Caybon

INTERIM REPORT APRIL - JUNE 2024

The quarter in brief

April – June 2024

- Net Sales decreased by 1% to 258,252 (262,180) TSEK, of which 1% is exchange rate related and 2% is negative organic growth.
- EBITDA amounted to -176,707** (13,875) TSEK, adjusted* EBITDA decreased 18% to 11,334 (13,875) TSEK.
- EBITA amounted to -185,031** (6,677) TSEK, adjusted* EBITA amounted to 3,010 (6,677) TSEK.
- EBITA margin amounted to -71.6% (2.5), adjusted* EBITA-margin amounted to 1.2% (2.5).
- Net Profit for the period amounted to 174,719*** (-18,318) TSEK.
- Cash Flow from operations was 5,359 (11,610) TSEK.

January – June 2024

- Net Sales decreased by 2% to 506,053 (517,614) TSEK, of which rounded 0% is exchange rate related and 2% is negative organic growth.
- EBITDA decreased to -178,225** (25,970) TSEK, adjusted* EBITDA decreased 39% to 15,740 (25,970) TSEK.
- EBITA decreased to -195,147** (11,130) TSEK, adjusted* EBITA amounted to -1,181 (11,130) TSEK.
- EBITA margin amounted to -38.6% (2.2), adjusted* EBITA margin amounted to -0.2% (2.2).
- Net Profit for the period amounted to 139,914*** (-27,139) TSEK.
- Cash Flow from operations was -22,275 (7,389) TSEK.

**Adjusted amounts exclude non-recurring items and aim to give a picture of the underlying development; see note 8.*

***Largely impacted by an impairment of assets in relation to business area FMG, see significant events after the second quarter.*

****Significantly impacted by the restructuring of bonds, see significant events during the second quarter.*

Significant events during the second quarter

- 2024-04-02 Caybon appointed Daniel Grufman as new CFO for the group.
- 2024-04-26 Caybon announced the approval of the written procedure and issuance of new super senior bonds.
- 2024-05-02 Caybon had an Extraordinary General Meeting and voted in favour of actions needed to finalize the new capital structure.
- 2024-05-02 Election of board members. At the Extraordinary General Meeting, it was decided to re-elect board members Eola Änggård Runsten and Johan Kinnander. Johan Janing was elected as member of the board. Eola Änggård Runsten was appointed chairman of the board. Richard Båge resigns from the board.
- 2024-05-10 Caybon announced the final time plan of the written procedure of its bonds and issuance of new preference shares.
- During May the previously communicated framework agreement for the restructuring of bonds was executed and actions finalized. The actions resulted in a recognized gain of approximately 380,6 million SEK, which had a significant positive impact on the net profit.
  I. 365 MSEK was converted from debt to shares.
  II. Caybon's own bond holdings of 25 MSEK was cancelled.
  III. Caybon received a cash supplement of 65 MSEK, which was converted to a Super Senior bond debt. This was paid on three different occasions from March to May.
  IV. The convertible loan set out by Priveq during 2023 was converted to shares.
  V. Accrued interest due for payment in December 2023 and March 2024 was waived by the bondholders.
  VI. The Super Senior bonds' maturity date was set to 3rd of June 2027. The maturity date for the amended existing bond was extended to 3rd of December 2027.
  VII. The bondholders are now owning about 85% of the shares of Caybon Holding post restructuring. 12% of the shares are owned by key personnel, 2% by Priveq and 1% of previous shareholders.
  VIII. The interest rate will amount 10% PIK (or with the option of 7% cash interest for the period 3rd of March 2026 until 3rd of June 2027).

- 2024-06-14 At the Annual General Meeting, it was decided to re-elect board members Eola Änggård Runsten and Johan Kinnander. Three additional members were elected: Adam Fors, Martin Ingemansson and Jakob Söderbaum. Eola Änggård Runsten was re-elected as chairman of the board.

Significant events after the second quarter

- Caybon announced the divestment of business area Future Media Group (FMG) to focus on Growth, Profitability, and Forward-Looking Investments. The payment for the shares will be made through an earn-out model based on FMG's EBIT over the next seven fiscal years, with a maximum amount payable of 15 million SEK. A preliminary impairment of 175,137 TSEK was reflected in the income statement in the second quarter and impacting EBITA and EBITDA, for more information see note 9.

-1%
Net Sales Growth Q2

990
MSEK Revenue (LTM)

0.1%
Adj EBITA margin (LTM)

TSEK	2024 Apr-Jun	2023 Apr-Jun	Chg, %	2024 Jan-Jun	2023 Jan-Jun	Chg, %	LTM	2023 Full year
Net Sales	258 252	262 180	-1%	506 053	517 614	-2%	990 486	1 002 047
Gross profit	122 808	131 767	-7%	243 383	265 850	-8%	486 395	508 369
Gross profit margin, %	*47,6%*	*50,3%*	*-5%*	*48,1%*	*51,4%*	*-6%*	*49,1%*	*50,7%*
EBITDA	-176 707	13 875	-1374%	-178 225	25 970	-786%	-163 653	40 542
EBITDA-margin, %	*-68,4%*	*5,3%*	*-1393%*	*-35,2%*	*5,0%*	*-802%*	*-16,5%*	*4,0%*
Adjusted EBITA	3 010	6 677	-55%	-1 181	11 130	-111%	1 395	13 706
Adjusted EBITA-margin, %	*1,2%*	*2,5%*	*-54%*	*-0,2%*	*2,2%*	*-111%*	*0,1%*	*1,4%*
Net Profit	174 719	-18 318	-1054%	139 914	-27 139	-616%	102 343	-64 711
Cash flow from operations	5 359	11 610	-54%	-22 275	7 389	-401%	-18 899	10 766

Non-recurring items amounting to 188,041 (0) TSEK for the period Apr-Jun and 193,966 (0) for the period Jan-Jun affect EBITDA, EBITA and Net Profit. For further explanation see note 8.

Financial structure complete and slight business improvement

In the second quarter of 2024, the media market showed modest signs of recovery, though challenges persist. While the economic uncertainty continues to affect our industry, we've seen a slight business improvement vs Q1. The second quarter has also been busy on the Group level with a financial restructuring and new shareholders in order to secure the financial stability of the Group.

Mixed picture on sales development

The previous strong momentum in business area N365 continued, with particularly impressive performance in the US. This performance led to net sales growth in the Campaign segment. However, due to a decline in the Network segment, the group as a whole experienced a slight decrease in net sales.

Campaign segment

The US market demonstrated significant potential for both business area N365 and Mediaplanet in the second quarter. Business area N365 continued to deliver strong results, building on previous positive outcomes in this market. Additionally, business area Mediaplanet experienced positive momentum in their US operations, which have historically been a strong contributor to profitability in the business area. Business areas FMG, Mediaplanet and Appelberg continued to experience negative year-over-year deltas. However, the positive signals from Mediaplanets operations in the US market strengthen confidence that the leadership will have a positive impact on the business area.

The segment's net sales increased by 2% since last year and amounted to 198,147 (194,314) TSEK, which still is mainly driven by the performance from N365. The segment reported an adjusted EBITA of 8,911 (6,940) TSEK.

Network segment

In the Network segment, net sales declined by 10% to 62,493 (69,750) TSEK, while adjusted EBITA was 2,160 (7,393) TSEK. The decrease in net sales has had a significant impact on the profitability of the segment, as business area Newsner operates with relatively higher incremental margins. This year-over-year decline was still largely driven by last year's changes on Facebook, including the discontinuation of Facebook Instant Articles (FBIA) and Facebook's reductions in referral traffic to external news sites. Splay One experienced temporary decline in profitability due to efforts to streamline operations and enhance profitability in certain operations outside of Sweden, while continuing to maintain a strong presence and position in the Nordic region.

Financial stability

The second quarter has been intense with regard to executing the financial restructuring agreement announced on March 18. I am pleased to say that all the formal processes have been completed according to plan and Caybon now has new owners and a viable capital structure. In addition, Caybon announced the divestment of FMG. Both these transactions have considerable impact on the financials of the Group as explained in this report.

Since May, Caybon has 3 new members on the board of directors. They bring expertise and experience in management and the media sector and will be a great asset for the company.

Outlook

As we progress through 2024 a key focus will be on developing our strategy. This work is essential in maximizing the potential of our core businesses while also exploring new growth opportunities as the market recovers.

