

A strengthened result and growing revenues

January - March 2024

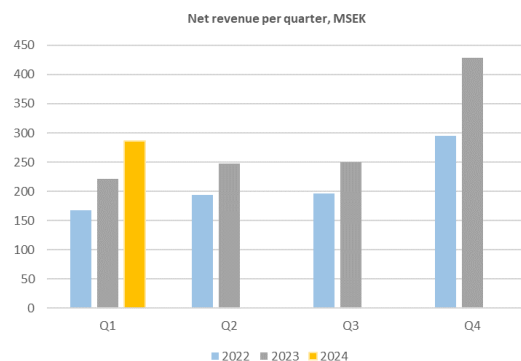
- Net revenue increased by 28.7 percent to MSEK 285.7 (221.9), of which -0.6 percent was organic.
- EBITA result amounted to MSEK 8.9 (7.1).
- EBITA margin amounted to 3.1 (3.2) percent.
- EBITA per share, before and after dilution, amounted to SEK 1.03 (0.83).
- Operating result (EBIT) amounted to MSEK -0.8 (-3.3), and EBIT margin amounted to -0.3 (-1.5) percent.
- Result for the quarter amounted to MSEK -0.4 (-12.6), and earnings per share after tax, before and after dilution, amounted to SEK -0.05 (-1.47).

+28.7%Growth in net revenue
Q1 2024 compared to Q1 2023**+25.1%**Growth in EBITA result
Q1 2024 compared to Q1 2023**3.1%**

EBITA margin Q1 2024

Summary of significant events after the end of the reporting period

- No significant events to report.



Key figures

	Q1 2024	Q1 2023	Full Year 2023	R12m
Net revenue, MSEK	285.7	221.9	1 147.4	1 211.1
Gross margin, %	32.7%	32.0%	33.6%	408.2
Adjusted EBITA, MSEK ¹	13.8	11.5	84.0	82.9
Adjusted EBITA margin, %	4.8%	5.2%	7.3%	6.8%
EBITA, MSEK	8.9	7.1	76.2	78.0
EBITA margin, %	3.1%	3.2%	6.6%	6.4%
Operating profit EBIT, MSEK	-0.8	-3.3	-104.8	-102.2
Operating margin EBIT, %	-0.3%	-1.5%	-9.1%	-8.4%
Quick ratio, %	121.6%	104.3%	131.7%	121.6%
Equity/assets ratio, %	45.9%	42.9%	38.7%	45.9%
Cashflow from operating activities, MSEK	27.1	-18.5	32.3	39.9
EBITA per share, before and after dilution, SEK	1.03	0.83	8.83	9.01
Numbers of employees, end of period	280	250	280	280

¹ Adjusted EBITA is excluding costs relating to the public takeover offer in Q1 2024, as well as acquisition costs in 2023 relating to the acquisitions of Connex and IPO.

A growing business with strengthened result, despite a challenging market

During the first quarter of 2024, Awardit continued to show growth in its core business, and through the latest acquisition, IPO. Net revenue during the quarter increased by 28.7 percent, and amounted to MSEK 285.7 (221.9). Comparable organic net revenue, i.e., excluding IPO for the quarter as a whole and Connex for January, amounted to MSEK 220.7 (221.9). Growth in April has continued to develop in line with the first quarter.

Organic growth during the first quarter in our Loyalty and Giftcards business in the Nordic Region remained positive, with a strong gross margin. We have had several new customers within Giftcards, where we have continued to achieve large economies of scale on our SaaS platform. We also have a continued strong pipeline of potential new customers, and we are positive about being able to continue to drive profitable growth, despite the current challenging market conditions. At the same time, a difficult market in DACH meant organic revenue growth as a whole was not achieved in the quarter, as both Connex and Prämie Direkt delivered negative growth compared to the first quarter of last year.

The Group's EBITA result for the quarter amounted to MSEK 8.9 (7.1). Adjusted for costs related to the public offer of MSEK 4.9, EBITA amounted to MSEK 13.8. The first quarter of the year, as with last year, was negatively affected by the seasonal variations we clearly see in our business, where the first quarter is typically the weakest and the fourth quarter is the strongest. However, the exceptionally high redemption rate of experience products in MBXP that we saw in the first quarter of 2023 has normalised this year, as there were no business deals of an extraordinary nature at the end of 2023 similar to those made in 2022, which strengthened the comparable margin this year. This, together with other measures taken that has resulted in a lower cost base, means that MBXP delivered a better result than in the first quarter of last year. Prämie Direkt also delivered a better result than last year, despite lower sales volumes, mainly due to the fact that the previously announced cost-saving programme for the Group has been carried out according to plan. At the same time, Connex delivered lower results than last year, for the most part due to lower sales

volumes of high-margin products, as well as an exceptionally high breakage (expired values) during the first quarter of last year. In contrast, IPO, which was acquired in November 2023, contributed an EBITA of MSEK 5.5 for the quarter.

A positive effect on the result of MSEK 1.5 (0.9) from breakage materialised during the quarter in the Nordic business area, driven by the continued sales success of Supergift last year.

As for MBXP, the ongoing arbitration is expected to continue during 2024, and we expect that a final ruling will be announced in approximately a year's time. The Board of Directors expects that the costs of pursuing the case will amount to MSEK 7-10, which is estimated to impact the result primarily during the second half of the year, and still views the risk of losing the arbitration case as very small.

