



Blom ASA

3rd Quarter 2013 Result Presentation

Presentation by CEO
Dirk Blaauw

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WEBCAST



Forward Looking Statements

This presentation contains forward-looking statements that involve risks and uncertainties. All statements other than statements of historical facts are forward-looking. You should not place undue reliance on these forward-looking statements for many reasons.

These forward-looking statements reflect current views with respect to future events and are by their nature subject to significant risk and uncertainties because they relates to events and depend on circumstances that will occur in future. There are a number of factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.

Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot assure you that our future results, level of activity or performance will meet these expectations. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. Unless we are required by law to update these statements, we will not necessarily update any of these statements after the date of this presentation, either to conform them to actual results or to changes in our expectations.



Agenda Q3 Presentation



- Highlights
- Key Figures
- Markets & Operations
- Future Outlook



- Comprehensive company restructuring initiatives show results
- Conversion of bondholder debt to equity
- Sale of database rights
 - NOK 20 million debt reduction
 - NOK 40 million write-down
- New shareholder structure



Q3 Key Figures – Profit & Loss



(NOK million)	Q3 2013	Q3 2012	Per 30.09.13	Per 30.09.12
Revenues	102.9	86.5	241.2	255.7
COGS	32.2	31.1	81.6	93.6
Personnel costs	37.2*	35.2	114.4*	118.5
Other Operating costs	7.4	11.8	26.6	28.4
EBITDA	26.0	8.4	18.6	39.1
EBIT	-23.4**	-1.8	- 48.7**	8.1

* Includes redundancy costs

** Includes write-downs of MNOK 40

Regional Key Figures – Q3

(NOK million)	Q3 Revenue		Q3 EBITDA	
	2013	2012	2013	2012
Nordic	65.3	41.6	29.7	14.1
Mid-Europe	13.3	13.2	0.9	1.3
Eastern Europe	11.8	18.8	0.9	0.2
Iberia & Latin America	12.4	12.9	-0.6	0.0

- Nordic: Larger 2014 opportunities identified
- Mid-Europe: Market decline seems to have leveled out
- Eastern Europe: Revenue level expected to recover
- Iberia & Lat. Am.: Reduced geographical presence and restructuring

Regional Key Figures – Per 30.09

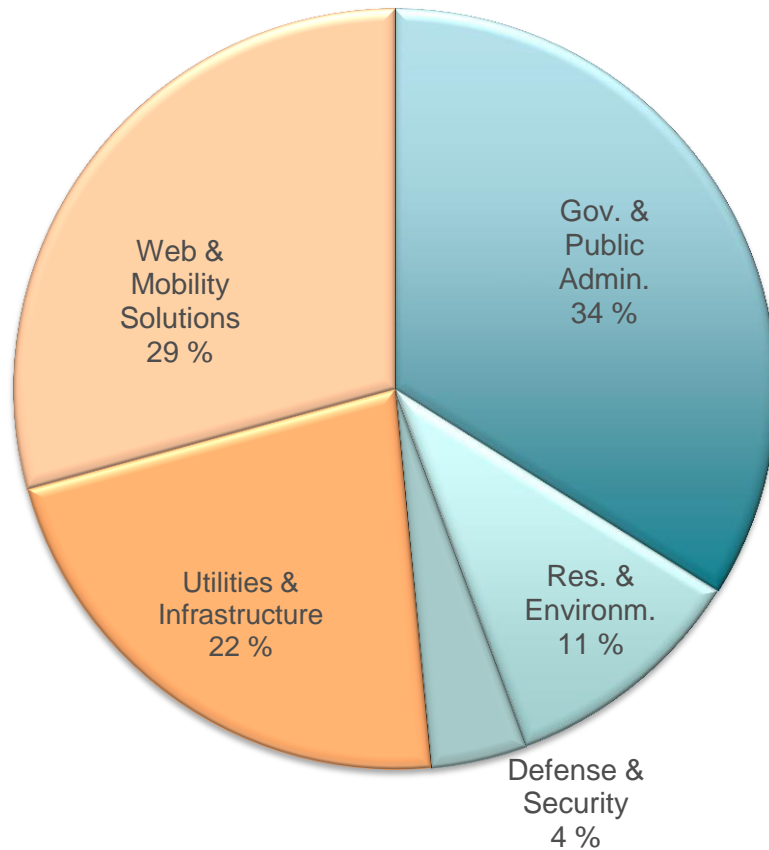


(NOK million)	Per 30.09 Revenue		Per 30.09 EBITDA	
	2013	2012	2013	2012
Nordic	137.6	125.3	43.2	25.5
Mid-Europe	41.0	36.8	1.2	2.5
Eastern Europe	36.3	61.1	4.7	5.6
Iberia & Latin America	26.3	32.5	- 6.8	- 1.5

