



CEO Jukka Ruuska
5 May 2017

Asiakastieto Group Plc
Interim Report
1.1. – 31.3.2017



Contents

- Asiakastieto in Brief
- Highlights Q1 / 2017
 - Back to Growing New Services Revenue
 - New Services Launches
- Overview of Q1 / 2017 results
- Overview of the General Data Protection Regulation (GDPR) and Asiakastieto



This is Asiakastieto

We are one of the leading information service houses in Finland. An agile and developing leader in the line.



Agile already from 1905

Our vision is to offer the best knowledge base and services for the base of our clients' decision-making in every situation.



The best decisions

Our mission is, with our services, to facilitate transparency and trust in business and to support prosperity through growth.



Trust and transparency

Scalable business model and high automation level of business processes are based on our database and our strong database expertise.



Scalable business model

Client relations of long standing and integration into the clients' business processes are the cornerstones of our strong brand.



Clients in the core

Innovative service development organization based on the clients' needs is founded on our capable and enthusiastic personnel, who loves information!



People make it

Database as the Core of Business Operations

Making unstructured
data utilisable

Data
gathering

Database
expertise

DATABASE

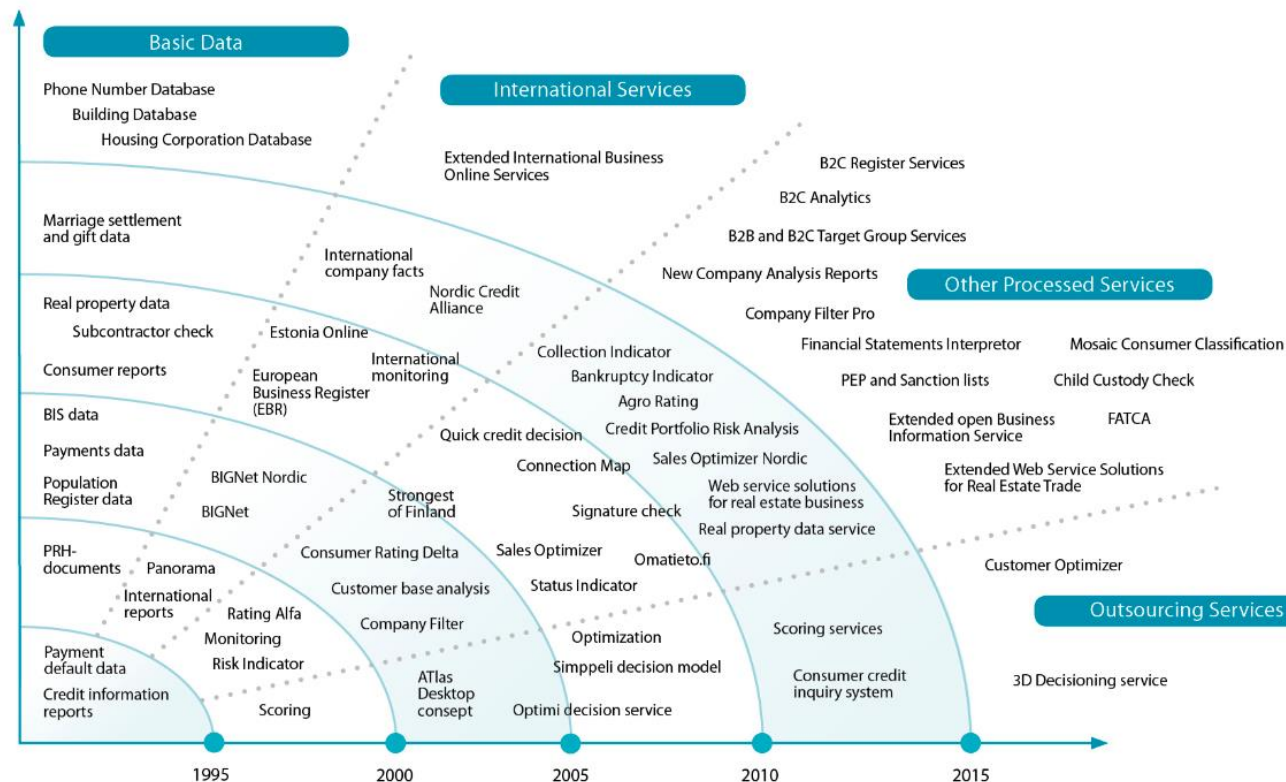
Service
Development

Main Distribution
Channels

Customers



Asiakastieto Group's Service Development



Product Area Structure 1.1.2017

Business Information Services

Consumer Information Services

Customer Management Services

Real Estate and Collateral Information Services

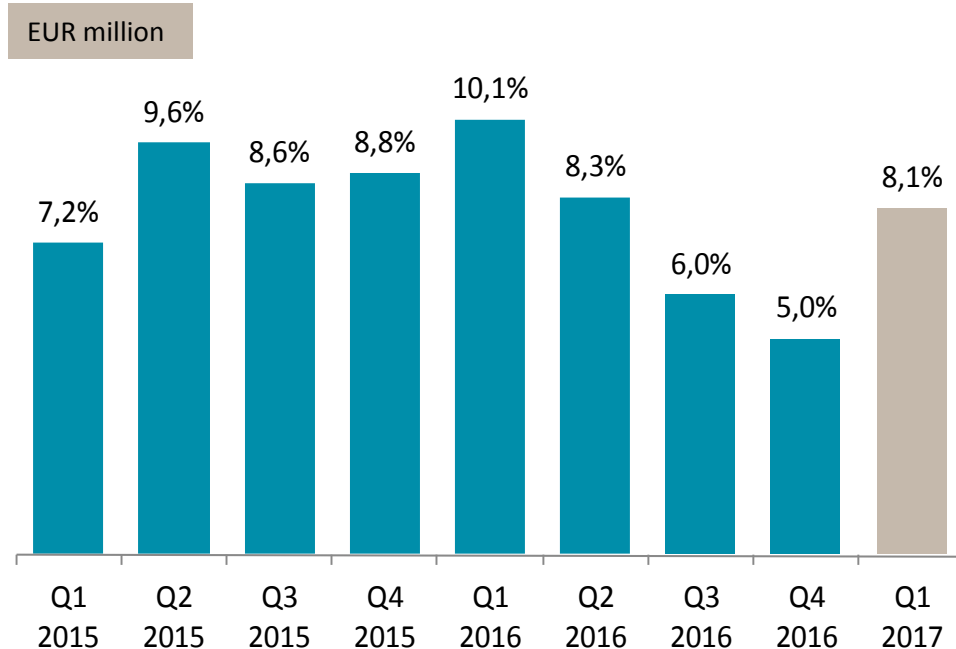




Launching of New Services



New Services Share of Net Sales



- Share of new services back on a good level in the first quarter.
- During the first quarter the target group tool Company Filter Pro, FATCA Service, P/E and P/B Indicator and Quick Decision were launched; in addition, Certificates were renewed.

