Q3 2025 Report

November 05, 2025

Today's presenters

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CEO

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Q3 2025 Report

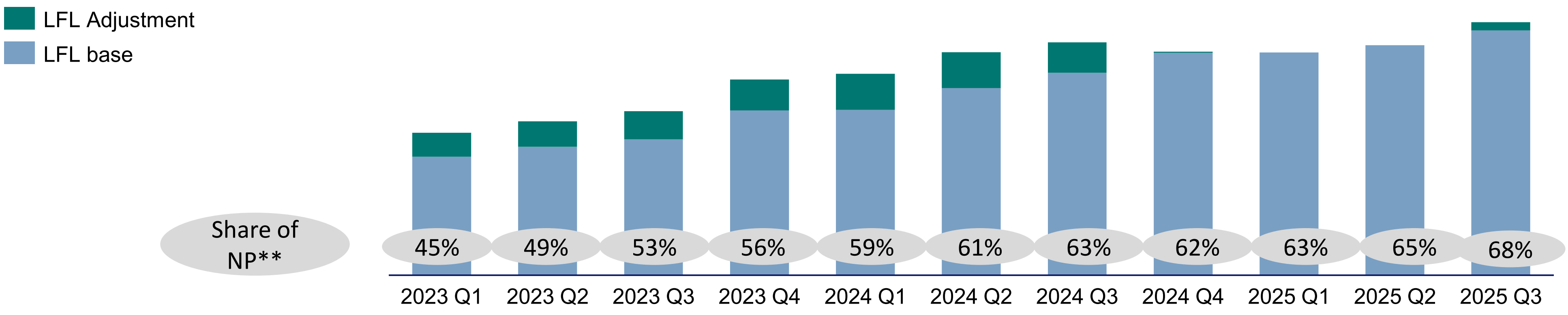
HAYPP GROUP

Operational highlights

Consistent performance despite a tough year-ago comparison

- NP LFL volume grew 21% in Q3 with a tough comparison in the year ago period*
  - Difficult comparators in US in Q3 2024, exceptional traffic due to wide-spread market shortage of Zyn
- Net sales LFL excluding FX grew 15% in the quarter
- Q3 gross margin increased to a record high 18.8 per cent (14.3 per cent in 2024) showing the potential of Haypp's business model (L12M GM +34% / +4.3 ppt)
- Infrastructure overhaul completed by year end enabling a faster, more agile technology eco-system

Haypp Group nicotine pouch volume



Like-for-like (LFL) adjustment includes US Zyn, other NP sales in closed states and tobacco products
*** share of oral nicotine volume*
**refer to Q1 2025 slide 10 and Q2 2024 presentation slides 6, 8*

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US market performance

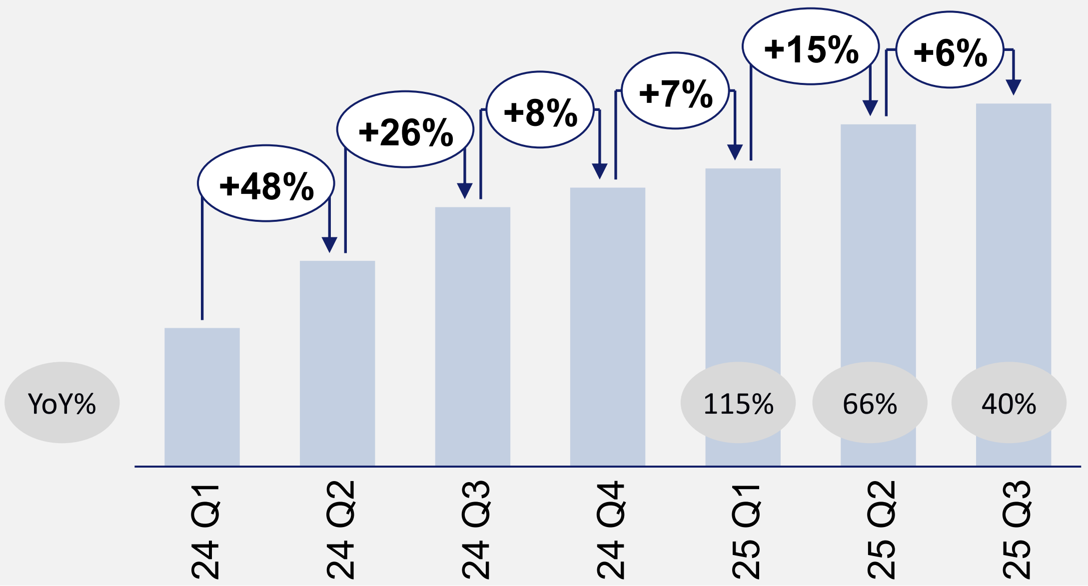
Robust YoY growth despite high comparators in previous year

Strong sequential development in new consumer acquisition rate

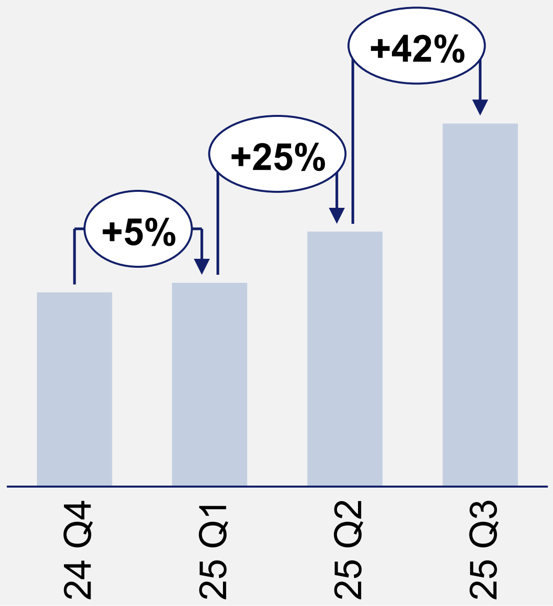
Zyn returns to US assortment

- Zyn sales resumed with direct supply and Media & Insights cooperation re-established
- Reactivation of Zyn consumers is the focus of Q4 commercial activities