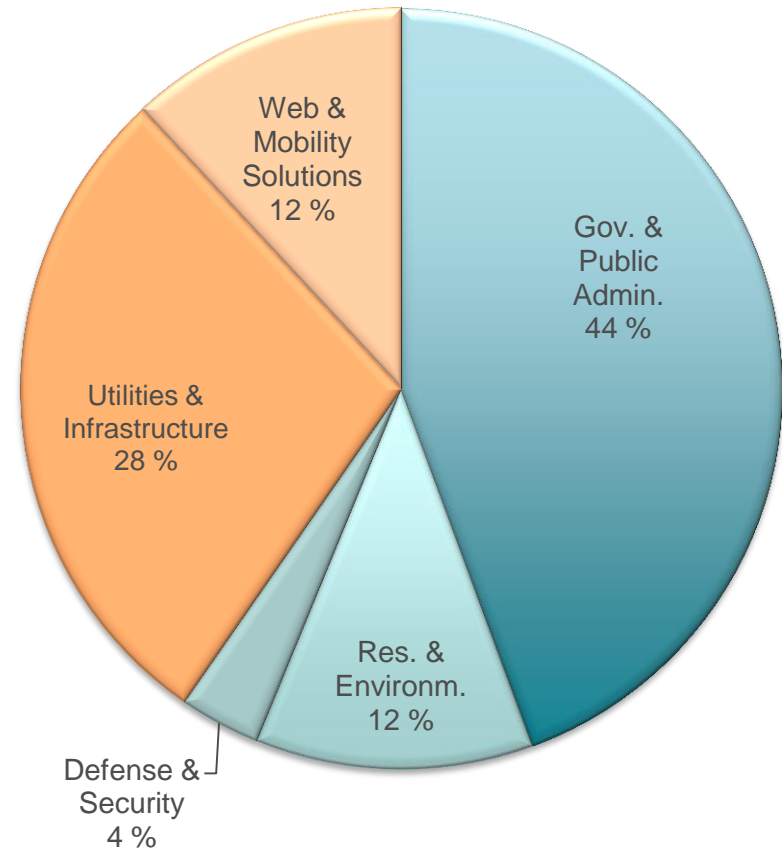


Key figures – Per Segment

Revenues Q3 2013



Revenues Q3 2012



Key Figures – P&L Comments

- Markets continue to be volatile
- Restructuring initiatives show results
 - Cost-efficiencies
 - Reduced risk / exposure
 - Reduced presence in certain geographic areas
 - Optimize product mix



Q3 Key Figures – Balance Sheet

(NOK million)	Per 30.09.13	Per 30.06.13	Proforma per 30.09.13
Fixed Asset	45.0	90.0	45.0
Current Assets	166.9	168.7	165.0
- Cash	31.3	39.4	31.3
Total Assets	212.0	258.7	210.0
Shareholder's Equity	-11.7	13.3	78.0
Long Term Liability Int bearing	62.9	62.4	0.4
Other Long term Liability	15.8	12.4	15.8
Current Liab. Int. Bearing	36.7	53.7	9.9
Other Current Liabilities	108.3	116.9	105.9
Total Equity and Debt	212.0	258.7	210.0
Net Interest Bearing Debt	68.2	76.8	- 21.0
Equity Ratio (%)	-5.5 %	5.2 %	37.1 %
Current Ratio	1.15	0.99	1.42

- Conversion of bondholder debt to equity
 - Bondholder debt of NOK 97.3 million converted to shares
 - Approved at EGM 27.09.13
 - Listed on OSE 21.11.13
 - Post conversion, bondholders will own 96.7 per cent of shares in company
- Sale of intangible fixed assets to Hexagon
 - Sale of BlomURBEX™ database rights for NOK 20 million
- After debt conversion and sale of assets
 - Equity is NOK 78 million
 - Net interest bearing debt NOK - 21 million
 - Equity ratio 37.1 per cent
- New ownership structure
 - Merckx 73.4 per cent after conversion

- NOK 16 million contract signed in Romania
- Continued increased interest for high quality data for web & mobility market
 - Directory services and online services show increased demand for attractive geographical content
 - Increased demand for more advanced 3D city models /BlomSTREET / BlomOBLIQUE
- BlomURBEX™
 - Increased functionality and online-services available
 - Improved visualization tool for laser and 3D models
- Growing demand for advanced laser scanning
 - Infrastructure (roads, rail)
 - Power lines (risk analysis / maintenance)
 - Environment & flooding



- Call for EGM 29 November 2013 to re-classify equity
 - Allow for greater flexibility in re-structuring process
- Macro economic conditions expected to remain volatile
 - Signs of improvement
- Continued focus on restructuring of company to improve revenues and margins

