STRAX

YEAR-END REPORT Q4 2024

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STRAX – Work ongoing to save and rebuild the company

- The Group's sales for the period January 1 December 31, 2024, amounted to MEUR 7.4 (30.2) with a gross margin of -65.0 (-34.9) percent.
- The Group's result for the period January 1 December 31, 2024, amounted to MEUR -2.7 (-66.6) corresponding to EUR -0.02 (-0.51) per share.
- EBITDA from continuing operations for the period January 1 December 31, 2024, amounted to MEUR -2.2 (-51.8).
- Equity as of December 31, 2024, amounted to MEUR -16.0 (-71.8) corresponding to EUR -0.13 (-0.60) per share.
- As of December 31, 2024, STRAX is not fulfilling the special conditions in the loan agreement with PCP due to the development of profitability and financial position in the Group. STRAX board and management are working closely with PCP on a plan to return to compliance of the agreement.

"Our priority remains salvaging, stabilizing and rebuilding STRAX. We've significantly reduced operating expenses and are working to lower debt and improve liquidity."

Gudmundur Palmason, CEO

This information is information that STRAX AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 7:20 pm CET on February 28, 2025.

COMMENTS FROM THE CEO



Our priority remains salvaging, stabilizing and rebuilding STRAX. We've significantly reduced operating expenses and are working to lower debt and improve liquidity.

Since COVID-19, STRAX faced major challenges, ultimately leading to insolvencies of key entities in 2024, including Strax Holding GmbH and Strax GmbH. Despite this, we continue working tirelessly on solutions to secure the company's future.

2024 financial overview

Sales of MEUR 7.4 (30.2), reflecting an 75% decline compared to 2023. Sales decline comes out of all three product categories and sales are now concentrated in Strax Americas. Inventory adjustments are negatively impacting our gross profit, resulting in negative gross margin. EBITDA in 2024 amounted to MEUR -2.2 (-51.8), supported by drastically reduced operating expenses and nonrecurring costs, and gain from divestment of a business unit in the USA.

Our strategy is focused on expanding into health tech, such as hearing aids and biometric trackers, by leveraging relationships and developed technologies. We are committed to driving STRAX's recovery plan in an effort sustain long-term growth and create value for our stakeholders.

WE INNOVATE, WE CREATE, WE INSPIRE, WE DELIVER

STRAX engages in accessories that empower mobile lifestyles. Our portfolio of branded accessories covers the main mobile accessory categories: Protection, Power, Connectivity, as well as Personal Audio.

Own brands are Xqisit and Flavr. Our distribution business retains a broad reach in the Americas and the Nordics. Our distribution also services other mobile accessory brands.

STRAX has evolved since being founded as a trading company in 1995. Today we have approximately 15 employees in 4 countries. STRAX is listed on the Nasdaq Stockholm stock exchange.

Divested own brands include Urbanista, Gear4, Clckr and Planet Buddies.

Discontinued operations include Health & Wellness, own brands Dóttir and grell, and licensed brand portfolio of adidas and Diesel.







OWN BRANDS

XQISIT



FLAVR



INNOVATIVE PROTECTION, AUDIO, POWER & CHARGING SOLUTIONS

With an extensive product portfolio ranging from protection to audio and power, XQISIT brings mid-priced innovative, quality design and functionality to value-conscious consumers.

BASIC YET ESSENTIAL MOBILE ACCESSORIES

FLAVR is an entry level brand covering all key mobile accessories product categories.

The Board of Directors and the CEO of STRAX AB hereby submit the Yearend report for the period January 1 – December 31, 2024

All amounts are provided in EUR thousands unless otherwise stated. Figures in parentheses refer to the corresponding period the previous financial year. Information provided refers to the group and the parent company unless otherwise stated.

Result and financial position January 1 – December 31, 2024

The Group's net sales for the period January 1 – December 31, 2024, amounted to 7 421 (30 180). Gross profit amounted to -4 823 (-10 527) and gross margin amounted to -65.0 (-34.9) percent. Operating profit amounted to -2 425 (-52 087).

