.
- While the renewal rate for existing customers remains stable at a high level, the net growth in new customers has been marginal.
- Expenses in the third quarter were NOK 5m higher than in the same period last year.
- EBITDA for the quarter was NOK 2m, which is NOK 7m lower than for the same period last year, with this being due to higher expenses.
- Mynewsdesk bought the French company Mention in the third quarter. The initial purchase price was EUR 14m, with a future variable pricing element related to the combined business development up to and including 2020. Mention will strengthen Mynewsdesk's sales automation competency, allow for cross sales of products, increase technology transfer and give rise to a faster international expansion strategy. The financial impacts of the transaction will take effect as of the fourth quarter.

# Nautisk Forlag



Nautical Charts MNOK	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q3 2017 YTD	Q3 2018 YTD
Subscription income	1,2	1,5	1,3	1,5	1,1	4,4	3,9
Sum other mediaservices	23,6	26,1	29,3	27,6	22,5	90,3	79,4
<b>Totale revenue</b>	<b>24,7</b>	<b>27,6</b>	<b>30,6</b>	<b>29,1</b>	<b>23,6</b>	<b>94,7</b>	<b>83,3</b>
Operating expenses	31,0	34,6	32,1	32,1	28,1	102,0	92,3
<b>EBITDA</b>	<b>-6,2</b>	<b>-7,0</b>	<b>-1,4</b>	<b>-3,1</b>	<b>-4,5</b>	<b>-7,3</b>	<b>-9,0</b>

- The business has been sold to StormGeo with effect from 1 October, and the accounting effects of the sale will be included in the fourth quarter. It is expected to yield a small gain.
- Total revenues for the quarter were NOK 24m, a decline of NOK 1m, or 5%. Revenue for digital products rose 20% in the quarter, while the decline for paper was NOK 2m, or 13%.
- Margins were satisfactory in the third quarter and were on a par with the same period last year.
- Expenses were NOK 2m lower than in the third quarter of last year as a result of the activities that were wound up in the USA and Singapore.
- EBITDA showed an improvement of NOK 2m, but still ended the quarter on a deficit of NOK 4m.

## **PROSPECTS**

The Group's strategy for developing subscription-based services is being maintained. Over time, subscription-based services will give the Group predictable revenues for the further development of related services and new revenue streams.

The acquisition of Mention is strengthening Mynewsdek's global expansion strategy and lays the foundation for further strong, innovation-led growth. The integration of the two organisations is ongoing with the purpose of creating a better customer experience in the form of an easier purchase process, improved product offering and increased customer support. The combined product offering creates a leading platform for improved online PR and market communication for small and medium sized enterprises on a SaaS-driven subscription model.

The long-term trend in the advertising market remain challenging. The Group continues to develop new advertising products and services on digital platforms.

The Group's development capacity is being used for digitisation and the development of new products and services in established market areas. The transition from the paper-based product to digital services requires continuous investment in both the organisation and technology.

Oslo, 22 October 2018

Board of Directors of NHST Media Group AS

## KEY FIGURES NHST MEDIA GROUP

(MNOK)	Q3 2018	Q3 2017	YTD Q3 2018	YTD Q3 2017
Revenues	318,0	307,4	962,5	963,8
Operating expenses	306,4	288,7	929,4	896,1
Ordinary depreciation	12,3	16,8	37,1	41,8
EBITDA	11,6	18,7	33,1	67,7
Operating profit / loss	-0,7	1,9	-4,0	25,8
Net financial items	0,1	-2,3	0,3	-3,0
Profit/loss before tax	-0,6	-0,4	-3,6	22,8
Profit/loss after tax total (*)	-1,1	-2,4	-4,8	13,3
Minority interests	0,5	0,5	0,9	1,3
Profit/loss after tax majority(*)	-1,6	-2,9	-5,7	12,0
Number of shares ex own shares	1 243 173	1 243 173	1 243 173	1 243 173
Profit/loss per share in NOK	-0,9	-1,9	-3,9	10,7

	Revenue	EBIT
Norske publikasjoner	164,8	6,0
Global Publications	78,8	9,2
Mynewsdesk	51,9	-1,9
Nautisk Forlag	23,6	-5,4
Øvrige konsernselskaper	20,9	-6,4
Amortisering av goodwill	0,0	-2,1
Eliminering	-21,9	0,0
<b>SUM</b>	<b>318,0</b>	<b>-0,7</b>

	30.09.2018	31.12.2017
Intangible assets	286,7	140,7
Other fixed assets	151,1	154,3
<b>Total fixed assets</b>	<b>437,8</b>	<b>295,0</b>
Inventory	8,2	12,6
Accounts receivable	125,2	145,2
Other short term receivables	29,6	21,5
Cash and cash equivalents	176,7	218,9
<b>Total short term assets</b>	<b>339,6</b>	<b>398,1</b>
<b>Total assets ***</b>	<b>777,4</b>	<b>693,1</b>
Shareholders' equity	101,2	107,6
Minority	15,3	16,0
<b>Total shareholders' equity</b>	<b>116,5</b>	<b>123,5</b>
Long term interest bearing debt	100,0	50,0
Other long term debt	19,5	18,5
<b>Total long term debt</b>	<b>119,5</b>	<b>68,5</b>
Accounts payable	38,7	51,9
Prepayments	314,7	319,1
Short term interest bearing debt	70,0	0,0
Other short term debt	118,0	130,1
<b>Total liabilities</b>	<b>541,4</b>	<b>501,1</b>
<b>Total shareholders' equity and liabilities ***</b>	<b>777,4</b>	<b>693,1</b>

(\*) A 23 % tax rate has been used in calculating the quarterly figures

(\*\*) As of Q1 2018 the revenue recognition in Mynewsdesk is adjusted from month to days to give an even more precise measurement. Comparable figures are adjusted to reflect the change. The net effect in on revenues in the quarter is mnok 1. There was a net negative effect on the equity of MNOK 10.6 in 31.12.2017

(\*\*\*) The charte a publications business in Nautisk Forlag has been transferred to StormGeo with effect from 1. October. It was an asset sale and as such all assets and debt related to continued operations was included in the transaction. All the items included is still part of the balance as at September 30, and the effects of the transaction will be included in Q4.