



Today's presenters



Adam Schatz
President and CEO

- BHG since 2019
- Axiell Group 2015-2019 (Exec. VP and CFO)
- Gambro and Baxter 2008-2015 (Regional CFO, Head of UK & Ireland...); Teknoseed AB 2000-2008 (CEO); Goldman Sachs 1998-2000 (Analyst)



Jesper Flemme CFO

- BHG since 2016
- Addedo 2014-2016 (Senior Consultant)
- CDON Group (now Qliro Group) 2012-2014 (Group Financial Controller)
- Deloitte 2007-2012 (Auditor)



- Results highlights
- Business update
- Financial update Q1 2021
 - Group
 - DIY segment
 - Home Furnishing segment
 - Cash flow and financial position
- Summary
- Q&A





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Select financial highlights

Strong organic developments and a continued high acquisition rate



Strong, profitable and cash generating growth

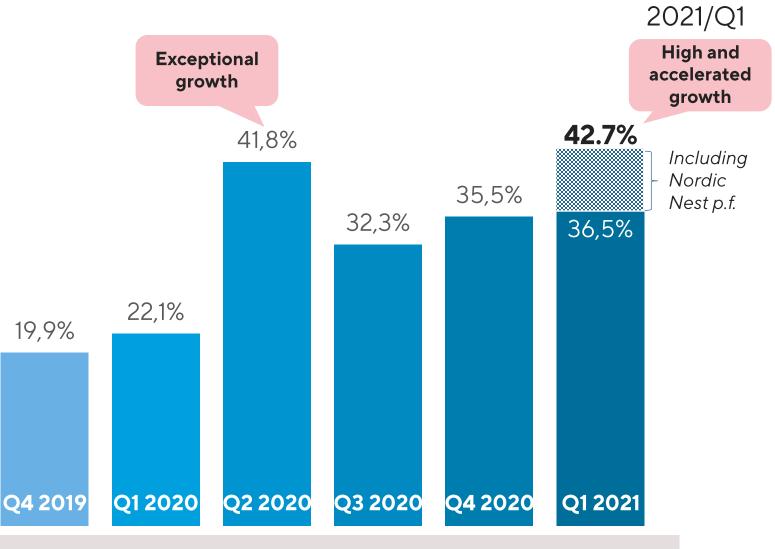


Organic growth

Y-on-Y acceleration

8,0%

Q1 2019



Strong organic growth year over year

19,9%

14,7%

Q3 2019

8,6%

Q2 2019



Our strategy remains focused on four cornerstones

The BHG ecosystem









1.
Continued
expansion of our
already leading
product range

Scale and a growing share of own brands in our sales mix

3. Creating the most appealing digital shopping experience

4.)
Offering the market's best professional guidance, service and support

The Product Offering as the base...

...with the Customer at the centre

Our history of acquisitions has accelerated the creation of the BHG ecosystem by contributing to each of the four strategy pillars

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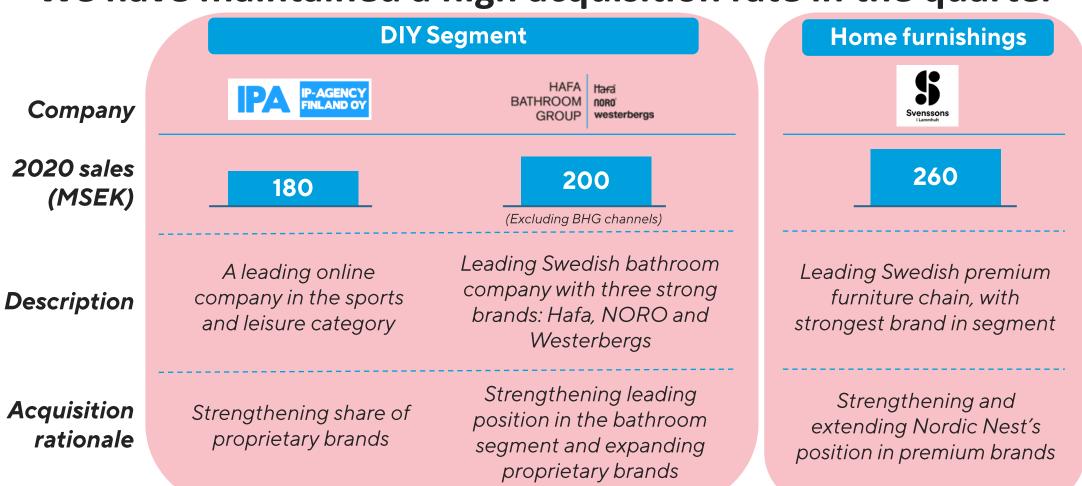


