

MOMENT GROUP

YEAR-END REPORT

1 January – 31 December, 2018

FOURTH QUARTER 2018

- Pro rata – sales: SEK 318.6 million (281.1)
- Net sales: SEK 391.5 million (374.7)
- Operating profit before depreciations (EBITDA): SEK 19,6 million (58.0)
- Operating profit/loss EBIT SEK 14,2 million (54.0)
- Operating margin, pro rata: 4,4% (19.2%)
- Operating margin: 3,6% (14.4%)
- Earnings per share: SEK 0,67 (2.93)

JANUARY – DECEMBER 2018

- Pro rata – sales: SEK 938.1 million (789.1)
- Net sales: SEK 1,101.0 million (1,023.3)
- Operating loss before depreciations (EBITDA): SEK -14,2 million (44.3)
- Operating profit/loss EBIT SEK -34,4 million (29.4)
- Operating margin, pro rata: -3.7% (3.7%)
- Operating margin: -3,1% (2.9%)
- Earnings per share: SEK -2,55 (1.53)

SIGNIFICANT EVENTS DURING THE QUARTER

- On 10 October, Moment Group was approved for listing on the Nasdaq Stockholm, Main Market and the prospectus was published on 12 October. The first day of trading on Nasdaq Stockholm was 18 October, and this was celebrated with a traditional bell-ringing at the stock exchange.
- On 27 November, Moment Group announced that the company, with the support of a mandate from the Annual General Meeting (AGM) of 8 May 2018, would undertake a general public distribution offering and on 11 December the company's board decided on allocation. The aims of the issue included creating conditions for improved liquidity in the share and further strengthening the company's financial position for continued growth. The general public distribution provided the company with around SEK 10 million (before issue expenses) and around 300 new shareholders.
- On the last trading day in December, Moment Group announced by press release that the total number of shares and votes in the company was 15,000,783 as a result of the new emission in December, which increased the number of shares and votes in the company by 477,700.

SIGNIFICANT EVENTS AFTER THE END OF THE PERIOD

- In accordance with dividend policy, the Board proposes that no dividend be paid for 2018 as earnings were negative.
- Following an evaluation of the autumn's outcome of the investment in Germany, it was decided to terminate investments under our own auspices in the German-speaking market. Investigations are in progress to see if it is possible to pursue the investment further, at limited risk, through collaboration with one of Germany's biggest production companies.
- As of January 1, 2019, both of the Group's activity arenas, Ballbreaker in Stockholm and STAR Bowling in Gothenburg, sort under the new Immersive Experiences business area.
- On 15 January 2019, Eva Persson resigned her position as CEO for Wallmans Group AB. Recruiting for a new CEO is in progress and Pelle Mattisson, CEO/Moment Group CEO is the temporary CEO for Wallmans Group AB until the new CEO is recruited.
- As an arena, Hamburger Börs formed part of Wallmans Group, which was responsible for operations, while 2Entertain was responsible for productions. As of 1 January 2019,

MOMENT GROUP is one of the leading players in the Scandinavian experience industry. The Group creates experiences for more than 2 million guests every year. As of 1 January 2019, Moment Group operations are conducted in four business areas from offices in Gothenburg, Stockholm, Copenhagen, Oslo, Hamburg, Falkenberg and Växjö. The head office is located in Gothenburg. Moment Group is listed on Nasdaq Stockholm, Main Market and has bonds listed on the Corporate Bond List of Nasdaq Stockholm.

Financial documentation, accounting policies, press releases, information about the operation and contact details are available at www.momentgroup.com

A WORD FROM THE CEO

Major losses for start-ups burdened the year; Moving forward, our focus must be on realizing the Group's full potential.

We've been busy, during the year, in the industry with further acquisitions, continued growth, a bond issue and a listing on Nasdaq Stockholm, Main Market. Meanwhile, operations in the Group's two major growth projects with start-ups in Germany (2Entertain) and Gothenburg (Wallmans Group) were charged with expenses that were higher than anticipated, which overshadowed the year's positive trends in other parts of the Group. The EBIT operating profit for the fourth quarter amounted to SEK 14,2 million (54.0) and an operating loss of SEK -34,4 million (29.4) for the full year. If we exclude the above-mentioned investments and other non-recurring items (listing expenses and severance pay), operating profit for the full year amounted to SEK 28.5 million, which is equivalent to the Group's operations at the beginning of the year. This is the level we will set out from in 2019 and in the ongoing consolidation of the Group moving forward. When I summarize Moment Group's year, it therefore gives two different pictures.

Setting up in Germany has been terminated

One important activity during the autumn was addressing the future effect on earnings by the new set-ups. With hindsight, it's easy to see that the 2Entertain investment in the German-speaking markets under our own auspices failed due to insufficient ticket sales. Total ticket sales during the autumn were just north of 60,000, when the goal was 90,000 tickets. Following an evaluation of the autumn's outcome, we decided to discontinue efforts under our own auspices. We learned a number of lessons from the German market and we're currently investigating if there is any possibility of pursuing the investment further, at limited risk, through collaboration with one of Germany's biggest production companies. During the fourth quarter, a loss of SEK 10.5 million attributable to the investment in Germany was charged to 2Entertain's earnings.

Fourth quarter operations and comments on the full year

Together, operations in the Event business area showed a strong year, and accumulated operating profit amounted to SEK 16.4 million (7.5), which was however burdened by SEK 5.8 million in respect of adjustments to the purchase sum for Minnesota, as the company's operating profit/loss was stronger than anticipated in the original acquisition analysis. Adjusted for this, the operating profit in the Event business area is SEK 8.9 million higher than the previous year. Hansen successfully completed the extensive Volvo Ocean Race assignment during the year and Minnesota grew by winning yet more major customer projects. However, at SEK 0.9 million (6.1), operating profit for the fourth quarter was SEK 5.2 million lower than the previous year. The decline during the fourth quarter is attributable to Hansen, which was unsuccessful in fully achieving selling-in or dealing with the size of the organization immediately after the end of the Volvo Ocean Race. Nevertheless, at year-end Hansen's organization was adapted to suit anticipated demand in 2019, and the workforce has been halved in comparison with the same date one year earlier.

The year 2018 can be summarized as weak in the Live Entertainment business area. In addition to the unsuccessful, now terminated investment in Germany, 2Entertain experienced a fourth quarter with lower-than-anticipated seat occupancy rates. I addressed this issue in the previous interim report when we noted a slow start to sales following an extremely hot summer and continued low sales and seat occupancy in the quarter. The operating loss for the quarter for 2Entertain amounted to SEK -14.0 million (9.3), which is an improvement of SEK 23.3 million compared to the previous year. The accumulated operating loss amounted to SEK -17.2 million (13.5), which is a decrease of SEK 30.7 million. Operations in Germany impacted accumulated

earnings by SEK -17.8 million. For 2Entertain's part, 2019 will mean that the company will return to more "normal operations" without extensive investments in Germany, but with a number of premières that received good reviews at the beginning of the year. What's more, the show *Så som i Himmelen* [As it is in Heaven], which was fully sold out during the autumn, will continue to be performed at Oscarsteatern during 2019.

Operating profit for the quarter in our Venues in Wallmans Group amounted to SEK 41,1 million (41.3). The accumulated operating loss amounted to SEK -13.5 million (17.5). The business area's earnings were charged with non-recurring expenses of SEK 1.2 million for the quarter and accumulated SEK 15.3 the full year, most of which is attributable to Kungsporthuset in Gothenburg. The established cabaret venues and the newly acquired activity arenas performed in line with expectations during the year, while Hamburger Börs delivered lower earnings than the previous year. During the year, the recently established Kungsporthuset in Gothenburg burdened earnings even into the fourth quarter. In November we announced a change of CEO within Wallmans Group, for which recruitment is in progress and anticipated to be concluded during the spring. In the meantime, the undersigned is acting as interim CEO for the business.

2019 will be a year of full operations across all business areas

We can now look forward to a year where we can focus on the development of our existing operation in order to realize our full potential. Our position as one of the leading players in the experience industry has developed over the year, especially since Moment Group is now listed on Nasdaq Stockholm, Main Market. Our exciting network of many kinds of stakeholders means we can look forward to continue being one of the driving forces influencing our industry based on our brand promise – Shaping the experience industry.

