

12th of May 2022

Interim Report January - March 2022



This is a translated version of the Swedish original, in case of deviations is the Swedish version considered to be the one to apply. This information is such information that Everysport Media Group AB (publ.) is required to publish in accordance with the EU Market Abuse Regulation. The information was provided, through the agency of the above contact person, for publication on May 12th, 2022.

Summary of the first quarter 2022:

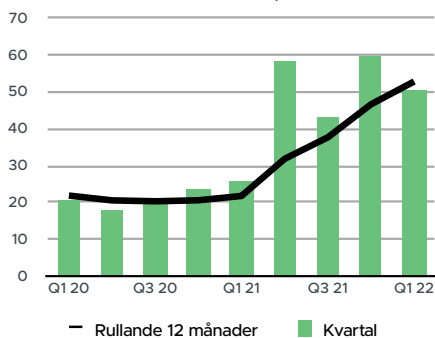
Net sales*	50,3 mkr (25,5 mkr)
EBITDA	5,6 mkr (1,6 mkr)
EBIT	-5,6 mkr (0,3 mkr)
Profit after financial items	-7,4 mkr (0,5 mkr)
Earnings per share	-1,11 kr (0,12 kr)

* including acquired sales through Trav og Galoppnyt SEK 3,0 mkr och Every Padel SEK 18,5 mkr

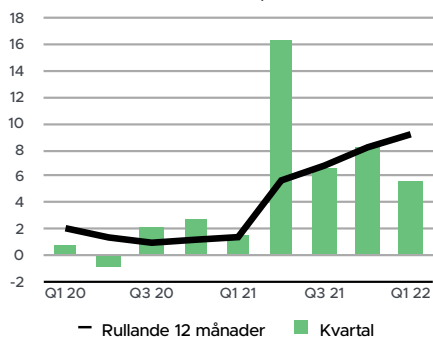
“The development of the media business continues to be favorable with both growing advertising and subscription revenues as a result of continued increased traffic to our media sites.”

From Hannes Andersson's CEO statement

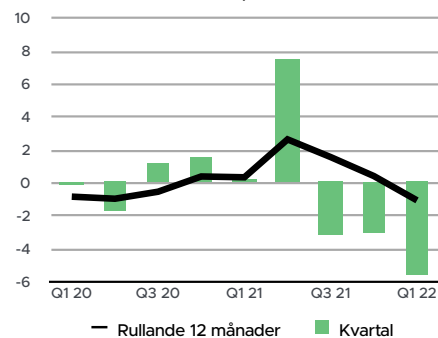
Net sales, mkr



EBITDA, mkr



EBIT, mkr



From the CEO, Hannes Andersson,



The Group's net sales in the first quarter almost doubled compared with the same period previous year. Much of the increase in sales came from the acquisitions of Every Padel and the Norwegian company Trav och Galopp Nytt (TGN). The business area Everysport Media continues to develop positively with a growing share of recurring subscription revenues. During the quarter, we also saw rising advertising revenues, because of increased traffic to our media sites. At the same time, the padel market faces a new reality after the pandemic, which creates opportunities in the long run.

During the first quarter, net sales increased by 98 percent to SEK 50.3 million (25.4), of which 12 percent was organic. Operating profit (EBITDA) increased to SEK 5.6 million (1.6), where part of the improvement compared with the corresponding period last year is explained by the inclusion of Every Padel, whose costs are largely reported as depreciation. Operating profit after depreciation (EBIT) amounted to SEK -5.6 million (0.5). The development of the media business remains favorable with both growing advertising and subscription revenues as a result of continued increased traffic to our media sites.

Everysport Media

During the first quarter, sales in the Everysport Media business area increased by 26 percent to SEK 31.9 million (25.4). Total B2B revenue within the business area increased to SEK 20.1 million (15.9), where the majority is attributable to increased advertising revenue. B2C revenues amounted to SEK 11.8 million (9.6).

