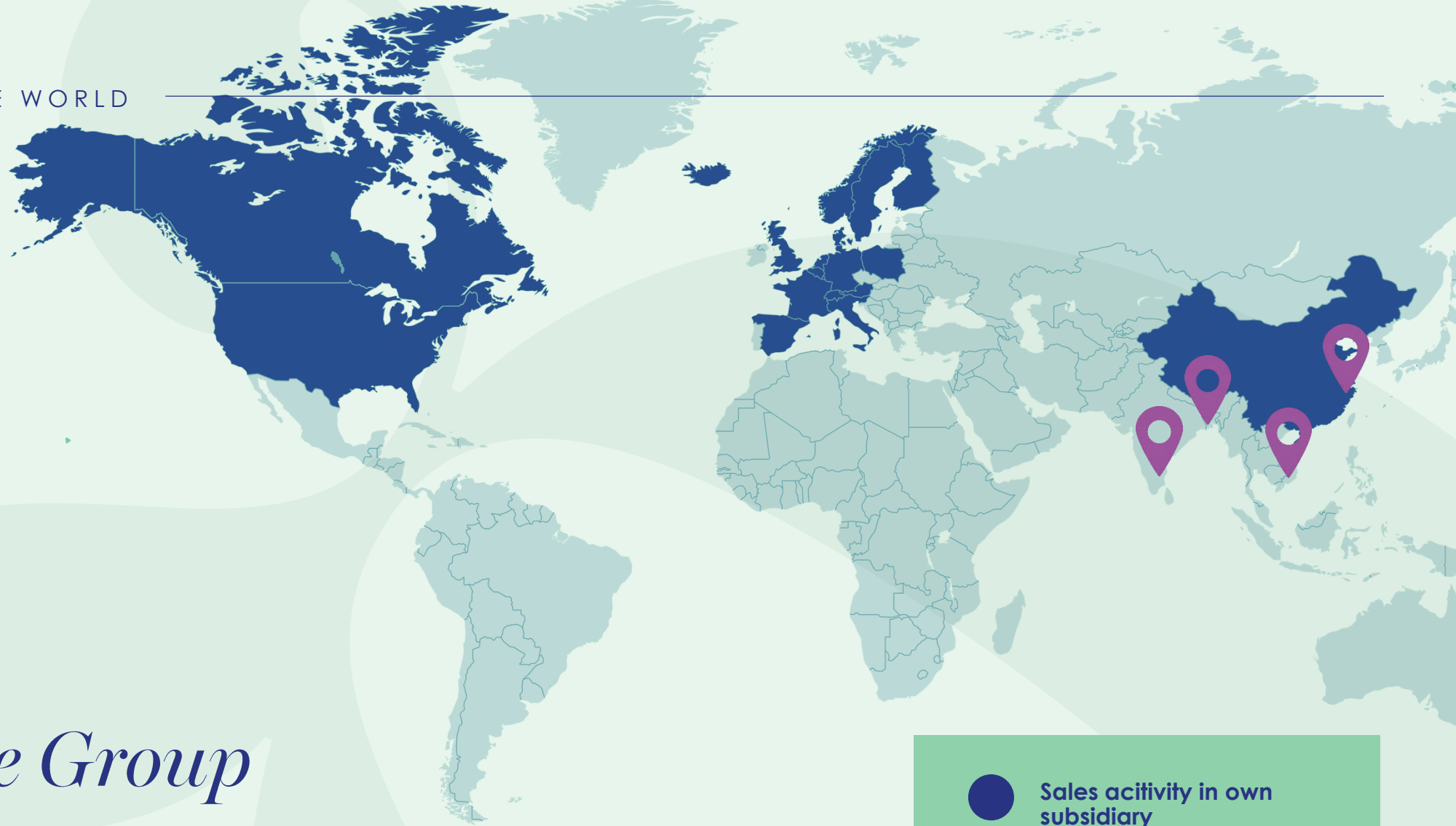


New Wave Group AB

2022
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.

NWG // THE SEGMENTS

Craft extends the collaboration with Hammarby Football until 2028.



Craft's CTM Carbon Race Rebel shoe won in the category "Fast" at the 2022 RW Shoe Awards.



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.



