NEW NORDIC HEALTHBRANDS AB (PUBL)
SIX-MONTH REPORT
JANUARY – JUNE 2026

The second quarter (April 1, 2026 - June 30, 2026)

- The Group's net sales increased by 14.5% during the quarter to SEK 163.8 million (SEK 143.0 million). In local currencies, the increase was 16.3%.
- The gross margin decreased to 63.5% (64.8%), while gross profit increased to SEK 104.1 million (SEK 92.6 million).
- Operating profit (EBIT) improved to SEK 9.0 million (SEK 3.8 million).
- Net profit for the period improved to SEK 7.3 million (SEK 2.1 million), corresponding to SEK 1.18 (SEK 0.34) per share*.
- Cash flow from operating activities amounted to SEK 5.3 million (SEK 3.5 million).

The first half of the year (January 1, 2026 - June 30, 2026)

- Group's net sales increased by 3.3% during the first six months of the year to SEK 296.2 million (SEK 286.8 million). In local currencies, the increase was 7.7%.
- The gross margin decreased to 63.0% (64.7%), while gross profit amounted to SEK 186.7 million (SEK 185.5 million).
- Operating profit (EBIT) amounted to SEK 7.5 million (SEK 8.7 million).
- Net profit for the period decreased to SEK 4.4 million (SEK 4.8 million), corresponding to SEK 0.72 (SEK 0.77) per share*.
- Cash flow from operating activities amounted to negative SEK 5.7 million (negative SEK 2.8 million).

** There are no dilution effects*

CEO COMMENTARY BY KARL KRISTIAN BERGMAN JENSEN

Record Sales

It was a quarter of record revenue and the strongest result we have delivered in a long time. The high revenue during the quarter was primarily driven by strong performance from our distributors in Asia, but we also achieved solid growth in the Nordic region and the United States.

The launches of innovations under our Hair Volume™ and Magic Magnesium™ brands, together with the introduction of the Longevity product line, have been successful and contributed to increased sales.

The gross margin declined slightly to 63.5%, mainly due to a relatively larger share of sales to our distributors, where gross margins are naturally lower than in the markets we serve directly through our subsidiaries.

We are seeing retailers in several countries reducing their inventories and, in some cases, experiencing liquidity challenges. It is paradoxical that the retail sector is facing difficulties while the dietary supplements market continues its long-term growth. Therefore, we are implementing initiatives that we expect will increase our direct-to-consumer sales over the longer term.

Revenue increased by almost 15% during the quarter, while we limited the increase in operating expenses to 7%. During the first half of the year, revenue increased by just over 3%, while costs rose by 1%. Net profit improved by SEK 5.2 million during the quarter to SEK 7.3 million. The positive result in the second quarter offset the loss in the first quarter, meaning that after the first six months of the year we can report a net profit of SEK 4.4 million.

Cash flow from operating activities amounted to SEK 5.3 million during the quarter. Our financial position remains strong and enables us to finance our continued growth through internally generated funds.

Nordic Region

Revenue in the Nordic region increased by 10% during the quarter, contributing to positive development in the first half of the year. This was achieved despite the health food retail chain LIFE once again undergoing restructuring, resulting in further losses for New Nordic—this time in Norway. Growth was driven by the launch of new products and increased marketing activities, with particularly strong performance in Denmark and Sweden.

Europe

In the United Kingdom, our largest market in Europe, we expanded our distribution so that our best-selling products are now also available on the shelves at Boots. Holland & Barrett, our largest retail partner, increased its sales of New Nordic products during the quarter. Despite this, overall sales in the UK declined both during the quarter and in the first half of the year, as retailers reduced their inventory levels.

Across the rest of Europe, retailers and wholesalers also continued to reduce their inventories due to the uncertain market environment. The perceived risk of recession remains high, and consumer confidence is weak. This has had a clear negative impact on our sales both during the quarter and in the first half of the year.

We are working systematically to increase sales through the launch of new products and other commercial initiatives. Despite the challenging market conditions, we expect improved performance in the second half of the year.

North America

Overall, North America delivered positive performance. Sales declined slightly in Canada, while performance in the United States was strong. During the quarter, we restructured our marketing activities in Canada, and the initial results have been encouraging. We therefore expect sales in Canada to improve during the second half of the year. In the United States, growth was primarily driven by adjustments to our media mix and marketing strategy. We remain highly optimistic about the opportunities in the U.S. and will increase our investments in marketing, continue expanding our distribution, and establish an e-commerce office in California.

