

LINK Mobility Group ASA

Presentation by CEO Arild E. Hustad

Aksje Norge – Den Store Selskapskvelden

6.Juni 2016

Company snapshot

Presenting team



LINK Mobility

- Offices in Norway, Sweden, Denmark & the Baltics
- 115 highly skilled employees
- Over 6,000 business customers

MCAP
(NOKm)

671

NIBD
(NOKm)

42

EV
(NOKm)

713

Revenue*
(NOKm)

386

Revenue growth*
(YoY %)

28

EBITDA**
(NOKm)

56

EBITDA growth*
(YoY %)

50

Cash conversion
(%)

65

Free float shares
(%)

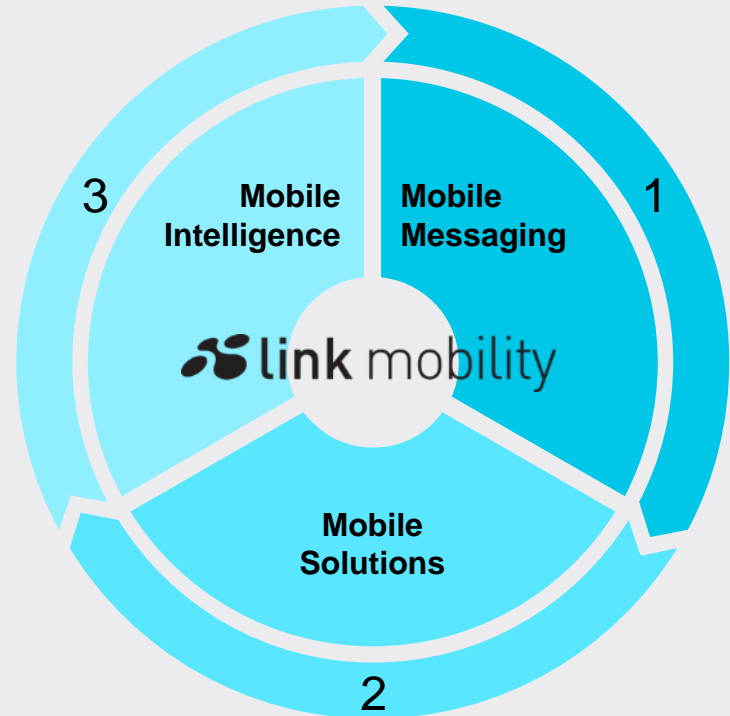
80

* Pro forma


** Adjusted pro forma

LINK delivers state of the art Mobilizing Services

1. Cloud based Mobile Messaging through omni channels
2. Cloud based Mobile Solutions comprising mobile payment, mobile licence and other mobile services
3. Mobile Intelligence: Gathering and analysing big data



1 LINK Mobile messaging



- 98% of all messages read
- 90% of all messages read within 3 minutes
- Reliable and trusted
- Always on, 24/7



- 29% of tweets read
- 16% of messages on Facebook read
- 12% of emails read
- Not always on

Total revenue* (NOKm)

259

SMS sent* (billion)

1.2

Average revenue (NOK / SMS)

0.22

Gross margin (% of revenue)

33.5

Global SMS deliveries (countries)

175

Unique subscribers (million)

23

Norwegian A2P market share (%)

45

Swedish A2P market share (%)

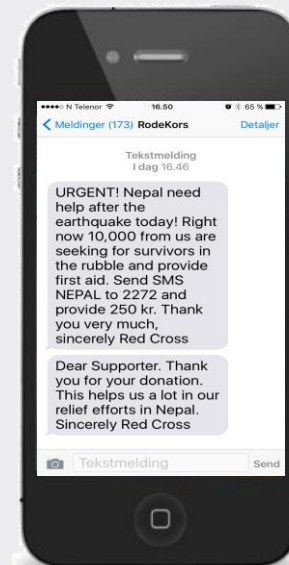
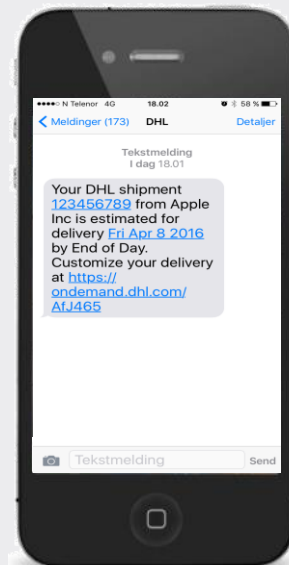
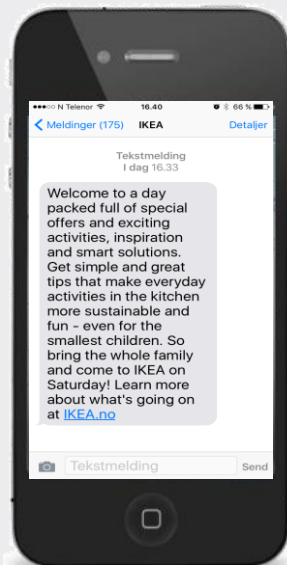
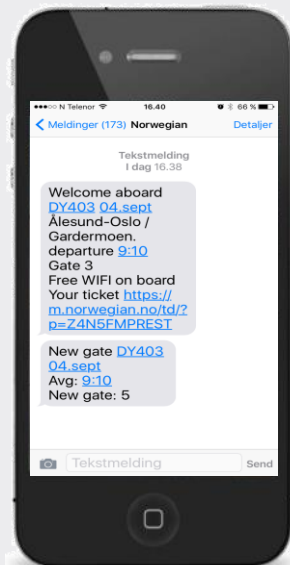
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Danish A2P market share (%)