Result for the period from continuing operations amounted to -2 658 (-61 169) and the result for the period amounted to -2 658 (-66 642). The result included gross profit -4 823 (-10 527) selling expenses -2 018 (-34 998), administrative expenses -1 055 (-3 549), other operating expenses -2 795 (-12 472), other operating income 12 624 (23 503), income from associated company -4 357 (-14 044) net financial items -514 (-9 454) and tax 281 (372).

As of December 31, 2024, total assets amounted to 30 (18 738), of which equity totaled -16 012 (-71 797), corresponding to equity/assets ratio of -53 168.1 (-383.2) percent. Interest-bearing liabilities as of December 31, 2024, amounted to 529 (550). The group's cash and cash equivalents amounted to 10 (524).

As of December 31, 2024, STRAX is not fulfilling the special conditions in the loan agreement with P Capital Partners (PCP) due to the development of profitability and financial position in the Group. STRAX board and management is working closely with PCP on a plan to return to compliance of the agreement.

It must be pointed out that current market conditions are very challenging and the longer it takes to execute necessary measures and the longer it takes markets to recover impacts the risk in a negative way.

The Board is continuously working to implement a plan to strengthen the financial position and liquidity of the Group. So far, the work has resulted in significant reduction of costs and discontinuing of non-profitable brands and operations. The aim is to communicate next steps and future strategy for the Group during December 2024.

Significant events during the period

Bertil Villard resigned as a Board member and as Chairman of STRAX AB. Ingvi Tyr Tomasson has been appointed the Chairman of the Board following the resignation of Bertil Villard. STRAX entered into an Assets Purchase Agreement with Matter Brands, LLC, formerly Alara Inc, to divest the brands Clckr, Jewel and Fundamental as well as key customer contracts and the majority of the US organization. Matter Brands, LLC, has a strong portfolio of brands including Gadget Guard as a category leader in screen protection, Atom Studios as a category leader in design and sustainability, as well as Alara Technologies, an industry leader holding several global patents in the field of EMF protection. Matter Brands, LLC, is paying for the assets by issuing new shares corresponding to a total of 40 percent of outstanding shares in Matter Brands, LLC.

STRAX AB, through its subsidiary STRAX Holding GmbH divested its 40 percent ownership of Matter Brands LLC for at total consideration of the equivalent of approximately MEUR 11 to P Capital Partners AB ("PCP") with a potential future upside for the Group. The consideration of approximately MEUR 11 will be fully assigned towards the outstanding loans under the facility agreement with PCP. The sale will also lead to a capital gain of approximately MEUR 5.

STRAX associated company STRAX GmbH filed for insolvency in May 2024.

Following the filing of insolvency of the associated company STRAX GmbH on May 28, 2024, the Board decided to write down shares in subsidiaries in the parent company's financial statements to zero with effect as of December 31, 2023, as well as write off the value of goodwill in the Group.

In connection with the insolvency filing of the associated company Strax GmbH that entity has raised claims regarding payment of outstanding receivables towards Strax Holding GmbH. There have previously been agreements how these outstanding amounts would be handled both short and long term, but under the current preliminary insolvency of Strax GmbH it is not clear how this will affect Strax Holding GmbH and thereby the Strax AB Group.

Strax Holding GmbH, on July 9, 2024, was notified of a preliminary insolvency proceeding by the court in Bonn, Germany. This initiates a 90-day procedure where the company works together with an administrator to investigate the potential for the business to continue operations as a going concern. The holding in Strax Holding GmbH has been written down to zero previously in STRAX AB.

On November 13, 2024, Strax Holding GmbH was declared insolvent by the competent court in Bonn, Germany. The holding in Strax Holding GmbH has been written down to zero previously in STRAX AB.

STRAX has completed an asset purchase agreement to acquire select assets from the insolvency estate of Strax GmbH in Germany.

As of December 31, 2024, STRAX is not fulfilling the special conditions in the loan agreement with PCP due to the development of profitability and financial position in the Group. STRAX board and management are working closely with PCP on a plan to return to compliance of the agreement.

