


A man with a beard, wearing a dark quilted jacket and dark pants, stands in the center of a workshop. He is holding a tool in his right hand. The workshop has a concrete wall on the left and a wooden wall on the right. There are several ladders and tools around him, including a step ladder to his left, a larger step ladder to his right, and a toolbox on the floor. The floor is covered with a metal grating.

HULTAFORS GROUP

Latour Capital Markets Day, 2019

Ole Kristian Jødahl, CEO Hultafors Group

A man in a dark jacket and pants stands in a workshop. To his left is a small step ladder with a bucket labeled 'Hultafors' and a tool. To his right is a larger step ladder with a toolbox and a level. A long ladder leans against the wall on the far left. The floor is covered in a metal grating.

We design & manufacture products and services that excel in terms of functionality, safety, protection, overall productivity and creating personal identity.

**In every way,
a partner to rely on.**

240 million EUR turnover

800 employees

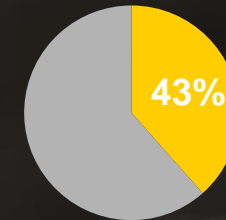
Own sales operations in 15 markets (Europe & North America)

8 manufacturing sites

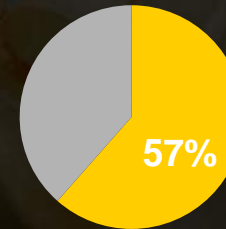
Facts & Figures 2018.

A man with a beard, wearing a blue and black striped jacket and black pants, is leaning forward and holding a red and black power tool. He is standing against a dark, textured background. The text "Facts & Figures 2018." is overlaid at the bottom right.

Hardware



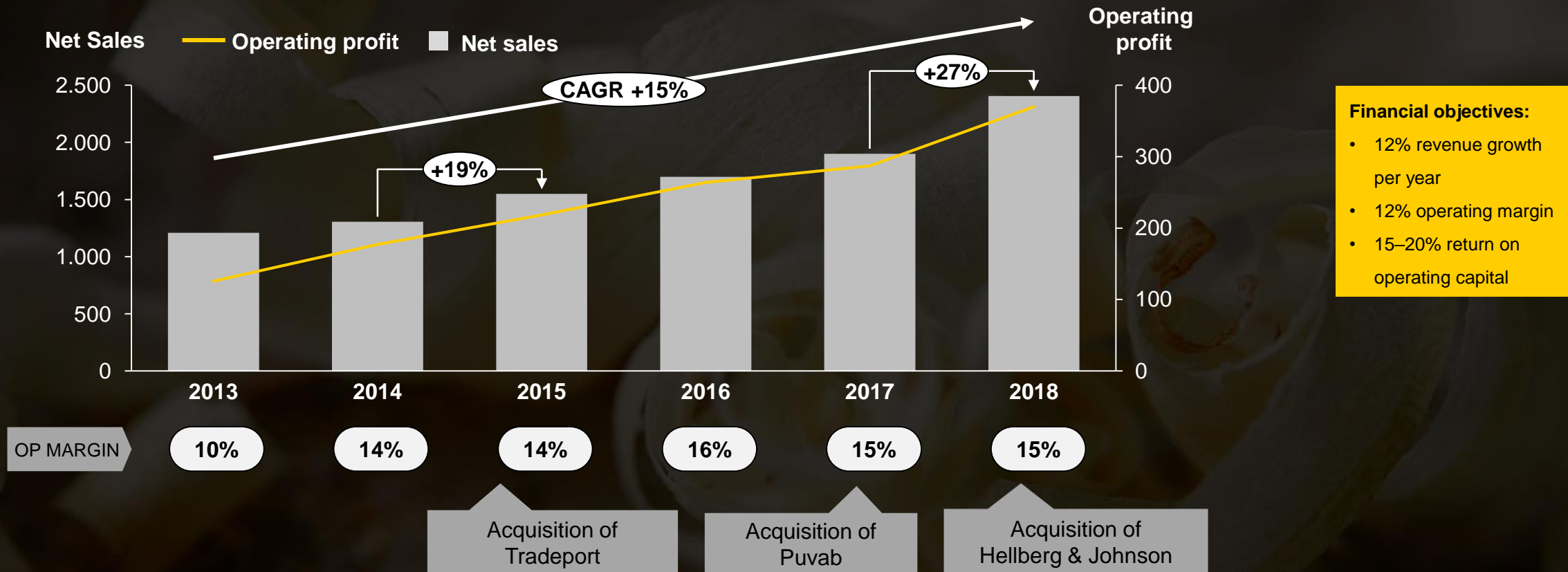
PPE/Workwear



■ Share of sales

Our business.