BHG at a glance – significant scale and profitability





We have maintained a high acquisition rate in the quarter





We see significant expansion opportunities – which are being addressed through a mix of organic and M&A initiatives

Home Furnishing Segment

P Enter new verticals of similar products within Home furnishings space

Geographical expansion

Assortment

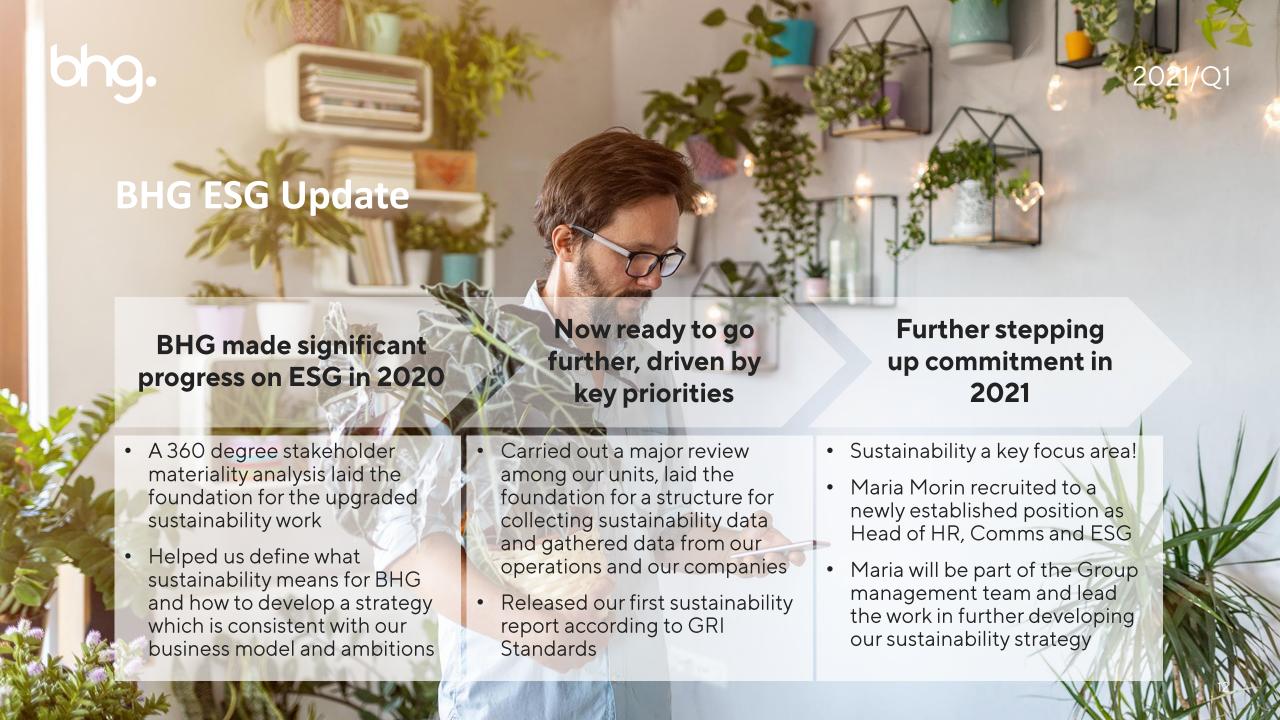
expansion

 Extend foothold of our already extensive geographic footprint across the Nordics and Europe

DIY Segment

- Enter new verticals of similar products and/or customer base within the broad DIY space
- Expand proprietary brand offering
- Ongoing: Expansion of our extensive proprietary brand portfolio across the Nordics and mainland Europe

