



CEO Jukka Ruuska  
8 November 2017

Asiakastieto Group Plc  
**Interim Report**  
**1.1. – 30.9.2017**



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# 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



# Product Area Structure

Business Information Services

Consumer Information Services

Customer Management Services

Real Estate and Collateral Information Services

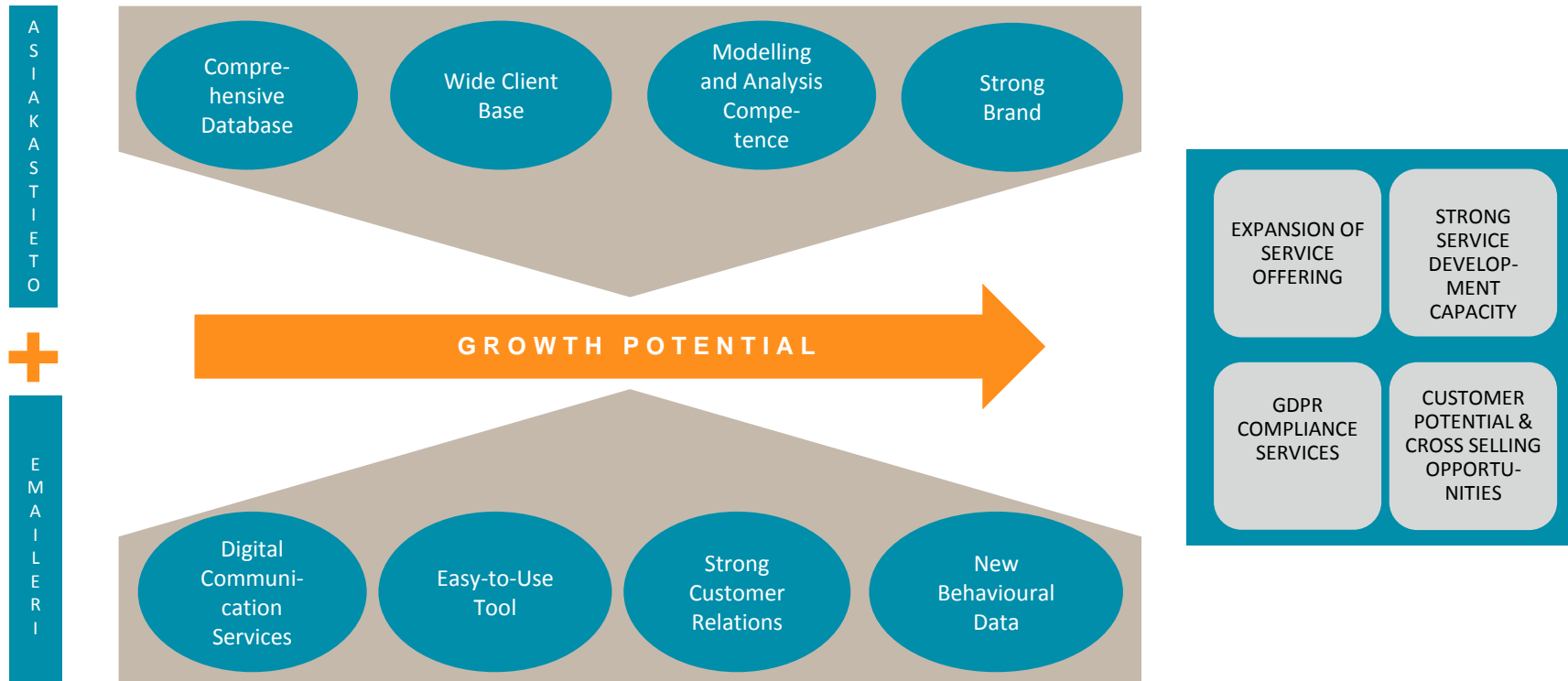


Acquisition  
Emaileri Oy

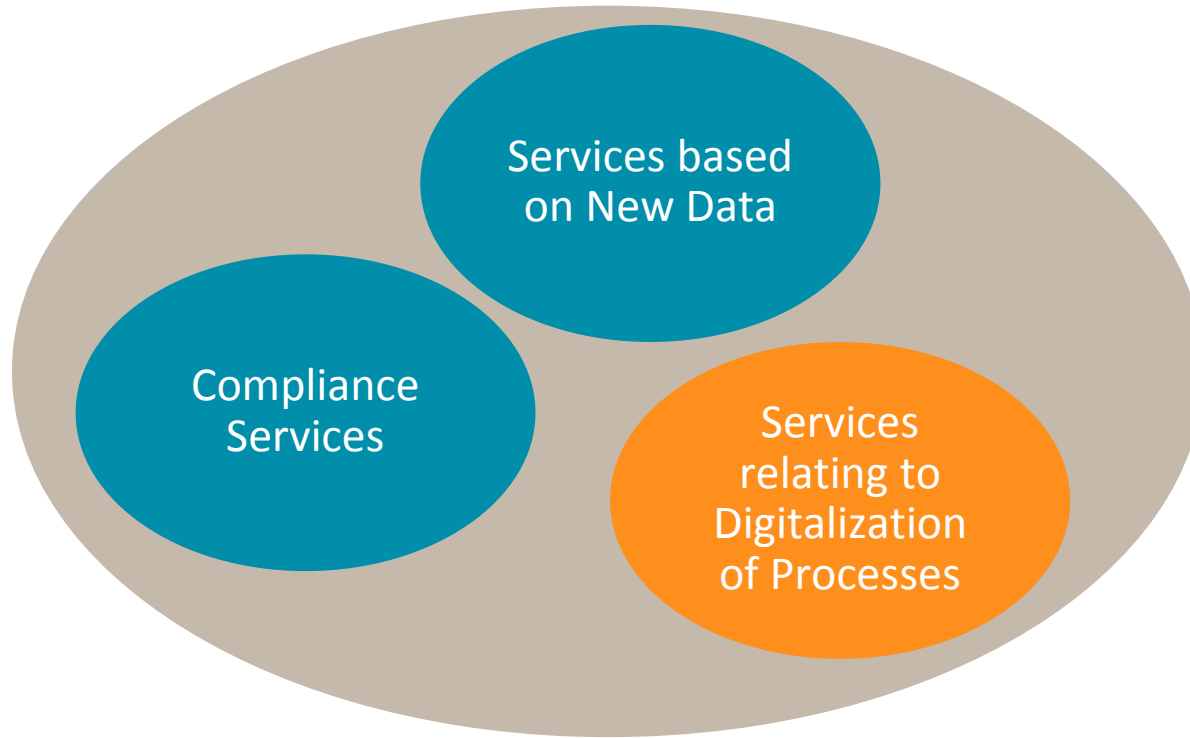




# Asiakastieto + Emaileri



# Asiakastieto Group's Service Development

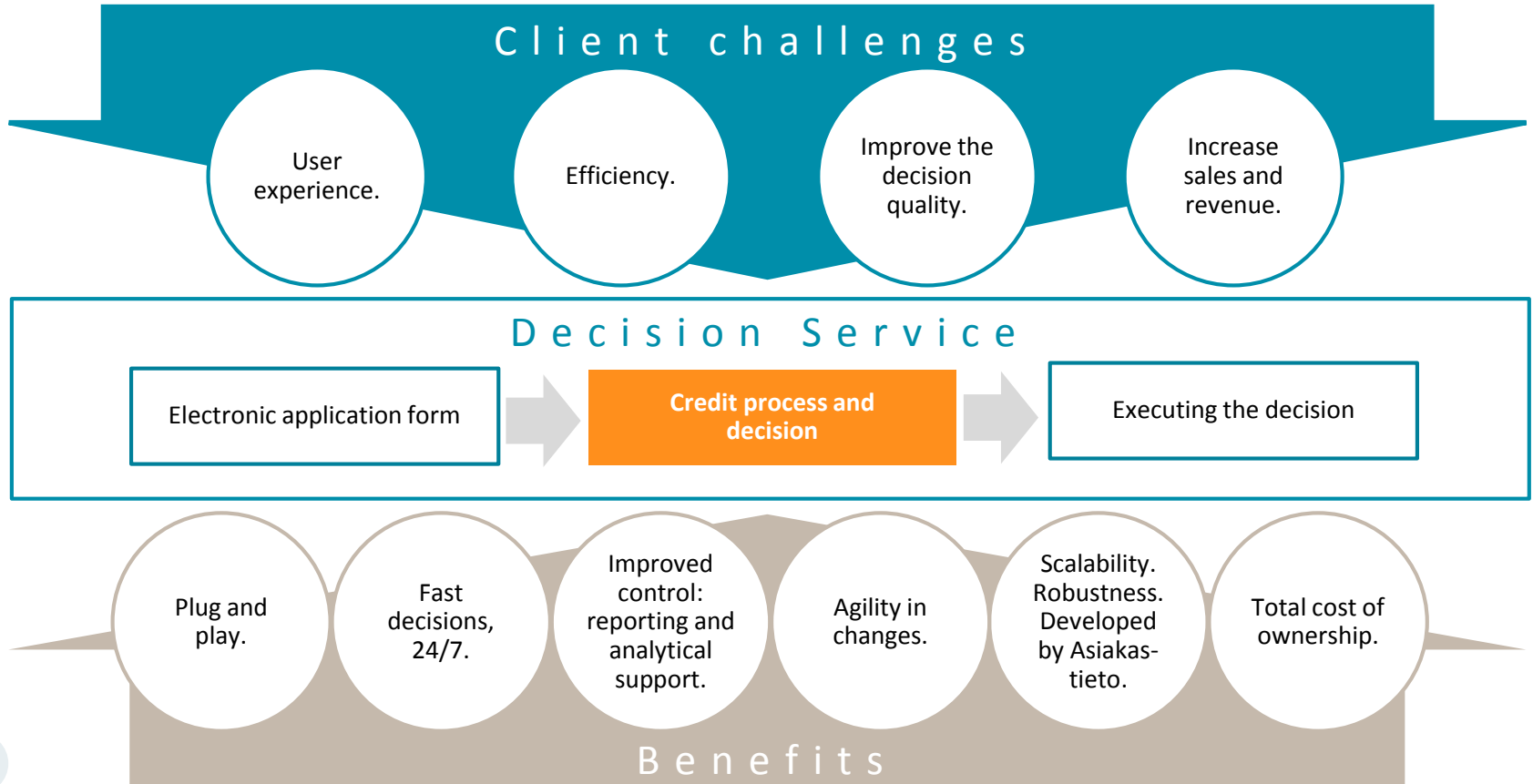




# Update 3D Decisioning Service



# Decisioning Services by Asiakastieto



# 3D Decisioning Service Update

## Growing need for automated decisioning



### SERVICE AREAS

- B2B
- B2C
- Both secured and unsecured lending

### CLIENT BENEFITS

- Automated high quality credit decisions
- Process efficiency
- Enables online decisions 24/7
- Low implementation cost
- Services & tools to balance credit risk vs. revenue

