

**BYGGMAX<sup>®</sup>**

**CONFERENCE CALL**

**Q2 REPORT 2026**

July 10, 2026



Karl Sandlund, CEO



Helena Nathhorst, CFO

**Q2**

# Q2 2026: IMPROVED PROFITABILITY IN THE SECOND QUARTER

## Key highlights

- Well-executed transition into high season
- Improved profitability, EBITA margin +12.0% (+10.8%)
- Very strong financial position
- Sharpening the commercial engine

	Q2 2026	Q2 2025
Net sales (SEK M)	2,263	2,199
Sales growth (%)	+2.9%	+5.6%
EBIT (SEK M)	267	223
EPS (SEK)	3.42	2.75
Net debt (SEK M)	186	372

# AFFORDABLE HOME IMPROVEMENT. **MADE EASY.**

Attractive position on valuable market, 211 stores across the Nordics

## Right assortment & availability

- Curated range for customer needs
- Products in stock, ready to load



## Quick & efficient shopping

- Easy in-store experience
- Efficient e-commerce



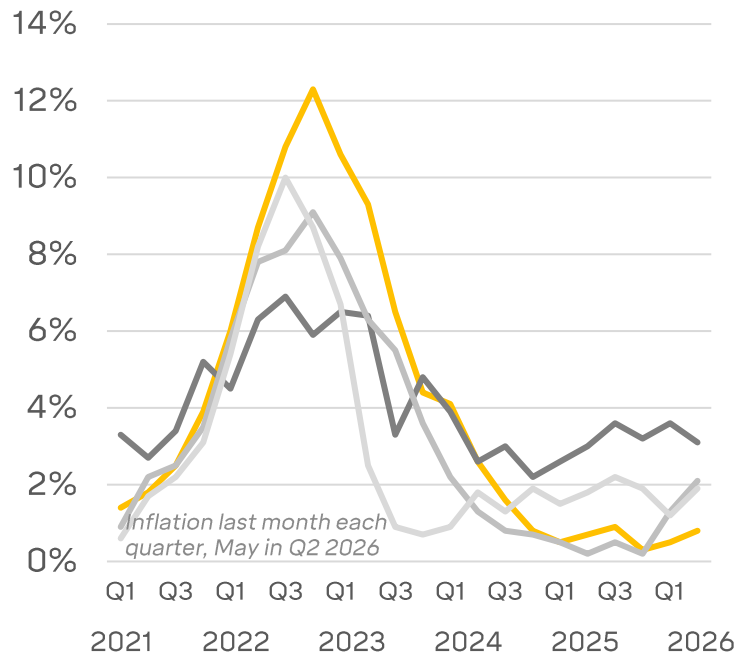
