



embellence
GROUP

**CAPITAL
MARKETS DAY**
MAY 21, 2024

Important notice:

This presentation contains a number of forward-looking statements including, in particular, statements about future events, future financial performances, plans, strategies, expectations, prospects, competitive environment, regulation and supply & demand.

Embellence Group has based these forward-looking statements on its views with respect to future events and financial performance. Actual financial performance of the group described herein could differ materially from that projected in the forward-looking statements due to the inherent uncertainty of estimates, forecasts and projections, and financial performance may be better or worse than anticipated.

Given these uncertainties, readers should not put undue reliance on any forward-looking statements. Forward-looking statements represent estimates and assumptions only as of the date that they were made. The information contained in this presentation is subject to change without notice and Embellence Group does not undertake any duty to update the forward-looking statements, and the estimates and assumptions associated with them, except to the extent required by applicable laws and regulations.



Olle Svensk
CEO



Today's agenda

- Introduction
- Business Strategy and strategic priorities
- Financial targets
- Summary
- Q&A

CAPITAL MARKETS DAY 2024

OUR BUSINESS

Our ambition

At Embellence Group, we believe that environments affect our thoughts and feelings, whether we are at home, at work or on the go. Our ambition is to impact our surroundings through the power of design.

Our ambition is to be a leader in interior decoration with a focus on premium brands in wallpaper, complimented by other color and pattern driven interior decoration such as textiles and rugs.



Our focus

Our corporate focus is to ensure the successful long-term development of each of our Brands, while respecting their identity and autonomy.

As a Group we achieve this by providing the resources each Brand needs to develop, design and market their interior decoration products at the highest quality, while utilizing the synergies from the Group's economies of scale.



Fast facts

SEK 740m

REVENUE 2023

12.4%

EBITA MARGIN 2023

228

EMPLOYEES

OUR HERITAGE

150 years experience
in premium wallpapers.

FIVE BRANDS

- Boråstapeter
- Cole & Son
- Wall&decò
- Pappelina
- Artscape

OFFICES

Head office in Borås,
Sweden.

Brand offices in London
(UK), Cervia (Italy), Borås
and Falun (Sweden),
Portland (US).

GEOGRAPHY

Sales in+100 countries.
Sweden, UK, Italy and US
main markets.

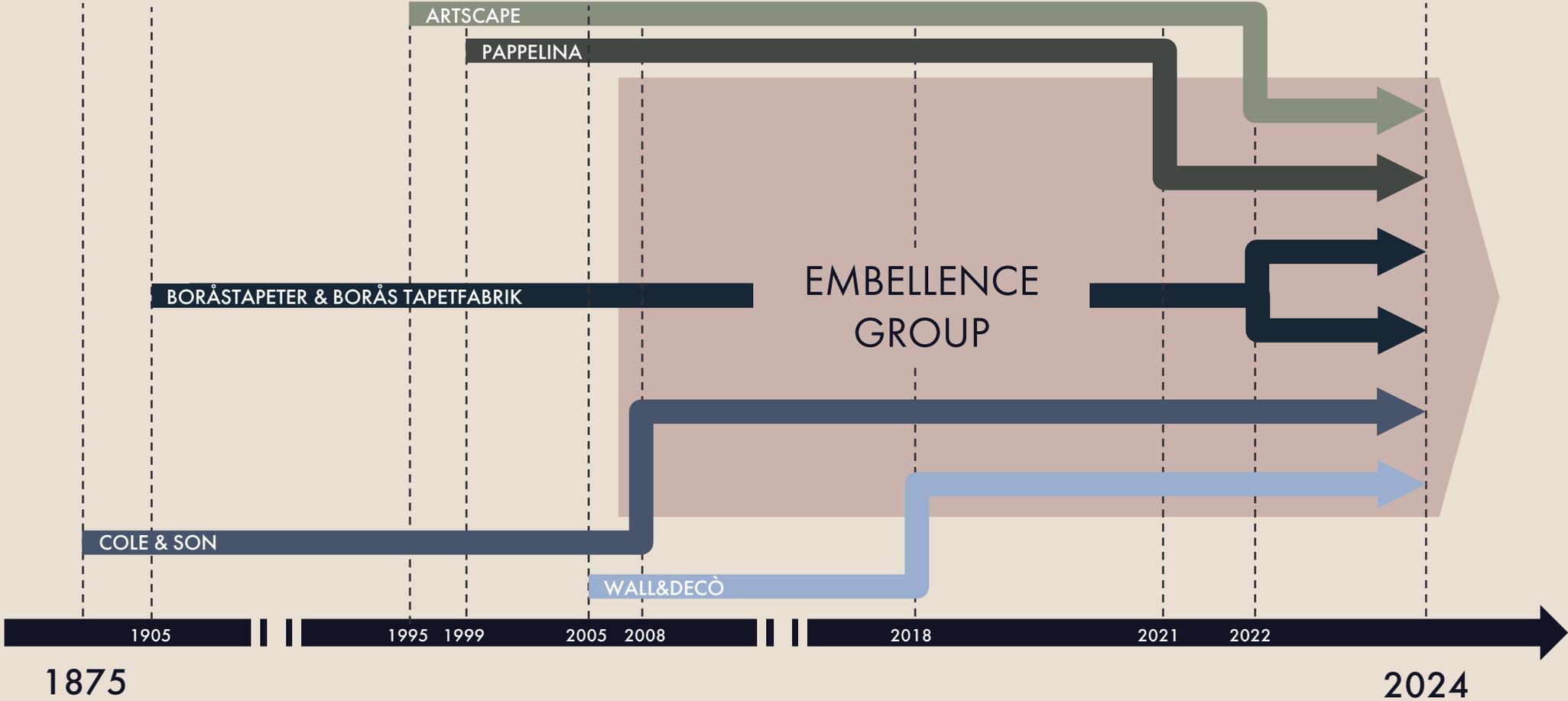
MANUFACTURING

Combination of internal
production and external
sourcing, with three
manufacturing sites in
Borås & Leksand (Sweden)
and Cervia (Italy).

BORÅS TAPETFABRIK

Only manufacturing site
operated as separate
entity, with internal focus,
but also external customers.

Our history – A heritage of 150 years in wallpapers





BORÅSTAPETER

Boråstapeter in Brief

The motto *Wallpapers for every home* means that Boråstapeter offer a wide array of collections, many with a strong connection to the Swedish heritage and the colors and patterns of the nature around Scandinavia.

All the collections share the design philosophy of beautiful, functional and emotional.

Facts

- Founded in 1905 (as Borås Tapetfabrik)
- HQ in Borås, Sweden
- 2023 Sales: 283 MSEK
- Sold in >65 countries
- Sweden biggest market
- Focus on medium and premium Consumer market via retailers, distributors and DtC
- Products: wallpaper (>95%) and accessories

Cole & Son in brief

A renowned British wallpaper brand established in 1875. Known for its rich heritage and whimsical design.

With a commitment to quality craftsmanship and artistic excellence, Cole&Son continues to inspire decorators and homeowners worldwide.

Facts

- Founded in 1875 in London, UK
- HQ in London, UK
- 2023 Sales: 154 MSEK
- Sold in >75 countries
- UK and US two biggest markets
- Most of products sold to Consumers and Hospitality and luxury residential sectors after advice from architects & interior designers
- Products: wallpaper (>90%) and fabrics





Wall&decò



Wall&decò in Brief

Innovative design, highest quality in-house manufacturing, technical performance, tailor-made solutions.

Reference brand in the world for custom wallpaper with solutions for all environments: indoors, outdoors and wet interiors.

Facts

- Founded in 2005, Cervia, Italy
- HQ and manufacturing in Cervia, Italy
- 2023 Sales: 98 MSEK
- Sold in >100 countries
- Italy and Germany two biggest markets
- Focus on premium retail and Hospitality sector partnering with architects & interior designers
- Product: 100% wallpaper

Pappelina in Brief

High quality plastic rugs for every home and every space, inside and outside.

Playful and contemporary design with a Scandinavian touch.

Facts

- Founded in 1999 in Dalarna, Sweden
- HQ in Dalarna, Sweden
- 2023 Sales: 47 MSEK
- Sold in >50 countries
- Sweden, US and Germany biggest markets
- Focus on Consumer market via interior decoration and furnitures retailer and DtC
- Products: 98% rugs, 2% accessories



pappelina®



ARTSCAPE.
WINDOW FILM DESIGN

Artscape in Brief

Artisan approach combined with contemporary digital applications to produce unique yet marketable window film designs.

Artscape aesthetic involves an initial hand rendered process that effectively communicates brand authenticity.