Cash and cash equivalents as of 31 March amounted to MSEK 170.2. The reduced cash balance compared to the end of the year is explained by the fact that we closed a term loan of MSEK 90.0 within our existing revolving credit facility during the quarter, and that we invested MSEK 48.7 in short-term financial assets. Changes in working capital during the quarter had a positive impact of MSEK 27.0.

We are well positioned for continued success in both DACH and the Nordic Region. The European market remains fragmented, and there are very good opportunities for further complementary acquisitions. With a solid organic foundation and strong finances, we are well equipped for our continued journey towards becoming the leading player in Europe in full-scale loyalty and giftcards solutions.

Erik Grohman
President & CEO
Awardit AB (publ)

Significant events

During the first quarter

- An Extraordinary General Meeting was held on 17 January, where Simon Damkjær Wille was elected as a Board member until the next Ordinary Annual General Meeting, and it was resolved to adopt instructions for appointment to the Nomination Committee.
- The Danish tax authority began a VAT investigation into MBXP in 2022. An intermediate decision was received in February 2024. Based on this intermediate decision, a reservation of MSEK 6.7 was made, compared to the previously communicated amount of MSEK 33.3. The reservation of MSEK 6.7 is based on the best assessment according to the available information.
- On 25 March, Fayes Investeringar 1 AB ("Fayes"), a company controlled by a consortium consisting of Polaris Equity, Niklas Lundqvist, Samir Taha, and the large shareholders, Filip Engelbert and Jonas Nordlander, (together the "Consortium"), submitted a public takeover offer to the shareholders in Awardit AB (publ) to acquire all outstanding shares in Awardit. The consortium offered the shareholders in Awardit a cash consideration of SEK 132 per share. The offer values the total number of shares in Awardit at MSEK 1 143. As of 25 March 2024, the consortium holds shares in Awardit corresponding to a total of 49.4 percent of the shares and votes in the Company. The acceptance period for the offer began on 26 March 2024 and will end on 17 May 2024.
- In conjunction with the public takeover offer on 25 March, the independent Bid Committee for Awardit AB (publ) recommended the shareholders in Awardit AB (publ) to accept the offer submitted by Fayes Investeringar 1 AB. The Bid Committee of Awardit consists of the independent Board members of Awardit, Peter Borsos and Charlotte Eisner, with Peter Borsos as Chair of the Bid Committee. The Bid Committee has, in accordance with the takeover rules, obtained a valuation statement, a so-called fairness opinion, from Lenner & Partners Corporate Finance AB with regards the offer. The Bid Committee has considered the valuation statement issued by Lenner & Partners, according to which Lenner & Partners believes that the offer is fair from a financial perspective for the shareholders of Awardit. The Bid Committee has also noted that the bid premium may be considered reasonable in relation to the current share price. At the same time, the Bid Committee believes that the long-term fundamental value of the Company may well exceed the offer.

After the end of the reporting period

- No significant events to report.

Financial calendar 2024/2025

16 May 2024	Annual General Meeting
13 August 2024	Interim report, April - June 2024
5 November 2024	Interim report, July - September 2024
20 February 2025	Year-end report 2024

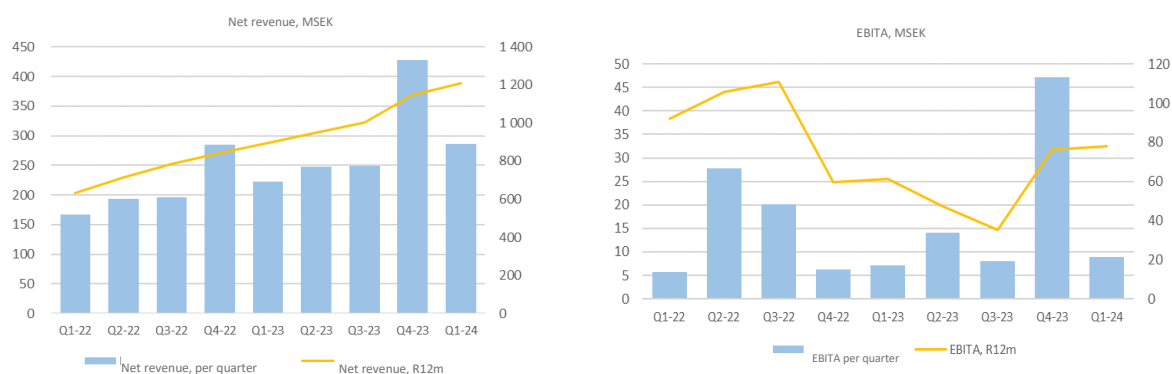
Financial Overview

Net revenue

January - March

Net revenue amounted to MSEK 285.7 (221.9), which corresponds to a growth of 28.7 percent. Organic growth amounted to -0.6 percent.

Net revenue for the Nordic core business, Awardit “core”, which includes all Nordic operations excluding MBXP and TIC, increased by 8.5 percent compared to last year. Our major loyalty customers showed continued growth in both the B2B and B2C sectors. Within the Giftcard business segment, we saw continued positive development of new customers on our SaaS platform, as well as increased sales through new channels. MBXP also showed sales growth compared to the first quarter of last year. In DACH, comparable net revenue was lower than last year in both Connex and Prämie Direkt.



Gross result and operating result (EBIT)

January - March

The gross margin amounted to 32.7 (32.0) percent. The comparable organic gross margin amounted to 32.0 percent.

Other external expenses increased by MSEK 8.1 compared to the corresponding quarter last year. Of this increase, MSEK 5.7 is attributable to acquired operations. During the quarter, other external expenses were charged with costs related to the public bid of MSEK 4.9. Acquisition costs related to Connex Marketing GmbH of MSEK 4.4 were included in the first quarter of last year.

