



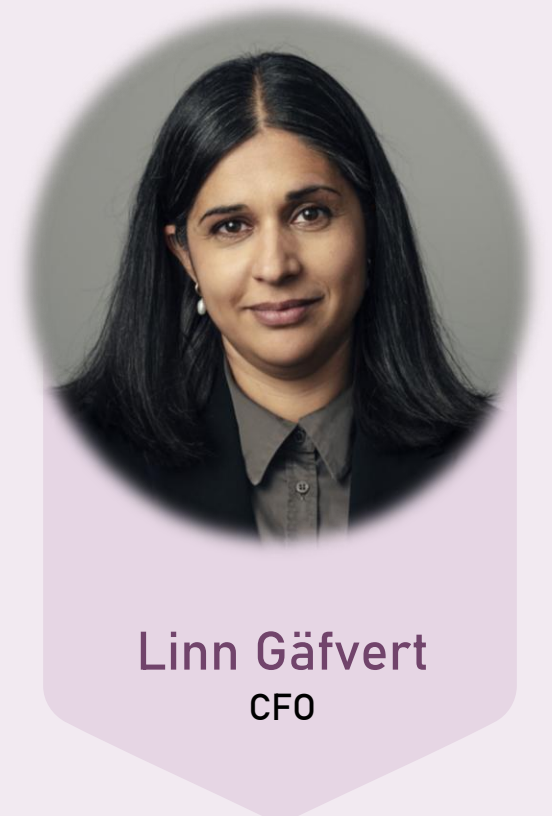
VIVA WINE  
GROUP

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QUARTERLY RESULTS  
Q4 2024

# AGENDA

- Introduction to Viva Wine Group
- Quarterly Update
- Financial Overview
- Performance by Segment
- Final Remarks
- Q&A

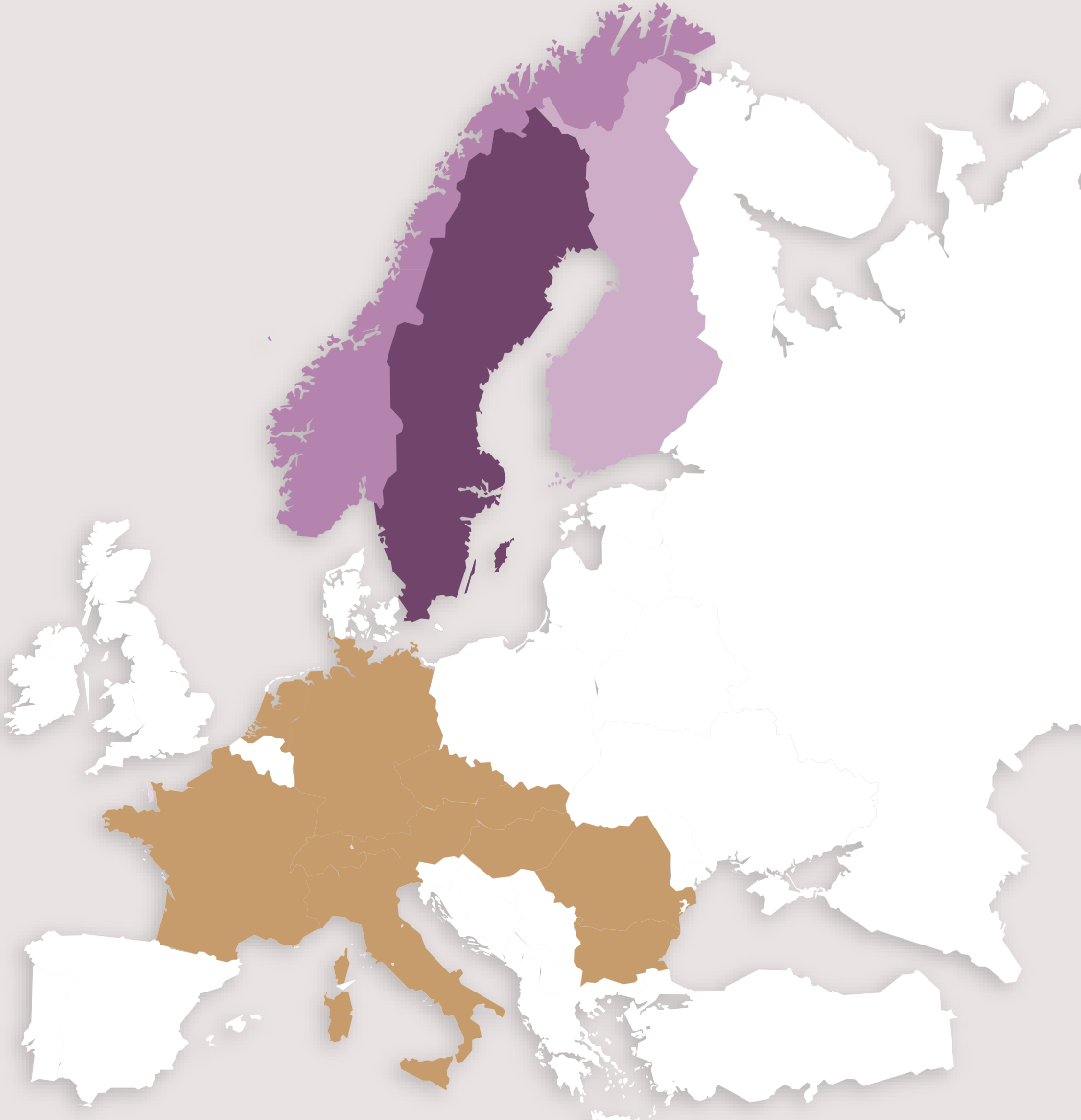
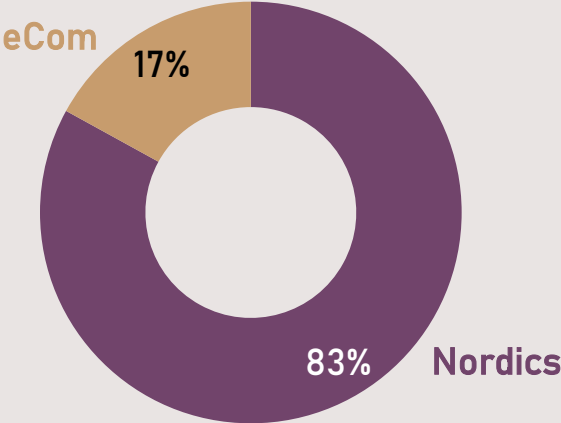


