

The background of the entire page is a photograph of a snowy mountain range under a night sky. A vibrant green aurora borealis is visible in the sky, with a vertical band of lighter blue and white light on the right side. The mountains are covered in snow and are silhouetted against the colorful sky.

# GoNorth<sup>®</sup>

Go North Group AB

## Q2 Interim Report



# Interim Report Second Quarter 2025

## Second quarter Apr – Jun 2025 (compared to Apr – Jun 2024)

- Net sales were KSEK 109,034 (130,950).
- Adjusted EBITDA was KSEK -15,951 (3,831).
- EBITA was KSEK -16,553 (3,307).
- Net financial debt / Adjusted EBITDA was N/A (45.77).
- Cash flow from operating activities was KSEK -17,737 (-419).
- ROCE was -1.7% (-6.0%).

## FINANCIAL OVERVIEW

KSEK	Apr–Jun 2025	Apr–Jun 2024	Jan–Jun 2025	Jan–Jun 2024	Jan–Dec 2024
Net Sales	109,034	130,950	231.404	267,511	558,544
Adjusted EBITDA	-15,951	3,831	-17,107	3,135	-12,146
EBITA	-16,553	3,307	-19,555	2,086	-14,238
Net financial debt/Adjusted EBITDA	N/A	45.77	N/A	111.86	N/A
Cash flow from operating activities	-17,737	-419	-26,718	7,994	-39,629
ROCE	-1.7%	-6.0%	-2.1%	-22.2%	-19.5%

For definitions, please refer to page 13.

# Update from CEO

## Q2 2025 Summary: Focus on Operational Corrections

As we closed Q1, it became clear that Go North's Supply Chain function – including Demand Planning, Logistics, and Sourcing – required urgent and substantial improvements. Past gaps in processes, procedures, and system integration (particularly around ERP) had left the organization with little transparency into inventory and created significant risk for both goods flow and cash flow. These challenges only surfaced after revenue acceleration stressed the system, exposing issues such as under-ordering and product-related complications that impacted Amazon fulfilment cycles.

In response, we acted swiftly to implement corrective measures across all areas of the Supply Chain, aiming to restore visibility, strengthen planning, and reduce business risk.

By mid-Q2, however, it became evident that financing the inventory required for a strong Q4 would be challenging. We sought additional capital from future primary shareholders, but the ongoing Reconstruction complicated funding discussions. As a result, we adjusted our ordering strategy, systematically reducing purchase volumes while prioritizing key brands to ensure sufficient availability through peak demand periods. These constraints remain a key operational headwind as Reconstruction progresses.

Despite these challenges, the latter half of Q2 showed encouraging stabilization. While reported financials remain weighed down by prior inventory booking issues and related adjustments, core performance indicators – including sales, ad spend, and Amazon fees – began to level out, offering a more optimistic picture of Go North's future trajectory. With adequate inventory, stronger cash flow, and disciplined overhead management, we see the foundation of a healthier post-Reconstruction company taking shape.

