



# Improved profitability and cash flow in a challenging environment

## 1 JANUARY–31 MARCH 2026

- Net sales increased to SEK 1,773 million (1,708), up 3.8 percent. Organic growth totalled 5.6 percent (12.8)
- Net sales from spectacles subscriptions increased 6.1 percent (12.5)
- The gross margin increased to 75.8 percent (74.1)
- EBIT increased to SEK 186 million (174) and the EBIT margin increased to 10.4 percent (10.0)
- Cash flow from operating activities increased to SEK 374 million (310)
- Net debt amounted to SEK 2,864 million (2,944) at the end of the period, compared with SEK 2,975 million at year-end 2025. Synsam's share buy-back programme has increased net debt by SEK 56 million in 2026
- Profit after tax increased to SEK 131 million (87)
- Earnings per share before and after dilution increased to SEK 0.92 (0.60)

## EVENTS AFTER THE END OF THE PERIOD

- After the end of the period, Synsam announced an exclusive, strategic partnership with the global star Erling Haaland. The partnership, which includes the launch of a collection of eyewear, sunglasses and sports eyewear, also marks Synsam's launch of online sales in selected European markets

Organic growth,  
quarter

**+5.6%**

EBIT margin,  
quarter

**+10.4%**

Organic growth,  
LTM

**+9.5%**

EBIT margin,  
LTM

**+12.0%**

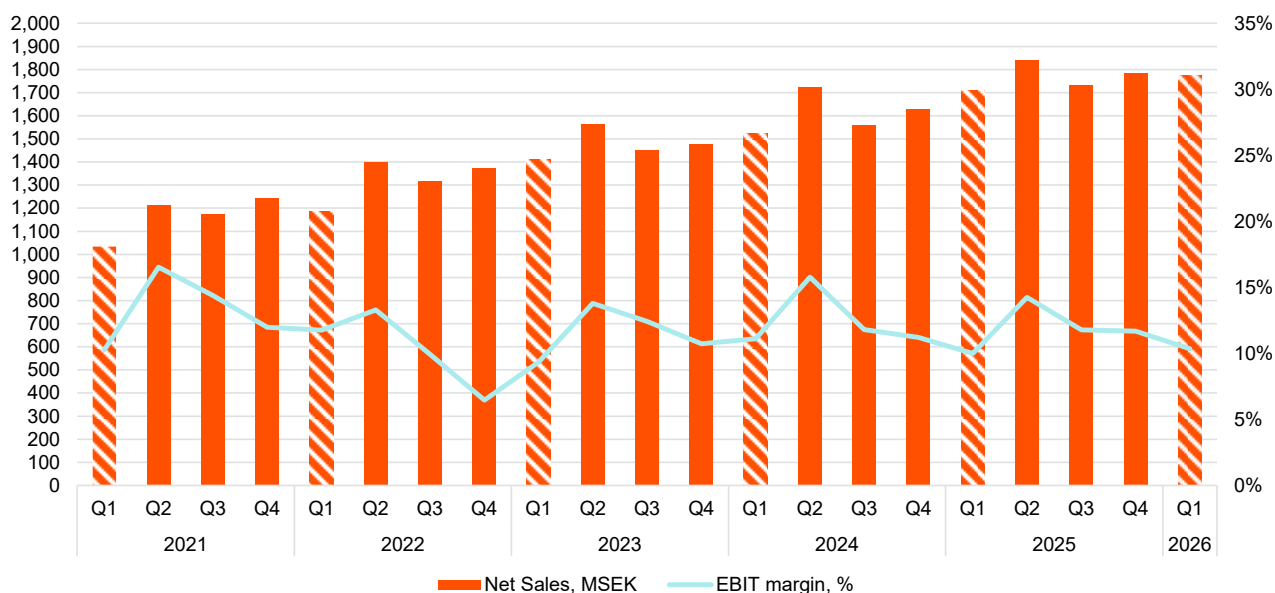
## FINANCIAL PERFORMANCE MEASURES

MSEK	Q1			Apr-Mar	Jan-Dec
	2026	2025	Δ%	25/26	2025
Net sales	1,773	1,708	3.8	7,129	7,065
Organic growth, % <sup>1</sup>	5.6	12.8		9.5	11.4
Gross margin, % <sup>1</sup>	75.8	74.1		74.6	74.2
EBITDA <sup>1</sup>	400	375	6.7	1,714	1,689
EBITDA margin, % <sup>1</sup>	22.2	21.6		23.6	23.5
EBITA <sup>1</sup>	218	206	5.7	1,003	991
EBITA margin, % <sup>1</sup>	12.1	11.9		13.8	13.8
EBIT	186	174	7.4	875	862
EBIT margin, %	10.4	10.0		12.0	12.0
Profit after tax	131	87	50.5	498	454
Earnings per share before and after dilution, SEK <sup>2</sup>	0.92	0.60	53.9	3.47	3.14
Cash flow from operating activities	374	310	20.5	1,330	1,266
Cash flow from operating activities/EBITDA, % <sup>1</sup>	93.5	82.7		77.6	75.0
Net debt/Adjusted EBITDA <sup>1</sup>	1.67	1.83		1.67	1.76

<sup>1</sup>For information on the calculation of these alternative performance measures, refer to pages 27-30. The performance measure net debt/Adjusted EBITDA is calculated based on a rolling 12-month basis for January-March. Since no items affecting comparability were reported for 2026 or the preceding year, adjusted EBITDA corresponds with EBITDA, and the related margins also correspond with each other.

<sup>2</sup>For information on the change in the number of shares and the average number of shares, refer to the section "Other financial information" on page 25.

## NET SALES AND EBIT MARGIN PER QUARTER



# CEO comment

We have improved all performance measures in Q1

Together with the global star Erling Haaland, Synsam makes a digital launch on the European market



We delivered higher profitability in the quarter, both in absolute terms and in terms of margins, and noted a strong increase in profit after tax. We improved all of our margin measures in Sweden, which is our most important market and accounts for nearly half of the Group's net sales.

We reported organic growth of 5.6 percent for the quarter and like-for-like growth was 3.8 percent, in a market characterised by continued restraint in consumer spending. This confirms our ability to grow our existing business while investing in future expansion.

Our strategy remains firm: create customer value through innovation, availability, fashion and function, while building an even stronger, more scalable and profitable business for the future.

### **Stable development in subscriptions and the cash business**

Net sales from the Synsam Lifestyle spectacles subscription increased 6.1 percent during the quarter. The number of customers with spectacles subscriptions amounted to approximately 770,000 (approximately 718,000) at the end of quarter, a net increase of 7.2 percent. The total number of subscription customers (spectacles and contact lenses) on 31 March 2026 amounted to approximately 916,000 (approximately 858,000). With high levels of customer satisfaction and loyalty, subscriptions remain a key engine of stable, profitable growth. Net sales for the cash business

increased 1.0 percent in the quarter compared with the same period last year.

### **Positive organic growth in all markets**

In Sweden, which is our most important market and accounts for nearly half of the Group's net sales, we continued to deliver a strong performance in the first quarter. Organic growth totalled 6.5 percent and all margin measures improved. The EBIT margin was 21.2 percent, clearly underlining the strength of our business model. Sweden continues to be the market where we are furthest ahead in terms of new concepts and innovations, with Synsam EyeView contributing to increased availability for our customers during the quarter. Organic growth in Norway amounted to 4.2 percent in the quarter. Synsam EyeView also contributed to increased availability in Norway. Finland had another strong quarter, with organic growth of 18.7 percent in a highly competitive market. The segment also generated a higher gross margin. Organic growth in Denmark was positive at 4.8 percent for the first quarter, we continue our action program to strengthen profitability.

### **New establishments**

Synsam established four new stores during the first quarter. NK Eyewear & Optics opened in Gothenburg after the end of the quarter. The establishment, built on the successful concept in Stockholm, strengthens our position in the premium segment by bringing together exclusive brands, clinical expertise and personal advice for a customer experience centred on both eye health and fashion.



Opening of NK Eyewear & Optics store in Gothenburg on 23 April

Between seven and nine new stores will be established in the second quarter, in line with our store establishment target for 2026–2029.

Our new stores are quickly achieving profitability thanks to strong concepts and well-developed method for analysis, location selection and establishment. We can see that there is still a great deal of potential for establishment and expansion in the Nordic region.

### **Exclusive partnership with football star Erling Haaland**

Having advanced our business in the Nordic region, we now hold strong positions in all four of our Nordic markets – including Finland, where we have strengthened our position from number six to number three in recent years. Synsam EyeView has been fully implemented in Sweden and Norway and is contributing to our growth. Synsam Lifestyle is continuing to perform well, displaying good growth in the customer base and sales. Smart glasses have been introduced, and we have a strong portfolio of House Brands with international potential.

Having entered into an exclusive partnership with Erling Haaland in April, we have an opportunity to carry out a focused, cost-effective and low-risk international expansion of our e-commerce platform. This marks an important step in our efforts to further strengthen Synsam’s offering, brand and digital reach. The partnership, which includes a new collection of eyewear, sunglasses and sports eyewear, is aligned with our strategy of combining fashion, function and innovation in an attractive and differentiated customer offering. The initiative is also important in terms of growth and expansion. In addition to being sold in our own stores and online in our core Nordic markets, the collection is also being launched via synsam.com in selected European markets. This marks a further step in our digital development and also creates opportunities to enter new markets and sales channels outside the Nordics.

I see this partnership as a clear example of how we continue to develop Synsam by combining commercial innovation with a strong customer offering and a scalable business model.

With a strong position in our core markets and a continued focus on organic growth and profitability, we are well positioned for the next phase of Synsam’s development. Our ambition is clear: to continue to strengthen Synsam through an attractive customer offering, innovation and scalable in-house channels.

Håkan Lundstedt  
President and CEO



# Financial performance

## Group net sales

### 1 JANUARY–31 MARCH 2026

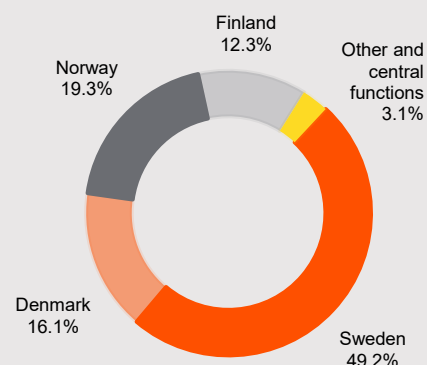
Net sales increased 3.8 percent to SEK 1,773 million (1,708). Organic growth amounted to 5.6 percent (12.8) and like-for-like growth to 3.8 percent (8.9). Acquisitions impacted sales in the quarter by SEK 2 million, corresponding to 0.1 percentage points. Currency translation effects impacted net sales negatively by SEK -34 million, corresponding to -2.0 percentage points.

Net sales from the Synsam Lifestyle spectacles subscription increased 6.1 percent to SEK 985 million (928), with increases noted across all segments.

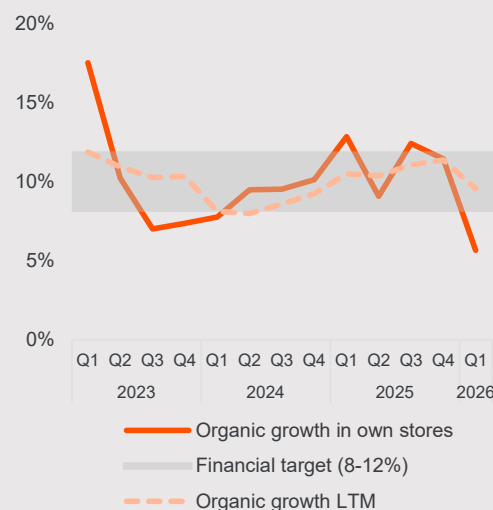
The active customer base for Synsam Lifestyle subscriptions increased by approximately 14,000 customers during the quarter to approximately 770,000 customers (approximately 718,000), up 7.2 percent compared with the same period last year. Synsam Lifestyle’s quarterly churn rate is a measure used to express the share of customers who terminated their spectacles subscriptions. The churn rate for the first quarter was 3.04 percent (2.84). Synsam Lifestyle’s quarterly churn rate in the three markets with the same model, meaning excluding Denmark, decreased to 2.64 percent (2.67).

