

HALF-YEAR FINANCIAL REPORT

January – June 2025

21 August 2025
Alexander Rosenlew, CEO
Saara Mäkelä, CFO
Hanna Kukkonen, CMSO

Content

1. Introduction to Orthex
2. January-June 2025 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™

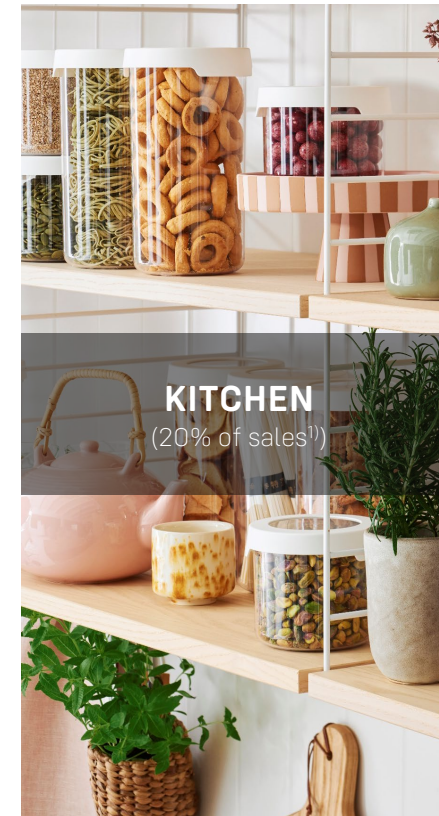
- Local sales organisations
- Factories
- Warehouses



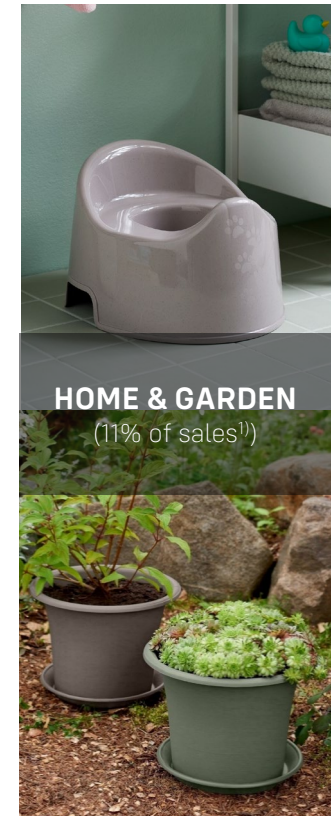
Mission to make everyday life easier



STORAGE
(69% of sales¹)



KITCHEN
(20% of sales¹)



HOME & GARDEN
(11% of sales¹)



Functional and award-winning design



Forerunner in sustainability



Long-lasting high-quality products



~10% of sales from new launches

1) Invoiced sales split by product category (LTM)

JANUARY-JUNE 2025 IN BRIEF

Half-year financial report January-June 2025



CEO comments on Q2 2025

Operating environment remained challenging due to continued low consumer confidence

Strong sales growth in Europe, cautious customer behaviour in the Nordics

- In the Rest of Europe, very strong sales growth through improving distribution, successful new product launches and effective in-store campaigns.
- In the Nordics, some customers have been cautious in their buying patterns due to the challenging market.
- Profitability increased year-on-year, overall costs under good control, which enabled us to protect the profit margins despite the decline in sales in the Nordics.



Q2 2025: Strong sales growth in Europe, Nordic consumer demand still challenging

Net sales and Invoiced sales

- Net sales decreased by 2.3% to EUR 20.5 million (21.0)
- Invoiced Sales growth in Rest of Europe 22.1%
- In the Nordics, some customers have been cautious in their buying patterns resulting in sales decline of 7.4%

Adjusted EBITA

- Adjusted EBITA was EUR 1.7 million (1.6)
- Adjusted EBITA margin was 8.4% (7.4)

Cash flows

- Net cash flows from operating activities were according to our plans at EUR -0.8 million (-0.4)





