

EVERYSPORT MEDIA GROUP AB (publ.)  
(EVERY A)

Company number: 556739-8143

# Year –end report

2020

February 18th 2021



This is a translated version of the Swedish original, in case of deviations is the Swedish version considered to be the one to apply.

This information is such information that Everysport Media Group AB (publ.) Is required to publish in accordance with the EU Market Abuse Regulation. The information was provided, through the agency of the above contact person, for publication on February 18th, 2021.

## Consumer revenues create growth

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### Summary of the fourth quarter 2020

- Net sales: 23,7 mkr (22,6 mkr)
  - EBITDA: 2,7 mkr (3,3 mkr)
  - Profit after tax: 2,9 mkr\* (1,1 mkr)
  - Earnings per share: 0,63 kr (0,25 kr)
  - Cashflow from operating activities: 4,0 mkr (3,1 mkr)
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### Summary January – December 2020

- Net sales: 82,3 mkr (90,2 mkr)
- EBITDA: 4,7 mkr (11,3 mkr)
- Profit after tax: 0,7 mkr\* (6,4 mkr)
- Earnings per share: 0,16 kr (1,40 kr)
- Cashflow from operating activities: 9,0 mkr (6,7 mkr)

*\*Profit after tax is positively affected by SEK 1.4 million from a revaluation of deferred tax assets*

### CEO, Hannes Andersson, comments:

As we close the final quarter of 2020, we look back on a challenging year. From March 2020, the pandemic has affected human lives and economies worldwide, and Covid-19 continues to have a major impact on our society. But we are seeing signs of improvement. ESMG is dependent on a large range of sporting events to be held, which did not take place during the beginning of the pandemic. During the fall, however, most professional leagues have been able to be arranged in safe ways and when we now look ahead at the upcoming 18-month period, we face one of the most sport-intensive periods ever.

The pandemic has fast-forward a digital adoption that is here to stay, which has had a positive effect on ESMG. People have been forced to change their lifestyles and to an even greater extent used digital platforms to consume information, interact with others, and consume unique and credible content. This benefits ESMG's rapidly growing B2C-related products. In the fourth quarter, the B2C segment grew by 30% compared to the same period last year and was larger than ever. In total, the segment accounted for 35% of the Group's total sales. Eliteprospects.com continues to stand out, where the number of subscribers has now passed 8,000, in combination with a growing total number of visitors (which fluctuated between 1.0-1.5 million unique visitors per week).

As a result of a number of new product launches, we have recruited eight new employees to our offices in Sweden and USA. In January, another five people joined as part of our new editorial venture in North America around the site EPrinkside.com.

During the fourth quarter, the group achieved a total net sales of SEK 23.7 million (SEK 22.6 million). We are very pleased that in the midst of a pandemic, we are delivering growth with continued good margins. Despite obvious challenges, our staff has continued to innovate and the past year has prepared us to handle potential new challenges that may await.

At the end of December, we announced that we had entered into an agreement to acquire the Norwegian media company Trav og Galopp-Nytt. Closing date is expected to take place on March 1, 2021, and through the acquisition we will further strengthen our position within the iGaming area in the Nordic region. We will become the leading supplier of editorial products for horse racing in Norway and we are building a foundation to grow even further by launching new sports-related products.

Finally, I would like to thank our shareholders for your continued support, as well as employees of ESMG for their tireless work during these stressful times. Although we do not expect the business to return to normal yet, we are convinced that the company will be able to continue its growth journey in 2021 and during the intense period of sporting events that now awaits.

### **Forward-looking statement**

The corona pandemic is still affecting the world around us to a large extent and it is difficult to predict how it will develop in the coming months. ESMG has recovered from the most turbulent period in the spring of 2020, but despite the fact that the company is now stable and has seen clear improvements, we are humble when facing what is ahead of us. In 2021, we will continue to invest in existing and new products, expand our investments in the B2C segment, and focus on strengthening our positions both in Sweden and internationally. Given the uncertainty that still prevails and how the pandemic may affect when major sporting events can be arranged in many countries, we choose not to give a forecast for the full year 2021.

