

Interim Report Q2 2023

ITAB Shop Concept AB (publ)

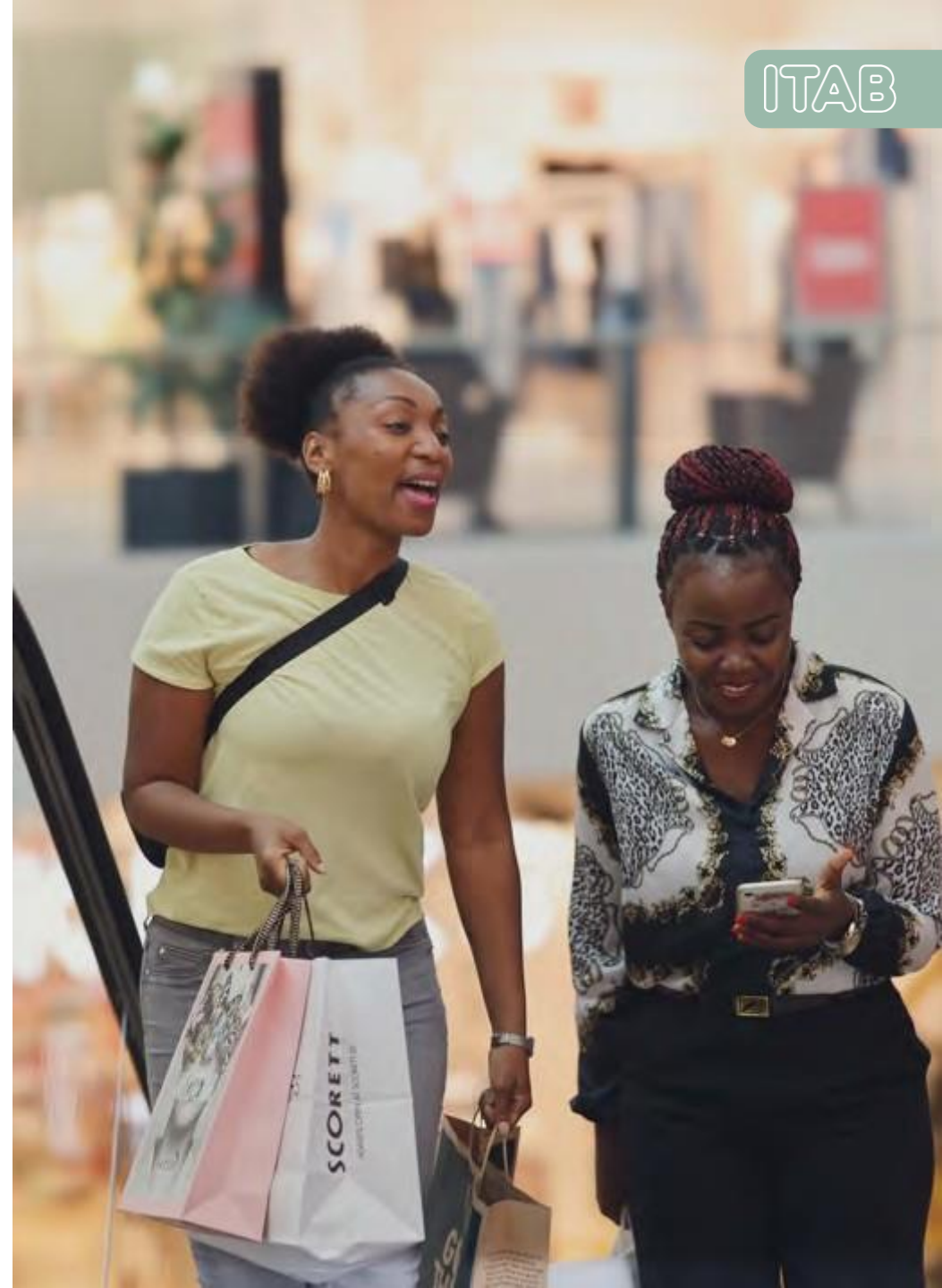
July 13th 2023



TODAY'S AGENDA

- ▶ Introduction to ITAB
- ▶ Retail in Transformation
- ▶ The leading Solution Provider
- ▶ The Growth Opportunity
- ▶ Interim Report Q2 2023
- ▶ Questions & Answers

ITAB



Introduction to ITAB

2 MEN
1 WOMEN
CHILDREN
0 WOMEN
HOMEWARE
CAFÉ

We are what we create together with our customers...



Leader in Europe with global reach...



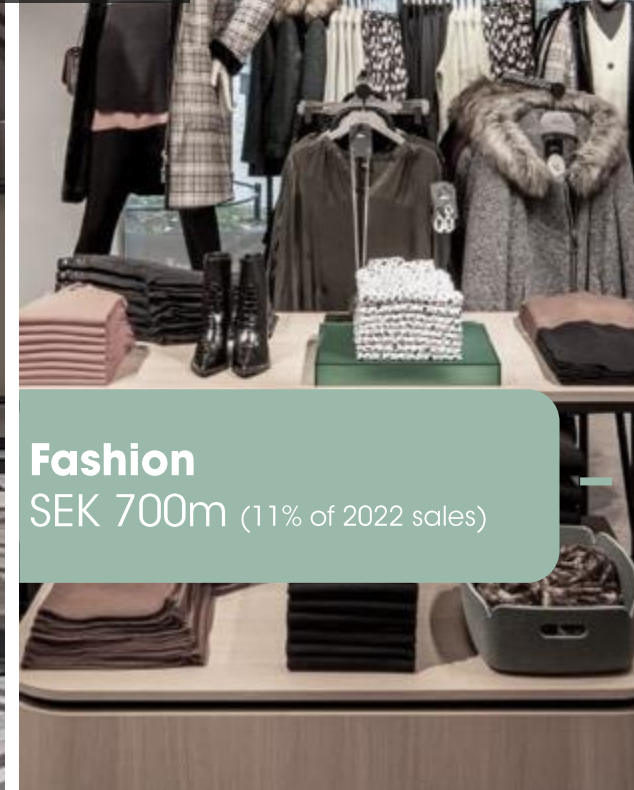
Grocery

SEK 3,700m (54% of 2022 sales)



Home improvement

SEK 1,000m (14% of 2022 sales)