Personnel costs increased by MSEK 13.3 compared to the corresponding quarter last year. The majority of the increase is attributable to acquired operations.

Depreciation and amortisation increased by MSEK 0.6 compared to the corresponding quarter last year. This is due to the fact amortisation of own capitalised development expenditure decreased by MSEK 1.1, and depreciation related to acquired surplus values increased by MSEK 0.4, and depreciation related to tangible fixed assets increased by MSEK 1.3.

The EBITA result amounted to MSEK 8.9 (7.1), which corresponds to an EBITA margin of 3.1 (3.2) percent. IPO, which was acquired in November 2023, contributed positively to the quarter's EBITA result in 2024 with MSEK 5.5. Connex, which was acquired in February 2023, contributed MSEK -0.2 to the EBITA result in January 2024.

The organic EBITA result amounted to MSEK 3.6 (7.1). Adjusted for costs in relation to the public offer in the first quarter 2024 and acquisition costs relating to Connex in the first quarter 2023, the organic EBITA result amounted to MSEK 8.5 (11.5).

The operating result (EBIT) amounted to MSEK -0.8 (-3.3), which corresponds to an EBIT margin of -0.3 (-1.5) percent.

Net financial items and result for the period

January - March

Net financial items amounted to MSEK 2.4 (-8.1). The financial income was positively affected by exchange rate gains of MSEK 5.7 (1.0), as well as interest income of MSEK 2.0 (0.2) and other financial income of MSEK 0.5 (0.7). Financial expenses amounted to MSEK -5.6 (-9.7). Interest costs during the period amounted to MSEK -2.4 (-2.1). Net financial items also consisted of exchange rate losses of MSEK -2.5 (-1.9), as well as other financial expenses of MSEK -0.5 (-0.4). The financial net was negatively affected the previous year by MSEK 5.1 attributable to the discounted debt linked to continued consideration for MBXP.

The result after financial items amounted to MSEK 1.6 (-11.5). The result after tax amounted to MSEK -0.4 (-12.6). Deferred tax affected the result positively after tax by MSEK 2.3 (2.0).

The difference between the result for the period and the comprehensive income for the period amounted to MSEK 11.3 (1.4), and is attributable to translation differences.

Cash flow

January - March

Cash flow from operating activities after changes in working capital amounted to MSEK 27.1 (-18.5). The change in working capital during the first quarter reflects seasonal variations in the business, and that short-term receivables and liabilities decrease.

Cash flow from investment activities amounted to MSEK -52.9 (20.0), of which MSEK -3.5 (-1.7) refers to investments in intangible fixed assets in the form of capitalised development expenditure, MSEK -0.8 (0.0) refers to investments in tangible fixed assets, and MSEK -48.7 (0.0) refers to other short-term investments.

Cash flow from investment activities last year was positive, with MSEK 20.0, which is largely explained by the fact that the acquired company, Connex Marketing GmbH, had an existing cash flow higher than what was paid in cash for the acquisition, as parts were paid with Awardit shares.

Cash flow from financing activities amounted to MSEK -96.2 (65.8). A loan taken out by IPO for MSEK 2.8 was repaid in January, and a drawn term loan of MSEK 90.0 in the existing revolving credit facility was closed in March. In addition, cash flow from financing activities was affected by an amortisation of right-of-use assets of MSEK 3.4.

Balance sheet items, 31 March 2024

Cash and cash equivalents at the end of the period amounted to MSEK 170.2, compared to MSEK 287.7 at the beginning of the year. The quarter's impact on cash and cash equivalents was negative, by MSEK 117.5, which is, for the most part, explained by a closed term loan of MSEK 90.0 in an existing revolving credit facility, investments in short-term investments of MSEK 48.7, and a positive change in working capital during the first the quarter.

Interest-bearing liabilities amounted to MSEK 99.8 (313.1). These mainly consist of bank loans and a leasing liability. The additional purchase price related to MBXP was included in the net liability as of 31 March 2023, but was resolved in full during the fourth quarter of 2023.

The Group's inventory value was MSEK 82.0 (78.4). The increase is due, in its entirety, to the acquisition of IPO whose inventory value was not included in the inventory value as of 31 March 2023, and amounted to MSEK 4.8 as of 31 March 2024.

Share option programme

The Company shall issue a maximum of 250 000 subscription warrants in a series 2022/2025. As of 31 March 2024, 124 650 subscription warrants had been subscribed, out of 250 000. As the price for the subscription warrants is SEK 361.40, there is no dilution effect as options and subscription warrants only have a dilution effect when that would lead to an issue of ordinary shares, which, at present, it would not.

The Company shall issue a maximum of 295 000 subscription warrants in a series 2023/2026. As of 31 March 2024, 59 200 subscription warrants had been subscribed, out of 295 000. As the price for the subscription warrants is SEK 219.40, there is no dilution effect.

The subscription warrants did not initially entail any cost as a valuation of the warrants at fair value using the Black-Scholes valuation model corresponds to the premium the Company received. All outstanding subscription 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 subscription warrants should employment cease.

Employees

The average number of employees in the Group for the quarter was 248 (195). On 31 March 2024, the number of employees totalled 280 (250 as of 31 March 2023). The increase in the number of employees compared to 31 March 2023 is mainly related to the acquisition of IPO, which took place in November 2023.

