



# Elektroimportøren

4th quarter presentation 15 February 2024

Andreas Niss CEO  
Jørgen Wist CFO

# Agenda

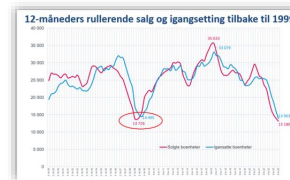
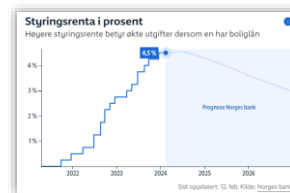
- ⚡ 2023 summary and strategy update
- ⚡ Q4 highlights
- ⚡ Financials
- ⚡ Summary and outlook





# 2023: Navigating a challenging market

- ⚡ Inflationary pressure and increasing interest rates
- ⚡ Easee EV charger issues
- ⚡ Housing market collapse; housing transactions, new builds and renovations with significant decline



- ⚡ Managing prices to retain margins
- ⚡ Focus on cost reductions and operational excellence
- ⚡ Sourcing of additional suppliers of EV chargers
- ⚡ Focusing on new categories, such as solar panels
- ⚡ New organisation and logistics facilities in Sweden

# Well positioned with attractive structural trends



**Digitalisation** drives demand for products related to smart homes, automatization and security



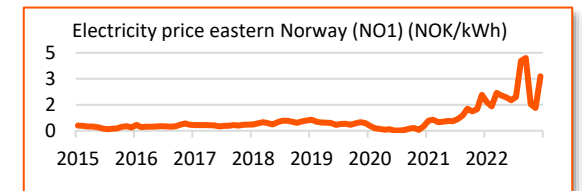
**Increasing energy prices** drives demand for energy reducing products



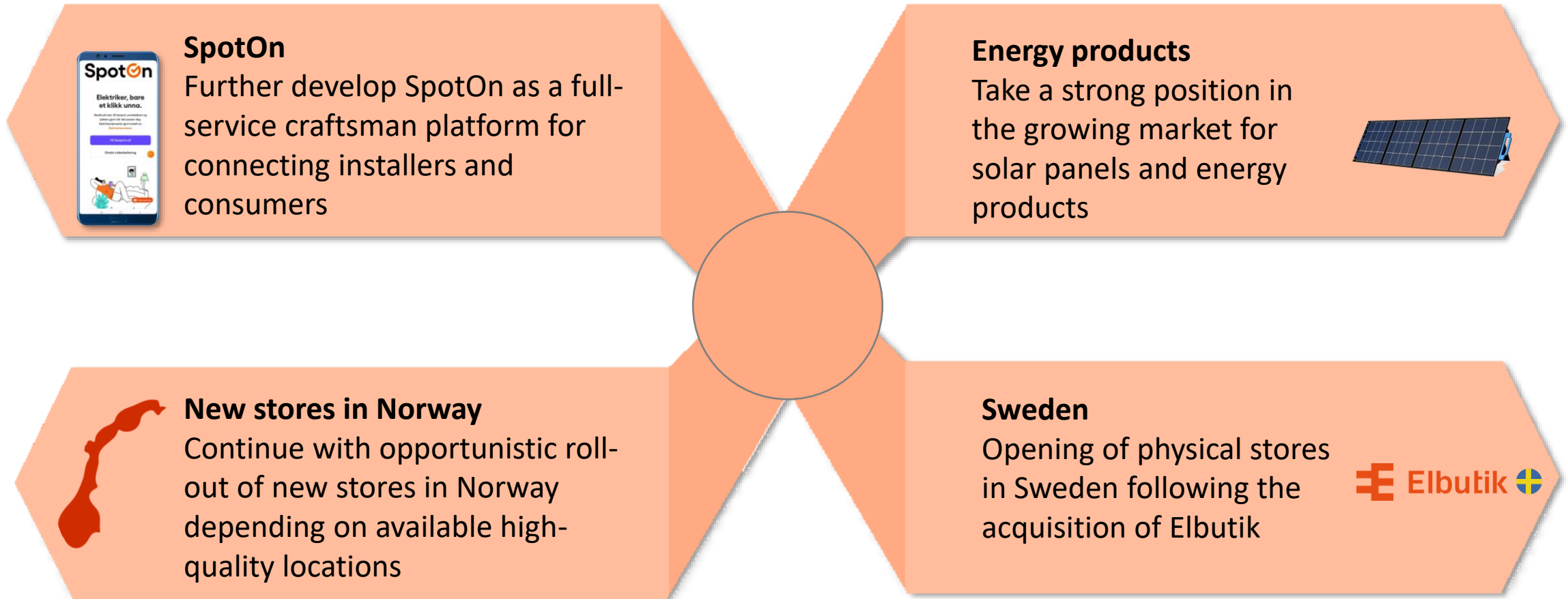
**Climate change** is gaining more focus and drives demand for clean energy solutions



