

Interim Report
QI 2023
May $12^{\text {th }} 2023$


## Today's Presenters



Willem Vos
Acting CEO


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CFO

## Agenda

## I. QI Summary

2. Financial update
3. Looking forward
4. $\mathrm{Q} \mathrm{\& A}$

लPIERCE


## QI SUMMARY

Challenging market conditions
The market continued to be negatively affected by a challenging macroeconomic situation. The online market declined by some $15-20 \%^{*}$ during the quarter

## Gross margin improved vs. previous quarters

Our solid cash balance by the end of Q4 2022 allowed us to prioritize margin over sales by gradually adjusting consumer prices and by executing more surgical marketing promotions. Shipping costs in relation to revenue are still on a high level but have decreased since previous quarters

Improvement program is progressing according to plan
We are progressing according to plan with our financial improvement program to increase margins after variable costs

## Revenue and profit under pressure

Net revenue decreased by 18\%, partly affected by our focus on generating liquidity and reducing net debt during QI 2022. The EBIT decline was mainly driven by lower revenue and a slightly lower gross margin vs. last year as consumer price increases have not yet fully offset increased purchase costs

## Continued focus on cost control

We continue to manage our fixed and variable cost base carefully, and we have taken a cautious approach towards buying new stock

## Strong cash balance and reduced stock levels

Net cash at the end of QI 2023 was IO5M and inventory levels continue to decrease

| SEKm | Q1 2022 | Q1 2023 | Variance |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Reported | Local currencies |
| Net Revenue | 420 | 345 | -18\% | -22\% |
| Private Brands | 171 | 145 | -15\% |  |
| Adjusted EBIT | -12 | -21 | -9 |  |
| Adjusted EBIT \% | -2.9\% | -6.2\% | -3.3 ppt |  |
| Net Profit | -14 | -11 | 3 |  |
| Operating Cash Flow | 27 | -35 | -62 |  |

## KPI HIGHLIGHTS

Customer satisfaction remains at a high level

Aggregated Trustpilot scores


Private brand revenue resilient in declining market
. Net revenues, Private brand (SEKm)


## KPI HIGHLIGHTS (CONTINUED)

Active customers slightly down due to weak demand

Active customers LTM (000), end of period


Increasing AOV

Number of orders (000)

- Average order value (SEK)



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## GROUP FINANCIALS

## Declining market affects net revenue development

Net revenue (SEKm)Profit after variable costs (SEKm)
Profit after variable costs (\%)


- QI 2023 Net revenue decline affected by:
- Negative development in the market
- Last year net revenue grew with $10 \%$ in a declining market as a result of aggressive price and promotional tactics to stimulate revenue and reduce debt
- Net revenue growth during QI by segment was:
- Offroad -I4\%; Onroad -24\%; Other operations -22\%
- Adjusted EBIT margin declined:
- Gross margin 39.7\%, - I.3ppt vs. LY as price increases have not fully compensated for purchase price increases
- Variable cost $-24.1 \%,+2.0 p p t$ vs. LY as direct marketing spend has been more efficient
Opex, depreciation and amortization-21.8\%, -4.Ippt vs LY. Costs are at the same level in SEK as LY despite inflation. The cost percentage however increased due to significantly lower revenue in the quarter

Profit after variable costs $=$ Gross profit less Direct marketing, Invoicing costs, Outgoing freight and Packaging materials

## Gross margin

Gross margin in Q। 2023 up vs. previous three quarters

- Gross margin (\%)


| Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2021 | 2021 | 2021 | 2021 | 2022 | 2022 | 2022 | 2022 | 2023 |

- Clear shift in the negative trendline during QI 2023 as stable cash position allowed us to take a longer term view on margin improvement
- Significant drop in margin QI 2022 vs QI 202I, due to our focus on generating cash and reducing net debt at the time
- Downward gross margin trend from 202I driven by both shipping and purchase price increases, that has not been compensated by customer price increases

Shipping cost gradually decreasing
$\square$ Shipping costs (SEKm)

- Cost in relation to Net revenue (\%)

- Container prices back to pre-pandemic levels, since end of 2022. Shipping costs are charged in the P\&L when the product is sold, which is why it takes some quarters until price decreases gradually materialise in the P\&L
- Shipping cost expected to further decline over the coming quarters as the share of shipping cost in inventory continues to decrease


