

Interim Report Q1 2025

ITAB Shop Concept AB (publ)

29th April 2025



From February 1st, 2025, we came together as one company and started working together. We will continue to serve the market as ITAB and HMY (as well as with our other brands). The main objectives for the first months of the integration are:

Ensuring business continuity

Continue to do what we do today and serve the customers.

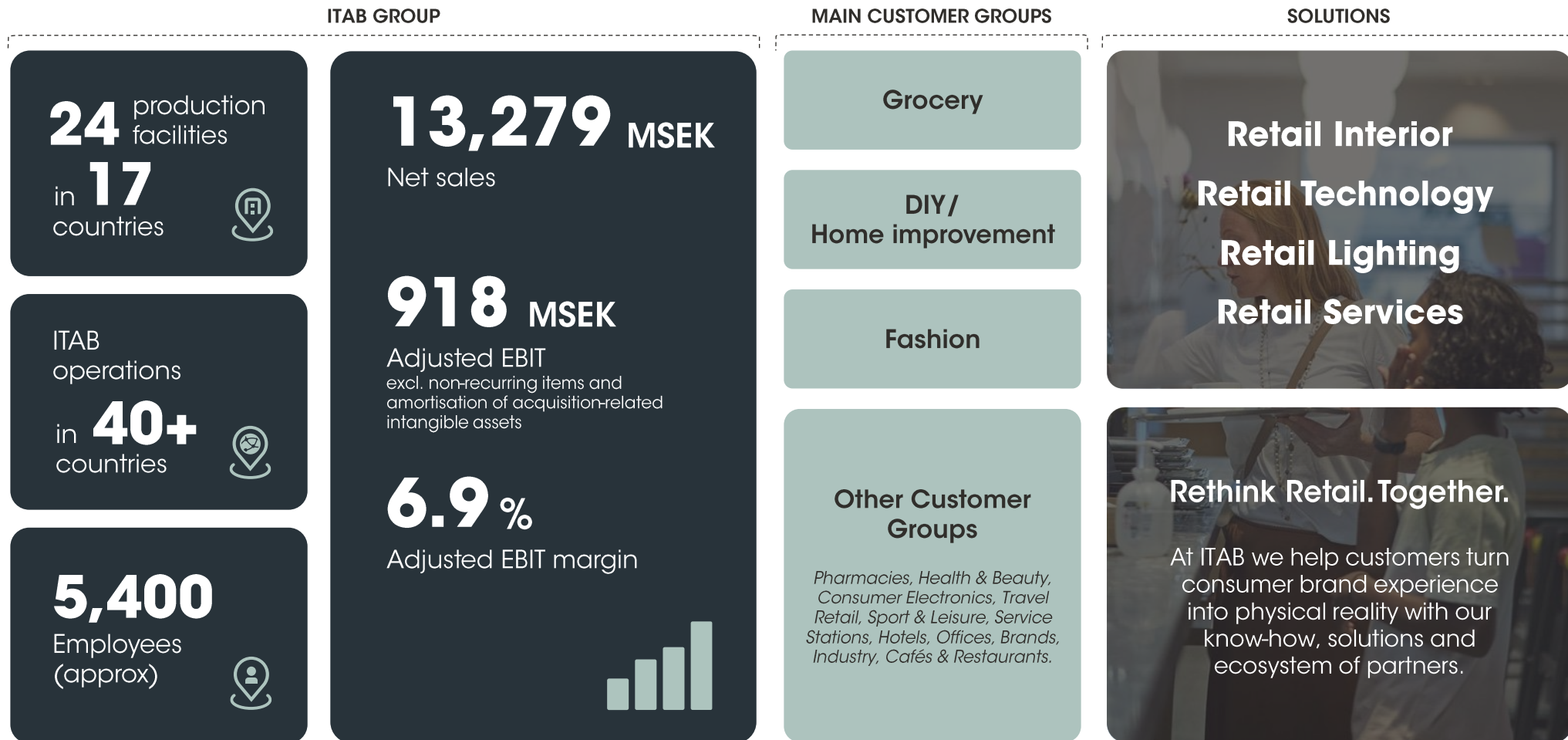
Getting to know each other

Start to get to know each other and exploring the strengths of being BETTER TOGETHER.

Start to deliver on synergies

Realise key synergies especially related to procurement, cross selling and efficiency.

ITAB Group at a glance - pro forma for 2024



Note: All figures refer to pro forma combined financial information year 2024 including HMY. The pro forma financial information has been prepared and presented in accordance with ITAB Group's accounting policies as described in ITAB's Annual & Sustainability Report for 2024, subject to the fact that the fair values of acquired assets and liabilities have not yet been finally determined and excluding any potential depreciation and amortization of surplus values which will be incurred in connection with acquisition of HMY. The combined financial information has not been audited.

