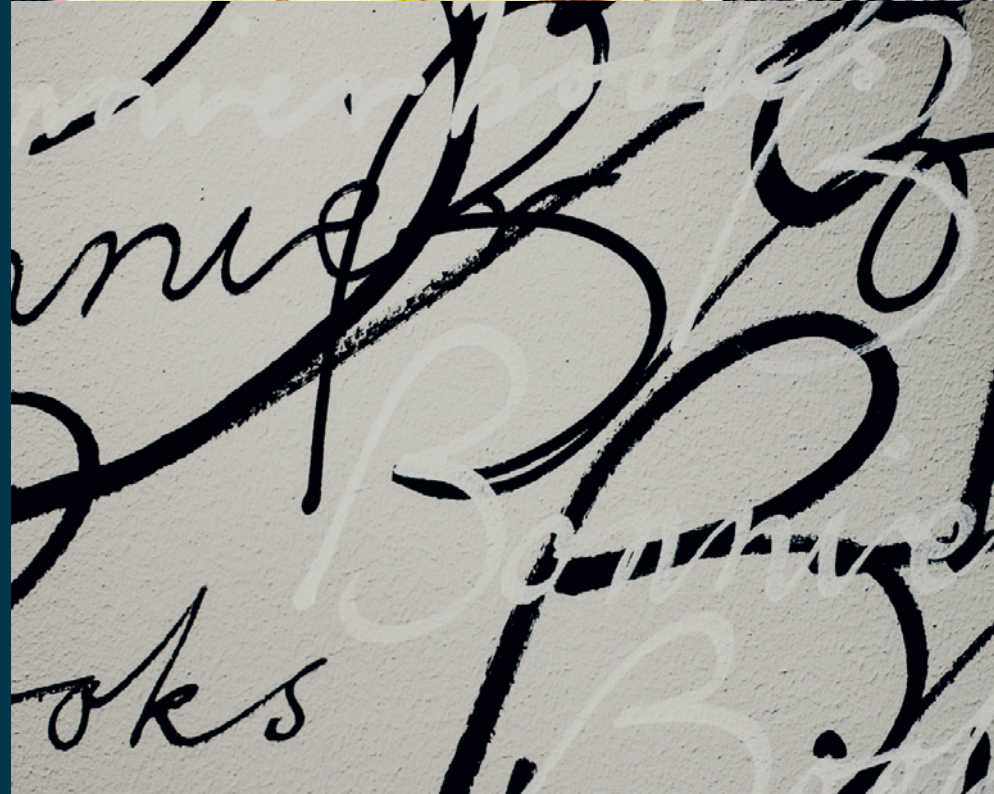


A row of colorful books standing upright, with the word 'BONNIER' in large white letters and 'Books' in smaller white letters overlaid in the center. The books visible include 'Widmark & Willys Detektivvynsberiel', 'Tine Hoeg Tour de chambre', 'The Counting' by Stacey Halls, 'Cacaoine Bankler - Naviid Modiri', 'Dinozaury' by Dieter Brunn, 'Christy Letteri', 'Stine Pilgaard', and 'Tommi Kinnunen'.



Table of contents

BONNIER BOOKS IN BRIEF	2
2020 IN BRIEF	3
BONNIER BOOKS' HISTORY	4
CEO INTERVIEW	6
BUSINESS MODEL	8
STRATEGY	9
TRENDS	10
SUSTAINABILITY	14
THIS YEAR'S SUCCESS STORIES	20
BUSINESSES	22
FINANCIALS AND EMPLOYEE DATA	34
CFO/COO INTERVIEW	35
BOARD OF DIRECTORS	36





ENGAGE AND
ENLIGHTEN FOR
GENERATIONS
TO COME

ABOUT BONNIER BOOKS

Bonnier Books encompasses independently run publishing and retail businesses, ranging from traditional and digital-first publishing to a quality bookstore chain, a paperback retailer and a digital subscription service.

With a heritage stretching back to 1837, when Albert Bonniers Förlag published its first work "Proof that Napoleon never existed", Bonnier Books has grown to incorporate a wide variety of publishing houses and book retailers/services across Northern Europe. Originating from, and headquartered in, Stockholm, Bonnier Books is currently present in Sweden, Finland, Denmark, Norway, Germany, Poland and the United Kingdom.



OUR BUSINESSES

- Bonnier Media Deutschland
- Bonnierförlagen
- WSOY
- Bonnier Books UK
- Bonnier Books Polska
- Cappelen Damm*
- Alpha
- Gutkind
- BookBeat
- Pocket Shop
- Akateeminen Kirjakauppa

*A joint venture with Egmont 50/50.



A successful start to the decade

FOR BONNIER BOOKS IT HAS ACTUALLY BEEN A FANTASTIC YEAR AND ALL OUR BUSINESSES HAVE SHOWN EXTRAORDINARY RESILIENCE AND STRENGTH.

HÅKAN RUDELS, CEO BONNIER BOOKS

Read the CEO interview on **pages 6-7**

HIGHLIGHTS FROM 2020

- Strong sales and EBITDA development for Bonnier Books.
- Significant sales increase in digital formats, particularly in Finland.
- Bonnier Books committed to set a science-based target that is aligned with the Science Based Targets initiative (SBTi) criteria.
- Bonnier Media Deutschland, the second largest publishing house in the German market, achieved record sales.
- At the end of the year, WSOY signed an agreement to acquire Finnish publishers Minerva and Docendo. The acquisitions were finalised in early 2021.
- Launch of Gutkind, a new Danish publishing house focused on Danish and translated fiction for adults.
- Strawberry Publishing's operations in Sweden, and Strawberry Forlag in Denmark, were acquired in May 2020. Now continuing as Bazar in Sweden and Alpha in Denmark.
- BookBeat was launched in Poland and Denmark.
- In November 2020 Bonnier Books signed an agreement to acquire 70 percent of Strawberry Publishing Norway, pending approval from the Norwegian Competition Authority.

6.1 SEK
BILLION
NET SALES (5.8)

392 SEK
MILLION
EBITDA (250)

>420k
PAYING BOOKBEAT USERS
AT YEAR-END 2020

135 MILLION
BOOKS SOLD
IN 2020

Read more
about our
best-sellers and
prized publishing
on **page 20**

Bonnier Books' *timeline*

1804-2020

1804

Gerhard Bonnier leaves Dresden to open a book-stall in Copenhagen and later in Sweden.

1837

Gerhard's son Albert launches the book publishing house Albert Bonniers Förlag in Stockholm which over the years establishes its role as a major force in Swedish culture by publishing several prominent authors. The business grows organically and through acquisitions and today Bonnier's book businesses are incorporated in Bonnierförlagen, the leading publishing group in Sweden.

1980

Bonnier enters the German market by acquiring children's and youth book publisher Carlsen Verlag, founded in 1953. The business has since then grown, organically and through acquisitions and is now gathered under Bonnier Media Deutschland, today the second largest trade publishing group in the German market.

1987

The Norwegian publisher Cappelen, founded in 1829, is acquired. Twenty years later, the company is merged with the Norwegian book publisher Damm, at the time owned by Egmont, and became the largest publishing house in Norway. Today, Bonnier Books holds a 50 percent stake in the business Cappelen Damm.