Parent Company

The Parent Company provides complete solutions for loyalty programmes on a SaaS basis, including trading opportunities and partner networks, based on a proprietary 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 first quarter amounted to MSEK 34.2 (31.5). The result before tax amounted to MSEK 1.7 (3.6). The Parent Company's cash and cash equivalents amounted to MSEK 49.5 (74.4). Equity amounted to MSEK 558.6 (552.6). No significant investments in tangible fixed assets have taken place.

The Parent Company's interest-bearing liabilities were MSEK 79.7 as of 31 March 2024, compared with MSEK 169.6 as of 31 December 2023. The liability consists entirely of utilised credit facilities. The Parent Company has had no significant transactions with related parties, apart from transactions with subsidiaries.

Ownership

Shareholders	Shareholding	Share
Polaris Private Equity Fund V K/S gm Fayes Investeringar 1 AB	2 589 593	29.9%
Niklas Lundqvist	1 023 841	11.8%
Filip Engelbert	471 953	5.4%
Jonas Nordlander	401 952	4.6%
Consensus Asset Management AB	311 700	3.6%
Samir Taha (gm Sultanen Invest AB)	300 000	3.5%
Johan Hagman	287 337	3.3%
Magellan Privatstiftung	292 797	3.4%
S Thorberg Inspiration Investment Ltd	146 331	1.7%
Stefan Marcus Bozzao	135 000	1.6%
Total ten largest owners	5 960 504	68.8%
Other shareholders	2 700 344	31.2%
Total	8 660 848	100.0%

The above reflects the ownership structure as of 31 March 2024

Development by operating segment

Awardit helps companies increase their revenue and profitability by implementing and operating full-scale loyalty programmes ("Loyalty") and gift card solutions ("Giftcards").

Loyalty

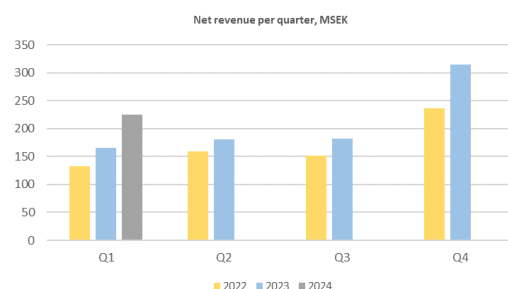
January - March

Net revenue amounted to MSEK 224.5 (165.9), an increase of 35.3 percent. Connex was acquired on 1 February 2023 and IPO on 1 November 2023. Non-organic net revenue within Loyalty, i.e., IPO for the quarter as a whole and Connex for January, amounted in total to MSEK 58.6.

Net revenue in the Nordic loyalty business segment increased compared to last year, while Connex and Prämie Direkt in DACH contributed negative organic net revenue growth.

The EBITA result amounted to MSEK 9.1 (4.2), which corresponded to an EBITA margin of 4.1 (2.5) percent. Non-organic EBITA within Loyalty, i.e., IPO for the quarter as a whole and Connex Loyalty for January, amounted in total to MSEK 6.9. The comparable EBITA result was MSEK 2.2 (4.2). The EBITA result within Loyalty was negatively affected during the first quarter of 2024 by costs of MSEK 4.9 related to the public takeover offer announced on 25 March 2024. The EBITA result last year was negatively affected by acquisition costs of MSEK 4.4 related to Connex Marketing GmbH. Adjusted for this, the EBITA result for the first quarter for Loyalty was MSEK 14.0 (8.6). The organic EBITA result adjusted for costs related to the public takeover offer amounted to MSEK 7.1 (8.6). The strengthened EBITA margin in the first quarter was mainly due to the addition of IPO. The organic EBITA margin for Loyalty is in line with last year.

Group	2024-01-01	2023-01-01	2023-01-01
Amounts, TSEK	2024-03-31	2023-03-31	2023-12-31
Net revenue	224 470	165 932	843 600
EBITA	9 108	4 197	57 226
EBITA margin, %	4.1%	2.5%	6.8%
Operating result	3 322	-845	35 561
Operating margin, %	1.5%	-0.5%	4.2%



Giftcards

January - March

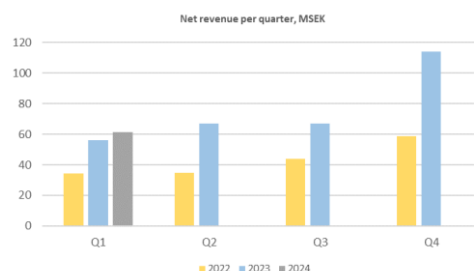
Net revenue amounted to MSEK 61.2 (56.0), an increase of 9.3 percent. Connex was acquired on 1 February 2023. Non-organic net revenue within Giftcards, i.e., Connex for January, amounted to MSEK 6.4.

Net revenue in the Nordic gift card business segment increased compared to last year, while Connex contributed negative organic net revenue growth.

The EBITA result amounted to MSEK -0.2 (2.9), which corresponded to an EBITA margin of -0.4 (5.2) percent.

Non-organic EBITA within Giftcards during the first quarter consisted of Connex for January 2024, and amounted to MSEK -1.6. Comparable organic EBITA amounted to MSEK 1.4 (2.9).