Leader in Europe with global reach ...



Grocery
51% of sales



DIY / Home improvement
11% of sales



Fashion
9% of sales



Other
29% of sales



Note: Share of sales refer to pro forma combined financial information for the financial year 2024 including HMY .

First quarter 2025 – Highlights

Solid start to the year – and for the new larger ITAB Group

3,308

MSEK, Net sales

+16%

Sales growth

People first

Getting to know each other and empower our teams to become, Better Together.

Business continuity

Increasing macroeconomic uncertainty

209

MSEK, Adjusted EBIT excl. non-recurring items & amortization of acquisition-related intangible assets

+12%

Adjusted EBIT growth

Clear plan for the future

Synergies in sales, procurement and increased efficiency

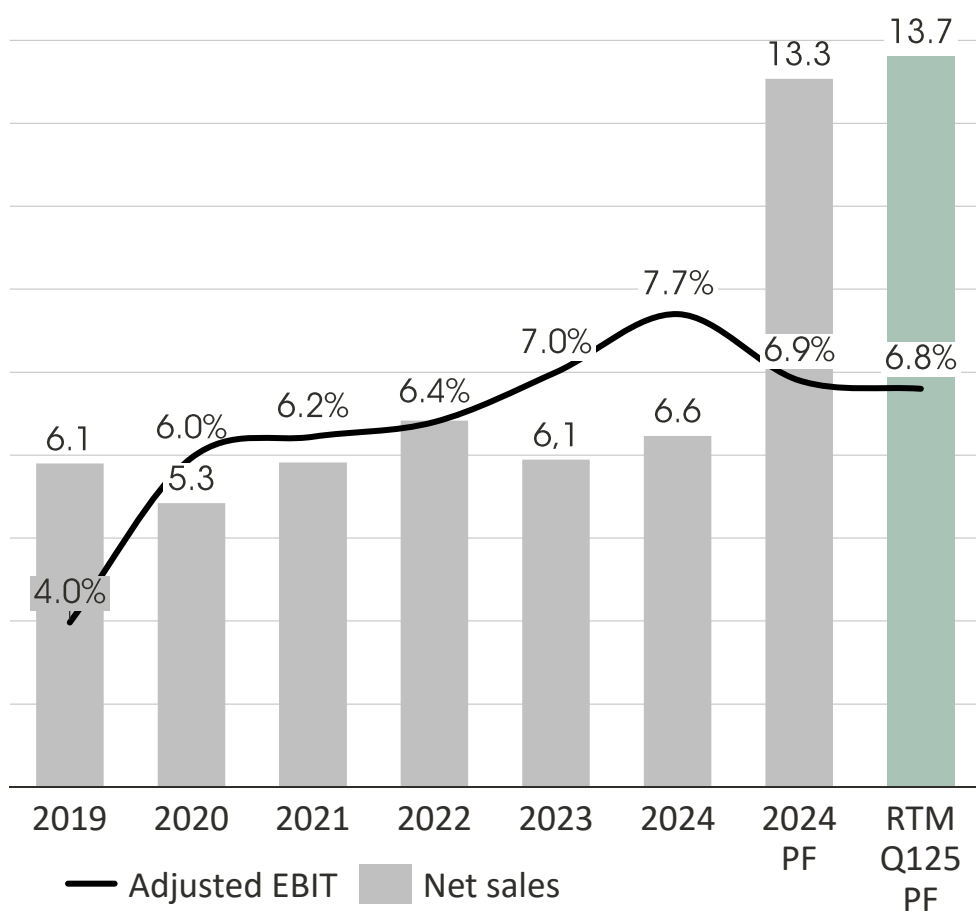
Note: All figures refer to pro forma combined financial information for the first quarter of 2025 including HMY as of 1st January 2025 (three months). The pro forma financial information has been prepared and presented in accordance with ITAB Group's accounting policies as described in ITAB's Annual & Sustainability Report for 2024, subject to the fact that the fair values of acquired assets and liabilities have not yet been finally determined and excluding any potential depreciation and amortization of surplus values which will be incurred in connection with the acquisition of HMY. The combined financial information has not been audited.

