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CONFERENCE CALL

Q1 REPORT 2025

April 16, 2025

Karl Sandlund, CEO

Helena Nathhorst, CFO

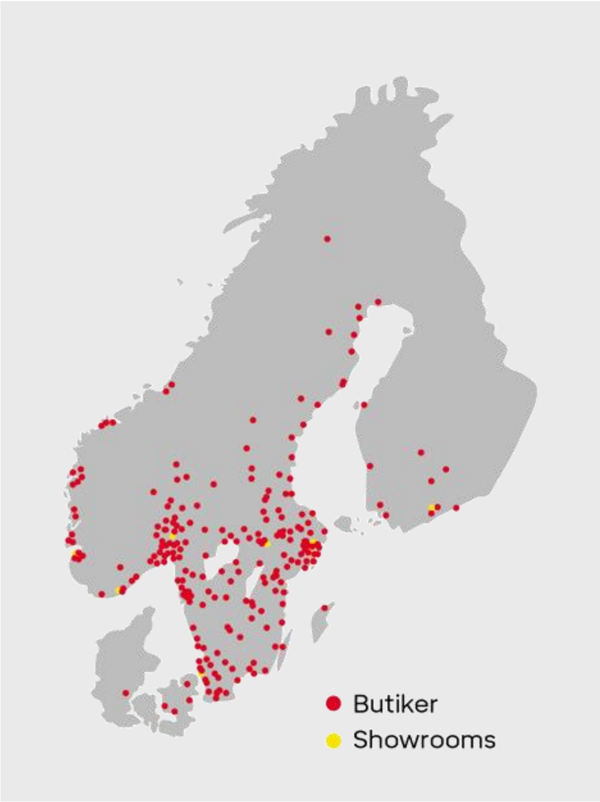
INCREASED SALES RESULTED IN IMPROVED PROFITABILITY

- Sales increased by +7.2%
- Strong gross margin
- Profitability continues to improve
- Leverage down to 1.8x
- Stability that enables full focus ahead

	Q1 2025	Q1 2024
Net sales, SEK M	929	866
Net sales growth, %	7.2%	-9.0%
EBITA, SEK M	-109	-148
EBITA-margin, %	-11.7%	-17.1%
Net debt, SEK M	764	991

EVERYBODY HAS THE RIGHT TO A FANTASTIC HOME

Attractive position
on valuable market



Right assortment
stores combined with e-com

Low price
and quick & easy shopping

We care
people, society, environment

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BYGGMAX GROUP – Q1 2025

NUMBER OF STORES	NET SALES R12	EBITA R12	CASH FLOW FROM OPERATING ACTIVITIES R12	SHARE OF E-COMMERCE R12
211	SEK 6.0bn	SEK 272M	SEK 751M	19%

