

# FINANCIAL STATEMENTS RELEASE

January – December 2024

12 March 2024

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# Content

1. Introduction to Orthex
2. January-December 2024 in brief
3. Strategy
4. Financials
5. Q&A



# A leading Nordic houseware company with strong brands and sustainable products



8 sales organisations



>40 customer countries



3 factories (incl. warehouses)



>90% own brands



~300 employees (FTE)



Sustainability focus



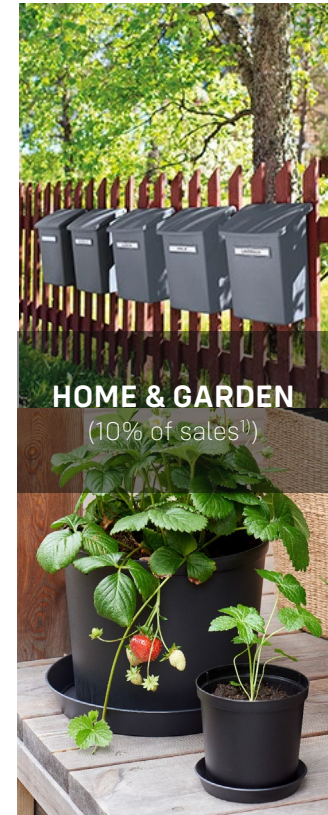
**GastroMax™**  
by orthex™

**orthex™**

- Local sales organisations
- Factories
- Warehouses



# Mission to make everyday life easier



Functional and award-winning design



Long-lasting high-quality products



Forerunner in sustainability



~10% of sales from new launches

1) Invoiced sales split by product category Q1-Q4/2024

# JANUARY-DECEMBER 2024 IN BRIEF

Financial statements release January–December 2024





# January–December 2024

## Net sales

- Orthex's net sales increased by 4.4% to EUR 89.7 million (85.9). In constant currency, net sales grew by 4.3%.
- Solid growth in Europe outside the Nordics

## Profitability

- Adjusted EBITA was EUR 10.2 million (10.9)
- Adjusted EBITA margin decreased to 11.4% from 12.7% impacted by the previous year's one-off electricity support

## Raw material price development

- Raw material prices were stable during the period



# Q4 2024: Solid performance in a sluggish market

## Net sales and Invoiced sales

- Net sales increased by 2.0% to a new quarterly record of EUR 23.9 million (23.4)
  - Constant currency net sales growth was 2.2%.
- Record invoiced sales of EUR 5.9 million (5.5) outside the Nordics delivering 6.5% growth
- Continued careful consumer and retailer behaviour in the Nordics

## Adjusted EBITA

- Adjusted EBITA was EUR 3.0 million (2.9)
- Adjusted EBITA margin was 12.7% (12.4)

## Cash flows

- Strong net cash flows from operating activities of EUR 2.4 million (0.4)





# Q1-Q4/2024: Stable sales development

## Net sales

- Net sales increased by 4.4% to EUR 89.7 million (85.9)
- Invoiced sales increased by 4.9% and totalled EUR 92.3 million (88.0)

## Adjusted EBITA

- Adjusted EBITA was EUR 10.2 million (10.9)
- Adjusted EBITA margin was 11.4% (12.7)

## Net debt to adjusted EBITDA ratio

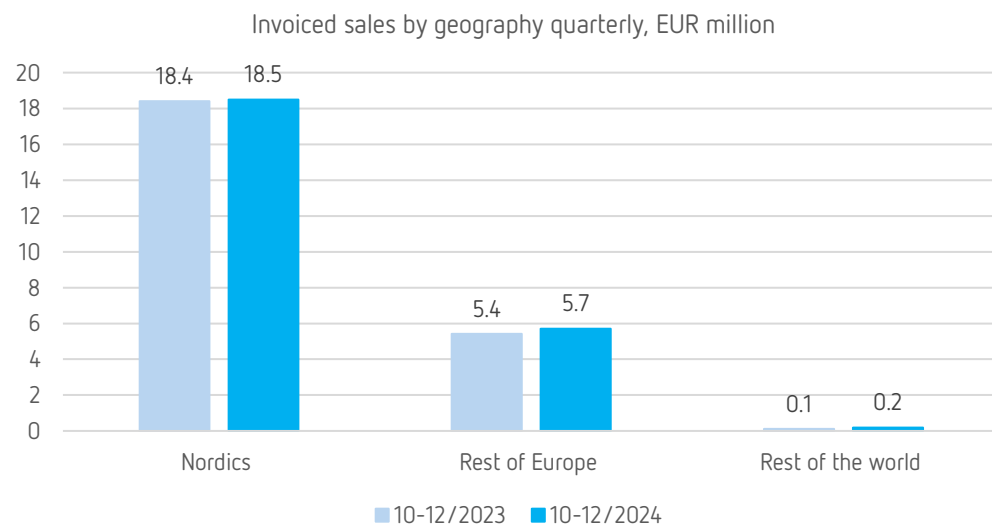
- Healthy leverage at 1.4 (1.5)

