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Director Business Development

**BONNIER
NEWS**



Our journey: from portfolio of titles to value- creating ecosystem

A platform built for scale, partnerships
and bundling

**BONNIER
NEWS**





Sweden a small country with global impact



MINECRAFT

H&M

IKEA

THE
NOBEL
PRIZE

skypeTM

World-leading in
digital subscriptions
– Reuters Digital News report



Bonnier News is the leading news
media company in the Nordics.
Our journalism reaches 60% of
Sweden's population every day.

1 billion

Revenue (EUR)

60%

Digital share of revenue

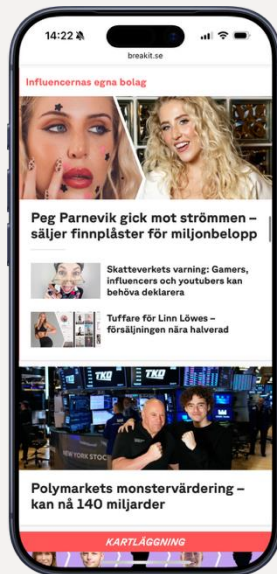
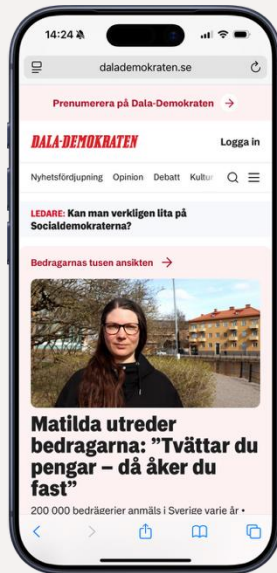
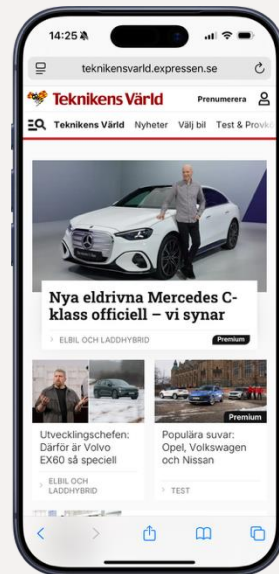
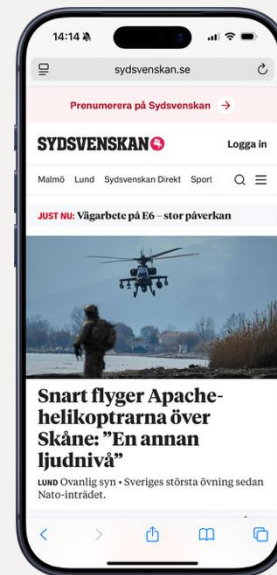
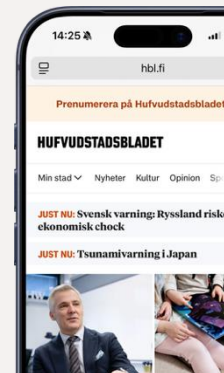
2.6

Total subscriptions (million)

