
PRESENTATION OF THE SECOND QUARTER OF 2017

21 JULY 2017

AGENDA

- A** Operating Companies' Performance
- B** Investment Management Activities
- C** Kinnevik's Financial Position
- D** Summary Considerations

TODAY'S PRESENTERS

Joakim Andersson

Acting CEO, Chief Financial Officer

Chris Bischoff

Senior Investment Director

Torun Litzén

Director Corporate Communication

Q2 2017 HIGHLIGHTS: HIGH INVESTMENT MANAGEMENT ACTIVITY AND NEW KINNEVIK CEO APPOINTED

OPERATING COMPANIES' PERFORMANCE

- **E-Commerce:** New customer offerings and scale benefits supported continued growth and profitability improvements
- **Communication:** Continued mobile data adoption drove revenue and customer growth
- **Entertainment:** The shift in consumer video consumption towards on demand and online entertainment products continued and drove growth
- **Financial Services:** Product development and new partnerships supported strong customer growth
- **Healthcare:** Strong user growth driven by strategic partnerships, and further investments made to improve the customer proposition

INVESTMENT MANAGEMENT ACTIVITIES

- **Total investments of SEK 3.9bn** in the second quarter, whereof SEK 3.7bn for a 18.5% stake in Com Hem
- **Total divestments of SEK 3.1bn**, whereof:
 - SEK 2.1bn (EUR 217m) from the sale of Kinnevik's remaining shareholding in Rocket Internet
 - SEK 1.0bn (USD 115m) from the sale of Kinnevik's remaining shareholding in Lazada
- On 21 July, Kinnevik announced an investment of USD 65m in Betterment, increasing the ownership to 16%

FINANCIAL POSITION

- **Net Asset Value of SEK 81.9bn** (SEK 298 per share), up SEK 2.4bn or 3% during the quarter led by a SEK 1.9bn increase from Zalando and a SEK 1.2bn increase from Tele2 including dividend received. Adding back dividend paid of SEK 2.2bn, the value increase was 6% during the quarter
- **Net debt position of SEK 0.8bn** at the end of the quarter
- **Bond issue of SEK 1.45bn** in new bonds and SEK 400m tap issue of the 2022 bonds

ORGANISATION

- Appointment of Georgi Ganev as Chief Executive Officer with effect from 1 January 2018

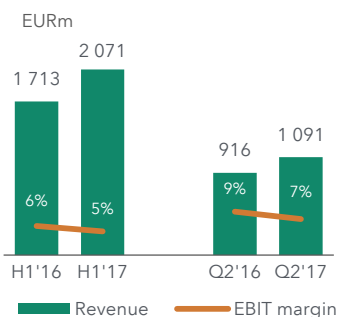
SECTION A

OPERATING COMPANIES' PERFORMANCE

SOLID QUARTER FOR OUR LARGE PUBLIC COMPANIES WITH CONTINUED FOCUS ON PROFITABLE GROWTH



CONTINUED INVESTMENTS IN GROWTH

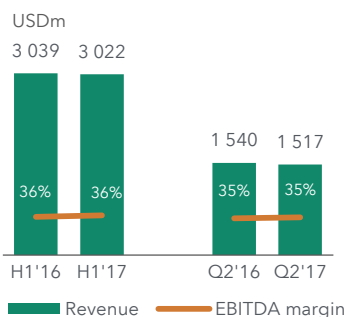


- Revenues of EUR 1,091-1,109m corresponding to 19-21% growth, according to preliminary figures released on 18 July
- Adjusted EBIT of EUR 80-86m, corresponding to a margin of 7.3-7.8%
- Announced the launch of Zalando Zet, a new membership program that offers customised premium services
- Detailed financial results for the second quarter of 2017 will be published on 10 August 2017

Note: EBIT adjusted for share-based compensation. Second quarter 2017 numbers are preliminary, figures represent bottom of preliminary range.



STRONG NET SUBSCRIBER ADDITIONS

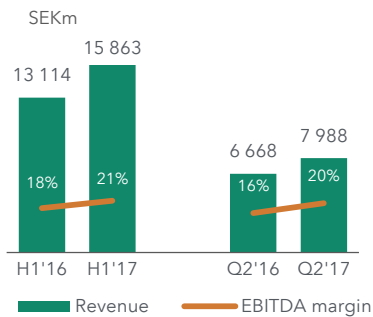


- Revenues of USD 1,517m, organic service revenue declined 1.3%, weighed down by challenging market conditions in Africa
- Latin America had its strongest quarter ever for net additions of 4G mobile and HFC customers. The high-speed data network expansion continued, and the long-term ambition was raised from 12 to 15 million
- EBITDA margin of 35%, with a year-on-year EBITDA decline of 1.3% organically

Note: Figures are based on full consolidation of Guatemala (55% ownership) and Honduras (66.7% ownership) and excludes discontinued operations.



