



BOARD DECK

Company name: The Royal Telecom Company
Period: 2020 - Q3

POWER BI | DESIGN BY SASJAH DE JAGER | DATA & VISUALS BY ZEBRA BI

HOME

CEO UPDATE

HIGHLIGHTS

KEY INSIGHTS

User Growth

Revenue

Products

KPI 01

KPI 02

APPENDIX



CEO UPDATE

Q3 | A quarter of good performance, with organic revenue growth, lower margin expansion, strong cash flow and a significant increase in cash returns to shareholders.

The essence of our purpose is to brew for a better today and tomorrow. We are proud to be a company with a purpose that reflects our unique heritage and ambition for the future.

01

Highlights

02

Key insights

03

Product Metrics

HIGHLIGHTS

Team

Decline in capex due to last year's acquisition of Brooklyn brand rights

- Excl. Brooklyn, operational investments up by DKK 260m

Product

Decline of DKK 460m versus yearend 2020

- Strong free cash flow more than offsetting DKK 4.5bn cash returns to shareholders in H1

Company

Challenging start to the year, recovery seen from March

- Strong volume growth and improved revenue/hl



KEY INSIGHTS

01



User Growth

02



Revenue

03



Product

Click for details



USER GROWTH

What am I seeing?

Q3 | A quarter of good performance, with organic revenue growth, lower margin expansion, strong cash flow and a significant increase in cash returns to shareholders.

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Growth in kEUR by Month, Quarter



REVENUE

What am I seeing?

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Revenue in kEUR by Month, Quarter



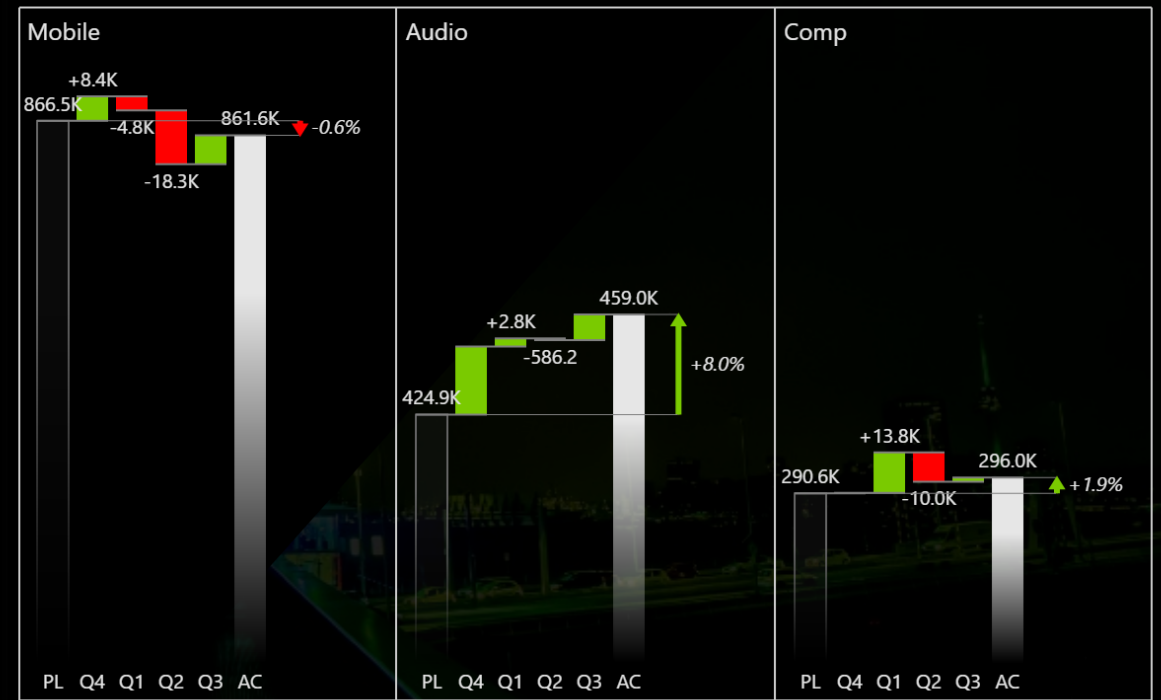
PRODUCTS

What am I seeing?

Q3 | A quarter of good performance, with organic revenue growth, lower margin expansion, strong cash flow and a significant increase in cash returns to shareholders.