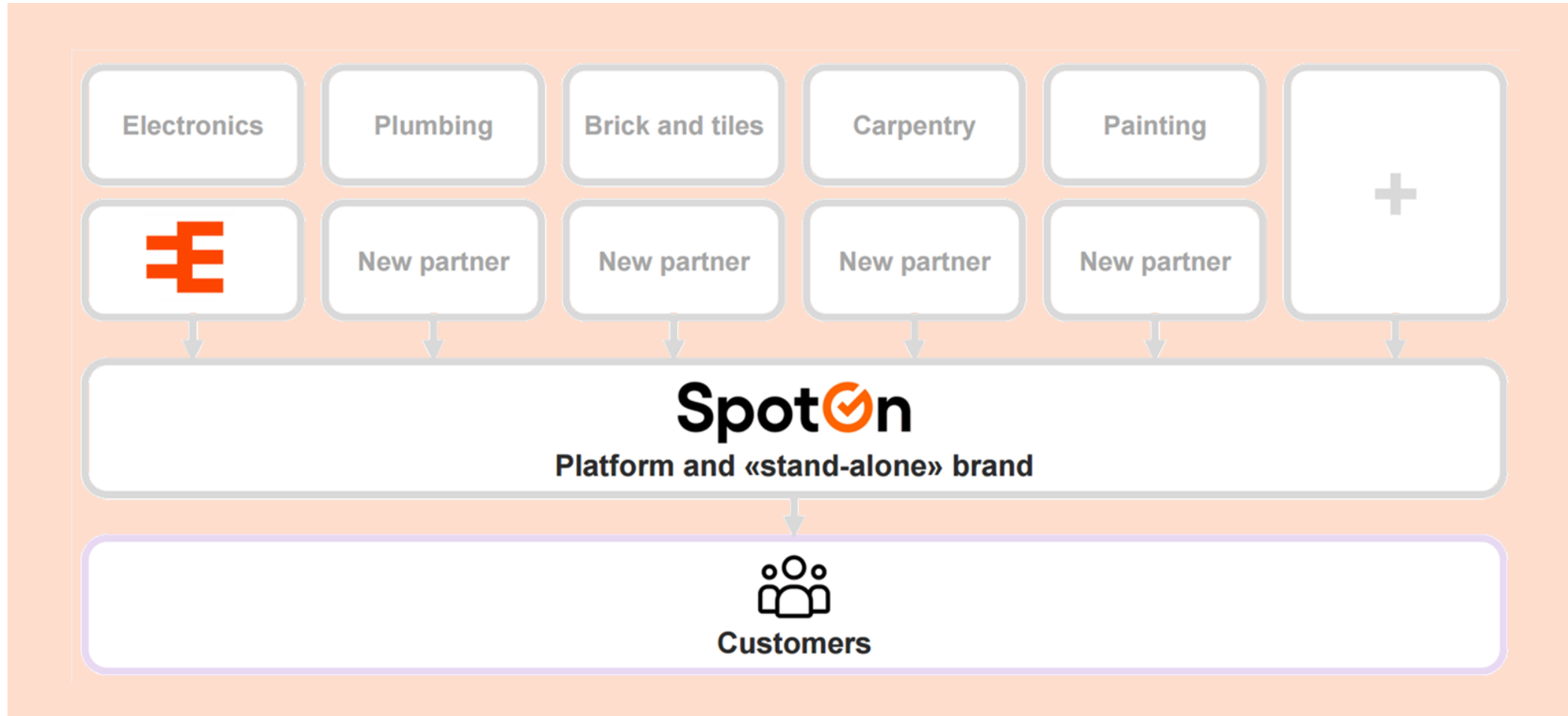
**New EU regulations** on energy efficiencies in both old and new houses



# Focused strategy for continued growth going forward



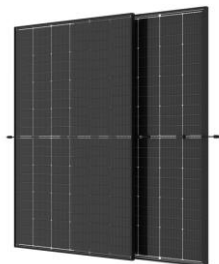
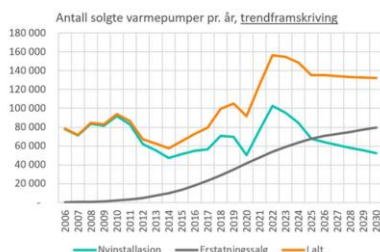
# Develop SpotOn into a craftsman platform



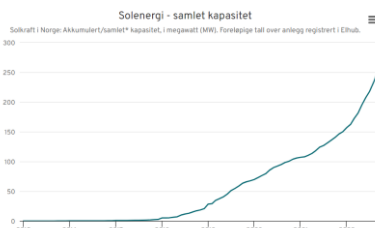
# Opportunities ahead of us



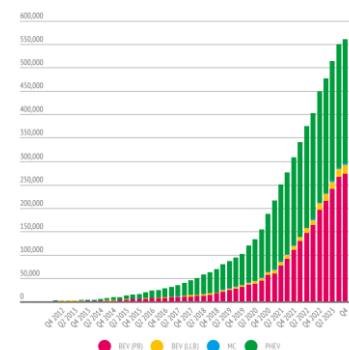
**Market for heating pumps** have had a strong development over the last year, we will re-enter this market in fall 2024.



