



CEO Jukka Ruuska
3 August 2017

Asiakastieto Group Plc
Half Year Financial Report
1.1. – 30.6.2017



Contents

- Asiakastiето Group in Brief
- Highlights Q2 / 2017
 - Service Development in Asiakastiето
 - New Services Launches
- Overview of Q2 / 2017 Results
- Summary of Financial Statements Q2 / 2017



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



Product Area Structure

Business Information Services

Consumer Information Services

Customer Management Services

Real Estate and Collateral Information Services

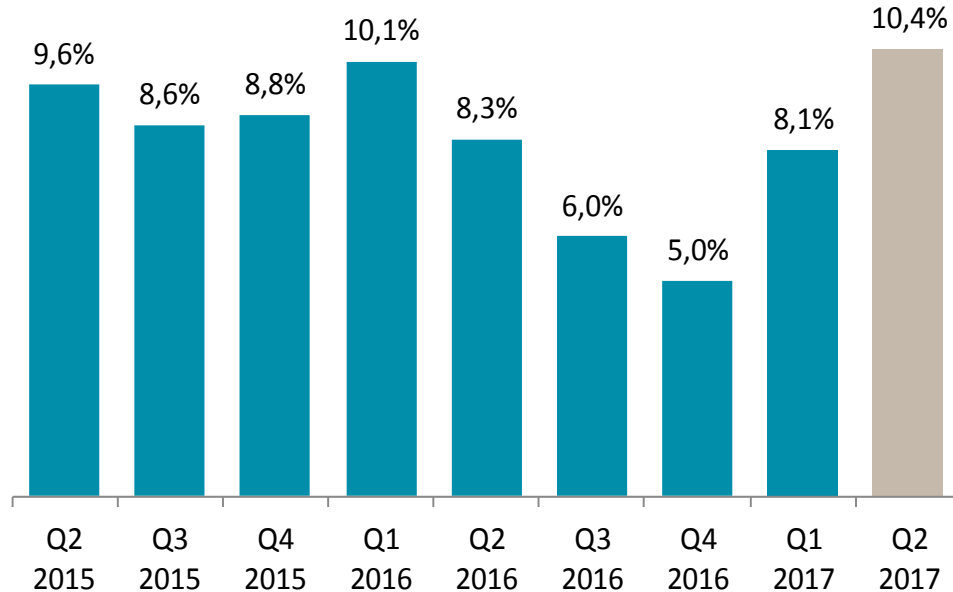




Launching of New Services

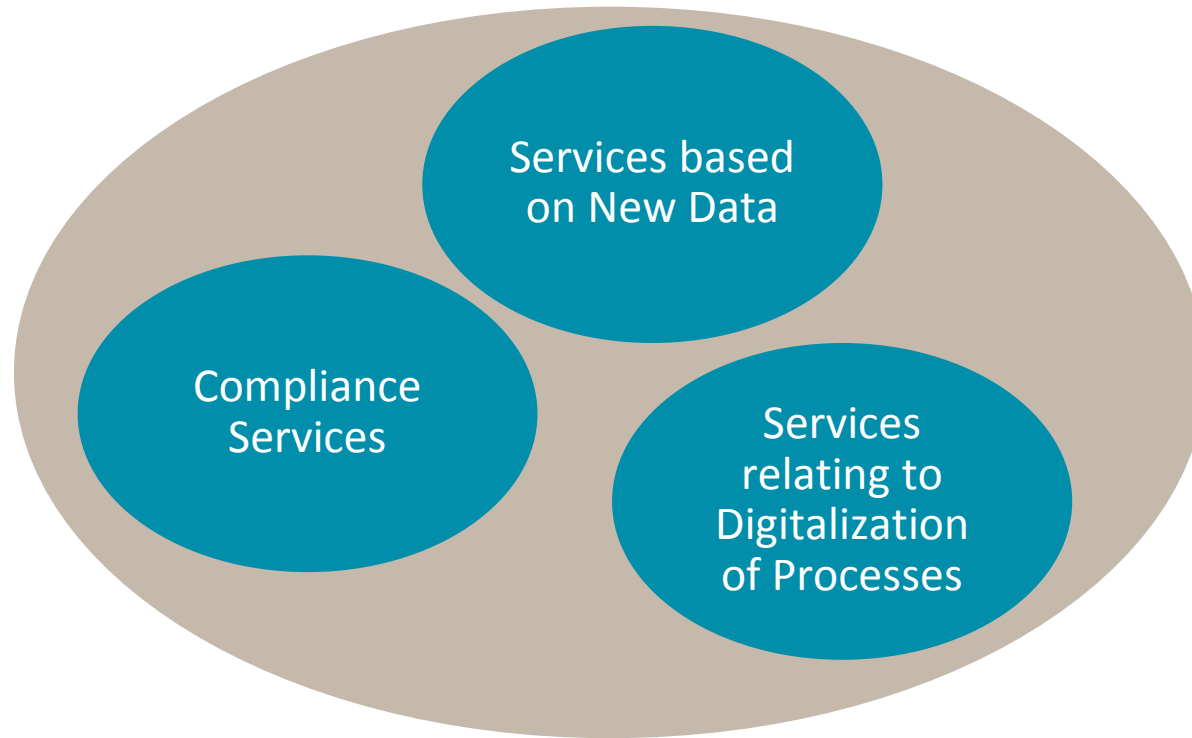


New Services Share of Net Sales



- Share of new services on record level.
- 20 new services launched during the first half of the year.
- 13 new services launched during the second quarter of the year.
- For example Beneficial Owner, ESG Report Service, Sourcing and Procurement as a Service and Contractor Liability Report were launched.