### FEATURES AND CAPACITIES OF THE SERVICE

- Hundreds of prepared conditional clauses for fast implementation
- #positive data i.e. Consumer Credit Inquiry System easily connectable
- Asiastieto's data and rating services
- Customer-specific credit limit matrices
- Customer-specific scoring models
- Reporting both on the basis of applications and, when needed, behavioural data of credits
- Simulation i.e. testing the impact of changes in the decision tree with history data

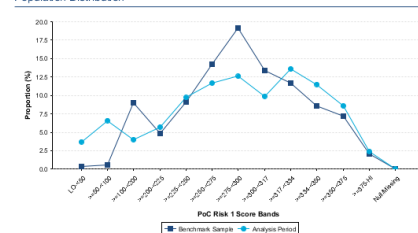
		Employment Type					
		Full Time	Part Time	Retired	Student	Unemployed	Others
Time with Employer	0-1 year	Yellow	Yellow	Green	Red	Red	Red
	1-3 years	Green	Yellow	Green	Red	Red	Red
	3-5 years	Green	Green	Yellow	Red	Red	Red
	over 5 years	Green	Green	Green	Red	Red	Red
	Others	Red	Red	Red	Red	Red	Red
		Outcomes					
		Outcome Name					Colour
1		High Risk					Red
2		Medium Risk					Yellow
3		Low Risk					Green

Segmentation	Leaf Node ID	Leaf Node Name	Outcome	Treatment
Segment 1	1	Risk 1	No Card Assigned	
