

Awardit's best quarter ever, both in terms of net revenue and EBITA

October - December 2022

- Net revenue amounted to MSEK 305.0 (229.5), of which acquired net revenue was MSEK 37.6 (Prämie Direkt October and November).
- EBITA result amounted to MSEK 57.6 (57.2) and EBITA margin amounted to 18.9 (24.9) percent. EBITA per share, before and after dilution, amounted to SEK 6.91 (7.35).
- Operating result EBIT amounted to MSEK 45.3 (44.4), and EBIT margin amounted to 14.8 (19.3) percent.
- The result for the quarter amounted to MSEK 26.7 (23.6) and earnings per share after tax, before and after dilution, amounted to SEK 3.20 (3.02).

January – December 2022

- Net revenue amounted to MSEK 862.3 (529.3), of which acquired net revenue was MSEK 219.9 (MBXP up to 14 April, TIC up to 30 June, and Prämie Direkt up to 30 November).
- EBITA result amounted to MSEK 111.2 (93.2) and EBITA margin amounted to 12.9 (17.6) percent. EBITA per share, before and after dilution, amounted to SEK 13.34 (12.94).
- Operating result EBIT amounted to MSEK 70.9 (63.5), and EBIT margin amounted to 8.2 (12.0) percent.
- The result for the period amounted to MSEK 25.2 (30.5) and earnings per share after tax, before and after dilution, amounted to SEK 3.03 (4.24).
- The Board of Directors proposes that SEK 2.25 (0) per share be paid in dividends for the financial year 2022.

Key figures

	Quarter 4	Quarter 4	Full Year	Full Year
	2022	2021	2022	2021
Net revenue, MSEK	305.0	229.5	862.3	529.3
Comparable net revenue, MSEK	267.4	126.0	642.4	344.9
Gross profit, MSEK	89.7	79.3	255.1	173.0
Gross margin, %	29.4%	34.5%	29.6%	32.7%
EBITA, MSEK	57.6	57.2	111.2	93.2
EBITA margin, %	18.9%	24.9%	12.9%	17.6%
Operating profit (EBIT), MSEK	45.3	44.4	70.9	63.5
EBIT margin, %	14.8%	19.3%	8.2%	12.0%
Result for the period, MSEK	26.7	23.6	25.2	30.5
Quick ratio, %	107.6%	126.4%	107.6%	126.4%
Equity/assets ratio, %	44.7%	43.3%	44.7%	43.3%
Cash flow from operating activities, MSEK	62.0	56.0	82.4	48.7
EBITA per share, before dilution, SEK	6.91	7.35	13.34	12.94
EBITA per share, after dilution, SEK	6.91	7.35	13.34	12.94
Earnings per share, before dilution, SEK	3.20	3.02	3.03	4.24
Earnings per share, after dilution, SEK	3.20	3.02	3.03	4.24
Equity per share, before dilution, SEK	67.9	70.2	67.9	70.2
Equity per share, after dilution, SEK	67.9	70.2	67.9	70.2
Number of employees, end of period	143	142	143	142

¹⁾ Definition of Key figures can be found on page 27 - Financial definitions

Significant events during the fourth quarter

- On 16 December 2022, Awardit AB (publ) entered into an agreement with Nordea regarding a revolving credit facility of MSEK 250. The credit facility aims to refinance existing credits in the Group and enable further acquisitions and involves increased flexibility, reduced requirements for amortisation and more favourable interest's rates compared to before. The credit facility is for three years with the possibility of extension 1+1 year.

Significant events after the end of the reporting period

- On 1 February 2023, Awardit AB acquired 100 percent of the Austrian loyalty and gift card company Connex Marketing GmbH ("Connex"). The total purchase price is approximately MEUR 10.7, of which MEUR 7.2 was paid in cash and MEUR 3.5 was paid in Awardit shares. The Board have further, in accordance with authorisation from the annual general meeting on 20 May 2022 decided to carry out a non-cash issue of 325,330 shares, at an issue price of SEK 120,493, directed to the two owners of Connex. The share price is based on the average price of Awardit's share during the period 30 December 2022 until 27 January 2023. The total number of shares in Awardit after completed new issue increases from 8,335,518 to 8,660,848, which corresponds to a dilution of approximately 3.8 percent. Connex's turnover for the financial year 2021 was MEUR 12.9 with an EBIT result of MEUR 0.8. The estimated turnover for 2022 is approximately MEUR 15.6 with an EBIT result of at least MEUR 1.4. The Company has 100 employees, mainly based in Wels, Austria.

Awardit delivers its best quarter - and year - ever!

The fourth quarter of 2022 was our best quarter ever and concluded our best year ever.

The year was marked by the consolidation of previous acquisitions in combination with strong organic growth and good profitability. Awardit has high ambitions, with the goal of becoming the leading player in Europe. The organisation was adapted during the year to allow continued international expansion, utilisation of synergies in the Group, and an increased degree of professionalisation, with the aim of delivering continued improved results for a long time to come. In terms of size and profitability, I believe that the conditions are very good for the company to reach significantly higher levels in the future.

During the fourth quarter, Awardit's revenue was MSEK 305.0 (229.5), with an EBITA result of MSEK 57.6 (57.2), which means an increase of 33 and 1 percent respectively. During the fourth quarter of 2021, however, MBXP received retroactive covid support, where MSEK 9 had an impact on the Group's income statement. Adjusted for this in the comparison, the fourth quarter of the year saw an increase in EBITA of 16 percent.

For the full year, revenue and EBITA increased to MSEK 862.3 (529.3) and MSEK 111.2 (93.2), respectively. Acquired revenue during the year amounted to MSEK 219.9 (MBXP up to and including 14 April, TIC up to and including 30 June and Prämie Direkt up to and including 30 November). The comparable net revenue amounted to MSEK 642.4, meaning an organic increase of 21 percent.

Awardit's Nordic loyalty programmes attained good growth during the year, both in B2B and B2C. The parts previously affected by the pandemic are now back at historically high levels. The growth comes both from a positive development in existing programs and from new customers. The migration of customers from the TIC platform continued during the year and is planned to be completed in the first quarter of 2023. The margins in the loyalty programmes are still good, with some negative impact from a single additional strategic customer case taken (from TIC) at a lower margin that was signed in 2021 and incorporated into Awardit's business in January 2022. During the fourth quarter, the margin was negatively affected by a growth-based customer bonus, where a bonus for the full year of approximately MSEK 2.5 was paid based on the customer's positive development during the year.

Prämie Direkt was affected by difficult market conditions in the German market during the year as a result of the war in Ukraine, the energy crisis that arose, and the country's economic development. During the third and fourth quarters, however, Prämie Direkt returned to growth and budgeted margins. A number of additional campaigns and programmes have been launched during the year, both with new and existing customers and campaigns for existing customers.

