

# Haypp Group's CMD – 2025 financial targets confirmed with additional investment into adjacent opportunities

**At today's Capital Markets Day in Stockholm, Haypp Group's CEO Gavin O'Dowd and members of the Management Team will provide a detailed update on the Group's strategic direction and operations, as well as the market environment. Haypp Group's financial targets for sales growth and profitability are confirmed and brought forward respectively to 2025 for the current business.**

## **Financial targets**

**Topline Growth** - Haypp Group expects to reach net sales of SEK 5 billion by 2025 in its existing business through organic growth only. Expansion into adjacent categories and new markets will be on top.

**Profitability** – While Haypp Group will continue to prioritise topline growth, it expects to reach a high single digit adjusted EBIT margin in the current Core & Growth Markets business in 2025.

**Reinvestment** – In order to take advantage of its substantial revenue growth opportunities, and after its successful nicotine vaping pilot in the UK, Haypp Group plans to enter adjacent markets and RRP\* categories in Europe, reinvesting approximately 1-2 percentage points of adjusted EBIT margin through 2025. These efforts will be reported in a third segment.

## **Dividend policy**

Moreover, as the Board and management team look beyond 2025 and the substantial cash generation, Haypp will maintain its prudent custodianship of the Group's resources and return excess cash to shareholders.

"We always put the consumer first. We engage with them every day to understand their needs and desires, and we know them like no other actor in the industry. Our vision to "Inspire healthier enjoyment for millions" motivates our team to provide attractive, materially lower risk nicotine options for consumers, whilst simultaneously increasing our global presence", says Haypp Group's CEO Gavin O'Dowd.

The event starts at 2 pm CET today. The presentations will be held in English and will be streamed live and made available on Haypp Group's website and via the following link:

<https://ir.financialhearings.com/haypp-group-cmd-2023>

## **For more information and contact**

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\* Risk Reduced Products

**Haypp in brief**

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*Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, Haypp Group is taking the vision of inspiring healthier enjoyment for millions to a global scale. With ten e-commerce brands, the Haypp Group is present in seven countries, where we served more than 790,000 active customers in 2022. Haypp Group's e-commerce site collection includes, among others, <https://www.haypp.com/se/> and <https://www.snusbolaget.se/>.*

**Attachments**

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