Net sales from the cash business increased 1.0 percent to SEK 788 million (780), of which net sales from Synsam Group’s contact lens subscriptions increased to SEK 111 million (98) and net sales from Synsam Group’s online sales increased to SEK 64 million (52). The active customer base for Synsam Group’s contact lens subscriptions amounted to approximately 220,000 customers (approximately 206,000) on 31 March 2026, up 6.8 percent.

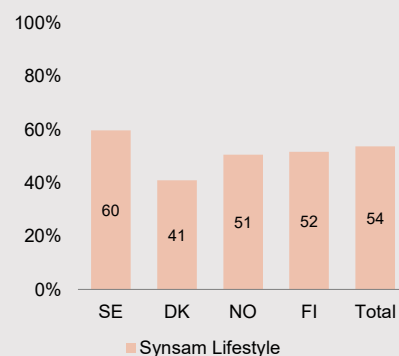
Share of net sales per segment and Other and central functions during the quarter



Organic growth (%) per quarter



Share of total net sales, LTM Q1 2026, Synsam Lifestyle



## Total net sales

External net sales per segment and Other and central functions

Breakdown, MSEK	Q1			Jan-Dec
	2026	2025	Δ%	2025
Synsam Sweden	873	818	6.7	3,467
Synsam Denmark	285	286	-0.3	1,143
Synsam Norway	343	337	1.8	1,365
Synsam Finland	218	193	13.0	851
Other and central functions	54	75	-27.4	238
<b>Group, total</b>	<b>1,773</b>	<b>1,708</b>	<b>3.8</b>	<b>7,065</b>

## Like-for-like growth<sup>1</sup>

%	Sweden	Denmark	Norway	Finland	Group
Jan-Mar 2026	4.7	4.5	2.3	14.1	3.8

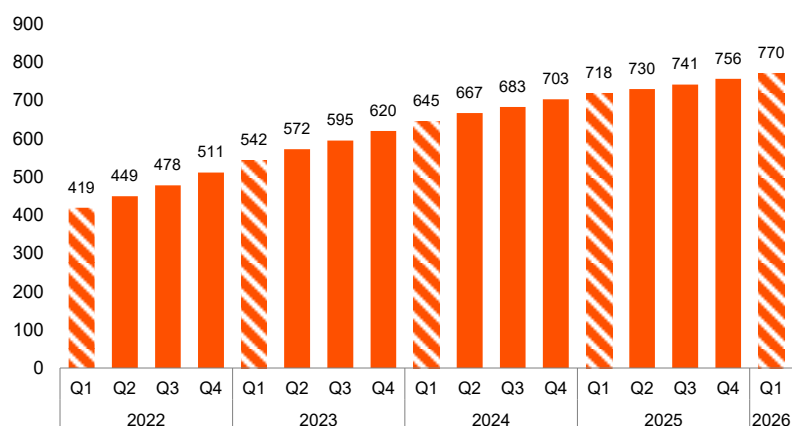
<sup>1</sup>For information on the calculation of alternative performance measures, refer to pages 27-30.

## Growth<sup>1</sup>

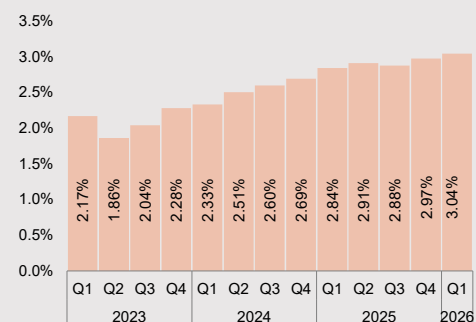
2026	Q1	
	%	MSEK
Organic growth	5.6	96
Acquisitions	0.1	2
Currency	-2.0	-34
Franchise	0.0	0
<b>Total growth</b>	<b>3.8</b>	<b>65</b>

<sup>1</sup>For information on the calculation of alternative performance measures, refer to pages 27-30.

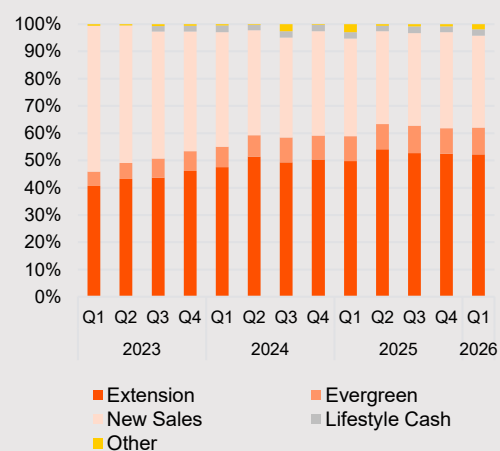
## Active customer base Synsam Lifestyle (thousands), at the end of the period



## Synsam Group's quarterly churn rate, Synsam Lifestyle



## Lifestyle sales (%-share) per quarter



## Group earnings

1 JANUARY–31 MARCH 2026

### Gross profit

The gross margin for the first quarter increased to 75.8 percent (74.1). The improvement in the first quarter of 2026 from the corresponding quarter last year pertains to Sweden, Norway and Finland and was partly driven by the sales mix and reduced discounts.

### EBIT

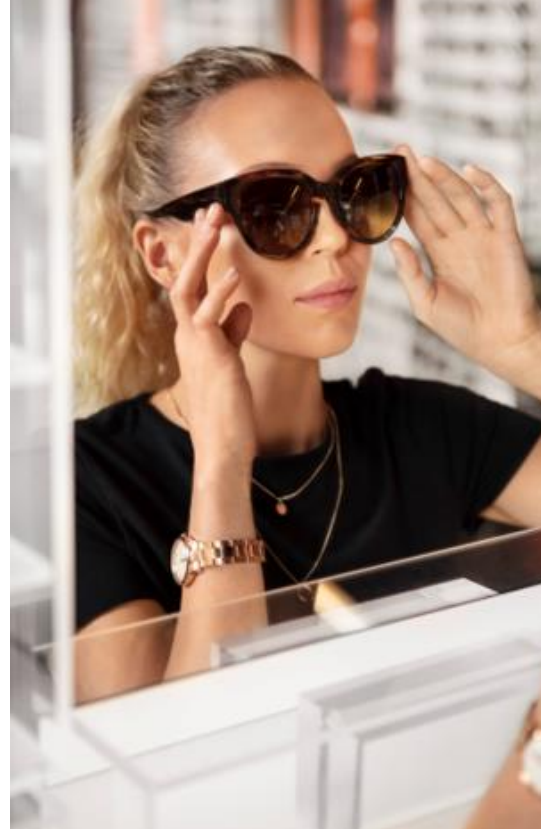
EBIT rose to SEK 186 million (174) and the EBIT margin increased to 10.4 percent (10.0). The earnings performance was a result of increased sales and a higher gross margin, which was offset by the large number of new establishments in 2024 and 2025. Depreciation for the quarter increased as a result of a higher pace of greenfield expansion during previous quarters.

### Additional earnings information

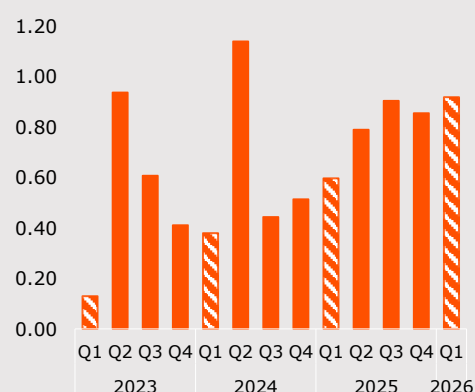
Profit before tax rose to SEK 164 million (115) and profit after tax increased to SEK 131 million (87).

Net financial items improved to SEK -22 million (-59) for the first quarter. For further information about net financial items, refer to Note 3 Financial income and expenses on page 24.

The Group's tax expense totalled SEK -34 million (-28), corresponding to an effective tax rate of 20 percent (24). Non-capitalised loss carryforwards had a negative impact on tax during the current quarter and the corresponding quarter last year. Retroactive interest deductions had a positive impact on tax in the quarter.



### Earnings per share per quarter, SEK



MSEK	Q1			Jan-Dec
	2026	2025	Δ%	2025
<b>EBIT per segment</b>				
Synsam Sweden	185	168	10.3	760
Synsam Denmark	17	24	-29.2	121
Synsam Norway	25	32	-23.9	156
Synsam Finland	-7	-6	n/a	-9
Other and central functions	-34	-45	-25.1	-165
<b>Total EBIT</b>	<b>186</b>	<b>174</b>	<b>7.4</b>	<b>862</b>
Net financial items	-22	-59		-272
<b>Profit before tax</b>	<b>164</b>	<b>115</b>	<b>43.1</b>	<b>590</b>
Income tax	-34	-28		-136
<b>PROFIT FOR THE PERIOD</b>	<b>131</b>	<b>87</b>	<b>50.5</b>	<b>454</b>





## Acquisitions and establishments

### FIRST QUARTER

Four directly owned stores were opened during the first quarter. Three stores were closed/merged and two franchise stores were discontinued.

Synsam Sweden opened one store in Ljusdal in the first quarter. Synsam Växjö Outlet was closed/merged. The franchise store at Mariatorget was discontinued.

In Synsam Norway, one new store was opened in Stord and one store was closed/merged in Storo.

In Synsam Denmark, one franchise store – Profil Optik Reykjavik in Iceland – was discontinued.

Synsam Finland opened two stores: one in Grani and one in Puuvilla.

In Other and central functions, the hearing clinic in Gävle was closed.

See below and the table on page 26 for information on changes in the store portfolio in the quarter.

### Number of stores and omniconcept

The total number of stores at the end of the quarter was 602 (588), of which 579 (562) were directly owned stores.

For information about the number of stores per segment, refer to pages 23 and 26.

Synsam has created an integrated omni-concept that weaves together Synsam's digital and physical sales and service channels to provide the best product and service offering and purchasing and service experience for customers.

### Important events during the Year<sup>1</sup>

#### FIRST QUARTER

- The Board of Directors of Synsam AB (publ) has resolved, with the support of the authorisation granted by the Annual General Meeting held on 23 April 2025, on the purchase of own shares to adjust the company's capital structure. Own shares were acquired between 25 August 2025 and 27 February 2026 for an amount of SEK 160 million. 1,695,102 shares corresponding to an

amount of SEK 104 million were repurchased in this programme in 2025. In the first quarter of 2026, an additional 855,646 shares corresponding to an amount of SEK 56 million were acquired in the above programme.

- Synsam Group expanded its Made in Sweden portfolio through the launch of the new brand Isak V™. The collection comprises 14 ophthalmic acetate frames and three sunglasses frames, all designed and produced by Synsam on Frösön in Jämtland. The design is Scandinavian, modern and masculine, with a combination of acetate and metal.
- Synsam Group continued to strengthen its Swedish production through the launch of Alicia Lind™, a new eyewear brand designed and manufactured on Frösön. Alicia Lind™ includes 14 ophthalmic acetate frames and six sunglasses frames. This stylish, high-quality collection is designed for the modern woman.
- Linda Hammarström, Managing Director Smart Eyewear, became a new member of Group management on 19 February 2026.
- Synsam was once again ranked as the most sustainable optical retail chain in Sweden. When Sustainable Brand Index™ 2026 presented its annual brand survey, it was clear that Swedish consumers still consider Synsam an industry leader in sustainability.



<sup>1</sup> Refer to page 17 for events after the end of the period.