1996

The Finnish book publishing house Tammi, founded in 1943, is acquired. Tammi was merged with the Finnish book publishing house WSOY in 2011 following Bonnier's acquisition of the company. WSOY is now the largest trade publisher in the Finnish market.

A legacy spanning centuries.

1999

Acquisition of children's book publisher Autumn Publishing, founded in 1970, marks Bonnier's entry into the British publishing market. The business, now gathered under Bonnier Books UK, has since then grown and broadened its publishing in the market, achieving its ambition of becoming a fully-fledged trade publisher.

2002

Bonniers' book publishing businesses are brought together in the business area Bonnier Books.

2012

The Swedish paperback retailer Pocket Shop, founded 1989, is acquired.

2014

Bonnier Books acquires a stake of the Polish publishing house Marginesy founded in 2008. Now the Polish publishing houses are gathered under Bonnier Books Polska.

2015

The second largest Finnish book retailer, Akateeminen Kirjakauppa, (the Academic Bookstore) founded in 1893, is acquired.

2016

BookBeat, a digital subscription service for audio and e-books, is launched. Today the service is available in 28 European markets.

2020

Bonnier Books re-enters the Danish market by the launch of the new book publishing house Gutkind in Denmark. Strawberry publishing, founded in 2019, (now Alpha) is acquired.

The timeline excludes divested and discontinued businesses.

A portrait of Håkan Ruels, CEO of Bonnier Books. He is a middle-aged man with dark hair, wearing a dark blazer over a white shirt. He is looking directly at the camera with a slight smile. The background is a blurred indoor setting.

INTERVIEW WITH HÅKAN RUELS, CEO OF BONNIER BOOKS

A remarkable year

The year 2020 came to be a very peculiar year. What was it like for Bonnier Books?

For Bonnier Books it has actually been a fantastic year and all our businesses have shown extraordinary resilience and strength. I am so impressed with how the people working in our businesses handled everything that hit us throughout the year. The pandemic has made us quicker and more agile, further strengthening our decentralised governance model.

How about the financials?

We have shown significant growth in turnover and profitability during the year. Some of our businesses have hit all-time sales records and BookBeat added 160,000 paying subscribers. During the year we continued to optimise our cost structure, but maintained full speed ahead, and as a result our publishing was not affected by the pandemic at all. In hindsight, I would say that all our efforts have proven to be successful.

How has the pandemic changed the industry so far?

Many countries have seen record book sales in 2020. There was a significant growth in digital sales, both in terms of e-commerce and audio books. The biggest take away is that books are important to people and the growth in book sales is certainly proof that literature provides people with a purpose and comfort in times of crisis. Our publishing houses managed to take a significant chunk of the market growth in more or less all of our markets.

What about Bonnier Books' retail chains? Physical book chains seem to have been hit hard in many European markets.

Akateeminen Kirjakauppa and Pocket Shop had a tough year. In a very weak market both retailers worked hard to limit the negative effects from the pandemic. For Pocket Shop it has been somewhat of a perfect storm given the pandemic's impact on physical bookstores and the chain's locations in airports and at railway stations.

Bonnier Books' group of businesses grew in 2020. Can you tell us more?

Yes, in the first half of the year we acquired Strawberry Publishing's operations in Sweden and Denmark, later in the year we signed deals to acquire 70 percent of Strawberry Publishing in Norway¹⁾, and 100 percent of publishers Docendo and Minerva in Finland. A considerable feat in a year like this!

Apart from the acquisitions, you also launched the Danish publishing house Gutkind in 2020. What was Bonnier Books' reasoning behind this decision?

Denmark was the missing piece in our puzzle, given our strong North European presence. Publishing is very much about teaming up with the right people and when we met with Jacob Søndergaard, an inspiring Danish publisher, we saw great potential in a collaboration. He came to us with a clear vision and idea. Over time we expect Gutkind to become an influential publishing house in the Danish market. Since then we have

THE STRONG PERFORMANCE BY OUR BUSINESSES THIS YEAR IS PROOF THAT OUR DECENTRALISED BUSINESS MODEL IS THE RIGHT WAY TO GO.

increased our presence in Denmark through the acquisition of Alpha (formerly Strawberry Publishing Denmark) and the launch of BookBeat.

As the book publishing industry is growing more aware of sustainability issues, what is Bonnier Books' sustainability agenda?

I would say that we now are moving from theory to practice. In 2020 we have put effort into understanding our impact and stakeholder expectations. We also committed to set and validate our climate target with the Science Based Targets initiative (SBTi). Over the coming years we will focus on incorporating this knowledge and commitment into our day-to-day operations in everything from the selection of paper qualities to supplier assessments and building more diverse and inclusive workplaces. We have taken big steps in 2020, but we still have a long way to go. I am happy to see that so many employees have gathered behind this cause and how proud they are to take part in this development.

2020 has certainly been a good year for Bonnier Books. How can you maintain this trajectory?

Our main focus is to grow organically in all markets but we are also looking to grow through acquisitions of publishing houses and imprints, as well as by entering new segments. We also continue to invest in BookBeat's expansion in both existing and new markets.

In the end it is all about publishing great books. The book business is more vibrant than it has been in a very long time, and we look forward to the coming years.

¹⁾ Pending approval from the Norwegian Competition Authority.

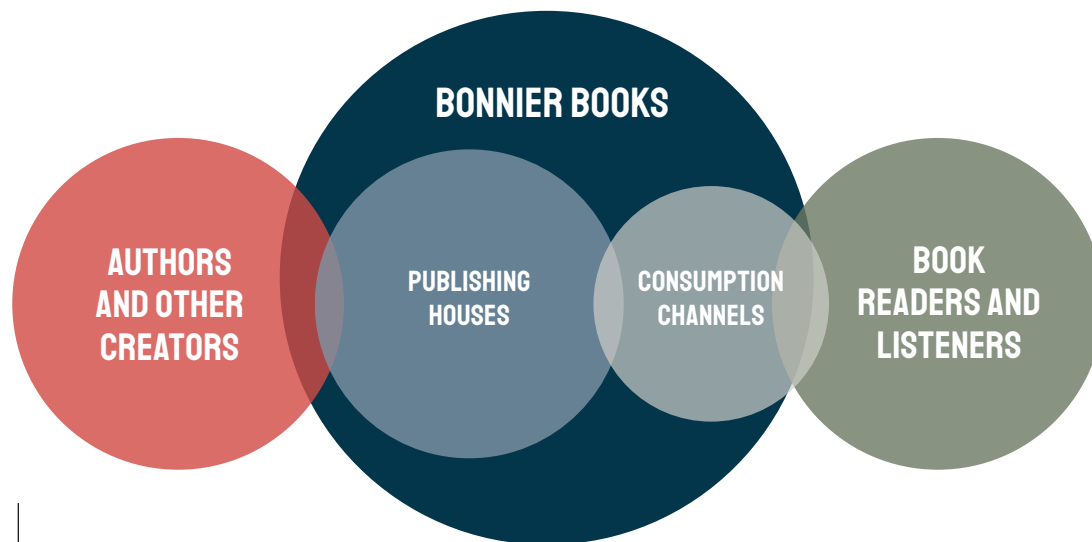
A MODEL FOR PROFITABLE AND SUSTAINABLE GROWTH



Bonnier Books is a conduit of the written word, cultivating and relaying captivating and insightful stories from authors to book consumers. The group encompasses publishing and retail businesses, ranging from traditional and digital-first publishing to a quality bookstore chain, a paperback retailer and a digital subscription service.

