

Annual Review 2023

BONNIER

SF Studios' production
The Final Race was the most popular
film at movie theaters during the 2023
Christmas season.

Winners of *Dagens industri's*
Tech Excellence Awards 2023.

Artists Anna Andersson
and Maja Fredin were named
Maria Bonnier Dahlin Foundation
grant recipients in 2023.

From Anna
Andersson's
"Different Degrees
of Bending" at
Bonniers Konsthall.

Johan Bergström
Hyldahl's three
moving picturesque
film projections/
sculptures at the
Bonnier Building.

Jon Fosse,
one of Albert
Bonniers Förlag's
authors, won the
Nobel Prize in
Literature.

Cecilia Safaei,
CEO for real estate
company
Hemmaplan.

Evin Ahmad starred in the series
Snabba Cash, produced
by SF Studios for Netflix.

Pirhuset at
Stockholm's port
Värtahamnen.

Dawit Isaak.

Per Svensson won
the August Prize for
his biography *Zorn*.

Photography from
Noa Gallery,
Stellan Karlsson's
"Ess"

Beatrice Buch,
recipient of the
Adlibris' Green
Act Award grant.

Bonnier Capital
increased its
ownership share in
the birth control app
Natural Cycles.

Anna-Lena Laurén,
winner of the
Per Wendel
Prize for news
journalist of the year.

Inas Hamdan, *Sydsvenskan*,
named Innovator of the Year in
the Swedish Grand Prize for Journalism.

From Maja Fredin's "Searching for
My Inner Elvis in a Post Elvis Society,"
at Bonniers Konsthall



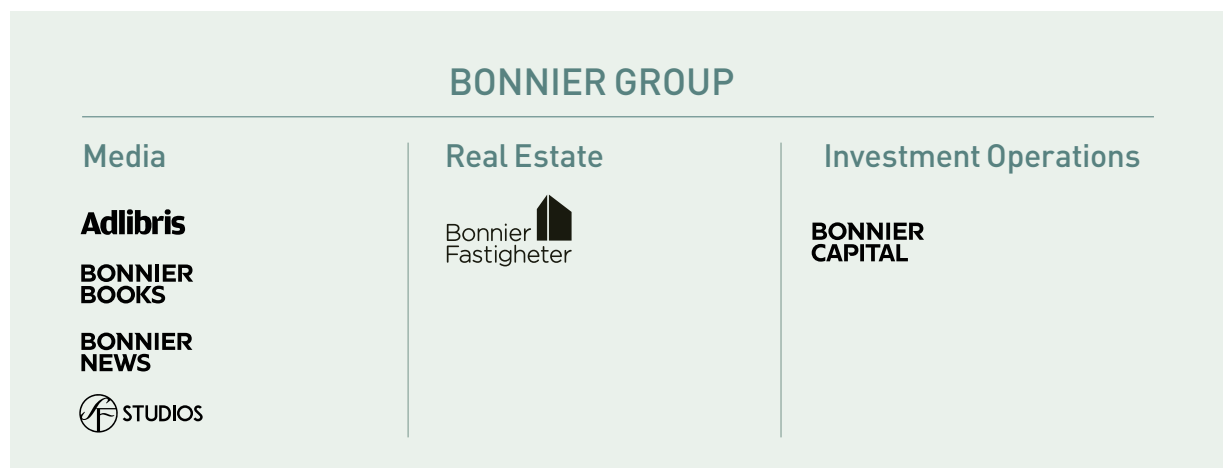
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BONNIER

About Bonnier

The family-owned Bonnier Group consists of companies focused on several different areas, primarily within real estate, investments and media. As a corporate group, Bonnier combines entrepreneurship with a desire to contribute to an inclusive and informed society.



Freedom of Speech

Everything Bonnier does has its origins in book publishing and journalism. Our companies play an important role in the development of literature, news, entertainment, information and informing public opinion.

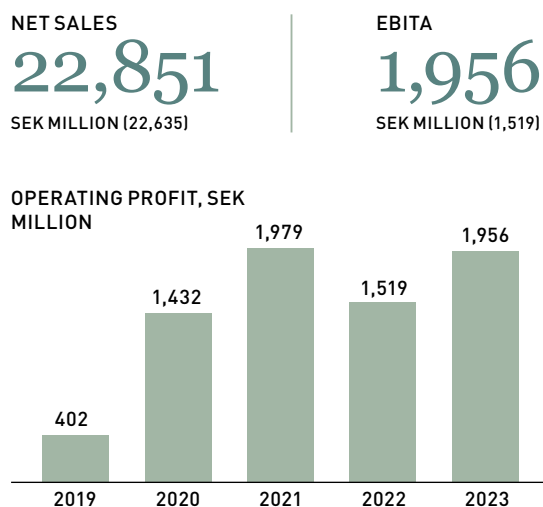
We believe that freedom of speech and an open pluralistic public dialog are the foundation of democracy, and we believe in the power of the individual. Our services, products and environments should improve the individual's opportunity to influence and change things. Through our engagement in real estate and urban development, we work towards a sustainable, inclusive environment and an open society.