Gothenburg, 8 February 2019

Pelle Mattisson

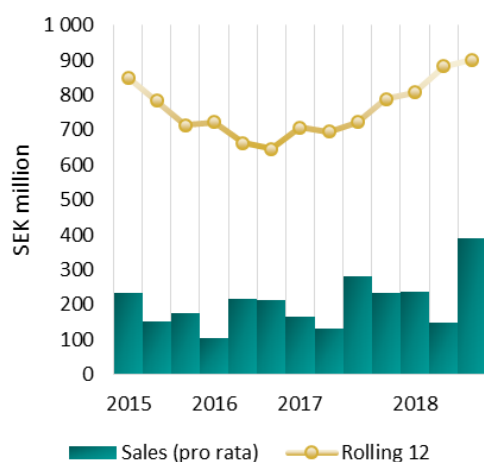
CEO/Group CEO

pelle.mattisson@momentgroup.com



FINANCIAL SUMMARY

SEK thousand	2018 Oct-Dec	2017 Oct-Dec	2018 Jan-Dec	2017 Jan-Dec
Net sales, SEK thousand	391 454	374,666	1,101,042	1,023,326
Pro rata sales, SEK thousand	316 814	281,134	936,310	789,114
EBITDA	19 647	58,040	-14 181	44,378
EBIT	14 168	54,027	-34 366	29,430
Operating margin, %	3,6%	14,4%	-3,1%	2,9%
Operating margin, pro rata %	4,5%	19,2%	-3,7%	3,7%
Net indebtedness/EBITDA ratio	N/A	N/A	N/A	N/A
Profit margin, %	2,7%	14,4%	-4,2%	2,9%
Return on equity	9,2%	33,7%	-28,4%	16,3%
Return on capital employed	4,6%	33,9%	-13,5%	18,5%
Quick ratio, %	85,8%	74,9%	85,8%	74,9%
Equity/assets ratio, %	19,4%	27,7%	19,4%	27,7%
Net debt (-)/Net receivables (+), SEK thousand	-158 260	28,200	-158,260	28,200
Debt/equity ratio	172,5%	33,5%	172,5%	33,5%
Debt/equity ratio, net %	134,6%	-19,2%	134,6%	-19,2%



NET SALES / PRO RATA SALES

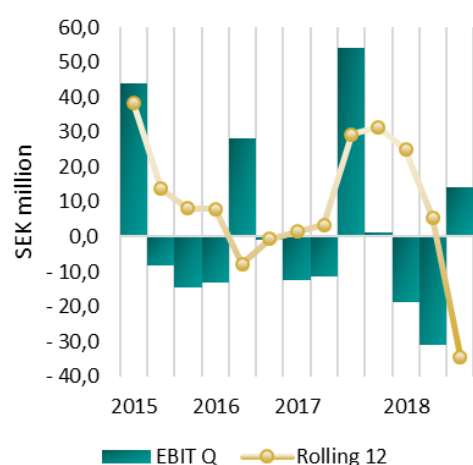
During the fourth quarter, Moment Group increased its pro rata sales by SEK 37.5 million (13.3 per cent) compared to the same quarter for the previous year. SEK 17.7 million was acquired growth and the remainder organic growth. Without pro rata adjustments, Group sales amounted to SEK 391.5 million (374.7), which is an increase of SEK 16.8 million (4.5 per cent) compared to the same quarter for the previous year.

Accumulated pro rata sales totalled SEK 938.1 million (789.1), an increase of SEK 149.0 million (18.9 per cent) and without adjustment for pro rata to SEK 1,101.0 million (1,023.3), an increase of SEK 77.7 million (7.6 per cent). Accumulated acquired sales totalled SEK 63.9 million.

OPERATING PROFIT/LOSS

The operating profit during the fourth quarter amounted to SEK 14.2 million (54.0), which is a decrease of SEK 39.8 million compared to the same period for the previous year. The accumulated loss for the full year totalled SEK -34.4 million (29.4), which is SEK 63.8 million lower than the previous year.

The change is attributable to lower earnings generation especially in the business areas Venues and Live Entertainment while Event reported better accumulated earnings. Earnings as of 31 December include accumulated non-recurring expenses of SEK 35.1 million, and for the quarter SEK 13.0 million.



Per-share data	2018 Oct-Dec	2017 Oct-Dec	2018 Jan-Dec	2017 Jan-Dec
Share price as of closing day, SEK	19.45	18.00	19.45	18.00
Number of shares at the end of the period	15,000,783	14,423,083	15,000,783	14,423,083
Average number of outstanding shares	14,586,076	14,423,083	14,486,908	14,423,083
Earnings per share, SEK	0.67	2.93	-2.55	1.53
Equity per share, SEK	7.57	10.16	7.57	10.16

FINANCIAL ITEMS

Consolidated net financial items totalled SEK -3.7 million (0.1) for the quarter and SEK -11.9 million (-0.2) for the full year and consisted mainly of interest on the corporate bonds valued at SEK 200 million issued during the first quarter. The bonds were issued under a total frame of SEK 400 million and will run for 3 years with a variable rate of Stibor 3m + 6.0% and Stibor floor = 0.

INCOME TAX

For the fourth quarter, tax on the period's earnings amounted to SEK -3.2 million (-11.9) and accumulated to SEK +5.4 million (-7.1). The tax income is attributable to the loss for the year. Also, the effect is reinforced by start-up costs charged to earnings, non-recurring expenses and the revaluation of deferred tax liabilities due to the future change in company tax.

EARNINGS FOR THE PERIOD AND EARNINGS PER SHARE

In the fourth quarter, the profit/loss after tax for the period was SEK 7.3 million (42.3) and accumulated to SEK -40.9 million (22.1). Earnings per share before and after dilution amounted to SEK 0.67 (2.93) for the quarter and SEK -2.55 (1.53) accumulated.

OPERATING CASH FLOW

During the fourth quarter, operating cash flow was positive at SEK 9.2 million (93.2) and accumulated negative by SEK -110.4 million (9.1). The positive cash flow for the quarter stems mainly from changes in operating earnings.

MOMENT GROUP'S FINANCIAL POSITION

During March, the company issued unsecured corporate bonds in the amount of SEK 200 million less SEK 15 million for the purchase of bonds for its own account. The bonds were intended for refinancing and for the company's day-to-day operations including the financing of acquisitions. In July, SEK 15 million held by the company on its own account was sold in connection with the acquisition of Concilance AB (STAR Bowling).

At the end of the fourth quarter, the company had net indebtedness of SEK 158.3 million compared to the previous year's net receivables of SEK 28.2 million, with outstanding loans in the operation of SEK 196.0 million (49.1) entirely attributable to the corporate bonds issued by the company in March. Cash and cash equivalents at the end of the period amounted to SEK 37.7 million (77.3). The year's negative EBITDA means that the Group has not achieved its financial goal of a net debt to earnings ratio of max 3. The Group's total assets increased during the year by SEK 57.5 million, which stemmed partly from acquisitions but also operations in activated projects and productions.

At the end of the year, the Group's equity amounted to SEK 113.6 million compared to SEK 146.5 million at year-end 2017, equivalent to SEK 7.57 (10.16) per outstanding share. The equity ratio was 19.4 per cent compared to 27.7 per cent on 31 December 2017. In conjunction with the new issue and the general public distribution offering, the number of shares increased by 577,700 during the year and totalled 15,000,783 at year-end.

INVESTMENTS

Investments in material and intangible assets totalled SEK 3.5 million (7.7) for the quarter. Investments for the quarter primarily concerned the purchase of furnishings and equipment and investments in assets related to operations. Accumulated investments in assets amounted to SEK 35.1 million (27.8), of which the largest proportion is attributable to the establishment of Kungssportshuset in Gothenburg.

GOODWILL AND OTHER INTANGIBLE ASSETS

The Group's carrying amount for goodwill amounted to SEK 212.2 million (162.9) as of 31 December. The change is attributable to the acquisition of Concilance AB (STAR Bowling) on 01 July 2018.

Other intangible assets amounted to SEK 3.0 million (2.7) and relate primarily to software and other intellectual property rights.

PARENT COMPANY

The parent company's net sales for the fourth quarter amounted to SEK 5.7 million (6.5) and resulted in an operating loss of SEK -8.4 million (-2.9). Accumulated net sales were SEK 23.3 million (22.0) and the operating loss was SEK -14.9 million (-9.2). Non-recurring expenses totalling SEK 6.1 million in respect of listing were charged to parent company earnings.

