



Elektroimportøren

Andreas Niss CEO



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Revolutionizing the industry with the best customer experience in the most professional way -for everyone-



Our business model

From product development to installation

Elektroimportøren is present in the entire value chain of electrical equipment

Product development and production



High share of sales from private label Namron, securing a disruptive pricing model and strong operating margin

namron
the smarter choice

Wholesaler & Retailer



True omnichannel model with a popular web shop and physical stores with high share of professional, skilled experts

 **Elektroimportøren**

Installation



Unique platform connecting electric installers and consumers for seamless customer experience

Spotn

Customers

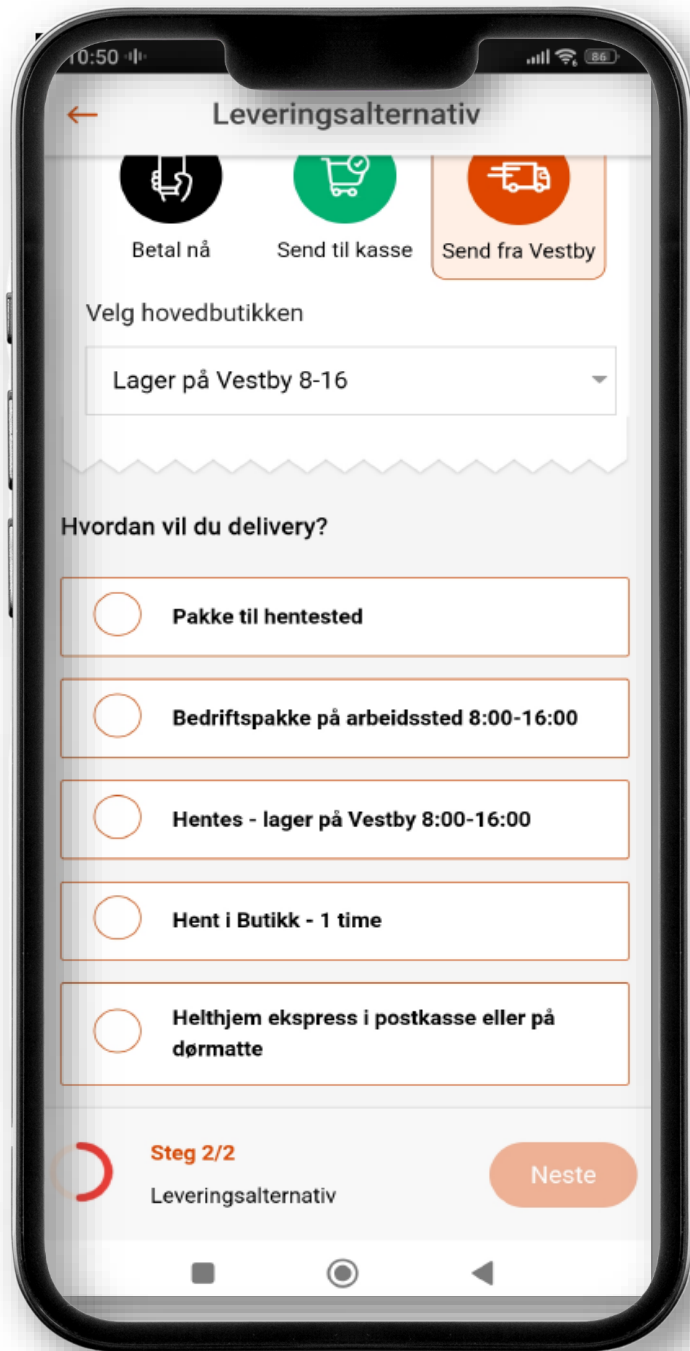
Targeting:

- ☒ Private consumers (**B2C**)
- ☒ Electrical installers / other professionals (**B2B**)

Share of sales

- ☒ B2B: 50%
- ☒ B2C: 50%





Bestill på nett - hent i butikk!