H1 2025: Net sales decreased by 3.5% and adjusted EBITA was EUR 3.4 million

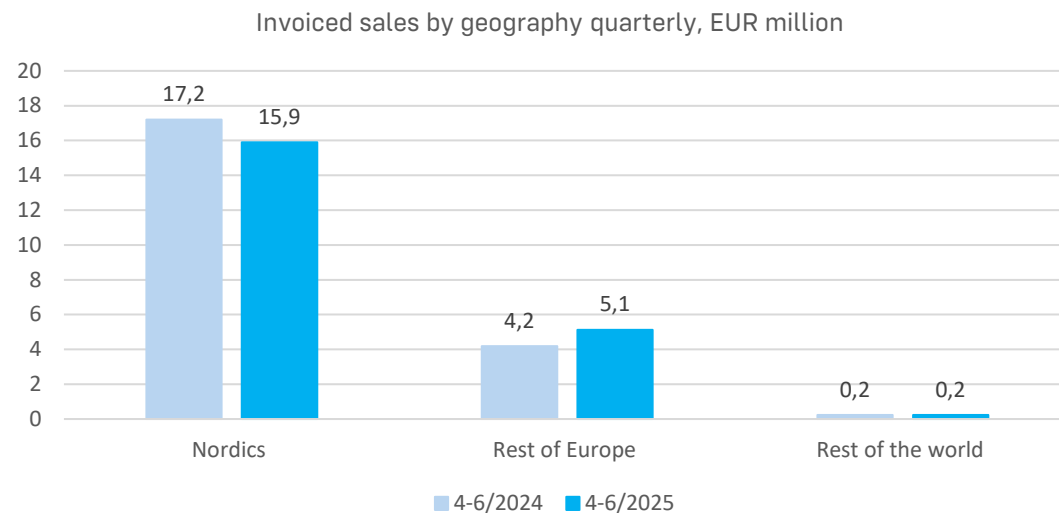
Net sales

- Net sales decreased by 3.5% to EUR 41.5 million (43.0)
- Invoiced sales decreased by 3.4% and totalled EUR 43.1 million (44.6)

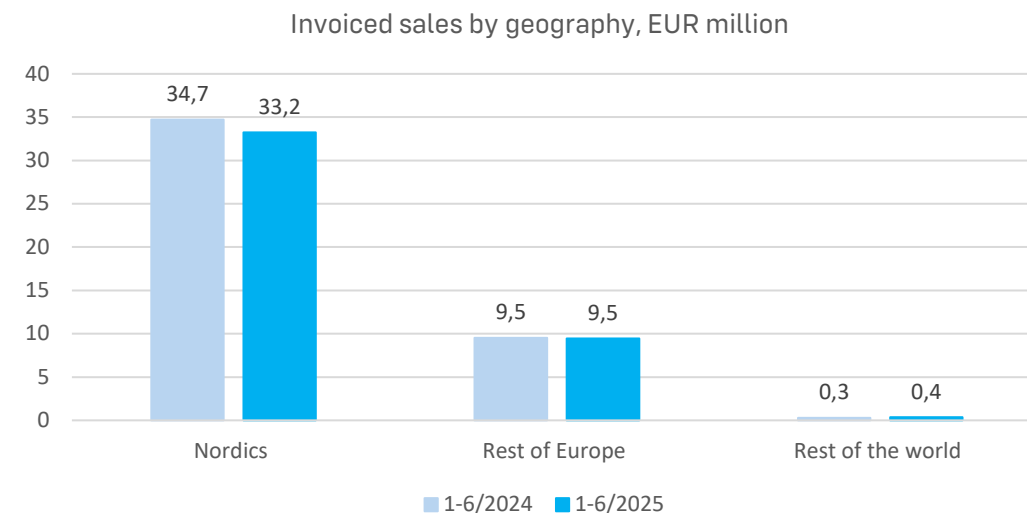
Adjusted EBITA

- Adjusted EBITA was EUR 3.4 million (4.3)
- Adjusted EBITA margin was 8.3% (10.0)