The business area Everysport Media continues to see a strong development in the recurring subscription revenues. Eliteprospects' positive development and the number of paying subscribers at the end of the quarter

amounted to 13,750 (8,929) - an increase of 54% compared with the corresponding period last year. At the end of the quarter, the total number of paying users on a monthly basis within the business area was 24,687, an increase of 1,443 during the quarter and the highest number ever.

Advertising revenues also rose in the quarter as a result of increased traffic to our media sites. The market saw a temporary dip in connection with Russia's invasion but has recovered well despite the continuing humanitarian catastrophe that is still going on in Ukraine. The market is also normalized compared with the previous year, which was to a greater extent affected by the covid-19 pandemic, which contributes to a positive development in EBITDA.

Every Padel

Every Padel's total sales during the fourth quarter amounted to SEK 18.5 million. EBITDA amounted to SEK 7.7 million and EBIT to SEK -2.4 million. The result is weighed in the period by profitability challenges, primarily in one individual padel facility, as well as investments and start-up costs of new facilities in strategically good locations.

To meet the new market situation after the pandemic, we are taking rapid and powerful measures to reduce the cost base within the business area, which are expected to have full effect during the second half of 2022.

During the quarter, we had the pleasure of opening a new premium facility in Norrköping, Sweden with a total of 14 courts with associated facilities. The occupancy rate has initially met our expectations. In total, the business now has 112 padel courts with associated conference and event areas, restaurants and well-stocked material shops.

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Everysport Media Group (publ.)

The growth of the total number of players continues to increase. According to the Swedish Padel Association, the number of unique players in Sweden grew by 32 percent in 2021. During the same period, the number of bookings almost doubled, which continues to provide strong support for the underlying demand. The growing interest of the sport is also reflected in our media business. Since the launch of the Plus version on the site Padeldirekt in December last year, the number of subscribers has increased every quarter and Padel Alto is taking quick steps towards becoming the leading English-language news site about padel. At the same time, we see structural deals in the sector that further confirm the sport's long-term potential with good margins in facilities at strategically selected locations.

We continue to evaluate new establishments outside Sweden's borders according to a previously communicated growth strategy. And we continue the development of initiatives around the sport to further consolidate our position as a leading player. In addition to digital tools, our padel sites and events such as Padel Expo, the world's largest padel fair, and the padel gala Padel Awards contribute with increased visitors and generate data about the sport. By combining the power of both our business areas, we can take advantage of more synergies, including increased monetization of our ever-increasing amount of padel data.

Future Outlook

The war of recent months in Ukraine has in a short time created great human suffering. The world around us is signaling rising inflation and higher interest rates, while geopolitical restrictions are driving up energy prices. Of course, we follow developments closely to act on changed conditions, but note that demand in the media business remains good and that the advertising market has recovered from the initial uncertainty that the war brought. The willingness to pay for quality journalism is intact and we see continued growing subscription revenues.

The new market situation in padel in combination with continued investments will continue to have an impact on the Group's profitability. However, we see clear positive trends in the form of increasing commitment to the sport, growth in the number of players both in Sweden and internationally, and structural deals that confirm the sport's long-term potential.

Stockholm, May 12, 2022

Hannes Andersson
Group CEO

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EVERYSport Media Group (publ.)

Significant events during and after the end of the period

In February, the subsidiary Every Padel opened its first facility in Norrköping. The facility contains 14 padel courts, of which 4 are outdoor.



Net Sales, earnings and financial position during the period

Net sales

Net sales for the first quarter amounted to SEK 50,3 million (SEK 25,5 million). An increase with 97,5 % compared to the same period last year.

Organic growth compared to the same quarter last year amounted to SEK 3,1 million. Acquired growth in the quarter amounted to a total of SEK 21,8 million, of which SEK 18,5 million is attributable to Every Padel and SEK 3,3 million to the Norwegian company "Trav go Galopp Nytt (TGN). Acquired growth for TGN only refers to the period January and February.

