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Per-Arne Andersson CEO



Mats Lundmark CFO



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Svedbergs Group

Svedbergs / Group head office: Dalstorp, Västra Götaland, Sweden

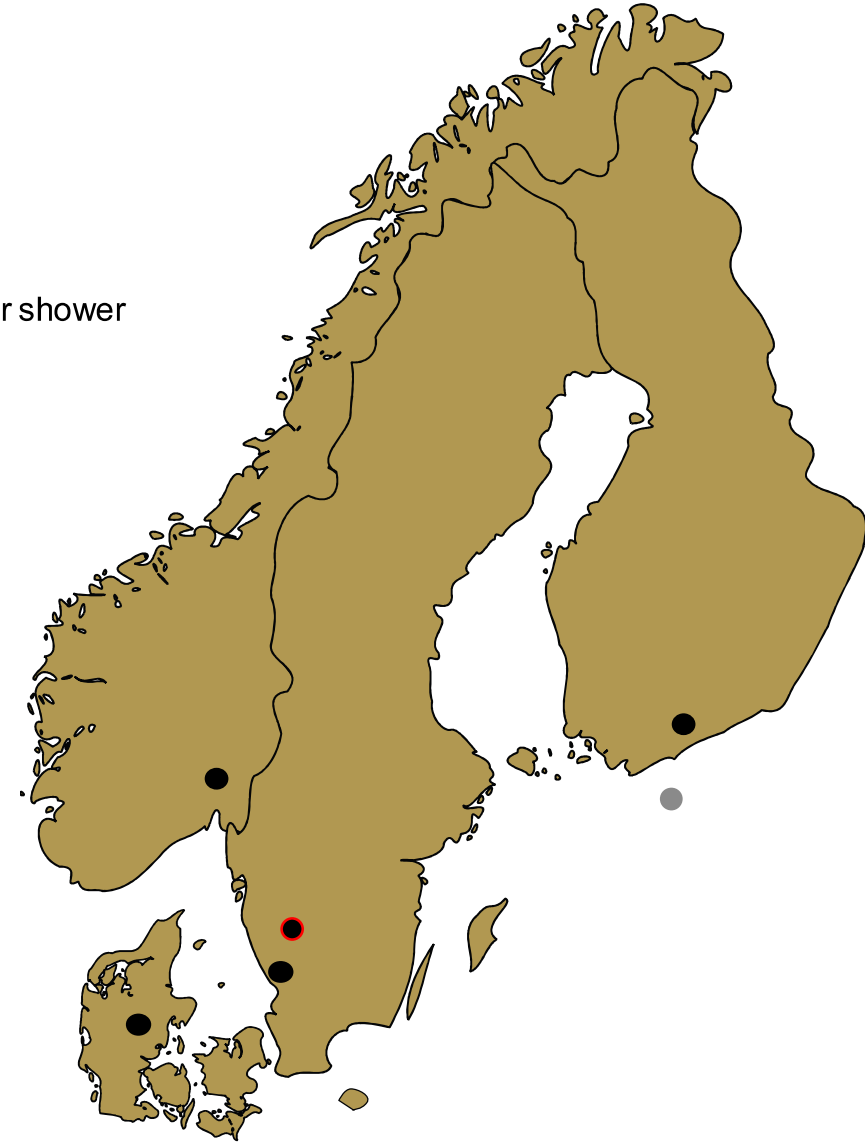
- Sales office & Customer Service
- Carpentry, Sheet metal forming, Varnishing wood and sheet metal / aluminum for shower and furniture manufacturing
- Assembly & Warehouse
- Activity in all Nordic countries
- 161 FTE (Finland 8 FTE, Norge 3 FTE, Denmark 1 FTE)
- 75% of everything sold is manufactured in the production unit in Dalstorp

Macro designs head office: Laholm, Halland, Sweden

- Sales office & Customer Service
- Sheet metal and aluminum processing for shower production
- Assembly & Warehouse
- Activity in Sweden & Norway
- 53 FTE (Norge 3 FTE)
- 80% of everything sold is manufactured in the production unit in Laholm