Ryan Looyesen, CEO

# Financial Reports

## CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Amounts in KSEK	Financial period				
	Apr-June 2025	Apr-Jun 2024	Jan-Jun 2025	Jan-Jun 2024	Jan-Dec 2024
Net sales	109,034	130,950	231,404	267,511	558,544
Capitalized work on own account	-	0	-	193	193
Other operating income	1,893	31	3,199	67	7,053
<b>Total Income</b>	<b>110,927</b>	<b>130,981</b>	<b>234,603</b>	<b>267,771</b>	<b>565,790</b>
Cost of goods sold	-35,857	-36,286	-68,330	-69,552	-153,286
<b>Gross profit</b>	<b>75,070</b>	<b>94,695</b>	<b>166,273</b>	<b>198,219</b>	<b>412,504</b>
Selling and administrative costs	-88,673	-90,270	-179,136	-192,107	-415,055
Depreciation, amortization & impairments*	-894	-64,685	-2,412	-259,130	-251,846
Other operating costs	-2,905	-594	-5,978	-2,977	-9,594
<b>Operating profit (loss)</b>	<b>-17,402</b>	<b>-60,854</b>	<b>-21,253</b>	<b>-255,995</b>	<b>-263,992</b>
Financial income	24,983	338	80,909	30,526	32,835
Financial expenses	-27,839	-23,453	-71,526	-94,026	-156,547
<b>Net financial items</b>	<b>-2,856</b>	<b>-23,115</b>	<b>9,383</b>	<b>-63,500</b>	<b>-123,712</b>
<b>Profit (loss) before tax</b>	<b>-20,258</b>	<b>-83,969</b>	<b>-11,870</b>	<b>-319,495</b>	<b>-387,704</b>
Tax related to previous years	-	-	-	-	-2,831
Deferred tax	-	1,531	-	9,909	2,908
<b>Profit (loss) for the period</b>	<b>-20,258</b>	<b>-82,438</b>	<b>-11,870</b>	<b>-309,586</b>	<b>-387,627</b>

Profit (loss) for the period and total comprehensive income are, in their entirety, attributable to shareholders of the parent company.

The Group has no items that are recognized as other comprehensive income. Total comprehensive income is therefore the same as net profit for the period.

Depreciation, amortization and impairments includes both impairment and reversal of previous impairments.

### Earnings per share, calculated on profit (loss) for the period attributable to parent company shareholders of number ordinary shares:

Amounts in KSEK	Financial period				
	Apr-Jun 2025	Apr-Jun 2024	Jan-Jun 2025	Jan-Jun 2024	Jan-Dec 2024
Earnings per share, basic	-0.01	-0.06	-0.01	-0.22	-0.28
Number of shares	1,403,854,676	1,403,854,676	1,403,854,676	1,403,854,676	1,403,854,676



## Management Comments

### Net sales

During the second quarter, net sales amounted to KSEK 109,034 (130,950). No acquisitions were made during the quarter. The lower sales in the current year compared to the previous year are largely due to stockouts, Amazon compliance issues in the current year as well as the USD exchange rate to a 10% decrease on the USD to SEK exchange rate compared to the previous year's quarter.

### Adjusted EBITDA

In the second quarter, adjusted EBITDA was KSEK -15,951 (3,831). The lower adjusted EBITDA compared to the previous year is due to decreased sales in the current year due to stockouts, Amazon compliance issues and a decreased USD exchange rate to SEK. Additionally, the gross profit margin on sales decreased in the current year because of the decreased USD to SEK exchange rate, as inventory was purchased and converted at a higher exchange rate in previous periods, then sold to customers at a lower exchange rate in the current quarter.

### EBITA

EBITA in the second quarter was KSEK -16,553 (3,307). The lower EBITA compared to the previous year is due to decreased sales in the current year because of stockouts, Amazon compliance issues and a decreased USD exchange rate to SEK. Additionally, the gross profit margin on sales decreased in the current year because of the decreased USD to SEK exchange rate, as inventory had been purchased at a higher exchange rate in earlier periods, then sold to customers at a lower exchange rate in the current quarter.

### Net debt/Adjusted EBITDA

During the second quarter, the net financial debt/ Adjusted EBITDA ratio was negative (45.77). The main reason for the negative net debt/adjusted EBITDA in the current year was due to the decreased sales and gross profit resulting from stockouts, Amazon compliance issues and the decreased USD exchange rate to SEK.

### Cash flow from operating activities

In the second quarter, cash flow from operating activities was KSEK -17,737 (-419). The cash flow from operating activities declines primarily due to lower sales in the current year and the need to purchase stock to address stockouts.

### ROCE

During the second quarter, the return on capital employed (ROCE) stood at -1.7% (-6.0%). This KPI has improved relative to the previous year mainly due to large impairment write-downs in the previous year which significantly decreased the profit.