Interim Report Q1 2025

1st January – 31st December

Transformative acquisition of HMY double our size - pro forma sales growth of 16% despite hesitant market

Net sales and adjusted EBIT (BnSEK, %)



MSEK	First quarter PF			Full year PF		
	Q1 2025	Q1 2024	Δ	RTM 2025	2024	Δ
Net sales	3,308	2,847	+16%	13,740	13,279	+3%
Adj. EBITDA*	320	298	+7%	1,399	1,377	+2%
Adj. EBITDA margin, %	9.7	10.5		10.2	10.4	
Adj. EBIT**	209	186	+12%	939	918	+2%
Adj. EBIT margin %	6.3	6.5		6.8	6.9	
Net debt excl. leasing	2,618	N/A		2,618	N/A	

* EBITDA excluding non-recurring cost

** EBIT adjusted for non-recurring costs and excluding amortization of acquisition-related intangible assets.

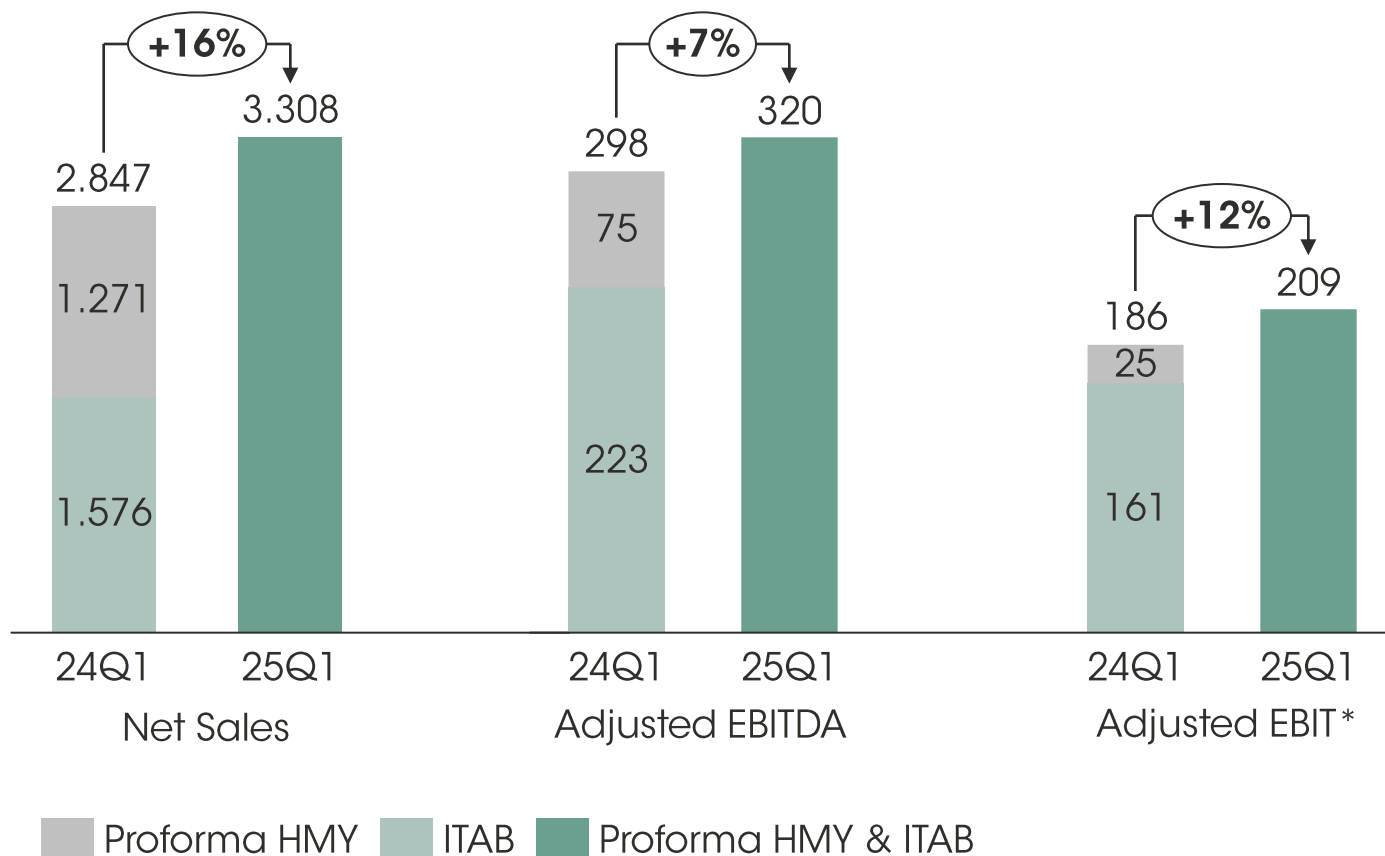
Pro forma comparison

HMY is consolidated in ITAB Group as of 1st February 2025. To illustrate the financial effects of the acquisition and to give a representative view of the development of the business, this presentation mainly highlights the pro forma development (as if HMY had been part of ITAB Group as of 1st January 2024). Refer to the Interim Report for the first quarter 2025 for more information and details on the reported figures, with HMY consolidated in ITAB Group as of 1st February 2025 (two months – February-March 2025).

