

Bonnier Remains Majority Owner of *Børsen*

BUSINESS PRESS. Bonnier AB and JP/Politikens Hus sign contract for common ownership of Denmark's leading business daily.



IN JANUARY 2016, Danish publisher JP/Politikens Hus signed an agreement to acquire leading Danish business daily *Børsen* from Bonnier. Following objections by Danish competition authorities, the two companies decided on a new deal where Bonnier will sell a minority stake.

THE AGREEMENT is based on the same valuation of *Børsen* in the original deal, which means that JP/Politikens Hus will acquire 49.9 percent of the paper for DKK 400 million. "We've ended up with a very good deal for Bonnier," says Tomas Franzén, CEO for Bonnier.

The first four months of 2017 included a range of acquisitions and launches, with the year kicking off with the successful sale of a 49.9 ownership share of Danish business daily *Børsen* to JP/Politikens Hus. The deal was brokered after Danish competition authorities objected to JP/Politikens Hus buying the paper out right under an original agreement.

ANOTHER major sale came with the divestment of Bonnier Holding's remaining shares in SF Bio, which were sold to global cinema chain AMC Theatres.

Acquisitions during this period included the Swedish real-estate site and event company Fastighetsnytt. And we further added to our business-to-business portfolio with the acquisitions of corporate education platform KnowledgeFox in Austria and legal information network LexNet in Lithuania.

NOTABLE LAUNCHES included digital online course service Brillbee, digital book publisher Bonnier Bookery and the new business web TV channel Di TV, produced together with Expressen TV. In addition, the e-book and audiobook service BookBeat launched in the U.K.

FINALLY, several key organizational changes were made, including TV news production company being folded back into the TV4 Group, and influencer group Tailsweep becoming a part of magazine publisher Bonnier Tidskrifter.



Fastighetsnytt Acquired

B2B. Real estate media company new addition to Swedish business-to-business operations.

BONNIER HAS ACQUIRED Fastighetsnytt Förlags AB, Sweden's leading media and conference company within the real estate and construction sector, with powerful brands and services such as Business

Arena, Fastighetsnytt and Fastighetsjobb. "It's exciting to be bringing this well-run company into the Bonnier fold," says Mikael Nestius, CEO for Bonnier Business Media.



Tomas Franzén
CEO, Bonnier AB

PHOTO: PETER JÖNSSON

Nyhetsbolaget Folded Back into TV4

TV. TV4 takes news production back home as reorganization accelerates.



TV4 NYHETERNA news programming is being folded back into the heart of operations, resulting in news production company Nyhetsbolaget being shut down as a separate company. The decision is one of the major changes under a reorganization program currently underway for Bonnier Broadcasting.

The proposals are intended to further enhance the integration of the various parts of

the business unit to improve speed and transparency. Costs are also being reviewed.

IN TOTAL, the changes are expected to have an impact of SEK 400 million annually, and around 90 jobs will be affected throughout the business unit. The overall aim is to secure the business for the long term in a media market undergoing rapid change.

brillbee

Brillbee Online Course Service Launches

START-UP. Platform builds on Bonnier's content and expertise in non-fiction.

BONNIER BOOKS has started a new online service: Brillbee, a digital platform for online tutorials in all areas of life. Built with the user and private consumption in mind, Brillbee aims to leverage Bonnier's strong content and expertise in non-fiction, packaged in a

new way for users of all kinds.

THE SERVICE launched at the beginning of May, and the ambition is to offer at least 20 classes before the end of 2017. By the end of 2018, the goal is to have over 60 classes.

Curman and Sjöberg to SF Studios Board

MANAGEMENT. New names join board of directors at SF Studios.



Maria Curman



Åsa Sjöberg

IN A MOVE to further strengthen SF Studios' future operations and activities, media executives Maria Curman and Åsa Sjöberg have been recruited to join the board of directors.

Curman will serve as chairman and Sjöberg as board member starting in spring 2017.

CURMAN IS a board member of Bonnier AB and was the CEO for Bonnier Books. Prior to that, she was CEO at the Swedish public television channel SVT, among other positions.

ÅSA SJÖBERG IS director of content at Bonnier Broadcasting and has worked at TV4 since 1999.

AMC Buys Nordic Cinema Group

CINEMA. World's leading cinema company acquires Nordic Cinemas Group, which includes SF Bio.

LEADING GLOBAL cinema operator AMC is acquiring the Nordic Cinema Group (NCG) from Bridgepoint and Bonnier Holding.

In conjunction with the change in ownership, Bonnier Holding is selling its 30 percent stake in the company

for SEK 1.6 billion.

"For Bonnier, the increased value achieved by the Nordic Cinema Group contributes to our financial strength, and provide more room to maneuver in the future," says Erik Haegerstrand, CEO, Bonnier Holding.

