

A woman with long blonde hair, wearing a white sleeveless dress, stands on a wooden pier. She is looking towards a harbor filled with red wooden houses and white boats. The water is calm, and the sky is overcast. The text 'Nelly Group INVESTOR PRESENTATION' is overlaid on the left side of the image.

Nelly Group  
**INVESTOR  
PRESENTATION**

**Q2 2024**  
**12 July 2024**

# Nelly Group Q2 2024 Presentation



Helena Karlinder-Östlundh  
CEO



Niklas Lingblom  
CFO

[ir@nelly.com](mailto:ir@nelly.com)

[www.nellygroup.com](http://www.nellygroup.com)



# Agenda

- This is NELLY
- CEO's comments on the quarter
- Financial summary
- Q&A

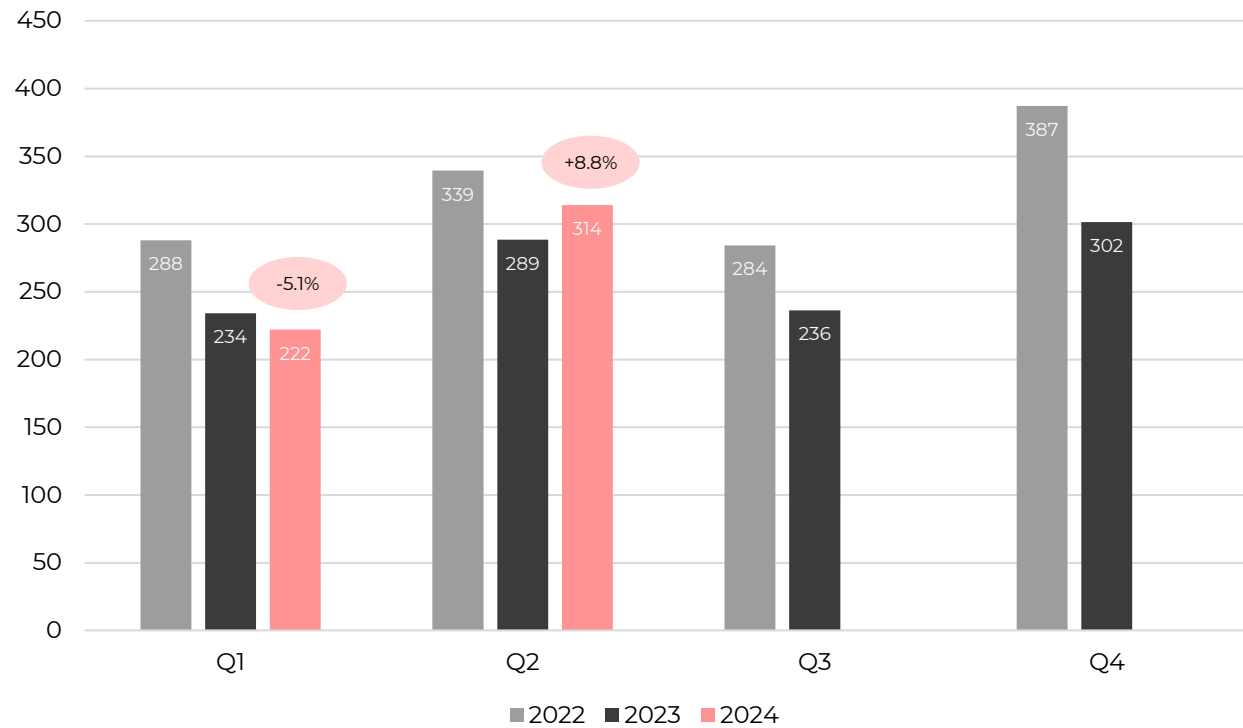


## CEO's comments Q2 2024

- Net revenue growth
- Improved profitability
- Strong spring / summer season
- Strategic collaborations
- Investment in marketing
- New core systems live

# Growth in the second quarter

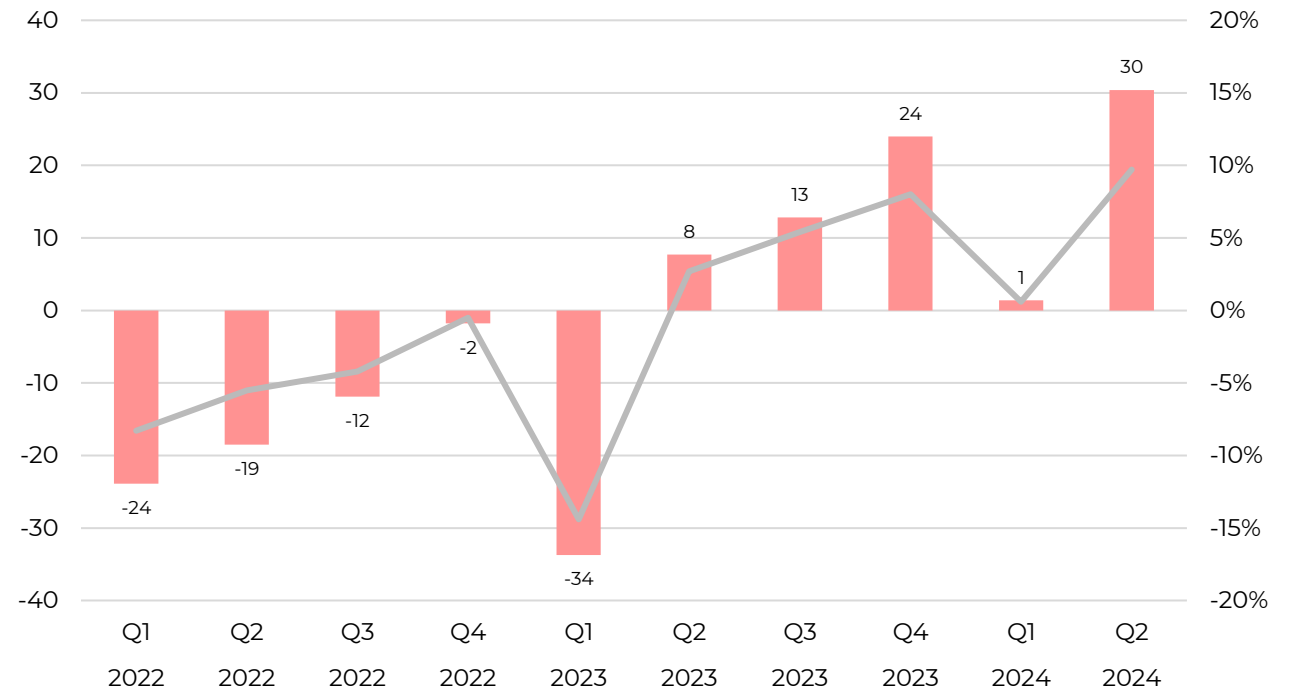
Net revenue (SEK million)