Q1 Financial Highlights



Q1 financial development, MSEK

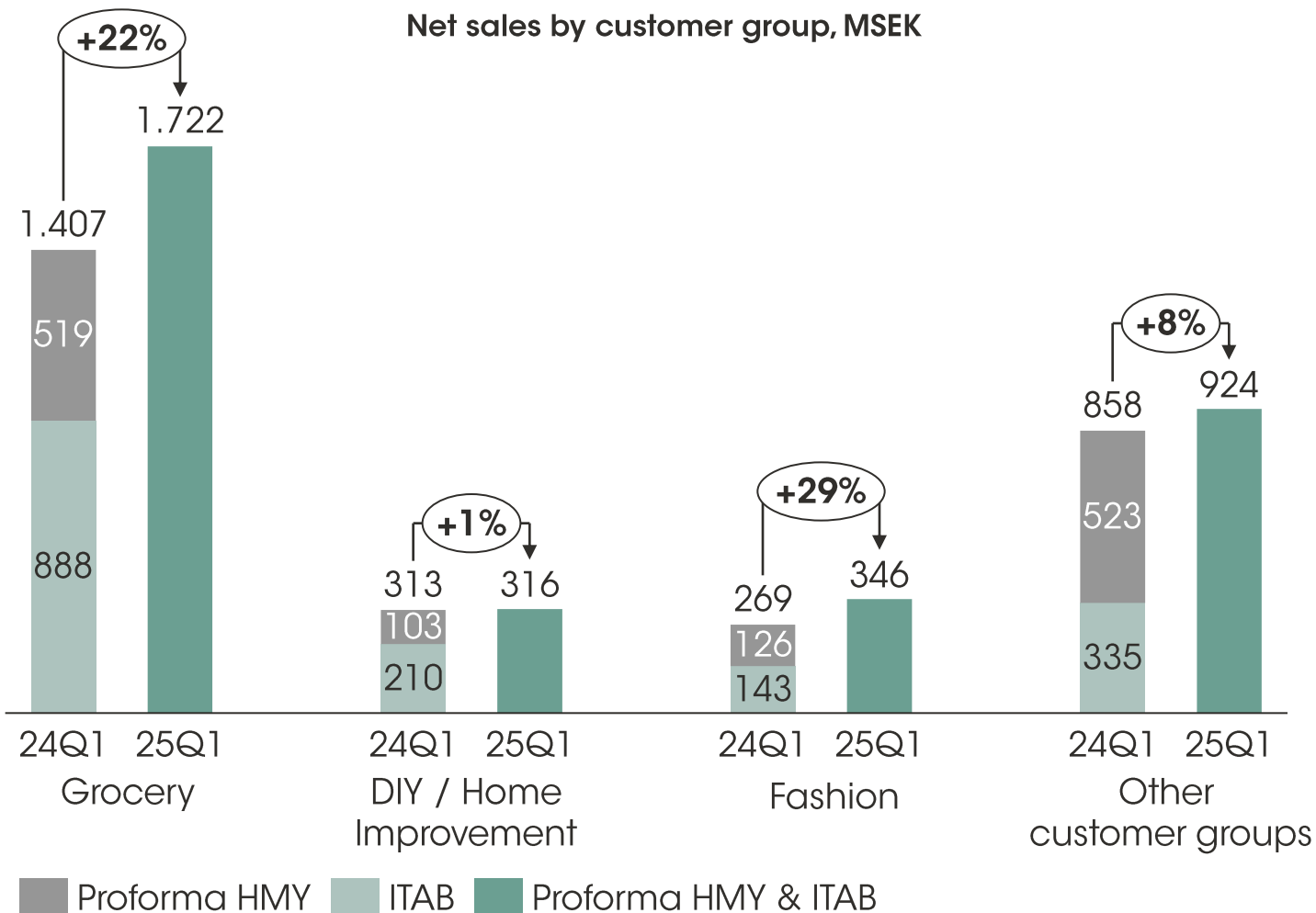


- ▶ Strong growth in Q1, especially from HMY
- ▶ Profitability higher at ITAB due to sales of technology and high focus
- ▶ Strong comparative figures in the preceding year 2024 – with the highest EBIT margin for Q1 in ITAB’s history

* EBIT adjusted for non-recurring costs and excluding amortization of acquisition-related intangible assets

Grocery and Fashion sectors have been driving sales growth in Q1 (>20% year on year)