Facts

- Founded in 1995 in Portland, US
- HQ in Portland, OR, USA
- 2023 Sales: 111 MSEK
- North America focused with limited sales outside the region
- Focus on premium decorative and privacy window films via brick&mortar and on-line retail.
- Product: 100% window films

Borås Tapetfabrik in brief

A wallpaper manufacturing unit mostly supplying Embellence Group brands.

Supporting their customers with deep competence in how to bridge design ideas to finished wallpapers thanks to the understanding of colors, material and printing techniques.

Offering broad range of printing techniques and process capacity, always with sustainability in focus.

Facts

- Founded in 1905 with Boråstapeter, separate company from 2022
- HQ in Borås, Sweden
- 2023 Sales (External): 48 MSEK
- External customers mainly in Nordics
- Focus om medium to premium wallpapers
- Product: 100% wallpaper



A stronger company

Before IPO 2021

- Focus on wallpaper
 - Focus on Nordics, UK and Italy
 - Focus on consumer-oriented sales via traditional brick&mortar retailers
-
- Sales development (2019-2020): -4%
 - Gross Margin (2020): 54.4%
 - EBITA Margin (2020): 12.5%

Today

- Continued strong focus and position within wallpaper – but complemented by rugs and other interior decoration
 - Balanced geographical exposure
 - Hospitality and DtC in addition to traditional retailers
-
- Sales development (2020-2023 CAGR): +9%
 - Gross Margin (2023): 58.4%
 - EBITA Margin (2023): 12.4%

CAPITAL MARKETS DAY 2024

OUR MARKET

Market opportunity – Wallpaper

GLOBAL INTERIOR
DECORATION MARKET

800 Bio USD

- Including several product categories

GLOBAL WALLPAPER MARKET

10 Bio USD

- 60% residential and 40% contract (Hospitality)
- Rising awareness of green solutions which focuses on using sustainable materials and reduce carbon footprint

EMBELLENCE
ADDRESSABLE MARKET

2 Bio USD

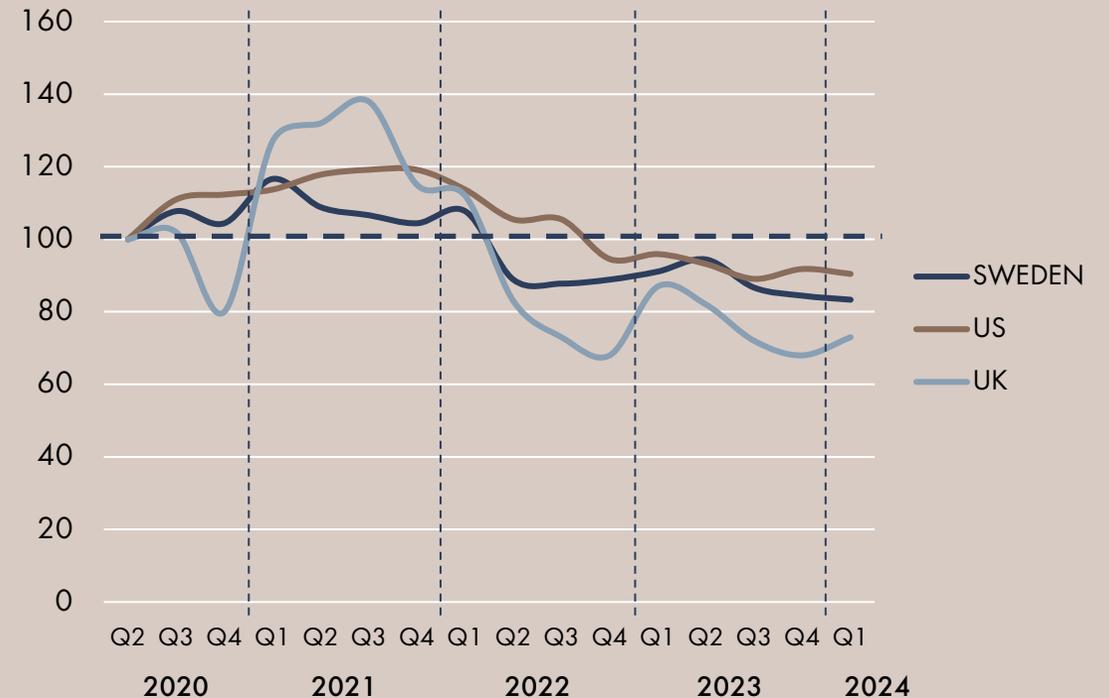
- Europe and US, representing 60% of Global market
- Focusing on premium segment in residential and contract segments

Source: IGI, Statista, Fortune, Management estimations

Our Market – Challenged 2022-2023 trends for renovations in core markets

- The core geographies for Embellence Group sales all have gone through a challenged post-pandemic market situation for renovations in 2022-2023
- US market has held up best and UK has been hit the hardest
- Indications are now that we will see a relatively flat trend in 2024 with markets returning back to pre-pandemic growth levels of 3-4% by 2025

Home owner renovation intention (Index)*



Sources; Sweden – SCB; UK – Federation of Master Builders, ONS;
US - National Homebuilders' Association, Company information



A fragmented competitive landscape

Large focus on volume and lower price points

- 75% of market is on basic- and mid price points below 800 SEK per roll.

Traditional national heritage brands

- Typically focusing on its domestic market.
- Relatively underinvested

Few larger players

- Very few with revenue above 1 Bio SEK.
- Mostly active in basic price segments.

New entrants with pure on-line DTC focus

- Digital printing
- Often fast copiers of pattern and trends

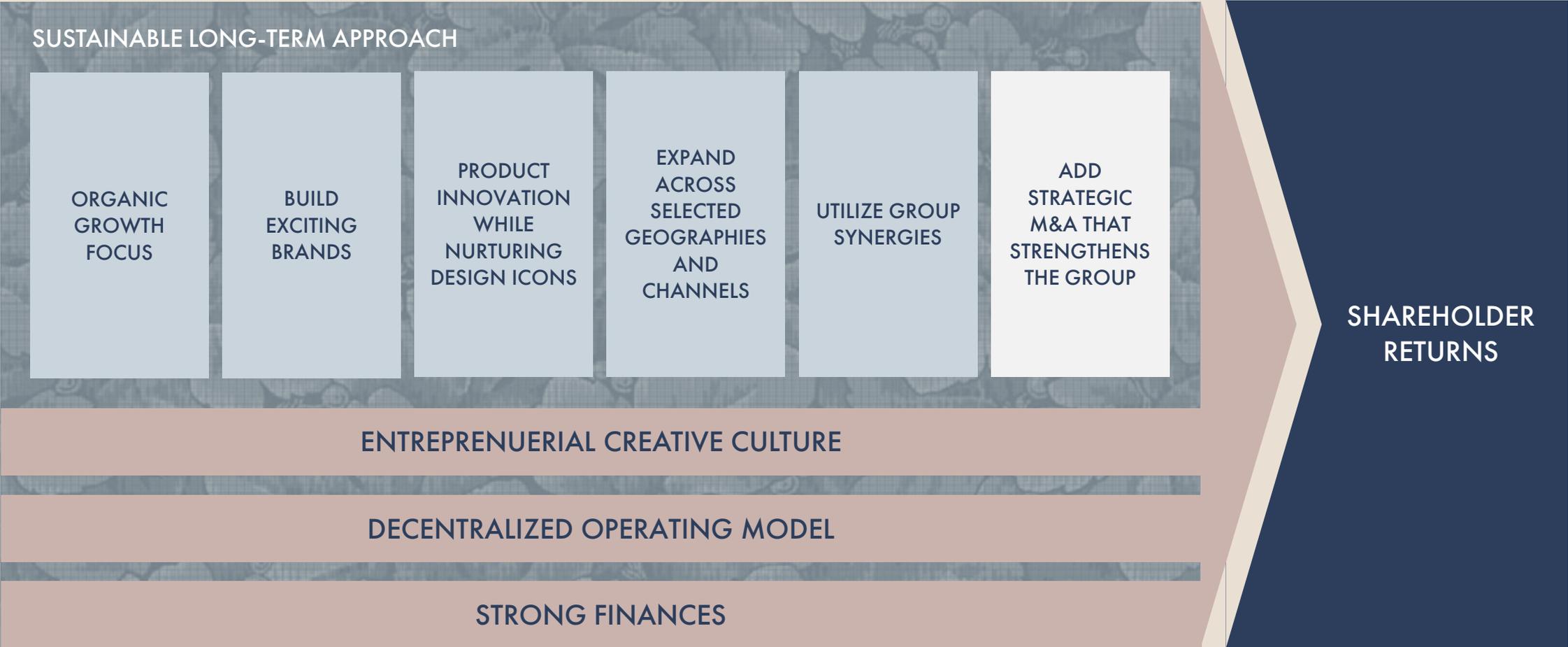
The wallpaper market – two major types of business