## Low price

- Operational excellence
- Efficient sourcing & logistics

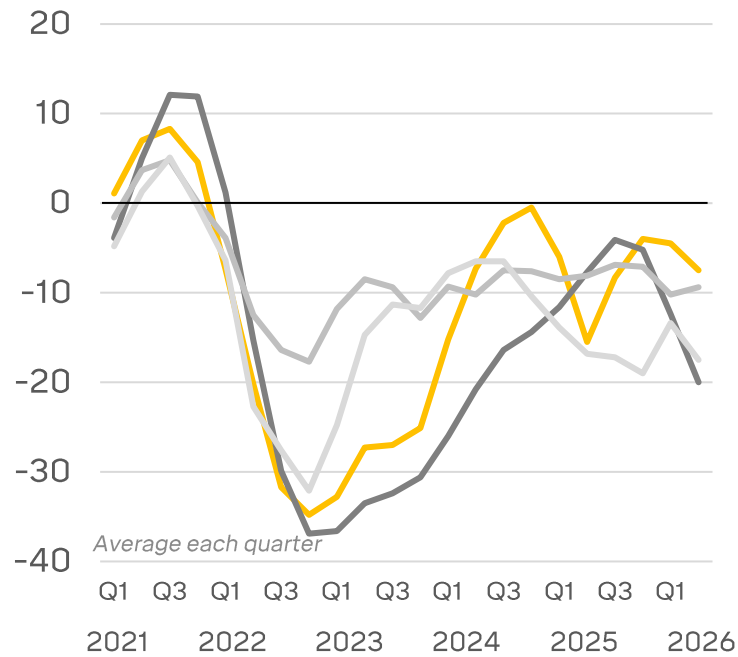


# KEY MACRO INDICATORS

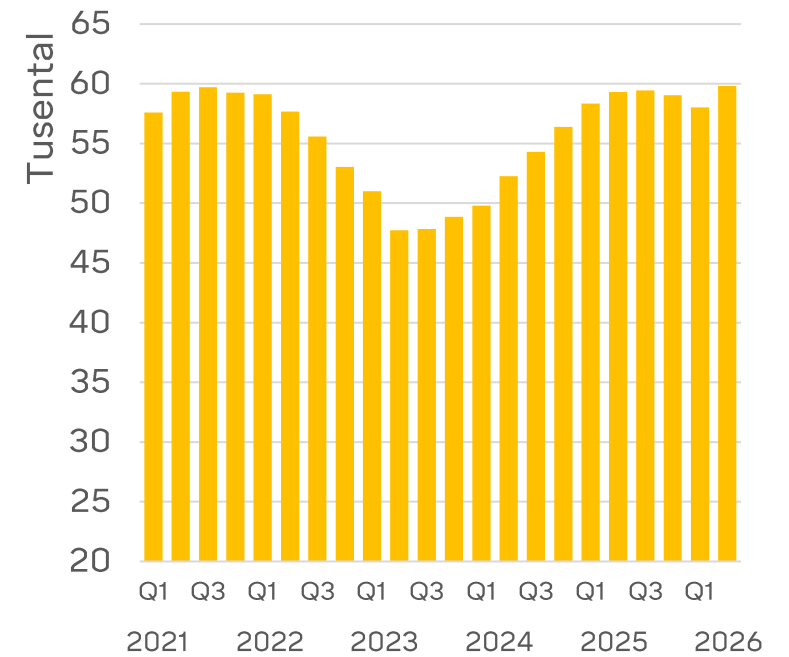
**Inflation rates (%)**



**Consumer confidence (Index)**



**House transactions (R12, Sweden)**

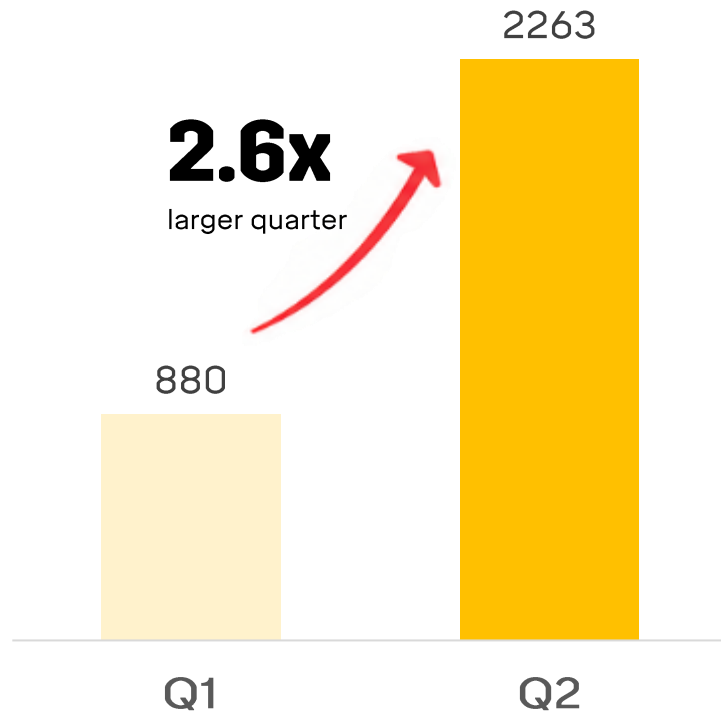


■ Sweden
 ■ Norway
 ■ Finland
 ■ Denmark

Source: Trading Economics, Svensk Mäklarstatistik

# OPERATIONAL PRECISION FOR PEAK SEASON

Q2 is more than twice the size of Q1  
Net sales, SEK millions



Operational readiness needed to meet customer demand



## Teams reinforced

Staffing strengthened across stores for the busiest period.



## Availability secured

Strong product availability across key ranges to meet customer demand.



## Supply under control

Well-functioning goods flow across entire chain, from supplier to customer.