CONTINGENT LIABILITIES AND PLEDGED ASSETS

Pledged assets as of closing date amounted to SEK 0 million. The loans with their associated securities raised during 2017 were redeemed in connection with the issue of the corporate bond.

ASSOCIATED COMPANIES

Profits from the associated companies Oscarsteatern AB and Tickster AB during the fourth quarter totalled SEK 1.9 million (1.6). Accumulated earnings from participations in associated companies totalled SEK 1.3 million (1.4).

THE BOARD'S DIVIDEND PROPOSAL

In accordance with dividend policy, the Board proposes that no dividend be paid for 2018 as earnings were negative.

OTHER INFORMATION

INFORMATION ON DISPOSALS AND ACQUISITIONS

Conciliance AB – STAR Bowling

An agreement was concluded on 19 June 2018 for the acquisition of all shares in Conciliance AB, which runs the STAR Bowling activity centre in Gothenburg. The purchase sum for the operation amounted to SEK 50 million, which was paid in cash on the day of taking possession, 2 July 2018. A surcharge to the purchase sum was paid in December 2018 equivalent to the company's internally generated intangible assets as of the day of taking possession less costs specified in the agreement attributable to the transfer of the company and amounted to SEK 6.4 million. The acquisition was financed indirectly via the bond and the Group's cash and bank balances.

The acquired operation was consolidated in Moment Group as of 1 July 2018 and forms part of the Venues operating segment in segment reporting. As of the date of acquisition through 31 December 2018, the operation contributed SEK 24.6 million to the Group's revenues and SEK 5.4 million to the consolidated operating profit/loss. Had the acquisition taken place on 1 January 2018, estimated consolidated net sales would have totalled SEK 22.7 million more and the consolidated operating profit/loss would have been SEK 2.2 million higher for the period January-December 2018.

The fair value of the identified assets and liabilities amounted net to SEK 7.1 million, where a surplus value of SEK 49.6 million was allocated to goodwill. The goodwill recognised for the acquisition corresponds to the acquired company's position on the market in Gothenburg, its experience within the industry, and its networks, delivery performance and anticipated future synergies. Acquisition-related expenses amounted to SEK 0.3 million and were reported under Other operating expenses in the second quarter's earnings.

	FAIR VALUE
Property, plant and equipment	3 285
Inventory	488
Accounts receivable	636
Other receivables	323
Prepaid expenses	1 907
Cash & cash equivalents	8 773
Trade accounts payable	-1 937
Tax liabilities	-2 925
Other liabilities	-683
Accrued expenses & prepaid income	-2 798
TOTAL	7 068
Consolidated goodwill	49 286
TOTAL	56 355
TRANSFERRED COMPENSATION SEK THOUSAND	FAIR VALUE
Cash	56 355
TOTAL	56 355

The prepared acquisition analysis is final.

MINNESOTA COMMUNICATION AB

All of the shares in Minnesota Communication AB were acquired on 01 February 2017. The total purchase sum in the original acquisition analysis was calculated in accordance with the agreed earn out-model based on operating profit and cash management in the operation during 2017 and 2018. An updated assessment of the total purchase sum based on the outcome in 2018 means that SEK 5.8 million were charged to the consolidated operating profit and is reported under other operating expenses. The change is attributable in its entirety to the company's strong performance during 2018.

BOND

On 21 March 2018, Moment Group AB issued unsecured corporate bonds valued at SEK 200 million on the Nordic corporate bond market.

Demand from investors was very large and the bond issue was taken up mainly by institutional investors. The bonds were issued under a total frame of SEK 400 million; they will run for 3 years with a variable rate of Stibor 3m + 6.0% with a floor of Stibor 0. The issue took place on 27 March 2018 and the bonds were listed on the Corporate Bond List of Nasdaq Stockholm with 22 May 2018 as the first day of trading.

The proceeds were for refinancing and for the company's day-to-day operations including the financing of acquisitions. At the time of the issue, all of the Group's existing loans were redeemed.

Carnegie Investment Bank acted as book runner for the bond issue.

SHARE WARRANT PROGRAMME

The extraordinary shareholders' meetings of 15 December 2017 and 8 May 2018 resolved to issue 230,000 share warrants at a time intended for an incentive programme. Each warrant entitles the holder to subscribe for one new share under market conditions. For full terms and conditions and information about the share warrant programme, visit www.momentgroup.com. No allocation of options had taken place to senior executives as of reporting date.

EMPLOYEES

The average number of employees for the full year amounted to 609 (576). The average number of employees included project staff and temporary employees in the context of productions and projects that amounted to 292 full-time positions. Whether individuals participating in productions and projects are employed by the company or invoice their own compensation as consultants from their own companies, may differ from year to year.

SEASONAL VARIATIONS | QUARTERLY VARIANCES

Moment Group experiences great seasonal variation in which the fourth quarter accounts for a significant part of the Group's revenues and earnings. Operations have different seasonal patterns, but because the preponderance of earnings generated by the cabaret operation take place in Q4, they have an effect throughout the entire Group.

Live Entertainment & Venues – we work with theatre, musicals, shows and concerts during three public performance periods per year (Jan-May, June-Aug, Sep-Dec). Artist bookings and special-order entertainment (corporate entertainment) generate revenue relatively evenly over the year, while the cabaret operation is run during two performance seasons (Jan-May and Sep-Dec), where demand in Q4 is usually stronger than the other quarters. This means that earnings from Q4 usually exceed the rest of the year's earnings. The Ballbreaker and STAR Bowling activity centres generate their main revenues during the fourth quarter, while the three first quarters have limited income.

Event – Hansen operations do not follow any seasonal pattern but are dependent entirely on when projects are contracted and carried out. Minnesota operations generate relatively steady earnings during the year, as gains from the project are usually settled over a longer period.

IMPORTANT ASSUMPTIONS AND ESTIMATIONS

For a detailed description of the assessments made by senior management when applying IFRS that have a significant effect on the financial statements and estimates made which may result in substantial adjustments in subsequent financial statements, we refer to the 2017 annual report.

RISK FACTORS | OTHER INFORMATION

There are many factors that can impact the Group's earnings and operations. Many of them can be managed through internal procedures, while some of them are governed by external factors to a greater extent. Risks and uncertainties that affect the Group are related to such things as the macro economy, our competitive position, seasonality, permits, the content of experiences, weather, currencies, taxes and various regulations and can also arise when setting up in new markets, launching new concepts and managing brands. For a report concerning the company's risk factors we refer to the 2017 annual report and the prospectus issued in connection with our listing on the Nasdaq Stockholm, Main Market.

The company's exposure to financial risks increased during the year in connection with greater indebtedness through raising corporate bonds and negative cash flows associated with new set-ups.

No transactions with related parties took place during the period.

THE BUSINESS AREAS IN BRIEF

EVENT

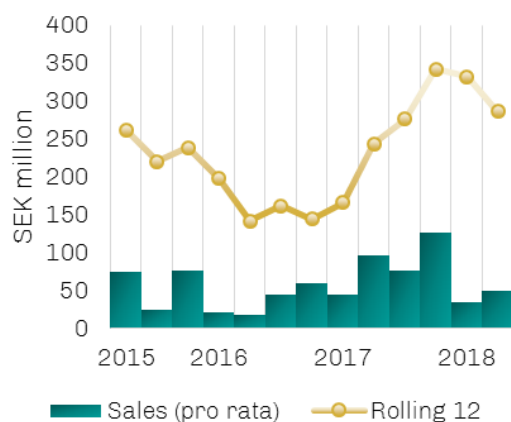
SEK thousand	2018 Oct-Dec	2017 Oct-Dec	2018 Jan-Dec	2017 Jan-Dec
Net sales, SEK thousand	49,981	95,785	286,853	243,798
EBITDA	-4 886	6,060	10 591	7,624
EBIT	-4 886	6,051	10 579	7,472
Operating margin, %	-9.8%	6.3%	3.7%	3.1%

THE BUSINESS AREA'S SHARE OF THE QUARTER'S SALES



■ Live Entertainment ■ Venues ■ Event

QUARTERLY SALES



NET SALES

During the fourth quarter, sales totalled SEK 50.0 million (95.8), a decrease of SEK 45.8 million compared to the same quarter for the previous year. Hansen accounted for sales of SEK 15.5 million, a decrease of SEK 37.1 million, and Minnesota for SEK 37.7 million, an increase of SEK 12.4 million compared to the previous year.

