



A large, stylized wave graphic in a light green color, composed of several rounded peaks and valleys, serves as a background for the top half of the page.

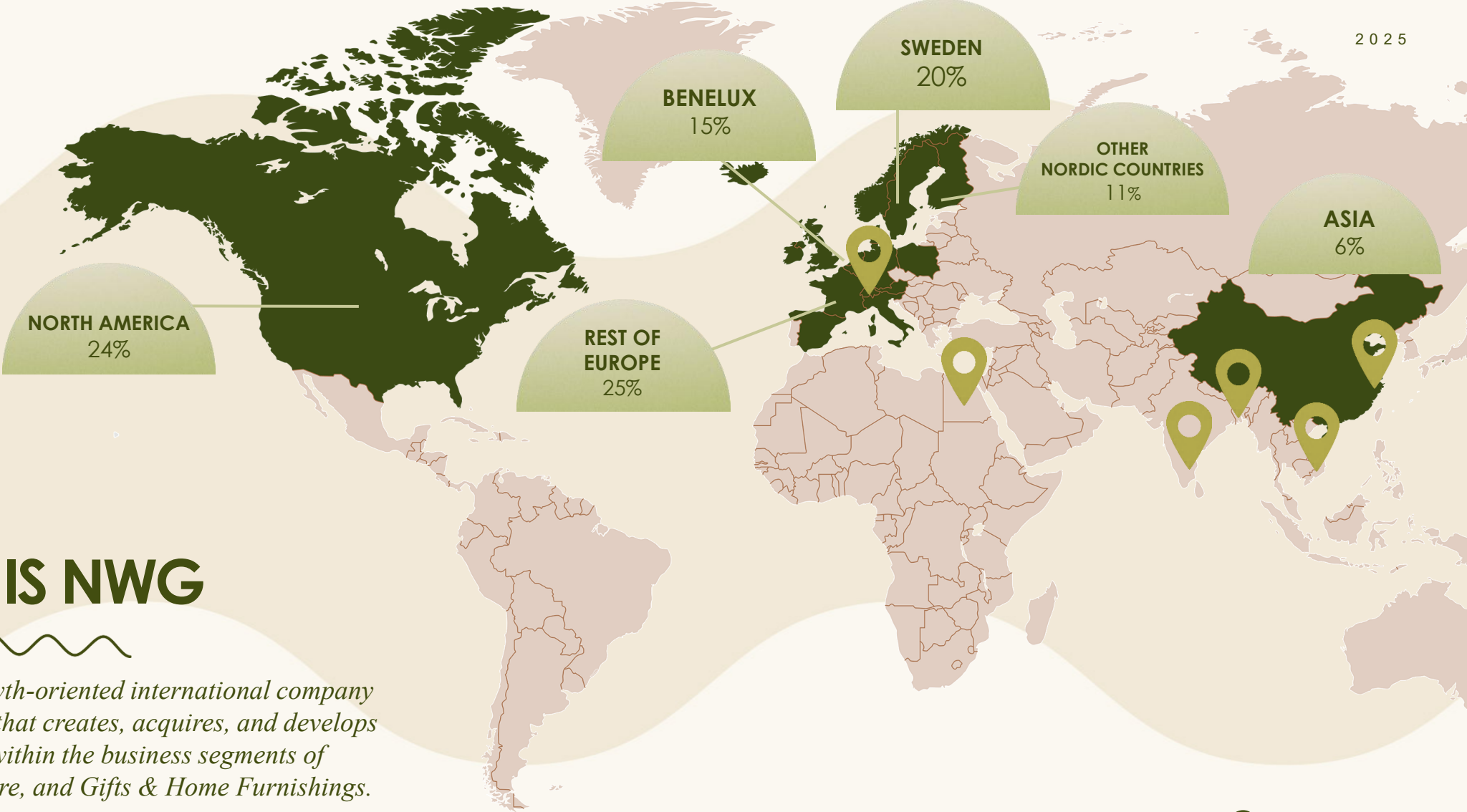
# Q4

## **NEW WAVE GROUP AB**

*Year-end report 1 January – 31 December 2025*



-  Sales operations in own subsidiaries
-  The purchasing organization



# 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.

2 730  
EMPLOYEES

28  
COUNTRIES

