



Presentation

CEO Håkan Lagerberg

CFO Jenny Graflind



## Q4 2020 Highlights

Net sales increased with 195% to 100MSEK

Strong Growth +195% & organic growth +32%

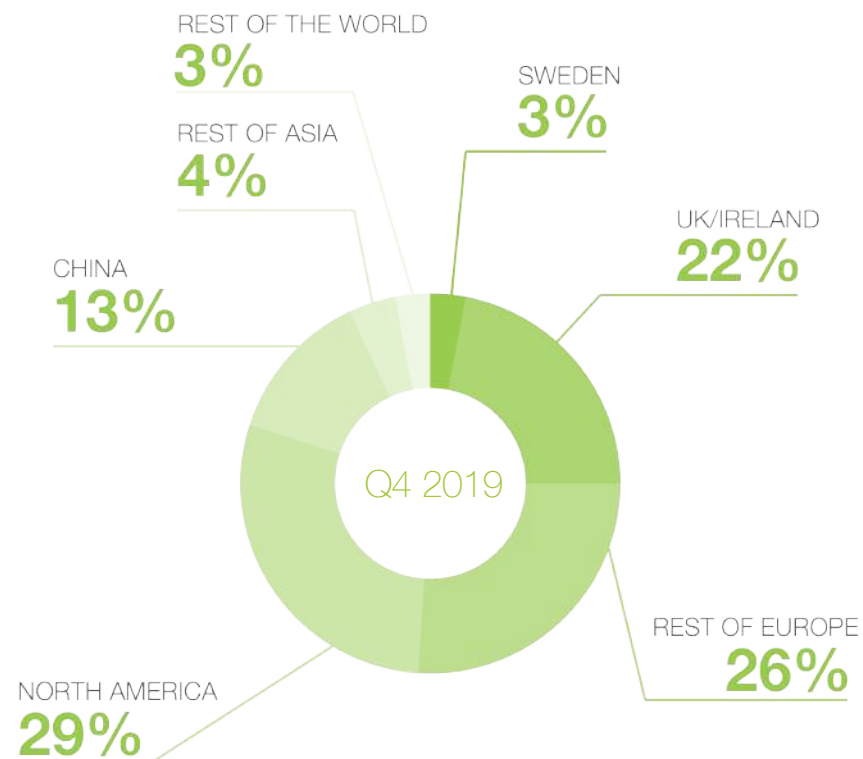
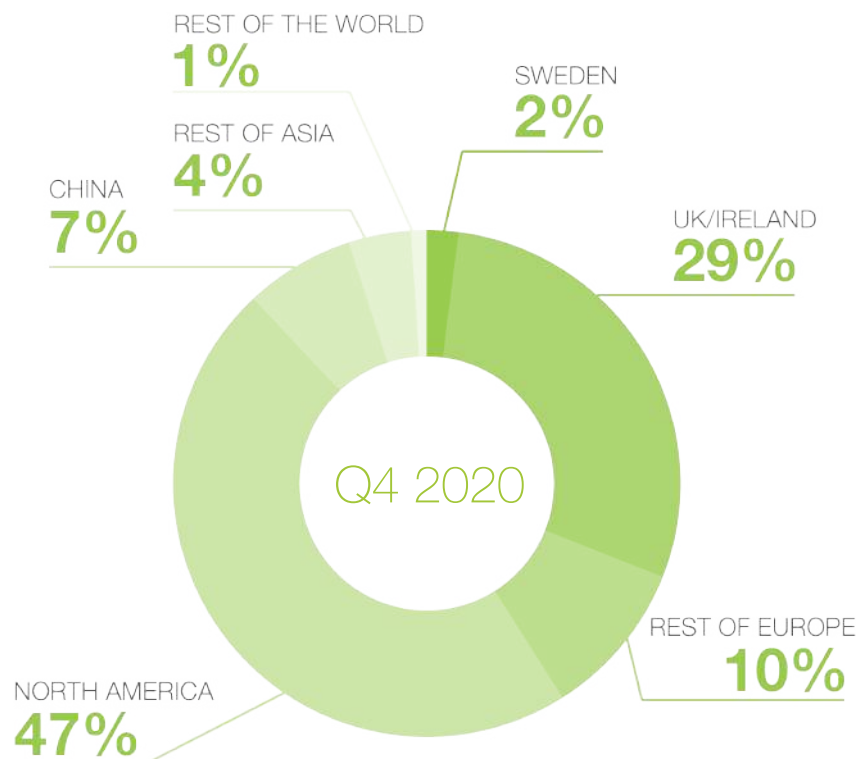
High EBITDA margins all over the group

