



## Presentation Q4 2021

### SEK 12 billion in FY net sales surpassed

Strategic initiatives, strengthened market shares and successful integration of acquired businesses resulted in **growth for the quarter of 48.1%**





# Today's presenters

Adam Schatz  
President and CEO

Jesper Flemme  
CFO



# Agenda

- Q4 2021 highlights
- Business update
- Financial update
- Conclusions
- Q&A



# Agenda

- **Q4 2021 highlights**
- Business update
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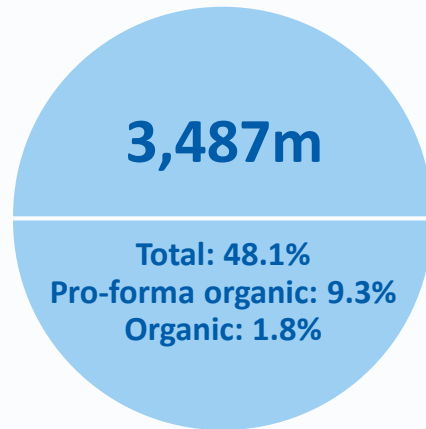
# Select financial highlights – Q4 2021

Journey of growth continues, in a post-covid operating environment

BHG GROUP Q4 2021

## Sales

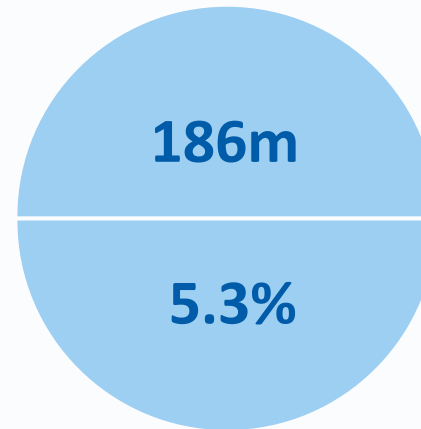
Net Sales (SEK)



Growth

## Earnings

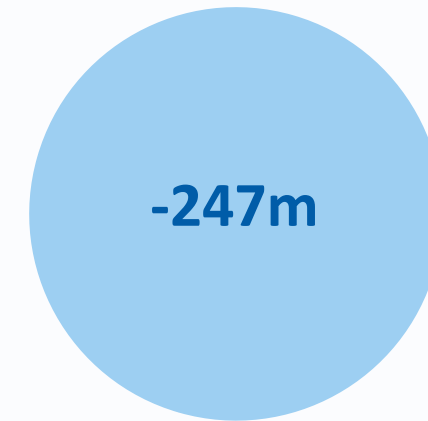
Adj. EBIT(SEK)



Adj. EBIT margin

## Cash flow

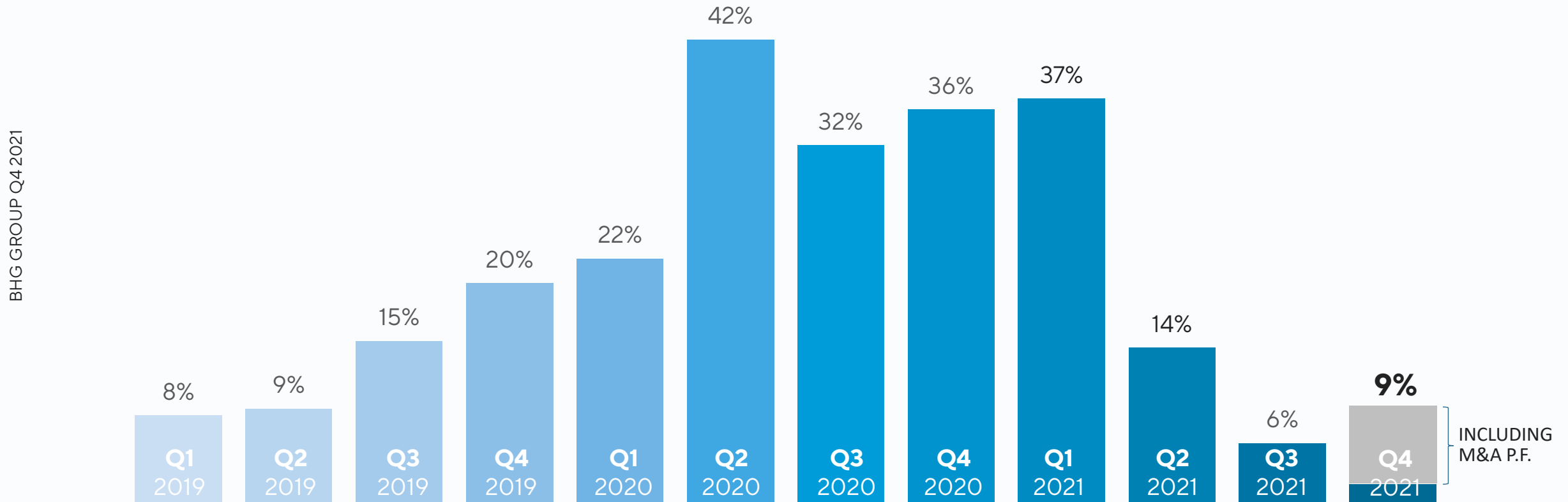
Cash flow from operating activities (SEK)



Another quarter of growth despite a weaker overall market and challenging comparative figures

# Organic growth despite high comparable figures

Y-on-Y development



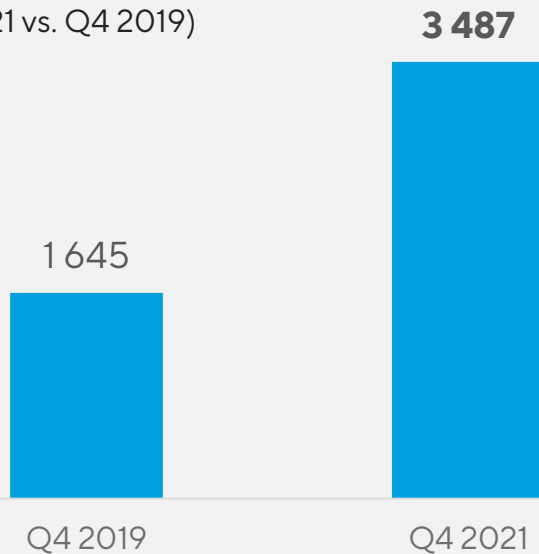
We have continued to grow despite exceptional comparable figures and a market which contracted in the quarter

# Strong growth journey over the past two-year

Growing share of sales from mainland Europe

## Strong growth since 2019

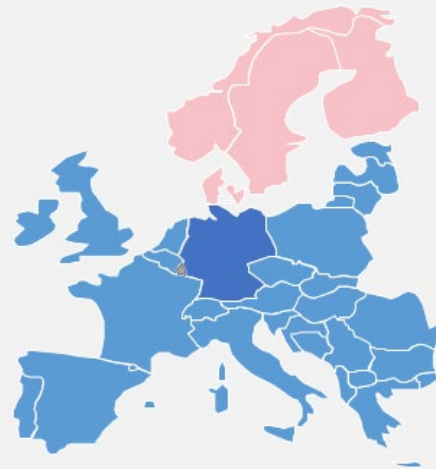
Net sales, SEKm  
(Q4 2021 vs. Q4 2019)



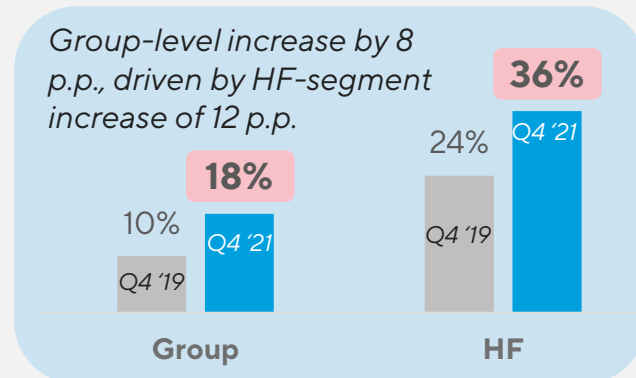
	Growth	CAGR
<b>Total</b>	<b>+112.0%</b>	45.6%
<b>Pro-forma organic</b>	<b>+55.6%</b>	24.7%
<b>Organic</b>	<b>+35.3%</b>	16.3%

## Growing presence in new geographies

Share of sales outside of the Nordics  
(Q4 2021 vs. Q4 2019)



Group-level increase by 8 p.p., driven by HF-segment increase of 12 p.p.



