Company	AS Ekspress Grupp
Type	Company Release
Category	Other corporate action
Disclosure time	12 Oct 2021 08:00:00 +0300
Currency	
Title	Results for digital subscriptions of AS Ekspress Grupp in the 3rd quarter of 2021

The number of digital subscriptions of the largest Baltic media group, AS Ekspress Grupp increased by 75% across the Baltic States year-over-year (11% in the 3(rd) quarter and 50% in the first nine months of 2021) and totalled 121 874 at the end of September.

* The number of digital subscriptions of AS Ekspress Meedia that publishes the news portal Delfi, newspapers Eesti Päevaleht, Maaleht, Eesti Ekspress and several popular magazines increased by 57% year-over-year (5% in the 3(rd) quarter and 47% in the first 9 months of 2021) and totalled 72 860.
* The number of digital subscriptions of AS Õhtuleht, 50% of which is owned by Ekspress Grupp, increased by 52% year-over-year (19% in the 3(rd) quarter and 39% in the first 9 months of 2021) and totalled 19 198.
* In Latvia, the number of digital subscriptions of Delfi A/S more than doubled (16% in the 3(rd) quarter and 35% in the first 9 months of 2021) and totalled 15 030.
* In Lithuania, the number of digital subscriptions of Delfi increased by more than four times (22% in the 3(rd) quarter and 124% in the first 9 months of 2021) and totalled 14 786.

The Chairman of the Management Board of Ekspress Grupp Mari-Liis Rüütsalu commented:

"In the 3(rd) quarter of 2021, rapid digital subscription growth continued in all the countries in which Ekspress Grupp operates. Additional digital growth is primarily attributable to new customers, indicating that we are increasingly more able to reach those readers who have not yet subscribed to our products. We are able to come up with topics for an increasing number of customers which prompts the readers who have read articles for free to sign up for a digital subscription.

The addition of digital subscriptions will have a positive impact on the results of operations of Ekspress Grupp, confirming that its long-term strategic direction is appropriate. Ekspress Grupp has set digital subscription growth as

one of its key objectives as it will provide a differentiated and an increasingly stronger digital revenue base for the Group's media outlets. The growth in digital subscription revenue is also important in terms of journalistic quality. Readers seek quality content that would prompt them to sign up and even higher quality content to remain subscribers."

Detailed overview of digital subscriptions

	30.09.2021	30.06.2021	change	31.12.2020	change	30.09.2020	change
AS Ekspress Meedia	72 860	69 082	5%	49 696	47%	46 362	57%
AS Õhtuleht Kirjastus	19 198	16 102	19%	13 820	39%	12 653	52%
Delfi AS (Latvia)	15 030	12 977	16%	11 143	35%	7 305	106%
Delfi UAB (Lithuania)	14 786	12 092	22%	6 595	124%	3 348	342%
Total Ekspress Grupp	121 874	110 253	11%	81 254	50%	69 668	75%

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AS Ekspress Grupp is the leading Baltic media group whose key activities include web media content production, publishing of newspapers and magazines. The Group also manages the electronic ticket sales platform and ticket sales sites in Latvia and Estonia. Ekspress Grupp that launched its operations in 1989 employs almost 1400 people, owns leading web media portals in the Baltic States and publishes the most popular daily and weekly newspapers as well as the majority of the most popular magazines in Estonia.