



VIVAWINE
GROUP

Today's presenters



Emil Sallnäs
CEO & Founder



Linn Gäfvert
CFO

The Nordic leader in wine,
in the stable monopoly
markets



Sweden

Finland

Norway

Profitable European
e-commerce business with
growth potential



Strong mix of own brands
and partner brands

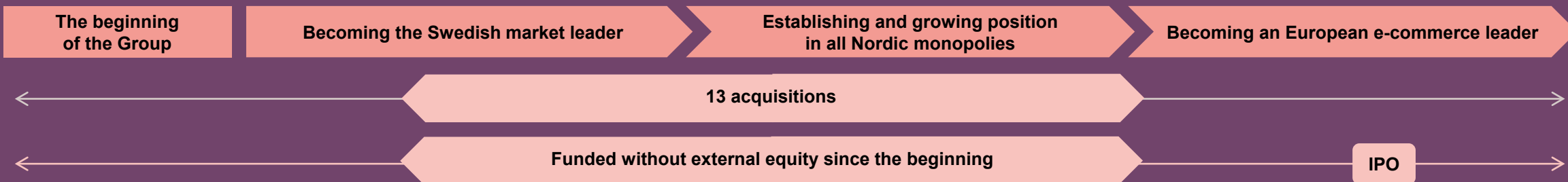
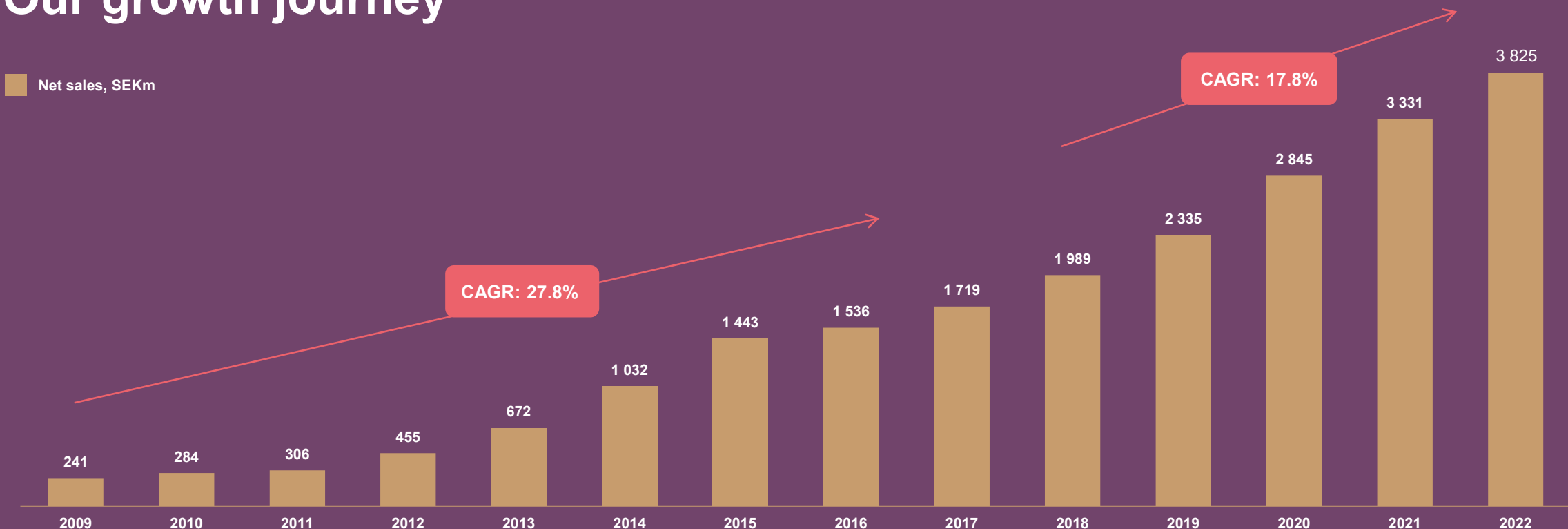


