

2025-02-21

Q4 REPORT | 2024

Elon AB

elon GROUP

Fredrik Johansson

CEO

Peter Brodén

CFO



Financial strength and foundation for future growth

Financials

- High activity level and product mix impacts gross margin
 - with stronger in-store gross margin
- Reduced operating expenses

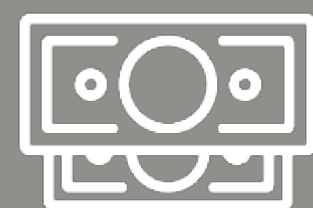
Achievements

- Consolidation of retail
- Improved market share within CE categories
- New partnership established in the Baltic States



Q4 REPORT | 2024

Net sales



TURNOVER

1 416 MSEK

-20 MSEK vs Q4-23



Q4 REPORT | 2024

Strong B2C growth reduced by slow B2B and low L&S



GROWTH

-1,4%

vs Q4-23

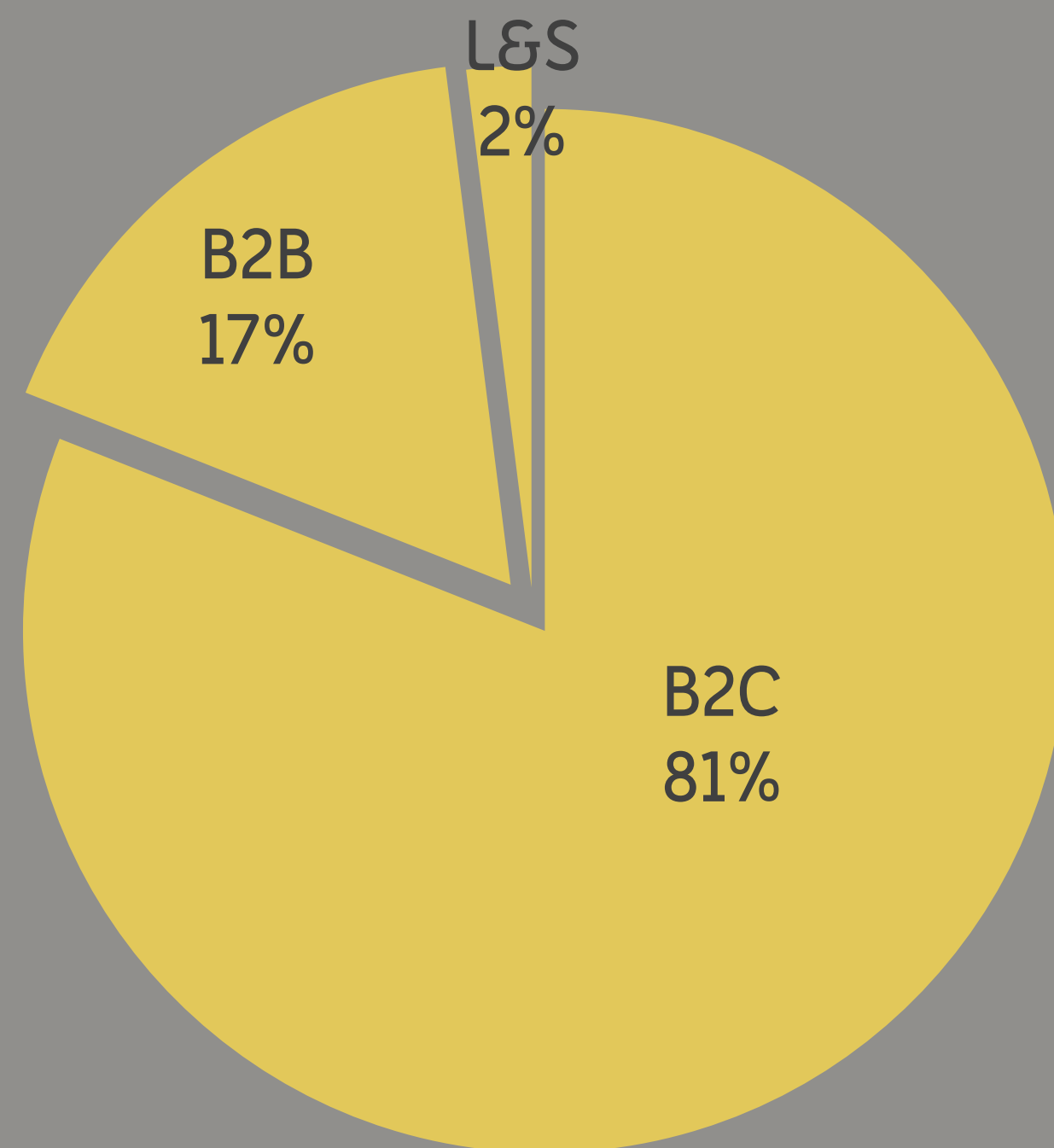


