

INVITATION TO BHG'S VITRUAL CAPITAL MARKETS DAY 19 MARCH 2026

BHG Group is pleased to invite investors, analysts and media to an online Capital Markets Day on Thursday, 19 March 2026.

The purpose of the Capital Markets Day is to provide a deeper insight into BHG Group's financial and operational strategy for continued profitable growth. The event will begin at 2:00 PM CET and is expected to conclude at approximately 4:30 PM CET.

Presentations will be delivered by President and CEO Gustaf Öhrn, CFO Jesper Flemme, and Deputy CEO and Head of the Home Improvement business area Mikael Hagman. In addition, Emma Pålsson, CEO of Bygghemma, Anders Hofstedt, CEO of Hafa Brand Group, Martin Leo, CTO and Head of Sustainability at BHG Group, and Bank Bergström, CEO of Nordic Nest and Head of the Premium Living business area, will participate. The day will be moderated by Emalee Mandl.

Agenda:

- BHG in brief & strategy
- Financial perspective & targets
- Strategy deep dive 1: Operational excellence
- Strategy deep dive 2: Strategic initiatives
- Strategy deep dive 3: M&A
- Q&A

Registration

Registration and access to the live webcast are available via the following link:

bhg.events.inderes.com/cmd-2026

The Capital Markets Day will be held as a fully digital event and will be webcast live starting at 2:00 PM CET. All presentations and discussions will be conducted in English. A recording of the webcast and presentation materials will be made available on BHG Group's website after the event.

We look forward to welcoming you!

Contacts

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Press Release
26 February 2026 13:30:00 CET



Attachments

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