Group	2024-01-01	2023-01-01	2023-01-01
Amounts, TSEK	2024-03-31	2023-03-31	2023-12-31
Net revenue	61 195	55 999	303 815
EBITA	-229	2 903	19 009
EBITA margin, %	-0,4%	5,2%	6,3%
Operating result	-4 165	-2 502	-140 304
Operating margin, %	-6,4%	-4,5%	-46,2%



Consolidated Income Statement

Amounts, TSEK	Note	2024-01-01	2023-01-01	2023-01-01
		2024-03-31	2023-03-31	2023-12-31
Net revenue	3,4	285 665	221 931	1 147 415
Capitalised work for own account		3 484	1 494	6 823
Other operating income	4	1 929	2 326	13 417
Total operating income		291 078	225 751	1 167 655
Operating expenses				
Commodities		-192 279	-151 014	-761 650
Other external expenses		-34 819	-26 696	-130 085
Personnel costs		-50 412	-37 141	-181 183
Depreciation and amortisation of tangible and intangible assets		-13 648	-13 034	-194 530
Other operating expenses		-762	-1 214	-4 951
Total operating expenses		-291 921	-229 098	-1 272 398
Operating result		-843	-3 347	-104 743
Financial income		8 244	1 858	14 759
Financial expenses		-5 626	-9 718	-28 909
Depreciation of investments in Group companies		-	-	128 912
Result from interests in Group and associated companies		-215	-258	-864
Result from financial items		2 404	-8 118	113 898
Result before tax		1 561	-11 464	9 155
Tax		-1 981	-1 101	-3 804
Result for the period		-420	-12 565	5 351
Attributable to:				
The Parent Company's shareholders		-420	-12 565	5 351
Stock data				
Earnings per share before dilution, SEK ¹		-0.05	-1.47	0.62
Earnings per share after dilution, SEK ¹		-0.05	-1.47	0.62
Outstanding shares at the end of the period		8 660 848	8 660 848	8 660 848
Average number of shares during the period		8 660 848	8 534 331	8 629 219

¹ Based on the average number of shares during the period

Consolidated Report of Comprehensive Income

Amounts, TSEK	2024-01-01	2023-01-01	2023-01-01
	2024-03-31	2023-03-31	2023-12-31
Result for the period	-420	-12 565	5 351
Other total result:			
Translation differences	11 276	1 365	-9 102
Comprehensive income for the period	10 856	-11 200	-3 751
Attributable to:			
The Parent Company's shareholders	10 856	-11 200	-3 751

Consolidated Report of Net Financial Items

Amounts, TSEK	2024-01-01	2023-01-01	2023-01-01
	2024-03-31	2023-03-31	2023-12-31
Exchange rate gains	5 698	956	4 919
Interest income	2 044	235	4 813
Other financial income	502	667	5 028
Total financial income	8 244	1 858	14 759
Interest costs	-2 406	-2 093	-7 668
Interest costs, right-of-use assets	-159	-218	-631
Discount, contingent consideration	-	-5 142	-12 197
Exchange rate loss	-2 527	-1 883	-6 566
Other financial expenses	-534	-382	-1 847
Total financial expenses	-5 626	-9 718	-28 909
Depreciaton of investments in Group companies	-	-	128 912
Result from interests in Group and associated companies	-215	-258	-864
Total net financial items	2 404	-8 118	113 898

Consolidated Balance sheet

Amounts, TSEK	Note	2024-03-31	2023-03-31	2023-12-31
Assets				
Fixed assets				
Goodwill		337 846	417 668	331 688
Customer relations		112 145	128 184	114 296
Platform		49 366	62 722	47 145
Brand		70 279	64 747	69 039
Other intangible assets		-	5 074	-
Equipment, tools and fittings		8 584	4 594	8 103
Right-of-use assets		20 279	22 739	22 724
Interests in associated companies		6 927	7 748	7 142
Other financial assets		-	29 575	-
Deferred tax assets		26	25	23
Total fixed assets		605 452	743 075	600 159
Current assets				
Inventory		81 960	78 439	81 992
Advances to suppliers		520	31	172
Accounts receivable		165 167	139 265	294 593
Current tax receivable		9 862	6 701	6 555
Other receivables		33 004	81 853	41 551
Prepaid expenses and accrued income		21 486	11 671	15 052
Other short-term receivables		79 110	-	27 820
Cash and cash equivalents		170 187	324 486	287 717
Total current assets		561 296	642 447	755 452
TOTAL ASSETS		1 166 748	1 385 522	1 355 611

Consolidated Balance Sheet (cont.)

Amounts, TSEK	Note	2024-03-31	2023-03-31	2023-12-31
EQUITY	5			
Equity that can be attributed to the Parent Company's owners				
Share capital		866	866	866
Other contributed capital		479 705	477 730	479 366
Translation differences		29 572	32 396	18 297
Earned results, including result for the year		25 526	82 996	26 285
Total Equity		535 669	593 989	524 814
LIABILITIES				
Long-term liabilities				
Advances from customers		66 759	-	64 233
Loans from credit institutions	6	79 671	169 237	170 000
Liabilities relating to right-of use assets		8 128	13 205	9 953
Other long-term liabilities		24 567	2 868	17 273
Deferred tax liabilities		55 718	61 949	56 091
Other provisions		2 022	3 609	1 605
Total long-term liabilities		236 864	250 868	319 268
Short-term liabilities				
Loans from credit institutions		-	-	2 581
Liabilities relating to right-of-use assets		11 657	10 494	12 229
Advances from customers		105 052	122 959	105 693
Accounts payables		149 295	142 945	240 778
Current tax liabilities		15 172	16 218	23 484
Other liabilities		32 329	201 420	45 958
Accrued expenses and prepaid income		80 709	46 630	80 805
Total short-term liabilities		394 215	540 666	511 529
TOTAL LIABILITIES AND EQUITY		1 166 748	1 385 522	1 355 611