Q4 REPORT | 2024

Macro environment increase share of B2C

Reduction in L&S related to divestment

BY BUSINESS AREA



Share of Net Sales Q4-24

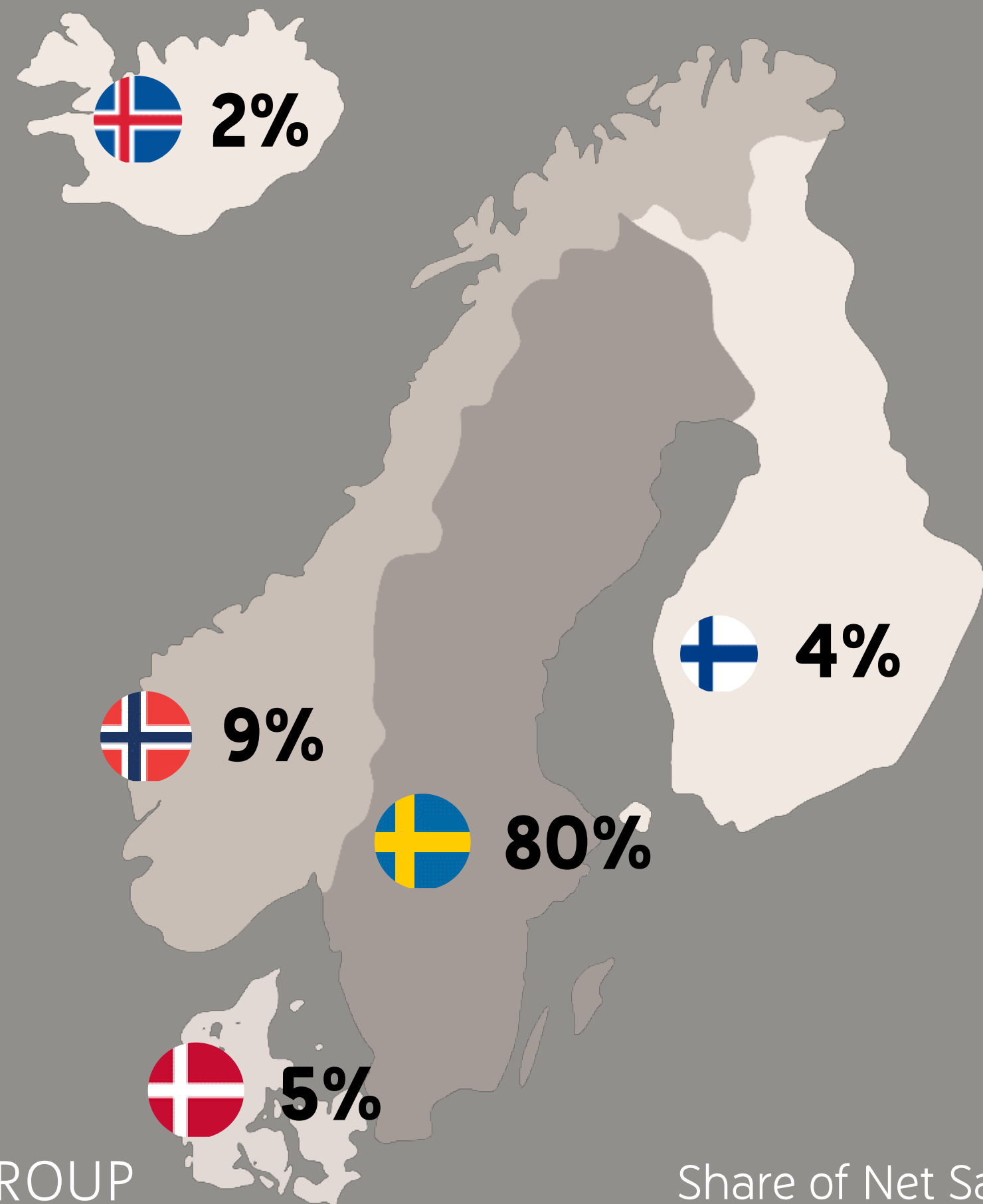


Q4 REPORT | 2024

Strong Nordic portfolio

20% from Iceland, Finland, Norway and Denmark

BY COUNTRY



Lower Gross Margin

from higher share of CE and campaigns



GROSS MARGIN

14,3%

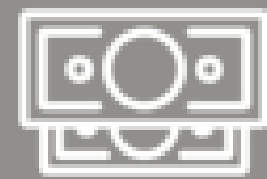
-2,8%pts vs Q4-23
currency adjusted -1,6% pts



Q4 REPORT | 2024

Less cost doing more

Synergies, efficiencies and cost control



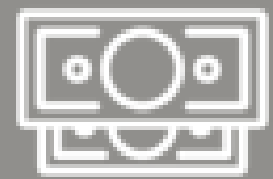
TOTAL COST REDUCTION

-88 MSEK

R12m vs pre merge separate entites
(fixed cost and marketing savings)