Net Sales per segment

B2B

The B2B segment amounts to SEK 22.9 million and during the first quarter had total growth of SEK 7.0 million (44%) compared with the same period last year. Organic growth in the B2B segment accounts for SEK 3.5 million (22%) compared with the same quarter last year.

The increase is due to a number of new assignments and a normalised advertising market compared to the same period last year, which was very affected by the Covid-19 pandemic.

The advertising market was the type of revenue that had the clearest impact at the start of the pandemic and has gradually recovered and during the last quarter of the year returned to levels before the pandemic

B2C

The B2C segment amounting to SEK 27,5 million during the first quarter had total growth of SEK 17,9 million (+ 187%) compared with the same period last year. Acquired growth amounts to SEK 18,3 million.

Subscription revenues have continued to increase compared with the same quarter last year, (+19%), which is in line with the company's strategy to build a large proportion of recurring revenues. Elite Prospects is still responsible for most of the increase in subscription revenues and at the end of the period Elite Prospects had 13,750 paying subscribers.

EBITDA

EBITDA for the first amounted to SEK 5,6 million (SEK 1,6 million). An increase with 252,2 % compared to the same period last year.

The largest part of the increase in EBITDA comes from the acquired business Every Padel and amounts to SEK 7,7 million.

Advertising revenues have begun to recover and ESMG sees growth in the area, which contributes to a positive development in EBITDA. There is also an increase in traffic on the media sites that contributes to increased subscription revenue.

The outcome in the padel business is partly affected by start-up costs attributable to a new facility that opened during the first quarter of 2022. The result is also weighed down by profitability challenges in a specific facility.

B2B
+44%

B2C
+187%

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Everysport Media Group (publ.)

EBIT

EBIT for the first quarter amounted to SEK -5,6 million (SEK 0,3 million). A decrease with -1 950,2 % compared to the same period last year.

EBIT during the first quarter of 2022 is affected by depreciation and write-downs of SEK -11,3 million (SEK -1,8 million). The increase in depreciation and write-downs is largely linked to the depreciation of leases and leasing contracts within Every Padel. Every Padel accounts for SEK -2,4 million of the total EBIT result for the quarter.

Own work capitalized for the first quarter amounted to SEK 0,5 million (SEK 0,0 million).

Profit after financial items amounted to SEK -7,4 million (SEK 0,4 million), profit after financial items is affected by SEK -1,6 million from interest expenses linked to financial leasing / rent in accordance with IFRS16. The increase in financial costs is linked to the acquisition of Every Padel, which has significantly increased the number of leasing contracts / leases within the Group

Financial position

At the end of the period, Everysport Media Group AB (publ.) has equity of SEK 65,2 million (SEK 22,6 million) and an equity ration of 17 % (32 %).

Cash and cash equivalents at the end of the period were SEK 12,5 million (SEK 5,2 million).

Utöver likvida medel har bolaget tillgång till ytterligare bankfacilitet som stärker den finansiella ställningen

Share and shareholders

As of the date on 31st of March 2022

6 089 764 shares were issued. All shares have equal rights to the company's profit and asset.

Decision has, through the extraordinary general meeting of 2021-03-17, been established to adopt a long-term incentive program based on warrants for the CEO, other senior executives and other employees of Everysport Media Group in accordance with the Board's proposal. The program is divided into two different series with two different maturities (Series 2021/2023 and Series 2021/2024, respectively). In Series 2021/2023 and Series 2021/2024, respectively, each warrant gives the right to subscribe for a new share in Everysport Media Group during the period from March 18th 2023 to June 13th 2023 and from March 18th 2024 to June 13th 2024. A total of 156,176 warrants have been subscribed, 78,088 in each program, which in the event of full future exercise of warrants would lead to a dilution of 156,176 shares.

