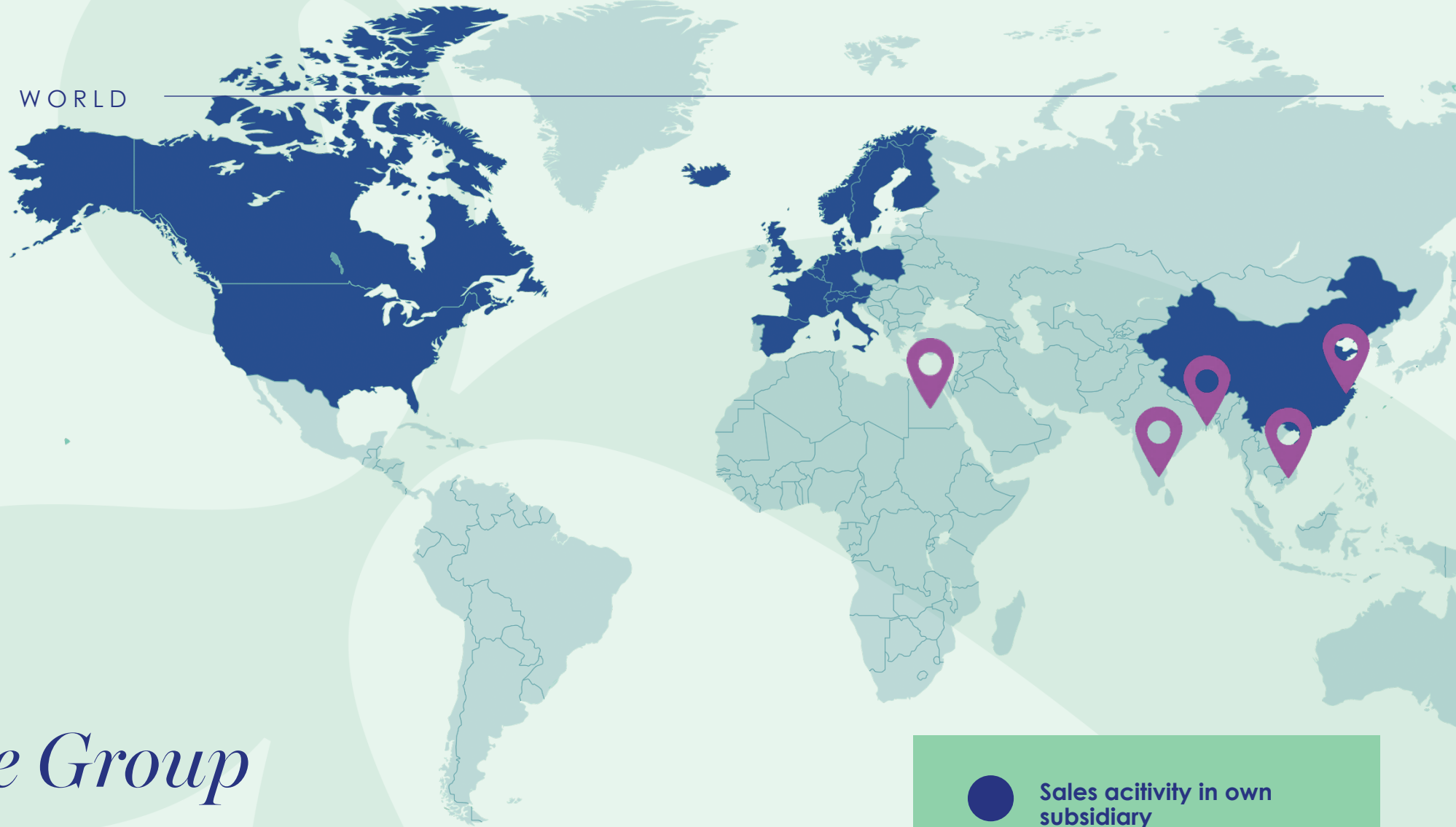


New Wave Group AB

2023 *Year-end report*

January – December



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

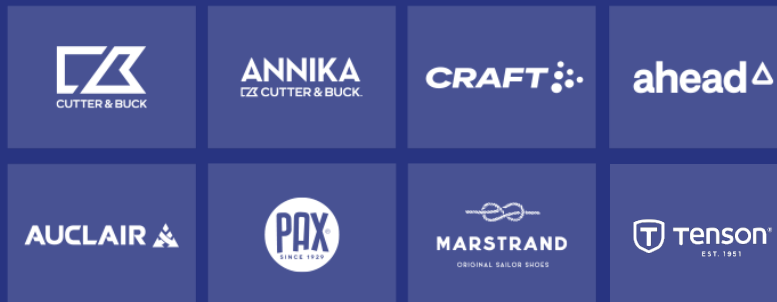
Our brands are categorized according to which of our three operating segments it belongs to: **Corporate**, **Sports & Leisure** or **Gifts & Home Furnishings**.

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.

Craft Teamwear

Today, Craft collaborates with many national teams and top clubs in some of the world's biggest sports.



Photos: Bildbyrå



ahead 



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