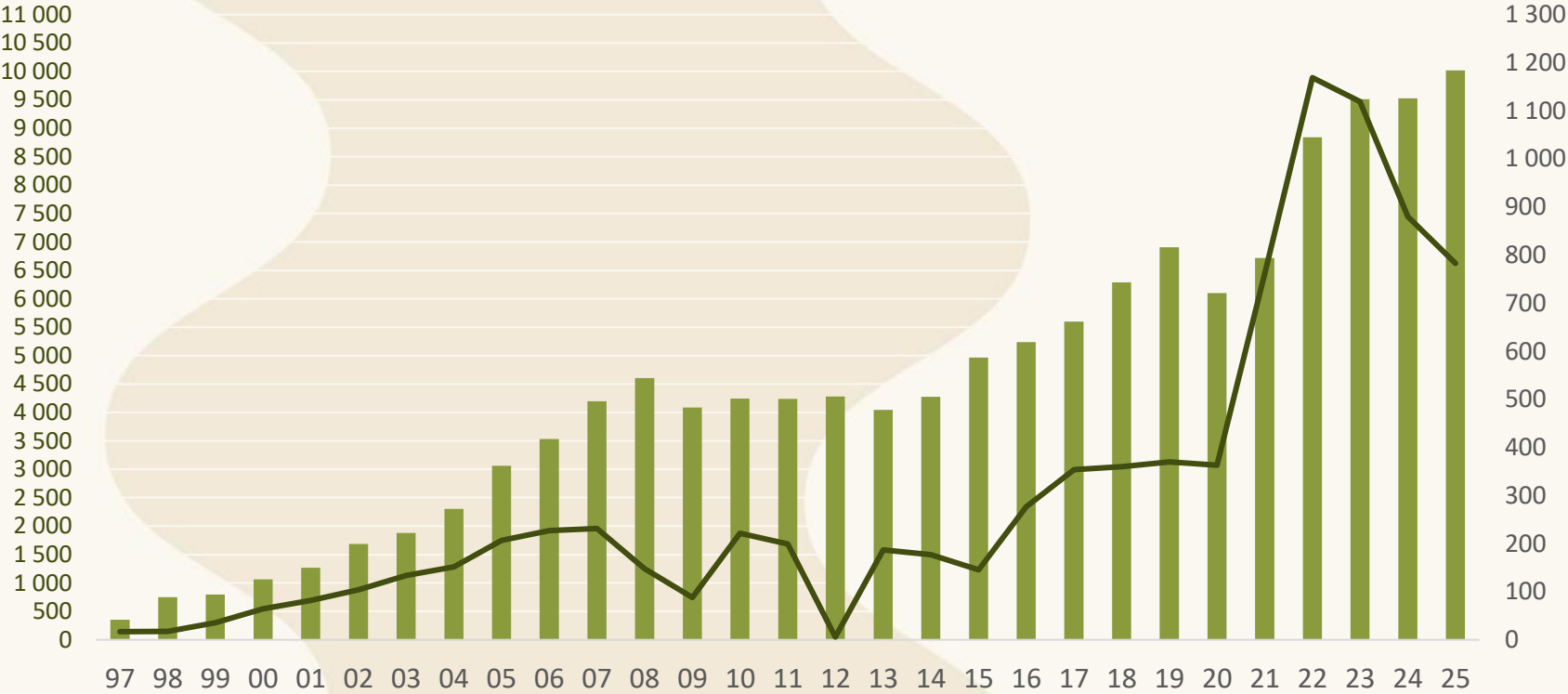
3  
SEGMENTS



NWG HISTORY

*Growth in net sales and profit for the year*

- Net Sales
- Year-end result

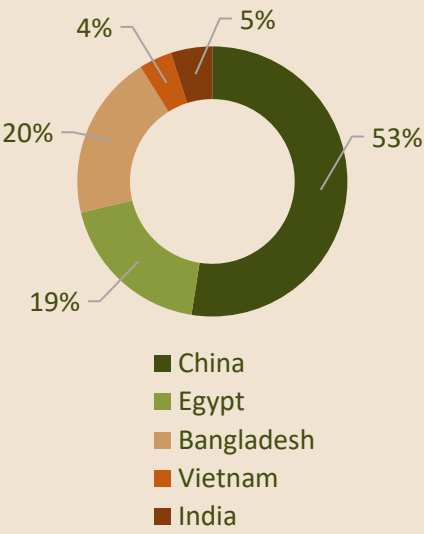


# EXTERNAL SUPPLIERS AND LOGISTICS

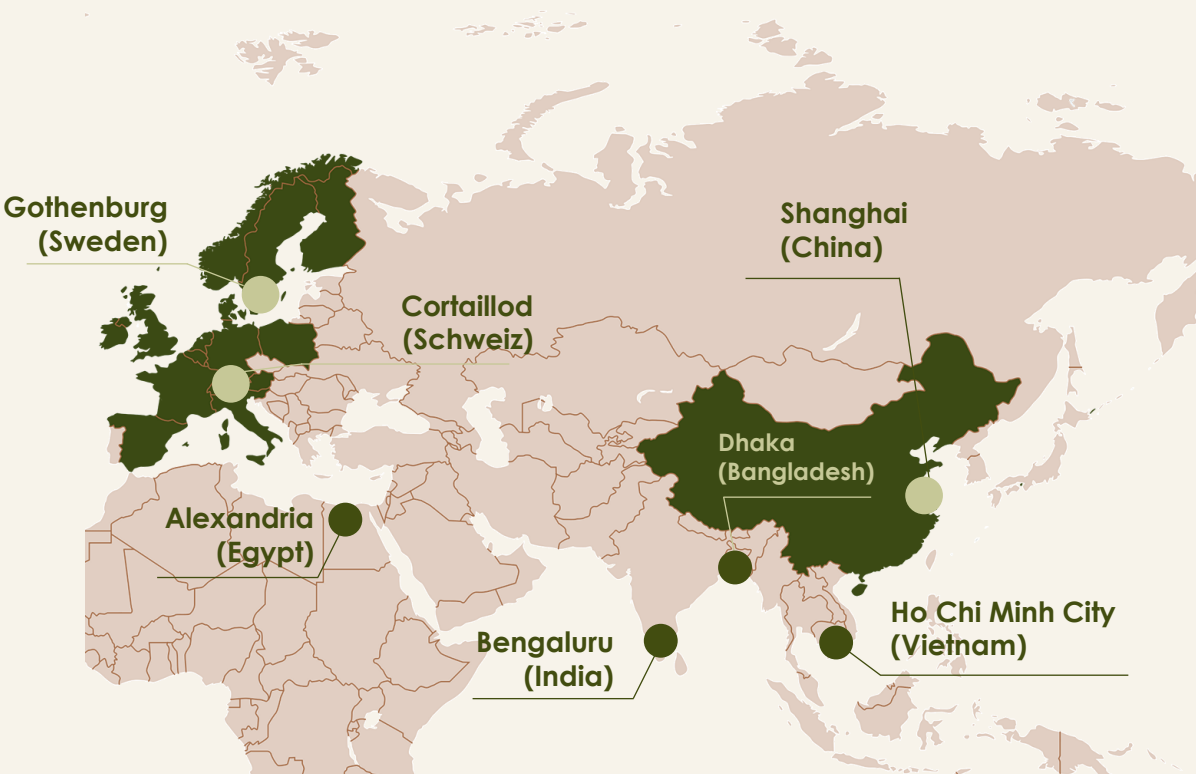
## Logistics and Warehousing

- ⌚ NWG actively coordinates its logistics flow to achieve long-term sustainability and cost efficiency
- ⌚ Most of NWG’s products are manufactured in Asia.