Segment 2	2	Risk 2	Classic	
Segment 3	3	Risk 3	Gold	
Segment 4	4	Risk 4	Platinum	
Segment 5	5	Risk 5	Gold	
Segment 6	6	Risk 6	Platinum	
Segment 7	7	Risk 7	Gold	
Segment 8	8	Risk 8	Platinum	
Segment 9	9	Risk 9	Gold	
Segment 10	10	Risk 10	Platinum	
Segment 11	11	Risk 11	Gold	
Segment 12	12	Risk 12	Platinum	

### 3D SERVICE COMPONENTS

- Excellent tools to set up the credit policy.
- Purpose built screens for underwriter decisions. Decision level control included.
- Reporting and analytical development of the credit policy.
- Credit decision: accept / consider / reject. Also loan amount, maturity, risk based pricing, collateral required etc.

Population Distribution





# WebFilter New Advanced Company Filter Pro



# WebFilter

More Data means Better Results



WebFilter



Homepages



Job ads



Twitter



News and announcements

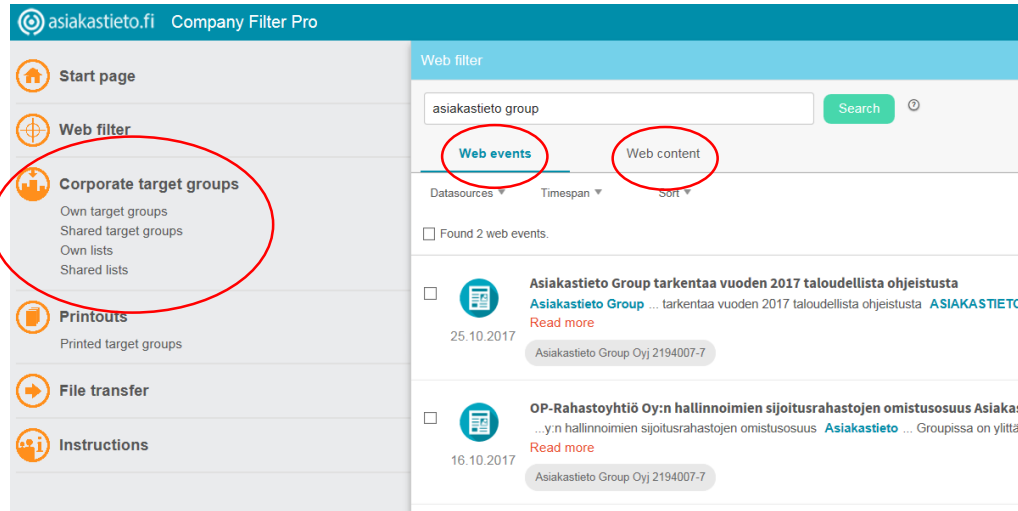
## Web events search

- Search events by company name or
- Search events by search term / terms
- Choose datasource
- Choose timespan (24 hrs – 2 months)

