



VERKKO
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INTERIM REPORT

JANUARY–SEPTEMBER 2026



INTERIM REPORT FOR 1 JANUARY–30 SEPTEMBER 2026 | 22 OCT 2026, 8:00 A.M. EEST
Verkkokauppa.com Oyj: Improved profitability in a competitive market

Unless otherwise stated, comparison figures in brackets refer to the corresponding period last year. Figures are unaudited.

JULY–SEPTEMBER 2026 IN BRIEF

- **Revenue** grew by 2.1 percent and was EUR 133.9 million (131.2)
- **Gross profit** was EUR 22.3 million (21.8) or 16.7 percent of revenue (16.6%)
- **Operating result (EBIT)** was EUR 4.7 million (7.2) or 3.5 percent of revenue (5.5%)
- **Comparable operating result (comparable EBIT)** was EUR 4.7 million (3.9) or 3.5 percent of revenue (3.0%)
- **Items affecting comparability** were EUR 0.0 million (3.3). In the comparison period, items affecting comparability related to the non-recurring gain from the sale of the consumer financing business
- **Result for the period** was EUR 3.5 million (5.3)
- **Earnings per share** were EUR 0.08 (0.12)
- **Investments** were EUR 0.5 million (0.8)
- **Operating cash flow** was EUR 2.6 million (29.6)
- **The Board decided to distribute the third installment of a quarterly dividend** of EUR 0.049 per share

JANUARY–SEPTEMBER 2026 IN BRIEF

- **Revenue** grew by 4.7 percent and was EUR 374.9 million (358.2)
- **Gross profit** was EUR 63.2 million (62.5) or 16.9 percent of revenue (17.4%)
- **Operating result (EBIT)** was EUR 9.6 million (12.2) or 2.6 percent of revenue (3.4%)
- **Comparable operating result (comparable EBIT)** was EUR 9.6 million (9.1) or 2.6 percent of revenue (2.5%)
- **Items affecting comparability** were EUR -0.0 million (3.1)
- **Result for the period** was EUR 6.6 million (8.3)
- **Earnings per share** were EUR 0.15 (0.18)
- **Investments** were EUR 2.0 million (2.2)
- **Operating cash flow** was EUR -7.8 million (14.6)

KEY RATIOS (MEUR)	7–9/2026	7–9/2025	CHANGE	1–9/2026	1–9/2025	CHANGE	1–12/2025
Revenue	133.9	131.2	2.1%	374.9	358.2	4.7%	526.5
Gross profit	22.3	21.8	0.6 MEUR	63.2	62.5	0.7 MEUR	89.9
Gross margin, %	16.7%	16.6%	0.1 pp	16.9%	17.4%	-0.6 pp	17.1%
EBITDA	6.4	8.9	-2.5 MEUR	14.9	17.3	-2.4 MEUR	24.2
EBITDA, %	4.8%	6.8%	-2.0 pp	4.0%	4.8%	-0.8 pp	4.6%
Operating result	4.7	7.2	-2.5 MEUR	9.6	12.2	-2.6 MEUR	17.4
Operating margin, %	3.5%	5.5%	-2.0 pp	2.6%	3.4%	-0.8 pp	3.3%
Comparable operating result	4.7	3.9	0.8 MEUR	9.6	9.1	0.5 MEUR	14.8
Comparable operating margin, %	3.5%	3.0%	0.5 pp	2.6%	2.5%	0.1 pp	2.8%
Result for the period	3.5	5.3	-1.8 MEUR	6.6	8.3	-1.7 MEUR	12.4
Investments	0.5	0.8	-0.3 MEUR	2.0	2.2	-0.2 MEUR	3.2
Operating cash flow	2.6	29.6	-27.0 MEUR	-7.8	14.6	-22.4 MEUR	21.6

FINANCIAL GUIDANCE FOR 2026 (UNCHANGED)

Verkkokauppa.com expects its revenue and comparable operating result for 2026 to increase. In 2025, the company's revenue was EUR 526.5 million and comparable operating result was EUR 14.8 million. Guidance includes uncertainties related to changes in purchasing power and consumer behavior. Verkkokauppa.com's business is seasonal and the company's revenue and operating result depend largely on the sales in the fourth quarter.

CEO PANU PORKKA'S REVIEW



Growth continued, driven by international sales and B2B

Revenue grew by 2.1 percent to EUR 133.9 million (131.2), supported by strong growth in international sales and B2B sales. International sales increased across all key markets, with the strongest growth in Sweden, while B2B sales delivered another quarter of double-digit growth. Consumer sales declined slightly due to a strong comparison period, intense competition, and continued caution among households. Despite this, the number of active customers reached a record level, underlining the strength of our customer base.

Improved profitability, supported by underlying gross margin expansion

Gross margin rose to 16.7 percent (16.6%). The comparison period still included income from the consumer financing business divested in September 2025, making the year-on-year improvement notable. The improvement was driven by dynamic pricing, better supplier terms, well-timed purchasing, focused category management, and significantly improved own brand profitability.

Operating expenses as a share of revenue decreased again year-on-year, and our operating model continued to turn growth into profitability. Comparable operating result rose to EUR 4.7 million (3.9), or 3.5 percent (3.0%) of revenue.

Steady progress in executing our strategy

International revenue grew by 41 percent year-on-year. Revenue in Sweden doubled year-on-year, with growth spread evenly between marketplaces and our own channel. In Central Europe, our largest customer accounts continued to expand.

Fast delivery volumes increased by 27 percent year-on-year and the number of customers using the service kept rising. During the quarter, we made fast deliveries available to approximately 100,000 more consumers by extending coverage to new areas in the Greater Helsinki region and its commuter belt. The service now also covers heavy and bulky items, such as major domestic appliances. In addition, we completed our first next-day deliveries to Stockholm, extending fast delivery capabilities beyond Finland.

External recognition of our brand continued. In this year's Brand Valuation Study, which covers 350 Finnish brands, Verkkokauppa.com was the highest-ranked specialty retailer in the country, placing first in consumer electronics by a clear margin and sixth among all retailers. Recognition of this kind reflects the trust we have built with customers.

The improved profitability and continued execution of our strategy demonstrate that we are advancing toward our 2028 financial targets in line with plan.

Preparing for the peak season

The most important quarter of the year lies ahead. Our peak season preparations have progressed as planned, and we are well prepared. Our focus is on disciplined execution and continued progress toward our long-term targets.

