



Annual General Meeting 2015

Fredrik Tumegård, CEO

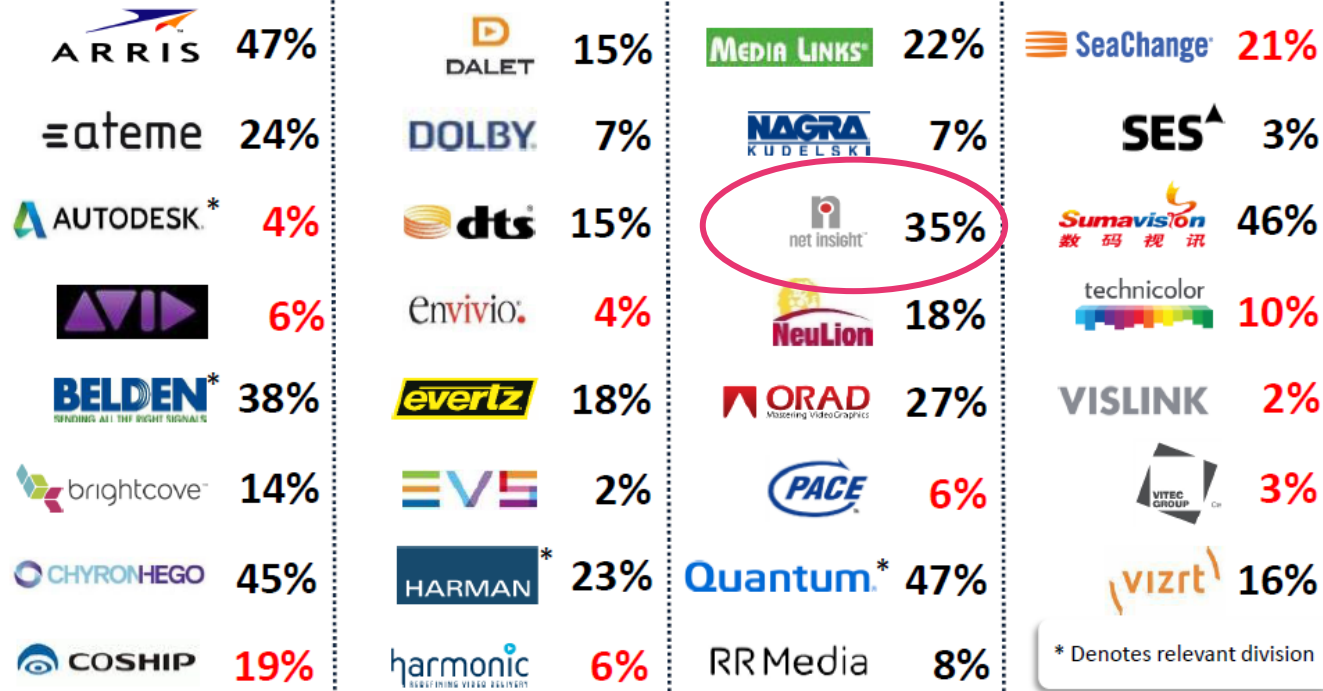
Net Insight grew faster than the overall market