Fashion

SEK 700m (11% of 2022 sales)



Other

SEK 1,500m (21% of 2022 sales)



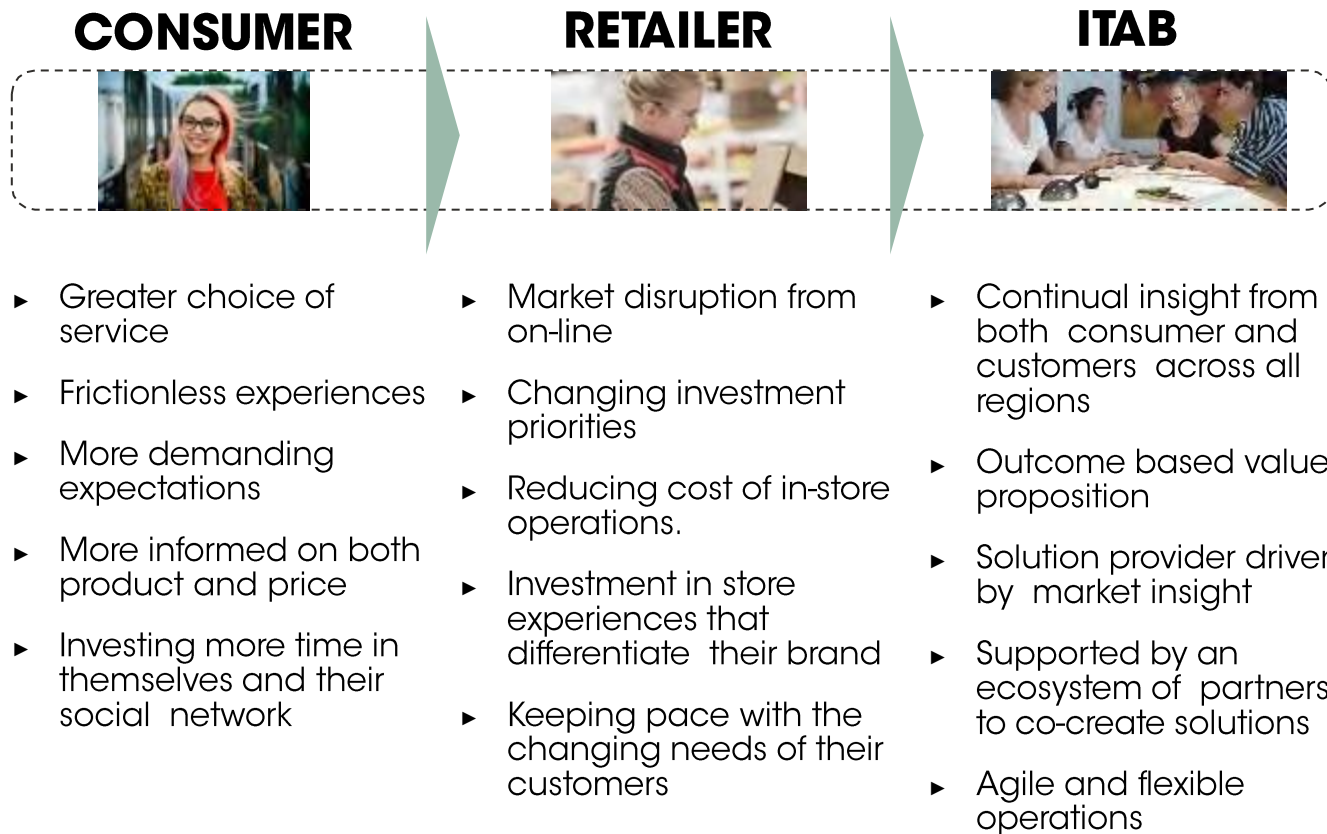
ITAB CO-CREATES SOLUTIONS WITH RETAILERS TO HELP REACH THEIR TARGETED OUTCOME

- ▶ Strategic partner to retailers, delivering retail experiences that drive measurable results that deliver return of investment
- ▶ Value adding services range from concept creation, manufacturing and installation of complete interior equipment through to end-to-end maintenance and after-care services
- ▶ Support multiple retailing sectors with focus on Grocery, Home Improvement and Fashion
- ▶ Operations span some 2,700 employees in 24 countries and 15 production facilities



Retail in Transformation

CHANGING CONSUMER EXPECTATIONS DRIVES TRANSFORMATION IN RETAIL



CREATING A COST VS EXPERIENCE DILEMMA & HOW TO GET THE BEST RETURN ON CAPITAL

OVERVIEW OF MARKET TRENDS



- ▶ Digitalization
- ▶ Rising interest rates, salary pressures, energy and food inflation
- ▶ Covid-induced supply chain disruptions and Ukraine War
- ▶ Climate change



- ▶ Shopping across channels, more online and home delivery
- ▶ Seeking immersive and frictionless experiences
- ▶ Conscious of price, time well spent and being less loyal
- ▶ Preferring local, domestic and eco-friendly



- ▶ Price investments, streamlined assortments, shift to private label
- ▶ Invest in online channel and discount store formats
- ▶ Decouple themselves from traditional supply chains reducing reliance
- ▶ Improve store experience and deliver cost efficiency
- ▶ Seek alternative revenue streams (advertising, insight, charging...)

RETHINK RETAIL.TOGETHER.

The leading Solution Provider



ONE ITAB STRATEGY FOCUS ON TRANSFORMING ITAB INTO THE LEADING SOLUTION PROVIDER WITH DIFFERENTIATING CAPABILITIES

BEING A SOLUTION PROVIDER

Our strategic vision is to develop a solution based business model, building on the Group's shared knowledge base and our success in delivering innovative solutions.



EMPOWERING PEOPLE & COMMON WAYS OF WORKING

Through clear KPIs, common ways of working and access to the right Information at the right time, our people will be able to make good business decisions. Our aim is to make all ways of working parallel, collaborative, cross functional and transparent.



EXPAND MARKET POSITION

Our main differentiator today is our know-how, our customer relations, and our comprehensive portfolio, which is unique in the market. We will build on these strengths and make them a reality in all our regions, thereby expanding our market position.