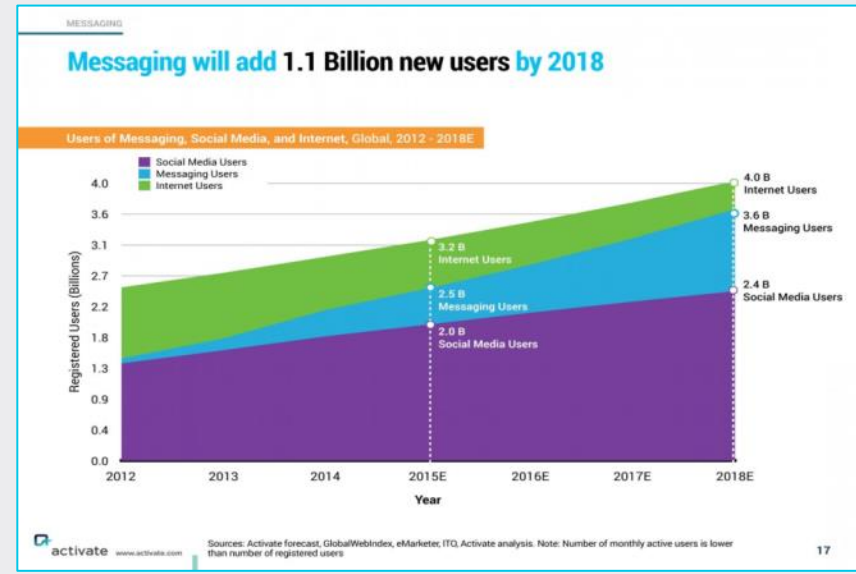
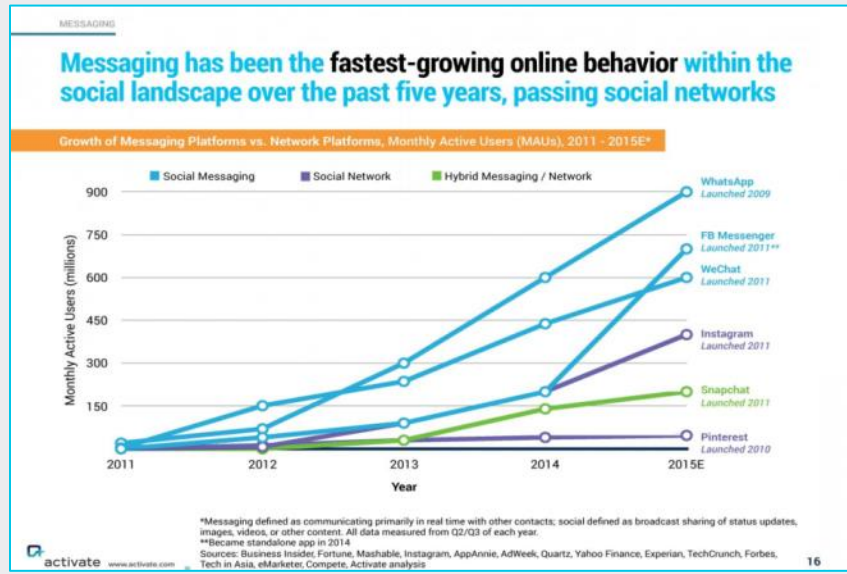
+50