Performance of Selected Vendors



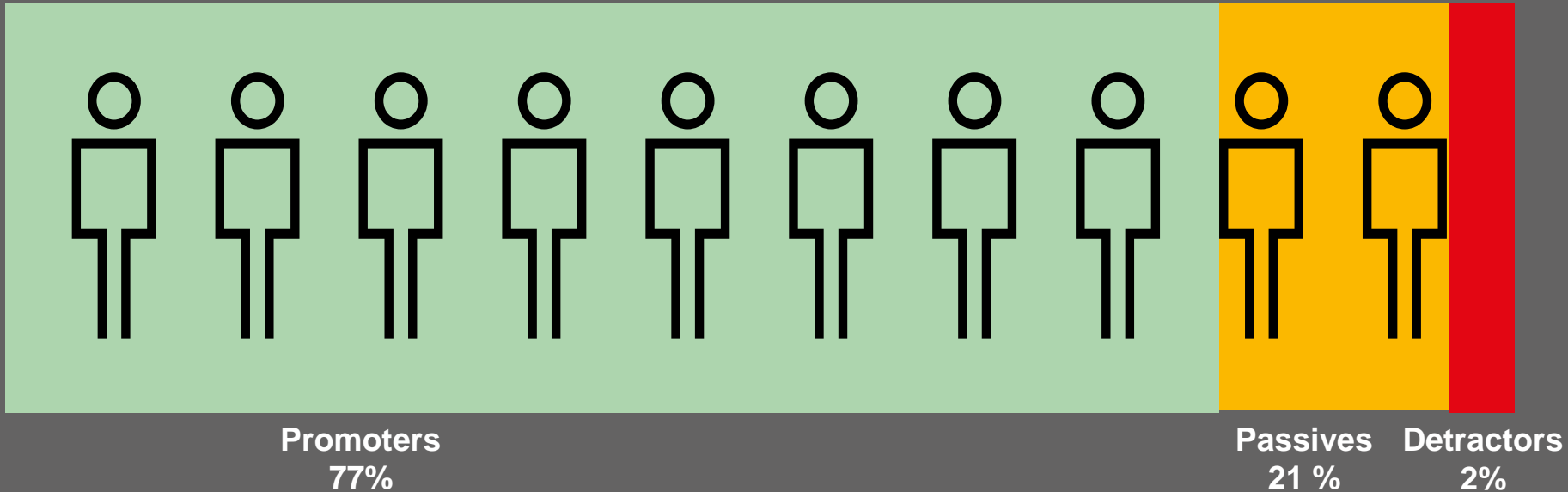
Last Twelve Months Revenue Growth / Decline

(Source: Company Filings)



* Denotes relevant division

77% of Net Insights customers are highly likely to recommend Net Insight to someone they know



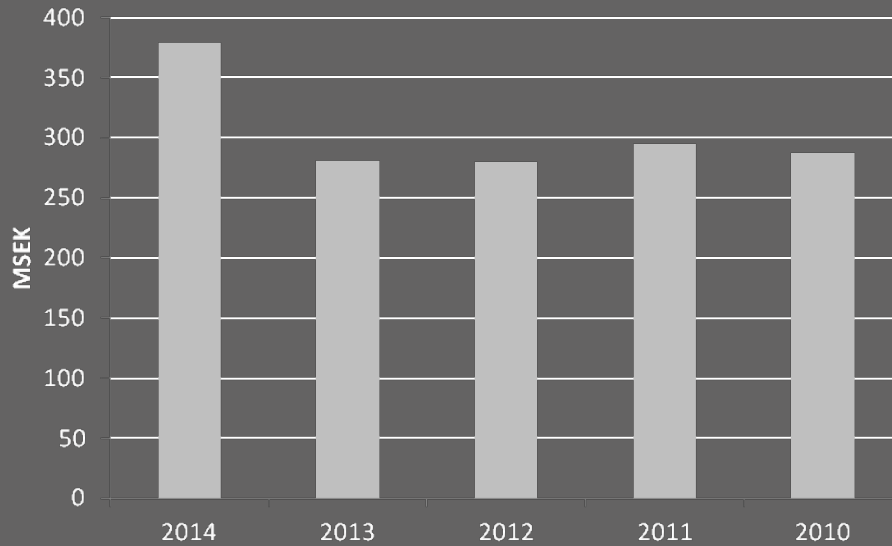
cNPS 75

Benchmark= 25*

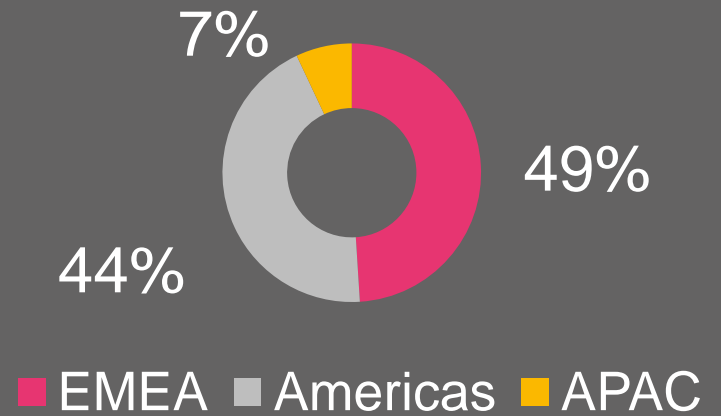
* Benchmark refers to cNPS based on input from 30 000 responses from 11 companies

