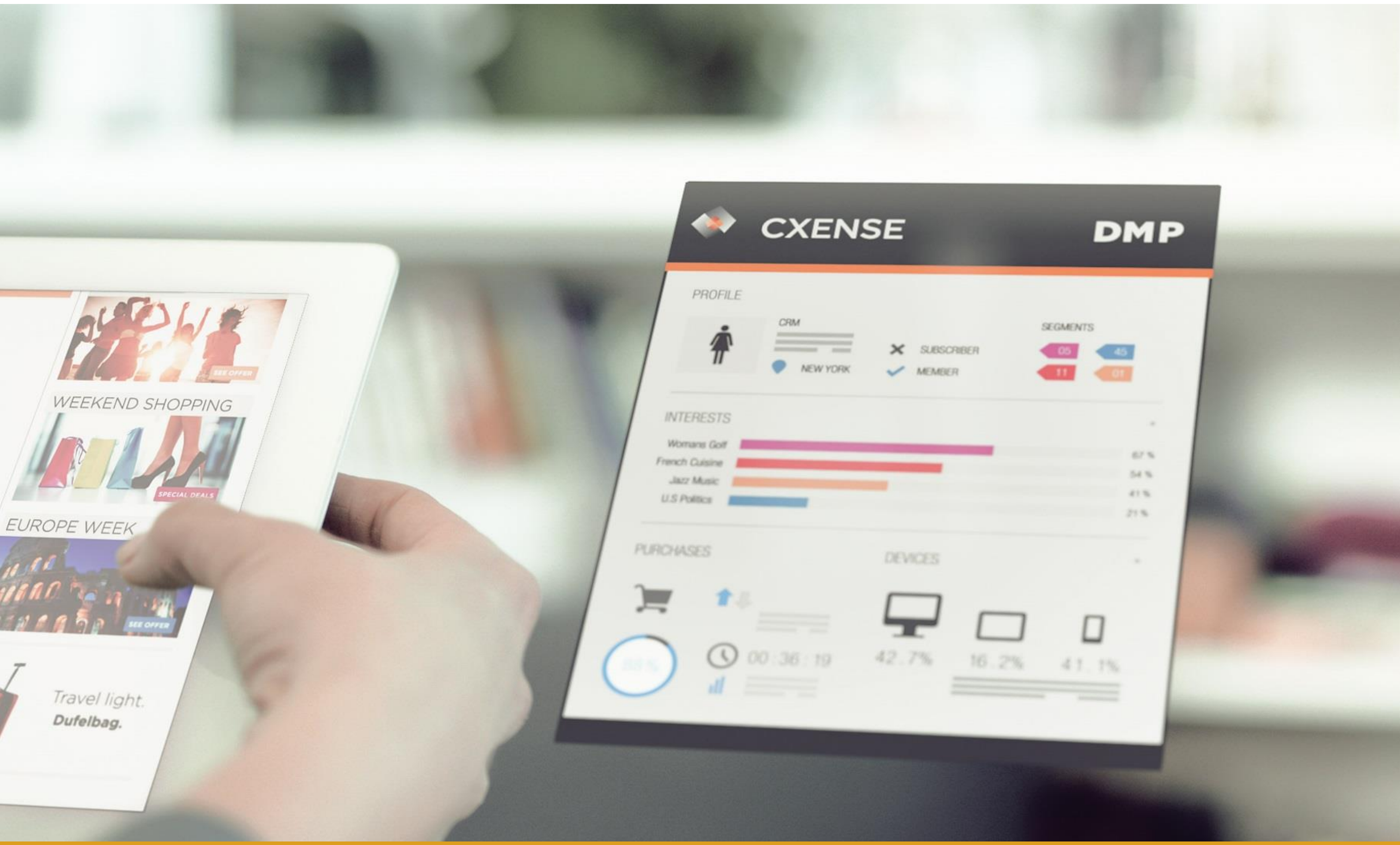
CXENSE

Second quarter report 2015



EXTRAORDINARY INSIGHT

Contents

Selected highlights

- ***All-time record order intake with 37 new contracts in Q2 2015, a growth of 19% compared to Q1 2015.***
  - Cxense Data Management Platform (DMP) driving the growth.
  - Strengthening existing and establishing footprint in new customer segments
  - Major players like Gannett, AEON, Nikkei BP, El Pais, Red Bull, Weather Channel and Guardian have signed new significant contracts with Cxense in Q2 2015.

- ***Q2 2015 sales efficiency reached an all-time high.***
  - Average new annualized recurring revenue per sales representative of USD 528 thousand, a growth of 76%, compared to USD 300 thousand in Q1 2015.
  - The average deal size increased 71% with annualized recurring revenue per contract increased from USD 72 thousand in Q2 2015, compared to USD 42 thousand in Q1 2015.

- ***Churn still high, but nearly halved to USD 0.22 million in Q2 2015, from USD 0.42 million in Q1 2015.***
  - Cxense has focused on customer retention in recent quarters, with a positive impact in Q2 2015. The churn is expected to continue to decline in Q3 2015.

- ***Q2 2015 SaaS segment gross margin of 78%, compared to 81% in Q2 2014***
  - The lower gross margin is the result of the opening of a new data center in Tokyo, Japan, in Q1 2015
  - Before year-end, a gross margin increase expected to above 80% through identified improvement measures.

- ***The acquisition of Maxifier, finalized at the end of Q2 2015, will prove to be a very good investment for Cxense***
  - Improved footprint in North America, as well as EMEA.
  - Two new customer contracts signed after closing.
  - Through integration, synergy capture and committed new contracts, Maxifier is expected to reach positive EBITDA contribution by the end of Q3 2015.

- ***Q2 2015 adjusted revenue run-rate, significantly above Q2 2015 reported figures***
  - Contract boost late in the Q2 2015 and throughout the summer – with effect in Q3 2015
  - Maxifier acquisition with effect in Q3 2015
  - Q2 2015 SaaS segment adjusted annualized revenue run-rate of USD 17.0 million, compared to Q2 2015 reported annualized revenue of USD 11.8 million, and Q1 2015 reported of USD 13.2 million
  - Q2 2015 Group adjusted annualized revenue run-rate of USD 19.3 million

- ***The Q2 2015 adjusted SaaS segment EBITDA was USD -2.1 million, a loss reduction compared to USD -2.9 million in the same quarter last year***

"Q2 2015 was another strong quarter for Cxense with a record number of new contracts. As we signed the contracts late in the quarter, and with our Software-as-a-Service model (subscription), the majority of the revenue effect will materialize from Q3 2015. In addition, we closed the Maxifier acquisition. We have already restructured operations and expect a positive EBITDA run-rate contribution by the end of Q3 2015. The Maxifier software suite complements the Cxense Software Suite, making our offering to premium publishers even stronger. We increased the cost base somewhat during Q2 2015 to strengthen our sales organization, but have taken steps to reduce it back to normalized levels in 2H 2015. Last, but not least, we signed a promising partner agreement with mporium, an Aim listed company, of which we currently control 23.5%. mporium will bring the Cxense technology to the mobile e-Commerce world. Cxense is gaining traction, and the company is well-positioned to grow together with our customers."

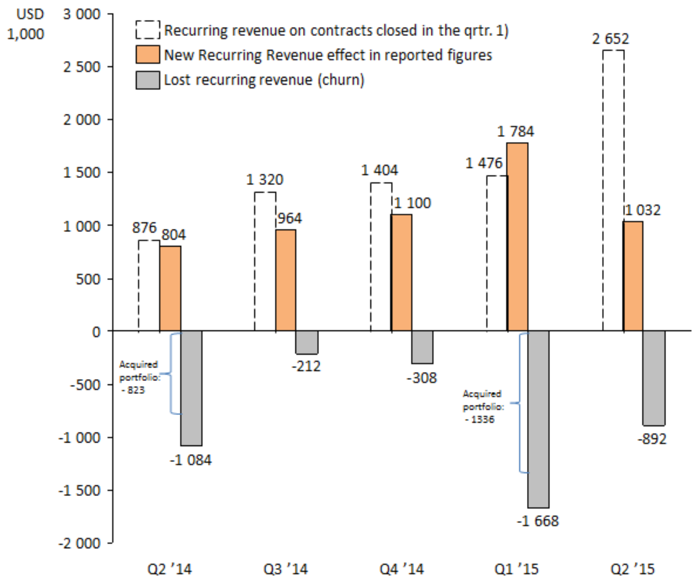
Ståle Bjørnstad, CEO Cxense ASA

Q2 2015 in brief

The SaaS (software-as-a-service) revenue model represents a predictable revenue stream for Cxense ASA. Contracts are normally signed for 12 months with automatic renewal, promoting long-term relationships with our customers.