## Significant events in the second quarter, April – June 2025

Go North announced that it would miss filing its 2024 annual report on April 30, 2025 as well as its first quarter 2025 report on May 31, 2025. This was due to extended burden on the organization regarding the reconstruction that was prolonged, as well as a delayed 2024 audit. The 2024 annual report was published on June 30, 2025 and the first quarter 2025 report was published on July 31, 2025.

The reconstruction was extended an additional three months, with the new and final deadline being September 17, 2025, which is one year after Go North Group AB first filed for reconstruction in Sweden.

## Significant events after the end of the reporting period

Go North Holding AB, the parent company for Go North Group AB, filed balance sheets for liquidation purposes after writing down the value of its investment in Go North Group AB.

In August 2025 Go North Group AB began the process of reducing personnel and consultants, in an effort to bring down its operating expenditure to align with the reduced sales and refocus its business.

The CFO has decided to leave Go North Group AB and the company is looking into various options with regards to its finance function.

## Parent company

The net sales for the parent company during the first quarter were KSEK 165 (20,851). The reason for the significantly lower net sales in the current year is because Go North has chosen to calculate the management fee from the parent company Go North Group AB to the subsidiaries at the close of each year, rather than quarterly, in an effort to simplify the process. The parent company's net profit during the same period was KSEK -37,453 (-74,764). The significantly lower profit in the previous year was due in large part to significant brand impairment charges recorded that year.



## CONDENSED GROUP STATEMENT OF FINANCIAL POSITION

Amounts in KSEK

Financial period

	Jun 30, 2025	Jun 30, 2024	Dec 31, 2024
<b>ASSETS</b>			
<b>Non-current assets</b>			
Brands	302,889	293,066	302,889
Other intangible assets	10,863	14,259	12,561
Property, plant and equipment assets	381	734	472
Right-of-use assets	-	1,558	623
Other assets	301	-	211
<b>Total non-current assets</b>	<b>314,434</b>	<b>309,617</b>	<b>316,756</b>
<b>Current assets</b>			
Stock	87,929	84,088	91,914
Account receivables	70	294	113
Other current receivables	29,362	24,365	45,001
Prepaid expenses and accrued income	9,277	2,065	11,050
Cash and cash equivalents	63,611	116,816	90,329
<b>Total current assets</b>	<b>190,249</b>	<b>227,628</b>	<b>238,407</b>
<b>TOTAL ASSETS</b>	<b>504,683</b>	<b>537,245</b>	<b>555,163</b>

Amounts in KSEK

Financial period

	Jun 30, 2025	Jun 30, 2024	Dec 31, 2024
<b>EQUITY AND LIABILITIES</b>			
<b>EQUITY</b>			
Share capital	500	500	500
Other capital contributed	288,185	288,185	288,185
Retained earnings	-656,279	-268,652	-268,652
Net profit for the year	-11,870	-309,586	-387,627
<b>Total equity attributable to Parent Company's shareholders</b>	<b>-379,464</b>	<b>-289,553</b>	<b>-367,594</b>
<b>LIABILITIES</b>			
<b>Non-current liabilities</b>			
Bond loan	-	676,101	-
Liabilities to credit institutions	47,722	50,023	55,247
Leasing liabilities	-	-	-
Deferred tax liability	9,867	2,866	9,867
Other non-current liabilities	-	-	-
Provisions	651	1,181	1,587
<b>Total non-current liabilities</b>	<b>58,240</b>	<b>730,171</b>	<b>66,701</b>
<b>Current liabilities</b>			
Bond loan	666,762	-	714,549
Accounts payable	13,373	3,596	16,142
Leasing liabilities	-	2,240	574
Liabilities to credit institutions	-	-	-
Other current liabilities	74,300	76,876	75,634
Accrued expenses and prepaid income	71,472	13,914	49,157
<b>Total current liabilities</b>	<b>825,907</b>	<b>96,627</b>	<b>856,056</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>504,683</b>	<b>537,245</b>	<b>555,163</b>



CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

Amounts in KSEKAttributable to shareholders of the parent company

	Share capital	Other contributed capital	Reserves	Retained earnings incl. profit (loss) for the year	Total equity
Opening balance at Jan 1, 2024	500	285,388	-	-268,652	17,236
Profit (loss) for the period	-	-	-	-309,586	-309,586
Total comprehensive income for the period	-	-	-	-309,586	-309,586
Transactions with shareholders in their role as owners					
Issue cost	-	2,797	-	-	2,797
Shareholder contribution	-	-	-	-	-
Closing balance at Jun 30, 2024	500	288,185	-	-578,238	-289,553
Opening balance at Jan 1, 2025	500	288,185	-	-656,279	-367,594
Profit (loss) for the period	-	-	-	-11,870	-11,870
Total comprehensive income for the period	-	-	-	-11,870	-11,870
Transactions with shareholders in their role as owners					
Issue cost	-	-	-	-	-
Shareholders contribution	-	-	-	-	-
Closing balance at Jun 30, 2025	500	288,185	-	-668,149	-379,464



## CONDENSED CONSOLIDATED CASH FLOW STATEMENT

Amounts in KSEK

Financial period

	Apr-Jun 2025	Apr-Jun 2024	Jan-Jun 2025	Jan-Jun 2024	Jan-Dec 2024
<b>Cash flow from operating activities</b>					
Profit/loss after financial items	-20,258	-83,969	-11,870	-319,495	-387,704
Adjustments for items not included in cash flow*	4,876	84,539	-6,295	307,744	348,075
Income tax paid	-	-	-	-	-
<b>Cash flow from operating activities before changes in working capital</b>	<b>-15,382</b>	<b>570</b>	<b>-18,165</b>	<b>-11,751</b>	<b>-39,629</b>
<b>Cash flow from changes in working capital</b>					
Increase (-) /decrease (+) of inventories	1,061	3,329	3,985	11,615	3,789
Increase (-) /decrease (+) of operating receivables	5,689	7,708	17,365	21,676	-7,764
Increase (+) /decrease (-) of operating liabilities	-9,105	-12,026	-29,903	-13,546	19,138
<b>Total changes in working capital</b>	<b>-2,355</b>	<b>-989</b>	<b>-8,553</b>	<b>19,745</b>	<b>15,163</b>
<b>Cash flow from operating activities</b>	<b>-17,737</b>	<b>-419</b>	<b>-26,718</b>	<b>7,994</b>	<b>-24,466</b>
<b>Cash flow from investing activities</b>					
Investment in rented facilities	-	-	-	-	-211
Sale of tangible assets	-	-	-	-	224
Investments in intangible fixed assets	-	-9,177	-	-9,254	-11,463
Investments in tangible assets	-	-	-	-	-
<b>Cash flow from investing activities</b>	<b>-</b>	<b>-9,177</b>	<b>-</b>	<b>-9,254</b>	<b>-11,450</b>
<b>Cash flow from financing activities</b>					
Increase/repayments of loans	-	-	-	103,334	113,707
New issue/shareholders contribution	-	-	-	-	-
Change in overdraft facility/loans	-	-	-	-	-
Amortization of lease liabilities	-	-	-	-	-2,204
<b>Cash flow from financing activities</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>103,334</b>	<b>111,503</b>
<b>Closing cash and cash equivalents</b>					
Decrease/increase in liquid assets	-17,737	-9,596	-26,718	102,074	75,587
Opening cash and cash equivalents	81,348	126,412	90,329	14,742	14,742
<b>Closing cash and cash equivalents</b>	<b>63,611</b>	<b>116,816</b>	<b>63,611</b>	<b>116,816</b>	<b>90,329</b>