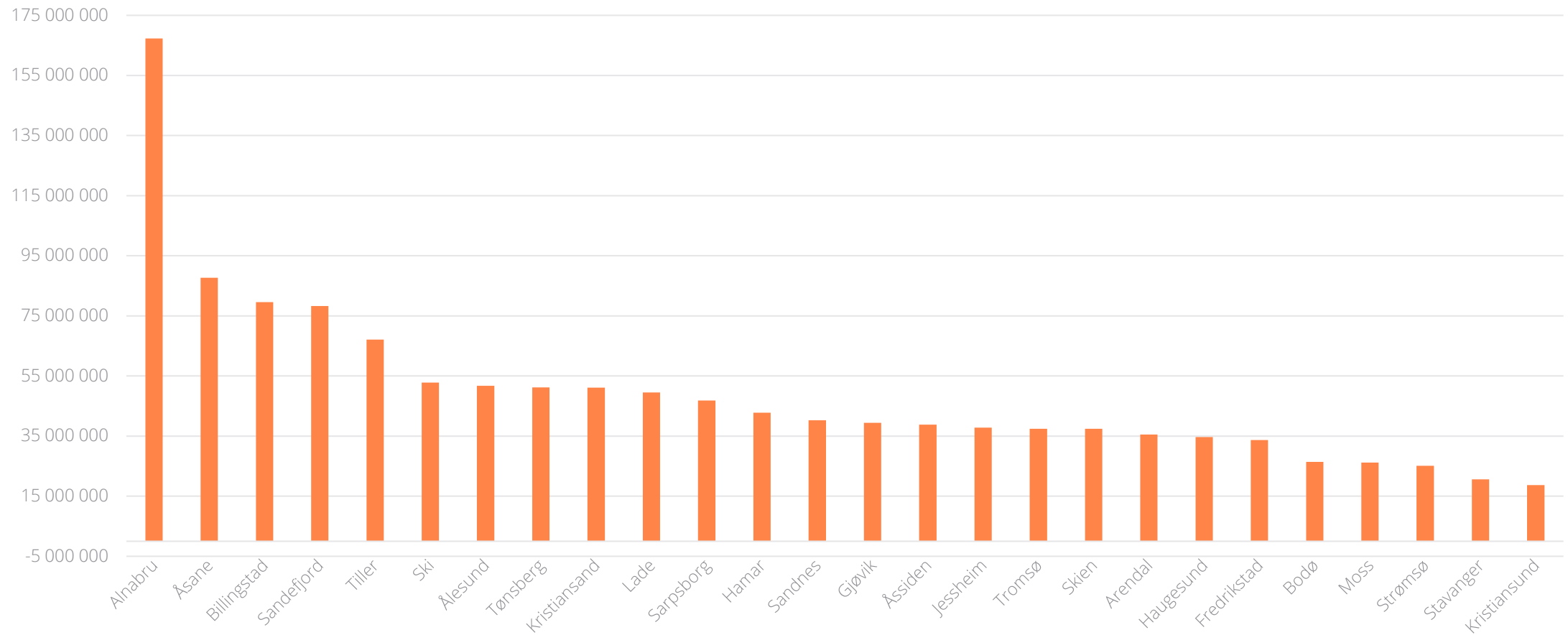
Bestill enkelt på elektroimportøren.no og hent i varehuset innen 2 timer.

LYSKILDER

Vår beste monterer!
Vi samarbeider med lokale installatørvirksomheter som utfører alle typer elektriske installasjoner.



