

# Den Store Aksjekvelden

## LINK Mobility Group ASA

Presended by Siw Ødegaard, Executive Vice President M&A, IR and & PR

Bergen, 24 October 2016

# Agenda

1. Company information
2. Q2 2016 financials and highlights
3. Outlook



# Leading mobile messaging and solutions provider in the Nordics, Baltics and Germany



*Increase in share value YTD (%)*

**249**

*Increase share value since listing (%)*

**713**

*Market Cap (million)*

**1 976**

*Growth in messages delivered (Q2oQ2%)*

**118**

*Messaging penetration main markets (%)*

**70-90**

*Messages delivers to countries (No.)*

**185**

*Payments via LINK's solutions Q2 (mNOK)*

**100**

*Solution sales customer portfolio (%)*

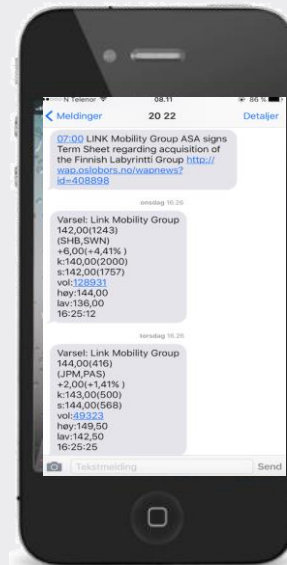
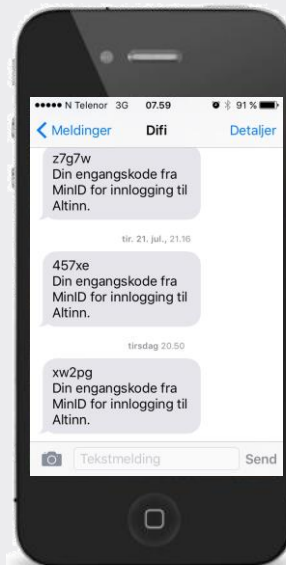
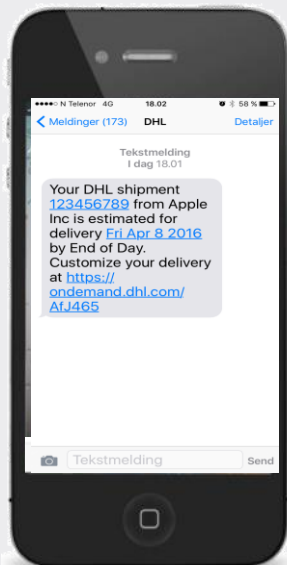
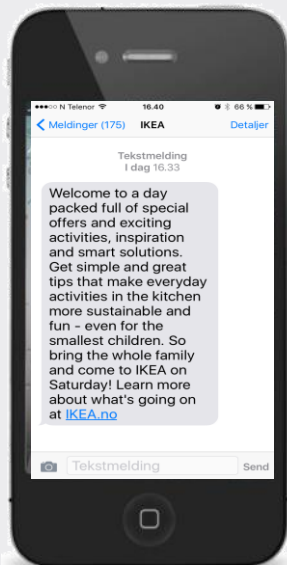
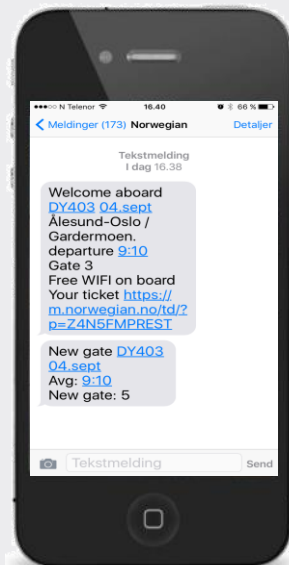
**95**

*Design and solution awards (No.)*

**2**

- Offices in Norway, Sweden, Denmark, Finland, Germany and the Baltics
- 200 highly skilled employees
- Over 6 000 business customers

# We have all "met" before







We have all "met" before

**07000**

Bergen Taxi

SMS order and confirmation

**Bergens Tidende**

SMS gateway solutions



BERGEN  
KOMMUNE

SMS gateway solutions

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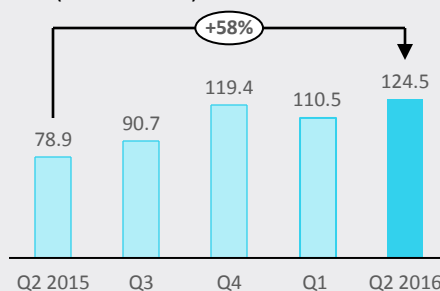
3. Outlook



