

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

Company number: 556739-8143

QUARTERLY REPORT

July – September 2021

November 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 November 18th, 2021.

Continued growth in focus

Summary of the third quarter 2021

- Net sales*: 43,3 mkr (20,0 mkr)
- EBITDA: 6,6 mkr (2,1 mkr)
- EBIT: -3,1 mkr (1,2 mkr)
- Profit after tax: -3,1 mkr (0,5 mkr)
- Earnings per share: -0,19 kr (0,10 kr)
- Cashflow from operating activities: 3,5 mkr (-3,2 mkr)

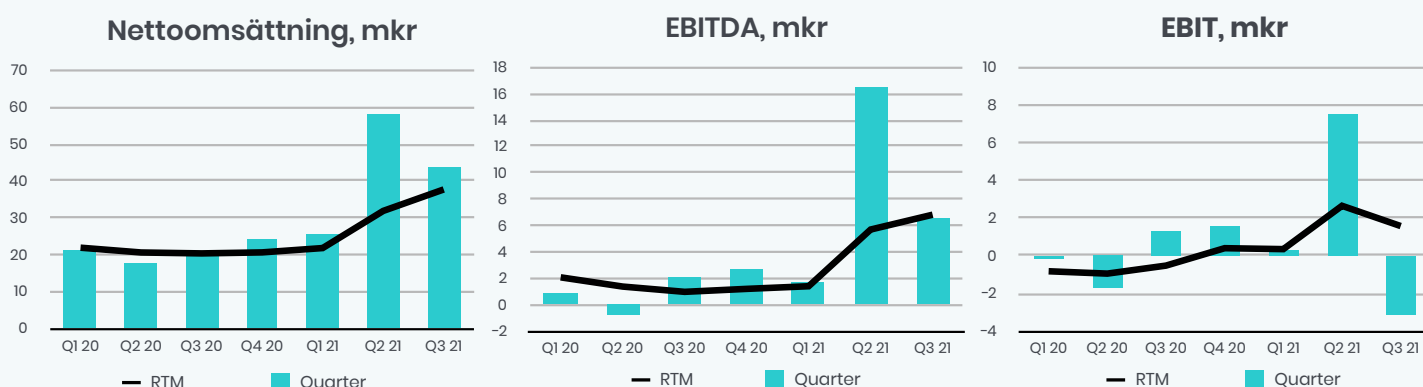
* including acquired sales through Trav og Galoppnyt SEK 6,3million and Every Padel SEK 14 million

Summary January - September 2021

- Net sales*: 127,2 mkr (58,6 mkr)
- EBITDA: 24,5 mkr (2,1 mkr)
- EBIT: 4,7 mkr (-0,7 mkr)
- Profit after tax: 1,5 mkr (-2,1 mkr)
- Earnings per share: 0,06 kr (-0,47 kr)
- Cashflow from operating activities: 7,7 mkr (5 mkr)

* including acquired sales through Trav og Galoppnyt SEK 13 million and Every Padel SEK 41.5 million

"The third quarter is characterized by growth, strategic acquisitions and important key recruitments."



CEO, Hannes Andersson, comments

Everysport continues to grow and the third quarter was eventful. During the quarter, the remaining 50% of Every Padel was acquired, and two additional acquisitions within the padel was accessed. We continue to make significant investments within both the media and padel divisions and we strengthen the organization through important recruitments, such as a new CFO, HR manager, COO and CCO. The company is now equipped for a continued exciting growth journey, and we have taken leading positions in both sports media and padel.

During the third quarter, the group achieved net sales of SEK 43.3 million (20.0) and thus growth of 116%. Acquired sales consisted of SEK 19.2 million in Every Padel and our Norwegian company TGN. EBITDA during the quarter amounted to SEK 8.3 million (SEK 2.1 million), where some of the improvement compared with the same period last year is explained, among other things, by the fact that a large part of Every Padel's costs are reported as depreciation in accordance with IFRS. EBIT amounted to SEK -3.1 million (SEK 1.2 million). The result was positively affected by non-recurring items with a net effect of SEK 0.5 million.

