Q1

NEW WAVE GROUP AB

Interim report 1 January – 31 March 2025

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NEW WAVE GROUP AB

Interim report January 1-March 31, 2025



"The future continues to look bright. We achieve organic growth with maintained profitability while continuing to gain market share and invest in both new and existing markets. Initiatives such as the launch of Craft Teamwear in the USA and Canada, as well as a new warehouse in the southern USA, contribute to strengthening our presence and service in the North American market. In Europe, we are planning expansions in England and Spain, as well as a new warehouse in Ireland. It's been a long time since we had such a high pace to create an even bigger and stronger New Wave."

- Torsten Jansson

Sales acitivity in own subsidiary

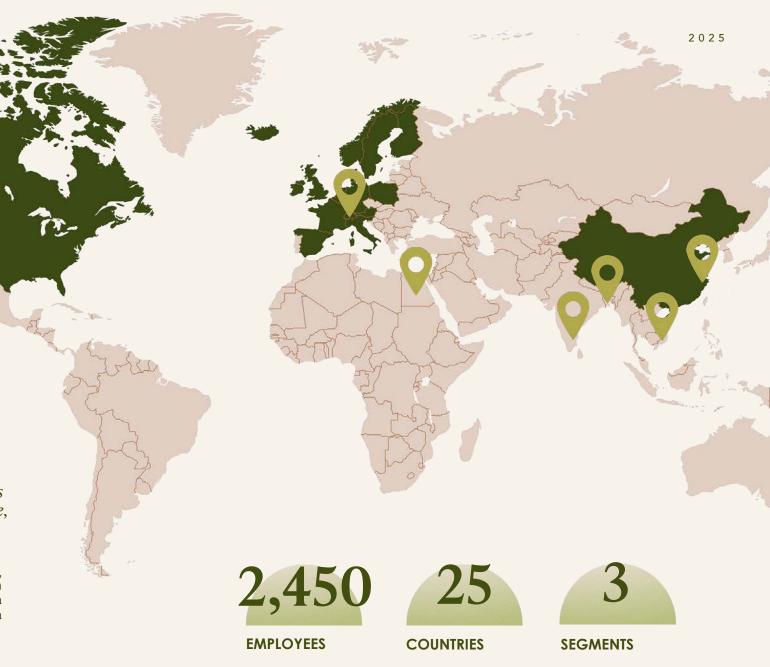
Own purchasing offices

THIS IS NWG

New Wave Group is a growth-oriented international company with high decentralization that creates, acquires, and develops brands and products within the business segments of Corporate, Sports & Leisure, and Gifts & Home Furnishings.

New Wave Group strives for sustainable and profitable sales growth through expansion within the three business segments. The growth target over an economic cycle is 10–20% per

year, of which 5-10% is organic growth, with an operating margin of 20%. In addition, New Wave Group has a solvency target of at least 40% over a business cycle.



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

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SPORTS & LEISURE

















GIFTS & HOME FURNISHINGS











CORPORATE



The vision for the Corporate operating segment is to become Europe's leading supplier of promotional products for businesses, as well as one of the leading suppliers in the United States. This will be achieved by offering customers a wide range of products, strong brands, excellent knowledge and service, and a superior comprehensive concept.





OFFENSIVE INITIATIVES IN NORTH AMERICA

- Projob will launch in Canada in 2026
- Harvest/Printer will launch in Canada in 2025/26
- © Craft Teamwear will launch in Canada in 2026
- More launches are also underway in the USA

SPORTS & LEISURE



The vision for the Sports & Leisure operating segment is to establish Craft as a world-leading sportswear brand and Cutter & Buck as a world-leading golf apparel brand.

Auclair is envisioned to become a leading glove brand in Europe, while Paris Glove's robust distribution platform will be utilized to introduce the Group's other brands in Canada.

Overall, our goal is to be one of the foremost sports suppliers in Sweden, across European markets, and in the United States. Ultimately, our portfolio of brands aims to position us among the largest sports suppliers globally.





CRAFT TEAMWEAR ACCELERATES IN THE USA

During the first quarter, a multi-year partnership agreement was signed with one of the largest football clubs in the USA, International Football Academy, New England, as part of the Group's initiative to expand its teamwear presence in the American market.