## Long-term growth trajectory is intact

**BHG's market share has increased in the quarter – as it has throughout the pandemic**

- Growth in quarter of ~50%
- Proforma growth in quarter of ~9%

**Home improvement market above pre-pandemic levels**

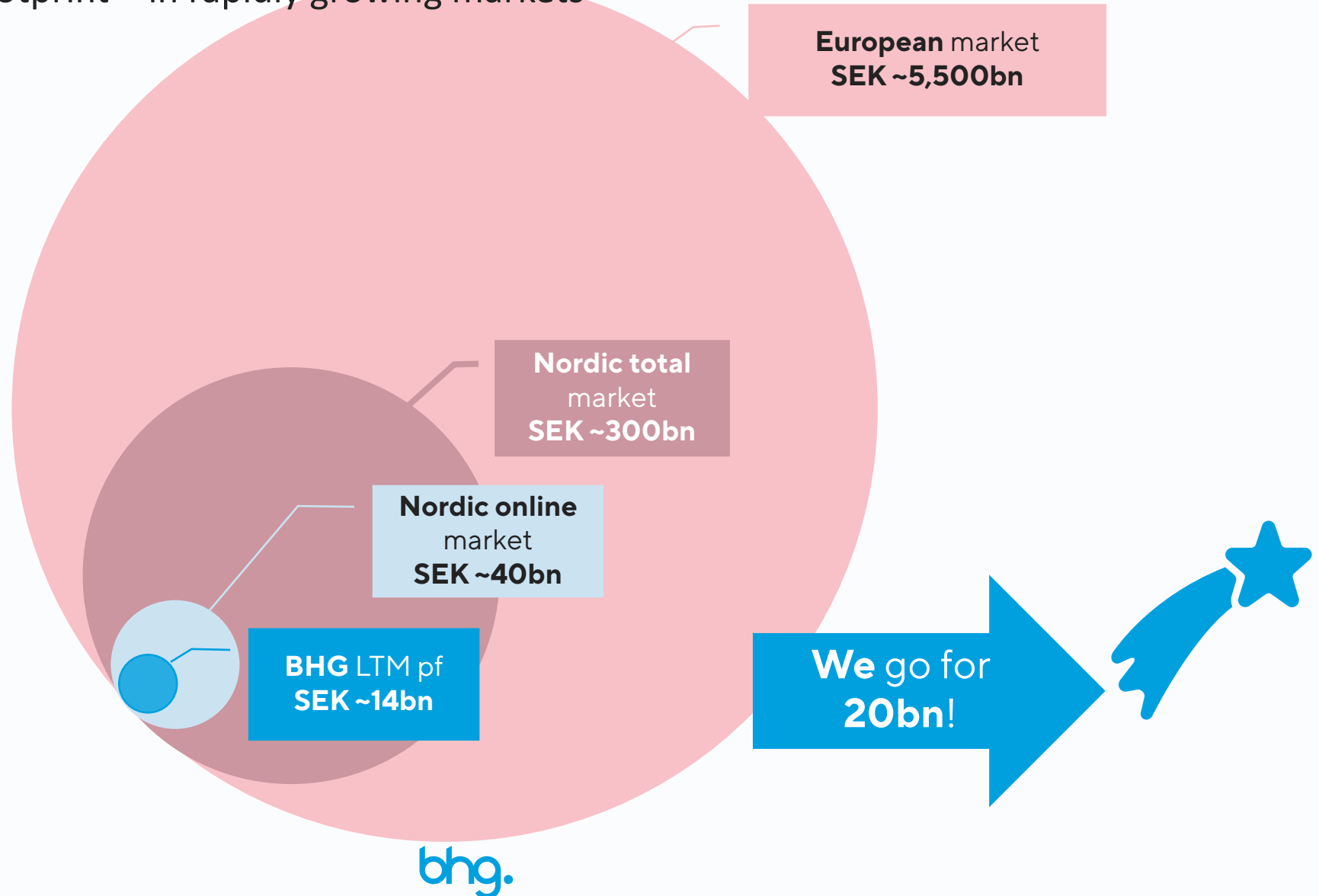
- However, we estimate that the Nordic B2C market contracted in the quarter

**We expect our online markets to grow by approximately 15% p.a. over a cycle**

- Online still relatively low share of total
- BHG the natural consolidator – and we now also have the European dimension in our sights

# BHG... plenty of room for sustained growth

Strong geographic footprint – in rapidly growing markets





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# Organic + M&A + Synergies

BHG - Clear value creation path

## Organic: 4 pillars

Drive share

Assortment

Digital Experience



Scale & Brands

Infrastructure

- Offline to Online
- Further strengthen leadership position
- Category and geographic expansion

## M&A

Consolidate markets

36

Acquisitions since 2012 - six of which in 2021

- M&A is part of our DNA
- Proven track record and capabilities
- Highly fragmented market both in the Nordics and Europe
- BHG leading the consolidation
- Category catalysts & Platforms

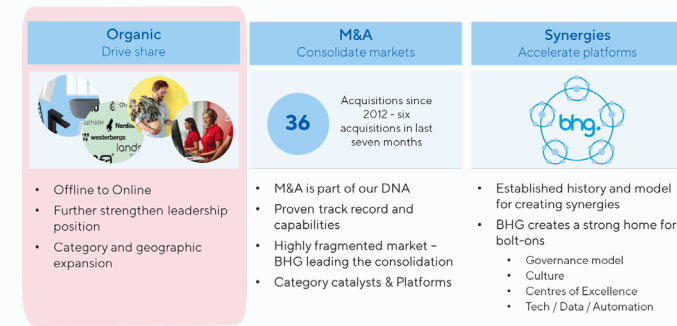
## Synergies

Accelerate platforms



- Established history and model for creating synergies
- BHG creates a strong home for bolt-ons
  - Governance model
  - Culture
  - Centres of Excellence
  - Tech / Data / Automation

# We are taking important steps to accelerate our organic initiatives



Assortment	Delivery	Data & Automation
<ul style="list-style-type: none"> <li>• <b>Assortment expansion</b> – evolving the BHG ecosystem of external and proprietary brands and installation services</li> <li>• <b>Automated product exchange</b> – proprietary system launched for exchange of product information between Group companies</li> <li>• <b>Proprietary brands</b> – Gathering select brands, including Bathlife, under Hafa Bathroom Group</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Drop shipping 2.0</b> – investments in tech and automation to further develop the model, including a closer IT integration with partners – e.g. FI operations implemented machine learning for optimising delivery promises</li> <li>• <b>Warehouse, showroom, last mile</b> – SE/FI/NO hub in place and Norway expansion in progress; expanding NN warehouse and bringing in Svenssons</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Significant tech investments</b> to maximise the breadth of our offering and use all Group data to optimise operations and further enhance the customer experience</li> <li>• Our first <b>inventory automation</b> successfully launched in Denmark – Nordic Nest next in line, for launch before Black Week 2022</li> <li>• Launching upgraded <b>Customer Data Platform</b> first half of 2022</li> </ul>
<b>Customer Centricity &amp; ESG</b> In everything we do		

# Focus on ESG



## Product safety

- ✓ Maintain high levels of product quality and safety



## Supplier assessment

- ✓ Require all suppliers to adhere to code of conduct



## Packaging

- ✓ Minimize packaging waste & resource consumption
- ✓ Use recyclable materials



## Last mile transports

- ✓ Use sustainable partners
- ✓ Fossil-free transports in several cities



## People

- ✓ Attract, develop & retain employees
- ✓ Promote gender equality and diversity






## Risk Management

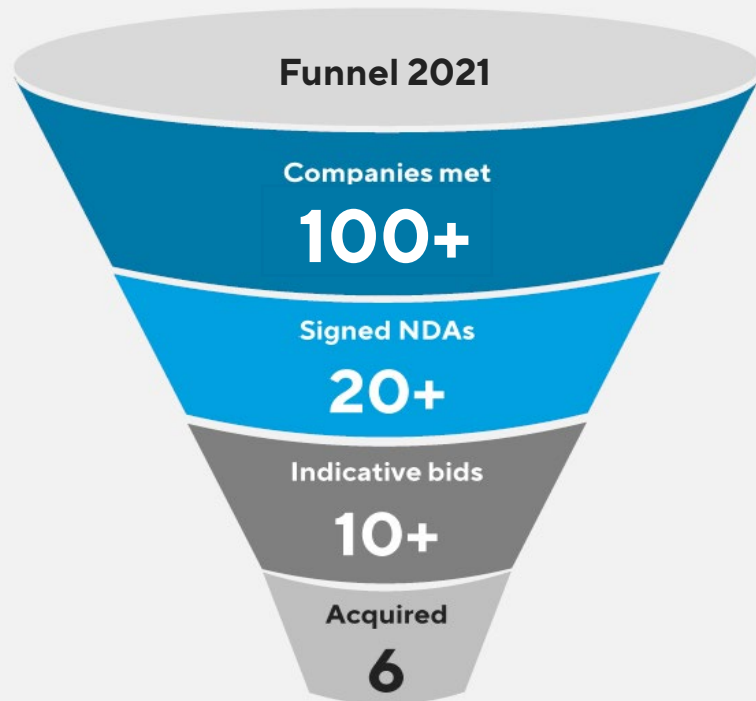
- ✓ Maintaining a high level of data security
- ✓ Whistle-blower process
- ✓ Policies and follow up
- ✓ M&A: ESG in DD-process

# 2021 became the busiest M&A year ever for us

Evaluated over 100 opportunities and closed 3 largest acquisitions to date

Organic Drive share	M&A Consolidate markets	Synergies Accelerate platforms
 <ul style="list-style-type: none"><li>Offline to Online</li><li>Further strengthen leadership position</li><li>Category and geographic expansion</li></ul>	 <p>Acquisitions since 2012 - six acquisitions in last seven months</p> <ul style="list-style-type: none"><li>M&amp;A is part of our DNA</li><li>Proven track record and capabilities</li><li>Highly fragmented market - BHG leading the consolidation</li><li>Category catalysts &amp; Platforms</li></ul>	 <ul style="list-style-type: none"><li>Established history and model for creating synergies</li><li>BHG creates a strong home for bolt-ons<ul style="list-style-type: none"><li>Governance model</li><li>Culture</li><li>Centres of Excellence</li><li>Tech / Data / Automation</li></ul></li></ul>