## NET WORKING CAPITAL DEVELOPMENT

NWC increased in QI 2023

- Net working capital, NWC (SEKm)
- Net working capital, \% of Net Revenue, LTM (\%)

- Net working capital (NWC) increased Q। 2023 vs. Q 2022 with 45M:
- Total inventory decreased with SEKm 47
- Other short term liabilities decreased with SEKm 92, driven by less purchases and less VAT liabilities because of lower sales in the quarter
- Total inventories decreased 9\% from SEKm 5 II in the end of Q। 2022 to SEKm 464 end of QI 2023


## FINANCIAL POSITION

Debt-free, net cash positive and a solid equity position

|  | 3I Mar | 3I Dec |
| :--- | ---: | ---: | ---: |
| SEKm (unless stated otherwise) | 2023 | 2022 |
| Interest-bearing liabilities' | - | - |
| Cash and cash equivalents | 105 | 136 |
| Net debt excl. IFRS 16 | -105 | -136 |
|  |  |  |
| Equity | $\mathbf{7 0 9}$ | $\mathbf{7 1 9}$ |

- Cash positive since new share issue
- Solid equity position of SEKm 709.


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## KEY LEVERS TO RESTORE LONG-TERM PROFITABILITY

Illustrative chart of key levers for long-term profitability.
Not drawn to scale.


## Shipping

- Shipping cost in relation to revenue was $5.5 \%$, a decrease of 0.7ppt vs. last quarter and I.Ippt vs. peak level in Q2 2022

Purchasing

- Program continues to progress according to plan, with margin improvements expected towards the end of the year


## Pricing

- Consumer prices up 5-10\% vs QI 2022.
- Development mainly driven by focus on improving the margin but future positive effect expected from gradually refining our pricing approach


## Marketing

- Variable cost in relation to revenue was 2.0 ppt lower in QI 2023 vs Q I 2022. Positive effect driven by more effective performance marketing


## Scale

- Opex in the quarter is on the same level as Q। 2022, despite cost increases from inflation
- We will continue to streamline our operations in light of current market conditions, which will also strengthen our position when the market normalizes over time

Please note that the Financial outcome is highly dependent on external factors as market demand, inflation, Fxdevelopment etc.

## PRIORITIES COMING QUARTERS



- Continue optimizing gross profit by balancing sales and margin
- Adapt purchasing volumes to market development

- Apply updated commercial terms to new purchases
- Capture marketing and freight cost efficiencies
- Improve working capital
- Continue simplifying the operation, including processes, systems and organizational set-up
- Drive further automation of the internal operation to lower our fixed cost base


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## 4. $\mathrm{Q} \mathrm{\& A}$

## ®PIERCE




## THIS IS PIERCE

Online leader in a fragmented niche

- A pan-European company with local presence in 16 markets
- Large share of private brands makes offering unique
- Headquartered in Stockholm, a centralized warehouse in Szczecin, Poland and customer service in Barcelona. Approximately 4101) employeesNet revenue (SEKm)
Adjusted EBIT ${ }^{3}$ (SEKm)
- Adjusted EBIT margin ${ }^{3}$ (\%)



## Pan-European company



One-stop-shop offering
Net revenue split, QI 2023 LTM


Motorcycle specialist
Net revenue split, QI 2023 LTM


Strong private brands
Brand revenue split², QI 2023 LTM


[^0] comparability for 2021-Q। 2023 LTM. Reported EBIT margin was $2.9 \%$, $-4.1 \%$ and $-4.9 \%$ for 2021,2022 and Q। 2023 LTM respectively.