JANNE ANDERSSON JOINS CRAFT

As part of strengthening its teamwear initiative in Sweden, Craft Sportswear expanded its board by recruiting Janne Andersson, former head coach of Sweden's men's national football team, who brings extensive experience in club operations and team sports at both Swedish and international levels, all in order to support the continued growth of the Teamwear business area.

GIFTS & HOME FURNISHINGS



The vision for Gifts & Home Furnishing is to make Orrefors and Kosta Boda world-leading suppliers of glass and crystal.

Part of the vision also includes using innovative and playful designs to establish Sagaform as a prominent player in the Nordic profile and retail markets.



THE QUARTER IN BRIEF $\sim\sim\sim$

THE QUARTER IN BRIEF





THE QUARTER

- The Promo sales channel grew by 12%, and Retail channel by 6%.
- The **Sports & Leisure segment** increased by **11**%
- Operating profit increased by 26 MSEK compared to the previous year, reaching 212 (186) MSEK.
- The **operating margin** improved and amounted to **9.7**% (9.3%).

CEO COMMENTS



"We have had a good and stable start to 2025 despite a continuously challenging market and an uncertain global environment, beginning the year with 9% organic growth."

- Torsten Jansson, CEO

JANUARY - MARCH

- Sales amounted to SEK 2 184 million (1 995)
- Both distribution channels increased sales, Promo by 12%,Retail by 6%.
- Sales increased in all geographical regions



CEO COMMENTS



"The only major risk I see in the longer term that could negatively affect us is a general economic downturn or recession. In the short term, we may face increased costs if tariffs are implemented quickly, but we are well-prepared with production in many countries and on several continents. From a perspective of six months or longer, it is not something that concerns me."

- Torsten Jansson, CEO

JANUARY - MARCH

Description Uncertain global market conditions



CEO COMMENTS



"It has been a long time since we had such a high pace to create an even bigger and stronger New Wave. I am glad that we have good profitability and a strong balance sheet so that we can continue to expand while many others take a step back due to the turbulent times."

- Torsten Jansson, CEO

THE FUTURE

- Well-equipped for the future
- Continued significant growth opportunities in both promo and retail
- Strong balance sheet
- Continue looking at acquisitions



FINANCIAL INFORMATION 2025

FINANCIAL INFORMATION

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January - March

FINANCIAL INFORMATION 2025



#### JANUARY - MARCH NET SALES

- **Total sales** amounted to **SEK 2 184 million** (1 995)
- Sales increased organically by 9 %
- **Promo** increased its sales by 12 % Retail increased sales by 6 %.

#### NET SALES PER OPERATING SEGMENT

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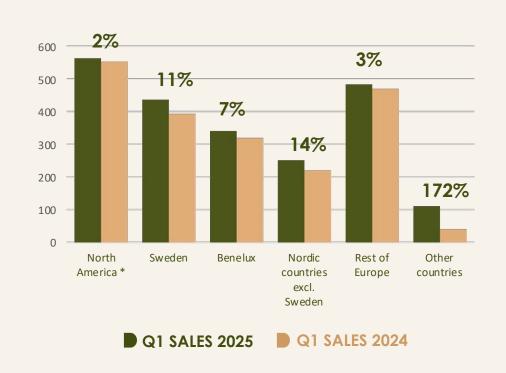


FINANCIAL INFORMATION 2025

JANUARY - MARCH

NET SALES PER GEOGRAPHIC AREA AND OPERATING SEGMENT

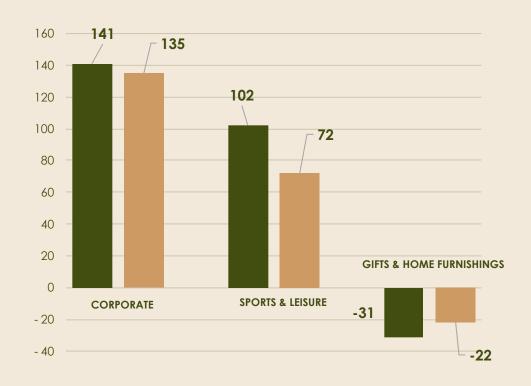
SEK million	Jan-Mar 2025	Jan-Mar 2024	Share of the Group's net sales 2025
North America	563	553	26%
Sweden	436	393	20%
Benelux	340	319	16%
Nordic countries excl. Sweden	251	220	11%
Rest of Europe	483	470	22%
Other countries	110	40	5%
Group	2 184	1 995	100%