EXECUTION OF STRATEGY RESULTED IN ACCELERATED GROWTH

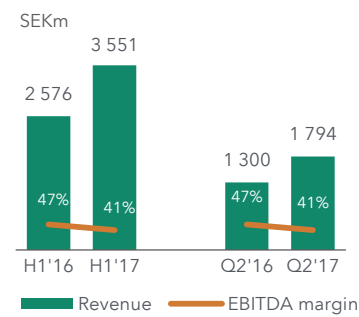


- Revenues of SEK 7,988m, corresponding to 20% growth (3% on a like-for-like basis). Mobile end-user service grew by 12% on a like-for-like basis
- EBITDA margin of 20%, with a like-for-like EBITDA growth of 39% year-on-year
- Raised full-year EBITDA guidance to SEK 6.2-6.5bn (SEK 5.9-6.2bn), reflecting strong progress in Kazakhstan and improved economics in the Netherlands, among others

Note: Figures refer to continuing operations and excludes one-off items. TDC Sweden is included from 31 October 2016.



GROWTH INITIATIVES BUILD MOMENTUM

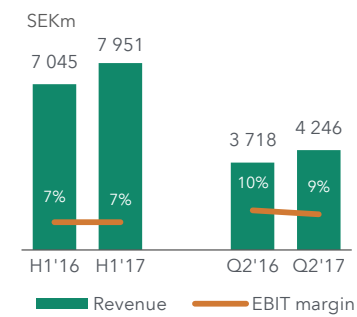


- Revenues of SEK 1,794m, corresponding to revenue growth of 38% and organic revenue growth of 5% (excluding Boxer)
- Underlying EBITDA margin of 41%, with an organic underlying EBITDA margin of 48%
- Following price adjustments in the first quarter, the Com Hem Segment recorded an all-time high consumer ARPU of SEK 376 while consumer churn dropped to record low 12%

Note: EBITDA stated before disposals excluding items affecting comparability and operating currency gains/losses. Boxer is included from 30 September 2016.



SALES AND PROFITS INCREASED AS TRANSFORMATION CONTINUES



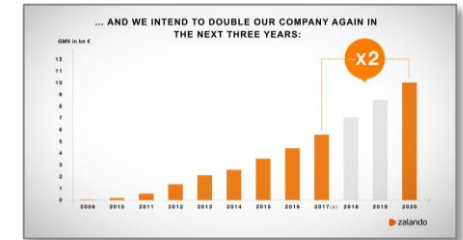
- Revenues of SEK 4,246m, corresponding to 5% organic revenue growth driven by Nordic Entertainment
- EBIT margin of 9% reflecting increased profitability in the Nordic business with a positive contribution from InnoGames
- The strategic transformation continued; divestment of the Czech operations completed, increased shareholding in InnoGames, and acquisition of games publisher/developer Kongregate

Note: Excludes discontinued operations. EBIT is excluding non-recurring items.

ZALANDO CAPITAL MARKETS DAY - KEY TAKE-AWAYS

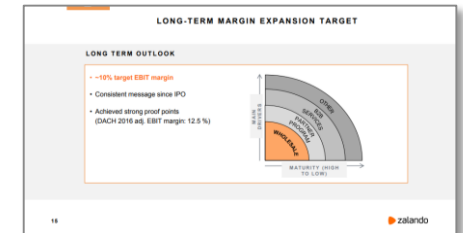
BUSINESS TO DOUBLE BY 2020

- Continued focus on growth, with intention to double GMV from EUR 5bn to EUR 10bn by 2020
- Growth to be driven by improvements of the consumer and brand proposition, as well as investments in new business opportunities



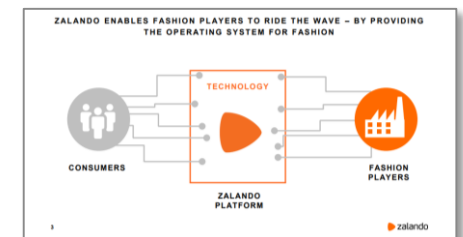
LONG-TERM EBIT MARGIN ~10%

- Long-term EBIT margin of 10% to be achieved through wholesale business alone. The partner program and B2B services provides option for higher target margin
- Targeting “solid profitability” in the mid-term, as main priority will be continued rapid expansion and growth outpacing the online fashion market



BUILDING THE OPERATING SYSTEM FOR THE DIGITAL FASHION INDUSTRY

- BUILD THE LEADING CONSUMER DESTINATION**
Improve customer satisfaction by providing a high-quality product assortment, a personalised and inspiring digital experience, convenient payment, logistics and customer care, and building loyalty to the Zalando brand
- BECOME THE DIGITAL STRATEGY FOR BRANDS**
Build the infrastructure to empower brands through three ways of engagement; traditional wholesale, partner programs and B2B services such as inventory integration, fulfilment and targeted advertising
- STRIVE FOR THE NEXT BIG THINGS**
Capitalise on the digitalisation of the fashion industry and meet rising customer expectations by leveraging new technology such as artificial intelligence, Internet of Things, and augmented and virtual reality



OUR PRIVATE COMPANIES CONTINUE TO INVEST TO FUEL GROWTH



- 9.6 million active customers at the end of Q1 2017 (13% growth¹)
- Q1 2017 revenues of EUR 265m (18% growth¹), NMV of EUR 272m (17% growth¹) and adjusted EBITDA² of EUR -33m, corresponding to a -13% margin, an improvement of 11 percentage points compared to Q1 2016
- The margin improvement was driven by path-to-profit initiatives including further operational efficiency gains



