


Latour CMD 2015

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HULTAFORS GROUP IN EVERY WAY, A PARTNER TO RELY ON



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

Hultafors Group collects leading brands to create unique benefits for our end-users, customers and for our business

Hultafors Group collects leading brands...

- Number 1 or 2 brand in main markets
- Hand-picked product portfolio
- Overlapping operating models



HULTAFORS GROUP

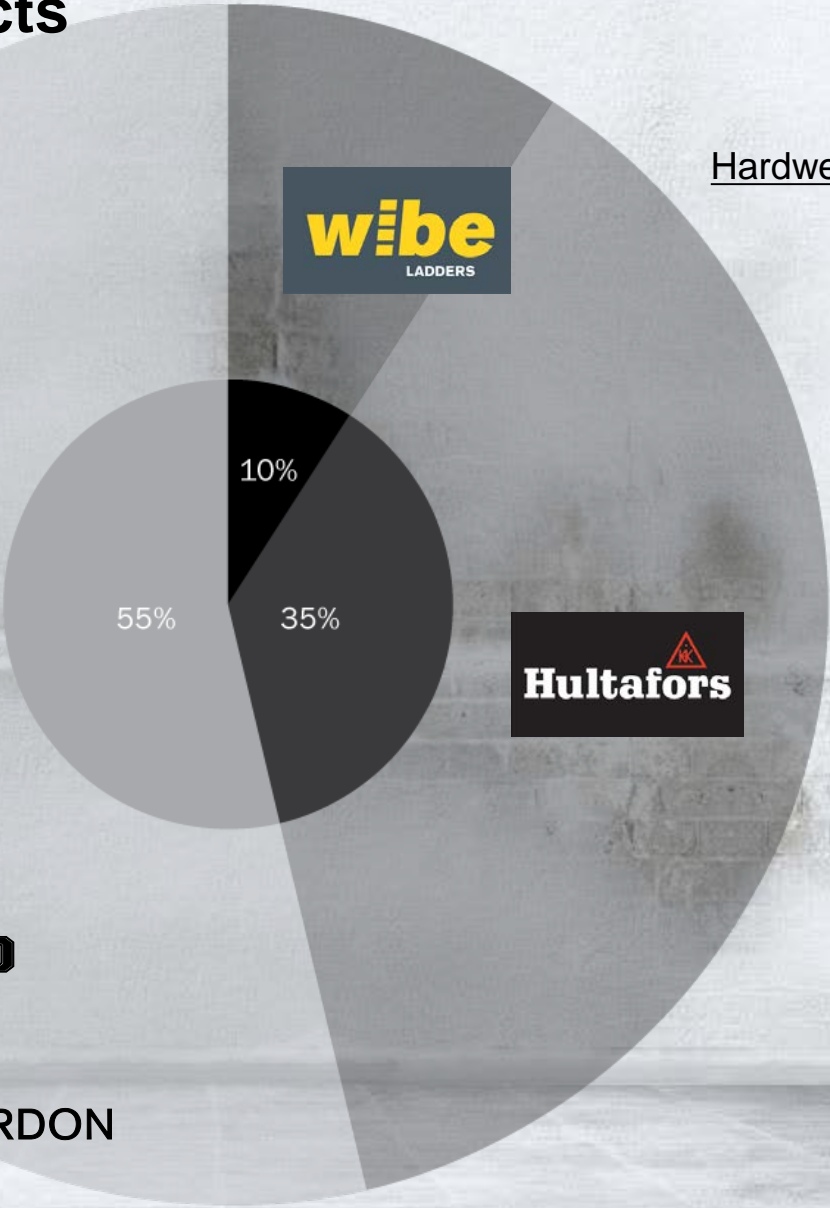
One company – strong brands



Our brands and products

Personal Protection Equipment

Hardware



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

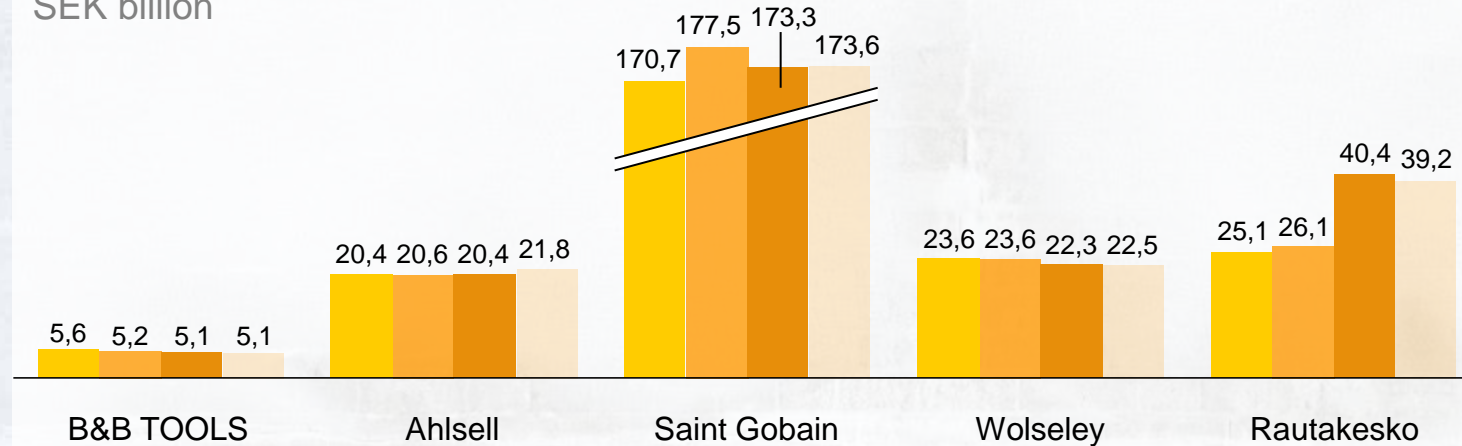
Create pull: Brand and product
Communication, events & testing
Digital promotions etc.