Cassøe Office & showroom: Herning, Jutland, Denmark

- Sales office & Customer Service
- Warehouse
- 13 FTE



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*” Growth will be achieved both organically
and through acquisitions of profitable
companies that complement our business”*

Financial targets

Svedbergs Group should have an average annual growth of 10% including acquisitions and an EBITA margin of 15%

Seen over a business cycle (7 years), average growth including acquisitions has been about 8.5%. (proforma 9.6%)



Our Markets

Svedbergs Group operates in all Nordic markets and with certain exports to other European countries. Our four main markets are Sweden, Norway, Denmark and Finland. We sell in both the consumer and project markets.



Our Brands

Svedbergs has a long and ancient history packed with innovation, inspiration and craftsmanship. We have been manufacturing bathroom fittings in the Swedish town of Dalstorp since the early 60's.

Macro Design has evolved from being a shower supplier only to also supplying bathroom furniture. The development has largely been to strengthen the position in the market together with the specialized stores.

Cassøe is active in the Danish market based in Herning, Jutland Denmark. The company is a supplier of mixers and bathroom fittings through retailers such as plumbing wholesalers, tile stores, bathroom and kitchen shops & stores.

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Our Sales channels

- Good and long relationships
- Channel independent customer meeting
- Interacts where the customer is

KANALER



GROSSIST



PROJEKT



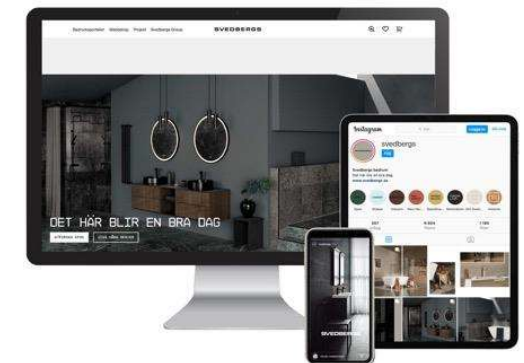
BYGGVARUHANDEL



FACKHANDEL

The past year 2020

- Profitable growth - New customer agreements
- Launch of new digital platform
- Challenge by Pandemic
- Acquisition of Cassoe
- Strengthened market position through increased market communication & product launches
- New group organizational structure



