

LATOUR CMD 2016

HULTAFORS GROUP

ALEXANDER WENNERGREN HELM





**Everything we do,
we do to create a
better day for the
craftsmen**



A construction worker in silhouette is using a Hultafors spirit level against a wooden wall. The level is black with a red circular bubble level at the top and a green bubble level at the bottom. The Hultafors logo, a red triangle with 'KK' inside, is visible above the brand name 'Hultafors' written vertically in white. The background is a blurred industrial setting.

Hultafors Group strategy

Hultafors Group collects leading brands...

Unique brands with future potential

Hand-picked category offering

Overlapping operating models

And creates unique value...

For our end-users

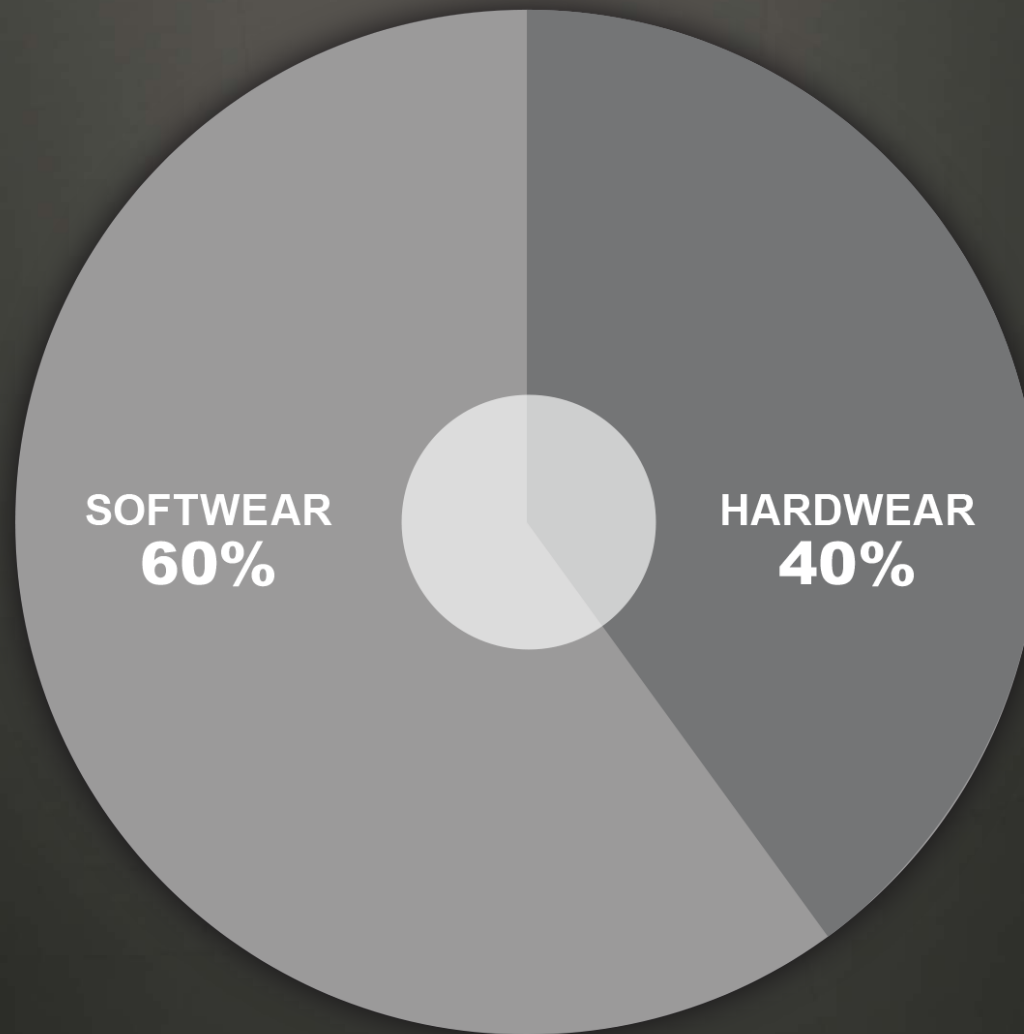
for our customers

for our business

Hultafors Group



Our Brands and Products



Our Brands and Products

Snickers
WORKWEAR

wibe
LADDERS


Hultafors



★ **SOLID GEAR**

 **DUNDERDON**

 **TOE GUARD**

We drive end-user demand that gives us natural space on the retailers shelf

HULTAFORS GROUP



DISTRIBUTORS

Small retailers
to large retailers

Professional/
consultative
resellers

Wholesalers

END USERS

