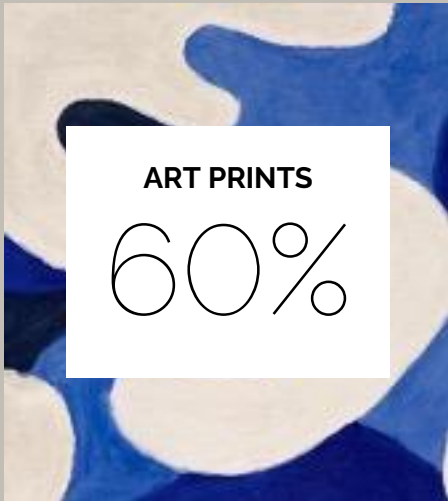


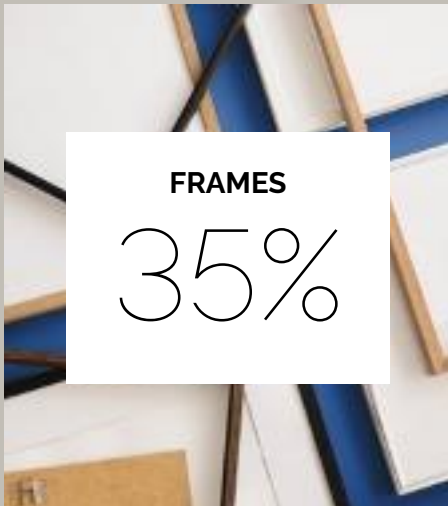
# DESENIÓ GROUP



REPORT FOR THE PERIOD  
JANUARY - DECEMBER 2024



Market leading product assortment of about 9,000 affordable and trendy designs, of which a significant share is proprietary to Desenio.



Frames are offered in various wooden and metal finishes in the same sizes as posters.



Other accessories include products such as mat boards, picture ledges, art clips, and other printed products.

## Who we are

Desenio is the leading e-commerce company within affordable wall art in Europe, with a growing presence in North America. We offer our customers a unique and curated assortment of about 9,000 designs as well as frames and accessories in 37 countries via 44 local websites. With a proven strategic playbook for geographic expansion, we're steadily expanding to new markets. We create first order profitability through a social media and search driven customer acquisition model.

### WHAT WE STAND FOR

Desenio Group's business model is based on a simple but ambitious mission; we help our customers to create beautiful homes through affordable wall art based on current trends. We have a disruptive approach to a large global design category with significant expected growth, providing industrial and data driven creativity at scale, generating proprietary designs.

### OUR WORKPLACE CULTURE

Familiarity in a truly global environment is at the heart of Desenio Group's workplace culture. As a workforce comprising many nationalities, we leverage our collective understanding of local markets, while at the same time uniting in one common set of values and goals. We Stand Together as one team, Lead by Example and take individual initiative, have persistent Customer Dedication, and make sure to Always be Closing any task we start.

### AGILE ORGANIZATION

We adapt our organization to prevailing market conditions to be ready and take advantage of future growth potential. The focus is on ensuring cash flow and profitability.

### NEW FRONTIERS

In addition to profitability, we also focus on selectively breaking new ground in future key markets, such as North America.

# SUMMARY

During Q4, net sales decreased by 8.6% to SEK 268.8 million while the adjusted EBITA margin increased from 12.8% to 20.1%. Cash flow from operating activities amounted to SEK 48.1 million.

## FOURTH QUARTER

- Net sales decreased by 8.6% to SEK 268.8 (294.2) million.
- Gross margin for the quarter was 87.0% (84.2%).
- Operating profit (EBIT) amounted to SEK 49.5 (-220.0) million, corresponding to an operating margin of 18.4% (-72.2%).
- Adjusted EBITA was SEK 54.1 million (37.7), corresponding to an adjusted EBITA margin of 20.1% (12.8%).
- Profit before tax was SEK 26.0 (-254.8) million.
- Cash flow from operating activities amounted to SEK 48.1 (29.6) million.
- Earnings per share was SEK 0.12 (-1.71).

## JANUARY – DECEMBER

- Net sales decreased by 11.5% to SEK 856.2 (967.2) million.
- Gross margin for the period was 85.1% (84.0%).
- Operating profit (EBIT) amounted to SEK 96.0 (-175.0) million, corresponding to an operating margin of 11.2% (-18.1%).
- Adjusted EBITA was SEK 106.7 (109.7) million, corresponding to an adjusted EBITA margin of 12.5% (11.3%).
- Profit before tax was SEK -6.8 (-273.6) million.
- Cash flow from operating activities amounted to SEK -16.8 (43.6) million.
- Earnings per share was SEK -0.15 (-1.91).

## SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD

On 7 November, Desenio Group received support from bondholders representing approximately 67% of the adjusted nominal amount of the bonds to initiate a written procedure to *inter alia* extend the maturity of the outstanding senior secured bonds 2020/2024 to 31 January 2025, with a possibility of further extension through a simplified procedure to 31 March 2025.

On 28 November, Johan Roslund was appointed as new CFO of Desenio Group, effective 13 January 2025.

On 24 December, Desenio Group entered into a term sheet for the restructuring of its bonds, including a debt-for-equity swap implying 75% write-down of the bonds and 95% dilution of the shareholders, and published a trading update.

On January 27, Desenio Group published a notice of an extraordinary general meeting to vote on the term sheet for the restructuring of bonds and capital structure. The extraordinary general meeting will take place on March 4, 2025. On 5 February, Desenio Group announced that the Company had initiated a written procedure to request necessary approval of the restructuring from the bondholders. The voting record date was 12 February 2025 and the last day for voting in the written procedure is 24 February 2025.