Non ZYN NP volume sold into open states



New consumers



US outlook

Regulatory landscape potentially improving

- FDA pilot program to improve efficiency and streamline the PMTA process is underway
  - FDA cited the ‘continuum of risk’, noting specifically FDA Marketing Granted Order (MGO) NPs can generally pose lower health risks
  - Aim is to issue decisions on four manufacturers’ PMTAs before the end of 2025
  - Accelerated review does not guarantee an MGO

Preparing for acceleration

- Detailed market analysis underway to understand the evolution of the consumers’ needs for different offline segments. Areas being examined include:
  - How does Haypp’s consumer offering resonate with different consumer segments?
  - How do purchasing patterns on unmet needs change with different consumer vintages?
  - What are the perceived impediments to shopping online?
- In conjunction Haypp commissioned a marketing agency to refine the execution of our engagement with offline consumers
- Implementation to begin in early 2026

Regulatory and Litigation update

Regulatory update

USA

- State and local regulation continues to develop with a primary focus on NP taxation. Details of these initiatives are expected to become clearer in 2026
- Denver, Colorado holding referendum on tobacco products flavour ban

European Union

- In addition to the Tobacco Taxation Directive (TTD) the EU Commission is preparing proposals for the upcoming Framework Convention on Tobacco Control (FCTC) meeting in November 2025. These discussions are expected to generate negative headlines that over time will likely moderate
- We remain cautiously optimistic about the regulatory outlook for the EU, where initial positions are opposed by various member states, led by Sweden

UK

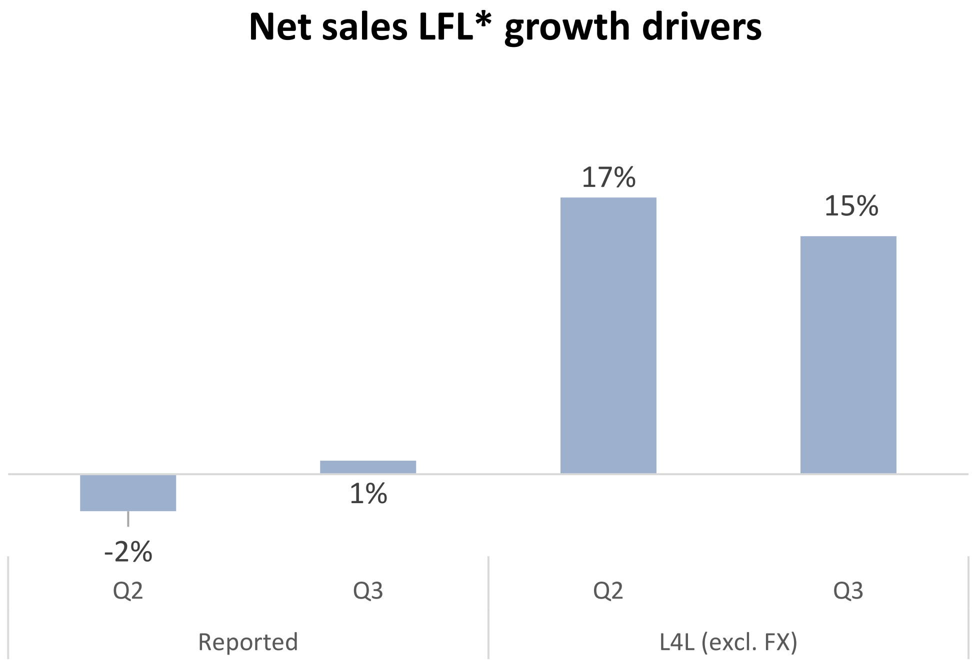
- Tobacco and Vape's bill prospectively implementing nicotine pouch standards inline with Haypp's policies

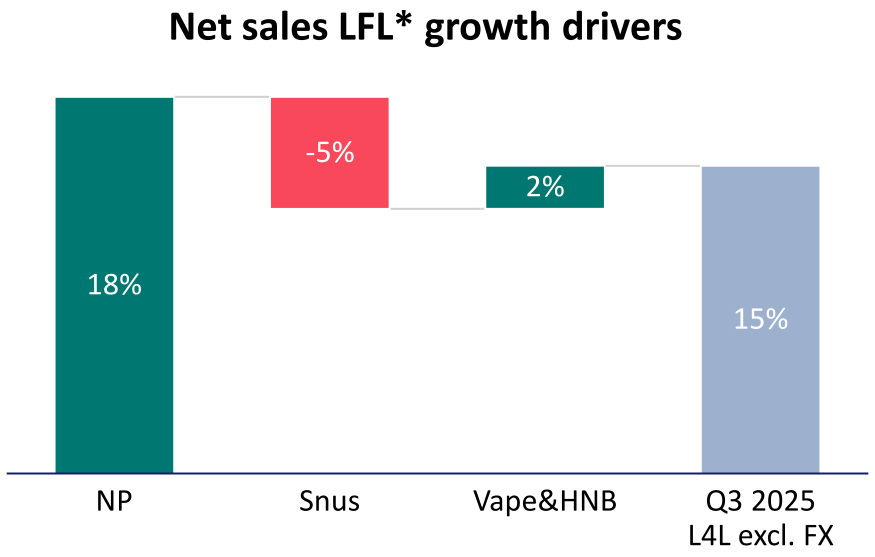
Litigation update

- Haypp's legal proceedings in Stockholm, Sweden are expected to take another 3-9 months
- Settlement reached in San Francisco, California complaint, removing US litigation uncertainty