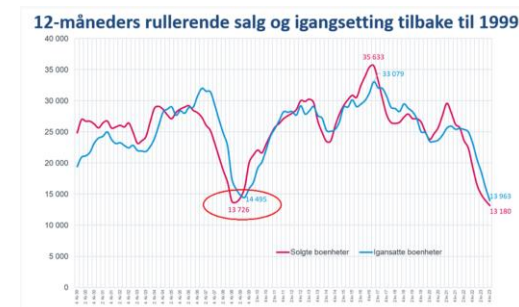
**Solar** market doubled again in 2023. We now have the knowhow and the supply chain to take our share of the market.



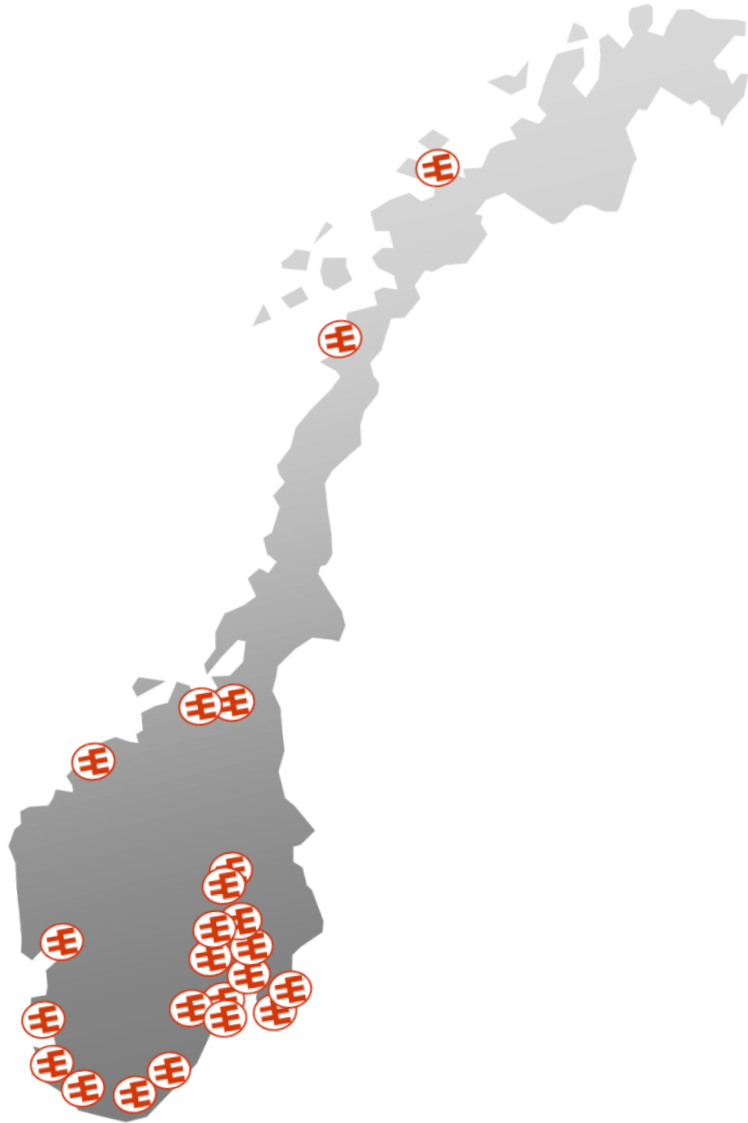
**EV car sales in Sweden** is now surpassing Norway in new car sales. We are teaming up with installers to be part of the growth.



**Need for new housing and residential renovation** is building up month by month



# Norway – A robust core business



27 stores, all delivering a positive store contribution



80% of sales employees are electricians



Superior omni-channel setup and execution



Sales excluding EV chargers grew 2% in 2023



Partner network with 160 electro installation companies



White space available for another 20 stores



# Sweden – Turnaround



## **Build brand awareness and drive sales:**

Ambition of >10% growth in 2024



## **Increase sales activities B2B:**

Ambition of 25% share of business in 2025



## **Continue to grow Namron share of business:**

From 2.9% in January 2023 to 8.6% in January 2024.  
Ambition of 15% by January 2025.