FINANCIAL DEVELOPMENT

Revenue and profitability

KEY RATIOS (MEUR)	7-9/2026	7-9/2025	CHANGE	1-9/2026	1-9/2025	CHANGE	1-12/2025
Revenue	133.9	131.2	2.1%	374.9	358.2	4.7%	526.5
Operating result	4.7	7.2	-2.5 MEUR	9.6	12.2	-2.6 MEUR	17.4
Operating margin, % of revenue	3.5%	5.5%	-2.0 pp	2.6%	3.4%	-0.8 pp	3.3%
Items affecting comparability	-	3.3	-3.3 MEUR	-0.0	3.1	-3.1 MEUR	2.5
Comparable operating result	4.7	3.9	0.8 MEUR	9.6	9.1	0.5 MEUR	14.8
Comparable operating margin, % of revenue	3.5%	3.0%	0.5 pp	2.6%	2.5%	0.1 pp	2.8%

Revenue distribution

REVENUE (MEUR)	7-9/2026	7-9/2025	CHANGE, %	1-9/2026	1-9/2025	CHANGE, %	1-12/2025
Customer segments¹							
Consumers	91.8	94.8	-3.2%	250.1	250.5	-0.2%	369.6
B2B (incl. wholesale)	42.1	36.4	15.6%	124.8	107.7	15.9%	157.0
Sales channels							
Online	95.1	90.4	5.2%	268.9	245.2	9.7%	366.5
Offline	38.8	40.8	-4.8%	106.0	113.0	-6.2%	160.0
Product categories							
Core categories ²	113.9	110.1	3.4%	319.9	296.8	7.8%	436.1
Other product categories	20.0	21.0	-5.1%	55.0	61.4	-10.4%	90.4
Own brands ³	8.7	9.1	-4.3%	23.0	25.6	-9.9%	35.2
% OF TOTAL REVENUE							
	7-9/2026	7-9/2025	CHANGE, PP	1-9/2026	1-9/2025	CHANGE, PP	1-12/2025
Customer segments¹							
Consumers	68.6%	72.2%	-3.7	66.7%	69.9%	-3.2	70.3%
B2B (incl. wholesale)	31.4%	27.8%	3.7	33.3%	30.1%	3.2	29.7%
Sales channels							
Online	71.0%	68.9%	2.1	71.7%	68.5%	3.3	69.6%
Offline	29.0%	31.1%	-2.1	28.3%	31.5%	-3.3	30.4%
Product categories							
Core categories ²	85.1%	84.0%	1.1	85.3%	82.9%	2.5	82.8%
Other product categories	14.9%	16.0%	-1.1	14.7%	17.1%	-2.5	17.2%
Own brands ³	6.5%	6.9%	-0.4	6.1%	7.1%	-1.0	6.7%

WEBSITE VISITS	7-9/2026	7-9/2025	CHANGE, %	1-9/2026	1-9/2025	CHANGE, %	1-12/2025
Website visits, million	21.9	19.5	12.6%	60.3	55.4	8.9%	83.2

¹ The customer segment figures have been corrected to reflect a reclassification of certain customer groups from B2B to Consumers.

² Core categories include five main categories: IT, Entertainment, Mobile devices, Small domestic appliances (SDA), and Major domestic appliances (MDA).

³ Own brands are included in core and other product categories accordingly.

JULY–SEPTEMBER 2026**Operating environment**

The broader Finnish economy continued to strengthen during the review period, and the GDP growth outlook for 2026 was revised upwards (Bank of Finland). Consumer confidence improved during the summer to its highest level in several years, before easing somewhat in September (Statistics Finland). Despite stronger confidence, household purchasing power remained under pressure, with elevated energy costs and higher interest rates adding uncertainty. As improving sentiment typically reaches consumer electronics with a delay, the market remained challenging and discretionary spending stayed subdued. In this environment, Verkkokauppa.com's sales developed in line with the market (GfK).

Revenue

Revenue increased by 2.1 percent to EUR 133.9 million (131.2), driven by continued strong development in international sales and B2B. Among product categories, growth was strongest in mobile devices.

Consumer sales decreased by 3.2 percent to EUR 91.8 million (94.8), accounting for 68.6 percent of revenue (72.2%). Sales were weighed down by continued softness in consumer demand, particularly in discretionary product categories, a strong comparison period, and intense competition throughout the review period. B2B sales increased by 15.6 percent to EUR 42.1 million (36.4), accounting for 31.4 percent (27.8%) of revenue. IT remained the largest B2B category, followed by mobile devices, and both grew in value and volume. Higher average selling prices also supported growth in euro terms. Growth was supported by the same strengths that drive Verkkokauppa.com's consumer business: a broad assortment, competitive pricing, high product availability, fast deliveries, and strong service capability.

Online sales grew by 5.2 percent to EUR 95.1 million (90.4), increasing the share of online sales to 71.0 percent of revenue (68.9%). Growth was supported by an increase in website traffic and the continued adoption of fast delivery options among customers. Store sales declined by 4.8 percent to EUR 38.8 million (40.8), reflecting the continued shift toward online channels. The share of store sales decreased to 29.0 percent of revenue (31.1%).

Core categories' sales grew by 3.4 percent to EUR 113.9 million (110.1), accounting for 85.1 percent of revenue (84.0%). Growth was driven by mobile devices, while IT sales declined from a strong comparison period. Sales in other product categories declined by 5.1 percent to EUR 20.0 million (21.0), representing 14.9 percent of revenue (16.0%).

Own brand sales declined by 4.3 percent to EUR 8.7 million (9.1). The share of own brand sales of revenue was 6.5 percent (6.9%). The decline was due to an exceptionally strong comparison period, when the HD transition boosted television sales. Excluding televisions, however, own brand sales grew in several categories, led by successful air conditioner sales and strong demand in the mobile devices category. International own brand sales also reached a record high.

Result

Gross margin increased to 16.7 percent (16.6%), despite the comparison period still including income from the consumer financing business divested in September 2025. The improvement was driven by dynamic pricing, better supplier terms, well-timed purchasing, focused category management, and significantly improved own brand profitability.

Personnel expenses increased by 1.3 percent and amounted to EUR 8.4 million (8.3). Other operating expenses decreased by 2.3 percent and amounted to EUR 7.7 million (7.9). The development was supported by a lighter cost base following the divestment of the consumer financing business and disciplined cost management.

Verkkokauppa.com's operating result (EBIT) decreased by EUR 2.5 million to EUR 4.7 million (7.2) as the comparison period included the impact of the consumer financing business sold in September 2025. Comparable operating result (comparable EBIT) increased by EUR 0.8 million to EUR 4.7 million (3.9).

Result for the period amounted to EUR 3.5 million (5.3). Earnings per share were EUR 0.08 (0.12).

JANUARY–SEPTEMBER 2026**Revenue**

Revenue increased by 4.7 percent to EUR 374.9 million (358.2). Growth was driven by strong performance in small and major domestic appliances, computers, and mobile devices. International sales increased across all key markets, with Sweden delivering the strongest growth.

Consumer sales decreased by 0.2 percent to EUR 250.1 million (250.5). The share of consumer sales decreased to 66.7 percent of revenue (69.9%). Consumer demand remained soft throughout the January–September period, particularly in discretionary product categories. B2B sales developed strongly, growing by 15.9 percent to EUR 124.8 million (107.7). The share of B2B sales increased to 33.3 percent of revenue (30.1%), reflecting resilient demand from business customers and international growth. Growth was driven by a broad assortment, competitive pricing, high product availability, fast deliveries, and strong service capability. Continued demand in the IT category also contributed to development.

Online sales grew by 9.7 percent to EUR 268.9 million (245.2), increasing the share of online sales to 71.7 percent of revenue (68.5%). Development was supported by an increase in website traffic and the growing popularity of fast delivery options. Store sales declined by 6.2 percent to EUR 106.0 million (113.0), as the shift toward online channels continued. The share of store sales decreased to 28.3 percent of revenue (31.5%).

Core categories' sales grew by 7.8 percent to EUR 319.9 million (296.8). The share of core categories increased to 85.3 percent of revenue (82.9%). Growth was broad-based across product categories and was supported in particular by strong demand for domestic appliances and mobile devices. Sales in other product categories declined by 10.4 percent to EUR 55.0 million (61.4), representing 14.7 percent of revenue (17.1%).