## QI SUMMARY - PROFIT AND LOSS



## CONSOLIDATED FINANCIAL INFORMATION

| SEKm (unless stated otherwise) | 2021 | 2022 Q 2023 LTM |  |
| :---: | :---: | :---: | :---: |
| Net Revenue | 1,594 | 1,670 | 1,595 |
| Growth ( $y / \mathrm{l}$ ) (\%) | 5\% | 5\% | -3\% |
| Growth in local currencies (y/y) (\%) | 7\% | 1\% | -7\% |
| Growth in private brand sales ( $y / y$ ) (\%) | 7\% | 7\% | 0\% |
| Gross Profit | 728 | 657 | 622 |
| Gross margin (\%) | 45.7\% | 39.3\% | 39.0\% |
| Variable sales- and distribution costs | -384 | -405 | -378 |
| Variable sales- and distribution costs (\%) | -24.1\% | -24.2\% | -23.7\% |
| Profit after variable costs | 343 | 252 | 243 |
| Profit after variable costs (\%) | 21.5\% | 15.1\% | 15.3\% |
| Overhead costs | -239 | -256 | -255 |
| Overhead costs (\%) | -15.0\% | -15.3\% | -16.0\% |
| Adjusted EBITDA | 104 | -4 | -12 |
| Adjusted EBITDA margin (\%) | 6.5\% | -0.2\% | -0.7\% |
| Depreciation and amortisation (D\&A) | -46 | -49 | -51 |
| $D \& A$ (\% of net revenue) | -2.9\% | -3.0\% | -3.2\% |
| Adjusted EBIT | 58 | -53 | -62 |
| Adjusted EBIT margin (\%) | 3.6\% | -3.2\% | -3.9\% |
|  |  |  |  |
| Items affecting comparability (IAC) | -12 | -15 | -15 |
| IAC (\% of net revenue) | -0.7\% | -0.9\% | -1.0\% |

## SEGMENT FINANCIAL INFORMATION

| SEKm (unless stated otherwise) | 2021 | 2022 | Q1 2023 LTM |
| :---: | :---: | :---: | :---: |
| Offroad |  |  |  |
| Net Revenue | 974 | 999 | 965 |
| Growth (y/y) (\%) | 2\% | 3\% | -3\% |
| Gross Profit | 462 | 412 | 394 |
| Gross margin (\%) | 47.5\% | 41.2\% | 40.9\% |
| Variable sales- and distribution costs | -224 | -235 | -218 |
| Variable sales- and distribution costs (\%) | -23.0\% | -23.5\% | -22.6\% |
| Profit after variable costs' | 238 | 177 | 176 |
| Profit after variable costs (\%) | 24.5\% | 17.7\% | 18.3\% |
|  |  |  |  |
| Onroad |  |  |  |
| Net Revenue | 500 | 569 | 537 |
| Growth (y/y) (\%) | 8\% | 14\% | 1\% |
| Gross Profit | 209 | 208 | 194 |
| Gross margin (\%) | 41.8\% | 36.6\% | 36.2\% |
| Variable sales- and distribution costs | -131 | -142 | -135 |
| Variable sales- and distribution costs (\%) | -26.1\% | -24.9\% | -25.0\% |
| Profit after variable costs' | 78 | 66 | 60 |
| Proft after variable costs (\%) | 15.6\% | 11.6\% | 11.2\% |
|  |  |  |  |
| Other |  |  |  |
| Net Revenue | 119 | 102 | 92 |
| Growth (y/y) (\%) | 9\% | -14\% | -21\% |
| Gross Profit | 59 | 41 | 35 |
| Gross margin (\%) | 49.4\% | 40.1\% | 38.2\% |
| Variable sales- and distribution costs | -30 | -28 | -26 |
| Variable sales- and distribution costs (\%) | -25.1\% | -27.7\% | -28.1\% |
| Profit after variable costs' | 29 | 13 | 9 |
| Profit after variable costs (\%) | 24.2\% | 12.4\% | 10.1\% |