Invoiced sales by geography

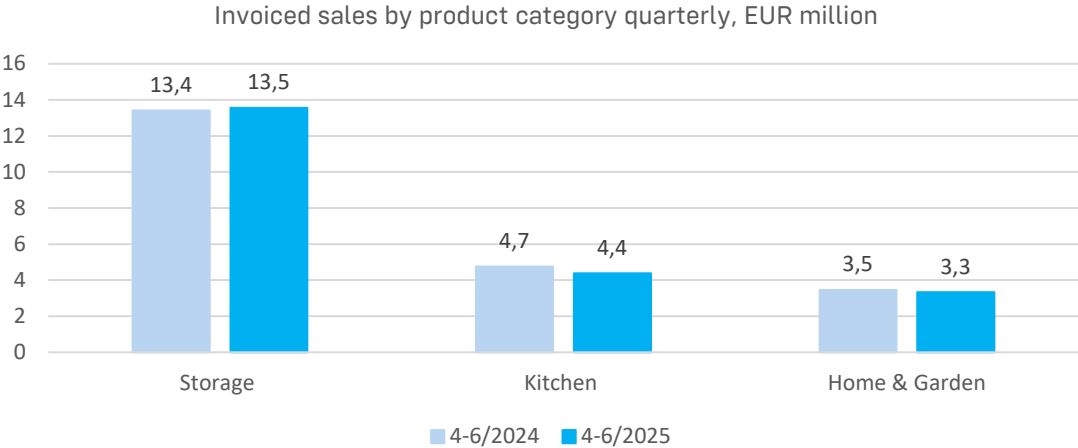


- Orthex's invoiced sales in the core market Nordics were EUR 15.9 million (17.2)
- The Rest of Europe delivered invoiced sales growth of 22.1% and sales were EUR 5.1 million (4.2).

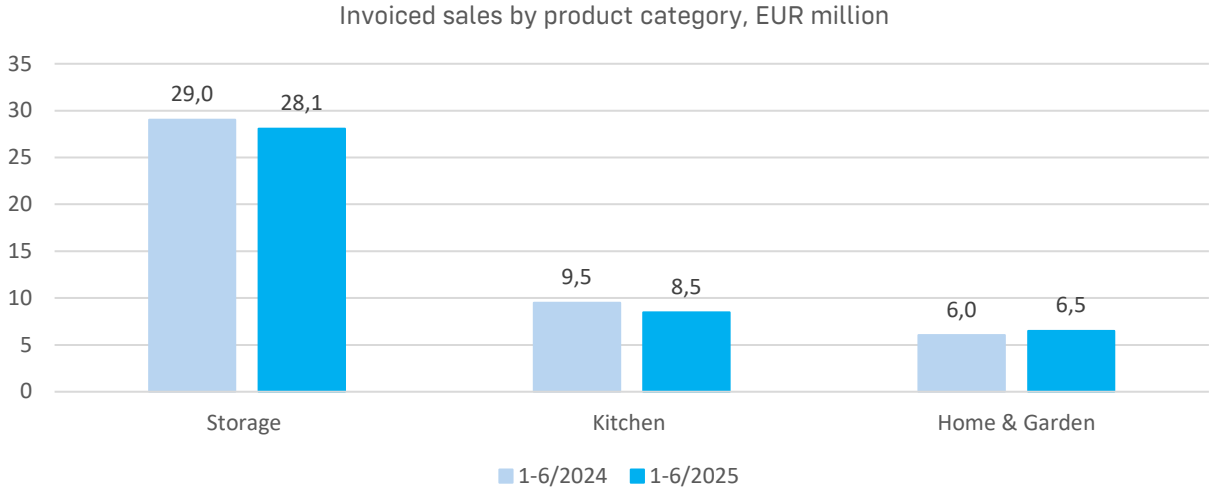


- Orthex's invoiced sales in the Nordics were EUR 33.2 million (34.7)
- Invoiced sales in the Rest of Europe were EUR 9.5 million (9.5).
- Invoiced sales in the Rest of the world totalled EUR 0.4 million (0.3)
- In the Nordics, sales decline was 4.3%

Invoiced sales by product category



- Invoiced sales in the largest category Storage increased to EUR 13.5 million (13.4)
- Invoiced sales in the Kitchen category decreased to EUR 4.4 million (4.7)
- Invoiced sales in the Home & Garden category amounted to EUR 3.3 million (3.5)