- ⌚ To maintain close relationships with its customers, NWG delivers goods to both central and local warehouses.

*Percentage distribution  
2025 of purchasing volume  
by purchasing office*



*Purchasing offices*

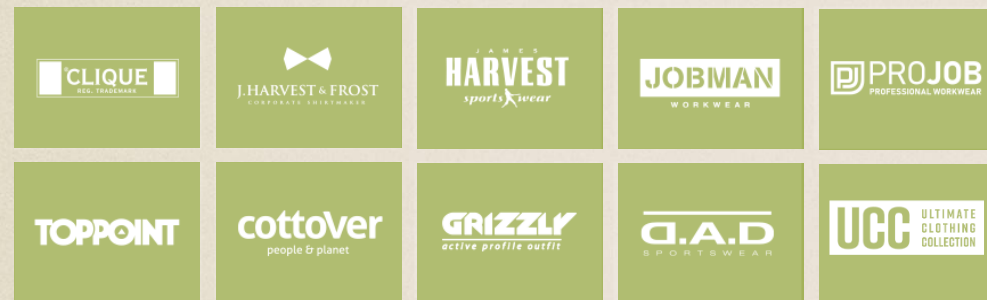


## OUR OPERATING SEGMENTS AND SALES CHANNELS

*Our brands are categorized according to the operating segment they belong to: Corporate, Sports & Leisure and Gifts & Home Furnishings.*