Asiakastieto Group's Service Development

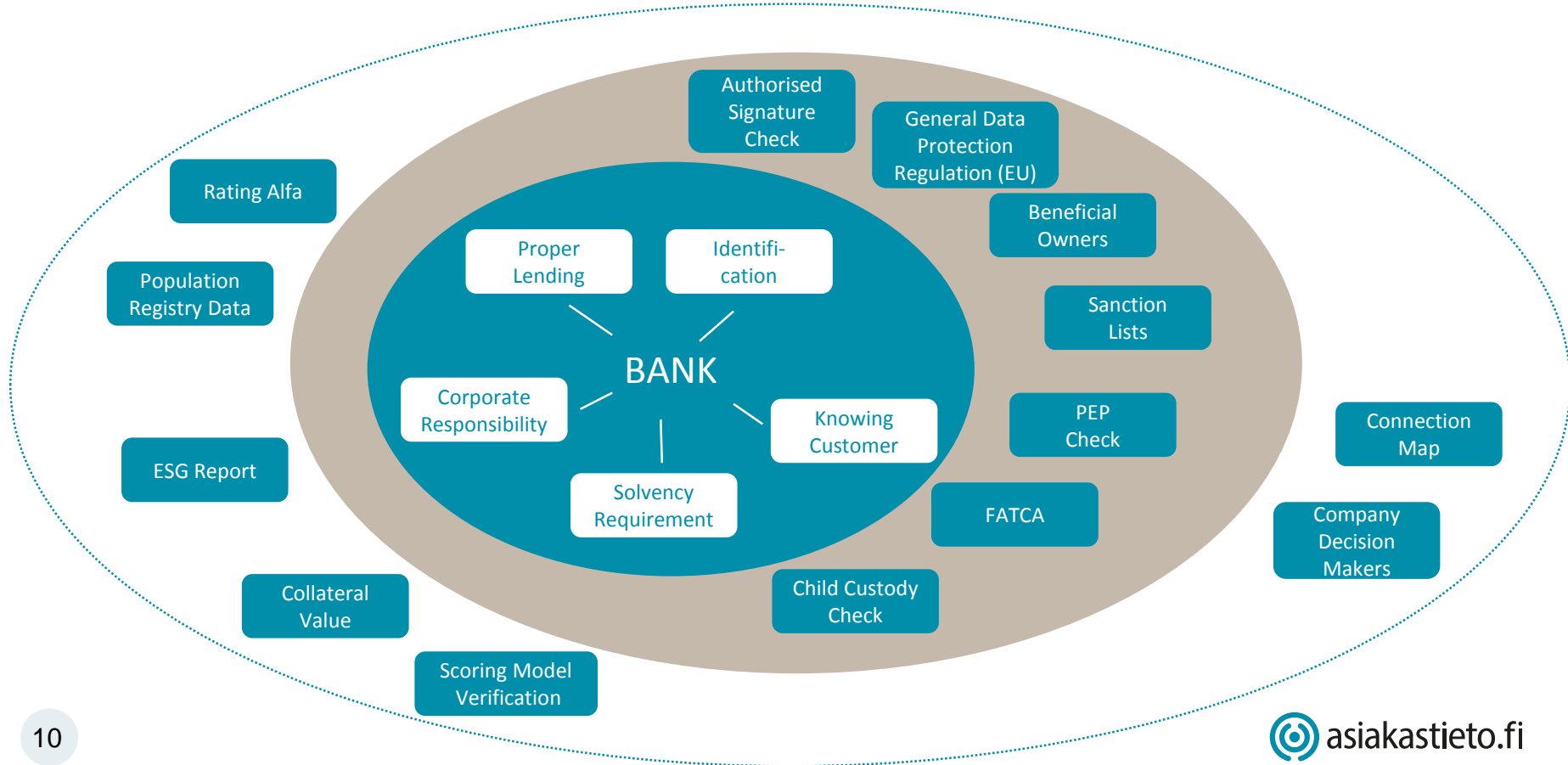




Asiakastieto's Compliance Services



Compliance Services – banking customer as an example



Finnish Beneficial Owners Service

According to AML (Anti-Money Laundering) regulations the beneficial owners of each company have to be recognized.

Content

- Only Finnish beneficial owners
- All company forms, also
 - Associations
 - Foundations
 - Housing companies
- Ownership chains
- Ownership %
- Beneficial owners information

Beneficial owners can be integrated, monitored and delivered in batch files.