## FINANCIAL SUMMARY

SEKm unless otherwise indicated	Q4			Jan-Dec		
	2024	2023	Δ %	2024	2023	Δ %
Net sales	268.8	294.2	-8.6%	856.2	967.2	-11.5%
Net sales growth, %	-8.6	4.3	-13 pp	-11.5	0.2	-11.7 pp
Gross margin, % <sup>1</sup>	87.0	84.2	2.8 pp	85.1	84.0	1.1 pp
EBITA <sup>1</sup>	50.1	-212.3	123.6%	98.4	-140.3	170.2%
EBITA margin, % <sup>1</sup>	18.7	-72.2	91 pp	11.5	-14.5	26.0 pp
Adjusted EBITA <sup>1</sup>	54.1	37.7	43.5%	106.6	109.7	-2.8%
Adjusted EBITA margin, % <sup>1</sup>	20.1	12.8	7.3 pp	12.5	11.3	1.1 pp
Earnings per share	0.12	-1.71	107.2%	-0.15	-1.91	92.3%
Cash flow from operating activities <sup>1</sup>	48.1	29.6	62.3%	-16.8	43.6	-139%
Net debt	1 000.6	973.6	2.8%	1 000.6	973.6	2.8%
Orders, '000	477	554	-14.0%	1 482	1 788	-17.1%
Active Customers, '000 <sup>1</sup>	2 460	2 768	-11.1%	2 460	2 768	-11.1%

<sup>1</sup> The figure is an Alternative Performance Measure (APM) and is described in Definitions of performance measures.

# CEO'S COMMENTS

*During the fourth quarter, adjusted EBITA increased by 43% to SEK 54 million, while net sales decreased by 8.6% to SEK 269 million. This means that the adjusted EBITA margin almost doubled, compared to the corresponding period last year, to just over 20%. The improvement is partly explained by a favorable product mix that led to a three percentage increase of the gross margin, to 87.0%, and partly by lower cost ratio for fulfilment and lower marketing cost as a share of net sales.*

We see how the importance of a strong and established brand is increasing as the online market matures. In the Nordics, where a large proportion of our target group knows us, sales increased slightly in relation to the corresponding quarter last year, while sales in our other markets, including North America, decreased. The market sentiment remains weak, but we continue our focused work to reach out to our customer groups and gradually become more effective in our marketing efforts. During the quarter, our marketing cost in relation to net sales was slightly lower than in the previous year, amounting to 29.1%, compared to 30.6% in both Q4 2023 and Q3 2024.

Despite volumes decreasing by 14%, we managed to further reduce our cost ratio for fulfilment compared to the previous year, to 24.5% (26.9). Here we again see the effects of our continuous work to improve our fulfilment, especially at our fulfilment center in the Czech Republic.

Operating cash flow improved significantly in the quarter, from SEK 29.6 million in Q4 2023 to SEK 48.1 million in Q4, 2024. Cash and cash equivalents increased from SEK 71.3 million in Q3 to SEK 115.6 million in Q4 2024. During the quarter, net interest payments on the outstanding bond amounted to 23.6 SEK million.

On 28 November, Johan Roslund was appointed as the new CFO of Desenio Group, effective 13 January 2025. The recruitment of Johan is a strong addition to the management team. He is commercially oriented, with experience from digital business models, public companies and as a CFO. Through the recruitment, we strengthen the Group's financial expertise in management, which will add great value.



During the quarter, we continued the dialogue with our bondholders and received approval to extend the maturity of the bonds on 3 December. On 24 December, Desenio Group entered into a term sheet for the restructuring of its bonds and capital structure, including a debt-for-equity swap implying 75% write-down of the bonds and 95% dilution of the shareholders. On 5 February, a written procedure was initiated to request necessary approval of the restructuring from the bondholders. An approval would be legally binding on the bondholders provided that the Extraordinary General Meeting to be held on 4 March 2025 votes in favor of the plan.

The proposal means that the group will have a capital structure that is well adapted to today's profit level. In addition, there is room for value creation going forward, provided that we reverse the negative sales trend we have seen during the year.

We are already seeing how our work to increase profitability has a positive effect, which together with our scalability creates good conditions as consumer purchasing power strengthens.

**FREDRIK PALM**  
President and CEO

# THE GROUP'S DEVELOPMENT

## NET SALES

### Fourth quarter

Net Sales in the quarter decreased by 8.6% to SEK 268.8 (294.2) million.

### Period January - December

Net sales decreased during the period by 11.5% to SEK 856.2 (967.2) million.

## PROFITABILITY AND MARGINS

### Fourth quarter

The gross margin for the quarter increased to 87.0% (84.2%) compared to the corresponding quarter last year, driven by favourable product mix. Operating profit (EBIT) for the quarter amounted to SEK 49.5 (-220.0) million. Adjusted EBITA for the quarter amounted to SEK 54.1 (37.7) million and the EBITA margin amounted to 20.1% (12.8%). Items affecting comparability amounted to SEK 4.0 million for costs for work related to the refinancing of Desenio Group's issued bond.

The cost ratio for fulfilment of 24.5% (26.9%) and marketing of 29.1% (30.6%) in relation to net sales have both decreased which together with the increased gross margin of 87.0% (84.2%) has led to an improved EBITA margin in the quarter.

### Period January - December

The gross margin for the period increased to 85.1% (84.0%) compared to the corresponding period last year, driven by favourable product mix. Operating profit (EBIT) in the period amounted to SEK 96.0 (-175.0) million. Adjusted EBITA in the period amounted to SEK 106.7 (109.7) million and the adjusted EBITA margin amounted to 12.5% (11.3%). Items affecting comparability amounted to SEK 8.2 million, referring to salary cost for dismissed personnel in Q1 and costs for work related to the refinancing of Desenio Group's issued bond.

