



Results presentation Q2 2023



The background image shows an optical store interior. Shelves are filled with various styles of eyeglasses. Promotional signs are visible, including "OUTLET COLLECTION" with a large percentage symbol, "VÄLJ GLAS", and price tags like "300kr", "100kr", "400kr", and "1600kr". A sign on the right says "UPPTILL".

Synsam Group Q2 2023 in summary

Q2 in summary

- **Record earnings and sales** for a single quarter
- **Increased profitability** in all countries
- **Achieved Synsam's financial targets**
- **Synsam Lifestyle** is a winner on the market and **lowest churn** since 2020
- **Increased market shares**
- **Higher efficiency** in our stores
- **The cost and restructuring program 1.0** has had impact

Q2 Overview

- Net sales amounted to **1,566 MSEK** (1,399), an increase of **12.0%**
- Gross margin amounted to **74.0%** (73.7)
- Organic growth during Q2 was **10.2%** and growth like-for-like was **7.0%**
- EBITDA amounted to **401 MSEK** (347), an increase of **15.5%**
- EBITDA margin for the quarter amounted to **25.3%** (24.5)
- Earnings per share, before and after dilution, totalled **0.94 SEK** (0.65) in Q2



Q2
Net Sales
MSEK **1,566**



Q2
Gross margin **74.0%**



Q2
Organic growth **+10.2%**



Q2
EBITDA
MSEK **401**



Q2
EBITDA margin **+25.3%**

Growth and increased profitability in all countries



1
SWEDEN

Organic growth Q2
+9.7%

Like for like Q2
+6.9%

EBITDA Q2
224 MSEK (202)



2
DENMARK

Organic growth Q2
+3.1%

Like for like Q2
+3.1%

EBITDA Q2
81 MSEK (78)



2
NORWAY

Organic growth Q2
+10.1%

Like for like Q2
+7.3%

EBITDA Q2
83 MSEK (79)