Significant events after the end of the period

As communicated in the 2023 Annual Report as well as in the Q1 report of 2024 published May 31, 2024 Strax GmbH claimed payment of intercompany balances from Strax Holding GmbH. As disclosed, Strax Holding GmbH does not agree that this balance is due nor the full amount claimed. Nevertheless, as a matter of caution, the full amount was reserved in the figures as of December 31, 2023. The administrator of the insolvency estates of Strax GmbH and Strax Holding GmbH has now raised the claim towards Strax AB. The Board of Strax AB maintains the same position towards the claim towards Strax Holding GmbH and is of the opinion the claim towards Strax AB has no merit.

Seasonal and phone launch fluctuations

STRAX operations have defined fluctuations between seasons, whereby the strongest period is September-November. This means the greater part of the STRAX result is generated during the second half of the year provided the trends from the last five years continue. Timing and supply of hero smartphone launches, e.g. iPhone and Samsung Galaxy, also impacts STRAX results, with these being hard to predict and sometimes challenging to manage.

Investments

Investments during the period amounted to a total of - (-360).

The parent company's result for the period amounted to -1 298 (-77 791). The result included net sales 148 (-), administrative expenses -1 471 (-1 965) and net financial items 25 (-75 826). As of December 31, 2024, total assets amounted to 30 (840) of which equity totaled -16 012 (-14 715). Cash and cash equivalents amounted to 10 (9).

Future development

STRAX currently is playing for survival through various restructuring initiatives. Once the restructuring is completed, we will focus on mobile accessories and personal audio, as these are the product categories we've managed to develop and scale brands globally during the past decade.

Risks and uncertainties

Risk assessment, i.e. the identification and evaluation of the company's risks is an annual process at STRAX. Risk assessment is done in the form of self-evaluation and includes establishing action plans to mitigate identified risks. The primary risks present in STRAX business activities are commercial risk, operative risk, financial risk relating to outstanding receivables, obsolete inventory, and currency risk. Other risks that impact the company's financial operations are liquidity, financing, interest rate and credit risk. The current market conditions in combination with the losses and financial position of the group significantly increase the liquidity risk as well as the financing risk of the company. The company is to some extent dependent on a key number of senior executives and other key personnel to run its operations, and is dependent on a functioning distribution chain, logistics and warehousing.

Russia's military intervention in Ukraine has led to growing geopolitical uncertainty. STRAX does not conduct any operations in Russia or Ukraine and is not directly impacted from a business perspective, but is indirectly affected by, among other things, increased material prices and supply chain disruptions. STRAX is actively working to limit the negative effects of the situation that has arisen.

For further information on risks and risk management, reference is made to the 2023 annual report.

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FINANCIAL CALENDAR:

April 2025 Annual report 2024

May 22 2025 Interim report January – March 2025

May 22 2025 Annual General Meeting For further information contact:

Gudmundur Palmason (CEO)

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The Board is registered in Stockholm, Sweden.

The report has been prepared in Swedish and translated into English. In the event of any discrepancies between the Swedish and English translation, the former shall have precedence.

The undersigned declare that the interim report provides a true and fair overview of the parent company's and the group's operations, financial position, performance, and result and describes material risks and uncertainties facing the parent company and other companies in the group.

Stockholm, February 28, 2025

Ingvi Tyr Tomasson Chairman

Kjartan Sigurdsson Director Gudmundur Palmason Director/CEO

This report has not been subject to an audit by the company auditor.

	2024	2023	2024	2023
	(3 months)	(3 months)	(12 months)	(12 months)
Key ratios	Oct 1- Dec 31	Oct 1 - Dec 31	Jan 1- Dec 31	Jan 1 - Dec 31
FINANCIAL KEY RATIOS				
Sales growth, %	-100.0	-66.1	-75.4	-27.3
Gross margin, %	0.0	-220.0	-65.0	-27.3
Equity, MEUR	-16.0	-220.0	-05.0	-71.8
Equity/asset ratio, %	-53 168.1	-58.2	-53 168.1	-383.2
DATA PER SHARE				
Equity, EUR	-0.13	-0.28	-0.13	-0.60
Equity, SEK	-1.53	-3.21	-1.53	-6.61
Result continuing operations, EUR	-0.01	-0.27	-0.02	-0.51
Result continuing operations, SEK	-0.09	-3.06	-0.34	-5.82
Result from discontinued operations, EUR	0.00	-0.08	0.00	-0.05
Result from discontinued operations, SEK	0.00	-0.86	0.00	-0.52
NUMBER OF SHARES				
Number of shares at the end of the period	120 592 332	120 592 332	120 592 332	120 592 332
Average number of shares	120 592 332	120 592 332	120 592 332	120 592 332
EMPLOYEES				
Average number of employees	15	90	15	86

