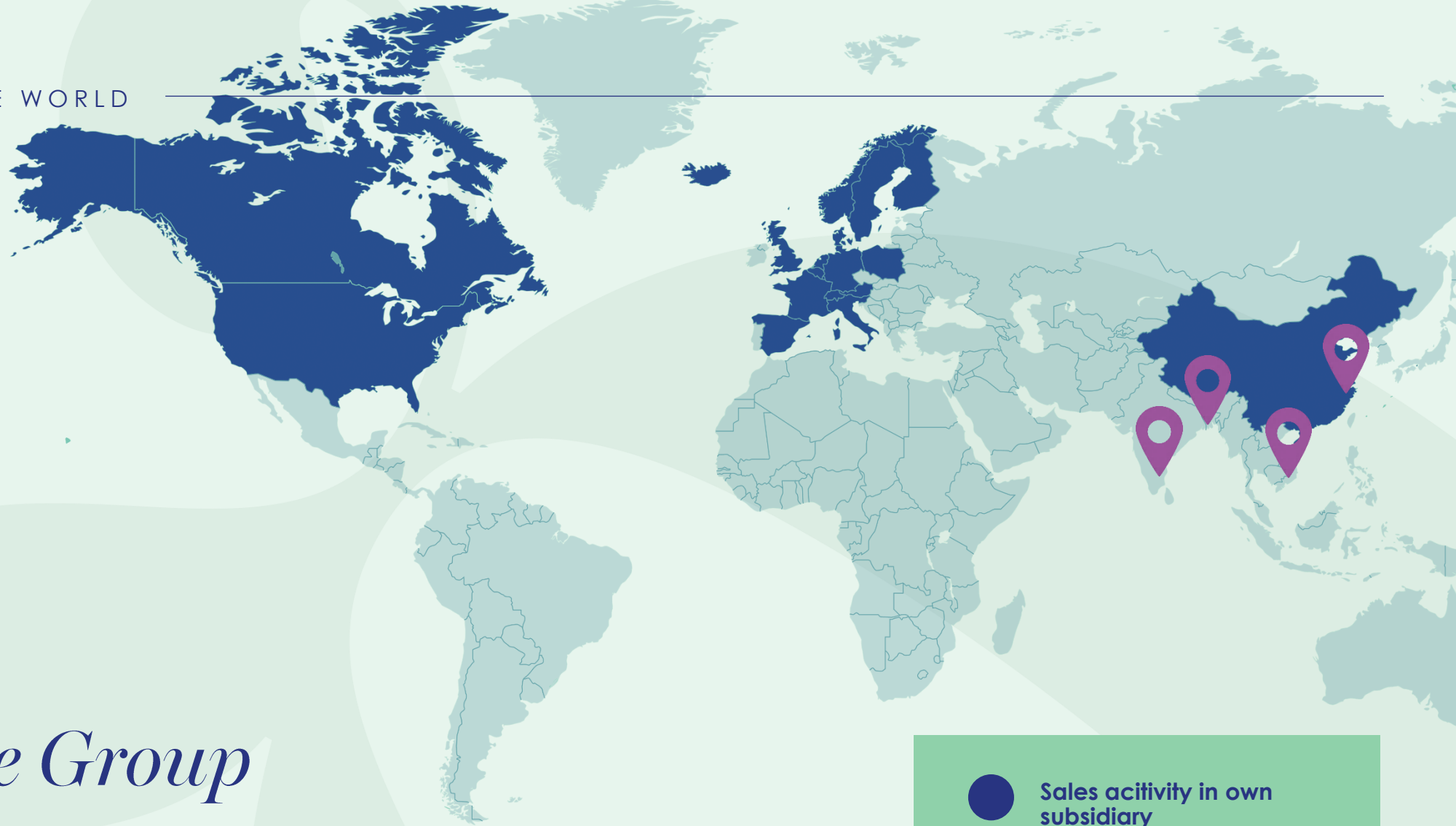


New Wave Group AB

2022

Interim Report

January – September



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



Acquisition of B.T.C. Activewear Ltd



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.

