Caybon

INTERIM REPORT APRIL - JUNE 2023

The quarter in brief

April – June 2023

- Net Sales increased by 16% to 262,409 (226,130) TSEK, of which 18% is acquired growth, 3% is exchange rate related and 5% is negative organic growth.
- EBITDA decreased by 36% to 13,874 (21,511) TSEK, adjusted* EBITDA decreased 46% to 13,874 (25,656) TSEK.
- EBITA decreased 59% to 6,677 (16,427) TSEK, adjusted* EBITA decreased 68% to 6,677 (20,572) TSEK.
- EBITA margin amounted to 2.5% (7.3), adjusted* EBITA-margin amounted to 2.5% (9.1).
- Net Profit for the period amounted to -18,318 (3,596) TSEK.
- Cash Flow from operations was 11,609 (27,348) TSEK.
- It should be noted that FMG Group was not part of Caybon Group during the second quarter 2022.

January – June 2023

- Net Sales increased by 11% to 517,953 (467,576) TSEK, of which 17% is acquired growth, 2% is exchange rate related and 8% is negative organic growth.
- EBITDA decreased by 48% to 25,970 (49,644) TSEK, adjusted* EBITDA decreased 54% to 25,970 (56,723) TSEK.
- EBITA decreased 72% to 11,130 (39,541) TSEK, adjusted* EBITA decreased 76% to 11,130 (46,620) TSEK.
- EBITA margin amounted to 2.1% (8.5), adjusted* EBITA margin amounted to 2.1% (10).
- Net Profit for the period amounted to -27,139 (12,760) TSEK.
- Cash Flow from operations was 7,389 (28,807) TSEK.
- It should be noted that FMG Group was not part of Caybon Group during the first half of 2022.

Adjusted amounts exclude non-recurring items and aim to give a picture of the underlying development; see note 6.

16%
Net Sales Growth Q2

1,034 M
SEK Revenue (LTM)

4.5%
EBITA margin (LTM)

TSEK	2023 Apr-Jun	2022 Apr-Jun	Chg, %	2023 Jan-Jun	2022 Jan-Jun	Chg, %	LTM	2022 Full year
Net Sales	262 409	226 130	16%	517 953	467 576	11%	1 033 991	983 615
Gross profit	131 982	117 835	12%	266 065	248 366	7%	547 745	530 501
Gross profit margin, %	*50,3%*	*52,1%*	*-3%*	*51,4%*	*53,1%*	*-3%*	*53,0%*	*53,9%*
EBITDA	13 874	21 511	-36%	25 970	49 644	-48%	76 397	100 071
EBITDA margin, %	*5,3%*	*9,5%*	*-44%*	*5,0%*	*10,6%*	*-53%*	*7,4%*	*10,2%*
Adjusted EBITA	6 677	20 572	-68%	11 130	46 620	-76%	52 653	88 144
Adjusted EBITA margin, %	*2,5%*	*9,1%*	*-72%*	*2,1%*	*10,0%*	*-78%*	*5,1%*	*9,0%*
Net Profit	-18 318	3 596	-609%	-27 139	12 760	-313%	-38 484	1 416
Cash flow from operations	11 609	27 348	-58%	7 389	28 807	-74%	57 245	78 662

Non-recurring items amounting to 0 (4,145) TSEK for the period Apr-Jun and 0 (7,079) for the period Jan-Jun affect EBITDA, EBITA and Net Profit. For further explanation see note 6.

Profitability despite current market headwinds

Despite the challenges of the current macroeconomic environment, Caybon still delivered a positive EBITDA and cashflow from operations.

Sales growth

Caybon showed growth in net sales for the Group in the second quarter, due to the contribution of FMG.

Caybon reported net sales of 262,409 (226,130) TSEK in the second quarter, which represented a growth of 16% in total. However, organic growth was negative and down by 5%, while exchange rate contributed 3% and acquired growth contributed 18%. The earnings came in lower, with adjusted EBITA at 6,677 (20,572) TSEK.

Campaign segment

Both Mediaplanet and FMG have been affected by weak market conditions and global uncertainties that have continued to dampen media spend.

However, we have seen positive movements and increased sales and profit in other business areas, such as N365.

The campaign segment reported EBITA at 6,939 (15,148) TSEK. Net sales grew and amounted to 194,543 (150,071) TSEK. This increase was mainly due to the acquisition of FMG.

Despite the various challenges, we can also report a couple of positive developments for Mediaplanet:

Our significant investment in a new CRM has reached its launch stage and I'm happy that all Mediaplanet markets will be active in this new system by the end of Q3.

We have been proactive on the management side, with new local leadership now in place for Poland, Finland and Germany.

Network segment

In the Network segment Net Sales declined by 11% to 69,750 (78,038) TSEK, while EBITA declined to 7,393 (12,224) TSEK.

Splay One's continued negative organic growth year-on-year is an effect of its ongoing organisational restructuring and changes that were made to the product mix.

For Newsner, the decline in revenue was an effect of the discontinued Facebook Instant Articles (FBIA) revenue model, although and gladly, the decrease was not as much as initially expected.

I am confident that the changes both business areas are making will lead to an improved performance in the near future.

Outlook

The macroeconomic outlook for the second half of 2023 is pessimistic. And that pessimism may continue to rub off on overall mediaspend and have some effect on our business for the time being.

This means that it is difficult to assess when we will see a broad recovery in Caybon's advertising markets (especially the campaign segment).

Richard Båge, 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 six brands within the Group are grouped into two business segments: Campaign and Network.

The Campaign segment includes the four brands Mediaplanet, N365, Appelberg and Future Media Group (FMG), 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 800 subject-based campaigns for around 7,500 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 13 offices across Europe and North America.

N365 creates editorial-style advertising campaigns for around 180 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.