## Raw material price development

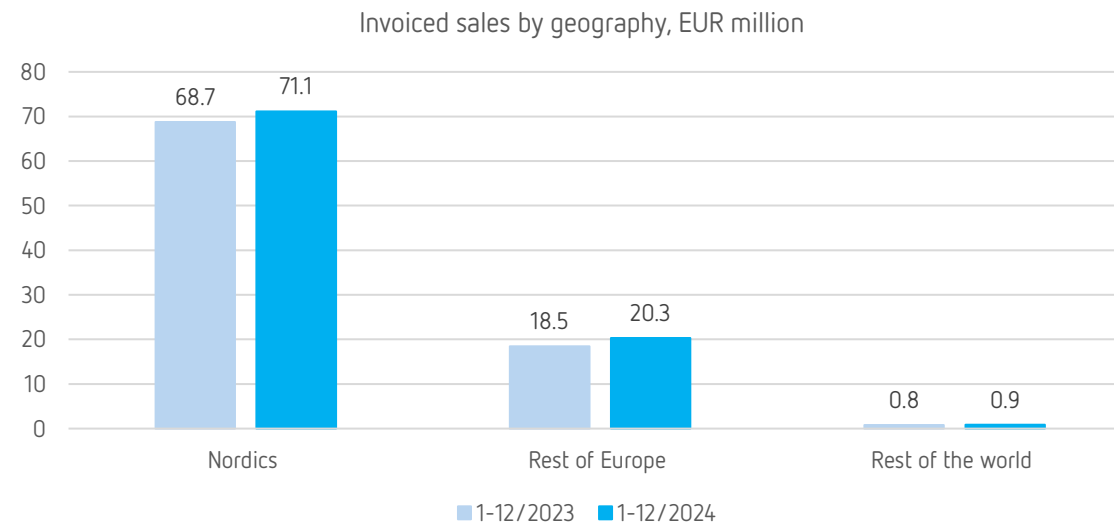
- Raw material prices were stable during the period



# Invoiced sales by geography



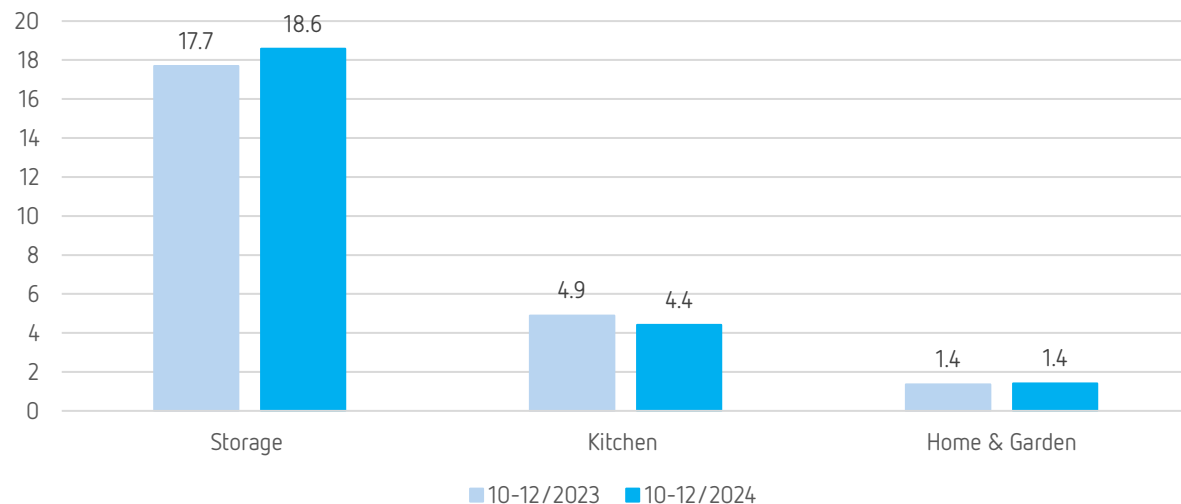
- Orthex's invoiced sales in the Nordics were EUR 18.5 million (18.4)
- The Rest of Europe delivered invoiced sales growth of 5.3% and EUR 5.7 million in sales (5.4).
- Invoiced sales in the Rest of the world were EUR 0.2 million (0.1)



- Orthex's invoiced sales in the Nordics were EUR 71.1 million (68.7)
- Invoiced sales in the Rest of Europe increased by 10.0% to a record of EUR 20.3 million (18.5).
- Invoiced sales in the Rest of the world totalled EUR 0.9 million (0.8)
- The invoiced sales outside the Nordics increased by 10.0% compared to Q1-Q4 2023

