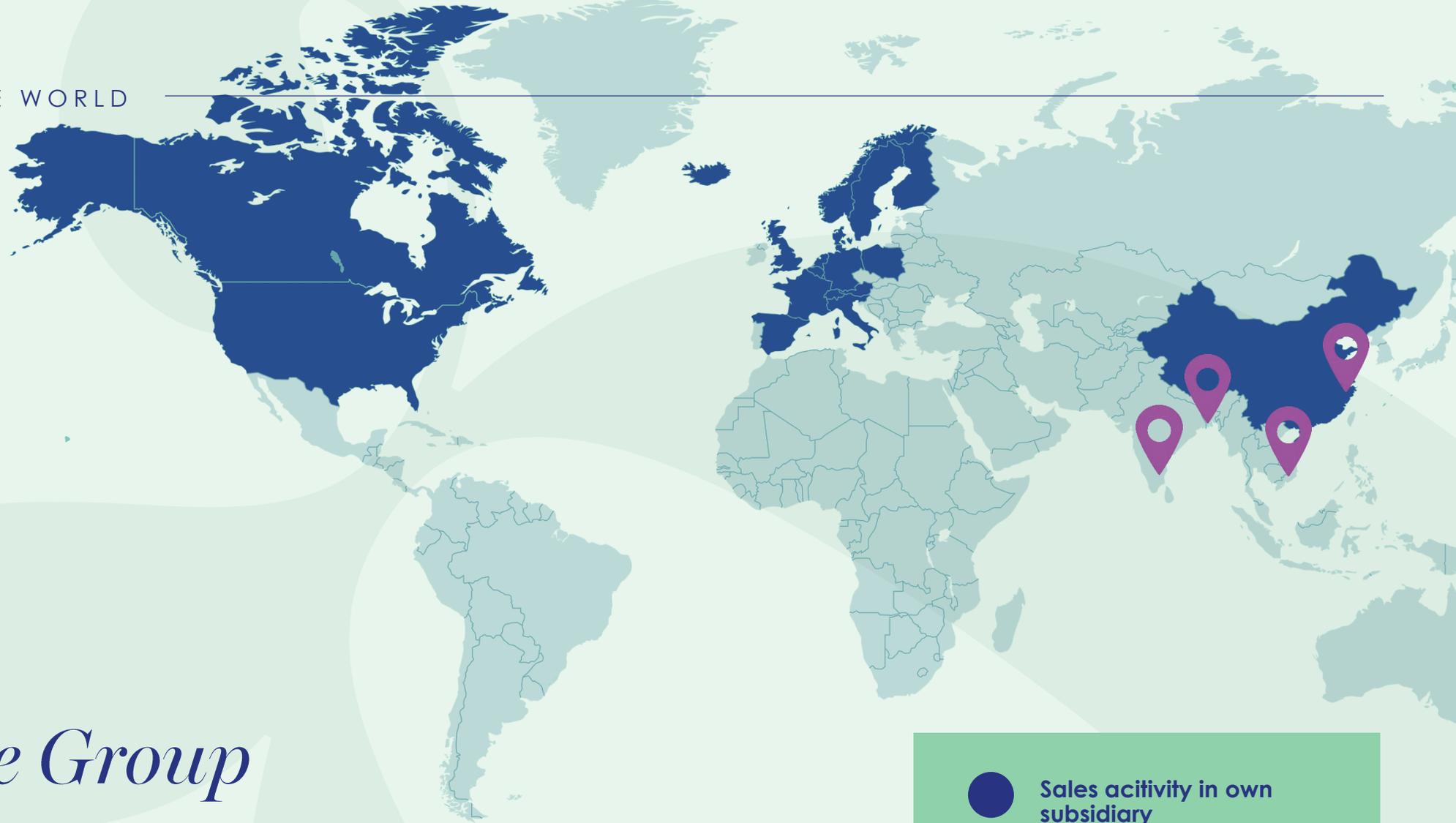


New Wave Group AB

2023

Interim Report

January – June



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.

