

2025-05-05

Q1 REPORT | 2025

Elon AB

elon GROUP

Fredrik Johansson

CEO

Peter Brodén

CFO



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Financial strength and foundation for future growth

Financials

- Improved activity within B2C
- Strong and improved Gross Profit
- Increased operating expenses through acquisitions

Achievements

- Consolidation of retail
- Improved market share within CE categories
- New partnership established in the Baltic States

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Elvita – Cookwear

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Net sales



TURNOVER

1 133 MSEK

+37 MSEK vs Q1-25

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Elvita - Alta



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Strong B2C growth reduced by downsizing in Solutions



GROWTH

+3,3%

vs Q1-24

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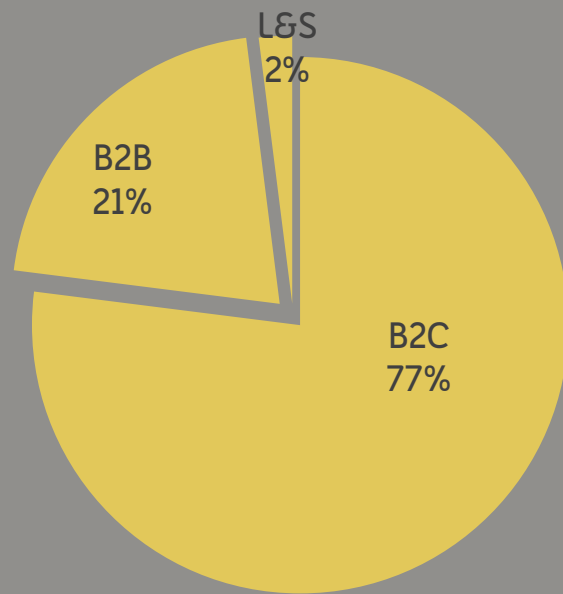
Elvita – Over-ear headphones



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Macro environment increase share of B2C

BY BUSINESS AREA



Share of Net Sales Q1-25

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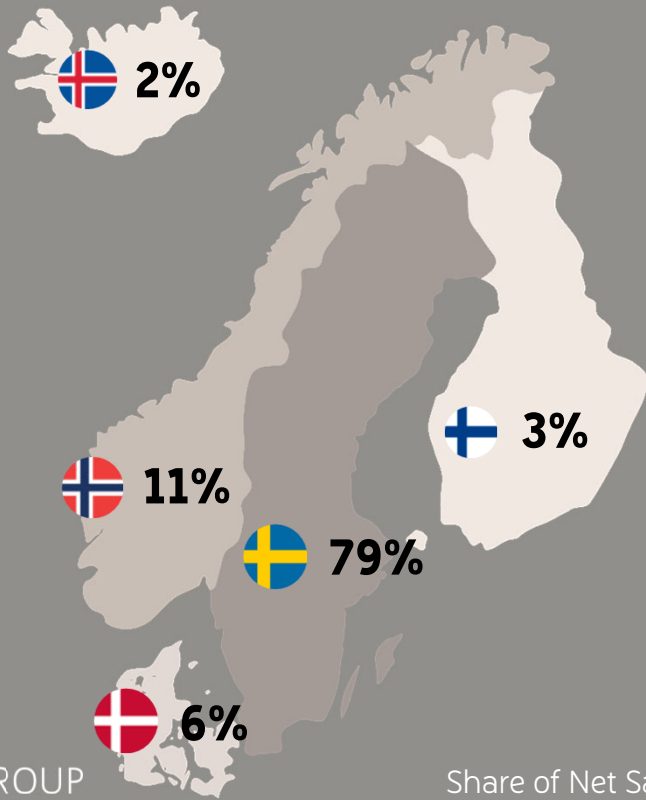


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Strong Nordic portfolio

20% from Iceland, Finland, Norway and Denmark

BY COUNTRY



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Share of Net Sales Q1-25



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Strong Gross Margin

from improved product and channel mix



GROSS MARGIN

17,6%

+5,0%pts vs Q1-24
currency adjusted +1,8% pts

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Nordero kitchen



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Improved profit and cash flow