Adapting to changing market conditions is our inherited strength, innovation is our focus. Bonnier shall continue to grow as a long-term, profitable and family-owned company. We plan for generations, not quarters.

Read more about our core values at bonnier.com

Better results

The Bonnier Group's financial results improved in 2023. Net sales increased to SEK 22,851 million and EBITA totaled SEK 1,956 million. Read more about the financial results on page 14.



OUR COMPANIES IN BRIEF 2023

Bonnier News

Bonnier News' net sales increased to SEK 9.8 million. The operating cash flow also improved over the previous year.

"We reached an important milestone in 2023, when over half of our total revenues came from digital products and growth areas such as events, education and package distribution. The digital subscription business continued with strong growth, increasing by 18 percent. However, the declining advertising market impacted the financial results, which totaled SEK 734 million (884)."

+Allt premieres

"We launched our bundled subscription service, +Allt, which grew quickly

and had nearly 100,000 subscribers at the end of the year. We also launched a number of new podcasts within all business areas."

Acquisition of *Hufvudstadsbladet*

"In April, we acquired majority ownership in the digital magazine platform Readly, finishing the year with 78 percent of the shares. In July, we acquired the majority of shares in the Finnish news daily group *Hufvudstadsbladet*, and during the year increased ownership in the distribution firm Early Bird."



ANDERS ERIKSSON, CEO

NET SALES

9,784

SEK MILLION (9,320)

EBITA

734

SEK MILLION (884)

Bonnier Books

Bonnier Books reached yet another billion kronor milestone in 2023, as net sales totaled SEK 8 billion. Outstanding performances by Bonnier Media Deutschland and BookBeat were behind the increase.

"The year 2023 was fantastic for Bonnier Books, with net sales of SEK 8,034 billion. German book publishing group Bonnier Media Deutschland played a significant role, with record sales at all of its publishers. Both adult fiction and children's books did extremely well. Polish publisher Bonnier Books Polska also reached an all-time high, doubling its net sales since 2021."

Jon Fosse wins the Nobel Prize

"In December, Jon Fosse, one of Albert Bonnier Förlag's authors, won the Nobel Prize in Literature.

In Sweden, Bonnierförlagen's share of books in all formats on the best-seller list for 2023 was 45 percent."

Successes for BookBeat

"The audiobook service BookBeat also contributed to the growth. In December, BookBeat had some 915,000 paid subscribers, an increase of 200,000 over the year. The majority are in Sweden, Finland and Germany, and the largest group of new users are in the range of 25 to 34 years old."



HÅKAN RUDELSS, CEO

NET SALES

8,034

SEK MILLION (7,416)

EBITA

763

SEK MILLION (385)

Bonnier Fastigheter

Bonnier Fastigheter's operating profits increased in 2023 to SEK 672 million. The revenues also increased, to SEK 876 million due to fewer vacancies and increased rental revenues.

"During the year, we acquired a smaller office building in Uppsala and Expeditionshuset at Norra Bantorget in Stockholm. We finished several projects as well, including the headquarters for Olink Proteomics in Uppsala, and the renovation of Bonnierförlagen on Sveavägen in Stockholm."

Construction of Portalen starts

"Construction of Portalen, a new 12,000-square-meter office building, has begun in the Stockholm port of Värtahamnen, with expected completion in 2026. Several projects were finished under the joint venture company Hållbo AB. At year-end,

the company owned approximately 600 rental apartments. Another 600 apartments are under construction in Stockholm and Malmö, ready for occupancy in 2024."

Positive effects in Gottsunda

"It was also a pleasure to see concrete results of Hemmaplan's efforts in Gottsunda Centrum, which contributed to the area no longer being classified as especially vulnerable. Rosengård Centrum in Malmö has been moving in a positive direction as well.

"The year's financial results were affected by negative changes in the value of the real estate portfolio."



TOMAS HERMANSSON, CEO

NET SALES

876

SEK MILLION (704)

EBITA

672

SEK MILLION (544)

SF Studios

A challenging environment for financing and the long drawn-out strike by film industry workers in Hollywood affected SF Studios' operations in 2023.

"The English-language film *A Man Called Otto*, starring Tom Hanks in the title role, had a global release. The film has brought in the most foreign revenues of any Swedish production ever released. *The Final Race*, starring David Hellenius and Malin Åkerman, was seen by nearly 100,000 filmgoers during the Christmas holiday and had the best opening in Swedish cinemas since before the pandemic."

Netflix success for *The Abyss*

"The Swedish catastrophe film *The Abyss* was released in cinemas and

received praise for its visual effects. The film was a success on Netflix as well, with another 38 million views in three weeks. The Danish film *Ehrengard: The Art of Seduction* got a lot of attention on Netflix, as Denmark's Queen Margrethe II was responsible for both the scenography and the costumes."

Streaming service acquisition

"The Danish streaming service Blockbuster was acquired during the year and its operations integrated with SF Anytime's."



IRÉNE LINDBLAD, CEO

NET SALES

77

SEK MILLION (2,547)

EBITA

-3

SEK MILLION (-75)

Bonnier Capital

Bonnier Capital invested more than SEK 300 million in its portfolio companies during 2023. Holdings, including funds and inactive investments, were valued at SEK 2.6 billion at year-end.

