



**CREATING MOMENTS
OF ENJOYMENT**



Investor Presentation

**Q1 2025 Results
21 May 2025**





CORPORATE SUMMARY*

Market cap	Share price	Shares Outstanding
DKK 7.0 billion	DKK 88	78.7 million

Major Shareholders

Investor	Shareholding
Chr. Augustinus Fabrikker Aktieselskab	>25%
C.W. Obel	>10%

Analyst Coverage

Carnegie

Deutsche Numis 

Nordea

A GLOBAL LEADER IN CIGARS

NO. 1 HANDMADE CIGAR PLAYER IN USA

NO. 1 MACHINE-ROLLED CIGAR PLAYER IN EUROPE

GLOBAL CONSUMER BASE

STRONG M&A TRACK-RECORD



PRODUCT CATEGORIES

HANDMADE
CIGARS

MACHINE-ROLLED
CIGARS & SMOKING
TOBACCO

NEXT GENERATION
PRODUCTS

COMMERCIAL DIVISIONS

EUROPE
BRANDED

NORTH AMERICA
BRANDED & REST
OF THE WORLD

NORTH AMERICA
ONLINE & RETAIL

* Data as of 20 May 2025



AGENDA

Financial Expectations 2025

Niels Frederiksen, Chief Executive Officer

First Quarter 2025 Highlights and Strategy Update

Niels Frederiksen, Chief Executive Officer

Product Categories

Niels Frederiksen, Chief Executive Officer

Commercial Divisions

Marianne Rørslev Bock, Chief Financial Officer

Group Financials

Marianne Rørslev Bock, Chief Financial Officer

Q&A Session

All



NIELS FREDERIKSEN
Chief Executive Officer



MARIANNE RØRSLEV BOCK
Chief Financial Officer



TORBEN SAND
Director of Investor Relations

A photograph of two women at a night market stall. The woman in the foreground is wearing a green hijab and a beige long-sleeved shirt, looking directly at the camera. The woman in the background is wearing a pink hijab and a grey long-sleeved shirt, looking slightly away from the camera. They are standing behind a stall filled with green leafy vegetables. The background is dark with warm, out-of-focus lights from the market.

FINANCIAL EXPECTATIONS 2025

NIELS FREDERIKSEN, CEO



ADJUSTED FINANCIAL EXPECTATIONS 2025

TARIFF INCREASES, USD EXCHANGE RATE AND FLEXIBILITY TO PROTECT MARKET SHARES

**2025
NEW**

NET SALES

In the range of
DKK 9.1-9.5 billion

EBITDA MARGIN

Before special items

In the range of
18-22%

FREE CASH FLOW

Before acquisitions

In the range of
DKK 0.8-1.0 billion

ADJUSTED EPS

In the range of
DKK 10-13

**2025
PREVIOUS**

NET SALES

In the range of
DKK 9.2–9.7 billion

EBITDA MARGIN

Before special items

In the range of
20%-23%

FREE CASH FLOW

Before acquisitions

In the range of
DKK 0.8-1.1 billion

ADJUSTED EPS

In the range of
DKK 11-14

The image shows the exterior of a Cigars International store at night. The building has a stone-textured facade and a dark blue awning over the entrance. The entrance is a large glass door with a sign that reads "CIGARS INTERNATIONAL" in a stylized font. Inside, a large yellow smiley face is visible. To the left of the entrance, there is a wooden barrel and some greenery. To the right, there is a "RESERVED PARKING" sign with a wheelchair symbol. A red car is partially visible on the left, and a dark car is partially visible on the right.