Through the new share issue carried out during the third quarter in connection with the acquisition of the last 50% of the shares in Every Padel, the number of shares increased by a further 639,425. The key figure Earnings per share includes these shares, but only 50% of the earnings within Every Padel between the period 1 April - 15 July are included as Everysport Media Group only owned 50% of the shares of Every Padel until 15 July. At the end of the quarter, Everysport Media Group AB had 1 825 (1 208) shareholders.

Employees

The average number of full-time equivalents during the quarter was 136 (89)

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Everysport Media Group (publ.)

Risks and uncertainties

The Group is exposed to a number of significant risks and uncertainties. These factors include prevailing economic conditions in each of the Group's markets. Risks include:

- Regulatory and political risks attributable to changes in laws and regulations in each market in which the Group operates.
- Exposure to exchange rate fluctuations
- Emergence of new technology and competitors
- Commercial risks attributable to expansion into new markets
- Increased competition in existing markets for Padel and Media

The Covid-19 pandemic continues to be an uncertainty and risk for the Group's operations and employees. Although most sporting events today can be carried out and the daily operation can be carried out remotely for most part, the company closely follows the development of new guidelines from authorities to be prepared about what new restrictions may mean for the business and the employees.

The course of events in Ukraine affects the geopolitical situation and increases the uncertainties in the global markets. ESMG has no operations in either Russia or Ukraine and therefore considers that this event has no direct impact on the Group's operations, earnings and / or financial position.

Audit

This report has not been reviewed by auditors.

Further reporting dates

The quarterly reports for Everysport Media Group are published at the company's website www.esmg.se

Interim report april-june 2022	28 juli 2022
Interim report july-sept 2022	27 oktober 2022
Year end report 2022	17 februari 2023

Stockholm 2022-05-12

Hannes Andersson

Group CEO

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Consolidated Statement of Comprehensive Income (tkr)	JAN - MAR 2022	JAN - MAR 2021	JAN - DEC 2021
Net sales	50 333	25 480	186 769
Own work capitalized	541	0	513
Other operating income	1 699	60	3 642
Operating expenses			
Variable operating costs	-7 374	-2 666	-30 770
Other external expenses	-16 993	-8 531	-55 834
Personnel costs	-22 560	-12 739	-71 704
EBITDA	5 645	1 603	32 617
Depreciation and impairments	-11 251	-1 300	-30 410
EBIT	-5 606	303	2 208
Financial income and expenses			
Interest income and similar income	52	443	43
Interest expense and similar expenses	-1 803	-199	-4 604
Profit after financial items	-7 357	547	-2 354
Taxes	296	2	-2 400
Profit/loss for the period	-7 060	549	-4 753
The Parent Company's share of profit for the year	-7 039	548	-5 849
Minority's share of profit for the year	-21	1	1 096
Other comprehensive results			
Exchange rate differences	264	-94	661
Total comprehensive income for the period	-6 796	455	-4 093
Summa totalresultatet hänförligt till:			
The Parent Company's share of profit for the year	-6 775	454	-5 189
Innehav utan bestämmande inflytande	-21	1	1 096
Earnings per share	-1,11	0,10	-0,85
Number of shares at the end of the period	6 089 764	4 542 496	6 089 764

