

# INTERIM REPORT

2021

August 19th 2021



This is a translated version of the Swedish original, in case of deviations is the Swedish version considered to be the one to apply.

## Acquisition of Every Padel, high sales growth and record-high result

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### Summary of the second quarter 2021

- Net sales\*: 58,1 mkr (17,8 mkr)
- EBITDA: 16,4 mkr (-0,8 mkr)
- EBIT: 7,5 mkr (-1,7 mkr)
- Profit after tax: 4,1 mkr (-2,2 mkr)
- Earnings per share: 0,33 kr (-0,49 kr)
- Cashflow from operating activities: 3,9 mkr (6,2 mkr)

\* including acquired sales through Trav og Galoppnyt SEK 5 million and Every Padel SEK 27.5 million

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### Summary of the first half year 2021

- Net sales\*: 83,6 mkr (38,6 mkr)
- EBITDA: 18,0 mkr (0,0 mkr)
- EBIT: 7,8 mkr (-1,9 mkr)
- Profit after tax: 4,6 mkr (-2,6 mkr)
- Earnings per share: 0,41 kr (-0,57 kr)
- Cashflow from operating activities: 5,8 mkr (7,6 mkr)

\* including acquired sales through Trav og Galoppnyt SEK 6,4 million and Every Padel SEK 27.5 million

### CEO, Hannes Andersson, comments:

I am very pleased with the development of EverySport Media Group (ESMG) during the second quarter. We report higher net sales than ever, SEK 58.1 million (SEK 17.8 million), a record high result, and the group has made important acquisitions at the same time as major strategic steps have been taken.

During March / April, 50% of Every Padel was acquired and in July this was followed by the acquisition of the remaining 50% from the real estate company Klövern (Corem). Through the acquisition of Every Padel, the group has established two business areas: EverySport Media and Every Padel. EverySport Media owns and develops digital platforms and services in sports and within Every Padel, operations are conducted within the fast-growing sport of padel. The group's strategic position has thus been broadened and strengthened, and we feel that the new structure creates great conditions for an exciting development.

Net sales during the second quarter amounted to SEK 58.1 million (SEK 17.8 million), of which SEK 32.5 million consisted of acquired sales in Every Padel and our Norwegian company TGN. The group grew organically during the second quarter by 44%, which is gratifying. EBITDA during the quarter amounted to SEK 16.4 million (-0.8 million). The large improvement compared with the same period last year is explained, among other things, by the fact that a large part of Every Padel's costs are reported as depreciation in accordance with IFRS. EBIT for the group amounted to SEK 7.5 million (SEK -1.7 million). The result was positively affected by non-recurring revenues of SEK 3.0 million within Every Padel and negatively by non-recurring costs of SEK -1.0 million within EverySport Media.

During the second quarter, net sales within Every Padel amounted to SEK 27.5 million and within EverySport Media, net sales amounted to SEK 30.7 million. Every Padel continues to grow both organically and through acquisitions, and at the end of the quarter two acquisitions were made: Padel Panorama in Jönköping (one of the world's largest padel facilities) and Västerås Padel Arena in Västerås.

In EverySport Media, both B2B and B2C revenues grew compared with the same quarter last year. B2B revenues amounted to SEK 19.8 million (SEK 12.0 million) and B2C revenues amounted to SEK 10.9 million (SEK 5.8 million). Eliteprospect's positive development continues where the number of paying subscribers at the end of June exceeded 10,300.

As we now enter the second half of the year, we see a growing B2C business and a padel business that continues to deliver good growth and margins. The pandemic has brought restrictions that continue to affect the sports world, but we are now gradually seeing reliefs that affects both athletes and fans positively. Every Padel, on the other hand, has experienced increased demand during the pandemic, which we expect to return to slightly lower levels as restrictions are eased. But even though some uncertainty still awaits, we are optimistic about both our media and padel operations.

In summary, we are very satisfied with the high activity during the first half of the year and how the group continues to develop. EverySport Media Group's position has been strengthened both strategically and financially and this creates good conditions for an exciting future.