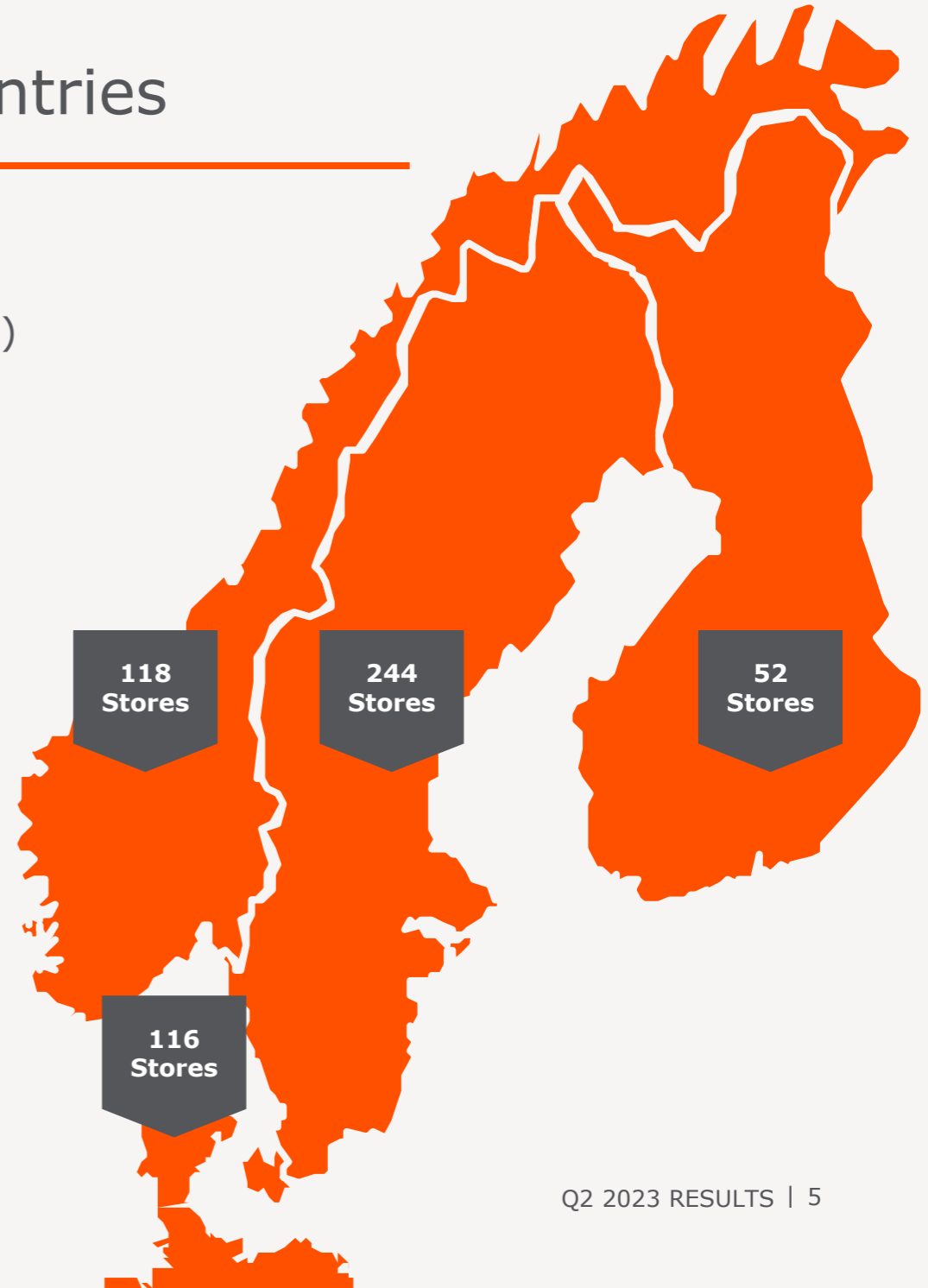


4
FINLAND

Organic growth Q2
+43.1%

Like for like Q2
+26.1%

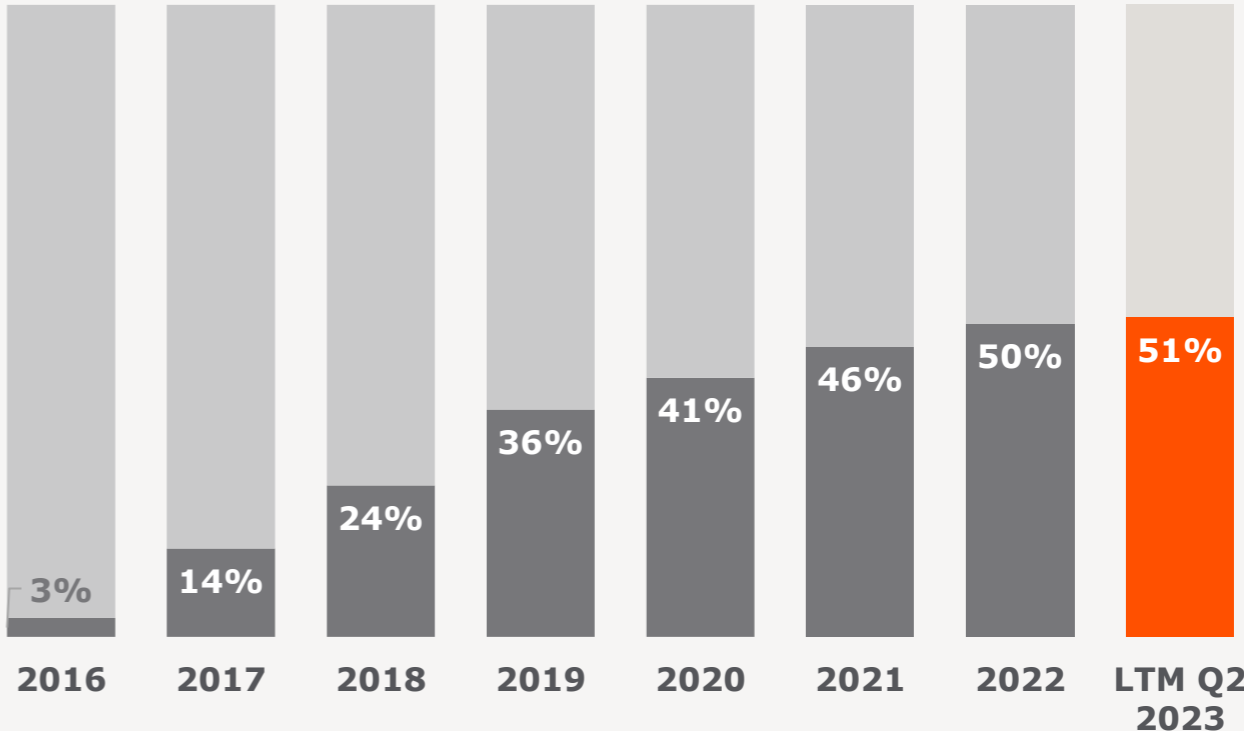
EBITDA Q2
22 MSEK (8)