Strong sales, many projects and product launches

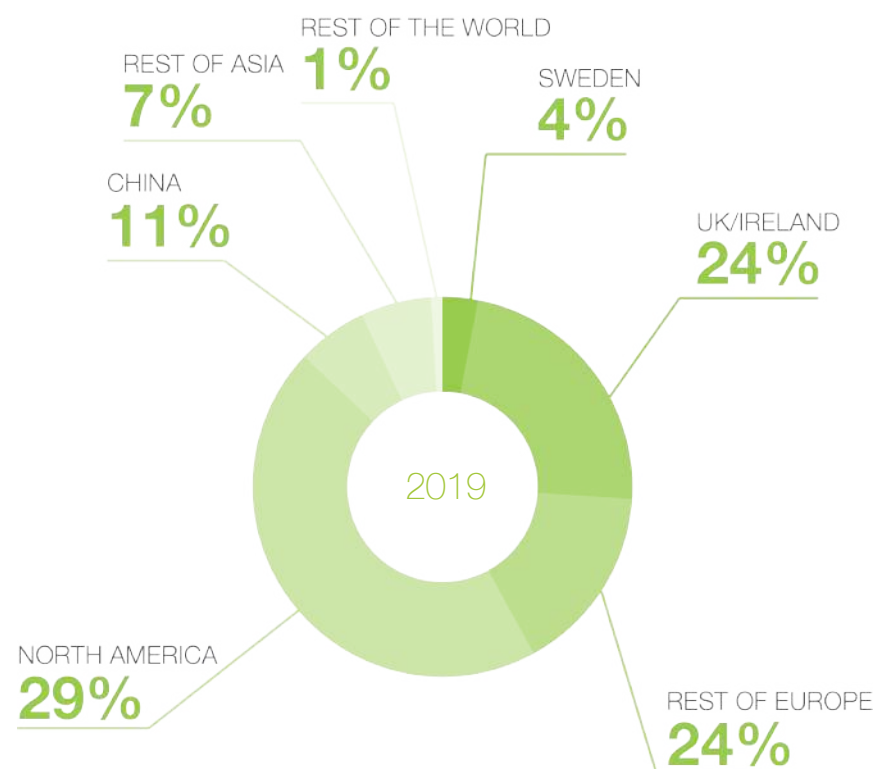
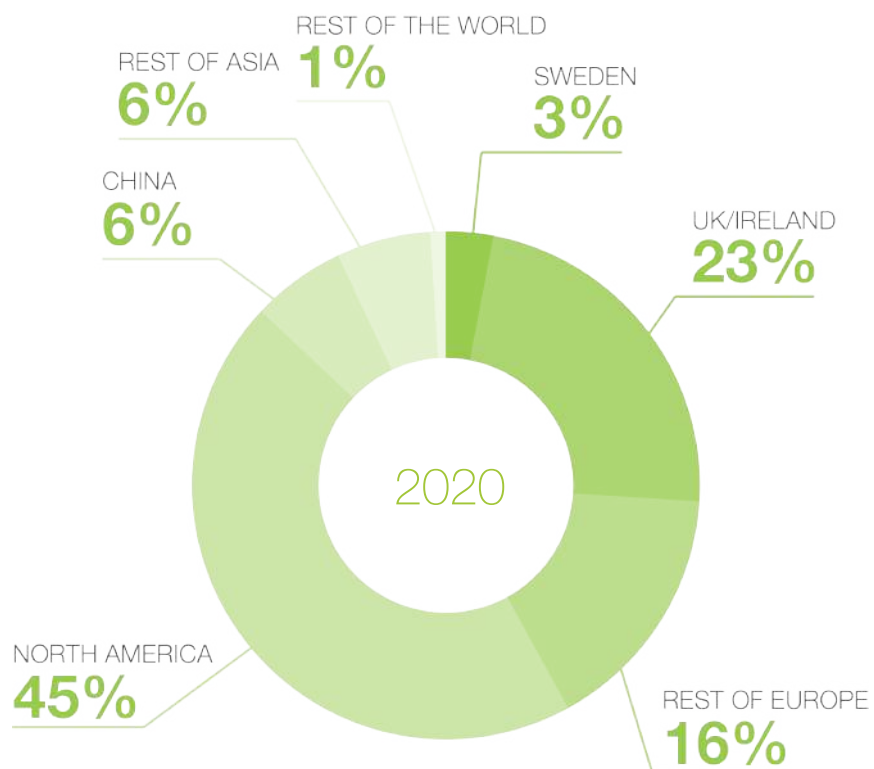
New financial target

