

New Wave Group AB

Annual General Meeting

Kosta May 16 - 2023



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.*

NWG // THE SEGMENTS



Aquisition of B.T.C. Activewear Ltd

btc
activewear

*Our largest brand Clique
increased 43% in net sales
during 2022*



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.



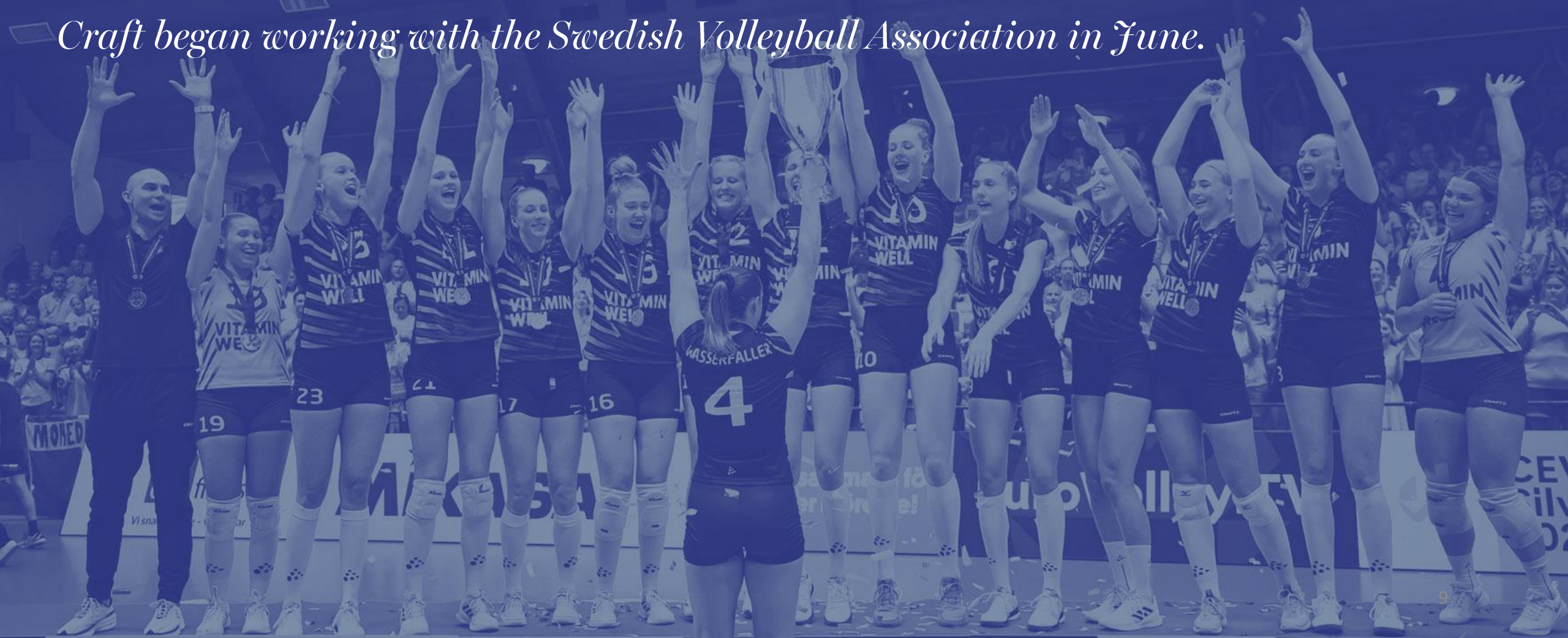
NWG // THE SEGMENTS

Craft extends the collaboration with Hammarby Fotboll, which extends until 2028.



The Women's Swedish National Volleyball Team wins against Portugal in the European Silver League and is classified for the European Golden League.

Craft began working with the Swedish Volleyball Association in June.





SVENSKA
HANDBOLLFÖRBUNDET

Craft has signed agreements with the Norwegian national teams in cross-country skiing, biathlon and combined.



FOOTWEAR AWARDS



**CTM ULTRA CARBON
RACE REBEL**

‘Best Fast
Shoe.’