Sustained sales performance

- Slow start of the quarter in the Core Markets, with acceleration from mid-August
- Snus decline accelerated relative to the first part of the year
- NP remains the growth driver with the snus decline partly offset by Vape & HnB products in Sweden and Germany



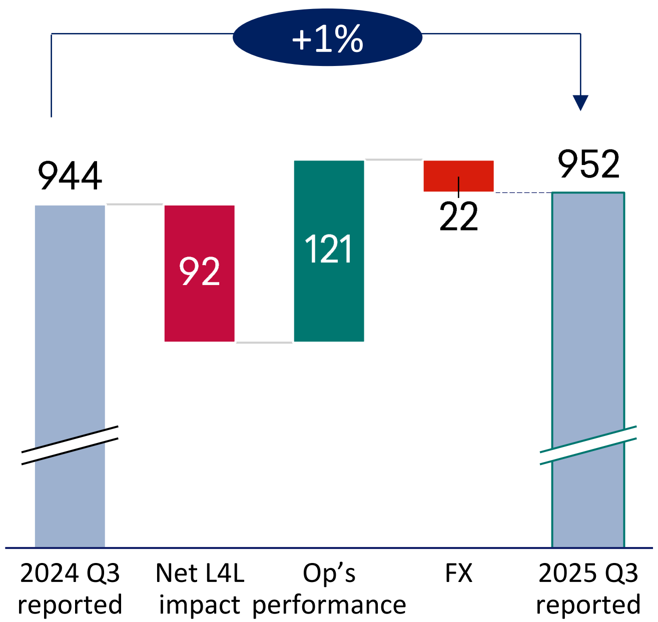


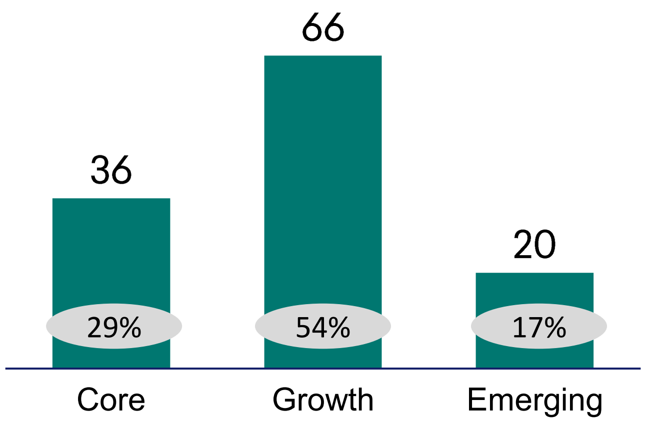
**LFL: 2024 baseline excludes loss of US Zyn, US tobacco products and closed state sales, while 2025 is adjusted with Zyn sales from mid September 2025*

Financial overview – LFL sales development

- LFL growth mainly driven by US
- Reported sales were negatively affected by foreign exchange movements, primarily due to the depreciation of the Norwegian krone and US dollar against the Swedish krona

Net sales
(mn SEK)





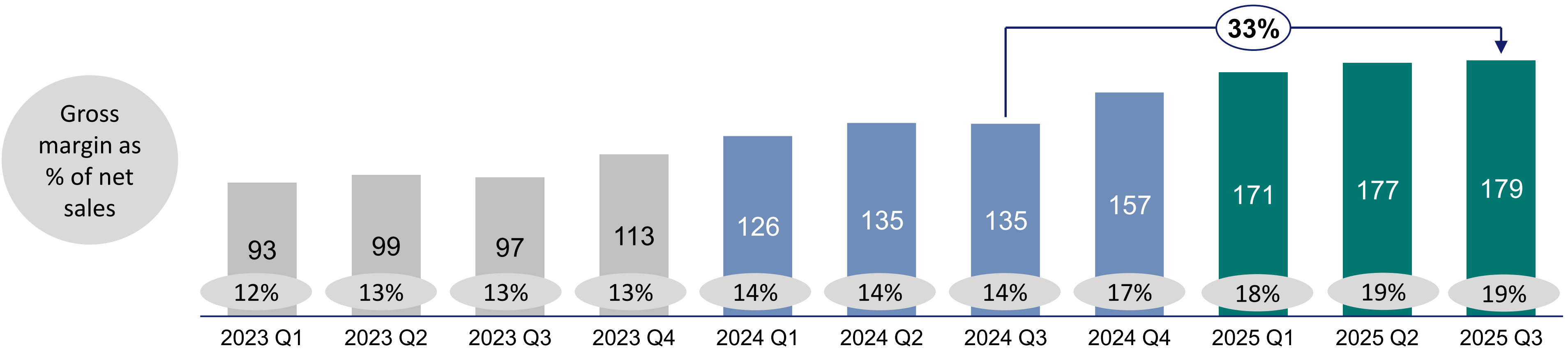
	Q3 Reported	Q3 LFL *(excl. FX)**
Core	+4%	+5%
Growth	-14%	+39%
Total	+1%	+15%

**LFL: 2024 baseline excludes loss of US Zyn, US tobacco products and closed state sales, while 2025 is adjusted with Zyn sales from mid September 2025*

Financial overview – Strong gross margin expansion continues

The Group's gross margin expanded by nearly 5ppt vs last year to 19 per cent (SEK 179mn) largely driven by:

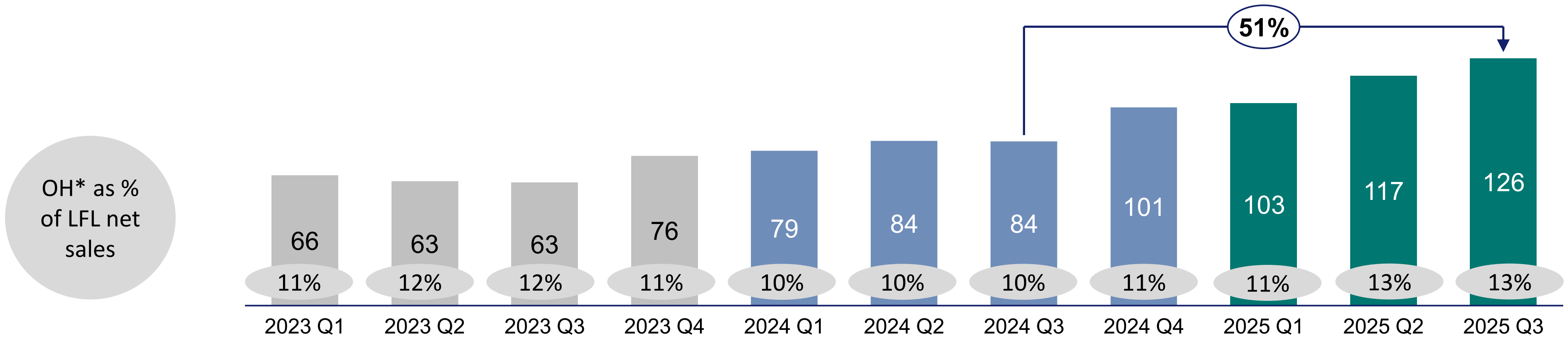
- Media & Insights value
- Fulfilment scale benefits



Financial overview – Overhead investments continuing

The Group's overhead base* increased to SEK 126mn (+51% vs Q3 2024) in the third quarter mainly driven by:

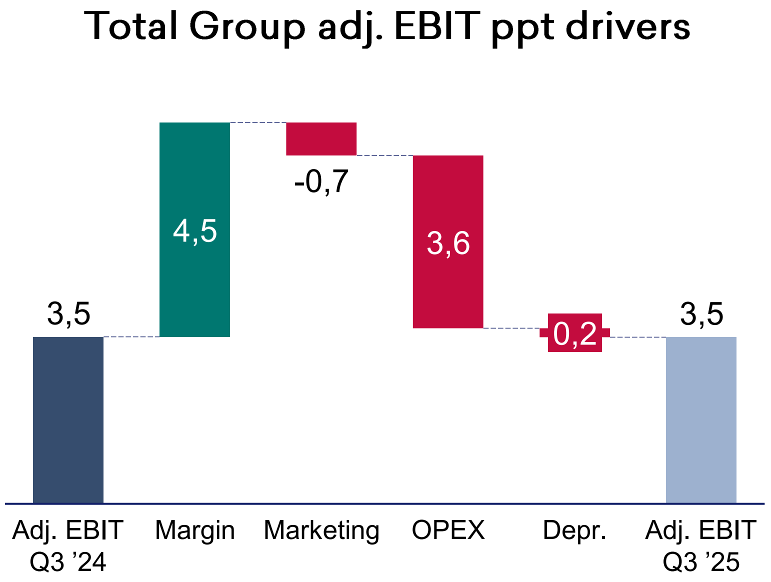
- US local team capabilities
- Further strengthening the Media & Insights teams
- Activities to increase online channel and Haypp Group's brand awareness

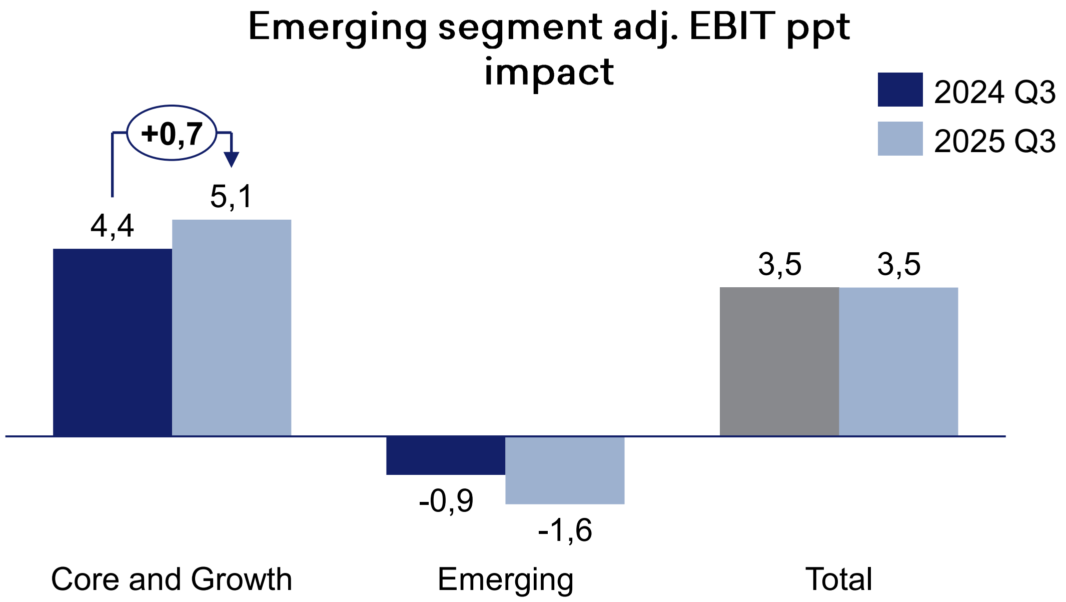


*Capitalised work on own account + Other external costs + Personnel expenses; excluding adjusting items