## Significant events during and after the end of the period

On April 1st, 50% of the shares in Klövern Padel AB was taken in control according to the previously announced acquisition, which has since then changed its name to Every Padel i Sverige AB. After the end of the period, July 15, 2021, it was announced that the remaining 50% of the shares in Every Padel have been acquired for a purchase price of SEK 28.2 million from Dagon Sverige AB (subsidiary of Corem Property Group AB). The payment consisted of 639,424 newly issued shares in EverySport Media Group AB at an average price of SEK 44.08. The total purchase price for the acquisition of 100% of the shares in Every Padel i Sverige AB thus amounted to SEK 52.45 million.

In May, the Annual General Meeting was held where Mernosh Saatchi was elected as a new board member. Göran af Klercker and Charlotte Gustavsson declined re-election. The board now consists of Paul Fischbein (chairman), Johan Ejermark, Michael Hansen, Mernosh Saatchi and Carl Gyllfors. According to a resolution at the Annual General Meeting, the Articles of Association were also changed when the possibility of issuing shares of various series was removed. The company's existing A shares are now referred to as ordinary shares under the name EverySport. The voting rights were also changed from 10 votes per share to 1 vote per share.

In June, two acquisitions were communicated through the subsidiary Every Padel i Sverige AB. 100% of the shares in the companies Padel Panorama AB and Västerås Padel Arena AB, were acquired with effect from 1 July 2021. Through the acquisitions of Padel Panorama AB and Västerås Padel Arena AB, the subsidiary Every Padel i Sverige AB establishes itself as one of the leading players in the Swedish the paddle market.

## Net Sales, earnings and financial position during the period

### Net Sales

Net sales for the second quarter amounted to SEK 58,1 million (SEK 17,8 million). An increase of 225,5 % compared with the same quarter last year.

Organic growth compared with the same quarter last year amounted to SEK 7.8 million (44%). Acquired growth from Every Padel amounted to SEK 27.5 million and from the Norwegian company Trav och Galopp Nytt (TGN) SEK 5.0 million.

#### B2B

The B2B segment amounts to SEK 24.5 million and had during the second quarter a total growth of SEK 12.5 million (104%) compared with the same period last year. Organic growth in the B2B segment accounts for SEK 7.0 million (58%) of total growth. The increase is due to a number of new production assignments and a strengthened advertising market compared with the same quarter last year, which to a greater extent was affected by the covid-19 pandemic. The advertising market was the type of revenue that had the clearest negative impact at the start of the pandemic, but has gradually recovered. Acquired sales in the B2B segment are divided between SEK 0.7 million from TGN and SEK 4.7 million from Every Padel.

#### B2C

The B2C segment amounting to SEK 33.6 million had a total growth of SEK 27.8 million (+ 480%) during the second quarter compared with the same period last year. Most of the growth is acquired, a total of SEK 27 million, where Every Padel accounts for SEK 22.7 million (+ 392%) and TGN for SEK 4.3 million (+ 74%).

Organic growth in the segment amounted to SEK 0.8 million (14%). Subscription revenues have continued to increase compared with the same quarter last year, which is in line with the company's strategy to build a stronger base of recurring revenues. Elite Prospects is still responsible for most of the increase in subscription revenues, and at the end of the period 10,300 paying subscribers was exceeded.

### EBITDA and EBIT

EBITDA for the second quarter amounted to SEK 16,4 million (SEK -0,8 million). An increase of 2163 % compared to the same quarter last year.

The comparative figure from the same period last year was strongly influenced by the covid-19 pandemic, where revenues were lower and cost saving actions were implemented. Among other things, ESMG received support for short-term layoffs, which resulted in lower personnel costs. EBITDA of EverySport Media amounts to SEK 1.2 million for the quarter. However, there are comparatively disruptive cost items of approximately SEK 1 million which, among other things, are attributable to acquisition-related costs during the quarter. The major part of the increase in EBITDA is related to the acquired business Every Padel and amounts to SEK 15.2 million. It is noteworthy that central costs for the Group during the second quarter as a whole are distributed to EverySport Media, which will most likely be adjusted going forward.