- 11.7 million responses in June 2017 (45% growth on a per-listing basis)
- Continued to make selective acquisitions to complement its organic growth, including transactions to consolidate the blue-collar jobs market and deepen the full-stack services offering



- 270,000 customers at the end of Q2 2017 (60% growth)
- Assets under management of USD 9.6bn at the end of Q2 2017 (95% growth)
- Betterment for Business, the company's 401(k) solution, launched its Participant Choice prototype to allow greater portfolio flexibility desired by plan sponsors



- 5.9 million active customers in 15 countries at the end of Q2 2017 (23% growth excluding discontinued products)
- In April, BIMA announced a USD 16.8m investment from Axiata Digital, the digital services arm of Axiata Group. The investment is expected to enable accelerated growth in existing as well as new markets



- Over 900,000 registrations at the end of Q2 2017 and Babylon's users continue to award the service sector-leading satisfaction rates
- Launched the world's first publicly covered digital primary care service in partnership with the NHS, branded "GP at hand"
- The company made further progress partnering with a leading pharma company on chronic care and added several large corporates to its B2B product offering



- Over 40,000 members at the end of Q2 2017, Livongo's best quarter ever in terms of client and member growth
- Partnered with Glytec to deliver an expanded diabetes management solution that includes insulin titration and hence allows for medication optimisation
- Launched a direct to consumer product in partnership with the American Diabetes Association

¹ Pro forma growth; includes Kanui and Tricac and excludes Mexico, Thailand, Vietnam and Jabong. Revenue and NMV growth at constant currencies

² Excluding share based compensation

Note: All growth rates are year-on-year

Source: Company information

GLOBAL FASHION GROUP ACHIEVED SOLID SALES GROWTH AND IMPROVED PROFITABILITY

lamoda

CONTINUED MARKETPLACE ROLL OUT

(EURm)	Q1 2016	Q1 2017
NMV Growth	52	90 32%
Net revenue Growth	52	92 37%
Gross profit Margin (% of Net revenue)	18 36%	30 33%

- Growth was driven by the continued roll out of the marketplace model, further focus on broadening its reach to under-represented segments, and continued roll out of key new international and local brands

dafiti

IMPROVED GROSS PROFIT MARGIN

(EURm)	Q1 2016	Q1 2017
NMV Growth	60	79 5%
Net revenue Growth	57	72 2%
Gross profit Margin (% of Net revenue)	22 39%	30 42%

- Growth was supported by consolidation of the marketplace business in Brazil
- The improvement in gross margin of 3.4 percentage points was driven by continuous pricing strategy and product assortment improvements

NAMSHI

NEW STRATEGIC PARTNERSHIP

(EURm)	Q1 2016	Q1 2017
NMV Growth	31	35 9%
Net revenue Growth	33	37 9%
Gross profit Margin (% of Net revenue)	17 52%	18 50%

- Namshi maintained a strong gross margin during the quarter, despite a continued challenging retail environment
- Announced a strategic partnership with Emaar Malls whereby Emaar Malls acquired 51% of Namshi. The partnership will accelerate Namshi's development and further its position as the leading fashion e-commerce destination in the Middle East

