



# Interim Report 1 October 2022 – 31 December 2022

# **Record sales and cashflow**

### October – December 2022

- Group net sales totaled EUR 110.4 (101.3) million, an increase of 8.9%.
- Group net sales growth excluding the changes in the currency exchange rates was 13.1%
- Like-for-like sales growth was 7.0%.
- Adjusted EBITDA was EUR 19.1 (19.8) million, down by 3.5%.
- Adjusted EBITDA margin was 17.3% (19.6%).
- Adjusted EBITA was EUR 11.7 (13.3) million, down by 12.2%.
- Adjusted EBITA margin was 10.6% (13.1%).
- Net cash flow from operating activities was EUR 18.7 (13.2) million, up by 41.4%
- Operating profit decreased by 0.8 % to EUR 10.1 (10.2) million, representing 9.2% (10.1%) of net sales.
- Profit for the period totaled EUR 7.0 (6.8) million.
- Earnings per share, basic was EUR 0.21 (0.20).
- Number of stores grew to 340 (320).
- Number of loyal customers grew to 1,485 thousand (1,340 thousand).

The figures in parentheses refer to the comparison period, i.e., the same period in the previous year, unless stated otherwise. Musti Group's financial year is from 1 October to 30 September.

# **Key figures**

EUR million or as indicated	10-12/2022	10-12/2021	Change %	FY2022
Net sales	110.4	101.3	8.9%	391.1
Net sales growth, %	8.9%	20.2%		14.7%
LFL sales growth, %	7.0%	9.2%		6.7%
LFL store sales growth, %	3.7%	6.6%		4.2%
Online share, %	22.2%	21.5%		22.2%
Gross margin, %	45.9%	47.5%		46.4%
EBITDA	19.1	18.4	4.2%	65.4
EBITDA margin, %	17.3%	18.2%		16.7%
Adjusted EBITDA	19.1	19.8	-3.5%	66.9
Adjusted EBITDA margin, %	17.3%	19.6%		17.1%
EBITA	11.7	11.8	-1.3%	37.3
EBITA margin, %	10.6%	11.7%		9.5%
Adjusted EBITA	11.7	13.3	-12.2%	38.8
Adjusted EBITA margin, %	10.6%	13.1%		9.9%
Operating profit	10.1	10.2	-0.8%	30.9
Operating profit margin, %	9.2%	10.1%		7.9%
Profit/loss for the period	7.0	6.8	3.0%	22.3
Earnings per share, basic, EUR	0.21	0.20	3.3%	0.67
Net cash flow from operating activities	18.7	13.2	41.4%	46.1
Investments in tangible and intangible assets	3.0	4.7	-35.4%	14.2
Net debt / LTM adjusted EBITDA	2.0	1.9	8.0%	2.1
Number of loyal customers, thousands	1,485	1,340	10.8%	1,454
Number of stores at the end of the period	340	320	6.3%	335
of which directly operated	325	294	10.5%	319



# 'Taking market share in a challenging market' - comments by the CEO David Rönnberg

I am pleased to report a healthy 13.1% growth in sales (FX neutral) to EUR 110.4 million incorporating 7.0% like-for-like growth in the first quarter of our financial year. On a two-year basis our stable growth continues at 31%. We also achieved a record high cash flow for the quarter, totaling EUR 18.7 million. The actions we have taken to optimize the net working capital are starting to bear fruit.

This is an excellent achievement especially when viewed against the very strong prior year period, and the challenging macroeconomic environment, where accelerating inflation and the exceptional headwinds of the weakening SEK and NOK vs the EURO continued to place incremental pressure on both our customers and us.

The good performance is a result of hard work and the great Musti spirit in both back and front ends of the company, and I would like to express my sincere admiration to the team for their outstanding efforts and enthusiasm.

We increased the number of our loyal customers by 11% delivered by further increasing in our share of customers with new puppies. By cooperating with high quality breeders in each of our markets we are able to actively engage with new puppy parents introducing them to the benefits of the Musti ecosystem with those efforts delivering an increase in new puppy food customers of 3% during October-December, compared to Swedish puppy registrations decreasing by 4.4% during the same period.

Approximately 70% of our products are non-discretionary products such as food and cat litter, characterized by repeat purchasing behavior that is consistent through a pet's lifecycle. During the first quarter, customers continued to display willingness to sustain spending on non-discretionary pet care purchases and the sales of food and other consumables grew double-digit. Growth in the discretionary categories was affected by both slower expenditure on the categories and extremely high comparison figures from the year before.

Adjusted EBITDA was EUR 19.1 million in the first quarter, down by 3.5% compared to previous year. The decrease in profitability, compared to previous year's record quarter, was due to lower sales of the discretionary items together with negative currency rate development leading to a lower gross margin than in the comparison period. The cost of group functions as a % of group net sales continued to improve and decreased to 7.5% (8.1%). The improvement was driven by the scalability achieved in the company head office and the central warehouse.

Our long-term strategy and financial targets remain firm, as we are convinced that the trends like pet parenting supporting our business model will remain strong in the medium and long-term. Further, our flexible and agile operations model enables us to constantly take needed actions so we can adapt quickly to any changes in consumer behavior and the external environment.

While macroeconomic factors are outside the company's control, the business continues to show its resilience. We are monitoring the external conditions constantly and will not waste time in taking needed measures.

With a clear focus and high energy, we look forward to the financial year 2023 and opportunities it will bring to us.

David Rönnberg, CEO



# **Financial targets**

The long-term financial targets updated by the Board of Directors on 3 May 2021 are:

Growth	Net sales to reach at least EUR 500 million by the financial year 2024 by continuation of strong customer acquisition momentum and increasing share of wallet.
Profitability	Mid- to long-term adjusted EBITA margin of at least 13 per cent with steadily improving profile. Margin increase is expected to be realised through steady gross margin and improving operating leverage.
Capital structure	Maintain net debt in relation to adjusted EBITDA below 2.5x in the long term.
Dividend policy	To pay a dividend corresponding to 60-80 per cent of net profit. Any potential dividend shall take into account acquisitions, the company's financial position, cash flow and future growth opportunities.

The financial targets are forward-looking statements and are not guarantees of future financial performance.

## Market outlook

Musti Group operates in the Nordic pet care market, broadly defined as the sale of pet food, treats, products, services and veterinary care across Finland, Sweden and Norway. The market was estimated to be worth approximately EUR 3.4 billion (in 2021), with Sweden as the largest market, accounting for approximately EUR 1.4 billion, Finland approximately EUR 1.0 billion and Norway approximately EUR 1.0 billion.

Pet Parenting refers to the tendency of people to treat their pets like family members. As a result of this trend, people are spending more on higher quality and more premium food, as well as a more diverse range of products and services. This underlying trend that drives the long-term structural growth of the pet care market remains robust, shifting spend towards higher quality nutrition, a more diverse range of accessories and wider adoption of services.

The pet care market was positively affected by the Covid pandemic over 2020 and 2021, mainly through increased adoption of puppies and kittens and to some extent higher spending on discretionary categories, such as accessories. Puppy adoption rates began normalizing from these peak levels over 2022, while still above long-term averages. The pandemic period resulted in a step-up of Nordic pet ownership rates which increases the addressable market size for future years as the pandemic gains are expected to have a long tail effect.

The pet care market is resilient, underpinned by non-discretionary purchasing behavior. Non-discretionary categories such as food, cat litter and veterinary services make up approximately 75% of total market spend and are characterized by repeat purchasing behavior that is consistent through the cycle. Consumers display willingness to sustain spending on non-discretionary pet care purchases even while expenditure on alternative categories has been affected.



# **Group Performance**

### **Net sales**

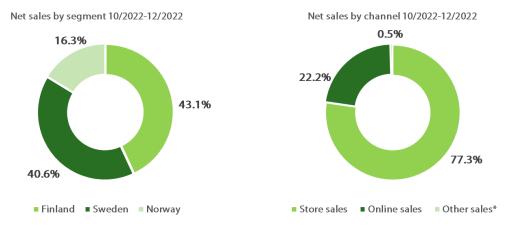
EUR million	10-12/2022	10-12/2021	Change %	FY2022
Net sales				
Group	110.4	101.3	8.9%	391.1
Finland	47.6	43.8	8.5%	169.7
Sweden	44.8	43.0	4.3%	164.9
Norway	18.0	14.6	23.7%	56.5

### October - December 2022

Group net sales increased by 8.9% to EUR 110.4 million (EUR 101.3 million). The increase was largely due to the increasing number of customers together with an increased number of directly operated stores and was affected negatively by currency exchange rate fluctuations. Currency exchange rate changes affected the growth negatively by 4.2%-points. Weakened SEK exchange rate decreased sales by EUR 3.5 million bringing 3.5 %-points headwind to growth. Weakened NOK exchange rate decreased sales by EUR 0.7 million bringing 0.7 %-points headwind to the growth. Group net sales growth excluding the changes in the currency exchange rates was 13.1%. The impact of price increases was 5%. Like-for-like growth, which is calculated in local currencies, amounted to 7.0% (9.2%), with higher growth in food and consumables than in discretionary categories.