# INTRODUCTION



# THIS IS US

## Two segments <sup>RTM</sup>



### Segment Nordics

- SWEDEN
- FINLAND
- NORWAY

### Segment eCom

- 3 PLATFORMS
- 11 MARKETS

# QUARTERLY UPDATE

## Q4 PERFORMANCE SUMMARY

- Continued market share gains in the Nordics
- Net sales increased by 8.7%. Organic growth of 8.2%
- Strong increase in profitability, adj. EBITA margin of 8.7% (6.3%)
- Proposed dividend of SEK 1.55 per share



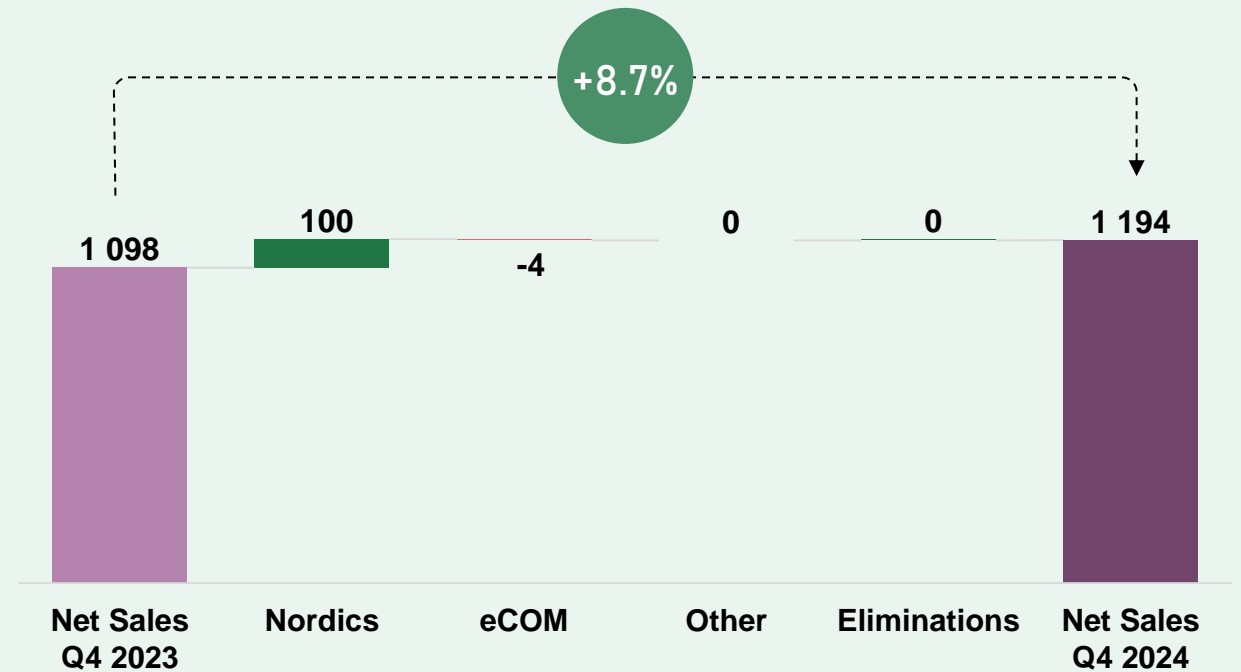
# FINANCIAL OVERVIEW



# GROWTH IN NET SALES

Net Sales per segment  
Q4 2024 vs Q4 2023, SEKm

- Strong quarter in the Nordics.
- Slight decrease in eCom.
- Organic growth 8.2% (4.4%) in the quarter.

