

Letter to Shareholders



APG|SGA at a glance

141,091

analog & digital advertising spaces

32,399

campaigns carried out

9,606

active advertising customers

6,980

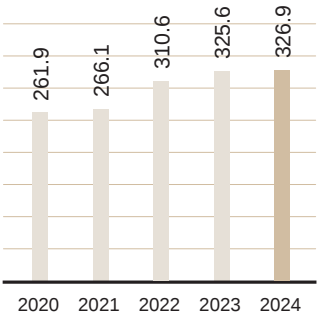
contracts & partnerships

517

employees

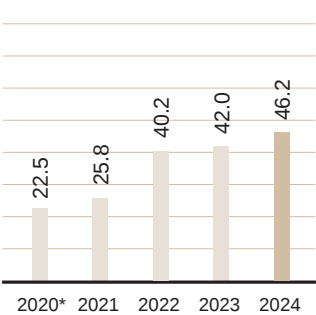
Advertising revenue

CHF m



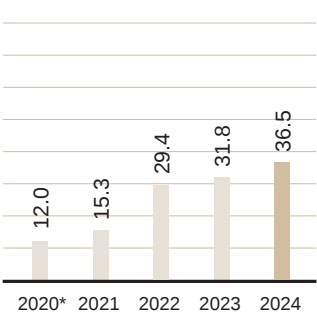
EBITDA

CHF m



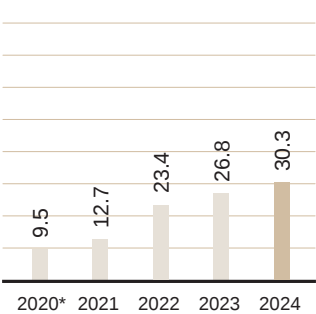
EBIT

CHF m



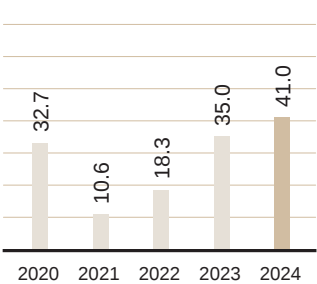
Consolidated net income

CHF m



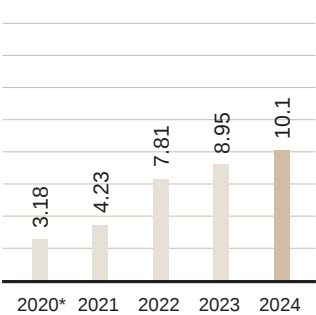
Cash flow from operating activities

CHF m



Earnings per share

CHF m



*adjusted for one-time effects

Significant increase in consolidated net income.

Slight rise in advertising revenues amid a challenging environment.

Targeted expansion of the digital portfolio.

Dividend of CHF 12 per share for the 2024 financial year.

Recommended dividend distribution of 100% of consolidated net income for the financial years 2025 and 2026, with a minimum dividend of CHF 12 per share.

In brief

- Advertising revenues in Switzerland increase by 0.2% to CHF 311.8 million
- Advertising revenues in Serbia increase by 5.6% to CHF 15.2 million
- EBITDA margin: 13.9% (previous year: 12.8%)
- EBIT margin: 11.0% (previous year: 9.7%)
- Consolidated net income of CHF 30.3 million, increase of 12.9% (previous year: CHF 26.8 million)
- Free cash flow of CHF 37.3 million, increase of 19.2% (previous year: CHF 31.3 million)

Financial highlights

in 1000 CHF	2024	2023	Change
Advertising revenue	326 945	325 632	0.4%
– Switzerland	311 795	311 292	0.2%
– International	15 150	14 340	5.6%
Operating income	332 826	328 758	1.2%
EBITDA	46 175	41 980	10.0%
– in % of operating income	13.9%	12.8%	
EBIT	36 530	31 789	14.9%
– in % of operating income	11.0%	9.7%	
Consolidated net income	30 275	26 815	12.9%
– in % of operating income	9.1%	8.2%	
Cash flow from operating activities	40 986	35 042	17.0%
Free cash flow¹	37 345	31 325	19.2%
Investments in property, plant, and equipment	9 264	5 277	75.6%
– advertising panel	6 024	2 737	120.1%
– other investments	3 240	2 540	27.6%
Earnings per share, in CHF	10.10	8.95	12.8%