Consolidated Cash Flow Statement

Amounts, TSEK	Note	2024-01-01	2023-01-01	2023-01-01
		2024-03-31	2023-03-31	2023-12-31
Cash flow from operating activities				
Operating result		-843	-3 347	-104 743
Adjustment for non-cash items				
- Reversal of depreciations		13 648	13 034	194 530
- Other items not affecting cash		-2 090	-5 246	-17 282
Interest received		2 044	1 228	4 813
Interest paid		-1 677	-1 694	-8 449
Paid tax		-10 954	-8 289	-22 557
Cash flow from operating activities before changes in working capital		128	-4 313	46 311
<u>Changes in working capital</u>				
Increase/decrease in inventory and work in progress		1 623	4 356	4 898
Increase/decrease in other current receivables		139 256	164 187	98 945
Increase/decrease in other short-term liabilities		-113 928	-182 714	-117 141
Total change in working capital		26 951	-14 171	-13 298
Total cash from operating activities		27 079	-18 484	33 014
Cash flow from investing activities				
Investment in intangible fixed assets		-3 484	-1 698	-6 823
Investment in tangible fixed assets		-779	-	-57
Investment in business acquisitions		-	21 650	-27 085
Investment in financial assets		-48 679	-	-
Total cash flow from investing activities		-52 943	19 952	-33 965
Cash flow from financing activities				
Stock options		-	-	1 635
Amortisation of liabilities		-96 208	-14 224	-106 829
Loans	6	-	80 000	160 000
Paid dividend to shareholders		-	-	-19 487
Total cashflow from financing activities		-96 208	65 776	35 319
Change in cash and cash equivalents		-122 072	67 244	34 368
Cash and cash equivalents at start of period		287 717	257 092	257 092
Exchange rate differences in cash and cash equivalents		4 542	151	-3 741
Cash at end of period		170 187	324 486	287 717

Consolidated Statement of Changes in equity, summary

Amounts, TSEK	2024-03-31	2023-03-31	2023-12-31
Equity at the beginning of the period	524 814	565 989	507 217
Dividend	-	-	-19 487
Non-cash issue	-	39 200	39 200
Stock options	-	-	1 635
Comprehensive income for the period	10 856	-11 200	-3 751
Equity at the end of the period	535 669	593 989	524 814
Equity attributable to:			
The Parent Company's shareholders	535 669	593 989	524 814
Number of outstanding shares at the beginning of the period	8 660 848	8 335 518	8 335 518
Non-cash issue	-	325 330	325 330
Number of outstanding shares at the end of the period	8 660 848	8 660 848	8 660 848

Parent Company Income Statement

Amounts, TSEK	2024-01-01	2023-01-01	2023-01-01
	2024-03-31	2023-03-31	2023-12-31
<i>Operating income</i>			
Net revenue	34 178	31 529	159 850
Capitalised work for own account	-	1 399	2 869
Other operating income	930	830	2 411
Total operating income	35 109	33 759	165 130
<i>Operating expenses</i>			
Commodities	-22 233	-20 766	-102 612
Other external expenses	-12 952	-6 883	-27 419
Personnel costs	-41	-18	-294
Depreciation and amortisation of tangible and intangible assets	-384	-320	-1 439
Other operating expenses	-74	-287	-538
Total operating expenses	-35 684	-28 274	-132 302
Operating result	-576	5 485	32 828
Other interest income and similar items	2 503	1 592	7 222
Results from shares in Group companies	-	-	5 248
Interest expenses and similar result items	-271	-3 518	-13 366
Result from financial items	2 232	-1 926	-896
Result before tax	1 656	3 558	31 932
Tax	-342	-733	-6 588
Result for the period	1 314	2 825	25 344

Parent Company Balance Sheet

Amounts, TSEK	Note	2024-03-31	2023-03-31	2023-12-31
ASSETS				
Fixed assets				
Intangible assets				
Capitalised development costs		6 193	6 226	6 577
Total intangible assets		6 193	6 226	6 577
Financial fixed assets				
Interests in Group companies	7	563 680	687 162	563 680
Receivables from Group companies		53 313	28 762	51 364
Total financial fixed assets		616 993	715 924	615 043
Total fixed assets		623 185	722 150	621 620
Current assets				
Current receivables				
Inventory		41	-	243
Accounts receivables		23 474	26 302	40 868
Receivables from Group companies		51 803	37 460	32 166
Current tax receivables		-	397	-
Other receivables		2 071	2 367	-
Prepaid expenses and accrued income		8 257	5 173	6 270
Total current receivables		85 645	71 699	79 547
Cash and cash equivalents		49 521	74 376	156 626
Total current assets		135 165	146 075	236 173
TOTAL ASSETS		758 350	868 226	857 793

Parent Company Balance Sheet (cont.)

Amounts, TSEK	Note	2024-03-31	2023-03-31	2023-12-31
EQUITY AND LIABILITIES				
Equity				
Restricted Equity				
Share capital		866	866	866
Fund for development expenditure		3 660	2 643	3 401
Total restricted Equity		4 526	3 509	4 267
Unrestricted Equity				
Premium fund		472 011	470 376	472 011
Retained earnings		80 753	75 913	55 668
Result for the period		1 314	2 825	25 344
Total unrestricted Equity		554 078	549 115	533 023
Total Equity		558 604	552 623	557 290
Long-term liabilities				
Liabilities to credit institutions		79 671	169 237	169 552
Total long-term liabilities		79 671	169 237	169 552
Short-term liabilities				
Advances from customers		-	370	-
Accounts payables		7 054	6 002	7 624
Liabilities to Group companies		100 661	3 424	108 388
Current tax liabilities		1 492	861	2 928
Other liabilities		360	128 205	2 356
Accrued expenses and prepaid income		10 510	7 504	9 655
Total short-term liabilities		120 076	146 366	130 952
TOTAL LIABILITIES AND EQUITY		758 350	868 226	857 793

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 2023, 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.