- *Challenging market, mainly in retail, and net sales decreased by 3%*
- *Operating result decreased by SEK 28.5 million compared to the previous year and amounted to SEK 518.7 (547.2) million*
- *Operating margin amounted to 19.0 (19.4)%*
- *Strong cash flow of SEK 753.5 (-232.9) million*

2023

Financial information

October - December



October - December

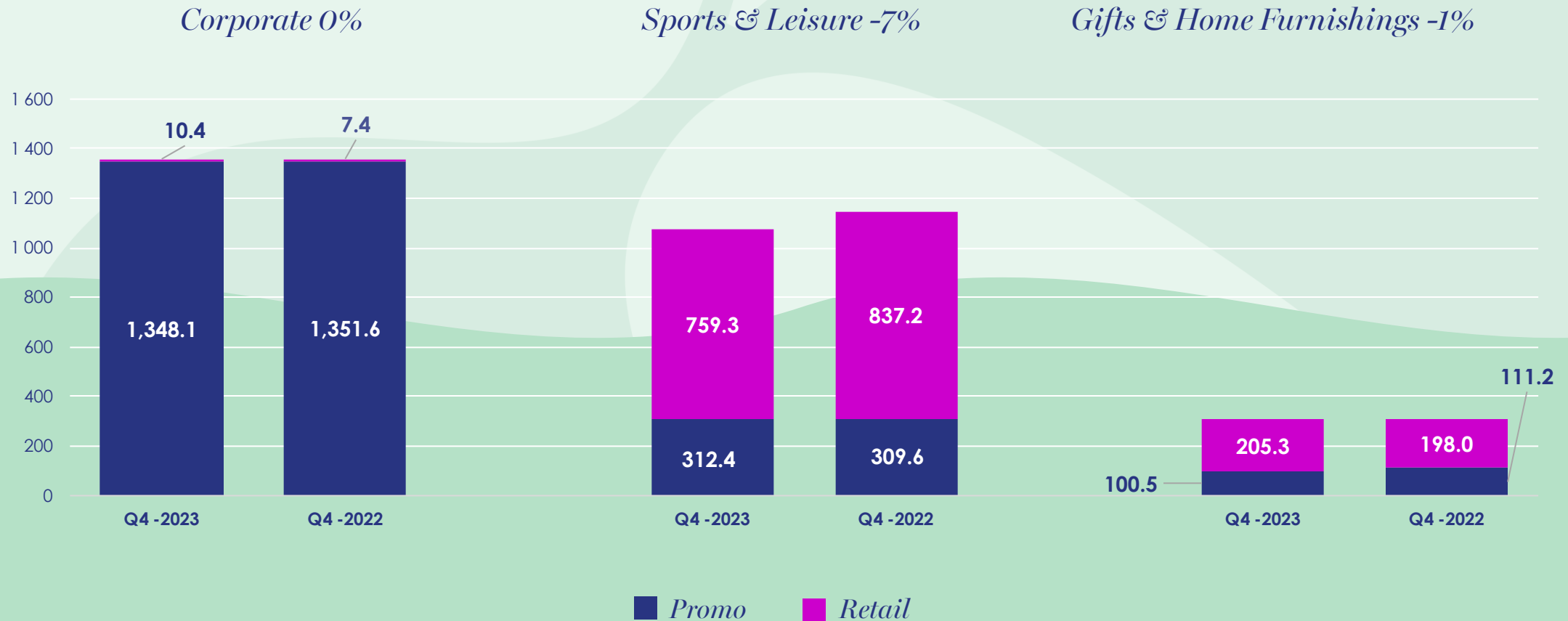
Net sales

- Sales amounted to SEK 2,735.9 (2,815.1) million
- Sales **decreased by 3%** (of which currency 2% and acquisition 1%)
- **Promo** sales channel decreased by **1%**, **retail** decreased by **6%**