Own brand sales declined by 9.9 percent to EUR 23.0 million (25.6). The share of own brand sales of revenue was 6.1 percent (7.1%). The development was weighed down by last year's HD transition, which particularly boosted own brand television sales and created an exceptionally strong comparison period.

Result

Gross margin declined year-on-year to 16.9 percent (17.4%), reflecting a comparison against an exceptionally strong prior-year first quarter and the divestment of the consumer financing business in September 2025. In addition, during the review period, a highly campaign-driven market environment and softening consumer demand intensified price competition.

Personnel expenses increased by 1.4 percent and amounted to EUR 26.0 million (25.6). Other operating expenses decreased by 2.7 percent and amounted to EUR 22.9 million (23.5). The decrease was supported by a lighter cost base following the divestment of the consumer financing business and disciplined cost management.

Verkkokauppa.com's operating result (EBIT) decreased by EUR 2.6 million to EUR 9.6 million (12.2). Comparable operating result (comparable EBIT) increased by EUR 0.5 million to EUR 9.6 million (9.1).

Result for the period amounted to EUR 6.6 million (8.3). Earnings per share were EUR 0.15 (0.18).

FINANCE AND INVESTMENTS

In January–September 2026, operating cash flow totaled EUR -7.8 million (14.6). The operating cash flow before the change in working capital was EUR 14.9 million (17.5). The company's net financial expenses were EUR -1.3 million (-1.7).

Investments in January–September 2026 were EUR 2.0 million (2.2) and were mainly related to system investments aimed at strengthening operational efficiency as well as to projects supporting international expansion. During the period, investments included capitalized wages and salaries at the amount of EUR 0.9 million (0.7).

In June, the company refinanced its debt facilities by signing a EUR 15 million bank loan and a EUR 20 million revolving credit facility, both with three-year maturities. The term loan is repayable at maturity, and the facilities include two one-year extension options. The revolving credit facility was undrawn at the end of September.

PERSONNEL

At the end of September 2026, the total number of employees was 589 (591). This includes both full- and part-time employees.

CORPORATE SUSTAINABILITY

In line with its Sustainability Program, Verkkokauppa.com continued to promote its key sustainability themes: supporting the product lifecycle, environmental and social responsibility in operations and supply chains, employee well-being and competence, and responsible business practices.

Sales of circular products and services grew clearly year-on-year, driven particularly by used products. The product categories covered by the trade-in service were expanded through a partner pilot. Verkkokauppa.com's return rate remained below 1 percent, in line with the target.

During the review period, Verkkokauppa.com conducted the Electronics Sustainability Barometer survey for the third time, tracking Finnish consumers' views on electronics, e-commerce, and sustainability.

The development of employees' AI capabilities continued through training, pilots, and on-the-job learning. At the same time, Verkkokauppa.com promoted occupational safety, a diverse workplace, and the development of practices supporting responsible business conduct.

Verkkokauppa.com will prepare its sustainability review for 2026 on a voluntary basis, in alignment with the European Sustainability Reporting Standards (ESRS) to the extent considered relevant. The sustainability review will not be subject to external assurance.

STRATEGY

Verkkokauppa.com's vision is to create a new normal for buying and owning products and to act as a market forerunner in online retail. Verkkokauppa.com strengthens its market position by accelerating the shift to online shopping, enabled by industry-leading delivery speed and a customer-centric operating model.

The strategy is built on four cornerstones: Fastest Fulfillment, Operational Excellence, Curated Assortment, and New Business Models. Together, these elements support profitable growth that outpaces the market, expansion into selected categories and geographies, and continuous development of the assortment and services.

Rapid and reliable deliveries accelerating the online transition

Verkkokauppa.com focuses on providing seamless and convenient online shopping experiences that support the transition from traditional retail to e-commerce. Key priorities include delivery speed, improving predictability, and ensuring operational reliability across the fulfillment network. Fast and flexible delivery capabilities form a core competitive advantage and support high customer satisfaction, efficient logistics, and scalable growth.

Strong focus on core categories with selective expansion

Verkkokauppa.com concentrates on its core categories – electronics and home appliances – ensuring a competitively priced and well-available assortment optimized for fast and efficient delivery. The assortment strategy emphasizes relevance, quality, and commercial effectiveness. In addition, Verkkokauppa.com develops its own brands to strengthen differentiation and support margin development, while selectively expanding into complementary categories that fit the fulfillment model and customer demand.

Supporting growth through complementary revenue streams

Verkkokauppa.com actively develops new business models that complement the core retail business and support long-term growth and profitability. These include new markets, retail media, circular economy solutions, and services that enable new ways of buying and owning products. These initiatives broaden the revenue base, deepen customer relationships, and support a more sustainable and data-driven business model.

Efficiency and profitability enabled by platform, data, and technology

Operational excellence is driven by continuous development of Verkkokauppa.com's platform, processes, and data capabilities. Verkkokauppa.com leverages in-house software development, scalable technology architecture, and selected partnerships to improve efficiency and customer experience. Data and AI play an increasingly important role in supporting decision-making, automation, and performance improvements across the organization, forming a strong foundation for future development throughout the strategy period.

Long-term financial targets:

- For the remaining strategy period (2026–2028), revenue growth (CAGR) of more than 5%, outgrowing the market
- EBIT margin above 5% by the end of 2028

Dividend policy:

Verkkokauppa.com's target is to pay out 60–80 percent of annual net profit in quarterly growing dividends.

LEGAL DISPUTES AND POSSIBLE LEGAL PROCEEDINGS

There were no substantial legal disputes or legal proceedings during the third quarter of 2026.

ANNUAL GENERAL MEETING

The Annual General Meeting was held on 14 April 2026. The Annual General Meeting adopted the Financial Statements for 2025, resolved on dividend distribution, discharged the members of the Board of Directors and the CEO from liability for the financial year 2025, approved the Remuneration Report, authorized the Board of Directors to decide on the repurchase and issuance of the company's own shares, and elected PricewaterhouseCoopers Oy as the company's auditor. Further details on the resolutions of the Annual General Meeting are available in the stock exchange release published on 14 April 2026.

Dividend

The Annual General Meeting held on 14 April 2026 resolved that a maximum dividend of EUR 0.194 per share be paid for the financial year 2025. In accordance with the resolution of the Annual General Meeting, the first dividend installment of EUR 0.047 per share was paid on 23 April 2026.

The Annual General Meeting further authorized the Board of Directors to decide, at its discretion, on the distribution of the remaining dividend installments until the beginning of the next Annual General Meeting. Under this authorization, the Board of Directors resolved on the second dividend installment of EUR 0.048 per share, which was paid on 27 July 2026.

Unless the Board of Directors resolves otherwise or applicable laws, regulations, or the rules of the Finnish book-entry system require otherwise, the remaining dividend installments are expected to be distributed as follows:

DIVIDEND	PRELIMINARY RECORD DATES	PRELIMINARY PAYMENT DATES
Maximum of EUR 0.049	26 October 2026	2 November 2026
Maximum of EUR 0.050	16 February 2027	23 February 2027

The Board of Directors will resolve separately on each installment and confirm the record and payment dates in connection with such resolutions.