## Performance per segment

Synsam Group comprises four segments: Sweden, Denmark, Norway and Finland. The segments include the sales derived from the various geographic markets, excluding sales that belong to Other and central functions, and the costs directly attributable to these sales. Certain costs are decided at the Group level and are therefore not included in the individual segments, including certain marketing expenses and other central activities and functions,

such as the treasury, finance and IT functions. These costs are recognised in Other and central functions.

Net sales from external customers come from sales of goods (primarily sales of spectacles, sunglasses and contact lenses) as well as eye examinations (services) and revenue from Synsam Lifestyle. Net sales in the segments are also specifically monitored for Synsam Lifestyle.



The increase in sales in the first quarter of 2026 was due to both Synsam Lifestyle subscriptions and the cash business. During the quarter, one store was established, a store merger was carried out and one franchise store was discontinued.

Of the total number of eye examinations carried out in the first quarter, 21 percent were performed using Synsam EyeView, which contributed to the growth during the period.

The gross margin improved in the first quarter, partly due to the sales mix.

The EBIT margin improved in the first quarter as a result of increased sales and a stronger gross margin.

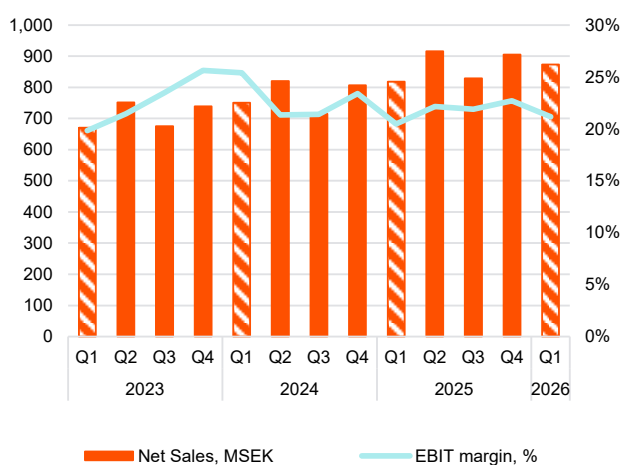
The churn rate for Synsam Lifestyle decreased to 2.72 percent (2.73) in the first quarter, also down from 2.82 percent in the fourth quarter of 2025.

Net sales for the quarter increased 6.7 percent. Organic growth was 6.5 percent (8.6) and like-for-like growth was 4.7 percent (5.8). EBITDA rose to SEK 267 million (240) and EBIT increased to SEK 185 million (168).

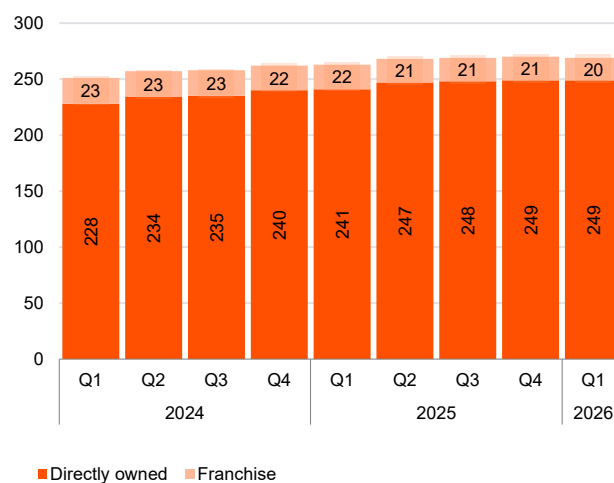
Growth	Q1	
	%	MSEK
<b>2026</b>		
Organic growth	6.5	53
Acquisitions	0.3	2
Currency	-	-
Franchise	-0.1	-1
<b>Total growth</b>	<b>6.7</b>	<b>55</b>

MSEK	Q1			Apr-Mar	Jan-Dec
	2026	2025	Δ%	25/26	2025
Net sales, Synsam Lifestyle	532	488	9.1	2,101	2,057
Net sales, Cash	340	330	3.1	1,421	1,410
<b>Net sales, external</b>	<b>873</b>	<b>818</b>	<b>6.7</b>	<b>3,522</b>	<b>3,467</b>
Organic growth, %	6.5	8.6		10.8	11.4
Gross profit	679	610	11.3	2,702	2,633
Gross margin, %	77.5	74.2		76.4	75.6
EBITDA	267	240	11.4	1,087	1,059
EBITDA margin, %	30.5	29.2		30.7	30.4
EBIT	185	168	10.3	777	760
EBIT margin, %	21.2	20.5		22.0	21.8
Number of stores/of which, directly owned	269 / 249	263 / 241		269 / 249	270 / 249

Net sales and EBIT margin



Number of stores per quarter Sweden



Organic growth was positive in the first quarter of the year, in an intensely competitive and weaker consumer market.

Changes to the handling of buy-backs under the Lifestyle subscription service in Denmark had a positive impact of 3.7 percentage points on organic growth and a negative impact of 4.0 percentage points on the gross margin.

The Danish Credit Agreement Act was amended on 1 July 2023, impacting credit rating assessments for customers of the Danish Lifestyle offering. The measures taken include the introduction of Lifestyle Cash, where the customer receives the benefits of the Lifestyle solution without making partial payments, as well store upgrades and expanding the assortment.

One franchise store was discontinued during the period.

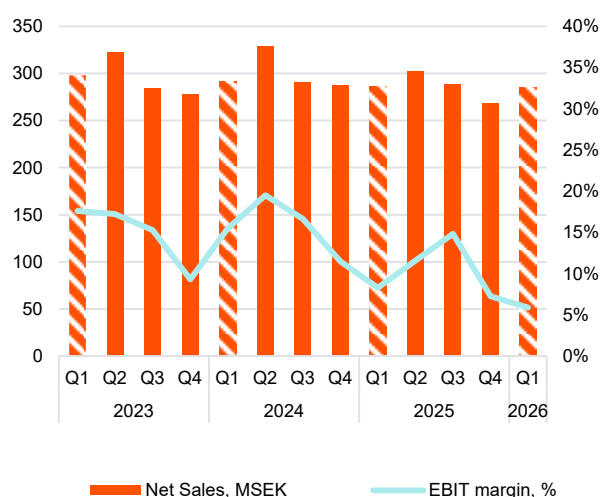
The churn rate for Synsam Lifestyle amounted to 5.60 percent (3.82) in the first quarter and 4.44 percent in the fourth quarter of 2025.

Net sales for the quarter decreased 0.3 percent. Organic growth amounted to 4.8 percent (-1.6) and like-for-like growth to 4.5 percent (-3.7). DKK currency effects had a negative impact of SEK -15 million on net sales in the quarter. EBITDA for the quarter amounted to SEK 45 million (52) and EBIT amounted to SEK 17 million (24).

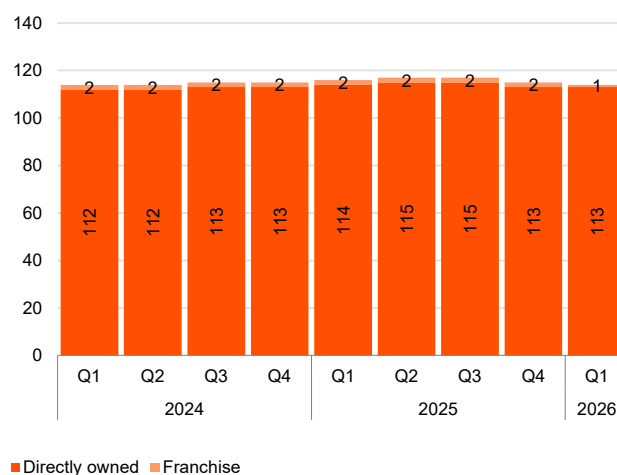
Growth 2026	Q1	
	%	MSEK
Organic growth	4.8	14
Acquisitions	-	-
Currency	-5.2	-15
Franchise	0.0	0
<b>Total growth</b>	<b>-0.3</b>	<b>-1</b>

MSEK	Q1			Apr-Mar 25/26	Jan-Dec 2025
	2026	2025	Δ%		
Net sales, Synsam Lifestyle	132	130	1.5	467	465
Net sales, Cash	153	156	-1.8	675	678
<b>Net sales, external</b>	<b>285</b>	<b>286</b>	<b>-0.3</b>	<b>1,142</b>	<b>1,143</b>
Organic growth, %	4.8	-1.6		0.2	-1.4
Gross profit	202	217	-6.9	845	860
Gross margin, %	71.1	76.2		73.8	75.0
EBITDA	45	52	-13.3	229	236
EBITDA margin, %	15.8	18.2		20.0	20.6
EBIT	17	24	-29.2	114	121
EBIT margin, %	5.9	8.3		10.0	10.6
Number of stores/of which, directly owned	114 / 113	116 / 114		114 / 113	115 / 113

Net sales and EBIT margin



Number of stores per quarter Denmark



# Synsam Norway

The sales increase for the first quarter was the result of Synsam Lifestyle subscriptions. One store was opened and one store merger took place during the quarter.

Of the total number of eye examinations carried out in the first quarter, 23 percent were performed using Synsam EyeView, which contributed to the growth during the quarter.

The gross margin increased in the first quarter, partly as a result of the sales mix.

The EBIT margin decreased in the first quarter. The increase in sales and improvement in the gross margin were offset by higher operating expenses and increased depreciation compared with the same period last year. The higher expenses were partly attributable to the effects of newly opened stores in recent years.

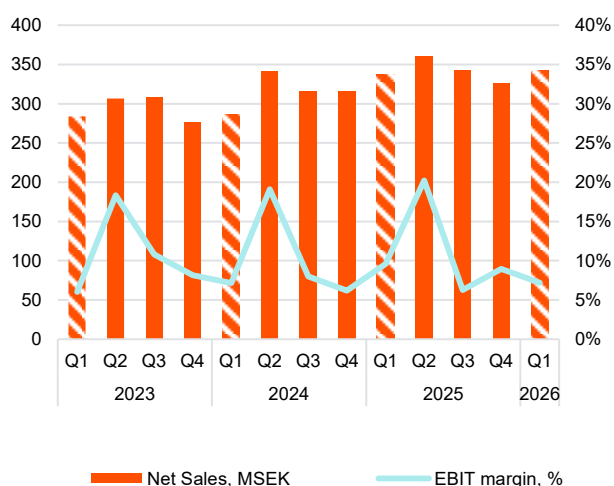
The churn rate for Synsam Lifestyle decreased to 2.52 percent (2.73) in the first quarter, also down from 2.55 percent in the fourth quarter of 2025.

Net sales for the quarter increased 1.8 percent. Organic growth amounted to 4.2 percent (20.7) and like-for-like growth to 2.3 percent (15.2). NOK currency effects had a negative impact of SEK -9 million on net sales in the quarter. EBITDA amounted to SEK 57 million (62) and EBIT amounted to SEK 25 million (32).

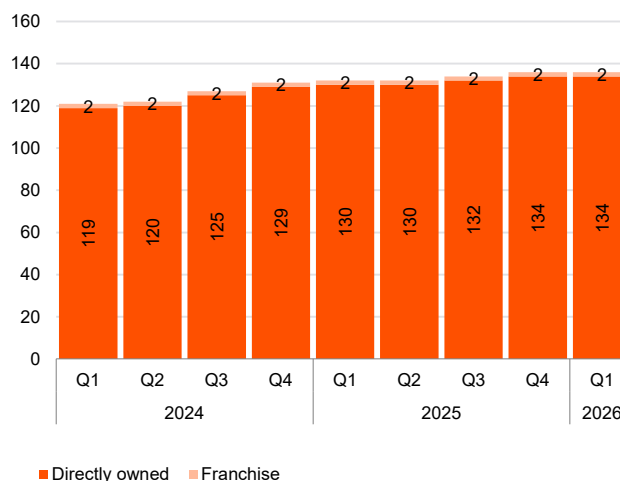
Growth 2026	Q1	
	%	MSEK
Organic growth	4.2	14
Acquisitions	-	-
Currency	-2.6	-9
Franchise	0.2	1
<b>Total growth</b>	<b>1.8</b>	<b>6</b>

MSEK	Q1			Apr-Mar	Jan-Dec
	2026	2025	Δ%	25/26	2025
Net sales, Synsam Lifestyle	177	171	3.7	693	687
Net sales, Cash	166	166	-0.1	678	678
<b>Net sales, external</b>	<b>343</b>	<b>337</b>	<b>1.8</b>	<b>1,371</b>	<b>1,365</b>
Organic growth, %	4.2	20.7		9.1	13.1
Gross profit	249	244	2.2	971	965
Gross margin, %	72.6	72.3		70.6	70.5
EBITDA	57	62	-7.1	269	273
EBITDA margin, %	16.7	18.3		19.6	20.0
EBIT	25	32	-23.9	148	156
EBIT margin, %	7.2	9.6		10.8	11.4
Number of stores/of which, directly owned	136 / 134	132 / 130		136 / 134	136 / 134

Net sales and EBIT margin



Number of stores per quarter Norway



# Synsam Finland

The increase in sales in the first quarter of 2026 was due to both Synsam Lifestyle subscriptions and the cash business. Synsam has been the third largest player in Finland since 2024 and continues to advance its position and capture market share. Two new stores were established during the quarter.