# STRENGTHENING THE COMMERCIAL ENGINE

Brand awareness

**93%**

Sweden

NPS in stores

**58**

Q2 2026

Customer & growth

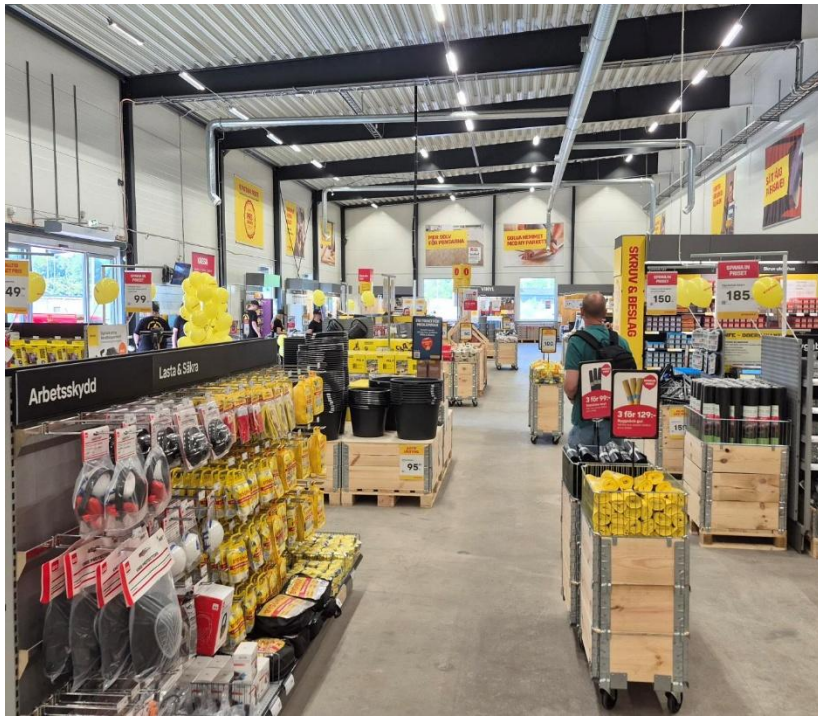
- Customer program launched
- Data-driven marketing steering is in place
- Customer insights and CRM improvements underway

Commercial activation

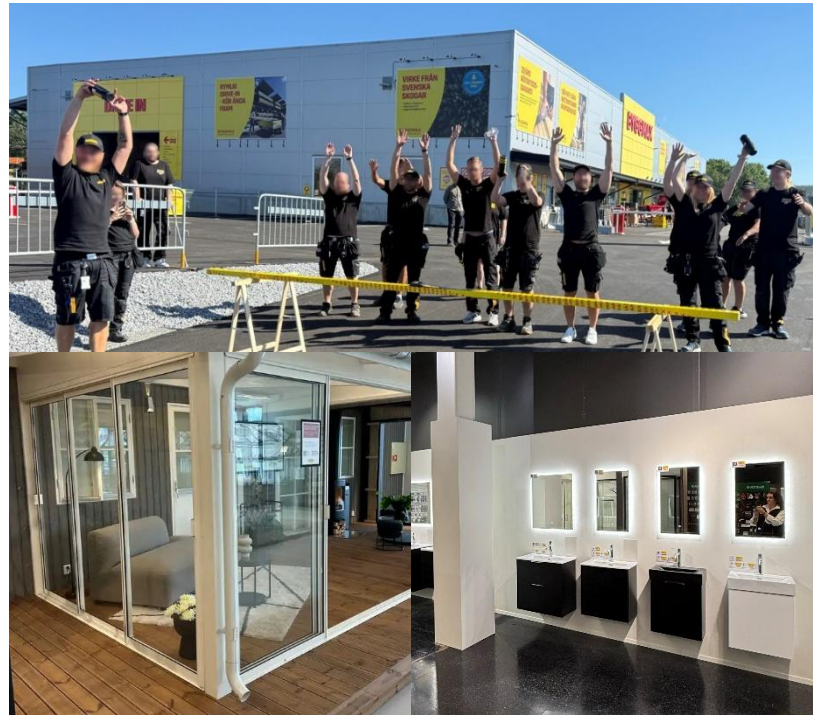
- Seasonal planograms and well-stocked sales areas
- Sharper in-store sales focus
- Deeper category strategies