Parent Company

Income statement

Amounts in KSEK	Financial period				
	Apr-Jun 2025	Apr-Jun 2024	Jan-Jun 2025	Jan-Jun 2024	Jan-Dec 2024
Operating income					
Net sales	165	20,851	380	44,558	55,549
Capitalized work on own account	-	0	-	193	193
Other operating income	47	41	1,069	77	173
Total income	212	20,892	1,449	44,828	55,915
Sales and administration costs	-15,953	-19,978	-30,258	-38,782	-76,473
Other operating costs	-22	-4	-261	-12	-140
Depreciation, amortization and impairments	-18,720	-58,723	-37,441	-185,321	-214,497
Operating profit	-34,483	-57,813	-66,511	-179,287	-235,195
Results from shares in subsidiaries	-	-	-	-	-
Financial income	24,869	46	80,795	30,209	32,798
Financial expenses	-27,839	-22,415	-71,520	-96,490	-160,642
Financial items - net	-2,970	-22,369	9,275	-66,281	-127,844
Profit after financial items	-37,453	-80,182	-57,236	-245,578	-363,039
Group contributions received	-	-	-	-	212
Deferred tax	-	5,418	-	9,909	2,908
Income tax	-	-	-	-	-
Net profit for the period	-37,453	-74,764	-57,236	-235,659	-359,919

The Parent Company has no items that are recognized as other comprehensive income. Total comprehensive income is therefore the same as net profit for the period.



Overview	Financial Reports	Parent Company	Other Information
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Balance sheet

Amounts in KSEK	Financial period		
	Jun 30, 2025	Jun 30, 2024	Dec 31, 2024
ASSETS			
Non-current assets			
Brands	183,577	240,484	219,229
Other intangible assets	10,863	14,259	12,561
Property, plant and equipment assets	381	734	472
Shares in group companies	28,079	34,130	28,079
Other assets	301	-	211
Total non-current assets	223,201	289,607	260,552
Current assets			
Receivables from group companies	106,630	175,744	127,895
Accounts receivables	70	101	113
Other current receivables	670	1,589	1,998
Prepaid expenses and accrued income	2,369	1,969	1,220
Cash and cash equivalents	60,456	95,521	73,670
Total current assets	170,195	274,924	204,896
TOTAL ASSETS	393,396	564,531	465,448

Amounts in KSEK	Financial period		
	Jun 30, 2025	Jun 30, 2024	Dec 31, 2024
EQUITY AND LIABILITIES			
EQUITY			
Share capital	500	500	500
Fund for development expenditure	10,863	14,259	12,561
Other capital contributed	277,323	273,927	275,625
Retained earnings	-715,118	-355,200	-355,200
Net profit for the year	-57,236	-235,659	-359,919
Total equity attributable to parent company's shareholders	-483,668	-302,173	-426,433
LIABILITIES			
Non-current liabilities			
Bond loan	-	676,101	-
Liabilities to credit institutions	47,722	50,023	55,247
Deferred tax liability	9,867	2,866	9,867
Other non-current liabilities	-	-	-
Total non-current liabilities	57,589	728,990	65,114
Current liabilities			
Bond loan	666,762	-	714,549
Liabilities to group companies	-	52,010	-
Accounts payable	4,166	4,748	2,500
Liabilities to credit institutions	-	-	-
Other current liabilities	71,920	75,999	76,868
Accrued expenses and prepaid income	76,627	4,957	32,850
Total current liabilities	819,475	137,714	826,767
TOTAL EQUITY AND LIABILITIES	393,396	564,531	465,448



Notes to the consolidated statements

General

Go North Group AB (“Go North”), Corp. Id. No 559252-2188 is a Parent Company registered in Sweden and domiciled in Gothenburg, with address Första Långgatan 28B, 413 27, Gothenburg, Sweden.

All amounts are stated in SEK thousand (KSEK) unless stated otherwise. Amounts in brackets refer to the comparative year.