The divestiture of business area FMG will allow us to concentrate more on growth, profitability, and forward-looking investments. Our team is fully committed to ensuring we are in a strong position to benefit from the market's recovery as it accelerates.

Johan Janing, CEO

About Caybon

Caybon is a world-leading digital media company focused on branded content that drives tangible results.

Caybon is a group of scalable, digitally focused marketing companies specialised in content and distribution. The purpose is to offer advertisers and organisations a way to communicate with their target group in an editorial and relevant context. The various offerings include a range of solutions from online media, videos, performance-related advertising and events, as well as printed products. Revenues in turn are derived from content production as well as various forms of advertising solutions. The clients range from small to medium-sized companies up to multinational groups. The client base is thus diversified in terms of both size, sector and geography. The five brands within the Group are grouped into two business segments: Campaign and Network.

The Campaign segment includes the three brands Mediaplanet, N365 and Appelberg, which all have largely campaign-based business models. The segment has various campaign concepts where we connect media buyers with their clients. Revenues depend on the number of campaigns launched and the margin depends on the production and distribution efficiency.

Each year, Mediaplanet produces some 670 subject-based campaigns for around 5 700 clients. These campaigns are distributed via the brands' own digital sites, as well as through partnerships with global media publishers. Revenues are generated from printed editorial content as well as designated campaigns. Mediaplanet has 12 offices across Europe and North America.

N365 creates editorial-style advertising campaigns for around 140 B2C clients and mainly operates in Scandinavia and the UK. The revenue model is built on performance-based campaigns for clients, where a site with editorial content is created and consumer traffic procured to the site. Success is highly dependent on how well the campaigns perform in terms of the client connections and conversions generated.
Appelberg has 30 years' experience of producing marketing and communication content for a wide range of B2B clients, including Swedish-based multinationals. Appelberg operates in Sweden.

Network segment includes Newsner and Splay One. These two brands work exclusively with digital marketing, and a key strength is that they have access to the consumers via distribution networks such as Facebook, Instagram, TikTok and YouTube. The revenue model is largely based on the achieved performance in terms of advertiser client connection and engagement.

Newsner is one of the world's leading social news networks and one of the biggest publishers on Facebook. Advertising revenue is generated by creating viral social stories on Facebook and other platforms. Revenues are primarily based on the number of readers and clicks on advertising which are sold digitally in connection with this content.

Splay One is the Nordic powerhouse for branded entertainment and influencer marketing. The aim is to create advertising content that young audiences want to consume and thereby create engagement and conversion for the B2C client base.

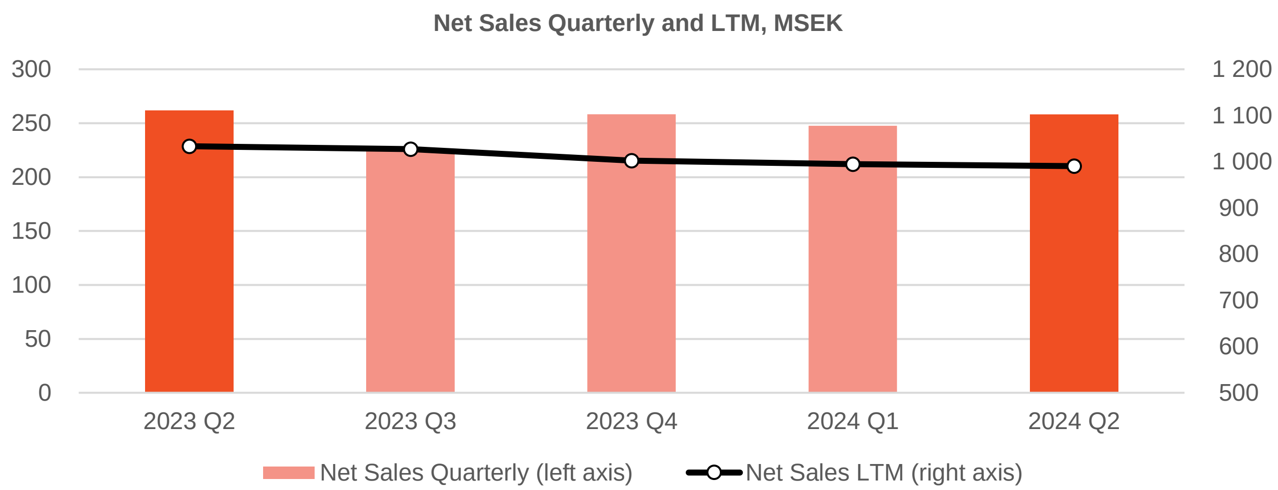
Total advertising spend is increasing globally. However, the form of advertising is undergoing substantial change. The traditional media and communication channels are being replaced with digital and online-based media of various types which are offered by Caybon's different brands. Caybon is continuously adapting its client offering to the current market trends and client needs.

Group overview, April to June 2024

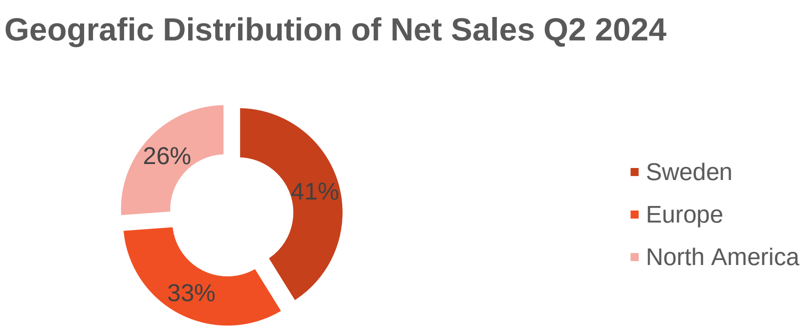
Net Sales

Net Sales decreased by 1% to 258,252 (262,180) TSEK. Fx was 1%, while organic growth was negative at 2%. The negative organic growth was mainly stemming from the Network segment in which business area Newsner and Splay saw decreased net sales, Newsner was still seeing year-over-year negative effect derived from the decreased referral traffic from Facebook that occurred Q3 2023 and still affects the traffic. Within the Campaign segment we saw increased net sales compared to last year, this solely derived from business area N365 who yet again saw fantastic increases in their US operations. Business areas Mediaplanet, FMG and Appelberg saw lower figures compared to last year. However, similar to N365, Mediaplanet experienced substantial growth in their US operations, a market that has historically been of great importance to their business. FMG still had part of their decrease in net sales coming from the discontinuation of one of their business units during last year, but also the other existing business units continued to have negative development.

Net Sales for the last twelve months (LTM) now stands at 990 MSEK, as shown in the graph below. The proportion of revenues from various forms of digital marketing amounted to 78% (75) in the second quarter.



Caybon has 16 offices in 13 countries. The distribution of total revenues in the second quarter is shown in the pie chart below. Further information on the geographic distribution of revenues can be found in note 3.



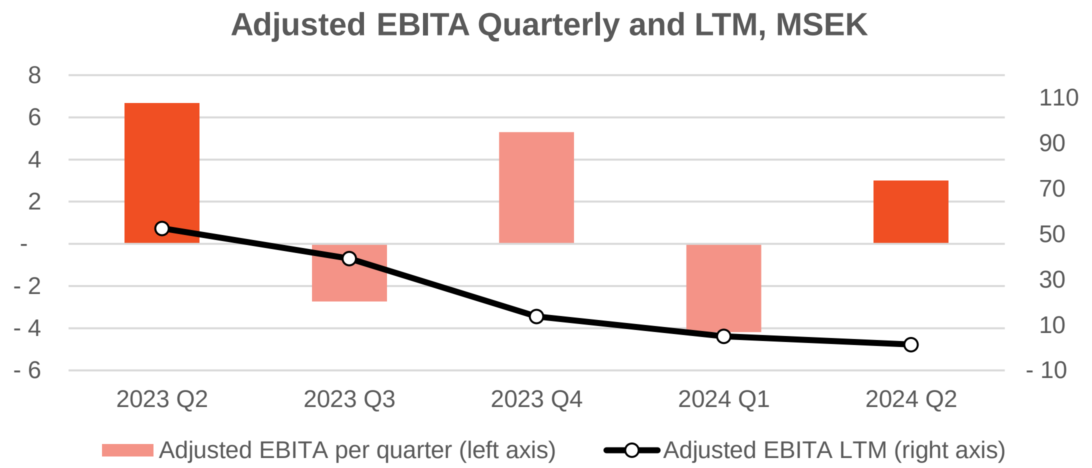
Earnings

Gross profit is an important figure for Caybon because it refers to the profit remaining after the cost for purchases of distribution capacity for the campaign or on behalf of the client. The gross profit for the second quarter decreased by 7% to 122,808 (131,767) TSEK. Gross profit margin for the quarter decreased to 48% (50). As the business area N365, which operates with a relatively lower gross profit margin, continued to represent a larger share of the group's net sales, the product mix effect resulted in a reduction of the total gross profit margin for the group.