Synsam Lifestyle a winner on the market

- Net sales for the Lifestyle subscription in Q2 2023 amounted to **760 MSEK** (666), an increase of 14%. All segments contributed to the development.
- **Lifestyle subscription increased within all segments during the quarter:**
 - Sweden 403 MSEK (359), +12%
 - Denmark 150 MSEK (125), +20%
 - Norway 130 MSEK (121), +7%
 - Finland 70 MSEK (43), +64%
- **The subscription is even more attractive and adds extra value for the customer in times of larger economic uncertainty, where consumers distributes their costs over time**

Lifestyle represents more than 50% of total Net Sales

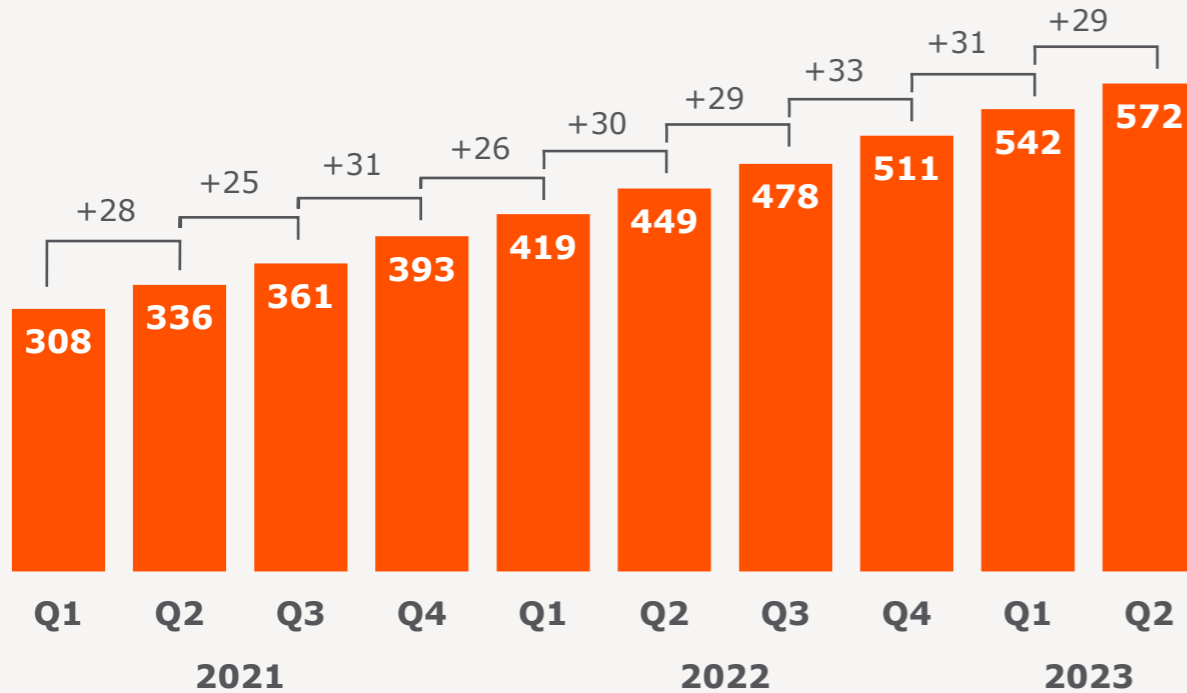


* LTM growth corresponds to growth compared to the previous year's LTM

The subscription business is steadily growing over time

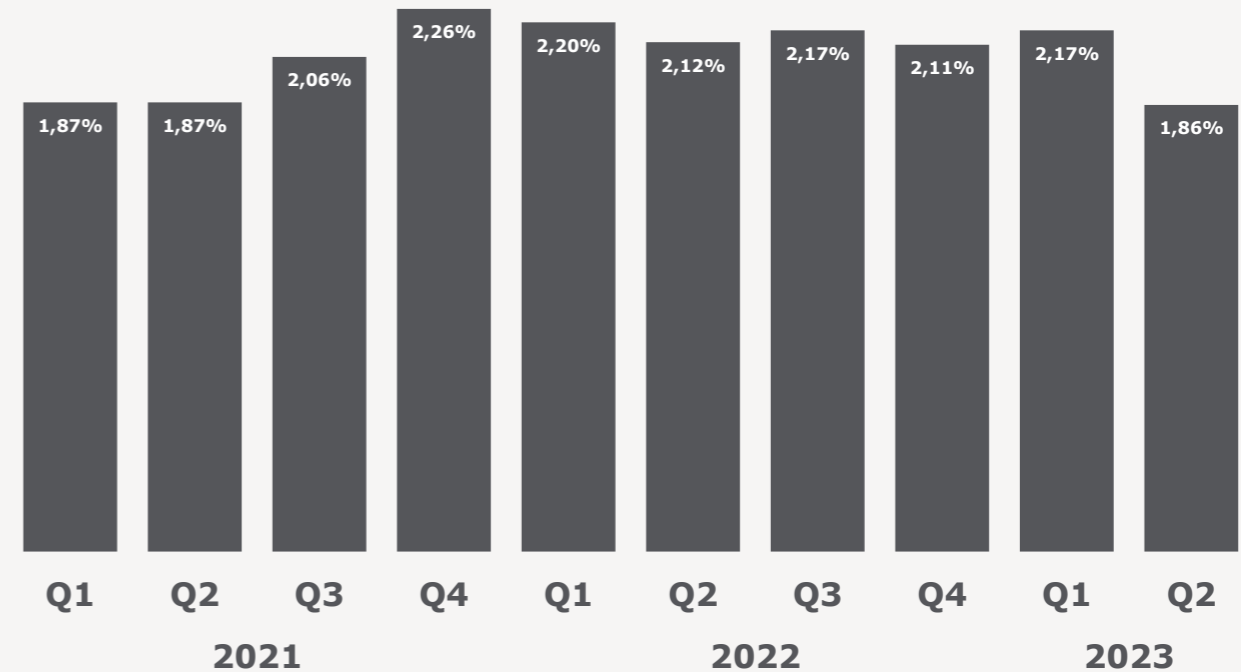
Active customer base Synsam Lifestyle (thousands), at the end of the period

- **The Subscriptions provide customers with options at various price levels and allow them to have control over their monthly expenses**



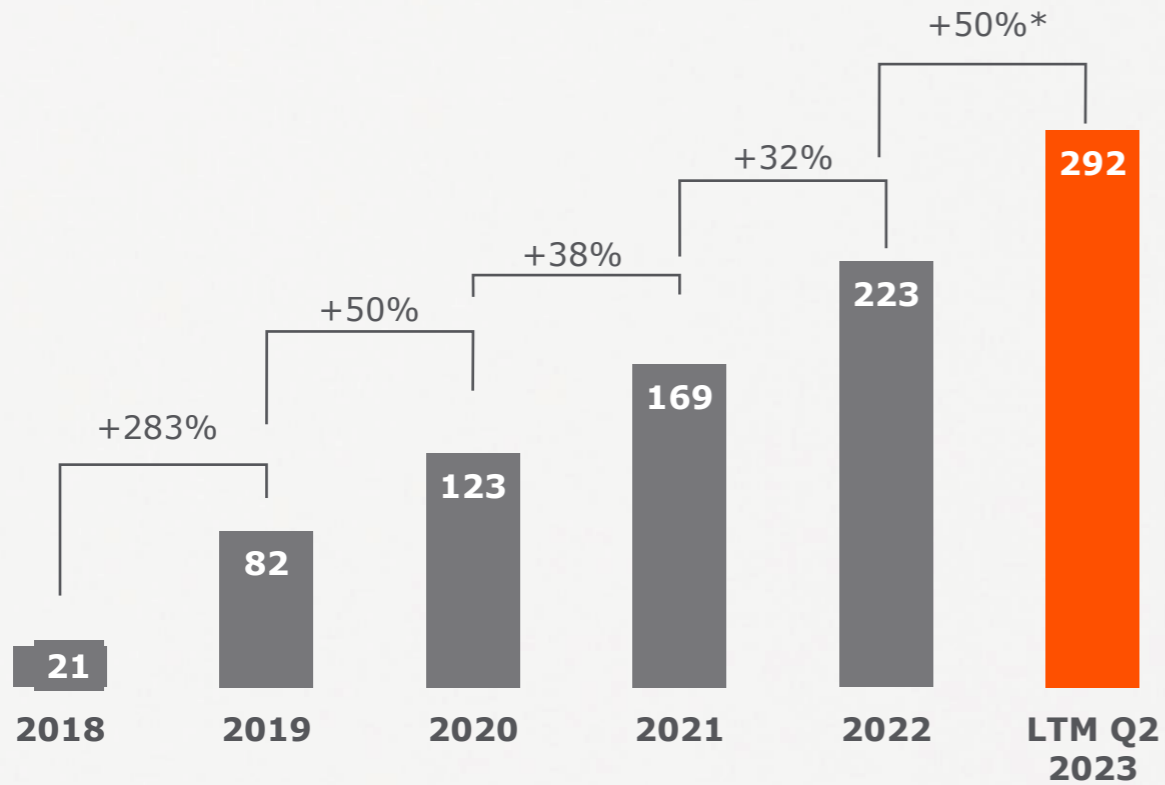
Synsam Group quarterly churn – Synsam Lifestyle is a measure of the proportion of customers who leave the spectacles subscription

