

Q1 report

10 September 2025

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Agenda

- Business update
- Financial development
- Events after the reporting period
- Summary
- Q&A



Highlights Q1 2025/26

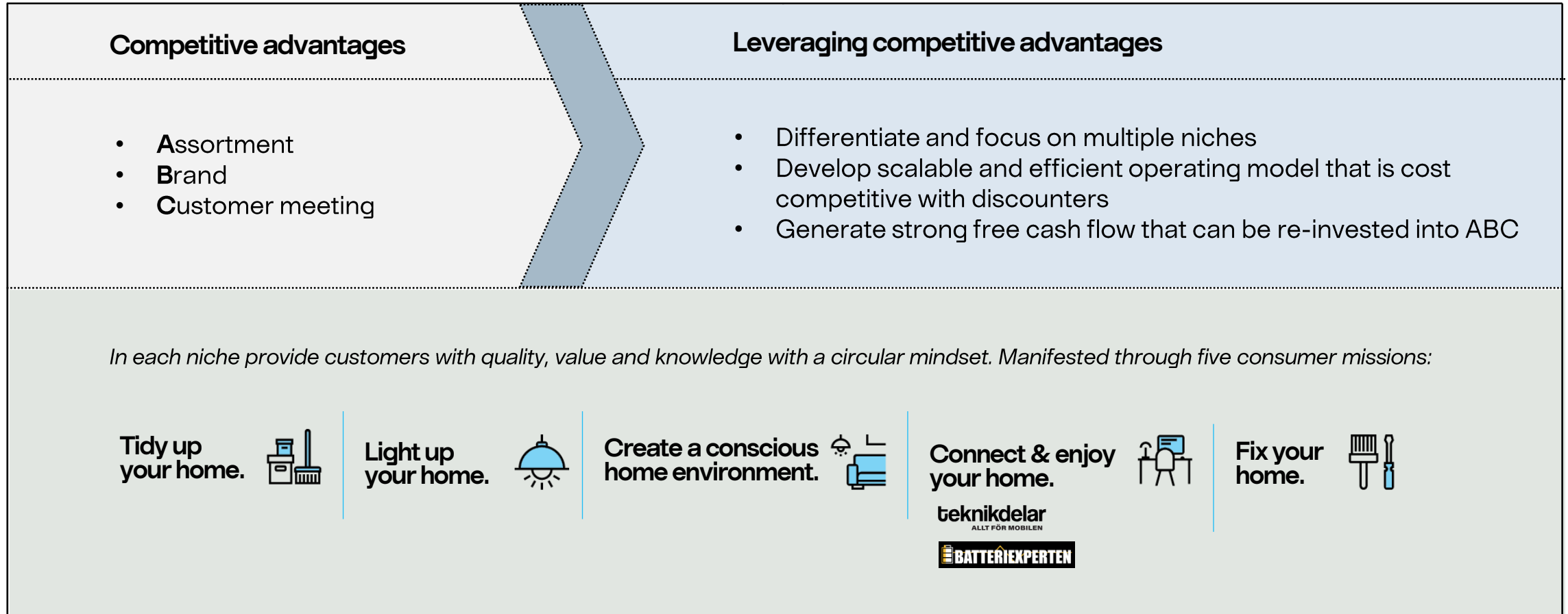
- ✓ Q1 total sales 2,814 MSEK, organic +10%
- ✓ Q1 operating profit at 278 MSEK
 - ✓ operating margin +9.9%
- ✓ Operating cash flow 468 MSEK (413)
- ✓ Solid financial position: net debt/EBITDA -1.0*
- ✓ EPS: 3.27 SEK (2.30)
- ✓ Solid start to Q2 with +7% organic growth in August

