

# MOMENT GROUP

## INTERIM REPORT

1 January – 30 June, 2018

### ROLLING 12 MONTHS 01/07/2017 – 30/06/2018

- Pro rata – sales: SEK 882.7 million (695.2)
- Net sales: SEK 1,060.1 million (981.7)
- Operating profit before depreciations (EBITDA): SEK 42.1 million (17.9)
- Operating profit/loss EBIT SEK 25.2 million (1.6)
- Operating margin, pro rata: 2.9% (0.2%)
- Operating margin: 2.4% (0.2%)
- Earnings per share: SEK 1.10 (0.01)

### SECOND QUARTER 2018

- Pro rata – sales: SEK 237.9 million (163.8)
- Net sales: SEK 262.5 million (199.8)
- Operating loss before depreciations (EBITDA): SEK -13.9 million (-8.8)
- Operating profit/loss EBIT SEK -18.8 million (-12.3)
- Operating margin, pro rata: -7.9% (-7.5%)
- Operating margin: -7.1 % (-6.2%)
- Earnings per share: SEK -1.20 (-0.71)

### JANUARY - JUNE 2018

- Pro rata – sales: SEK 470.7 million (377.1)
- Net sales: SEK 539.3 million (502.6)
- Operating loss before depreciations (EBITDA): SEK -8.6 million (-6.2)
- Operating profit/loss EBIT SEK -17.6 million (-13.3)
- Operating margin, pro rata: -3.7 % (-3.5%)
- Operating margin: -3.3% (-2.7%)
- Earnings per share: SEK -1.19 (-0.76)

### SIGNIFICANT EVENTS DURING THE QUARTER

- In May, an application was submitted for listing on the Nasdaq Stockholm and a start-up meeting was held with Nasdaq and the stock exchange auditor during the quarter.
- On 21 March 2018 it was announced that the company had issued unsecured corporate bonds in the amount of SEK 200 million. In accordance with the conditions, an application was made to list the bonds on the Corporate Bond List of Nasdaq Stockholm. The first trading day for the bonds was 22 May 2018. The bond prospectus is available on the company's website and that of the Swedish Financial Supervisory Authority.
- On 19 June 2018, Moment Group entered an agreement to acquire STAR Bowling in Gothenburg, an activity centre with an associated high-class food and beverage operation. The Group took possession on 1 July 2018.
- Moment Group announced that a new business area, Immersive Experiences, will be launched during the autumn of 2018.

### SIGNIFICANT EVENTS AFTER THE END OF THE PERIOD

- As part of the acquisition of STAR Bowling, the Moment Group board resolved, with the support of an authorisation by the annual general meeting (AGM), to conduct a targeted issue of 100,000 new Moment Group shares to the Sellers. The proceeds amounted to SEK 2,273,000.
- At the end of the period, the company had taken up overdraft facilities amounting to SEK 20 million to meet the increased funding requirements that arise as a result of the operation's seasonal variations.

Moment Group is one of the leading players within the Nordic experience industry. The Group creates experiences for more than 2 million guests every year. Moment Group operations are conducted in three business areas from offices in Gothenburg, Stockholm, Copenhagen, Oslo, Hamburg, Falkenberg and Växjö. The head office is located in Gothenburg. Moment Group is listed on First North Premier with FNCA Sweden as the Certified Adviser and has bonds listed on the Corporate Bond List of Nasdaq Stockholm.

Financial documentation, accounting policies, press releases, information about the operation and contact details are available at [www.momentgroup.com](http://www.momentgroup.com)

## A WORD FROM THE CEO

### An application to Nasdaq Stockholm submitted and yet another acquisition completed.

Moment Group is on its way to take the next step in establishing itself as the leading operator in the experience industry. In May, the Group submitted an application for listing on Nasdaq Stockholm and also carried out a start-up meeting with Nasdaq and the stock exchange auditor during the quarter. The main reasons were our growth ambitions in a burgeoning industry, and the fact that the Group has grown considerably larger since last year. On a rolling 12-month basis, sales (pro rata) have increased by 27 per cent. The second quarter also showed a high rate of growth totalling 45 per cent and reaching pro rata sales of SEK 237.9 million (163.8). The additional sales are mainly from Hansen in the Event businesses area, in Venues from the inauguration of Kungssportshuset in Gothenburg and the acquisition of Ballbreaker. In all during the quarter, 38 per cent constitutes organic growth, and 7 per cent acquired growth.

However, at the EBITDA level, earnings softened by SEK 5 million compared with the second quarter during the previous year. Trends in Venues are holding earnings back, where occupancy rates were worse due to extremely good weather in Sweden since the end of April, but mainly because the start-up at Kungssportshuset is also charged to this quarter. Internally, the Wallmans Group is focusing keenly on bringing Kungssportshuset into full operation during the autumn for it to gradually begin making positive contributions to the Group's revenue generation. Adjusted for the operating loss during the Kungssportshuset start-up period, the second quarter shows instead a marginal improvement compared to the previous year. On a rolling 12-month basis, the Group's EBITDA amounts to SEK 42.1 million (17.9).

The implementation of our growth strategy continues, and in June we acquired the STAR Bowling activity centre in Gothenburg. STAR has annual sales of SEK 50 million and an operating margin of around 22 per cent (2017). The purchase sum amounted to SEK 50 million, which corresponds to an EBITDA multiple of 4.5. STAR will operate as an independent company within the Venues business area as an affiliate to Ballbreaker.

During the autumn, a new business area will be established – Immersive Experiences – with the ambition of reaching new target groups in the experience concept that differ from those in the Group's existing portfolio. The focus will be on those parts of the industry where digitalization drives new consumption patterns and the borders between the real and virtual worlds are erased. Thus the initiative has a distinct future focus. The business will operate under the Moment Group brand and will consist of a portfolio of companies/brands aimed at both the consumer and commercial markets.

It's going to be an exciting autumn, but before that I wish everyone a great summer!

Gothenburg 20 July 2018

**Pelle Mattisson**  
CEO/Group CEO  
[pelle.mattisson@momentgroup.com](mailto:pelle.mattisson@momentgroup.com)



# FINANCIAL SUMMARY

SEK thousand	2018		2017		12-month rolling	Full year
	Apr–June	Apr–June	Jan–June	Jan–June	01/07/2017-30/06/2018	2017
Net sales, SEK thousand	262,457	199,758	539,347	502,564	1,060,109	1,023,326
Pro rata sales, SEK thousand	237,858	163,770	470,718	377,109	882,723	789,114
EBITDA	-13,928	-8,759	-8,553	-6,235	42,060	44,378
EBIT	-18,765	-12,333	-17,584	-13,324	25,170	29,430
Operating margin, %	-7.1%	-6.2%	-3.3%	-2.7%	2.4%	2.9%
Operating margin, pro rata %	-7.9%	-7.5%	-3.7%	-3.5%	2.9%	3.7%
Net indebtedness/EBITDA ratio	neg	neg	neg	neg	2.5	neg
Profit margin, %	-8.3%	-6.2%	-4.1%	-2.7%	1.9%	2.9%
Return on equity	-12.5%	-8.6%	-12.6%	-9.2%	13.2%	16.3%
Return on capital employed	-5.8%	-10.4%	-7.0%	-11.2%	12.1%	18.5%
Quick ratio, %	105.7%	61.0%	105.7%	61.0%	105.7%	74.9%
Equity/assets ratio, %	23.1%	31.0%	23.1%	31.0%	23.1%	27.7%
Net debt (-)/Net receivables (+), SEK thousand	-107,121	19,759	-107,121	19,759	-107,121	28,200
Debt/equity ratio	142.8%	0.0%	142.8%	0.0%	142.8%	33.5%
Debt/equity ratio, net %	84.5%	-17.4%	84.5%	-17.4%	84.5%	-19.2%

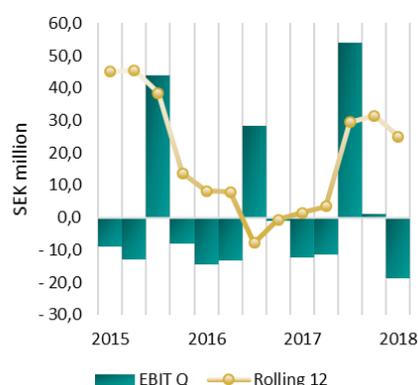


## NET SALES / PRO RATA SALES

During the second quarter, Moment Group increased its pro rata sales by SEK 74.1 million (45 per cent) compared to the same quarter for the previous year. SBK 11.5 million was acquired growth and the remainder organic growth.