The gross margin improved in the first quarter, partly as a result of reduced discounts.

The EBIT margin was in line with the previous year. The increase in sales and improvement in the gross margin were offset by higher operating expenses compared with the same period last year. The higher expenses were partly attributable to the effects of the numerous newly opened stores in recent years.

The churn rate for Synsam Lifestyle for the first

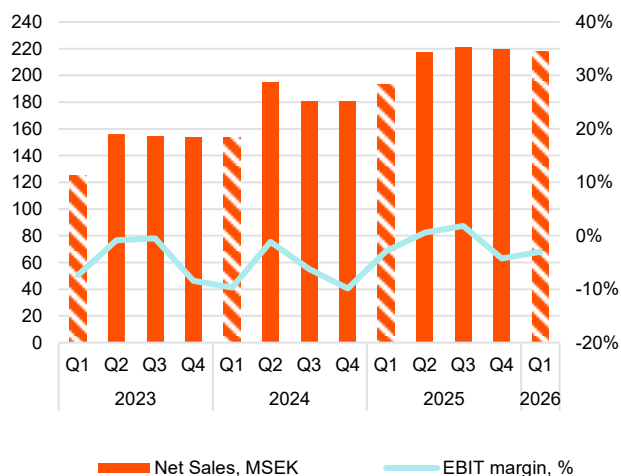
quarter was 2.42 percent (2.15), a decrease from 2.59 percent in the fourth quarter of 2025.

Net sales for the quarter increased 13.0 percent. Organic growth was 18.7 percent (26.2). Like-for-like growth in the quarter was 14.1 percent (16.0). EUR currency effects had a negative impact of SEK -11 million on net sales in the quarter. EBITDA amounted to SEK 23 million (26) and EBIT amounted to SEK -7 million (-6).

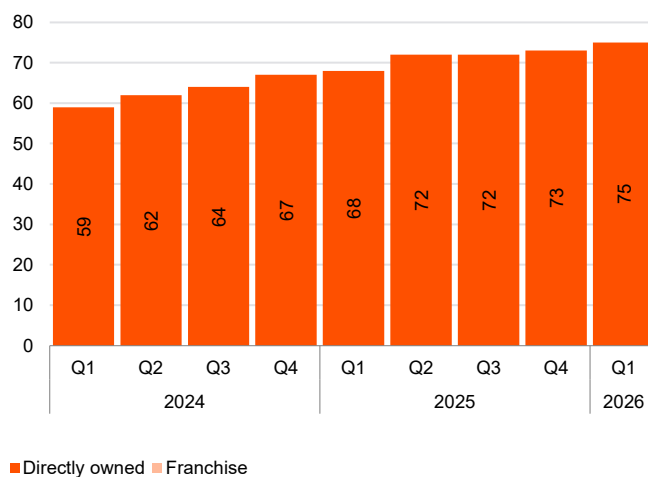
Growth 2026	Q1	
	%	MSEK
Organic growth	18.7	36
Acquisitions	-	-
Currency	-5.7	-11
Franchise	-	-
<b>Total growth</b>	<b>13.0</b>	<b>25</b>

MSEK	Q1			Apr-Mar	Jan-Dec
	2026	2025	Δ%	25/26	2025
Net sales, Synsam Lifestyle	116	99	16.6	453	436
Net sales, Cash	102	94	9.2	423	415
<b>Net sales, external</b>	<b>218</b>	<b>193</b>	<b>13.0</b>	<b>876</b>	<b>851</b>
Organic growth, %	18.7	26.2		21.9	23.8
Gross profit	157	138	13.9	621	602
Gross margin, %	71.6	71.1		70.8	70.7
EBITDA	23	26	-9.7	116	118
EBITDA margin, %	10.6	13.3		13.2	13.9
EBIT	-7	-6	n/a	-11	-9
EBIT margin, %	-3.0	-2.9		-1.2	-1.1
Number of stores/of which, directly owned	75 / 75	68 / 68		75 / 75	73 / 73

Net sales and EBIT margin



Number of stores per quarter Finland



# Other information

## Material risks and uncertainties

The company has reviewed and assessed its operational and financial risks as well as its uncertainties, which are presented in the 2025 Annual Report. For a complete report on the risks deemed to impact the Group, refer to the 2025 Annual Report.

### RISKS RELATED TO THE CURRENT GEOPOLITICAL SITUATION

Synsam has no direct or indirect exposure to Russia or Ukraine. Aside from the impact this conflict had on the business environment in general, it has not had any material financial impact on Synsam. Synsam is not directly affected by the US-Iran conflict. Synsam is monitoring the geopolitical and international security situation as well as the macroeconomic developments arising due to higher energy prices.

Synsam is not significantly impacted by increased tariffs on trade with the US.

### INFLATION

The rising inflation around the world has impacted Synsam in the form of higher costs. Synsam is continuing to take action to ensure profitability.

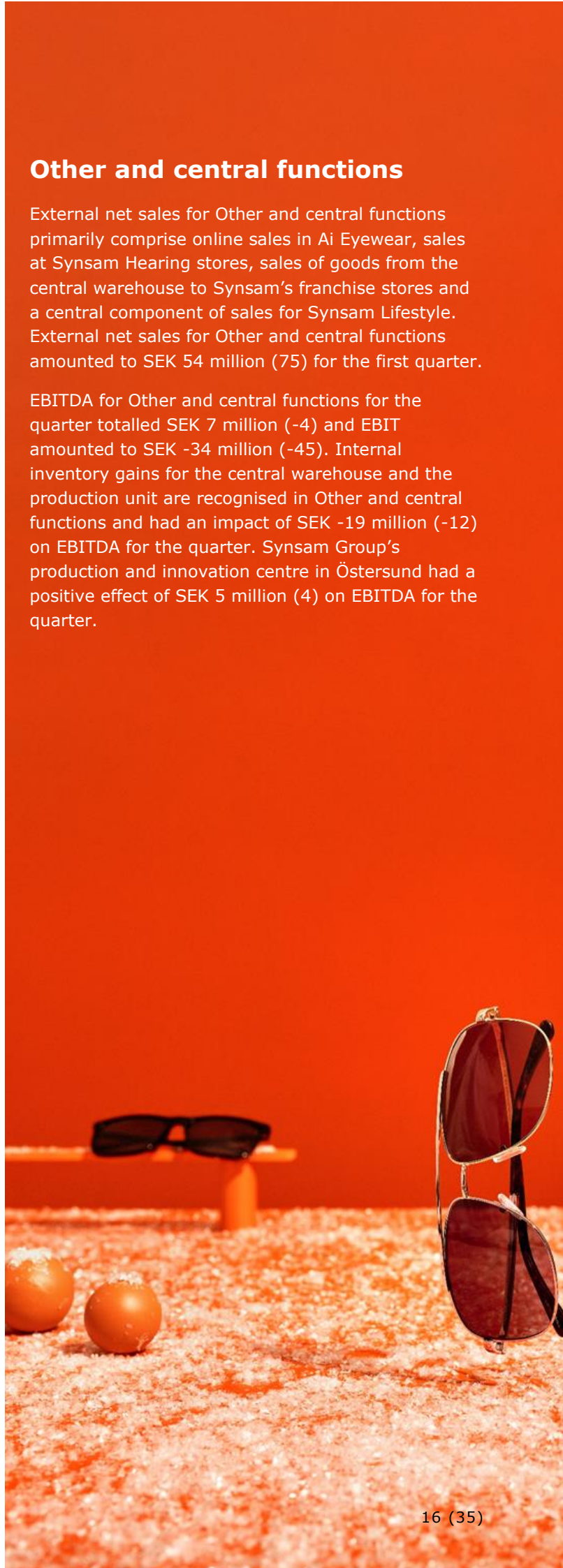
## Parent Company

Synsam AB (publ), corporate identity number 556946-3358, is the Parent Company of the Group. The Parent Company's operations comprise the ownership and management of shares in subsidiaries and certain management activities. The Parent Company's revenue for the first quarter amounted to SEK 4 million (3). The Parent Company's loss after financial items amounted to SEK -77 million (profit: 3) for the quarter. Net financial items in the first quarter were negatively impacted by exchange-rate effects of SEK 29 million (positively: 49).

## Other and central functions

External net sales for Other and central functions primarily comprise online sales in Ai Eyewear, sales at Synsam Hearing stores, sales of goods from the central warehouse to Synsam's franchise stores and a central component of sales for Synsam Lifestyle. External net sales for Other and central functions amounted to SEK 54 million (75) for the first quarter.

EBITDA for Other and central functions for the quarter totalled SEK 7 million (-4) and EBIT amounted to SEK -34 million (-45). Internal inventory gains for the central warehouse and the production unit are recognised in Other and central functions and had an impact of SEK -19 million (-12) on EBITDA for the quarter. Synsam Group's production and innovation centre in Östersund had a positive effect of SEK 5 million (4) on EBITDA for the quarter.



## Financial targets

- **Growth rate** – Synsam Group targets annual organic growth of 8–12% in the medium term, depending on the pace of greenfield expansion
- **Profitability** – Synsam Group targets an annual EBIT margin of 12–15% in the medium term
- **Investments** – Synsam Group targets an annual investments / net sales ratio of 3% in the medium term, excluding acquisitions
- **Capital structure** – Synsam Group targets a net debt / adjusted EBITDA ratio of 2.5x, excluding temporary deviations
- **Dividend policy** – Synsam Group aims to pay dividends of 40–60% of the net profit for the year

## Employees

The average number of full-time equivalent employees during the quarter was 4,366, of whom 3,598 were women (4,075, of whom 3,337 were women). The corresponding figure for full-year 2025 was 4,229, of whom 3,471 were women.

## Events after the end of the period

- Synsam's Annual General Meeting was held on 22 April 2026. The Annual General Meeting resolved to reelect Peter Törnquist, Håkan Lundstedt, Kenneth Bengtsson, Ann Hellenius, Terje List, Anna Omstedt and Petra Axdorff. Peter Törnquist was also reelected as Chairman of the Board, and Deloitte AB was reelected as auditor for the period until the end of the next Annual General Meeting.

A dividend of SEK 1.80 per share was also approved by the Annual General Meeting. The Annual General Meeting also resolved to introduce a new long-term incentive programme (LTIP 2026) for the company's Group management and other selected key individuals.

The Meeting also resolved to reduce the share capital by SEK 18,067 by cancelling the 2,550,748 own shares acquired between August 2025 and February 2026 to adjust the company's capital structure. The total number of shares will subsequently amount to 145,313,746. In conjunction with this, a decision was made to



increase the share capital by an equivalent amount through a bonus issue.

