Equity Research - 27 August 2026 21:47 CEST

Lumi Gruppen

Reason: Post-results comment

Margins strong, but softer intake weighs

- H1 above expectations, driven by strong margins and cost control
- Soft autumn intake guidance leads to cuts in '26e-'28e estimates
- Fair value range of NOK 14-20

H1'26 strong

Group revenue was NOK 277m, 5% above our estimate of NOK 265m. Adj. EBITA was NOK 56m (for a 20.1% margin), above our estimate of NOK 46m. The margin beat was mainly driven by Sonans, which delivered lower-than-expected opex, and by ONH, which grew by ~15%, supported by new online programmes and a higher share of recurring revenues. This implies AY'25/26 revenues of NOK 549m, +16% y-o-y, and adj. EBITA of NOK 109m (19.8% margin).

Estimate cuts based on soft autumn intake

For the 2026/27 intake, Sonans is guided to end the academic year 10-15% behind the prior year, compared to our estimate of +5%. Edrupt (EnkelEksamen) is consolidated from February 2026, and remains on track for continued double-digit growth. ONH is expected to be broadly flat, with growth in recurring revenue from continuing students offsetting softer new intake. As a result, we cut our '27e-'28e revenue estimates by 12-14% and adj. EBITA by 17-21%. The lower opex in Q2 shows solid cost control, and together with margin accretion from Bjørknes and synergies, partly mitigates the margin decline from lower volume. The company now states there is an indication of impairment and that it will update its goodwill impairment assessment for Sonans after the enrolment period is closed. A trading update covering the final autumn intake is likely to be issued by Lumi in six to eight weeks.

Fair value range of NOK 14-20

A peer valuation on '26e-'28e multiples points to NOK 14-20/sh. Lumi is trading at '27e/'28e EV/EBIT of ~12x/10.8x and a P/E of ~19x/17.9x. Given Lumi's strong position in the Norwegian market, we believe that a premium could be justified, with an implied value range of 14–20, equating to an EV/EBIT of 9.4–12.5.

Commissioned research

Not rated

Services

Estimate changes (%)

	2026e	2027e	2028e
Sales	-4.5	-12.3	-14.0
EBIT	-15.4	-18.2	-21.9
EPS adj.	-8.6	-24.9	-28.8

Source: ABG Sundal Collier

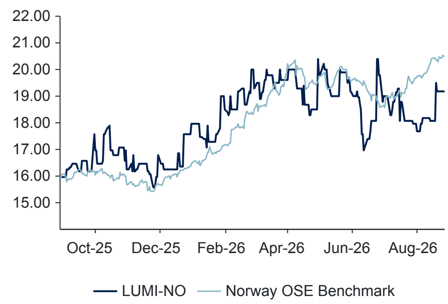
LUMI-NO/LUMI NO

Share price (NOK)	26/8/2026	18.60
Fair value range		14.0-20.0

MCap (NOKm)	1,165
MCap (EURm)	107
No. of shares (m)	60.7
Free float (%)	26.1
Av. daily volume (k)	11

Next event Q4 report 16 February 2027

Performance



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NOKm	2024	2025	2026e	2027e	2028e
Sales	452	508	566	587	613
EBITDA	100	119	164	188	192
EBITDA margin (%)	22.2	23.5	29.0	31.9	31.4
EBIT adj.	60	89	107	124	129
EBIT adj. margin (%)	13.3	17.5	19.0	21.2	21.1
Pretax profit	18	37	54	75	80
EPS	0.24	0.50	0.76	1.01	1.07
EPS adj.	0.34	0.73	1.00	1.14	1.21
Sales growth (%)	6.9	12.3	11.4	3.8	4.4
EPS growth (%)	nm	nm	52.4	33.7	6.3

Source: ABG Sundal Collier, Company Data

	2026e	2027e	2028e
P/E (x)	24.6	18.4	17.3
P/E adj. (x)	18.6	16.3	15.4
P/BVPS (x)	1.87	1.70	1.55
EV/EBITDA (x)	9.4	7.7	7.1
EV/EBIT adj. (x)	14.3	11.7	10.5
EV/sales (x)	2.72	2.47	2.22
ROE adj. (%)	9.7	11.0	10.5
Dividend yield (%)	0.0	0.0	0.0
FCF yield (%)	2.1	11.1	11.5
Le. adj. FCF yld. (%)	0.2	9.3	9.5
Net IB debt/EBITDA (x)	2.7	1.9	1.4
Le. adj. ND/EBITDA (x)	1.7	0.9	0.4

Company description

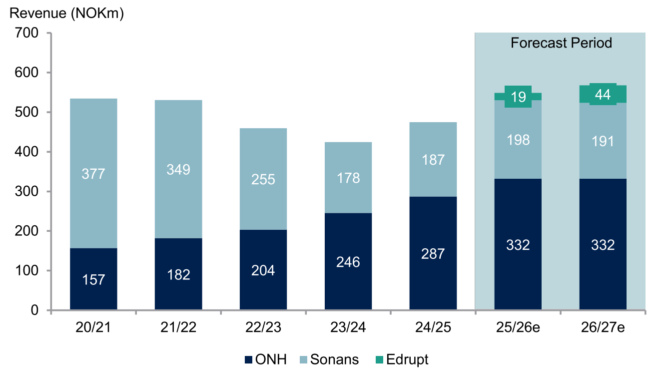
Lumi is a leading private education provider in Norway, with an omnichannel offering that has ~8,550 students across 10 campuses and online. The Oslo Nye Høyskole brand is a mid-sized university college (~50% of Lumi's students), offering bachelor's degrees, master's degrees, and other higher education programmes in various subjects. Its Sonans brand is the largest provider of private candidate exam preparation (~50% of Lumi's students), helping students who wish to improve grades or complete their high school diploma.

[Sustainability information]

Risks

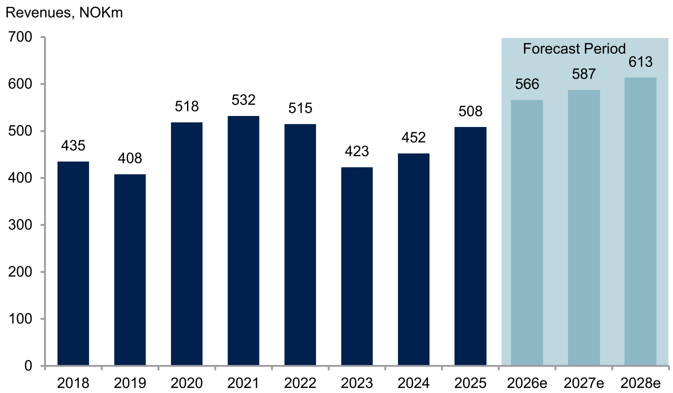
Lumi Gruppen's performance is closely tied to labour market trends, with strong job availability potentially reducing demand for education, while a weaker market could drive higher enrolment. The industry's attractive characteristics may attract new entrants, posing a competitive risk, though Lumi's established position and experience provide a strong competitive advantage that would take time for rivals to match.

Historical and forecasted revenue (academic year)



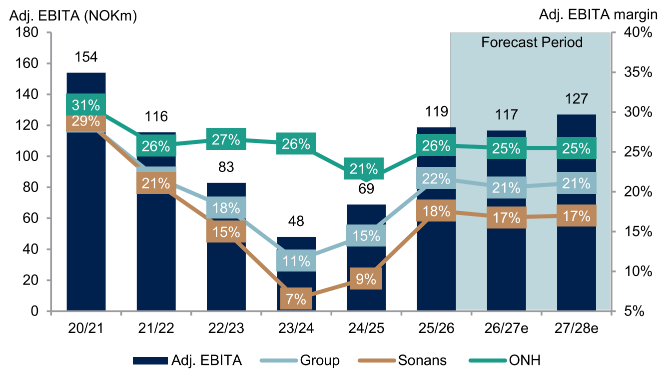
Source: ABG Sundal Collier, Lumi Gruppen

Historical and forecasted revenue (calendar year)



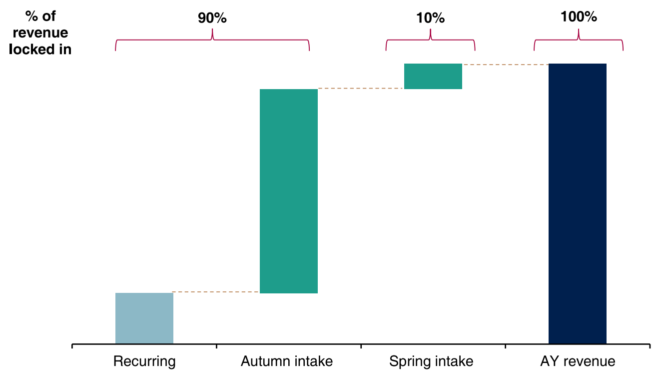
Source: ABG Sundal Collier, Lumi Gruppen

Historical and forecasted adj. EBITA (academic year)



Source: ABG Sundal Collier, Lumi Gruppen

90% of revenue "locked in" in autumn



Source: ABG Sundal Collier, Lumi Gruppen

Estimate changes

We have cut our '27e-'28e revenue estimates by 12-14% and our adj. EBITA estimates by 17-21% for the same period, reflecting the company's guidance of a 10-15% decline in the Sonans fall intake and flat volumes at ONH. Bjørknes is included in our estimates and is margin-accretive, with anticipated cost cuts at Sonans and synergies from the Bjørknes integration partly mitigating the margin decline.

P&L, Fiscal year	Old			New			Estm. Change		
NOKm	2026e	2027e	2028e	2026e	2027e	2028e	2026e	2027e	2028e
Revenues	593	670	713	566	587	613	-5%	-12%	-14%
EBIT	113	140	153	96	114	119	-15%	-18%	-22%
Adj EBITA	**118**	**150**	**163**	**114**	**124**	**129**	**-3%**	**-17%**	**-21%**
Net profit	60	80	90	44	58	62	-27%	-27%	-31%
Adj net profit	**63**	**88**	**98**	**58**	**66**	**70**	**-9%**	**-25%**	**-29%**
EPS	1.03	1.39	1.56	0.76	1.01	1.07	-27%	-27%	-31%
Adj EPS	**1.10**	**1.52**	**1.70**	**1.00**	**1.14**	**1.21**	**-9%**	**-25%**	**-29%**

P&L, Academic year	Old			New			Estm. Change		
NOKm	25/26	26/27e	27/28e	25/26	26/27e	27/28e	25/26	26/27e	27/28e
Revenues	536	629	690	549	568	601	2%	-10%	-13%
EBIT	89	125	147	86	107	117	-4%	-15%	-20%
Adj EBITA	**99**	**135**	**157**	**109**	**117**	**127**	**10%**	**-14%**	**-19%**
Net profit	44	69	86	43	48	60	0%	-30%	-30%
Adj net profit	**51**	**77**	**94**	**65**	**56**	**68**	**28%**	**-27%**	**-27%**
EPS	0.75	1.19	1.48	0.75	0.84	1.04	0%	-30%	-30%
Adj EPS	**0.88**	**1.33**	**1.62**	**1.13**	**0.97**	**1.18**	**28%**	**-27%**	**-27%**

Source: ABG Sundal Collier, Company data

Lumi Gruppen: P&L summary and key metrics

Group P&L, NOKm	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e	CAGR ('24-'27)	Target AY '26/'27
	Academic year								Calendar year										
Group P&L, NOKm	20/21	21/22	22/23	23/24	24/25	25/26e	26/27e	27/28e	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e	CAGR (AY '26/'27)	Target (AY '26/'27)
Sonans	377	349	255	178	187	198	191	203	376	363	320	200	183	197	185	199	203	2%	~5% p.a.
ONH	157	182	204	246	287	332	332	349	141	168	194	224	268	311	332	341	358	11%	~15% p.a.
Edrupt	0	0	0	0	0	19	44	49	0	0	0	0	0	0	49	47	52		
Revenues	**535**	**532**	**460**	**422**	**476**	**549**	**568**	**601**	**518**	**532**	**515**	**423**	**452**	**508**	**566**	**587**	**613**	**10%**	
EBIT	129	92	-216	37	57	86	107	117	133	112	77	-235	53	71	96	114	119		
One-offs/PPA Amort.	-25	-24	-299	-11	-12	-23	-10	-10	-25	-22	-36	-285	-7	-18	-18	-10	-10		
Adj. EBITA	**154**	**116**	**83**	**48**	**69**	**109**	**117**	**127**	**158**	**134**	**113**	**49**	**60**	**89**	**114**	**124**	**129**		
Net profit	191	145	-471	29	75	43	48	60	196	171	114	-512	67	100	44	58	62		
EPS	n.a.	4.00	-8.34	0.50	0.81	0.75	0.84	1.04	n.a.	4.71	3.16	-9.26	1.16	1.73	0.76	1.01	1.07		
Adj. EPS	**3.16**	**4.51**	**-3.86**	**0.66**	**0.99**	**1.13**	**0.97**	**1.18**	**2.97**	**5.40**	**3.94**	**-5.24**	**1.25**	**2.06**	**1.00**	**1.14**	**1.21**		
Key metrics	**20/21**	**21/22**	**22/23**	**23/24**	**24/25**	**25/26e**	**26/27e**	**27/28e**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026e**	**2027e**	**2028e**		
Sonans revenue growth y-o-y (%)	n.a.	-8%	-27%	-30%	5%	6%	-3%	6%	9%	-4%	-12%	-38%	-8%	7%	-6%	8%	2%		
ONH revenue growth y-o-y (%)	n.a.	16%	12%	21%	17%	16%	0%	5%	18%	19%	16%	15%	20%	16%	7%	3%	5%		
Group revenue growth y-o-y (%)	**n.a.**	**-1%**	**-13%**	**-8%**	**13%**	**15%**	**3%**	**6%**	**27%**	**3%**	**-3%**	**-18%**	**7%**	**12%**	**11%**	**4%**	**4%**		
Sonans adj. EBITA (%)	29%	21%	15%	7%	9%	18%	17%	17%	30%	25%	22%	2%	11%	15%	17%	17%	17%		~15%
ONH adj. EBITA (%)	31%	26%	27%	26%	21%	26%	25%	25%	33%	27%	25%	31%	21%	23%	25%	26%	26%		25-30%
Edrupt adj. EBITA (%)	n.a	n.a	n.a	n.a	n.a	-15%	27%	26%	n.a	n.a	n.a	n.a	n.a	n.a	25%	29%	29%		
Group adj. EBITA (%)	**29%**	**22%**	**18%**	**11%**	**14%**	**20%**	**21%**	**21%**	**30%**	**25%**	**22%**	**12%**	**13%**	**18%**	**20%**	**21%**	**21%**		

Source: ABG Sundal Collier, Lumi Gruppen

Valuation

Based on our peer group valuation, we arrive at a fair value range for Lumi Gruppen of NOK 14-20/sh.

Peer valuation

In the following section, we have identified both international and Nordic peers for Lumi and benchmarked the companies in terms of business offering, concept overlap, geographical footprint and key financial metrics. Although there are few peers that do exactly what Lumi does (grade improvement and private higher education), we have analysed a selection of companies that are comparable to some aspects of Lumi's offering, particularly ONH. Note that we expect ONH to be the main source of growth going forward.

Peers point to a fair valuation range of NOK 14-20

In the table below, we summarise the EV/EBITDA, EV/EBIT, P/E, expected sales growth, and EBIT margins for peers. The peer table yields a fair range of NOK 12-20 per share. However, we note that multiples are down of late, and Lumi arguably has a solid position in the Norwegian market. Coupled with the recent strong acquisition track record, we argue that a premium could be justified.