SUSTAINABLE FUTURE

At ITAB, we collaborate and continuously innovate for a sustainable future. We have clear goals and ambitions for our own operations in terms of sustainable business development, efficiency in the value chain, good working conditions and business ethics.



RE-ENGINEERED COST STRUCTURE

In accordance with the One ITAB strategy, we are re-aligning the Group's management, operational and cost structures, ways of working and differentiating capabilities. Our focus is to continue ensuring profitable and sustainable growth going forward.

ECOSYSTEM OF PARTNERS

Building a robust ecosystem of partners will enable us both to deliver the complete solutions required by our customers, and to reduce our supplier numbers to drive out complexity and improve predictability.



EXCELLENCE IN OPERATIONS

Excellence in operations means that we take pride in "first time right" and "in the agreed time," and use Lean methodologies when we design our common ways of working. We will continue to focus on reducing lead times, improving quality and eliminating waste in our business.



ITAB IS WELL POSITIONED TO HELP RETAILERS RETHINK RETAIL, AND IMPROVE THEIR BUSINESS

Out-come based value proposition

- ▶ With a focus on a value based out-come we can deliver measurable results to our customers
- ▶ Starting with the consumer to understand their evolving needs and how they shop across different sectors
- ▶ Coupled with understanding the retailer challenges and investment priorities
- ▶ ITAB uses its retail insights, store know-how, solutions and leading best practice with proven return on investment
- ▶ Utilizing our breadth of solutions to create consumer journeys that influencing buying behavior



Desired Consumer Brand Experience

Improving the physical store experience, driving footfall and consumer retention



Increased Sales & Conversion

Creating an experience that influences consumer buying behaviour



Improved Efficiencies & Service

Seamless consumer journeys that increase throughput and service



Reduced Operational Cost

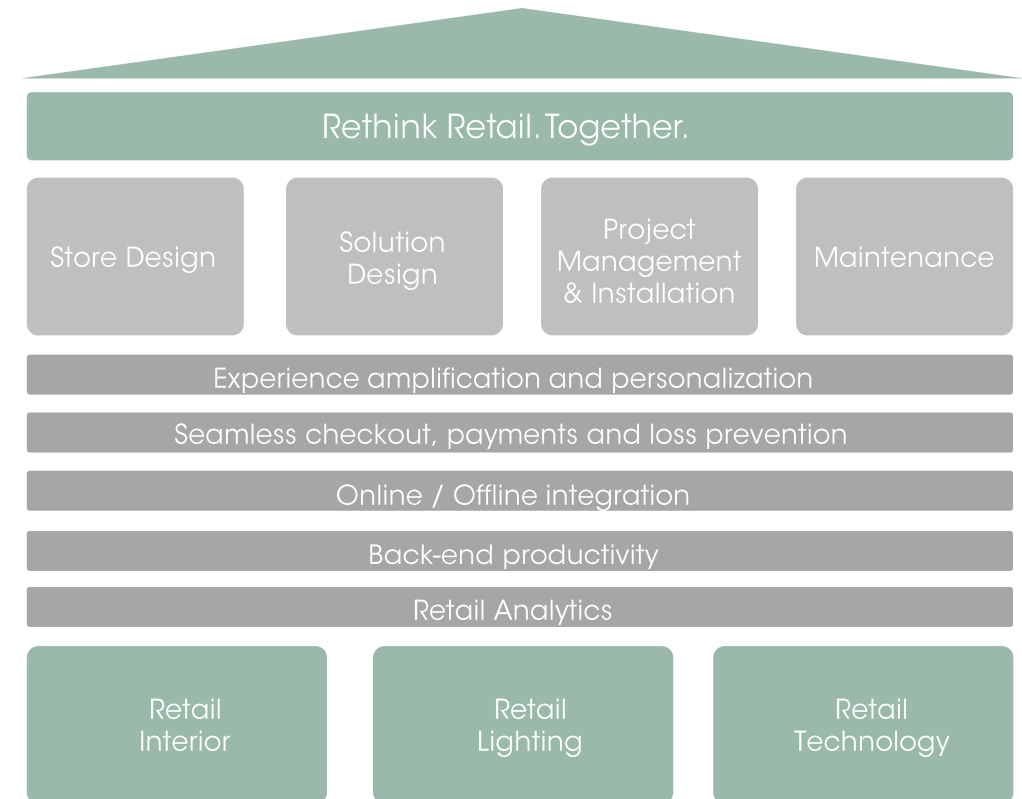
Efficient operating models to help reduce cost instore running costs