- After the end of the quarter, the Group acquired two limited companies with three franchise stores in Örebro. The companies have been part of Synsam Group since 1 April 2026. The acquisitions had an insignificant impact on the Group's sales and earnings.
- After the end of the period, Synsam announced an exclusive, strategic partnership with the global star Erling Haaland. The partnership, which includes the launch of a collection of eyewear, sunglasses and sports eyewear, also marks Synsam's launch of online sales in selected European markets.

Stockholm, 8 May 2026  
Synsam AB (publ) 556946-3358

**Håkan Lundstedt**  
President and CEO

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

# Financial statements

## Condensed consolidated income statement and statement of other comprehensive income

MSEK	Q1		Jan-Dec
	2026	2025	2025
<b>Net sales</b>	<b>1,773</b>	<b>1,708</b>	<b>7,065</b>
Other operating income	28	27	135
<b>Total revenue</b>	<b>1,801</b>	<b>1,735</b>	<b>7,200</b>
Goods for resale	-429	-442	-1,821
Other external expenses	-210	-191	-805
Personnel costs	-762	-727	-2,886
<b>EBITDA</b>	<b>400</b>	<b>375</b>	<b>1,689</b>
Depreciation of tangible non-current assets	-182	-168	-698
<b>EBITA</b>	<b>218</b>	<b>206</b>	<b>991</b>
Amortisation of intangible non-current assets	-32	-33	-128
<b>EBIT</b>	<b>186</b>	<b>174</b>	<b>862</b>
Financial income	120	87	321
Financial expenses	-142	-146	-593
<b>Profit before tax</b>	<b>164</b>	<b>115</b>	<b>590</b>
Income tax	-34	-28	-136
<b>PROFIT FOR THE PERIOD</b>	<b>131</b>	<b>87</b>	<b>454</b>
<b>Other comprehensive income</b>			
Items that have been or may be reclassified to profit/loss for the period:			
-Translation differences for the period, foreign subsidiaries	86	-68	-116
<b>COMPREHENSIVE INCOME FOR THE PERIOD</b>	<b>216</b>	<b>19</b>	<b>338</b>
Profit for the period attributable to Parent Company shareholders	131	87	454
Comprehensive income for the period attributable to Parent Company shareholders	216	19	338
Earnings per share before and after dilution, SEK <sup>1</sup>	0.92	0.60	3.14

<sup>1</sup>For information on the change in the number of shares and the average number of shares, refer to the section "Other financial information" on page 25.

## Condensed consolidated statement of financial position

MSEK	31 Mar		31 Dec
	2026	2025	2025
<b>ASSETS</b>			
Intangible non-current assets	4,319	4,372	4,273
Tangible non-current assets	791	787	778
Right-of-use assets	910	809	807
Financial non-current assets	45	35	46
Deferred tax assets	87	91	85
<b>Total non-current assets</b>	<b>6,152</b>	<b>6,094</b>	<b>5,989</b>
Inventories	971	836	893
Accounts receivable	342	516	249
Current receivables	237	185	214
Cash and cash equivalents	736	533	600
<b>Total current assets</b>	<b>2,286</b>	<b>2,071</b>	<b>1,956</b>
<b>TOTAL ASSETS</b>	<b>8,438</b>	<b>8,165</b>	<b>7,945</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity<sup>1</sup></b>	<b>2,606</b>	<b>2,475</b>	<b>2,436</b>
Non-current loans from financial institutions	2,728	2,672	2,718
Non-current lease liabilities	482	423	417
Other non-current liabilities, interest-bearing	34	33	33
Deferred tax liabilities	516	501	515
Non-current liabilities, non interest-bearing	17	17	15
<b>Total non-current liabilities</b>	<b>3,777</b>	<b>3,645</b>	<b>3,697</b>
Current lease liabilities	385	376	379
Other current liabilities, interest-bearing	1	0	1
Accounts payable	689	720	545
Other current liabilities, non-interest-bearing	981	948	888
<b>Total current liabilities</b>	<b>2,055</b>	<b>2,045</b>	<b>1,812</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>8,438</b>	<b>8,165</b>	<b>7,945</b>

## Condensed consolidated statement of changes in equity

MSEK	31 Mar		31 Dec
	2026	2025	2025
Equity at beginning of year	2,436	2,555	2,555
Dividends	-	-	-260
Share savings program	9	4	10
Repurchase of own shares	-56	-102	-206
Comprehensive income for the period	216	19	338
<b>EQUITY AT END OF PERIOD<sup>1</sup></b>	<b>2,606</b>	<b>2,475</b>	<b>2,436</b>

<sup>1</sup>At the end of the reporting period on 31 March 2026, the share capital amounted to SEK 1 million (1), additional paid-in capital to SEK 4,306 million (4,306), the translation reserve to SEK 82 million (44) and retained losses including the results for the period to SEK -1,783 (-1,876). Equity is entirely attributable to Parent Company shareholders.

## Condensed consolidated statement of cash flows

MSEK	Q1		Jan-Dec
	2026	2025	2025
<b>Operating activities</b>			
Profit before tax	164	115	590
Adjustments for other non-cash items	22	18	49
Depreciation and amortisation	213	201	827
Income taxes paid	-50	-92	-191
<b>Cash flow from operating activities before changes in working capital</b>	<b>349</b>	<b>242</b>	<b>1,274</b>
Cash flow from changes in working capital:			
Change in inventories	-64	-52	-115
Change in operating receivables	-107	65	311
Change in operating liabilities	195	56	-204
<i>Increased (-) / Decreased (+) funds tied up in working capital</i>	24	68	-8
<b>Cash flow from operating activities</b>	<b>374</b>	<b>310</b>	<b>1,266</b>
Investments in intangible non-current assets	-12	-12	-41
Investments in tangible non-current assets	-65	-79	-276
Other investing activities	0	0	-1
<b>Cash flow from investing activities</b>	<b>-78</b>	<b>-91</b>	<b>-318</b>
Repurchase of own shares	-56	-102	-206
Amortisation of debts to credit institutions	-	-	-2,747
Amortisation of leasing liabilities	-148	-105	-435
Borrowings	-	100	2,890
Dividends	-	-	-260
<b>Cash flow from financing activities</b>	<b>-204</b>	<b>-107</b>	<b>-759</b>
<b>CASH FLOW FOR THE PERIOD</b>	<b>91</b>	<b>112</b>	<b>190</b>
<b>CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD</b>	<b>600</b>	<b>420</b>	<b>420</b>
Exchange rate differences in cash and cash equivalents	45	1	-9
<b>CASH AND CASH EQUIVALENTS AT END OF PERIOD</b>	<b>736</b>	<b>533</b>	<b>600</b>

## Condensed Parent Company income statement

MSEK	Q1		Jan-Dec
	2026	2025	2025
Operating income	4	3	18
Operating expenses	-6	1	-33
<b>EBIT</b>	<b>-3</b>	<b>4</b>	<b>-15</b>
Financial items	-75	-1	-132
<b>Profit/Loss after financial items</b>	<b>-77</b>	<b>3</b>	<b>-147</b>
Appropriations	-	-	297
<b>Profit/Loss before tax</b>	<b>-77</b>	<b>3</b>	<b>150</b>
Income tax	-	-	-64
<b>PROFIT/LOSS FOR THE PERIOD</b>	<b>-77</b>	<b>3</b>	<b>87</b>

## Parent Company comprehensive income statement

MSEK	Q1		Jan-Dec
	2026	2025	2025
<b>Profit/Loss for the period</b>	<b>-77</b>	<b>3</b>	<b>87</b>
<b>COMPREHENSIVE INCOME FOR THE PERIOD</b>	<b>-77</b>	<b>3</b>	<b>87</b>

## Condensed Parent Company balance sheet

MSEK	31 Mar		31 Dec
	2026	2025	2025
<b>ASSETS</b>			
Financial non-current assets	6,928	6,927	6,927
Current receivables	429	164	424
Cash and cash equivalents	0	0	56
<b>TOTAL ASSETS</b>	<b>7,356</b>	<b>7,091</b>	<b>7,407</b>
<b>EQUITY AND LIABILITIES</b>			
Restricted equity	1	1	1
Non-restricted equity	2,528	2,927	2,652
<b>Total equity</b>	<b>2,529</b>	<b>2,928</b>	<b>2,653</b>
Untaxed reserves	131	28	131
Non-current liabilities	3,168	3,090	3,136
Other current liabilities	1,511	1,031	1,471
Accrued expenses and deferred income	17	14	16
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>7,356</b>	<b>7,091</b>	<b>7,407</b>

# Notes

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## Note 1 Accounting policies

Synsam Group applies the International Financial Reporting Standards (IFRS) adopted by the EU. This interim report has been prepared pursuant to IFRS, applying IAS 34 Interim Financial Reporting. The same accounting policies and calculation methods that were used for the 2025 Annual Report have been applied. No new standards, changes or interpretations of existing standards applied from 1 January 2026 are assessed to have had any material impact on the Group's earnings or financial position.

This interim report consists of pages 1–35 and should be read in its entirety. Disclosures according to IAS 34.16A are also presented in other sections of this interim report in addition to the financial statements and associated notes.

The Parent Company prepares its accounts in accordance with the Swedish Annual Accounts Act and RFR 2 and applies the same accounting policies and valuation methods as in the most recent Annual Report. The Parent Company does not apply IFRS 16 Leases in accordance with the exception in RFR 2.