14

Countries

Journalism is our core



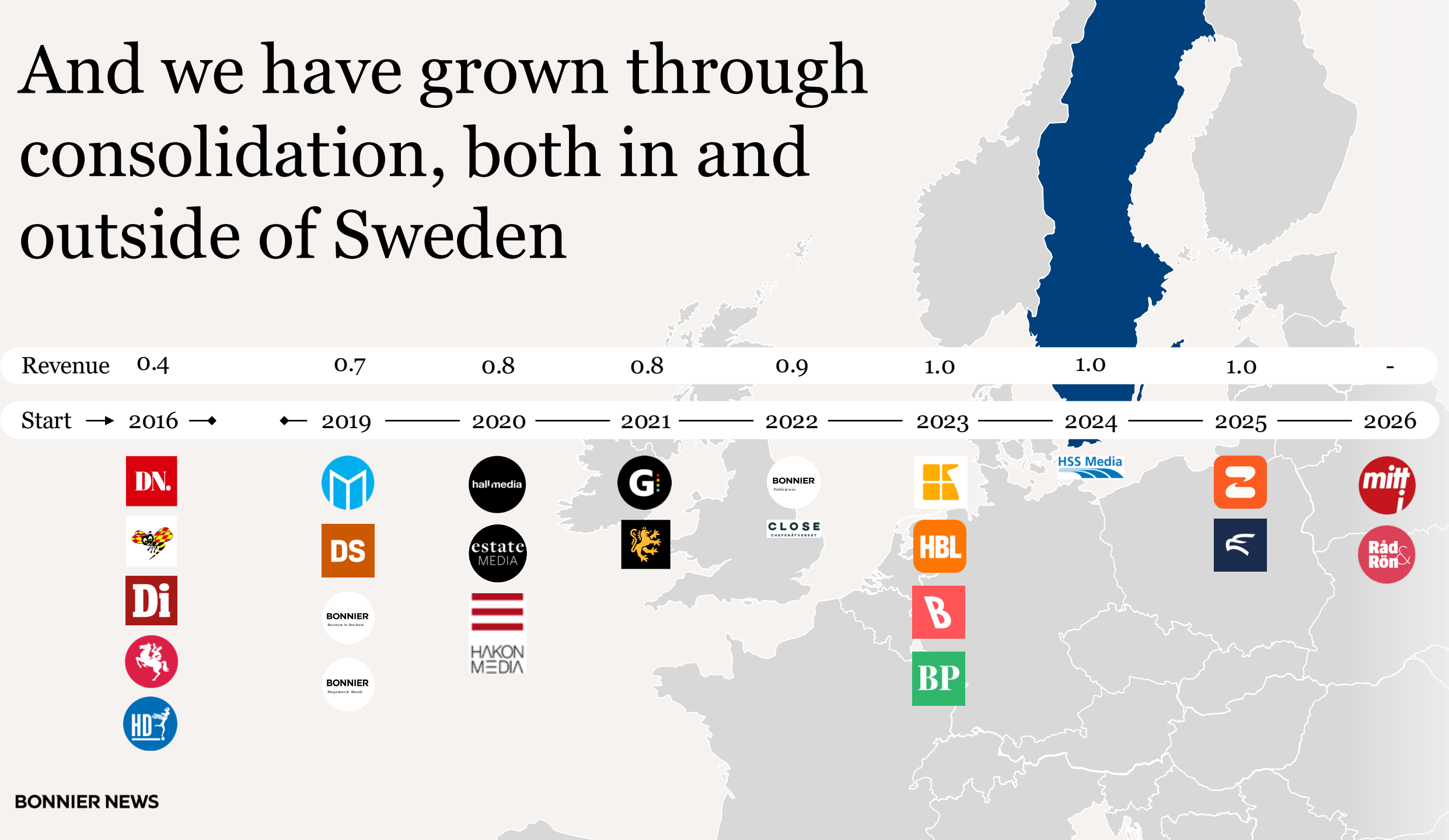
Ten years ago we started in Sweden with just four companies