EBIT for the second quarter amounted to SEK 7,5 million (SEK -1,7 million). An increase of 539 % compared to the same quarter last year.

EBIT during the second quarter of 2021 is affected by depreciation and write-downs of SEK -8.9 million (SEK -0.9 million). The increase in depreciation and write-downs is largely linked to the depreciation of leases and leasing contracts within Every Padel. Every Padel accounts for SEK 7.4 million of the total EBIT result for the quarter. There is also a positive non-recurring effect of SEK 3 million within Every Padel. Eliminated for non-recurring items in both Every Padel and EverySport Media, EBIT amounted to SEK 5.5 million for the second quarter.

Capitalized work on own account during the quarter amounts to SEK 0,5 mkr (0,0 mkr).

## Financial position

At the end of the period, EverySport Media Group AB (publ.) has equity of SEK 74,0 million (SEK 19,5 million) and an equity ratio of 29% (34%)

Cash and cash equivalents at the end of the period were SEK 10,8 million (SEK 8,2 million).

As Every Padel i Sverige AB is controlled by EverySport Media Group, the entire cash flow from that business is included in the consolidated figures for EverySport Media Group.

Under the section "Investment activities", Acquisition of subsidiary is positive hence the majority of the purchase price has been paid through shares. The positive effect comes from the fact that the cash that Every Padel in Sweden had at the time of the acquisition exceeded the cash part (SEK 3 million) of the purchase price.

In addition to cash and cash equivalents, EverySport Media Group has access to additional banking facilities that strengthen the financial position

## Share and shareholders

As of the date on 30th of June, 2020, 5 450 339 shares were issued. All shares have equal rights to the company's profit and assets.

Decision has, through the extraordinary general meeting of 2018-01-16, been established to adopt a long-term incentive program based on warrants for the CEO, other senior executives and other employees of EverySport Media Group in accordance with the Board's proposal. The program is divided into two different series with two different maturities (Series 2021/2023 and Series 2021/2024, respectively). In Series 2021/2023 and Series 2021/2024, respectively, each warrant gives the right to subscribe for a new share in EverySport Media Group during the period from March 18th 2023 to June 13th 2023 and from March 18th 2024 to June 13th 2024. A total of 156,176 warrants have been subscribed, 78,088 in each program, which in the event of full future exercise of warrants would lead to a dilution of 156,176 shares.

Through the new issue of shares that was carried out in connection with the acquisition of the last 50% of the shares in Every Padel after the end of the period, the number of shares increased by a further 639,425. At the time of publication of this report, the company thus has 6,089,764 issued shares.

The key figure Earnings per share does not include these recently issued 639,425 shares and only 50% of the earnings within Every Padel are included as EverySport Media Group only owned 50% of the shares of Every Padel at the balance sheet date. For the next report, these shares will be included and 100% of the earnings in Every Padel will be included in the key ratio earnings per share.

At the end of the quarter, EverySport Media Group AB had 1644 (773) shareholders.

## Employees

The average number of full-time equivalents during the quarter was 118 (47).

The large increase compared with the same quarter last year is due to acquisitions of companies where employees on time corresponded to full-time equivalents totaling 40, divided into 17 in the Norwegian company and 23 in Every Padel.

A further explanation for the increase in staff compared with the same quarter last year is that 36 employees were on short-term leave, supported by Swedish government due to the pandemic, during most of the second quarter of 2020 and only worked 40%. Adjusted for that effect in the comparative figure from the previous year and additional staff through acquisitions, the workforce has increased by about 10 full-time equivalents compared with the same period last year.

## Accounting principles

This interim report covers the Swedish parent company EverySport Media Group AB (publ), corporate identity number 556739-8143, and its subsidiaries. EverySport Media Group (ESMG) is a group operating in sports. ESMG is divided into two business areas: EverySport Media and Every Padel. EverySport Media owns and develops digital platforms and services in sports, and within the Every Padel business area, operations are conducted within the fast-growing sport of padel. The group has a total of about 160 employees. The head office is located in Stockholm and the company also has offices in Norway and the USA. The group is listed on the Spotlight Stock Market (EVERY).