*Pro forma

We have probably "met" before



1 LINK Mobile messaging: Strong growth expectations



A2P messaging worth almost USD 60bn by 2018, driving overall SMS-revenues, juniper research finds

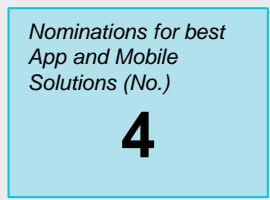
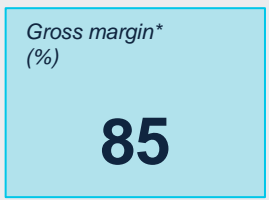
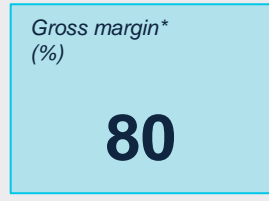
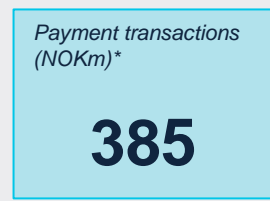
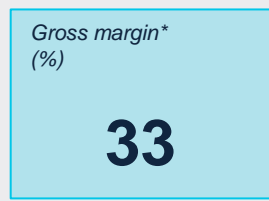
2 LINK Mobile Solutions

Mobile Solutions is divided into:

Payment	<ul style="list-style-type: none"> • Mobil Payment Enabler • Offers all leading payment solutions • Offers customers best suitable solutions • = secure high hit rate
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License	<ul style="list-style-type: none"> • Look-up, private and business • Customer Loyalty Clubs and Concepts • CRM integration • Analytic and statistic tools
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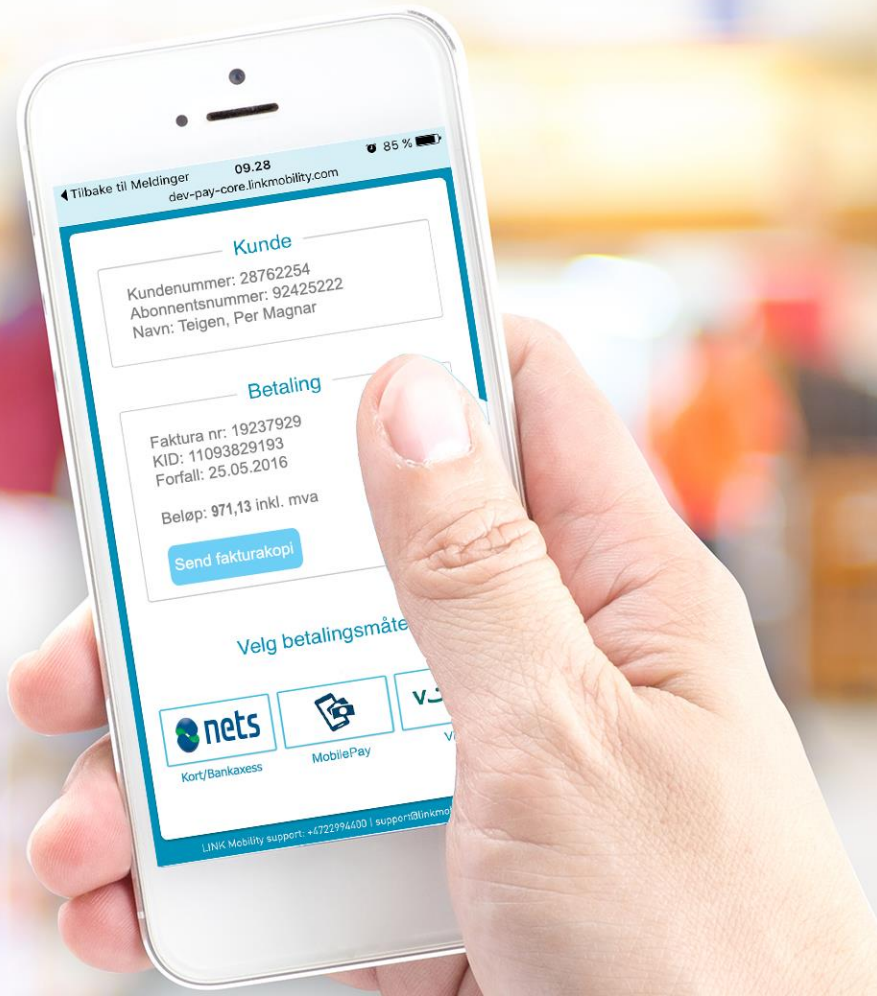
Consulting	<ul style="list-style-type: none"> • Mobile strategies • Tailor made customer solutions • Mobile consulting
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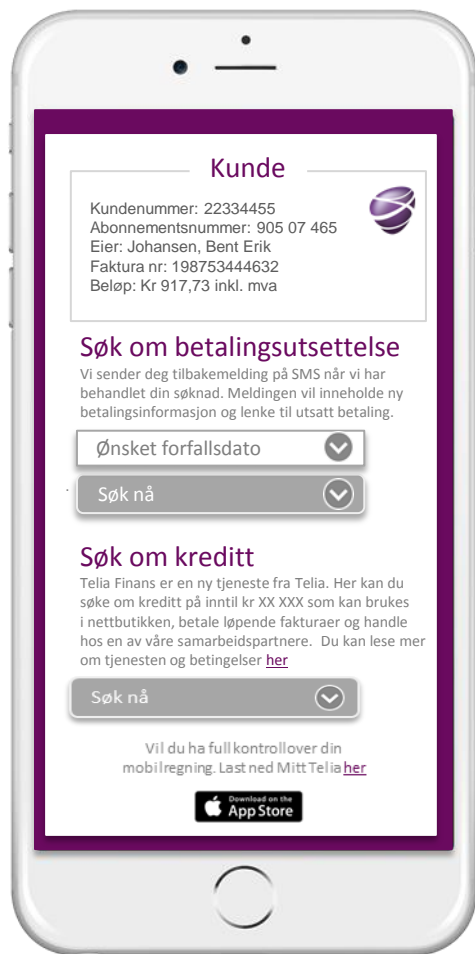