The gift card business has shown good growth and increased profitability during the year. During the year, more than 10 new customers have been added and launched their gift card programmes on our platform. Supergift has firmly established itself as a leading gift card on the Nordic market, although with slightly lower issued values due to a normalisation of the government support for tax-free gifts, and has been launched in Sweden, Norway and Denmark. Supergift Entertainment was also launched during the year, and we see huge potential for launching further variants in the future. During the year, the sales value for Supergift amounted to approximately MSEK 76 (97), of which MSEK 40 (43) was in the fourth quarter, and the positive effect on the result from breakage (overdue values) amounted to MSEK 9.9 (4.4), of which MSEK 5.5 (3.7) was during the fourth quarter. The successful launch of Supergift, without investment in technology, staff, or marketing, is clear testimony of the value of our platform-based business model. Adding additional private label programmes, through our own launches or acquisitions, is still of great interest to us.

The gift card business managed through MBXP has focused on increased profitability during the year, with a relatively modest growth in volume as a result. The "branded gift cards" segment has enjoyed great success during the year and increased over 20 percent in issued volume. Penetration in retail stores has increased from already high levels through the addition of new concepts during the year, which is a good basis for continued future growth. During the fourth quarter, margins for MBXP have been negatively affected due to an increased redemption rate within own gift card solutions, primarily within experience products. We see that the redemption rate, and as such the margin, will normalise over time when the effect of closures as a result of Corona subsides.

During the fourth quarter, Awardit's EBITA margin amounted to 19 (25) percent. The reason for the lower margin compared to the corresponding period last year is primarily the integration of acquired companies, but also certain accrual effects, such as a lower margin within MBXP where 2021's Covid support of MSEK 9 is also included in the comparison figures, and the growth-based customer bonus of MSEK 2.5 paid out during the quarter. We continue to view the scalability of the business very positively, and expect rising margins in the long term, although also with seasonal variations moving forward. The first quarter of the current year has begun with an organic revenue growth of 18 percent in January.

I took over as CEO during the year, and we also strengthened the organisation with new people in the roles of Group CFO and Group CTO, as well as appointing a role as Group CHRO. In tandem, founder, Niklas Lundqvist, has continued in a role with full focus on acquisitions and business development. During the year, discussions and negotiations took place with among others Connex, which was subsequently acquired on 1 February 2023.

Connex is a strategic acquisition that complements our existing business perfectly. The acquisition establishes Awardit as a leading provider of full-scale loyalty, incentive and gift card solutions in the DACH region, and puts us in an excellent position to continue our ambition to consolidate these markets. Connex also has a growing business in many CEE countries (for example, Poland, Czech Republic, Slovakia, Hungary) and the UK, which can provide a bridgehead for further growth. Connex is a very well-managed company, with an estimated revenue for 2022 of approximately MEUR 15.6, and an estimated EBIT result of at least MEUR 1.4. We believe the DACH market is still fragmented, and that there are good opportunities for further complementary acquisitions in the region.

With a strengthened organisation, continued organic growth with good margins, cash and cash equivalents of over MSEK 250 at the end of the year, and being well positioned in DACH, we are well equipped for our continued journey towards becoming the leading player in Europe within full-scale loyalty, incentive and gift card solutions.

In conclusion, I would like to extend a huge thank you to all employees for their fantastic commitment to Awardit during 2022 and continuing forward. Onwards and upwards!

Erik Grohman
President and CEO
Awardit AB (publ)

Financial Overview

Net revenue

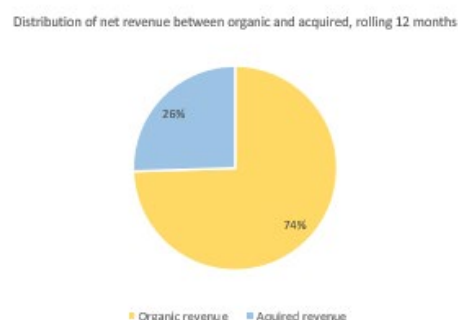
October to December

Net revenue increased by 32.9 percent and amounted to MSEK 305.0 (229.5). Prämie Direkt is comparable from 1 December and contributed MSEK 64.2 to the quarter's net revenue, of which MSEK 26.6 is comparable net revenue. The comparable net revenue (excluding Prämie Direkt October and November) amounted to MSEK 267.4, an organic increase of 16.5 percent. The organic increase is positively affected by a currency effect of MSEK 5.0 and a turnover of MSEK 16.8 of a less regular nature.

Turnover has continued to be positively affected by good growth in turnover in existing customers' loyalty programmes, both in B2B and B2C as well as new customers.

Within Giftcard, we have had continued success during the quarter with many new customers being launched on our platform. Zupergift has firmly established itself as a leading gift card on the Nordic market. During the year, the sales value for Zupergift amounted to MSEK 75.5 (97.3), of which MSEK 39.6 (43.2) was in the fourth quarter. Comparatively, sales were positively affected in 2021 by tax breaks in gifts to staff.

Prämie Direkt suffered from difficult market conditions in the German market during the beginning of the year, linked to the war in Ukraine and the subsequent energy crisis, which led to cancelled campaigns with existing energy customers. Active and successful work in replacing these campaigns with new ones resulted in an increase in revenue during the fourth quarter compared to the corresponding quarter of the previous year.



January to December

Net revenue increased by 62.9 percent and amounted to MSEK 862.3 (529.3). The acquired businesses MBXP ApS, The Inspiration Company TIC AB, and Prämie Direkt GmbH contributed MSEK 392.3 for the whole period, of which MSEK 172.4 is comparable net revenue. The comparable net revenue, of which MBXP is comparable from 15 April, TIC is comparable from 1 July and Prämie Direkt is comparable from 1 December, amounted to MSEK 642.4, an organic increase of 21.4 percent. The organic increase is positively affected by a currency effect of MSEK 7.0, and, excluding the currency effect, the organic increase is 20.0 percent.

Gross result and operating result

October to December

The Group's gross margin was 29.4 (34.5) percent during the fourth quarter of the year. The gross margin was negatively affected by 1.4 percentage points due to a sale of a less regular nature with a low margin in December. Adjusted for this deal, the gross margin was 30.8 percent.

The gross margin for Prämie Direkt amounted to 26.3 (26.8) percent for the quarter, of which the comparable margin amounted to 31.2 (36.5) percent. MBXP's margin was 30.5 percent, which is significantly lower compared to 47.6 percent for the corresponding quarter last year and is largely because the redemption rate of experience gift cards increased compared to the corresponding quarter in 2021 (which was still affected by covid restrictions). We see that the redemption rate and thus the margin will normalize over time when the effect of closures because of Corona wears off. Growth-based bonuses to customers of MSEK 2.5, affected the margin by 0.6 percentage points. There was also a dilution in the margin, mainly linked to a higher proportion of sales in individual programmes with a lower margin, as well as product mix.

The EBITA result amounted to MSEK 57.6 (57.2), which corresponds to an EBIT margin of 18.9 (24.9) percent. During the fourth quarter of 2021, however, MBXP received retroactive covid-support, where MSEK 8.9 was reflected in the group's Income statement. Adjusted for this, the quarter's increase in EBITA is 16 percent.

The operating result (EBIT) amounted to MSEK 45.3 (44.4), which corresponds to an EBIT margin of 14.8 (19.3) percent. Prämie Direkt contributed positively to the quarter's operating result (EBIT) with MSEK 4.5.

Depreciation decreased by MSEK 0.8 compared to the corresponding quarter of the previous year. Depreciations is affected by a write-down in TIC of balanced development costs of MSEK 1.3, which refers to a technology development project closed by Awardit after the acquisition.