**PRO ENDUR
DISTANCE**

‘Best Overall
Running Shoe’



**PRO ENDUR
DISTANCE**

‘Best Long-Run
Shoe’



*Cutter & Buck develops very well
in both USA and Europe*

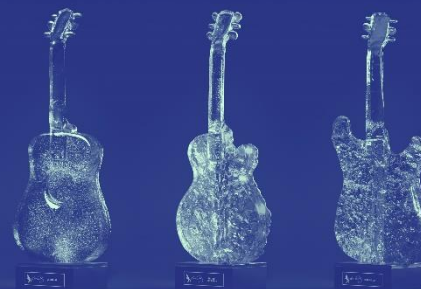
Gifts & Home Furnishings

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.

KostaBoda

3 Days of Design in
Copenhagen



Elvis x Kosta Boda

There is no "I" in team, but there
is a "Champ" in Champagne

*Inspired by the effusion, where athletes and all of us recharge with a glass of bubbles, the
Champ glass has a coupe that takes influence from the feet of a basketball hoop with a solid base.
The glass is hand-blown and made in Sweden, making each one of the 1000 glasses a unique object.*



SNS

KostaBoda

SneakersnStuff x
Kosta Boda

ORREFORS

ORREFORS



3 Days of Design in
Copenhagen



Intermezzo Gold,
Erika Lagerbielke celebrates
40 years with Orrefors.



Orrefors x
Acne Studios

D&J





What do these products have in common?





We develop
New Wave Group's range
based on needs – and to
create an offer for
companies and
associations that no other
supplier can!

Example - Hammarby



The game



On the field, training
and youth



On the way to the
game



On the
stands



In the shower



On the beach



Everyday wear



In the kitchen



The caretakers




For the coffee



For the beer

Hammarby

Supporters' shop




BAJEN

PREMIUM


Kategorier ▾

STARTSIDA / KATEGORIER / VIEW ALL


View all




BAJEN FOREVER Beer 2-pack
Bajen Forever Beer är en hyllning till Hammarby IF och den eniga karkiken till klubben.
Pris: 595,00 kr




BAJEN FOREVER Vins 2-pack
Art. nr. 9011-1 BAJEN FOREVER Vins är en hyllning till Hammarby IF och den eniga karkiken till klubben.
Pris: 595,00 kr




Buddjukan
En riktigt schysst Buddjukan i skinn. Fruktig, lättsatt, naturligt tryck som i sin och sin.
Pris: 395,00 kr




Bajen DQ Förlädd
Vem minns inte de klassiska matchtjänarna från tidigt 80-tal. Många legenderna i...
Pris: 495,00 kr




Bajen Business Bag
Snyggare blir det inte! Vinken är tillverkad i finaste och mjukaste skinn, du...
Pris: 2095,00 kr




Bajen C&D Tröja
En riktigt skön tröja från Cutter & Buck med Bajenflaggan snyggt broderad på bröstet.
Pris: 795,00 kr




Bajen Can cooler
En riktigt skön tröja från Cutter & Buck med Bajenflaggan snyggt broderad på bröstet.
Pris: 195,00 kr




Bajen Bikkugg
Bikkugg i rostfritt stål med Bajens vackra emblem och 71 från barnbarn till granar.
Pris: 245,00 kr




Golfhandsduk
Schysst golfhandsduk i broderat med Världens vackraste klubbmärke. Skedat white. It...
Pris: 225,00 kr




Golfkeps
Schysst golfkeps med tre gröna ränder i 3D broderi fram och Hammarby i glansbroderi på...
Pris: 275,00 kr




Kerika Korall
KINNEBY KARAF / PRESENTED BY ØRSKOV ØRSKOV Drink ditt vin eller Hammarby i glansbroderi på...
Pris: 430,00 kr




Kerika Mugg 6-pack
Fika som en kung. Vackert formgivna porcelänsmuggar med elegant blåkolor. Muggen u...
Pris: 495,00 kr