*The quarter
at a glance*



The quarter

- *Continued positive development. All segments and regions as well as both sales channels had higher net sales*
- *All time high for both net sales and results*
- *Operating result improved by SEK 109.0 million compared to the previous year and amounted to SEK 209.1 (100.1) million.*

2021

Financial information

January - March

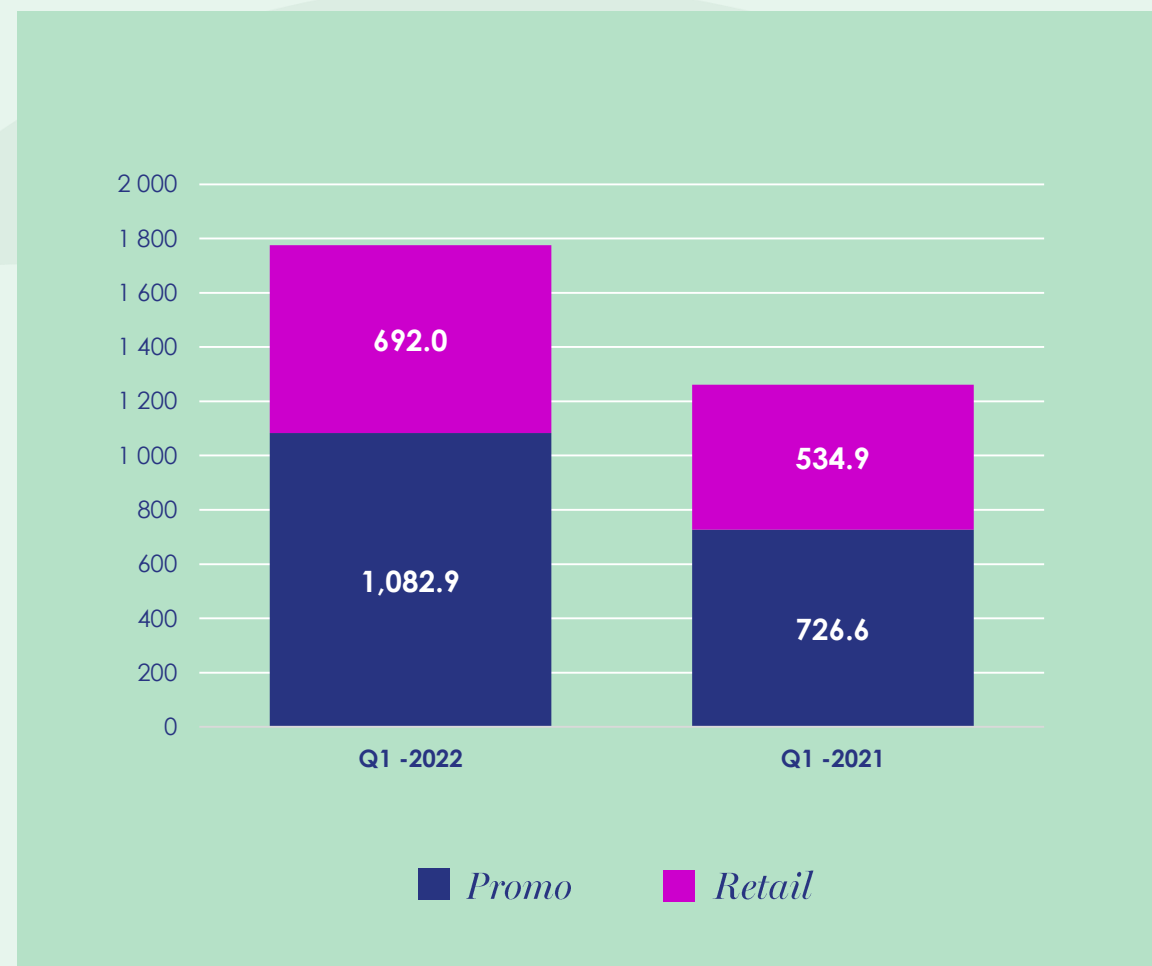


January - March

Net sales

- Sales amounted to SEK 1,774.9 (1,261.6) million
- Sales increased by 41% (36% in local currencies)
- Promo sales channel increased by 49%, retail increased by 29%