Consolidated Balance Sheet (tkr)	2022-03-31	2021-03-31	2021-12-31
Own work capitalized	4 958	5 815	4 837
Trademarks	1 646	1 782	1 612
Goodwill	81 931	31 214	81 684
Equipment, tools, fixtures and fittings	8 661	472	8 980
Improvement on others property	2 558	0	2 720
Right-of-use assets	241 011	5 711	202 348
Deffered tax asset	3 471	4 908	3 522
Other long-term receivables	87	4	91
Total fixed assets	344 324	49 908	305 794
Current receivables			
Trade and other receivables	1 012	0	548
Account receivables	11 103	9 228	16 734
Current tax assets	31	31	20
Other current receivables	-514	566	4 822
Prepaid expenses and accrued income	11 684	7 983	15 488
Total current receivables	23 316	17 808	37 612
Cash and cash equivalent	12 461	5 228	9 846
TOTAL ASSETS	380 101	72 945	353 252
Equity			
Share capital	6 090	4 542	6 090
Reserves	118 521	68 960	118 521
Retained earnings, incl profit/loss for the period	-59 465	-50 972	-53 820
Shareholders' equity attributable to the parent	65 146	22 531	70 791
The parent company's share of the profit for the year	-8 790	680	-1 751
Non controlling interest	35	58	1 153
Total equity	65 181	22 589	71 944
Long-term liabilities			
Deferred tax liabilities	932	495	932
Other liabilities to credit institutions	4 392	4 546	5 025
Other long-term liabilities	205 724	4 204	167 539
Long-term lease liabilities	583	0	4 254
Total long-term liabilities	211 630	9 244	177 750
Current liabilities			
Other liabilities to credit institutions	2 888	1 000	3 763
Trade and other payables	9 182	3 710	14 835
Current tax liabilities	1 536	886	3 093
Other current liabilities	46 700	1 874	45 908
Short-term lease liabilities	15 729	10 515	10 257
Accrued expenses and prepaid income	27 256	23 126	25 702
Total current liabilities	103 291	41 111	103 557
TOTAL EQUITY AND LIABILITIES	380 101	72 945	353 252

Consolidated Cash Flow Statement (tk)	JAN - MAR	JAN - MAR 2021	JAN - MAR 2021
Cash flow from operating activities			
Profit/loss after financial items	-7 357	547	-2 354
Adjustments for items not effecting cashflow	11 634	769	27 708
Income tax paid	-172	-7	-1 463
Cash flow from operating activities before change in working capital	4 105	1 309	23 891
Cash flow before changes in working capital			
Increase (-)/Decrease (+) inventory	-464	0	1 197
Increase (-)/Decrease (+) of short-term receivables	8 521	-3 313	-20 126
Increase (-)/Decrease (+) of short-term liabilities	3 112	3 943	10 547
Cash flow from operating activities	15 274	1 939	15 509
Cash flow from investing activities			
Acquisition of intangible fixed assets	-897	-6 072	-488
Acquisition of tangible fixed assets	-158	-282	-2 428
Acquisition of financial fixed assets		0	-45
Acquisition of subsidiary, after deduction of cash and		0	-3 415
Cash flow from investing activities	-1 055	-6 354	-6 376
Cash flow from financing activities			
Warrants	0	0	432
New issue of shares inc. related costs	0	0	1 236
Shareholders contribution*	0	0	7 000
New loans	0	0	7 500
Amortized loans	-1 821	-160	-6 414
Amortized leasing liabilities	-9 783	-574	-19 406
Cash flow from investing activities	-11 604	-734	-9 652
Cash flow for the period	2 615	-5 149	-519
Opening cash and cash equivalents	9 846	10 377	10 377
Effects of exchange rate differences			-12
Closing cash and cash equivalents	12 461	5 228	9 846

*Shareholders contribution to Every Padel before ESMG owned 100 %

Consolidated Statement of Change in Equity (tkr)	Share capital	Other contributed capital	Reserves	Retained earnings	Minority interest	Total equity
Opening balance 2021.01.01	4 542	68 960	-774	-50 239	57	22 546
Profit/loss for the period				-5 850	1 096	-4 754
Exchange rate differences			670			670
Comprehensive income			670	-5 850	1 096	-4 081
Transactions with shareholders						
Changes in Group structure				2 373		2 373
New share issue*	1 547	49 129				50 677
Warrants		432				432
Closing balance 2021.12.31	6 090	118 521	-104	-53 716	1 153	71 944
<i>*of which are issue cost 527tkr</i>						
Opening balance 2021.01.01	6 090	118 521	-104	-53 716	1 153	71 944
Profit/loss for the period						0
Exchange rate differences			297	-7 039	-21	-6 763
Comprehensive income			297	-7 039	-21	-6 761
Transactions with shareholders						
Changes in Group structure				1 096	-1 096	0
New share issue*						0
Warrants						0
Closing balance 2021.12.31	6 090	118 521	193	-59 658	35	65 181

Definition key figures:

Profit Margit

Operating profit after financial income and expenses in relation to net sales.

