

Caybon.

Credit Update Call

2022-12-14

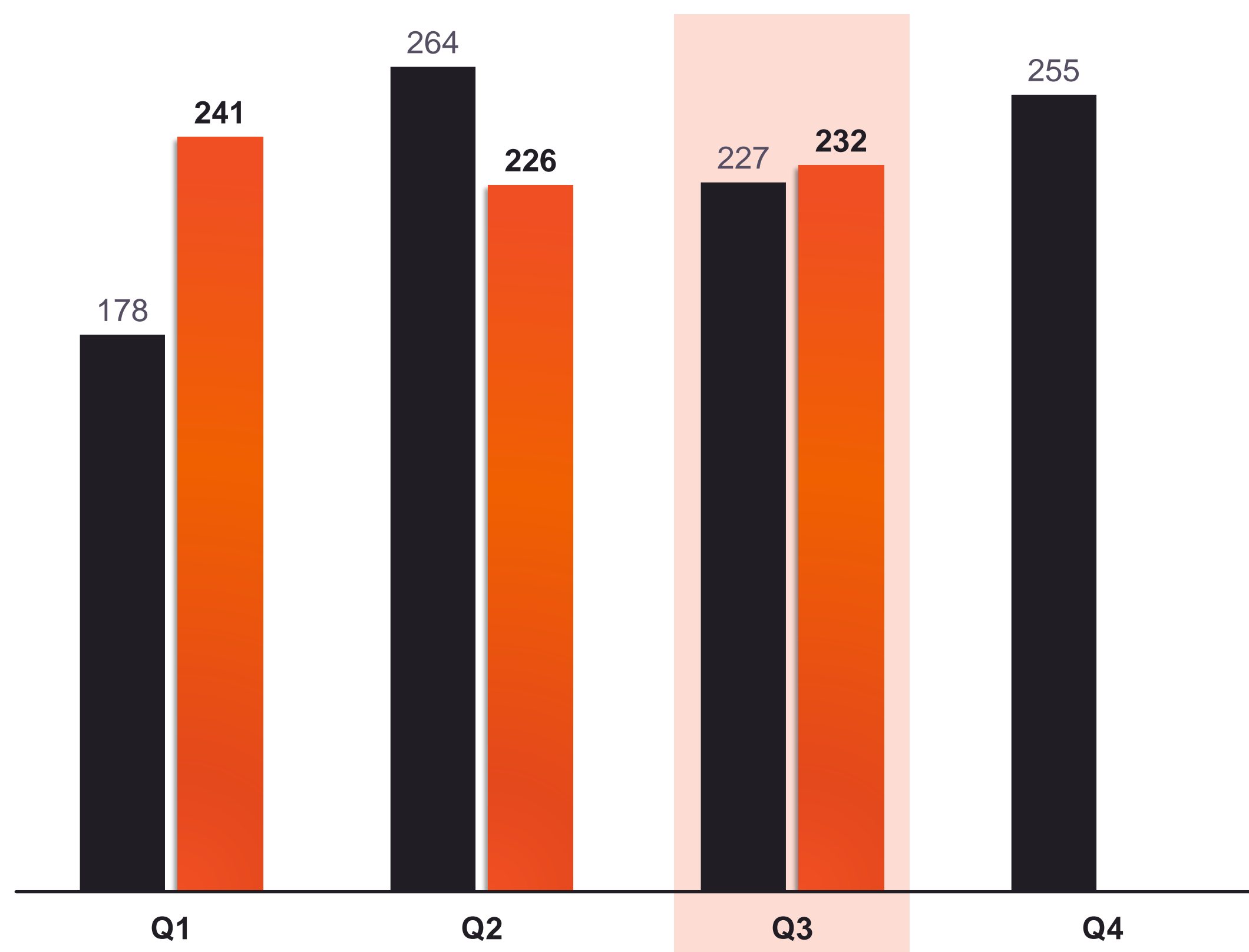
OUR FIGURES

Revenue generation

SEKm

■ 2021

■ 2022



Q3 was a challenging quarter following a general slow-down in international media spend

SEK 956m

LTM revenue

2%

Q3 sales growth



Q3 profitability pressured by lower sales but also negativity impacted by timing effects