- Organic & inorganic initiatives will continue driving growth
- Two types of acquisitions: Category catalysts (assortment depth/breadth) & Platforms (incl. new adjacent verticals and geographies)

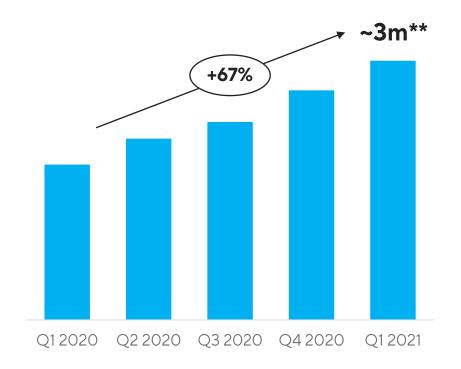




67% YoY pro-forma growth in active customers

Number of active customers*

Pro-forma



- Strong increase in number of active customers during 2020 and beginning of 2021 reaching an estimated 3m in Q1 2021
- First order profitability and attractive marketing ROI
- Steps taken to bolster systems, enabling the measurement of customer developments also in recently acquired businesses in a uniform way

>80%
Growth in new customers in Q1 2021

~1.3
Orders per active customer
LTM in Q1 2021

~40%

Repeat orders as % of total in Q1 2021

>3x LTM Marketing ROI*** in Q1 2021 bhg.

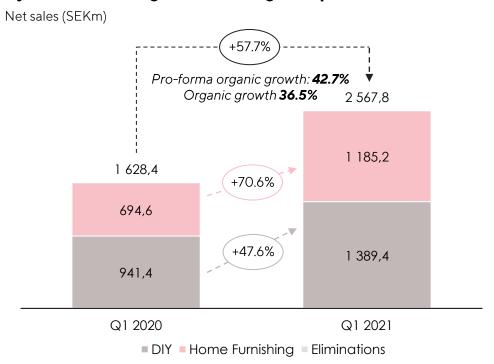
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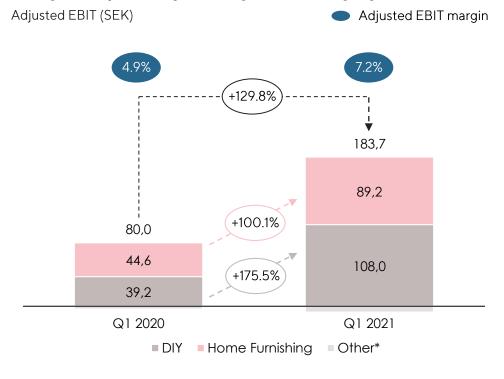


Continued strong and profitable growth

BHG's rapid development is continuing – strong performance by both of our segments during the quarter

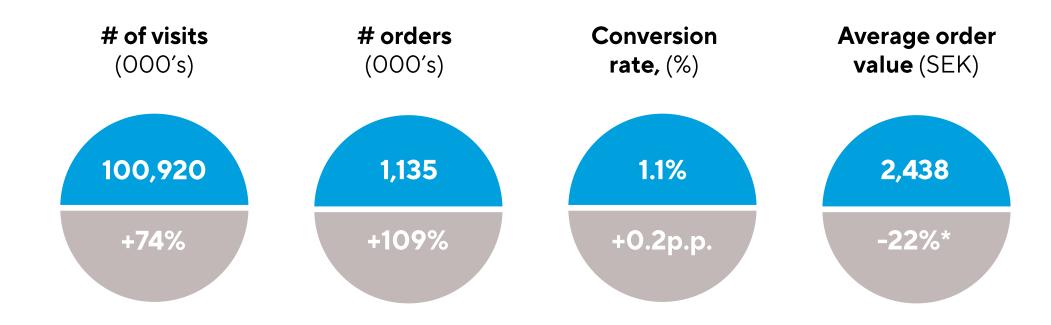


High EBIT and EBIT margin – favorable price and product mix and good operating leverage due to high growth





