

RUGVISTA

Earnings Call

Q4 2024

Rugvista Group AB ([publ](#))

Business Update

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All-time high net revenue

- Net revenue SEK 245,9 (233,3) million
- Order count increased by 17.1% compared to 2023
- ATH in new customers: 87,400
- Average order value(AOV) on SEK 2,868 (3,199)

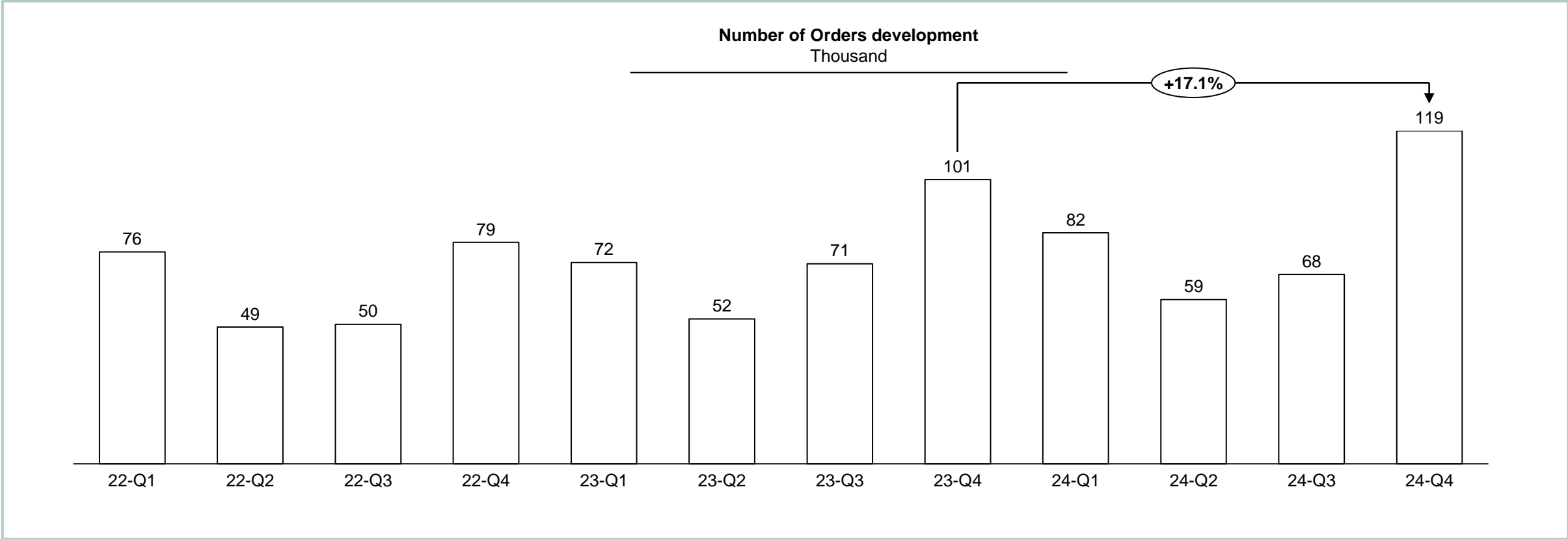


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Quarterly order development



All time high in number of orders

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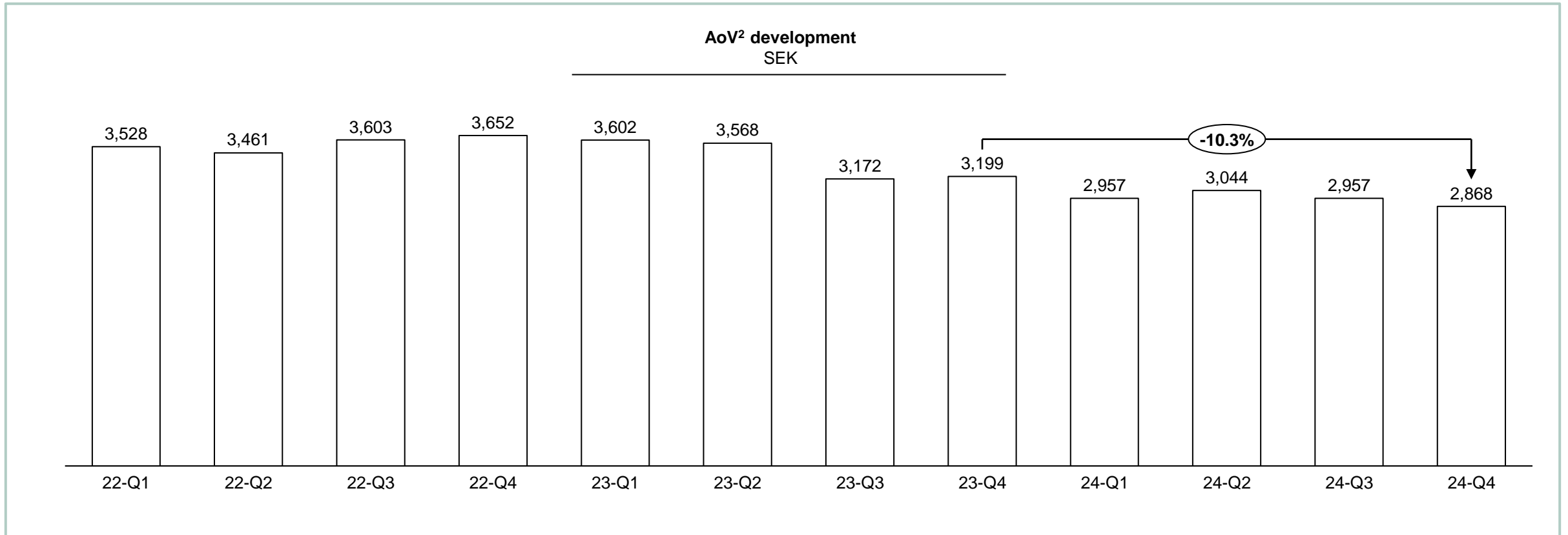