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





SVENSKA
HANDBOLLFÖRBUNDET

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 // CHRISTMAS

GFN GOD JUL I KOSTA

Kosta Julmarknad invigs den 12 november

Kosta Bryggeri har
gjort sin första julöl!



www.julikosta.se

*The quarter
at a glance*



The quarter

- *Continued strong development. Strong development in Corporate and Sports & Leisure. All regions and both sales channels had higher net sales*
- *All time high for both net sales and results*
- *Operating result improved by SEK 136.7 million compared to the previous year and amounted to SEK 397.8 (261.1) million.*
- *Aquisition of B.T.C. Activewear Ltd.*

2021

Financial information

July - September



July - September



Net sales

- Sales amounted to SEK 2,234.4 (1,663.5) million
- Sales **increased by 34%** (of which currency 9% and acquisition 4%)
- **Promo** sales channel increased by **44%**, **retail** increased by **23%**

..... 2022

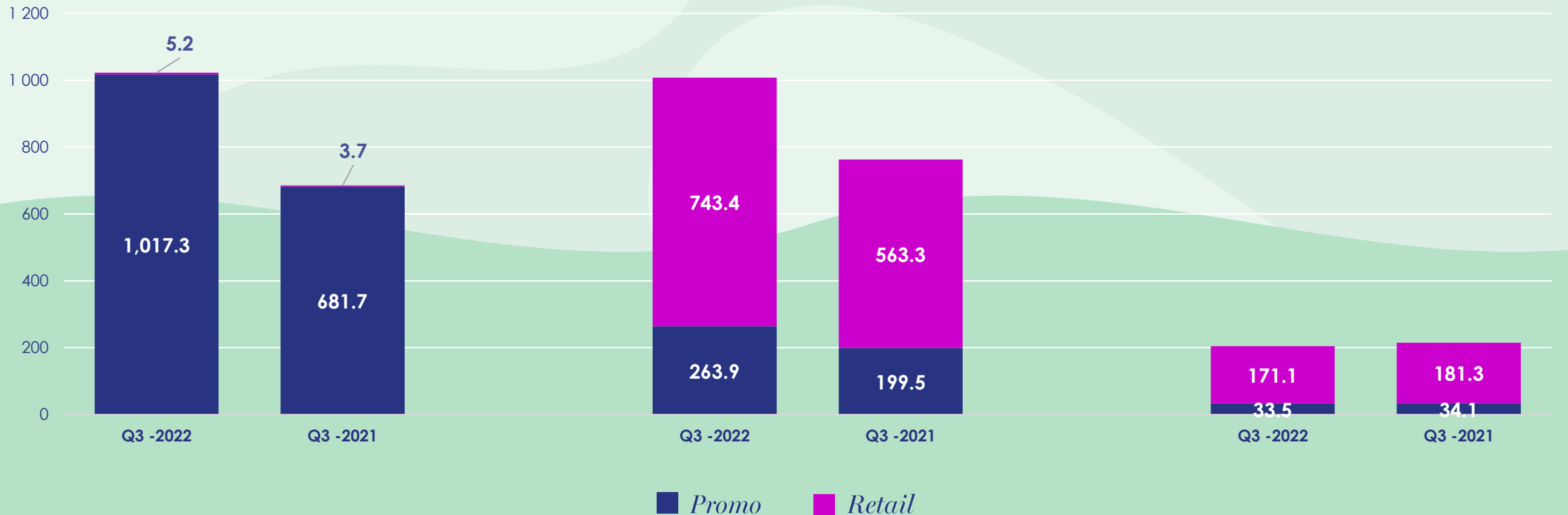


Net sales per operating segment

Corporate +49%

Sports & Leisure +32%

Gifts & Home Furnishings -5%



July - September

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		Change %
	Jul - Sep 2022	Jul - Sep 2021	Jul - Sep 2022	Jul - Sep 2021	Jul - Sep 2022	Jul - Sep 2021	Jul - Sep 2022	Jul - Sep 2021	
USA	72.6	46.0	485.8	321.4	13.5	14.4	571.9	381.8	50%
Sweden	118.3	102.7	192.0	165.5	173.1	184.0	483.4	452.1	7%
Central Europe	288.4	155.5	105.0	83.7	5.9	4.7	399.3	243.9	64%
Nordic countries excl. Sweden	118.8	95.5	140.3	120.4	8.8	8.2	267.9	224.0	20%
Southern Europe	227.2	169.9	28.8	20.4	0.1	0.1	256.1	190.4	35%
Other countries	197.2	116.0	55.4	51.4	3.2	4.1	255.8	171.4	49%
Total	1 022.5	685.5	1 007.3	762.7	204.6	215.4	2 234.4	1 663.5	34%