Without pro rata adjustments, Group sales amounted to SEK 262.5 million (199.8), which is an increase of SEK 62.7 million (31 per cent) compared to the same quarter for the previous year.

The increase is mainly attributable to the Event segment and also from Venues, while Live Entertainment's sales fell somewhat.



## OPERATING LOSS

The operating loss during the second quarter amounted to SEK -18.8 million (-12.3), which is a fall of SEK 6.5 million compared to the same period for the previous year.

The change is mainly attributable to lower earnings in the business areas Venues and Live Entertainment, while Event performed better than the previous year. In the Venues business area, the investment in the new Kungssportshuset location charged SEK -8.7 million to the income statement during the quarter, which is SEK 7.3 million more than the previous year.

Per-share data	2018 Apr–June	2017 Apr–June	2018 Jan–June	2017 Jan–June	Rolling 12 01/07/2017- 30/06/2018	Full year 2017
Share price as of closing day, SEK	23.40	18.70	23.40	18.70	23.40	18.00
Number of shares at the end of the period	14,423,083	14,423,083	14,423,083	14,423,083	14,423,083	14,423,083
Average number of outstanding shares	14,423,083	14,423,083	14,423,083	14,423,083	14,423,083	14,423,083
Earnings per share, SEK	-1.20	-0.71	-1.19	-0.76	1.10	1.53
Equity per share, SEK	8.73	7.86	8.73	7.86	8.73	10.16

## FINANCIAL ITEMS

The Group's net financial items consists largely of interest on the corporate bonds valued at SEK 200 million that were issued during the first quarter. The bonds were issued under a total frame of SEK 400 million and will run for 3 years with a variable rate of Stibor 3m + 6.0% and Stibor floor.

## INCOME TAX

Tax on the period's earnings for the second quarter amounted to SEK 4.0 million (2.2) and accumulated to SEK 4.0 million (2.5), primarily due to seasonally variable operations; this means the Group, as of the end of June, had negative earnings and a corresponding tax effect. Furthermore, an additional effect will arise from a revaluation of deferred tax liabilities for the recently decided future company tax.

## EARNINGS FOR THE PERIOD AND EARNINGS PER SHARE

In the second quarter, the loss after tax for the period was SEK -17.9 million (-10.2) and accumulated to SEK -18.1 million (-11.0). Earnings per share before and after dilution amounted to SEK -1.20 (-0.71) for the quarter and SEK -1.19 (-0.76) accumulated.

## OPERATING CASH FLOW

During the second quarter, operating cash flow was negative at SEK -64.6 million (-62.7) and accumulated by SEK -103.9 million (-61.3). The negative cash flow is mainly attributable to changes in operating liabilities where primarily prepaid ticket revenues fell.

## MOMENT GROUP'S FINANCIAL POSITION

During March, the company issued unsecured corporate bonds in the amount of SEK 200 million less SEK 15 million for the purchase of bonds for its own account. The bonds are intended for refinancing and for the company's day-to-day operations including the financing of acquisitions. The bonds worth SEK 15 million for the company's own account were sold after the end of the reporting period.

At the end of the second quarter, the company had net indebtedness of SEK 107.1 million compared to the previous year's net receivable of SEK 19.8 million, with outstanding loans in the operation of SEK 180.0 million (0) entirely attributable to the corporate bonds issued by the company during March. Cash and cash equivalents at the end of the period amounted to SEK 72.7 million (19.8). During the first six months of the year, total assets within the Group increased by SEK 15.2 million, primarily due to investments in property, plant and equipment.

At the end of the second quarter, the Group's equity amounted to SEK 125.9 million compared to SEK 146.5 million at year-end 2017, equivalent to SEK 8.73 (10.16) per outstanding share. The equity ratio was 23.1 per cent compared to 27.7 per cent on 31 December 2015. During the quarter, the number of shares remained unchanged at 14,423,083.

## INVESTMENTS

Investments in material and intangible assets totalled SEK 7.2 million (5.0) for the quarter. Investments for the quarter primarily concerned the purchase of furnishings and equipment and investments in assets related to operations. Accumulated investments in assets amounted to SEK 27.1 million (8.4), of which the largest proportion is attributable to the establishment of Kungssportshuset in Gothenburg.

## GOODWILL AND OTHER INTANGIBLE ASSETS

The Group's carrying amount for goodwill amounted to SEK 162.9 million (116.8) as of 30 June. The change is attributable to the acquisition of Ballbreaker Kungsholmen AB carried out on 1 November 2017.

Other intangible assets amounted to SEK 2.1 million (2.4) and relate primarily to software and other intellectual property rights.

## PARENT COMPANY

The parent company's net sales for the second quarter amounted to SEK 5.7 million (5.4) and resulted in an operating loss of SEK -2.7 million (-2.1). Accumulated net sales were SEK 12.3 million (10.4) and the operating loss was SEK -4.9 million (-4.4).

## CONTINGENT LIABILITIES AND PLEDGED ASSETS

Pledged assets as of closing date amounted to SEK 18 million. The loans with their associated securities raised during 2017 were redeemed in connection with the issue of the corporate bond.

## ASSOCIATED COMPANIES

During the second quarter, the loss from the associated companies Oscarsteatern AB and Tickster AB amounted to SEK -0.9 million (-0.4), where Oscarsteatern stood for the major part of the loss.

# OTHER INFORMATION

## INFORMATION ON DISPOSALS AND ACQUISITIONS

### Conciliation AB – STAR Bowling

An agreement was concluded on 19 June 2018 for the acquisition of all shares in Conciliation AB, which runs the STAR Bowling activity centre in Gothenburg. The purchase sum for the operation amounted to SEK 50 million, which was paid in cash on the day of taking possession, 2 July 2018. A surcharge to the purchase sum must be paid on 31 December 2018 equivalent to the company's internally generated intangible assets as of the day of taking possession less specific costs specified in the agreement attributable to the transfer of the company. The acquisition was financed indirectly via the bond and the Group's cash and bank balances.

The acquired operation was consolidated in Moment Group as of 1 July 2018 and forms part of the Venues operating segment in segment reporting. Because the Seller has 30 working days in which to prepare a completion statement for the purchaser, the information was not available to the purchaser as of the reporting date. A rough estimate by Moment Group shows a purchase sum of around SEK 57 million.

Furthermore, the fair value of the identified net assets and liabilities amounts to around SEK 7 million as of the day of taking possession, which gives a surplus value of around SEK 50 million to allocate as goodwill. The goodwill that will be recognised for the acquisition corresponds to the acquired company's position on the market in Gothenburg, its experience within the industry, networks, delivery performance and anticipated future synergies.

Acquisition-related expenses amounted to SEK 0.3 million and were reported under Other operating expenses in the second quarter's earnings.

Because the data upon which the acquisition analysis is based are estimates, the analysis is preliminary. A complete acquisition analysis will be prepared as soon as the completion statement is drawn up and reviewed. Possession of the acquisition will take place and be reported for the first time in the third quarter.

### BOND

On 21 March 2018, Moment Group AB issued unsecured corporate bonds valued at SEK 200 million on the Nordic corporate bond market.

Demand from investors was very large and the bond issue was taken up mainly by institutional investors. The bonds are issued under a total frame of SEK 400 million and will run for 3 years with a variable rate of Stibor 3m + 6.0% and Stibor floor. The issue took place on 27 March 2018 and the bonds were listed on the Corporate Bond List of Nasdaq Stockholm with 22 May 2018 as the first day of trading.

The proceeds are intended for refinancing and for the company's day-to-day operations including the financing of acquisitions. At the time of the issue, all of the Group's existing loans were redeemed.

