



Q2

INTERIM REPORT

APRIL-JUNE 2024

Continued good growth and improved profitability

APRIL - JUNE 2024

- Net sales increased by 6.4% to SEK 1,114 (1,047) million.
- EBITA, adjusted, increased to SEK 107 (77) million. Adjusted EBITA margin increased to 9.6% (7.4).
- Cash flow from operating activities decreased to SEK -6 (21) million.
- Operating profit increased to SEK 81 (47) million. Operating margin was 7.2% (4.5).
- Market share in volume increased in all the Nordic monopoly markets, in Sweden to 29.1% (26.0), in Finland to 20.4% (18.7) and in Norway to 6.3% (5.6).
- Earnings per share was SEK 0.38 (0.46).

SIGNIFICANT EVENTS DURING THE QUARTER

- A dividend of SEK 1.55 per share was approved by the AGM on 23 May and paid on 30 May.

JANUARY - JUNE 2024

- Net sales increased by 4.6% to SEK 2,018 (1,930) million.
- EBITA, adjusted, increased to SEK 164 (145) million. EBITA margin, adjusted, was 8.1% (7.5).
- Cash flow from operating activities decreased to SEK 90 (105) million.
- Operating profit increased to SEK 114 (84) million. Operating margin was 5.6% (4.4).
- Market share in volume increased in all the Nordic monopoly markets, in Sweden to 28.7% (26.3), in Finland to 20.7% (18.7) and in Norway to 6.5% (5.8).
- Earnings per share was SEK 0.82 (0.76).

Consolidated financial summary

SEK million	Quarter			Period			Full year	
	Apr-Jun	2023	Change	Jan-Jun	2023	Change	RTM	2023
Net sales	2024	2023	%	2024	2023	%	2024	2023
	1,114	1,047	6.4	2,018	1,930	4.6	4,069	3,981
Gross margin (%) ¹⁾	20.4	19.6		19.8	20.4		19.4	19.7
EBITA ¹⁾	107	73	45.7	165	137	20.6	300	271
EBITA margin (%) ¹⁾	9.6	7.0		8.2	7.1		7.4	6.8
EBITA, adjusted ¹⁾	107	77	37.9	164	145	12.9	310	292
EBITA margin, adjusted (%) ¹⁾	9.6	7.4		8.1	7.5		7.6	7.3
Operating profit (EBIT)	81	47	72.5	114	84	34.5	194	165
Operating margin (%) ¹⁾	7.2	4.5		5.6	4.4		4.8	4.1
Net profit	35	42	-15.8	75	70	6.8	121	116
Net debt ¹⁾	640	595						519
Equity ratio (%) ¹⁾	45.8	44.5						47.4
Basic/diluted earnings per share, SEK	0.38	0.46		0.82	0.76		1.25	1.19
Average number of employees				286	306			303

¹⁾ APM, Alternative Performance Measure, see Key Performance Indicator definitions on page 22.

CEO'S COMMENTS

Improved profitability in the Nordics — organic growth in eCom

A strong second quarter where we once again achieved record high market shares in our Nordic segment. In Europe, the market stabilised and eCom delivered positive organic growth. At the same time, profitability improved for the whole Group.

CONTINUED GROWTH AND INCREASED PROFITABILITY

Viva Wine Group achieved a strong second quarter of 2024 with growth of 6.4 percent. We are continuing to gain market shares in the Nordics and are now seeing signs of easing in our European e-commerce markets. At the same time, our profitability is increasing, and adjusted EBITA margin for the quarter was 9.6 (7.4) percent.

RECORD HIGH NORDIC MARKET SHARE

In the Nordics segment, sales volume increased by 5.1 percent in the second quarter. Our market share, in terms of volume, was as high as 22.9 (20.3) percent, our highest figure to date for the Nordic markets. The market in general declined by 6.6 percent compared with the same quarter of 2023, largely due to poorer weather

conditions and the fact that Easter occurred in the first quarter this year. Our performance in the Nordics shows that our consumer-centric business model is really delivering. It gives us speed to market and allows us to adapt to changing consumer trends. Particularly our successful work with line extensions, where we launch new wines in already established brands, has yielded good results. We are also seeing that the trend towards the lower price segments is continuing, and several new bag-in-box wines sold well during the quarter.

In addition to our continued positive underlying sales trend in the Nordics, Viva Wine Group's sales in Sweden also benefited from a cyber attack that affected the logistics company Skanlog and disrupted deliveries for some of our competitors. In Finland, the law permitting the sale of wine up to 8 percent alcohol in grocery stores came into force in June, and our launch in this segment resulted in an increase in net sales. It is too early to say how the market will be affected going forward, but we eagerly wait to see how the initiative continues to be received by Finnish consumers.

GRADUAL MARGIN IMPROVEMENT IN THE NORDICS

The profitability of our Nordic operations improved significantly during the quarter, and we delivered an adjusted EBITA margin of 9.8 (7.1) percent. The strengthened margin is explained by increased sales in the Nordics, but is also a result of our ongoing



price increases having now started to offset the cost increases and exchange rate effects of recent quarters, in combination with good cost control.

ECOM IS SHOWING ORGANIC GROWTH

During the quarter, we saw signs of stabilisation in the European e-commerce market, although consumer sentiment remains at low levels. Our organic growth in eCom was 0.1 (-9.7) percent, a significant improvement compared to the same quarter of 2023. This improvement is in line with what is happening in the market at large, but has also been positively impacted by our strategic work on optimising our customer offerings and strengthening the organisation.

During the quarter, we focused on developing the 11 markets where we already have a presence. We are also continuing to pursue our strategic initiatives for cost-efficiency and to further strengthen our customer offering and retention.

WE ARE STRENGTHENING THE SUSTAINABILITY ORGANISATION

Our work on CSRD implementation is progressing according to plan. During the spring, we worked on strengthening our sustainability team both at group level and in the companies, a process that will continue during the autumn. Much of our sustainability work is done in our operating companies, which have primary responsibility for the value chain and contact with our producers.

LONG-TERM EFFORTS YIELD RESULTS

Viva Wine Group delivered a strong quarter, both in the Nordics and in the European e-commerce market, with successful product launches, improved profitability and organic growth. We are continuing to adapt to a turbulent environment, while seeing some easing in external factors. Cost increases that have eased and the European e-commerce market that seems to have started to stabilise. We consequently continue to anticipate better market growth in 2024, although we do not rule out the risk of temporary setbacks.

We are well-positioned financially for further acquisitions and our efforts to find profitable and high-quality companies that fit into our business are ongoing.

The success factor for Viva Wine Group is that we remain consistent in our strategy. We have an established and agile business model, and are engaged in long-term efforts to optimise the business, which we see are delivering good results.

All in all, we had a strong second quarter, and it appears that we are returning to a more stable situation after a long period of macroeconomic headwinds. I therefore feel hopeful for the rest of 2024.

Emil Sallnäs, CEO Viva Wine Group
Stockholm, August 2024

Group performance

NET SALES

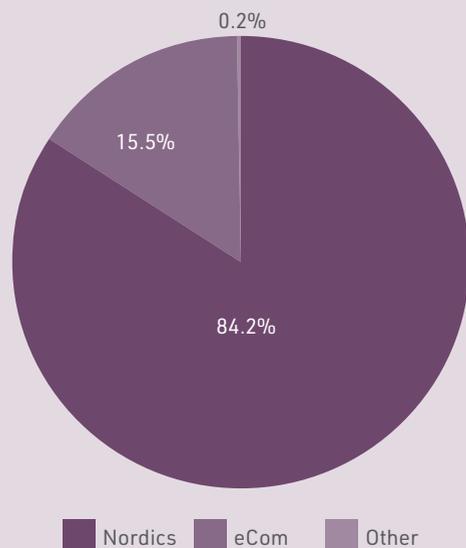
The quarter

In the second quarter, Viva Wine Group's net sales increased by SEK 67 million to SEK 1,114 (1,047) million compared to the same quarter of 2023. The increase was related to the Nordics segment with sales increasing by as much as 8.2 percent to SEK 938 million and with all the Nordic countries contributing to the increase. The increase was in line with the underlying positive trend in recent quarters. In addition to this, Sweden was also positively impacted by the logistics company Skanlog being subject to a cyber-attack that adversely affected the deliveries of several of our competi-

