

STÆRSTI
SKEMMTI
STAÐUR
(HEIM)!!

INOVIA

2021 AT A GLANCE

INOVÁ



Revenues*

12.083 MISK

Year-on-year revenue growth

7%

EBITDA*

3.206 MISK

EBITDA margin

27%

Market share mobile

33%

Market share mobile data

60%

Market share fiber

21%

Fyrirtæki ársins

3 year straight

Íslenska ánaægjuvogin

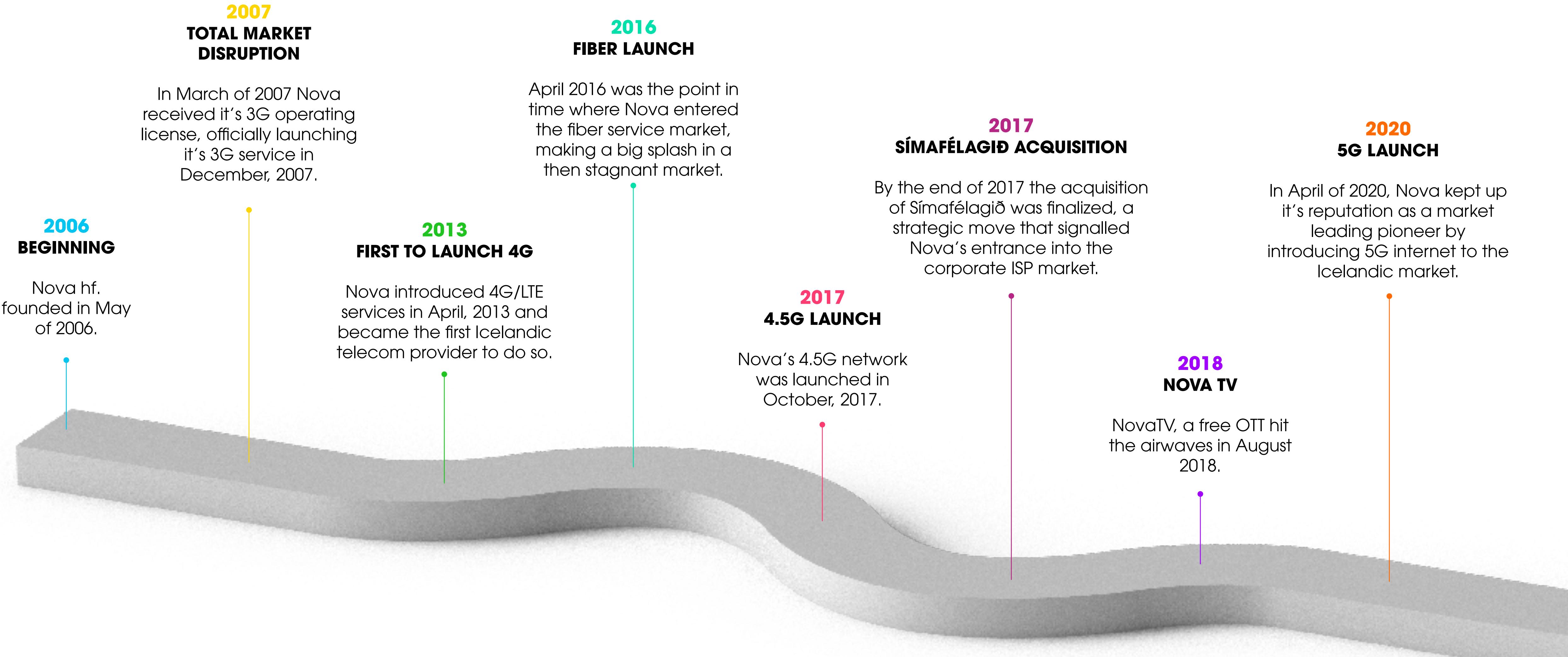
13 year straight

VR
FYRIRTAEKI
ÁRSINS 2022

ÍSLENSKA
ÁNAEGLJUVOGIN

*Excluding one-offs

Confidential. Not for distribution.



MANAGEMENT AND SHAREHOLDERS

INNOVA

Management Team

Nova's approx. 150 employees are led by a strong and ambitious management team with more than 70 years of combined experience in telco and tech. CEO Margrét Tryggvadóttir has been at Nova since it's commencement date as well as CTO Benedikt Ragnarsson and CSO Þuríður B. Guðnadóttir. CDO Magnús Árnason and CFO Þórhallur Jóhannsson are well experienced experts in their field and have been at Nova since 2017/2018.



CEO
Margrét Tryggvadóttir



CTO
Benedikt
Ragnarsson



CDO
Magnús
Árnason



CFO
Þórhallur
Jóhannsson



CSO
Þuríður
Guðnadóttir

Shareholders

PT Capital is the primary owner of Nova with 50.7% of shares, 6.4% owned by the executive management team. Following the recent private placement on Nova, new shareholders include funds operated by Stefnir, Íslandssjóðir og Landsbréf.

Shareholder	Number of shares	Stake	Voting Rights
Nova Acquisition Holding ehf.	1,929,523,571	50.55%	50.55%
Stefnir - Innlend hlutabréf	303,098,826	7.94%	7.94%
Stefnir - IS 5	247,989,948	6.50%	6.50%
Atrium Holding ehf.	173,781,761	4.55%	4.55%
IS EQUUS hlutabréf	97,847,358	2.56%	2.56%
Adira ehf.	97,847,358	2.56%	2.56%
M&M Partners ehf.	80,465,302	2.11%	2.11%
Nova Acquisition (Iceland) LLC	76,345,487	2.00%	2.00%
GE Capital ehf.	68,493,151	1.79%	1.79%
Landsbréf - Úrvabsbréf hs.	67,381,068	1.77%	1.77%
Stefnir - Samval	58,708,415	1.54%	1.54%
IS Hlutabréfasjóðurinn	54,794,521	1.44%	1.44%
Landsbréf - Hekla hs.	48,923,679	1.28%	1.28%
Eignaval - Hlutabréf	45,009,785	1.18%	1.18%
IS ALPHA hlutabréf	43,052,837	1.13%	1.13%
Landsbréf Öndvegisbréf hs.	40,251,026	1.05%	1.05%
2020 ehf.	40,232,650	1.05%	1.05%
ET sjón ehf.	39,138,943	1.03%	1.03%
Háihamar ehf.	30,174,489	0.79%	0.79%
Sprengistjarna ehf.	30,174,489	0.79%	0.79%
Other shareholders	244,041,800	6.39%	6.39%
Own shares	0	0.00%	0%
Total	3,817,276,464	100%	100.00%

Board of Directors

Hugh Short

Chairman of the Board

Hugh S. Short is the Co-Founder and CEO for Pt Capital, an Alaska-based private equity firm with assets in North America and Europe.

Hrund Rudolfsdóttir

Experienced Board Member with a demonstrated history of working in the pharmaceuticals industry. CEO of Veritas Capital and Member of the Board at the Iceland Chamber of Commerce.

Jón Óttar Birgisson

Experienced board member and corporate finance professional. Managing Director at Stöplar Advisory.

Tina Pidgeon

Seasoned veteran in Arctic policy development and broadband infrastructure deployment. Currently independent strategic advisor and consultant.

Kevin Payne

Investment professional with 8 years experience in private equity and investment banking. Currently Principal at PT Capital.

NOVA'S CULTURE CODE

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The culture

The World's Biggest Party Place isn't just Nova's slogan, it is also a synonym for its culture. Nova's main distinction is its workplace culture which sets the brand's tone and embodies its promise of always providing positive and outstanding services. Nova's tone is right in line with the company: Fresh, different and fun. Positive and direct. Nova's workplace culture is a key factor in the company's business ethos and inspires innovation.

Lean and mean

The workplace is cheerful and the co-workers are a cohesive unit. Strong emphasis is placed on teamwork, a flat organisational structure and minimal overhead. The company boasts a talented and experienced team and high employee satisfaction.

Gender equality

We are proud to belong to a group of only 53 companies in Iceland that have been awarded the Equality Scale by FKA (The Association of Businesswomen in Iceland). Nova has a certified equal pay system in place to ensure equality in the workplace.

NOVA's goals

We are serious about achieving our goals. It is our steadfast belief, and a key part of our business model, that an excellent workplace that promotes a vibrant and engaging culture is a key to success. Happy employees render a better quality of service. This in turn yields happier customers which then leads to success for the business.



Be the
World's Best
Workplace!



Have the
Happiest
Customers!



Be One of
Iceland's Top
5 Brands!



Offer the
Best Network
Connection!





Be the World's Best Workplace!

Our goal is to build on the strong foundation that Nova's culture is by being open, caring, lean and progressive. Offering a clear advancement and development plan for every employee.



Have the Happiest Customers!

We aim to develop and scale the Nova experience by delivering proactive, simple and consistent service solutions that ensure that our customers feel that we always go the extra mile across every channel for them.



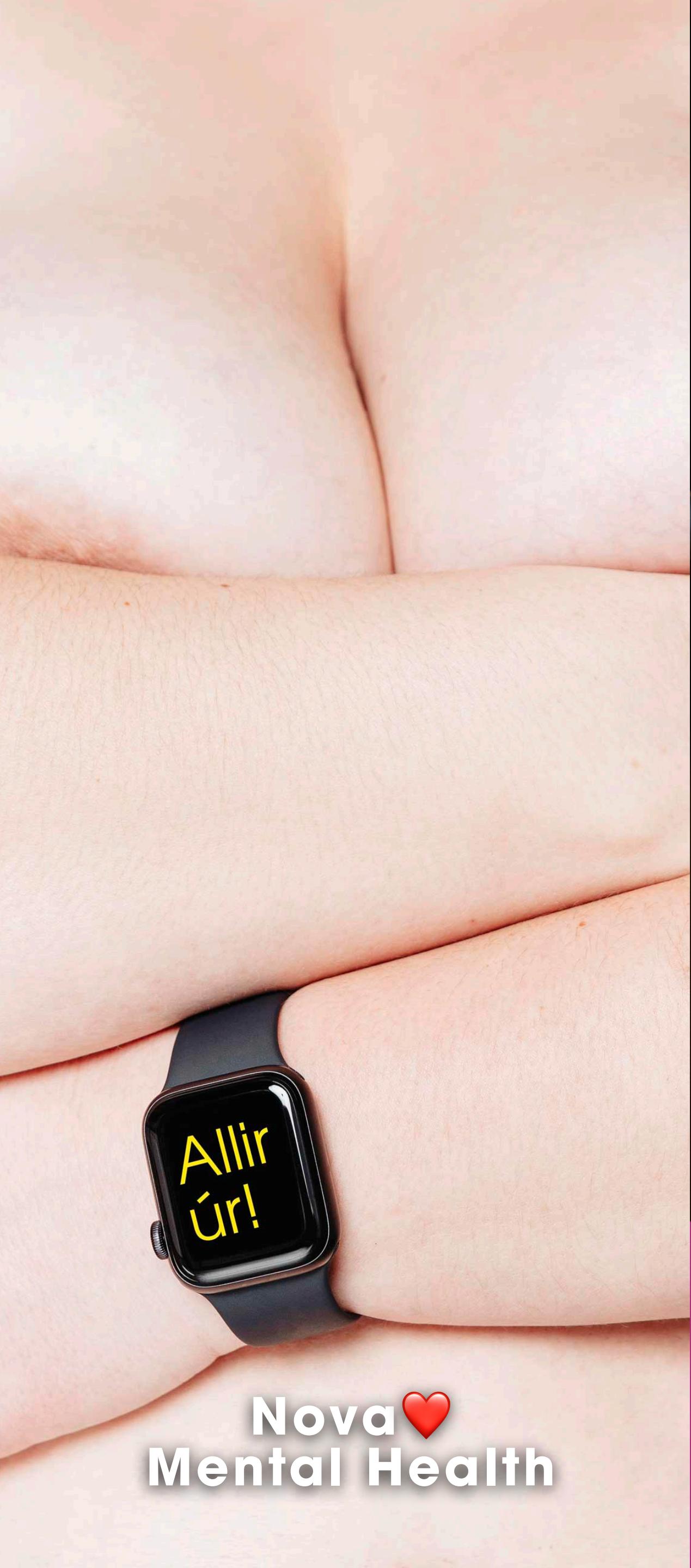
Offer the Best Network Connection!

Improve connectivity by delivering the best network connection, along with continually offering the smartest and most innovative digital products and solutions.



Be One of Iceland's Top 5 Brands!

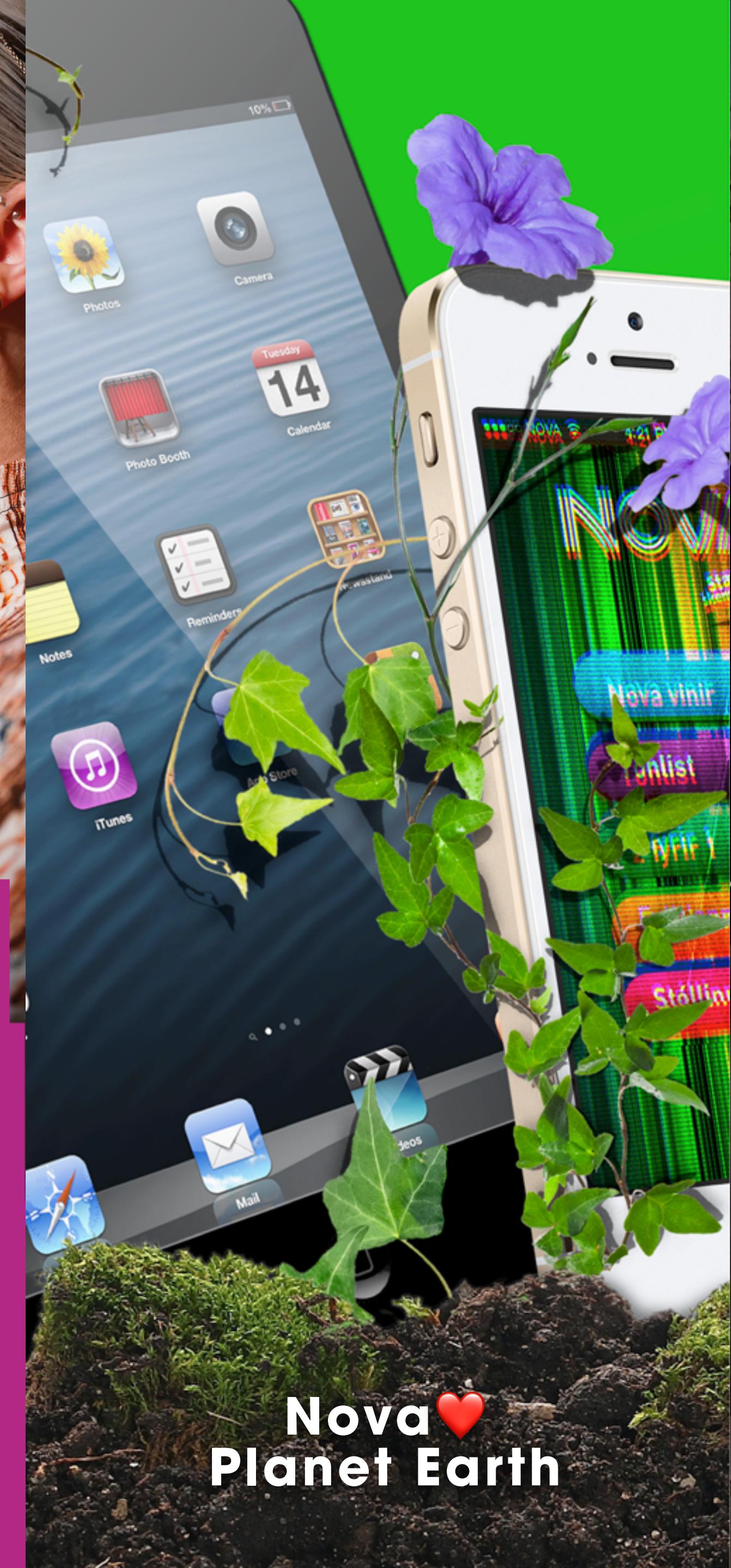
We continuously engage and connect with customers on an emotional level. As a result, the sum of Nova's parts amounts to more than your average telecom provider, ultimately making us one of the strongest brands in the market.