Continued robust development in KPIs



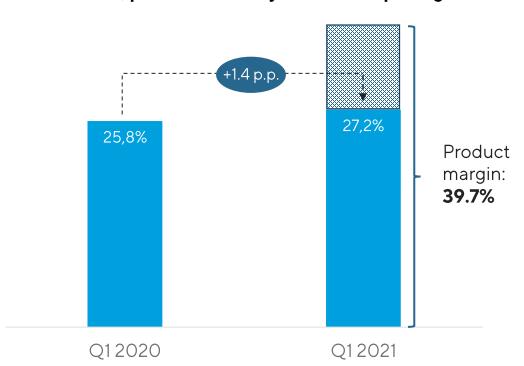
Strong growth on the basis of sound fundamentals

^{*} Average order value (AOV) for the quarter was impacted by the consolidation of Nordic Nest, whose AOV is about one-third that of the Group's other operations, as of 1 January



Gross margin equal to record-breaking level in last quarter

The strong gross margin is attributable to a higher share of proprietary brands in the DIY segment, cost and process efficiencies, positive currency effects and pricing focus



Margin trajectory is the result of increasing share of proprietary brands in the DIY segment coupled with the improvement plan in Home Furnishing launched in the 2nd half of 2018

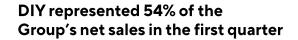


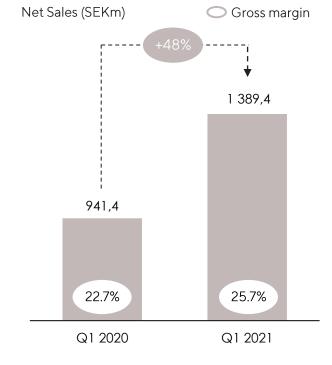


DIY segment

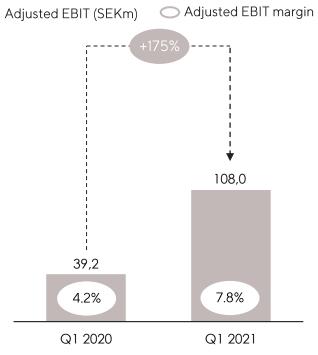
Another extraordinarily strong quarter

- In a growing total market, BHG captured further market shares - net sales increased by 47.6% of which organic growth accounted for 44.8%
- Record-high gross margin at 25.7% positively impacted by a high share of sales comprising proprietary brands
- Continued development of customer offering – BHG ecosystem – e.g. through expansion of portfolio of proprietary brands, development of delivery offering installation platform expansion
- Two bolt-on acquisitions, both based on proprietary brands: IP Agency and Hafa Bathroom Group
- Adjusted EBIT amounted to SEK 108.0m
 high EBIT margin of 7.8%





Growth, record-breaking gross margins and cost control – high EBIT margin





Home Furnishing segment

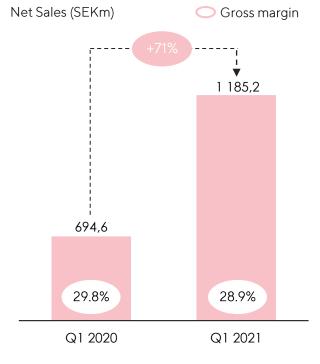
Growth accelerated from an already favourable level

- Very strong quarter net sales increased by 70.6% of which organic growth accounted for 25.4% and pro-forma organic growth (including Nordic Nest) accounted for 41.5%
- Net sales strong in all geographic markets

 highest growth reported by Nordic
 Nest, the category specialist
 Lampgallerian, and the Eastern European operations
- The slight decrease in gross margin is mainly attributable to two factors: a mix effect from Nordic Nest - slightly lower gross margins than the segment average - and effects from the Danish furniture operations - establishment of new warehouse during the quarter and strict coronavirus restrictions

 Adjusted EBIT amounted SEK 89.2 million corresponding to an adjusted EBIT margin of 7.5%

