

## PRESS RELEASE

FOR IMMEDIATE RELEASE

### Infomedia increased both revenue and earnings in 2017

#### Copenhagen March 22., 2018

With a result of 1.2 million EUR in profit before tax, compared to 0.3 million EUR the previous year, Infomedia has in 2017 realized their best result since 2013. The 2017 revenue increased with 0.4 million EUR to 18.6 million EUR which was a key contributor to the results along with the effects of digitization and efficiency projects implemented in the organization during 2016 and 2017.

Revenue growth in 2017 is a result of successful investment in new products, concepts and partnerships within social media, media analysis and consulting. The new initiatives have resulted in broader client base across the Nordic region.

These positive results reflect the company's continued investments in technology, computing and competencies for the development of Media Research and Media Intelligence. It supports Infomedia's core objective: to deliver insights that provide our clients with the optimal foundation for strategic decisions in an increasingly complex media and communications world.

*"The consumption of news has exploded in recent years, and in addition to the traditional media channels, new digital channels are gaining momentum resulting in an increased client demand for ongoing analyzes and insight deliveries in relation to their communications and branding efforts. Infomedia delivers this better than anyone,"* says CEO Thomas Vejlemand.

Infomedia has transformed itself from delivering traditional media monitoring to today being a media intelligence company with strong monitoring, analysis and insight capabilities across the entire media landscape; both print, online, radio, television and social media.

*"Investments in technology has been crucial for increasing profitability and thus it is the foundation for the positive development of the business. At the same time, these changes have brought about a new-found start-up attitude within the organization which is key in driving our innovation and growth,"* says Thomas Vejlemand.

Infomedia's ambitions reaches much further and recently they acquired the Norwegian web-crawling company Opoint Technology thus becoming the leading global provider of online news content. This acquisition provides many new opportunities for the company looking forward:

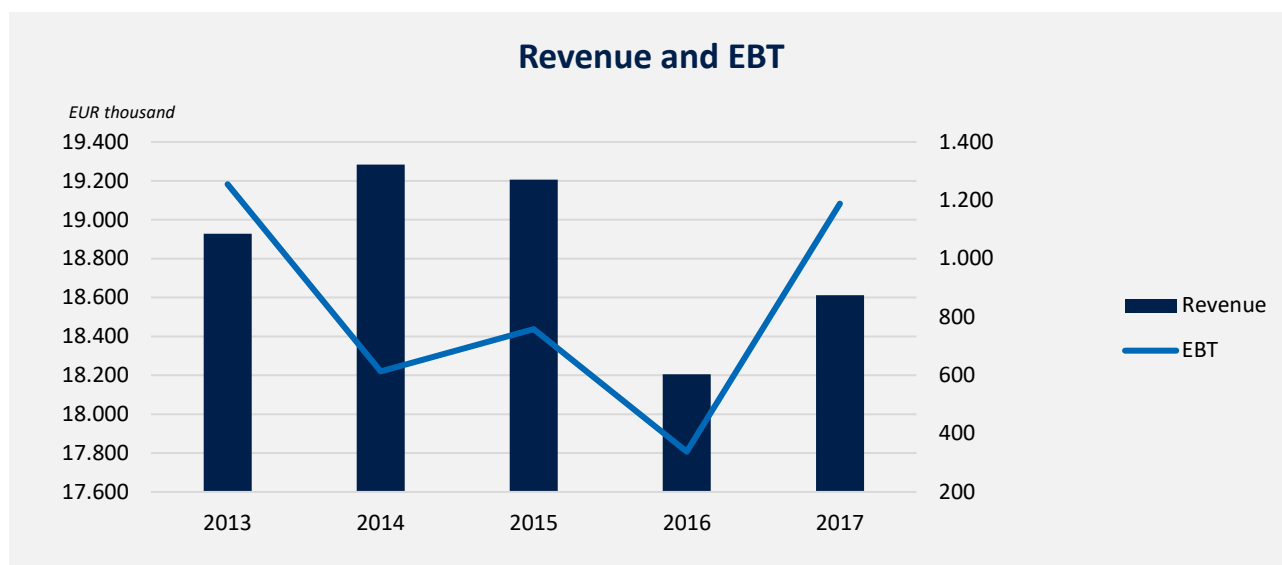
*"The combination of our own solutions and access to the largest amount of media data and strong partnerships in social media surveillance, enables Infomedia to deliver new strong solutions and insights that focus on the coherence and impact across editorial media, digital news and social media, both locally as well as globally,"* states Thomas Vejlemand.



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### Key Figures:

EUR thousand	2017	2016	2015	2014	2013
Revenue	18.612	18.205	19.206	19.284	18.928
Gross profit	10.524	10.481	11.195	11.761	11.649
Operating profit	1.058	244	748	488	1.179
Profit before tax (EBT)	1.188	338	758	613	1.255
Equity	2.753	1.831	1.595	1.033	3.099



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### About Infomedia

Infomedia A/S is a media intelligence company, who is leading in media monitoring and media analysis across print, web, broadcast and social media in Denmark and the Nordics. The company is based in Copenhagen and has offices in Oslo and Stockholm, a development team in St. Petersburg and a production team in Chennai, India. The company was established in 2003 and is owned 50/50 by the two media companies JP/Politiken and Berlingske Media.

Chairman of the Board: Stig Ørskov, JP/Politikens Hus

CEO: Thomas Vejlemand, Infomedia A/S



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Insight for Impact