EBITDA decreased to -176,707 (13,875) TSEK in the quarter. The decline in EBITDA is due weaker net sales in business areas Newsner, Mediaplanet, and FMG, along with temporary effects from measures within Splay One focused at streamlining operations and improving profitability, as well as the impact of non-recurring items. Non-recurring items for the period amounted to 188,041 (0) TSEK. These items primarily relate to the restructuring of the group's capital structure, a preliminary impairment of the net asset value of FMG that was recognized in the second quarter of 175,137 TSEK, see note 9, and implementation costs associated with the new CRM system in business area N365. Further details on these non-recurring items can be found in Note 8. Adjusted EBITDA decreased 18% to 11,334 (13,875) TSEK.

EBITA was -185,031 (6,677) TSEK. This represented an EBITA margin of -71.6% (2.5). Adjusted EBITA amounted to 3,010 (6,677) TSEK. Adjusted EBITA margin amounted to 1.2% (2.5).

Net Profit for the second quarter amounted to 174,719 (-18,318) TSEK. Othan than above mentioned net profit significantly increased due to a gain recorded from the debt restructuring, which is reflected in the profit and loss statement.



	Campaign		Network		HQ	
	2024	2023	2024	2023	2024	2023
TSEK	Apr-Jun	Apr-Jun	Apr-Jun	Apr-Jun	Apr-Jun	Apr-Jun
Net Sales	198 147	194 314	62 493	69 750	-	-
EBITDA	8 500	7 476	2 254	7 493	-195 552	-8 205
EBITDA-margin	*4,3%*	*3,8%*	*3,6%*	*10,7%*		
EBITA	7 957	6 940	2 160	7 393	-195 693	-8 360
EBITA-margin, %	*4,0%*	*3,6%*	*3,5%*	*10,6%*		

	IFRS adjustments		Eliminations		Group	
	2024	2023	2024	2023	2024	2023
TSEK	Apr-Jun	Apr-Jun	Apr-Jun	Apr-Jun	Apr-Jun	Apr-Jun
Net Sales	-	-	-2 388	-1 883	258 252	262 180
EBITDA	8 200	6 905	-109	204	-176 707	13 875
EBITDA-margin					*-68,4%*	*5,3%*
EBITA	654	501	-109	204	-185 031	6 677
EBITA-margin, %					*-71,6%*	*2,5%*
Net financial items	-	-	-	-	362 264	-20 701
Tax	-	-	-	-	-1 116	-2 880
Profit/Loss for the period	-	-	-	-	174 719	-18 318

Segment reporting is prepared on Swedish Gaap basis (K3), IFRS adjustments are presented in IFRS adjustments.

Overhead items that are not allocated out to the segments are part of HQ and eliminations between segments are presented under Eliminations

EBITDA, EBITA & Net Profit are affected by non-recurring items amounting to 188,041 (0) TSEK for the period Apr-Jun. For further explanation see note 8.

Group overview, January to June 2024

Net Sales

Net Sales decreased by 2% to 506,053 (517,614). Organic growth (excluding Fx effects) amounted to -2% and Fx had a rounded effect of 0%. The decrease in the year-to-date period can be attributed to similar trends observed in the second quarter. While the US operations in business area N365 demonstrated significant growth, other business areas were impacted by the challenging conditions within the media industry, still largely driven by prevailing macroeconomic factors. The proportion of revenues from various forms of digital marketing amounted to 77% (77) year-to-date.

Earnings

The gross profit for the period decreased 8% to 243,383 (265,850) TSEK, while the gross profit margin amounted to 48% (51). Similar explanation as in the development of the second quarter are also applicable for the year-to-date variations, where the margin is affected by a stronger performance for N365 and a weaker performance in other higher margin business areas.

EBITDA decreased to -178,225 (25,970) TSEK. This is explained by the aforementioned factors in the various business areas, primarily related to the profitability of business area Newsner, but also Mediaplanet, FMG and Splay. Non-recurring items for the period amounted to 22,078 (0) TSEK. Further details on these non-recurring items can be found in Note 8. Adjusted EBITDA decreased to 15,740 (25,970) TSEK.

EBITA amounted to -195,147 (11,130) TSEK. The EBITA margin declined to -38.6% (2.2). Adjusted EBITA amounted to -1,181 (11,130) TSEK. Adjusted EBITA margin amounted to -0.2% (2.2).

Net Profit for the period amounted to 139,914 (-27,139) TSEK. As previously stated, net profit significantly increased due to the gain recorded from the debt restructuring.

	Campaign		Network		HQ	
	2024	2023	2024	2023	2024	2023
TSEK	Jan-Jun	Jan-Jun	Jan-Jun	Jan-Jun	Jan-Jun	Jan-Jun
Net Sales	394 277	390 891	116 238	130 052	-	-
EBITDA	13 061	14 103	1 355	12 832	-209 162	-15 368
EBITDA-margin	*3,3%*	*3,6%*	*1,2%*	*9,9%*		
EBITA	11 973	12 946	1 164	12 632	-209 455	-15 679
EBITA-margin, %	*3,0%*	*3,3%*	*1,0%*	*9,7%*		

	IFRS adjustments		Eliminations		Group	
	2024	2023	2024	2023	2024	2023
TSEK	Jan-Jun	Jan-Jun	Jan-Jun	Jan-Jun	Jan-Jun	Jan-Jun
Net Sales	-	-	-4 462	-3 329	506 053	517 614
EBITDA	16 672	14 212	-151	192	-178 225	25 970
EBITDA-margin					*-35,2%*	*5,0%*
EBITA	1 321	1 039	-151	192	-195 147	11 130
EBITA-margin, %					*-38,6%*	*2,2%*
Net financial items					340 073	-30 150
Tax					-2 214	-5 294
Profit/Loss for the period					139 914	-27 139

Segment reporting is prepared on Swedish Gaap basis (K3), IFRS adjustments are presented in IFRS adjustments.

Overhead items that are not allocated out to the segments are part of HQ and eliminations between segments are presented under Eliminations

EBITDA, EBITA and Net Profit are affected by non-recurring items amounting to 193,965 (0) TSEK for the period Jan-Jun. For further explanation see note 6.

Group Cash Flow and Financial Position

Cash Flow

April to June
In the second quarter, cash flow from **operations** before changes in working capital amounted to -3,736 (11,504) TSEK. Cash flow from changes in working capital in the period amounted to 9,095 (106) TSEK. Cash flow from operations after changes in working capital amounted to 5,359 (11,610) TSEK. The deterioration was mainly due to weaker operating income largely impacted by the non-recurring items associated with the re-structuring of capital structure and impairment of asset held for sale.

Cash flow from **investing activities** amounted to -197 (-2,637) TSEK in the quarter, which was only comprising investments in non-current assets. Last year, investments in the new CRM system for the Mediaplanet business area were classified under investing activities during the second quarter. This investment was later expensed in the P&L during the third quarter 2023. The upcoming interim report will reflect these changes in the comparable figures for last year.

Cash flow from **financing activities** amounted to 40,757 (-21,635) TSEK. During the second quarter, an increase compared to last year is observed due to a significant portion of the cash supplement being received as part of the agreement following the restructuring of bonds. Part of the enhancement in flow this quarter can also be attributed to the interest on the group's public bonds being paid in kind as part of the restructuring agreement. In the second quarter of last year, the interest in relation to the bond was paid quarterly.

Cash flow for the period amounted to 45,919 (-12,662) TSEK.

January June
For the year-to-date period, cash flow from **operations** before changes in working capital amounted to -21,976 (6,916) TSEK. The weaker earnings compared with last year, which was also largely impacted by the non-recurring items in relation to the restructuring of the bonds, is the main factor behind the decrease. Cash flow from changes in working capital in the period amounted to -299 (473) TSEK. Cash flow from operations after changes in working capital amounted to -22,275 (7,389) TSEK.