Negative product mix partly mitigated by better cost structure

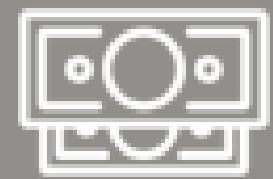


OPERATING PROFIT

23

MSEK

-40 MSEK vs Q4-23



OPERATING CASHFLOW

142

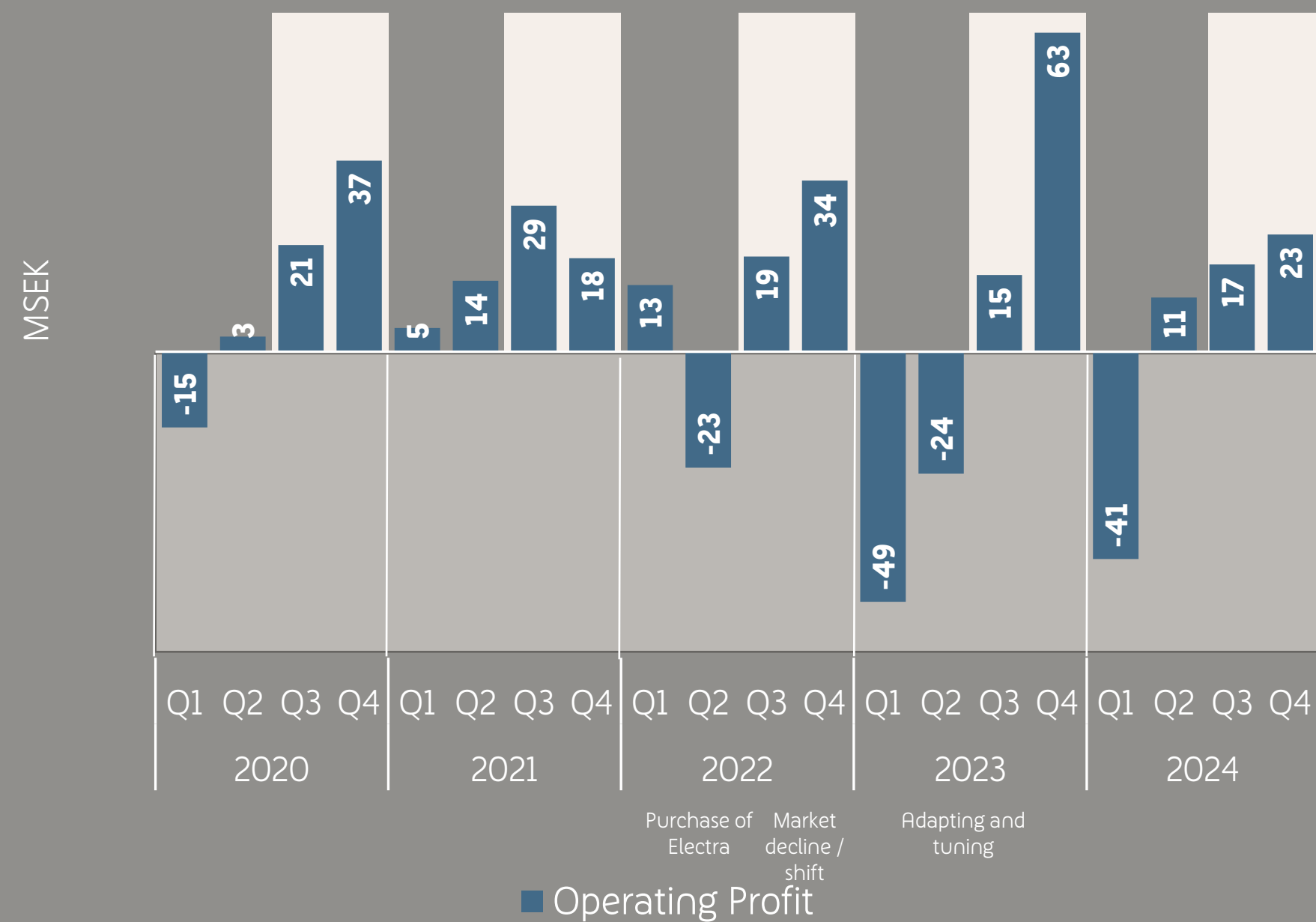