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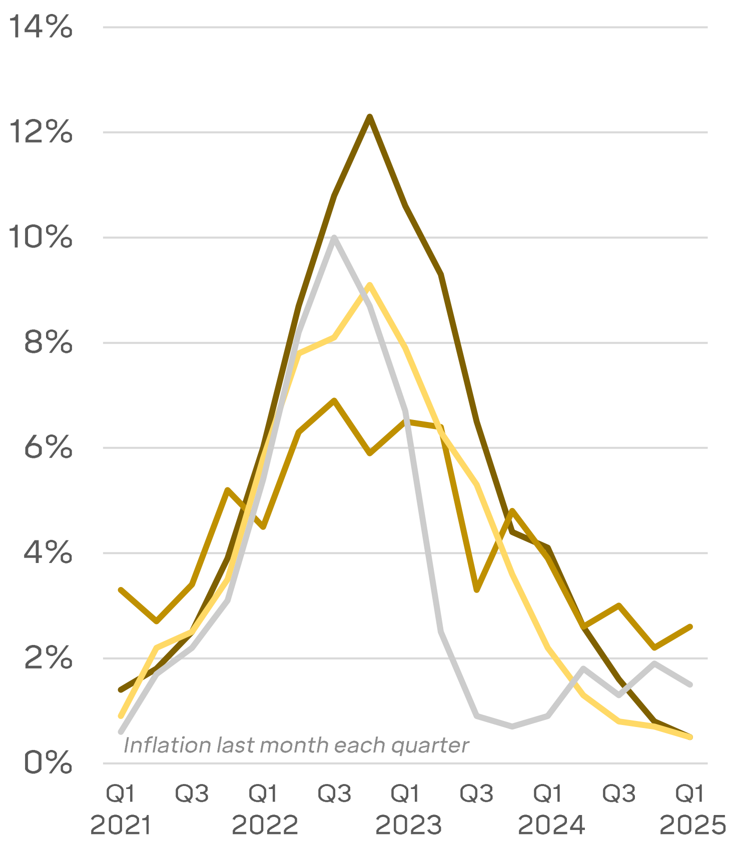
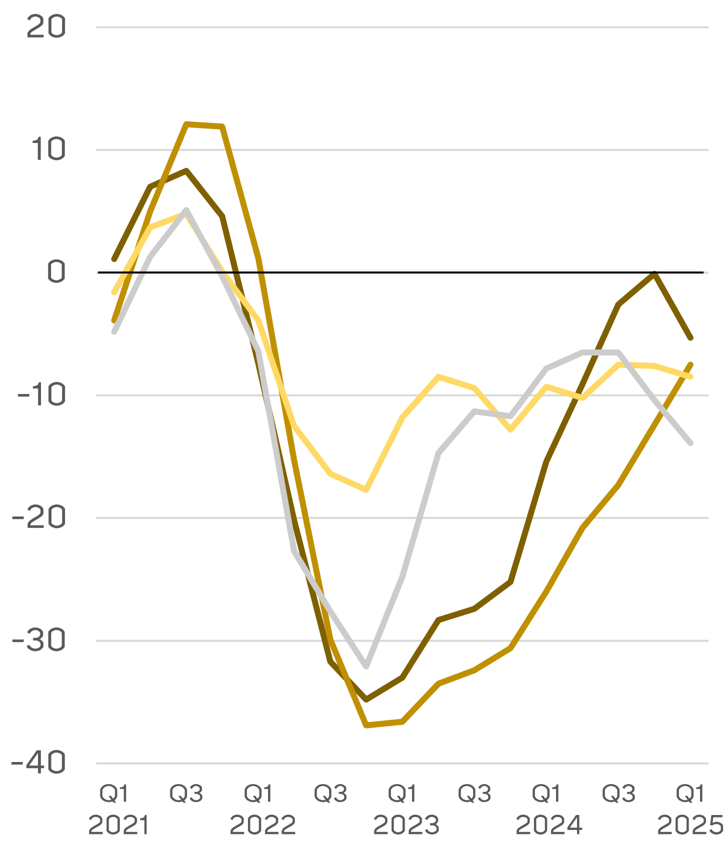
DEVELOPMENT OF MACRO INDICATORS

