

Results YTD 06/2021

Brussels, August 17th 2021



Roularta
Media Group



Key facts 1H21

1H21 KEY FACTS

- **Sales** of € 142m, i.e. € 21m better than last year

- **EBITDA** of € 22,7m (+ € 17,2 m YoY)
 - Record EBITDA for half year results
 - EBITDA includes an exceptional gain of € 5,8m on the purchase of the remaining 50% stake in the ex-joint ventures

- Strong revival in **advertising income** (+28,9% YoY) although still impact from semi-lockdown measures

- **Subscriptions** keep on delivering strong results (+17,9% YoY, +27,7% vs. 1H2019)

1H21 KEY FACTS

- **Mediafin** keeps delivering strong subscription results (+12% or € +2,0m vs record year 2020). Advertising is € 3,1m (+24%) higher than 1H20
 - Mediafin has a €4,3m stand-alone EBITDA & €2,6 m net result (for 50%). After amortizations of the brands De Tijd/L'Echo etc, € 1,6m is accounted for in Roularta's ebitda.
 - A dividend of € 5,3m was paid during 1H2021

- Update **impairment test Dec20** : a new impairment test was executed on the brands with limited headroom in Dec20 + for the brands with persistent lower revenues mainly linked to Covid-19. As a conclusion, a total impairment was booked of € 7,6m or € 6,4m net after reversal of the deferred tax liabilities for Sterck, Flair & Le Vif.

1H21 KEY FACTS

- **Immovlan BV** founded on January 6th and on track for sales and ebitda.

- The signing of the shareholder agreements for the **Bayard JV's** Belgomedia, Senior Publication NL and Press Partners took place on 25 Mar 2021.
 - The companies and their daughters were consolidated as of 1 April 2021 and brought in € 7,9m sales and € 1,4m EBITDA for the 2nd quarter
 - Purchase price allocation exercise ongoing (one year window) with the preliminary creation of two intangibles: brand Plus Magazine NL (€ 19,7m) and brand Télépro (€1,9m)
 - Expected useful lives : Plus 20Y and Télépro 10Y => expected yearly net result impact of € -0,9m (amortizations – DTL)

- Linked to the acquisition of the ex-JV's, the **German legal entity** structure was simplified & **Belgomedia NV** merged with RMG NV

1H21 KEY FACTS

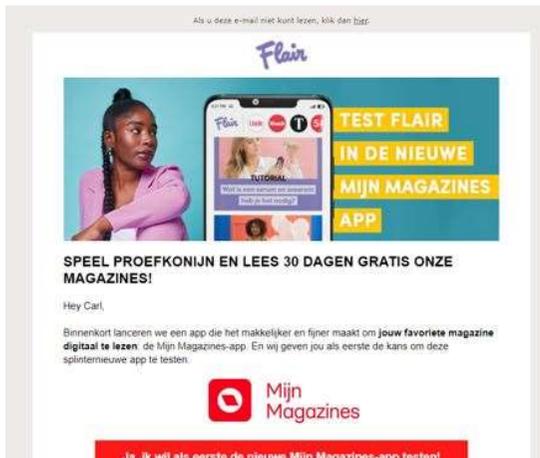
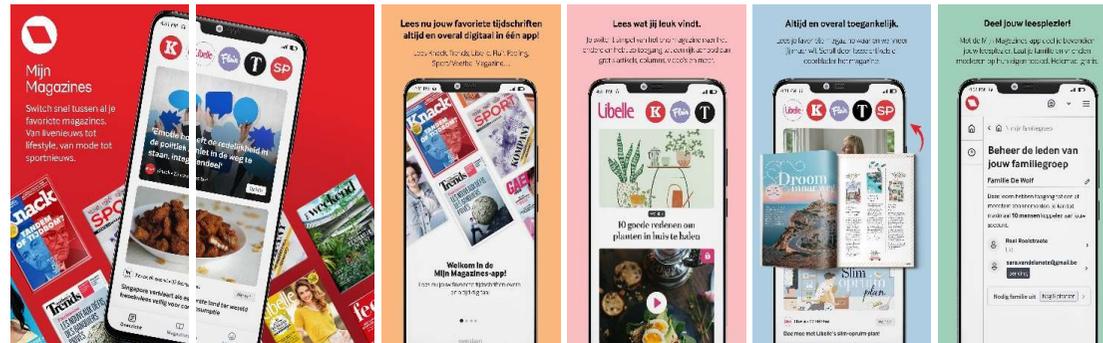
- **Dividend** of €1,00/share was paid out on 1 June.

- Asset deal: acquisition of the **commercial information department of Black Tiger Belgium** on 19 July
Closing expected in 4Q21. Expected sales of € 1m per year and a positive ebitda

- Acquisition of 50% **BV 50+ Beurs** with closing early 2022.
 - 50+beurs: 100,000 visitors
 - Gezondheidsbeurs: 45,000 visitors
 - Full consolidation from 2022 onwards
 - Revenue in 2019 of € 5,5 mio
 - Roularta Media Netherlands strengthens its commitment to the growing community of over-50s and its 360° strategy for them

1H21 KEY FACTS

- Complete **rebranding** and positioning of Roularta: corporate look, communication, unity



- Important **investments in digital solutions**: Mijn Magazines App & Kiosk, Customer Segmentation, Mijn Stad, etc.
- The “Mijn Magazines” App & Kiosk, including a “family bundle”, will be commercialised in the second half year.