The interim report for the Group has been prepared in accordance with International Reporting Standards (IFRS) as adopted by the EU. The interim report complies with IAS 34 Interim Financial Reporting and applicable parts of the Annual Accounts Act (1995:1554) (ÅRL) and RFR 1.

The interim report regarding the parent company has been prepared in accordance with the Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board.

## Consolidated financial statements

Subsidiaries are all the companies over which the Group has a controlling influence. The Group controls a company when it is exposed to or has the right to a variable return from its holding in the company and has the opportunity to influence the return through its influence in the company. Subsidiaries are included in the consolidated financial statements from the date on which the controlling influence is transferred to the Group. They are excluded from the consolidated financial statements from the date on which the controlling influence ceases.

On April 1, 2021, 50% of the shares in the subsidiary Every Padel i Sverige AB (formerly Klövern Padel) were acquired. Both the ownership of shares and the votes in the company amount to 50%, but through agreements, EverySport Media Group has the right to appoint 50% of the board and the chairman of the board who has the casting vote. EverySport Media Group has therefore made the assessment that it has a controlling influence in Every Padel i Sverige AB, despite the fact that 50% of the votes and 50% of the capital are held. Full consolidation of the figures from the subsidiary Every Padel i Sverige AB therefore takes place in the consolidated accounts of EverySport Media Group, but the group only has ownership of 50% during the quarter. As of July 15, 2021, when the remaining 50% was acquired, the ownership is 100%.

## Riskas and uncertainties

The Group is exposed to a number of significant risks and uncertainties. These factors include prevailing economic conditions in each of the Group's markets. Risks include:

- Regulatory and political risks attributable to changes in laws and regulations in each market in which the Group operates.
- Exposure to exchange rate fluctuations
- Emergence of new technology and competitors
- Commercial risks attributable to expansion into new markets

The Covid-19 pandemic continues to be an uncertainty and risk for the Group's operations and employees. Although most sporting events today can be carried out and the daily operation can be carried out remotely for most part, the company closely follows the development of new guidelines from authorities to be prepared about what new restrictions may mean for the business and the employees.

## Audit

This report has not been reviewed by auditors.

## Further reporting dates

The quarterly report for the period July - September 2021 will be published on the 18th of November 2021.

The quarterly reports for EverySport Media Group are published in the company's website [www.esmg.se](http://www.esmg.se)

Interim Report July - Sep 2021: 18th of November 2021 (new date)

Year end report 2021: 17th of February 2022

Stockholm 2021-08-19

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CEO

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CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (kr) INCOME (kr)	APR - JUN 2021	APR - JUN 2020	JAN - JUN 2021	JAN - JUN 2020	JAN - DEC 2020
Net sales	58 128 980	17 836 312	83 571 576	38 591 621	82 336 192
Own work capitalized	484 897	0	484 897	943 659	1 636 595
Other operating income	173 422	112 989	233 217	127 052	708 333
<b>Operating expenses</b>					
Variable operating costs	-8 450 391	-1 699 966	-11 110 255	-4 069 117	-8 646 721
Other external expenses	-16 026 506	-9 101 580	-24 526 670	-17 207 049	-32 152 960
Personnel costs	-17 922 314	-7 942 280	-30 661 654	-18 377 685	-39 068 853
<b>EBITDA</b>	<b>16 388 089</b>	<b>-794 525</b>	<b>17 991 111</b>	<b>8 482</b>	<b>4 812 585</b>
Depreciation and impairments	-8 861 232	-920 812	-10 161 246	-1 869 366	-3 934 912
<b>EBIT</b>	<b>7 526 857</b>	<b>-1 715 336</b>	<b>7 829 865</b>	<b>-1 860 884</b>	<b>877 673</b>
<b>Financial income and expenses</b>					
Profit from participations in associated	0	-126 174	0	-139 205	-139 205
Interest income and similar income	15 982	-1 620	32 256	15 313	9 519
Interest expense and similar expenses	-1 446 726	-132 846	-1 219 112	-375 314	-688 891
Profit from subsidiaries	0	0	0	0	0
Taxes	-2 042 458	-247 789	-2 040 174	-232 832	667 981
<b>Profit/loss for the period</b>	<b>4 053 654</b>	<b>-2 223 766</b>	<b>4 602 836</b>	<b>-2 592 922</b>	<b>727 077</b>
The Parent Company's share of profit for the	1 550 717	-2 221 809	2 098 498	-2 582 833	720 589
Minority's share of profit for the year	2 502 937	-1 957	2 504 308	-10 089	6 488
<b>Other comprehensive results</b>					
Exchange rate differences	228 646	-173 102	134 486	-350 388	-665 832
<b>Total comprehensive income for the period</b>	<b>4 282 300</b>	<b>-2 396 868</b>	<b>4 737 322</b>	<b>-2 943 310</b>	<b>61 245</b>
The Parent Company's share of profit for the	1 779 363	-2 394 911	2 233 014	-2 933 221	-672 320
Minority's share of profit for the year	2 502 937	-1 957	2 504 308	-10 089	6 488
Earnings per share	0,33	-0,49	0,41	-0,57	0,16
Number of shares at the end of the period	5 450 339	4 542 496	5 450 339	4 542 496	4 542 496