Peer valuation

	EV/EBITDA			EV/EBIT			P/E			Sales growth			EBIT margin		
Company	**2026e**	**2027e**	**2028e**	**2026e**	**2027e**	**2028e**	**2026e**	**2027e**	**2028e**	**2026e**	**2027e**	**2028e**	**2026e**	**2027e**	**2028e**
Edu.peers															
Legacy Education	11.7x	8.8x	7.1x	13.6x	9.8x	7.9x	14.8x	13.3x	10.6x	n.a.	8%	19%	15%	16%	17%
AcadeMedia	4.8x	3.8x	3.5x	10.7x	8.2x	7.4x	8.9x	8.0x	7.5x	19%	6%	4%	10%	9%	9%
Bright Horizons	9.4x	8.3x	7.4x	12.6x	10.9x	9.4x	14.5x	12.5x	10.8x	-5%	5%	7%	12%	13%	14%
Strategic Education	6.0x	5.6x	5.0x	8.0x	7.3x	6.3x	11.9x	10.2x	8.7x	-13%	3%	4%	17%	19%	21%
Graham Holdings Co	n.a.	12.7x	9.2x	n.a.	16.0x	10.9x	17.1x	17.6x	12.3x	-11%	4%	7%	6%	6%	8%
Universal Technical Institute Inc	n.a.	12.5x	8.9x	n.a.	24.7x	14.3x	37.3x	30.3x	17.8x	9%	9%	11%	5%	6%	9%
IDP Education Ltd	4.1x	4.7x	4.4x	5.9x	7.5x	6.9x	7.5x	9.1x	8.1x	-21%	-14%	3%	14%	13%	13%
Stride Inc	4.3x	5.7x	5.4x	5.4x	7.1x	6.7x	11.5x	11.5x	10.8x	15%	-5%	4%	19%	20%	21%
3P Learning Ltd	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Grand Canyon Education Inc	9.3x	9.0x	8.5x	10.8x	10.3x	9.8x	14.6x	13.2x	12.0x	-7%	6%	6%	29%	29%	29%
Coursing															
Nordic Consulting															
Afry	6.5x	5.6x	5.1x	9.5x	7.8x	7.0x	10.4x	8.4x	7.6x	-12%	4%	4%	7%	8%	8%
Bouvet	8.7x	7.9x	7.0x	10.7x	9.6x	8.4x	15.3x	13.9x	12.2x	-1%	6%	10%	11%	11%	12%
Netcompany	11.5x	9.3x	8.0x	15.5x	11.9x	10.0x	17.7x	13.6x	11.1x	33%	8%	7%	12%	14%	15%
Norconsult	8.5x	7.2x	6.6x	13.3x	10.5x	9.5x	16.1x	12.8x	11.8x	24%	7%	6%	9%	10%	10%
Sweco	10.2x	9.1x	8.3x	12.9x	11.3x	10.3x	18.5x	16.4x	15.2x	5%	6%	5%	11%	11%	11%
Exsitec	8.9x	6.9x	6.0x	13.5x	9.9x	8.6x	15.4x	12.1x	11.1x	22%	17%	6%	14%	15%	15%
Nordic non-cyclical															
Gjensidige	13.2x	11.9x	11.2x	13.8x	12.1x	11.3x	18.1x	16.4x	15.5x	17%	6%	5%	22%	24%	24%
Orkla	11.0x	10.5x	10.0x	15.0x	14.2x	13.3x	14.5x	14.1x	13.1x	1%	3%	4%	10%	11%	11%
Axfood	8.6x	8.0x	7.6x	17.7x	16.1x	15.1x	21.1x	18.9x	17.8x	4%	4%	4%	4%	4%	4%
Bravida	11.2x	9.6x	8.7x	15.0x	12.4x	11.1x	18.8x	16.1x	14.8x	-3%	9%	5%	6%	7%	7%
Detection Technology	8.1x	6.5x	5.5x	10.5x	8.1x	6.8x	13.9x	11.8x	10.4x	-7%	7%	7%	8%	10%	11%
Swedencare	8.6x	7.2x	5.9x	14.1x	11.2x	8.8x	21.6x	14.5x	11.5x	6%	9%	8%	12%	14%	15%
Education and coursing peers															
Average	7.1x	7.9x	6.6x	9.6x	11.3x	8.9x	15.3x	14.0x	10.9x	-2%	3%	7%	14%	15%	16%
Median	6.0x	8.3x	7.1x	10.7x	9.8x	7.9x	14.5x	12.5x	10.8x	-6%	5%	6%	14%	13%	14%
Nordic consulting and onn cyclicals															
Average	9.6x	8.3x	7.5x	13.5x	11.3x	10.0x	16.8x	14.1x	12.7x	7%	7%	6%	11%	12%	12%
Median	8.8x	8.0x	7.3x	13.6x	11.3x	9.7x	16.9x	14.0x	12.0x	4%	6%	6%	11%	11%	11%
Total peer group															
Average	8.7x	8.1x	7.1x	12.0x	11.3x	9.5x	16.2x	14.0x	11.9x	4%	5%	6%	12%	13%	14%
Median	8.7x	8.0x	7.1x	12.9x	10.5x	9.4x	15.3x	13.3x	11.5x	2%	6%	6%	11%	11%	12%
Lumi (ABGSCe)	9.6x	7.9x	7.3x	13.8x	12.0x	10.8x	25.4x	19.0x	17.9x	11%	4%	4%	20%	21%	21%
Premium/Discount	11%	-1%	3%	7%	14%	15%	66%	43%	56%	9.1pp	-2.3pp	-1.4pp	9.1pp	9.8pp	9.3pp
Implied share price from peers (ABGSCe)	**17**	**20**	**19**	**16**	**18**	**16**	**12**	**14**	**13**						

Source: ABG Sundal Collier, FactSet

Lumi in brief

Lumi Gruppen is a leading Norwegian education provider positioned in two attractive niches: higher education (through Oslo Nye Høyskole, ONH, ~50% of student base) and private candidate exams (through Sonans, ~50% of student base). ONH has one campus in Oslo, while Sonans operates nine campuses across Norway. In '24, ONH accounted for ~60% of total Lumi revenues vs. ~53% in 2023, and has historically seen the strongest growth (~17% CAGR '18-'24). We expect ONH to be the main driver of growth. For academic year '24/'25, Lumi expects ONH revenues of NOK 280m-285m (+14-15% y-o-y), and NOK 135m-140m for H1'25, and targets >10% growth p.a. and >25% margin by academic year '26/'27. For Sonans, Lumi expects revenues for academic year '24/'25 of NOK 184m-186m (+1-3% y-o-y) and NOK 92m for H1'25, and targets ~5% revenue growth p.a. (excl. market recovery) and an adj. EBIT margin of ~15%. With a significant portion of students doing their degrees online (~60% and ~80% for Sonans and ONH, respectively, in '24) and demand for online studies increasing, Lumi is well-positioned for growth.

Lumi Gruppen in brief

Lumi operates ten campuses in Norway

Lumi Gruppen by the numbers

Revenue	Campus / Online revenue split	Adj. EBIT margin
NOK 451m	41% / 59%	~13%

# of employees	# of students	Market position
223	~8,550	#1

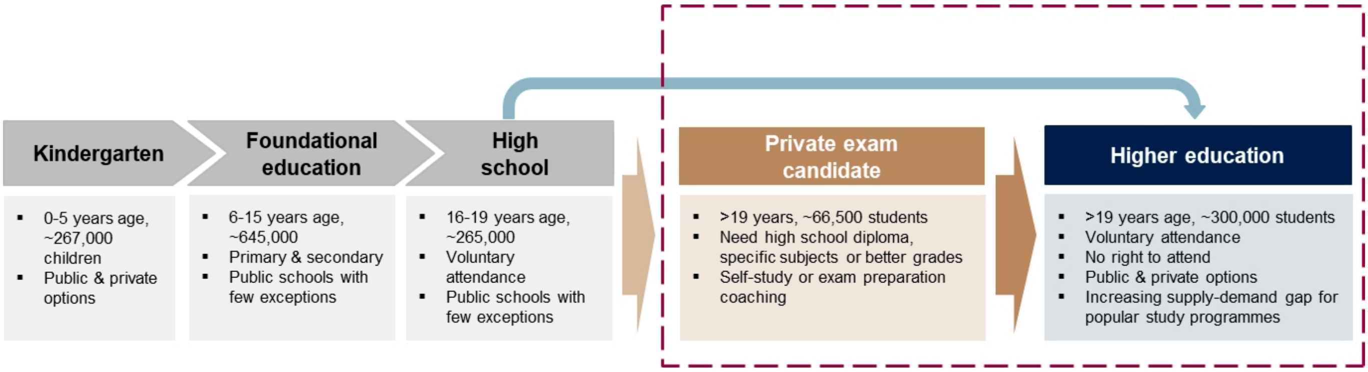
Source: ABG Sundal Collier, Lumi Gruppen

Footnote: Figures are FY'24

ONH is a university college offering a range of degrees and programmes in Psychology, Health, Social Sciences, and Business Administration. The demand for higher education admission places in Norway has been lower than the public supply for many years: In 2024 there were ~78,000 fewer admission places than the number of applicants (2.2x applicants/ place), which is above the historical average of 75,000 since 2011 — implying plenty of room for further growth.

Sonans is the Norwegian market leader (53% market share) in the niche market for private candidate exam preparation. Students who wish to retake classes after high school must do so through private candidate exams; a public examination for which Sonans offers tutoring. Through this, Sonans helps students achieve their goals for admission to desired higher education degrees.

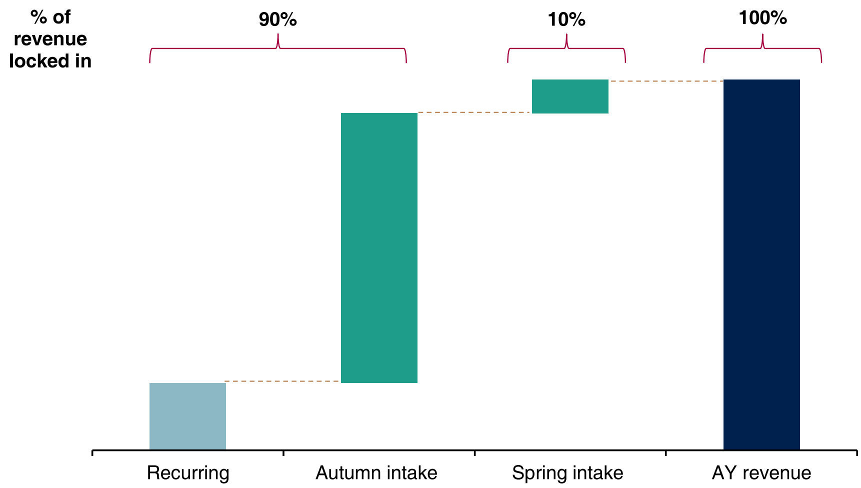
Lumi is positioned in the later stages of the education "value chain"



Source: ABG Sundal Collier, Statistisk Sentralbyrå, Forskningsrådet, Utdanningsforbundet

Lumi has strong revenue visibility, with 90% of its annual revenue secured at the outset of the academic year, i.e. autumn. This is driven by its upfront payment model, in which students pay tuition fees in advance, ensuring revenue and profit stability from the beginning of the school year. The remaining 10% is typically realised at the start of the spring semester. During the last 3Y there has been a variance of +/- 2% between the beginning of financial year revenue guidance and the actual outcome (academic year for Lumi), which underscores the company's revenue visibility.

90% of revenue "locked in" during autumn



Source: ABG Sundal Collier, Lumi Gruppen

History and business overview

Lumi Gruppen (formerly Sonans, rebranded in '21/'22) operates through Oslo Nye Høyskole (ONH) and Sonans. At YE'24, Lumi had 8.55k students, split roughly evenly between the segments, and ~63% of the students are online-based. ONH accounts for >60% of revenue.

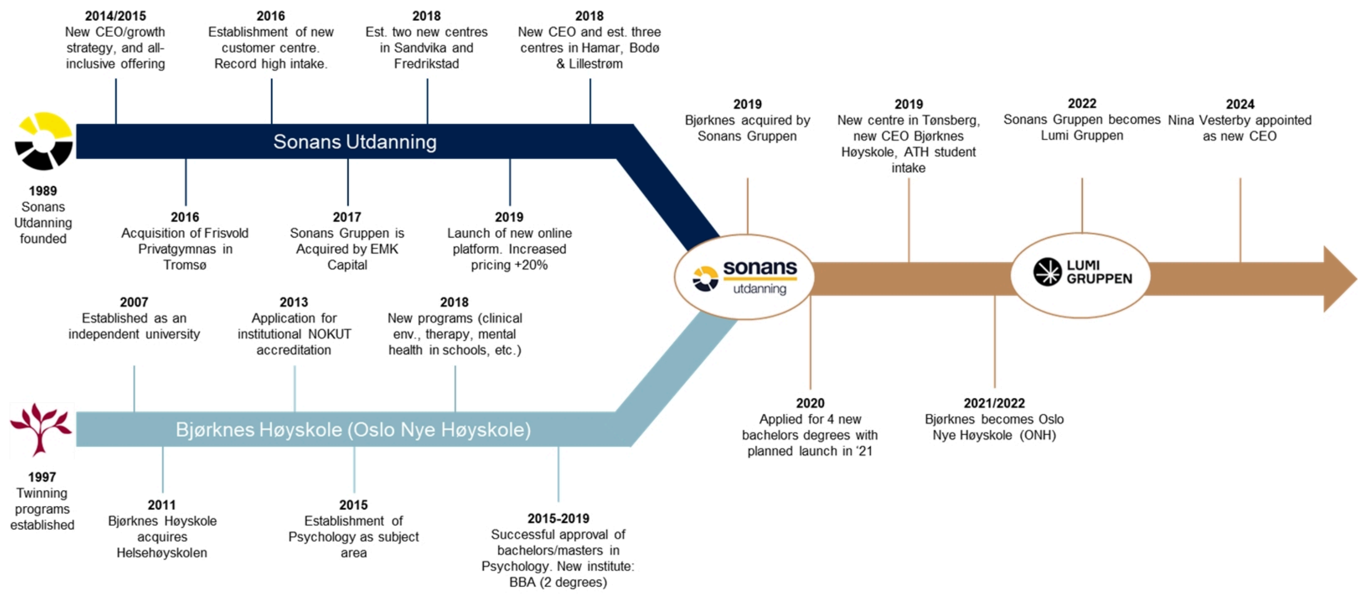
Oslo Nye Høyskole

Formerly Bjørknes Høyskole, was acquired in 2019 (rebranded to Oslo Nye Høyskole in '21/'22), and propelled Lumi Gruppen into the higher education market. At the time of the acquisition, ONH already offered several programmes in Psychology, Health, and Peace and Conflict, and the institution has since launched several new bachelor's programmes and one master's program, including bachelor’s degrees in Psychology and Business Administration, and master’s degrees in Psychology. ONH operates one campus in Oslo and accounts for ~60% of Lumi Gruppen's revenue. Roughly 80% of the ONH students are online students.

Sonans

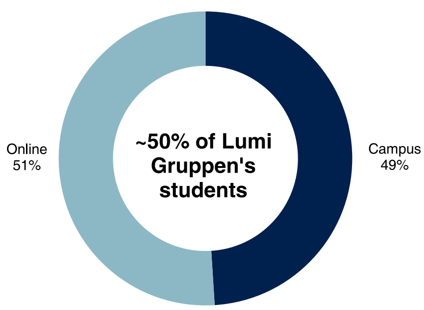
Sonans was founded in 1989 as a private candidate high school and has since grown to become the largest player within its niche. In 2017, Sonans was acquired by EMK Capital. Under EMK’s ownership, Sonans expanded its footprint by opening multiple new campuses, enhancing its online platform and successfully implementing pricing increases. During the ‘20/’21 school year, the group recorded peak student enrolment, however, post-COVID-19 effects and a tight labour market impacted the private candidate market that year, leading to the closure of six Sonans campuses, reducing the total to 9 campuses.

Lumi Gruppen (formerly Sonans) history timeline



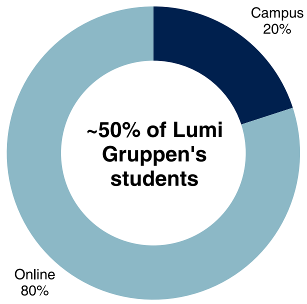
Source: ABG Sundal Collier, Lumi Gruppen

Students, Sonans (2024)



Source: ABG Sundal Collier, Company data

Students, ONH (2024)

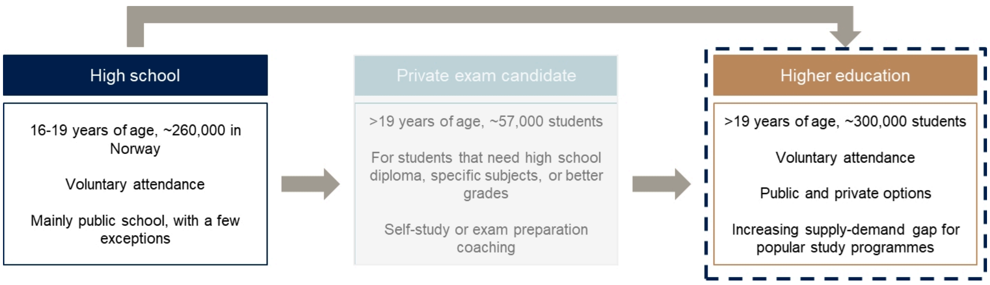


Source: ABG Sundal Collier, Company data

Oslo Nye Høyskole — The main growth driver

Oslo Nye Høyskole (ONH), is a Norwegian higher education provider offering a range of degrees and programmes in Psychology, Health, Social Sciences, and Business Administration. The college operates a campus in Oslo and maintains a strong online presence with ~80% of students enrolled online in '24. ONH contributes ~60% of the group's total revenues (up from ~27% in '20). ONH is a relatively small player with ~4,000 students in Norway's large education market of ~300,000 students, which indicates large opportunities for growth (it has already demonstrated solid growth and profitability). With a revenue CAGR of ~17% ('18–'24) and an adj. EBIT margin of 26% in AY'23/'24, ONH is a competitive and profitable force among Norwegian education providers. For the '24/'25 academic year, Lumi expects ONH revenues of NOK 280-285m (+14-15% y-o-y), and NOK 135-140m for H1'25. It targets >10% growth p.a., and we forecast a CAGR of ~12% from AY'23/'24 to AY26/'27, with the adj. EBIT margin at ~27%, in line with the historical average (Lumi targets >25%).