## Consistent inflow of new opportunities



Stars that  
joined us in  
2021

NORDIC  
NEST  
IPA IP-AGENCY  
FINLAND OY

HAFA  
BATHROOM  
GROUP  
Hara  
NORO  
westernbergs

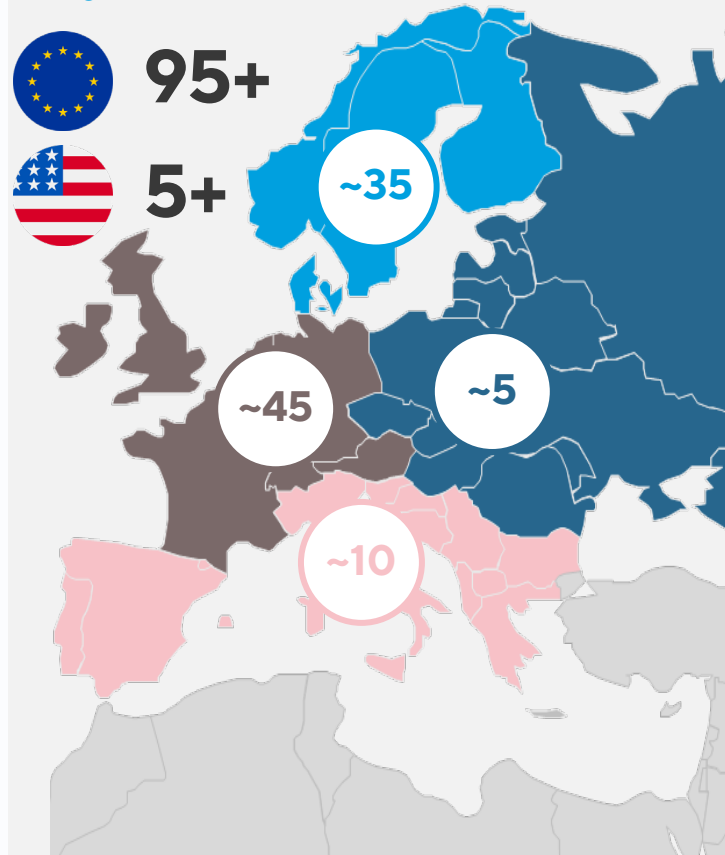
HYMA  
Skog & Trädgård

Svenssons  
i Lammhult

AH-TRADING

## Increased awareness of BHG

### Origin of inbounds



bhg.

## 2022 M&A outlook is promising

### Strong pipeline

steady inflow of high-quality opportunities and several ongoing discussions

### A strengthened deal team

extended capacity for executing and integrating deals, both in M&A and PMI teams

### Further deal acceleration

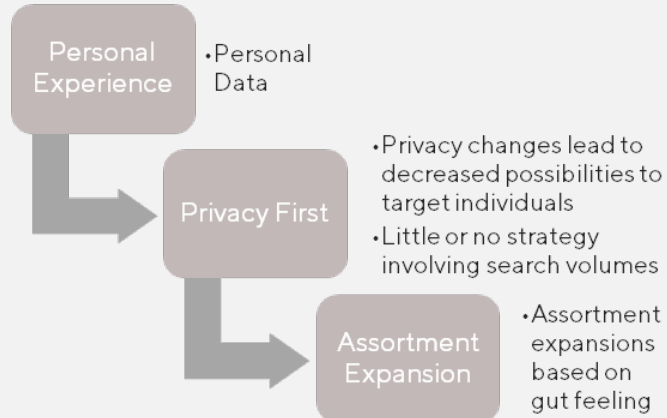
in addition to having “the Nordic map”, its mainland European equivalent is progressing well

# Online traffic generation and the CX journey

## Road to Success – traditional e-com vs. BHG

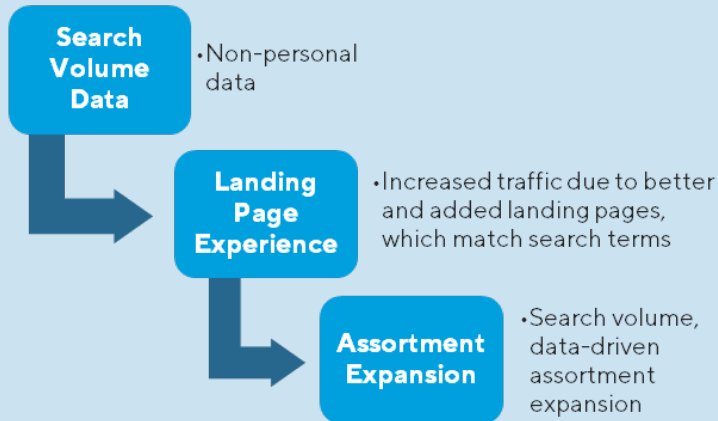
Privacy changes do not affect the BHG way

Traditional  
E-commerce  
approach



- The approaches of some of our peers are under pressure from privacy changes instituted by the likes of Google and Apple

bhg.  
approach  
to date

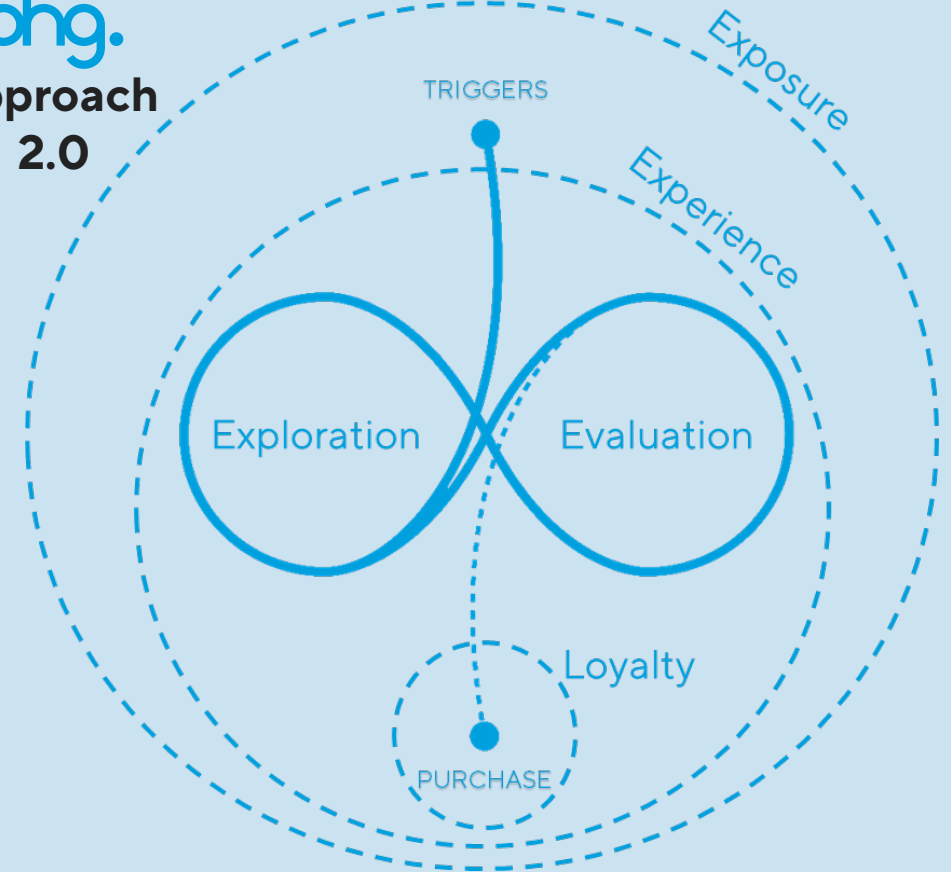


- The BHG approach – leveraging non-personal/cohort data to optimize our assortment and web shop design remain valid

## We make shopping easy

Decrypting BHG CX – Full Customer Journey focus

bhg.  
approach  
2.0



- Our investments - including our Customer Data Platform – into a fully customer centric approach is well underway,
- Will support CLV and brand awareness – and reinforce the key elements in our data-based traffic model

bhg.

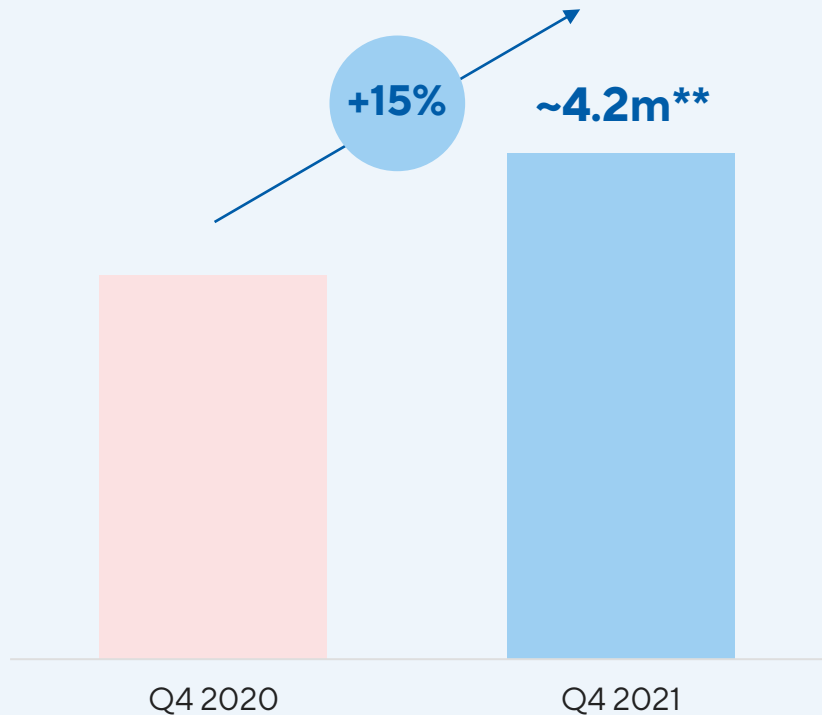


# 15% YoY pro-forma growth in active customers

## Number of active customers\*

Pro-forma

BHG GROUP Q4 2021



Note: all customer metrics are pro-forma

\*At least one purchase made in the past 12 months.

\*\* Estimated based on customer data from units accounting for ~70% of total orders.

