

# Blom ASA

## 3rd Quarter 2012 Results

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Thon Hotel Vika Atrium,  
Oslo

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## 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

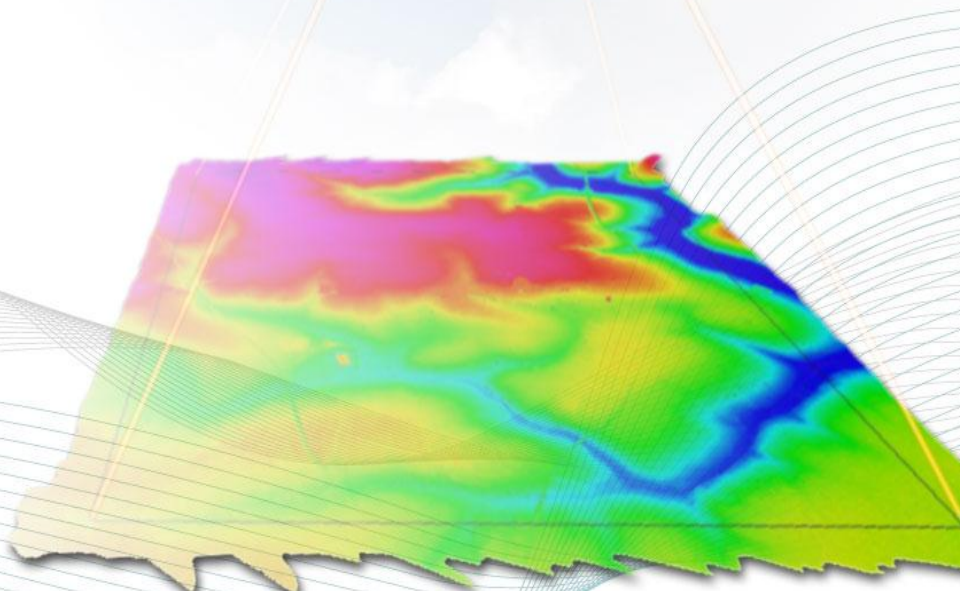


- Highlights
- Key Figures
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# Q3 Highlights

- Slight improvement in revenue growth
- Positive margins in a continuously challenging market
- Increasingly challenging market in Southern Europe
- Increased interest for 3D and BlomOBLIQUE libraries



# Key figures – Q3 Profit & Loss

(NOK '000)	Q3 2012	Q3 2011
Revenues	119,637	111,802
COGS	54,074	42,731
Personnel costs	45,163	51,631
Other Operating costs	14,272	16,849
EBITDA	6,128	0,591
EBITDA margin (%)	5.1 %	0.5 %
EBIT	- 7,911	- 14,784
Net Profit	- 13,070	- 21,340

# Key figures – Profit & Loss per 30.09



(NOK '000)	Per 30.09.12	Per 30.09.11
Revenues	354,123	330,912
COGS	149,301	115,770
Personnel costs	151,203	162,587
Other Operating costs	35,960	47,228
EBITDA	17,659	5,327
EBITDA margin (%)	5.0 %	1.6 %
EBIT	- 24,802	- 38,814
Net Profit	- 52,197	- 61,786

# Key figures – Q3 P&L comments



- Increased revenues for 3rd quarter in a continuously challenging market
- Improved margin for 3Q 2012
  - Despite increased macro economic turmoil
- Personnel and cost reduction initiatives continue to yield results in Q3

Country / Region	Q4 - 09	Q4 - 10	Q4 - 11	Q1 - 12	Q2 - 12	Q3 - 12
<b>TOTAL</b>	<b>1188</b>	<b>1093</b>	<b>939</b>	<b>841</b>	<b>776</b>	<b>694</b>



