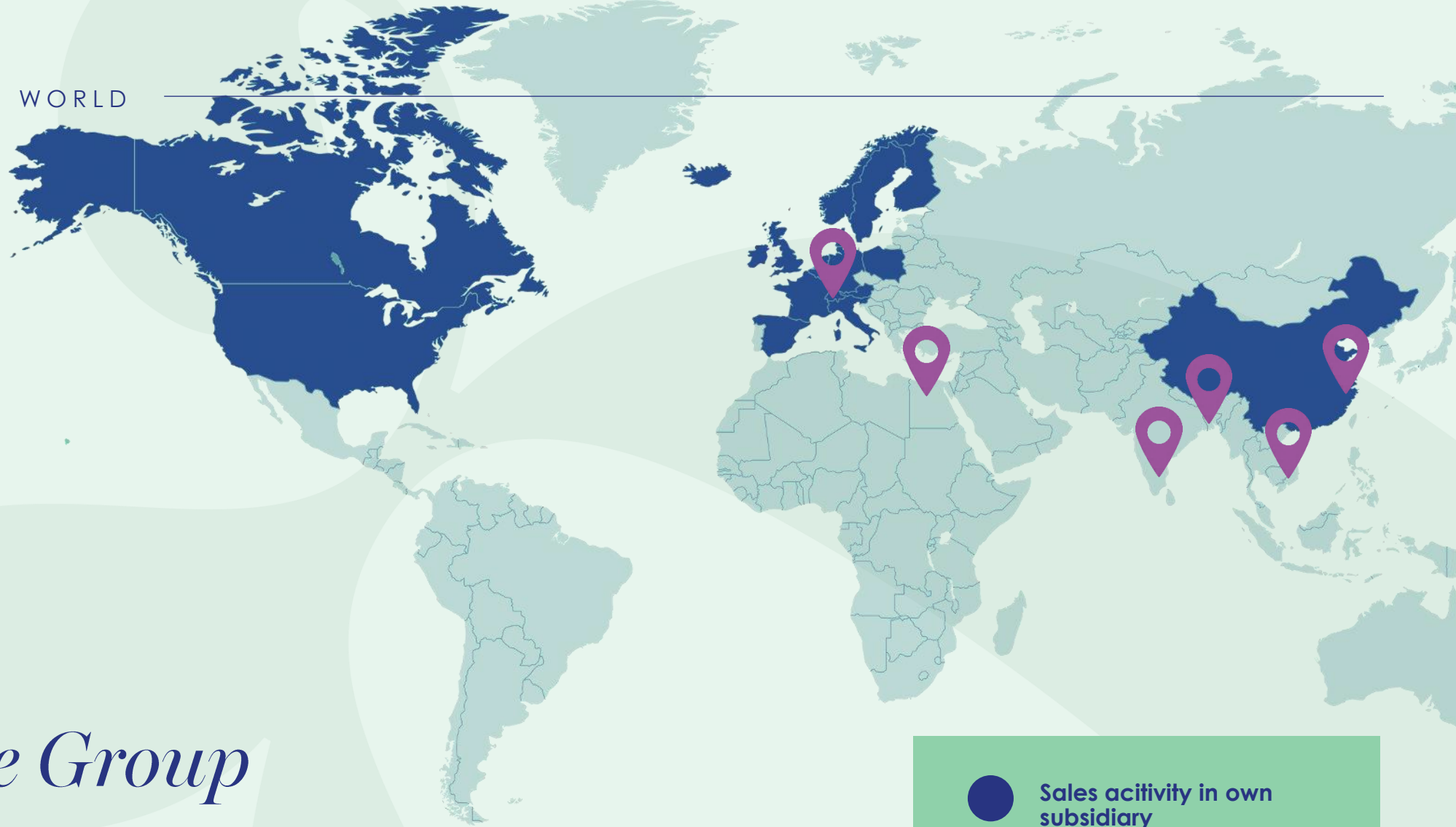


New Wave Group AB

2024 Interim Report

January – March



This is New Wave Group

New Wave Group is a growth group that designs, acquires and develops brands. To ensure good risk diversification, the Group will market its products in the promo market and the retail market.

-  Sales activity in own subsidiary
-  Own purchasing offices

Our operating segments and sales channels

Our brands are categorized according to which of our three operating segments it belongs to: **Corporate**, **Sports & Leisure** or **Gifts & Home Furnishings**.

The brands are distributed in both the **promo market** and the **retail market** to achieve good risk diversification.

Corporate



Sports & Leisure



Gifts & Home Furnishings



Corporate

The vision for the Corporate operating segment is to become the leading supplier of promotional products to corporations in Europe and one of the leading suppliers in the United States by offering companies a broad product range, strong brands, advanced expertise and service, and a superior all-inclusive concept.