Examples of New Services Q1 / 2017

FATCA Service

Child Custody Check

Company Filter Pro

Quick Decision

P/E and P/B Indicator

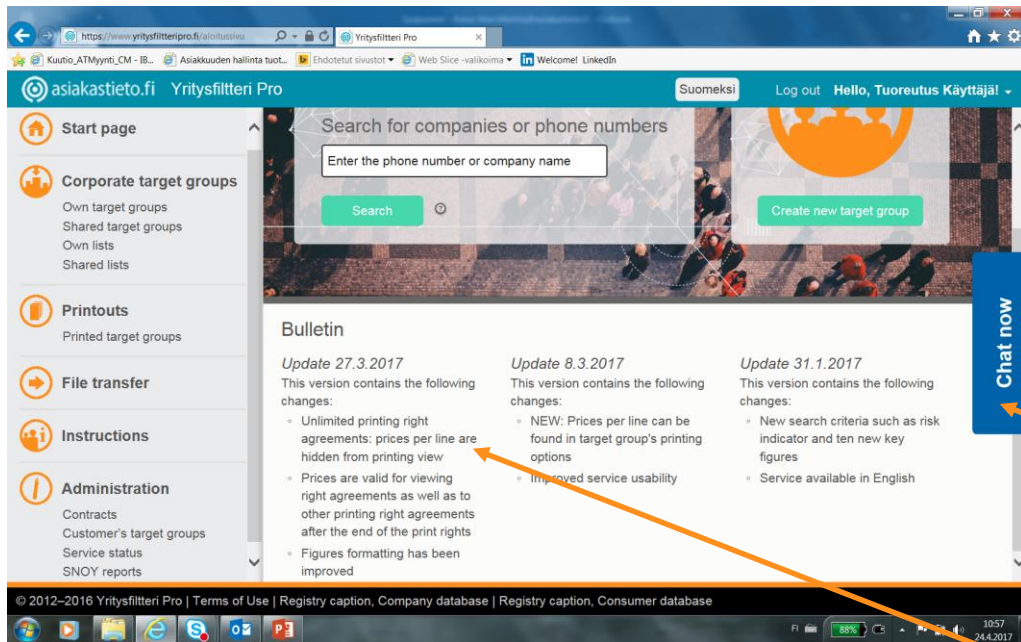




New Company Filter Pro



Company Filter Pro's Features

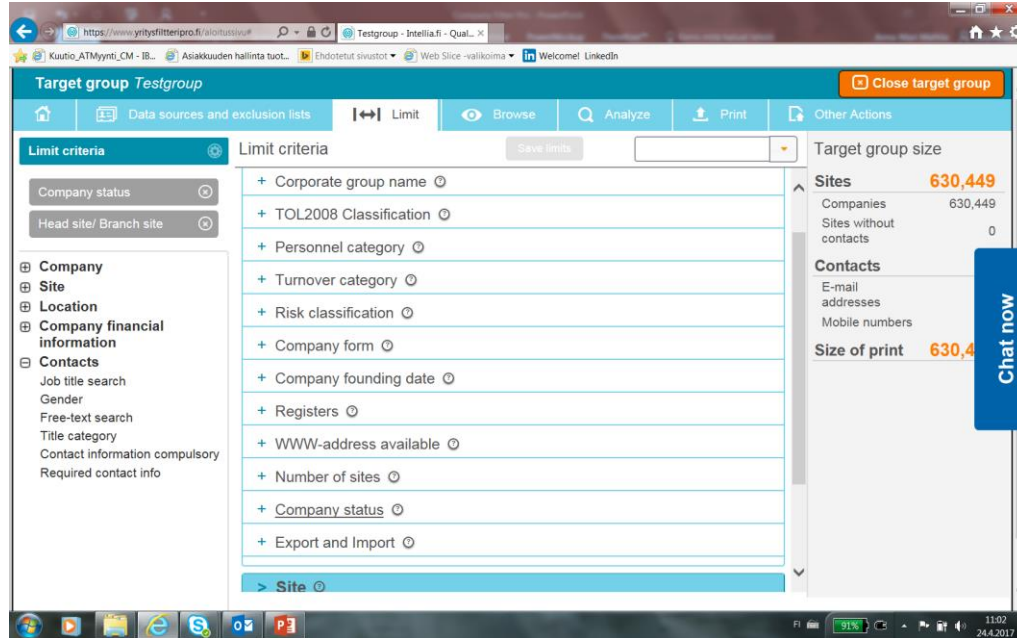


- Create valid e-mail campaign lists and analyse your campaign results.
- Save your own target groups into the service and maintain / update them easily.
- Upload customer lists into the service and use as block lists.

Chat with our customer service.

Updated news feed on the front page.

Company Filter Pro's Features



- Benefit from diverse search criteria (including relevant financial factors).
- Useful contact information, title category and contact search.
- 550 000 companies
- 1 000 000 contacts
- 230 000 e-mail contacts
- 310 000 phone contacts