SALES 2014

NET SALES 379.1 MSEK



SALES DISTRIBUTION SEGMENTS



BUSINESS AREAS SALES 2014

Broadcast &
Media Networks



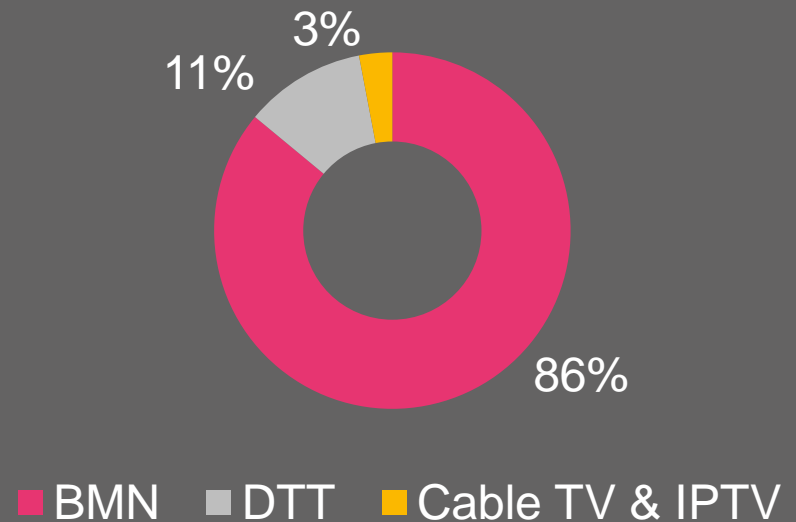
Digital Terrestrial
Networks