[^1]
## QUARTERLY CONSOLIDATED FINANCIAL INFORMATION

| SEKm (unless stated otherwise) | 2021 |  |  |  |  | 2022 |  |  |  |  | 2023 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | QI | Q2 | Q3 | Q4 | FY21 | Q1 | Q2 | Q3 | Q4 | FY22 | Q1 | QI LTM |
| Net Revenue | 369 | 451 | 361 | 413 | 1,594 | 420 | 450 | 373 | 427 | 1,670 | 345 | 1,595 |
| Growth (y/y) (\%) | 20\% | -5\% | 10\% | 0\% | 5\% | 14\% | 0\% | 3\% | 3\% | 5\% | -18\% | -3\% |
| Growth in local currencies (y/y) (\%) | 25\% | -1\% | 11\% | 1\% | 7\% | 10\% | -3\% | 0\% | -3\% | 1\% | -22\% | -7\% |
| Growth in private brand sales (y/y) (\%) | 36\% | 3\% | 6\% | -9\% | 7\% | 9\% | 9\% | 7\% | 3\% | 7\% | -15\% | 0\% |
| Gross Profit ${ }^{\text {' }}$ | 176 | 209 | 159 | 184 | 728 | 172 | 178 | 146 | 161 | 657 | 137 | 622 |
| Gross margin (\%) | 47.8\% | 46.3\% | 44.0\% | 44.5\% | 45.7\% | 41.0\% | 39.5\% | 39.1\% | 37.8\% | 39.3\% | 39.7\% | 39.0\% |
| Variable sales- and distribution costs | -89 | -106 | -86 | -103 | -384 | -110 | -109 | -85 | -101 | -405 | -83 | -378 |
| Variable sales- and distribution costs (\%) | -24.0\% | -23.5\% | -23.9\% | -25.0\% | -24.1\% | -26.1\% | -24.2\% | -22.8\% | -23.7\% | -24.2\% | -24.1\% | -23.7\% |
| Profit after variable costs | 88 | 103 | 72 | 81 | 343 | 62 | 69 | 60 | 60 | 252 | 54 | 243 |
| Profit after variable costs (\%) | 23.7\% | 22.8\% | 20.0\% | 19.5\% | 21.5\% | 14.9\% | 15.3\% | 16.2\% | 14.0\% | 15.1\% | 15.6\% | 15.3\% |
| Overhead costs | -58 | -60 | -57 | -63 | -239 | -62 | -66 | -57 | -71 | -256 | -61 | -255 |
| Overhead costs (\%) | -15.8\% | -13.3\% | -15.9\% | -15.3\% | -15.0\% | -14.7\% | -14.7\% | -15.2\% | -16.6\% | -15.3\% | -17.8\% | -16.0\% |
| Adjusted EBITDA | 29 | 43 | 15 | 18 | 104 | 1 | 3 | 4 | -11 | -4 | -7 | -12 |
| Adjusted EBITDA margin (\%) | 7.9\% | 9.5\% | 4.1\% | 4.2\% | 6.5\% | 0.1\% | 0.6\% | 1.1\% | -2.6\% | -0.2\% | -2.2\% | -0.7\% |
| Depreciation and amortisation (D\&A) | -11 | -11 | -12 | -12 | -46 | -13 | -12 | -13 | -12 | -49 | -14 | -51 |
| D\&A (\% of net revenue) | -3.0\% | -2.5\% | -3.4\% | -2.9\% | -2.9\% | -3.0\% | -2.7\% | -3.4\% | -2.8\% | -3.0\% | -4.0\% | -3.2\% |
| Adjusted EBIT | 18 | 32 | 3 | 6 | 58 | -12 | -9 | -9 | -23 | -53 | -21 | -62 |
| Adjusted EBIT margin (\%) | 4.9\% | 7.0\% | 0.7\% | 1.4\% | 3.6\% | -2.9\% | -2.1\% | -2.4\% | -5.4\% | -3.2\% | -6.2\% | -3.9\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Items affecting comparability (IAC) | -10 | -1 | -1 | 0 | -12 | - | -1 | -6 | -8 | -15 | 0 | -15 |
| IAC (\% of net revenue) | -2.8\% | -0.2\% | -0.1\% | 0.0\% | -0.7\% | -\% | -0.3\% | -1.6\% | -1.9\% | -0.9\% | -0.0\% | -1.0\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\prime}$ Revaluation of working capital items | -4 | - | - | 2 | -2 | -1 | -2 | -2 | 2 | -3 | - | -2 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Number of orders (000) | 427 | 477 | 385 | 445 | 1,735 | 462 | 483 | 371 | 433 | 1,749 | 354 | 1,641 |
| Average order value (AOV) (SEK) | 864 | 944 | 936 | 928 | 919 | 910 | 933 | 1,004 | 985 | 955 | 974 | 972 |
| Net revenue from private brands | 157 | 165 | 129 | 157 | 609 | 171 | 179 | 138 | 161 | 650 | 145 | 623 |
| Active customers, LTM (000) | 1,174 | 1,141 | 1,155 | 1,148 | 1,148 | 1,165 | 1,167 | 1,163 | 1,165 | 1,165 | 1,106 | 1,106 |