MSEK

-54 MSEK vs Q4-23 where supplier mix is main driver



Seasonal trend Sow in spring and harvest in autumn

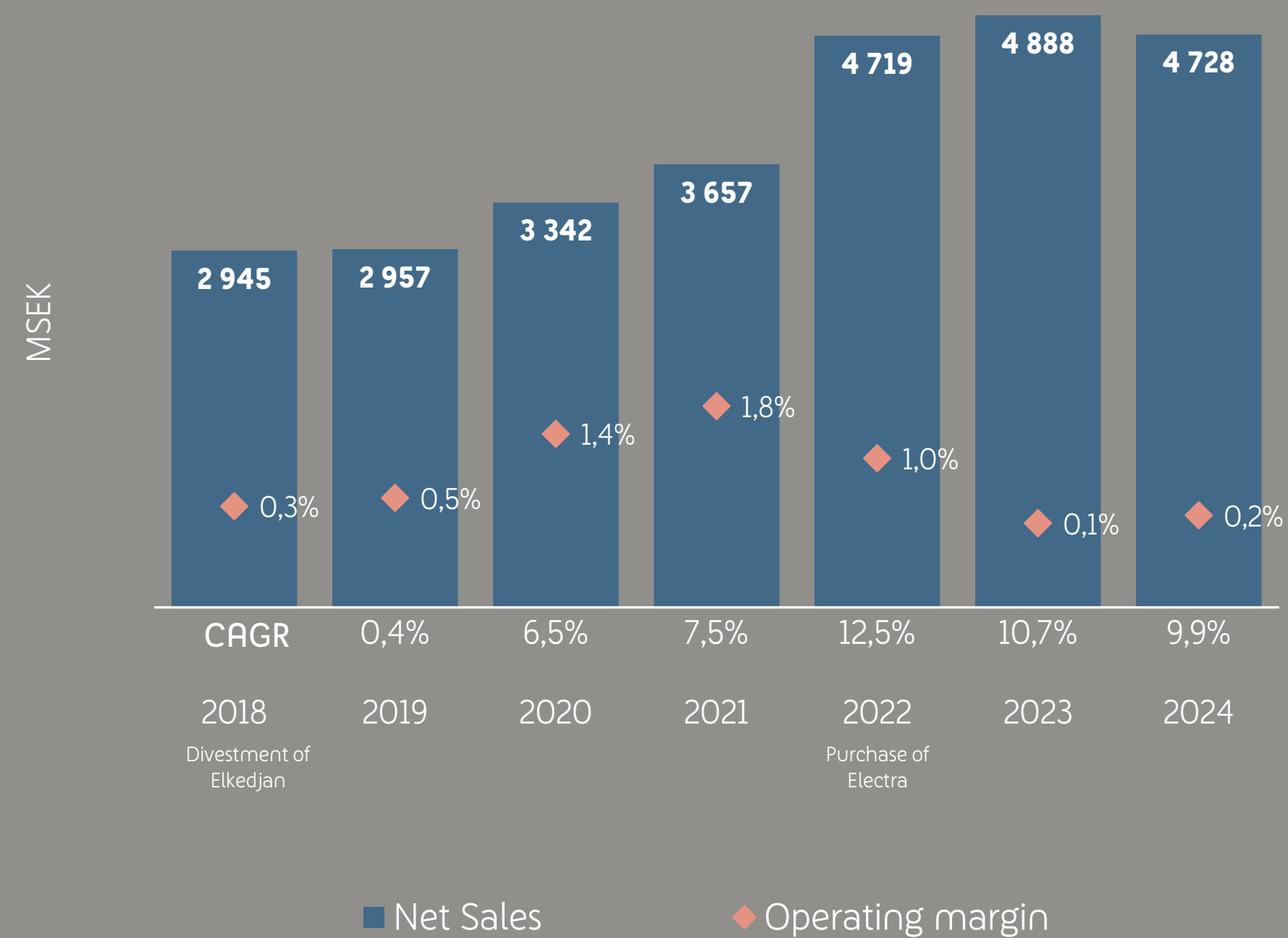
OPERATING PROFIT - QUARTERLY



Building scale