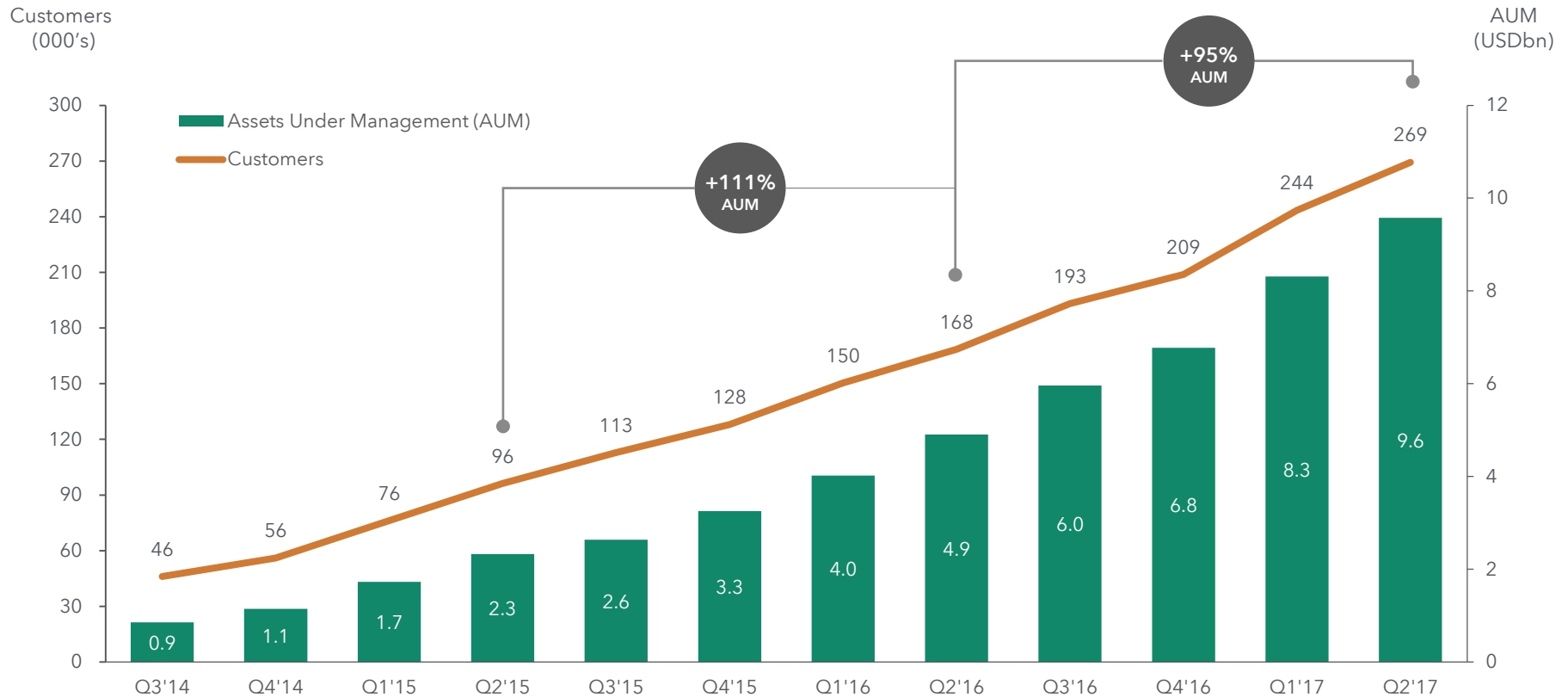
ZALORA THE ICONIC

FURTHER SCALING

(EURm)	Q1 2016	Q1 2017
NMV Growth	58	69 20%
Net revenue Growth	54	65 21%
Gross profit Margin (% of Net revenue)	21 38%	26 41%

- Zalora celebrated its 5-year anniversary with a coordinated campaign across the region
- The Iconic successfully relocated its Australian fulfilment centre to larger premises which will allow for further scale and implementation of automated processes

BETTERMENT CONTINUES TO SCALE ITS CUSTOMER BASE AND NOW HAS ALMOST USD 10BN IN AUM



- With over 100,000 customers added in the past year, Betterment now serves around 270,000 customers across the US, a yearly increase of 60%
- Assets under management amounted to USD 9.6bn at the end of the second quarter 2017, an increase of 95% compared to the same time last year

KINNEVIK INVESTS A FURTHER USD 65M IN BETTERMENT TO BECOME THE LARGEST SHAREHOLDER

Betterment



BUSINESS OVERVIEW

- Betterment is the largest independent automated investing service (digital asset manager) in the United States in terms of Assets under Management
- The company operates a vertically integrated platform that provides fully automated, personalized advice and access to a low cost, globally diversified investment portfolio, which helps its customers maximize their returns
- Betterment also provides access to licensed financial advisors via phone, advanced tax-efficiency tools and a range of other new features that help them to achieve better returns at low and transparent fees



FINANCIAL & OPERATIONAL DEVELOPMENTS

- Since Kinnevik's initial investment in Q1 2016, Betterment has grown from managing c. USD 4bn to over USD 9.6bn in Q2 2017, serving around 270,000 customers
- The company has launched further features to help customers maximise their money and expanded its services beyond a digital only offering to include human advice to appeal to a broader range of customers
- Betterment has developed its 401k and RIA product offering and signed new partnerships to position these businesses to scale



INVESTMENT RATIONALE

- Large and growing digital asset management sector addressing an underserved customer base
- Betterment created the category and is the market leader in providing performance, peace of mind and convenience
- The economics remain attractive due to the efficient acquisition, servicing and retention of customers
- Kinnevik will lead the round in line with its ambition to increase ownership in its most promising companies



TRANSACTION

- USD 70m financing round was led by Kinnevik with existing investors Bessemer Venture Partners, Francisco Partners and Menlo Ventures also participating
- Kinnevik is investing USD 65m to become the largest shareholder, owning 16.3% of the share capital of Betterment, valuing the company at USD 800m post-money
- The additional capital will be used to further accelerate growth and product development

SECTION B

INVESTMENT MANAGEMENT ACTIVITIES

CONTINUED HIGH INVESTMENT MANAGEMENT ACTIVITY

INVESTMENTS

COM HEM



- SEK 3.7bn investment for an 18.5% ownership stake
- 33.9 million shares acquired at SEK 110 per share

♥ babyLON

- GBP 17m investment in Babylon as part of a GBP 47m funding round. GBP 6.2m (SEK 70m) was invested in April and GBP 10.8m in prior quarters by way of shareholder loans now converted into equity
- Kinnevik's ownership increased from 13% to approximately 20% post the funding round

Betterment¹

- USD 65m investment in Betterment as part of a USD 70m funding round in July
- Kinnevik's ownership increases from 9% to 16% post the funding round