Rest of the World

Sales in Vietnam and China increased during the quarter as a result of new product launches and a revised product focus, leading to significant orders from our distributors. At the same time, we are actively working to establish new distribution partnerships in countries including South Korea and Mexico. We expect these partnerships to become a reality during the second half of the year.

New Nordic Extracts

Over the past several years, we have been working to finalize a number of our unique herbal extracts for sale as raw materials to distributors and manufacturers of dietary supplements and cosmetic products worldwide. Interest in these extracts has been particularly strong among customers in Asia and the United States. Commercial sales have now commenced, and we expect New Nordic Extracts to make a positive contribution to earnings as early as 2027.

Focus

We remain fully committed to our strategic objective of consolidating and strengthening our presence in all existing markets while establishing distribution partnerships in additional strategically important countries. With a well-established sales and marketing platform across Europe, North America, China, Vietnam, Hong Kong, and Australia, as well as online stores in 23 countries, New Nordic is well positioned to continue its growth in the rapidly expanding dietary supplements market.

Going forward, we will maintain a clear focus on delivering organic growth, improving operational efficiency, and increasing earnings per share.

I am confident that the initiatives planned for 2026 will further enhance shareholder value and position New Nordic for long-term, sustainable growth.

Karl Kristian Bergman Jensen,
Malmö, 31 July 2026

GROUP PERFORMANCE

The income statement and cash flow are compared with the corresponding period of the previous year. Balance sheet items refer to the period end and are compared with the corresponding period of the previous year, June 30, 2025. The second quarter refers to the period April - June 2026.

Rounding differences may affect the totals in the tables of this report.

NET SALES

Net sales for the quarter amounted to SEK 163.8 million (SEK 143.0 million), representing an increase of 14.5% in Swedish kronor. Organic growth, adjusted for currency effects, was 16.3% during the quarter. There were no structural effects from changes in the composition of the Group during the period, meaning that all growth was organic.

Demand for the Group's products remained strong, as reflected in the continued growth *in* sales. The quarter was once again the strongest quarter in the Company's history in terms of revenue.

During the quarter, the Rest of the World segment recorded the largest increase in sales, rising by SEK 15.3 million compared with the corresponding period last year. This growth was primarily driven by the Vietnamese market. Sales also increased in North America, up SEK 5.0 million, and in the Nordic region, up SEK 3.6 million, compared with the previous year.

Sales in Europe declined by 7% during the quarter.

For the first six months of 2026, the Group's net sales increased by 3.3% to SEK 296.2 million (SEK 286.8 million).

GROSS PROFIT

Gross profit for the quarter amounted to SEK 104.1 million (SEK 92.6 million), an increase of SEK 11.5 million, or 12.4%. The gross margin declined slightly during the quarter to 63.5% (64.8%), a decrease of 1.3 percentage points. The slightly lower gross margin was mainly attributable to a change in the product mix and the continued impact of price increases in the production chain. Maintaining a strong focus on products that contribute positively to the Group's overall gross profit and gross margin remains a high priority, and these efforts will continue until more satisfactory margin levels have been achieved.

For the first six months of 2026, the Group's gross profit amounted to SEK 186.7 million (SEK 185.5 million), an increase of SEK 1.2 million, or 0.7%.

OTHER EXTERNAL COSTS & PERSONNEL COSTS

Other external expenses increased by SEK 4.2 million, or 6.1%, to SEK 72.8 million (SEK 68.6 million) during the quarter. The increase was primarily attributable to higher marketing expenses.

Personnel expenses increased slightly during the quarter to SEK 21.5 million (SEK 19.6 million), mainly due to changes in the employee mix and general salary increases.

For the first six months of 2026, other external expenses amounted to SEK 136.8 million (SEK 137.3 million), while personnel expenses totaled SEK 41.1 million (SEK 38.3 million).

RESULT BEFORE DEPRECIATION (EBITDA)

The Group's EBITDA amounted to SEK 9.7 million (SEK 4.4 million) during the quarter, an improvement of SEK 5.3 million. Other external expenses and personnel expenses combined increased by SEK 6.2 million, or 7.0%, during the quarter, while gross profit improved by SEK 11.5 million, or 12.4%, in SEK terms, resulting in a positive impact on EBITDA.

