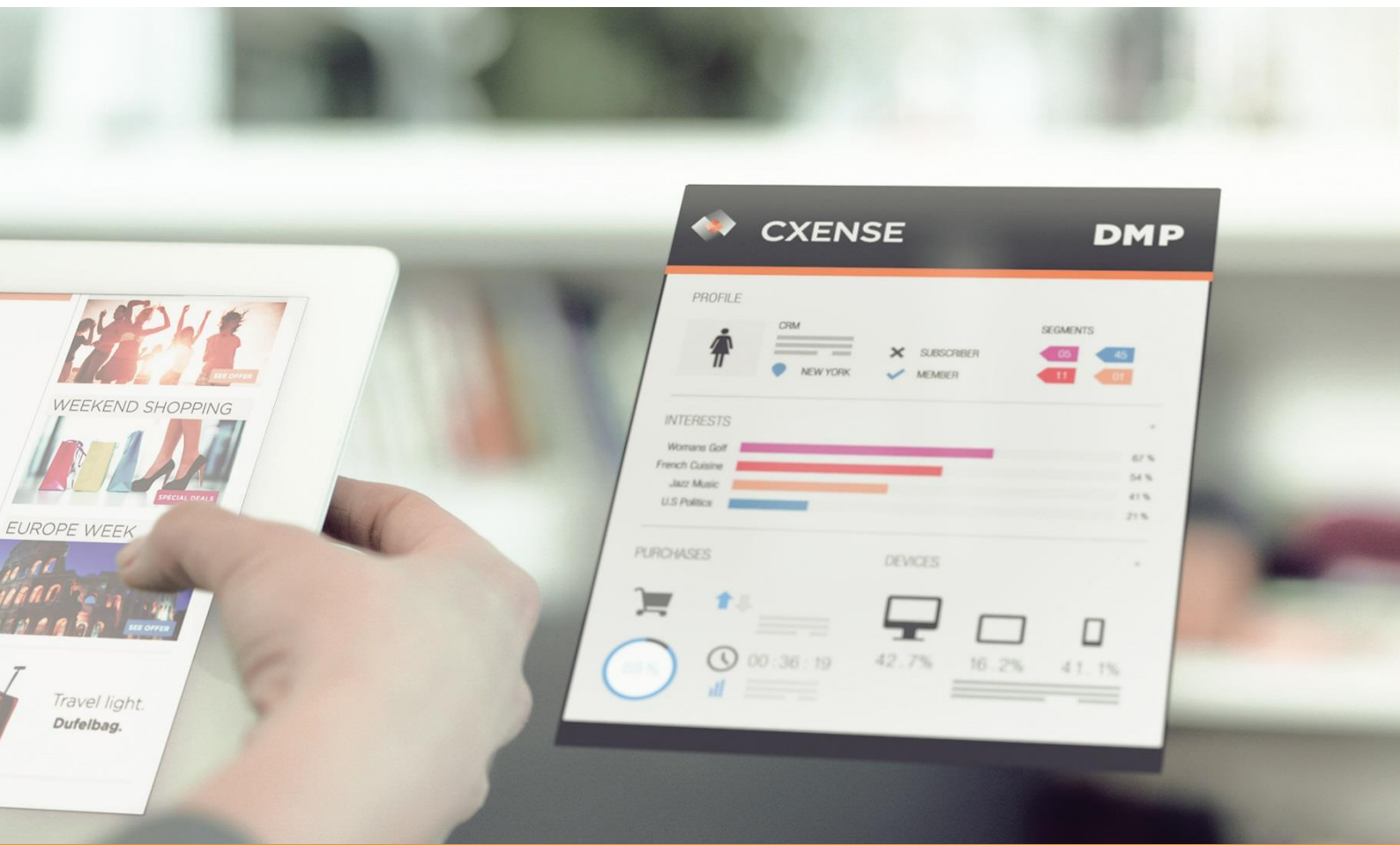




First quarter report 2016



EXTRAORDINARY INSIGHT

Highlights

- Q1 2016 revenues of USD 6.3 million, up 61% compared to Q1 2015 revenues of USD 3.9 million.
- New Annualized Recurring Revenue (ARR) in Q1 2016 amounted to USD 1.6 million compared to USD 1.5 million in Q1 2015.
- In Q1 2016 the company executed the final organizational re-focusing following the 2015 acquisitions. This led to one-off restructuring costs in the quarter, but also a significantly lower adjusted OPEX run-rate into Q2 2016.
- The acquisitions and the re-focusing leaves a stronger Cxense. Our North American revenue base and organizational footprint has doubled. At the beginning of Q2 2016 we have 75 FTEs working within R&D developing our software suite compared to 39 FTEs in Q1 2015.
- Q1 2016 EBITDA was USD -1.97 million, but adjusted for restructuring one-offs and the full effect of the executed organizational re-focusing the EBITDA was USD -0.8 million. Our goal is EBITDA profitability in 2016.
- With its real-time data management and personalization software suite Cxense is well positioned in a growing digital economy.

Key figures

USD 1,000	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Change q/q
Revenues	3 881	3 540	4 818	6 056	6 263	3 %
SaaS segment	3 301	2 954	4 183	5 291	5 467	3 %
PCAN segment	619	620	675	805	837	4 %
Inter-segment elimination	(39)	(34)	(39)	(39)	(41)	
Gross profit	2 916	2 426	3 646	4 686	4 717	1 %
Gross margin SaaS segment	84 %	78 %	83 %	85 %	83 %	
Gross margin PCAN segment	24 %	22 %	24 %	22 %	19 %	
OPEX	4 466	5 518	5 779	6 093	6 689	
Non-IFRS OPEX adjustments	(121)	(901)	(523)	95	(659)	
Estimated full effect of cost-reduction	(176)				(525)	
OPEX adjusted	4 170	4 617	5 256	6 188	5 505	-11 %
EBITDA	(1 550)	(3 092)	(2 134)	(1 407)	(1 972)	-40 %
EBITDA adjusted	(1 253)	(2 191)	(1 611)	(1 502)	(789)	47 %

CEO comment

“In Q1 2016, Cxense successfully continued the integration of Ramp Media, acquired late last year, with a focus on enhancing our product offerings and capturing cost synergies. We see on a daily basis that our real-time data technology and services, which enable personal and relevant engagement between our clients and their users, are gaining traction as companies experience the positive effects on conversion, digital revenues and brand value.”