*The brands are distributed through both the promo sales channel and the retail sales channel to achieve efficient risk diversification.*

### Corporate



### Sports & Leisure



### Gifts & Home Furnishings





# SUMMARY OF THE QUARTER

- ⌚ A new financing agreement has been reached for three and seven years, respectively. The new total credit facility amounts to SEK 3.8 billion, of which SEK 2.7 billion had been utilized at year-end.
- ⌚ The first full quarter with Cotton Classics Handels GmbH.
- ⌚ During the quarter, negotiations with the U.S. Department of Justice regarding the previously forgiven PPP loans were finalized. The final agreement is in line with previously communicated amounts and does not result in any additional financial effects apart from what has already been disclosed in Q3.
- ⌚ The quarter is continuously affected by currency fluctuations, with the Swedish krona strengthening against other currencies within the Group compared to the same quarter previous year. For the quarter, the differences are greatest against the US dollar, which on average were 13 % lower compared to the same quarter last year.





# FINANCIAL INFORMATION FOR THE QUARTER



*October - December*



## THE QUARTER IN BRIEF

- ⌚ Growth in all segments and in both sales channels.
- ⌚ **In local currencies**, net sales for the quarter increased by **17.7 %**, of which **11.7** percentage points resulted from acquisitions and **6.0** percentage points from organic growth. The currency translation results in a negative translation effect of **-6.5** percentage points and **11.2 %** growth in the reporting currency
- ⌚ Operating profit for the quarter was impacted by additional costs from the investments in a new business system amounting to SEK **35** million.
- ⌚ **Operating profit** for the quarter amounted to SEK **435** million (463) and the **operating margin** to **13.8 %** (16,4)





# OCTOBER - DECEMBER

## NET SALES PER SALES CHANNEL

- ⌚ Net sales increased with **11.2 %** and amounted to SEK **3,145** million (2,827)
- ⌚ The **Promo** sales channel increased by **15.9%**. **Retail** increased by **2.3 %**.