FMG acts as a business development partner towards media partners (publishers/media channels), in creating new or improved value propositions towards advertisers. FMG also offers contextual advertising and different kinds of content marketing solutions - i.e. the value propositions that are developed with its media partners. In addition, and independent from its media partners, FMG has its own offerings for end clients, such as marketing consultancy, content strategy and production. FMG operates in Sweden and Norway.

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.

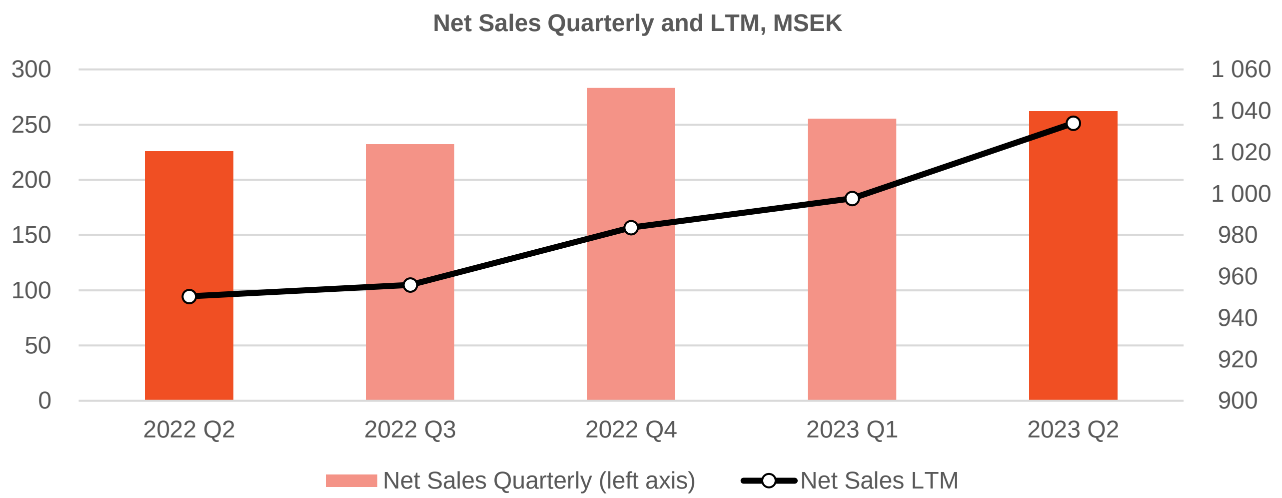
Total advertising spend is increasing globally. However, the form of advertising is undergoing substantial change. The traditional media and communication channels are being replaced with digital and online-based media of various types which are offered by Caybon's different brands. Caybon is continuously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

Group earnings, April to June 2023

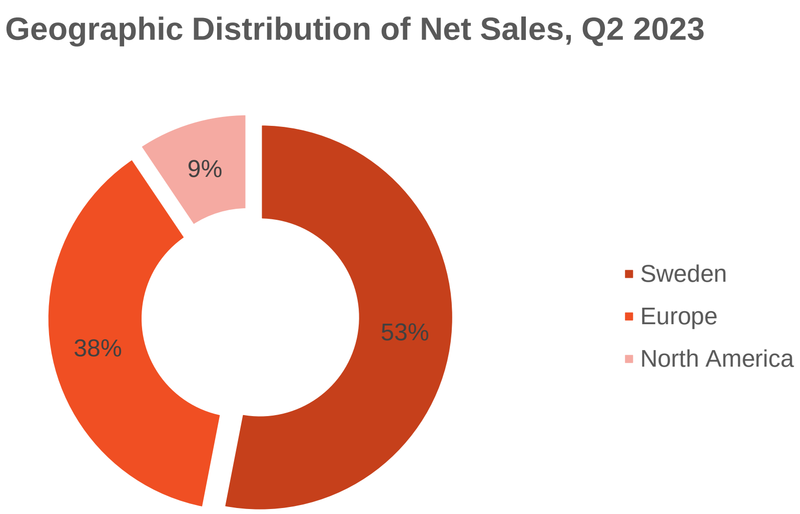
Net Sales

Net Sales increased by 16% to 262,409 (226,130) TSEK. The increase was mainly derived from the acquisition of FMG Group, which had a positive impact of 18%. Fx had a positive effect of 3%, while organic growth was -5%. The decrease in organic growth was seen across both the campaign and network segments. In the campaign segment the main source of negative organic growth was the challenging situation for Mediaplanet, particularly the US operations. In the Network segment the decrease came from both business areas. Within Splay One part of the decrease in sales was attributable to lower demand for products and services connected to larger productions and video-on-demand services. These products and services largely contributed to the sales until Q2 last year, after which they have declined. For Newsner there's also a decrease stemming from the discontinuation of Facebook Instant Articles that took place in April of this year. In addition to this, Caybon believes that the general uncertainty in the global environment was a continuing factor behind the decrease in customer demand in some of the business areas during the second quarter compared with last year.

Net Sales for the last twelve months (LTM) now stands at 1,033 MSEK, as shown in the graph below. The proportion of revenues from various forms of digital marketing amounted to 75% (74) 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.



