

CEO Jukka Ruuska
15 February 2018

Asiakastieto Plc
Financial Statements
1.1. – 31.12.2017

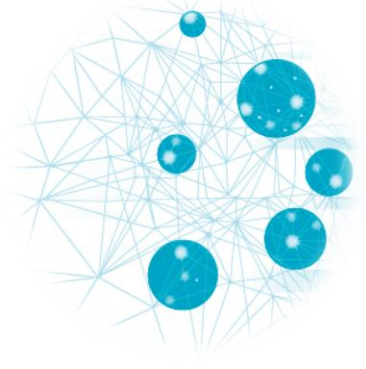
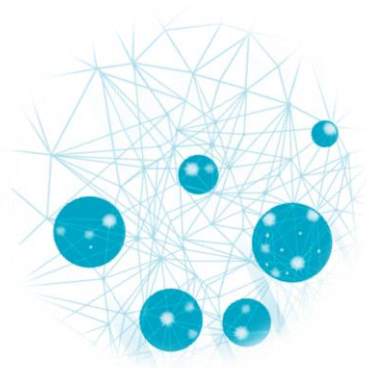


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This is Asiakastieto



Agile already from 1905

- Asiakastieto is one of the leading information service houses in Finland
- An agile and developing leader in the line

VISION
The Best Decisions

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

MISSION
Trust and Transparency

- Our mission is to facilitate transparency and trust in business and to support prosperity through growth

Scalable Business Model

- Scalable business model and high automation level of business processes
- Own database and strong database expertise

Clients in the Core

- Long standing of client relations
- Integration into clients' business processes