Roularta

Number of Share

13,141,123

Free Float

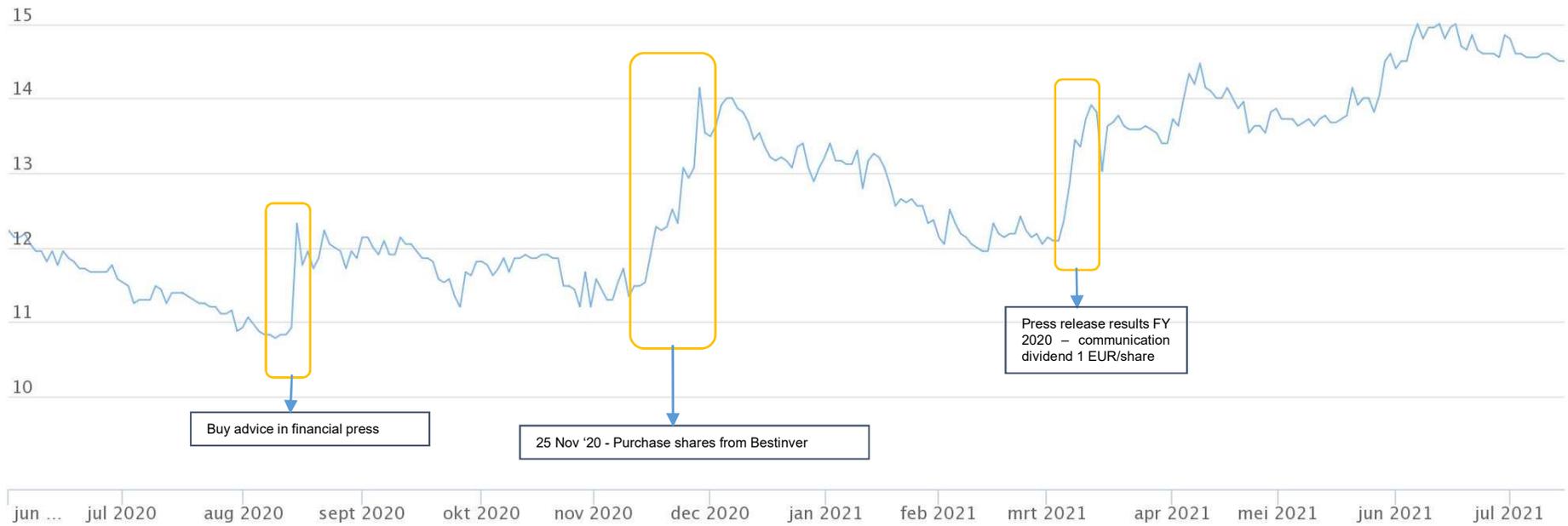
15%

Market cap

30/06/2021

€ 195m

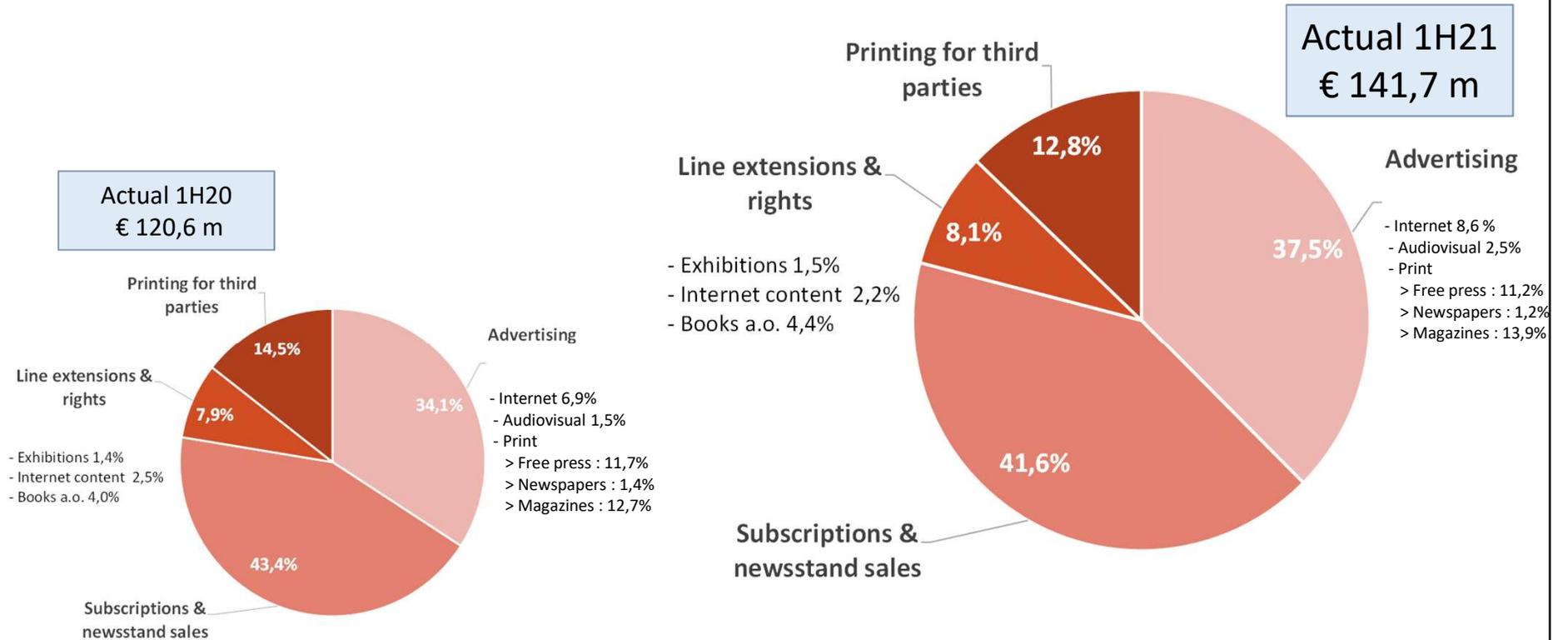
Stock evolution of the Roularta share