New accounting principles for 2024 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 to some extent affected by seasonal variations. The fourth quarter has historically had the highest revenues in all parts of the Group, as sales are positively affected by Christmas shopping. The first quarter's profitability is negatively affected, mainly in MBXP, by the high percentage of sales of private label gift cards in December, 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 should be viewed as a normalised seasonal variation.

Transactions with related parties

According to the resolution of the Annual General Meeting, no transactions have taken place with related parties other than the payment of salaries and other remuneration to the company management and board fees.

Significant risks and uncertainties

Awardit's significant risks and uncertainty factors are described in the Annual Report for 2023, on pages 15-16 and pages 53-57.

Note 3 Operating segments

As of 2023, the Group will monitor operations in the Loyalty and Giftcards business segments. Where MBXP, Retain24 and parts of Connex are part of the Giftcards business segment, other companies are part of the Loyalty business segment.

Group	Loyalty		Giftcard		Elimination		Total	
	2024	2023	2024	2023	2024	2023	2024	2023
Net revenue, external	224 470	165 932	61 195	55 999		-	285 665	221 931
Net revenue, internal (between segments)	2 850	1 359	3 689	3 244	-6 539	-4 597	-	-
Net revenue	227 320	167 285	64 884	59 243	-6 539	-4 597	285 665	221 931
EBITA	9 108	4 197	-229	2 903			8 879	7 100
EBITA-margin, %	4,1%	2.5%	-0,4%	5.2%			3.1%	3.2%
Operating result	3 322	-845	-4 165	-2 502			-843	-3 347
Operating margin, %	1,5%	-0.5%	-6,4%	-4.5%			-0.3%	-1.5%

Distribution of Income

Group Amounts, TSEK	Loyalty		Giftcard		Total	
	2024	2023	2024	2023	2024	2023
Products	196 621	153 321	55 461	19 329	252 082	172 651
Services	27 849	12 611	5 734	36 670	33 583	49 281
Sum net revenue	224 470	165 932	61 195	55 999	285 665	221 931

Note 4 Other operating income

Group Amounts, TSEK	2024-01-01	2023-01-01	2023-01-01
	2024-03-31	2023-03-31	2023-12-31
Translation differences	175	617	4 247
Recovered bad debts	-	-	121
Rental income	354	240	1 345
Government grants	218	225	1 076
Invoiced administration, service, and handling fees	2	320	732
Marketing contribution	-	390	1 248
Other	1 180	534	4 648
Total other operating income	1 929	2 326	13 417

Note 5 Equity

As of 31 March 2024, the Group's equity amounted to MSEK 535.7 (594.0), which corresponds to SEK 61.9 (68.6) per share.

Change in number of shares and share capital:

	No. of shares	Share capital, SEK
Opening balance 2024-01-01	8 660 848	866 085
Closing balance 2024-03-31	8 660 848	866 085

Note 6 Loans from credit institutions

Parent Company Amounts, TSEK	2024-03-31	2023-03-31	2023-12-31
Nordea	79 671	169 237	170 000
Total loans from credit institutions	79 671	169 237	170 000

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 March 2024, Awardit fulfils the agreed covenants.

The Group has MSEK 170 in unutilised credit in the revolving credit facility, including unused overdraft facilities with Nordea.

Note 7 Shares in subsidiaries

Parent Company Amounts, TSEK	2024-03-31	2023-03-31	2023-12-31
Opening acquisition value	563 680	561 851	561 851
Investment	-	125 311	125 493
Depreciation	-	-	-123 664
Closing acquisition value	563 680	687 162	563 680

The Parent Company holds shares in the following subsidiaries and step-down subsidiaries:

Name	Corporate identity no.	Residence	Capital Share	No of shares	Booked amount	
					2024-03-31	2023-12-31
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	-	-
- IPO PrämienServices GmbH	HRB-106578	Wiengarten, Germany	100%	2	-	-
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	6 800	6 800
- Convenient Card AB	556708-0311	Stockholm, Sweden	100%	2 000	-	-
- MBXP Finland ApS (filial)	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	181 136
Connex Marketing GmbH	FN 135472 z	Wels, Austria	100%	1	125 492	125 492
- Connex Loyalty GmbH	FN 223134 p	Wels, Austria	100%	-	-	-
- Connex Deutchland GmbH	HRB 79879	Frankfurt, Germany	100%	-	-	-
- Connex CEE s.r.o.	35938137	Bratislava, Slovakia	100%	-	-	-
Closing balance					563 680	563 680

Note 9 Significant events after the end of the reporting period

- No significant events to report.

