

Blom ASA

1st Quarter 2013 Result Presentation

Presentation by CEO
Dirk Blaauw

8 May 2013

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 Q1 Presentation



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



Q1 Highlights

- Continued challenging market conditions
- Restructuring process in alignment with major lenders
- Short-term extension of loans from shareholders and bondholders



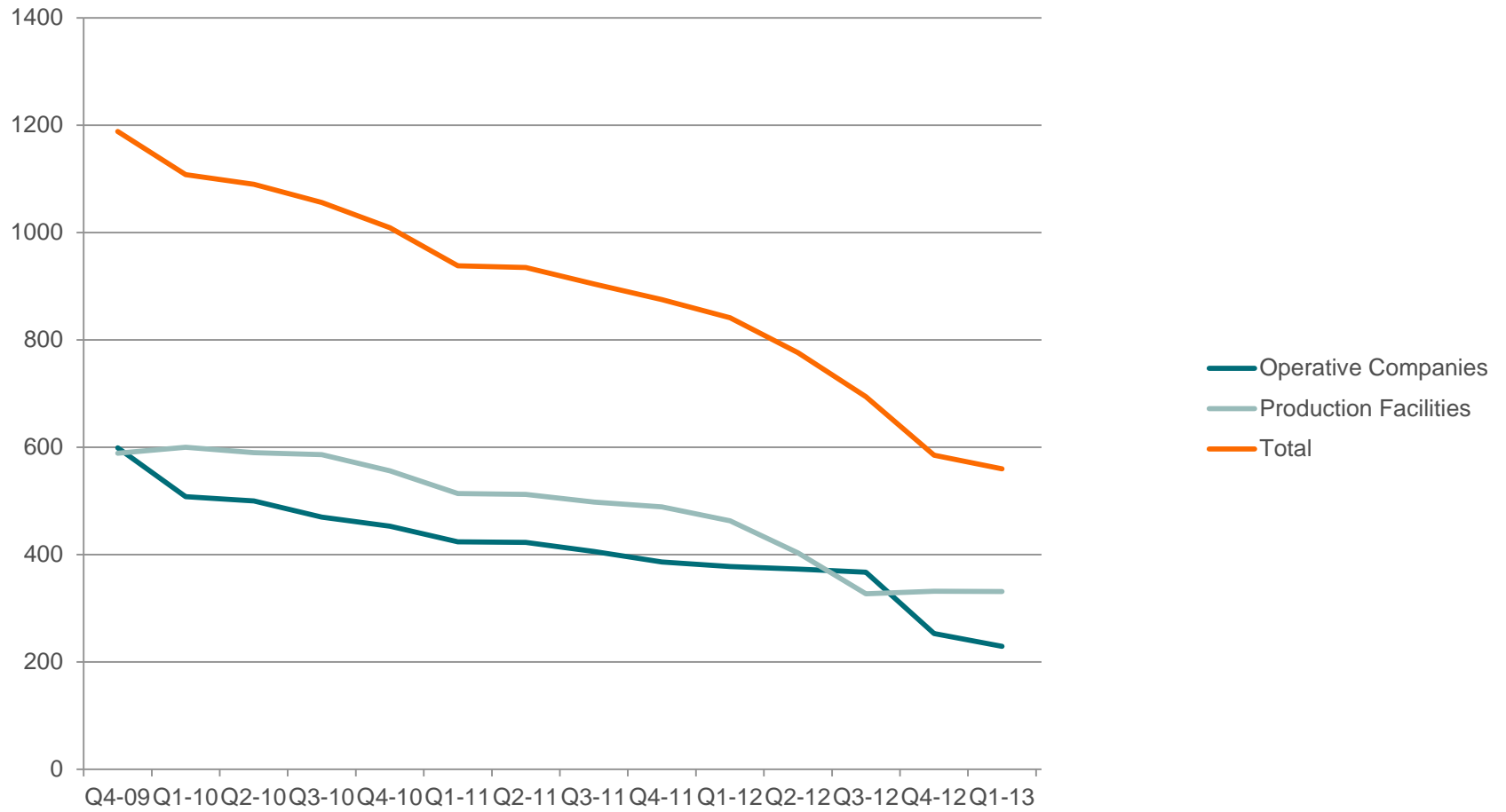
Q1 Key figures – Profit & Loss

(NOK million)	Q1 2013	Q1 2012
Revenues	52.3	61.8
COGS	19.2	21.5
Personnel costs	35.0	40.6
Other Operating costs	7.6	12.8
EBITDA	- 9.5	- 13.1
EBIT	- 17.6	- 23.2

- Improved margins, but still not satisfactory
- Further restructuring initiatives required
 - Cost-efficiencies
 - Reduced risk / exposure
 - Withdrawn from certain geographic areas
 - Reduced presence in certain geographic areas
 - More focused market approach
- Maintain geographic presence
 - Italy- through partnership
 - Spain / Germany – through smaller operations