## **Sublease or exit old lease contracts:**

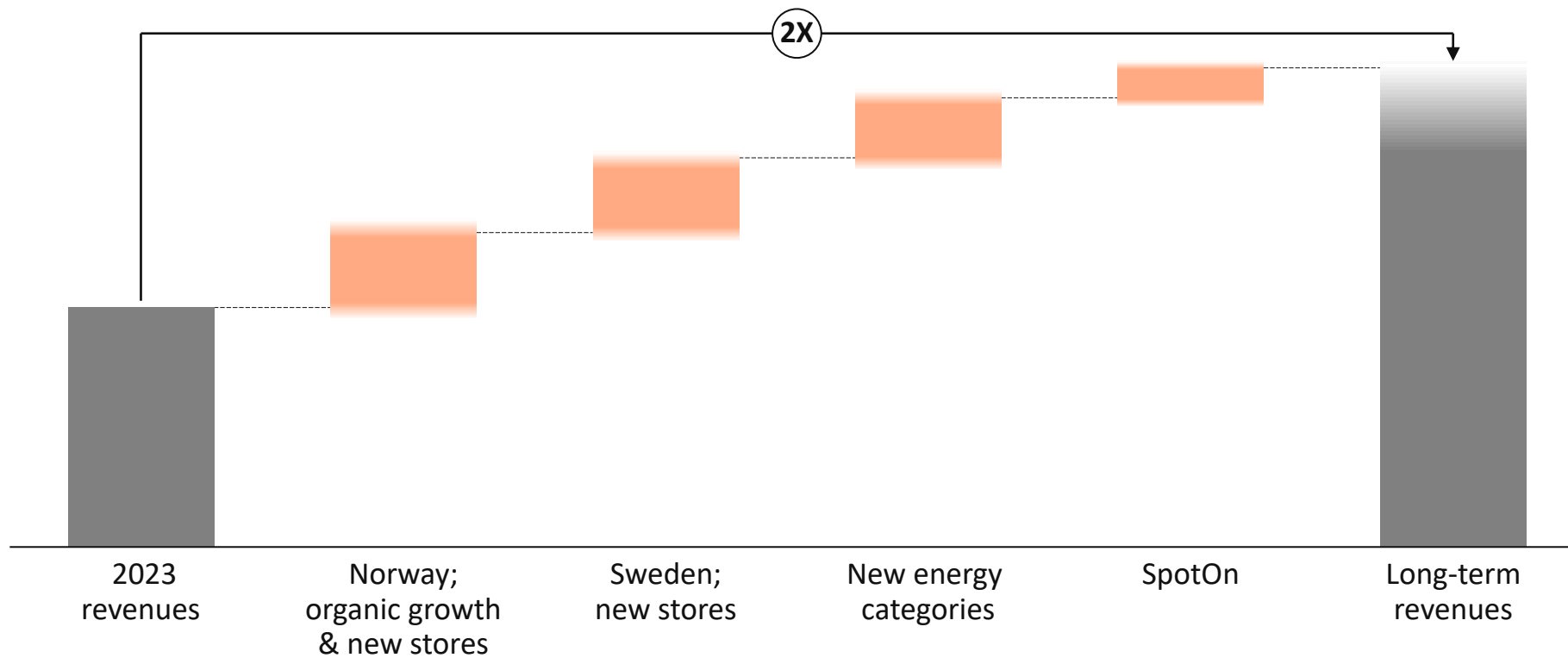
25% subleased 50% in negotiation.  
Ambition: 100% sublease or exited by 2025



## **Improve operational efficiencies and keep improving ways of working:**

Ambition: Profitable by 2025

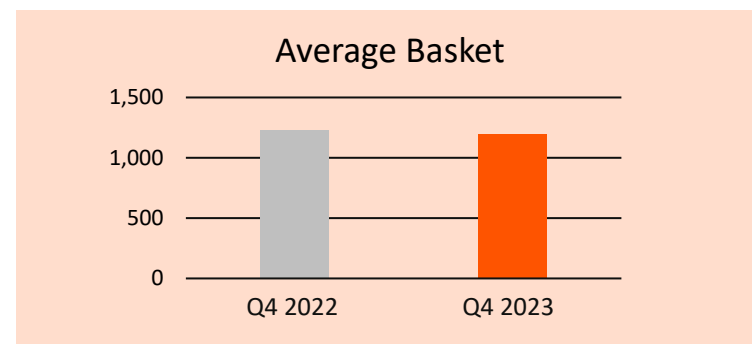
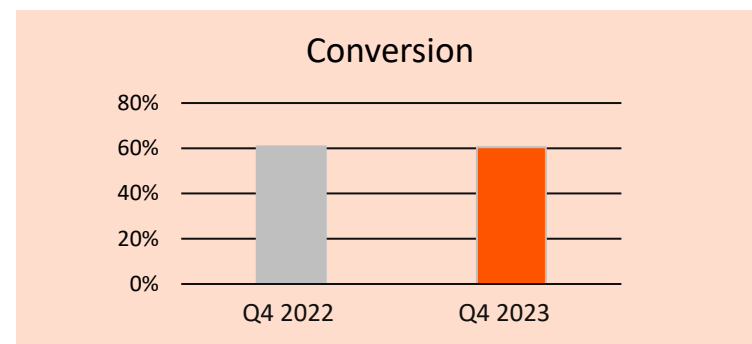
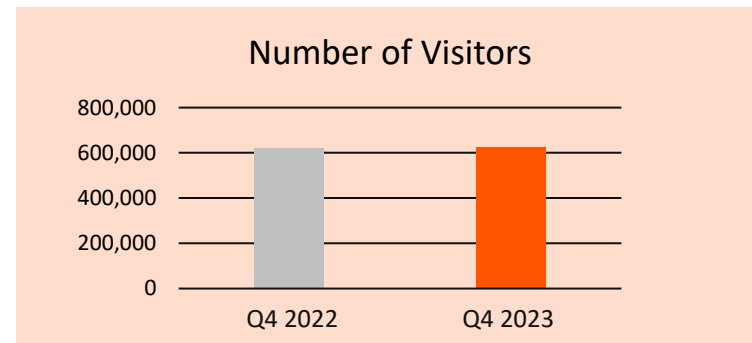
# Long-term ambition to double revenues