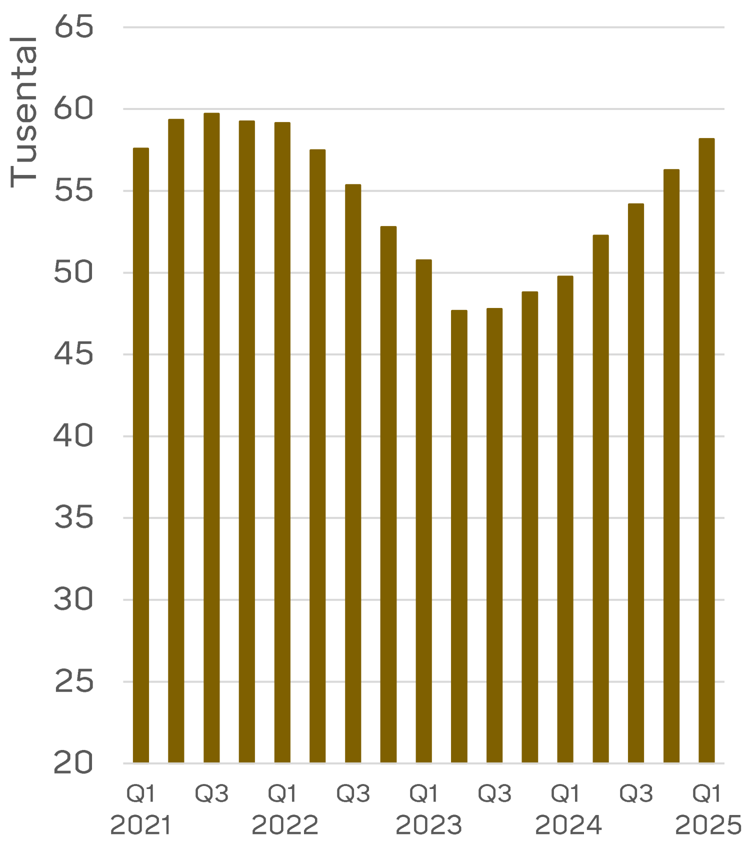
Inflation rates



Consumer confidence



House transactions Sweden (R12)



Sweden Norway Finland Denmark

Source: Trading Economics, Svensk Mäklarstatistik

STABILITY THAT ENABLES FULL FOCUS AHEAD

2024 efforts have built a solid foundation…

Strengthen balance sheet

Operational Excellence

Customer offering

…ready for the future

- Customer focus through continuous enhancement of our offering
- Capitalize on commercial investments, drive volume in store network
- Leverage cost position and logistics efficiency

IMPROVED AVAILABILITY OF PRODUCTS IN STORES

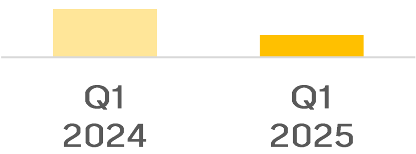
Thorough analysis of the entire product range

Increased volume of prioritized products

Improved availability of products in stores

Inventory
SEK millions

Products out-of-stock
Percent



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ENHANCED CUSTOMER EXPERIENCE IN STORES

Almost half of stores re-arranged to better visualize the assortment

Improved customer flow and self-service checkout

New training app to empower employees – better assistance to our customers

ASSORTMENT INCLUDES SEVERAL NEW PRODUCTS

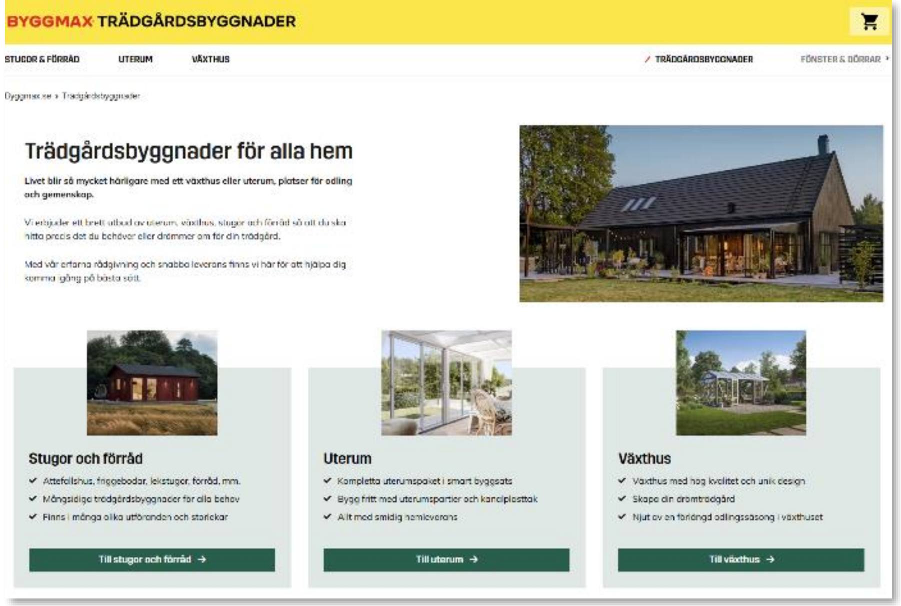
Further developed offering of modular buildings