Sports & Leisure

The vision for the Sports & Leisure operating segment involves establishing Craft as a world-leading sportswear brand and making Cutter & Buck a world-leading golf apparel brand.

The brand Auclair should take a leading position on gloves in Europe and we will also use Paris Glove's strong distribution platform to launch the Group's other brands in Canada.

Overall, we want to be one of the leading sports suppliers, both in Sweden and in other European countries and in the United States. All in all, our brands shall give us a position among the largest sport suppliers in the world.

Gifts & Home Furnishings

The vision for the Gifts & Home Furnishings operating segment is to make Orrefors and Kosta Boda world-leading glass and crystal suppliers.

Part of the vision also involves utilising innovative and playful design to make Sagaform a prominent player in Northern Europe in both the promo and retail markets.

NWG // THE QUARTER

*The quarter
at a glance*



The quarter

- *Net Sales decreased 7%*
- *Challenging market for both Promo and Retail*
- *Easter had a negative impact*
- *Probably some shift in sales within Sport & Leisure to the 2nd quarter*
- *Continue to take market shares*
- *Net profit decreased SEK 101.1 million due to lower sales and increased costs for marketing and pre-sales measures.*
- *Stable gross profit margin*
- *Positive cash flow development*

2024

Financial information

January - March

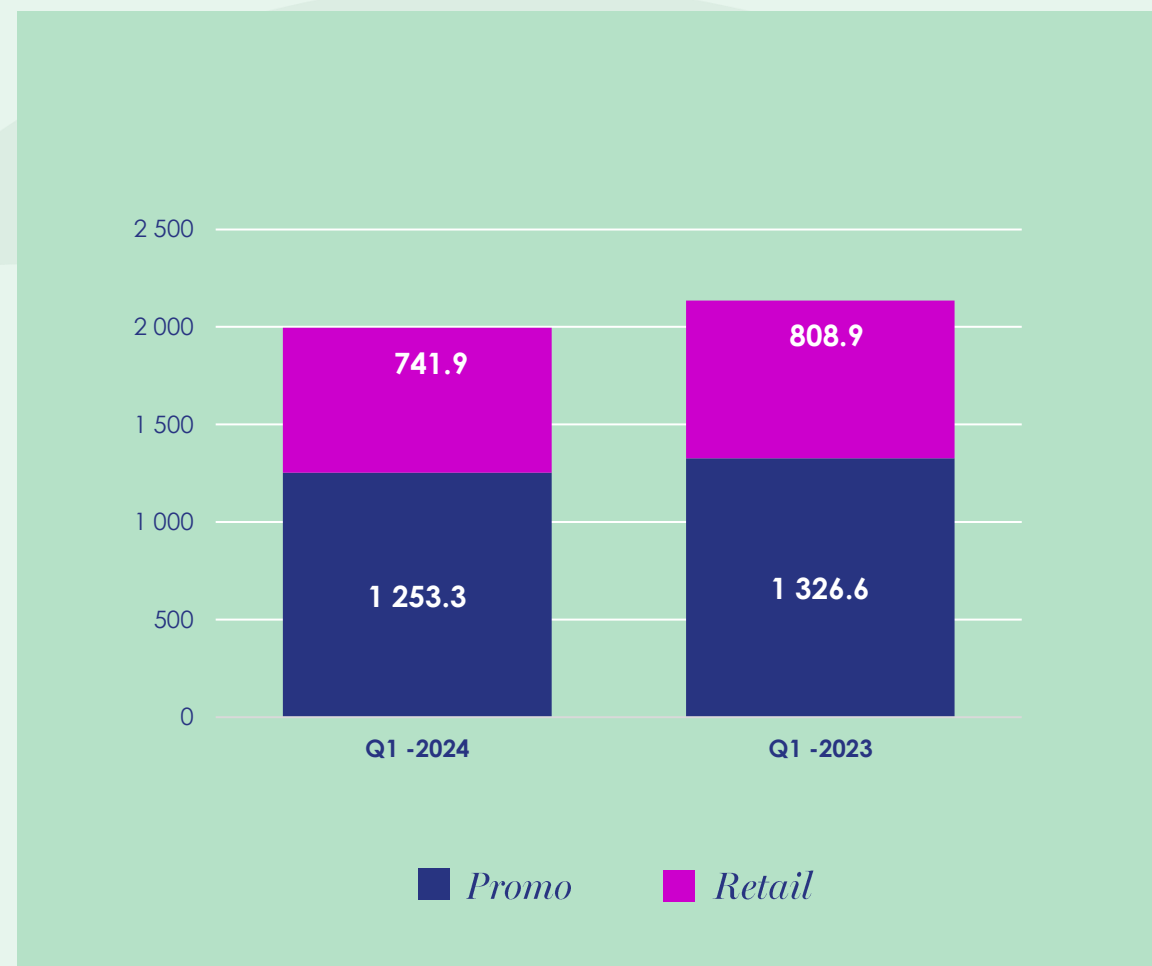


January - March

Net sales

- Sales amounted to SEK 1,995.2 (2,135.5) million
- Sales **decreased by 7%** (same in local currency and acquisition 1%)
- **Promo** sales channel decreased by **6%**, **retail** decreased by **8%**