Pioneer and industry leader
in sustainability



Our growth journey

Net sales, SEKm



Entrepreneurial-driven group



Ownership by the entrepreneurs supports growth and long-term commitment

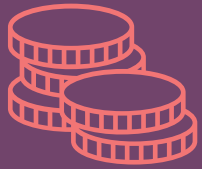


Supports innovation and product development



Decentralised structure enables agility in every market

Supported with a shared platform



Financing



Logistics



**Supplier
network**



Sustainability



**Marketing
& CRM**



Data analysis



**Consumer
insights**



Stellar product portfolio and innovation rate

Wide assortment across wine types and price points

OWN BRANDS

Higher gross margins

Full control of the brand

Flexibility throughout the value chain



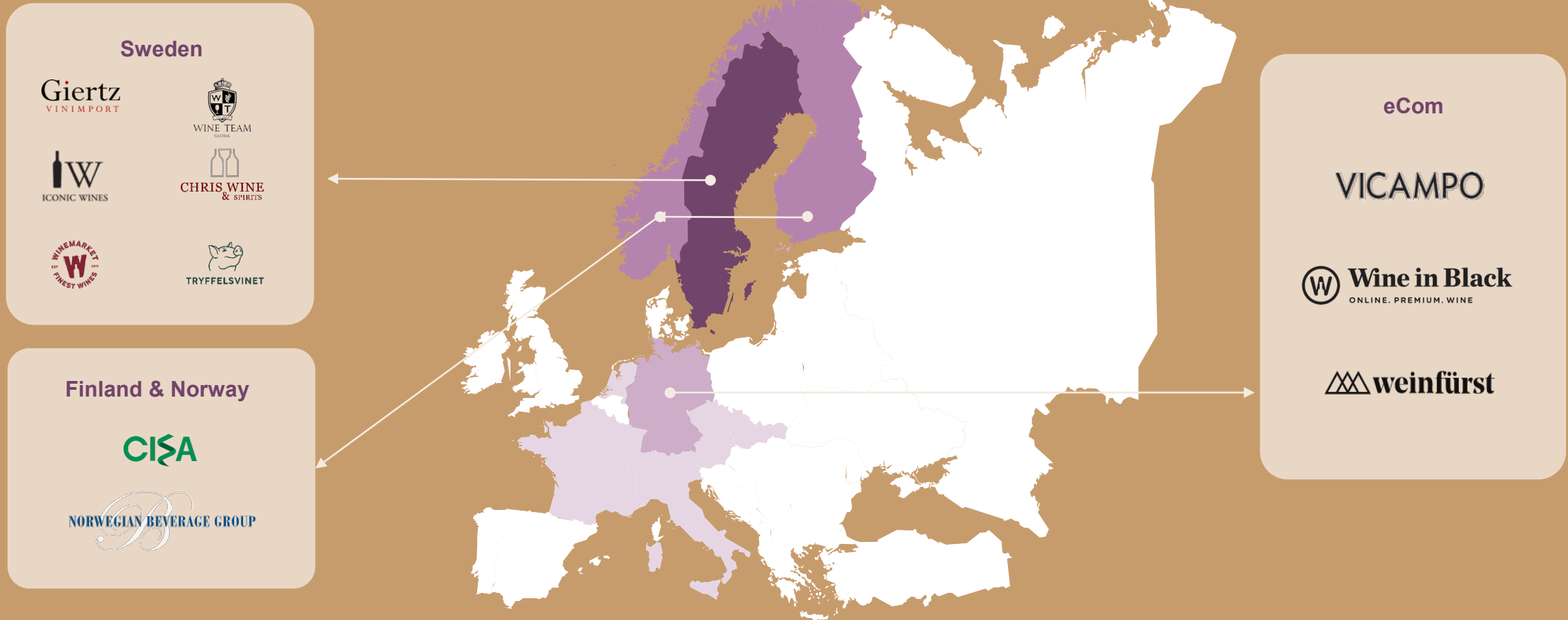
PARTNER BRANDS

Provides depth in assortment







Access to strong brands

Shared marketing activities and expenses

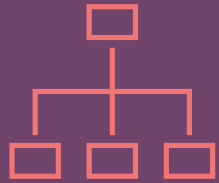
Markets & operating companies



Viva Wine Group is number one in the Nordic monopoly markets

Wine volume (litres)	~67m	~47m	~23m	~21m	~13m	~10m	~8m
Market share by wine volume (%)	~20% #1	~14%	~7%	~6%	~4%	~3%	~2%
Company		ANORA					
HQ	Stockholm, Sweden	Helsinki, Finland	Copenhagen, Denmark	Stockholm, Sweden	Santiago, Chile	Copenhagen, Denmark	Paris, France
Pure play wine group	✓	-	-	✓	(✓)	-	-
Group access to e-commerce	✓	-	✓	-	✓	-	✓

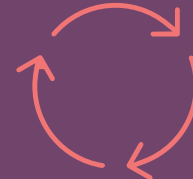
Nordic monopoly markets - key success factors