Sales YTD 06/2021

Sales 1H21

Sales analysis – consolidated sales per kind of revenue

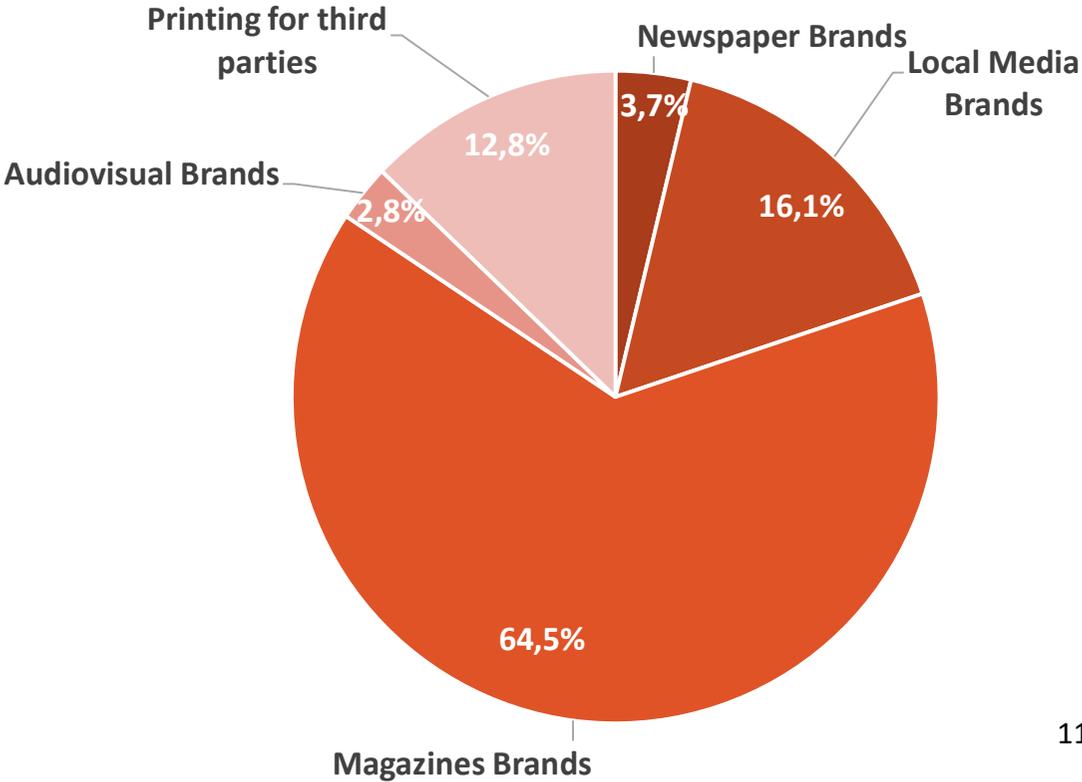
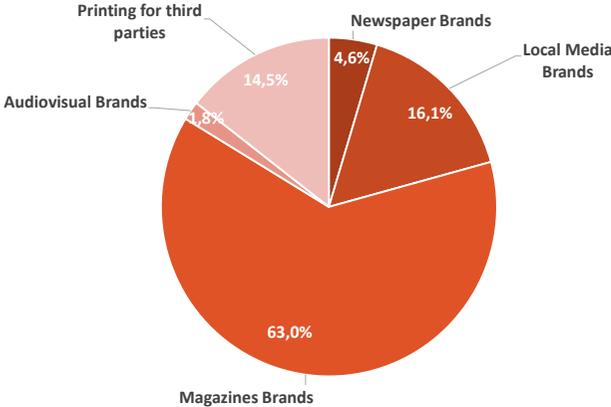