## QUARTERLY SEGMENT FINANCIAL INFORMATION

| SEKm (unless stated otherwise) | 2021 |  |  |  |  | 2022 |  |  |  |  | 2023 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Q1 | Q2 | Q3 | Q4 | FY21 | QI | Q2 | Q3 | Q4 | FY22 | Q1 | QI LTM |
| Offroad |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Revenue | 221 | 267 | 226 | 260 | 974 | 241 | 243 | 233 | 282 | 999 | 207 | 965 |
| Growth (y/y) (\%) | 22\% | -7\% | 9\% | -6\% | 2\% | 9\% | -9\% | 3\% | 8\% | 3\% | -14\% | -3\% |
| Gross Profit | 111 | 129 | 104 | 118 | 462 | 103 | 103 | 95 | 110 | 412 | 86 | 394 |
| Gross margin (\%) | 50.1\% | 48.4\% | 46.1\% | 45.4\% | 47.5\% | 42.8\% | 42.5\% | 40.7\% | 39.1\% | 41.2\% | 41.5\% | 40.9\% |
| Variable sales- and distribution costs | -50 | -60 | -52 | -61 | -224 | -63 | -58 | -50 | -63 | -235 | -46 | -218 |
| Variable sales- and distribution costs (\%) | -22.7\% | -22.4\% | -23.2\% | -23.6\% | -23.0\% | -26.1\% | -23.9\% | -21.6\% | -22.5\% | -23.5\% | -22.3\% | -22.6\% |
| Profit after variable costs' | 61 | 69 | 52 | 57 | 238 | 40 | 45 | 45 | 47 | 177 | 40 | 176 |
| Profit after variable costs (\%) | 27.3\% | 26.0\% | 23.0\% | 21.8\% | 24.5\% | 16.7\% | 18.7\% | 19.1\% | 16.6\% | 17.7\% | 19.2\% | 18.3\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Onroad |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Revenue | 101 | 173 | 128 | 99 | 500 | 134 | 197 | 131 | 107 | 569 | 102 | 537 |
| Growth (y/y) (\%) | 20\% | -1\% | 14\% | 8\% | 8\% | 33\% | 14\% | 2\% | 8\% | 14\% | -24\% | 1\% |
| Gross Profit | 44 | 75 | 51 | 39 | 209 | 50 | 73 | 49 | 36 | 208 | 37 | 194 |
| Gross margin (\%) | 44.0\% | 43.2\% | 39.9\% | 39.4\% | 41.8\% | 37.5\% | 37.2\% | 37.4\% | 33.2\% | 36.6\% | 35.8\% | 36.2\% |
| Variable sales- and distribution costs | -27 | -43 | -33 | -28 | -131 | -34 | -48 | -32 | -28 | -142 | -26 | -135 |
| Variable sales- and distribution costs (\%) | -26.8\% | -25.1\% | -25.6\% | -27.8\% | -26.1\% | -25.0\% | -24.5\% | -24.8\% | -25.7\% | -24.9\% | -25.6\% | -25.0\% |
| Profit after variable costs' | 17 | 31 | 18 | 11 | 78 | 17 | 25 | 16 | 8 | 66 | 10 | 60 |
| Profit after variable costs (\%) | 17.2\% | 18.0\% | 14.3\% | 11.6\% | 15.6\% | 12.4\% | 12.7\% | 12.6\% | 7.5\% | 11.6\% | 10.2\% | 11.2\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Revenue | 47 | 11 | 8 | 54 | 119 | 45 | 10 | 9 | 38 | 102 | 35 | 92 |
| Growth (y/y) (\%) | 12\% | -10\% | -22\% | 17\% | 9\% | -4\% | -5\% | 22\% | -30\% | -14\% | -22\% | -21\% |
| Gross Profit | 25 | 5 | 4 | 25 | 59 | 20 | 4 | 4 | 14 | 41 | 14 | 35 |
| Gross margin (\%) | 52.7\% | 47.2\% | 49.4\% | 46.9\% | 49.4\% | 43.9\% | 36.2\% | 39.6\% | 36.6\% | 40.1\% | 40.1\% | 38.2\% |
| Variable sales- and distribution costs | -11 | -3 | -1 | -15 | -30 | -13 | -3 | -2 | -10 | -28 | -11 | -26 |
| Variable sales- and distribution costs (\%) | -24.4\% | -23.4\% | -18.8\% | -27.0\% | -25.1\% | -28.9\% | -25.0\% | -25.7\% | -27.4\% | -27.7\% | -30.3\% | -28.1\% |
| Profit after variable costs ${ }^{\text {' }}$ | 13 | 3 | 2 | 11 | 29 | 7 | 1 | I | 3 | 13 | 3 | 9 |
| Profit after variable costs (\%) | 28.3\% | 23.8\% | 30.7\% | 19.9\% | 24.2\% | 15.0\% | 11.2\% | 13.9\% | 9.2\% | 12.4\% | 9.8\% | 10.1\% |

