

An aerial night view of a city, likely Oslo, with a dark blue overlay. The city lights are visible, and a prominent building in the center has "HOTELL VIRU" and "SONOS" signs. The text "EKSRESS GRUPP" is overlaid in large, bold, red capital letters.

# EKSRESS GRUPP

23. MAY 2025

## SHAREHOLDERS ANNUAL GENERAL MEETING

# AGENDA:

## (0) Management Board's overview for 2024

1. Approval of the 2024 annual report of AS Ekspress Grupp
2. Approval of the proposal for the distribution of profits
3. Election of a Member of the Supervisory Board
4. Remuneration of the members of the Supervisory Board
5. Recall of a member of the Supervisory Board





# Management Board's overview for 2024



**Our mission is to serve democracy**

# 2024 in figures



**76.2 € million**

sales revenue

+4%



**238,000**

digital subscriptions throughout the Baltics

+15%



**10.7 € million**

EBITDA

+4%



**86%**

the share of digital revenue of group's revenue

+4%



**3.3 € million**

net profit

-3%



**960**

employees

-1%



**9.0 € million**

cash balance

-7%



**0.06 €**

dividend per share

+0%

# Key events 2024

- Strong and stable growth despite an unstable environment
- An important part of the organic growth of digital revenues
- 15% growth in digital subscriptions, **leading position in all markets**
- Expansion of outdoor screen network, growth from 148 screens to 156 (+5%)
- Increase in sales volumes of ticket sales platforms despite a weaker economic environment
- Expansion in the training and conference business market:
  - In July 2024, the business operations of OÜ Eesti Koolitus- ja Konverentsikeskus were acquired in Estonia
  - In December 2024, the conference company UAB Kenton Baltic was acquired in Lithuania, gaining the rights for organising the biggest business conference EBIT and biggest HR conference HR Week
- **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	2024 actual	2023 actual	2022 actual	2021 actual
Digital subscriptions in Baltics	>340 000	238 182	207 328	146 608	130 731
Share of digital revenues	>85%	86%	83%	78%	76%
EBITDA margin	>15%	14%	14%	14%	15%
Dividend pay-out rate	≥30%	57%	55%	37%	59%

# 2025 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



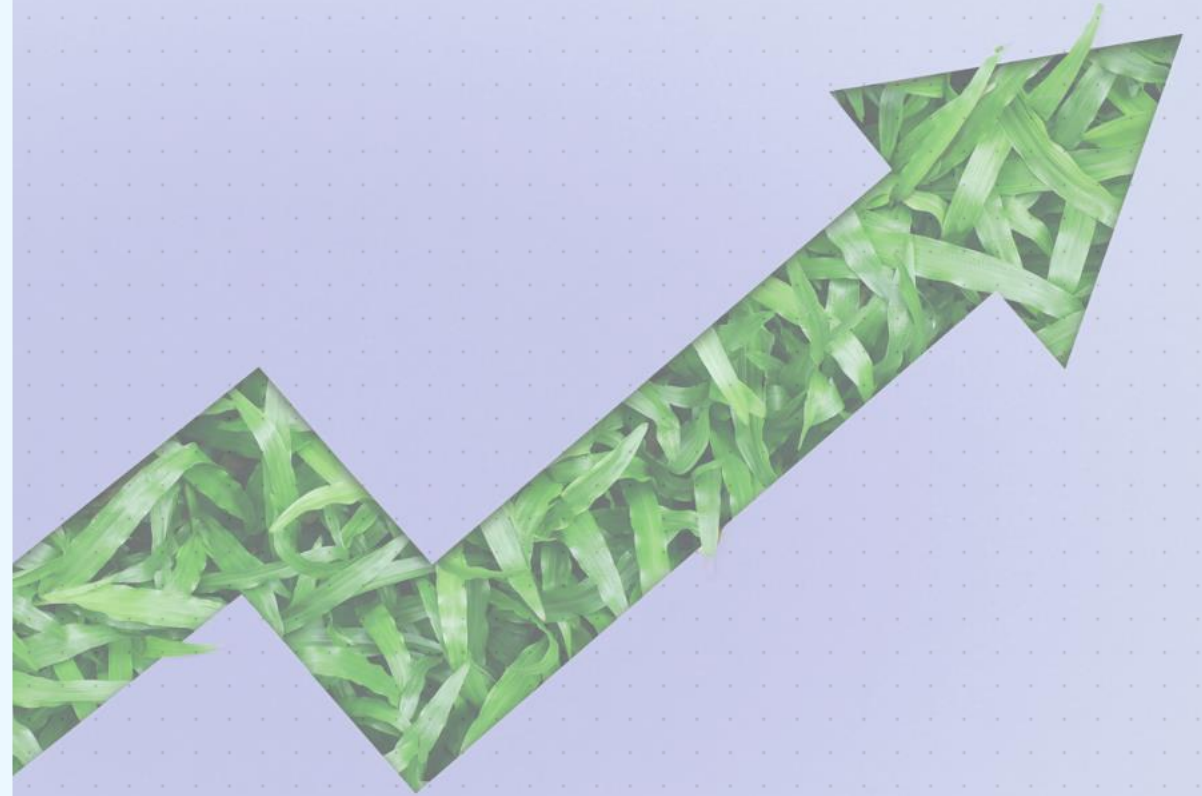
**Thank you,  
questions?**



# 1. Approval of the 2024 annual report of AS Ekspress Grupp



## 2. Approval of the proposal for the distribution of profits



### 3. Election of a member of the Supervisory Board





# 4. Remuneration of the members of the Supervisory Board



## 5. Recall of a member of the Supervisory Board



# Thank you!