2023



Net sales per operating segment



October - December

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		Change %
	Okt- Dec 2023	Okt- Dec 2022	Okt- Dec 2023	Okt- Dec 2022	Okt- Dec 2023	Okt- Dec 2022	Okt- Dec 2023	Okt- Dec 2022	
USA	89.9	98.9	501.4	500.7	21.9	23.0	613.3	622.6	-1%
Sweden	153.6	172.1	225.7	218.8	249.8	246.1	629.1	637.0	-1%
Central Europe	523.3	503.5	116.4	123.7	7.8	6.9	647.5	634.1	2%
Nordic countries excl. Sweden	134.4	140.2	144.5	157.3	23.5	28.9	302.4	326.4	-7%
Southern Europe	347.9	347.1	27.3	42.3	0.1	0.2	375.2	389.6	-4%
Other countries	109.4	97.3	56.4	103.9	2.8	4.2	168.6	205.4	-18%
Total	1,358.4	1,359.0	1,071.6	1,146.8	305.9	309.2	2,735.9	2,815.1	-3%

October - December

2023

- **Gross profit margin amounted to 52.0 (49.7)%**
 - The improvement was related to Sport & Leisure but also in Corporate. Gift & Home Furnishing were slightly lower compared to last year
- **External costs and personnel costs amounted to a total of SEK -854.4 (-804.7) million**
 - Increased rental costs and more marketing activities
 - Exchange rate changes and acquired business have an impact of SEK 27.1 million
- **Operating result amounted to SEK 518.7 (547.2) million**
 - Lower net sales
- **Result for the period amounted to SEK 366.4 (446.2) million**

SEK million	Oct - Dec 2023	Oct - Dec 2022
Net sales	2,735.9	2,815.1
Goods for resale	-1,312.3	-1,415.4
Gross profit	1,423.6	1,399.7
	52.0%	49.7%
Other operating income	29.7	36.7
External costs	-489.3	-454.4
Personnel costs	-365.1	-350.3
Depreciation and write-downs of tangible and intangible fixed assets	-63.4	-71.5
Other operating costs	-16.6	-12.6
Share of associated companies' result	-0.1	-0.4
Operating result	518.7	547.2
	19.0%	19.4%
Net financial items	-38.1	-22.0
Result before tax	480.6	525.2
Tax on result for the period	-114.3	-79.0
Result for the period	366.4	446.2
Result per share (SEK)	2.76	3.36

October - December

Operating result per operating segment

2023

Corporate

- Higher sales in Central Europe and Other Countries but lower sales in other regions
- Sales channel promo in line with previous year while retail increased
- Improved gross profit margin

Sports & Leisure

- Sales decreased with **7%** compared to last year
- Acquired business affected sales by SEK **41.1** million
- Lower result tied to reduced sales and higher costs. The segment had an improved gross profit margin

Gifts & Home Furnishings

- Sales slightly decreased compared to last year
- Sales channel promo decreased while retail increased



October - December

Cash flow

SEK million

	Oct - Dec 2023	Okt - Dec 2022
Cash flow from operating activities before changes in working capital	424.1	466.3
Change in working capital	329.4	-699.2
Cash flow from operating activities	753.5	-232.9
Investing activities	-25.3	-8.3
Cash flow after investing activities	728.2	-241.2
Financial activities	-635.9	389.2
Cash flow for the period	92.2	148.0

Strong balance sheet

SEK million

	31 Dec 2023	31 Dec 2022
Equity	6,460.4	5,890.5
Equity ratio. %	60.2	53.8
Net debt. SEK million	2,028.9	2,329.6
Net debt to credit institutes. SEK million	1,468.5	1,635.4
Equity per share. SEK	48.68	44.39