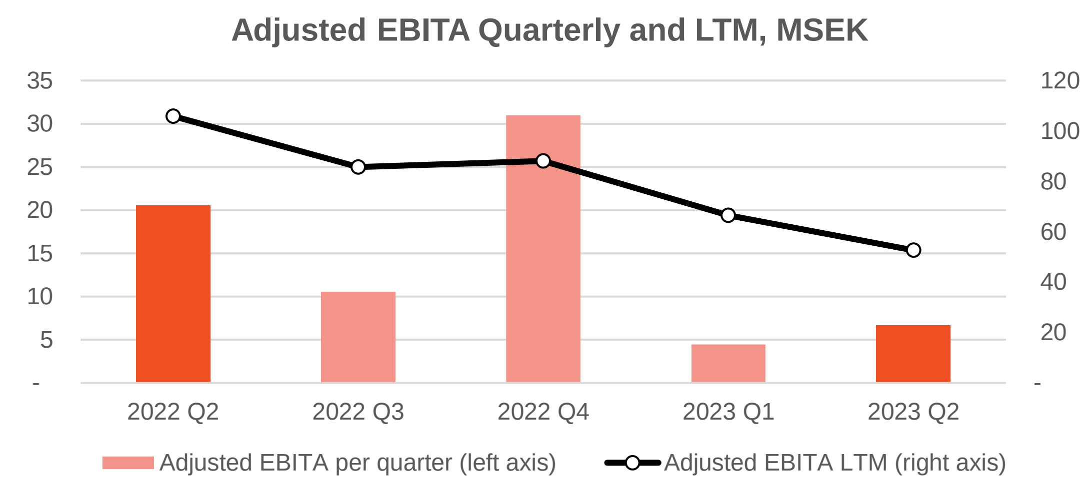
Earnings

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 increased by 12% to 131,982 (117,835) TSEK, also derived from the acquisition of FMG Group. Gross profit margin for the quarter decreased to 50.3% (52.1). This was mainly due to business areas Mediaplanet and Newsner, having relatively higher margin businesses, decreasing their gross profit and N365, having a lower margin business, increasing their gross profit. Also FMG Group was not included in last year's figures so the gross margin figures are not fully comparable from a business mix perspective.

EBITDA decreased 36% to 13,874 (21,511) TSEK in the quarter. Non-recurring items for the period amounted to 0 (4,145). The decline in EBITDA is mainly attributable to the sales performance of Mediaplanet and Newsner.

EBITA was 6,677 (16,427) TSEK, which represented a decline of 59%. This represented an EBITA margin of 2.5% (7.3). Adjusted EBITA amounted to 6,677 (20,572). Adjusted EBITA margin amounted to 2.5% (9.1).

Net Profit for the second quarter amounted to -18,318 (3,596) TSEK, other than what's described above; this was also affected by the increased interest rates and the resulting higher interest cost for Caybon.



	Campaign		Network		HQ	
TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun
Net Sales	194 543	150 071	69 750	78 038	-	-
EBITDA	7 476	15 581	7 493	12 312	-8 205	-12 267
EBITDA margin	*3,8%*	*10,4%*	*10,7%*	*15,8%*		
EBITA	6 939	15 148	7 393	12 224	-8 361	-12 343
EBITA margin, %	*3,6%*	*10,1%*	*10,6%*	*15,7%*		

	IFRS adjustments		Eliminations		Group	
TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun
Net Sales	-	-	-1 884	-1 979	262 409	226 130
EBITDA	6 905	4 782	204	1 103	13 874	21 511
EBITDA margin					*5,3%*	*9,5%*
EBITA	501	295	204	1 103	6 677	16 427
EBITA margin, %					*2,5%*	*7,3%*

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

Overhead items that are not allocated 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 0 (4,145) TSEK for the period Apr-Jun . For further explanation see note 6.

Group earnings, January to June 2023

Net Sales

Net Sales increased by 11% to 517,953 (467,576). The increase is an effect of FMG group not being part of Caybon in the first half of 2022. This is also reflected in the respective campaign segment's growth. Excluding FMG Group and on a like-for-like basis organic growth (excluding Fx effects) amounted to -8%. Acquired growth was 17% and Fx had a positive effect of 2%.The current difficulties in Mediaplanet's US operations in the year to date has been a significant factor in the second quarter decrease, in addition to the already mentioned aspects.

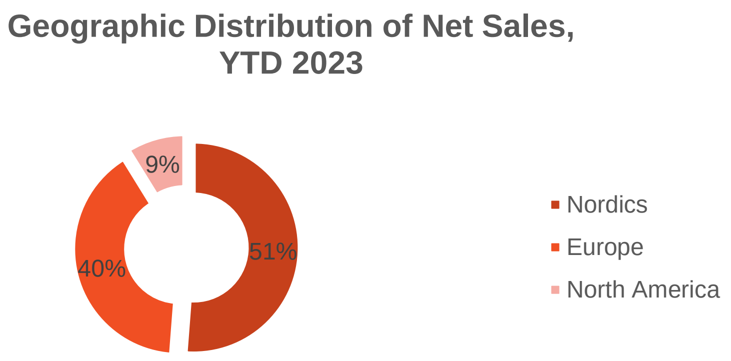
Earnings

The gross profit for the period increased by 7% to 266,065 (248,366) TSEK, while the gross profit margin amounted to 51.4% (53.1). As FMG group was not part of Caybon last year, these increases are not fully comparable on a like-for-like basis.

EBITDA decreased by 36% to 25,970 (49,644) TSEK in H1. This is explained by the aforementioned factors in the various business areas, but primarily related to business area Mediaplanet. Non-recurring items for the period amounted to 0 (7,079) TSEK, which last year mainly included costs connected to a strategic review and the process of making the group IPO-ready.

EBITA amounted to 11,130 (39,541) TSEK, which represented a decrease of 72%. The decrease in EBITA was the result of the weaker performance in both segments compared to last year. The EBITA margin declined to 2.1 (8.5)%.

Net Profit for the period amounted to -27,139 (12,760) TSEK.