B2B
customers



B2C
customers



Consumer
customers

Database as the Core of Business Operations

Making unstructured
data utilisable

Data
gathering

Database
expertise

DATABASE

Service
development

Distribution

Customers



Public registers
Customers
Companies
Internet & social media

Reviewing
Combining
Analysing



ASIAKASTIETO'S
DATABASE

New services
Value added services

Digital channels

B2B customers
B2C customers
Consumer customers

Product Area Structure

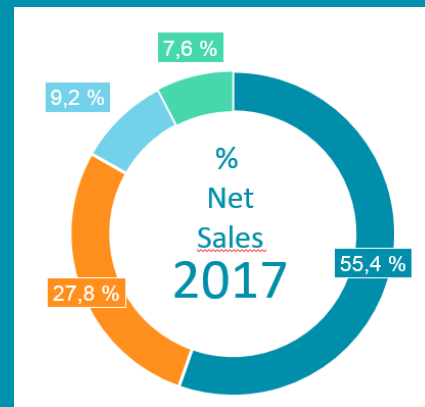
Business Information Services

Consumer Information Services

Customer Management Services

Real Estate and Collateral Information Services

Asiakastieto's Product Areas



Business Information Services 55,4 %

Consumer Information Services 27,8 %

Customer Management Services 9,2 %

Real Estate and Collateral Information Services 7,6 %

Asiakastieto's Key Figures 2017

Group's Net Sales

56,2 MEUR

Free Cash Flow

20,3 MEUR

Increase in Net Sales

14,3 %

Average Number
of Personnel

153

Adjusted EBITDA

24,8 MEUR

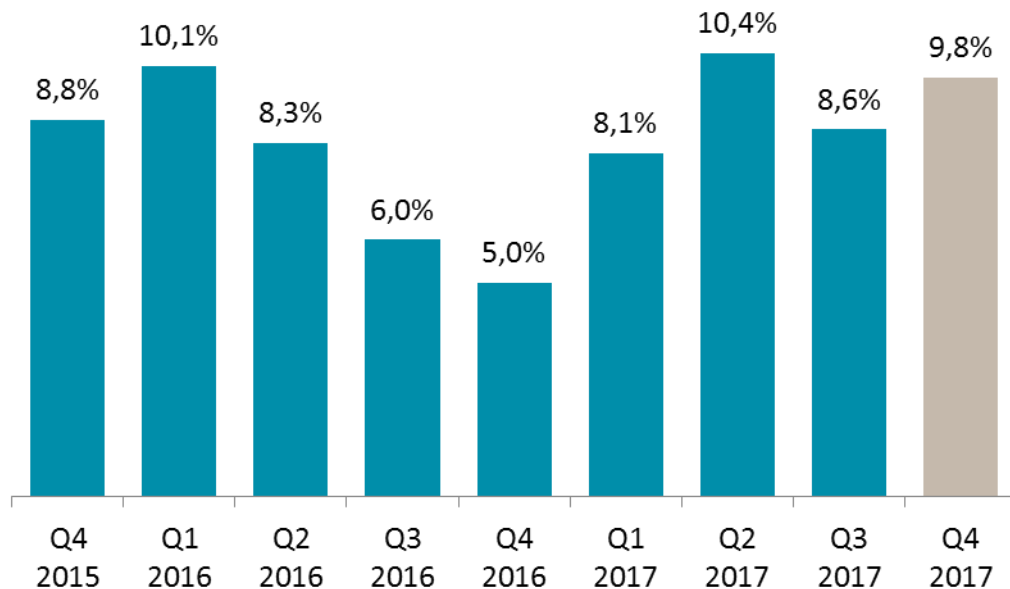
Adjusted EBITDA margin

44,2 %

Review New Services 2017



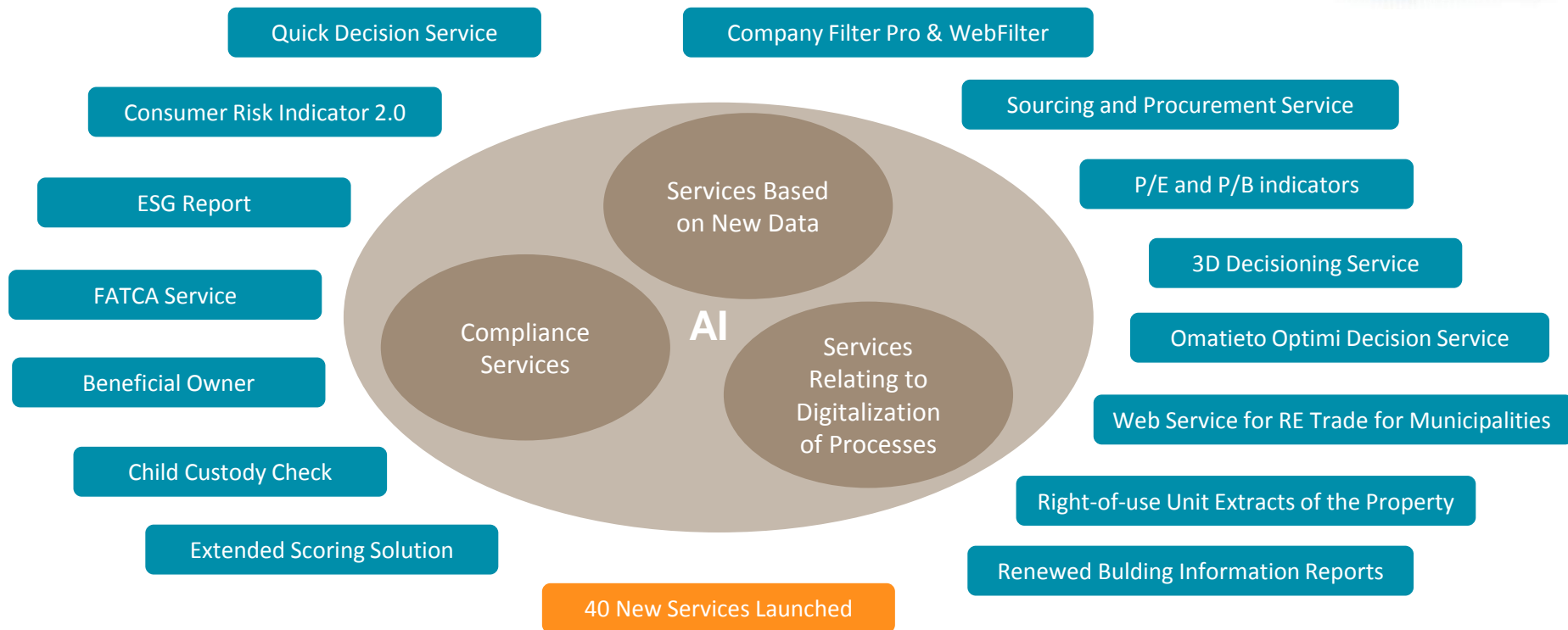
New Services Share of Net Sales



- Share of new services was 9,8%.
- Twelve new services launched during the fourth quarter.



Asiakastieto Group's Service Development 2017



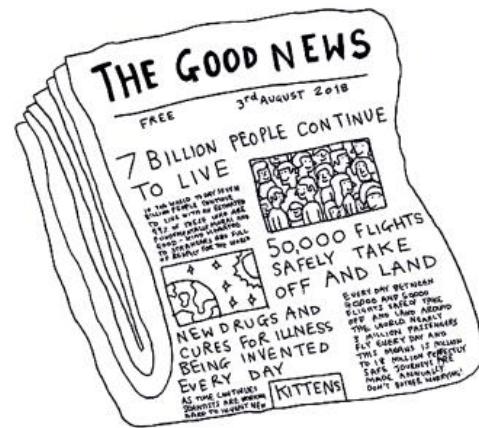
Update General Data Protection Regulation (GDPR)



GDPR service

Asiakastieto's GDPR service sees to the management of the customer's external files with a solution, which meets the requirements accordant with GDPR.