\*\*\* Marketing ROI = Gross margin per customer / Customer acquisition cost (CAC)

## Investing in Customer Data Platform to create a leading customer experience

- During the quarter, the first steps were taken toward an upgraded customer platform, which we intend to launch in the first half of 2022
- Strong increase in number of active customers during 2020 and beginning of 2021 – reaching an estimated 4.2m in Q4 2021
- First order profitability and attractive marketing ROI

~1.4

Orders per  
active customer  
LTM in Q4 2021

~48%

Repeat orders as  
% of total in  
Q4 2021

~3x

LTM Marketing  
ROI\*\*\* in  
Q4 2021

# BHG at a glance – significant scale and profitability

BHG GROUP Q4 2021

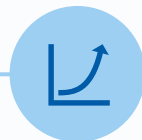
Sales CAGR 2014-LTM Q4'21

**>40%**



EBIT CAGR 2014-LTM Q4'21

**>100%**



EBIT margin LTM Q4'21

**6.4%**



Online destinations

**100+**



**WE MAKE LIVING EASY**

*#1 Nordic consumer e-commerce company,  
with a growing European presence*

**Two segments**

**DIY**

**HF**

Site visits LTM Q4'21

**~411m**



Orders LTM Q4'21

**~5.2m**



Countries with BHG presence

**24**



Number of SKUs

**~1.5m**



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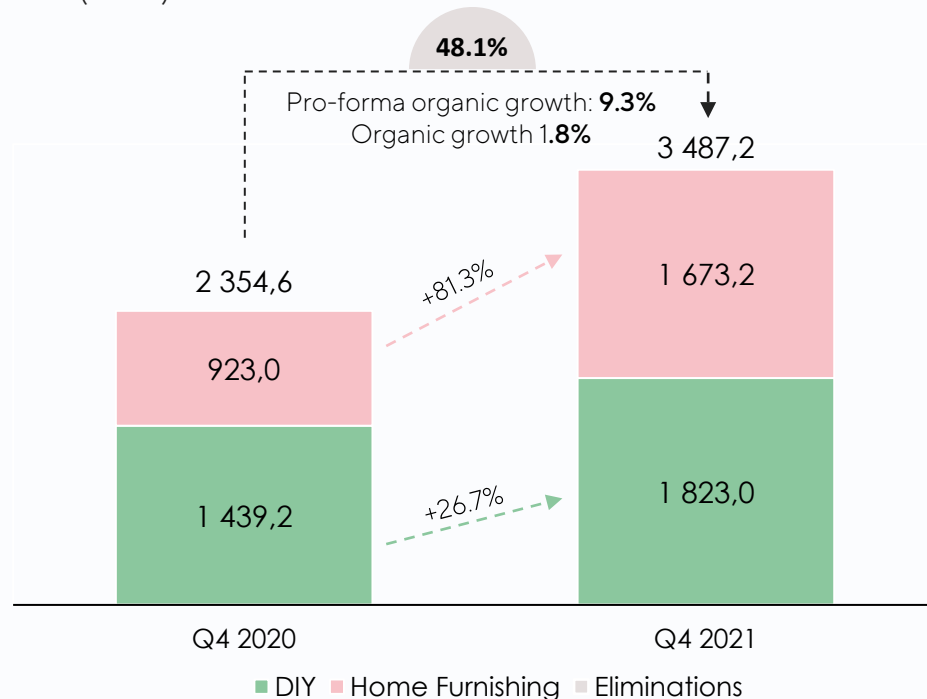


# Market shares further strengthened in the quarter

**We consolidated our market position, despite a weaker overall market**

Net sales (SEKm)

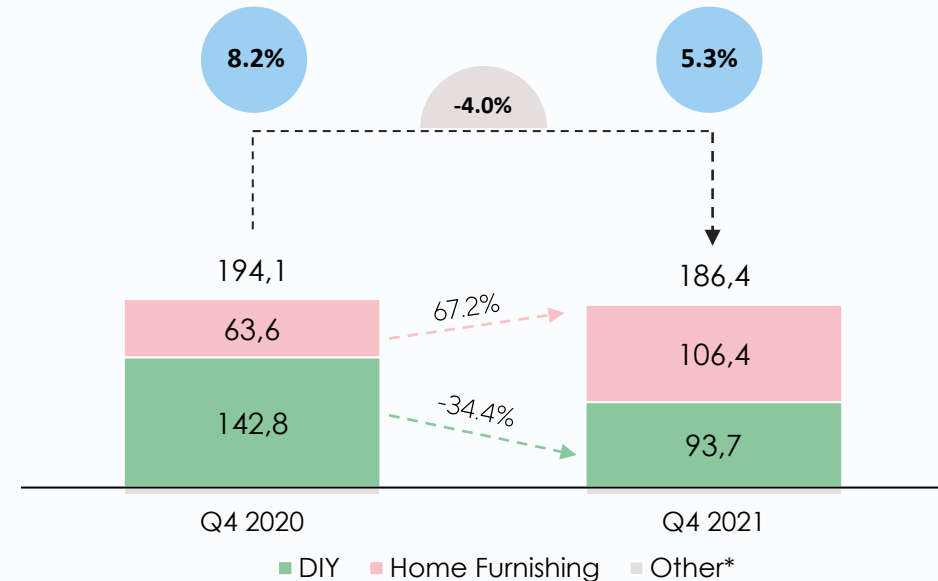
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**EBIT margin was negatively impacted by higher shipping, product, fulfilment and traffic generation costs**

Adjusted EBIT (SEK)

Adjusted EBIT margin

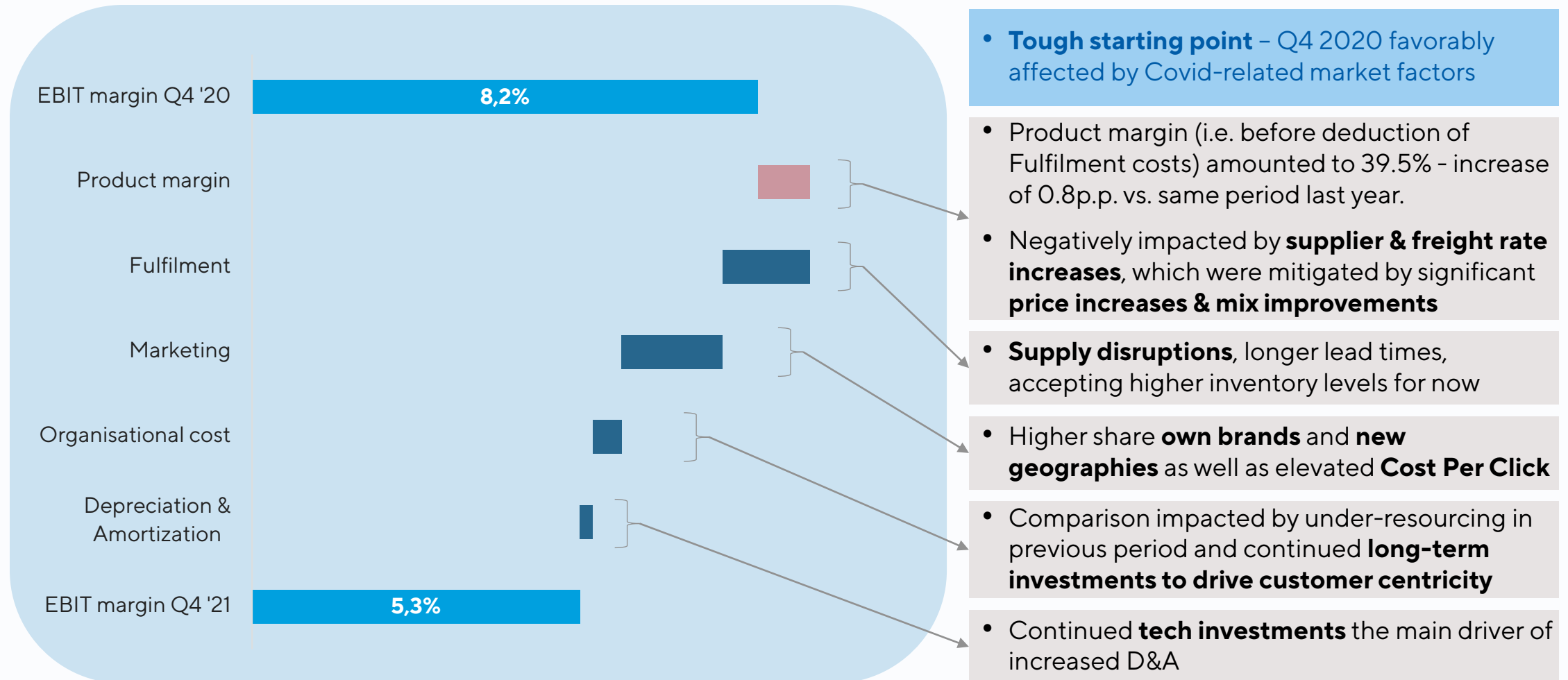


Note: Transaction costs corresponding to SEK 3.8 million recognised as items affecting comparability during the quarter. Since the third quarter of 2019, we only recognise exceptional transaction costs related to our acquisition agenda as items affecting comparability

\* The Group's other operations primarily consist of Group-wide functions and financing arrangements

