

Q4 report

12 June 2025

Kristofer Tonström
President & CEO

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CFO



Agenda

- Business update
- Financial development
- Events after the reporting period
- Strategy update and summary
- Q&A



Highlights Q4 and FY 2024/25

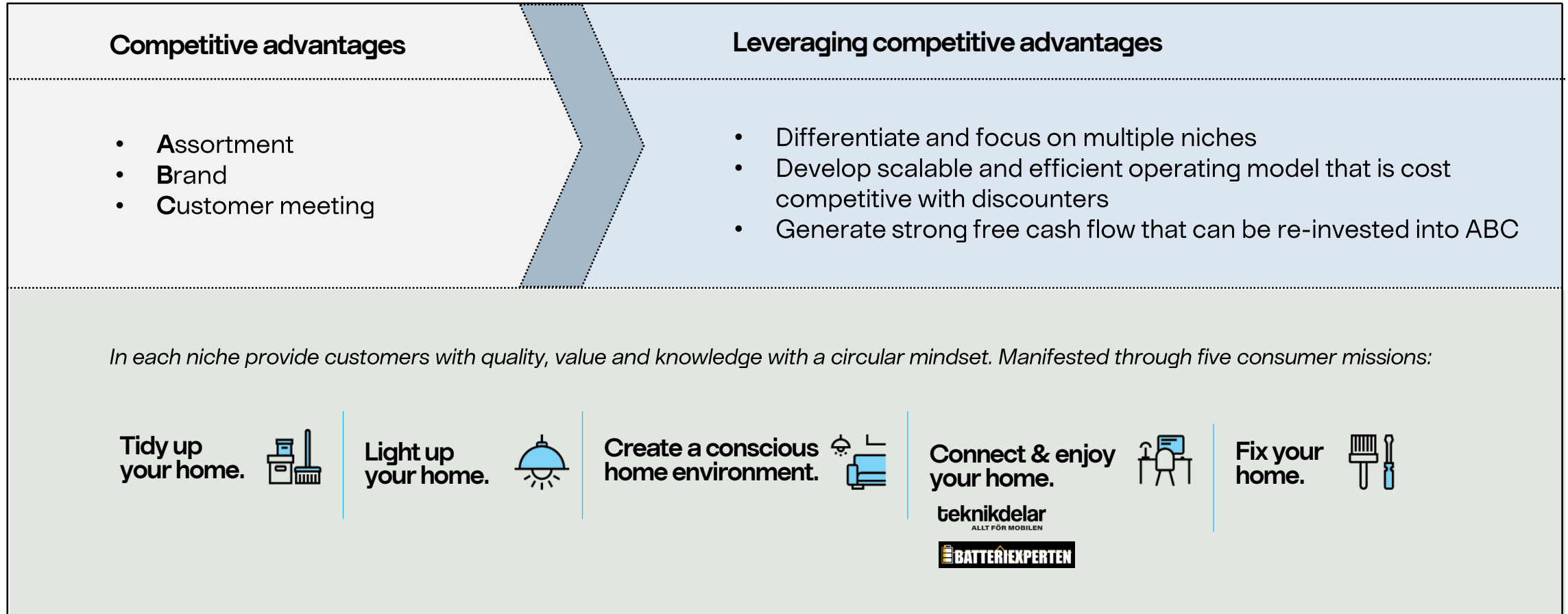
- ✓ Q4 total sales 2,343 MSEK
 - ✓ Organic +10%
 - ✓ Online sales growth +19%
- ✓ Q4 operating profit at 109 MSEK, operating margin at 4.6%
- ✓ FY 2024/25 total sales 11,627 MSEK
- ✓ FY operating profit at 1,171 MSEK, operating margin 10.1%
- ✓ Operating cash flow FY 1,830 MSEK (1,489)
- ✓ Solid financial position: net debt/EBITDA -0.8*
- ✓ EPS: 13.91 SEK (8.03)
 - ✓ Proposed dividend 7.00 SEK (4.25)
- ✓ Solid start to 2025/26 with +8% organic growth in May

*Excl IFRS 16



Business update

Strategic position





Financial targets and framework

Sales

5%

Clas Ohlson targets to achieve an organic sales growth of 5% per year

Operating margin

7-9%

The company is targeting a reported operating margin* of 7-9% per year

* i.e incl IFRS16

Dividend policy

>50%

Dividends are to comprise at least 50% of earnings per share after tax, with consideration for the company's financial position




Net debt/EBITDA*

<2x

Net debt in relation to EBITDA is to be below two times. Investments are to be made in line with the company's financial position, cash flow and credit facility