Ståle Bjørnstad, CEO of Cxense ASA

Operational review

In Q1 2016, Cxense strengthened its position as a leading provider of personalization solutions that enable customers to understand and improve engagement with users across all digital platforms. The company has successfully integrated Ramp Media and Maxifier following the 2H 2015 acquisitions, and continued to capture cost synergies throughout the group. At the same time, Cxense increased the effectiveness of the R&D organization and continued to expand sales and marketing functions.

Cxense's technology addresses two mega trends in the market: the need to better understand users and customers online, and the need to provide a one-on-one personalized user and customer experience across all customer interactions. Cxense helps customers present individualized and personalized content, and address the challenge of relevant digital content becoming more complex to find amid a rapidly expanding number of sites, news feeds and articles. Cxense's cloud-based software suite enables customers to present individualized content to each of its users, and give its users *what they want* and eliminate undesired, non-relevant information.

Cxense signed new contracts with key players within a range of market segments and in all regions through Q1 2016. The company experienced high up-sell activity towards existing clients, a confirmation of the value-added services and products the company offers. Among key new customers signing were the US media conglomerate Cox Media Group, UK-based Johnston Press and Times Publishing Group. The Spanish media house Grupo Prisa was one of the existing clients expanding their contracts with Cxense.

In Q1 2016, Cxense signed 37 new contracts, of which 22 were with new customers and 15 were upsell to existing clients. The contracted Annualized Recurring Revenue (ARR) was USD 1.58 million. This compares to 31 contracts in Q1 2015 with ARR of USD 1.47 million. The ARR of lost contracts (churn) amounted to USD -0.65 million, significantly down from Q1 2015.