2022

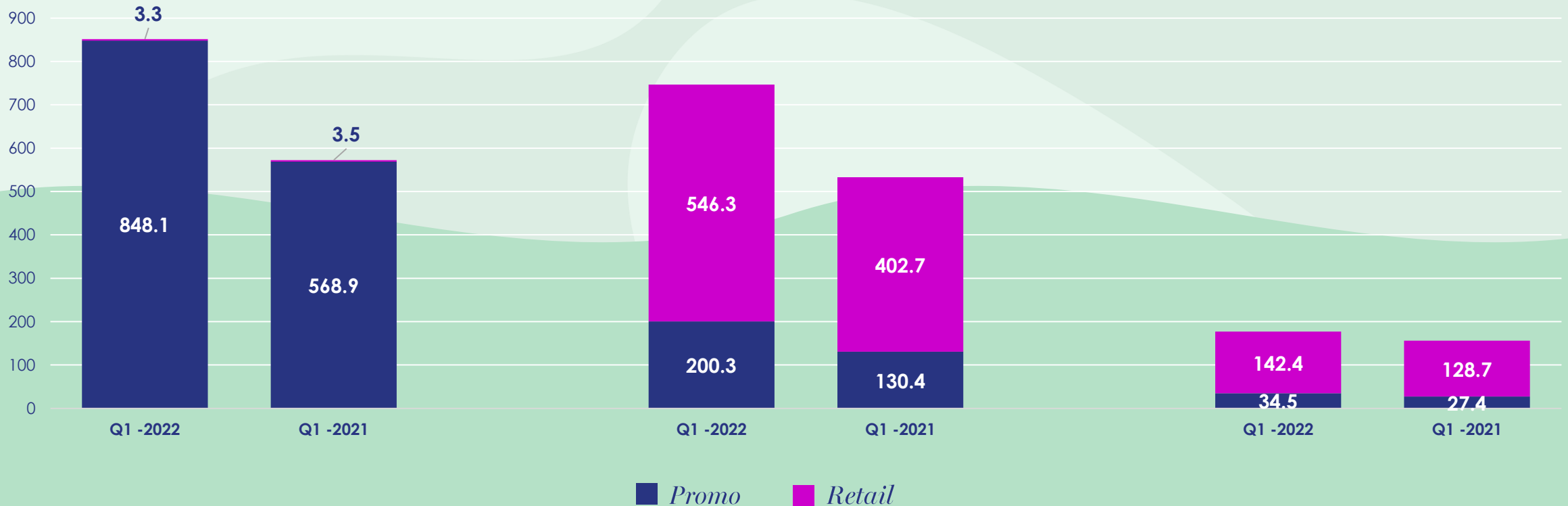


Net sales per operating segment

Corporate 49%

Sports & Leisure 40%

Gifts & Home Furnishings 13%



January - March

Net sales per geographic area and operating segment

| SEK million | Corporate | | Sports & Leisure | | Gifts & Home Furnishings | | Total | | |
|-------------------------------|----------------|----------------|------------------|----------------|--------------------------|----------------|----------------|----------------|------------|
| | Jan - Mar 2022 | Jan - Mar 2021 | Jan - Mar 2022 | Jan - Mar 2021 | Jan - Mar 2022 | Jan - Mar 2021 | Jan - Mar 2022 | Jan - Mar 2021 | Change % |
| USA | 68.5 | 45.9 | 334.3 | 200.1 | 14.0 | 11.1 | 416.8 | 257.1 | 62% |
| Sweden | 112.0 | 96.8 | 159.1 | 132.8 | 141.8 | 127.5 | 412.9 | 357.1 | 16% |
| Central Europe | 189.9 | 124.3 | 91.2 | 79.7 | 4.8 | 4.8 | 285.9 | 208.7 | 37% |
| Nordic countries excl. Sweden | 99.8 | 72.3 | 103.5 | 75.0 | 12.5 | 7.7 | 215.8 | 154.9 | 39% |
| Southern Europe | 221.0 | 157.1 | 21.9 | 21.8 | 0.0 | 0.0 | 242.9 | 178.9 | 36% |
| Other countries | 160.2 | 75.9 | 36.6 | 23.8 | 3.8 | 5.0 | 200.6 | 104.7 | 92% |
| Total | 851.4 | 572.3 | 746.6 | 533.0 | 176.9 | 156.1 | 1 774.9 | 1 261.6 | 41% |