- **Lowest churn since Q3 2020**













Synsam Contact Lens Subscription – increased growth

Fast growing Lens Subscriptions Sales (MSEK).
Slightly lower gross margin in comparison to Synsam in total.



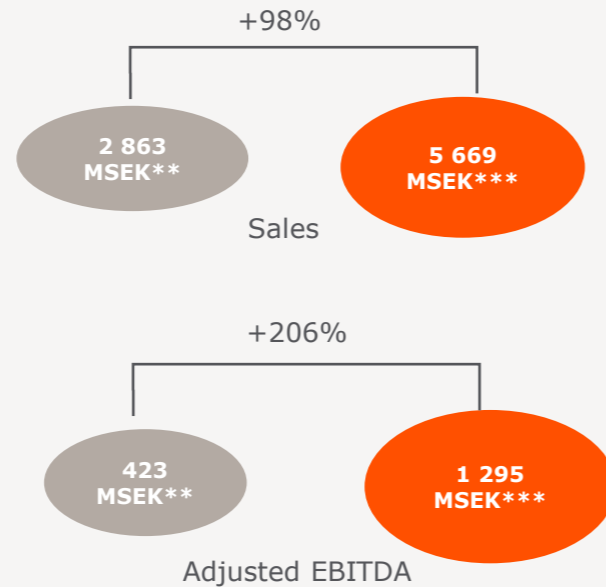
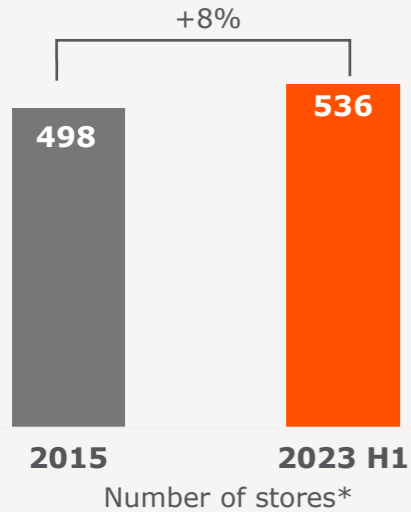
New stores quickly profitable

Rolling 12-months actuals – selected stores

				Last twelve months (MSEK)		
Store		Opening/Upgrade month	Sales	EBITDA*	Comment	
B I G C I T Y	Synsam Norrmalmstorg	 2019-03	60	21		
	Synsam Hötorget	 2021-12	30	7		
	Profil Optik Odense	 2021-04	17	4		
	Synsam Aleksis	 2021-08	20	4		
	Synsam Täby	 2021-04	42	18		
S M A L L C I T Y	Profil Optik Roskilde	 2022-12	8	2	7 months	
	Synsam Söderköping	 2023-03	1	0,2	4 months	
	Synsam Östersund	 2021-04	21	10		
	Synsam Tierp	 2020-12	11	4		
	Synsam Säffle	 2022-12	6	3	7 months	
	Synsam Kalix	 2022-12	3	0,4	7 months	
	Synsam Lycksele	 2022-12	3	1	7 months	
	Synsam Molde	 2023-02	3	1	5 months	

* EBITDA measured including the effect of the IFRS16 standard. Includes a degree of estimates.

Successful establishment strategy



*Incl Franchise **Sales and adjusted EBITDA is 2016, pre IFRS-16

***LTM Q2 2023

- Despite many newly established stores during the last years, the total number of stores is only a bit higher than 2015
- Clear and successful concepts with strong like-for-like growth and an efficient establishment process
- Increased focus on establishing new stores in smaller cities with even better conditions to reach profitability faster
- The goal of establishing an additional 90 new stores between 2024 and 2026 remains firm
- **Significant potential going forward within establishing new stores**



