

Hultafors Group

Ole Kristian Jødahl



A craftsman stands in a workshop, holding a black tool bag. He is wearing a dark beanie, a grey zip-up sweater, and dark work pants. In the background, there are several ladders and a large toolbox on the floor. The toolbox is silver and has a red handle. The workshop has a grey wall with several windows.

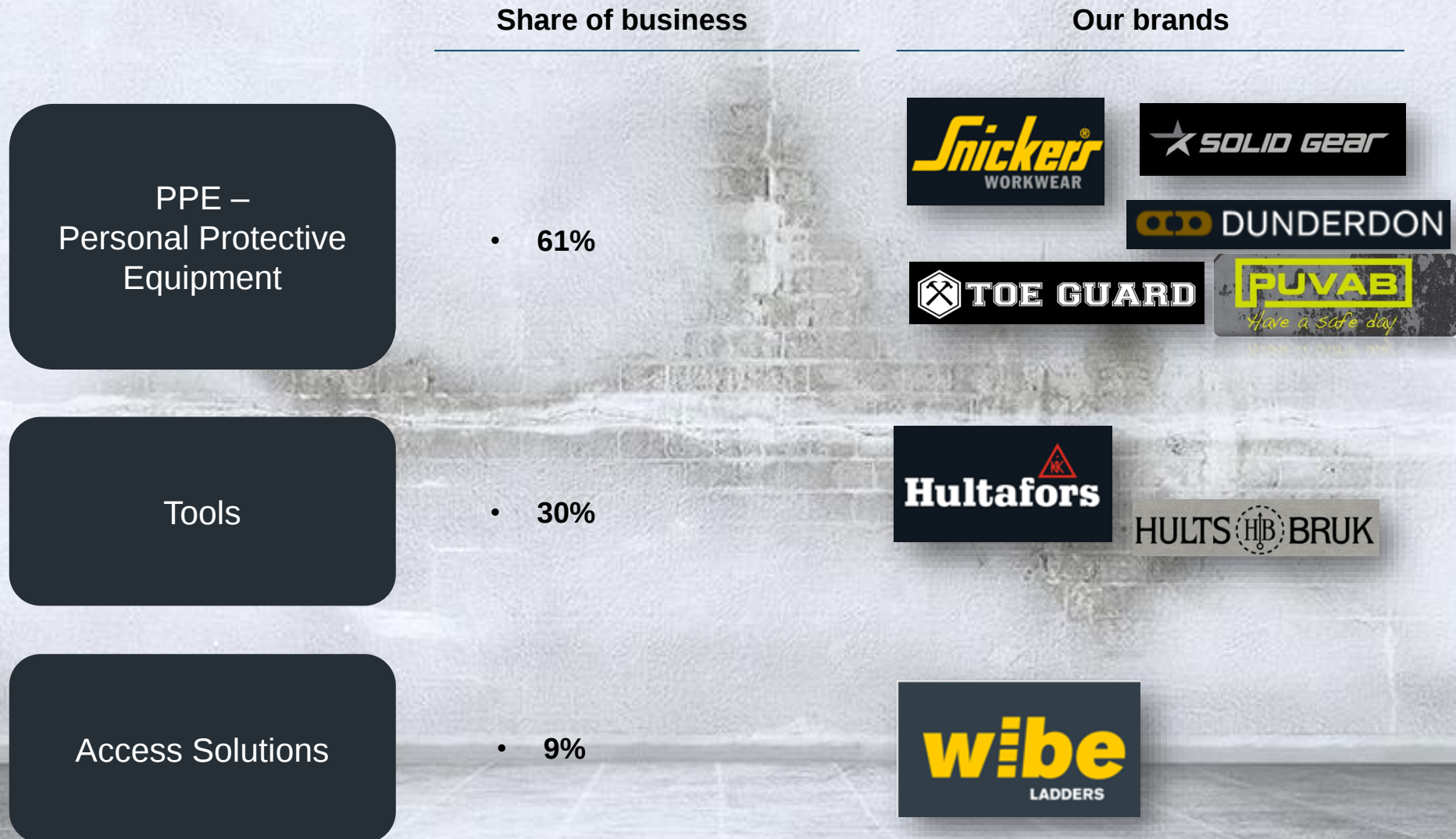
” Everything we do, we do to create a safer and more productive day for the craftsmen. ”