## Web content search

- Search content by search term / terms
- Searches content from companies' homepages (front page)

# Company Filter Pro & WebFilter



## Use WebFilter for

- defining sales and marketing target groups complemented by dynamic search results
- finding out changes in company information
- getting sales leads
- reading latest company news
- finding out companies with content to the desired profile

Use WebFilter's search results alone or together with other defining criteria when defining sales and marketing target groups in Company Filter Pro's target group tool.



Q3 / 2017  
Overview





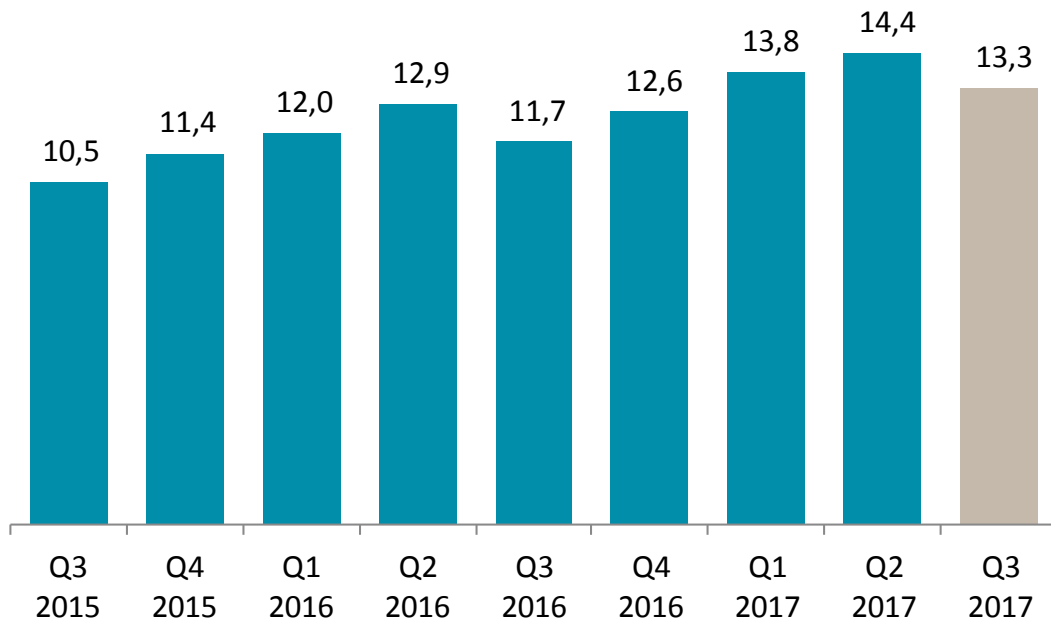
# Overview of Q3 / 2017

EUR million (unless stated otherwise)	Q3 / 2017	Q3 / 2016	FY 2016
<b>Net Sales</b>	13,3	11,7	49,2
Growth (year-on-year)	14,0 %	11,6 %	12,5 %
<b>Adjusted EBITDA</b>	6,1	5,4	21,7
Adjusted EBITDA margin	45,7 %	46,0 %	44,1 %
<b>Adjusted EBIT</b>	5,3	4,8	19,2
Adjusted EBIT margin	40,1 %	41,3 %	39,1 %
New products and services (% of Net Sales)	8,6	6,0	7,4
Value-added services (% of Net Sales)	69,4	65,0	65,4
EBITDA	6,0	5,2	22,5
EBIT	5,3	4,6	20,0

- Strong growth in Net Sales.
- 1 banking day less than in corresponding period, both in Q3 and YTD.
- The EBITDA margin has stayed at the same level compared to the corresponding period in 2016.