Store sales increased by 9.5% to EUR 85.4 million (EUR 77.9 million). We added a net 6 directly operated stores during the quarter and 31 stores during the last 12 months to our network. Like-for-like store sales growth was 3.7% (6.6%). Online sales increased by 12.3% to EUR 24.5 million (EUR 21.8 million). Like-for-like online sales growth was 18.9% (17.8%). Online sales accounted for 22.2% (21.5%) of total net sales.

The number of loyal customers increased by 10.8% to 1,485 thousand (1,340 thousand on 31 December 2021). Rolling 12 months average spend per loyal customer was EUR 181.2 as per 31 December 2022 (EUR 187.0 as per 31 December 2021). The decrease was due to currency exchange rate fluctuations.



<sup>\*</sup>Other sales include franchise fees and wholesale.

### Result

## October - December 2022

Group adjusted EBITA decreased by 12.2% to EUR 11.7 million (EUR 13.3 million). The decrease, compared to previous year's record quarter, was due to lower sales of the discretionary items together with negative currency rate development leading to lower gross margin than in the comparison period. Recent movements of the local currencies SEK and NOK had a negative impact of EUR 0.7 million on adjusted EBITA (EUR 0.2 million positive in the comparison period). Adjusted EBITA margin was 10.6% (13.1%).



Gross margin decreased to 45.9% (47.5%). Gross margin was negatively impacted by increased inflation and unfavorable currency exchange rate development. The share of sales of own and exclusive brands increased to 53.7% (53.6%). The share of employee benefits and other operating expenses as percentage of sales was 29.0% (30.1%).

Depreciation amounted to EUR 7.5 million (EUR 6.5 million) and amortization amounted to EUR 1.6 million (EUR 1.6 million). Main driver is the growing store network via IFRS 16 impact.

There were no adjustments to EBITA in the reporting period (EUR 1.5 million in the comparison period related to our end-to-end supply chain development project together with other non-recurring costs related to structural changes).

Operating profit decreased by 0.8% to EUR 10.1 million (EUR 10.2 million), affected negatively by EUR 0.6 million by the currency exchange rates.

Profit before taxes amounted to EUR 9.0 million (EUR 9.0 million). The impact of financial income and expenses (net) on profit before taxes was EUR 1.1 million negative (EUR 1.2 million negative), mainly due to interest expenses and foreign exchange impact. Profit for the period was EUR 7.0 million (EUR 6.8 million) and basic earnings per share was 0.21 (0.20).

Musti Group has been subject to a tax audit of Musti Group Oyj, Musti Group Finland Oy and Musti Group Nordic Oy regarding financial years 2018-2020. Musti Group Oyj has in October 2021 received a tax audit report from the Finnish tax authorities. The tax audit report included subsequent taxes and tax increases amounting to a total of EUR 0.9 million, relating to the VAT deductibility of IPO related costs. Tax and increases of EUR 0.9 million were booked as receivable and paid in November 2021. The company disagrees with the interpretation made in the tax audit. The company has been reassessed in accordance with the interpretations set out in the tax audit report, but the company has filed a claim for adjustment to the Finnish Tax Administration's Assessment Adjustment Board. There were no repercussions of the tax audit for the financial years 2018-2020 of Musti Group Finland Oy's and Musti Group Nordic Oy's.

# Financial position and cash flow

In October-December 2022, the net cash flow from operating activities totaled EUR 18.7 million (EUR 13.2 million). Decrease in net working capital contributed to the cash flow by EUR 1.2 million (EUR -5.4 million) during the quarter. Cash flow used in investing activities during the quarter amounted to EUR 5.4 million (EUR 10.8 million). Cash and cash equivalents at the end of the period amounted to EUR 14.7 million (30 September 2022: EUR 10.0 million). Total consolidated assets amounted to EUR 378.1 million (30 September 2022: EUR 371.4 million).

Equity attributable to owners of the parent company totaled EUR 165.7 million (30 September 2022: EUR 160.3 million). Musti Group acquired no own shares during the first quarter.

Gearing at the end of the reporting period was 81.2% (30 September 2022: 89.4%) and net debt amounted to EUR 134.6 million (30 September 2022: EUR 143.4 million). At the end of the period, the interest-bearing loans and commercial papers included in net debt amounted to EUR 72.3 million (30 September 2022: EUR 74.8 million) and lease liabilities EUR 78.5 million (30 September 2022: EUR 80.7 million).

Musti Group focuses on maintaining sufficient liquidity in the group. In addition to the cash and cash equivalents of EUR 14.7 million at the end of the period, Musti Group had an unutilized EUR 10.0 million credit limit, a EUR 50 million commercial paper program of which EUR 37.6 million undrawn and an undrawn EUR 40.0 million revolving credit facility.

## **Investments**

In October-December investments in tangible and intangible assets amounted to EUR 3.0 million (EUR 4.7 million). Investments were mainly related to new and relocated stores, as well as IT and digital platform development projects and warehouse development and maintenance investments. In addition, in October-December EUR 2.4 million were invested in business acquisitions of stores in Sweden and Norway. During October-December Musti Group acquired 4 pet stores, 3 in Sweden and one in Norway, as business acquisitions.

# **Business segment performance**

Musti Group's reporting segments are based on geographical regions Finland, Sweden and Norway. The segment structure is based on geographical division where Finland, Sweden and Norway are separated to individual operating segments based on how the chief operating decision-maker monitors the business operations. In other items, Musti Group reports the Group functions, including the operations of the headquarters and the central warehouse.



### Finland

Finland is Musti Group's most mature market. Musti Group holds approximately 31% share of the total pet food and products market. Musti's network has nationwide coverage, and a vast majority of Finnish pet parents are within convenient reach of a Musti store, which are typically located at high traffic locations such as large hypermarkets and popular retail areas. Management continues to see opportunities in further optimizing the network to meet customer needs mainly through relocations, uplifts and adding service points, and through improved omnichannel features.

In Finland, Musti Group focus is both on serving existing customers better to increase share of wallet and to continue winning new customers, both of which support like-for-like growth. Musti's brands in Finland include Musti ja Mirri (store and omnichannel) and Peten Koiratarvike (online focus complemented by select stores).

EUR million or as indicated	10-12/2022	10-12/2021	Change %	FY2022
Net sales	47.6	43.8	8.5%	169.7
Net sales growth, %	8.5%	12.1%		11.2%
LFL segment sales growth, %	6.9%	4.1%		2.7%
EBITDA	12.6	12.8	-1.3%	44.5
EBITDA margin, %	26.5%	29.1%		26.2%
Adjusted EBITDA	12.6	12.8	-1.6%	44.5
Adjusted EBITDA margin, %	26.5%	29.2%		26.2%
EBITA	9.9	10.4	-4.3%	34.2
EBITA margin, %	20.9%	23.7%		20.2%
Adjusted EBITA	9.9	10.4	-4.6%	34.3
Adjusted EBITA margin, %	20.9%	23.7%		20.2%
Number of stores	139	139	0.0%	140
of which directly operated	139	139	0.0%	140

## October - December 2022

Net sales in Finland increased by 8.5% to EUR 47.6 million (EUR 43.8 million). Sales growth was supported by the strong growth in online channels, accelerating performance of stores in ramp-up phase underpinned by healthy inflow of new customers. Likefor-like growth was 6.9%.

EBITA decreased by 4.3% to EUR 9.9 million (EUR 10.4 million). Adjusted EBITA decreased by 4.6% to EUR 9.9 million (EUR 10.4 million). Adjusted EBITA margin was 20.9% (23.7%). The decrease in profitability was mainly due to gross margin pressure and increased personnel and premise costs.

During Q1, one directly operated store was merged to another store, no new stores were opened.

## Sweden

In Sweden, Musti Group's focus is on further expansion and increasing efficiency. Musti is the overall market leader with approximately 29% market share. Musti Group's main store and omnichannel brand in Sweden is Arken Zoo, complemented by Djurmagazinet. Through VetZoo, Musti Group has a strong online presence in Sweden.

Musti's goal in Sweden is to continue strong like-for-like growth across all channels through customer acquisition and gaining share of wallet, continued network expansion and strong margin improvement. Significant network expansion has taken place in FY20 to FY22, taking directly operated store count from 68 at end of FY19 to 113 by end of FY22 and strengthening our position across Swedish cities. Ramping up newer store cohorts is a key growth and margin driver, along with increasing own and exclusive brands share of sales towards Finnish levels and cost efficiency measures.