Accumulated sales amounted to SEK 286.9 million (243.8), an increase of SEK 43.1 million. Of these, Hansen accounted for SEK 174.9 million (160.3) and Minnesota for SEK 116.6 million (90.4). Because the acquisition of Minnesota took place on 1 February 2017, January is not included in the comparison with the previous year.

OPERATING PROFIT/LOSS

Operating profit for the Event business area for the quarter was SEK 4.9 (6.1). Of these, SEK 5.8 million consisted of other operating expenses attributable to the purchase sum in respect of the acquisition of Minnesota. Adjusted for this, operating profit amounted to SEK 0.9 (6.1) SEK 5.2 million lower than the previous year. Adjusted accumulated operating profit amounted to SEK 16.4 million (7.5), which is SEK 8.9 million higher than the previous year.

Distributed across each operation, Hansen had Q4 earnings of SEK -3.3 million (3.4). Accumulated profit amounted to SEK 5.8 million (-0.8). The improvement against the previous year is due mainly to the execution of Volvo Ocean Race and Volvo Days during the first six months, while the second half of the year was characterised by lower execution rates while we were adapting the operation to anticipated future business volumes.

Minnesota's operating profit for the fourth quarter amounted to SEK 4.3 million (2.7), which is SEK 1.6 million higher than the previous year. The accumulated operating profit amounted to SEK 10.6 million (SEK 8.7 million of which 8.2 as a part of Moment Group). Throughout the year, the company has enjoyed a high pace of sales, concept development and execution and has once again achieved its strongest year ever.

Hansen and Minnesota Communication operate in the business area **Event**, and together they are the largest operator in the Nordic events industry. Hansen creates events rooted in the customer's business strategy and carries them out at locations around the world. Minnesota works with brand engagement where it helps the customer to create arenas for dialogue and participation through meetings, experiences and digital solutions.

LIVE ENTERTAINMENT

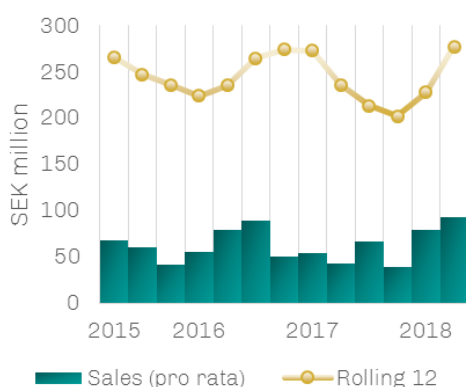
SEK thousand	2018 Oct-Dec	2017 Oct-Dec	2018 Jan-Dec	2017 Jan-Dec
Pro rata sales, SEK thousand	90,719	42,752	257,843	236,139
Net sales, SEK thousand	165,359	136,284	422,575	470,351
EBITDA	-13,589	9,588	-15,471	14,956
EBIT	-13,961	9,303	-17,174	13,488
Operating margin, pro rata %	-15.4%	21.8%	-6.7%	5.7%
Operating margin, %	-8.4%	6.8%	-4.1%	2.9%

THE BUSINESS AREA'S SHARE OF THE QUARTER'S SALES



■ Live Entertainment ■ Venues ■ Event

PRO RATA QUARTERLY SALES



PRO RATA SALES

During the fourth quarter, pro rata sales increased by SEK 48,0 million compared with the same period for the previous year. The increase is attributable to sales figures from the operation in Germany and a greater participation in co-productions on the Swedish market. Accumulated pro rata sales amounted to SEK 257.8 million (236.1), an increase of SEK 21.7 million. The reason is the somewhat shorter performance season during the first six months, and an increase in sales during the second half of the year.

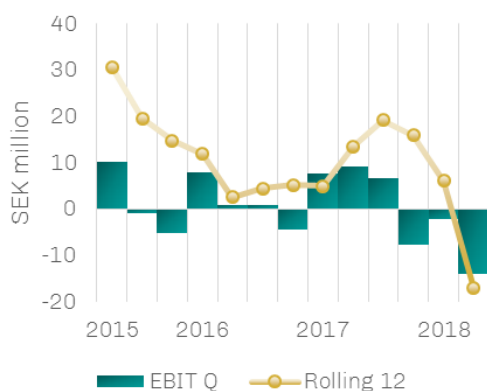
Net sales, without adjustments for collaborative participation, amounted to SEK 165.4 million (136.3) for the quarter, an increase of SEK 29.1 million. Accumulated sales totalled SEK 422.6 million (470.4), a decrease of SEK 47.8 million.

OPERATING PROFIT/LOSS

The operating loss for the quarter amounted to SEK -14.0 million (9.3), which is a decrease of SEK 23.3 million compared to the previous year. The accumulated operating loss amounted to SEK -17.2 million (13.5), which is a decrease of SEK 30.7 million.

The operations in Germany affected earnings in the quarter by SEK -10.5 million and accumulated by SEK -17.8 million, less 25 per cent in respect of the minority interest. If the quarter's operating loss is adjusted for this, the operating profit/loss for the period is SEK -3.5 million and accumulated SEK 0.6 million. 2Entertain's investment in the German-speaking market has been terminated in its current format. Work is in progress to determine whether conditions exist for continued investment, at lower risk, by being open to collaboration with one of Germany's biggest production companies.

QUARTERLY EBIT



Overall, the Swedish production portfolio performed weakly during the period, which also affected the full year. Selling-in for the autumn season began later than expected, which led to a lower than anticipated seat occupancy rate in September and October. Because the productions have relatively high break-even levels, this affects profitability severely.

In the **Live Entertainment** business area, 2Entertain produces musicals, theatre, shows and concerts. It creates special-order entertainment, arranges artists for corporate customers and runs five theatre venues. 2Entertain also operates the ticketing site Showtic.se, which markets and sells the Group's full range of offerings.

VENUES

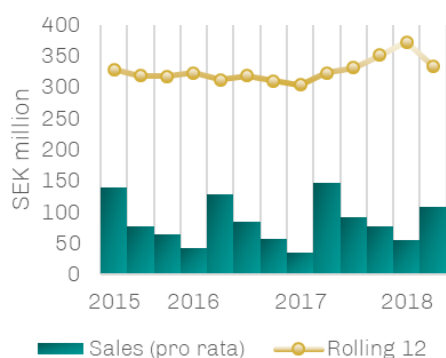
SEK thousand	2018 Oct-Dec	2017 Oct-Dec	2018 Jan-Dec	2017 Jan-Dec
Net sales, SEK thousand	180,337	147,393	405,173	323,113
EBITDA	45,867	44,587	3,506	29,174
EBIT	41,108	41,343	-13,509	17,481
Operating margin, %	22.8%	28.0%	-3.3%	5.4%

THE BUSINESS AREA'S SHARE OF THE QUARTER'S SALES

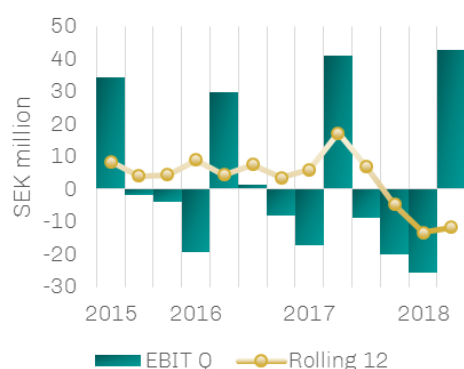


■ Live Entertainment ■ Venues ■ Event

QUARTERLY SALES



QUARTERLY EBIT



NET SALES

Compared to the same quarter in the previous year, sales in the fourth quarter increased by SEK 32.9 million to reach a total of SEK 180.3 million (147.4). Of this increase, SEK 17.7 million constituted acquired sales. Accumulated sales amounted to SEK 405.2 million (323.1), which is an increase of SEK 82.1 million. Newly added operations accounted for sales of SEK 63.9 million, which means the existing operation had a sales increase of SEK 18.2 million including the recently opened arena in Gothenburg.

OPERATING PROFIT/LOSS

The operating profit for the quarter amounted to SEK 41.1 million (41.3), which is a decrease of SEK 0.2 million compared to the previous year. The accumulated operating loss amounted to SEK -13.5 million (17.5). Earnings were charged with non-recurring personnel-related expenses of SEK 3.3 million for the full year and SEK 1.2 million for the quarter.