	RESIDENTIAL			CONTRACT	
SUB-MARKET	Consumer		Real estate owners/ developers	Hospitality	Luxury residential
SALES-CHANNELS	Traditional retail	Direct-to-Consumer (D+C)	Direct	Via architects and designers	
TREND	 <ul style="list-style-type: none"> Challenged sales channel Lower traffic in physical stores 	 <ul style="list-style-type: none"> Customer journey starts online and with more cases also closing there Expected to outperform traditional retailers 	 <ul style="list-style-type: none"> Primarily Nordic region Basic assortment, low price 	 <ul style="list-style-type: none"> Expected to outperform the market in terms of value and growth, especially in US, Middle East and Mediterranean Basin. Wallpaper perceived as an attractive alternative to stone or tiles for public spaces 	

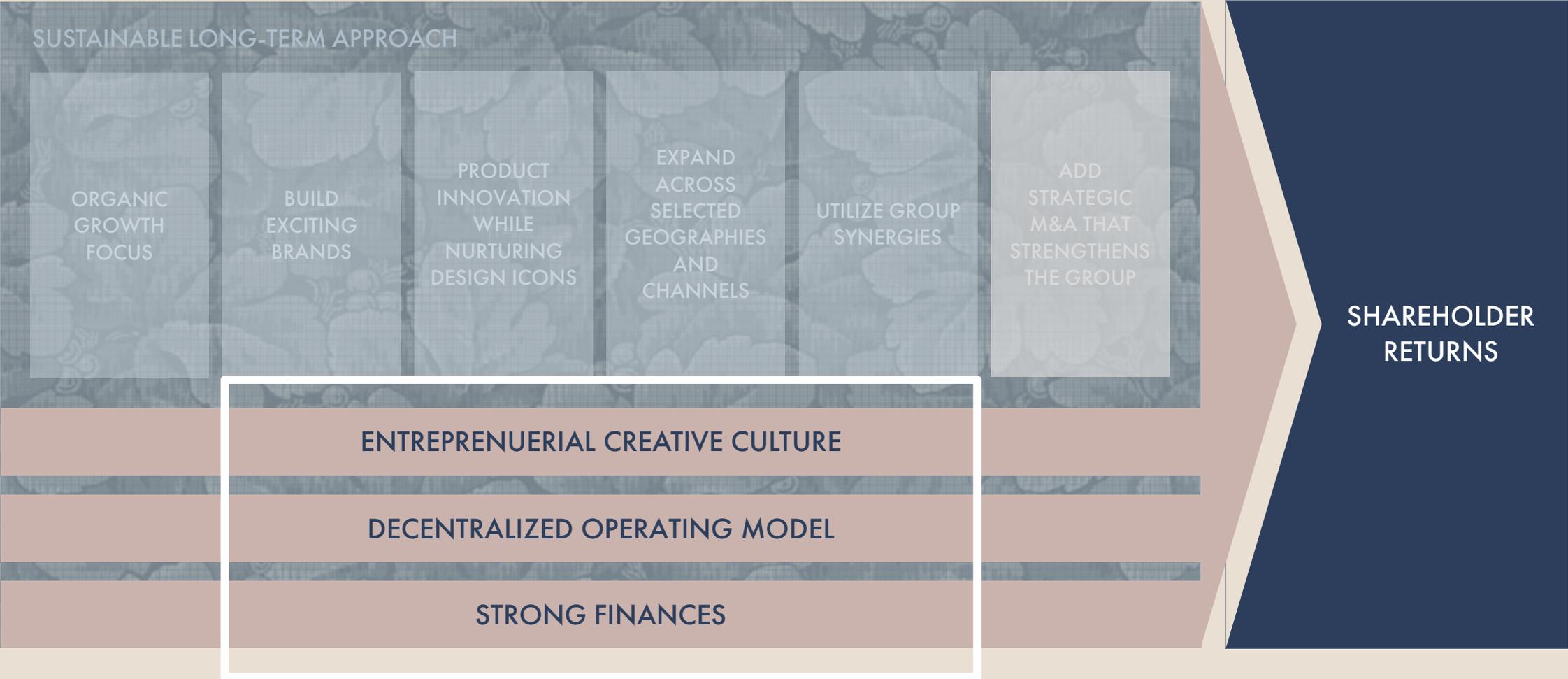
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OUR STRATEGY

Our Strategy



Our strategy - Strategic foundation





Entrepreneurial creative culture

CREATIVITY & PASSION

Forward looking
while respecting
our heritage

ENTREPRENEURIAL SPIRIT

Decentralized to
maintain ownership
and agility

DELIVER EXCELLENCE

Quality in all touch
points is a pillar of
our success

COMMITTED TO POSITIVE IMPACT

Desirable products
can only come from
sustainable
businesses



Decentralized operating model

AUTONOMOUS BRANDS DRIVE GROWTH

Brands are both autonomous and responsive. Close to our customers, to ensure that swift decisions can be made.

Motivates our employees to show true entrepreneurial spirit.

STRENGTH FROM CO-ORDINATION

Sharing of resources on an Embellence Group scale for those type of functions and processes that merit it.

The combined strength of the Embellence Group is leveraged to benefit all our Brands.



Strong finances

EBITA margin
average,
2020-2023

>12%

Cash Conversion
average,
2020-2023

> 70%

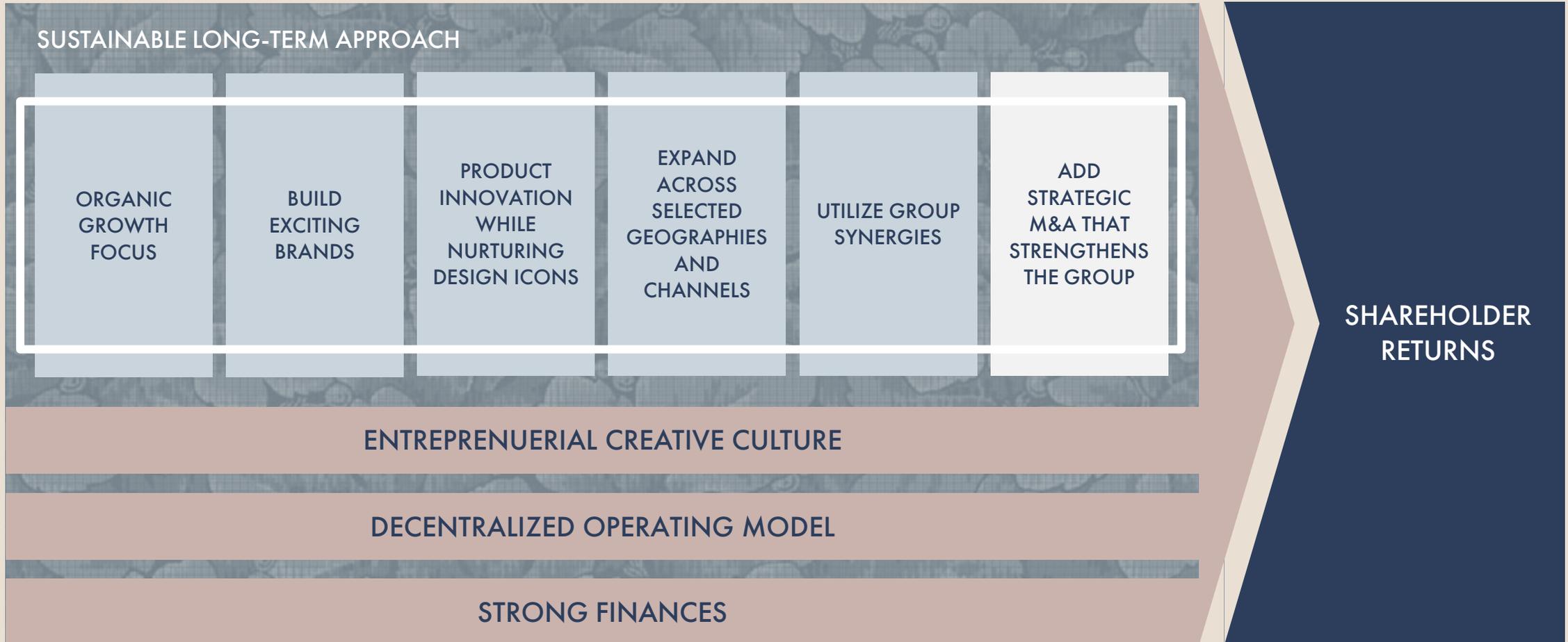
Cash from Operations,
2020-2023

+300 MSEK

Net debt/ EBITDA
R12 March 2024

1.6x

Our Strategy - Strategic focus 2024-2028





Build exciting Brands:
**Distinctive design
excellence**

Our Brands pursue a long-term vision.