Beneficial owners

Line of business (SIC) 18110 Printing of newspapers
Company form Limited company
Type of ownership Private Finnish

Chain of ownership

Shareholders	Domicile/ Nationality	Shares	Ownership %	PEP + Sanction €
Pirkanmaan Lehtipaino Oy, 16534058	Tampere			Go to >>
└ Sata-Pirkan Painotalo Oy, 25525444			100.0 %	Go to >>
└ Fennia Avainrahasto Ky, 19278686	Pori		0.4 %	Go to >>
└ Heimari Invest Oy, 22389547	Helsinki			Go to >>
└ Heimari Oy, 06974949			100.0 %	Go to >>
└ Compass Rose Oy, 20306701			100.0 %	Go to >>
└ Collander Seppo Tauno Juhani,	Finnish citizen		1.0 %	Go to >>
✓ The beneficial owners of the company cannot be concluded.				

Pirkanmaan Lehtipaino Oy: shareholders updated 24.01.2017 according to the company's announcement.

Sata-Pirkan Painotalo Oy: shareholders updated 12.08.2016 from the trade register.

Fennia Avainrahasto Ky: persons in charge updated on 26.03.2010.

Heimari Invest Oy: shareholders updated 09.01.2017 according to the company's announcement.

Heimari Oy: shareholders updated 09.01.2017 according to the company's announcement.

Compass Rose Oy: shareholders updated 28.05.2006 from the trade register. **Shareholder data have not been provided when requested 21.09.2015.**

The register data used are not necessarily complete. Suomen Asiakastieto does not guarantee that the information in the report is correct or complete, nor does it assume responsibility for damages possibly caused by the use of the report.

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Services based on New Data



ESG REPORT - new, unique data of companies' backgrounds



Vastuullisuusraportti

Suomen Esimerkkiryitys Oy
Tyytienväli 10
00580 Helsinki

Puhelin: +358 10 2707000 **Rekisteröity:** 10.11.1961

Y-tunnus: 01110279 **Alustusaika:** 01.06.1963

Liikevaihto: Liikevaihto vuonna 2015 oli 43729 tEUR.

Henkilöstö: Henkilöstö vuonna 2015 oli 141 henkilöä.

Toimiala: 82910 Perintä- ja luottotietopalvelut

Yhteenveto

Ympäristövastuu:	Sosiaalinen vastuu:	Hallinto ja taustat:
Positiivinen	Positiivinen	Positiivinen
> Ei huomautettavaa	> Ei huomautettavaa	Ei huomautettavaa
Huomautettavaa	Huomautettavaa	Huomautettavaa

ESG-tiedot

Ympäristövastuun tarkastukset

✓ Tuomioistuinten ympäristövastuuseen liittyvät langettavat ratkaisut	Ei huomautettavaa	
✓ Viranomaisien langettamat ympäristövastuuseen liittyvät seuraamus- ja laiminlyöntimaksut	Ei huomautettavaa	
⊖ Ympäristövastuuseen liittyvät sertifikaatit	Ei tiedossa olevaa sertifikaattia	
✓ Toimialan ilmapäästöt	Toimiala on vähäpäästöinen	

Sosiaalisen vastuun tarkastukset

✓ Tuomioistuinten sosiaaliseen vastuuseen liittyvät langettavat ratkaisut	Ei huomautettavaa	
✓ Viranomaisien langettamat sosiaalisen vastuun mukaiset seuraamus- ja laiminlyöntimaksut	Ei huomautettavaa	
⊖ Sosiaaliseen vastuuseen liittyvät sertifikaatit	Ei tiedossa olevaa sertifikaattia	

Hyvän hallintotavan mukaiset tarkastukset

✗ Hyvään hallintotapaan liittyvät tuomioistuinten langettavat ratkaisut	Vireillä olevia asioita 1	
✓ Viranomaisien langettamat hyvään hallintotapaan liittyvät seuraamus- ja laiminlyöntimaksut	Ei huomautettavaa	
✓ Hallintotapaan liittyvät sertifikaatit	ISO 9001:2008, Bureau Veritas	
✓ Liiketoimintakielto	Ei liiketoimintakieltoja	

Taustatiedot

Rekisterimerkinnät

Rekisteri	Huomioitavaa	Alkupaivämäärä	Loppupaivämäärä
✓ Kaupparekisterissä		10.11.1961	
✓ Alv-velvollinen liiketoiminnasta		01.06.1994	
✓ Alv-velvollinen kiinteistön käyttöoikeuden luovuttamisesta		01.02.1996	
✓ Ennakkopintärekisterissä	Voimassaolo tarkistettava 28.02.2018	01.03.1995	
✓ Työnantajarekisterissä		01.06.1963	

Talous

✓ Kannattavuus (Sijoitetun pääoman tuotto)	288,2 % (Toimialan mediaani 9 %)	Tiedot vuodelta 2015
✗ Maksuvalmius (Current ratio)	0,8 % (Toimialan mediaani 1,6 %)	Tiedot vuodelta 2015
⊖ Vakavaraisuus (Omavaraisuusaste)	18,1 % (Toimialan mediaani 40,3 %)	Tiedot vuodelta 2015
✓ Maksuhäiriöt ja muut luottotietomerkinnot	Yrityksellä ei ole luottotietomerkinnot	
✗ Tilintarkastajan lausunto	Tilintarkastuskertomusta ei ole ollut käytettävissä.	