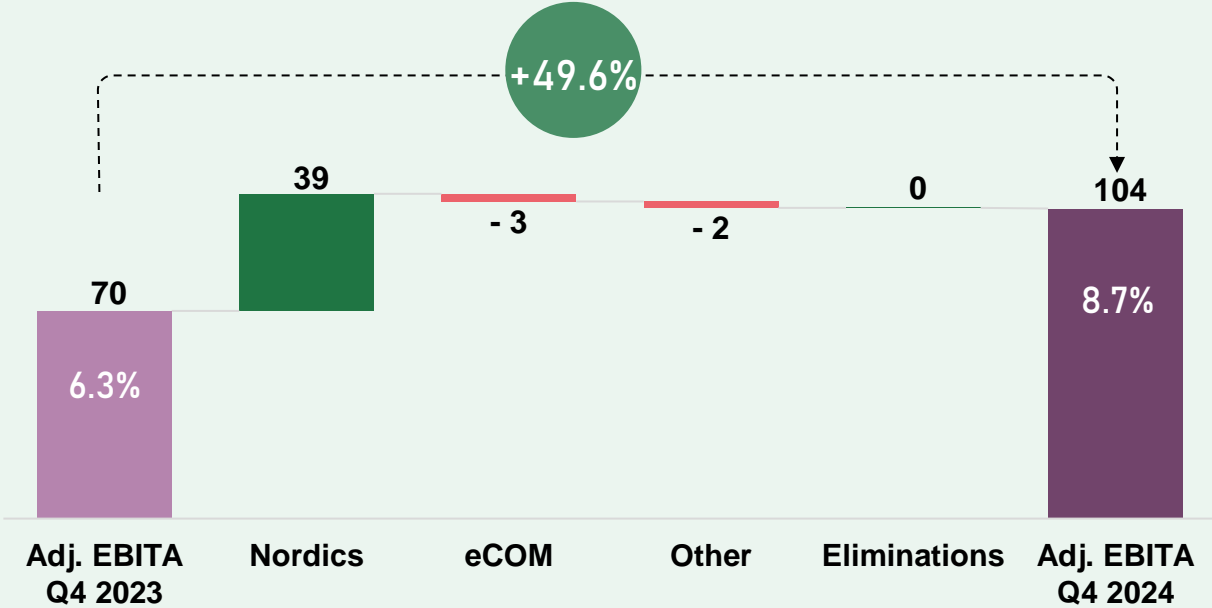




# STRENGTHENED ADJ EBITA MARGIN

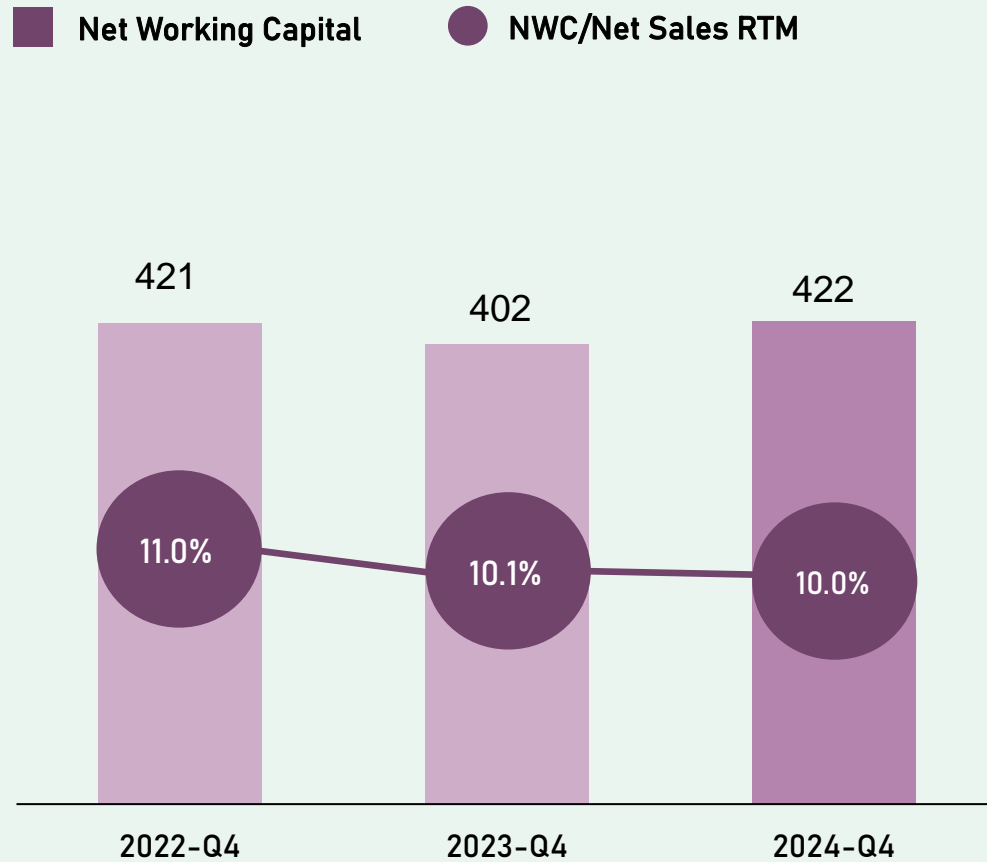
Adjusted EBITA per segment  
Q4 2024 vs Q4 2023, SEKm