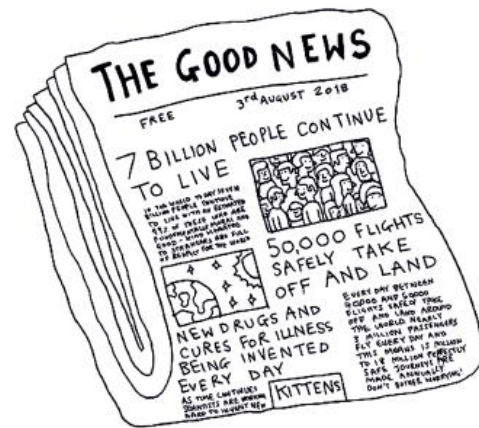
- The service suits especially companies, whose customer data are
 - On paper in paper files
 - In Excel tables
 - In an invoicing system
 - Even in CRM
- Whether the customers are B2B or B2C customers, the regulation concerns also company files, which contain data on contact persons
- The service fulfils the requirements of GDPR and simultaneously helps the company to attend to its own valuable customer data
 - The company can have multiple users
 - Privacy policies relating to the files can be created through the service
 - The service offers the data subjects a user interface for the inspection of data
 - A file can be created only once, and thereafter maintained in a specified form
 - In the future, data can also be imported automatically through the interface, for example, from an invoicing system



GDPR service

How to benefit?

- The company does not need to interpret complex legal text, but the obligations are easily taken care of by implementing the service
- Checking the personal data does not require resources from the customer service
- Customer data stays regular, and changes can be reacted to fast
- Also the documentation of policies can be effortlessly managed through the service