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Quarterly average order value development



Multiple factors indicating consumer's price sensitivity, e.g., sales discount rate development, category mix changes, price point down-trading within sub-categories

Stable profit levels

- Improved gross margin 62.1% (60.3%)
- Increased marketing spend 32.9% (30.9%)
- EBIT was SEK 29.3 (29.4) million representing an EBIT margin of 11.9% (12.6%)

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Market climate

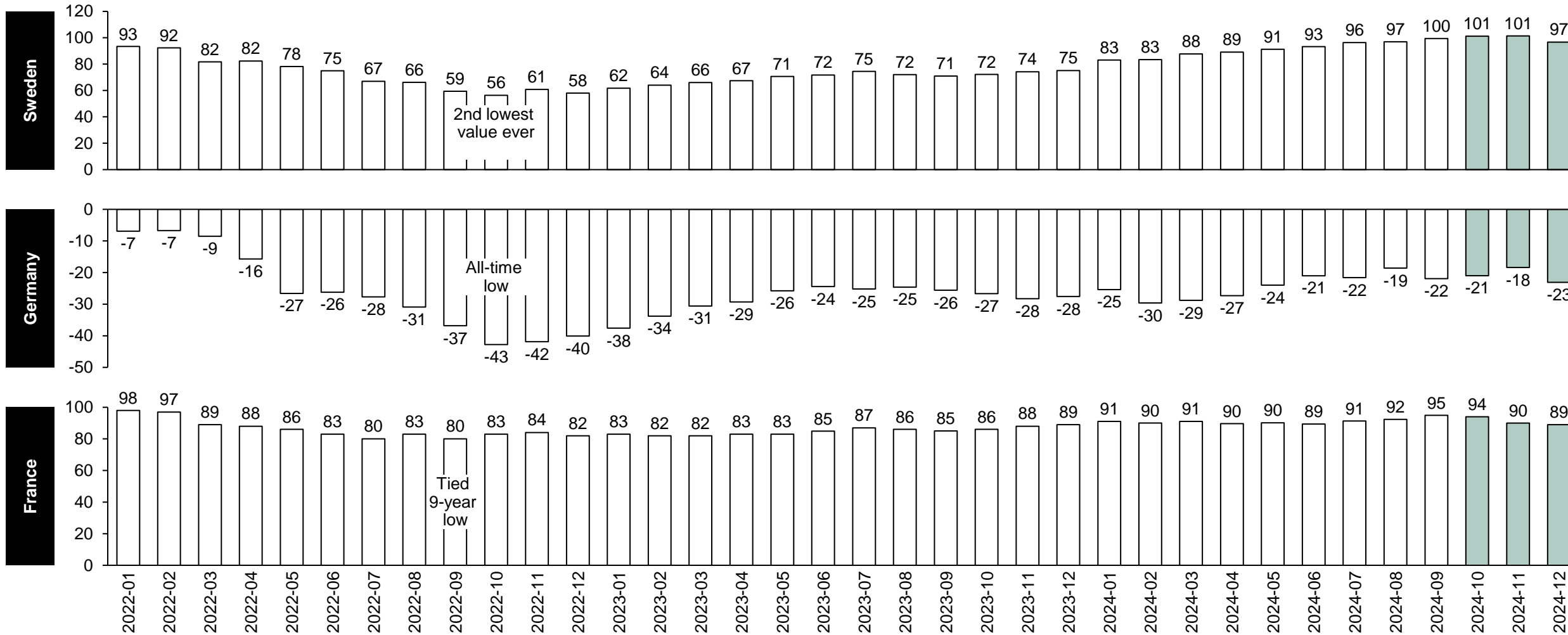
- Consumer sentiment decreasing in several of our main markets
- Price conscious consumers still trading down

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Uncertain consumer confidence with December dips

Consumer confidence index across selected key markets



Market climate

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Customers and our products continue to drive focus areas

- Office and warehouse move progressing according to plan
- Continuous focus on our customer journeys and assortment
- Customer KPIs