Around us, we see relief in Covid-19 restrictions that positively affect both practicing, and audience interest in, sports. ESMG is in many ways a completely different company today compared to before the pandemic. The company has grown to almost 170 employees, expanded in both North America and Norway and developed two clear business areas: Everysport Media and Every Padel. It is with pride that I look back on the past 18 months, where we not only parried the pandemic's negative effects on the company but transformed the group into a fast-growing company and established ourselves further internationally.

High organic growth in Everysport Media

Within Everysport Media, total net sales amounted to SEK 29.3 million (20.0) during the quarter. The business area grew organically during the third quarter by 15%. Total B2B revenues within the business area amounted to SEK 17.9 million (SEK 12.8 million) and B2C revenues amounted to SEK 11.4 million (SEK 7.2 million). In the B2C segment, Eliteprospect's positive development continues, with the number of paying subscribers at the end of the quarter being 11,299 - an increase of 48% this year. The traffic to our media sites continues to increase, which leads to growth via several revenue streams. Although the advertising market during the summer remained hesitant, we saw an increase in September and October and a normalization on a par with before the pandemic. At the same time, subscription revenues for all products grew. We have seen a continuing trend in that our visitors are willing to pay for high quality content, which confirms our view of the market. The total subscription market for digital content is growing, where the proportion of Swedes who today pay for digital content is over 30%, compared with 20% in 2017 - an increase of 50% in just four years.

Every Padel follows the rollout plan

Every Padel's business has grown strongly during the quarter. On July 1, we accessed the acquisitions of two facilities, in Västerås and Jönköping, with a total of 29 padel courts. At the end of the quarter, two more facilities were opened with a total of 13 courts, and we have also expanded one facility with another eight outdoor courts.

Every Padel's total sales during the third quarter amounted to SEK 14 million. EBITDA amounted to SEK 6.5 million and EBIT to SEK -2.1 million. The result was negatively affected by the seasonal effect that exists during the summer, as well as start-up costs attributable to the opening of new facilities. The seasonal variations are large within Every Padel, where most revenues and results are earned from September to May since the majority of the facilities are indoors. The number of playing hours that were booked, for example, was 113% more in October than in July.

During the fall, we have seen a gradual increase in B2B revenue within Every Padel. We assess that there is a pent-up need for meetings and events among corporate customers after a long period of extensive restrictions. The total padel market in Sweden continues to grow in parallel. During September 2021, 53% more playing hours were booked in the country than during the corresponding period in 2020. At the same time, competition is growing in Sweden, where the number of padel courts has more than doubled during the same period, which is why we need to be selective in our choices of continued expansion.

Strong focus on growth and innovation

We are currently in an expansion phase for our business areas. Our underlying growth has been supplemented by several acquisitions. We continue to prioritize growth and have a long-term strategy that involves both taking additional market shares in existing areas, while broadening our product portfolio in both media and padel. Within media, for example, a mobile app for Eliteprospects is currently being developed, and within padel digital tools for training and academia. We are confident that the long line of new recruitments carried out during the fall in the long term will contribute to increased growth. The investments mean that in the short term the group's cost base increases while it can take a few quarters before revenues match the costs. We believe that these new projects will create great conditions for the group's long-term growth and value creation.

Stockholm, November 18, 2021

Hannes Andersson
President and CEO

Significant events during and after the end of the period

On July 1, 2021, the companies Padel Panorama AB and Västerås Padel Arena AB were acquired.

On July 15, the remaining 50% of the shares in Every Padel i Sverige AB was acquired for a purchase price of SEK 28.2 million from a subsidiary of Corem Property Group AB. The payment consisted of 639,424 newly issued shares in Everysport Media Group AB at an average price of SEK 44.08. The total purchase price for the acquisition of 100% of the shares in Every Padel thus amounted to SEK 52.45 million.

In October, after the end of the period, it was announced that the subsidiary Every Padel had opened its second paddle facility in Västerås, in the Kopparlunden development area. The facility contains nine paddle courts and is in the premium segment with conference and lounge areas along with areas for shops and events.

In October, Every Padel Hedenstorp was also opened, which is the company's second padel facility in Jönköping. The facility contains four paddle courts.

In October, the subsidiary Every Padel signed a lease agreement for a new paddle facility in Norrköping. The facility, which will contain 14 paddle courts and is scheduled to open during the first quarter of 2022.