Sales 1H21

Sales analysis – consolidated sales per business unit

Actual 1H21
€ 141,7 m

Actual 1H20
€ 120,6m



Results YTD 06/2021

Results 1H21

Consolidated results 1H21 - KEY FIGURES

	in millions of euros			
	30/06/2021	30/06/2020	Trend	Trend (%)
INCOME STATEMENT				
Sales	141,7	120,6	21,1	+ 17,5%
<i>Adjusted sales ⁽¹⁾</i>	<i>132,1</i>	<i>120,6</i>	<i>11,4</i>	<i>+ 9,5%</i>
EBITDA ⁽²⁾	22,7	5,4	17,2	+ 316,8%
<i>EBITDA - margin</i>	<i>16,0%</i>	<i>4,5%</i>		
EBIT ⁽³⁾	6,6	-1,6	8,2	+ 526,7%
<i>EBIT - margin</i>	<i>4,7%</i>	<i>-1,3%</i>		
Net finance costs	-0,1	-0,1	0,0	- 4,0%
Income taxes	1,6	0,2	1,3	+ 570,5%
Net result	8,1	-1,4	9,5	+ 677,4%
Net result attributable to minority interests	-0,3	-0,1	-0,2	- 131,3%
Net result attributable to equity holders of RMG	8,4	-1,3	9,7	+ 759,4%
<i>Net result attributable to equity holders of RMG - margin</i>	<i>5,9%</i>	<i>-1,1%</i>		
Number of full time equivalent employees at closing date ⁽⁴⁾	1.268	1.191		

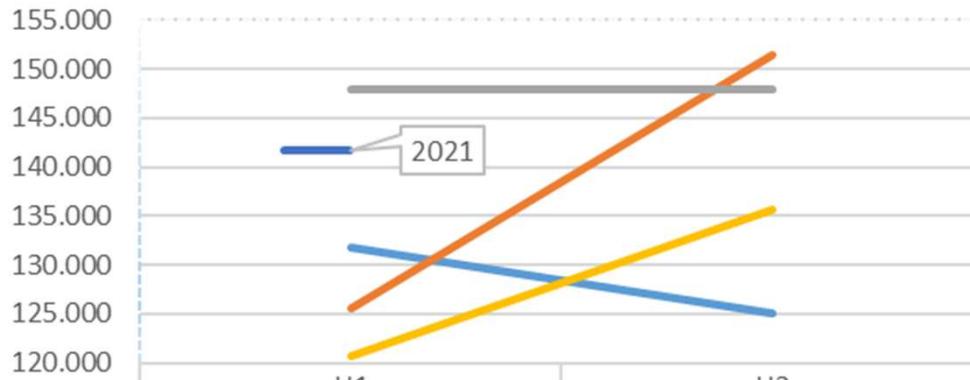
(1) Adjusted sales = sales on a like-for-like basis with previous year, i.e. excluding changes in the consolidation scope.

(2) EBITDA = EBIT + depreciations, write-downs and provisions.

(3) EBIT = operating result, including the share in the result of associated companies and joint ventures.

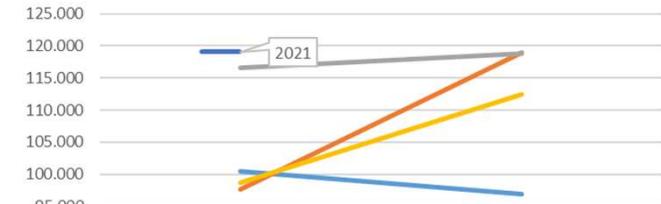
(4) Number of FTE's; joint ventures (Mediafin, Bayard etc.) not included

Total Turnover



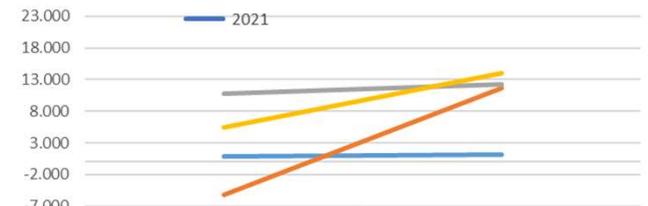
	H1	H2
2017	131.748	125.019
2018	125.558	151.450
2019	147.949	147.849
2020	120.635	135.634
2021	141.724	