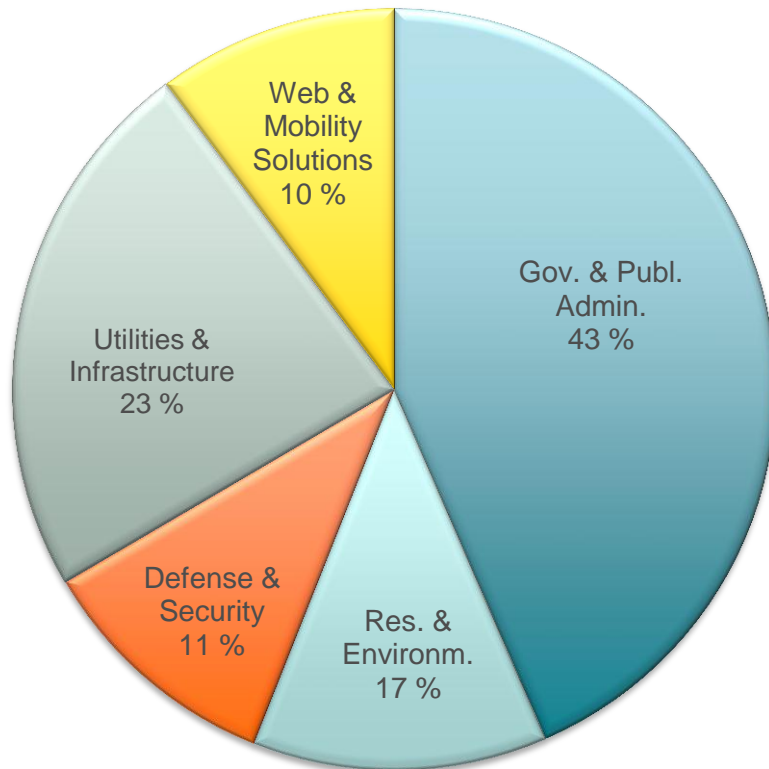
# Key figures – Q3 Per Region

- Significant fluctuations between regions
  - Increasingly challenging markets in Southern Europe regions
  - Improved revenue and margins in 4 out of 5 regions

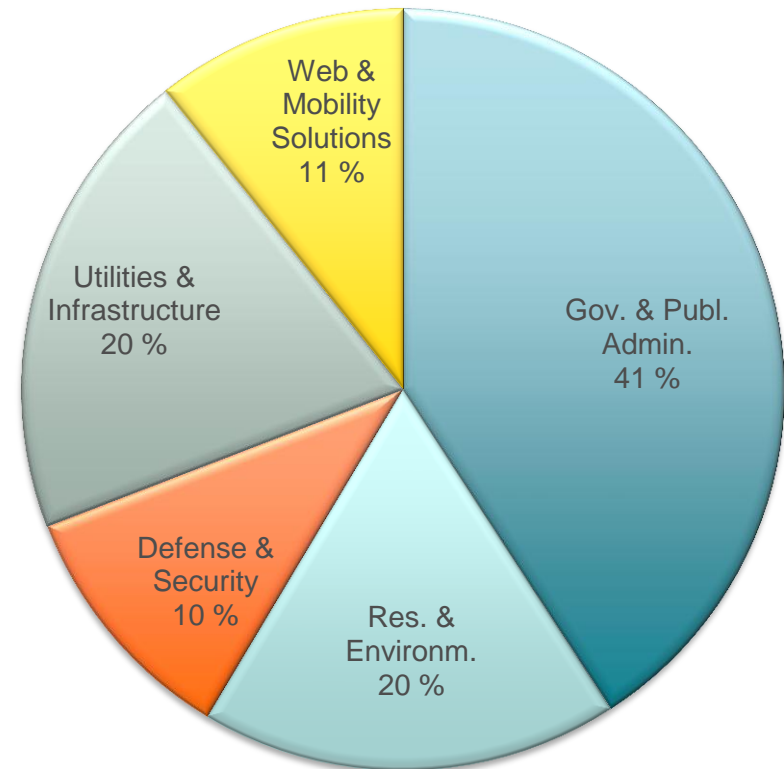
(NOK million)	Q3 2012	Q3 2011	Q3 2012	Q3 2011
	Revenue	Revenue	EBITDA	EBITDA
Nordic	47.2	41.9	14.1	11.3
Mid-Europe	13.2	7.5	1.3	- 5.8
Southern Europe	27.5	40.6	- 2.3	7.0
Eastern Europe	18.8	12.8	0.3	- 3.0
Iberia & Latin America	12.9	9.0	0	- 3.3

# Key figures – Per Segment

## Revenues 3Q 2012



## Revenues per 30.09.2012



# Key Figures – Balance Sheet



(NOK million)	Per 30.09.12	Per 30.06.12	Per 31.12.11
Fixed Asset	160	160	167
Current Assets	311	349	420
- Cash	47	72	75
<b>Total Assets</b>	<b>471</b>	<b>509</b>	<b>587</b>
Shareholder's Equity	82	95	-194
Long Term Liability Int bearing	76	79	360
Other Long term Liability	34	37	41
Current Liab. Int. Bearing	94	109	154
Other Current Liabilities	185	189	226
<b>Total Equity and Debt</b>	<b>471</b>	<b>509</b>	<b>587</b>
Net Interest Bearing Debt	123	117	439
Equity Ratio (%)	17.3 %	18.7 %	-33.1 %
Current Ratio	1.11	1.17	1.11