### **Significant events during and after the end of the period**

On November 11, it was announced that Erik Penser Bank will act as market maker for ESMG's share on the Spotlight Stock Market. It was also announced that ESMG and Erik Penser Bank have initiated a collaboration that includes ongoing services related to commissioned research..

On December 29, ESMG announced that an agreement had been reached to acquire Trav og Galopp-Nytt AS (TGN). TGN has a turnover of approximately NOK 20 million and is Norway's leading media house within horse racing. The business is merged with ESMG's existing business in Norway. Closing date is expected to take place on March 1st 2021 and is conditional on a number of conditions being met.

After the end of the period, it was announced that ESMG has signed a strategic cooperation agreement with Norsk Rikstoto. ESMG's Norwegian subsidiary will as of March 1st, 2021 be the supplier of editorial content and gaming information for both Norway and Sweden. On February 12, the Board of Directors called the company's shareholders to an Extraordinary General Meeting, which will be held on March 17, due to a decision on an incentive program for the employees, to management and the CEO, and also a directed new share issue to the CEO.

## Net Sales, earnings and financial position during the period

### Net Sales

Net sales for the fourth quarter amounted to SEK 24 million (SEK 22,6 million). An increase of 5,0 % compared with the same quarter last year.

Net sales for the full year 2020 amounted to SEK 82,3 mkr (90,2 mkr) A decrease with 9% compared to last year

The outbreak of Covid-19 had a major impact on sales during the second and third quarter, hence most of the sporting events around the world were cancelled and many of the products of the company are depending on the carrying through of sporting events. During the second half of 2020, sporting events have gradually resumed again and revenues have also gradually recovered during the second half of the year.

#### **B2B**

The Covid-19 pandemic has had the strongest negative impact on sales in the B2B segment. In the B2B segment, it was primarily the advertising business that suffered as the demand for advertisement products decreased when corporate customers had to cut down on marketing campaigns. However, an overall return of the ad market, have gradually been noticed during the second half year of 2020 Even though it looks more promising it is still not back at the same levels as before the Covid-19 outbreak.

#### **B2C**

Although sales in 2020 have decreased compared to 2019, there has been an increase in the B2C segment of 30% during the fourth quarter and 16% for the full year 2020 compared to 2019. The increase in B2C revenue compared to last year is the result of a long-term effort to find new revenue within subscription income, unit purchase income and other income linked directly to consumers. The transfer of revenue from the B2B to B2C segments is important from a long-term strategic perspective as they are more stable over time and have a better margin.

### EBITDA and EBIT

EBITDA for the fourth quarter amounted to SEK 2,7 million (SEK 3,3 million). EBITDA for the full year 2020 amounted to SEK 4,7 million (11,3 million)

The decrease in EBITDA compared with the same quarter last year and the full year is directly linked to the impact Covid-19 had on sales within the B2B-segment. The cost base for the full year 2020 is slightly lower than the previous year, hence the company has received support for short-term layoffs and been more cautious with costs spending in general during the pandemic.

EBIT for the fourth quarter amounted to SEK 1,6million (SEK 1,4million). EBIT for the full year 2020 amounted to SEK 0,7 million (7,2 million)

EBIT during the fourth quarter of 2020 is affected by depreciation by SEK -1,1 million (SEK -1,9 million). The reduction in depreciation compared with the fourth quarter last year is due to that in the fourth quarter last year a write-down of SEK 1.0 million was made of an old obsolete platform. Depreciation for the full year has decreased by SEK 0.2 million compared with the previous year. Apart from the write-down in the fourth quarter of 2019, depreciation increased by SEK 0.8 million during the full year 2020 compared with the previous year, which is linked to increased investments.

Capitalized work on own account during the quarter amounts to SEK 0,5 million (SEK 0,6 million).

## Financial position

At the end of the period, Everysport Media Group AB (publ.) has equity of SEK 22,5 million (SEK 22,5 million) and an equity ratio of 33% (41%)

Cash and cash equivalents at the end of the period were SEK 10,4 million (SEK 3,0 million).