Net Sales, earnings and financial position during the period

Net Sales

Net sales for the Third quarter amounted to SEK 43,3 million (SEK 20,0 million). An increase of 116,7 % compared with the same quarter last year.

Organic growth compared with the same quarter last year amounted to SEK 3 million (15%). Acquired growth from Every Padel amounted to SEK 14 million and from the Norwegian company Trav och Galopp Nytt (TGN) SEK 6,3 million.

B2B

The B2B segment amounts to SEK 19,2 million and had during the third quarter a total growth of SEK 6,3 million (49%) compared with the same period last year. Organic growth in the B2B segment accounts for SEK 3,2 million (51%) compared with the same period last year. The increase is due to a number of new production assignments and a slightly strengthened advertising market compared with the same quarter last year, which was to a greater extent affected by the covid-19 pandemic. The advertising market was the type of revenue that had the clearest impact at the start of the pandemic and has gradually recovered, but during the third quarter is still not at the same levels as before the pandemic. Acquired sales in the B2B segment are divided between SEK 1.8 million from TGN and SEK 1.3 million from Every Padel.

B2C

The B2C segment amounting to SEK 24,1 million had a total growth of SEK 17 million (+237%) during the third quarter compared with the same period last year. Most of the growth is acquired, a total of SEK 17,2 million, where Every Padel accounts for SEK 12,7 million and TGN for SEK 4.5 million.

The organic change in the segment amounted to SEK -0.2 million (-3%). The reduction is linked to unit purchases of gaming-related products that have a negative effect on sales.

Subscription revenues have continued to increase compared with the same quarter last year, (+ 29%), which is in line with the company's strategy to build a large proportion of recurring revenues. Elite Prospects is still responsible for most of the increase in subscription revenues and at the end of the period Elite Prospects had 11,299 paying subscribers.

EBITDA and EBIT

EBITDA for the Third quarter amounted to SEK 6,6 million (SEK 2,1 million). An increase of 214,5 % compared to the same quarter last year.

The major part of the increase in EBITDA comes from the acquired business Every Padel and amounts to SEK 6.5 million.

Advertising revenues compared to before the pandemic have still not fully recovered, which has a negative effect on EBITDA within the media business during the third quarter. However, a clear recovery in advertising revenues can be seen from the beginning of the fourth quarter.

The outcome in the paddle business is largely affected by seasonal variations in revenue, as most of the company's facilities are indoor facilities, which are not as attractive during the summer months.

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EBIT for the Third quarter amounted to SEK -3,1 million (SEK 1,2 million). A decrease of -368,6 % compared to the same quarter last year.

EBIT during the third quarter of 2021 is affected by depreciation and write-downs of SEK -11.3 million (SEK -0.9 million). The increase in depreciation and write-downs is largely linked to the depreciation of leases and leasing contracts within Every Padel. Every Padel accounts for SEK -2.1 million of the total EBIT result for the quarter..

The EBIT result for Q3 includes a number of one offs, both positive and negative, which together improve EBIT by SEK 0.5 million. Adjusted for one offs, EBIT during the third quarter amounted to -3.6. All one offs are linked to the operations within Every Padel.

Capitalized work on own account during the quarter amounts to SEK 0,0 mkr (0,2 mkr).

Financial position

At the end of the period, Everysport Media Group AB (publ.) has equity of SEK 77,8 million (SEK 19,9 million) and an equity ratio of 23% (33%)

Cash and cash equivalents at the end of the period were SEK 10,7 million (SEK 7,7 million).

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

Share and shareholders

As of the date on 30th of September, 2021, 6 089 764 shares were issued. All shares have equal rights to the company's profit and assets.

Decision has, through the extraordinary general meeting of 2021-03-17, been established to adopt a long-term incentive program based on warrants for the CEO, other senior executives and other employees of Everysport Media Group in accordance with the Board's proposal. The program is divided into two different series with two different maturities (Series 2021/2023 and Series 2021/2024, respectively). In Series 2021/2023 and Series 2021/2024, respectively, each warrant gives the right to subscribe for a new share in Everysport Media Group during the period from March 18th 2023 to June 13th 2023 and from March 18th 2024 to June 13th 2024. A total of 156,176 warrants have been subscribed, 78,088 in each program, which in the event of full future exercise of warrants would lead to a dilution of 156,176 shares.