Revenue 0.4

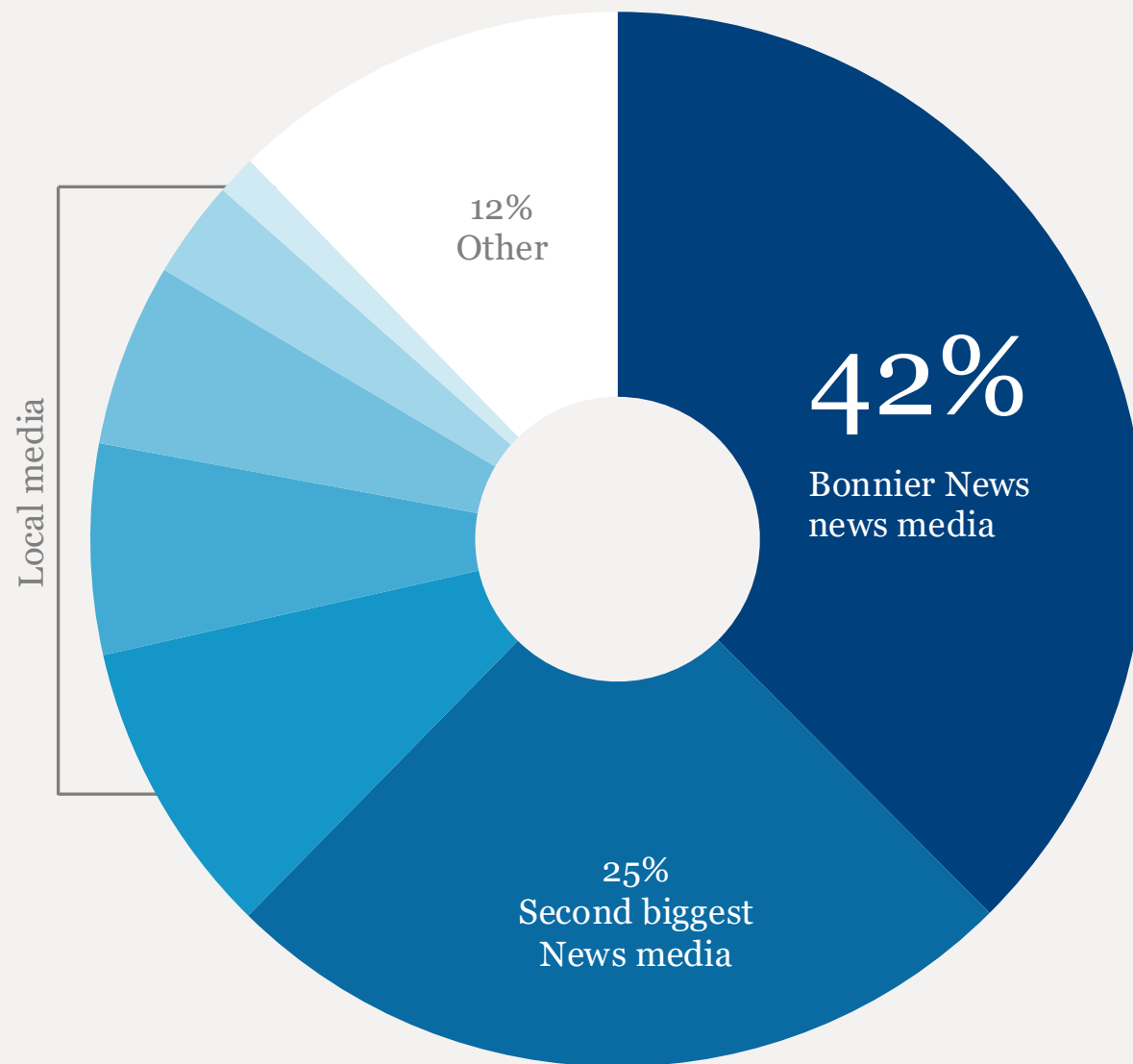
Start → 2016 →



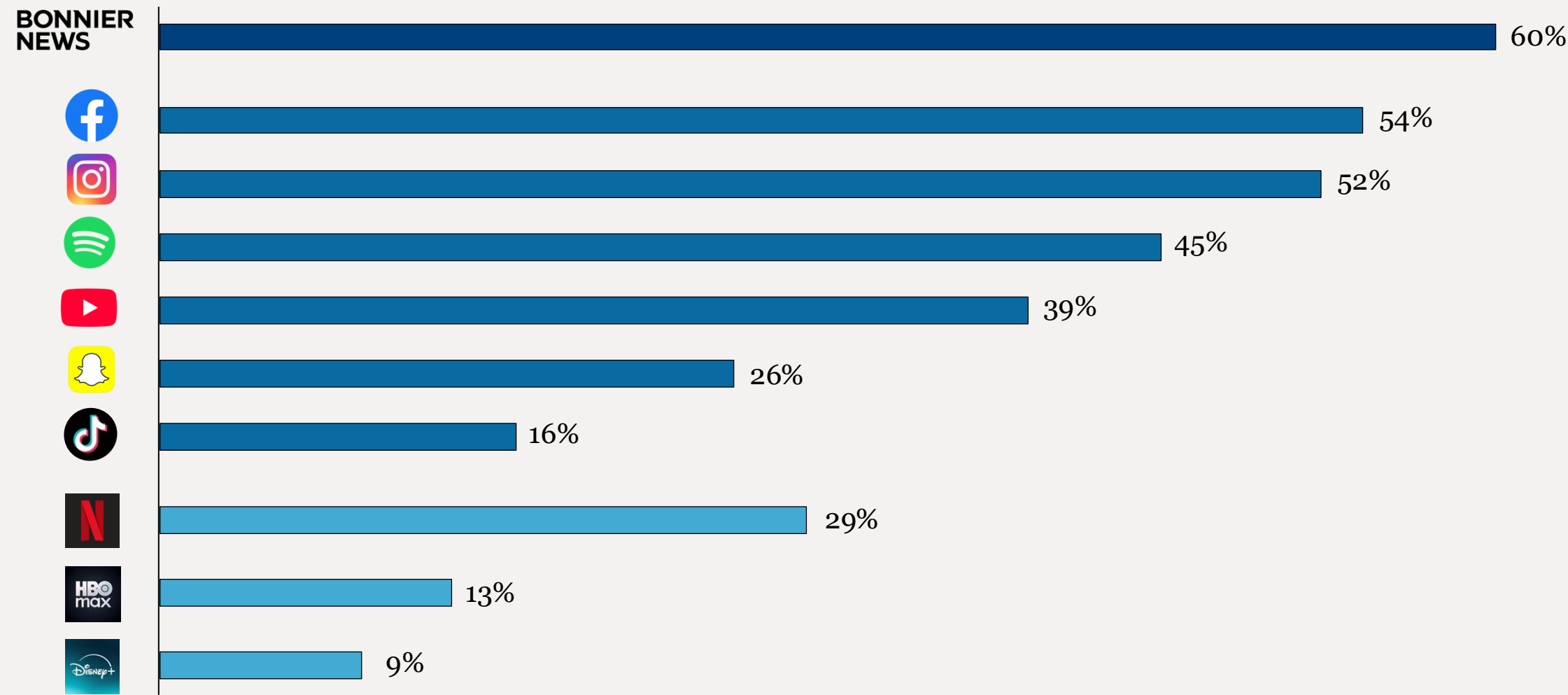
And we have grown through consolidation, both in and outside of Sweden