“During the year, some SEK 315 million in investments were made. In the existing portfolio, Bonnier Capital increased its ownership share in Acast (listed on Nasdaq First North) and is now the largest owner, with 17.3 percent. Bonnier Capital increased its ownership share in Natural Cycles as well during the year to 20 percent and is now the largest external owner. Both companies exhibited strong growth and improved profitability.”

More new investments

“In addition, several follow-up investments were made, including in Airmee, where Bonnier Capital

is now the second largest owner with 13 percent, as well as in Carla, Woshapp, Combify and All Ears, among others. New investments were made in the music industry companies Colors and Jukebox. In addition, Mediafy was transferred from Adlibris to Bonnier Capital.”

Hemnet shares sold

“The remaining shares of Hemnet were sold in 2023, as well as in Hifi and We Are Voice, and the company Itchy was liquidated.”



JAKOB TOLLERYD, BOARD CHAIR

MARKET VALUE
2.6
SEK BILLION

GROSS IRR*
2.7
PERCENT

*IRR, Internal Rate of Return as of December 2023; return on invested capital since start of operations.

Adlibris

As e-commerce decreased during 2023, Adlibris net sales totaled SEK 2.3 billion, a decrease of 9 percent compared to the previous year.

“Adlibris’ operations underwent a streamlining in 2023. Odlanu was divested and the acquisition of Pocket Shop completed. Adlibris’ operations are now focused on books, with product categories relevant to today’s book stores and carried out under the Adlibris, Pocket Shop and Campusbokhandel brands.”

Increased sales of games

“The non-book category increased by 16 percent, primarily within games, toys and puzzles, as a result of lower competition and with some help from the fact that the Swedish Trade Research Institute appointed parlor

games to be the “Christmas gift of the year” for 2023. The biggest decrease was in textbooks as well as in non-fiction.”

Investment in logistics facilities

“A new ten-year lease was signed during the year that included the refurbishing of logistics facilities in Morgongåva, west of Uppsala in central Sweden. The new building will be equipped with a cutting-edge automated logistics solution. The facilities will be in operation during the first half of 2025, providing improved efficiency and an even better delivery experience for customers.”



JONAS KARLÉN, CEO

NET SALES
2,264
SEK MILLION (2,493)

EBITA
30
SEK MILLION (13)



Erik Haegerstrand, CEO and Board Chair for the Bonnier Group, and Angela Langemar Olsson, CFO, look back on a successful year for companies within the Group.

WORD FROM THE CEO AND CFO

2023: A good year for Bonnier

The market and economy remained tough to navigate in 2023. Yet it was a truly good year for Bonnier's operations. Demand for news, reading and entertainment, which is at the core of our companies' business, continued to be strong.

The Group's net sales totaled SEK 22.9 billion, which was at the same level as the previous year. Operating profit ended at SEK 1,956 million, an improvement over the previous year's SEK 1,519 million. The financial results were nearly at the level of 2021, the Bonnier Group's best year in modern times. The operations as well showed a strong operating cash flow.



The financial results were nearly at the level of 2021, the Bonnier Group's best year in modern times.

Bonnier News' operating profit was strong and totaled SEK 734 million, despite a more than SEK 300 million decrease in ad sales in 2023 compared with the previous year. Nonetheless, the company depends on ad sales much less today than it has in the past. Ad sales made up 25 percent of net sales in 2023, compared with more than 33 percent five years ago.

Digital sales increased steadily and roughly half of the total sales for Bonnier News come from sources other than printed newspapers. Operating profit was lower than the previous year but satisfactory, with an improved cash flow.

In 2023, Bonnier News acquired *Hufvudstadsbladet* in Finland, and in early 2024, the deal was complemented with the acquisition of three additional Swedish-language newspapers: *Vasabladet*, *Österbottens Tidning* and *Syd-Österbotten*. During 2023, majority shares of the publicly traded magazine subscription service *Readly* were acquired as well.

Bonnier Books' sales hit the SEK 8 billion mark in 2023, with improved margins that were under pressure from the cost of paper and inflation the previous year. Bonnier Media Deutschland and audiobook service *BookBeat* showed very strong growth during the year. While the market in the Nordic region remained weak, it was very strong in Germany and Poland.

BookBeat continued to grow, with the number of paid subscribers increasing by 28 percent, to over 900,000 in 2023. The service reported net sales of SEK 1.1 billion in 2023 and was on the way to profitability after several years of significant investments.

SF Studios and the Nordic cinema market showed some signs of recovery following the pandemic. This resulted in good box office revenues for most films during the year. Sales totaled around SEK 1.7 billion and operating profit/loss was SEK -3 million (-75). *SF Studios* reported strong cash flow from operations but continued to run at a loss. During the year, Iréne Lindblad was appointed new CEO.



Audiobook service *BookBeat* increased paid subscribers by 28 percent in 2023. The most listened-to book was *Atlas, the Story of Pa Salt*, the final installment of Lucinda Riley's *Seven Sisters* series.