Through the new share issue carried out during the third quarter in connection with the acquisition of the last 50% of the shares in Every Padel, the number of shares increased by a further 639,425.

The key figure Earnings per share includes these shares, but only 50% of the earnings within Every Padel between the period 1 April – 15 July are included as Everysport Media Group only owned 50% of the shares of Every Padel until 15 July.

At the end of the quarter, Everysport Media Group AB had 2 133 (801) shareholders.

Employees

The average number of full-time equivalents during the quarter was 118 (47).

Accounting principles

This interim report covers the Swedish parent company Everysport Media Group AB (publ), corporate identity number 556739-8143, and its subsidiaries. Everysport Media Group (ESMG) is a group operating in sports. ESGM is divided into two business areas: Everysport Media and Every Padel. Everysport Media owns and develops digital platforms and services in sports, and within the Every Padel business area, operations are conducted within the fast-growing sport of padel. The group has a total of about 160 employees. The head office is located in Stockholm and the company also has offices in Norway and the USA. The group is listed on the Spotlight Stock Market (EVERY).

The interim report for the Group has been prepared in accordance with International Reporting Standards (IFRS) as adopted by the EU. The interim report complies with IAS 34 Interim Financial Reporting and applicable parts of the Annual Accounts Act (1995: 1554) (ÅRL) and RFR 1.

The interim report regarding the parent company has been prepared in accordance with the Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board.

Consolidated financial statements

Subsidiaries are all the companies over which the Group has a controlling influence. The Group controls a company when it is exposed to or has the right to a variable return from its holding in the company and has the opportunity to influence the return through its influence in the company. Subsidiaries are included in the consolidated financial statements from the date on which the controlling influence is transferred to the Group. They are excluded from the consolidated financial statements from the date on which the controlling influence ceases.

Risks and uncertainties

The Group is exposed to a number of significant risks and uncertainties. These factors include prevailing economic conditions in each of the Group's markets. Risks include:

- Regulatory and political risks attributable to changes in laws and regulations in each market in which the Group operates.
- Exposure to exchange rate fluctuations
- Emergence of new technology and competitors
- Commercial risks attributable to expansion into new markets
- Increased competition in existing markets for Padel and Media

The Covid-19 pandemic continues to be an uncertainty and risk for the Group's operations and employees. Although most sporting events today can be carried out and the daily operation can be carried out remotely for most part, the company closely follows the development of new guidelines from authorities to be prepared about what new restrictions may mean for the business and the employees.

Audit

This report has not been reviewed by auditors.

Further reporting dates

The quarterly reports for Everysport Media Group are published in the company's website www.esmg.se

Year end report 2021:

24th of February 2022 (new date)

Stockholm 2021-11-18

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CEO

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CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (kr) INCOME (kr)	JUL - SEP 2021	JUL - SEP 2020	JAN - SEPT 2021	JAN - SEPT 2020	JAN - DEC 2020
Net sales	43 009 055	20 000 077	126 905 264	58 591 698	82 336 192
Own work capitalized	3 455	194 634	488 351	1 138 292	1 636 595
Other operating income	3 284 608	3 666	3 193 192	130 717	708 333
Operating expenses					
Variable operating costs	-9 131 112	-2 095 806	-20 241 365	-6 164 922	-8 646 721
Other external expenses	-12 175 883	-6 834 587	-36 702 553	-24 041 636	-32 152 960
Personnel costs	-18 436 351	-9 184 266	-49 098 004	-27 561 951	-39 068 853
EBITDA	6 553 772	2 083 718	24 544 885	2 092 198	4 812 586
Depreciation and impairments	-9 657 936	-928 103	-19 819 182	-2 797 469	-3 934 912
EBIT	-3 104 164	1 155 615	4 725 703	-705 271	877 674
Financial income and expenses					
Profit from participations in associated	0	0	0	-139 205	-139 205
Interest income and similar income	5 512	-5 206	21 856	10 107	9 519
Interest expense and similar expenses	-1 596 010	-171 005	-2 799 240	-546 319	-688 891
Profit from subsidiaries	0	0	0	0	0
Taxes	1 548 805	-514 553	-491 369	-747 385	667 981
Profit/loss for the period	-3 145 857	464 851	1 456 950	-2 128 073	727 078
The Parent Company's share of profit for the	-1 176 488	502 527	373 971	-2 080 306	720 590
Minority's share of profit for the year	-1 969 368	-37 677	1 082 978	-47 766	6 488
Other comprehensive results					
Exchange rate differences	-85 273	-101 615	-714 395	-452 003	-665 832
Total comprehensive income for the period	-3 231 130	363 236	742 555	-2 580 076	61 246
The Parent Company's share of profit for the	-1 261 762	400 913	-340 423	-2 532 310	-672 320
Minority's share of profit for the year	-1 969 368	-37 677	1 082 978	-47 766	6 488
Earnings per share	-0,21	0,10	-0,06	-0,47	0,16
Number of shares at the end of the period	6 089 764	4 542 496	6 089 764	4 542 496	4 542 496

