

29 September 2023 08:20 CEST

## Go North Group Holding AB announces investor meetings to evaluate a convertible bond issue and provide a financial update

Go North Group Holding AB (“**Go North Holding**” or the “**Issuer**”) has mandated Pareto Securities AB to arrange a series of investor meetings commencing on 3 October 2023. Subject to, *inter alia*, market conditions, a 5-year senior secured fixed rate convertible bond issue in an expected amount of SEK 200–225 million may follow (the “Convertible Bond Issue”).

The proceeds from the contemplated Convertible Bond Issue will be used to *inter alia* directly or indirectly finance an equity contribution to the Issuer’s subsidiary Go North Group AB (“**Go North**”).

In connection with the Convertible Bond Issue, Go North also provides certain financial updates. For the full year 2023, Go North currently expects to generate pro forma revenue of SEK 871–892 million whereas gross profit 3 and adjusted EBITDA on a pro forma basis are currently expected to amount to SEK 212–218 million and SEK 117–123 million, respectively.

For 2024, pro forma revenue is expected to amount to SEK 907–1,003 million whereas gross profit 3 and adjusted EBITDA on a pro forma basis are expected to amount to SEK 212–235 million and SEK 138–153 million, respectively.

### For more information, please contact:

Johan Hallenby, CEO/Founder

Phone: +46 735 070 707

E-mail: [johan.hallenby@gonorth.co](mailto:johan.hallenby@gonorth.co)

### About Go North:

Go North Group AB has under two years built a portfolio of 34 Amazon FBA brands, covering a broad range of categories including children, pets, sports, and kitchen supplies. As part of this growth Go North now consists of an experienced Amazon FBA team of around 90 FTEs spread across Europe, the US, and Asia. With a strong focus on technology and data, Go North remains committed to its processes and making informed, data-driven decisions to drive sustainable and scalable profit growth across its business, with the vision of becoming the world’s leading Amazon FBA operator.



**Johan Hallenby**  
CEO/Founder  
Go North



✉ [johan.hallenby@gonorth.co](mailto:johan.hallenby@gonorth.co)

☎ (+46) 735 070 707

📍 Go North Group AB, Norra Alleгатan 5,  
41301 Gothenburg, Sweden

🌐 [gonorth.co](http://gonorth.co)