“In a rapidly changing media landscape, Bonnier’s decentralized organization is a true strength.”

ERIK HAEGERSTRAND, CEO BONNIER GROUP

Adlibris experienced powerful growth during the pandemic. In 2023, the company declined some, undoubtedly affected by the general downturn in e-commerce, as physical stores gained market share. Net sales were SEK 2.3 billion and operating profit was SEK 30 million. Large investments are underway in new logistics and a new system to further improve productivity. Adlibris also increased its focus on retail with the acquisition of Pocket Shop.

Bonnier Fastigheter, which together with Bonnier News and Bonnier Books comprise the largest companies in terms of revenue within the Group, had strong demand for rental space in 2023. Bonnier Fastigheter showed positive growth in both net operating income and cash flow. But property values decreased in the entire industry, due to higher interest rates.

Negative revaluations totaled SEK 1.3 billion for Bonnier Fastigheter.

The current outlook is for lower interest rates, which are favorable conditions for continued investment in quality real estate. There are plenty of opportunities to acquire real estate at a reasonable price.

Bonnier Fastigheter has a relatively large project portfolio, primarily in the port of Värtahamnen in Stockholm. Many industry players have stopped or delayed new builds as a result of the current market situation. This means Bonnier Fastigheter will be able to offer very attractive properties once the market improves.

Bonnier Capital, valued at SEK 2.6 billion at year-end, made a number of new investments during the fiscal year. The portfolio’s largest holdings include Natural Cycles, Acast, Chord Music Partners and MessageBird. Carl Backman was recruited as the new CEO at the start of 2024. A strong financial base gives Bonnier Capital plenty of opportunities to invest in new sectors.

Bonnier has a long and powerful history, with over 200 years experience in publishing and community building. In a rapidly changing media landscape, where AI, digital security and rights questions are creating uncertainty for the business model, Bonnier’s decentralized organization is a true strength.

Executive management and employees are focused on seizing opportunities in order to meet customer expectations every day. Fast decisions can be made closer to the customer. The companies actively work with the digital transformation to ensure future growth, profits and cash flow.

With continued financial strength, there are plenty of good acquisition opportunities, both within current operations and through investments in new sectors. ■

SUSTAINABILITY

We have a responsibility for our impact on the world.

As a family-owned company with more than 200 years experience in publishing and community building, the long view is the starting point for how we run our businesses. We have a responsibility for the impact we have on the world around us, and we want to be a force for good in the communities where we are present.

1 FREEDOM OF SPEECH

Our operations should contribute to strengthening freedom of speech and the press, to a transparent, open and inclusive society where public debate and culture are available for as many people as possible.

As the Nordic region's leading media company, we help citizens and organizations to function in a democratic society. Our journalists report on, investigate and explain the issues of our time.

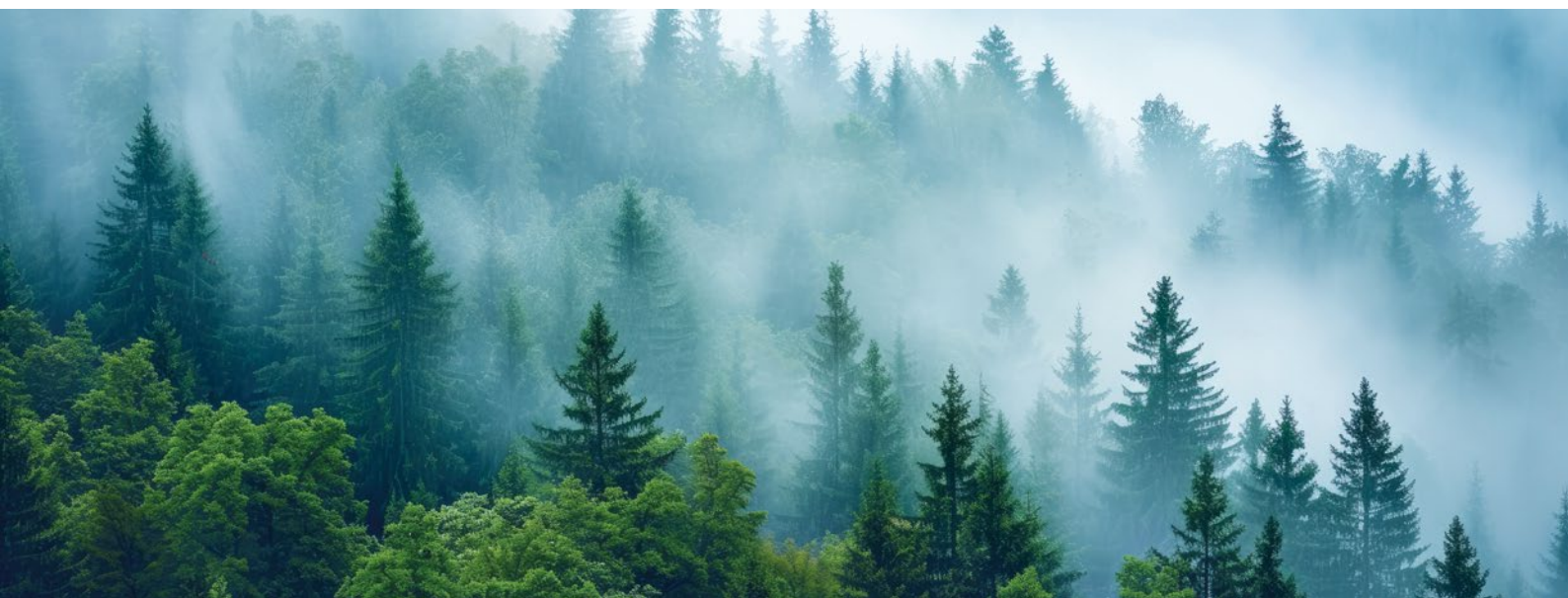
Freedom of expression and protecting free speech are at the heart of Bonnier News' operations and the single most important focus area in the company's sustainability strategy. During 2023, the war in Ukraine and attacks in Israel and Gaza were pervasive in news reporting.