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www.svedbergs.se

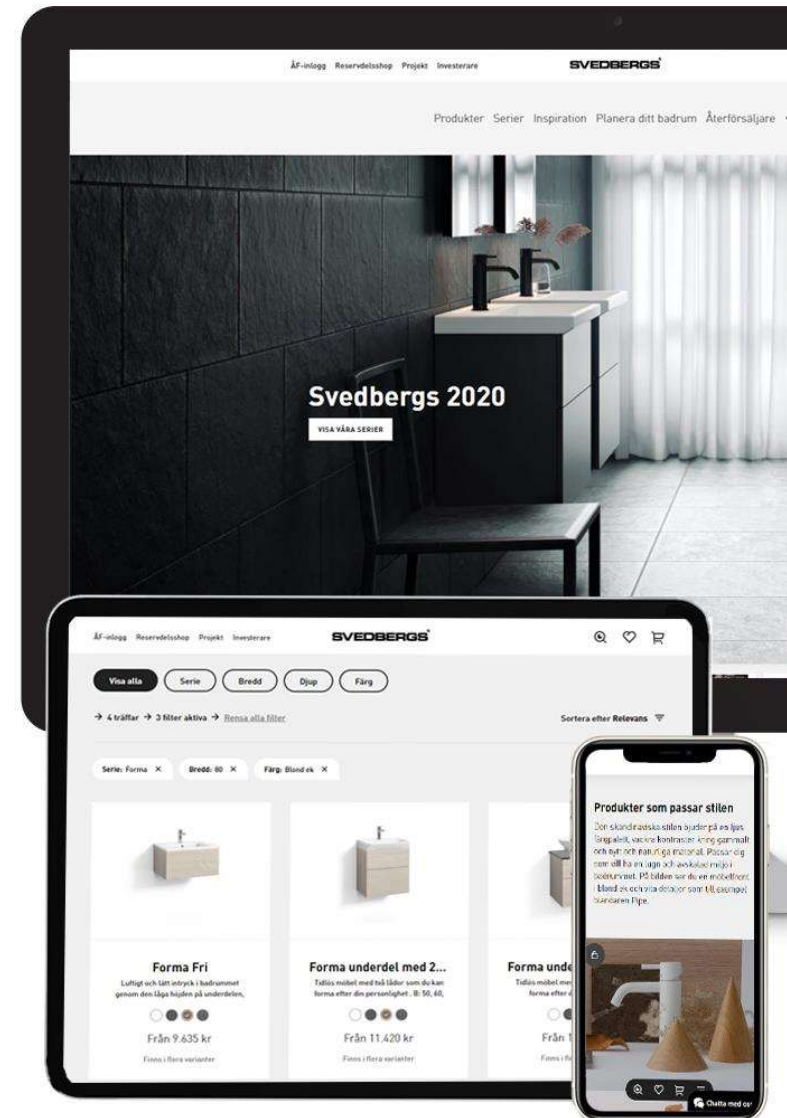
Target: End user

- Inspiration - Blueprint, Shower Configurator
- Freedom of choice
- Information
- Web outlet/Spareparts

Target: Reseller

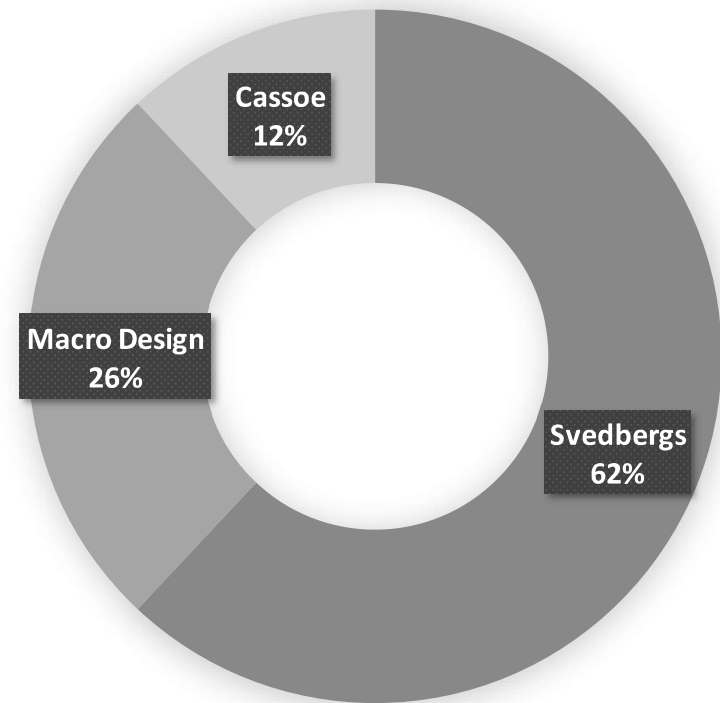
- Ordering from reseller
- Search function for articles with orders and history.
- Delivery notice
- Important information

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Sales per segment

- FY 2020 (Proforma)