AS SOLUTION PROVIDER WE WILL STRENGTHEN OUR POSITION AND PROVIDE VALUE TO THE CUSTOMER

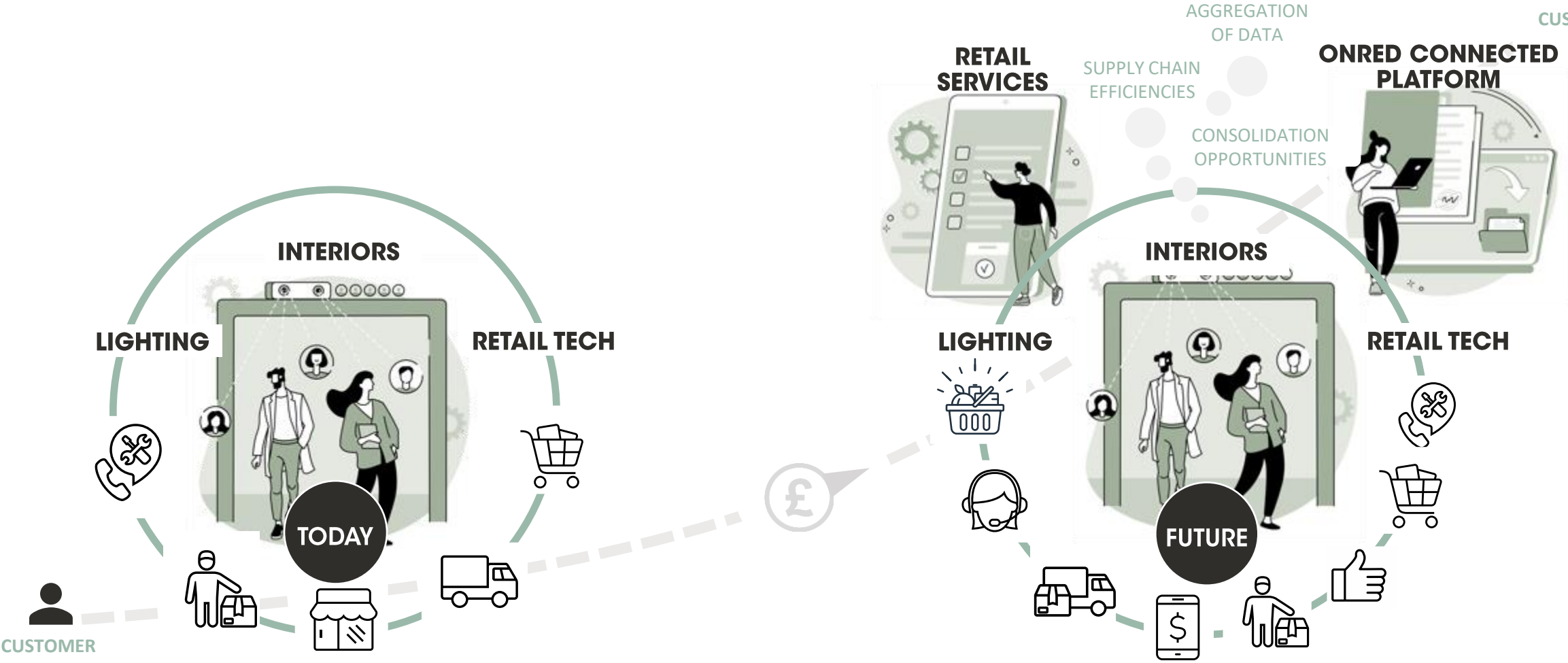
The solution provider approach is delivering a wider and more relevant portfolio of products and services to customers, driving:

- ▶ More strategic partnerships with our customers
- ▶ Increased cross selling and market penetration
- ▶ Utilisation of our growing our retail technology portfolio
- ▶ Growth in services revenues
- ▶ Growth re-occurring revenue streams

Providing the link into the future position of retail which is becoming data-driven generation led by personalised and data driven experience.



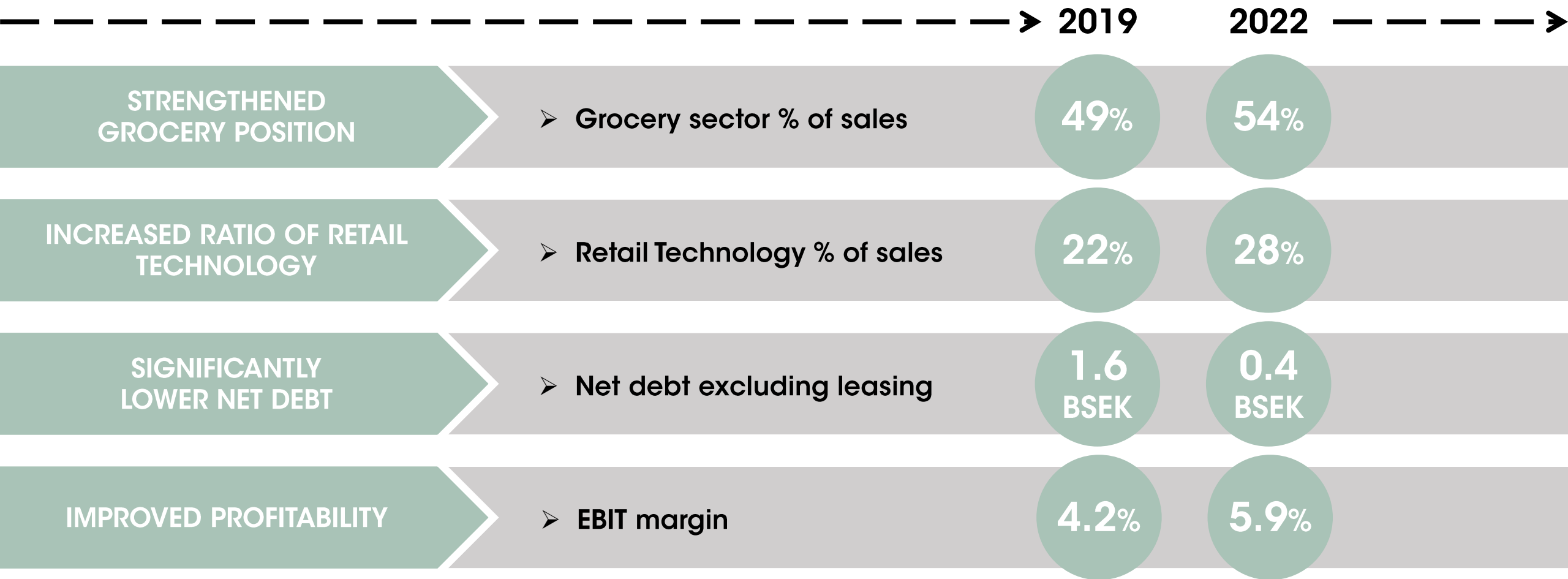
SUPPORTING OUR GROWING INFLUENCE ON THE CONSUMER JOURNEY AND RETAIL OPERATIONS



STRATEGY EXECUTION UPDATE AND OUR FOCUS GOING FORWARD



WE ARE WELL ON OUR WAY



The Leading Solution Provider

The Growth Opportunity

OUR MARKET IS DRIVEN BY RETAILERS STORE INVESTMENTS, THE OPPORTUNITY FOR ITAB TO GROW IS SUBSTANTIAL

The European modern retail market is estimated to **44.000 BN SEK** in stores and online.

Modern retailers invest c. 3% of revenues in supply chain, stores, online and other. c. 15% of which is estimated to be allocated to in-store.

Our share will depend on geography and portfolio.