SEK 93m

LTM EBITDA

10%

EBITDA margin

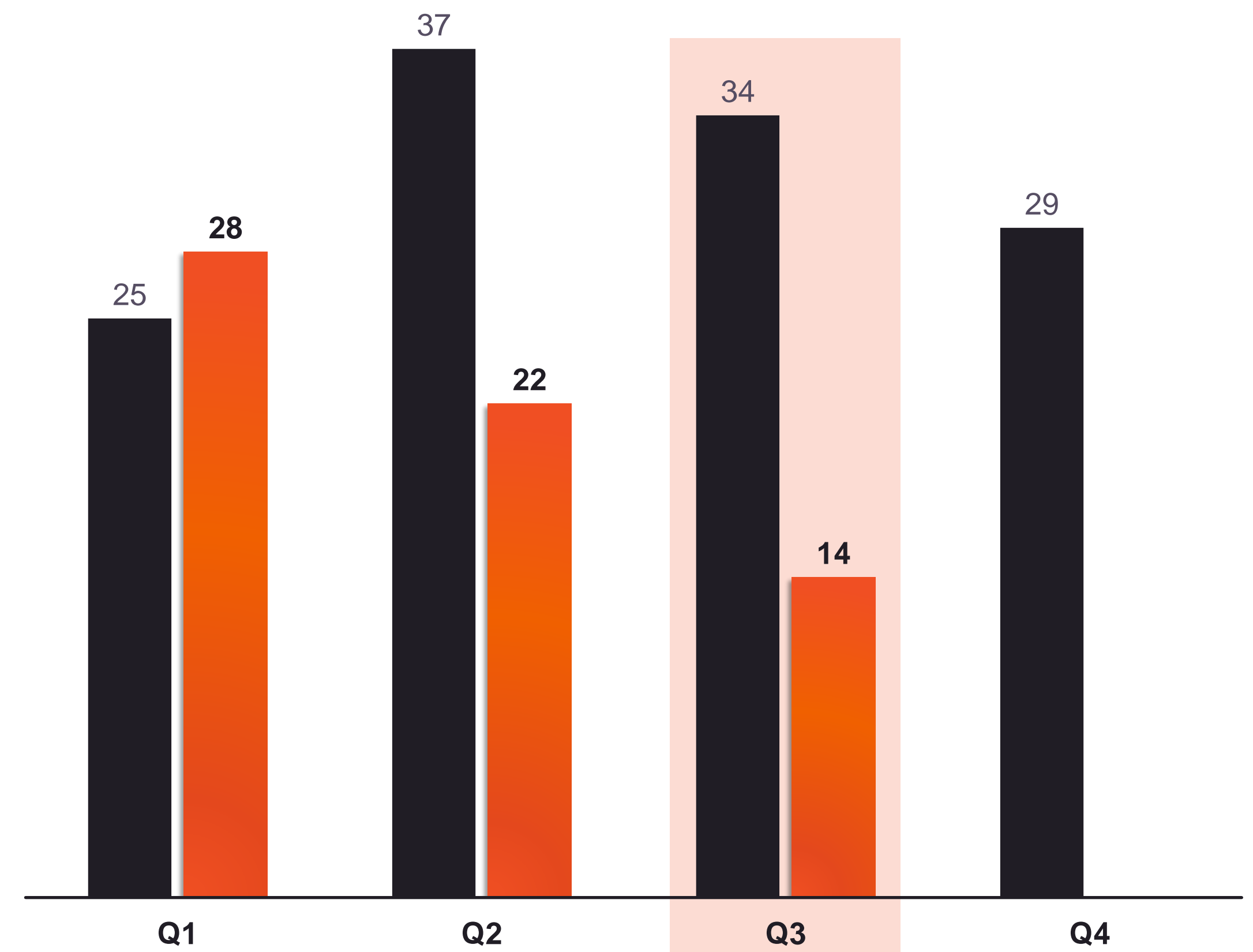
OUR FIGURES

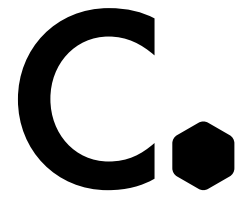
EBITDA development

SEKm

■ 2021

■ 2022





BRANDS

Status and outlook

TOPIC-BASED
CAMPAIGNS

CONVERSION
CAMPAIGNS

ADVERTISING
MODELS

B2B
COMMUNICATIONS

BRANDED
ENTERTAINMENT

DISTRIBUTION
NETWORK



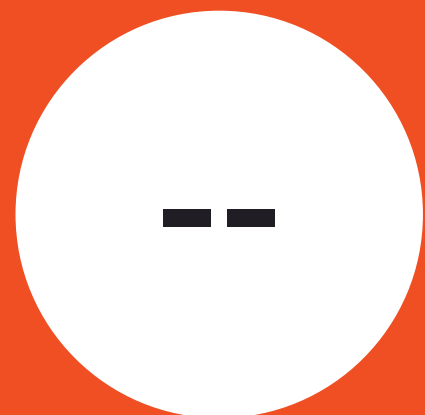
mediaplanet



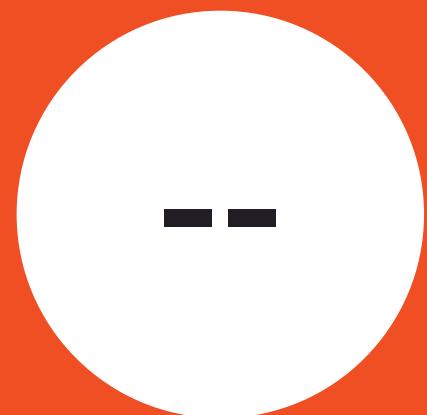
appelberg

SPLAY ONE®

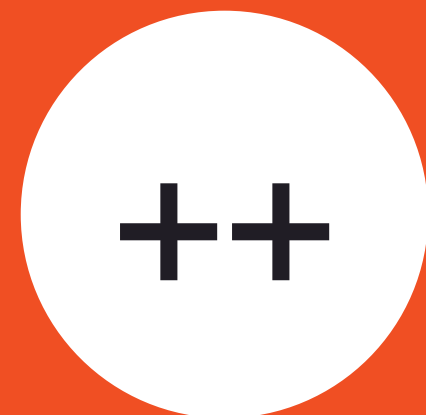
Newsner