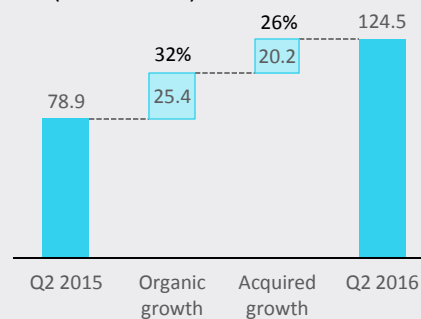
# Highlights Q2 2016

- Continued solid and profitable growth in all main markets
- Record high 402 million mobile messages delivered
- MNOK 125 in revenue (58% growth)
- MNOK 17 in EBITDA (24% growth)
- Announcement of major acquisitions in Norway, Sweden, Denmark, Finland and Germany

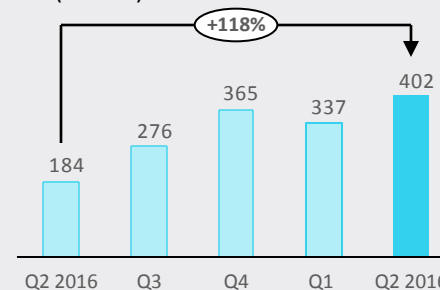
Operating revenues  
(NOK million)



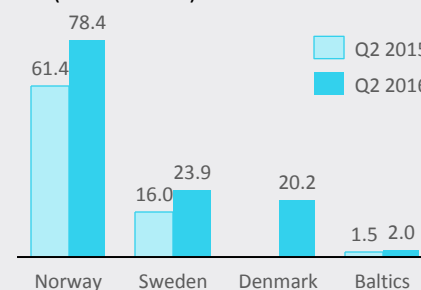
Revenue development  
(NOK million)



Messages delivered  
(million)



Revenue by country  
(NOK million)



# Acquisition of 5 companies



Market Share  
Denmark (%)\*

**55+**



Market Share Norway  
(%)\*

**55+**



Market Share  
Germany (%)

**40+**



Market Share Sweden  
(%)\*

**30+**



Market Share Finland  
(%)

**40+**



# Consolidated Pro Forma including acquisitions after Q2 2016

## Consolidated Pro forma Key Figures

(NOK million)

	LINK YTD 2016	Acquired business YTD	Total YTD 2016
Operating revenues	235	216	451
Adjusted EBITDA	28	35	63
Adjusted EBITDA margin	12%	16%	14%



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## The Mobile revolution

- 900 % growth in mobile phones since 2010
- The mobile phone has become the preferred digital platform
- Consumers want to interact with their service providers via the mobile phone
- Consumers want efficient, fast and intelligent interaction
- Businesses, public services and organizations have to “mobilize” their businesses in order to meet the demand from their customers and users for mobile interaction
- The mobile is about to change today’s value chains and today’s way of doing business

# Outlook 2018 & key assumptions

- Strong global trends towards mobilizing interface between both private and public sector and their customers
- LINK is well positioned to continue strong growth on the back of this trend through innovative mobile messaging and solutions
- LINK sees strong potential in consolidating the mobile messaging and solution area in its target markets
- Outlook based on assumptions that LINK is capable of consolidating the target markets in a manner equal to its recent acquisition track record
- Outlook is based on LINK capturing its proportionate share of the growth in the overall market

*Forecast Market Share  
in Each Market*

**40+**

*Pro-Forma Revenue  
2018 range of (mNOK)*

**2 700**

*Pro-Forma EBITDA  
2018 range of (MNOK)*

**400**

*Number of Markets*

**10+**

*Acquisition value  
during the period  
(mNOK)*

**900**

*Annual organic  
growth %*

**25-30%**

Disclaimer: Any of the growth assumptions may prove to be incorrect assumptions and thereby influence the outcome materially negatively. Investors must make their own calculation in relation to valuing LINK based on their own analysis and judgement. One key assumption is that LINK is able to acquire businesses at fair value. Not achieving this will reduce outlook figures correspondingly.



# Thank you

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