Acquisition of Holden2

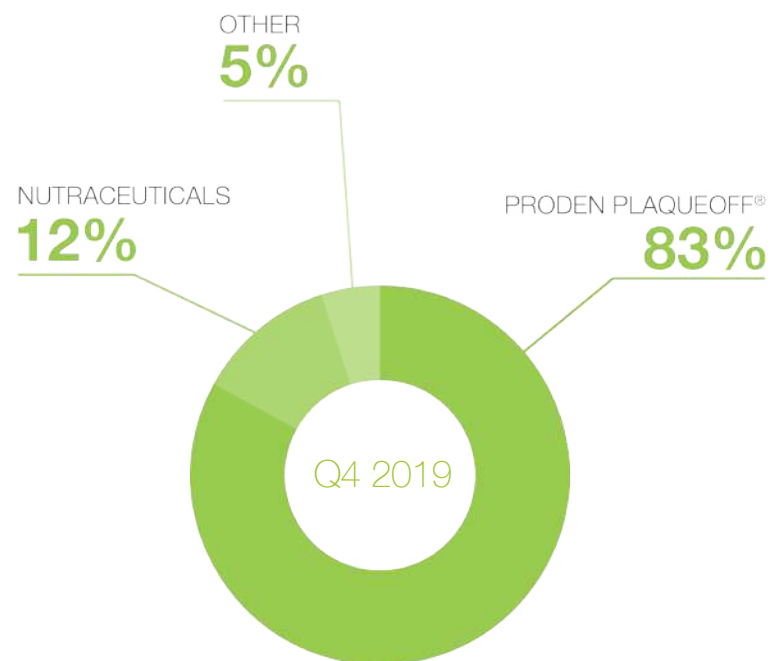
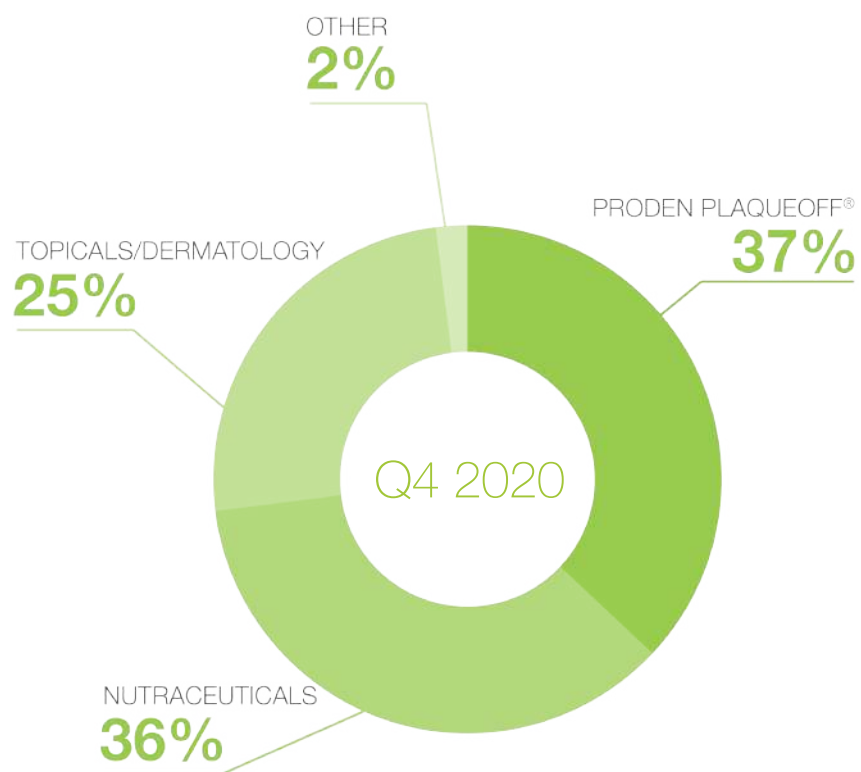
# Sales per region