CURRENCY  
-6,5%

# NET SALES PER OPERATING SEGMENT





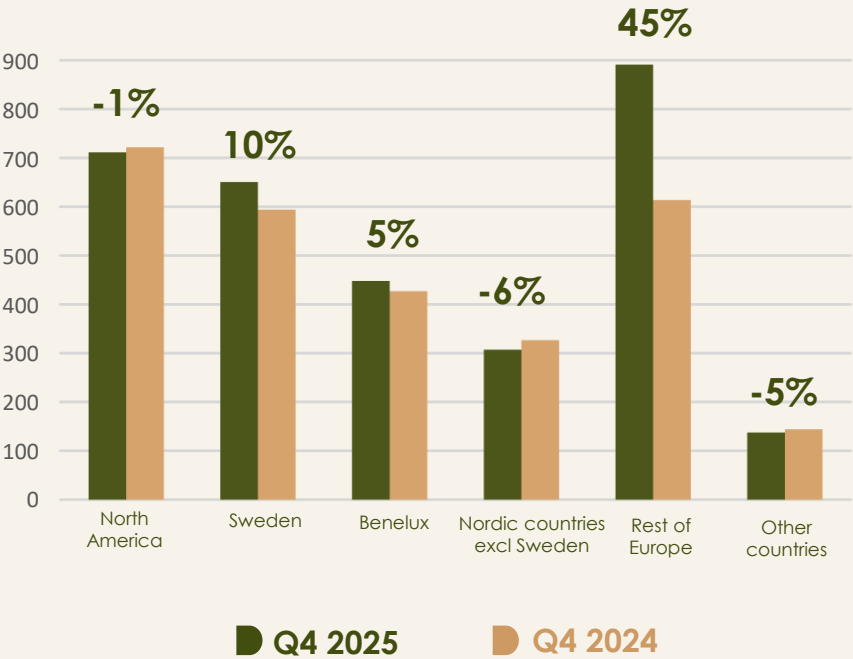
# OCTOBER - DECEMBER

## SALES PER GEOGRAPHIC REGION

Local  
currency: 11.6% 9.5% 8.4% -1.8% 49.6% 4.7%

MSEK	Oct-Dec 2025	Oct-Dec 2024
North America	711	722
Sweden	650	594
Benelux	448	427
Nordic countries excl. Sweden	307	327
Rest of Europe	891	614
Other countries	138	144
Group	3,145	2,827

Currency: -13% -3.5% -4.2% -4.6% -9.3%





MSEK	Oct- Dec 2025		Oct - Dec 2024	
Net sales	3 145		2 827	
Goods for resale	-1 620		-1 415	
<b>Gross profit</b>	<b>1525</b>	<b>48,5%</b>	<b>1 412</b>	<b>50,0 %</b>
Other operating income	25		33	
External costs	-578		-503	
Personnel costs	-428		-384	
Depreciation and write-downs of tangible and intangible fixed assets	-94		-78	
Other operating costs	-14		-17	
<b>Operating result</b>	<b>435</b>	<b>13,8%</b>	<b>463</b>	<b>16,4%</b>
Net financial items	-32		-28	
<b>Result before tax</b>	<b>403</b>		<b>435</b>	
Tax on result for the period	-97		-91	
<b>Result for the period</b>	<b>306</b>		<b>344</b>	
Result per share (SEK)	2,31		2,60	

## OCTOBER - DECEMBER

- ⌚ **The gross profit margin amounted to 48.5 % (50.0).**
  - The product mix and a lower share of trading has a positive impact on the quarter's margin, while acquisitions reduce the margin. Excluding the effect of acquisitions, the comparable gross margin for the quarter was **51.3%**.
- ⌚ **External costs and personnell costs** amounted to a total of SEK **1 006** million (887). Of the total increase of SEK 118 million, acquisitions account for half, while the costs for a new business system account for approximately 30 %.
- ⌚ **The operating profit amounted to SEK 435 million** (463, corresponding to an operating margin of 13.8% (16.4).
- ⌚ **Profits for the period amounted to SEK 306 million** (344).





## OCTOBER - DECEMBER

### OPERATING RESULT PER OPERATING SEGMENT

#### Corporate

- Acquisitions contributed to the quarter’s operating profit, but with a lower operating margin than the Group average. In addition, costs arising from new establishments and investments in technological development had an impact.

#### Sports & Leisure

- The quarter’s operating profit was affected by investments in technological development as well as marketing activities.

#### Gifts & Home Furnishings

- In line with previous year.



MSEK	Oct - Dec 2025	Oct - Dec 2024
Cash flow from operating activities before changes in working capital	464	393
Change in working capital	70	153
Cash flow from operating activities	534	546
Investing activities	-304	-133
Cash flow after investing activities	230	413
Financial activities	-264	-359
Cash flow for the period	-34	54

# OCTOBER - DECEMBER

## CASH FLOW





# FINANCIAL INFORMATION FULL YEAR



*January - December*



# CEO COMMENTS



*"For the first time, our revenue exceeded SEK 10 billion, which is encouraging - and we intend to continue our growth journey for many years ahead."*