Calculation ratios

		3 Months			12 Months	
	2024	2023	2022	2024	2023	2022
	Oct 1 - Dec 31	Oct 1 - Dec 31	Oct 1 - Dec 31	Jan 1 - Dec 31	Jan 1 - Dec 31	Jan 1 - Dec 31
Sales						
Sales	-	5 269	15 561	7 421	30 180	41 512
Increase (+)/decrease (-)	-5 629	-10 292		-22 759	-11 332	
Sales growth						
Increase (+)/decrease (-)	-5 629	-10 292	_	-22 759	-11 332	
Value previous year	5 269	15 561	_	30 180	41 512	
= Sales growth	-106,8%	-66,1%		-75,4%	-27,3%	
Gross profit						
Gross profit	-	-11 593		-4 823	-10 527	
Sales	-	5 269	_	7 421	30 180	
= Gross profit %	-	-220,0%		-65,0%	-34,9%	
Equity assets ratio						
Equity	-16 012	-71 797		-16 012	-71 797	
Total assets	30	18 738	-	30	18 738	
= Equity assets ratio %	-53168,1%	-383,2%		-53168,1%	-383,2%	

	2024	2023	2024	2023
	(3 months)	(3 months)	(12 months)	(12 months)
Summary income statements, KEUR	Oct 1 – Dec 31	Oct 1 – Dec 31	Jan 1 – Dec 31	Jan 1- Dec 31
Net sales	-	5 269	7 421	30 180
Cost of goods sold	-	-16 862	-12 244	-40 707
Gross profit	-	-11 593	-4 823	-10 527
Selling expenses	7	-28 083	-2 018	-34 998
Administrative expenses (1)	-72	-760	-1 055	-3 549
Other operating expenses	-674	3 181	-2 795	-12 472
Other operating income	-	22 165	12 624	23 503
Income from associated company	-	-14 044	-4 357	-14 044
Operating profit	-738	-29 134	-2 425	-52 087
Financial income	-	1	63	42
Financial expenses	-11	-3 348	-577	-9 496
Net financial items	-11	-3 347	-514	-9 454
Profit before tax	-749	-32 481	-2 939	-61 541
Тах	-	372	281	372
Profit or loss from continuing	-749	-32 109	-2 658	-61 169
operations after tax Profit or loss from discontinued	-	-9 064	-	-5 473
PROFIT OR LOSS FOR THE PERIOD	-749	-41 173	-2 658	-66 642
Basic earnings per share continuing operations, EUR	-0.01	-0.27	-0.02	-0.51
Diluted earnings per share continuing operations, EUR	-0.01	-0.26	-0.02	-0.49
Basic earnings per share discontinued operations, EUR	0.00	-0.08	0.00	-0.05
Diluted earnings per share discontinued operations, EUR	0.00	-0.07	0.00	-0.04
Weighted average number of shares during the period	120 592 332	120 592 332	120 592 332	120 592 332
Weighted diluted average number of shares during the period	124 687 332	124 687 332	124 687 332	124 687 332
Statement of comprehensive income, KEUR				
Result for the period	-749	-41 173	-2 658	-66 642
Other comprehensive income, translation gains/losses on consolidation net of tax	58 342	1 822	58 443	1 328
Total comprehensive income for the period	57 593	-39 351	55 785	-65 314

¹⁾ Depreciation and amortization for the period January 1 – December 31, 2024, amounted to 185 (334).
2) The result for the period, respectively the total comprehensive income is attributed to the parent company's shareholders.