# Q4 highlights

# Q4 highlights

- ⚡ **Revenue of NOK 495 million**, a 1.4% reduction from NOK 502 million last year
- ⚡ **Gross margin of 32.8%**, down from 37.3% last year
- ⚡ Managing costs, with **opex to sales ratio** stable at 23.6% (23.5% last year)
- ⚡ **Reported EBITDA of NOK 46 million**, down from NOK 70 million last year



# Elbutik, Sweden

- ⚡ Q4 revenues of NOK 43 million up 14% from NOK 38 million last year
- ⚡ Like-for-like sales down -1% from last year
- ⚡ Veddesta store contribute with NOK 8 million
- ⚡ Gross margin of 16.1%, down from 26% last year. Gross margin diluted by high campaign pressure in Black Week, inventory sales campaign before warehouse move and inventory counting
- ⚡ Reported EBITDA NOK -8 million (-2)
- ⚡ Turnaround plan for Sweden being implemented, by costs reductions and increased efficiency in operations







- ⚡ Namron share of business for Q4 was 36.5% in Norway, up from 34.8% last year
- ⚡ Namron gross margin was 56.1% in Q4
- ⚡ Namron in Sweden continues to grow, with a share of business of 8.5% in Q4, up from 5.3% in Q3

# EV Chargers

- ⚡ Q4 revenues of NOK 34 million, a -27% reduction from Q4 last year
- ⚡ We believe that we now follow a normal market trend for EV charger sales
- ⚡ Stock levels are normalized and earlier risk of Easee old stock/bad stock is no longer present
- ⚡ Sales are expected to stay below last year sales figures throughout Q1 2024





# Solar

- ⚡ Total orders of NOK 10 million in Q4
- ⚡ Consumer demand are lower than expected due to low electricity prices and high interest rates
- ⚡ Inventory levels of NOK 40 million at year end, current inventory expected to be sold at low gross margins
- ⚡ Plan to change business model to “order on demand”.
- ⚡ Re-focusing sales strategy to target commercial buildings, while continuing to offer solar to consumers through SpotOn
- ⚡ Optimistic long-term outlook for solar sales



