



Fable Media Group adds major shareholder and strengthens the Board

Majority owner Frederik Cardel Falbe-Hansen has sold 10% of the shares in Fable Media Group AB (the “Company”) to Scandinavian Investment Group A/S. Its CEO, Michael Hove, has extensive experience from listed small-cap companies and will act as an advisor to the Company’s Board, with a focus on continued profitable growth and further strengthening the Company’s IR policies.

In late 2025, the Fable Media Group AB announced the introduction of a highly shareholder-friendly dividend policy under which 60–80% of the Company’s profits will, going forward, be distributed as quarterly dividends. On 20 February, a proposal for a new round of increased dividends was communicated.

The new dividend policy follows continued profitable operations in 2025, during which the Company also finalised the settlement of its earn-out obligation and successfully refinanced its bond loan.

Following these developments, the Company is now entering a new chapter by expanding its shareholder base and adding key competencies to its Board advisory capacity. Accordingly, the Company’s founder and majority shareholder, Frederik Cardel Falbe-Hansen, has sold 10% of the shares in Fable Media Group AB to the Danish listed company Scandinavian Investment Group A/S (“SIG”). SIG is known as a value-creating and active shareholder, primarily in Nordic small-cap companies.

The sale was made through the holding company Frederik Falbe-Hansen Holding ApS (“FFHH”). Prior to the transaction, FFHH held approximately 67% of the shares in the Company, whereas following completion it holds approximately 57%. SIG owns 10% of the shares in the Company after the transaction and had no prior holding.

In addition to becoming a shareholder, SIG’s CEO, Michael Hove, will be affiliated with the Company’s Board as an advisor, with a particular focus on ensuring continued profitable growth and further professionalising the Company’s IR policy, with the aim of expanding the shareholder base.

Founder and majority shareholder Frederik Cardel Falbe-Hansen comments:

“I am proud of the development our Company has undergone over the past four years as a listed company, and that our new dividend strategy has enabled us to attract a recognised listed company as a new major shareholder. I am also very pleased that SIG’s CEO, Michael Hove, will join as an advisor to our Board effective today. Michael Hove has a strong track record of both executing turnarounds and driving growth and value creation in listed small-cap companies, as well as strengthening companies’ IR profiles. This aligns perfectly with the stage Fable Media Group has now reached.”

CEO of Scandinavian Investment Group, Michael Hove, comments:

“I have followed Fable Media Group’s development and key metrics for some time and have been highly impressed by the Company’s long-standing ‘best-in-class’ performance across several key measurable industry parameters. The Company has a lean and experienced management team that has delivered strong performance over several years. Combined with the successful refinancing and the newly launched dividend programme, we view the Company as a very attractive investment at current levels. I also look forward to contributing as an advisor to the Company’s continued development, drawing on my many years of experience in the Danish small-cap market to support continued profitable growth and value creation for shareholders.”

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Fable Media Group AB

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Fable Media Group AB invests in lead generation businesses. The company is listed on Spotlight Stock Market in Stockholm.