- Improved profitability from strong sales and improved GM - a result of increased volumes and balanced price adjustments.

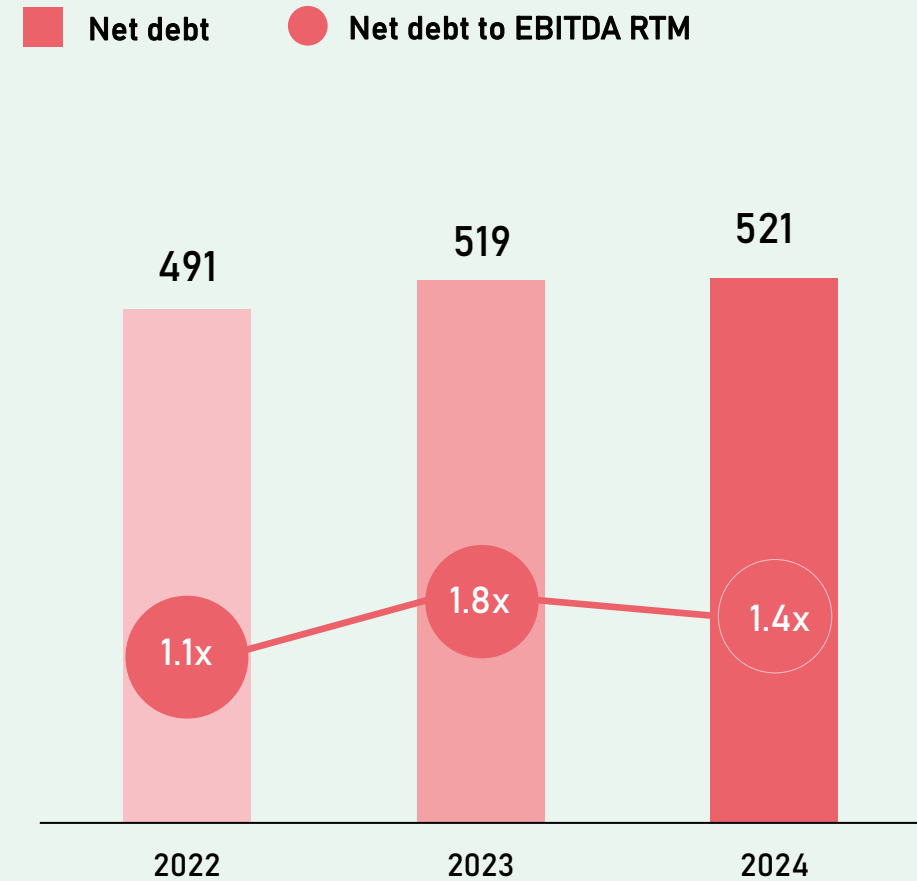


# NET WORKING CAPITAL

## Net Working Capital, SEKm



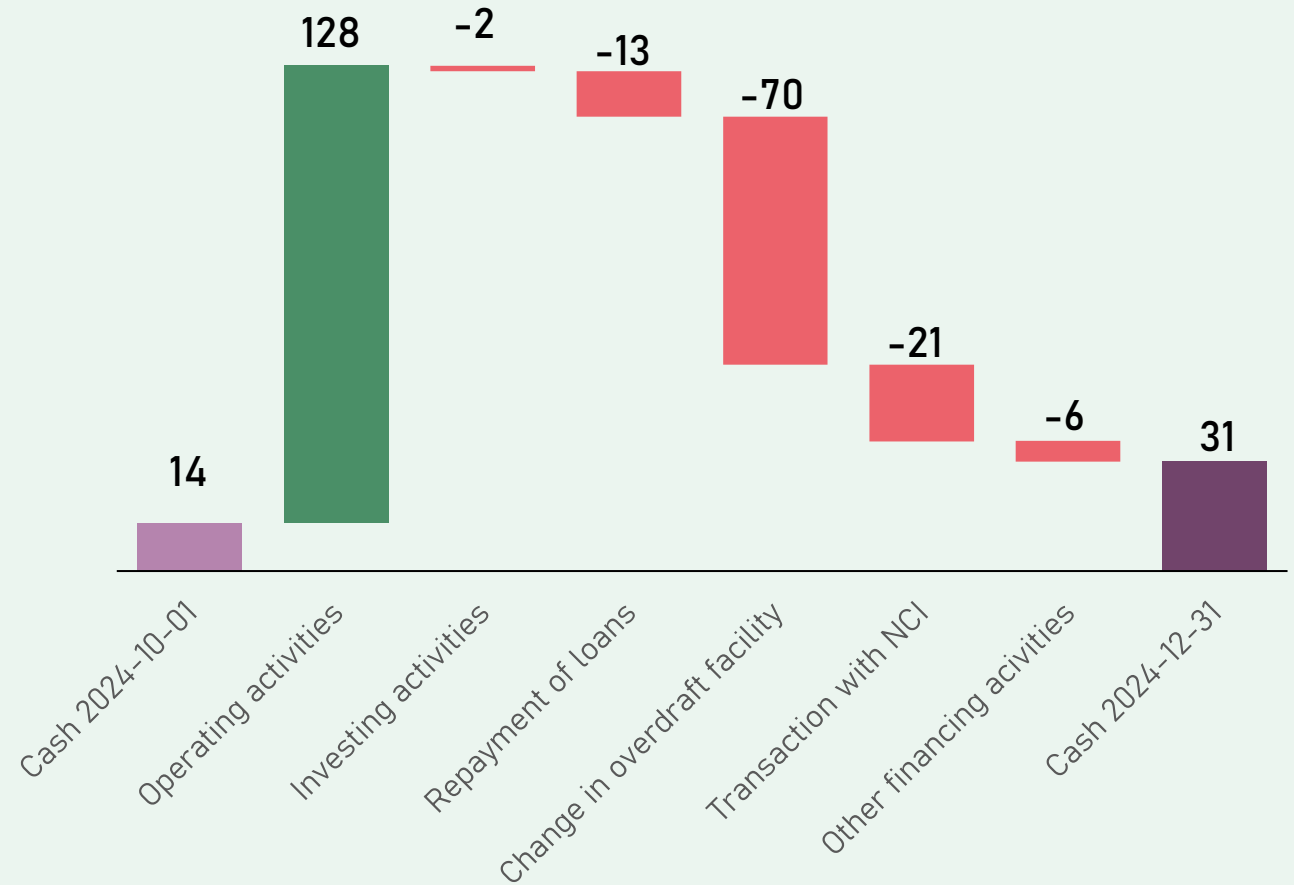
## Net Debt, SEKm



# CASH FLOW STRONG FROM OPERATING ACTIVITIES

## Cash Flow Q4, SEKm

- Cash flow from operating activities was strong during the quarter – both strong result and change in NWC.