2024

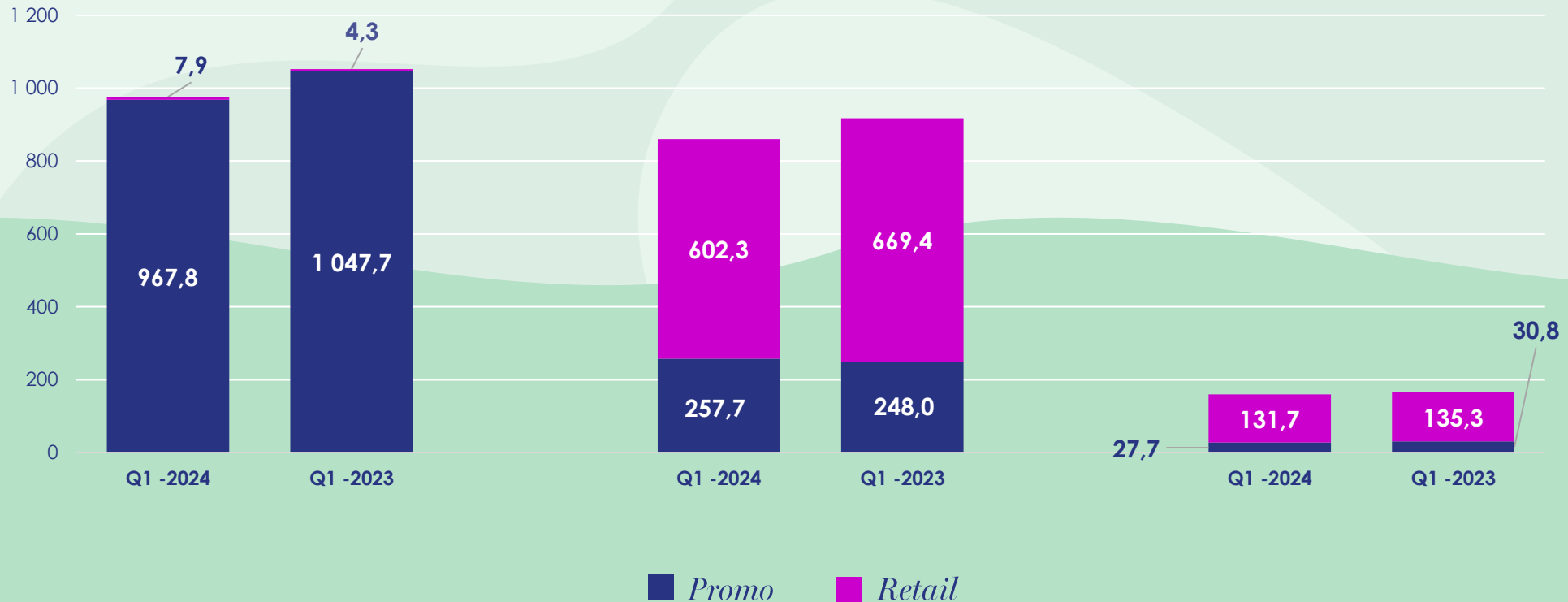


Net sales per operating segment

Corporate -7%

Sports & Leisure -6%

Gifts & Home Furnishings -4%



January - March

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		
	Jan - Mar 2024	Jan - Mar 2023	Jan - Mar 2024	Jan - Mar 2023	Jan - Mar 2024	Jan - Mar 2023	Jan - Mar 2024	Jan - Mar 2023	Change %
USA	65,1	69,9	421,0	436,1	12,9	13,7	499,0	519,7	-4%
Sweden	102,7	111,9	157,7	186,4	132,5	134,3	392,9	432,6	-9%
Central Europe	392,0	398,0	106,4	99,1	4,5	5,2	503,0	502,3	0%
Nordic countries (excl. Sweden)	98,3	112,6	114,5	123,6	7,4	9,5	220,1	245,7	-10%
Southern Europe	258,9	280,9	27,1	30,5	0,1	0,1	286,2	311,5	-8%
Other countries	58,7	78,6	33,3	41,8	2,1	3,4	94,0	123,8	-24%
Total	975,7	1 051,9	860,0	917,4	159,4	166,1	1 995,2	2 135,5	-7%

