

Company AS Ekspress Grupp  
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Title Results of digital subscriptions of AS Ekspress Grupp in the 4th quarter of 2021

The number of digital subscriptions of AS Ekspress Grupp increased by 62% year-over-year across the Baltic States (8% in the 4(th) quarter) and totalled 134 947 at the end of December.

- \* The number of digital subscriptions of AS Ekspress Meedia that publishes the news portal Delfi, newspapers Eesti Päevaleht, Maaleht, Eesti Ekspress and several popular magazines increased by 51% year-over-year (3% in the 4(th) quarter) and totalled 74 873.
- \* The number of digital subscriptions of AS Õhtuleht, 50% of which is owned by Ekspress Grupp, increased by 52% year-over-year (9% in the 4(th) quarter) and totalled 20 992.
- \* The number of digital subscriptions of Geenius Meedia OÜ, that has been part of Ekspress Grupp since 17 December 2021, more than doubled year-over-year (20% in the 4(th) quarter) and totalled 4 100.
- \* In Latvia, the number of digital subscriptions of Delfi A/S increased by 57% year-over-year (17% in the 4(th) quarter) and totalled 17 549.
- \* In Lithuania, the number of digital subscriptions of Delfi more than doubled year-over-year (18% in the 4(th) quarter) and totalled 17 433.

The Chairman of the Management Board of Ekspress Grupp Mari-Liis Rüütsalu commented:

"In the 4(th) quarter of 2021, digital subscription growth of the key periodicals and in the key markets of Ekspress Grupp continued. Additional digital growth is primarily attributable to new customers. Latvia and Lithuania where until now the number of digital subscribers was lower demonstrated the fastest growth. The Estonian market also continued its fast growth in a year-over-year comparison. However, in the last quarter growth decelerated in the outlets with the highest number of subscribers. Still, we are witnessing continuation of moderate growth also in Estonia.

The addition of digital subscriptions will have a positive impact on the results of operations of Ekspress Grupp as it provides a stable revenue base in addition



to online advertising sales and confirms that the group's long-term strategic direction is appropriate."

Detailed overview of digital subscriptions

	31.12.2021	30.09.2021	change	31.12.2020	change
Ekspress Meedia AS	74 873	72 860	3%	49 696	51%
Õhtuleht Kirjastus AS	20 992	19 198	9%	13 820	52%
Geenius Meedia OÜ	4 100	3 411	20%	1 931	112%
Delfi AS (Latvia)	17 549	15 030	17%	11 143	57%
Delfi UAB (Lithuania)	17 433	14 786	18%	6 595	164%
Total Ekspress Grupp	134 947	125 285	8%	83 185	62%

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AS Ekspress Grupp is the leading Baltic media group whose key activities include web media content production, publishing of newspapers, magazines and books. The Group also operates an electronic ticket sales platform and ticket offices in Estonia and Latvia. Ekspress Grupp that launched its operations in 1989 employs almost 1400 people, owns leading web media portals in the Baltic States and publishes the most popular daily and weekly newspapers as well as the majority of the most popular magazines in Estonia.