- Reduction in cash corresponds to reduction in interest bearing debt
- Measures initiated to relief further pressure on cash situation

# Highlights 3Q Markets & Operations

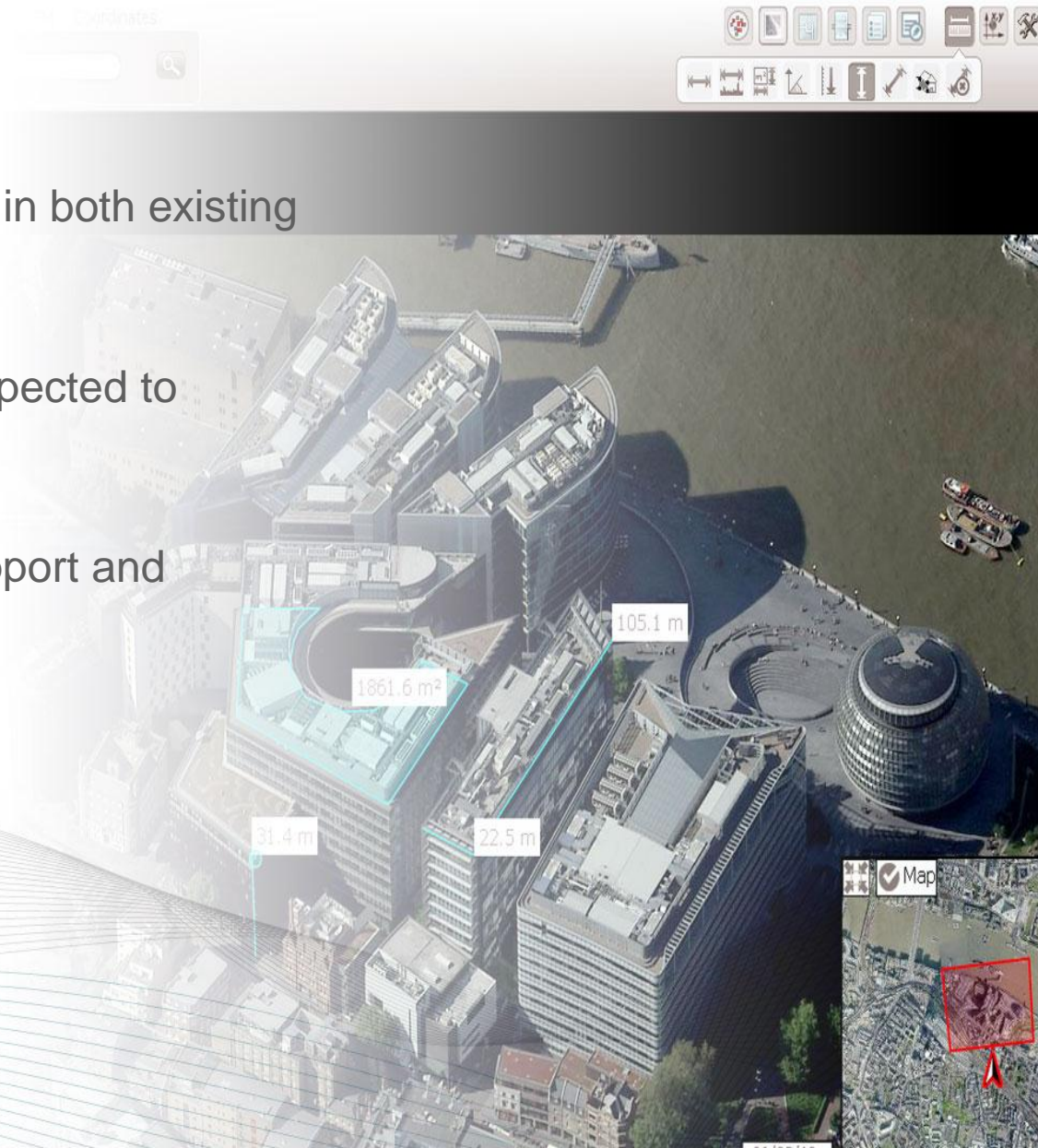


- LATAM
  - Satisfactory contract inflow and market opportunities in Columbia
- Romania
  - Successful restructuring and increased focus on value added services
- Increased interest for 3D and oblique databases
  - One of the largest libraries in the world of 3D city models available online
- Focus on new technologies to change product mix and improve margins
  - BlomSTREET
  - Mobile mapping
  - Environmental Services



# Future Outlook

- Market opportunities identified in both existing and new regions
- Macro economic conditions expected to remain volatile
- New shareholder structure support and enable growth opportunities



# Q&A