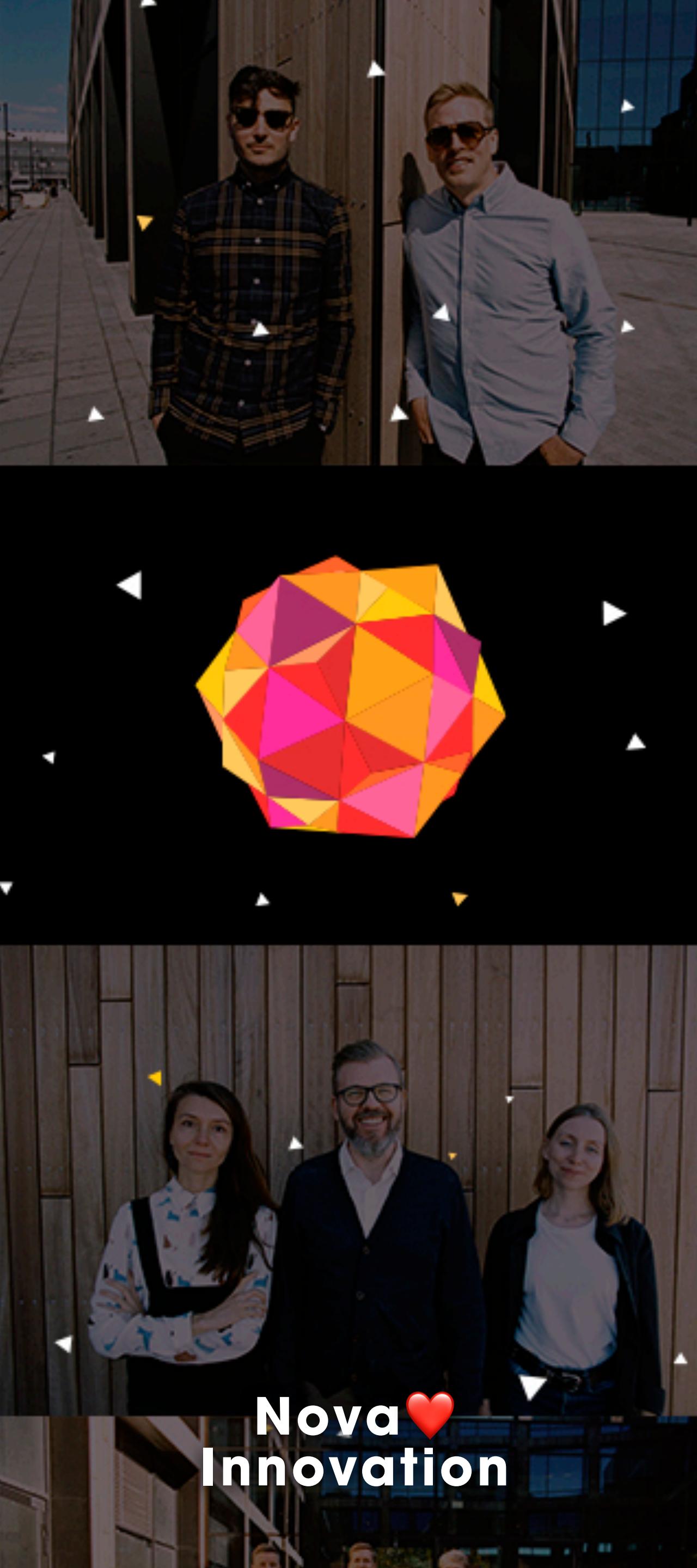
Nova ❤
Mental Health



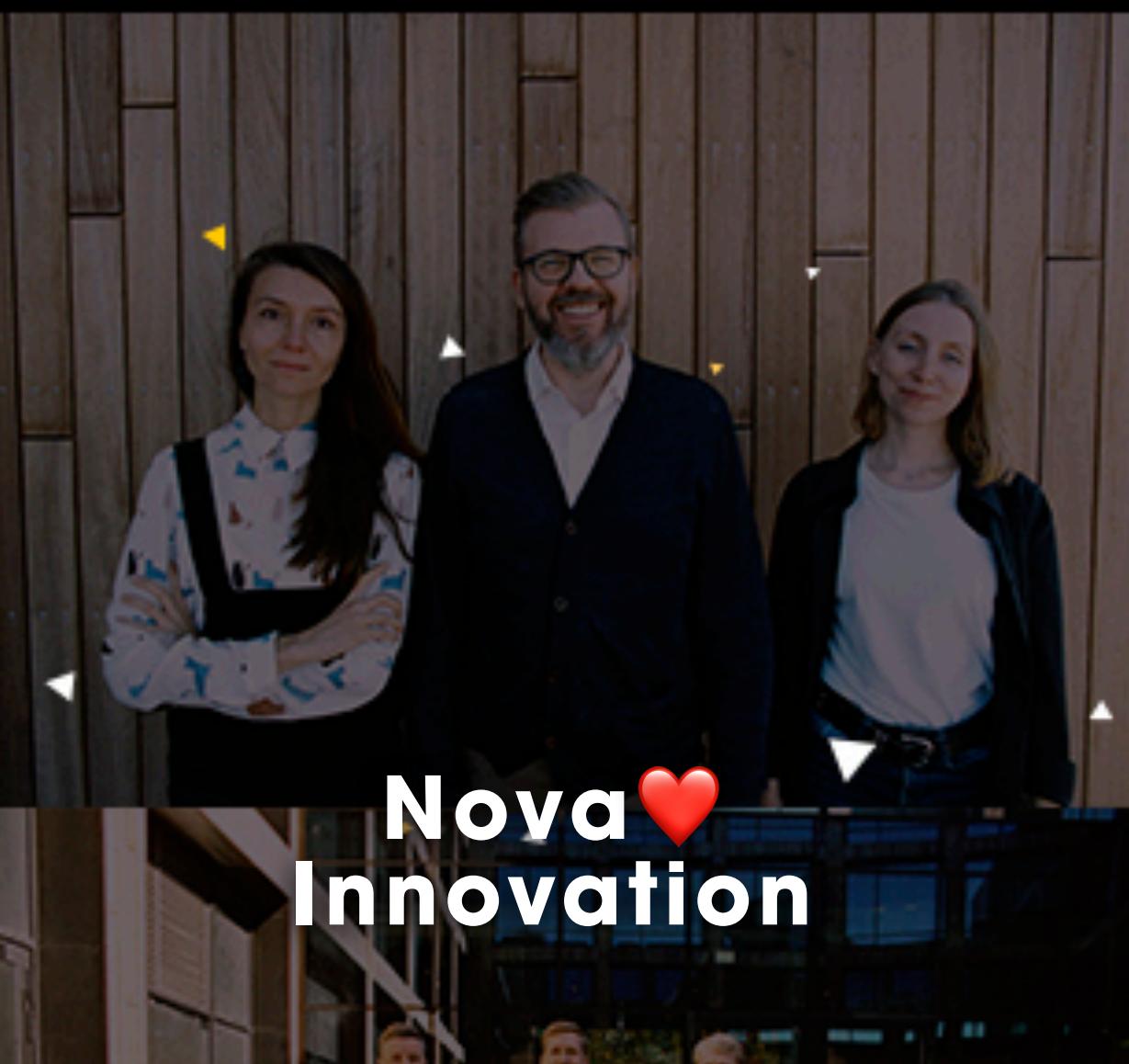
Nova ❤
Icelandic Music



Nova ❤
Planet Earth



Nova ❤
Innovation

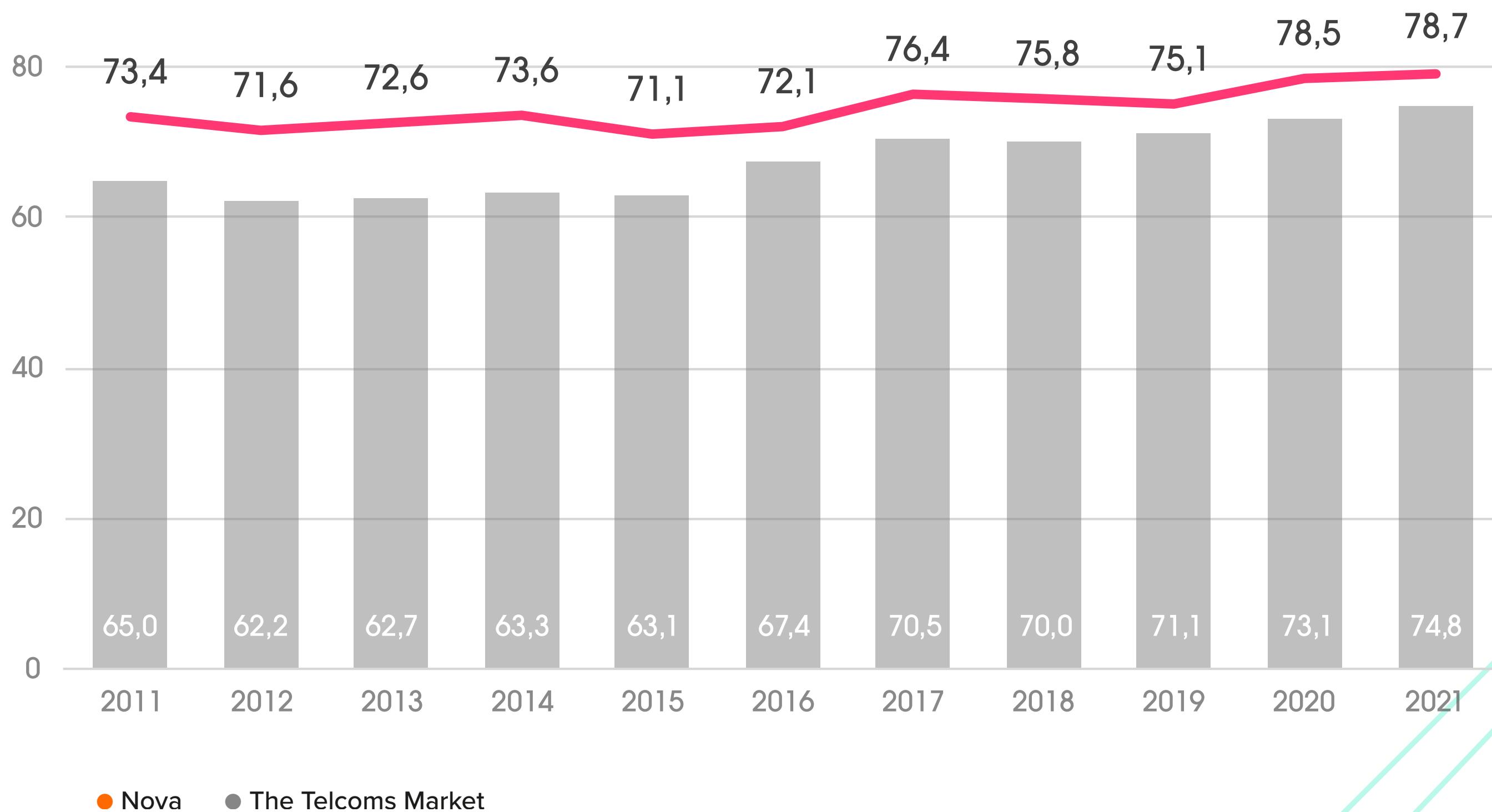


HAPPIEST CUSTOMERS

INOVA

Happiest customers for 13 years.

Ánægjuvogin is the biggest and most recognized customer satisfaction survey in Iceland. Nova has been the winner of this award for 13 years straight and is the reigning champion. Out of all the companies surveyed in 2021, in every field, Nova came in third.



NPS Score 2021

Nova
Síminn
Vodafone

31
11
-14

INFRASTRUCTURE





Owned assets

Mobile Network

- Nationwide 3G/4G/4.5G/5G radio networks
- 3G/4G/4.5G/5G core systems
- Management system

IP transmission network

- Wavelength system
- IP network



Joint venture

Mobile Network

- 2G/3G/4G/4.5 radio network sharing via Sendafélagið



Leased access

Mobile Network

- Broad frequency range
- International roaming contracts with 450 operators
- 648 towers and facilities

IP transmission network

- Local fiber
- Sea cable via Farice
- International wavelengths
- International facilities for IP core

MODERN AND ROBUST INFRASTRUCTURE

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Mobile spectrum

3600 MHz	100MHz	13.12.2021	1,25 years	31.3.2023	All Iceland
800 MHz	2x5	3.4.2013	10 years	2.4.2023	All Iceland
800 MHz	2x5	7.7.2017	15 years	6.7.2032	All Iceland
1800 MHz	2x5	3.4.2013	10 years	2.4.2023	All Iceland
2100 MHz	2x15+5	30.3.2007	16 years	31.3.2023	All Iceland
2100 MHz	2x5	7.7.2017	6 years	31.3.2023	All Iceland
2600 MHz	2x20	7.7.2017	15 years	31.7.2032	All Iceland
1800 MHz	2x15	14.2.2012	11 years	31.3.2023	All Iceland
900 MHz E	2x5	30.3.2007	16 years	31.3.2023	All Iceland

Access to 648 sites

2G: @ 435 sites*

3G: @ 454 sites*

4G: @ 420 sites

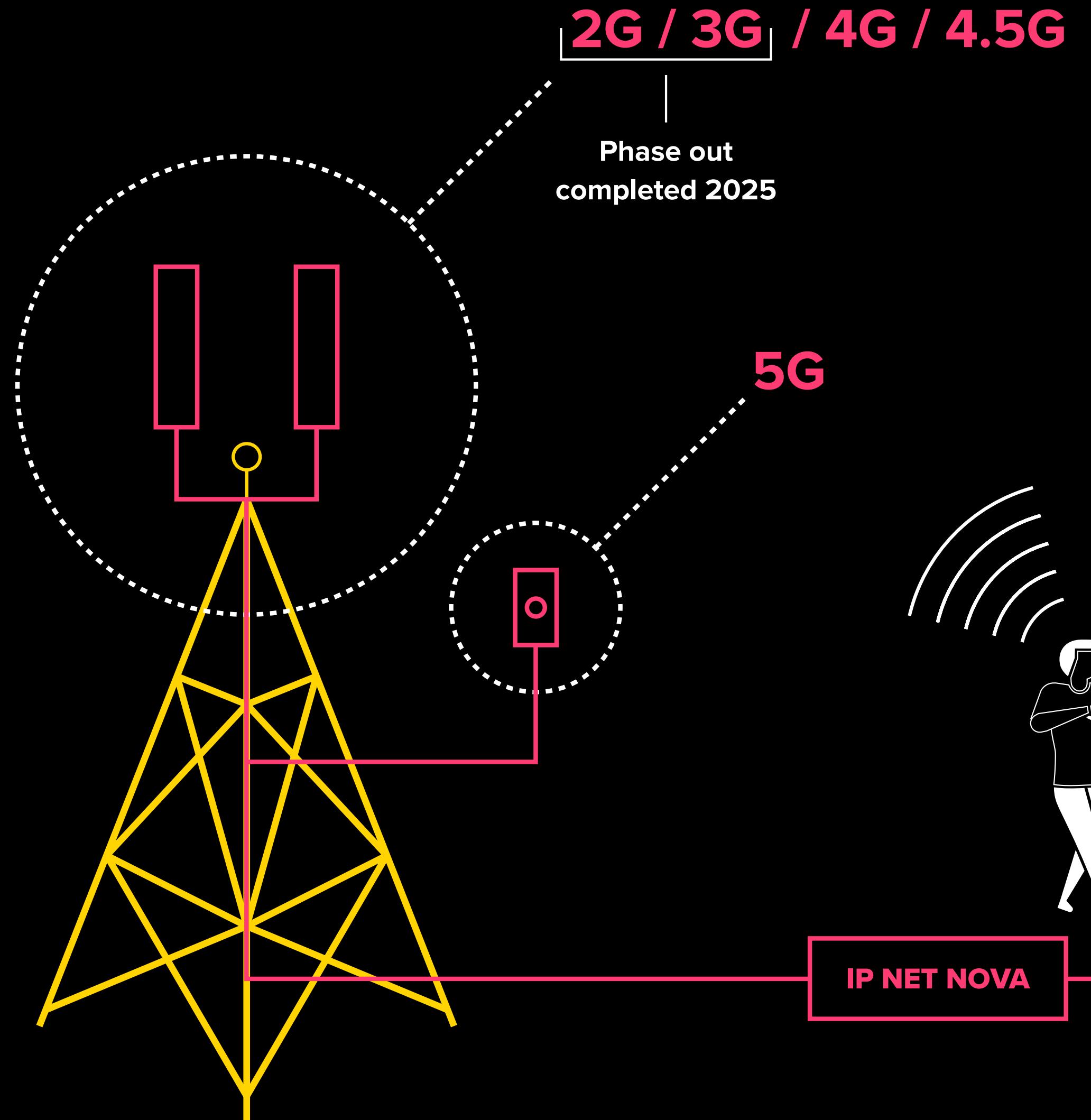
4.5G: @ 124 sites

5G: @ 50 sites

Phase out of 2G and 3G networks is
planned to be conclude by year-end 2025

- Basic Grid
- Basic Grid with wavelength
- Wavelength System
- 5G Network





Active infrastructure

Nova owns and operates everything from core networks to mobile transmitters. The network is comprised of signal routers (SPS/STP/DRA), customer data bases (HSS/HLR), voice routers and voice switches (MSC/MGW/IMS), PS core's for 3G/4G/4,5G and 5G (EPC/SGSN/MME/GGSN/SGW/PGW), a powerful nationwide reaching radio transmitting system (RNC/NodeB/eNodeB/ GnodeB) and then to top it off a powerful management system (MAE). Nova operates a nationwide reaching MPLS network and is currently developing it's own wavelength system.

Passive infrastructure

By selling passive network infrastructure to Íslandsturnar (DigitalBridge Group) and leasing back, Nova will be relinquishing ownership of 167 locations while simultaneously securing long-term access to ~365 locations. Passive network infrastructure encompasses towers, masts and indoor facilities for active equipment owned by Nova. This contract guarantees Nova access to all locations for the next twenty years with another twenty year extension option.

The collaboration with Íslandsturnar grants Nova access to a much higher number of network locations than previously available and adds on to the options Nova already had through Sendafélagið.

INFRASTRUCTURE – SCALABLE NETWORK

INNOVA

The make up of Nova's infrastructure is built on the expertise of it's employees in the design and operation of diverse and complex telecom networks.