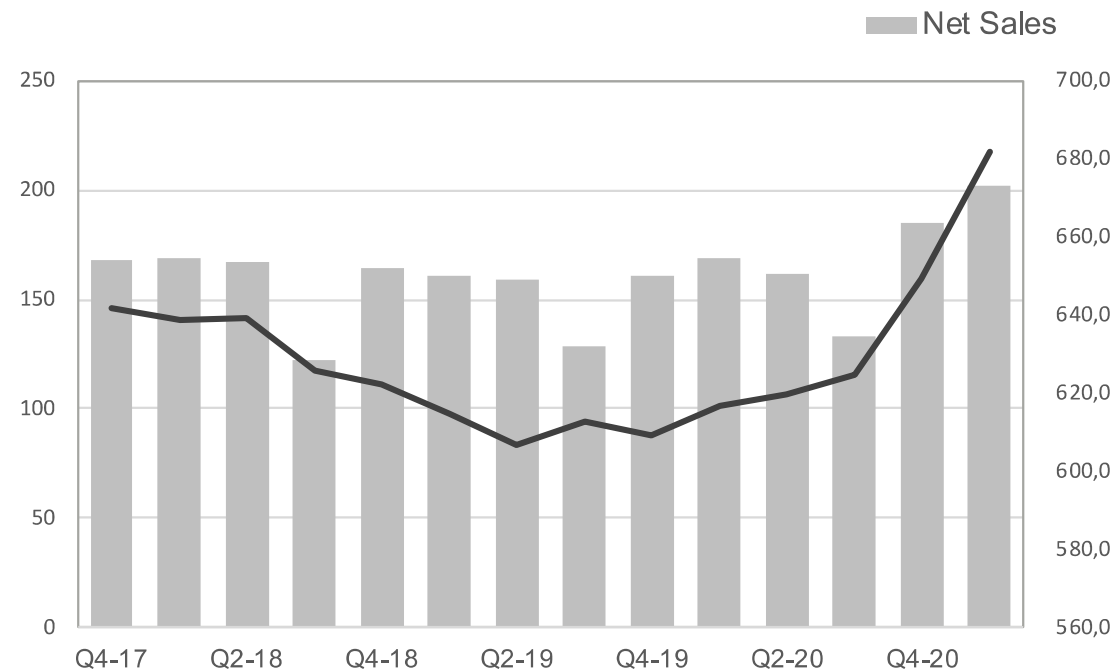


Financials Q2/1H 21 Sales

- Increased Turnover +19%, Organic growth, 5%.
- Turnover impacted -0,7% by F/X



Net Sales,
Mkr



	Total Growth	Acquisition %	Cassöe	%	F/X Impact	%	Organic Growth	%	Ctrl
Q2	57,3	35,4%	26,2	16,2%	0,2	0,1%	30,9	19,1%	35,4%
6 Months	89,9	27,2%	50,4	15,2%	-2,3	-0,7%	41,8	12,6%	27,2%

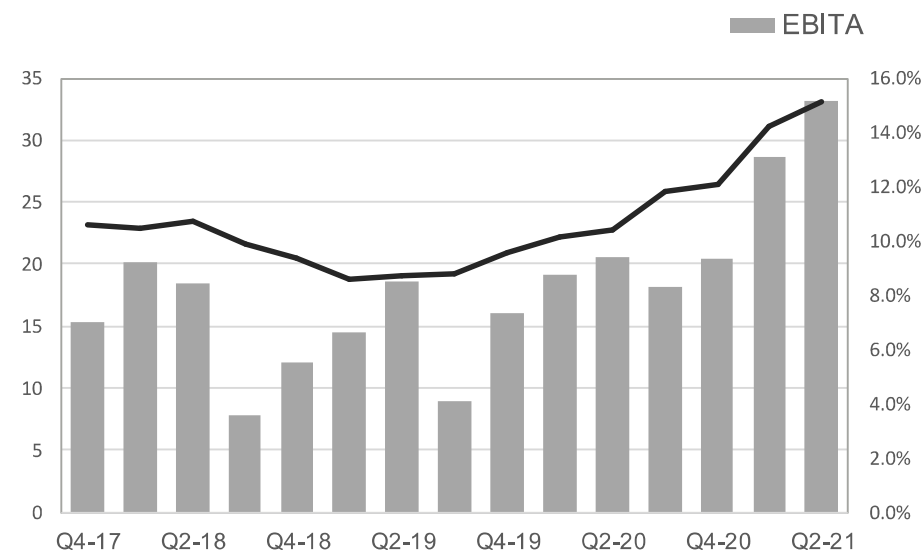
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Financials Q2/1H 2021

- GM% is up with 0,5% Y/Y up 2,6% vs Q4 20
- EBITA margin at 14,2% – increase 2,9% (Y/Y)
- EBITA Margin except Cassøe, 12,9% an improvement with 1,6%.