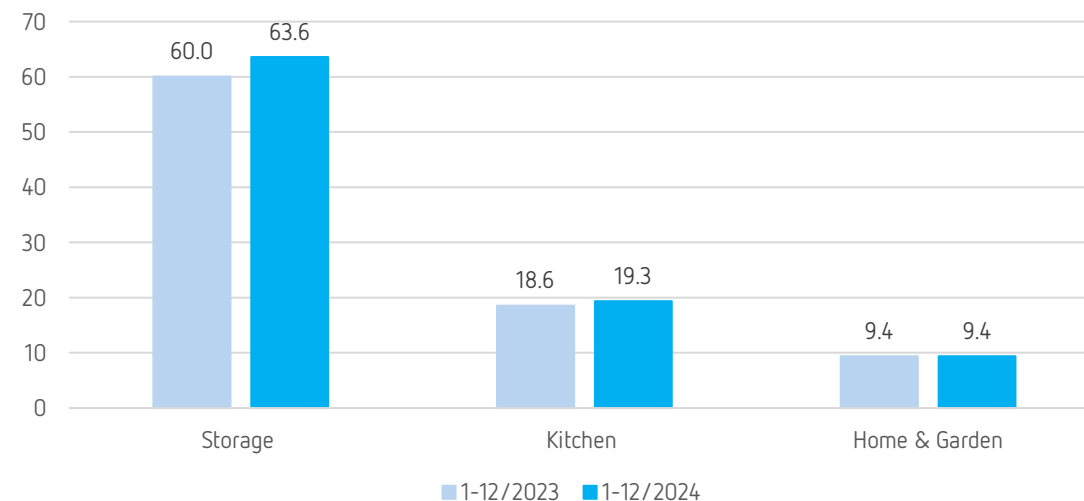
# Invoiced sales by product category

Invoiced sales by product category quarterly, EUR million



- Invoiced sales in the largest category Storage increased to EUR 18.6 million (17.7)
- Invoiced sales in the Kitchen category decreased to EUR 4.4 million (4.9)
- Invoiced sales in the Home & Garden category were flat at EUR 1.4 million (1.4)

Invoiced sales by product category, EUR million



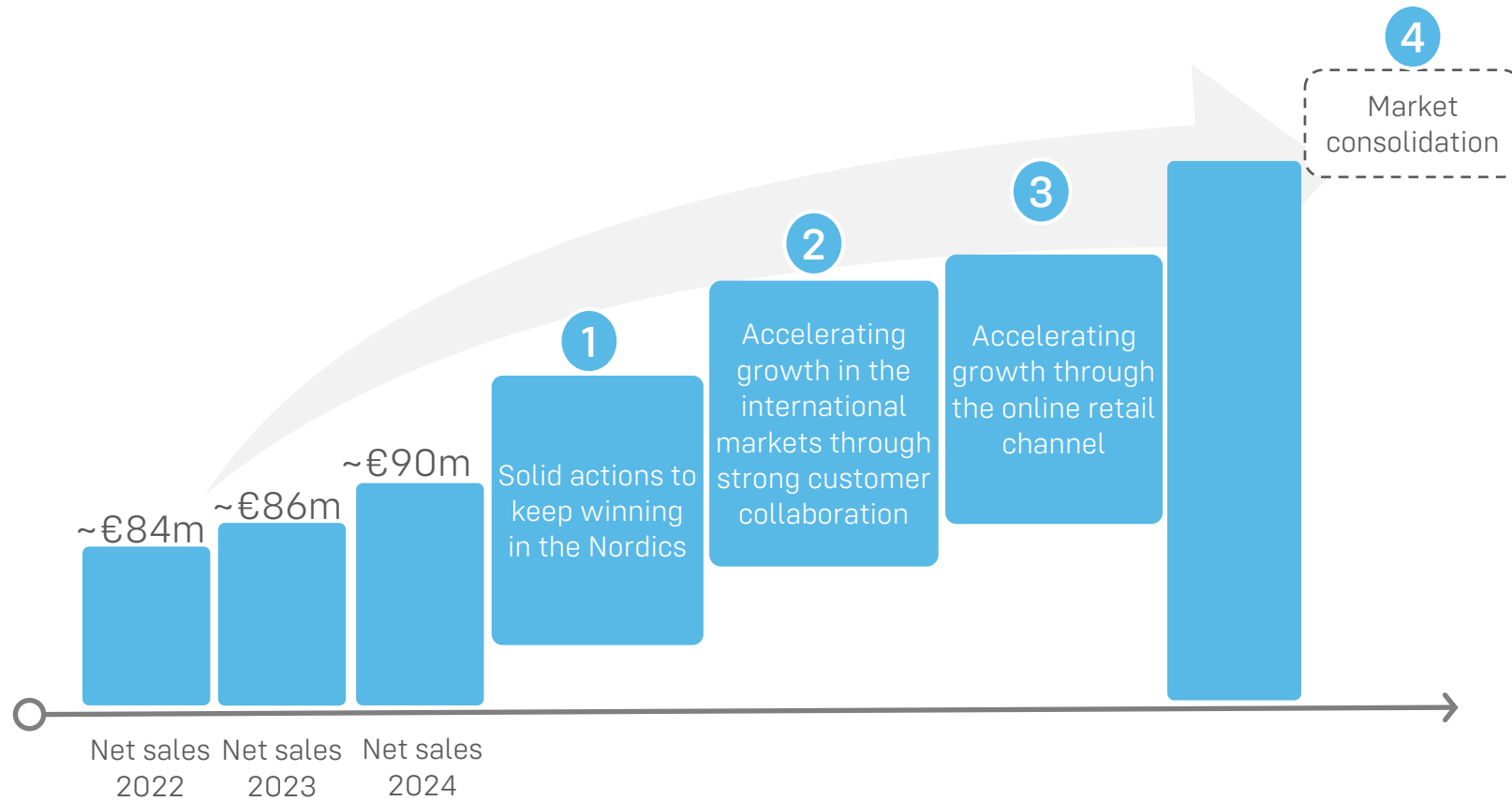
- Invoiced sales in the largest category Storage increased by 5.9% to EUR 63.6 million (60.0)
- Invoiced sales in the Kitchen category increased by 4.1% to EUR 19.3 million (18.6) driven by widening customer distribution and successful rebranding of the food storage products
- Invoiced sales in the Home & Garden category were EUR 9.4 million (9.4)