Cutter & Buck have signed new title partnership with the Swedish Golf Association for men.

New Wave Group acquire Tenson AB

New Wave Group have as of 1st of July, acquired 100% of the shares in the Swedish outdoor company Tenson AB.

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

- *New all time high for net sales despite a weaker market in both sales channels and we continue to gain market share*
- *Operating result improved by SEK 12.9 million compared to the previous year and amounted to SEK 363.9 (351.0) million*
- *Operating margin amounted to 15.8 (17.4)%*

2023

Financial information

April - June



April - June

Net sales

- Sales amounted to SEK 2,304.5 (2,019.2) million
- Sales increased by 14% (of which currency 5% and acquisition 9%)
- Promo sales channel increased by 26%, retail decreased by 5%

2023

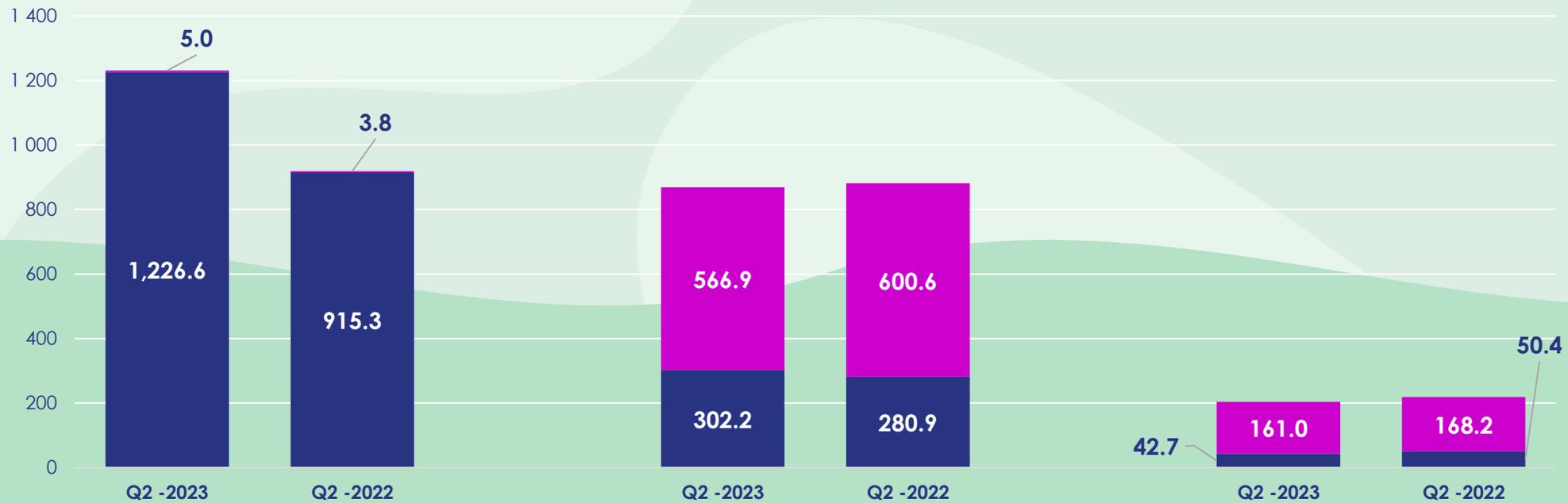


Net sales per operating segment

Corporate +34%

Sports & Leisure -1%

Gifts & Home Furnishings -7%



■ *Promo* ■ *Retail*

April - June

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		Change %
	Apr - Jun 2023	Apr - Jun 2022	Apr - Jun 2023	Apr - Jun 2022	Apr - Jun 2023	Apr - Jun 2022	Apr - Jun 2023	Apr - Jun 2022	
USA	55.6	63.3	448.3	448.5	12.6	15.0	516.5	526.8	-2%
Sweden	135.9	142.7	154.7	154.4	173.0	180.1	463.7	477.2	-3%
Central Europe	426.2	219.2	87.5	93.3	5.3	7.5	519.0	320.0	62%
Nordic countries excl. Sweden	142.3	135.8	118.9	125.6	10.3	12.3	271.5	273.7	-1%
Southern Europe	293.0	264.3	28.0	26.3	0.1	0.1	321.1	290.7	10%
Other countries	178.7	93.8	31.7	33.4	2.3	3.6	212.7	130.8	63%
Total	1,231.7	919.1	869.2	881.5	203.7	218.6	2,304.5	2,019.2	14%