Other external expenses decreased with MSEK 3.3 compared to the corresponding quarter of the previous year. The fourth quarter of 2021 was affected with MSEK 2.1 linked to the acquisition of Prämie Direkt. Other operations reduced their costs during the quarter compared to the previous year, mainly linked to lower costs for auditing and other consultants. Prämie Direkt affects the quarter with MSEK 3.8 in increased expenses for the period when the company was not comparable, i.e., October and November; for December the cost is on par with the previous year.

Personnel costs increased by MSEK 9.4 compared to the corresponding quarter of the previous year, of which MSEK 3.9 relates to the additional operation Prämie Direkt, which means that the personnel costs for comparable operations increased by MSEK 5.5. In MBXP, personnel costs increased by MSEK 2.7, which is largely due to the fact that a new holiday compensation law came into force in 2021, which had a positive effect on personnel costs in December 2021, when the reservation was adjusted according to the new conditions. In the Swedish operations, the increase compared to the previous year is mainly attributable to the fact that we have boosted the central functions in order to strengthen the organisation going forward. The number of employees in the Swedish operation is at the same level as the previous year, 80 people compared to 81 people. The total personnel costs correspond to 9.6 percent of revenue, compared to 8.6 percent for the corresponding quarter last year.

The operating result was also positively affected by MSEK 5.5 (3.7) in income for Zupergift from so-called breakage (overdue values), the amount is included in other operating income (note 7). As of 2023, breakage from Zupergift will be classified in net revenue, as with other breakage booked in the Group, as we have enough history to make an ongoing assessment of provision and valuation of booked giftcard debt.

January to December

The Group's gross margin was 29.6 (32.7) percent for the full year. The gross margin is negatively affected by 0.5 percentage points due to a sale of a less regular nature made in the fourth quarter: Adjusted for this deal, the gross margin would have been 30.1%. Growth-based bonuses to

customers during the fourth quarter affected the margin by 0.2 percentage points. There was also a dilution in the margin, mainly linked to a higher proportion of sales in individual programmes with a lower margin, as well as product mix. The period was also affected by the frequency in the redemption of experience gift cards within MBXP. The gross margin for Prämie Direkt amounted to 25.9 (26.3) percent.

The EBITA result amounted to MSEK 111.2 (93.2), which means an EBITA margin of 12.9 (17.6) percent.

The operating result (EBIT) amounted to MSEK 70.9 (63.5), which corresponds to an EBIT margin of 8.2 (12.0) percent. The acquired businesses contributed positively to the operating result (EBIT) for the full period with MSEK 25.5.

Depreciation increased by MSEK 10.5 compared to the corresponding period of the previous year, where the majority is attributable to depreciation of surplus values linked to the business acquisitions made in 2021. Depreciations is also affected by a write-down in TIC of balanced development costs of MSEK 1.3, which refers to a technology development project closed by Awardit after the acquisition.

Other external expenses increased with MSEK 28.9 compared to the corresponding period of previous year, of which MSEK 31.7 is contributable to the acquired operations for the period they are not considered comparable, which means that other external costs have decrease in the organic business by MSEK 2.8.

Personnel costs increased by MSEK 35.9 compared to the corresponding period of the previous year, where MSEK 27.6 relates to the acquired operations for the period they are not considered comparable. Personnel costs for the comparable operations increased by MSEK 8.1. This is mainly due to new recruitments, which also include taking over personnel from TIC, and that we have boosted the central functions to strengthen the organisation. The total personnel costs correspond to 11.5 percent of net revenue, compared to 11.9 percent for the corresponding period for the previous year.

The operating result was also positively affected by MSEK 9.9 (4.4) in income for Supergift from so-called breakage (overdue values), the amount is included in other operating income (note 7). Awardit's outstanding debt to Supergift holders was MSEK 20.6 (23.9) as of the balance sheet date.

Net financial items and result for the period

October to December

Net financial items amounted to MSEK -8.1 (-14.0). The financial income is positively affected by exchange rate gains of MSEK 2.7 (0.6). Financial expenses amounted to MSEK -10.5 (-14.3), of which MSEK -2.3 (-7.7) is the resolution of discounted debt linked to the contingent consideration for MBXP, and the seller reversal linked to the acquisition of Awardit CLS (Crossroads). Adjusted for this item, interest expenses are MSEK -1.2 (-1.0), which is explained by increased acquisition credits linked to the acquisitions of MBXP, TIC, and Prämie Direkt, as well as interest expenses for MBXP's external loans. Net financial items also consist of exchange rate losses of MSEK -5.9 (-5.3), the largest part of which is attributable to translation differences in Awardit AB.

The result after financial items amounted to MSEK 37.2 (30.4). The result after tax amounted to MSEK 26.7 (23.6). Deferred tax affects the result after tax by MSEK 1.8 (1.7).

The difference between the result for the period and the comprehensive income amounted to MSEK 8.6 (0.7) and is attributable to translation differences.

January to December

Net financial items amounted to MSEK -30.7 (-23.3). The financial income is positively affected by exchange rate gains of MSEK 9.5 (0.6). Financial expenses amounted to MSEK -39.3 (-23.7), of which MSEK -17.0 (-12.4) is the cost of resolving the discounted debt linked to the contingent consideration for MBXP, and for seller reversals linked to the acquisition of Awardit CLS (Crossroads). Adjusted for this item, interest expenses are MSEK -5.9 (-5.0), which is explained by increased acquisition credits linked to the acquisitions of MBXP, TIC, and Prämie Direkt, as well as interest expenses for MBXP's external loans. Net financial items also consist of exchange rate losses of MSEK -15.1 (-6.1), the largest part of which is attributable to translation differences in Awardit AB.

The result after financial items amounted to MSEK 40.3 (40.2). The result after tax amounted to MSEK 25.2 (30.5). Deferred tax affects the result after tax by MSEK 6.0 (4.4).

The difference between the result for the period and the comprehensive income amounted to MSEK 31.0 (1.4) and is attributable to translation differences.

Cash flow

October to December

Cash flow from operating activities after changes in working capital amounted to MSEK 62.0 (56.0).

Inventory increased by MSEK 3.9 compared to the previous quarter, and accounts receivable increased by MSEK 137.2, which is connected to the increased revenue of 55,6 percent.

Other receivables increased by MSEK 39.8 compared to the previous quarter, which is mostly due to deposits to Epay (in MBXPs operations) to cover Christmas shopping and prepaid income linked to giftcard sales during December: the prepaid incomes will be reduced during the first quarter of 2023, when the giftcards are redeemed.

Accounts payable increased by MSEK 157.9, and advances from customers increased by MSEK 8.7, which is connected to the increased revenue during the quarter. Other liabilities increased by MSEK 38.7, which is mainly due to reservations for the purchase of giftcards and reseller commissions.

Cash flow from investing activities amounted to MSEK 1.0 (-143.9), where MSEK -0.8 (-1.2) refers to investments in intangible fixed assets (capitalised development expenditure) and MSEK 1.7 (0) relates to the correction of previous amounts classified as investments in financial fixed assets, as no money was invested but liabilities were settled (clearing issue in Leader Island).