# SpotOn

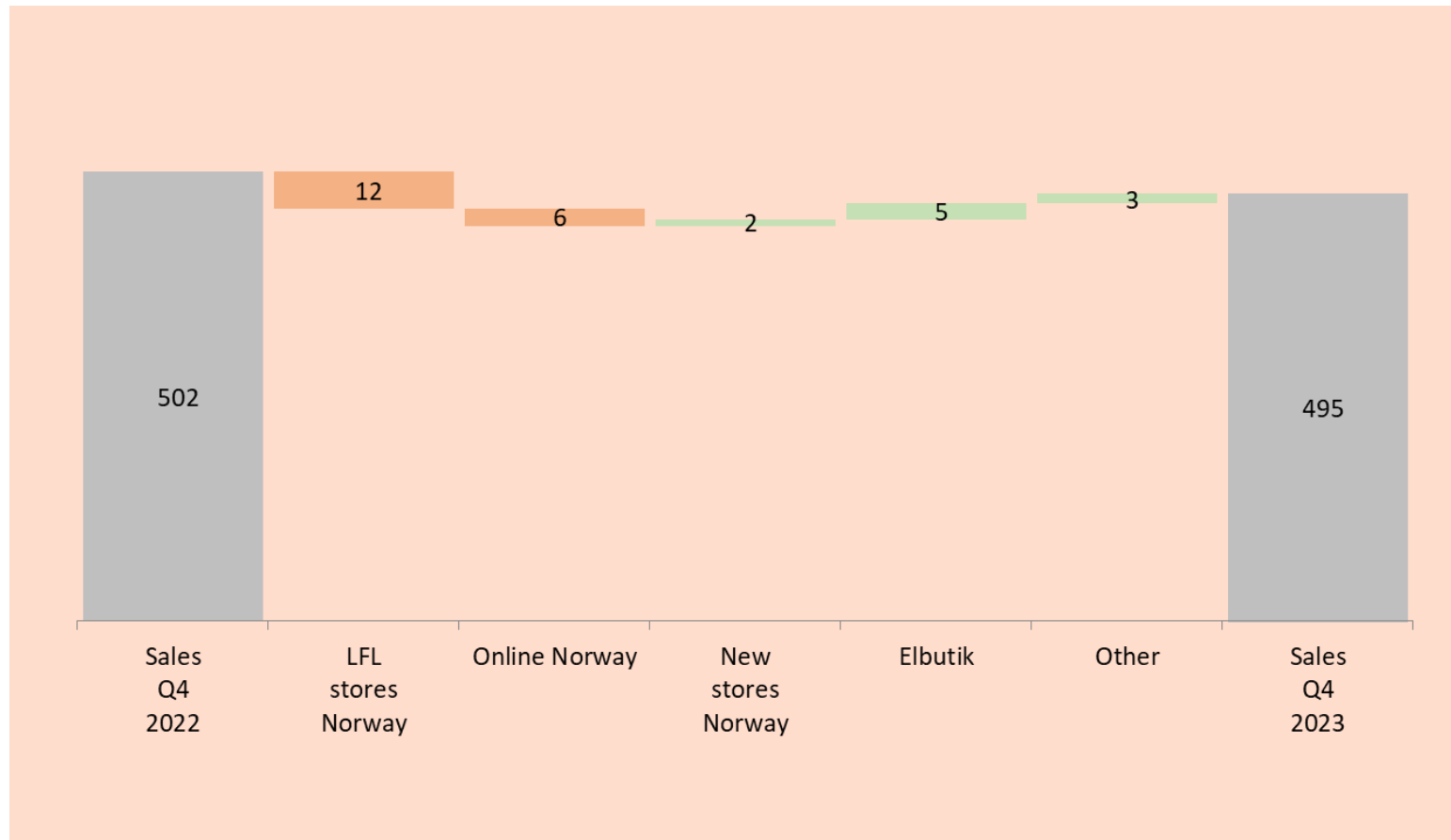
- ⚡ Total sales in Q4 NOK 11 million, on par with last year
- ⚡ Decrease in EV charger installations remain the major reason for slowdown in growth
- ⚡ Gross margin is up 2.5pp in the quarter
- ⚡ Continue to explore opportunities to include other craftsman areas in the platform and to find a suitable business partner for SpotOn



# Finance

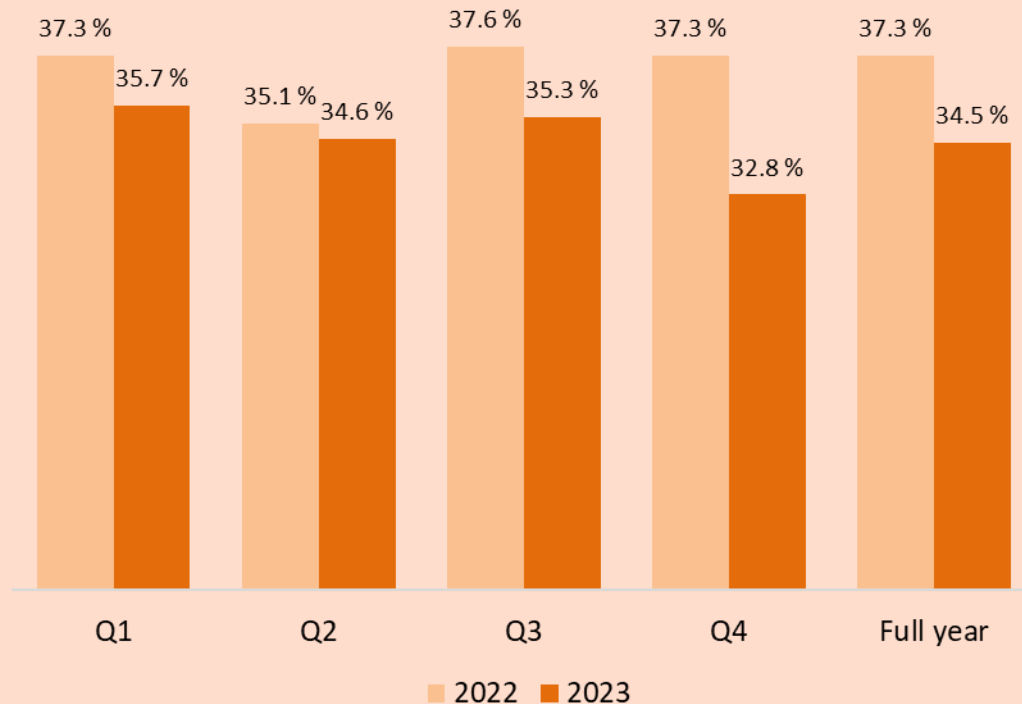


# Revenues



- ⚡ Revenue of NOK 495 million, a 1.4% reduction from NOK 502 million last year
- ⚡ Positive start of the quarter with sales growth in both Norway and Sweden
- ⚡ Good execution of Black Week campaigns
- ⚡ Revenue excluding EV chargers in Q4 was NOK 461 million, up from NOK 455 million last year