The cost ratio for fulfilment in the period compared to the corresponding period last year decreased to 26.0% (27.1%) and the cost ratio for marketing was in line with last year at 30.3% (30.2%). Administration cost in absolute numbers decreased from SEK 146.3 million to SEK 142.3 million as a result of the staff reductions being made in the beginning of the year.

## CASH FLOW AND FINANCIAL POSITION

### Fourth quarter

Cash flow from operating activities amounted to SEK 48.1 (29.6) million for the quarter. The cash flow from changes in working capital was SEK -0.1 million, where the inventory

increased by SEK 10.2 million and changes in current receivables/liabilities had a positive effect on cash flow with a net SEK 10.1 million, related to increased current liabilities.

### Period January - December

Cash flow from operating activities amounted to SEK -16.8 (43.6) million for the period. Tax paid amounted to SEK 7.5 (32.7) million. The cash flow from changes in working capital amounted to SEK -38.3 million. Inventory during the period increased by SEK 15.7 million and changes in current receivables/liabilities had a negative effect on cash flow with net SEK 22.6 million, related to decreased current liabilities.

## INVESTMENTS

### Fourth quarter

Net investments in fixed assets and intangible assets during the quarter amounted to SEK 0.2 (0.8).

### Period January - December

Net investments in fixed assets and intangible assets during the period amounted to SEK 0.6 (2.1) million and refers to investments in the warehouse in the Czech Republic and in the head office in Stockholm in connection with the move of the Group's studio. The previous year's investment in tangible assets refers to investments in the warehouse in the Czech Republic and in the US.

## FINANCIAL POSITION, FINANCING AND GOING CONCERN

As of 31 December 2024, equity amounted to SEK -67.6 million, compared to SEK -46.2 million at the beginning of the year. As of 31 December 2024, cash and cash equivalents amounted to SEK 115.6 million compared to 149.9 in the beginning of the year. Net debt amounted to SEK 1000.6 million on 31 December 2024 compared to SEK 973.6 million at the beginning of the year.

Desenio Group AB (publ) issued a Senior Secured bond in December 2020 totalling SEK 1,100 million in connection with the acquisition of Poster Store. The bond bears a floating interest rate of STIBOR 3m +5.5% and matures on 31 March 2025. The maximum amount of the bond is SEK 1,800 million. The bond has no current covenants except when raising new debt or, for example, in the event of a share dividend. Borrowing costs for the bond are amortized by SEK 2.2 million per quarter until December 2024. The amount is included in interest expenses and is non-cash flow affecting.

In June 2023, Desenio Group repurchased the company's own corporate bonds over the market, corresponding to 3.2% of the total outstanding bond loan (nominal value SEK

35 million). The purchases were made at an average repurchase amount of 70% of the nominal value, for a total amount corresponding to SEK 24.5 million

On 3 December, Desenio received consent from the bondholders in a written procedure regarding extension of its bond maturity until 31 January 2025, with the possibility of further extension through a simplified procedure.

On 24 December, Desenio Group entered into a term sheet for the restructuring of its bonds and capital structure, including a debt-for-equity swap implying 75% write-down of the bonds and 95% dilution of the shareholders.

On 5 February, Desenio Group announced that the Company had initiated a written procedure to request necessary approval of the restructuring from the bondholders. The voting record date was 12 February 2025 and the last day for voting in the written procedure is 24 February 2025.

An approval would be legally binding on the bondholders, provided that the Extraordinary General Meeting, which will take place on 4 March 2025, votes in favour of the plan.

Provided that the Extraordinary General Meeting votes in favour of the restructuring plan, there is no longer any risk to the continued operation of the company. If the shareholders don't approve the restructuring plan the bonds will be due for payment instantly on the day of the Extraordinary General meeting.

## **SIGNIFICANT EVENTS DURING AND AFTER THE PERIOD**

In February 2024, Desenio notified staff about a proposed reorganization which would impact approximately 10% of the employees in Sweden.

The dialogue with Desenio Group's bondholders continued during the second quarter. As part of the discussions, Desenio Group's expected future financial development was made public on 15 July. For the full year 2024, net sales are expected to decrease by 5-10% compared to 2023 and the adjusted EBITA margin to be 11-13%. For the full year 2025, net sales growth is expected to amount to 0-5% and the adjusted EBITA margin to be 11-14%.

The expected financial development above assumes that the same market conditions as in the first half of 2024 remain with similar customer behaviour during the relevant periods. All figures refer to the Desenio Group as a whole.

The financial information stated above is indicative and does not constitute a guarantee of future results. Although the financial information reflects Desenio Group's current judgments and expectations, it is subject to material uncertainties and factors, e.g. macroeconomic factors such as inflation levels and general business conditions, future customer behaviour, cost of marketing and exchange rates. These uncertainties and factors mean that the actual growth and adjusted EBITA margin may differ materially from those expected.

On 15 July, Desenio Group's board decided on updated financial targets for the group. The new financial targets are:

- An organic annual net sales growth of >5% over time.
- Improve the adjusted EBITA margin to >15% over time.

These financial goals replace previously communicated financial goals of achieving annual organic sales growth of around 30%, potentially further supplemented by impact from add-on acquisitions, and an adjusted EBITA margin of approximately 25% in the medium term.

The dividend policy remains unchanged. However, no dividend is expected to be distributed in the medium-term and any dividend will be subject to the terms of Desenio Group's debt facilities.

The dialogue with Desenio Group's bondholders continued during the third quarter. On November 7, 2024, Desenio Group announced that it had initiated a written procedure to *inter alia* extend the maturity of its outstanding senior secured bonds until January 31, 2025, with a possibility of further extension through simplified procedure. For further information, see the Financial position, financing and going concern section.

