

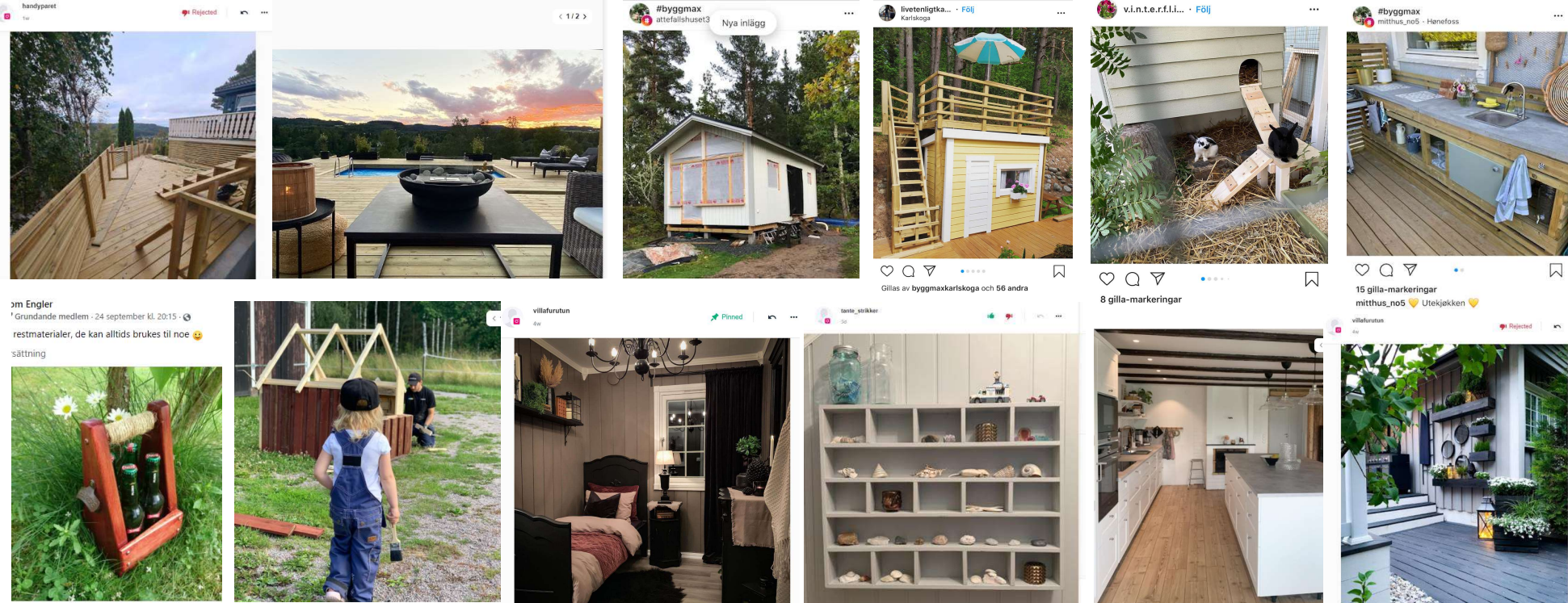


Aktiespararna

May 11, 2021

Mattias Ankarberg, CEO

EVERYBODY HAS THE RIGHT TO A FANTASTIC HOME



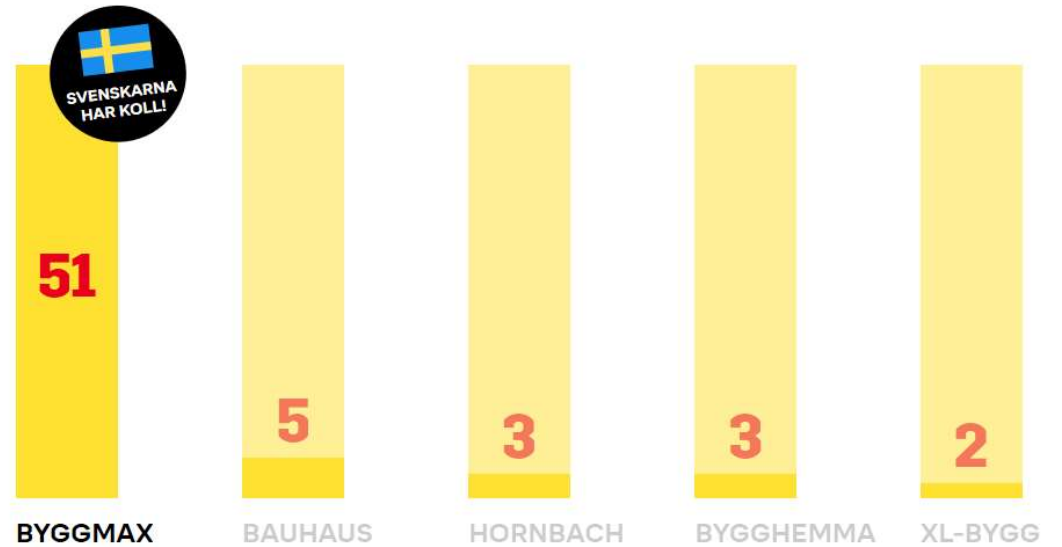
Best price * Right assortment * Quick & easy * We care

