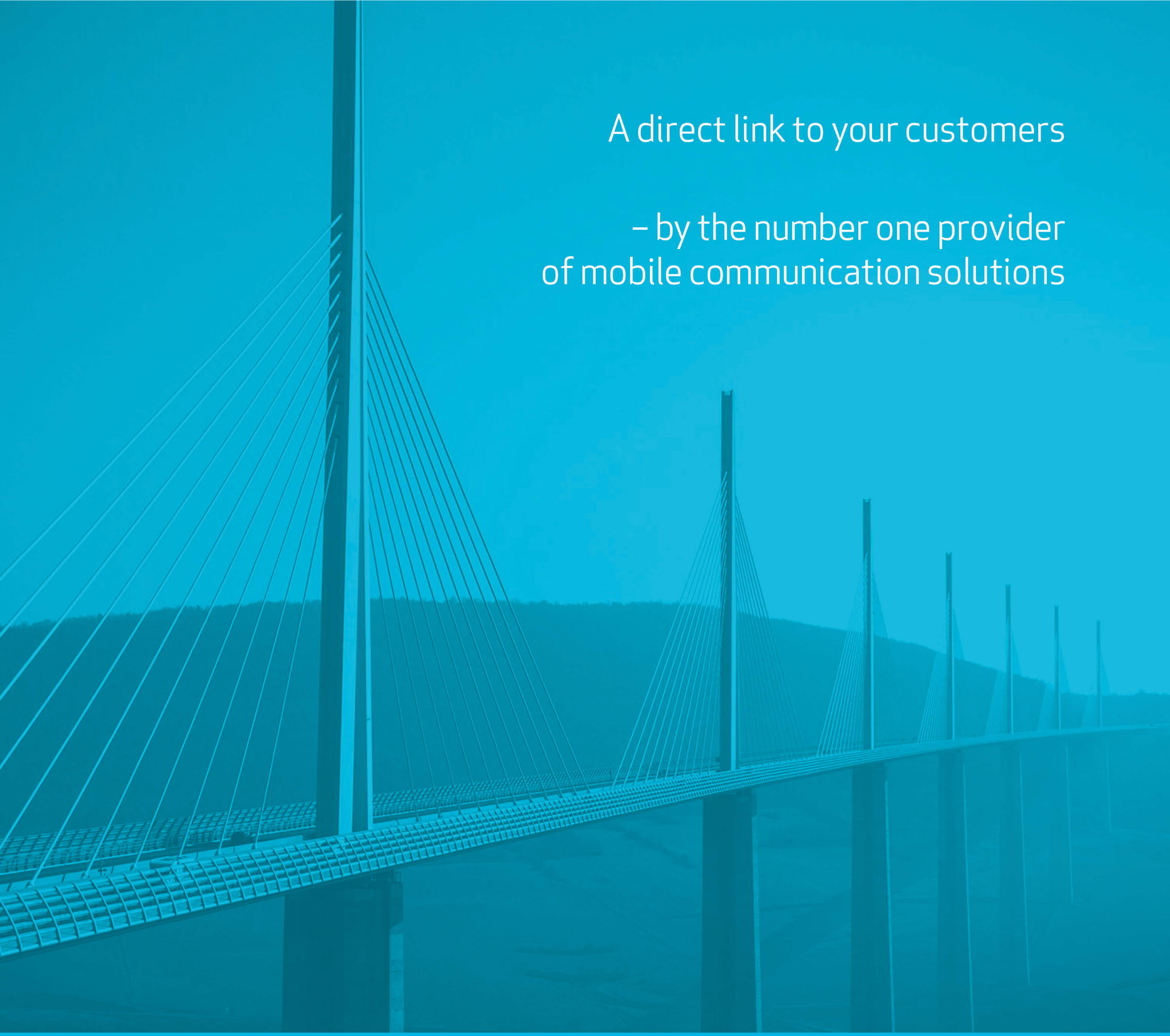
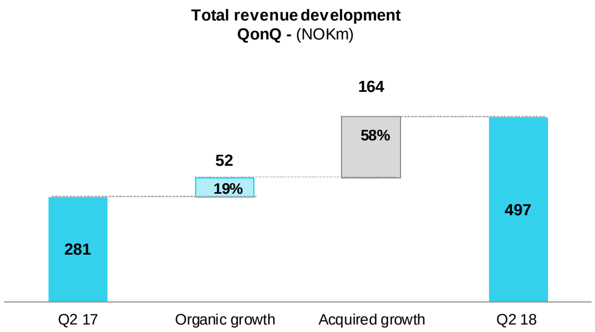


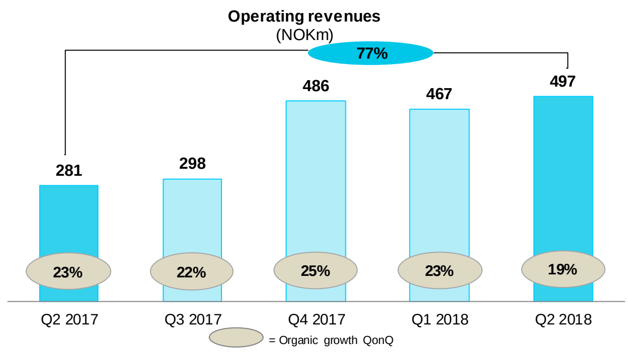
LINK Mobility Group ASA
Financial Results
Second quarter 2018

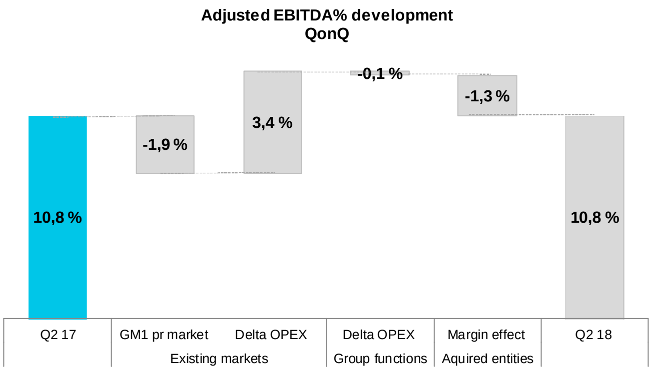
link mobility

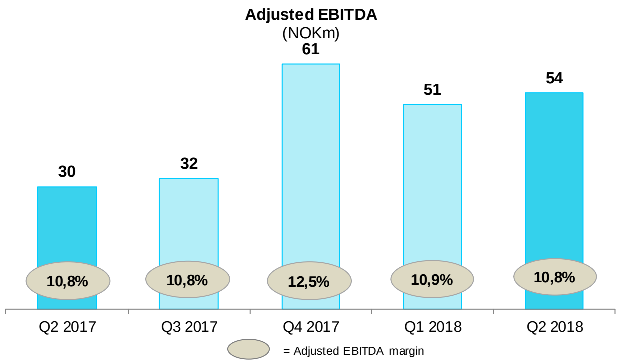
Highlights second quarter 2018

- Voluntary cash offer on all shares in LINK by Abry Partners at NOK 225 per share
- The offer will postpone time tables for signed term sheets not yet closed
- Short term negative effect due to implementation of the GDPR Directive
  - Revenue negatively impacted by an estimated loss of NOK 12 million mainly due to temporary lower volumes from clients during May and June
  - Run-rate organic growth of 23% excluding GDPR effect
  - Adjusted EBITDA negatively impacted by NOK 6 million in one-off costs related to the internal implementation of the Directive
  - Run-rate adjusted EBITDA of NOK 60 million or 12,0 percent excluding GDPR effect
- Revenue of NOK 497 million or 19 percent organic growth.
- Adjusted EBITDA of NOK 54 million or 10,8 percent
- Strong inflow of new customers with an all-time high number of 820 new contracts
- A diversified and solid customer base with more than 17 500 enterprise customers
- LINK delivered mobile services to more than 222 million unique mobile subscribers









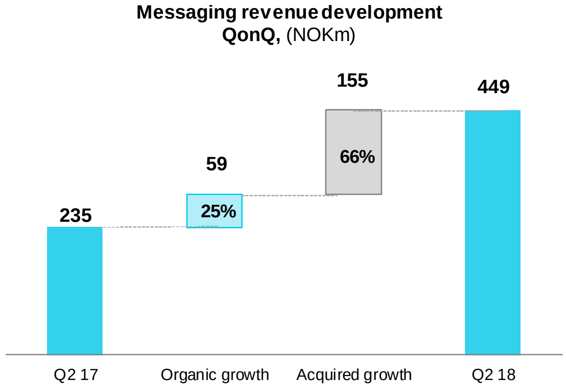
Existing markets are defined as the subsidiaries as reported in second quarter 2017. Acquired business inlude the acquisition of GMS, Voicecom, Comvision, Netmessage, Vianett, Horisen, Simple SMS, Totalconnect and SMS.it.