In 2023, Bonnier News donated another SEK 1 million to the Ukrainian Media Fund, which pays salaries for journalists at some 50 local newspapers and provides funds for the independent media platform

Repost, which publishes news for Russian readers both inside and outside Russia.

In our broad range of published books, we promote different voices that reflect those communities where we do business. Within Bonnier Books, a number of initiatives are underway at the companies in their respective markets, where they run and support projects with a focus on free speech and reading.

Books and reading contribute to a sustainable world. To reverse the



trend of declining reading skills of children in the Nordic region, Bonnier Norsk Forlag launched the brand Comix in 2023, easy-to-read books in a comic-book format customized for 4- to 13-year-olds.

Bonnier Fastigheter's subsidiary Hemmaplan works for sustainable, positive and profitable development alongside the people who live and run businesses in areas facing socio-economic challenges. In fall 2023, Gottsunda (where Hemmaplan owns city-center properties) was removed from the list of especially vulnerable areas in Sweden – a result of dedicated work on the ground.

2 ENVIRONMENTAL AND RESOURCE EFFICIENCY

Since 2021, Bonnier Books and Bonnier News have been part of the Science Based Target Initiative, which assesses and approves whether a company's climate goals are in line with the Paris Agreement.

During the year, Bonnier Books continued its efforts to reduce emissions by 25 percent by 2025. Bonnier News has set the goal of reducing emissions by 55 percent by 2030 – emissions were reduced in line

with this commitment in 2023. Since 2020, Bonnier Fastigheter and Adlibris have reported emissions of greenhouse gases based on the GHG Protocol. Bonnier Fastigheter also has a goal for all properties to be environmentally certified with good grades. At year-end 2023, 76 percent of the company's wholly owned commercial properties were certified.

3 DIVERSITY

We strongly believe in the power of the individual, freedom and opportunity. Our companies shall offer fair career opportunities, regardless of gender or background, and our businesses should contribute to an inclusive society where more can participate.

Within Bonnier, individuals with widely different backgrounds and experience should be able to develop and contribute from their perspectives to create tomorrow's services and storytelling.

4 OUR EMPLOYEES

We work within industries undergoing rapid change. Being able to attract, develop and retain the right

competences is a decisive success factor. Creating environments where people can develop, grow and successfully deal with the rapid changes society and business are facing is a key challenge for our businesses.

5 RESPONSIBLE MANAGEMENT

As a family-owned company, we are committed to running our businesses with a view to the long term, with well-supported policies, well-established ethical guidelines and a functioning whistle-blower system if guidelines are breached. The values of the owners and our history are valuable tools for creating a culture that is attractive for employees and a context for our different businesses. ■

Read more about sustainability within Bonnier's subsidiaries

bonnier.com/sustainability



THE SWEDISH GRAND PRIZE FOR JOURNALISM

Inas Hamdan Innovator of the Year

INAS HAMDAN, *Sydsvenskan* reporter, was named Innovator of the Year in The Swedish Grand Prize for Journalism 2023 awards, presented at Bonniers Konsthall on November 17.

In naming Hamdan the winner, the jury wrote: “With the help of AI and language skills, she reveals how *Al Jazeera*’s Arabic reporting is part of the biggest disinformation campaign Sweden has ever faced.”

She used the AI tool ChatGPT to help in her investigation. At only 24, she is one of the youngest winners ever of The Swedish Grand Prize for Journalism. Inas Hamdan was nominated for the award already in 2022.

Jonas Bonnier is jury chair for The Swedish Grand Prize for Journalism.



OTHER JOURNALISM PRIZEWINNERS IN 2023

- **Storyteller of the Year:** Jan Almgren, Adam Svanell, Lovisa Lamm Nordenskiöld and Hugo Lavett, *Svenska Dagbladet*, for *Dynastin* [the dynasty].
- **Scoop of the Year:** Staffan Lindberg and Magnus Wennman, *Aftonbladet*, for H&M och återvinningen [H&M and recycling].
- **Voice of the Year:** Oisín Cantwell, *Aftonbladet*.
- **Lukas Bonnier Grand Prize for Journalism:** Christina Jutterström.