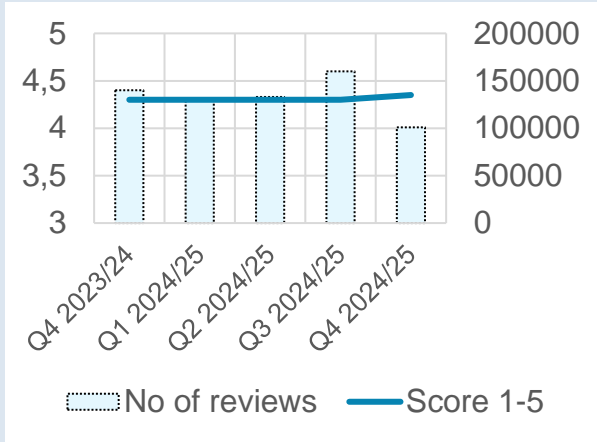
*excl IFRS 16

Strategy execution – overview Q4 24/25

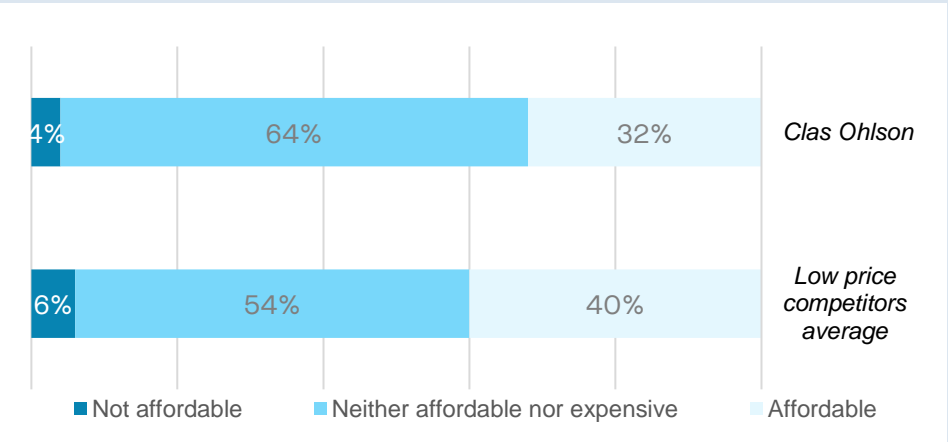
Make assortment relevant 12 months/year. 	A profitable and growing online business. 	Build a robust store network. 
<ul style="list-style-type: none"> ✓ All prioritised niches driving growth ✓ All-weather product portfolio creates flexibility and relevance ✓ Continued high pace in launching product news 	<ul style="list-style-type: none"> ✓ Online sales growth 19% ✓ Online sales 21% of total sales in Q4 	<ul style="list-style-type: none"> ✓ Strong LFL development ✓ Three new stores in Q4 ✓ Ambition for new stores 25/26 in line with two preceding years
Efficient customer communication.	- Improved brand/niche association across all markets	
A competitive cost base.	- More efficient organisation enables growth initiatives	
Execution on our sustainability agenda.	- Industry winner, Sustainable Brand Index 2025. Sales of spare parts up 26% in FY	

Customer relevance and satisfaction

Product reviews

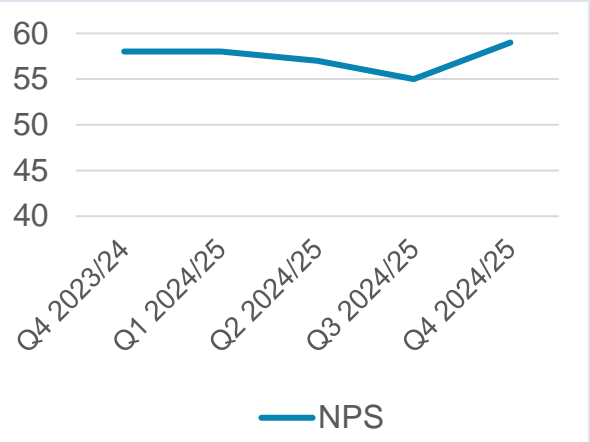


Affordability



Q: How affordable do you think the following brands are?


Net promoter score





Source: Clas Ohlson surveys, April 2025





All prioritised niches are growing


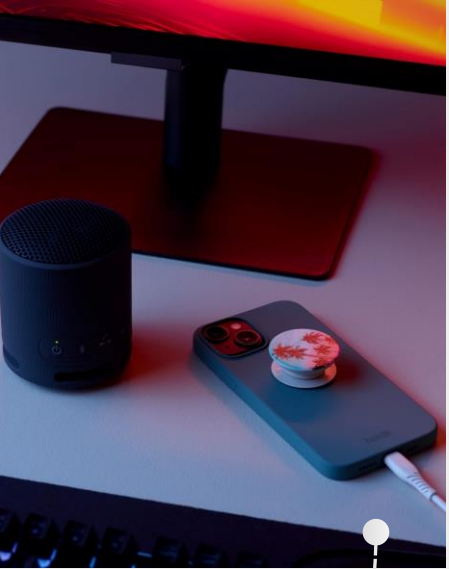



Tidy up your home.

Light up your home.


Create a conscious home environment.

Connect & enjoy your home.

Fix your home.