Mastering all assortments



Efficient and significant marketing



Continuous development of existing assortment

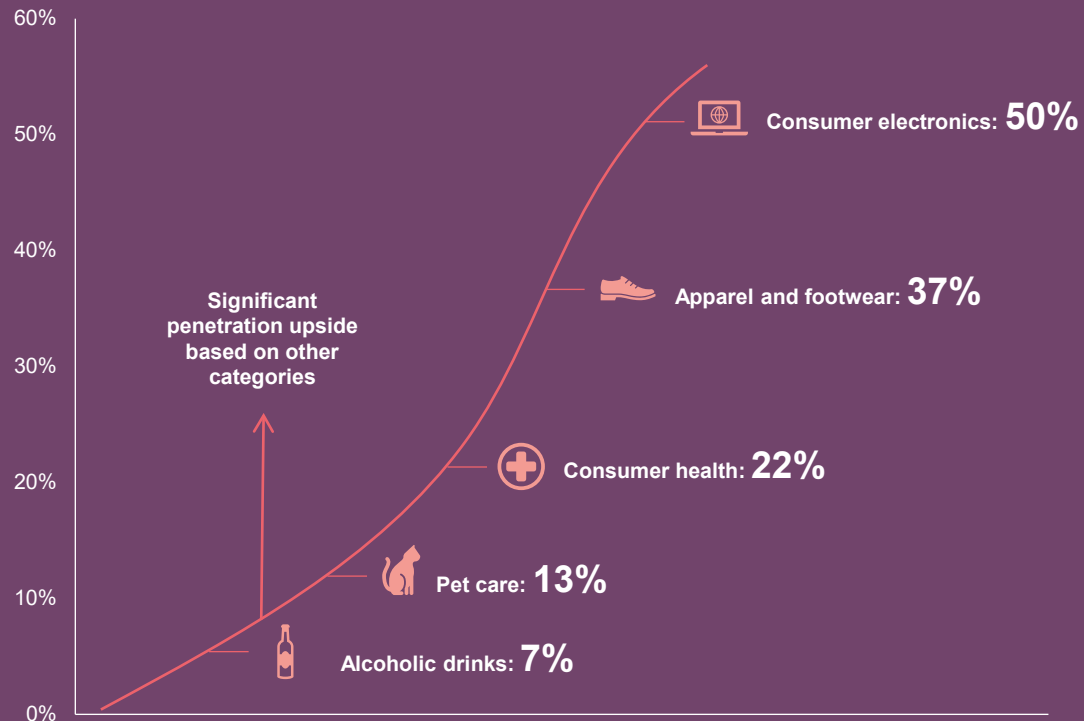


Innovative product launches

Viva eCom – large and attractive opportunity

Low online penetration with catch-up potential

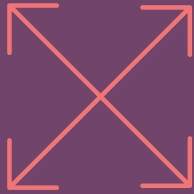
Online penetration by category, Germany



Product offering well-suited for online sales

					
Low cyclicity	✓	✓	●	●	●
High AOV	✓	●	✓	●	✓
High purchasing frequency	✓	✓	●	✓	●
Packaging similarity	✓	●	●	●	●
Long product life cycles	✓	●	✓	●	●
Low return rates	✓	✓	✓	●	✓
Low online penetration	✓	✓	●	●	●
Purchase decision guidance	✓	●	●	●	●