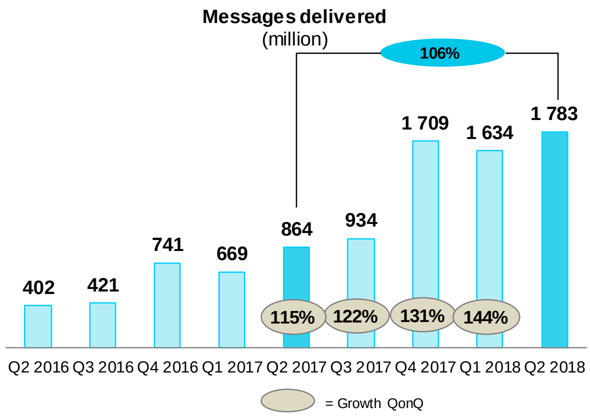
Robust growth and improved profitability

LINK Mobility Group ASA (LINK) confirms its strategy and reports solid revenue growth and increased profitability excluding one-off effects from the implementation of the GDPR Directive. The strong figures are the result of high organic growth, successful acquisitions and a scalable business model which increases profitability. A voluntary cash offer at NOK 225 per issued and outstanding share from Abry Partners was launched 2 July, valuing the total share capital of LINK at NOK 3,396 million.

LINK achieved an operating revenue of NOK 497 million in the quarter, up 77 percent compared with corresponding period last year. The organic growth is driven by a strong demand from enterprise clients. LINK experienced a slightly lower usage than anticipated from some larger clients in our new markets due to the implementation and adaption to the GDPR Directive which came into force during May and June. The effect from lower volumes are calculated to a revenue loss of NOK 12 million in the quarter. The volumes have returned to normal during the summer as clients have completed compliance with the GDPR Directive. The decline in volumes have negatively impacted revenue for both enterprise clients and aggregator clients. Further details are described under the section “Group Income statement”.

The organic growth is reported at 19 percent but increases to a historical normalized level of 23 percent excluding the temporary negative effects from GDPR. For the second quarter, a messaging volume of 1 783 million, and an organic revenue growth in the Mobile Messaging segment of 25 percent compared to the same quarter last year or 30 percent excluding the temporary negative effect from GDPR.





The adjusted EBITDA is reported at NOK 54 million or a margin of 10,8 percent, negatively impacted by NOK 6 million related to the implementation of the GDPR Directive which is a one-time expense, i.e. similar costs will not be incurred in the future. Adjusted EBITDA excluding GDPR costs of NOK 60 million, or a margin of 12,0 percent, is a representative run-rate profitability level for the second quarter which is 1,2 percentage points higher than corresponding period last year. LINK has a scalable business model whereby OPEX does not increase in relativity to revenue and gross margin. LINK’s strategy is to maintain and increase margins by rolling out mobile solution products, introducing highly profitable license models in new markets and targeting the SME clients in LINK’s footprint.

Net finance items are reported at negative NOK 11 million, impacted by interest expenses of NOK 12 million. The financial position is good, with a cash position of NOK 170 million. LINK has no plans to raise new equity except for future acquisitions settled partly in LINK shares.

Acquisitions and pro forma financials

For the second quarter of 2018, SMS.it is included in the income statement for June. LINK has also signed term sheets regarding the acquisition of Terracom Group with operations in Bulgaria, Romania and Macedonia, the Hungarian entity SeeMe and two entities operating in the UK and the French market. As a result of the voluntary offer from Abry Partners and the restrictions on the Company's freedom of action during the offer period as set out in clause 6-17 of the Norwegian Securities Trading Act, LINK will not be in a position to finalize binding agreements under the mentioned signed term sheets until the voluntary offer has been closed or aborted. Consequently, the voluntary offer will therefore result in a postponement of the respective time tables previously communicated for the signed term sheets (see Note 10 for further information).

LINK reports the following updated pro forma (full-year effect of all closed acquisitions) numbers:

(Amounts in NOK million)	**2017 Pro forma **)**	**Q2 2018 Pro forma **)**
Operating revenues	1 861	516
Adjusted EBITDA*	220	55
Adjusted EBITDA margin*	11,8%	10,6%
Number of messages (million)	6 706	1 852

**) Adjusted for costs related to acquisitions, one-off cost and share based compensations.*
***) Pro forma: includes full year effect of the acquisitions of Didimo-Jet Group, Vianett, GMS, Comvision, Netmessage, Voicecom, Horisen, Simple SMS, Totalconnect and SMS.it.*

Outlook

As described under the section “Acquisitions and pro forma financials”, LINK has legal restrictions under the offer period regarding finalizing binding agreements related to future acquisitions. These restrictions will delay the closing of future acquisitions, but it is uncertain as of now if this will have an impact on LINK’s ability to fulfill the pro forma outlook as previously stated. LINK is confident on delivering on the Outlook*) of NOK 2 700 million in pro forma revenue and NOK 400 million in pro forma adjusted EBITDA based on the current organic growth levels and the existing M&A pipeline, but due to the mentioned restrictions fulfilling the Outlook might be delayed.

**) The above outlook for 2018 is calculated on LINK’s best estimate based on information available to LINK as of the date of this report. LINK’s actual growth, including the allocation between organic growth and growth gained by future M&A, may deviate from the targeted growth, including the targeted allocation between organic and acquired growth, resulting in material or immaterial deviations from the outlook set out above. Further, LINK’s assumption relating to it successfully acquiring further businesses during 2018 is to a great extent relying on factors outside the control of LINK. LINK’s ability to successfully acquire new businesses at fair value, or at all, could materially affect the outlook figures. Investors must make their own assessment in relation to valuing LINK based on their own analysis and judgments.*

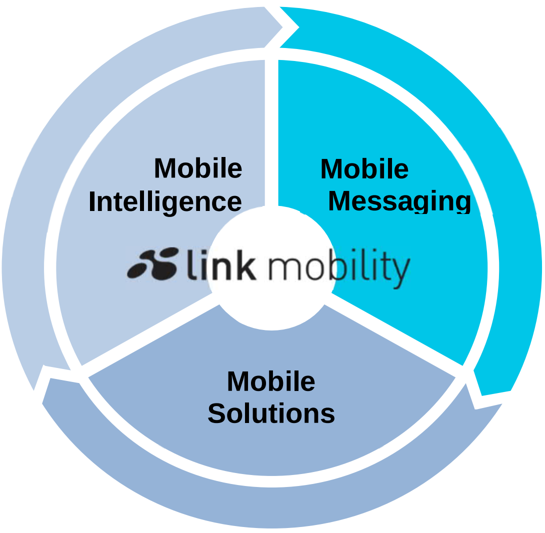
Market conditions

LINK has taken the #1 position within mobile messaging and solutions in Europe. This is an excellent position for LINK to leverage on market position and operational scale in a large European market with strong potential for far greater penetration levels and usage of LINK´s mobile messaging and solutions services. LINK also believe when the new messaging solutions applications develops (WhatsApp, Facebook Messenger, Snapchat, Viber, Google RCS etc.), and these channels start monetizing their channels, LINK will be a natural partner in Europe towards the Enterprise segment, the same way that the Operators have monetized through LINK and other selected partners within the SMS messaging space. In addition to the strong increase in demand for mobile messages, LINK is also experiencing an increased demand for integrated mobile solutions such as customer clubs, statistical and analytical tools, databases, payment solutions and numerous other mobile services.

In the second quarter LINK delivered mobile services to more than 222 million unique mobile subscribers across nearly all nations in the world. The overall market trend is the move towards “mobilization of businesses”. Customers who have first started using mobile communications in one area, tend to move more and more business activities to mobile platforms. The Scandinavian markets are regarded as advanced in terms of adopting mobile technologies and services. Scandinavian organizations are 2-4 years ahead of their counterparts in other markets in taking mobile messaging services into use. LINK has a comparative advantage when entering new markets. Highly developed technological platforms, advanced services and solid reference cases, will make LINK able to expand the market potential when entering new geographical markets.

Business segments

LINK has three business segments; Mobile Messaging, Mobile Solutions and Mobile Intelligence.



LINK Mobile Messaging is currently the largest business area, representing 90 percent of the total revenue. Double digit growth is forecasted for this area over the next 5 years. SMS will be the main messaging carrier, enriched with over the top messaging carriers such as, Apps, Facebook Messenger, WhatsApp, Joyn and e-mail delivered through our state of the art multi-channel platform.

LINK Mobile Solutions compromises of mobile payment, mobile licenses and other mobile solutions surrounding Mobile Messaging, such as Customer club, Mobile Invoice, mobile notifications, authentication and Joyn.

LINK Mobile Intelligence gather and analyze data to make mobile messaging even more powerful. LINK Mobile Intelligence was launched during the first quarter this year and is starting to generate revenues.