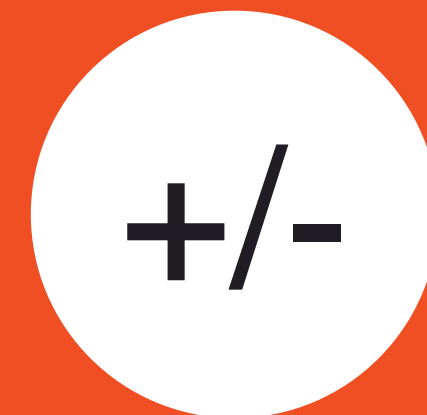
Comment
Management/
succession



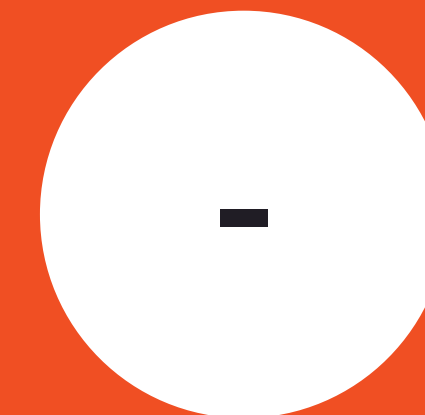
Comment
New clients & US
startup



Comment
Best year ever



Comment
No significant
contribution to group



Comment
Reorganization and
restructuring



Comment
Best year ever

“Should nothing unforeseeable occur we will end the year on a strong note, coming out of two consecutive slow quarters. With the visibility we have today we believe that the adjusted Q4 EBITA will amount to around SEK 30m.”