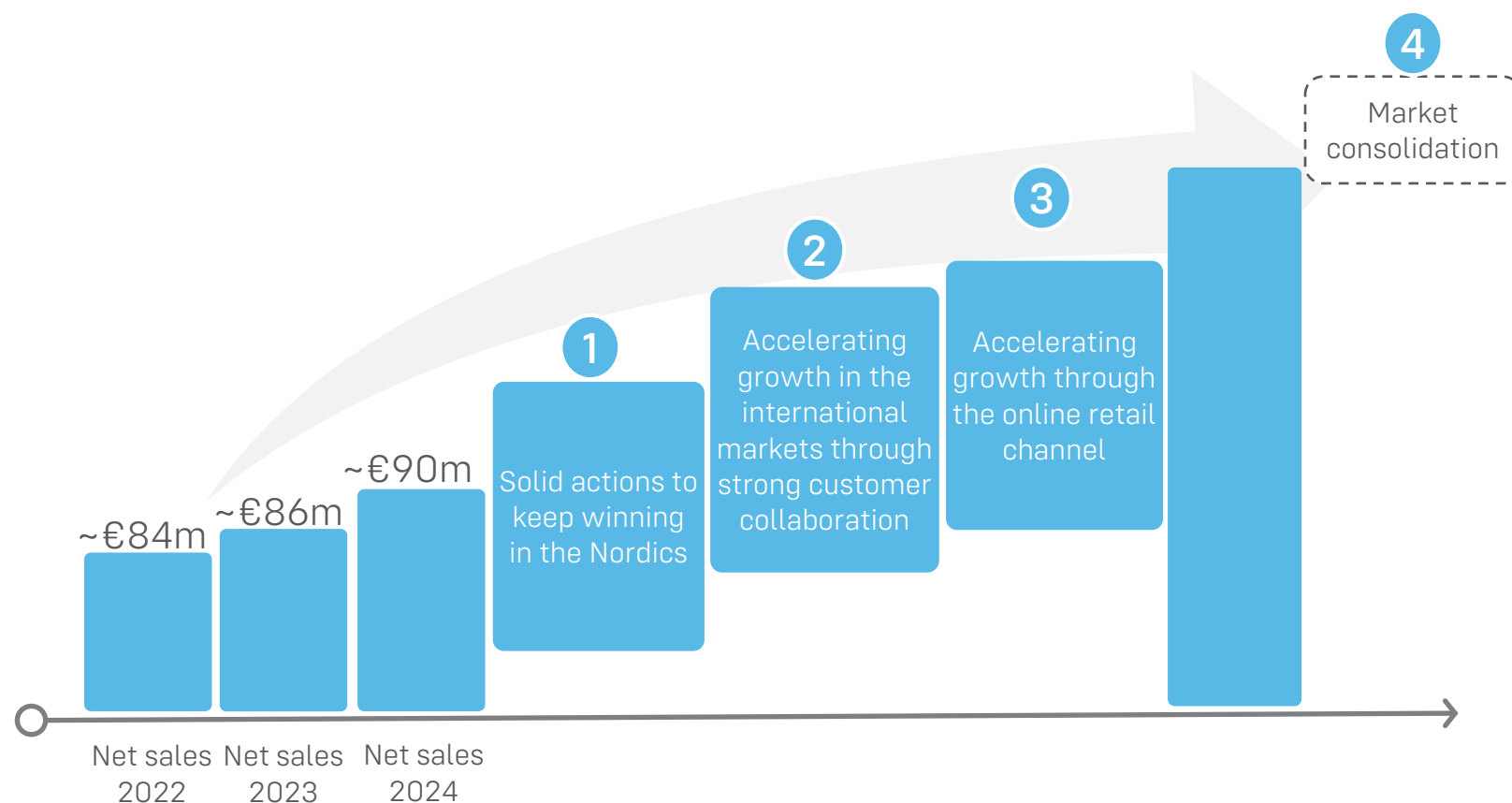
- Invoiced sales in the largest category Storage decreased to EUR 28.1 million (29.0)
- Invoiced sales in the Kitchen category decreased to EUR 8.5 million (9.5)
- Invoiced sales in the Home & Garden category were EUR 6.5 million (6.0)

STRATEGY

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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



Showing the way
in sustainability

Sustainability news during Q2 2025

Materiality assessment

- Orthex conducted a sustainability **materiality assessment** with key stakeholders during the spring.
- The assessment was conducted in accordance with the CSRD following the **principles of double materiality assessment** and the **ESG structure**.
- The assessment results are used to ensure that our **sustainability strategy** focuses on **material sustainability topics**.