Personell



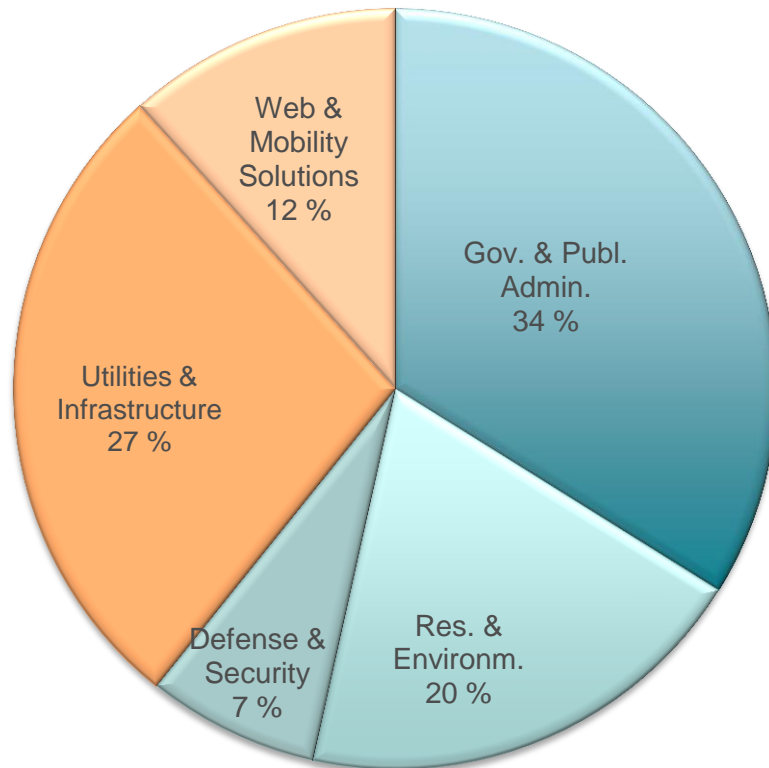
Key figures – Per Region



(NOK million)	Q1 2013	Q1 2012	Q1 2013	Q1 2012
	Revenue	Revenue	EBITDA	EBITDA
Nordic	19.8	18.9	0.5	- 6.6
Mid-Europe	13.4	11.5	- 0.9	- 1.1
Eastern Europe	13.2	21.1	1.2	2.4
Iberia & Latin America	5.9	10.3	- 3.1	- 0.2

Key figures – Per Segment

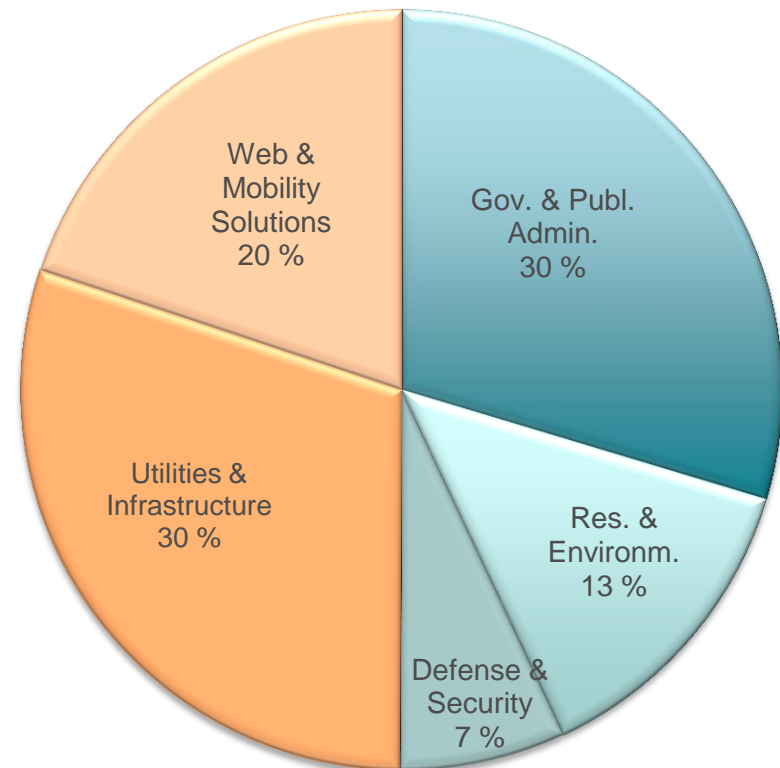
Revenues Q1 2012



Private sector

Public sector

Revenues Q1 2013



Private sector

Public sector

Q1 Key Figures – Balance Sheet



(NOK million)	Per 31.03.13	Per 31.12.12*
Fixed Asset	94.4	100.4
Current Assets	163.6	325.7
- Cash	54.0	64.6
- Assets held for sale	-	144.4
Total Assets	258.0	426.1
Shareholder's Equity	20.2	43.9
Long Term Liability Int bearing	62.7	63.0
Other Long term Liability	14.6	18.2
Current Liab. Int. Bearing	54.6	57.2
Other Current Liabilities	105.8	114.7
Liabilities held for sale	-	129.1
Total Equity and Debt	258.0	426.1
Net Interest Bearing Debt	63.4	55.6
Equity Ratio (%)	7.8 %	10.3 %
Current Ratio	1.02	0.85