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

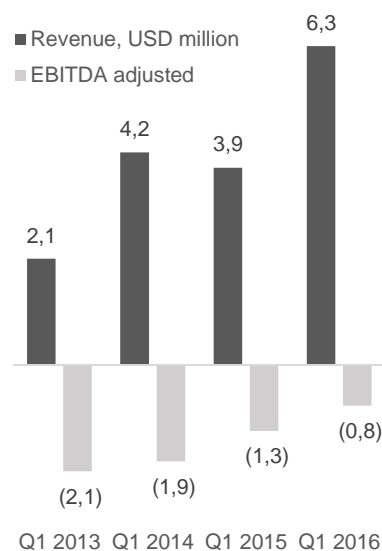
Q1 2016 group revenue amounted to USD 6.26 million, an increase of 61%, compared to USD 3.9 million in the same quarter last year. Organic growth and acquisitions drives the growth. Q1 2016 adjusted OPEX decreased by 11% compared to Q4 2015, including the estimated full effect of the cost reductions executed in Q1 2016. Q1 2016 adjusted EBITDA of USD -0.8 million includes the estimated full effect of cost reductions executed in Q1 2016.

As a result of the OPEX reductions completed in Q1 2016 the quarterly group OPEX run-rate going into Q2 2016 is USD 5.5 million, in line with our OPEX reduction goals. Cxense maintains the target of reaching EBITDA profitability in 2016.

The SaaS segment gross margin was 83% in Q1 2016, compared with 85% in Q4 2015.

At the end of Q1 2016, Cxense had a highly efficient R&D organization consisting of 75 skilled developers and a global sales force of 30 people. The unique DMP and analytics products are the core development areas, with additional emphasis put on the personalization suite. Additional resources have been allocated to sales and marketing to capture an increasing share of the early-stage market conversion towards real-time personalization across all platforms.

Cxense's vision remains firm: "To know better than anyone what people want, and to enable our customers to use that insight to engage and monetize their audience."



Financial development summary

USD 1,000	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016
	IFRS	IFRS	IFRS	IFRS	IFRS	IFRS	IFRS	IFRS	IFRS
SaaS segment									
Revenues total	3 568	3 442	3 530	3 591	3 301	2 954	4 183	5 291	5 467
Cost of sales	644	646	666	565	532	664	700	780	908
Gross profit	2 924	2 797	2 864	3 025	2 769	2 290	3 483	4 510	4 558
Gross margin %	82 %	81 %	81 %	84 %	84 %	78 %	83 %	85 %	83 %
Personnel	3 055	3 861	4 034	4 487	2 802	3 063	3 834	3 904	4 657
Other OPEX	1 662	3 685	1 635	2 034	1 462	2 255	1 739	1 928	1 735
OPEX	4 717	7 546	5 669	6 521	4 264	5 318	5 573	5 832	6 392
EBITDA	(1 793)	(4 750)	(2 805)	(3 496)	(1 495)	(3 028)	(2 090)	(1 321)	(1 833)
NON-IFRS adjustment of OPEX level									
Share-based payment costs			137	136	121	93	156	144	171
Share-based social costs provision				76		10	(130)	9	37
Salary and social restructuring provisions/costs				345		140	327		361
Office moving and restructuring costs			57	68			126		45
Extraordinary/special		40	50	496					
One-off provision for doubtful debt		200	(130)	210				16	
Transaction costs		1 607	(189)	(419)		658	195	166	45
R&D refund				(228)			(152)	(430)	
Total reported OPEX adjustment items	0	1 847	(75)	684	121	901	523	(95)	659
Estimated full effect of cost-reduction program				1 299	176				525
OPEX adjusted	4 717	5 699	5 744	4 538	3 967	4 417	5 050	5 927	5 208
EBITDA Adjusted	(1 793)	(2 903)	(2 880)	(1 512)	(1 199)	(2 126)	(1 568)	(1 416)	(649)
Capitalized operating expense					(450)	(460)	(440)	(496)	(498)
EBITDA Adjusted with Capitalization add back	(1 793)	(2 903)	(2 880)	(1 512)	(1 649)	(2 587)	(2 007)	(1 912)	(1 147)
PCAN segment									
Revenues total	672	750	672	619	619	620	675	805	837
Cost of Goods Sold	502	560	509	474	472	484	512	629	679
Gross profit	170	190	163	145	148	136	163	175	159
Gross margin %	25 %	25 %	24 %	23 %	24 %	22 %	24 %	22 %	19 %
Personnel	145	157	154	146	116	131	136	176	200
Other OPEX	84	76	88	89	86	69	71	86	97
OPEX	229	233	242	235	203	200	206	261	298
EBITDA	(59)	(43)	(79)	(89)	(55)	(65)	(44)	(86)	(139)
GROUP									
Revenues, all segments	4 240	4 193	4 202	4 210	3 920	3 574	4 858	6 095	6 304
Intra-segment eliminations	(66)	(78)	(62)	(58)	(39)	(34)	(39)	(39)	(41)
Revenues consolidated	4 174	4 115	4 140	4 152	3 881	3 540	4 818	6 056	6 263
Gross profit	3 094	2 987	3 036	3 170	2 916	2 426	3 645	4 686	4 717
Gross margin %	74 %	73 %	73 %	76 %	75 %	69 %	76 %	77 %	75 %
OPEX	4 946	7 779	5 911	6 756	4 466	5 518	5 779	6 093	6 689
EBITDA	(1 852)	(4 793)	(2 875)	(3 585)	(1 550)	(3 092)	(2 134)	(1 407)	(1 972)
NON-IFRS adjustment of OPEX level									
Total reported OPEX adjustment items		1 847	(75)	684	121	901	523	(95)	659
Estimated full effect of cost-reduction program				1 299	176				525
EBITDA Adjusted	(1 852)	(2 946)	(2 950)	(1 602)	(1 253)	(2 191)	(1 611)	(1 502)	(789)
Capitalized operating expense					(450)	(460)	(440)	(496)	(498)
EBITDA Adjusted with Capitalization add back	(1 852)	(2 946)	(2 950)	(1 602)	(1 703)	(2 651)	(2 051)	(1 998)	(1 286)