Q1 / 2017
Overview

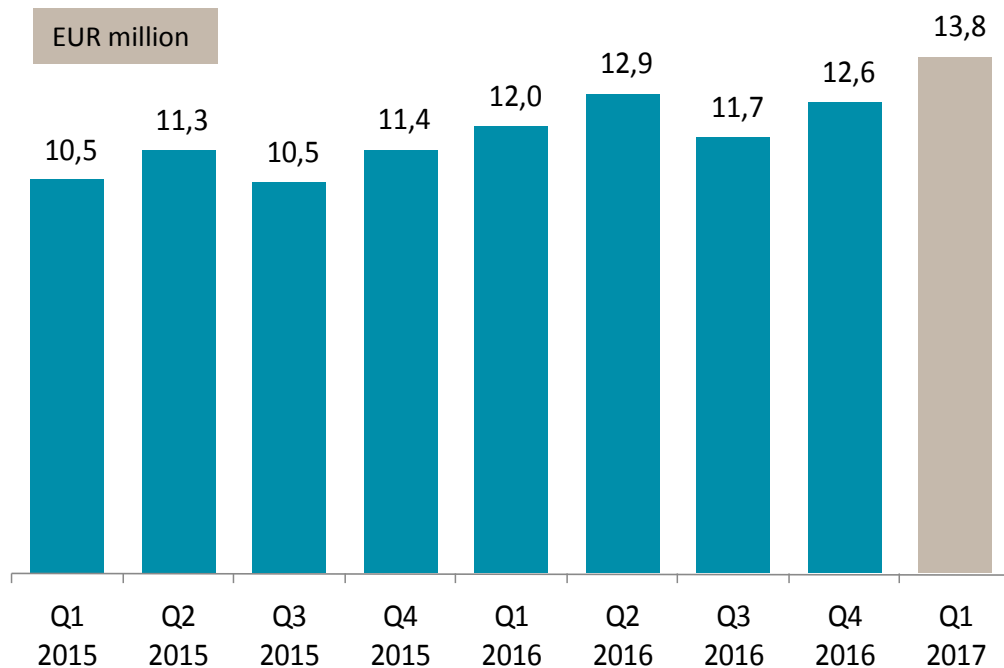


Overview of Q1 / 2017

EUR million (unless stated otherwise)	Q1 / 2017	Q1 / 2016	FY 2016
Net Sales	13,8	12,0	49,2
Growth (year-on-year)	15,6 %	13,6 %	12,5 %
Adjusted EBITDA	6,2	5,6	21,7
Adjusted EBITDA margin	44,8 %	47,0 %	44,1 %
Adjusted EBIT	5,5	5,0	19,2
Adjusted EBIT margin	39,8 %	42,1 %	39,1 %
New products and services (% of Net Sales)	8,1	10,1	7,4
Value-added services (% of Net Sales)	69,5	64,3	65,4
EBITDA	6,2	5,6	22,5
EBIT	5,5	5,0	20,0

- Strong growth in Net sales.
- Positive trend of sales evolution of new products after Q3 and Q4 2016 lower levels.
- Positive volume growth component.
- Positive effect of number of banking days due to Easter holidays timing in 2017.
- Margin impacted YoY by information gathering expenses due to changed sales mix and rental costs.

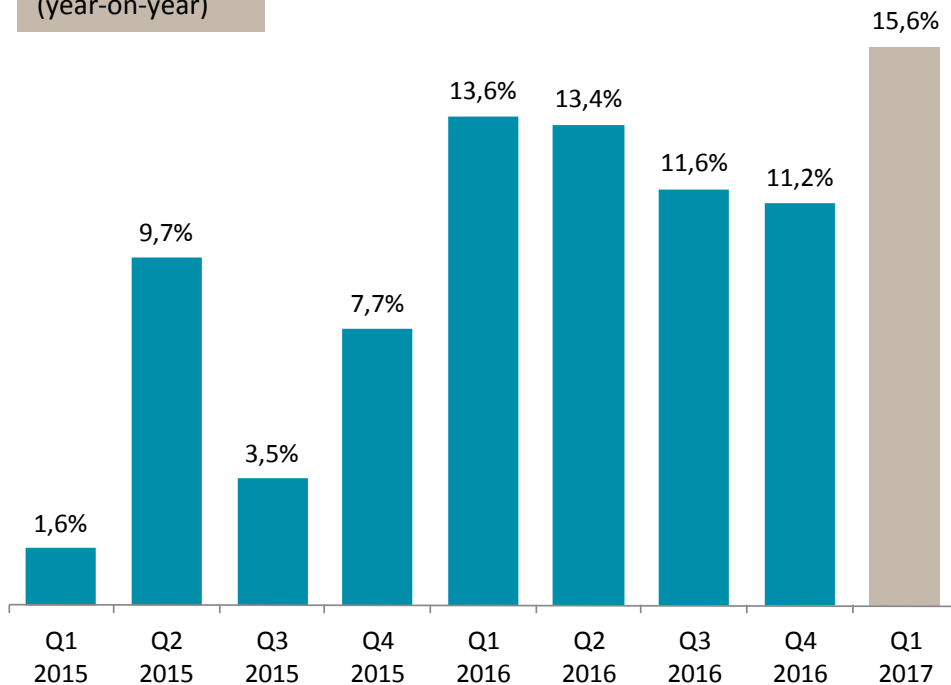
Quarterly Net Sales



- Net sales growth EUR 1,9 million.
- Customer Management and Real Estate and Collateral Information Services had proportionally the strongest Net sales growth but also other product areas grew significantly.