USE FOR

- knowing the customer
- company's own ESG management
- comprehensive risk management
- the management of supply chain

First ESG Report of private companies.

Based on entirely new data streams:

- Criminal judgments
- Penalty payments and negligence fees
- Certificates
- Air pollutants
- Bans on business operations
- Company's financial situation



Services relating to
**Digitalization of
Processes**



Sourcing and Procurement as a Service

The screenshot shows the Asiakastieto.fi website interface. At the top, there's a teal header with the logo and text 'asiakastieto.fi Ostopalvelu', a login button 'Kirjaudu tai rekisteröidy', and a menu icon. The main banner features a background image of a soccer field with the text 'Kilpailuta ostosi älykkäästi!' and 'Asiakastieto tavoittaa parhaat kumppanit'. Below this is a search bar with the placeholder 'Mitä olet ostamassa?' and a search button. A text box below the search bar contains 'syötä esim. siivous tai toimistopöytä tai palvelumuotoilu'. Further down, a teal box states 'Palvelumme avulla säästät aikaa, vaivaa ja rahaa (keskimäärin 20 %).'. The bottom section, titled 'Näin se toimii!', shows a three-step process: 1. Submit request of tender, 2. Receive tenders, and 3. Choose the winner. Each step is accompanied by a brief description in Finnish.

asiakastieto.fi Ostopalvelu

Kirjaudu tai rekisteröidy

Kilpailuta ostosi älykkäästi!

Asiakastieto tavoittaa parhaat kumppanit

Mitä olet ostamassa?

syötä esim. siivous tai toimistopöytä tai palvelumuotoilu

Palvelumme avulla säästät aikaa, vaivaa ja rahaa (keskimäärin 20 %).

Näin se toimii!

1. Jätä tarjouspyyntöilmoitus
2. Saat tarjouksia luotettavilta Asiakastiedon tarkistamilta yrityksiltä
3. Valitse tarjouskilpailun voittaja

1. Submit request of tender

2. Receive tenders

3. Choose the winner

Automated procurement tool for SME's

- Puts small and big purchases out to tender
- Discovers new cooperation partners
- Finds out companies' backgrounds
- Steers the tender request process
- Facilitates the comparison of tenders