Our businesses are run independently by local management teams that are trusted to make their own decisions about daily operations. Bonnier Books offers strategic direction and manages the portfolio of businesses.

As a division of the Bonnier Group, we are a part of a cultural institution with a more than 200-year legacy. We pledge to make a positive contribution to society and minimise our negative environmental impact throughout our value chain.



AUTHORS AND OTHER CREATORS

Bonnier Books collaborates with authors and other creators, such as illustrators and translators, to secure high-quality literature ranging from niche to commercial titles across all segments in the market.

BONNIER BOOKS

Bonnier Books' businesses include publishing houses and book consumption channels, all operating on an independent basis. In addition to the group-owned channels BookBeat, Pocket Shop and Akateeminen Kirjakauppa, we also engage in partnerships with retailers in all our markets.

BOOK READERS AND LISTENERS

Bonnier Books offers readers and listeners a moment of escapism through captivating fiction, an opportunity to delve into a particular topic through non-fiction titles, and lets children discover the joy of reading.

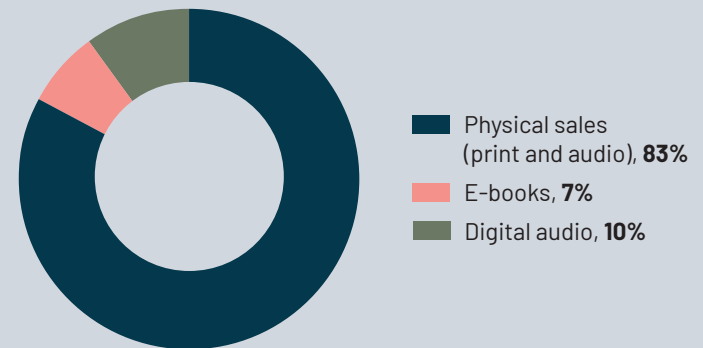
Setting out a strategic direction

While our businesses operate independently, Bonnier Books provides strategic direction and a governance structure to better realise the value in each business. We also make decisions regarding potential acquisitions or divestments. The strategic direction is reassessed yearly to factor in new trends, risks and opportunities.

Our strategic focus areas for the years to come include profitable growth, digitalisation and sustainability. The publishing houses continue their endeavours to publish high-quality literature and grow their shares of selected market niches.

Over the last few years Bonnier Books has grown with increased profitability. The business has been streamlined by divesting certain operations which were not aligned with our desired offering and geographical footprint. Meanwhile, we have expanded our portfolio of publishing houses through acquisitions, and invested in BookBeat which has increased our exposure to the fast-growing audio segment. We are also strengthening our digital in-house competencies to ensure an appropriate IT architecture needed to deliver on our strategy. Last but certainly not least, Bonnier Books' dedication to contribute to sustainable development is evident in our recent commitment to the Science Based Targets initiative, and more initiatives will follow.

BONNIER BOOKS' SHARE OF PUBLISHING SALES BY FORMAT



A changing landscape

Trends such as consolidation and digitalisation are transforming the book industry. But in the end, it is all about publishing great literature.

Increased book sales in a pandemic

When Covid-19 struck Europe in the spring of 2020, the daily lives of most Europeans changed overnight. Many turned to books to pass time and gain new insights, which resulted in strong sales development in most European countries. However, the ways books are purchased changed noticeably in 2020. Smaller brick-and-mortar bookshops fared better than larger retail chains, and there was continued growth in sales of digital formats. At the same time, online retailers gained ground and increased their market share considerably.

Consolidation of the book market

The increase in digital consumption of books has made the publishing industry even more interesting to tech companies including audio streaming services and podcast platforms. In their search for original content they are eyeing publishing houses and more vertical acquisitions are expected.

This follows many decades of acquisitions and mergers between publishers. The business rationale for publishers is easy to understand, as a larger company can leverage its brand and create economies of scale by minimising overhead costs, centralising production and striking more profitable deals with retailers. Physical retailers are also merging, a trend which probably will be spurred on by the pandemic.

At the same time, it is easier than ever to start a publishing business and there has been a considerable increase in smaller publishers. To gain traction in the highly competitive marketplace, these often cater to a niche audience and within a specific genre.

Storytelling in the digital era

The surge in digital formats does not only affect the retail landscape, but it also has profound effects on publishing houses and authors. Digitalisation both poses challenges – some genres transition into digital more seamlessly than others – and carries new opportunities to tell stories in innovative ways.

Digital formats generally benefit well-known, prolific fiction authors with a long backlist and in particular book series. This is especially true in the Nordic countries where most digital services are offered on a subscription basis, which encourages “binge-listening”, contrary to continental Europe where consumers most often pay per purchased title.

Digital formats enable authors and publishers to further develop the storytelling and their brands. Digital formats also provide a new type of sales data that can be used to gather insight into how even more captivating stories can be created. But in the end, it is all about publishing great literature.

ONLINE RETAILERS GAINED GROUND AND INCREASED THEIR MARKET SHARE CONSIDERABLY.

Society is changing

The societal polarisation over the last decade has been reflected in book publishing. Globally, publishers are facing more challenging decisions, in particular with regards to topical non-fiction addressing social issues. Upholding freedom of speech and responsible publishing becomes even more crucial to the industry as a whole.

In these times, the creation of diverse and inclusive workplaces is critical. It most probably will help the industry better reflect society through publishing, and will also benefit the industry's innovation capacity by reaching out to new groups of potential employees, authors, readers and listeners.

Increased focus on environmental impact

Society's understanding of sustainability challenges and the climate crisis is growing by the day. Immediate action is required to reach the targets set out in the Paris Agreement, and curb global warming. With its dependency on paper, the focus on climate change poses significant challenges to the book industry. The production of paper is carbon intense and the paper industry is also battling issues such as deforestation and biodiversity loss.



THEY NEVER WENT AWAY



For those of us who work in the publishing industry, there is no need to make lofty claims that books are important, or statements about how books matter to society as a whole. We hold these truths to be self-evident, we feel it in our bones. Even when books are deemed unmodern or unfashionable, we tend to be devout defenders of the faith.

And yet, this last year has been a strange and terrible time, with one small silver lining: it became a year for reading, where we could turn to books for comfort, like a friend that would never waver in a time of need.

Thus, nothing would be easier now than to proclaim that “books and reading are back in fashion”. But the truth is, our perception might have changed, but books never went away. That’s why we so easily and so readily could find them and enjoy them when everything else disappeared. Never underestimate this wonderful invention: so old, so modern, the true mirror to our human predicament. That is the lesson.

DANIEL SANDSTRÖM

Literary director, Albert Bonniers Förlag



THE OPEN BOOK

Our sustainability agenda

As a family-owned company with a 200-year legacy, we think in generations rather than quarters. We are dedicated to operating a sustainable business that will continue to pioneer publishing for years to come.

To address our sustainability impact throughout the value chain, we launched the company-wide platform The Open Book in spring 2021. It serves as a framework to boost our sustainability efforts across our businesses and addresses pressing issues in our industry such as freedom of speech, materials sourcing, supplier assessments and diversity.