Revenue development breakdown

Annualized figures <i>USD 1,000</i>	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Acc. last 4 periods
SaaS segment					
Revenue in previous quarter	13 200	11 816	16 732	21 162	13 200
New recurring license revenue effect	1 084	2 441	1 650	1 672	6 847
Acquired recurring license revenue	-	2 848	2 781	520	6 149
Churn effect	(892)	(520)	(489)	(648)	(2 549)
Change in service revenue and other variables	(1 280)	367	876	(892)	(929)
Currency effect	(296)	(220)	(388)	52	(852)
Revenue this quarter	11 816	16 732	21 162	21 866	21 866
Accumulated currency effect, reversed	1 160	1 380	1 768	1 716	852
Outbound revenue currency adjusted	12 976	18 112	22 930	23 582	22 718
Group					
Cxense SaaS segment revenue					21 866
PCAN segment - Q1 2016 reported					3 348
Intra-segment eliminations - Q1 2016 reported					(164)
Group reported revenue annualized					25 050
<i>Q1 Group reported revenue (in the quarter)</i>					6 263
Q1 run-rate adjustments					
Full effect of contracts closed until 10 May 2016 (SaaS segment)					1 403
Full effect of known churn until 10 May 2016 (SaaS segment)					(664)
Group run-rate revenue after adjustments					25 789
Whereof Q1 SaaS run-rate revenue after adjustments					22 605

Financial review

Q1 2016 group revenues amounted to USD 6.26 million, an increase of 61% compared to Q1 2015 revenues of USD 3.88 million, and an increase of 3% from Q4 2015 revenues of USD 6.06 million. The sequential increase is driven by new software license revenues of USD 418 thousand, contribution from Ramp Media of USD 130 thousand in new software license revenue, and change in service revenues and other variable revenues of USD -223 thousand. Churn was USD -162 thousand for the period, and currency effects of USD 13 thousand. The PCAN segment revenue increased by USD 32 thousand from Q4 2015.

The Cxense group has two business segments: *Cxense Software-as-a-Service (SaaS)* and *Cxense Publisher Controlled Advertising Networks (PCAN)*. The Q1 2016 revenues from the SaaS segment were USD 5.47 million for external customers, and inter-segment revenues were USD 41 thousand. The SaaS segment revenues relate predominantly to sales of recurring software licenses and some implementation services. Revenues from the PCAN segment, up 4% sequentially at USD 837 thousand, represents sales of online advertising.

