

Introduction to Arctic Securities

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| Disclaimer

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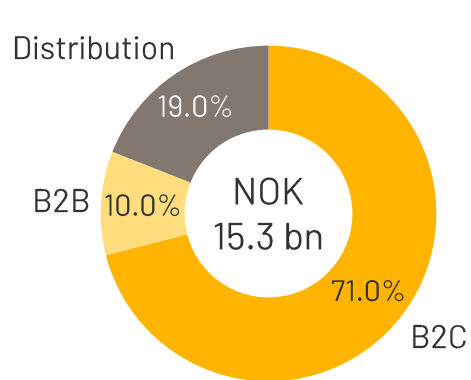
Overview of the Komplett Group

The largest Nordic online-first electronics retailer

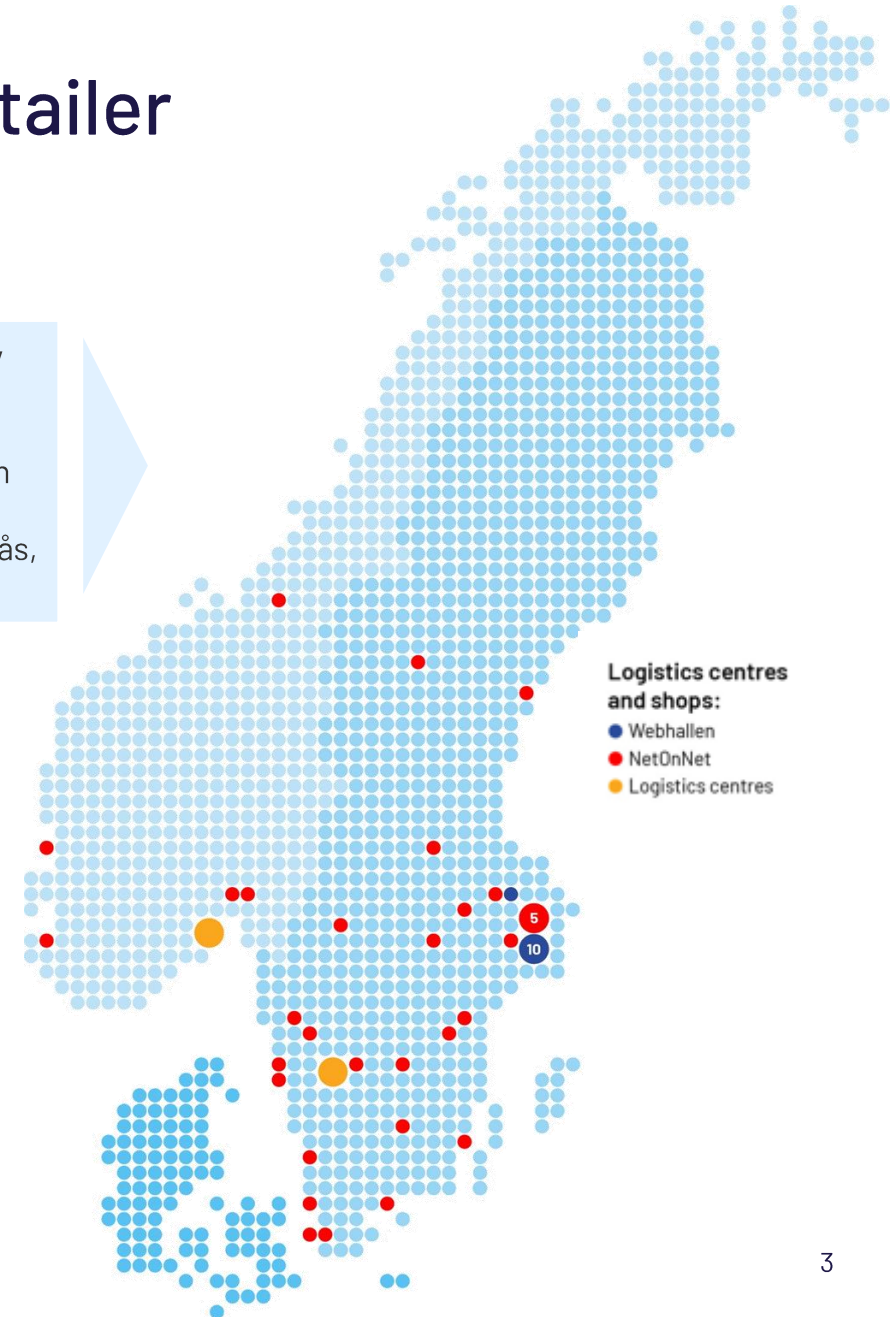
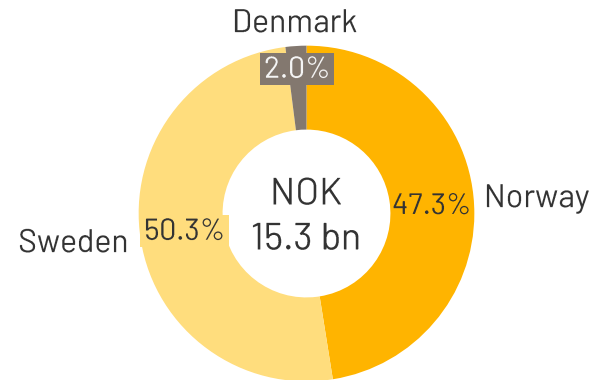
A diversified multi-segment business model