The forward-looking information Desenio Group disclosed in the second quarter to the bondholders and published remains. However, given the development during Q3, net sales for 2024 are expected to end up in the lower part of the previously communicated range minus 5-10%. The adjusted EBITA margin is, as previously communicated, expected to be 11-13% for 2024 and for the full year 2025 net sales growth is expected to be approximately 0-5% and the adjusted EBITA margin to be 11-14%.

During the period, Desenio MidCo AB has been registered as a Desenio Group AB subsidiary to facilitate the refinancing of the Group.

On 7 November, Desenio received support from bondholders representing approximately 67% of the bonds' adjusted nominal amount to initiate a written procedure to, *inter alia*, extend the maturity of its outstanding senior secured bonds 2020/2024 with ISIN SE0015242839 to 31 January 2025, with the possibility of a further extension through a simplified procedure. For further information, see the press release of 7 November.

On 28 November, Johan Roslund was appointed as new CFO of Desenio Group, effective 13 January 2025. Johan Roslund replaces Anna Ståhle, who will leave her position within Desenio Group on 28 March 2025.

On 3 December, Desenio received consent from the bondholders in the written procedure regarding the extension of the maturity of the bonds. For further information, see the press release of 3 December.

On 24 December, Desenio Group entered into a term sheet for restructuring its bonds and capital structure, including a debt-for-equity swap implying 75% write-down of the bonds and 95% dilution of the shareholders, and published a trading update. For further information, see the press release on 24 December.

On 27 January, Desenio Group published a notice of an Extraordinary General Meeting to vote on the term sheet for restructuring of bonds and capital structure. The extraordinary general meeting will take place on 4 March 2025.

On 28 January, Desenio received consent from the bondholders regarding the extension of the maturity of the bonds to 31 March 2025.

On 5 February, Desenio Group announced that the Company had initiated a written procedure to request necessary approval of the restructuring from the bondholders. The voting record date was 12 February 2025 and the last day for voting in the written procedure is 24 February 2025.

#### **REVIEW BY AUDITORS**

This report has not been reviewed by the auditors.

#### **OWNERSHIP AND, SHARES**

Desenio Group AB's (publ) share is listed on the First North Growth Market under the symbol DSNO and has the ISIN code SE0015657853. At the last trading day of the period, the share price was SEK 0.346. The highest closing price was SEK 0.46 and the lowest closing price was SEK 0.20. During the quarter, 14,554,759 shares were traded. As of 31 December, Desenio Group had 2,746 shareholders, of which the largest were Verdane (25.2%), MBHB Holding AB (9.9%), and Hars Holding AB (9.5%). As of 31 December, the number of issued shares was 149,082,510. All shares were ordinary shares.

#### **NUMBER OF EMPLOYEES**

The average number of employees during the quarter was 107 (130) which corresponds to 18% fewer employees compared to the corresponding quarter last year.

#### **RISKS AND UNCERTAINTIES**

The Group's significant risk and uncertainty factors include financial risks such as market risk (consisting of currency risk and interest rate risk), credit risk and liquidity risk, as well as operational and business risks. For more information on risks and risk management, please refer to Desenio's annual report for 2023.

#### **ALTERNATIVE PERFORMANCE MEASURES (APM)**

In this quarterly report, Desenio reports certain performance measures, including key figures which are not defined in accordance with IFRS. The company believes that these key figures are an important complement, as they enable a better evaluation of the company's financial trends. These financial ratios shall not be considered independent or considered to replace performance ratios that have been calculated in accordance with IFRS. In addition, such key figures, as defined by Desenio, should not be compared with other key figures with similar names used by other companies. This is because the above key figures are not always defined in the same way and other companies can calculate them in a different way than Desenio. Adjusted EBIT is exclusive of cost items affecting comparability and is thus considered to be a useful measure of the Company's underlying profit generated from operating activities. The company has items affecting comparability in 2024 related to salary costs for dismissed personnel. Items affecting comparability in 2023 are related to goodwill impairment. Other definitions of alternative performance measures can be found in the section Definitions of performance measures.

SEKm unless otherwise indicated	Q4		Jan-Dec	
	2024	2023	2024	2023
<b>EBIT</b>	<b>49.5</b>	<b>-220.0</b>	<b>95.9</b>	<b>-175.0</b>
Amortizations	0.6	7.7	2.5	34.7
<b>EBITA</b>	<b>50.1</b>	<b>-212.3</b>	<b>98.4</b>	<b>-140.3</b>
One-off costs	4.0	250.0	8.2	250.0
<b>Adjusted EBITA</b>	<b>54.1</b>	<b>37.7</b>	<b>106.6</b>	<b>109.7</b>
Non-current liabilities	-	0.0	-	0.0
Non-current lease liabilities	31.0	49.2	31.0	49.2
Current liabilities	1 065.5	1 057.8	1 065.5	1 057.8
Current lease liabilities	19.7	16.5	19.7	16.5
Cash and cash equivalents	-115.6	-149.9	-115.6	-149.9
<b>Net debt</b>	<b>1 000.6</b>	<b>973.6</b>	<b>1 000.6</b>	<b>973.6</b>