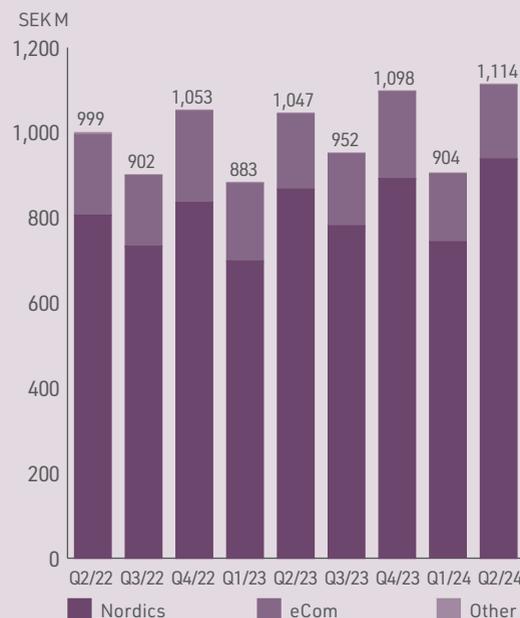
tors. In Finland, the law permitting the sale of wine up to 8 percent alcohol in grocery stores came into force, and our initial roll out in this segment resulted in an increase in net sales. In Norway, the acquisition of Target Wines AS contributed to increased net sales. The eCom segment's sales decreased from SEK 176 million to SEK 173 million as a result of the restructuring that took place in 2023.

Organic growth in sales was 6.6 percent in the quarter for the Group, which is an improvement compared to 3.9 percent in the same quarter of 2023. The Nordics segment is continuing to both gain market shares and increase its organic growth, which was 8.0 percent in the quarter. The eCom segment has positive organic

SHARE OF NET SALES %, LATEST QUARTER



NET SALES PER SEGMENT



NET SALES (SEK MILLION)	Apr-Jun		Change %	Jan-Jun		Change %	Full year	
	2024	2023		2024	2023		RTM	2023
Nordics	938	867	8.2	1,680	1,565	7.4	3,353	3,238
eCom	173	176	-2.1	333	358	-7.0	707	732
Other	3	4	-19.5	6	8	-29.1	11	14
Eliminations	-1	-1	22.5	-1	-1	8.8	-3	-3
Total	1,114	1,047	6.4	2,018	1,930	4.6	4,069	3,981

ORGANIC SALES GROWTH (SEK MILLION)	Apr-Jun		Jan-Jun		Full year	
	2024	2023	2024	2023	RTM	2023
Net sales	1,114	1,047	2,018	1,930	4,069	3,981
Acquisitions/disposals net sales	5	9	3	21	27	44
Currency effect from translation at the exchange rate of the comparison period	-2	-18	-2	-34	-39	-72
Organic net sales	1,116	1,038	2,020	1,916	4,056	3,952
Sales for the comparison period	1,047	999	1,930	1,870	3,885	3,825
Organic sales growth (%)	6.6	3.9	4.7	2.5	4.4	3.3

growth of 0.1 percent compared to the same quarter of the previous year, when it was -9.7 percent.

The period

In the first half of the year, Viva Wine Group's net sales increased by SEK 88 million to SEK 2,018 (1,930) million in comparison with the same period of 2023.

Organic sales growth was 4.7 (2.5) percent for the Group, which is due to increased net sales in the Nordics.

OPERATING PROFIT

The quarter

Group operating profit for the second quarter was SEK 81 (47) million. Adjusted EBITA was SEK 107 (77) million. The increase is mainly attributable to the Nordics segment, which increased adjusted EBITA by 48.9 percent as a result of increased net sales, a stronger gross margin and good cost control. In the eCom segment, adjusted EBITA increased by 6.1 percent in comparison with the same quarter of the previous year as a result of a stronger gross margin and cost savings.

The period

Group operating profit for the first half increased to SEK 114 (84) million. Adjusted EBITA was SEK 164 (145) million, as for the quarter coming from the increase in net sales, strengthened gross margin and good cost control.

NET PROFIT

The quarter

Net profit for the second quarter was SEK 35 (42) million. Net financial items totalled SEK 35 million, compared to SEK 4 million in 2023. The quarter was negatively impacted by exchange rate effects in comparison with the previous year and a non-recurring effect from the impairment of shares in other holdings of SEK 16 million. Interest expenses of SEK 8 (9) million have been charged to the quarter.

The period

Net profit for the first half of 2024 was SEK 75 (70) million. Net financial items totalled SEK -18 million compared to SEK 2 million in 2023, and as for the quarter, the period was impacted by a non-recurring effect from impairment of shares in other holdings of SEK 16 million.

PROFIT FOR THE PERIOD (SEK MILLION)



OPERATING PROFIT (EBIT)

SEK million	Apr-Jun		Change %	Jan-Jun		Change %	Full year	
	2024	2023		2024	2023		RTM	2023
Nordics	85	55	54.4	126	96	31.3	231	201
eCom	-0	-6	92.9	-4	-8	55.7	-15	-19
Other	-4	-2	-94.6	-9	-4	-145.3	-23	-17
Total	81	47	72.5	114	84	34.5	194	165

EBITA, ADJUSTED

SEK million	Apr-Jun		Change %	Jan-Jun		Change %	Full year	
	2024	2023		2024	2023		RTM	2023
Nordics	92	62	48.9	141	110	27.6	260	229
eCom	17	16	6.1	29	35	-17.9	66	73
Other	-2	-0	-	-6	-0	-	-16	-11
Total	107	77	37.9	164	145	12.9	310	292

SEGMENTS

Nordics

Strengthened profitability in the second quarter while achieving a record high market share in the Nordic monopoly markets.

The total volume of sales in the monopoly markets decreased by 6.6 percent compared with the corresponding quarter of 2023, largely due to poorer weather conditions and the fact that Easter occurred in the first quarter this year. Despite this, our sales volume increased by 5.1 percent, leading to our total market share in the Nordic monopoly markets at the end of the quarter being 22.9 percent, an increase of 2.6 percentage points on the second quarter of 2023.

In Sweden, Viva Wine Group's sales volume increased by 6.5 percent, substantially better than the Swedish market, which declined by 4.9 percent. Our market share increased to a record high of 29.1 (26.0) percent, an increase of 3.1 percentage points on the previous year. In addition to Viva Wine Group's positive underlying trend in sales, we also benefited from the logistical problems affecting deliveries by several of our competitors.

In Finland, Viva Wine Group's sales volume in Alko decreased by 2.6 percent, while the Finnish market decreased by 10.7 percent. This resulted in an increase in market share of 1.7 percentage points to 20.4 (18.7) percent. The possibility of starting to roll out our wines up to 8 percent alcohol in grocery stores from June as expected made a positive contribution to our sales.

NORDICS SEGMENT SHARE
OF NET SALES
IN THE QUARTER

84.2%

VIVA WINE GROUP'S
MARKET SHARE IN SWEDEN
IN THE QUARTER (VOLUME)

29.1%

VIVA WINE GROUP
MARKET SHARE IN FINLAND
IN THE QUARTER (VOLUME)

20.4%

VIVA WINE GROUP
MARKET SHARE IN NORWAY
IN THE QUARTER (VOLUME)

6.3%

Events during the quarter

In this quarter too, we can see that consumers have remained loyal to our strong portfolio of brands. This is due to us continuing to develop products that are in line with consumer demand, together with well-balanced price adjustments. The trend towards the lower price segments is continuing, with many newer bag-in-box wines selling very well during the quarter.

- In Finland, sales of wines up to 8 percent alcohol in ordinary grocery stores started in June. The 8 percent wines are based on line extensions, where we use our strongest brands from Alko when launching newly developed products.
- Building on our already established brands is also one of our major success factors in Sweden, where we are seeing strong growth in line extensions. The trend towards increased sales of rosés and sparkling wines is continuing, and we have had several successful launches in these categories during the year. White wines also continued to increase during the quarter.
- In Norway, distribution of our already established product portfolio continued to increase, and our recently acquired company Target Wines contributed to the growth with its well-known brands.

SEGMENTS

Nordics (cont.)

In Norway, Viva Wine Group's sales volume increased substantially in the quarter, by 3.1 percent, while the Norwegian monopoly market decreased by 8.6 percent. Market share consequently increased to 6.3 (5.6) percent, driven by both organic growth and the previous acquisition of Target Wines.