Equity ratio

Equity in % of total off balance sheet.

Cash liquidity

Current assets in % of current liabilities

Earnings per share

Profit for the period divided by the number of outstanding shares

EBITDA

Earning before Interest, taxes, depreciation and amortization

EBIT

Earnings before interest and taxes

Key Figures	JAN - MAR 2022	JAN - MAR 2021	JAN - DEC 2021
Profit margin %	-15 %	2 %	-1 %
Equity ratio %	17 %	32 %	32 %
Cash liquidity %	22 %	42 %	42 %
Number of shares	6 089 764	4 542 496	6 089 764
Earnings per share	-1,11	0,10	-0,85
EBITDA	5 645	1 603	32 617
EBIT	-5 606	303	2 208

Parent Company's Income Statement (tkr)	JAN - MAR 2022	JAN - MAR 2021	JAN - DEC 2021
Net sales	8 031	5 096	22 973
Own work capitalized	40	0	513
Other operating income	1	-3	-3
Operating expenses			
Variable operating costs	-229	-307	-1 842
Other external expenses	-6 117	-3 428	-17 520
Personnel costs	-3 880	-2 651	-11 490
EBITDA	-2 154	-1 292	-7 368
Depreciation and impairments	-3	-4	-14
EBIT	-2 157	-1 297	-7 382
Financial income and expenses			
Profit from participations in associated companies	0	0	0
Other interest income and similar	194	103	445
Other interest expenses and similar	-241	-236	-1 239
Profit from subsidiaries	0	0	0
Group contributions	0	0	11 725
Profit after financial items	-2 203	-1 430	3 548
Deferred tax	0	0	-673
Profit/loss for the period	-2 203	-1 430	2 875

Parent Company's Balance Sheet (tkr)	2022-03-31	2021-03-31	2021-12-31
Own work capitalized	554	0	513
Equipment, tools, fixtures and fittings	77	39	81
Shares in Group companies	118 557	66 121	118 557
Deferred tax asset	2 138	2 811	2 138
Other long term receivables	4	4	4
Total fixed assets	121 331	68 976	121 294
Current receivables			
Trade and other receivables	-0	163	1 544
Receivables with Group companies	30 979	19 871	26 903
Current tax assets	70	58	0
Other current receivables	5	-194	38
Prepaid expenses and accrued income	1 993	1 652	1 982
Total current receivables	33 046	21 549	30 467
Cash and cash equivalent	1 237	0	399
TOTAL ASSETS	155 614	90 525	152 159
Equity			
Share capital	6 090	4 542	6 090
Other contributed capital	118 521	68 960	118 521
Retained earnings, incl profit/loss for the period	-21 058	-23 161	-18 855
Shareholders' equity attributable to the parent	103 553	50 342	105 756
Non controlling interest	0	0	0
Total equity	103 553	50 342	105 756
Long-term liabilities			
Other liabilities to credit institutions	0	2 013	0
Total long-term liabilities	0	2 013	0
Current liabilities			
Other liabilities to credit institutions	1 013	0	1 263
Trade and other payables	3 088	1 708	2 948
Debt to other group companies	44 243	33 600	36 509
Other current liabilities	1 924	1 040	3 894
Accrued expenses and prepaid income	1 795	1 822	1 789
Total current liabilities	52 063	38 170	46 404
TOTAL EQUITY AND LIABILITIES	155 614	90 525	152 159

Notes to the Interim Report

Note 1 Accounting principles

This interim report covers the Swedish parent company Everysport Media Group AB (publ), corporate identity number 556739-8143, and its subsidiaries. Everysport Media Group (ESMG) is a group operating in sports. ESGM is divided into two business areas: Everysport Media and Every Padel. Everysport Media owns and develops digital platforms and services in sports, and within the Every Padel business area, operations are conducted within the fast-growing sport of padel. The group has a total of about 160 employees. The head office is located in Stockholm and the company also has offices in Norway and the USA. The group is listed on the Spotlight Stock Market (EVERY).