Group-wide issues such as greenhouse gas emissions and sustainable production practices are predominantly addressed jointly, while the businesses are encouraged to undertake business-specific initiatives relevant to their business and impact.



THE WRITTEN WORD

As a publishing company, Bonnier Books is committed to protecting the freedom of expression in our markets and beyond. We want to promote diverse voices that reflect the societies in which we operate, and we engage in projects that empower children and youth by improving literacy skills and finding joy in reading.

KEY TOPICS:

- **Freedom of expression**
- **Literacy**



RESPONSIBLE PRODUCTION AND OPERATIONS

Bonnier Books aims to minimise the company's negative impact on the environment and society throughout the lifecycle of our products. To achieve this, we strive to use materials with the lowest possible environmental impact, uphold labour and human rights standards across the supply chain and reduce the environmental impact of production and our offices. We will only work with suppliers that can demonstrate their contribution to our vision, their compliance with our policies, and their long-term efforts to improve standards and mitigate negative effects.

KEY TOPICS:

- **Product lifecycle** (including materials, emissions and supplier assessments)
- **Offices**

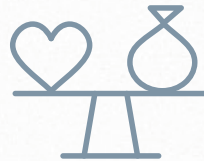


ATTRACTIVE WORKPLACE

Bonnier Books is committed to creating attractive workplaces. We are convinced that inclusive and diverse workplaces enable us to build more innovative and successful teams that reflect the diversity of our audiences.

KEY TOPICS:

- Working conditions
- Diversity and inclusion



FAIR BUSINESS PRACTICES

Bonnier Books conducts business in line with the highest standards of business ethics and in compliance with local and international legislation. We do not engage in fraud, corruption or anti-competitive behaviour, and recognise our power and responsibility as a business partner and employer.

KEY TOPICS:

- Anti-corruption
- Compliance

STAKEHOLDER DIALOGUE AND MATERIALITY ASSESSMENT

The Open Book is the result of a thorough process comprising a situation analysis, stakeholder dialogue and materiality analysis carried out in 2020 and 2021. It has been developed by following the process outlined by the internationally recognised reporting framework GRI Standards. Bonnier Books aims to include a complete sustainability report with disclosures in line with the GRI Standards, and the European Non-Financial Reporting Directive, in the 2021 Annual Review.

Leading the way

– Bonnier Books' sustainability governance

While our legacy and size provide us with a strong foundation, our decentralised governance model allows us and our businesses to remain agile and challenge the status quo in the book industry. Just like our publishing, our sustainability agenda is bold and innovative.

The CEO of each business is responsible for driving change in relevant sustainability areas, and in ensuring adherence to group policies and applicable legislation. Business-specific sustainability initiatives are also managed locally.

Over the last couple of years, we have strengthened our sustainable production processes by increased coordination and a more holistic and strategic approach, exemplified by the updated Production Policy and the EVA supplier assessment tool. Our purchases are made from a dozen strategic partners, but in total we engage with around 100 printing suppliers. Most of our suppliers are in Europe, but we also engage with a significant number of suppliers in Asia.

Sustainability policies

Bonnier Books and our businesses are guided by the policies and guidelines issued by the Bonnier Group, as well as some Bonnier Books specific policies. The policies include Bonnier Group's Whistle Blowing Policy and the Group's Anti-Corruption

Policy, as well as Bonnier Books' Code of Business Ethics. For matters pertinent to privacy, Bonnier Group's Privacy Policy and Baseline Privacy Requirements are employed. Employee matters are predominantly addressed by respective business' management in accordance with local legislation. The businesses also develop local policies depending on their needs.

In focus: Sustainable production

Our production is governed by Bonnier Books' group-wide production policy and our Code of Conduct, which all printing suppliers must adhere to. It describes our minimum requirements for working conditions, human rights, and the environment. This includes occupational health and material sourcing. The Code of Conduct has been developed by The Book Chain Project.

We have developed a system for measuring the work of our printers according to three focus areas: environment, materials, as well as labour and human rights. The system is called EVA (Evaluate, Validate, Approve). This enables us to drive measurable development over time, motivate and compare our suppliers and provide concrete feedback in areas where improvements are required.

THE BOOK CHAIN PROJECT

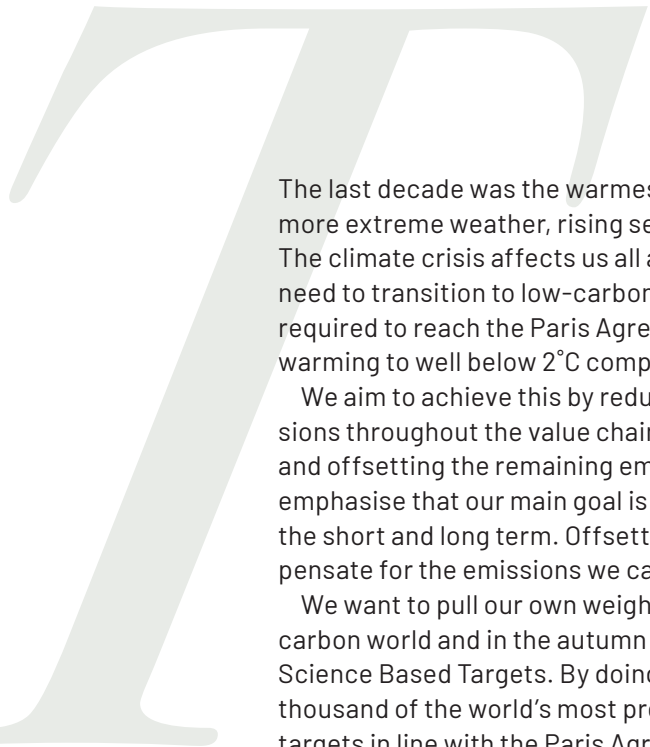
The Book Chain Project is a collaborative project by the world's leading publishers that have come together to build better supply chains for books. The project involves 24 book and journal publishers, over 400 print suppliers and more than 300 paper manufacturers. It offers a wide range of tools covering forest sourcing, chemicals and materials, labour and environment.

The project includes a Code of Conduct for suppliers, which has been based on global best practice and internationally recognised standards, including the ILO labour standards, United Nations Declaration of Human Rights, and the ETI Basecode.

Read more at bookchainproject.com



SET FOR CLIMATE NEUTRALITY



The last decade was the warmest on record and we are seeing more extreme weather, rising sea levels and biodiversity loss. The climate crisis affects us all and the world's nations quickly need to transition to low-carbon economies. Bold action is required to reach the Paris Agreement's aim of curbing global warming to well below 2°C compared with preindustrial levels.

We aim to achieve this by reducing our greenhouse gas emissions throughout the value chain, including our own operations, and offsetting the remaining emissions. It is important to emphasise that our main goal is to reduce our emissions both in the short and long term. Offsetting is what we do only to compensate for the emissions we cannot yet avoid.

We want to pull our own weight in this transition to a low-carbon world and in the autumn of 2020 we committed to set Science Based Targets. By doing so, we joined more than a thousand of the world's most progressive companies in setting targets in line with the Paris Agreement.

Reducing greenhouse gas emissions

By 2025 all Bonnier Books' emissions - from our own operations, our business travel, the production of our books and the materials we use - must have been reduced by 25 percent from the 2019 level. The target is in line with the most ambitious reduction

trajectory of the Science Based Targets initiative, limiting global warming to 1.5°C.