TSEK	Campaign 2023 Jan-Jun	Campaign 2022 Jan-Jun	Network 2023 Jan-Jun	Network 2022 Jan-Jun	HQ 2023 Jan-Jun	HQ 2022 Jan-Jun
Net Sales	391 246	317 966	130 052	152 421	-	-
EBITDA	14 119	40 373	12 832	18 301	-15 385	-19 671
EBITDA margin	*3,6%*	*12,7%*	*9,9%*	*12,0%*		
EBITA	12 963	39 476	12 632	18 126	-15 696	-19 824
EBITA margin, %	*3,3%*	*12,4%*	*9,7%*	*11,9%*		

TSEK	IFRS adjustments 2023 Jan-Jun	IFRS adjustments 2022 Jan-Jun	Eliminations 2023 Jan-Jun	Eliminations 2022 Jan-Jun	Group 2023 Jan-Jun	Group 2022 Jan-Jun
Net Sales	-	-	-3 345	-2 810	517 953	467 576
EBITDA	14 212	9 465	192	1 176	25 970	49 644
EBITDA margin					*5,0%*	*10,6%*
EBITA	1 039	587	192	1 176	11 130	39 541
EBITA margin, %					*2,1%*	*8,5%*

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

Overhead items that are not allocated 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 0 (7,079) TSEK for the period Jan-Jun.
These are mainly derived from HQ. Further explanation can be found in 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 11,503 (16,114) TSEK. Cash flow from changes in working capital in the period amounted to 106 (11,234) TSEK. Cash flow from operations after changes in working capital amounted to 11,609 (27,348) TSEK. The deterioration is mainly explained by the weaker operating income for the period and as a result of the efficient cash management in Q1,we saw smaller movements in Q2.

Cash flow from **investing activities** amounted to -2,637 (-543) TSEK in the quarter. The decrease is mainly due to investment in a new CRM system for the business area Mediaplanet, as mentioned in earlier reports.

Cash flow from **financing activities** amounted to -21,635 (-15,275) TSEK. There's an increase in net interest paid, directly related to increased interest payments for the public bond.

Cash flow for the period amounted to -12,663 (11,530) TSEK.

January to June

In the first quarter, cash flow from **operations** before changes in working capital amounted to 6,916 (39,854) TSEK. The weaker operating performance compared with last year is the main factor behind the decrease, but income tax payments from the previous year's results have also increased since last year. Cash flow from changes in working capital in the period amounted to 473 (-11,047) TSEK, positively affected by a strong performance in changes in working capital during the first quarter. Cash flow from operations after changes in working capital amounted to 7,389 (28,807) TSEK.

Cash flow from **investing activities** amounted to -3,449 (-8,773) TSEK in the quarter. Last year this category was affected by own bond purchase.

Cash flow from **financing activities** amounted to -30,433 (-30,383) TSEK, derived by the selling of own bond during the first quarter (which is further elaborated under *"Financial position"* below).

Due to a change in presentation of the bond to only show a net position (also explained under *"Financial position"),* the sale of bond is now as of Q1 2023 included under financing activities. The increase in net interest paid related to the public bond is offsetting the positive effect from the selling transaction of the bond and leaves to total net movement within financing activities at similar levels as last year.

Cash flow for the period amounted to -26,493 (10,350) TSEK.

Financial position

Caybon had a cash position of 85,689 (210,649) TSEK at the end of the period. Total debt amounted to 653,781 (672,847) TSEK at the end of the quarter. Excluding long and short-term lease liability financial debt amounted to 588,301 (613,831) TSEK. Caybon's total debt to bond holders amounted to 600 MSEK, of which 25 MSEK is held by Caybon. Caybon's net debt amounted to 568,093 (423,446) TSEK. Net Debt to Adjusted EBITDA was 6.9 times (3.4).

In the first quarter Caybon made a new assessment, which resulted in a more accurate presentation of the total bond position. The debt part and the own holding of the bond has previously been presented separately in assets and liabilities, but as of Q1 2023 we present only a net position as a long-term interest-bearing debt, to align to IFRS9. With this change, the previous write-down of the own bond holding has been reversed.

The change was effective from Q1 2023 and previous statements are unchanged. Any result of future trading in own bond will affect the period in which the trade is made.

Net Sales and Earnings per segment

Campaign segment

Net sales in the second quarter increased compared with last year and amounted to 194,543 (150,071) TSEK, an increase that was largely derived from the acquisition of FMG. On a like-for-like basis the business areas that were also part of the group last year showed an increase in sales compared with last year. Mediaplanet's negative development compared with last year continues to be largely attributable to the performance of its US operations. The other business areas within the segment contribute increases to the net sales, especially N365, which shows a positive trend since last year. In general, the business areas in the segment have seen some effects on customer demand from the uncertainties in the global environment following the war in Ukraine, with increasing inflation among other things. EBITA declined to 6,939 (15,148) TSEK, and the EBITA margin amounted to 3.6% (10.1). The negative EBITA effect is primarily derived from the lower sales within the business area Mediaplanet. The increase in net sales from the business area N365 is not reflected equally in EBITA because this business area has a lower gross profit margin, as large portions of the sales are used for media buying on behalf of clients. The segment also saw the effect of increased expenses due to the negative effects of inflation.

The net sales figure for the year-to-date period (Jan-Jun) was positively impacted by the acquisition of FMG, resulting in a total net sales increase to 391,246 (317,966) TSEK. EBITA decreased to 12,963 (39,476) TSEK, with EBITA margin at 3.3% (12.4). The negative effects on EBITA were mainly attributable to the business area Mediaplanet and its US operations.

Campaign TSEK	2023 Apr-Jun	2022 Apr-Jun	Chg, %	2023 Jan-Jun	2022 Jan-Jun	Chg, %	LTM	2022 Full year
Net Sales	194 543	150 071	*30%*	391 246	317 966	*23%*	773 904	700 624
EBITDA	7 476	15 581	*-52%*	14 119	40 373	*-65%*	50 601	76 854
EBITDA margin	*3,8%*	*10,4%*	*-63%*	*3,6%*	*12,7%*	*-72%*	*6,5%*	*11,0%*
EBITA	6 939	15 148	*-54%*	12 963	39 476	*-67%*	48 355	74 869
EBITA margin, %	*3,6%*	*10,1%*	*-65%*	*3,3%*	*12,4%*	*-73%*	*6,2%*	*10,7%*

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

The campaign segment corresponded to 74% (66) of group net sales in Q2 and 76% (68) for the year-to-date.