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRS) as adopted by the EU and RFR 1 Supplementary Accounting Rules for Groups. The Group's interim report has been prepared in accordance with IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act. For the Parent Company, the report has been prepared in accordance with the Swedish Annual Accounts Act and RFR 2. The accounting policies adopted are consistent with those applied for the 2023 Annual Report and should be read in conjunction with that Annual Report.

Related party transactions

No related party transactions were carried out during the period.

Note 1 – Distribution of revenue

The disaggregation of net sales in terms of geographic market and timing of revenue recognition is summarized below. Previous reported periods contained estimates, which have now been updated to reflect the true split between markets. The main markets affected by this correction were the split between the UK & Europe.

Amounts in KSEK	Financial period				
	Apr-Jun 2025	Apr-Jun 2024	Jan-Jun 2025	Jan-Jun 2024	Jan-Dec 2024
Geographic market					
USA	97,887	113,210	204,790	232,011	496,234
EU	7,314	11,998	16,873	22,808	37,368
United Kingdom	3,564	4,834	9,153	10,954	21,893
Canada	197	727	381	1,367	2,412
Other	72	180	207	371	637
Net sales	109,034	130,950	231,404	267,511	558,544

Note 2 – Financial instruments at fair value

The Group’s financial instruments are recognized at amortized cost. The carrying amount offers a reasonable estimate of fair value.



Definitions of financial measurements used in the financial overview

In the financial overview Go North presents alternative performance measurements (APM) together with the financial measurements established by IFRS. This is in order to better explain the development of the business and the financial position. However, such performance measurements shall not be considered as a substitute for the key measurements required under IFRS. The alternative performance measurements presented in this report are described below.

Financial measure	APM/IFRS	Definition	Rationale
Net Sales	IFRS	Total revenue generated excluding any sales returns, allowances, and discounts	This measure shows how well Go North sells its products and generates other revenue.
Adjusted EBITDA	APM	Net income with interest, taxes, depreciation, amortization and one-time acquisition costs and one-time restructuring costs added back.	The core measure for Go North’s underlying health and ability to generate cash, when filtering out one-time change activities.
EBITA	APM	Operating profit excluding amortization and impairment of brands.	The measure enables comparisons of profit generation over time regardless of amortization of acquisition-related intangible assets and regardless of the corporate tax rate and the company's financing structure. However, depreciation on tangible assets is included, which is a measure of a resource consumption that is necessary to generate the result.
Net Financial Debt/Adjusted EBITDA ratio	APM	The quarter’s Adjusted EBITDA has been annualized by multiplying with 4. The half-year’s Adjusted EBITDA has been annualized by multiplying with 2.	This shows how many years it would take for Go North to pay back its debt if net financial debt and Adjusted EBITDA are held constant.
Cash flow from operating activities	IFRS	Operating Income plus depreciation minus taxes plus change in working capital.	This indicates the amount of money generated in from ongoing, regular business activities.
ROCE	APM	Dividing net operating profit by capital employed. Capital employed being share capital, other equity contributions and borrowings.	This measure helps to understand how well Go North generates profits from its capital as it is put to use.



## Other Information

### Significant Risks and Uncertainties

Go North continues to be in a challenging financial position, facing significant risks related to its capital structure and liquidity, as well as legal risks related to overdue stability payments and earn-outs for previous acquisitions.

It is uncertain whether the Group will have enough liquidity to fulfil its financial obligations and finance its ongoing business in the coming periods. The Group is dependent on the outcome of the reconstruction in the parent company Go North Group AB to resolve the negative equity and allow Go North to continue its operations.

If the negative equity is not restored, the parent company will be required to enter liquidation under Swedish law.

### Personnel

The total number of employees at the end of Q2 was 24, excluding consultants.

### Auditor's Review

This interim report has not been reviewed by the company's auditors.

### Financial Calendar

30 November 2025 – Third Quarter Report 2025

28 February 2026 – Fourth Quarter Report 2025

30 April 2026 – Annual Report 2025

31 May 2026 – First Quarter Report 2026

### For more information, please contact:

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