*- Torsten Jansson, CEO*



9.5 % increase  
in local  
currency



# JANUARY - DECEMBER

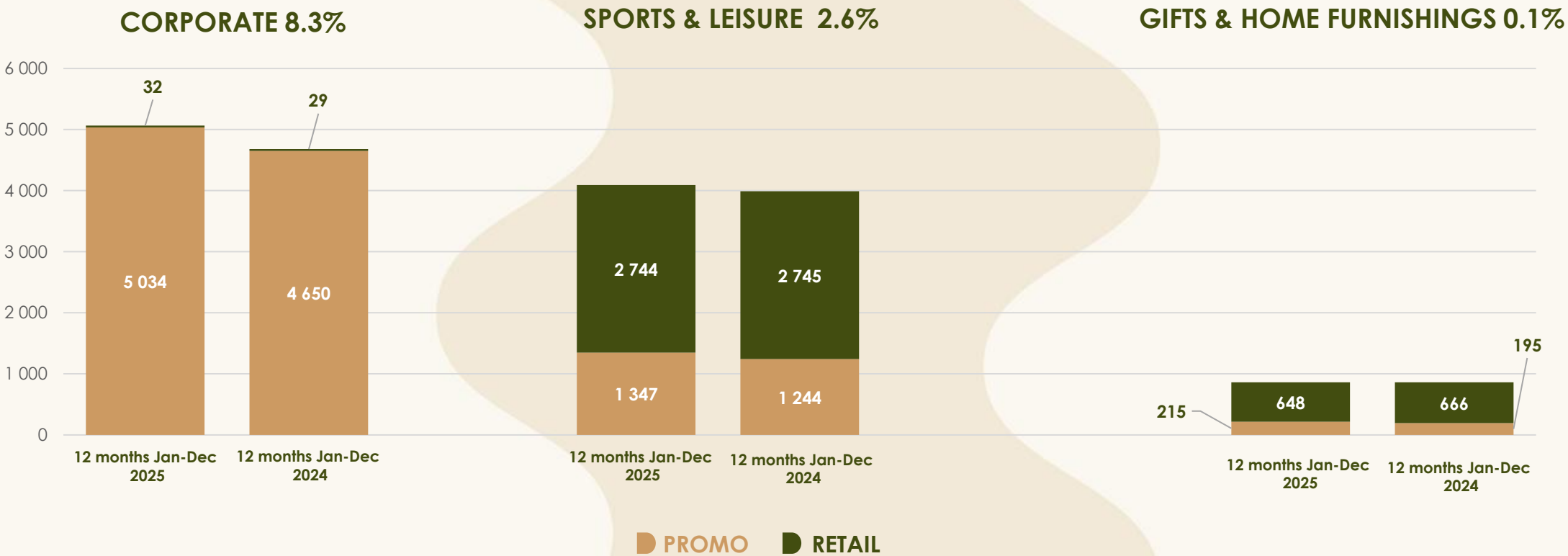
## NET SALES

- ⌚ Net Sales amounted to SEK 10,019 million (9,529)
- ⌚ Sales **increased with 5.1 %**. Currency translations affect negatively by 4.3 %
- ⌚ **In local currencies, revenue increased by 9.5%**, of which acquisitions accounted for 4.5 percentage points and organic growth for 5 percentage points.
- ⌚ The Sales Channel for **Promo increased by 8.3%**, the **Retail sales channel, decreased by -0.5 %**.