July - September

2022

- **Gross profit margin amounted to 49.4 (48.3)%**
 - Corporate and Sports & Leisure increased while Gifts & Home Furnishings were on the same level
- **External costs and personnel costs amounted to a total of SEK -650.8 (-493.9) million**
 - Increase of volume-related costs
 - Increased marketing activity
 - Appropriately staffed for the current volumes
- **Operating result amounted to SEK 397.8 (261.1) million**
 - Higher net sales and improved Gross profit margin
 - Acquired business contributed SEK 2.9 million
- **Result for the period amounted to SEK 304.0 (196.0) million**

SEK million	Jul - Sep 2022		Jul - Sep 2021	
Net sales	2 234.4		1 663.5	
Goods for resale	-1 131.6		-860.4	
Gross profit	1 102.8	49.4%	803.1	48.3%
Other operating income	35.7		11.6	
External costs	-359.3		-258.4	
Personnel costs	-291.5		-235.5	
Depreciation and write-downs of tangible and intangible fixed assets	-60.6		-55.7	
Other operating costs	-27.9		-3.7	
Share of associated companies' result	-1.4		-0.3	
Operating result	397.8	17.8%	261.1	15.7%
Net financial items	-13.0		-11.0	
Result before tax	384.8		250.1	
Tax on result for the period	-80.8		-54.1	
Result for the period	304.0		196.0	
Result per share (SEK)	4.58		2.97	

April - June

Operating result per operating segment

Corporate

- Higher sales in all regions
- Improved gross profit margin
- Acquired business contributed SEK 2.9 million