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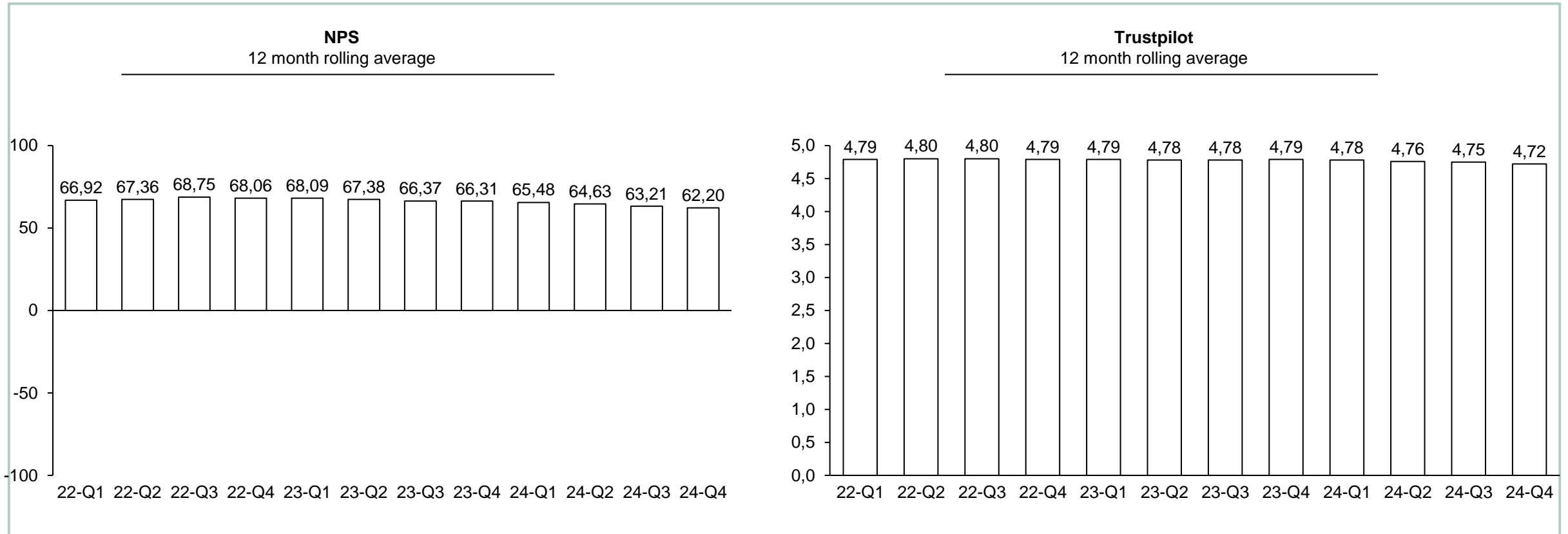
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Continued high scores in our customer KPI's