Home Furnishing represented 46% of the Group's net sales in the first quarter



Solid growth in adjusted EBIT and EBIT-margin



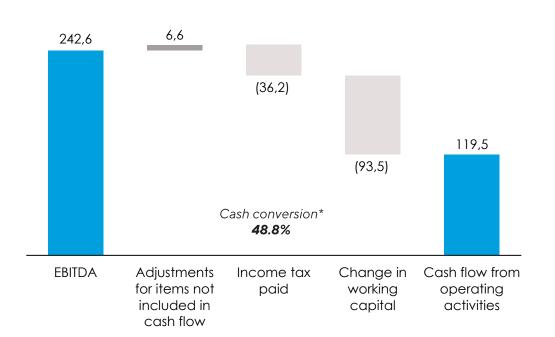


Cash flow and financial position

Continued strong cash generation

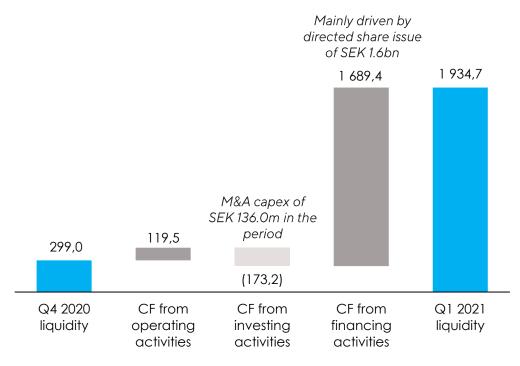
Solid cash flow from operating activities, despite the fact that the first quarter is not normally characterised by strong cash flows

Jan-Mar 2021 (SEKm)



Liquidity mainly driven by cash flow from financing activities as a result of a directed share issue

SEKm





Cash flow and financial position

BHG's financial position remains solid

Overview of financial position

SEKm	31 Mar 2021
Interest bearing liabilities	4,089.8
Cash and cash equivalents	(1,934.7)
Adjustment lease liabilities	(613.4)
Adjustment for earn-outs and deferred payments	(1373.0)
Adjustment transaction costs	5.2
Net debt / (Net cash)	173.9
Q1 2021 LTM adjusted EBITDA* (excl. impact from IFRS 16)	973.8
Net debt / LTM adjusted EBITDA	0.2x

- Net debt / EBITDA of 0.2x, outperforming financial target of 1.5-2.5x
- The Group's unutilised credit facilities amounted to SEK 240 million at the end of the period, compared with SEK 300 million at the beginning of the year
- BHG's strong financial position means that we can continue to execute our organic growth initiatives robustly and also combine them with an active acquisition strategy moving forward

27/04/2021 * Pro-forma EBITDA 21



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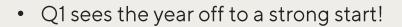




Q1 Summary

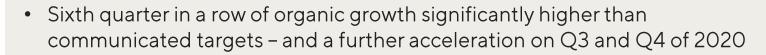


Strong start to the new year!





Growth!





Three strategic bolt-on acquisitions!

- IP Agency and Hafa Bathroom Group: Strengthening prop. brands
- Svenssons i Lammhult: First bolt-on to the Nordic Nest premium vertical



Strong gross and bottom-line margins

- Record gross margins from last quarter repeated!
- Growth, cost efficiency, scale and private label



Strategy execution in full swing

• BHG ecosystem: Further expansion of logistics and installation capabilities

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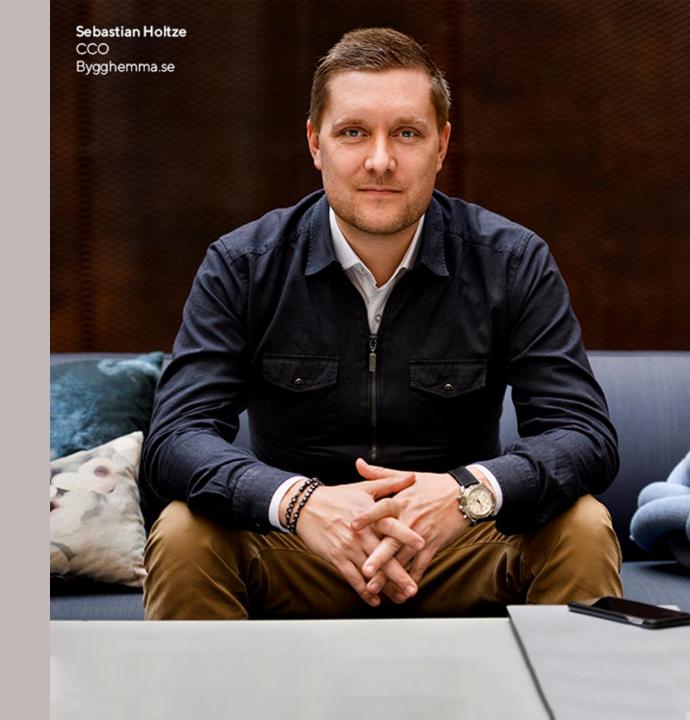