In addition to cash and cash equivalents, Everysport Media Group has access to additional banking facilities that strengthen the financial position

## Result for the period

The result for the period for the fourth quarter and for the full year 2020 was positively affected by SEK 1.4 million linked to a capitalization of deferred tax assets. They are now capitalized at their full value and are expected to be utilized within the next 2-3 years.

## Share and shareholders

As of the date on 31st of December, 2020, 4 542 496 shares were issued. All shares have equal rights to the company's profit and assets.

At the end of the quarter, Everysport Media Group AB had 801 (824) shareholders.

## Employees

The average number of full time equivalents during the quarter was 69 (66).

## Accounting principles

This interim report includes the Swedish parent company Everysport Media Group AB (publ), corporate ID 556739-8143, and its subsidiaries. The Group's main operations are divided into Content and Media. Within Content the Group is a leasing provider of results data, game tips and sports tips. Within Media the Group owns and runs digital sites like, EliteProspects, Svenska Fans, Fotboll Direkt, HockeySverige, Travtjänsten and Sporttjänsten which acts as engines for the products offered within the Group.

The parent company is limited liability company registered in Stockholm, Sweden. The adress for the headquarters is Gamla Brogatan 11, 111 20 Stockholm.

The consolidated accounts for Everysport Media Group AB (ESMG) have been prepared in accordance with IAS 34 Interim Financial Reporting, the Swedish Annual Accounts Act and RFR 1 Complementary Accounting Rules for Groups . This is the Groups fourth financial report in accordance with the International Financial Reporting Standards (IFRS) with transition date as 1st of January 2019. The Group has previously applied BFNAR 2012: 1 Annual Report and Consolidated Accounts (K3). The transition to IFRS has been made in accordance with IFRS 1 The first time IFRS is applied and described in more detail in the appendix Transition to IFRS. The Group's complete accounting principles are described in the Appendix Transition to IFRS, where full accounting principles and transition tables are found.

The interim report regarding the parent company has been prepared in accordance with the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board. The parent company has previously applied the Annual Accounts Act and BFNAR 2012: 1 Annual Report and Consolidated Accounts (K3) in the preparation of financial reports. As of these financial reports, the Parent Company, as a result of the Group's transition to IFRS, applies RFR 2 Accounting for legal entities. See separate paragraph for a description of the Parent Company's accounting principles.

## Year – end report 2020

Everysport Media Group (publ.)

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### Dividends

The Board of Directors suggests no dividends for the financial year of 2020

### Audit

This report has not been reviewed by auditors.

### Further reporting dates

The Annual report will be released on the latest 3 week before the Annual General Meeting on the companies website as well as Spotlight's website. The Annual General Meeting will be held on the 24th of May 2021 in Stockholm.

The financial reports for Everysport Media Group are published in the company's website [www.esmg.se](http://www.esmg.se)

Interim Report Jan– March 2021:	11th of May 2021
Interim Report 2021:	19th of August 2021
Interim Report July – Sep 2021:	28th of October 2021
Year end report 2021:	17th of February 2022