Key figures - quarterly

	2024	2023				2022		
	Q1	Q4	Q3	Q2	Q1	Q4 ¹	Q3	Q2
Net revenue, MSEK	285.7	428.1	249.5	247.9	221.9	295.0	196.0	193.9
Comparable net revenue, MSEK	220.7	292.8	209.2	200.7	192.9	257.3	154.7	133.2
Gross profit, MSEK	93.4	154.8	77.7	82.4	70.9	78.5	55.1	63.7
Gross margin, %	32.7%	36.2%	31.1%	33.2%	32.0%	26.6%	28.1%	32.9%
EBITA, MSEK	8.9	47.2	7.9	14.0	7.1	31.9	20.1	27.8
EBITA-margin, %	3.1%	11.0%	3.2%	5.6%	3.2%	10.8%	10.3%	14.3%
Result for the period, MSEK	-0.4	24.7	1.0	-7.8	-12.6	1.0	3.2	7.7
Cash flow from operating activities, MSEK	27.1	16.1	15.6	19.8	-18.5	62.0	33.8	2.1
Quick ratio, %	121.6%	133.0%	115.5%	91.6%	104.3%	97.1%	127.6%	140.4%
Equity, MSEK	535.7	524.8	574.2	586.5	594.0	507.2	530.7	519.8
Equity/asset ratio, %	45.9%	38.7%	46.5%	44.6%	42.9%	40.3%	50.9%	49.3%
Number of employees at the end of the period	280	280	256	251	250	143	143	135
Share data								
EBITA per share before and after dilution, SEK	1.03	5.45	0.92	1.62	0.83	3.82	2.42	3.34
Earnings per share before and after dilution, SEK	-0.05	2.86	0.11	-0.90	-1.47	0.12	0.39	0.92
Cash flow from operating activities per share, SEK	3.1	1.9	1.8	2.3	-2.2	7.4	4.0	0.2
Equity per share, SEK	61.8	60.6	66.3	67.7	69.6	58.6	63.7	62.4
Average number of shares during the period, thousands	8 661	8 661	8 661	8 661	8 534	8 336	8 336	8 336
Number of shares end of period, thousands	8 661	8 661	8 661	8 661	8 661	8 336	8 336	8 336

¹ Key figures for 2022 have been recalculated based on the correction of errors related to the internal audit of MBXP.

Alternative key figures – use and reconciliation

In addition to the key figures established in accordance with IFRS, Awardit presents figures that are not defined according to IFRS or the Swedish 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 amortisation of intangible assets.

Group	2024-01-01	2023-01-01	2023-01-01
Amounts, TSEK	2024-03-31	2023-03-31	2023-12-31
Operating result	-843	-3 347	-104 743
Depreciation and amortisation of intangible assets	9 722	10 447	180 978
EBITA	8 879	7 100	76 235

Adjusted EBITA

Adjusted EBITA is a measure according to the definition above, but is adjusted for irregular costs which, for Awardit, consist of costs related to the public offer during the first quarter of 2024, as well as acquisition costs.

Group	2024-01-01	2023-01-01	2023-01-01
Amounts, TSEK	2024-03-31	2023-03-31	2023-12-31
EBITA	8 879	7 100	76 235
Costs related to the public offer	4 901	-	-
Acquisition costs	-	4 441	7 822
Adjusted EBITA	13 780	11 541	84 057

Net liabilities

The Group believes that the key figure is relevant as a supplement for readers of the financial reports in order to assess the possibility of dividends, to carry out strategic investments, and to assess the Group's ability to live up to financial commitments. The key figure is an expression of how large the financial leverage is within the Company in absolute terms, after a deduction for cash and cash equivalents.






Group	2024-03-31	2023-03-31	2023-12-31
Amounts, TSEK			
Long-term interest-bearing liability	77 779	182 442	179 953
Short-term interest-bearing liability	11 657	130 703	14 810
Sum interest-bearing liability	99 456	313 145	194 764
Cash and cash equivalents	-170 187	-324 486	-287 717
Net liability (+)/-receivable (-)	- 70 731	-11 341	-92 954

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 costs, 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 SEK 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.

This is Awardit

Awardit in brief

-  Market leader in full-scale loyalty programmes and gift card solutions, with a wide range of offers for all needs.
-  Offices in Stockholm (HQ), Gothenburg, Copenhagen, Elmshorn (Germany), Weingarten (Germany) and Wels (Austria).
-  Founded in 1999.
-  280 employees as of 31 March 2024.
-  12 acquisitions completed since listing on Nasdaq First North Growth Market in December 2017.

Business concept



Awardit helps companies increase their revenue and profitability by implementing and operating full-scale loyalty programmes ("Loyalty") and gift card solutions ("Giftcards"). Revenues from the parts of the business that are primarily aimed at consumers make up the B2C sector, and the others make up the B2B sector. Awardit acts as, among other things, a bank for digital point currencies, and provides everything from proprietary, stand-alone loyalty programmes to complex coalition programmes, with hundreds of partners and clearing transactions between them.

By offering turnkey solutions on a SaaS basis, start-up and operating costs can be kept low. Awardit also offers strategic and operationally oriented services, aimed at maximising the value of the programme. From the customer's perspective, Awardit is a one-stop-shop that assists with strategy for the programme, technical operation on a SaaS basis, implementation and operational service, for example trading with point redemption products, partner network, data analysis and campaign execution, all with the aim of maximising the benefit of the programme and reducing the burden on the customer's organisation.

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

Business model

Attractive offers that provide long-term value creation for Awardit's customers.

 Loyalty	Revenue within Loyalty consists of set-up charges, monthly fees, sales of points and products, loyalty marketplace and expert services. Within Loyalty, revenue can also come about via partnerships. This revenue consists of commissions, sales of points, and promotional fees.
 Giftcards	Revenue within Giftcards consists of set-up charges, monthly fees, charging fees, commissions, breakage (private labels) and expert services.

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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