Carnegie Investment Bank acted as book runner for the bond issue.

### SHARE WARRANT PROGRAMME

The extraordinary shareholders' meetings of 15 December 2017 and 8 May 2018 resolved to issue 230,000 share warrants at a time intended for an incentive programme. Each warrant entitles the holder to subscribe for one new share under market conditions. For full terms and conditions and information about the share warrant programme, visit [www.momentgroup.com](http://www.momentgroup.com). No allocation of options had taken place to senior executive as of reporting date.

## EMPLOYEES

The average number of employees for the full year amounted to 394 (390). The average number of employees included project staff and temporary employees in the context of productions and projects that amounted to 213 full-time positions. Whether individuals participating in productions and projects are employed by the company or invoice their own compensation as consultants from their own companies, may differ from year to year.

## IMPORTANT ASSUMPTIONS AND ESTIMATIONS

For a detailed description of the assessments made by senior management when applying IFRS that have a significant effect on the financial statements and estimates made which may result in substantial adjustments in subsequent financial statements, we refer to the 2017 annual report.

## SEASONAL VARIATIONS | QUARTERLY VARIANCES

Moment Group experiences great seasonal variation in which the fourth quarter accounts for a significant part of the Group's revenues and earnings. Operations have different seasonal patterns, but because the preponderance of earnings generated by the cabaret operation take place in Q4, they have an effect throughout the entire Group.

**Live Entertainment & Venues** – we work with theatre, musicals, shows and concerts during three public performance periods per year (Jan-May, June-Aug, Sep-Dec). Artist bookings and special-order entertainment (corporate entertainment) generate revenue relatively evenly over the year, while the cabaret operation is run during two performance seasons (Jan-May and Sep-Dec), where demand in Q4 is usually stronger than the other quarters. This means that earnings from Q4 usually exceed the rest of the year's earnings. The Ballbreaker activity centre generates its main revenues during the fourth quarter, while the three first quarters have limited income.

**Event** – Hansen operations do not follow any seasonal pattern but are dependent entirely on when projects are contracted and carried out. Minnesota operations generate relatively steady earnings during the year, as gains from the project are usually settled over a longer period.

# THE BUSINESS AREAS IN BRIEF

## EVENT

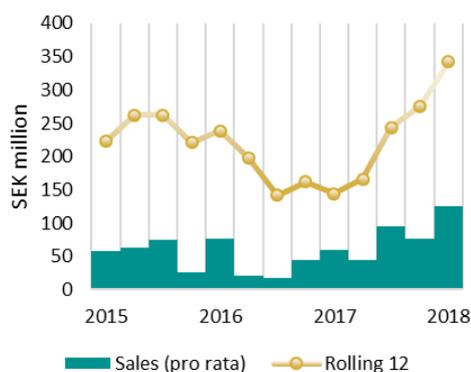
	2018		2017		12-month rolling	Full year
SEK thousand	Apr–June	Apr–June	Jan–June	Jan–June	01/07/2017-30/06/2018	2017
Net sales, SEK thousand	125,606	59,325	202,745	104,117	342,426	243,798
EBITDA	11,825	2,881	17,317	1,864	23,077	7,624
EBIT	11,824	2,814	17,305	1,730	23,047	7,472
Operating margin, %	9.4%	4.7%	8.5%	1.7%	6.7%	3.1%

THE BUSINESS AREA'S SHARE OF GROUP SALES

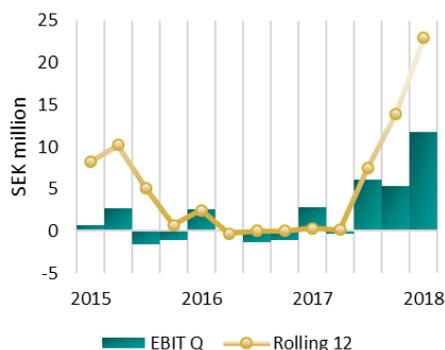


■ Live Entertainment ■ Venues ■ Event

QUARTERLY SALES



QUARTERLY EBIT



### NET SALES

During the second quarter, sales amounted to SEK 125.6 million (59.3), an increase of SEK 66.3 million compared to the same quarter for the previous year. Hansen accounted for sales of SEK 97.3 million, an increase of SEK 65.9 million, and Minnesota for SEK 29.5 million, an increase of SEK 1.5 million compared to the previous year. Accumulated sales amounted to SEK 202.7 million (104.1), an increase of SEK 98.6 million. Because the acquisition of Minnesota took place on 1 February 2017, the month of January is not included in the comparison with the previous year.

### OPERATING PROFIT

The operating profit for the Event business area for the quarter was SEK 11.8 million (2.8), an improvement of SEK 9.0 million on the previous year and accumulated, an SEK 15.6 million improvement.

Distributed across each operation, Hansen had Q4 earnings of SEK 9.1 million (-0.2). The SEK 9.3 million improvement in earnings was primarily attributable to the completion of the Volvo Ocean Race assignment and Volvo Days.

Minnesota's operating profit for the second quarter amounted to SEK 2.8 million, which is SEK 0.3 million lower than the previous year. The accumulated operating profit amounted to SEK 4.5 million (SEK 4.8 million of which 4.4 as a part of Moment Group). The company continues to deliver in accordance with expectations and at the higher earnings level for which the foundation was laid during 2017.

### EVENTS DURING THE QUARTER

In the case of Hansen, operations were characterised by the completion of the Volvo Ocean Race assignment and the completion of other projects of varying sizes. During the quarter, Minnesota had a wide range and variety of assignments that included both campaigns and internal events for major companies such as brand work and launches.

Both operations continue to focus keenly on sales efforts.

Hansen and Minnesota Communication operate in the business area **Event**, and together they are the largest operator in the Nordic events industry. Hansen creates events rooted in the customer's business strategy and carries them out at locations around the world. Minnesota works with brand engagement where it helps the customer to create arenas for dialogue and participation through meetings, experiences and digital solutions.

# LIVE ENTERTAINMENT

SEK thousand	2018		2017		12-month rolling	Full year
	Apr–June	Apr–June	Jan–June	Jan–June	01/07/2017-30/06/2018	2017
Pro rata sales, SEK thousand	39,485	50,568	105,992	139,917	202,214	236,139
Net sales, SEK thousand	64,084	86,556	174,621	265,372	379,600	470,351
EBITDA	-7,376	-4,219	-370	-2,947	17,533	14,956
EBIT	-7,720	-4,498	-996	-3,509	16,001	13,488
Operating margin, pro rata %	-19.6%	-8.9%	-0.9%	-2.5%	7.9%	5.7%
Operating margin, %	-12.0%	-5.2%	-0.6%	-1.3%	4.2%	2.9%

THE BUSINESS AREA'S SHARE OF THE QUARTER'S SALES



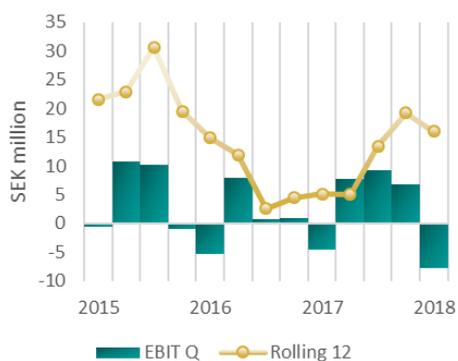
■ Live Entertainment ■ Venues ■ Event

PRO RATA QUARTERLY SALES



■ Sales (pro rata) ● Rolling 12

QUARTERLY EBIT



■ EBIT Q ● Rolling 12

## PRO RATA SALES

During the second quarter, pro rata sales declined by SEK 11.1 million compared with the same period for the previous year. The reason for the decline resides largely in the product mix, as the performance period during the previous year was longer due to weather that favoured theatre during the second quarter. The performance season was thus shorter during 2018.

Net sales, without adjustment for collaborative participations, amounted to SEK 64.1 million (86.6), explained not only by the extended performance season during the previous year but also because Phantom of the Opera was staged during the same period. The joint production enjoyed high sales, and because they were managed by 2Entertain, 100 per cent of the sales were reported before pro rata adjustments were made.