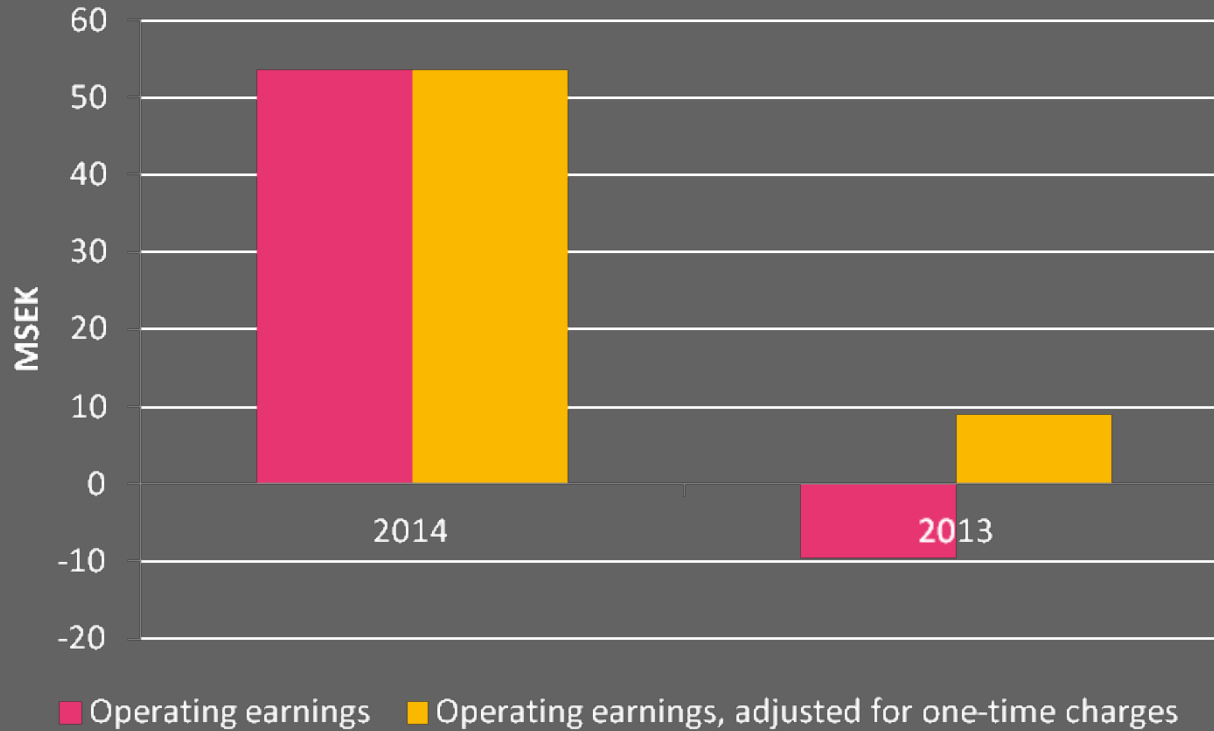
Cable TV & IPTV



SALES DISTRIBUTION BUSINESS AREAS



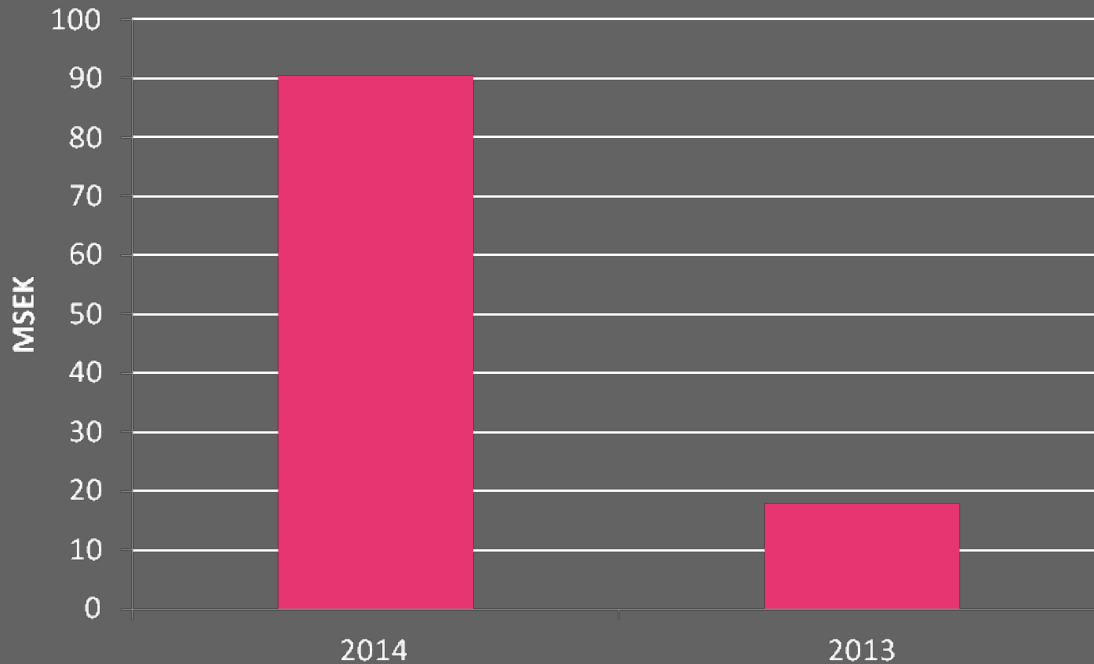
OPERATING EARNINGS 2014



Operating Earnings of 53.6 MSEK (-9.7)