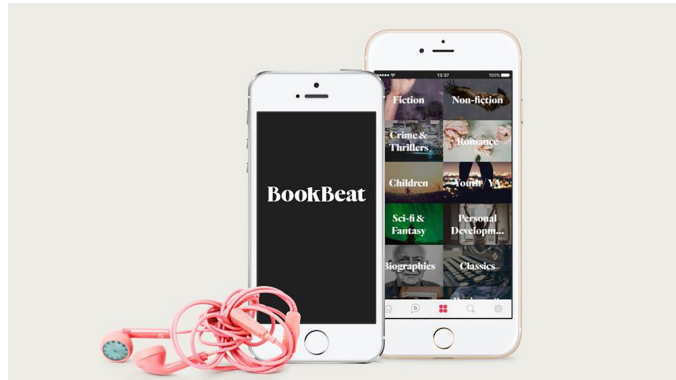


BookBeat Comes to the U.K.

CONTENT. The digital book service hits a new market.

BONNIER BOOKS started BookBeat in 2015 with a clear mission: be part of creating a sustainable digital market for primarily audiobooks while driving growth among new target audiences. As the next stage in the process, the digital book service has started up for British users.

IT'S THE THIRD market following broad launches in Sweden and Finland during 2016. As part of the British launch, the service has also signed



agreements with a number of British publishers to have their books available also in the Swedish service, adding

over 10,000 English titles, both new books and classics.

KnowledgeFox Platform Acquired

CONTENT. Teaching platform investment strengthens Bonnier's offering in knowledge development.

BONNIER BUSINESS to Business has invested in Austrian learning and knowledge media company KnowledgeFox.

The company offers Micro-Learning, a solution for sustainable learning in small

steps that works with all digital communication devices.

CURRENTLY, KnowledgeFox has over 50 partners in 23 countries around the world.



Bonnier CSR: Clio Prep Course

EDUCATION. Free digital subject portal from Bonnier Education supports students newly arrived to Sweden.

TO EASE THE WAY into both schools and Swedish society, Bonnier Education has launched a free digital subject portal for the growing number of prep courses for newly arrived students.

Clio Prep Course can be used free by teachers and students in Sweden's roughly 7,000 elementary and secondary schools. The course is funded under the Bonnier Social Impact program, an ini-



tiative for companies within Bonnier to receive financing by parent company Bonnier

AB for projects that are closely linked to the business and have a clear social benefit.



PHOTO: CAROLINE ANDERSSON

→ **Bonnierförlagen** launches Digital Book Publisher Bonnier Bookery.

→ **Dagens industri** starts Di TV with **Expressen TV**, a new TV channel focused on the stock market and business.

tailsweep

→ **Influencer network** Tailsweep merges with Bonnier Tidskrifter to create the biggest influencer network in the Nordic region.



→ **SF Studios** enters a strategic co-financing partnership with **Anton Corp** for its international expansion. Under the partnership, films will be produced by SF Studios, sold internationally by SF Studios in consultation with Anton Corp, and co-financed by both parties.



→ Lithuanian top business daily **Verslo Žinios** buys legal information network **Lexnet**.

4-month Report

EBITA amounted to SEK -197 million, which is SEK 77 million below the previous year. Magazines remained at the same level as the previous year, with the other business areas lagging somewhat behind where they stood last year at this time. Swedish TV4 reported strong growth with strong earnings. Organically, revenues decreased by 3.3 percent, but we saw minor growth in the Swedish market (+0.4 percent). Advertising in print decreased by 14.6 percent. We continue to invest in our digital transformation, which still has a negative impact on profit levels.

EARNINGS before tax amounted to SEK -267 million, which was SEK 68 million lower than the previous year.

NET DEBT was SEK 7.6 billion, which was SEK 0.7 billion higher compared to end of April 2016, and here more than half of the increase is due to currency fluctuations. Shareholder equity was SEK 6.9 billion, which was SEK 0.7 billion higher than end of April 2016.

THE GEARING RATIO was 1.10 (1.10). Included in net debt are pension liabilities of SEK 6.9 billion, which was SEK 0.1 billion more than end of April 2016.

CASH FLOW before dividends and acquisitions was SEK -442 million, which was SEK 21 million lower than the previous year.

CASH and unutilized committed credit facilities amounted to SEK 7.0 (7.6) billion.