EBITDA: Earnings before interest, taxes, depreciation of property, plant, and equipment, and amortization of intangible assets

EBIT: Earnings before interest and taxes

¹ Cash flow from operating activities (operating cash flow) CHFt 40 986 (previous year: CHFt 35 042) less cash flow from investing activities CHFt 3 641 (previous year: CHFt 3 717), (see page 10 Consolidated statement of cash flows)

Dear Shareholder

General business development

APG|SGA achieved a slight increase in revenues compared with a strong prior-year period that benefited from the additional stimulus of the Swiss parliamentary elections. This increase came despite a persistently challenging economic environment and noticeable restraint in the Swiss advertising market, particularly in the second half of the year. Had it not been for the loss of the SBB promotional space business, revenue development would have been even more positive.

APG|SGA's services have a great impact on Out of Home Media, which – thanks to its compelling qualities as an efficient, high-reach advertising medium that enjoys broad acceptance and trust – further increased its market share in the media mix in 2024.

The pleasing development in the Digital Out of Home business continued with further targeted expansion in the range of digital and programmatic products in this area. We are constantly implementing measures for process, cost and structural optimization to counter a pronounced short-term orientation in the planning and processing of advertising campaigns, and for further consistent exploitation of the opportunities presented by advancing digital transformation and technological developments.

APG|SGA Group

Group revenue increased by 0.4% to CHF 326.9 million during the financial year 2024. Real estate revenue was CHF 1.8 million, in line with the previous year. Other operating income came to CHF 4.0 million and included gains from the sale of a property and other tangible assets. This resulted in operating income for the financial year 2024 of CHF 332.8 million, representing an increase of 1.2% over the previous year.

Fees and commissions decreased in relation to advertising revenues in the reporting year. This reduction was driven by the end of the SBB promotional space business and better utilization of individual concession contracts. Personnel expenses increased by 0.9% compared with the prior-year period due to overall and performance-related wage adjustments and costs for temporary personnel. Operating and administrative costs increased by 2.6% in the reporting year. This cost development was driven by higher marketing, consultancy and energy costs.

In the financial year 2024, the EBITDA increased by 10.0% to reach CHF 46.2 million. Meanwhile, the EBIT increased by 14.9% to CHF 36.5 million in the financial year 2024, which corresponds to an EBIT margin for the year of 11.0% (previous year: 9.7%). Net income for the financial year 2024 amounted to CHF 30.3 million (previous year: CHF 26.8 million), an increase of 12.9%.

Cash flow

Operating cash flow for the financial year 2024 amounted to CHF 41.0 million (previous year: CHF 35.0 million). This represents an increase of 17.0%. After deducting the net cash used in investing activities of CHF 3.6 million (previous year: CHF 3.7 million), free cash flow amounted to CHF 37.3 million (previous year: CHF 31.3 million).

Balance sheet

The balance sheet total increased by CHF 2.1 million in the financial year 2024 to CHF 193.2 million. This increase was driven by higher cash and cash equivalents and higher trade accounts receivable. The net cash position at the end of 2024 was CHF 56.4 million, CHF 4.8 million higher than at the close of 2023. Equity totaled CHF 81.8 million, representing an equity ratio of 42.3%.

Swiss market

Amid a highly challenging environment, advertising revenues amounted to CHF 311.8 million, a slight increase of 0.2% above the previous year. This positive result came despite the loss of revenue from the SBB promotional space business and reduced revenues in the political advertising sector (federal parliamentary election in 2023), along with a persistent lull in the economy and consumer sentiment, which, after a pleasing start to the year, made itself felt in May, not only in APG|SGA's advertising revenues but in the market as a whole. This can be seen in the statistics for Switzerland issued by Media Focus, which point to a 0.6% decline in gross spend in the traditional advertising market compared to the previous year.

Yet APG|SGA revenues continued to experience positive growth, particularly in digital advertising media. This robust growth is due, on the one hand, to the fact that APG|SGA is providing advertisers with a growing digital portfolio and, on the other hand, to the fact that clients and their agencies appreciate the ability to flexibly book and broadcast Digital Out of Home at short notice, along with its programmatic options.