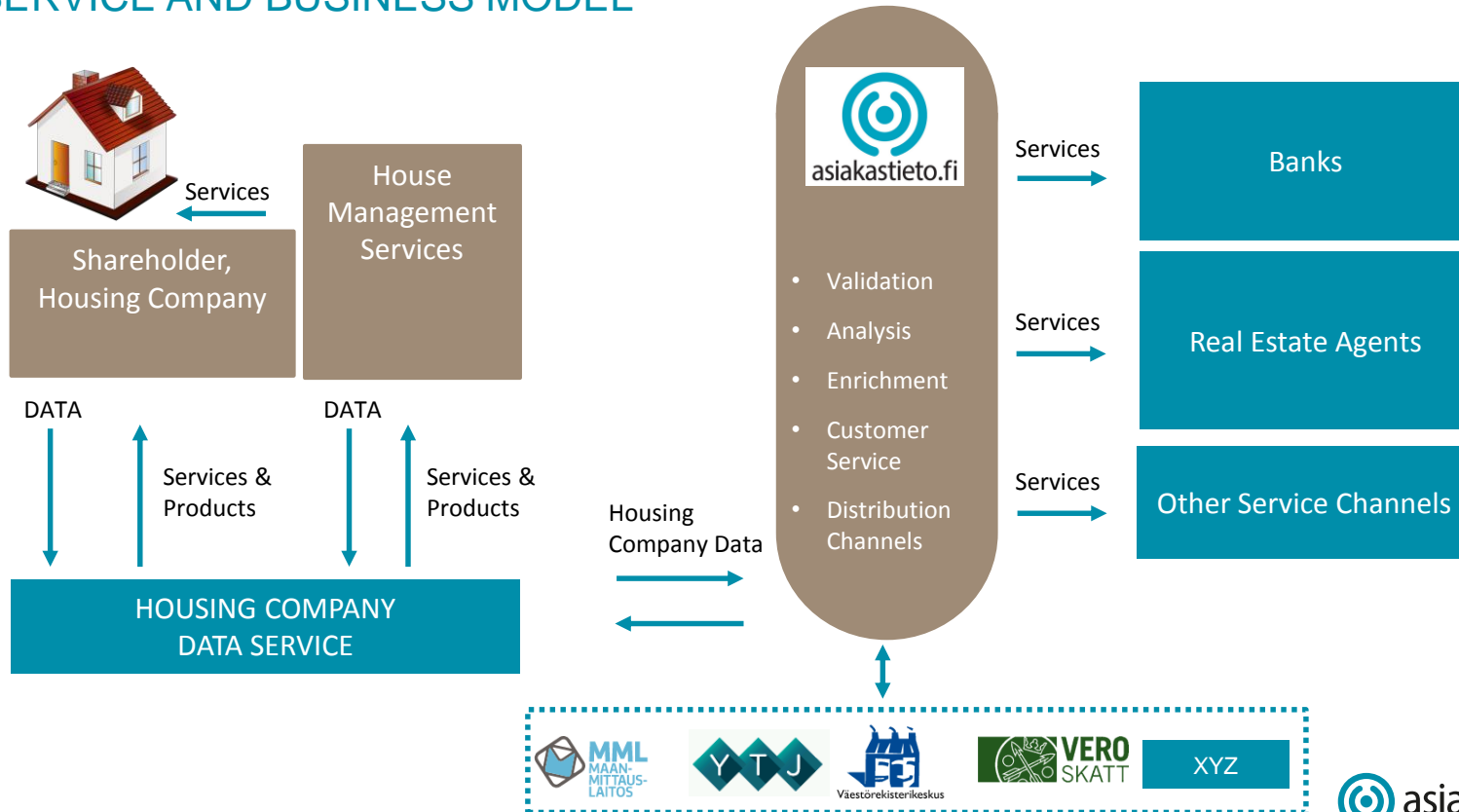


New Digital Housing Company Data



Digital housing company data

SERVICE AND BUSINESS MODEL



Q4 / 2017 Overview



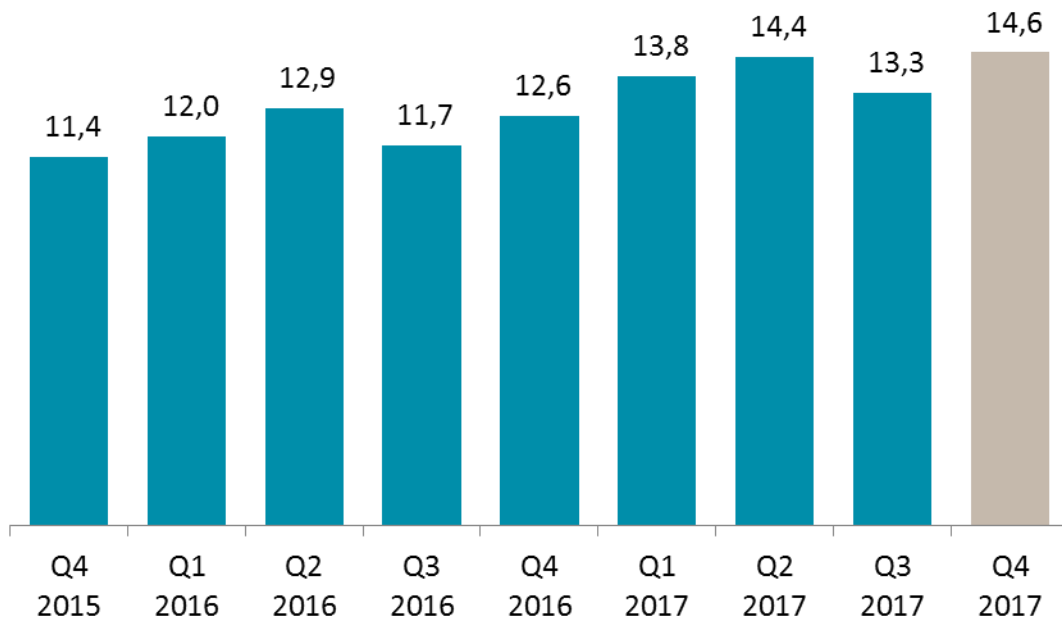
Overview of Q4 / 2017

EUR million (unless stated otherwise)	Q4 / 2017	Q4 / 2016	FY 2017	FY 2016
Net Sales	14,6	12,6	56,2	49,2
Growth (year-on-year)	15,4 %	11,2 %	14,3 %	12,5 %
Adjusted EBITDA	5,9	5,1	24,8	21,7
Adjusted EBITDA margin	40,8 %	40,2 %	44,2 %	44,1 %
Adjusted EBIT	5,0	4,4	21,7	19,2
Adjusted EBIT margin	34,5 %	34,8 %	38,7 %	39,1 %
New products and services (% of Net Sales)	9,8	5,0	9,2	7,4
Value-added services (% of Net Sales)	67,5	66,9	69,2	65,4
EBITDA	5,7	5,0	24,3	22,5
EBIT	4,7	4,3	21,2	20,0

- Strong growth in Net Sales.
- 1 banking day less in Q4 than in corresponding period, 2 banking days less YTD.
- The EBITDA margin slightly higher than in corresponding period, both in Q4 and YTD.