Viva eCom – Key success factors



Size



**Datadriven
CRM**



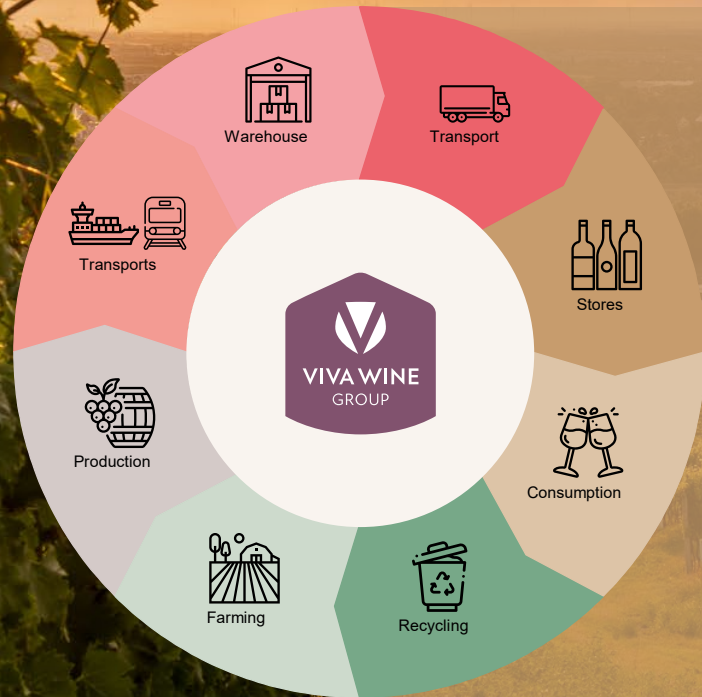
**Good
product mix**



**Limited price
comparisons**

Sustainability

Industry pioneer within sustainability



Full responsibility for the whole value chain with four areas of focus

Areas of focus



Sustainable farming

- Biodiversity
- Water use
- Climate protection



Sustainable transports and packaging

- Climate efficient transports (rail)
- Climate efficient packaging



Sustainable production

- High labour standards, decent working conditions and fair pay



Sustainable consumption

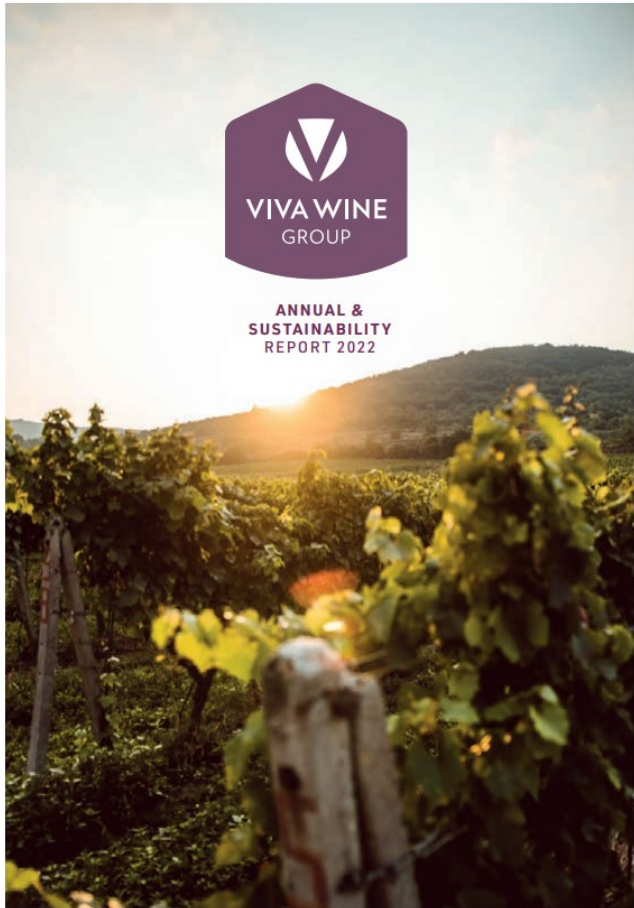
- Responsible advertising
- No underage drinking
- Don't drink and drive campaigns

Sustainability Vision & Mission

Become recognized as **industry role-model** in economic, social and environmental sustainability, where sustainability is **integrated** in all our **business processes** and a **key driver of growth** and **stakeholder value creation**.

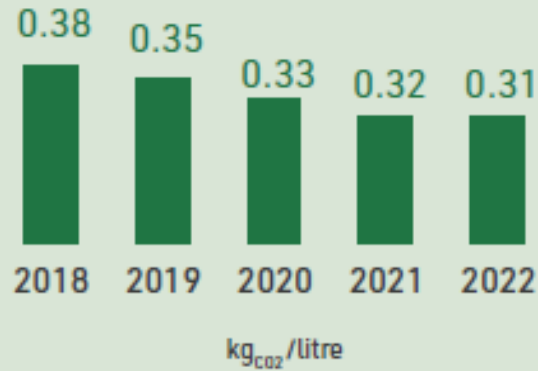
Sustainability targets 2030

- Decrease CO2 emissions per litre wine sold by 50%
- Increase share of climate efficient packaging to 90%
- Increase share of sustainability certified wine to 75%

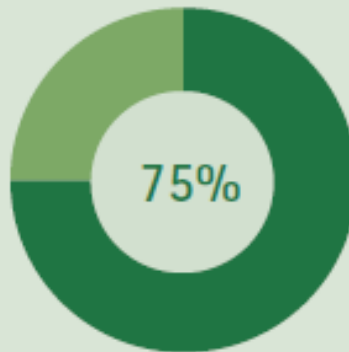


EMISSIONS 2022

Climate impact, total



SHARE OF VOLUME IN CLIMATE-SMART PACKAGING



Data for Segment Sweden

2022 Highlights

- **Presentation of 2022 Annual & Sustainability Report.** Sustainability Report according to GRI standards 2021, reviewed and assured by EY Sweden.
- **KgCO₂/litre down 1,7%**
- **75% of volume in climate efficient packaging**
- **Several Sustainability KPIs met one year ahead of schedule**
- **Well positioned for CSRD,** the upcoming EU Corporate Social Reporting Directive.



2021 GRI Universal Standards

Strategy

Becoming Pan-European leader within wine e-commerce while expanding #1 position in the Nordics

1

Increase market shares in the Nordic monopoly markets

2

Accelerate the profitable e-commerce business in Europe

3

Value creating M&A with primary focus on e-commerce



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