Mkr	Q1 21	Q1 20	Idx	R12	FY 20	FY 19	Idx
<i>Net Sales</i>	201,7	169,1	119	682,0	649,4	609,0	107
<i>Cogs</i>	-114,2	-96,5	118	-393,3	-375,5	-351,4	107
<i>GM</i>	87,5	72,6	121	288,7	273,9	257,6	106
<i>GM%</i>	43,4	42,9	101	42,3	42,2	42,3	100
<i>EBITA</i>	28,7	19,1	150	87,7	78,2	58,1	135
<i>EBITA%</i>	14,2	11,3	126	12,9	12,0	9,5	126
<i>EBITDA</i>	36,1	25,3	143		101,9	81,9	124
<i>EBITDA%</i>	17,9	15,0	120		15,7	13,4	117

EBITA-margin



Financial KPI Q2/1H 2021

Cash Flow impacted by

- Sales Growth & unbalanced sales
- Inventory increase due to new product assortment & Safeguarding deliveries

	Q1 21	Q1 20	Q1 20	FY 19
<i>Equity ratio, %</i>	34,8	33,9	33,7	33,1
<i>Net Debt, Mkr</i>	191,4	197,2	187,8	198,3
<i>Capital Employed, Mkr</i>	492,5	423,5	473,6	413,5
<i>Return on Capital Employed, %</i>	22,6	15,2	16,8	15,3
<i>Return on equity, %</i>	36,8	24,3	23,7	24,3
<i>Equity per share, kr</i>	11,7	9,0	10,7	8,5
<i>Investments, Mkr</i>	5,5	9,8	84,5	26,2
<i>Cash Flow from operations, Mkr</i>	1,5	10,1	94,2	60,7
<i>Cash Flow from operations/Share kr</i>	0,07	0,48	4,45	2,88
<i>Average No Employees</i>	237	224	237	226
<i>Share price at Period End, kr</i>	43,5	19,0	34,3	22,8
<i>Market Cap at Period End, Mkr</i>	922	402	726	482

Focus areas sustainability

Sustainability is an important part of our strategy. In 2019, Svedbergs Group developed a sustainability strategy with five focus areas that are linked to the UN's global goals and Agenda 2030. The Group's focus areas within sustainability are:



Infoga från hans

- *Reduce the environmental impact of our products*
- *Reduce greenhouse gas emissions*
- *Resource efficiency*
- *Wood from sustainable and enduring forestry*
- *Responsible business*

Sustainability

- Goals & Targets

	Target 2025	Actuals
Impact from transportation & vehicles	-20%	-12%
Share of renewable energy	100%	92%
Waste	-20%	-10%
	Target 2020	Actuals
Healthy Presence	>96,5%	95,1%
Wood from certified environmental source	100%	100%
Supplier, Code of Conduct	100%	100%

Market outlook

- Positive on the project side
- A major upgrade in the Svedbergs range
- We follow the development of the Corona Pandemic
- Challenges regarding transport from Asia, cost and lead time.

Hustyp och upplåtelseform	2017	2018	2019	2020*	2021p	2022p
Flerbostadshus	50 970	41 490	38 090	42 230	45 500	47 000
-Bostadsrätt	25 140	15 390	13 890	14 750	15 700	18 950
-Hyresrätt	25 680	25 810	23 780	27 030	29 300	27 500
-Äganderätt	150	290	420	450	500	550
Småhus	12 910	11 230	10 770	10 640	11 500	12 500
Tot. antal påbörjade lgh	63 880	52 720	48 860	52 870	57 000	59 500

Källa: SCB, Byggföretagen

*Siffrorna för 2020 är preliminära och uppräknade av Byggföretagen.