SALES

Net sales for the Nordics segment increased in the second quarter by 8.2 percent to SEK 938 (867) million, and organic growth was 8.0 (7.1) percent. In Finland, sales of 8 percent alcohol wine in grocery stores contributed, and in Sweden sales benefited from the supply problems affecting some of our competitors. Our latest acquisition Target Wines developed according to plan during the quarter and contributed to the increase in Norway.

PROFIT

Adjusted EBITA in the second quarter was SEK 92 (62) million, and the adjusted EBITA margin was 9.8 (7.1) percent. In Sweden, adjusted EBITA increased by as much as SEK 22 million during the quarter. This is mainly explained by the increase in sales and the higher gross margin, mainly driven by price increases.

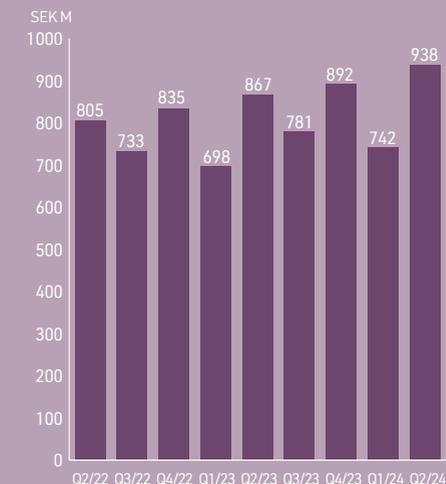
In our Finnish business, adjusted EBITA also increased during the quarter, by SEK 3 million compared with the previous year, driven by price increases and sales of 8 percent wines. Our Finnish operations were again affected to some extent in this quarter by the political strike in the country that took place earlier in the spring, resulting in slightly higher logistics costs.

In Norway, adjusted EBITA increased by SEK 6 million compared with the previous year, mainly as a result of price increases, but also to some extent due to positive currency effects.

SEK million	Apr-Jun			Jan-Jun			Full year	
	2024	2023	%	2024	2023	%	RTM	2023
Net sales	938	867	8.2	1,680	1,565	7.4	3,353	3,238
EBITA	92	62	48.9	141	110	27.7	260	229
EBITA adjusted	92	62	48.9	141	110	27.7	260	229
EBITA margin, adjusted (%)	9.8	7.1		8.4	7.0		7.8	7.1
Operating profit (EBIT)	85	55	54.4	126	96	31.5	232	201
Operating margin (%)	9.1	6.3		7.5	6.1		6.9	6.2

Organic sales growth (SEK million)	Apr-Jun		Jan-Jun		Full year	
	2024	2023	2024	2023	RTM	2023
Net sales	938	867	1,680	1,565	3,353	3,238
Acquisitions/disposals net sales	-0	0	-7	-2	-7	-2
Currency effect from translation at the exchange rate of the comparison period	-1	-5	0	-8	-10	-19
Organic net sales	937	862	1,673	1,555	3,336	3,218
Sales for the comparison period	867	805	1,565	1,461	3,133	3,029
Organic sales growth (%)	8.0	7.1	6.9	6.4	6.5	6.2

NET SALES PER QUARTER



ADJUSTED EBITA AND ADJUSTED EBITA MARGIN



SEGMENTS

eCom

Viva eCom delivered positive organic growth in the second quarter and continued strong gross margin.

In the second quarter, we saw a stabilisation of the e-commerce market in Europe, although consumer sentiment and purchasing power remained at low levels, especially during the European Football Championship 2024 in Germany. The trend over the most recent period has been somewhat brighter and we continue to expect better market growth in 2024, although we do not rule out a risk of temporary setbacks.

SALES

In the quarter, Viva eCom's net sales decreased by 2.1 percent to SEK 173 (176) million. Organic growth was 0.1 (-9.7) percent in the quarter, which is assessed as being in line with market development. Growth has also been positively impacted by our initiatives to strengthen customer offerings and optimise our organisational structure.

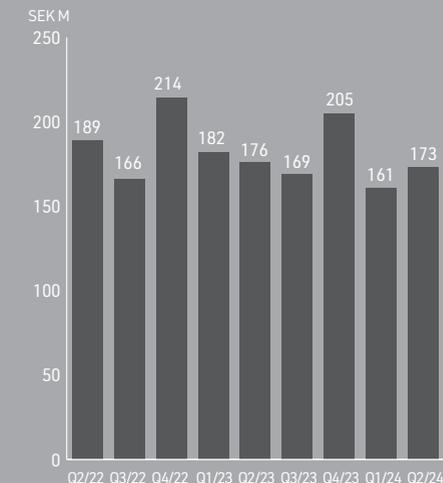
PROFIT

Viva eCom's adjusted EBITA for the second quarter was SEK 17 (16) million, mainly due to the higher gross margin. Adjusted EBITA margin for the eCom segment was 9.6 (8.9) percent in the quarter. We are continuing to make active efforts to optimise the business and now have a cost base that will yield economies of scale going forward as sales increase.

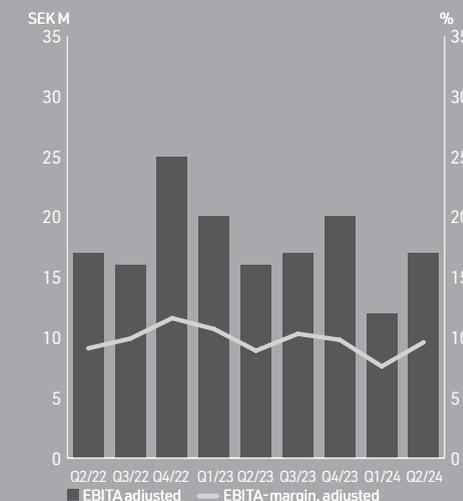
SEK million	Apr-Jun			Jan-Jun			Full year	
	2024	2023	Change %	2024	2023	Change %	RTM	2023
Net sales	173	176	-2.1	333	358	-7.0	707	732
EBITA	17	12	43.6	30	27	11.7	56	53
EBITA adjusted	17	16	6.1	29	35	-17.9	66	73
EBITA margin, adjusted (%)	9.6	8.9		8.7	9.8		9.4	9.9
Operating profit (EBIT)	0	-6	92.9	-4	-8	55.7	-15	-19
Operating margin (%)	-0.3	-3.6		-1.1	-2.2		-2.1	-2.6

Organic sales growth (SEK million)	Apr-Jun		Jan-Jun		Full year	
	2024	2023	2024	2023	RTM	2023
Net sales	173	176	333	358	707	732
Acquisitions/disposals net sales	5	8	11	14	34	37
Currency effect from translation at the exchange rate of the comparison period	-1	-13	-2	-26	-29	-53
Organic net sales	177	171	342	346	712	716
Sales for the comparison period	176	189	358	394	739	775
Organic sales growth (%)	0.1	-9.7	-4.5	-12.2	-3.6	-7.6

NET SALES PER QUARTER



ADJUSTED EBITA AND ADJUSTED EBITA MARGIN



SEGMENTS

eCom (cont.)

The total number of orders increased slightly compared to the same quarter of 2023, as a result of an increase from both repeat and new customers. The share of turnover from repeat customers increased slightly. The number of active customers decreased compared to the previous year, while the number of orders per active customer remained stable. Average order value increased in the quarter due to positive currency effects. In local currency terms, order value decreased slightly as a result of a trend towards more low-priced wines.

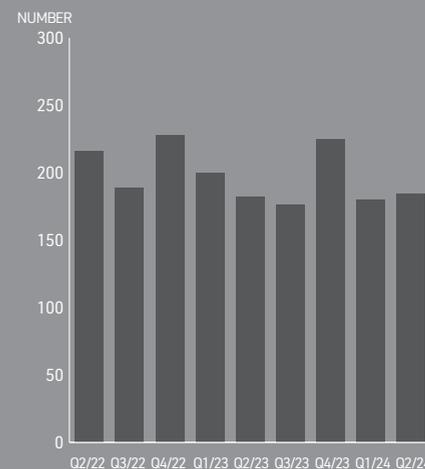
Order summary eCom	Apr-Jun			Jan-Jun			Full year	
	2024	2023	Change %	2024	2023	Change %	RTM	2023
Number of orders (thousands)	184	182	1.0	364	382	-4.7	765	783
Number of first-time orders (thousands)	38	38	1.2	76	75	1.2	176	175
Number of active customers* (thousands)	383	399	-4.0	383	399	-4.0	383	397
Number of orders per active customer	2.0	2.0	0.6	2.0	2.0	0.6	2.0	2.0
Share of sales from repeat customers(%)	84.9	84.7		84.7	85.0		83.0	83.2
Average order value, SEK	936	932	0.4	925	915	1.1	926	921

*Number of customers who have placed at least one order in the last 12 months

VIVA ECOM SHARE OF NET SALES IN THE QUARTER

15.5%

NUMBER OF ORDERS PER QUARTER



Events during the quarter

During the quarter, we continued to focus on the 11 markets where we have a presence in our e-commerce segment. Our latest launch in Bulgaria has performed well.