## OPERATING LOSS

The operating loss for the quarter amounted to SEK -7.7 million (-4.5), which is an improvement of SEK 3.2 million compared to the previous year. The operating profit for the rolling 12-month period amounted to SEK 16.0 million (5.3), which is a reduction of SEK 10.7 million. The start-up of operations in Germany affected earnings in the quarter by SEK -2.8 million and accumulated by SEK -4.3 million, less 25 per cent in respect of the minority interest. If the operating loss for the quarter is adjusted for this, the loss is on a par with the same quarter during the previous year.

## EVENTS DURING THE QUARTER

Earnings generated in the Live Entertainment production portfolio were strong during the first quarter. The majority of productions have moved on other venues or are on tour and continue to generate good profits, while the theatre venues have also shown good earnings. A few productions in the Stockholm market had a more challenging second quarter, and the performance period during the quarter was also shorter than the previous year's.

In the Live Entertainment business area, 2Entertain produces musicals, theatre, shows and concerts. It creates special-order entertainment, arranges artists for corporate customers and runs five theatre venues. 2Entertain also operates the ticketing site Showtic.se, which markets and sells the Group's full range of offerings.

## VENUES

SEK thousand	2018 Apr–June	2017 Apr–June	2018 Jan–June	2017 Jan–June	12-month rolling	Full year
					01/07/2017- 30/06/2018	2017
Net sales, SEK thousand	76,417	56,991	168,762	140,636	351,239	323,113
EBITDA	-16,025	-5,339	-21,317	-1,112	8,969	29,174
EBIT	-20,162	-8,186	-28,959	-6,796	-4,682	17,481
Operating margin, %	-26.4%	-14.4%	-17.2%	-4.8%	-1.3%	5.4%

THE BUSINESS AREA'S SHARE OF THE QUARTER'S SALES

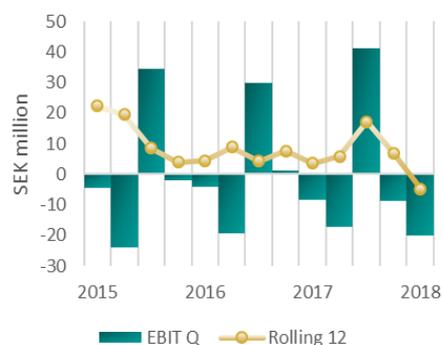


■ Live Entertainment ■ Venues ■ Event

QUARTERLY SALES



QUARTERLY EBIT



### NET SALES

Sales increased during the second quarter by SEK 19.4 million compared to the same quarter for the previous year, an increase of 34 per cent. Ballbreaker, which was acquired 1 November 2017, contributed SEK 11.5 million. The recently opened Kungsporthuset in Gothenburg also contributed to growth during the quarter. Accumulated sales amounted to SEK 168.8 million (SEK 140.6 million of which the acquired portion was SEK 25.9 million).

### OPERATING LOSS

The operating loss for the quarter amounted to SEK -20.2 million (-8.2), which is a deterioration of SEK 12.0 million compared to the previous year. The accumulated total amounted to SEK -29.0 million (-6.8). The start of the new Kungsporthuset venue in Gothenburg charged the income statement for the quarter with SEK 8.8 million and accumulated with SEK 15.8 million. Adjusted for this, the reduction in the operating loss is SEK 3.2 million for the quarter and SEK 6.4 million accumulated.

### EVENTS DURING THE QUARTER

During the second quarter, Wallmans Stockholm and Golden Hits continue to be stronger than the previous year, while other arenas showed weaker performance. Hamburger Börs was affected by a shorter performance season than that of the previous year.

During the quarter, earnings were also affected by the excellent weather, which reduced the short selling-in period and made it difficult to optimise personnel expenses.

The focus in the business area is on sales for the autumn and continued venue efficiencies.

The Wallmans Group operates in the **Venues** business area. Wallmans Group run seven venues in the Nordics of which five offer cabaret experiences –Wallmans in Stockholm, Copenhagen and Oslo; Golden Hits and Hamburger Börs in Stockholm and the recently opened Kungsporthuset in Gothenburg. The seventh venue, Ballbreaker in Stockholm, it is a modern activity centre with an associated food and beverage service. Wallmans Group also produces its own concepts, Wallmans, Golden Hits and The Concept.

## THE SHARE

The Moment Group share is traded on the Nasdaq OMX Stockholm on First North Premier and during the period 1 January – 30 June 2018, it traded between SEK 16.40 and SEK 24.40.

Number of shares 14,423,083. As of 30 June, there were 2,517 shareholders.

TEN LARGEST SHAREHOLDERS AS OF 30 June 2018 ACCORDING TO EUROCLEAR

Owners:	Number of shares	Proportion of votes and capital
Wallblomgruppen AB ***	3,548,843	24.60%
Engströms Trä i Brynje AB***	1,811,932	12.56%
Stefan Gerhardsson*	848,900	5.89%
Krister Classon*	623,000	4.32%
Jan Löngårdh	550,000	3.81%
Thomas Peterson*	503,100	3.49%
Jan Andersson**	500,267	3.47%
Hans Lundahl	304,500	2.11%
Bo Andersson	296,966	2.06%
Protector Forsikring ASA	228,036	1.58%

(\*including owned by companies; \*\*including ownership by related parties; \*\*\*including ownership via subsidiaries and private ownership within the owning family)

### NEW SHARE ISSUE

An initial cash purchase price of SEK 50 million was paid to the Seller upon taking possession of the STAR Bowling acquisition. As part of the acquisition, the Moment Group board resolved, with the support of an authorisation by AGM, to conduct a targeted issue of 100,000 new Moment Group shares to the Sellers.

The issue price for the new shares was SEK 22.73 and was determined based on the volume weighted average price per share for the trade in Moment Group shares on Nasdaq First North Premier during a period of 30 trading days immediately before entering into the share transfer agreement on 19 June 2018.

All shares were subscribed by the Sellers in compliance with the share transfer agreement and Moment Group's board has resolved to allocate the newly issued shares to the Sellers. The total proceeds of SEK 2,273,000 must be paid in cash by the Sellers. Moment Group's share capital will increase by SEK 50,000.00 to SEK 7,261,541.50 through the new share issue.

After the new share issue, the number of shares will be 14,523,083. Thus the new issue will have a dilution effect of around 0.7 per cent.

### AUTHORISATIONS

In accordance with the Board's proposal, the 2017 AGM resolved to authorise the board until the next AGM or one or more other occasions, to issue new shares in the company. The shares must be issued with or without the right of priority for the company's shareholders and to a maximum of 10 per cent of the company's share capital and total votes.

## MOMENT GROUP SHAREHOLDER PROGRAMME

Moment Group has operated a shareholder programme since 2006 which aims to provide Moment Group shareholders with a more detailed look at the company and its business areas.

In addition to news from the Group, members of the Moment Group shareholder programme also have the opportunity to obtain tickets for e.g. sneak previews. If you have 1000 or more shares, you can apply to join the shareholder programme by emailing your name, address, email address and the number of shares you hold to [info@momentgroup.com](mailto:info@momentgroup.com).

As of 30 June, there were 817 shareholders in the programme.

# THE BOARD'S DECLARATION OF ASSURANCE

The undersigned hereby certify that the interim report provides a fair view of the Parent Company's and Group's operations, position and earnings and describes significant risks and uncertainties to which the Parent Company and Group Companies are exposed.

Gothenburg, 20 July 2018

Jan Friedman  
Board Chairman

Emil Ahlberg  
Board member

Åsa Knutsson  
Board member

Leif Nilsson  
Board member

Åsa Tillberg Widell  
Board member

Bo Wallblom  
Board member

Hellen Wohlin Lidgard  
Board member

Moment Group AB discloses the information provided herein pursuant to the EU Market Abuse Regulation (MAR). The information was submitted for publication by the contact persons above on 20 July 2018 at around 08:30 CET.