After the reporting period, on 22 October 2026, the Board of Directors resolved to distribute the third dividend installment of EUR 0.049 per share, with a record date of 26 October 2026 and a payment date of 2 November 2026.

Verkkokauppa.com Oyj's distributable funds as at 31 December 2025 amounted to EUR 40,970,139, of which the profit for the financial year 2025 was EUR 11,363,113.

KEY EVENTS AFTER THE REPORTING PERIOD

On 22 October 2026, Verkkokauppa.com Oyj announced that the Board of Directors had resolved to distribute the third dividend installment of EUR 0.049 per share.

SHARE TRADING AND SHARES

Verkkokauppa.com Oyj's shares (VERK) in Nasdaq Helsinki stock exchange in January–September 2026

No. of shares traded	Share of total shares, %	Total turnover value, EUR	Last, EUR	High, EUR	Low, EUR	Weighted average, EUR
15,518,137	34.2%	48,227,238	3.65	4.10	2.18	3.11

Verkkokauppa.com Oyj's market capitalization and shareholders on 30 September 2026

Market capitalization (excl. own shares), MEUR	160.4
Number of shareholders (of which nominee shareholders)	19,271 (9)
Nominee registrations and direct foreign shareholders, %	8.6
Households, %	51.1
Financial and insurance corporations, %	15.8
Other Finnish investors, %	24.5

Source: Euroclear, 30 September 2026.

At the end of September 2026, the company's largest shareholders according to Modular Finance were Samuli Seppälä (27.6%), Varma Mutual Pension Insurance Company (9.6%), Evli Finnish Small Cap Fund (8.2%), TIND Asset Management (5.2%), Ilmarinen Mutual Pension Insurance Company (4.8%), Nordea Nordic Small Cap Fund (3.2%), and Sp-Fund Management Company Ltd (1.9%).

On 30 September 2026, the share capital was EUR 100,000 and the total number of shares in the company was 45,354,532 including 1,419,192 treasury shares held by the company. The treasury shares have no voting rights, and no dividend is paid on them. The treasury shares accounted for 3.13 percent of all shares.

Share buyback program

On 19 May 2026, Verkkokauppa.com Oyj announced that its Board of Directors had decided to initiate a share repurchase program under the authorization granted by the Annual General Meeting held on 14 April 2026. Under the program, the company may repurchase up to 2.5 million shares, representing approximately 5.5 percent of the total number of shares, for a maximum aggregate purchase price of EUR 5 million. The program commenced on 25 May 2026 and will continue until 31 January 2027 at the latest. Up to 100,000 repurchased shares will be retained for the company's share-based incentive plans and the remaining shares will be cancelled. By 30 September 2026, the company had repurchased 1,195,733 own shares for approximately EUR 3.87 million at a weighted average price of EUR 3.24 per share.

More information about Verkkokauppa.com's shares and shareholders and management holdings can be found on the company's investor website <https://investors.verkkokauppa.com/en>.

SHORT-TERM RISKS AND BUSINESS UNCERTAINTIES

Verkkokauppa.com's risk management is proactive and part of daily operations. Risks include threats and opportunities that may impact the company's success, financial performance, reputation, and sustainability objectives. Risk management follows the ISO 31000 framework and the company's Risk Management Policy under the oversight of the Board of Directors.

Strategic risks

Strategic risks relate to changes in the operating environment, consumer behavior, technology, and the competitive landscape. Delays in adapting to the ongoing shift to online buying and cross-border e-commerce, changing delivery expectations, new ways of buying and owning, or intensified competition and pricing pressure may weaken competitiveness and growth. Strategic risks are monitored through scenario planning, early identification of deviations, and proactive resource allocation.

Macroeconomic and market risks

Macroeconomic and market risks relate to global economic and geopolitical developments affecting supply chains, consumer purchasing power, and demand. In addition, availability of raw materials and components as well as changes in energy prices may affect procurement costs and pricing, either directly or indirectly through suppliers and logistics partners. Intense competition, cross-border e-commerce, and direct-to-consumer models increase pricing pressure, while seasonality concentrates results in the fourth quarter. Market conditions are continuously monitored and commercial actions adjusted.

Operational risks

Operational risks relate to the reliability of digital channels, IT systems, supply chains, and talent availability. System disruptions, cyber incidents, supplier delays, or logistics constraints may impact sales and service continuity. Risks are mitigated through resilient supply chain structures, backup systems, business continuity planning, technology development, and structured AI governance.

Compliance, cybersecurity, and regulatory risks

Failures in compliance, cybersecurity, or product quality may lead to operational disruption, reputational damage, or sanctions. These risks are managed through updated processes, certified information security systems, and continuous monitoring, including double materiality assessments.

Financial risks

Financial risks relate to profitability, liquidity, capital structure, working capital, inventory management, and access to financing. Covenant breaches or inefficient inventory and pricing decisions could pressure cash flow or funding. Risks are managed through disciplined financial processes and ongoing monitoring of liquidity, credit exposure, and financing conditions.

An assessment of the main risks and uncertainties in the business is presented in the 2025 Board of Directors' Report.

Helsinki, Finland, 22 October 2026

Verkkokauppa.com Oyj Board of Directors

RESULTS WEBCAST

A live webcast for analysts, investors, and financial media will be held on Thursday, 22 October 2026 at 10:00 a.m. EEST. Verkkokauppa.com's CEO Panu Porkka will present the developments from the reporting period, followed by a Q&A session with Panu Porkka, CFO Jesper Blomster, and Head of Investor Relations Elisa Forsman. The webcast will be held in English, and registration is available at:

<https://verkkokauppa.events.inderes.com/2026-q3>.

UPCOMING FINANCIAL RELEASES AND EVENTS

Verkkokauppa.com publishes its financial reports and arranges events as follows:

- Financial statements bulletin for the year 2026 on Friday 12 February 2027
- The annual reporting package for 2026, comprising the report of the board of directors and the financial statements, the corporate governance statement, the remuneration report, the sustainability review, and the company brochure, will be published during the week starting 8 March 2027
- The Annual General Meeting is planned to be held on Wednesday 31 March 2027 as a virtual-only meeting
- Interim report for January–March 2027 on Thursday 22 April 2027
- Half-year financial report for January–June 2027 on Wednesday 14 July 2027
- Interim report for January–September 2027 on Thursday 21 October 2027
- Financial statements bulletin for the year 2027 on Thursday 10 February 2028

MORE INFORMATION

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Verkkokauppa.com is an e-commerce pioneer that stands passionately on the customer's side. Verkkokauppa.com accelerates the transition of commerce to online with Finland's fastest deliveries and ultimate convenience. The company leads the way by offering one-hour deliveries to approximately 2 million customers, a winning assortment and probably always cheaper prices. Every day, the company strives to find more streamlined ways to surpass its customers' expectations and to create a new norm for buying and owning.

Verkkokauppa.com was founded in 1992 and has been online since day one. Verkkokauppa.com's revenue in 2025 was EUR 526.5 million and it employs around 600 people. Verkkokauppa.com's shares are listed on the Nasdaq Helsinki stock exchange.