CONSOLIDATED BALANCE SHEET	2021-06-30	2020-06-30	2020-12-31
Own work capitalized	8 135 686	5 489 378	5 229 875
Trademarks	1 639 006	388 338	317 732
Goodwill	75 819 099	28 047 184	28 038 219
Equipment, tools, fixtures and fittings	365 109	244 905	214 867
Right-of-use assets	122 992 816	1 499 727	5 031 447
Shares in associated companies	0	0	0
Deferred tax asset	5 113 286	2 103 066	4 511 609
Other long-term receivables	45 442	8 944	4 442
<b>Total fixed assets</b>	<b>214 110 444</b>	<b>37 781 542</b>	<b>43 348 191</b>
<b>Current receivables</b>			
Trade and other receivables	10 191 399	7 105 414	7 533 624
Current tax assets	41 556	0	31 002
Other current receivables	2 217 741	787 452	1 276 012
Prepaid expenses and accrued income	14 272 192	4 274 236	4 890 644
<b>Total current receivables</b>	<b>26 722 888</b>	<b>12 167 102</b>	<b>13 731 283</b>
Cash and cash equivalent	10 839 332	8 238 070	10 377 246
<b>TOTAL ASSETS</b>	<b>251 672 664</b>	<b>58 186 714</b>	<b>67 456 720</b>
<b>Equity</b>			
Share capital	5 450 339	4 542 496	4 542 496
Reserves	-629 122	-448 489	-763 853
Retained earnings, incl profit/loss for the period	42 412 060	15 399 400	18 710 866
<b>Shareholders' equity attributable to the parent company's equity</b>	<b>47 233 277</b>	<b>19 493 408</b>	<b>22 489 510</b>
Non controlling interest	26 811 091	40 206	56 783
<b>Total equity</b>	<b>74 044 368</b>	<b>19 533 616</b>	<b>22 546 293</b>
<b>Long-term liabilities</b>			
Deferred tax liabilities	494 523	79 362	503 776
Other liabilities to credit institutions	5 085 487	1 750 005	4 774 234
Other long-term liabilities	4 848 436	5 173 916	4 848 436
Long-term lease liabilities	95 127 089	174 645	3 744 195
<b>Total long-term liabilities</b>	<b>105 555 536</b>	<b>7 177 927</b>	<b>13 870 641</b>
<b>Current liabilities</b>			
Checking account	0	0	0
Other liabilities to credit institutions	1 000 000	1 000 000	1 000 000
Trade and other payables	11 742 506	3 075 177	4 268 764
Current tax liabilities	4 150 689	4 556 934	639 890
Other current liabilities	5 468 380	4 424 504	8 964 482
Short-term lease liabilities	31 439 209	17 067 947	1 425 643
Accrued expenses and prepaid income	19 788 096	1 350 609	14 741 008
<b>Total current liabilities</b>	<b>73 588 880</b>	<b>31 475 172</b>	<b>31 039 786</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>253 188 784</b>	<b>58 186 715</b>	<b>67 456 720</b>