Market situation Wholesaler

- Growth 2020 + 2.2%
- Q4 + 3%

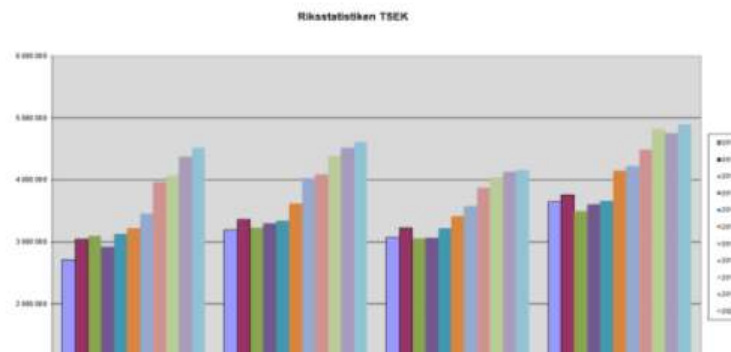
När vi nu summerar ett väldigt annorlunda 2020 kan vi konstatera att medlemmarna i Svenska Rörgrossistföreningen, RGF, gör ett försäljningsmässigt stabilt år.

De sex medlemmarna visar på en försäljningstillväxt över året på +2,2% jämfört med 2019. Efter ett relativt svagt Q3 med en tillväxt på låga 0,7% var utvecklingen under Q4 bättre med en tillväxt på +3%. Avseende utvecklingen inom några olika produktgrupper så ökade Rör, Värme och Teknisk armatur medan Porslin och Blandare visade på ungefär samma nivåer som förra året.

Göteborg ökar över året med +4,3% medan Stockholm ökar med +2,1%.

Det har under året varit en relativt stor variation av efterfrågan från olika kundsegment i branschen och vi kan konstatera att konjunkturavmattning och pågående pandemi har lett till kraftigt fallande investeringar inom sektorerna kontor, handel, hotell och nöjeslokaler. Bygg- och anläggning ökade främst beroende på starkare signaler från företag inom VA och anläggningsverksamhet som bidrog. Olika konjunkturinstitut rapporterar om en bredare konjunkturåterhämtning mycket drivet av en ökande världshandel, fortsatt låga räntor och ökad optimism i samband med den påbörjade Corona vaccineringen.

2020 summeras alltså som ett stabilt år för medlemmarna inom RGF.



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Construction start index

- We generally see a strong market ahead where construction starts have turned to positive indices since October.
- Estimated in 12 months, we are currently delivering against the index -6%
- We can clearly see a positive trend ahead.

Årsindex

Maj 2020 - Apr 2021
jämfört med perioden:



Maj 2019 - Apr 2020



Maj 2018 - Apr 2019



Maj 2017 - Apr 2018

Trend - Byggstartsindex

Visa korrelation

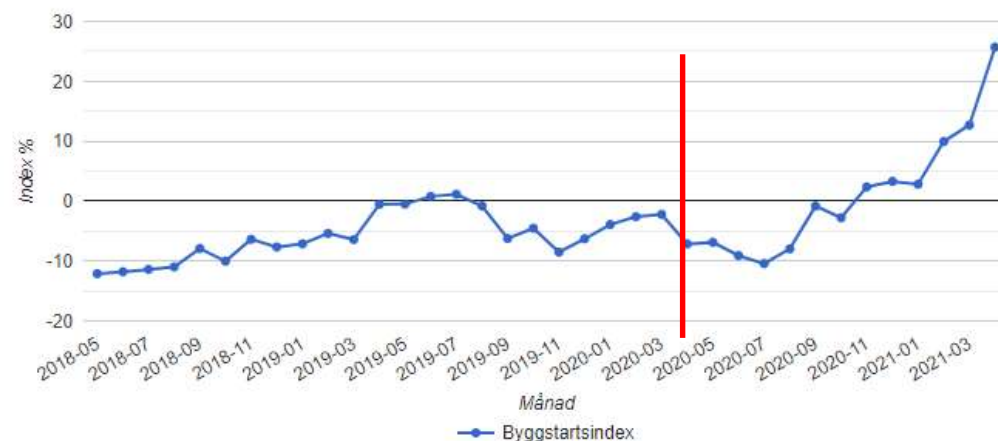
Spara som bild

Tidsintervall:

X-axel:

3 år

Månad



Källa: Byggfakta

Acquisition strategy

Svedbergs Group target to acquire companies that:

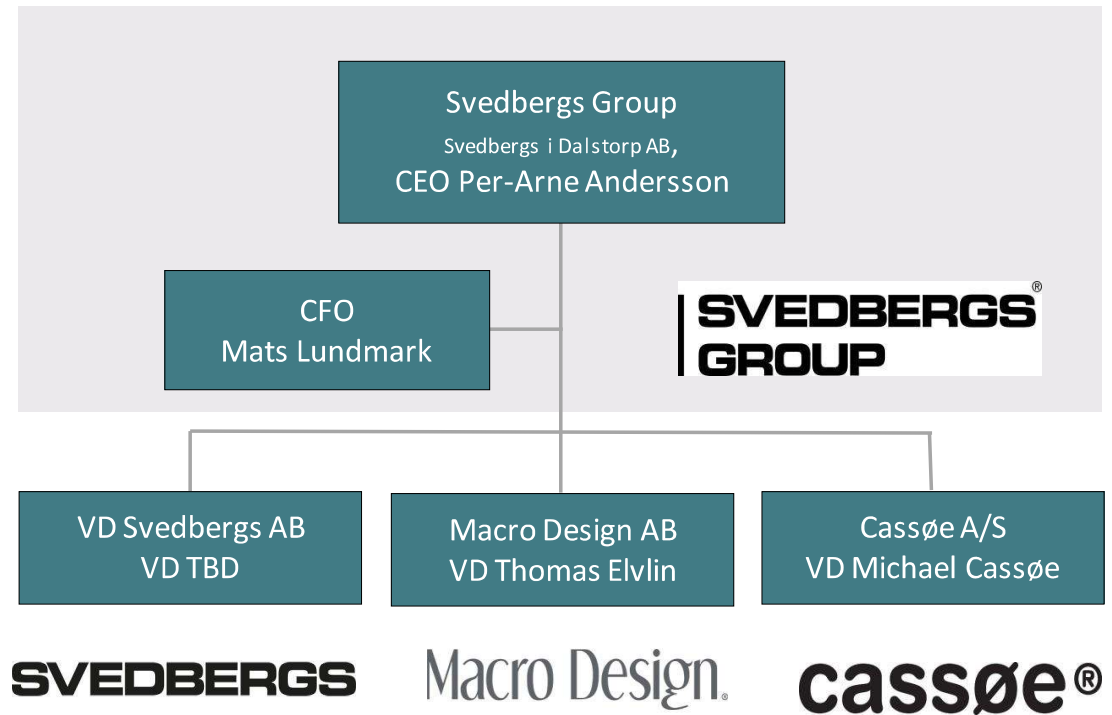
- Strengthens the geographical position
 - In Europe
 - Contributes to a leading market position in individual market / segment
- Complements with product categories
 - Mixer
 - Towel dryers
 - Accessories
 - Etc.



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New Group – structure

- "Cooperation without confusion"
- Clarity between our brands
- A clear structure to acquire more companies

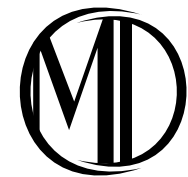


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The way ahead

- Commercial focus through continued digital development of our customers' buying journey.
- Organic growth by strengthening our brand, clear communication and new innovative products.
- Continued work to identify acquisition candidates.
- Independent companies with a clear focus in line with the established group structure

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Bathroom Portal

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