Network segment

Net sales in the second quarter decreased to 69,750 (78,038) TSEK. This decline is attributable to both business areas within the segment. The decrease for Splay One is due to a shift in focus from and lower demand for larger productions and video-on-demand services, (high turnover products), with a larger focus now on ads and influencer marketing. Newsner has seen some negative effects from the shutdown of Facebook instant articles in the second quarter. The general uncertainty following the macroeconomic trends is also a factor behind the decline. EBITA for the second quarter decreased to 7,393 (12,224), corresponding to an EBITA margin of 10.6% (15.7).

In the Network segment for the year-to-date period net sales reached 130,052 (152,421) TSEK. The decrease is largely attributable to the Splay One business area, due to the same factors that affected the second quarter, which resulted in a larger delta derived from the two first quarters. EBITA amounted to 12,632 (18,126) TSEK. The EBITA margin amounted to 9.7% (11.9).

The Network segment corresponds to 26% (34) of group net sales in Q2 and 25% (32) year-to-date.

Network TSEK	2023 Apr-Jun	2022 Apr-Jun	*Chg, %*	2023 Jan-Jun	2022 Jan-Jun	*Chg, %*	LTM	2022 Full year
Net Sales	69 750	78 038	*-11%*	130 052	152 421	*-15%*	265 711	288 080
EBITDA	7 493	12 312	*-39%*	12 832	18 301	*-30%*	32 963	38 433
EBITDA margin	*10,7%*	*15,8%*	*-32%*	*9,9%*	*12,0%*	*-18%*	*12,4%*	*13,3%*
EBITA	7 393	12 224	*-40%*	12 632	18 126	*-30%*	32 594	38 088
EBITA margin, %	*10,6%*	*15,7%*	*-32%*	*9,7%*	*11,9%*	*-18%*	*12,3%*	*13,2%*

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

Other information

Organisation and staff

Caybon had a total of 530 full-time equivalent employees at the end of June 2023 (488), with the largest share of the increase coming from the acquisition of FMG. On a like-for-like basis this corresponds to a decrease of 37 persons and an addition of 79 following the acquisition of FMG.

Effects of war in Ukraine and other macroeconomic factors

The war in Ukraine has not directly or specifically had impact on Caybon's business. Caybon has no clients or revenue from Russia or Ukraine. However, the war has had an effect on 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's 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 2023-06-30 Priveq is the main owner of Caybon, with 55,8% of the shares. The CEO and founder Richard Båge also holds 22,7% of the shares and other management and former staff hold the remaining 21,5%. The total numbers of outstanding shares is 1,436,634, after an additional 18,513 shares following an earn-out compensation connected to the acquisition of FMG have been issued and booked. Registration of the shares occurred on 2023-07-03.

Significant events during the second quarter

There are no significant events to be reported during the 2nd quarter 2023.

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. More information about Caybon's risks can be found in the annual report for 2022.

Financial Calendar

Interim report Q3	Nov 17 2023

Signatures of the Board of Directors

The Board of Directors and the CEO hereby certify that the Interim report for January-June 2023 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 25, 2023

Johan Kinnander
Chairman

Richard Båge
CEO & Board member

Mats Hjerpe
Board member

Johanna Svensson
Board member

Eola Änggård Runsten
Board member

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

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For more information please contact:

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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 25 Aug 2023 at 08:00 CEST.

Condensed statement of profit and loss

TSEK	*Note*	**2023 Apr-Jun**	**2022 Apr-Jun**	**2023 Jan-Jun**	**2022 Jan-Jun**	**2022 Jan-Dec**
Net Sales	2,3	262 409	226 130	517 953	467 576	983 615
Other Income	4	641	482	788	759	1 729
Total Sales		**263 050**	**226 612**	**518 741**	**468 335**	**985 344**
Production costs		-131 068	-108 777	-252 676	-219 969	-454 843
Other external costs		-23 306	-18 221	-43 018	-36 377	-83 243
Personnel costs		-94 803	-78 113	-197 077	-162 373	-345 446
Depreciation and amortisation		-8 611	-5 503	-17 665	-10 941	-29 202
Other operating expenses		-	10	-	28	-1 740
Operating Income		**5 263**	**16 009**	**8 305**	**38 703**	**70 868**
Net financial items		**-20 701**	**-11 225**	**-30 150**	**-21 733**	**-53 824**
Income before tax		**-15 438**	**4 784**	**-21 845**	**16 970**	**17 044**
Tax		-2 880	-1 188	-5 294	-4 210	-15 628
Profit/Loss for the period		**-18 318**	**3 596**	**-27 139**	**12 760**	**1 416**
Profit for the period attributable to:						
Owners of the parent company		-18 318	3 596	-27 139	12 760	1 416
Other Comprehensive Income						
Items that may be classified to profit/loss						
Translation differences		6 561	5 626	5 973	7 612	9 449
Comprehensive income for the period		**-11 757**	**9 222**	**-21 166**	**20 372**	**10 865**
Comprehensive Income for the period attributable to:						
Owners of the parent company		-11 757	9 222	-21 166	20 372	10 865

Condensed statement of Financial Position

TSEK	2023-06-30	2022-06-30
Assets		
Non-current assets		
Intangible assets	838 848	654 648
Financial assets	-	38 752
Tangible assets	8 203	4 775
Right-of-use assets	64 183	58 487
Other long-term assets	3 135	3 924
Deferred tax assets	6 591	245
Total non-current assets	**920 960**	**760 830**
Current assets		
Accounts receivabe	147 865	140 060
Tax receivables	5 229	5 165
Other current assets	52 793	30 610
Cash and cash equivalents	85 689	210 649
Total current assets	**291 576**	**386 485**
Total Assets	**1 212 536**	**1 147 315**
Equity		
Share capital	1 437	1 389
Additional paid in capital	210 399	178 429
Revaluation reserve	18 981	11 170
Retained earnings incl. profit for the period	55 170	71 699
Total Equity	**285 987**	**262 688**
Liabilities		
Non-current liabilities		
Non-current interest-bearing liabilities	571 161	613 831
Lease liability	42 259	46 925
Other non-current liabilities	4 249	1 075
Total non-current liabilities	**617 670**	**661 831**
Current liabilities		
Current interest-bearing liabilities	17 140	-
Lease liability	23 221	12 091
Account payables	97 574	70 926
Tax liabilities	21 399	15 941
Other current liabilities	149 545	123 838
Total current liabilities	**308 878**	**222 796**
Total Liabilities	**926 548**	**884 627**
Total Equity and liabilities	**1 212 536**	**1 147 315**