- Cash flow from financing activities according to plan.
  - Bank overdraft fully repaid
  - Acquisition from minority shareholders in subsidiaries



# PERFORMANCE BY SEGMENT















# SEGMENT NORDICS

# 1 in the Nordics

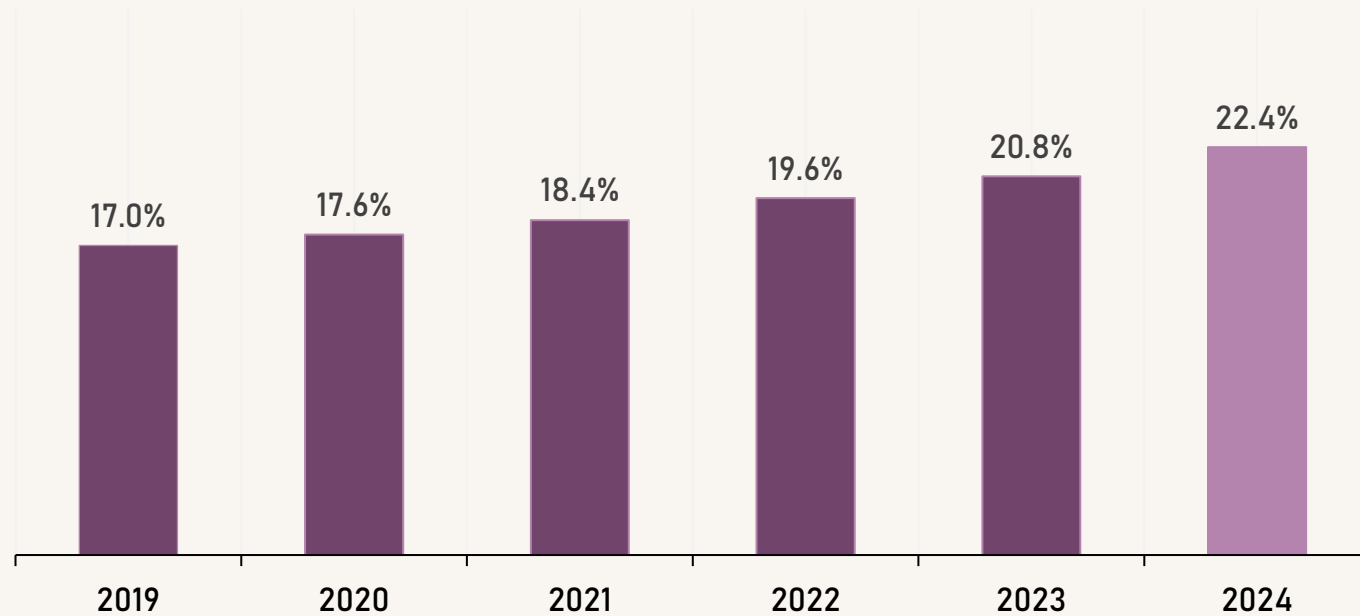
- Increasing market share in the Nordic monopoly markets.
- Our agile and consumer centric business model is the key success factor.
- Clear market leader in the Nordics