EUR million or as indicated	10-12/2022	10-12/2021	Change %	FY2022
Net sales	44.8	43.0	4.3%	164.9
Net sales growth, %	4.3%	20.5%		11.8%



LFL segment sales growth, %	7.3%	11.6%		8.9%
EBITDA	9.4	10.4	-10.0%	37.3
EBITDA margin, %	21.0%	24.3%		22.6%
Adjusted EBITDA	9.4	10.4	-10.0%	37.3
Adjusted EBITDA margin, %	21.0%	24.3%		22.6%
EBITA	6.7	8.0	-16.1%	26.9
EBITA margin, %	15.0%	18.7%		16.3%
Adjusted EBITA	6.7	8.0	-16.1%	26.9
Adjusted EBITA margin, %	15.0%	18.7%		16.3%
Number of stores	131	127	3.1%	129
of which directly operated	116	101	14.9%	113

### October – December 2022

Net sales in Sweden increased by 4.3% to EUR 44.8 million (EUR 43.0 million). The weakened SEK exchange rate decreased sales by EUR 3.6 million in Q1. The growth excluding the adverse effect from the currency exchange rate change was 12.9%. The like-for-like growth, which is calculated in local currencies, was 7.3%.

EBITA and adjusted EBITA decreased by 16.1% to EUR 6.7 million (EUR 8.0 million). The decrease was due to gross margin pressure and negative development of the currency exchange rate. Adjusted EBITA margin decreased to 15.0% (18.7%).

During Q1, one franchise store and two third party stores were acquired in Sweden. No new stores were opened.

## Norway

In Norway, Musti Group's focus is on market share gain through continued customer acquisition supported by store roll-out, and on increasing country profitability. Norway remains a more fragmented market compared to Finland and Sweden with Musti holding approximately 13% share of the total pet food and products market. Musti Group's brands in Norway are Musti (store and omnichannel) and VetZoo (online).

Musti entered Norway in October 2016, and majority of the 66 stores (at end of FY22) are still in ramp-up mode. Ramp-up has progressed according to Musti Group's plans and in line with historical patterns. Therefore, the maturation of the network continues to be a key driver of growth and country profitability.

EUR million or as indicated	10-12/2022	10-12/2021	Change %	FY2022
Net sales	18.0	14.6	23.7%	56.5
Net sales growth, %	23.7%	52.3%		38.7%
LFL segment sales growth, %	6.5%	20.8%		13.9%
EBITDA	4.7	4.0	16.7%	14.6
EBITDA margin, %	26.1%	27.7%		25.8%
Adjusted EBITDA	4.7	4.0	16.7%	14.6
Adjusted EBITDA margin, %	26.1%	27.7%		25.8%
EBITA	3.3	3.0	9.7%	9.9
EBITA margin, %	18.5%	20.8%		17.6%
Adjusted EBITA	3.3	3.0	9.7%	9.9
Adjusted EBITA margin, %	18.5%	20.8%		17.6%
Number of stores	70	54	29.6%	66
of which directly operated	70	54	29.6%	66



### October – December 2022

Net sales in Norway increased by 23.7% to EUR 18.0 million (EUR 14.6 million), driven by like-for-like growth of 6.5% and ramp-up of the stores opened during the latest twelve months. The NOK exchange rate in Q1 had a EUR 0.6 million negative impact on net sales. The growth excluding the adverse effect from the currency exchange rate change was 27.9%.

EBITA and adjusted EBITA increased by 9.7% to EUR 3.3 million (EUR 3.0 million). The increase was driven by the sales increase and burdened by gross margin pressure and negative development of the currency exchange rate. Adjusted EBITA margin was 18.5% (20.8%).

During Q1, three directly operated stores were opened and one store was acquired in Norway.

# **Group functions**

## October - December 2022

The EBITA impact of the Group functions was EUR -8.3 million (EUR -9.6 million). Adjusted EBITA was EUR -8.3 million (EUR -8.2 million). Group functions cost in relation to group net sales improved to 7.5% (8.1%). The improvement was driven by the scalability achieved in the Group head office and the central warehouse.

## Personnel

At the end of the reporting period on 31 December 2022, the number of personnel was 1,614 (1,446) of whom 662 (626) were employed in Finland, 658 (598) in Sweden and 295 (222) in Norway.

# Changes in Group structure

There were no changes in Group structure during October 2022 – December 2022.

# Changes in Group management

There were no changes in Group management during October 2022 – December 2022.

## Governance

## **Annual General Meeting**

Musti Group plc's Annual General Meeting was held on 30 January 2023 at 1:00 p.m. at Pörssitalo in Helsinki, Finland. Shareholders could participate in the Annual General Meeting and exercise shareholder rights by attending the meeting, by voting in advance or by way of proxy representation.

The Annual General Meeting adopted the annual accounts for the financial year 1 October 2021 – 30 September 2022, discharged the persons who have acted as the members of the Board of Directors and CEO during the financial year from liability, and resolved to approve the remuneration report for the governing bodies.

The Annual General Meeting resolved, in accordance with the proposal of the Board of Directors, that the profit for the financial year 1 October 2021 – 30 September 2022 be added to retained earnings and that no dividend will be paid. In addition, the Annual General Meeting decided that shareholders will be paid a capital return of EUR 0.50 per share from the invested unrestricted equity reserve, and that the capital return will be paid in two instalments.

The first capital return instalment of EUR 0.25 per share will be paid to the shareholders who are registered in the shareholders' register of the Company maintained by Euroclear Finland Oy on the record date of the first capital return instalment on 1 February 2023. The first capital return instalment will be paid on 8 February 2023.

The second capital return instalment of EUR 0.25 per share will be paid in August 2023 to shareholders who are registered in the shareholders' register of the Company maintained by Euroclear Finland Oyon the record date of the second capital return instalment on 22 August 2023. The second capital return instalment will be paid on 29 August 2023.



The Annual General Meeting also authorized the Board of Directors to resolve, if necessary, on a new record date and date of payment for the second instalment of the capital return, should the rules of Euroclear Finland Oy or statutes applicable to the Finnish book-entry system change or otherwise so require.

The Annual General Meeting decided, in accordance with the proposal of the Board of Directors that the members of the Board of Directors be paid the following annual remuneration:

- Chair of the Board of Directors: EUR 65,000
- Other members of the Board of Directors: EUR 35,000

The Annual General Meeting also decided, in accordance with the proposal of the Board of Directors, that the annual remuneration for the members of the Board of Directors be paid in Company shares and cash so that 50 percent of the annual remuneration will be used to purchase Company shares in the name and on behalf of the members of the Board of Directors from the market at a price determined in public trading, and the rest of the annual remuneration will be paid in cash. The shares will be purchased within two weeks of the publication of the interim report for the period 1 October 2022 – 31 December 2022 or as soon as possible in accordance with applicable legislation. The Company will pay any costs and transfer tax related to the purchase of Company shares. In case the remuneration cannot be paid in Company shares due to legal or other regulatory restrictions or due to other reasons related to the Company or a member of the Board of Directors, the annual remuneration will be paid fully in cash. In addition, members of the Audit Committee and the Remuneration Committee of Board of Directors will be paid the following annual remuneration:

Chair of the Committee: EUR 7,500
 Other Committee members: EUR 5,000

The Annual General Meeting decided that the number of members of the Board of Directors shall be five (5). Jeffrey David, Ingrid Jonasson Blank, Ilkka Laurila, Inka Mero and Johan Dettel were re-elected as members of the Board of Directors for a term of office expiring at the end of the next Annual General Meeting.

Ernst & Young Oy, Authorized Public Accountants, was re-elected as the auditor of the Company for a term of office ending at the end of the next Annual General Meeting. Ernst & Young Oy has notified the Company that Johanna Winqvist-Ilkka, Authorized Public Accountant, will act as the auditor with principal responsibility. The Annual General Meeting decided that the remuneration to the auditor shall be paid against a reasonable invoice approved by the Audit Committee.

The Annual General Meeting decided, in accordance with the proposal of the Board of Directors, that an addition will be made to section 7 § of the Articles of Association to include the possibility by the Board of Directors, at their discretion, to arrange a General Meeting as a hybrid meeting. In addition, the amendment will enable arranging a General Meeting as a virtual meeting without a meeting venue.

### Shares and shareholders

## Share capital

At the end of the reporting period on 31 December 2022, Musti Group's share capital was EUR 11,001,853.68 and total number of shares outstanding was 33,535,453. The company has one share class. Each share carries one vote and entitles to the same dividend.

### Trading of shares

Trading of Musti Group's share commenced on the Prelist of Nasdaq Helsinki Ltd on 13 February 2020 and on the Official List on 17 February 2020.

The opening price of the share was EUR 17.79 on the first trading day of the first quarter on 3 October 2022. The closing price of the share on the last trading day of the reporting period on 30 December 2022 was EUR 15.61. The highest price of the share during October 2022 – December 2022 was EUR 19.20; the lowest EUR 14.36 and the average closing price was EUR 16.61. Share turnover on Nasdaq Helsinki during October 2022 – December 2022 was approximately 3.75 million shares.

Musti Group's market capitalization was EUR 523 million on 30 December 2022.



### Own shares

On 31 December 2022 Musti Group held 244,000 (244,000) own shares representing 0.73% (0.73%) of the total number of shares and votes. During the reporting period, Musti Group did not purchase own shares.

On 27 January 2023, 96,434 Musti Group plc shares held by the company were transferred gratuitously on to the participants who were entitled to reward on the basis of Performance Share Plan 2020–2024 performance period 2020-2022. The company holds 147,566 own shares after the transfer of shares, representing 0.44% of the total number of shares and votes.