## **THIS IS A TRANSLATION FROM THE SWEDISH ORIGINAL**

### **Review report**

Moment Group AB, corporate identity number 556301-2730

#### **Introduction**

We have reviewed the condensed interim report for Moment Group AB as at June 30, 2018 and for the six months period then ended. The Board of Directors and the Managing Director are responsible for the preparation and presentation of this interim report in accordance with IAS 34 and the Swedish Annual Accounts Act. Our responsibility is to express a conclusion on this interim report based on our review.

#### **Scope of review**

We conducted our review in accordance with the International Standard on Review Engagements, ISRE 2410 *Review of Interim Financial Statements Performed by the Independent Auditor of the Entity*. A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with International Standards on Auditing and other generally accepted auditing standards in Sweden. The procedures performed in a review do not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

#### **Conclusion**

Based on our review, nothing has come to our attention that causes us to believe that the interim report is not prepared, in all material respects, in accordance with IAS 34 and the Swedish Annual Accounts Act regarding the Group, and in accordance with the Swedish Annual Accounts Act regarding the Parent Company.

Gothenburg, 2018

Ernst & Young AB

Staffan Landén  
Authorized Public Accountant

# CONSOLIDATED INCOME STATEMENT SUMMARY

SEK thousand	Note	2018	2017	2018	2017	Rolling 12-month 170701- 180630	2017
		Apr-June	Apr-June	Jan-June	Jan-June	170701- 180630	Full year
Net sales	2	262,457	199,758	539,347	502,564	1,060,109	1,023,326
<b>Revenues</b>		<b>262,457</b>	<b>199,758</b>	<b>539,347</b>	<b>502,564</b>	<b>1,060,109</b>	<b>1,023,326</b>
<i>Operating expenses</i>							
Artist and production expenses		-145,024	-101,246	-264,998	-251,452	-480,891	-467,345
Goods for resale		-12,825	-8,811	-28,120	-22,793	-57,425	-52,098
Other external expenses		-51,331	-39,247	-114,998	-98,032	-220,465	-203,500
Payroll expenses		-66,298	-58,834	-139,909	-136,894	-260,456	-257,441
Impairment losses and depreciation of assets		-4,837	-3,574	-9,031	-7,089	-16,890	-14,948
Earnings from participations in associated companies		-909	-379	124	372	1,188	1,436
		<b>-281,224</b>	<b>-212,091</b>	<b>-556,932</b>	<b>-515,888</b>	<b>-1,034,939</b>	<b>-993,896</b>
<b>Operating loss</b>		<b>-18,767</b>	<b>-12,333</b>	<b>-17,584</b>	<b>-13,324</b>	<b>25,170</b>	<b>29,430</b>
<i>Loss from financial items</i>							
Interest income and similar income statement items		47	81	76	61	198	465
Interest expenses and similar profit/loss items		-3,162	-190	-4,591	-214	-4,767	-672
<b>Net financial income/expense</b>		<b>-3,115</b>	<b>-109</b>	<b>-4,515</b>	<b>-153</b>	<b>-4,569</b>	<b>-207</b>
<b>Loss before income tax</b>		<b>-21,882</b>	<b>-12,442</b>	<b>-22,099</b>	<b>-13,477</b>	<b>20,601</b>	<b>29,223</b>
Tax on earnings for the period		3,967	2,234	3,962	2,527	-5,650	-7,085
<b>Earnings for the period</b>		<b>-17,915</b>	<b>-10,208</b>	<b>-18,137</b>	<b>-10,950</b>	<b>14,951</b>	<b>22,138</b>
<b>Earnings for the period attributable to:</b>							
Holdings without a controlling influence		609	0	921	0	921	0
<b>Attributable to the parent company's shareholders</b>		<b>-17,306</b>	<b>-10,208</b>	<b>-17,216</b>	<b>-10,950</b>	<b>15,872</b>	<b>22,138</b>
Earnings per share before and after dilution, SEK		-1.20	-0.71	-1.19	-0.76	1.10	1.53
Average number of outstanding shares		14,423,083	14,423,083	14,423,083	14,423,083	14,423,083	14,423,083
<b>CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME</b>							
SEK thousand		2018	2017	2018	2017	Rolling 12-month 170701- 180630	2017
		Apr-June	Apr-June	Jan-June	Jan-June	170701- 180630	Full year
<b>Earnings for the period</b>		<b>-17,306</b>	<b>-10,208</b>	<b>-17,216</b>	<b>-10,950</b>	<b>15,872</b>	<b>22,138</b>
<b>Other comprehensive income</b>							
Other comprehensive income that may be transferred to the income statement		0	0	0	0	0	0
Translation differences in the translation of foreign subsidiaries		76	136	1,396	-53	1,380	-69
<b>Other comprehensive income, net after tax</b>		<b>76</b>	<b>136</b>	<b>1,396</b>	<b>-53</b>	<b>1,380</b>	<b>-69</b>
<b>Comprehensive income for the period</b>		<b>-17,230</b>	<b>-10,072</b>	<b>-15,820</b>	<b>-11,003</b>	<b>17,252</b>	<b>22,069</b>
<b>Comprehensive income for the period attributable to:</b>							
Parent company owners		0	0	0	0	0	0
Holdings without a controlling influence		-880	0	-880	0	-880	0
<b>Total</b>		<b>-18,110</b>	<b>-10,072</b>	<b>-16,700</b>	<b>-11,003</b>	<b>16,372</b>	<b>22,069</b>

# CONSOLIDATED STATEMENT OF FINANCIAL POSITION IN SUMMARY

SEK thousand	2018-06	2017-06	2017-12
<b>ASSETS</b>			
<b>Non-current assets</b>			
<i>Intangible fixed assets</i>			
Goodwill	162,946	116,802	162,946
Other intangible assets	2,057	2,412	2,663
<i>Property, plant and equipment</i>			
Improvement expenditure, third-party property	25,046	18,316	21,031
Other property, plant and equipment	83,030	56,798	67,237
<i>Financial assets</i>			
Participations in associated companies	10,501	9,312	10,376
Other financial assets	81	70	63
<i>Deferred tax assets</i>			
Deferred tax assets	8,063	6,681	6,334
<b>Total assets</b>	<b>291,724</b>	<b>210,391</b>	<b>270,650</b>
<b>Current assets</b>			
Goods	4,746	3,349	4,710
Accounts receivable	78,734	50,765	89,342
Current tax assets	7,602	8,682	3,666
Other receivables	15,514	20,344	32,899
Prepaid expenses and accrued income	73,397	51,711	50,920
Cash and cash equivalents	72,733	19,759	77,301
<b>Total current assets</b>	<b>252,726</b>	<b>154,610</b>	<b>258,838</b>
<b>TOTAL ASSETS</b>	<b>544,450</b>	<b>365,001</b>	<b>529,488</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Share capital	7,212	7,212	7,212
Other capital contributed	70,765	70,765	70,765
Reserves	2,208	690	812
Retained earnings including profit for the year	46,600	34,643	67,731
<b>Equity attributable to Parent Company shareholders</b>	<b>126,785</b>	<b>113,310</b>	<b>146,520</b>
Minority	-880	0	0
<b>Total Equity</b>	<b>125,905</b>	<b>113,310</b>	<b>146,520</b>
<b>Non-current liabilities</b>			
Interest-bearing liabilities	179,854	0	39,080
Deferred tax liability	4,005	3,893	4,537
<b>Total non-current liabilities</b>	<b>183,859</b>	<b>3,893</b>	<b>43,617</b>
<b>Current liabilities</b>			
Interest-bearing liabilities	0	0	10,021
Trade accounts payable	67,757	49,787	84,863
Current tax liability	1,304	0	4,617
Other liabilities	18,018	37,814	53,120
Prepaid ticket revenues	66,162	76,894	102,750
Accrued expenses and deferred income	81,445	83,303	83,980
<b>Total current liabilities</b>	<b>234,686</b>	<b>247,798</b>	<b>339,351</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>544,450</b>	<b>365,001</b>	<b>529,488</b>