# Gross margin



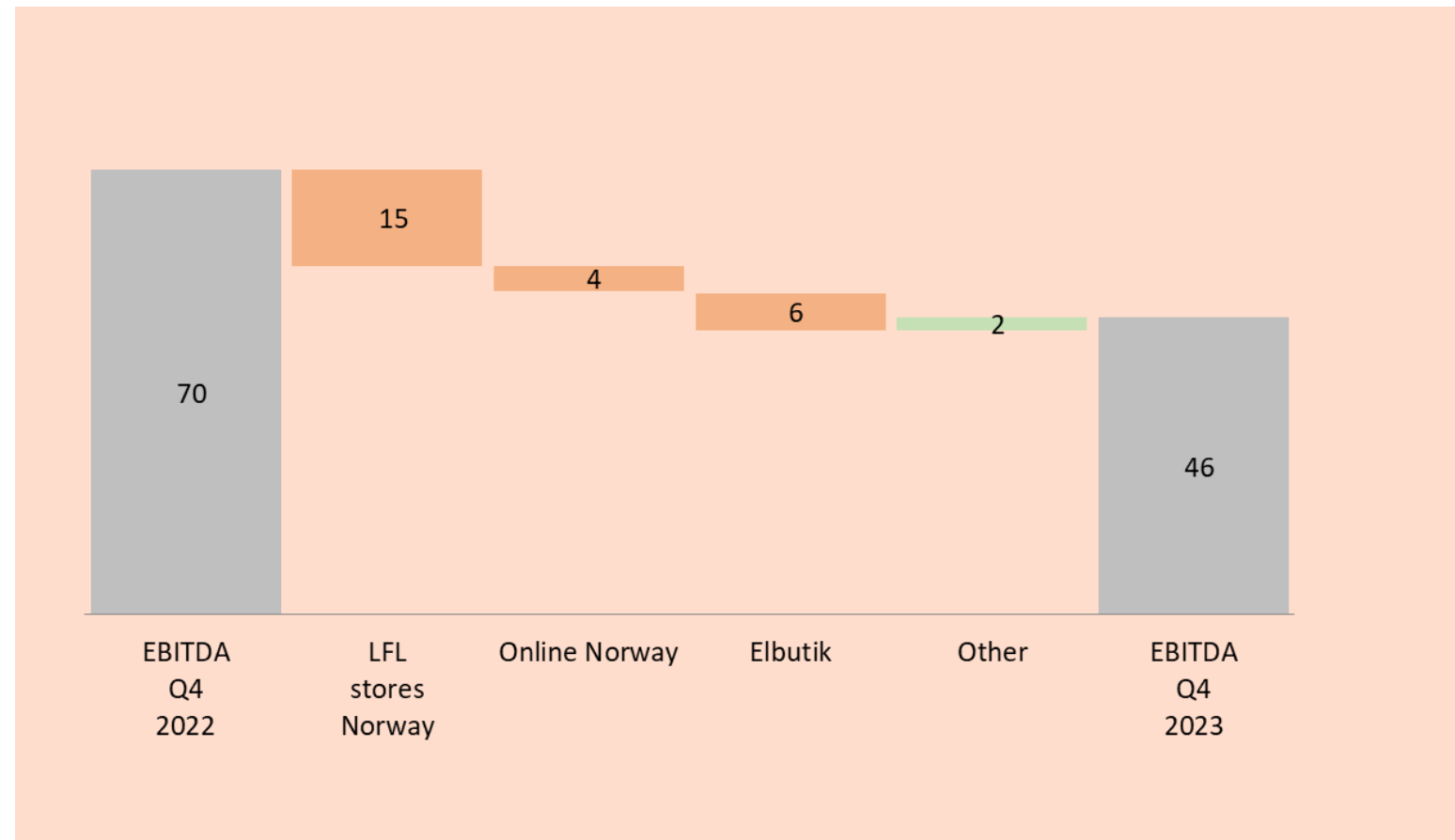
- ⚡ Gross margin of 32.8%, down from 37.3% last year
- ⚡ Decline driven by campaign pressure in Sweden, FX effects, inventory counting and provisions , as well as mix effects from Sweden and B2B share of sales
- ⚡ Adjusted for inventory counting and provisions, FX and mix effects, gross margin would be 37.9% in Norway

# OPEX



- Opex to sales ratio was stable at 23.6% in Q4 (23.5% last year)
- Operating expenses are reduced compared to last year, even with general salary increase, inflation adjustment of costs and one new store in Sweden.
- The group maintains a rigid cost control and has implemented new cost reductions in November in Norway with a full year effect of NOK 13 million, which will take effect from January 2024.