We raise the bar!

• The journey towards 20bn has begun!

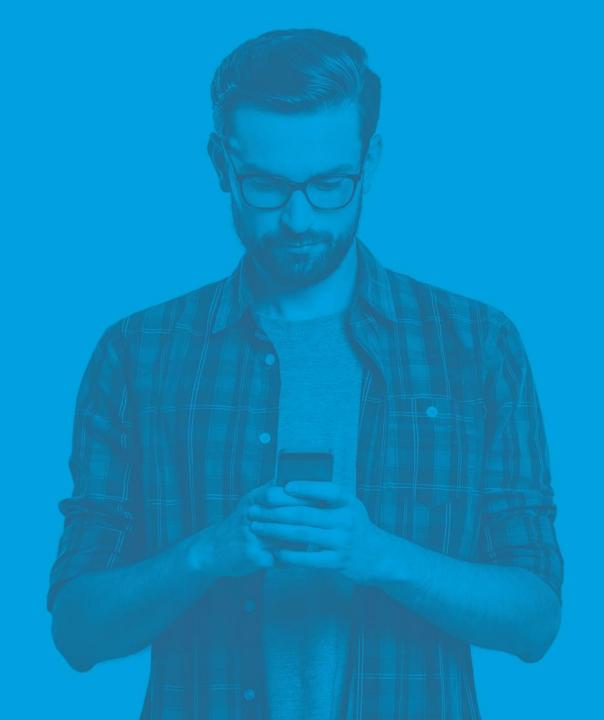
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Appendix





Condensed consolidated financial information

	Jan-	Mar		Jan-Dec
SEKm (if not otherwise stated)	2021	2020	$\Delta\%$	2020
Net sales	2,567.8	1,628.4	57.7	8,968.2
Gross profit	699.3	420.5	66.3	2,330.8
Gross margin (%)	27.2	25.8	1.4 p.p.	26.0
Adjusted EBITDA*	242.6	135.1	79.6	902.7
Adjusted EBITDA margin (%)	9.4	8.3	1.2 p.p.	10.1
Adjusted EBIT*	183.7	80.0	129.8	700.8
Adjusted EBIT margin (%)	7.2	4.9	2.2 p.p.	7.8
Operatingincome	168.6	69.2	143.6	657.8
Operating margin (%)	6.6	4.2	2.3 p.p.	7.3
Net profit for the period	115.3	46.2	149.4	420.3
Cash flow from operating activites	119.5	147.9	-19.2	994.3
Visits (thousands)	100,920	57,866	74.4	302,133
Orders (thousands)	1,135	543	108.8	3,012
Conversion rate (%)	1.1	0.9	0.2 p.p.	1.0
Average order value** (SEK)	2,438	3,119	-21.8	3,018

 $^{{\}color{blue}*} \quad \text{Refer to "Relevant reconciliations of non-IFRS alternative performance measures (APM)" for a more detailed description.}$

^{**} Average order value (AOV) for the quarter was impacted by the consolidation of Nordic Nest, whose AOV is about one-third that of the Group's other operations, as of 1 January.