### Authorizations of the Board of Directors

The Annual General Meeting authorized the Board of Directors to decide on the repurchase of the Company's own shares and/or on the acceptance as pledge of the Company's own shares as follows.

The number of own shares to be repurchased and/or accepted as pledge based on this authorization shall not exceed 3,185,000 shares in total, which corresponds to approximately 9.5 per cent of all of the shares in the Company. However, the Company together with its subsidiaries cannot at any moment own and/or hold as pledge more than 10 per cent of all the shares in the Company.

Own shares may be repurchased only using the unrestricted equity of the Company at a price formed in public trading on the date of the repurchase or otherwise at a price determined by the markets.

The Board of Directors was also authorized to decide on all other matters related to the repurchase and/or acceptance as pledge of own shares. Own shares can be repurchased using, inter alia, derivatives. Own shares can be repurchased otherwise than in proportion to the shareholdings of the shareholders (directed repurchase).

This authorization cancels the authorization given by the Annual General Meeting held on 27 January 2022 to decide on the repurchase the Company's own shares and/or to accept the Company's own shares as pledge. This authorization is effective until the conclusion of the next Annual General Meeting, however, no longer than until 31 March 2024.

The Annual General Meeting authorized the Board of Directors to decide on the issuance of shares as well as the issuance of special rights entitling to shares referred to in chapter 10 section 1 of the Finnish Companies Act as follows. The number of shares to be issued based on this authorization shall not exceed 3,185,000 shares, which corresponds to approximately 9.5 per cent of all of the shares in the Company. The authorization covers both the issuance of new shares as well as the transfer of treasury shares held by the Company.

The Board of Directors was authorized to decide on all the conditions of the issuance of shares and of special rights entitling to shares. The issuance of shares and of special rights entitling to shares may be carried out in deviation from the shareholders' preemptive rights (directed issue).

This authorization cancels the authorization given by the Annual General Meeting held on 27 January 2022 to decide on the issuance of shares as well as on the issuance of special rights entitling to shares. This authorization is effective until the conclusion of the next Annual General Meeting, however, no longer than until 31 March 2024.

## Shareholders and flagging notifications

At the end of the reporting period, the number of registered shareholders was 12,192. The proportion of nominee-registered shareholders was 65.75% of the company's shares. The 20 largest shareholders registered in the book-entry register maintained by Euroclear Finland Oy held a total of 26.50% of Musti Group's shares and votes at the end of the reporting period.

During October 2022 - December 2022, Musti Group received the following announcement under Chapter 9, Section 5 of the Securities Markets Act:

• On 22 November 2022 Musti Group plc received a notification in accordance with the Chapter 9, Section 5 of the Finnish Securities Markets Act from Investment AB Öresund (publ), according to which Investment AB Öresund's holding of the shares and votes of the Company decreased below the threshold of 5 percent on 21 November 2022.

A list of the largest registered shareholders is available on the company's website at <a href="https://www.mustigroup.com/investors">www.mustigroup.com/investors</a>



## Managers' transactions

Musti Group's managers' transactions as of the listing have been published as stock exchange releases, and they are available at the company's website at <a href="https://www.mustigroup.com/releases-and-publications/">https://www.mustigroup.com/releases-and-publications/</a>.

## Remuneration schemes

The Board of Directors decides on Musti Group's remuneration schemes and plans, such as short- and long-term incentive schemes as well as pension arrangements, upon the recommendation of the Remuneration Committee and in accordance with the company's effective remuneration policy. Musti Group presented a remuneration policy for approval to the shareholders for the first time at the Annual General Meeting 2021.

### Bonus scheme

The company operates a bonus scheme, which is determined by the Board of Directors of the company upon the recommendation of the Remuneration Committee and in accordance with the company's effective remuneration policy. The CEO and the members of the management team are eligible to participate in the bonus scheme in accordance with the company's bonus policy. The payment of annual bonuses is conditional upon the attainment of key performance targets of the company.

The bonuses of the CEO and the management team are based on personal targets and certain profitability targets set for the financial year. The maximum performance bonus for financial year 2022 was equivalent to a six months' full salary for the CEO and a three months' full salary for the members of the management team.

## Long-term incentives

The Board of Directors of Musti Group plc decided on 7 May 2020 on a long-term incentive plan for the management team and the key employees, the Performance Share Plan (PSP) 2020-2024.

On 16 December 2022, The Board of Directors of Musti Group plc decided to launch a new share-based incentive plan for Musti Group's key employees, the Performance Share Plan (PSP) 2023-2027.

The aim of a share-based compensation plans is to align the objectives of the shareholders and key employees for increasing the value of the company in the long-term. The plans are also to commit the key employees to the company and to offer them competitive incentive schemes that are based on earning and accumulating shares.

Performance Share Plan 2020-2024

The Performance Share Plan consists of three performance periods, covering the financial years of 2020–2022, 2021–2023 and 2022–2024. The Board of Directors decides on the plan's performance criteria and targets to be set for each criterion at the beginning of each performance period. The potential reward based on the plan will be paid partly in the company's shares and partly in cash after the end of each performance period. The cash proportion is intended for covering taxes and tax-related costs arising from the reward to a participant.

The company's management team member is obliged to hold at least 50 per cent of the net number of shares paid to the member on the basis of the plan, until the value of his or her total shareholding in the company equals to 50 per cent (100 per cent for the CEO) of his or her annual base salary. Such number of shares must be held as long as the membership in the Management Team continues.

Performance Share Plan 2023-2027

The Performance Share Plan 2023–2027 consists of three consecutive performance periods, covering the financial years of 2023–2025, 2024–2026 and 2025–2027. The Board of Directors decides on the plan's performance criteria and targets to be set for each criterion at the beginning of each performance period. The potential reward based on the plan will be paid partly in the company's shares and partly in cash after the end of each performance period. The cash proportion is intended for covering taxes and tax-related costs arising from the reward to a participant.

The company's group management team member is obliged to hold at least 50 per cent of the net number of shares paid to the member on the basis of the plan, until the value of his or her total shareholding in the company equals to 50 per cent (100 per cent for the CEO) of his or her annual base salary. Such number of shares must be held as long as the membership in the group Management Team continues.



# Responsibility

Musti Group is committed to developing its responsibility policies and best practices on a long-term basis and it is committed to being a responsible forerunner in its industry. Musti Group is the only pet specialty company to have committed to the United Nations Global Compact. The company has built a strong responsibility foundation and key performance indicators to measure the results and revises responsibility program and targets regularly as part of a continuous improvement to stay relevant in the responsibility work.

Conducting operations in a sustainable, responsible, and environmentally friendly way requires focused and purposeful actions at all levels of the organization. The basis of all Musti Group's responsibility approach is a responsible supply chain, reducing environmental impact as well as good governance and high ethics. In addition, the company has identified three particular focus areas, themes, in order to communicate with its stakeholders: pets and their parents, employees and communities. The most important themes under pets and their parents are high-quality and safe products and services as well as satisfied and loyal customers. Under employees, the most important themes are thriving experts and well-being at work, and under communities, working for the common good and openness for new inventions.

Musti Group sets high standards for quality, safety and expertise, putting the welfare of pets, people and the environment first. The company has already taken concrete actions to this end, having been a member of amfori Business Social Compliance Initiative (amfori BSCI) since 2017. The company also expects its major suppliers to commit to Musti Group's requirements regarding responsible business practices. Following the Musti Group Supplier Code of Conduct and all national laws and regulations is imperative. The company is conducting visits to the supplier sites in Europe, also the BSCI visits the company's supplier sites in high-risk countries. Furthermore, the company has a third-party partner in China who visits and audits the sites in Asia. The company has initiated more systematic processes for supply chain sustainability, especially in high-risk countries and in high-risk countries 100% of our tier one suppliers have been audited.

Musti Group's Non-Financial Information Report for the financial year 2022 was published on 16 December 2022 together with the Financial Statements and the Board of Directors' report. The report is available at <a href="https://www.mustigroup.com/investors/reports-and-presentations/">https://www.mustigroup.com/investors/reports-and-presentations/</a>.

## Risks and uncertainties

Musti Group's risk profile follows the general risk level of the retail and grocery trade. The industry is not particularly cyclical and not subject to rapid changes. The company regularly monitors changes in the risks and their impact on the business. The company implements risk management continuously and systematically according to a scheduled process. The risk management process ensures that risks related to the Group are identified, estimated, and controlled in a proactive way and the management of risks is monitored. The company's risk management includes, among others: identification and review of risks, risk assessment, determining and implementing control measures for the identified risks, and monitoring and reporting of risks.

Musti Group's risk management and risks related to the company's operations are described in more detail in the Board of Directors' Report published on 16 December 2022 which is available at <a href="https://www.mustigroup.com/investors/reports-andpresentations/">https://www.mustigroup.com/investors/reports-andpresentations/</a>.

