

Clio Online Launched

DIGITAL SERVICE. Digital subject portals from Bonnier Education hit Swedish schools.



PHOTO: CLIO ONLINE

BONNIER EDUCATION has launched the new digital learning materials publisher Clio Online in Sweden. The learning materials consist of 10 portals for 10 subjects as well as a self-regulating system with assignments for secondary school students.

THE NEW DIGITAL materials differ from typical educational materials used in Swedish schools today. On the subject portals, teachers and students will find finished school-term plans and lots of

activities filled with video, audio and photos.

Clio Online is used today by 90 percent of Denmark's primary schools and with the Swedish launch, teachers from 60 percent of Sweden's schools applied to test the new learning materials already prior to the launch. The first sales are underway to Swedish schools now.

At the company's new Swedish offices, 30 new editors sit creating 11 new subject portals for middle grades, which will be launched at the start of school in 2017. *

Investment in Natural Cycles

GROWTH MEDIA. SEK 50 million investment round in fertility app Natural Cycles.

THE STOCKHOLM-BASED fertility app Natural Cycles has raised an SEK 50 million (USD 6 million) Series A from Bonnier Media Growth and existing investors Sunstone and E-ventures to fuel international expansion and perform additional clinical studies.

NATURAL CYCLES, a clinically tested fertility app that has been shown to be as effective as the contraceptive pill at pre-



Ulrika Saxon

venting pregnancies, launched in 2014 and counts more than 100,000 users in 161 countries with the large majority of users in Sweden. Natural Cycles reported revenues of USD 2 million in 2015, its first full year of trading.

"Natural Cycles has a unique product and a best-in-class team with a combination of scientific, technology and business competencies," says Ulrika Saxon, head of Bonnier Growth Media. *

THE second four months of 2016 were marked by acquisitions and investments as well as product launches.

At the end of August, leading online learning materials company Clio Online, which is used by 90 percent of Danish schools, launched in Sweden with great promise. Also in August, a new data-based service and online platform for foodlovers was launched in Denmark and Norway, with a wide range of content from all of Bonnier's Scandinavian magazine publishers.

In July, Scandinavia's venerable and leading film and TV production company, Svensk Filmindustri, re-launched itself as SF Studios. A new CEO for SF Studios, Michael Porseryd, was also announced in late September.

Investments included Growth Media's purchase of shares in fertility app Natural Cycles, book publisher John Blake Publishing in the U.K. and Netdoktor in Sweden. On the divestment side, Magazine app publishing platform Mag+ was sold to MPS, an India-based software company.

I'm pleased to say that we made several important changes in several leading management roles, including Karmo Kaas-Lutsberg taking over from Anders Eriksson as head of the business area Business to Business, and the hiring of Sami Vikback, formerly of Discovery Network Sweden, to head the Finnish ad-financed TV business at MTV.

Finally, in mid-September we received a EUR 100 million European Investment Bank loan under very competitive terms and conditions, which will be used to further our digital transformation. It was a great way to start the final four months of the year. *

*Tomas Franzén
CEO, Bonnier AB*



PHOTO: PETER JONSSON

PHOTO: PETER JONSSON

A Million Subscribers

TV. On-demand service TV4 Play finds big success with sign ups.

IN SPRING 2016, Swedish video-on-demand service TV4 Play switched from being open to being a sign-up service – users are required to log in, although the basic service remains free. Some three months later, TV4 Play reached the million-subscriber mark.

“By requiring users to log in, we can learn more about them and their viewing habits,” says Mathias Berg, COO for the TV4 Group. “This allows us both to adapt the service and to make it more user-

friendly – as well as provide our advertisers with clear target audiences based on our own first-party data.”

AN INITIAL DIP in viewers was less than expected, and the service reached 1 million sign ups by early September – a goal the network hadn’t expected to reach until Christmas 2016. “With this, we are well on our way to becoming Sweden’s biggest sign-up TV service in all categories,” says Berg. *



PHOTO: RIKARD WESTMAN

Kaas-Lutsberg to Head Bonnier Business to Business

EXECUTIVE MANAGEMENT. New head for the business area.

