

An aerial photograph of a city at dusk, with snow covering the rooftops and ground. A large, white, sans-serif text 'BONNIER' is superimposed over the center of the image. In the background, a tall, dark building with many lit windows stands out. In the foreground, a modern building with a glass facade and the letters 'B K H' is visible. The sky is a mix of orange, pink, and blue.

# BONNIER

Family business since 1804

# S U C C E S S I O N



HBO



# Bonnier at a glance

## Operations in

Media



Real Estate



Investments



## Net Sales 2024



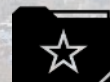
**23 194** MSEK  
(~2 150 MEUR)

## EBITA 2024



**2 124** MSEK  
(~196 MEUR)

## Number of brands and companies



**+300**

## Number of employees



**8,300**

## Number of countries

Denmark  
Estonia  
Croatia  
Finland  
Lithuania  
Norway

**12**

Poland  
Slovenia  
Sweden  
Germany  
U.K.  
U.S.

## A long **business** history

220 years

Books  
1804

## Newspapers 1924



## Magazines



## Movies

### 1973



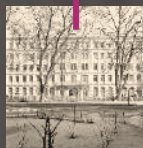
Business Press  
1976

Web  
1995

# Television 1997-2018



# Mobile 2002



Sveavägen 53  
Publishing house  
1921



Bonnierhuset  
1956

DN skrapan  
1964

Akalla printing  
1992



Bonniers Konsthall  
2006



Cykelfrabriken  
Uppsala  
2020

- Bonnier started in 1804 as a small bookstore and publishing firm.
- During more than 200 years, we have engaged in sustainable media ownership, real estate development and investments – over 9 family generations

# Generation 1-3 (1 owner)

G1 1801 — 1889 “the immigrants & the builders”



Gutkind Hirschel  
(Gerhard Bonnier)



Albert Bonnier

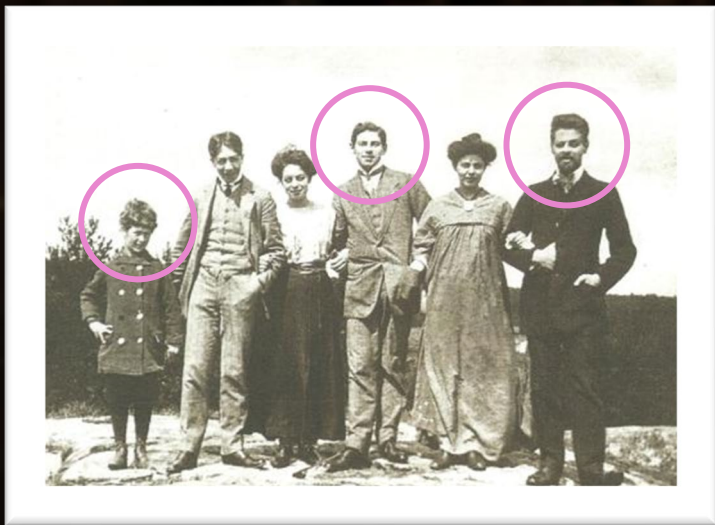


Karl Otto Bonnier



# Generation 4 & 5 (the sibling & cousin gen.)

1890 — 1969 “the publicist”



*Kaj, Gert, Greta, Åke, Elin och Tor*



*Gerard and Albert Jr.*



*Lukas and Johan*

# Gen. 6 (the second & third cousin gen.)

1970–2024 “the entertainers”