January - March

2022

- **Gross profit margin amounted to 47.5 (48.0)%**
 - Trading had a higher share of net sales
- **External costs and personnel costs amounted to a total of SEK -586.2 (-462.0) million**
 - Increase of volume-related costs
 - Increased marketing expenses
 - Appropriately staffed for the current volumes
- **Operating result amounted to SEK 209.1 (100.1) million**
 - Higher net sales
- **Result for the period amounted to SEK 153.5 (67.7) million**

| SEK million | Jan – Mar 2022 | Jan – Mar 2021 |
|---|--------------------|--------------------|
| Net sales | 1 774.9 | 1 261.6 |
| Goods for resale | -931.6 | -656.4 |
| Gross profit | 843.3 47,5% | 605.2 48,0% |
| Other operating income | 22.6 | 16.6 |
| External costs | -311.6 | -224.8 |
| Personnel costs | -274.6 | -237.2 |
| Depreciation and write-downs of tangible and intangible fixed assets | -58.8 | -54.1 |
| Other operating costs | -11.8 | -5.2 |
| Share of associated companies' result | 0.0 | -0.4 |
| Operating result | 209.1 11,8% | 100.1 7,9% |
| Net financial items | -9.6 | -12.8 |
| Result before tax | 199.5 | 87.4 |
| Tax on result for the period | -46.0 | -19.7 |
| Result for the period | 153.5 | 67.7 |
| Result per share (SEK) | 2.31 | 1.04 |

January - March

Operating result per operating segment

Corporate

- Higher sales in all regions but primarily in USA and Central Europe

Sports & Leisure

- Increased sales in all regions except Southern Europe that were on par with py

Gifts & Home Furnishings

- Higher net sales, mainly related to Sweden, USA and the Other Nordic countries
- Lower result mainly related to market investments in Destination Kosta.

..... 2022



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 2022 | Jan - Mar 2021 |
|--|-------------------|-------------------|
| | 203.6 | 87.1 |
| | -198.4 | 280.1 |
| | 5.2 | 367.2 |
| | -25.3 | -15.2 |
| | -20.1 | 352.0 |
| | -16.3 | -346.1 |
| | -36.4 | 5.9 |

Strong balance sheet

SEK million

| | | |
|--|---------|---------|
| Equity | 4 791.6 | 4 065.7 |
| Equity ratio, % | 61.9 | 56.9 |
| Net debt, SEK million | 1 095.3 | 1 518.1 |
| Net debt to credit institutes, SEK million | 405.0 | 775.8 |
| Equity per share, SEK | 72.21 | 61.13 |

Rolling 12 months

- **Continuing rising operating margin** now amounts to 15.4 %

2022

SEK million

| | Rolling 12 months | |
|--|-------------------|--------------|
| Net sales | 7 231.9 | |
| Goods for resale | -3 764.5 | |
| Gross profit | 3 467.4 | 47.9% |
| Other operating income | 117.5 | |
| External costs | -1 154.7 | |
| Personnel costs | -1 054.3 | |
| Depreciation and write-downs of tangible and intangible fixed assets | -232.0 | |
| Other operating costs | -28.3 | |
| Share of associated companies' result | -0.7 | |
| Operating result | 1 114.9 | 15.4% |
| Net financial items | -39.8 | |
| Result before tax | 1 074.9 | |
| Tax on result for the period | -229.3 | |
| Result for the period | 845.7 | |
| Result per share (SEK) | 12.74 | |

Torsten Jansson
CEO
comments

”We are once again delivering a record quarter”



Torsten Jansson
CEO

January - March

- **Net sales growth 41%** compared to last year
- **All time high on net sales and results**
- **The operating margin** amount to 11.8%, which is the highest ever in a first quarter.

The future

- **We are well equipped for the future**, but there is no shortage of challenges in the short term – the war in Ukraine and the development of the pandemic in China.
- **We continue to gain market share.** Promo with Clique in the lead develops very well and we see a strong recovery in the USA. Craft continues to grow.
- **We are strong against our competitors** in virtually all areas

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