Saves time and money for SME's

Opens new customers / leads for service providers

Based on Asiakastieto's database and modelling capabilities

Examples of other New Services Q2 / 2017

3D Decisioning Service

Digi

Extended Real Estate Services

Digi

Contractor Liability Information

New Data

Contractor Liability Report

New Data



Q2 / 2017
Overview

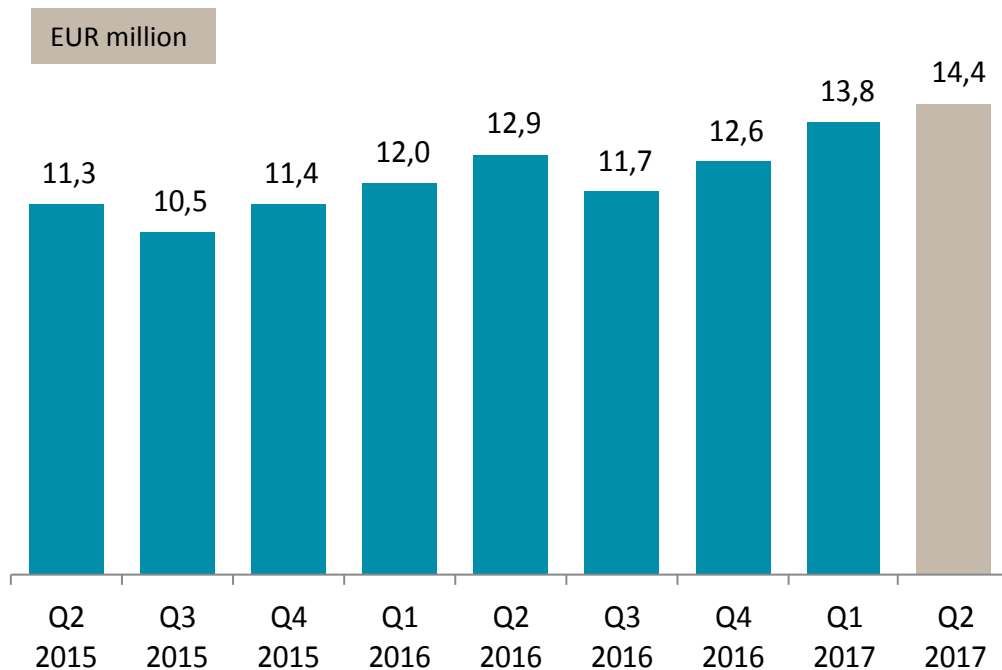


Overview of Q2 / 2017

EUR million (unless stated otherwise)	Q2 / 2017	Q2 / 2016	FY 2016
Net Sales	14,4	12,9	49,2
Growth (year-on-year)	12,2 %	13,4 %	12,5 %
Adjusted EBITDA	6,6	5,6	21,7
Adjusted EBITDA margin	45,5 %	43,4 %	44,1 %
Adjusted EBIT	5,9	4,9	19,2
Adjusted EBIT margin	40,6 %	38,4 %	39,1 %
New products and services (% of Net Sales)	10,4	8,3	7,4
Value-added services (% of Net Sales)	70,6	65,4	65,4
EBITDA	6,5	6,7	22,5
EBIT	5,8	6,0	20,0

- Strong level of new products' share of net sales.
- Positive volume growth component especially in Consumer Information Services.
- Strong growth despite 3 banking days less than in corresponding period.
- Margin on good level due to both good sales of value-added and new services.

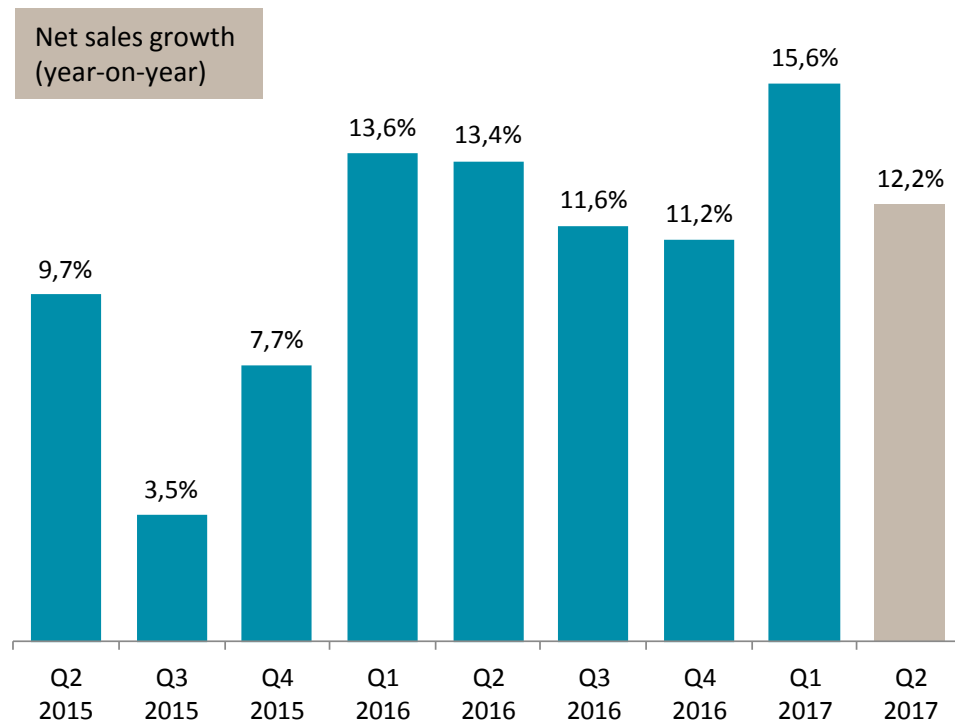
Quarterly Net Sales



- Net sales growth EUR 0,6 million.
- Consumer Information Services and Real Estate and Collateral Information Services had the strongest organic Net sales growth.