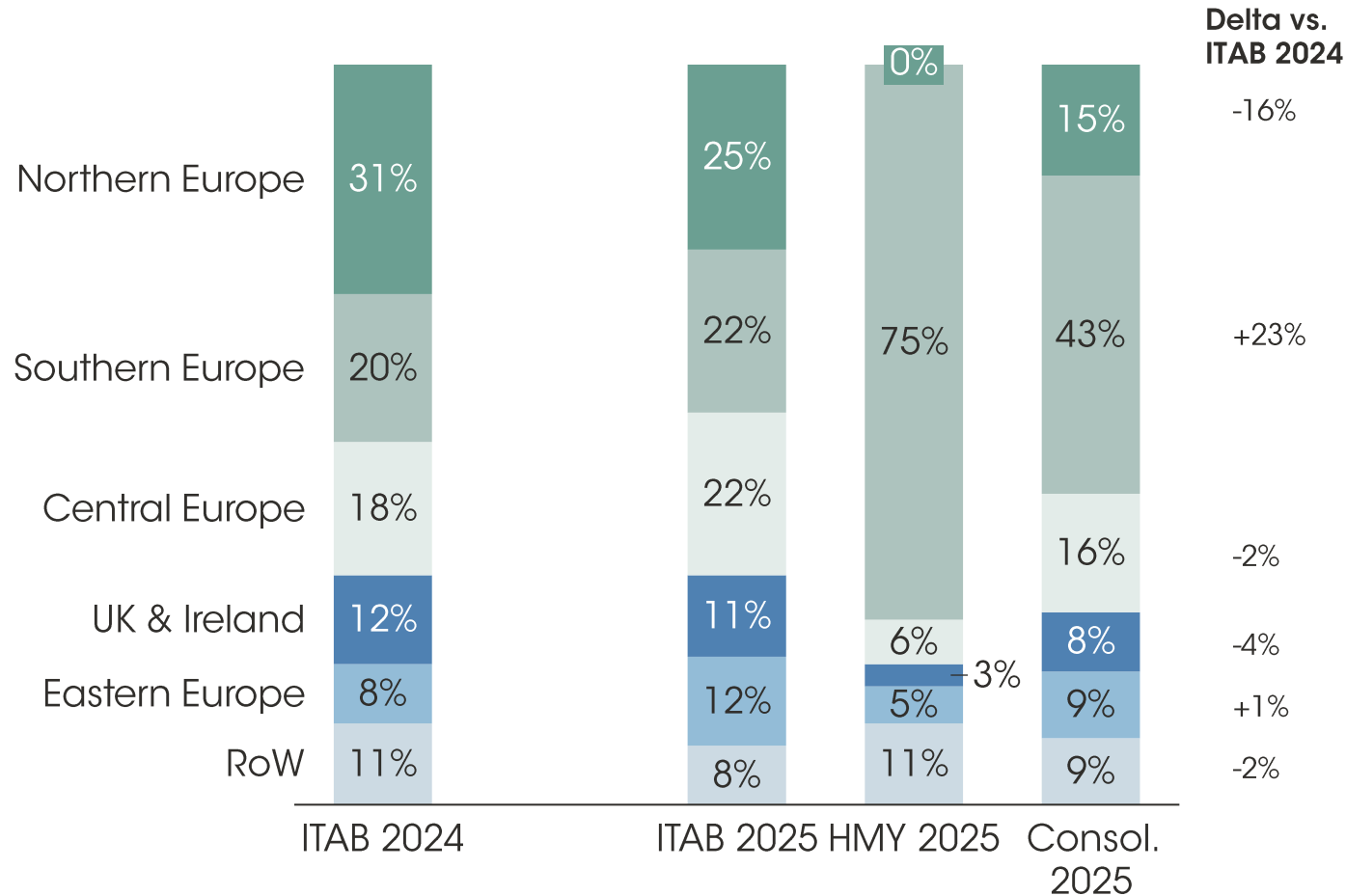
Net sales by customer group, MSEK



- ▶ Customer sector exposure is further diversified with HMY acquisition
- ▶ Grocery sector, especially discount segment in Central and Eastern Europe, has been driving growth
- ▶ Fashion has invested in new concepts and refurbishments across all geographies

HMY is seen as a complementing acquisition where we strengthen our position in Southern Europe