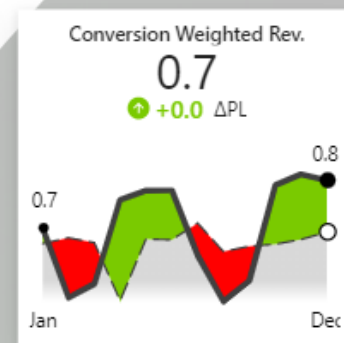
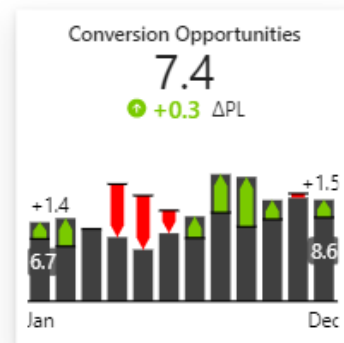
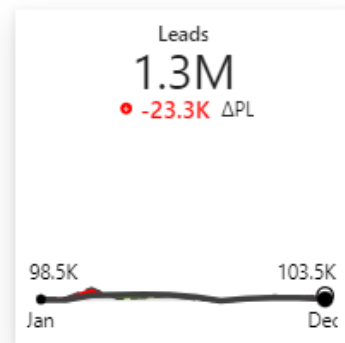
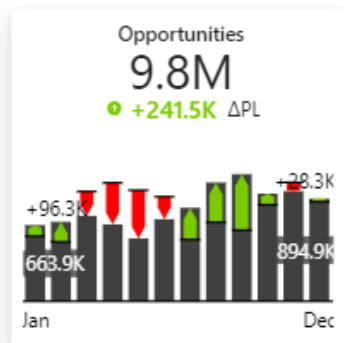
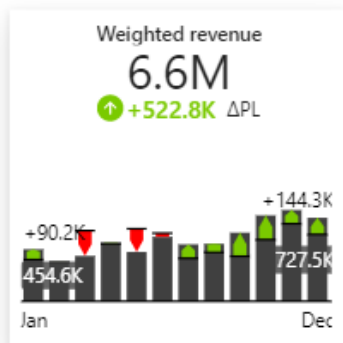
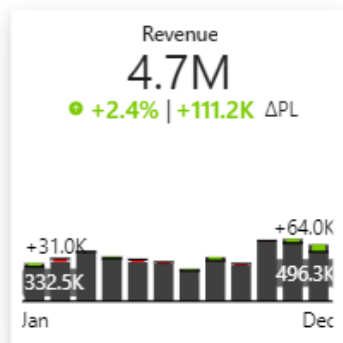
The essence of our purpose is to brew for a better today and tomorrow. We are proud to be a company with a purpose that reflects our unique heritage and ambition for the future.

Product by Month, Quarter



PRODUCT METRICS

Select KPI for interaction



Product_name

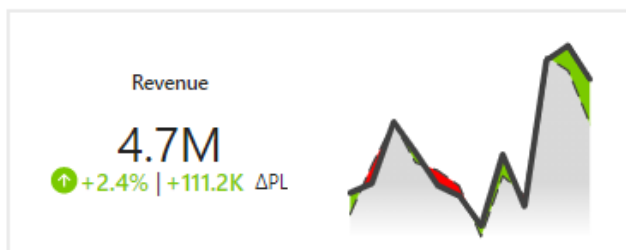
Product_name	AC ↓	ΔPL	ΔPL%
Baby Care	1.1M	-25.5K	-2.2
Wearable	956.4K	+47.0K	+5.2
Mobile	861.6K	-4.9K	-0.6
Audio	459.0K	+34.1K	+8.0
Hair Care	385.0K	+48.0K	+14.2
Video	306.6K	-23.8K	-7.2
Comp	296.0K	+5.4K	+1.9
Hair Care	278.9K	+19.4K	+7.5
Oral Care	33.0K	+5.5K	+20.1
Skin Care	32.6K	+5.9K	+22.3
Total	4.7M	+111.2K	+2.4