## Note 2 Segment information

### QUARTERLY DATA, SEGMENTS AND OTHER AND CENTRAL FUNCTIONS

MSEK	2026		2025				2024				
	Q1	FY	Q4	Q3	Q2	Q1	FY	Q4	Q3	Q2	Q1
<b>NET SALES</b>											
Synsam Sweden	873	3,467	905	829	915	818	3,091	806	715	820	750
Synsam Denmark	285	1,143	268	288	302	286	1,198	288	290	329	292
Synsam Norway	343	1,365	326	343	360	337	1,260	316	316	342	287
Synsam Finland	218	851	220	221	217	193	710	181	180	195	154
Other and central functions	54	238	66	51	47	75	176	40	58	38	39
<b>GROUP</b>	<b>1,773</b>	<b>7,065</b>	<b>1,784</b>	<b>1,731</b>	<b>1,841</b>	<b>1,708</b>	<b>6,435</b>	<b>1,631</b>	<b>1,559</b>	<b>1,723</b>	<b>1,521</b>
<b>Of which, net sales</b>											
<b>Synsam Lifestyle</b>											
Synsam Sweden	532	2,057	556	477	536	488	1,798	484	395	468	452
Synsam Denmark	132	465	105	117	113	130	557	133	139	144	141
Synsam Norway	177	687	177	171	168	171	621	166	152	159	143
Synsam Finland	116	436	121	107	108	99	354	99	88	89	78
Other and central functions	27	122	36	24	22	40	82	20	36	14	12
<b>GROUP</b>	<b>985</b>	<b>3,767</b>	<b>996</b>	<b>897</b>	<b>947</b>	<b>928</b>	<b>3,411</b>	<b>902</b>	<b>809</b>	<b>875</b>	<b>824</b>
<b>Of which, net sales</b>											
<b>Cash</b>											
Synsam Sweden	340	1,410	349	352	379	330	1,293	323	320	352	298
Synsam Denmark	153	678	162	171	189	156	642	155	152	185	151
Synsam Norway	166	678	148	172	192	166	640	149	164	182	144
Synsam Finland	102	415	98	113	109	94	356	82	93	105	76
Other and central functions	27	117	30	27	25	35	94	20	22	24	28
<b>GROUP</b>	<b>788</b>	<b>3,298</b>	<b>788</b>	<b>835</b>	<b>894</b>	<b>780</b>	<b>3,024</b>	<b>728</b>	<b>750</b>	<b>848</b>	<b>697</b>
<b>EBITDA</b>											
Synsam Sweden	267	1,059	286	258	276	240	980	259	222	241	257
Synsam Denmark	45	236	48	72	63	52	294	61	74	89	70
Synsam Norway	57	273	59	51	102	62	242	49	53	92	47
Synsam Finland	23	118	24	36	33	26	76	14	20	29	13
Other and central functions	7	2	10	1	-5	-4	3	3	11	18	-28
<b>Total EBITDA</b>	<b>400</b>	<b>1,689</b>	<b>426</b>	<b>418</b>	<b>470</b>	<b>375</b>	<b>1,595</b>	<b>387</b>	<b>381</b>	<b>469</b>	<b>358</b>
Depreciation and amortisation of tangible and intangible non-current assets	-213	-827	-212	-212	-202	-201	-777	-201	-194	-194	-188
<b>EBIT</b>											
Synsam Sweden	185	760	206	182	203	168	711	189	155	175	191
Synsam Denmark	17	121	20	43	35	24	191	33	48	64	45
Synsam Norway	25	156	29	21	73	32	131	19	25	65	20
Synsam Finland	-7	-9	-9	4	1	-6	-46	-18	-11	-2	-15
Other and central functions	-34	-165	-31	-44	-45	-45	-167	-38	-30	-28	-71
<b>Total EBIT</b>	<b>186</b>	<b>862</b>	<b>215</b>	<b>207</b>	<b>267</b>	<b>174</b>	<b>819</b>	<b>186</b>	<b>187</b>	<b>275</b>	<b>171</b>
Net financial items	-22	-272	-52	-42	-120	-59	-326	-74	-96	-63	-93
<b>Profit before tax</b>	<b>164</b>	<b>590</b>	<b>163</b>	<b>165</b>	<b>147</b>	<b>115</b>	<b>493</b>	<b>112</b>	<b>91</b>	<b>212</b>	<b>77</b>
<b>EBITDA margin, %</b>											
Synsam Sweden	30.5	30.4	31.5	31.0	30.1	29.2	31.5	32.0	30.8	29.4	34.1
Synsam Denmark	15.8	20.6	17.9	25.1	21.0	18.2	24.6	21.3	25.5	27.1	23.9
Synsam Norway	16.7	20.0	18.0	14.8	28.3	18.3	19.2	15.6	16.6	27.1	16.5
Synsam Finland	10.6	13.9	10.7	16.4	15.0	13.3	10.7	7.9	11.3	14.7	8.3
<b>GROUP</b>	<b>22.2</b>	<b>23.5</b>	<b>23.2</b>	<b>23.9</b>	<b>25.0</b>	<b>21.6</b>	<b>24.5</b>	<b>23.3</b>	<b>24.1</b>	<b>26.9</b>	<b>23.3</b>
<b>EBIT margin, %</b>											
Synsam Sweden	21.2	21.8	22.7	21.9	22.1	20.5	22.9	23.4	21.4	21.3	25.4
Synsam Denmark	5.9	10.6	7.3	14.8	11.6	8.3	15.9	11.5	16.6	19.5	15.5
Synsam Norway	7.2	11.4	8.9	6.3	20.2	9.6	10.3	6.2	8.0	19.1	7.1
Synsam Finland	-3.0	-1.1	-4.2	1.9	0.6	-2.9	-6.5	-9.9	-6.3	-1.2	-9.7
<b>GROUP</b>	<b>10.4</b>	<b>12.0</b>	<b>11.7</b>	<b>11.8</b>	<b>14.2</b>	<b>10.0</b>	<b>12.6</b>	<b>11.2</b>	<b>11.8</b>	<b>15.8</b>	<b>11.1</b>
<b>Number of stores per quarter, Group</b>											
Directly owned stores	579		578	576	573	562		560	547	538	526
Franchise stores	23		25	25	25	26		26	27	27	27
<b>Total</b>	<b>602</b>		<b>603</b>	<b>601</b>	<b>598</b>	<b>588</b>		<b>586</b>	<b>574</b>	<b>565</b>	<b>553</b>

For further information about the segments, refer to pages 11-15.

### Note 3 Financial income and expenses

MSEK	Q1		Jan-Dec
	2026	2025	2025
<b>Financial income</b>			
Exchange rate gains <sup>1</sup>	49	2	0
Interest income, Synsam Lifestyle Leasing	60	73	275
Interest income, other external	11	12	45
<b>Total</b>	<b>120</b>	<b>87</b>	<b>321</b>
<b>Financial expenses</b>			
Exchange rate losses <sup>1</sup>	-	-	-
Interest expenses, credit institution	-31	-35	-141
Credit expenses, Synsam Lifestyle Leasing	-99	-98	-396
Interest expenses, IFRS 16 Leases	-10	-10	-40
Other financial expenses	-2	-2	-16
<b>Total</b>	<b>-142</b>	<b>-146</b>	<b>-593</b>
<b>Net financial items</b>	<b>-22</b>	<b>-59</b>	<b>-272</b>

<sup>1</sup>The group's currency exchange differences regarding accounts receivable and accounts payable are reported in the financial net.

### Note 4 Financial instruments

*Disclosures on financial instruments measured at fair value.*

The Synsam Group's financial instruments are recognised and measured at amortised cost or at fair value through profit or loss. Measurement at fair value takes place by dividing the measurements into three levels. Synsam does not have any financial instruments measured at fair value.

The existing financial instruments are of the same character and belong to the same measurement categories as those described in the 2025 Annual

Report. The fair value of financial instruments essentially corresponds to the carrying amount since they either have short maturities or, in the case of financial instruments with longer maturities, variable interest or other terms that enable the repayment of liabilities without additional fees. No hedge accounting is applied. The carrying amount of accounts receivable, other receivables, cash and cash equivalents, accounts payable and other liabilities constitutes a reasonable approximation of the fair value.

### Note 5 Related-party transactions

The long-term incentive programme established in 2025 (LTIP 2025) has terms that are essentially the same as previous programmes. The nature and scope of other related-party transactions that took place during the period are also in line with the description in the 2025 Annual Report.

### Note 6 Events after the end of the period

For information on events after the end of the period, refer to page 17.

### Note 7 Acquisitions and establishments

For information on acquisitions and establishments during the period, refer to page 10.

### Note 8 Provision for tax dispute

One of the subsidiaries in the Group has an ongoing tax dispute with the Swedish Tax Agency related to the deductibility of intra-Group interest for the 2014 and 2015 income-tax returns. At the end of the first quarter of 2026, a provision corresponding to the reconsideration decision was reserved for a total of SEK 52.8 million, plus penalty interest. The legal process is ongoing, and Synsam's assessment is that the provision is sufficient to fully cover the

dispute and the remaining risk pertains to a possible liquidity flow in the event that the subsidiary loses the tax dispute.

The Group is also engaged in a tax dispute in Finland regarding VAT and arrears for the tax years 2015 and 2016. The legal process is ongoing, and it is expected that an unfavourable outcome would have only a slightly negative impact on the Group.

# Other financial information

## QUARTERLY DATA

MSEK	2026		2025				2024				
	Q1	FY	Q4	Q3	Q2	Q1	FY	Q4	Q3	Q2	Q1
Total revenue	1,801	7,200	1,834	1,753	1,877	1,735	6,522	1,659	1,583	1,744	1,536
EBIT	186	862	215	207	267	174	819	186	187	275	171
Net financial items	-22	-272	-52	-42	-120	-59	-326	-74	-96	-63	-93
Profit before tax	164	590	163	165	147	115	493	112	91	212	77
Income tax	-34	-136	-40	-35	-33	-28	-127	-37	-26	-44	-21
Profit for the period	131	454	123	130	114	87	366	76	66	168	56
EBIT margin, %	10.4	12.0	11.7	11.8	14.2	10.0	12.6	11.2	11.8	15.8	11.1
Investments/net sales, % <sup>1</sup>	4.6	4.6	4.2	3.5	5.2	5.5	6.0	6.9	6.0	6.1	4.8
Investments <sup>1</sup>	82	325	75	61	95	94	385	113	94	106	73
Maintenance investments	59	209	50	38	54	67	198	55	52	54	37
Expansion investments	16	95	20	18	36	21	163	53	40	38	31
Strategic investments	6	21	5	5	6	5	24	5	1	13	4
Earnings per share, SEK <sup>2</sup>	0.92	3.14	0.85	0.90	0.79	0.60	2.48	0.51	0.44	1.14	0.38

<sup>1</sup>Investments in this table exclude acquisitions but include leases for tangible non-current assets, such as cars and optical equipment. However, these have not been included in the Group's cash flow as cash flow from investing activities

<sup>2</sup>For information on the change in the number of shares and the average number of shares, refer to the following table "Performance measures."

## PERFORMANCE MEASURES

MSEK	Q1		Jan-Dec
	2026	2025	2025
<b>Sales measures</b>			
Net sales	1,773	1,708	7,065
Net sales growth, %	3.8	12.3	9.8
Organic growth, %	5.6	12.8	11.4
<b>Earnings measures</b>			
EBIT	186	174	862
<b>Margin measures</b>			
Gross margin, %	75.8	74.1	74.2
EBIT margin, %	10.4	10.0	12.0
<b>Cash flow measures</b>			
Cash flow from operating activities	374	310	1,266
Cash flow from operating activities / EBITDA, %	93.5	82.7	75.0
Investments/net sales, %	4.6	5.5	4.6
<b>Capital structure</b>			
Net debt	2,864	2,944	2,975
Net debt/Adjusted EBITDA <sup>2</sup>	1.67	1.83	1.76
Equity/assets ratio, %	30.9	30.3	30.7
<b>Return</b>			
Return on equity, % <sup>2</sup>	20.1	15.7	18.4
<b>The share</b>			
Number of shares at end of period <sup>1</sup>	141,962,494	144,513,242	142,818,140
Average number of shares during the period <sup>1</sup>	142,261,532	145,462,189	144,430,488
Earnings per share before and after dilution, SEK <sup>1</sup>	0.92	0.60	3.14

<sup>1</sup>The total number of shares at the end of the period amounts to 147,864,494, of which 5,902,000 are repurchased shares in own custody. During the first quarter of 2026, 855,646 own shares have been purchased under the previously communicated share buy-back programme with the aim of adjusting the company's capital structure.

<sup>2</sup>The performance measures net debt/Adjusted EBITDA and Return on equity is calculated based on a rolling 12-month basis for January-March. Since no items affecting comparability were reported for 2026 or the preceding year, adjusted EBITDA corresponds with EBITDA.

## NUMBER OF STORES

	Group		Sweden		Denmark		Norway		Finland		Other and central functions	
	31 Mar		31 Mar		31 Mar		31 Mar		31 Mar		31 Mar	
	2026	2025	2026	2025	2026	2025	2026	2025	2026	2025	2026	2025
Directly owned	579	562	249	241	113	114	134	130	75	68	8	9
Franchise	23	26	20	22	1	2	2	2	-	-	-	-
<b>Total</b>	<b>602</b>	<b>588</b>	<b>269</b>	<b>263</b>	<b>114</b>	<b>116</b>	<b>136</b>	<b>132</b>	<b>75</b>	<b>68</b>	<b>8</b>	<b>9</b>

Change in number of stores							Other and central functions
Jan-Mar 2026							
	Group	Sweden	Denmark	Norway	Finland		
<b>Number of stores at the beginning of the period</b>	<b>603</b>	<b>270</b>	<b>115</b>	<b>136</b>	<b>73</b>		<b>9</b>
New stores	4	1	-	1	2		-
Acquisition franchise	-	-	-	-	-		-
Terminated franchise	-2	-1	-1	-	-		-
Closed stores/Mergers <sup>1</sup>	-3	-1	-	-1	-		-1
<b>Total, net change</b>	<b>-1</b>	<b>-1</b>	<b>-1</b>	<b>-</b>	<b>2</b>		<b>-1</b>
<b>Number of stores at the end of the period</b>	<b>602</b>	<b>269</b>	<b>114</b>	<b>136</b>	<b>75</b>		<b>8</b>

<sup>1</sup>Merger into taking over store.