ITAB market is stemming from a share of store chains' investments, and driven by:

- ▶ Store population, number and size
- ▶ Expansion programme
- ▶ Refurbishment rate
- ▶ Refurbishment spend per sqm
- ▶ Maintenance spend

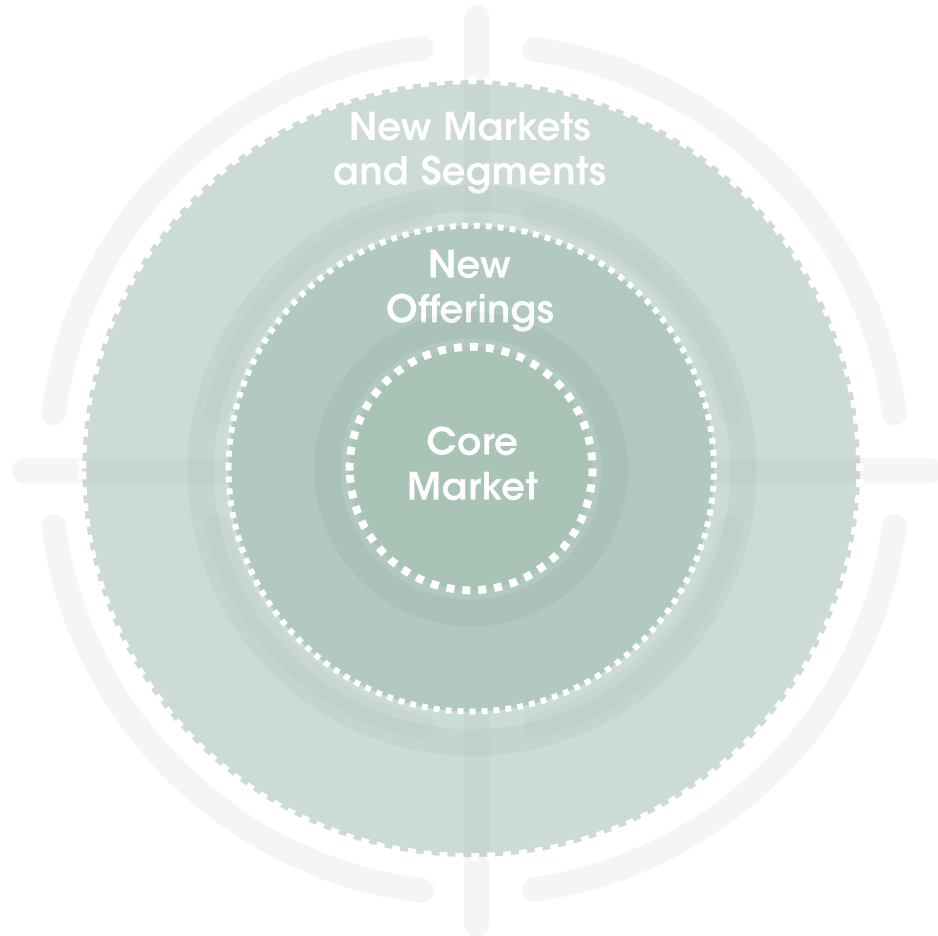


c. 180.000 SEK BN
Global Modern Retail Sales

c. 44.000 SEK BN
European Modern Retail Sales

c. 110 SEK BN
ITAB's European "addressable" market

OUR FOCUS IS ON PROFITABLE GROWTH MAXIMISING OUR KNOW-HOW AND EXPERTISE



Penetrate core market

- ▶ Cross-sell existing products and services portfolio to existing customer base.
- ▶ Gain new customers in focus segments grocery, home improvements and fashion.

Expand with new offerings

- ▶ Retail tech solutions e.g. OnRed platform, mobile checkout, online/offline integration, smart shelves/inventory.
- ▶ Services within tech solution integration, logistics, installation and maintenance.

Expand to new markets and segments

- ▶ White spots in Eastern and Southern Europe.
- ▶ Distribution into regions outside of European footprint.

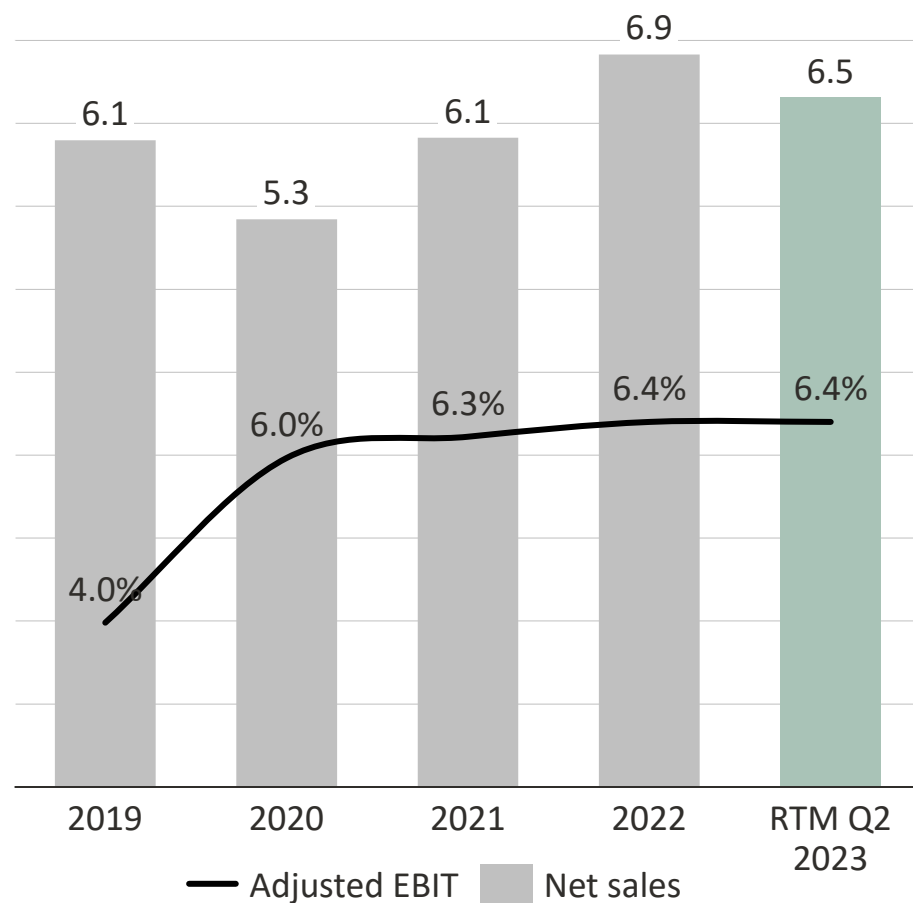
RETHINK RETAIL. TOGETHER.