Stockholm 2021-02-18

### Hannes Andersson

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CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (kr)	OKT - DEC 2020	OKT - DEC 2019	JAN - DEC 2020	JAN - DEC 2019
Net sales	23 744 493	22 614 502	82 336 192	90 247 750
Own work capitalized	498 302	608 284	1 636 595	2 986 872
Other operating income	577 615	476 760	708 333	961 459
<b>Operating expenses</b>				
Variable operating costs	-2 481 799	-1 625 014	-8 646 721	-8 758 141
Other external expenses	-8 111 324	-8 090 925	-32 152 960	-33 512 819
Personnel costs	-11 506 902	-10 681 880	-39 068 853	-40 606 175
Profit from subsidiaries	0	47 979	0	47 979
Profit from participations in associated companies	0	-20 699	-139 205	-94 403
<b>EBITDA</b>	<b>2 720 387</b>	<b>3 329 007</b>	<b>4 673 380</b>	<b>11 272 521</b>
Depreciation and impairments	-1 137 444	-1 897 837	-3 934 912	-4 117 943
<b>EBIT</b>	<b>1 582 943</b>	<b>1 431 170</b>	<b>738 468</b>	<b>7 154 579</b>
<b>Financial income and expenses and tax</b>				
Interest income and similar income	-588	23 254	9 519	41 745
Interest expense and similar expenses	-142 573	-154 781	-688 891	-707 029
Taxes	1 415 366	-170 882	667 981	-137 589
<b>Profit/loss for the period</b>	<b>2 855 148</b>	<b>1 128 761</b>	<b>727 077</b>	<b>6 351 706</b>
The Parent Company's share of profit for the year	2 800 894	1 116 238	720 589	0
Minority's share of profit for the year	54 254	12 523	6 488	2 915
<b>Other comprehensive results</b>				
Exchange rate differences	-213 829	-85 160	-665 832	-3 111
<b>Total comprehensive income for the period</b>	<b>2 641 319</b>	<b>1 043 601</b>	<b>61 245</b>	<b>6 348 595</b>
The Parent Company's share of profit for the year	2 587 066	1 031 078	54 757	6 345 680
Minority's share of profit for the year	54 254	12 523	6 488	2 915
Earnings per share	0,63	0,25	0,16	1,40
Number of shares at the end of the period	4 542 496	4 542 496	4 542 496	4 542 496



CONSOLIDATED BALANCE SHEET	2020-12-31	2019-12-31
Own work capitalized	5 229 875	5 442 070
Trademarks	317 732	458 945
Goodwill	28 038 219	28 248 267
Equipment, tools, fixtures and fittings	214 867	274 943
Right-of-use assets	5 031 447	2 449 884
Shares in associated companies	0	139 205
Deffered tax asset	4 511 609	2 103 066
Other long-term receivables	4 442	5 687
<b>Total fixed assets</b>	<b>43 348 191</b>	<b>39 122 068</b>
<b>Current receivables</b>		
Trade and other receivables	7 533 624	6 875 664
Current tax assets	31 002	0
Other current receivables	1 276 012	1 529 743
Prepaid expenses and accrued income	4 890 644	4 236 976
<b>Total current receivables</b>	<b>13 731 283</b>	<b>12 642 383</b>
Cash and cash equivalent	10 377 246	2 976 807
<b>TOTAL ASSETS</b>	<b>67 456 720</b>	<b>54 741 258</b>
<b>Equity</b>		
Share capital	4 542 496	4 542 496
Reserves	-774 058	-98 099
Retained earnings, incl profit/loss for the period	18 721 069	18 000 563
<b>Shareholders' equity attributable to the parent company's equity</b>	<b>22 489 508</b>	<b>22 444 960</b>
Non controlling interest	56 783	50 295
<b>Total equity</b>	<b>22 546 291</b>	<b>22 495 257</b>
<b>Long-term liabilities</b>		
Deferred tax liabilities	503 776	112 002
Other liabilities to credit institutions	4 774 234	2 000 004
Other long-term liabilities	4 848 438	5 131 164
Long-term leasing debt	3 744 195	589 793
<b>Total long-term liabilities</b>	<b>13 870 643</b>	<b>7 832 962</b>
<b>Current liabilities</b>		
Other liabilities to credit institutions	1 000 000	1 000 000
Trade and other payables	4 268 764	3 454 825
Current tax liabilities	639 890	93 281
Other current liabilities	8 964 482	3 279 834
Short-term leasing debt	1 425 643	1 858 622
Accrued expenses and prepaid income	14 741 008	14 726 478
<b>Total current liabilities</b>	<b>31 039 786</b>	<b>24 413 040</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>67 456 720</b>	<b>54 741 258</b>