# Quarterly Net Sales

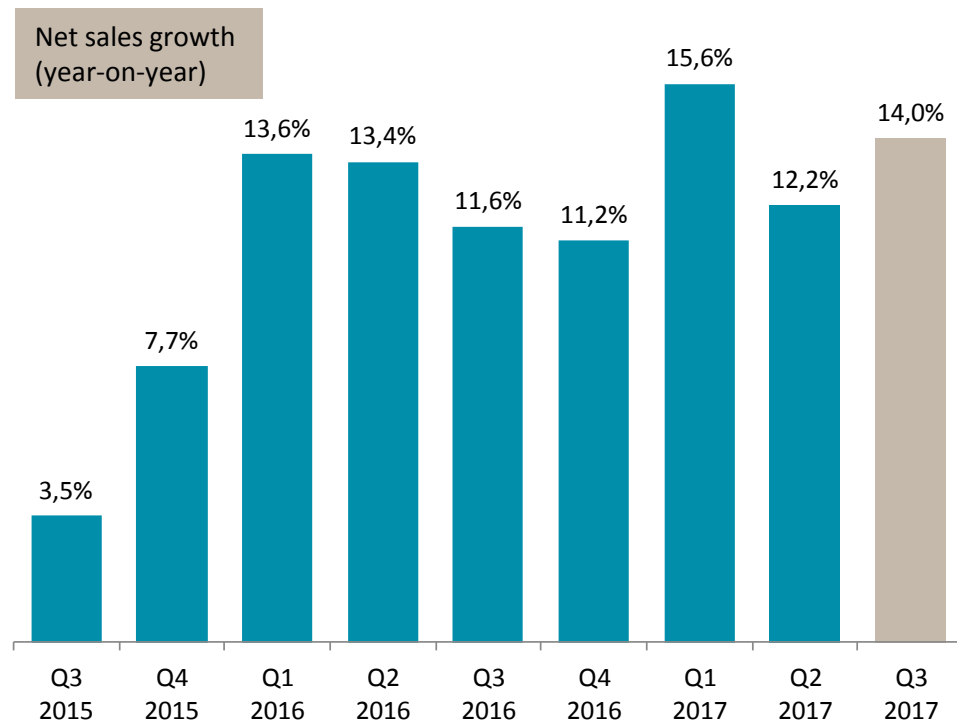
EUR million



- Net sales growth EUR 1,6 million.
- Consumer Information Services and Real Estate and Collateral Information Services had the strongest organic Net sales growth.



# Net Sales Growth

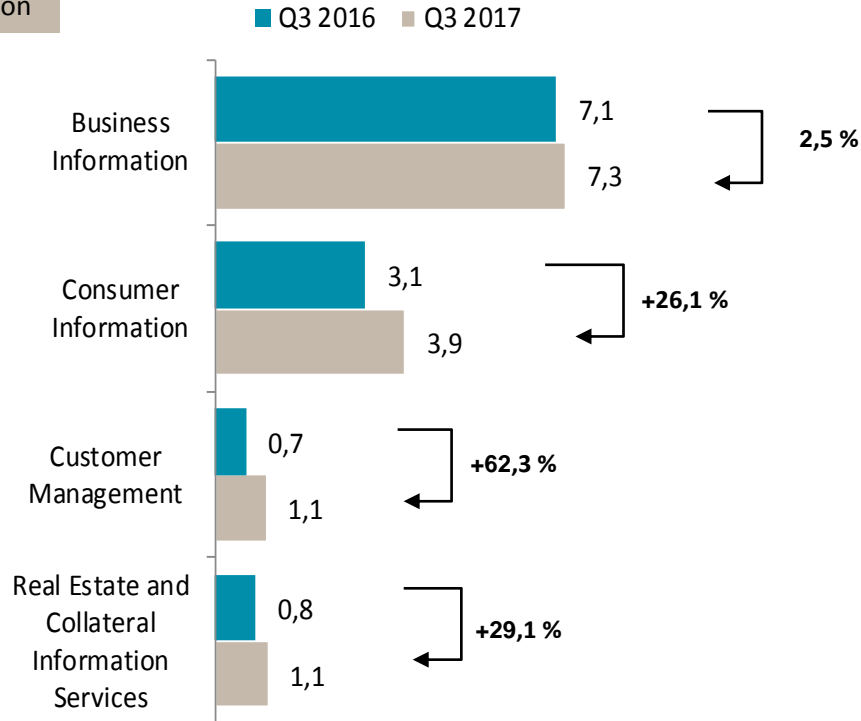


- Impact of number of banking days:  
Q1 / 2017 three days more,  
Q2 / 2017 three days less,  
Q3 / 2017 one day less and  
Q4 / 2017 one day less than in  
corresponding period 2016.
- Net sales growth during 2017 YTD  
was 13,9 % compared to 2016.