April - June

2023

- **Gross profit margin amounted to 49.5 (51.0)%**
 - The decrease was related to Corporate and to the Group's trading operations and last years acquisition
- **External costs and personnel costs amounted to a total of SEK -721.0 (-633.9) million**
 - Acquired business
 - Increase of volume-related costs
 - Increased marketing activity
 - Appropriately staffed for the current volumes
- **Operating result amounted to SEK 363.9 (351.0) million**
 - Higher net sales
 - Acquired business contributed SEK 11.4 million
- **Result for the period amounted to SEK 259.6 (265.0) million**

SEK million	Apr - Jun 2023		Apr - Jun 2022	
Net sales	2,304.5		2,019.2	
Goods for resale	-1,164.8		-989.8	
Gross profit	1,139.7	49.5%	1,029.4	51.0%
Other operating income	27.4		28.9	
External costs	-382.3		-345.0	
Personnel costs	-338.7		-288.9	
Depreciation and write-downs of tangible and intangible fixed assets	-68.8		-58.3	
Other operating costs	-13.1		-15.1	
Share of associated companies' result	-0.3		0.0	
Operating result	363.9	15.8%	351.0	17.4%
Net financial items	-35.1		-10.4	
Result before tax	328.8		340.6	
Tax on result for the period	-69.2		-75.5	
Result for the period	259.6		265.0	
Result per share (SEK)	1.96		2.00	

April - June

Operating result per operating segment

Corporate

- Higher sales in most regions, but a decrease in the USA and Sweden
- Lower gross profit margin due to acquired business and trading
- Acquired business contributed SEK 11.4 million