Cxense signed 37 new contracts in the quarter, an increase of 19% from Q1 2015, and 28% above the average number for the previous three quarters. The contracts were mainly signed late in the quarter, with full revenue effect from Q3 2015 and beyond. The record-high level of new contracts confirms that customers perceive Cxense as the leading solutions provider in the market today. While revenue for Q2 2015 was weaker than Q1 2015 (affected by currency and signing of contracts late in the quarter), Cxense is set to bounce back in Q3 2015 with record new recurring revenue closed at the end of Q2 2015.

North America, Japan and EMEA continued to be our strongest performing sales regions. After a restructuring in North America last year, the region has signed a number of larger contracts, and Gannett (USA Today) became a customer of Cxense in the beginning of July 2015. Japan has continued to up-sell our solution to AEON (a Japanese retailer), which is currently our biggest client measured in monthly recurring revenue. In addition, Japan signed contracts with major players like Nikkei BP and Mainichi Shimbun. Our EMEA sales signed an important contract with Red Bull in the quarter, as well as with Jyllandsposten/Politiken and Prisa (El Pais). The Cxense Data Management Platform (DMP) continues to be the main driver for the growth.



We have worked hard to improve the sales efficiency over recent quarters, which is reflected in the Q2 2015 report. Q2 2015 sales efficiency reached an all-time high with average new annualized recurring revenue per sales representative of USD 528 thousand, a growth of 76%, compared to USD 300 thousand in Q1 2015. Annualized effect of new recurring revenue from deals closed in Q2 2015 was USD 2.65 million[1], a growth of 80% vs USD 1.48 million in Q1 2015.

Churn was reduced by approximately 50% in Q2 2015 compared to Q1 2015, and we expect the churn to continue to move down in Q3 2015. The churn comes mainly from our ad serving business. We have yet to see any churn from the Cxense DMP.

The net effect of new recurring revenue closed and churn in Q2 2015 translates to a 13% organic quarterly growth rate.

The average deal size increased 71% with annualized recurring revenue per contract increased from USD 72 thousand in Q2 2015, compared to USD 42 thousand Q1 2015.

The gross margin decreased to 78% in Q2 2015 from 84% in Q1 2015. This was mainly due to an investment in a new data center in Tokyo, Japan. As the volume in Japan, one of our most successful regions, is expected to grow, the gross margin should get back to normalized levels by year-end 2015.

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[1] Annualized recurring revenue effect of quarterly performance (the quarterly revenue effect multiplied by 4)

Data is increasingly becoming a focus for a growing number of industries, as our customers need to improve their management and use of vast amounts of user and customer data. The Cxense DMP is perfectly positioned to capture its fair share of this market growth. With our 135 employees, Cxense aims to become the leader within the publisher segment, as well as grow our business into the banking and consumer goods sectors. Over the last two quarters, we have signed our first banking client (Commercial Bank of Dubai), and our first branded consumer goods client (Red Bull). Cxense will continue to focus on the premium publishers. Still, over the next 12 months, we will allocate more resources to these new segments as we see significant growth opportunities.

Cxense is pursuing both organic and acquired growth. In Q2 2015, we acquired Maxifier Inc., a company with 65% of its revenue in North America and 35% of its revenue in EMEA. The company continues to sign contracts in Q3 2015, and both Guardian and the Weather Channel have become clients of Cxense through the Maxifier portfolio. Maxifier had negative EBITDA run rate of USD -795 thousand per quarter when Cxense acquired the company, but will turn around by the end of Q3 2015 after we have streamlined the operation.

In addition to the Maxifier acquisition, Cxense signed a partner agreement with mporium, a UK AIM-listed company, during Q2 2015. The company will enable Cxense to enter into the mobile e-commerce space. mporium has an installed base of mobile e-commerce players today, and will, through Cxense, make the software real-time actionable.

QUARTERLY REVENUE DEVELOPMENT BREAK-DOWN

ANNUALIZED FIGURES:

SaaS segment USD thousand	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Acc. last 4 periods
Revenue in previous quarter	**13 768**	**14 119**	**14 360**	**13 200**	**13 768**
New recurring license revenue effect	964	1 100	1 784	1 084	4 932
Churn effect	-212	-308	-1 668	-892	-3 080
Change in service revenue and other variable	-153	281	-412	-1 280	-1 564
Currency effect	-248	-832	-864	-296	-2 240
Revenue this quarter	**14 119**	**14 360**	**13 200**	**11 816**	**11 816**
Accumulated currency effect, reversed	248	1 080	1 944	2 240	2 240
Outbound revenue currency adjusted	14 367	15 440	15 144	14 056	14 056
Q2 run-rate adjustments					
Cxense Group revenue					*11 816*
Full effect of contracts closed until 26 August 2015					*2 940*
Full effect of known churn until 26 August 2015					*-600*
Maxifier Q2 2015 run-rate					*2 880*
Q2 SaaS run-rate revenue after adjustements					***17 036***
PCAN segment - Q2 2015 reported					*2 480*
Intra-segment eliminations - Q2 2015 reported					*-136*
Q2 Group run-rate revenue after adjustments					**19 380**

Financial development summary

USD 1,000	Q1 2013	Q2 2013	Q2 2013 cont'd.	Qtr 3 2013	Qtr 4 2013 excl. Emediate	2013 incl. Emediate Nov & Dec	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015
	IFRS	*IFRS*	*IFRS*	*IFRS*	*IFRS*	*IFRS*	*IFRS*	*IFRS*	*IFRS*	*IFRS*	*IFRS*	*IFRS*
SaaS segment												
Revenues total	**840**	**993**	**993**	**1 090**	**1 314**	**2 650**	**3 568**	**3 442**	**3 530**	**3 591**	**3 301**	**2 954**
Cost of sales	**146**	**203**	**203**	**179**	**244**	**501**	**644**	**646**	**666**	**565**	**532**	**664**
Gross profit	**694**	**790**	**790**	**911**	**1 070**	**2 149**	**2 924**	**2 797**	**2 864**	**3 025**	**2 769**	**2 290**
Gross magin %	*83 %*	*80 %*	*80 %*	*84 %*	*81 %*	*81 %*	*82 %*	*81 %*	*81 %*	*84 %*	*84 %*	*78 %*
Personnel	**1 790**	**1 832**	**1 832**	**1 833**	**2 383**	**2 935**	**3 055**	**3 861**	**4 034**	**4 487**	**2 802**	**3 063**
Other OPEX	**676**	**802**	**802**	**643**	**1 580**	**1 849**	**1 662**	**3 685**	**1 635**	**2 034**	**1 462**	**2 255**
OPEX	**2 466**	**2 633**	**2 633**	**2 476**	**3 963**	**4 784**	**4 717**	**7 546**	**5 669**	**6 521**	**4 264**	**5 318**
EBITDA	**-1 772**	**-1 844**	**-1 844**	**-1 565**	**-2 893**	**-2 635**	**-1 793**	**-4 750**	**-2 805**	**-3 496**	**-1 495**	**-3 028**
NON-IFRS adjustment of OPEX level:												
Share based payment costs									137	136	121	93
Share based social costs provision										76		10
Salary and social restrucutring provisions and costs										345		140
Office moving costs and restructuring costs									57	68		
Extraordinary/special								40	50	496		
One-off provision for doubtful debt								200	-130	210		
Transaction costs					436	436		1 607	-189	-419		658
R&D refund										-228		
Total reported OPEX adjustment items					**436**	**436**		**1 847**	**-75**	**684**	**121**	**901**
Estimated full effect of cost reduction program										**1 299**	**176**	
OPEX adjusted	**2 466**	**2 633**	**2 633**	**2 476**	**3 527**	**4 348**	**4 717**	**5 699**	**5 744**	**4 538**	**3 967**	**4 417**
EBITDA Adjusted	**-1 772**	**-1 844**	**-1 844**	**-1 565**	**-2 457**	**-2 199**	**-1 793**	**-2 903**	**-2 880**	**-1 512**	**-1 199**	**-2 126**
Capitalized operating expense											-450	-460
EBITDA Adjusted with Capitalization add back	**-1 772**	**-1 844**	**-1 844**	**-1 565**	**-2 457**	**-2 199**	**-1 793**	**-2 903**	**-2 880**	**-1 512**	**-1 649**	**-2 587**
PCAN segment												
Revenues total	**1 375**	**1 534**	**547**	**685**	**634**	**634**	**672**	**750**	**672**	**619**	**619**	**620**
Cost of Goods Sold	1 390	1 263	487	523	450	450	502	560	509	474	472	484
Gross profit	**-15**	**272**	**60**	**162**	**184**	**184**	**170**	**190**	**163**	**145**	**148**	**136**
Gross margin %		*18 %*	*11 %*	*24 %*	*29 %*	*29 %*	*25 %*	*25 %*	*24 %*	*23 %*	*24 %*	*24 %*
Personnel	238	291	124	109	107	107	145	157	154	146	116	131
Other OPEX	97	129	73	35	78	78	84	76	88	89	86	69
OPEX	335	419	196	144	185	185	229	233	242	235	203	200
EBITDA	**-350**	**-148**	**-137**	**18**	**-1**	**-1**	**-59**	**-43**	**-79**	**-89**	**-55**	**-65**
GROUP												
Revenues all segments	2 215	2 527	1 540	1 775	1 948	3 284	4 240	4 193	4 202	4 210	3 920	3 574
Intra-segment eliminations	-110	-126	-40	-67	-72	-72	-66	-78	-62	-58	-39	-34
Revenues consolidated	**2 105**	**2 401**	**1 500**	**1 708**	**1 876**	**3 212**	**4 174**	**4 115**	**4 140**	**4 152**	**3 881**	**3 540**
EBITDA	**-2 122**	**-1 991**	**-1 980**	**-1 547**	**-2 894**	**-2 636**	**-1 852**	**-4 793**	**-2 875**	**-3 585**	**-1 550**	**-3 092**
NON-IFRS adjustment of OPEX level:												
Total reported OPEX adjustment items						436		1 847	-75	684	121	901
Estimated full effect of cost reduction program										1 299	176	
EBITDA Adjusted	**-2 122**	**-1 991**	**-1 980**	**-1 547**	**-2 894**	**-2 200**	**-1 852**	**-2 946**	**-2 950**	**-1 602**	**-1 253**	**-2 191**
Capitalized operating expense											-450	-460
EBITDA Adjusted with Capitalization add back	**-2 122**	**-1 991**	**-1 980**	**-1 547**	**-2 894**	**-2 200**	**-1 852**	**-2 946**	**-2 950**	**-1 602**	**-1 703**	**-2 651**