Offsetting the remaining emissions

For the emissions we cannot currently avoid, we are investing in emission reduction projects registered under international standards such as Verra and verified by third-party auditing bodies such as DNV, from 2021. Furthermore, for every amount we earmark for climate protection projects, we will invest an additional 20 percent with the aim of removing more carbon dioxide from the atmosphere over time than we emit.

2019 - Our base year

In 2019 we emitted 130,115 tonnes of greenhouse gases, measured in carbon dioxide equivalents (CO₂e). This calculation covers all our operations at that time and includes Scope 1, 2, and 3 emissions, which means that we measure a product's entire life cycle - from raw materials to end-of-life. The climate calculations follow the GHG Protocol, an internationally accepted standard. Our target is closely aligned with the most rigorous standard for measuring and achieving climate neutrality, PAS 2060, developed by the British Standards Institute.

Track our progress!

During 2021 we will publish our climate data for 2020 on our website
www.bonnierbooks.com

THE PARIS AGREEMENT AND SCIENCE BASED TARGETS INITIATIVE

The Paris Agreement, a legally binding international treaty, was adopted by a majority of the world's countries at COP21 in Paris in 2015. The agreement established a global warming goal of well below 2°C compared with pre-industrial levels. In 2018, the Intergovernmental Panel on Climate Change warned that global warming must not exceed 1.5°C to prevent the worst effects of climate change.

The Science Based Targets initiative (SBTi) is a global programme aiming to drive ambitious corporate climate action. The initiative is a collaboration between the CDP (a non-profit charity running the global disclosure system), the World Resources Institute, the World Wide Fund for Nature and the UN Global Compact.

A few of this year's success stories

For our publishers, the quest for the next great story is relentless. High-quality literature is the common denominator for all our publishing houses and what has built our legacy over the years. We are proud to collaborate with many critically acclaimed authors and content creators.

Let us present a small selection of our broad portfolio and some of the awards that our publishing houses and their books have been recognised with.

COLLECTED WORKS

by Lydia Sandgren

In Gothenburg, Sweden, a major retrospective exhibition is being prepared on the artist Gustav Becker's work from the 1980s onwards. Wherever the psychology student Rakel turns, she sees her mysteriously missing mother's face on the exhibition poster that is wallpapered across town. At the same time, Rakel's father, the publisher Martin Berg, is thrown into a dizzying life crisis.

"Collected Works" is a novel about deep love, many years of friendship and art on the borderline between fiction and truth. In addition, it is a magnificent depiction of Gothenburg with modernity and class travel as a backdrop.

Collected Works is Lydia Sandgren's debut book and is published by Albert Bonniers Förlag, Bonnierförlagen. It was the third best selling fiction title in Sweden in 2020, and translation rights are sold to 16 countries so far. Sandgren was awarded with The August Prize (Augustpriset), one of the most celebrated and prestigious literary prizes in Sweden, for Best Fiction Book of the Year in 2020.

COLLECTED WORKS IS NOT ONLY A REMARKABLE FIRST NOVEL. IT IS A LITERARY SENSATION THAT SPELLBOUND THE READERS AND MADE LITERARY CRITICS ECSTATIC!

- Lotta Aquilonius, senior editor at Albert Bonniers Förlag.



'NO' was its favourite word!

Das NEINHorn by Marc-Uwe Kling

In the Forest of Hearts, a cute little unicorn was born. But as adorable as it looked, it didn't behave like the other unicorns in its herd. 'NO' was its favourite word! And so, this unicorn became known as the uNOcorn.

Das NEINHorn was Bonnier Media Deutschland's best-selling title in 2020. Let's explore the book's success with its publisher Renate Herre.

What has made Das NEINHorn so successful?

The success of Das NEINHorn has been unrivalled, and it is a challenge to pin down its success factors. One thing is certain: it appeals to both young and old people and makes them laugh. Das NEINHorn is a picture book that celebrates resistance and non-conformity and it is an alternative to sweet glitter worlds. It is captivatingly original, has charm and unbelievable puns. Readers also love the humour, the linguistic wit, and the irony of Marc-Uwe Kling and the charming and incredibly lovable illustrations by Astrid Henn.

What were your impressions the first time you read the draft of the book?

It has been a long time since I last laughed this much when reading a manuscript! It immediately fascinated me linguistically and I was very impressed by the characters. I really appreciated the idea motivating children to say "NO"! Right from the start, I loved the manuscript and at the same time never suspected that it could turn out to be such an incredible success!

Das NEINHorn is published by Carlsen, Bonnier Media Deutschland.



THE BEEKEEPER OF ALEPPO

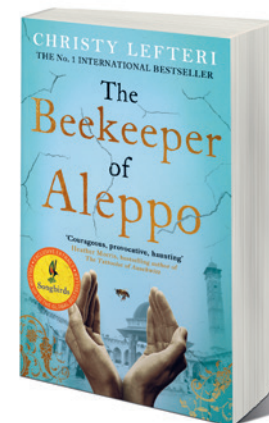
by Christy Lefteri

'With close to a million copies sold world-wide, including more than 100,000 of the award-winning audio edition, and over 14,000 five star reader reviews, The Beekeeper of Aleppo is still on the bestseller lists over two years after first publication. Christy's beautiful, powerful writing shines a light on a human tragedy playing out across our world every day. We are extremely excited to be publishing her follow-up novel, Songbirds, this July.'

- Margaret Stead, Publisher, Manilla Press

The Beekeeper of Aleppo

portrays the unforgettable love story of a mother blinded by loss, and her husband who insists on their survival as they undertake the Syrian refugee trail to Europe. The book won Gold Nielsen Bestseller Award in 2021 and Aspen Words Literary Prize 2020. The Beekeeper of Aleppo is published by Manilla Press, Bonnier Books UK.



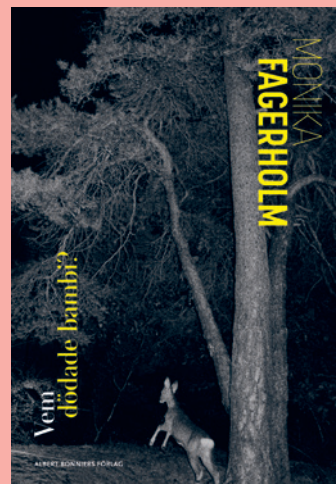
A SELECTION OF

awards



Patyki, badyle (Sticks, Stalks) by Urszula Zajączkowska was awarded with Literary Gdynia Award in the Essay category. The title is published by Marginesy, Bonnier Books Polska.

Tommi Kinnunen's title **Ei kertonut katuvansa**, (Defiance) won the 2020 Readers' Vote at the Finlandia Prize. It was also named "Book of the Year" by Suomalainen Kirjakauppa and won the Minna Canth Prize in 2020. Ei kertonut katuvansa is published by WSOY.



Author Monika Fagerholm from Finland won the Nordic Council's Literature Prize 2020 and Finlandia Prize 2019 for her fiction title **Vem dödade Bambi?** (Who killed Bambi?). The title is published by Albert Bonniers Förlag, Bonnierförlagen. In 2020 Fagerholm was also awarded the Selma Lagerlöf Literature Prize for her literary work.