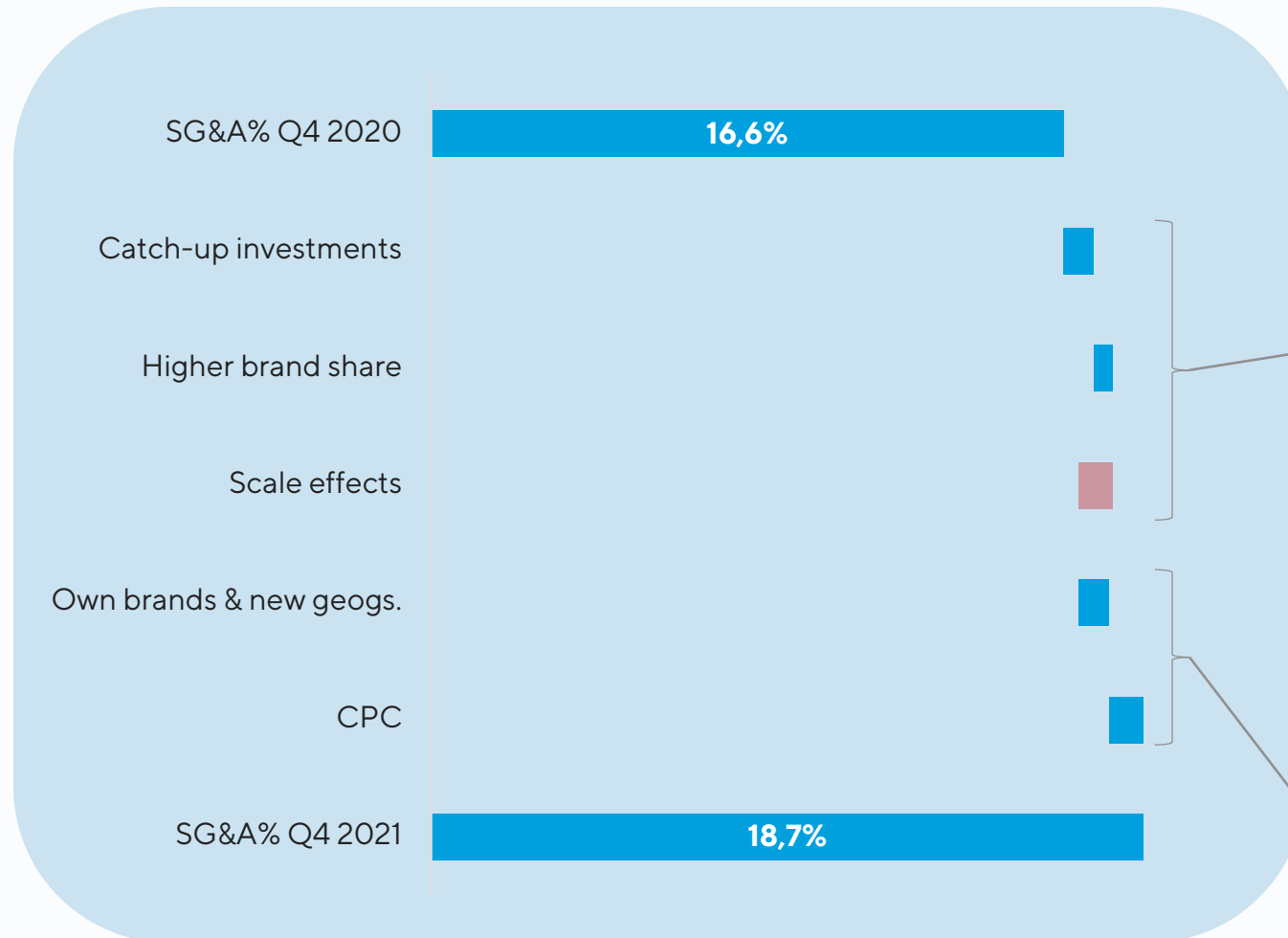
# EBIT margin bridge 2020 Q4 → 2021 Q4

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# SG&A bridge 2020 Q4 → 2021 Q4

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- **Tough starting point** – Q4 2020 boosted by extraordinary demand, temporary underinvestment and subdued CPCs

- As we reported a year ago, both segments struggled to catch up with high demand during first year of pandemic – and especially DIY was under-invested. This has been rectified and **customer satisfaction not only restored, but elevated.**

- Investments in **Assortment, Delivery and Data/Automation** continue.
- The continued expansion of **own brands** in DIY requires somewhat higher SG&A
- **Scale effects** are materializing in both segments, and especially so in the HF segment

## Online

- Higher **share of own brand** in DIY
- High growth in **new geographies** (Europe)
- Just as in Q3: Tougher traffic generation environment; **elevated CPCs**



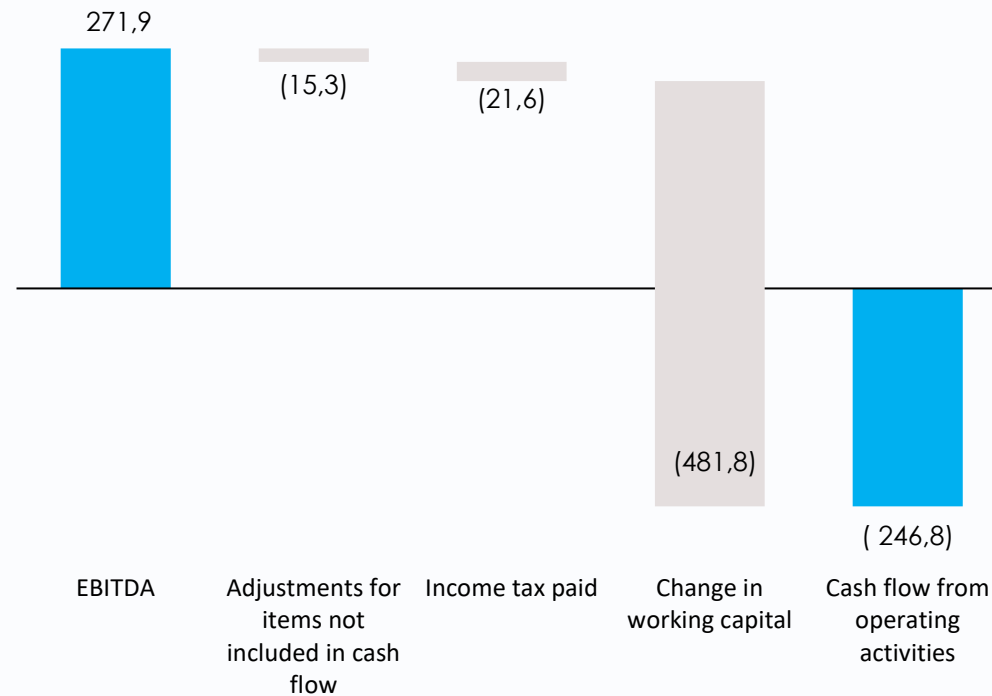
# Cash flow impacted by supply-side disruptions

## Cash flow and financial position

**Cash flow from operating activities was mainly driven by a negative development in tied-up working capital, which was primarily the result of a build-up of inventories**

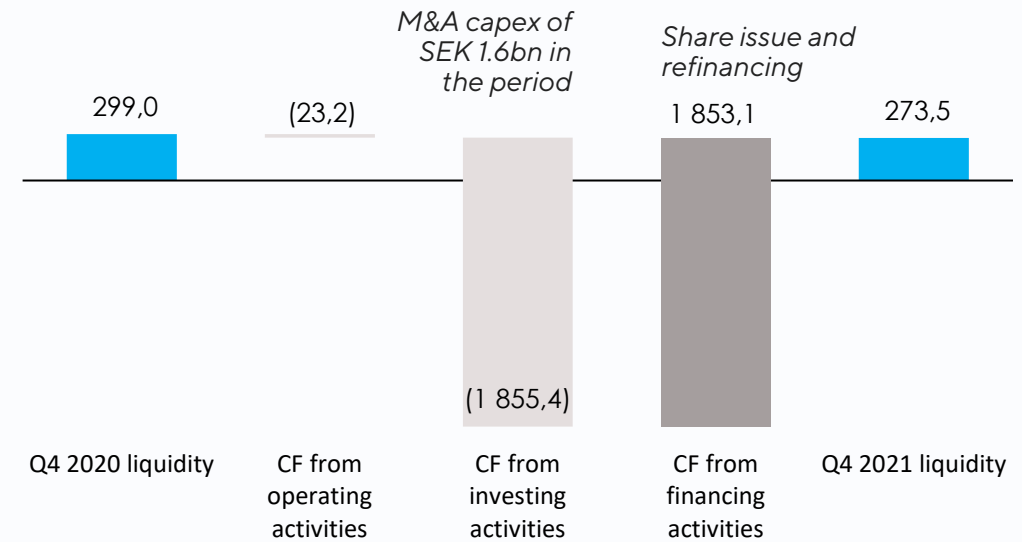
Oct-Dec 2021 (SEKm)

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**Investing activities mainly attributable to acquisitions, while financing activities mainly a result of a directed share issue and refinancing**