BONNIER FASTIGHETER’S VÄRTAHAMNEN PROJECT

A modern and sustainable district under construction

AT THE STOCKHOLM ROYAL SEAPORT on the edge of Stockholm, Bonnier Fastigheter is planning its biggest development project ever. First up is Portalen – a 13-story gateway building to the modern and sustainable port district Värtahamnen.

In June 2023, ground was broken for what will be the gateway to a new Värtahamnen, a 17,500-square-meter building with offices, a restaurant and rooftop terrace.

With the office buildings Portalen and Pirhuset, Bonnier Fastigheter contributes new space for around 5,000 workers in one of Europe’s largest urban development areas.

The Stockholm Royal Seaport is one of Stockholm City’s sustainability-

profiled districts, and the project that Bonnier Fastigheter is developing in Värtahamnen is an important part.

It sets ambitious sustainability goals for energy, transportation, water and waste, recycling as well as indoor and outdoor environments.

“The choice of materials and products has been made with care, based on high-architectural quality in combination with a long-term life-cycle perspective. The focus is on low maintenance and high sustainability,” says Agnes Lindblom, project manager.



YEAR-END REPORT

Better performance for Bonnier

The EBITA improved by SEK 437 million, thanks primarily to Bonnier Books, Bonnier Fastigheter and SF Studios. Net sales increased to SEK 22,851 million, and EBITA totaled SEK 1,956 million.

BONNIER BOOKS performed strongly in 2023. Net sales again hit the billion kronor mark and totaled SEK 8.0 billion (7.4). Revenue increases were attributed to growth in the publishing group Bonnier Media Deutschland and audiobook service BookBeat, which were further strengthened by currency effects.

Cost pressures from 2022 contributed to a reduced gross margin in book publishing at the start of the year, which improved during the two final quarters due to favorable developments in the paper and production industries. Overheads were affected as well by persistent inflation in Europe.

Performance levels in book publishing were overall good and BookBeat grew in line with its multi-year plan. Bonnier Books' total EBITA amounted to SEK 763 million (385), of which approximately SEK 200 million in one-off effects. The cash conversion ratio improved but was affected by a revenue shift in the final months of the year.

Bonnier Media Deutschland and Bonnier Books Polska distinguished themselves among the book publishers with both net sales growth and good profit margin levels. Bonnier Books UK and the Nordic book publishers experienced another year of sluggish fall/Christmas sales, which affected the full year results.

Finnish publisher Werner Söderström, the Danish publishers and Bonnier Norsk Forlag, however, had their highest revenue levels ever.

Author Jon Fosse, published by Albert Bonniers Förlag (Bonnier-förlagen) in Sweden, won the Nobel Prize in Literature in 2023. Akademiska Bokhandeln in Finland was in the black after several years of losses, and BookBeat had over 900,000 paid subscribers (+28 %), as net sales rose to SEK 1,122 million (877).

BONNIER NEWS had a strong 2023, despite the uncertain macro-economic situation and a challenging financial environment for private as well as business customers. Total revenues were SEK 10.3 billion (9.7), with increases attributable to acquisitions, a weak Swedish krona and growth in the international B2B business. The EBITA totaled SEK 734 million (884), with the decrease compared to the previous year due primarily to a weaker advertising market, which was offset by strong growth in digital subscriber revenues and cost-savings through efficiency measures.

Operating cash flow totaled SEK 620 million (608), which was an improvement over the previous year, driven by decreased inventory and generally improved working capital.

An important milestone was reached in 2023 when over half of Bonnier News' total revenues came from digital products and growth areas such as events, education and package distribution.

The digital subscription business showed strong growth (+18 %), driven by increases in both the number of subscribers and the average revenue per subscriber. At the beginning of the year, the bundled subscription package +Allt was launched, providing access to *DN*, *Expressen*, *Private Affärer* and Bonnier News Local sites, among others, with a single subscription. +Allt grew rapidly during the year, with nearly 100,000 subscribers by year-end. The strong growth in digital-only subscribers more than compensated for the decrease in print bundle and single issue sales, resulting in total reader revenues increasing somewhat.

Even the event, education and networking business did well during the year, increasing by 8 %. Approximately half of the growth came from the Swedish operations and half from international operations. Production costs for operations increased during the year as well, due to strong inflation in some key markets. This led to a pressured, but still positive, development of the contribution margin level.

The advertising operations were hit hard during 2023 by economic declines and challenges in several industries burdened by increasing costs and interest rates. Ad sales decreases came to –12 %, with the Swedish media operations (–13 %) and Publications (–11 %) losing more than the international B2B operations (–4 %). Several of the industries that were weakest during the year include furniture & interior design, housing and alcohol, while groceries, travel and pharmacies exhibited growth.

“Overall, we can leave a nice performance in 2023 behind us. Keeping in mind the weak economy, we can be truly satisfied. Because 2023, just as in recent years, was marked by worry and uncertainty. It is reassuring that the Group covers a range of different business sectors and the Bonnier Group continues to maintain a strong financial position for new investments.”