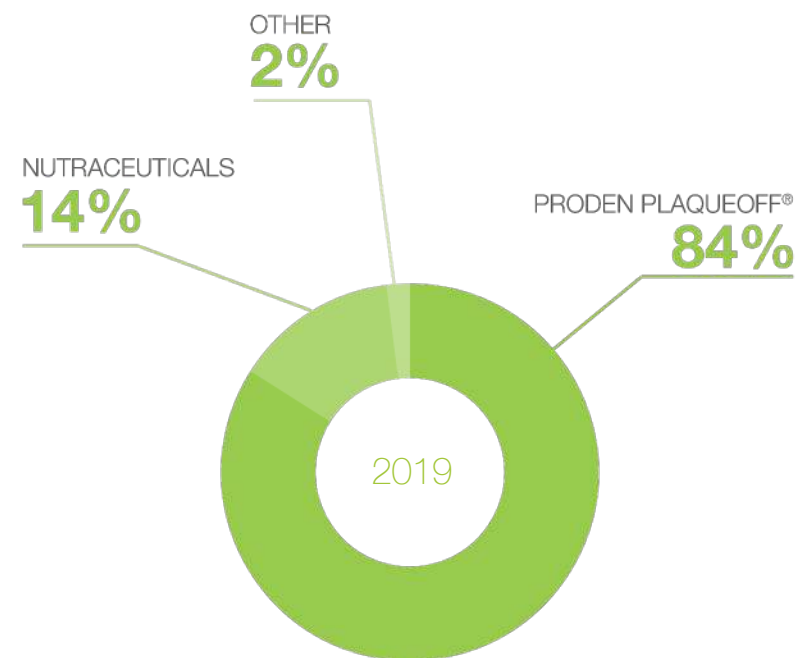
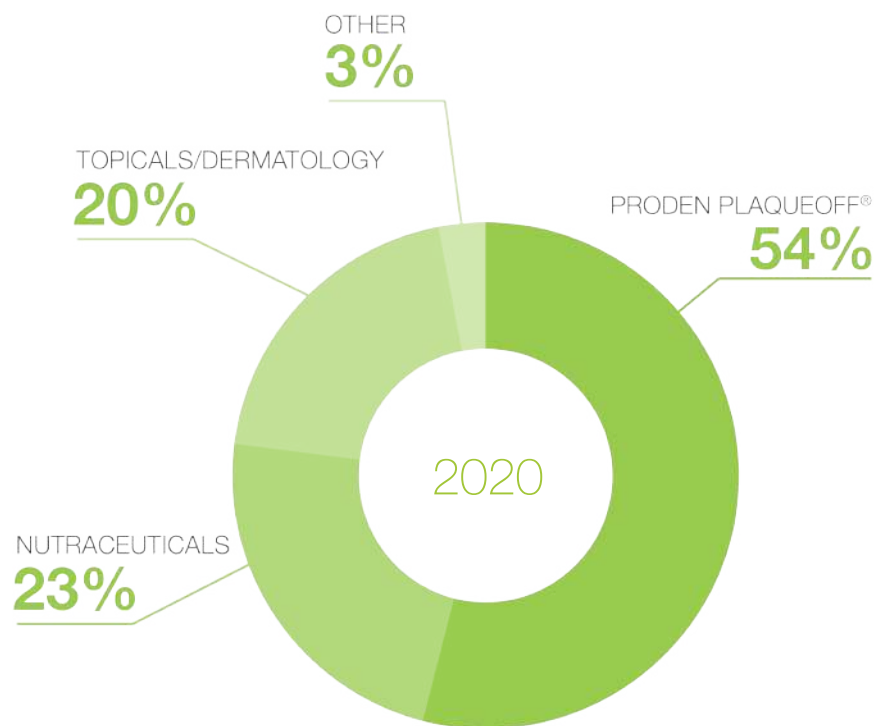
# Sales per region