*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

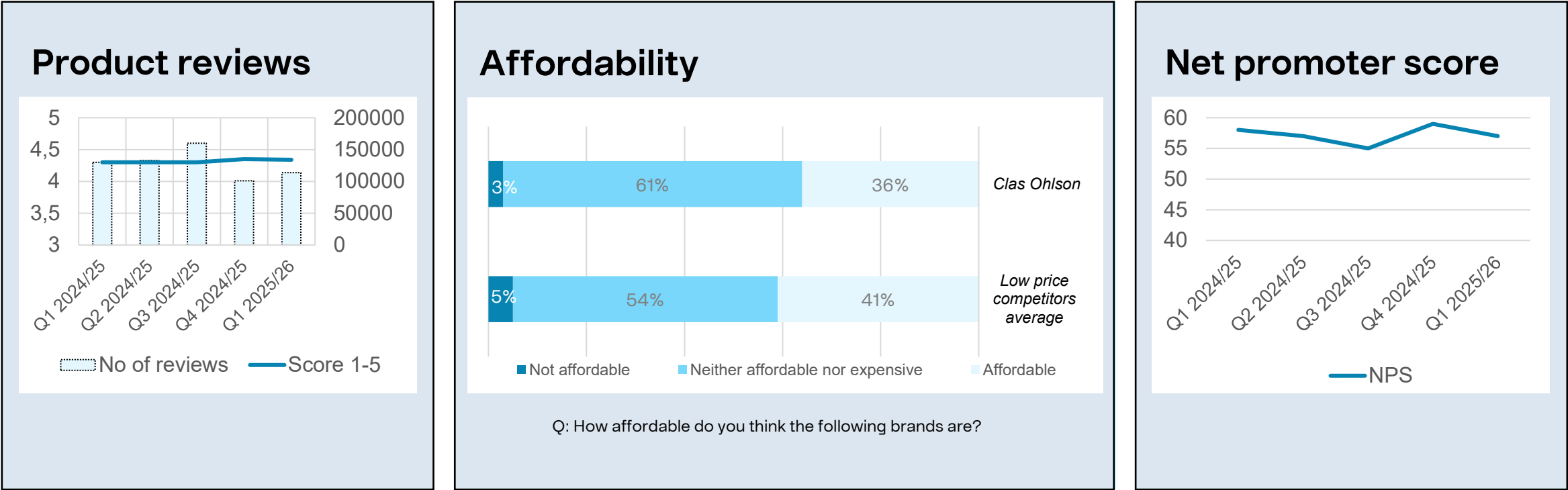
Net debt in relation to EBITDA is to be below two times. Investments are to be made in line with the company's financial position, cash flow and credit facility

*excl IFRS 16

Strategy execution – overview Q1 25/26

A relevant assortment all year round via prioritised niches. 	A profitable and growing online business. 	Building and operating a robust store network. 
<ul style="list-style-type: none"> ✓ Continued high pace in assortment renewal ✓ Strong performance across all prioritised product niches ✓ Flexible purchasing enabled strong sales of seasonal products 	<ul style="list-style-type: none"> ✓ All B2C channels show positive development <ul style="list-style-type: none"> ✓ Online sales growth 28% at clasohlson.com ✓ Successful and growing online only assortment 	<ul style="list-style-type: none"> ✓ Strong LFL development ✓ Very high customer satisfaction ✓ Preparations for new and rebuilt stores to open in Q2
Efficient customer communication. <ul style="list-style-type: none"> - Efficient digital marketing key to online growth 		
A competitive cost base. <ul style="list-style-type: none"> - Continuous work to make the organisation competitive 		
A strong organisation and sustainability integrated into the business model. <ul style="list-style-type: none"> - Strong growth for spare parts and other products supporting a more sustainable business model 		

Customer relevance and satisfaction





Source: Clas Ohlson surveys, August 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

Changes to our reporting as from Q1 2025/26

- To enable **simplified processes and ways of working**, Clas Ohlson is as of Q1 2025/26 reporting 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
- 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 are allocated to:
 - **personnel expenses**
 - **other external expenses**
 - **depreciation/amortisation of tangible and intangible assets**