DIVESTMENTS

ROCKETINTERNET

- EUR 217m (SEK 2.1bn) in gross proceeds from sale to institutional investors through an accelerated bookbuilding process
- 10.9 million shares sold at EUR 20 per share, representing Kinnevik's entire remaining 6.6% shareholding in Rocket Internet
- Kinnevik's total investments and subsequent dividends and divestments resulted in an IRR of over 90% and 6x return on invested capital

LAZADA

- USD 115m (SEK 1.0bn) in gross proceeds from sale of Kinnevik's remaining 3.6% stake in Lazada to Alibaba
- Second step in a two-step process initiated in April 2016 when Kinnevik sold slightly less than half of its stake in Lazada to Alibaba for USD 57m
- Kinnevik's total investment of SEK 503m resulted in a gain of SEK 947m, an IRR of 33% and a 2.9x return on invested capital

¹ The investment in Betterment was agreed and is expected to close in the third quarter of 2017

ACQUISITION OF 18.5% IN COM HEM

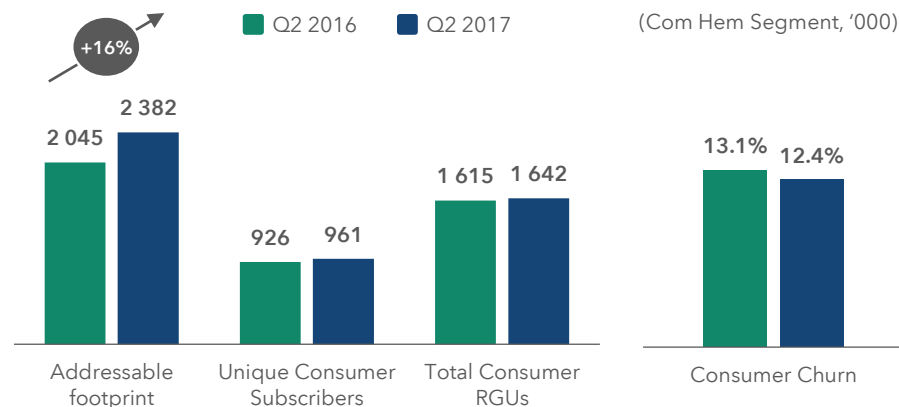
STRATEGIC RATIONALE

- Attractive position in the Swedish broadband and TV market, with more than two million connected households
- Solid growth, strong equity free cash flow and high yield
- Strong management team, well known to Kinnevik
- Enables Kinnevik to take a leading position in an asset complementing our existing mobile and media companies
- Kinnevik now holds three great companies within the Nordic media and communication landscape

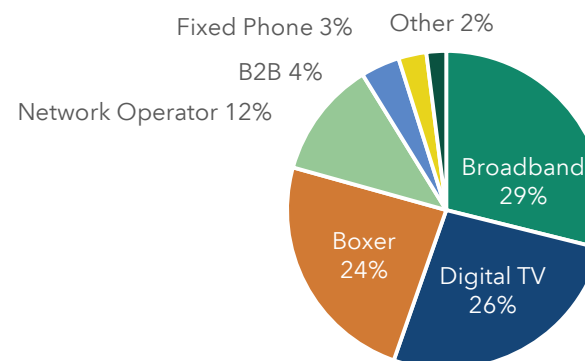
KEY TRANSACTION TERMS & FINANCIAL IMPACT

- c. 34m shares, corresponding to a 18.5% stake at the time of investment, purchased at SEK 110 per share, equivalent to SEK 3.7bn in total
- Financed with cash at hand and by drawing on existing financing facilities and capital market programs