# Revenue by Product Area

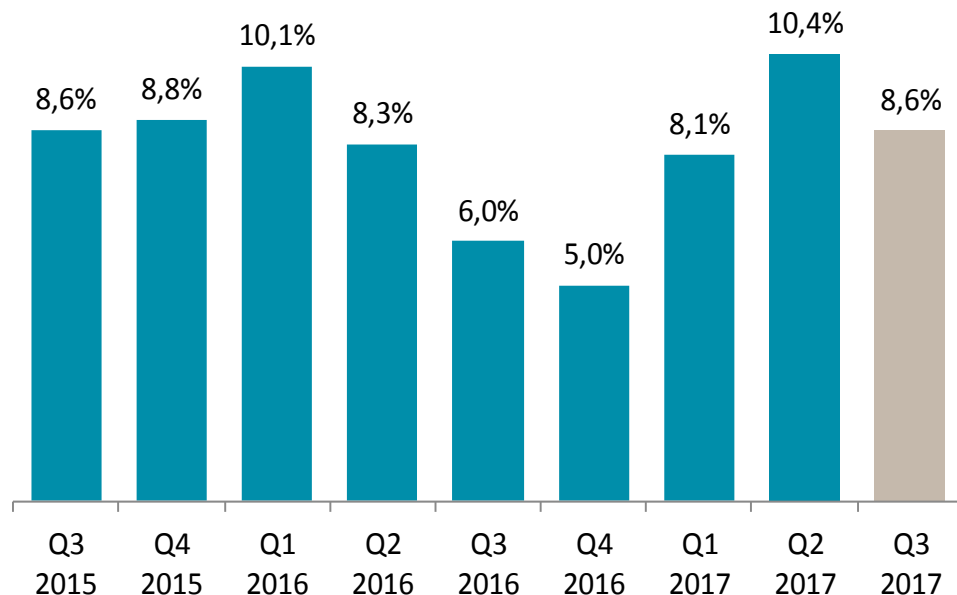
EUR million



- Growth in all Product Areas.
- 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.

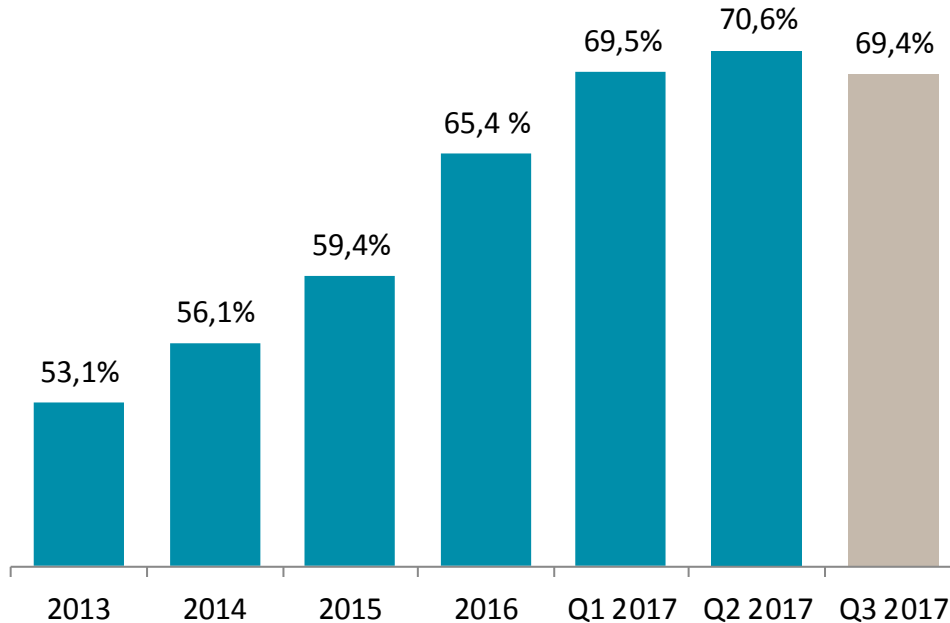


# New Services Share of Net Sales



- Share of new services 8,6%
- 5 new services launched during the third quarter.
- Real-time Bankruptcy and Restructuring Inquiry, Online Value Report, Visitor Data DMP&Media Advertisement on Open Business Information Service, Omatieto Optimi Decision Service and Company Filter Pro WebFilter were launched.