# CONSOLIDATED STATEMENT OF CASH FLOWS

	2018	2017	2018	2017	Rolling 12-month	2017
SEK thousand	Apr-June	Apr-June	Jan-June	Jan-June	170701- 180630	Full year
<b>OPERATING ACTIVITIES</b>						
Operating loss	-18,765	-12,333	-17,584	-13,324	25,170	29,430
Adjustment for items not included in cash flow	4,624	3,743	10,608	6,837	17,090	13,319
Income tax paid	-1,700	-1,530	-5,557	-5,470	-4,869	-4,782
Interest received	47	81	76	61	198	183
Interest paid	-3,162	-190	-4,591	-214	-4,767	-390
<b>Cash flow from operating activities before changes in working capital</b>	<b>-18,956</b>	<b>-10,229</b>	<b>-17,047</b>	<b>-12,110</b>	<b>32,823</b>	<b>37,760</b>
<b>Cash flow from changes in working capital</b>						
Change in goods	884	989	73	1,153	-605	475
Changes in current receivables	1,457	41,069	8,092	81,596	-38,982	34,522
Changes in current liabilities	-47,964	-94,565	-95,065	-131,938	-26,766	-63,639
<b>Cash flow from operating activities</b>	<b>-64,579</b>	<b>-62,736</b>	<b>-103,947</b>	<b>-61,299</b>	<b>-33,530</b>	<b>9,118</b>
<b>INVESTING ACTIVITIES</b>						
Disposal of subsidiaries	0	0	0	0	-11	-11
Acquisition of intangible assets and property, plant and equipment	-7,240	-4,974	-27,116	-8,382	-46,530	-27,796
Acquisition of subsidiaries	0	0	0	5,804	-42,572	-36,768
<b>Cash flow from investing activities</b>	<b>-7,240</b>	<b>-4,974</b>	<b>-27,116</b>	<b>-2,578</b>	<b>-89,113</b>	<b>-64,575</b>
<b>FINANCING ACTIVITIES</b>						
Loans raised	0	0	181,000	0	231,100	50,100
Amortisation of interest-bearing liabilities	0	0	-49,100	0	-50,100	-1,000
Dividend paid	-6,636	0	-6,636	0	-6,636	0
<b>Cash flow from financing activities</b>	<b>-6,636</b>	<b>0</b>	<b>125,264</b>	<b>0</b>	<b>174,364</b>	<b>49,100</b>
<b>Cash flow for the period</b>	<b>-78,453</b>	<b>-67,710</b>	<b>-5,797</b>	<b>-63,877</b>	<b>51,740</b>	<b>-6,340</b>
Cash and cash equivalents at beginning of period	150,744	87,712	77,301	84,119	19,759	84,119
Exchange rate differences in cash and cash equivalents	443	-243	1,230	-483	1,235	-478
<b>CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD</b>	<b>72,733</b>	<b>19,759</b>	<b>72,733</b>	<b>19,759</b>	<b>72,733</b>	<b>77,301</b>

# CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Note	Share capital	Capital contributed	Reserves	Retained earnings including profit for the year	Total, Moment Group shareholders	Holdings without a controlling influence	Total equity
SEK thousand								
As of 31 December 2017		7,212	70,765	812	67,731	146,520	0	146,520
IFRS 15 Adjustment		0	0	0	2,722	2,722	0	2,722
As of 1 January 2018		7,212	70,765	812	70,453	149,242	0	149,242
Profit/loss for the year					-17,216	-17,216	-921	-18,137
Other comprehensive income				1,396		1,396	0	1,396
Minority shareholding							41	41
Total comprehensive income		0	0	1,396	-17,216	-15,820	-880	-16,700
Transactions with shareholders								
Dividends					-6,635	-6,635	0	-6,635
As of 30 June 2018		7,212	70,765	2,208	46,602	126,785	-880	125,906

	Note	Share capital	Capital contributed	Reserves	Retained earnings including profit for the year	Total, Moment Group shareholders	Holdings without a controlling influence	Total equity
SEK thousand								
As of 1 January 2017		7,212	70,765	743	45,593	124,313	0	124,313
Profit/loss for the year					-10,950	-10,950	0	-10,950
Other comprehensive income				-53	0	-53	0	-53
Total comprehensive income		0	0	-53	-10,950	-11,003	0	-11,003
Transactions with shareholders								
Dividends					0	0	0	0
As of 30 June 2017		7,212	70,765	690	34,643	113,310	0	113,310

IFRS 15 Revenues from contracts with customers was applied retroactively from 2017 with the overall effect of an adjustment of opening retained earnings on 1 January 2018. For further information, see Note 1 Accounting policies.

# NOTES TO THE CONSOLIDATED ACCOUNTS

## NOTE 1 ACCOUNTING POLICIES

The Group consists of the parent company Moment Group AB and its subsidiaries. The parent company is a limited company domiciled in Sweden. The address to the head office is Trädgårdsgatan 2, SE 411 08 Gothenburg, Sweden.

The consolidated financial statements for Moment Group have been prepared in accordance with the International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB), and the interpretations of the International Financial Reporting Interpretations Committee (IFRIC) as approved by the European Union (EU). The Swedish Financial Reporting Board's document RFR 1 Supplementary Rules for Consolidated Financial Statements was also applied. This interim report for the Group was prepared in compliance with IAS 34 Interim Financial Reporting. Disclosures in compliance with IAS 34 Interim Financial Reporting are made throughout this document. The parent company's accounts are prepared in accordance with the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's recommendation, RFR 2 Accounting for legal entities. The Group's reporting currency is SEK, which is the parent company's functional currency. Unless otherwise stated, all amounts in tables are reported in SEK thousands, while amounts in the body text are reported in SEK millions.

IFRS 9 Financial Instruments and IFRS 15 came into force on 1 January 2018 and has been applied since then by the Group and the parent company. Its significance and effects during the partial 2018 year are described below.

IFRS 9 covers the reporting of Financial assets and liabilities and replaces IAS 32 Financial Instruments: Recognition and measurement. As with IAS 39, financial assets are classified in different categories, of which some are valued at accrued cost and others at fair value. However, IFRS 9 introduces categories other than those that occur in IAS 39. IFRS 9 also introduces a new model for impairment charges to financial assets. Under the new model, credit losses must be reported earlier than under IAS 39. In the case of financial liabilities, IFRS 9 corresponds in general to IAS 39. The company does not use hedge accounting.

The application of IFRS 9 had no significant effect on the Group's financial position in the second quarter of 2018, nor have changed principles for the impairment of loan receivables and accounts receivable affected reported earnings and position. Based on the criteria in IFRS 9, the Group's loan receivables and accounts receivable will continue to be amortised cost.

IFRS 15 Revenues from contracts with customers was applied retroactively from 2017 with the overall effect of an adjustment of opening retained earnings on 1 January 2018.

IFRS 15 replaces all previous standards and interpretations issued that treat revenues with a single model for revenue recognition. The standard is based on the principle that a revenue must be recognised when a promised good or service has been transferred to the customer, i.e. when the customer has obtained control of the good or service, which may take place over time or at a point in time. The revenue must constitute the amount by which the company expects to be compensated in exchange for the good or service delivered.

Based on the application of IFRS 15, the Group has resolved to capitalise time spent in the Live Entertainment project. The time is spent in projects where revenue has been recognised and reported over time. Time spent constitutes an expense for contract fulfilment according to IFRS 15. This application affected equity as of 1 January 2018 by SEK 2.7 million and has been specified in the Consolidated statement of changes in equity. Because the effect is limited, the information has been presented in compressed form.

IFRS 16 Leases will come into force as of 01/01/2019. IFRS 16 introduces a right of use model and means that the lessee must in principle report all leases in the balance sheet; classification into operational and financial leases is therefore not necessary. Leases that run for 12 months or less or low value leases are excluded. Asset depreciations and interest expenses for the liability are reported in the income statement. The standard includes more extensive disclosure requirements than the current standard. Group management is currently evaluating the effects of the transition to IFRS 16. Analyses and the preparation of processes for dealing with the standard are in progress in the Group and parent company. During the second quarter, a compilation and analysis was made of all relevant agreements and the effect on the Group is deemed to be significant. Certain guidance concerning the effect of the transition to IFRS 16 is available in Note 6 in the 2017 Annual Report.