TEAMSORTIMENT FÖRENINGAR MATERIALSHOPEN




Hammarby IF Fotboll




HAMMARBY HERRE
BAJEN ARCH W HOODIE
599 kr 480 kr -20%




HAMMARBY DAM
BAJEN ARCH W HOODIE
599 kr 430 kr -28%




HAMMARBY BARN
BAJEN ARCH JR TEE
199 kr 160 kr -20%




HAMMARBY BARN
BAJEN ARCH JR TEE
199 kr 160 kr -20%




HAMMARBY HERRE
BAJEN ARCH W TEE
249 kr 200 kr -20%




HAMMARBY DAM
BAJEN ARCH W TEE
249 kr 175 kr -29%




HAMMARBY DAM
BAJEN ARCH W TEE
249 kr 175 kr -29%




HAMMARBY HERRE
BAJEN ARCH W TEE
249 kr 200 kr -20%




HAMMARBY DAM
BAJEN ARCH W TEE
999 kr 500 kr -50%




TEAMSORTIMENT FÖRENINGAR MATERIALSHOPEN




Hammarby IF Fotboll




Hammarby Herre
BAJEN ARCH W HOODIE
429 kr 340 kr -21%




Hammarby Dam
BAJEN ARCH W HOODIE
489 kr 380 kr -22%




Hammarby Barn
BAJEN ARCH JR TEE
489 kr 380 kr -22%




Hammarby Herre
BAJEN ARCH W TEE
499 kr 390 kr -22%




Hammarby Dam
BAJEN ARCH W TEE
499 kr 390 kr -22%



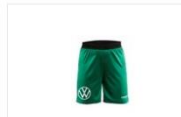
Hammarby Barn
BAJEN ARCH JR TEE
289 kr 220 kr -24%



Hammarby Herre
BAJEN ARCH W TEE
319 kr 240 kr -25%



Hammarby Dam
BAJEN ARCH W TEE
239 kr 170 kr -29%



Hammarby Barn
BAJEN ARCH JR TEE
289 kr 220 kr -24%

Company profiling



The fact that most products and brands are distributed on two sales channels makes us unique.

Example of a few brands – Swedish market.

Brand	Retail	Promo
Craft	✓	✓
Clique	✓	✓
Sagaform	✓	✓
Orrefors & Kosta	✓	✓
Boda	✓	✓
D&J (Several brands)	✓	✓
Cutter & Buck	✓	✓

2022 in numbers



Summery

- *Strong sales development in Corporate and Sports & Leisure, while Gifts & Home Furnishings declined. Both sales channels increased net sales. The USA and Europe were the regions that increased the most.*
- *Operating result improved by SEK 499,2 million compared to the previous year and amounted to SEK 1 505,1 (1 005,9) million.*
- *The operating margin amounted to 17,0 (15,0)%*