VERKKOKAUPPA.COM OYJ INTERIM FINANCIAL INFORMATION 1 JAN–30 SEP 2026
Group consolidated statement of comprehensive income

EUR THOUSAND	Note	7–9/2026	7–9/2025	1–9/2026	1–9/2025	1–12/2025
Revenue	1.3	133,894	131,171	374,888	358,181	526,489
Other operating income		214	3,374	528	3,901	4,158
Materials and services		-111,555	-109,388	-311,661	-295,685	-436,565
Employee benefit expenses		-8,416	-8,307	-25,973	-25,607	-35,401
Depreciation and amortization		-1,724	-1,714	-5,275	-5,079	-6,847
Other operating expenses		-7,728	-7,914	-22,908	-23,536	-34,442
Operating result		4,684	7,223	9,598	12,176	17,392
Finance income		101	91	360	280	477
Finance costs		-481	-632	-1,651	-1,978	-2,588
Result before income taxes		4,304	6,682	8,307	10,477	15,281
Income taxes		-819	-1,360	-1,700	-2,171	-2,898
Result for the period		3,485	5,322	6,606	8,307	12,383
Results for the period attributable to						
Equity holders of the company		3,485	5,322	6,606	8,307	12,383
Earnings per share calculated from the profit attributable to equity holders						
Earnings per share, basic (EUR)		0.08	0.12	0.15	0.18	0.27
Earnings per share, diluted (EUR)		0.08	0.12	0.15	0.18	0.27

Other comprehensive income

EUR THOUSAND	Note	7–9/2026	7–9/2025	1–9/2026	1–9/2025	1–12/2025
Result for the period	1.3	3,485	5,322	6,606	8,307	12,383
Items that may be reclassified to profit or loss						
Translation differences		-6	5	-60	-91	-101
Comprehensive income for the period		3,479	5,328	6,546	8,215	12,283
Comprehensive income for the period						
Equity holders of the company		3,479	5,328	6,546	8,215	12,283

Consolidated statement of financial position

EUR THOUSAND	Note	30 Sep 2026	31 Dec 2025
Non-current assets			
Intangible assets		4,214	4,298
Goodwill		2,846	2,846
Property, plant and equipment		6,074	6,216
Right-of-use assets	1.5	20,905	21,075
Deferred tax assets		1,375	1,434
Other non-current receivables		467	482
Non-current assets, total		35,882	36,351
Current assets			
Inventories		69,140	64,912
Trade receivables	1.6/1.7	13,015	6,796
Other receivables		3,567	4,930
Income tax receivables		483	-
Accrued income		10,608	12,897
Cash and cash equivalents	1.7	24,251	47,288
Current assets, total		121,066	136,824
Total assets		156,948	173,175
Equity			
Share capital		100	100
Treasury shares		-4,791	-1,263
Invested unrestricted equity fund		26,896	26,896
Translation differences		-68	-12
Retained earnings		9,139	1,268
Result for the period		6,606	12,383
Total equity		37,882	39,372
Non-current liabilities			
Lease liabilities	1.7	19,896	19,573
Deferred tax liabilities		9	21
Loans from financial institutions	1.7/1.8	15,264	15,344
Provisions		314	342
Non-current liabilities, total		35,482	35,280
Current liabilities			
Lease liabilities	1.7	3,744	4,194
Loans from financial institutions	1.7/1.8	76	2,097
Advance payments received		2,145	3,053
Accounts payable	1.7	54,375	58,737
Other current liabilities		10,136	13,557
Accrued liabilities		13,109	16,348
Provisions		-	10
Income tax liabilities		-	527
Current liabilities, total		83,584	98,523
Total liabilities		119,066	133,803
Total equity and liabilities		156,948	173,175

Group consolidated cash flow statement

EUR THOUSAND	1-9/2026	1-9/2025	1-12/2025
Cash flow from operating activities			
Result before income taxes	8,307	10,477	15,281
Depreciation and impairment	5,275	5,079	6,847
Finance income and costs	1,291	1,698	2,111
Other adjustments	28	210	202
Cash flow before change in working capital	14,901	17,464	24,441
Change in working capital			
Increase (-) / decrease (+) in non-current non-interest-bearing trade	16	6,634	6,639
Increase (-) / decrease (+) in trade and other receivables	-2,564	24,725	21,152
Increase (-) / decrease (+) in inventories	-4,228	-21,319	-13,773
Increase (+) / decrease (-) in current liabilities	-12,136	-10,495	-12,715
Cash flow before financial items and taxes	-4,012	17,009	25,744
Interest paid	-614	-1,021	-1,445
Interest received	360	280	477
Interest on lease liabilities	-895	-869	-1,149
Income tax paid	-2,665	-820	-2,049
Cash flow from operating activities	-7,825	14,579	21,579
Cash flow from investing activities			
Purchases of property, plant and equipment	-933	-1,300	-1,477
Proceeds from property, plant and equipment	-	1	7
Purchases of intangible assets	-1,095	-910	-1,300
Cash flow from investing activities	-2,028	-2,209	-2,770
Cash flow from financing activities			
Lease liabilities payments	-2,979	-3,028	-4,071
Dividends paid	-4,252	-	-
Acquisition of treasury shares	-3,893	-	-992
Proceeds from non-current borrowings	15,000	-	-
Repayment of non-current borrowings	-15,000	-	-
Repayment of current borrowings	-2,076	-1,000	-2,000
Cash flow from financing activities	-13,200	-4,028	-7,064
Increase (+) / decrease (-) in cash and cash equivalents	-23,053	8,342	11,745
Cash and cash equivalents at beginning of reporting period	47,288	35,600	35,600
Translation differences	16	-58	-56
Cash and cash equivalents at end of reporting period	24,251	43,883	47,288

Group statement of changes in equity

EUR THOUSAND	Share capital	Treasury shares	Invested unrestricted equity fund	Retained earnings	Total
Equity 1 Jan 2026	100	-1,263	26,896	13,639	39,372
Result for the period	-	-	-	6,606	6,606
Translation differences	-	-	-	-60	-60
Comprehensive income for the period, total	-	-	-	6,546	6,546
Dividend distribution	-	-	-	-4,252	-4,252
Acquisition of treasury shares	-	-3,893	-	-	-3,893
Disposal of treasury shares - Board fees	-	235	-	-235	-
Share-based incentives	-	129	-	-21	109
Transactions with owners, total	-	-3,528	-	-4,509	-8,036
Equity 30 Sep 2026	100	-4,791	26,896	15,677	37,882

EUR THOUSAND	Share capital	Treasury shares	Invested unrestricted equity fund	Retained earnings	Total
Equity 1 Jan 2025	100	-470	26,896	1,379	27,905
Result for the period	-	-	-	8,307	8,307
Translation differences	-	-	-	-91	-91
Comprehensive income for the period, total	-	-	-	8,215	8,215
Disposal of treasury shares - Board fees	-	200	-	-200	-
Share-based incentives	-	-	-	190	190
Transactions with owners, total	-	200	-	-9	190
Equity 30 Sep 2025	100	-270	26,896	9,585	36,310

EUR THOUSAND	Share capital	Treasury shares	Invested unrestricted equity fund	Retained earnings	Total
Equity 1 Jan 2025	100	-470	26,896	1,379	27,905
Result for the period	-	-	-	12,383	12,383
Translation differences	-	-	-	-101	-101
Comprehensive income for the period, total	-	-	-	12,283	12,283
Acquisition of treasury shares	-	-992	-	-	-992
Disposal of treasury shares - Board fees	-	200	-	-200	-
Share-based incentives	-	-	-	177	177
Transactions with owners, total	-	-793	-	-22	-815
Equity 31 Dec 2025	100	-1,263	26,896	13,639	39,372

NOTES

1.1 Accounting principles applied in this interim report

Verkkokauppa.com Oyj is a public limited company, the shares of which are quoted on the official list of Nasdaq Helsinki. The registered address of its head office is Tyynenmerenkatu 11, Helsinki.