...maintained high scores also during peak season



Continued high scores from customers also during peak season

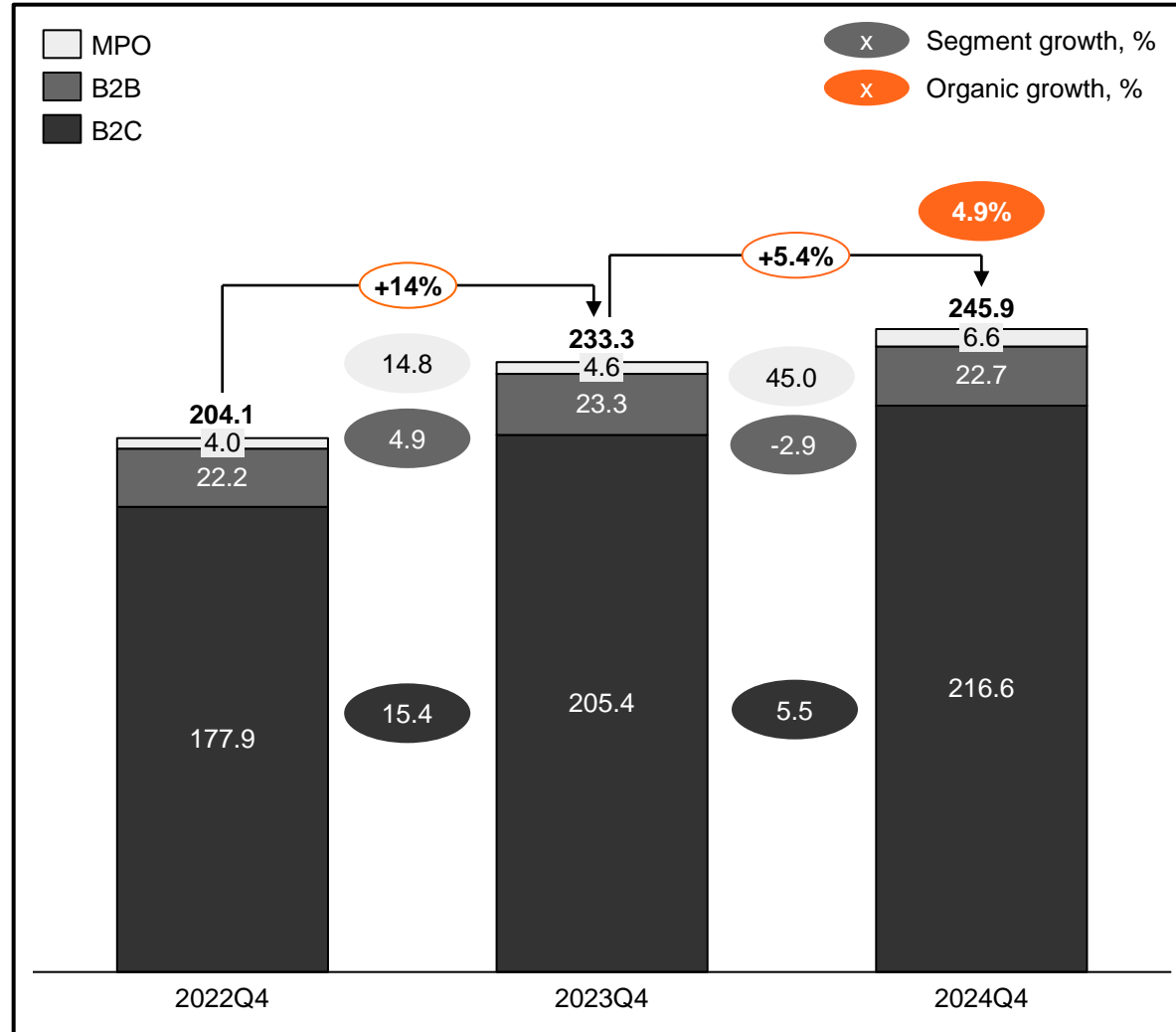
Financial Update

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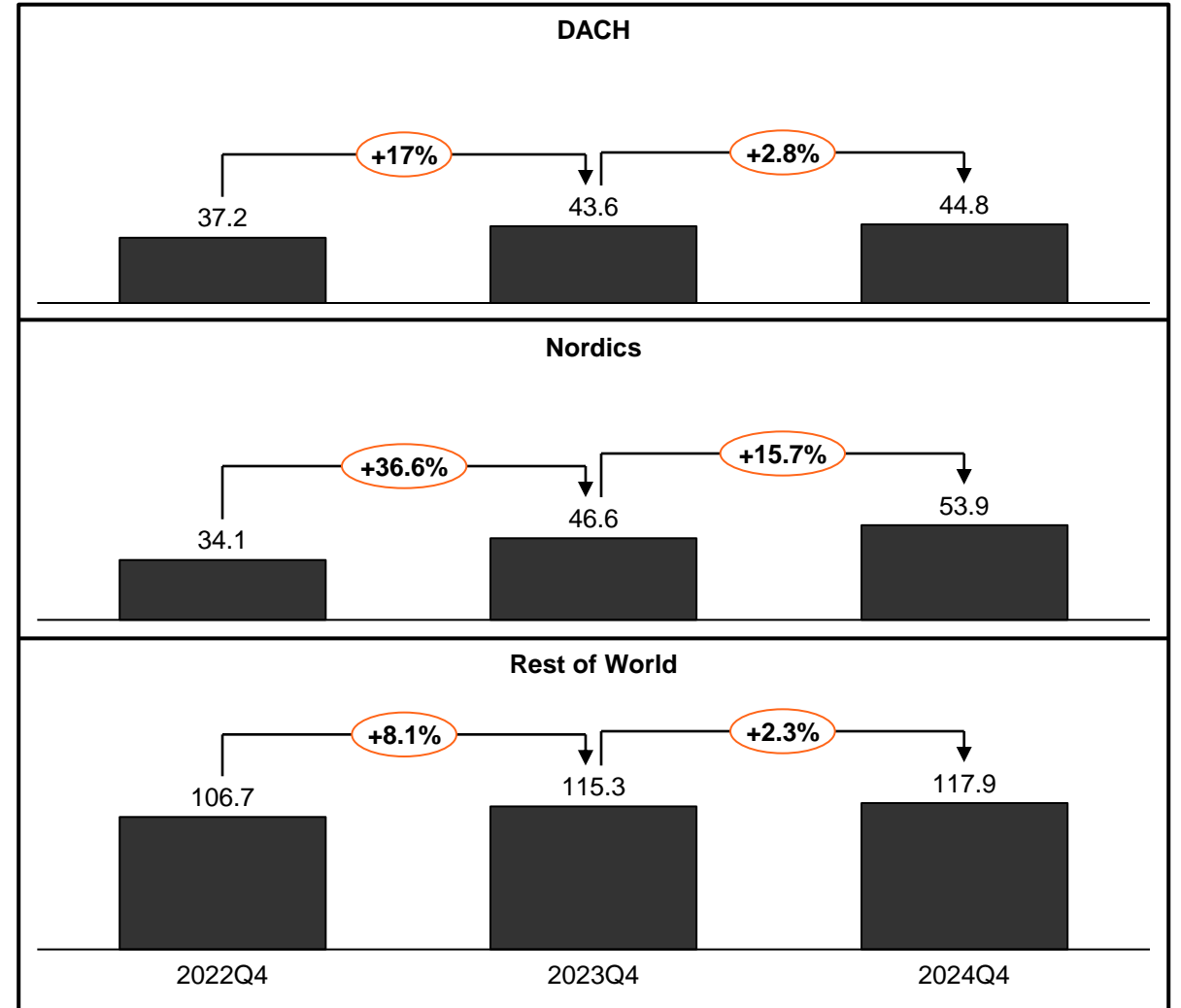