Adjacent product segments

Spare parts 





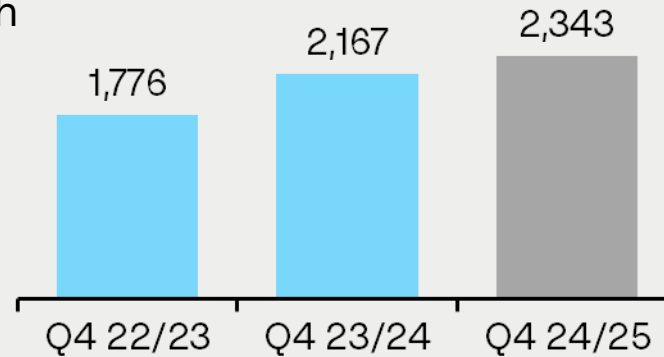
Financial development

Continued strong sales development

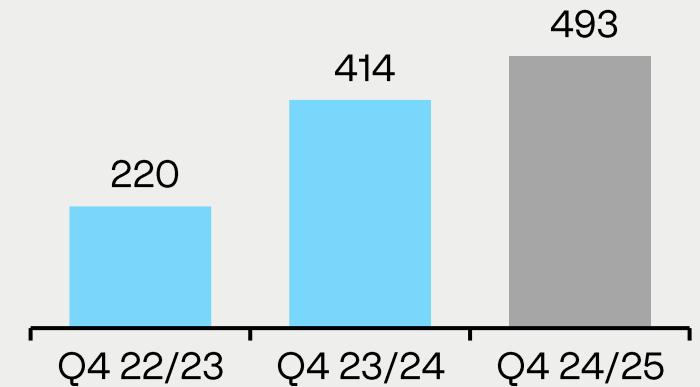
Q4

- Total sales up 8% to 2,343 MSEK, of which 10% organic and -2% currency effects
- Online sales up 19% to 493 MSEK

Total sales, MSEK

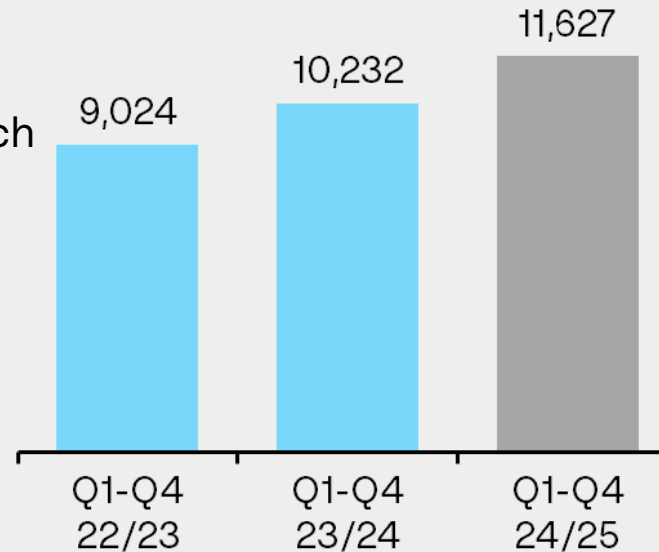


Online sales, MSEK

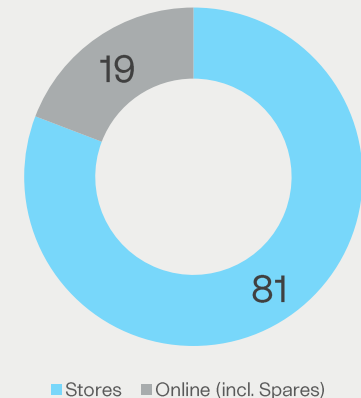


FY 2024/25

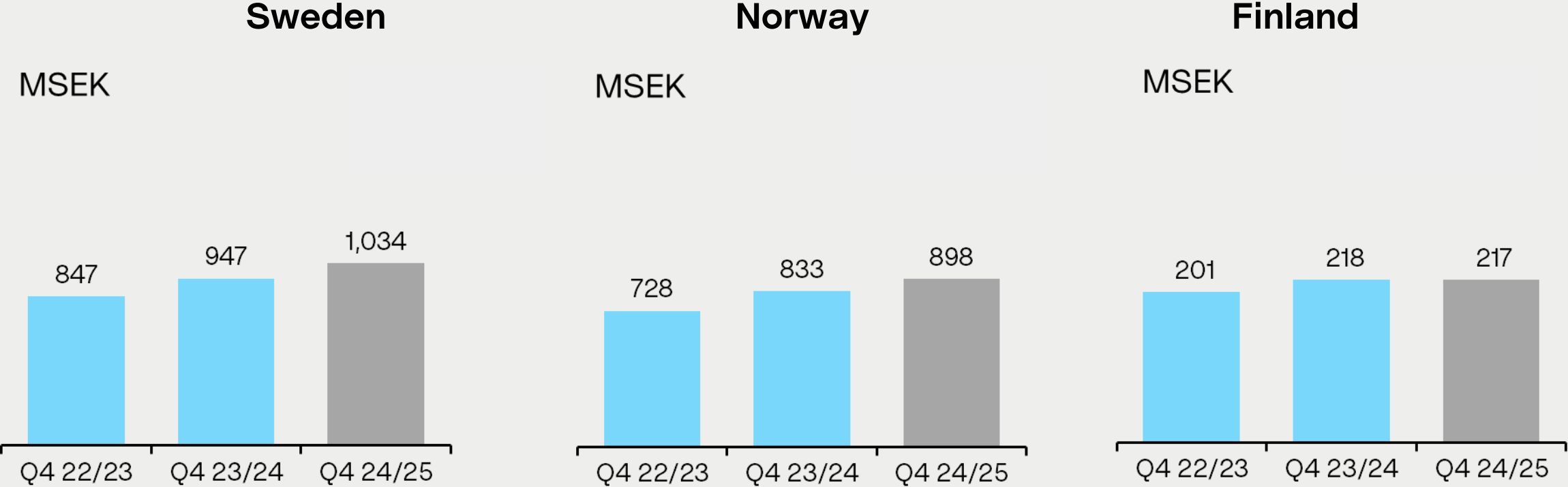
- Total sales up 14% to 11,627 MSEK, of which 10% organic and -1% currency effects
- Online sales 2,231 MSEK
- The store network increased by 11 stores during FY 2024/25