The Q1 2016 group cost of sales amounted to USD 1.55 million, compared to USD 0.97 million in Q1 2015. The SaaS segment cost of sales for Q1 2016 was USD 0.91 million, while the PCAN segment was USD 0.68 million. Cost of sales within the SaaS segment predominantly relates to the hosting of the software applications used by the company's customers. Cost of sales within the PCAN segment relates to revenue share paid to publishers providing their advertising space, as well as agency commissions paid to advertising agencies. The Q1 2016 gross margin for the SaaS segment was 83%, compared to 84% in Q1 2015 and 85% in Q4 2015. The Q4 2015 PCAN segment gross margin was 19%, compared to 24% in Q1 2015.

The Q1 2016 employee benefit expenses were USD 4.86 million, compared to USD 2.92 million in Q1 2015 and USD 4.08 million in Q4 2015. The sequential increase is mainly driven by restructuring costs of USD 0.36 million, retention bonus accruals to Ramp employees of USD 0.15 million and social benefits and holiday accruals of USD 0.12 million in relation to payment of the 2015 bonuses made in February 2016. R&D refund relating to personnel cost amounted to USD -83 thousand, and capitalization of employee benefit expenses related to software development activities amounted to USD -0.40 million in Q1 2016.

Other operating expenses amounted to USD 1.83 million in Q1 2016, compared to USD 1.55 million in Q1 2015. The majority of the expenses relate to travel, marketing and external consulting. USD 103 thousand in other operating expenses were capitalized, related to software development activities. R&D refund related to other operating expenses amounted to USD 9 thousand in Q1 2016.

The Q1 2016 EBITDA was USD -1.97 million, compared to USD -1.55 million in Q1 2015 and USD -1.41 million in Q4 2015.

Depreciation and amortization in Q1 2016 was USD 865 thousand, compared to USD 358 thousand in Q1 2015. This increase in depreciation and amortization is attributable to capitalization of R&D of USD 70 thousand and amortization of intangible assets from the acquisitions of Maxifier and Ramp Media of USD 330 thousand in Q1 2016.

Finance income in Q1 2016 was USD 22 thousand relating to agio and interest earned on bank deposits. Finance income in Q1 2015 was USD 96 thousand. Finance expenses, mainly relating to disagio, amounted to USD 193 thousand in Q1 2016, compared to USD 85 thousand in Q1 2015.

The Q1 2016 estimated share of profit of investments in associated companies of USD -149 thousand relates to the investment in the associated company mporium plc, where Cxense holds a 21.3% stake. The mporium share of profit was included in the accounts from Q3 2015 following IFRS and the equity method for associated companies. The loss included is booked against the book value of the investment – reducing this book value accordingly.

Income tax expense for Q1 2016 was USD 27 thousand, compared to a tax income of USD 7 thousand in Q1 2015. 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 amounted to USD 3.19 million in Q1 2016, compared to USD 1.89 million in Q1 2015 and USD 2.77 million in Q4 2015. This represents a Q1 2016 loss of USD 0.0005 per share, compared to a loss of USD 0.0005 per share in Q1 2015.

Total assets at the end of Q1 2016 amounted to USD 40.4 million, compared to USD 20.9 million as at Q1 2015. Total equity at the end of Q1 2016 was USD 27.0 million, compared to USD 15.6 million at the end of Q1 2015.

The Goodwill of USD 14.4 million relates to the acquisitions of Emediate, Maxifier and Ramp Media, of USD 3.8 million, USD 5.9 million and USD 4.7 million, respectively.

The Q1 2016 intangible assets of USD 13.1 million relates to the excess value from the Ramp Media acquisition of USD 6.3 million, Maxifier acquisition of USD 1.7 million, excess value from the Emediate acquisition of USD 2.9 million and capitalized R&D of USD 2.1 million. Cxense holds 21.3% of the shares in mporium group plc, which is classified as an associated company.

Trade receivables were at USD 3.73 million (equal to 54 days of inventory¹) at the end of Q1 2016, compared to USD 3.54 million in Q4 2015, and compared to USD 2.12 million (49 days) at the end of Q1 2015. The increase from Q4 2015 to Q1 2016 relates mainly to revenue growth. The SaaS segment trade receivables were at USD 2.87 million at the end of Q1 2015 (equal to 47 days of inventory) and the PCAN segment trade receivables amounted to USD 0.86 million (92 days).

The Q1 2016 cash position amounted to USD 3.07 million, compared to USD 8.29 million at the end of Q1 2015.