To preserve their distinctive identities and excellence our Brands continue to combine heritage with forward-thinking initiatives.

At the core are the products, combining

- Design icons
- New designs & materials
- Always with focus on excellence in quality

Our Brands add key marketing and sales support efforts to make our Brands more engaging and relevant to their core audiences, being it consumers, architects or designers.

Build exciting Brands:

The Cole & Son example



MARIE KARLSSON
Creative & Managing Director
Cole & Son





Design identity

All strong design driven Brands start from their approach to designing their products. At Cole & Son we build our Design approach on two equally important pillars:

Living History

- Our archive is a beautiful and inspiring chronicle of artistic styles and expressions spanning four centuries with a vast quantity of original drawings and wallpapers
- The archive and log of commissions attest to some of the most important decorating schemes of 19th & 20th centuries

Living Art

- Our talented in-house Atelier creates new vibrant and divine designs like The Gardens
- Collaboration with luxury art ateliers such as Fornasetti and The Ardmore
- Collaboration with renowned designers within other design and craftsmanship fields



Living history

Cole & Son has over 150 years created a number of design icons that decorators and consumers around still cherish. The Cole & Son Archive is a beautiful and inspiring chronicle of artistic expressions spanning four centuries.

- The archive and log of commissions attest to some of the most important decorating schemes of 19th & 20th Centuries
- Consists of >1,500 block print designs, >500 screen print patterns and a vast quantity of original drawings and wallpapers
- From stately homes such as Chatsworth House, Blickling Hall, Buckingham Palace and Windsor Castle, among many others

Cole & Son is proudly holding a Royal Warrant as a supplier to the royal household for over seven decades.

COLE & SON
SELECTION OF HUMMINGBIRD







Living Art

The creation of new design icons that stand in the crossroads between interior decoration and art is done both in-house and with select external partners.

- Choosing the right external partners is key for this strategy and at Cole & Son we have a very selective strategy with Luxury Art Ateliers and renowned designers from other sectors
- Together our design teams combine their talent in the journey of craft and we ensure that every part of the partnership is joint (PR, marketing, pricing, selective distribution model) and fits our overall strategy
- Allows for Selective Distribution – making our customer feel even more special



COLE & SON
LEOPARD WALK

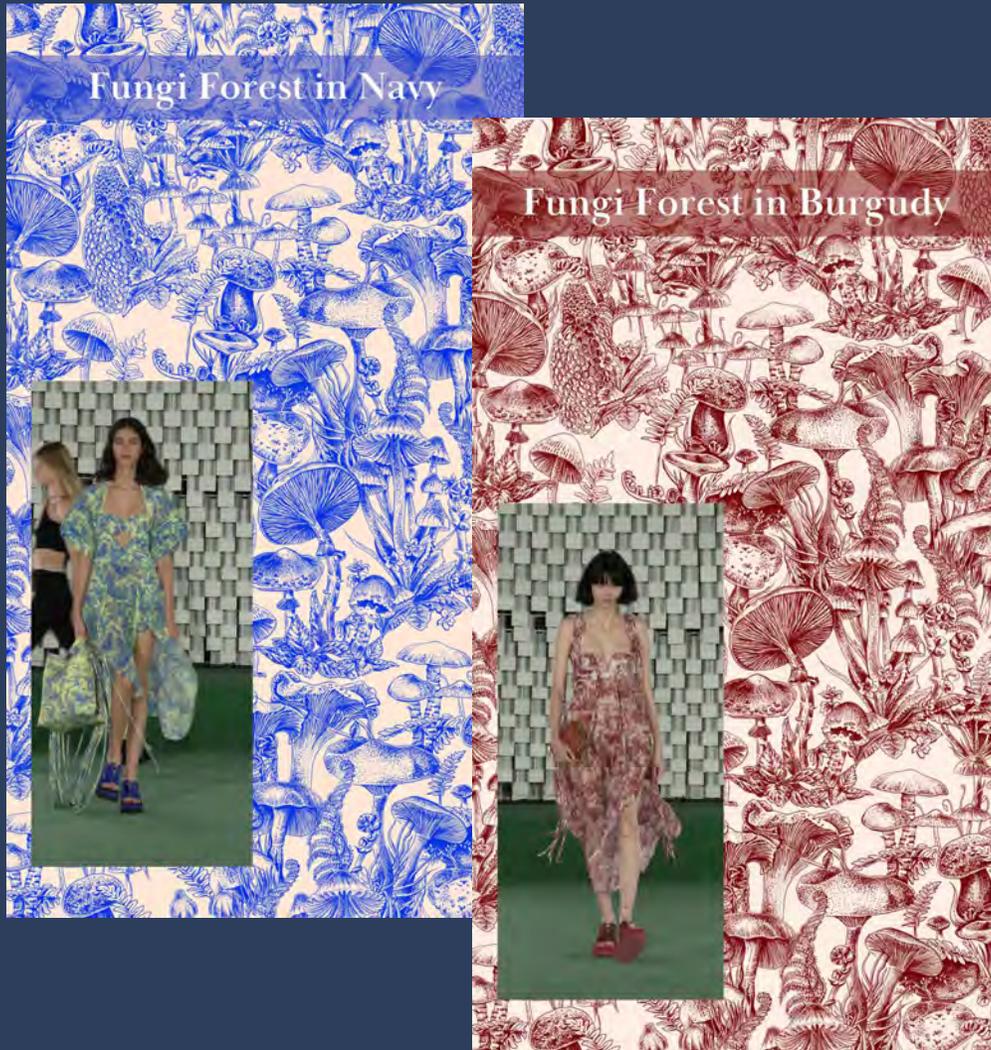




Co-labs – more than just the product

Working with the right partners is a key pillar within our strategy – Not only from a product perspective:

- The Brand DNA fit and the skill of the Co-lab brand partner in driving PR must be right
- Making sure every touch point in the journey of craft, pricing, PR, marketing mix sits within the strategy
- Allows for Selective Distribution – making our customer feel even more special



CASE

STELLA MCCARTNEY

PARTNERSHIP

WHY WE CHOSE STELLA MCCARTNEY

- Cole & Son had new more sustainable wallpaper to launch in 2022, with 79% renewable fibres. The manufacturing process using 30% less greenhouse gases than traditional. We wanted an exciting design and a launch partner with this material to create PR buzz.

WHAT WE DID

- Jointly created a new design (Fungi Forest) launched at Salone del Mobile 2022
- Simultaneously Stella McCartney presented a clothing collection and B&B Italia presented a "one-of-a-kind" armchair.



CASE

FORNASETTI PARTNERSHIP

WHY WE CHOSE FORNASETTI

- From the early 50s, Fornasetti's unique style took the interior decoration industry by the storm: a refined and unique visual language, combining metaphoric classicism alongside surreal humor
- Strong portfolio of luxury co-labs in interior decoration and fashion (e.g. Louis Vuitton)

WHAT WE HAVE DONE

- A partner since 2007.
- Together we have launched three collections and created iconic wallpapers like Nuvolette, Acquario and Chiavi segreti

Brand building

Although the Design of the Products is at the core of our Brand, we have over the last years worked hard on all the other aspects of our Brand ´s future journey:

Brand positioning efforts

- Enhanced and more consistent PR and communication
- Deeper strategic net-working with luxury brands
- Relocation to Chelsea – creating a hub for sales and PR efforts

Sales strengthening efforts

- Increased focus outside home market UK
- Curating the retailer portfolio
- Increased focus on Hospitality sector









SUMMARY

Cole & Son

- The Embellence Group's culture and operating model allows us as Brands to pursue a long-term vision
- At Cole & Son we can utilize synergies of being part of a bigger group with strong sister brands
- The nurturing of our long history of Design Icons and the creation of future Design Icons loved around the world is at the core of what we do at Cole & Son.

EMBELLENCE GROUP:

Innovation in materials & products

We are investing in Group driven innovation to make rooms and spaces more durable and sustainable

- Desirable products can only come from sustainable businesses
- 72% of the Group's total GHG emissions in 2023 are derived from our products

Recent innovative products:

- 2022 Pappelina launched Bio Edition – the worlds first rug made of bio-sourced, carbon neutral PVC that originates from pine tree oil – made by nature
- 2024 Wall&decò launched d.ecodura™ - the world's first bio-based vinyl wallpaper with 50% reduction in CO₂ footprint



pappelina®
Vera 2.0 BIOVYN™

Wall&decò
d.ecodura™



EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNELS

Geography & Channel expansion

All Brands have expanded internationally since many years. Today we sell in more than 100 markets.

In the last 5 years we have focused more efforts on key opportunities and driving growth with strong partners.

