

Viva Wine Group updates its segment reporting

Viva Wine Group merges the operating segments Sweden and the Nordics in its segment reporting. The change takes place from the interim report for the second quarter of 2023. The merger is done to report the operating segments in a way that is more consistent with the company's internal governance and the segment breakdown in the company's financial goals.

"We are clarifying our segment reporting to better align with our internal organization, governance and financial goals. Previously, the three Nordic monopoly markets were reported separately in two operating segments: Sweden and the Nordics respectively, where the Nordics included Finland and Norway. As of the interim report for the second quarter 2023 our operations in the three monopoly markets will be merged and reported as one operating segment, the Nordics. Market shares as well as sales and profit development in each monopoly market will be described as part of the new segment", says **Emil Sallnäs**, CEO Viva Wine Group.

The change will result in Viva Wine Group's segment reporting transforming from the previous four segments; Sweden, the Nordics (Finland and Norway), Viva eCom and Other, to reporting in three segments: the Nordics (Sweden, Finland and Norway), Viva eCom and Other. The company's financial targets, encompassing the Nordics and Viva eCom respectively, remain unchanged.

Proforma reporting for the last five quarters, structured according to the new segment breakdown, is attached. The interim report for the second quarter will be published on 29 August 2023.

Certified Adviser

FNCA Sweden AB is the Company's Certified Adviser on Nasdaq First North Premier Growth Market.

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About Us

Viva Wine Group is the leading wine group in the Nordic monopoly markets, with a strong position in the European e-commerce market for wine. The Group consists of a collection of entrepreneurial companies with head office in Stockholm, developed through organic growth and strategic acquisitions. Viva Wine Group develops, markets, and sells both wholly owned and partner brands and offers affordable quality wines from all over the world to consumers in locations such as the Nordic countries, Germany, Switzerland, Austria, the Czech Republic, France, and the Netherlands. Sustainability is one of our foremost driving forces and we are a leader within certified ethical and organic wine. www.vivagroup.se/en

Attachments

Viva Wine Group Proforma Updated Operating Segments
Viva Wine Group updates its segment reporting