News within private label assortment

Updated branding and visual identity across several private label products

OPTIMIZATION OF E-COMMERCE

Improved garden buildings site



New logistics set-up

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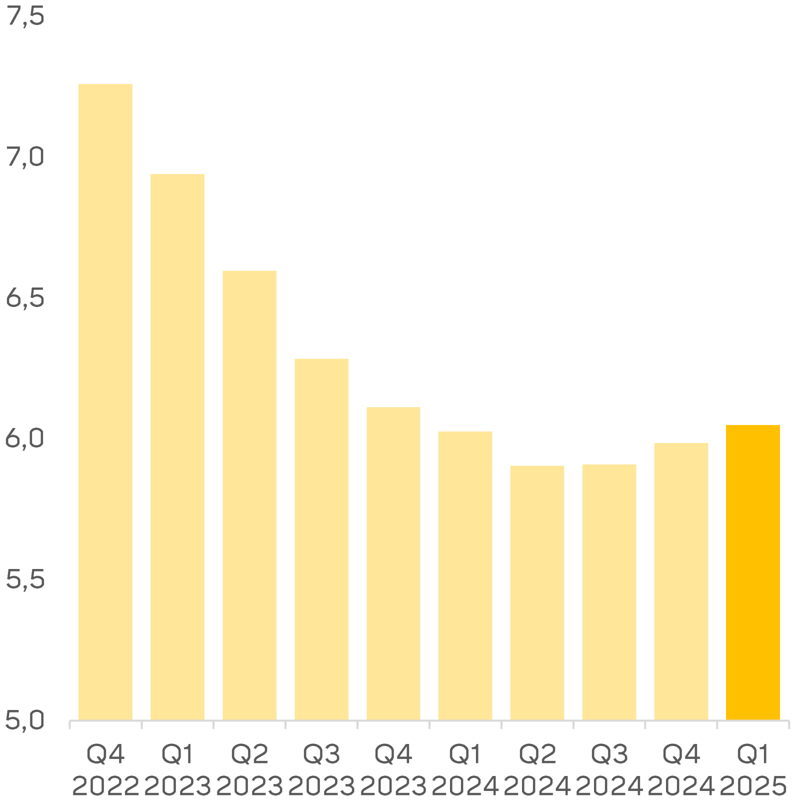
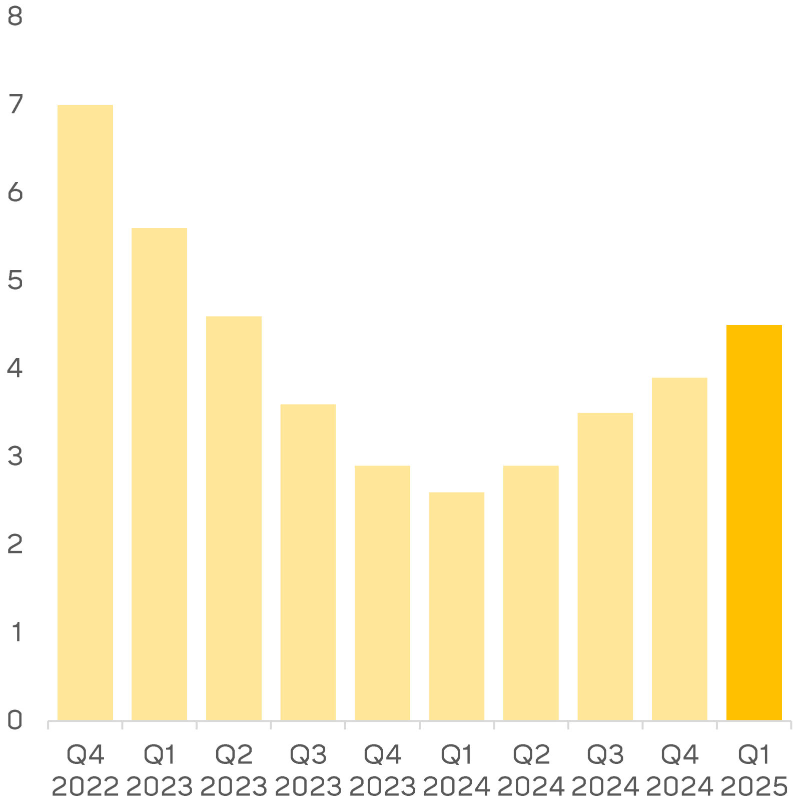
CONSECUTIVE QUARTERS OF SALES AND PROFITABILITY GROWTH