- Q2 2013 continued and quarters thereafter exclude the discontinued operations of PPN AG. All other quarters are presented including PPN AG. Segment notes in the financial reports published after the PPN divestment are re-stated with figures for continuing operations.
- Cost of sales is presented net of the elimination differences.
- Emediate is included in Q4 2013 with the months of November and December, i.e., not a full quarter, as the effective date for the acquisition was November 1. For Q1 2014 and onwards, Emediate is consolidated with normal full quarterly effect.
- Share-based payments costs and share-based social costs provision relate to calculated cost effect of share options and subscription rights granted by the Board of Directors to the employees, calculated according to IFRS 2.
- Transaction costs in Q4 2013 include cost to lawyers and financial advisors that performed due diligence and general advisory services in connection with the acquisition of Emediate. Transaction costs related to the share issue financing the acquisition are booked against other paid-in capital, and therefore visible in the consolidated statement of changes in equity, i.e., not in the profit and loss statement. Transaction costs in Q2 2014 relates to the IPO of Cxense including VAT. Transaction costs in Q3 2014 (negative costs) relate to VAT refund on IPO costs booked in Q2 2014. Transaction costs in Q4 2014 (negative costs) relate to re-booking of some of the IPO costs against equity following the final settlement of advisor costs and VAT calculations. Transaction costs in Q2 2015 include cost to lawyers and financial advisors who performed due diligence and general advisory services in relation to Maxifier and mporium.
- Office relocation and restructuring costs mentioned under other OPEX in Q3 2014 relate to inter-city re-location of the offices in Copenhagen and Melbourne. The corresponding Q4 2014 costs relate to rent provisions for 6 months of rent of the Copenhagen office following the cost-reduction program. Office relocation and restructuring costs for Q2 2015 relate to severance cost paid in the quarter.
- Extraordinary/special in Q2 and Q3 2014 relate to one-off advisory fees. Extraordinary/special in Q4 2014 relates to: Write-downs related to the Emediate / Copenhagen restructuring and office close-down, due diligence fees and cost provisions for a new invoicing tool for the Emediate portfolio following the restructuring.
- The one-off receivable loss provision booked in Q2 2014 of USD 0.20 million was reversed by USD 0.13 million in Q3 2014 due to successful debt negotiations. The one-off receivable loss provision in Q4 2014 relates to a general increase in loss provisions following a year-end assessment.
- The adjusted EBITDA is EBITDA adjusted for all other OPEX specified in the OPEX adjustment section. The EBITDA adjusted for full effect of cost-reduction program: This EBITDA level is also adjusted for costs incurred in Q4 2014 on employees who are no longer part of the Cxense organization when the ongoing cost program is completed.

The Maxifier acquisition and mporium investment

On 1 June 2015, Cxense announced the intention to acquire 100% of the advertising optimization company Maxifier Ltd. from Dentsu Digital Holding, Eurovestech and Fieldhelm. The transaction closed on 3 July 2015. (See Note 14 for further details.)

Maxifier is an industry leader within online advertising optimization, complementing Cxense's data-driven products focused on personalizing and optimizing digital user experiences. The acquisition enhances Cxense's offering to clients in the online media and advertising sector with Maxifier's ADMAX and ADMAX TRADE products. The Maxifier customer portfolio includes premium publishers, such as Condé Nast, Forbes, The Atlantic, and Bauer Media, as well as leading classifieds publisher Leboncoin.

Headquartered in New York, Maxifier has sales offices in the UK and Japan, as well as R&D in Russia. The acquisition expands the presence in the United States and further strengthens the EMEA business. Maxifier analyzes more than 40 billion ad impressions every month to drive optimization and performance for almost 50,000 digital ad campaigns for its clients and their direct-advertiser customers. Maxifier's technology allows ad operations teams to significantly reduce time spent on manually optimizing campaigns, while simultaneously delivering higher advertising revenue by continuously improving the effectiveness of all direct-sold campaigns.

Maxifier complements Cxense in terms of customer portfolio, product offerings, and technology competence. Cxense will integrate Maxifier's solutions into the Cxense product suite, providing a truly unique and compelling offering to both existing and future customers. From a go-to-market perspective, the Maxifier regional resources will be integrated into the Cxense global team.

As consideration for 100% of the shares in Maxifier, the Cxense Board of Directors, pursuant to an authorization from the Extraordinary General Meeting of Cxense ASA on 22 June 2015, issued 223,185 shares to the selling shareholders of Maxifier Ltd. The subscription price per share, settled by the shares in Maxifier, was NOK 109.20, valuing the consideration shares at NOK 24.37 million, or USD 3.10 million, at the closing-date exchange rate. (See stock exchange notice on 3 July 2015 for further details on the closing.) All earn-out clauses concerning payment of consideration shares at 11, 12 and 24 months following completion are described in the stock exchange notice on 1 June 2015. Following the share issue, the Cxense share capital will be NOK 23,280,395 divided into 4,656,079 shares, each with a nominal value of NOK 5.

The value of the consideration shares issued at closing translates to a multiple of 1.1x the expected annualized monthly revenue in Maxifier in the month before closing. The amount of shares issued in connection with closing is subject to a later adjustment based on the difference between expected and verified revenue in the month before closing. Maxifier had sales of USD 0.67 million in the first quarter of 2015 and a negative EBITDA of USD 0.77 million. Q2 2015 reported revenues was USD 0.77 million and EBITDA was -1.15 EBITDA including some transaction-related costs. Cxense has already implemented an extensive OPEX reduction program to reduce the full monthly recurring OPEX substantially. A majority of the cost-reduction activities are already implemented and full cash cost effect is expected from March 2016 (almost 80% from September 2015). In addition, two new customer contracts have already been signed with Maxifier after closing of the transaction.

On 15 May 2015, Cxense signed a three-year OEM license agreement with UK mobile e-commerce provider mporium group plc (formerly named MoPowered Group plc). mporium provides online merchants and leading brands with a complete suite of mobile commerce solutions including tablet and smartphone apps and end-to-end, fully transactional mobile websites. This enables online businesses of any size to showcase their goods and services via a fully mobile-optimized experience, leading to higher conversions and increased sales through the mobile channel.

The agreement allows mporium to upgrade their mobile e-commerce solutions with Cxense advanced, real-time technology. For Cxense, this agreement provides increased distribution of its horizontal SaaS technology platform into another high-growth industry vertical, mobile e-commerce. Additionally, Cxense will also utilize mporium as a marketing channel for the entire Cxense SaaS suite. For the license agreement, Cxense received 50,000,000 shares in mporium at the total value of GBP 1.0 million, in addition to a cash payment to be paid after 36 months. Full quarterly recognized revenue effect from the license agreement will be USD 150 thousand, of which USD 75 thousand was already recognized in Q2 2015.

In addition to the license agreement, Cxense has taken a minority investment in mporium of GBP 0.5 million. Further, both mporium and Cxense agreed to swap shares worth GBP 0.5 million as part of building a strong strategic partnership between the two companies. In total, Cxense holds 23.5% of the shares in mporium (100,000,000 shares).