New contracts

LINK signed 824 new contracts in the second quarter, whereof 490 contracts with new customers and 334 new contracts with existing customers. The following material new contracts were signed:

- Shell, a leading chain of petrol stations in Norway, chose LINK's customer club and coupon solution to communicate and provide mobile marketing activities to users of Shell's 300 stations.
- Correos, the National Post Service in Spain, chose LINK's secure SMS signature product.
- Domino's Pizza, a large pizza restaurant chain in Norway, has chosen LINK's customer club and coupon solution to communicate and provide mobile marketing activities to their end-users.
- L'Oreal, the world's largest cosmetic company, are implementing LINK's mobile messaging and mobile marketing solutions for different brands in their portfolio.
- Folkekirkens Nødhjælp, a large Danish NGO, will use LINK's mobile messaging product to collect donations in case of large disasters.
- Filmweb, Norway's largest portal for cinemas and movies, has chosen Joyn as their membership solution, providing the Cinemaclub's members with the best user experience.
- The Norwegian NGO Redningsselskapet, a volunteer organization with over 100 000 members and 50 rescue vessels, chose Joyn as their membership solution.
- Coop, a large grocery chain in Denmark, will use SMS notifications to all 1200 stores to coordinate logistics' and delivery.
- DESIGUAL, a large Spanish clothing brand, chose LINK as the provider of mobile messaging services and mobile marketing activities.
- AutoMester, Denmark's largest automobile repair shop with over 420 workshops, chose LINK to provide a "call to action solution" as part of their marketing activities towards their end-users.
- The Polish National Judiciary Council chose LINK as provider of mobile messaging services.
- HornskovVindberg, a large Danish debt collection company, chose LINK's mobile invoice product for more efficient collection of payment from end-users.
- A Malta based gaming company with several online casino brands, chose LINK's mobile messaging solution to provide code verifications, reminders, offers and promotions to clients.
- Eprinsa, the public administration in Southern Spain, signed a 4-year contract for mobile messaging services.
- Les Petites, a French fashion brand, chose LINK as the provider of mobile messaging services and mobile marketing activities.
- Mercedes Wróbel Dealer, a large Polish car dealership chain, chose LINK as the provider of mobile messaging services.
- tuOtempO, an Italian software provider for the health industry, has chosen LINK as a partner for mobile messages services integrated into their software solutions.

Financial Review *(Figures in brackets refer to the same quarter last year)*

Group Income Statement

Operating revenues amounted to NOK 497 million (NOK 281 million) or a growth of 77 percent versus same quarter last year. LINK experienced a slightly lower usage than anticipated from some larger clients in our new markets due to the implementation and adaption to the GDPR Directive which came into force during May and June. The effect from lower volumes are calculated to a revenue loss of NOK 12 million in the quarter. Volumes from both enterprise clients and aggregator clients have been reduced in May and June as some corporations have limited end-user communication until GDPR compliance have been achieved. Most of the volume reduction has been observed in the less mature markets in Southern and Eastern Europe. LINK has cooperated with own enterprise clients using experience from the more mature markets to help clients comply with GDPR and thereby normalized volumes during July and August. Aggregator volumes is expected to return to normal by the end of the third quarter.

The organic growth is reported at 19 percent but increases to a historical normalized level of 23 percent excluding the temporary negative effect from GDPR. For the second quarter, LINK reports an organic revenue growth in the Mobile Messaging segment of 25 percent compared to the same quarter last year or 30 percent excluding the temporary negative effect from GDPR. A lower organic growth rate of 19 percent for total revenue is due to negative growth rates for Direct carrier billing and Consulting which is not a strategic area for LINK.

Revenues by business segment	Q2 2017	Q3 2017	Q4 2017	Q1 2018	Q2 2018
Transactions	235	255	433	417	449
Direct carrier billing	11	11	19	17	14
Licenses	30	29	29	29	30
Consulting	5	2	5	4	4
Total	281	298	486	467	497
Revenues by operating segment	**Q2 2017**	**Q3 2017**	**Q4 2017**	**Q1 2018**	**Q2 2018**
Norway	106	123	141	128	146
Sweden	34	33	49	39	40
Denmark	30	28	33	31	33
Baltics	1	1	1	1	1
Finland	16	15	18	18	17
Germany	64	70	104	89	91
Spain	29	29	66	56	51
Polen			39	37	39
Frankrike			22	22	23
Bulgaria			11	10	10
Switzerland				29	29
Austria				2	5
Italy				3	13
Total	281	298	486	467	497

Direct carrier billing is a mature product, and LINK is expecting a slow decline within this business area.

Consulting revenues varies from quarter to quarter dependent on order reserves and internal development projects. LINK is focusing on standardized scalable solutions rather than tailor made products within the Consulting segment.

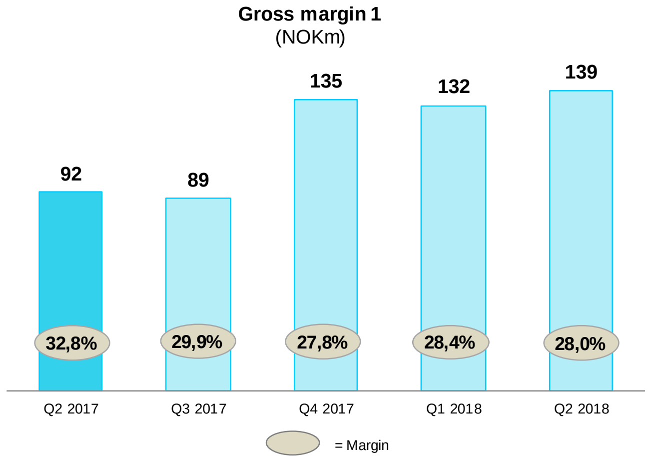
Gross margin in the markets is mainly influenced by the following factors:

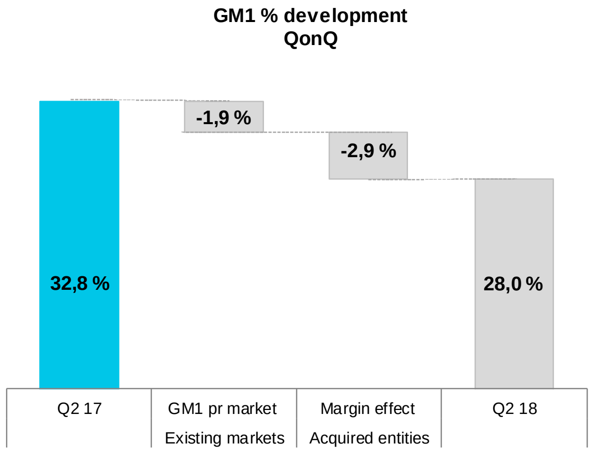
1. Share of license revenue with high margins. The acquired subsidiaries usually have low levels of license revenue, thereby negatively impacting gross margin versus the Nordic countries
2. Customer mix. High-volume clients have lower margins than SME customers due to their bargaining power, but also drives scalability as no additional OPEX is needed to serve the client. Also, high-volume clients have greater potential regarding up-sales of mobile solution products.
3. Share of mobile solution revenue with high margins. The Norwegian and Danish markets have higher revenues from mobile solution products which improves margins compared to messaging products.
4. Cogs synergies due to increased size and bargaining power towards the operators.

LINK's long-term gross margin target is 30%, and the strategy is to maintain and increase margins by rolling out mobile solution products, introduce license revenue in new markets and targeting the SME clients in LINK's footprint.

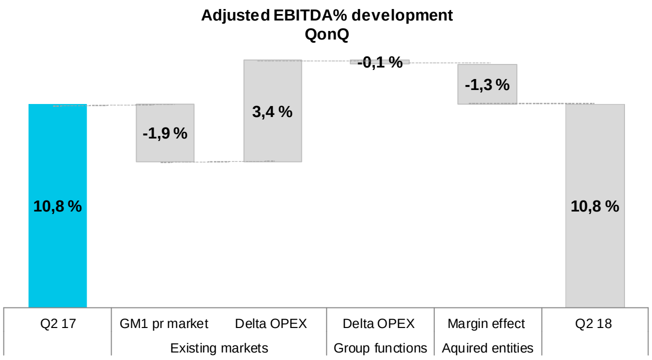
Total gross margin was 28,0 percent (32,8 percent) or a 4,8 percentage points reduction due to;

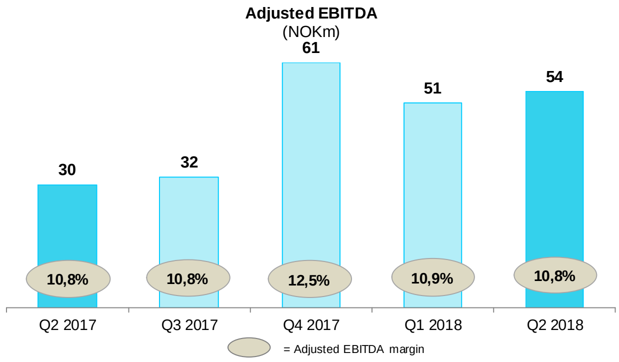
- -2,9 percent due to the dilutive effect of lower margins from acquired companies. The acquired subsidiaries are messaging companies without a mobile solution offering and low levels of license revenue.
- -1,9 percent due to lower gross margin from existing markets mainly due to higher growth from large enterprises with lower profitability which dilute the gross margin on average but drives scalability.





Personnel costs were, in addition to cost of services rendered, the main cost element. Personnel costs adjusted for costs related to share-based compensation, were in the second quarter 11 percent of net operating revenues (16 percent). The reduction of personnel cost as percentage of revenue is the result of LINK's scalable business model.