Bonnier Books UK was awarded the Inclusivity in Publishing Award at the London Book Fair's International Excellence Awards. Read more about Diversity and Inclusion at Bonnier Books UK on page 27.

BEST-SELLING TITLES IN 2020

BONNIER MEDIA DEUTSCHLAND

- 1 **Das NEINhorn** (The Unicorn That Said No) by Marc-Uwe Kling
- 2 **Das Känguru-Sammelsurium** (The Kangaroo Ragbag) by Marc-Uwe Kling
- 3 **MontanaBlack** by Marcel Eris

BONNIERFÖRLAGEN

- 1 **Spegelmannen** (The Mirror Man) by Lars Kepler
- 2 **Där kräftorna sjunger** (Where the Crawdads Sing) by Delia Owens
- 3 **Vingar av silver** (Wings of Silver) by Camilla Läckberg

WSOY

- 1 **Suon villi laulu** (Where the Crawdads Sing) by Delia Owens
- 2 **Kotkanpesä** (Eagle's Nest) by Ilkka Remes
- 3 **Ei kertonut katuvansa** (Defiance) by Tommi Kinnunen

BONNIER BOOKS UK

- 1 **The Beekeeper of Aleppo** by Christy Lefteri
- 2 **The Tattooist of Auschwitz** by Heather Morris
- 3 **Cilka's Journey** by Heather Morris

BONNIER BOOKS POLSKA

- 1 **Podróż Cilki** (Cilka's Journey) by Heather Morris
- 2 **Jadłonomia po polsku** (Polish meals by Jadłonomia) by Marta Dymek
- 3 **Wyrwa** (Void) by Wojciech Chmielarz

ALPHA

- 1 **Isola** by Katrine Engberg
- 2 **Nådesløse kvinder** (Women of No Mercy) by Camilla Läckberg
- 3 **Den franske fotograf** (The French Photographer) by Natasha Lester

GUTKIND

- 1 **Meter i sekundet** (Metres per Second) by Stine Pilgaard
- 2 **Tour de Chambre** by Tine Høeg
- 3 **Det er de danske som flygter** (It is the Danes who are fleeing) by Lise Ringhof & Erik Valeur

BOOKBEAT

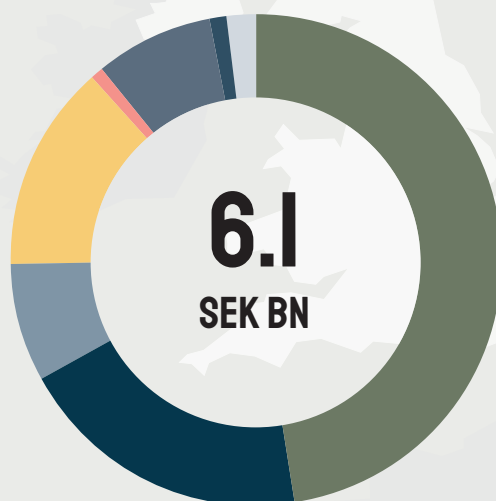
- 1 **Harry Potter and the Order of the Phoenix** by J.K. Rowling (Sweden and Finland)
- 2 **Where the Crawdads Sing** by Delia Owens (Sweden, Finland and Denmark)
- 3 **Harry Potter and Goblet of Fire** by J.K. Rowling (Sweden and Finland)

A STRONG EUROPEAN PRESENCE

As the home of successful publishing houses, digital subscription service BookBeat and two retail chains, Bonnier Books is a strong player in the market.

135 MILLION
BOOKS SOLD IN 2020

THE BUSINESSES' SHARE OF BONNIER BOOKS' NET SALES



Bonnier Media Deutschland	49%, page 21
Bonnierförlagen	20%, page 22
WSOY	8%, page 24
Bonnier Books UK	14%, page 25
Bonnier Books Polska	1%, page 26
Gutkind	0% ¹⁾ , page 27
Alpha	0% ¹⁾ , page 27
BookBeat	8%, page 28
Pocket Shop	1%, page 29
Akateeminen Kirjakauppa	2%, page 29

The table excludes central functions and intercompany eliminations.

1) Gutkind and Alpha are newly launched publishing houses.

Cappelen Damm as an associated company, is only included as share of profits.

GERMANY

Bonnier Media Deutschland was able to secure a year of record sales despite the challenging market conditions.

Bonnier Media Deutschland is the second largest player in the German market. The business encompasses publishers and imprints arsEdition, Carlsen, Hörbuch Hamburg, Münchner Verlagsgruppe, Piper, Thienemann-Esslinger and Ullstein Buchverlage. Many of these represent a long-lasting and proud publishing tradition tracing back to the nineteenth century. Bonnier Media Deutschland has the broadest portfolio among the large publishing houses and offers fiction, non-fiction, children’s and youth books, manga and gift books and is a market leader in the latter three categories.

2020 in brief

The German book market was negatively impacted by Covid-19 in 2020. Book sales decreased by 2.3 percent in value, and the only genre with sales growth was children’s and young adults’ books.

Due to the broad portfolio, which turned out to be a big advantage in the pandemic, Bonnier Media Deutschland was able to secure a year of record sales despite the challenging market conditions. Its turnover came in at EUR 285 million (254), up 12 percent as a result of the current strong demand for Bonnier Media Deutschland’s physical books, e-books, and audio books. The sales development did not depend on major bestsellers as the range of good selling titles was vast.

Compared with the other two major German publishing groups, Bonnier Media Deutschland was the only group to grow, implying a gain in market share during 2020.



BONNIER
Media Deutschland

CEO	Christian Schumacher-Gebler
Headquarters	Munich, Germany
Turnover 2020	EUR 285 million
Number of employees (FTE)	632
New titles in 2020	3,000
Total number of books sold (in all formats)	64 million

SWEDEN

Bonnierförlagen hit an all-time sales record and topped the best-selling charts in Sweden.

Bonnierförlagen is the largest player in the Swedish book publishing industry. It comprises Albert Bonniers Förlag, Bonnier's first publishing house founded 1837, as well as the publishing houses Bokförlaget Forum, Bonnier Audio, Bonnier Carlsen, Bonnier Fakta, Max Ström, Wahlström & Widstrand and Älska Pocket, among others. Bonnierförlagen also includes book clubs and the agency Bonnier Rights.

In Sweden, Bonnierförlagen is recognised for its unrivalled editorial competence and strong sales and marketing capabilities of fiction, narrative and illustrated non-fiction and children's books.

2020 in brief

The Swedish book market recorded an all-time sales record for books in 2020, with sales up 8.7 percent by value and 21.5 percent by volume. The increase is reflected across almost all genres, with a particularly strong performance by adult fiction and crime. Poetry, often denoted a niche genre, increased by a whopping 50 percent in 2020. For the first time ever, digital formats surpassed printed book sales.

With 18 million books sold in 2020, Bonnierförlagen hit an all-time sales record and topped the best-selling charts in Sweden. The business increased its turnover to SEK 1,223 million, up 3 percent from 2019 (1,184). The sales development together with well-implemented and effective cost savings following the pandemic, resulted in a sound EBITA margin.