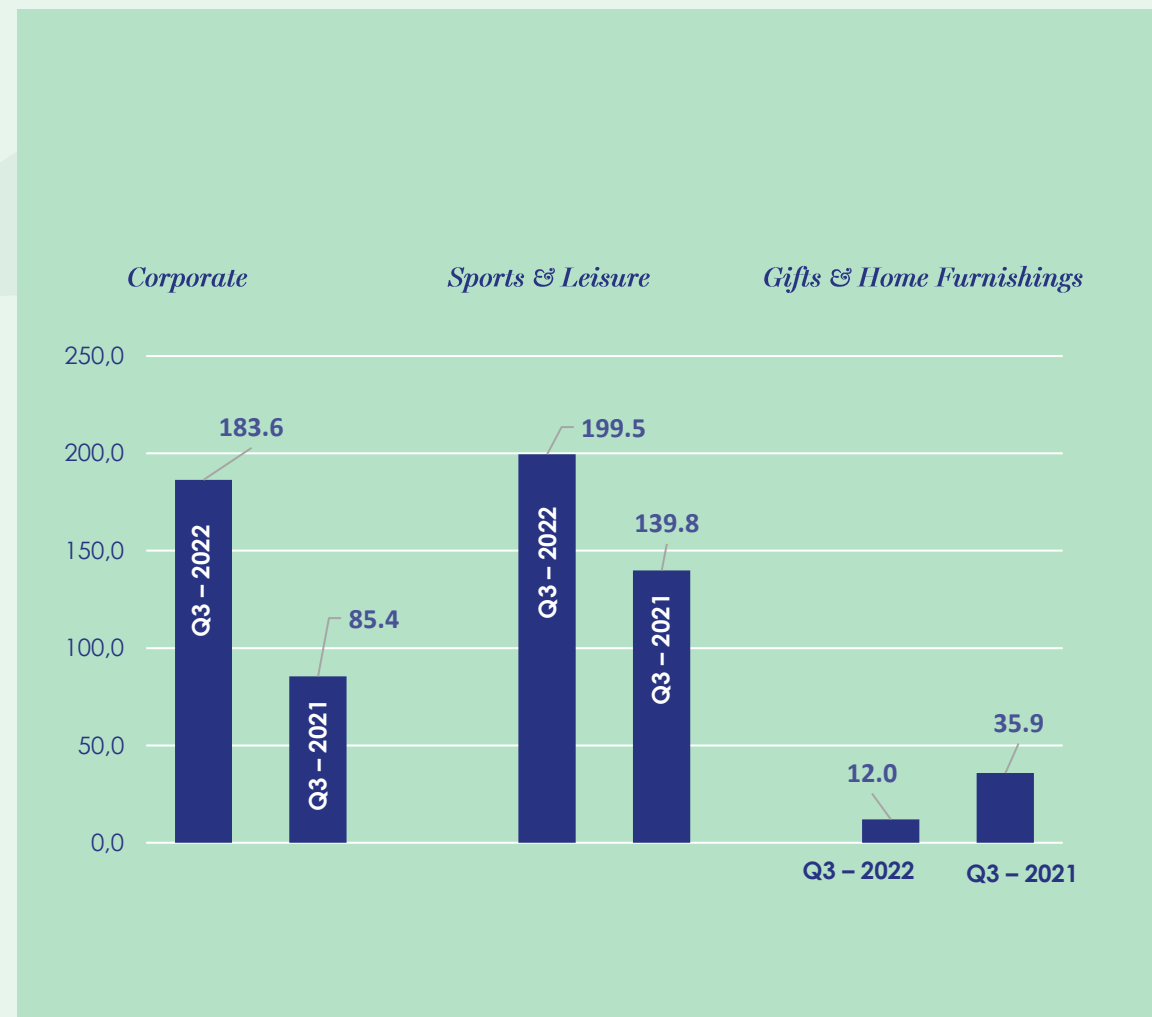
Sports & Leisure

- Increased sales in all regions and both sales channels

Gifts & Home Furnishings

- Higher net sales, mainly related to Sweden and the USA
- Costs are higher, primarily related to higher energy costs and more employees.

..... 2022



July - September

Cash flow

SEK million

	Jul - Sep 2022	Jul - Sep 2021
Cash flow from operating activities before changes in working capital	364.7	282.8
Change in working capital	-565.1	-41.0
Cash flow from operating activities	-200.4	241.8
Investing activities	-433.4	-33.0
Cash flow after investing activities	-633.8	208.8
Financial activities	589.6	-309.0
Cash flow for the period	-44.2	-100.2

Strong balance sheet

SEK million

	30 Sep 2022	30 Sep 2021
Equity	5 571.1	4 452.3
Equity ratio, %	54.0	60.0
Net debt, SEK million	2 011.5	1 119.3
Net debt to credit institutes, SEK million	1 353.4	427.6
Equity per share, SEK	83.96	66.99