Craftsmen

Tradesmen

Service
trades

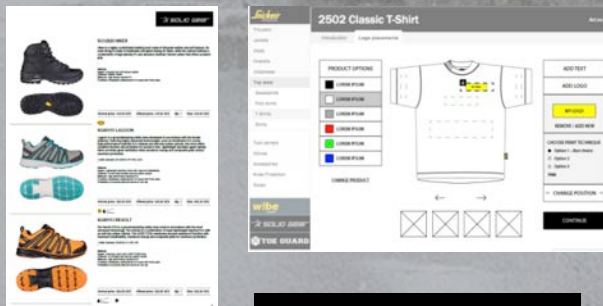
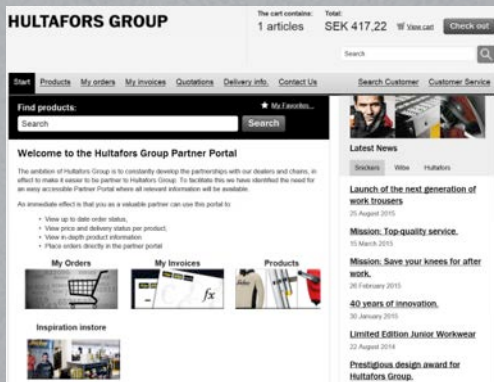
Construction/
industrial
companies



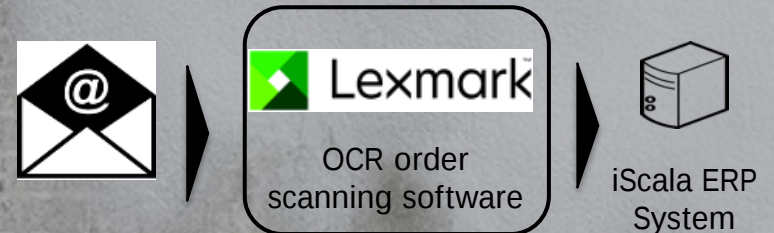
Create pull: Brand and product. Communication, events & testing. Digital promotions etc.

Digitalization

External



Internal







Hultafors Group Adresspersonal
HULTAFORSv6GEN 21
S17 SE HULTAFORS
Sveasjö

Your reference
Tjänstgöring
4000727400

Date
2015-11-20
VARS UPB
2015-11-20

Our Reference
Ordernummer 7

Quotation 5

Blockcode	Model	Color	Size	Description	Quantity	Normal price	Net	Total net
51034000	5210	Black/Black - G404	50	Craftsman-Maker Pocket Trousers, DuraTuff	1	417.22 SEK	354.94 SEK	354.94 SEK
51034000	5210	Black/Black - G404	52	Craftsman-Maker Pocket Trousers, DuraTuff	1	417.22 SEK	354.94 SEK	354.94 SEK
10000	5210	Black/Black - G404	50	Pulling Rule 50	10	27.56 SEK	254.30 SEK	254.30 SEK
10000	5210	Black/Black - G404	52	Pulling Rule 50	50	27.56 SEK	13.78 SEK	13.78 SEK
35000	5210	Black/Black - G404	50	Measuring Tape TAILOR 2M/6M	6	66.51 SEK	39.90 SEK	39.90 SEK
35000	5210	Black/Black - G404	52	Measuring Tape TAILOR 2M/6M	1	336.40 SEK	287.71 SEK	287.71 SEK