BONNIER

Bonnierförlagen

CEO	Sara Börsvik ¹⁾
Headquarters	Stockholm, Sweden
Turnover 2020	SEK 1,223 million
Number of employees (FTE)	242
New titles in 2020	526
Total number of books sold (in all formats)	18 million

1) Mattias Fyrenius was appointed CEO of Bonnierförlagen in March 2021.

FINLAND

A record year with all-time high sales and result, further strengthening WSOY’s leading position in the market.



WSOY (Werner Söderström OY) is a household name in Finland. With a heritage stretching back to 1878, it is known as the publisher of many great classic Finnish authors. Today WSOY publishes a wide range of Finnish and translated literature, fiction and non-fiction, children’s and youth books for all age groups. Prominent publishers and imprints include Johnny Kniga, Tammi, Bazar, Kosmos and Readme. WSOY strives to be the vanguard of Finnish literature by discovering and publishing the very best of writing both in Finland and the world at large. WSOY nurtures its great literary heritage and endeavours to keep books and reading at the heart of the Finnish way of life.

2020 in brief

The Finnish book market noted a significant growth in book sales in 2020. In total the market grew by 14.5 percent measured in value. Digital audio recorded a year-on-year increase of 119 percent. WSOY’s turnover increased by 26 percent to EUR 46 million (36) in 2020. In line with the market development the share of sales from digital formats increased significantly. As a result of the sales growth, WSOY has reached an all-time high in EBITA. At the close of the year, WSOY signed agreements to acquire the Finnish publishers Docendo and Minerva, further strengthening its presence on the Finnish book market.

WSOY 	
CEO	Timo Julkunen
Headquarters	Helsinki, Finland
Turnover 2020	EUR 46 million
Number of employees (FTE)	119
New titles in 2020	626
Total number of books sold (in all formats)	8.5 million

UNITED KINGDOM

*At Bonnier Books UK,
every book matters.*



Bonnier Books UK is home to 12 adult and children's imprints, publishing across a wide variety of genres for different ages. From crime to reading group fiction; memoir to self-help; activity to reference – Bonnier Books UK believes every book matters.

In recent years the company has successfully established itself as a fully-fledged UK publisher and in 2021 will further broaden and strengthen its publishing with the launch of three new imprints, including digital-first publisher Embla Books.

As an employer, Bonnier Books UK is widely recognised for its forward-thinking and progressive policies and commitment to building a culture where everyone has the potential to thrive – no matter their age, interests or background.

2020 in brief

Despite two country-wide lockdowns, the British book market increased its sales of printed books year-on-year by 5.2 percent according to Nielsen's estimates. Sales of digital audio grew by 20 percent. Bonnier Books UK saw a decrease in sales of 11 percent to GBP 73 million (82), mainly as a result of reduced export sales. Despite the drop in sales the gross margins held up and there was a good development in digital sales.

BONNIER

Books UK

CEO	Perminder Mann
Headquarters	London, UK
Turnover 2020	GBP 73 million
Number of employees (FTE)	296
New titles in 2020	Trade: 400 Mass market (Igloo Books): 3,300
Total number of books sold (in all formats)	38 million

INTERVIEW WITH PERMINDER MANN, CEO OF BONNIER BOOKS UK

*Our vision is for our workforce
and our publishing lists to be
representative of society*



What does diversity and inclusion mean for Bonnier Books UK?

Ultimately, our vision is for our workforce and our publishing lists to be representative of society. This is “the right thing to do” from a social perspective, but at the end of the day it is about building a modern, relevant publishing business that will thrive creatively and commercially for decades to come.

How will you realise this vision?

We have identified three key areas: recruit, retain and develop talent from all backgrounds and build a truly inclusive culture, where everybody can thrive; work hard to spread the love of reading and listening to books to all people; and broaden our talent pipeline, reaching out to the changemakers of tomorrow and persuading them to consider a career in our industry. These three areas all come together in our newly launched Diversity and Inclusion Plan.

Could you please tell us more about the Diversity and Inclusion Plan?

To achieve meaningful progress, we knew we had to be accountable and to be accountable we had to measure. Our first step was to commission research into our workforce, publishing list, recruitment pool, and gender pay gap. It was invaluable in helping us to identify our priorities as a business – these priorities then informed our action plan. One of the key findings of this research was that our recruitment pool broadly mirrors our workforce, demonstrating to us the need to be more pro-active in our approach.

As proud supporters of the BBC Creative Allies initiative, we are committed to creating positive change at Bonnier Books UK using the RIVERS six streams of inclusion. This is a toolkit that provides a route for creative sector organisations to recruit, develop and retain diverse talent.

The action plan has been put together with a long-term view – we know we will not achieve meaningful change overnight and that progress will not always be linear. We do not see diversity and inclusion as a level for competing with other publishers, and so we are committed to being open, transparent and sharing our learnings along the way.



Bonnier Books UK is committed to measuring its progress annually and will share this in a report that will be published on bonnierbooks.co.uk

POLAND

Bonnier Books Polska reported an increase in turnover of 29 percent.

Bonnier Books Polska comprises the publishing house Marginesy, the children's and youth publisher Jaguar, and the newly launched children's book imprint Kropka. The books published by Bonnier Books Polska include richly illustrated autobiographies and biographies, illustrated non-fiction (cook-books and hobby), fiction by Polish and foreign authors, comics, and children's and youth books.

Making the books beautiful and pleasing to the eye, and at the same time taking care of their content and making the reading truly satisfying to the readers, is of utmost importance to Bonnier Books Polska. This is why it works with the best translators, editors and graphic designers in the market.

2020 in brief

The Polish book publishing market grew by 5.8 percent in 2020. Bonnier Books Polska outperformed the market and its turnover came in at PLN 27 million (21), representing an increase in turnover of 29 percent from 2019. Given the current size of the business the profitability is excellent. A highlight from the year was the launch of the imprint Kropka, under which beautifully illustrated, engaging and inventive books for children are published.

**BONNIER**

Books Polska

CEO	Krzysztof Grudziński
Headquarters	Warsaw, Poland
Turnover 2020	PLN 27 million
Number of employees (FTE)	17
New titles in 2020	116
Total number of books sold (in all formats)	1.4 million

DENMARK

2020 marked Bonnier Books’ return to the Danish book market.

In January 2020, 216 years after Gutkind Hirschel (later Gerhard Bonnier) started his first business in Copenhagen, Bonnier Books founded the Danish publishing house Gutkind, which has been named in his honour. Gutkind is a modern publishing house, run with professionalism, passion and pride. It publishes Danish and translated fiction for adults as well as narrative non-fiction.

In 2020, Bonnier Books also acquired the newly founded publishing house Alpha (formerly Strawberry Publishing Denmark). Alpha is a boutique publishing house that primarily publishes Danish and translated fiction, children’s and youth books and a few, handpicked non-fiction titles. With the backing of Bonnier Books, Alpha combines the best of a small and a big publishing house with its close corporation with authors, media and retailers.

2020 in brief

In 2020, the Danish book publishing industry grew by 5.6 percent compared with 2019, according to Danish Publishers. The greatest increase in sales were seen in fiction which increased by 9.1 percent in the year. 2020 marked Bonnier Books’ return to the Danish book market.

During its first year in business, Gutkind signed 20 authors and purchased rights to 20 international titles. Gutkind secured a turnover of DKK 10 million.