# ENHANCING OUR SALES CHANNELS

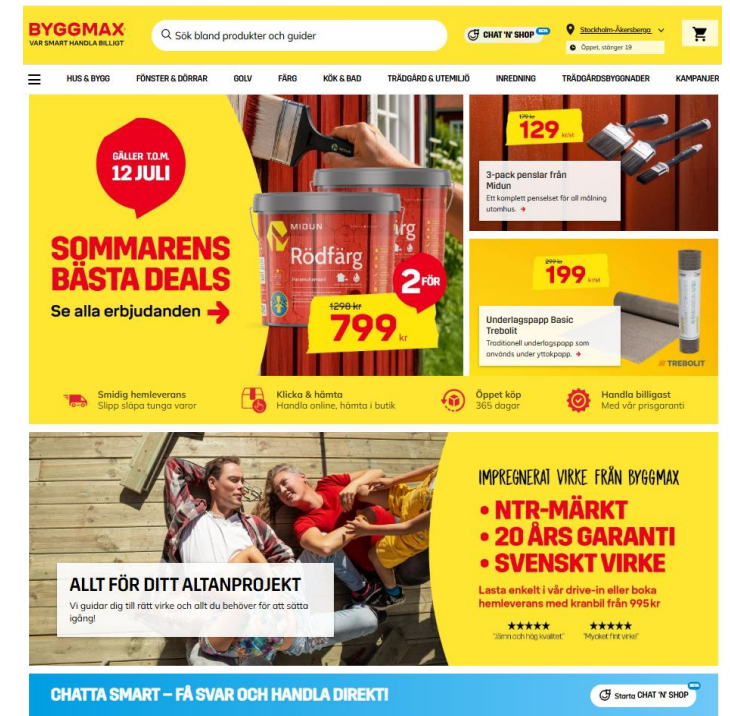
## Higher store baseline



## New & relocated stores



## Sharper e-com offer



# AI STRENGTHENING EFFICIENCY & CUSTOMER EXPERIENCE

## AI customer service

- Fast responses
- 24/7 availability

hur många meter trall behöver jag till en uteplats på 30 kv?  
För 30 m<sup>2</sup> uteplats beror "hur många meter trall" på vilken bredd trallbrädan har (och om du räknar med spill). Men jag kan ge dig en bra tumregel direkt.

**Snabb tumregel (vanlig trall)**  
Om du använder trall med tjockledd ca 120 mm (t.ex. 28x120):

- Löpmeter per m<sup>2</sup> = 1 / 0,12 = **8,33 löpmeter/m<sup>2</sup>**
- För 30 m<sup>2</sup>: 30 × 8,33 = **250 löpmeter**
- Lägg på spill/kap (rekommenderat 5–10%):
  - ca 263–275 löpmeter

**Om du har annan bredd**

- 145 mm tjockledd (t.ex. 28x145):  
30 × (1/0,145) = **207 löpmeter** → med spill ca 217–228 löpmeter

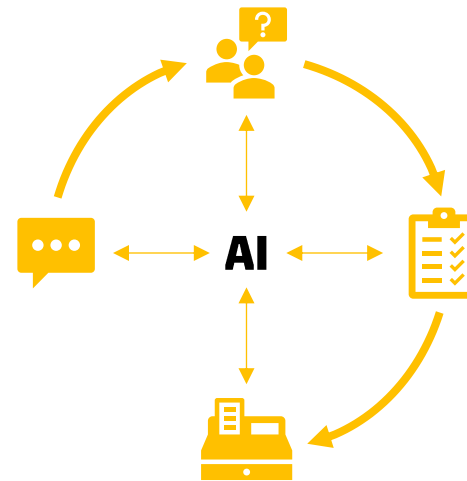
**Jag kan räkna exakt åt dig**  
Säg bara:

1. Vilken trall tänker du använda (t.ex. 28x120 eller 28x145) och gärna längd du vill köpa (t.ex. 4,2 m), och
2. Ska brädorna ligga längs längsidan eller kortsidan på uteplatsen (om du vet måtten)?

Observera: Detta är en AI-genererad konversation. Vi gör vårt bästa för att ge korrekt och uppdaterad information, men vi kan tyvärr inte garantera att det inte förekommer fel.