B2C trend positive, B2B picking up and L&S under restructuring

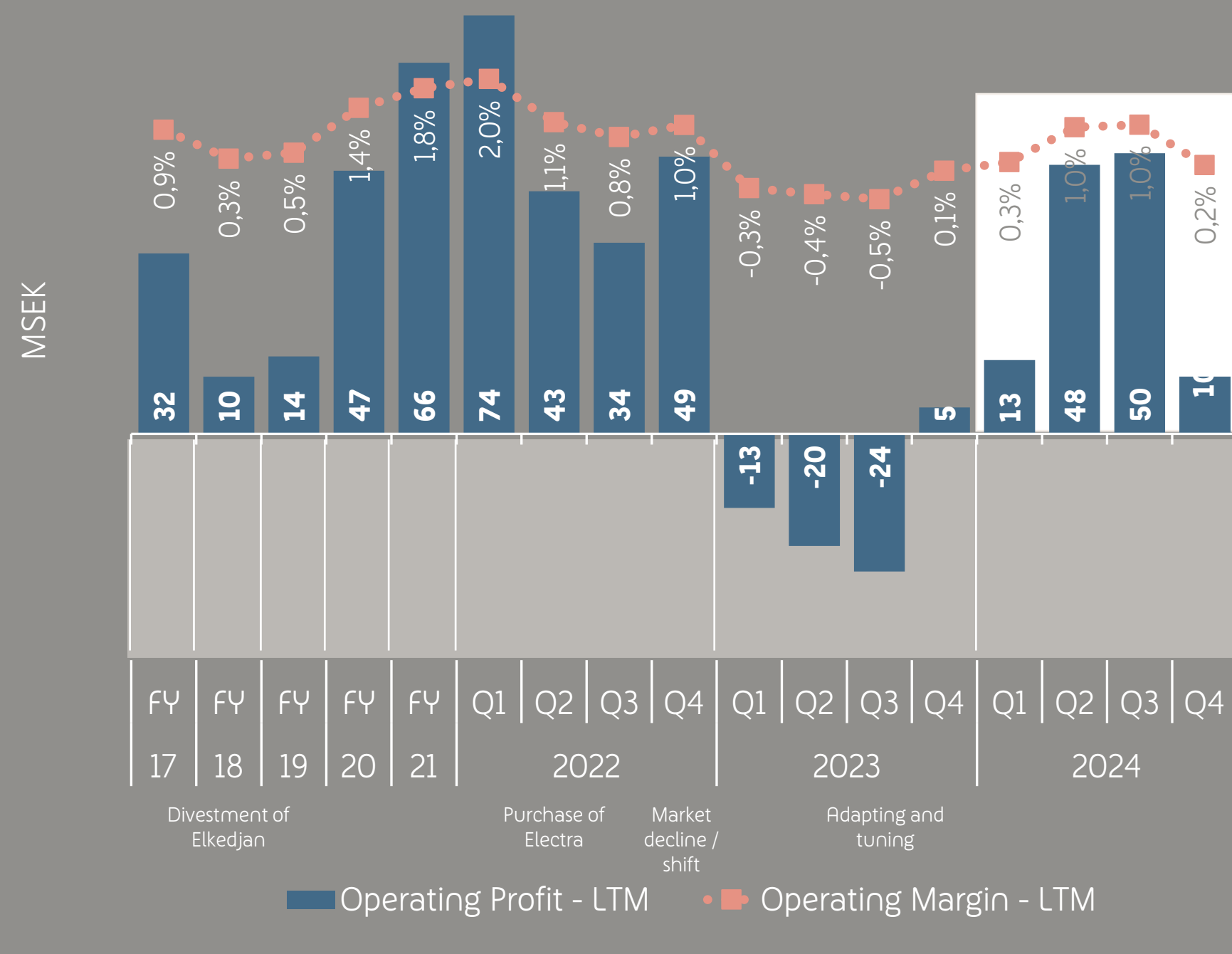
SALES AND OPERATING MARGIN



Profit trend

Pricing and cost reductions prepared for volume growth