# Gen. 7 (the fourth cousin gen.)



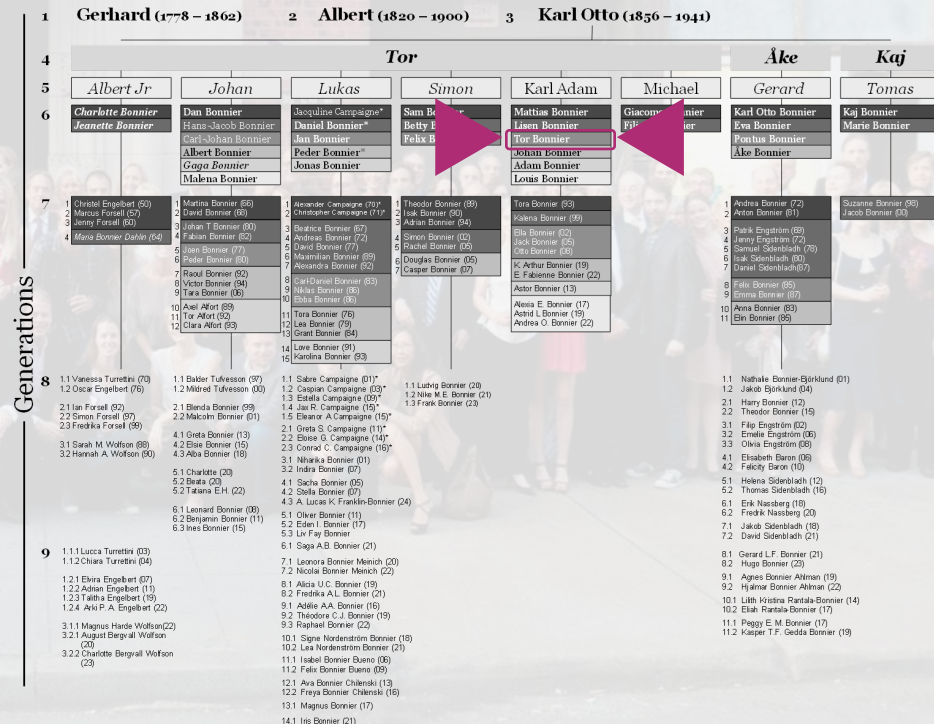


# A long family history

Total  
165

## Gens. and No. of Family & Owners

5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>
2	24	59	71	9



# Governance structure

● = Shareholder  
● = Professional

Annual General Meeting  
**All 100+ shareholders**

Family Council

**12 shareholders**  
4 + 5 year terms

Nommination  
Committée

**5-6  
shareholders**  
No limit on term

Albert Bonnier AB

Family  
Foundation

**4 shareholders**  
3 professionals  
4+4 year terms

**2 shareholders**  
5 professionals  
No limit on term

Bonnier Group AB

**8 shareholders**  
6 year term

Media

Real Estate

Investments

Adlibris

Bonnier  
Books

Bonnier  
News

SF Studios

Bonnier  
Fastigheter

Bonnier Capital

# Our owners' directive - in three parts

## Family Council

### OUR VISION

*Our vision is for Bonnier to continue evolving as a long-term, profitable, family-owned business group. We are committed to maintaining a strong presence of leading journalistic and publishing enterprises within our portfolio—operations that support open, inclusive societies and the freedom of expression.*

*At the same time, we actively support the commercial growth and renewal of our companies, including expansion beyond Bonnier's traditional markets.*

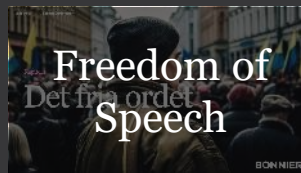
### OUR FINANCIAL TARGETS

Returns

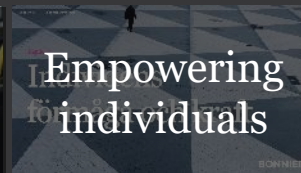
Risk level

Dividend

### OUR VALUES



Freedom of  
Speech



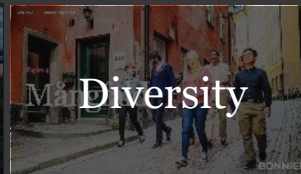
Empowering  
individuals



Cultural  
heritage



Long-term  
perspective &  
sustainability



Diversity



An inclusive  
society

Family  
Foundation



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