Verkkokauppa.com Group's interim report for January–September 2026 has been prepared in line with IAS 34 Interim Financial Reporting and should be read in conjunction with Verkkokauppa.com Oyj's Financial Statements for 2025, published on 13 March 2026. Verkkokauppa.com Oyj has applied the same accounting principles in the preparation of this interim report as in its consolidated financial statements for 2025.

Verkkokauppa.com Oyj has not adopted new accounting policies during 2026 that would have a material impact on this interim report.

The information presented in this interim report has not been audited. The figures are rounded, and therefore the sum of individual figures may deviate from the aggregate amount presented. All amounts in this report are presented in EUR thousand unless otherwise stated.

1.2 Segment reporting

Verkkokauppa.com has one reportable segment. The management of Verkkokauppa.com Oyj has exercised judgment when it has applied the aggregation criteria to aggregate the operating segments into one reportable segment. All combined operating segments have similar economic characteristics. The main factors to the Group's business model are the strong integration of online shopping and stores, similar customer base, common support functions serving the entire business, and the volume benefits made possible by centralized business.

1.3 Revenue from contracts with customers

The Group's revenue streams consist of the sale of goods and services. The Group offers approximately 60,000 products across 24 main product categories, which Verkkokauppa.com sells to consumers through its own online store, four physical stores, and B2B sales channels in Finland and internationally. Revenue from services offered by the Group includes, among other things, installation and maintenance services, order-based sales and advertising and visibility services, as well as customer financing provided by an external partner. The Group presents all income related to customer financing as part of revenue. Revenue is generated geographically mainly from Finland.

Revenue from the sale of goods is recognized at the point in time when control of the product transfers to the customer. Revenue from services is recognized mainly over time.

Disaggregation of revenue

Satisfaction of performance obligation

EUR THOUSAND	7-9/2026	7-9/2025	1-9/2026	1-9/2025	1-12/2025
At a point in time	132,516	130,256	370,974	356,226	521,925
Over time	1,377	915	3,914	1,954	4,564
Total	133,894	131,171	374,888	358,181	526,489

Revenue by external customer location

EUR THOUSAND	7-9/2026	7-9/2025	1-9/2026	1-9/2025	1-12/2025
Finland	118,795	120,449	332,147	330,376	481,080
EU	11,954	8,535	34,718	22,750	37,718
Rest of the world	3,145	2,187	8,023	5,054	7,691
Total	133,894	131,171	374,888	358,181	526,489

1.4 Seasonality of business

The nature of the business of the Group includes seasonality. Ordinary seasonal fluctuations are reflected in cash and cash equivalents, cash flow, and accounts payable, which usually reach the highest point at the year-end and the lowest point at the end of the second quarter.

1.5 Right-of-use assets

EUR THOUSAND	30 Sep 2026	31 Dec 2025
Carrying amount 1 January	21,075	23,864
Increases	2,849	418
Increase/decrease due to remeasurement	3	993
Depreciation	-3,021	-4,199
Carrying amount at the end of period	20,905	21,075

During the first quarter of 2026, the lease agreements for the Pirkkala and Raisio premises were renewed, resulting in lease terms extending until February 2031 and March 2032, respectively.

1.6 Trade receivables

EUR THOUSAND	Trade receivables 30 Sep 2026	Impairment 30 Sep 2026	Trade receivables 31 Dec 2025	Impairment 31 Dec 2025
Not due	12,275	5	6,474	2
Past due 1–60 days	671	7	328	9
Past due 61–120 days	133	50	64	58
Past due over 121 days	-	-	-	-
Total	13,078	63	6,866	69

Verkkokauppa.com Oyj's agreement with Norion Bank AB concerning the sale and servicing of B2B receivables expired on 23 March 2026, upon which the management of corporate customer receivables reverted to the company. As a result, the balance of B2B trade receivables increased compared to the end of the previous financial year.

1.7 Financial assets and liabilities by measurement category

30 SEP 2026 EUR THOUSAND	Financial assets and liabilities at amortized cost	Carrying amount
Non-current financial assets (level 2)		
Trade receivables and other financial receivables	467	467
Non-current financial assets, total	467	467
Current financial assets (level 2)		
Trade receivables	13,015	13,015
Cash and cash equivalents	24,251	24,251
Current financial assets, total	37,267	37,267
Financial assets by measurement category, total	37,734	37,734
Non-current financial liabilities (level 2)		
Lease liabilities	19,896	19,896
Loans from financial institutions	15,264	15,264
Non-current financial liabilities, total	35,160	35,160
Current financial liabilities (level 2)		
Lease liabilities	3,744	3,744
Loans from financial institutions	76	76
Accrued interest on loans from financial institutions	168	168
Trade payables	54,375	54,375
Current financial liabilities, total	58,362	58,362
Financial liabilities by measurement category, total	93,522	93,522
31 DEC 2025 EUR THOUSAND		
Non-current financial assets (level 2)		
Trade receivables and other financial receivables	482	482
Non-current financial assets, total	482	482
Current financial assets (level 2)		
Trade receivables	6,796	6,796
Cash and cash equivalents	47,288	47,288
Current financial assets, total	54,085	54,085
Financial assets by measurement category, total	54,567	54,567
Non-current financial liabilities (level 2)		
Lease liabilities	19,573	19,573
Loans from financial institutions	15,344	15,344
Non-current financial liabilities, total	34,917	34,917
Current financial liabilities (level 2)		
Lease liabilities	4,194	4,194
Loans from financial institutions	2,076	2,076
Accrued interest on loans from financial institutions	21	21
Trade payables	58,737	58,737
Current financial liabilities, total	65,029	65,029
Financial liabilities by measurement category, total	99,945	99,945

Level 2 includes interest-bearing liabilities. The group has no financial assets or liabilities recognized at fair value through other comprehensive income.

1.8 Loans from financial institutions

In June, the company refinanced its financing arrangements by entering into a EUR 15 million term loan facility and a EUR 20 million revolving credit facility, both with a three-year maturity, replacing the previous financing arrangements.

At the end of September 2026, following the refinancing, Verkkokauppa.com had total interest-bearing debt of EUR 15.3 million (31 December 2025: EUR 17.4 million).

Of the interest-bearing debt, the EUR 15.0 million term loan carries a floating interest rate. The interest payable is determined semi-annually based on the Euribor reference rate and the net debt-to-EBITDA ratio. The facilities have a three-year maturity until 23 June 2029 and include two one-year extension options. The term loan is repayable in full at maturity. No assets have been pledged as collateral for the bank loans. The facilities are subject to financial covenants based on the net debt-to-EBITDA ratio and the gearing ratio, both ratios are excluding IFRS 16 impact. Compliance with the loan covenants is reported to the lenders semi-annually, and management regularly monitors covenant compliance. The carrying amounts of the loans materially approximate their fair values. The revolving credit facility remained undrawn at the end of September.