Commitments

- In May, Orthex joined **UN Global Compact** which is a United Nations' initiative to encourage businesses worldwide to adopt sustainable and socially responsible practices.
- It is based on principles in the areas of **human rights, labour, environment, and anti-corruption**. By joining, companies commit to aligning their strategies and operations with these principles and reporting annually on their progress.





Maintain a high innovation rate

Strategy in Action - Maintain a high innovation rate

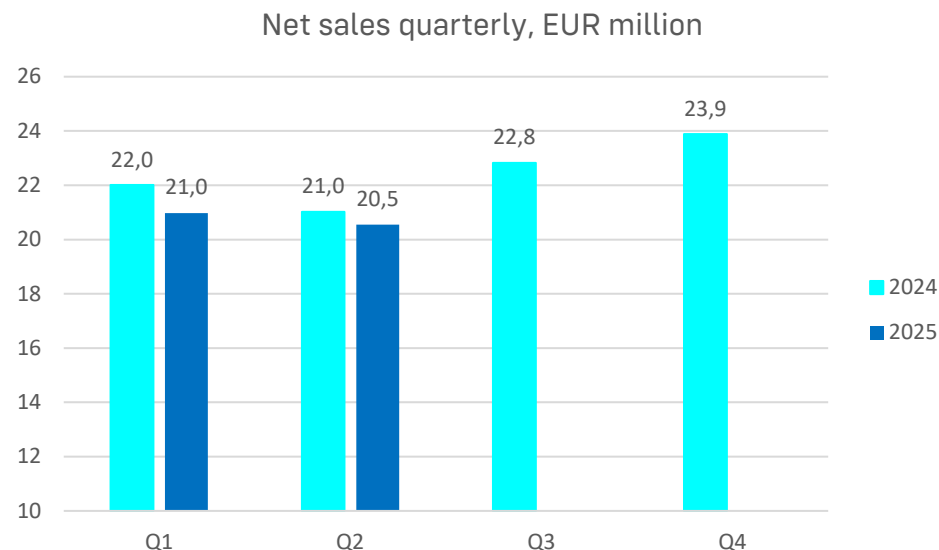


FINANCIALS

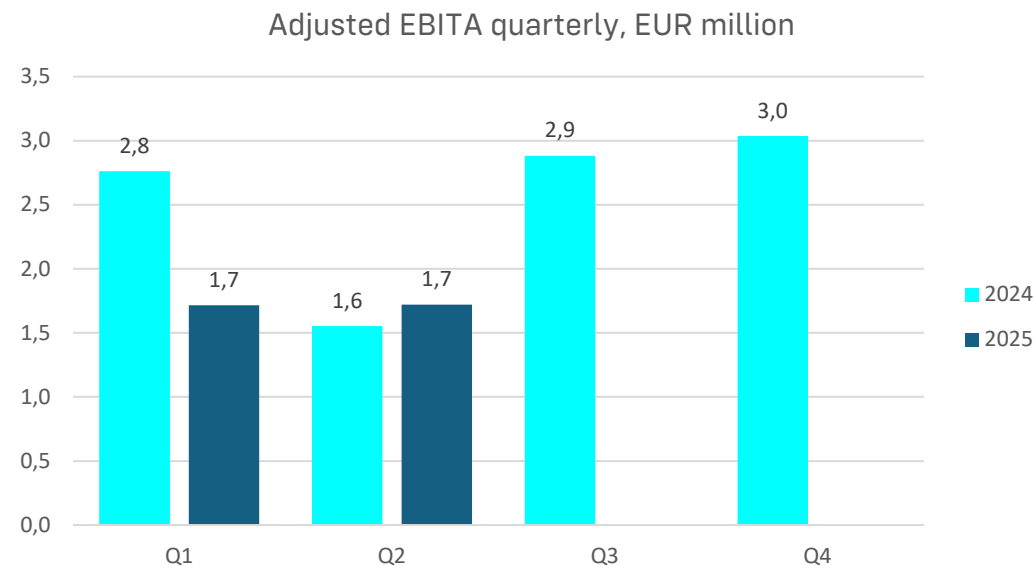
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Net sales and profitability