Nordics driving net revenue growth

Group net revenue – Quarter¹
SEK million

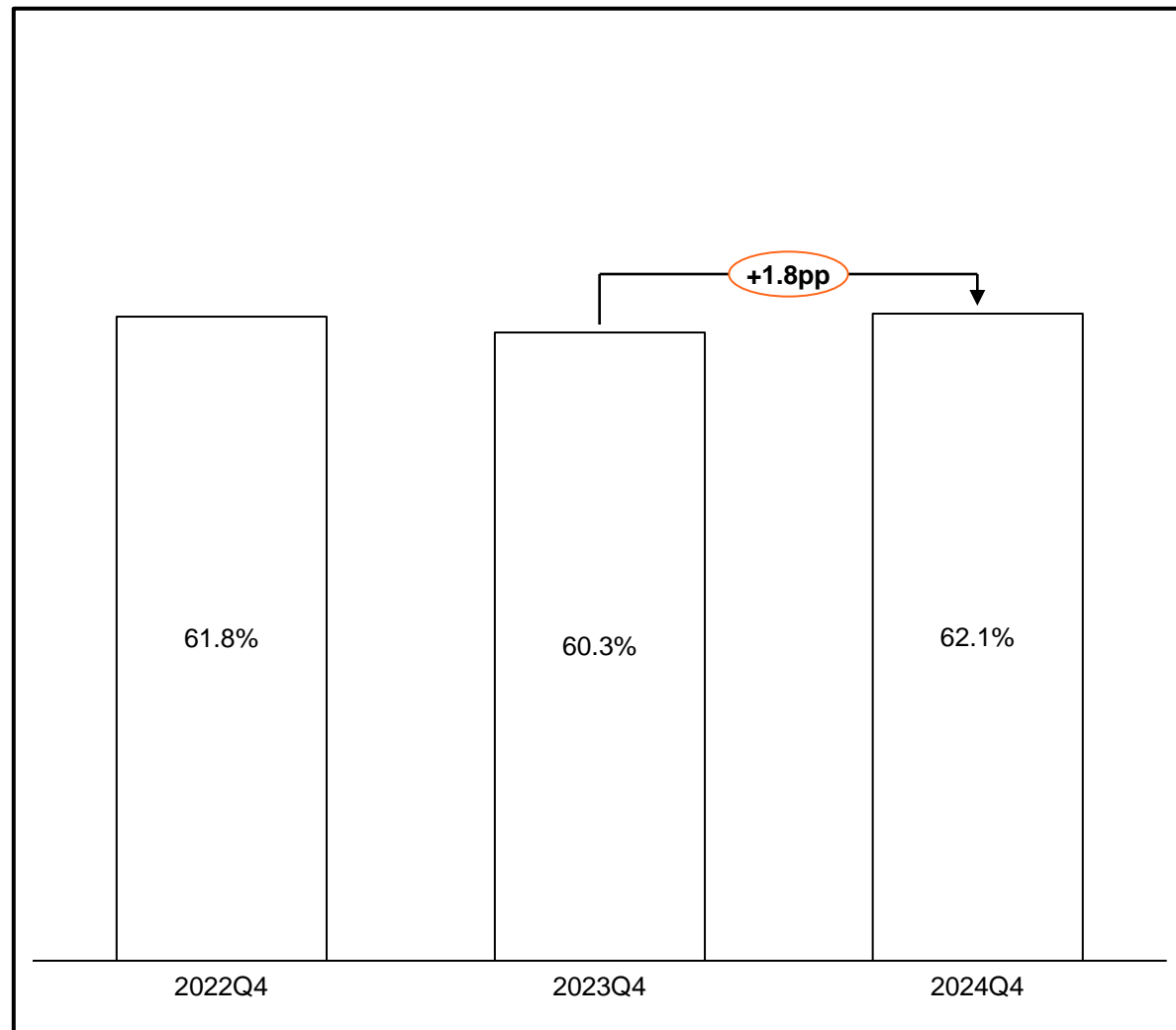


Net revenue B2C by region – Quarter
SEK million

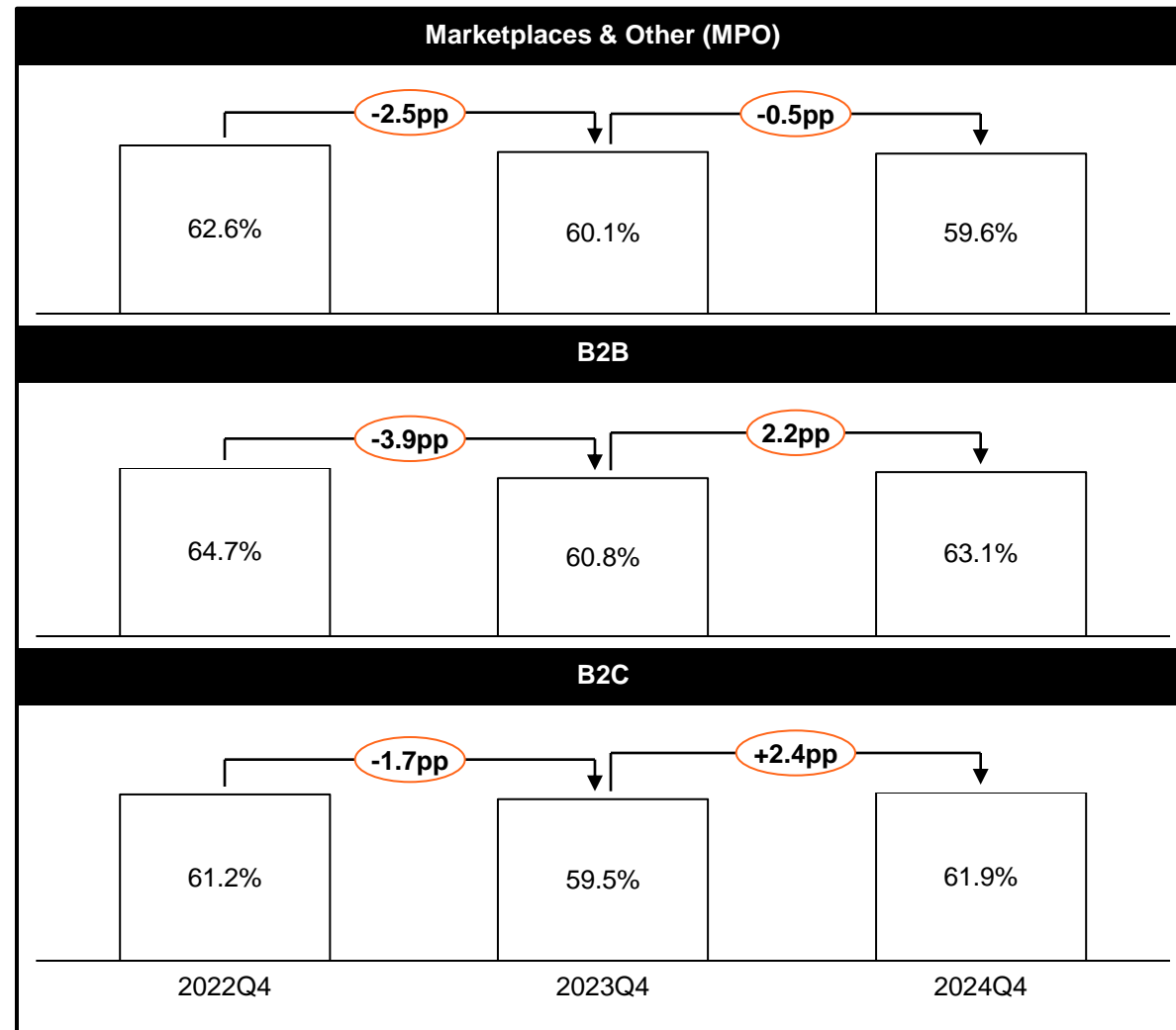


Improved gross margin in a competitive quarter

Gross margin – Group
% of net revenue



Gross Margin – Segments
% of net revenue

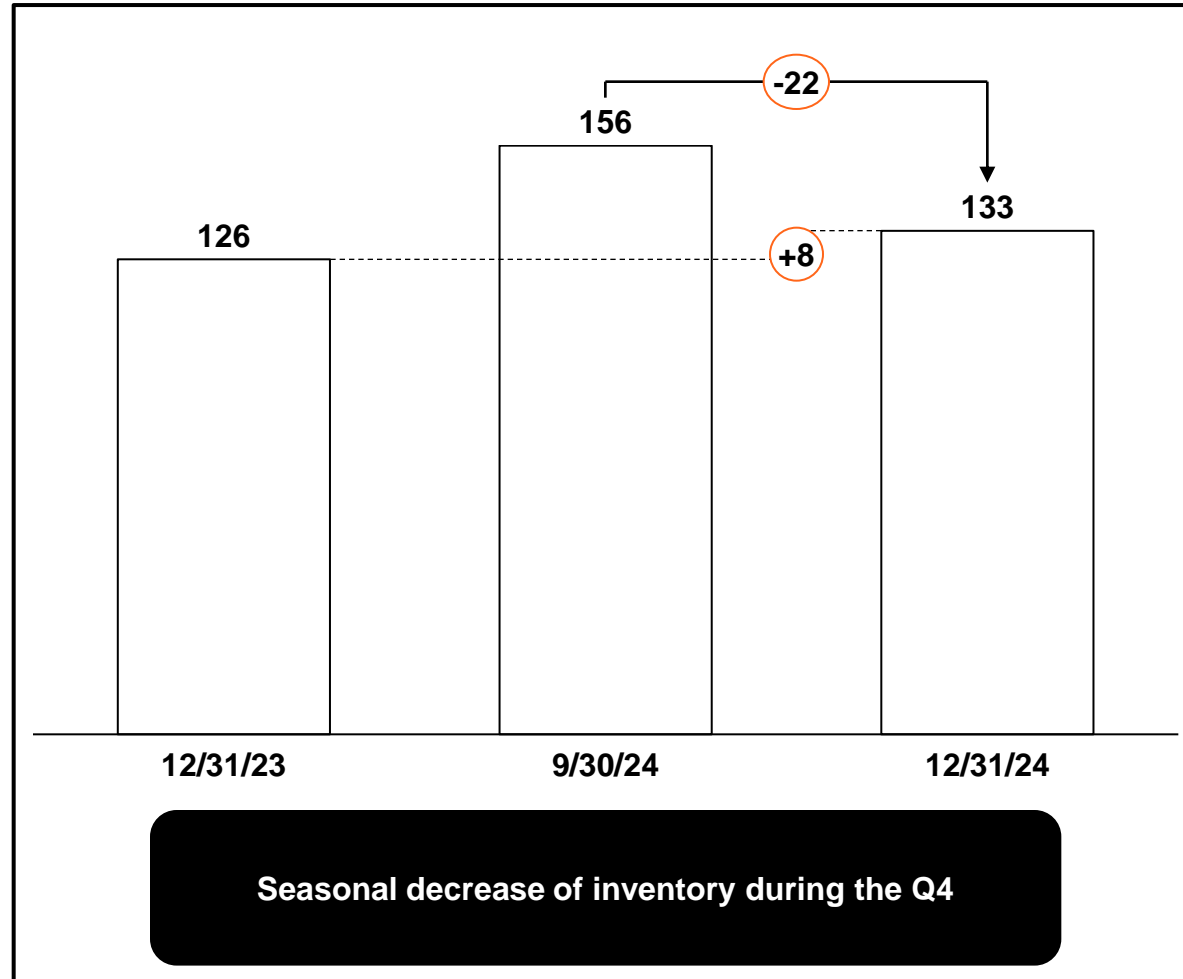


Improved goods for resale, higher personnel costs