# FINANCIAL SUMMARY

## DENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

SEKm unless otherwise indicated	Q4		Jan-Dec	
	2024	2023	2024	2023
Net sales	268.8	294.2	856.2	967.2
Cost of goods sold	-34.9	-46.5	-127.6	-155.1
<b>Gross profit</b>	<b>233.9</b>	<b>247.7</b>	<b>728.6</b>	<b>812.1</b>
<b>OPERATING COSTS</b>				
Fulfillment costs	-65.8	-79.0	-222.3	-262.5
Marketing costs	-78.1	-97.2	-259.2	-324.6
Admin & other costs	-37.5	-38.1	-142.3	-146.3
Other operating income	1.5	3.6	5.6	16.4
Other operating costs	-4.5	-257.0	-14.5	-270.1
<b>Operating profit</b>	<b>49.5</b>	<b>-220.0</b>	<b>95.9</b>	<b>-175.0</b>
<b>FINANCIAL INCOME AND EXPENSES</b>				
Financial income	8.1	4.6	22.0	25.5
Financial expenses	-31.6	-36.4	-124.7	-124.1
Net financial items	-23.6	-31.8	-102.7	-98.6
<b>PROFIT/LOSS BEFORE TAX</b>	<b>26.0</b>	<b>-251.8</b>	<b>-6.8</b>	<b>-273.6</b>
Income tax	-7.6	-3.0	-15.1	-10.6
<b>PROFIT/LOSS FOR THE PERIOD</b>	<b>18.3</b>	<b>-254.8</b>	<b>-21.9</b>	<b>-284.2</b>
<b>EARNINGS PER SHARE</b>				
Basic	0.12	-1.71	-0.15	-1.91
Diluted	0.12	-1.71	-0.15	-1.91
<b>Number of outstanding shares at the end of the reporting period</b>				
<b>– basic (SEK)</b>	<b>149 082 510</b>	<b>149 082 510</b>	<b>149 082 510</b>	<b>149 082 510</b>
– diluted (SEK)	149 082 510	149 082 510	149 082 510	149 082 510
Average number of outstanding shares				
<b>– basic (SEK)</b>	<b>149 082 510</b>	<b>149 082 510</b>	<b>149 082 510</b>	<b>149 082 510</b>
– diluted (SEK)	149 082 510	149 082 510	149 082 510	149 082 510

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION – IN SUMMARY

	31 Dec 2024	31 Dec 2023
SEKm unless otherwise indicated		
Goodwill	584.3	584.3
Trademarks	429.0	429.0
Other intangible assets	2.4	4.5
Tangible assets	14.6	18.5
Right-of-use asset	45.7	61.8
Financial assets	5.1	7.2
Inventories	65.4	49.7
Current receivables	25.9	32.3
Cash and cash equivalents	115.6	149.9
<b>Total assets</b>	<b>1 288.0</b>	<b>1 337.2</b>
Equity	-67.6	-46.2
Provisions	88.4	88.4
Non-current liabilities	-	0.0
Non-current lease liabilities	31.0	49.2
Current lease liabilities	19.7	16.5
Current liabilities	1 216.5	1 229.3
<b>Total equity and liabilities</b>	<b>1 288.0</b>	<b>1 337.2</b>



## CONSOLIDATED STATEMENT OF CASH FLOW

SEKm	Q4		Jan-Dec	
	2024	2023	2024	2023
<b>CASH FLOW FROM OPERATING ACTIVITIES BEFORE CHANGES IN WORKING CAPITAL</b>				
Profit after financial items	26.0	-251.8	-6.8	-273.6
Adjustments for non-cash items	9.3	267.1	36.0	309.5
Paid income tax	13.4	-5.9	-7.5	-32.7
<b>CASH FLOW FROM OPERATING ACTIVITIES BEFORE CHANGES IN WORKING CAPITAL</b>	<b>48.6</b>	<b>9.4</b>	<b>21.7</b>	<b>3.2</b>
<b>CASH FLOW FROM CHANGES IN WORKING CAPITAL</b>				
Changes in inventory	-10.2	-0.3	-15.7	24.3
Changes in current assets	-3.6	9.8	-0.2	-3.7
Changes in current liabilities	13.3	10.7	-22.8	19.8
<b>Cash flow from changes working capital</b>	<b>-0.5</b>	<b>20.2</b>	<b>-38.7</b>	<b>40.4</b>
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>	<b>48.1</b>	<b>29.6</b>	<b>-16.8</b>	<b>43.6</b>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>				
Investments in fixed assets	-0.1	-0.8	-0.3	-2.1
Investments in intangible assets	-0.1	-	-0.3	-
Investments in lease assets	-	-	-	-
Change in financial assets	1.4	-0.9	1.9	0.3
Acquisition of subsidiaries, net liquidity effect	-	-	-	-
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>	<b>1.2</b>	<b>-1.7</b>	<b>1.3</b>	<b>-1.8</b>
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>				
Change in provisions	-	-	-	-
Warrants	-	-	-	-
Change in loans	-	-	-	-24.5
Repayment and interest for lease liability	-5.0	-5.9	-18.9	-23.1
Dividend paid to the parent company's shareholders	-	-	-	-
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>	<b>-5.0</b>	<b>-5.9</b>	<b>-18.9</b>	<b>-47.6</b>
Cash flow for the period	44.3	22.0	-34.3	-5.8
Currency exchange gains/losses in cash and cash equivalents	-	-	-	-
Cash and cash equivalents beginning of period	71.3	127.9	149.9	155.7
<b>CASH AND CASH EQUIVALENTS END OF PERIOD</b>	<b>115.6</b>	<b>149.9</b>	<b>115.6</b>	<b>149.9</b>

## CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

SEKm unless otherwise indicated	Q4		Jan-Dec	
	2024	2023	2024	2023
<b>Opening balance</b>	<b>-86.8</b>	<b>209.1</b>	<b>-46.2</b>	<b>238.5</b>
Total comprehensive income for the period	18.4	-254.8	-21.9	-284.2
New share issue, net	-	-	-	-
Warrants	-	-	-	-
Dividend	-	-	-	-
Translation difference	0.8	-0.5	0.5	-0.5
<b>Closing balance</b>	<b>-67.6</b>	<b>-46.2</b>	<b>-67.6</b>	<b>-46.2</b>