Online share of total sales (R12), %



Positive development in all markets



Organic growth:	Q4: +9% Q1-Q4: +12%	Q4: +12% Q1-Q4: +11%	Q4: +3% Q1-Q4: +4%
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Macro trends with business impact

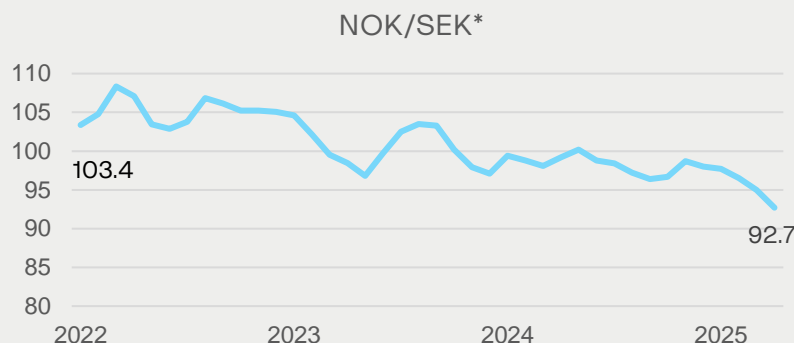
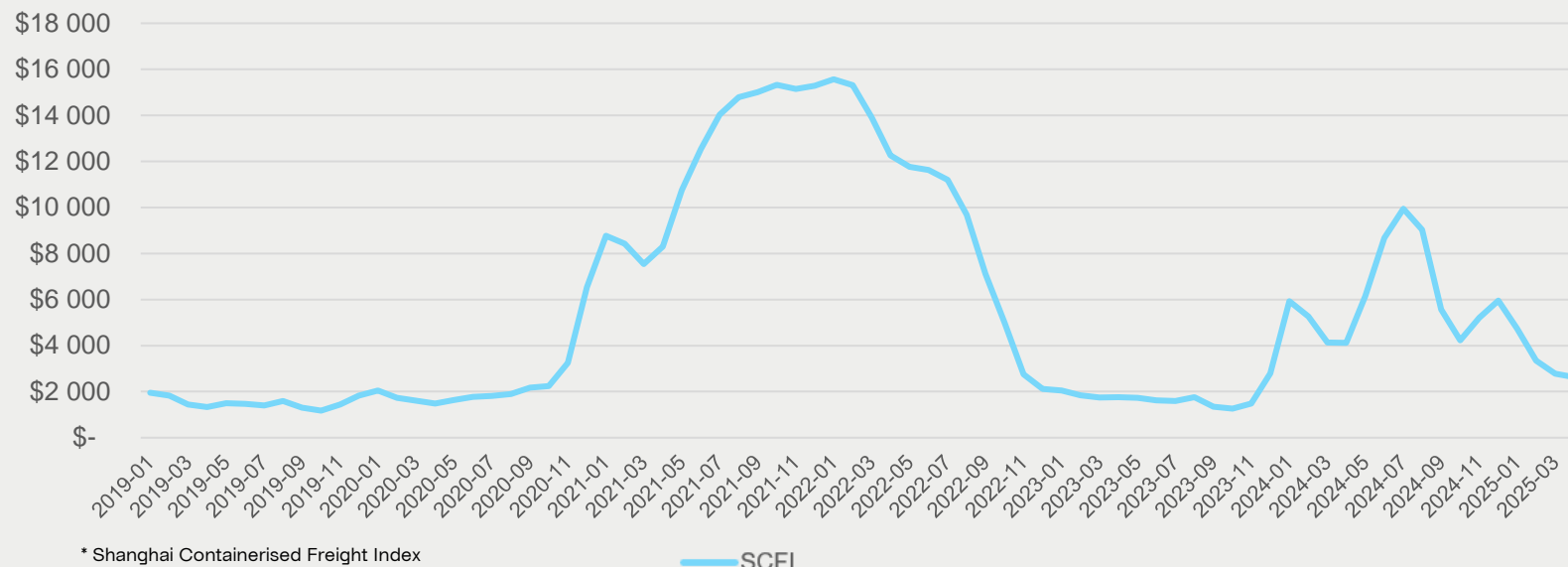
Factors impacting Clas Ohlson:

- Container shipping costs and raw material and commodity prices
- Translation/transaction effects - sales instant effects and purchasing with a time lag
- Hedging policy/effects
- Pricing effects

Proactive measures:

- Pricing – continuously optimising prices
- Sourcing – diversified sourcing strategy
- Flexible freight contracts
- Optimise sales mix – private label, product and category mix
- Products and packaging

Spot prices for 40t containers from Asia to Gothenburg



* Monthly average, The Riksbank/Nasdaq



Gross margin increased vs last year



Financial overview

MSEK	Q4 24/25	Q4 23/24	Q1-Q4 24/25	Q1-Q4 23/24
Operating profit excl. one-off items	109	65	1,171	921
<i>One-off items</i>	0	0	0	-205
Operating profit	109	65	1,171	717
Profit after financial items	97	51	1,118	653
Profit for the period	80	41	882	509
EPS before dilution, SEK	1.26	0.64	13.91	8.03

Share of selling expenses, Q4

32.8%

(34.0%)

Administrative expenses, Q4

48MSEK

(42 MSEK)