Interim Report Q2 2023

January 1st – June 30th

IMPROVED OPERATING PROFIT (EBIT) DESPITE A CHALLENGING MARKET SENTIMENT

Net sales and adjusted EBIT (BnSEK, %)



MSEK	RTM @ 30 June 2023	2022	Change
Net sales	6,461	6,868	-6%
EBIT	415	231	+80%
Adjusted EBITDA	690	704	-2%
Adjusted EBIT	417	443	-6%
Adjusted EBT	361	388	-7%
Operating cash flow	810	542	+49%
Net debt excl. leasing	489	399	90

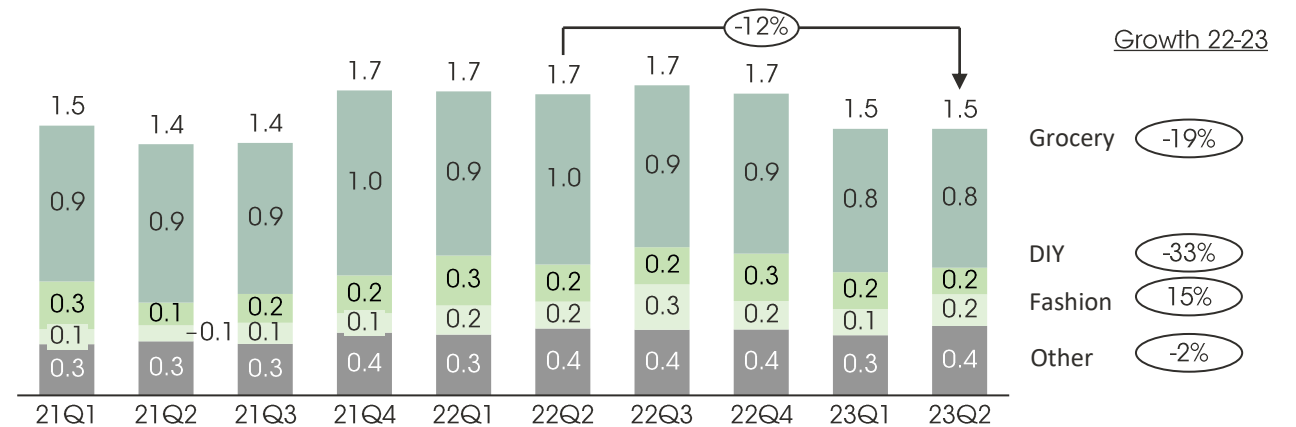
DISCONTINUED OPERATIONS

As of the Interim Report for the third quarter 2022, ITAB's Russian operations are recognised as Discontinued Operations in accordance with IFRS 5. Other operations comprise Continuing Operations. Comments and figures pertain to Continuing Operations, unless otherwise stated. Comparative figures in the consolidated income statement have been restated. For more information, refer to "Discontinued Operations" in the Interim Report Q2 2023.

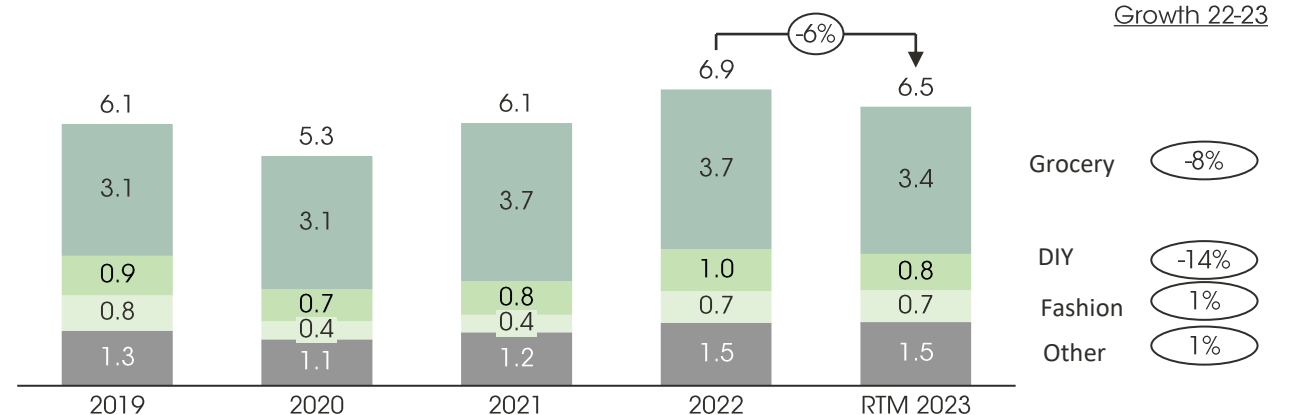
CONTINUED STRONG GROWTH IN Q2 WITH LOSS PREVENTION SOLUTIONS, BUT MOST SEGMENTS IN DECLINE

- ▶ Net Sales decreased by 12% in Q2, and if adjusting for currency it decreased by 15%
- ▶ Key sectors Grocery and DIY are both declining, while we are growing in Fashion due to focus on energy saving solutions. Since 2019, Grocery is the fastest growing sector
- ▶ Continued strong growth in Retail Tech loss preventing solutions where ITAB are well positioned
- ▶ Many customers have been hesitant towards investments in new stores and upgrade of existing stores due to the economic development