Existing markets are defined as the subsidiaries as reported in second quarter 2017. Acquired business inlude the acquisition of GMS, Voicecom, Comvision, Netmessage, Vianett, Horisen, Simple SMS, Totalconnect and SMS.it.

The adjusted EBITDA, before non-recurring cost, is reported at NOK 54 million or 10,8 percent, negatively impacted by NOK 6 million due to the implementation of the GDPR Directive which is a one-time expense, i.e. similar costs will not be incurred in the future. Adjusted EBITDA excluding GDPR costs of NOK 60 million or 12,0 percent is a representative run-rate profitability level for the second quarter which is 1,2 percentage points higher than corresponding period last year. The increase in margin versus same quarter last year is mainly due to scale advantages. LINK has a scalable business model which means that OPEX does not increase in relativity to revenue and gross profit. For the second quarter, a 3,4 percentage points increase in adjusted EBITDA margin from scale advantages is recorded compared to corresponding period last year.

EBITDA is reported at NOK 31 million (NOK 21 million) after deduction of non-recurring cost of NOK 22,5 million (NOK 9 million) related to acquisitions, restructuring efforts and share-based compensation. Expenses related to acquisitions are reported at NOK 13 million, and the costs increased in the quarter due to the process leading up to the voluntary offer from Abry Partners.

Reported depreciation cost increased with NOK 10 million compared to corresponding period last year. LINK has acquired companies over the last year, and purchase price allocations of these business combinations have identified significant intangible assets subject to amortization. Depreciations for the second quarter amounted to NOK 19 million, of which NOK 12 million relate to amortization of acquired intangible assets.

Financial items amounted to a negative NOK 11 million (NOK 21 million). NOK 12 million (NOK 9 million) were interest expenses on sellers' credits and the senior secured bond. The net impact of currency gain amounted to NOK 0,6 million. LINK has implemented net investment hedge accounting in accordance with IFRS 9, related to borrowings in foreign currency to reduce the currency fluctuations of Euro.

Balance sheet, financing and liquidity

Non-current assets amounted to NOK 1 706 million (NOK 893 million), the increase is due to customer relations, technology and goodwill from acquired subsidiaries. The accumulated book value of these assets from acquired subsidiaries represents a total of NOK 1 535 million. Investments in R&D amounted to NOK 23 million (NOK 15 million) for the second quarter or in NOK 105 million in book value.

Trade receivables and other receivables amounted to NOK 422 million (NOK 202 million), the increase is mainly a result of acquisitions. The cash balance is strong with NOK 170 million (NOK 464 million).

Total equity amounted to NOK 812 million (NOK 612 million) or 35 percent of balance sheet value (39 percent). Long term liabilities amounted to NOK 895 million (NOK 612 million). Further details can be found in Note 6 "Long term liabilities". Net cash from operating activities for second quarter 2018 was positive with NOK 30 million (NOK 5 million).

Outlook and way forward

The market for B2C mobile services has been a double-digits growth market over the last years. LINK expects this trend to last, as more and more businesses, public services and organizations are forced by customers' and users' demands to use mobile devices as the key channel for communication. LINK is experiencing a higher growth rate than the markets in which it operates.

LINK is currently delivering a wide variety of mobile messaging services and mobile solutions. LINK sees that businesses communicating with their customers via LINK's advanced cloud-based messaging services, gain a strong advantage in their customer relations. LINK is now fueling the development of new and attractive mobile solutions ranging from innovative in-app mobile messaging, customer club and loyalty programs, to creative mobile payment solutions. LINK is currently developing a mobile intelligence offering to its existing customers. This increased insight puts LINK in a leading position to give targeted and valuable advice to its customers, on how best to deploy LINK's mobile messaging and solutions to their business. The Scandinavian market for developing and deploying state of the art mobile solutions is amongst the most innovative in the world. LINK intends to capitalize on the knowledge from the Nordic markets to access and expand new underdeveloped markets.

It is the opinion of the company that LINK is well positioned to pursue new profitable growth initiatives. LINK has a solid customer portfolio, a highly scalable technology and an experienced organization. The R&D capacity is good, and the business models are agile. LINK is well prepared to further strengthen its position in the fast growing B2C market for mobile services, and we see that the current growth level, both organic and non-organic, will continue through our strategic planning period.

LINK will constantly seek to streamline its operations and development activities across our footprint to ensure that we optimize our use of resources and synergies. Some key activities related to this work are:

- Consolidate our messaging and solution platforms
- Strengthening our sales profile in each of our markets
- Drive innovation through standardized common product and solutions for all our markets

Expected annual recurring synergies from scaling up and consolidation activities ranging from NOK 50 to 70 million (full year effect end of 2019) with corresponding EBITDA improvement of 2-3 percentage points.

Consolidated Income Statement

Consolidated Income Statement	Note	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Operating revenues	3	497 360	281 313	964 085	510 123	1 294 002
Total operating revenues		**497 360**	**281 313**	**964 085**	**510 123**	**1 294 002**
Cost of services rendered		-358 093	-189 075	-692 372	-337 767	-897 351
Personnel costs		-54 883	-46 194	-110 708	-94 369	-185 759
Other operating expenses		-30 774	-15 703	-56 700	-31 050	-70 905
Total operating expenses		**-443 750**	**-250 971**	**-859 780**	**-463 185**	**-1 154 015**
Adjusted EBITDA	**3**	**53 610**	**30 342**	**104 305**	**46 938**	**139 987**
Restructuring costs		-2 898		-5 146		-7 641
Share-based compensation	5	-6 478	-5 384	-7 745	-11 012	-19 212
Expenses related to acquisitions		-13 124	-3 841	-17 536	-7 765	-26 209
EBITDA		**31 109**	**21 118**	**73 877**	**28 161**	**86 924**
Depreciation intangible assets	9	-18 939	-8 558	-37 744	-16 109	-41 710
Operating profit	**3**	**12 171**	**12 559**	**36 133**	**12 052**	**45 213**
Interest income		76	527	221	721	961
Other financial income		2 807	211	8 926	349	7 684
Interest expenses	6	-12 080	-8 638	-24 480	-14 348	-33 781
Other financial expenses		-2 120	-13 316	-11 550	-14 934	-21 123
Net financial items		**-11 317**	**-21 216**	**-26 883**	**-28 212**	**-46 260**
Profit before tax		**853**	**-8 657**	**9 249**	**-16 161**	**-1 047**
Income tax		-2 878	569	-5 833	1 077	-4 307
Profit for the period		**-2 024**	**-8 087**	**3 416**	**-15 084**	**-5 354**
Earnings per share (NOK/share)						
Earnings per share		-0,14	-0,60	0,23	-1,14	-0,39
Diluted earnings per share	5	-0,14	-0,60	0,22	-1,14	-0,39
Profit attributable to:						
Owners of the company		-2 024	-8 087	3 416	-15 084	-5 354

Consolidated statement of comprehensive income

Statement of comprehensive income	Q2 2018	Q2 2017	YTD 2018	YTD 2017	Year 2017
Profit for the period	-2 024	-8 087	3 416	-15 084	-5 354
Other comprehensive income					
Items that may be reclassified to profit or loss					
Net investment hedge	11 323		26 473		-24 585
Translation differences of foreign operations	-30 119	28 391	-54 791	26 897	67 240
Net other comprehensive income that may be reclassified to profit or loss in subsequent periods	-18 796	28 391	-28 318	26 897	42 655
Items that will not be reclassified to profit or loss in subsequent periods					
Other comprehensive income for the period	-18 796	28 391	-28 318	26 897	42 655
Total comprehensive income for the period	**-20 820**	**20 304**	**-24 901**	**11 813**	**37 301**

Consolidated Balance Sheet

Consolidated Balance Sheet (NOKk)	*Note*	2Q 2018	2Q 2017	Year 2017
Assets				
Non-current assets				
Intangible assets	8	1 687 246	886 974	1 477 018
Equipment and fixtures		7 153	3 685	7 000
Long term receivables		854		
Deferred tax assets		11 195	2 507	9 676
Total non-current assets		**1 706 447**	**893 166**	**1 493 694**
Current assets				
Trade receivables and other receivables		422 385	201 932	412 940
Cash and cash equivalents		169 985	464 033	342 658
Total current assets		**592 370**	**665 965**	**755 598**
Total assets		**2 298 817**	**1 559 131**	**2 249 292**
Equity and liabilities				
Share capital	7	15 095	13 509	14 267
Share premium	7	599 605	426 623	508 376
Other equity	8	197 404	171 547	202 179
Total equity		**812 104**	**611 679**	**724 822**
Deferred tax				
Deferred tax		111 813	52 160	99 730
Total deferred tax		**111 813**	**52 160**	**99 730**
Long-term liabilities				
Seller's credit	6	146 303	144 805	168 231
Bond loan	6	748 463	466 464	773 214
Other long-term liabilities			444	258
Total long-term liabilities		**894 766**	**611 712**	**941 703**
Short-term liabilities				
Sellers credit short term	6	42 560	19 821	29 109
Trade and other payables		415 426	250 373	433 645
Tax payable		9 410	5 426	7 156
Short-term liabilities Bond loan		12 737	7 960	13 128
Total short-term liabilities		**480 133**	**283 580**	**483 037**
Total liabilities		**1 486 712**	**947 452**	**1 524 470**
Total equity and liabilities		**2 298 817**	**1 559 131**	**2 249 292**