ERIK HAEGERSTRAND, CEO BONNIER GROUP

Net costs within printing and distribution decreased by 2 %, which was primarily driven by cost-efficiency measures and reduced volumes. During the second half of the year, the trend in price increases of raw materials was reversed. Revenues from last-mile delivery increased by 13 %, bucking the overall trend in the e-commerce industry, which decreased 5–10 %. At the end of the year, a decision was made to close the printing facilities in Östersund and one of the facilities in Malmö. Once completed, Bonnier News will have six printing facilities in operation in Sweden.

During the year, work on integrating Bonnier Publications and Gota Media continued, as well as efforts in

creating economies of scale in the common and cross-functional joint organization for commercial operations teams. Several AI initiatives were launched in the fall, including a text-processing tool for journalists, an aggregated news site as well as image and text tools for the sales organization. During the year, Bonnier News launched a series of new podcasts within all business areas; reach increased from 170,000 to 415,000 per week, while weekly listenings increased from 300,000 to 590,000.

Several acquisitions were made during the year. In April, majority shares in the publicly traded Swedish digital magazine platform Readly were acquired, with Bonnier News having a 78 % share at year-end. Readly ended the year with an increase in total number of subscribers, increased revenues, increased gross margin and improved profits. In July, a majority of shares were acquired in the Finnish news daily group *Hufvudstadsbladet*. In May, a minority of shares were acquired in the Swedish business news site Breakit and in July, a minority of shares were acquired as well in the Irish business news company Business Post Group. During the year, Bonnier News increased ownership

in Swedish last-mile distribution company Early Bird and came to an agreement with Swedish postal service provider Postnord to take over the outsourced newspaper distribution service from Tidnings-tjänst AB at the end of 2024.

BONNIER FASTIGHETER'S operating profits remained stable in 2023. Revenues increased to SEK 876 million (704) with EBITA of SEK 672 million (544). The increase can be attributed to lower rental vacancies and increased rental revenues due to indexation.

The year's financial results were negatively affected by changes in the value of the real estate portfolio of SEK –1,043 million (–848), due to higher yields lowering the valuations.

Market value of properties at year-end was estimated at SEK 15.3 billion. Bonnier Fastigheter's financial position continued to be good, with loan-to-value ratios of 42 % (35).

Bonnier Fastigheter continued to grow both through acquisitions as well as through its own project development. In November 2023, the Klassrummet 1 property in Stockholm was acquired.

Bonnier Fastigheter acquired as well land for the construction of a 12,000-square-meter office building in the Portalen block of Värtahamnen port in Stockholm. Completion is expected for the latter half of 2025.

Growth in operations was positive within the framework of Bonnier Fastigheter Invest. The company increased its holding in Fastighets AB Hemmaplan with the acquisition of an additional 15 % of shares from Brunswick Real Estate.

As of the balance sheet date, Bonnier Fastigheter Invest owned approximately 17.4 % (13.4) of the shares in Eastnine AB, following

additional share purchases during the year.

Operations in the jointly owned company Hållbo AB grew as expected. An additional apartment building was acquired during the year.

SF STUDIOS' operations were affected during the year by global factors and a challenging financing climate, which affected the company's bottom line. Most streaming services and other purchasers underwent restructuring, which in combination with the drawn-out Hollywood strike in the film industry resulted in a decrease in content flow for the core business. Meanwhile, the Nordic cinema industry began to recover following the pandemic, which contributed to box office success for a number of films.

During the fall, Irène Lindblad took over as new CEO for SF Studios. Sales totaled around SEK 1.7 billion (around 2.5) and EBITA was SEK –3 million (–75). SF Studios reported strong cash flow from operations at SEK 0.5 billion (–0.5).

The production business continued its close cooperation with Netflix and Nordic TV channels, among others. SF Studios' wholly financed English-language production, *A Man Called Otto*, premiered in January and was a global hit, becoming the Swedish production with the highest box office revenues ever. The comedy *Maybe Baby* was also a hit at Danish cinemas, and the action comedy *The Final Race* had the biggest cinema audience in Sweden during Christmas 2023.

During the year, SF Studios filmed Viveca Sten's *The Åre Murders* for Viaplay, the Swedish teen drama *A Part of You* for Netflix, as well as the Norwegian drama *Quisling* and the Danish thriller *Paranoia*, which

will premiere in cinemas in 2024. Production company FLX had its best year ever, with the feature films *Jönssonligan* and *True Fear*, as well as *An Honest Life* and *Trouble* for Netflix.

The TV business produced *Jana* for Viaplay, *The Breakthrough* for Netflix, the children's Christmas calendar series *Snödrömmar* for SVT, and follow-up seasons of *Solsidan* (TV4) *Blinded* (TV4), *The Meaning of Life* (Viaplay), *Likea* (Viaplay), *Live Life* (Viaplay) and *Komiker utan gränser* (SVT).

The top titles distributed to Nordic cinemas were *Together 99*, *The Riot*, *Spider-Man – Across The Spider Verse*, *Creed III* and *Napoleon*, as well as the company's own productions *A Man Called Otto*, *Maybe Baby*, *The Abyss*, *Forever*, *Nelly Rapp – The Secret of the Black Forest*, *Vem är du*, *Mamma Mu?* and *The Final Race*.

