

Alcadon Group decides on new financial targets and Vision 2025

The Board of Directors of Alcadon has decided on new financial targets over a business cycle for the Alcadon Group and Vision 2025. The updated financial targets entail a continued focus on profitable growth both organically and through acquisitions and will take Alcadon to become a well-renowned European premium partner active in carefully selected business areas related to the digitalization of society.

During tomorrow's Capital Markets Day, Alcadon will present the company's business model and strategy, product offering, different markets, financial position and Vision 2025, as well as updated financial targets.

Financial targets

- **Growth** - Annual sales growth of 20 percent
- **Profitability** - EBITa margin exceeding 10 percent
- **Leverage** - Net interest-bearing debt/EBITDA (rolling 12 months) between 2 to 3

Vision 2025

- Net sales - 2.600 MSEK
- EBITa - 280 MSEK
- EBITa % - 10.8

Other key objectives

- **Customer loyalty** - Net Promoter Score exceeding 30
- **Employee engagement** - Employee Net Promoter Score (eNPS) exceeding 30

Furthermore, the Board and management intend to during 2023 investigate the possibility of switching from Nasdaq First North to Nasdaq Main Market.

Growth - Alcadon shall have an average annual sales growth of at least 20 percent over a business cycle. Sales growth will be generated organically and through acquisitions.

Profitability - Alcadon's annual average EBITa margin should exceed 10 percent over a business cycle. EBITa is defined as operating profit before amortisation of intangible assets.

Debt - Alcadon's long-term debt should be between 2 and 3 times EBITDA. EBITDA is defined as operating profit before depreciation and amortisation.

Customer loyalty - measured by the Net Promoter Score (NPS) which provides a measure of how willing customers are to recommend Alcadon. NPS is measured by customers rating Alcadon on a scale of 1-10, where the number of ambassadors is then compared to the number of critics. Ambassadors are considered to be all those who answered between 9-10 while critics are considered to be all those who answered between 1-6.

Employee engagement - measured by the Employee Net Promoter Score (eNPS) which provides a measure of how willing employees are to recommend their workplace. Employees rank Alcadon on a scale of 1-10, with the number of ambassadors then set against the number of critics. Ambassadors are all those who answered between 9-10, while critics are all those who answered between 1-6.

Stockholm, September 28, 2022

This disclosure contains information that Alcadon Group AB is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 28-09-2022 08:00 CET.

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About Alcadon Group AB

Alcadon conducts operations in Sweden, Norway, Denmark, Germany, the UK and Benelux. Since its inception in 1988, Alcadon has established itself as a leading supplier of data and telecommunications products and systems.

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