# Solid profitability and cost control

**Operating profit/loss (SEK million) and Operating margin (%)**



# Q2 2024 – Income statement

(SEK million)	Q2 24	Q2 23	
<b>Net revenue</b>	<b>314.1</b>	<b>288.6</b>	
<b>Gross profit</b>	<b>171.9</b>	<b>141.4</b>	<b>+30.5</b>
<i>Gross margin</i>	54.7%	49.0%	
Warehousing and distribution costs	-42.1	-48.9	-6.8
Marketing costs	-40.9	-29.3	+11.6
Admin and other operating expenses	-58.5	-55.4	+3.1
<b>Operating profit or loss</b>	<b>30.5</b>	<b>7.7</b>	<b>+22.8</b>
<i>Operating margin</i>	9.7%	2.7%	

**Δ** = delta vs. LY

# Q2 2024 – Additional financial KPIs

**Return Rate (%)**



## Continued return rate improvement

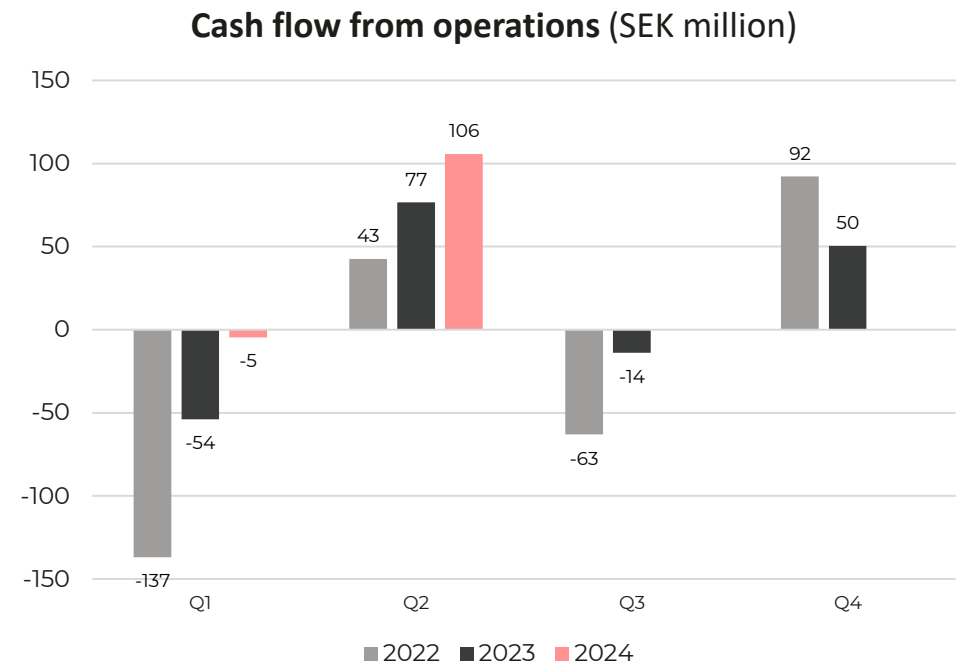
- Impact of strategic initiatives
- Driving lower operational costs
- Contributing to topline growth



# Q2 2024 – Additional financial KPIs

## Solid cash position to end Q2

- Strong cash flow from operations
- Investments in IT infrastructure
- Improved equity ratio



A woman with long blonde hair, wearing a white sleeveless top and blue jeans, is walking on a rocky cliffside. She is carrying a large, round, white wicker picnic basket with a blue and white checkered cloth and some bread. The cliffside is covered in green grass and small white and yellow flowers. In the background, there is a coastal village with several buildings, including a prominent red building with a white roof and a white building with a grey roof. The village is situated on a rocky peninsula overlooking a body of water. The text "Q&A" is overlaid in the center of the image.

Q&A

A woman with long blonde hair, wearing a white, tiered, off-the-shoulder dress, is walking barefoot on a wooden pier. She is looking back over her shoulder towards the camera. The pier is situated in a harbor with several white boats docked. In the background, there are red wooden buildings with white window frames and doors. The water is calm and reflects the surrounding scene.

Thanks!