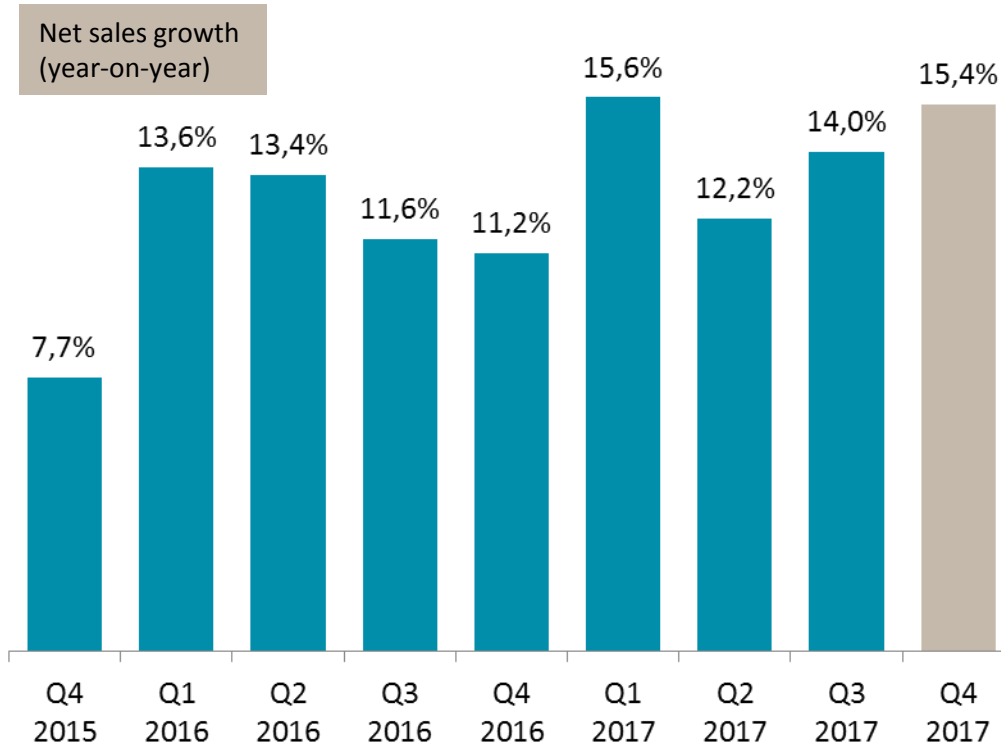
Quarterly Net Sales

EUR million



- Net sales growth was 15,4%.
- Organic growth was particularly strong in Consumer Information (30,7%) and Customer Management (35,1%) product areas.
- The net sales growth of Customer Management was impacted by acquisition of Emaileri Oy.

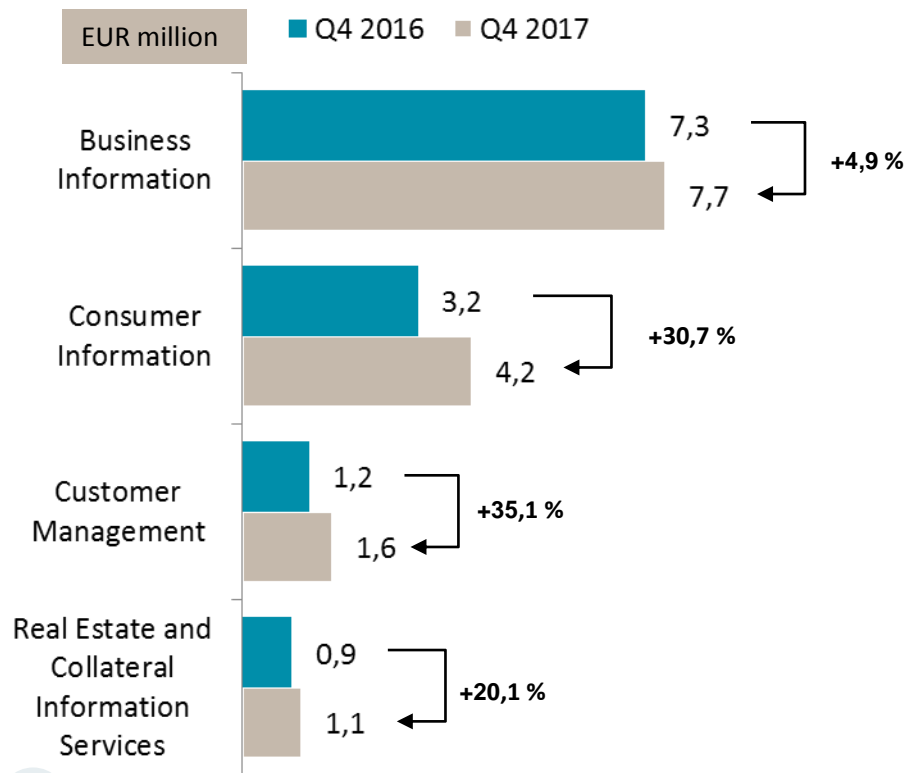
Net Sales Growth



- 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 14,3 % compared to 2016.