2022

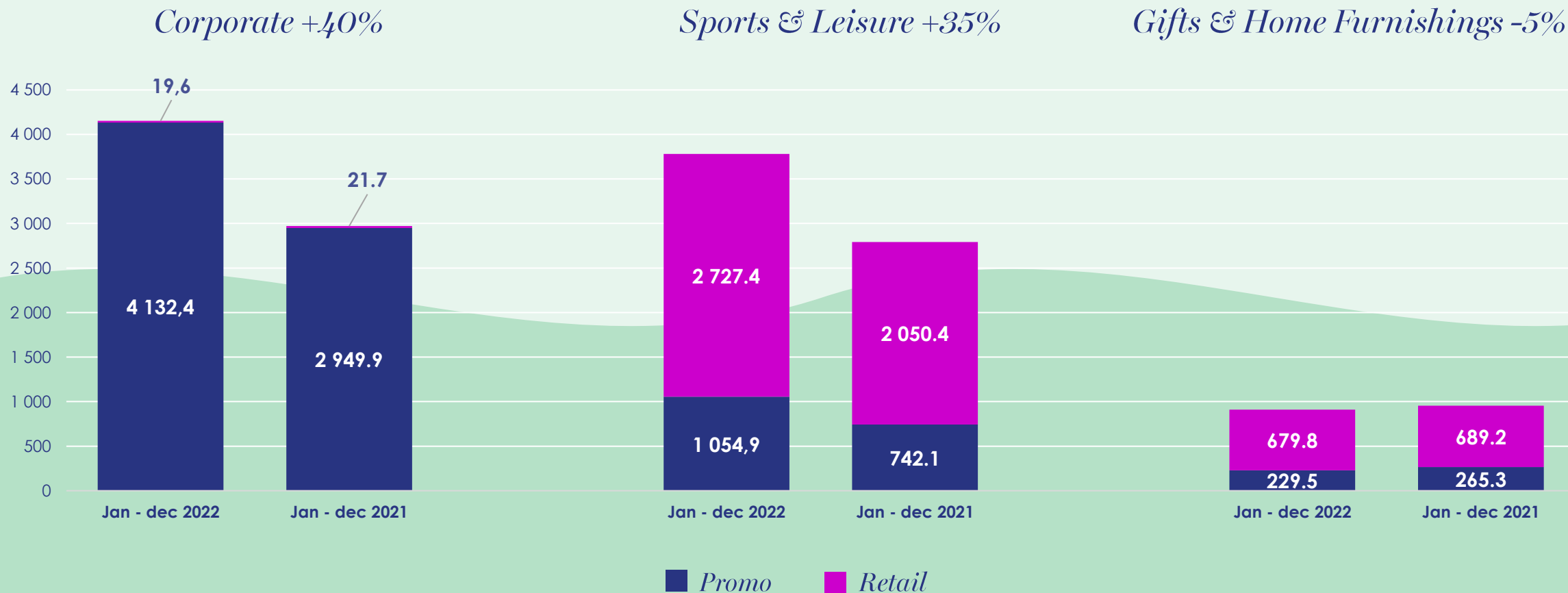
January - December

Net sales

- Sales amounted to SEK 8,843.6 (6,718.6) million
- Sales **increased by 32%** (of which currency 8% and acquisition 4%)
- **Promo** sales channel increased by **37%**, **retail** increased by **24%**



Net sales per operating segment



January - December

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		
	Jan - Dec 2022	Jan - Dec 2021	Jan - Dec 2022	Jan - Dec 2021	Jan - Dec 2022	Jan - Dec 2021	Jan - Dec 2022	Jan - Dec 2021	Change %
USA	303.5	203.6	1 769.5	1 145.0	66.0	60.4	2 139.0	1 409.0	52%
Sweden	545.0	476.1	724.3	637.6	740.8	799.4	2 010.1	1 913.1	5%
Central Europe	1 201.0	660.8	413.1	338.9	25.0	26.0	1 639.1	1 025.7	60%
Nordic countries excl. Sweden	494.5	401.3	526.7	411.4	62.4	49.8	1 083.6	862.5	26%
Southern Europe	1 059.6	779.3	119.3	83.2	0.4	0.4	1 179.3	862.9	37%
Other countries	548.4	450.5	229.4	176.4	14.7	18.5	792.5	645.4	23%
Total	4 152.0	2 971.6	3 782.3	2 792.5	909.3	954.5	8 843.6	6 718.6	32%

January - December

2022

- **Gross profit margin amounted to 49.5 (48.1)%**
 - Increase in Corporate and Sports & Leisure and Gifts & Home Furnishings on the same level as py
- **External costs and personnel costs amounted to a total of SEK -2,675.6 (-2,084.8) million**
 - Increase of volume-related costs
 - Increased marketing activity
 - Appropriately staffed for the current volumes
- **Operating result amounted to SEK 1,505.1 (1,005.9) million**
 - Higher net sales and improved Gross profit margin
- **Result for the period amounted to SEK 1,168.8 (760.0) million**

SEK million	Jan – Dec 2022	Jan – Dec 2022
Net sales	8 843.6	6 718.6
Goods for resale	-4 468.4	-3 489.3
Gross profit	4 375.2 49.5%	3 229.3 48.1%
Other operating income	123.9	111.5
External costs	-1470.3	-1067.9
Personnel costs	-1 205.3	-1 016.9
Depreciation and write-downs of tangible and intangible fixed assets	-249.2	-227.3
Other operating costs	-67.4	-21.7
Share of associated companies' result	-1.8	-1.1
Operating result	1505.1 17.0%	1005.9 15.0%
Net financial items	-55.0	-43.0
Result before tax	1450.1	962.9
Tax on result for the period	-281.3	-202.9
Result for the period	1 168.8	760.0
Result per share (SEK)	17.62	11.46

January - December

Operating result per operating segment

Corporate

- Higher sales in all regions
- Acquired operation affected net sales by SEK **247.0** million and EBIT by SEK **20.8** million (after acquisition costs)
- Improved gross profit margin

Sports & Leisure

- Increased sales in all regions
- Prior year incl income of SEK **35.0** million related to forgiveness of loans (PPP) in USA

Gifts & Home Furnishings

- Lower net sales, mainly related to Sweden
- In Sweden, the previous additional tax deduction for gifts to employees of SEK 2,000 per employee has been removed, which negatively affected the result
- Lower result also related to market investments, higher energy costs and more employees.