# Seasonality

Musti Group's business is characterized by a generally limited seasonality effect, with the high share of recurring food and stable products of net sales translating into low seasonality within years. However, there are certain intra-year fluctuations that affect cash flows, sales and profitability, which are made evident by Musti Group's financial year being from 1 October to 30 September. Usually, the period between July to December has higher sales and profitability margins compared to January to June, driven by higher sales of accessories and other seasonal products.

The volumes and timing of Musti Group's sales may vary somewhat due to weather conditions, with sales of pet clothing being primarily impacted. Cold winters and rainy weather generally result in higher sales of coats and shoes for pets.

# Significant events after the reporting period

There were no significant events after the reporting period.

## Financial calendar

Musti Group's Half-Year Financial Report for October 2022-March 2023 will be published on 4 May 2023.



# Webcast for analysts and media

A webcast and a teleconference for analysts and media will be arranged on 31 January 2023 at 14:00 EET. The event will be held in English. The report will be presented by CEO David Rönnberg and CFO Toni Rannikko.

The webcast can be followed at <a href="https://mustigroup.videosync.fi/2023-q1-results">https://mustigroup.videosync.fi/2023-q1-results</a>. A recording of the webcast will be available later at the company's website at <a href="https://www.mustigroup.com/investors/reports-and-presentations/">www.mustigroup.com/investors/reports-and-presentations/</a>.

The teleconference can be accessed by registering at <a href="http://palvelu.flik.fi/teleconference/?id=1009765">http://palvelu.flik.fi/teleconference/?id=1009765</a>. After the registration, participants will be provided with phone numbers and a conference ID to access the conference. To ask a question, please dial \*5 on your telephone keypad to enter the queue.

Helsinki, 31 January 2023

**Board of Directors** 

The information in this Interim Report is unaudited.

### **Further Information:**

David Rönnberg, CEO, tel. +46 70 896 6552 Toni Rannikko, CFO, tel. +358 40 078 8812 Essi Nikitin, Head of IR and Communications, tel +358 50 581 1455

### Distribution:

Nasdaq Helsinki Principal media www.mustigroup.com

## **Condensed financial information**

# Condensed consolidated statement of income

EUR thousand	1 Oct 2022 - 31 Dec 2022	1 Oct 2021 - 31 Dec 2021	1 Oct 2021 - 30 Sep 2022
Net sales	110,402	101,349	391,122
Other operating income	531	638	2,516
Share of profit of a joint venture	-30	126	84
Materials and services	-59,765	-53,205	-209,626
Employee benefit expenses	-19,664	-17,912	-72,592
Other operating expenses	-12,333	-12,632	-46,078
Depreciation, amortization and impairment	-9,015	-8,161	-34,542
Operating profit	10,126	10,204	30,882
Financial income and expenses, net	-1,107	-1,199	-2,443
Profit before taxes	9,019	9,005	28,440
Income tax expense	-1,978	-2,172	-6,109
Profit/loss for the period	7,041	6,833	22,330
Attributable to:			
Owners of the parent	7.056	6,827	22.328
Non-controlling interest	-15	6	22,328
Non-controlling interest	-15	0	2
Earnings per share (EUR) for profit attributable to owners of the parent			
Basic EPS (EUR)	0.21	0.20	0.67
Diluted EPS (EUR)	0.21	0.20	0.66
Consolidated statement of comprehensive income, IFRS			
Profit/loss for the period	7,041	6,833	22,330
Other comprehensive income			
Items that may be reclassified to profit or loss in subsequent periods:			
Translation differences	-1,825	-332	-6,148
Other comprehensive income, net of tax	-1,825	-332	-6,148
Tax on other comprehensive income	145	0	512
Total comprehensive income	5,360	6,501	16,695
Attributable to:			
Owners of the parent	5,376	6.495	16,705
Non-controlling interest	-15	6	-10
non controlling interest	-13	U	-10

EUR thousand	31 Dec 2022	31 Dec 2021	30 Sep 202
ASSETS	31 Dec 2022	31 Dec 2021	30 Sep 202
Non-current assets			
Goodwill	171,329	162,801	170,50
Other intangible assets	16,509	18,449	16,89
Right-of-use assets	74,224	73,190	76,22
Property, plant and equipment	18,613	17,606	18,53
Investments in joint ventures	1,044	1,116	1,07
Deferred tax assets	3,834	5,530	4,35
Other non-current receivables	154	114	15
Total non-current assets	285,708	278,807	287,74
Current assets			
Inventories	62,955	52,480	61,40
Trade and other receivables	11,228	11,321	9,48
Derivative financial instruments	1,729	538	2,13
Income tax receivables	1,770	825	62
Cash and cash equivalents	14,684	14,064	10,05
Total current asset	92,367	79,229	83,70
TOTAL ASSETS	378,075	358,036	371,446
EUR thousand	31 Dec 2022	31 Dec 2021	30 Sep 202
EQUITY AND LIABILITIES	31 Dec 2022	31 Dec 2021	30 3cp 202
Equity attributable to owners of the parent			
Share capital	11,002	11,002	11,00
Other reserves	140,043	154,691	140,04
Treasury shares	-6,910	-6,910	-6,91
Translation differences	-6,986	643	-5,16
Retained earnings	28,583	4,453	21,31
Total equity attributable to owners of the parent	165,731	163,879	160,29
Equity attributable to non-controlling interest	53	129	7.
Total equity	165,785	164,008	160,36
LIABILITIES			
Non-current liabilities			
Loans from credit institutions	59,909	54,955	59,89
Lease liability	55,306	57,065	57,77
Deferred tax liabilities	3,398	2,733	3,26
Total non-current liabilities	118,613	114,754	120,94
Current liabilities			
Commercial papers	12,414	0	14,95
Lease liability	23,221	20,873	22,90
Trade and other payables	53,467	51,269	48,57
Derivative financial instruments	144	269	7.
Income tax liabilities	4,431	6,762	3,64
Provisions	0	100	
Total current liabilities	93,677	79,274	90,13
Total liabilities	212,290	194,028	211,079
TOTAL EQUITY AND LIABILITIES	378,075		

### Consolidated statement of changes in equity

EUR thousand		Attributable to owners of the parent						
Equity at 1 Oct 2022	Share capital 11,002	Other reserves 140,043	Own shares <b>-6,910</b>	Translation differences -5,161	Retained earnings 21,318	Total <b>160,292</b>	Non- controlling interest <b>75</b>	Total equity <b>160,367</b>
Profit/loss for the period					7,056	7,056	-15	7,041
Translation differences				-1,825		-1,825	0	-1,825
Tax on other comprehensive income					145	145		145
Comprehensive income	0	0	0	-1,825	7,201	5,376	-16	5,360
Other changes					6	6	0	6
Share-based incentive plan			0		57	57		57
Other changes						0	-6	-6
Equity at 31 Dec 2022	11,002	140,043	-6,910	-6,986	28,583	165,731	53	165,785

EUR thousand		Attributable to owners of the parent						
	Share capital	Other reserves	Own shares	Translation differences	Retained earnings	Total	Non- controlling interest	Total equity
Equity at 1 Oct 2021	11,002	154,691	-6,910	975	-2,890	156,867	110	153,279
Profit/loss for the period					6,827	6,827	6	6,833
Translation differences				-332		-332	-1	-332
Comprehensive income	0	0	0	-332	6,827	6,495	5	6,501
Share-based incentive plan					518	518	12	
Equity at 31 Dec 2021	11,002	154,691	-6,910	643	4,455	163,880	128	164,008

## Consolidated statement of cash flows

EUR thousand	1 Oct 2022 - 31 Dec 2022	1 Oct 2021 - 31 Dec 2021	1 Oct 2021 - 30 Sep 2022
Code flower from an analysis and title			
Cash flows from operating activities Profit before income taxes	9.019	9.005	28,440
Adjustments	9,019	9,005	20,440
Depreciation, amortization and impairment	9.015	8.161	34,542
Financial income and expenses, net	1.107	1,199	2,443
Other adjustments	89	806	1,296
Cash flows before changes in working capital	19,230	19,170	66,720
Cash nows before changes in working capital	19,230	19,170	00,720
Change in working capital			
Increase (-) / decrease (+) in trade and other receivables	-1,820	-1,999	-764
Increase (-) / decrease (+) in inventories	-2,160	-7,971	-16,301
Increase (+) / decrease (-) in trade and other payables	5,179	4,574	1,678
Cash flows from operating activities before financial items and taxes	20,428	13,773	51,333
Income taxes paid	-1,734	-552	-5,199
Net cash from operating activities	18,694	13,221	46,135
Cash flows from investing activities			
Investments in tangible and intangible assets	-3,010	-4,658	-14,216
Acquisition of subsidiaries and business acqusitions, net of cash acquired	-2,426	-6,167	-18,735
Net cash from investing activities	-5,436	-10,825	-32,951
Cash flows from financing activities			
Capital returns paid	0	0	-14,630
Dividends paid	0	0	-15
Proceeds from non-current loans	0	55,000	60,000
Repayments of non-current loans	0	-50,000	-50,000
Issuance of commercial papers	-2,335	0	14,946
Repayments of lease liabilities	-5,989	-5,099	-22,114
Interest and other financial expenses paid	-759	-1,714	-7,089
Interest and other finance income received	456	469	2,759
Net cash flow from financing activities	-8,628	-1,345	-16,143
	• • • • • • • • • • • • • • • • • • • •		· · ·
Net change in cash and cash equivalents	4,630	1,051	-2,959
Cash and cash equivalents at the beginning of the period	10,054	13,013	13,013
Cash and cash equivalents at end of the period	14,684	14,064	10,054

### Basis of preparation and accounting policies

The Group's consolidated financial statements are prepared in accordance with the International Financial Reporting Standards (IFRS) as implemented within the EU.