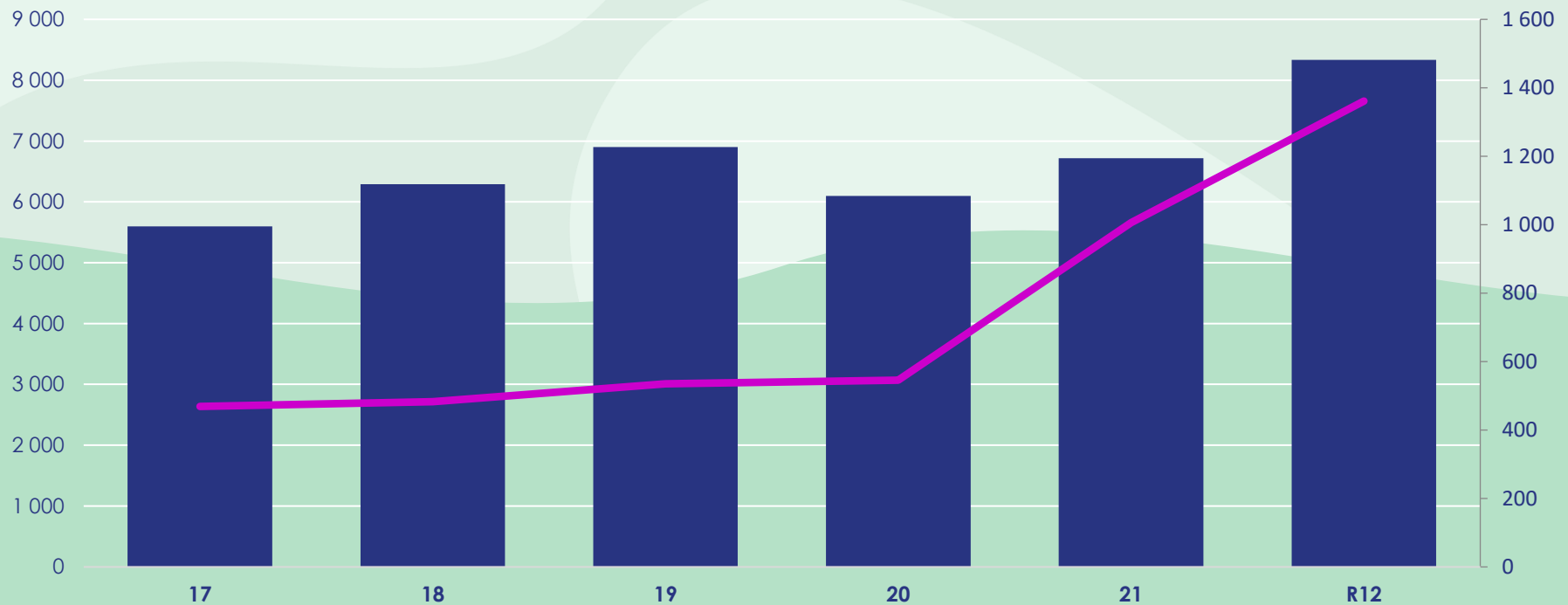
Rolling 12 months

- **Continuing rising operating margin** now amounts to 16.3 %

2022

SEK million	Rolling 12 months	
Net sales	8 335.2	
Goods for resale	-4 256.3	
Gross profit	4 078.9	48.9%
Other operating income	111.1	
External costs	-1 368.2	
Personnel costs	-1 156.4	
Depreciation and write-downs of tangible and intangible fixed assets	-239.2	
Other operating costs	-63.9	
Share of associated companies' result	-1.1	
Operating result	1 361.2	16.3%
Net financial items	-42.9	
Result before tax	1 318.2	
Tax on result for the period	-287.2	
Result for the period	1 031.0	
Result per share (SEK)	15.54	

Development of net sales and operating result



2022

Financial information

January - September

January - September

Net sales

- Sales amounted to SEK 6,028.5 (4,411.9) million
- Sales increased by 37% (of which currency 7% and acquisition 2%)
- Promo sales channel increased by 41%, retail increased by 30%