Multi-vendor approach

Nova's telecom network is modern and built on the idea to use the best in class of each sector with a view to economic efficiency. Working strategically with key vendors and collaborators generates the opportunity for scalability. Nova only invests with a view to increasing profitability when such opportunities arise.

Sendafélagið

Since it's launch, Nova has maintained a technical relationship with Vodafone (Sýn hf.) each granting the other access to their cell transmitters. Nova therefore employed Vodafone's GSM transmitters, while Vodafone made use of Nova's 3G network. By co-founding Sendafélagið ehf. in November of 2015 the companies greatly expanded their technical collaboration. Now both parties lease out all of their transmitters to Sendafélagið (that is, every GSM, 3G and 4G transmitter). Sendafélagið's purpose is to maximise utilisation of the transmitters resulting in the reduction of both number of transmitters in operation and overall

operating costs without compromising capacity or quality of service. This arrangement allows a much more powerful radio network while requiring less investment.

Access to basic grid

Nova is involved in a strategic partnership with **Ljósleiðarinn ehf.** (formerly Gagnaveitan) and **Míla ehf.** devoted to accessing the basic grid, especially Fiber. Ljósleiðarinn grants Nova access to Fiber networks in both the individual and the corporate markets within it's service areas. The networks are connected to Nova's core systems along with a service layer that allows Nova to offer internet services and connections from Ljósleiðarinn ehf.

In light of the Ljósleiðarinn collaboration, along with similar ones with **Orkufjarskipti** and various smaller parties, Nova is installing wavelength system.

Nova's telecom system is directly linked to the **Farice** submarine cable network.

Key suppliers

Nokia Networks are Nova's key provider of software and hardware for building up an IP Network and a wavelength network that provides the structural grounding for Nova's cell phone system.

Nova has for several years had a fruitful relationship with Chinese tech giant **Huawei**, which is leading in its field and is the world's largest producer of telecoms equipment.

For security and solutions that relate to IP numbers Nova uses solutions from **Fortinet**.

International routing on our IP system is handled by **Lumen**, **Arelion** (Formerly **Telia Carrier**) and **NTT** for internet and **GTT**, **Cogent** and **Zayo** for leased lines. Our focus is on regional strength to be able to provide the fastest and best internet connections.

International voice routing on our mobile system is handled by **BICS (Belgacom)** and Telia. Data roaming for Nova customers roaming abroad and for foreign roamer on Nova network in Iceland is handled by **A1 (Austria**

Telecom), BICS and Telia. All best in class global carriers.

NovaTV streams television broadcasts over the internet, accessible through browser and apps (OTT). The infrastructure is entirely based on a white-label solution from **RedBee**, which is owned by **Ericsson**. **Lumen** provides Nova the international content delivery network (CDN) both for own use and for reselling. However, local streaming content is distributed via encoders owned by Nova and distributed through Nova's network.

Ailleron is providing VAS services (Value added service) to Nova and **Sinch** as the main provider for messaging services (SMS and MMS). **Idemia** is providing simcards and e-sim services for Nova mobile network a leading company in its field.

INFRASTRUCTURE INVESTMENT

Supporting the ever-changing lifestyle of our customers

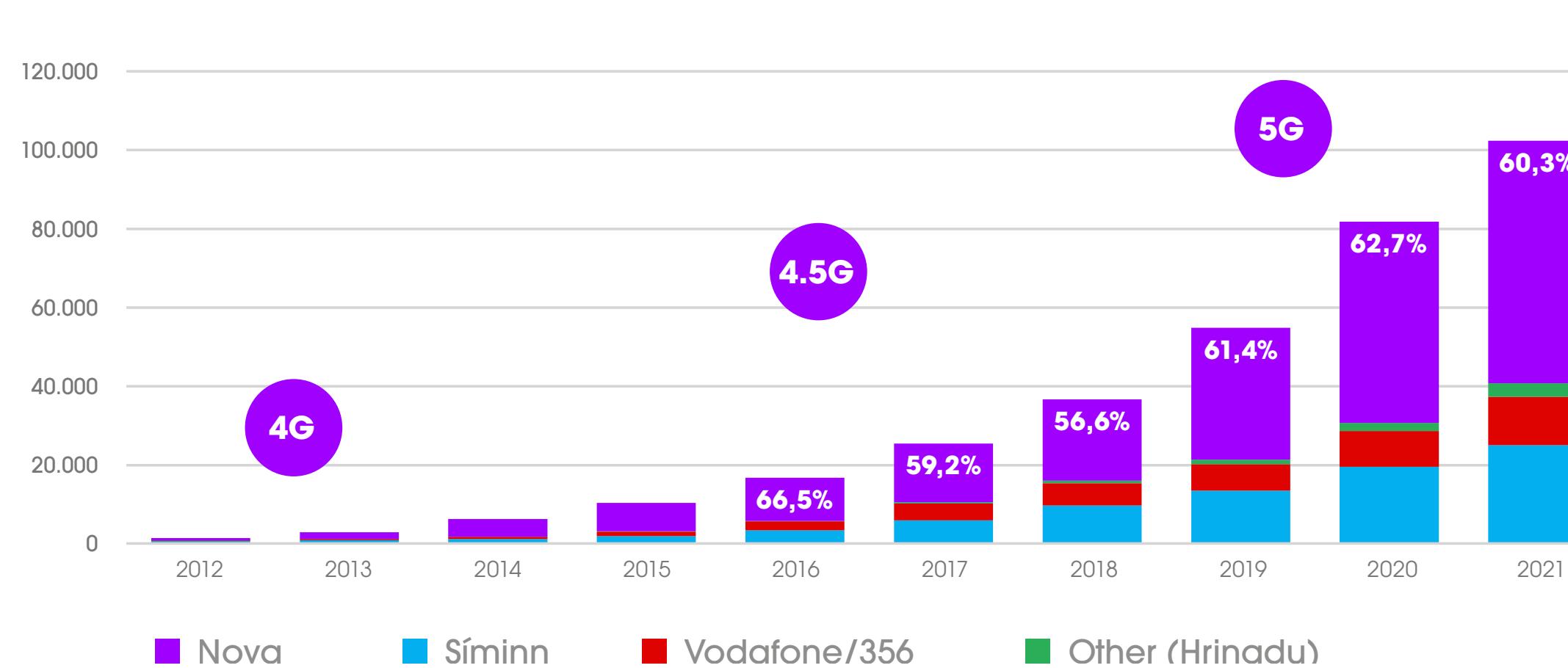
60% of Iceland's total mobile internet use in 2021 was routed through Nova's network. Nova relies upon the most powerful network, which imposes no limits on capacity in line with the goal of maintaining a system that always surpasses demand at any given time thereby supporting technical innovation. Nova has supported the changing lifestyles and needs of its customers and has led the development of mobile network services in Iceland. Nova's superior position in the market is proof of the system's capacity and has endeared the company to the market's most demanding and forward seeking customers.

Mobile data

60%

Of total data

Mobile network: Total data TB



Infrastructure investment

To ensure the quality and capacity of the network and user experience the company invests on average around 12% of revenues in its infrastructure. In recent years, the company's investments have mostly been devoted to instating 5G services in Iceland. Most recently the company started investing in an optical transport network which will reduce opex from infrastructure and transport in the short and long term as well as create new revenue streams from customers with high capacity requirements such as MSPs (Managed Service Provider) and datacenters

5G sites/cells

50/235

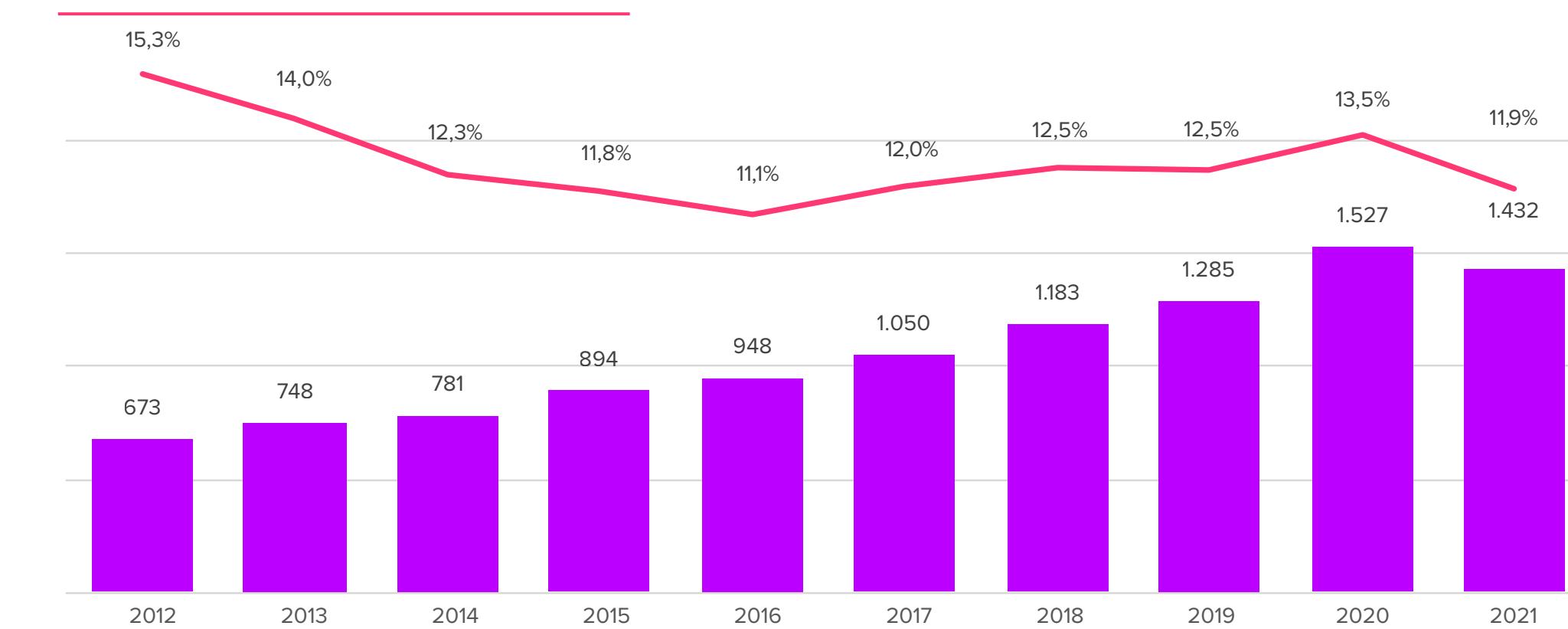
2021

5G sites/cells

200/540

2024 (planned)

CAPEX and CAPEX/REVENUES 2012-2021 (MISK)



MARKET OVERVIEW



CUSTOMER BASE

INOVA

B2C Market

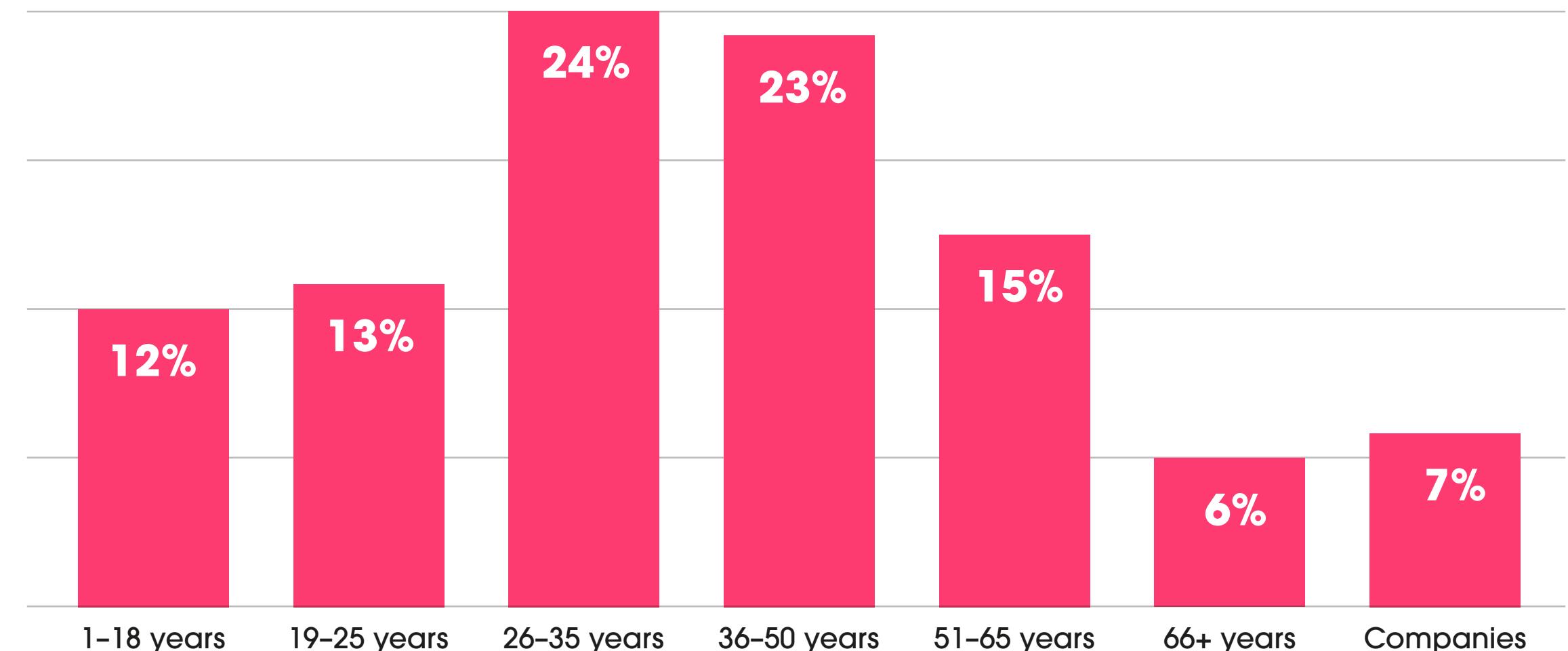
Nova's original strategy revolved around targeting the youngest demographic on the market at the time, i.e., young people in junior colleges and colleges, resulting in the patronage of other youth demographics. Nova's main value proposition at the time, "0 ISK Nova to Nova", allowed Nova's subscribers to call and text one another free of charge. Nova's value proposition further resulted in entire households adopting Nova as a mobile provider, based on the initial adoption of the younger demographics. Nova's original proposition established a demographic distribution that remains reflected in Nova's customer base today, sixteen years later.

Nova's initial group of customers has grown and graduated to bigger and better things, such as starting families and running businesses of their own. Nova's current core demographic consists of modern homes and forward-seeking small and medium sized businesses in Iceland.

B2B Market

In the business segment, Nova has focused on small and medium sized enterprises ("SME's") and sees opportunities in growing both in the SME and MSP markets. To achieve this strategy, Nova has created a flexible and simplified product portfolio of standardized, modular and converged propositions that combine mobile and network solutions.

Mobile customer base: Age groups



Service portal

AlltSaman

Hraðleið

Úrlausn

Kastarinn

Sjálfsvörn

MARKET PRESENCE

INOVA

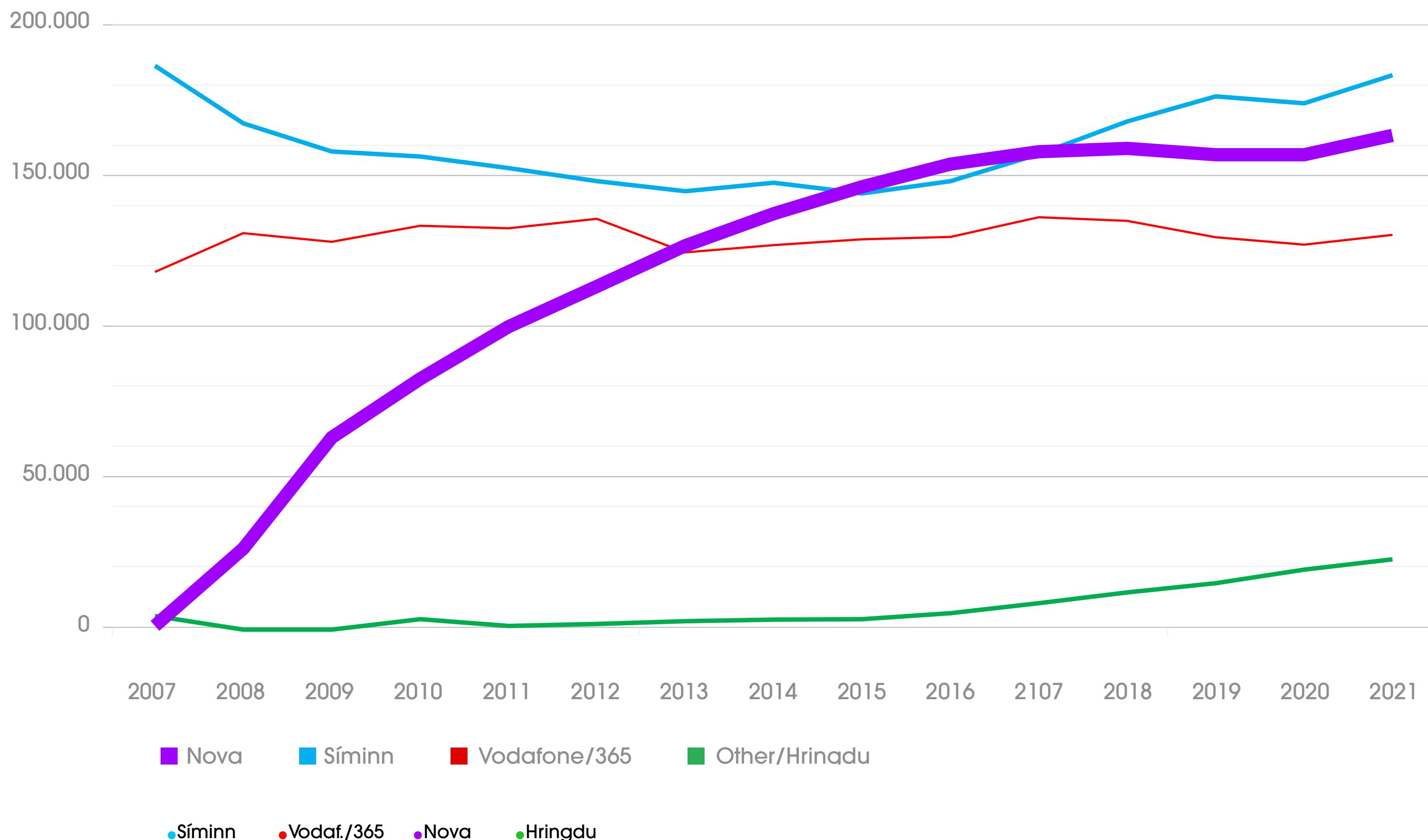
Mobile services

Nova entered the Icelandic telecoms market with a bang, rapidly winning a substantial marketshare by disrupting prevailing models, offering a clear alternative to its competitors. Today Nova is a leading company in mobile services with 33% market share and 60% of data usage in the mobile network.