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Interest-bearing liabilities 529 557 Total non-current liabilities 529 1 620 Current liabilities: - 611 Provisions - 611 Interest-bearing liabilities - 11 499 Accounts payable 15 095 10 080 Tax liabilities - 1 622 Liabilities to associated companies 89 51 553 Other liabilities 328 13 533 Total current liabilities 16 042 90 534 Other liabilities 16 042 90 534 Total EQUITY AND LIABILITIES 30 18 733 Summary of changes in equity, KEUR - 64 82 Comprehensive income January 1 – December 31 2023 -65 315 - Equity as of December 31, 2023 -71 797 - Comprehensive income January 1 – December 31 2024 -2 658 - Adjustment for divestment of Group 58 443 -	Tax liabilities	-	422
Total non-current liabilities 529 1 620 Current liabilities: - 612 Provisions - 612 Interest-bearing liabilities - 11 499 Accounts payable 15 095 10 086 Tax liabilities - 1 623 Liabilities - 1 623 Diter liabilities - 1 623 Other liabilities - 1 623 Other liabilities - 1 623 Other liabilities 328 13 532 Total current liabilities 328 13 532 Total current liabilities 15 513 88 914 Total liabilities 15 513 88 914 Total liabilities 16 042 90 534 TOTAL EQUITY AND LIABILITIES 30 18 733 Summary of changes in equity, KEUR - - Equity as of December 31, 2022 - - Comprehensive income January 1 – December 31 2023 - - Comprehensive income January 1 – December 31 2024 -2 658	Other liabilities	-	648
Current liabilities: - 612 Provisions - 11 493 Interest-bearing liabilities - 11 493 Accounts payable 15 095 10 083 Tax liabilities - 1 622 Liabilities 89 51 553 Other liabilities 328 13 532 Total current liabilities 15 013 88 914 Total liabilities 16 042 90 534 Total LEQUITY AND LIABILITIES 30 18 737 Summary of changes in equity, KEUR - - Equity as of December 31, 2022 - 6 482 Comprehensive income January 1 – December 31 2023 -65 315 Equity as of December 31, 2023 -71 797 Comprehensive income January 1 – December 31 2024 -2 658 Adjustment for divestment of Group 58 443	Interest-bearing liabilities	529	550
Provisions - 612 Interest-bearing liabilities - 11 492 Accounts payable 15 095 10 088 Tax liabilities - 1 622 Liabilities to associated companies 89 51 556 Other liabilities 328 13 532 Total current liabilities 328 13 532 Total current liabilities 16 042 90 534 Total liabilities 16 042 90 534 TOTAL EQUITY AND LIABILITIES 30 18 735 Summary of changes in equity, KEUR - - Equity as of December 31, 2022 - - Comprehensive income January 1 – December 31 2023 - - Comprehensive income January 1 – December 31 2024 - 2 658 Adjustment for divestment of Group 58 443 -	Total non-current liabilities	529	1 620
Interest-bearing liabilities - 11 499 Accounts payable 15 095 10 086 Tax liabilities - 1 629 Liabilities to associated companies 89 51 556 Other liabilities 328 13 533 Total current liabilities 15 513 88 914 Total liabilities 16 042 90 534 TOTAL EQUITY AND LIABILITIES 30 18 733 Summary of changes in equity, KEUR - - Equity as of December 31, 2022 - 6 482 Comprehensive income January 1 – December 31 2023 -65 315 Equity as of December 31, 2023 -71 797 Comprehensive income January 1 – December 31 2024 -2 658 Adjustment for divestment of Group 58 443	Current liabilities:		
Accounts payable 15 095 10 086 Tax liabilities - 1 6 25 Liabilities to associated companies 89 51 556 Other liabilities 328 13 532 Total current liabilities 15 513 88 914 Total current liabilities 15 513 88 914 Total liabilities 16 042 90 534 TOTAL EQUITY AND LIABILITIES 30 18 735 Summary of changes in equity, KEUR - - Equity as of December 31, 2022 -6 482 - Comprehensive income January 1 – December 31 2023 -65 315 - Equity as of December 31, 2023 -71 797 - Comprehensive income January 1 – December 31 2024 -2 658 - Adjustment for divestment of Group 58 443 - -	Provisions	-	612
Tax liabilities-1 629Liabilities to associated companies8951 558Other liabilities32813 532Total current liabilities15 51388 914Total current liabilities16 04290 534Total liabilities16 04290 534TOTAL EQUITY AND LIABILITIES3018 733Summary of changes in equity, KEUR6 482Equity as of December 31, 2022-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Interest-bearing liabilities	-	11 499
Liabilities to associated companies8951 553Other liabilities32813 533Total current liabilities15 51388 914Total liabilities16 04290 534TOTAL EQUITY AND LIABILITIES3018 733Summary of changes in equity, KEUR-6 482-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Accounts payable	15 095	10 088
Other liabilities32813 532Total current liabilities15 51388 914Total liabilities16 04290 534TOTAL EQUITY AND LIABILITIES3018 737Summary of changes in equity, KEUR-6 482Equity as of December 31, 2022-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Tax liabilities	-	1 625
Total current liabilities15 51388 914Total liabilities16 04290 534TOTAL EQUITY AND LIABILITIES3018 733Summary of changes in equity, KEUR3018 733Equity as of December 31, 2022-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Liabilities to associated companies	89	51 558
Total liabilities16 04290 534TOTAL EQUITY AND LIABILITIES3018 733Summary of changes in equity, KEUREquity as of December 31, 2022-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Other liabilities	328	13 532
TOTAL EQUITY AND LIABILITIES3018 737Summary of changes in equity, KEUREquity as of December 31, 2022-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Total current liabilities	15 513	88 914
Summary of changes in equity, KEUREquity as of December 31, 2022-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Total liabilities	16 042	90 534
Equity as of December 31, 2022-6 482Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	TOTAL EQUITY AND LIABILITIES	30	18 737
Comprehensive income January 1 – December 31 2023-65 315Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Summary of changes in equity, KEUR		
Equity as of December 31, 2023-71 797Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Equity as of December 31, 2022	-6 482	
Comprehensive income January 1 – December 31 2024-2 658Adjustment for divestment of Group58 443	Comprehensive income January 1 – December 31 2023	-65 315	
Adjustment for divestment of Group 58 443	Equity as of December 31, 2023	-71 797	
	Comprehensive income January 1 – December 31 2024	-2 658	
Equity as of December 31, 2024 -16 012	Adjustment for divestment of Group	58 443	
	Equity as of December 31, 2024	-16 012	