EBIT-margin, Q4

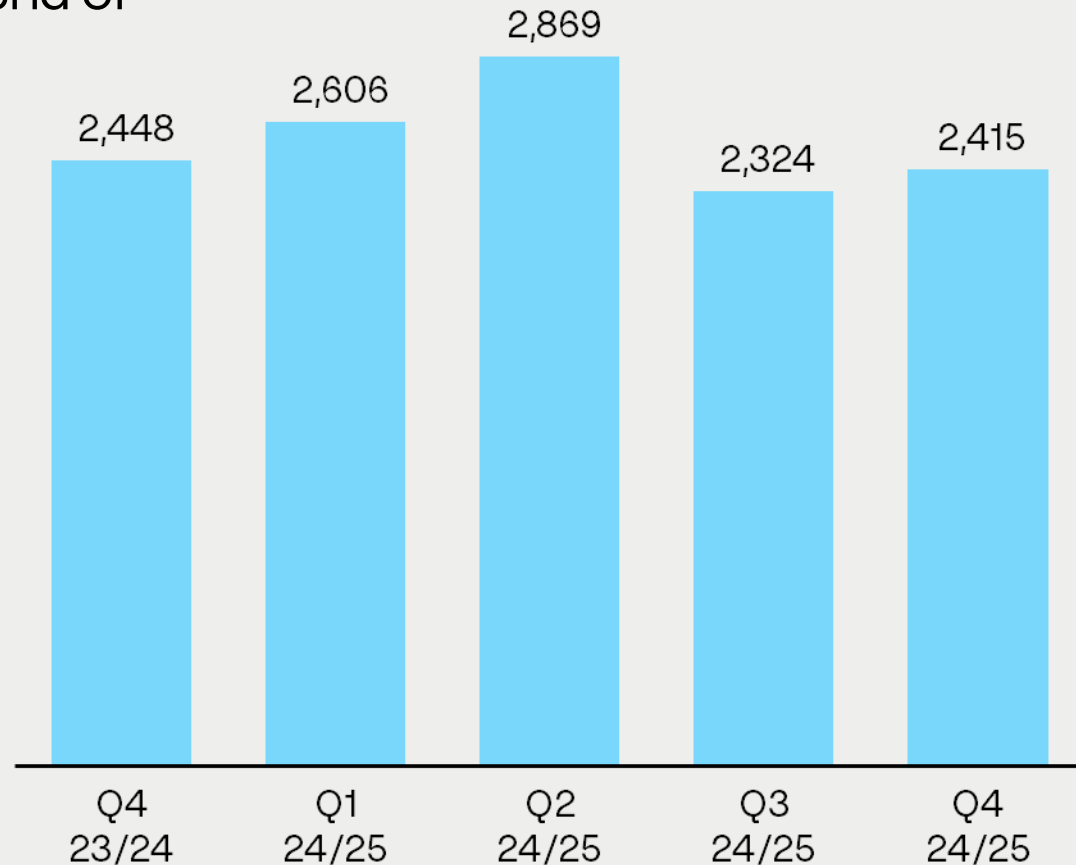
4.6%

(3.0%)

Efficient and well-balanced inventory

MSEK

- **Inventory level:** 2,415 MSEK (2,448) at the end of the period



Solid cash flow and financial position

MSEK	Q1-Q4 24/25	Q1-Q4 23/24
Cash flow from operating activities, before change in working capital	1,716	1,351
Change in working capital	114	137
Cash flow from operating activities	1,830	1,489
Cash flow from investing activities	-157	-554
Cash flow from financing activities	-829	-909
Cash flow for the period	845	26

Approved credit facilities

1,008 MSEK
Of which utilised 0 MSEK

Net debt/EBITDA excl. IFRS 16

-0.8x
(-0.2x)

Free cash flow Q1-Q4

1,114 MSEK
(395 MSEK)

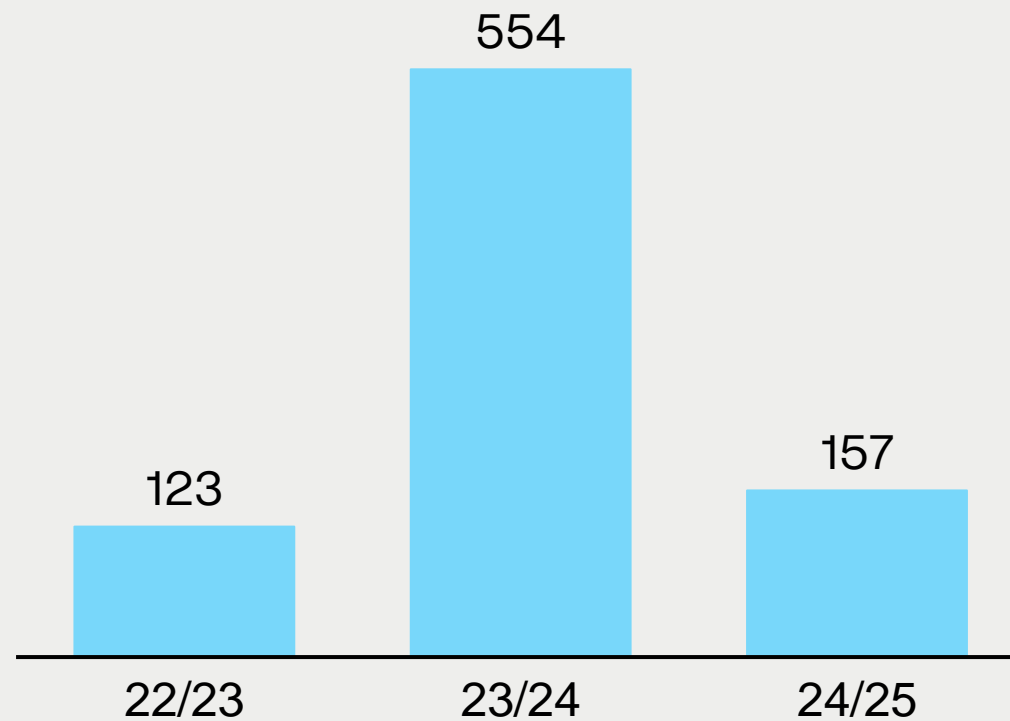
Investments

FY 2024/25

- Total investments 157 MSEK (554)
- New stores and refurbishments 99 MSEK (80)
- IT systems 31 MSEK (3)