Sales per store 2023



Average sales of NOK 48 million - Average gross margin of NOK 18 million - All stores with positive store contribution







namron
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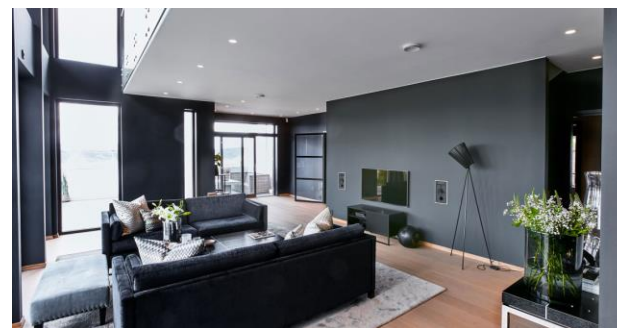
Namron from a private label to a brand



Belysning i huset



Belysning i entre



Belysning i stua



Belysning på kjøkken



Belysning på bad



Belysning på soverom



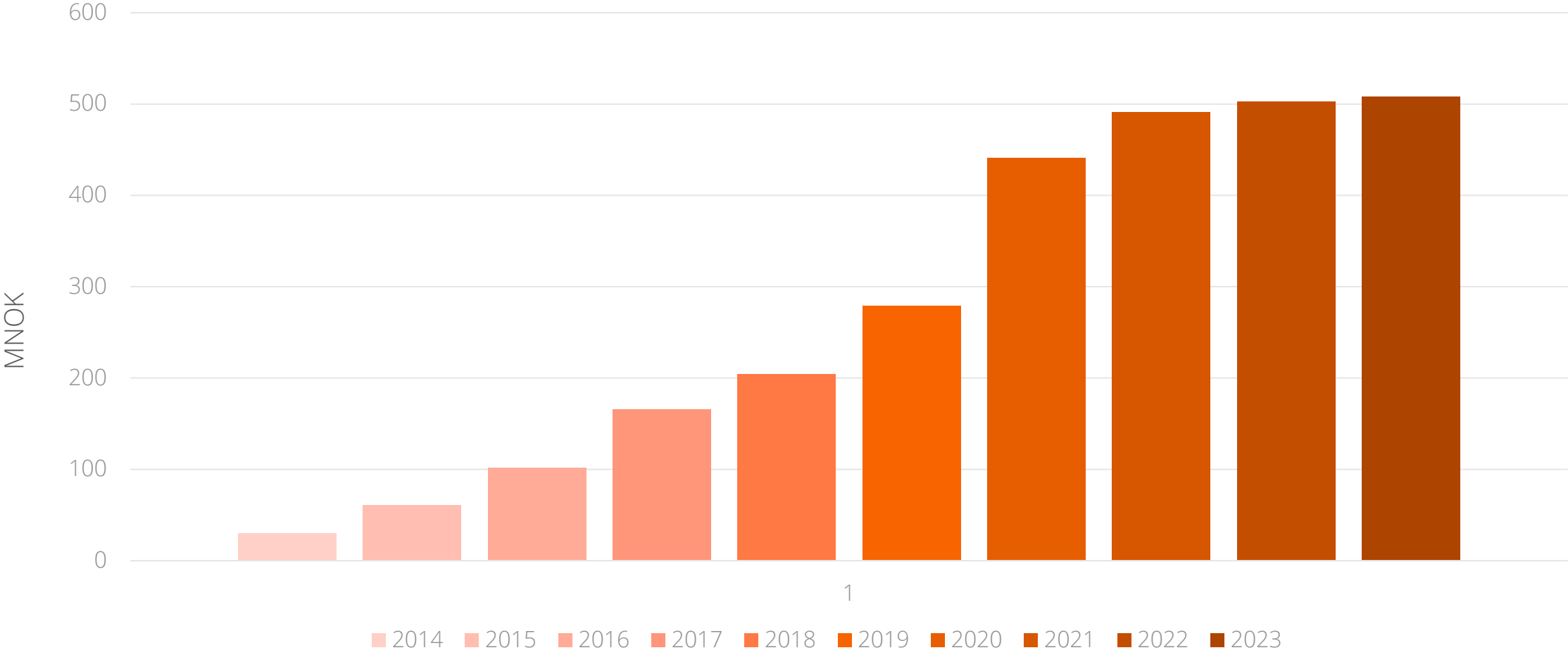
Belysning på barnerom



Belysning med Hue



Sales development Namron



Why consumers chose us












Elektroportøren Min Handlenkurv 3 varene(r), kr. 233,00
God ettermiddag, Andreas Niss | [Logg inn](#) eller [Ikke deg?](#)