As at 30 June 2015, the fair value of the group's interest in mporium group plc, which is listed on the London Stock Exchange, was USD 8.060 million and the carrying amount of the group's interest was USD 4.276 million. (See Note 1 and Note 15.)

Condensed financial report

SECOND QUARTER 2015

Q2 2015 Group revenue amounted to USD 3.54 million, a change of USD -0.57 million compared to Q2 2014 revenues of USD 4.11 million. The decline can be explained by new software license revenue of USD 1.23 million, lost software license revenue of USD -0.77 million, reduction in other revenue of USD -0.47 million and a negative currency effect of USD -0.56 million.

The new license revenue of USD 1.23 million represents a gross YoY increase of 30% over the Q2 2014 revenue level of USD 4.11 million. 58% of the new license revenue relates to the last two quarters of the one-year period.

The negative revenue currency effect of USD -0.56 million relates to the appreciation of the USD versus other currencies. The Company reports revenues in USD, while software license contracts predominantly are settled in a mix of other currencies. About 15% of software license contracts are settled in USD. A strong USD appreciation versus all other currencies therefore lead to a revenue decrease measured in USD.

The Cxense Group has two business segments: *Cxense Software-as-a-Service* (SaaS) and *Cxense Publisher Controlled Advertising Networks* (PCAN). The Q2 2015 revenue from the SaaS segment was USD 2.92 million for external customers, and inter-segment revenue from the SaaS segment was USD 34 thousand. The SaaS segment revenues relate predominantly to sales of recurring software licenses and some implementation services. Revenue from the PCAN segment was USD 0.62 million, which comes from sale of online advertising.

The Q2 2015 group cost of sales amounted to USD 1.11 million, compared to USD 1.13 million in Q2 2014. The SaaS segment cost of sales for Q2 2015 was USD 0.66 million, while the PCAN segment cost of sales was USD 0.48 million. Cost of sales within the SaaS segment predominantly relates to the hosting of the software applications used by our customers. Cost of sales within the PCAN segment relates to revenue share paid to publishers providing their advertising space, as well as agency commission paid to advertising agencies. The Q2 2015 gross margin for the SaaS segment was 78%, compared to 81% in Q2 2014. The Q2 2015 PCAN segment gross margin was 24%, compared to 25% in Q2 2014.

The Q2 2015 employee benefit expenses were USD 3.19 million, compared to USD 4.02 million in Q2 2014. Cost reductions relative to 2014 relate to the streamlining of the organization in Q4 2014, as well as the capitalization of employee benefit expenses related to software development activities of USD 0.33 million in Q2 2015.

Other operating expenses amounted to USD 2.32 million in Q2 2015, compared to USD 3.76 million in Q2 2014. The majority of the expenses are related to travel, marketing and external consulting (audit, legal and other). The reduction in other operating expenses relates to the organizational streamlining done in Q4 2014, as well as the capitalization of other operating expenses of USD 0.13 million in Q2 2015 related to software development activities.

Cxense started capitalizing personnel benefit expenses and other operating expenses from Q1 2015 related to software development activities. The Cxense 2013 and 2014 Annual Reports were presented according to IFRS, but in these two reports, costs related to Development were not capitalized based on the rationale that the Research, Development and Maintenance activities were integrated and the associated costs thereto were not separable.

In the period from Cxense's founding in 2010 until year-end 2014, the company R&D department has grown and R&D has been organized into departments and areas with more separable tasks and deliverables. Thus, beginning in 2015 Cxense decided that Development activities are separable from Research and Maintenance and that the Development costs should be estimated separately and capitalized, and not expensed as incurred, like for the years 2013 and 2014.

The following criteria are used to assess whether capitalization costs should be capitalized:

- Costs related to Research shall not be capitalized.
- Costs related to Software Maintenance shall not be capitalized.
- Costs related to Development shall be capitalized when they meet the following capitalization criteria:
    - Development costs are separable from Research and Maintenance costs.

- The Developed software / software feature has a future revenue or cost-saving potential.
- The Company has the right to use the developed software / software feature (e.g., owns the Intellectual Property Rights).

The Q2 2015 EBITDA was USD -3.09 million, compared to USD -4.79 million in Q2 2014.

The depreciation and amortization in Q2 2015 were USD 0.40 million, compared to USD 0.32 million in Q2 2014. This increase in depreciation and amortization in Q2 2015, compared to Q2 2014, is attributable to depreciation of hosting cost investments in the second half of 2014.

The Q2 2015 goodwill that relates to the Emediate acquisition was USD 3.8 million, the same amount as at Q2 2014.

Excluding the excess value and goodwill from the Emediate-acquisition, the group has limited intangible assets. The large, distributed cloud-based systems operated by the Company are predominantly hosted on platforms leased by large reputable hosting suppliers, and thus do not lead to investments in fixed assets. However, in Q3 2014, Cxense invested USD 0.29 million in owned hosting infrastructure with an estimated monthly saving, compared to the leased solution being replaced of USD 32 thousand from Q4 2014.

The Finance income in Q2 2015 was USD 14 thousand, largely relating to interest earned on bank deposits. Finance income in Q2 2014 was USD 50 thousand. Finance expenses, mostly relating to currency expenses, amounted to USD 38 thousand in Q2 2015 and USD 71 thousand in Q2 2014.

Income tax expense for Q2 2015 was USD 19 thousand, compared to USD 29 thousand in Q2 2014. In general, the income tax expense arises in the Cxense SaaS subsidiaries in USA, Japan and Australia that perform Sales & Marketing and Research & Development activities for the parent company based on inter-company agreements (with arm's-length pricing principles).

The group net loss from continuing operations amounted to USD 3.50 million in Q2 2015, compared to USD 5.11 million in Q2 2014 and USD 1.89 million in Q1 2015. This represents a Q2 2015 loss of USD 0.0008 per share, compared to a loss of USD 0.0015 per share in Q2 2014. There was conducted a 1/200 share split in Q2 2014.

Total assets at the end of Q2 2015 amounted to USD 21.4 million, compared to USD 24.8 million as at Q2 2014, and USD 15.6 million at the end of Q4 2014.

Trade receivables stood at USD 1.74 million (equal to 44 days of inventory[2]) at the end of Q2 2015, compared to USD 2.22 million (48 days) at the end of Q2 2014.

The Q2 2015 cash position amounted to USD 5.38 million, compared to USD 11.25 million at the end of Q2 2014 and USD 2.83 million at the end of Q4 2014. In Q2 2015, the company conducted a private placement of 51,177 new shares to mporium group plc (previously named MoPowered Group plc) in connection with the share swap agreement announced by Cxense ASA on 15 May 2015. The total cash investment was USD 760 thousand, and transaction costs of USD 58 thousand were booked to equity and are presented in the consolidated statement of changes in equity.

Total current liabilities at the end of Q2 2015 were USD 6.58 million, compared to USD 6.62 million at Q2 2014.

Net cash flow used in operating activities was USD 1.54 million in Q2 2015, compared to USD 2.16 million in Q2 2014. The Q2 2015 cash flow used in operating activities was significantly lower than the Q2 2015 EBITDA. This is explained by significant accrued costs at the end of Q2 2015 that will be paid in Q3 2015. Q2 2015 also had a

[2] Days = Receivables / Quarterly revenues * 90 days

positive cash flow from intensified collection effort, reducing trade receivables by USD 384 thousand from Q1 2015. Currency translation effects also positively affected the Q2 2015 cash flow from operations.

Q2 2015 net cash flow used for investments was USD 1.24 million, related to the investment in mporium group plc and intangible assets, compared to USD 0.1 million Q2 2014. The investment in intangible assets relates to capitalization of development expenses.

Net cash flow from financing activities was USD -0.13 million in 2Q 2105, compared to USD 7.59 million in 2Q 2014 as the company raised new equity.

FIRST HALF 2015

H1 2015 Group revenue amounted to USD 7.42 million, compared to H1 2014 revenues of USD 8.29 million. The decline is mainly driven by a negative currency effect and shortfall in other revenue.

The H1 2015 group cost of sales amounted to USD 2.08 million, compared to USD 2.21 million in H1 2014. The H1 2015 employee benefit expenses were USD 6.11 million, compared to USD 7.22 million in H1 2014. Cost reductions relative to 2014 relate to the streamlining of the organization in Q4 2014, as well as the capitalization of employee benefit expenses related to software development activities of USD 0.66 million in H1 2015.

Other operating expenses amounted to USD 3.87 million in H1 2015, compared to USD 5.51 million in H1 2014. The majority of the expenses are related to travel, marketing and external consulting (audit, legal and other). The reduction in other operating expenses relates to the organizational streamlining done in Q4 2014, as well as the capitalization of other operating expenses of USD 0.25 million in H1 2015 related to software development activities.

The H1 2015 EBITDA was USD -4.64 million compared to USD -6.65 million in H1 2014.