Oslo Nye Høyskole is an institution of higher learning

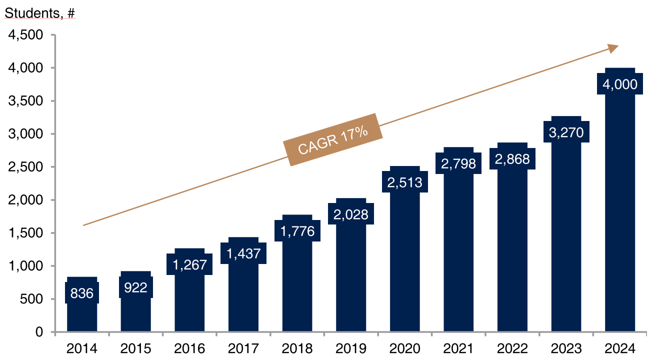


Source: ABG Sundal Collier, Company data, SSB, Samordna Opptak

Room to grow further

Historically, ONH has shown consistent and strong growth in both revenues and students. The strongest growth comes from its online segment, which has grown by a CAGR of 22% vs. campus at 7% since 2014. Roughly ~80% of ONH's students are online-based, up from ~63% in '20/'21, which demonstrates that ONH has an attractive and scalable online offering.

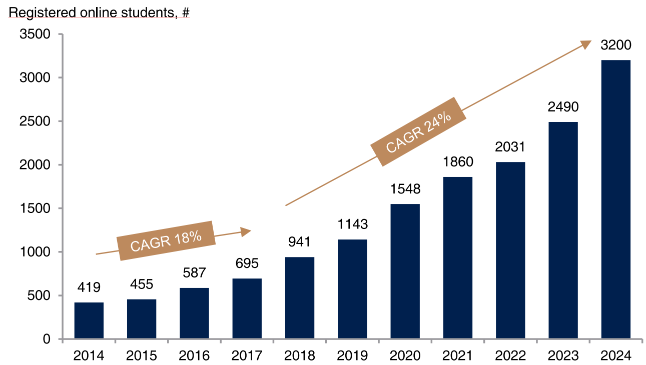
ONH: Strong growth in number of students…



Source: ABG Sundal Collier, Lumi Gruppen

Footnote: ABGSC estimate for '24

…and the online segment is taking off

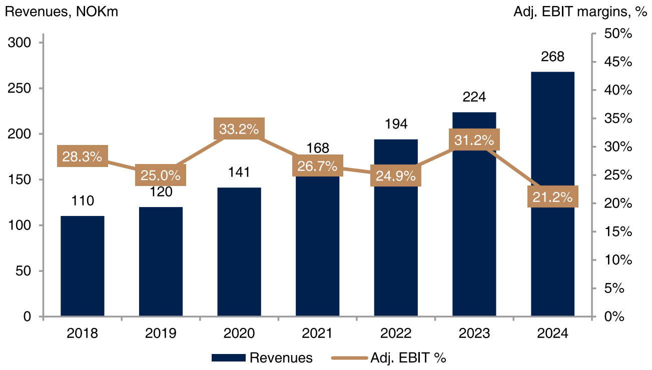


Source: ABG Sundal Collier, Lumi Gruppen

Footnote: ABGSC estimate for '24

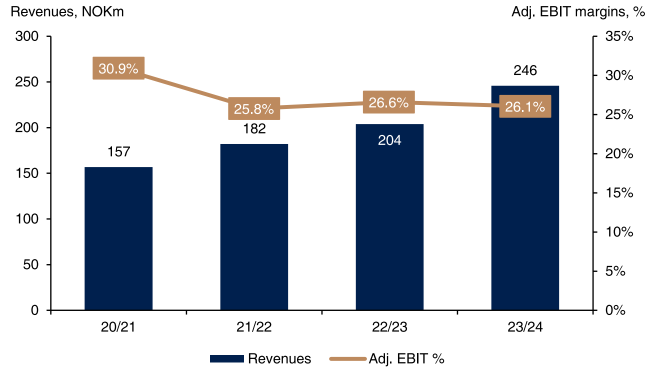
The expansion of ONH’s online segment has been a key driver of ONH's strong revenue growth, achieving a CAGR of 17% from 2018 to 2024. At the same time, the company has maintained solid profitability, with an average adjusted EBIT margin of 27% in the corresponding period.

ONH revenue and margin (calendar year)



Source: ABG Sundal Collier, Lumi Gruppen

ONH revenue and margin (academic year)

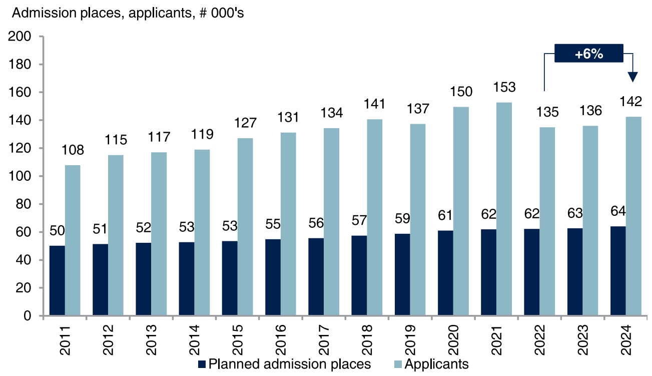


Source: ABG Sundal Collier, Lumi Gruppen

We find that there is plenty of room for further growth. In 2024, the gap between applicants to higher education and available admission places reached ~78k, marking a 7% increase compared to '23. Notably, this is the first year since '21 to show growth (flattish in '23 vs. '22) in the supply-demand gap, following a 20% decline in '22 vs. '21. While the gap remains smaller than in '21, it still reflects a significant undersupply of available places. In other words, an increase/decrease from one year to another is not the key driver here, but more the penetration of the large structural undersupply of study places.

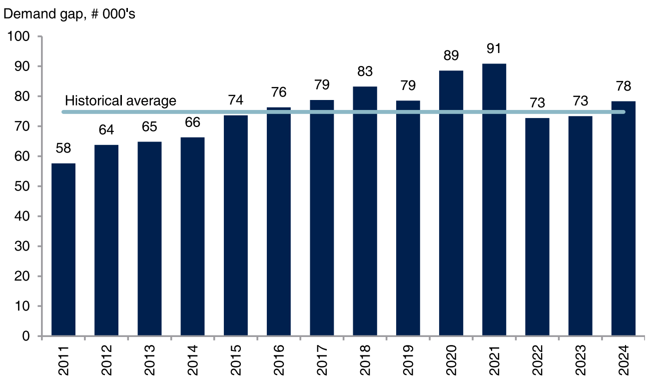
Within the public sector, many attractive study programmes (e.g. medicine and psychology) have a fixed number of seats, and they do not adapt to provide an online offering (campus is the main platform). Therefore, private institutions are increasingly stepping in to address the shortfall. Each year, private providers enrol ~19k students, presenting ONH with opportunities to expand its offerings and capitalise on the persistent supply-demand imbalance.

Supply-demand imbalance in higher ed. up



Source: ABG Sundal Collier, Samordna opptak

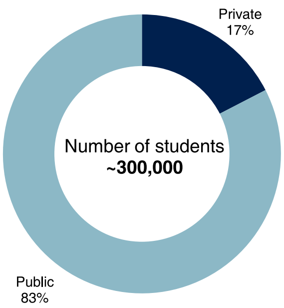
Structurally large demand gap



Source: ABG Sundal Collier, Samordna Opptak

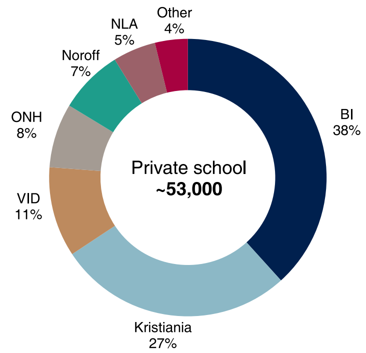
Private education constitutes a small and fragmented portion of Norway's overall education market, holding a market share of just ~17%. For perspective, NTNU alone, with ~43k students, is nearly as large as the entire private education sector, which collectively enrols ~52k students. Within this sector, BI Norwegian Business School and Kristiania dominate, commanding ~70% of the market. In the medium-sized segment (institutions with ~2-5k students), ONH’s closest Norwegian peers include NLA, Noroff, and VID.

Private school penetration (2024)



Source: ABG Sundal Collier, SSB

Market shares (2024)

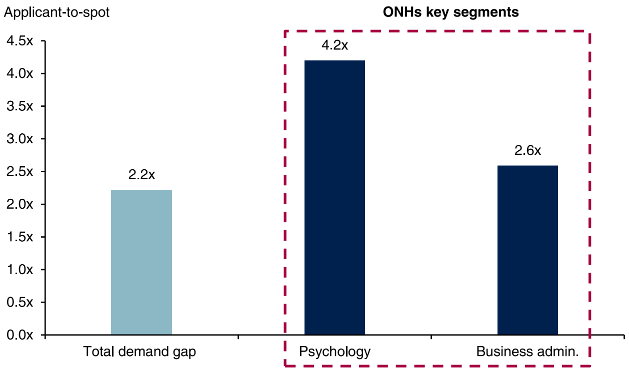


Source: ABG Sundal Collier, SSB

Strategic positioning and focused investment strategy

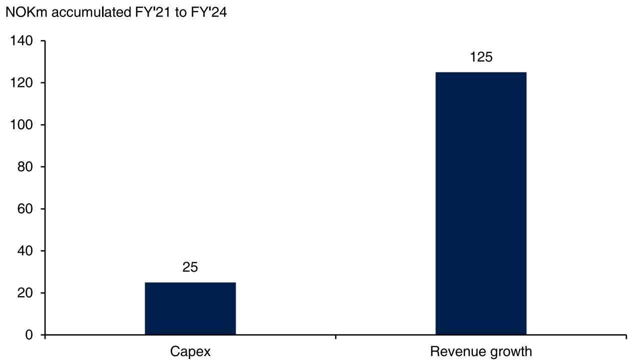
A key advantage of ONH is its data-driven approach to course development, which ensures a focus on the most underserved areas. Across the market, the average gap between applicants and places is 2.2x. However, in the subject areas in which ONH operates, this gap is greater — 4.2 times for Psychology and 2.6 times for Business Studies. This highlights ONH's strategic positioning in the market. This data-driven approach has materialised in Lumi's investments, where accumulated capex for ONH amount to NOK 25m compared to sales growth of NOK 125m from 2021 to 2024.

Positioned to the most attractive study areas



Source: ABG Sundal Collier, Lumi Gruppen

Investing in high ROI opportunities



Source: ABG Sundal Collier, Lumi Gruppen

Attractive value proposition

Strong student satisfaction rates and competitive pricing make ONH an attractive choice. ONH is the highest-rated multidisciplinary university college for four consecutive years, with a score of 4.1/5.0. This compares to Noroff, Kristiania, and Handelshøyskolen BI, which all have ratings of 4.0. ONH's unique student experience is highlighted as one of the most important factors behind its good rating.

In the table below, we provide the full overview of ONH's current offering (the entire offering has NOKUT accreditation). The programmes are half-year, one-year, bachelor's, or master's programmes and twinning programmes with international institutions. Twinning programmes consist of one year in Oslo and the rest of the education abroad at a partner institution. Students who graduate with a medical degree from ONH's partner institution are pre-qualified to practise medicine in Norway.

In just a few years, ONH's offer has grown considerably, both in terms of the number of programmes and fields of study, as well as the level of study. Since 2021, ONH has made a deliberate shift to fill gaps in its offering, allowing students to pursue an MSc without having to transfer elsewhere after completing their bachelor's degree. This expanded curriculum reflects a commitment to providing a high-quality education, while responding to evolving student and market demands.

ONH's ability to offer a full range of programmes, from short courses to Masters, significantly enhances its attractiveness and competitiveness. Students now have the opportunity to grow within the ONH academic ecosystem, benefiting from a seamless progression of learning and professional development.

ONH: current offering

Institute	Portfolio	Online/Campus	Full time / part time
Institute of Psychology	Master's in psychology: Specialization in applied health psychology and prevention	Campus and Online	Full time
	Master's in psychology: Specialization in cognitive psychology and technology	Online	Full time
	Bachelor's in applied psychology	Campus and Online	Full time and part time
	Bachelor's in psychological health work	Campus and Online	Full time and part time
	Bachelor's in work and organizational psychology	Online	Full time and part time
	Bachelor's in HR, leadership, and organizational psychology	Online	Full time and part time
	One-year programs (12)	Campus and Online	Full time and part time
	Single subjects (41)	Online	Part time
Institute of Health Sciences	Bachelor's in nutrition	Campus and Online	Full time and part time
	One-year program in medical biology (medicine 1+5)	Campus	Full time
	One-year programs (2)	Campus and Online	Full time and part time
	Half-year programs (1)	Online	Part time
	Single subjects (4)	Online	Part time
Institute of Political Science and International Relations	Bachelor's in peace and conflict studies (campus, online)	Campus and Online	Full time and part time
	Bachelor's in international studies	Campus and Online	Full time and part time
	Bachelor's in political science	Campus and Online	Full time and part time
	One-year programs (8)	Campus and Online	Full time and part time
	Single subjects (27)	Online	Part time
Institute of Economics and Administration	Bachelor's in digital marketing and management	Online	Full time and part time
	Bachelor's in business and administration	Online	Full time and part time
	One-year programs (7)	Online	Full time and part time
	Single subjects (21)	Online	Part time

Source: ABG Sundal Collier, Lumi Gruppen

What can you do with an education from ONH?

An education at ONH can lead to many opportunities for employment and further study. Half-year or one-year study programmes serve as an introduction to a longer academic course in the respective field, and most of these programmes can be included as part of a bachelor's degree at a later stage.

ONH Bachelor's degrees qualify students for many Master's programmes in Norway and abroad. Alumni have gone on to further study at NTNU or UiO, or have entered the labour market directly after their bachelor's degree.

Case study: What can you do with a ONH education?

	Bachelor In Applied Psychology	Master In Psychology	Bachelor In Political Science	Medicine (1+5)	Bachelor In Business Administration
What you learn *Selected topics*	▪ Social & cultural factors affecting the work environment ▪ The therapist role and how psychology can be applied in different fields	▪ Prevention of psychological issues at individual and societal levels ▪ Applied health psychology and prevention research project	▪ Political theory ▪ International politics ▪ Research methodology	▪ Full 6-year MD programme ▪ Partner university in Hungary ▪ First year in Norway, next 5 abroad	▪ Business administration and leadership ▪ Financial markets and investment strategies ▪ Organisational structures and business strategies
Potential career paths *Based on alumni*	▪ Primary school special teacher ▪ Content producer in a marketing department ▪ Mental coach for sports team	▪ Preventive health work in public/private sectors ▪ Mental health therapist or environmental therapist ▪ Project mngm. preventive health initiatives	▪ Public administration ▪ Embassy ▪ Politics researcher	▪ Leads to authorisation to work as a medical doctor in Norway	▪ Financial analyst ▪ HR specialist ▪ Business consultant
Further studies	▪ Master of Psychology at ONH ▪ Psychology related master programmes	▪ Ph.D. in Psychology or related fields	▪ Many master's programmes within social science, e.g. Master in Political Science at UiO	▪ Possible to do further specialisations in Norway	▪ Many master's programmes within business, e.g. Master in Economics at NHH

Source: ABG Sundal Collier

Analysis of other private university providers

Of ONH's closest Norwegian competitors, only Norges Høyskole for Helsefag (NHFH) and Noroff operate as commercial institutions (the rest are foundation owned, i.e. limited commercial priorities). NHFH specialises in the health sector and offers programmes similar to those at ONH, such as a bachelor's degree in nutrition and a one-year psychology programme. Noroff, on the other hand, focuses on media and IT and operates both a vocational school and a college.

The vocational school offers 1-2 year practical programmes in areas such as UX design, film production and digital marketing, while the college offers bachelor's degrees in cybersecurity, applied data science and interactive media. Noroff is part of the Galileo Global Education group, which oversees 61 schools on 106 campuses worldwide.

Compared to its closest Norwegian peers, ONH stands out in terms of both revenue growth and profitability. From 2018 to 2024, ONH has outperformed most of its peers by achieving a revenue CAGR of 17% (organic). This demonstrates its ability to capitalise on the growing demand for its programmes. In comparison, NHFH had a negative CAGR of -2.8% ('18-'23), Handelshøyskolen BI delivered a CAGR of 4.3% ('18-'23), while VID and NLA reported growth of 10.5% ('18-'23).