## GROUP KEY PERFORMANCE INDICATORS (KPIs)

SEKm unless otherwise indicated	Q4			Jan-Dec		
	2024	2023	Δ %	2024	2023	Δ %
Net sales	268.8	294.2	-8.6%	856.2	967.2	-11.5%
Net sales growth, %	-8.6	4.3	-13 pp	-11.5	0.2	-11.7 pp
Gross margin, % <sup>1</sup>	87.0	84.2	2.8 pp	85.1	84.0	1.1 pp
Fulfilment cost ratio, % <sup>1</sup>	24.5	26.9	-2.4 pp	26.0	27.1	-1.1 pp
Marketing cost ratio, % <sup>1</sup>	29.1	30.6	-1.5 pp	30.3	30.2	0.1 pp
Admin & other cost ratio, % <sup>1</sup>	14.0	13.0	1.0 pp	16.6	15.1	1.5 pp
Operating profit (EBIT)	49.5	-220.0	122.5%	95.9	-175.0	155%
Operating profit (EBIT) margin, %	18.4	-74.8	93.2 pp	11.2	-18.1	29.3 pp
EBITA <sup>1</sup>	50.1	-212.3	123.6%	98.4	-140.3	170.2%
EBITA margin, % <sup>1</sup>	18.7	-72.2	90.9 pp	11.5	-14.5	26.0 pp
Adjusted EBITA <sup>1</sup>	54.1	37.7	43.5%	106.6	109.7	-2.8%
Adjusted EBITA margin, % <sup>1</sup>	20.1	12.8	7.3 pp	12.5	11.3	1.2 pp
EBITDA <sup>1</sup>	56.3	-205.6	127.4%	124.4	-115.5	207.7%
Earnings per share	0.12	-1.71	107.2%	-0.15	-1.91	92.3%
Cash flow from operating activities	48.1	29.6	62.3%	-16.8	43.6	-139%
Capital expenditures <sup>2</sup>	0.2	0.7	-71.4%	0.6	2.1	-71.2%
Net debt <sup>1</sup>	1 000.6	973.6	2.8%	1 000.6	973.6	2.8%
Orders, '000	477	554	-14.0%	1 482	1 788	-17.1%
Average Order Value, SEK	580	558	4%	580	565	2.6%
Active Customers, '000 <sup>1</sup>	2 460	2 768	-11.1%	2 460	2 768	-11.1%

<sup>1</sup>The figure is an Alternative Performance Measure (APM) and is described in Definitions of performance measures.

<sup>2</sup> Excluding leases.

## PARENT COMPANY INCOME STATEMENT

SEKm unless otherwise indicated	Q4		Jan-Dec	
	2024	2023	2024	2023
Net sales	2.6	3.7	11.5	13.7
Cost of goods sold	-	-	-	-
<b>Gross profit</b>	<b>2.6</b>	<b>3.7</b>	<b>11.5</b>	<b>13.7</b>
<b>OPERATING COSTS</b>				
Fulfilment costs	-	-	-	-
Marketing costs	-	-	-	-
Admin & other costs	-8.9	-7.2	-24.7	-23.0
Other operating income	-	0.8	-	7.3
Other operating costs	-	-2.7	-	-6.2
<b>Operating profit</b>	<b>-6.3</b>	<b>-5.4</b>	<b>-13.2</b>	<b>-8.2</b>
Write-down of shares in subsidiaries	-	-250.0	-	-250.0
<b>FINANCIAL INCOME AND EXPENSES</b>				
Financial income	5.9	1.3	12.4	14.5
Financial expenses	-31.3	-29.9	-120.9	-111.8
<b>Net financial items</b>	<b>-25.4</b>	<b>-28.6</b>	<b>-108.5</b>	<b>-97.3</b>
Group contributions	109.6	109.1	109.6	109.1
<b>PROFIT/LOSS BEFORE TAX</b>	<b>77.8</b>	<b>-174.9</b>	<b>-12.2</b>	<b>-246.4</b>
Income tax	-13.6	-16.2	-13.6	-16.2
<b>PROFIT/LOSS FOR THE PERIOD</b>	<b>64.2</b>	<b>-191.1</b>	<b>-25.8</b>	<b>-262.6</b>

## PARENT COMPANY STATEMENT OF FINANCIAL POSITION – IN SUMMARY

SEKm unless otherwise indicated	31 Dec	31 Dec
	2024	2023
Tangible assets	-	0.1
Financial assets	1 156.8	1 156.3
Current receivables	59.6	62.6
Cash and cash equivalents	3.5	10.7
<b>Total assets</b>	<b>1 219.9</b>	<b>1 229.7</b>
Equity	125.6	151.3
Provisions	-	-
Non-current liabilities	-	-
Current liabilities	1 094.3	1 078.4
<b>Total assets</b>	<b>1 219.9</b>	<b>1 229.7</b>

## 1. ACCOUNTING PRINCIPLES

The Condensed Consolidated Interim Financial Statements have been prepared in accordance with IAS 34 Interim Financial Reporting and applicable parts of the Annual Accounts Act. 2021 was Desenio's first year reporting according to IFRS (EU) and a full account of the groups accounting principles and details about the transitions to IFRS can be found in the annual report 2021. Disclosures in accordance with IAS 34. 16A are disclosed not only in the financial statements and their notes but also in other parts of the interim report. The Interim Financial Statements or the Parent Company have been prepared in accordance with Chapter 9 Interim report in the Annual Accounts Act.

## 2. OPERATING SEGMENTS AND DISAGGREGATION OF REVENUE

The Group's operations are reviewed by geography as a basis for segments. The review includes net sales, cost of goods sold and operating costs. The operating segments consist of the Nordics, Core Europe (DE, FR, NL, UK), Rest of Europe and Rest of the World. Operating expenses include fulfilment and marketing costs, and certain costs are allocated according to an allocation key. Other include other costs, depreciation, and amortizations.