R12 Sales
SEK billion



R12 EBITA-margin
Percent



Continued sales growth in Q1 2025

Profitability strengthened over the past four quarters

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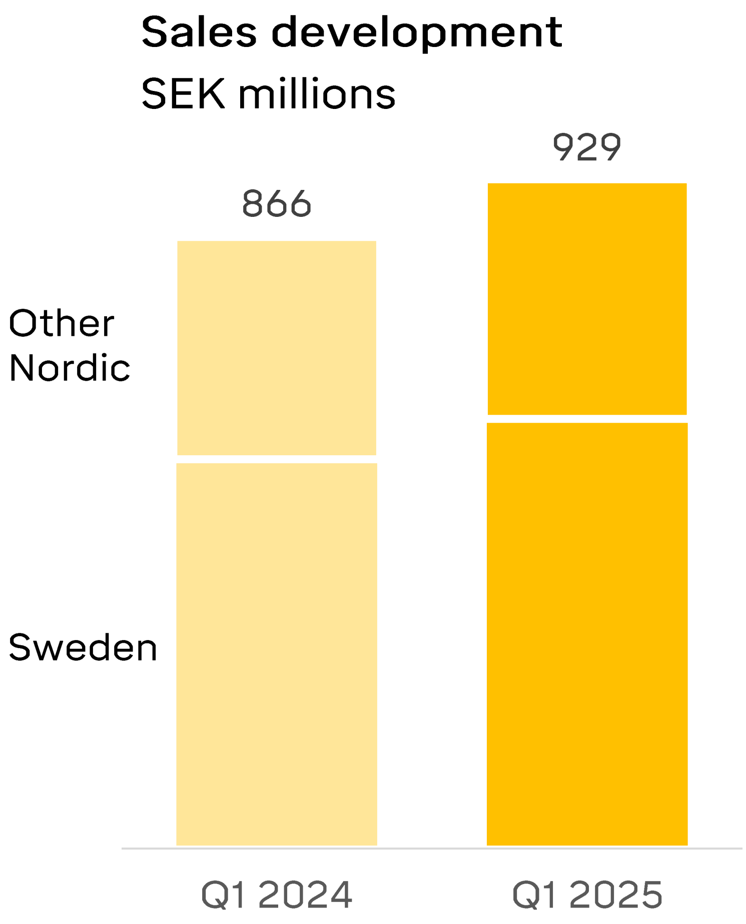
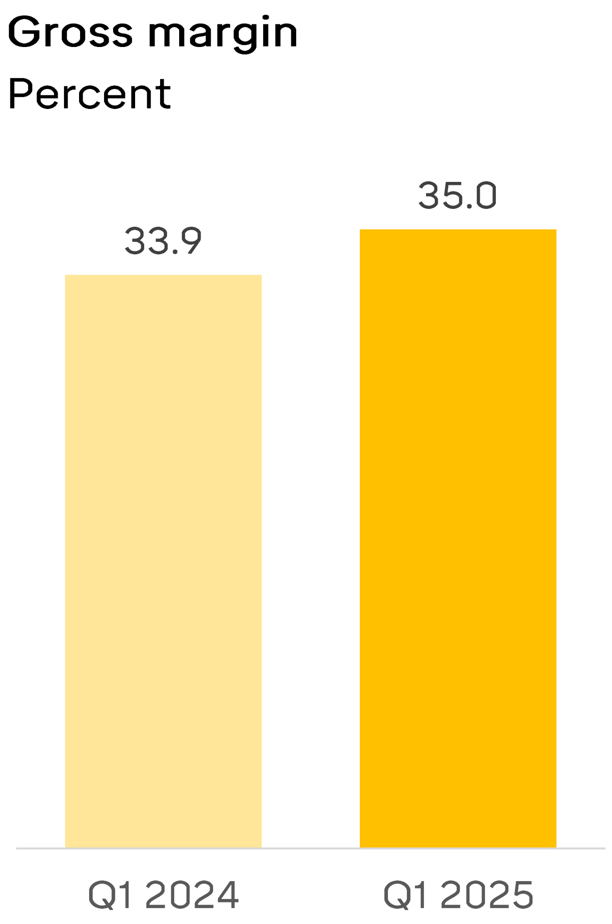
INCREASED SALES AND STRONG GROSS MARGIN IN Q1 2025