The interim report of 1 October 2022 – 31 December 2022 has been prepared in accordance with the IAS 34 Interim Financial Reporting standard and the accounting principles applied in the interim report are the same as in the financial statements.

The figures of the interim report have not been audited.

The Group's consolidated financial statements are prepared in euros, which is the company's operating currency and the company's and the Group's reporting currency. The interim report is presented in thousand euros unless otherwise stated.

#### **Critical accounting estimates and judgements**

An IFRS-compliant interim report requires the Group's management to exercise judgment and make estimates and assumptions that affect the reported amounts of assets and liabilities and other information such as the amounts of income and expense. Although these estimates are based on the management's best knowledge at the time, it is possible that actual results differ from the estimates used in the interim report.

### Key accounting considerations related to the war in Ukraine

The Group's management has assessed the impacts of the war in Ukraine in the business. The war does not have a direct impact on the business as the Group does not have business or suppliers in Russia or in Ukraine. The indirect impacts of the war include turbulence in global supply chain and risk on inbound delivery times as well as declining consumer confidence. The management has also reviewed the carrying values of the balance sheet items in relation to these, the review did not indicate need for asset impairments.

## Segments

				Group	
EUR thousand	Finland	Sweden	Norway	functions	Group
Net sales *	47,558	44,845	17,999	0	110,402
% split of net sales between segment	43%	41%	16%	0%	100%
EBITDA	12,603	9,404	4,706	-7,572	19,141
Adjustments	0	0	0	0	0
Adjusted EBITDA	12,603	9,404	4,706	-7,572	19,141
Depreciation and impairment of right-of use assets and tangible					
assets	-2,680	-2,662	-1,384	-729	-7,455
EBITA	9,923	6,742	3,322	-8,302	11,686
Adjustments	0	0	0	0	0
Adjusted EBITA	9,923	6,742	3,322	-8,302	11,686
Amortization and impairment of intangible assets					-1,559
Operating profit					10,126
Financial income and expenses, net					-1,107
Profit before taxes					9,019
Income tax expense					-1,978
Profit/loss for the period					7,041

<sup>\*</sup> Net sales include sales of products and services to external customers. There are no internal net sales between the segments.

10/2021-12/2021					
				Group	
EUR thousand	Finland	Sweden	Norway	functions	Group
Net sales *	43,817	42,977	14,555	0	101,349
% split of net sales between segment	43%	42%	14%	0%	100%
EBITDA	12,765	10,445	4,031	-8,877	18,364
Adjustments	39	0	0	1,424	1,463
Adjusted EBITDA	12,804	10,445	4,031	-7,453	19,827
Depreciation and impairment of right-of use assets and tangible					
assets	-2,398	-2,412	-1,004	-708	-6,522
EBITA	10,367	8,033	3,027	-9,585	11,842
Adjustments	39	0	0	1,424	1,463
Adjusted EBITA	10,406	8,033	3,027	-8,161	13,305
Amortization and impairment of intangible assets					-1,639
Operating profit					10,204
Financial income and expenses, net					-1,199
Profit before taxes					9,005
Income tax expense					-2,172
Profit/loss for the period					6,833

<sup>\*</sup> Net sales include sales of products and services to external customers. There are no internal net sales between the segments.

				Group	
EUR thousand	Finland	Sweden	Norway	functions	Group
Net sales *	169,704	164,905	56,512	0	391,122
% split of net sales between segment	43%	42%	14%	0%	100%
EBITDA	44,486	37,273	14,586	-30,920	65,425
Adjustments	39	0	0	1,424	1,463
Adjusted EBITDA	44,525	37,273	14,586	-29,497	66,888
Depreciation and impairment of right-of use assets and tangible assets	-10,252	-10,335	-4,644	-2,892	-28,124
EBITA	34,234	26,938	9,941	-33,813	37,300
Adjustments	39	0	0	1,424	1,463
Adjusted EBITA	34,273	26,938	9,941	-32,389	38,763
Amortization and impairment of intangible assets					-6,418
Operating profit					30,882
					-2,443
Financial income and expenses, net					
•					28,440
Financial income and expenses, net  Profit before taxes Income tax expense					<b>28,440</b> -6,109

### **Business combinations**

During the period 1 October 2022 - 31 December 2022 Musti Group acquired three pet stores in Sweden and one in Norway as business acquisitions. The total purchase price of the stores was approximately EUR 2.4 million and the resulting goodwill EUR 2.2 million. Goodwill is based on synergies from the acquisitions. The acquisitions did not have a material impact on group's net sales or result.

Personnel			
	31 Dec 2022	31 Dec 2021	30 Sep 2022
Personnel on average	1,617	1,447	1,523
Personnel at the end of period	1,614	1,446	1,587

### **Related party transactions**

Parties are considered to be related if one party has the ability to control or exercise significant influence on the other party, or if the parties exercise joint control in making financial and operating decisions. Musti Group's related parties include its subsidiaries, joint venture, Board of Directors and the members of the management team, including the CEO, as well as their family members.

The following transactions were carried out with joint ventures			
EUR thousand	31 Dec 2022	31 Dec 2021	30 Sep 2022
Purchases of goods and services	2,019	1,162	4,430
Receivables	76	76	76
Payables	633	153	96
Guarantees given on behalf of joint ventures	5,177	2,929	5,177

Related party transactions are executed with the arms-length principle, and their terms and conditions correspond to transactions carried out with independent parties. No loans have been granted to the management, and no other transactions have been conducted with the management.

Goodwill, intangible assets and property, plant and equipment			
EUR thousand	31 Dec 2022	31 Dec 2021	30 Sep 2022
Cost at the beginning of the period	205,937	192,294	192,294
Amortization, depreciation and impairment	-3,200	-3,110	-12,584
Additions	5,309	10,195	32,190
Disposals and closing of stores	0	0	-70
Exchange rate differences	-1,596	-523	-5,894
Cost at the end of the period	206,450	198,855	205,937

## Right-of-use assets

	Buildings and	Machinery and	
EUR thousand	structures	equipment	Total
31 Dec 2022			
Cost at the beginning of the reporting period	75,604	623	76,227
New contracts	2,951	54	3,005
Contracts terminated prematurely	-17	-7	-24
Revaluations and modifications	1,387	19	1,405
Exchange rate differences	-566	-8	-574
Depreciation	-5,747	-67	-5,814
Cost at the end of the reporting period	73,610	614	74,224

	Buildings and	Machinery and	
EUR thousand	structures	equipment	Total
31 Dec 2021			
Cost at the beginning of the reporting period	71,225	520	71,745
New contracts	6,934	78	7,013
Contracts terminated prematurely	-82	-9	-91
Revaluations and modifications	-211	-7	-218
Exchange rate differences	-108	-3	-111
Depreciation	-5,073	-75	-5,147
Cost at the end of the reporting period	72,685	505	73,190

	Buildings and	Machinery and	
EUR thousand	structures	equipment	Total
30 Sep 2022			
Cost at the beginning of the reporting period	71,225	520	71,745
New contracts	21,778	417	22,195
Contracts terminated prematurely	-1,396	-70	-1,466
Revaluations and modifications	8,715	63	8,778
Exchange rate differences	-3,029	-29	-3,058
Depreciation	-21,688	-278	-21,966
Cost at the end of the reporting period	75,604	623	76,227

Lease liability			
EUR thousand	31 Dec 2022	31 Dec 2021	30 Sep 2022
Lease liability at the beginning of the reporting period	80,681	76,472	76,472
Net increases	3,770	6,572	26,173
Rent expenses	-6,453	-5,673	-24,197
Interest expense	530	568	2,233
Lease liability at the end ot the reporting			
period	78,527	77,939	80,681
EUR thousand	31 Dec 2022	31 Dec 2021	30 Sep 2022
Non-current lease liability	55,306	57,065	57,776
Current lease liability	23,221	20,873	22,905
Total	78,527	77,939	80,681

## Lease contracts in the income statement

	1 Oct 2022 - 31	1 Oct 2021 - 31	1 Oct 2021-30
EUR thousand	Dec 2022	Dec 2021	Sep 2022
Expenses from rental agreements not			_
included in lease liability	-276	-231	-1,181
Depreciation of right-of-use assets	-5,814	-5,147	-21,966
Interest expenses from lease liability	-530	-568	-2,233
Total	-6,620	-5,946	-25,380