FINANCIAL DEVELOPMENT

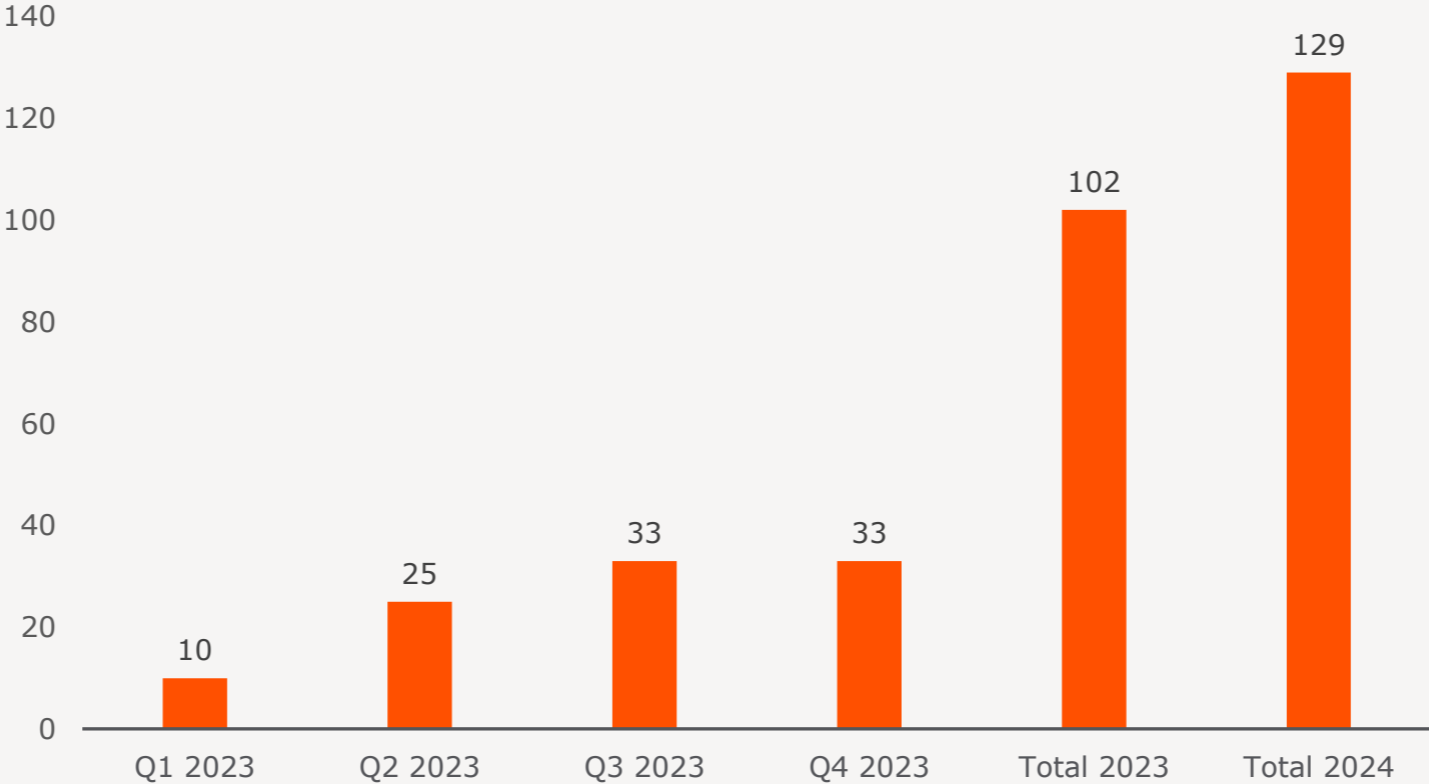
Q2 Financial Overview – EBITDA and EBITA percentage growth greater than net sales growth

MSEK	Q2		
	2023	2022	Δ%
Net sales	1,566	1,399	12.0
Organic growth, % ¹	10.2	13.7	
Gross Margin, % ¹	74.0	73.7	
Results (EBITDA) ¹	401	347	15.5
Adjusted EBITDA ¹	401	347	15.5
EBITDA margin, % ¹	25.3	24.5	
Adjusted EBITDA margin, % ¹	25.3	24.5	
Results (EBITA) ¹	257	224	14.7
Adjusted EBITA ¹	257	224	14.7
EBITA margin, % ¹	16.2	15.8	
Adjusted EBITA margin, % ¹	16.2	15.8	

- **Organic growth: 10.2%**
- **Like-for-like growth: 7.0%**
- The increase in the result is due to the increased revenue where Synsam's comprehensive offer contributed positively. The result has been affected by higher operating costs such as expansion of new stores during 2022. The result has been positively affected by the ongoing cost- and restructuring program.
- Despite the high inflation, Synsam group has shown a stable gross margin in the second quarter
- **EBITDA 401 MSEK and EBITDA margin 25.3%**