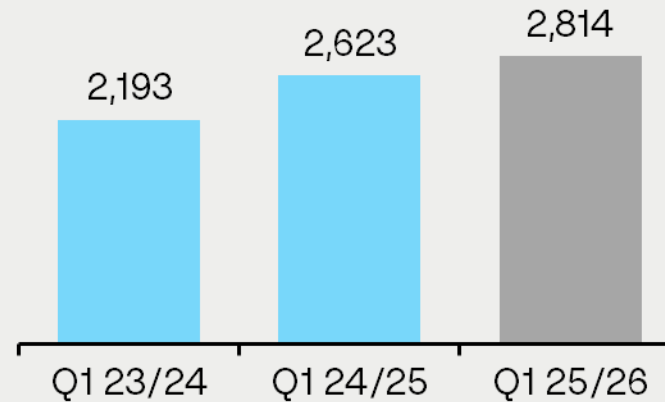


Sales development well above targets

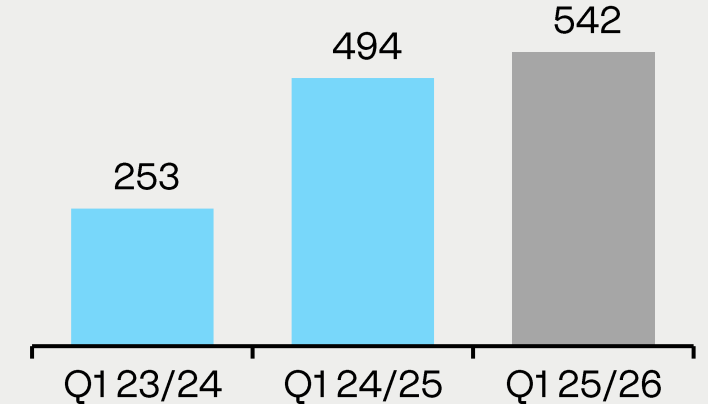
Q1

- Total sales up 7% to 2,814 MSEK, of which 10% organic, currency effects -3%
- Online sales up 10% to 542 MSEK