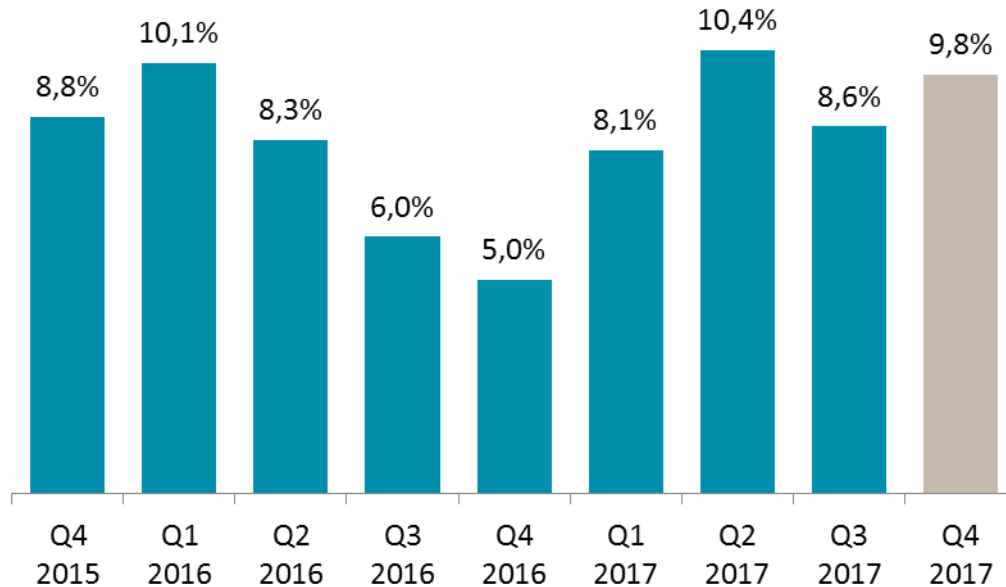
Revenue by Product Area



- Growth in all Product Areas.
- Net sales growth especially high in Customer Management due to Emaileri acquisition and organic growth.
- Very strong organic growth in Consumer Information and Real Estate and Collateral Information Services.



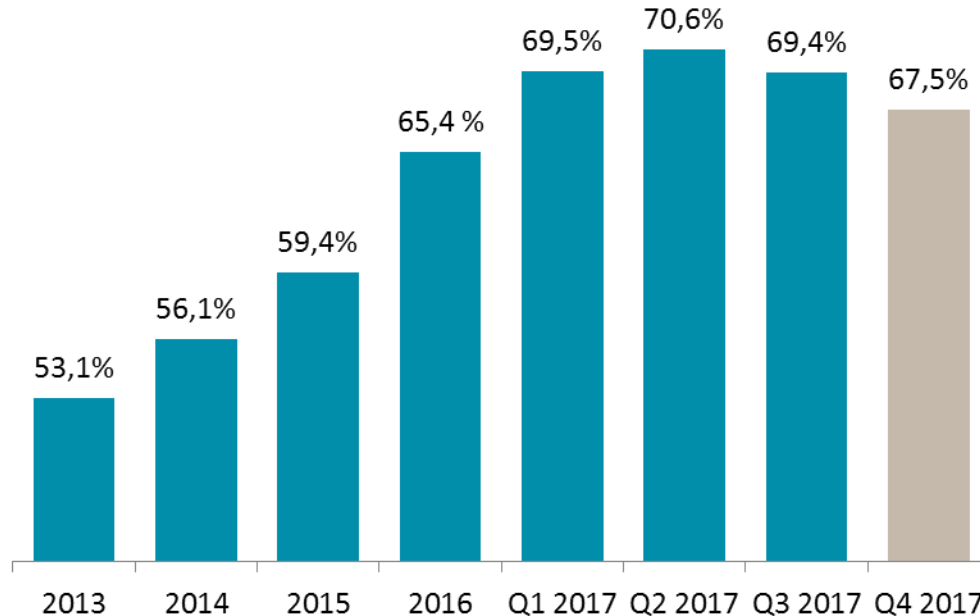
New Services Share of Net Sales



- Share of new services was 9,8%.
- Twelve new services launched during the fourth quarter.