*Pro forma

- Det er fortsatt kun 50 prosent av fakturaene B2C som betales via e-faktura.
- Erstatter et løp med papirfaktura og til en brøkdel av prisen.
- Vi pakkerer kunde og transaksjonsdata slik at kunde kan aksessere landingsside uten innlogging.
- Vi tilgjengeliggjør aktuelle betalingskanaler.
- Kvitteringsside kan kombineres med BI og kan benyttes til salg. F. eks selg riktig datapakke basert på analyse av gitte kunde.

SERGEL
we care

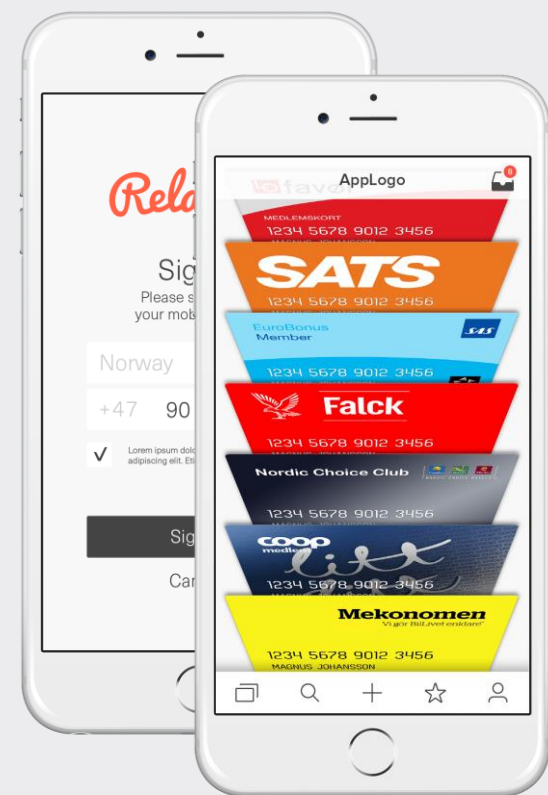




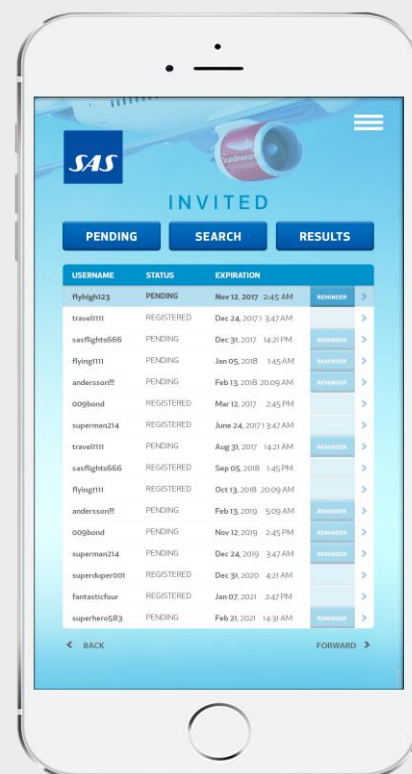
Relationz

ALL RELATIONS ALL THE TIME

- We are all members of various clubs or loyalty programs
- Season cards, political party membership, library card, fitness centre, golf membership, coop membership etc
- But very few of us carry the memberships with us daily
- You then miss the advantages of membership..