Cash flow from **investing activities** amounted to -425 (-3,449) TSEK year-to-date. As stated in the explanation for the quarter, the investment that Mediaplanet made in their new CRM during last year was classified as an investing activity in the second quarter of 2023 and expensed in the P&L later on in the third quarter, why it’s temporarily increasing the outflow of last year’s figure.

Cash flow from **financing activities** amounted to 42,313 (-30,433) TSEK. Positive movements compared to last year for the year-to-date period were primarily driven by the same factors as those observed in the second quarter.

Cash flow for the period amounted to 19,613 (-26,493) TSEK.

Financial position

Following the completion of the financial restructuring as explained on page 2 of this report Caybon has an improved financial position. Caybon had a cash position of 81,382 (85,689) TSEK at the end of the period. Total interest-bearing debt amounted to 328,531 (653,781) TSEK at the end of the quarter. The improved debt situation was driven by the completion of the restructuring of capital structure during the second quarter. Excluding long and short-term lease liability financial debt amounted to 271,546 (588,301) TSEK. Caybon’s total debt to bond holders amounted to 275 MSEK. Caybon’s net debt amounted to 247,149 (568,092) TSEK. Net Debt to Adjusted EBITDA was 7.0 times, last year 5.2 times.

Net Sales and Earnings per segment

Campaign segment

Net sales in the second quarter increased compared to last year and amounted to 198,147 (194,314) TSEK. The net sales growth is solely driven by business area N365 and mainly their US operations. Mediaplanet still see lower outcome than last year's figures, but promising increases are seen in their US operations as well. Mediaplanet have also made some downsizing and reorganization efforts in certain markets since last year, to establish a stronger foundation for future growth. Larger decreases are observed within business area FMG, with net sales declining by 32% compared to last year. A portion of this decrease is attributable to the discontinuation of one of their business units, but declines are also evident within their other existing business units. EBITA increased to 7,957 (6,940) TSEK, and the EBITA margin amounted to 4% (3.6). The increased EBITA was also driven by the performance of business area N365.

The net sales for the period year-to-date period increased to 394,277 (390,891) TSEK. EBITA decreased to 11,973 (12,946) TSEK, with EBITA margin at 3% (3.3). The positive momentum in N365's US operations has continued throughout the year-to-date period. This strong performance has helped maintain overall EBITA levels only slightly below last year's, despite varying results across other business areas.

The campaign segment corresponded to 77% (74) of group net sales in Q2 and 78% (76) year-to-date.

Campaign TSEK	2024 Apr-Jun	2023 Apr-Jun	Chg, %	2024 Jan-Jun	2023 Jan-Jun	Chg, %	LTM	2023 Full year
Net Sales	198 147	194 314	2%	394 277	390 891	1%	763 217	759 831
EBITDA	8 500	7 476	14%	13 061	14 103	-7%	23 475	24 517
EBITDA-margin	4,3%	3,8%	11%	3,3%	3,6%	-8%	3,1%	3,2%
EBITA	7 957	6 940	15%	11 973	12 946	-8%	21 259	22 232
EBITA-margin, %	4,0%	3,6%	12%	3,0%	3,3%	-8%	2,8%	2,9%

Segment reporting is prepared on Swedish Gaap basis (K3), i.e. excluding IFRS adjustments.

Network segment

Net sales in the second quarter decreased to 62,493 (69,750) TSEK. Decreases coming from both business areas. For Newser, the decrease in referral traffic from Facebook since the beginning of the third quarter of 2023 continues to create negative year-over-year deltas. Splay One experienced a decline due to a reorganization in Finland undertaken to streamline operations and enhance profitability, while still maintaining presence and a strong position in the Nordic region. EBITA for the second quarter decreased to 2,160 (7,393), corresponding to an EBITA margin of 3.5% (10.6). The deterioration of EBITA is primarily due to Newsner, as the margins are relatively higher in that business area.

Year-to-date net sales in the Network segment amounted to 116,238 (130,052) TSEK. The decrease was more pronounced in Newsner but is attributable to both business areas. The factors explaining the second quarter's outcome also apply to the year-to-date period. EBITA amounted to 1,164 (12,632) TSEK. The EBITA margin amounted to 1% (9.7). Negative EBITA effects are primarily driven by Newser and their relatively higher margins on net sales.

The Network segment corresponds to 24% (27) of group net sales in Q2 and 23% (25) year-to-date.

Network TSEK	2024 Apr-Jun	2023 Apr-Jun	Chg, %	2024 Jan-Jun	2023 Jan-Jun	Chg, %	LTM	2023 Full year
Net Sales	62 493	69 750	-10%	116 238	130 052	-11%	236 206	250 020
EBITDA	2 254	7 493	-70%	1 355	12 832	-89%	6 250	17 727
EBITDA-margin	3,6%	10,7%	-66%	1,2%	9,9%	-88%	2,6%	7,1%
EBITA	2 160	7 393	-71%	1 164	12 632	-91%	5 853	17 321
EBITA-margin, %	3,5%	10,6%	-67%	1,0%	9,7%	-90%	2,5%	6,9%

Segment reporting is prepared on Swedish Gaap basis (K3), i.e. excluding IFRS adjustments.

HQ, Group overhead costs

Caybon follows costs for staff and overhead functions at a Group level, presented under HQ. In the second quarter the main part of the increased costs that reduces the EBITDA and EBITA compared to last year is connected to the non-recurring items following the restructuring of the group's capital structure and change of Group CEO. This is visible in note 8.

HQ	2024	2023		2024	2023		LTM	2023
MSEK	**Apr-Jun**	**Apr-Jun**	***Chg, %***	**Jan-Jun**	**Jan-Jun**	***Chg, %***		**Full year**
Net Sales	-	-	-	-	-	-	-	-
EBITDA	-195 552	-8 205	-	-209 162	-15 368	-	-226 739	-32 945
EBITDA-margin								
EBITA	-195 693	-8 360	-	-209 455	-15 679	-	-227 414	-33 639
EBITA-margin, %								

Segment reporting is prepared on Swedish Gaap basis (K3), i.e. excluding IFRS adjustments.

Other information

Organisation and staff

Caybon had a total of 469 full-time equivalent employees at the end of June 2024 (530). This corresponds to a decrease of 61 persons. The reduction is partly due to downsizing and reorganization efforts in certain markets where business area Mediaplanet operates, designed to establish a stronger foundation for future growth. Along with the closure of two business units by FMG in the latter part of last year.

Effects of war and other macroeconomic factors

Nor the war in Ukraine or the Israel/Palestine conflict has had a direct or specific impact on Caybon's business. Caybon has no clients or revenue from these areas. However, both conflicts have influenced the global and European economy as a whole. In addition, other factors such as increasing inflation, supply chain issues and increased interest rates create an overall uncertainty for Caybon and its clients.

Parent Company

The Parent Company of the Caybon Group is Caybon Holding AB. All subsidiaries are wholly owned within the Group. The only operations in the parent company Caybon Holding AB are management services performed by the CEO and CFO as well as financing.

Owners and Share Capital

As per 2024-06-30 Previous bond holders are owning 85% of the shares in Caybon, other management and former staff hold 13% and Priveq holds the remaining 2%. The total numbers of outstanding shares were 176,264,999.

Significant events during the second quarter

- 2024-04-02 Caybon appointed Daniel Grufman as new CFO for the group.
- 2024-04-26 Caybon announced the approval of the written procedure and issuance of new super senior bonds.
- 2024-05-02 Election of board members. At the Extraordinary General Meeting, it was decided to re-elect board members Eola Änggård Runsten and Johan Kinnander. Johan Janing was elected as member of the board. Eola Änggård Runsten was appointed chairman of the board. Richard Båge resigns from the board.
- 2024-05-10 Caybon announced the final time plan of the written procedure of its bonds and issuance of new preference shares.
- During May the previously communicated framework agreement for the restructuring of bonds was executed and actions finalized. The actions resulted in a recognized gain of approximately 380,6 million SEK, which had a significant positive impact on the net profit.
  - i. 365 MSEK was converted from debt to shares.
  - ii. Caybon's own bond holdings of 25 MSEK was cancelled.
  - iii. Caybon received a cash supplement of 65 MSEK, which was converted to a Super Senior bond debt. This was paid on three different occasions from March to May.
  - iv. The convertible loan set out by Priveq during 2023 was converted to shares.
  - v. Accrued interest due for payment in December 2023 and March 2024 was waived by the bondholders.
  - vi. The Super Senior bonds' maturity date was set to 3rd of June 2027. The maturity date for the amended existing bond was extended to 3rd of December 2027.
  - vii. The bondholders are now owning about 85% of the shares of Caybon Holding post restructuring. 12% of the shares are owned by key personnel, 2% by Priveq and 1% of previous shareholders.
  - viii. The interest rate will amount 10% PIK (or with the option of 7% cash interest for the period 3rd of March 2026 until 3rd of June 2027).
- 2024-06-14 At the Annual General Meeting, it was decided to re-elect board members Eola Änggård Runsten and Johan Kinnander. Three additional members were elected: Adam Fors, Martin Ingemansson and Jakob Söderbaum. Eola Änggård Runsten was re-elected as chairman of the board.