Gross Margin



	H1	H2
2017	100.424	96.859
2018	97.687	118.998
2019	116.524	118.862
2020	98.723	112.471
2021	119.015	

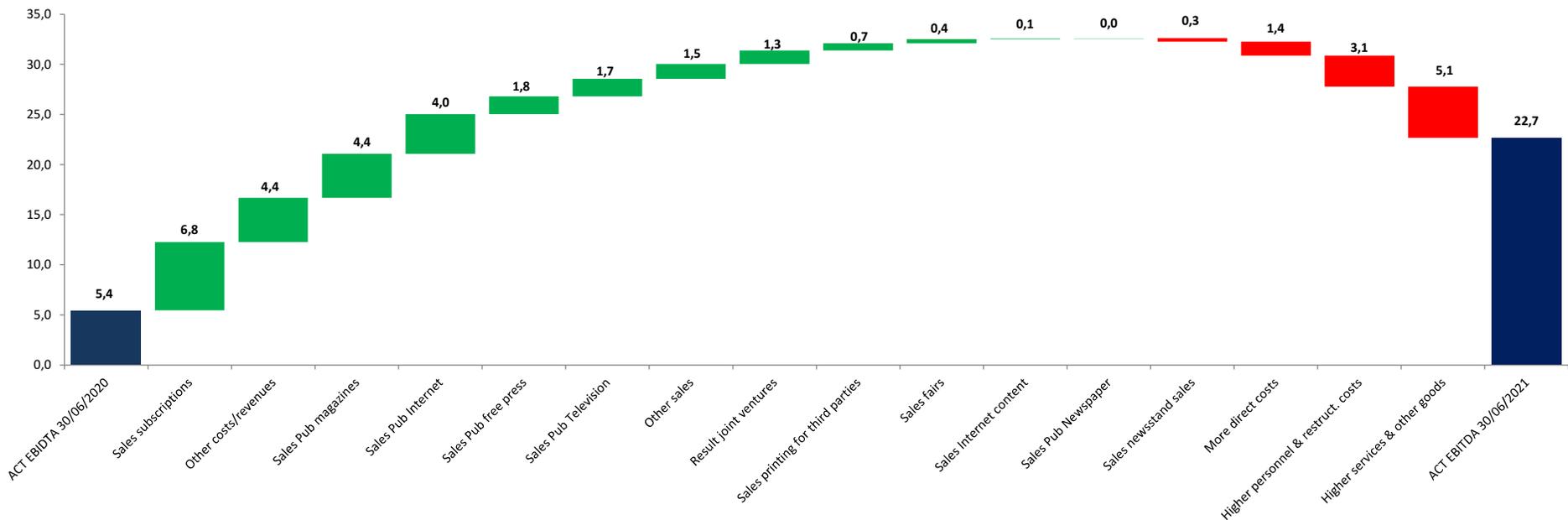
EBITDA



	H1	H2
2017	785	1.142
2018	-5.258	11.594
2019	10.713	12.277
2020	5.438	14.029
2021	22.664	

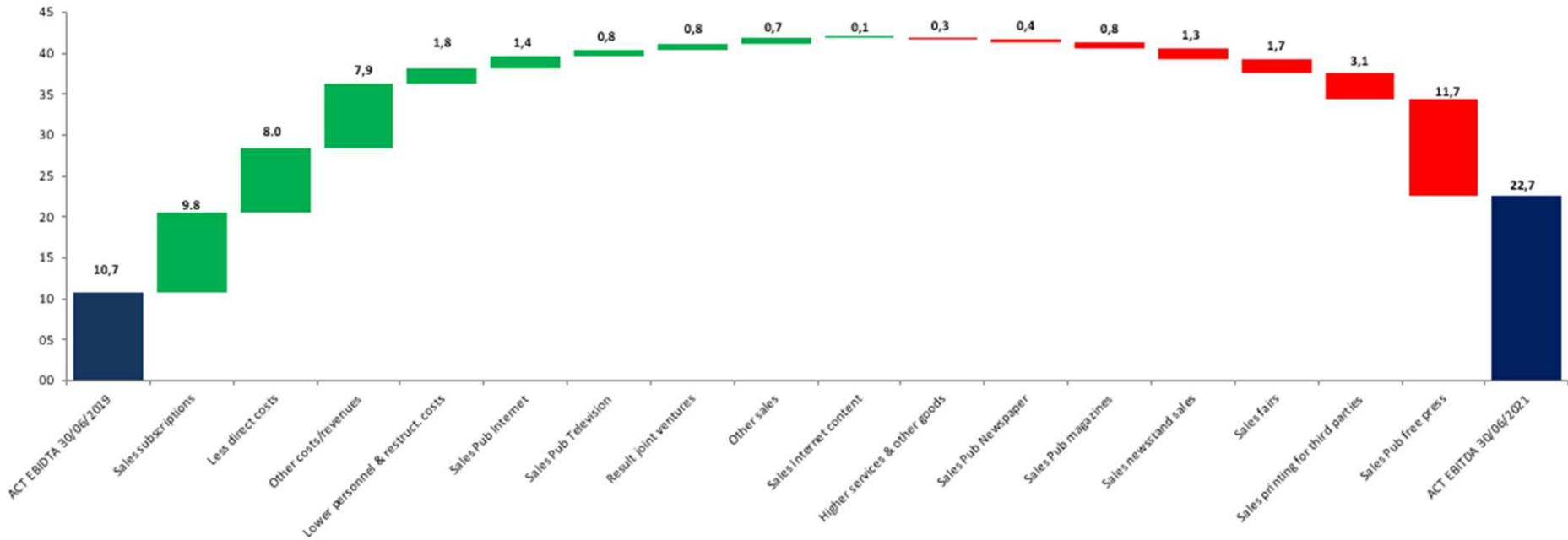
Results 1H21

Waterfall EBITDA CONSOLIDATED 1H20 - 1H21 (in € m)



Results 1H21

Waterfall EBITDA CONSOLIDATED 1H19 - 1H21 (in € m)



Results 1H21

Segment reporting FY2021 KEY FIGURES (in € m)

MEDIA BRANDS	30/06/2021	30/06/2020	Trend	Trend (%)
SALES	126,9	104,7	22,2	+ 21,2%
<i>Sales to external customers</i>	<i>126,9</i>	<i>104,7</i>	<i>22,2</i>	<i>+ 21,2%</i>
<i>Sales from transactions with other segments</i>	<i>0,0</i>	<i>0,0</i>	<i>0,0</i>	
<i>Adjusted sales ⁽¹⁾</i>	<i>117,3</i>	<i>104,7</i>	<i>12,5</i>	+ 11,9%
Gross margin	100,9	82,8	18,1	+ 21,8%
<i>% on sales</i>	<i>79,5%</i>	<i>79,0%</i>		

PRINTING SERVICES	30/06/2021	30/06/2020	Trend	Trend (%)
SALES	31,7	30,5	1,2	+ 4,1%
<i>Sales to external customers</i>	<i>14,8</i>	<i>15,9</i>	<i>-1,1</i>	<i>- 7,0%</i>
<i>Sales from transactions with other segments</i>	<i>16,9</i>	<i>14,6</i>	<i>2,3</i>	<i>+ 16,1%</i>
Gross margin	18,9	16,5	2,4	+ 14,4%
<i>% on sales</i>	<i>59,4%</i>	<i>54,0%</i>		

(1) Adjusted sales = sales on a like-for-like basis with previous year, i.e. excluding changes in the consolidation scope.