Customer Top 10

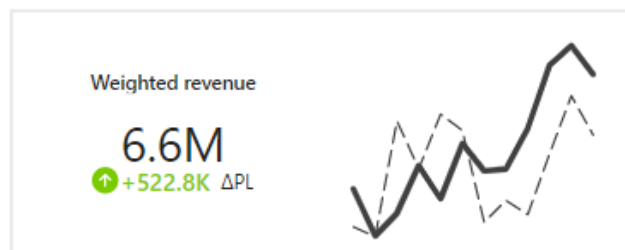
Customer	AC ↓	ΔPL	ΔPL%
Total Truck	923.2K	-2.2K	-0.2
North End Motor...	705.7K	+20.4K	+3.0
Laser Forms Inc	640.5K	+67.3K	+11.7
Fels Hotel Group	613.2K	+51.6K	+9.2
Hitec Inc	404.3K	-11.3K	-2.7
Minyard 81	293.1K	-7.5K	-2.5
Independent Life...	280.2K	+18.5K	+7.1
Electronic Paper ...	141.4K	-3.4K	-2.4
Digital Printing I...	140.6K	-15.3K	-9.8
Global Cellular	136.2K	+1.6K	+1.2
Others	447.1K	-8.5K	-1.9
Total	4.7M	+111.2K	+2.4

PRODUCT METRICS

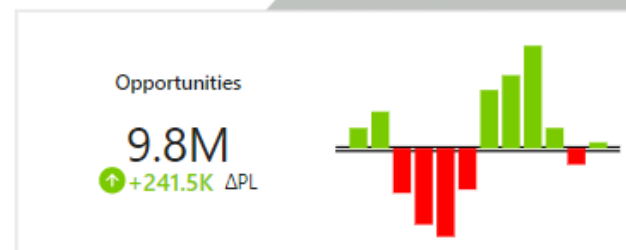
Revenue



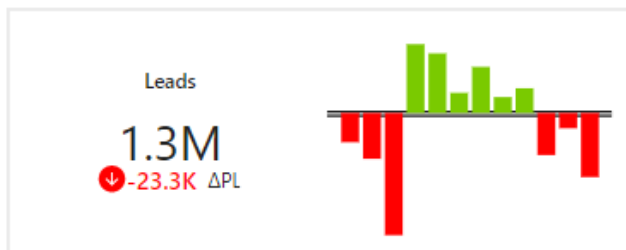
Weighted revenue



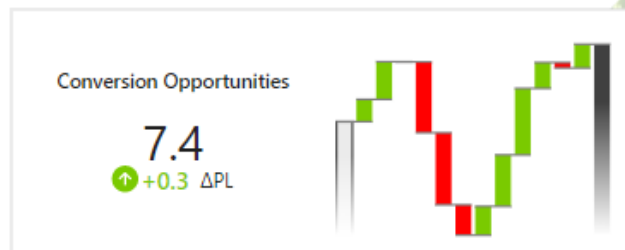
Opportunities



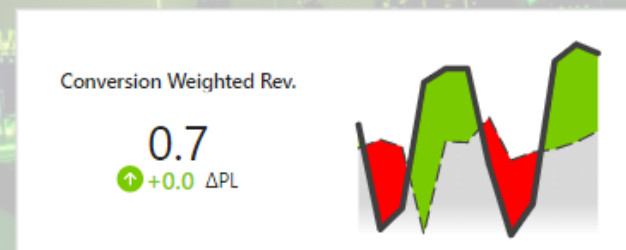
Leads



Conversion Opportunities



Conversion Weighted Revenue





APPENDIX

01



Details Revenue

02



Details User Growth

03



Details Net Worth Capital

Click for details





DETAILS REVENUE



	AC	PL	ΔPL	ΔPL%	FC	ΔFC	ΔFC%
Europe West	2,378	2,258	+120	+5.3	2,530	-152	-6.0
Germany	640	573	+67	+11.7	567	+74	+13.0
United Kingdom	613	562	+52	+9.2	555	+58	+10.5
Austria	293	301	-7	-2.5	275	+18	+6.5
France	280	262	+19	+7.1	582	-302	-51.9
Sweden	141	145	-3	-2.4	143	-2	-1.4
Others	410	416	-6	-1.4	408	+2	+0.5
America North	1,629	1,611	+18	+1.1	1,598	+31	+2.0
United States	923	925	-2	-0.2	914	+9	+1.0
Canada	706	685	+20	+3.0	684	+22	+3.2
Asia	562	592	-30	-5.1	586	-24	-4.1
China	404	416	-11	-2.7	410	-6	-1.4
Australia	88	106	-18	-16.8	106	-17	-16.2
Saudi Arabia	67	68	-1	-1.9	68	-2	-2.3
Russia	2	2	+0	+8.4	2	+0	+6.4
America South	122	112	+9	+8.4	111	+11	+9.9
Brazil	69	69	+0	+0.1	69	+0	+0.2
Mexico	53	44	+9	+21.6	42	+11	+25.7
Europe East	35	41	-7	-16.0	41	-6	-14.2
Bulgaria	23	29	-6	-20.6	29	-6	-19.5
Israel	6	7	-1	-15.0	7	-1	-11.1
Poland	4	3	+0	+9.4	3	+0	+12.4
Greece	2	2	+0	+4.6	2	+0	+10.4
Total	4,726	4,614	+111	+2.4	4,865	-140	-2.9