Q1 2025 HIGHLIGHTS

STRATEGY UPDATE

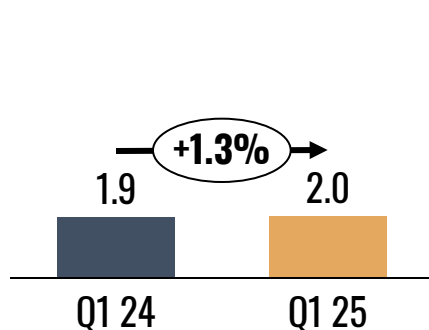
NIELS FREDERIKSEN, CEO



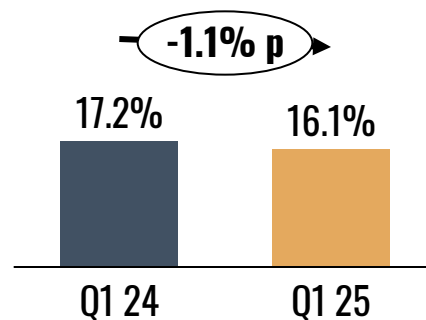
Q1 2025 HIGHLIGHTS

- Reported net sales growth by 1.3% driven by Mac Baren acquisition and XQS growth
- Organic net sales decreased by 8.8% impacted by the discontinued ZYN distribution, lower sales of handmade cigars and phasing
- EBITDA margin decrease of 1%-points: Mix changes and investments in growth
- DKK 8.50 dividend distributed in April
- Full year adjusted with impact from tariffs, weaker USD flexibility to protect market shares

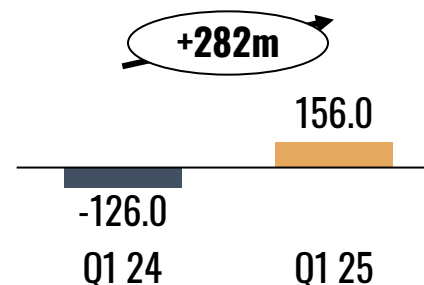
Net Sales (DKKb)



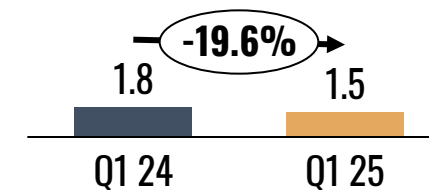
EBITDA margin



FCF before acquisitions (DKKm)











Adjusted earnings per share (DKK)





STRATEGY UPDATE AND KEY EVENTS

PURPOSE	CRAFT THE RITUALS THAT MAKE US MORE					
VISION	BE THE UNDISPUTED & SUSTAINABLE GLOBAL LEADER IN CIGARS					
AMBITION	LARGER COMPANY		GROWING EBITDA MARGIN		OUTSTANDING CASH GENERATION	
MUST-WIN BATTLES	 our handmade cigar business	 future profit growth in Machine Rolled Cigars	 sustainability agenda in cigars	 new megers and aquisitions	 everything we do	 a performance culture
SUSTAINABILITY PILLARS	 NET-ZERO ALONG THE JOURNEY OF THE LEAF			 SUSTAINABLE COMMUNITY PIONEERS		

INVESTING IN THE FUTURE

Mac Baren integration
Retail store expansion
Market positions in MRC and HMC
Nicotine pouches
One Process/Service Delivery Org.

GROWTH ENABLERS

10% of Group net sales
Double digit growth by XQS and Retail Stores



PRODUCT CATEGORIES

NIELS FREDERIKSEN, CEO

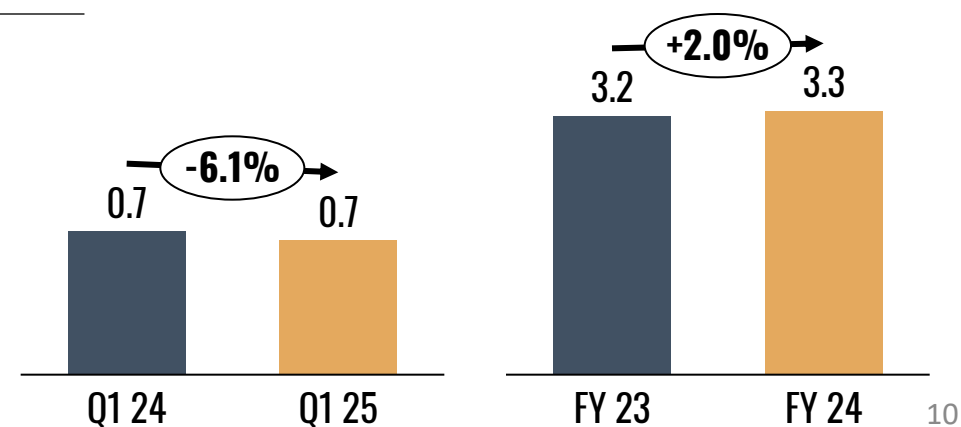


HANDMADE CIGARS

- US volume decline continued in the quarter
 - Business To Business impacted by timing of major trade show (in April 2025)
 - Online channels: Mid single digit decline
 - Retail channel: Double digit growth with same-store-sales slightly up
 - US consumer sentiment and impact from tariff increases remain a key uncertainty
 - International markets: Double-digit decline impacted by phasing
-
- Reported net sales growth: Q1 2025 at -6.1% (organic -9.1%)