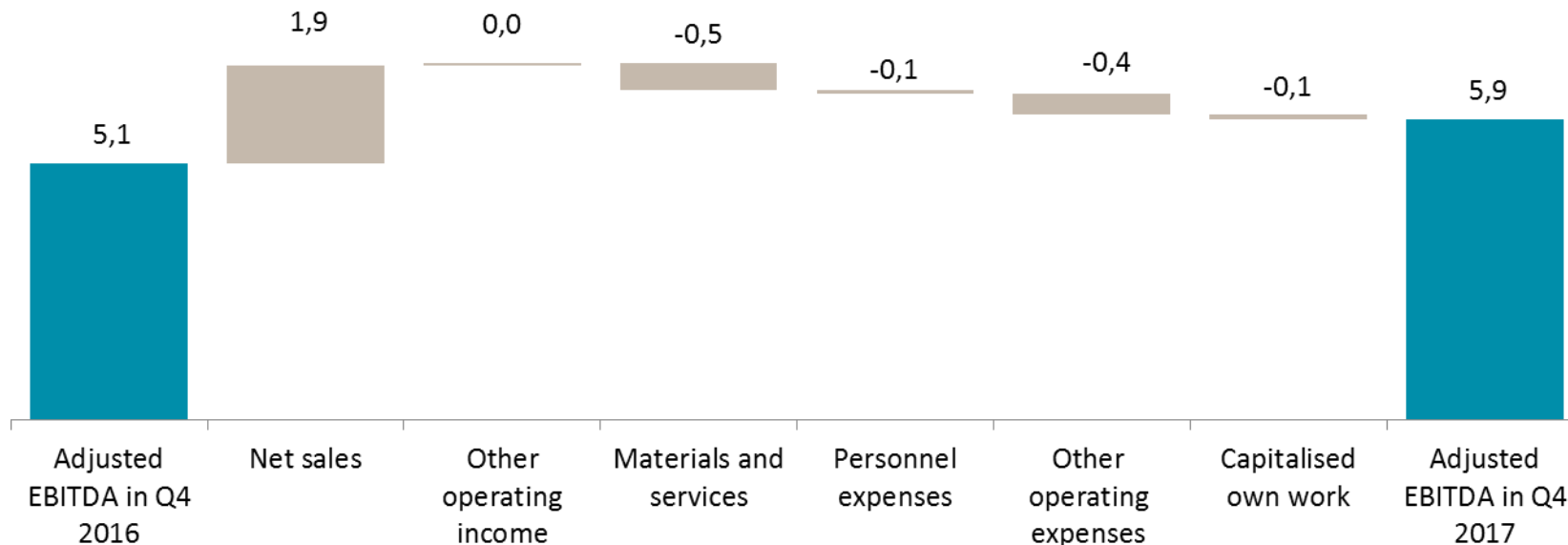
Value-added Services Share of Net Sales



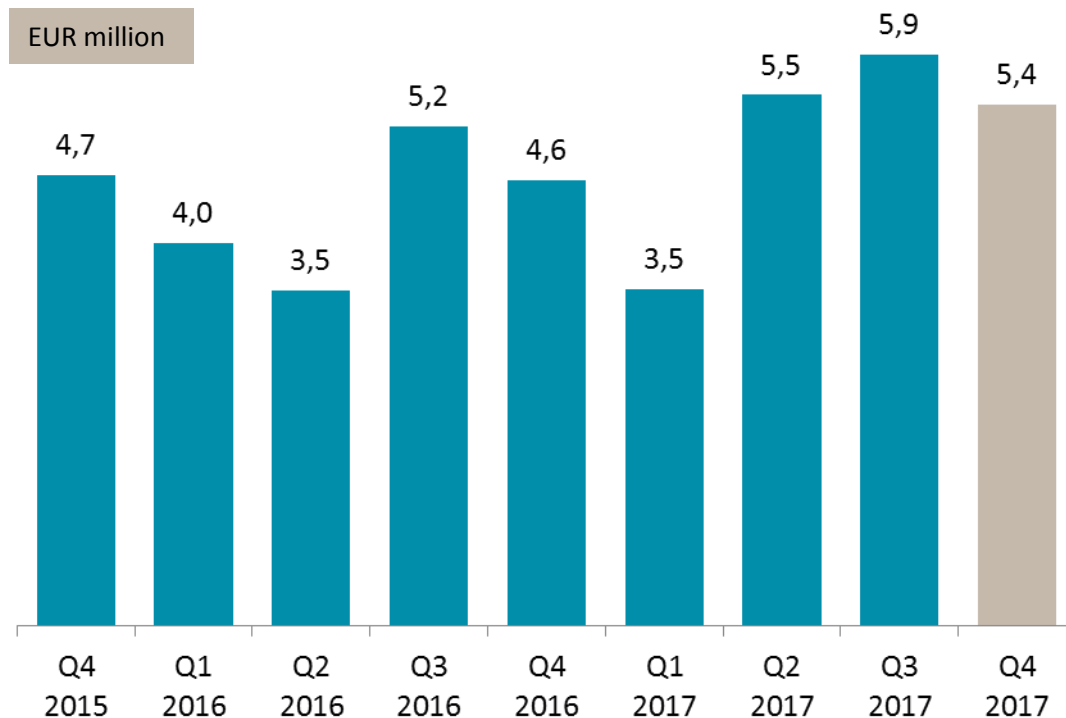
- Strong continued demand for value-added services.
- The share of value-added services decreasing in Q4 due to Emaileri services not considered as value-added services in current definition.
- Growth of new services contributes to growth of value-added services.

Adjusted EBITDA growth 17,1 %

EUR million



Free Cash Flow



- Free cash flow continues to be at good level.