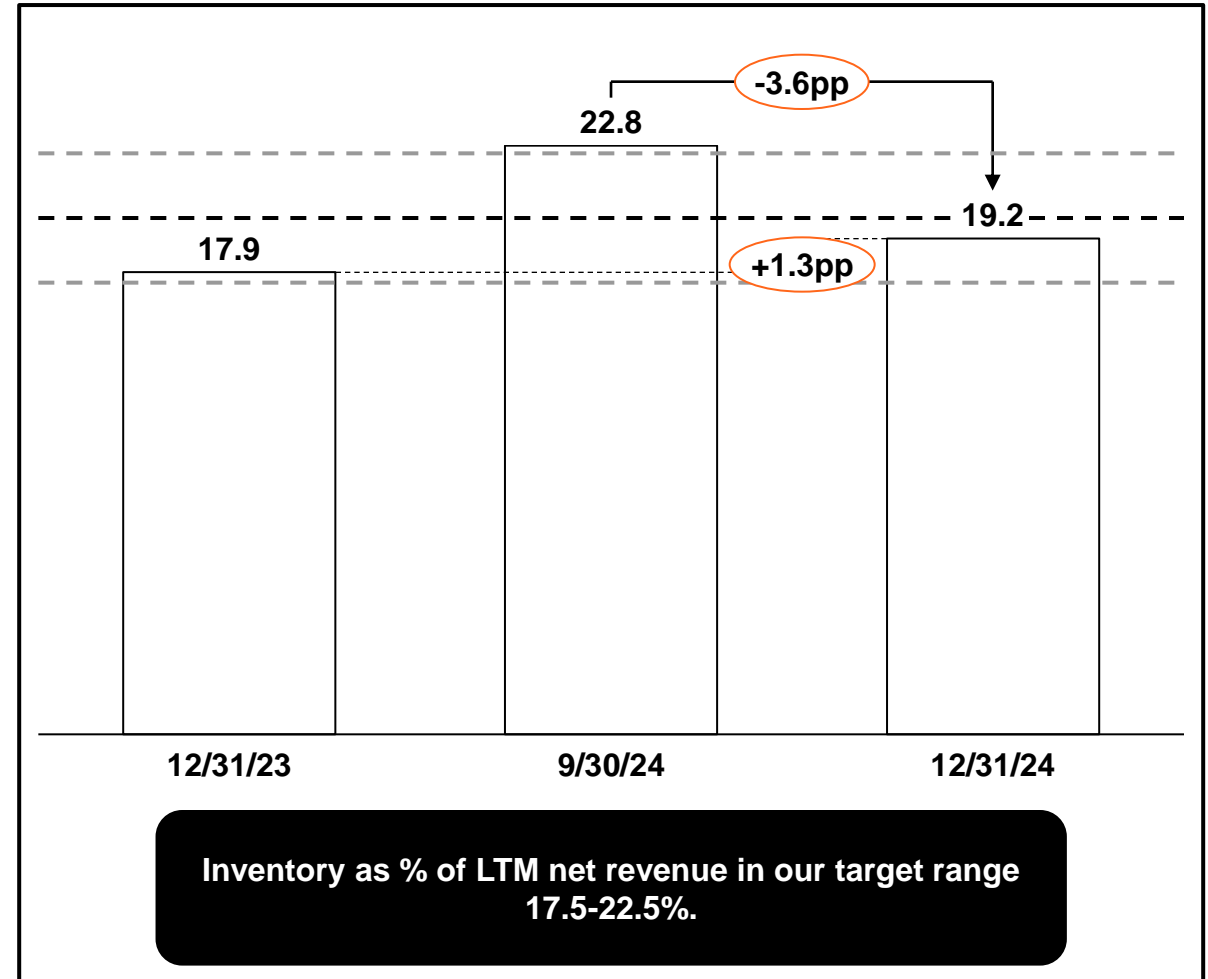
Cost ratios & EBIT-margin ¹⁾ Percent of net revenue	YTD				Q4				
	2022	2023	2024	Δ '24 vs '23	2022	2023	2024	Δ '24 vs '23	
Goods for resale	-38.3%	-38.3%	-38.0%	0.3pp	-38.4%	-40.3%	-38.0%	+2.3pp	Lower logistics costs
Other external expenses	-37.0%	-37.0%	-37.0%	-0.1pp	-34.9%	-36.4%	-37.3%	-0.9pp	Higher marketing costs in the competitive quarter.
Personnel expenses	-10.9%	-10.4%	-13.6%	-3.2pp	-8.6%	-8.9%	-10.2%	-1.3pp	In-sourcing of personnel, non-capitalized development costs and salary increases.
Other operating expenses	-0.6%	-0.8%	-0.4%	+0.4pp	0.8%	-1.1%	-0.8%	0.3pp	
Depreciation & Amortization	-1.7%	-1.7%	-2.4%	-0.7pp	-1.3%	-1.3%	-1.9%	-0.6pp	Rent increase and amortization of web-shop.
EBIT-margin	11.7%	12.2%	8.7%	-3.4pp	17.8%	12.6%	11.9%	-0.7pp	

