

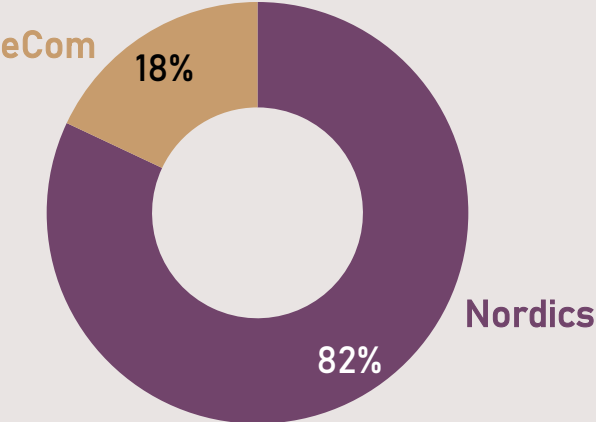


VIVA WINE
GROUP

AGM
23 May 2024

THIS IS US

Two segments



Segment Nordics

SWEDEN

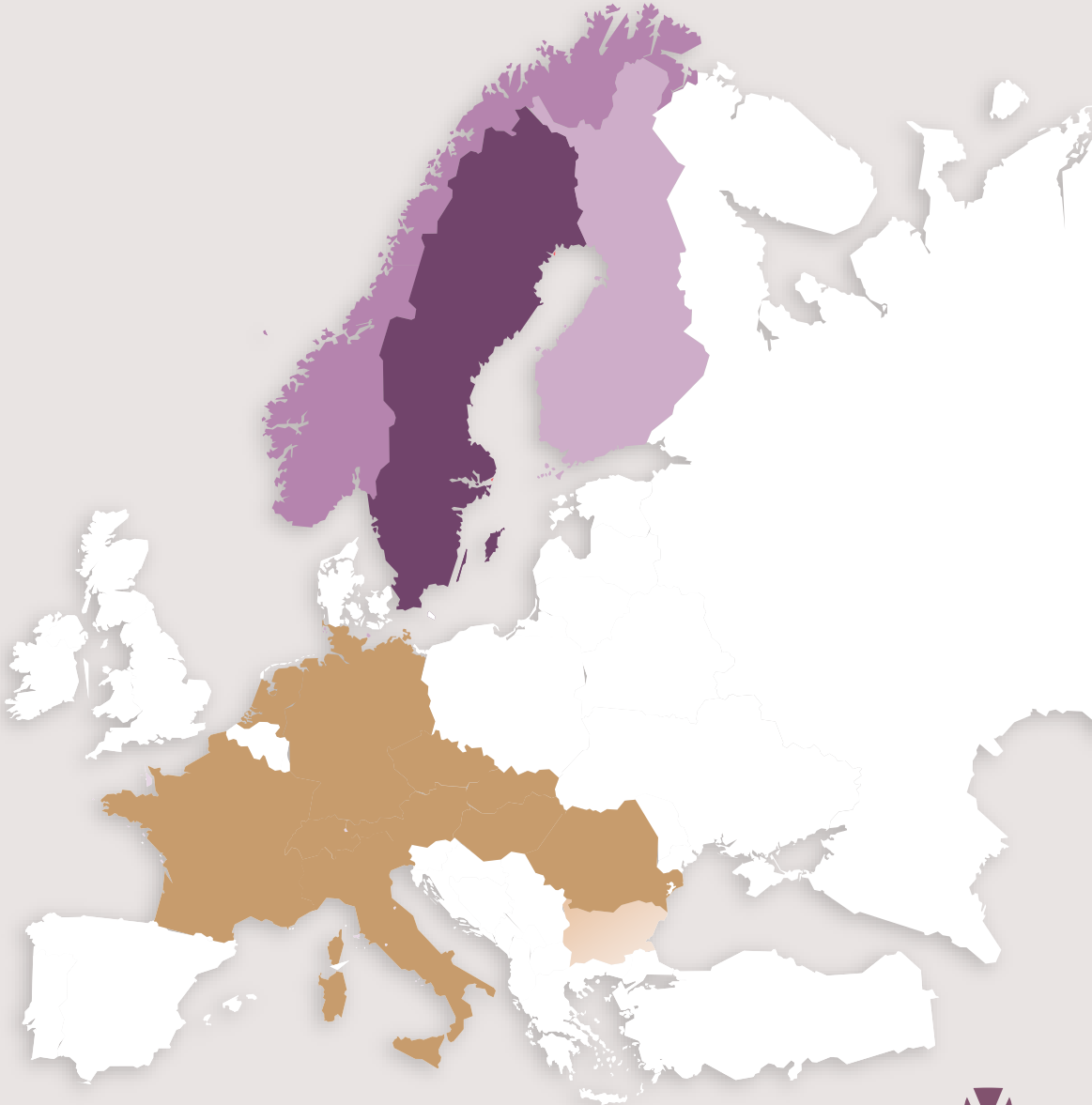
FINLAND

NORWAY

Segment eCom

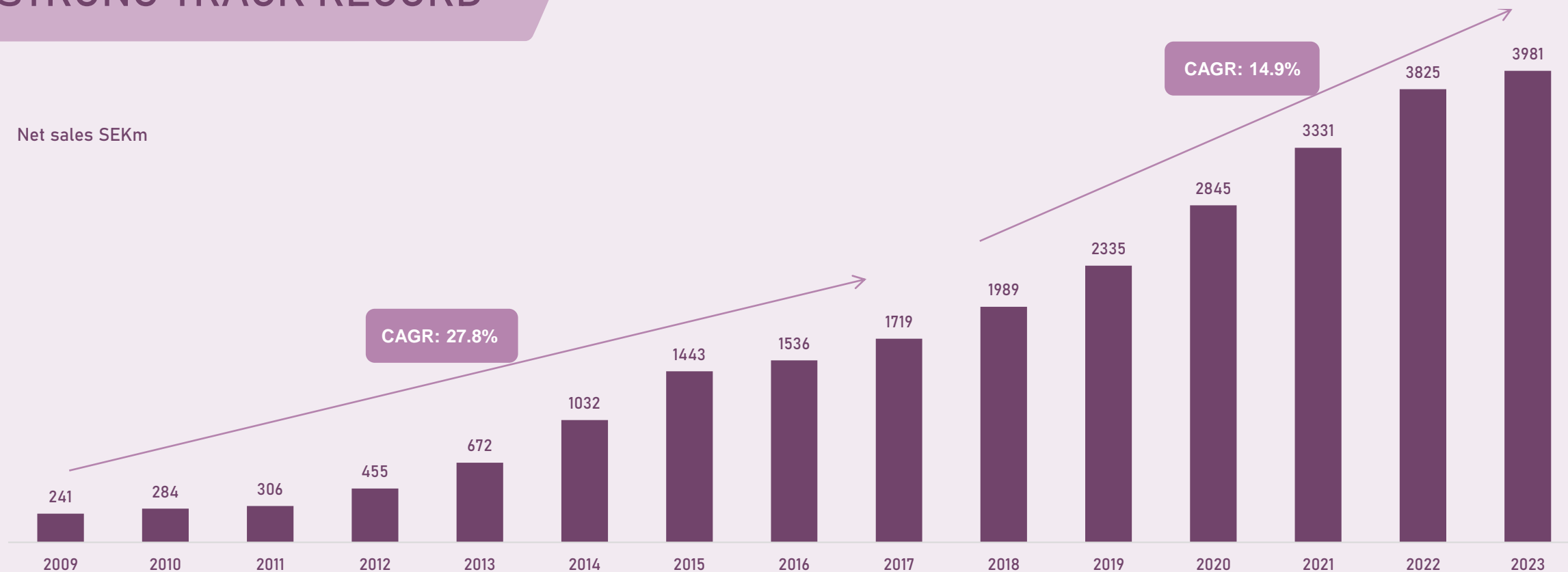
3 PLATFORMS

11 MARKETS



STRONG TRACK RECORD

Net sales SEKm



CAGR: 27.8%