For the first six months of 2026, the Group's EBITDA amounted to SEK 8.9 million (SEK 9.9 million), a decrease of SEK 1.0 million compared with the corresponding period last year.

FINANCIAL ITEMS

Net financial items amounted to SEK -0.3 million (SEK -0.3 million) during the quarter and consisted of a combination of foreign exchange effects and interest expenses. Net interest expense had a negative impact of SEK -0.4 million (SEK -0.4 million), reflecting a combination of the prevailing interest rate environment and the utilization of the Group's overdraft credit facility.

For the first six months of 2026, the Group's net financial items amounted to SEK -0.7 million (SEK -1.3 million).

TAX

Income tax for the quarter amounted to SEK -1.4 million (SEK -1.4 million). The Group's effective tax rate for the period was 16.0% (39.5%). The effective tax rate reflects a combination of local statutory tax rates, adjustments to deferred tax related to previously recognized tax loss carryforwards, and other temporary differences.

For the first six months of 2026, the Group's income tax expense amounted to SEK -2.4 million (SEK -2.6 million).

RESULT FOR THE PERIOD

Net profit for the period amounted to SEK 7.3 million (SEK 2.1 million). Earnings per share amounted to SEK 1.18 (SEK 0.34), with no dilutive effects.

For the first six months of 2026, the Group's net profit amounted to SEK 4.4 million (SEK 4.8 million). Earnings per share amounted to SEK 0.72 (SEK 0.77).

WORKING CAPITAL

The Group's net working capital amounted to SEK 114.9 million (SEK 108.9 million) at the end of the quarter, corresponding to 19.9% (19.2%) of net sales for the rolling twelve-month period (LTM).

Inventories increased to SEK 122.2 million at the end of the quarter, up SEK 9.7 million compared with the corresponding period in 2025. The increase was primarily attributable to higher purchases of raw materials and increased production activity.

Inventory management remains a key priority, and initiatives are being implemented to achieve a better balance over time. Optimizing inventory levels will improve the Group's growth opportunities by ensuring more efficient use of working capital.

NET DEBT (+) / NET CASH (-)

The Group's net debt decreased to SEK 27.2 million (SEK 28.0 million). The reduction was primarily attributable to lower utilization of the Group's overdraft credit facility.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents increased to SEK 9.9 million (SEK 9.7 million), primarily driven by positive cash flow from operating activities.

INTEREST-BEARING LIABILITIES

Interest-bearing liabilities (current and non-current) decreased to SEK 37.1 million (SEK 37.7 million), primarily due to lower utilization of the Group's overdraft credit facility as a result of changes in working capital requirements and improved earnings.

EQUITY

Equity increased to SEK 108.7 million (SEK 102.1 million). The equity ratio amounted to 37.1% (40.4%), while equity per share increased to SEK 17.54 (SEK 16.48).

CASH FLOW

Cash flow for the quarter amounted to SEK 1.2 million (SEK 1.2 million), driven by improved cash flow from operating activities, partly offset by a weaker cash flow from financing activities. Short-term borrowings contributed SEK 1.1 million (SEK -1.7 million) to the overall change in cash flow.

Cash flow for the first six months of 2026 amounted to SEK -7.0 million (SEK -5.4 million).

CASH FLOW FROM OPERATING ACTIVITIES

Cash flow from operating activities amounted to SEK 5.3 million (SEK 3.5 million). Compared with the corresponding period last year, this represents a significant improvement, driven by a combination of higher operating profit and favorable changes in working capital, particularly trade and other operating liabilities.

Cash flow from operating activities for the first six months of 2026 amounted to SEK -5.7 million (SEK -2.8 million), reflecting a negative change in working capital together with slightly lower earnings.

CASH FLOW FROM INVESTING ACTIVITIES

Cash flow from investing activities amounted to SEK 0.1 million (SEK -1.4 million). The higher level of investment in the corresponding period last year primarily related to intangible assets.

Cash flow from investing activities for the first six months of 2026 amounted to SEK -1.0 million (SEK -1.1 million).

CASH FLOW FROM FINANCING ACTIVITIES

Cash flow from financing activities amounted to SEK -4.2 million (SEK -0.8 million) during the quarter.