Net Sales (DKKb)





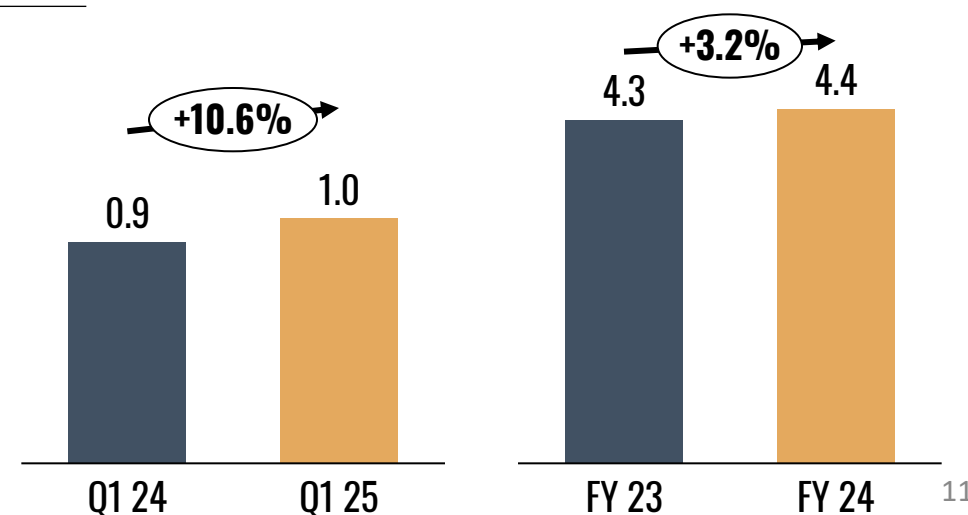
MACHINE-ROLLED CIGARS & SMOKING TOBACCO

- Machine-Rolled Cigars: Total market decline rate stabilising
 - The volume market shares negatively impacted during SAP implementation
 - Production and shipments have normalized and market shares are recovering in April / May
- Smoking Tobacco: Excluding impact from Mac Baren organic growth at 7%



- Reported net sales growth: Q1 2025 at 10.6% (organic -3.0%)
 - Mac Baren impacted reported growth by 12.8%
 - MRC total market volumes decreased by 2.2% compared with 3.5% FY 2024
 - MRC market share 26.9% compared with 27.9% FY 2024

Net Sales (DKKb)





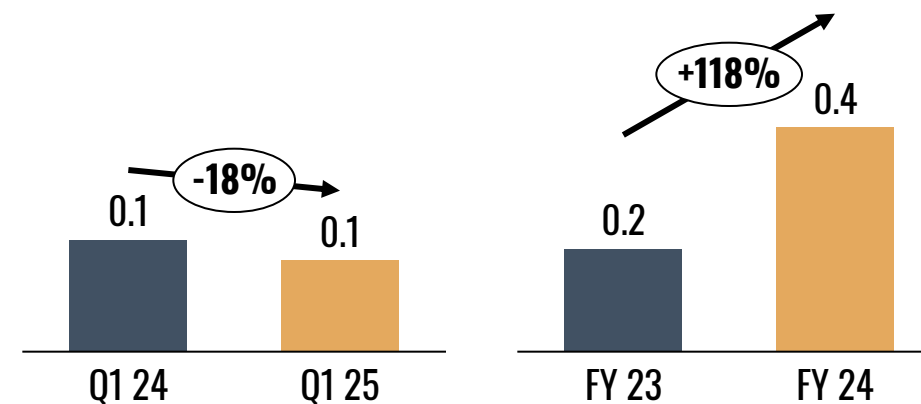
NEXT GENERATION PRODUCTS

- XQS brand deliver strong growth of 41%
- XQS market share in Sweden now above 11%
- Streamlining of Ace and Gritt to fewer markets impacting organic growth
- Discontinuation of ZYN distribution impacts organic growth negatively by 34%



- Reported net sales growth: Q1 2025 at -18.3% (organic -43.2%)

Net Sales (DKKb)