2022

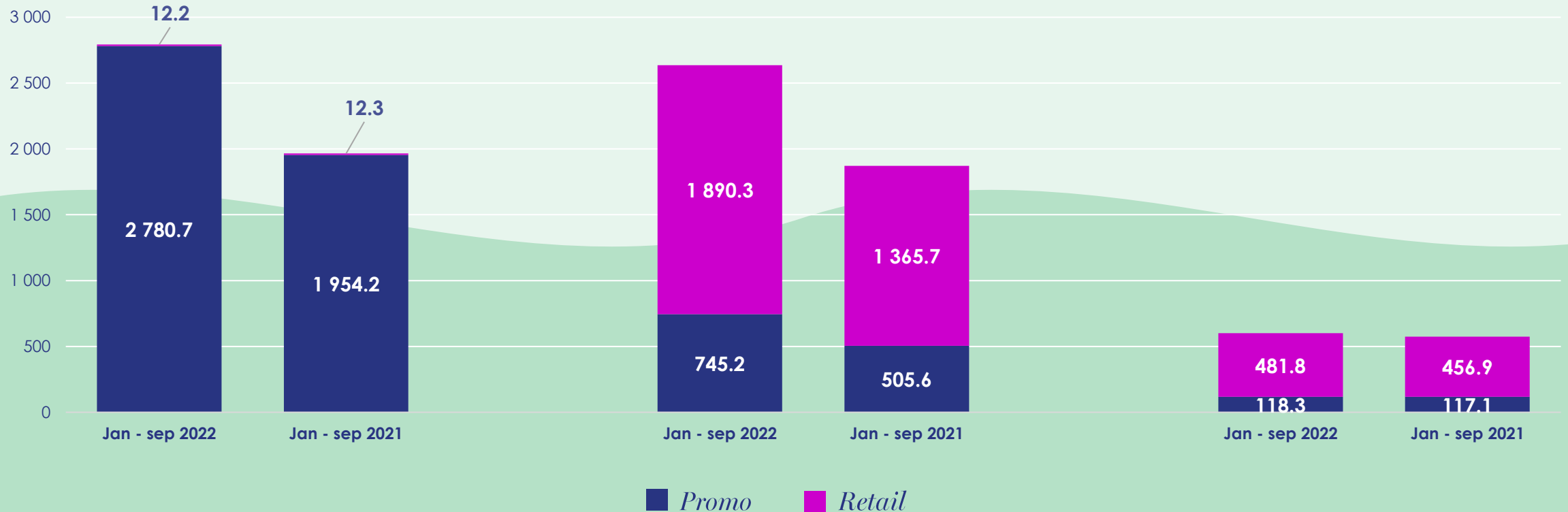


Net sales per operating segment

Corporate +42%

Sports & Leisure +41%

Gifts & Home Furnishings +5%



January - September

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		Change %
	Jan - Sep 2022	Jan - Sep 2021	Jan - Sep 2022	Jan - Sep 2021	Jan - Sep 2022	Jan - Sep 2021	Jan - Sep 2022	Jan - Sep 2021	
USA	204.4	130.1	1 268.7	797.7	42.4	36.6	1 515.5	964.4	57%
Sweden	373.0	321.5	505.5	412.6	494.6	481.8	1 373.1	1 215.8	13%
Central Europe	697.6	417.7	289.5	230.0	18.1	15.9	1 005.2	663.6	51%
Nordic countries excl. Sweden	354.3	273.9	369.3	278.8	33.5	26.5	757.1	579.1	31%
Southern Europe	712.5	512.0	76.9	54.9	0.3	0.2	789.7	567.1	39%
Other countries	451.1	311.4	125.6	97.5	11.2	13.1	587.9	421.9	39%
Total	2 792.9	1 966.5	2 635.5	1 871.4	600.1	574.0	6 028.5	4 411.9	37%

January - September

2022

- **Gross profit margin amounted to 49.4 (48.2)%**
 - Primarily in Corporate and Sports & Leisure
- **External costs and personnel costs amounted to a total of SEK -1,870.9.1 (-1,432.5) million**
 - Increase of volume-related costs
 - Increased marketing activity
 - Appropriately staffed for the current volumes
- **Operating result amounted to SEK 957.9 (602.6) million**
 - Higher net sales and improved Gross profit margin
- **Result for the period amounted to SEK 722.6 (451.5) million**

SEK million	Jan – Sep 2022	Jan – Sep 2021
Net sales	6 028.5	4 411.9
Goods for resale	-3 053.0	-2 286.0
Gross profit	2 975.5	2 125.9
	49.4%	48.2%
Other operating income	87.2	87.6
External costs	-1015.9	-717.0
Personnel costs	-855.0	-715.5
Depreciation and write-downs of tangible and intangible fixed assets	-177.7	-165.8
Other operating costs	-54.8	-11.8
Share of associated companies' result	-1.4	-0.8
Operating result	957.9	602.6
	15.9%	13.7%
Net financial items	-33.0	-33.1
Result before tax	924.9	569.5
Tax on result for the period	-202.3	-118.0
Result for the period	722.6	451.5
Result per share (SEK)	10.89	6.85