Sales

- +7.2% vs last year
- Growth in both Sweden and other Nordics

Gross margin

- Demand tilted towards products with higher margin
- Early ordering and payment
- Improved e-com logistics

211 stores at the end of both Q1 2024 and Q1 2025

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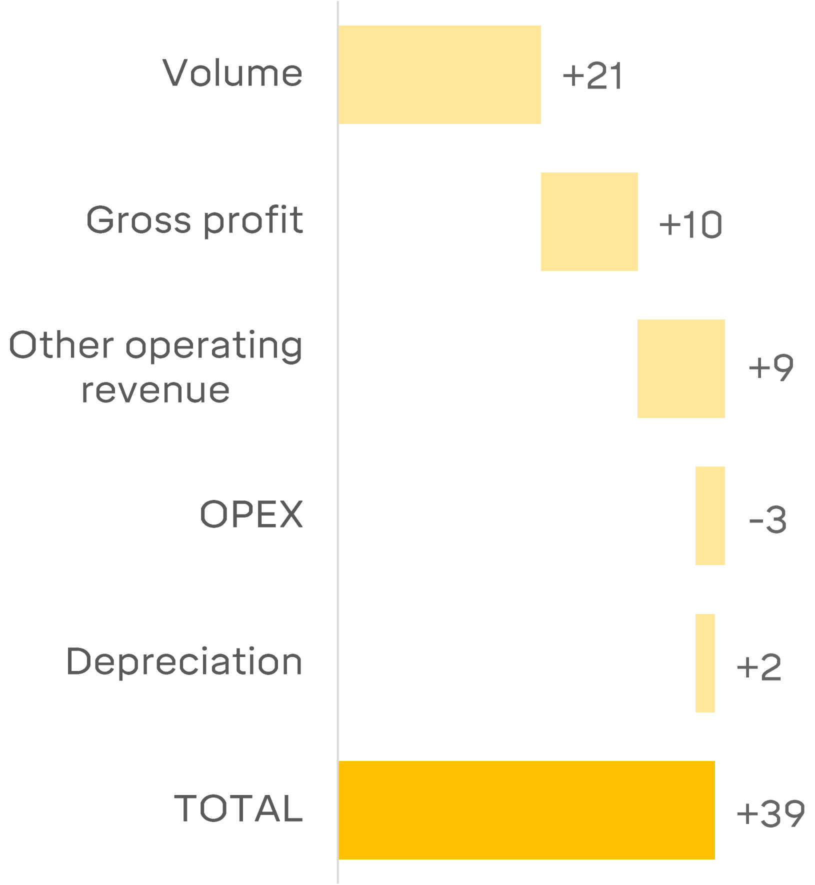
ILLUSTRATIVE PATH BETWEEN Q1 2024 TO Q1 2025

Q1 2025 vs Q1 2024, SEK millions



Increased sales in Sweden and other Nordics

Demand tilted towards products with higher margin, early ordering and payment, improved e-com logistics

Divested fixed assets and currency transaction effects

Maintained cost control — scale effects in store operations and administration

Investments maintained at moderate level

EBITA improved to SEK -109 million (-148), with an EBITA margin of -11.7 percent (-17.1)