## NOTE 2 REVENUES FROM CONTRACTS WITH CUSTOMERS

## SEGMENT INFORMATION

01/04/2018 - 30/06/2018 April-June	Live Entertainment	Venues	Events	Eliminations, joint	Consolidated total
Segment revenues	64,084	76,417	125,606	-3,650	262,457
<i>Of which:</i>					
External customers	62,115	74,631	125,470	241	262,457
Transactions between segments	1,969	1,786	136	-3,891	0
Segment EBIT	-7,720	-20,162	11,824	-2,709	-18,767
01/04/2017 - 30/06/2017 April-June	Live Entertainment	Venues	Events	Eliminations, joint	Consolidated total
Segment revenues	86,556	56,991	59,325	-3,114	199,758
<i>Of which:</i>					
External customers	84,515	55,806	59,325	112	199,758
Transactions between segments	2,041	1,185	0	-3,226	0
Segment EBIT	-4,498	-8,186	2,814	-2,463	-12,333
01/01/2018-30/06/2018 Jan-June	Live Entertainment	Venues	Events	Eliminations, joint	Consolidated total
Segment revenues	174,621	168,762	202,745	-6,781	539,347
<i>Of which:</i>					
External customers	170,177	166,073	202,609	488	539,347
Transactions between segments	4,444	2,689	136	-7,269	0
Segment EBIT	-996	-28,959	17,305	-4,935	-17,585
01/01/2017-30/06/2017 Jan-June	Live Entertainment	Venues	Events	Eliminations, joint	Consolidated total
Segment revenues	265,372	140,636	104,117	-7,561	502,564
<i>Of which:</i>					
External customers	260,435	137,923	104,102	104	502,564
Transactions between segments	4,937	2,713	15	-7,665	0
Segment EBIT	-3,509	-6,796	1,730	-4,749	-13,324
Segment assets	Live Entertainment	Venues	Events	Eliminations, joint	Consolidated total
As of 30 June 2018	132,326	187,707	148,981	75,433	544,450
As of 30 June 2017	123,100	133,115	121,782	-12,996	365,001

## GEOGRAPHICAL INFORMATION PER SEGMENT

The Group's principal operation is delivering experiences in the form of shows, musicals, theatre, events, meetings and the sale of artistic performances. Sales in this regard are reported under the item Services. Programmes, souvenirs, printed matter, light refreshments and restaurant goods and services are sold in connection with this, and these sales can be found under the item Goods.

## Net sales per segment as of 30 June 2018, SEK 539,347 thousand

01/04/2018 - 30/06/2018 April-June	Live Entertainment	Venues	Events	Eliminations, joint	Consolida ted total
<i>Sweden</i>					
Services	48,918	14,458	125,606	-3,650	185,332
Goods	1,770	32,355	0		34,125
<i>Norway</i>					
Services	13,396	3,156	0		16,552
Goods	0	4,814	0		4,814
<i>Denmark</i>					
Services	0	2,518	0		2,518
Goods	0	19,116	0		19,116
<b>Total sales per segment</b>	<b>64,084</b>	<b>76,417</b>	<b>125,606</b>	<b>-3,650</b>	<b>262,457</b>

01/01/2018- 30/06/2018 Jan-June	Live Entertainment	Venues	Events	Eliminations, joint	Consolida ted total
<i>Sweden</i>					
Services	144,990	28,574	202,745	-6,781	369,528
Goods	4,455	72,100	0		76,555
<i>Norway</i>					
Services	25,176	9,085	0		34,261
Goods	0	13,465	0		13,465
<i>Denmark</i>					
Services	0	5,441	0		5,441
Goods	0	40,097	0		40,097
<b>Total sales per segment</b>	<b>174,621</b>	<b>168,762</b>	<b>202,745</b>	<b>-6,781</b>	<b>539,347</b>

In the interim report for the first quarter, Note 2 Segment information contained errors regarding transactions between segments and the segment's total revenues for 2018, which resulted in there appearing to be more transactions between segments than there actually were. However, the segments' revenues were correctly reported in each of the segments, and reported transactions with external customers were correct.

# PARENT COMPANY INCOME STATEMENT IN SUMMARY

SEK thousand	Note	2018	2017	2018	2017	Rolling	2017
		Apr-June	Apr-June	Jan-June	Jan-June	12 months	Full year
<b>Net sales</b>		<b>5,723</b>	<b>5,381</b>	<b>12,308</b>	<b>10,355</b>	<b>23,962</b>	<b>22,009</b>
<i>Operating expenses</i>							
Other external expenses		-4,840	-4,110	-10,184	-8,351	-20,772	-18,939
Payroll expenses		-3,216	-2,954	-6,262	-5,710	-11,235	-10,683
Amortisations & depreciations		-355	-381	-751	-709	-1,677	-1,635
		<b>-8,411</b>	<b>-7,445</b>	<b>-17,197</b>	<b>-14,770</b>	<b>-33,684</b>	<b>-31,257</b>
<b>Operating loss</b>		<b>-2,688</b>	<b>-2,064</b>	<b>-4,889</b>	<b>-4,415</b>	<b>-9,722</b>	<b>-9,248</b>
<i>Loss from financial items</i>							
Earnings from participations in associated companies		0	0	0	-1,000	0	-1,000
Interest income and similar items		610	298	699	514	1,744	1,559
Interest expenses and similar items		-3,546	-127	-4,828	-248	-5,151	-571
		<b>-2,936</b>	<b>171</b>	<b>-4,129</b>	<b>-734</b>	<b>-3,407</b>	<b>-12</b>
<b>Earnings after financial items</b>		<b>-5,624</b>	<b>-1,893</b>	<b>-9,018</b>	<b>-5,149</b>	<b>-13,129</b>	<b>-9,260</b>
Appropriations		0	0	0	0	5,517	5,517
<b>Loss before income tax</b>		<b>-5,624</b>	<b>-1,893</b>	<b>-9,018</b>	<b>-5,149</b>	<b>-7,612</b>	<b>-3,743</b>
Taxes		1,235	335	1,980	905	1,666	591
<b>Earnings for the period</b>		<b>-4,389</b>	<b>-1,558</b>	<b>-7,038</b>	<b>-4,244</b>	<b>-5,946</b>	<b>-3,152</b>
Attributable to the parent company's shareholders		-4,389	-1,558	-7,038	-4,244	-5,946	-3,152
<b>Total</b>		<b>-4,389</b>	<b>-1,558</b>	<b>-7,038</b>	<b>-4,244</b>	<b>-5,946</b>	<b>-3,152</b>

Earnings for the period correspond to comprehensive income for the parent company.

# PARENT COMPANY BALANCE SHEET

SEK thousand	2018 30 June	2017 30 June	SEK thousand	2018 30 June	2017 30 June
<b>ASSETS</b>			<b>EQUITY AND LIABILITIES</b>		
<b>Non-current assets</b>			<b>Equity</b>		
<i>Intangible fixed assets</i>			<i>Restricted equity</i>		
Other intangible assets	1,757	2,057	Share capital	7,212	7,212
<i>Property, plant and equipment</i>			Statutory reserve	19,632	19,632
Furnishings and equipment	1,549	1,036		<b>26,844</b>	<b>26,844</b>
<i>Financial assets</i>			<i>Non-restricted equity</i>		
Participations in Group companies	170,833	170,833	Other capital contributed	70,765	70,765
Participations in associated companies	4,956	4,956	Retained earnings including profit for the year	39,791	49,575
Deferred tax assets	7,514	5,862	Earnings for the period	-7,038	-4,244
<b>Total assets</b>	<b>186,609</b>	<b>184,744</b>		<b>103,518</b>	<b>116,096</b>
			<b>Total equity</b>	<b>130,362</b>	<b>142,940</b>
			<b>Non-current liabilities</b>		
Receivables from subsidiaries	91,867	29,883	Liabilities to credit institutions	179,854	0
Current receivables	4,064	2,518	<b>Total non-current liabilities</b>	<b>179,854</b>	<b>0</b>
Cash and cash equivalents	37,918	0	<b>Current liabilities</b>		
<b>Total current assets</b>	<b>133,849</b>	<b>32,401</b>	Liabilities to credit institutions	0	0
<b>TOTAL ASSETS</b>	<b>320,458</b>	<b>217,145</b>	Trade accounts payable	2,080	2,497
			Liabilities, Group companies	5,713	70,595
			Other liabilities	164	602
			Accrued expenses & prepaid income	2,285	511
			<b>Total current liabilities</b>	<b>10,242</b>	<b>74,205</b>
			<b>TOTAL EQUITY AND LIABILITIES</b>	<b>320,458</b>	<b>217,145</b>