KARMO KAAS-LUTSBERG has been named head of Bonnier’s B2B business area. As head of the business area, he is also now part of Bonnier AB’s executive management team.

KAAS-LUTSBERG has worked within Bonnier since 2008, most recently serving as CFO and CTO of the B2B business area. Previously, he worked in management positions at retailer ICA’s Baltic operations,

serving as CFO and country manager in Estonia, and later as Real Estate & Technical Sourcing Director at ICA’s Baltic headquarters in Riga.

Further back, he worked as a journalist at *Äripäev*, Bonnier’s Estonian business daily.

Kaas-Lutsberg replaces Anders Ericsson, who took over as head of the Bonnier News business area in early summer. *

Bonnier Business Media Acquires Netdoktor

DIGITAL SERVICE. Strengthening the medicine and health media portfolio.

BONNIER BUSINESS MEDIA has acquired all the shares in Sweden’s leading independent health portal, Netdoktor, which has a million unique visitors per month.

“We look forward to adding Netdoktor to our other strong brands within medicine and health,” said Mikael Nestius, CEO for Bonnier Business Media Sweden AB. “With, among others, Dagens Medicin and Medibas, we’re al-



ready the leader within Swedish healthcare and with Netdoktor, we add the most powerful media used by the country’s active patients.”

NETDOKTOR’S GOAL is to improve public health through information about health and medicine in language that

anyone can understand. More than a hundred Swedish doctors, specialists and other medical experts write, edit and update the content on Netdoktor, as well as answer questions sent in by users and in online chats.

Bonnier Business Media already had minority shares in Netdoktor, and Mikael Nestius has served on Netdoktor’s board of directors. *

Måltid for Foodlovers

LAUNCH. A new online platform launched in Denmark and Norway gives consumers what they're looking for with the help of data.

MÅLTID is Bonnier's new digital foodie magazine that aims to deliver a better user-experience based on exciting content. The digital service was launched in Denmark on August 8 at maaltid.nu and on August 23 in Norway under the Tara brand as Tara Måltid at maaltid.no.

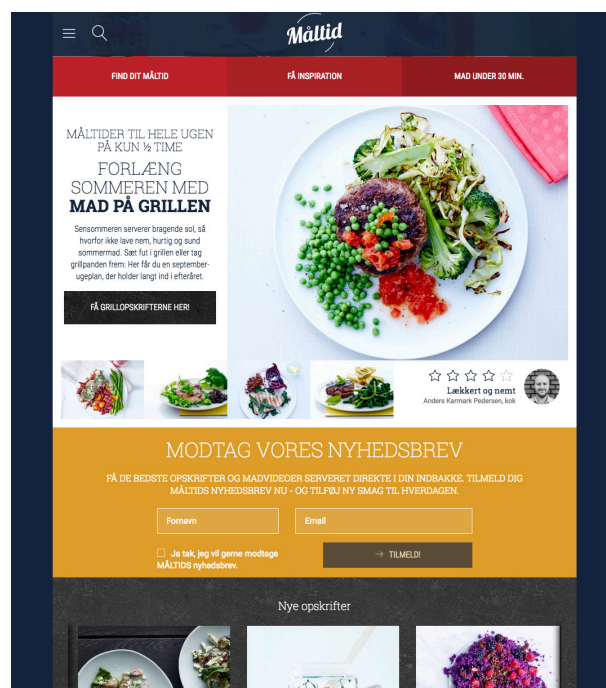
WITH A STRONG ingredient database that spans all Bonnier AB's Scandinavian markets, Måltid allows users to find recipes that contain specific ingredients but excludes others. The recipes on the site come from *Bo Bedre*, *I Form*, *Tara*, *Allt om Mat* etc. and have all been data-optimized to allow better usage of the recipes both editorially and commercially. The editorial team behind Måltid also will produce new content for the busy family to supplement exciting recipes.

MÅLTID is a project developed in close collaboration among Bonnier Publications and Benjamin Media in Denmark,

Bonnier Media in Norway and Bonnier Tidskrifter in Sweden.