<b>CONSOLIDATED CASH FLOW STATEMENT</b>		<b>APR - JUN 2021</b>	<b>APR - JUN 2021</b>	<b>JAN - DEC 2020</b>		
<b>Cash flow from operating activities</b>						
Profit/loss after financial items		6 096 113	6 642 981	59 096		
Adjustments for items not effecting cashflow		8 861 232	9 630 475	3 685 823		
Income tax paid		-113 651	-120 620	-760 516		
<b>Cash flow from operating activities before change in working capital</b>		<b>14 843 694</b>	<b>16 152 836</b>	<b>2 984 403</b>		
<b>Cash flow before changes in working capital</b>						
Increase (-)/Decrease (+) of short-term receivables		-7 045 712	-10 358 345	-1 687 454		
Increase (-)/Decrease (+) of short-term liabilities		-3 901 807	41 089	7 746 559		
<b>Cash flow from operating activities</b>		<b>3 896 175</b>	<b>5 835 580</b>	<b>9 043 508</b>		
<b>Cash flow from investing activities</b>						
Acquisition of intangible fixed assets		-487 112	-6 559 294	-1 356 567		
Acquisition of tangible fixed assets		0	-282 773	0		
Acquisition of subsidiary, after deduction of cash and cash equivalent		6 263 389	6 263 389	0		
Divestment of subsidiaries/associated companies		0	0	0		
<b>Cash flow from investing activities</b>		<b>5 776 277</b>	<b>-578 678</b>	<b>-1 356 567</b>		
<b>Cash flow from financing activities</b>						
Warrants		319 379	319 379	0		
New loans		1 235 605	1 235 605	3 500 000		
Amortized loans		-797 460	-957 677	-1 971 549		
Amortized leasing liabilities		-4 818 894	-5 392 123	-1 814 953		
<b>Cash flow from investing activities</b>		<b>-4 061 370</b>	<b>-4 794 816</b>	<b>-286 502</b>		
<b>Cash flow for the period</b>		<b>5 611 082</b>	<b>462 086</b>	<b>7 400 439</b>		
<b>Opening cash and cash equivalents</b>		5 228 250	10 377 246	2 976 807		
<b>Closing cash and cash equivalents</b>		10 839 332	10 839 332	10 377 246		
<b>CONSOLIDATED STATEMENT OF CHANGE IN EQUITY</b>						
	<b>Share capital</b>	<b>Other contributed capital</b>	<b>Reserves</b>	<b>Retained earnings</b>	<b>Minority interest</b>	<b>Total equity</b>
<b>Opening balance 2020.01.01</b>	<b>4 542 496</b>	<b>68 959 715</b>	<b>-98 104</b>	<b>-50 959 145</b>	<b>50 295</b>	<b>22 495 257</b>
Profit/loss for the period				720 588	6 488	<b>727 076</b>
Exchange rate differences			-665 832			<b>-665 832</b>
<b>Comprehensive income</b>			<b>-665 832</b>	<b>720 588</b>	<b>6 488</b>	<b>61 246</b>
<b>Transactions with shareholders</b>						<b>0</b>
Warrants						<b>0</b>
<b>Closing balance 2020.12.31</b>	<b>4 542 496</b>	<b>68 959 715</b>	<b>-774 058</b>	<b>-50 238 557</b>	<b>56 783</b>	<b>22 546 291</b>
<b>Opening balance 2021.01.01</b>	<b>4 542 496</b>	<b>68 959 715</b>	<b>-774 058</b>	<b>-50 238 557</b>	<b>56 783</b>	<b>22 546 379</b>
Changes in Group structure					24 250 000	<b>24 250 000</b>
Profit/loss for the period				1 675 874	2 504 309	<b>4 180 183</b>
Exchange rate differences			144 936			<b>144 936</b>
<b>Comprehensive income</b>			<b>144 936</b>	<b>1 675 874</b>	<b>26 754 309</b>	<b>28 575 119</b>
<b>Transactions with shareholders</b>						
New share issue	907 843	21 583 057				
Warrants		431 971				
<b>Closing balance 2021.06.30</b>	<b>5 450 339</b>	<b>90 974 743</b>	<b>-629 122</b>	<b>-48 562 683</b>	<b>26 811 092</b>	<b>74 044 368</b>

**Definition key figures:****Profit Margin**

Operating profit after financial income and expenses in relation to net sales.