Alpha’s focus in 2020 has been to establish a solid and diverse list of authors, ranging from Danish debutants to big international authors. During the year Alpha signed 30 authors, rights to more than 50 titles, and had six titles on the Danish best-seller list. Together they represented all of Alpha’s genres. Alpha’s turnover came in at DKK 7 million.



	 Gutkind	 alpha
CEO	Jacob Søndergaard	Birgitte Franch
Headquarters	Copenhagen, Denmark	Copenhagen, Denmark
Turnover 2020	DKK 10 million	DKK 7 million
Number of employees (FTE)	5	2.3
New titles in 2020	12	13
Total number of books sold (in all formats)	144,000	106,000

Gutkind and Alpha were launched on 1 January 2020. Alpha was acquired by Bonnier Books in May 2020.

DIGITAL SUBSCRIPTION

68 percent increase in consumption of audio books in 2020.

In 2015 Bonnier Books gathered a team of digital innovators and literature lovers to create a market leading service for digital books. Spurred on by the curiosity and a profound commitment to users, to books and to new technology, they created BookBeat. The subscription service was launched in Sweden and Finland in 2016 and is now available in 28 European markets. Today BookBeat's offering comprises more than 200,000 titles.

2020 in brief

The digital formats, and audio in particular, showed record growth in many of BookBeat's markets. In Sweden, digital subscription services increased their sales by 25 percent and accounted for 57 percent of the book market by volume. A similar trend was evident in Finland where sales of digital audio increased by 116 percent year on year.

The strong growth in digital subscription services is also reflected in BookBeat's turnover which increased by 63 percent to SEK 508 million. The number of paying subscribers reached 422,818, an increase of 65 percent. Most subscribers are in Sweden, Finland and Germany.



BookBeat

CEO	Niclas Sandin
Headquarters	Stockholm, Sweden
Turnover 2020	SEK 508 million
Number of employees (FTE)	76
Number of paying users at year end	422,818
Hours of listening 2020	107,527,438



THE “BOOK HOUSE”

The “Book House” in Helsinki has been Akateeminen Kirjakauppa’s flagship store since October 1969. The building was designed by the world-renowned Finnish architect Alvar Aalto.



RETAIL CHAINS

Bonnier Books operates two retail chains across the Nordics.

Pocket Shop is a retailer of paperbacks in Sweden offering fiction, non-fiction and children’s books. In 2020 Pocket Shop operated 13 shops in Sweden and one shop in Germany. Most shops are located at railway stations and airports. Pocket Shop’s vision is to give all people the possibility to own and experience books, and to lead the development of the modern bookstore with ever-changing product categories depending on demands, trends and technical developments.

Akateeminen Kirjakauppa (The Academic Bookstore) is the second largest book retailer in Finland, renowned for its good customer service and active participation in Finnish cultural life. More than 120 years after the first store was opened, it still serves as a meeting point. Today, the retail chain offers an assortment of books, stationery and magazines. It is particularly well-known for its wide selection of international and Swedish literature.

2020 in brief

In Sweden, sales of paperback books across all channels dropped by 13.5 percent by value. As a result of the negative market conditions, Pocket Shop’s turnover decreased by 71 percent to SEK 44 million (148), reflecting the impact of the pandemic on physical retail outlets in general and those in transport hubs in particular. In addition to the non-controllable market factors, the year was characterised by effective cost savings and cash outflow optimisation.

Sales in physical bookstores in Finland dropped by 10 percent in 2020. Akateeminen Kirjakauppa’s turnover decreased by 25 percent to EUR 13 million, mainly due to reduced customer footfall in the stores as a result of the pandemic. Akateeminen Kirjakauppa maintains its effective working capital management and the long-term trend is sound.



		
CEO	Magnus Brundin	
Headquarters	Stockholm, Sweden	Helsinki, Finland
Turnover 2020	SEK 44 million	EUR 13 million
Number of employees (FTE)	60	64

FINANCIALS AND EMPLOYEE DATA

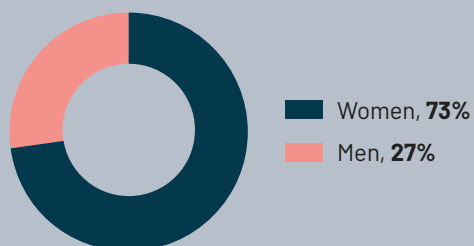
FINANCIAL DATA

MSEK	2020	2019
Net sales	6,112	5,770
EBITA	392	190
Cash flow from operations	391	238
Cash conversion (OFCF/EBITA)	99.9%	125.5%
Working capital / Net sales	11.1%	12.0%

EMPLOYEES, FULL-TIME EQUIVALENTS

FTE average	2020	2019
Bonnier Media Deutschland	632	627
Bonnierförlagen	242	255
WSOY	119	107
Bonnier Books UK	296	312
Bonnier Books Polska	17	17
Alpha	3	–
Gutkind	5	–
BookBeat	76	52
Pocket Shop	60	80
Akateeminen Kirjakauppa	64	78
Other functions	18	14
Total	1,532	1,540

GENDER DISTRIBUTION 2020, BONNIER BOOKS



We are positioned to continue our growth journey

What were the main drivers behind increased profitability in 2020?

First and foremost, our growing publishing top line obviously lays a good foundation to deliver strong financial performance. However, in 2020 we also managed to reduce our cost base, partly due to the pandemic, which together with boosted gross margins improve the profitability considerably, both in absolute and relative terms. In addition, although it is a hugely successful investment, one has to keep in mind that the BookBeat expansion has a negative impact on our operating profits of more than SEK 100 m compared with the previous year.

Anything that stands out in particular?

It is impossible to speak of 2020 without mentioning Bonnier Media Deutschland and WSOY. These two publishing houses have had an absolute stellar year from every standpoint from publishing achievements to capital efficiency. Lastly, hats off to the BookBeat team which not only managed to meet growth expectations but also to bring on a lot of new talent amid a pandemic.

What are the prospects of continuing the positive trend?

With such an excellent year behind us and a very strong balance sheet, we are positioned to continue our growth journey, hopefully fuelled by a couple of acquisitions. Our publishing houses are in great shape, retail is hopefully starting to bounce back, and our investments in BookBeat will remain sizeable.



**INTERVIEW WITH
JIM ZETTERLUND,
CFO/COO OF
BONNIER BOOKS**

BOARD OF DIRECTORS



Maria Curman

Chairperson
of the Board



Albert Bonnier

Board member



Jan Bernhardsson

Board member



Göran Öhrn

Board member



Sara Öhrvall

Board member



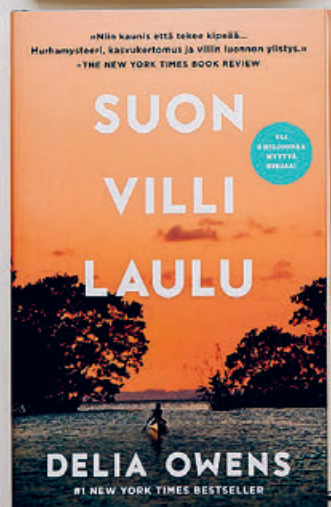
Martin Harris

Employee representative



Susanne Granberg

Employee representative,
Deputy board member



Photographers:
Pernilla Sjöholm, inside front cover
Kuvatoimisto Kuvio Oy, page 32

BONNIER

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