For the first six months of 2026, cash flow from financing activities amounted to SEK -0.4 million (SEK -1.5 million).

PERSONNEL

The number of employees, expressed as full-time equivalents (FTEs), amounted to 81 (81) at the end of the quarter. The average number of employees during the period was 74 (73).

OTHER INFORMATION

New Nordic's operations create value for the company's customers and shareholders. During 2026 and beyond, the company will continue to develop plant-based dietary supplements and beauty products to meet specific health and beauty needs. New Nordic will market these products to a growing number of consumers worldwide, with care for people and nature. The products will be marketed under the distinctive New Nordic brand, a brand that reflects the Scandinavian cultural heritage, Scandinavian values, and the company's passion for herbs and a healthy life.

SIGNIFICANT EVENTS DURING THE REPORTING PERIOD

During the period, the focus was on effectively implementing the company's strategy and ongoing operations. No material significant events occurred.

SIGNIFICANT EVENTS AFTER THE REPORTING PERIOD

No significant events have occurred up to the release of this report.

RISKS AND UNCERTAINTIES

A number of factors can affect New Nordic's results and operations. Many of these can be managed through internal procedures, while others are more influenced by external factors. There are risks and uncertainties related to consumer trends, weather conditions, negative macroeconomic changes, geopolitical risks, sustainability, and external factors in production countries, regulatory issues, trade interventions, foreign exchange and tax, but also related to expansion into new markets, the launch of new products, changes in consumer behavior, and how the brand is managed. There are also certain risks related to the Group's reputation, so-called "reputational risks."

For a more detailed description of risks and uncertainties, refer to the 2025 annual report and consolidated accounts under "Risk Management."

ACCOUNTING PRINCIPLES

The consolidated financial statements for the interim report have, like the 2025 annual accounts, been prepared in accordance with the Swedish Annual Accounts Act (1995:1554) and BFNAR 2012:1 (K3). The layouts and valuation principles in this interim report are consistent with those used in the most recently published annual report. For complete accounting principles, refer to the most recently published annual report.

The Parent Company's financial statements are prepared in accordance with the Swedish Annual Accounts Act (1995:1554) and BFNAR 2012:1 (K3), and according to the same accounting principles applied in the most recently published annual report.

SIGNIFICANT ESTIMATES AND JUDGMENTS

Significant estimates and judgments are disclosed in the accounting principles section of the 2025 annual report. No major changes

RELATED PARTY TRANSACTIONS

New Nordic's related parties and the scope of transactions with related parties are described primarily in Note 21 to the 2025 Annual Report. No transactions were carried out during the period between New Nordic and related parties that had a material impact on the Company's financial position or results. All related party transactions were conducted on market terms and priced on an arm's length basis.

Intra-group sales amounted to SEK 73.6 million (SEK 73.7 million) during the quarter and to SEK 133.4 million (SEK 139.2 million) for the first six months of 2026.

EXTERNAL REVIEW

This report has not been reviewed by the company's auditor.

CERTIFIED ADVISER

New Nordic Healthbrands AB's certified adviser is Mangold Fondkommission AB.

PARENT COMPANY

New Nordic Healthbrands AB (publ), company registration number 556698-0453, is a public limited liability company domiciled in Malmö, Sweden. The Company's shares are listed on Nasdaq First North Growth Market in Stockholm.

During the second quarter, the Parent Company reported net sales of SEK 82.1 million (SEK 70.0 million), while net profit for the period amounted to SEK 7.3 million (SEK 1.1 million).

For the first six months of 2026, the Parent Company's net sales amounted to SEK 138.0 million (SEK 130.5 million), and net profit for the period amounted to SEK 1.2 million (SEK 1.8 million).

The equity ratio was 30.2% (34.1%), and total assets amounted to SEK 175.7 million (SEK 151.7 million).

UPCOMING REPORT DATES

Interim Report, January–September 2026	30 October 2026
Year-End Report, January–December 2026	26 February 2027
Publication of the 2026 Annual Report	8 April 2027
Interim Report, January–March 2027	29 April 2027
Annual General Meeting 2027	29 April 2027

FOR FURTHER INFORMATION, PLEASE CONTACT:

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Ivan Ruscic, CFO, ivan@newnordic.se

Hanna Liljeberg, Group Financial Controller, hanna@newnordic.se

Malmö, July 31, 2026, New Nordic Healthbrands AB (publ)

The Board of Directors

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The Board of Directors and the CEO ensure that the interim report provides a fair view of the Group’s operations, position, and results.