Financial overview - Profitability

- Adjusted EBIT for the third quarter grew by 0.9 per cent and amounted to SEK 33.4mn (33.1). The adjusted EBIT margin remained flat year-over-year at 3.5 per cent (3.5)
- Cash flow from operating activities for the 9 months through September was SEK 152.2mn (159.1)

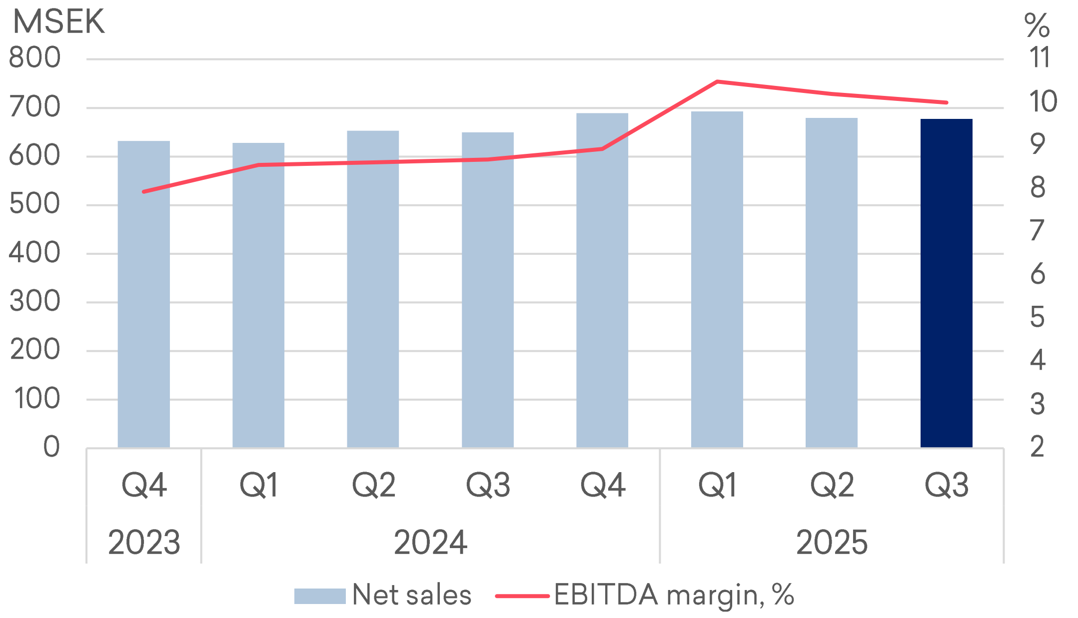




Core Markets

- Net sales increased 4.3 per cent and reached SEK 677.5mn (649.5) for the third quarter. In constant currency, net sales increased by 5 per cent during the quarter
- Nicotine pouch volume – which is 57 per cent (50) of Core volume – grew 15 per cent during the quarter
- Snus declined faster than the medium-term trend
- The number of active consumers decreased by 1 per cent to 410 thousand (417), driven by a decrease in snus users
- EBITDA for the segment increased by 20 per cent to SEK 67.5mn (56.4). The EBITDA margin amounted to 10.0 per cent (8.7), mainly due to Media & Insights

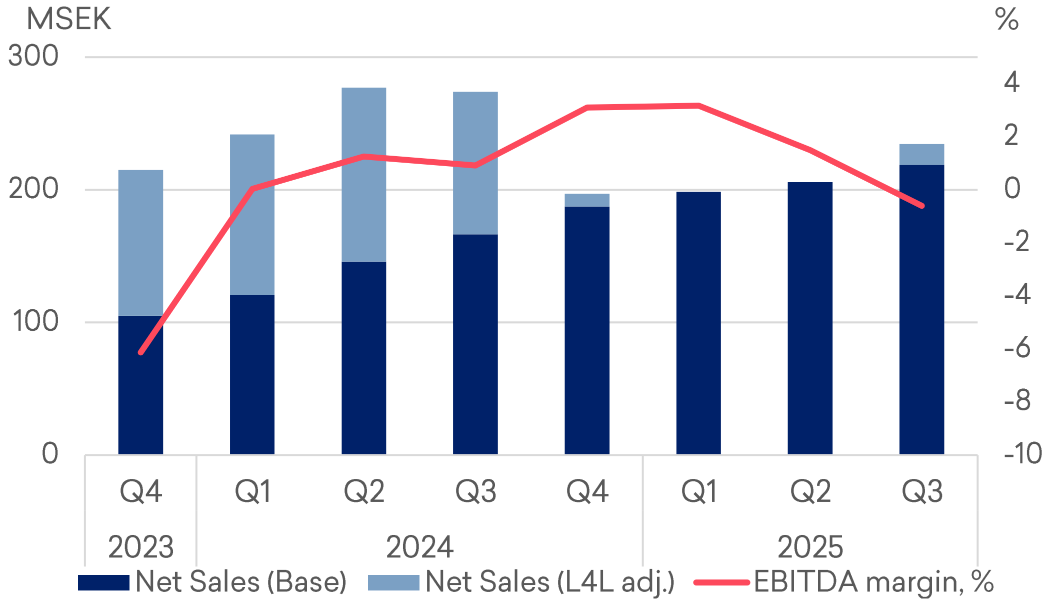
SEK mn	2025 Q3	2024 Q3	LTM	Full-Year 2024
Net sales	677.5	649.5	2,738.5	2,619.0
EBITDA	67.5	56.4	270.4	227.3
EBITDA margin, %	10.0%	8.7%	9.9%	8.7%
Active consumers (thousand)	410	417	762	756