Other long-term liabilities at the end of Q1 2016 were USD 2.7 million, compared to nil in Q1 2015. The increase relates to the long-term deferred acquisition consideration in relation to the Maxifier and Ramp Media acquisitions of USD 1.9 million and USD 0.8 million, respectively.

Total current liabilities at the end of Q1 2016 were USD 9.74 million, compared to USD 4.78 million at Q1 2015. The increase mainly relates to the mporium transaction, which had prepaid software license revenues of USD 1.0 million as at 31 March 2016, current deferred acquisition consideration in relation to the Maxifier acquisition of USD 2.8 million, and current deferred acquisition consideration related to Ramp Media of USD 25 thousand. In addition, accrual for severance cost and increased number of contracts with quarterly or annual up-front payments, contributes to the increase.

Net cash flow used in operating activities was USD 2.24 million in Q1 2016, compared to USD 2.76 million in Q1 2015. The Q1 2016 cash flow used in operating activities was higher than the Q1 2016 EBITDA, partly due to timing of payment of restructuring costs incurred in Q1 2016. Trade receivables increased by USD 188 thousand, mainly driven by increased revenues. Currency translation effects affected Q1 2016 cash flow from operations positively by USD 0.24 million, while change in other accruals and non-current items impacted negatively by USD 0.29 million.

Q1 2016 net cash flow from investments was USD -516 thousand, mainly explained by capitalization of R&D. This compares to cash flow from investments of USD -400 thousand in Q1 2015. Net cash flow from financing activities was nil in Q1 2016, compared to Q1 2015 net cash flow from financing activities of USD 8.62 million following a private placement of new shares in the quarter

¹ Days = Receivables / Quarterly revenues * 90 days

Consolidated income statement (unaudited)

<i>USD 1,000</i>	Note	Q1 ended 31 Mar 2016	Q1 ended 31 Mar 2015	Year ended 31 Dec 2015
Continuing operations:				
Revenue	2	6 263	3 881	18 296
Operating expense				
Cost of goods sold		1 546	965	4 622
Employee benefit expense		4 857	2 918	14 162
Depreciation & amortization expense		865	358	2 043
Other operating expense		1 832	1 548	7 696
Total operating expense		9 101	5 789	28 522
Net operating income/(loss)		(2 838)	(1 908)	(10 226)
Financial income and expense				
Finance income		22	96	1 111
Finance expense		(193)	(85)	(444)
Net financial income/(expense)		(171)	11	667
Share of profit of investments accounted for using the equity method	1	(149)		250
Net income/(loss) before taxes		(3 158)	(1 896)	(9 309)
Income tax expense		27	(7)	110
Total net income/(loss) for the period		(3 185)	(1 890)	(9 419)
Net income/(loss) attributable to:				
Owners of the Company		(3 113)	(1 864)	(9 280)
Non-controlling interests		(72)	(25)	(138)
Earnings per share:				
Basic and diluted		(0,0005)	(0,0005)	(0,0020)
Statement of comprehensive income				
Net income/(loss) for the period		(3 185)	(1 890)	(9 419)
<i>Other comprehensive income:</i>				
- Currency translation differences	1	524	(618)	(790)
Total comprehensive income/(loss)		(2 661)	(2 508)	(10 209)
Total comprehensive income/(loss) attributable to:				
Owners of the Company		(2 589)	(2 482)	(10 070)
Non-controlling interests		(72)	(25)	(138)

