

EKSPRESS GRUPP

INVESTOR PRESENTATION

MARCH 2022



Our Mission: to serve democracy

LEADING MEDIA GROUP IN BALTIC STATES

30-year history:

- Activities across Baltics
- 5 media companies: media portals, paper media (in Estonia)
- DOOH and ticketing platforms in Latvia and Estonia
- programmatic advertising, video production, real estate and financial comparison platforms



STRATEGY DIGITAL TRANSFORMATION

- Strengthen its existing business and facilitate **digital transformation** through organic growth
- **New digital opportunities** that create synergies with existing digital businesses
- Focus on development of **digital solutions and services**



HOW DO WE GET THERE?

- Digital revenue
- Digital subscriptions

All our attention on investments must go to digital growth.



We can only accomplish our mission (*To Serve the Democracy*) in full when we are able to **create an environment that helps people, businesses and leaders make decisions ensuring the sustainability of the society.**

Accordingly, it is our responsibility and opportunity to be:

Independent and modern content creator

- Information accessible to everyone through convenient and attractive digital solutions
- Independent and ethical journalism

Desirable employer

- Retaining and developing professionals
- Valuing diversity

Responsibly managed company

- Open and honest leadership
- Green activities

Social leader

- Supporting participatory democracy
- Raising topics of major social impact
- Development of media wisdom

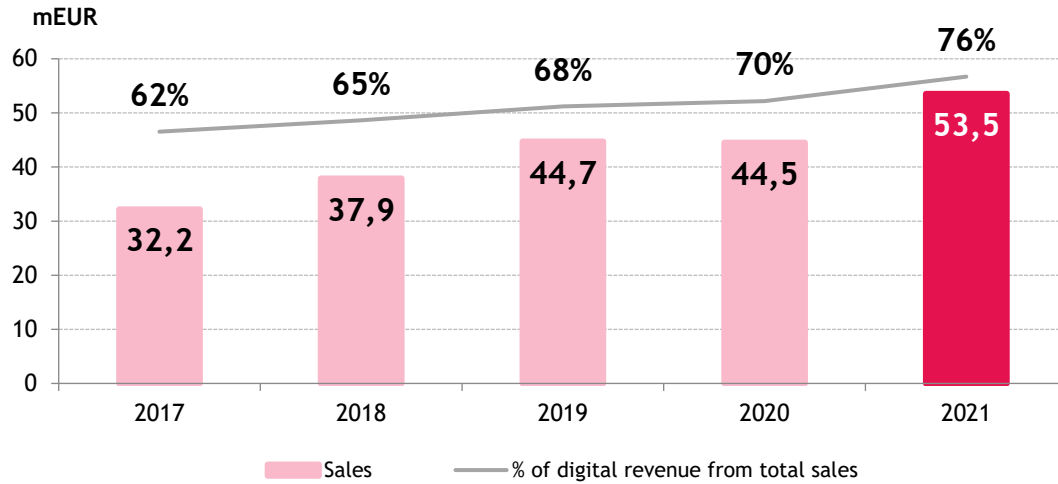
KEY STRENGTHS

- Market leaders in **media digitalization** (#of digital subscribers, share of real users & share of time spent)
- Providing **high value to our ad customers** that leads to better pricing model than on big platforms
- Competitive strategy optimized for **profitable growth**
- **Valuable, sustainable and professional team**