The interim report for the Group has been prepared in accordance with International Reporting Standards (IFRS) as adopted by the EU. The interim report complies with IAS 34 Interim Financial Reporting and applicable parts of the Annual Accounts Act (1995: 1554) (ÅRL) and RFR 1. The interim report regarding the parent company has been prepared in accordance with the Annual Accounts Act and RFR 2 Accounting for Legal Entities issued by the Swedish Financial Reporting Board.

Consolidated financial statements

Subsidiaries are all the companies over which the Group has a controlling influence. The Group controls a company when it is exposed to or has the right to a variable return from its holding in the company and has the opportunity to influence the return through its influence in the company. Subsidiaries are included in the consolidated financial statements from the date on which the controlling influence is transferred to the Group. They are excluded from the consolidated financial statements from the date on which the controlling influence ceases.

Note 2 Segment Reporting - Distribution of net sales

The Group divides its operations into segments according to IFRS 'definition, the segments are only followed up at the net sales level. The two main segments are Business to Business (B2B) and Business to Consumer B2C).

	OKT - DEC 2021	OKT - DEC 2020	JAN - DEC 2021
B2B	22 859	15 854	86 177
B2C	27 474	9 589	100 592
Total	50 333	25 443	186 769

Notes to the Interim Report

Note 3 Acquisitions during 2021

Acquisitions during 2021 (tkr)	Every Padel I Sverige AB	Every Padel I Västerås AB	Every Padel I Jönköping AB
Cash considerations	3 000	7 000	552
Newly issued shares	49 436	0	0
Total paid	52 436	7 000	552

Reported amounts on acquired assets and debt

Share capital	100	50	25
Acquired owners equity	7 706	1 584	3 232
Sum	7 806	1 634	3 257
Goodwill	44 630	5 366	-2 705

Negative Goodwill -2 705

On the 1st of April 50% of Every Padel I Sverige AB (earlier Klöver Padel AB) was acquired. ESMG acquired 50% of Every Padel I Sverige AB for a purchase price of 24,25MSEK. The purchase price consisted of a 3,0MSEK cash consideration which is financed by the ESMG cash, and 816 993 newly issued shares in ESMG. The subscription price for the newly issued shares amounted to 26,01sek/share

On the 15th of July ESMG acquired the remaining 50% of Every Padel for a purchase price of 28,2MSEK. The purchase price consisted of 639 425 newly issued shares in ESMG. The subscription price for the newly issued shares amounted to 44,08sek/share

On the 1st of July Every Padel I Sverige AB acquired 100% of the shares in Every Padel I Västerås AB (earlier Västerås Padel AB), the purchase price consisted of a 7MSEK cash consideration.

On the 1st of July Every Padel I Sverige AB acquired 100% of the shares in Every Padel I Jönköping AB (earlier Padel Panorama AB), the purchase price consisted of a 0,6MSEK cash consideration.

Notes to the Interim Report

Acquisition of Trav och Galoppnytt and Hesteportalen (NOK)

Cash consideration	4 000
Newly issued shares	0
Total paid	4 000

Reported amounts on acquired assets and debt

Share capital	1 131
Acquired owners equity	-1 523
Intangible fixed asserts	1 191
Summa	799
Goodwill	3 201

Den 26e februari tillträdde 100% av aktierna i Trav och Galoppnytt AS med dotterbolag Hesteportalen AS genom en köpeskilling om 4mNOK.