CONSOLIDATED CASH FLOW STATEMENT	OKT - DEC 2020	JAN - DEC 2020	JAN - DEC 2019
<b>Cash flow from operating activities</b>			
Profit/loss after financial items	1 439 783	59 096	6 489 292
Adjustments for items not effecting cashflow	572 815	3 685 823	4 324 116
Income tax paid	-638 841	-760 516	-270 686
<b>Cash flow from operating activities before change in working capital</b>	<b>1 373 757</b>	<b>2 984 403</b>	<b>10 542 722</b>
<b>Cash flow before changes in working capital</b>			
Increase (-)/Decrease (+) of short-term receivables	1 338 468	-1 687 454	2 230 899
Increase (-)/Decrease (+) of short-term liabilities	1 238 317	7 746 559	-6 035 994
<b>Cash flow from operating activities</b>	<b>3 950 542</b>	<b>9 043 508</b>	<b>6 737 627</b>
<b>Cash flow from investing activities</b>			
Acquisition of intangible fixed assets	-588 569	-1 356 567	-2 990 547
Acquisition of tangible fixed assets	0	0	-297 485
Acquisition of subsidiary, after deduction of cash and cash equivalent	0	0	0
Divestment of subsidiaries/associated companies	0	0	42 400
<b>Cash flow from investing activities</b>	<b>-588 569</b>	<b>-1 356 567</b>	<b>-3 245 632</b>
<b>Cash flow from financing activities</b>			
Warrants	0	0	529 990
New loans	0	3 500 000	0
Amortized loans	-249 988	-1 971 549	-3 010 369
Amortized leasing liabilities	-433 295	-1 814 953	-1 973 456
<b>Cash flow from financing activities</b>	<b>-683 283</b>	<b>-286 502</b>	<b>-4 453 835</b>
<b>Cash flow for the period</b>	<b>2 678 690</b>	<b>7 400 439</b>	<b>-961 840</b>
<b>Opening cash and cash equivalents</b>	<b>7 698 557</b>	<b>2 976 807</b>	<b>3 938 647</b>
<b>Closing cash and cash equivalents</b>	<b>10 377 246</b>	<b>10 377 246</b>	<b>2 976 807</b>

CONSOLIDATED STATEMENT OF CHANGE IN EQUITY	Share capital	Reserves	Retained earnings	Minority interest	Summa eget kapital
<b>Opening balance 2019.01.01</b>	<b>4 503 238</b>	<b>-94 989</b>	<b>11 161 047</b>	<b>47 380</b>	<b>15 616 676</b>
Profit/loss for the period			6 348 791	2 915	6 351 706
Warrants	39 258		490 727		529 985
Exchange rate differences		-3 110			-3 110
<b>Ending balance 2019.12.31</b>	<b>4 542 496</b>	<b>-98 099</b>	<b>18 000 563</b>	<b>50 295</b>	<b>22 495 257</b>
<b>Opening balance 2020.01.01</b>	<b>4 542 496</b>	<b>-98 099</b>	<b>18 000 563</b>	<b>50 295</b>	<b>22 495 255</b>
Profit/loss for the period			720 588	6 488	727 076
Warrants					0
Exchange rate differences		-675 959			-675 959
<b>Ending balance 2020.12.31</b>	<b>4 542 496</b>	<b>-774 058</b>	<b>18 721 069</b>	<b>56 783</b>	<b>22 546 291</b>

**Definition key figures:**

**Profit Margit**

Operating profit after financial income and expenses in relation to net sales.

**Equity ratio**

Equity in % of total of balance sheet.

**Cash liquidity**

Current assets in % of current liabilities

**Earnings per share**

Profit for the period divided by the number of outstanding shares

**EBITDA**

Earning before Interest, taxes, depreciation and amortization

**EBIT**

Earnings before interest and taxes

KEY FIGURES	OKT - DEC 2020	OKT - DEC 2019	JAN - DEC 2020	JAN - DEC 2019
Profit margin %	6 %	6 %	0 %	7 %
Equity ratio	33 %	41 %	33 %	41 %
Cash liquidity %	78 %	64 %	78 %	64 %
Number of shares	4 542 496	4 542 496	4 542 496	4 542 496
Earnings per share	0,63	0,25	0,16	1,40
EBITDA	2 720 387	3 301 728	4 673 380	11 318 945
EBIT	1 582 943	1 403 890	738 468	7 201 002