42% of the Swedish news media market



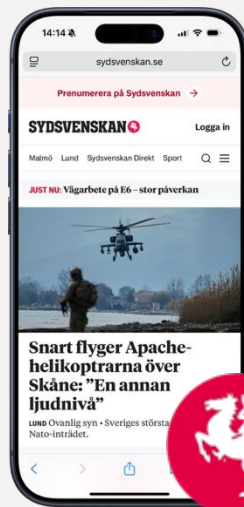
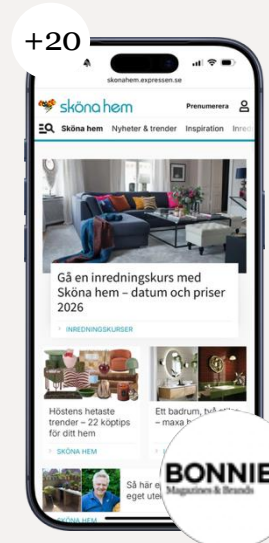
Daily Media Reach in Sweden of 60%



In the beginning there were three...



By 2019, we had grown through multiple acquisitions



We believed more people
want to read more.



A positive lock-in effect for long term
engagement and reducing churn.



We brought all business areas together
and starting cross selling titles.



What didn't
work?

Different ways of working and no unified governance

Different business logics and priorities

No common technology foundation

Bad user experience



What did
we learn



Bundling is not
just a product,
it is a capability

One News – The turning point

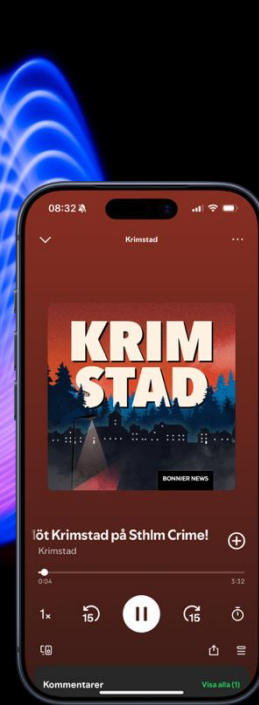
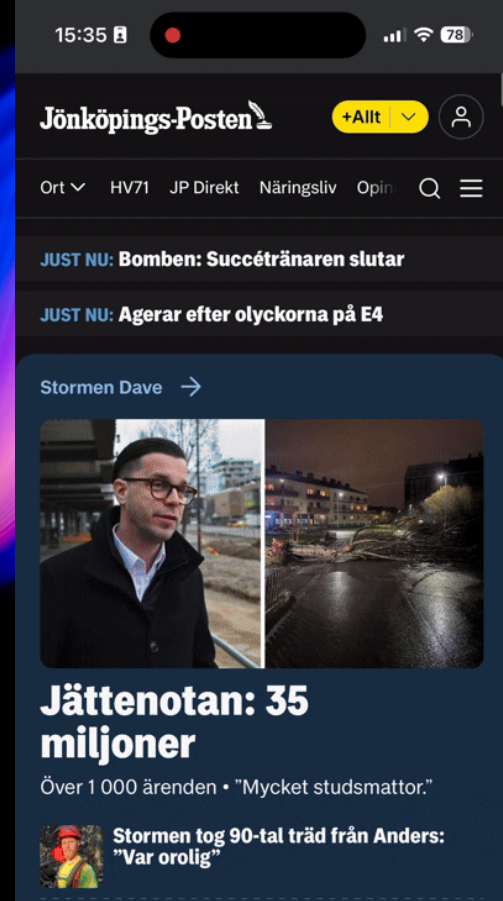
One Login
One Customer
One Price
One Invoice



The key to new
journalism.