DIVISIONS & GROUP FINANCIALS

MARIANNE BOCK, CFO



EUROPE BRANDED

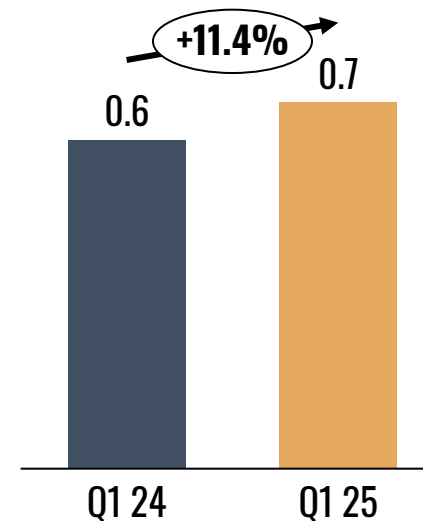
Q1 2025

- Negative organic growth in MRC and Handmade Cigars, Smoking Tobacco unchanged and NGP +21%
 - Acquisitions impacted reported growth by 15%
 - SAP implementation impacted shipments negatively with normalization in April
 - Margin impacted by changes in product mix, investments in market positions and lower volumes in MRC
-
- Reported net sales growth at 11.4% (organic -3.7%)
 - EBITDA margin at 9.6% (2024: 13.8%)

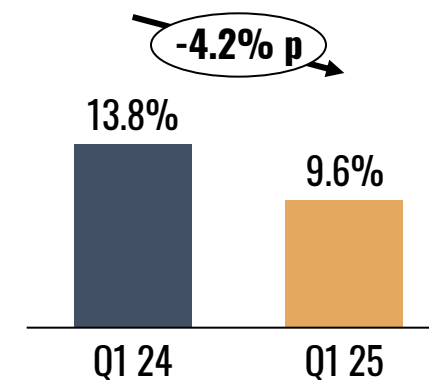
KEY BRANDS:



Net Sales (DKKb)



EBITDA margin





NORTH AMERICA BRANDED & ROW

Q1 2025

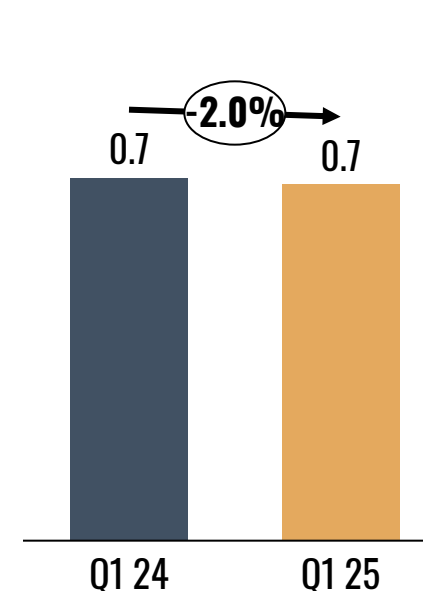
- Reported growth impacted by Mac Baren acquisition (+9.5%) and FX (+1.5%)
- Decrease in organic growth reflecting double-digit decline in handmade cigars and machine-rolled cigars
- Margin stabilization as result of product mix changes (growth smoking tobacco) and lower OPEX ratio

- Reported net sales growth at -2.0% (organic -13.0%)
- EBITDA margin at 31.4% (2024: 31.2%)

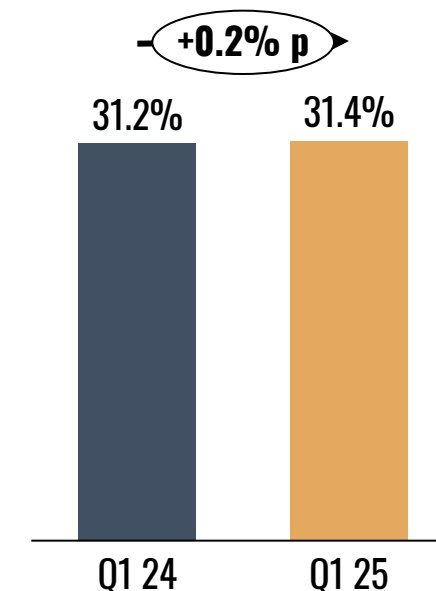
KEY BRANDS:



Net Sales (DKKb)