Net Sales Growth

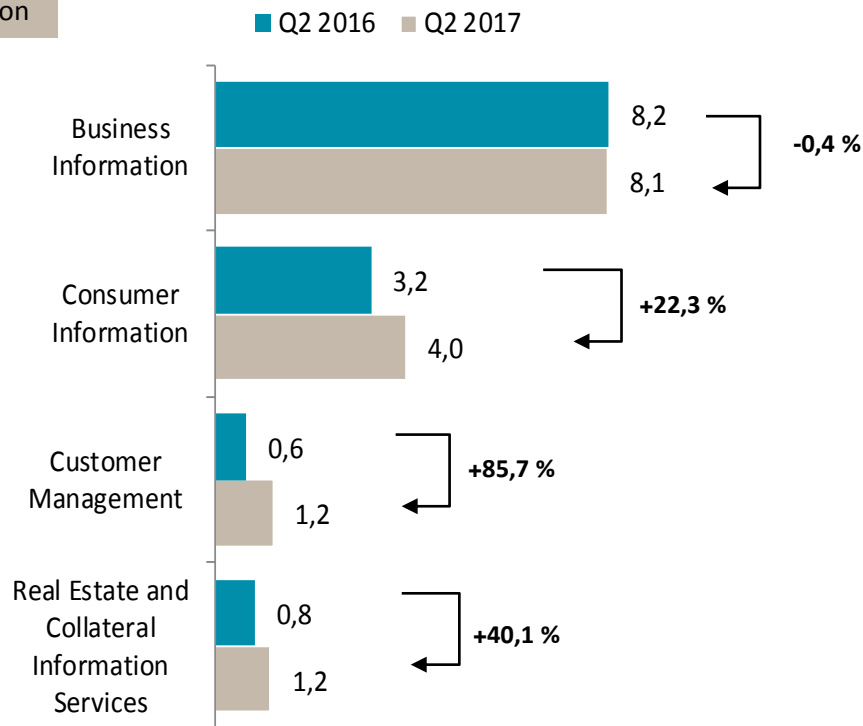


- Impact of number of banking days:
Q1 / 2017 three days more and
Q2 / 2017 three days less
than in corresponding period 2016.
- Net sales growth during H1 / 2017
was 13,8 % compared to 2016.



Revenue by Product Area

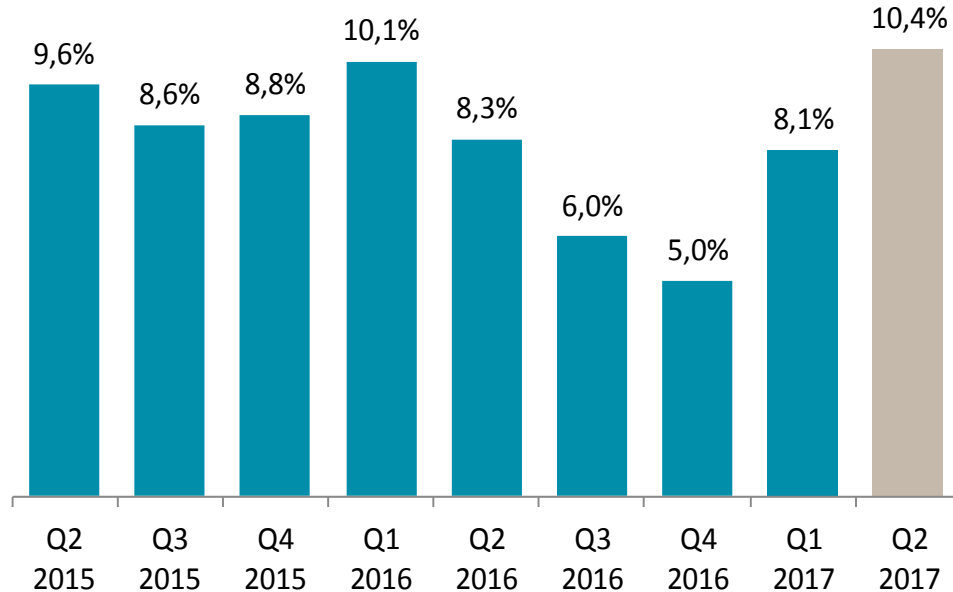
EUR million



- Net sales growth especially high in Customer Management due to Intellia acquisition and organic growth.
- Very strong organic growth in Consumer Information and Real Estate and Collateral Information Services.