During the fourth quarter, Wallmans in Copenhagen and Oslo and the activity arenas enjoyed more robust earnings than the previous year, while other arenas showed weaker performance. Above all Golden Hits and Wallmans Stockholm performed better than the previous year in terms of accumulated earnings, while Hamburger Börs shows poorer performance than the previous year. At the same time, set-up in Gothenburg will continue being charged to earnings during the fourth quarter. Furthermore, the two activity arenas contributed positively to earnings. Charges to earnings from setting-up in Gothenburg continued during the fourth quarter, but the business is now in full operation ready for 2019.

The Wallmans Group operates in the **Venues business area**. During 2018, Wallmans Group ran eight venues in the Nordics where six offer Cabaret experiences – Wallmans in Stockholm, Copenhagen and Oslo, Golden Hits and Hamburger Börs in Stockholm and Kungsporthuset in Gothenburg. Two are modern activity centres with associated food and beverage serving – Ballbreaker in Stockholm and STAR Bowling in Gothenburg. Wallmans Group also produces its own concepts; Wallmans, Golden Hits and The Concept. Kungsporthuset in Gothenburg also hosts KPH Matbar – a Scandinavian dining experience with flavours from around the world.

THE SHARE

As of 18 October, the Moment Group share is traded on the Nasdaq Stockholm, Small Cap exchange. During the reporting period 1 January – 31 December 2018, the share was traded on Nasdaq Stockholm, First North Premier and Nasdaq Stockholm, Main Market at between SEK 16.40 and SEK 24.40.

Number of shares 15,000,783. As of 31 December, there were 2,646 shareholders.

TEN LARGEST SHAREHOLDERS AS OF 31 December 2018 ACCORDING TO EUROCLEAR

Owners:	Number of shares	Proportion of votes and capital
Wallblomgruppen AB ***	3,548,843	23.66%
Engströms Trä i Brynje AB ***	2,383,750	15.89%
Stefan Gerhardsson*	848,900	5.66%
Krister Classon*	565,966	3.77%
Jan Löngårdh	565,000	3.77%
Thomas Peterson*	503,100	3.35%
Jan Andersson **	501,267	3.34%
Försäkringsaktiebolaget Avanza Pension	338,042	2.25%
Hans Lundahl	304,500	2.03%
Bo Andersson	296,966	1.98%

(*including owned by companies; **including ownership by related parties; ***including ownership via subsidiaries and private ownership within the owning family)

NEW SHARE ISSUE

An initial cash purchase price of SEK 50 million was paid to the Seller upon taking possession of the STAR Bowling acquisition. As part of the acquisition, the Moment Group board resolved, with the support of an authorisation by AGM, to conduct a targeted issue of 100,000 new Moment Group shares to the Sellers.

The issue price for the new shares was SEK 22.73 and was determined based on the volume weighted average price per share for the trade in Moment Group shares on Nasdaq First North Premier during a period of 30 trading days immediately before entering into the share transfer agreement on 19 June 2018.

All shares were subscribed by the Sellers in compliance with the share transfer agreement and Moment Group's board resolved to allocate the newly issued shares to the Sellers. The total proceeds of SEK 2,273,000 was paid in cash by the Sellers. Moment Group's share capital increased by SEK 50,000 to SEK 7,261,541.50 through the new share issue.

Following the new share issue, the number of shares is 14,523,083. This means the new issue had a dilution effect of around 0.7 per cent. Settlement day for the new share issue was 9 July 2018.

GENERAL PUBLIC DISTRIBUTION OFFERING

In December, the board resolved to undertake a general public distribution offering aimed not only at increasing the number of shareholders, creating conditions for improved liquidity in the share and to further strengthen the company's financial position for continued growth, but also to ensure a good quick ratio across the year's seasonal variations as the operation, in line with its growth, has a cash flow that is considerably stronger during the winter season (Q4/Q1) than during the summer season (Q2/Q3).

In all, 477,700 shares were subscribed to by, and allocated to, around 300 people. The issue price per share was SEK 20.45, which is eight (8) per cent lower than the volume weighted average price for the period 27 November – 7 December 2018. No broker's commission was paid.

Following the new share issue, the number of shares is 15,000,783. This means the new issue had a dilution effect of around 3.3 per cent. Settlement day for the new share issue was 13 December 2018.

AUTHORISATIONS

In accordance with the Board's proposal, the 2018 AGM resolved to authorise the board until the next AGM or one or more other occasions, to issue new shares in the company. The shares must be issued with or without the right of priority for the company's shareholders and to a maximum of 10 per cent of the company's share capital and total votes.

MOMENT GROUP SHAREHOLDER PROGRAMME

Moment Group has operated a shareholder programme since 2006 which aims to provide Moment Group shareholders with a more detailed look at the company and its business areas.

In addition to news from the Group, members of the Moment Group shareholder programme also have the opportunity to obtain tickets for e.g. sneak previews. If you have 1000 or more shares, you can apply to join the shareholder programme by going to www.momentgroup.com and entering your details under the headings Investor Relations and The Share.

As of 28 December, there were 799 shareholders in the programme.

THE BOARD'S DECLARATION OF ASSURANCE

The undersigned hereby certify that the year-end report provides a fair view of the Parent Company's and Group's operations, position and earnings and describes significant risks and uncertainties to which the Parent Company and Group Companies are exposed.

Gothenburg, 08 February 2019

Board

This disclosure comprises information that Moment Group AB is obliged to disclose according to the EU market abuse regulation. The information was submitted through the auspices of the above-mentioned contacts, for publication on 08 February 2019 at around 08:30 CET.

CONSOLIDATED INCOME STATEMENT SUMMARY

SEK thousand	Note	2018 Oct-Dec	2017 Oct-Dec	2018 Jan-Dec	2017 Jan-Dec
Net sales	2	391,454	374,666	1,101,042	1,023,326
Revenues		391,454	374,666	1,101,042	1,023,326
<i>Operating expenses</i>					
Artist and production expenses		-143,605	-153,900	-474,270	-467,345
Goods for resale		-28,056	-22,878	-67,036	-52,098
Other external expenses		-91,876	-65,798	-259,835	-203,500
Payroll expenses		-104,345	-75,697	-309,607	-257,441
Impairment losses and depreciation of assets		-5,479	-4,013	-20,185	-14,948
Other operating expenses		-5,837	0	-5,819	0
Earnings from participations in associated companies		1,893	1,647	1,343	1,436
Total operating expenses		-377,287	-320,639	-1,135,409	-993,896
Operating profit/loss		14,167	54,027	-34,366	29,430
<i>Profit/loss from financial items</i>					
Interest income and similar income statement items		32	104	222	183
Interest expenses and similar profit/loss items		-3,689	-8	-12,163	-390
Net financial income/expense		-3,657	96	-11,941	-207
Profit/loss before income tax		10,510	54,123	-46,307	29,223
Tax on earnings for the period		-3,227	-11,870	5,365	-7,085
Earnings for the period		7,283	42,253	-40,942	22,138
Earnings for the period attributable to:					
Holdings without a controlling influence		2,475	0	4,059	0
Attributable to the parent company's shareholders		9,758	42,253	-36,883	22,138
Earnings per share before and after dilution, SEK		0,67	2,93	-2,55	1,53
Average number of outstanding shares		14,586,076	14,423,083	14,486,908	14,423,083

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

SEK thousand	2018 Oct-Dec	2017 Oct-Dec	2018 Jan-Dec	2017 Jan-Dec
Earnings for the period	7,283	42,253	-40,942	22,138
Other comprehensive income				
Translation differences in the translation of foreign subsidiaries	386	-9	539	-69
Other comprehensive income, net after tax	386	-9	539	-69
Comprehensive income for the period	7,669	42,244	-40,403	22,069
Comprehensive income for the period attributable to:				
Parent company owners	10,142	42,244	-36,401	22,069
Holdings without a controlling influence	-2,473	0	-4,002	0
Total	7,669	42,244	-40,403	22,069