In February, SF Anytime acquired the customer base of the leading Danish streaming service, Blockbuster.

SF Anytime's business and customer base grew in the Nordic region as more customers chose TVOD over SVOD, and more new films were made available directly after cinema runs.

In 2023, SF Studios started a sustainability initiative, with a focus on measuring the company's overall climate impact. Parallel with this, sustainability efforts continued in Denmark.

All productions are assessed and measures instituted to reduce the climate impact of the production. *Paranoia* was the first Danish film ever to earn a Green Film certification for sustainable production.

ADLIBRIS' performance improved compared with 2022. Net sales totaled SEK 2.3 billion, a decrease of 9 % compared to the previous year. Adlibris' online book sales were hit hardest, due to the current recession. Sales in physical stores and of used textbooks remained strong. Pocket Shop was acquired during the year, with physical stores in Swedish travel and urban locations. Two new stores opened at Stockholm's Arlanda airport.

The e-commerce company Mediafy (gift cards and magazine subscriptions) and Odlå (gardening and cultivation) were divested.

The EBITA for the year totaled SEK 30 million, which was an increase of SEK 17 million compared to 2022. Adlibris continued to strengthen margins, increase efficiencies in the logistics chain, improve delivery net cost and lower sales overhead costs. During 2023, Adlibris increased its rate of investments, primarily connected to customers' inspiration and purchasing journey online, as well as standardized its ERP, which resulted in operating cash flow of SEK –20 million.

Adlibris entered an agreement to rebuild its logistics facilities in Morgongåva, west of Uppsala in central Sweden, with the latest logistics automation technology. The investment will make increased delivery precision possible and offer even more efficient logistics. Construction is underway and the new facilities are expected to go into operation during 2025. The initiative is a strategic effort to build a cutting-edge logistics solution and ensure Adlibris' position as an e-commerce leader in the Nordic region.

BONNIER CAPITAL'S primary strategy is to invest in Nordic growth companies where Bonnier has a clear advantage and can provide something other investors cannot. The intention is to invest within certain sectors or themes and to invest in larger companies than previously, but still those with clearly demonstrated growth. Bonnier Capital's holdings in companies were valued at SEK 2.6 billion at year-end 2023. During the year, Bonnier Capital invested approximately SEK 300 million in its portfolio companies, primarily Natural Cycles and Acast.

THE GROUP'S net debt totaled SEK 1.0 billion, excluding lease liabilities of SEK 1.3 billion. Debt has increased compared with the previous year due to investments within Bonnier Fastigheter and acquisitions carried out within the investment operations. However, current cash flows from operations have financed most of these.

Bonnier Fastigheter's debt totaled SEK 6.1 billion. The rest of the Group had net available cash of SEK 5.2 billion, an increase of SEK 434 million over the previous year. ■

Bonnier Group net sales, SEK million	2023	2022
Bonnier News	9,784	9,320
Bonnier Books	8,034	7,416
Bonnier Fastigheter	876	704
Adlibris	2,264	2,493
SF Studios	1,677	2,547
Bonnier Capital	145	0
Other and eliminations	71	155
Bonnier Group	22,851	22,635

Bonnier Group EBITA, SEK million	2023	2022
Bonnier News	734	884
Bonnier Books	763	385
Bonnier Fastigheter	672	544
Adlibris	30	13
SF Studios	-3	-75
Bonnier Capital	-60	-49
Other and eliminations	-180	-183
Bonnier Group	1,956	1,519

Bonnier Group income statement, SEK million	2023	2022
Net sales	22,851	22,635
EBITA	1,956	1,519
EBIT	471	1,036
Net financial income/expenses	-213	-2,545
Profit/loss before tax	259	-1,509
Profit/loss for the year	231	-1,533

Bonnier Group balance sheet, SEK million	2023	2022
Goodwill	3,539	3,314
Buildings and land	16,685	17,114
Property, plant and equipment and intangible assets	1,814	1,531
Film and program rights	119	141
Working Capital	-1,972	-1,491
Other	6,154	5,633
Operating capital	26,339	26,242
Net debt (+)/ net cash (-)	2,299	1,977
Shareholder's equity including minority holdings	24,041	24,265

BONNIER GROUP BOARD OF DIRECTORS



Erik Haegerstrand, Board Chair
CEO for the Bonnier Group.
Board chair since September 2021.



Peder Bonnier, Vice Chair
Vice Chair since 2023. CEO and co-founder of the video platform Storykit.



Felix Bonnier, Board Member
Works with business development at the headquarters of Hennes & Mauritz in Stockholm. Vice chair of the Bonnier family's owner company Albert Bonnier AB.



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Anders Forsström, Board Member and Employee Representative
Chair of *Dagens Nyheter's* union branch for journalists, Journalistklubben, since 2011. Employee representative on the boards of *Dagens Nyheter* and Bonnier News for the past five years.



Emily Hall, Board Member and Employee Representative
Has worked at Bonnierförlagen since 2017. Since 2021, she has been chair of the Bonnier Books staff club. Also employee representative on the boards of Bonnier Books, Bonnierförlagen, BookBeat and Adlibris.

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