* Blom CGR included as assets held for sale

- Shareholder and bondholder loans extended
 - Short-term extension granted
 - Continued close dialogue
- Initiatives to improve debt repayment ability
 - Cost and efficiency measures
 - Potential sales of assets
 - Improved sales approach

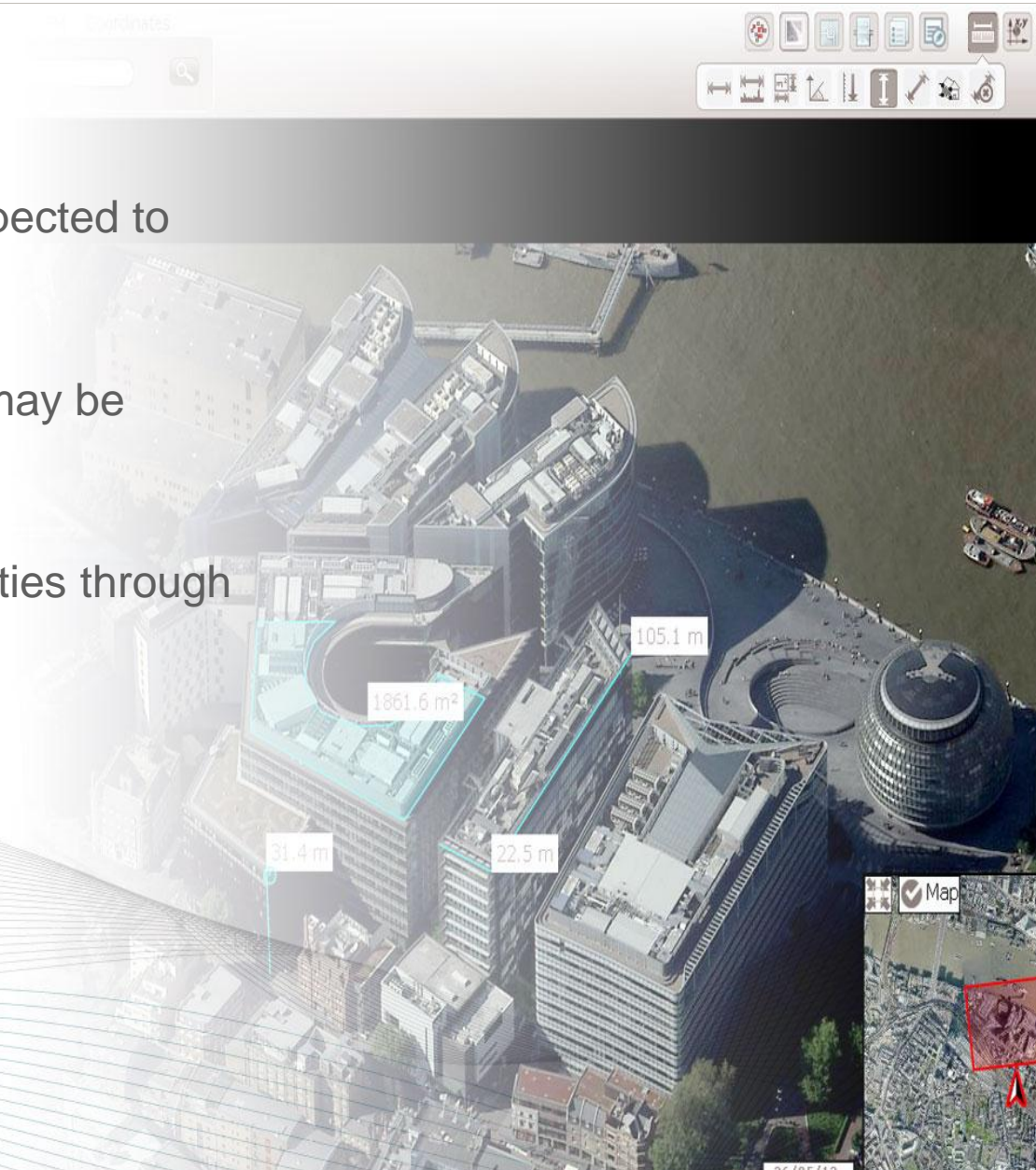


- Growing interest in Blom3D™
 - Blom has high quality oblique images to support development of 3D models
 - 3D City Models updated through yearly maintenance program
 - New cities added to already to already extensive, world-wide library
- BlomURBEX™
 - Increased functionality and online-services available
- Growing demand for advanced laser scanning
 - Infrastructure & utilities
 - Forestry
- Continued increased interest for high quality data for web & mobility market
 - Yellow pages and buy/sell sites are looking for attractive geographical content to drive customer interest



Future Outlook

- Macro economic conditions expected to remain volatile
- Continued structural changes may be considered
- Evaluate new growth opportunities through partnerships



**Welcome to join our conference call
for Q&A**

**The conference call will take place
Wednesday 8 May at 11.00 CET**

To join the conference call, please do the following:

- Dial +47 23184562 (from Norway or abroad)
- Please state your name and company to an automatic voicemail followed by # (pound sign)
- For the Q&A session: to queue up for questions please press *1