Cash flow from financing activities amounted to MSEK -22.2 (233.1), where MSEK -17.5 refers to the amortisation of the seller reversal linked to the acquisition of Awardit CLS (Crossroads), MSEK -94.7 refers to the amortisation of acquisition credits and redemption of the loans with Swedbank, and MSEK 90 refers to new loans within the newly signed credit facility with Nordea to settle the loans at Swedbank.

January to December

Cash flow from operating activities after changes in working capital amounted to MSEK 82.4 (48.7).

The inventory inclusive advances to suppliers were MSEK 52.1 at the end of the year, which is a decrease of MSEK 0.8 compared to the previous year.

Accounts receivable increased by MSEK 55.5 compared to the previous year, and other receivables increased by MSEK 20.1, which is largely due to the deposit to Epay (in MBXPs operations) to cover the Christmas shopping and prepaid income linked to giftcard sales.

Accounts payable increased by MSEK 97.3, of which 56.2 relates to reclassification of debt from other debt to accounts payable. Advances from customers increased by MSEK 7.5, which is connected to the increased sales during December. Other liabilities increased by MSEK 27.0 which is mainly due to reservations for the purchase of giftcards and reseller commissions as well as increased VAT.

Cash flow from investing activities amounted to MSEK -2.9 (-171.0), where MSEK -2.4 (-6.1) relates to investments in intangible fixed assets (capitalised development expenditure) and MSEK -0.5 (0.2) relates to investments in financial assets, which refers to the new issue in Leader Island.

Cash flow from financing activities amounted to MSEK -66.3 (333.8), MSEK -17.5 refers to the amortisation of the seller reversal linked to the acquisition of Awardit CLS (Crossroads), MSEK -143.7 refers to the amortisation of acquisition credits and redemption of the loans with Swedbank, and MSEK 90 refers to new loans within the newly signed credit facility with Nordea to settle the loans at Swedbank. In April, MSEK 4.2 was received in payment for the option programme that was adopted at the extraordinary general meeting on 4 April.

In the previous year, the cash flow from financing activities was positively affected (MSEK 270.0) by issuing shares and taking out new bank loans to finance the purchase of MBXP, TIC and Prämie Direkt (MSEK 112.5). During 2021, a dividend totalling MSEK 11.3 was also paid to the shareholders.

Balance sheet items 31 December 2022

Cash and cash equivalents at the end of the period amounted to MSEK 257.1 (240.2). No major investments took place during the quarter, but cash was used to finance ongoing operations. During the quarter, we had a positive cash flow of MSEK 42.4 including exchange rate difference in cash and cash equivalents. Cash was mostly negatively affected by the quarter's amortisation of acquisition credits, as well as the redemption of loans to Swedbank and settlement of seller reversals of total MSEK 112.2. To finance the repayment of the loans to Swedbank, MSEK 90 was utilised from the credit facility signed with Nordea on 16 December 2022. During the quarter, accounts receivable increased compared to the previous quarter by MSEK 137.2, while accounts payable increased by MSEK 157.9, which is because revenue between the quarters increased by 55.6 percent. The inventory increased by MSEK 3.9, meaning, altogether, that we committed less capital during the fourth quarter compared to the third quarter.

Interest-bearing liabilities amounted to MSEK 226.5 (259.9). These mainly consist of bank loans (MSEK 101.2) and a conditional consideration for the acquisition of MBXP (MSEK 113.5).

The Group's inventory value as of 31 December 2022 (all comparable) was MSEK 51.6 (52.7), which is MSEK 1.1 lower than at the corresponding time in the previous year.

Equity

The Group's equity as of 31 December 2022 amounted to MSEK 566.0 (505.6), which corresponds to SEK 67.9 (70.2) per share.

Employees

The average number of employees in the Group for the quarter was 136 (108), and for the period

January to December 134 (83). On 31 December 2022, the number of employees was 143 (142 as of 31 December 2021).

Parent Company

The Parent Company provides complete solutions for loyalty programmes on a SaaS basis, including trading opportunities and partner networks, based on a self-developed technical platform. Awardit's operations have had uninterrupted growth for many years, even during the pandemic. Growth has accelerated further after the pandemic, as the influx of customers has been good, the range of services has developed, and existing customers have grown.

The Parent Company's net revenue for the period January to December amounted to MSEK 138.1 (75.7). The result before tax amounted to MSEK 24.3 (36.7). The result for 2021 was positively affected by dividends from subsidiaries with MSEK 15.0. The Parent Company's cash and cash equivalents amounted to MSEK 76.0 (133.0). Equity amounted to MSEK 510.6 (487.2). No significant investments have taken place in intangible or tangible fixed assets. Investments in Group companies amounted to MSEK 0.0 (372.0).

The Parent Company's interest-bearing liabilities were MSEK 214.9 at the end of the period, compared with MSEK 254.4 as of 31 December 2021. Net debt mainly consists of utilised credit facility (MSEK 88.9) and the conditional consideration for MBXP (MSEK 125.7). The Parent Company has no significant transactions with related parties, other than transactions with subsidiaries.

Share option programme

The Company will issue a maximum of 250,000 subscription warrants in a series 2022/2025. As of 31 December, 124,650 warrants have been subscribed out of 250,000. As the subscription price for the warrants is SEK 361.40, there is no dilution effect as options and subscription warrants only have a dilution effect when it would lead to an issue of ordinary shares, which it would not currently do. The warrants did not initially entail any cost as a valuation of the options at fair value through the Black-Scholes valuation model corresponds to the premium the company received. All outstanding warrants are covered by Awardit's right of first refusal in the event of transfers, and the company has further reserved the right to buy back warrants if employment ends.

Ownership

Shareholders	Shareholding	Share
Visionalis AB	2,088,272	25.1%
Niklas Lundqvist	1,022,441	12.3%
Consensus Asset Management AB	459,072	5.5%
Filip Engelbert	401,953	4.8%
Jonas Nordlander	401,952	4.8%
Johan Hagman	322,186	3.9%
Samir Taha (Visiren AB)	295,000	3.5%
S Thorberg Inspiration Investment Ltd	196,331	2.4%
Claudio Simatovic (Paradidel AB)	132,211	1.6%
Fredrik Landgren	115,388	1.4%
Total ten largest owners	5,434,806	65.2%
Other shareholders	2,900,712	34.8%
Total	8 335 518	100.0%