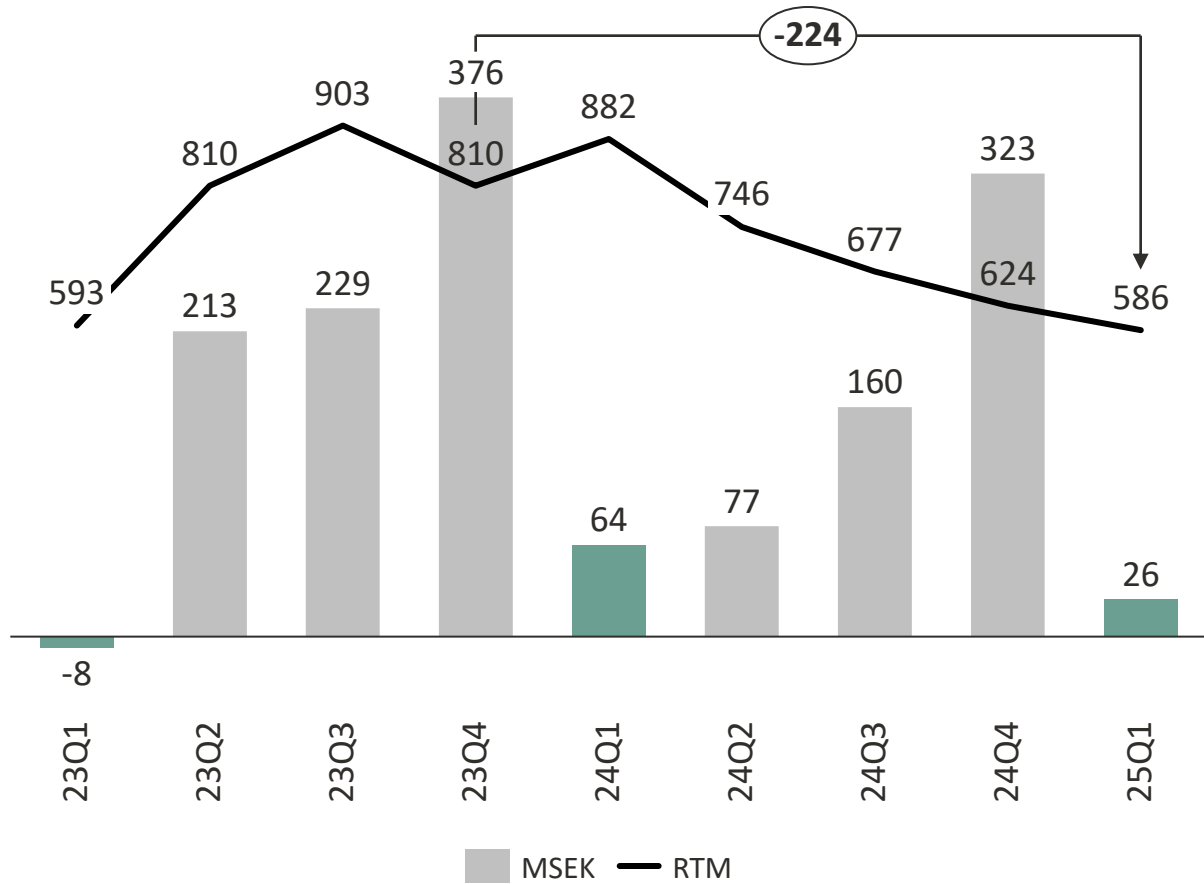
Net sales by geographical area, pro forma Q1, % of sales



- ▶ Shift in market exposure from Northern Europe to Southern Europe
- ▶ Complementing acquisition – strengthening our presence in Spain, France and Turkey

Strong RTM operating cash flow (MSEK 586) and cash conversion at target of 80%

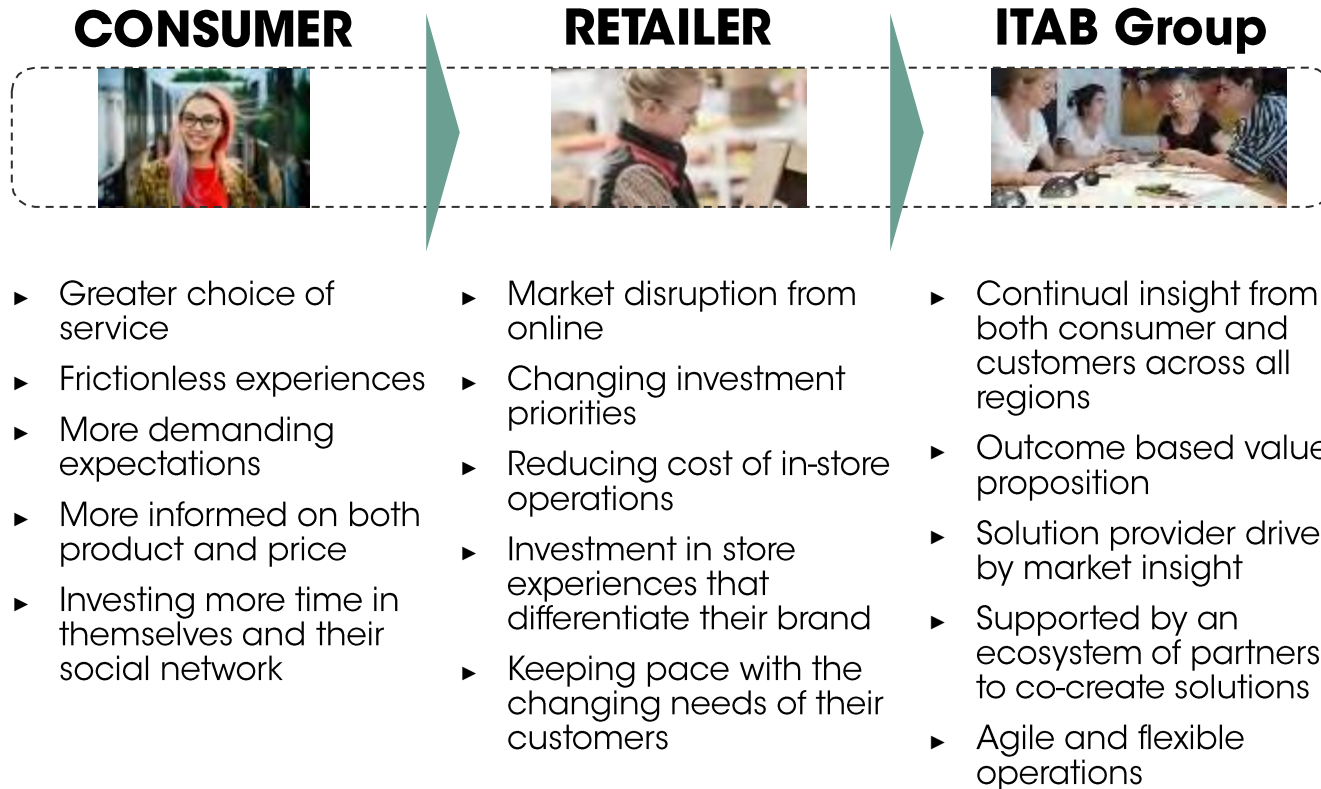
Operating cash flow (not pro forma), MSEK