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 2022-01-01	**1 389**	**178 429**	**3 559**	**58 939**	**242 315**
Profit for the period				1 416	1 416
Other comprehensive income for the period			9 449		9 449
Comprehensive Income for the Period	**-**	**-**	**9 449**	**1 416**	**10 865**
Issue of shares	30	31 970			32 000
Warrant premiums				1 973	1 973
Transaction with owners	**30**	**31 970**	**-**	**1 973**	**33 973**
Closing balance 2022-12-31	**1 418**	**210 399**	**13 008**	**62 328**	**287 154**
Opening balance 2023-01-01	**1 418**	**210 399**	**13 008**	**62 328**	**287 154**
Profit for the period				-27 139	-27 139
Other comprehensive income for the period			5 973		5 973
Comprehensive Income for the Period	**-**	**-**	**5 973**	**-27 139**	**-21 166**
Issue of shares	19			19 981	20 000
Warrant premiums					-
Transaction with owners	19	**-**	**-**	**19 981**	20 000
Closing balance 2023-06-30	**1 437**	**210 399**	**18 981**	**55 170**	**285 988**

Consolidated Cash Flow Statement

TSEK		2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2022 Jan-Dec
Operating Activities						
Operating Income		5 263	16 009	8 305	38 703	70 868
Adjustment for items not affecting cash flow	5	8 728	5 501	17 680	10 787	28 897
Taxes paid		-2 488	-5 396	-19 069	-9 636	-14 666
Cash flow from operating activities before changes in working capital		**11 503**	**16 114**	**6 916**	**39 854**	**85 099**
Cash Flow from changes in working capital		**106**	**11 234**	**473**	**-11 047**	**-6 437**
Changes in current assets		-22 379	14 228	-11 641	24 425	31 124
Changes in current liabilities		22 485	-2 994	12 114	-35 472	-37 561
Cash Flow from Operating Activities		**11 609**	**27 348**	**7 389**	**28 807**	**78 662**
Investment Activities						
Investment in non-current assets		-668	-519	-1 121	-1 155	-5 640
Investment in non-current intangible assets		-1 969	-	-2 328	-	-
Business acquisitions	7	-	-	-	-	-111 801
Investments in financial assets		-	-24	-	-8 752	-8 728
Net change of depositions		-	-	-	-	1 660
Amortisation of lease asset		-	-	-	1 133	1 133
Cash Flow from Investing Activities		**-2 637**	**-543**	**-3 449**	**-8 774**	**-123 376**
Financing Activities						
Warrant premiums		-	-	-	-	1 973
Repayment of other loans		-	-	-	-	-2 860
Proceeds from bond		-	-	10 725	-	-
Net interest paid		-15 357	-9 536	-28 260	-19 044	-41 895
Repayment of lease liability		-6 278	-5 739	-12 898	-11 339	-24 842
Cash Flow from Financing Activities		**-21 635**	**-15 275**	**-30 433**	**-30 383**	**-67 624**
Cash Flow for the period		-12 663	11 530	-26 493	-10 350	-112 338
Cash and cash equivalents at the beginning of the period		96 489	197 437	110 366	217 955	217 955
Exchange rate differences in cash and cash equivalents		1 862	1 682	1 816	3 044	4 749
Cash and cash equivalents at the end of the period		**85 689**	**210 649**	**85 689**	**210 649**	**110 366**

Parent Company condensed statement of Profit or Loss

TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2022 Jan-Dec
Net Sales	3 587	2 648	5 699	4 811	9 278
Other external costs	-4 675	-4 738	-6 635	-8 809	-14 970
Operating Income	**-1 088**	**-2 090**	**-936**	**-3 998**	**-5 692**
Net financial items	**-15 038**	**-10 157**	**-24 407**	**-20 384**	**-50 216**
Group Allocations	-	-	-	-	70 000
Income before tax	**-16 125**	**-12 247**	**-25 342**	**-24 382**	**14 092**
Tax	-	-	-	-	-9 264
Profit/Loss for the period	**-16 125**	**-12 247**	**-25 342**	**-24 382**	**4 828**

Parent Company statement of Comprehensive Income

TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2022 Jan-Dec
Profit/Loss for the period	-16 125	-12 247	-25 342	-24 382	4 828
Other comprehensive income for the period	-	-	-	-	-
Comprehensive income for the period	**-16 125**	**-12 247**	**-25 342**	**-24 382**	**4 828**

Parent Company condensed statement of Financial Position

TSEK	2023-06-30	2022-06-30
Assets		
Non-current assets		
Financial long-term assets		
Shares in Group Companies	320 823	288 823
Financial assets	-	38 752
Receivables from Group companies	444 688	289 376
Total non-current assets	**765 510**	**522 822**
Current Assets		
Receivables from Group Companies	20 842	101 060
Other current assets	4 073	6 930
Cash and cash equivalents	1 461	136 303
Total current assets	**26 375**	**237 363**
Total Assets	**791 886**	**760 184**
Equity and Liabilities		
Equity		
Restricted Equity		
Share capital	1 437	1 389
Unrestricted Equity		
Other paid-in equity	210 399	178 429
Retained earnings	11 087	-15 695
Profit/Loss for the period	-25 342	-24 382
Total unrestricted equity	196 144	138 352
Total Equity	**197 581**	**139 740**
Long-term liabilities		
Non-current interest bearing liabilities	575 022	600 000
Total non-current liabilities	**575 022**	**600 000**
Current liabilities		
Short term liabilities	19 283	20 444
Total current liabilities	**19 283**	**20 444**
Total Equity and liabilities	**791 886**	**760 184**