2023

Financial information

January - December



January - December

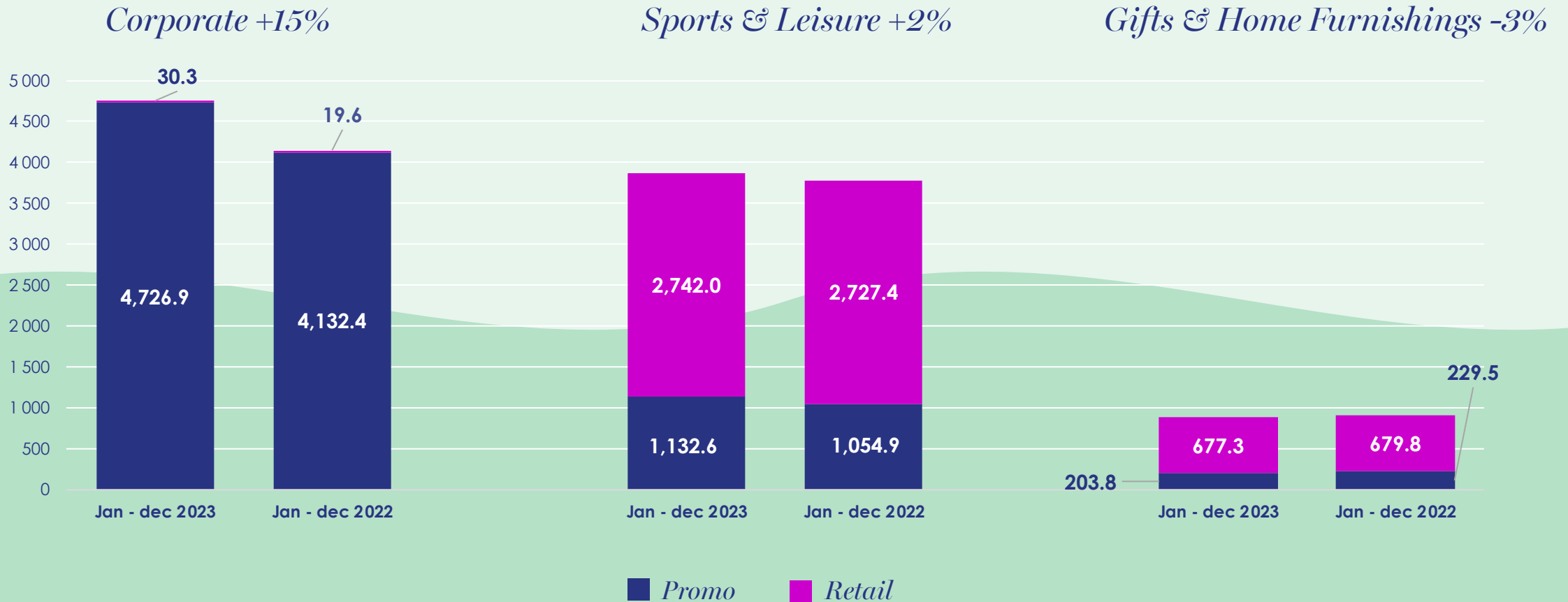
Net sales

- Sales amounted to SEK 9,512.9 (8,843.6) million
- Sales increased by 8% (of which currency 4% and acquisition 6%)
- **Promo** sales channel increased by 12%. **retail** increased by 1%

2023



Net sales per operating segment



January - September

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		Change %
	Jan - Dec 2023	Jan - Dec 2022	Jan - Dec 2023	Jan - Dec 2022	Jan - Dec 2023	Jan - Dec 2022	Jan - Dec 2023	Jan - Dec 2022	
USA	274.7	303.5	1,819.1	1,769.5	62.5	66.0	2,156.2	2,139.0	1%
Sweden	504.4	545.0	777.4	724.3	732.3	740.8	2,014.1	2,010.1	0%
Central Europe	1,767.8	1,201.0	426.2	413.1	23.9	25.0	2,217.9	1,639.1	35%
Nordic countries excl. Sweden	505.7	494.5	517.6	526.7	51.3	62.4	1,074.5	1,083.6	-1%
Southern Europe	1,169.8	1,059.6	127.2	119.3	0.4	0.4	1,297.3	1,179.3	10%
Other countries	534.8	548.4	207.2	229.4	10.6	14.7	752.8	792.5	-5%
Total	4,757.1	4,152.0	3,874.6	3,782.3	881.1	909.3	9,512.9	8,843.6	8%