January - September

Operating result per operating segment

Corporate

- Higher sales in all regions
- Improved Gross profit margin

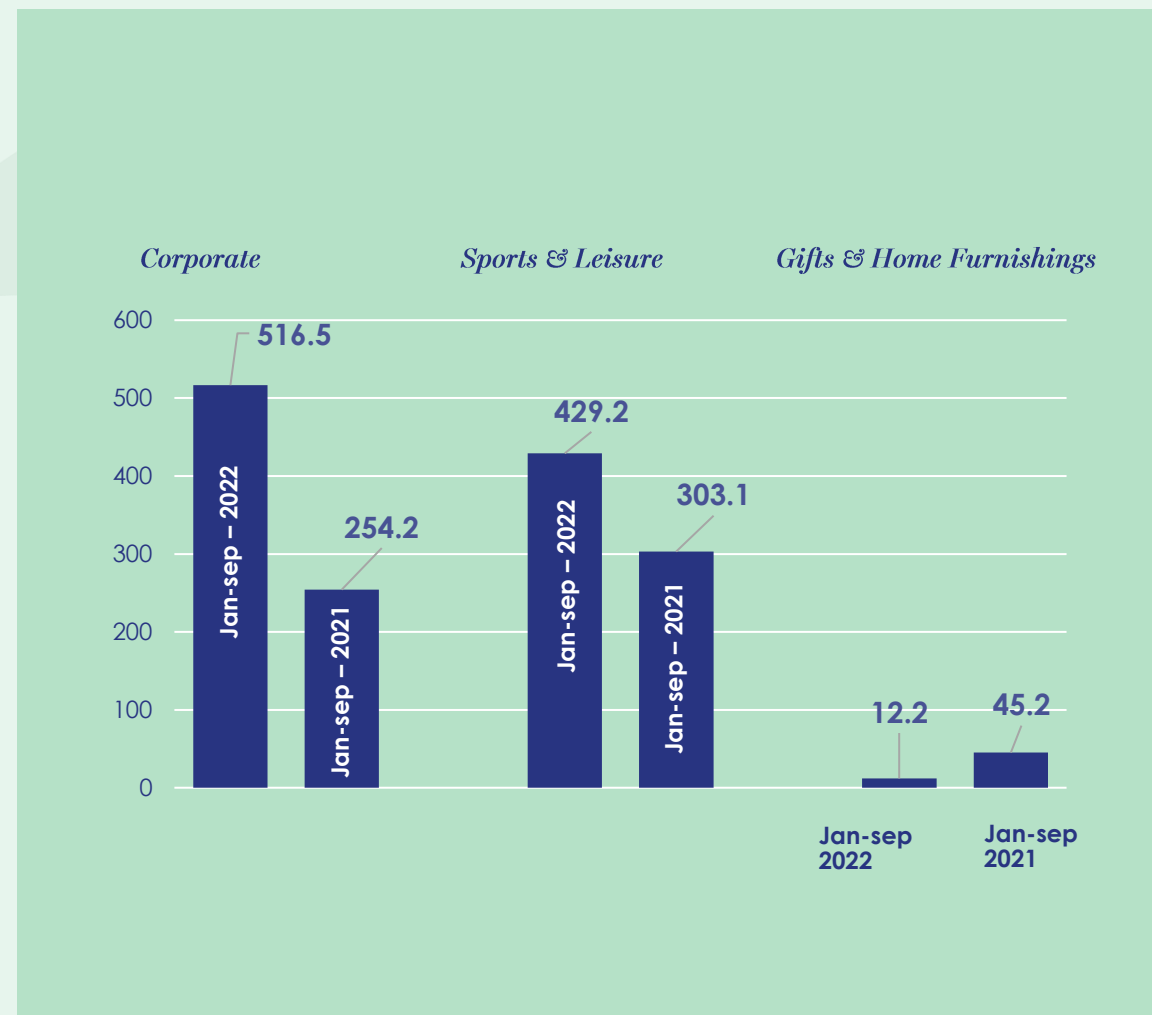
Sports & Leisure

- 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

- Higher net sales, mainly related to Sweden, USA and the Other Nordic countries
- Lower result mainly related to market investments, higher energy costs and more employees.

2022



January - September

Cash flow

SEK million

	Jan - Sep 2022	Jan - Sep 2021
Cash flow from operating activities before changes in working capital	914,3	588,9
Change in working capital	-1 041,4	205,3
Cash flow from operating activities	-127,1	794,2
Investing activities	-513,9	-72,1
Cash flow after investing activities	-641,0	722,1
Financial activities	544,9	-750,5
Cash flow for the period	-96,1	-28,4

Torsten Jansson
CEO
comments

”Another record quarter, our best third quarter ever”



Torsten Jansson
CEO

July - September

- **Another record quarter**, net sales increased 34% vs prior year (of which 9% currency and 4% acquisition)
- **All regions** and **both sales channels** had good growth
- **Good cost control.**
- **Inventory** will increase in order to meet demand
- **Aquisition of B.T.C. Activewear Ltd** which contributed with SEK 67.3 million in net sales and SEK 2.9 million in operating result
- **Operating margin** amounted to **17.8%** which also is the highest ever

January - September

- **Net sales increased** by 37% (of which 7% currency and 2% acquisition).
- **Operating margin has improved** and amounted to 15.9% compared to 13.7% for the same period in the previous year
- **Rolling 12-months has an operating margin of 16.3%**

Torsten Jansson
CEO
comments

*”It is with pride and joy that we
can present another record
quarter.”*



Torsten Jansson
CEO

Cash flow and balance sheet

- Strong balance sheet with **54% in equity ratio** after the acquisition
- **We continue to build up inventory**

The future

- **Corporate and Sports & Leisure** increasing demand while **Gifts & Home Furnishings** some slowdown
- **We continue to take market shares**

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