33%

Market share

Mobile network: Total subscriptions*



*Electronic Communications Office of Iceland (ECOI)

MARKET PRESENCE

INOVA

Internet services

Nova's market share in total internet to home is 15% and the charge in offering fiber services has yielded 21% of the Icelandic fiber market in less than 6 years. Growth in internet services has been supported by Nova TV launched in 2016. In this segment Nova has a potential to grow further.

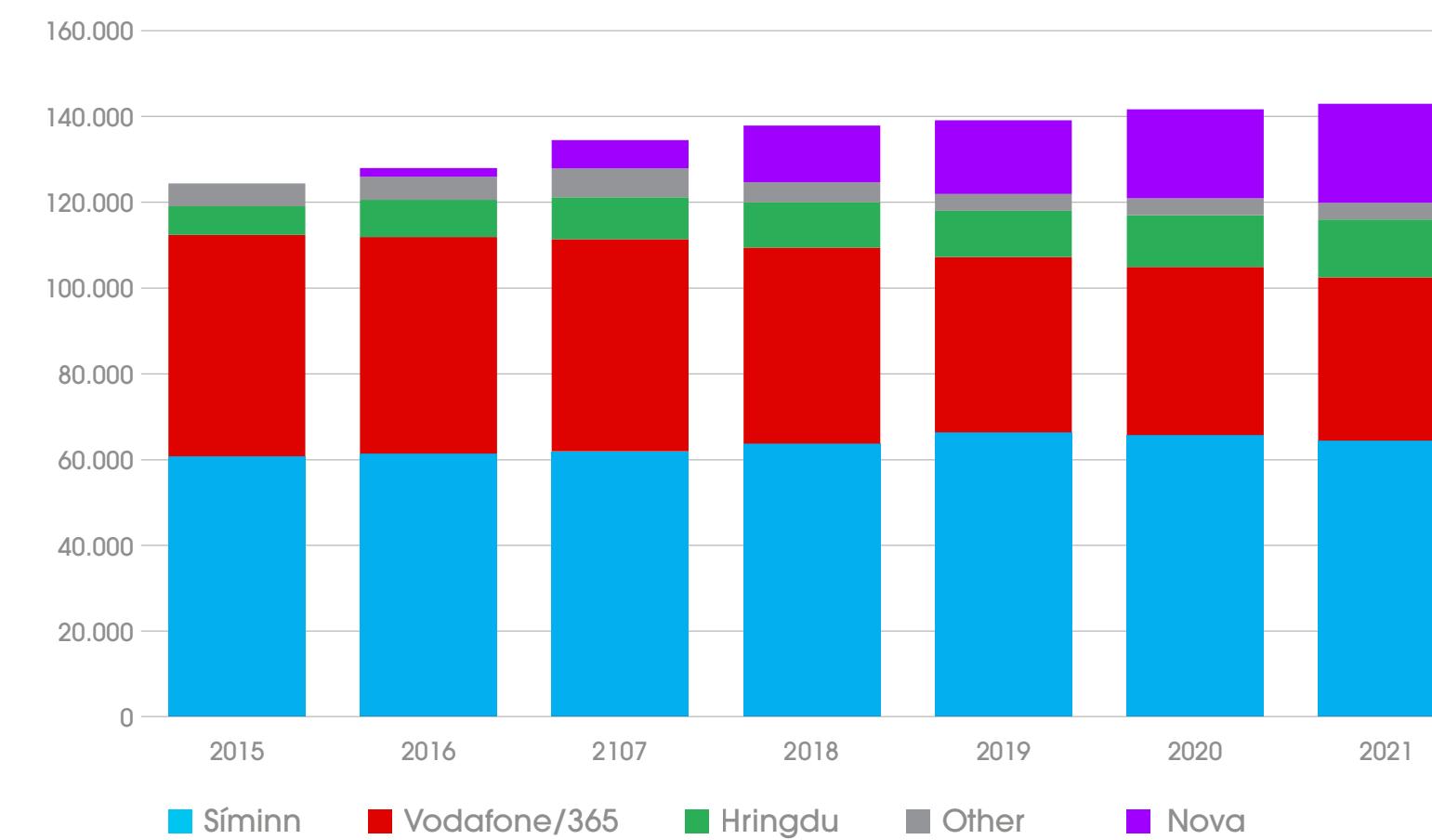
15%

Internet to home

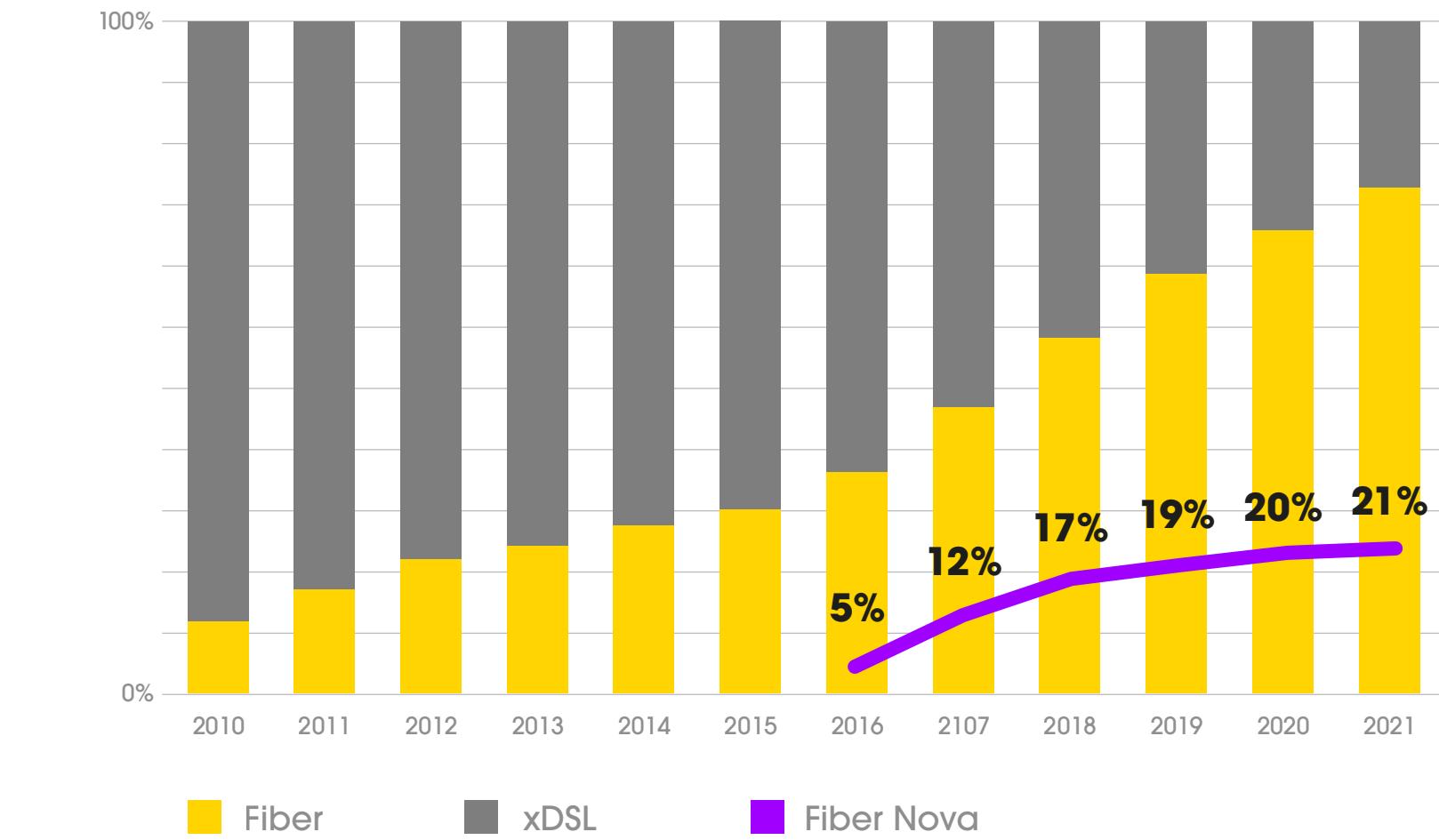
21%

Fiber service

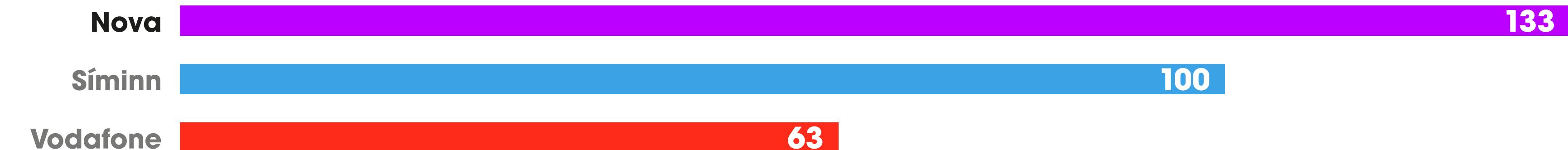
Internet: Total subscriptions



Internet: Ratio of fiber to xDSL



Internet to home: Market opportunity index*



* Done for Nova by Prosent 2017-2021

MARKET PRESENCE

INOVÁ

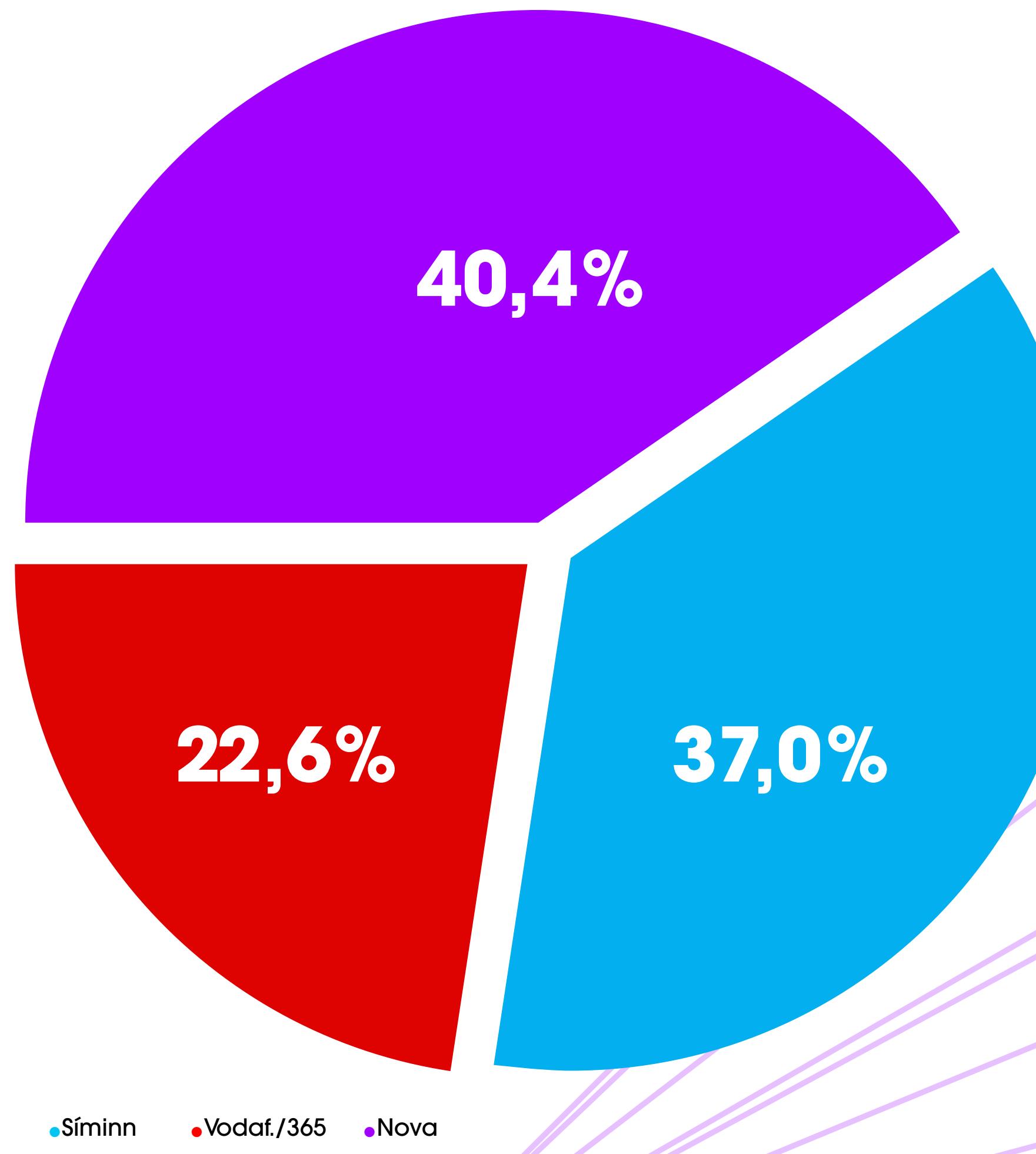
Retail sales

In comparison to the other telecom companies in Iceland Nova holds an impressive 40% market share in merchandise sales. Our strategy is to sell merchandise that fits with our telecom and data services and with already having a very strong standing in sales of mobile phones and accessories.