January - December

2023

- **Gross profit margin amounted to 50.3 (49.5)%**
 - Improvements in Sports & Leisure while the rest of the segments were slightly lower than previous year
- **External costs and personnel costs amounted to a total of SEK -3,015.8 (-2,675.6) million**
 - Increase of volume-related costs and rental costs
 - Acquired business and exchange rate changes affected SEK 209.6 million
 - Increased marketing activity
 - Workforce adapted to current volumes
- **Operating result amounted to SEK 1,577.2 (1,505.1) million**
 - Higher net sales and improved gross profit margin
- **Result for the period amounted to SEK 1,119.0 (1,168.8) million**

SEK million	Jan – Dec 2023	Jan – Dec 2022
Net sales	9,512.9	8,843.6
Goods for resale	-4,730.2	-4,468.4
Gross profit	4,782.6	4,375.2
	50.3%	49.5%
Other operating income	130.7	123.9
External costs	-1,663.0	-1,470.3
Personnel costs	-1,352.8	-1,205.3
Depreciation and write-downs of tangible and intangible fixed assets	-263.2	-249.2
Other operating costs	-54.5	-67.4
Share of associated companies' result	-2.7	-1.8
Operating result	1,577.2	1,505.1
	16.6%	17.0%
Net financial items	-137.7	-55.0
Result before tax	1,439.4	1,450.1
Tax on result for the period	-320.4	-281.3
Result for the period	1,119.0	1,168.8
Result per share (SEK)	8.43	8.81

January - December

Operating result per operating segment

2023

Corporate

- Higher net sales in Central-, Southern Europe and Nordic countries excl. Sweden, other regions decreased
- Both sales channels increased net sales
- Acquired business affected operating result with SEK 28.1 million

Sports & Leisure

- Increased net sales in all regions except for Nordic countries excl. Sweden and Other Countries
- Both sales channels increased net sales
- Acquired business affected operating result with SEK 9.2 million

Gifts & Home Furnishings

- Lower net sales in all regions
- Sales channel promo decreased while retail were in line with previous year
- Lower result mainly related to lower net sales but also marketing activity and more employees



January - December

Cash flow

SEK million

	Jan - Dec 2023	Jan - Dec 2022
Cash flow from operating activities before changes in working capital	1,362.8	1,383.2
Change in working capital	-399.0	-1,743.2
Cash flow from operating activities	963.8	-360.0
Investing activities	-220.9	-522.2
Cash flow after investing activities	742.9	-882.2
Financial activities	-785.4	934.1
Cash flow for the period	-42.5	51.9

Torsten Jansson
CEO
comments

”4th quarter continued with very strong margins and cash flow”



Torsten Jansson
CEO

October - December

- **We managed well, despite a challenging market**
- **Profile** marginal decline while **retail** was weaker
- **Sales channels** and **segments complement each other**
- **Very satisfied** with the quarter's operating result
- **Operating margin** amount to 16.3% compared to 17.8% previous year
- **Strong cash flow**

January - December

- **Net sales increased by 8%** (of which currency 4% and acquisition 6%)
- **Operating margin in line with py** and amounted to 16.6 (17.0)%
- **Cash flow improved sharply to SEK 963.8 (-360) million**

Torsten Jansson
CEO
comments

”We are well equipped for continued profitable growth both through organic growth as well as geographical growth and also acquisitions in all ways”



Torsten Jansson
CEO

The future

- **Strongly prepared** for the future
- **Still great growth opportunities** in both profile and retail
- **Strong balance sheet**
- Continue looking at **acquisitions**

New Wave Group AB

Capital Markets day

—
20 February



Agenda

- *10.00 Introduction*
- *Swedish profile market & distribution*
- *Tenson AB*
- *Sustainability*
- *12.15 Lunch*
- *The profile market – Benelux*
- *Craft International*
- *AGF Aarhus*
- *The profile market – Canada*
- *16.15 Summary*
- *16.30 Lighter consumption and Gin and Beer tasting*

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