### INCOME STATEMENT PER SEGMENT JANUARY – DECEMBER 2024

SEKm unless otherwise indicated	Nordics	Core Europe	Rest of Europe	Rest of World	Other	Total
Net sales	216.5	415.2	152.6	71.9		856.2
Cost of goods sold	-33.1	-60.2	-20.6	-13.7		-127.6
<b>Gross profit</b>	<b>183.4</b>	<b>355.0</b>	<b>132.0</b>	<b>58.2</b>	<b>0.0</b>	<b>728.6</b>
Operating costs	-115.9	-224.4	-72.1	-67.4	-152.8	-632.6
<b>Operating profit</b>	<b>67.5</b>	<b>130.6</b>	<b>59.9</b>	<b>-9.2</b>	<b>-152.8</b>	<b>96.0</b>
Net financial items	0.0	0.0	0.0	0.0	-102.7	-102.7
<b>PROFIT/LOSS BEFORE TAX</b>	<b>67.5</b>	<b>130.6</b>	<b>59.9</b>	<b>-9.2</b>	<b>-255.5</b>	<b>-6.8</b>

### INCOME STATEMENT PER SEGMENT JANUARY – DECEMBER 2023

SEKm unless otherwise indicated	Nordics	Core Europe	Rest of Europe	Rest of World	Other	Total
Net sales	224.0	475.5	182.5	85.2		967.2
Cost of goods sold	-37.5	-74.8	-28.1	-14.8		-155.1
<b>Gross profit</b>	<b>186.5</b>	<b>400.7</b>	<b>154.4</b>	<b>70.5</b>	<b>0.0</b>	<b>812.1</b>
Operating costs	-119.9	-262.6	-92.3	-68.2	-444.1	-987.1
<b>Operating profit</b>	<b>66.6</b>	<b>138.1</b>	<b>62.1</b>	<b>2.3</b>	<b>-444.1</b>	<b>-175.0</b>
Net financial items	0.0	0.0	0.0	0.0	-98.6	-98.6
<b>PROFIT/LOSS BEFORE TAX</b>	<b>66.6</b>	<b>138.1</b>	<b>62.1</b>	<b>2.3</b>	<b>-542.7</b>	<b>-273.6</b>

Stockholm, 20 February 2025

Alexander Hars  
Chairman of the board

Martin Blomqvist  
Board member

Max Carlsén  
Board member

Sarah Kauss  
Board member

Nathalie du Preez  
Board member

Fredrik Palm  
CEO

## FOR FURTHER INFORMATION PLEASE CONTACT:

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Sweden

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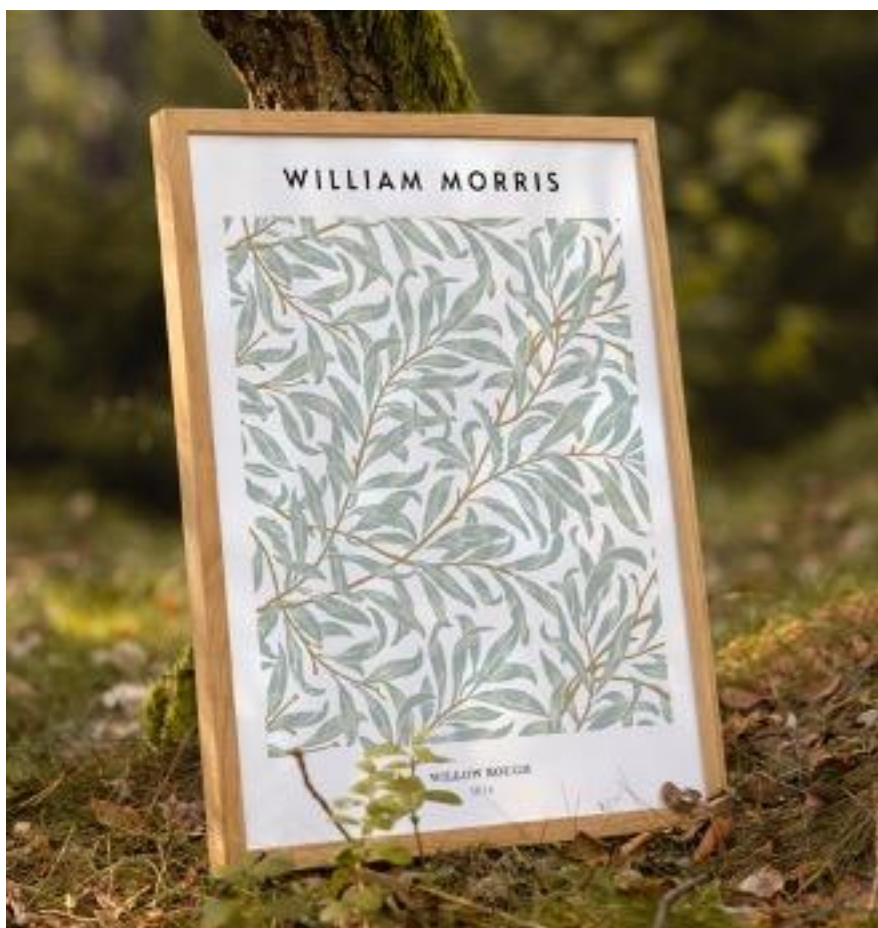
### **POSTAL ADDRESS:**

Desenio Group AB  
Box 11025  
100 61 Stockholm  
Sweden

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### **CORPORATE IDENTIFICATION**

**NUMBER: 559107-2839**



A webcast - in English – will be held February 20 at 09.00 CET. Fredrik Palm, CEO, and Johan Roslund, CFO, will present the Year-end Report.