"ONE OF THE fantastic things about this project is that it was achieved in close collaboration among our teams in

Denmark, Norway and Bonnier Tidskrifter in Sweden. It shows what we can do when we work together," said CEO of Bonnier Publications Jesper Buchvald at the launch of Måltid. *



REORGANIZATION FOR MTV

→ Sami Vikback, formerly of Discovery Network Sweden, has been named to head the Finnish ad-financed TV business at MTV as the network reorganizes.

JOHN BLAKE ACQUISITION IN U.K.

→ Non-fiction book publisher John Blake Publishing has been acquired by U.K.-based Bonnier Publishing.

We make tools,
you make apps.
mag+

MAG+ SOLD

→ Bonnier Growth Media has sold publishing platform Mag+ to MPS, a publicly listed Indian company with focus on platforms and software for content services.

AUDIBOOKS IN NORWAY

→ Cappelen Damm, owned 50 percent by Bonnier, has acquired audiobook publisher and distributor Ordkom-misjonen AS.



NEW SWEDISH BOOK IMPRINT

→ Books & Dreams, the magazine and event series from Bonnierförlagen, has started up YourLife Books, a new imprint of Forum.

Changes for SF Studios

FILM. New CEO and new name for the Nordic film distributor and producer.

IN MAY, Svensk Filmindustri announced it was rebranding itself as SF Studios as part of its new international focus. And in late September, Michael Porseryd was named as new CEO, taking over in Q1 2017.

WITH A LIBRARY of movie rights with over 1,800 Nordic titles, it is a major distributor of foreign films in the Nordic



market in addition to its own production and distribution.

SINCE BECOMING part of Bonnier Growth Media in 2012, SF Studios has focused on restructuring its operations to meet market demands, the new digital reality and opportunities beyond the Nordic borders with initiatives such as the launch of video-on-demand service SF Kids. *



8-month Report

EBITA amounted to SEK -216 million, which was SEK 170 million less than the previous year. Growth Media and Books were the primary business areas that had it toughest in comparison to the previous year. We continue to invest in our digital transformation, which kept profit levels low for parts of our business. Organically, revenues decreased by 1.5 percent.

PROFITS before tax were SEK-230 million, which was SEK 204 million lower than the previous year. This year's profits include capital gains of SEK 163 million, compared to the previous year's SEK 4 million. At the same time, we saw significant revenues last year from revaluation of derivatives, SEK 216 million, for which there are no comparable earnings this year.

NET DEBT amounted to SEK 8 billion, which was SEK 0.8 billion higher than Aug. 31, 2015. Shareholder equity was SEK 6 billion, which was SEK 0.1 billion higher than Aug. 31, 2015.

THE GEARING RATIO was 1.33 (1.21). Net debt included pension liabilities of SEK 2.3 billion, which is SEK 0.1 billion higher than Aug. 31, 2015.

CASH FLOW before dividends and acquisitions/divestments was SEK -1.12 billion, which was SEK 461 million lower than the previous year.

AVAILABLE LIQUIDITY amounted to SEK 4.9 billion, which is SEK 1.4 billion lower than at the start of the year. In September, Bonnier AB received a EUR 100 million loan from the European Investment Bank.

EARNINGS	JAN-AUG		MOVING ANNUAL		JAN-DEC	
SEK M	2016	2015	AUG 16	AUG 15	2015	2014
Net Sales	15 441	15 887	25 460	25 310	25 906	23 702
EBITA	-216	-46	838	737	1 008	1 103
Operating Profit	-85	-65	920	619	939	892
Net Financial Items	-145	39	-414	-122	-230	-365
Profit/loss after financial items	-230	-26	506	497	709	527
Profit/loss for the year	-97	-23	-31	331	43	310

NET SALES BY SEGMENT	JAN-AUG		MOVING ANNUAL		JAN-DEC	
SEK M	2016	2015	AUG 16	AUG 15	2015	2014
Books	4 144	3 902	7 211	6 815	6 969	6 472
Broadcasting	4 632	4 920	7 450	7 430	7 738	6 448
Growth Media	1 165	1 265	2 059	2 062	2 159	1 962
Magazines	2 393	2 614	3 824	4 033	4 045	3 944
Business to Business	810	801	1 327	1 244	1 319	1 142
News	2 878	3 002	4 551	4 754	4 675	4 705
Other/elim/divested	-580	-617	-962	-991	-998	-971
Bonnier AB total	15 441	15 887	25 460	25 310	25 906	23 702