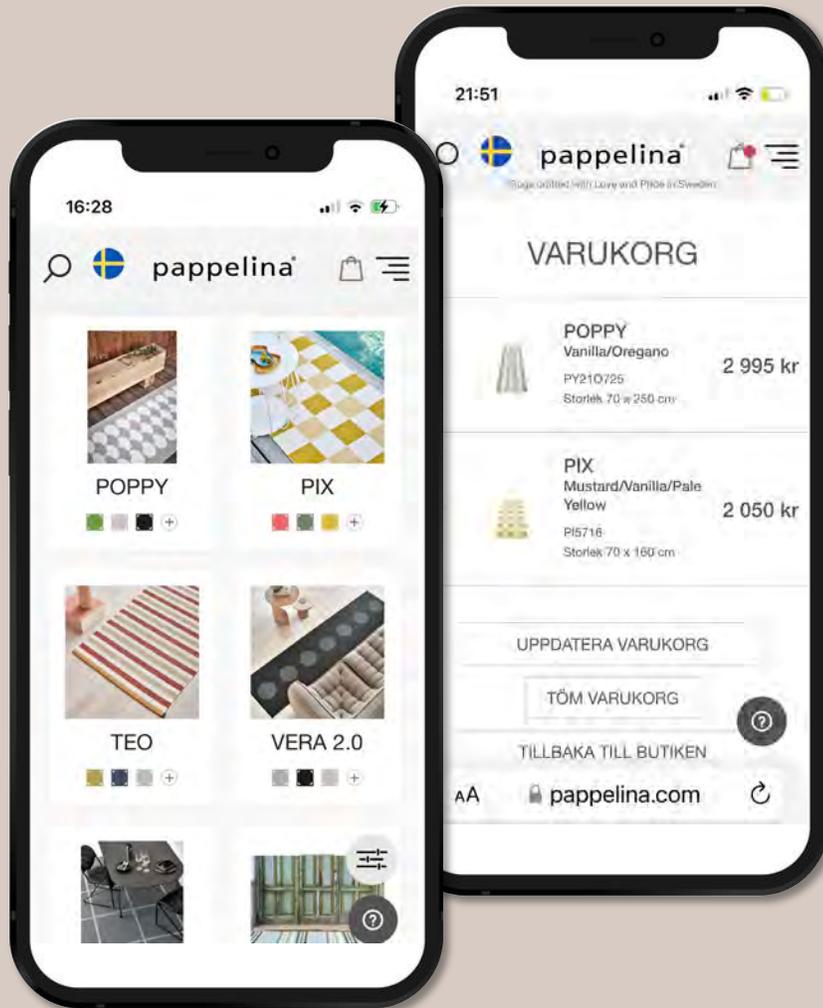
Increased geographic focus going forward on key opportunities:

- US
- Continental Europe
- Mediterranean Basin

TRADITIONAL CORE MARKETS

Nordics	Boråstapeter and Pappelina
UK	Cole & Son
Italy	Wall&decò
US	Artscape





EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNELS

Direct to Consumer

Direct to Consumer (DTC) relatively new channel

- 2020 First DTC on-line with Pappelina in Sweden
- 2021- today continued roll-out to target markets in all four consumer focused brands
- 2024 DTC sales online in 35 markets

Logic in line with most premium consumer brands

- Brand building opportunity with full Brand overview
- Provides fast feedback loop on product trends
- Sell at full retail prices and benefit from higher share of gross margin

EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNELS

Direct to Consumer

Focus 2024-2028

- Brand positioning always comes first
- Support the customer journey, across all channels
- Only open in markets which we can serve in a profitable way



Expand across selected
geographies & channels:

Hospitality



GIANLUCA LAGANÁ
Chief Commercial Officer
Wall&decò



EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNELS

Hospitality - a 4,7 Trillion USD sector

RESTAURANTS & BARS



HOTELS & RESORTS

SPA, GYM & COUNTRY CLUBS

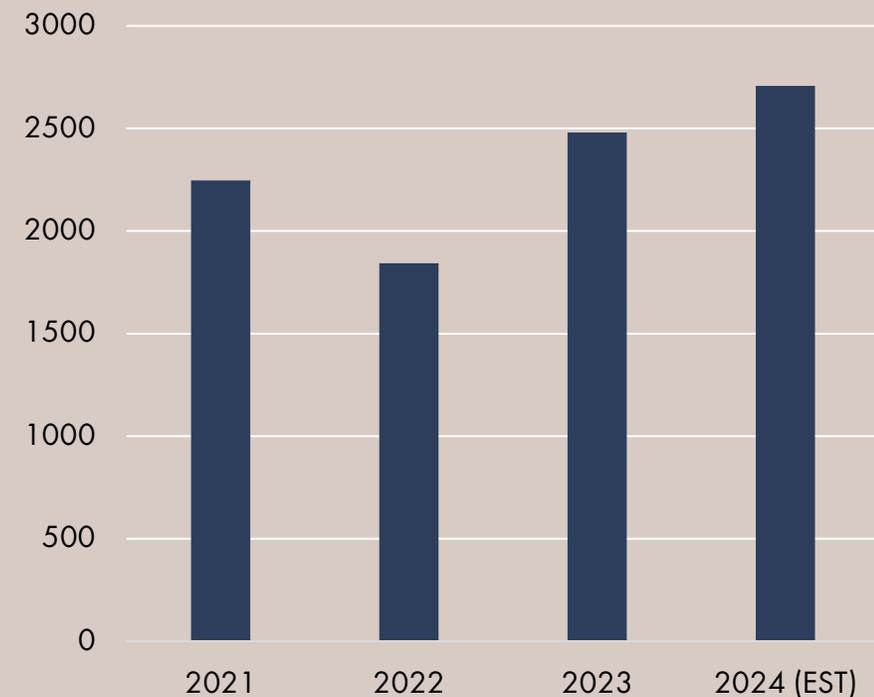


EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNELS

Focus on Premium hotels and winning in US

- ~700,000 hotels and resorts and >17.5 million guest rooms across the world in 2023
- Focus on premium hotels & resorts
- Additional geographical focus on US
 - The U.S. led all other countries with the largest hotel construction pipeline worldwide, reaching a record 5,964 projects with close to 700 thousand rooms
 - Wall&decò and Cole & Son established in the US-market with strong premium brand recognition in the sector

Number of hotels opened worldwide



Source: Statista, Lodging Econometrics Inc, hotelbusiness.com, hoteldive.com



EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNELS

Wallpaper is winning share

Premium hotels normally update the interiors every 3-5 years

- Refreshes are necessary to meet the discerning consumer and changing demand

Wallpaper offers personalisation and styling with less cost and less disruption than other solutions

- Elegant way of capturing a style and setting atmosphere
- Compared to tiles, stone, marble, etc. - wallpaper is an affordable choice in terms of speed of installation
- A refresh of a room can be performed silently without closing adjacent rooms

Premium wallpapers with right specification provides high durability in high foot fall areas.

Wallpaper more sustainable choice, especially with Wall&decò's new innovative material d.ecodura™.

EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNELS

Wall&decò successful for many years

Broad premium design offer

Product certification at the highest standards

- Fire rating, durability and sustainability

Project management with multiple contacts

- The owner of the hotel
- Architect firm (designs and specifies the whole hotel style)
- One (or several) interior design teams
- Procurement teams
- A contractor with installers

Efficient handling of fewer, but bigger, orders with longer lead-times

- Long project lead times, (12 to 24 months)
- Total order sizes are 300 - 5000 sqm, but divided into individual rooms and walls