<b>MODERBOLAGETS RESULTATRÄKNING (kr)</b>	<b>OKT - DEC 2020</b>	<b>OKT - DEC 2019</b>	<b>JAN - DEC 2020</b>	<b>JAN - DEC 2019</b>
Net sales	4 314 980	2 412 258	17 290 130	15 075 708
Other operating income	9 058	189	34 104	550
<b>Operating expenses</b>				
Variable operating costs	-606 176	-908 710	-2 965 621	-2 595 708
Other external expenses	-3 847 106	-2 201 261	-11 116 328	-8 198 458
Personnel costs	-2 346 660	-1 973 452	-8 030 630	-7 780 865
<b>EBITDA</b>	<b>-2 475 903</b>	<b>-2 670 976</b>	<b>-4 788 344</b>	<b>-3 498 773</b>
Depreciation and impairments	-4 413	-4 413	-17 652	-14 367
<b>EBIT</b>	<b>-2 480 316</b>	<b>-2 675 389</b>	<b>-4 805 997</b>	<b>-3 513 140</b>
<b>Resultat från finansiella poster</b>				
Profit from participations in associated companies	0	-20 699	-139 205	-94 403
Other interest income and similar	105 472	268 241	453 042	305 766
Other interest expenses and similar	-201 094	-649 025	-854 817	-758 798
Profit from subsidiaries	0	42 400	0	42 400
Group contributions	0	7 996 914	-256 000	7 996 914
Tax on years profit	1 896 412	0	1 896 412	0
Deffered tax	0	-3 978 738	0	0
<b>Profit/loss for the period</b>	<b>-679 526</b>	<b>983 704</b>	<b>-3 706 565</b>	<b>3 978 738</b>

<b>PARENT COMPANY'S BALANCE SHEET</b>	<b>2020-12-31</b>	<b>2019-12-31</b>
Equipment, tools. Fixtures and fittings	43 833	61 486
Shares in Group companies	66 091 605	65 091 605
Shares in associated companies	0	139 205
Deferred tax asset	2 811 128	914 716
Other long term receivables	4 442	4 442
<b>Total fixed assets</b>	<b>68 951 008</b>	<b>66 211 453</b>
<b>Current receivables</b>		
Trade and other receivables	0	138 731
Receivables with Group companies	14 105 229	19 148 897
Current tax assets	0	108 965
Other current receivables	478 074	92 213
Prepaid expenses and accrued income	1 013 549	1 043 247
<b>Total current receivables</b>	<b>15 596 852</b>	<b>20 532 052</b>
Cash and cash equivalent	95 113	206 812
<b>TOTAL ASSETS</b>	<b>84 642 973</b>	<b>86 950 317</b>
<b>Equity</b>		
Share capital	4 542 496	4 542 496
Other contributed capital	68 959 716	68 959 716
Retained earnings, incl profit/loss for the period	-21 730 086	-18 023 521
<b>Shareholders' equity attributable to the parent company's equity</b>	<b>51 772 126</b>	<b>55 478 691</b>
Non controlling interest	0	0
<b>Total equity</b>	<b>51 772 126</b>	<b>55 478 691</b>
<b>Long-term liabilities</b>		
Other liabilities to credit institutions	1 250 007	2 000 004
<b>Total long-term liabilities</b>	<b>1 250 007</b>	<b>2 000 004</b>
<b>Current liabilities</b>		
Checking account	0	0
Other liabilities to credit institutions	1 000 000	1 000 000
Trade and other payables	1 659 833	1 327 888
Debt to other group companies	26 106 846	25 750 552
Current tax liabilities	-45 642	0
Other current liabilities	1 089 603	0
Accrued expenses and prepaid income	1 810 198	1 393 182
<b>Total current liabilities</b>	<b>31 620 838</b>	<b>29 471 622</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>84 642 973</b>	<b>86 950 317</b>