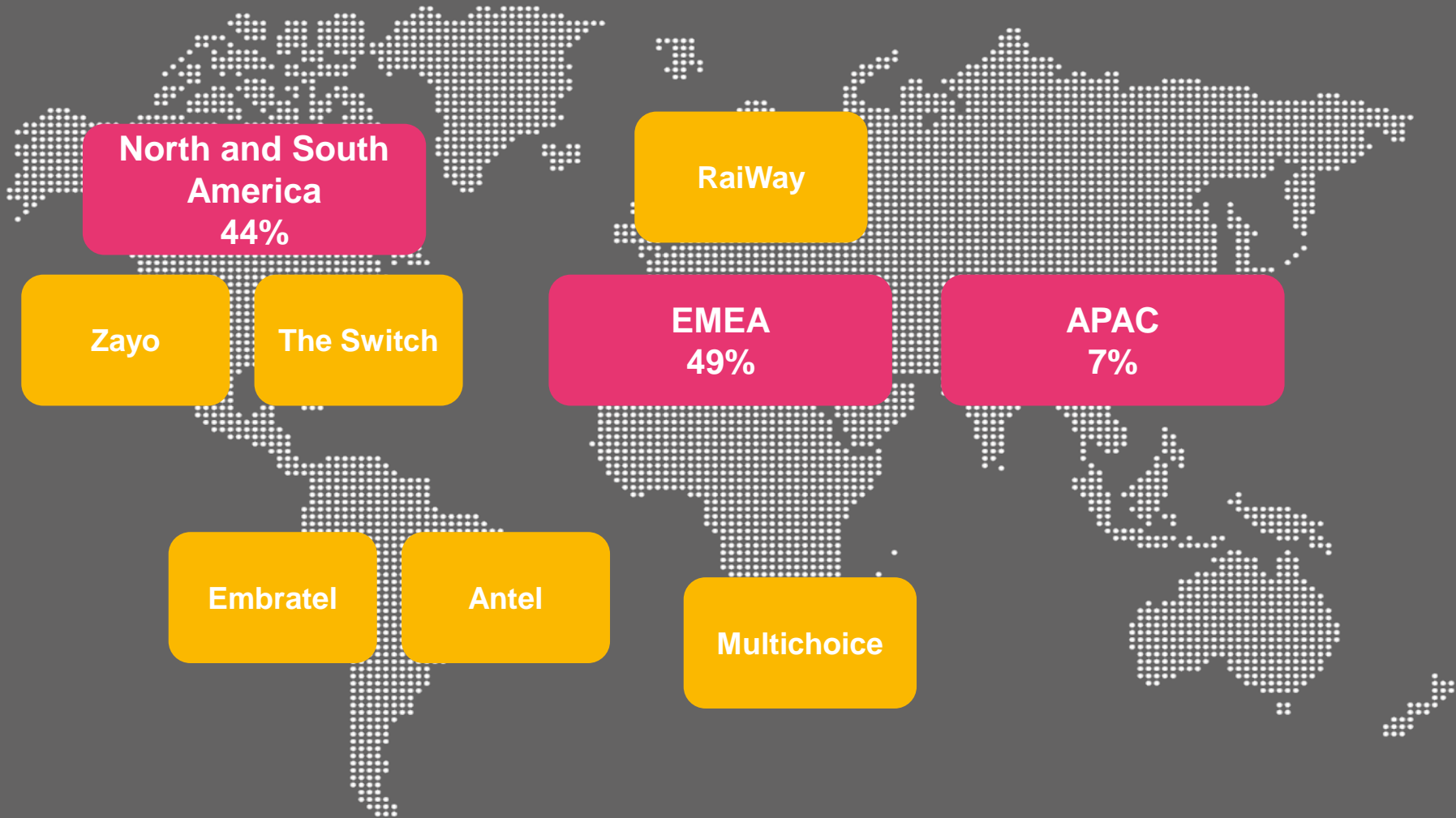
CASH FLOW 2014

Total Cash Position 294.3 MSEK