The primary purpose of the financing facilities is to support business development and the general financing needs of the Group. The company primarily manages and optimizes its net indebtedness through working capital management. The refinancing extends the maturity profile of the Group's debt and supports the Group's liquidity in a business characterized by cyclical working-capital requirements.

1.9 Dividends

DIVIDENDS PAID IN 2026 FOR THE FINANCIAL YEAR 2025	Date of payment	Dividend per share, EUR
	23 April 2026	0.047
	27 July 2026	0.048
Total dividends, EUR thousand		4,252

No dividends were paid in 2025.

1.10 Transactions with related parties

The company's related parties are considered to include the members of the Board of Directors, the CEO and other members of the management team of Verkkokauppa.com Oyj, as well as close family members of the above-mentioned persons, and entities controlled by the above-mentioned persons and Verkkokauppa.com Oyj's group companies. Transactions with related parties have taken place on normal commercial terms. Related party transactions presented here are those transactions with related parties that are not eliminated in the consolidated financial statements.

EUR THOUSAND	1–9/2026	1–9/2025	1–12/2025
Sales of goods and services			
To key management personnel and their related parties	34	36	51
Purchases of goods and services			
From key management personnel and their related parties	56	162	234

EUR THOUSAND	30 Sep 2026	30 Sep 2025	31 Dec 2025
Closing balances from purchases/sales of goods/services			
Trade receivables from key management personnel and their related	-	-	-
Trade payables to key management personnel and their related parties	24	71	-

1.11 Long-term incentive plans

Verkkokauppa.com Oyj has two share-based incentive plans for the company's CEO and other members of the management. The purpose of the plans is to align the interests of shareholders and management in increasing the

long-term value of the company, encourage management to make personal investments in the company's shares, retain key executives, and provide them with a competitive reward structure under which participants may earn shares based on performance and personal investment.

The plans are accounted for in their entirety as equity-settled share-based payment arrangements that include a net settlement feature. Rewards are paid by the end of May following the end of each earning period.

The first earning period of the 2023 plan ended on 31 December 2025, and the reward shares, totaling 24,408 shares, were transferred to the CEO and two members of the Management Team on 17 March 2026.

Under the second earning period of the 2023 plan (2024–2026), the gross rewards to be paid correspond to an estimated maximum value of 92,900 Verkkokauppa.com Oyj shares, including the cash-settled portion. Under the third earning period (2025–2027), the gross rewards correspond to an estimated maximum value of 225,400 Verkkokauppa.com Oyj shares, including the cash-settled portion.

The performance-based matching share plan established in 2026 covers the period 2026–2030 and consists of three earning periods covering the financial years 2026–2028, 2027–2029, and 2028–2030. The Board of Directors decides annually on the commencement and detailed terms of each earning period. Participation in the plan and receipt of rewards require that the participant allocates freely transferable Verkkokauppa.com Oyj shares already held by the participant to the plan, or acquires a number of the company's shares determined by the Board of Directors.

The performance criteria for the first earning period (2026–2028) are the company's absolute and relative total shareholder return (TSR). The portion of the maximum reward payable to a participant is determined based on the achievement of TSR targets set by the Board of Directors. The plan currently covers ten participants.

The gross rewards payable for the first earning period of the 2026 plan are estimated to correspond to a maximum value of 395,000 Verkkokauppa.com Oyj shares, including the cash-settled portion. The final number of shares will depend on the number of shares acquired by the participants and the achievement of the TSR targets.

1.12 Guarantees and commitments

EUR THOUSAND	30 Sep 2026	31 Dec 2025
Collateral given for own commitments		
Guarantees	-	1,218
Other commitments and contingent liabilities	-	284

Guarantees are related to rent guarantees, the comprehensive guarantee for Finnish Customs, and documentary credits. Other commitments are related to off-balance residual values.

1.13 Legal disputes and possible legal proceedings

In June, the Supreme Administrative Court issued its decision, upholding the administrative fine imposed on Verkkokauppa.com by the Sanctions Board of the Office of the Data Protection Ombudsman in March 2024.

The company recognized a provision for the fine in full in its first-quarter 2024 results. The fine was paid in June 2026.

1.14 IFRS Standards not yet effective

No published IFRS standard, IFRIC interpretation, or annual improvement or amendment to IFRS standards that is not yet effective is expected to have a material impact on the consolidated result or financial position of Verkkokauppa.com.

IFRS 18 'Presentation and Disclosure in Financial Statements', which will become effective for financial years beginning on 1 January 2027, will affect the presentation of the primary financial statements and introduce the disclosure of management-defined performance measures in the notes. IFRS 18 standardizes the structure of the income statement and improves comparability by introducing three mandatory subtotals: operating result, result before financing items and taxes, and result for the period. Correspondingly, income and expenses will be

classified into operating, investing, and financing categories. In the indirect method of the statement of cash flows, operating result will become the starting point.

Verkkokauppa.com has assessed the impacts of the adoption of IFRS 18. The changes do not have an effect on the consolidated operating result or financial position. The most significant reporting impacts relate to the presentation of management performance measures in the notes to the financial statements and in interim reports, as well as the standardization of the income statement structure. Implementation of the standard requires only minor changes to the company's systems. The company continues its preparations for the implementation of the standard.

1.15 Subsequent events

On 22 October 2026, the Board of Directors resolved to distribute the third dividend installment of EUR 0.049 per share. The dividend record date is 26 October 2026, and the payment date is 2 November 2026.

ADDITIONAL INFORMATION

Quarterly income statement

EUR THOUSAND	7–9/ 2026	4–6/ 2026	1–3/ 2026	10–12/ 2025	7–9/ 2025	4–6/ 2025	1–3/ 2025
Revenue	133,894	123,094	117,900	168,308	131,171	116,472	110,538
Other operating income	214	156	158	257	3,374	228	299
Materials and services	-111,555	-102,635	-97,471	-140,881	-109,388	-96,561	-89,736
Employee benefit expenses	-8,416	-9,008	-8,549	-9,793	-8,307	-8,542	-8,759
Depreciation and amortization	-1,724	-1,753	-1,798	-1,768	-1,714	-1,675	-1,690
Other operating expenses	-7,728	-7,376	-7,805	-10,906	-7,914	-8,157	-7,466
Operating result	4,684	2,479	2,435	5,216	7,223	1,766	3,187
Finance income	101	102	156	198	91	51	138
Finance costs	-481	-583	-587	-610	-632	-622	-724
Result before income taxes	4,304	1,998	2,004	4,804	6,682	1,194	2,601
Income taxes	-819	-479	-402	-727	-1,360	-244	-567
Result for the period	3,485	1,519	1,602	4,077	5,322	950	2,034
Result for the period attributable to							
Equity holders	3,485	1,519	1,602	4,077	5,322	950	2,034
Earnings per share calculated from the profit attributable to equity holders							
Earnings per share, basic (EUR)	0.08	0.03	0.04	0.09	0.12	0.02	0.04
Earnings per share, diluted (EUR)	0.08	0.03	0.04	0.09	0.12	0.02	0.04

Alternative performance measures

In this interim report, Verkkokauppa.com Oyj presents certain key figures that are not accounting measures defined under IFRS and are considered as Alternative Performance Measures (APM). Verkkokauppa.com Oyj applies in the reporting of alternative performance measures the guidelines issued by the European Securities and Markets Authority (ESMA).