Results 1H21

Capex & depreciations

Capex Consolidated (€ m)	30/06/21	30/06/20
Acquisition	11,7	0,0
Software	4,0	1,8
Machines & Equipment	0,6	0,6
Assets under construction	0,6	3,8
Total	17,2	6,4

- Acquisition includes € 10,7m customer list that the entity ImmoVlan acquired from Rossel & CTR Media (part from RMG is eliminated). Another € 1,0m is acquired from Groupe Vlan for the brand "ImmoVlan".
- Software includes € 2,7m software internally generated
- Assets under construction in 2020 are related to the Lithoman printing press. The full asset has been accounted for in November '20 when the machine became fully operational.
- Right-Of-Use Assets recognised under IFRS 16 are not included in the CAPEX table, since they don't incur a "cash-out".

Depreciations (€ m)	30/06/21	30/06/20
Brands & PPA	2,6	1,8
Impairments	7,6	0,0
Software & other intangibles	2,0	1,4
Tangible assets	3,3	3,0
Total	15,5	6,3

- Amortizations on brands and PPA include
 - as of 4 Jan'21 the amortizations on the ImmoVlan customer list, brand and software (together € 0,5m)
 - amortization on brands Plus NL and commenced as of 1st of April'21 (together € 0,3m and subject to audit approval)
- Impairment losses of € 7,6m relate to the impairment of the brands Sterck, Le Vif and Flair.
- Depreciations on tangible assets increase with € 0,3m. This is related to the depreciations of the new printing press
- 2021 & 2020 fully comparable as both include IFRS16 depreciations (approximately € 1,5m per year)

Results 1H21

Consolidated cash flow statement

Consolidated cash flow statement (in thousands of euros)	30/06/2021	30/06/2020
Net cash flow relating to operating activities (A)	15.594	2.586
Net cash flow relating to investing activities (B)	-19.050	-5.014
Net cash flow relating to financing activities (C)	1.824	-1.161
Total decrease / increase in cash and cash eq.	-1.631	-3.589
Cash and cash equivalents, opening balance	90.559	101.438
Cash and cash equivalents, closing balance	88.928	97.849

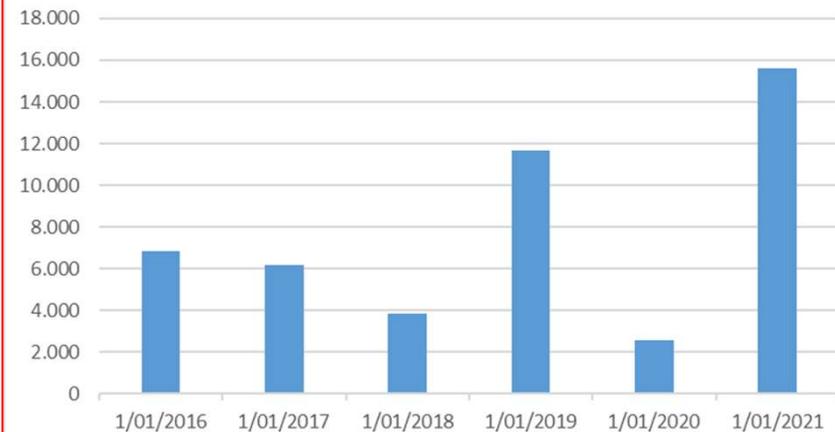
Cash from operating activity @ € +15,6m mainly driven by a positive EBITDA of € 20,8m (excluding share of net results of JV's) and dividends received from Mediafin (€5,3m). On the other hand, 1/ a non cash revenue is included in EBITDA for the gain on the JV purchase (€5,8m) which is excluded from the cash from operating activities, 2/ working capital increased with € 3,9m.

Cash flow from investing activity @ € -19,1m relates mainly to two facts:
1/ € 13,0 m cash-out on capex in the newly established entity ImmoVlan;
2/ € 2,0m net cash-out for the 50% JV shares in Belgomedia and Senior Publications NL.

Cash flow from financing activity @ € +1,8m mainly relates to the capital contribution of € 14,3m in ImmoVlan of the two other shareholders Rossel and Belfius and dividends paid out to the RMG shareholders for an amount of € 11,7m.