## Monopoly volume & market share development Q4 2024

	Market	Viva Wine Group	Viva MS%
	 -0.5%	 +3.3%	<b>22.2%</b> (21.4%)
	 1.8%	 +3.4%	<b>27.9%</b> (27.4%)
	 -8.4%	 -2.2%	<b>22.8%</b> (21.3%)
	 -1.6%	 +13.3%	<b>7.3%</b> (6.4%)

## SEGMENT NORDICS – MARKET SHARE DEVELOPMENT YoY

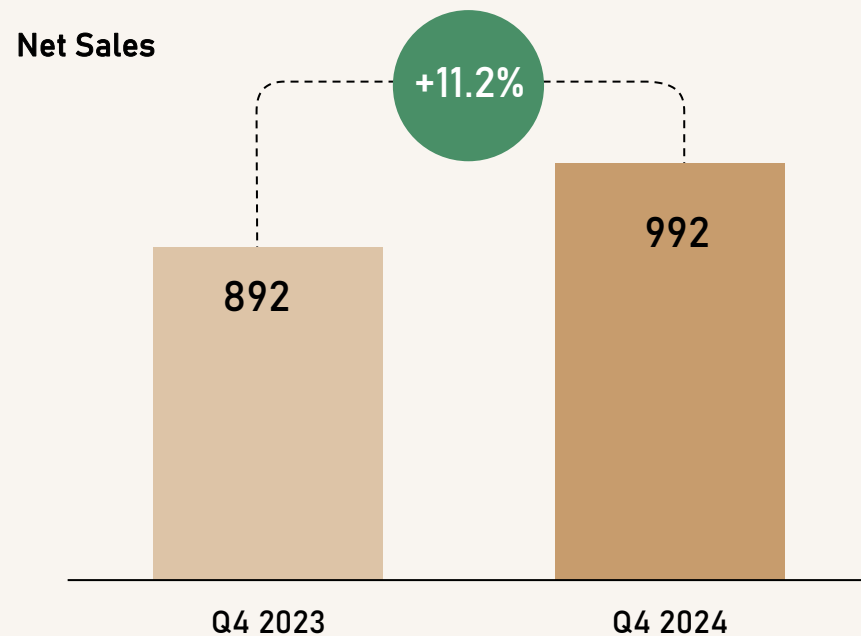
# 1 in the Nordics



2024 market share of 22.4%,  
+1.6% vs Prior Year.

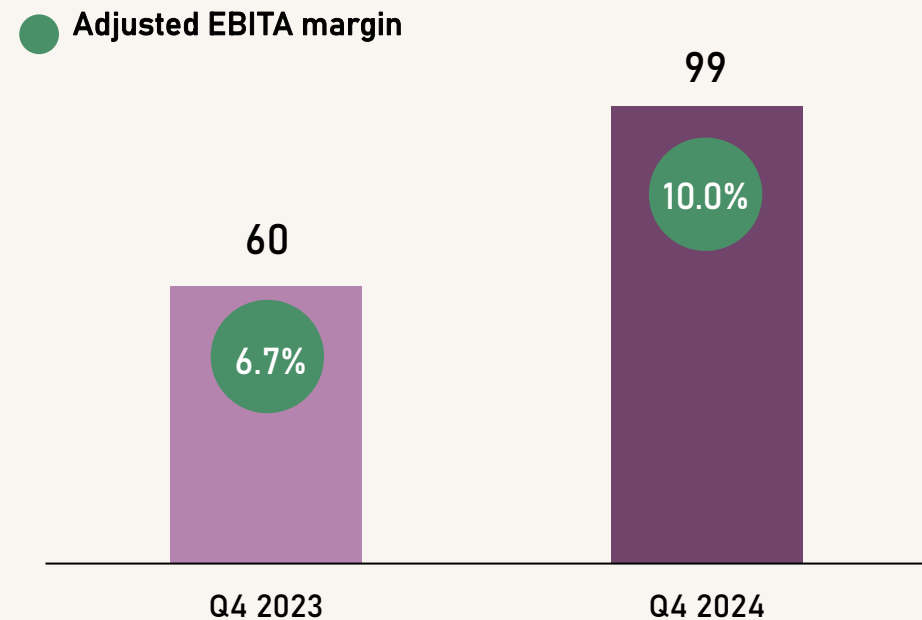
# SEGMENT NORDICS – NET SALES AND ADJ. EBITA DEVELOPMENT

Net Sales increased by 11.2% vs Q4 2023. Organic growth of 10.5%.