Kristiania and Noroff are the only peers to outperform ONH with growth rates of 16.5% and 27.8% respectively ('18-'23). Note that Kristiania's growth is supported by M&A (discussed in a later section). Noroff, with its specialised focus on media and IT, had a particularly high sales CAGR, but its narrower scope and operational scale place it in a different strategic category.

In terms of profitability, ONH delivered an EBIT margin of 21% in 2024. This compares to NHFH, where consistently higher COGS and other opex have had a negative impact on profitability from '18 to '23, resulting in an EBIT margin of -25% in '23. Kristiania achieved an EBIT margin of 8.6%, while BI Norwegian Business School and VID Vitenskapelige Høyskole recorded EBIT margins of 11.2% and -0.4% respectively ('23). Finally, Noroff's growth trajectory has been comparable to ONH's in recent years, but its operations remain constrained by narrower profit margins.

Note that prices vary depending on the subject, but ONH has competitive pricing. For example, for its Bachelor of Business Administration, ONH's price per semester is NOK 39,900, while its main competitors Kristiania and BI are NOK 50,800 (NOK 40,200 on campus) and NOK 41,600 respectively.

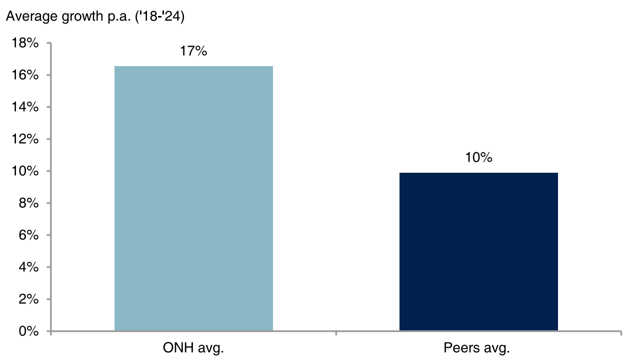
Oslo Nye Høyskole vs. Peers

Company	Oslo Nye Høyskole	Norges Høyskole for Helsefag	Kristiania	BI Norwegian Business School	NLA Høgskolen	VID vitenskapelige høgskole	Noroff *
Sales 2024	268	11	1,357	1,942	397	709	450
Growth '24	19.8%	-19.1%	8.3%	2.2%	6.8%	7.9%	21.4%
CAGR '18-'24	17.0%	-2.8%	16.5%	4.3%	10.5%	10.5%	27.8%
EBIT 2024	56	-3	117	218	-12	-3	51
EBIT margin '24	20.8%	-25.0%	8.6%	11.2%	-3.1%	-0.4%	11.4%
EBIT margin '18-'24	24.0%	-12.0%	4.2%	5.5%	3.7%	0.8%	11.6%
# students	~4,000	~160	~24,000	~20,600	~2,700	~5,600	~4,000
# campuses	1	2	2	4	3	6	4
Online	✓	✓	✓	✓	✗	✗	✓
Study areas	Health, Social Science, Psychology, Business administration	Health & Psychology	Economics, Health, IT & media	Economics	Economics, Social science	Health, Social Science & Psychology	Media & IT
Ownership type	Lumi Gruppen	Private	Foundation / non-profit	Foundation / non-profit	Foundation / non-profit	Foundation / non-profit	Private Equity

Source: ABG Sundal Collier, Norges Høyskole for Helsefag (Atlantis Medisinske Høgskole), Kristiania, BI, VID, Noroff

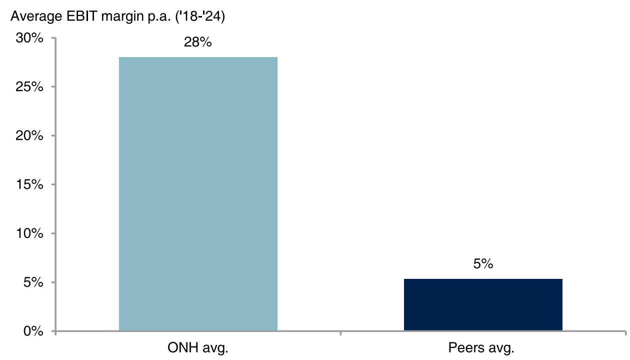
Footnote: 2024 for ONH, 2023 for all other companies

Average sales growth p.a.



*Source: ABG Sundal Collier, Companies, Proff, *2023 for peers, 2024 for ONH*

EBIT margin p.a.

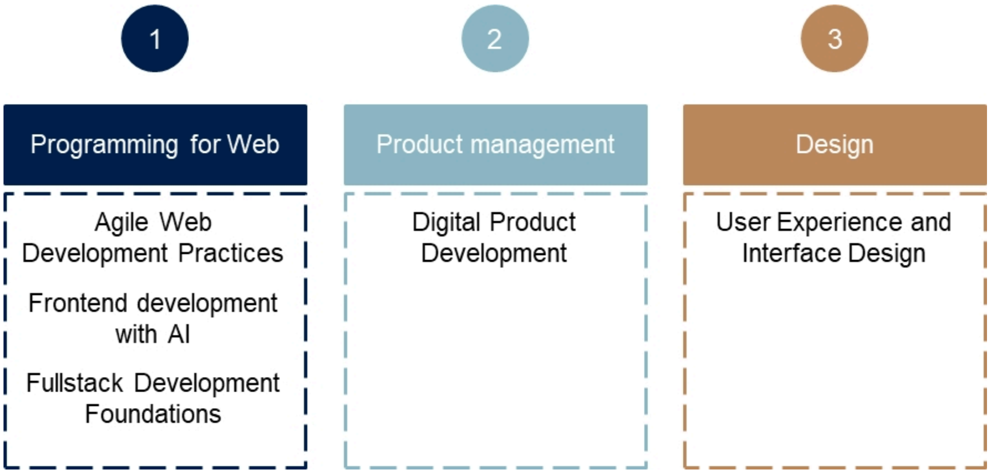


*Source: ABG Sundal Collier, Companies, Proff, *2023 for peers, 2024 for ONH*

Oslo Nye Fagskole - potential upside

Oslo Nye Fagskole (ONF) is a vocational school, which means that it provides practical training in technology and design, entirely through online learning. ONF offers one programme: Web Application Development and Design. This programme includes three disciplines: 1) programming for the web, i.e. the development of software, applications and website programming languages, 2) product management, i.e. the lifecycle of a product, from initial concept and development to launch and ongoing maintenance, and 3) design, which offers graphic design, user interface design, user experience design and product design. Note, however, that ONF has applications for 15 offerings awaiting approval from NOKUT (decision expected before AY'26'27). ONF is a separate school with its own accreditations, but shares resources with ONH to create synergies. It was officially launched in H2'24. Going forward, Lumi aims for ONF to generate >NOK 30m in revenue in four years with an adjusted EBIT margin of >25%.

ONF offer programs within three subjects

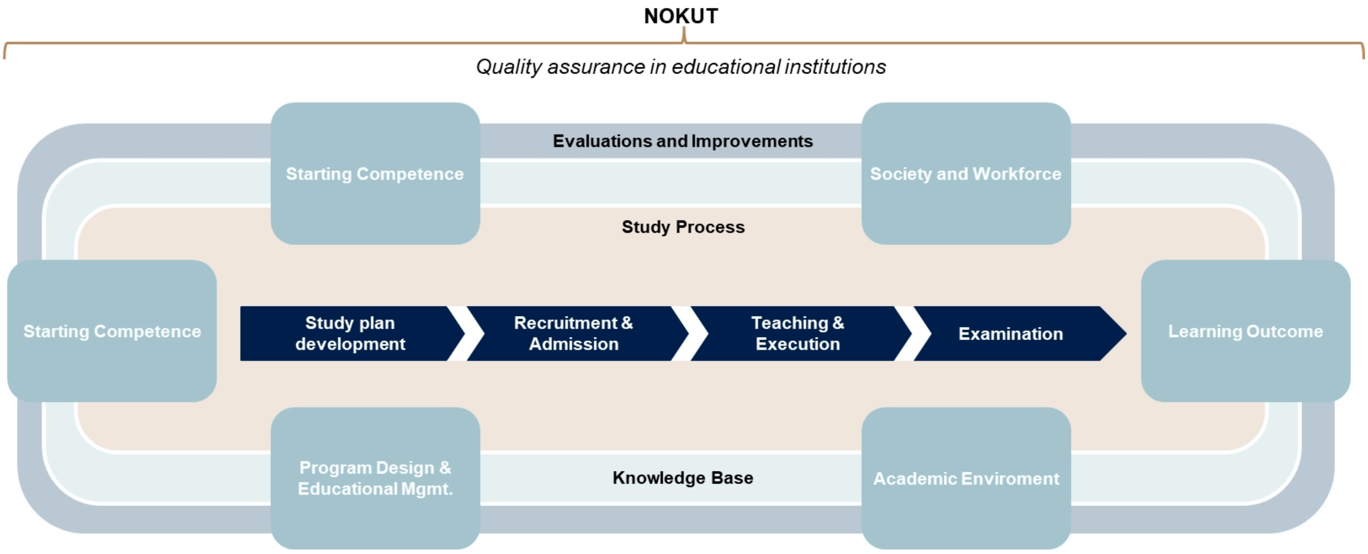


Source: ABG Sundal Collier, Lumi Gruppen

NOKUT accreditation would allow for greater flexibility and efficiency

The Norwegian Agency for Quality Assurance in Education (NOKUT) is the cornerstone of quality assurance in Norwegian higher education and tertiary vocational education. Its primary mission is to ensure that institutions meet the highest standards in terms of academic programmes, faculty qualifications, infrastructure and governance. By accrediting, evaluating and supervising educational institutions, NOKUT ensures the integrity of the Norwegian education system and brings it into line with national and international benchmarks. The requirements are extensive (see below) and it could therefore be challenging for new players to enter the market.

NOKUT's assessment for institutional accreditation



Source: ABG Sundal Collier, NOKUT

In practice, a higher education institution can apply for two types of accreditation: 1) programme accreditation (which must be done separately for each programme) or 2) institutional accreditation.

The requirements for accreditation are comprehensive (particularly for institutional accreditation), as they require substantial investment in, for example, competence, research-based teaching and highly qualified academic staff, which makes them both difficult and expensive to obtain. However, institutions with institutional accreditation can accredit their own programmes, which allows for greater flexibility and efficiency.

It takes 1-2 years from application to receive institutional accreditation. For example, Handelshøyskolen BI applied for institutional accreditation in 2007 and was approved in 2008, while Bergen Arkitekthøgskole, which applied in 2023, received accreditation in 2024.

Meanwhile, institutions such as Noroff have individual accredited programmes even though they do not have institutional accreditation. This is also the case for ONH, which as of March 2025 still does not have institutional accreditation, but has applied for accreditation and expects to receive the final decision in early 2026.

NOKUT institutional accreditation in recent years (private)

Private	
Institution	**Year**
Bergen Ariktekhøgskole	2024
Fjellhaug Internasjonale Høgskole	2017
Stiftelsen Diakonova	2014
Lovisenberg Diakonale Høgskole	2010
Ansgar Teologiske Høgskole	2010
Markedshøyskolen Campus Kristiania	2008
Norges Informasjonsteknologiske Høgskole	2008
Dronning Mauds Minne	2008
Handelshøyskolen BI	2008
Diakonhjemmet Høgskole	2005
Det teologiske Menighetsfakultet	2004
# of institutions	**11**

Source: ABG Sundal Collier, NOKUT

NOKUT institutional accreditation in recent years (public)

Public	
Institution	**Year**
Høgskolen i Innlandet	2024
Høyskolen for ledelse og teologi	2023
Høgskolen i Sørøst-Norge	2018
Kunsthøgskolen i Oslo	2017
Høgskolen i Oslo og Akershus	2017
Kunst- og designhøgskolen i Bergen	2014
Høgskolen i Molde	2009
Høgskolen i Agder	2007
Norsk lærerakademi	2006
Høgskolen i Stavanger	2004
Norges landbrukshøgskole	2004
# of institutions	**11**

Source: ABG Sundal Collier, NOKUT

Case study: Kristiania's journey

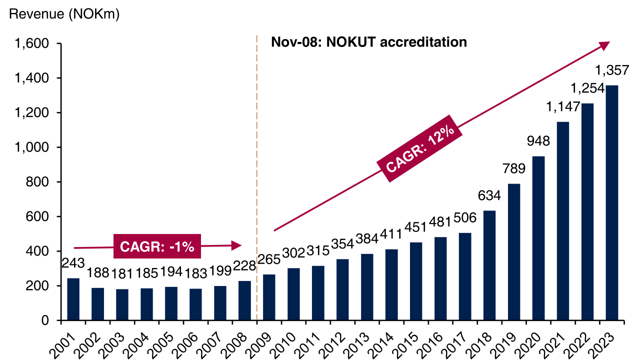
Among its peers, Kristiania is the closest to ONH in terms of provision. Kristiania is also one of the few private schools to have achieved institutional accreditation. For Kristiania, accreditation was not just a milestone - it was the foundation of a strategic transformation that enabled the institution to expand its offerings, improve its financial performance and establish itself as a leader in higher education. With ONH in the process of achieving the same accreditation, we look at Kristiania's post-accreditation journey to get a sense of what ONH's might be like.

Accreditation marked a turning point

In November 2008, Markedshøyskolen Campus Kristiania (now Kristiania) received institutional accreditation from NOKUT. This marked a turning point, allowing the school to introduce new study programmes and diversify its academic offerings with greater flexibility. Prior to this, the school had experienced stagnant growth, with revenues declining at a CAGR of -1% between 2001 and 2008. Profitability was a challenge during this period, with negative EBIT figures.

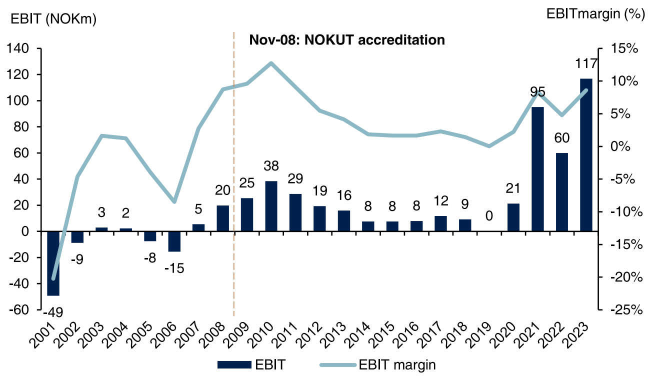
However, following accreditation, Kristiania embarked on a remarkable growth trajectory. Between 2009 and 2023, sales grew at a CAGR of 12%. This period also saw a complete turnaround in profitability, with EBIT figures moving from losses to consistently positive performance. Over time, EBIT margins stabilised between 5-10%, reflecting the improved financial health and operational efficiency of the institution. Accreditation proved to be a strategic enabler, unlocking scalability and helping the institution to consolidate its position as a leading educational institution in Norway.

Revenue accelerated after accreditation



Source: ABG Sundal Collier, Proff.no

Profitability shifted post-accreditation



Source: ABG Sundal Collier, Proff

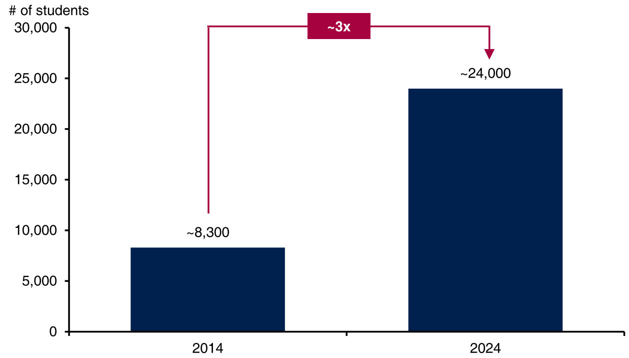
Increased study offerings, M&A and growth in student base

Kristiania's growth accelerated after 2014, characterised by both organic expansion and strategic mergers and acquisitions. Over the following decade, the institution's student population grew from 8,300 students in 2014 to nearly 24,000 students in 2024. This was accompanied by a significant diversification of its academic portfolio. The number of undergraduate programmes increased from 18 in 2014 to 57 by 2024, while the number of master's programmes increased from one to twelve over the same period. The institution also introduced two PhD programmes, further strengthening its academic reputation.

Much of this growth has been fuelled by key strategic acquisitions, which have expanded Kristiania's reach and offerings. In 2017, the merger with Westerdals Oslo ACT strengthened Kristiania's creative arts programmes. The institution also integrated Musikkteaterhøyskolen and Norges Dansehøyskole in 2019, further expanding its footprint in performing arts education. The integration of ESMOD and Bårdar Akademiet in 2020 allowed Kristiania to diversify into fashion and dance education, while the incorporation of Intendia Professional AS in 2024 - including its subsidiaries NKI Fagskoler AS, MedLearn AS and NKI Kompetanse AS - positioned Kristiania as Norway's largest broad-based university college. By 2024, the institution will offer more than 200 study programmes on campuses in Oslo, Bergen and online.