2022



January - December

Cash flow

MSEK

Cash flow from operating activities before changes in working capital

Change in working capital

Cash flow from operation activities

Investing activities

Cash flow after investing activities

Financial activities

Cashflow for the period

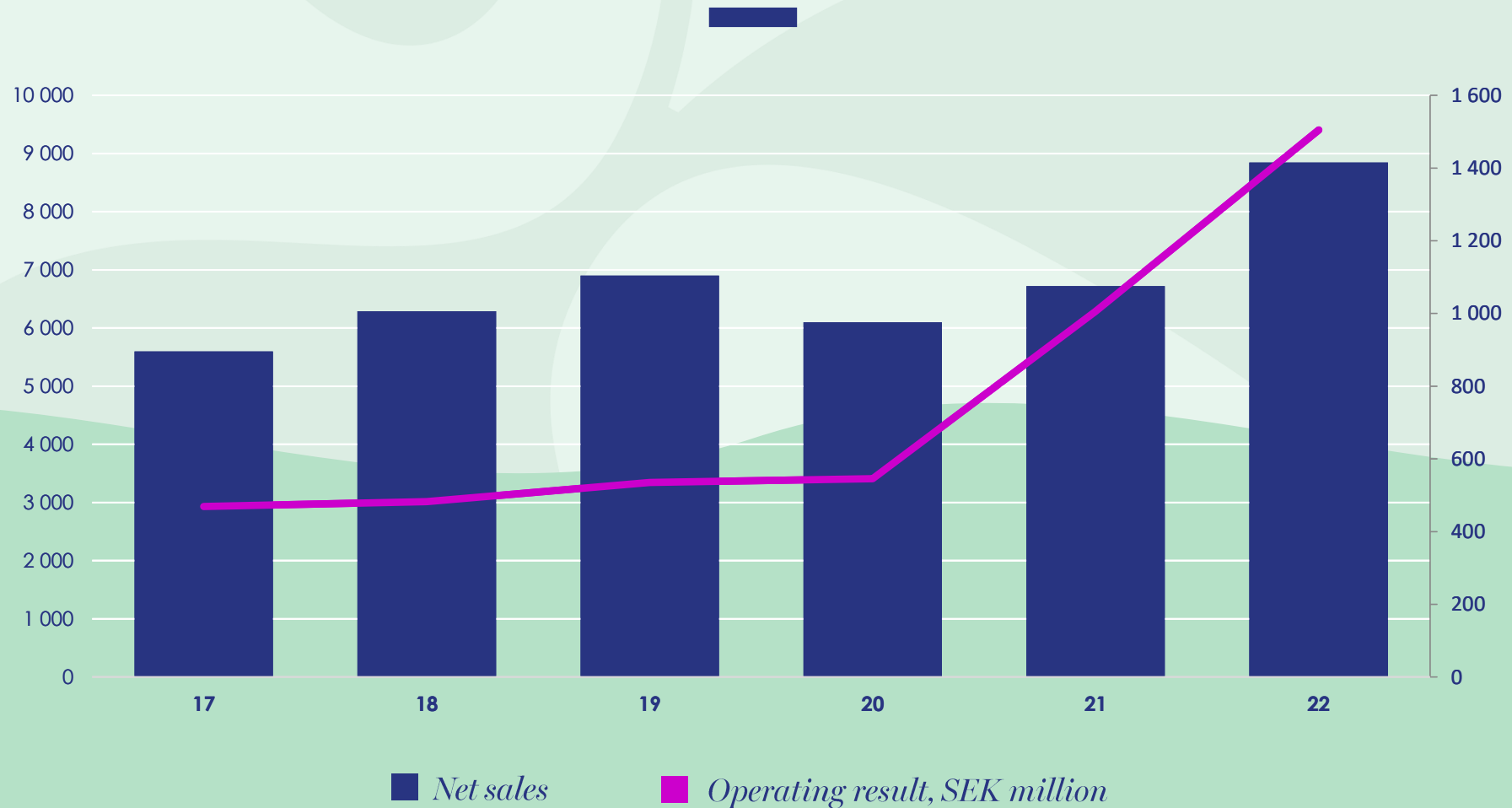
Jan - Dec 2022	Jan - Dec 2021
1 383,2	993,0
-1 743,2	214,4
-360,0	1 207,4
-522,2	-114,2
-882,2	1 093,2
934,1	-1 110,9
51,9	-17,7