Net Cash Flow relating to Operating Activities (A)



Results 1H21

Consolidated Balance Sheet

ASSETS (in thousands of euros)	30/06/21	31/12/20	Trend
NON-CURRENT ASSETS	208.952	187.928	21.023
Intangible assets	79.398	53.257	26.142
Property, plant and equipment	65.798	65.744	53
Investments accounted for using the equity method	53.045	60.324	-7.278
Other investments, loans, guarantees	3.417	3.313	104
Trade and other receivables	76	78	-3
Deferred tax assets	7.217	5.212	2.005
CURRENT ASSETS	153.621	149.644	3.978
Inventories	5.943	4.838	1.105
Trade and other receivables	48.388	49.881	-1.493
Tax receivable	905	919	-15
Cash and cash equivalents	88.928	90.559	-1.631
Deferred charges and accrued income	9.457	3.446	6.011
TOTAL ASSETS	362.573	337.572	25.001

- New intangibles 'customer portfolio' & 'brands' & 'software' recognized in Immovlan (€ 13,0m)
- New brands on acquisition Bayard Group: €21,6m – subject to audit approval & one year window
- New software in RMG of € 2,7m
- Impairment charge of € -7,6m
- Regular depreciations of € -4,6m

- Additions regular capex € 1,4m
- IFRS 16 right-of-use assets additions € 0,2m
- Additions upon acquisition JV's € 1,7m
- minus
- Regular depreciations € -2,4m
- IFRS 16 depreciations € -0,9m

- Share in net result equity cics: € 1,9m
- Dividend upstream from Mediafin € -5,3m
- Acquisition JV's: € -4,0m

DTA Immovlan € 2,0m

Barter costs are being recognized according to use during the year. Similar movement on liabilities side (deferred income).

Results 1H21

Consolidated Balance Sheet

LIABILITIES (in thousands of euros)	30/06/21	31/12/20	Trend
EQUITY	235.476	223.864	11.612
Group's equity	221.486	223.481	-1.995
<i>Issued capital</i>	80.000	80.000	
<i>Treasury shares</i>	-33.623	-34.924	1.301
<i>Retained earnings</i>	171.001	174.335	-3.334
Result of the current year	8.394	5.984	2.410
Retained results	162.606	168.351	-5.745
<i>Other reserves</i>	4.107	4.070	38
Minority interests	13.991	383	13.608
NON-CURRENT LIABILITIES	22.630	16.207	6.424
Provisions	6.005	7.622	-1.618
Employee benefits	5.032	4.767	264
Deferred tax liabilities	6.810	205	6.605
Financial debts	4.485	3.324	1.161
Other payables	299	287	11
CURRENT LIABILITIES	104.466	97.501	6.965
Financial debts	1.503	1.315	188
Trade payables	34.780	35.613	-833
Advances received	32.521	27.076	5.445
Employee benefits	18.311	15.126	3.185
Taxes	1.054	525	528
Other payables	5.438	10.038	-4.600
Accrued charges and deferred income	10.860	7.808	3.052
TOTAL LIABILITIES	362.573	337.572	25.001

Own shares used to purchase 50% shares ex-JV's € 1,2 m

Capital contribution from Rossel (€ 7,7m) and Belfius (€ 6,6m) in ImmoVlan + 65% of its results of the current year

Deferred tax liability on Télépro and Plus Magazine NL

€ - 0,8 m payment leasing debts
+ additional lease liabilities for new leases (€ +0,4m)
+ additional lease debt upon full acquisition ex-JV's (€ +1,4m)

€+ 6,8m due to acquisition ex-JV's

Accrual for year-end bonus and holiday pay current year
– payment holiday pay previous year

Decreased because of the R/C between RMG and the ex-JV's are eliminated since acquisition, remaining mainly taxes

Conclusion

1) B2C (readership market) is the biggest source of revenue and ensures a stable future cash flow:

Thanks to its successful track record with acquisitions in recent years, Roularta is succeeding in substantially increasing the profitability of its magazines through a focus on strong content, package subscriptions, synergies and cost control.

2) Digital developments guarantee a long-time future for Roularta:

The transition to digital revenue has succeeded thanks to consistent investments, 1) in the readership market with the “Mijn Magazines” app & kiosk, 2) in the advertising market with programmatic and native advertising, 3) through considerable investments in a data strategy with respect for privacy. Digital advertising revenue currently represents nearly 30% of the total advertising revenue for magazines and commercial information.

3) Vertical integration ensures higher margins:

Investments in a state-of-the-art printing press and finishing machines achieve control over the various steps in internal and external printing work, leading to higher value creation. Leaving the joint venture culture behind is also ensuring better integration and sustainable value creation.

4) The financial-economic media and services are evolving positively:

Mediafin is performing strongly but this is inadequately expressed in the consolidated figures: Mediafin has realised an EBITDA of € 8.6 million, but only € 1.6 million is included in RMG's EBITDA although € 5.3 million of dividends were distributed to Roularta. Trends Business Information is also growing in terms of data provision for financial and marketing purposes with log-ins for Trends Top and with tailor-made services. KanaalZ/CanalZ continues to make progress in terms of viewer numbers and advertising revenue, achieving a positive result even without internal turnover for the group's campaigns.

5) The cash position is creating opportunities:

Despite the recent acquisition of the joint ventures and the payment of a dividend of € 11.7 million, the cash position is € 89 million, compared to € 91 million at the end of 2020. Thanks to this robust – and debt-free – balance, strategic investments and acquisitions can create rapid additional value.

6) Dividends: Thanks to positive net results, the payment of dividends can be continued with an expected € 1 gross per share per year.