Overall, APG|SGA experienced stable annual revenues from wholesale, retail chains and banks. The insurance, telecommunications and automotive sectors showed more restraint in investments in 2024. Meanwhile, there was significant growth in revenues in the culture, leisure/tourism, health insurance, beverage and clothing industries.

The attractiveness of the portfolio in the partner market underwent further expansion, with many key partnerships renewed, expanded or acquired. Overall, APG|SGA has a stable portfolio of around 7,000 contracts and partnerships secured for the long term with both public authorities and private property owners throughout Switzerland.

Serbian market

APG|SGA is operationally active in Serbia, which accounts for 4.6% of group sales. Local subsidiary Alma Quattro boasts an advertising inventory of over 4,500 sites in highly attractive locations, primarily in cities such as Belgrade, Novi Sad, Niš, Valjevo, Čačak, Užice and Kragujevac. Advertising revenues in the reporting period increased by 7.6% in local currency terms compared with the previous year. However, with the weaker dinar, this translated into an increase in Swiss francs of only 5.6%, to CHF 15.2 million.

The proceedings we brought against the Serbian state for infringement of the investment protection agreement between Switzerland and Serbia at the International Centre for the Settlement of Investment Disputes (ICSID) in Washington, D.C. continued as planned. A decision is expected in 2025.

Organization

At the APG|SGA SA General Meeting on April 25, 2024, all members standing for re-election were confirmed for a further year. Thus, the Board of Directors continues to comprise Dr. Daniel Hofer (Chair), Xavier Le Clef (Vice-Chair), David Bourg, Dr. Maya Bundt, Jolanda Grob and Markus Scheidegger. Jolanda Grob (Chair) and Markus Scheidegger were re-elected to the Board of Directors' Remuneration Committee.

At the 2025 General Meeting, all current directors will be standing for re-election. In addition, the Board of Directors will propose to the General Meeting that it appoint a representative of what is now the largest shareholder to the Board – Dr. Felix Graf, CEO of NZZ.

On March 1, 2024, Nico Benz-Müller joined APG|SGA as the new CFO, replacing Beat Hermann, who departed at the end of April 2024.

Sustainability

The Sustainability Report, now in its 21st iteration, was published in May 2024. The report confirms that APG|SGA is on course to reach its ambitious climate targets, and now offers more detailed information than ever before on measures that the company has implemented as well as targets and initiatives under its comprehensive corporate social responsibility strategy. This report represents a milestone in numerous respects. It sets out how the company plans to meet the rising demands for sustainable business activities and transparency in the future and reinforces the leading role of APG|SGA. Furthermore, following the completion of an independent external audit, the company was certified by EcoEntreprise in June 2024. This certificate is issued for exemplary performance in the field of sustainable development, including social responsibility.

Shareholder structure

Aktiengesellschaft für die Neue Zürcher Zeitung (NZZ) acquired a 25% stake from JCDecaux SE and Pargesa Asset Management SA on June 13, 2024. High quality standards, a long-term, value-oriented approach and outstanding knowledge of the Swiss business world make NZZ a welcome new APG|SGA shareholder in the eyes of the Board of Directors. JCDecaux SE and Pargesa Asset Management SA remain important shareholders, with stakes of 16.44% and 13.86% respectively.

Dividend

The Board of Directors will propose to the General Meeting that a dividend of CHF 12 per share be paid for the financial year 2024. The Board of Directors is convinced that the prospects for APG|SGA and the Out of Home market remain highly positive. At the same time, the company has a strong balance sheet and is ideally positioned to maintain its excellent operational performance in the coming years. As a result, the shareholder-friendly dividend policy is also set to continue. Therefore, if business allows, the Board of Directors intends to propose to the respective General Meetings a dividend payment of 100% of consolidated net income for the financial years 2025 and 2026, but no less than CHF 12 per share.