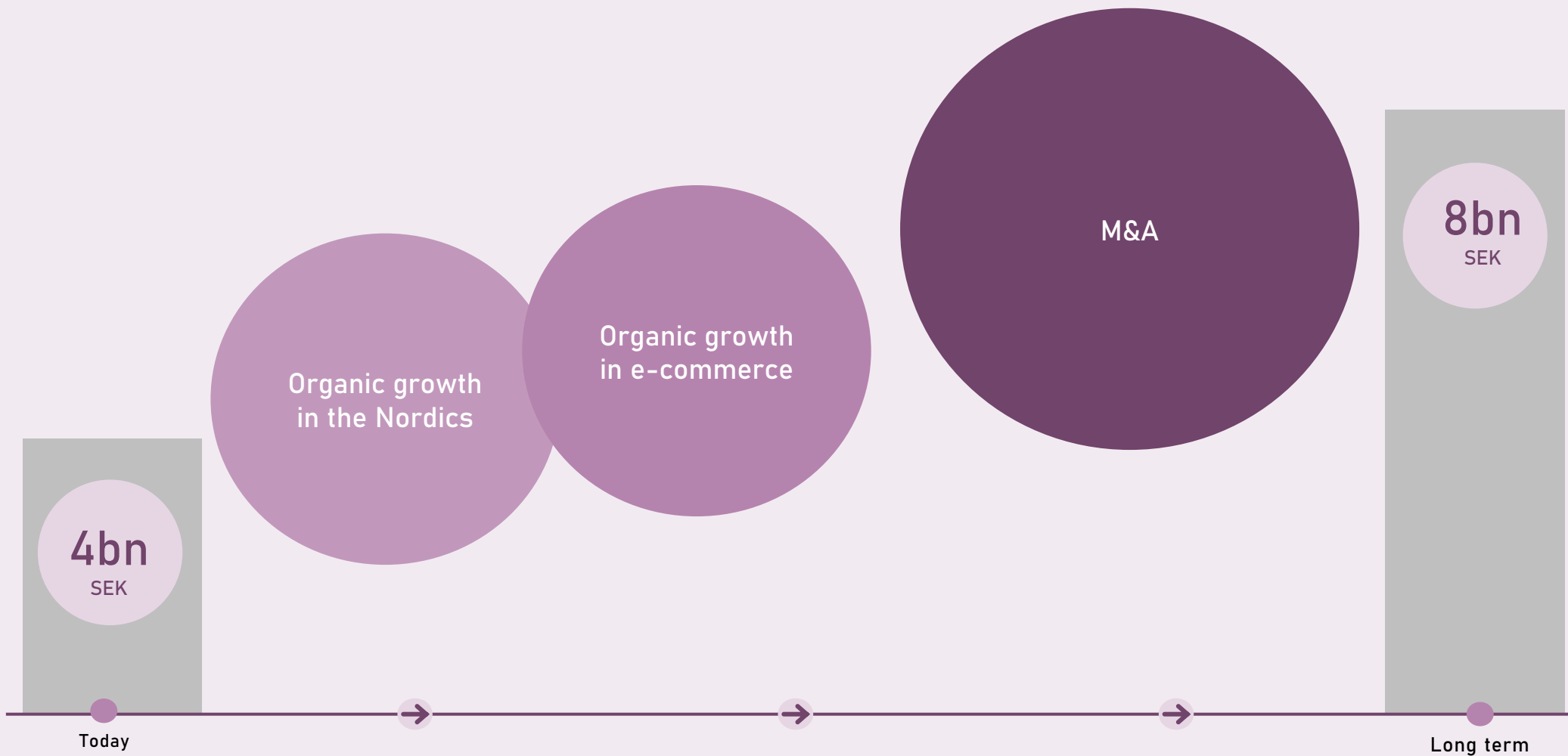
CAGR: 14.9%

← **Strong organic growth** →

← **Supported by acquisitions** →

← **Funded without external equity until the IPO 2021** →

A CLEAR PATH TO BECOME THE LEADING EUROPEAN WINE GROUP



Q1 PERFORMANCE SUMMARY

- Record high market shares in the Nordics
- Net sales increased by 2.4%. Organic growth of 2.8%
- Adj. EBITA margin of 6.3% (7.7%)
- Good start of Q2 for e-com

SUMMARY

- 📍 We further strengthen our market position in the Nordics as the No 1
- 📍 Continued margin focus in the Nordics
- 📍 Sales focus in e-com - in existing markets
- 📍 We continue to screen the M&A market actively



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