Kampanjer > Outlet > Elektromateriell > Smarthus > Ventilasjon > Elbillader > Belysning > Varme > Hjem & Fritid > Verktøy > Kabel & Ledning > Elektrikerpakke > Mer > Varemerker >

Downlights Stikkontakt... Halogestav Knappebatterier PR Rørtråd Es... Eseee ladestas... Dimmer Smart dimmer Eblil ledelabel... Lysrør / Lyssto... Smart plugg

Side 1 Av 6

 <p>6x9mm hvit SF 25mm stift</p> <p>69,-</p> <p>★★★★★</p> <p>>1 000+ på lager</p>	 <p>Kampanje -25%</p> <p>Ferdigtrukket K-rør 16/PN 3G2.5 100m PM Flex</p> <p>1 599,-</p> <p>★★★★★</p> <p>>1 000+ på lager</p>	 <p>Kampanje -32%</p> <p>Wago koblingsklemme 221-412 2-leder Transparent</p> <p>299,-</p> <p>★★★★★</p> <p>>1 000+ på lager</p>	 <p>Kampanje -6%</p> <p>Stikkontakt Dobbel Påvegg uten jord RS1050 PT Polarhvit Elko</p> <p>89,-</p> <p>71,20 eks. mva. Ordinærpris 95,- Pris per 1 Dstikk</p> <p>★★★★★</p> <p>>1 000+ på lager</p>	 <p>Kampanje -17%</p> <p>Shelly PRO 4PM</p> <p>999,-</p> <p>★★★★★</p> <p>>40+ på lager</p>
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 <p>Elektroportøren</p> <p>4.4 (500+)</p>	Easee Home ladestasjon Antracit <p>Gratis frakt 6 495,-</p> <p>🏠 7 Sjekk butikk siden</p> <p>Vis i butikk ></p>
 <p>LKJOP</p> <p>3.6 (500+)</p>	Easee Home elbillader EASEE10105 (antrasitt) <p>Gratis frakt 6 666,-</p> <p>🏠 ✓ Levering: 0-6 dager</p> <p>Vis i butikk ></p>
 <p>POWER</p> <p>2.8 (500+)</p>	EASEE HOME LADESTASJON BLÅ <p>6 745,- inkl. frakt 6 666,-</p> <p>🏠 ✓ Levering: 0-6 dager</p> <p>Vis i butikk ></p>
 <p>GRØNN STRØM</p>	Easee Home <p>Ukjent fraktkostnad 6 690,-</p> <p>🏠 ✓ Levering: 0-6 dager</p> <p>Vis i butikk ></p>