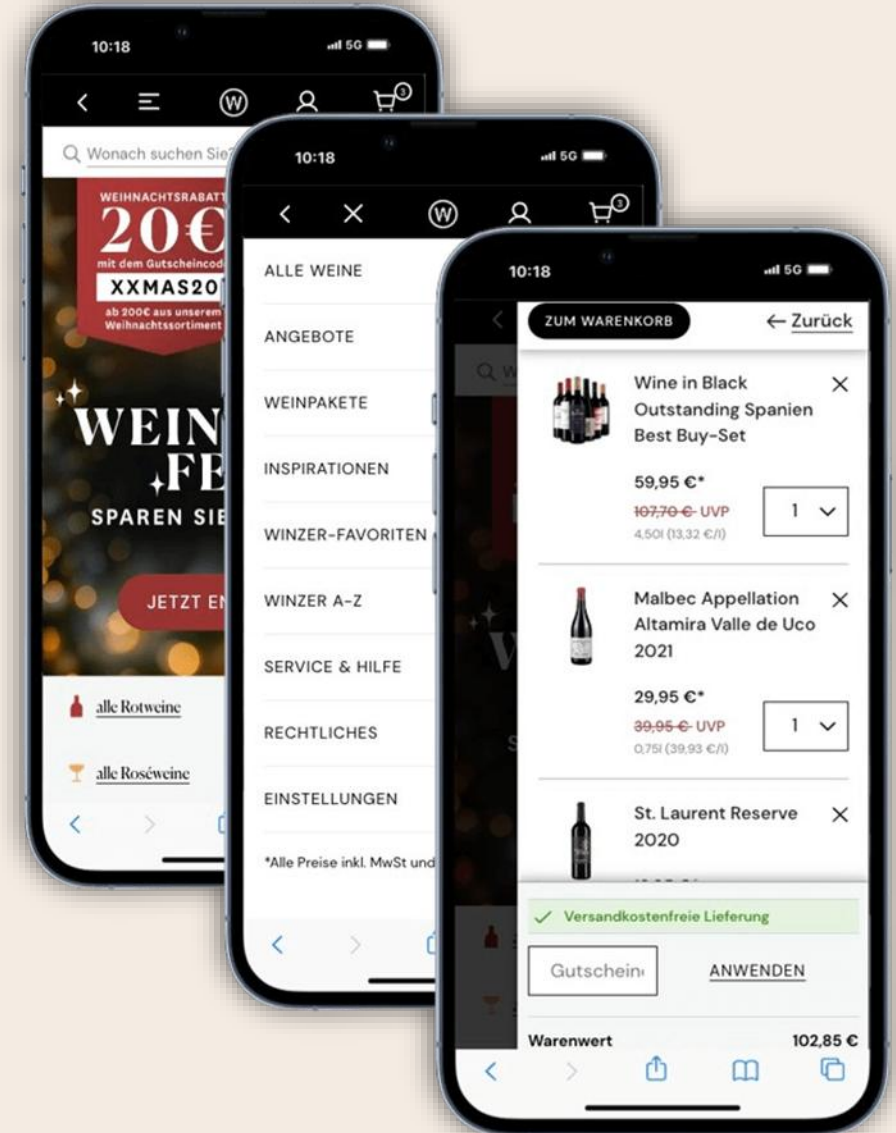
Adj. EBITA margin - increased in Q4 reaching targeted profitability level.

Main driver is an increase in sales and GM percentage.