Kirsten Ægidius, Chair of the Board

Carina Brorman, Board Member

Lennart Sjölund, Board Member

Marinus Blaabjerg Sørensen, Board Member

Nicklas Johansson, Board Member

Karl Kristian Bergman Jensen, CEO and Board Member

The information in this press release is the information that New Nordic Healthbrands AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on July 31, 2026, at 8:00 a.m. (CET).

GROUP INCOME STATEMENT

(SEK thousand)	THREE MONTHS 2026	THREE MONTHS 2025	SIX MONTHS 2026	SIX MONTHS 2025	TWELVE MONTHS 2025
Sales	163 760	142 980	296 249	286 798	576 364
Cost of goods sold	-59 696	-50 393	-109 510	-101 275	-205 948
Gross profit	**104 064**	**92 587**	**186 739**	**185 522**	**370 416**
Other external expenses	-72 828	-68 614	-136 771	-137 297	-273 220
Personnel expenses	-21 511	-19 555	-41 110	-38 332	-79 583
EBITDA	**9 725**	**4 418**	**8 859**	**9 893**	**17 613**
Depreciations	-713	-637	-1 354	-1 208	-2 465
Operating profit, EBIT	**9 012**	**3 782**	**7 505**	**8 685**	**15 149**
Financial income	18	-1	19	8	46
Financial costs	-348	-253	-694	-1 310	-2 683
Profit after financial items	**8 683**	**3 528**	**6 830**	**7 384**	**12 512**
Tax	-1 385	-1 395	-2 395	-2 597	-4 317
Profit for the period	**7 298**	**2 133**	**4 435**	**4 787**	**8 195**
Average number of shares	6 195 200	6 195 200	6 195 200	6 195 200	6 195 200
Shares by the end of the period*	6 195 200	6 195 200	6 195 200	6 195 200	6 195 200
EBITDA per share	1,57	0,71	1,43	1,60	2,84
Earnings per share	1,18	0,34	0,72	0,77	1,32

**There are no dilution effects*

GROUP CONSOLIDATED FINANCIAL STATEMENT

(SEK thousand)	2026-06-30	2025-06-30	2025-12-31
ASSETS			
Fixed assets			
Intagible assets	6 869	5 723	6 720
Tangible and fixed assets	3 549	4 214	4 050
Other fixed assets	10 556	11 781	11 383
Total fixed assets	**20 974**	**21 718**	**22 153**
Current assets			
Inventories	122 165	112 426	104 380
Current receivables	122 341	95 993	90 703
Tax receivables	354	145	332
Other assets	7 776	6 350	6 315
Prepaid expenses and accrued income	8 978	6 587	5 722
Liquid funds	9 909	9 687	16 545
Total current assets	**271 524**	**231 188**	**223 997**
TOTAL ASSETS	**292 498**	**252 906**	**246 150**

(SEK thousand)	2026-06-30	2025-06-30	2025-12-31
EQUITY AND LIABILITIES			
Eget kapital inklusive årets resultat	**108 654**	**102 120**	**103 465**
Long-term debt			
Long-term interest bearing debt	2 453	2 304	2 323
Deffered tax	29	472	73
Total long-term debt	**2 482**	**2 776**	**2 395**
Short-term debt			
Short-term interest bearing debt	34 606	35 411	33 517
Current liabilities	112 754	88 364	81 633
Other liabilities	9 432	6 937	7 701
Tax liabilities	2 753	1 915	1 871
Deferred costs and prepaid income	21 816	15 383	15 567
Total short-term liabilities	**181 362**	**148 010**	**140 290**
TOTAL EQUITY AND LIABILITIES	**292 498**	**252 906**	**246 150**