Net sales and operating profit overview 2013–2018 [MSEK]

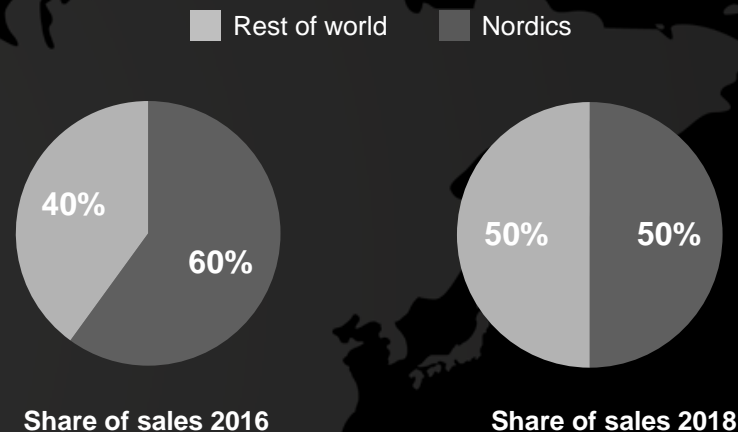


**Solid financial performance
well in line with strategic objectives.**

Favorable underlying trends driving growth

We play in a large international market in total amounting to c:a 60 BN USD and growing at 2–6% annually.

The U.S. is now our second largest market and our business is less centered around the Nordics.



**Our geographical
playing field.**

A man and a woman are smiling and looking at a laptop screen in a meeting. The man is wearing a plaid shirt and the woman is wearing a dark top. They are in a room with large windows in the background.

GO-TO MARKET

PRODUCT DEVELOPMENT

PEOPLE & CULTURE

OPERATIONAL EXCELLENCE &
DIGITALIZATION

M&A

**Strategic initiatives to
underpin continued success.**

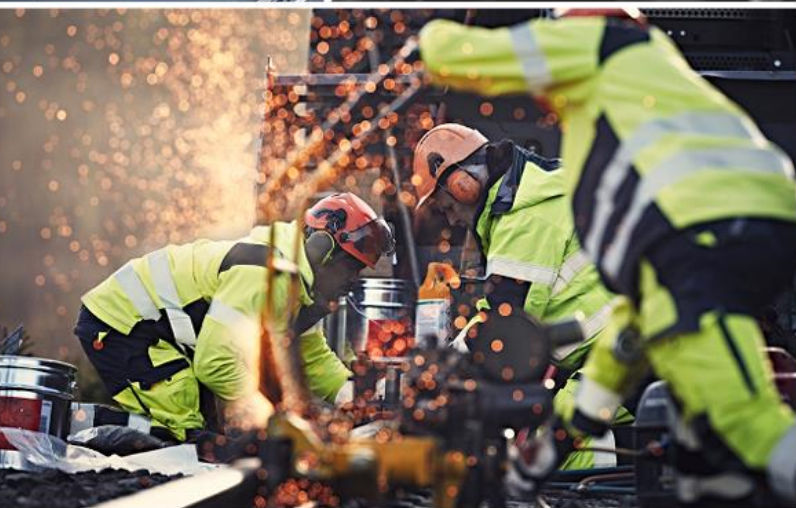
Key enablers for continued growth.

Initiatives to widen our geographic presence.

Strategic focus regions and initiatives.

- 
- Strengthen presence in N. America by launching our legacy HG brands and fortifying Johnson's position
 - Potential additional acquisitions
 - Entrench our strong market position in the Nordics
 - Strengthen position in Central Europe applying a fact based Go-To market model
 - Focus on geographical strongholds
- Market entry Southern Europe

Go-To-Market.



Product Development.





A man with a beard and dreadlocks, wearing a dark hoodie, is sitting against a concrete wall. His hands are clasped in front of him, and he is looking upwards and to the left. The image has a dark, moody aesthetic.

People & Culture.



Operational Excellence.



Acquistions.

Snickers
WORKWEAR


Hultafors

wibe
LADDERS

 DUNDERDON



 **SOLID GEAR**

JOHNSON 

Hellberg

 **TOE GUARD**

HULTAFORS GROUP