Outlook 2025/26

- Investments in new stores, store refurbishments logistics and IT
- Total investments in 2025/26 expected to amount to approx. 250 MSEK





Events after the reporting period

Changes to our reporting as from Q1 2025/26

- To enable **simplified processes and ways of working**, Clas Ohlson will as of Q1 2025/26 report in accordance with the **nature of expense method** instead of the function of expense method
 - ✓ No impact on net sales and operating result
 - ✓ No impact on financial targets
 - ✓ Impact on gross margin due to reallocation of sourcing and supply costs

Restated figures can be found on Clas Ohlson's web site and in Note 1 in today's report



Impact on gross margin

- Up to and including Q4 2024/25, costs related to *handling and distributing* products at DC, in stores and at HQ have been included in **cost of goods sold**

As from Q1 2025/26, these costs will be allocated to:

- **personnel expenses**
- **other external expenses**
- **depreciation/amortisation of tangible and intangible assets**

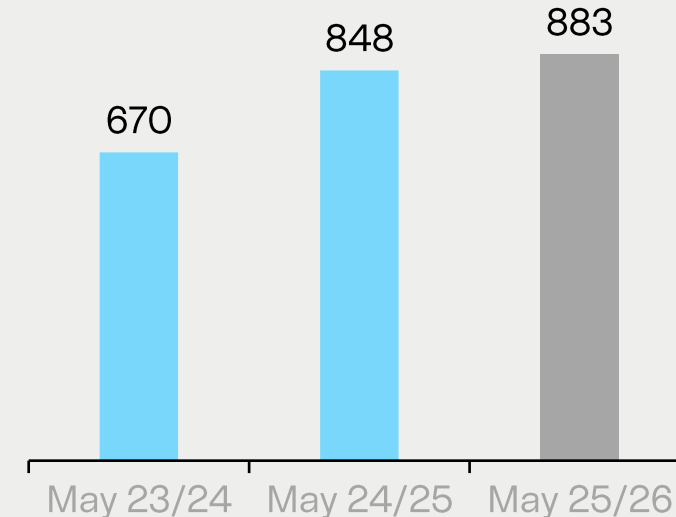
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May sales development

- Total sales up 4% to 883 MSEK, of which 8% organic and currency effects -3%
 - Sweden +7% organic
 - Norway +16% organic
 - Finland +3% organic
 - Other markets -47% organic
- Store network increased by 9 stores compared to end of May last year