Net sales per quarter (BnSEK), and % split by sector

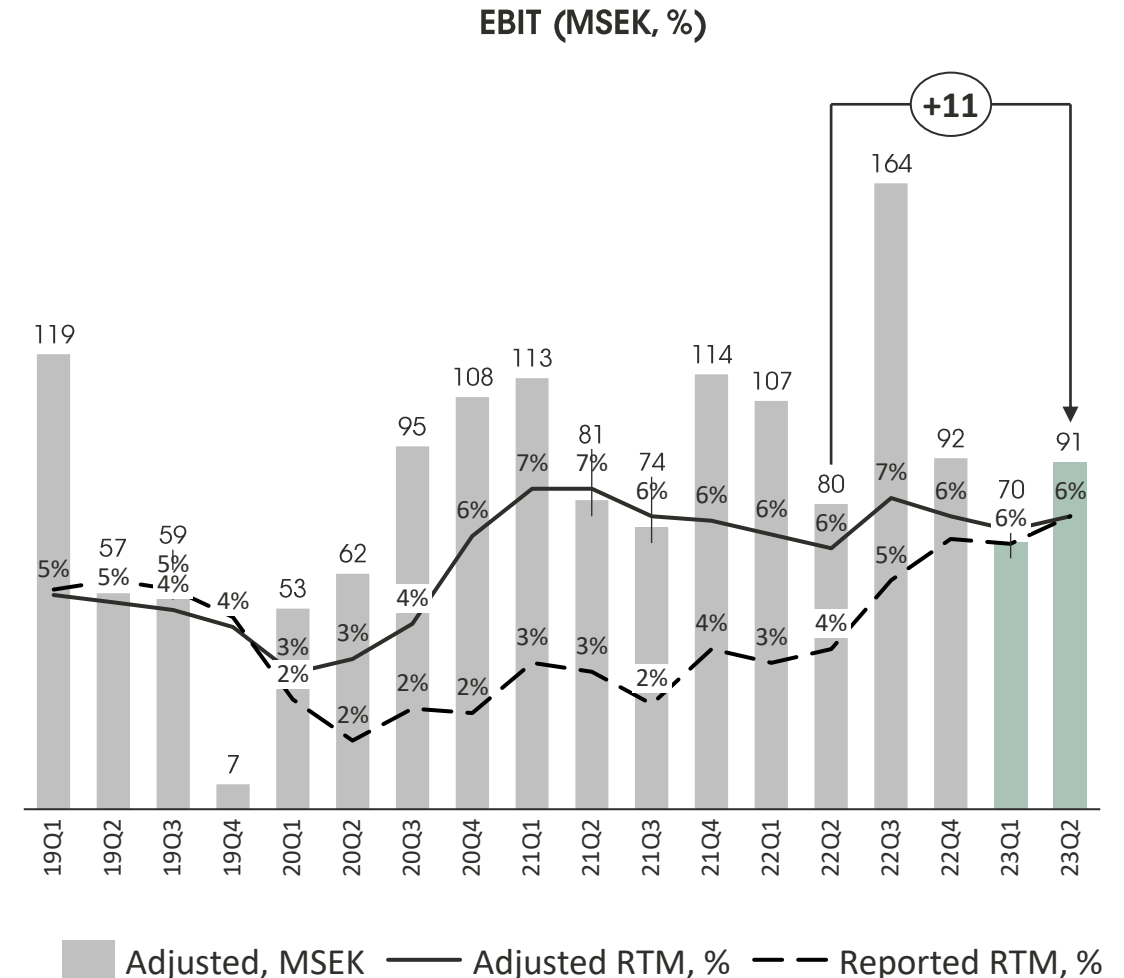


Net sales RTM (BnSEK), and % split by sector



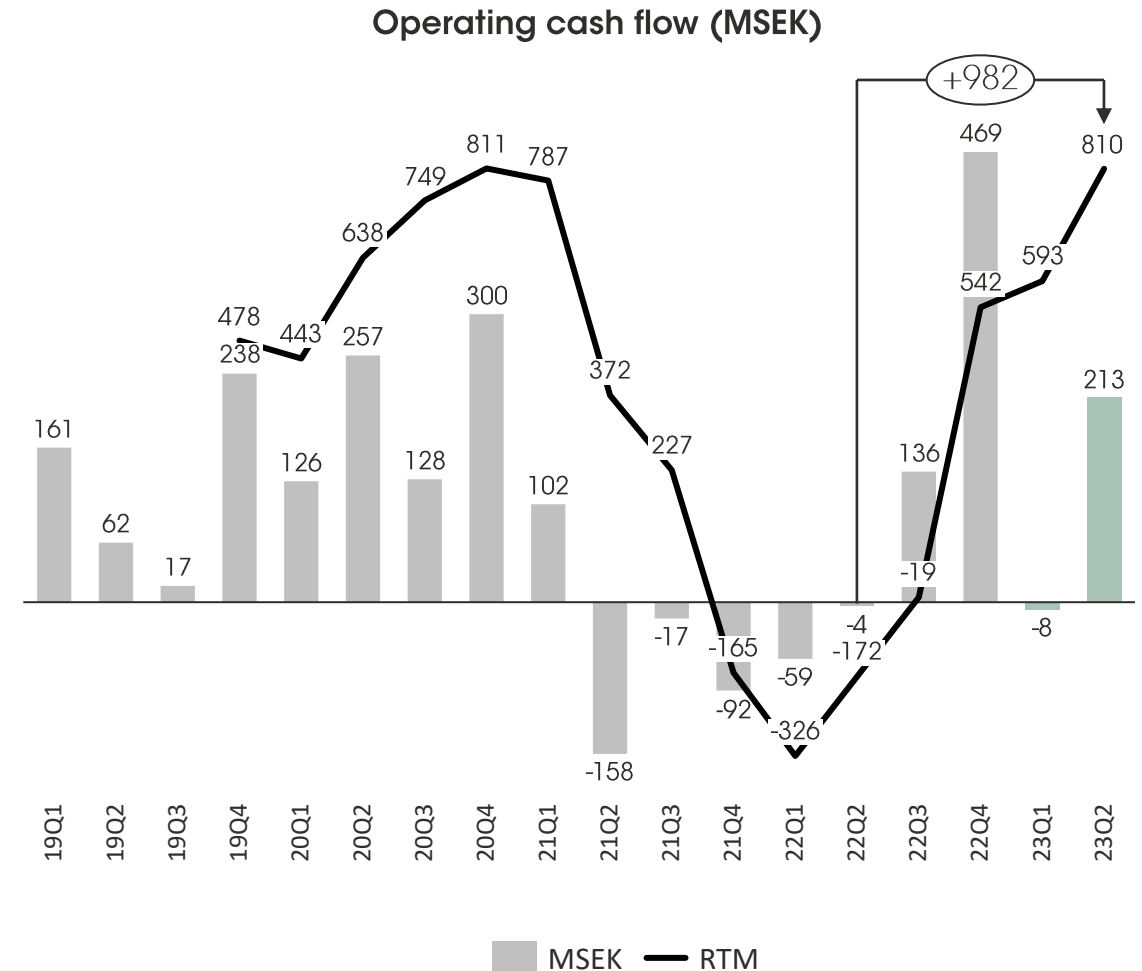
GROSS MARGIN CONTINUES TO IMPROVE IN Q2, WHILE RESULT IS UNDER PRESSURE DUE TO LOWER SALES

- Our growth in loss prevention solutions continues, also improving our gross margin, driven by our technology leadership in this segment as well as a favourable market outlook
- Reported EBIT of MSEK 91 (63), have had a very positive development in recent quarters as we completed the restructuring phase of our transformation in Q2 last year
- To strengthen our earnings performance further, we are continuously adapting our cost related to production, administration and sales. Sustainable cost savings to lower our fixed cost base have been implemented, and further actions will be realized coming quarters.