Why electricians chose us



Få jobben gjort til fastpris

Velg hva du ønsker gjort, svar på enkle spørsmål og få fastpris umiddelbart

Søk på jobber 🔍



Alle jobber



Elbil



Belysning



Stikkontakt



Varme



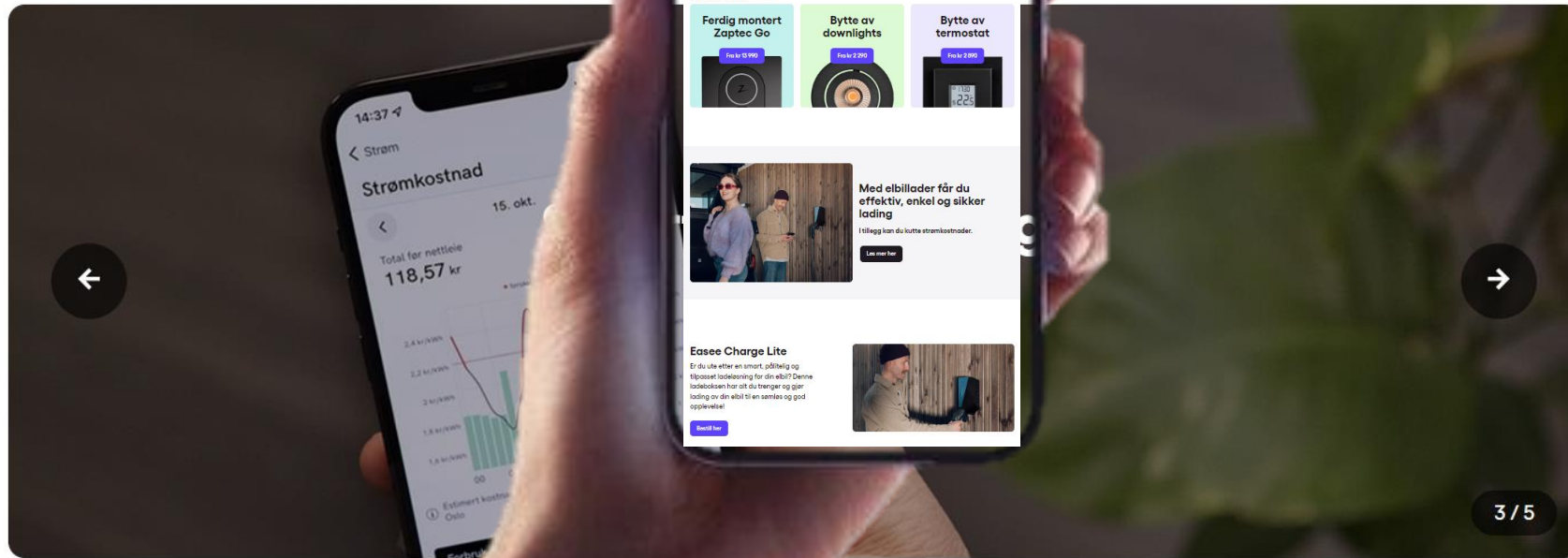
Återrom



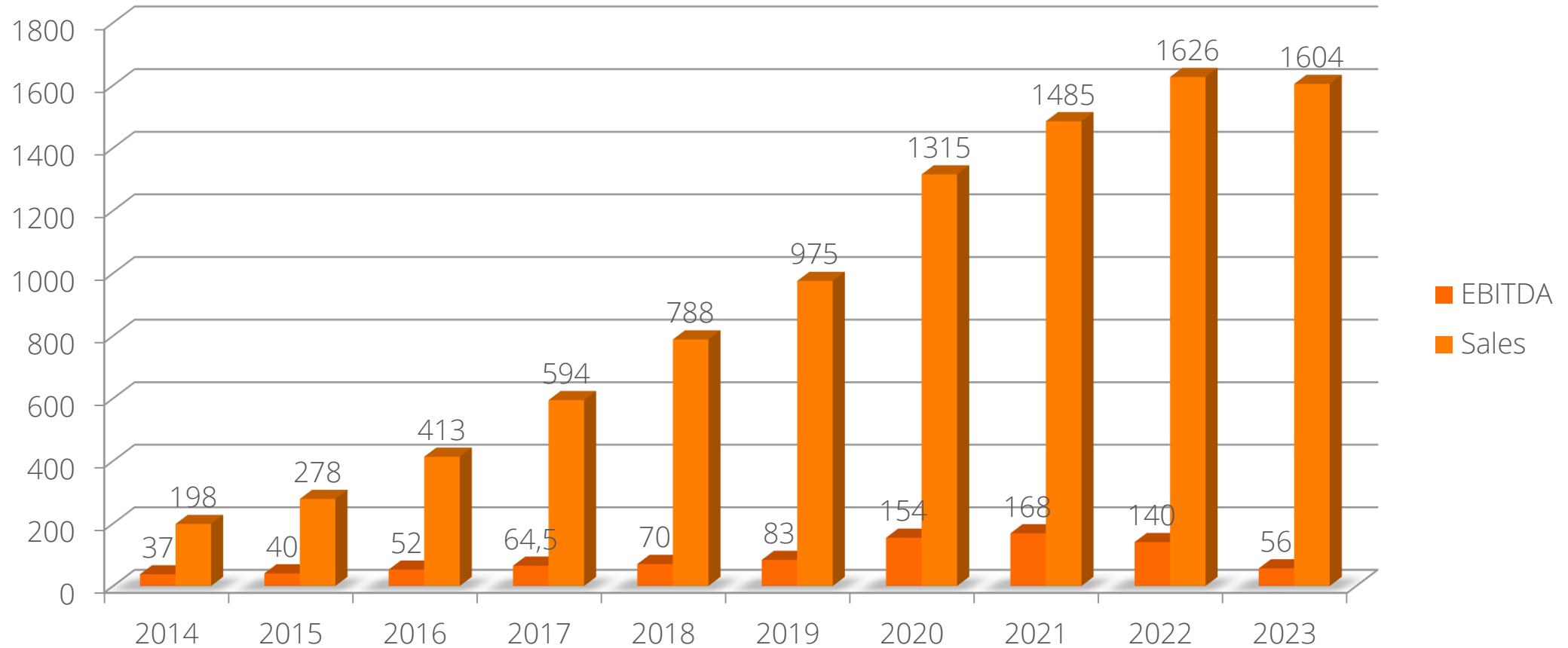
Utendørs



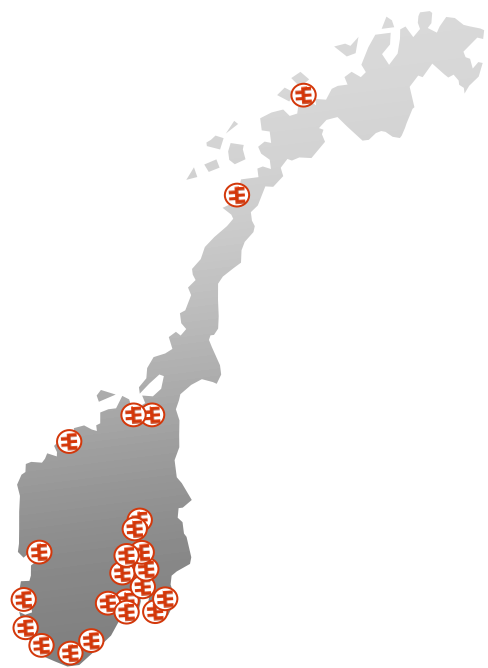
Sikkerhet



Sales and EBITDA development (NGAAP)



Why the decline?