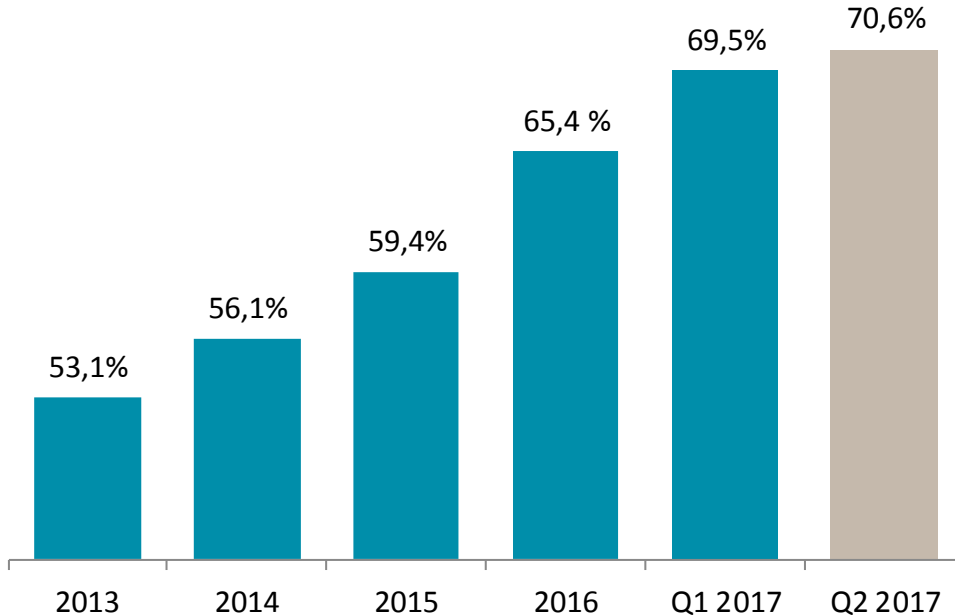


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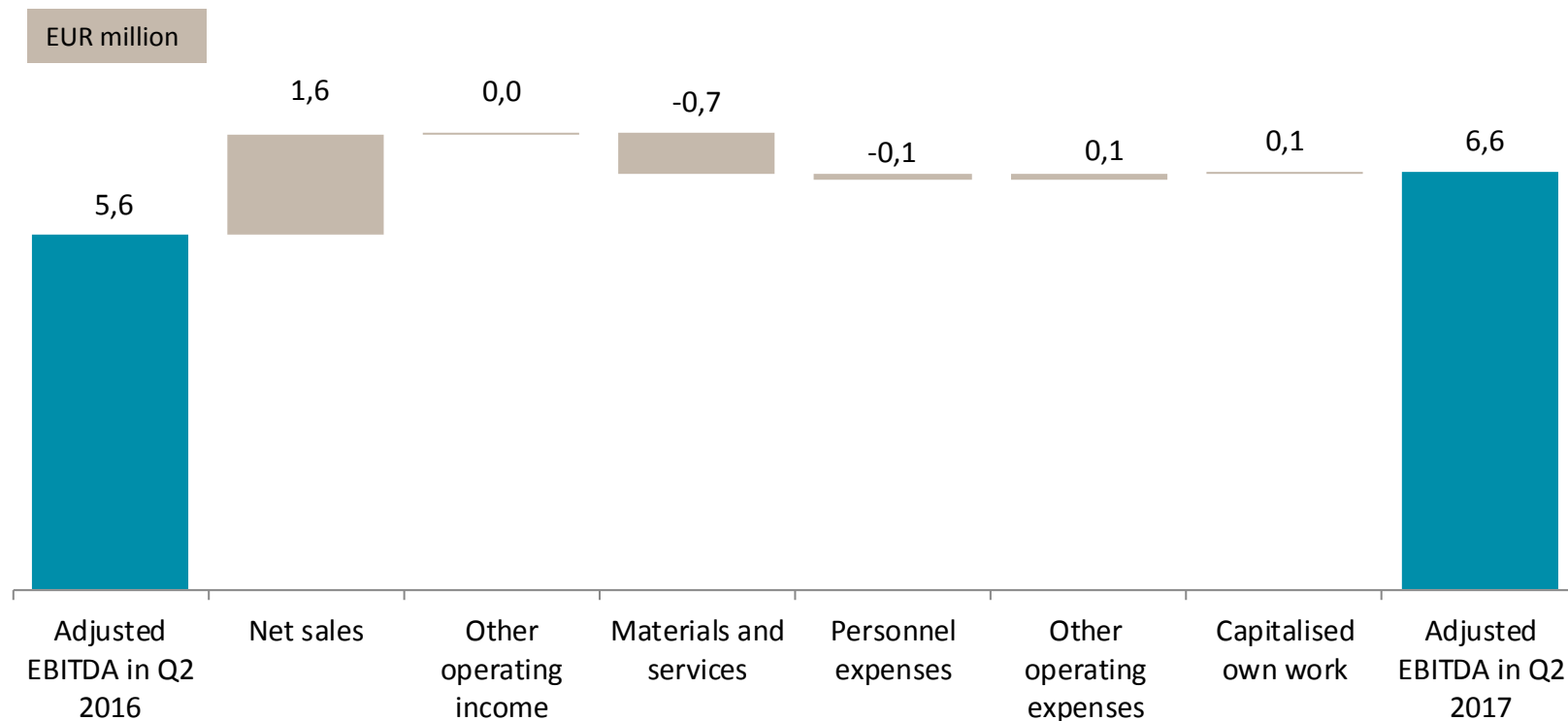
Value-added Services Share of Net Sales



- Strong continued demand for value-added services.
- Good sales especially in Personal Classification services, Real Estate Information Services and Rating Alfas.
- Net sales supported by growth of new services.