Significant events after the second quarter

- Caybon announced the divestment of business area Future Media Group (FMG) to focus on Growth, Profitability, and Forward-Looking Investments. The payment for the shares will be made through an earn-out model based on FMG's EBIT over the next seven fiscal years, with a maximum amount payable of 15 million SEK. A preliminary impairment of 175,137 TSEK was reflected in the income statement in the second quarter and impacting EBITA and EBITDA, for more information see note 9.

Stock warrant programme

The group issued a warrant programme in October 2022. The programme was allocated to senior management and key personnel. The programme included 13,998 warrants, which can be redeemed for shares in the company. Exercise of the warrants can take place on three occasions during the period August 2025 to March 2026. Each warrant gives the right to buy one share in the company. At the time of subscription, Caybon also undertook to subsidise the premium paid for the warrants.

Seasonality

The first and third quarters are usually weaker, the second quarter a bit stronger and the fourth quarter the strongest.

The third quarter from July to September is typically the weakest quarter of the year as it is to a certain extent affected by a fewer number of calendar days and lower business activity due to the holiday season in the Nordic Region and Europe. Finally, the fourth quarter is normally the strongest for all business areas, as it is a busy time for all our clients and consumer-related advertising is busy towards the end of the year.

Risks

The risks for Caybon vary between the business areas and segments. The main commercial risk is the changing behaviour of advertisers or consumers and there is a need to be able to quickly adapt to new media consumption behaviours. Caybon is largely a digitally focused marketing group which should be well positioned to deal with this trend. Another key risk is the dependence on a few key distribution platforms such as Facebook and YouTube or other major national media distributors. Should one or several of these change their terms of business in a significant way this will have a significant impact on one or several business areas.

Financial Calendar

Interim Report Q3 2024	Nov 29th, 2024

Signatures of the Board of Directors

The Board of Directors hereby certify that the Interim report for January-June 2024 provides a fair and accurate overview of the operations, position and results of the parent company and the Group, and describes the significant risks and uncertainties faced by the parent company and the companies in the Group.

Stockholm, August 30, 2024

Eola Änggård Runsten
Chairman

Adam Fors
Board member

Jakob Söderbaum
Board member

Johan Kinnander
Board member

Martin Ingemansson
Board member

Johan Janing
CEO

This report has not been reviewed by the company’s auditors.

Caybon Holding AB
Corp reg. no. 559049-5056
Birger Jarlsgatan 43
111 45 Stockholm

For more information please contact:

Johan Janing, Chief Executive Officer
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Caybon Holding AB is required to disclose this information pursuant to EU Market Use Regulation 596/2014. The information was provided by the above contact persons for publication on 30 August 2024 at 08:00 CEST.

Condensed statement of profit and loss

TSEK	*Note*	**2024 Apr-Jun**	**2023 Apr-Jun**	**2024 Jan-Jun**	**2023 Jan-Jun**	**2023 Jan-Dec**
Net Sales	2,3	258 252	262 180	506 053	517 614	1 002 047
Other Income	4	99	655	452	896	837
Total Sales		**258 351**	**262 835**	**506 504**	**518 510**	**1 002 884**
Production costs		-135 543	-131 068	-263 121	-252 660	-494 515
Other external costs		-30 728	-23 090	-60 341	-42 803	-89 423
Personnel costs		-93 488	-94 803	-186 086	-197 077	-378 160
Depreciation and amortization		-9 723	-8 611	-19 720	-17 665	-37 675
Other operating expenses		-162	-	-44	-	-243
Write-down of assets held for sale	9	-175 137	-	-175 137	-	-
Operating Income		**-186 430**	**5 264**	**-197 945**	**8 305**	**2 867**
Net financial items		**362 264**	**-20 701**	**340 073**	**-30 150**	**-57 207**
Income before tax		**175 835**	**-15 437**	**142 128**	**-21 845**	**-54 341**
Tax		-1 116	-2 880	-2 214	-5 294	-10 370
Profit/Loss for the period		**174 719**	**-18 318**	**139 914**	**-27 139**	**-64 711**
Profit for the period attributable to:						
Owners of the parent company		174 719	-18 318	139 914	-27 139	-64 711
Other Comprehensive Income						
Items that may be classified to profit/loss						
Exchange differences on translation of foreign operations		-1 009	6 561	4 292	5 973	-3 080
Comprehensive income for the period		**173 710**	**-11 757**	**144 206**	**-21 166**	**-67 791**
Comprehensive Income for the Period attributable to:						
Owners of the parent company		173 710	-11 757	144 206	-21 166	-67 791

Condensed statement of Financial Position

TSEK	*Note*	2024-06-30	2023-06-30
Assets			
Non-current assets			
Intangible assets		651 681	838 006
Tangible assets		7 870	9 044
Right-of-use assets		55 078	64 183
Other long-term assets		4 550	3 135
Deferred tax assets		674	6 591
Total non-current assets	5	**719 853**	**920 960**
Current assets			
Accounts receivable		110 108	147 865
Tax receivables		6 005	5 229
Other current assets		46 917	52 792
Cash and cash equivalents		81 382	85 689
Assets held for sale	9	26 632	-
Total current assets		**271 044**	**291 575**
Total Assets		**990 897**	**1 212 535**
Equity			
Share capital		17 626	1 437
Additional paid in capital		235 076	210 399
Revaluation reserve		14 221	18 981
Retained earnings incl. profit for the period		157 513	55 170
Total Equity		**424 436**	**285 987**
Liabilities			
Non-current liabilities			
Non-current interest-bearing liabilities	6	271 546	571 161
Lease liability	6	27 653	42 259
Other non-current liabilities		3 097	4 249
Total non-current liabilities		**302 297**	**617 670**
Current liabilities			
Current interest-bearing liabilities	6	-	17 140
Lease liability	6	29 332	23 221
Account payables		82 692	97 574
Tax liabilities		3 971	21 399
Other current liabilities		121 538	149 545
Liabilities related to assets held for sale	9	26 632	-
Total current liabilities		**264 165**	**308 878**
Total Liabilities		**566 462**	**926 548**
Total Equity and liabilities		**990 897**	**1 212 535**

Consolidated Statement of Changes in Equity

TSEK	Share Capital	Additional paid in capital	Revaluation reserve	Retained earnings incl. profit for the period	Total equity
Opening balance 2023-01-01	**1 418**	**210 399**	**13 008**	**62 328**	**287 153**
Profit for the period				-64 711	-64 711
Other comprehensive income for the period			-3 080		-3 080
Comprehensive Income for the Period	**-**	**-**	**-3 080**	**-64 711**	**-67 791**
Issue of shares	19				19
Contribution from earn-out compensation				19 981	19 981
Transaction with owners	**19**	**-**	**-**	**19 981**	**20 000**
Closing balance 2023-12-31	**1 437**	**210 399**	**9 928**	**17 598**	**239 363**
Opening balance 2024-01-01	**1 437**	**210 399**	**9 928**	**17 598**	**239 363**
Profit for the period				139 914	139 914
Other comprehensive income for the period			4 292		4 292
Comprehensive Income for the Period	**-**	**-**	**4 292**	**139 914**	**144 206**
Issue of shares capital convertible conversion	323	24 677			25 000
Issue of shares debt conversion	15 867	379 579			395 446
Effect of fair value according to IFRIC 19*		-379 579			-379 579
Transaction with owners	**16 190**	**24 677**	**-**	**-**	**40 867**
Closing balance 2024-06-30	**17 627**	**235 076**	**14 221**	**157 513**	**424 436**

*IFRIC 19 has been applied by the group for the first time during 2024. In the event of an issue of an equity instrument to a lender to extinguish a financial debt or part of a financial debt, the equity instrument is valued at fair value. If the fair value of the instrument differs from the fair value of the extinguished debt, the difference is reported in the statement of profit and loss.