Why the decline

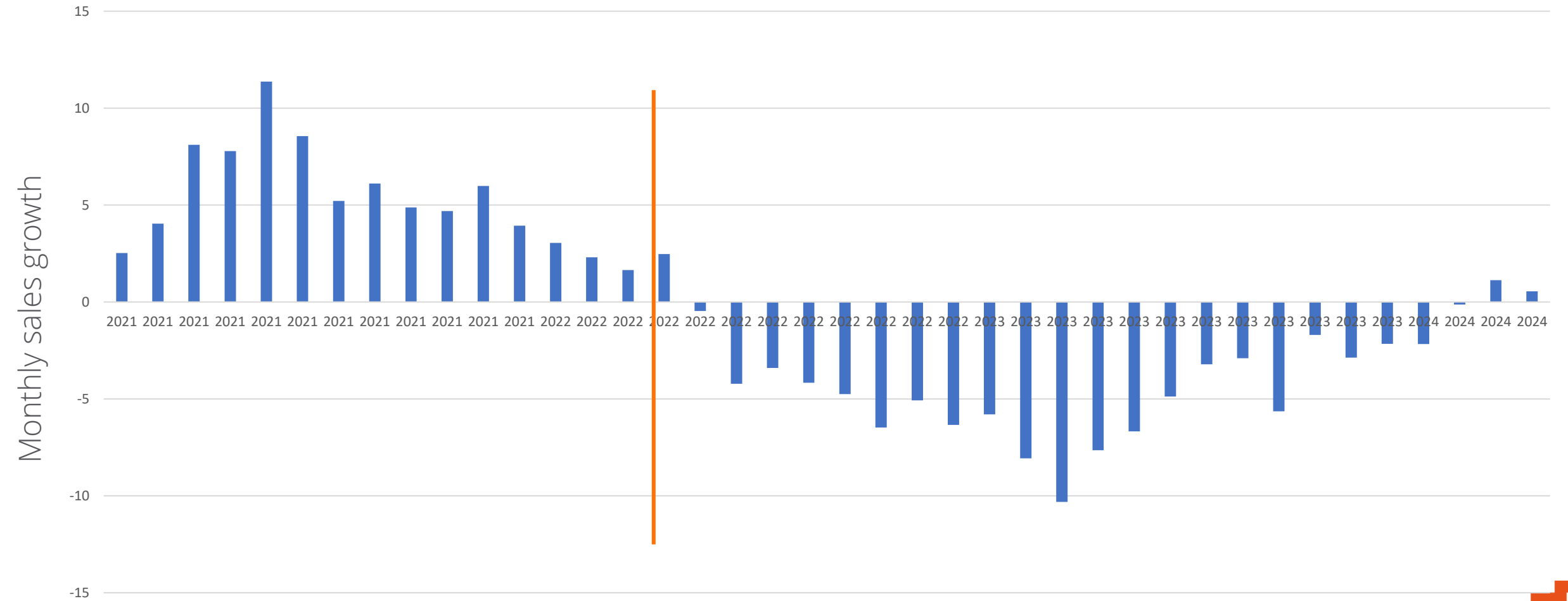
- In Norway we have not opened up a new store since summer of 2022 and the rougher market conditions post Covid has made growth difficult. Now we are back on track with two new stores opening in the second half of 2024. One in Bergen and one in Oslo.
- In March 2023 we were banned from selling Easee EV chargers. This represented more than 10% of total turnover in 2022 and until now we have not been able to replace it. Now we see EV charger sales growing again. Although in a market that is now more mature.
- The board has conducted a preliminary strategic review related to our operation in Sweden and possible short-term actions to improve profitability and reduce losses. On short term, our conclusion is that operational efforts to increase turnover and cost reduction is the best option.
- The Swedish market was entered by acquiring Elbutik Scandinavia in March 2022. We scaled up the business and opened our first physical store in what have shown to be the roughest retail market development in more than 25 years. In this market environment we have not been able to capitalize on our investment as planned.
- Long term leases and other commitments has generated a cost base which makes it difficult to be profitable with our current turnover. We have evaluated all our options of our presence in Sweden, including an exit but due to our long-term obligations and the market opportunities ahead, this is not regarded as the financially best option.
- An operational turnaround including revised customer offer to B2B customers, more strategic pricing, marketing activities and decreasing operational costs are now in place. Together with improved market conditions, and a new managing director we are now positioned to regain profitability in Sweden.



