

# Trading Update

Q2 2025



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## Background

- On 13 June 2025, eEquity acquired Prisjakt from Schibsted and eEquity has thus been owners less than one month before the end of Q2 2025
- Prisjakt will publish its first interim report as of Q3 2025 as stated in the terms and conditions
- This presentation is a trading update based on management accounts
- Further, Prisjakt is currently working with its own consolidated financials, outside the Schibsted Group, which will be finalised prior to the release of the company's first interim report. Due to this, there are no full balance sheet available yet

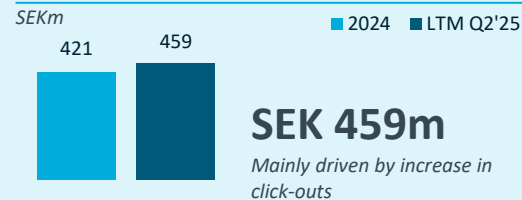
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## Income statement

MSEK	Q2 2025	Q2 2024	Δ	Q2 2025 LTM
Click	91.4	71.9	27%	394.7
Banner	12.4	12.5	(1%)	55.7
B2B	1.8	2.1	(15%)	8.1
Other	0.1	0.1	41%	0.5
<b>Total revenue</b>	<b>105.7</b>	<b>86.7</b>	22%	<b>459.0</b>
Marketing	(25.4)	(19.0)	34%	(114.7)
Labour cost	(42.0)	(42.3)	0%	(163.0)
Capitalized Labour cost	5.6	6.9	(18%)	21.7
<b>Total Labour cost</b>	<b>(36.4)</b>	<b>(35.4)</b>	3%	<b>(141.3)</b>
External services	(5.1)	(3.9)	30%	(19.3)
Capitalized external services	2.7	1.9	40%	11.2
IT Expenses	(6.8)	(6.7)	3%	(27.8)
Other cost	(9.1)	(9.1)	0%	(35.5)
<b>Total OPEX</b>	<b>(18.4)</b>	<b>(17.8)</b>	3%	<b>(71.3)</b>
<b>Total cost</b>	<b>(80.2)</b>	<b>(72.1)</b>	11%	<b>(327.3)</b>
<b>EBITDA</b>	<b>25.5</b>	<b>14.5</b>	75%	<b>131.7</b>
% Margin	24%	17%	-	29%
Adjustments				11.2
<b>Adj. EBITDA</b>				<b>142.9</b>

Note: Figures are based on unaudited management accounts  
 1) Net debt excludes subordinated PIK vendor loan of SEK 20m owned to Schibsted

## Revenue



## PF Adj. EBITDA



## Net debt / PF Adj. EBITDA