CONSOLIDATED STATEMENT OF FINANCIAL POSITION IN SUMMARY

SEK thousand	2018-12	2017-12
ASSETS		
Non-current assets		
<i>Intangible fixed assets</i>		
Goodwill	212,232	162,946
Other intangible assets	3,036	2,663
<i>Property, plant and equipment</i>		
Improvement expenditure, third-party property	23,062	21,031
Other property, plant and equipment	82,856	67,237
<i>Financial assets</i>		
Participations in associated companies	11,419	10,376
Other financial assets	91	63
<i>Deferred tax assets</i>		
Deferred tax assets	14,127	6,334
Total assets	346,823	270,650
Current assets		
Goods	5,865	4,710
Accounts receivable	87,050	89,342
Current tax assets	1,315	3,666
Other receivables	25,000	32,900
Prepaid expenses and accrued income	83,241	50,920
Cash and cash equivalents	37,727	77,301
Total current assets	240,198	258,838
TOTAL ASSETS	587,021	529,488
EQUITY AND LIABILITIES		
Equity		
Share capital	7,500	7,212
Other capital contributed	81,888	70,765
Reserves	1,351	812
Retained earnings including profit for the year	26,880	67,731
Equity attributable to Parent Company shareholders	117,620	146,520
Minority	-4,002	0
Total Equity	113,618	146,520
Non-current liabilities		
Interest-bearing liabilities	195,987	39,080
Deferred tax liability	4,326	4,537
Total non-current liabilities	200,313	43,617
Current liabilities		
Interest-bearing liabilities	0	10,021
Trade accounts payable	75,708	84,863
Current tax liability	0	4,617
Other liabilities	43,904	53,120
Prepaid ticket revenues	53,220	102,750
Accrued expenses and deferred income	100,260	83,980
Total current liabilities	273,092	339,351
TOTAL EQUITY AND LIABILITIES	587,021	529,488

CONSOLIDATED STATEMENT OF CASH FLOWS

	2018	2017	2018	2017
SEK thousand	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
OPERATING ACTIVITIES				
Operating profit/loss	14,168	54,027	-34,366	29,430
Adjustment for items not included in cash flow	3,820	2,048	21,387	13,319
Income tax paid	682	1,791	-7,876	-4,782
Interest received	32	104	222	183
Interest paid	-3,688	-8	-12,163	-390
Cash flow from operating activities before changes in working capital	15,014	57,962	-32,797	37,760
Cash flow from changes in working capital				
Change in goods	-106	271	-599	475
Changes in current receivables	12,689	-4,185	-18,751	34,522
Changes in current liabilities	-24,216	39,143	-58,229	-63,639
Cash flow from operating activities	9,200	93,191	-110,377	9,118
INVESTING ACTIVITIES				
Disposal of subsidiaries	0	-11	0	-11
Acquisition of intangible assets and property, plant and equipment	-3,485	-7,739	-35,056	-27,796
Acquisition of subsidiaries	313	-42,572	-47,582	-36,768
Asset sales	834	0	1,135	0
Cash flow from investing activities	-2,338	-50,322	-81,503	-64,575
FINANCING ACTIVITIES				
Loans raised	0	50,100	196,000	50,100
Amortisation of interest-bearing liabilities	0	-1,000	-49,100	-1,000
New share issue	9,138	0	11,411	0
Dividend paid	0	0	-6,632	0
Cash flow from financing activities	9,138	49,100	151,679	49,100
Cash flow for the period	16,000	71,986	-40,201	-6,340
Cash and cash equivalents at beginning of period	22,215	5,364	77,301	84,119
Exchange rate differences in cash and cash equivalents	-488	-49	627	-478
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	37,727	77,301	37,727	77,301

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Note	Share capital	Capital contributed	Reserves	Retained earnings including profit for the year	Total, Moment Group shareholders	Holdings without a controlling influence	Total equity
SEK thousand								
As of 31 December 2017		7,212	70,765	812	67,731	146,520	0	146,520
IFRS 15 Adjustment		0	0	0	2,722	2,722	0	2,722
As of 1 January 2018		7,212	70,765	812	70,453	149,242	0	149,242
Profit/loss for the year					-40,942	-36,883	-4,059	-40,942
Other comprehensive income				482		482	0	482
Minority shareholding				57			57	57
Total comprehensive income		0	0	539	-40,942	-36,401	-4,002	-40,403
Transactions with shareholders								
Dividends					-6,632	-6,632	0	-6,632
New share issue		288	11,123			11,411		11,411
As of 31 December 2018		7,500	81,888	1,351	22,881	117,620	-4,002	113,618

	Note	Share capital	Capital contributed	Reserves	Retained earnings including profit for the year	Total, Moment Group shareholders	Holdings without a controlling influence	Total equity
SEK thousand								
As of 1 January 2017		7,212	70,765	743	45,593	124,313	0	124,313
Profit/loss for the year					22,138	22,138	0	22,138
Other comprehensive income				69	0	69	0	69
Total comprehensive income		0	0	69	22,138	22,207	0	22,207
Transactions with shareholders								
Dividends					0	0	0	0
As of 31 December 2017		7,212	70,765	812	67,731	146,520	0	146,520

*IFRS 15 Revenues from contracts with customers was applied retroactively from 2017 with the overall effect of an adjustment of opening retained earnings on 1 January 2018. For further information, see Note 1 Accounting policies.

**Transaction expenses that are directly attributable to the new share issue are reported net of tax under equity as a deduction from the proceeds.

NOTES TO THE CONSOLIDATED ACCOUNTS

NOTE 1 ACCOUNTING POLICIES

The Group consists of the parent company Moment Group AB and its subsidiaries. The parent company is a limited company domiciled in Sweden. The address to the head office is Trädgårdsgatan 2, SE 411 08 Gothenburg, Sweden.

The consolidated financial statements for Moment Group have been prepared in accordance with the International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB), and the interpretations of the International Financial Reporting Interpretations Committee (IFRIC) as approved by the European Union (EU). The Swedish Financial Reporting Board's document RFR 1 Supplementary Rules for Consolidated Financial Statements was also applied. This interim report for the Group was prepared in compliance with with IAS 34 Interim Financial Reporting. Disclosures in compliance with IAS 34 Interim Financial Reporting are made throughout this document. The parent company's accounts are prepared in accordance with the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's recommendation, RFR 2 Accounting for legal entities. The Group's reporting currency is SEK, which is the parent company's functional currency. Unless otherwise stated, all amounts in tables are reported in SEK thousands, while amounts in the body text are reported in SEK millions.

IFRS 9 Financial Instruments and IFRS 15 came into force on 1 January 2018 and has been applied since then by the Group and the parent company. Its significance and effects for the full year in 2018 are described below.

IFRS 9 covers the reporting of Financial assets and liabilities and replaces IAS 32 Financial Instruments: Recognition and measurement. As with IAS 39, financial assets are classified in different categories, of which some are valued at accrued cost and others at fair value. However, IFRS 9 introduces categories other than those that occur in IAS 39. IFRS 9 also introduces a new model for impairment charges to financial assets. Under the new model, credit losses must be reported earlier than under IAS 39. In the case of financial liabilities, IFRS 9 corresponds in general to IAS 39. The company does not use hedge accounting.

The application of IFRS 9 had no significant effect on the Group's financial position in 2018, nor have changed principles for the impairment of loan receivables and accounts receivable affected reported earnings and position. Based on the criteria in IFRS 9, the Group's loan receivables and accounts receivable will continue to be amortised cost.

IFRS 15 Revenues from contracts with customers was applied retroactively from 2017 with the overall effect of an adjustment of opening retained earnings on 1 January 2018.

IFRS 15 replaces all previous standards and interpretations issued that treat revenues with a single model for revenue recognition. The standard is based on the principle that a revenue must be recognised when a promised good or service has been transferred to the customer, i.e. when the customer has obtained control of the good or service, which may take place over time or at a point in time. The revenue must constitute the amount by which the company expects to be compensated in exchange for the good or service delivered.

Based on the application of IFRS 15, the Group has resolved to capitalise time spent in the Live Entertainment project. The time is spent in projects where revenue has been recognised and reported over time. Time spent constitutes an expense for contract fulfilment according to IFRS 15. This application affected equity as of 1 January 2018 by SEK 2.7 million and has been specified in the Consolidated statement of changes in equity. Because the effect is limited, the information has been presented in compressed form.

IFRS 16 Leases As of 1 January 2019, IFRS 16 Leases replaces the current standard, IAS 17 Leases, and its associated interpretations IFRIC 4, SIC 15 and SIC 27.