### Financial assets and liabilities

### Financial assets

	Financial assets at fair value through profit and loss	Financial assets at amortized cost	Book value	Fair value	Fair value hierarchy
EUR thousand					•
31 Dec 2022					
Non-current assets					
Other non-current assets		154	154	154	Level 2
Total		154	154	154	
Current assets					
Trade and other receivables*		4,168	4,168	4,168	Level 2
Derivative financial instruments	1,729		1,729	1,729	Level 2
Cash and cash equivalents		14,684	14,684	14,684	Level 2
Total	1,729	18,852	20,582	20,582	
Financial assets, total	1,729	19,006	20,736	20,736	

	Financial assets at fair value through profit and loss	Financial assets at amortized cost	Book value	Fair value	Fair value hierarchy
EUR thousand					_
31 Dec 2021					
Non-current assets					
Other non-current assets		114	114	114	Level 2
Total		114	114	114	
Current assets					
Trade and other receivables*		3,633	3,633	3,633	Level 2
Derivative financial instruments	538	0	538	538	Level 2
Cash and cash equivalents		14,064	14,064	14,064	Level 2
Total	538	17,698	18,236	18,236	
Financial assets, total	538	17,811	18,349	18,349	

	Financial assets at fair value through profit and loss	Financial assets at amortized cost	Book value	Fair value	Fair value hierarchy
EUR thousand					
30 Sep 2022					
Non-current assets					
Other non-current assets		154	154	154	Level 2
Total		154	154	154	
Current assets					
Trade and other receivables*		2,660	2,660	2,660	Level 2
Derivative financial instruments	2,135		2,135	2,135	Level 2
Cash and cash equivalents		10,054	10,054	10,054	Level 2
Total	2,135	12,714	14,850	14,850	
Financial assets, total	2,135	12,869	15,004	15,004	

Financial liablities, total

	Financial liabilities at				
	fair value through				Fair value
	profit and loss	amortized cost	Book value	Fair value	hierarchy
EUR thousand					
31 Dec 2022					
Non-current liabilities					
Loans from credit institutions		59,909	59,909	59,909	Level 2
Lease liability		55,306	55,306	55,306	Level 2
Total		115,215	115,215	115,215	
Current liabilities					
Commercial papers		12,414	12,414	12,414	Level 2
Lease liability		23,221	23,221	23,221	Level 2
Trade and other payables*		26,927	26,927	26,927	Level 2
Derivative financial instruments	144		144	144	Level 2
Total	144	62,562	62,706	62,706	

177,777

177,922

177,922

144

	Financial liabilities at fair value through profit and loss	Financial liabilities at amortized cost	Book value	Fair value	Fair value hierarchy
EUR thousand					
31 Dec 2021					
Non-current liabilities					
Loans from credit institutions		54,955	54,955	54,955	Level 2
Lease liability		57,065	57,065	57,065	Level 2
Total		112,020	112,020	112,020	
Current liabilities					
Lease liability		20,873	20,873	20,873	Level 2
Trade and other payables*		26,283	26,283	26,283	Level 2
Derivative financial instruments	269		269	269	Level 2
Total	269	47,156	47,426	47,426	
Financial liablities, total	269	159,177	159,446	159,446	

	Financial liabilities at fair value through profit and loss	Financial liabilities at amortized cost	Book value	Fair value	Fair value hierarchy
EUR thousand					
30 Sep 2022					
Non-current liabilities					
Loans from credit institutions		59,898	59,898	59,898	Level 2
Lease liability		57,776	57,776	57,776	Level 2
Total		117,674	117,674	117,674	
Current liabilities					
Commercial papers		14,950	14,950	14,950	Level 2
Lease liability		22,905	22,905	22,905	Level 2
Trade and other payables*		24,386	24,386	24,386	Level 2
Derivative financial instruments	73		73	73	Level 2
Total	73	62,241	62,314	62,314	
Financial liablities, total	73	179,915	179,989	179,989	

 $<sup>^{*}</sup>$ ) Other receivables and other payables include only items classified as financial assets or liabilities.

#### Level 1

Quoted unadjusted prices at the balance sheet date in active markets. The market prices are readily and regularly available from an exchange, dealer, broker, market information service system, pricing service or regulatory agency. The quoted market price used for financial assets is the current bid price. Level 1 financial instruments include investments in funds classified as financial instruments at fair value through profit and loss. Musti Group does not have Level 1 financial instruments.

#### Level 2

The fair value of financial instruments on level 2 is determined using valuation techniques. These techniques utilize observable market data readily and regularly available from an exchange, dealer, broker, market information service system, pricing service or regulatory agency. Musti Group has classified derivatives on level 2 of the fair value hierarchy.

#### Level 3

A financial instrument is categorized into level 3, if the calculation of the fair value cannot be based on observable market data. Musti Group has no such financial instruments

During the reporting period there has not been any transfers between the levels of the fair value hierarchy.

Derivative financial instruments				
		Receivables at fair		
EUR thousand	Nominal value	value	Payables at fair value	Net fair value
31 Dec 2022			.,	
Forward exchange contracts	21,018	34	-144	-110
Interest rate swaps	30,000	1,695		1,695
Total	51,018	1,729	-144	1,585
		Receivables at fair		
EUR thousand	Nominal value	value	Payables at fair value	Net fair value
31 Dec 2021			·	
Forward exchange contracts	25,259	538	-269	269
Total	25,259	538	-269	269
		Receivables at fair		
EUR thousand	Nominal value	value	Payables at fair value	Net fair value
30 Sep 2022			·	
Forward exchange contracts	19,733	584	-73	511
Interest rate swaps	30,000	1,551		1,551
Total	49,733	2,135	-73	2,062
Group commitments				
EUR thousand		31 Dec 2022	31 Dec 2021	30 Sep 2022
Pledges given on behalf of Group companies and	d joint ventures			
Guarantees relating to rental payments		4,459	4,620	4,455
Other commitments		43	128	43
Total		4,501	4,748	4,498
Other commitments				
Other guarantees		5,177	2,929	5,177
Lease liabilities for leases not recognized in the bala	nce sheet	1,891	4,552	2,766
Total		7,068	7,482	7,943

Lease liabilities not recognized in the balance sheet include the nominal amount of low-value and short-term lease liabilities and the liability for agreements that will enter into force in the future.

### Contingent liabilities

Musti Group has been subject to a tax audit of Musti Group Oyj, Musti Group Finland Oy and Musti Group Nordic Oy regarding financial years 2018-2020. Musti Group Oyj has in October 2021 received a tax audit report from the Finnish tax authorities. The tax audit report included subsequent taxes and tax increases amounting to a total of EUR 0.9 million, relating to the VAT deductibility of IPO related costs. Tax and increases of EUR 0,9 million paid in November 2021. The company disagrees with the interpretation made in the tax audit. The company has been reassessed in accordance with the interpretations set out in the tax audit report but, the company has filed a claim for adjustment to the Finnish Tax Administration's Assessment Adjustment Board. There were no repercussions of the tax audit for the financial years 2018-2020 of Musti Group Finland Oy's and Musti Group Nordic Oy's.

# Financial ratios and alternative performance measures

EUR millions or as indicated	10-12/2022	10-12/2021	YTD 2023
Net sales	110.4	101.3	110.4
Net sales growth, %	8.9 %	20.2 %	8.9 %
LFL sales growth, %	7.0 %	9.2 %	7.0 %
LFL store sales growth, %	3.7 %	6.6 %	3.7 %
LFL online sales growth, %	18.9 %	17.8 %	18.9 %
Store sales	85.4	77.9	85.4
Online sales	24.5	21.8	24.5
Online share of net sales, %	22.2 %	21.5 %	22.2 %
Gross margin, %	45.9 %	47.5 %	45.9 %
EBITDA	19.1	18.4	19.1
EBITDA margin, %	17.3 %	18.1 %	17.3 %
Adjusted EBITDA	19.1	19.8	19.1
Adjusted EBITDA margin, %	17.3 %	19.6 %	17.3 %
ЕВІТА	11.7	11.8	11.7
EBITA margin, %	10.6 %	11.7 %	10.6 %
Adjusted EBITA	11.7	13.3	11.7
Adjusted EBITA margin, %	10.6 %	13.1 %	10.6 %
Operating Profit	10.1	10.2	10.1
Operating Profit margin, %	9.2 %	10.1 %	9.2 %
Profit/loss for the period	7.0	6.8	7.0
Earnings/Share, basic, EUR	0.21	0.20	0.21
Earnings/Share, diluted, EUR	0.21	0.20	0.21
Cash flow from operating activities	18.7	13.2	19.1
Investments in tangible and intangible assets	3.0	4.7	0.0
Net debt	134.6	118.6	134.6
Gearing, %	81.2 %	72.3 %	81.2 %
Net debt / LTM Adjusted EBITDA	2.0	1.9	2.0
Equity ratio %	43.9 %	45.9 %	43.9 %
Nr of loyal customers, thousands	1,485	1,340	1,485
Number of stores at end of period	340	320	340
of which directly operated	325	294	325
Own & Exclusive share, %	53.7 %	53.6 %	53.7 %