## AVERAGE NUMBER OF EMPLOYEES

	Q1		Q1	
	of whom,		of whom,	
	2026	women	2025	women
Synsam Sweden	2,093	1,778	1,928	1,634
Synsam Denmark	559	459	589	481
Synsam Norway	879	706	839	673
Synsam Finland	515	457	420	368
Other and central functions	320	198	299	181
<b>Total</b>	<b>4,366</b>	<b>3,598</b>	<b>4,075</b>	<b>3,337</b>

Average number of employees during the period, full-time equivalents (FTEs).

## Reconciliation of alternative performance measures

Synsam applies the ESMA Alternative Performance Measures Guidelines. An alternative performance measure is a financial measure of a company's past or future earnings performance, financial position or cash flow that is not defined in accordance with IFRS.

Detailed calculations of the following alternative performance measures are presented below: organic growth, like-for-like growth, EBITDA, adjusted EBITDA, EBITDA margin, adjusted EBITDA margin, EBITA, adjusted EBITA, EBITA margin, adjusted EBITA margin, gross profit, gross margin, the churn rate for Synsam Lifestyle, net debt and investments.

These alternative performance measures are used by the management to monitor the Group's operations. Synsam is of the opinion that these performance measures provide valuable supplementary information to enable management, investors and other stakeholders to assess the company's performance.

EBIT provides information about the Group's operating profitability. EBITDA and EBITA also provide information about the Group's operating profitability but before the non-cash items of depreciation and amortisation of tangible and intangible non-current assets with respect to EBITDA and before amortisation of intangible non-current assets with respect to EBITA.

Adjusted EBITDA and Adjusted EBITA provide better information about the Group's capacity to generate earnings than EBITDA and EBITA since the

adjusted measures do not include items affecting comparability. Gross profit is a performance measure that shows the Group's profit in the form of total revenue less costs for goods for resale.

Organic growth provides information about the Group's capacity to generate growth through its concepts, excluding acquisitions, currency effects and franchise sales, but including the opening of new stores. Like-for-like growth provides information about the Group's capacity to generate growth in comparable stores. Churn rate, Synsam Lifestyle is an important tool for measuring customer loyalty in the subscription business.

Net debt provides the most relevant information concerning the Group's financial position and is also included as a component of the Group's financial targets. Investments provide information about the types of investments the Group makes and a reconciliation against cash flow and are also a component of the Group's financial targets. The investment target is relevant for Synsam Group, since significant investments have been made in recent years and since they have a significant impact on Synsam Group's cash flows.

For reconciliations of the alternative performance measures for full-year 2025, see complete reconciliations and detailed calculations in Synsam's year-end report for 2025 (pages 29–34) on our website <https://www.synsamgroup.com/en/investor-relations/reports-and-presentations/>

### Organic growth, %

Jan-Mar 2026	Group	Sweden	Denmark	Norway	Finland
Net sales growth	3.8	6.7	-0.3	1.8	13.0
Net effect of acquisitions <sup>1</sup>	-0.1	-0.3	-	-	-
Currency	2.0	-	5.2	2.6	5.7
Franchise stores	0.0	0.1	0.0	-0.2	-
<b>Organic growth</b>	<b>5.6</b>	<b>6.5</b>	<b>4.8</b>	<b>4.2</b>	<b>18.7</b>

<sup>1</sup>Adjustment for acquisitions where the sales of the acquired businesses are deducted from sales for the current year.

### Organic growth, %

Jan-Mar 2025	Group	Sweden	Denmark	Norway	Finland
Net sales growth	12.3	9.1	-2.0	17.4	25.7
Net effect of acquisitions <sup>1</sup>	-0.3	-0.6	-	-	-
Currency	0.7	-	0.5	2.9	0.5
Franchise stores	0.2	0.1	0.0	0.4	-
<b>Organic growth</b>	<b>12.8</b>	<b>8.6</b>	<b>-1.6</b>	<b>20.7</b>	<b>26.2</b>

<sup>1</sup>Adjustment for acquisitions where the sales of the acquired businesses are deducted from sales for the current year.

**Like-for-like growth, %**

<b>Jan-Mar 2026</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>
Net sales growth	3.8	6.7	-0.3	1.8	13.0
Franchise stores	0.0	0.1	0.0	-0.2	-
Net effect of acquisitions <sup>1</sup>	-0.1	-0.3	-	-	-
Adjustments for stores not open for 12 months	-1.8	-1.8	-0.4	-1.9	-4.6
Currency	2.0	-	5.2	2.6	5.7
<b>Like-for-like growth</b>	<b>3.8</b>	<b>4.7</b>	<b>4.5</b>	<b>2.3</b>	<b>14.1</b>

<sup>1</sup>Adjustment for acquisitions where the sales of the acquired businesses are deducted from sales for the current year.

**Like-for-like growth, %**

<b>Jan-Mar 2025</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>
Net sales growth	12.3	9.1	-2.0	17.4	25.7
Franchise stores	0.2	0.1	0.0	0.4	-
Net effect of acquisitions <sup>1</sup>	-0.3	-0.6	-	-	-
Adjustments for stores not open for 12 months	-3.9	-2.7	-2.1	-5.6	-10.2
Currency	0.7	-	0.5	2.9	0.5
<b>Like-for-like growth</b>	<b>8.9</b>	<b>5.8</b>	<b>-3.7</b>	<b>15.2</b>	<b>16.0</b>

<sup>1</sup>Adjustment for acquisitions where the sales of the acquired businesses are deducted from sales for the current year.

<b>EBITDA</b>						<b>Other and central functions</b>
<b>Jan-Mar 2026, MSEK</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>	
EBIT	186	185	17	25	-7	-34
Amortisation of intangible assets	-32	-1	0	0	0	-31
Depreciation of tangible assets	-182	-81	-28	-33	-30	-10
<b>EBITDA</b>	<b>400</b>	<b>267</b>	<b>45</b>	<b>57</b>	<b>23</b>	<b>7</b>

**EBITDA margin**

<b>Jan-Mar 2026, %</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>
EBIT margin	10.4	21.2	5.9	7.2	-3.0
Amortisation of intangible assets	-1.8	-0.1	0.0	0.0	0.0
Depreciation of tangible assets	-10.1	-9.2	-9.9	-9.5	-13.6
<b>EBITDA margin</b>	<b>22.2</b>	<b>30.5</b>	<b>15.8</b>	<b>16.7</b>	<b>10.6</b>

<b>EBITDA</b>						<b>Other and central functions</b>
<b>Jan-Mar 2025, MSEK</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>	
EBIT	174	168	24	32	-6	-45
Amortisation of intangible assets	-33	-1	0	0	0	-31
Depreciation of tangible assets	-168	-71	-28	-29	-31	-9
<b>EBITDA</b>	<b>375</b>	<b>240</b>	<b>52</b>	<b>62</b>	<b>26</b>	<b>-4</b>

**EBITDA margin**

<b>Jan-Mar 2025, %</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>
EBIT margin	10.0	20.5	8.3	9.6	-2.9
Amortisation of intangible assets	-1.9	-0.1	0.0	0.0	-0.1
Depreciation of tangible assets	-9.7	-8.6	-9.8	-8.7	-16.1
<b>EBITDA margin</b>	<b>21.6</b>	<b>29.2</b>	<b>18.2</b>	<b>18.3</b>	<b>13.3</b>

<b>EBITA</b>						<b>Other and central functions</b>
<b>Jan-Mar 2026, MSEK</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>	
EBIT	186	185	17	25	-7	-34
Amortisation of intangible assets	-32	-1	0	0	0	-31
<b>EBITA</b>	<b>218</b>	<b>186</b>	<b>17</b>	<b>25</b>	<b>-7</b>	<b>-3</b>

<b>EBITA margin</b>						
<b>Jan-Mar 2026, %</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>	
EBIT margin	10.4	21.2	5.9	7.2	-3.0	
Amortisation of intangible assets	-1.8	-0.1	0.0	0.0	0.0	
<b>EBITA margin</b>	<b>12.1</b>	<b>21.2</b>	<b>5.9</b>	<b>7.2</b>	<b>-3.0</b>	

<b>EBITA</b>							<b>Other and central functions</b>
<b>Jan-Mar 2025, MSEK</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>		
EBIT	174	168	24	32	-6		-45
Amortisation of intangible assets	-33	-1	0	0	0		-31
<b>EBITA</b>	<b>206</b>	<b>169</b>	<b>24</b>	<b>32</b>	<b>-5</b>		<b>-13</b>

<b>EBITA margin</b>						
<b>Jan-Mar 2025, %</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>	
EBIT margin	10.0	20.5	8.3	9.6	-2.9	
Amortisation of intangible assets	-1.9	-0.1	0.0	0.0	-0.1	
<b>EBITA margin</b>	<b>11.9</b>	<b>20.6</b>	<b>8.3</b>	<b>9.6</b>	<b>-2.8</b>	

<b>Gross profit</b>							<b>Other and central functions</b>
<b>Jan-Mar 2026, MSEK</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>		
Net sales	1,773	873	285	343	218		54
Other operating income	28	3	0	1	0		25
<b>Total revenue</b>	<b>1,801</b>	<b>875</b>	<b>285</b>	<b>343</b>	<b>219</b>		<b>79</b>
Goods for resale	-429	-196	-82	-94	-62		5
<b>Gross profit</b>	<b>1,372</b>	<b>679</b>	<b>202</b>	<b>249</b>	<b>157</b>		<b>84</b>

<b>Gross margin</b>							<b>Other and central functions</b>
<b>Jan-Mar 2026, %</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>		
Net sales, MSEK	1,773	873	285	343	218		54
Goods for resale, MSEK	-429	-196	-82	-94	-62		5
<b>Total, MSEK</b>	<b>1,343</b>	<b>676</b>	<b>202</b>	<b>249</b>	<b>156</b>		<b>59</b>
<b>Gross margin</b>	<b>75.8</b>	<b>77.5</b>	<b>71.1</b>	<b>72.6</b>	<b>71.6</b>		<b>109.6</b>

<b>Gross profit</b>							<b>Other and central functions</b>
<b>Jan-Mar 2025, MSEK</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>		
Net sales	1,708	818	286	337	193		75
Other operating income	27	3	0	1	0		23
<b>Total revenue</b>	<b>1,735</b>	<b>821</b>	<b>285</b>	<b>337</b>	<b>193</b>		<b>98</b>
Goods for resale	-442	-211	-68	-93	-56		-14
<b>Gross profit</b>	<b>1,293</b>	<b>610</b>	<b>217</b>	<b>244</b>	<b>138</b>		<b>84</b>

<b>Gross margin</b>							<b>Other and central functions</b>
<b>Jan-Mar 2025, %</b>	<b>Group</b>	<b>Sweden</b>	<b>Denmark</b>	<b>Norway</b>	<b>Finland</b>		
Net sales, MSEK	1,708	818	286	337	193		75
Goods for resale, MSEK	-442	-211	-68	-93	-56		-14
<b>Total, MSEK</b>	<b>1,266</b>	<b>607</b>	<b>218</b>	<b>243</b>	<b>137</b>		<b>60</b>
<b>Gross margin</b>	<b>74.1</b>	<b>74.2</b>	<b>76.2</b>	<b>72.3</b>	<b>71.1</b>		<b>80.7</b>

<b>Churn</b> %	<b>Q1</b>		<b>Jan-Dec</b>
	<b>2026</b>	<b>2025</b>	<b>2025</b>
Active customer base at beginning of period, thousands	756	703	703
Departing customers, thousands	23	20	84
<b>Churn rate, %</b>	<b>3.04</b>	<b>2.84</b>	<b>11.94</b>

<b>Churn, excl. Denmark</b> %	<b>Q1</b>		<b>Jan-Dec</b>
	<b>2026</b>	<b>2025</b>	<b>2025</b>
Active customer base at beginning of period, thousands	653	597	597
Departing customers, thousands	17	16	66
<b>Churn rate, %</b>	<b>2.64</b>	<b>2.67</b>	<b>11.00</b>

<b>Net debt</b> <b>MSEK</b>	<b>Q1</b>		<b>31 Dec</b>
	<b>2026</b>	<b>2025</b>	<b>2025</b>
Loans from financial institutions	2,728	2,672	2,718
+ Lease liabilities	867	799	796
+ Bank guarantees	5	6	5
- Cash and cash equivalents	-736	-533	-600
+ Pledged cash and cash equivalents <sup>1</sup>	0	-	56
<b>Net debt</b>	<b>2,864</b>	<b>2,944</b>	<b>2,975</b>

<sup>1</sup>As of the balance sheet date, cash and cash equivalents linked to holding accounts with financial institutions for the repurchase of shares as collateral for the ongoing share buy-back program were pledged and were therefore added back in the calculation of net debt.