40%

Market share

Retail revenues (2021)



INNOVA

FINANCIALS



ÞÆRSTI
SKEMMI
STAÐUR
(HEIMI)

TRACK RECORD OF GROWTH AND ATTRACTIVE MARGIN

INOVA

Steady Growth

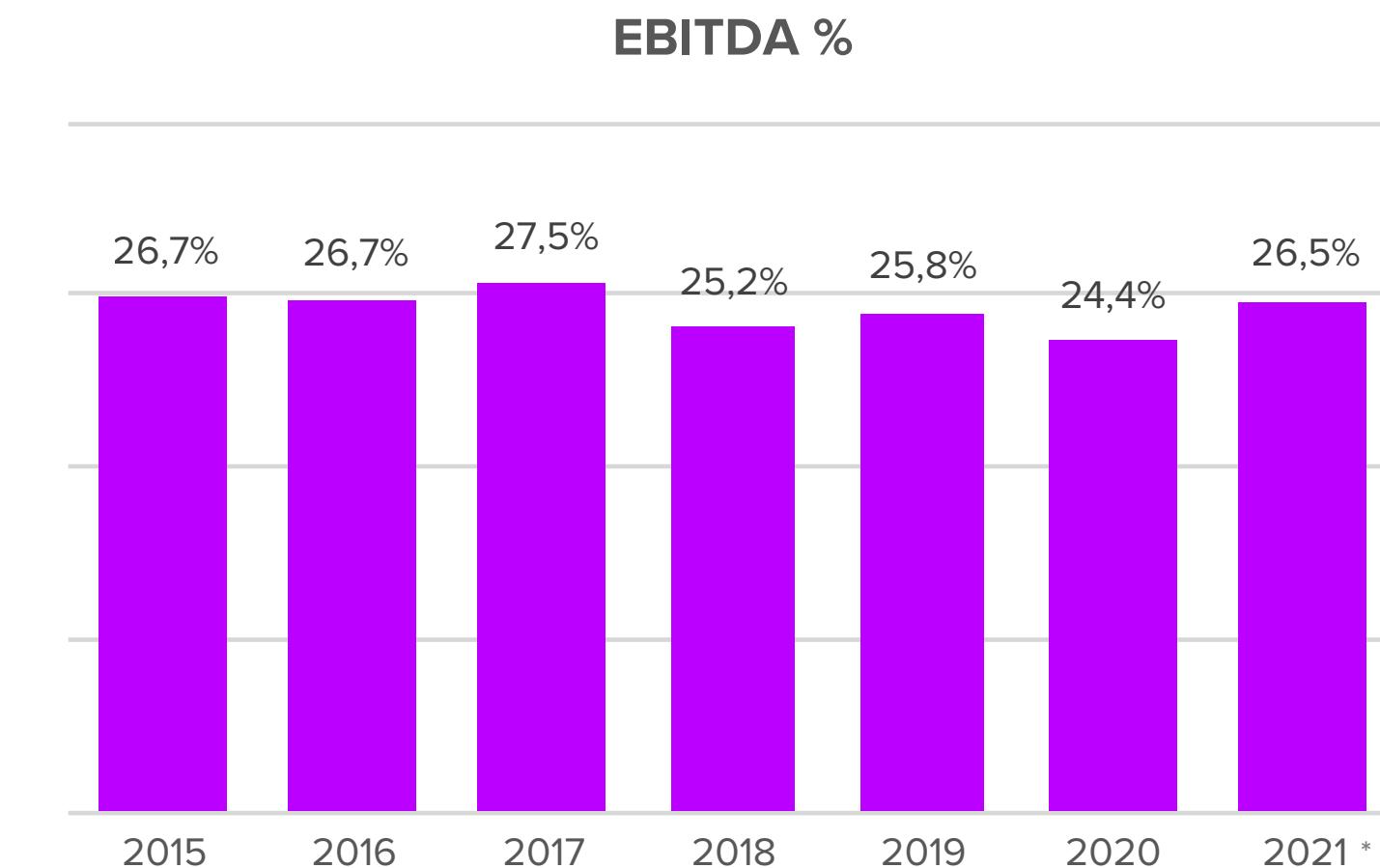
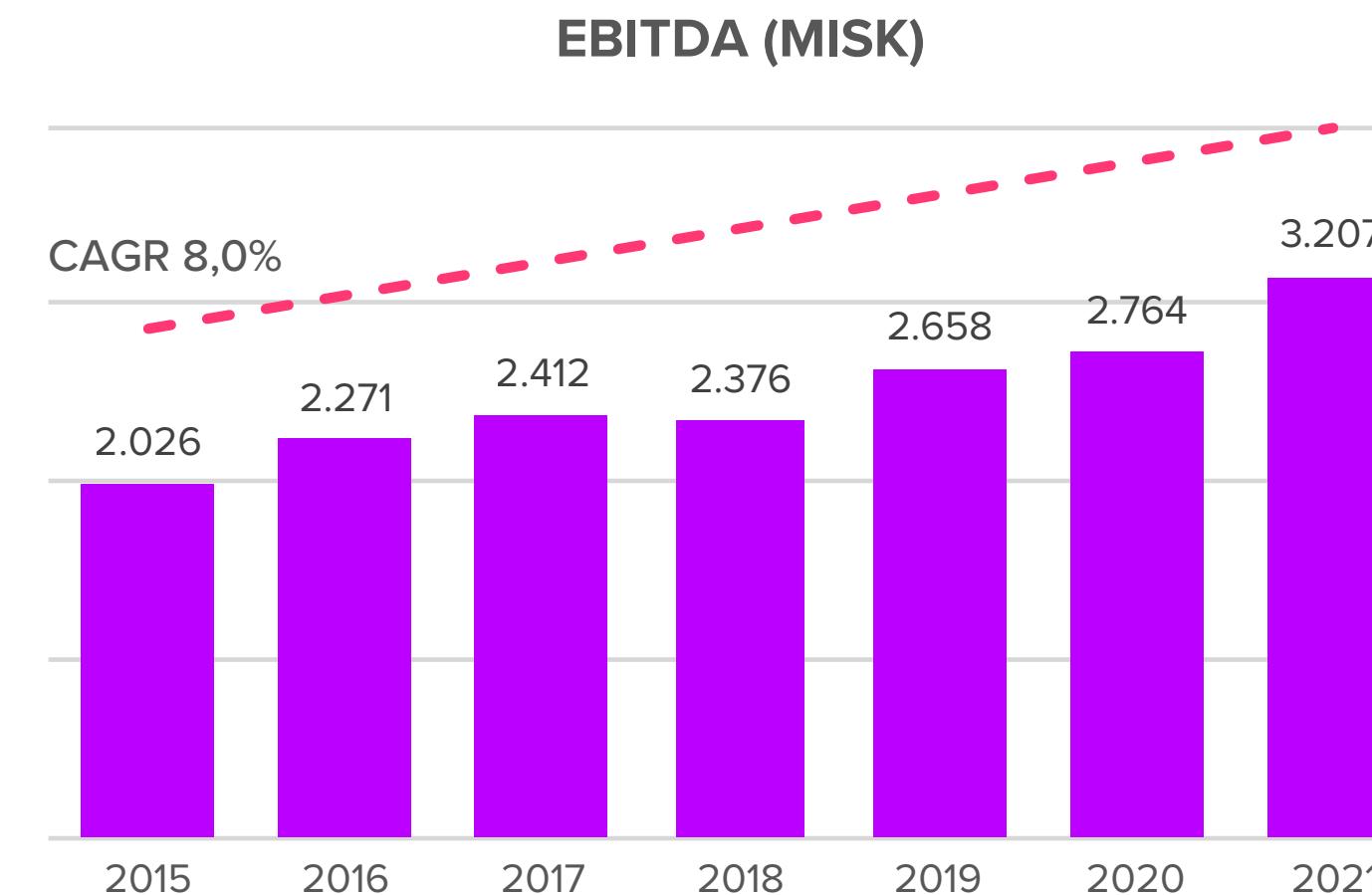
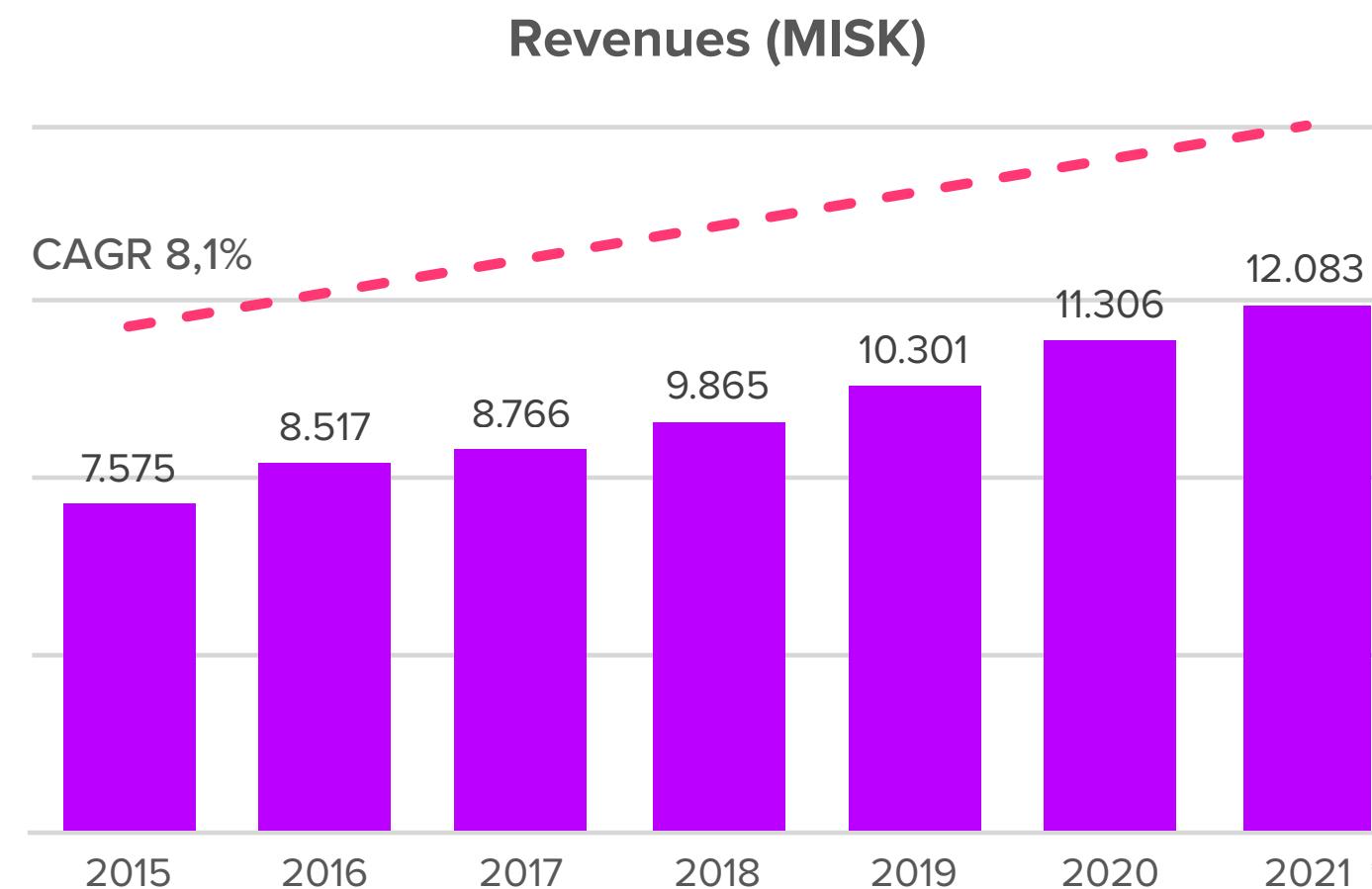
Since 2015 Nova's revenues have steadily grown, showing a compounded annual growth rate (CAGR) of 8,1%. In the same period, whilst making acquisition and implementing new products, the company has been able to maintain 8% EBITDA growth rate. This is due to effective and lean management, strategic investment decisions to enter new sectors of the market and by maintaining a vibrant and engaging workplace culture.

The advances into the fiber market in 2016 have a lower

margin as it relies on services not owned and operated by Nova whereas the mobile services benefit from own infrastructure.

In 2018 Nova's EBITDA margin was affected by the acquisition of Símafélagið. This stabilized as soon as the merger had been finalized and former operations scaled down. In 2019 Nova adopts IFRS16 and in 2020 due to COVID-19 retail sales increased substantially with an average lower margins.

Revenues and EBITDA 2007-2021



Revenues more diverse

The revenue composition is becoming more diverse with the fast growth in internet revenues. Mobile has decreased from contribution 67% of the total revenues down to 43% whilst internet revenues have grown from close to zero up to 24% of the total.

Mobile revenues stable

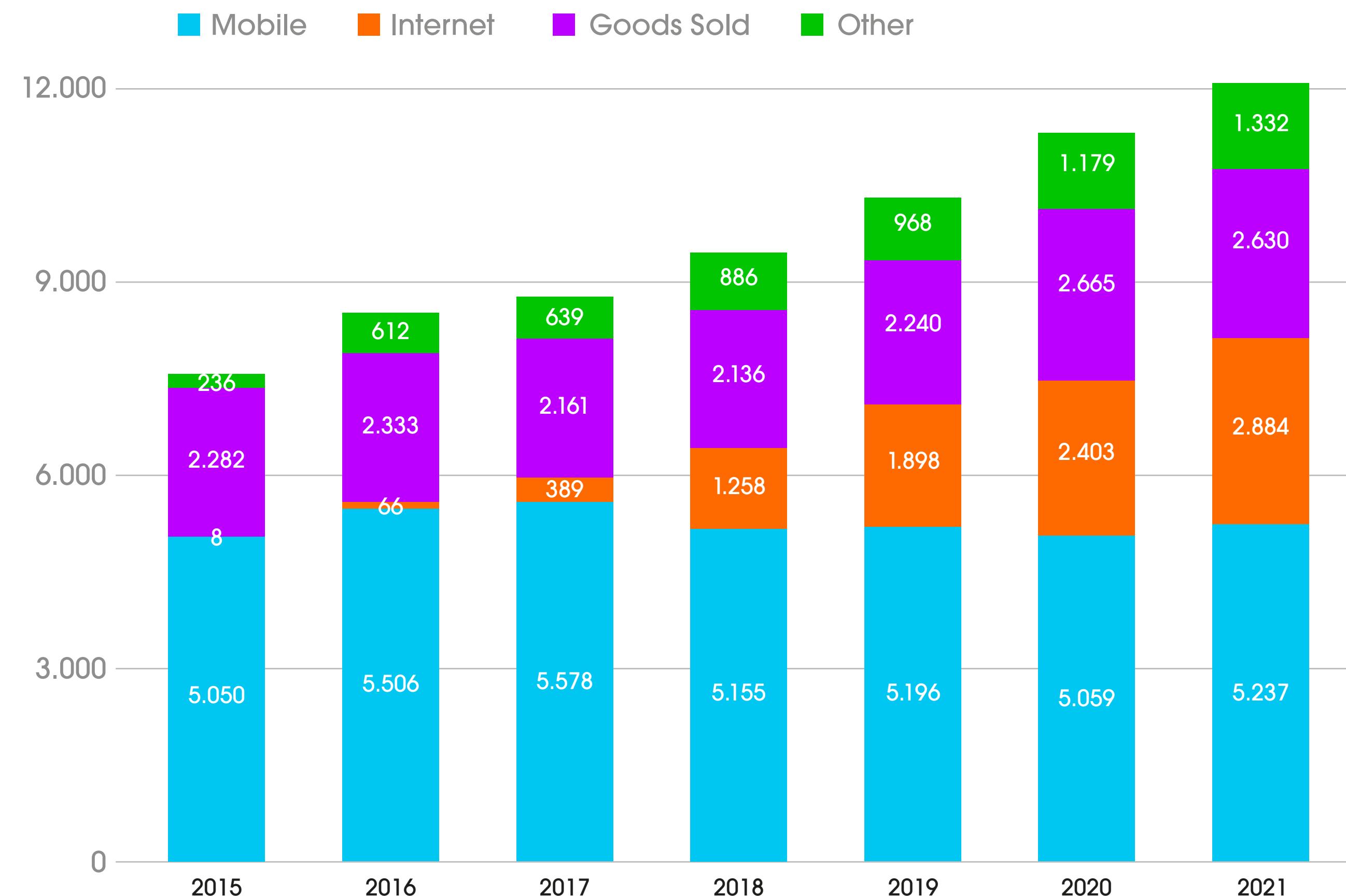
Mobile revenues were at its highest in 2017 from the company's start but dropped in 2018 following overflow of free offers from the competitors on the market with related increase in churn and drop in ARPU. From 2018 the revenues have been stable with a positive upwards sign in 2021.

Internet revenues fast growing

Internet revenues have grown fast in line with the growth of users in Fiber and VIP Net. Fiber revenues alone contribute approximately 73% of the internet revenues and 17% of total revenues. The biggest jump between years is in 2018 when both Fiber sales increase significantly as well as revenues from the acquisition of Símafélagið effect full year.

Retail sales growing

The Goods Sold revenues have a compounded average growth rate of 2.5% since 2015. Whilst the company has maintained same store locations during the period - the product catalogue has expanded, and online sales have grown and topped in the 2020 covid environment. In 2021 Nova revised its retail strategy with the aim to improve its purchasing and inventory management and increase the margin.



Revenues lines

Mobile: Total usages of mobile service, mobile broadband, roaming and interconnect revenues
 Internet: Fiber, VIP Net, streaming and wholesale
 Goods sold: Revenues from sale of handsets, accessories, broadband routers, etc.
 Other: Fixed line revenues , NetCo JV revenues and various other revenues

OPERATIONAL EXPENSES

INOVA

Increased costs with higher turnover

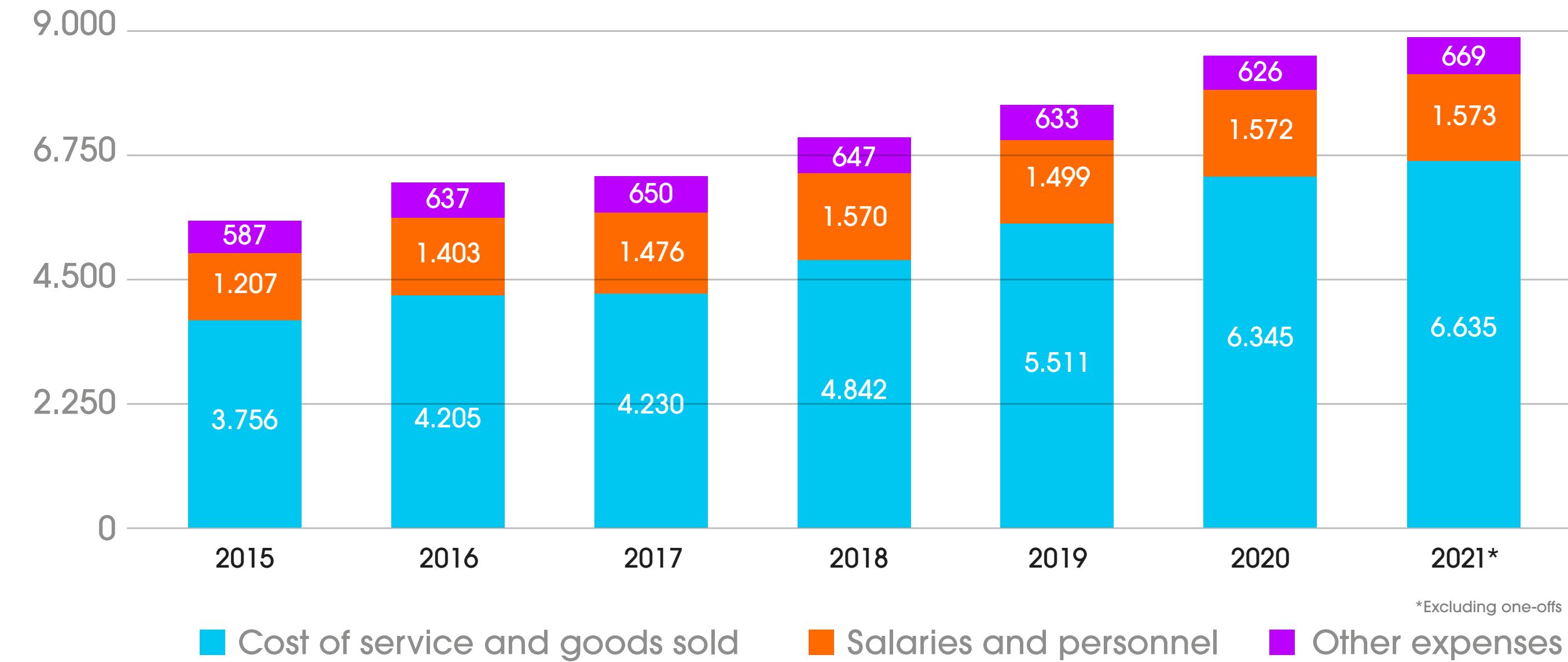
Cost of service grows in line with increased number of customers in Internet and Mobile services. Cost of goods sold grows directly in line with increased retail sales. Both these cost items are correlated with the exchange rate due to foreign service fees and purchases. The growth in 2018 increases due to cost of Símafélagið acquisition and onwards due to different combination of revenues.