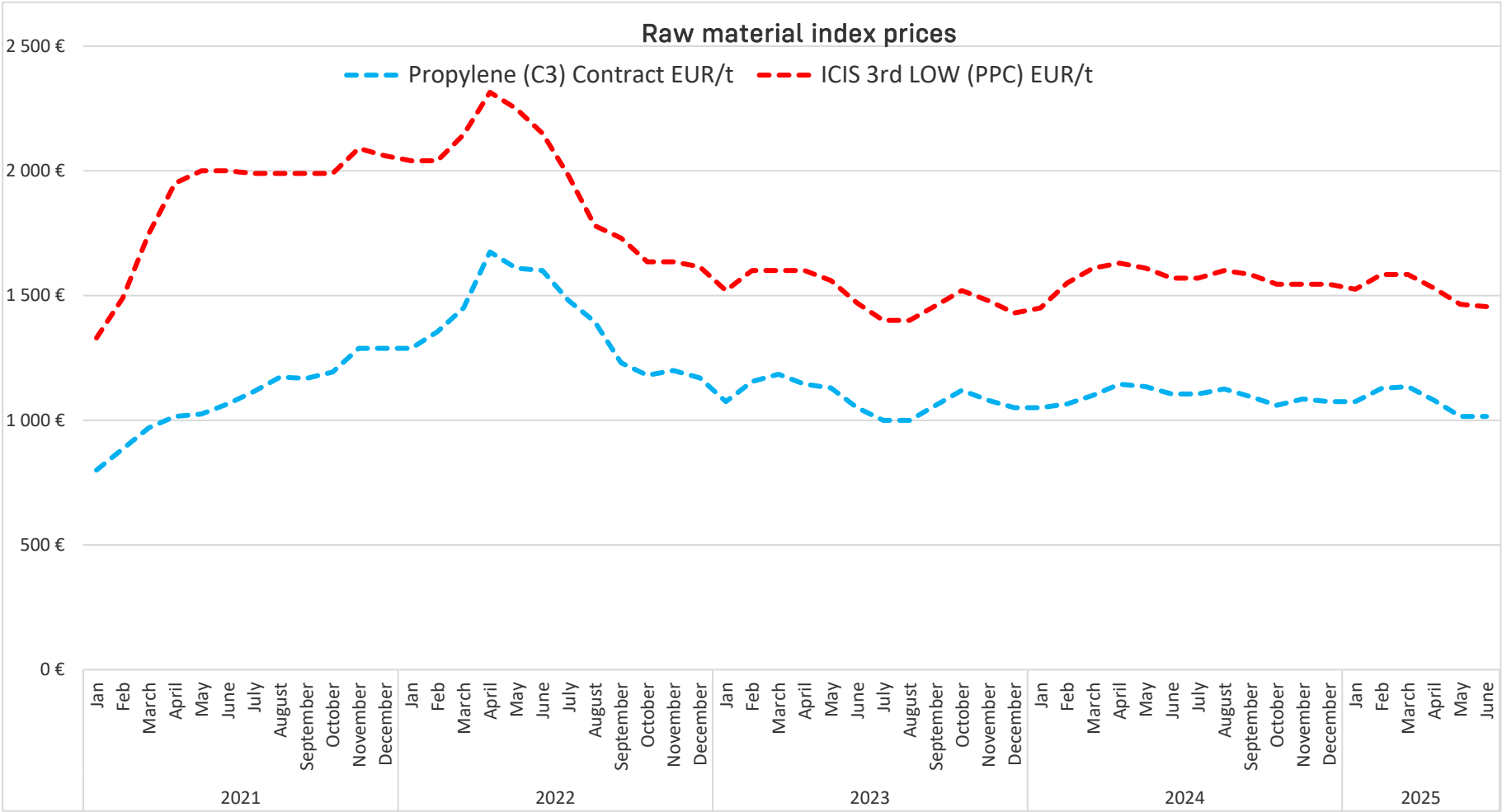


- In Q2 2025, the Group's Net sales decreased by 2.3% to EUR 20.5 million (21.0)
- The decrease in Constant currency net sales was 5.1% compared to the second quarter of 2024
- Increased consumer uncertainty in the Nordics contributed to the decline in net sales