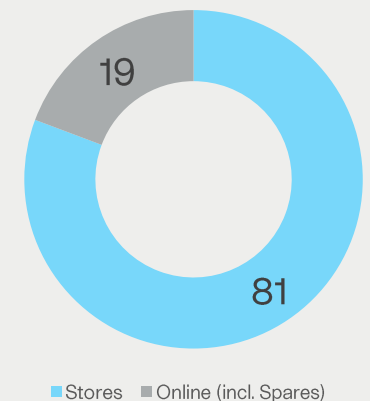
Total sales, MSEK



Online sales, MSEK



Online share of total sales (R12), %



Positive development in all home markets

MSEK

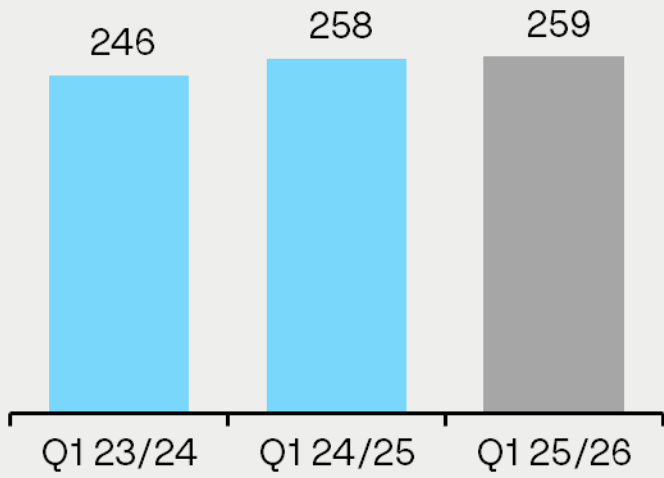
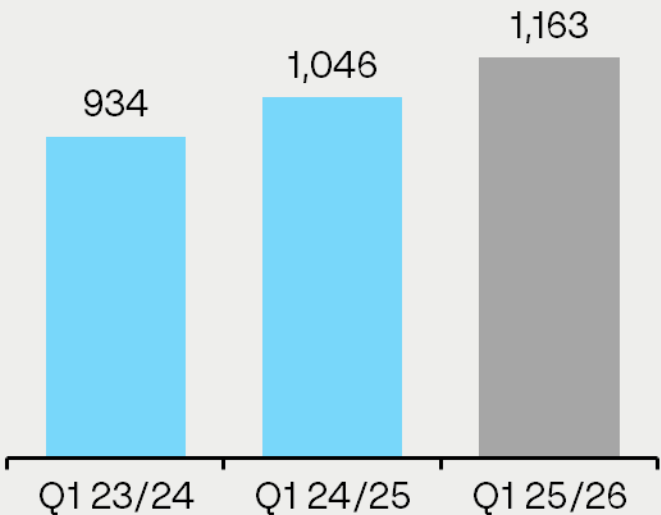
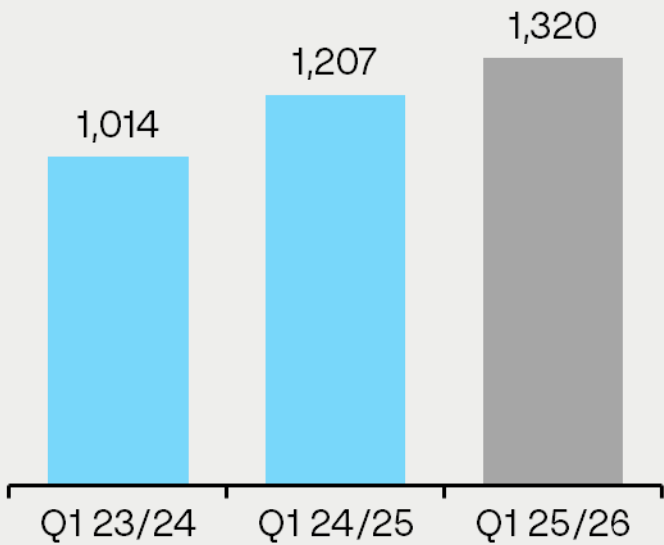
Sweden

MSEK

Norway

MSEK

Finland



Organic
growth:

Q1: +9%

Q1: +17%

Q1: +4%



Macro trends with business impact

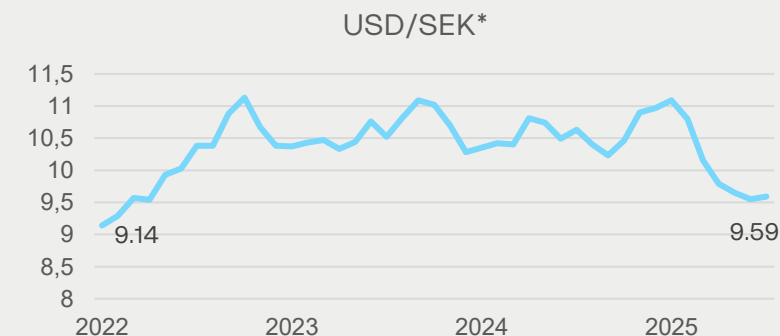
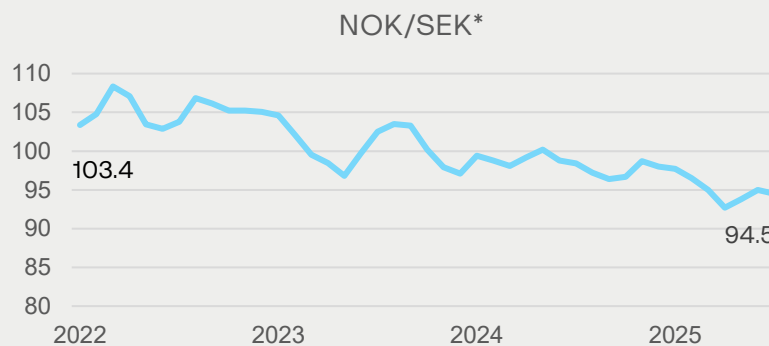
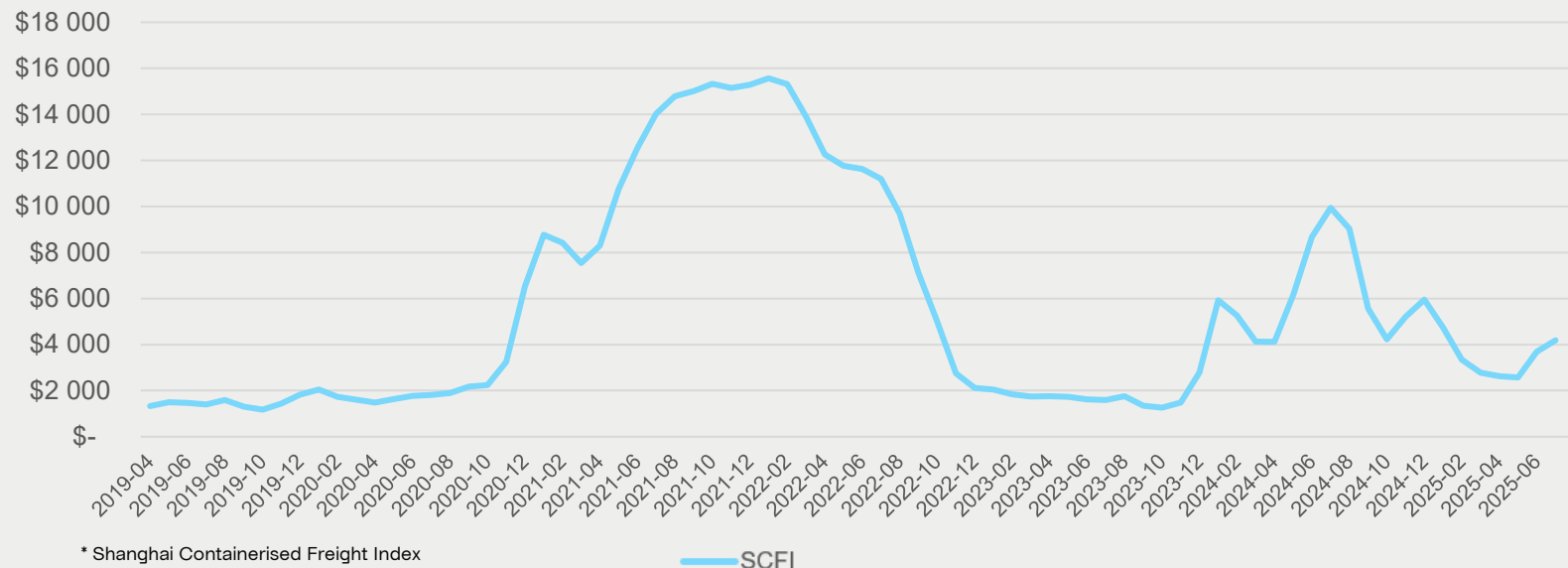
Factors impacting Clas Ohlson:

- 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

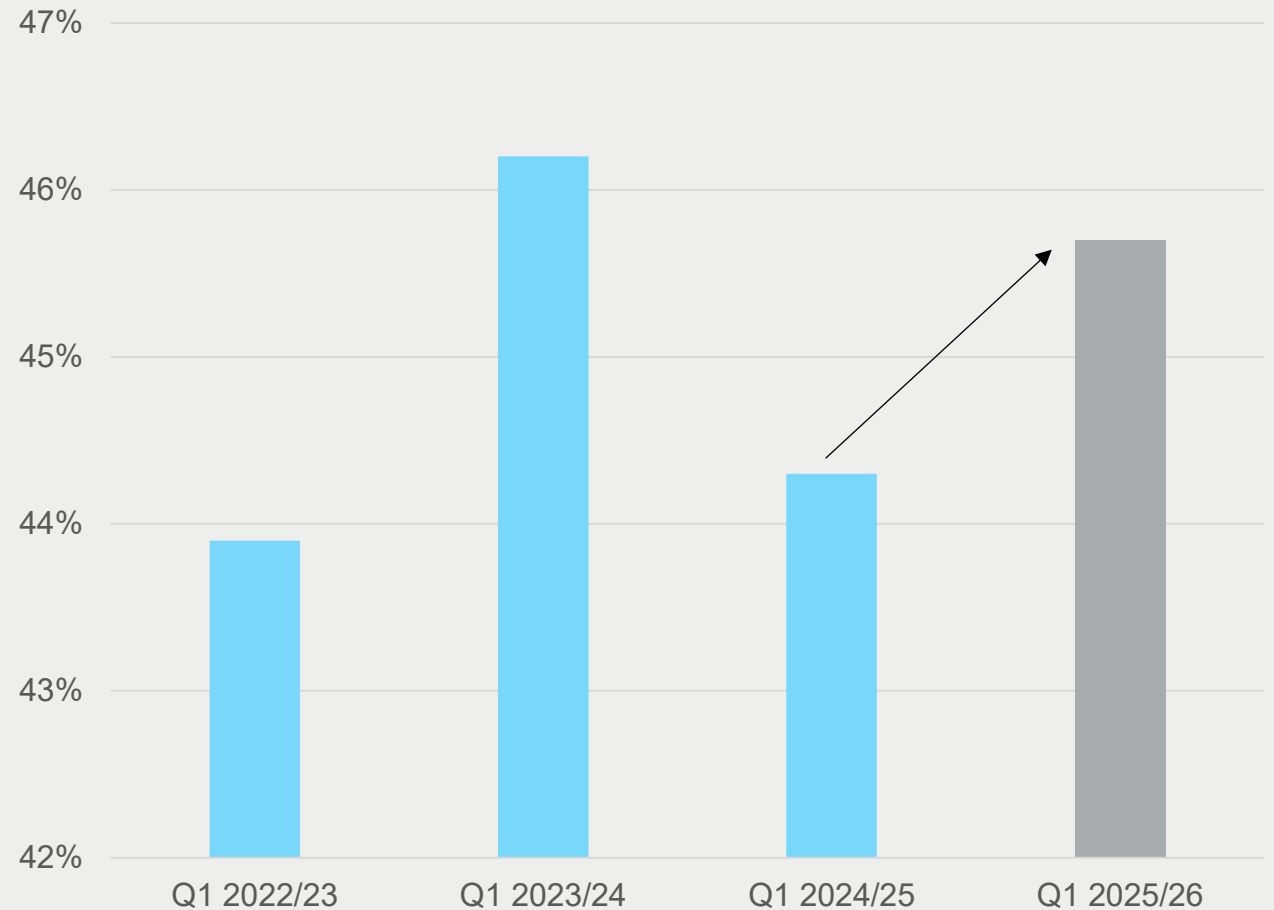


* Monthly average, The Riksbank/Nasdaq



Significantly improved gross margin

- Lower purchasing costs
- Slightly positive currency effects



Financial overview

MSEK	Q1 25/26	Q1 24/25
Operating profit	278	203
Profit after financial items	265	187
Profit for the period	208	146
EPS before dilution, SEK	3.27	2.30