Wage cost ratio not increasing

Salary and personnel cost has grown on average by 5,1% since 2015. The growth in total number of employees in 2018-2019 is affected by the Símafélagið acquisition that was scaled down again once operational and product merger was fully completed. The budget for 2022 assumes increase in number of FTE's in Network operations Digital Development and Sales and services.

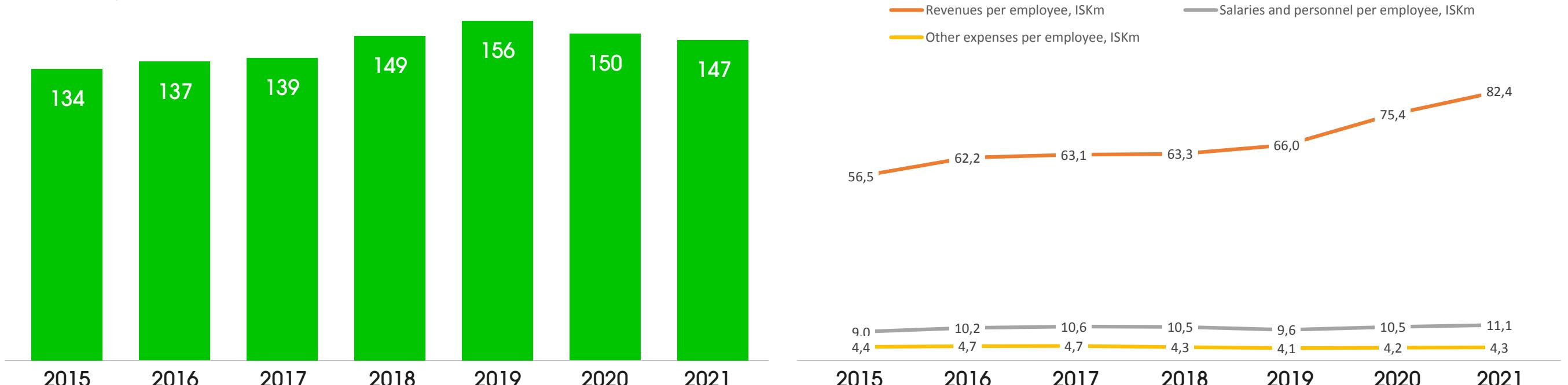
Other expenses are relatively stable with little growth. The company has maintained same office space and store locations during the period despite acquisition and new product rollouts.

Expenses breakdown, ISKm



*Excluding one-offs

Average number of employees



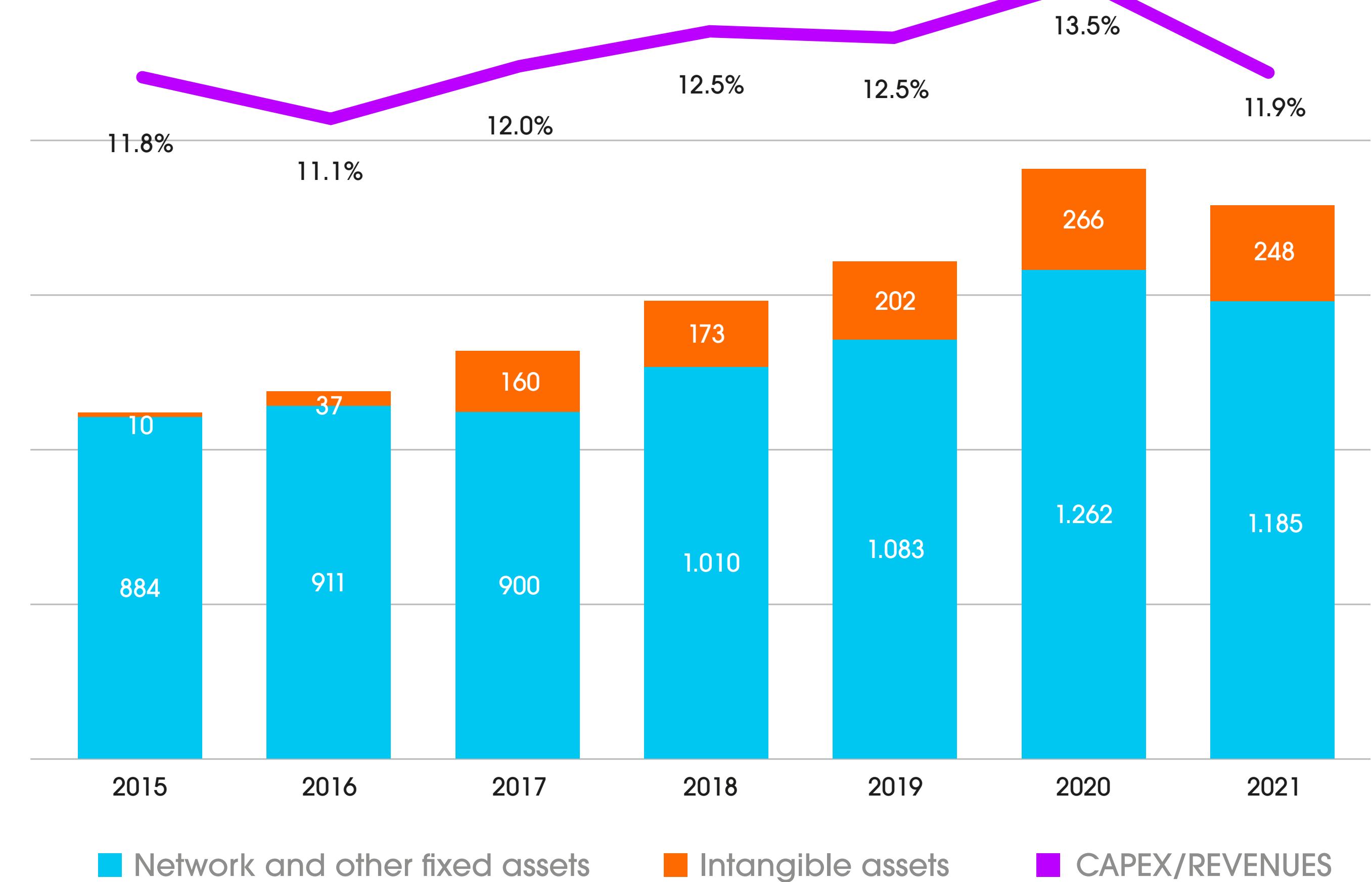
The CAPEX ratio stable

- The CAPEX ratio has ranged around 12% of revenues on average during the period.
- Network CAPEX ranges between 80-90% of total CAPEX.
- Investments in intangible assets has been increasing with focus on service solutions, web and app development.
- The company is in discussion with other Telcos regarding joint 5G buildout. Before end of 2024, the company is planning to have access to 200 5G sites.

The CAPEX ratio in 2022 in line to recent years

- It is expected that the CAPEX ratio will be approximately 12,9% of revenues in 2022, that includes:
 - Investment in new Wavelength system
 - Buildout of 5G
 - New Billing system
 - Upgrade of Finance system
 - App development
 - Store renovations
- For the long-term it is expected that the CAPEX ratio will be under 12% of revenues:
 - Focus on 5G buildout
 - Phase out of 2G/3G
 - Spectrum allocation in 2023

CAPEX split, ISKm



CASH FLOW

INNOVA

Strong cash flow

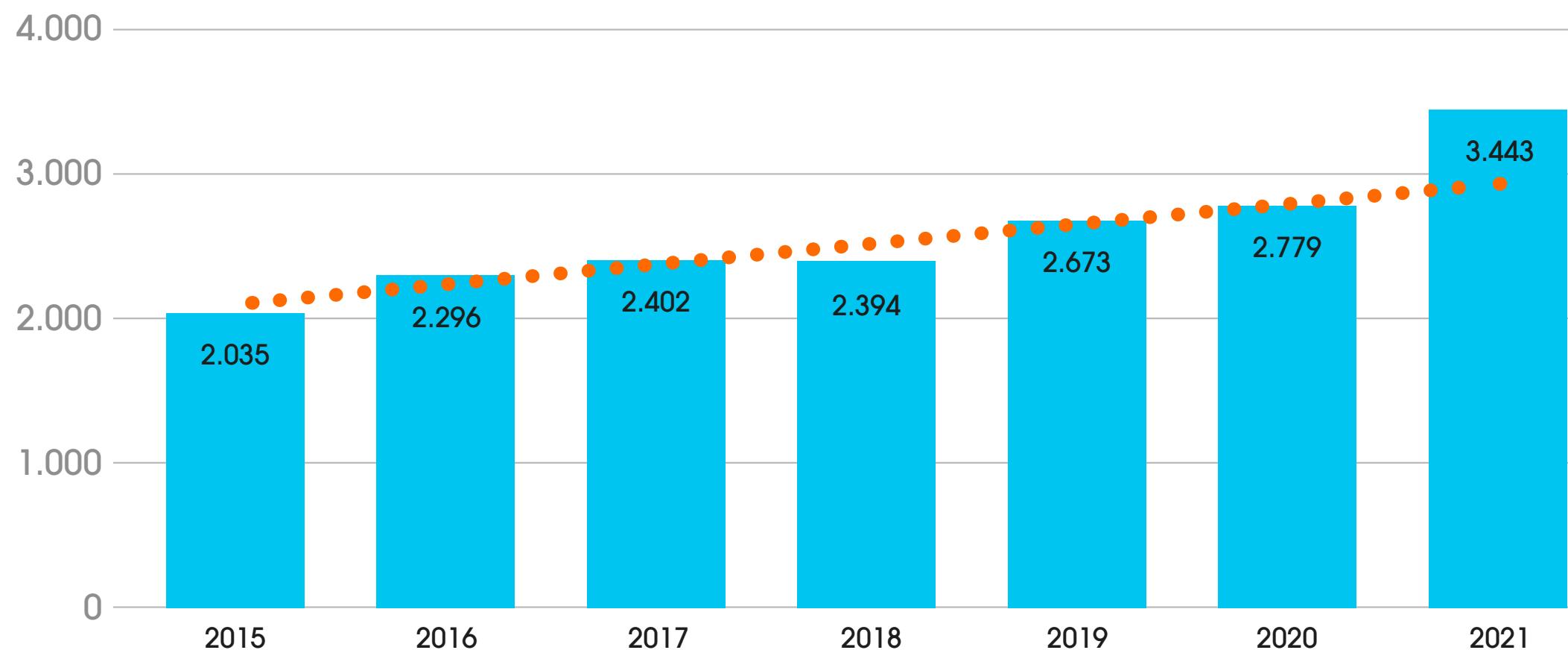
Cashflow from operating activities is growing in line with revenues and EBITDA with a CAGR of 9,2%. In general, the cashflow is strong, high portion of services are prepaid and late payment and defaults on post-paid services is low.

Net Cash from operating activities (after finance expenses, taxes paid and changes in working capital) grows steadily. In 2018 it drops due to high growth in inventories and AR (combination of Fiber sales and B2B growth related to the acquisition of Símafélagið). From 2018 and onwards Net cash is also affected by finance charges in Platínum Nova.

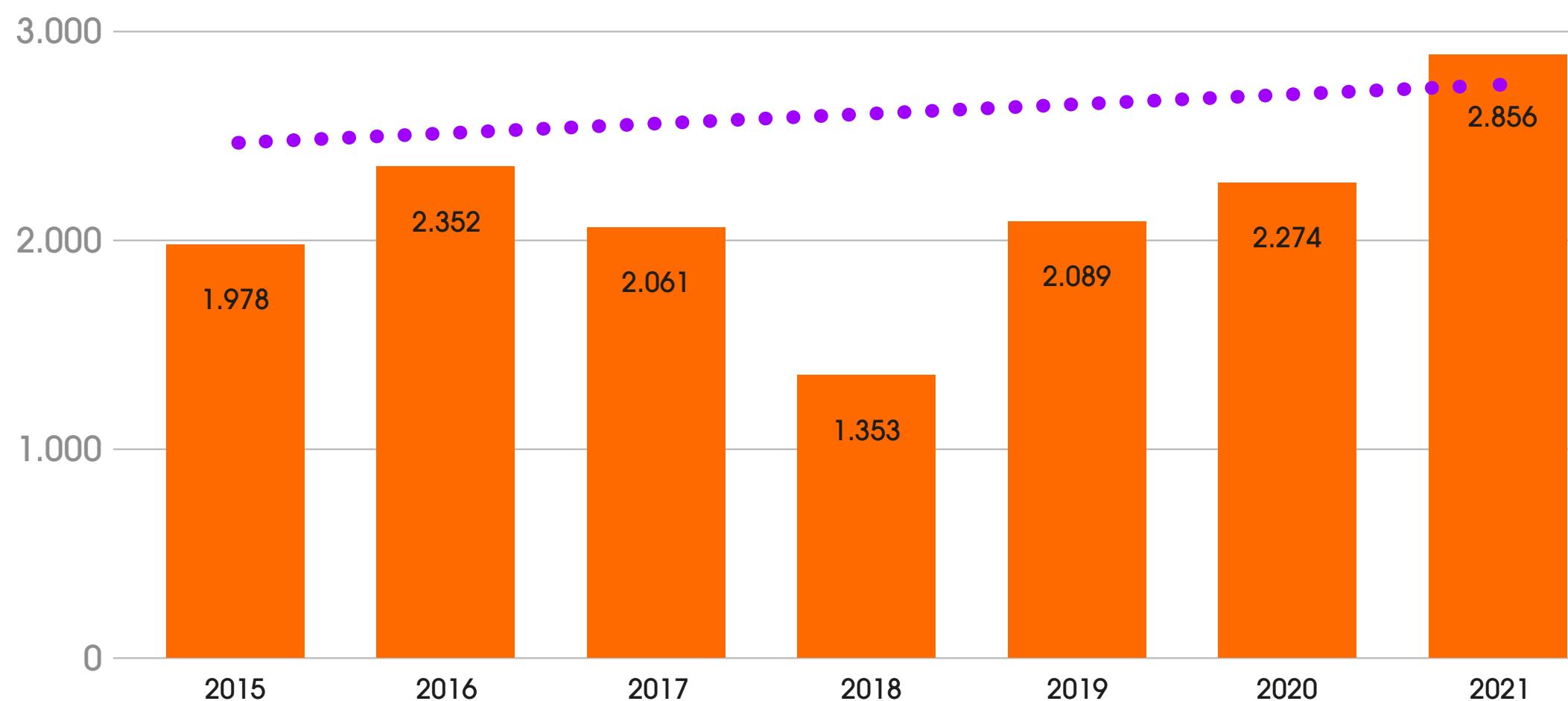
Change in Nova's infrastructure

The sale of the passive infrastructure will affect cashflow in 2022 and onwards. With the long-term lease of all sold sites as well as 198 additional sites, annual lease payments will increase by approximately 360 MISK which are accounted for below EBITDA according to IFRS16. Annual effects on EBITDA are minimal and expected to be below 10 MISK.