DIY segment

	Jan-M	1ar		Jan-Dec
SEKm (if not otherwise stated)	2021	2020	Δ%	2020
Net sales	1,389.4	941.4	47.6	5,663.1
Gross profit	356.9	214.0	66.8	1,327.4
Gross margin (%)	25.7	22.7	3,0 p.p.	23.4
Adjusted EBITDA	132.6	62.3	112.8	571.6
Adjusted EBITDA margin (%)	9.5	6.6	2,9 p.p.	10.1
Adjusted EBIT	108.0	39.2	175.5	475.8
Adjusted EBIT margin (%)	7.8	4.2	3,6 p.p.	8.4
Operatingincome	100.0	31.2	220.6	444.0
Operating margin (%)	7.2	3.3	3,9 p.p.	7.8
Net profit for the period	64.7	19.4	233.9	185.4
Visits (thousands)	37,027	24,634	50.3	139,931
Orders (thousands)	475	313	51.6	1,814
Conversion rate (%)	1.3	1.3	0,0 p.p.	1.3
Average order value (SEK)	3,296	3,298	-O.1	3,155



Home Furnishing segment

	Jan-	Mar	0	Jan-Dec
SEKm (if not otherwise stated)	2021	2020	Δ%	2020
Net sales	1,185.2	694.6	70.6	3,337.2
Gross profit	342.9	207.0	65.6	1,005.4
Gross margin (%)	28.9	29.8	-0,9 p.p.	30.1
Adjusted EBITDA	123.2	76.5	61.0	382.1
Adjusted EBITDA margin (%)	10.4	11.0	-0,6 p.p.	11.5
Adjusted EBIT	89.2	44.6	100.1	276.2
Adjusted EBITmargin (%)	7.5	6.4	1,1 p.p.	8.3
Operatingincome	81.9	41.8	96.0	265.0
Operating margin (%)	6.9	6.0	0,9 p.p.	7.9
Net profit for the period	56.8	29.2	94.7	125.4
No. 11.	40.000	00.000	20.0	440.000
Visits (thousands)	63,893	33,232	92.3	162,202
Orders (thousands)	659	230	186.9	1,198
Conversion rate (%)	1.0	0.7	0,3 p.p.	0.7
Average order value* (SEK)	1,820	2,875	-36.7	2,811

^{*} Average order value (AOV) for the quarter was impacted by the consolidation of Nordic Nest, whose AOV is about one-third that of the segment's other operations, as of 1 January.



P&L

	Jan-	Jan-Mar		
SEKm	2021	2020	2020	
Net sales	2,567.8	1,628.4	8,968.2	
Other operating income	0.1	0.0	4.3	
Total net sales	2,567.9	1,628.4	8,972.5	
Cost of goods sold	-1,868.5	-1,207.9	-6,637.4	
Personnel costs	-200.4	-138.9	-657.2	
Other external costs and operating expenses	-251.9	-141.6	-775.0	
Other operating expenses	-4.7	-4.9	-O.1	
Depreciation and amortisation of tangible and intangible fixed assets	-73.8	-65.9	-245.0	
Operating income	168.6	69.2	657.8	
Profit/loss from financial items	-25.1	-7.2	-107.5	
Profit before tax	143.4	62.0	550.3	
Income tax	-28.2	-15.8	-130.0	
Profit for the period	115.3	46.2	420.3	
Attributable to:				
Equity holders of the parent	112.7	46.6	415.1	
Non-controlling interest	2.6	-0.4	5.1	
Net income for the period	115.3	46.2	420.3	
Earnings per share before dilution, SEK	0.97	0.43	3.87	
Earnings per share after dilution, SEK	0.96	0.43	3.80	