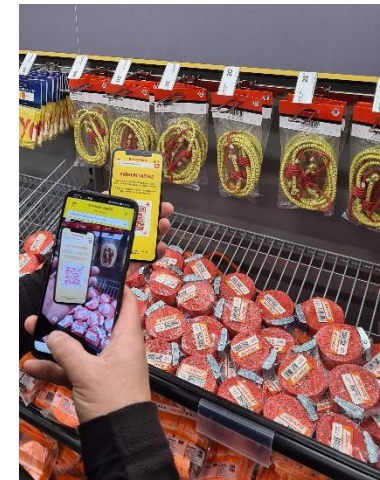
## AI-driven sales

- Phone, chat & e-mail
- End-to-end automated flow



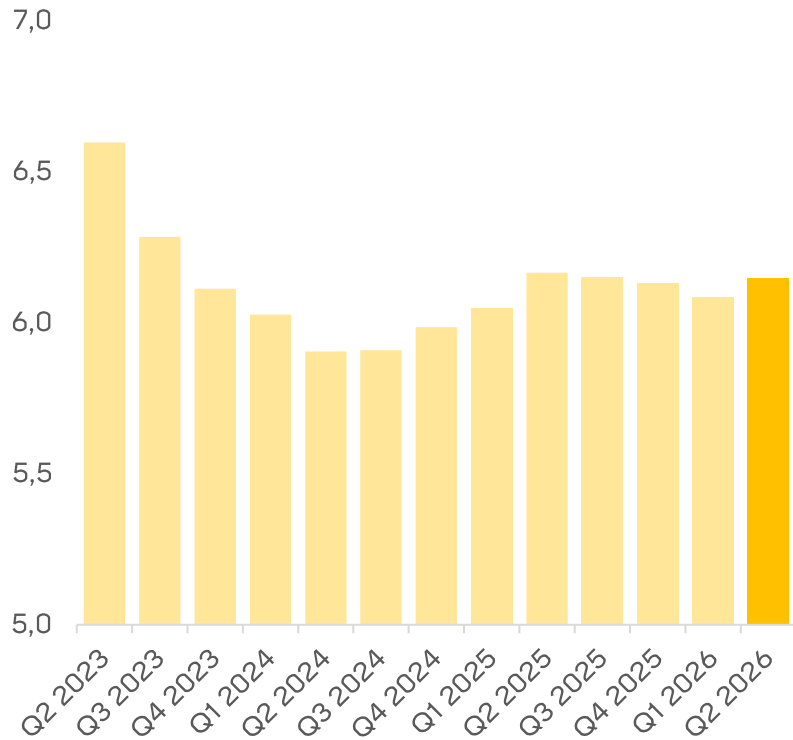
## AI store assistant

- Instant answers & guidance
- More consistent experience

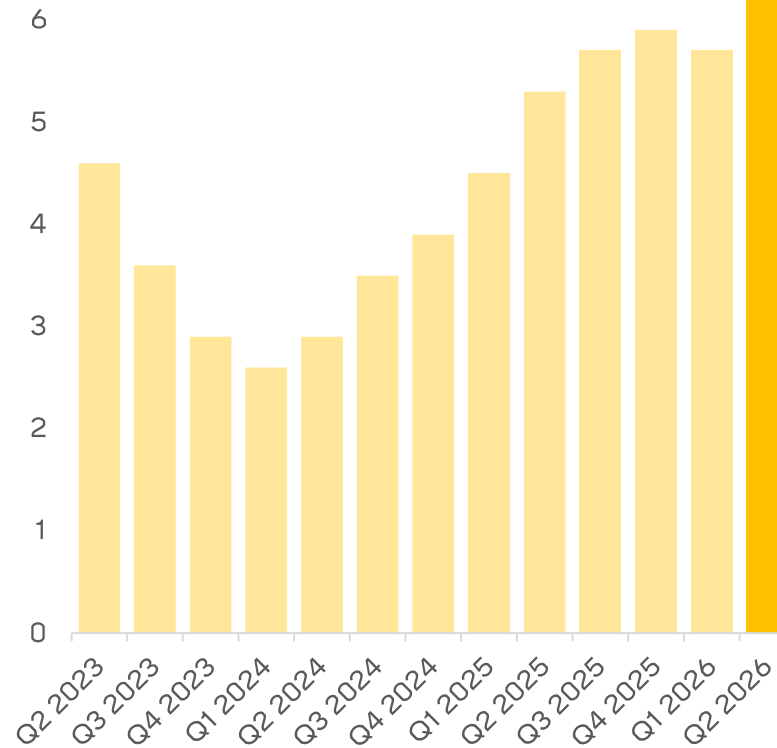


# POSITIVE EARNINGS TREND DESPITE SOFT DEMAND

R12 Sales  
SEK billion



R12 EBITA-margin  
Percent

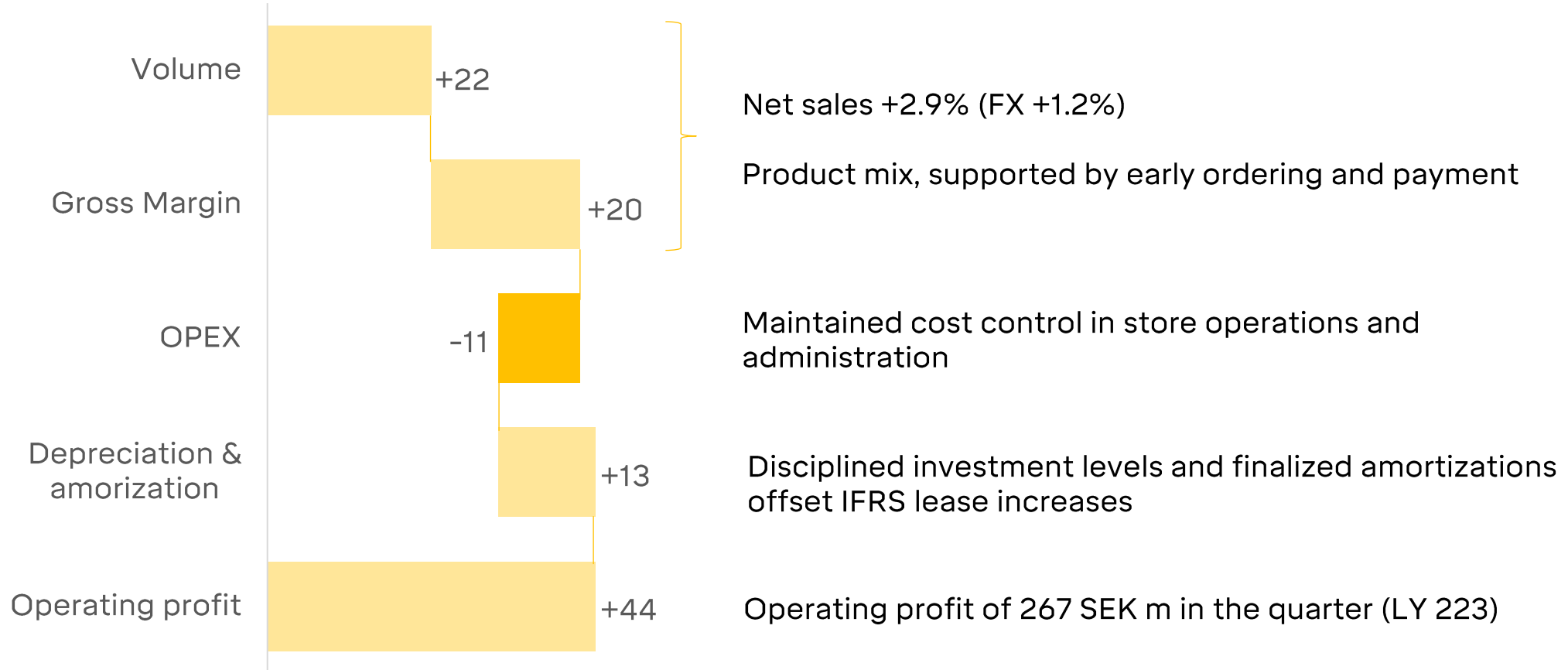


Strong gross margin

Maintained cost control

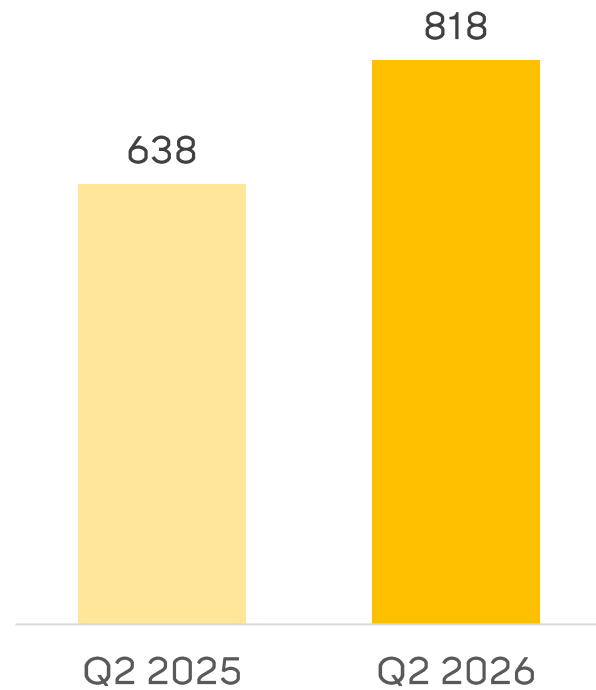