EBITDA margin





NORTH AMERICA ONLINE & RETAIL

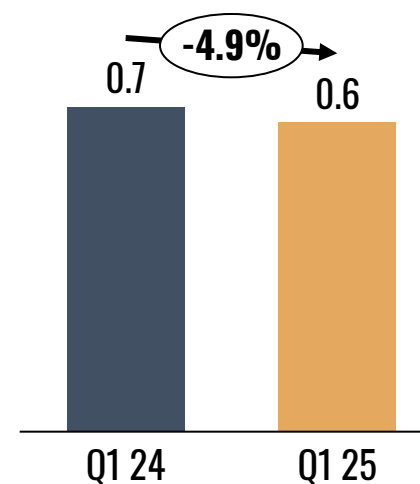
Q1 2025

- Organic sales growth -2%, excluding the discontinuation of the ZYN distribution
 - Retail stores delivered 25% growth with same-store sales slightly up
 - Online business decreased by 5%
- Margin negatively impacted by the loss of the ZYN
- Gross margin was up

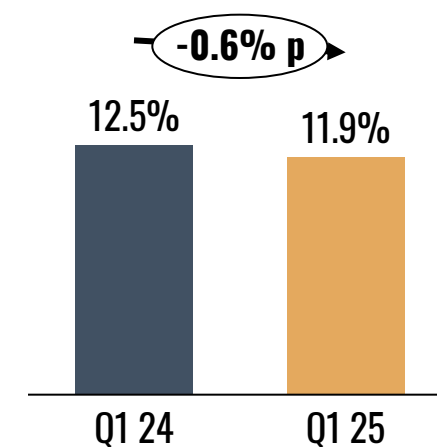
KEY BRANDS:



Net Sales (DKKb)



EBITDA margin



- Reported net sales growth at -4.9% (organic -9.6%)
- EBITDA margin at 11.9% (2024: 12.5%)



DKK million	Q1 2025	Q1 2024	FY 2024
Net sales	1,974	1,948	9,202
Gross profit (before special items)	867	881	4,279
OPEX	-561	-550	-2,248
Other income	11	4	49
EBITDA before special items	317	335	2,079
Special items	-70	-30	-279
EBIT	136	208	1,380
Net financials	-73	-54	-186
Net profit	52	125	940
Adjusted EPS (DKK)	1.5	1.8	13.7
Cash flow from operations	177	-71	1,179
Free cash flow before acquisitions	156	-126	931





Q1 2025 KEY KPI'S

	Q1 2025	Q1 2024	FY 2024
Organic net sales growth	-8.8%	-2.1%	0.4%
Gross margin	43.9%	45.2%	46.5%
OPEX ratio	28.4%	28.2%	24.4%
EBITDA margin	16.1%	17.2%	22.6%