Statement of changes in equity

Statement of changes in equity (NOKk)

	Note	Ordinary shares	Share premium	Other equity	Total equity
Balance at 31.12.2017		**14 267**	**508 376**	**202 179**	**724 822**
Comprehensive income for the year					
Profit for the period				3 416	3 416
Other comprehensive income				-28 318	-28 318
Total comprehensive income for the year				-24 902	-24 902
Contributions by and distributions to owners					
Issue of share capital		828	91 229	15 680	107 737
Employee share-option schemes				4 447	4 447
Total contributions by and distributions to owners		828	91 229	20 127	112 184
Balance at 30.06.2018		**15 095**	**599 605**	**197 404**	**812 104**

	Note	Ordinary shares	Share premium	Other equity	Total equity
Balance at 31.12.2016		**13 087**	**399 749**	**152 433**	**565 269**
Comprehensive income for the year					
Profit for the period				-5 354	-5 354
Other comprehensive income				42 655	42 655
Total comprehensive income for the year				37 301	37 301
Contributions by and distributions to owners					
Issue of share capital		1 180	108 627	-1 525	108 282
Employee share-option schemes				13 970	13 970
Total contributions by and distributions to owners		1 180	108 627	12 445	122 252
Balance at 31.12.2017		**14 267**	**508 376**	**202 179**	**724 822**

Consolidated Cash Flow Statement

Consolidated Cash Flow Statement (NOKk)	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Cash flow from operating activities					
Profit before tax	853	-8 657	9 249	-16 161	-1 047
Taxes paid	-7 217	-6 001	-15 118	-9 197	-19 242
Depreciation and amortization	18 938	8 558	37 744	16 109	41 711
Adjustment for share-based payment	6 478	5 384	7 745	11 012	19 212
Adjustment for expenses related to acquisitions	13 125	4 049	17 536	7 973	33 850
Net interest in profit and loss	12 005	8 111	24 260	13 627	32 820
Interest received	75	121	220	315	622
Net other financial items	-1 282	14 531	2 624	14 531	13 439
Change in trade receivables and other receivables	25 145	-20 566	49 901	-7 275	-127 151
Change in trade and other payables	-33 661	2 720	-81 559	20 543	131 298
Change social security tax share-based payment	-4 073	-985	-3 298	-3 711	-5 242
Other change in operating activities		-1 919		-621	
Net cash flow from operating activities	**30 386**	**5 346**	**49 304**	**47 145**	**120 270**
Cash flow from investing activities					
Acquisition of subsidiary, net of cash acquired	-49 839		-112 975	-12 454	-381 086
Purchase price adjustment subsidiary, net of cash		-3 134	-3 883	-19 313	-16 105
Expenses related to acquisitions	-13 124	-4 049	-17 536	-7 973	-33 850
Purchase of tangible assets	-2 917	-115	-3 149	-523	-1 774
Purchase of intangible assets	-23 329	-14 608	-39 272	-22 921	-52 207
Net cash flow from investing activities	**-89 210**	**-21 906**	**-176 815**	**-63 184**	**-485 023**
Cash flow from financial activities					
Net interest paid	-2 580	-2 179	-23 271	-5 655	-21 577
Other financial items	-628		-1 315		2 856
Proceeds from borrowings				447 924	717 553
Repayment of borrowings	-11 970		-15 691	-159 850	-206 920
Proceeds from issuing new shares	1 828	6 555	3 371	7 407	8 268
Net cash flow from financial activities	**-13 350**	**4 376**	**-36 906**	**289 826**	**500 179**
Foreign exchange effect on cash	-4 558	1 922	-8 256	2 321	19 308
Net change in cash and cash equivalents	-76 732	-10 262	-172 673	276 108	154 733
Cash and cash equivalents at the beginning for the period	246 717	474 295	342 658	187 924	187 924
Cash and cash equivalents at the end of the period	**169 985**	**464 033**	**169 985**	**464 033**	**342 658**

Selected notes to the accounts

Note 1 – General information

LINK Mobility Group ASA is the parent company of the LINK Mobility Group and owns 100 per cent of all its subsidiaries. The Group's material subsidiaries as of 30 June 2018 are set out below

Name of entity	Date of acquisition	Place of business/ country of registration	Ownership interest 2018	Ownership interest 2017
LINK Mobility AS	03.02.2002	Oslo, Norway	100 %	100 %
LINK Mobility AB	19.10.2007	Stockholm, Sweden	100 %	100 %
LINK Mobility SIA	05.09.2011	Riga, Latvia	100 %	100 %
LINK Mobility A/S	30.06.2015	Kolding, Denmark	100 %	100 %
LINK Mobile A/S	30.06.2015	Kolding, Denmark	100 %	100 %
LINK Mobility Oy	30.09.2016	Tampere, Finland	100 %	100 %
Labyrintti International Oy	30.09.2016	Tampere, Finland	100 %	100 %
LINK Mobility GmbH	30.09.2016	Hamburg, Germany	100 %	100 %
GfMB Gesellschaft für Mobiles Bezahlen	30.09.2016	Hamburg, Germany	100 %	100 %
LINK Mobility Spain S.L. U	31.03.2017	Madrid, Spain	100 %	100 %
Vianett AS	15.08.2017	Moss, Norway	100 %	100 %
Global Messaging Solutions S.L. U	28.09.2017	Madrid, Spain	100 %	100 %
LINK Mobility EAD	02.10.2017	Sofia, Bulgaria	100 %	100 %
Comvision Sp.z.o.o	19.10.2017	Gliwice, Poland	100 %	100 %
Netmessage SAS	31.10.2017	Paris, France	100 %	100 %
Horisen Messaging AG	05.01.2018	Rorschach, Switzerland	100 %	-
Simple SMS GmbH	24.01.2018	Wels, Austria	100 %	-
Archynet SRL	31.01.2018	Turin, Italy	100 %	-
SMS Italia Srl	01.06.2018	Milan, Italy	100 %	-

LINK is the leading provider of B2C mobile messaging and services in the main European markets. LINK provides services that enable companies, public services and organizations to have mobile communication with and deliver mobile services to their customers and users. LINK offers products and services extending from mobile messaging, marketing, payment, databases and applications. LINK's business is classified into the business segments; Mobile Messaging, Mobile Solutions and Mobile Intelligence.

Note 2 – Basis for preparation / Accounting Policies

The consolidated interim financial statements for the second quarter of 2018 have been prepared in accordance with IAS 34 "Interim Financial Reporting". The financial statements should be read in conjunction with the annual financial statements of the financial year 2017, which have been prepared in accordance with IFRS as adopted by EU. The interim consolidated financial statements for the second quarter of 2018 were approved by the Board of Directors of Link Mobility Group ASA on 13 of August 2018. The interim consolidated financial statements for the second quarter of 2018 have not been audited or reviewed by the auditors. LINK's presentation currency is Norwegian kroner (NOK), which is also the parent company's functional currency. All amounts are stated in NOK 1 000.

The accounting policies adopted are consistent with those of the previous financial reporting, with the following exceptions:

IFRS 15 Revenue from Contracts with Customers (effective from 1 January 2018)

IFRS 15 establishes a new five-step model that applies to revenue arising from contracts with customers. The Group applied the modified retrospective approach as transition method, which requires the recognition of the cumulative effect of initially applying IFRS 15 to retained earnings as at January 1, 2018, and not restate prior years. However, since the adoption of the standard have no impact on the timing of revenue in prior periods, no cumulative adjustment to retained earnings as at January 1, 2018 is made.

Incremental cost for obtaining a new contract, such as the cost related to the technical setup of the customer in LINKs platforms has previously been expensed as incurred, as they did not qualify for recognition as an asset under any of the other accounting standards. IFRS 15 requires capitalization of such cost if the amortization period is more than 12 months. The amortization period is the expected contract period, including renewals. The effect of capitalization cost for obtaining a new contract have no significant effect on prior periods for the Group, and no cumulative adjustment to retained earnings as at January 1, 2018 is made.

IFRS 9 Financial Instruments (effective from 1 January 2018)

IFRS 9 addresses the classification, measurement and derecognition of financial assets and financial liabilities, introduces new rules for hedge accounting and a new impairment model for financial assets.

The new guidance does not have a significant impact on the classification and measurement of the Group's financial assets.

There is no impact on the group's accounting for financial liabilities, as the new requirements only affect the accounting for financial liabilities that are designated at fair value through profit or loss and the group does not have any such liabilities.

The new hedge accounting rules align the accounting for hedging instruments more closely with the group's risk management practices. The Group's current hedge relationships qualifies as continuing hedges upon the adoption of IFRS 9.