Total: 2 427.85 SEK

Delivery terms:
Ex Warehouse S

Payment terms:
30 days net

Way of delivery:
PORT / DPD SE

European expansion of Shoes under the Solid Gear brand



- Successful European expansion
- Present in 14 countries
- Top brand in EU



 **SOLID GEAR**

- Planning European expansion
- Focused introduction to selected countries



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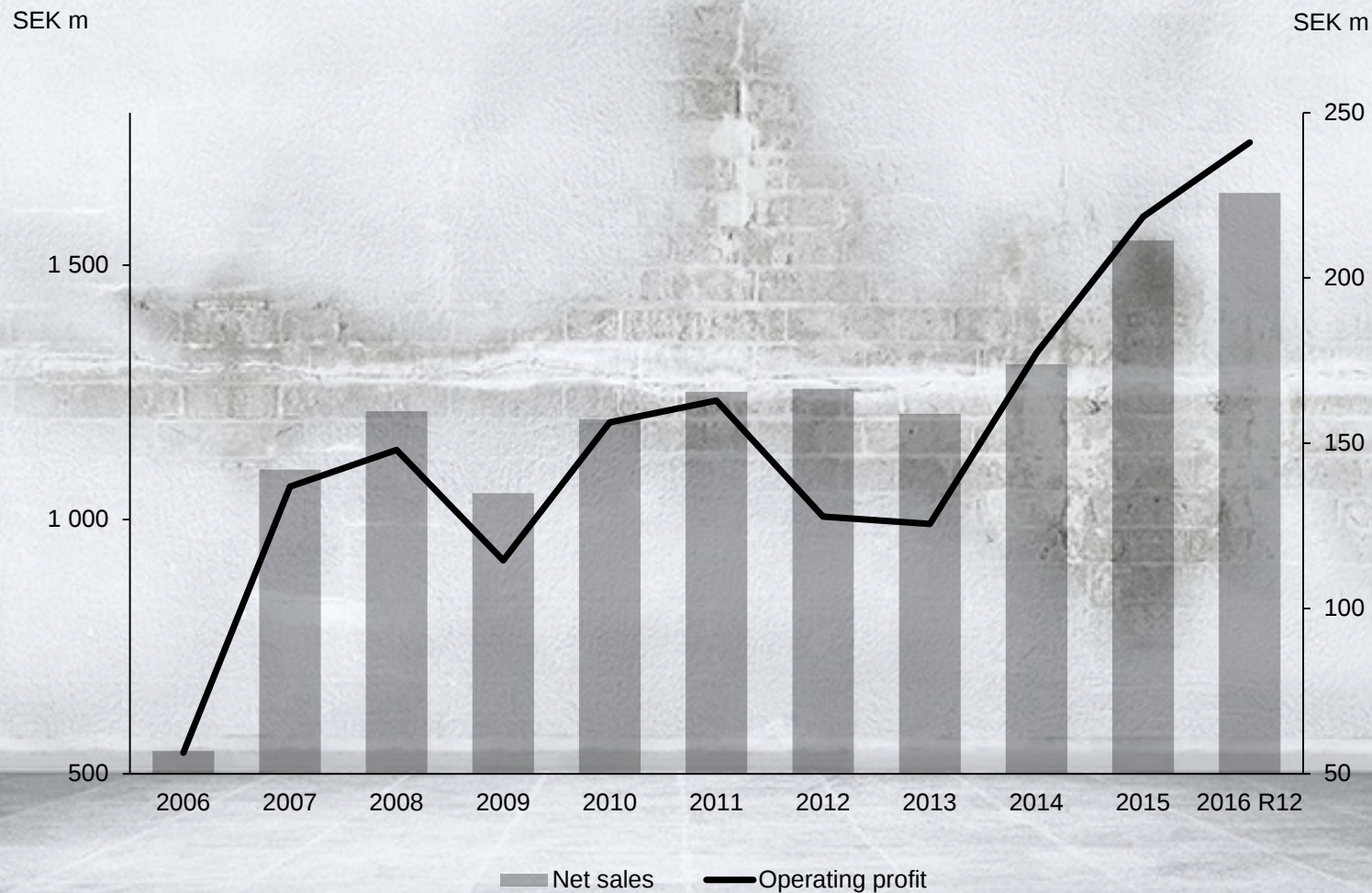


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Hultafors Group

Financial performance



Hultafors Groups Focus

ORGANIC INITIATIVES

- Drive end-user demand
- Tailored go to market models
- Internal and external digitalization
- High customer value offering (premium product+ service)



ADD-ON ACQUISITION

- Premium brands with future potential
- Overlapping end-users and customer segments



GROWTH