CONSOLIDATED BALANCE SHEET	2021-09-30	2020-09-30	2020-12-31
Own work capitalized	5 510 023	5 261 549	5 229 875
Trademarks	1 613 039	353 035	317 732
Goodwill	81 561 022	28 032 289	28 038 219
Equipment, tools, fixtures and fittings	8 274 550	229 886	214 867
Right-of-use assets	182 288 343	1 044 142	5 031 447
	2 100 977		0
Shares in associated companies	0	0	0
Deffered tax asset	5 111 225	2 103 066	4 511 609
Other long-term receivables	1 446 358	4 442	4 442
Total fixed assets	287 905 538	37 028 409	43 348 191
Current receivables			
Trade and other receivables	1 158 080	0	0
Current tax assets	14 820 796	9 005 793	7 533 624
	56 191	31 002	31 002
Other current receivables	3 952 003	796 471	1 276 012
Prepaid expenses and accrued income	16 690 329	5 150 084	4 890 644
Total current receivables	36 677 398	14 983 352	13 731 283
Cash and cash equivalent	10 728 690	7 698 557	10 377 246
TOTAL ASSETS	335 311 626	59 710 317	67 456 720
Equity			
Share capital	6 089 764	4 542 497	4 542 496
Reserves	-714 395	-549 972	-763 853
Retained earnings, incl profit/loss for the period	71 273 534	15 909 973	18 710 866
Shareholders' equity attributable to the parent company's equity	76 648 903	19 902 498	22 489 510
Non controlling interest	1 139 761	2 529	56 783
Total equity	77 788 664	19 905 029	22 546 293
Long-term liabilities			
Deferred tax liabilities	494 523	63 042	503 776
Other liabilities to credit institutions	4 346 172	5 010 548	4 774 234
Other long-term liabilities	2 842 041	0	4 848 436
Long-term lease liabilities	152 178 986	5 444 328	3 744 195
Total long-term liabilities	159 861 722	10 517 918	13 870 641
Current liabilities			
Checking account	0	0	0
Other liabilities to credit institutions	4 366 664	1 000 000	1 000 000
Trade and other payables	15 647 717	1 558 039	4 268 764
Current tax liabilities	3 392 322	5 156 797	639 890
Other current liabilities	9 526 619	3 868 418	8 964 482
Short-term lease liabilities	40 910 107	917 985	1 425 643
Accrued expenses and prepaid income	23 817 811	16 786 133	14 741 008
Total current liabilities	97 661 240	29 287 372	31 039 786
TOTAL EQUITY AND LIABILITIES	335 311 626	59 710 318	67 456 720