- The number of new customers increased compared to the same quarter of the previous year as a result of our strategy of expansion into new markets. We are also seeing the first positive effects from the upgrade of our CRM-model and are continuing our efforts to strengthen the customer offering and improve customer retention.
- The upgrading of our organisational structure to further optimise our brands and market position is now complete.
- We are continuing to work actively on cost-efficiency measures. The implementation of a new logistics setup in Eastern Europe to decrease delivery costs and lead times is one example of this.
- Weinfürst won the award for best online retailer in the Frankfurt International Wine Trophy, where the competition jury mainly judges wine quality. This shows that our strategy of also offering affordable yet high-quality products for own brands is working.

FINANCIAL POSITION AND LIQUIDITY

Group equity at 30 June 2024 totalled SEK 1,662 (1,700) million. Equity ratio was 45.8 (44.5) percent.

Cash and cash equivalents on 30 June 2024 totalled SEK 14 (219) million, the decrease is partly explained by the refinancing done in 2023. At the end of the quarter, SEK 74 million of the Group's overdraft facility had been utilised, of the total credit of SEK 200 million, SEK 126 million was unutilised at that time. In addition, there were unutilised RCFs of EUR 40 million.

Group net debt, including lease liabilities under IFRS 16, increased in comparison with the second quarter of the previous year by SEK 45 million to SEK 640 million. Net debt/EBITDA, for the last twelve-month period, was 2.0 (1.5). The change is due to both lower EBITDA as a result of positive non-recurring effects in 2022 and higher net debt partly attributable to the acquisition of Target Wines.

CASH FLOW

The quarter

Cash flow from operating activities before changes in working capital totalled SEK 62 (33) million in the second quarter. The quarter was negatively affected by the provision that Viva Wine Group has continuously booked regarding bonuses to the founders of the acquired e-commerce business now having been settled and paid out of SEK 33 million. Cash flow from change in working capital was SEK -69 (-12) million. The change is due to increased sales, build-up of stocks in Finland and strategic initiatives.

Cash flow from investing activities totalled SEK -2 (-15) million for the quarter, a minor business combination having a cash flow impact of SEK -1 million.

Cash flow from financing activities totalled SEK -100 (-180) million. During the quarter, dividends of SEK -138 (-138) million were paid to the Parent Company's shareholders and SEK -16 (-18) million to non-controlling interests. During the quarter, amortisation of debt to credit institutions of SEK -14 (-20) million took place, the decrease being a result of the refinancing that took place in the third quarter of 2023. The overdraft facility of SEK 74 million was utilised during the quarter.

The above resulted in cash flow of SEK -108 (-174) million for the second quarter.

The period

Cash flow from operating activities before changes in working capital in the first half of the year was SEK 96 (68) million. Cash flow from changes in working capital totalled SEK -6 (38) million, which is largely explained by the changes in the quarter.

Cash flow from investing activities totalled SEK -46 (-15) million for the half-year, the business combination with Target Wines AS having a cash impact of SEK -44 million.

Cash flow from financing activities totalled SEK -125 (-211) million. During the period, dividends of SEK -138 (-138) million were paid to the Parent Company's shareholders and SEK -21 (-23) million to non-controlling interests. During the first half, amortisation of debt to credit institutions of SEK -29 (-43) million took place, the decrease being a result of the refinancing that took place in the third quarter of 2023. The overdraft facility was utilised for SEK 74 million.

The above resulted in cash flow of SEK -81 (-121) million for the first half of the year.

EQUITY

Viva Wine Group's equity decreased during the first half of the year by SEK 61 million to SEK 1,662 million. The change consisted of profit for the period and dividend of SEK 158 million, of which SEK 138 million was paid to the Parent Company's shareholders.

PARENT COMPANY

Parent Company equity increased during the first half of the year by SEK 81 million to SEK 1,759 million, which is attributable to net profit for the period. Liabilities to credit institutions were amortised in an amount of SEK 14 (20) million during the second quarter. Total assets at the end of the quarter were SEK 2,438 (2,658) million.

EMPLOYEES

At 30 June, the average number of employees was 286, down from 306 in the previous year. The decrease is mainly due to the restructuring implemented in the eCom segment in 2023.

RELATED-PARTY TRANSACTIONS

Related-party transactions included transactions with associated companies and joint ventures and remuneration of senior executives and partners in the form of salary and pension. See more in Note 7.

SIGNIFICANT EVENTS DURING THE SECOND QUARTER AND AFTER THE END OF THE QUARTER

A dividend of SEK 1.55 per share was approved by the AGM. No significant events have occurred since the end of the quarter.

SEASONAL VARIATIONS

There are significant seasonal variations in the consumption of alcoholic beverages that affect the net sales and cash flow of Viva Wine Group. Typically, the highest revenue is generated in the

second and fourth quarters, while revenue in the first and third quarters of the year is usually lower. Sales in the summer months are also partly dependent on weather, with fine sunny summer weather driving sales in the Nordic monopoly markets, especially for the rosé product segment. In contrast, European e-commerce is negatively impacted by particularly good summer weather, as consumers turn to outdoor cafés and restaurants.

RISKS AND UNCERTAINTIES

The business is also affected during the year by currency risks, related to exchange rates, and commodity risks, related to harvesting. The Group is also exposed to various types of financial risks through its operations: credit risk, interest-rate risk, liquidity risk and refinancing risk. There are also political and fiscal risks, with occasional rises in excise duties over the years. The effects of rises in excise duties are often temporary, with sales recovering within a few quarters and continuing to increase thereafter. For a full description of risks, see the Viva Wine Group Annual Report and Sustainability Report 2023.

SUSTAINABILITY

Sustainability is one of Viva Wine Group's main drivers and success factors. The Group is the Nordic market leader in organically and ethically certified wine and develops carbon-efficient transport and packaging together with its partners.

During the quarter, Viva Wine Group reinforced its sustainability work and team at all levels in the operational companies, as well as at central level. This is a step taken ahead of the forthcoming EU Corporate Sustainability Reporting Directive (CSRD).

PUBLICATION AND PRESENTATION

Viva Wine Group's interim report for Q2 2024 will be published at 8:00 a.m.CET on 28 August 2024. At 11:00 a.m. on the same day, a videoconference will be held with CEO Emil Sallnäs and CFO Linn Gäfvert.

The videoconference can be accessed at the following link: <https://financialhearings.com/event/48951>. The presentation is also being made available at <https://investors.vivagroup.se/>.

2024 FINANCIAL CALENDAR

Interim report Q1 2024, published 16 May 2024

Annual General Meeting, held 23 May 2024

Interim report Q2 2024, to be published 28 August 2024

Interim report Q3 2024, to be published 20 November 2024

CONTACT

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This information is information that Viva Wine Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons listed above, on 28 August 2024 at 8:00 a.m. CET.

DECLARATION OF THE BOARD OF DIRECTORS

The Board of Directors and the Chief Executive Officer declare that this interim report gives a true and fair view of the Parent Company's and Group's operations, financial position and results, and describes the principal risks and uncertainties that the Parent Company and the Group are facing.

Stockholm, 28 August 2024

Anders Moberg
Chairman of the Board

Mikael Aru
Member of the Board

Lars Ljungälv
Member of the Board

Emil Sallnäs
CEO

Anne Thorstvedt Sjöberg
Member of the Board

John Wistedt
Member of the Board

Joanna Hummel
Member of the Board

The interim report has not been reviewed by the company's auditors.