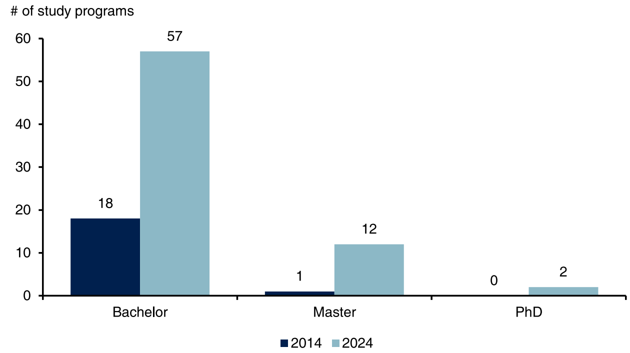
With ONH currently in the process of applying for institutional accreditation from NOKUT, there is potential for the institution to mirror the growth trends observed at Kristiania. Accreditation is a game changer because it speeds up the process of launching new programmes, as institutions can accredit themselves without having to wait for additional approval. This creates a more predictable timeframe. If ONH achieves this accreditation, it could open up new opportunities for expansion, both in terms of academic provision and student numbers.

Kristiania's student base almost 3x larger in 10 years



Source: ABG Sundal Collier, Kristiania

Kristiania's study offering development L10Y

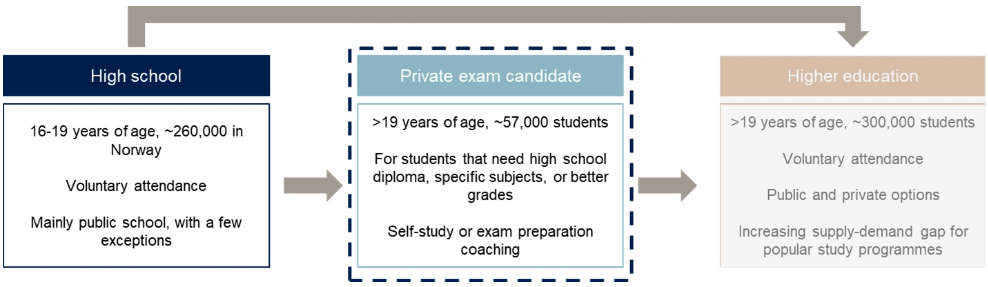


Source: ABG Sundal Collier, Kristiania

Sonans — a gateway to higher education

Sonans serves as a bridge for under-qualified high school students seeking access to in-demand higher education programmes. Operating across nine campuses, Sonans provides an alternative pathway to a high school diploma. By overcoming challenges such as incomplete coursework or low grades, ~80% of Sonans students successfully qualify for university admission. Sonans accounts for ~50% of Lumi Gruppen's student base (~60% of students are online), and revenues for AY'23/'24 were NOK 178m, with an adjusted EBIT margin of ~7%. Sonans' revenues have declined every year since '21 due to challenging market conditions, but the trend seems to be reversing as Lumi expects revenues of NOK 184-186m for the academic year '24/'25 (+1-3% y-o-y) and NOK 92m for H1'25. The company is targeting growth of ~5% p.a. (excluding the impact of a potential market recovery) and a margin of ~15% until academic year '26/'27. We expect a gradual recovery and forecast a CAGR of ~5% from AY'23/'24 to AY'26/'27e and an adjusted EBIT margin of ~15% in AY '26/'27e (i.e. in line with the target).

Bridging the gap between high school and university



Source: ABG Sundal Collier, Company data, SSB, Samordna Opptak

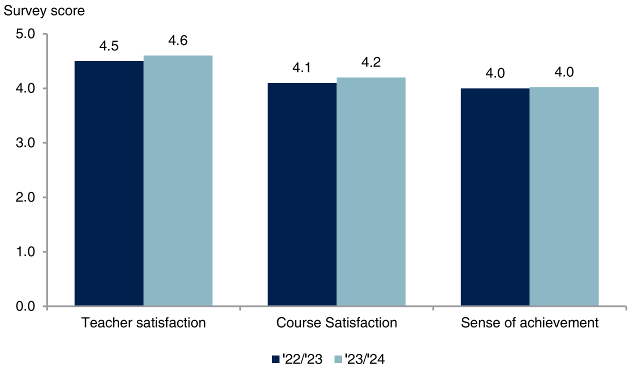
Helping students reach their goals

Due to limited admission capacity and hence undersupply of admission places in Norway, many students are compelled to take or retake high school courses after completing their third and final year of regular high school. This is typically done by sitting for exams as a "private candidate."

Being a private candidate means taking exams in high school courses without attending regular classes in a high school. Most students become private candidates mainly because 1) they want to retake courses to achieve higher grades for competitive university admissions, 2) they need to pass subjects they previously failed to meet graduation or university entry requirements, and 3) some degree programmes require specific electives or subject combinations that the student did not initially take in high school.

Sonans is the leading provider of private tutoring in Norway, offering all the courses required to obtain a high school diploma. Students benefit from a comprehensive omni-channel experience, including personalised teachers, feedback on assignments, counsellor meetings, access to both an online platform and on-campus resources, and close follow-up. Despite lower than average high school results prior to joining Sonans, ~80% of alumni achieve their goal of qualifying for higher education. In addition, Sonans students express high satisfaction with the quality of teaching, reflected in an impressive teacher satisfaction score of 4.6/5.0.

Survey scores are high, and improving



Source: ABG Sundal Collier, Company data

Sonans' key statistics

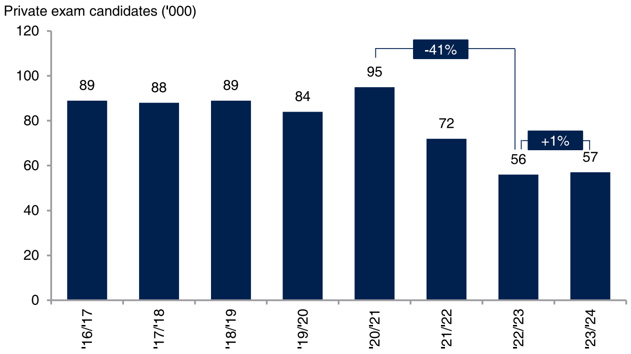
Students who pass courses needed for diploma ~85%	**Students who pass previously failed course** ~72%
Avg. grade improvement 1.13	**Eligible for higher education** ~80%

Source: ABG Sundal Collier, Company data

Market down following COVID-19, but bottom reached

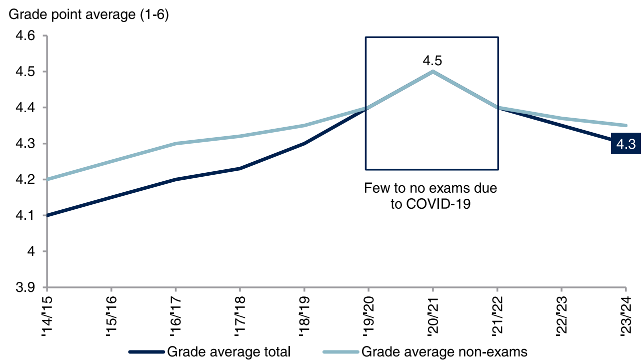
In the early years of COVID-19, the number of private candidates increased sharply (+13% y-o-y in school year '20/'21 compared to '19/'20). However, this was followed by a sharp decline, with the number of candidates falling from 95,000 in '20/'21 to 56,000 in '23/'24. Several factors have contributed to this decline, most notably the switch of many exams from graded formats to pass/fail and general grade inflation, which has reduced the need for private/repeat exams. Nevertheless, the market appears to have stabilised, with the number of private exam candidates increasing slightly from 56k in '22/'23 to 57k in '23/'24 (+1% y-o-y), and grade averages returning to pre-COVID-19 levels. For reference, the 57k private exam candidates represent ~22% of the total upper secondary population of ~260k (note that these are students eligible for upper secondary education, actual upper secondary students are ~190k).

Private exam candidates down, but flat in '24



Source: ABG Sundal Collier, Utdanningsdirektoratet

Grade inflation is being flushed out



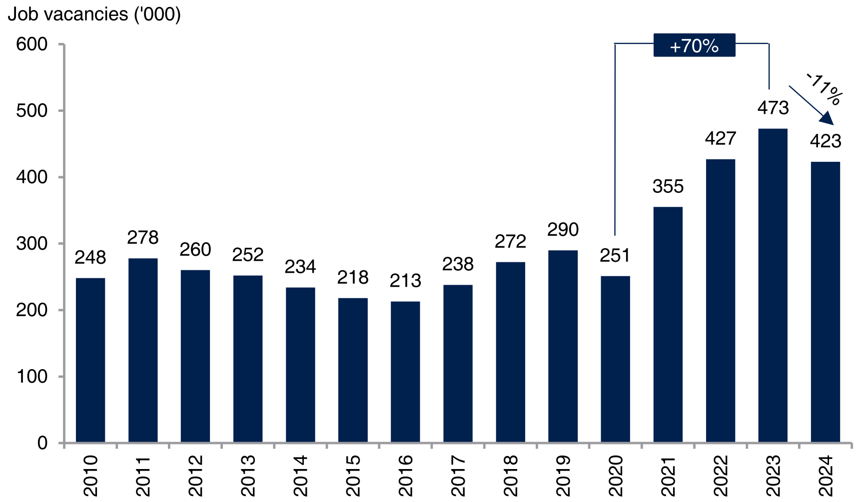
Source: ABG Sundal Collier, Utdanningsdirektoratet

In addition, reduced demand for Sonans was driven by the surge in job vacancies in Norway, which increased by +70% between '20 and '23 (473,000 from 251,000). High levels of vacancies can reduce the motivation for further education, as individuals may prefer to enter the labour market immediately rather than invest in re-taking exams. When stable jobs are readily available without the need to upgrade qualifications, the incentive to enrol in private courses is reduced - students with relatively low grades (e.g. 2/3 out of 6) can enter the labour market. This is particularly true in sectors with low barriers to entry, where the opportunity costs of continuing education outweigh the immediate benefits of employment.

To illustrate the impact of higher vacancy rates, we can look at a practical example: if there are 64k ('24) places in higher education and 142k ('24) applicants, Sonans' effective TAM is 78k (i.e. 142 minus 64), or in other words, 78k individuals who potentially want to improve their grades. If the number of applications falls by 10% (i.e. to 128,000) because more people instead enter the labour market, the TAM falls to 64,000 (128 minus 64 places), i.e. the TAM falls by ~18%. In other words, an increase in job vacancies has a significant impact on Sonans.

However, this effect works both ways, and the number of vacancies has started to fall (-11% y-o-y in '24), which may indicate a shift in momentum and a potential improvement in demand for Sonans.

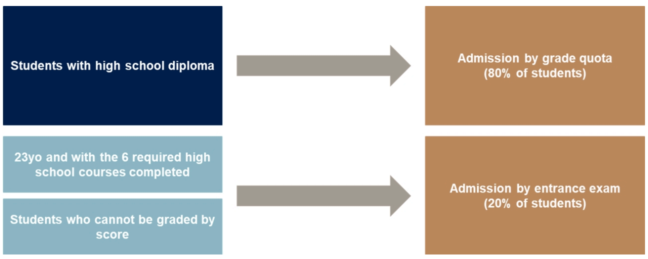
Job vacancies are moving down



Source: ABG Sundal Collier, NAV

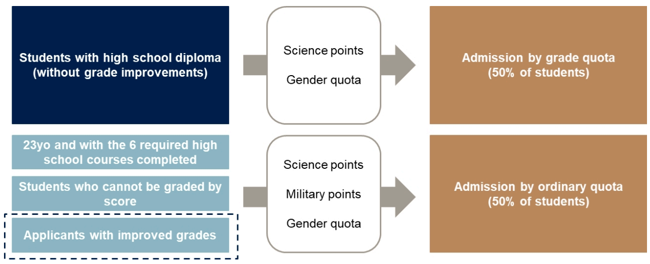
In 2022, the Norwegian government's Admissions Committee introduced a proposal to reform the admissions system, including a key change that would have prevented students from improving their grades after leaving high school. This proposed change was particularly significant for Sonans, as 25-30% of its students, according to Lumi, typically enrol to improve their grades. If enacted, this would have posed a direct threat to Sonans' revenue streams and created uncertainty about its future operations. However, at a hearing in June '24, the committee opted to retain the existing system, allowing grade upgrading to continue after graduation, but now students can only receive maximum 3 additional credits, compared to 14 previously (see section "Education trends in Norway" for details). The political parties in Norway have agreed on the new system, and as a result, the regulatory outlook for Sonans has stabilised.

Previous admission proposal



Source: ABG Sundal Collier, the Norwegian government

New admission rules (approved)



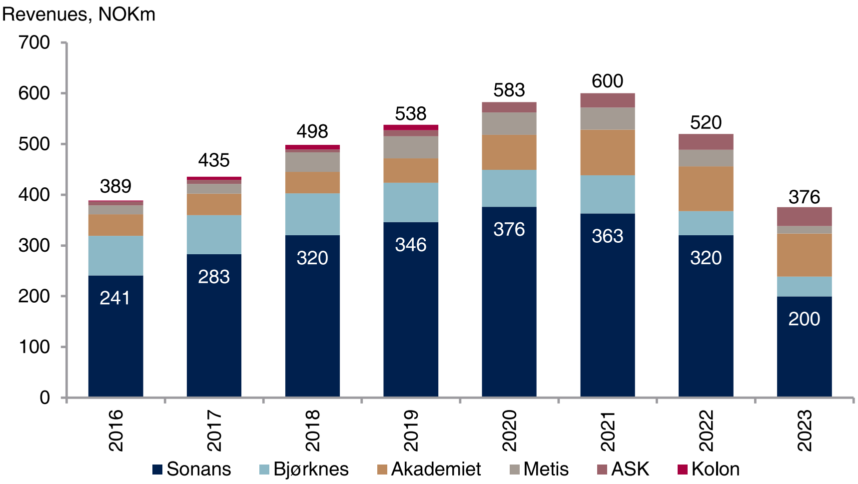
Source: ABG Sundal Collier, the Norwegian government

Still the market leader, although the market is down

The market for private candidate examinations has changed significantly since its peak in 2021, when total industry revenue reached NOK 600 million. By 2023, this figure had fallen by 37% to NOK 376 million. This decline is largely due to a structural decrease in the number of private examination students during this period (Sonans closed campuses), influenced by both grade inflation and a strong labour market. In addition, a larger proportion of students are now also studying online, which is less expensive than studying on campus.

In the period between 2019 and 2023, all the leading players - Sonans, Bjørknes, Akademiet and Metis, which together account for ~96% of the market - experienced declines in revenue, with the exception of Akademiet, which reported growth in the same period. However, it should be noted that Akademiet acquired Kolon in 2020/2021, which increased its revenue by NOK 10 million (or 15%). Meanwhile, smaller players such as ASK have experienced significant growth (due to their low-cost online offering), resulting in an increase in market share from 2% in 2019 to 10% in 2023. The combination of all these factors has led to a change in market dynamics, but as of 2023, Sonans remains the leading market player with 53% market share (compared to 64% in 2019).

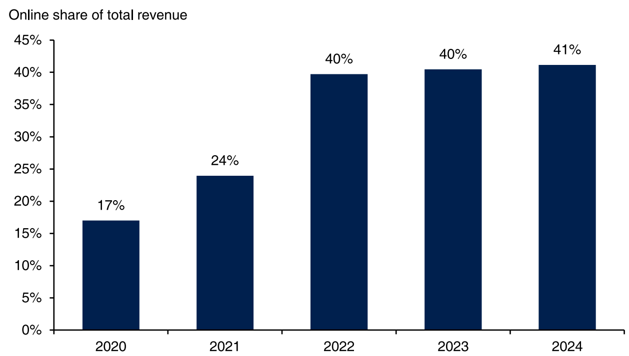
Most competitors have seen reduced revenues vs. peak in '21



Source: ABG Sundal Collier, Companies, Proff.no

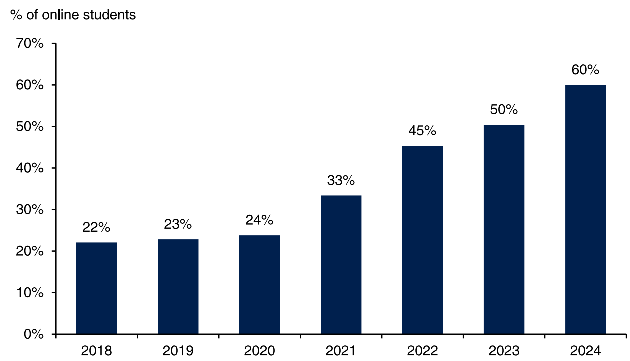
Although Sonans' market share has declined from 60% to 53%, its online segment has experienced growth. Since 2018, online's share of revenue has risen from 12% to ~40% in 2024 (and online students have increased from 22% to 60%), reflecting a shift in its business model.