LARGE AND GROWING SWEDISH CONSUMER FOOTPRINT

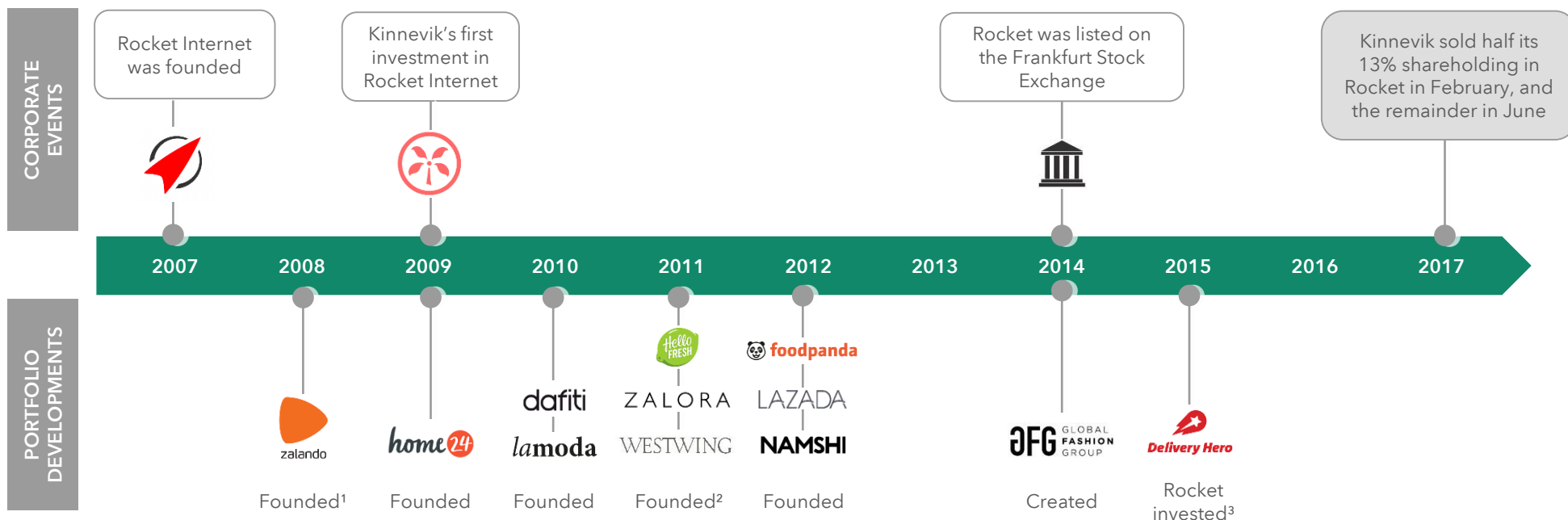


Q2 2017 REVENUE SPLIT



SALE OF KINNEVIK'S SHAREHOLDING IN ROCKET INTERNET

Kinnevik/Rocket Internet partnership key events



Kinnevik's sale of its shareholding in Rocket Internet

- On 22 February 2017, Kinnevik announced the sale of half its prior shareholding in Rocket Internet for EUR 209m to institutional investors through an accelerated bookbuilding process. The placement price was EUR 19.25 per share
- On 8 June 2017, Kinnevik announced the sale its entire remaining shareholding for EUR 217m. The placement price was EUR 20.00 per share
- Kinnevik first invested in Rocket Internet in 2009 and invested a total of EUR 155m into Rocket during 2009-2013
- All Kinnevik's investments and subsequent dividends and divestments correspond to an IRR of more than 90%, and six times Kinnevik's invested capital

¹ Rocket Internet transferred all its shares in Zalando to its own shareholders, including Kinnevik, in 2013

² Kinnevik sold its shares in HelloFresh in 2014, partly for shares in GFG

³ Kinnevik did not invest directly into Delivery Hero. Kinnevik sold its shares in foodpanda in 2015, and foodpanda was acquired by Delivery Hero in 2016

SALE OF KINNEVIK'S REMAINING STAKE IN LAZADA TO ALIBABA

HISTORY OF LAZADA

2012 - Lazada founded

- Kinnevik co-founded Lazada in partnership with Rocket Internet and management as part of an overall e-commerce strategy
- Lazada launched in Indonesia, Malaysia, Philippines, Thailand and Vietnam

2013 - Transition to marketplace and Tesco new partner

- Transitioned into a marketplace model to expand assortment and de-risk business
- Tesco entered as a new partner in November
- Launched in Singapore

2014 - Temasek new partner and substantial growth

- Temasek entered as a new partner in November
- Grew GMV by more than 300% and number of transactions by more than 430%

2015 - Scaling across six Southeast Asian markets

- Lazada achieved > USD 1bn GMV

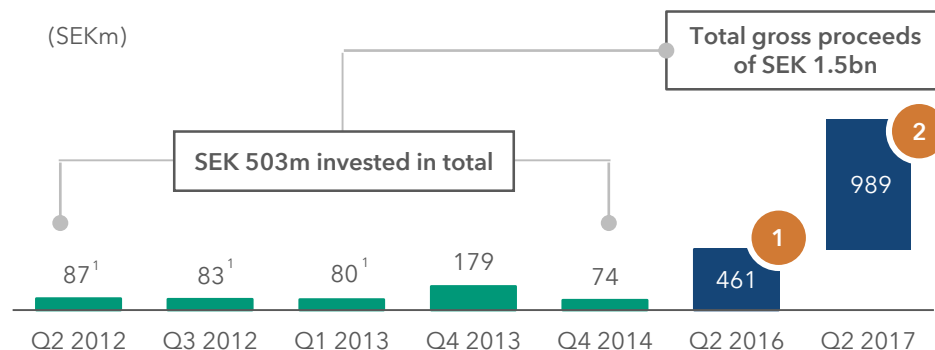
2016 - Alibaba new partner

- Alibaba acquired control in Lazada with an option to acquire all of Kinnevik's remaining shares

2017 - Alibaba acquired all remaining shares

- Alibaba exercised the put-call arrangement and acquired all Kinnevik's remaining shares in Lazada

ATTRACTIVE RETURN THROUGH TWO STEP EXIT



The Alibaba transaction was structured as a two-step process, allowing Kinnevik to maintain exposure to additional value creation

1

In April 2016, Kinnevik sold slightly less than half of its shares in Lazada to Alibaba for **USD 57m** equating to a post-money equity valuation of **USD 2.0bn**.

A put-call arrangement was agreed, giving Alibaba the right to purchase, and Kinnevik the right to sell, the remaining stake at fair market value within 12 to 18 months post closing of the transaction.

2

In June 2017, Kinnevik sold its remaining 3.6% stake in Lazada for **USD 115m** equating to an implied valuation of **USD 3.15bn** for Lazada.