# KEY INDICATORS, CALCULATIONS AND DEFINITIONS

## ALTERNATIVE KEY INDICATORS

In order to present the Group's operation in a fair manner, Moment Group uses a number of alternative key indicators not defined in IFRS or the Swedish Annual Accounts Act. The alternative key indicators that Moment Group uses are described in the statement below, which also includes definitions and how they are calculated. The key indicators used are unchanged from previous periods.

## DEFINITIONS

Alternative key indicators	Description	Purpose
Operating profit/loss (EBIT)	Operating profit/loss before financial items and tax.	Operating profit/loss provides a picture of total earnings generated by operational activities excluding financing activities.
EBITDA	Operating profit/loss excluding depreciations and impairment charges.	Shows earnings for operational activities before depreciations and impairment charges and is a measure of the operation's performance excluding financing activities.
Capital employed	Total assets less non-interest-bearing liabilities and non-interest-bearing appropriations including deferred tax liabilities.	The key indicator Capital employed shows the proportion of the company's assets financed by interest-bearing capital.
Pro rata sales	The translation of sales to equivalent sales shares such as profit shares in respect of joint projects. Contracts concerning joint projects vary – one party may own the entire sales but only a proportion of the profits or only report a profit share.	The key indicator shows sales based on the share included in the profit or loss, and thus provides fairer sales figures for the Group as they are not dependent on the equity interest in various projects.
Central eliminations	Refers to internal transactions and central invoicing.	Shows Group-internal transactions for elimination.
Average number of employees	Average number of full-time employees during the period.	The key indicator shows how many full-time positions carried out work during the period. The key indicator includes all forms of employment, but translated to full-time positions.
Equity/assets ratio	Equity as a percentage of total assets.	A traditional metric showing financial risk and long-term ability to pay.
Net indebtedness	Interest-bearing liabilities less cash and cash equivalents. According to this definition, negative net indebtedness means that cash and cash equivalents and other interest-bearing financial assets exceed interest-bearing liabilities and thus constitute a net receivable.	This key indicator shows the Group's total liability situation including cash and cash equivalents and shows whether the Group has more cash assets than liabilities.

Quick ratio	Current assets less inventory as a percentage of current liabilities.	The quick ratio indicates a company's short-term ability to pay. A quick ratio of 100 per cent or more means that current liabilities can be paid immediately. A quick ratio that is below 100 per cent where goods or work in progress cannot be used immediately, means that the company may need to dispose of long-term assets or raise loans to pay its current liabilities.
-------------	---	---

IFRS key indicators	Description	
Earnings per share before dilution	Earnings per share before dilution are calculated as earnings for the period divided by the average number of shares outstanding.	Earnings per share before dilution are calculated as earnings for the period divided by the average number of shares outstanding.
Earnings per share after dilution	Earnings per share after dilution are calculated as the earnings for the period divided by the average number of outstanding shares, adjusted by the weighted average number of outstanding shares for the dilution effect of all potential shares. Potential dilution occurs when the exercise price for issued share warrants is lower than the actual market price. Potential common shares give rise to dilution only if their conversion leads to lower earnings-per-share.	Earnings per share after dilution are calculated as the earnings for the period divided by the average number of outstanding shares, adjusted by the weighted average number of outstanding shares for the dilution effect of all potential shares. Potential dilution occurs when the exercise price for issued share warrants is lower than the actual market price. Potential common shares give rise to dilution only if their conversion leads to lower earnings-per-share.

## CALCULATING KEY INDICATORS

Key indicators are expressed as percentages (%) or multiples and are calculated based on the latest 12-month period.

Pro rata sales, SEK thousand	= Net sales - pro rata	1 060 109	-177 386	882 723
Operating margin, %	= $100 \times \frac{\text{EBIT}}{\text{Net sales}}$	25 170	1 060 109	2,4
Operating margin, pro rata, %	= $100 \times \frac{\text{EBIT}}{\text{Pro rata sales}}$	25 170	882 723	2,9
Return on equity, %	= $100 \times \frac{\text{Earnings for the period}}{\text{Average shareholders' equity}}$	14 951	120 048	12,5
Return on capital employed, %	= $100 \times \frac{\text{Earnings before income tax plus financial expenses}}{\text{Average capital employed}}$	25 375	209 535	12,1
Profit margin, %	= $100 \times \frac{\text{Profit/loss before income tax}}{\text{Net sales}}$	20 601	1 060 109	1,9
EBITDA, SEK thousand	= EBIT + Depreciations and impairments	25 170	16 890	42 060

## KEY INDICATORS BASED ON THE BALANCE SHEET AS OF 30 JUNE 2018

Net indebtedness/Net receivables*	= Interest-bearing liabilities less cash and cash equivalents and other interest bearing receivables	179 854	-72 733	107 121
Net indebtedness/EBITDA, SEK thousand	= $\frac{\text{Net indebtedness}}{\text{EBITDA}}$	107 121		2,55
Quick ratio, %	= $100 \times \frac{\text{Current assets excluding goods}}{\text{Current liabilities}}$	247 980		105,7
Equity/assets ratio, %	= $100 \times \frac{\text{Equity}}{\text{Total assets}}$	126 785		23,3
Debt/equity ratio	= $100 \times \frac{\text{Interest-bearing liabilities}}{\text{Equity}}$	179 854		141,9
Debt/equity ratio, net, %	= $100 \times \frac{\text{Net indebtedness}}{\text{Equity}}$	107 121		84,5
Equity per share, SEK	= $\frac{\text{Equity}}{\text{Total number of outstanding shares}}$	126 785		8,79

\*According to this definition, negative net indebtedness means that cash and cash equivalents and other interest-bearing financial assets exceed interest-bearing liabilities and thus constitute a net receivable.

## FINANCIAL TARGETS

### GROWTH TARGETS

Moment Group's target is an annual increase in sales by

# 10%

over the business cycle

The growth target is measured on a pro rata basis and is achieved through a combination of organic growth, acquisitions and revenue synergies.

### OPERATING MARGIN

Moment Group's target is for the EBIT margin to reach

# 6%

over the business cycle

Operating margin is measured on a pro rata basis and is created by developing each business area and is boosted by revenue and expense synergies within the Group, and by acquisitions.

### NET INDEBTEDNESS/ EBITDA

Moment Group's target is for net indebtedness/EBITDA on a rolling twelve month (RTM) basis to be lower than

# 3

Indebtedness must be chiefly related to acquisitions and kept at a level that preserves the Group's long-term credit rating.

### DIVIDEND POLICY

Moment Group has adopted a dividend policy under which dividends must amount to at least 30 per cent of the Group's profit after tax. Dividend payment presupposes that the financial position is adequate for operating activities and also for the Group's expansion plans to be carried out.

### MOMENT GROUP AB

Trädgårdsgatan 2  
SE 411 08 Gothenburg  
Telephone: +46 31 733 67 00  
Co. Reg. no: 556301-2730

### FUTURE INFORMATION PUBLICATION DATES

Interim Report Q3 2018 - 26 October 2018  
Year-end Report 2018 – 8 February 2019

### CONTACT FOR FURTHER INFORMATION

Pelle Mattisson, CEO/Group CEO  
+46 705 80 06 57  
pelle.mattisson@momentgroup.com

# MOMENT GROUP