# SEGMENT VIVA ECOM

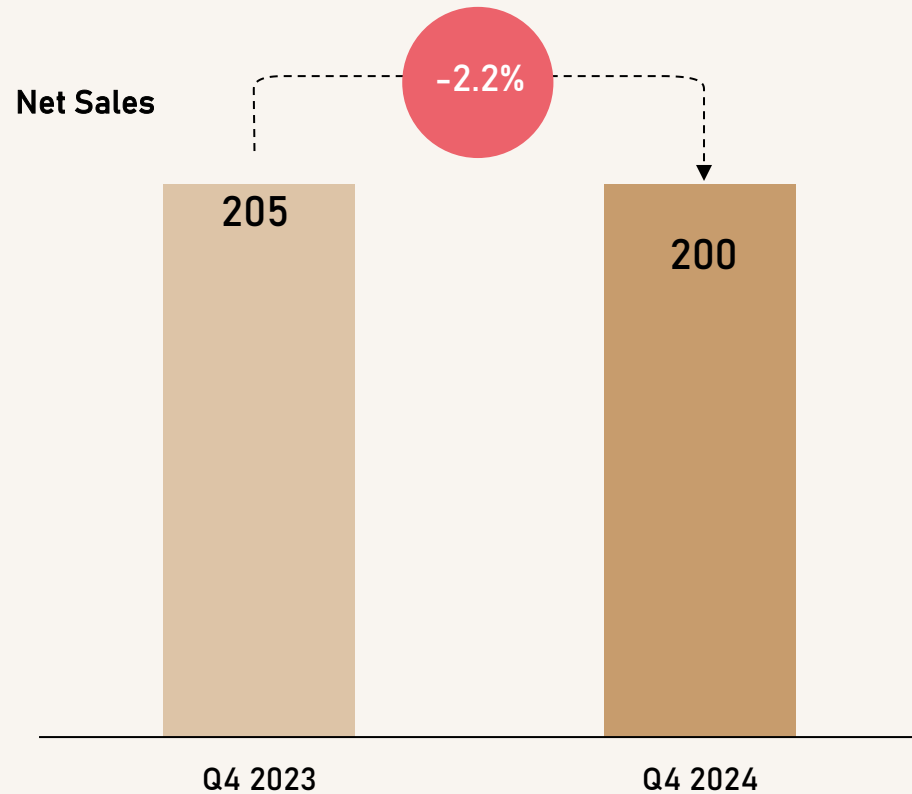
- Slow market and low consumer sentiment
- Organic growth in the quarter of -2.2%
- Continued focus on existing markets
- New customer acquisition channels show promising result



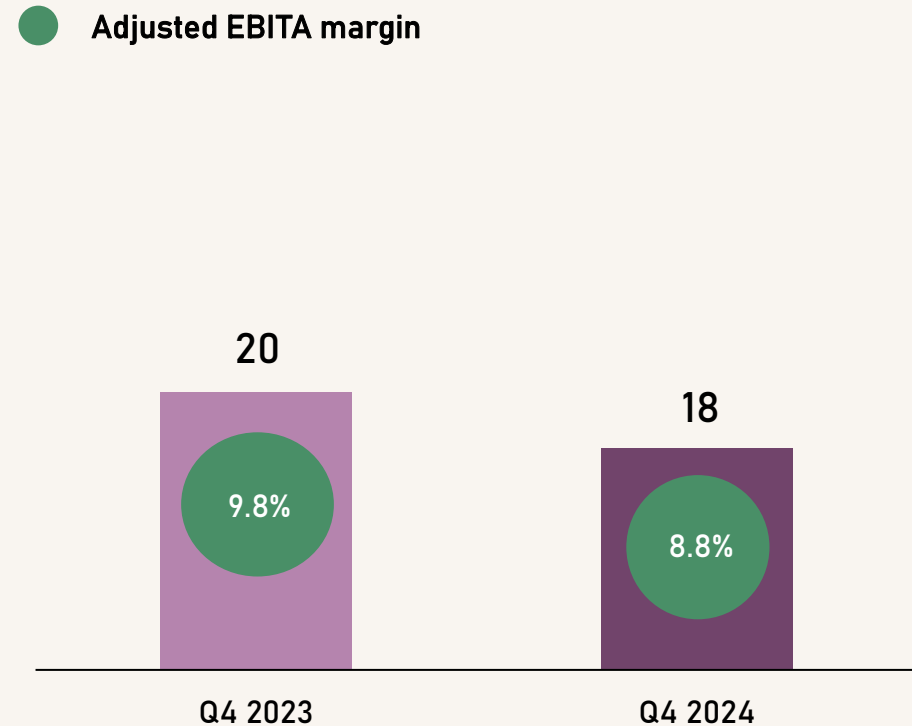


# SEGMENT VIVA ECOM – NET SALES AND ADJ. EBITA DEVELOPMENT

Organic growth of -2.2%. Net sales -2.2% vs Q4 2023.  
Consumer sentiment at low levels with unsteady trade.



Adjusted EBITA% below Q4 2023 driven by lower sales



# FINAL COMMENTS



## FINANCIAL TARGETS

Annual Organic  
Growth Nordics

>4%

eCom

10-15%

Profitability

10-12%

Adjusted EBITA  
margin

Indebtedness

Net debt/ EBITDA

<2.5x

Dividend policy

50-70%

of annual  
net profit

## Final remarks

- Overall a very strong quarter!
- Improved growth and profitability
- OPEX relative to sales to go up in 2025
- We continue to work the M&A market actively
- Positive outlook for 2025



Q & A



VIVA WINE  
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