Outlook

In 2025, APG|SGA is celebrating a remarkable anniversary: 125 years of formative history and constant innovation in OOH and DOOH. Founded in Geneva in 1900, APG|SGA was first traded on the stock exchange in 1904, and in the decades since then has established itself as a market leader in the Swiss Out of Home Media market. With a strong tradition in the provision, marketing and management of high-quality advertising space and urban furniture in public areas, APG|SGA has consistently adapted to changing market conditions and technologies, and it continues to set new standards.

APG|SGA, with its subsidiaries in Switzerland and Serbia, now commands a broad portfolio of over 140,000 digital and traditional advertising spaces, which help international, national and local advertisers to reach their target groups effectively. We are a modern Out of Home Media company and are confident that, despite challenging market conditions and intense competition, we can further expand on our position as a formative market and innovation leader. In particular, consistent development of the digital service portfolio and targeted expansion of data and adtech solutions are set to further expand APG|SGA's competitive position in the advertising market.

At the same time, APG|SGA is a reliable contractual partner for cities, municipalities, transport authorities and private property owners, providing high-quality and sustainable services.

As much as we look back on our history with pride, we also look to the future with a driving ambition to continue shaping the future of Out of Home Media with innovative solutions and technologies. For advertisers who wish to execute successful branding and sales-boosting campaigns, Out of Home Media will remain a key element in communication planning in the future. Among all the different forms of advertising, the reach, impact, optimal carbon footprint and the best cost-benefit ratio make Out of Home Media an essential instrument in the media mix for advertisers and their agencies. Mobility and the forecast rise in the population are further positive factors for a constant increase in significance.

We would like to take this opportunity to thank our employees in every division of the company who contribute their extensive expertise and excellent performance to the successful future of Out of Home Media and APG|SGA, and who offer our market partners a compelling range of products and services – especially in our anniversary year.

On behalf of the Board of Directors and the Executive Board, we would also like to thank our advertising customers, licensees and other market partners for their positive collaboration and, in particular, the shareholders for their trust in our company.



Dr. Daniel Hofer
Chairman of the Board



Markus Ehrle
Chief Executive Officer

Consolidated balance sheet

Assets

in 1000 CHF	31.12.2024	31.12.2023
Buildings and land	24 523	25 120
Advertising panel	18 019	17 082
Other property, plant, and equipment	4 304	3 711
Property, plant, and equipment	46 846	45 913
Deferred tax assets	1 710	1 813
Other financial investments	5 237	5 910
Financial investments	6 947	7 723
Goodwill	9 053	9 709
Contractual advertising rights	10 041	10 899
Intangible fixed assets	19 094	20 608
Non-current assets	72 887	74 244
Inventories	4 495	5 116
Trade accounts receivable	42 613	40 197
Other accounts receivable	8 961	9 461
Deferred expenses and accrued income	7 841	10 489
Cash and cash equivalents	56 411	51 603
Current assets	120 321	116 866
Total	193 208	191 110

Shareholders' equity and liabilities

in 1000 CHF	31.12.2024	31.12.2023
Share capital	7 800	7 800
Capital reserves, premiums	13 102	13 028
Treasury shares	-560	-864
Translation differences	-5 116	-5 374
Retained earnings	66 594	69 268
Shareholders' equity	81 820	83 858
Other non-current liabilities	54	167
Provisions	3 656	3 804
Deferred tax liabilities	2 734	2 657
Non-current liabilities	6 444	6 628
Trade accounts payable	23 268	15 595
Taxes payable	4 788	4 338
Other accounts payable	30 398	31 636
Accrued liabilities and deferred income	46 317	47 849
Provisions	173	1 206
Current liabilities	104 944	100 624
Liabilities	111 388	107 252
Total	193 208	191 110

Consolidated income statement

in 1000 CHF	2024	2023	Change
Advertising revenue	326 945	325 632	0.4%
Real estate revenue	1 834	1 828	0.3%
Other operating income	4 047	1 298	211.7%
Operating income	332 826	328 758	1.2%
Fees and commissions	-195 358	-196 826	-0.7%
Personnel expenses	-58 464	-57 968	0.9%
Operating and administrative costs	-32 829	-31 984	2.6%
Operating result before depreciation and amortization (EBITDA)	46 175	41 980	10.0%
Depreciation of tangible assets	-7 921	-8 488	-6.7%
Amortization of intangible assets	-1 067	-1 046	2.0%
Amortization of goodwill	-657	-657	
Operating result (EBIT)	36 530	31 789	14.9%
Financial result	521	99	
Ordinary result before income tax	37 051	31 888	16.2%
Income tax	-6 776	-5 073	33.6%
Consolidated net income	30 275	26 815	12.9%
Basic and diluted earnings per share, in CHF	10.10	8.95	12.8%