WALL&DECÒ
THE HOUSTONIAN HOTEL & SPA- HOUSTON





SUMMARY HOSPITALITY

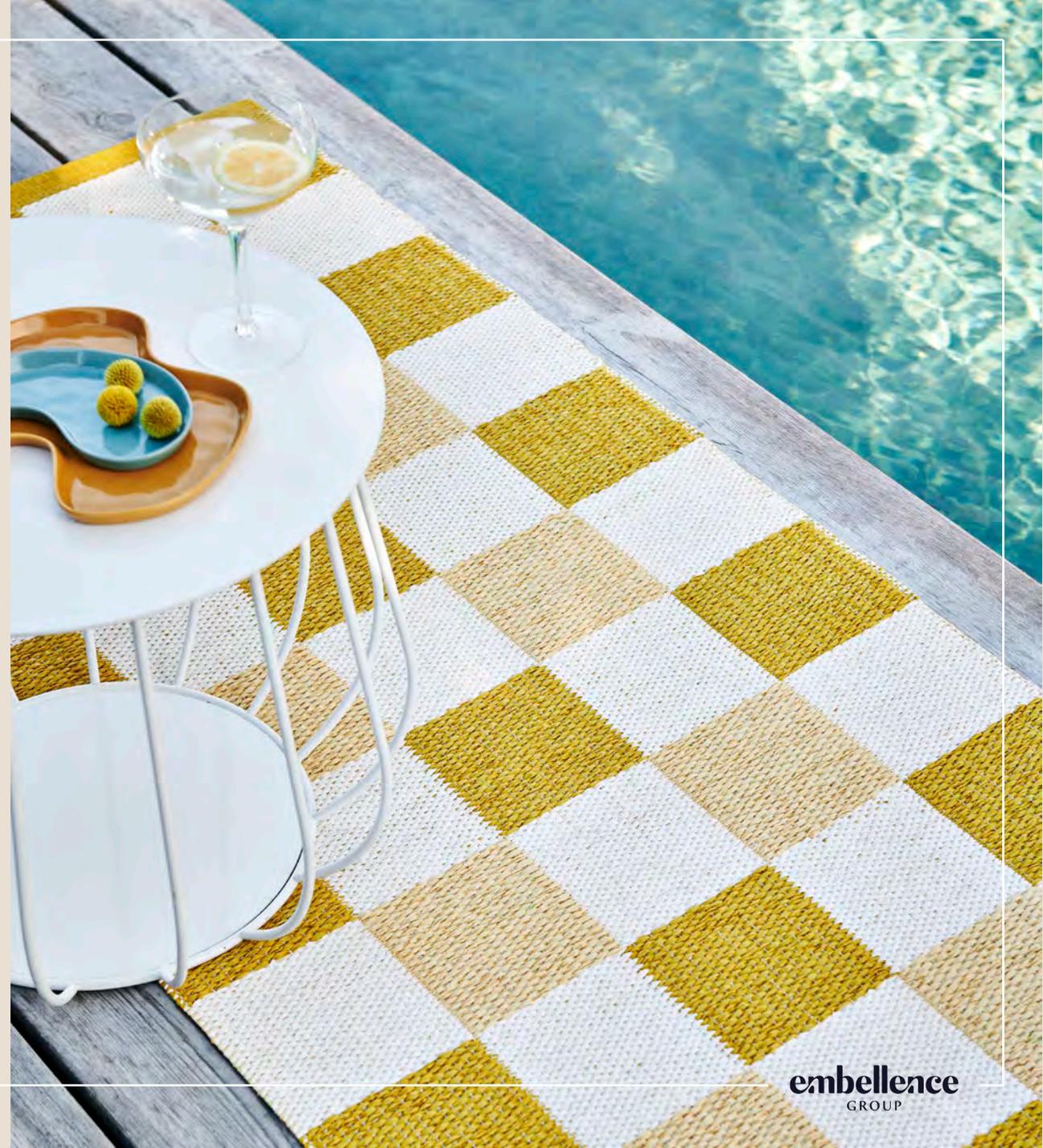
Expand across selected geographies & channels

- Large and growing global market
- Wallpaper winning share as a solution
- Brands with iconic designs, high quality and service offer win in the premium segment
- Large well-planned projects enable cash efficient handling of business
- Proven track record with Wall&decò and Cole & Son that can be used for learnings
- Additional geographical focus on US

EXPAND ACROSS SELECTED GEOGRAPHIES & CHANNEL

Focus areas 2024-2028

- Hospitality sector growth
- US expansion
- Direct-to-Consumer growth



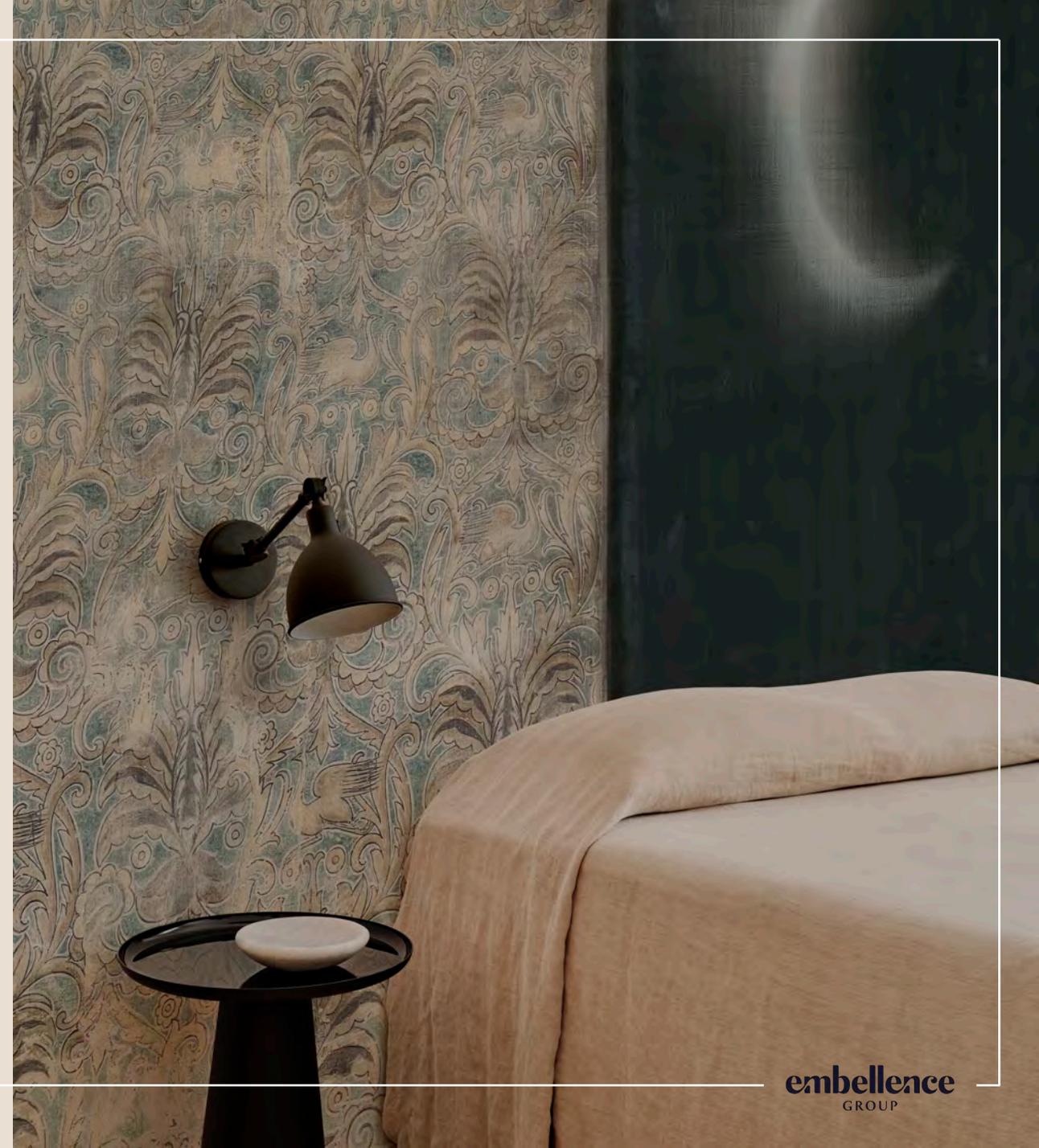
UTILIZE GROUP SYNERGIES

Focus areas 2024-2028

Sharing of resources on a Embellence Group scale creates intelligent synergies while respecting the individual identities and autonomy of our Brand.

We will increase Group support on digitization and use of AI, product portfolio management, global partnerships and sourcing to support the growth journey and ensure a high implementation pace.

Traditional Group functions, such as strategy & governance, finance, IT, HR & talent management will remain a Group responsibility.



M&A: Strategy update sharpens target group focus

2021 IPO

WIDE "INTERIOR DECORATION" TARGET GROUP

- Embellence Group looked at broad universe within interior decoration
- Large and wide M&A target list based on broad sector fit view within interior decoration, all geographies and mid to premium positioning
- Financing costs low and clear Group positioning as Serial Acquirer

LONG-LIST OF >200 TARGETS

2024 CMD

FOCUSED TARGET GROUP CLOSER TO CORE

- Updated strategy focused on driving growth of current strong Brands
- More narrow M&A target list based on focused fit within interior decoration (wallpaper, rugs and pattern-based fabrics), logical geographical location and premium positioning within their niche