Balance sheet

	31 Mar		31 Dec
SEKm	2021	2020	2020
Non-current assets			
Goodwill	4,787.4	3,025.0	4,395.1
Other intangible fixed assets	1,837.3	1,333.3	1,804.4
Total intangible fixed assets	6,624.7	4,358.3	6,199.6
Buildings and land	10.2	11.3	10.0
Leased fixed assets	618.0	567.3	601.9
Tangible fixed assets	73.0	46.1	64.0
Financial fixed assets	10.1	7.4	9.4
Deferred tax asset	19.2	12.1	19.1
Total fixed assets	7,355.1	5,002.6	6,904.0
Current assets			
Inventories	1,254.5	833.3	992.3
Current receivables	422.5	306.5	434.5
Cash and cash equivalents	1,934.7	366.0	299.0
Total current assets	3,611.6	1,505.8	1,725.7
Total assets	10,966.8	6,508.4	8,629.7
Equity			
Equity attributable to owners of the parent	4,587.2	2,942.7	2,787.2
Non-controlling interest	39.1	37.1	35.8
Total equity	4,626.3	2,979.7	2,823.0
Non-current liabilities			
Deferred tax liability	379.3	257.7	375.0
Other provisions	31.6	22.7	22.7
Non-current interest-bearing liabilites to credit institutions	2,028.4	815.6	2,042.6
Non-current lease liabilities	449.4	406.2	449.8
Other non-current liabilities	1,234.8	596.2	948.0
Total non-current liabilities	4,123.5	2,098.5	3,838.1
Current liabilities			
Current interest-bearing liabilities to credit institutions	75.0	46.4	46.4
Current lease liabilities	164.0	158.7	149.8
Other interest-bearing liabilities	138.2	54.6	75.3
Other current liabilities	1,839.8	1,170.5	1,697.2
Total current liabilities	2,217.0	1,430.2	1,968.6
Total equity and liabilities	10,966.8	6,508.4	8,629.7



Consolidated statement of cash flows

Jan-		Mar	Jan-Dec
SEKm	2021	2020	2020
EBITDA	242.6	135.1	902.7
Adjustments for items not included in cash flow	6.6	-5.9	-14.2
Income tax paid	-36.2	-14.8	-56.0
Cash flow from operating activities before changes in working capital	213.0	114.3	832.5
Changes in working capital	-93.5	33.6	161.8
Cash flow from operating activites	119.5	147.9	994.3
Investments in operations	-136.0	-30.0	-1,859.1
Redemption of loan to seller upon acquisition of operations	-	=	-91.8
Investments in other non-current assets	-37.4	-26.4	-94.1
Divestment of operations	-	-	0.4
Divestment of other tangible fixed assets	0.2	0.1	0.5
Received interest	O.1	0.2	1.5
Cash flow to/from investing activities	-173.2	-56.2	-2,042.6
New share issue	1,715.8	_	-
Loans taken	160.0	48.0	1,277.1
Amortisation of Ioans	-190.3	-44.3	-147.3
Issue of warrants	-	-	12.9
Interest paid	-8.5	-8.7	-32.2
Dividends to non-controlling interests	-	-	-5.5
Cash flow to/from financing activities	1,677.0	-5.0	1,105.1
Cash flow for the period	1,623.3	86.8	56.8
Cash and cash equivalents at the beginning of the period	299.0	270.3	270.3
Translation differences in cash and cash equivalents	12.4	8.9	-28.1
Cash and cash equivalents at the end of the period	1,934.7	366.0	299.0



Reconciliation of non-IFRS metrics

	Jan-Mar	Jan-Dec		
SEKm	2021	2020	2020	
Operating income	168.6	69.2	657.8	
Total items affecting comparability	-	=	-	
Amortisation and impairment of acquisition-related intangible fixed assets	15.2	10.8	43.0	
Adjusted EBIT	183.7	80.0	700.8	
Adjusted EBIT (%)	7.2	4.9	7.8	
Depreciation and amortisation of tangible and intangible fixed assets	58.6	55.1	201.9	
Gain/loss from sale of fixed assets	0.2	-O.O	-0.0	
Adjusted EBITDA	242.6	135.1	902.7	
Adjusted EBITDA (%)	9.4	8.3	10.1	
Net sales	2,567.8	1,628.4	8,968.2	
Cost of goods	-1,548.2	-1,012.5	-5,609.9	
Gross profit before direct selling costs	1,019.6	615.9	3,358.3	
Gross profit before direct selling costs (%)	39.7	37.8	37.4	
Direct selling costs	-320.3	-195.4	-1,027.5	
Gross profit	699.3	420.5	2,330.8	
Gross profit (%)	27.2	25.8	26.0	
Adjusted gross profit	699.3	420.5	2,330.8	
Adjusted gross profit (%)	27.2	25.8	26.0	