IFRS 16 will mainly affect lessee reporting and will mean that the lessee must in principle report all leases in the balance sheet. According to the new standard, the lessee must report his obligation to pay leasing charges as a lease liability in the balance sheet. The right to use the underlying asset during the lease period is reported as a right-of-use asset. Depreciation of the asset is reported in earnings as interest on the lease liability. Lease charges paid are reported in part as payment of interest, and in part as an amortisation of the lease liability. The standard exempts leases with the leasing period of less than 12 months (short-term leases) and leases in respect of assets that have low values. The standard also allows a relief rule when it applies to the separation of non-lease components from lease components.

Applied relief rules

The Group has chosen to apply the following relief rules:

Short-term leases

A short-term lease is a lease whose lease period is shorter than 12 months from the beginning of the lease period. The Group has chosen to apply this relief rule.

Low-value leases

Low-value leases are leases where the underlying asset has a low value. An estimation is made based on the value of the asset when it is new regardless of the asset's actual value. Low-value leases are defined based on the underlying asset's value of SEK 50,000. The Group has chosen to apply this relief rule.

Lease components and non-lease components

According to the principal provision in IFRS 16, non-lease components must be reported separately from the lease component and be carried as an expense in the income statement. However, the lessee may choose not to separate non-lease components from lease components, and this choice is made based on the type of asset. The Group has chosen to apply this relief rule regarding some types of assets.

The effects of the transition to IFRS 16

During 2018, the Group evaluated the effects of IFRS 16. As a result of the introduction of IFRS 16, the Group's balance sheet total will increase through the inclusion of right-of-use assets and lease liabilities. Lease charges which were reported in operating profit/loss as an expense under IAS 17 have been replaced by depreciations on the right-of-use assets, which are reported as an expense in operating profit/loss and as interest on the lease liability, reported as a financial expense. The lease charge is split between amortisation of the lease liability and the payment of interest.

As of 1 January 2019, the Group will apply IFRS 16 and will use the simplified transition method. Leases whose remaining terms are less than 12 months at the time of transition to IFRS 16 are classified as short-term leases and are carried as an expense under the relief rule.

The Group's leasing portfolio consists of 42 operational leases largely comprising rental agreements, production equipment and vehicles. When the Group assessed the remaining terms of its leases, it took possible prolongation and/or termination options into account in accordance with the provisions of IFRS 16. Where it is reasonably certain that the option will be used, this has been taken into account when determining the lease period.

In the transition to IFRS 16, the present value of all outstanding lease charges has been calculated using the marginal interest rate. The opening amount is being calculated and will be reported in the 2018 Annual Report. When the standard comes into force, the effect on the balance sheet when reporting right-of-use assets and lease liabilities will amount to just over SEK 400 million.

NOTE 2 REVENUES FROM CONTRACTS WITH CUSTOMERS

SEGMENT INFORMATION

01/10/2018 - 31/12/2018 Oct-Dec	Live Entertainment	Venues	Event	Eliminations, joint	Consolidated total
Segment revenues	165,359	180,337	49,981	-4,223	391,454
<i>Of which:</i>					
External customers	162,784	178,527	49,981	162	391,454
Transactions between segments	2,575	1,810	0	-4,385	0
Segment EBIT	-13,961	41,108	-4,886	-8,094	14,167
01/10/2017 - 31/12/2017 Oct-Dec	Live Entertainment	Venues	Event	Eliminations, joint	Consolidated total
Segment revenues	136,284	147,393	95,785	-4,796	374,666
<i>Of which:</i>					
External customers	133,496	144,933	95,755	482	374,666
Transactions between segments	2,788	2,460	30	-5,278	0
Segment EBIT	9,303	41,343	6,051	-2,670	54,027
01/01/2018-31/12/2018 Jan-Dec	Live Entertainment	Venues	Event	Eliminations, joint	Consolidated total
Segment revenues	422,575	405,173	286,853	-13,559	1,101,042
<i>Of which:</i>					
External customers	413,581	399,934	286,717	810	1,101,042
Transactions between segments	8,994	5,239	136	-14,369	0
Segment EBIT	-17,174	-13,509	10,579	-14,262	-34,366
01/01/2017-31/12/2017 Jan-Dec	Live Entertainment	Venues	Event	Eliminations, joint	Consolidated total
Segment revenues	470,351	323,113	243,798	-13,936	1,023,326
<i>Of which:</i>					
External customers	461,509	317,430	243,753	634	1,023,326
Transactions between segments	8,842	5,683	45	-14,570	0
Segment EBIT	13,488	17,481	7,472	-9,011	29,430
Segment assets	Live Entertainment	Venues	Event	Eliminations, joint	Consolidated total
As of 31 December 2018	125,167	369,302	143,359	-50,807	587,021
As of 31 December 2017	177,672	250,883	139,098	-38,165	529,488

GEOGRAPHICAL INFORMATION PER SEGMENT

The Group's principal operation is delivering experiences in the form of shows, musicals, theatre, events, meetings and the sale of artistic performances. Sales in this regard are reported under the item Services. The

group also supplies food and beverages, other restaurant sales and possible upsell products. In this regard, sales are reported under the item Goods.

Distribution of net sales per segment as of 31 December 2018, SEK 1,101,042 thousands

01/10/2018 - 31/12/2018 Oct-Dec	Live Entertainment	Venues	Event	Joint	Consolidated total
Sweden					
Services	188,163	56,979	54,559	-96,592	203,109
Goods	1,484	76,492	0		77,976
Norway					
Services	8,613	12,467	0		21,080
Goods	0	13,286	0		13,286
Denmark					
Services	0	4,934	0		4,934
Goods	0	43,957	0		43,957
Germany					
Services	27,112	0	0		27,112
Goods	0	0	0		0
Total sales per segment	225,372	208,115	54,559	-96,592	391,454

01/01/2018 - 31/12/2018 Jan-Dec	Live Entertainment	Venues	Event	Joint	Consolidated total
Sweden					
Services	393,743	95,798	291,431	-105,928	675,044
Goods	7,751	177,197	0		184,948
Norway					
Services	47,790	24,333	0		72,123
Goods	0	29,873	0		29,873
Denmark					
Services	0	11,963	0		11,963
Goods	0	93,787	0		93,787
Germany					
Services	33,304	0	0		33,304
Goods	0	0	0		0
Total sales per segment	482,588	432,951	291,431	-105,928	1,101,042

PARENT COMPANY INCOME STATEMENT IN SUMMARY

SEK thousand	Note	2018	2017	2018	2017
		Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
Net sales		5,722	6,543	23,344	22,009
<i>Operating expenses</i>					
Other external expenses		-9,676	-5,924	-23,830	-18,939
Payroll expenses		-4,053	-3,020	-13,007	-10,683
Amortisations & depreciations		-348	-475	-1,455	-1,635
Total operating expenses		-14,077	-9,419	-38,292	-31,257
Operating profit/loss		-8,355	-2,876	-14,948	-9,248
<i>Profit/loss from financial items</i>					
Earnings from participations in associated companies		0	0	0	-1,000
Interest income and similar items		1,802	715	4,059	1,559
Interest expenses and similar items		-3,602	-124	-12,019	-571
		-1,800	591	-7,960	-12
Earnings after financial items		-10,155	-2,285	-22,908	-9,260
Appropriations		-16,505	5,517	-16,505	5,517
Profit/loss before income tax		-26,660	3,232	-39,413	-3,743
Taxes		4,954	-721	7,754	591
Earnings for the period		-21,706	2,511	-31,659	-3,152
Attributable to the parent company's shareholders		-21,706	2,511	-31,659	-3,152
Total		-21,706	2,511	-31,659	-3,152

Earnings for the period correspond to comprehensive income for the parent company.