BONNIER

The Bonnier Four Month Report is published by Bonnier AB
Göran Öhrn, CFO & David Salsbäck,
Director of Communications

EARNINGS		JAN-APR		MOVING ANNUAL		JAN-DEC	
SEK M		2017	2016	APR 17	APR 16	2016	2015
Net Sales		7 735	7 867	25 361	25 554	25 492	25 906
EBITA		-197	-120	654	969	731	1 008
Operating Profit		-214	-141	724	887	796	939
Net Financial Items		-54	-58	-234	-354	-239	-230
Profit/loss before tax		-267	-199	490	533	558	709
Profit/loss for the year		-202	-142	384	-68	444	43
NET SALES BY BUSINESS AREA		JAN-APR		MOVING ANNUAL		JAN-DEC	
SEK M		2017	2016	APR 17	APR 16	2016	2015
Books		2 104	1 989	7 805	7 064	7 690	6 969
Broadcasting		2 418	2 425	7 391	7 553	7 397	7 738
Growth Media		495	610	1 691	2 062	1 806	2 159
Magazines		1 120	1 194	3 709	3 922	3 782	4 045
Business to Business*		346	345	1 112	1 134	1 111	1 141
News*		1 537	1 557	4 659	4 804	4 679	4 856
Other/elim/divested*		-285	-252	-1 006	-985	-973	-1 002
Bonnier AB total		7 735	7 867	25 361	25 554	25 492	25 906
EBITA BY BUSINESS AREA		JAN-APR		MOVING ANNUAL		JAN-DEC	
SEK M		2017	2016	APR 17	APR 16	2016	2015
Books		-146	-125	407	367	427	422
Broadcasting		76	106	344	512	373	417
Growth Media		-69	-101	-173	-215	-205	-127
Magazines		14	15	266	230	267	250
Business to Business*		22	39	147	161	164	165
News*		89	102	281	382	294	369
Other		-184	-155	-618	-468	-589	-488
Bonnier AB total		-197	-120	654	969	731	1 008
EBITA MARGIN BY BUSINESS AREA		JAN-APR		MOVING ANNUAL		JAN-DEC	
%		2017	2016	APR 17	APR 16	2016	2015
Books		-6.9 %	-6.3 %	5.2 %	5.2 %	5.6 %	6.1 %
Broadcasting		3.1 %	4.4 %	4.6 %	6.8 %	5.0 %	5.4 %
Growth Media		-14.0 %	-16.5 %	-10.2 %	-10.4 %	-11.4 %	-5.9 %
Magazines		1.3 %	1.2 %	7.2 %	5.9 %	7.0 %	6.2 %
Business to Business*		6.4 %	11.4 %	13.2 %	14.2 %	14.8 %	14.5 %
News*		5.8 %	6.5 %	6.0 %	7.9 %	6.3 %	7.6 %
Other		n/a	n/a	n/a	n/a	n/a	n/a
Bonnier AB total		-2.5 %	-1.5 %	2.6 %	3.8 %	2.9 %	3.9 %
* The comparative figures have been adjusted for a transfer of business from Business to Business to News.							
NET SALES BY COUNTRY		JAN-APR		MOVING ANNUAL		JAN-DEC	
SEK M		2017	2016	APR 17	APR 16	2016	2015
Sweden		4 571	4 504	14 485	14 445	14 418	14 521
Finland		890	952	2 986	3 103	3 048	3 155
Norway		363	375	1 126	1 122	1 137	1 209
Denmark		451	488	1 500	1 636	1 536	1 778
USA		446	542	1 654	1 766	1 750	1 762
Germany		526	526	1 918	1 790	1 918	1 800
Other markets		488	481	1 691	1 692	1 684	1 680
Bonnier AB total		7 735	7 867	25 361	25 554	25 492	25 906
CASH FLOW		JAN-APR		MOVING ANNUAL		JAN-DEC	
SEK M		2017	2016	APR 17	APR 16	2016	2015
Internally generated funds		1 018	1 041	4 273	4 410	4 296	4 631
Change in working capital		-17	-191	-55	-508	-229	-112
		1 001	849	4 219	3 902	4 067	4 519
Net investments in operations		-1 443	-1 270	-4 594	-4 040	-4 420	-4 432
Free cash flow		-442	-421	-375	-138	-354	87
Net acquisitions/divestments, shareholdings and participations		275	-42	445	-217	128	-615
Cash flow after acquisitions and divestments		-167	-463	70	-355	-226	-528
Group contributions, dividends, etc.		-94	0	-380	-470	-286	-608
Adj. other comprehensive income		37	18	-15	369	-34	34
Translation difference, revaluation derivatives, etc.		0	185	-403	92	-217	-116
Change in net debt		-225	-260	-728	-364	-763	-1 218
Operating capital, SEK M		17-04-30		16-04-30		2016	2015
Property, plant and equipment and intangible assets excl. goodwill		3 905		3 597		3 798	3 730
Working capital		780		659		477	369
Other financial assets		695		564		688	579
Goodwill		9 106		8 278		8 828	8 245
Operating capital		14 487		13 098		13 791	12 924
Net debt		7 601		6 872		7 376	6 613
Equity including non-controlling interests		6 886		6 226		6 415	6 311
Financing of operating capital		14 487		13 098		13 791	12 924
Gearing, net debt/equity ratio		1.10		1.10		1.15	1.05
Cash and unutilized committed credit facilities		6 970		7 641		6 745	8 078