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 2022 (note 1), 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	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun
Net Sales	194 543	150 071	69 750	78 038	0	0
EBITDA	7 476	15 581	7 493	12 312	-8 205	-12 267
EBITDA margin	*3,8%*	*10,4%*	*10,7%*	*15,8%*		
EBITA	6 939	15 148	7 393	12 224	-8 361	-12 343
EBITA margin, %	*3,6%*	*10,1%*	*10,6%*	*15,7%*		

	IFRS adjustments		Eliminations		Group	
TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun	2023 Apr-Jun	2022 Apr-Jun
Net Sales	0	0	-1 884	-1 979	262 409	226 130
EBITDA	6 905	4 782	204	1 103	13 874	21 511
EBITDA margin					*5,3%*	*9,5%*
EBITA	501	295	204	1 103	6 677	16 427
EBITA margin, %					*2,5%*	*7,3%*

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

Overhead items that are not allocated 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 0 (4,145) TSEK for the period Apr-Jun.
These are mainly derived from HQ. Further explanation can be found in note 6.

Segment reporting January – June

TSEK	Campaign 2023 Jan-Jun	Campaign 2022 Jan-Jun	Network 2023 Jan-Jun	Network 2022 Jan-Jun	HQ 2023 Jan-Jun	HQ 2022 Jan-Jun
Net Sales	391 246	317 966	130 052	152 421	-	-
EBITDA	14 119	40 373	12 832	18 301	-15 385	-19 671
EBITDA-margin	*3,6%*	*12,7%*	*9,9%*	*12,0%*		
EBITA	12 963	39 476	12 632	18 126	-15 696	-19 824
EBITA-margin, %	*3,3%*	*12,4%*	*9,7%*	*11,9%*		

TSEK	IFRS adjustments 2023 Jan-Jun	IFRS adjustments 2022 Jan-Jun	Eliminations 2023 Jan-Jun	Eliminations 2022 Jan-Jun	Group 2023 Jan-Jun	Group 2022 Jan-Jun
Net Sales	-	-	-3 345	-2 810	517 953	467 576
EBITDA	14 212	9 465	192	1 176	25 970	49 644
EBITDA-margin					*5,0%*	*10,6%*
EBITA	1 039	587	192	1 176	11 130	39 541
EBITA-margin, %					*2,1%*	*8,5%*

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

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

EBITDA, EBITA and Net Profit are affted by non-recurring items amounting to 0 (7,079) TSEK for the period Jan-Jun.
These are mainly derived from HQ. Further explanation can be found in note 6.

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 total revenue in these regions is shown in the table below.

TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2023 Jan-Jun %	2022 Jan-Jun %
Sweden	139 215	95 477	265 303	184 306	51,2%	39,4%
Europe	98 491	105 425	207 026	225 172	40,0%	48,2%
North America	24 703	25 228	45 624	58 099	8,8%	12,4%
Total net sales	**262 409**	**226 130**	**517 953**	**467 576**	**100,0%**	**100,0%**

Note 4 – Other Income

TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2022 Jan-Dec
IFRS 16 interest	-	-	-	-	23
Reimbursement for absence of employees	-	-	-	11	11
Profit from sale of tangible assets	-	-	-	-	260
Rental income	181	-	328	-	106
FX gains	539	451	556	464	321
Other income	-79	31	-96	284	1 009
Total Other Income	**641**	**482**	**788**	**759**	**1 729**

Note 5 – Adjustment for items not affecting cash flow

TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2022 Jan-Dec
Depreciation and amortization - tangible and intangible assets	2 304	1 016	4 492	2 063	6 432
Depreciation - right of use assets	6 404	4 487	13 173	8 878	22 770
Net effect sale/disposal of fixed assets	41	-	21	4	41
Other	-21	-2	-6	-158	-346
Total adjustment for items not affecting cash flow	**8 728**	**5 501**	**17 680**	**10 787**	**28 897**

Note 6 – Non-reccuring items

TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2022 Jan-Dec
IPO items	-	3 847	-	6 488	9 159
Acquisition items	-	-	-	-	2 652
Splay One restructuring items	-	298	-	591	1 695
Total non-recurring items	**-**	**4 145**	**-**	**7 079**	**13 506**

Note 7 – Acquisitions and Purchase Price Allocation

Caybon announced the acquisition of Future Media Group "FMG" in July and FMG is part of Caybon as of 1st of July 2022. Caybon acquired all the shares of FMG for a total upfront acquisition price, expressed as Enterprise Value, of 160 MSEK. Consideration was made, comprising a combination of cash and newly issued shares in Caybon. The parties have agreed on a potential additional earn-out compensation, which is dependent on the level of operating earnings (EBIT) for FMG in 2022-2024. Total enterprise value, including earn-out compensation, could as a maximum amount to 220 MSEK if all EBIT targets are met during 2022-2024. The EBIT targets during 2022 were met and the earn-out compensation is included in the Purchase Price Allocation at an enterprise value of 180 MSEK. FMG consists of five business areas in the digital marketing space and is based in Sweden and Norway. With its in-house capabilities FMG develops, designs and executes marketing concepts for publishers and media channels, in order to create attractive value propositions towards advertisers. Through competitive intelligence, trend analysis and co-creation with partners FMG seeks to innovate digital marketing to help clients develop new revenue streams. FMG is consolidated in the Campaign segment of Caybon as of July 1st 2022. The acquisition has contributed 93.3 MSEK in net sales and 17.6 MSEK in EBIT in 2022. If the acquisition had been consolidated from the 1st of January 2022, the acquisition would have contributed 180.6 MSEK in net sales and 28.7 MSEK in EBIT.