Consolidated Statement of Financial Position

<i>USD 1,000</i>	Note	As at 31 Mar 2016	As at 31 Mar 2015	As at 31 Dec 2015
Assets				
Non-current assets				
Goodwill		14 364	3 807	14 365
Deferred tax asset		37	34	36
Intangible assets		13 061	4 434	13 181
Office machinery, equipment, etc.		314	400	419
Investments in associated companies		4 620	-	4 484
Other financial assets		251	173	241
Total non-current assets		32 647	8 847	32 725
Current assets				
Trade receivables		3 725	2 120	3 537
Other short-term assets		989	1 641	734
Cash and cash equivalents		3 072	8 291	5 829
Total current assets		7 786	12 051	10 100
Total assets		40 433	20 898	42 825
Equity and liabilities				
Equity				
Share capital	3	3 684	2 708	3 433
Own shares		-	-	-
Other paid-in capital		25 888	14 334	32 415
Currency translation differences		7 561	4 888	7 037
Retained earnings		(9 484)	(5 887)	(13 303)
Equity attributable to the holders of the Company		27 648	16 044	29 583
Non-controlling interest		(613)	(428)	(541)
Total equity		27 035	15 616	29 042
Liabilities				
Non-current liabilities				
Deferred tax liabilities		968	507	1 060
Other long-term liabilities		2 688	-	2 656
Total non-current liabilities		3 657	507	3 716
Current liabilities				
Trade payables		1 463	1 100	1 381
Current taxes		109	77	179
Other short-term liabilities		8 170	3 597	8 508
Total current liabilities		9 742	4 775	10 068
Total liabilities		13 398	5 282	13 784
Total equity and liabilities		40 433	20 898	42 825

Consolidated Statement of Changes in Equity

<i>USD 1,000</i>	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					(1 864)	(1 864)	(25)	(1 890)
Other comprehensive income	(227)	0	(1 940)	650	898	(618)		(618)
<i>Total comprehensive income/(loss) YTD 15'</i>	(227)	0	(1 940)	650	(966)	(2 482)	(25)	(2 508)
Reduction of paid-in capital	0	0	0	0	0	0	0	0
Transaction costs	0	0	(553)	0	0	(553)	0	(553)
Share-based payments	0	0	116	0	0	116	0	116
Increase in share capital	459	0	8 718	0	0	9 177	0	9 177
Purchase own shares	0	0	0	0	0	0	0	0
Reclassification of equity	0	0	(10 176)	0	10 176	0	0	0
Total equity as at 31 March 2015	2 709	0	14 334	4 888	(5 887)	16 044	(428)	15 616

<i>USD 1,000</i>	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 2016	3 433	0	32 415	7 037	(13 303)	29 583	(541)	29 042
Profit for the period					(3 113)	(3 113)	(72)	(3 185)
Other comprehensive income	226		2 139	524	(2 365)	524		524
<i>Total comprehensive income/(loss) YTD 16'</i>	226	0	2 139	524	(5 478)	(2 589)	(72)	(2 661)
Reduction of paid-in capital	0	0	0	0	0	0	0	0
Transaction costs	0	0	(46)	0	0	(46)	0	(46)
Share-based payments	0	0	179	0	0	179	0	179
Increase in share capital	25	0	496	0	0	521	0	521
Purchase own shares	0	0	0	0	0	0	0	0
Reclassification of equity	0	0	(9 296)	0	9 296	0	0	0
Currency effects from translation of equity	0	0	0	0	0	0	0	0
Total equity as at 31 Mar 2016	3 684	0	25 888	7 561	(9 484)	27 648	(613)	27 035

Consolidated Statement of Cash Flow

<i>USD 1,000</i>	Q1 ended 31 Mar 2016	Q1 ended 31 Mar 2015	Year ended 31 Dec 2015
Cash flow from operating activities			
Profit/(loss) after income tax (including disposal group)	(3 185)	(1 890)	(9 419)
<i>Adjustments:</i>			
Income tax payable	(93)	29	(185)
Share-based payments	171	121	514
Share of profit of investments accounted for using the equity method	149	-	(250)
Depreciation and amortization	865	358	2 043
Currency translation effects	243	(624)	(733)
Change in trade receivables	(188)	30	(601)
Change in trade payables	82	(354)	(144)
Change in other accrual and non-current items	(286)	(431)	(712)
Net cash flow from/(used in) operating activities	(2 241)	(2 761)	(9 488)
Cash flow from investing activities			
Investment in furniture, fixtures and office machines	(20)	6	(27)
Investment in intangible assets	(496)	(406)	(5 802)
Investment in associated companies	-	-	(760)
Investment in subsidiary	-	-	193
Net cash effects from disposal subsidiary			
Net cash flow from/(used in) investing activities	(516)	(400)	(6 398)
Cash flow from financing activities			
Net proceeds from share issues	-	8 624	18 886
Proceeds from minority interest			
Net cash flow from/(used in) financing activities		8 624	18 886
Net increase/(decrease) in cash and cash equivalents	(2 757)	5 462	3 000
Cash and cash equivalents at the beginning of the period	5 829	2 828	2 828
Cash and cash equivalents at the end of the period	3 072	8 291	5 829

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. Cxense ASA is listed on the Oslo Stock Exchange with ticker symbol CXENSE.