The above reflects the ownership structure as of 31 December 2022

Consolidated Income Statement

Amounts, TSEK	Note	2022-10-01	2021-10-01	2022-01-01	2021-01-01
		2022-12-31	2021-12-31	2022-12-31	2021-12-31
Net revenue	3,4	304,983	229,534	862,297	529,319
Capitalised work for own account		758	471	2,387	3,021
Other operating income	7	11,493	16,214	21,870	19,387
Total operating income		317,234	246,219	886,554	551,727
Operating expenses					
Commodities		-215,264	-150,233	-607,198	-356,273
Other external expenses		-15,205	-18,512	-67,377	-38,474
Personnel costs		-29,127	-19,757	-98,792	-62,925
Depreciation and amortisation of tangible and intangible assets		-12,359	-13,199	-40,557	-30,083
Other operating expenses		3	-129	-1,721	-464
Total operating expenses		-271,951	-201,830	-815,644	-488,219
Operating result		45,283	44,389	70,910	63,508
Financial income		2,680	548	9,483	601
Financial expenses		-10,506	-14,263	-39,251	-23,700
Result from interests in Group and associated companies		-225	-273	-887	-236
Result from financial items		-8,051	-3,478	-30,655	-23,336
Result before tax		37,232	30,401	40,255	40,172
Tax		-10,524	-6,848	-15,007	-9,667
Result for the period		26,708	23,553	25,248	30,506
Attributable to:					
The Parent Company's shareholders		26,708	23,553	25,248	30,506
Stock data					
Earnings per share before dilution, SEK ¹		3.20	3.02	3.03	4.24
Earnings per share after dilution, SEK ¹		3.20	3.02	3.03	4.24
Outstanding shares at the end of the period		8,335,518	8,335,518	8,335,518	8,335,518
Average number of shares during the period		8,335,518	7,787,511	8,335,518	7,199,059

¹ Based on the average number of shares during the period

Consolidated Report of Comprehensive Income

	2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	2022-12-31	2021-12-31	2022-12-31	2021-12-31
Result for the period	26,708	23,553	25,248	30,506
Other total result:				
Translation differences	8,606	664	31,031	1,401
Comprehensive income for the period	35,314	24,217	56,279	31,907
Attributable to:				
The Parent Company's shareholders	35,314	24,217	56,279	31,907

Consolidated Report of Net Financial Items

	2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	2022-12-31	2021-12-31	2022-12-31	2021-12-31
Exchange rate gains	2,675	550	9,473	592
Interest income	5	-2	9	9
Total financial income	2,680	548	9,483	601
Interest expenses	-852	-1,003	-5,362	-4,868
Interest expenses, right-of-use assets	-309	-46	-583	-125
Discount, seller reversal	-85	-204	-697	-800
Discount, contingent consideration	-2,253	-7,463	-16,320	-11,551
Exchange rate loss	-5,867	-5,332	-15,127	-6,139
Other financial expenses	-1,140	-217	-1,162	-217
Total financial expenses	-10,506	-14,263	-39,251	-23,700
Result from interests in Group and associated companies	-225	-273	-887	-236
Total net financial items	-8,051	-13,988	-30,655	-23,336

Consolidated Balance Sheet

Amounts, TSEK	Note	2022-12-31	2021-12-31
Assets			
Fixed assets			
Goodwill		375,959	360,604
Customer relations		117,900	129,905
Platform		64,119	71,470
Brand		48,284	42,210
Equipment, tools and fittings		316	510
Right-of-use assets		11,032	7,764
Interests in associated companies		8,006	6,081
Deferred tax assets		39	47
Total fixed assets		625,656	618,591
Current assets			
Inventory		51,574	52,664
Advances to suppliers		521	223
Accounts receivable		236,891	181,414
Current tax receivable		2,801	10,742
Other receivables		76,905	56,002
Prepaid expenses and accrued income		13,712	8,619
Cash and cash equivalents		257,092	240,221
Total current assets		639,495	549,885
TOTAL ASSETS		1,265,151	1,168,476

Consolidated Balance Sheet (cont.)

Amounts, TSEK		2022-12-31	2021-12-31
EQUITY			
Equity that can be attributed to the Parent Company's owners			
Share capital		834	834
Other contributed capital		438,563	434,448
Translation differences		32,031	1,000
Earned result, including result for the year		94,561	69,313
Total Equity		565,989	505,595
LIABILITIES			
Long-term liabilities			
Borrowing from credit institutions	8	89,297	104,175
Liabilities relating to right-of-use assets		6,677	5,565
Other long-term liabilities		-	87,381
Deferred tax liabilities		55,183	56,749
Other provisions		1,695	15,731
Total long-term liabilities		152,852	269,601
Short-term liabilities			
Borrowing from credit institutions	8	11,930	43,049
Liabilities relating to right-of-use assets		5,162	2,944
Advances from customers		34,869	27,406
Accounts payable		289,535	192,237
Current tax liabilities		18,781	11,528
Other liabilities	9	134,588	34,284
Accrued expenses and prepaid income		51,444	81,832
Total short-term liabilities		546,310	393,280
TOTAL LIABILITIES AND EQUITY		1,265,151	1,168,476

Consolidated Cash Flow Statement

		2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	Note	2022-12-31	2021-12-31	2022-12-31	2021-12-31
Cash flow from operating activities					
Operating result		45,283	44,389	70,910	63,508
Adjustment for non-cash items					
- Reversal of depreciations		12,359	13,199	40,557	30,083
- Other items not affecting cash		-8,453	3,904	-10,804	2,246
Interest received		5	-44	9	9
Interest paid		-3,512	-331	-7,744	-5,084
Paid tax		-4,474	-4,808	-11,217	-16,750
Cash flow from operating activities before changes in working capital		41,208	56,309	81,711	74,012
<u>Changes in working capital</u>					
Increase/decrease in inventory and work in progress		-3,533	-939	2,160	-11,104
Increase/decrease in other current receivables		-180,892	-31,682	-76,967	9,566
Increase/decrease in other short-term liabilities		205,259	32,281	75,527	-23,784
Total change in working capital		20,834	-340	720	-25,322
Total cash from operating activities		62,042	55,969	82,431	48,690
Cash flow from investing activities					
Investment in intangible fixed assets		-758	-1,174	-2,387	-6,087
Investments in business acquisition		-	-142,861	-40	-165,042
Investments in financial assets		1,701	170	-502	170
Divestment of subsidiaries		49	-	39	-
Total cash flow from investing activities		991	-143,865	-2,891	-170,959
Cash flow from financing activities					
Issue of shares		-	191,806	-	281,806
Share issue costs		-	-8,023	-	-11,767
Stock options		-	-	4,115	-
Amortisation of liabilities		-112,240	-16,146	-160,460	-37,462
Borrowings	8	90,000	65,477	90,000	112,500
Paid dividend		-	-	-	-11,291
Total Cash flow from financing activities		-22,240	233,114	-66,345	333,786
Change in cash and cash equivalents		40,794	145,218	13,196	211,517
Cash and cash equivalents at start of period		214,644	94,648	240,221	28,308
Exchange rate difference in cash and cash equivalents		1,654	355	3,675	396
Cash and cash equivalents at end of period		257,092	240,221	257,092	240,221

Consolidated Statement of Changes in Equity, summary

Amounts, TSEK	2022-12-31	2021-12-31
Equity at the beginning of the period	505,595	151,504
Non-cash issue	-	52,145
Stock options	4,115	-
New share issue	-	281,806
Share issue costs	-	-11,767
Comprehensive income for the period	56,279	31,907
Equity at the end of the period	565,989	505,595
Equity attributable to:		
The Parent Company's shareholders	565,989	505,595
Number of outstanding shares at the beginning of the period	8,335,518	6,720,559
New share issue	-	330,420
Non-cash issue	-	1,284,539
Number of outstanding shares at the end of the period	8,335,518	8,335,518