Inventory at the lower end of target range

Inventory value
SEK million

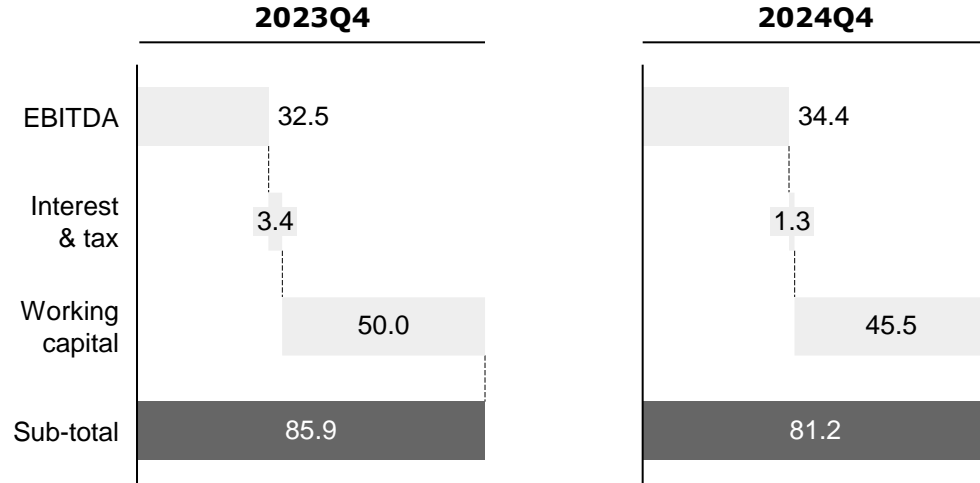


Inventory as share of LTM¹ net revenue
Percent

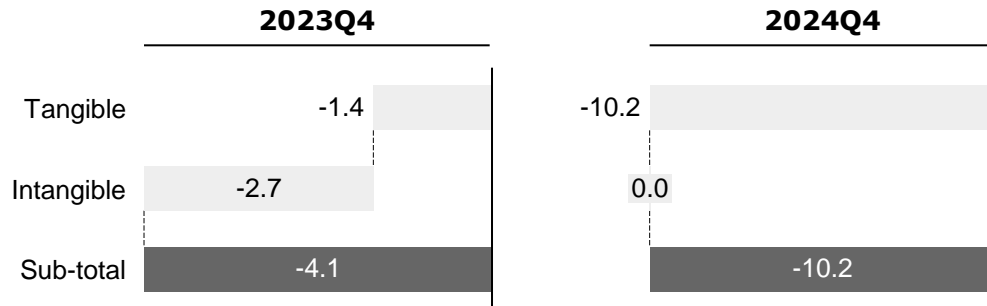


Improved cash position

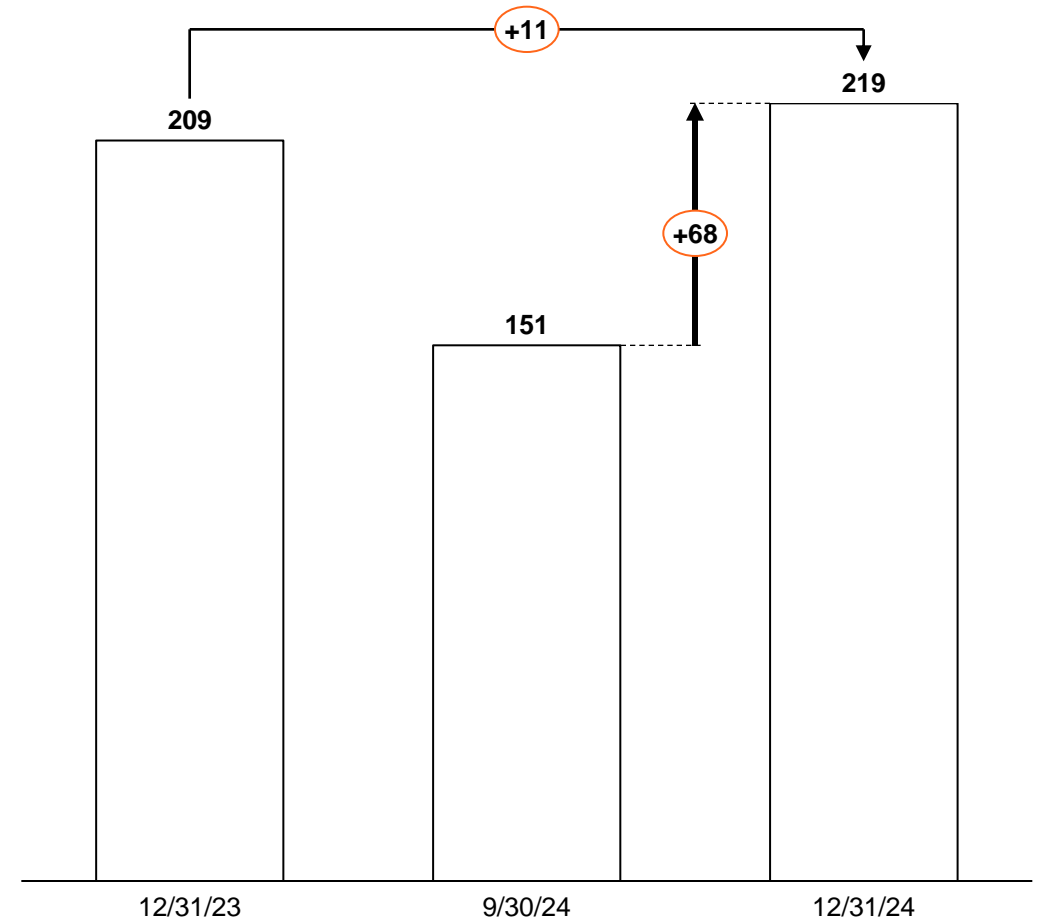
Cash flow from operating activities SEK million



Cash flow from investing activities SEK million



Cash position SEK million



Continued focus on customer journeys

Uncertainty among consumers, but strong ending to 2024

The BoD have proposed a dividend of SEK 1,25 per share

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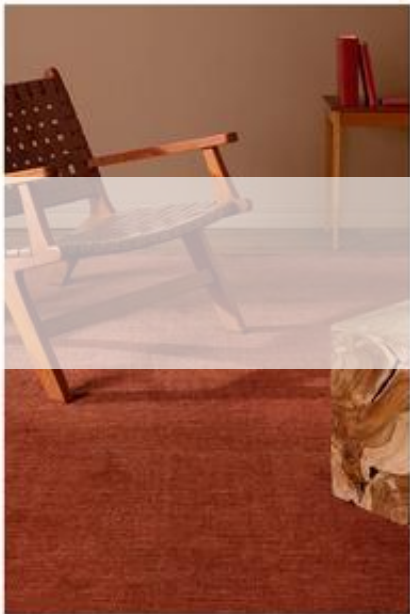
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Q&A



Other information

Financial calendar

Activity	Date	Conference call
Annual report 2024	14 April 2025	
Interim report January – March 2025	8 May 2025	09:00-10:00 CEST
AGM 2025	21 May 2025	
Interim report January – June 2025	14 August 2025	09:00-10:00 CEST
Interim report January – September 2025	6 November 2025	09:00-10:00 CET
Year-end report 2025	5 February 2026	09:00-10:00 CET

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