Finland			
Net sales	47.6	43.8	47.6
Net sales growth, %	8.5 %	12.1 %	8.5 %
LFL sales growth, %	6.9 %	4.1 %	6.9 %
EBITDA	12.6	12.8	12.6
EBITDA margin, %	26.5 %	29.1 %	26.5 %
Adjusted EBITDA	12.6	12.8	12.6
Adjusted EBITDA margin, %	26.5 %	29.2 %	26.5 %
EBITA	9.9	10.4	9.9
EBITA margin, %	20.9 %	23.7 %	20.9 %
Adjusted EBITA	9.9	10.4	9.9
Adjusted EBITA margin, %	20.9 %	23.7 %	20.9 %
Nr of loyal customers, thousands	526	499	526
Number of stores at end of period	139	139	139
of which directly operated	139	139	139
Own & Exclusive share, %	57.1 %	58.4 %	57.1 %
Sweden			
Net sales	44.8	43.0	44.8
Net sales growth, %	4.3 %	20.5 %	4.3 %
LFL sales growth, %	7.3 %	11.6 %	7.3 %
EBITDA	9.4	10.4	9.4
EBITDA margin, %	21.0 %	24.3 %	21.0 %
Adjusted EBITDA	9.4	10.4	9.4
Adjusted EBITDA margin, %	21.0 %	24.3 %	21.0 %
EBITA	6.7	8.0	6.7
EBITA margin, %	15.0 %	18.7 %	15.0 %
Adjusted EBITA	6.7	8.0	
Adjusted EBITA margin, %	15.0 %	18.7 %	
Nr of loyal customers, thousands	682	621	682
Number of stores at end of period	131	127	131
of which directly operated	116	101	116
Own & Exclusive share, %	47.8 %	46.6 %	47.8 %
Newyor			
Norway Net sales	18.0	14.6	18.0
Net sales growth, %	23.7 %	52.3 %	
LFL sales growth, %	6.5 %	20.8 %	
EBITDA	4.7	4.0	
EBITDA margin, %	26.1 %	27.7 %	
Adjusted EBITDA	4.7	4.0	
Adjusted EBITDA margin, %	26.1 %	27.7 %	
EBITA	3.3	3.0	
EBITA margin, %	18.5 %	20.8 %	
Adjusted EBITA	3.3	3.0	
Adjusted EBITA margin, %	18.5 %		
Nr of loyal customers, thousands	277	221	277
Number of stores at end of period	70	54	70
of which directly operated	70	54	70
Own & Exclusive share, %	59.2 %	59.4 %	
	33.2 70	37.1 70	33.2 70

Calculation formulas of key performance indicators	
Key Performance Indicator	Definition
Gross profit	Net sales - Material and services
Earnings before interest, taxes, depreciation and amortization (EBITDA)	Operating profit + Depreciation, amortization and impairment
Adjusted earnings before interest, taxes, depreciation and amortization (Adjusted EBITDA)	Operating profit + Depreciation, amortization and impairment +adjustments
Earnings before interest, taxes and amortization (EBITA)	Operating profit + amortization and impairment of intangible assets
Adjusted earnings before interest, taxes and amortization (Adjusted EBITA)	Operating profit + amortization and impairment of intangible assets + Adjustments
Earnings per share, basic	Profit/loss for the period - Non-controlling interests  Average number of shares
Earnings per share, diluted	Profit/loss for the period - Non-controlling interests  Average diluted number of shares
Net Debt	Interest bearing liabilities - Loan receivables +/ - Derivative financial instruments - Cash and cash equivalents
Gearing (%)	Net debt Equity
Net debt/LTM (last twelve months) Adjusted EBITDA	Net debt  LTM adjusted EBITDA
Equity ratio (%)	Total equity Total assets - Advances received
LFL (Like-for-like) sales growth (%)	Sales of online channels and stores that have been open more than 13 months  Sales from corresponding online channels and stores in the same time period
Own & Exclusive share (%)	Sales of own and exclusive product sales Product sales in own channels
Online share (%)	Online sales Net sales

Reconciliation of key performance indicators			
EUR millions or as indicated	1 Oct 2022 - 31	1 Oct 2021 - 31	1 Oct 2021 - 30
2011 millions of as malcated	Dec 2022	Dec 2021	Sep 2022
	•		_
Gross profit Net sales	110.4	101.3	391.1
Material and services	-59.8	-53.2	-209.6
Gross profit	50.6	48.1	181.5
Gross margin (%)	45.9 %	47.5 %	46.4 %
Earnings before interest, taxes, depreciation and amortization (EBITDA)			
Operating profit	10.1	10.2	30.9
Depreciation, Amortization and Impairment	9.0	8.2	34.5
Earnings before interest, taxes, depreciation and amortization (EBITDA)	19.1	18.4	65.4
EBITDA margin (%)	17.3 %	18.1 %	16.7 %
Adjusted earnings before interest, taxes, depreciation and amortization (Adjusted EBITDA)			
Operating profit Depreciation, amortization and Impairment	10.1 9.0	10.2 8.2	30.9 34.5
Adjustments	0.0	1.5	1.5
Adjusted earnings before interest, taxes, depreciation and	19.1	19.8	66.9
amortization (Adjusted EBITDA)			
Adjusted EBITDA margin (%)	17.3 %	19.6 %	17.1 %
Adjustments (EBITDA)			
Restructuring related expenses	0.0	0.0	0.0
Acquisition/IPO related expenses	0.0	0.0	0.0
Other items affecting comparability  Adjustments (EBITDA)	0.0 <b>0.0</b>	1.5 <b>1.5</b>	1.5 <b>1.5</b>
Adjustments (EDITOR)	0.0	1.5	1.5
Earnings before interest, taxes and amortization (EBITA)			
Operating profit amortization and impairment	10.1 1.6	10.2 1.6	30.9 6.4
Earnings before interest, taxes and amortization (EBITA)	11.7	11.8	37.3
EBITA margin (%)	10.6 %	11.7 %	9.5 %
Adjusted earnings before interest, taxes and depreciation (Adjusted EBITA)			
Operating profit	10.1	10.2	30.9
amortization and impairment of intangible assets	1.6	1.6	6.4
Adjustments	0.0	1.5	1.5
Adjusted earnings before interest, taxes and depreciation	11.7	13.3	38.8
(Adjusted EBITA)	10.6.0/	13 1 04	9.9 %
Adjusted EBITA margin (%)	10.6 %	13.1 %	9.9 %
Adjustments (Operating profit)			
Restructuring related expenses	0.0 0.0	0.0 0.0	0.0
Acquisition/IPO related expenses Other items affecting comparability	0.0	1.5	0.0 1.5
Adjustments (Operating profit)	0.0	1.5	1.5
Forethern control to the			
Earnings per share, basic Profit/loss for the period	7.0	6.8	22.3
Non-controlling interest	0.0	0.0	0.0
Average number of shares	33.3	33.4	33.3
Earnings per share, basic	0.21	0.20	0.67
Earnings per share, diluted			
Profit/loss for the period	7.0	6.8	22.3
Non-controlling interest	0.0	0.0	0.0
Average number of shares *)	33.6	33.7	33.6
Earnings per share, diluted *) Includes shares from Restricted Share Plan (PSP)	0.21	0.20	0.66

Net debt			
Interest-bearing liabilities	150.9	132.9	155.5
Derivative financial instruments	-1.6	-0.3	-2.1
Cash and cash equivalents	14.7	14.1	10.1
Net debt	134.6	118.6	143.4
Gearing (%)			
Net Debt	134.6	118.6	143.4
Equity	165.8	164.0	160.4
Gearing (%)	81.2 %	72.3 %	89.4 %
Net debt/LTM Adjusted EBITDA			
Net debt	134.6	118.6	143.4
LTM adjusted EBITDA	66.3	63.0	66.9
Net debt/LTM adjusted EBITDA	2.0	1.9	2.1
•			
Equity ratio (%)			
Total equity	165.8	164.0	160.4
Total assets	378.1	358.0	371.4
Advances received	0.6	0.5	0.3
Equity ratio (%)	43.9 %	45.9 %	43.2 %
LFL sales growth (%)			
Net sales	110.4	101.3	391.1
Net sales growth %	8.9 % 1.9 %	20.2 % 11.1 %	14.7 % 8.1 %
Other growth %  LFL sales growth (%)	7.0 %	9.2 %	6.7 %
LFL sales growth (%)	7.0 %	9.2 %	6.7 %
LFL store sales growth (%)			
Store sales	85.4	77.9	300.3
Store sales total growth %	9.5 %	24.9 %	20.1 %
Other growth %	5.8 %	18.3 %	15.9 %
LFL store sales growth (%)	3.7 %	6.6 %	4.2 %
Net sales			
Store sales	85.4	77.9	300.3
Online sales	24.5	21.8	87.0
Other sales	0.5	1.6	3.8
Net sales	110.4	101.3	391.1
Online share (%)			
Net sales	110.4	101.3	391.1
Online sales	24.5	21.8	87.0
Online share (%)	22.2 %	21.5 %	22.2 %
	22.2 /0	-1.5 /0	