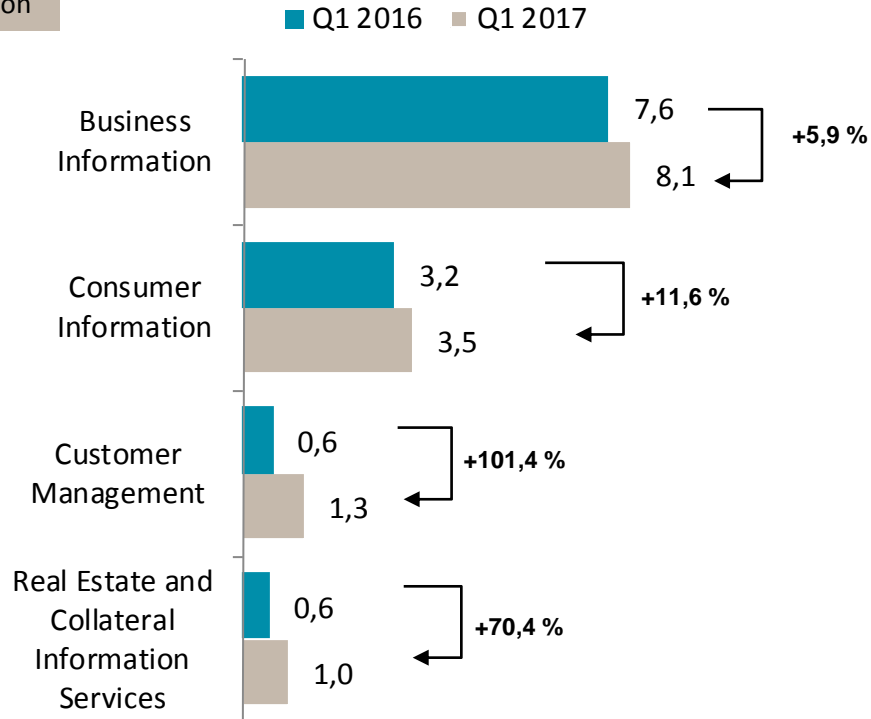
Net Sales Growth

Net sales growth
(year-on-year)



Revenue by Product Area

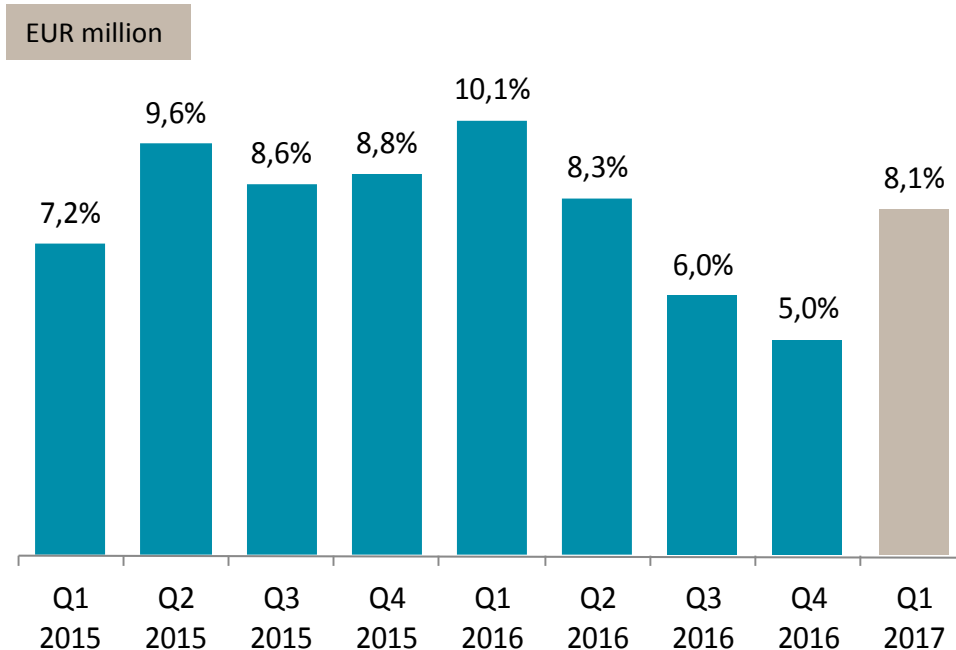
EUR million



- Net sales growth especially high in Customer Management due to Intellia acquisition.