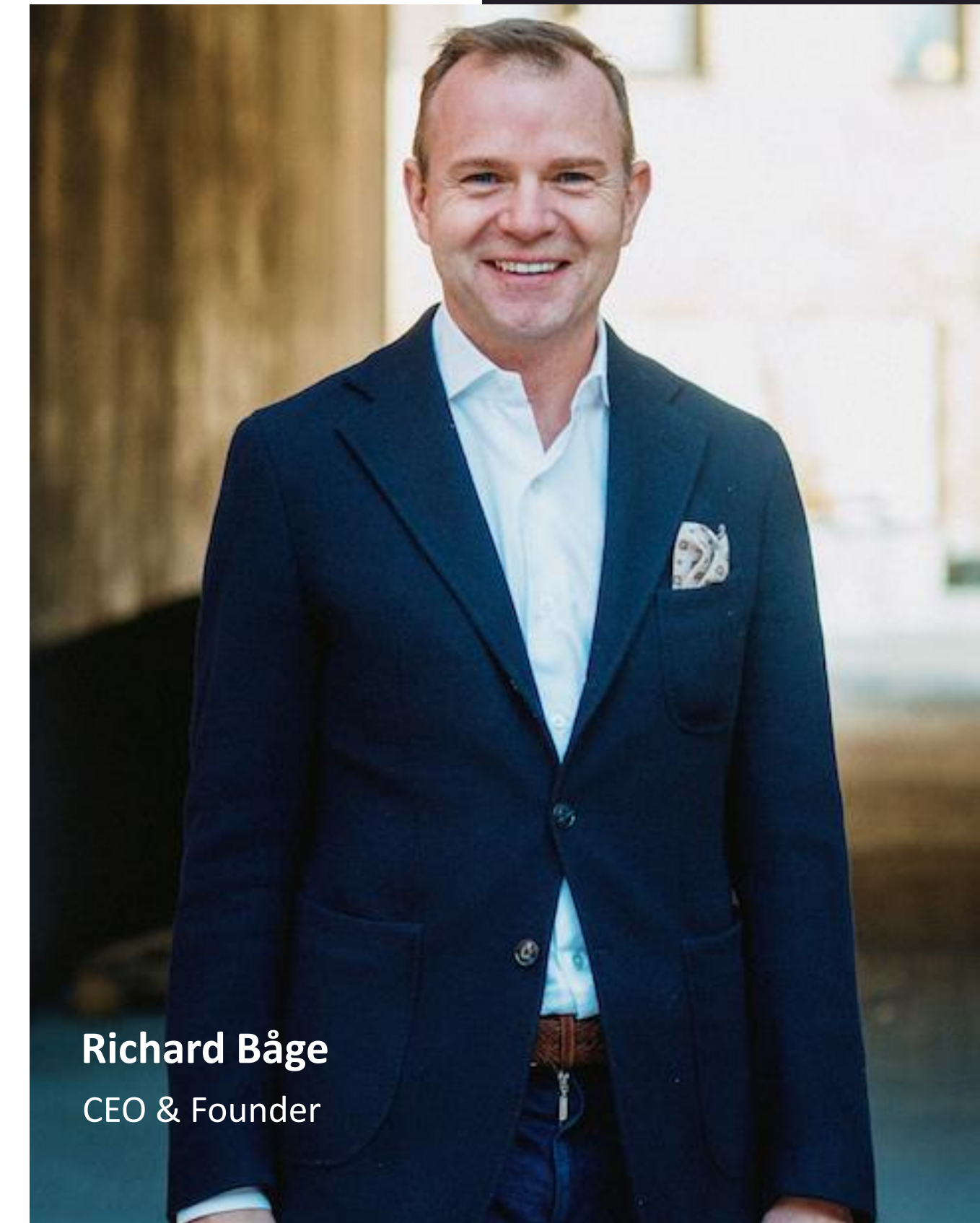


2023 OUTLOOK

Where we are heading

Overall culture is key to our organization and post-covid it has been important to get back into the office and invest in the people. This will also pave the way for the next steps, but acknowledging that 2023 will be a more challenging year on the demand side we will also consider actions that can improve profitability:

- Sublease offices and move together where possible
- Travel and event spending can be reduced/put on hold
- Certain current satellite markets if they don't take off can be made dormant
- Reduce staff (sales) – “work more with less”
- Negotiate with Distribution Partners (largest cost driver apart from staff cost)
- Approach our house bank Swedbank if additional liquidity is needed (no RCF signed today)
- Larger planned event(s), new CRM system – can be put on hold
- Acquisitions and entering new market – can be put on hold



Richard Båge
CEO & Founder

“We believe that we, via our 6 brands, have great and attractive products and services for the market. Even so, for 2023 we have the utmost respect and entering next year and the market conditions we foresee – we will need to be agile, flexible and work harder than ever before”



**THANK
YOU**