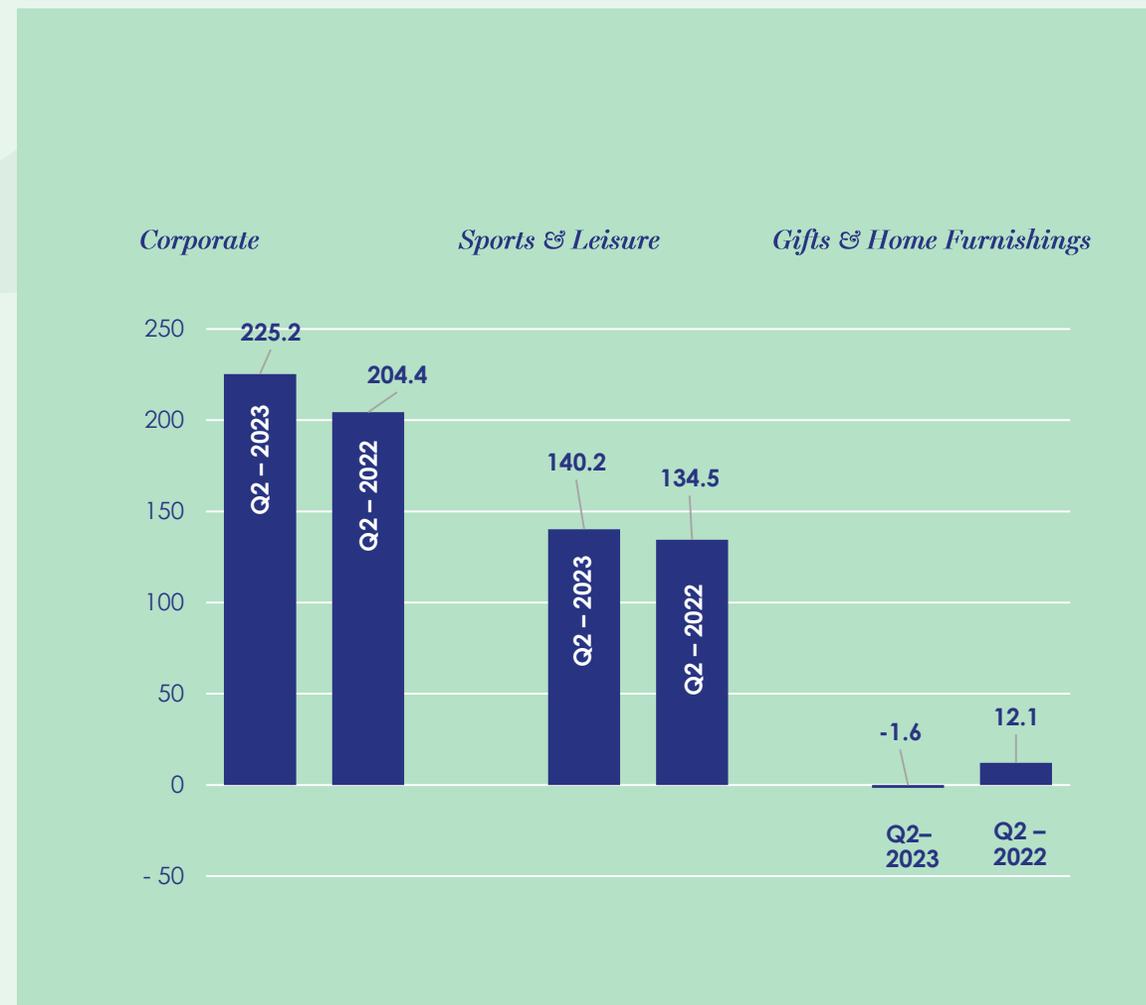
Sports & Leisure

- Increased sales in Promo sales channel but lower sales mainly in Central Europe and Other countries
- Improved Gross profit margin
- Increased marketing activity

Gifts & Home Furnishings

- Lower net sales (mainly related to Sweden)
- Reduced Gross profit margin
- Lower result mainly related to lower net sales but also higher costs in the form of more employees

2023



April - June

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

	Apr - Jun 2023	Apr - Jun 2022
	259.7	346.0
	-29.6	-277.9
Cash flow from operating activities	230.1	68.1
Investing activities	-82.8	-55.2
Cash flow after investing activities	147.3	12.9
Financial activities	-128.2	-28.4
Cash flow for the period	19.1	-15.5

Strong balance sheet

SEK million

	30 Jun 2023	30 Jun 2022
Equity	6,186.3	5,027.9
Equity ratio, %	54.9	59.0
Net debt, SEK million	2,649.9	1,356.1
Net debt to credit institutes, SEK million	2,000.9	695.2
Equity per share, SEK	46.62	37.88

Rolling 12 months

- **Continuing rising sales and a operating margin**, which amounts to 17.1%

2023

SEK million	Rolling 12 months	
Net sales	9,489.4	
Goods for resale	-4,764.4	
Gross profit	4,725.0	49.8%
Other operating income	123.5	
External costs	-1,584.4	
Personnel costs	-1,309.3	
Depreciation and write-downs of tangible and intangible fixed assets	-266.3	
Other operating costs	-63.8	
Share of associated companies' result	-2.4	
Operating result	1,622.3	17.1%
Net financial items	-98.6	
Result before tax	1,523.8	
Tax on result for the period	-291.8	
Result for the period	1,232.1	
Result per share (SEK)	9.29	

2023

Financial information

January - June



January - June

Net sales

- Sales amounted to SEK 4,440.0 (3,794.1) million
- Sales increased by 17% (of which currency 6% and acquisition 9%)
- Promo sales channel increased by 24%, retail increased by 5%