Increased online share of Sonans revenue



Source: ABG Sundal Collier, Lumi Gruppen

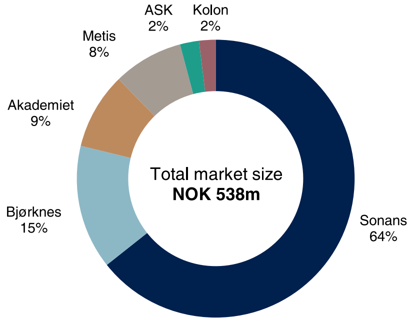
Strong growth in the number of online students



Source: ABG Sundal Collier, Lumi Gruppen

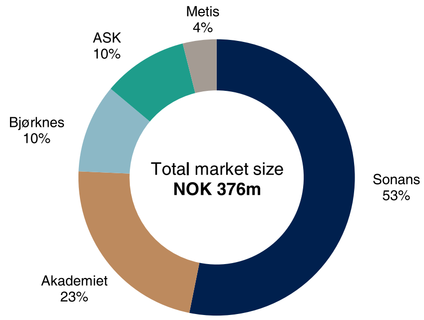
The slight decline in Sonans' market share benefited Akademiet, whose share increased from 9% to 23%. However, part of this increase is due to the acquisition of Kolon (as mentioned above). Note that in the graphs below we have excluded K2. The reason for this is that K2's revenues are primarily derived from trade subjects — a sector in which Sonans is very little active in. Therefore, K2 has been excluded from our market size estimate, but is included in the table below for reference.

Market shares 2019



Source: ABG Sundal Collier, Companies, Proff.no

Market shares 2023



Source: ABG Sundal Collier, Companies, Proff.no

Margin challenges across the space

Most players in the market have seen their EBIT margins fall significantly. Sonans' EBIT margin fell from an average of 21% in '18-'23 to just 1% in '23 (but recovered to ~10% in '24). Similarly, Akademiet, the second largest player, saw its margin fall from ~15% to ~5%. These declines were primarily due to a decline in student numbers and increased costs, particularly those associated with campus operations. In response, both companies have been forced to reduce their physical footprint, with Sonans closing 6 campuses since '19/'20 and Akademiet closing 4. Looking ahead, Sonans aims to achieve an adjusted EBIT margin of ~15% by '26/'27 (excluding potential market recovery) and is targeting margins of >20% in the long term.

Competitive landscape

Company	Sonans Utdanning	Akademiet	Metis	K2 kompetanse	Bjørknes privatskole	ASK privatskole
Sales 2024	**183**	**85**	**15**	**62**	**39**	**37**
Growth '24, %	0%	-3.9%	-54.2%	4.6%	-18.2%	18.7%
CAGR '18-'24, %	-9%	14.9%	-17.4%	120.5%	-13.9%	44.3%
Growth '24, NOKm	-16	-3		3	-9	6
EBITDA	41	6	-6	4	0	6
EBITDA margin '24	**25.5%**	**7.2%**	**-37.8%**	**6.2%**	**0.5%**	**15.4%**
EBITDA margin '18-'24	33.2%	19.6%	6.2%	-41.2%	-2.3%	7.5%
EBIT 2024	18	6	-6	1	-2	0
EBIT margin '24	**10%**	**6.9%**	**-38.3%**	**1.5%**	**-4.7%**	**-0.1%**
EBIT margin '18-'24	20%	19.5%	5.3%	-45.2%	-6.2%	-22.6%
# campuses	9	11	3	8	1	Only online
Semester course price (Campus)	15,000	14,400	13,990	N/A	15,990	N/A
Semester course price (Online)	10,500	9,900	9,490	4,700	14,390	4,990

Source: ABG Sundal Collier, Companies, Proff.no

*Footnote: *2024 for Sonans, 2023 for all other players, K2 only included for reference*

Education trends in Norway

Lumi - Taking advantage of the education gap

The Norwegian higher education landscape is changing, driven by growing demand for study opportunities, policy reforms and evolving preferences for flexible learning formats. These trends highlight key challenges such as the undersupply of public university places, stricter admission requirements and the increasing appeal of hybrid education solutions. Given the current changes in the market, we have identified five possible growth drivers for Lumi.

Key growth drivers

1	2	3	4	5
Undersupply of higher education places	Increased demand for hybrid education	Reduction in public study places (cost cuts)	Reduction of additional credits from 14 to 3	Increased demand for higher education
Demand grows ~2% p.a., supply lags Historical applicants to places at 2.3x	Online studies 19% CAGR since ’16 Public institutions slow to adapt	Funding cuts reduce public study places GPA pressure on the rise	Extra credits cut from 14 to 3 GPA now critical for admission	Demand for higher ed. on the rise since ’15 ONH offers programmes in highly demanded fields

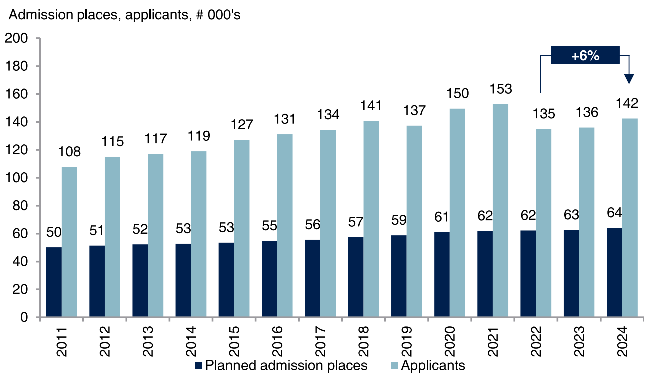
Source: ABG Sundal Collier

1) Undersupply of higher education admission places

Steadily increasing demand not met by more public study places

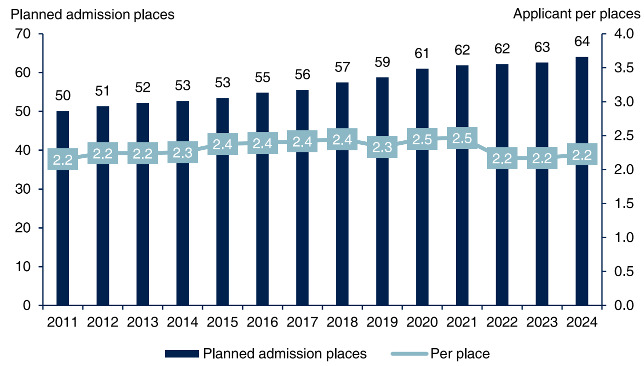
Historically, the volume of applications has grown at a CAGR of 2.2%, outpacing the growth in places. The lagging supply side is effectively creating a widening demand gap. In 2024, there were ~78,000 fewer admission places than applicants, forcing many prospective students to consider other options (private schools, study abroad, work, community college, gap year, joining the army). On average, there have been 75,000 fewer places than applicants since 2011. This means that, on average, there are 2.3 times as many applicants as places. Overall, the gap between applicants and planned places has been increasing since 2011, growing at a CAGR of 2.4%, but particularly in '20/'21 (COVID-19 related). As a result, the following year we saw a decline from '2021 levels, but it is now on the rise again. However, we emphasise that while a year-on-year increase could support growth, the key issue is the significant structural undersupply of student places. This gap represents an important opportunity for the ONH to address.

Supply-demand imbalance in higher ed. up



Source: ABG Sundal Collier, Samordna opptak

Structural undersupply of higher education places

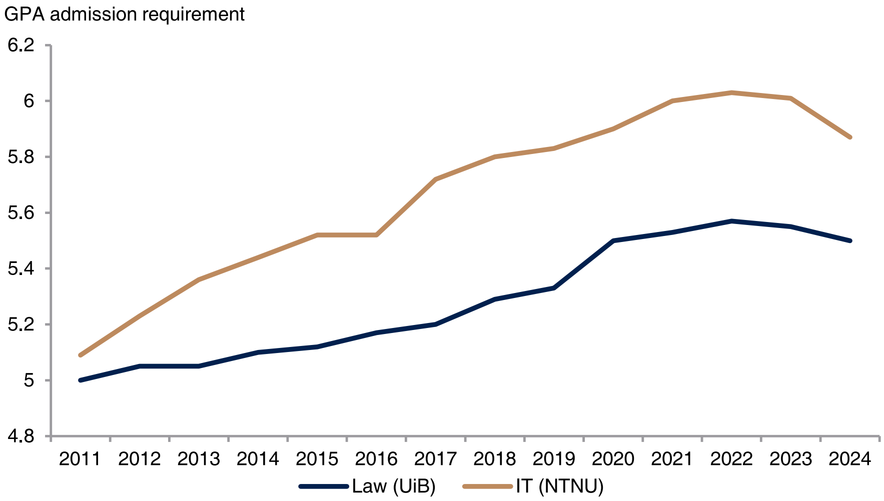


Source: ABG Sundal Collier, Lumi Gruppen

Admission to Norwegian public education is centralised through Samordna Opptak. Prospective students register their preferences with Samordna Opptak each spring, and qualified candidates are then ranked according to their high school GPA. Only the GPA counts, and those with the highest GPAs are admitted. Therefore, it is not possible to compensate for poor grades with strong motivation letters or CVs. Some fields of study, such as medicine, law or IT, are particularly popular, creating a large demand gap and tough competition for admission. Increasing competition for places in popular courses is reflected in the increasingly stringent GPA entry requirements. This is helping to drive demand for Sonan's offer.

Note that some of the fluctuation in GPA requirements can be attributed to grade inflation during the period when exams were suspended. This temporary inflation pushed the GPA to new heights and explains the current slight decline as the system stabilises. Nevertheless, the overall trend towards increasingly stringent GPA requirements continues.

Increasing GPA requirements – a selection of programmes

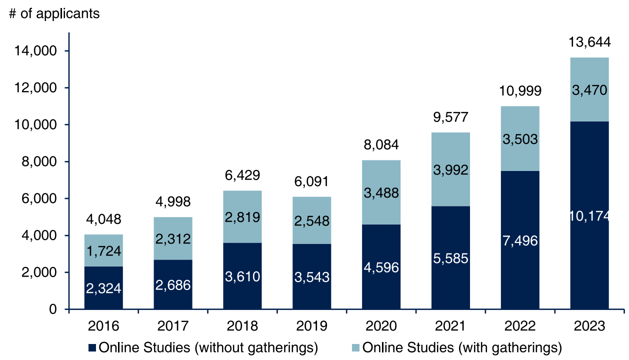


Source: ABG Sundal Collier, Samordna Opptak

2) Increased demand for hybrid education

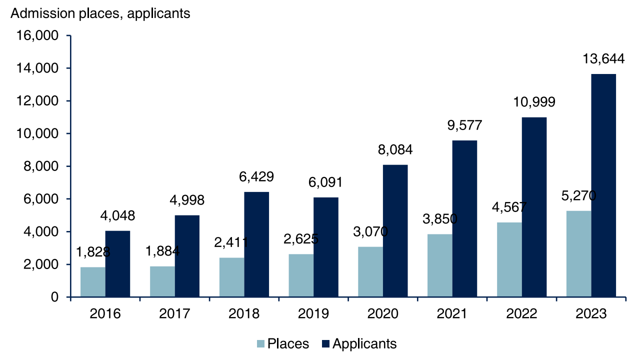
The growing popularity of hybrid courses is also opening the door for ONH to expand. Since 2016, the number of applicants to online programmes has grown at a CAGR of 19%. At the same time, competition for places has intensified, with the ratio of applicants to available places rising from 2.2x in 2016 to 2.6x in 2023. This change represents a trend of increasing demand for educational flexibility. However, while student demand has soared, public institutions have struggled to scale their online offerings, leaving a significant gap in the market - one that ONH is positioned to fill.

Applicants to online studies has grown by a CAGR of 19% since 2016...



Source: ABG Sundal Collier, Samordna Opptak

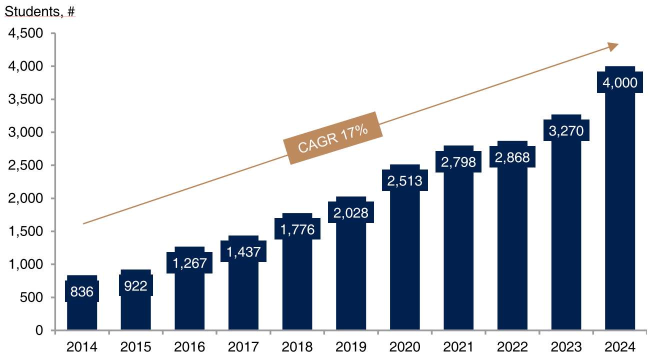
...and the applicant-to-place ratio continues to increase



Source: ABG Sundal Collier, Samordna Opptak

Historically, ONH has shown consistent and strong growth in both revenues and students. The strongest growth comes from its online segment, which has grown by a CAGR of 22% vs. campus at 7% since 2014. Roughly ~80% of ONH's students are online-based, up from ~63% in '20/'21, which demonstrates that ONH has an attractive and scalable online offering.

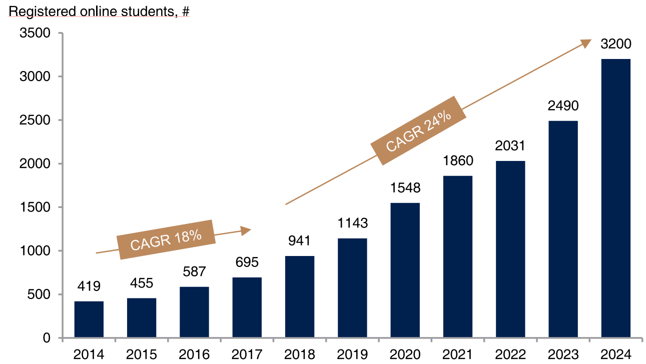
ONH: Strong growth in number of students…



Source: ABG Sundal Collier, Lumi Gruppen

Footnote: ABGSC estimate for '24

…and the online segment is taking off



Source: ABG Sundal Collier, Lumi Gruppen

Footnote: ABGSC estimate for '24

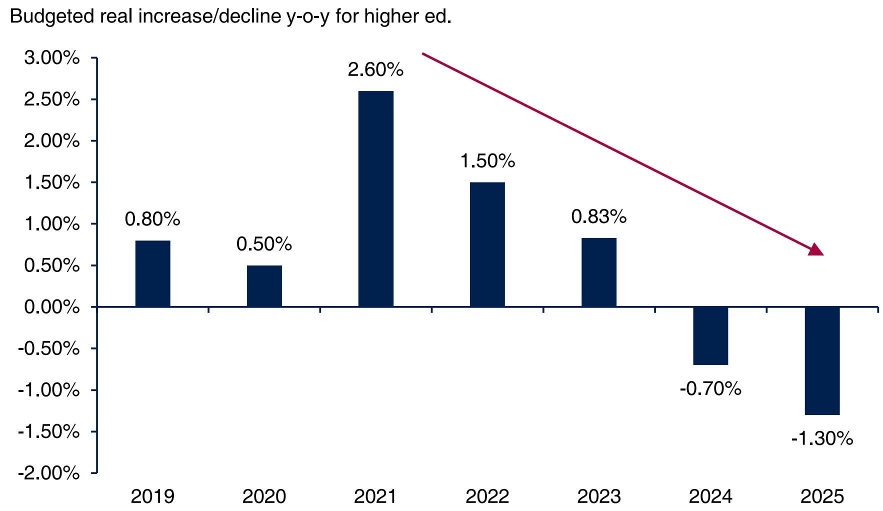
3) Reduction in public funding

Another driver of demand is that Norwegian higher education is undergoing a change related to budget cuts that are restructuring the environment for universities and colleges.

In the proposed state budget for 2025 (published Sept. 24), the government has proposed a real decrease in higher education funding of -1.3% year-on-year, compared with a real decrease of -0.7% in 2024 (published Sept. 23). As shown in the graph below, there is a downward trend in government funding for higher education (although this may change from year to year). While real growth in funding peaked in 2021 - largely due to the continuation of the additional student places and recruitment positions created in 2020 as part of COVID-19-related measures - funding has been on a steady decline since then. As a result, several institutions are having to reduce the number of study places, discontinue some academic courses and reassess their long-term plans (note that ONH does not receive government funding, i.e. it is not affected). Some examples are the reduction of places for teacher training and nursery school teachers. VID has also announced that it is considering discontinuing several programmes, while Oslo MET has already discontinued several programmes, such as its Masters in Entrepreneurship from 2024.

The main reason for these changes is the return of pandemic-related funding, which was established in response to the COVID-19 outbreak. The Norwegian government contributed NOK 656m to increase the number of study places and create new faculty positions to meet local demand and continue education during a global pandemic. However, now that this funding has been cut, several universities and colleges are facing difficult challenges in maintaining the enrolment and staffing levels they maintained during the pandemic years. This financial shortfall has forced institutions to reduce their provision and staffing levels. Fewer places available (note small increase in 2025) puts pressure on students' GPAs, which is likely to push more students into the private candidate exam market, so we have identified this as another trigger for Sonans' offering.