# STRATEGY

Financial report January-December 2024



# Clear growth strategy to deliver objectives



**#1 storage brand in Europe**

**A leading houseware company in the Nordics**



Clear category strategy focusing on storage



Showing the way in sustainability



Maintain a high innovation rate

# Growth through strong in-store visibility



OBI Germany



Brico Pro Monaco



Bauhaus Denmark



Citygross Sweden



Motonet Finland

- > 500 trucks in Europe in 2024
- > 500 in-store shelf implementations



Showing the way  
in sustainability



# Sustainability

## Circular Economy Green Deal

- Orthex announced in December that it has joined the Circular Economy Green Deal.
- The Circular Economy Green Deal is a voluntary strategic commitment shared by companies, municipalities, regions, sectoral organisations, and the Finnish government.
- The participating organisations commit to reducing their use of natural resources and setting effective goals, and to taking actions that promote a low-carbon circular economy.

## Sustainability Report 2024

- The Annual and Sustainability Report 2024 will be published during the week starting 24 March 2025



Maintain a high innovation rate

# Strategy in Action - Maintain a high innovation rate



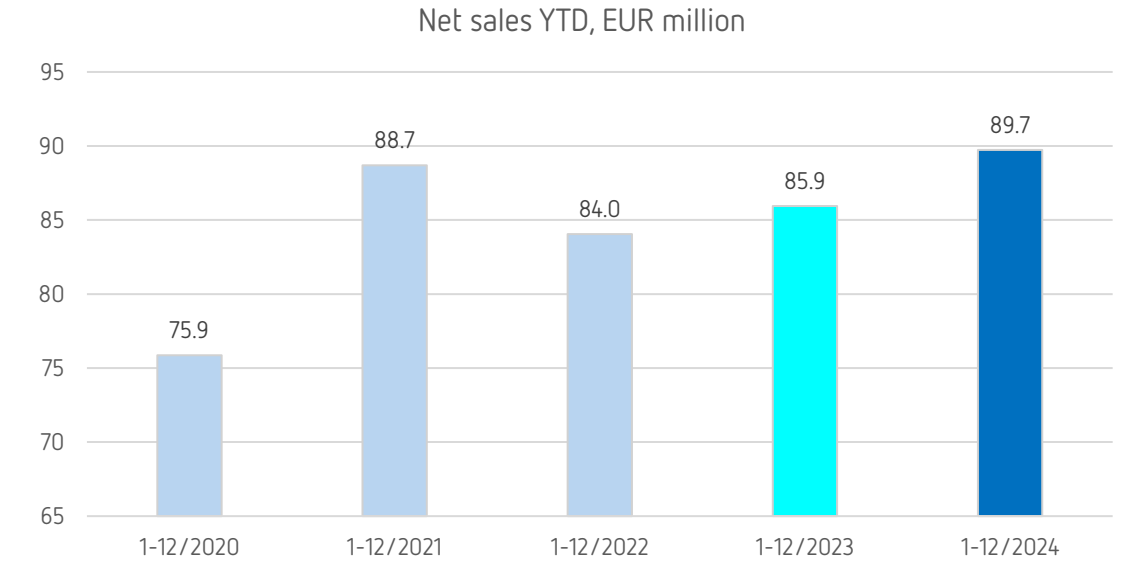
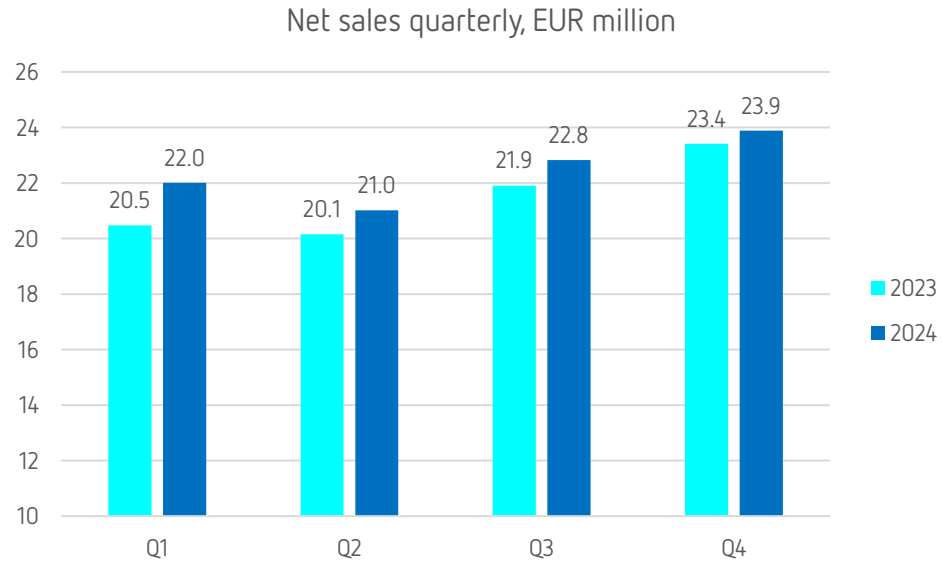
# FINANCIALS

Financial report January–December 2024





# Net sales quarterly and full-year 2024

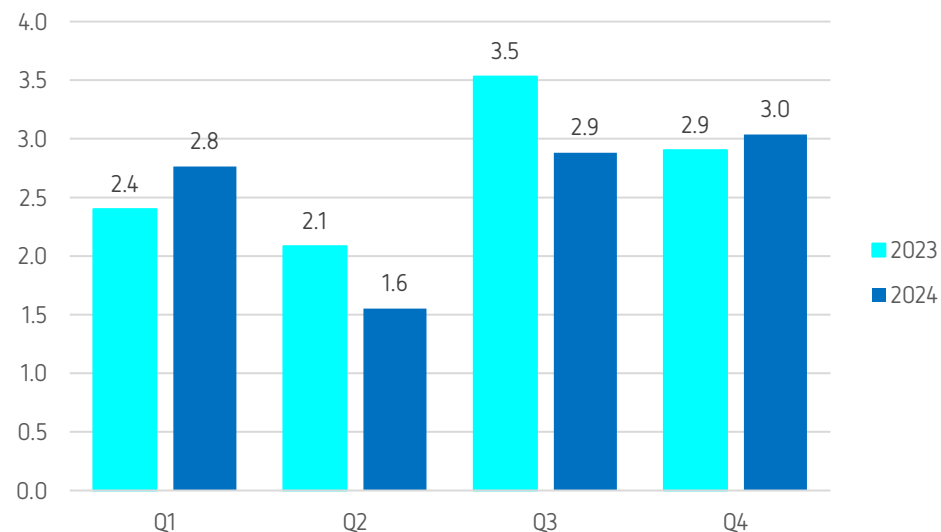


- In Q4 2024, the Group's Net sales increased by 2.0% to EUR 23.9 million (23.4)
- The increase in Constant currency net sales was 2.2% compared to the fourth quarter of 2023.
- Successful launches of novelties, campaigns, strong in-store activities as well as new product and customer listings contributed to the net sales growth.