DISCOUNT KEEPS GROWING

Change in number of stores
Sweden



VILKEN BYGGHANDEL UPPLEVER DU HAR LÄGST PRIS?



BYGGMAX IN NUMBERS

7.0

BILLION SEK
SALES Q1 2021 RTM

175

BYGGMAX STORES
Q1 2021

No 1

PRICE PERCEPTION IN
DIY SE/NO/FI

+29%

SALES GROWTH 2020
+26% GROWTH Q1 2021

4

MARKETS AND
2 SEGMENTS

22%

GROUP E-COM SHARE OF
SALES Q1 2021 RTM

No 1

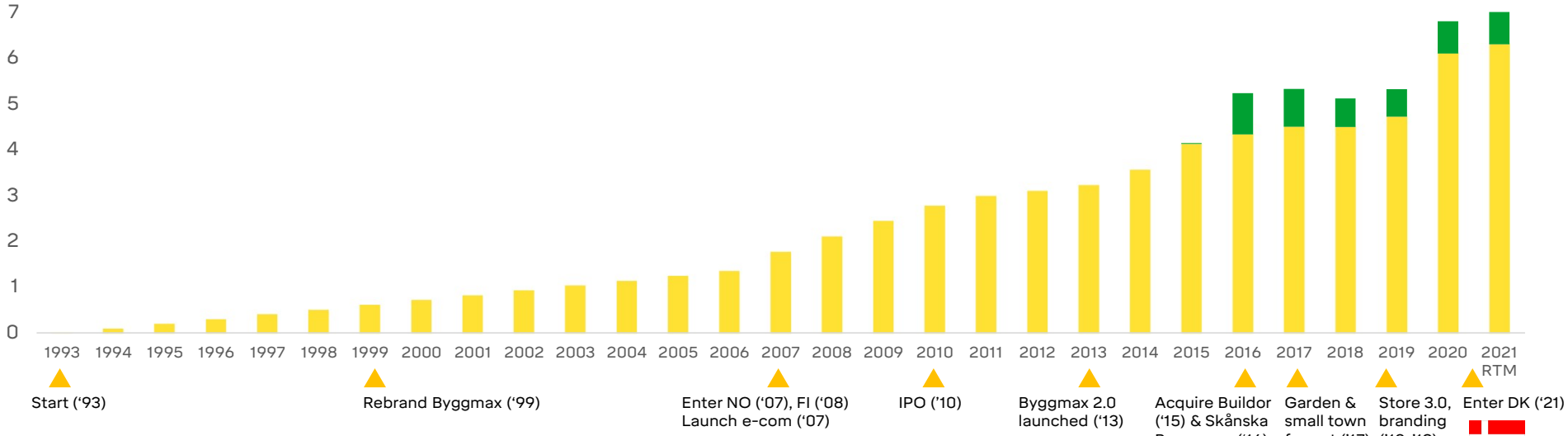
SUSTAINABLE BRAND
INDEX 2020

+50%

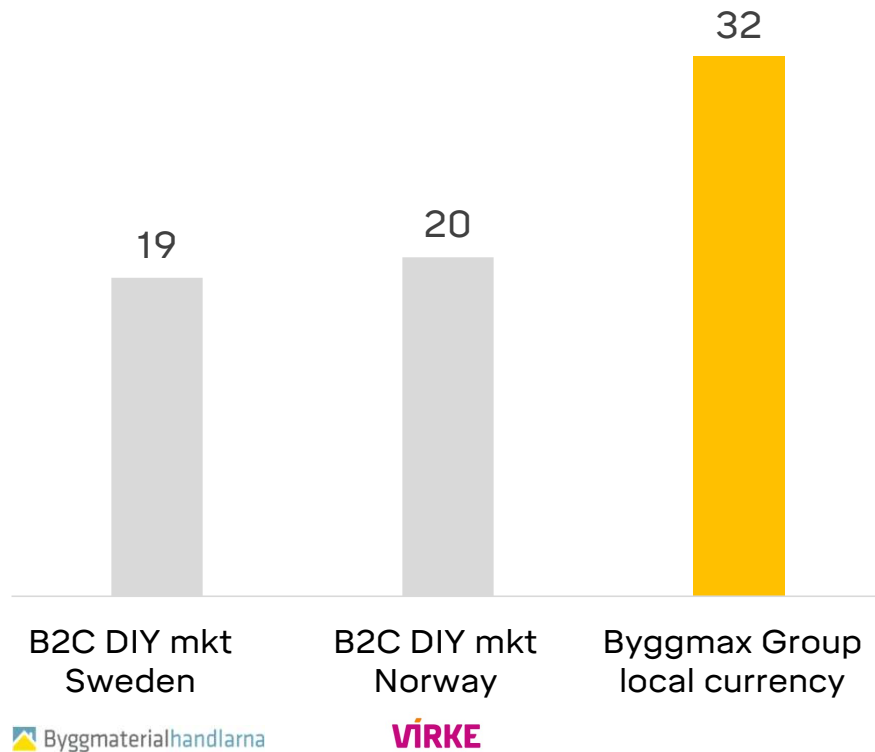
BYGGMAX E-COM GROWTH 2020
+90% GROWTH Q1 2021

SUCCESS STORY WITH NEW MOMENTUM

Sales, SEK bn



MARKET SHARE GAINS 2020



- Strong market boosted by “stay home” effect during covid-19 pandemic
- Recently published data on consumer DIY market in Sweden and Norway confirm Byggmax market share gain
- Byggmax Group reported sales +29%, currency effect -3%-p.
 - o Byggmax +29%
 - o Skånska B. +25%
- Share gains continued Q1 2021
 - o Byggmax Group reported sales +26%
 - o Market +8-10%

OWN INITIATIVES DRIVE SALES

Store upgrades



+6% per "Store 3.0"

e-com



+50% 2020

New stores



10 new stores 2020

Bygghuset towards "Modern discount for today's DIY-ers"
SEK 4-5bn sales potential remaining from existing initiatives

MORE RELEVANT FOR TODAY'S DIY-ERS

Garden +70%



Garden +70%
buildings



Paint +40%



Power tools +70%



Hand tools +40%



Lighting +50%



Storage +40%



Stone +50%



Electricity +40%



Online excl. +90%
flooring