If you wish to participate via webcast please use the link below. Via the webcast you are able to ask written questions.

<https://desenio-group.events.inderes.com/q4-report-2024>

If you wish to participate via teleconference please register on the link below.

<https://events.inderes.com/desenio-group/q4-report-2024/dial-in>

### **FINANCIAL CALENDAR**

Extraordinary General Meeting: 4 March 2025

Interim Report January – March 2025: 30 April 2025

Annual Report 2024: 7 May 2025

Annual General Meeting 2025: 28 May 2025

Interim Report January – June 2025: 16 July 2025

Interim Report January – September 2025: 23 October 2025

Year-end Report January – December 2025: 19 February 2026

### **FINANCIAL REPORTS**

The interim reports are available on the website:

[www.deseniogroup.com](http://www.deseniogroup.com)

FNCA Sweden AB is the company's certified adviser.

*This information is information that Desenio Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-02-20 at 07:00 CET.*

## DEFINITIONS OF PERFORMANCE MEASURES

PERFORMANCE MEASURE	DEFINITION	JUSTIFICATION FOR USAGE
<b>Active customers</b>	Number of customers who have completed at least one order during the previous 24-month period.	This key figure measures the Company's ability to attract and retain customers.
<b>Administration and other cost ratio, %</b>	Operating expenses plus other operating income, less costs for goods sold, external handling and distribution costs and external marketing costs divided by net sales, expressed as a percentage.	This key figure gives the Company an indication of external costs, per krona earned, which are not attributable to handling and distribution costs or marketing costs and is thus an indication of the efficiency of the Company's operations.
<b>Marketing cost ratio, %</b>	Marketing cost (excluding acquisition related depreciation and amortization) divided by net sales, expressed as a percentage.	This key figure enables the Company to measure how efficient its marketing activities are and thus constitutes an indication of how efficient the Company's operations are.
<b>Fulfilment cost ratio, %</b>	Fulfilment cost (excluding acquisition related depreciation and amortization), divided by net sales, expressed as a percentage.	This is a key figure and gives the Company an indication of how much of the costs for each krona earned in net sales derives from handling and distribution and thus constitutes an indication of how efficient the Company's operations are.
<b>Number of visits ('000)</b>	The number of series of page requests from the same device/source during the measurement period (regardless of which device is used).	This key figure enables the Company to measure its scope and customer activity.
<b>Number of orders ('000)</b>	Number of orders placed during the measurement period, adjusted for cancellations, and returns.	Number of orders is a key figure used to measure customer engagement.
<b>Gross margin, %</b>	Gross profit (net sales minus costs of goods sold) divided by net sales, expressed as a percentage.	The gross margin provides an overview of the product margin generated by the current operations.
<b>EBIT margin, %</b>	Operating profit (EBIT) divided by net sales, expressed as a percentage.	Operating margin provides an overview of the result that has been generated by operating activities.
<b>EBITA</b>	Operating profit with add-back of depreciation and write-downs on intangible assets.	EBITA provides an overall picture of profit generated by the business with the reversal of depreciation and write-downs on acquisition-related intangible assets.
<b>EBITA-margin, %</b>	EBITA as a percentage of net sales.	The EBITA margin is a useful measure together with net sales growth to monitor value creation.
<b>EBITDA</b>	Profit before financial items, tax and depreciation and write-downs.	The EBITA margin is a useful measure together with net sales growth to monitor value creation.



## DEFINITIONS OF PERFORMANCE MEASURES CONT.

PERFORMANCE MEASURE	DEFINITION	JUSTIFICATION FOR USAGE
<b>Average order value (AOV)</b>	Transaction-based net sales divided by the number of orders during the measurement period. Average order value includes discounts but excludes VAT and returns.	The EBITA margin is a useful measure together with net sales growth to monitor value creation.
<b>Capital expenditures</b>	Investments in tangible and intangible fixed assets, excluding financial fixed assets.	This key figure gives the Company a picture of investments. Including capitalized leasing contracts.
<b>Adjusted EBIT</b>	EBIT excluding items affecting comparability. Items affecting comparability include transaction-related costs, warehouse relocation costs, and termination costs.	Adjusted EBIT is adjusted for items affecting comparability and is thus considered to be a useful measure of the Company's underlying profit generated from operating activities.
<b>Adjusted EBIT-margin, %</b>	Adjusted EBIT divided by net sales, expressed as a percentage.	Adjusted EBIT margin is adjusted for items affecting comparability and is thus considered to be a useful measure of the Company's underlying profit generated from operating activities.
<b>Adjusted EBITA</b>	EBITA excluding items affecting comparability. Items affecting comparability include transaction-related costs, warehouse relocation costs, and termination costs.	The measure is relevant to give an indication of the Company's underlying results generated by operating activities excluding items affecting comparability.
<b>Adjusted EBIT-margin, %</b>	Adjusted EBITA divided by net sales, expressed as a percentage.	The measure is relevant for giving an indication of the Company's underlying profit as a share of net sales, which is generated by operating activities excluding items affecting comparability.
<b>Adjusted EBITDA</b>	EBITDA excluding items affecting comparability. Items affecting comparability include transaction-related costs, warehouse relocation costs, and termination costs.	Adjusted EBITDA is adjusted for items affecting comparability and is thus considered to be a useful measure of the Company's underlying profit generated from operating activities before depreciation.
<b>Net sales growth, %</b>	Annual growth in net sales, expressed as percentage.	This key figure enables the company to compare its growth rate in between different periods and with market as a whole and competitors.
<b>Net debt/net cash</b>	Interest-bearing liabilities reduced by cash and cash equivalents.	Net debt / net cash is a key figure that shows the Company's total indebtedness.





DESENIO GROUP