

Company AS Ekspress Grupp
Type Company Release
Category Other corporate action
Disclosure time 12 Jul 2022 08:00:00 +0300

Currency

Title Results for digital subscriptions of AS Ekspress Grupp in the 2nd quarter of 2022

The number of digital subscriptions of AS Ekspress Grupp increased by 34% year-over-year in the Baltic States (2(nd) quarter: 4%, first six months: 12%) and totalled 151 322 at the end of June.

- * 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 22% year-over-year (2(nd) quarter: 7%, first six months: 12%) and totalled 84 072.
- * The number of digital subscriptions of AS Õhtuleht, 50% of which is owned by Ekspress Grupp, increased by 38% year-over-year (2(nd) quarter: -7%, first six months: 6%) and totalled 22 281.
- * The number of digital subscriptions of Geenius Meedia OÜ increased by 55% year-over-year (2(nd) quarter: 1%, first six months: 10%) and totalled 4 523.
- * In Latvia, the number of digital subscriptions of Delfi A/S increased by 40% year-over-year (2(nd) quarter: 1%, first six months: 4%) and totalled 18 190.
- * In Lithuania, the number of digital subscriptions of Delfi increased by 84% year-over-year (2(nd) quarter: 8%, first six months: 28%) and totalled 22 256.

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

"As compared to last year, the number of digital subscriptions of Ekspress Grupp continued to demonstrate fast growth; however, the growth rate decelerated slightly in the 2(nd) quarter. On the one hand, this slowdown is, as expected, due to the reference base of previous periods which keeps getting higher and higher. On the other hand, growth was also impacted by our marketing campaigns where the prices of the subscriptions of new customers were less than 1 euro but that we do not include in the number of digital subscriptions. We will be able to witness the positive impact of the campaigns in the second half of the year."

Detailed overview of digital subscriptions



30.06.2022 31.03.2022 change 31.12.2021 change 30.06.2021 change

AS Ekspress Meedia	84 072	78 799	7%	74 873	12%	69 082	22%
AS Õhtuleht Kirjastus	22 281	23 935	-7%	20 992	6%	16 102	38%
Geenius Meedia OÜ	4 523	4 461	1%	4 100	10%	2 913	55%
Delfi AS (Latvia)	18 190	18 060	1%	17 549	4%	12 977	40%
Delfi UAB (Lithuania)	22 256	20 550	8%	17 433	28%	12 092	84%
Total Ekspress Grupp	151 322	145 805	4%	134 947	12%	113 166	34%

One of the long-term goals of Ekspress Grupp is to increase the volume of digital subscriptions to 340 thousand subscribers in the Baltic States by the end of 2026 which is approximately 2.5 times higher than at the year-end 2021.

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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 more than 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.