In total, Kinnevik's investment of SEK 503m in Lazada resulted in a gross gain of SEK 947m, a 2.9x return on invested capital and an IRR of 33%.

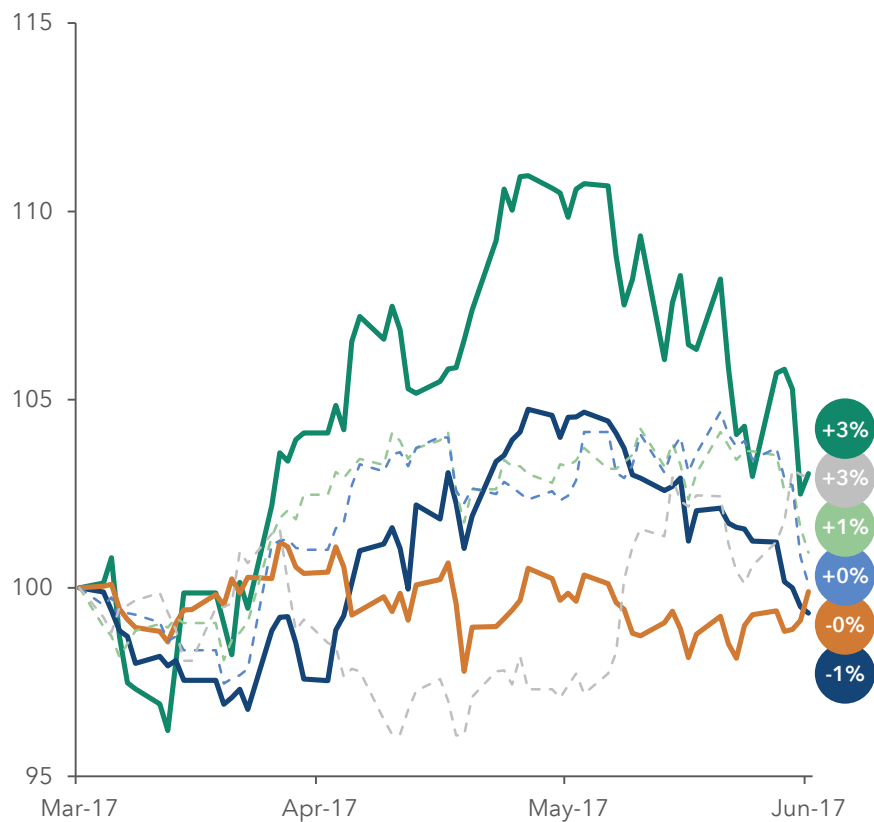
¹ Invested through the holding company BigCommerce

SECTION C

KINNEVIK'S FINANCIAL POSITION

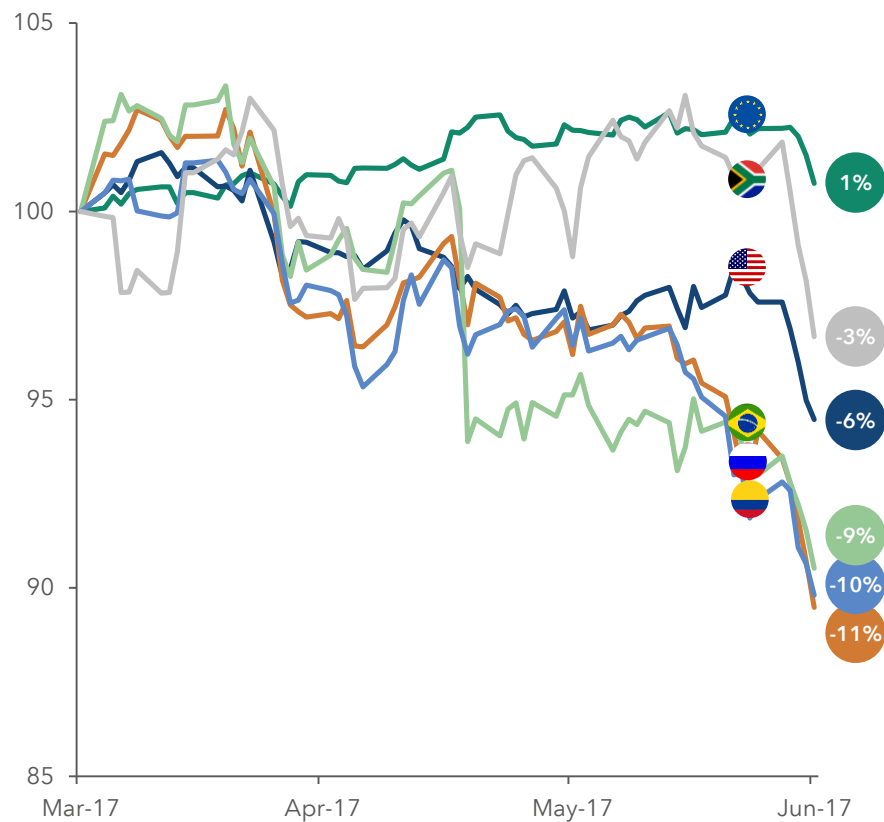
FLAT TO WEAK MARKET DEVELOPMENT...