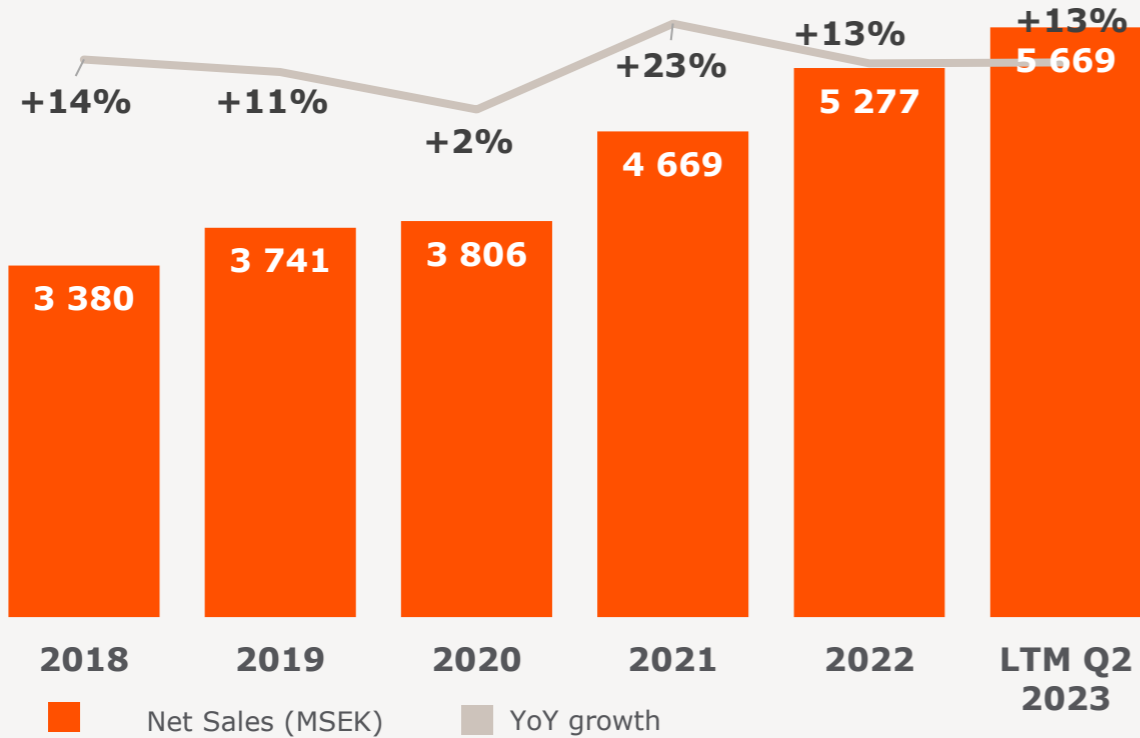
Cost and restructuring program 1.0 allocation per quarter

Reduced operating costs (MSEK)