EBITA BY SEGMENT	JAN-AUG		MOVING ANNUAL		JAN-DEC	
SEK M	2016	2015	AUG 16	AUG 15	2015	2014
Books	-105	-22	339	416	422	437
Broadcasting	71	13	475	444	417	589
Growth Media	-146	-60	-214	-184	-127	-189
Magazines	104	106	248	228	250	310
Business to Business	87	88	171	149	171	132
News	121	157	326	336	363	332
Other	-347	-328	-506	-652	-488	-508
Bonnier AB total	-216	-46	838	737	1 008	1 103

EBITA MARGIN BY SEGMENT	JAN-AUG		MOVING ANNUAL		JAN-DEC	
%	2016	2015	AUG 16	AUG 15	2015	2014
Books	-2.5 %	-0.6 %	4.7 %	6.1 %	6.1 %	6.8 %
Broadcasting	1.5 %	0.3 %	6.4 %	6.0 %	5.4 %	9.1 %
Growth Media	-12.6 %	-4.7 %	-10.4 %	-8.9 %	-5.9 %	-9.6 %
Magazines	4.3 %	4.1 %	6.5 %	5.7 %	6.2 %	7.9 %
Business to Business	10.7 %	11.0 %	12.8 %	12.0 %	13.0 %	11.6 %
News	4.2 %	5.2 %	7.2 %	7.1 %	7.8 %	7.1 %
Other	n/a	n/a	n/a	n/a	n/a	n/a
Bonnier AB total	-1.4 %	-0.3 %	3.3 %	2.9 %	3.9 %	4.7 %

NET SALES BY COUNTRY	JAN-AUG		MOVING ANNUAL		JAN-DEC	
SEK M	2016	2015	AUG 16	AUG 15	2015	2014
Sweden	8 794	8 798	14 517	14 107	14 521	13 444
Finland	1 853	1 918	3 090	3 186	3 155	3 246
Norway	723	816	1 116	1 215	1 209	1 054
Denmark	951	1 164	1 565	1 700	1 778	1 438
USA	1 097	1 127	1 732	1 666	1 762	1 440
Germany	1 062	1 049	1 813	1 859	1 800	1 807
Other markets	960	1 015	1 626	1 577	1 680	1 273
Bonnier AB total	15 441	15 887	25 460	25 310	25 906	23 702

CASH FLOW	JAN-AUG		MOVING ANNUAL		JAN-DEC	
SEK M	2016	2015	AUG 16	AUG 15	2015	2014
Internally generated funds	2 146	2 324	4 452	4 120	4 631	3 568
Change in working capital	-332	-33	-411	168	-112	569
	1 814	2 291	4 041	4 288	4 519	4 137
Net investments in operations	-2 940	-2 957	-4 415	-3 877	-4 432	-2 528
Free cash flow	-1 126	-666	-374	411	87	1 609
Net acquisitions/divestments, shareholdings and participations	6	-527	-81	-893	-615	941
Cash flow after acquisitions and divestments	-1 120	-1 193	-455	-482	-528	2 550
Group contributions, dividends, etc.	-286	-608	-286	-608	-608	-336
Adj. other comprehensive income	-40	115	-121	90	34	-644
Translation difference, revaluation derivatives, etc	67	-105	57	-351	-116	-439
Change in net debt	-1 378	-1 791	-805	-1 351	-1 218	1 131

Operating capital, SEK M	16-08-31	15-08-31	2015	2014
Property, plant and equipment and intangible assets excl. goodwill	3 866	3 281	3 730	3 043
Working capital	918	975	370	754
Other financial assets	630	525	579	389
Goodwill	8 591	8 336	8 245	7 816
Operating capital	14 004	13 117	12 924	12 002
Net debt	7 991	7 186	6 613	5 395
Shareholders equity and minority interest	6 013	5 931	6 311	6 607
Financing of operating capital	14 004	13 117	12 924	12 002
Gearing ratio (Net debt/shareholder's equity)	1.33	1.21	1.05	0.82
Cash available	4 943	5 627	6 311	6 865