Parent Company Income Statement

	2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	2022-12-31	2021-12-31	2022-12-31	2021-12-31
<i>Operating income</i>				
Net revenue	46,914	26,827	138,113	75,686
Capitalised work for own account	134	-	617	-
Other operating income	1,932	133	2,250	267
Total operating income	48,980	26,960	140,980	75,953
<i>Operating expenses</i>				
Commodities	-29,622	-14,710	-84,457	-39,648
Other external expenses	-5,948	-3,460	-22,617	-10,989
Personnel costs	-319	-311	-689	-553
Depreciation and amortisation of tangible and intangible assets	-266	-257	-1,054	-1,030
Other operating expenses	-1	-7	-146	-21
Total operating expenses	-36,155	-18,746	-108,962	-52,243
Operating result	12,825	8,214	32,018	23,710
Result from interests in Group companies	-	-	-	15,000
Other interest income and similar items	2,489	856	9,202	1,386
Interest expenses and similar result items	-4,129	-1,976	-16,054	-3,442
Result from financial items	-1,640	-1,120	-6,852	12,945
Appropriations	-900	-	-900	-
Result before tax	10,285	7,094	24,266	36,655
Tax	-2,120	158	-5,005	-2,076
Result for the period	8,165	7,252	19,261	34,579

Parent Company Balance Sheet

Amounts, TSEK	Note	2022-12-31	2021-12-31
ASSETS			
Fixed assets			
Intangible assets			
Capitalised development expenditure		5,147	5,584
Total intangible assets		5,147	5,584
Financial fixed assets			
Interests in Group companies	10	561,851	561,800
Receivables from Group companies		28,397	26,193
Total financial fixed assets		590,248	587,993
Total fixed assets		595,395	593,577
Current assets			
Current receivables			
Accounts receivable		38,172	21,998
Receivables from Group companies		35,032	14,144
Tax receivables		-	1,796
Other receivables		4	1,339
Prepaid expenses and accrued income		5,092	3,561
Total current receivables		78,300	42,838
Cash and cash equivalents		75,968	132,982
Total current assets		154,268	175,820
TOTAL ASSETS		749,663	769,397

Parent Company Balance Sheet (cont.)

Amounts, TSEK	Note	2022-12-31	2021-12-31
EQUITY AND LIABILITIES			
Equity			
Restricted Equity			
Share capital		834	834
Fund for development expenditure		1,438	1,375
Total restricted Equity		2,272	2,209
Unrestricted Equity			
Premium fund		431,208	427,094
Retained earnings		57,857	23,341
Result for the year		19,261	34,579
Total unrestricted Equity		508,326	485,014
Total Equity		510,598	487,223
Long-term liabilities			
Liabilities to credit institutions	8	89,297	78,002
Other long-term liabilities		-	115,897
Total long-term liabilities		89,297	193,899
Short-term liabilities			
Liabilities to credit institutions	8	-	43,049
Advances from customers		383	304
Accounts payable		7,886	8,915
Liabilities to Group companies		6,163	10,000
Current tax liabilities		861	-
Other liabilities	9	127,121	19,276
Accrued expenses and prepaid income		7,353	6,731
Total short-term liabilities		149,768	88,275
TOTAL LIABILITIES AND EQUITY		749,663	769,397

Notes

Note 1 Accounting principles

Awardit AB (publ.) applies the International Financial Reporting Standards (IFRS) as adopted by the EU. This interim report has been prepared for the Group in accordance with IAS 34 Interim Financial Reporting, the Swedish Annual Accounts Act, and RFR 1 Supplementary Accounting Rules for Groups.

The Parent Company's accounts have been prepared in accordance with the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2 Accounting for Legal Entities. The same accounting principles and calculation methods have been used in the Interim report as in the Annual report for 2021, except as noted below.

All amounts in the interim report are, unless otherwise stated, rounded to the nearest million, which means that rounding differences may occur. In texts and tables, numbers between 0 and 0.5 are reported with 0.

New accounting principles 2022 and beyond

Awardit has made the assessment that new or changed standards and Interpretation statements will not have any significant effect on the Group's financial statements.

Note 2 Other material information

Seasonal effects

Awardit's sales are partly affected by seasonal variations. The fourth quarter has historically had the highest income in all parts of the Group, as sales are positively affected by Christmas shopping. The first quarter's profitability is negatively affected by the high gift card sales of private label products in December, this is most clearly seen in MBXP, when much of what is sold in the fourth quarter is redeemed in the first quarter of the following year. The second and third quarters are to be seen as normalised operations.

Transactions with related parties

In addition to salaries and other remuneration to the company management and board fees, according to the resolution of the annual general meeting, no transactions have taken place with related parties.

Significant risks and uncertainties

Awardit's risks and uncertainty factors are described on pages 19-20 and pages 42-45 of the Annual Report for 2021.

The war in Ukraine

In addition to how the war has affected the outside world at large, It has not had any significant financial Impact on Awardit, except In the German operations, where net revenue has been affected by the fact that the energy companies have cancelled their planned campaigns during the year.

Note 3 Net revenue per geographic market

Group	2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	2022-12-31	2021-12-31	2022-12-31	2021-12-31
Sweden ¹	168,509	152,875	479,104	380,413
Norway	25,261	22,622	77,345	52,807
Denmark	29,990	21,425	69,258	52,440
Finland	15,655	6,840	32,704	15,433
Germany	64,698	24,701	200,937	25,764
Other EU countries ¹	798	962	2,495	1,621
Other countries	72	109	454	840
Total	304,983	229,534	862,297	529,319

¹ In the third quarter TSEK 675.8 was incorrectly reported as Other EU countries, it is adjusted in the fourth quarter against Sweden in the full-year figures.

Note 4 Net revenue divided into goods and services

Group	2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	2022-12-31	2021-12-31	2022-12-31	2021-12-31
Sale of goods	224,109	194,509	627,407	386,288
Sales of services	80,874	35,025	234,889	143,031
Total	304,983	229,534	862,297	529,319

Note 5 Operating segments

The Group consists of the Parent Company, Awardit AB, and 18 operating wholly owned subsidiaries. The companies are divided into two segments, B2B (Business-to-Business) and B2C (Business-to-Consumer). B2C consists of Awardit CLS AB and Sponsorhuset AB, the remaining subsidiaries are included in B2B.