Our key trends in the market

- Increasing urbanisation & globalisation
- Increased health&safety and productivity focus
- Sustainability
- Digitalization
- Consolidation and Private Labels



Focused on the End Users safety and productivity



Founded on Entrepreneurship – we continue to innovate



Karl-Hilmer Johansson Kollén,
Founder Hultafors 1883



Anders Wikstrand och Victor
Berg, Founders Wibe Ladders
1929



Matti Viio,
Founder Snickers Workwear
1975

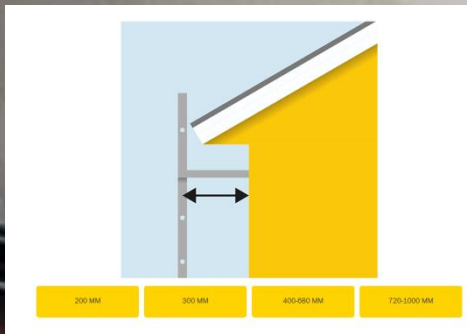
Sustainability – For future generations

- Sustainable products
- Reduced own footprint
- Responsible strategic sourcing

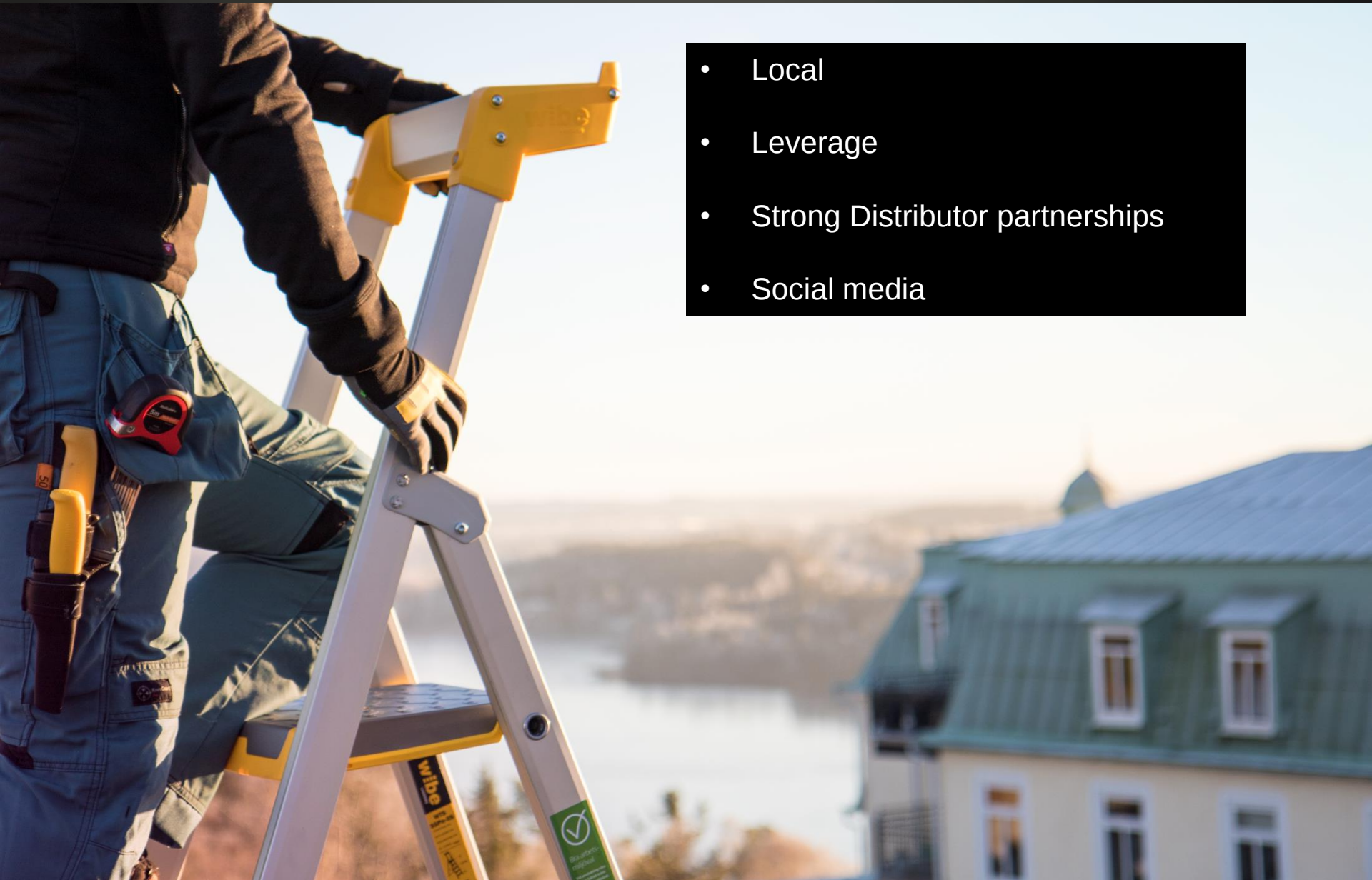


Digitalization – a way of working

- Easy to do business with
- E-Commerce
- Smart products



Close to customer



- Local
- Leverage
- Strong Distributor partnerships
- Social media

The model works – expansion of shoes



Successful European expansion