Condensed consolidated income statement

AMOUNTS IN SEK MILLION	NOTE	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Operating income						
Net sales	3,4,7	1,114	1,047	2,018	1,930	3,981
Other operating income		2	2	6	4	8
Operating income		1,116	1,049	2,024	1,934	3,989
Operating expenses						
Goods for resale	7	-887	-842	-1,619	-1,536	-3,198
Other external expenses		-57	-66	-109	-124	-248
Personnel expenses		-62	-65	-122	-132	-257
Depreciation, amortisation and impairment		-33	-31	-65	-62	-128
Profit from participations in associated companies and joint ventures		4	3	6	5	9
Other operating expenses		-0	-0	-1	-0	-2
Operating profit	4	81	47	114	84	165
Financial income		-2	36	35	52	43
Financial expenses		-33	-31	-52	-51	-96
Profit/loss after financial items	4	46	51	96	86	112
Tax		-11	-9	-21	-16	4
Profit for the period		35	42	75	70	116
Profit for the period attributable to						
Parent Company shareholders		33	41	73	68	106
Non-controlling interests		2	1	2	3	10
Earnings per share						
Basic/diluted earnings per share (SEK)	6	0.38	0.46	0.82	0.76	1.19

Condensed consolidated statement of comprehensive income

AMOUNTS IN SEK MILLION	NOTE	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Profit for the period		35	42	75	70	116
<i>Items that will be reclassified to profit or loss</i>						
Translation difference		6	13	6	-17	-35
Cash flow hedges, net of tax		-5	7	10	9	-10
Other comprehensive income for the period		1	20	17	-8	-45
Comprehensive income for the period		36	62	92	63	71
Comprehensive income for the period attributable to						
Parent Company shareholders		37	47	83	47	66
Non-controlling interests		-1	15	8	15	5

Condensed consolidated statement of financial position

AMOUNTS IN SEK MILLION	NOTE	30 Jun 2024	30 Jun 2023	31 Dec 2023
ASSETS				
Non-current assets				
Goodwill		973	979	934
Other intangible assets		1,056	1,165	1,062
Tangible assets		24	9	24
Right-of-use assets		68	51	78
Financial assets		78	91	87
Deferred tax assets		10	9	11
Total non-current assets		2,209	2,304	2,196
Current assets				
Inventories		623	547	516
Trade receivables		696	640	739
Current tax assets		3	20	27
Derivative instruments	5	4	9	0
Other current receivables	7	77	83	64
Cash and cash equivalents		14	219	94
Total current assets		1,417	1,518	1,439
TOTAL ASSETS		3,625	3,822	3,635

AMOUNTS IN SEK MILLION	NOTE	30 Jun 2024	30 Jun 2023	31 Dec 2023
EQUITY AND LIABILITIES				
Equity	6			
Equity attributable to Parent Company shareholders		1,597	1,615	1,645
Non-controlling interests		65	85	77
Total equity		1,662	1,700	1,722
Non-current liabilities				
Deferred tax liability		252	305	254
Other provisions		0	–	–
Non-current non-interest-bearing liabilities		47	56	54
Non-current interest-bearing liabilities	5	467	684	484
Lease liabilities		44	35	54
Total non-current liabilities		811	1,080	845
Current liabilities				
Current interest-bearing liabilities	5	130	92	54
Trade payables		564	460	508
Current tax liabilities		12	6	15
Lease liabilities		26	17	25
Derivative instruments	5	6	1	28
Other current liabilities and provisions	7	414	465	437
Total current liabilities		1,153	1,041	1,067
TOTAL EQUITY AND LIABILITIES		3,625	3,822	3,635

Condensed consolidated cash flow statement

AMOUNTS IN SEK MILLION	NOTE	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Operating activities						
Profit/loss after financial items		46	51	96	86	112
Adjustment for non-cash items		59	5	46	45	162
Dividends from associated companies		-	1	-	1	4
Provision paid		-33	-	-33	-	-
Tax paid		-9	-24	-13	-65	-81
Cash flow from operating activities before changes in working capital		62	33	96	68	196
Cash flow from changes in working capital						
Change in inventories		-41	-7	-102	-6	16
Changes in operating receivables		-83	-102	38	16	-75
Changes in operating liabilities		55	97	59	27	74
Cash flow from operating activities		-6	21	90	105	212
Investing activities						
Business combinations	8	-1	-	-44	-	-
Investments in/divestments of intangible assets		-0	-0	-0	-1	-1
Investments in/divestments of tangible assets		-1	-12	-1	-12	-31
Change in other financial assets		-0	-3	-0	-3	-3
Cash flow from investing activities		-2	-15	-46	-15	-35
Financing activities						
Dividend paid to Parent Company shareholders		-138	-138	-138	-138	-138
Dividend paid to non-controlling interests		-16	-18	-21	-23	-23
Change in overdraft facility		74	-	74	-	-
Borrowings		-	-	-	-	572
Amortisation of debt to credit institutions		-14	-20	-29	-43	-816
Amortisation of lease liability		-6	-4	-12	-8	-18
Cash flow from financing activities		-100	-180	-125	-211	-422
Cash flow for the period		-108	-174	-81	-121	-245

AMOUNTS IN SEK MILLION	NOTE	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Cash and cash equivalents at the beginning of the period		122	390	94	339	339
Cash flow for the period		-108	-174	-81	-121	-245
Exchange rate differences in cash and cash equivalents		-0	2	1	0	-1
Cash and cash equivalents at the end of the year		14	219	14	219	94
Interest received		2	2	3	4	11
Interest paid		-9	-10	-18	-18	-38
Non-cash items						
Depreciation, amortisation and impairment		33	31	65	62	128
Gain/loss on sale of non-current assets		0	0	0	0	2
Exchange-rate effects		11	-25	-15	-17	4
Change in market value of derivatives		2	-2	-14	-3	18
Change in provisions		0	4	-2	7	13
Share of profit in associated companies		-4	-3	-6	-5	-9
Impairment of other holdings		16	-	16	-	-
Other		1	1	2	1	6
TOTAL		59	5	46	45	162

Condensed consolidated statement of changes in equity

AMOUNTS IN SEK MILLION	Share capital	Other contributed capital	Hedge reserve	Translation reserve	Retained earnings incl. net profit for the year	Equity attributable to the shareholders of the Parent Company	Non-controlling interests	Total equity
OPENING EQUITY, 1 JAN 2023	1	1,376	4	8	382	1,770	95	1,865
Profit for the period	-	-	-	-	68	68	3	70
Other comprehensive income for the period	-	-	9	-30	-	-20	13	-8
Comprehensive income for the period	-	-	9	-30	68	47	15	63
Transfer of cash flow hedge reserve to inventories and tax reversed to profit or loss	-	-	-11	-	-	-11	-1	-12
Transactions with the Group's owners								
Dividend	-	-	-	-	-138	-138	-23	-160
Transactions with non-controlling interests	-	-0	-	-	-54	-54	-2	-56
Total	-	-0	-	-	-192	-192	-25	-216
CLOSING EQUITY, 30 JUN 2023	1	1,376	2	-22	258	1,615	85	1,700
OPENING EQUITY, 1 JAN 2024	1	1,376	-10	-21	299	1,645	77	1,722
Profit for the period	-	-	-	-	73	73	2	75
Other comprehensive income for the period	-	-	9	1	-	11	6	16
Comprehensive income for the period	-	-	9	1	73	83	8	92
Transfer of cash flow hedge reserve to inventories and tax reversed to profit or loss	-	-	-1	-	-	-1	0	-1
Transactions with the Group's owners								
Dividend	-	-	-	-	-138	-138	-21	-159
Transactions with non-controlling interests	-	-	-	-	8	8	-0	8
Total	-	-	-	-	-130	-130	-21	-151
CLOSING EQUITY, 30 JUN 2024	1	1,376	-2	-20	242	1,597	65	1,662

Condensed Parent Company income statement

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
OPERATING INCOME					
Net sales	–	0	–	0	–
Other operating income	2	3	4	5	10
Total income	2	3	4	5	10
Other external expenses	-7	-5	-13	-10	-24
Personnel expenses	-2	-2	-5	-4	-8
Operating profit	-7	-4	-14	-8	-21
Financial income and expenses	171	164	239	220	98
Profit/loss after financial items	164	159	225	211	77
Appropriations	–	-1	–	-1	-6
Tax	1	-6	-6	-7	-0
Profit for the period	165	153	219	203	71

Condensed Parent Company balance sheet

AMOUNTS IN SEK MILLION	30 Jun 2024	30 Jun 2023	31 Dec 2023
ASSETS			
Non-current assets	842	933	827
Current assets	1,596	1,553	1,438
Cash and cash equivalents	–	171	73
TOTAL ASSETS	2,438	2,658	2,337
EQUITY AND LIABILITIES			
Equity	1,759	1,810	1,678
Untaxed reserves	5	6	5
Non-current liabilities	467	684	484
Current liabilities	208	158	171
TOTAL EQUITY AND LIABILITIES	2,438	2,658	2,337

Notes

Note 1 Significant accounting policies

This interim report encompasses the Swedish parent company Viva Wine Group AB, corporate registration number 559178-4953, and its subsidiaries. The Group's principal activity is trading in alcoholic beverages. Viva Wine Group develops, imports, markets and sells both own and partner brands in more than ten markets worldwide. The parent company is a limited liability company registered in and with registered office in Stockholm, Sweden. The address of the head office is Blasieholmsgatan 4A, SE-111 48 Stockholm, Sweden.