January - March

2024

- **Gross profit margin amounted to 49.7 (50.7)%**
 - Mainly Corporate that had a lower gross profit margin. Sport & Leisure also decreased slightly, while Gifts & Home Furnishings had a higher margin.
- **External costs and personnel costs amounted to a total of SEK -749.0 (-717.2) million**
 - Acquired business
 - Increase primarily related to higher rental and sales costs
- **Operating result amounted to SEK 185.5 (313.5) million**
 - Lower net sales
 - Acquired business reduced operating result by SEK -3.3 million
- **Result for the period amounted to SEK 121.1 (222.2) million**

SEK million	Jan – Mar 2024		Jan – Mar 2023	
Net sales	1 995.2		2 135.5	
Goods for resale	-1003.3		-1 052.6	
Gross profit	991.9	49.7%	1 082.9	50.7%
Other operating income	24.0		23.7	
External costs	-408.9		-388.4	
Personnel costs	-340.1		-328.8	
Depreciation and write-downs of tangible and intangible fixed assets	-72.4		-65.4	
Other operating costs	-8.5		-10.2	
Share of associated companies' result	-0.5		-0.3	
Operating result	185.5	9.3%	313.5	14.7%
Net financial items	-31.2		-28.5	
Result before tax	154.3		285.0	
Tax on result for the period	-33.2		-62.8	
Result for the period	121.1		222.2	
Result per share (SEK)	0.91		1.67	

January - March

Operating result per operating segment

Corporate

- Lower sales in all regions
- Lower Gross profit margin
- Slightly higher cost level

Sports & Leisure

- Increased sales in Central Europe while all other regions decreased
- Slightly lower Gross profit margin
- Increased marketing activity
- Acquired business had a negative impact of SEK -3.3 million

Gifts & Home Furnishings

- Lower net sales related to Sweden and Nordic countries (excl. Sweden)
- Slightly improved Gross profit margin
- Lower result mainly related to lower net sales

..... 2024



January - March

Cash flow

SEK million

Cash flow from operating activities before changes in working capital

Change in working capital

Cash flow from operating activities

Investing activities

Cash flow after investing activities

Financial activities

Cash flow for the period

	Jan - Mar 2024	Jan - Mar 2023
	161.9	297.8
	41.8	-490.9
	203.7	-193.1
	-63.8	-40.7
	139.8	-233.8
	-54.0	190.0
	85.8	-43.8

Strong balance sheet

SEK million

	31 Mar 2024	31 Mar 2023
Equity	6 827.3	6 106.7
Equity ratio, %	63.2	56.3
Net debt, SEK million	2 013.6	2 564.6
Net debt to credit institutes, SEK million	1 351.3	1 900.2
Equity per share, SEK	51.45	46.01

Rolling 12 months

- Continued good turnover and gross profit margin, despite a challenging market.

2024

SEK million

	Rolling 12 months	
Net sales	9 372.6	
Goods for resale	-4 680.9	
Gross profit	4 691.7	50.1%
Other operating income	131.0	
External costs	-1 683.5	
Personnel costs	-1 364.1	
Depreciation and write-downs of tangible and intangible fixed assets	-270.2	
Other operating costs	-52.8	
Share of associated companies' result	-2.9	
Operating result	1 449.2	15.5%
Net financial items	-140.4	
Result before tax	1 308.8	
Tax on result for the period	-290.8	
Result for the period	1 018.0	
Result per share (SEK)	7.67	

Torsten Jansson
CEO
comments

*”I know that we are very strong
in all our areas of operation.”*



Torsten Jansson
CEO

January - March

- **Tough start to 2024** but we **continue to take market shares**
- **Stable gross profit margin** and **good cost control**
- **Good cash flow**
- **Inventory is at a good level**, which provides better conditions in the coming periods
- **The operating margin** amounted to 9.3% compared to 14.7 % previous year

The future

- **We are very strong** in all our areas of operation
- **Sport & Leisure** has exceptionally **good growth opportunities going forward** with investments in Craft, Cutter & Buck and latest acquisition, Tenson
- **The Corporate segment** is also **well equipped for growth** with **good inventory**, a **high level of service** and investments in products, marketing and sales organizations
- In **Gifts & Home** Furnishings, we believe the **slowdown has almost ended** and that growth is on the horizon.

We strive to make everyone who buys our products a happy customer. If you choose to invest in New Wave Group we want you to know that we promise to take care of your investment in the best possible way we can through long term thinking, growth, stability and hard work!

NewWave
G R O U P