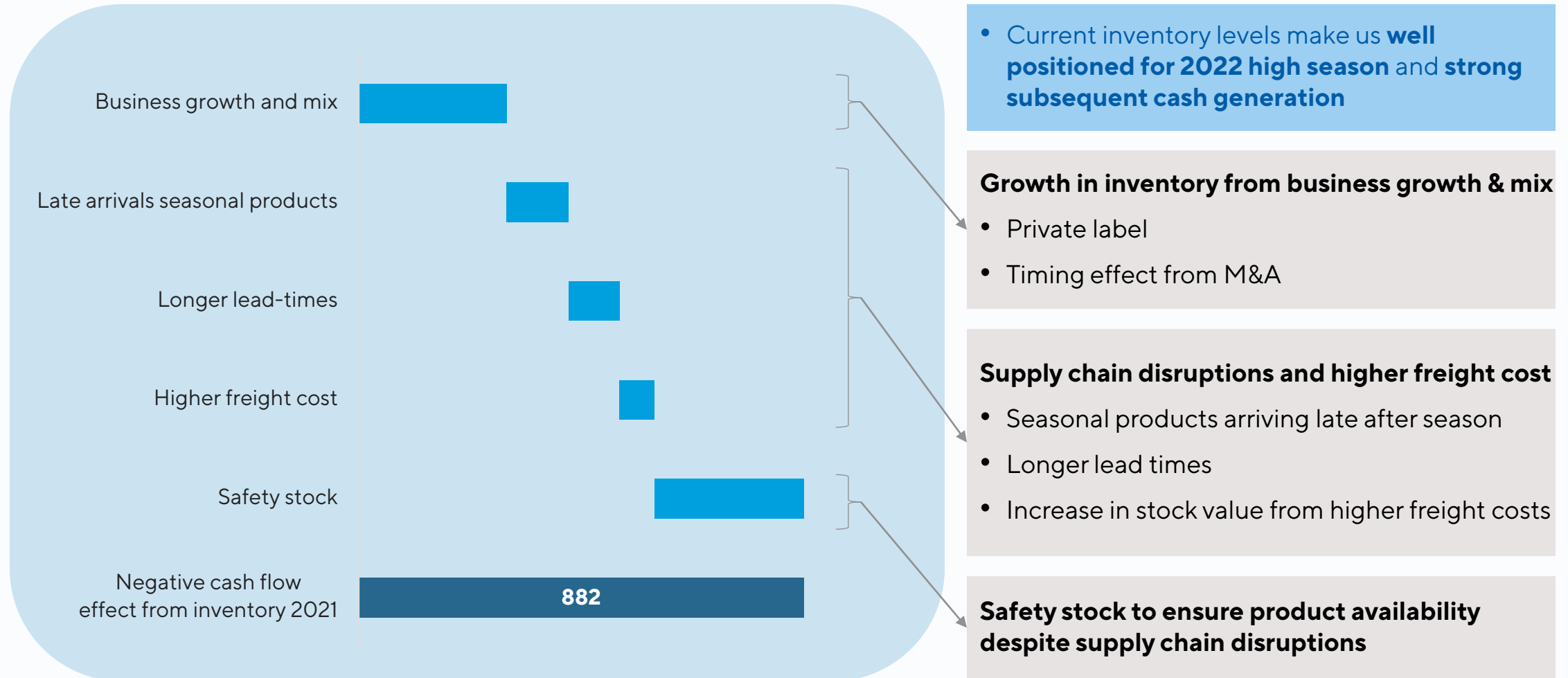
SEKm



# Inventory build up in FY 2021 – well positioned for strong 2022 cash flow

Cash flow and financial position

BHG GROUP Q4 2021



# BHG's financial position remains robust

## Cash flow and financial position

### Overview of financial position

SEKm	31 Dec 2021
Interest bearing liabilities	5,517.6
Cash and cash equivalents	(273.5)
Adjustment lease liabilities	(878.7)
Adjustment for earn-outs and deferred payments	(2,121.7)
Adjustment transaction costs	7.7
<b>Net debt / (Net cash)</b>	<b>2,251.3</b>

Q4 2021 LTM adjusted EBITDA\*  
(excl. impact from IFRS 16)

964.1

**Net debt / LTM adjusted EBITDA**

**2.3x**








- Net debt / EBITDA of 2.3x, within financial target of 1.5-2.5x
- The Group's unutilised credit facilities amounted to SEK 800 million at the end of the period, compared with SEK 300 million at the beginning of the year

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# Q4 Summary

<b>Growth journey continues</b>		<ul style="list-style-type: none"> <li>✓ Total growth almost reached 50% and proforma organic growth 10%</li> <li>✓ LTM sales amounted to SEK 12.7bn</li> </ul>
<b>Leading online position strengthened; Nordics and the European continent</b>		<ul style="list-style-type: none"> <li>✓ Leading online Nordic position further strengthened</li> <li>✓ Strongest growth in continental Europe – Germany 3<sup>rd</sup> largest geography</li> </ul>
<b>Temporary headwinds from tough Markets; mitigating actions having effect</b>		<ul style="list-style-type: none"> <li>✓ Supply disruptions and demand complications – like what we experienced in Q3 – adversely impacted performance</li> <li>✓ Likely turbulent for another few quarters, but mitigating actions biting</li> </ul>
<b>Execution on organic growth initiatives in full swing</b>		<ul style="list-style-type: none"> <li>✓ Significant organisational and infrastructural investments ongoing, under the three main themes of Assortment, Delivery and Data/Automation</li> </ul>
<b>Record M&amp;A rate in 2021 and strong pipeline for 2022</b>		<ul style="list-style-type: none"> <li>✓ 6 acquisitions during 2021, of which 3 largest to date; but no acquisitions in Q4</li> <li>✓ Strong performance in recently acquired units</li> <li>✓ Toolkit in place to continue driving Nordic and European consolidation</li> </ul>
<b>We raised the bar in Q1 – new targets – and are well on our way!</b>		<ul style="list-style-type: none"> <li>✓ 2021 proforma net sales = SEK 14.0bn</li> <li>✓ The journey towards 20bn is well underway!</li> </ul>
<b>Building a European champion</b>		<ul style="list-style-type: none"> <li>✓ Further clear and present mainland EU opportunities – organic and M&amp;A</li> <li>✓ Committed to journey of Customer Centricity and ESG throughout value chain</li> </ul>

# We have over-delivered on what we said we'd do

Surpassed medium term growth and profitability targets from time of IPO

## This is what we said when we listed in 2018

- Grow net sales by 20-25% on average per year in the medium term
- Reach net sales of SEK 10bn in the medium term
- EBIT margin of around 7%
- 2018 net sales ~SEK 5bn
- 2018 EBIT ~SEK 200m

## This is what we have achieved so far

- **>35% CAGR 2018 to 2021**
- **10bn LTM net sales surpassed mid 2021**
- **6.4% EBIT margin 2021**
- **EBIT margin improved by ~2p.p. since 2018**
- **2021 net sales      SEK 13bn**
- **2021 EBIT            SEK 813m**

**Since 2018: Increased Nordic market share & established footprint in European markets.**

**Sales outside the Nordics up from 2% in FY2018 to 14% in FY2021**



# Extending our lead

Medium- and long-term trajectories intact

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Time frame	Status update	Financial
Short term: <b>Seizing opportunities in weaker market</b>	<ul style="list-style-type: none"> <li>BHG approach:               <ul style="list-style-type: none"> <li>Expanding market position; continue building customer base; investing in core enablers</li> <li>Seizing opportunities that are arising from a temporarily softer market – smaller competitors likely to suffer more</li> <li>M&amp;A/PMI flywheel; machinery firing on all cylinders</li> </ul> </li> <li>➔ <b>Difficult markets provide excellent vantage point for leaders</b></li> </ul>	<ul style="list-style-type: none"> <li>Expand market position</li> <li>Good product availability</li> <li>2021 adj. EBIT% at 6.4% – <i>strong level vs. peers</i></li> </ul>
Medium term: <b>March to 20bn</b>	<ul style="list-style-type: none"> <li>The trajectory continues               <ul style="list-style-type: none"> <li>Online penetration remains low</li> <li>Fortifying our customer platform</li> </ul> </li> <li>➔ <b>Continued march towards 20bn!</b></li> </ul>	<ul style="list-style-type: none"> <li>Performance at least in line with medium-term targets</li> </ul>
Long term: <b>Extending our lead</b>	<ul style="list-style-type: none"> <li>Investing <u>now</u>, to fortify lasting edge; Assortment, Delivery, Data/Automation</li> <li><b>The undisputed online leader in the European Home improvement market</b></li> </ul>	<ul style="list-style-type: none"> <li>Significantly larger company</li> <li>“Steady state” EBIT% above current mid-term target levels</li> </ul>