CHANGE IN EQUITY

(SEK thousand)	Share capital	Conversion reserve	Other equity inluding profit for the year	TOTAL SHAREHOLDER EQUITY
Closing balance as of December, 31 2024	**6 195**	**5 576**	**89 143**	**100 914**
Profit for the period	0	0	4 787	4 787
Conversion reserve	0	-3 582	0	-3 582
TOTAL PROFIT FOR THE PERIOD	**0**	**-3 582**	**4 787**	**1 205**
Closing balance as of June 30, 2025	**6 195**	**1 994**	**93 930**	**102 120**
Closing balance as of December, 31 2025	**6 195**	**-68**	**97 338**	**103 465**
Profit for the period	0	0	4 435	4 435
Conversion reserve	0	2 276	0	2 276
TOTAL PROFIT FOR THE PERIOD	**0**	**2 276**	**4 435**	**6 711**
DIVIDEND	0	0	-1 522	-1 522
Total transactions with shareholers	**0**	**0**	**-1 522**	**-1 522**
Closing balance as of June 30, 2023	**6 195**	**2 208**	**100 251**	**108 654**

CASH FLOW STATENENTS

(SEK thousand)	THREE MONTHS 2026	THREE MONTHS 2025	SIX MONTHS 2026	SIX MONTHS 2025	TWELVE MONTHS 2025
OPERATING PROFIT	**9 012**	**3 781**	**7 505**	**8 685**	**15 149**
Adjustment for items not included in the cash flow					
Impairments	713	637	1 354	1 208	2 465
Other items not affecting cash flow	65	-40	-183	-33	-42
Interest received	18	1	19	8	21
Interest paid	-472	-498	-922	-1 029	-2 132
Income tax paid	-698	129	-666	-410	-2 198
CASH FLOW FROM CURRENT OPERATIONS BEFORE CHANGES IN WORKING CAPITAL	**8 638**	**4 010**	**7 107**	**8 429**	**13 263**
CASH FLOW FROM CHANGES IN WORKING CAPITAL	-7 355	-3 238	-16 249	-8 107	8 734
Change in inventory	-23 924	1 370	-35 081	-7 826	2 307
Change in operating receivables	27 896	1 326	38 566	4 664	-15 918
Change in operating liabilities	**-3 383**	**-541**	**-12 764**	**-11 268**	**-4 877**
Change in working capital					
	5 256	**3 469**	**-5 656**	**-2 839**	**8 386**
CASH FLOW FROM CURRENT OPERATIONS					
CASH FLOW FROM INVESTMENT ACTIVITIES	-117	-970	-950	-987	-2 658
Acquisition of intangible fixed assets	-13	-476	-23	-486	-813
Acquisition of tangible fixed assets	268	7	-13	419	248
Sale of tangible fixed assets					
	138	**-1 439**	**-986**	**-1 054**	**-3 223**
CASH FLOW FROM INVESTMENT ACTIVITIES					
CASH FLOW FROM FINANCING ACTIVITIES	1 088	-1 655	1 088	-1 655	-3 548
Short-term loans taken out	-3 752	473	0	0	0
Amortization of short-term loans	-7	387	57	141	168
Chagnge in other long-term liabilities	-1 522	0	-1 522	0	0
Dividend to shareholders					
CASH FLOW FROM FINANCING ACTIVITIES	**-4 192**	**-794**	**-376**	**-1 513**	**-3 380**
PERIODENS KASSAFLÖDE	**1 202**	**1 236**	**-7 018**	**-5 406**	**1 783**
Valutakurs vinster/förluster i likvida medel	49	272	381	-155	-485
Likvida medel vid periodens början	8 658	8 180	16 545	15 247	15 247
LIKVIDA MEDEL VID PERIODENS SLUT	**9 909**	**9 687**	**9 909**	**9 687**	**16 545**

THE PARENT COMPANY'S INCOME STATEMENT

(SEK thousand)	THREE MONTHS 2026	THREE MONTHS 2025	SIX MONTHS 2026	SIX MONTHS 2025	TWELVE MONTHS 2025
Sales	82 127	69 967	138 017	130 492	254 609
Cost of goods sold	-56 978	-54 126	-104 967	-101 534	-194 164
Gross profit	**25 149**	**15 841**	**33 050**	**28 958**	**60 445**
Other external expenses	-15 641	-12 212	-26 639	-24 634	-48 960
Personnel expenses	-2 226	-2 192	-4 480	-4 147	-8 888
EBITDA	**7 282**	**1 437**	**1 931**	**178**	**2 597**
Depreciations	-557	-446	-1 027	-830	-1 729
Operating profit, EBIT	**6 725**	**991**	**903**	**-652**	**868**
Earnings from subsidiaries	993	554	993	3 279	3 279
Financial income	6	6	10	12	24
Financial costs	-379	-415	-741	-852	-1 618
Net financial item	**620**	**144**	**263**	**2 438**	**1 685**
Profit after financial items	**7 345**	**1 136**	**1 166**	**1 786**	**2 553**
Appropriations	**0**	**0**	**0**	**0**	**887**
Profit before tax	**7 345**	**1 136**	**1 166**	**1 786**	**3 440**
Tax	0	0	0	0	0
Net profit for the period	**7 345**	**1 136**	**1 166**	**1 786**	**3 440**