2023



Net sales per operating segment

Corporate +29%

Sports & Leisure +10%

Gifts & Home Furnishings -6%



January - June

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		Change %
	Jan - Jun 2023	Jan - Jun 2022	Jan - Jun 2022	Jan - Jun 2022	Jan - Jun 2022	Jan - Jun 2022	Jan - Jun 2022	Jan - Jun 2022	
USA	125.5	132.0	884.4	783.0	26.3	29.0	1,036.1	943.9	10%
Sweden	247.8	254.7	341.2	313.5	307.3	322.2	896.3	890.4	1%
Central Europe	824.2	409.1	186.6	184.4	10.5	12.2	1,021.3	605.7	69%
Nordic countries excl. Sweden	254.9	235.5	242.5	229.0	19.8	24.7	517.2	489.2	6%
Southern Europe	573.9	485.3	58.5	48.2	0.2	0.2	632.6	533.7	19%
Other countries	257.3	253.9	73.5	70.1	5.7	7.2	336.5	331.2	2%
Total	2,283.6	1,770.4	1,786.6	1,628.2	369.8	395.5	4,440.0	3,794.1	17%

January - June

2023

- **Gross profit margin amounted to 50.1 (49.4)%**
 - Primarily in Sports & Leisure
- **External costs and personnel costs amounted to a total of SEK -1,438.2 (-1,220.1) million**
 - Increase of volume-related costs
 - Increased marketing activity
 - Appropriately staffed for the current volumes
- **Operating result amounted to SEK 677.3 (560.1) million**
 - Higher net sales and improved Gross profit margin
- **Result for the period amounted to SEK 481.8 (418.5) million**

SEK million	Jan – Jun 2023	Jan – Jun 2022
Net sales	4,440.0	3,794.1
Goods for resale	-2,217.4	-1,921.4
Gross profit	2,222.6	1,872.7
	50.1%	49.4%
Other operating income	51.1	51.5
External costs	-770.7	-656.6
Personnel costs	-667.5	-563.5
Depreciation and write-downs of tangible and intangible fixed assets	-134.2	-117.1
Other operating costs	-23.3	-26.9
Share of associated companies' result	-0.6	0.0
Operating result	677.3	560.1
	15,3%	14.8%
Net financial items	-63.6	-20.0
Result before tax	613.8	540.1
Tax on result for the period	-132.0	-121.5
Result for the period	481.8	418.5
Result per share (SEK)	3.63	3.15

January - June

Operating result per operating segment

Corporate

- Higher sales in all regions except in the USA and Sweden
- Lower Gross profit margin
- Acquired business contributed SEK 20.9 million