# NET SALES PER OPERATING SEGMENT



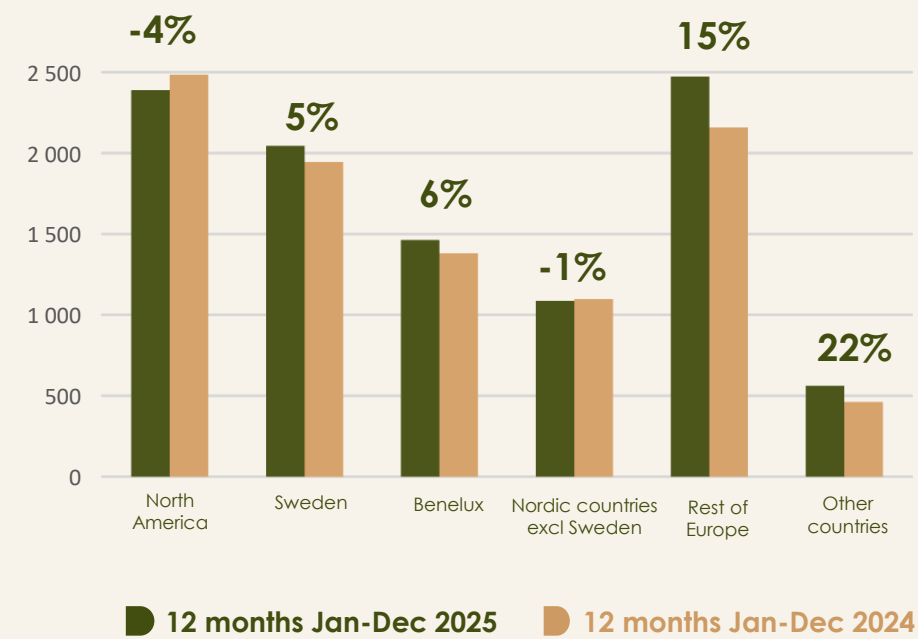


ORGANIC  
GROWTH  
in all  
regions

# JANUARY - DECEMBER

## SALES PER GEOGRAPHIC REGION

MSEK	Jan-dec 2025	Jan-dec 2024
North America	2 389	2 485
Sweden	2 045	1 945
Benelux	1 463	1 381
Norden countries excl. Sweden	1 087	1 098
Rest of Europe	2 473	2 158
Other Countries	562	462
Group	10 019	9 529





MSEK	Jan - Dec 2025		Jan - Dec 2024	
Net sales	10 019		9 529	
Goods for resale	-5 108		-4 823	
<b>Gross profit</b>	<b>4 912</b>	<b>49,0%</b>	<b>4 706</b>	<b>49,4%</b>
Other operating income	100		95	
External costs	-1 868		-1 749	
Personnel costs	-1 534		-1 430	
Depreciation and write-downs of tangible and intangible fixed assets	-339		-308	
Other operating costs	-129		-49	
Share of associated companies' result	0		-3	
<b>Operating result</b>	<b>1 141</b>	<b>11,4%</b>	<b>1 262</b>	<b>13,2%</b>
Net financial items	-108		-129	
<b>Result before tax</b>	<b>1 033</b>		<b>1 133</b>	
Tax on result for the period	-250		-253	
<b>Result for the period</b>	<b>783</b>		<b>880</b>	
Result per share (SEK)	5,90		6,63	

## JANUARY - DECEMBER

- ⌚ **The gross profit margin amounted to 49.0 % (49.4)**
  - Impacted by productmix, acquisitions and share of trading.
  - Before the impact from acquisitions, the gross profit margin strengthened and amounted to 50.1 %.
- ⌚ **External costs and personnell cost** amounted to a total of **SEK 3,403** million (3,179), an increase by 6.9% of which acquisitions accounted for approximately 30%. In addition, the increase was primarily driven by IT-related additional costs, warehouse automation, and investments in sales. Legal expenses also increased somewhat compared with the previous year.
- ⌚ **The Operating Profit amounted to SEK 1,141 million** (1,262)
- ⌚ Acquisitions contribute with SEK 34 million. Non-recurring items related to the repayment of PPP loans in the US have a negative impact of SEK 66 million. Compared with the previous year, results are also affected by non-recurring costs for the new business system and by currency translation effects.
- ⌚ **Net result amounted to SEK 783** (880) million.