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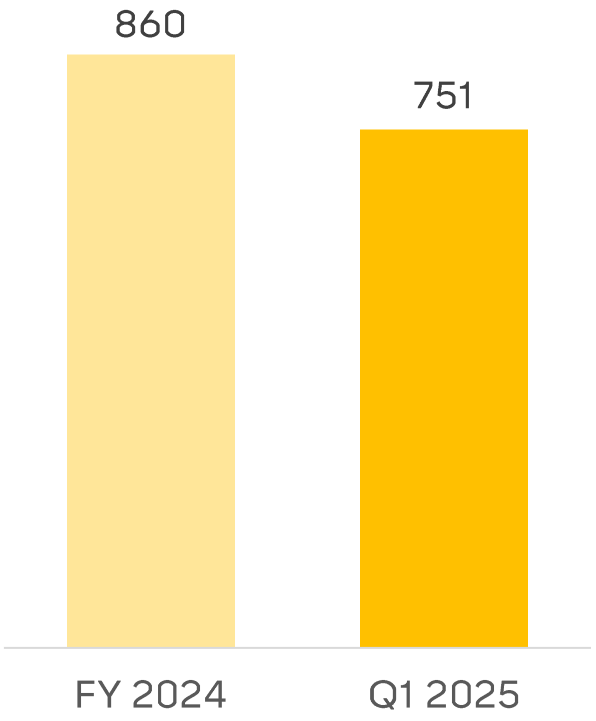
UPHELD CASH GENERATION AND LOW INVESTMENT LEVEL

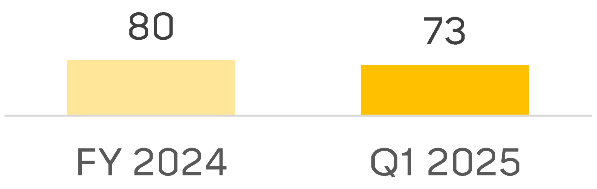
Cash flow from operating activities

R12, SEK millions



Investing activities

R12, SEK millions



Improved profitability

Working capital driven by inventory build-up and lower accounts payable

Investments maintained at moderate level

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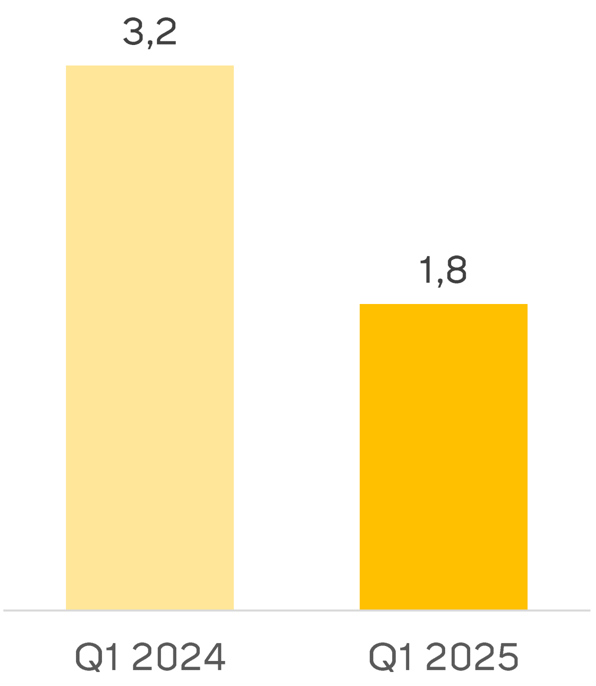
SUSTAINABLE DECREASE IN NET DEBT

Net debt/EBITDA, x



Net debt excl IFRS 16

Q1 2025

SEK 764M

-228M vs. Q1 2024

Committed credit facilities

Q1 2025

SEK 1,500M

700M available

Net debt/EBITDA in Q1 2025 at 1.8x compared to 3.2x Q1 2024

The average net debt leverage over the past 12 months well below the financial target of 2.5x

Long term bank credit facilities

READY FOR THE FUTURE

Strong position

- Operational flexibility to meet growing market demand
- Optimized inventory and replenishment ensuring strong in-store availability

Focus

- Customer focus through continuous enhancement of our offering
- Capitalize on commercial investments, drive volume in store network
- Leverage cost position and logistics efficiency

Ready for the season

- Fully focused on setting the stage for a successful peak season
- Highly motivated employees ready to welcome more customers!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