CONSOLIDATED CASH FLOW STATEMENT	JUL - SEP 2021	JAN- SEP 2021	JAN - DEC 2020
Cash flow from operating activities			
Profit/loss after financial items	-3 134 163	4 725 703	59 097
Adjustments for items not effecting cashflow	8 097 438	16 412 377	3 685 823
Income tax paid	777 864	-481 039	-760 516
Cash flow from operating activities before change in working capital	5 741 139	20 657 041	2 984 404
Cash flow before changes in working capital			
Increase (-)/Decrease (+) inventory	358 040	290 467	0
Increase (-)/Decrease (+) of short-term receivables	-9 741 392	-20 447 312	-1 687 454
Increase (-)/Decrease (+) of short-term liabilities	7 117 060	7 158 149	7 746 559
Cash flow from operating activities	3 474 847	7 658 345	9 043 509
Cash flow from investing activities			
Acquisition of intangible fixed assets	-3 455	-488 351	-1 356 567
Acquisition of tangible fixed assets	-45 101	-327 874	0
Acquisition of financial fixed assets	-1 400 916	-1 441 916	0
Acquisition of subsidiary, after deduction of cash and cash equivalent	1 134 029	3 016 101	0
Divestment of subsidiaries/associated companies	0	0	0
Cash flow from investing activities	-315 443	757 960	-1 356 567
Cash flow from financing activities			
Warrants	112 592	431 971	0
New issue of shares inc. related costs	0	1 235 606	3 500 000
New loans	7 500 000	7 500 000	3 500 000
Amortized loans	-4 530 983	-5 488 660	-1 971 549
Amortized leasing liabilities	-6 351 655	-11 743 778	-1 814 953
Cash flow from investing activities	-3 270 046	-8 064 861	3 213 498
Cash flow for the period	-110 642	351 444	10 900 440
Opening cash and cash equivalents	10 839 332	10 377 246	2 976 807
Closing cash and cash equivalents	10 728 690	10 728 690	13 877 247

CONSOLIDATED STATEMENT OF CHANGE IN EQUITY	Share capital	Other contributed capital	Reserves	Retained earnings	Minority interest	Total equity
Opening balance 2020.01.01	4 542 496	68 959 715	-98 104	-50 959 145	50 295	22 495 257
Profit/loss for the period				720 588	6 488	727 076
Exchange rate differences			-665 832			-665 832
Comprehensive income			-665 832	720 588	6 488	61 246
Transactions with shareholders						0
Warrants						0
Closing balance 2020.12.31	4 542 496	68 959 715	-774 058	-50 238 557	56 783	22 546 291
Opening balance 2021.01.01	4 542 496	68 959 715	-774 058	-50 238 557	56 783	22 546 379
Changes in Group structure				2 616 947	-2 492 656	124 291
Profit/loss for the period				373 971	3 575 634	3 949 605
Exchange rate differences			59 663			59 663
Comprehensive income			59 663	373 971	1 082 978	1 516 612
Transactions with shareholders						
New share issue	1 547 268	49 129 486		-639 425		
Warrants		431 971				
Closing balance 2021.06.30	6 089 764	118 521 172	-714 395	-47 247 639	1 139 761	77 788 665

Definition key figures:**Profit Margit**

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

Equity ratio

Equity in % of total off 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	JUL - SEP 2021	JUL - SEP 2020	JAN - DEC 2020
Profit margin %	-11 %	5 %	0 %
Equity ratio	23 %	33 %	33 %
Cash liquidity %	47 %	76 %	78 %
Number of shares	6 089 764	4 542 496	4 542 496
Earnings per share	-0,19	0,10	1,40
EBITDA	6 553 917	2 083 717	4 812 585
EBIT	-3 104 019	1 155 614	877 673

PARENT COMPANY'S INCOME STATEMENT	JUL - SEP 2021	JUL - SEP 2020	JAN - SEPT 2021	JAN - DEC 2020
Net sales	4 900 062	3 741 764	15 392 645	17 290 130
Own work capitalized	3 455	0	488 351	0
Other operating income	74	17 852	-5 997	34 104
Operating expenses				
Variable operating costs	-386 795	-552 055	-949 203	-2 965 621
Other external expenses	-4 298 077	-2 562 923	-12 471 441	-11 116 328
Personnel costs	-2 666 679	-2 005 153	-8 237 973	-8 030 630
EBITDA	-2 447 960	-1 360 515	-5 783 618	-4 788 344
Depreciation and impairments	-27 597	-4 413	-57 829	-17 652
EBIT	-2 475 557	-1 364 928	-5 841 447	-4 805 997
Financial income and expenses				
Profit from participations in associated companies	0	0	0	-139 205
Other interest income and similar	87 656	90 915	334 052	453 042
Other interest expenses and similar	-332 344	-223 219	-892 751	-854 817
Profit from subsidiaries	0	0	0	0
Group contributions	0	0	0	-256 000
Tax on years profit	0	0	0	1 896 412
Deffered tax	0	0	0	0
Profit/loss for the period	-2 720 244	-1 497 232	-6 400 147	-3 706 565