Viva Wine Group applies International Financial Reporting Standards (IFRS) as adopted by the EU. The Group's interim report was prepared in accordance with IAS 34 Interim Financial Reporting and applicable parts of the Swedish Annual Accounts Act (1995:1554). The Parent Company applies the Swedish Annual Accounts Act and Recommendation RFR 2 Financial Reporting for Legal Entities. The same accounting policies, basis for calculations and assessments were applied by the Group and the Parent Company as those applied in the most recent annual report. A more detailed description of the Group's accounting policies, as well as new and upcoming standards, can be found in the latest published Annual Report.

Disclosures in accordance with IAS 34.16A are presented in the financial statements and related notes as well as in other parts of the interim report.

All amounts in this report are presented in millions of Swedish kronor (SEK million) unless otherwise stated. Rounding differences may occur.

Note 3 Revenue from customers

The Group's net sales are specified according to the following geographic markets, based on where the customer is located:

	Apr-Jun 2024	Apr-Jun 2023	Jan-Jun 2024	Jan-Jun 2023	Jan-Dec 2023
NET SALES PER GEOGRAPHIC MARKET					
Sweden	706	670	1,272	1,209	2,455
Germany	130	137	249	283	562
Finland	140	119	238	204	457
Norway	91	77	167	149	320
Other	47	44	92	85	186
Total	1,114	1,047	2,018	1,930	3,981

All revenue is recognised at a point in time when the goods have been delivered to the customer.

Note 2 Risks and uncertainties

Viva Wine Group is an international Group with wide geographical spread, which involves exposure to political, regulatory and financial risks of various kinds. The alcohol market, especially in the Nordics, is regulated and taxed. Predictability, equivalence and consistency in regulation and taxation are crucial to an efficient market. As with all international trade, there is also a significant currency risk, where currency effects in our Swedish and Norwegian operations in particular can have a significant impact on Group earnings. The Group regularly hedges purchases in foreign currencies, mainly in EUR, with the aim of minimising volatility in the cost of highly likely purchases of goods.

The Group's risk profile has not changed significantly from the Annual and Sustainability Report published on 25 April 2024.

Note 4 Operating segments

For accounting and monitoring purposes, the Group has divided its operations into three segments. The segments are Nordics, eCom and Other. This division is based on geographic domicile and revenue stream. Segment reporting is based on the structure followed by management. Transactions between segments are carried out on the same terms as for external customers. The Group has three customers that account for more than 10 percent of sales: Systembolaget in Sweden, its counterpart in Finland, Alko, and Vinmonopolet in Norway.

Apr-Jun 2024	Nordics	eCom	Other	Total segments	Eliminations	Group
Net sales, external	938	173	3	1,114	-	1,114
Net sales, intra-Group	-	-	1	1	-1	-
Net sales	938	173	3	1,114	-1	1,114
<i>Organic growth (%)</i>	<i>8.0</i>	<i>0.1</i>				<i>6.6</i>
Gross profit	154	71	2	227	-	227
<i>Gross margin (%)</i>	<i>16.4</i>	<i>41.0</i>	<i>61.4</i>	<i>20.4</i>		<i>20.4</i>
OPEX	-62	-51	-19	-132	13	-119
Other income and expenses	1	0	17	19	-13	6
EBITDA	94	20	-0	114	-	114
EBITA	92	17	-2	107	-	107
Operating profit (EBIT)	85	-0	-4	81	-	81
Bonus eCom acquisition	-	-	-	-	-	-
Adjusted EBITA	92	17	-2	107	-	107
<i>Adjusted EBITA margin (%)</i>	<i>9.8</i>	<i>9.6</i>	<i>67.8</i>	<i>9.6</i>		<i>9.6</i>
Profit/loss after financial items	68	-22	-1	46	-	46
Goodwill	326	646	-	973	-	973
Total assets	1,273	1,469	2,546	5,287	-1,662	3,625
Total liabilities	1,285	1,591	749	3,625	-1,662	1,964

For a more detailed description of Alternative Performance Measures (APMs) in the table below, see page 22.

With effect from 1 April 2023, Sweden and Nordics have been merged in segment reporting. Historical figures are recalculated as if the change took place on 1 January 2022. The change has not had any impact on the consolidated comprehensive financial statements. For further details, see www.vivagroup.se.

Apr-Jun 2023	Nordics	eCom	Other	Total segments	Eliminations	Group
Net sales, external	867	176	3	1,047	-	1,047
Net sales, intra-Group	0	-	1	1	-1	-
Net sales	867	176	4	1,048	-1	1,047
<i>Organic growth (%)</i>	<i>7.1</i>	<i>-9.7</i>				<i>3.9</i>
Gross profit	131	71	3	205	-	205
<i>Gross margin (%)</i>	<i>15.1</i>	<i>40.0</i>	<i>85.8</i>	<i>19.6</i>		<i>19.6</i>
OPEX	-68	-58	-20	-146	15	-132
Other income and expenses	1	1	18	19	-15	4
EBITDA	63	13	2	78	-	78
EBITA	62	12	-0	73	-	73
Operating profit (EBIT)	55	-6	-2	47	-	47
Bonus eCom acquisition	-	4	-	4	-	4
Adjusted EBITA	62	16	-0	77	-	77
<i>Adjusted EBITA margin (%)</i>	<i>7.1</i>	<i>8.9</i>	<i>-7.6</i>	<i>7.4</i>		<i>7.4</i>
Profit/loss after financial items	44	-24	31	51	-	51
Goodwill	308	671	-	979	-	979
Total assets	1,047	1,574	2,772	5,393	-1,577	3,816
Total liabilities	1,113	1,654	932	3,699	-1,577	2,122

Note 4 Operating segments (cont.)

Jan-Jun 2024	Nordics	eCom	Other	Total segments	Eliminations	Group
Net sales, external	1,680	333	5	2,018	–	2,018
Net sales, intra-Group	–	–	1	1	-1	–
Net sales	1,680	333	6	2,019	-1	2,018
<i>Organic growth (%)</i>	6.9	-4.5				4.7
Gross profit	261	135	4	399	–	399
<i>Gross margin (%)</i>	15.5	40.4	61.7	19.8		19.8
OPEX	-122	-98	-37	-258	26	-232
Other income and expenses	5	1	32	37	-26	11
EBITDA	143	37	-2	179	–	179
EBITA	141	30	-6	165	–	165
Operating profit (EBIT)	126	-4	-9	114	–	114
Bonus eCom acquisition	–	-1	–	-1	–	-1
Adjusted EBITA	141	29	-6	164	–	164
<i>Adjusted EBITA margin (%)</i>	8.4	8.7	-98.6	8.1		8.1
Profit/loss after financial items	107	-44	34	96	–	96

Jan-Jun 2023	Nordics	eCom	Other	Total segments	Eliminations	Group
Net sales, external	1,565	358	7	1,930	–	1,930
Net sales, intra-Group	0	–	1	1	-1	–
Net sales	1,565	358	8	1,931	-1	1,930
<i>Organic growth (%)</i>	6.4	-12.2				2.5
Gross profit	244	144	7	394	–	394
<i>Gross margin (%)</i>	15.6	40.1	80.1	20.4		20.4
OPEX	-133	-115	-38	-286	30	-256
Other income and expenses	2	2	35	38	-30	9
EBITDA	113	30	4	146	–	146
EBITA	110	27	-0	137	–	137
Operating profit (EBIT)	96	-8	-4	84	–	84
Bonus eCom acquisition	–	8	–	8	–	8
Adjusted EBITA	110	35	-0	145	–	145
<i>Adjusted EBITA margin (%)</i>	7.0	9.8	-4.2	7.5		7.5
Profit/loss after financial items	83	-27	40	86	–	86

Note 4 Operating segments (cont.)