OPERATING PROFIT

-13

MSEK

+27 MSEK vs Q1-24



OPERATING CASHFLOW

-134

MSEK

+97 MSEK vs Q1-24

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Elvita - vattenkokare

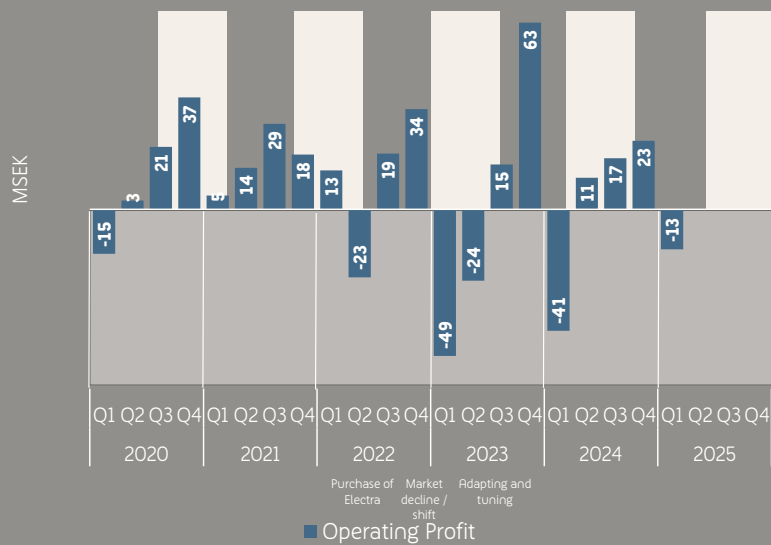


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Seasonal trend

Sow in spring and harvest in autumn

OPERATING PROFIT - QUARTERLY

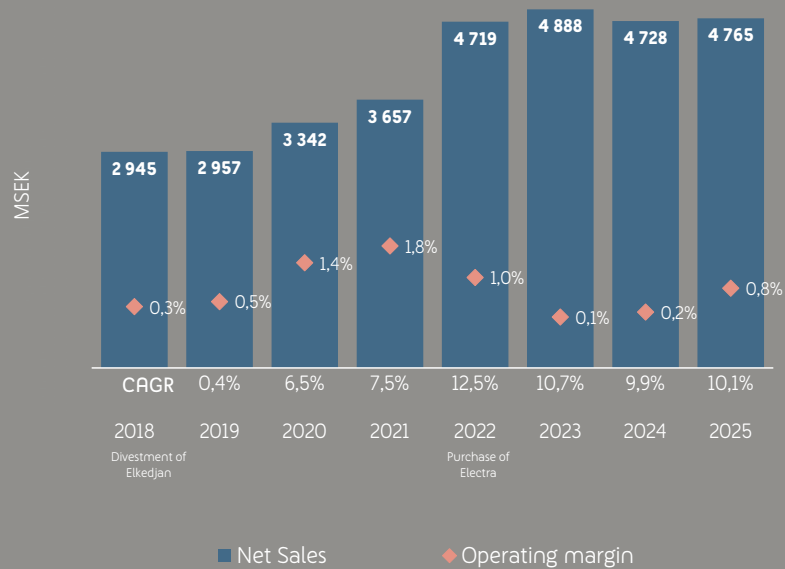


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Building scale

B2C trend positive, B2B picking up and Solutions under restructuring

SALES AND OPERATING MARGIN

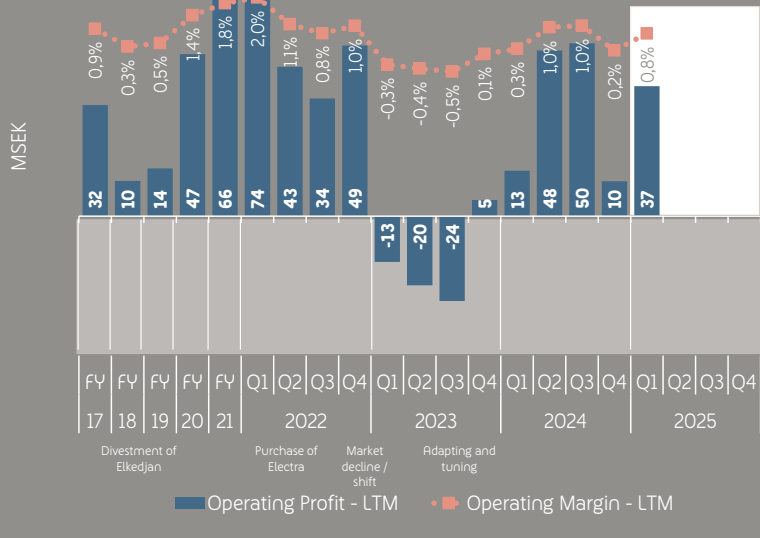


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Profit trend