PARENT COMPANY BALANCE SHEET

SEK thousand	2018 31 Dec	2017 31 Dec
ASSETS		
Non-current assets		
<i>Intangible fixed assets</i>		
Other intangible assets	1,250	2,336
<i>Property, plant and equipment</i>		
Furnishings and equipment	1,450	935
<i>Financial assets</i>		
Participations in Group companies	170,833	170,833
Participations in associated companies	4,956	4,956
Deferred tax assets	13,288	5,534
Total assets	191,777	184,594
Receivables from subsidiaries	141,163	73,647
Current receivables	3,360	3,742
Total current assets	144,523	77,389
TOTAL ASSETS	336,300	261,983

SEK thousand	2018 31 Dec	2017 31 Dec
EQUITY AND LIABILITIES		
Equity		
<i>Restricted equity</i>		
Share capital	7,500	7,212
Statutory reserve	19,632	19,632
Total restricted equity	27,132	26,844
<i>Non-restricted equity</i>		
Other capital contributed	81,888	70,765
Retained earnings including profit for the year	39,791	49,575
Earnings for the period	-31,659	-3,152
Total non-restricted equity	90,020	117,188
Total equity	117,152	144,032
Non-current liabilities		
Liabilities to credit institutions	195,987	39,080
Total non-current liabilities	195,987	39,080
Liabilities to credit institutions	0	10,020
Trade accounts payable	5,579	3,536
Liabilities, Group companies	12,509	63,304
Other liabilities	711	530
Accrued expenses & prepaid income	4,362	1,481
Total current liabilities	23,161	78,871
TOTAL EQUITY AND LIABILITIES	336,300	261,983

KEY INDICATORS, CALCULATIONS AND DEFINITIONS

ALTERNATIVE KEY INDICATORS

In order to present the Group's operation in a fair manner, Moment Group uses a number of alternative key indicators not defined in IFRS or the Swedish Annual Accounts Act. The alternative key indicators that Moment Group uses are described in the statement below, which also includes definitions and how they are calculated. The key indicators used are unchanged from previous periods.

DEFINITIONS

Alternative key indicators	Description	Purpose
Operating profit/loss (EBIT)	Operating profit/loss before financial items and tax.	Operating profit/loss provides a picture of total earnings generated by operational activities excluding financing activities.
EBITDA	Operating profit/loss excluding depreciations and impairment charges.	Shows earnings for operational activities before depreciations and impairment charges and is a measure of the operation's performance excluding financing activities.
Capital employed	Total assets less non-interest-bearing liabilities and non-interest-bearing appropriations including deferred tax liabilities.	The key indicator Capital employed shows the proportion of the company's assets financed by interest-bearing capital.
Pro rata sales	The translation of sales to equivalent sales shares such as profit shares in respect of joint projects. Contracts concerning joint projects vary – one party may own the entire sales but only a proportion of the profits or only report a profit share.	The key indicator shows sales based on the share included in the profit or loss, and thus provides fairer sales figures for the Group as they are not dependent on the equity interest in various projects.
Central eliminations	Refers to internal transactions and central invoicing.	Shows Group-internal transactions for elimination.
Average number of employees	Average number of full-time employees during the period.	The key indicator shows how many full-time positions carried out work during the period. The key indicator includes all forms of employment, but translated to full-time positions.
Equity/assets ratio	Equity as a percentage of total assets.	A traditional metric showing financial risk and long-term ability to pay.
Net indebtedness	Interest-bearing liabilities less cash and cash equivalents. According to this definition, negative net indebtedness means that cash and cash equivalents and other interest-bearing financial assets exceed interest-bearing liabilities and thus constitute a net receivable.	This key indicator shows the Group's total liability situation including cash and cash equivalents and shows whether the Group has more cash assets than liabilities.

Quick ratio	Current assets less inventory as a percentage of current liabilities.	The quick ratio indicates a company's short-term ability to pay. A quick ratio of 100 per cent or more means that current liabilities can be paid immediately. A quick ratio that is below 100 per cent where goods or work in progress cannot be used immediately, means that the company may need to dispose of long-term assets or raise loans to pay its current liabilities.
-------------	---	---

IFRS key indicators	Description	
Earnings per share before dilution	Earnings per share before dilution are calculated as earnings for the period divided by the average number of shares outstanding.	Earnings per share before dilution are calculated as earnings for the period divided by the average number of shares outstanding.
Earnings per share after dilution	Earnings per share after dilution are calculated as the earnings for the period divided by the average number of outstanding shares, adjusted by the weighted average number of outstanding shares for the dilution effect of all potential shares. Potential dilution occurs when the exercise price for issued share warrants is lower than the actual market price. Potential common shares give rise to dilution only if their conversion leads to lower earnings-per-share.	Earnings per share after dilution are calculated as the earnings for the period divided by the average number of outstanding shares, adjusted by the weighted average number of outstanding shares for the dilution effect of all potential shares. Potential dilution occurs when the exercise price for issued share warrants is lower than the actual market price. Potential common shares give rise to dilution only if their conversion leads to lower earnings-per-share.

CALCULATING KEY INDICATORS

Pro rata sales, SEK thousand	= Net sales - pro rata	1 101 042	-164 732	936 310
Operating margin, %	= 100 x $\frac{\text{EBIT}}{\text{Net sales}}$	-34 366		-3,1
Operating margin, pro rata, %	= 100 x $\frac{\text{EBIT}}{\text{Pro rata sales}}$	-34 366	936 310	-3,7
Return on equity, %	= 100 x $\frac{\text{Earnings for the period}}{\text{Average shareholders' equity}}$	-36 883	130 069	-28,4
Return on capital employed, %	= 100 x $\frac{\text{Earnings before income tax plus financial income}}{\text{Average capital employed}}$	-34 579	252 612	-13,7
Profit margin, %	= 100 x $\frac{\text{Profit/loss before income tax}}{\text{Net sales}}$	-46 307	1 101 042	-4,2
EBITDA, SEK thousand	= EBIT + Depreciations and impairments	-34 366	20 185	-14 181

Key indicators are expressed as percentages (%) or multiples and are calculated based on the latest 12-month period.

KEY INDICATORS BASED ON THE BALANCE SHEET AS OF 31 DECEMBER 2018

Net indebtedness/Net receivables	= Interest-bearing liabilities less cash and cash equivalents	195 987	-37 727	158 260
Net indebtedness/EBITDA, SEK thousand	= $\frac{\text{Net indebtedness}}{\text{EBITDA}}$	-158 260	-14 181	11,16
Quick ratio, %	= $100 \times \frac{\text{Current assets excluding goods}}{\text{Current liabilities}}$	234 333	273 092	85,8
Equity/assets ratio, %	= $100 \times \frac{\text{Equity}}{\text{Total assets}}$	113 618	587 021	19,4
Debt/equity ratio	= $100 \times \frac{\text{Interest-bearing liabilities}}{\text{Equity}}$	195 987	113 618	172,5
Debt/equity ratio, net, %	= $100 \times \frac{\text{Net indebtedness}}{\text{Equity}}$	158 260	113 618	139,3
Equity per share, SEK	= $\frac{\text{Equity}}{\text{Total number of outstanding shares}}$	113 618	15 000 783	7,57

*According to this definition, negative net indebtedness means that cash and cash equivalents and other interest-bearing financial assets exceed interest-bearing liabilities and thus constitute a net receivable.

FINANCIAL TARGETS

GROWTH TARGETS

Moment Group's target is an annual increase in sales by

10%

over the business cycle.

The growth target is measured on a pro rata basis and is achieved through a combination of organic growth, acquisitions and revenue synergies.

OPERATING MARGIN

Moment Group's target is for the EBIT margin to reach

6%

over the business cycle.

Operating margin is measured on a pro rata basis and is created by developing each business area and is boosted by revenue and expense synergies within the Group, and by acquisitions.

NET INDEBTEDNESS/ EBITDA

Moment Group's target is for net indebtedness/EBITDA on a rolling twelve month (RTM) basis to be lower than

3

Indebtedness must be chiefly related to acquisitions and kept at a level that preserves the Group's long-term credit rating.

DIVIDEND POLICY

Moment Group has adopted a dividend policy under which dividends must amount to at least 30 per cent of the Group's profit after tax. Dividend payment presupposes that the financial position is adequate for operating activities and also for the Group's expansion plans to be carried out.

MOMENT GROUP AB

Trädgårdsgatan 2
SE 411 08 Gothenburg
Telephone: +46 31 733 67 00
Co. Reg. no: 556301-2730

FUTURE INFORMATION PUBLICATION DATES

Interim Report Q1 2019 - 25 April 2019
Interim Report Q2 2019 - 20 July 2019

The annual report will be presented on the company's website during week 14.

CONTACT FOR FURTHER INFORMATION

Pelle Mattisson, CEO/Group CEO
+46 705 80 06 57
pelle.mattisson@momentgroup.com

MOMENT GROUP