Jan-Dec 2023	Nordics	eCom	Other	Total segments	Eliminations	Group
Net sales, external	3,238	732	11	3,981	–	3,981
Net sales, intra-Group	0	–	3	3	-3	–
Net sales	3,238	732	14	3,984	-3	3,981
<i>Organic growth (%)</i>	<i>6.2</i>	<i>-7.6</i>				<i>3.3</i>
Gross profit	475	298	10	783	–	783
<i>Gross margin (%)</i>	<i>14.7</i>	<i>40.7</i>	<i>73.3</i>	<i>19.6</i>		<i>19.7</i>
OPEX	-244	-239	-78	-561	56	-505
Other income and expenses	3	2	66	71	-56	15
EBITDA	235	61	-3	293	–	293
EBITA	229	53	-11	271	–	271
Operating profit (EBIT)	201	-19	-17	165	–	165
Bonus eCom acquisition	–	16	–	16	–	16
New e-commerce warehouse	–	5	–	5	–	5
Adjusted EBITA	229	73	-11	292	–	292
<i>Adjusted EBITA margin (%)</i>	<i>7.1</i>	<i>9.9</i>	<i>-77.2</i>	<i>7.3</i>		<i>7.3</i>
Profit/loss after financial items	196	-89	4	112	–	112
Goodwill	302	631	–	934	–	934
Total assets	1,209	1,490	2,445	5,144	-1,510	3,635
Total liabilities	1,107	1,579	736	3,422	-1,510	1,912

Note 5 Fair value of financial instruments

The valuation principles for and classification of the Group's financial instruments, as described in the Annual and Sustainability Report 2023 in Note 16, have been applied consistently during the reporting period. Financial instruments measured at fair value through other comprehensive income consist of currency derivatives where hedge accounting is applied in accordance with IFRS 9. If hedge accounting is not applied, changes in the fair value of derivatives are recognised in financial items in the income statement. Derivative contracts with positive fair values totalled SEK 4 (9) million, and derivative contracts with negative fair values totalled SEK 6 (1) million as of 30 June 2024. Derivative transactions entered into are recognised gross. Financial liabilities measured at amortised cost, recognised as non-current and current liabilities to credit institutions, totalled SEK 597 (776) million in carrying amount, which corresponded to fair value.

Note 6 Number of shares and Earnings per share

	Apr-Jun 2024	Apr-Jun 2023	Jan-Jun 2024	Jan-Jun 2023	Jan-Dec 2023
EARNINGS PER SHARE					
Parent Company shareholders					
Basic earnings per share (SEK)	0.38	0.46	0.82	0.76	1.19
Diluted earnings per share (SEK)	0.38	0.46	0.82	0.76	1.19
Profit/loss for the period (SEK million)	33	41	73	68	106
Average number of shares, before dilution	88,831,884	88,831,884	88,831,884	88,831,884	88,831,884
Average number of shares, after dilution	88,831,884	88,831,884	88,831,884	88,831,884	88,831,884

Note 7 Related-party transactions

The Group's related-party transactions comprise purchases from and sales to associated companies and joint ventures, as well as costs of salaries and pensions for senior executives and the Board of Directors.

	Apr-Jun 2024	Apr-Jun 2023	Jan-Jun 2024	Jan-Jun 2023	Jan-Dec 2023
ASSOCIATED COMPANIES AND JOINT VENTURES					
Sale of goods/services	0	1	2	2	3
Purchase of goods/services	91	93	174	173	343

ASSOCIATED COMPANIES AND JOINT VENTURES	30 Jun 2024	30 Jun 2023	31 Dec 2023
Receivables on balance-sheet date	14	14	5
Liabilities on balance-sheet date	55	67	53

Note 8 Business combinations and disposals

Acquisitions

On 2 February 2024, Viva Wine Group's Norwegian subsidiary Norwegian Beverage Group AS acquired 100% of the shares and votes in Target Wines AS with three subsidiaries. With this acquisition, the Group is further strengthening its position in the Norwegian market and continuing its strategy of boosting the Group's growth with strategically important acquisitions. Target Wines AS is a company with extensive expertise in developing own brands for the Norwegian market. Target Wines had total assets of SEK 9 million at the time of the acquisition. The purchase consideration was SEK 49 million and was paid in cash.

ACQUIRED NET ASSETS ON THE ACQUISITION DATE (PRELIMINARY)	Target Wines
Intangible assets	26
Inventories	2
Trade receivables and other receivables	2
Cash and cash equivalents	5
Deferred tax liability	-6
Trade payables and other operating liabilities	-2
Identified net assets	28
Goodwill	21
Total purchase consideration	49
Purchase consideration	
Cash	49
Total purchase consideration	49

The acquisition of Target Wines AS gave rise to goodwill of SEK 21 million in the form of a difference between the payment transferred and the fair value of the acquired net assets. Goodwill primarily pertains to anticipated synergies from the merger of the operations of the acquired company with the operations of the acquirer. Goodwill is not expected to be tax deductible. Transaction costs related to the acquisition of Target Wines totalled SEK 0 million. The transaction costs were recognised as an expense in profit or loss under Other external expenses.

IMPACT OF THE ACQUISITION ON THE GROUP'S CASH FLOW	Target Wines
Cash portion of purchase consideration	49
Less:	
Cash (acquired)	5
Net cash outflow	44

During the five months up to 30 June 2024, Target Wines contributed SEK 7 million to the Group's revenue and SEK 1 million to the Group's profit after tax. If the acquisition had taken place at the beginning of the financial year, Viva Wine Group estimates that Target Wines would have contributed SEK 9 million to Group revenue and SEK 1 million to Group profit after tax.

During the second quarter, Viva Wine Group AB acquired 100% of the shares in Zarepta AS via its Norwegian subsidiary Norwegian Beverage Group. The purchase consideration was SEK 1 million and was paid in cash. In addition to the identified net assets, goodwill of SEK 1 million arose.

Key Performance Indicator definitions

In accordance with the ESMA (European Securities and Markets Authority) guidelines regarding the disclosure of alternative performance measures, the definition and reconciliation of alternative performance measures for Viva Wine Group AB are presented here. The guidelines provide enhanced disclosures regarding the financial performance indicators not defined by IFRS. The Key Performance Indicators shown below are presented in the interim report. They are used for internal control and monitoring. As not all companies calculate financial performance indicators in the same way, they are not always comparable with measures used by other companies.

GROSS MARGIN

Net sales less costs of goods for resale, in relation to net sales. This measure is used to illustrate profitability in terms of margin on goods sold in the period.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Net sales	1,114	1,047	2,018	1,930	3,981
Goods for resale	-887	-842	-1,619	-1,536	-3,198
Gross profit	227	205	399	394	783
Gross margin (%)	20.4	19.6	19.8	20.4	19.7

OPEX

Sum of Other external expenses and Personnel expenses. This measure is used to show the operating expenses of the business.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Other external expenses	-57	-66	-109	-124	-248
Personnel expenses	-62	-65	-122	-132	-257
OPEX	-119	-132	-232	-256	-505

OTHER INCOME AND EXPENSES

Sum of Other operating income, Profit from participations in associates and joint ventures and Other operating expenses. This measure is used to show the other operating items of the business in addition to Net sales, Goods for resale and OPEX.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Other operating income	2	2	6	4	8
Profit from participations in associated companies and joint ventures	4	3	6	5	9
Other operating expenses	-0	-0	-1	-0	-2
Other income and expenses	6	4	11	9	15

EBITDA

Operating profit before depreciation, amortisation and impairment of tangible and intangible assets. This measure is used to analyse the profitability of the business, independently of depreciation and amortisation.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Operating profit (EBIT)	81	47	114	84	165
Depreciation, amortisation and impairment	-33	-31	-65	-62	-128
EBITDA	114	78	179	146	293