Verv en venn funksjonalitet



3 LINK Mobile Intelligence

- Huge amount of transactions and data processed through our Mobile Messaging Hub platform
- Gather relevant data in a structured manner allows for intelligent analysis of mobile consumer behaviour
- Great value potential
- Will consider strategic partnerships



Continued profitable growth

Consolidated Key Figures

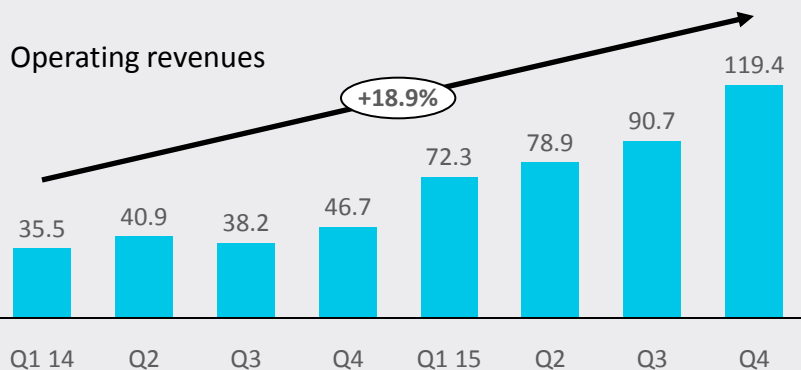
(Amounts in NOK million)	Q4 2015	Q4 2014	2015	2014
Operating revenues	119.4	46.7	361.4	152.5
EBITDA	14.1	4.5	45.7	9.5
Non recurring costs ²	0.6	0.0	4.3	0.0
Adjusted EBITDA	14.7	4.5	50.0	9.5
Adjusted EBITDA margin	12.3 %	9.5 %	13.8 %	6.2 %

Profit for the period	4.8	2.0	20.9	0.4
No. shares at balance date (mill.)	9.6	8.4	9.6	8.4
Earnings per share, basic (NOK)	0.52	0.24	2.32	0.05
Earnings per share, diluted (NOK)	0.51	0.23	2.25	0.05

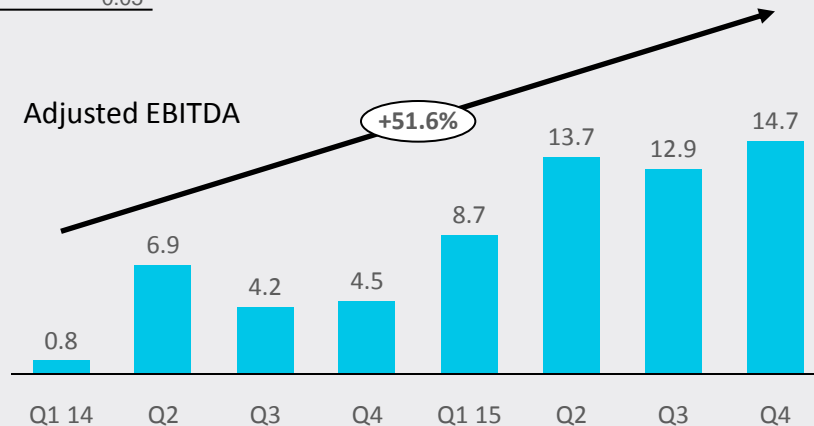
Pro forma Key Figures

	Q4 2015	Q4 2014	2015	2014
Operating revenues	119.4	89.0	385.7	301.5
EBITDA	14.1	13.1	51.8	37.3
Non recurring costs ²	0.6	0	4.3	0
Adjusted EBITDA	14.7	13.1	56.1	37.3
Adjusted EBITDA margin	12.3 %	14.6 %	14.5 %	12.3 %

Operating revenues



Adjusted EBITDA



LINK strategy going forward



Strengthen our Mobile Messaging Hub (A2P) position in a growing market



Continue to develop world leading Mobile Solutions



Continue to develop our Mobile Intelligence Hub (BIG DATA)



Continue Nordic Consolidation & Global Expansion



THANK YOU!