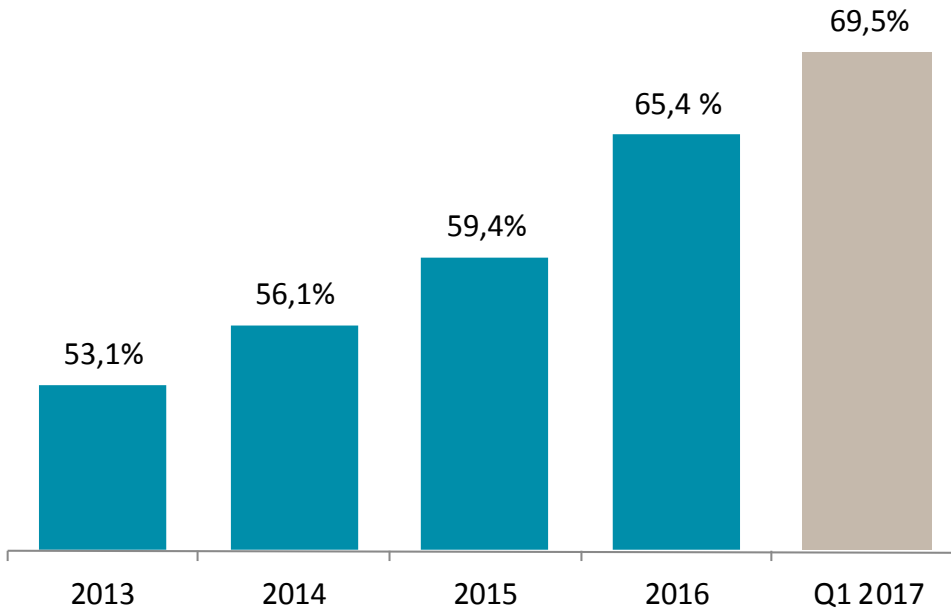


New Services Share of Net Sales



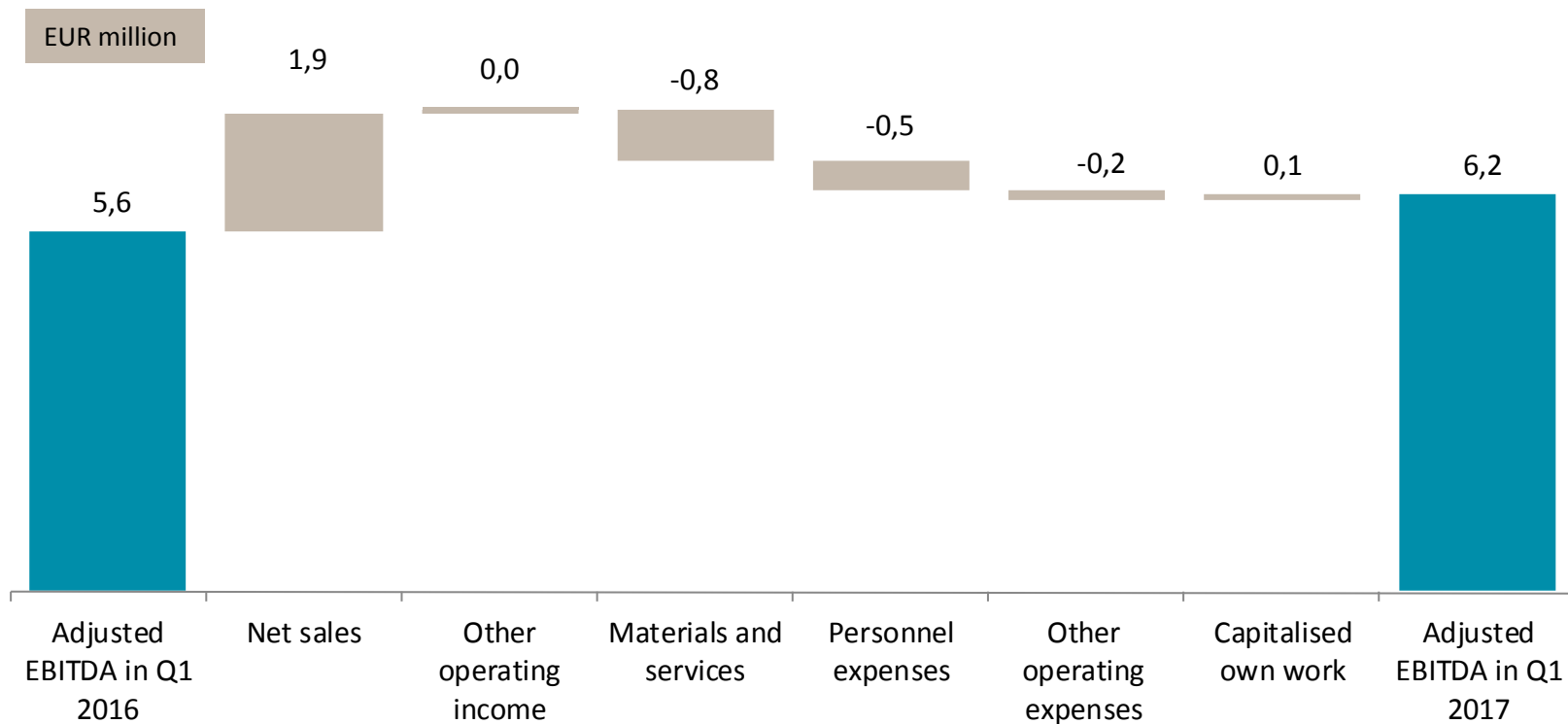
- Share of new services back on a good level in the first quarter.
- During the first quarter the target group tool Company Filter Pro, FATCA Service, P/E and P/B Indicator and Quick Decision were launched; in addition, Certificates were renewed.