Hultafors Group's key customers have been affected by the stagnating market

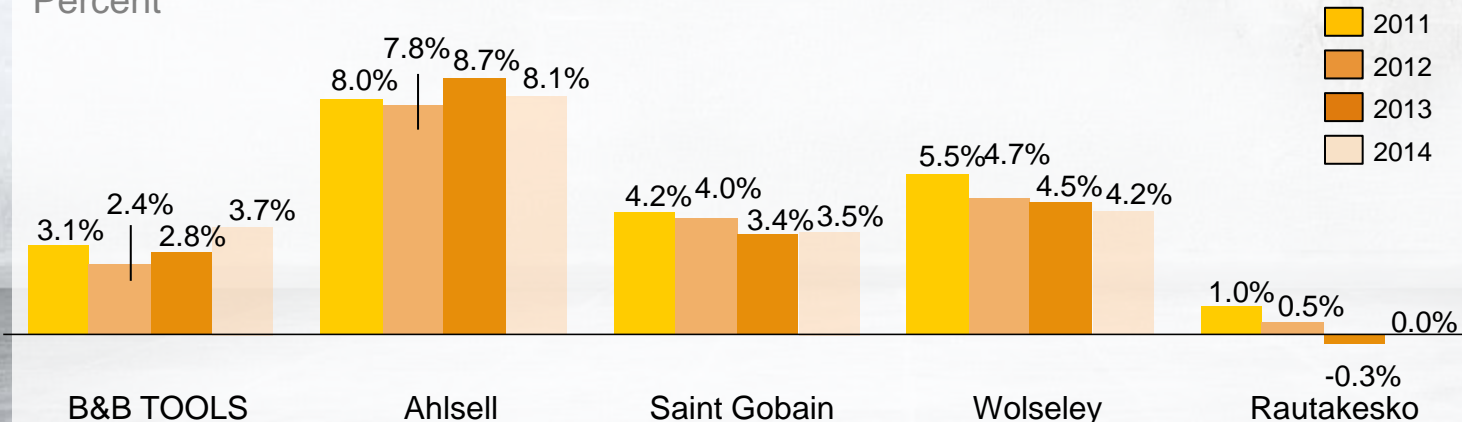
Net sales

SEK billion



EBIT margin

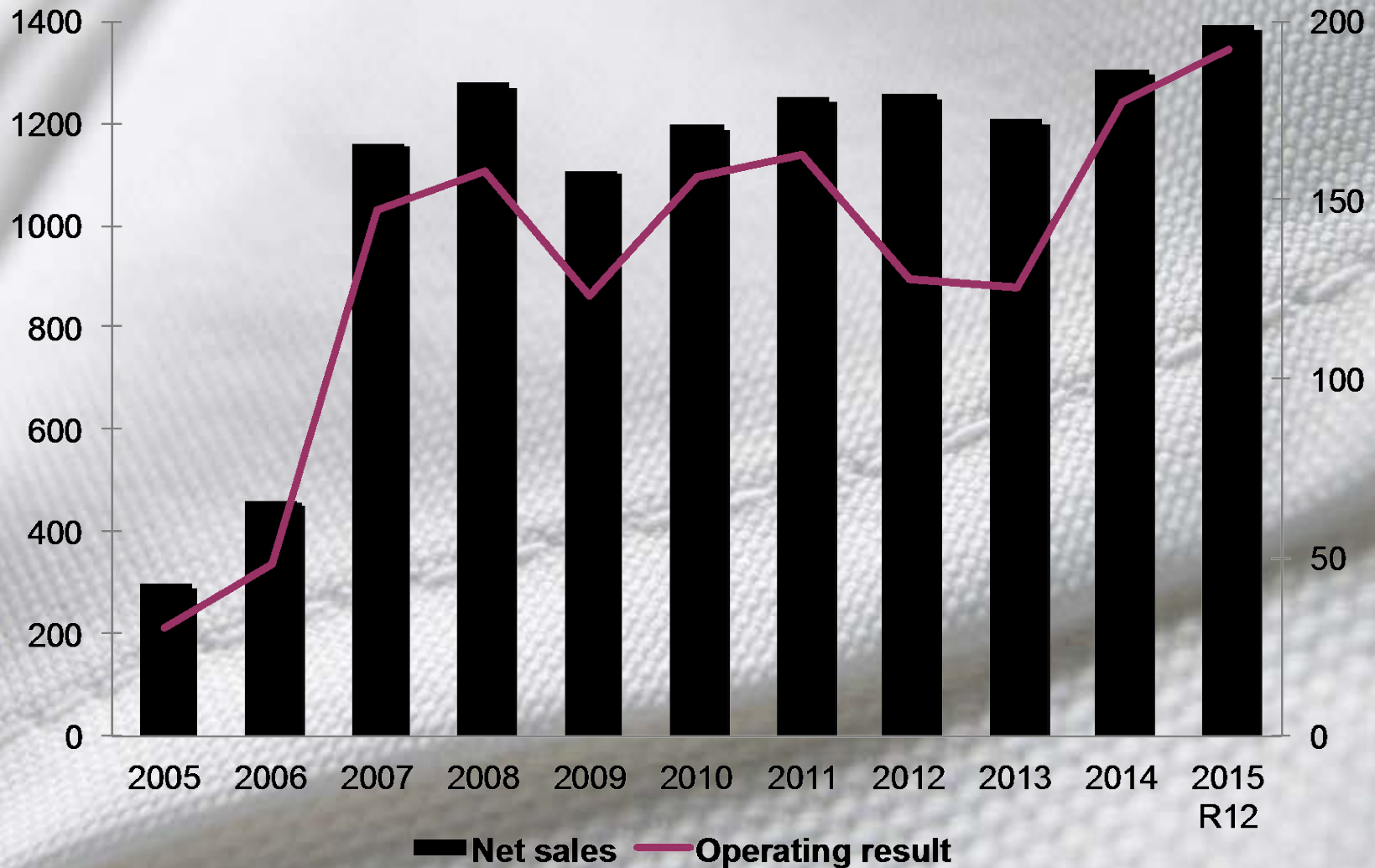
Percent



Our largest customers have struggled with declining profitability and flat/negative growth during the last years

Hultafors Group financial performance

Development new sales and EBIT, SEK million



European expansion is one of our key strategies

- current focus in 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



Hultafors Group's Focus

Organic initiatives

- Strengthen end-user relations/demand
- Market investments
- Product line extensions
- Sales efficiency

+

Add-on Acquisition

- Strong brands
- Overlapping customers and end-users

= Growth