## Appendix

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28/01/2022

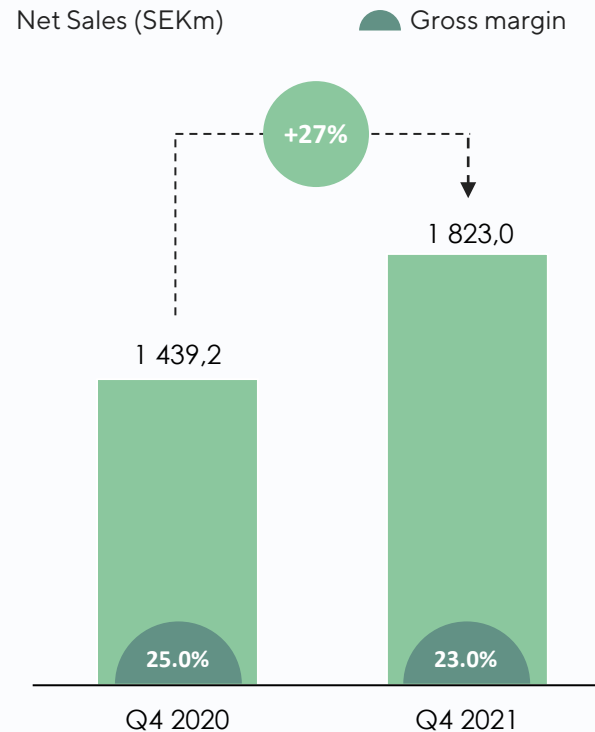


# Further strengthened leading Nordic position

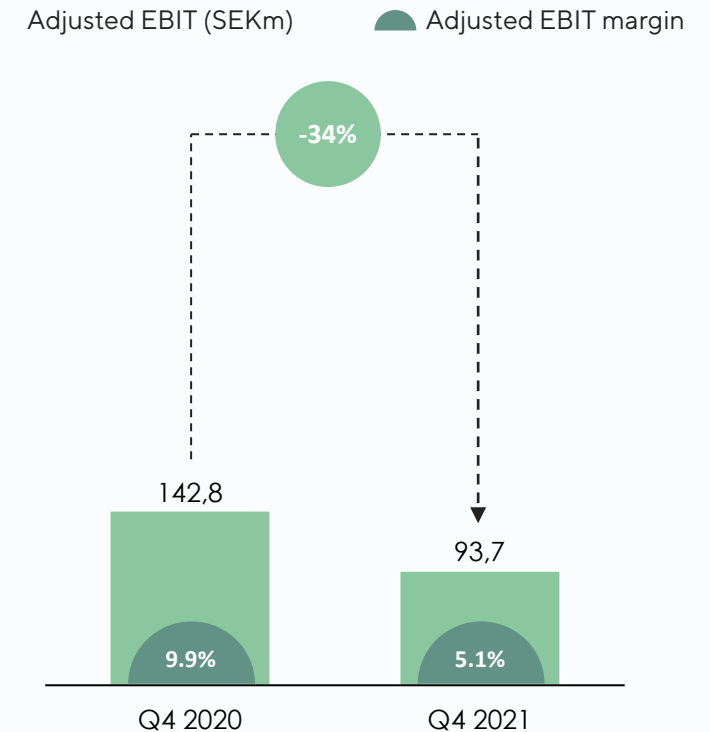
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- In a quarter in which the DIY market shrank, the segment reported growth and thus strengthened its market shares. Customer satisfaction was also improved
- Net sales increased by 26.7% of which organic growth accounted for 2.3%
- Integration of businesses acquired during the year proceeded according to plan – e.g. consolidation of proprietary brands and pooling of external garden grands
- Adjusted EBIT amounted to SEK 93.7m – adjusted EBIT margin of 5.1%
- Lower adjusted EBIT margin year over year mainly due to 1) Exceptionally high profitability in the year-earlier period, 2) the negative impact of shipping, inventory and traffic generation costs 3) IT, automation and organisation investments aimed at enhancing customer satisfaction.

## DIY represented 52% of the Group's net sales in the fourth quarter



## Adjusted EBIT amounted to SEK 93.7m – EBIT margin of 5.1%



## Home Furnishing segment

# Solid quarter despite weak market conditions – strong growth and price adjustments to offset higher logistics costs

- Following the acquisitions of Nordic Nest and Svenssons i Lammhult earlier this year and AH-Trading during the quarter the segment has increased considerably – total growth of 81.3% in the quarter
- The segment turned around negative organic growth last quarter to growth of 1.0% for this quarter, despite high comparative figures and a weak overall market
- Price adjustments that partly offset higher logistics costs part of the explanation for gross margin improvement compared with the year-earlier period and a significant improvement over the third quarter
- Adjusted EBIT amounted SEK 106.4 million corresponding to an adjusted EBIT margin of 6.4%
- The adjusted EBIT margin was negatively affected by higher shipping, inventory and traffic generation costs as well as the date on which AH-Trading was acquired

Home Furnishing represented 48% of the Group's net sales in the fourth quarter

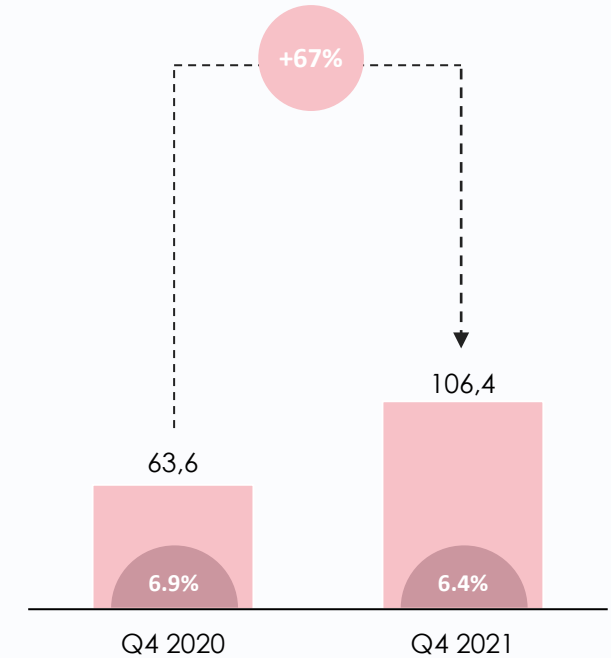
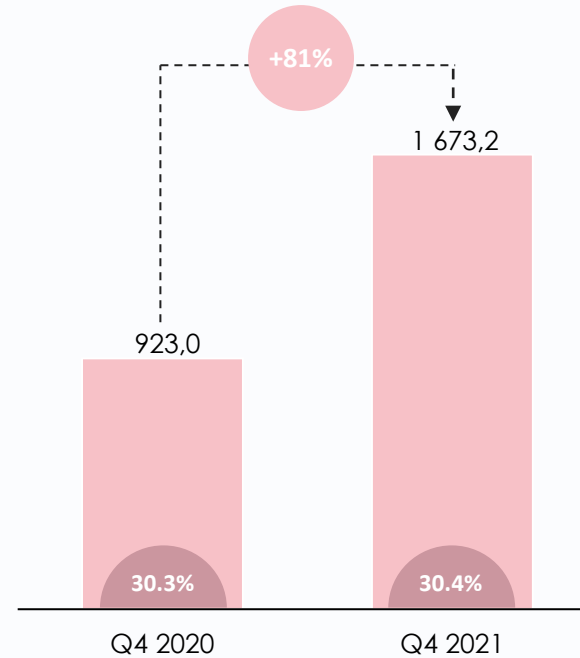
Adjusted EBIT amounted to SEK 106.4m – EBIT margin of 6.4%

Net Sales (SEKm)

Gross margin

Adjusted EBIT (SEKm)

Adjusted EBIT margin



# Condensed consolidated financial information

BHG GROUP Q4 2021

SEKm (if not otherwise stated)	Oct-Dec			Jan-Dec		
	2021	2020	Δ%	2021	2020	Δ%
Net sales	3,487.2	2,354.6	48.1	12,666.0	8,968.2	41.2
Gross profit	927.9	640.0	45.0	3,357.1	2,326.2	44.3
Gross margin (%)	26.6	27.2	-0.6 p.p.	26.5	25.9	0.6 p.p.
Adjusted EBITDA*	275.7	249.5	10.5	1,104.6	902.7	22.4
Adjusted EBITDA margin (%)	7.9	10.6	-2.7 p.p.	8.7	10.1	-1.3 p.p.
Adjusted EBIT*	186.4	194.1	-4.0	812.7	700.8	16.0
Adjusted EBIT margin (%)	5.3	8.2	-2.9 p.p.	6.4	7.8	-1.4 p.p.
Items affecting comparability	-3.8	-	-	-23.4	-	-
Operating income	157.4	183.4	-14.2	710.6	657.8	8.0
Operating margin (%)	4.5	7.8	-3.3 p.p.	5.6	7.3	-1.7 p.p.
Net profit for the period	118.3	91.9	28.7	495.2	420.3	17.8
Cash flow from operating activities	-246.8	220.7	-211.8	-23.2	994.3	-102.3
Visits (thousands)	106,202	77,950	36.2	411,296	302,133	36.1
Orders (thousands)	1,644	865	90.0	5,247	3,012	74.2
Conversion rate (%)	1.5	1.1	0.4 p.p.	1.3	1.0	0.3 p.p.
Average order value** (SEK)	2,093	2,725	-23.2	2,439	3,018	-19.2

\* 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

BHG GROUP Q4 2021

SEKm (if not otherwise stated)	Oct-Dec			Jan-Dec		
	2021	2020	Δ%	2021	2020	Δ%
Net sales	1,823.0	1,439.2	26.7	7,259.6	5,663.1	28.2
Gross profit	419.9	360.3	16.5	1,764.3	1,322.8	33.4
Gross margin (%)	23.0	25.0	-2.0 p.p.	24.3	23.4	0.9 p.p.
Adjusted EBITDA	129.6	168.4	-23.0	681.7	571.6	19.3
Adjusted EBITDA margin (%)	7.1	11.7	-4.6 p.p.	9.4	10.1	-0.7 p.p.
Adjusted EBIT	93.7	142.8	-34.4	560.7	475.8	17.8
Adjusted EBIT margin (%)	5.1	9.9	-4.8 p.p.	7.7	8.4	-0.7 p.p.
Items affecting comparability	-	-		-	-	
Operating income	78.8	134.9	-41.6	516.6	444.0	16.4
Operating margin (%)	4.3	9.4	-5.1 p.p.	7.1	7.8	-0.7 p.p.
Net profit for the period	-89.1	-20.3	338.2	216.4	185.4	16.7
Visits (thousands)	36,389	31,894	14.1	165,984	139,931	18.6
Orders (thousands)	652	490	33.2	2,373	1,814	30.8
Conversion rate (%)	1.8	1.5	0.3 p.p.	1.4	1.3	0.1 p.p.
Average order value (SEK)	2,688	2,819	-4.7	3,116	3,155	-1.2

# Home Furnishing segment

BHG GROUP Q4 2021

SEKm (if not otherwise stated)	Oct-Dec			Jan-Dec		
	2021	2020	Δ%	2021	2020	Δ%
Net sales	1,673.2	923.0	81.3	5,442.8	3,337.2	63.1
Gross profit	508.4	280.1	81.5	1,597.7	1,005.4	58.9
Gross margin (%)	30.4	30.3	0.0 p.p.	29.4	30.1	-0.8 p.p.
Adjusted EBITDA	159.5	93.4	70.9	494.0	382.1	29.3
Adjusted EBITDA margin (%)	9.5	10.1	-0.6 p.p.	9.1	11.5	-2.4 p.p.
Adjusted EBIT	106.4	63.6	67.2	324.0	276.2	17.3
Adjusted EBITmargin (%)	6.4	6.9	-0.5 p.p.	6.0	8.3	-2.3 p.p.
Items affecting comparability	-	-		-	-	
Operating income	96.2	60.8	58.3	289.4	265.0	9.2
Operating margin (%)	5.7	6.6	-0.8 p.p.	5.3	7.9	-2.6 p.p.
Net profit for the period	62.8	-30.3	n/a	182.9	125.4	45.9
Visits (thousands)	69,813	46,056	51.6	245,312	162,202	51.2
Orders (thousands)	992	375	164.2	2,874	1,198	139.9
Conversion rate (%)	1.4	0.8	0.6 p.p.	1.2	0.7	0.4 p.p.
Average order value* (SEK)	1,702	2,601	-34.6	1,880	2,811	-33.1

\* 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.