Strong balance sheet

SEK million

	31 Dec 2022	31 Dec 2021
Equity	5 890.5	4 567.6
Equity ratio, %	53.8	59.6
Net debt, SEK million	2 329.6	1 068.8
Net debt to credit institutes, SEK million	1 635.4	375.1
Equity per share, SEK	88.77	68.83

Development of net sales and operating result



Torsten Jansson
CEO
comments

*"2022 was our best year ever in
both net sales and results"*



Torsten Jansson
CEO

Income statement

- **Net sales increased** by 32% (of which 8% currency and 4% acquisition)
- **Strong development in Corporate and Sports & Leisure** but **Gifts & Home Furnishings** decreased
- **Operating margin has improved** and amounted to 17.0% vs 15.0% in previous year

Cash flow and balance sheet

- Strong balance sheet with **53.8% in equity ratio** after the acquisition
- **Inventory at a level we want it to be**

Torsten Jansson
CEO
comments

”New Wave has gone from a local to a global company and our company will now be traded on the OMX Stockholm Large Cap after clearing the OTC list, O list and Mid Cap.”



Torsten Jansson
CEO

The future

- We are **well positioned** for the future
- We shall be able to **take market shares** and have both the capacity and finances for **more acquisitions**
- We **will increase** the investing in product development, marketing and new establishments



2301-2303

- *Continued strong development in Corporate and Sport & Leisure. Both sales channels increased net sales and it was mainly in the US and Europe that the improvement took place.*
- *Operating profit improved by SEK 104.4 million compared to the previous year and amounted to SEK 313.5 (209.1) million.*
- *The operating margin amounted to 14,7 (11,8)%*

January - March

2023

- **Gross profit margin amounted to 50.7 (47.5)%**
 - All segments improved their gross profit margin
- **External costs and personnel costs amounted to a total of SEK -717.2 (-586.2) million**
 - Acquired business
 - Increase of volume-related costs.
 - Increased marketing activity
 - Appropriately staffed for the current volumes.
- **Operating result amounted to SEK 313.5 (209.1) million**
 - Higher net sales and improved Gross profit margin.
 - Acquired business contributed SEK 9.6 million
- **Result for the period amounted to SEK 222.2 (153.5) million**

SEK million

	Jan – Mar 2023	Jan – Mar 2022
Net sales	2 135.5	1 774.9
Goods for resale	-1 052.6	-931.6
Gross profit	1 082.9	843.3
	50.7%	47.5%
Other operating income	23.7	22.6
External costs	-388.4	-311.6
Personnel costs	-328.8	-274.6
Depreciation and write-downs of tangible and intangible fixed assets	-65.4	-58.8
Other operating costs	-10.2	-11.8
Share of associated companies' result	-0.3	0.0
Operating result	313.5	209.1
	14.7%	11.8%
Net financial items	-28.5	-9.6
Result before tax	285.0	199.5
Tax on result for the period	-62.8	-46.0
Result for the period	222.2	153.5
Result per share (SEK)	3.35	2.31

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
2023**

**Jan - Mar
2022**

297.8

203.6

-490.9

-198.4

-193.1

5.2

-40.7

-25.3

-233.8

-20.1

190.0

-16.3

-43.8

-36.4

Rolling 12 months

- Continuing rising net sales and operating margin, now amounts to 17.5 %

2023

SEK million

	Rolling 12 months	
Net sales	9 204.2	
Goods for resale	-4 589.4	
Gross profit	4 614.8	50.1%
Other operating income	125.0	
External costs	-1 547.1	
Personnel costs	-1 259.5	
Depreciation and write-downs of tangible and intangible fixed assets	-255.8	
Other operating costs	-65.8	
Share of associated companies' result	-2.1	
Operating result	1 609.5	17.5%
Net financial items	-74.0	
Result before tax	1 535.5	
Tax on result for the period	-298.1	
Result for the period	1 237.4	
Result per share (SEK)	18.65	

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