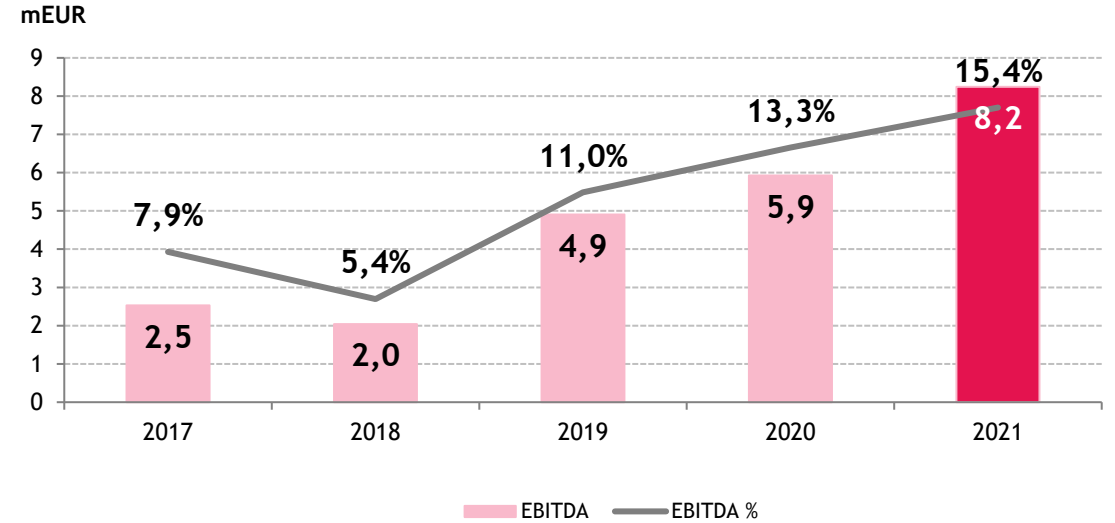


KEY FINANCIALS

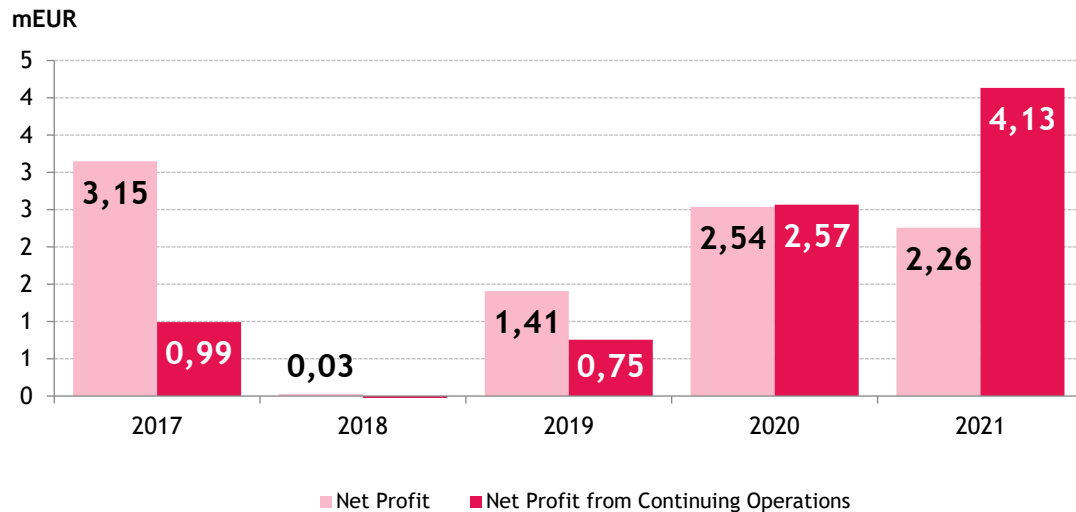
REVENUES



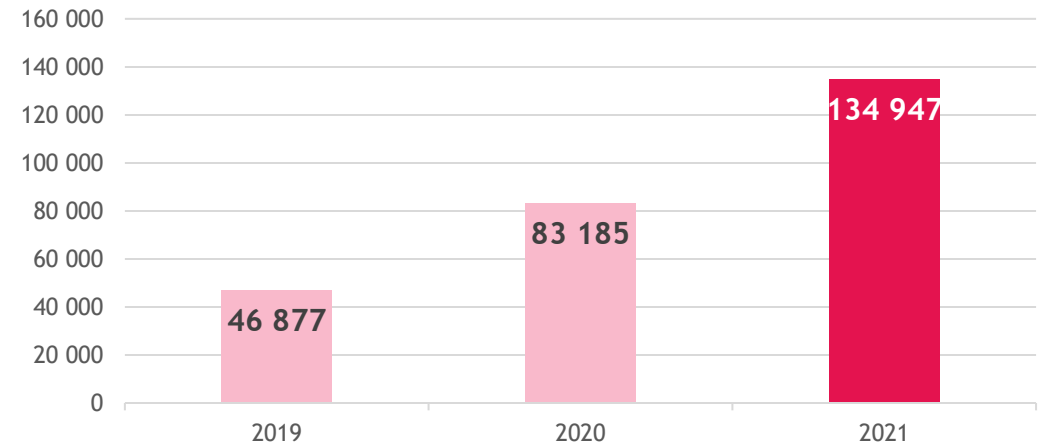
EBITDA AND EBITDA %



NET PROFIT



DIGITAL SUBSCRIPTIONS



DIVIDEND POLICY

Ekspress Grupp's capital structure must be sufficiently robust to maintain the desired freedom of action and to be able to exploit growth opportunities based on strict assessments relating to our allocation of capital.

