

An aerial night view of a city, likely Oslo, with a blue overlay. The text 'EKSPRESS GRUPP' is written in large, bold, red capital letters in the center. Below it, the date '3. MAY 2024' is written in smaller, white capital letters. At the bottom, the text 'SHAREHOLDERS ANNUAL GENERAL MEETING' is written in large, bold, white capital letters. In the background, a tall building has signs for 'HOTELL VIRU' and 'SONOS HOTEL VIRU'.

EKSPRESS GRUPP

3. MAY 2024

SHAREHOLDERS ANNUAL GENERAL MEETING

AGENDA:

- (0) Management Board's overview for 2023
- 1. The approval of 2023 annual report of AS Ekspress Grupp
- 2. The approval of the proposal for distribution of profits
- 3. Extension of the mandate of the Member of the Supervisory Board



Management Board's overview for 2023



Our mission is to serve democracy

2023 in figures



73.1 € million

sales revenue

+14%



9.6 € million

cash balance

+29%



10.2 € million

EBITDA

+15%



83%

the share of digital revenue of group's revenue



207,000

digital subscriptions throughout the Baltics



41%

digital subscriptions growth



1,100

employees

Key events 2023

- Strong and stable growth despite an unstable environment
- An important part of the organic growth of digital revenues
- 41% growth in digital subscriptions, leading position in all markets
- Expansion of outdoor screen network, growth from 84 screens to 148 (more than 75%)
- Increase in sales volumes of ticket sales platforms despite a weaker economic environment
- Express Post's operations reorganized: home delivery service transferred to Omniva since July 2023
- Group-wide ESG strategy (sustainability conferences in Estonia and Lithuania, thematic publications/portals in each country)

Long term Outlook

- Organic growth of the existing digital business
- Increasing the company's value by creating a synergy between the new businesses acquired (M&A) and current media operations
- Sustainable development of the entire group of companies

Group's long-term financial targets:

Target by end of 2026	2026 target	2023 actual	2022 actual	2021 actual
Digital subscriptions in Baltics	>340,000	207,328	146,608	130,731
Share of digital revenues	>85%	83%	78%	76%
EBITDA margin	>15%	14%	14%	15%
Dividend pay-out rate	≥30%	55%	37%	59%

2024 focus and outlook

- Focus on digital growth, subscriptions especially in Latvia and Lithuania
- To execute the planned growth in digital advertising by launching new products
- In the unstable environment keep a close eye on the cost base
- Investments in technology to improve the customer satisfaction, also extra attention to the cyber security topic
- Execute the growth expectations in our newly set up digital outdoor network
- Providing the best media content
- To monitor closely print products profitability
- To execute our potential in investing into new companies and businesses which have strategical fit

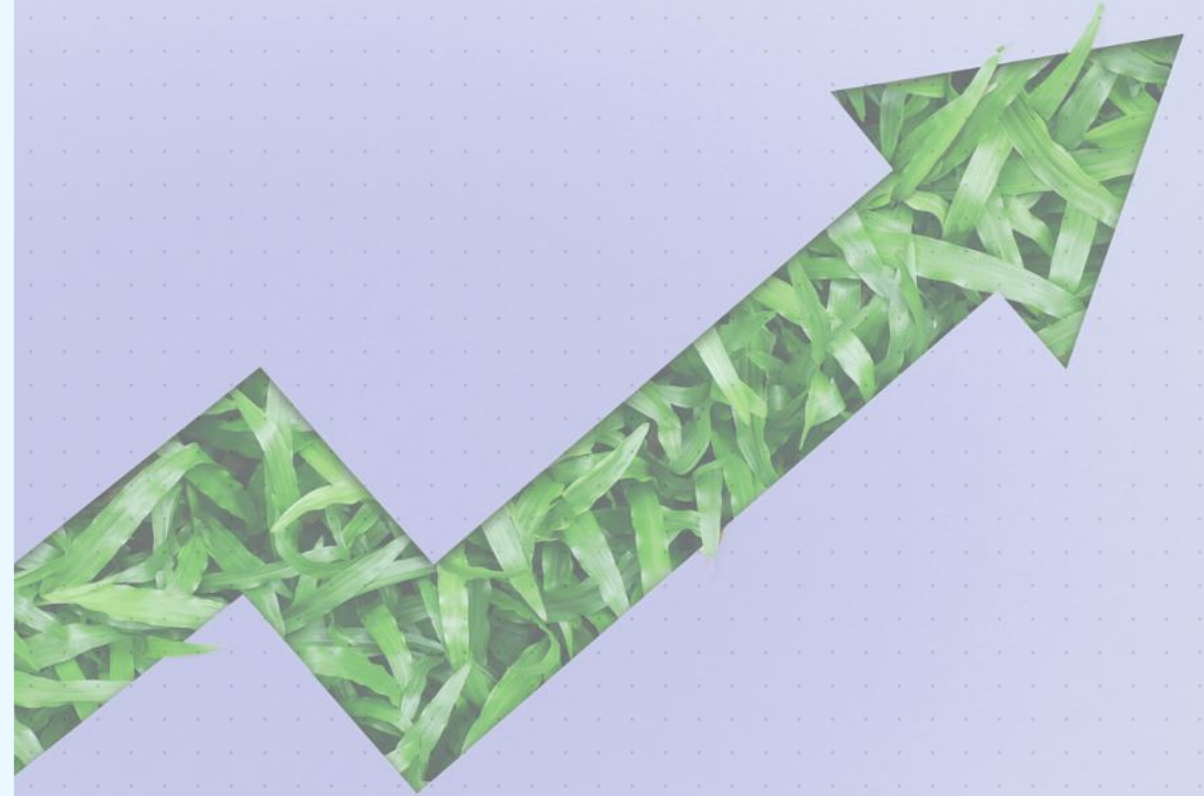
**Thank you,
questions?**



2. The approval of the annual report of AS Ekspress Grupp



3. The approval of the proposal for distribution of profits



4. Extension of the mandate of the Member of the Supervisory Board



Thank you!