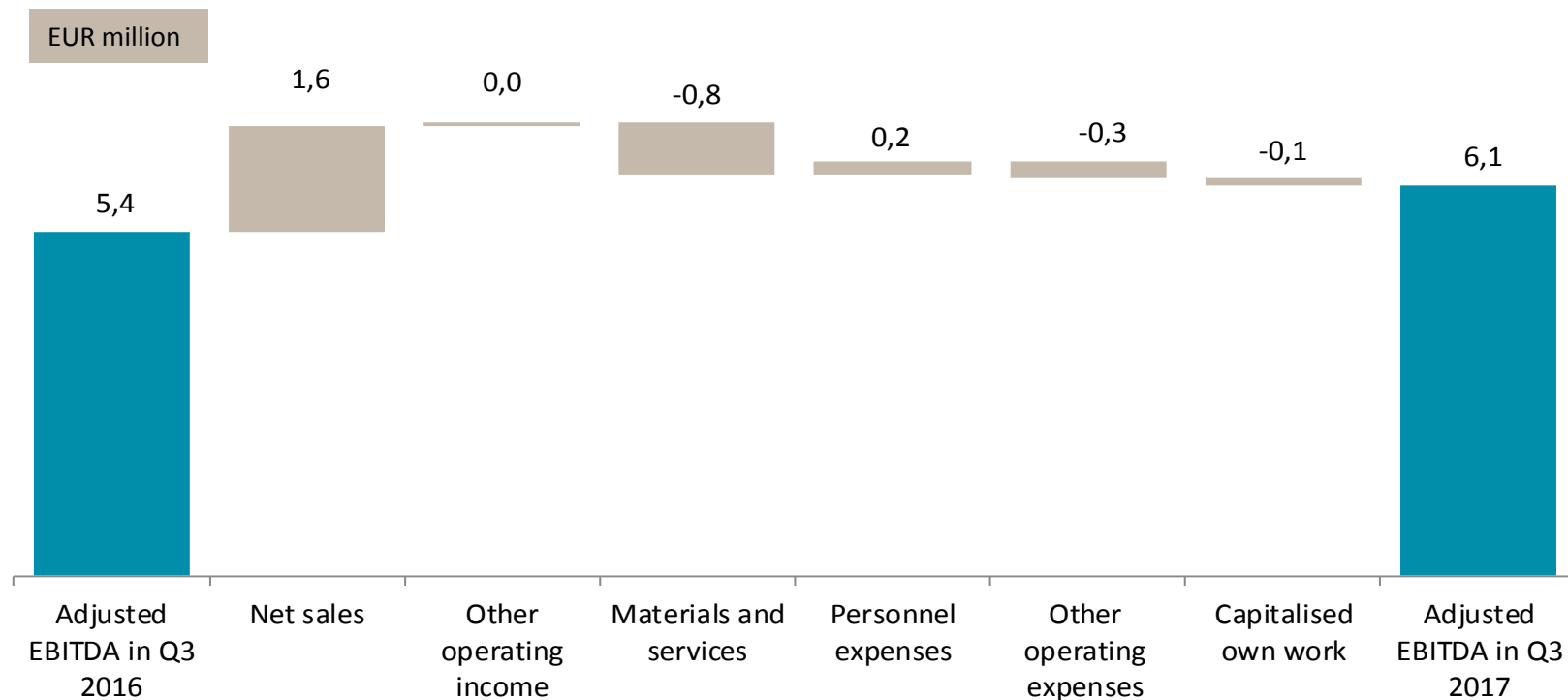
# Value-added Services Share of Net Sales



- Strong continued demand for value-added services.
- Good sales especially in Personal Classification services and Real Estate Information Services.
- Growth of new services contributes to growth of value-added services.

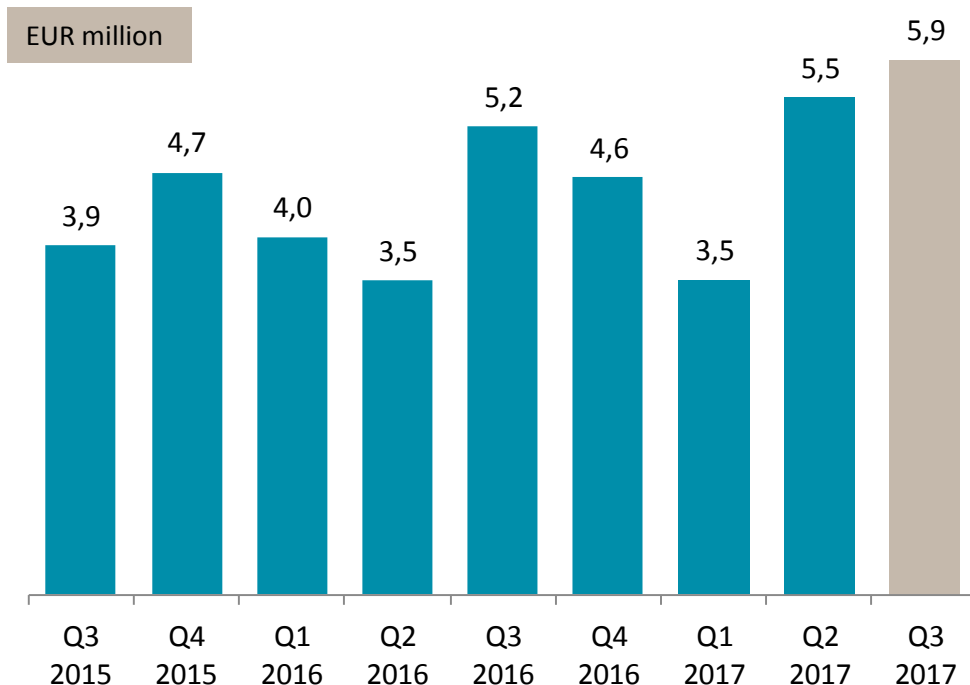


# Adjusted EBITDA growth 13,3 %





# Free Cash Flow



- Free cash flow was on record level EUR 5,9 million in the third quarter.
- Free cash flow was on high level due to margin and relatively lower cash outflow from investing activities than in corresponding period.

# Strong Key Indicators

EUR million (unless stated otherwise)	Q3 / 2017	Q3 / 2016	FY 2016
Net debt	48,9	48,4	47,0
Net debt / adjusted EBITDA	2,0x	2,2x	2,2x
Gearing, %	63,1	64,3	59,9
Equity ratio, %	50,0	49,7	50,5
Free cash flow	5,9	5,2	17,2
Cash conversion, %	98,4	99,9	76,6
Gross investments	0,6	0,6	3,8

- Strong cash position of EUR 20,8 million.
- Net debt/adjusted EBITDA on low level of 2,0.
- Cash conversion high 98,4%.
- Gross investments 2,6 million YTD.