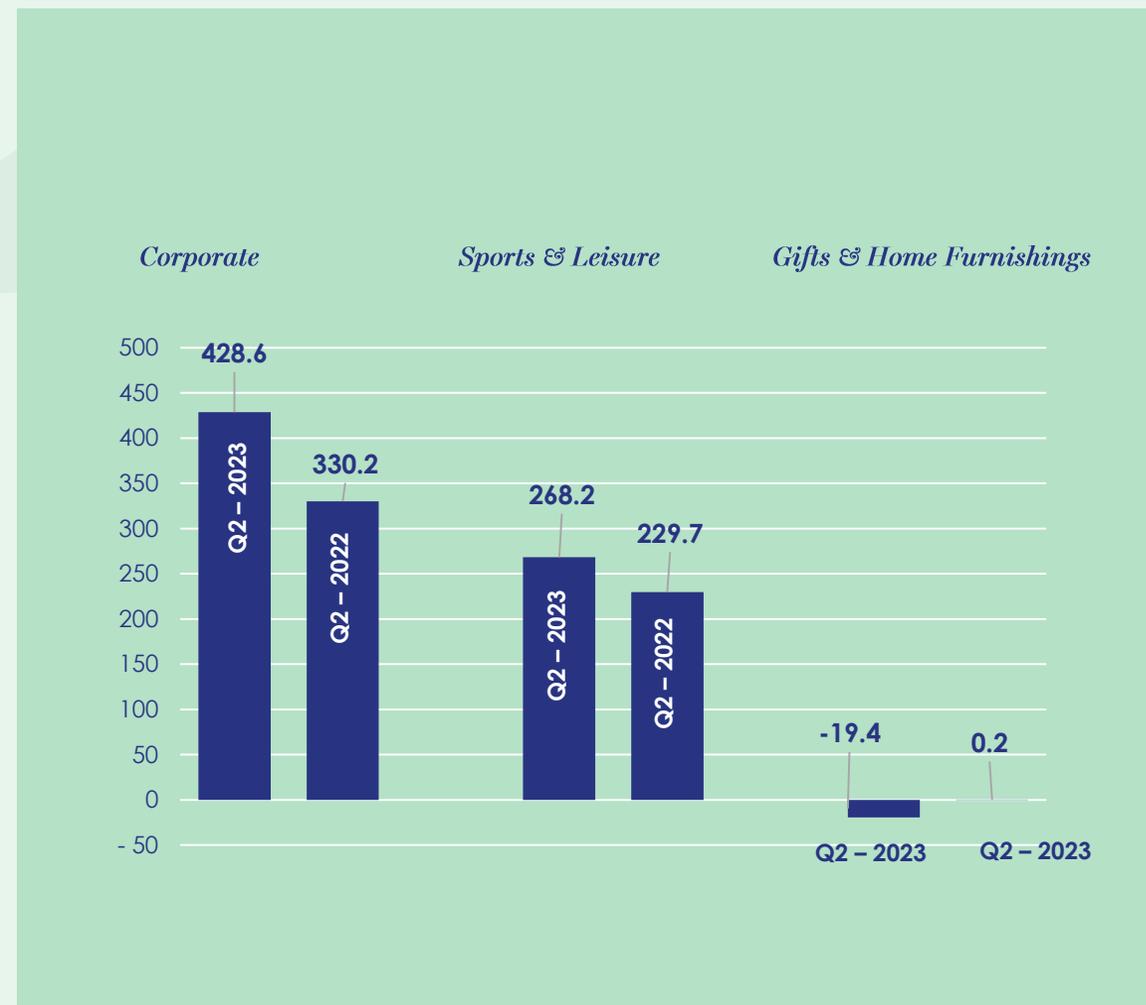
Sports & Leisure

- Increased sales in all regions and both sales channels
- Improved Gross profit margin
- Higher costs

Gifts & Home Furnishings

- Lower net sales in all regions and both sales channels
- Lower result mainly related to lower net sales but also marketing activity and more employees

..... 2023



January - June

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 - Jun 2023	Jan - Jun 2022
	557.5	549.6
	-520.5	-476.3
Cash flow from operating activities	37.0	73.3
Investing activities	-123.5	-80.5
Cash flow after investing activities	-86.5	-7.2
Financial activities	61.8	-44.7
Cash flow for the period	-24.7	-51.9

Torsten Jansson
CEO
comments

”For the 9th quarter in a row we have increased net sales and for the 10th quarter in a row we have increased operating profit.”



Torsten Jansson
CEO

April - June

- **The growth in the quarter was 14%** (of which currency 5% and acquisition 9%)
- We continue to gain **market share**
- **All time high** for sales and operating result – again!
- **Good cost control**
- **Operating margin** amount to 15.8% compared to 17.4% previous year

January - June

- **Net sales increased by 17%** (of which currency 6% and acquisition 9%)
- **Operating margin has improved** and amounted to 15.3% compared to 14.8% for the same period in the previous year
- **Rolling 12-months has an operating margin of 17.1%**

Torsten Jansson
CEO
comments

”For the 9th quarter in a row we have increased net sales and for the 10th quarter in a row we have increased operating profit.”



Torsten Jansson
CEO

The future

- **Strong balance sheet**
- Continue to gain **market share**
- Continue looking at **acquisitions**

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