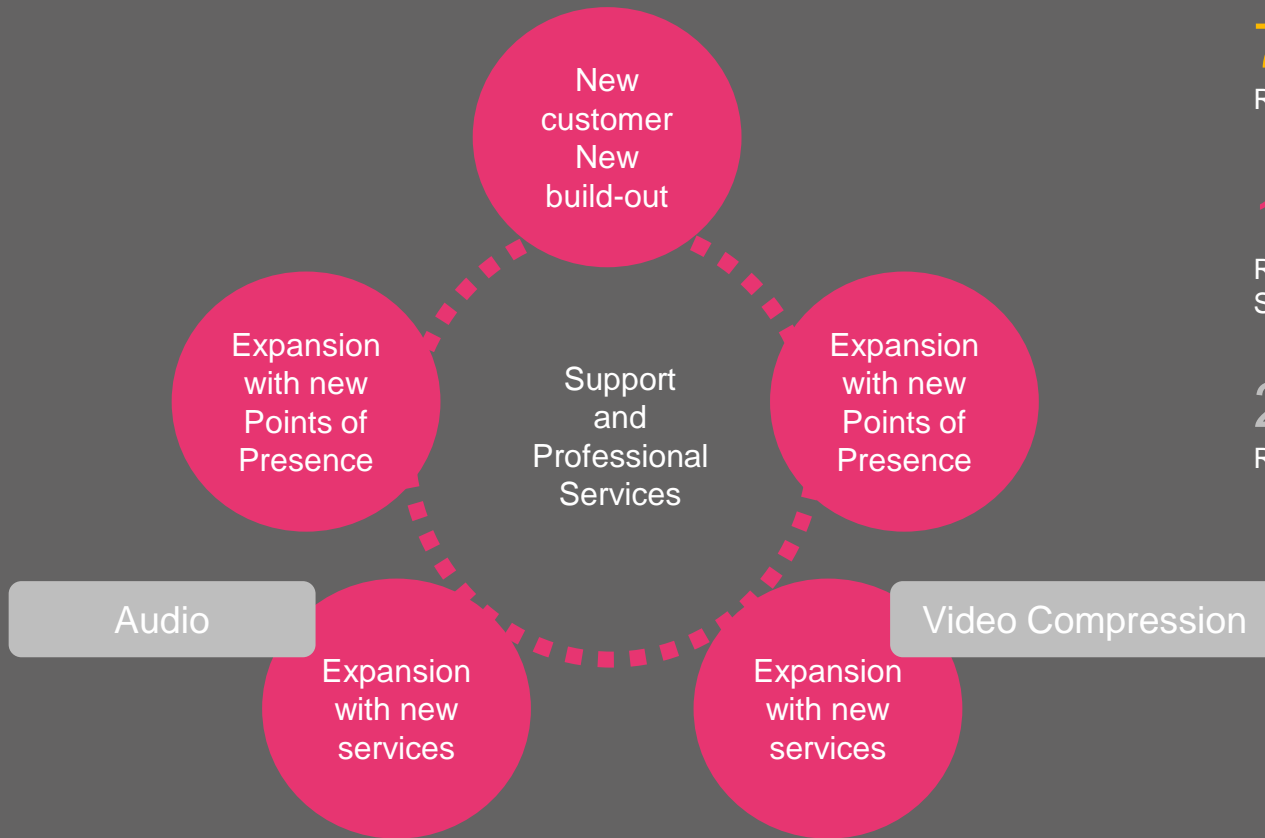


Total Cash Flow of 90.6 MSEK (17.9)