Value-added Services Share of Net Sales



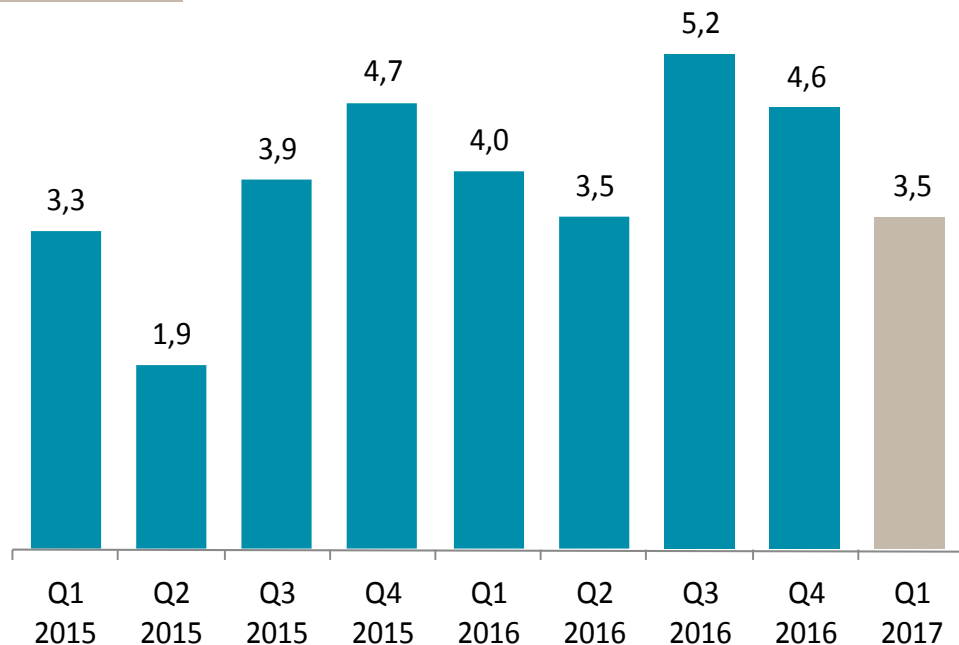
- Strong continued demand for Value-added Services.
- Good sales especially in Real Estate Information Services, Rating Alfas and Personal Classification Services.

Adjusted EBITDA grew by 10 %



Free Cash Flow

EUR million



- Free cash flow was EUR 3,5 million in the first quarter.
- Employees Pension act (TyEL insurance) 2017 payment 2,3 million was paid in advance in January.
- Employees Pension act (TyEL insurance) 2016 advance payment EUR 0,5 million was paid in January 2016 and the rest EUR 1,5 million in April 2016.

Strong Key Indicators

EUR million (unless stated otherwise)	Q1 / 2017	Q1 / 2016	FY 2016
Net debt	43,8	41,4	47,0
Net debt / adjusted EBITDA	1,8x	1,8x	2,2x
Gearing, %	63,3	50,5	59,9
Equity ratio, %	43,0	52,4	50,5
Free cash flow	3,5	4,0	17,2
Cash conversion, %	56,4	70,5	76,6
Gross investments	1,0	0,7	3,8

- Strong cash position of EUR 25,9 million. Dividend of 13,6 million paid in April.
- After dividend EUR 13,6 million were written off from Equity in March (prior year in April) decreased Equity ratio to 43,0 %.
- Cash conversion affected by change of net working capital due to Employees Pension act (TyEL insurance) 2017 payment.
- Gross investments on 43% higher level than in Q1 2016.

Long-term Targets and Guidance 2017

Financial targets ¹	
Growth	Achieve 5 to 10 percent annual average growth in net sales
Profitability	Maintain profitability level of current services
Balance sheet structure	Maintain net debt to EBITDA of less than 3,0x while continuing to maintain an efficient capital structure
Dividend policy ²	
Dividends	Asiakastieto Group's dividend policy is to distribute as dividends at least 70 per cent of the Company's profit for the year annually.
Guidance ³	
Guidance for 2017	Asiakastieto Group expects its net sales growth rate to be within the range of long term target. Adjusted euro-nominated net operating profit is expected to grow from last year but at a slower pace than net sales.

Note: (1) These targets are based on assumptions that may not prove to be correct and actual results may deviate significantly; (2) Subject to the business development and investment needs of the Company. Any dividends to be paid in future years, their amount and the time of payment will depend on Asiakastieto's future earnings, financial condition, cash flows, investment needs, solvency and other factors; (3) This forward-looking statement is not a guarantee of future performance.