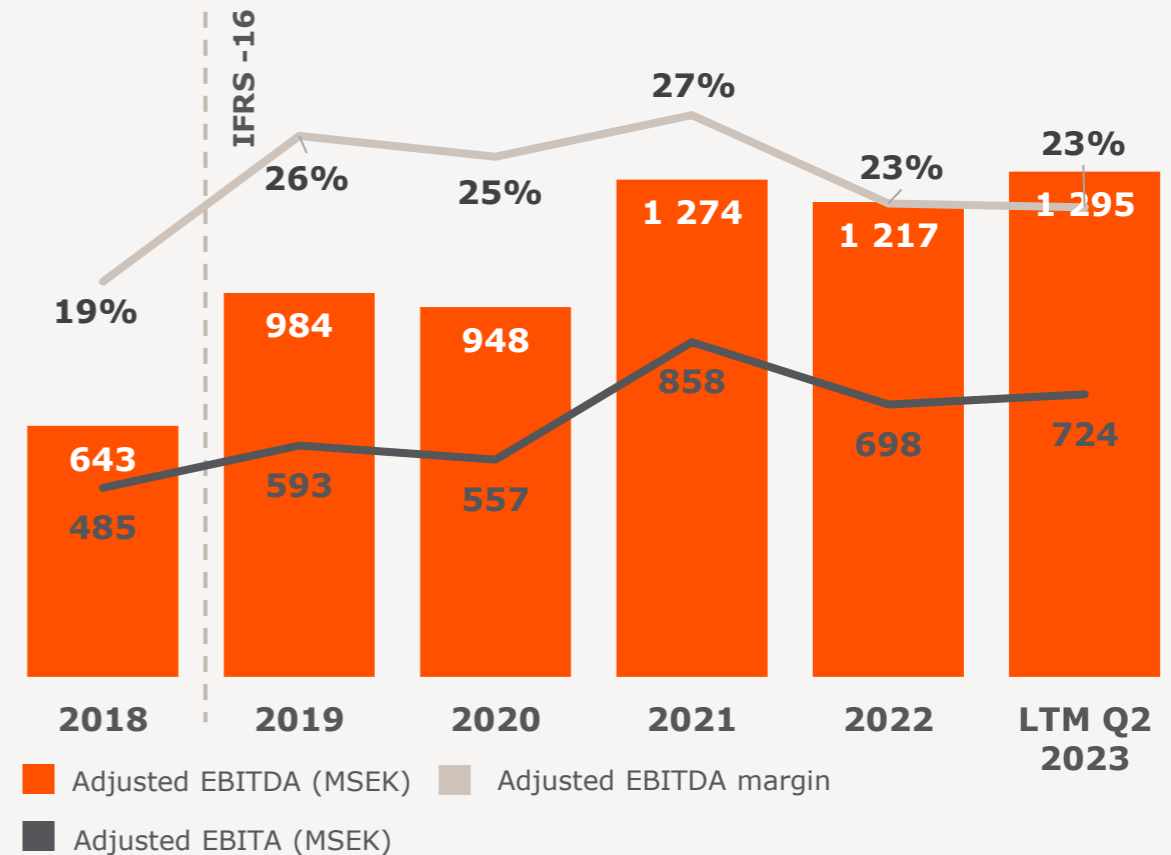


Long term financial development– strong trend

Net sales development



Adjusted EBITDA and EBITA development



* LTM growth corresponds to growth compared to the previous year's LTM

Cash Flow and Financial Position– strong cash flow

- Cash flow from operating activities amounted to **386 MSEK (345) for the second quarter**
- Cash flow from investing activities is affected by decreased investments during the second quarter, as a result of **reduced rate of establishments of new stores**, where focus has been upgrading and moving stores instead. The cash flow from investing activities has also been affected by a decreased rate of investments in the production area in Östersund, because of the large investments that were made in 2022.
- During the second quarter, Synsam has made a **dividend to shareholders of 253 MSEK (255)**.
- Net debt for Q2 2023 amounted to 2,985 MSEK (2,931) and by year-end 2022 to 2,969 MSEK. The net debt is affected by leases with associated lease liabilities, which increase when the number of store increases. Leasing debts has increased with 25 MSEK since Q2 2023.
- Net debt without regards to IFRS 16 amounted to 2,090 MSEK (2,059). Net debt without regards to IFRS 16, per 31st of December 2022, amounted to 2,073.

MSEK	Q2		jan-dec
	2023	2022	2022
Operating activities			
Profit/loss before tax	164	129	415
Adjustments for other non-cash items	-1	12	-34
Depreciation and amortisation	183	159	665
Income taxes paid	-26	-56	-153
Cash flow from operating activities before changes in working capital	319	244	893
Cash flow from changes in working capital:			
Change in inventory	-16	-16	-148
Change in operating receivables	146	104	20
Change in operating liabilities	-64	13	-75
<i>Increased (-) / Decreased (+) funds tied up in working capital</i>	<i>66</i>	<i>100</i>	<i>-203</i>
Cash flow from operating activities	386	345	690
Investments in intangible non-current assets	-8	-9	-30
Investments in tangible non-current assets	-44	-122	-352
Other investing activities	-15	-1	-3
Cash flow from investing activities	-67	-132	-385
Repurchase of own shares	0	0	-47
Amortisation of leasing debts	-93	-73	-328
Dividends	-253	-255	-255
Cash flow from financing activities	-346	-328	-631
CASH FLOW FOR THE PERIOD	-28	-115	-326
CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD	502	560	755
Exchange rate differences in cash and cash equivalents	5	-23	14
CASH AND CASH EQUIVALENTS AT END OF PERIOD	479	423	444



SUMMARY



Summary

- Record earnings and sales for a single quarter
- Increased profitability in all countries
- Strong cash flow
- Achieved Synsam's financial targets
- Synsam Lifestyle a winner on the market and lowest churn since 2020
- Higher efficiency in our stores
- Successful focus on lower price points and price guarantee
- Cost and restructuring program 1.0 has had impact
- We continue to gain market shares!



Q & A



SYNSAM GROUP