Present in 14 countries
Top brand in EU



European expansion
Focused introduction to selected countries



Best customer experience – one to rely on

- Quality
- Easy and reliable
- Lean
- Logistics

Geographic focus



Grow/strengthen position

North America entry

Hultafors Group deliver shareholder value

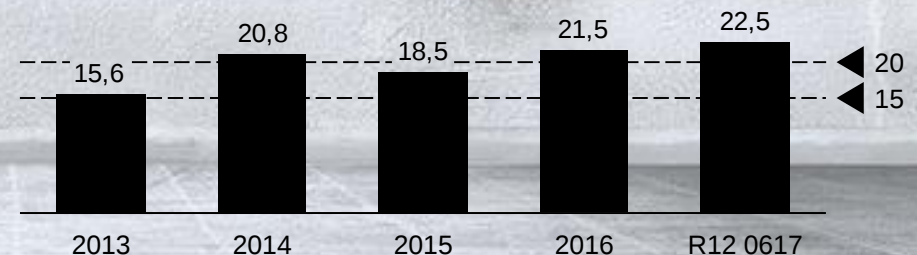
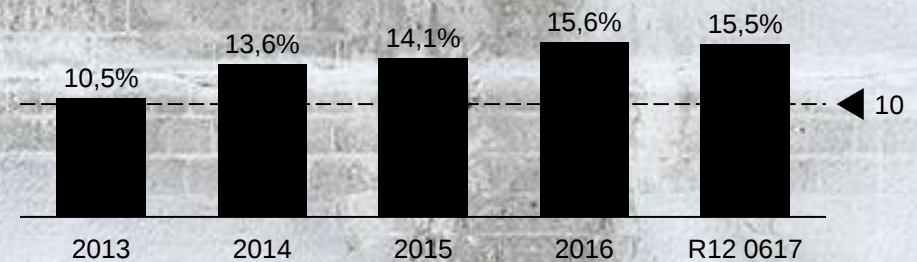
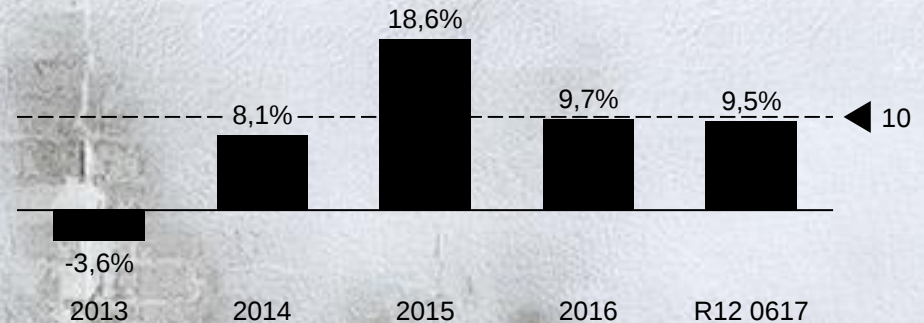
Latour Targets

Growth **10%**

EBIT **10%**

ROI **15-20%**

Hultafors Group Performance



A craftsman wearing a dark beanie, a grey zip-up sweater, and dark work pants with a tool belt stands in a workshop. He is holding a black tool bag filled with various tools. In the background, there are several ladders, a large toolbox with a red handle, and a wall with multiple windows. The floor is made of large grey tiles.

” Everything we do, we do to create a safer and more productive day for the craftsmen. ”