Consolidated Cash Flow Statement

TSEK	Note	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Operating Activities						
Operating Income		-186 430	5 264	-197 945	8 305	2 867
Adjustment for items not affecting cash-flow	7	184 860	8 728	194 878	17 680	37 731
Taxes paid		-2 166	-2 488	-18 909	-19 069	-20 936
Cash flow from operating activities before changes in working capital		**-3 736**	**11 504**	**-21 976**	**6 916**	**19 662**
Cash Flow from changes in working capital		**9 095**	**106**	**-299**	**473**	**-8 896**
Changes in current assets		23 589	-22 379	2 149	-11 641	9 045
Changes in current liabilities		-14 494	22 485	-2 448	12 114	-17 941
Cash Flow from operating activities		**5 359**	**11 610**	**-22 275**	**7 389**	**10 766**
Investing Activities						
Investments in non-current assets		-197	-1 230	-425	-2 042	-3 825
Investments in financial assets		-	-1 407	-	-1 407	-908
Settlement of financial assets		-	-	-	-	545
Cash Flow from investing activities		**-197**	**-2 637**	**-425**	**-3 449**	**-4 188**
Financing Activities						
Super senior bond Supplement - net after transaction costs		49 720	-	59 720	-	-
Repayment of other loans		-	-	-	-	-19 000
Proceeds from issued convertible note		-	-	-	-	25 000
Proceeds from bond		-	-	-	10 725	10 725
Net interest paid		-1 480	-15 357	-2 255	-28 260	-44 605
Repayment of lease liability		-7 483	-6 278	-15 152	-12 898	-27 967
Cash Flow from financing activities		**40 757**	**-21 635**	**42 313**	**-30 433**	**-55 847**
Cash Flow for the period		45 919	-12 662	19 613	-26 493	-49 269
Cash and cash equivalents at the beginning of the period		35 324	96 489	60 836	110 366	110 366
Exchange rate differences in cash and cash equivalents		138	1 862	933	1 816	-261
Cash and cash equivalents at the end of the period		**81 382**	**85 689**	**81 382**	**85 689**	**60 836**

Parent Company condensed statement of Profit or Loss

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Net Sales	3 780	3 587	6 371	5 699	11 587
Personnel costs	-7 068	-3 453	-9 473	-5 373	-10 533
Other external costs	-8 586	-1 222	-14 891	-1 262	-3 084
Operating Income	**-11 874**	**-1 088**	**-17 993**	**-936**	**-2 031**
Net financial items	**362 342**	**-15 038**	**345 907**	**-24 406**	**-56 537**
Income before tax	**350 469**	**-16 125**	**327 914**	**-25 342**	**-58 568**
Tax	-	-	-	-	5
Profit/Loss for the period	**350 469**	**-16 125**	**327 914**	**-25 342**	**-58 563**

Parent Company statement of Comprehensive Income

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Profit/Loss for the period	350 469	-16 125	327 914	-25 342	-58 563
Other comprehensive income for the period	-	-	-	-	-
Comprehensive income for the period	**350 469**	**-16 125**	**327 914**	**-25 342**	**-58 563**

Parent Company condensed statement of Financial Position

TSEK	2024-06-30	2023-06-30
Assets		
Non-current assets		
Financial long-term assets		
Shares in Group Companies	320 823	320 823
Receivables from Group companies	444 688	444 688
Total non-current assets	**765 510**	**765 510**
Current Assets		
Receivables from Group Companies	39 828	20 842
Other current assets	5 144	4 073
Cash and cash equivalents	20 212	1 461
Total current assets	**65 185**	**26 375**
Total Assets	**830 695**	**791 886**
Equity and Liabilities		
Equity		
Restricted Equity		
Share capital	17 626	1 437
Unrestricted Equity		
Other paid-in equity	235 076	210 399
Retained earnings	-47 476	11 087
Profit/Loss for the period	327 914	-25 342
Total unrestricted equity	515 513	196 144
Total Equity	**533 140**	**197 581**
Long-term liabilities		
Non-current interest-bearing liabilities	275 000	575 022
Total non-current liabilities	**275 000**	**575 022**
Current liabilities		
Current interest-bearing liabilities	-	-
Other short-term liabilities	22 555	19 283
Total current liabilities	**22 555**	**19 283**
Total Equity and liabilities	**830 695**	**791 886**

Notes

General information

Caybon Holding AB with corporate identity number 559049-5056 is a public limited company registered in Sweden with its registered office in Stockholm. The Company's address is Birger Jarlsgatan 43, 111 45 Stockholm. Unless otherwise stated, all amounts are shown in SEK thousands (TSEK). All figures in brackets () are comparative figures for the same period in the previous year, unless otherwise stated. Totals in tables do not always match the sum of the lines in the tables due to rounding. The reported total amounts show the fair representation of the period.

Note 1 - Accounting policies

This Interim Report for the Group is prepared in accordance with IAS 34 Interim Financial Reporting, as well as in the Swedish Annual Accounts Act (Årsredovisningslagen). The Interim report for the Parent Company is prepared in accordance with chapter 9 Interim report in the Annual Accounts Act. The accounting policies and basis of calculation applied in this interim report are the same as those described in Caybon's Annual Report for 2023, which was prepared in accordance with the International Financial Reporting Standards (IFRS) as adopted by the EU.

Note 2 – Segment reporting

Campaign segment consists of the four business areas of Mediaplanet, N365, Appelberg and FMG. These four businesses all have business models which are largely campaign based. The campaign segment has various campaign concepts where we connect media buyers with their clients. Revenues depend on the number of campaigns launched and the margin depends on the production and distribution efficiency.
Network segment consists of the brands Newsner and Splay One. These two brands work exclusively with digital marketing, and a key strength is that they have access to the consumers via distribution platforms and networks such as Facebook, Instagram, TikTok and YouTube. The revenue model is largely based on the achieved performance in terms of advertiser client connection and engagement.

Caybon follows the two business segments on revenues and down to EBIT in its internal management reporting and bases its reporting on Swedish Gaap (K3) accounting standards. Caybon does not follow up assets or liabilities per business segment. Caybon follows costs for staff and overhead functions at a Group level, and these income statement items are presented under HQ. IFRS adjustments and Elimination between segments which are also made at a Group level are presented separately.

Segment reporting April – June

	Campaign		Network		HQ	
TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Apr-Jun	2023 Apr-Jun	2024 Apr-Jun	2023 Apr-Jun
Net Sales	198 147	194 314	62 493	69 750	-	-
EBITDA	8 500	7 476	2 254	7 493	-195 552	-8 205
EBITDA-margin	*4,3%*	*3,8%*	*3,6%*	*10,7%*		
EBITA	7 957	6 940	2 160	7 393	-195 693	-8 360
EBITA-margin, %	*4,0%*	*3,6%*	*3,5%*	*10,6%*		

	IFRS adjustments		Eliminations		Group	
TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Apr-Jun	2023 Apr-Jun	2024 Apr-Jun	2023 Apr-Jun
Net Sales	-	-	-2 388	-1 883	258 252	262 180
EBITDA	8 200	6 905	-109	204	-176 707	13 875
EBITDA-margin					*-68,4%*	*5,3%*
EBITA	654	501	-109	204	-185 031	6 677
EBITA-margin, %					*-71,6%*	*2,5%*
Net financial items	-	-	-	-	362 264	-20 701
Tax	-	-	-	-	-1 116	-2 880
Profit/Loss for the period	-	-	-	-	174 719	-18 318

Segment reporting is prepared on Swedish Gaap basis (K3), IFRS adjustments are presented in IFRS adjustments.

Overhead items that are not allocated out to the segments are part of HQ and eliminations between segments are presented under Eliminations

EBITDA, EBITA and Net Profit are affected by non-recurring items amounting to 188,041 (0) TSEK for the period Apr-Jun. Further explanation can be found in note 8.