Growth Markets

- Reported net sales decreased by 14 per cent to SEK 234.4mn (273.8) driven by the absence of US Zyn, discontinuation of Tobacco product sales and state closures. LFL net sales at constant currency increased by 39 per cent
- The number of active consumers decreased by 25 per cent to 137 thousand (182). This reduction was driven by factors noted above as well as the exceptionally high intake of new US consumers driven by the initial Zyn shortage during Q3 2024
- Nicotine pouch volume grew by 32 per cent on a LFL basis (reported 0.4 per cent decline)
- EBITDA decreased to SEK -1.4mn (2.5) due to increased overhead costs, partially offset by favorable product mix and Media & Insights, resulting in an EBITDA margin of -0.6 per cent (0.9)

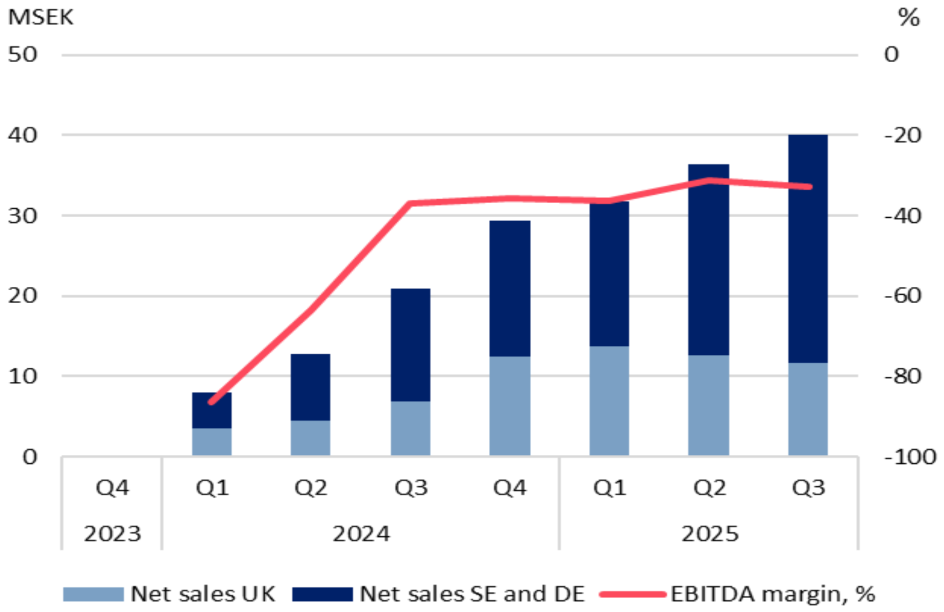
SEK mn	2025 Q3	2024 Q3	LTM	Full-Year 2024
Net sales	234.4	273.8	835.8	989.7
EBITDA	-1.4	2.5	14.2	12.2
EBITDA margin, %	-0.6%	0.9%	1.7%	1.2%
Active consumers (thousand)	137	182	242	327



Emerging Markets

- Net sales for the third quarter increased by 91.5 per cent and amounted to SEK 40.1mn (21.0) with growth driven by Sweden and Germany
- We are discontinuing our UK nicotine vaping and Heat-not-Burn sales in the fourth quarter, resulting in a sharper focus on the rapidly growing UK NP market
- The number of active consumers reached 27 thousand (20)
- EBITDA was SEK -13.1mn. The EBITDA margin of -32.7 per cent was driven by commercial investments and a high share of fixed costs relative to current volumes

SEK mn	2025 Q3	2024 Q3	LTM	Full-Year 2024
Net sales	40.1	21.0	137.7	71.1
EBITDA	-13.1	-7.8	-46.5	-33.3
EBITDA margin, %	-32.7%	-37.1%	-33.8%	-46.8
Active consumers (thousand)	27	20	54	63



Selected KPIs

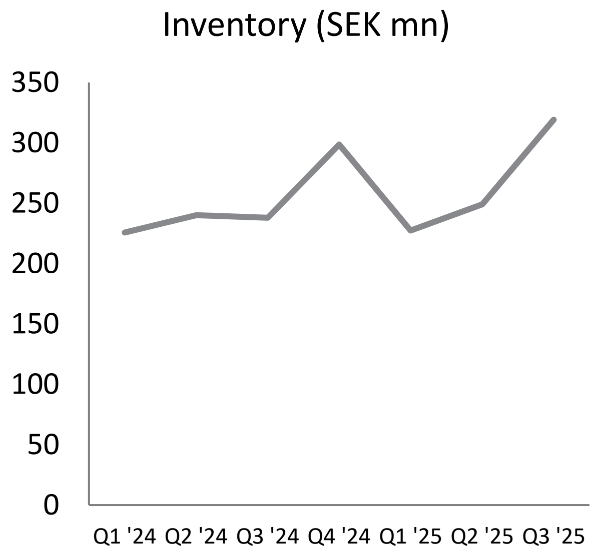
- Q3 balance sheet remained healthy with Net Debt to adj. EBITDA ratio @ 0.4x
- Inventory turnover 11.1 times on a LTM basis