A downward trend for higher ed. in the state budget



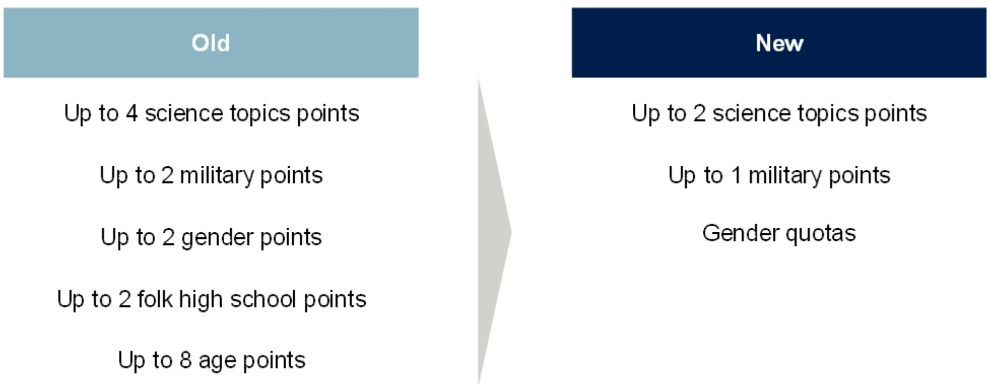
Source: ABG Sundal Collier, Regjeringen

4) Reduction of additional credits from 14 to 3

The Norwegian government has made changes to the higher education admission process by reducing the maximum number of extra credits that students can earn from 14 to 3. Under the old system, it was possible to earn 14 extra credits by 1) up to 8 points for age, 2) up to 2 points for military service, 3) up to 4 points for scientific subjects (i.e. biology, mathematics, physics, etc.) and foreign language, 4) up to 2 points for folk high school and 5) up to 2 points for gender. However, with the new reform, which will take effect from 2027, the government has removed additional credits for factors such as age, gender, folk high school attendance and foreign language study. The new reform will only allow a maximum of 3 extra credits, compared to the previous maximum of 14, and will also replace gender points with quotas. Thus, from 2027 onwards, it will only be possible to gain a total of 3 study points by 1) up to 1 point for military service and 2) up to 2 points for science subjects (i.e. biology, maths, physics, etc.).

As a result, extra credits will play a smaller role and achieving good grades in key subjects will become the most critical factor in securing admission to competitive programmes. Students who previously relied on extra credits to meet requirements are now likely to turn to the private examination market to boost their GPAs. As the effects of this reform reshape the education sector, Lumi can benefit in two ways: 1) Sonans can benefit from students being forced to turn to the private exam market to boost their GPAs, and 2) students who are not accepted into their desired programme can choose to study at ONH.

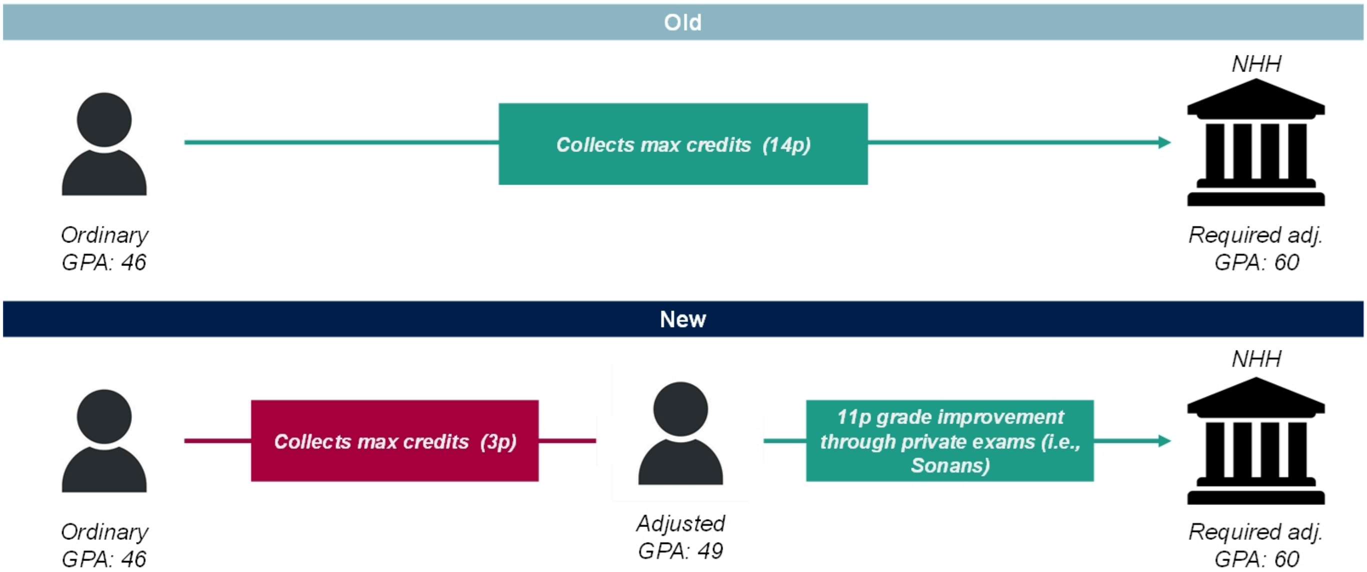
New rules for additional credits



Source: ABG Sundal Collier, Regjeringen

Below we have provided an illustration of how the new reform (from 2027) will affect students' ability to improve their GPA. Previously, a student with an ordinary GPA of 46 could add a maximum of 14 extra points to achieve an adjusted GPA of 60, which would meet the requirements for admission to their desired programme (e.g. a programme at the Norwegian School of Economics, NHH). With the new rules, the same student can only add a maximum of 3 extra points, resulting in an adjusted GPA of 49. To bridge the gap and achieve the required GPA of 60, students will have to improve their grades by 11 points through academic means, such as attending private exam preparation schools like Sonans.

The new reform will force students to improve their grades (or consider other options, such as ONH)



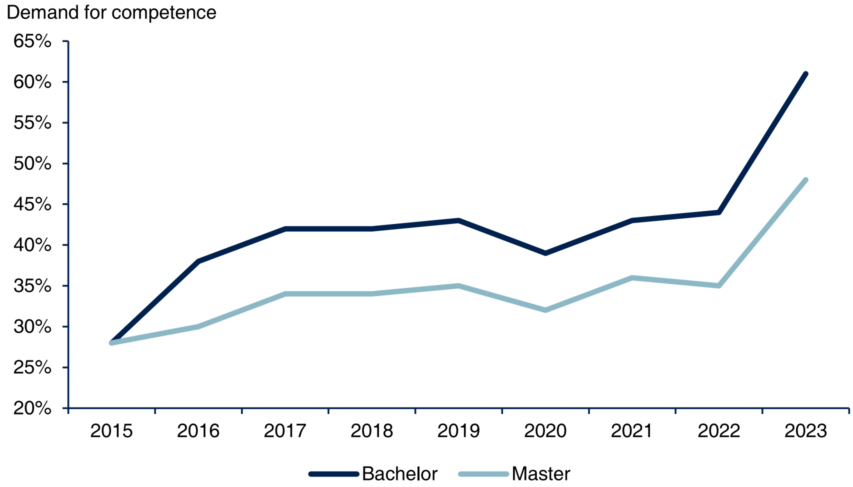
Source: ABG Sundal Collier

Footnote: Note that following the new rules, the required GPA of 60 is likely to decline, however, we do not find it likely that the decline will correspond to the delta of the new maximum credits (11=14-3), but we have kept 60 for illustrative purposes.

5) Higher demand for bachelor and master degrees

We see a steady increase in the demand for people with bachelor's and master's degrees. Since 2015, this trend has been growing steadily, as highlighted by the NHO's Kompetansebarometer. Note that the dip we saw in 2020 was related to the COVID-19 pandemic, but that the overall trend is for demand to increase. Overall, we expect that this trend is likely to make higher education increasingly attractive to those seeking academic advancement. With rising GPAs, fewer available places and continued demand for highly educated individuals, we expect Lumi to be well positioned to capitalise on these opportunities. This includes helping Sonan students improve their high school GPAs and meeting the demand for higher education at ONH.

Demand for individuals with bachelor's and master's degrees



Source: ABG Sundal Collier, NHOs Kompetansebarometer

Footnote: Normally N=3-4k, but in 2023 N=1628

As can be seen in the table below, we have compared the results of the NHO's knowledge barometer with the offers of ONH and ONF. We find that ONH and ONF offer study programmes for several of the most attractive fields, such as engineering and technical fields, social sciences, information and communication, etc. These programmes cater for a variety of educational levels, including bachelor's degrees, master's degrees and professional studies. We believe that with the increasing demand for bachelor's and master's degrees, ONH and ONF may be able to capture a fair share of the private education market.

ONH offers study programmes for several attractive industry fields

		# of ONH and ONF study areas		
Field	**Share (%)**	**Single study / other**	**BSc***	**MSc**
Engineering and Technical Fields	44%	#13		
Handicraft Fields	44%			
ICT (Information and Communication Technology)	23%			
Social Sciences, Law, etc.	14%	#28	#15	
Information and Communication	12%	#5	#2	
Primary Industry Fields	6%			
Mathematics and Natural Sciences	6%			
Health, Social, and Sports Fields	4%	#18	#11	#2

Source: ABG Sundal Collier, ONH, NHOs Kompetansebarometer

*Footnote: Engineering and technical fields mainly relate to ONF, BBA incl. in social sciences. *Including specialisations*

Risks

Business risks

The Group faces ongoing market uncertainty, with stabilisation still unclear and student intake influenced by labour market conditions. Future growth will depend on market normalization and the Group's ability to adapt to demand shifts. Additionally, delays in NOKUT's accreditation process could slow the rollout of new programs, potentially constraining expansion opportunities.

Market risks

Lumi Gruppen's performance is influenced by economic conditions and labour market trends. When the job market is strong, particularly for younger workers, interest in further education may decline. In contrast, a weaker labour market could drive more students towards their programmes.

Competition risks

Lumi operates in a market with highly attractive characteristics and strong demand, which may draw new entrants. While Lumi has established a strong market position, there is a risk that new competitors could achieve similar standing. However, given Lumi's long-term development and experience, we believe it would take considerable time for any competitor to reach a comparable level.

Regulatory risks

The company operates under government regulations that can impact its services. A proposal in 2022 to limit exam retakes posed a threat to Lumi, but a 2024 decision upheld existing policies. While we consider the political environment to remain stable going forward, the risk of future regulatory changes remains.

Strategic risks

Growth plans for Oslo Nye Høyskole (ONH) involve expanding facilities and applying for self-accreditation. Delays in the accreditation process, partly due to limited capacity at regulatory agencies, could slow the roll-out of new initiatives.

Political risks

Lumi generates 100% of its revenue directly from students, who receive subsidies from Lånekassen on the same terms as students in both private and public schools. Although highly unlikely, there is a remote possibility that politicians could eliminate these subsidies for student loans. Such a change would lead to higher interest rates for students and reduce incentives to pursue further education, potentially impacting Lumi's business by lowering demand.

Appendix

Appendix I - Managment

Managment

Name		Position	Experience
Nina Vesterby		Chief Executive Officer	Nina Vesterby assumed the role of CEO at Lumi Gruppen on August 1, 2024. She brings extensive leadership experience, having previously served as the CEO of Story House Egmont AS and Global Connect Privat in the telecom industry. Vesterby has held board positions in several companies, incl. Markedspartner, Norsk Presseforbund, MBL, Lynet Internet, s360, and Garnius. She holds a master's degree in Strategic Management from the Norwegian School of Economics and a degree in Business Administration from BI Norwegian Business School.
Martin Prytz		Chief Financial Officer & Investor Relations	Martin Prytz has been CFO of since 2021. With over 15 years of experience in finance and auditing, Previous roles include CFO and Head of Business Development at REMA Industrier, CFO at Fibo Group, Consultant at Deloitte, and Head of Economy at Telia Sonera Norge and Rockwool. He also worked as an Auditor at Deloitte and has held multiple board memberships in group internal companies at Fibo and TeliaSonera. Prytz holds an MSc in Accounting and Auditing from BI Norwegian Business School and Siviløkonom from the Norwegian School of Economics.

Source: ABG Sundal Collier, Lumi Gruppen

Appendix II - BoD

Board of Directors

Name		Position	Experience
Rob Woodward		Chair	Rob Woodward has a distinguished career in leadership within public and private companies, focusing on the technology, media, and telecommunications (TMT) sector. Has served as Chair of the Met Office, CEO of STV Group, and held senior roles at Channel 4, UBS Corporate Finance, and Deloitte. Currently Chair of Court at Glasgow Caledonian University and Chair of Ebiquity.
Bente Sollid		Board member	Bente Sollid is CEO of Digital Hverdag and a board member for Polaris Media, Hafslund, Europris, Motor Gruppen, Questback, Nortel, and Eika Gruppen. She chairs Placewise Group and Ocean Visioneering. Sollid founded an internet consultancy in 1993, now Bouvet ASA, listed on Oslo Børs. She has also served on multiple government advisory boards and was the youngest member of the Norwegian Association of Editors.
Ashkan Senobari		Board member	Ashkan Senobari is a Director at Hanover Investors, focusing on public market deals in Scandinavia. He serves on the board of ZetaDisplay and was previously a Board Observer for itslearning. Prior to Hanover, Senobari worked at EQT Partners in mid-market private equity buyouts and began his career in J.P. Morgan's M&A division.
Henriette Grønn		Board member	Henriette Grønn, General Manager at Business is Personal, has 20+ years of experience in leadership, strategy, and government affairs. She holds a law degree, an MBA, and a minor in psychology, with senior roles at Microsoft, First House, and the Ministry of Trade and Industry. She has expertise in competition policy, public procurement, and board leadership.
Fred Lundqvist		Board member	Fred Lundqvist is a Partner at Hanover Investors and sits on the Investment Committee, advising on target assessment and deal execution. He is a board member of ZetaDisplay AB and has over 15 years of experience in public and private investments across diverse sectors and regions. Lundqvist joined Hanover in 2006 and became a partner in 2011.

Source: ABG Sundal Collier, Lumi Gruppen

Appendix III - Shareholders

Shareholders: Lumi Gruppen

Shareholder	Type of Account	# of shares	shares (%)
The Bank of New York Mellon SA/NV	Nominee	20 504 212	35.3%
Euroclear Bank S.A./N.V.	Nominee	10 438 362	18.0%
Pareto Aksje Norge Verdipapirfond	Ordinary	3 769 885	6.5%
J.P. Morgan SE	Nominee	3 046 609	5.2%
Verdipapirfondet Holberg Norge	Ordinary	2 733 333	4.7%
The Northern Trust Comp, London Br	Nominee	2 189 896	3.8%
Forsvarets Personellservice	Ordinary	1 550 540	2.7%
Melesio Invest AS	Ordinary	1 420 709	2.4%
Valorem AS	Ordinary	1 217 000	2.1%
CMDC AS	Ordinary	913 006	1.7%
Wenaas EFTF AS	Ordinary	900 000	1.6%
VJ Invest AS	Ordinary	608 198	1.0%
Ginko AS	Ordinary	600 000	1.0%
Dyvi Invest AS	Ordinary	593 696	1.0%
Cawa Invest AS	Ordinary	520 000	0.9%
Cortex AS	Ordinary	440 000	0.8%
Goldman Sachs International	Nominee	843 685	0.7%
Varner Equities AS	Ordinary	366 216	0.6%
Bit For Bit Huset AS	Ordinary	325 895	0.6%
Jacob Hatteland Holding AS	Ordinary	290 780	0.5%
Top 20 shareholder / nominee		**52 743 027**	**91.0%**

Source: ABG Sundal Collier, Lumi Gruppen

Footnote: As of Dec 31, 2024. Note that Hanover Active Equity Fund III S.C.A. SICAV-RAIF controls the majority of the shares in Lumi Gruppen AS, with total direct and indirect ownership of 30,942,574 shares (53.32%) through the nominee accounts, The Bank of New York Mellon SA/NV and Euroclear Bank S.A./N.V.