The new impairment model requires the recognition of impairment provisions based on expected credit losses (ECL) rather than only incurred credit losses as is the case under IAS 39. The Groups financial instruments is primarily related to accounts receivables, held to receive principal, and which is measured at amortized cost. The Group has historically small losses on account receivables, and the implementation of the new impairment model for financial assets has no material implementation effects.

Consolidation

The consolidated financial statements show the total financial results and financial position of the parent company, LINK Mobility Group ASA and subsidiaries. Subsidiaries are all entities over which the group has control. The group controls an entity when the group is exposed to, or has its rights to, variable returns from its involvement with the entity and can affect those returns through its power to direct activities of the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the group.

Horisen Messaging AG is consolidated in the financial statement from January 2018. Simple SMS GmbH and Archynet SRL are consolidated from February 2018. SMS Italia SRL is consolidated from June 2018.

Note 3 – Segment reporting

The Group's reportable segments consist of the different countries LINK are operating in. For management and reporting purposes the Group is organized within these geographical areas (operating segment in tables below). The performance of these geographical areas is evaluated monthly by Group management.

In addition to geographical areas, the Group reports revenues and direct cost of the business segments Mobile Messaging and Mobile Solutions to group management. Mobile Messaging consist of the business line Transactions, and Mobile Solutions are divided in the business lines Payments, Licenses and Consulting (Business Lines in tables below).

The tables below show the revenues generated by business segments and operating segment.

Revenues by business segment	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Transactions	449 504	235 177	866 120	418 083	1 106 321
Payments	13 997	11 224	30 708	25 637	56 152
Licenses	29 923	29 611	59 279	57 368	115 436
Consulting	3 937	5 301	7 977	9 035	16 093
Total	**497 360**	**281 313**	**964 085**	**510 123**	**1 294 002**

Direct costs by business segment	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Transactions	341 526	175 312	658 114	308 826	832 476
Payments	10 870	8 831	23 428	19 119	43 787
Licenses	5 086	4 775	9 968	8 952	18 524
Consulting	612	156	863	869	2 564
Total	**358 093**	**189 075**	**692 372**	**337 767**	**897 351**

Revenues per country (operating segment)	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Norway	145 697	106 248	274 113	201 811	465 796
Sweden	40 071	33 969	79 520	65 361	147 630
Denmark	33 466	30 245	64 767	59 374	120 434
Baltics	930	1 305	2 034	2 982	5 391
Germany	90 685	64 190	179 649	120 782	294 589
Finland	17 324	15 874	34 922	30 330	63 047
Spain	50 946	29 482	106 680	29 482	124 511
Bulgaria	10 118		20 080		11 055
Poland	39 016		76 485		39 495
France	23 096		44 921		22 051
Switzerland	28 528		57 625		
Italy	12 678		16 003		
Austria	4 805		7 287		
Total	**497 360**	**281 313**	**964 085**	**510 123**	**1 294 002**

Direct costs per country (operating segment)	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Norway	94 777	61 949	176 103	120 514	290 265
Sweden	31 132	25 595	61 860	49 675	113 957
Denmark	22 042	16 934	41 104	29 893	66 255
Baltics	586	1 012	1 322	2 289	4 126
Germany	72 313	49 508	144 531	93 030	233 982
Finland	10 101	8 431	20 266	16 720	35 704
Spain	39 073	25 646	82 296	25 646	100 853
Bulgaria	8 100		15 929		8 152
Poland	27 291		54 126		27 812
France	16 367		31 448		16 245
Switzerland	23 898		47 320		
Italy	9 542		11 605		
Austria	2 871		4 462		
Total	**358 093**	**189 075**	**692 372**	**337 767**	**897 351**

Adjusted EBITDA by operating segment	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Norway	32 808	25 908	60 204	40 078	89 851
Sweden	4 518	2 373	8 825	3 878	10 454
Denmark	4 747	4 495	9 752	12 001	22 326
Baltics	-16	-8	68	126	43
Germany	12 854	6 031	23 782	11 074	32 783
Finland	4 136	3 257	7 352	5 676	12 248
Spain	5 722	2 494	12 418	2 494	14 875
Bulgaria	530		1 273		1 259
Poland	7 891		14 977		8 472
France	1 586		4 817		2 751
Switzerland	3 011		7 163		
Italy	1 244		1 838		
Austria	192		-15		
Group cost	-25 612	-14 206	-48 147	-28 387	-55 074
Adjusted EBITDA	**53 610**	**30 342**	**104 305**	**46 938**	**139 987**

* All EBITDA figures are before share-based compensation and expenses related to acquisitions

EBIT by operating segment	2Q 2018	2Q 2017	YTD 2018	YTD 2017	Year 2017
Norway	30 227	23 461	55 258	34 729	79 240
Sweden	3 326	1 647	7 172	1 470	5 853
Denmark	2 037	2 835	4 063	9 618	12 037
Baltics	-19	-10	63	121	33
Germany	11 129	5 652	21 730	10 256	31 087
Finland	3 807	3 032	6 877	5 237	11 345
Spain	4 013	2 702	9 218	2 702	13 019
Bulgaria	-8		236	0	723
Poland	6 846		13 070	0	7 662
France	1 022		3 695	0	2 369
Switzerland	3 011		7 163	0	0
Italy	1 167		1 733	0	0
Austria	116		-103	0	0
Group cost	-54 504	-26 760	-94 042	-52 081	-118 156
EBIT	**12 171**	**12 559**	**36 133**	**12 052**	**45 213**

Note 4 – Related party transaction

There have been no transactions with related parties of significant importance in the period.

Note 5 – Options

Allotment of share options has been consistent with resolutions of LINK's general meetings. LINK's Annual General Meeting on 27 April 2017 granted the Board of Directors an authority to increase the share capital of LINK with up to NOK 750 000 in connection with share option programs for employees in LINK. The same authorization was granted in the Annual General Meeting held on 2 May 2018 and is valid until annual meeting 2019, however, not later than 30 June 2019. The Authorization to grant share options is held by the CEO and the Chairman of the Board of Directors jointly or by the Board of Directors. All options have an exercise schedule and expired options will lapse without any compensation to the holder. If the options are exercised, the price per share shall be equal to the agreed strike price. No fees were paid nor will be paid for the options. In general, share options have a vesting period of 3 years and the strike price is set in accordance with the value of LINK's shares as registered on the Oslo Stock Exchange at the time of signing of the option agreement in question.

If the options are exercised, LINK Mobility Group ASA may choose to issue shares, or to transfer shares from its own stock of shares, in either case against payment of the strike price specified above. Option agreements contains provisions regarding the lock up period, and the consequences for remaining share options in case of a possible termination of employment. There are 1 041 669 outstanding options to executive management and other key employees of LINK with the following agreed average strike price:

Average strike price	Remaining share options
27.8	63 334
35	33 334
45	150 000
50	200 000
55	16 667
119	16 667
120	50 000
125	25 000
129	50 000
141	50 000
144	135 000
147	16 667
158	50 000
166	185 000
Total	**1 041 669**

The fair value of the options is calculated when they are allotted and expensed over the vesting period. The fair value at grant date is determined using an adjusted form of the Black Scholes Model, that considers the strike price, the term of the option, the impact of dilution (where material), the share price at the grant date, expected price volatility of the underlying share and risk-free interest. A cost of NOK 6,5 million (including accrued social security tax) has been charged as an expense for the second quarter.

Note 6 - Long-term liabilities

As of June 30, 2018, LINK Mobility Group ASA has interest bearing loans and borrowings of NOK 937,5 million. The interest-bearing loans and borrowings consists of a EUR 80 million senior secured bond in the Nordic market, and sellers credit related to the acquisitions of new subsidiaries. The bond issue has a fixed coupon of 4,75 % p. a. The interest-bearing loans and borrowings are measured at amortized cost. For details regarding LINK's borrowings, see table below:

Bond issue:

Amounts in million	Outstanding debt	Currency	Amortized cost EUR	Amoritzed cost NOK	Maturity	Term	Interest	Due date interest
Bond issue	80	EUR	78,7	748,5	24.02.2022	5 years	4,75 %	Half yearly

Accrued interest bond is classified under short term liabilities in balance statement.

Seller's credit:

Purpose	Outstanding debt	Currency	Outstanding debt NOK	Maturity	Term	Interest	Due date interest
Acquisition of Responsfabrikken A/S	16,7	DKK	21,3	29.06.2019	3 years	5,00 %	Quarterly
Acquisition of Linus AS	6,8	NOK	6,8	30.09.2019	3 years	5,00 %	Quarterly
Acquisition of Labyrintti Group	3,0	EUR	28,5	30.09.2019	3 years	5,00 %	Quarterly
Acquisition of Whatever Mobile Group	7,0	EUR	66,6	30.09.2019	3 years	5,00 %	Quarterly
Acquisition of Didimo Group	2,2	EUR	20,8	31.03.2020	3 years	5,00 %	Quarterly
Acquisition of Voicecom	1,3	EUR	12,2	02.10.2020	3 years	4,75 %	Quarterly
Acquisition of Vianett AS	13,9	NOK	13,9	Specified below	Quarterly, 2 years	4,75 %	Quarterly
Acquisition of Netmessage	0,8	EUR	7,4	Specified below	Half yearly, 1 year	4,75 %	Quarterly
Acquisition of Simple SMS	0,4	EUR	3,4	24.01.2021	3 years	4,75 %	Quarterly
Acquisition of Archynet	0,9	EUR	8,1	31.01.2021	3 years	4,75 %	Quarterly
Total sellers credit			**189,0**				

Seller's credit from the acquisition of Vianett, initial amounted to NOK 27,7 million, is paid in equal quarterly instalments over 24 months, starting from 1. October 2017.