	2024	2023	2024	202
	(3 months)	(3 months)	(12 months)	(12 months
Summary cash flow statements, KEUR	Oct 1- Dec 31	Oct 1-Dec 31	Jan 1- Dec 31	Jan 1- Dec 3
OPERATING ACTIVITIES				
Result before tax, continuing operations	-749	-32 481	-2 939	-61 54
Adjustment for items not included in cash flow from	-	30 474	8 610	34 00
operations or items not affecting cash flow Paid taxes	_	-48	-283	-51
	-	-+0	-203	-01.
Cash flow from continuing operations prior to changes in working capital	-749	-2 055	5 388	-28 04
Cash flow from changes in working capital:				
Increase (-)/decrease (+) operating items	680	890	-5 903	29 46
Cash flow from operating activities continuing operations	-70	-1 165	-514	1 41
Cash flow from operations	-70	-1 165	-514	1 41
NVESTMENT ACTIVITIES		20		20
NVESTMENT ACTIVITIES		-29		-36
	-	-29 - 29		
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations	-	-29 1 889	-	-36
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued		-29		-36
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations	- - -	-29 1 889	-	-36
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities	-	-29 1 889	-	-36
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities FINANCING ACTIVITIES Amortization of interest-bearing liabilities Repayment Leasing liabilities	- - - - -	-29 1 889		-36
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities FINANCING ACTIVITIES Amortization of interest-bearing liabilities Repayment Leasing liabilities Paid interest and other expenses		-29 1 889 1 860 -	-	-36 -36 -3 00
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities FINANCING ACTIVITIES Amortization of interest-bearing liabilities Repayment Leasing liabilities		-29 1 889 1 860 -	-	-36 -36 -3 00 -43
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities FINANCING ACTIVITIES Amortization of interest-bearing liabilities Paid interest and other expenses Cash flow from financing activities of continuing operations Cash flow from financing activities of discontinued		-29 1 889 1 860 - -951 -	-	-36 -36 -3 00 -43
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities FINANCING ACTIVITIES Amortization of interest-bearing liabilities Paid interest and other expenses Cash flow from financing activities of continuing operations	- - - - - - - - - - - - - - -	-29 1 889 1 860 - -951 - -951	- -	-36 -3 00 -43 -3 44
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities FINANCING ACTIVITIES Amortization of interest-bearing liabilities Repayment Leasing liabilities Paid interest and other expenses Cash flow from financing activities of continuing operations Cash flow from financing activities of discontinued operations	- - - - - - - - - - - - - - -	-29 1 889 1 860 - -951 - -951 206	-	-36 -3 00 -43 -3 44 -3 44
NVESTMENT ACTIVITIES Divestment subsidiaries Cash flow from investing activities of continuing operations Cash flow from investing activities of discontinued operations Cash flow from investment activities FINANCING ACTIVITIES Amortization of interest-bearing liabilities Repayment Leasing liabilities Paid interest and other expenses Cash flow from financing activities of continuing operations Cash flow from financing activities of discontinued operations Cash flow from financing activities Cash flow from financing activities		-29 1 889 1 860 - -951 - 951 206 - 745		-36 -36 -3 00 -43 -3 44 -3 44 -3 44 -2 38 2 90