THE PARENT COMPANY'S BALANCE SHEET

(SEK thousand)	**2026-06-30**	**2025-06-30**	**2025-12-31**
ASSETS			
Fixed assets	41 139	40 313	41 175
Current assets	134 605	111 425	107 414
TOTAL ASSETS	**175 744**	**151 738**	**148 589**

(SEK thousand)	**2026-06-30**	**2025-06-30**	**2025-12-31**
EQUITY AND LIABILITIES			
Equity including profit for the year	**53 068**	**51 796**	**53 451**
Current liabilities	122 676	99 942	95 139
TOTAL EQUITY AND LIABILITIES	**175 744**	**151 738**	**148 589**

KEY FIGURES

(SEK thousand)	THREE MONTHS 2026	THREE MONTHS 2025	SIX MONTHS 2026	SIX MONTHS 2025	TWELVE MONTHS 2025
Net sales	163 760	142 980	296 249	286 798	576 364
Gross profit	104 064	92 587	186 739	185 522	370 416
EBITDA	9 725	4 418	8 859	9 893	17 613
Operating profit	9 012	3 782	7 505	8 685	15 149
Profit after financial items	8 683	3 528	6 830	7 384	12 512
Profit after tax for the period	7 298	2 133	4 435	4 787	8 195
Gross margin, %	63,5%	64,8%	63,0%	64,7%	64,3%
EBITDA, %	5,9%	3,1%	3,0%	3,4%	3,1%
Operating margin, %	5,5%	2,6%	2,5%	3,0%	2,6%
Profit margin, %	5,3%	2,5%	2,3%	2,6%	2,2%
Balance Sheet	292 498	252 906	292 498	252 906	246 150
Equity	108 654	102 120	108 654	102 120	103 465
Return on equity. %	6,7%	2,1%	4,1%	4,7%	7,9%
Equity ration, %	37,1%	40,4%	37,1%	40,4%	42,0%
Debt ratio	1,69	1,48	1,69	1,48	1,38
Interest subscription rate	22,17	8,95	9,57	9,23	5,66
Investments	130	1 446	973	1 473	3 471
Cash flow from current operations	5 256	3 469	-5 656	-2 839	8 386
Number of employees, average	74	73	74	73	71
Number of employees, end of period	81	81	81	81	78
Net sales per employee	2 206	1 959	3 990	3 929	8 089
Gross profit per employee	1 402	1 268	2 515	2 541	5 199
Profit per employee	117	48	92	101	176
Average number of shares in the period	6 195 200	6 195 200	6 195 200	6 195 200	6 195 200
Number of shares end of the period*	6 195 200	6 195 200	6 195 200	6 195 200	6 195 200
Own shares at the end of the period*	0	0	0	0	0
EBITDA per share, SEK	1,57	0,71	1,43	1,60	2,84
Earnings per share for the period, SEK	1,18	0,34	0,72	0,77	1,32
Eget kapital per aktie, SEK	17,54	16,48	17,54	16,48	16,70

* There is no dilution effect

TURNOVER DISTRIBUTED BY GEOGRAPHIC AREA

(SEK thousand)	THREE MONTHS 2026	%	THREE MONTHS 2025	%	SIX MONTHS 2026	%	SIX MONTHS 2025	%	TWELVE MONTHS 2025	%
NET SALES										
The Nordic countries	39 542	24%	35 907	25%	77 621	26%	73 486	26%	157 002	27%
Europe	57 236	35%	60 410	42%	107 944	36%	117 787	41%	241 227	42%
North America	45 828	28%	40 842	29%	82 581	28%	84 526	29%	155 967	27%
The rest of the world	21 154	13%	5 821	4%	28 103	10%	10 999	4%	22 168	4%
TOTAL	**163 760**	**100%**	**142 980**	**100%**	**296 248**	**100%**	**286 798**	**100%**	**576 364**	**100%**