Strong Key Indicators

EUR million (unless stated otherwise)	Q4 / 2017	Q4 / 2016	FY 2017	FY 2016
Net debt	51,1	47,0	51,1	47,0
Net debt / adjusted EBITDA	2,1x	2,3x	2,1x	2,2x
Gearing, %	63,0	59,9	63,0	59,9
Equity ratio, %	51,0	50,5	51,0	50,5
Free cash flow	5,4	4,6	20,3	17,2
Cash conversion, %	95,3	92,1	83,4	76,6
Gross investments	1,7	1,5	4,3	3,8

- Cash position of EUR 18,9 million.
- Net debt/adjusted EBITDA on low level of 2,1.
- Cash conversion high 95,3%.
- Gross investments 4,3 million YTD.

Long-term Targets and Guidance 2018

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 2018	Asiakastieto Group expects its net sales growth rate to be at the higher end of the long-term target (5 - 10 %) and to maintain adjusted EBITDA margin at about the current level.

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 Q4 / 2017



Summary Income Statement

EUR million	Q4 / 2017	Q4 / 2016	FY 2017	FY 2016
Net sales	14,6	12,6	56,2	49,2
Other operating income	0,0	0,0	0,2	1,1
Materials and services	-2,9	-2,4	-12,0	-9,2
Personnel expenses	-3,6	-3,6	-12,6	-12,1
Other operating expenses	-2,7	-2,1	-8,8	-7,9
Work performed by the entity and capitalised	0,3	0,4	1,3	1,3
Depreciation and amortisation	-0,9	-0,7	-3,1	-2,5
Operating profit	4,7	4,3	21,2	20,0
Finance income and expenses	-0,3	-0,3	-1,1	-1,1
Result before income tax	4,5	3,2	20,2	18,9
Income tax expense	-1,0	-0,9	-4,1	-3,6
Result for the period	3,5	3,2	16,0	15,3
Earnings per share attributable to the owners of the parent during the period:				
Basic and diluted earnings per share (EUR)	0,23	0,21	1,06	1,01

Summary Balance Sheet

EUR million	31.12.2017	31.12.2016
ASSETS		
Goodwill	118,4	113,9
Other intangible assets	11,1	8,2
Property, plant and equipment	2,0	1,4
Deferred tax assets	1,6	3,0
Loan and other receivables	0,4	0,2
Total non-current assets	133,5	126,6
Account and other receivables	7,9	7,3
Cash and cash equivalents	18,9	22,6
Total current assets	26,8	30,0
Total assets	160,3	156,6

EUR million	31.12.2017	31.12.2016
EQUITY AND LIABILITIES		
Share capital	0,1	0,1
Invested unrestricted equity reserve	112,4	112,4
Accumulated losses	-47,4	-49,3
Result for the period	16,0	15,3
Total equity	81,1	78,5
Interest-bearing liabilities	69,8	69,7
Account and other payables	0,7	0,3
Total non-current liabilities	70,4	69,9
Advances received	1,4	1,3
Account and other payables	7,4	6,9
Total current liabilities	8,8	8,1
Total liabilities	79,2	78,1
Total equity and liabilities	160,3	156,6

Summary Cash Flow

EUR million	Q4 / 2017	Q4 / 2016	FY 2017	FY 2016
Cash flows from operating activities				
Result before income tax	4,5	4,1	20,2	18,9
Depreciation and amortisation	0,9	0,7	3,1	2,5
Finance income and expenses	0,3	0,3	1,1	1,1
Profit (-) / loss (+) on disposal of property, plant and equipment	-0,0	-0,0	-0,2	-0,0
Other adjustments	0,1	0,1	0,5	-0,8
Change in working capital	1,4	0,9	0,0	0,1
Interest and other finance expenses paid	-0,3	-0,3	-1,0	-1,0
Interest and other finance income received	0,0	0,0	0,0	0,0
Income taxes paid	-1,1	-0,0	-3,7	-0,0
Net cash from operating activities	5,8	5,7	19,9	20,8
Cash flows from investing activities				
Purchases of property, plant and equipment	-0,9	-0,1	-1,5	-1,1
Purchases of intangible assets	-0,9	-1,3	-2,9	-3,5
Purchases of subsidiaries, net of cash acquired	-6,0	-2,9	-6,0	-2,9
Proceeds from sale of property, plant and equipment	0,0	0,0	0,3	3,6
Purchase of investments	-	0,0	-	-0,1
Non-current receivables	-0,0	-	0,0	-0,1
Net cash used in investing activities	-7,7	-4,3	-10,0	-4,0
Cash flows from financing activities				
Short-term financing, net increase (+) / decrease (-)	-	-0,0	-	-0,0
Dividends paid and other profit distribution	-	-	-13,6	-15,1
Net cash used in financing activities	-	-0,0	-13,6	-15,1
Net increase / decrease in cash and cash equivalents	-1,9	1,4	-3,7	1,6
Cash and cash equivalents at beginning of the period	20,8	21,3	22,6	21,0
Cash and cash equivalents at end of the period	18,9	22,6	18,9	22,6

Questions and Answers

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