Cash flow from operating activites, ISKm



Net cash from operating activities, ISKm



2015-2017 Nova separate FS, 2018-2021 Platínum Nova Consolidated FS

CONSOLIDATED BALANCE SHEET - post share capital increase

INOVA

	Unadjusted balance sheet 31.03 2022	Share capital increase – pro forma adjustment	Costs in relation to the share capital increase	Debt reduction – pro forma adjustment	Pro forma balance sheet, post share capital increase
<i>ISK million</i>					
	Unaudited & unreviewed	Unaudited & unreviewed	Unaudited & unreviewed	Unaudited & unreviewed	Unaudited & unreviewed
Non-current assets	19,104				19,104
Cash and cash equivalents	892	3,500	(105)	(3,400)	887
Other current assets	1,876				1,876
Total assets	21,872	3,500	(105)	(3,400)	21,867
Total equity	5,227	3,500	(105)	0	8,622
Loans and borrowings	5,685			(3,277)	2,408
Lease liabilities	5,285				5,285
Other non-current liabilities	2,521				2,521
Total non-current liabilities	13,491	0	0	(3,277)	10,214
Loans and borrowings	226			(95)	131
Lease liabilities	176				176
Other current liabilities	2,751			(28)	2,723
Total current liabilities	3,153	0	0	(123)	3,030
Total liabilities	16,644	0	0	(3,400)	13,244
Total equity & liabilities	21,872	3,500	(105)	(3,400)	21,867
Net debt	5,019				1,652
Net debt and lease liabilities	13,001				9,634
Equity ratio	23.9%				39.4%
Current ratio	0.88				0.91
Net debt and lease liabilities/EBITDA*	3.77				2.79
Net debt/EBITDA*	1.45				0.48

* Based on mid EBITDA guidance for 2022

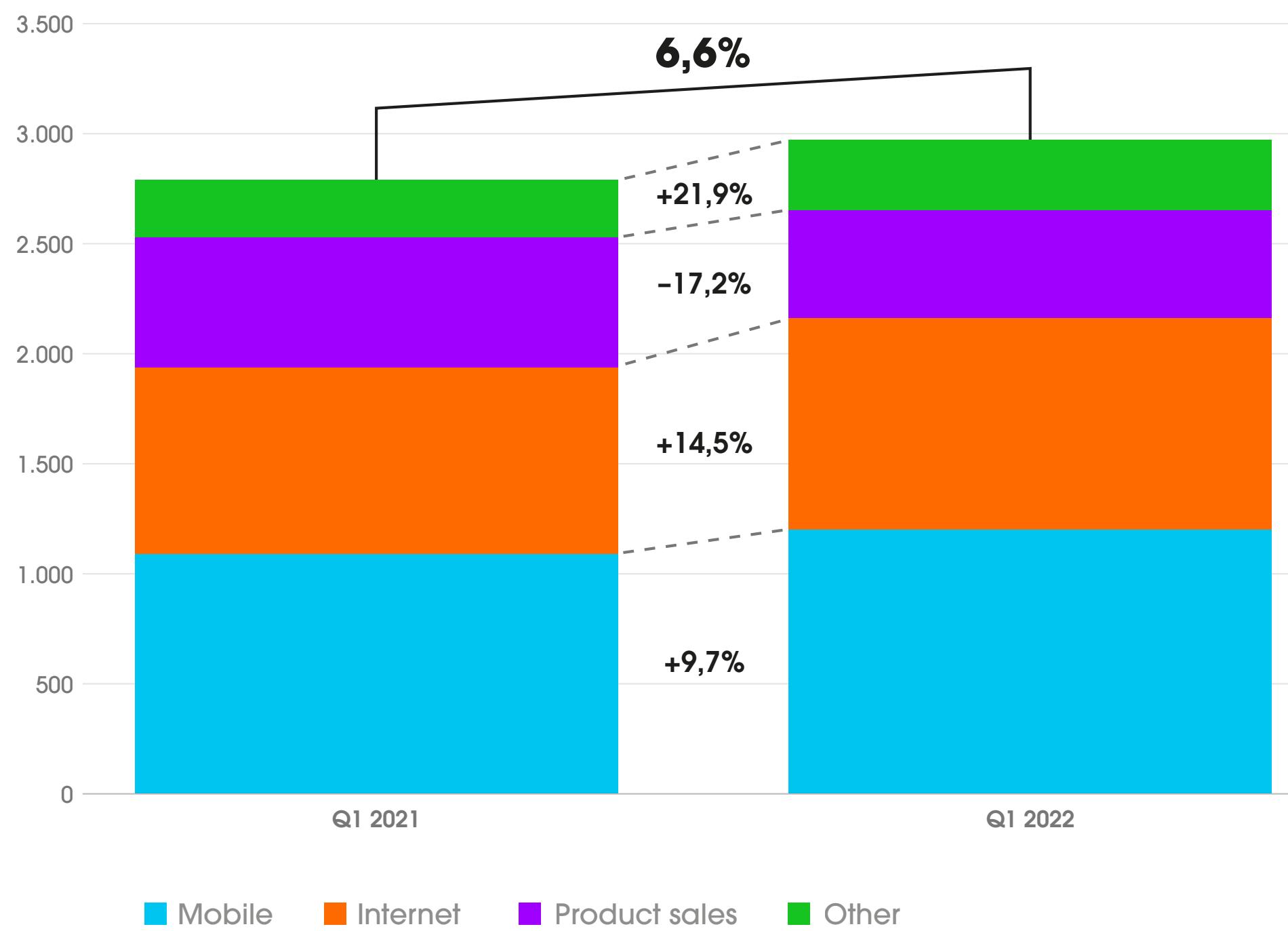
INCOME STATEMENT - Q1 2022

INOVA

Total revenue growth 6,6%

- Customer growth and roaming revenues supporting revenue growth in mobile
- Customer growth in B2C and B2B supporting internet revenue growth
- Product sales reducing in line with expected covid release effects
- Various items growing under Other revenues related to growth in activity
- EBITDA in Q1 is supporting our guidance for 2022

- Other expenses Q1 2022 include one-off expenses for pre-placement and IPO in the amount of 27 ISKm. Adjusted EBITDA growth is 18,4%
- Depreciation and amortisation reducing due to part of intangible assets in group were fully amortised in previous year
- Interest expenses increasing due to higher balance of Interest bearing liabilities and Lease liabilities at beginning of period
 - Prepayments made in February and April for total amount of 4.500 ISKm
- Profit from sale of associate in Q1 2021 results from sale of Aur App ehf.



	Q1 2022	Q1 2021	Changes	
Operating revenues	2.972	2.788	184	6,6%
Cost of sales	1.514	1.505	9	0,6%
Salaries and salary-related expenses	427	391	36	9,2%
Other expenses	216	181	35	19,1%
Operating expenses	2.156	2.076	80	3,8%
EBITDA	816	712	104	14,6%
%	27.5	25.5	+2.0	
Depreciation and amortisation	(470)	(507)	37	-7,3%
Results from operating activities	346	205	141	68,8%
Finance income and (expenses):	(231)	(81)	-151	186,2%
Profit from sale of associate	0	250	-250	-100,0%
Profit before income tax	114	374	-260	-69,5%
Income tax	(24)	(23)	-1	5,6%
Net profit	90	351	-261	-74,4%

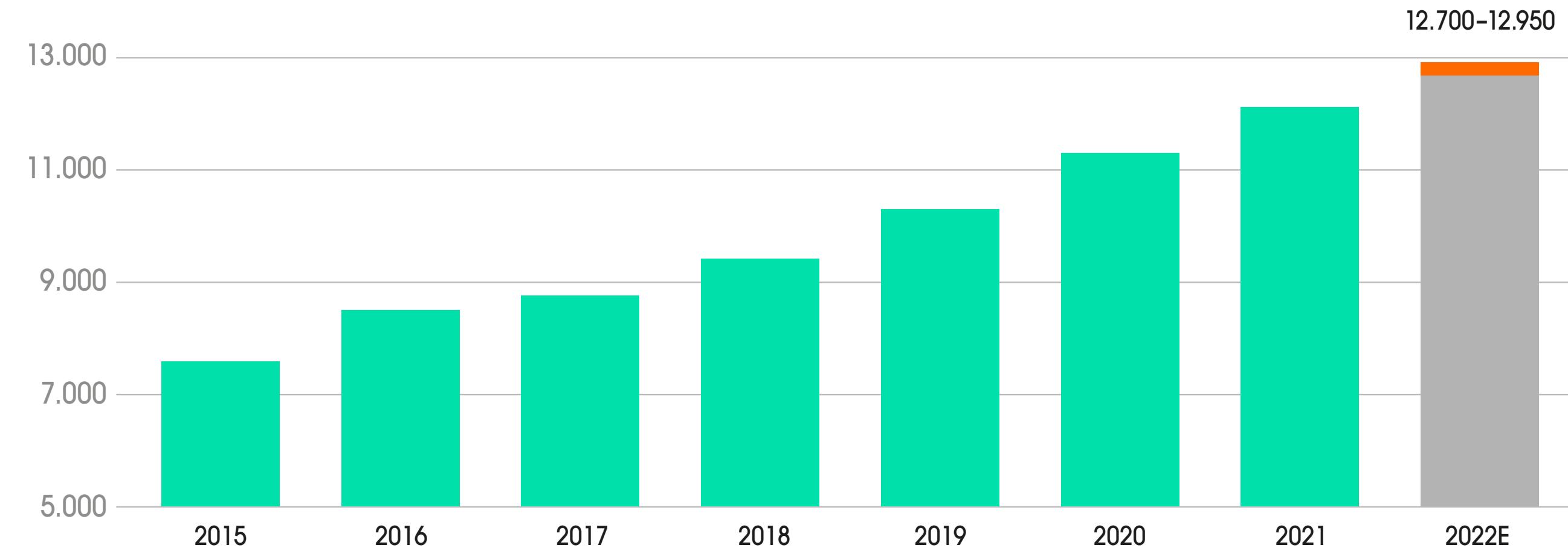
GUIDANCE 2022

INOVA

Revenue guidance

- Revenues in 2022 expected to be in the range of ISKm 12.700 -12.950:
 - Driven by continued growth in Fiber and B2B.
 - Small growth in mobile with roaming revenues returning partly.
 - Stability in goods sold revenues.
 - Small growth in other revenues.

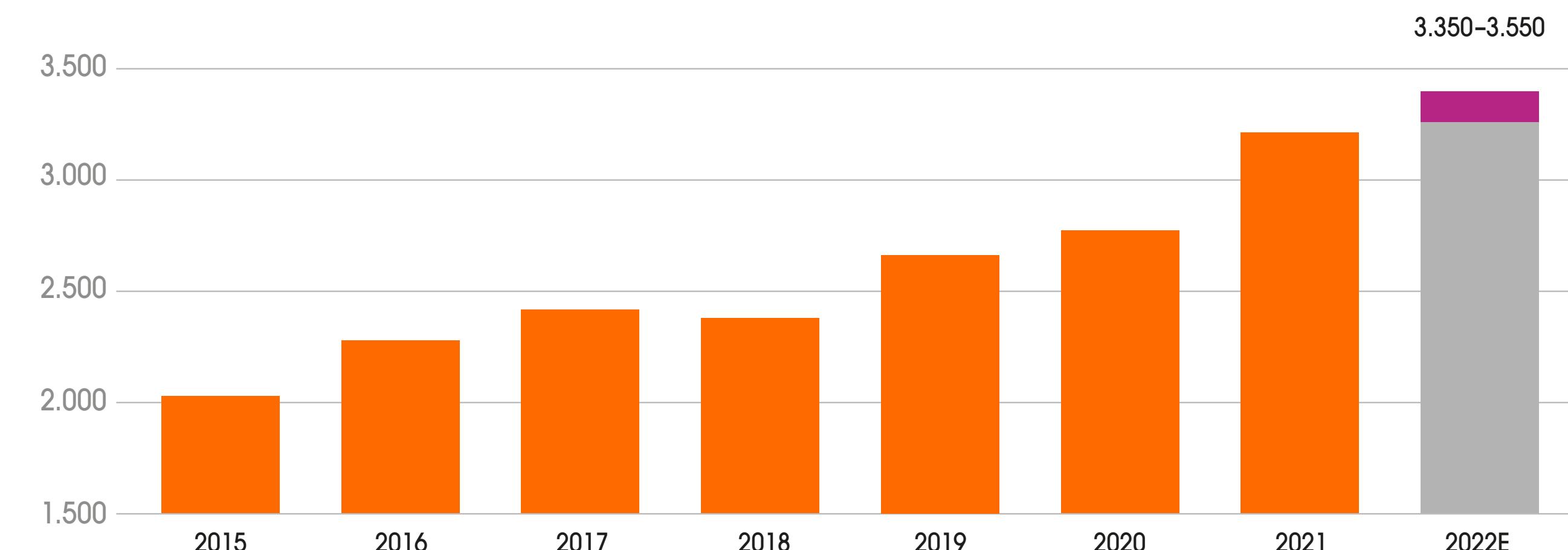
Revenue guidance



EBITDA guidance

- EBITDA in 2022 is expected to be in the range of ISKm 3.350 - 3.550
 - EBITDA margin between 26,4%-27,4%
 - Exchange rate EUR/ISK 150
 - Increased number of FTE's and higher salary expenses due to labor union agreements and market conditions
 - Same setup of offices and store locations
- In general Nova expects a strong competition in 2022 in the telecom market in Iceland as before which could affect the guidance numbers.

EBITDA guidance



NOVA'S INVESTMENT PROPOSITION

NOVA

MODERN AND ROBUST INFRASTRUCTURE

Development of assets and clever asset purchases have contributed to a modernised infrastructure that makes for an enviable technical position.

EXCELLENT BRAND NAME

The short and catchy brand name has become symbolic for customer service, innovation and value for money.

EXPERIENCED TEAM

An experienced, motivated and talented team is backed by strong ownership and fulfilled by satisfied employees.

MARKET-LEADING PIONEER

Nova is a frontrunner in new technology with a fast, lean and innovative roll out of products like 5G.

HIGHEST CUSTOMER SATISFACTION

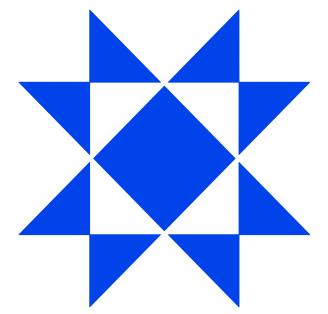
For the past 13 years in a row Nova has scored the highest in customer satisfaction out of all the brands in the market.

STRONG MARKET SHARE

Nova is a service provider of 33% of the mobile market. Nova is the fastest-growing fiber provider reaching a 21% market share in less than six years, 15% of the internet to home market and 25% of the b2b markets.

TRACK RECORD OF GROWTH

Nova's business model is scalable and profitable with attractive margins.



IPO Process

Total value of equity ISK 19.5 bn.