Seller's credit from the acquisition of Netmessage, initial amounted EUR 1,5 million, is paid in two equal instalments, with due date 30 April and 30 October 2018

Sellers credit with instalments with due date within 12 months are classified as seller's credit short term in balance statement, total amounted to NOK 42,5 million

Note 7 – Increase in share capital

The total of 307 747 new shares with par value NOK 1 were issued in second quarter 2018, increasing the share capital from 14 787 270 to NOK 15 095 017.

The Board of Directors decided to increase the share capital with NOK 70 006 by issuing 70 006 new shares with par value NOK 1 at the price NOK 27.80 per shares. The new shares were registered on 16 May 2018. The shares were issued in connection with exercise of options.

The Board of Directors decided to increase the share capital with NOK 237 741 by issuing 237 741 new shares with par value NOK 1 at the price NOK 144.80 per share. The new shares were registered on 5 June 2018. The shares were issued to the sellers of SMS Italia SRL.

Note 8 – Business combinations

Acquisition of SMS Italia SRL

On 1 June 2018, LINK Mobility Group ASA acquired 100 % of the voting equity instruments of SMS Italia SRL (SMS.it) SMS.it is one of the leading mobile messaging providers in Italy. Located in Milan, with offices in Bologna

The acquisition was completed based on an agreed enterprise value of EUR 10,3 million, on a cash-free and debt-free basis. The enterprise value is based on an adjusted EBITDA of EUR 1,5 million multiplied by a factor of 6,9.

The purchase price under the transaction was settled as follows:
• 33 % of the purchase price in cash to sellers upon closing
• 33 % of the purchase price in cash into escrow account
• 33 % of the purchase price in LINK shares upon closing

Details of the fair value of identifiable assets and liabilities acquired, purchase consideration and goodwill based on a provisionary purchase price allocation are as follows:

(amounts in NOKk)	Book value	Adjustment	Fair value
Customer relationships	-	25 523	25 523
Technology	540	11 707	12 247
Equipment and fixtures	143	-	143
Net Working Capital	-7 716	-	-7 716
Cash and cash equivalents	19 051	-	19 051
NET ASSETS	**12 617**	**37 231**	**49 848**
Goodwill excl. Assembled workforce	-	55 900	55 900
Assembled workforce	-	2 869	2 869
GOODWILL	**-**	**58 769**	**58 769**

Fair value of consideration paid	(NOKk)
Cash	69 303
Seller's credit	-
LINK shares	37 230
TOTAL CONSIDERATION	**106 533**

Allocation of purchase price	(NOKk)
Equity purchase price	106 533
Book value of equity	-10 387
Excess value	**96 146**
Book value of intangible assets to be allocated	547
Excess value to be allocated	**96 693**
Customer relationships	25 523
Technology	12 247
Sum intangible assets	**37 770**
Goodwill excl. deferred tax liability	58 769
Deferred tax liability	10 387
TOTAL GOODWILL	**69 157**

Purchase price allocation (PPA)

The above purchase price allocations are provisional and based on the information available at the reporting date for LINK Group for second quarter 2018.

Note 9 – Non-current assets

LINK has depreciated customer relationships recorded in the balance sheet linearly over five years until third quarter 2016. Based on analysis of customer churn and the remaining useful lifetime of the customer relationships recorded in the balance sheet, it is assessed to be more than five years from the acquisition dates. Based on the analysis, LINK has prolonged the depreciation period of the customer relationships acquisitions to 10 years (from the acquisition date).
As a result of the acquisition strategy of the Group, depreciation has increased related to excess values of the acquired companies as well as depreciation of intangible assets in these entities.

Depreciation (amounts in NOKk)	Q2 2018	Q2 2017	YTD 2018	YTD 2017	Year 2017
Business units	6 699	3 160	13 457	6 139	15 445
Excess value acquired companies	12 239	5 398	24 287	9 940	26 265
Total	**18 939**	**8 559**	**37 744**	**16 109**	**41 710**

Note 10 – Events after the reporting period

Recommended voluntary offer to acquire all shares in LINK Mobility Group ASA by Victory Partners VIII Norway AS

On 2 July 2018, a recommended voluntary cash offer to acquire all shares in LINK Mobility Group ASA at NOK 225.0 per issued and outstanding share ("Shares") in LINK Mobility Group ASA ("LINK Mobility" or the "Company") is made public by Victory Partners VIII Norway AS. The voluntary cash offer values the total share capital of LINK Mobility at approximately NOK 3,396 million. The Board of Directors of LINK Mobility unanimously recommends the voluntary cash offer. Offer to be made by Victory Partners VIII Norway AS (the "Offeror"), a company which will be indirectly owned by funds managed by ABRY Partners II, LLC ("Abry") and certain members of management and shareholders of the Company (the "Management Investors"). Abry is a private equity firm with a broad and international experience from investing in the media, communications, business and information services industry in North America and Europe. Currently, Abry manages over USD 5bn of capital in its active funds. Combined, including shares held by the Management Investors and pre-acceptances from shareholders, a total of approximately 54% of the issued share capital of LINK Mobility has committed to sell their Shares to the Offeror.

The Offeror and Link Mobility have entered into a transaction agreement (the "Transaction Agreement"), whereby the Offeror on certain conditions will launch a recommended voluntary cash offer (the "Offer") to acquire the entire issued share capital of LINK Mobility for NOK 225.0 per share (the "Offer Price"). The Offer will not be subject to any financing or due diligence condition. The completion of the Offer is subject to satisfaction or waiver by the Offeror at its sole discretion of the following conditions on or before 3 December 2018:

- The Offer shall at or prior to the expiration of the acceptance period for the Offer have been validly accepted by shareholders of LINK representing (when taken together with any Shares acquired or legally binding agreements to be acquired by the Offeror other than through the Offer) more than 90% of the issued and outstanding share capital and voting rights of LINK Mobility on a fully diluted basis.
- Any necessary regulatory approvals shall have been duly obtained without any conditions and that any applicable waiting periods having expired or lapsed.
- No material adverse effect shall have occurred.
- The Company and its subsidiaries shall carry on its business in accordance with its ordinary course of business.
- The Board of Directors of LINK Mobility shall not have qualified, amended or withdrawn the board recommendation of the Offer.
- No court or other governmental, regulatory authority shall have taken any form of legal action that materially affects, or prevents the completion of, the Offer.
- No material breach of the Transaction Agreement.

The Offeror intends to make a compulsory acquisition of the remaining Shares in LINK Mobility upon acquiring more than 90% of the Shares in LINK Mobility under the Offer. Further, subject to the outcome of the Offer, the Offeror intends to propose to the general meeting of LINK Mobility that an application is filed with Oslo Børs to de-list the Shares from Oslo Børs.

The Management Investors comprise Jens Rugseth, Rune Syversen, Søren Sundahl and Arild Hustad (or companies controlled by these). Subject to completion of the Offer, the Management Investors will transfer in aggregate 2,225,464 Shares in the Company to the Offeror at the Offer Price in exchange for shares in the Offeror's holding company. The Shares to be exchanged by the Management Investors for shares in the holding company of the Offeror represent approximately 14.7% of the Company's Shares. Pursuant to the Investment Agreement, the Management Investors will further irrevocably tender their remaining Shares in the Company (and any further Shares they may own or acquire) in the Offer at the Offer Price. Other shareholders representing approximately 24.4% of the total share capital of LINK Mobility have already given their pre-acceptances to the Offer, subject to customary conditions. Combined, including shares held by the Management Investors and pre-acceptances from shareholders, a total of approximately 54.0% of the issued share capital of LINK Mobility has therefore committed to sell their Shares to the Offeror.

The Board of Directors of LINK Mobility has the right to withdraw its recommendation of the Offer in the event a bona fide superior competing offer is made that is not matched by the Offeror within five business days after the Offeror received notice thereof. As part of the Transaction Agreement with the Offeror and subject to customary exceptions, LINK Mobility has entered into undertakings not to solicit competing offers from third parties. If the Board of Directors withdraws, qualifies or amends its recommendation, LINK Mobility shall pay an amount equal to the Offeror's reasonable and documented third party costs for the Offer.