[^2]
## QUARTERLY CONSOLIDATED NET WORKING CAPITAL

| SEKm (unless stated otherwise) | $\begin{gathered} 2021 \\ \mathrm{Q} 4 \end{gathered}$ | 2022 |  |  |  | 2023 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | QI | Q2 | Q3 | Q4 | Q1 |
| Physical stock | 447 | 431 | 431 | 432 | 414 | 420 |
| Goods in transit | 87 | 80 | 59 | 72 | 74 | 44 |
| Inventory | 534 | 511 | 490 | 504 | 488 | 464 |
| Working capital assets | 30 | 31 | 36 | 24 | 20 | 30 |
| Working capital liabilities | -305 | -316 | -288 | -248 | -262 | -223 |
| Net working capital | 260 | 227 | 238 | 280 | 246 | 272 |
| As \% of net revenue LTM | 16.3\% | 13.8\% | 14.5\% | 16.9\% | 14.7\% | 17.0\% |
|  |  |  |  |  |  |  |
| Stock turnover ${ }^{\prime}$ | 1.6x | 1.8x | 1.9x | 1.9x | 2.1x | $2.1 x$ |
| Inventory \% of net revenue LTM | 33.5\% | 31.1\% | 29.8\% | 30.4\% | 29.2\% | 29.1\% |

## CONDENSED CONSOLIDATED STATEMENT OF PROFIT/LOSS

|  | Jan-Mar |  | Jan-Dec |  |
| :--- | ---: | ---: | ---: | ---: |
| SEKm | $\mathbf{2 0 2 3}$ | $\mathbf{2 0 2 2}$ | $\mathbf{2 0 2 2}$ |  |
| Net revenue | 345 | 420 | $\mathbf{I}, 670$ |  |
| Cost of goods sold | -208 | -248 | $-1,013$ |  |
| Gross profit | $\mathbf{1 3 7}$ | $\mathbf{1 7 2}$ | $\mathbf{6 5 7}$ |  |
|  |  |  |  |  |
| Sales and distribution costs | -118 | -143 | -540 |  |
| Administration costs | -41 | -41 | -188 |  |
| Other operating income- and expenses | 1 | 0 | 2 |  |
| Operating profit | $\mathbf{- 2 1}$ | $\mathbf{- 1 2}$ | $\mathbf{- 6 8}$ |  |
|  |  |  |  |  |
| Financial net | 8 | -4 | $\mathbf{1 7}$ |  |
| Profit/loss before tax | $\mathbf{8}$ | 2 | -16 | $\mathbf{- 5 2}$ |
| Tax | 2 | 1 | $\mathbf{- 6}$ |  |
| Profit/loss for the period | $\mathbf{- 1 1}$ | $\mathbf{- 1 4}$ | $\mathbf{- 5 8}$ |  |

## CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

| SEKm | Mar 2023 | Dec 2022 |
| :---: | :---: | :---: |
| Intangible assets | 343 | 345 |
| Property, plant and equipment | 15 | 16 |
| Right-of-use assets | 67 | 60 |
| Financial assets | 4 | 4 |
| Deferred tax assets | 6 | 6 |
| Total non-current assets | 434 | 431 |
|  |  |  |
| Inventory | 464 | 488 |
| Other current assets | 39 | 27 |
| Cash and cash equivalents | 105 | 136 |
| Total current assets | 608 | 651 |
| Total assets | 1,042 | 1,083 |
|  |  |  |
| Total equity | 709 | 719 |
|  |  |  |
| Liabilities to credit institutions | - | - |
| Leasing liabilities | 42 | 39 |
| Deferred tax liabilities | 27 | 29 |
| Total non-current liabilities | 69 | 68 |
|  |  |  |
| Liabilities to credit institutions | 0 | - |
| Shareholder loans | - | - |
| Leasing liabilities | 29 | 26 |
| Contingent consideration | - | - |
| Trade payables | 79 | 105 |
| Other current liabilities | 157 | 165 |
| Total current liabilities | 264 | 296 |
| Total equity and liabilities | 1,042 | 1,083 |