**Equity ratio**

Equity in % of total off balance sheet.

**Cash liquidity**

Current assets in % of current liabilities

**Earnings per share**

Profit for the period divided by the number of outstanding shares

**EBITDA**

Earning before Interest, taxes, depreciation and amortization

**EBIT**

Earnings before interest and taxes

KEY FIGURES	APR - JUN 2021	APR - JUN 2020	JAN - DEC 2020
Profit margin %	10 %	-11 %	0 %
Equity ratio	29 %	34 %	41 %
Cash liquidity %	15 %	35 %	36 %
Number of shares	5 450 339	4 542 496	4 542 496
Earnings per share	0,33	-0,49	1,40
EBITDA	16 388 089	-794 525	4 812 584
EBIT	7 526 857	-1 715 336	877 672

PARENT COMPANY'S INCOME STATEMENT	APR - JUN 2021	APR - JUN 2020	JAN - JUN 2021	JAN - DEC 2020
Net sales	5 396 154	4 702 220	10 492 583	17 290 130
Own work capitalized	484 897	0	484 897	0
Other operating income	-3 400	6 640	-6 071	34 104
<b>Operating expenses</b>				
Variable operating costs	-255 589	-893 882	-562 408	-2 965 621
Other external expenses	-4 745 191	-1 646 814	-8 173 364	-11 116 328
Personnel costs	-2 920 094	-1 537 752	-5 571 295	-8 030 630
<b>EBITDA</b>	<b>-2 043 222</b>	<b>630 411</b>	<b>-3 335 658</b>	<b>-4 788 344</b>
Depreciation and impairments	-25 819	-4 413	-30 232	-17 652
<b>EBIT</b>	<b>-2 069 041</b>	<b>625 998</b>	<b>-3 365 890</b>	<b>-4 805 997</b>
<b>Financial income and expenses</b>				
Profit from participations in associated companies	0	-298 871	0	-139 205
Other interest income and similar	143 854	146 043	246 395	453 042
Other interest expenses and similar	-324 273	-209 120	-560 408	-854 817
Profit from subsidiaries	0	0	0	0
Group contributions	0	-256 000	0	-256 000
Tax on years profit	0	0	0	1 896 412
Deferred tax	0	0	0	0
<b>Profit/loss for the period</b>	<b>-2 249 461</b>	<b>8 049</b>	<b>-3 679 902</b>	<b>-3 706 565</b>