The depreciation and amortization in H1 2015 were USD 0.76 million, compared to USD 0.63 million in H1 2014. This increase in depreciation and amortization in H1 2015, compared to H1 2014, is attributable to depreciation of hosting cost investments in the second half of 2014.

The Finance income in H1 2015 was USD 110 thousand, largely relating to interest earned on bank deposits. Finance income in H1 2014 was USD 76 thousand. Finance expenses, mostly relating to currency expenses, amounted to USD 123 thousand in H1 2015 and USD 80 thousand in H1 2014.

Income tax expense for H1 2015 was USD 25 thousand, compared to USD 93 thousand in H1 2014. In general, the income tax expense arises in the Cxense SaaS subsidiaries in USA, Japan and Australia that perform Sales & Marketing and Research & Development activities for the parent company based on inter-company agreements (with arm's-length pricing principles).

The group net loss from continuing operations amounted to USD 5.38 million in H1 2015, compared to USD 7.19 million in H1. This represents a H1 2015 loss of USD 0.0013 per share, compared to a loss of USD 0.0021 per share in H1 2014. There was a 1/200 share split in H1 2014.

Net cash flow used in operating activities was USD 4.31 million in H1 2015, compared to USD 5.02 million in H1 2014. In H1 2015, cash flow used in operating activities was significantly lower than the H1 2015 EBITDA. This is explained by share-based payments without cash effect, reduced trade receivables and positive effects from other accrual and non-current items accrued costs. Currency translation effects negatively hit the H1 2015 cash flow from operations. By the end of H1 2015, the estimated monthly group cash "burn rate" was USD -0.64 million per month.

H1 2015 net cashflow used for investments was USD 1.64 million, related to the investment in mporium group plc and intangible assets compared to USD 0.17 million used in H1 2014. The investment in intangible assets relates to capitalization of development expenses.

Net cashflow from financing activities was USD 8.49 million in H1 2105, compared to USD 7.59 million in 2Q 2014. In Q1 2015 the company conducted a private placement and a subsequent offering of combined 700,000 new shares, each subscribed at a price of NOK 100 per share. The share issues' gross proceeds were USD 9.18

million. Transaction costs of USD 0.55 million were booked to equity, and are presented in the consolidated statement of changes in equity.

RISKS AND UNCERTAINTIES

Cxense operates in a highly competitive and fragmented market with rapidly developing technologies, requiring investments in improving and enhancing the technology and solutions offered to satisfy customer requirements. Commercial success is linked to the technology and the commercialization of it, as well as related intellectual property rights. Cxense is in a growth phase, reflected in current losses and expectations of future losses. Cxense has an ambition to grow, both organically and by acquisitions, which may require additional capital. Cxense operates globally and is exposed to currency exchange rate fluctuations, which may affect earnings as well as various local tax laws. Please refer to the annual report and/or the most recent prospectus available at www.cxense.com.

TRANSACTIONS WITH RELATED PARTIES

In Q2 2015, Cxense ASA acquired 23.5% of the voting rights in mporium group plc. The investment is classified as an investment in an associated company, and is regarded as a related party. Cxense ASA has entered into a service agreement with mporium group plc and Cxense will deliver services to mporium group plc over a period of 36 months. Revenue from this service agreement, recognized in the consolidated income statement for the period, amounts to 76 thousand USD. There have not been any other changes or transactions with any related parties that significantly impact the group’s financial position or results for the period.

CONSOLIDATED INCOME STATEMENT (UNAUDITED)

USD 1,000	Note	Q2 ended 30 June 2015	Q2 ended 30 June 2014	YTD 2015	YTD 2014	Year Ended 31 December 2014
Continuing operations:						
Revenue	3	3 540	4 114	7 422	8 287	16 580
Operating expense						
Cost of goods sold	3	1 112	1 128	2 077	2 208	4 301
Employee benefit expense	4	3 194	4 018	6 113	7 219	16 039
Depreciation & Amortisation expense		399	321	757	634	1 333
Other operating expense	5	2 324	3 762	3 872	5 507	9 352
Total operating expense		**7 030**	**9 229**	**12 819**	**15 567**	**31 026**
Net operating income/(loss)		**(3 490)**	**(5 115)**	**(5 398)**	**(7 280)**	**(14 446)**
Financial income and expense						
Finance income		14	50	110	76	541
Finance expense		(38)	(71)	(123)	(80)	(382)
Net financial income/(expense)		**(24)**	**(21)**	**(12)**	**(4)**	**159**
Net income/(loss) before taxes		**(3 513)**	**(5 135)**	**(5 410)**	**(7 284)**	**(14 287)**
Income tax expense		(19)	(29)	(25)	(93)	110
Net income/(loss) for the period from continuing operations		**(3 495)**	**(5 106)**	**(5 384)**	**(7 191)**	**(14 397)**
Discontinued operations						
Net income/(loss) for the period from discontinuing operations		0	0	0	0	0
Total net income/(loss) for the period		**(3 495)**	**(5 106)**	**(5 384)**	**(7 191)**	**(14 397)**
Net income/(loss) attributable to:						
Owners of the Company		(3 462)	(5 083)	(5 327)	(7 140)	(14 266)
Non-controlling interests		(33)	(23)	(58)	(51)	(131)
Earnings per share:						
Basic and diluted	6	(0.0008)	(0.0015)	(0.0013)	(0.0021)	(0.0041)

Statement of comprehensive income

Net income/(loss) for the period	(3 495)	(5 106)	(5 384)	(7 191)	(14 397)
Other comprehensive income:					
- Currency translation differences	(185)	502	465	159	3 473
Total comprehensive income/(loss)	**(3 680)**	**(4 605)**	**(4 919)**	**(7 032)**	**(10 923)**
Total comprehensive income/(loss) attributable to:					
Owners of the Company	(3 647)	(4 582)	(4 861)	(6 981)	(10 793)
Non-controlling interests	(33)	(23)	(58)	(51)	(131)

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

USD 1,000	**Note**	**As at 30 Jun 2015**	**As at 30 Jun 2014**	**As at 31 Dec 2014**
Assets				
Non-current assets				
Goodwill		3 807	3 807	3 807
Deferred tax asset		34	11	35
Intangible assets		4 550	5 060	4 309
Office machinery, equipment,etc.		361	284	483
Investments in associated companies		4 276		-
Other financial assets		199	65	197
Total non-current assets		**13 227**	**9 228**	**8 829**
Current assets				
Trade receivables	7	1 736	2 216	2 150
Other short-term assets	8	1 097	2 123	1 827
Cash and cash equivalents		5 376	11 245	2 828
Total current assets		**8 208**	**15 584**	**6 805**
Assets classified as " held for sale"		0	0	0
Total assets		**21 435**	**24 812**	**15 635**
Equity and liabilities				
Equity				
Share capital	9	2 821	2 991	2 477
Own shares		-	-	-
Other paid in capital		16 846	22 075	18 170
Currency translation differences		4 703	923	4 238
Retained earnings		(9 470)	(8 051)	(15 097)
Equity attributable to the holders of the Company		**14 900**	**17 939**	**9 788**
Non-controlling interest		(460)	(323)	(403)
Total equity		**14 440**	**17 616**	**9 385**
Liabilities				
Non-current liabilities				
Deferred tax liabilities		414	581	480
Total non-current liabilities		**414**	**581**	**480**
Current liabilities				
Trade payables		1 073	1 841	1 454
Current taxes		74	102	119
Other short-term liabilities	10, 11	5 433	4 673	4 196
Total current liabilities		**6 581**	**6 615**	**5 770**
Liabilities related to assets "held for sale"		0		0
Total liabilities		**6 995**	**7 196**	**6 250**
Total equity and liabilities		**21 435**	**24 812**	**15 635**

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

USD 1,000	Nominal share capital	Own shares	Other paid in capital	Currency translation differences	Retained earnings	Attributable to owners of parent company	Non Controlling interest	Total equity
Total equity as at 1 January 2015	**2 477**	**0**	**18 170**	**4 238**	**(15 097)**	**9 788**	**(403)**	**9 385**
Profit for the period					(5 327)	(5 327)	(58)	(5 384)
Other comprehensive income				465		465		465
Total comprehensive income/(loss) YTD 15	*0*	*0*	*0*	*465*	*(5 327)*	*(4 861)*	*(58)*	(4 919)
Reduction of paid in-capital	*0*	*0*	*0*	*0*	*0*	*0*	0	0
Transaction costs	*0*	*0*	*(687)*	*0*	*0*	(687)	0	(687)
Share- based payments	0	0	211	0	0	211	0	211
Increase in share capital	491	0	10 722	0	0	11 214	0	11 214
Purhcase own shares	0	0	0	0	0	0	0	0
Reclassification of equity	0	0	(10 357)	0	10 357	0	0	0
Currency effects from translation of equity	(147)	0	(1 213)	0	597	(763)	0	(763)
Total equity as at 30 June 2015	**2 821**	**0**	**16 846**	**4 703**	**(9 470)**	**14 900**	**(460)**	**14 440**