Consolidated statement of changes in equity

in 1000 CHF	Share capital	Capital reserves, premiums	Treasury shares	Translation differences	Retained earnings	Shareholders' equity
as at January 1, 2023	7 800	13 034	-894	-4 109	75 393	91 224
Consolidated net income					26 815	26 815
Translation differences				-1 265		-1 265
Distributions					-32 940	-32 940
Purchase of treasury shares			-563			-563
Sale of treasury shares		4	593			597
Equity transaction costs		-10				-10
as at December 31, 2023	7 800	13 028	-864	-5 374	69 268	83 858
Consolidated net income					30 275	30 275
Translation differences				258		258
Distributions					-32 949	-32 949
Purchase of treasury shares			-159			-159
Sale of treasury shares		81	463			544
Equity transaction costs		-7				-7
as at December 31, 2024	7 800	13 102	-560	-5 116	66 594	81 820

Consolidated statement of cash flows

in 1000 CHF	2024	2023
Consolidated net income	30 275	26 815
Depreciation and amortization	9 645	10 191
Changes in provisions	-790	-861
Changes in deferred taxes	174	-187
Financial result with no cash impact	-97	107
Gain from sale of non-current assets	-3 484	-1 254
Change in inventories	627	-452
Change in accounts receivable	-1 808	-4 110
Change in deferred expenses and accrued income	2 721	-5 694
Change in accounts payable and taxes payable	4 999	9 130
Change in accrued liabilities and deferred income	-1 276	1 357
Cash flow from operating activities	40 986	35 042
Capital expenditures in property, plant, and equipment	-7 515	-5 055
Capital expenditures in intangible assets	-171	-27
Sale of property, plant, and equipment	3 946	1 365
Sale of other financial investments	99	
Net cash used in investing activities	-3 641	-3 717
Purchase of treasury shares	-158	-563
Sale of treasury shares	537	587
Dividends to APG SGA SA shareholders	-32 949	-32 948
Net cash used in financing activities	-32 570	-32 924
Currency translation effect on cash and cash equivalents	33	-109
Change in cash and cash equivalents	4 808	-1 708
Cash and cash equivalents as at January 1	51 603	53 311
Cash and cash equivalents as at December 31	56 411	51 603

Explanation of financial terms

EBIT

Earnings before interest and taxes

EBITDA

Earnings before interest, taxes, depreciation of property, plant and equipment, and amortization of intangible assets

Equity ratio

Shareholders' equity in % of balance sheet total

Free cash flow

Cash flow from operations minus cash flow from investments

Agenda and publications

General Meeting

Thursday, April 24, 2025, Geneva

Announcement of semi-annual results 2025

Friday, July 25, 2025

Publications: Annual Report and Financial Report

The Annual Report and the Financial Report are available online at www.apgsga.ch/report.
To order the print publications, please complete the form at www.apgsga.ch/order-reporting.

Contacts

Markus Ehrle, Chief Executive Officer

T +41 58 220 71 73

Nico Benz-Müller, Chief Financial Officer

T +41 58 220 77 46



www.apgsga.ch
APG|SGA SA
Carrefour de Rive 1
CH-1207 Genève
investors@apgsga.ch

APG|SGA AG is Switzerland's leading Out of Home Media company. Listed on the SIX Swiss Exchange, APG|SGA covers all aspects of Out of Home Media: on streets and squares, in railway stations, at airports, in shopping centres, in the mountains as well as in and on means of transport – from poster campaigns with the widest coverage and large formats to state-of-the-art digital advertising spaces, special advertising formats and mobile advertising. When communicating with customers, the authorities and the advertising industry, APG|SGA represents sustainability and innovation, aiming to inspire people with the very best communication solutions in public spaces.