Amount, TSEK	Full Year, 2022		Full Year, 2021		2022	2021	2022	2021
	B2B	B2C	B2B	B2C	Elimination	Elimination	Total	Total
Net revenue, external	599,668	262,629	316,796	212,523	-	-	862,297	529,319
Net revenue, internal (between segment)	11,199	79,936	3,242	46,577	-91,135	-49,819	-	-
Net revenue	610,867	342,565	320,038	259,100	-91,135	-49,819	862,297	529,319
Capitalised work for own account	2,387	-	3,021	-	-	-	2,387	3,021
Other operating income, external	9,101	12,769	13,172	6,215	-	-	21,870	19,387
Other operating income, internal	1,172	36,081	745	23,988	-37,253	-24,734	-	-
Sum revenue, operating segment	623,527	391,415	336,976	289,303	-128,388	-74,553	886,554	551,727
Commodities, external	-321,884	-285,314	-132,186	-224,087	-	-	-607,198	-356,273
Commodities, internal (between segment)	-79,936	-11,199	-46,578	-3,242	91,135	49,820	-	-
Other external expenses, including personnel costs	-93,953	-72,216	-52,433	-48,966	-	-	-166,169	-101,399
Management fee (between segment)	-36,081	-1,172	-23,988	-745	37,253	24,733	-	-
Depreciation and amortisation of tangible and intangible assets	-35,503	-5,054	-24,283	-5,800	-	-	-40,557	-30,083
Other operating expense	-945	-776	-100	-364	-	-	-1,721	-464
EBITA	90,456	20,717	81,691	11,900	-	-	111,174	93,591
EBITA margin, %	14.8%	6.0%	25.5%	4.6%	-	-	12.9%	17.7%
Operating result	55,226	15,683	57,408	6,100	-	-	70,910	63,508
Operating margin, %	9.0%	4.6%	17.9%	2.4%	-	-	8.2%	12.0%
Segment's assets	1,124,910	177,142	1,053,474	126,718	-36,901	-11,716	1,265,151	1,168,476
Segment's liabilities	579,881	149,070	563,666	110,931	-36,901	-11,716	692,050	662,881

Note 6 Business acquisition

On 1 February 2023 Awardit acquired all shares in Connex Marketing GmbH ("Connex"). The acquisition was made to strengthen Awardit's presence in the DACH region. If the acquisition had been completed 1 January 2022, Connex would have contributed to the group's net revenue for the full year with approximately MSEK 166 and EBITA with approximately MSEK 15. The acquisition as settled with approximately MSEK 82 in cash and equity instruments of approximately MSEK 39. The total purchase price for Connex amounted to approximately MSEK 121. Preliminary acquisition analysis has not yet been completed as the group has not received final determined information from the acquired company.

Note 7 Other operating income

Group	2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	2022-12-31	2021-12-31	2022-12-31	2021-12-31
Translation differences	491	223	1,821	375
Recovered customer losses	-	-	-	10
Rental income	170	142	620	680
Government grant	-479	9,178	751	9,821
Invoiced administration, service, and handling fees	1,462	951	2,553	1,369
Marketing contribution	3,637	645	4,680	1,044
Breakage (expired values)	5,466	3,684	9,913	4,448
Other	746	1,392	1,531	1,641
Total other operating income	11,493	16,214	21,870	19,387

Note 8 Borrowing from credit institutions

As of the end of 2021, Awardit had MSEK 104.2 in long-term debt in total with Swedbank, Danske Bank and Vækstfonden. The loans with Swedbank had been taken out to finance the acquisitions of MBXP, TIC and Prämie Direkt. The loans with Danske Bank and Vækstfonden are reclassified during the year to short-term debt as the loans mature no later than the third quarter of 2023.

On 16 December, Awardit signed a revolving credit facility with Nordea of MSEK 250, of which MSEK 90 has been activated as of 31 December 2022, to settle the loans with Swedbank. The MSEK 90 loan is classified as long-term debt. As of 1 February 2023, the loans with Danske Bank and Vækstfonden are settled in accordance with the agreement with Nordea.

Agreed covenants regarding the revolving credit facility at Nordea are: The Group's net liability/EBITDA measured as a rolling twelve-month value may not exceed 2.50 as of the record date and that the equity/assets ratio measured as a rolling twelve-month value as of the record date may not be less than 25 percent. As of the record date of 31 December 2022, Awardit fulfills the agreed covenants.

Note 9 Other liabilities

The conditional consideration for MBXP falls due for payment no later than 30 working days after the consolidated annual report for 2022 has been approved and is reclassified to short-term debt during the last quarter. As of the 31 December 2022, the book value of the conditional consideration in the Group report was MSEK 113.5 (87.4) and in the Parent Company MSEK 125.6 (115.9). The amounts are discounted and valued at fair value through profit or loss.

Note 10 Share In subsidiaries

Parent Company	2022-12-31	2021-12-31
Opening acquisition value	561,800	189,720
Investment	51	372,080
Closing acquisition value	561,851	561,800

Name	Corporate identity no.	Residence	Capital Share	No of shares	Booked amount	
					2022-12-31	2021-12-31
Rewardit AB	556942-7296	Stockholm, Sweden	100%	7,031	3,110	3,110
Sponsorhuset AB	556831-3109	Gothenburg, Sweden	100%	111,296	12,185	12,185
- Zappa Events AB	556666-3711	Gothenburg, Sweden	99.1%	1,140,000	-	-
Awardit Motivation Service AB	556193-9298	Stockholm, Sweden	100%	4,000	12,140	12,140
Awardit CLS AB	556578-1571	Gothenburg, Sweden	100%	333,757	107,426	107,426
- Crossroads Loyalty Solutions AS	984825846	Notodden, Norway	100%	1,000	-	-
- Crossroads Loyalty Solutions ApS	28988710	Fredriksberg, Denmark	100%	1,000	-	-
- Crossroads Loyalty Solutions Oy	2902604-4	Helsinki, Finland	100%	250	-	-
Retain 24 Sverige AB	556635-5516	Stockholm, Sweden	100%	100,000	41,652	41,652
Market2member AB	556743-0169	Stockholm, Sweden	100%	130,534	13,456	13,456
MBXP ApS	34480389	Copenhagen, Denmark	100%	107,000	130,464	130,464
- Convenient Card AB	556708-0311	Stockholm, Sweden	100%	2,000	-	-
- MBXP Finland ApS (branch)	34480389	Copenhagen, Denmark	100%	0	-	-
- MBXP Norge AS	912557421	Oslo, Norway	100%	1	-	-
- MBXP Sweden AB	556987-9728	Malmö, Sweden	100%	500	-	-
- MBXP Sweden 1 AB	559154-7830	Stockholm, Sweden	100%	50,000	-	-
- Paygoo AB	556885-7576	Stockholm, Sweden	100%	197,768	-	-
- Paygoo AS	916390424	Oslo, Norway	100%	1,000	-	-
The Inspiration Company TIC AB	556580-0561	Stockholm, Sweden	100%	1,000	60,282	60,282
Prämie Direkt GmbH	HRB 4715 PI	Elmshorn, Germany	100%	1	181,136	181,084
Closing balance					561,851	561,800

Note 11 Significant events after the end of the reporting period

- On 1 February 2023, Awardit AB acquired 100 percent of the Austrian loyalty and gift card company Connex Marketing GmbH ("Connex"). The total purchase price is approximately MEUR 10.7, of which MEUR 7.2 was paid in cash and MEUR 3.5 was paid in Awardit shares. The Board have further, in accordance with authorisation from the annual general meeting on 20 May 2022 decided to carry out a non-cash issue of 325,330 shares, at an issue price of SEK 120,493, directed to the two owners of Connex. The share price is based on the average price of Awardit's share during the period 30 December 2022 until 27 January 2023. The total number of shares in Awardit after completed new issue increases from 8,335,518 to 8,660,848, which corresponds to a dilution of approximately 3.8 percent. Connex's turnover for the financial year 2021 was MEUR 12.9 with an EBIT result of MEUR 0.8. The estimated turnover for 2022 is approximately MEUR 15.6 with an EBIT result of at least MEUR 1.4. The Company has 100 employees, mainly based in Wels, Austria.