Revenues by segment



Revenues by country



Overview of the Komplett Group

A multi-segment family of online-first brands

Portfolio of strong Nordic retail brands



The **gaming destination**
with an engaged and loyal
community



The **low-price challenger**
with convenient
omnichannel offering



The **pure play online**
electronics specialist
with expert authority



The simple and secure **IT
service partner for B2B**



Large-scale **distribution
for resellers and big
entities**

B2C
NOK 10.9 bn

B2B
NOK 1.6 bn

Distribution
NOK 2.9 bn

Common brand traits

✓ High customer
satisfaction

✓ Fast and convenient
delivery

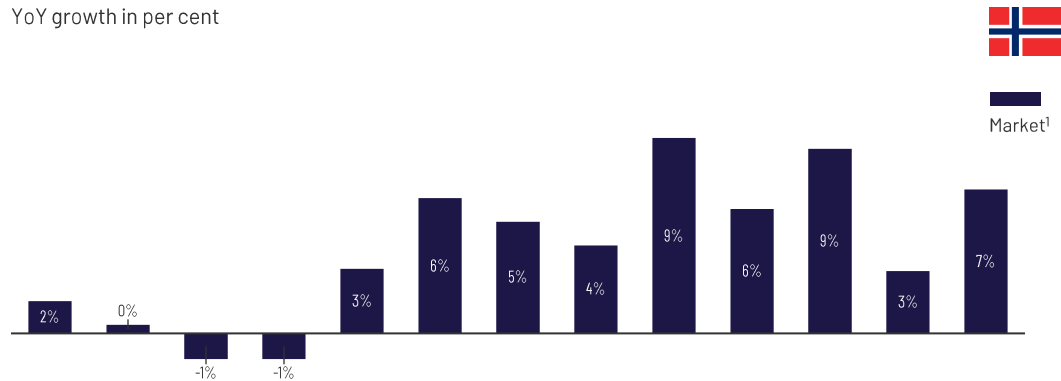
✓ Loyal and engaged
customers

✓ Excellent customer
services

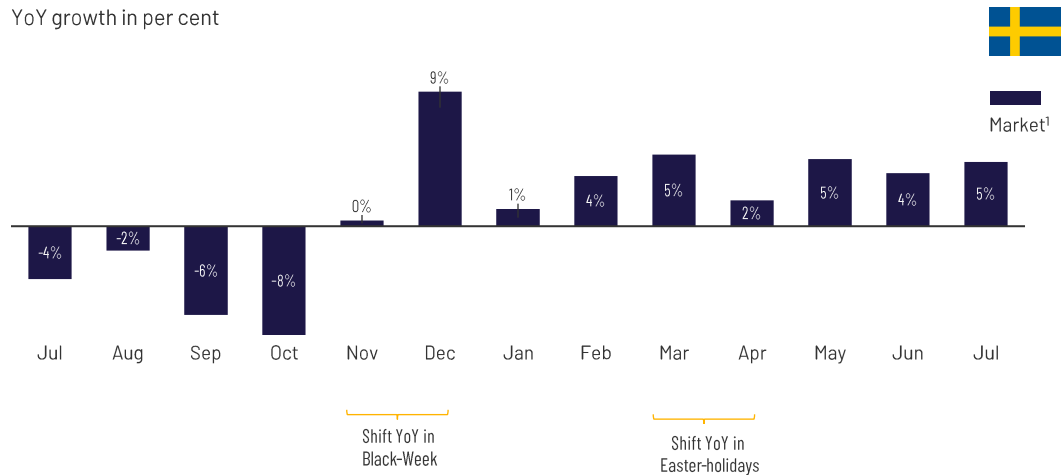
Recent performance and activities

Improved market environment

YoY growth in per cent



YoY growth in per cent



- **Market progress** across both Sweden and Norway
- **Positive impulse** from new products launches
- **Market outlook** supported by consumer fundamentals
- **Risks from increased global uncertainty** remain

Recent performance and activities

Steady sales with margin uplift

Operating revenue:

NOK 3 431 million

Q2-24: NOK 3 418 million

Gross margin:

14.6 per cent

Q2-24: 13.1 per cent

Opex share incl. depreciation:

15.2 per cent

Q2-24: 14.2 per cent

EBIT (adj.):

NOK -22 million

Q2-24: NOK -38 million

Net working capital:

NOK 192 million

Q2-24: NOK 255 million

NIBD/EBITDA:

3.8x

Q2-24: 3.0x



Stable sales rising 0.4 per cent including positive FX



Gross margin uplift driven by a rebalanced campaign and price policy, and mix effects



Costs continue being actively managed but significant FX effects in the quarter



Continued solid liquidity reserve and financial position in line with covenants

Recent performance and activities

Increasing effects from new launches and cost measures



Photo: Bjørn Wad

- **Improving market momentum** supported by strategic and commercial initiatives
- **Impulse from new product launches** expected to continue as higher volumes and more innovations become available
- **Growing positive impact** from cost initiatives and warehouse and back-office consolidation
- **Further cost and efficiency measures** have been defined for implementation in the coming quarters
- **Future impact** from geopolitical shifts and competition on the overall trading environment remains a source of uncertainty

Strategy and perspectives

A strong strategic platform for further expansion

01



Positioned in **fundamentally attractive** markets in the fastest growing **online segment**

02



Online-first business model with speed, convenience and leading tech

03



Retail brands with industry **leading customer satisfaction**

04



Leading efficiency and opex cost position with a **scalable** platform

05



Integrated back-end and shared capabilities across commercial, digital and supply chain functions

Photos: Björn Wad



KOMPLETT® GROUP