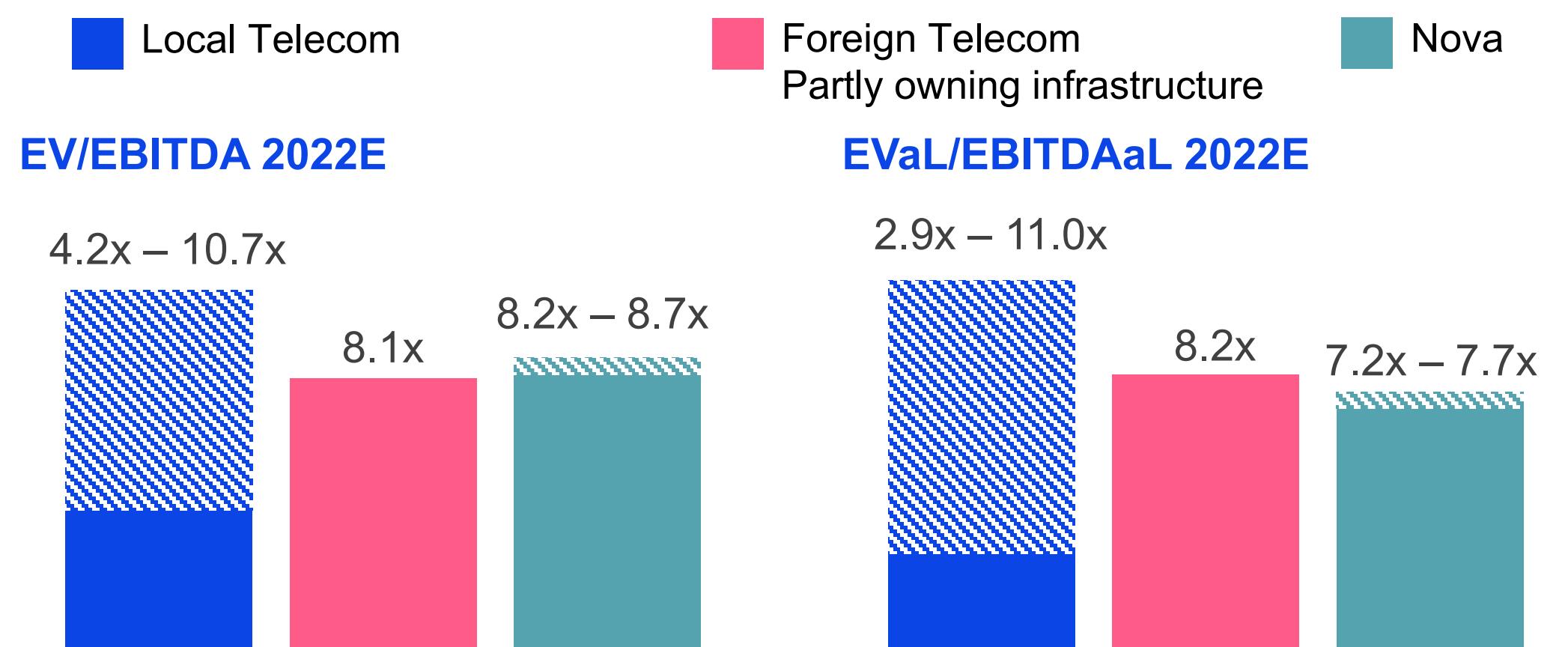
Minimum price per share set at ISK 5.11

Multiples

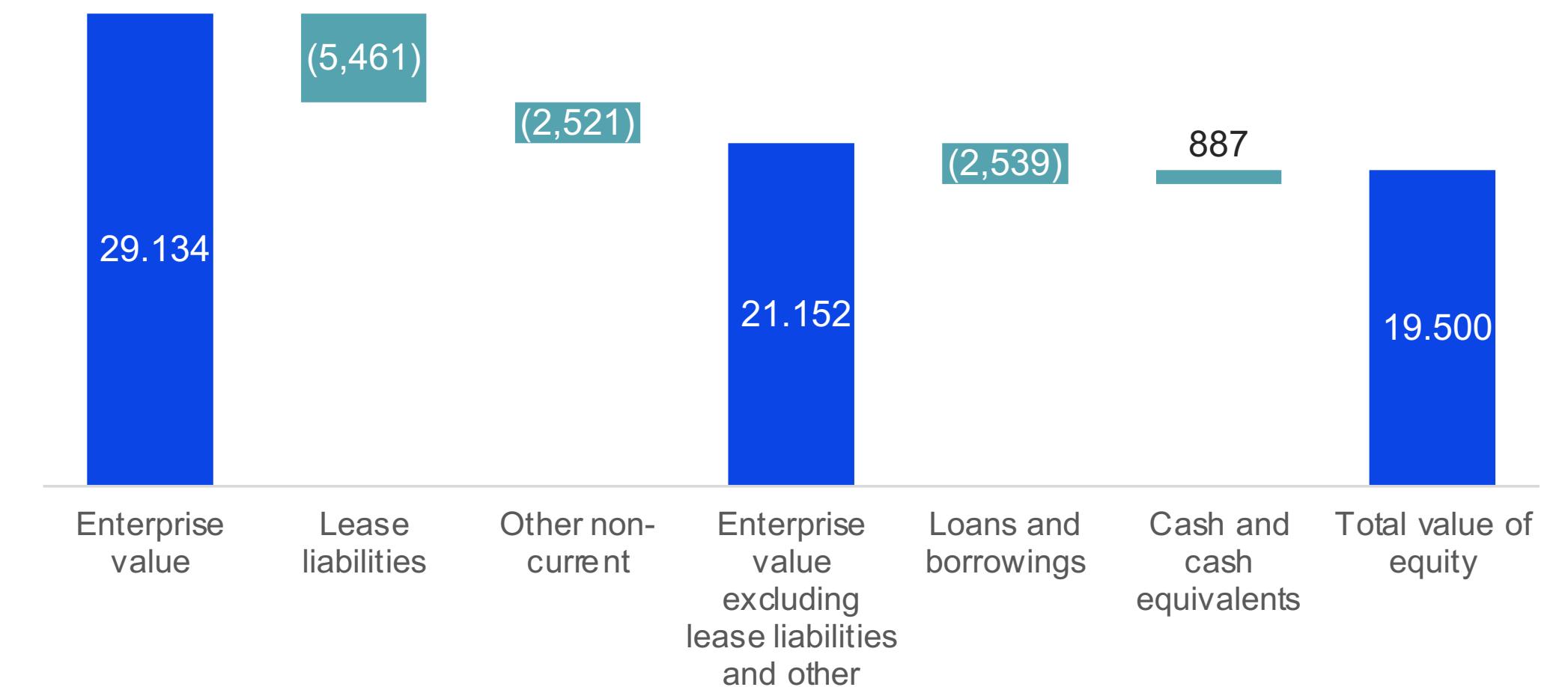
- Based on minimum price per share at ISK 5.11 the EV/EBITDA multiple for estimated EBITDA 2022 (ISK 3,350 – 3,550) is between 8.2x – 8.7x.
- Based on minimum price per share at ISK 5.11 the EVaL/EBITDAaL multiple for estimated EBITDAaL 2022 (ISK 2,750 – 2,950) is between 7.2x – 7.7x.
- Main local competition companies are listed on the regulated market of Nasdaq Iceland (Síminn hf. and Sýn hf.). Both companies have somewhat different types of revenue streams when compared to Nova.

Comparison

Range for Síminn and Sýn hf., median for foreign telecoms, EBITDA/aL range for Nova



Value of equity



	Foreign Telecom	Síminn	Sýn	Nova
Historical 3-year revenue growth	1%	2% ¹	5%	8%
Gross margin 3-year average	44%	50%	33%	46%
CAPEX % of revenues 3-year average	15%	21%	19%	13%

1) Estimated due to completed sale of Sensa ehf.

Source: Capital IQ. Retrieved on 30 May 2022

EVaL: Enterprise value after lease liabilities

EBITDAaL: EBITDA after lease liabilities.



Key dates

Indicative timeline

1 June – Prospectus published

June 2022

3 June – Open meeting

S M T W T F S

3 – 10 June – Subscription period

5 6 7 8 9 10 11

Expected 13 June - Allocation

12 13 14 15 16 17 18

Expected 16 June - Date of payment

19 20 21 22 23 24 25

Expected 20 June - Delivery of shares

26 27 28 29 30

Expected 21 June - First day of trading on the regulated market
Nasdaq Iceland.



Public holidays: 6th of June, Whit Monday. 17th of June, Icelandic Independence day

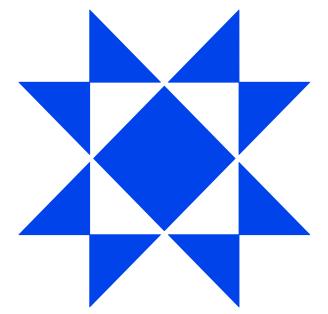
Structure of the offering

Fixed price for Order Book A and a Dutch auction with a minimum price for Order Book B

	Order Book A	Order Book B
Price range	Fixed price of ISK 5.11 per share	Minimum price of ISK 5.11 per share
Base size	495,870,562 shares (35% of the offering)	920,902,471 shares (65% of the offering)
Upsize potential	The offering may be upsized by up to 20% of the base offer size, to a maximum of 1,700,127,639 shares	
Flexibility	The allocation between Order Book A and Order Book B may be adjusted on a discretionary basis The upsizing potential may be allocated to Order Book A and Order Book B on a discretionary basis	
Subscription size	ISK 100,000 – 20,000,000	Over ISK 20,000,000
Key principles regarding allocation in case of oversubscription	Subscriptions in Order Book A may be reduced proportionally On a best efforts basis, subscriptions will not be reduced below ISK 5,000,000 for employees of Nova, ISK 1,000,000 for Nova customers ¹ , and below ISK 500,000 for other investors	Subscriptions in Order Book B may be reduced proportionally, limited to a maximum number of shares and/or reduced or rejected in another manner on a discretionary basis Allocation in Order Book B will be made on the basis of price as well as the timing of subscriptions
Other	The remaining holdings of Nova Acquisition Holding ehf. will become subject to a 3-month lock-up period from the first day of trading with the shares on the regulated market of Nasdaq Iceland hf. Arion Bank has been retained by the Sellers and the Issuer to manage the offering and the admission to trading on the regulated market of Nasdaq Iceland hf. Further information and assistance regarding the offering will be provided through e-mail (nova-utbod@arionbanki.is) and by phone (+354 444 7000)	

1. Registered customers at the end of 9 June 2022.





Appendix

Comparables

Company	Country	Market Cap. (ISKm)	Revenues		Margin		EV/EBITDA		EVaL/EBITDAaL		P/E	
			Est. growth +1 year	Est. growth +2 year	2021 EBITDA %	2021 EBITDAaL %	LTM	2022	LTM	2022	LTM	2022
Deutsche Telekom AG	Germany	13,177,024	(1%)	1%	29%	23%	8.4x	6.8x	8.7x	7.4x	16.8x	15.7x
Vodafone Group	UK	5,931,692	1%	1%	34%	25%	7.8x	6.7x	9.6x	8.2x	20.5x	20.5x
Orange S.A.	France	4,281,355	2%	0%	27%	24%	5.5x	4.9x	5.2x	5.0x	15.8x	14.7x
Swisscom AG	Switzerland	3,957,306	(0%)	0%	34%	31%	9.9x	8.5x	9.8x	8.6x	17.9x	19.5x
BT Group plc.	UK	2,978,911	1%	1%	28%	25%	6.3x	5.4x	6.6x	6.0x	16.9x	16.9x
Telenor ASA	Norway	2,477,263	1%	0%	34%	26%	8.0x	6.0x	8.6x	6.6x	17.1x	16.1x
Telia Company AB	Sweden	2,181,930	2%	1%	28%	23%	10.3x	8.4x	11.3x	9.3x	20.0x	24.0x
Koninklijke KPN N.V.	Netherlands	1,886,780	1%	1%	40%	38%	9.5x	8.5x	9.0x	8.1x	22.0x	21.1x
Tele2 AB	Sweden	1,096,429	2%	1%	37%	32%	10.6x	9.0x	11.1x	9.8x	18.4x	17.6x
Elisa Oyj	Finland	1,190,819	3%	2%	34%	33%	14.3x	13.2x	14.3x	13.6x	24.5x	23.2x
freenet AG	Germany	400,128	1%	1%	13%	10%	10.9x	8.7x	11.9x	9.0x	18.6x	16.9x
Síminn hf.	Iceland	86,870	1%	1%	41%	38%	10.7x	10.7x	11.0x	11.0x	16.6x	16.6x
GO p.l.c.	Malta	44,745	n/a	n/a	30%	27%	8.0x	8.0x	7.5x	7.5x	32.5x	32.5x
Sýn hf.*	Iceland	15,267	3%	3%	30%	23%	4.2x	4.2x	2.9x	2.9x	n/a	19.1x
Median					32%	25%	8.9x	8.2x	9.3x	8.2x	18.4x	18.3x
Nova Klúbburinn hf.*	Iceland	19,500	7%	7%	27%	24%	9.1x	8.4x	7.2x	7.5x	29.2x	-

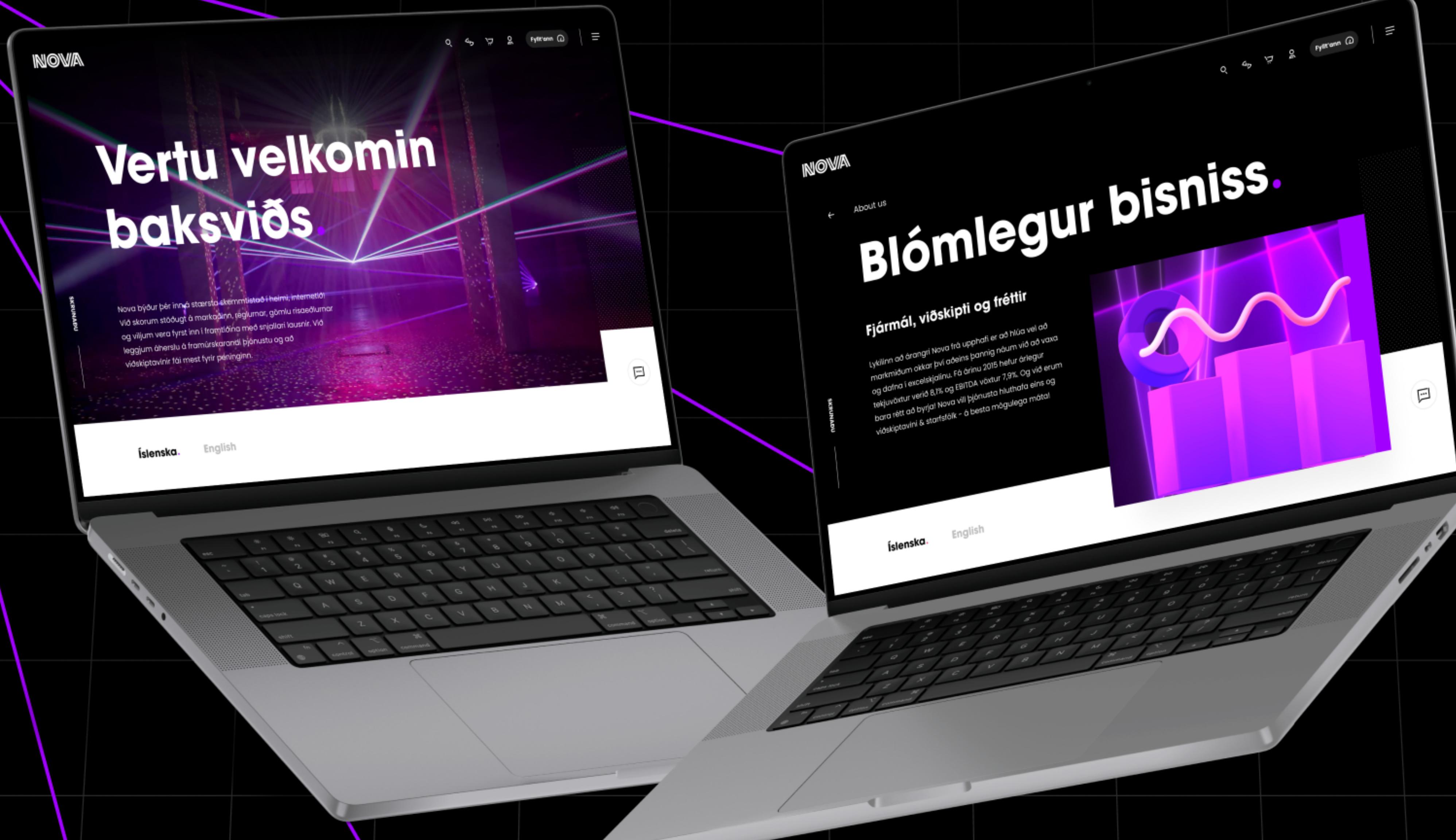
*Excluding one off items and based on pro forma numbers | Nova klúbburinn hf. 2022E multiples based on mid EBITDA guidance

Date: 30.05.2022 - Source: S&P Capital IQ

EVaL – Enterprise value excluding lease liabilities

EBITDAaL – EBITDA after leases





Vertu velkomin
baksviðs.

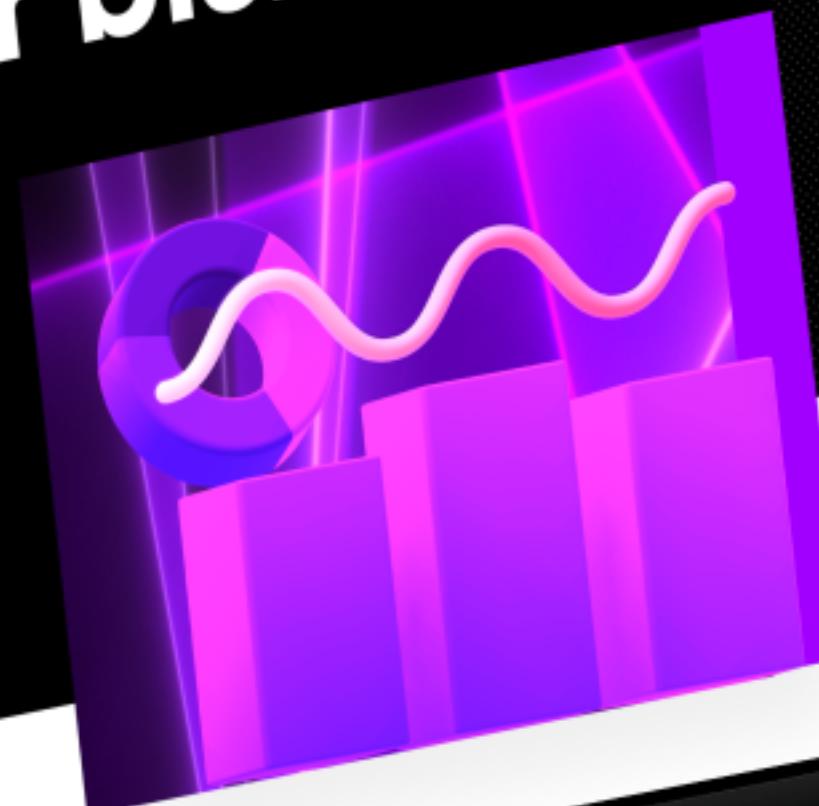
Nova býður þér inn í stærsta skemmtistöð heims, internetti. Við skorun stöðugt á markaðinn, reglum, gömlu risaðumur og vijum vera fyrst inn í frumúrboð með snjófari lausnir. Við leggum áherslu á framtískarandi þjónustu og að viðskiptavlnir fái mest týr þenningin.

Íslenska. English

Blómlegur bisniss.

Fjármál, viðskipti og fréttir

Lýkilinn að órangri Nova frá upphafi er að hlúa vel að markmiðum okkar bý aðeins þannig núum við að vaxa og dafna í excelskílinu. Fó árinu 2015 hefur órlegur tekjuvöxtur verið 8,1% og EBITDA vöxtur 7,9%. Og við erum bara rétt að byrja! Nova vill þjónusta húthafa eisins og viðskiptavlni & starfslákk - á besta mögulega mál!



Íslenska. English

nova.is/investors

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