Key figures - quarterly

	2022				2021			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Net revenue, MSEK ¹	305.0	196.0	193.9	167.4	229.5	126.2	111.3	62.3
Comparable Net revenue, MSEK	267.4	154.7	133.2	87.1	126.0	73.8	82.8	62.3
Gross profit, MSEK	89.7	55.1	63.7	46.6	79.3	39.2	18.7	35.8
Gross margin, %	29.4%	28.1%	32.9%	27.8%	34.5%	31.1%	16.8%	57.5%
EBITA, MSEK	57.6	20.1	27.8	5.7	57.2	15.1	14.2	6.6
EBITA margin, %	18.9%	10.3%	14.3%	3.4%	24.9%	12.0%	12.8%	10.7%
Result for the period, MSEK	26.7	3.2	7.7	-12.4	23.6	1.7	2.1	3.2
Cash flow from operating activities, MSEK	62.0	33.8	2.1	-15.4	56.0	26.4	-46.8	13.1
Quick ratio, %	108%	128%	140%	144%	126%	121%	120%	106%
Equity, MSEK	566.0	530.7	519.8	499.9	505.6	282.2	249.9	154.8
Equity/assets ratio, %	44.7%	50.9%	49.3%	49.5%	43.3%	41.0%	37.1%	58.2%
Number of employees at the end of the period	143	143	135	135	142	99	79	55
Stock data								
EBITA per share, before and after dilution, SEK	6.91	2.42	3.34	0.68	7.35	2.03	2.08	0.99
Earnings per share, before and after dilution, SEK	3.20	0.39	0.92	-1.49	3.02	0.23	0.31	0.47
Cash flow from operating activities per share, SEK	7.4	4.0	0.2	-1.9	7.2	3.5	-6.8	2.0
Equity per share, SEK	67.9	63.7	62.4	60.0	70.2	37.9	36.5	23.0
Average number of shares during the period, thousands	8 336	8 336	8 336	8 336	7 788	7 447	6 842	6 721
Number of shares end of period, thousands	8 336	8 336	8 336	8 336	8 336	7 578	7 378	6 721

¹ The net revenue figures have been adjusted to only include net revenue, previously the entire "total operating income" was included

Alternative key figures - use and reconciliation

In addition to the financial key figures established in accordance with IFRS, Awardit presents financial key figures that are not defined according to IFRS or the Annual accounts act, so-called alternative key figures. The alternative key figures aim to provide supplementary Information that contributes to analysing Awardit's operations and development.

EBITA

EBITA is a measure that Awardit considers relevant to investors, analysts and other stakeholders who want to understand the earnings generation before depreciation of intangible fixed assets. The key figure is an expression of the operating profit before depreciation and write-downs of intangible assets.

Group	2022-10-01	2021-10-01	2022-01-01	2021-01-01
Amounts, TSEK	2022-12-31	2021-12-31	2022-12-31	2021-12-31
Operating profit	45,283	44,389	70,910	63,508
Depreciation and amortisation of intangible assets	12,284	12,839	40,264	29,679
EBITA	57,567	57,228	111,174	93,187

Financial definitions

Key figures	Definition/calculation	Purpose
Result on equity	Result after tax divided by equity	Shows how much profit the shareholders' investments generate. The higher the result, the greater the profitability.
Equity per share	Equity attributed as of the balance sheet date, divided by the number of shares at the end of the period	Shows the owners' proportion of the Company's total equity per share.
Operating result (EBIT)	Operating result before interest and taxes	Shows the profitability of the operational activities.
Operating margin (EBIT margin)	Operating result (EBIT) divided by net revenue	Shows the profitability of the operating activities as a percentage of net revenue.
EBITA	Operating result before interest income and interest expenses, taxes, amortisation and impairment of intangible assets and lease	Shows the business's underlying development.
EBITA margin	EBITA divided by net revenue	Shows the business's underlying development as a percentage of net revenue.
EBITA per share	EBITA divided by the number of shares, based on the average number of shares during the period	Since Awardit is an acquiring company that conducts new issues, and EBITA is the performance measure that best reflects operational development, EBITA development at share level is relevant to follow.
Earnings per share	Result for the period after tax divided by the number of shares, based on the average number of shares during the period. Reported both before and after the effect from dilution.	Earnings per share are used to determine the value of the Company's outstanding shares.
Working capital	Current assets minus current liabilities	Shows the capital needed to finance the operating activities.
Equity/assets ratio (%)	Closing equity divided by the balance sheet total	Shows the proportion of assets that are financed with equity. The assets that are not financed with equity are financed with loans.
Profit margin	Result after tax divided by net revenue	Shows how much of each revenue krona constitutes profit.
Quick ratio (%)	Current assets (excl. Inventory) as a percentage of current liabilities	Shows short-term solvency.
Leverage ratio	Net liabilities divided by total capital (net debt + total equity)	Shows the Company's debt level.
Number of employees	The number of employees in the Group at the end of the period	Shows how many employees, in total, were in the Group as of the balance sheet date, regardless of the form of employment.
Average number of employees	Average number of employees during the period, considering actual time worked.	Shows how many employees, on average, worked within the Group during the period.
Comparable net revenue	Net revenue excluding acquired net revenue for the part of the period to which it is not comparable, i.e. included in the corresponding period of the previous year.	Shows how the organic turnover develops excluding acquired, non-comparable net revenue.

Annual General Meeting 2023

Awardit's Annual General Meeting will be held on 16 May 2023 in Stockholm. All General Meeting documents, including the Annual Report, will be available on the Company's Website no later than three weeks before the General Meeting. The documents will also be available at the Company's head office and can be sent by post to those shareholders who so request and state their postal address.

Proposal for disposition of profit

The board proposes that a dividend of SEK 2.25 (0) per share, a total of approximately MSEK 19.5, be paid for the financial year 2022.

Upcoming reports and Annual General Meeting 2023

24 April 2023	Annual report published on the Company's web site
9 May 2023	Interim report January - March 2023
16 May 2023	Annual General Meeting
15 August 2023	Interim report April - June 2023
2 November 2023	Interim report July - September 2023
20 February 2024	Year-end report 2023

About Awardit

Awardit AB (publ.) helps companies increase their revenue and profitability by implementing and running loyalty programmes, motivation programmes, and gift card programmes aimed at consumer and corporate customers. Awardit assists customers with software platforms on a SaaS basis, content in the form of trading opportunities, and partner networks, as well as networks for third-party distribution of gift cards. The solutions are generally provided on a white label basis, but Awardit also operates several private labels. Awardit is the Nordic region's largest company and platform in the industry.

Awardit has been listed on the Nasdaq First North Growth Market since 2017, which is a so-called Multilateral Trading Facility (MTF).

Other information

This report is issued by the CEO on behalf of the Board of Directors. This interim report has not been subject to review by the Company's auditor.

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Stockholm, 24 February 2023
Awardit AB (publ.)

Erik Grohman
President and CEO

This information is such information that Awardit AB (publ.) is obliged to publish in accordance with the EU Market Abuse Regulation and the Swedish Securities Market Act. The information was submitted, through the CEO's care for publication on 24 February 2023 at 08:00.