QUARTERLY HISTORY

	2026	2026	2025				2024			
(SEK millions)	Q1	Q2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net sales	132,5	163,8	143,8	143,0	139,0	150,5	130,2	140,9	129,6	149,6
Change compared to the previous period, %	-7,9%	14,5%	10,4%	1,5%	7,2%	0,6%	3,1%	8,4%	-4,2%	-4,9%
EBITDA	-0,9	9,7	5,5	4,4	3,4	4,3	-3,3	-1,4	0,8	2,0
EBITDA, %	-0,7%	5,9%	3,8%	3,1%	2,4%	2,9%	-2,5%	-1,0%	0,6%	1,3%
Operating profit	-1,5	9,0	4,9	3,8	2,7	3,7	-3,8	-1,9	0,3	1,0
Operating marginl, %	-1,1%	5,5%	3,4%	2,6%	2,0%	2,5%	-2,9%	-1,4%	0,2%	0,7%
Profit before tax	-1,9	8,7	3,9	3,5	2,2	2,9	-3,9	-2,7	-0,5	0,4
Profit after tax	-2,9	7,3	2,7	2,1	1,4	2,0	-3,4	-4,5	-1,8	1,9
Liquid funds	8,7	9,9	8,2	9,7	12,1	16,5	9,9	11,9	10,1	15,2
Incentory	115,8	122,2	109,9	112,4	109,5	104,4	107,7	106,6	102,9	106,7
Equity	102,0	108,7	99,7	102,1	102,5	103,5	104,5	100,1	97,6	100,9
Balance Sheet	264,3	292,5	249,4	252,9	255,2	246,2	257,5	252,3	239,8	248,7
Earning per share	-0,46	1,18	0,43	0,34	0,22	0,33	-0,55	-0,72	-0,28	0,31
Equity per share	16,46	17,54	16,10	16,48	16,54	16,70	16,86	16,15	15,75	16,29
Cash flow from the current business per share	-1,76	0,85	-1,02	0,56	0,42	1,39	-2,54	-0,01	-0,14	1,82
Equity ratio, %	38,6%	37,1%	40,0%	40,4%	40,1%	42,0%	40,6%	39,7%	40,7%	40,6%

DEFINITIONS

Return on equity:

Profit for the period attributable to the parent company's shareholders, expressed as a percentage of equity attributable to the parent company's shareholders at the end of the period.

Gross profit:
Net sales reduced by cost of merchandise.

Gross Margin:
Cost of merchandise (excluding other operating income) divided by net sales.

Gross profit per employee:
Gross profit divided by average number of employees.

EBITDA margin:
Operating profit before depreciation and write-downs as a percentage of net sales.

Equity per share:
Equity divided by average number of shares.

Free cash flow:
Cash flow from operating activities and cash flow from investment activities.

Investments in intangible/tangible facilities:
Investments in fixed assets excluding acquisitions and disposals of operations.

Items affecting comparability:
Items that have no clear connection with the ordinary business and are of such a nature that it cannot be expected to occur frequently or regularly and that it is an item of substantial value.

Net sales per employee:
Net sales in the period divided by the average number of employees in the period.

Net debt (+) / net cash (-):
Interest-bearing liabilities reduced by cash and cash equivalents.

Growth in local currency:
Growth in local currency weighted by the local currency's share of net sales in SEK in the period.

Earnings per share, SEK:
The period's result attributable to the parent company's shareholders in relation to the average number of outstanding shares based on a rolling twelve-month calculation.

Profit per employee:
Profit after financial items divided by average number of employees.

Interest coverage ratio, times:
Profit before tax with additions for interest costs in relation to interest costs.

Operating margin:
Operating profit expressed as a percentage of net sales.

Working capital, net:
Current assets excluding liquid funds reduced by non-interest-bearing short-term liabilities.

Operating profit (EBIT):
Profit before financial items and tax.

Operating profit per employee:
Operating profit in the period divided by the average number of employees in the period.

Solidity:
Equity expressed as a percentage of total assets.

Profit margin:
Profit before tax expressed as a percentage of net sales.