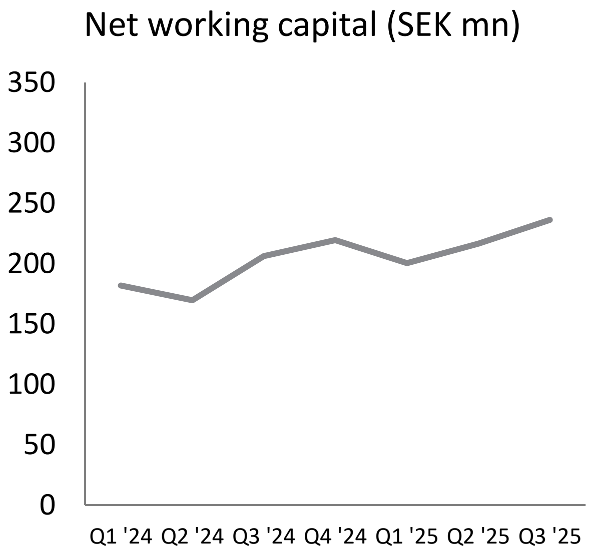
Inventory levels healthy

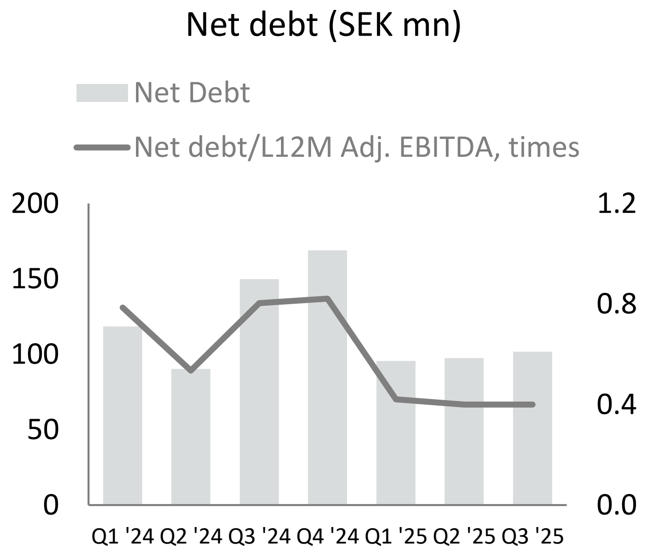
Increase is driven by Zyn inventory build in US

Stable working capital

Leverage remains low: 0.4 x LTM adj. EBITDA







Outlook

Outlook

- Long term fundamentals remains robust for risk reduced products, for the online channel and for Haypp
- Conditions within the US continue to improve
- The Group’s operating model continues to deliver increasing value for consumers and suppliers while growing the company’s gross margin over the medium term
- With tightening legislation Haypp’s commitment to compliance is expected to be a significant competitive advantage

Long term target

Haypp Group's Board of Directors adopted the following financial targets for 2028

Sales

- Revenue growth range of 18-25 per cent CAGR annually. 2025 growth is expected to be below this range

Profitability

- Adjusted EBIT margin of 5.5 percent +/- 150 basis points

Dividend policy

- The Board of Haypp Group expects to reinvest cash flows into the company's continued expansion

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For more information visit Haypp Group Investor Relations
hayppgroup.com/investor-relations

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Appendicies

Selected KPIs

	2025 Q3	2024 Q3	LTM	Full-Year 2024
Operational				
Number of orders (thousand)	1,230	1,281	4,802	4,946
Average order value (SEK)	689	687	695	690
Active customers (thousand)	574	618	1,058	1,146
Balance sheet				
Inventories (SEK mn)	319.2	237.9	-	298.7
Net working capital (SEK mn)	236.2	206.2	236.2	219.5
Net debt (SEK mn)	101.8	179.9	101.8	169.0
Investments (SEK mn) YTD	-75.0	-68.7	-	-116.7
Net debt/Adjusted EBITDA, times	-	-	0.4	0.8
Equity/Total assets ratio, %	56.3	58.8	-	55.4
Cash flow				
Cash flow from operating activities (SEK mn) YTD	152.2	159.1	152.2	194.6
Closing cash and cash equivalents (SEK mn) YTD	34.9	20.1	-	35.2