SHORT-LIST OF <20 TARGETS



Karin Lidén
CFO



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SUSTAINABILITY

Embellish with Excellence - three sustainability focus areas

A SUSTAINABLE VALUE CHAIN



MORE
EMBELLISHMENT
WITH LESS IMPACT



EFFICIENT AND
OPTIMAL
MANAGEMENT OF
MATERIALS AND
RESOURCES

A SUSTAINABLE ORGANISATION AND STIMULATING WORKPLACE



TAKE CARE OF
OUR EMPLOYEES



PROMOTE EQUALITY,
DIVERSITY AND
OPENESS

RESPONSIBLE AND ETHICAL BUSINESS



LEAD BY EXAMPLE THROUGH
INTEGRITY AND ETHICAL
BEHAVIOUR



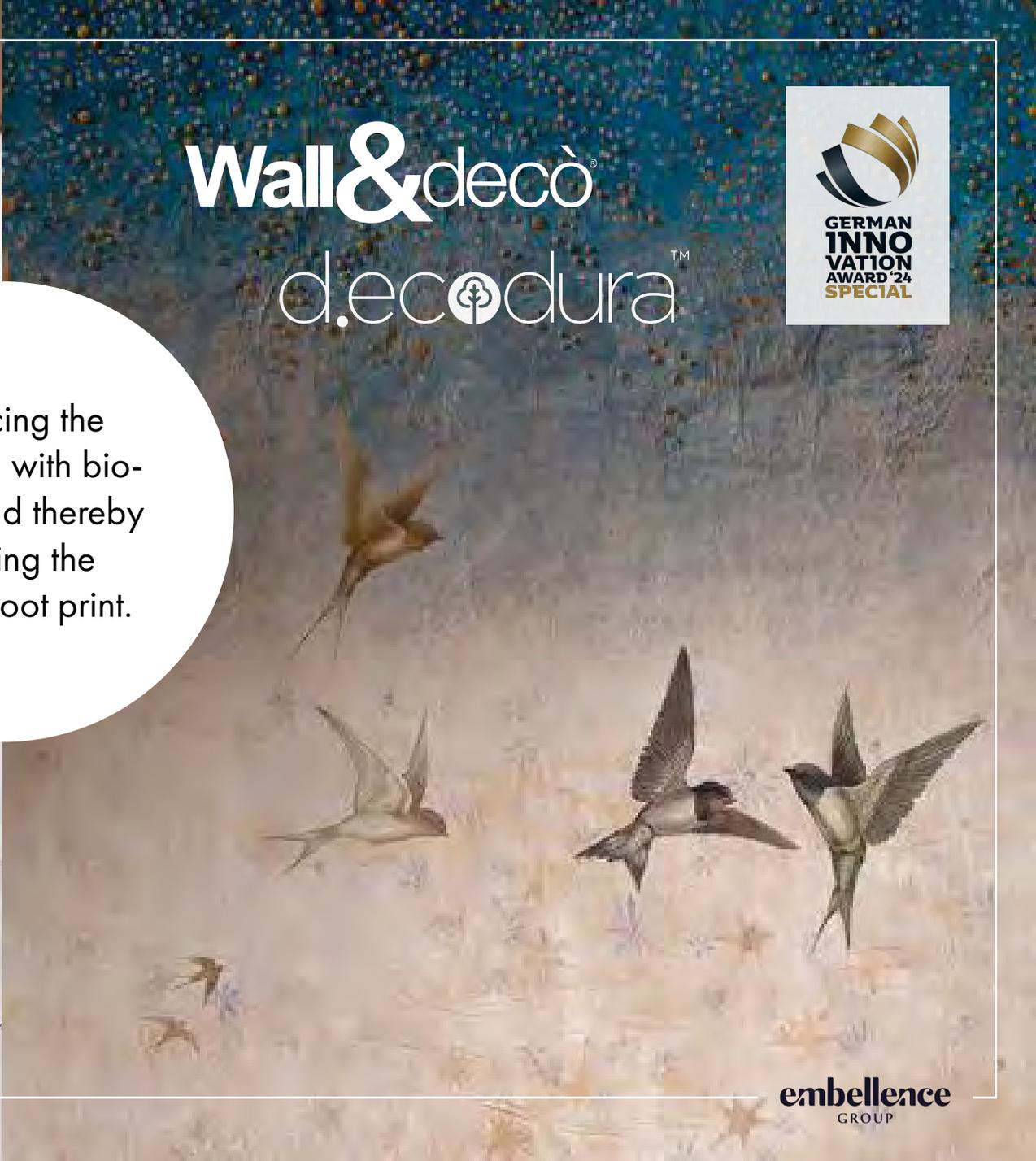
Wall & decò[®]
d.eco[®]dura[™]



Replacing the fossil-fuel with bio-based and thereby reducing the carbon foot print.

pappelina[®]

Vera 2.0 BIOVYN[™]



embellence
GROUP



Focus during 2024-2025

Further reducing our GHG footprint with a focus on our product offering

Update overall sustainability long-term targets and commit to Science Based Targets initiative

Prepare for CSRD reporting

CAPITAL MARKETS DAY 2024

FINANCIAL TARGETS

Financial targets: Strategy update triggers new sales growth target

2021 IPO

SALES TARGET CONTINGENT ON M&A

- Embellence Group presented as serial acquirer of brands in interior decoration
- Recent track record of a number of acquisitions
- Large M&A target list based on broad sector fit view within interior decoration
- Financing costs low

1.2 Bio SEK by 2025
with M&A as major driver

2024 CMD

SALES TARGET BASED ON ORGANIC GROWTH

- Updated strategy focused on driving growth of current strong Brands
- More narrow M&A target list based on focused fit view within interior decoration
- Financing costs higher

New target with updated timing and built
on organic growth with M&A seen
as above and beyond

Updated Financial Targets

NET SALES	1 Bio SEK by 2028	UPDATED
PROFITABILITY (EBITA MARGIN)	>15%	SAME AS BEFORE
DIVIDEND	30-50% ordinary dividend, in relation to net income	SAME AS BEFORE
LEVERAGE	< 2.5x EBITDA	SAME AS BEFORE

Financial Targets: Organic sales growth focus

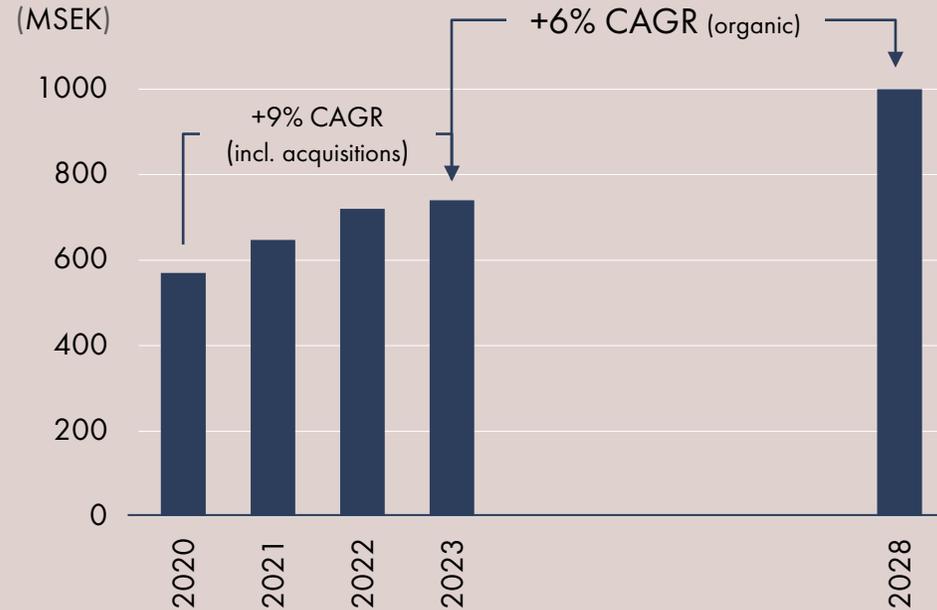
SALES

1 Bio SEK by 2028

- Accelerated organic sales growth of 6% CAGR (2020-2022 CAGR 2% for legacy brands*)
- Market estimated to have declined in the same period; and expected to gradually recover over the next years
- Additional efforts on product development and in sales & marketing to drive growth

**Sales of Boråstapeter, Cole & Son and Wall&decò, excluding discontinued brands (Perswall), and Russia. Pappelina acquired 2021 and Artscape 2022.*