- Full-year net sales increased by 4.4 % compared to 2023
- The increase in constant currency net sales was 4.3% compared to 2023
- Invoiced sales in the Rest of the Europe grew by 10.0%

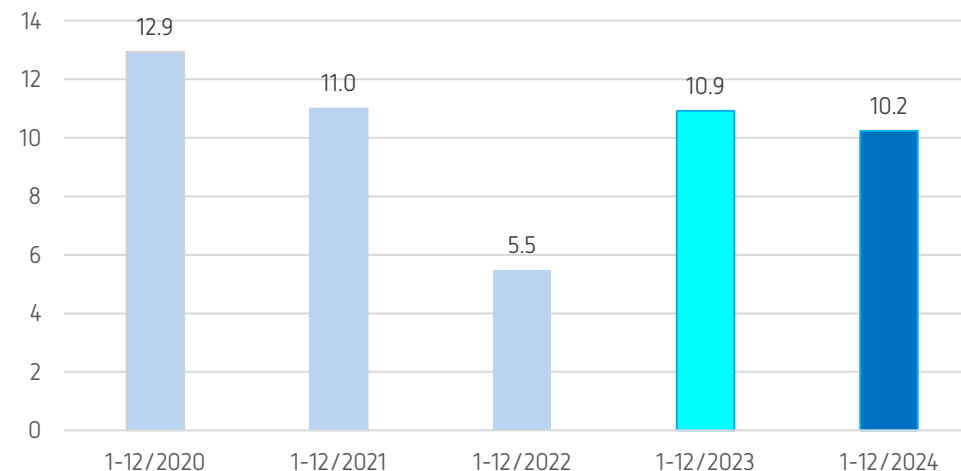
# Profitability quarterly and full-year 2024

Adjusted EBITA quarterly, EUR million



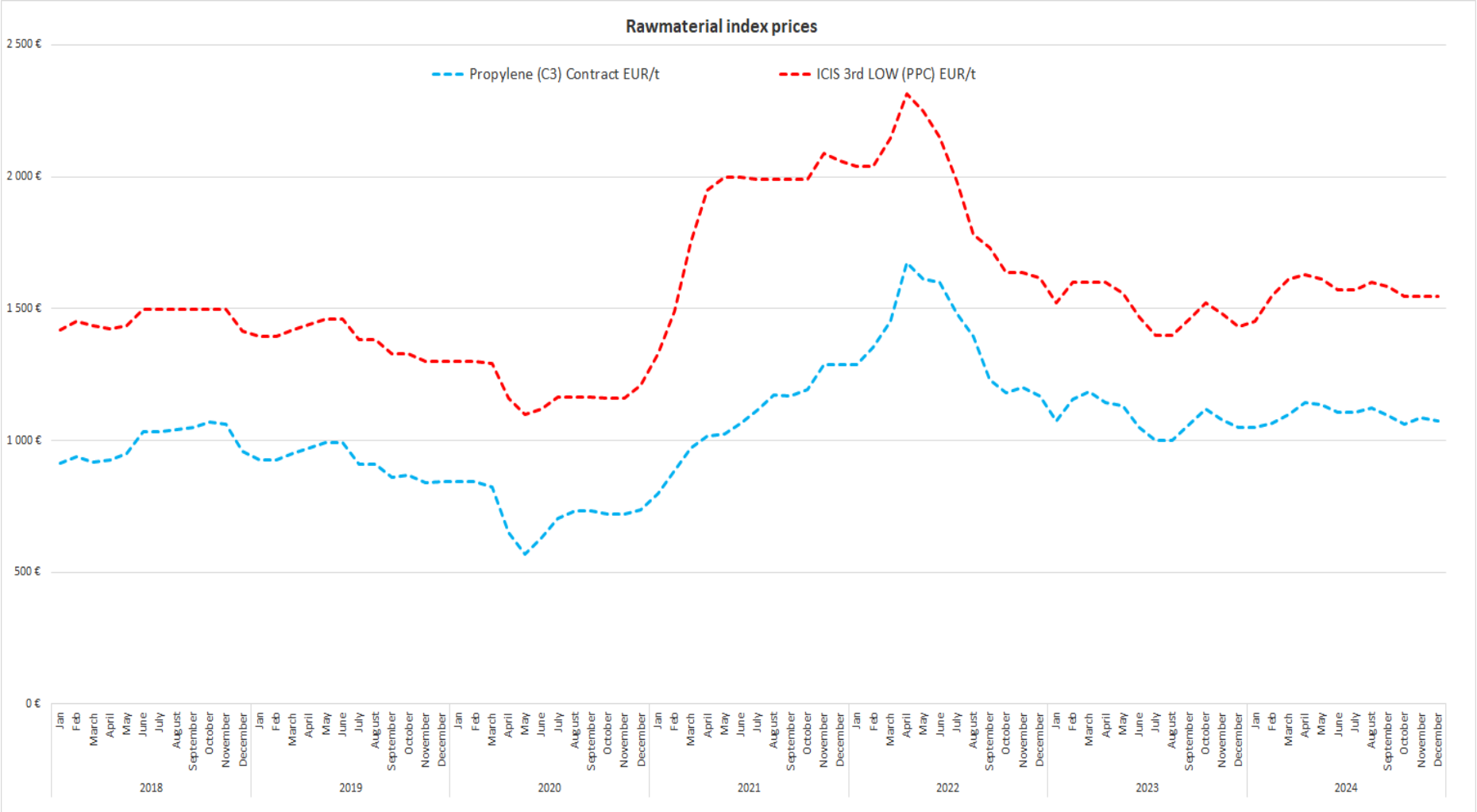
- Adjusted EBITA increased to EUR 3.0 million (2.9) The adjusted EBITA margin improved to 12.7% (12.4)
- Raw material fluctuation stabilized during the year.
- The last quarter profitability was negatively impacted by higher credit loss provisions.