Roularta
Media Group

Results 1H21

Consolidated results 1H21

(in thousands of euros)	1H21	1H20	Trend	1H19	Trend
Sales	141.724	120.635	21.089	147.949	-6.225
Own construction capitalised	1.860	1.239	621	1.113	747
Raw materials, consumables and goods for resale	-24.568	-23.151	-1.418	-32.538	7.970
Gross Margin	119.015	98.723	20.293	116.524	2.492
<i>% on sales</i>	<i>84,0%</i>	<i>81,8%</i>	<i>+2,1 pts</i>	<i>78,8%</i>	<i>+5,2 pts</i>
Services and other goods	-56.766	-51.658	-5.108	-56.489	-277
Personnel costs	-48.128	-45.036	-3.092	-49.975	1.848
Other operating results	6.660	2.865	3.795	-474	7.135
<i>Other operating income</i>	<i>7.838</i>	<i>3.931</i>	<i>3.907</i>	<i>1.669</i>	<i>6.169</i>
<i>Other operating expenses</i>	<i>-1.178</i>	<i>-1.067</i>	<i>-111</i>	<i>-2.144</i>	<i>966</i>
Share in the result of associated companies and joint ventures	1.882	544	1.338	1.127	754
EBITDA	22.664	5.438	17.226	10.713	11.951
<i>% on sales</i>	<i>16,0%</i>	<i>4,5%</i>	<i>+11,5 pts</i>	<i>7,2%</i>	<i>+8,8 pts</i>
Depreciation, write-down and provisions	-16.044	-6.990	-9.054	-6.814	-9.230
<i>Depreciation and write-down of intangible and tangible assets</i>	<i>-7.951</i>	<i>-6.260</i>	<i>-1.691</i>	<i>-6.480</i>	<i>-1.470</i>
<i>Write-down of inventories and debtors</i>	<i>-59</i>	<i>-396</i>	<i>337</i>	<i>-10</i>	<i>-49</i>
<i>Provisions</i>	<i>-449</i>	<i>-334</i>	<i>-115</i>	<i>-323</i>	<i>-126</i>
<i>Impairment losses</i>	<i>-7.584</i>	<i>0</i>	<i>-7.584</i>	<i>0</i>	<i>-7.584</i>
Operating result - EBIT	6.620	-1.552	8.172	3.899	2.721
Financial income	61	49	12	81	-19
Financial expenses	-148	-132	-16	-116	-32
Operating result after net finance costs	6.533	-1.635	8.169	3.863	2.670
Income taxes	1.563	233	1.330	-70	1.633
Net result of the consolidated companies	8.096	-1.402	9.498	3.793	4.303
Attributable to:					
Minority interests	-298	-129	-169	-342	44
Equity holders of Roularta Media Group	8.394	-1.273	9.667	4.136	4.259

Results 1H21

Consolidated cash flow statement

in thousands of euros	30/06/21	30/06/20
Net result of the consolidated companies	8.096	-1.402
Share in the results of associated companies and joint ventures	-1.882	-544
Income tax expense/income	-1.563	-233
Interest expenses	148	132
Interest income (-)	-61	-49
Losses/gains on disposal of intangible assets and property, plant and equipment	-51	-1.308
Non-cash items	10.236	6.016
<i>Depreciation of (in)tangible assets</i>	7.951	6.260
<i>Impairment losses</i>	7.584	
<i>Share-based payment expense</i>	38	49
<i>Increase / decrease in provisions</i>	449	334
<i>Other non-cash items</i>	-5.786	-627
Gross cash flow relating to operating activities	20.174	3.863
Changes in trade receivables	3.689	18.925
Changes in inventories	-600	837
Changes in trade payables	-5.245	-16.290
Other changes in net working capital (a)	-1.790	-4.750
Change in net working capital	-3.947	-1.279
Income taxes paid	-541	83
Interest paid	-132	-131
Interest received	40	50
NET CASH FLOW RELATING TO OPERATING ACTIVITIES (A)	15.594	2.586

Results 1H21

Consolidated cash flow statement

Cash flow from investing activities	30/06/21	30/06/20
Intangible assets - acquisitions	-15.866	-1.973
Tangible assets - acquisitions	-1.374	-4.422
Intangible assets - other movements	4	
Tangible assets - other movements	70	1.638
Net cash flow relating to acquisition of subsidiaries and sector acquisitions	-1.965	-299
Net cash flow relating to disposal of subsidiaries and sector acquisitions		200
Net cash flow relating to loans to investments accounted for using the equity method	68	-175
Other investments, loans, guarantees - other movements	15	17
NET CASH FLOW RELATING TO INVESTING ACTIVITIES (B)	-19.050	-5.014
Cash flow from financing activities	30/06/21	30/06/20
Dividends paid	-11.729	
Treasury shares	76	49
Capital contribution non-controlling interest	14.300	
Redemption of current financial debts		-509
Repayment of lease liabilities	-825	-704
Decrease in non-current receivables	3	3
NET CASH FLOW RELATING TO FINANCING ACTIVITIES (C)	1.824	-1.161
TOTAL DECREASE / INCREASE IN CASH AND CASH EQUIVALENTS	-1.631	-3.589
Cash and cash equivalents, beginning balance	90.559	101.438
Cash and cash equivalents, ending balance	88.928	97.849