Verkkokauppa.com Oyj uses alternative performance measures to reflect the underlying business performance and to enhance comparability between financial periods. The company's management believes that these key figures provide supplementing information on the income statement and financial position.

	Q1/2026	Q2/2026	Q3/2026	Q1-Q3 2026	Q1/2025	Q2/2025	Q3/2025	Q4/2025	Q1-Q4 2025
Revenue, MEUR	117.9	123.1	133.9	374.9	110.5	116.5	131.2	168.3	526.5
Gross profit, MEUR	20.4	20.5	22.3	63.2	20.8	19.9	21.8	27.4	89.9
Gross margin-%	17.3%	16.6%	16.7%	16.9%	18.8%	17.1%	16.6%	16.3%	17.1%
EBITDA, MEUR	4.2	4.2	6.4	14.9	4.9	3.4	8.9	7.0	24.2
EBITDA-%	3.6%	3.4%	4.8%	4.0%	4.4%	3.0%	6.8%	4.1%	4.6%
Operating result, MEUR	2.4	2.5	4.7	9.6	3.2	1.8	7.2	5.2	17.4
Operating margin-%	2.1%	2.0%	3.5%	2.6%	2.9%	1.5%	5.5%	3.1%	3.3%
Comparable operating result, MEUR	2.5	2.4	4.7	9.6	3.2	2.0	3.9	5.8	14.8
Comparable operating margin-%	2.1%	2.0%	3.5%	2.6%	2.9%	1.7%	3.0%	3.4%	2.8%
Net result, MEUR	1.6	1.5	3.5	6.6	2.0	1.0	5.3	4.1	12.4
Revenue distribution by customer segment ¹									
Consumers MEUR	77.5	80.7	91.8	250.1	74.4	81.3	94.8	119.1	369.6
B2B (incl. Wholesale), MEUR	40.4	42.4	42.1	124.8	36.1	35.2	36.4	49.3	157.0
Interest-bearing net debt, MEUR ²	14.7	12.2	14.7	14.7	24.7	26.6	-1.1	-6.1	-6.1
Investments, MEUR	0.7	0.8	0.5	2.0	0.3	1.1	0.8	1.0	3.2
Equity ratio, %	24.7%	24.3%	24.5%	24.5%	17.9%	18.3%	21.1%	23.1%	23.1%
Gearing, % ²	35.9%	31.5%	38.9%	38.9%	82.5%	86.1%	-3.0%	-15.4%	-15.4%
Personnel at the end of period ³	578	613	589	589	595	625	591	594	594
Basic earnings per share, euros	0.04	0.03	0.08	0.15	0.04	0.02	0.12	0.09	0.27
Diluted earnings per share, euros	0.04	0.03	0.08	0.15	0.04	0.02	0.12	0.09	0.27
Number of issued shares, 1,000 pcs	45,355	45,355	45,355	45,355	45,355	45,355	45,355	45,355	45,355
Number of treasury shares, 1,000 pcs	275	759	1,419	1,419	86	86	49	299	299
Weighted average number of shares outstanding, 1,000 pcs	45,067	44,987	44,225	44,754	45,268	45,268	45,287	45,280	45,280
Diluted weighted average number of shares outstanding, 1,000 pcs	45,325	45,283	44,465	45,028	45,374	45,360	45,379	45,347	45,347

¹ Customer segment figures have been corrected to reflect a reclassification of some customer groups from B2B to Consumers.

² The Q1 2026 net interest-bearing debt figure presented in the APM reconciliation has been corrected. The underlying IFRS balance sheet figures remain unchanged.

³ The number of personnel includes both full- and part-time employees.

Formulas for key ratios

KEY RATIO	DEFINITIONS		
GROSS PROFIT	Revenue - materials and services		Gross profit shows the profitability of the sales
GROSS MARGIN, %	(Revenue - materials and services) / Revenue	x 100	Gross margin measures the profitability of the sales of Verkkokauppa.com Group
EBITDA	Operating result + depreciation + amortization		EBITDA shows the operational profitability
EBITDA, %	(Operating result + depreciation + amortization) / Revenue	x 100	EBITDA measures the operational profitability of Verkkokauppa.com Group
OPERATING RESULT	Result for the period before income taxes and net finance income and costs		Operating result shows result generated by operating activities
OPERATING MARGIN, %	Operating result / Revenue	x 100	Operating margin measures the operational efficiency of Verkkokauppa.com Group
ITEMS AFFECTING COMPARABILITY	Material items that are not part of normal operating activities such as expenses related to restructuring costs including workforce redundancy and other restructuring costs, impairment losses of fixed assets, gains or losses recognized from disposals of fixed assets/businesses, transaction costs related to business acquisition, compensations for damages, and legal proceedings		
COMPARABLE OPERATING RESULT	Comparable operating result is profit adjusted with items affecting comparability		Comparable operating result allows comparison of operating result in different periods without the impact of extraordinary items not related to normal business operations
COMPARABLE OPERATING RESULT MARGIN, %	Comparable operating result / Revenue	x 100	Comparable operating margin measures comparable operational efficiency of Verkkokauppa.com Group
EQUITY RATIO, %	Total equity / (Balance sheet total - advance payments received)	x 100	The equity ratio measures Verkkokauppa.com Group's solvency, ability to bear losses and ability to meet commitments in the long run
INTEREST-BEARING NET DEBT	Interest-bearing debts (lease liabilities, loans from financial institutions) - cash and cash equivalents		Interest-bearing net debt measures Verkkokauppa.com Group's indebtedness
GEARING, %	(Interest-bearing debts (lease liabilities, loans from financial institutions) - cash and cash equivalents – interest-bearing receivables) / Total equity	x 100	Gearing measures the relation of equity and interest-bearing net debt of Verkkokauppa.com Group and shows the indebtedness of the company
INVESTMENTS	Increases in intangible assets, property, plant and equipment during the financial period		Investments provide additional information regarding operating cash flow demands
NET INVESTMENT	Investments in intangible and tangible assets - proceeds from the sale of fixed assets. Net investments do not include non-capitalized / work-in-progress		
EARNINGS PER SHARE, BASIC	Result for the period attributable to equity holders of the company / Weighted average number of shares outstanding		Earnings per share measures the result for the period attributable to equity holders of the Group
EARNINGS PER SHARE, DILUTED	Result for the period attributable to equity holders of the company / (Weighted average number of shares outstanding + dilutive potential shares)		

Reconciliation of alternative key ratios

EUR MILLION	7-9/2026	7-9/2025	1-9/2026	1-9/2025	1-12/2025
Comparable operating result	4.7	3.9	9.6	9.1	14.8
+ Items affecting comparability	-	3.3	-0.0	3.1	2.5
Operating result	4.7	7.2	9.6	12.2	17.4

Items affecting comparability

EUR MILLION	7-9/2026	7-9/2025	1-9/2026	1-9/2025	1-12/2025
The Office of the Data Protection Ombudsman	-	-	-0.0	-0.1	-0.1
Sale of consumer financing business	-	3.3	-	3.2	3.2
Regional State Administrative Agency	-	-	-	-	-0.6
Items affecting comparability total	-	3.3	-0.0	3.1	2.5