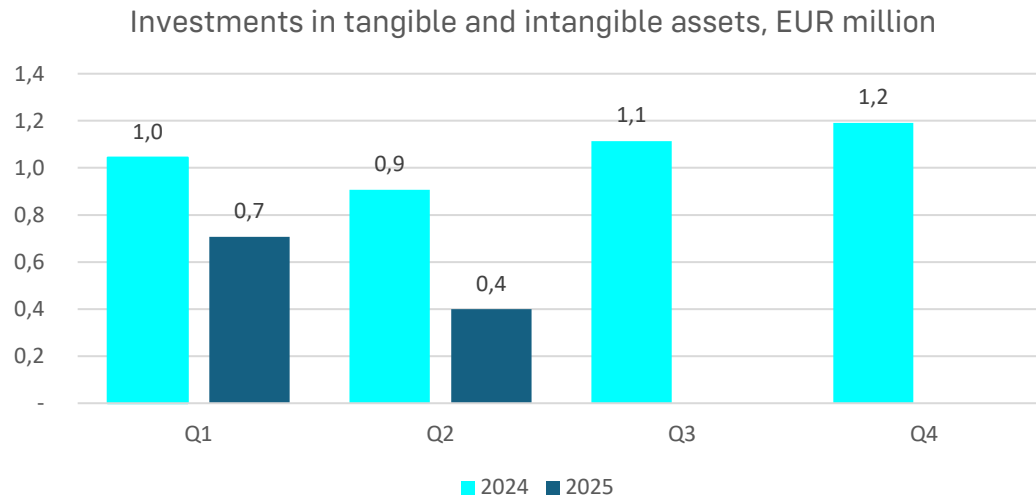
- Adjusted EBITA increased to EUR 1.7 million (1.6). The adjusted EBITA margin increased to 8.4% (7.4)
- Gross margin increased 1.1 percentage points from 27.0% to 28.1%
- Effectively managed operations costs and fixed costs contributed to overall cost efficiency
- A slight decrease in raw material prices supported improved profitability