Adjusted EBITA YTD, EUR million



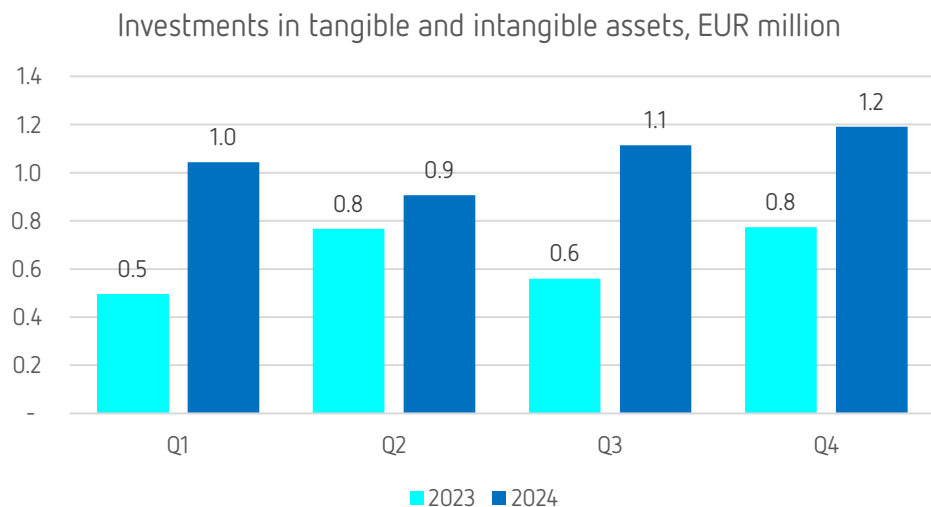
- Adjusted EBITA decreased to EUR 10.2 million (10.9). The adjusted EBITA margin decreased to 11.4% (12.7)
- Gross margin increased 0.3 percentage points from 28.3% to 28.6% due to decreased production unit cost planned for higher sales growth as well as decreased maintenance and electricity cost
- Increased fixed costs mainly due to strengthening the commercial organisation, demand activation and salary inflation

# Development of raw material price indexes

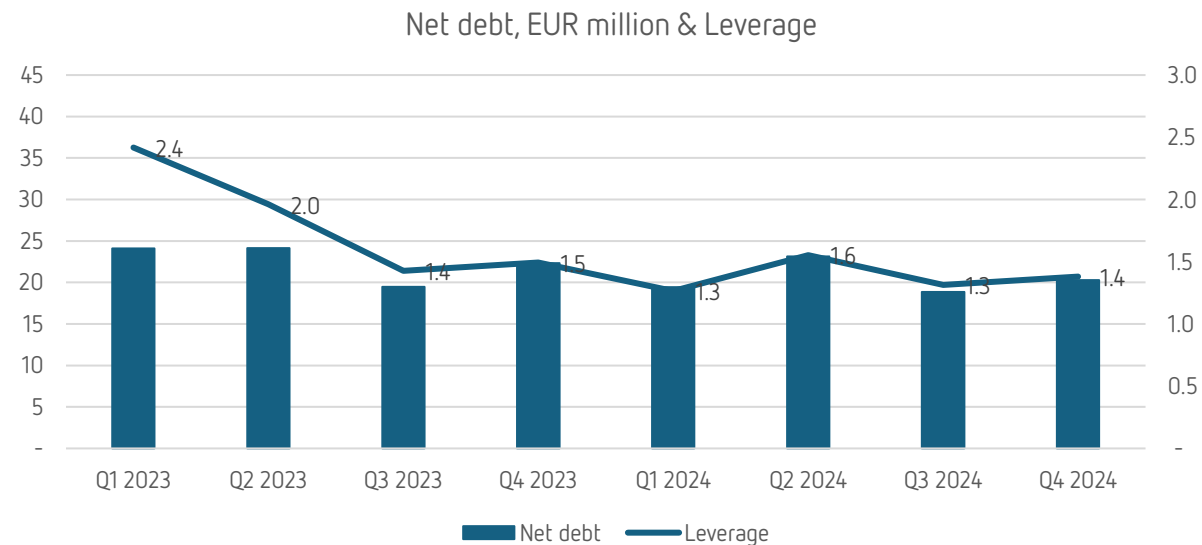


- Normal fluctuation in index prices during Q4
- The cost inflation in Europe increases the price pressure on raw material manufacturers
- Raw material suppliers are balancing their capacity to defend prices
- Geopolitical uncertainty might affect import and prices