Income Statement (NOKm)	2019	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e
Sales	408	518	532	515	423	452	508	566	587	613
COGS	0	0	0	0	0	0	0	0	0	0
Gross profit	408	518	532	515	423	452	508	566	587	613
Other operating items	-267	-322	-365	-378	-333	-352	-389	-402	-400	-421
EBITDA	**141**	**197**	**167**	**136**	**90**	**100**	**119**	**164**	**188**	**192**
Depreciation and amortisation	-43	-50	-51	-56	-49	-39	-44	-43	-43	-44
of which leasing depreciation	-42	-44	-43	-49	-43	-34	-34	-33	-33	-33
EBITA	**84**	**133**	**112**	**77**	**-235**	**53**	**71**	**96**	**114**	**119**
EO Items	-7	-10	-18	-32	-285	-7	-18	-12	-10	-10
Impairment and PPA amortisation	0	0	0	0	0	0	0	0	0	0
EBIT	**84**	**133**	**112**	**77**	**-235**	**53**	**71**	**96**	**114**	**119**
Net financial items	-48	-52	-36	-30	-39	-35	-34	-42	-40	-40
Pretax profit	**36**	**81**	**75**	**48**	**-275**	**18**	**37**	**54**	**75**	**80**
Tax	-9	-18	-16	-10	-2	-4	-9	-10	-16	-17
Net profit	**27**	**63**	**59**	**37**	**-276**	**14**	**29**	**44**	**58**	**62**
Minority interest	0	0	0	0	0	0	0	0	0	0
Net profit discontinued	-	-	0	0	0	0	0	0	0	0
Net profit to shareholders	**27**	**63**	**59**	**37**	**-276**	**14**	**29**	**44**	**58**	**62**
EPS	-	-	1.63	1.03	-5.00	0.24	0.50	0.76	1.01	1.07
EPS adj.	-	2.97	2.32	1.80	-0.98	0.34	0.73	1.00	1.14	1.21
Total extraordinary items after tax	-7	-10	-14	-25	-287	-5	-14	-9	-8	-8
Leasing payments	-42	-44	-43	-49	-43	-34	-34	-33	-33	-33
Tax rate (%)	*24.4*	*22.4*	*21.5*	*21.8*	*-0.7*	*23.3*	*23.2*	*19.2*	*22.0*	*22.0*
Gross margin (%)	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*
EBITDA margin (%)	*34.6*	*37.9*	*31.4*	*26.5*	*21.2*	*22.2*	*23.5*	*29.0*	*31.9*	*31.4*
EBITA margin (%)	*20.5*	*25.6*	*21.0*	*15.0*	*-55.7*	*11.7*	*14.0*	*16.9*	*19.5*	*19.4*
EBIT margin (%)	*20.5*	*25.6*	*21.0*	*15.0*	*-55.7*	*11.7*	*14.0*	*16.9*	*19.5*	*19.4*
Pre-tax margin (%)	*8.7*	*15.6*	*14.1*	*9.2*	*-64.9*	*4.1*	*7.3*	*9.6*	*12.7*	*13.0*
Net margin (%)	*6.6*	*12.1*	*11.1*	*7.2*	*-65.4*	*3.1*	*5.6*	*7.7*	*9.9*	*10.1*
Growth Rates y-o-y	-	-	-	-	-	-	-	-	-	-
Sales growth (%)	*-6.2*	*27.1*	*2.6*	*-3.3*	*-17.9*	*6.9*	*12.3*	*11.4*	*3.8*	*4.4*
EBITDA growth (%)	*-13.4*	*39.4*	*-15.0*	*-18.3*	*-34.3*	*11.8*	*18.9*	*37.7*	*14.4*	*2.5*
EBITA growth (%)	*-27.5*	*58.6*	*-15.9*	*-30.9*	*-405.3*	*-122.5*	*34.4*	*34.4*	*19.5*	*4.1*
EBIT growth (%)	*-27.5*	*58.6*	*-15.9*	*-30.9*	*-405.3*	*-122.5*	*34.4*	*34.4*	*19.5*	*4.1*
Net profit growth (%)	*-76.7*	*133.5*	*-6.1*	*-37.0*	*-843.1*	*-105.1*	*104.1*	*52.4*	*33.7*	*6.3*
EPS growth (%)	*--*	*--*	*--*	*-37.0*	*nm*	*nm*	*nm*	*52.4*	*33.7*	*6.3*
Profitability	-	-	-	-	-	-	-	-	-	-
ROE (%)	*20.8*	*22.6*	*14.0*	*6.8*	*-55.4*	*3.0*	*5.7*	*8.0*	*9.7*	*9.3*
ROE adj. (%)	*26.5*	*26.1*	*17.4*	*11.4*	*2.1*	*4.1*	*8.4*	*9.7*	*11.0*	*10.5*
ROCE (%)	*14.2*	*11.8*	*10.1*	*6.9*	*-22.8*	*5.4*	*7.2*	*9.1*	*9.9*	*9.8*
ROCE adj. (%)	*15.5*	*12.6*	*11.7*	*9.7*	*4.8*	*6.2*	*9.0*	*10.2*	*10.7*	*10.6*
ROIC (%)	*11.1*	*9.3*	*8.3*	*5.6*	*-24.1*	*4.5*	*6.0*	*7.9*	*8.5*	*9.0*
ROIC adj. (%)	*12.1*	*10.0*	*9.6*	*8.0*	*5.1*	*5.2*	*7.5*	*8.8*	*9.2*	*9.7*
Adj. earnings numbers	-	-	-	-	-	-	-	-	-	-
EBITDA adj.	148	206	185	168	374	107	137	176	198	202
EBITDA adj. margin (%)	*36.4*	*39.8*	*34.8*	*32.7*	*88.5*	*23.7*	*26.9*	*31.0*	*33.7*	*33.0*
EBITDA lease adj.	92	148	137	115	55	65	99	143	165	169
EBITDA lease adj. margin (%)	*22.6*	*28.5*	*25.8*	*22.4*	*13.0*	*14.3*	*19.5*	*25.3*	*28.0*	*27.6*
EBITA adj.	91	142	130	109	49	60	89	107	124	129
EBITA adj. margin (%)	*22.3*	*27.5*	*24.4*	*21.2*	*11.7*	*13.3*	*17.5*	*19.0*	*21.2*	*21.1*
EBIT adj.	91	142	130	109	49	60	89	107	124	129
EBIT adj. margin (%)	*22.3*	*27.5*	*24.4*	*21.2*	*11.7*	*13.3*	*17.5*	*19.0*	*21.2*	*21.1*
Pretax profit Adj.	43	91	93	80	10	25	55	66	85	90
Net profit Adj.	34	73	73	62	10	19	42	53	66	70
Net profit to shareholders adj.	34	73	73	62	10	19	42	53	66	70
Net adj. margin (%)	*8.4*	*14.0*	*13.7*	*12.1*	*2.4*	*4.3*	*8.3*	*9.4*	*11.3*	*11.4*

Source: ABG Sundal Collier, Company Data

Cash Flow (NOKm)	2019	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e
EBITDA	141	197	167	136	90	100	119	164	188	192
Net financial items	-48	-52	-36	-30	-39	-35	-34	-42	-40	-40
Paid tax	-	-	-16	-10	-2	-4	-9	-10	-16	-17
Non-cash items	-25	17	6	5	267	14	6	-18	10	10
Cash flow before change in WC	68	162	121	101	315	75	83	94	142	145
Change in working capital	43	-3	-9	-24	-282	10	-21	4	-10	-10

Cash Flow (NOKm)	2019	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e
Operating cash flow	**111**	**159**	**112**	**77**	**33**	**85**	**62**	**98**	**132**	**135**
Capex tangible fixed assets	-210	-45	-48	-18	-10	-34	-21	-75	-12	-12
Capex intangible fixed assets	0	0	0	0	0	0	0	0	0	0
Acquisitions and Disposals	0	0	0	0	0	0	0	0	0	0
Free cash flow	**-99**	**114**	**64**	**59**	**23**	**51**	**41**	**22**	**120**	**123**
Dividend paid	0	0	0	-36	0	0	0	0	0	0
Share issues and buybacks	44	-1	188	0	200	28	0	0	0	0
Leasing liability amortisation	-33	-35	-36	-43	-33	-22	-21	-20	-20	-21
Other non-cash items	-804	48	32	2	-83	-46	16	-72	-12	-12

Balance Sheet (NOKm)	2019	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e
Goodwill	1,001	968	978	993	725	735	736	875	875	875
Other intangible assets	0	0	0	0	0	0	0	0	0	0
Tangible fixed assets	12	14	12	10	8	14	17	60	31	3
Right-of-use asset	195	150	136	124	185	216	189	180	180	180
Total other fixed assets	1	1	1	2	2	27	30	22	22	22
Fixed assets	1,209	1,134	1,127	1,129	919	992	972	1,138	1,109	1,081
Inventories	0	0	0	0	0	0	0	0	0	0
Receivables	77	76	63	42	31	23	36	41	52	60
Other current assets	43	16	21	0	0	0	2	2	2	2
Cash and liquid assets	35	18	64	29	68	69	39	94	181	271
Total assets	**1,364**	**1,243**	**1,274**	**1,199**	**1,018**	**1,084**	**1,048**	**1,274**	**1,344**	**1,415**
Shareholders equity	259	298	544	547	450	492	520	575	633	695
Minority	0	0	0	0	0	0	0	0	0	0
Total equity	**259**	**298**	**544**	**547**	**450**	**492**	**520**	**575**	**633**	**695**
Long-term debt	641	542	437	429	257	244	0	294	294	294
Pension debt	0	0	0	0	0	0	0	0	0	0
Convertible debt	0	0	0	0	0	0	0	0	0	0
Leasing liability	198	158	146	138	200	254	232	222	222	222
Total other long-term liabilities	11	2	0	0	0	0	0	10	10	10
Short-term debt	78	84	0	0	41	15	219	41	41	41
Accounts payable	35	39	36	36	25	32	25	27	28	27
Other current liabilities	142	122	112	49	44	47	52	58	58	58
Total liabilities and equity	**1,364**	**1,243**	**1,275**	**1,199**	**1,018**	**1,084**	**1,048**	**1,228**	**1,287**	**1,347**
Net IB debt	881	764	518	536	429	417	382	442	355	264
Net IB debt excl. pension debt	881	764	518	536	429	417	382	442	355	264
Net IB debt excl. leasing	683	606	373	398	229	163	150	220	133	42
Capital employed	1,176	1,081	1,127	1,114	949	1,005	971	1,132	1,191	1,253
Capital invested	1,140	1,062	1,062	1,084	880	909	902	1,063	1,045	1,027
Working capital	-57	-68	-64	-44	-38	-56	-39	-43	-33	-23
EV breakdown	-	-	-	-	-	-	-	-	-	-
Market cap. diluted (m)	0	0	673	673	1,027	1,079	1,076	1,076	1,076	1,076
Net IB debt adj.	881	764	518	538	431	444	412	464	377	286
Market value of minority	0	0	0	0	0	0	0	0	0	0
Reversal of shares and participations	0	0	0	0	0	0	0	0	0	0
Reversal of conv. debt assumed equity	-	-	-	-	-	-	-	-	-	-
EV	**881**	**764**	**1,192**	**1,211**	**1,458**	**1,524**	**1,488**	**1,540**	**1,453**	**1,362**
Total assets turnover (%)	59.8	39.8	42.3	41.6	38.1	43.0	47.6	48.7	44.9	44.5
Working capital/sales (%)	-7.0	-12.1	-12.4	-10.5	-9.6	-10.4	-9.4	-7.3	-6.4	-4.5
Financial risk and debt service	-	-	-	-	-	-	-	-	-	-
Net debt/equity (%)	340.8	256.7	95.3	98.0	95.3	84.9	73.4	76.9	56.0	38.0
Net debt / market cap (%)	--	--	77.0	79.7	41.8	38.7	35.5	41.1	33.0	24.5
Equity ratio (%)	19.0	23.9	42.7	45.6	44.2	45.4	49.6	45.1	47.1	49.1
Net IB debt adj. / equity (%)	340.8	256.7	95.3	98.3	95.7	90.4	79.1	80.7	59.5	41.2
Current ratio	0.61	0.45	1.00	0.83	0.90	0.97	0.26	1.07	1.84	2.65
EBITDA/net interest	2.9	3.8	4.6	4.6	2.3	2.9	3.5	3.9	4.7	4.9
Net IB debt/EBITDA (x)	6.2	3.9	3.1	3.9	4.8	4.2	3.2	2.7	1.9	1.4
Net IB debt/EBITDA lease adj. (x)	7.4	4.1	2.7	3.5	4.2	2.9	1.8	1.7	0.9	0.4
Interest coverage	1.7	2.6	3.1	2.6	6.0	1.5	2.1	2.3	2.9	3.0

Source: ABG Sundal Collier, Company Data

Share Data (NOKm)	2019	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e
Actual shares outstanding	-	-	36	36	55	58	58	58	58	58
Actual shares outstanding (avg)	-	-	36	36	55	58	58	58	58	58

Share Data (NOKm)	2019	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e
All additional shares	-	-	-	0	19	3	-0	0	0	0
Issue month	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Assumed dil. of shares from conv.	0	0	0	0	0	0	0	0	0	0
As. dil. of shares from conv. (avg)	0	0	0	0	0	0	0	0	0	0
Conv. debt not assumed as equity	0	0	0	0	0	0	0	0	0	0
No. of warrants	0	0	0	0	0	0	0	0	0	0
Market value per warrant	0	0	0	0	0	0	0	0	0	0
Dilution from warrants	0	0	0	0	0	0	0	0	0	0
Issue factor	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Actual dividend per share	-	-	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reported earnings per share	-	-	-	-	-	-	-	-	-	-

Source: ABG Sundal Collier, Company Data

Valuation and Ratios (NOKm)	2019	2020	2021	2022	2023	2024	2025	2026e	2027e	2028e
Shares outstanding adj.	-	-	36	36	55	58	58	58	58	58
Diluted shares adj.	0	0	36	36	55	58	58	58	58	58
EPS	-	-	1.63	1.03	-5.00	0.24	0.50	0.76	1.01	1.07
Dividend per share	-	-	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EPS adj.	-	2.97	2.32	1.80	-0.98	0.34	0.73	1.00	1.14	1.21
BVPS	-	-	15.03	15.12	8.15	8.47	9.00	9.94	10.95	12.02
BVPS adj.	-	-	-11.99	-12.31	-4.97	-4.19	-3.72	-5.20	-4.19	-3.12
Net IB debt/share	-	-	14.32	14.86	7.80	7.66	7.12	8.02	6.51	4.95
Share price	18.60	18.60	18.60	18.60	18.60	18.60	18.60	18.60	18.60	18.60
Market cap. (m)	0	0	673	673	1,027	1,079	1,076	1,076	1,076	1,076
Valuation	-	-	-	-	-	-	-	-	-	-
P/E (x)	--	--	11.4	18.1	nm	76.9	37.5	24.6	18.4	17.3
EV/sales (x)	2.2	1.5	2.2	2.4	3.5	3.4	2.9	2.7	2.5	2.2
EV/EBITDA (x)	6.2	3.9	7.1	8.9	16.3	15.2	12.5	9.4	7.7	7.1
EV/EBITA (x)	10.5	5.8	10.7	15.7	-6.2	28.7	20.9	16.1	12.7	11.4
EV/EBIT (x)	10.5	5.8	10.7	15.7	-6.2	28.7	20.9	16.1	12.7	11.4
Dividend yield (%)	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FCF yield (%)	0.0	0.0	9.5	8.7	2.3	4.8	3.8	2.1	11.1	11.5
Le. adj. FCF yld. (%)	0.0	0.0	4.1	2.4	-1.0	2.8	1.8	0.2	9.3	9.5
P/BVPS (x)	--	--	1.24	1.23	2.28	2.20	2.07	1.87	1.70	1.55
P/BVPS adj. (x)	18.60	18.60	-1.55	-1.51	-3.74	-4.44	-5.00	-3.58	-4.44	-5.97
P/E adj. (x)	--	6.3	8.0	10.3	nm	55.1	25.3	18.6	16.3	15.4
EV/EBITDA adj. (x)	5.9	3.7	6.4	7.2	3.9	14.2	10.9	8.8	7.4	6.7
EV/EBITA adj. (x)	9.7	5.4	9.2	11.1	29.6	25.3	16.7	14.3	11.7	10.5
EV/EBIT adj. (x)	9.7	5.4	9.2	11.1	29.6	25.3	16.7	14.3	11.7	10.5
EV/CE (x)	0.7	0.7	1.1	1.1	1.5	1.5	1.5	1.4	1.2	1.1
Investment ratios	-	-	-	-	-	-	-	-	-	-
Capex/sales (%)	51.6	8.7	9.1	3.5	2.4	7.5	4.2	13.3	2.0	1.9
Capex/depreciation	159.2	8.2	6.2	2.9	1.8	7.5	2.1	7.5	1.2	1.2
Capex tangibles / tangible fixed assets	1,722.2	327.5	402.5	172.0	130.4	235.0	126.2	126.0	37.9	356.4
Capex intangibles / definite intangibles	--	--	--	--	--	--	--	--	--	--
Depreciation on intang / def. intang	--	--	--	--	--	--	--	--	--	--
Depreciation on tangibles / tangibles	10.8	39.9	64.8	59.2	72.6	31.2	26.8	7.7	15.1	144.7

Source: ABG Sundal Collier, Company Data

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