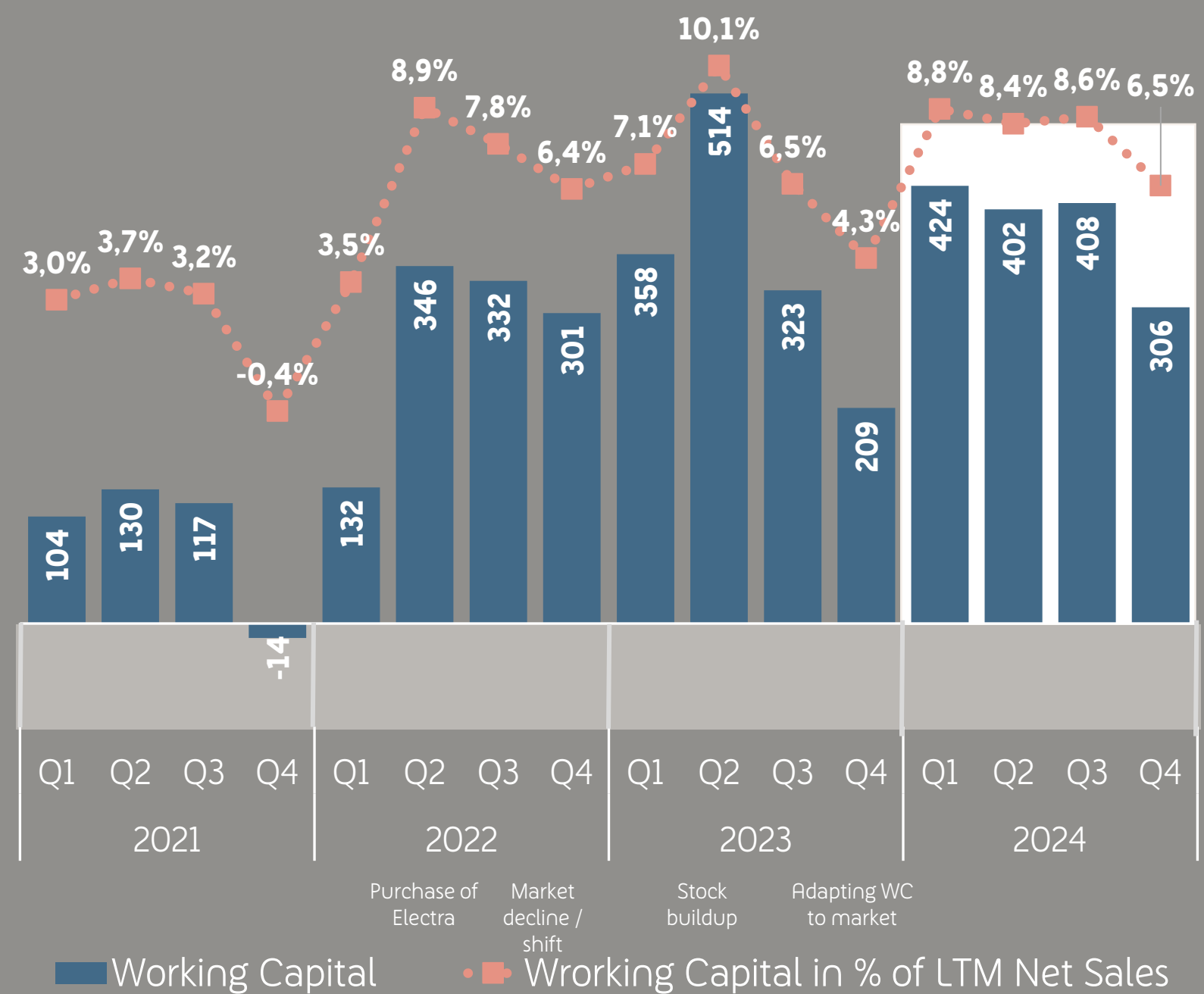
OPERATING PROFIT - LTM



WC seasonal trend

Supplier mix in Q4 impacts payables and stock levels

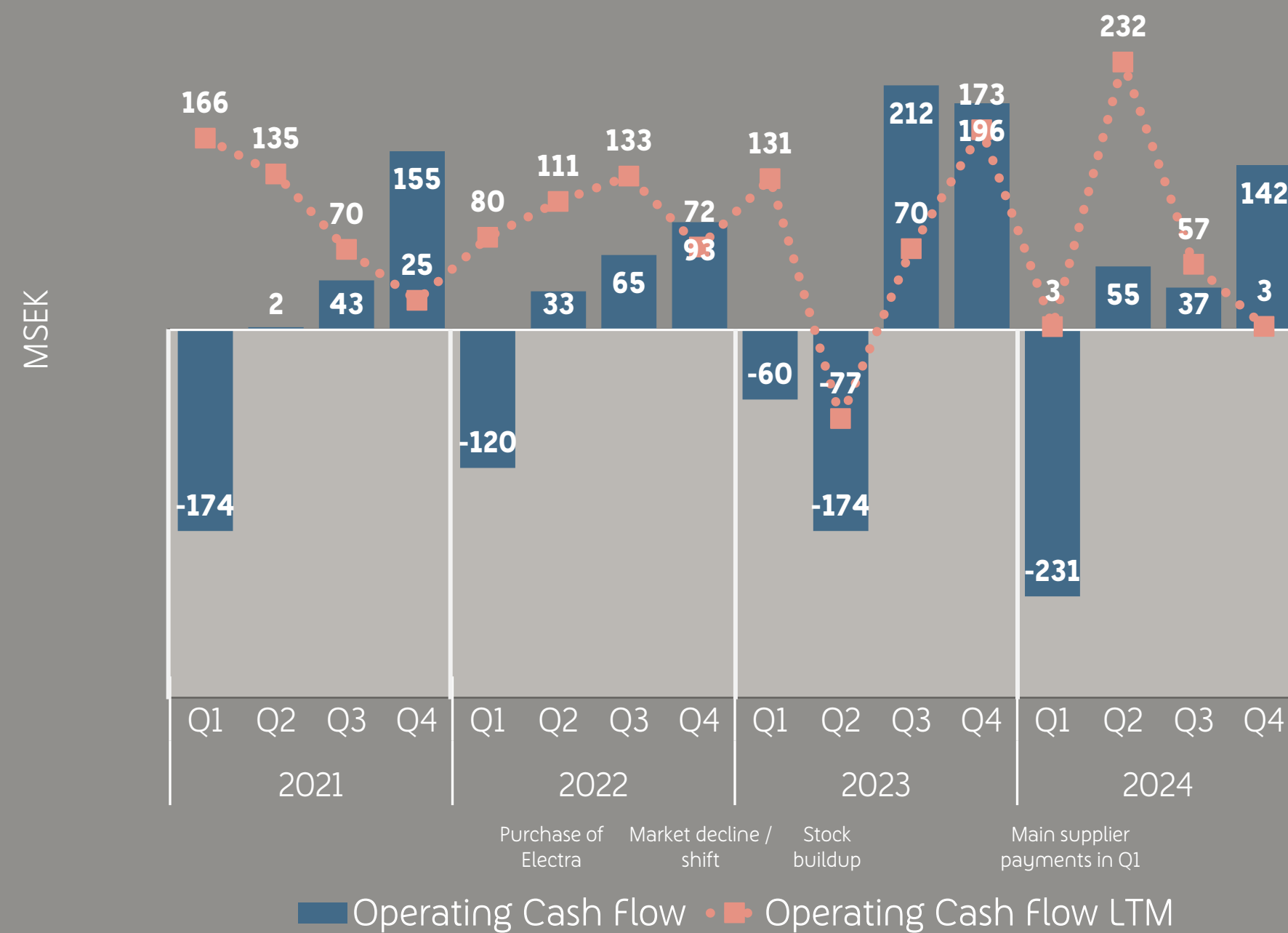
WORKING CAPITAL - QUARTERLY



Operating cash flow

Positive operating cash flow impacted by seasonality effects

OPERATING CASH FLOW



Q4 REPORT 2024

Summary

- Stable market footprint
- Proven scalability
- Improved cost structure and positive cash flow