Development of raw material price indexes

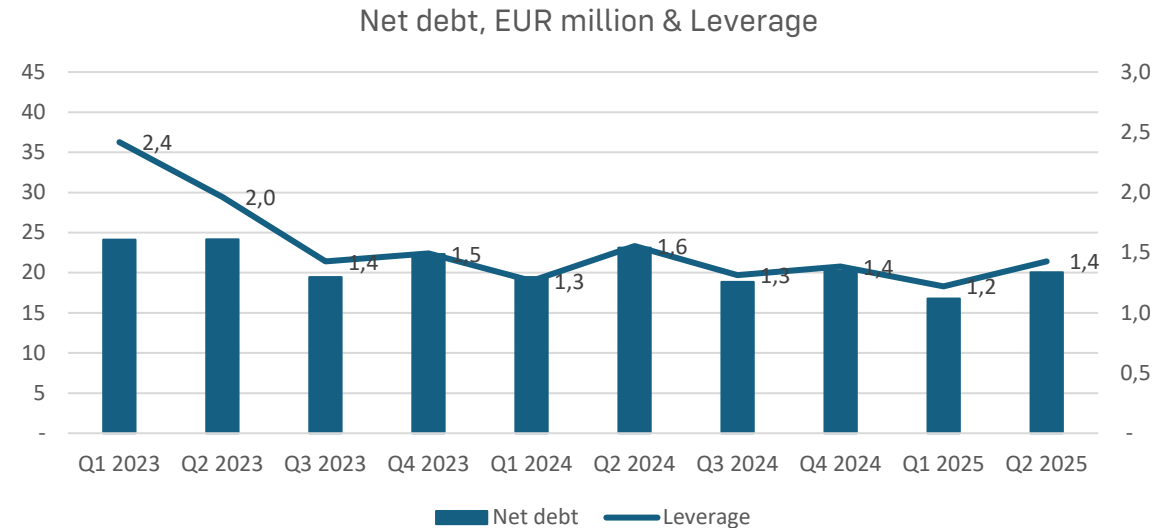


- Stable market conditions
- A slight decrease in raw material prices in the range of normal fluctuation in index prices during Q2
- European raw material suppliers are balancing their capacity to defend prices
- Geopolitical uncertainty might affect import and prices

Investments & net debt



- Orthex's investments during the second quarter of 2025 amounted to EUR 0.4 million and were related to moulds for new products and some capacity increases
- 2025 investments mainly related to novelties



- At the end of the review period, the Group's net debt was EUR 20.0 million (23.1)
- The non-current interest-bearing liabilities were EUR 24.6 million (27.6) and Orthex's total interest-bearing liabilities were EUR 29.1 million (32.0) on 30 June 2025
- Leverage was at healthy 1.4x at the end of the period

Long-term financial targets

	Target	Description	Latest reported
SALES GROWTH	Total growth of >5% Outside Nordics >10%	"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"	-3.5% total 0.0% outside Nordics*
PROFITABILITY	18%	"Improving EBITA margin (adjusted for items affecting comparability) exceeding 18 per cent over time"	8.3%
LEVERAGE	<2.5x	"Net debt to adj. EBITDA below 2.5x. Leverage may temporarily exceed the target, for example, in conjunction with acquisitions"	1.4x
PAY-OUT RATIO	>50%	"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"	63.9% EUR 0.22 per share

*Invoiced sales growth outside Nordics

SUMMARY



STRONG SALES GROWTH IN EUROPE

CAREFUL CONSUMERS

Q&A

www.investors.orthexgroup.com

Key Figures

Key Performance Indicators

EUR million	4-6/2025	4-6/2024	Change	1-6/2025	1-6/2024	Change	2024
Invoiced sales	21.2	21.6	-1.7%	43.1	44.6	-3.4%	92.3
Net sales	20.5	21.0	-2.3%	41.5	43.0	-3.5%	89.7
Gross margin	5.8	5.7	1.8%	11.6	12.4	-6.2%	25.7
Gross margin, %	28.1%	27.0%		27.9%	28.7%		28.6%
EBITDA	2.9	2.6	10.8%	5.8	6.5	-9.5%	14.3
EBITDA margin, %	14.2%	12.5%		14.1%	15.0%		15.9%
Adjusted EBITDA	2.9	2.6	10.8%	5.8	6.5	-9.5%	14.6
Adjusted EBITDA margin, %	14.2%	12.5%		14.1%	15.0%		16.3%
EBITA	1.7	1.6	10.7%	3.4	4.3	-20.4%	9.8
EBITA margin, %	8.4%	7.4%		8.3%	10.0%		11.0%
Adjusted EBITA	1.7	1.6	10.7%	3.4	4.3	-20.4%	10.2
Adjusted EBITA margin, %	8.4%	7.4%		8.3%	10.0%		11.4%
Operating profit	1.7	1.5	11.0%	3.4	4.3	-20.3%	9.8
Operating profit margin, %	8.4%	7.4%		8.3%	10.0%		11.0%
Net cash flows from operating activities	-0.8	-0.4	-109.4%	3.9	3.7	4.7%	11.8
Net debt / Adjusted EBITDA	1.4	1.6		1.4	1.6		1.4
Adjusted return on capital employed (ROCE), %	5.2%	4.7%		10.2%	12.6%		29.7%
Equity ratio, %	42.6%	39.8%		42.6%	39.8%		41.9%
Earnings per share, basic (EUR)	0.05	0.05	-3.6%	0.12	0.14	-11.9%	0.34
FTEs	285	294	-3.1%	287	291	-1.3%	288

orthexTM

Practical is Beautiful