Segment reporting January – June

TSEK	Campaign 2024 Jan-Jun	Campaign 2023 Jan-Jun	Network 2024 Jan-Jun	Network 2023 Jan-Jun	HQ 2024 Jan-Jun	HQ 2023 Jan-Jun
Net Sales	394 277	390 891	116 238	130 052	-	-
EBITDA	13 061	14 103	1 355	12 832	-209 162	-15 368
EBITDA-margin	*3,3%*	*3,6%*	*1,2%*	*9,9%*		
EBITA	11 973	12 946	1 164	12 632	-209 455	-15 679
EBITA-margin, %	*3,0%*	*3,3%*	*1,0%*	*9,7%*		

TSEK	IFRS adjustments 2024 Jan-Jun	IFRS adjustments 2023 Jan-Jun	Eliminations 2024 Jan-Jun	Eliminations 2023 Jan-Jun	Group 2024 Jan-Jun	Group 2023 Jan-Jun
Net Sales	-	-	-4 462	-3 329	506 053	517 614
EBITDA	16 672	14 212	-151	192	-178 225	25 970
EBITDA-margin					*-35,2%*	*5,0%*
EBITA	1 321	1 039	-151	192	-195 147	11 130
EBITA-margin, %					*-38,6%*	*2,2%*
Net financial items					340 073	-30 150
Tax					-2 214	-5 294
Profit/Loss for the period					139 914	-27 139

Segment reporting is prepared on Swedish Gaap basis (K3), IFRS adjustments are presented in IFRS adjustments.

Overhead items that are not allocated out to the segments are part of HQ and eliminations between segments are presented under Eliminations

EBITDA, EBITA and Net Profit are affected by non-recurring items amounting to 193,965 (0) TSEK for the period Jan-Jun. Further explanation can be found in note 8.

Note 3 – Geographical distribution of total revenue

Caybon has 16 offices and operations in 13 countries. The key geographical regions are Sweden, the rest of Europe and North America. The geographical distribution of net sales in these regions is shown in the table below. The geographical distribution of net sales is based on the invoicing entity's country of operation, which normally is the same as the customer's.

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2024 Jan-Jun %	2023 Jan-Jun %
Sweden	106 283	138 986	206 736	264 964	40,9%	51,2%
Europe	84 388	98 491	169 889	207 026	33,6%	40,0%
North America	67 581	24 703	129 428	45 624	25,6%	8,8%
Total net sales	**258 252**	**262 180**	**506 053**	**517 614**	**100,0%**	**100,0%**

Note 4 – Other Income

Other income consists of income which by its nature is not regularly recurring every year.

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Reimbursement absence of employees	-	-	7	-	21
Rental income	30	181	60	328	502
FX gains	-	539	198	556	52
Other income	69	-65	187	12	262
Total other income	**99**	**655**	**452**	**896**	**837**

Note 5 – Geographical distribution of non-current assets

TSEK	2024-06-30	2023-06-30
Sweden*	684 781	886 173
Europe	26 725	31 887
North America	8 347	2 900
Total non-current assets	**719 853**	**920 960**

*Contains goodwill and customer relations intangibles from acquisitions.

Note 6 – Interest-bearing liabilities

The following shows information about the company's contractual conditions regarding interest-bearing liabilities. For more information about the company's exposure to interest rate risks and exchange rate changes, see the last published annual report.

TSEK	2024-06-30	2023-06-30
Long-term interest-bearing liabilities		
Bond	145 000	600 000
Super-senior Bond	130 000	-
Bond, own holdings	-	-24 978
Loan admission costs bonds	-3 454	-3 861
Lease liability	27 653	42 259
Total long-term interest-bearing liabilities	**299 199**	**613 420**

TSEK	2024-06-30	2023-06-30
Short-term interest-bearing liabilities		
Lease liability	29 332	23 221
Other short-term interest-bearing liabilities	-	17 140
Total short-term interest-bearing liabilities	**29 332**	**40 361**

Terms and repayment terms

TSEK	Currency	Interest	Repayment terms	2024-06-30 Booked value	2023-06-30 Booked value
Lease liability	SEK	3,5-10,24%	2023-2028	56 984	65 480
Bond	SEK	6,5% + Stibor 3M	2025-03-03	-	600 000
Bond, own holdings	SEK	6,5% + Stibor 3M	2025-03-03	-	-24 978
Amended bond	SEK	10% PIK (or 7% cash from 2026-03-03)	2027-12-03	145 000	-
Super-senior Bond	SEK	10% PIK (or 7% cash from 2026-03-03)	2027-06-03	130 000	-
Other interest-bearing liabilities	SEK	3,75%	2023-06-30	-	17 140
Total interest-bearing liabilities				**331 984**	**657 642**

Note 7 – Adjustment for items not affecting cash flow

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Depreciation and amortization - tangible and intangible assets	2 177	2 304	4 370	4 492	9 021
Depreciation - right of use assets	7 546	6 404	15 350	13 173	28 654
Impairment of Assets held for sale (FMG)	175 137	-	175 137	-	-
Net effect sale/disposal of fixed assets	-	41	21	21	50
Other	-	-21	-	-6	6
Total adjustment for items not affecting cash-flow	**184 860**	**8 728**	**194 878**	**17 680**	**37 731**

Note 8 – Non-recurring items

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Implementation costs for Mediaplanet new CRM-system	-	-	-	-	3 201
Implementation costs for N365 new CRM-system	953	-	1 310	-	-
Cost associated with Written procedure of Bond	7 607	-	13 175	-	840
Impairment of Assets held for sale (FMG)	175 137	-	175 137	-	-
Costs associated with change of Caybon CEO	4 343	-	4 343	-	-
Costs associated with change of Mediaplanet CEO	-	-	-	-	1 160
Total non-recurring items	**188 041**	**-**	**193 965**	**-**	**5 201**

Note 9 – Assets Held for Sale

During the second quarter, discussions began regarding the divestiture of the business area Future Media Group. An agreement was reached in July, and on July 18, 2024, Caybon announced the divestiture in a press release. As of June 30, 2024, the assets (including goodwill and customer relationships) related to the divested subsidiaries were valued at 201,769 TSEK, with liabilities amounting to 26,632 TSEK. A preliminary impairment was recognized in the second quarter for the net asset value that the business area had as of June 30, 2024, amounting to 175,137 TSEK. The business area will continue to be part of Caybon's consolidated financial statements throughout July, and the actual outcome, classification of, and potential effects will be reported as an adjustment in the third quarter. Since no cash consideration will be received at the time of divestiture, the cash and cash equivalents in the divested business area as of July 31, 2024, will result in, and be presented as, a negative cash flow in Caybon's consolidated cash flow statement in the third quarter.

Assets and liabilities held for sale	Before impairment	Impairment	Post impairment
Intangible assets	179 227	-175 137	4 090
Tangible assets	1 432	-	1 432
Current assets	21 110	-	21 110
Total assets	**201 769**	**-175 137**	**26 632**
Current liabilities	26 632	-	26 632
Total liabilities	**26 632**	**-**	**26 632**

Multi-year overview and Alternative Performance Measures

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Full Year	2022 Full Year	2021 Full Year
Key figures							
Net Sales	258 252	262 180	506 053	517 614	1 002 047	983 615	924 991
Other Income	99	655	452	896	837	1 729	2 867
Total Revenue	258 351	262 835	506 504	518 510	1 002 884	985 344	927 858
Gross profit	122 808	131 767	243 383	265 850	508 369	530 501	497 788
Gross profit margin, %	*48%*	*50%*	*48%*	*51%*	*51%*	*54%*	*54%*
Non-recurring items	188 041	-	193 966	-	5 201	13 506	6 096
Adjusted EBITDA	11 334	13 875	15 740	25 970	45 744	113 577	131 537
Adjusted EBITDA-margin, %	*4,4%*	*5,3%*	*3,1%*	*5,0%*	*4,6%*	*11,5%*	*14,2%*
Adjusted EBITA	3 010	6 677	-1 181	11 130	13 706	88 144	112 913
Adjusted EBITA-margin, %	*1,2%*	*2,5%*	*-0,2%*	*2,2%*	*1,4%*	*9,0%*	*12,2%*
Adjusted EBIT	1 611	5 264	-3 979	8 305	8 068	84 374	106 395
Adjusted EBIT-margin, %	*0,6%*	*2,0%*	*-0,8%*	*1,6%*	*0,8%*	*8,6%*	*11,5%*
EBITDA	-176 707	13 875	-178 225	25 970	40 542	100 071	125 441
EBITDA-margin, %	*-68,4%*	*5,3%*	*-35,2%*	*5,0%*	*4,0%*	*10,2%*	*13,6%*
EBITA	-185 031	6 677	-195 147	11 130	8 505	74 638	106 817
EBITA-margin, %	*-71,6%*	*2,5%*	*-38,6%*	*2,2%*	*0,8%*	*7,6%*	*11,5%*
Operating Income (EBIT)	-186 430	5 264	-197 945	8 305	2 867	70 868	100 299
EBIT-margin, %	*-72,2%*	*2,0%*	*-39,1%*	*1,6%*	*0,3%*	*7,2%*	*10,8%*
Profit/Loss for the Period	174 719	-18 318	139 914	-27 139	-64 711	1 416	47 424
Cash Flow from operations	5 359	11 610	-22 275	7 389	10 766	78 658	100 890
Total Assets	990 897	1 212 535	990 897	1 212 535	1 156 712	1 260 539	1 168 517
Financial debt	271 546	588 301	271 546	588 301	597 315	612 125	612 677
Total debt	328 531	653 781	328 531	653 781	665 407	681 616	680 020
Equity	424 436	285 987	424 436	285 987	239 363	287 154	242 316
Capital Employed	752 966	939 769	752 966	939 769	904 770	968 769	922 336
Return on Capital Employed LTM	-24,0%	4,3%	-24,0%	4,3%	0,3%	7,5%	12,3%
Return on Equity LTM	28,8%	-14,5%	28,8%	-14,5%	-24,6%	0,5%	22,0%
Equity/Asset-ratio	42,8%	23,6%	42,8%	23,6%	20,7%	22,8%	20,7%
Net Debt	247 149	568 092	247 149	568 092	604 571	539 669	432 065
Adjusted EBITDA LTM	35 514	108 480	35 514	108 480	45 744	113 577	131 537
Net Debt/Adjusted EBITDA LTM	7,0	5,2	7,0	5,2	13,2	4,3	3,3
Average no. Of employees LTM	505	549	505	549	535	516	462
No. Of employees (end of period)	469	530	469	530	524	543	471