EBITDA MARGIN, %

EBITDA as a percentage of net sales. EBITDA margin is used to show the profitability of operating activities.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
EBITDA	114	78	179	146	293
Net sales	1,114	1,047	2,018	1,930	3,981
EBITDA margin (%)	10.2	7.4	8.9	7.6	7.4

EBITA

Operating profit before amortisation and impairment of intangible assets. This measure is used to analyse the profitability of the business, independently of amortisation of intangible assets, which mainly consists of the surplus value from acquisitions made.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Operating profit (EBIT)	81	47	114	84	165
Amortisation of intangible assets	-26	-26	-51	-52	-107
EBITA	107	73	165	137	271

EBITA MARGIN, %

EBITA as a percentage of net sales. The EBITA margin is used to show the profitability of operating activities.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
EBITA	107	73	165	137	271
Net sales	1,114	1,047	2,018	1,930	3,981
EBITA margin (%)	9.6	7.0	8.2	7.1	6.8

ADJUSTED FOR ITEMS AFFECTING COMPARABILITY

Measure or amount adjusted for non-recurring items that are not directly related to planned future operations. This measure is used to analyse the profitability of operating activities, excluding items affecting comparability.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Bonus eCom acquisition	-	4	-1	8	16
New e-commerce warehouse	-	-	-	-	5
Items affecting comparability	-	4	-1	8	20

EBITA, ADJUSTED

EBITA adjusted for non-recurring items that are not directly related to planned future operations. Adjusted EBITA is a measure used to maintain transparency and comparability of profit or loss from operating activities excluding items affecting comparability over time.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
EBITA	107	73	165	137	271
Items affecting comparability	-	4	-1	8	20
EBITA, adjusted	107	77	164	145	292

EBITA MARGIN, ADJUSTED %

Adjusted EBITA as a percentage of net sales. Adjusted EBITA margin is used to analyse the profitability of operating activities, excluding items affecting comparability.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
EBITA, adjusted	107	77	164	145	292
Net sales	1,114	1,047	2,018	1,930	3,981
EBITA margin, adjusted (%)	9.6	7.4	8.1	7.5	7.3

OPERATING MARGIN (EBIT MARGIN), %

EBIT as a percentage of net sales. Operating margin is used to show the percentage of sales that remains after operating costs and that can be used for other purposes.

AMOUNTS IN SEK MILLION	2024 Apr-Jun	2023 Apr-Jun	2024 Jan-Jun	2023 Jan-Jun	2023 Jan-Dec
Operating profit (EBIT)	81	47	114	84	165
Net sales	1,114	1,047	2,018	1,930	3,981
EBIT margin (%)	7.2	4.5	5.6	4.4	4.1

EQUITY RATIO, %

Total equity as a percentage of total assets. Equity ratio is used to analyse financial risk and shows the percentage of assets financed by equity. A high equity ratio is a measure of financial strength.

AMOUNTS IN SEK MILLION	30 Jun 2024	30 Jun 2023	31 Dec 2023
Equity	1,662	1,700	1,722
Assets	3,625	3,822	3,635
Equity ratio (%)	45.8	44.5	47.4

NET DEBT

Interest-bearing liabilities (including lease liabilities) minus cash and cash equivalents at the end of the period, excluding call/put options on non-controlling interests. Net debt is a key performance indicator showing the company's total net debt.

AMOUNTS IN SEK MILLION	30 Jun 2024	30 Jun 2023	31 Dec 2023
Non-current interest-bearing liabilities	511	719	538
Current interest-bearing liabilities	156	109	80
Current interest-bearing receivables	14	14	4
Cash and cash equivalents	14	219	94
Net debt	640	595	519

NET DEBT/EBITDA, FOR THE LAST TWELVE-MONTH PERIOD

Net debt in relation to EBITDA in the last 12 months. This measure shows how high net debt is in relation to the company's net profit and is used to assess the company's indebtedness and ability to repay its loans.

AMOUNTS IN SEK MILLION	30 Jun 2024	30 Jun 2023	31 Dec 2023
Net debt	640	595	519
EBITDA (last 12-month period)	325	406	293
Net debt/EBITDA	2.0	1.5	1.8

EQUITY PER SHARE

Equity attributable to Parent Company shareholders as a percentage of the number of shares at the end of the period. This measures net value per share and shows whether the Company is increasing shareholder wealth over time.

AMOUNTS IN SEK MILLION	30 Jun 2024	30 Jun 2023	31 Dec 2023
Total equity attributable to Parent Company shareholders	1,597	1,615	1,645
Average number of shares, basic/diluted	88,831,884	88,831,884	88,831,884
Equity per share	18.0	18.2	18.5

QUICK RATIO, %

Cash and cash equivalents in relation to current liabilities. Measured as current assets (excluding inventories) as a percentage of current liabilities. This measure shows the Company's ability to pay in the short term.

AMOUNTS IN SEK MILLION	30 Jun 2024	30 Jun 2023	31 Dec 2023
Current assets	1,417	1,518	1,439
Inventories	623	547	516
Current liabilities	1,153	1,041	1,067
Quick ratio (%)	68.8	93.3	86.5

ORGANIC GROWTH

Changes in net sales excluding currency, acquisition and divestment effects, compared to the same period of the previous year. Acquired companies are included in organic growth when they have been part of the Group for 12 months. Organic growth is used to analyse the underlying net sales growth of the company.

This is Viva Wine Group

Viva Wine Group brings together innovative and entrepreneurial companies with a passion for wine and profitable business. We are the leading wine supplier in the Nordic monopoly markets and have a profitable e-commerce wine business in Europe.

OUR OFFERING

Viva Wine Group develops, markets and sells both own and third-party brands, ranging from acclaimed consumer favourites to recognised prestige brands. The Group consists of several entrepreneurial companies that share a platform for economies of scale and value creation.

OUR MARKETS

Our Nordics market segment, consisting of Sweden, Finland and Norway, is our largest market segment. Our other market segment, Viva eCom, comprises e-commerce activities with wine aimed at consumers primarily in Germany, but also in ten other markets in Central and Eastern Europe.

OUR RESPONSIBILITY

Sustainability is one of our main drivers and success factors. We integrate sustainability throughout the value chain, focusing on sustainable cultivation and production, sustainable packaging and transport, sustainable local communities and responsible consumption.

OUR FINANCIAL TARGETS

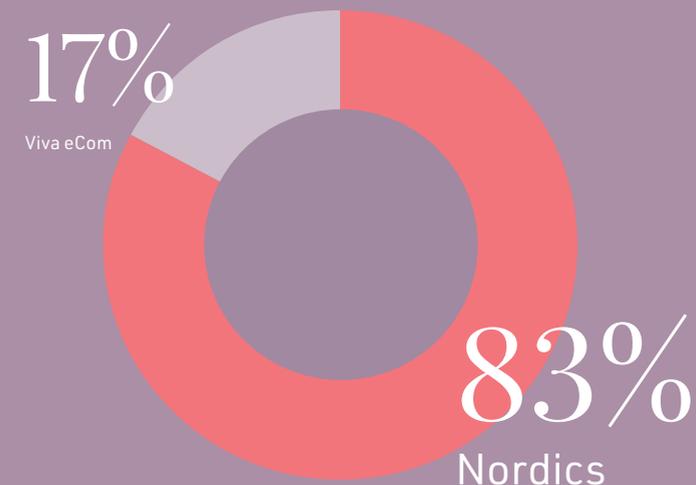
- Organic growth Nordics* 4%
- Organic growth eCom* 10-15%
- Adjusted EBITA margin 10-12%
- Debt/equity ratio (net debt/EBITDA)** 2.5x
- Dividend policy*** 50-70% of annual net profit

*Medium term. Organic growth is intended to be complemented by acquisitions.

**However, net debt in relation to EBITDA may exceed a multiple of 2.5 temporarily, for example in conjunction with acquisitions.

***Taking into account the company's long-term financial stability, growth opportunities and strategic initiatives.

Market segment breakdown



Nordic market leader in wine in the stable monopoly markets



1

Sweden Finland Norway

Profitable European e-commerce business with growth potential



A strong mix of own brands and partner brands



Industry leader in sustainability