Summary
Financial Statements
Q1 / 2017



Summary Income Statement

EUR million	Q1 / 2017	Q1 / 2016	FY 2016
Net sales	13,8	12,0	49,2
Other operating income	0,0	0,0	1,1
Materials and services	-3,0	-2,2	-9,2
Personnel expenses	-3,1	-2,6	-12,1
Other operating expenses	-2,1	-1,9	-7,9
Work performed by the entity and capitalised	0,4	0,3	1,3
Depreciation and amortisation	-0,7	-0,6	-2,5
Operating profit	5,5	5,0	20,0
Finance income and expenses	-0,3	-0,3	-1,1
Result before income tax	5,2	4,7	18,9
Income tax expense	-1,0	-1,0	-3,6
Result for the period	4,2	3,8	15,3
Earnings per share attributable to the owners of the parent during the period:			
Basic and diluted earnings per share (EUR)	0,27	0,25	1,01

Summary Balance Sheet

EUR million	31.3.2017	31.12.2016
ASSETS		
Goodwill	113,9	113,9
Other intangible assets	8,5	8,2
Property, plant and equipment	1,4	1,4
Deferred tax assets	2,8	3,0
Loan and other receivables	0,2	0,2
Total non-current assets	126,7	126,6
Account and other receivables	10,6	7,3
Cash and cash equivalents	25,9	22,6
Total current assets	36,5	30,0
Total assets	163,2	156,6

EUR million	31.3.2017	31.12.2016
EQUITY AND LIABILITIES		
Share capital	0,1	0,1
Invested unrestricted equity reserve	112,4	112,4
Accumulated losses	-47,5	-49,3
Result for the period	4,2	15,3
Total equity	69,1	78,5
Interest-bearing liabilities	69,7	69,7
Account and other payables	0,3	0,3
Total non-current liabilities	70,0	69,9
Advances received	2,4	1,3
Account and other payables	21,7	6,9
Total current liabilities	24,1	8,1
Total liabilities	94,1	78,1
Total equity and liabilities	163,2	156,6

Summary Cash Flow

EUR million	Q1 / 2017	Q1 / 2016	FY 2016
Cash flows from operating activities			
Result before income tax	5,2	4,7	18,9
Depreciation and amortisation	0,7	0,6	2,5
Finance income and expenses	0,3	0,3	1,1
Profit (-) / loss (+) on disposal of property, plant and equipment	-0,0	0,0	-0,0
Other adjustments	0,0	0,1	-0,8
Change in working capital	-1,4	-0,1	0,1
Interest and other finance expenses paid	-0,2	-0,3	-1,0
Interest and other finance income received	0,0	0,0	0,0
Income taxes paid	-0,0	-	-0,0
Net cash from operating activities	4,5	5,3	20,8
Cash flows from investing activities			
Purchases of property, plant and equipment	-0,2	-0,8	-1,1
Purchases of intangible assets	-1,0	-0,8	-3,5
Purchases of subsidiaries, net of cash acquired	-	-	-2,9
Proceeds from sale of property, plant and equipment	0,1	3,6	3,6
Purchase of investments	-	-0,1	-0,1
Non-current receivables	-	-	-0,1
Net cash used in investing activities	-1,2	1,9	-4,0
Cash flows from financing activities			
Short-term financing, net increase (+) / decrease (-)	-	-	-0,0
Dividends paid and other profit distribution	-	-	-15,1
Net cash used in financing activities	-	-	-15,1
Net increase / decrease in cash and cash equivalents	3,3	7,2	1,6
Cash and cash equivalents at beginning of the period	22,6	21,0	21,0
Cash and cash equivalents at end of the period	25,9	28,2	22,6

Overview

GDPR and Asiakastieto

General Data Protection
Regulation



Overview of GDPR

- EU regulation; enforcement date 25 May 2018
- Created to extend personal rights; visibility and control
- Scope: data controller, processor or data subject is based in EU + organisations outside EU if collect / process data of EU residents
- Principles
 - ▶ Responsibility and accountability
 - ▶ Right to access and change own data
 - ▶ Right to erasure
 - ▶ Data portability
 - ▶ Verifiable consent
 - ▶ Rights in relation to automated decision making and profiling
- Sanctions
- Data Protection Officer



Asiakastieto: Compliance and Business Impacts

Compliance

- Documentation
 - ▶ Data flows
 - ▶ Data lifecycle
 - ▶ Data contents
 - ▶ Processes
 - ▶ Argumentation (GDPR / Credit information act / Data content)
- Some changes in Services / IT system
- Training for all employees
- Data Protection Officer (new role)

Business Impact

- General rules for usage of data
- Reliability of service providers even more important
 - ▶ Responsibility cannot be outsourced
- New service opportunities



Questions and Answers

Asiakastieto Group Plc Interim Report 1.1. – 31.3.2017