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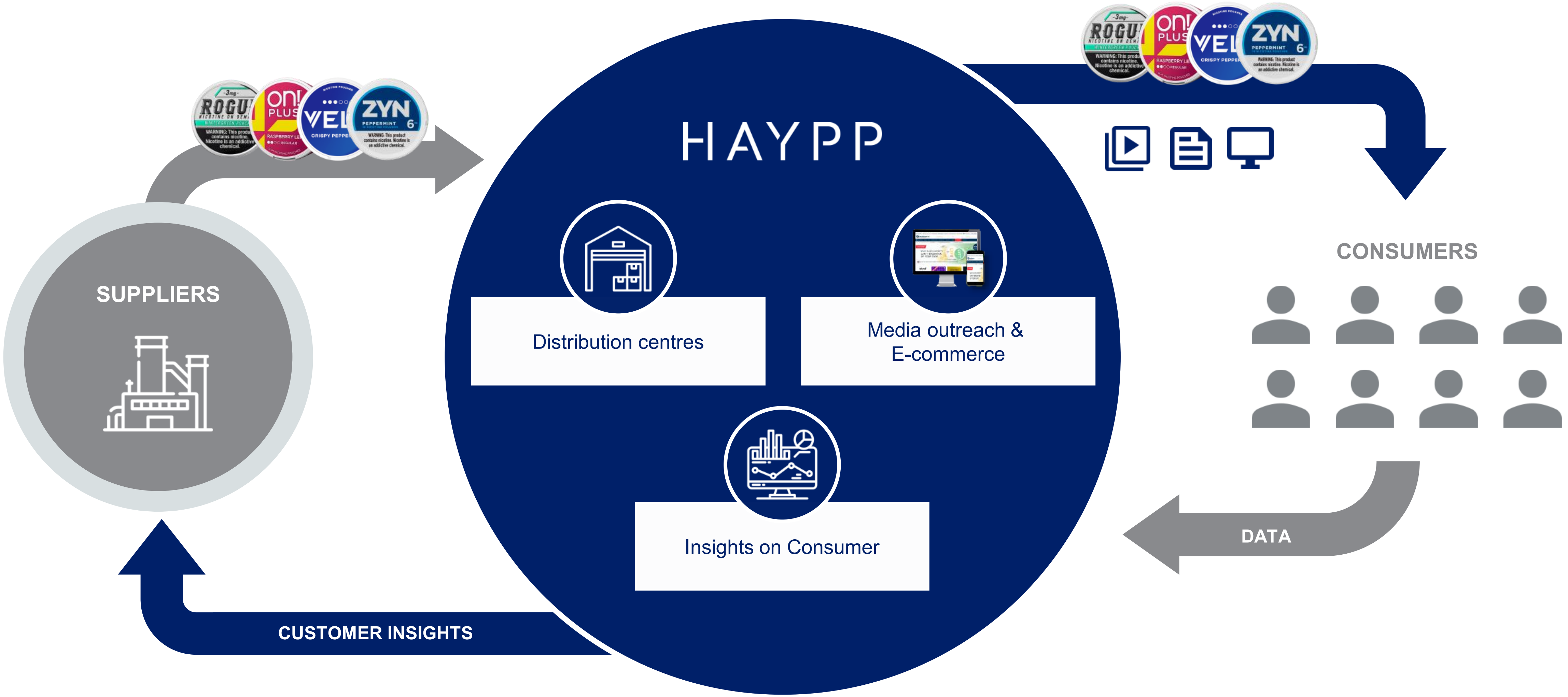
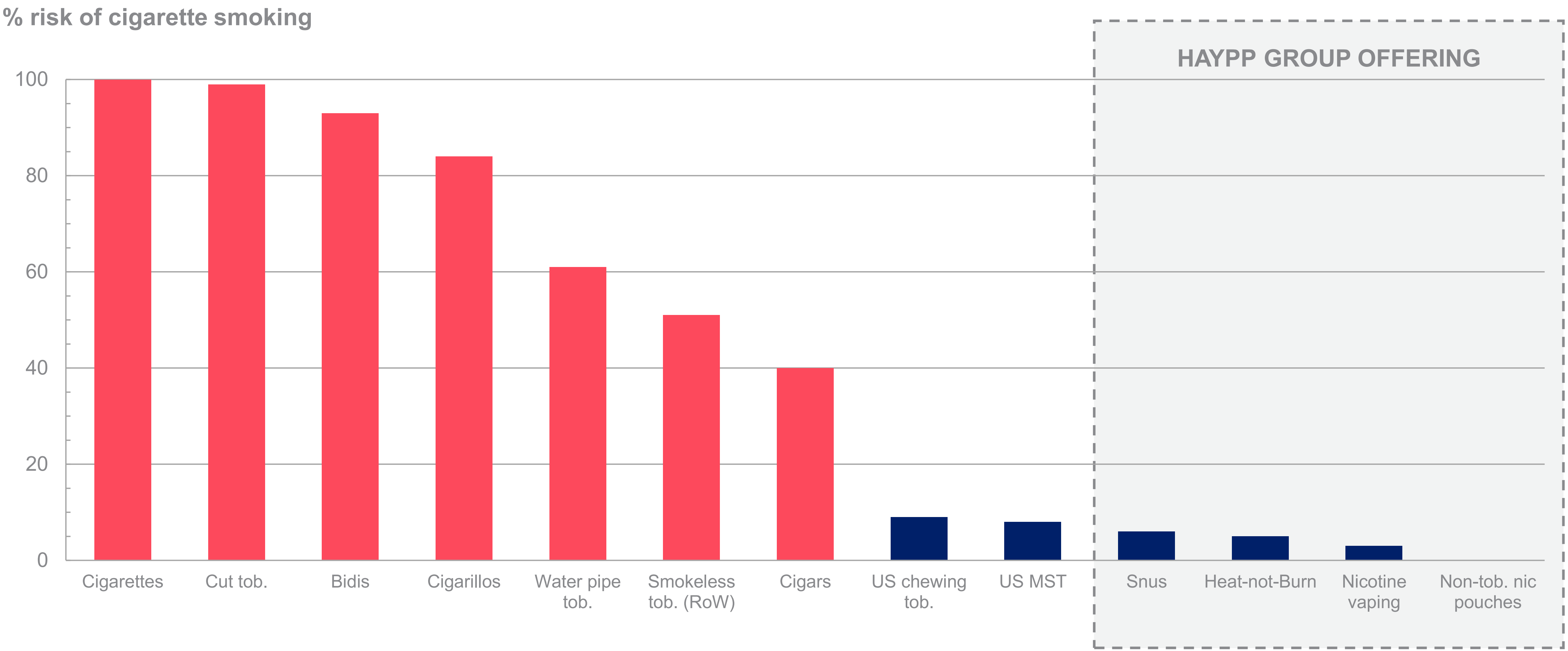
Haypp Group business model: Integral position in the value chain

Continually improving assortment of innovative products



Haypp Group focus on less harmful products



Murkett R, Rugh M and Ding B. Nicotine products relative risk assessment: an updated systematic review and meta-analysis [version 2]. F1000Research 2022, 9:1225 (doi: 10.12688/f1000research.26762.2)

Haypp's constants across markets

Consumers demand

- Significant, consistent value
- Choice/assortment
- Fast, reliable delivery

Regulators mandate

- Legal Age Access Only
- Appropriate limits on nicotine strengths and restrictions on packaging & flavor descriptors
- Compliant with local regulation

Suppliers/brand owners require

- Efficient, scalable access to consumers
- Reliable, trustworthy partner who sets standards for age restricted products
- Market insight on consumers revealed preferences (what & why)

Technology enables

- Easier purchase experience (even within highly regulated environments)
- Personalized experience
- Benefits captured by largest (if structured appropriately)

Strategy for success

Continuously improving Search, Assortment, Price and Convenience at scale requires the correct technology and infrastructure