

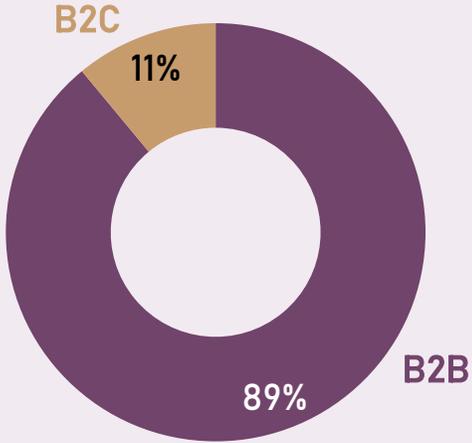


VIVA WINE
GROUP

AGM
23 May 2025

THIS IS US

Two segments

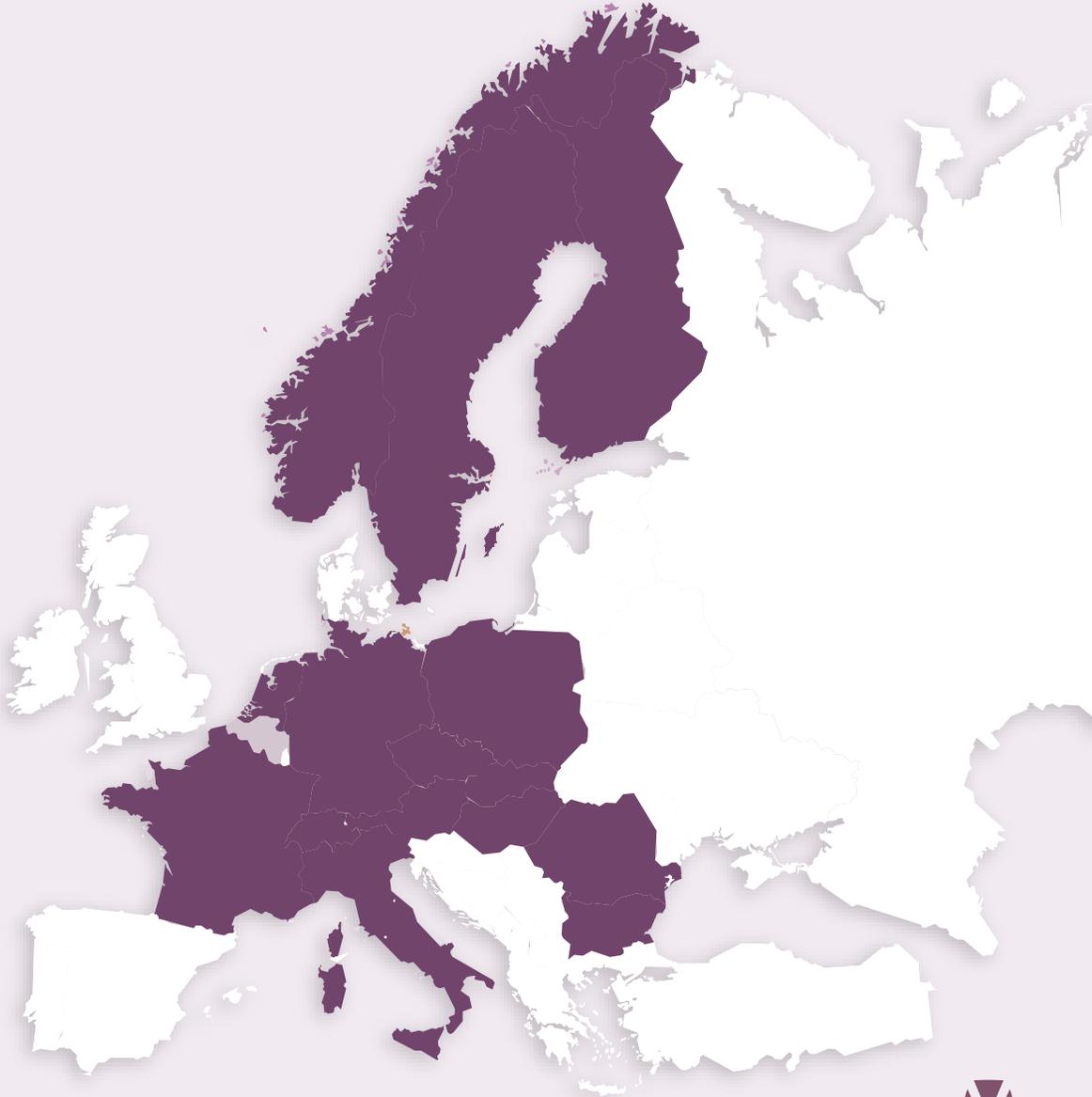


Segment B2B

- NORDICS
- NETHERLANDS
- POLAND
- BELGIUM
- CZECH REP

Segment B2C

- 3 PLATFORMS
- 11 MARKETS



Summary 2024

- 📍 Market share gains in the Nordics 22,4%
- 📍 Improved Growth 5,8%, organic 5,9% and profitability, 8,7%
- 📍 OPEX relative to sales to go up in 2025
- 📍 We continue to work the M&A market actively
- 📍 Positive outlook for 2025

Q1 PERFORMANCE SUMMARY

- Continued market share gains in the Nordics 23% of the Monopoly market.
- Sales affected by calendar effect of Easter. Net sales -1.0%. Organic growth -0.9% (2.8).
- Strengthened Gross Margin 21.2% (19.1)
- Adj. EBITA margin 5.5% (6.3)

Introduction to Delta Wines, a leading European B2B wine supplier

Financial snapshot

1985
Founded

EUR ~186m
FY'24 Revenue¹⁾

~6.8%
FY'24 Adj. EBITDA margin¹⁾

~9.4% CAGR
Adj. EBITDA '19-'24²⁾



- Netherlands
- Poland
- Czech Republic
- Belgium
- Finland

Business overview

Import: 350 suppliers from >25 countries



Distribution: >1,500 clients in 4 main markets



1) The Delta Wines financial information presented herein refers to preliminary, unaudited, IFRS figures.
2) Based on local GAAP

Combined group after transaction



SEK, FY '24

Revenue	SEK 4.2bn	SEK 2.1bn ¹⁾	SEK 6.3 bn
EBITDA margin	9.1%	6.8%	8.4%
Geographic presence	Strong position in the Nordics, and Germany with smaller footprint in other European markets	Strong position in the Netherlands and presence in Poland, Czech Republic, Belgium, Finland and Norway	Industry-leading in Europe
Sales channel	Nordic B2B and European B2C	Only B2B	Comprehensive and diversified channel strategy with sales both direct to consumer and through wholesale

1) All financial information is preliminary and refers to unaudited IFRS-figures. Delta Wines financial information is translated to SEK based on currency rates for the corresponding period.

Final remarks

- Strategic acquisition with synergies
- Great cultural fit
- EPS accretive
- Financial targets to be reviewed



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