STABLE OPERATING CAPITAL IN Q2, AND STRONG RTM CASH FLOW (MSEK 810)

- ▶ Cash flow for Q2 at MSEK 213
- ▶ RTM annual operating cash flow amounts to MSEK 810, driven by significantly improved operating capital situation and profitability
- ▶ Inventory on a more normalized level
- ▶ Our initiatives and actions to reduce operating capital continues to materialise, and our strong focus will continue onwards to increase our capital efficiency



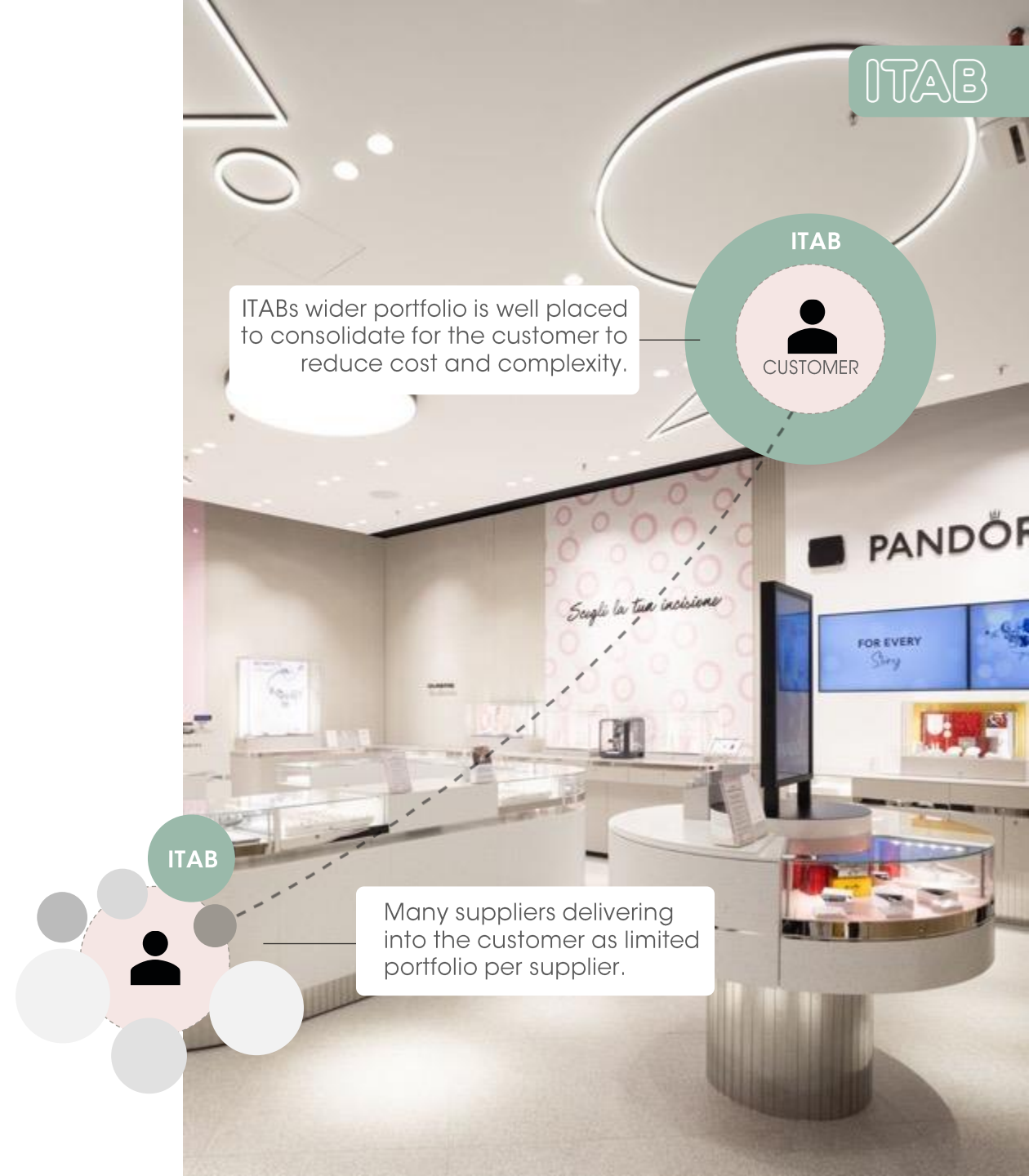
MAIN TAKEAWAYS FROM THE Q2 REPORT 2023

- ▶ Our unique and customer-adapted solutions that improve consumer experiences continue to attract interest among retailers
- ▶ The economic downturn and increased interest rates negatively impacted demand – currency adjusted sales decreased by 15 percent
- ▶ Price adjustments, adaptation of the Group's cost structure, and a beneficial product mix strengthened profit margins
- ▶ Improved gross margin and efforts to reduce the working capital had a positive impact on the cash flow for the second quarter
- ▶ Our focus in the quarters ahead will be on continuing to strengthen our earnings trend through adapted cost-saving measures and targeted sales initiatives



TRENDS IN CURRENT MARKET UNDERPIN AREAS OF GROWTH WHERE ITAB IS WELL POSITIONED

- ▶ Retailers are consolidating supply chain to reduce cost
- ▶ Continued shift in store investments from new store programs to smaller refurbishment projects to drive shorter ROI
- ▶ Use of retail technology to increase consumer self-service, reduce loss and improve experience
- ▶ Energy efficient lighting to reduce in store operating costs and support the reduction in carbon emissions
- ▶ Adoption of wider differentiating experience with suppliers to support the reduction of operating costs



Questions & Answers