USD 1,000	Nominal share capital	Own shares	Other paid in capital	Currency translation differences	Retained earnings	Attributable to owners of parent company	Non Controlling interest	Total equity
Total equity as at 1 January 2014	**2 713**	**(56)**	**22 913**	**764**	**(9 179)**	**17 154**	**(272)**	**16 882**
Profit for the period					(7 140)	(7 140)	(51)	(7 191)
Other comprehensive income				159		159		159
Total comprehensive income/(loss) for 1H 14	*0*	*0*	*0*	*159*	*(7 140)*	*(6 981)*	*(51)*	(7 032)
Reduction of paid in-capital	*0*	*0*	*0*	*0*	*0*	*0*	0	0
Transaction costs	*0*	*0*	*0*	*0*	*0*	*0*	0	0
Share- based payments	0	0	210	0	0	210	0	210
Increase in share capital	292	0	7 299	0	0	7 591	0	7 591
Purhcase own shares	0	56	0	0	0	56	0	56
Reclassification of equity	0	0	(8 238)	0	8 238	0	0	0
Currency effects from translation of equity	(14)	0	(109)	0	30	(91)	0	(91)
Total equity as at 30 June 2014	**2 991**	**(0)**	**22 075**	**923**	**(8 051)**	**17 939**	**(323)**	**17 616**

CONSOLIDATED STATEMENT OF CASH FLOW

USD 1,000	**Note**	**Q2 ended 30 Jun 2015**	**Q2 ended 30 Jun 2014**	**YTD 2015**	**YTD 2014**	**Year Ended 31 December 2014**
Cash flow from operating activities						
Profit/(loss) before income tax (including disposal group)		(3 495)	(5 115)	(5 384)	(7 262)	(14 397)
Adjustments:						
Income tax payable		(93)		(65)		(173)
Share-based payments	4	93	140	214	214	487
Result from investment in associates						
Depreciation and amortization		399	321	757	634	1 334
Impairment						
Net interest expense						
Currency translation effects		322	(27)	(302)	90	(525)
Change in trade receivables		384	715	414	784	850
Change in trade payables		(27)	729	(381)	(92)	(479)
Change in other accrual and non-current items		872	1 076	441	611	223
Net cash flow from/(used in) operating activities		**(1 544)**	**(2 162)**	**(4 305)**	**(5 022)**	**(12 679)**
Cash flow from investing activities						
Investment in furniture, fixtures and office machines		7	(46)	13	(62)	(399)
Investment in intangible assets		(484)		(890)		
Investment in associated companies		(760)	(74)	(760)	(105)	(112)
Investment in subsidiary						
Net cash effects from disposal subsidiary						
Net cash flow from/(used in) investing activities		**(1 238)**	**(120)**	**(1 638)**	**(168)**	**(512)**
Cash flow from financing activities						
Net proceeds from borrowings						
Net proceeds from share issues		(134)	7 591	8 490	7 591	7 176
Proceeds from minority interest						
Paid dividends						
Interest paid						
Net cash flow from/(used in) financing activities		**(134)**	**7 591**	**8 490**	**7 591**	**7 176**
Net increase/(decrease) in cash and cash equivalents		**(2 915)**	**5 310**	**2 546**	**2 401**	**(6 015)**
Cash and cash equivalents at the beginning of the period		8 291	5 936	2 828	8 843	8 843
Cash and cash equivalents at the end of the period		**5 376**	**11 245**	**5 376**	**11 245**	**2 828**

Notes to the consolidated financial statements

Note 1 General information

Cxense ASA, which is the parent company of the Cxense Group (the Group), is a public limited liability company incorporated and domiciled in Norway, with its corporate headquarters in Oslo. The Group is a global technology company delivering innovative and intuitive products that help companies build unique online experiences. Cxense ASA is listed on the Oslo Stock Exchange with ticker symbol CXENSE.

The company's Board of Directors approved the financial statements on 25 August 2015 after close of business on the Oslo Stock Exchange.

Note 2 Basis of preparation and accounting policies

The principal accounting policies applied in the preparation of these consolidated financial statements are set out below.

The quarterly report is prepared in accordance with IAS 34 Interim Financial Reporting and International Financial Reporting Standards (IFRS) published by the International Accounting Standards Board (IASB) and all interpretations from the Financial Reporting Interpretations Committee (IFRIC), which has been endorsed by the EU commission for adoption within the EU. The quarterly report is prepared using the same principles as those used for the 2014 annual report.

The quarterly report is unaudited.

The going concern assumption has been applied when preparing this interim financial report.

The preparation of the consolidated interim financial statements, in accordance with IFRS and applying the chosen accounting policies, requires management to make judgments, estimates and assumptions that affect the reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on a continuous basis.

Revisions to accounting estimates are recognized in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods. When preparing these consolidated interim financial statements, the significant judgments made by management, in applying the Group's accounting policies and the key sources of estimation uncertainty, were the same as those that applied to the consolidated financial statements as of the period ended 31 December 2014.

In Q2 2015, Cxense ASA acquired 23.5% of the voting rights in mporium group plc. The investment is classified as an investment in an associated company, and is regarded as a related party. Cxense ASA has entered into a service agreement with mporium group plc and Cxense will deliver services to mporium group plc over a period of 36 months. Revenue from this service agreement, recognized in the consolidated income statement for the period, amount to 76 thousand USD. There have not been any other changes or transactions with any related parties that significantly impact the Group's financial position or results for the period.

Note 3 Segment information

For management purposes, the Group is organized into business units based on its products and services and has two reportable segments:

- Cxense SaaS, which sells software-as-a-service applications based on the Extraordinary Insight Engine™ (EIE™) for real-time analysis of content, user context and behavior. The EIE is fully integrated by a range of applications (web analytics, recommendations, search and targeted advertising), which are used by Cxense customers to improve their online businesses by increasing advertising revenue, page views, readership and conversion. The business generated by Emediate is included in the Cxense SaaS segment below. Information regarding revenue and Net income/(loss) generated by Emediate after the acquisition is disclosed in Note 3.

- Publisher-Controlled Advertising Networks (PCANs), which sell online advertising on the sites of various publishers, and distribute and share the advertising revenues generated in the network with publishers.

Segment performance is evaluated by the management based on operating profit or loss, and is measured consistently with operating profit in the financial statements. Transfer prices between operating segments are on an arm's-length basis in a manner similar to transactions with third parties.

Discontinued operations:
To be consistent with the presentation in the income statement and statement of financial position, the PCAN segment presented below is exclusive to the discontinued operations. Furthermore, Cxense SaaS sale to the discontinued operation is presented as a sale to external customers.

Q2 ended 30 June 2015

USD 1,000	**SaaS**	**PCAN**	**Eliminations**	**Consolidated**
Revenue				
External customers	2 920	620	0	3 540
Inter-segment	34	0	(34)	0
Revenues total	**2 954**	**620**	**(34)**	**3 540**
Cost of goods sold	662	484	(34)	1 112
Gross profit	**2 292**	**136**	**(0)**	**2 428**
Employee benefit expense	3 063	131	0	3 194
Depreciation & Amortization expenses	398	2	0	399
Other operating expense	2 256	69	0	2 324
EBIT	**(3 425)**	**(67)**	**(0)**	**(3 490)**
Net finance income/(expense)	(24)	0	0	(24)
Income tax income/(expense)	19	0	0	19
Net income/(loss) before continuing operation	**(3 430)**	**(67)**	**(0)**	**(3 495)**
Net income/(loss) for the period from discontinuing operations	0	0	0	0
Total net income/(loss) for the period	**(3 430)**	**(67)**	**(0)**	**(3 495)**

YTD 2015

USD 1,000	Cxense SaaS	PCAN	Eliminations	Consolidated
Revenue				
External customers	6 182	1 239	0	7 422
Inter-segment	73	0	(73)	0
Revenues total	**6 255**	**1 239**	**(73)**	**7 422**
Cost of goods sold	1 194	956	(73)	2 077
Gross profit	**5 061**	**284**	**0**	**5 345**
Employee benefit expense	5 865	247	0	6 113
Depreciation & Amortization expenses	758	(1)	0	757
Other operating expense	3 716	155	0	3 872
EBIT	**(5 279)**	**(118)**	**0**	**(5 397)**
Net finance income/(expense)	(12)	0	0	(12)
Income tax income/(expense)	25	0	0	25
Net income/(loss) before continuing operation	**(5 266)**	**(118)**	**0**	**(5 384)**
Net income/(loss) for the period from discontinuing operations	0	0	0	0
Total net income/(loss) for the period	**(5 266)**	**(118)**	**0**	**(5 384)**