<b>PARENT COMPANY'S BALANCE SHEET</b>	<b>2021-06-30</b>	<b>2020-06-30</b>	<b>2020-12-31</b>
Own work capitalized	462 363	0	0
Equipment, tolls. Fixtures and fittings	36 135	52 659	43 833
Shares in Group companies	66 121 396	66 091 605	66 091 605
Shares in associated companies	24 250 000	0	0
Deferred tax asset	2 811 128	914 716	2 811 128
Other long term receivables	4 442	4 442	4 442
<b>Total fixed assets</b>	<b>93 685 464</b>	<b>67 063 422</b>	<b>68 951 008</b>
<b>Current receivables</b>			
Trade and other receivables	5 984 798	65 659	0
Receivables with Group companies	9 948 616	16 622 826	14 105 229
Current tax assets	786	-1 029 834	478 074
Other current receivables	2 097 909	1 404 701	1 013 549
Prepaid expenses and accrued income	0	0	0
<b>Total current receivables</b>	<b>18 032 109</b>	<b>17 063 351</b>	<b>15 596 852</b>
Cash and cash equivalent	3 980	178 197	95 113
<b>TOTAL ASSETS</b>	<b>111 721 553</b>	<b>84 304 970</b>	<b>84 642 973</b>
<b>Equity</b>			
Share capital	5 450 339	4 542 496	4 542 496
Other contributed capital	90 974 744	68 959 716	68 959 716
Retained earnings, incl profit/loss for the period	-25 409 988	-19 553 328	-21 730 086
<b>Shareholders' equity attributable to the parent company's</b>	<b>71 015 094</b>	<b>53 948 884</b>	<b>51 772 126</b>
Non controlling interest	0	0	0
<b>Total equity</b>	<b>71 015 094</b>	<b>53 948 884</b>	<b>51 772 126</b>
<b>Long-term liabilities</b>			
Other liabilities to credit institutions	835 492	1 750 005	1 250 007
<b>Total long-term liabilities</b>	<b>835 492</b>	<b>1 750 005</b>	<b>1 250 007</b>
<b>Current liabilities</b>			
Checking account	0	0	0
Other liabilities to credit institutions	1 000 000	1 000 000	1 000 000
Trade and other payables	2 045 274	1 275 602	1 659 833
Debt to other group companies	30 886 514	24 041 370	26 106 846
Current tax liabilities	-72 897	-147 293	-45 642
Other current liabilities	3 952 988	783 747	1 089 603
Accrued expenses and prepaid income	2 059 087	1 652 654	1 810 197
<b>Total current liabilities</b>	<b>39 870 965</b>	<b>28 606 080</b>	<b>31 620 837</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>111 721 553</b>	<b>84 304 970</b>	<b>84 642 973</b>

## NOTES TO THE INTERIM REPORT

**Note 1 Accounting principles**

This interim report covers the Swedish parent company EverySport Media Group AB (publ), corporate identity number 556739-8143, and its subsidiaries. EverySport Media Group (ESMG) is a group operating in sports. ESMG is divided into two business areas: EverySport Media and Every Padel. EverySport Media owns and develops digital platforms and services in sports, and within the Every Padel business area, operations are conducted within the fast-growing sport of padel. The group has a total of about 160 employees. The head office is located in Stockholm and the company also has offices in Norway and the USA. The group is listed on the Spotlight Stock Market (EVERY).

The interim report for the Group has been prepared in accordance with International Reporting Standards (IFRS) as adopted by the EU. The interim report complies with IAS 34 Interim Financial Reporting and applicable parts of the Annual Accounts Act (1995:1554) (ÅRL) and RFR 1.

The interim report regarding the parent company has been prepared in accordance with the Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board.

**Consolidated financial statements**

Subsidiaries are all the companies over which the Group has a controlling influence. The Group controls a company when it is exposed to or has the right to a variable return from its holding in the company and has the opportunity to influence the return through its influence in the company. Subsidiaries are included in the consolidated financial statements from the date on which the controlling influence is transferred to the Group. They are excluded from the consolidated financial statements from the date on which the controlling influence ceases.

On April 1, 2021, 50% of the shares in the subsidiary Every Padel i Sverige AB (formerly Klövern Padel) were acquired. Both the ownership of shares and the votes in the company amount to 50%, but through agreements, EverySport Media Group has the right to appoint 50% of the board and the chairman of the board who has the casting vote. EverySport Media Group has therefore made the assessment that it has a controlling influence in Every Padel i Sverige AB, despite the fact that 50% of the votes and 50% of the capital are held. Full consolidation of the figures from the subsidiary Every Padel i Sverige AB therefore takes place in the consolidated accounts of EverySport Media Group, but the group only has ownership of 50% during the quarter. As of July 15, 2021, when the remaining 50% was acquired, the ownership is 100%.

**Note 2 Segment Reporting – Distribution of net sales**

	APR - JUN 2021	APR - JUN 2020	JAN - DEC 2020
B2B	24 533 777	12 039 081	54 394 083
B2C	33 595 203	5 797 230	27 942 107
<b>Total</b>	<b>58 128 980</b>	<b>17 836 311</b>	<b>82 336 190</b>