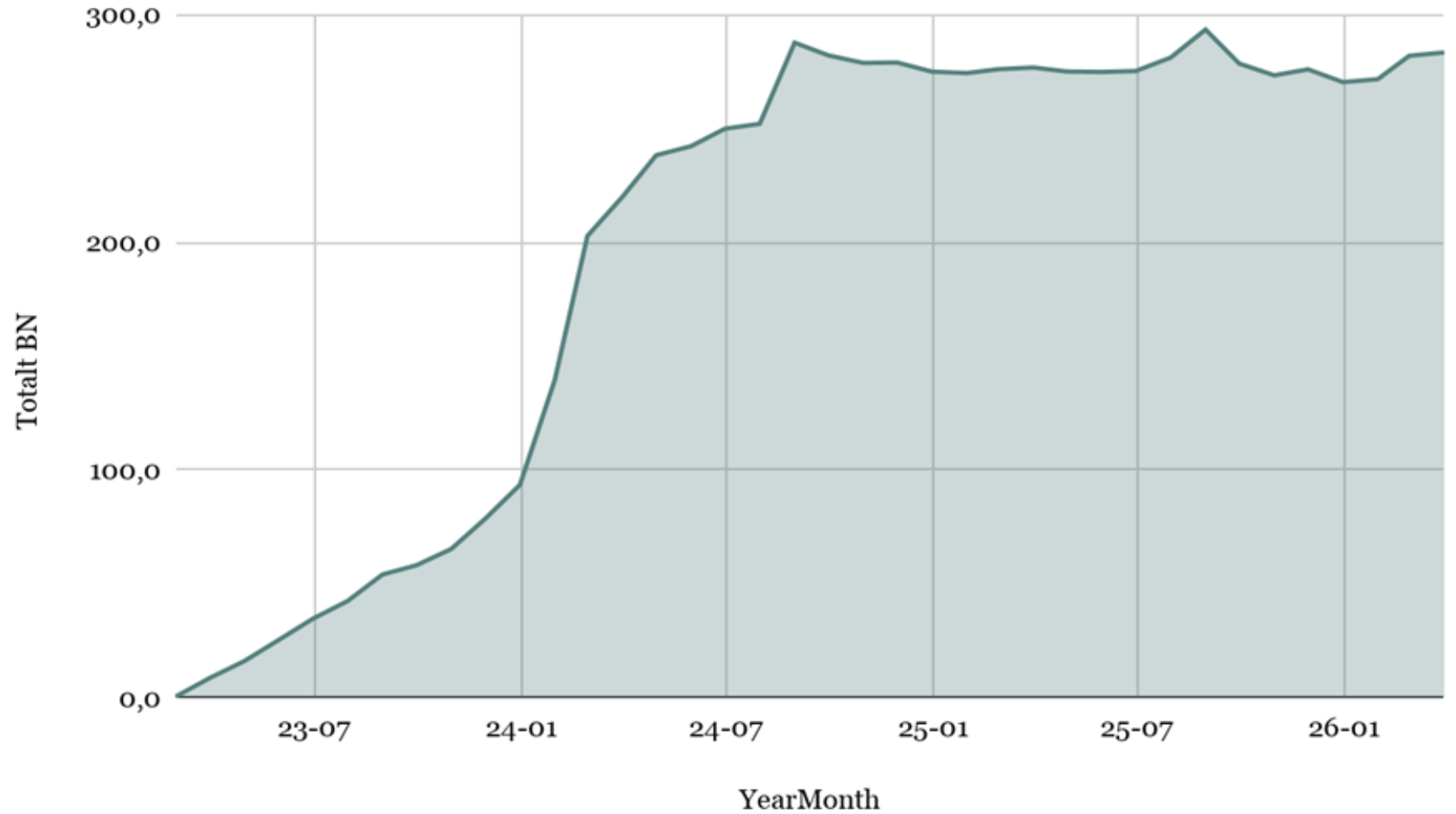
BONNIER NEWS



+Allt subscriptions since launch

93 500
subscriptions in
the first 10 months

+194%
increase the
second year



The
END...NO!