Offer document approved by Oslo Stock Exchange and the Offer is launched

On 10 July 2018, Oslo Stock Exchange approved the offer document for the Offer (the "Offer Document"). The terms and conditions of the Offer are included in the Offer Document, including the conditions for completion of the Offer. The Acceptance Period for the Offer starts on 10 July 2018 and expires at 16.30 CET on 9 August 2018, subject to any extension. The Offer Document, containing the complete terms and conditions of the Offer, was published by Victory Partners VIII Norway AS. Subject to restrictions under applicable securities laws, the Offer document will be distributed to all shareholders listed in LINK Mobility's share register and is also be available at www.seb.no.

An update on the Company's M&A status

On 10 July 2018, the Company announced that as a result of the Offer and the restrictions on the Company's freedom of action during the Offer as set out in clause 6-17 of the Norwegian Securities Trading Act, the Company will not be in a position to finalize binding agreements under its previously announced signed term sheets until the Offer has been closed or aborted. Consequently, the Offer will therefore result in a postponement of the respective time tables previously communicated for the said signed term sheets. The Company intends to continue pursuing binding agreements under the signed term sheets upon closing of the Offer.

Update on Voluntary Offer for the shares of LINK Mobility Group ASA

On 9 August, it was announced that the Offeror extends the acceptance period for the Voluntary Offer until 15 August 2018 at 16:30 CET. The amendment of the acceptance period is approved by Oslo Børs. Except for the extension of the acceptance period, there are no other amendments to the terms of the Voluntary Offer. On 10 August 2018, it was announced that the Offeror has received confirmed acceptances under the Voluntary Offer for 13,256,340 shares, representing approximately 87.8% of the total issued and outstanding shares of LINK Mobility.

APPENDIX 1 - ALTERNATIV PERFORMANCE MEASURES ("APM'S)

The European Securities and Markets Authority (ESMA) issued guidelines on Alternative Performance Measures (“APMs”) for listed issuers effective from 3 July 2016. An APM is a financial measure of historical or future financial performance, financial position, or cash flows, other than a financial measure defined or specified in the applicable financial reporting framework.

In the financial reporting, LINK presents certain alternative performance measures (“APMs”), including EBIT, EBITDA, adjusted EBITDA and adjusted EBITDA margin. LINK believes that APMs such as EBIT and EBITDA are commonly reported by companies in the markets in which it competes and are widely used by investors in comparing performance on a consistent basis without regard to factors such as depreciation and amortisation, which can vary significantly, depending upon accounting methods (particularly when acquisitions have occurred) or based on non-operating factors. Below follows a short description of these APMs:

EBIT
EBIT means Earnings before interest and taxes. EBIT is a performance measure applied to express profitability of operating activities. EBIT is presented in note 3 S*egment reporting*.

EBITDA
EBITDA means Earnings before interest, taxes, amortisation, depreciation and impairments. LINK has presented EBITDA in the consolidated statement of profit and loss because management believes that the measure provides useful information regarding the Group’s ability to service debt and to fund capital expenditures and provides a helpful measure for comparing its operating performance with that of other companies.

Adjusted EBITDA
Adjusted EBITDA means EBITDA deducted by expenses related to significant one-time, non-recurring events such as acquisitions and restructuring activities, legal advisors and share-based compensation. LINK has presented adjusted EBITDA in the consolidated statement of profit and loss because management believes the measure provides useful information regarding operating performance.

Adjusted EBITDA margin
Adjusted EBITDA margin is presented as adjusted EBITDA as a percentage of operating revenues in the respective periods.

See below for a reconciliation of EBIT to Adjusted EBITDA, and adjusted EBITDA margin.

	Q2 2018	Q2 2017	YTD 2018	YTD 2017	Year 2017
Operating profit (loss), ("EBIT")	12 171	12 559	36 133	12 052	45 213
Depreciation intangible assets	18 939	8 558	37 744	16 109	41 710
EBITDA	**31 109**	**21 118**	**73 877**	**28 161**	**86 924**
Restructuring costs	2 898	-	5 146	-	7 641
Expenses related to acquisitions	13 124	3 841	17 536	7 765	26 209
Share-based compensation	6 478	5 384	7 745	11 012	19 212
Adjusted EBITDA	**53 610**	**30 342**	**104 305**	**46 938**	**139 986**
Operating revenues	497 360	281 313	964 085	510 123	1 294 002
Adjusted EBITDA	53 610	30 342	104 305	46 938	139 987
Adjusted EBITDA margin	**10,78 %**	**10 ,79 %**	**10,82 %**	**9,20 %**	**10,82 %**

Declaration on the financial statements

We confirm that the financial statements for second quarter 2018, to the best of our knowledge, have been prepared in accordance with International Financial Reporting Standards (IFRS), gives a true and fair view of the company's and group's consolidated assets, liabilities, financial position and results of operations, and that the first half-year report of 2018 includes a fair review of the development, results and position of the company and group, together with a description of the most central risks and uncertainty factors facing the companies.

Oslo, 13.08.2018
The Board of Link Mobility Group ASA

Jens Rugseth
Chairman of the board

Tove Giske
Board Member

Rune Syversen
Board Member

Ingeborg Liahjell
Board Member

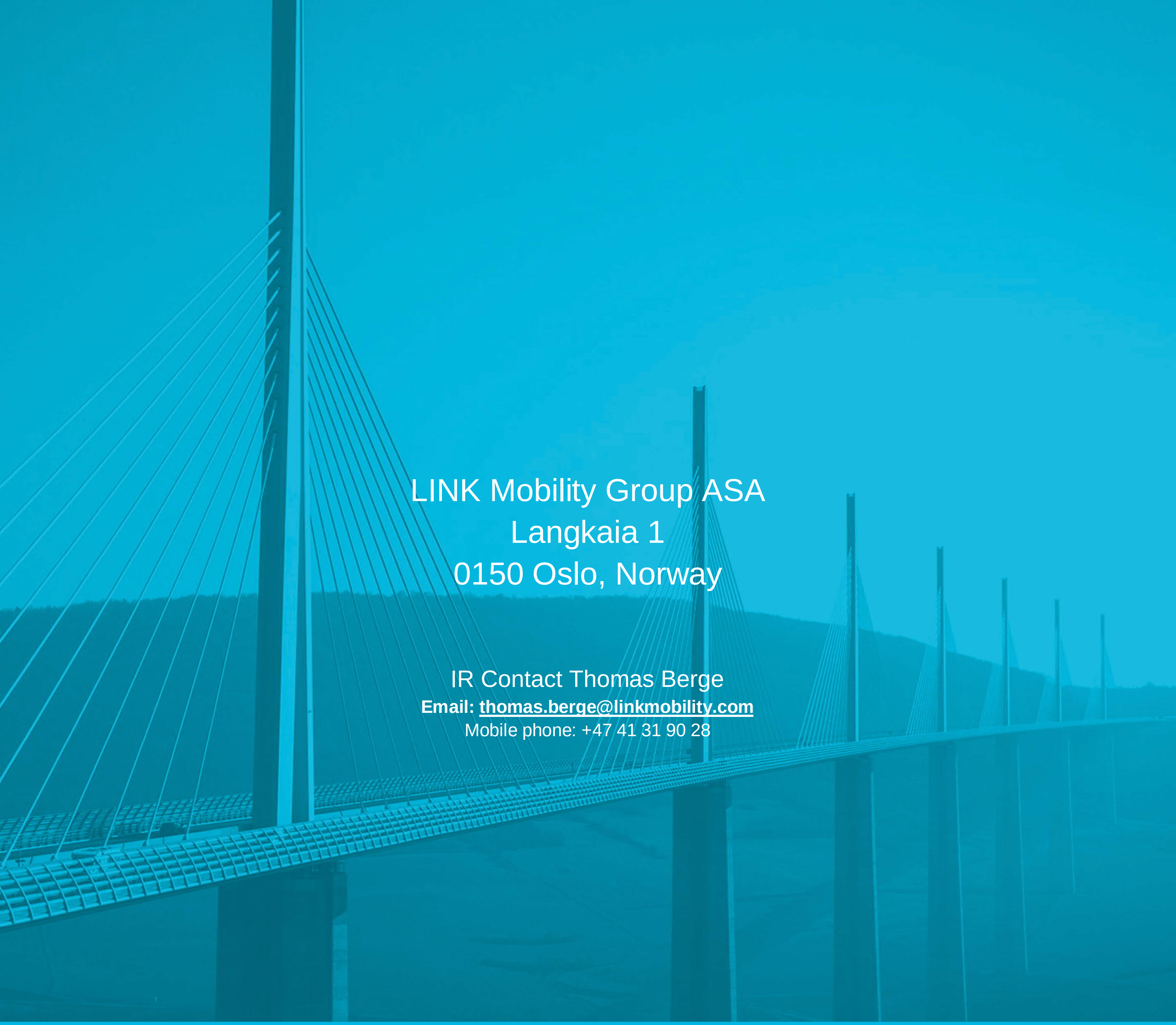
Anita Huun
Board Member

Søren Sundahl
Board Member

Lillian N Flora
Board Member

Bjørn-Christian Pedersen
Board Member

Arild Hustad
CEO



LINK Mobility Group ASA
Langkaia 1
0150 Oslo, Norway

IR Contact Thomas Berge
Email: **thomas.berge@linkmobility.com**
Mobile phone: +47 41 31 90 28