Swedish retail sales development YoY

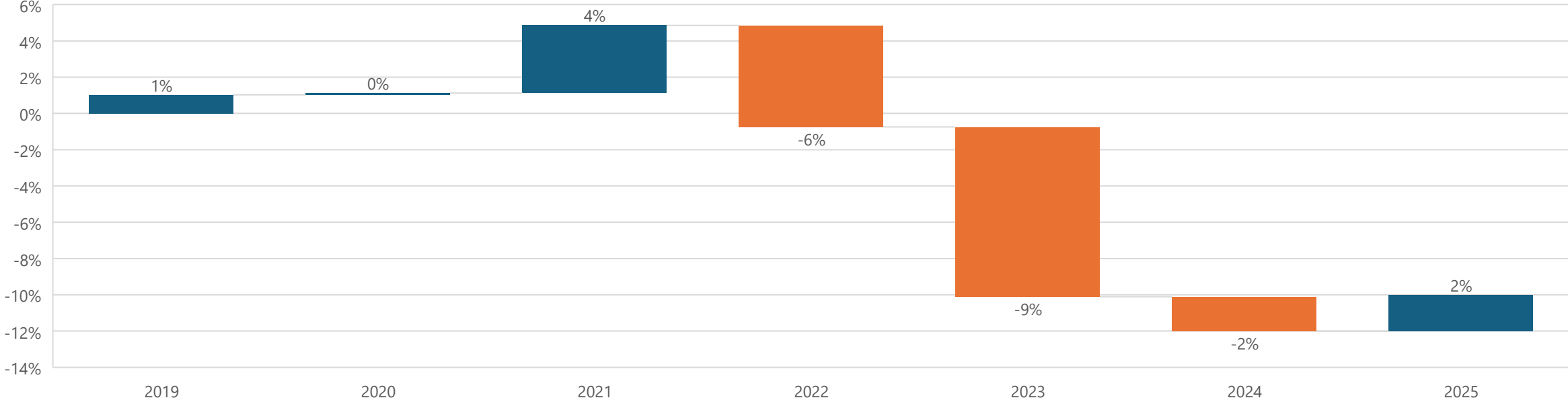


Swedish retail sales development



B2B market Sweden

Electrical installations Sweden

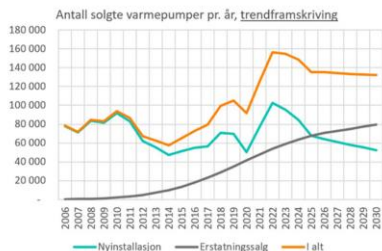




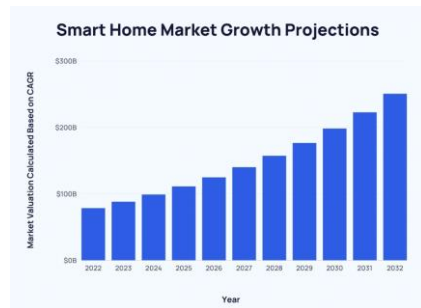
Opportunities ahead of us



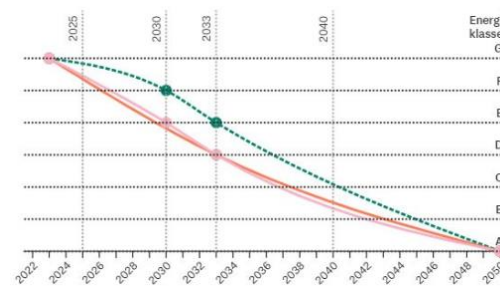
Market for heating pumps have had a strong development over the last year, we will re-enter this market in fall 2024.



Digitalisation drives demand for products related to smart homes, automaization and security



New EU regulations on energy efficiencies in both old and new houses



Need for new housing and residential renovation is building up month by month



Sustainability





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Thank you for your attention!

Elektroimportøren

ÅPNINGSFEST
VANVITTEDE ÅPNING

ÅPNINGSFEST

DIMMERE
BRYTERE
STIKKONTAKTER
DOWNLIGHT
SMARTHUS
BEDRYNING
EL
VASKEMASKINE
DIN
HOLD AVSTAND
S
K
LE
ING
Y
ILDER
VER
TØY