# Sales per product



# Sales per product



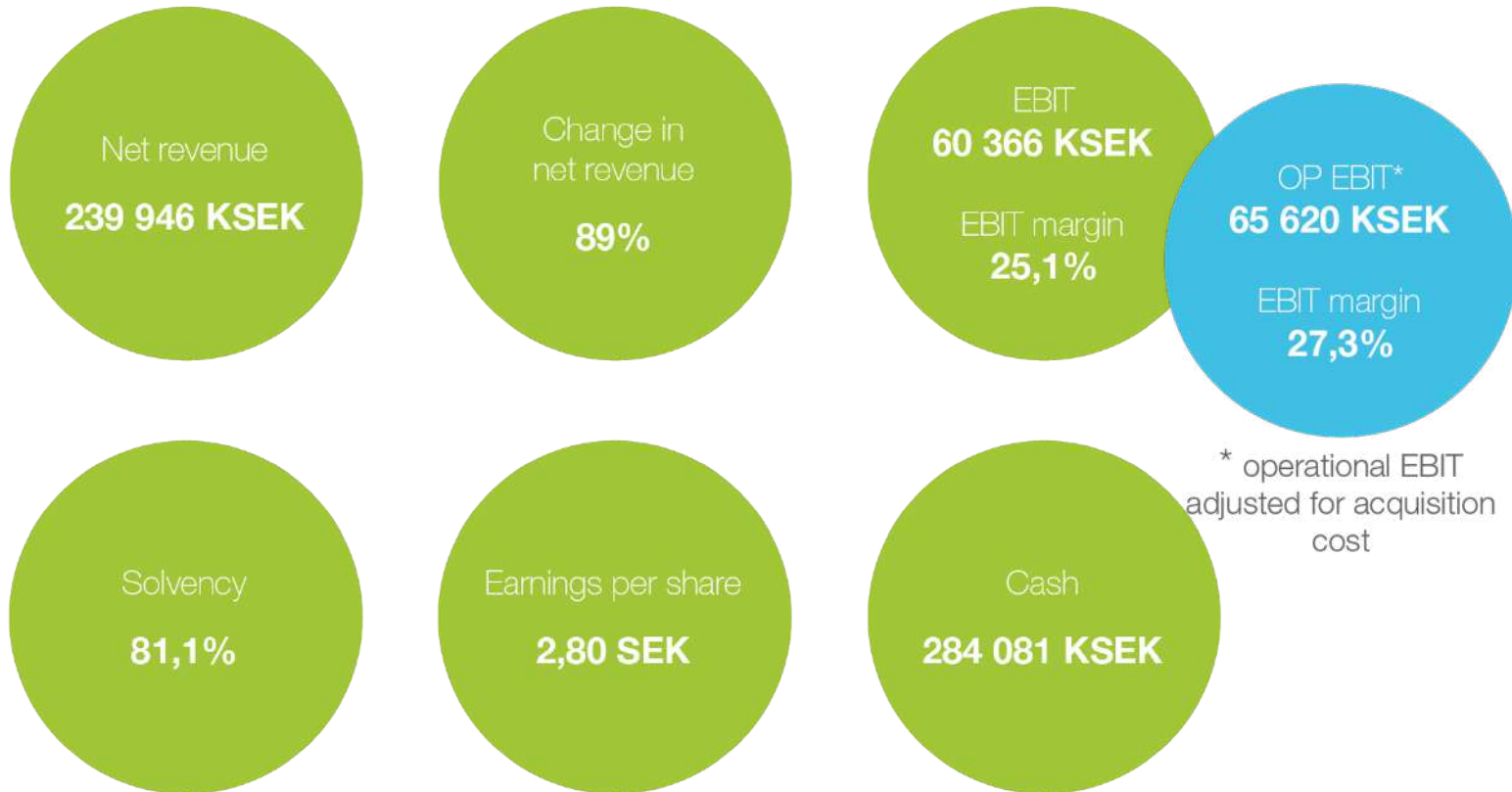
# Key Performance Indicators

Q4 2020



# Key Performance Indicators

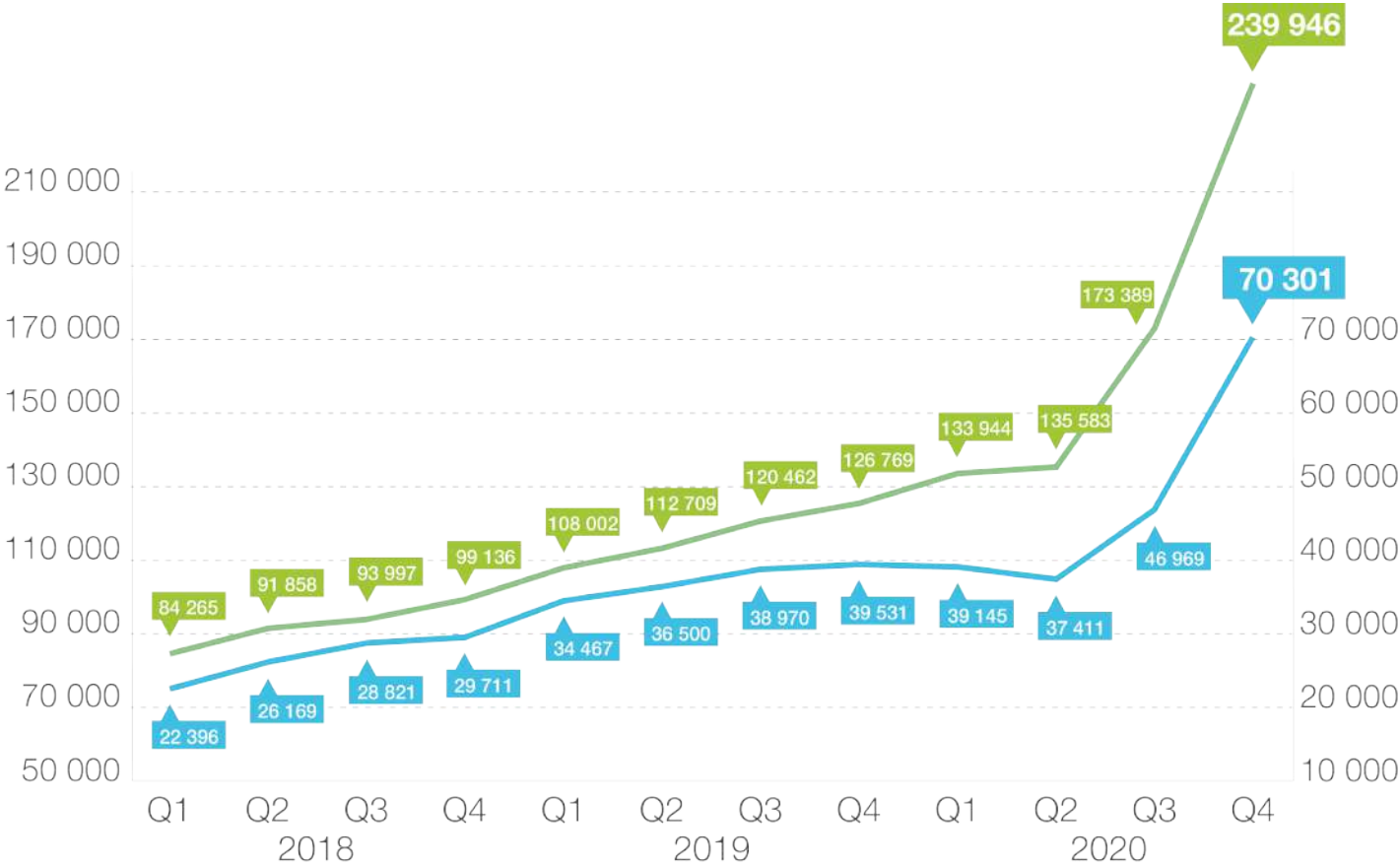
2020



\* operational EBIT  
adjusted for acquisition  
cost



# Rolling 4 Quarters



# Acquisition of US eCommerce specialist Holden2 Jan 2021

- Bring exceptional eCommerce/online/social media skill to the Swedencare group
- Direct access to Amazon development teams
- Online focused team based in the Chicago area
- Proven case, high growth and profitability
- Strong brand Pet MD<sup>®</sup>
- Strong relationships with Amazon & Chewy – 93% of total revenue YTD

The logo for Chewy.com, featuring the word "chewy" in a blue, rounded, lowercase font, followed by ".com" in a smaller, blue, lowercase font.

# Holden2 – synergies and opportunities

- Synergies from day one
- Increased direct-to-consumer sales
- Holden2 to assume global online responsibility within the group, include and recruit team members in Europe and RoW
- Stratford to assume Holden2 fulfillment and logistics
- Launch of Pet MD<sup>®</sup> in European Amazon with fulfillment and production (when suitable) from SDC Ireland
- Drive ProDen PlaqueOff<sup>®</sup> and Animal Pharm<sup>®</sup> online strategy worldwide

[www.petmdstore.com](http://www.petmdstore.com)

# Integration Projects

- Stratford & Animal Pharm
- Soft Chew, Pet MD PO, Nutraplaque and many more new products
- Nutravet in Greece
- Production, Tillverka Inc, new products in Ireland
- Animal Pharm to Amazon and Chewy through Holden
- New sales oriented Web solution B2C
- Online in Europe and RoW



## Priorities

Integration of Nutravet, Animal Pharm and Holden2

Increased Marketing

Brand and Product development

Dist. Of full product range

Asia & North America

# Financial Goals

- Swedencares financial target 2025  
**Revenue of 2BSEK with an EBIT-  
margin above 30%**
- The financial target will be reached  
primarily through organic growth