Some of these key ratios are not defined according to IFRS and are therefore defined on the next page.

Definitions of Caybon’s Alternative Performance Measures

Average no. of employees	The average of the number of employees for the period refers to the average of the number of employees at the end of each calendar month.
No. of employees (end of period)	The number of employees refers to the number of full-time equivalents at the end of each calendar month.
Total Revenue	Total revenue is the sum of Net Sales and other income as shown in the Income Statement.
Net Sales	Net Sales as shown in the Income Statement.
Gross Profit	Total revenue minus production costs as shown in the Income Statement. The production costs for Caybon refers to costs for media distribution procured outside the group, and gross profit thus shows the profit available to cover costs for in-house production and sales.
Gross Profit margin	Gross profit divided by Net Sales. Gross profit margin thus shows the proportion of Net Sales available to cover costs for in-house production and sales.
EBITDA	Earnings before interest, tax, depreciation on material and intangible assets (D), as well as amortisations on intangible assets from acquisitions (A).
EBITDA margin	EBITDA divided by Net Sales.
Adjusted EBITDA	EBITDA adjusted for items affecting comparability.
EBITA	Earnings before interest, tax and amortisations on intangible assets from acquisitions (A).
EBITA margin	EBITA divided by Net Sales.
Adjusted EBITDA	EBITA adjusted for items affecting comparability.
EBIT	Earnings before interest and tax. EBIT shows the earnings generated by the business before any financing costs.
EBIT margin	EBIT divided by Net Sales. EBIT margin shows the proportion of Net Sales generated by the business before any financing costs.
Adjusted EBIT	EBIT adjusted for items affecting comparability.
Financial Debt	All short and long-term interest-bearing debt, excluding long and short-term lease liability. Financial Debt shows the sum of total lending from financial institutions and investors.
Organic Growth	Growth in Net Sales from entities which have been part of the group for the last 12-month period and adjusted for exchange rate changes. The purpose of Organic Growth is to show the growth generated by the existing business.
Total Debt	All short and long-term interest-bearing debt, including long and short-term lease liability. The purpose of total debt is to show all debt that generates a financial expense in the Income Statement.
Net Debt	Total Debt minus cash and cash equivalents as well as holdings of Caybon’s own bond. The purpose of Net Debt is to show the remaining debt after available cash that could be used to repay debt.
Capital Employed	Equity plus Total Debt. Capital Employed shows the total funding needs of the business, irrespective of whether it is Equity or Debt.
Return on Capital Employed	EBIT for the last 12 months divided by the average of Capital Employed at the beginning of the 12-month period and Capital Employed at the end of the 12-month period. Return on Capital Employed shows the earnings available as returns to all financing of the company irrespective of Equity or Debt.
Return on Equity	Profit for the last 12-month period divided by the average of Equity at the beginning of the 12-month period and the Equity at the end of the 12-month period. Return on Equity shows the earnings available as shareholders of company as a percentage.
Net Debt/Adjusted EBITDA LTM	Net Debt divided with Adjusted EBITDA for the last twelve months. The purpose of this measure is to show the earnings capacity of the business in relation to the Net Debt that needs to be serviced.
Proportion of revenues from digital marketing	Total revenue from various digital form of marketing divided with Total Revenue. Used to show the revenue split between digital and print products/services.

Calculation of Caybon's Alternative Performance Measures

TSEK	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun
Total revenue	258 351	262 835	506 504	518 510
Production cost	-135 543	-131 068	-263 121	-252 660
Gross profit	**122 808**	**131 767**	**243 383**	**265 850**
Gross profit	122 808	131 767	243 383	265 850
Net sales	258 252	262 180	506 053	517 614
Gross profit margin, %	**47,6%**	**50,3%**	**48,1%**	**51,4%**
EBIT	-186 430	5 264	-197 945	8 305
Amortization	-1 399	-1 414	-2 798	-2 824
EBITA	**-185 031**	**6 677**	**-195 147**	**11 130**
EBIT	-186 430	5 264	-197 945	8 305
Depreciation and amortization	-9 723	-8 611	-19 720	-17 665
EBITDA	**-176 707**	**13 875**	**-178 225**	**25 970**
Non-recurring items	188 041	-	193 966	-
Adjusted EBIT	**1 611**	**5 264**	**-3 979**	**8 305**
Adjusted EBITA	**3 010**	**6 677**	**-1 181**	**11 130**
Adjusted EBITDA	**11 334**	**13 875**	**15 740**	**25 970**
EBIT	-186 430	5 264	-197 945	8 305
EBITA	-185 031	6 677	-195 147	11 130
EBITDA	-176 707	13 875	-178 225	25 970
Net sales	258 252	262 180	506 053	517 614
EBIT-margin, %	**-72,2%**	**2,0%**	**-39,1%**	**1,6%**
EBITA-margin, %	**-71,6%**	**2,5%**	**-38,6%**	**2,2%**
EBITDA-margin, %	**-68,4%**	**5,3%**	**-35,2%**	**5,0%**
Non-current interest-bearing liabilities	271 546	571 161	271 546	571 161
Current interest-bearing liabilities	-	17 140	-	17 140
Financial debt	**271 546**	**588 301**	**271 546**	**588 301**
Non-current interest-bearing liabilities	271 546	571 161	271 546	571 161
Non-current Lease liability	27 653	42 259	27 653	42 259
Current interest-bearing liabilities	-	17 140	-	17 140
Current Lease liability	29 332	23 221	29 332	23 221
Total debt	**328 531**	**653 781**	**328 531**	**653 781**
Total debt	328 531	653 781	328 531	653 781
Cash and cash equivalents	81 382	85 689	81 382	85 689
Net Debt	**247 149**	**568 092**	**247 149**	**568 092**
Net sales	258 252	262 180	506 053	517 614
Total acquired net sales	-	-40 438	-	-76 964
FX effect	-1 373	-6 459	-1 201	-11 447
Organic net sales	**256 879**	**215 283**	**504 852**	**429 203**
Total increase net sales, %	**-1,5%**	**15,9%**	**-2,2%**	**10,7%**
Organic growth, %	**-2,0%**	**-4,8%**	**-2,5%**	**-8,2%**
Acquired growth, %	**0,0%**	**17,9%**	**0,0%**	**16,5%**
FX effect, %	**0,5%**	**2,9%**	**0,2%**	**2,4%**
Equity	424 436	285 987	424 436	285 987
Total debt	328 531	653 781	328 531	653 781
Capital Employed	**752 966**	**939 769**	**752 966**	**939 769**
EBIT LTM	-203 384	40 552	-203 384	40 552
Average capital employed	846 367	937 652	846 367	937 652
Return on Capital Employed	**-24,0%**	**4,3%**	**-24,0%**	**4,3%**