

## Svedbergs Group updates its segment reporting to geographic segments

**Svedbergs Group is introducing a new segment reporting structure in which reporting will going forward be based on geographic segments instead of brand segments.**

The new segment reporting is introduced as of 1 April 2026 and will be reported for the first time in the interim report for the second quarter of 2026, which will be published on 15 July 2026.

The change is being made to better reflect the Group's geographic market presence, operational management and strategic development. Svedbergs Group currently operates in the Nordics, the United Kingdom and the Netherlands, and has additionally acquired a majority stake in UBC s.r.o., Polysan s.r.o. and Sapho Manufactory s.r.o ("UBC") in the Czech Republic, which further strengthens the Group's presence in Central Europe.

Up to and including the first quarter of 2026, Svedbergs Group has reported each brand company – Svedbergs, Macro Design, Cassøe, Roper Rhodes and Thebalux – as separate segments.

The new geographic segment structure will consist of the following brand companies:

- Nordics: Svedbergs, Macro Design and Cassøe
- United Kingdom: Roper Rhodes
- Central Europe: Thebalux and UBC

– Svedbergs Group has evolved from a Swedish brand company into an international bathroom group with strong positions in several geographic markets. By transitioning to geographic segments, we more clearly reflect how the Group is managed and developed, while at the same time giving shareholders and other stakeholders a better picture of our market presence, our growth opportunities and the continued development in each region. The change is a natural step in our continued growth journey and is well aligned with our ambition to consolidate the European market for bathroom products, says Per-Arne Andersson, CEO of Svedbergs Group.

Comparative figures for the previous year will be restated and presented in connection with the interim report to enable comparability.

### Contacts

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### About us

Svedbergs Group is a long-term investor in Europe's strongest independent companies that design, manufacture and market sustainable bathroom products and services. We are growing through organic growth and acquisitions that complement and strengthen our group through new product categories, geographic spread and new knowledge in marketing, innovation and sustainability. We create value by sharing each company's unique expertise with the rest of the group, and we care about maintaining the entrepreneurial drive and commitment of the companies. We call this cooperation without confusion.

