

CHANGES IN THE CORPORATE STRUCTURE OF THE NHST MEDIA GROUP

NHST Media Group will, during the second half year 2021, implement a change in the corporate structure which will lead to a reorganization of the business into two groups, one for the media businesses and one for the SaaS businesses.

The purpose is to stimulate a more ambitious business development and growth in each of the business lines.

- Both the media businesses and the SaaS companies have ambitious growth targets for the years to come. The structural changes that we are now implementing, will ensure increased speed in product development and digitalization in all parts of the group, says Group CEO Trond Sundnes.

Two sub-groups of companies will be established, one for the media businesses and one for SaaS. All operational activities will be included in these sub-groups. The parent company, NHST Media Group AS, will become a pure holding company, without operational activities and without employees.

The group functions that are currently contained in NHST Media Group AS, will be transferred to the media sub-group. The current Board of Directors of NHST Media Group AS will be proposed as the Board of Directors of the media sub-group. This sub-group will own the shares in Dagens Næringsliv AS, NHST Global Publications AS, Europower AS and Fiskeribladet AS.

The sub-group for SaaS will own the shares in Mynewsdesk AB and Mention Solutions SAS. For the SaaS sub-group, a Board of directors with relevant industry experience will be established.

In the external financial reporting, the Group will as from the fourth quarter 2021 report two business segments, media and SaaS, respectively.

Following this change, the two business lines will have dedicated management teams and governance models that can secure focus on customers and users, operational efficiency, and enhanced growth.

Change processes within the media businesses that were announced in July, continue as planned. The strategy for the media business is unchanged: deliver word class journalism and insights that helps readers to make better decisions. The media businesses have offices in Oslo, Bergen, London, Singapore, Stamford, Houston and Seattle. The media businesses reported net sales of NOK 827 million in 2020.

Mynewsdesk, headquartered in Stockholm, is offering its customers a PR and communication platform 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. Both companies are targeting substantial growth and will continue to invest in intelligence and product and market development. The SaaS businesses reported net sales of NOK 254 million in 2020.