

Company AS Ekspress Grupp  
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Title Digital subscription results of AS Ekspress Grupp in the second quarter of 2024

The number of digital subscriptions of AS Ekspress Grupp increased by 27% in the Baltic States year-over-year (2(nd) quarter: 5%, 1(st) six months: 7%) and totalled 222 558 at the end of June.

- \* The number of digital subscriptions of AS Delfi Meedia that publishes the news portal Delfi, newspapers Eesti Päevaleht, Maaleht, Eesti Ekspress and several popular magazines increased by 11% year-over-year (2(nd) quarter: 5%, 1(st) six months: 5%) and totalled 107 443.
- \* The number of digital subscriptions of AS Õhtuleht Kirjastus, 50% of which is owned by Ekspress Grupp, increased by 11% year-over-year (2(nd) quarter: 3%, 1(st) six months: 9%) and totalled 27 104.
- \* The number of digital subscriptions of Geenius Meedia OÜ increased by 18% year-over-year (2(nd) quarter: -2%, 1(st) six months: 6%) and totalled 7 439.
- \* In Latvia, the number of digital subscriptions of Delfi A/S increased by 25% year-over-year (2(nd) quarter: 8%, 1(st) six months: 4%) and totalled 27 417.
- \* In Lithuania, the number of digital subscriptions of Delfi increased by 66% (2(nd) quarter: 6%, 1(st) six months: 7%) and totalled 42 834.
- \* The Lithuanian media portal Lrytas launched sales of paid content in the 4(th) quarter of 2023, the number of digital subscriptions increased by 18% in the 2(nd) quarter and 62% in the 1(st) six months of the year, totalling 10 321 at the end of June.

Comments by the Chairman of the Management Board of Ekspress Grupp, Mari-Liis Rüütsalu:

"The media companies, that are part of Ekspress Grupp, increased the total number of digital subscriptions by 27% year-over-year, leading to more than 47 000 new subscriptions for the group. The number of subscriptions of paid digital content increased the most, by 66%, at Delfi Lithuania, but we are also satisfied with the results of Latvian and Estonian publications. While in Estonia, which is the most mature market, growth was primarily the result of



successful marketing campaigns, we continue to see organic market growth and the increasing habit of readers to pay for high-quality digital journalism in other Baltic States."

#### Detailed overview of digital subscriptions

	30.06.2024	31.03.2024	change	31.12.2023	change	30.06.2023	change
AS Delfi Meedia	107 443	102 629	5%	102 793	5%	96 855	11%
AS Õhtuleht Kirjastus	27 104	26 404	3%	24 875	9%	24 477	11%
Geenius Meedia OÜ	7 439	7 575	-2%	6 998	6%	6 323	18%
Delfi AS (Latvia)	27 417	25 329	8%	26 427	4%	21 851	25%
Delfi UAB (Lithuania)	42 834	40 310	6%	39 872	7%	25 873	66%
Lrytas UAB (Lithuania)	10 321	8 752	18%	6 363	62%	-	-
Total Ekspress Grupp	222 558	210 999	5%	207 328	7%	175 379	27%

The Group considers only the subscriptions with the value of more than 1 euro per calendar month that are separately invoiced and separately cancellable at any given time as digital subscriptions.

Digital subscription revenue makes up an increasingly larger share of the digital revenue base of Ekspress Grupp. We are moving in the direction of the Group's long-term goals of increasing the volume of digital subscriptions to 340 000 subscribers in the Baltic countries by the end of 2026. The long-term goals

(<https://view.news.eu.nasdaq.com/view?id=baabe8f9a44e0ad395f551538a5dcf9e9&lang=en>) of Ekspress Grupp were established and disclosed at the beginning of 2022.

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AS Ekspress Grupp is the leading Baltic media group whose key activities include web media content production, and publishing of newspapers, magazines and books. The Group also operates an electronic ticket sales platform and ticket sales offices in Estonia and Latvia. Ekspress Grupp launched its operations in 1989 and employs almost 1100 people.