Balance sheet information YTD 2015

USD 1,000	Cxense SaaS	PCAN	Eliminations and unallocated	Consolidated
Segment assets:				
Non-current assets	12 999	28	199	13 227
Current assets				
- Trade receivables	1 264	471		1 736
- Other short-term assets	1 019	78	0	1 097
- Cash and cash equivalents	5 252	123		5 376
Total segment assets	**20 535**	**700**	**199**	**21 435**
Segment liabilities:				
Non-current liabilities	414	0	0	414
Current liabilities	5 668	948	(36)	6 581
Total segment liabilities	**6 082**	**948**	**(36)**	**6 995**

Q2 ended 30 June 2014

USD 1,000	**SaaS**	**PCAN**	**Eliminations**	**Consolidated**
Revenue				
External customers	3 364	750	0	4 114
Inter-segment	78	0	(78)	0
Revenues total	**3 442**	**750**	**(78)**	**4 114**
Cost of goods sold	645	560	(78)	1 128
Gross profit	**2 797**	**189**	**0**	**2 986**
Employee benefit expense	3 861	157	0	4 018
Depreciation & Amortization expenses	321	2	0	321
Other operating expense	3 686	77	0	3 762
EBIT	**(5 070)**	**(46)**	**0**	**(5 114)**
Net finance income/(expense)	(21)	0	0	(21)
Income tax income/(expense)	29	0	0	29
Net income/(loss) before continuing operation	**(5 062)**	**(46)**	**0**	**(5 106)**
Net income/(loss) for the period from discontinuing operations	0	0	0	0
Total net income/(loss) for the period	**(5 062)**	**(46)**	**0**	**(5 106)**

YTD 2014

USD 1,000	**Cxense SaaS**	**PCAN**	**Eliminations**	**Consolidated**
Revenue				
External customers	6 866	1 422	0	8 287
Inter-segment	144	0	(144)	0
Revenues total	**7 010**	**1 422**	**(144)**	**8 287**
Cost of goods sold	1 290	1 062	(144)	2 208
Gross profit	**5 720**	**359**	**0**	**6 080**
Employee benefit expense	6 916	302	0	7 219
Depreciation & Amortization expenses	630	4	0	634
Other operating expense	5 347	160	0	5 507
EBIT	**(7 173)**	**(107)**	**0**	**(7 280)**
Net finance income/(expense)	(4)	0	0	(4)
Income tax income/(expense)	93	0	0	93
Net income/(loss) before continuing operation	**(7 084)**	**(107)**	**0**	**(7 191)**
Net income/(loss) for the period from discontinuing operations	0	0	0	0
Total net income/(loss) for the period	**(7 084)**	**(107)**	**0**	**(7 191)**

Balance sheet information 30 June 2014

USD 1,000	Cxense SaaS	PCAN	Eliminations and unallocated	Consolidated
Segment assets:				
Non-current assets	9 135	31	65	9 228
Current assets				
- Trade receivables	1 828	388		2 216
- Other short-term assets	2 068	55	0	2 123
- Cash and cash equivalents	11 007	239		11 245
Total segment assets	**24 038**	**712**	**65**	**24 812**
Segment liabilities:				
Non-current liabilities	581	0	0	581
Current liabilities	5 645	1 004	(34)	6 615
Total segment liabilities	**6 226**	**1 004**	**(34)**	**7 196**

Geographic information

Revenues from external customers:	**Q2 2015**	**Q2 2014**	**2 014**
EMEA	2 617	3 356	13 423
Americas	607	435	1 774
Pacific	316	323	1 383
Total revenue from external customers	**3 540**	**4 114**	**16 580**

The revenue information above is based on the location of the entity generating the revenue, and includes sales generated by discontinued operations. Revenues from discontinued operations is included and has solely been booked to the EMEA segment in the table above. The acqusition of Emediate Group is included in the 2014 and end-of-year 2013 numbers.

Information about major customers

The Company does not have single customers who generate 10% or more of the entity's total revenue.

Note 4 Employee benefit expense

Specification of employee expense

USD 1,000	**Q2 2015**	**Q2 2014**	**YTD 2015**	**YTD 2014**	**2 014**
Payroll expense	2 796	3 082	5 387	5 757	12 277
Share-based payments	93	140	214	214	487
Social security tax	373	408	745	750	1 622
Pensions	88	127	186	231	452
Other personnel expense	178	262	238	267	1 203
Capitalized personnel expense	(334)	0	(658)	0	0
Presented as part of discontinued operatior	0	0	0	0	0
Total employee benefit expense	**3 194**	**4 018**	**6 113**	**7 219**	**16 039**

Note 5 Other operating expense

Specification of other operating expense

USD 1,000	**Q2 2015**	**Q2 2014**	**YTD 2015**	**YTD 2014**	**2014**
Audit, legal and other consulting fees	1 291	2 055	2 056	2 887	4 169
Office rental and related expenses	178	216	381	428	1 121
Marketing and representation	238	300	456	539	967
Travel expenses	413	590	710	867	1 755
Other operating expense	331	600	521	787	1 340
Capitalized other operating expense	(126)	0	-252	0	0
Presented as part of discontinued operations	0	0	0	0	0
Total other operating expense	**2 324**	**3 762**	**3 872**	**5 507**	**9 352**

Note 6 Earnings per share

USD 1,000	**Q2 2015**	**Q2 2014**	**YTD 2015**	**YTD 2014**	**2014**
Net income/(loss) for the year attributable to the parent company	(3 463)	(5 084)	(5 327)	(7 140)	(14 266)
Weighted average number of shares outstanding for basic earnings per share (1)	4 386 216	3 334 377	4 204 973	3 328 389	3 505 053
Earnings per share					
- Basic	(0.0008)	(0.0015)	(0.0013)	(0.0021)	(0.0041)
- Diluted (2)	(0.0008)	(0.0015)	(0.0013)	(0.0021)	(0.0041)

(1) A 1/200 share split was conducted at the annual general meeting 2 April 2014, in connection with the listing to the Oslo Stock Exchange.

On 22 June 2015 Cxense ASA completed the private placement of 51,177 shares to mporium group plc in connection with the share swap agreement announced by Cxense ASA on 15 May 2015

(2) The Company has 257,200 potential dilutive shares from share options and subscription rights outstanding.

Since the Group has a loss for the year, and since the potential shares do not have a dilutive effect, they are not included in the calculation

Note 7 Trade receivables

USD 1,000	**YTD 2015**	**YTD 2014**	**2014**
Trade receivables	2 135	2 825	2 660
Allowance for doubtful debts	(399)	(609)	(450)
Presented as assets "held for sale"		0	
Total trade receivables	1 736	2 216	2 210

Trade receivables are non-interest bearing and are generally on 30-day terms.

As at 31 March 2015, the aging analysis of trade receivables is as follows:

USD 1,000			Past due but not impaired		
	Total	Neither past due nor impaired	<30 days	31-90 days	>90 days
YTD 2015	2 135	1 192	323	305	315
YTD 2014	2 825	1 807	191	575	298
31 Dec 2014	2 600	1 470	432	372	326

Movements in allowance for doubtful debt:

USD 1,000	**YTD 2015**	**YTD 2014**	**2014**
Balance at the beginning of the year	450	300	300
Impairment losses recognized on receivables	43	414	224
Amounts written off during the year as uncollectible	(70)	(112)	(64)
Amounts recovered during the year	(6)	0	(7)
Impairment losses reversed	(18)	7	(3)
Balance at the end of the period	399	609	450

Note 8 Other short-term assets

USD 1,000	**YTD 2015**	**YTD 2014**	**2 014**
Accrued income	119	435	150
Prepayments	202	149	164
Receivable on authorities and government grants	19	254	197
Other short-term receivables (1)	756	1 284	1 316
Other short term assets	**1 097**	**2 123**	**1 827**

(1) During Q2 2015 half of the Escrow account from the Emediate acquisition was released in accordance with the Share Purchase Agreement.

Note 9 Share capital and shareholder information

	Number of shares	Share capital NOK	Share capital USD thousand
Balance at 30 June 2014	**3 681 717**	**18 408 585**	**2 991**
Issued during the year	-	-	-
Currency effects from translation of equity			-514
Balance at 31 December 2014	**3 681 717**	**18 408 585**	**2 477**
Issued during the year	751 177	3 755 885	491
Currency effects from translation of equity			-147
Balance as at 30 June 2015	**4 432 894**	**22 164 470**	**2 822**

Issue of shares:
On 22 June 2015, the Board, pursuant to an authorization from the Annual General Meeting dated 22 June 2015, resolved a private placement of 51,177 new shares to mporium group plc (previously named MoPowered Group plc) in connection with the share swap agreement announced by Cxense ASA on 15 May 2015.