Partnership beyond wholly owned companies

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Partnership beyond wholly owned companies

14 local media
newspapers

15 local media
newspapers



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Partnership beyond wholly owned companies

+25 000 +Allt
subscriptions



+30 000 +Allt
subscriptions



Conclusion

High engaged +Allt subscribers show +15 percentage points in retention compared to low engaged subscribers over time

56%

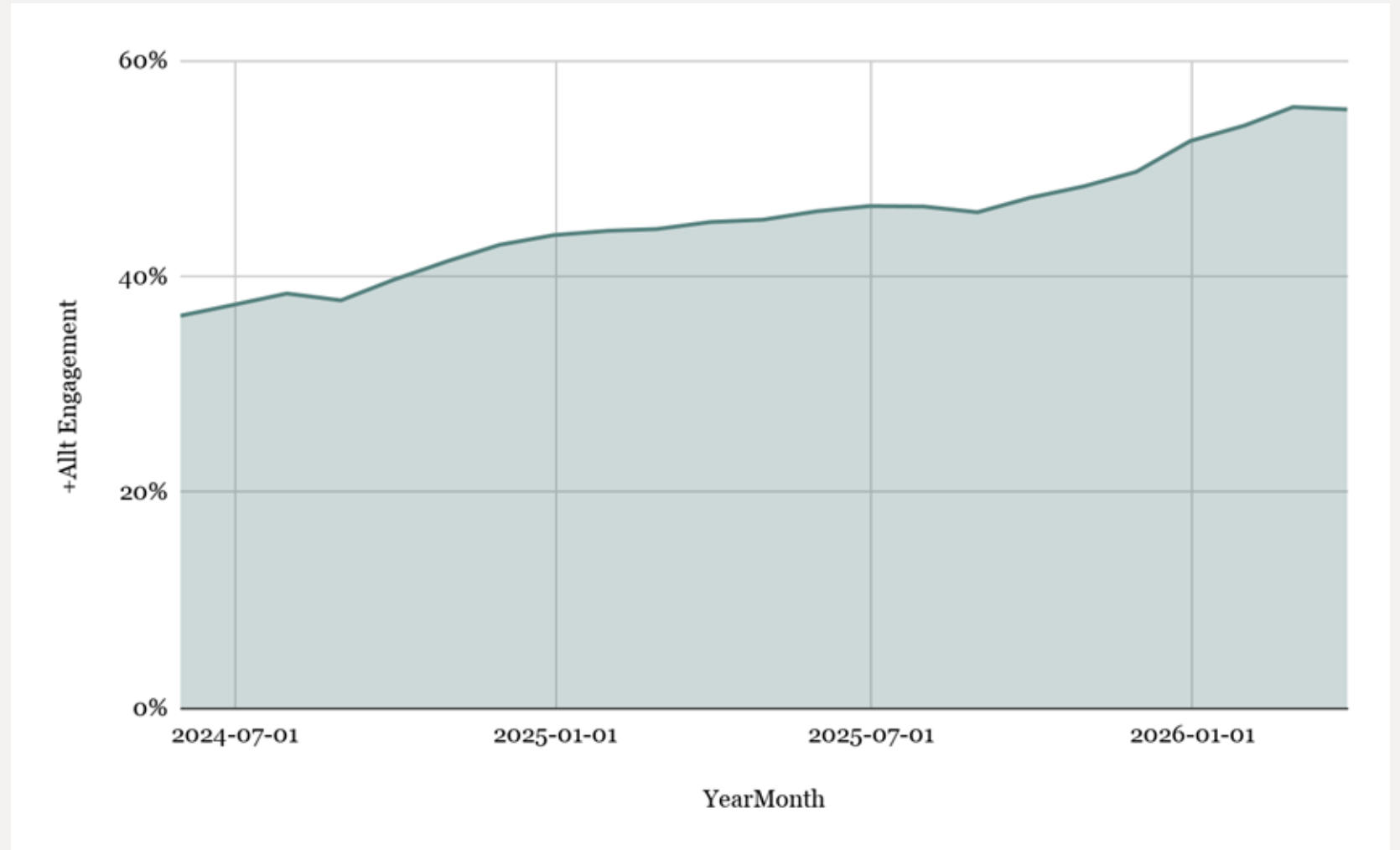
+Allt subscribers reads articles across two or more sites

20%

increased engagement over the last two years

+15 p.p.

+Allt subscribers have higher retention over 12 months time



Thank you!

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