



**EKSPRESS
GRUPP**

4. MAY 2023

SHAREHOLDERS ANNUAL GENERAL MEETING

AGENDA:

1. The approval of 2022 annual report of AS Ekspress Grupp
2. The approval of the proposal for distribution of profits



Management Board's overview for 2022



Our mission is to serve democracy

2022 in figures



64.1 € million

sales revenue

+20%



4.1 € million

net profit

0%



8.9 € million

EBITDA

+8%



78%

the share of digital revenue of group's revenue



147,000

digital subscriptions throughout the Baltics



12%

digital subscriptions growth



+1,500

employees

Key events 2022

- Strong and stable growth despite an unstable environment
- An important part of the organic growth of digital revenues
- 12% growth in digital subscriptions, leading position in all markets
- Acquisitions of ELTA news agency and Lrytas portal in Lithuania
- Expansion of outdoor screen network, growth from 57 screens to 84 (more than 50%)
- Increase in sales volumes of ticket sales platforms and recovery to the pre-corona period
- The decision to reorganize Express Post's operations and transfer home delivery service to Eesti Post
- Group-wide ESG strategy (sustainability conferences in Estonia and Lithuania, thematic publications/portals in each country)

Strategy

- 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 media – group-wide ESG strategy

Group's long-term strategic financial targets:

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

ESG strategy

Group-wide ESG (environmental-social-governance) strategy created in 2022:

- to create a positive impact on society through the core activities of Group companies (based on the principles established by UN and OECD Guidelines for Multinational Enterprises).
- to reduce the impact of the Group's operations on the environment and to make our contribution to achieving the goal of mitigating climate change according to the Paris Agreement.

ESG strategy

areas of social impact and responsibility

Leading ethical and responsible media group

- Independent and influential media group
- Responsible advertising platform
- Subscribers' rights and wellbeing

Responsible and attractive employer

- Personal and professional development of employees
- Employee wellbeing
- Equal treatment, diversity and engagement

Responsibly and sustainably managed company

- Reduction of environmental impact: resources efficiency and climate impact
- Honest and responsible management
- Supply chain sustainability

2023 focus and outlook

- Development of employees and improvement of digital skills
- Continued development of digital solutions and services, investments in technology, implementation of the potential of artificial intelligence
- A good potential for further growth of digital revenues and digital subscriptions, requires wider adoption of new trends in the media market and reaching market participants, first of all in Latvia and Lithuania
- Providing the best media content
- Complete the construction of Riga's outdoor screen network, increase in sales revenue
- Closure of Express Post's home delivery business and smooth transfer of the service to Eesti Post
- Maintaining the cost base, especially in the area of print products
- Realizing the profit potential of the companies acquired in 2022

**Thank you,
questions?**



1. The approval of the annual report of AS Ekspres Grupp

A cluster of pills is positioned on the right side of the slide. It includes several white, round pills, some of which are broken into fragments. One prominent pill is pink and round. The pills are set against a light blue background with a fine grid pattern.

2. The approval of the proposal for distribution of profits



Thank you!