DETAILS USER GROWTH

	AC	PL	ΔPL	ΔPL%	FC	ΔFC	ΔFC%
Europe West	5,257	4,930	+327	+6.6	4,670	+588	+12.6
Germany	1,311	1,109	+203	+18.3	1,089	+223	+20.5
United Kingdom	1,186	1,055	+131	+12.4	1,092	+95	+8.7
France	1,082	1,117	-34	-3.1	903	+180	+19.9
Austria	603	591	+12	+2.1	568	+36	+6.3
Sweden	275	249	+27	+10.7	273	+3	+1.0
Others	799	810	-11	-1.4	747	+52	+7.0
America North	3,115	3,123	-8	-0.3	3,093	+21	+0.7
United States	1,800	1,811	-11	-0.6	1,798	+2	+0.1
Canada	1,315	1,312	+3	+0.2	1,295	+20	+1.5
Asia	1,094	1,185	-92	-7.7	1,162	-69	-5.9
China	791	829	-38	-4.5	825	-33	-4.0
Australia	181	205	-24	-11.7	180	+0	+0.2
Saudi Arabia	118	148	-30	-20.6	154	-37	-23.7
Russia	4	3	+0	+8.3	3	+1	+28.2
America South	246	227	+19	+8.2	206	+40	+19.2
Brazil	137	142	-6	-3.9	132	+5	+3.7
Mexico	109	85	+24	+28.5	75	+35	+46.6
Europe East	72	76	-5	-5.9	78	-6	-7.8
Bulgaria	48	54	-7	-12.1	55	-8	-14.1
Israel	13	12	+0	+2.5	13	0	-1.7
Poland	8	7	+1	+9.1	6	+2	+27.0
Greece	4	3	+1	+35.0	4	+0	+7.3
Total	9,783	9,542	+241	+2.5	9,210	+574	+6.2





DETAILS NET WORTH CAPITAL



	AC	PL	ΔPL	ΔPL%	FC	ΔFC	ΔFC%
Europe West	5,257	4,930	+327	+6.6	4,670	+588	+12.6
Germany	1,311	1,109	+203	+18.3	1,089	+223	+20.5
United Kingdom	1,186	1,055	+131	+12.4	1,092	+95	+8.7
France	1,082	1,117	-34	-3.1	903	+180	+19.9
Austria	603	591	+12	+2.1	568	+36	+6.3
Sweden	275	249	+27	+10.7	273	+3	+1.0
Others	799	810	-11	-1.4	747	+52	+7.0
America North	3,115	3,123	-8	-0.3	3,093	+21	+0.7
United States	1,800	1,811	-11	-0.6	1,798	+2	+0.1
Canada	1,315	1,312	+3	+0.2	1,295	+20	+1.5
Asia	1,094	1,185	-92	-7.7	1,162	-69	-5.9
China	791	829	-38	-4.5	825	-33	-4.0
Australia	181	205	-24	-11.7	180	+0	+0.2
Saudi Arabia	118	148	-30	-20.6	154	-37	-23.7
Russia	4	3	+0	+8.3	3	+1	+28.2
America South	246	227	+19	+8.2	206	+40	+19.2
Brazil	137	142	-6	-3.9	132	+5	+3.7
Mexico	109	85	+24	+28.5	75	+35	+46.6
Europe East	72	76	-5	-5.9	78	-6	-7.8
Bulgaria	48	54	-7	-12.1	55	-8	-14.1
Israel	13	12	+0	+2.5	13	0	-1.7
Poland	8	7	+1	+9.1	6	+2	+27.0
Greece	4	3	+1	+35.0	4	+0	+7.3
Total	9,783	9,542	+241	+2.5	9,210	+574	+6.2

PRODUCT METRICS



2020 - Q1