Personnel expenses, Q1

566 MSEK
(536 MSEK)

Other external expenses, Q1

261 MSEK
(237 MSEK)

Depreciation/amortisation of
tangible and
intangible assets, Q1

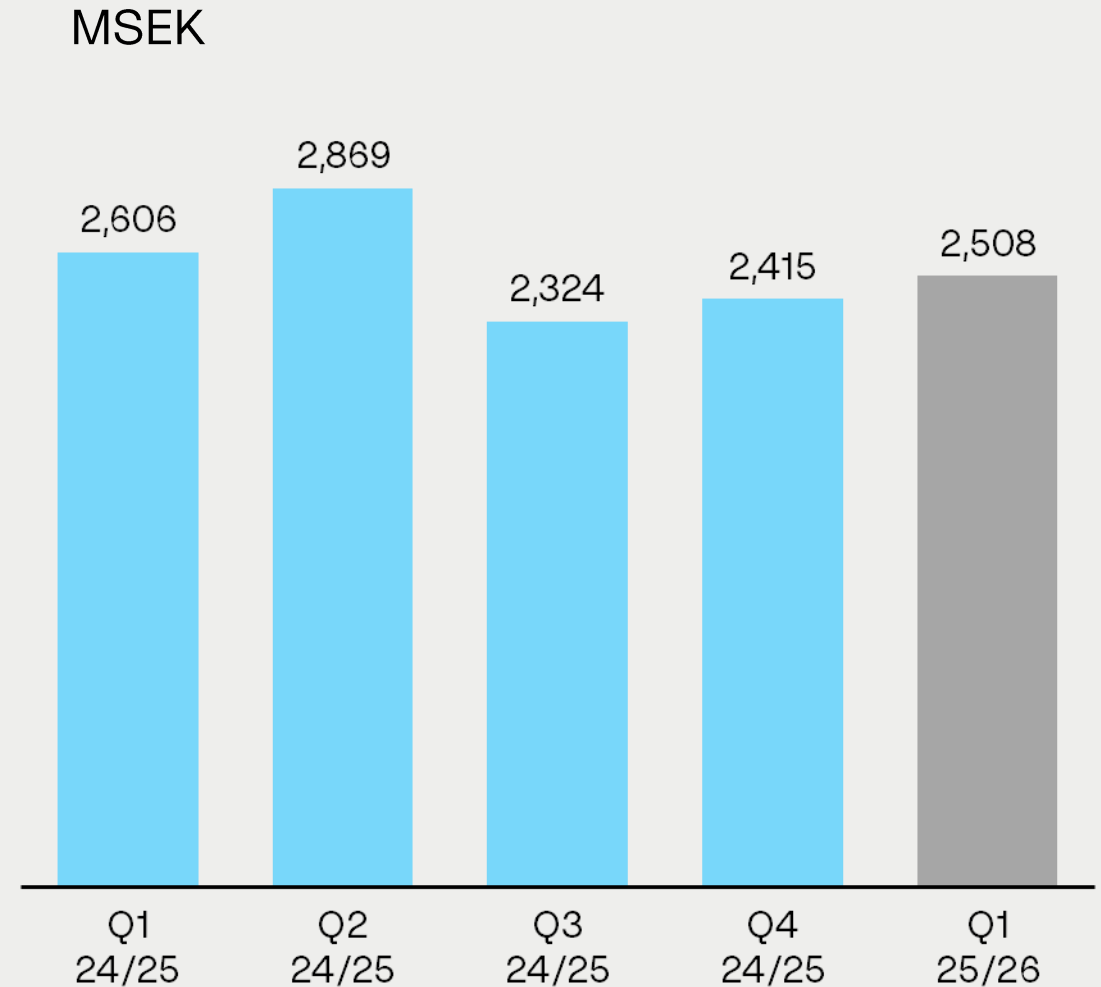
181 MSEK
(187 MSEK)

EBIT margin, Q1

9.9%
(7.7%)

Well balanced inventory

- **Inventory level:** 2,508 MSEK (2,606) at the end of the period



Strong cash flow and solid financial position

MSEK	Q1 25/26	Q1 24/25
Cash flow from operating activities, before change in working capital	378	346
Change in working capital	90	67
Cash flow from operating activities	468	413
Cash flow from investing activities	-31	-33
Cash flow from financing activities	-131	-133
Cash flow for the period	306	247

Approved credit facilities*

758 MSEK
Of which utilised 0 MSEK

Net debt/EBITDA excl. IFRS 16

-1.0x
(-0.4x)