# IMPROVEMENT DRIVEN BY GROSS PROFIT AND COST CONTROL

Operating profit Q2 2025 vs Q2 2026, SEK millions

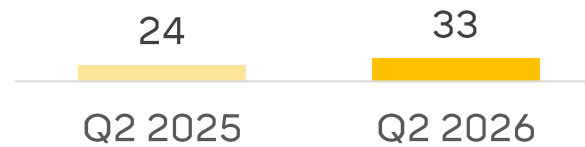


# STRONG CASH FLOW AND MAINTAINED CAPITAL EFFICIENCY

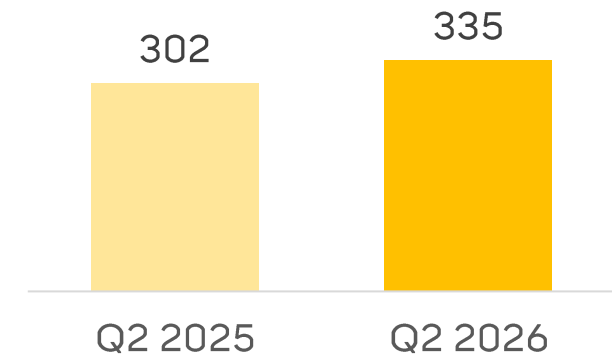
Cash flow from operating activities, R12, SEK millions



Capex  
SEK millions

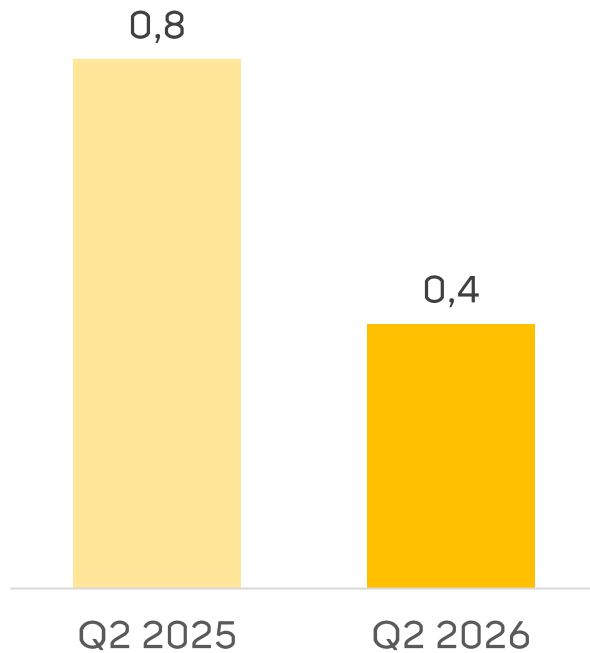


Net Working capital  
SEK millions



# SUSTAINABLE DECREASE IN NET DEBT

Net debt/EBITDA, x



Net debt excl IFRS 16

Q2 2026

**SEK 186M**

-186M vs. Q2 2025

Committed credit facilities

Q2 2026

**SEK 1,500M**

1,314 M available

Continued Net debt/EBITDA improvement

Net debt/EBITDA ratio in last 12-month period below 1.1x

# Q2 2026: SUMMARY AND PRIORITIES

## Performance

Strong operational execution and transition into high season

Operating profit higher than last year

Robust financial position and high operational flexibility

## Priorities

Customer insights to further develop the customer offer

Sharper offer activation across sales channels

Combining operational strength with enhanced commercial capabilities

**BYGGMAX®**