<b>Investments</b> <b>MSEK</b>	<b>Q1</b>		<b>Jan-Dec</b>
	<b>2026</b>	<b>2025</b>	<b>2025</b>
Maintenance investments	59	67	209
Expansion investments	16	21	95
Strategic investments	6	5	21
<b>Investments, excluding acquisitions but including leasing</b>	<b>82</b>	<b>94</b>	<b>325</b>
Leasing of tangible non-current assets, not affecting cash flow	-4	-3	-8
<b>Total investments, intangible and tangible non-current assets</b>	<b>78</b>	<b>91</b>	<b>317</b>
Other investment activities, financial non-current assets including acquisitions	0	0	1
<b>Total investments, affecting cash flow</b>	<b>78</b>	<b>91</b>	<b>318</b>

# Definitions

## Financial definitions

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<b>Return on equity<sup>1</sup></b>	Profit/loss for the period as a percentage of average equity. Average equity is calculated as total equity for the five most recent quarters divided by five.
<b>Gross margin<sup>1</sup></b>	Net sales less the cost of goods for resale as a percentage of net sales.
<b>Gross profit<sup>1</sup></b>	Total revenue less the cost of goods for resale.
<b>EBIT margin<sup>1</sup></b>	EBIT as a percentage of total revenue.
<b>EBITA<sup>1</sup></b>	EBIT after depreciation of tangible non-current assets, including right-of-use assets, but before amortisation of intangible non-current assets.
<b>Adjusted EBITA<sup>1</sup></b>	EBITA adjusted for items affecting comparability.
<b>EBITA margin<sup>1</sup></b>	EBITA as a percentage of total revenue.
<b>EBITDA<sup>1</sup></b>	EBIT before depreciation of tangible non-current assets, including right-of-use assets, and amortisation of intangible non-current assets.
<b>Adjusted EBITDA<sup>1</sup></b>	EBITDA adjusted for items affecting comparability.
<b>EBITDA margin<sup>1</sup></b>	EBITDA as a percentage of total revenue.
<b>Equity per share<sup>1</sup></b>	Equity in relation to the number of shares at the end of the period.
<b>Investments/net sales<sup>1</sup></b>	Investments, excluding acquisitions, as a percentage of the Group's net sales. Investments include leases for tangible non-current assets, such as cars and optical equipment.
<b>Net debt<sup>1</sup></b>	Loans from financial institutions plus lease liabilities plus bank guarantees less capitalised borrowing costs less cash and cash equivalents plus any pledged cash and cash equivalents.
<b>Items affecting comparability<sup>1</sup></b>	In order to improve comparability and clarify the development of the underlying operations between years, different performance measures are presented excluding items affecting comparability. Items affecting comparability refer to major items that impact comparability insofar as they do not recur with the same regularity as other items. These items include, for example, restructuring costs due to a major change in the operations, transaction costs and related costs in conjunction with acquisitions, divestments or changes in ownership, and impairment of non-current assets. In addition, owner-related expenses that would not exist in a new ownership structure have been recognised as items affecting comparability since 2014. Costs related to restructuring or changes to the operations may pertain to a period of several years, provided they are included in a clearly defined project with a start and end date.
<b>Like-for-like growth<sup>1</sup></b>	Growth in net sales adjusted for, in the Group, the sales of recently opened stores in the current year for the months in which these stores were not open in the preceding year and for currency, franchise stores and acquisitions.
<b>Cash and cash equivalents</b>	Cash and cash equivalents includes cash, cash equivalents and bank deposits.
<b>Organic growth<sup>1</sup></b>	Organic growth in directly owned stores: Growth in net sales adjusted for the net effect of acquisitions, currency and franchise stores and items affecting comparability that impact net sales.
<b>Earnings per share</b>	Profit/loss for the period in relation to the average number of shares. The average number of shares is calculated as the number of shares at the end of the period multiplied by the number of days this number existed during the period plus any other number of shares during the period multiplied by the number of days this number existed during the period. The total is then divided by the number of days during the period.
<b>Equity/assets ratio<sup>1</sup></b>	Equity as a percentage of total assets.

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<sup>1</sup> Alternative performance measures.

## Company-specific glossary and definitions

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<b>Accumulated number of Lifestyle subscriptions ordered</b>	Accumulated number of Lifestyle subscriptions ordered since the Lifestyle offering started. This is a gross measure and does not include the effect of terminated subscriptions, but pertains to unique customers, meaning that individuals who have terminated their subscriptions and later ordered again are not counted twice.
<b>Ai</b>	Ai complements Synsam's current customer offering by clearly addressing a younger target group with high demands in terms of flexibility, availability and choice.
<b>Active customer base</b>	The number of Lifestyle subscription customers including Lifestyle subscription customers in franchise stores, excluding cancelled orders and customers who terminated their orders within 30 days, or 40 days in Sweden (right of withdrawal).
<b>Frames</b>	Frames for spectacles and sunglasses.
<b>Synsam EyeView</b>	Software and hardware, in combination with changes to processes and ways of working, for carrying out eye examinations, which increase optician capacity and improve customer accessibility.
<b>Facing fee</b>	Facing fee refers to payments from certain suppliers for the products included in Synsam Group's central range, which are displayed on store shelves.
<b>Flagship Stores</b>	Flagship Stores are Synsam's largest stores. They are centrally and attractively located in so-called AAA locations in major cities. They have a floor space of at least 400 square metres, offer approximately 3,000–5,000 different products and are fully equipped, modern eye health centres. Flagship Stores offer a range of more exclusive products that cannot be found in other Synsam stores. Customers have access to a complete optical retail and eye health range.
<b>Franchise stores</b>	Stores that are not directly owned but operate under the Group's brands/store concepts.
<b>Glass</b>	The glass used for spectacles or sunglasses, with or without corrective properties.
<b>House Brands</b>	Brands designed in house.
<b>Investments<sup>1</sup></b>	Investments, excluding acquisitions, are divided into maintenance investments, strategic investments and expansion investments, with maintenance investments pertaining to the maintenance of operating activities, and also include investments related to moving stores. Strategic investments pertain to investments related to strategic initiatives, including but not limited to the refurbishment of the majority of stores to reflect Synsam's new concept and investments in new IT systems to support the strategic plan. Expansion investments pertain to investments related to the establishment of new stores, referred to as greenfields.
<b>Lifestyle Cash</b>	Synsam Lifestyle subscriptions in Denmark that are sold without partial payments. Revenue from Lifestyle Cash is recognised as a normal sale of goods.
<b>Contact lens subscriptions</b>	A contact lens subscription is a contract involving recurring purchases with the right to terminate the contract at the latest one week before the next delivery.
<b>Contact lenses</b>	Contact lenses that are placed directly on the eye.
<b>LTIP</b>	Long-term incentive programme that allows members of Group management and other select key individuals to participate in shareholding in Synsam.
<b>Market share</b>	Share of the optical retail market, based on external market information in Sweden and management's assessment in other countries.
<b>Net sales, Cash</b>	Cash sales comprises net sales from the categories of in-store sales, contact lens subscriptions and online sales, meaning all net sales aside from Synsam Lifestyle spectacles subscriptions.
<b>Online sales</b>	Sales to end customers that are carried out entirely online where delivery takes place directly to end customers. However, online sales of contact lens subscriptions are categorised as contact lens subscriptions, i.e. not as online sales.
<b>Synsam Lifestyle quarterly churn rate<sup>1</sup></b>	The number of customers in Synsam Group who terminated their Lifestyle subscriptions during the quarter divided by the active customer base in Synsam Group at the beginning of the quarter.
<b>Synsam Lifestyle annual churn rate<sup>1</sup></b>	The number of customers in Synsam Group who terminated their Lifestyle subscriptions during the year divided by the active customer base in Synsam Group at the beginning of the year.

<b>Synsam Hearing</b>	Synsam Hearing includes hearing exams and the opportunity to try out hearing aids in selected stores.
<b>Synsam Lifestyle</b>	Spectacles subscription and related services, including both Synsam Lifestyle and Profil Optik Lifestyle.
<b>Synsam Megastores</b>	Synsam Megastores are one step down from Flagship Stores in terms of size but are larger than regular stores. Megastores are situated in highly attractive areas for optical retail stores in the local market, known as AA locations. Megastores have a broader range, approximately 2,700 different products compared with regular stores that have about 1,000 different products, and extra rooms for eye examinations.
<b>Synsam Outlet</b>	Synsam Outlet stores offer a smaller, simpler business concept. The stores are part of Synsam's sustainability agenda and primarily offer second-hand and recycled spectacles from Synsam's Lifestyle subscriptions and recycling boxes.
<b>Eye examinations</b>	Examination of the customer's eyesight to identify potential visual defects, changes in visual defects or eye diseases.
<b>Total number of eye examinations</b>	Total number of eye examinations that can be performed by opticians.

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<sup>1</sup> Alternative performance measures.



# Synsam Group's House Brands

<p><b>D. ARNESEN</b></p> 	<p><b>Ai</b></p> 	<p>PETER FORSBERG</p> 
<p><b>* RIGEL</b></p> 	<p><b>ONE:1</b></p> 	<p>JÄMTÖ MADE IN SWEDEN</p> 
<p>ISA NORD MADE IN SWEDEN</p> 	<p> <b>SYNSAM SPORTS</b></p> 	<p>FELLEPINI</p> 
<p>OSCAR EIDE</p> 	<p>PETER FORSBERG MADE IN SWEDEN</p> 	<p>OSCAR EIDE MADE IN SWEDEN</p> 
<p>ALICIA LIND MADE IN SWEDEN</p> 	<p>ISAK V MADE IN SWEDEN</p> 	<p>ERLING HAALAND EYEWEAR COLLECTION MADE IN SWEDEN</p> 

## WEB BROADCAST

Synsam will present the interim report through a web broadcast at 7:30 a.m. (CEST) on 8 May at [www.synsamgroup.com](http://www.synsamgroup.com).



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## FINANCIAL CALENDAR

Information	Period	Datum
Interim report	January – June 2026	21 August 2026
Interim report	January – September 2026	12 November 2026
Year-end report	January – December 2026	18 February 2027



## SYNSAM GROUP IN BRIEF

Synsam is a leading and profitable lifestyle company in optical retail and eye health in the Nordics. The Group conducts its operations in local stores in Sweden, Denmark, Norway and Finland as well as online/omnichannel in each of these countries. Stores are operated both as directly owned stores and by franchisees, which also exist in the Faroe Islands. The stores in Sweden, Norway and Finland are operated under the Synsam brand and under the Profil Optik brand in Denmark, except Synsam Outlets which are always operated under the Synsam brand. Synsam has a unique offering of eye examinations, spectacles, sunglasses, sports spectacles, smart glasses, contact lenses and accessories in optical retail as well as spectacles subscriptions and related services under the name Synsam Lifestyle. Synsam offers a mix of well-known external brands as well as House Brands.

## VISION

We are the leading and most sustainable lifestyle company in optical retail and eye health.

## BUSINESS CONCEPT

We are a customer-driven and sustainable lifestyle company that offers affordable eyewear, fashion and eye health solutions for the whole family through unique and innovative concepts for all moments of life.



This information is such that Synsam AB (publ) is obligated to disclose in accordance with the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 7:30 a.m. (CEST) on 8 May 2026.

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