LARGELY FLAT EQUITY MARKET



— Online Fashion — European Telcos
— Emerging Market Telcos - - - OMXS30
- - - DAX - - - Nasdaq




WEAK DEVELOPMENT OF KEY CURRENCIES VS. THE KRONA



— Euro — US Dollar
— Colombian Peso — Brazilian Real
— Russian Ruble — South African Rand

...COMBINED WITH STRONG OPERATIONAL PERFORMANCE LEAVES FAIR VALUE OF PRIVATE PORTFOLIO UNCHANGED

Fair value of Kinnevik's stake (SEKm)

Company	Q3 2016		Q4 2016		Q1 2017		Q2 2017		Method
	Fair Value	Fair Value	Net Invested	Change	Fair Value	Net Invested	Change	Fair Value	
 OFG GLOBAL FASHION GROUP	5 668	5 641	-	(204)	5 437	-	(249)	5 188	EV/LTM Revenue - 1.3x
 Quikr	1 544	1 535	-	(16)	1 519	-	(39)	1 480	DCF
 BAYPORT FINANCIAL SERVICES	1 132	1 201	-	(21)	1 180	-	(65)	1 115	LTV, Feb 2016
 Betterment	557	590	-	(10)	580	-	(32)	548	LTV, Jul 2017
 WESTWING HOME AND LIVING	429	429	-	4	433	-	6	439	EV/LTM Revenue - 1.1x
 BIMA	426	464	(62)	28	430	-	(24)	406	LTV, Mar 2017
 babylon	107	154	74	63	291	70	10	371	LTV, Apr 2017
 LINIO	359	292	-	37	329	-	28	357	EV/LTM Revenue - 2.5x
 Saltside TECHNOLOGIES	197	200	-	(1)	199	-	(2)	197	At cost
 home24	124	94	-	(16)	78	38	68	184	EV/LTM Revenue - 1.0x
 konga.com	133	133	9	(40)	102	9	10	121	EV/LTM Revenue - 2.6x
 Livongo	-	-	112	-	112	-	(7)	105	LTV, Apr 2017
LAZADA	666	706	-	(12)	694	(967)	273	-	-
<i>Other</i>	1 228	1 139	(50)	(32)	770	46	(15)	801	Mixed
TOTAL	12 330	12 291	83	(220)	12 154	(804)	(37)	11 312	

SOLID NET ASSET VALUE DEVELOPMENT DRIVEN BY STRONG PERFORMANCE OF LISTED E-COMMERCE AND TELCO ASSETS

NAV development

(SEKbn)

- E-Commerce & Marketplaces
- Communication
- Entertainment
- Financial Services
- Healthcare & Other
- Net Cash
- % Share of Portfolio Value
- NAV Per Share (SEK)



MAINTAINED STRONG BALANCE SHEET IN LINE WITH FINANCIAL TARGETS

INVESTMENT ACTIVITY (SEKM)

Investments	Q2 2017
Com Hem	3 730
Babylon	70
Home24	38
Other	56
Total	3 894

Divestments	Q2 2017
Rocket Internet	2 100
Lazada	967
Other	23
Total	3 090

Net Investments	Total Q2 2017
	804

FINANCIAL POSITION (SEKM)

Net Cash / (Debt) Per 31 March 2017	447
Net Investments	(804)
Dividend Received	1 842
Dividend Paid	(2 201)
Operating Expenses	(41)
Net Financial Expenses	(18)
Net Cash / (Debt) Per 30 June 2017	(775)

FINANCING ACTIVITY

- In May 2017 Kinnevik issued a SEK 1.45bn bond with three years maturity as well as a SEK 400m tap on the SEK 1bn bond issued in March 2017 with five years maturity
- The bonds were issued under Kinnevik's MTN Programme put in place in February 2017 with a framework amount of SEK 4bn, whereof SEK 2.85bn has now been utilised
- Total available funds amounting to SEK 9.7bn as at 30 June 2017, including cash, short term deposits and SEK 5.6bn in undrawn credit facilities

TOTAL SHAREHOLDER RETURN



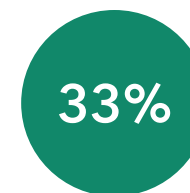
Past 30 years



Past 10 years



Past 5 years



Past 12 months

SECTION D

SUMMARY CONSIDERATIONS

2017 PRIORITIES – CONTINUED EXECUTION IN FOCUS

GROW AND PROTECT VALUE FOR OUR LARGE PUBLIC COMPANIES

Continued support in the strategy execution of our large listed companies

DRIVE SUSTAINABLE GROWTH FOR OUR PRIVATE ASSETS

Taking an active lead shareholder role, providing best in class GRC support

INVEST IN SELECTED HIGH POTENTIAL NEW COMPANIES

Focused and disciplined investments into selected new high potential companies

ATTRACT, RETAIN AND REWARD TOP TALENT

Incentive structures designed to align employees' interests with those of shareholders

SUPPORT THE KINNEVIK CULTURE AND BRAND

Pro-active, transparent and open stakeholder management



BUILDING THE BUSINESSES THAT PROVIDE
MORE AND BETTER CHOICE