# EBITDA



- ⚡ Reported EBITDA of NOK 46 million, down from NOK 70 million last year:
- ⚡ EBITDA margin in Q4 was 9.2%, down from 13.9% last year
- ⚡ Managing costs well, with opex to sales ratio stable at 23.6% (23.5% last year)

# Summary and outlook



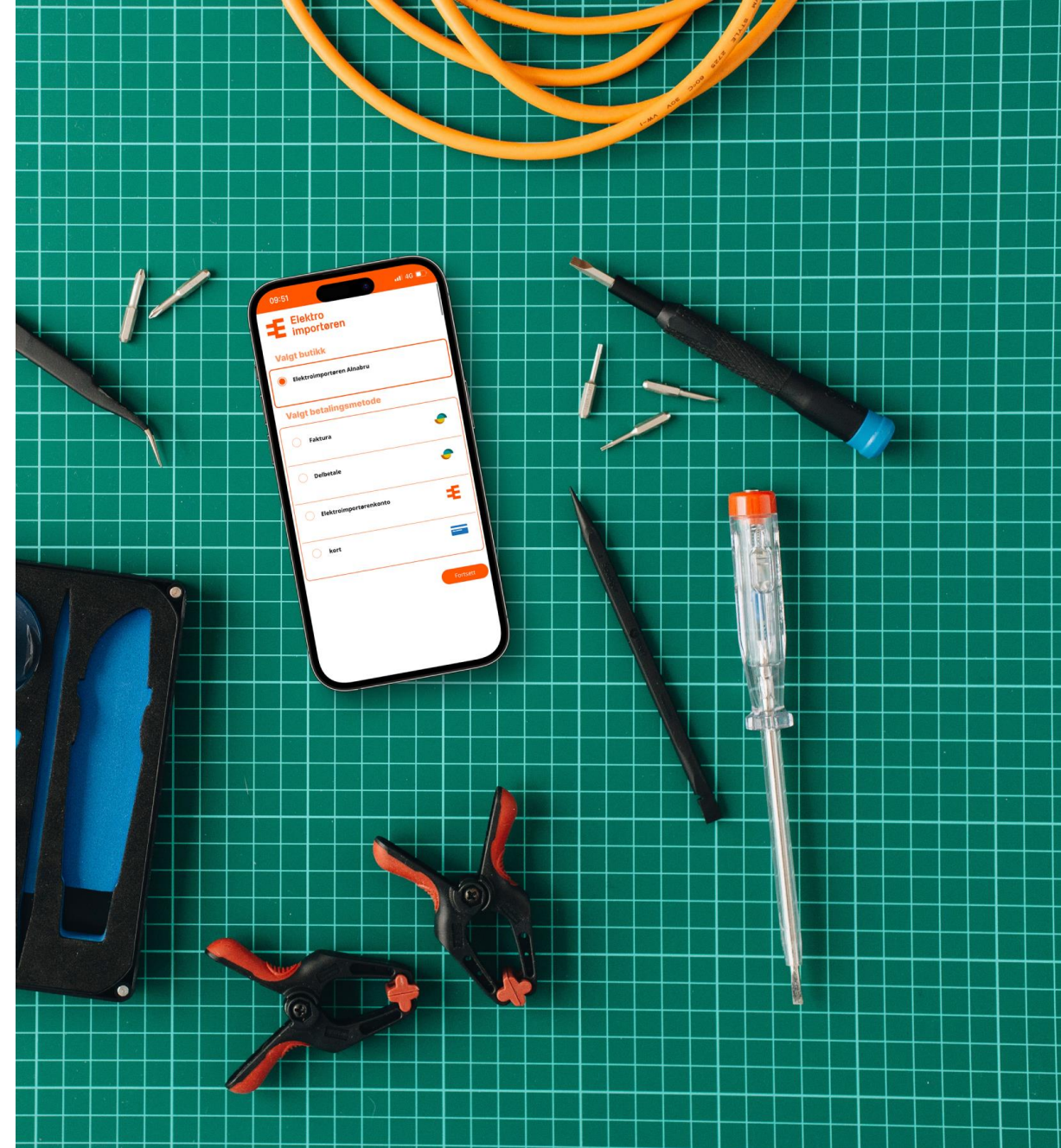
# Summary and outlook

## Q4 summary:

- ⚡ Managed to keep stable revenue development in 2023, despite the challenging market conditions
- ⚡ Operating expenses reduced from last year
- ⚡ EBITDA down from last year due to lower gross margins

## Outlook:

- ⚡ We continue with a rigid cost control and will look for further cost reductions going forward
- ⚡ We believe that overall market conditions will stay challenging for the coming months
- ⚡ We remain committed to being the preferred supplier for both consumers and professional customers when market conditions improve



# Q&A





**Elektroimportøren**