Acquisition costs amounting to 2,652 TSEK were included in operating costs for the third quarter of 2022, and these are presented as non-recurring items. Goodwill that arises from the acquisition is preliminarily estimated to be 166,628 TSEK and acquisition-related intangible assets of 21,000 TSEK, which are subject to amortisation over a five-year period. The amortisation charge is approximately 4,200 TSEK on a yearly basis. Deferred tax connected to the acquisition-related intangible assets is 4,326 TSEK, which is released over the same five-year period as the amortisation. The purchase price allocation is preliminary and will be finalised within 12 months of the acquisition date.

Effect on the financial position

Fixed assets	724
Right-of-use assets	18 200
Accounts receivables	18 124
Other current assets	11 638
Cash and cash equivalents	7 121
Long-term lease liability	-12 643
Accounts payable	-11 915
Short-term lease liability	-5 659
Tax liabilities	-5 169
Other current liabilities	-33 704
Sum of identified assets and liabilities	**-13 284**
Goodwill/acquisition-related intangibles	187 628
Deffered tax on acquisition-related intangibles	-4 326
Total consideration	**170 018**

Effect on cash flow from the acquisition

Purchase amount	170 018
Regards to:	
Cash and cash equivalents (acquired)	-7 121
Issue of shares	-32 000
Debt to be converted to shares	-19 096
Net cash outflow	**-111 801**

Information of previous acquisitions can be found in the previously published annual reports.

Multi-year overview and Alternative Performance Measures

TSEK	2023 Apr-Jun	2022 Apr-Jun	2023 Jan-Jun	2022 Jan-Jun	2022 Jan-Dec	2021 Full Year	2020 Full Year
Key figures							
Net Sales	262 409	226 130	517 953	467 576	983 615	924 991	628 146
Other Income	641	482	788	759	1 729	2 867	7 225
Total Revenue	263 050	226 612	518 741	468 335	985 344	927 858	635 371
Gross profit	131 982	117 835	266 065	248 366	530 501	497 788	361 608
Gross profit margin, %	*50,3%*	*52,1%*	*51,4%*	*53,1%*	*53,9%*	*53,8%*	*57,6%*
Non-recurring items	-	4 145	-	7 079	13 506	6 096	5 080
Adjusted EBITDA	13 874	25 656	25 970	56 723	113 577	131 537	88 557
Adjusted EBITDA margin, %	*5,3%*	*11,3%*	*5,0%*	*12,1%*	*11,5%*	*14,2%*	*14,1%*
Adjusted EBITA	6 677	20 572	11 130	46 620	88 144	112 913	69 015
Adjusted EBITA margin, %	*2,5%*	*9,1%*	*2,1%*	*10,0%*	*9,0%*	*12,2%*	*11,0%*
Adjusted EBIT	5 263	20 153	8 305	45 782	84 374	106 395	61 022
Adjusted EBIT margin, %	*2,0%*	*8,9%*	*1,6%*	*9,8%*	*8,6%*	*11,5%*	*9,7%*
EBITDA	13 874	21 511	25 970	49 644	100 071	125 441	83 478
EBITDA margin, %	*5,3%*	*9,5%*	*5,0%*	*10,6%*	*10,2%*	*13,6%*	*13,3%*
EBITA	6 677	16 427	11 130	39 541	74 638	106 817	63 935
EBITA margin, %	*2,5%*	*7,3%*	*2,1%*	*8,5%*	*7,6%*	*11,5%*	*10,2%*
Operating Income (EBIT)	5 263	16 009	8 305	38 703	70 868	100 299	55 943
EBIT margin, %	*2,0%*	*7,1%*	*1,6%*	*8,3%*	*7,2%*	*10,8%*	*8,9%*
Profit/Loss for the Period	-18 318	3 596	-27 139	12 760	1 416	47 424	10 844
Cash Flow from operations	11 609	27 348	7 389	28 807	36 767	100 890	82 568
Total Assets	1 212 536	1 147 315	1 212 536	1 147 315	1 260 539	1 168 517	835 686
Financial debt	588 301	613 831	588 301	613 831	612 125	612 677	493 093
Total debt	653 781	672 847	653 781	672 847	681 616	680 020	522 091
Equity	285 987	262 688	285 987	262 688	287 154	242 316	188 617
Capital Employed	939 769	935 535	939 769	935 535	968 769	922 336	710 708
Return on Capital Employed LTM	4,3%	12,3%	4,3%	12,3%	7,5%	12,3%	7,8%
Return on Equity LTM	-14,0%	21,5%	-14,0%	21,5%	0,5%	22,0%	5,8%
Equity/Asset ratio	23,6%	22,9%	23,6%	22,9%	22,8%	20,7%	22,6%
Net Debt	568 093	423 446	568 093	423 446	539 669	432 065	439 296
Adjusted EBITDA LTM	82 824	125 198	82 824	125 198	113 577	131 537	88 557
Net Debt/Adjusted EBITDA LTM	6,9	3,4	6,9	3,4	4,3	3,3	5,0
Average no. of employees LTM	549	472	549	472	516	462	375
No. of employees (end of period)	530	488	530	488	543	471	365

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

Definitions of Caybon Key Ratios

Average no. of em-ployees	The average of the number of employees for the period refers to the average of the number of em-ployees 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 avail-able to cover costs for in-house production and sales.
EBITDA	Earnings before interest, tax, depreciation on material and intangible assets (D), as well as amorti-sations 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 busi-ness 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 pur-pose 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 pur-pose 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, irrespec-tive 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 Em-ployed shows the earnings available as returns to all financing of the company irrespective of Eq-uity 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 earn-ings 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 reve-nues 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.