The company's board of directors approved the condensed financial statements on 11 May 2016 after close of business on the Oslo Stock Exchange. The figures in the statements have not been audited.

The interim condensed consolidated financial statements for the first quarter 2016, ending 31 March 2016, were prepared in accordance with IAS 34 Interim Financial Reporting. The interim condensed consolidated financial statements do not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the group's annual report for 2015. The accounting policies adopted in the preparation of the interim consolidated financial statements are consistent with those followed in the preparation of the group's annual financial statements for the year ended 31 December 2015. For information about the standards and interpretations effective from 1 January 2016, please refer to Note 2 in the group's annual report for 2015. The standards and interpretations effective from 1 January 2016 do not have a significant impact on the group's consolidated interim financial statements.

The presentation of equity and statement of comprehensive income has been changed compared to the annual report 2015. Currency effect from translation of the parent company's equity to presentation currency is moved to other comprehensive income from Equity. Historical comparable figures are restated accordingly. This does not affect the total equity for the company.

The mporium group plc share of profit is estimated, based on the latest interim financials made publicly available by mporium.

Note 2: 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.
- 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.

There have been no changes to the grouping of segments compared to the Annual Report 2015. EBITDA is defined as segment profit/loss.

Q1 2016				
<i>USD 1,000</i>	Cxense SaaS	PCAN	Eliminations	Consolidated
Revenue				
External customers	5 425	837	0	6 263
Inter-segment	41	0	(41)	0
Revenues total	5 467	837	(41)	6 263
Gross profit	4 557	159	0	4 717
EBITDA	(1 834)	(139)	0	(1 973)
Total segment assets	39 447	735	251	40 433
Total segment liabilities	12 196	1 274	(72)	13 398

Q1 2015				
<i>USD 1,000</i>	Cxense SaaS	PCAN	Eliminations	Consolidated
Revenue				
External customers	3 262	619	0	3 881
Inter-segment	39	0	(39)	0
Revenues total	3 301	619	(39)	3 881
Gross profit	2 769	148	0	2 917
EBITDA	(1 495)	(54)	0	(1 549)
Total segment assets	20 115	609	173	20 898
Total segment liabilities	4 482	848	(47)	5 282

Full-year 2015				
<i>USD 1,000</i>	Cxense SaaS	PCAN	Eliminations	Consolidated
Revenue				
External customers	15 577	2 719	0	18 296
Inter-segment	151	0	(151)	0
Revenues total	15 728	2 719	(151)	18 296
Gross profit	13 052	622	0	13 674
EBITDA	(7 934)	(249)	0	(8 183)
Total segment assets	41 806	779	241	42 825
Total segment liabilities	12 600	1 159	24	13 784

Reconciliation	Q1 ended 31 Mar 2016	Q1 ended 31 Mar 2015	Year ended 31 Dec 2015
<i>USD 1,000</i>			
Total net income/(loss) for the period	(3 185)	(1 890)	(9 417)
Income tax	(27)	7	(110)
Net income/(loss) before taxes	(3 158)	(1 897)	(9 308)
Share of profit of investments accounted for using the equity method	149		(250)
Net financial (income)/expense	171	(11)	(667)
Depreciation & amortization expense	865	358	2 042
EBITDA	(1 973)	(1 550)	(8 183)

Note 3: Share capital

On 5 February 2016, Cxense and Ramp Holdings, Inc. agreed on the closing adjustments and the final purchase price adjustment related to the acquisition of the media business in 2015. The seller was entitled to an additional USD 550,360.71, which was paid in the form of Cxense consideration shares. Cxense issued 43,583 shares to Ramp Holdings, Inc. to settle the purchase price adjustment. The subscription price per share was NOK 103.44. After the issue, the company's share capital is NOK 30,460,270 divided into 6,092,054 shares.

As of 31 March 2016, there were 475,000 warrants and 286,850 share options and subscription rights outstanding.

Note 4: Events after the reporting period

Since 31 March 2016 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:

None

For stock exchange notices, please see www.cxense.com