NOTE 1 REFERENCES

- Seasonal and phone launch fluctuations, see page 6.
- For further information on accounting principles reference is made to the 2023 annual report.
- For events after the end of the period, see page 6.

NOTE 2 ACCOUNTING PRINCIPLES

The currency of the Parent Company is Euro (EUR), which is also the reporting currency of the parent company and the Group.

STRAX prepares consolidated financial statements in accordance with International Financial Reporting Standards (IFRS) and with the restrictions which apply due to the Swedish national legislative when preparing the parent company's financial statements.

The Interim report for the group has been prepared in accordance with IAS 34" Interim Reporting" and applicable sections of the Annual Accounts Act.

The section of the report applicable to the parent company has been prepared in accordance with Annual Accounts Act, Chapter 9.

The same accounting principles are applied as in the annual report for 2023.

All operations is conducted in one segment.

HELD FOR SALE OR/AND DISCONTINUED OPERATIONS

During the fall of 2022 the board of directors conducted a strategic review of the groups business and as a result of that process it was decided to simplify the group structure and reduce the number of brands and types of businesses we engage in as well as operational entities in the group.

The divestment of the majority ownership in the European Distribution represented the full Segment "Distribution" and as an effect it has been reported applying IFRS – Discontinued operations. The effect is that the profit or loss for the period January 1 – December 31, 2023, and corresponding figures last year has been reported Profit/loss from discontinued operations in the Income statement. The divestment of Distribution is an own segment and therefore treated as discontinued operations. The main part of discontinued operations in the schedule below belongs to the segment Distribution.

Group

	2024	2023	2024	2023
	(3 months)	(12 months)	(12 months)	(12 months)
Income statements for discontinued operations, KEUR	Oct 1 – Dec 31	Jan 1 – Dec 31	Jan 1 – Dec 31	Jan 1 - Dec 31
Net sales	-	1	-	20 754
Cost of goods sold	-	-1	-	-16 327
Gross profit	-	-	-	4 427
Selling expenses	-	-46	-	-2 815
Administrative expenses	-	-	-	-1 335
Other operating expenses	-	-8 476	-	-8 198
Other operating income	-	-541	-	779
Operating profit	-	-9 063	-	-7 142
Financial income	-	-199	-	-
Financial expenses	-	199	-	1 118
Net financial items	-	-	-	1 118
Profit before tax	-	-9 063	-	-6 024
Тах	-	-1	-	551
Profit or loss from discontinued operations after tax	-	-9 064	-	-5 473