<b>PARENT COMPANY'S CASH FLOW STATEMENT</b>	<b>JAN - DEC 2020</b>	<b>JAN - DEC 2019</b>
<b>Cash flow from operating activities</b>		
Profit/loss after financial items	-5 602 976	-4 018 176
Adjustments for items not effecting cashflow	412 857	94 404
Income tax paid	-45 642	-108 966
<b>Cash flow from operating activities before change in working capital</b>	<b>-5 235 761</b>	<b>-4 032 738</b>
<b>Cash flow before changes in working capital</b>		
Increase (-)/Decrease (+) of short-term receivables	4 586 941	-4 785 051
Increase (-)/Decrease (+) of short-term liabilities	1 287 118	9 034 389
<b>Cash flow from operating activities</b>	<b>638 298</b>	<b>216 600</b>
<b>Cash flow from investing activities</b>		
Acquisition of intangible fixed assets	0	0
Acquisition of tangible fixed assets	0	-51 333
Acquisition of subsidiary, after deduction of cash and cash equivalent	0	0
Divestment of subsidiaries/associated companies	0	42 400
<b>Cash flow from investing activities</b>	<b>0</b>	<b>-8 933</b>
<b>Cash flow from financing activities</b>		
Warrants	0	529 990
New loans	0	0
Amortized loans	-749 997	-1 228 567
<b>Cash flow from financing activities</b>	<b>-749 997</b>	<b>-698 577</b>
<b>Cash flow for the period</b>	<b>-111 699</b>	<b>-490 910</b>
<b>Opening cash and cash equivalents</b>	<b>206 812</b>	<b>697 722</b>
<b>Closing cash and cash equivalents</b>	<b>95 113</b>	<b>206 812</b>

## NOTES TO THE YEAR-END REPORT

### Note 1 Accounting principles

This Year-end report includes the Swedish parent company EverySPORT Media Group AB (publ), corporate ID 556739-8143, and its subsidiaries. The Group's main operations are divided into Content and Media. Within Content the Group is a leasing provider of results data, game tips and sports tips. Within Media the Group owns and runs digital sites like, EliteProspects, Svenska Fans, Fotboll Direkt, HockeySverige, Travtjänsten and Sporttjänsten which acts as engines for the products offered within the Group.

The parent company is limited liability company registered in Stockholm, Sweden. The adress for the headquarters is Gamla Brogatan 11, 111 20 Stockholm.

The consolidated accounts for EverySPORT Media Group AB (ESMG) have been prepared in accordance with IAS 34 Interim Financial Reporting, the Swedish Annual Accounts Act and RFR 1 Complementary Accounting Rules for Groups . This is the Groups fourth financial report in accordance with the International Financial Reporting Standards (IFRS) with transition date as 1st of January 2019. The Group has previously applied BFNAR 2012: 1 Annual Report and Consolidated Accounts (K3). The transition to IFRS has been made in accordance with IFRS 1 The first time IFRS is applied and described in more detail in the appendix Transition to IFRS. The Group's complete accounting principles are described in the Appendix Transition to IFRS, where full accounting principles and transition tables are found.

The year-end report regarding the parent company has been prepared in accordance with the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board. The parent company has previously applied the Annual Accounts Act and BFNAR 2012: 1 Annual Report and Consolidated Accounts (K3) in the preparation of financial reports. As of these financial reports, the Parent Company, as a result of the Group's transition to IFRS, applies RFR 2 Accounting for legal entities. See separate paragraph for a description of the Parent Company's accounting principles.

**Note 2 Transition to IFRS**

For detailed information about the transition to IFRS, see appendix - "Övergång till IFRS", the appendix is only available in Swedish. For information in English, contact CEO Hannes Andersson.

**Note 3 Segment Reporting - Distribution of net sales**

The Group divides its operations into segments according to IFRS definition, the segments are only followed up at the net sales level. The two main segments are Business to Business (B2B) and Business to Consumer (B2C).

	OKT - DEC 2020	OKT - DEC 2019	JAN - DEC 2020	JAN - DEC 2019
B2B	15 412 999	16 215 595	54 394 083	66 078 603
B2C	8 331 494	6 398 907	27 942 107	24 169 147
	<b>23 744 493</b>	<b>22 614 502</b>	<b>82 336 190</b>	<b>90 247 750</b>