# Investments & net debt



- Orthex's investments during the fourth quarter of 2024 amounted to EUR 1.2 million and were related to moulds for new products and capacity increases
- Full year investments amounted to EUR 4.3 million
- New product lines 2024: SmartStore™ Essence baskets, GastroMax™ Ladles, SmartStore™ Collect Biowaste, SmartStore™ Collect Stack-It, SmartStore™ Sustain new sizes and more in the pipeline



- At the end of the review period, the Group's net debt was EUR 20.3 million (22.3)
- The non-current interest-bearing liabilities were EUR 26.3 million (29.6) and Orthex's total interest-bearing liabilities were EUR 30.7 million (33.9) on 31 December 2024
- Leverage was at healthy 1.4x at the end of the period

# Long-term financial targets

	Target	Description	Latest reported
<b>SALES GROWTH</b>	Total growth of >5% Outside Nordics >10%	<i>"An over time annual organic net sales growth to exceed 5 per cent on a Group level, and 10 per cent outside the Nordic region"</i>	4.4% total 10.0% outside Nordics*
<b>PROFITABILITY</b>	18%	<i>"Improving EBITA margin (adjusted for items affecting comparability) exceeding 18 per cent over time"</i>	11.4%
<b>LEVERAGE</b>	<2.5x	<i>"Net debt to adj. EBITDA below 2.5x. Leverage may temporarily exceed the target, for example, in conjunction with acquisitions"</i>	1.4x
<b>PAY-OUT RATIO</b>	>50%	<i>"To distribute a stable and over time increasing dividend with a pay-out of at least 50% of net profit on a bi-annual basis"</i>	63.9% EUR 0.22 per share**

# Reporting dates 2025

Orthex will publish its financial reports in 2025 as follows:

- 15 May 2025: Interim report January–March 2025
- 21 August 2025: Half-year financial report January–June 2025
- 13 November 2025: Interim report January–September 2025

**The Annual and Sustainability Report 2024 will be published during the week starting 24 March 2025.**

**The Annual General Meeting will take place on Tuesday, 29 April 2025.**



# SUMMARY



STABLE SALES  
GROWTH

INVESTMENT IN NEW PRODUCTS  
AND STORE PRESENCE

COST PRESSURE

Q&A

[www.investors.orthexgroup.com](http://www.investors.orthexgroup.com)





# Key Figures

## Key Performance Indicators

EUR million	10-12/2024	10-12/2023	Change	1-12/2024	1-12/2023	Change	2023
Invoiced sales	24.4	23.9	1.9%	92.3	88.0	4.9%	88.0
Net sales	23.9	23.4	2.0%	89.7	85.9	4.4%	85.9
Gross margin	6.8	6.8	-0.3%	25.7	24.3	5.7%	24.3
Gross margin, %	28.5%	29.2%		28.6%	28.3%		28.3%
EBITDA	3.9	3.9	-1.0%	14.3	14.9	-4.3%	14.9
EBITDA margin, %	16.2%	16.7%		15.9%	17.3%		17.3%
Adjusted EBITDA	4.2	3.9	6.9%	14.6	14.9	-2.0%	14.9
Adjusted EBITDA margin, %	17.5%	16.7%		16.3%	17.4%		17.4%
EBITA	2.7	2.9	-6.1%	9.8	10.9	-9.4%	10.9
EBITA margin, %	11.4%	12.4%		11.0%	12.6%		12.6%
Adjusted EBITA	3.0	2.9	4.6%	10.2	10.9	-6.3%	10.9
Adjusted EBITA margin, %	12.7%	12.4%		11.4%	12.7%		12.7%
Operating profit	2.7	2.9	-5.4%	9.8	10.8	-8.5%	10.8
Operating profit margin, %	11.4%	12.3%		11.0%	12.5%		12.5%
Net cash flows from operating activities	2.4	0.4	586.4%	11.8	10.2	16.1%	10.2
Net debt / Adjusted EBITDA	1.4	1.5		1.4	1.5		1.5
Adjusted return on capital employed (ROCE), %	9.2%	9.0%		29.7%	31.8%		31.8%
Equity ratio, %	41.9%	40.2%		41.9%	40.2%		40.2%
Earnings per share, basic (EUR)	0.10	0.12	-14.6%	0.34	0.39	-11.3%	0.39
FTEs	279	281	-0.8%	288	281	2.3%	281

orthex™

Practical is Beautiful