Pricing and cost reductions prepared for volume growth

OPERATING PROFIT - LTM

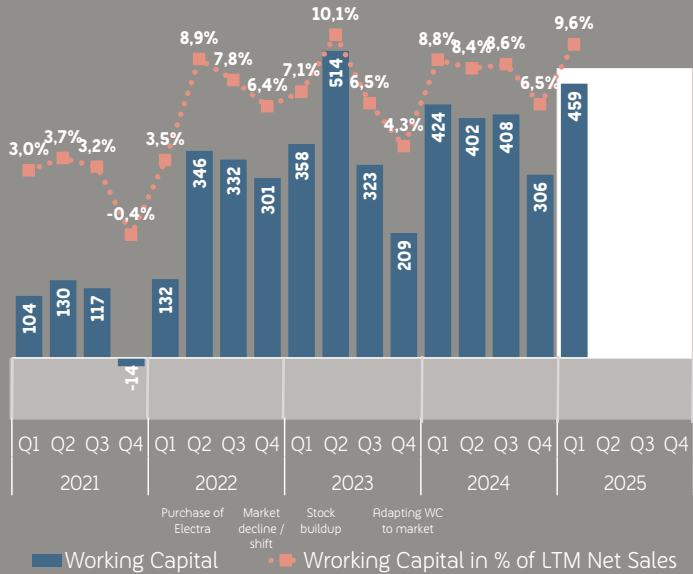


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WC seasonal trend

Increased through own stores and supplier mix

WORKING CAPITAL - QUARTERLY



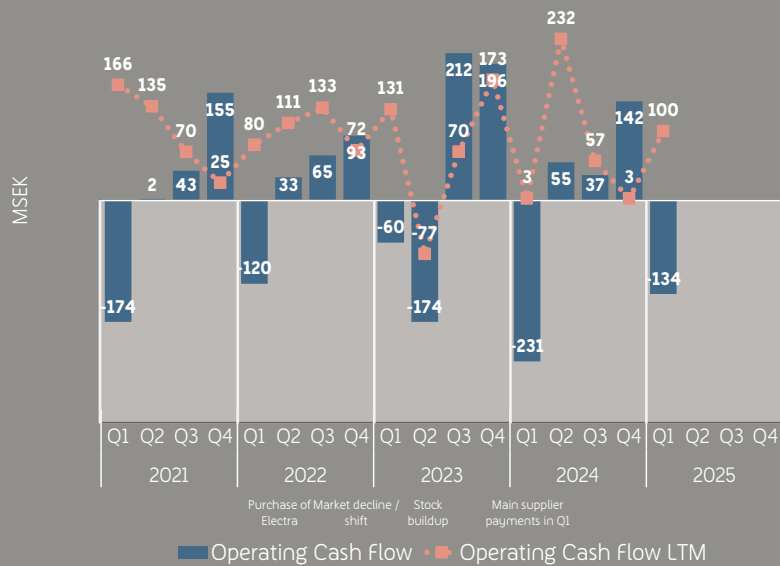
Elvita – On-ear headphones



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Operating cash flow Improved from Q1-24 with 100 MSEK

OPERATING CASH FLOW



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Summary

- Stable market footprint
- Proven scalability
- Improved cost structure and improved cash flow