Warrants:
In connection with the Private Placement in the Company, the Board on 10 June 2014 decided to issue two warrants for every one share subscribed for and allocated in the Private Placement. The first warrant ("Warrant A") would have a term expiring on July 4 2015 and an exercise price per share of NOK 140. The second warrant ("Warrant B") would have a term expiring on July 4 2016 and an exercise price per share of NOK 150. On July 4 2015 all Warrants A expired. None of Warrants A had been exercised by any Warrant holder. Consequently, according to the original terms, all Warrants B also expired on 4 July 2015. On 3 July 2015, the Board of Directors of Cxense tesolved to call an Extraordinary General Meeting and propose that the general meeting approves an extension of the terms of Warrant A with a period of six (6) months, thereby expiring on 12 January 2016, with Warrant B having the same term as originally resolved, expiring on 4 July 2016.Depending General Meeting approval, there are 718,434 outstanding warrants to shareholders in Cxense ASA as at 30 June 2015.

Share options and subscription rights:
On 29 June 2015, the Board pursuant to an authorization from the Annual General Meeting dated 13 May 2015, resolved to issue 117,000 subscription rights ("SRs") to employees in the company and selected partners. The exercise price is NOK 109.40 per share. As at 30 June 2015, there were 257,200 outstanding share options and subscription rights outstanding to Cxense employees.

20 largest shareholders registered in VPS as at 30 June 2015:

Shareholder	Number of shares	% Share
CXVEST LIMITED	536 502	12.1 %
ASAH AS	482 492	10.9 %
POLARIS MEDIA ASA	476 462	10.7 %
STOREBRAND VEKST	201 217	4.5 %
SIMPSON FINANCIAL LTD	196 548	4.4 %
HOME CAPITAL AS	133 076	3.0 %
ELTEK HOLDING AS	120 000	2.7 %
MP PENSJON PK	117 908	2.7 %
PORTIA AS	104 000	2.3 %
FOLLO EIENDOM AS	99 770	2.3 %
PENSJONSORDNINGEN	88 461	2.0 %
DNB NOR MARKETS, AKSJEHAND/ANALYSE	84 000	1.9 %
VIOLA AS	83 138	1.9 %
GBBT AS	81 800	1.8 %
MIKITANI	80 000	1.8 %
DANIELSEN	75 400	1.7 %
GOLDMAN SACHS	75 000	1.7 %
ØHRN	73 000	1.6 %
CRESSIDA AS	70 076	1.6 %
AWILHELMSEN CAPITAL II AS	66 625	1.5 %
Total top 20 shareholders	**3 245 475**	**73 %**
Others	1 187 419	27 %
Total	**4 432 894**	**100 %**

An updated list of the 20 largest shareholders can be found under the Investor Relations section on the Cxense website (www.cxense.com)

Note 10 Other short-term liabilities

USD 1,000	**YTD 2015**	**YTD 2014**	**2014**
Public duties payables	623	350	551
Prepayments from customers (1)	1 843	162	87
Accrued expenses	1 399	2 062	1 196
Salary-related provisions	820	586	999
Other current liabilities	749	1 512	1 363
Total other short-term liabilities	**5 433**	**4 673**	**4 196**

(1) Prepayments from customers has increased significantly in YTD 2015 as a result of the Mporium transaction which had prepaid software license revenues of USD 1 417 thousand as at 30.06.2015

Note 11 Related party disclosures

Balances and transactions between the Company and its subsidiaries, which are related parties to the Company, have been eliminated on consolidation and are not disclosed in this note. The group does not have other transactions with related parties, except for remuneration to management as disclosed below:

USD 1,000

Sale of services to	**Description of services**	**YTD 2015**	**YTD 2014**	**2014**
mporium group plc	License	76	0	0

USD 1,000

Purchase of services from	**Description of services**	**YTD 2015**	**YTD 2014**	**2014**
Advokatfirma Ræder (1)	Legal services	479	600	672
Theoline AS (2)	Consulting services	-	8	64

(1) The Chairman of the Board in Cxense ASA is a partner in Advokatfirma Ræder.

(2) Stig Eide Sivertsen, Board member until 12 May 2015, is the owner of Theoline AS.

USD 1,000

Balances with related parties	**Balance type**	**YTD 2015**	**YTD 2014**	**2014**
Advokatfirma Ræder	Other short-term Liabilities	335	275	125
Theoline AS	Trade payables	0	10	0

all figures incl. VAT

Note 12 Subsidiaries

Name of subsidiary	Principal activity according to segment	Place of incorporation	Portion of ownership and voting power
Cxense Ltd.	Cxense SaaS	Australia	100 %
Cxense Co., Ltd.	Cxense SaaS	Japan	100 %
Cxense, Inc.	Cxense SaaS	USA	100 %
Cxense Inc. NV Holdings	Cxense SaaS	USA	100 %
Emediate Aps	Cxense SaaS	Denmark	100 %
Emseas Teknik AB (Emediate Sweden)	Cxense SaaS	Sweden	100 %
Maxifier Ltd. (1)	Cxense SaaS	UK	100 %
Maxifier Inc. (1)	Cxense SaaS	USA	100 %
Maxifier KK (1)	Cxense SaaS	Japan	100 %
Maxifier Development (1)	Cxense SaaS	Russia	100 %
Premium Audience Network, s.l.u.	PCAN	Spain	51 %

(1) Transaction closed 3 July 2015

Note 13 Contingent liabilities

The Group has not been involved in any legal or financial disputes in Q2 2015 or Q2 2014, where an adverse outcome is considered more likely than remote, except for the following:

None

Note 14 Events after the reporting period

Since 31 March 2015 and until the date of these financial statements, the Board of Directors is not aware of any matter or circumstance not otherwise dealt with in this report, that has significantly or may significantly affect the operations of the Consolidated Entity with the exception of the following:

On 3 July 2015, the group acquired 100 % of the share capital of Maxifier Ltd., a group that visualizes and optimizes their customers' direct sold advertising campaigns. The transaction consideration is Cxense shares, and includes a performance-based earn-out structure. The total purchase price, including contingent considerations, is estimated at USD 7.9 million.

Details of net assets acquired and goodwill are as follows:

USD 1,000	**On acquisition**
Purchase consideration:	
- Shares issued	3 221
- Deferred consideration	4 722
Total purchase consideration	7 943
Fair value of assets acquired (see below)	2 470
Goodwill	**5 473**

The deferred consideration is based on revenue growth estimates and consists of the consideration shares subject to the condition that the average gross revenue for the 8th and 9th months after completion is equal to or greater than USD 270 thousand and the estimated consideration shares from the two earnout periods.

The above goodwill is attributable to the complementation of the Maxifier online advertising optimization with the Cxense data-driven products, which focus on personalizing and optimizing. The acquisition enhances Cxense's offering to clients in the online media and advertising sector with Maxifier's products

The assets and liabilities arising from the acquisition, provisionally determined, are as follows:

USD 1,000	Fair value
Customer relationships	2 458
Trade and other receivables	933
Property, plant and equipment	343
Technology	312
Cash and cash equivalents	193
Trade and other payables	-71
Other current liabilities	-593
Deferred tax liabilites	-1 105
Net assets acquired	**2 470**

For stock exchange notices please see www.cxense.com

Note 15 Investments in associated companies

Set out below are the associates of the Group as at 30 June 2015, which, in the opinion of the Directors, are material to the Group. The associates, as listed below, have share capital consisting solely of ordinary shares, which are held directly by the Group; the country of incorporation or registration is also their principal place of business.

Nature of investment in associated companies:

Name of entity	Place of business/ country of incorporation	% of ownership interest	Nature of relationship	Measurement method
mporium group plc	United Kingdom	23.5	Note 1	Equity

Note 1: mporium group plc provides online merchants and leading brands with a complete suite of mobile commerce solutions. Cxense has entered into an OEM agreement with mporium group plc which empowers mporium group plc to significantly upgrade their mobile e-commerce solutions.

As at 30 June 2015, the fair value of the Group's interest in mporium group plc, which is listed on the London Stock Exchange, was USD 8 060 thousand and the carrying amount of the group's interest was USD 4 276 thousand.

Responsibility statement

We confirm, to the best of our knowledge, that the condensed set of financial statements for the period 1 January to 30 June 2015 has been prepared in accordance with IAS 34-Interim Financial Reporting, and gives a true and fair view of the Cxense Group's assets, liabilities, financial position and results for the period. We also confirm, to the best of our knowledge, that the financial review includes a fair review of important events that have occurred during the first six months of the financial year and their impact on the financial statements, any major related parties transactions, and a description of the principal risks and uncertainties for the remaining six months of the financial year.

The Board of Directors of Cxense ASA

Oslo, 25 August 2015

Morten Opstad	Per Olav Monseth	Bente Sollied Storehaug
Chairman	Board member	Board member
Svein Ramsay Goli	Kjersti Wiklund	Ståle Bjørnstad
Board member	Board member	Chief Executive Officer