Key Business 2014



Customer Purchasing Pattern



75%

Revenue from repeat customers*

16%

Recurring revenue from Support

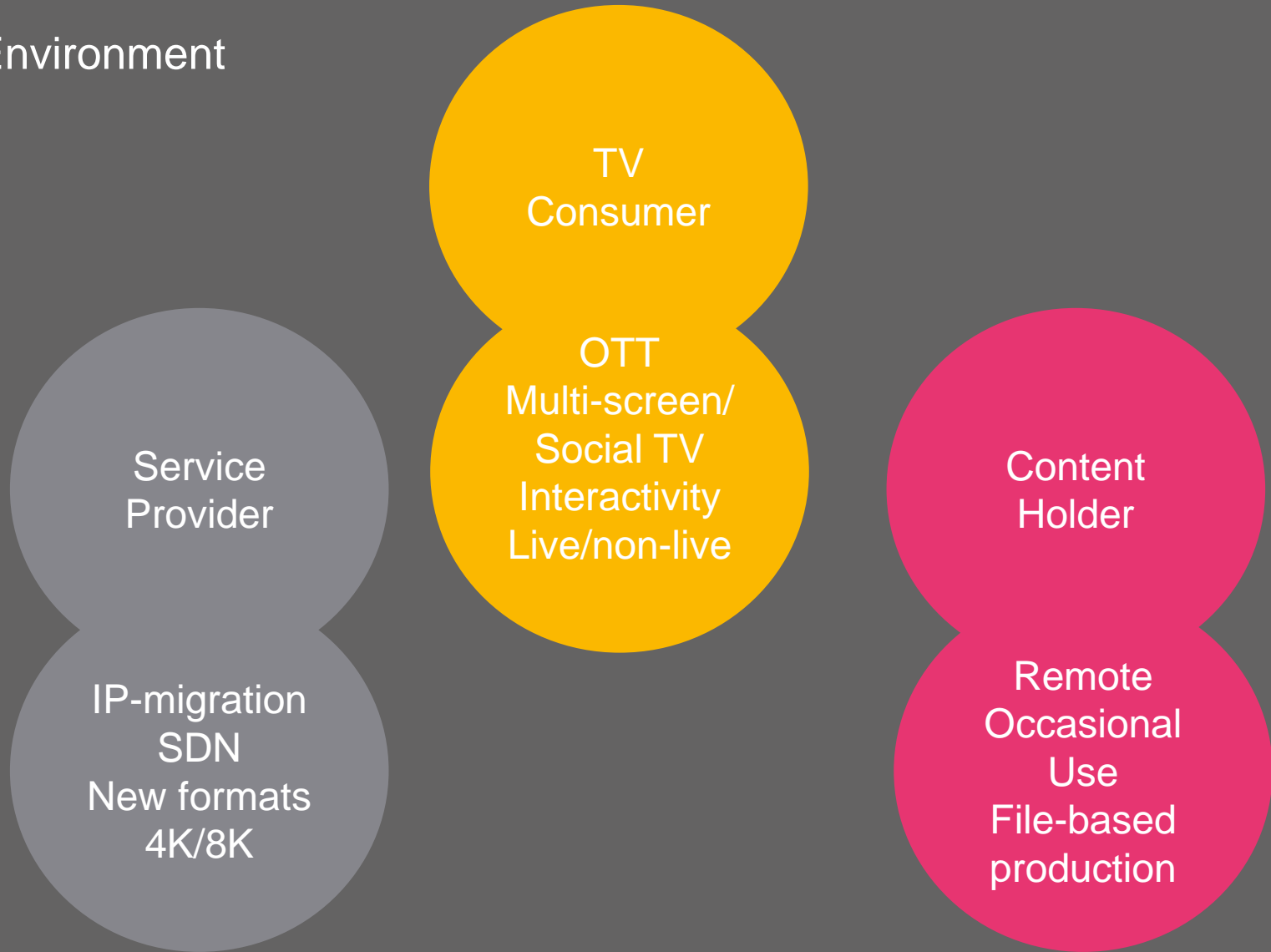
20%

Revenue from Software Licenses

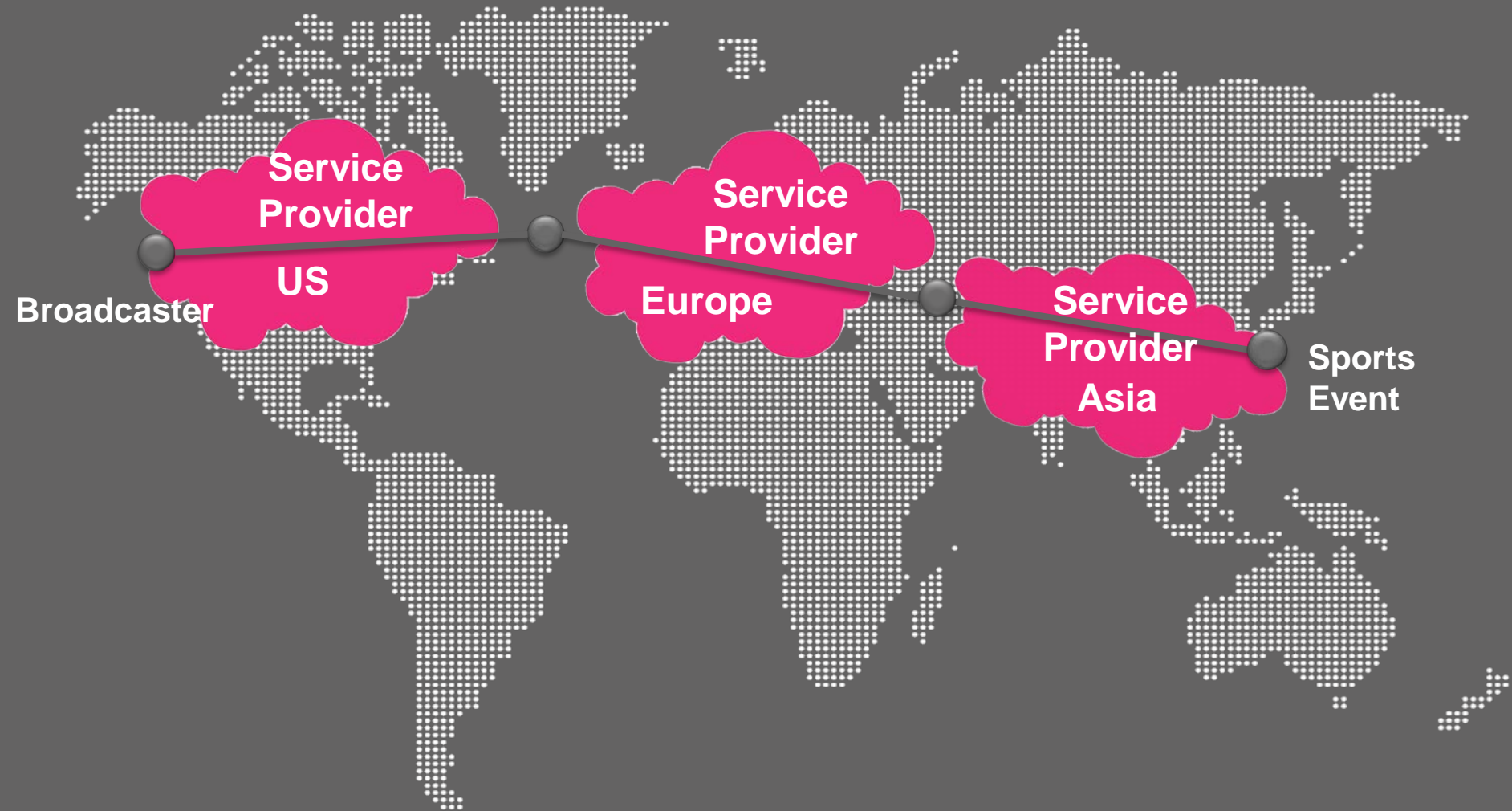
* A repeat customer is a customer who has purchased in the previous year

CHANGING TV LANDSCAPE

Environment



Improving customer workflows and simplifying network complexities



Climbing up the value chain



Brand building

Customer Centric

Business and Price models

Strategy for Growth

Market Innovator

Grow in the BMN business area

- Growth in priority market and customer segments
- Grow new innovative solutions for Customer Provisioned Networks
- Grow our Service Business
- Deliver a product portfolio that matches customer needs

Targeted initiatives in the DTT business area

- Strengthen the current market position and focus on top opportunities

Expand into New segments

- Starting up in adjacent markets based on our competitive technology

Complementing growth through M&A

- Mergers and acquisition can be utilized with the aim of complementing our current market presence and/or solution offerings

VALUE DRIVERS



Market
Transition



Innovative
Technology



Global
Reach

FIRST QUARTER 2015

18% SALES GROWTH YEAR-over-YEAR

	Jan–Mar 2015	Jan-Mar 2014	YoY%	Apr '14 – Mar '15	Jan-Dec 2014
Net sales, SEK million	87.7	74.4	17.9	392.4	379.1
Gross Margin, per cent	60.1	58.2	-	61.5	61.2
Operating earnings, SEK million	6.2	3.5	-	56.2	53.6
Operating Margin, per cent	7.0	4.7	-	14.3	14.1
Earnings per share, SEK	0.01	0.01	-	0.11	0.11
Cash flow, SEK million	10.6	8.4	-	92.7	90.6

Strong cash position gives us freedom
to act SEK 305 million



**ONE
HUNDRED
PERCENT
QUALITY
OF
SERVICE**