SALES GROWTH 2020 - 2023 and 2028 TARGET



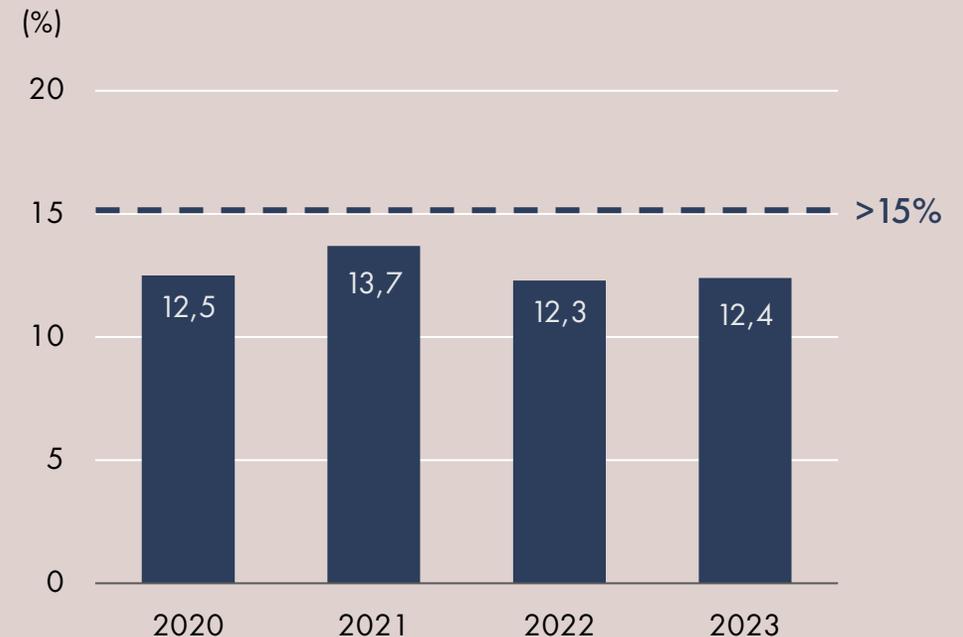
Financial Targets: EBITA Margin focus

PROFITABILITY
(EBITA
MARGIN)

>15%

- EBITA Margin stable around 12-13% (2020-2023)
- Organic sales growth strategy with focus on higher margin products and channels
- Pricing strength and discipline, while improving manufacturing and sourcing efficiencies
- Economies of scale on well balanced SG&A

EBITA MARGIN (2020 to 2023)





New strategy triggers new segment reporting

FROM...

A reporting based on Group
and Regions (Nordics,
Europe, Rest of World)

TO...

- Group net revenue
- External revenue per Brand
- External revenue
Manufacturing

ADVANTAGE

Aligned with strategy
and business
operations

Group Reporting

Embellence Group way of operating with in-house manufacturing and cross group support functions leads to logic of presenting the following only on Group level

- Gross margin
- EBITA margin
- Cash Flow
- Other Balance Sheet items

As the Group has improved the balance in geographical exposure, reporting on quarterly basis for previous segments Nordics, Europe and ROW will be removed.

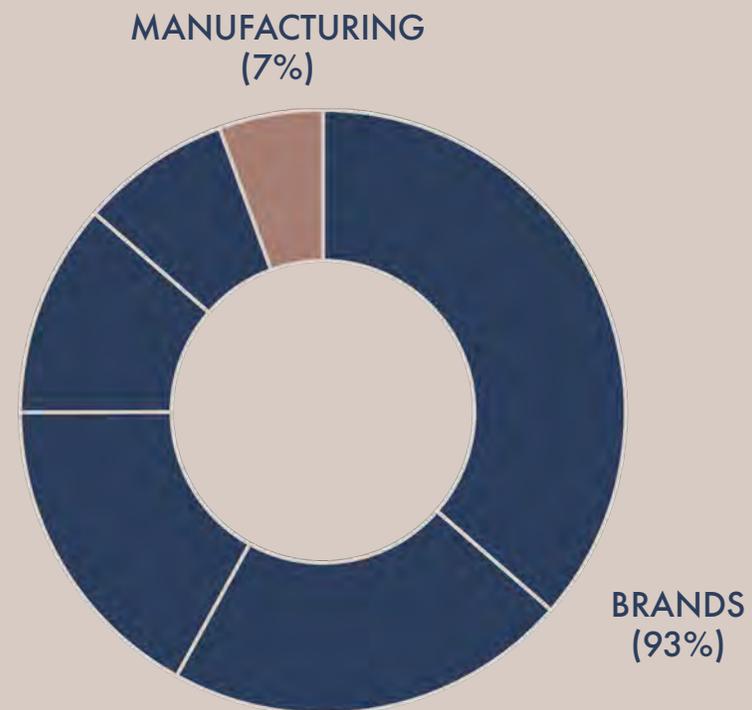
Share of premium has increased during recent years in line with plans and we will therefore not report this statistic going forward.

Net sales Q1 2024 - Restated

Q1 2024 Net Sales (MSEK)

MSEK	January-March		R12		
	2024	2023		2024 Mar	Share
EMBELLENCE GROUP	214	198	+8%	757	
BRANDS (external)	197	186	+6%	704	93%
Boråstapeter	78	83		279	37%
Cole & Son	36	39		151	20%
Wall&decò	25	22		100	13%
Artscape	46	30		128	17%
Pappelina	12	12		47	6%
MANUFACTURING (external)	17	12	+46%	53	7%

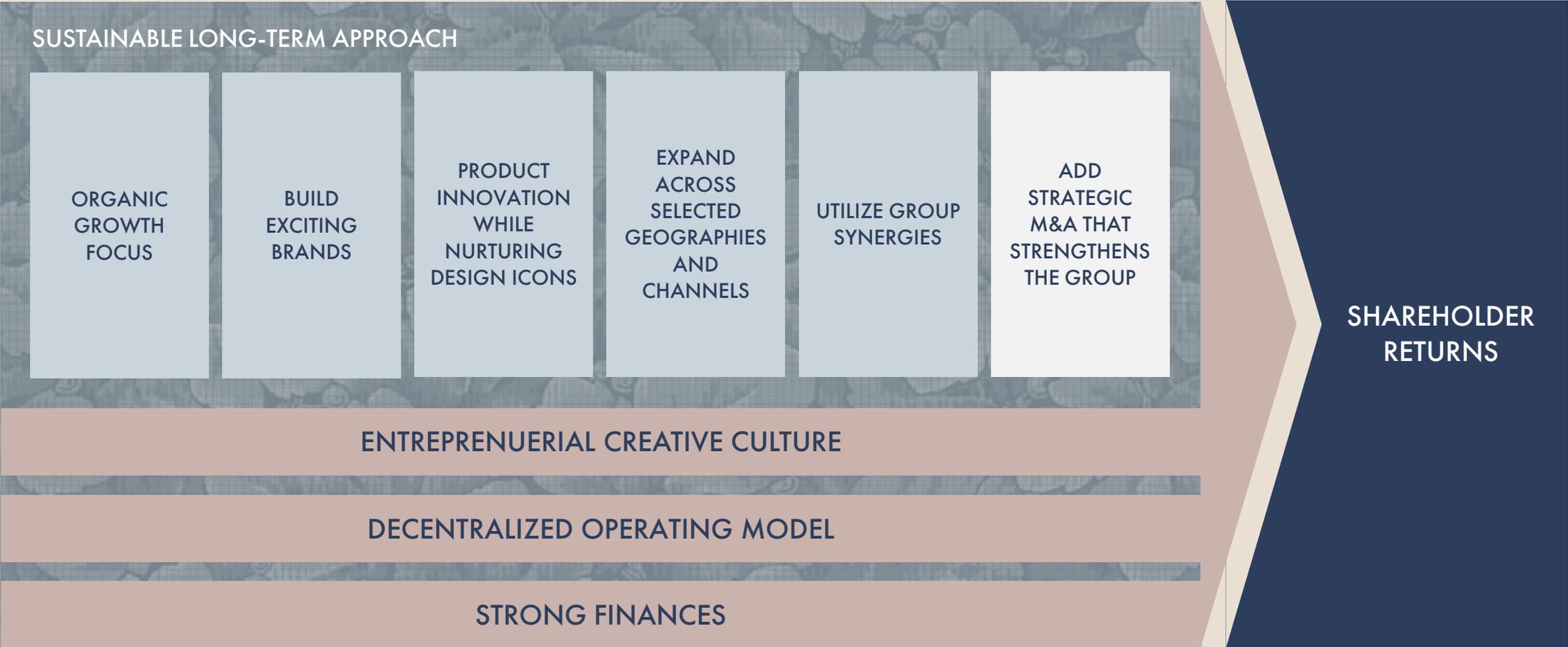
Q1 2024 R12 Share of Net Sales (%)



CAPITAL MARKETS DAY 2024

SUMMARY

Our Strategy



Updated Financial Targets

SALES	1 Bio SEK by 2028	UPDATED
PROFITABILITY (EBITA MARGIN)	>15%	SAME AS BEFORE
DIVIDEND	30-50% ordinary dividend, in relation to net income	SAME AS BEFORE
LEVERAGE	< 2.5x EBITDA	SAME AS BEFORE



Summary

The Embellence Group is a leader in interior decoration with a focus on premium brands in wallpaper, complimented by other color and pattern driven interior decoration such as textiles and rugs.

We focus on the successful long-term development of each of our Brands, while respecting their identity and autonomy.

The Brands utilize the synergies from the Group's economies of scale.

Updated organic growth focused strategy, targets and reporting going forward.

CAPITAL MARKETS DAY 2024

Q&A

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LUNCH

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THANK YOU!