- ▶ Cash flow in Q1 at MSEK 26 (64) and for Rolling 12 months at MSEK 586 (882). Q1 affected by higher NWC, and also excluding the month of January for HMY (consolidated as of 1st February 2025)
- ▶ As part of our integration work with HMY we are looking at improving our capital efficiency further
- ▶ Rolling 12 months cash conversion at 80% (at target)

Retail and ITAB are transforming

Changing consumer expectations drive transformation in retail ...



... creating a cost vs experience dilemma and how to get the best return on capital



ITAB Group is well positioned to help retailers rethink retail, and improve their business

Outcome based value proposition

- ▶ With a focus on a value based outcome 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
- ▶ We use our 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 influence 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



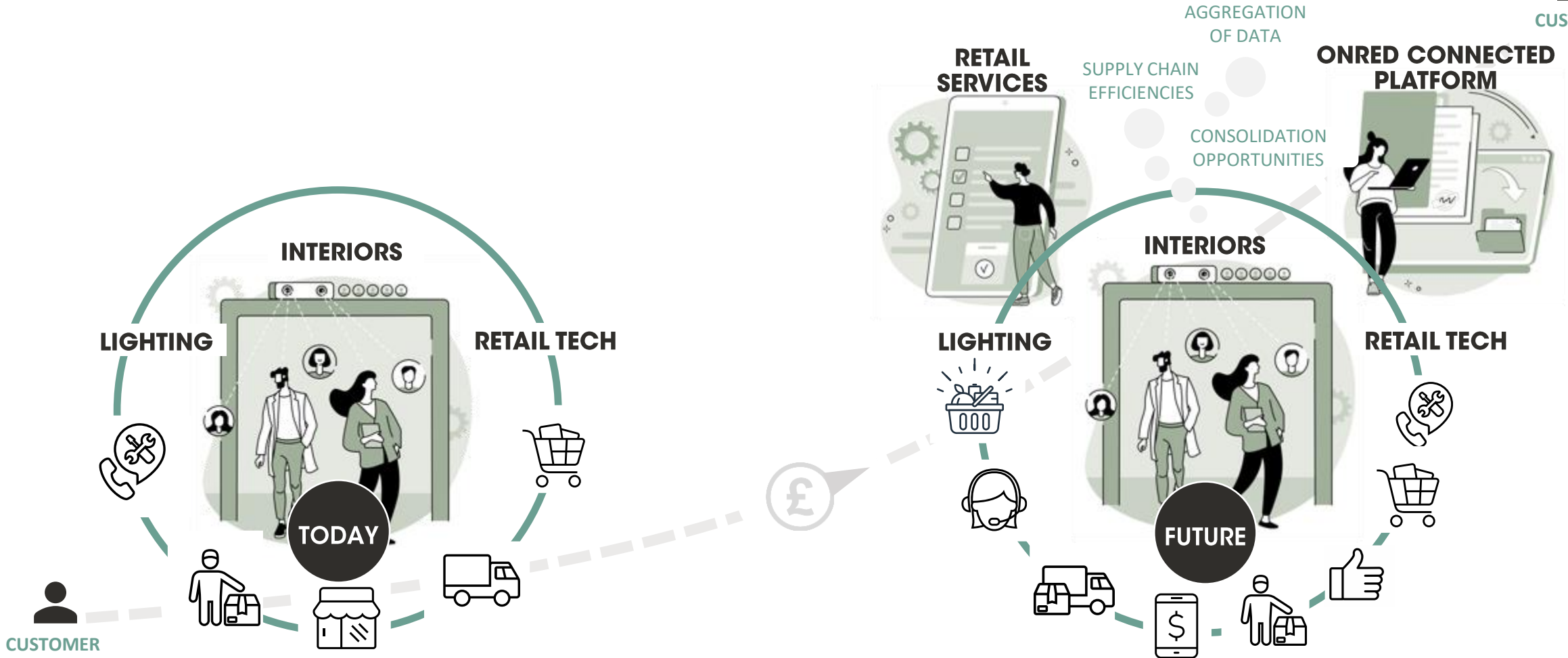
Reduced Operational Cost

Efficient operating models to help reduce cost instore running costs

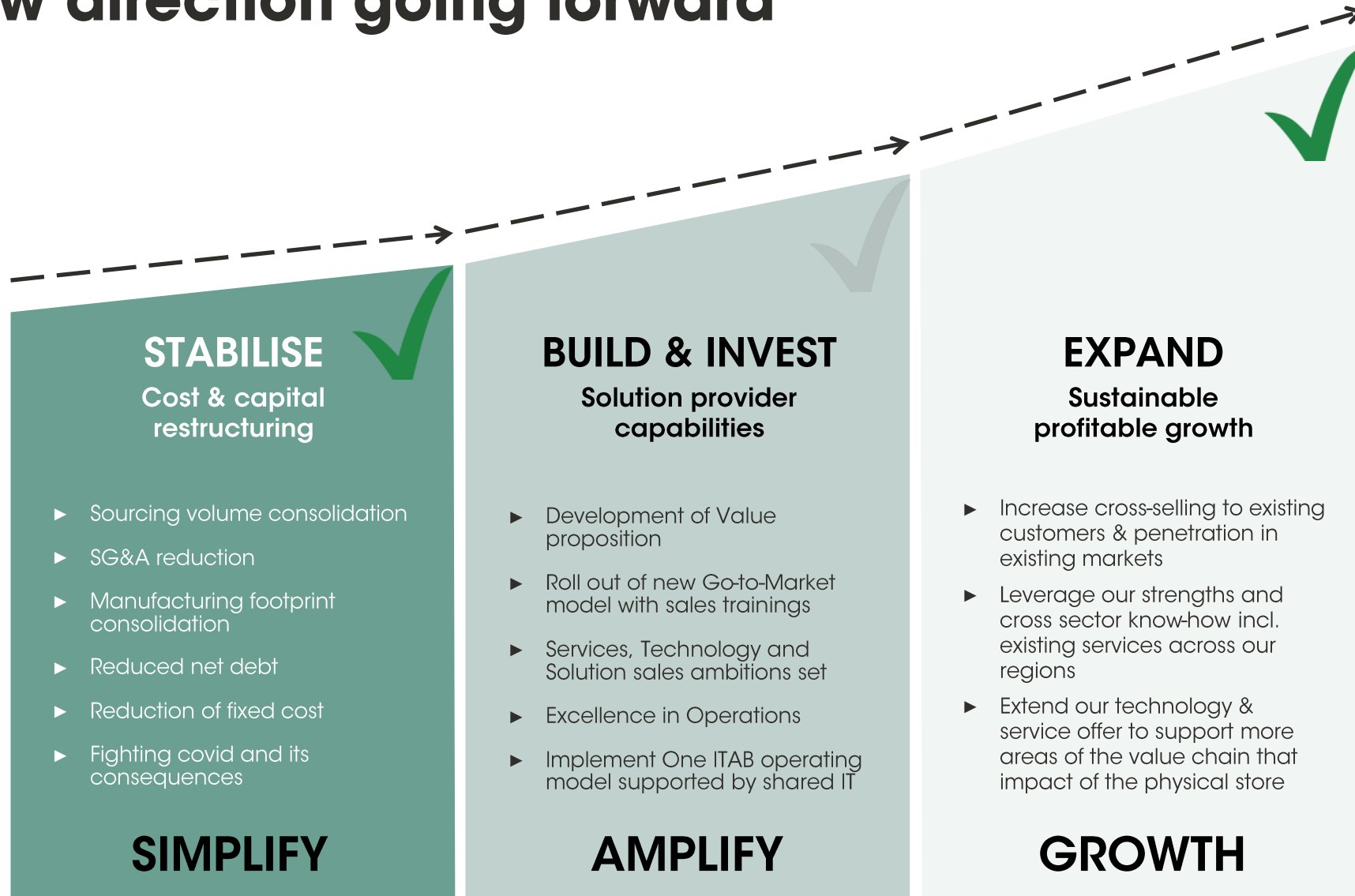
Supporting our growing influence on the consumer journey and retail operations



CUSTOMER ROI



Strategy execution update and need to set new direction going forward



Questions & Answers

ITAB
RETHINK RETAIL. TOGETHER.