Bridge to EBITDA discontinued operations KEUR	2024 (3 months) Oct 1 - Dec 31	2023 (3 months) Oct 1 - Dec 31	2024 (12 months) Jan 1 – Dec 31	2023 (12 months) Jan 1 - Dec 31
Operating profit from discontinued operations	-	-9 063	-	-7 142
+ Depreciation & amortization from discontinued operations	-	-362	-	334
EBITDA from discontinued operations	-	-9 425	-	-6 808

Definitions

Key ratio	Calculation	What it measures or represents
Equity/Asset ratio	Equity as a percentage of the total assets.	This measure reflects the financial position and the long- term solvency and resistance to periods of economic downturn.
Equity per share	Equity in relation to the number of shares at the end of the period.	Measures development of equity in relation to number of outstanding shares at the end of the period, captures both changes in equity and changes in number of outstanding shares.
Number of shares at the end of the period	The number of shares at the end of each period adjusted for bonus issue and share buy-back etc.	Calculation bases for all balance sheet per shares based key ratios.
Items affecting comparability	The number of shares at the end of each period adjusted for bonus issue and share buy-back etc.	Calculation bases for all balance sheet per shares based key ratios.
Gross profit	Sales less the cost of goods sold.	Measures how well prices to customers in relation to cost of goods sold are maintained including costs to deliver sold goods.
Gross margin	Gross profit in relation to sales expressed as a percentage.	Gross profit in relation to Sales, efficiency measure presented in percentage.
Operating profit/loss	Operating income minus operating costs for the specified period before financial items and taxes.	Measures overall profitability from operations and ongoing business activities including depreciation and amortization.

EBITDA

Operating profit/loss plus depreciations.

Measures overall profitability from operations and ongoing business activities including depreciation and amortization.

Bridge to EBITDA continuing operations, KEUR	2024 (3 months) Oct 1 – Dec 31	2023 (3 months) Oct 1 – Dec 31	2024 (12 months) Jan 1 – Dec 31	2023 (12 months) Jan 1 – Dec 31
Operating profit from continuing operations	-738	-29 134	-2 425	-52 087
+ Depreciation & amortization from continuing operations	-	-667	185	334
EBITDA from continuing operations	-738	-29 801	-2 240	-51 753

Parent Company

	2024	2023	2024	2023
Summary income statements,	(3 months)	(3 months)	(12 months)	(12 months)
KEUR	Oct 1 - Dec 31	Oct 1 - Dec 31	Jan 1 - Dec 31	Jan 1 - Dec 31
INVESTMENT ACTIVITIES				
Net Sales	-	-	148	-
Gross profit	-	-	148	-
Administrative expenses	-738	-699	-1 471	-1 965
Operating income	-738	-699	-1 323	-1 965
Net financial items	-11	-	25	-75 826
Result after financial items	-749	-24 733	-1 298	-77 791
RESULT FOR THE PERIOD	-749	-24 733	-1 298	-77 791
Statement of comprehensive income, KEUR				
Result for the period	-749	-24 733	-1 298	-77 791
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	-749	-24 733	-1 298	-77 791
			2024	2023
Summary balance sheets, KEUR			December 31	December 31
ASSETS				
Non-current assets			20	43
Non-current financial assets			-	71
Total non-current assets			20	114
Current receivables			-415	286
Prepaid expenses and accrued income			415	431
Cash and bank balances			10	9
Total current assets			10	726
TOTAL ASSETS			30	840
EQUITY AND LIABILITIES				
Equity			-16 012	-14 715
Current liabilities			16 042	15 555
Total liabilities TOTAL EQUITY AND LIABILITIES			<u>16 042</u> 30	15 555 840
			50	0+0
Summary of changes in equity, KEUR Equity as of December 31, 2022				63 076
Comprehensive income Jan 1 – Dec 31 2023				-77 791
Equity as of December 31, 2023				-14 715
Comprehensive income Jan 1 - Dec 31 2024				-1 298
Equity as of December 31, 2024				-16 012