E-COM BEST TOGETHER WITH STORES

dense infrastructure

175 multi-purpose stores in Q1 2021

fulfillment center

100% of heavy building materials shipped from store



pick-up point

3x collect@store growth 2020

showrooming

3x samples of online exclusive flooring

customer acquisition

+15% e-com sales when a new store opens

FAVORABLE MEGA TRENDS

Discount



Keeps growing

The home



More important post covid-19 pandemic

e-commerce



Keeps growing

PERFORMANCE VS. FINANCIAL TARGETS – Q1 2021

	Targets	Q1 2021	Comment
Sales RTM	SEK 10bn 2025	SEK 7.0bn	+26% Q1 2021
EBITA margin RTM	7-8%	10.9%	10.4% 2020
Net debt / EBITDA RTM EBITDA, ex. IFRS16	<2.5x	0.4x	2.6x Q1 2020
Dividend Share of net income	50%	35%	SEK 2.75 per share proposed by Board to AGM
CO2 From goods transports, per ton km vs. 2010	-70% 2030	-32%	FY 2020

IN ALL, BYGGMAX IN A GOOD SPOT

Attractive market with trends favoring Byggmax

- SEK 120bn Nordic DIY market
- Home more important post pandemic
- Mega retail trends favor Byggmax: discount & e-com

Market share winner with strong financials

- Price leader & lowest cost operator
- Modernizing our customer offer drives market share
- e-com momentum +50% 2020
- Strong profit leverage from increased sales

Journey to SEK 10bn 2025 builds on proven initiatives

- Existing initiatives SEK 4-5bn remaining potential
- Strong balance sheet and cash generation to fund both organic growth and dividends



Q&A



BYGGMAX®