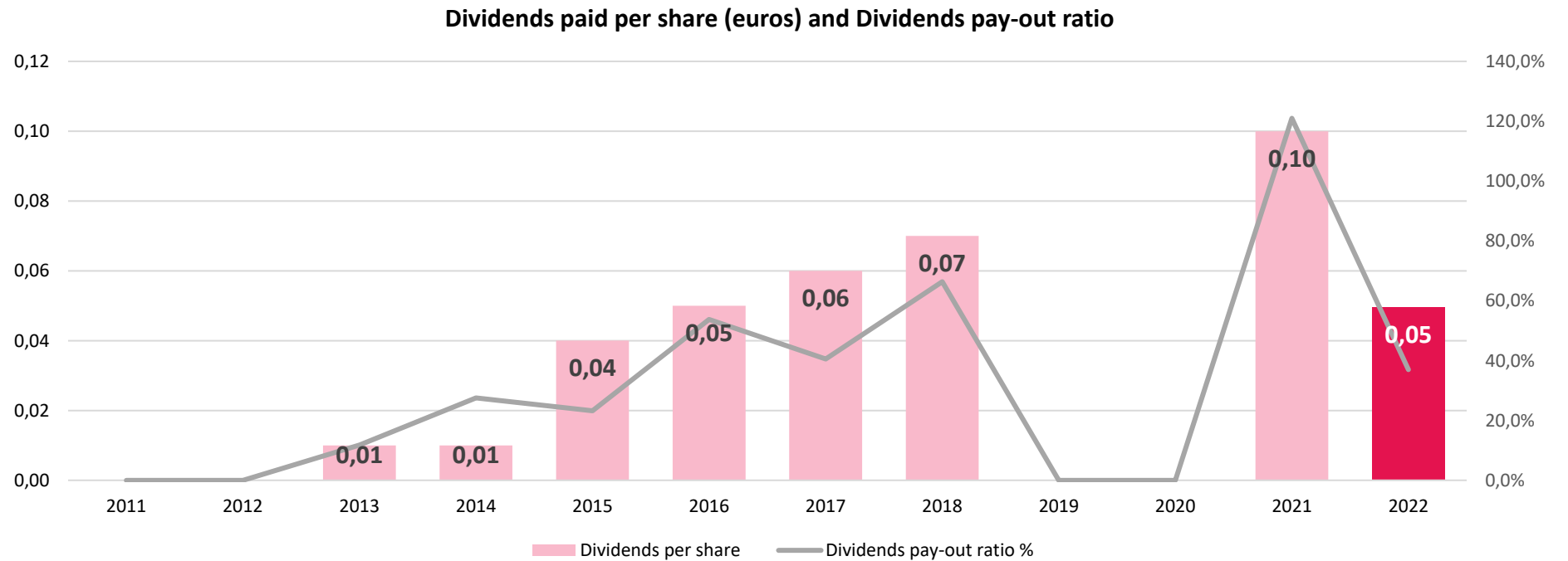
In order to support the growth, Ekspress Grupp aims to allocate investments, repayment of debt and distribution of profit optimally from the company's and investors' point of view.

Ekspress Grupp will distribute minimum 30% of the annual profits, provided that there are sufficient financial resources for financing core activities and making new strategic investments.

In years of economic slowdown or for other reasons weaker cash flows, the group may reduce or decide not to pay dividend.

DIVIDEND PAYOUT

2022 payout rate 37% and dividend yield 3.2% (based on closing 31.12)



*2022 Management Board's proposal, AGM in Q2 2022

SHAREHOLDERS

Name	Number of shares	%
Hans H. Luik and company under his control	22 552 672	73.23%
<i>Hans H. Luik</i>	7 963 307	25.86%
<i>OÜ HHL Rühm</i>	14 589 365	47.37%
LHV Bank and funds managed by LHV Varahaldus	2 541 583	8.25%
Members of the Management Boards*	131 554	0.43%
Other minority shareholders	5 057 060	16.42%
Treasury shares	513 972	1.67%
TOTAL	30 796 841	100.0%

*Members of the Management Board of AS Ekspress Grupp and its key subsidiaries.



Majority shareholder: Hans H. Luik

Thank you!

Contacts



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