PARENT COMPANY'S BALANCE SHEET	2021-09-30	2020-06-30	2020-12-31
Own work capitalized	441 505	0	0
Equipment, tools, fixtures and fittings	32 850	48 246	43 833
Shares in Group companies	66 121 396	66 091 605	66 091 605
Shares in associated companies	52 435 854	0	0
Deferred tax asset	2 811 128	914 716	2 811 128
Other long term receivables	4 442	4 442	4 442
Total fixed assets	121 847 175	67 059 009	68 951 008
Current receivables			
Trade and other receivables	4 487 248	314 409	0
Receivables with Group companies	12 423 248	16 564 835	14 105 229
Current tax assets	1 313	-1 031 190	478 074
Other current receivables	0		
Prepaid expenses and accrued income	1 767 389	1 083 128	1 013 549
Total current receivables	18 679 198	16 931 182	15 596 852
Cash and cash equivalent	665 604	42 051	95 113
TOTAL ASSETS	141 191 977	84 032 242	84 642 973
Equity			
Share capital	6 089 764	4 542 496	4 542 496
Other contributed capital	118 521 173	68 959 716	68 959 716
Retained earnings, incl profit/loss for the period	-28 130 232	-21 050 559	-21 730 086
Shareholders' equity attributable to the parent company's	96 480 704	52 451 652	51 772 126
Non controlling interest	0	0	0
Total equity	96 480 704	52 451 652	51 772 126
Long-term liabilities			
Other liabilities to credit institutions	1 512 842	1 500 006	1 250 007
Total long-term liabilities	1 512 842	1 500 006	1 250 007
Current liabilities			
Checking account	0	0	0
Other liabilities to credit institutions	0	1 000 000	1 000 000
Trade and other payables	2 479 279	814 606	1 659 833
Debt to other group companies	35 279 287	26 569 492	26 106 846
Current tax liabilities	-87 528	-155 903	-45 642
Other current liabilities	3 852 051	248 273	1 089 603
Accrued expenses and prepaid income	1 675 344	1 604 115	1 810 197
Total current liabilities	43 198 433	30 080 583	31 620 837
TOTAL EQUITY AND LIABILITIES	141 191 977	84 032 242	84 642 973

NOTES TO THE INTERIM REPORT

Note 1 Accounting principles

This interim report covers the Swedish parent company Everysport Media Group AB (publ), corporate identity number 556739-8143, and its subsidiaries. Everysport Media Group (ESMG) is a group operating in sports. ESGM is divided into two business areas: Everysport Media and Every Padel. Everysport Media owns and develops digital platforms and services in sports, and within the Every Padel business area, operations are conducted within the fast-growing sport of padel. The group has a total of about 160 employees. The head office is located in Stockholm and the company also has offices in Norway and the USA. The group is listed on the Spotlight Stock Market (EVERY).

The interim report for the Group has been prepared in accordance with International Reporting Standards (IFRS) as adopted by the EU. The interim report complies with IAS 34 Interim Financial Reporting and applicable parts of the Annual Accounts Act (1995: 1554) (ÅRL) and RFR 1.

The interim report regarding the parent company has been prepared in accordance with the Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board.

Consolidated financial statements

Subsidiaries are all the companies over which the Group has a controlling influence. The Group controls a company when it is exposed to or has the right to a variable return from its holding in the company and has the opportunity to influence the return through its influence in the company. Subsidiaries are included in the consolidated financial statements from the date on which the controlling influence is transferred to the Group. They are excluded from the consolidated financial statements from the date on which the controlling influence ceases.

Note 2 Segment Reporting – Distribution of net sales

	APR – JUN 2021	APR – JUN 2020	JAN – DEC 2020
B2B	19 185 568	12 841 788	54 394 083
B2C	24 148 120	7 158 289	27 942 107
Total	43 333 688	20 000 077	82 336 190