MSEK	Jan - Mar 2025		Jan - Mar 2024	
Net sales	2 184		1 995	
Goods for resale	-1 097		-1 003	
Gross profit	1 087	49,8%	992	49,7%
Other operating income	31		24	
External costs	-428		-409	
Personnel costs	-372		-340	
Depreciation and write-downs of tangible and intangible fixed assets	-79		-72	
Other operating costs	-26		-8	
Share of associated companies' result	0		0	
Operating result	212	9,7%	186	9,3%
Net financial items	-24		-31	
Result before tax	188		154	
Tax on result for the period	-43		-33	
Result for the period	144		121	
Result per share (SEK)	1,09		0,91	

JANUARY - MARCH

- **⊚** Gross profit margin amounted to 49.8% (49.7)
- Sports & Leisure increased compared to the previous year, while Corporate and Gifts & Home Decor had a lower margin than last year.
- External costs and personnel costs amounted to a total of SEK 800 million (749).
- The increase is mainly related to sales and marketing expenses as well as general wage increases.
- **Operating profit amounted to SEK 212 million** (186)
- Strengthened through increased sales.
- **Net result amounted to SEK 144 million** (121).



Q1 2024

Q1 2025

JANUARY - MARCH

OPERATING RESULT PER OPERATING SEGMENT

Corporate

- Sales increased by **9**% compared to last year.
- Higher sales in all regions except North America, which saw a decline.
- It is particularly our trading operations, our profile business for giveaways and technology products, as well as our English operations, that have experienced strong growth in the first quarter

Sports & Leisure

- Sales increased by 11% compared to PY.
- Sales through the **Promo channel increased by 20% and retail channel by 7%**
- First quarter growth mainly generated by Craft and Cutter & Buck

Gifts & Home Furnishings

- Sales increased with 3% compared to last year
- Higher sales in Sweden but lower sales in all other regions
- Sales channel retail increased while promo decreased

SEK million	Jan - Mar 2025	Jan - Mar 2024
Cash flow from operating activities before changes in working capital	183	162
Change in working capital	35	42
Cash flow from operating activities	219	204
Investing activities	-98	-64
Cash flow after investing activities	121	140
Financial activities	-181	-54
Cash flow for the period	-60	86

JANUARY - MARCH CASH FLOW

MSEK	31 Mar 2025	31 Dec 2024
Equity	6 921	7 217
Equity ratio. %	63,8	63,7
Net debt. SEK million	1 842	1 819
Net debt to credit institutes. SEK million	1 057	1 104
Equity per share. SEK	52,16	54,39

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# STRONG BALANCE SHEET

| SEK million                                                          | Rolling<br>12 months |       |
|----------------------------------------------------------------------|----------------------|-------|
| Net sales                                                            | 9 717                |       |
| Goods for resale                                                     | -4 916               |       |
| Gross profit                                                         | 4 801                | 49,4% |
| Other operating income                                               | 102                  |       |
| External costs                                                       | -1 769               |       |
| Personnel costs                                                      | -1 462               |       |
| Depreciation and write-downs of tangible and intangible fixed assets | -315                 |       |
| Other operating costs                                                | -66                  |       |
| Share of associated companies' result                                | -3                   |       |
| Operating result                                                     | 1 289                | 13,3% |
| Net financial items                                                  | -122                 |       |
| Result before tax                                                    | 1 167                |       |
| Tax on result for the period                                         | -264                 |       |
| Result for the period                                                | 903                  |       |
| Result per share (SEK)                                               | 6,80                 |       |

### **ROLLING 12 MONTHS**

- Continued good turnover and gross profit margin, despite a challenging market.
- The operating margin for the period amounts to 13.3%.

2025

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!