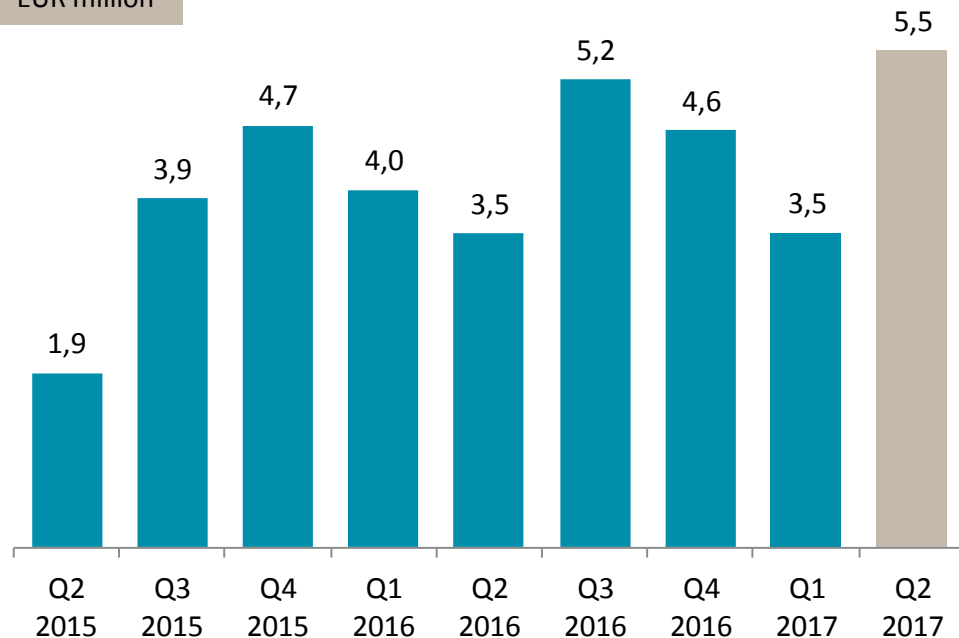


Good Adjusted EBITDA growth



Free Cash Flow

EUR million



- Free cash flow was EUR 5,5 million in the second quarter.
- Free cash flow was on high level due to margin and relatively lower level of working capital.
- Employees Pension advance payment was paid during first quarter of 2017 and in 2016 mainly in second quarter.

Strong Key Indicators

EUR million (unless stated otherwise)	Q2 / 2017	Q2 / 2016	FY 2016
Net debt	53,6	53,0	47,0
Net debt / adjusted EBITDA	2,0x	2,4x	2,2x
Gearing, %	72,8	73,9	59,9
Equity ratio, %	48,7	48,5	50,5
Free cash flow	5,5	3,5	17,2
Cash conversion, %	84,7	52,1	76,6
Gross investments	0,9	1,0	3,8

- Strong cash position of EUR 16,2 million. Dividend of 13,6 million paid in April.
- Net debt/adjusted EBITDA on low level of 2,0 although dividend was paid in second quarter.
- Gross investments 1,9 million during first half of the year.

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 around the higher end of long term target 5-10%. 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
Q2 / 2017



Summary Income Statement

EUR million	Q2 / 2017	Q2 / 2016	FY 2016
Net sales	14,4	12,9	49,2
Other operating income	0,1	1,1	1,1
Materials and services	-3,1	-2,5	-9,2
Personnel expenses	-3,3	-3,1	-12,1
Other operating expenses	-2,0	-2,1	-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	5,8	6,0	20,0
Finance income and expenses	-0,3	-0,3	-1,1
Result before income tax	5,5	5,8	18,9
Income tax expense	-1,1	-0,9	-3,6
Result for the period	4,4	4,8	15,3
Earnings per share attributable to the owners of the parent during the period:			
Basic and diluted earnings per share (EUR)	0,29	0,32	1,01

Summary Balance Sheet

EUR million	30.6.2017	31.12.2016
ASSETS		
Goodwill	113,9	113,9
Other intangible assets	8,6	8,2
Property, plant and equipment	1,4	1,4
Deferred tax assets	2,6	3,0
Loan and other receivables	0,2	0,2
Total non-current assets	126,6	126,6
Account and other receivables	10,6	7,3
Cash and cash equivalents	16,2	22,6
Total current assets	26,7	30,0
Total assets	153,3	156,6

EUR million	30.6.2017	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	8,6	15,3
Total equity	73,5	78,5
Interest-bearing liabilities	69,7	69,7
Account and other payables	0,4	0,3
Total non-current liabilities	70,1	69,9
Advances received	2,2	1,3
Account and other payables	7,4	6,9
Total current liabilities	9,6	8,1
Total liabilities	79,8	78,1
Total equity and liabilities	153,3	156,6

Summary Cash Flow

EUR million	Q2 / 2017	Q2 / 2016	FY 2016
Cash flows from operating activities			
Result before income tax	5,5	5,8	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	-0,1	-0,0	-0,0
Other adjustments	0,2	-1,0	-0,8
Change in working capital	-0,4	-1,5	0,1
Interest and other finance expenses paid	-0,2	-0,2	-1,0
Interest and other finance income received	0,0	0,0	0,0
Income taxes paid	-1,6	-	-0,0
Net cash from operating activities	4,4	3,9	20,8
Cash flows from investing activities			
Purchases of property, plant and equipment	-0,1	-0,1	-1,1
Purchases of intangible assets	-0,6	-0,6	-3,5
Purchases of subsidiaries, net of cash acquired	-	-	-2,9
Proceeds from sale of property, plant and equipment	0,1	0,0	3,6
Purchase of investments	-	-	-0,1
Non-current receivables	-	-0,1	-0,1
Net cash used in investing activities	-0,6	-0,6	-4,0
Cash flows from financing activities			
Short-term financing, net increase (+) / decrease (-)	-	-	-0,0
Dividends paid and other profit distribution	-13,6	-14,8	-15,1
Net cash used in financing activities	-13,6	-14,8	-15,1
Net increase / decrease in cash and cash equivalents	-9,8	-11,6	1,6
Cash and cash equivalents at beginning of the period	25,9	28,2	21,0
Cash and cash equivalents at end of the period	16,2	16,6	22,6



Questions and Answers

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