## CONDENSED CONSOLIDATED STATEMENT OF CASH FLOW

| SEKm | NOTE | Jan-Mar |  | Jan-Dec <br> 2022 |
| :---: | :---: | :---: | :---: | :---: |
|  |  | 2023 | 2022 |  |
| Operating profit | A | -21 | -12 | -68 |
| Adjustments for non-cash items | B | 18 | 22 | 56 |
| Paid interest |  | -2 | -2 | -11 |
| Received interest |  | 0 | 0 | 1 |
| Realised currency derivatives |  | 3 | 2 | 13 |
| Paid/received tax |  | -1 | -4 | -8 |
| Cash flow from operating activities before changes in net working capital |  | -2 | 6 | -17 |
| Changes in net working capital | c | -22 | 29 | 25 |
| Cash flow from operating activities |  | -25 | 35 | 9 |
| Investing activities |  |  |  |  |
| Investments in non-current assets | D | -2 | -6 | -16 |
| Paid/received blocked funds |  | - | - | - |
| Cash flow from investing activities |  | -2 | -6 | -16 |
| Financing activities |  |  |  |  |
| New share issue including issue costs |  | - | - | 331 |
| Issue of warrants including issue costs |  | - | - |  |
| Change in utilised credit facility |  | - | -2 | -27 |
| Repayment of shareholder loans ' |  | - | - | - |
| Repayment of liabilities to credit institutions ' |  | - | -7 | -157 |
| Repayment of leasing liabilities | E | -7 | -5 | -23 |
| Paid contingent consideration |  | - | - | - |
| Cash flow from financing activities |  | -7 | -15 | 124 |
|  |  |  |  |  |
| Cash flow for the period |  | -33 | 14 | 117 |
| Cash and cash equivalents at the beginning of period |  | 136 | 18 | 18 |
| Exchange rate difference |  | 2 | 0 | 1 |
| Cash and cash equivalents end of period |  | 105 | 32 | 136 |
|  |  |  |  |  |
| Operating cash flow before IFRS 16 interest | A+B+C+D+E | -34 | 28 | -26 |
| Interest IFRS 16 |  | -1 | -1 | -3 |
| Operating cash flow |  | -35 | 27 | -29 |

1) Including capitalised interest expenses

## RECONCILIATION OF ADJUSTED FINANCIALS

| SEKm | Jan-Mar |  | $\begin{array}{r} \text { Jan-Dec } \\ 2022 \end{array}$ |
| :---: | :---: | :---: | :---: |
|  | 2023 | 2022 |  |
| Net revenue | 345 | 420 | 1,670 |
| Cost of goods sold | -208 | -248 | -1,013 |
| Variable sales- and distribution costs | -83 | -110 | -405 |
| Other costs' | -75 | -74 | -320 |
| Operating profit (EBIT) | -21 | -12 | -68 |
| Reconciliation of adj. EBIT and adj. EBITDA |  |  |  |
| Operating profit (EBIT) | -21 | -12 | -68 |
| IAC related to: |  |  |  |
| IPO-costs | - | - | -1 |
| Restructuring expenses | - | - | -4 |
| Change in fair value, contingent consideration | - | - | 0 |
| Other costs (XO) | 0 | - | -11 |
| Adjusted operating profit (EBIT) | -21 | -12 | -53 |
| Adjusted EBIT margin (\%) | -6.2\% | -2.9\% | -3.2\% |
| Depreciation | -8 | -7 | -29 |
| Amortisation | -6 | -6 | -20 |
| (of which PPA amortisations included in adjusted EBIT) | 0 | 0 | -1 |
| Adjusted EBITDA | -7 | I | -4 |
| Adjusted EBITDA margin (\%) | -2.2\% | 0.1\% | -0.2\% |

## RIDERS IN E-COMMERCE <br> PIERCE

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[^0]:    

[^1]:    1) Excluding intra-group costs, which are not allocated on segments, of SEKm 5, SEKm -4 and SEKm -2 respectively. Intra-group costs refers to exchange rate revaluation of net working capital items that are not divided between segments.
[^2]:    I) Excluding intra-group costs, which are not allocated on segments. Intra-group costs refers to exchange rate revaluation of net working capital items that are not divided between segments. See previous slide, row "Revaluation for working capital items" for quarterly details.