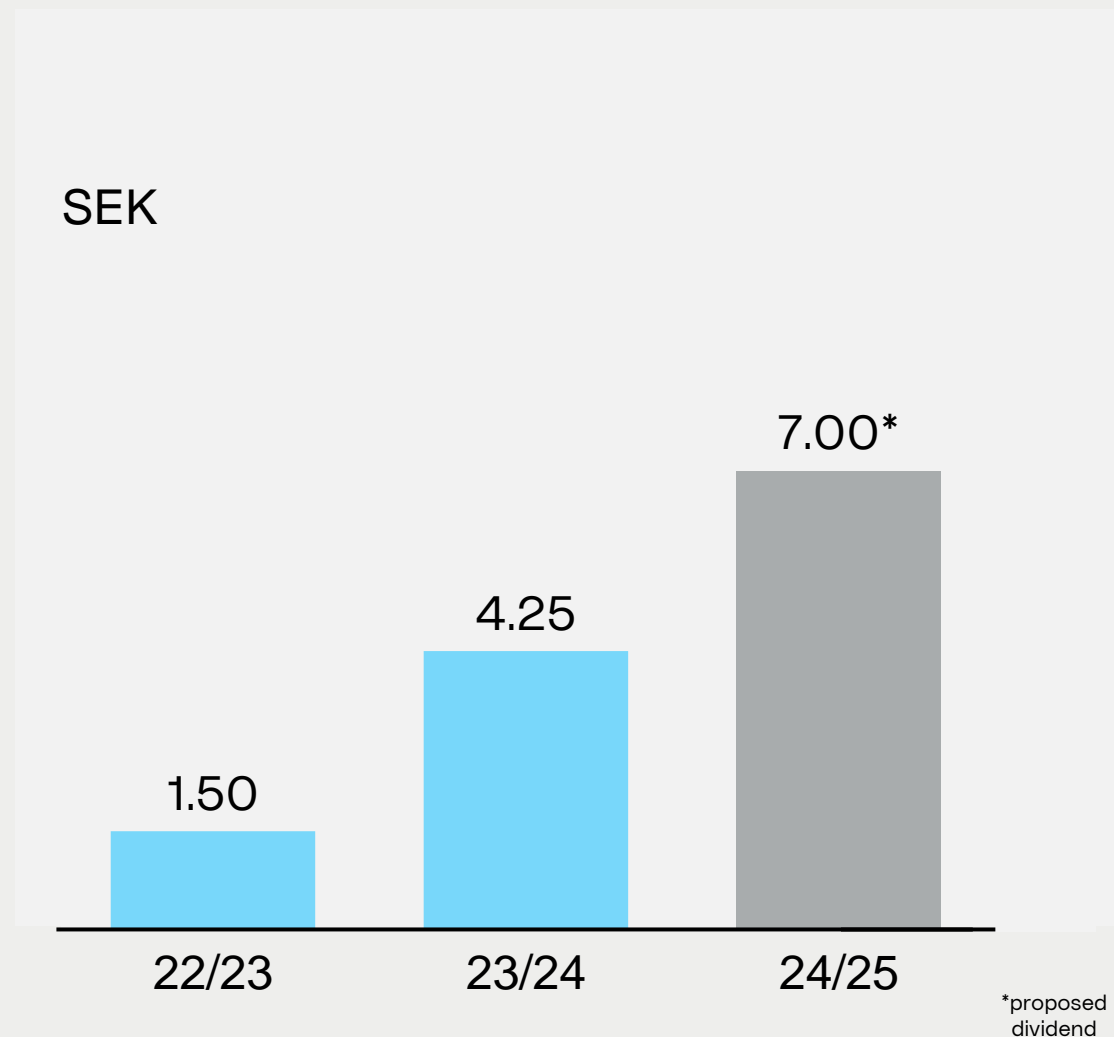
MSEK
Total



Proposed dividend

- Proposed dividend 7.00 SEK per share (4.25) to be distributed as two separate payments of 3.50 SEK
- Strong EPS development enables increased dividend
- Dividend in line with dividend policy

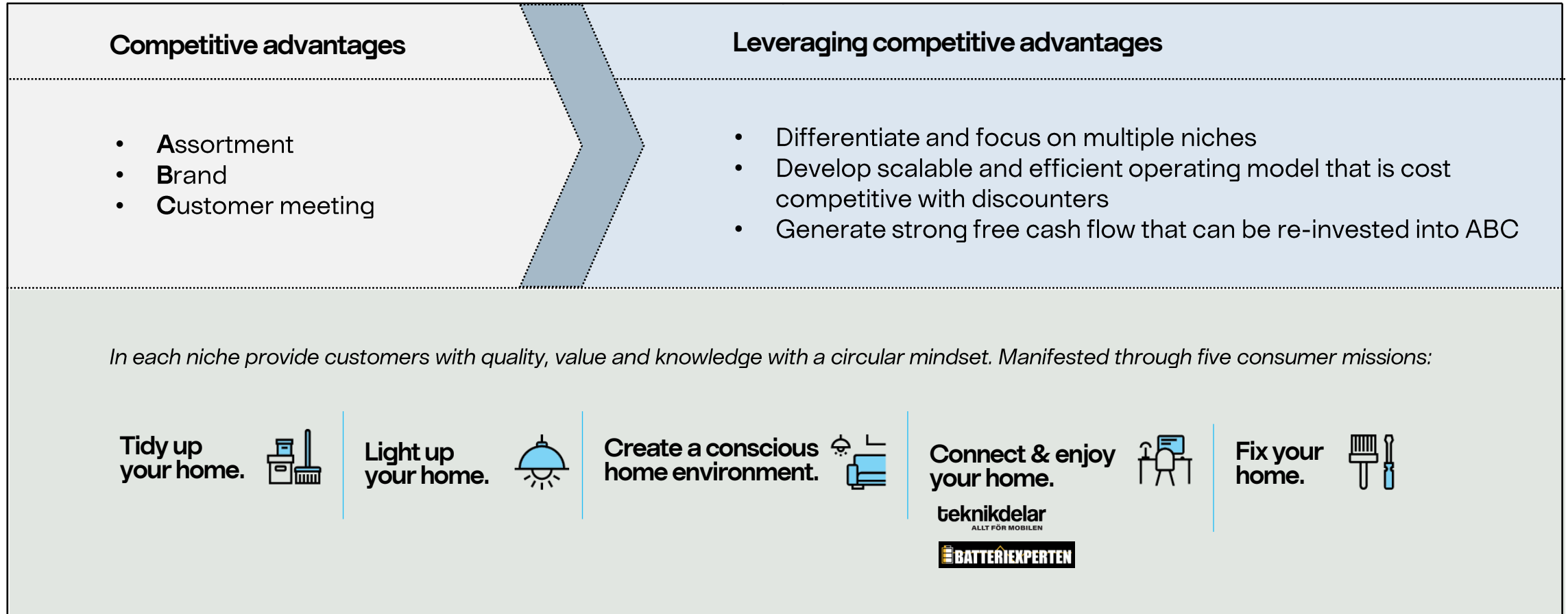
At least 50 per cent of earnings per share after tax, with consideration for the financial position







Strategy update and summary


Strategic position





We see great growth opportunities in our core business






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Create a conscious home environment.

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Fix your home.