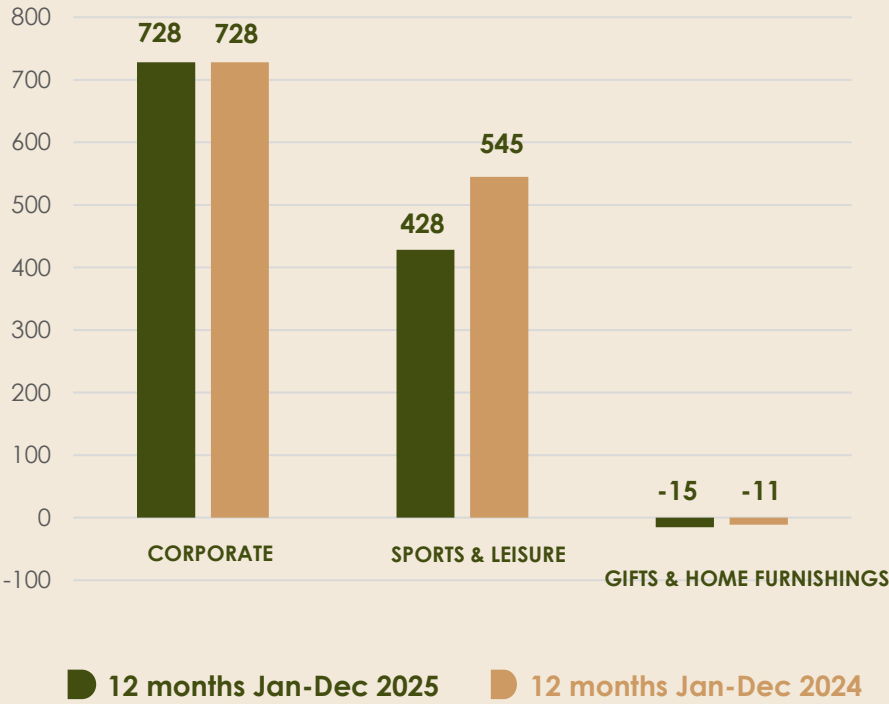
## COTTON CLASSICS

### *Strategic acquisition*

- ⊗ Strengthened presence in Central Europe
- ⊗ Access to an efficient B2B E-commerce platform
- ⊗ Scalability through own brands
- ⊗ Experience with similar business models

### *2025*

- ⊗ Included in New Wave Group 4 months 2025
- ⊗ Sales September – December amounted to 428,5 MSEK and operating result to 33,8 MSEK (7,9%)
- ⊗ New Wave Group owned brand introduced by second half of September.
- ⊗ Printer, James Harvest, J. Harvest & Frost, Clique and Cutter & Buck
- ⊗ Average 200 buying customers per brand and month



# JANUARY - DECEMBER

## SALES PER OPERATING SEGMENTS

### Corporate

- Within the Corporate segment, we have grown in our promotional business for giveaways and tech products, in our trading operations in Asia, as well as through acquisitions.

### Sports & Leisure

- Compared with the previous year, the results are mainly affected by a non-recurring cost of SEK 63 million and negative currency effects

### Gifts & Home Furnishings

- Is impacted by a non-recurring cost of SEK 3 million. Otherwise, in line with previous year.





**EQUITY  
RATIO  
53%**

**MSEK**

	<b>31 Dec 2025</b>	<b>31 Dec 2024</b>
Equity	6 824	7 217
Equity ratio. %	53,0	63,7
Net debt. SEK million	3 082	1 804
Net debt to credit institutes. SEK million	2 118	1 089
Equity per share. SEK	51,43	54,39

**STRONG  
BALANCE SHEET**





MSEK	Jan - Dec 2025	Jan - Dec 2024
Cash flow from operating activities before changes in working capital	1 146	1 108
Change in working capital	-493	170
Cash flow from operating activities	653	1 278
Investing activities	-938	-297
Cash flow after investing activities	-285	982
Financial activities	316	-830
Cash flow for the period	31	151

# JANUARY - DECEMBER

## CASH FLOW



# THE SHARE

## SHAREHOLDERS

- ③ The number of shareholders amount to 334,745 by December 31, 2025.
- ③ By the end of 2025, the ten largest shareholders held 61% of the capital and 89% of the votes. Non-Swedish shareholders accounted for 11% of the capital and 3% of the votes.

34,745

SHAREHOLDERS AS OF  
DECEMBER 2025

114.60

SHARE PRICE AS OF  
DECEMBER 31, 2025

5.90

EARNINGS  
PER SHARE 2025



# DIVIDEND

## DIVIDEND POLICY

- ⌚ The Board's objective is that distribution to shareholders should be the equivalent of 40% of the Group's result after taxes over one business cycle.

## PROPOSED DIVIDEND

- ⌚ The board proposes that the general meeting decide on a dividend of SEK 3.00 per share, with half-yearly payments of SEK 1.50 per share each.



**3.00**

DIVIDEND PER  
SHARE



**114.60**

SHARE PRICE AS OF  
DECEMBER 31, 2025



**2.62%**

DIVIDEND YIELD  
2025





# 10 YRS SHARE DEVELOPMENT IN REFERENCE TO INDEX

- NEWA B
- OMX S30  
(norm vs NEWA B)
- OMX SPI  
(norm vs NEWA B)



**NEWA B**  
5 yrs: 308.4%  
(53.1% and 34.9%)  
10 yrs: 564.5%  
(108.1% and 113.9%)

# CEO COMMENTS



*"I am very optimistic about the future. We are stronger than ever and have managed to maintain profitability despite an exceptionally volatile period, a challenging market, and a high level of investment."*

*- Torsten Jansson, CEO*





A series of overlapping, stylized wave shapes in a light sage green color, creating a layered, mountain-like effect across the top half of the image.

# *NewWave*

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G R O U P