# Long-term Targets and Guidance 2017

Financial targets <sup>1</sup>	
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 <sup>2</sup>	
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 <sup>3</sup>	
Guidance for 2017 25 October 2017 >	Asiakastieto Group expects its net sales growth rate to be clearly above 10% and the adjusted net operating profit is expected to grow nearly at the same pace as the net sales.
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  
Q3 / 2017



# Summary Income Statement

EUR million	Q3 / 2017	Q3 / 2016	FY 2016
<b>Net sales</b>	<b>13,3</b>	<b>11,7</b>	<b>49,2</b>
Other operating income	0,1	0,0	1,1
Materials and services	-2,9	-2,1	-9,2
Personnel expenses	-2,6	-2,8	-12,1
Other operating expenses	-2,0	-1,9	-7,9
Work performed by the entity and capitalised	0,2	0,3	1,3
Depreciation and amortisation	-0,8	-0,6	-2,5
<b>Operating profit</b>	<b>5,3</b>	<b>4,6</b>	<b>20,0</b>
Finance income and expenses	-0,3	-0,3	-1,1
<b>Result before income tax</b>	<b>5,0</b>	<b>4,4</b>	<b>18,9</b>
Income tax expense	-1,0	-0,9	-3,6
<b>Result for the period</b>	<b>4,0</b>	<b>3,5</b>	<b>15,3</b>
<b>Earnings per share attributable to the owners of the parent during the period:</b>			
Basic and diluted earnings per share (EUR)	0,26	0,23	1,01

# Summary Balance Sheet

EUR million	30.9.2017	31.12.2016
<b>ASSETS</b>		
Goodwill	113,9	113,9
Other intangible assets	8,4	8,2
Property, plant and equipment	1,5	1,4
Deferred tax assets	2,3	3,0
Loan and other receivables	0,2	0,2
<b>Total non-current assets</b>	<b>126,3</b>	<b>126,6</b>
Account and other receivables	9,7	7,3
Cash and cash equivalents	20,8	22,6
<b>Total current assets</b>	<b>30,5</b>	<b>30,0</b>
<b>Total assets</b>	<b>156,8</b>	<b>156,6</b>

EUR million	30.9.2017	31.12.2016
<b>EQUITY AND LIABILITIES</b>		
Share capital	0,1	0,1
Invested unrestricted equity reserve	112,4	112,4
Accumulated losses	-47,4	-49,3
Result for the period	12,5	15,3
<b>Total equity</b>	<b>77,6</b>	<b>78,5</b>
Interest-bearing liabilities	69,7	69,7
Account and other payables	0,5	0,3
<b>Total non-current liabilities</b>	<b>70,3</b>	<b>69,9</b>
Advances received	1,6	1,3
Account and other payables	7,3	6,9
<b>Total current liabilities</b>	<b>8,9</b>	<b>8,1</b>
<b>Total liabilities</b>	<b>79,2</b>	<b>78,1</b>
<b>Total equity and liabilities</b>	<b>156,8</b>	<b>156,6</b>

# Summary Cash Flow

EUR million	Q3 / 2017	Q3 / 2016	FY 2016
<b>Cash flows from operating activities</b>			
Result before income tax	5,0	4,4	18,9
Depreciation and amortisation	0,8	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	0,1	0,1	-0,8
Change in working capital	0,5	0,8	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	-1,1	-	-0,0
<b>Net cash from operating activities</b>	<b>5,3</b>	<b>5,9</b>	<b>20,8</b>
<b>Cash flows from investing activities</b>			
Purchases of property, plant and equipment	-0,3	-0,1	-1,1
Purchases of intangible assets	-0,4	-0,9	-3,5
Purchases of subsidiaries, net of cash acquired	-	-	-2,9
Proceeds from sale of property, plant and equipment	0,0	0,0	3,6
Purchase of investments	-	-	-0,1
Non-current receivables	-	-	-0,1
<b>Net cash used in investing activities</b>	<b>-0,6</b>	<b>-0,9</b>	<b>-4,0</b>
<b>Cash flows from financing activities</b>			
Short-term financing, net increase (+) / decrease (-)	-	-	-0,0
Dividends paid and other profit distribution	-	-0,3	-15,1
<b>Net cash used in financing activities</b>	<b>-</b>	<b>-0,3</b>	<b>-15,1</b>
<b>Net increase / decrease in cash and cash equivalents</b>	<b>4,7</b>	<b>4,7</b>	<b>1,6</b>
Cash and cash equivalents at beginning of the period	16,2	16,6	21,0
<b>Cash and cash equivalents at end of the period</b>	<b>20,8</b>	<b>21,3</b>	<b>22,6</b>





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