# P&L

BHG GROUP Q4 2021

SEKm	Oct-Dec		Jan-Dec	
	2021	2020	2021	2020
Net sales	3,487.2	2,354.6	12,666.0	8,968.2
Other operating income	16.7	5.5	14.8	4.3
<b>Total net sales</b>	<b>3,503.9</b>	<b>2,360.1</b>	<b>12,680.9</b>	<b>8,972.5</b>
Cost of goods sold	-2,559.3	-1,714.5	-9,308.9	-6,642.0
Personnel costs	-281.7	-184.6	-981.7	-652.6
Other external costs and operating expenses	-388.4	-211.4	-1,302.5	-775.0
Other operating expenses	-1.7	-0.0	-5.8	-0.1
Depreciation and amortisation of tangible and intangible fixed assets	-115.4	-66.0	-371.5	-245.0
<b>Operating income</b>	<b>157.4</b>	<b>183.4</b>	<b>710.6</b>	<b>657.8</b>
Profit/loss from financial items	-8.5	-58.4	-79.7	-107.5
<b>Profit before tax</b>	<b>149.0</b>	<b>125.0</b>	<b>630.9</b>	<b>550.3</b>
Income tax	-30.7	-33.1	-135.7	-130.0
<b>Profit for the period</b>	<b>118.3</b>	<b>91.9</b>	<b>495.2</b>	<b>420.3</b>
Attributable to:				
Equity holders of the parent	114.9	91.2	485.3	415.1
Non-controlling interest	3.4	0.7	9.9	5.1
<b>Net income for the period</b>	<b>118.3</b>	<b>91.9</b>	<b>495.2</b>	<b>420.3</b>
Earnings per share before dilution, SEK	0.93	0.85	4.01	3.87
Earnings per share after dilution, SEK	0.92	0.83	3.97	3.80

# Balance sheet

SEKm	31 Dec	
	2021	2020
<b>Non-current assets</b>		
Goodwill	6,318.7	4,395.1
Other intangible fixed assets	2,893.3	1,804.4
<b>Total intangible fixed assets</b>	<b>9,212.0</b>	<b>6,199.6</b>
Buildings and land	21.9	10.0
Leased fixed assets	893.3	601.9
Tangible fixed assets	136.3	64.0
Financial fixed assets	13.1	9.4
Deferred tax asset	26.4	19.1
<b>Total fixed assets</b>	<b>10,302.9</b>	<b>6,904.0</b>
<b>Current assets</b>		
Inventories	2,431.5	992.3
Current receivables	521.0	434.5
Cash and cash equivalents	273.5	299.0
<b>Total current assets</b>	<b>3,225.9</b>	<b>1,725.7</b>
<b>Total assets</b>	<b>13,528.9</b>	<b>8,629.7</b>
<b>Equity</b>		
Equity attributable to owners of the parent	5,211.9	2,787.2
Non-controlling interest	44.4	35.8
<b>Total equity</b>	<b>5,256.3</b>	<b>2,823.0</b>
<b>Non-current liabilities</b>		
Deferred tax liability	636.7	375.0
Other provisions	43.2	22.7
Non-current interest-bearing liabilities to credit institutions	2,517.2	2,042.6
Non-current lease liabilities	622.0	449.8
Non-current acquisition related interest-bearing liabilities	1,883.5	948.0
<b>Total non-current liabilities</b>	<b>5,702.6</b>	<b>3,838.1</b>
<b>Current liabilities</b>		
Current interest-bearing liabilities to credit institutions	-	46.4
Current lease liabilities	256.7	149.8
Current acquisition related interest-bearing liabilities	238.1	75.3
Other current liabilities	2,075.2	1,697.2
<b>Total current liabilities</b>	<b>2,570.0</b>	<b>1,968.6</b>
<b>Total equity and liabilities</b>	<b>13,528.9</b>	<b>8,629.7</b>

# Consolidated statement of cash flows

BHG GROUP Q4 2021

SEKm	Oct-Dec		Jan-Dec	
	2021	2020	2021	2020
EBITDA	271.9	249.5	1,081.2	902.7
Adjustments for items not included in cash flow	-15.3	-9.8	2.4	-142
Income tax paid	-21.6	-7.0	-101.2	-56.0
<b>Cash flow from operating activities before changes in working capital</b>	<b>235.0</b>	<b>232.7</b>	<b>982.5</b>	<b>832.5</b>
Changes in working capital	-481.8	-11.9	-1,005.7	161.8
<b>Cash flow from operating activities</b>	<b>-246.8</b>	<b>220.7</b>	<b>-23.2</b>	<b>994.3</b>
Investments in operations	-3.4	-1,738.6	-1,610.9	-1,859.1
Redemption of loan to seller upon acquisition of operations	-	-91.8	-65.0	-91.8
Investments in other non-current assets	-71.1	-30.0	-193.7	-94.1
Divestment of operations	-0.0	0.3	-0.0	0.4
Divestment of other tangible fixed assets	11.7	0.2	12.4	0.5
Received interest	1.4	-0.6	1.8	1.5
<b>Cash flow to/from investing activities</b>	<b>-61.5</b>	<b>-1,860.6</b>	<b>-1,855.4</b>	<b>-2,042.6</b>
Loans taken*	-	1,134.2	2,650.1	1,277.1
Amortisation of loans	-76.8	-40.5	-2,479.6	-147.3
Issue of warrants	0.9	-	21.6	12.9
Interest paid	-14.9	-7.6	-54.8	-32.2
Dividends to non-controlling interests	-5.1	-	-5.1	-5.5
<b>Cash flow to/from financing activities</b>	<b>-96.0</b>	<b>1,086.2</b>	<b>1,847.3</b>	<b>1,105.1</b>
<b>Cash flow for the period</b>	<b>-404.2</b>	<b>-553.7</b>	<b>-31.2</b>	<b>56.8</b>
<b>Cash and cash equivalents at the beginning of the period</b>	<b>677.4</b>	<b>873.5</b>	<b>299.0</b>	<b>270.3</b>
Translation differences in cash and cash equivalents	0.3	-20.9	5.8	-28.1
<b>Cash and cash equivalents at the end of the period</b>	<b>273.5</b>	<b>299.0</b>	<b>273.5</b>	<b>299.0</b>

\* Cash flow from interest-bearing loans raised is recognised after deductions for transaction expenses of SEK 9.9 million.

# Reconciliation of non-IFRS metrics

BHG GROUP Q4 2021

SEKm	Oct-Dec		Jan-Dec	
	2021	2020	2021	2020
<b>Operating income</b>	<b>157.4</b>	<b>183.4</b>	<b>710.6</b>	<b>657.8</b>
Acquisition-related costs	3.8	-	23.4	-
<b>Total items affecting comparability</b>	<b>3.8</b>	<b>-</b>	<b>23.4</b>	<b>-</b>
Amortisation and impairment of acquisition-related intangible fixed assets	25.2	10.7	78.7	43.0
<b>Adjusted EBIT</b>	<b>186.4</b>	<b>194.1</b>	<b>812.7</b>	<b>700.8</b>
<b>Adjusted EBIT (%)</b>	<b>5.3</b>	<b>8.2</b>	<b>6.4</b>	<b>7.8</b>
Depreciation and amortisation of tangible and intangible fixed assets	90.2	55.3	292.8	201.9
Gain/loss from sale of fixed assets	-0.9	0.0	-0.8	-0.0
<b>Adjusted EBITDA</b>	<b>275.7</b>	<b>249.5</b>	<b>1,104.6</b>	<b>902.7</b>
<b>Adjusted EBITDA (%)</b>	<b>7.9</b>	<b>10.6</b>	<b>8.7</b>	<b>10.1</b>
Net sales	3,487.2	2,354.6	12,666.0	8,968.2
Cost of goods	-2,108.1	-1,443.4	-7,710.4	-5,609.9
<b>Gross profit before direct selling costs</b>	<b>1,379.1</b>	<b>911.2</b>	<b>4,955.6</b>	<b>3,358.3</b>
<b>Gross profit before direct selling costs (%)</b>	<b>39.5</b>	<b>38.7</b>	<b>39.1</b>	<b>37.4</b>
Direct selling costs	-451.2	-271.2	-1,598.5	-1,032.1
<b>Gross profit</b>	<b>927.9</b>	<b>640.0</b>	<b>3,357.1</b>	<b>2,326.2</b>
<b>Gross profit (%)</b>	<b>26.6</b>	<b>27.2</b>	<b>26.5</b>	<b>25.9</b>
<b>Adjusted gross profit</b>	<b>927.9</b>	<b>640.0</b>	<b>3,357.1</b>	<b>2,326.2</b>
<b>Adjusted gross profit (%)</b>	<b>26.6</b>	<b>27.2</b>	<b>26.5</b>	<b>25.9</b>



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