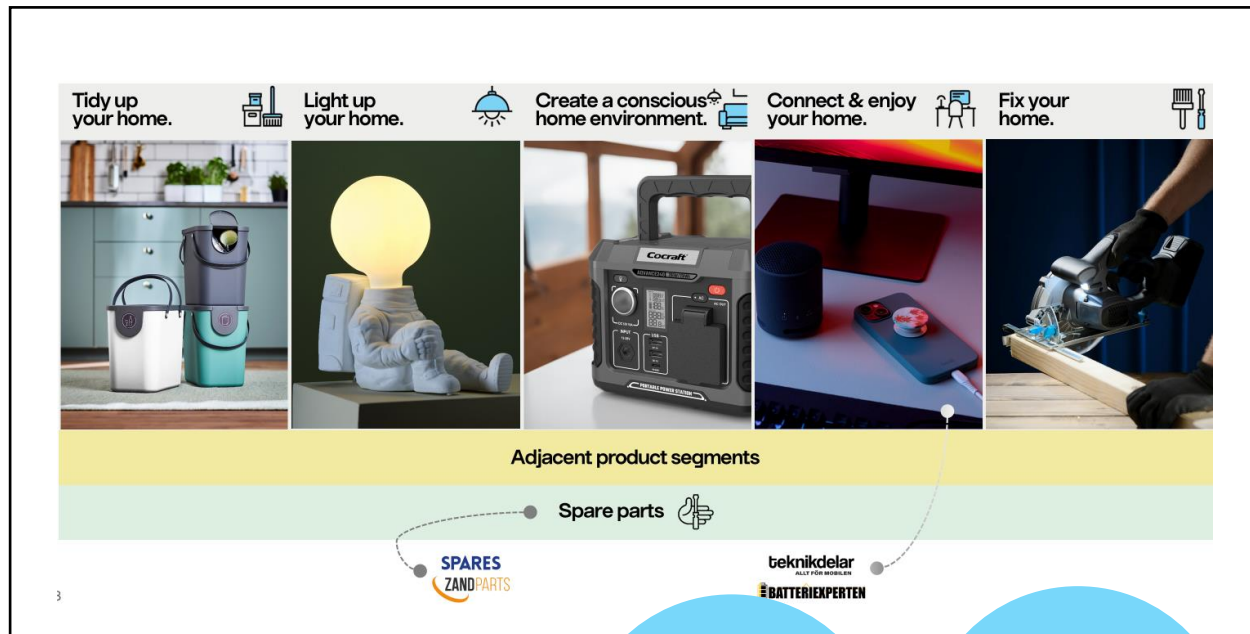


Adjacent product segments

Spare parts 



Clas Ohlson's current market opportunity: ~340 BSEK*, and growing



**~ 340
bnSEK
TAM**

**~3.4%
market
share**

**~ 86%
brand
awareness**

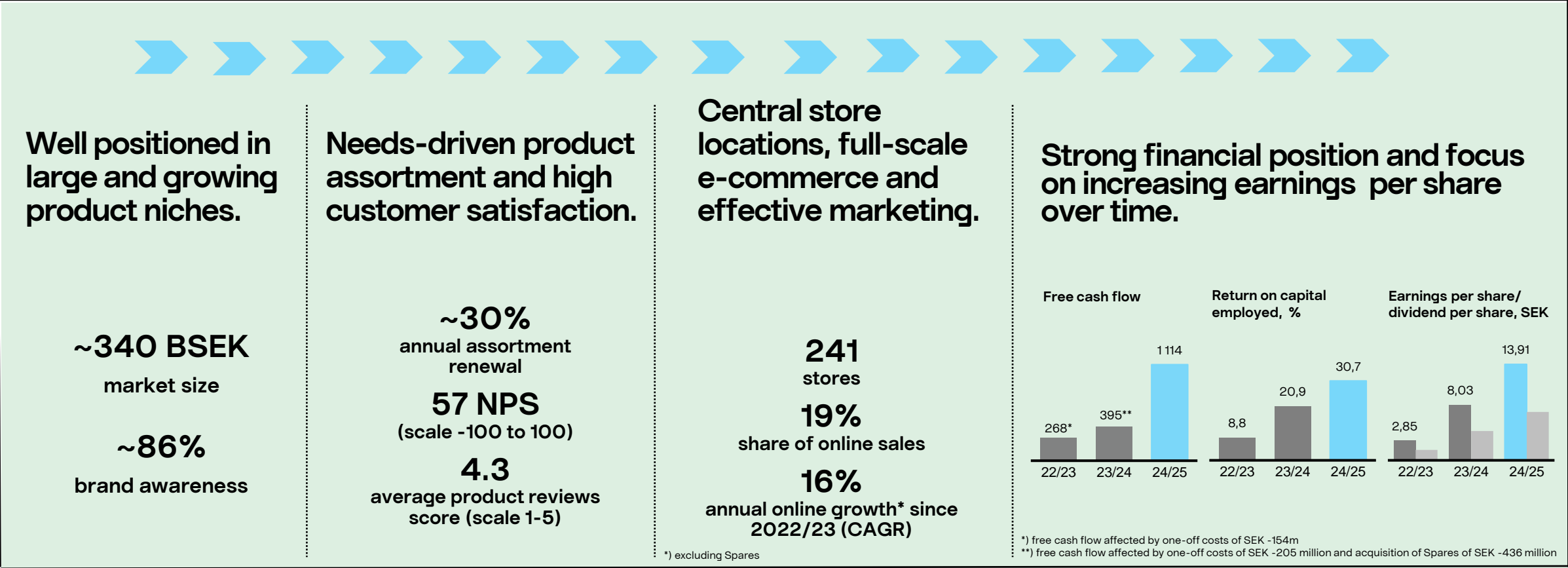
**~22m
population**

**~5.9m
Club Clas
members**

Focus on defined growth drivers also in 2025/26



Clear path to continued growth and value creation





Q&A