Free cash flow Q1

306 MSEK
(247 MSEK)

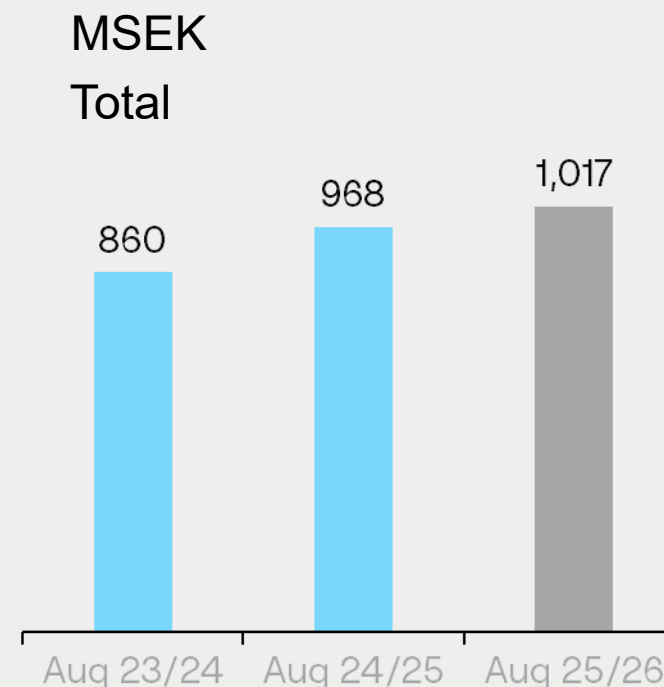




Events after the reporting period

August sales development

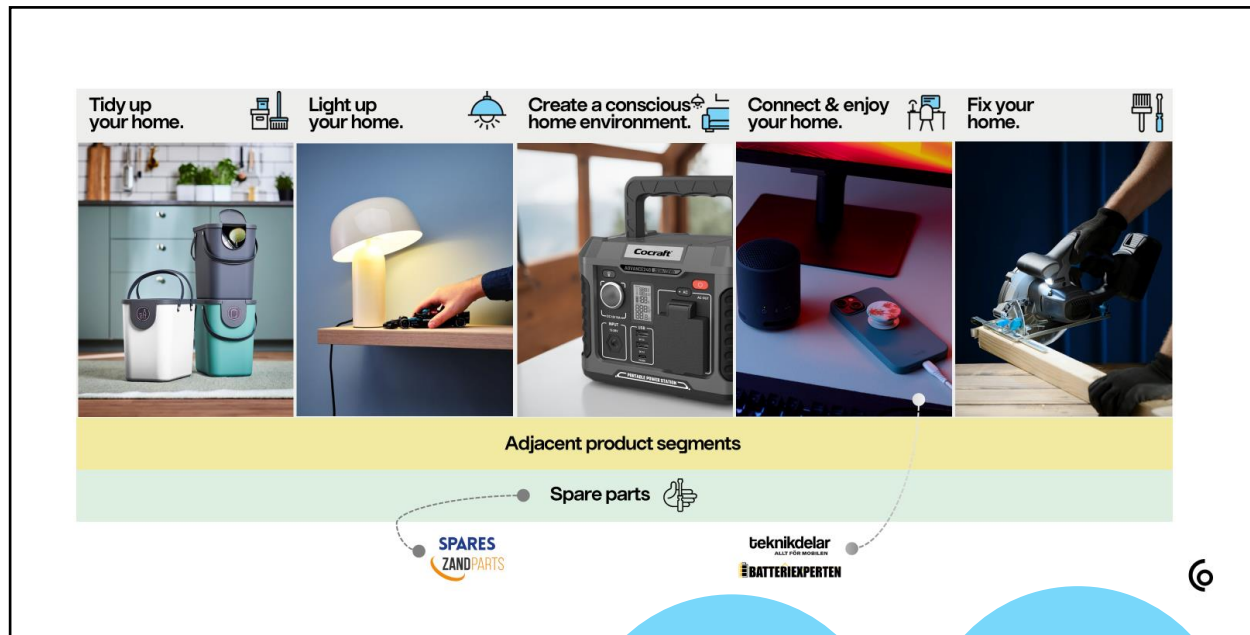
- Total sales up 5% to 1,017 MSEK, of which 7% organic, currency effects -2%
 - Sweden +8% organic
 - Norway +8% organic
 - Finland +0% organic
 - Other markets -12% organic
- Store network increased by 9 stores compared to end of August last year





Summary

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**



Clear path to continued growth and value creation

- Well positioned in large and growing product niches
 - Profitable growth in all product niches and sales channels
- Needs-driven product assortment and high customer satisfaction
 - Continued renewal of assortment
- Central store locations, full-scale e-commerce and effective marketing
 - Strong online development
 - Continued development of the store network
- Continued cost focus to enable growth initiatives



Q&A