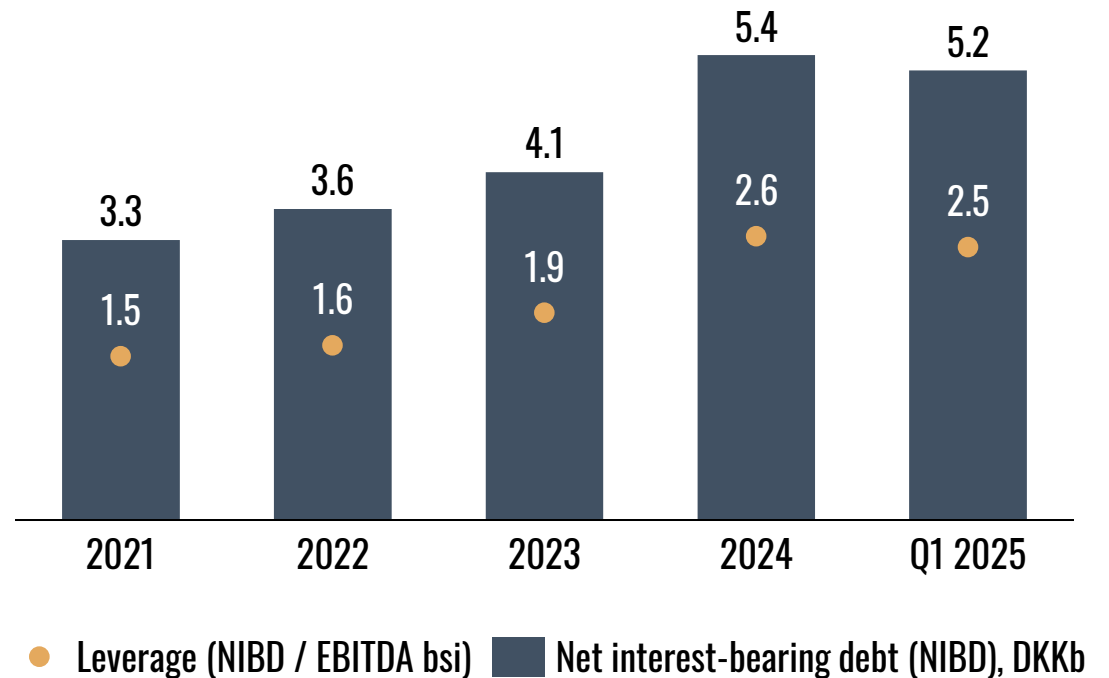




NET DEBT AND LEVERAGE

Q1 2025

- Net debt decreased by DKK 0.2 billion versus end 2024
- Leverage ratio improvement from 2.6x to 2.5x reflects cash flow generation





QUESTIONS AND ANSWERS

We are happy to take any questions from the audience now.

Visit our investor site at:
www.st-group.com/investor

FIND OUT MORE

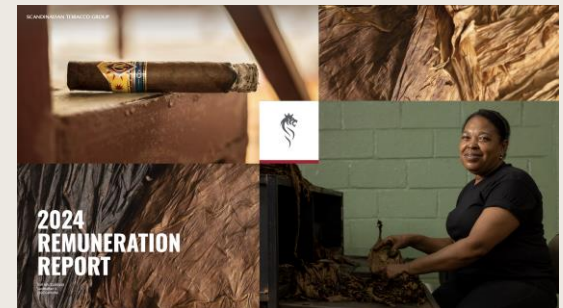
Annual Report 2024

Our 2024 Annual Report addresses our financial performance, strategic execution and other important aspects of our business operations.



Remuneration Report 2024

Our Remuneration Report includes an overview of the total remuneration received by the Board of Directors and Executive Management.





2025 EVENT CALENDAR & CONTACT

JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC
6 March 2025 Full year/Q4 2024 results	9 April 2025 Annual General Meeting 20 MAY 2025 Q1 interim report	27 AUG 2025 H1/Q2 interim report	11 NOV 2025 Q3 interim report



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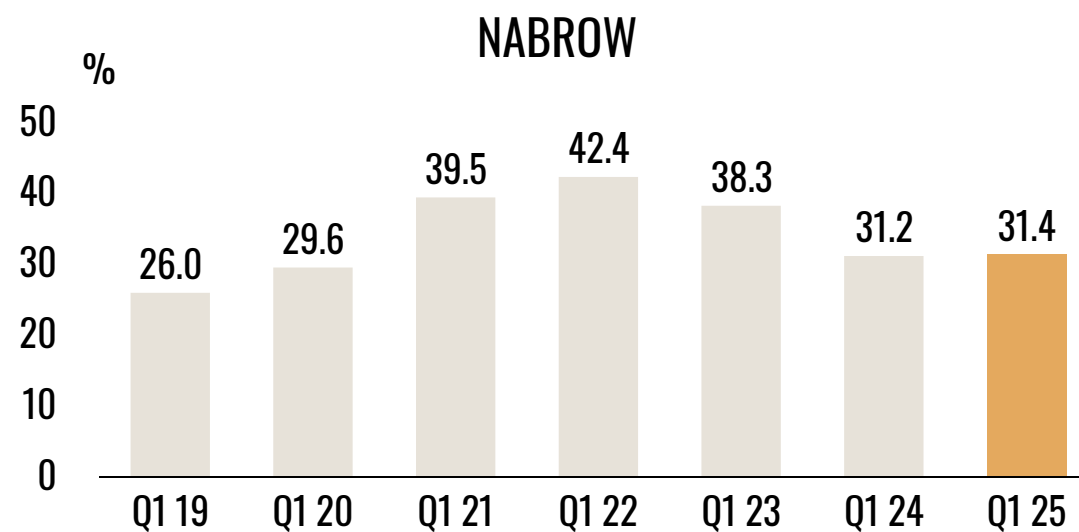
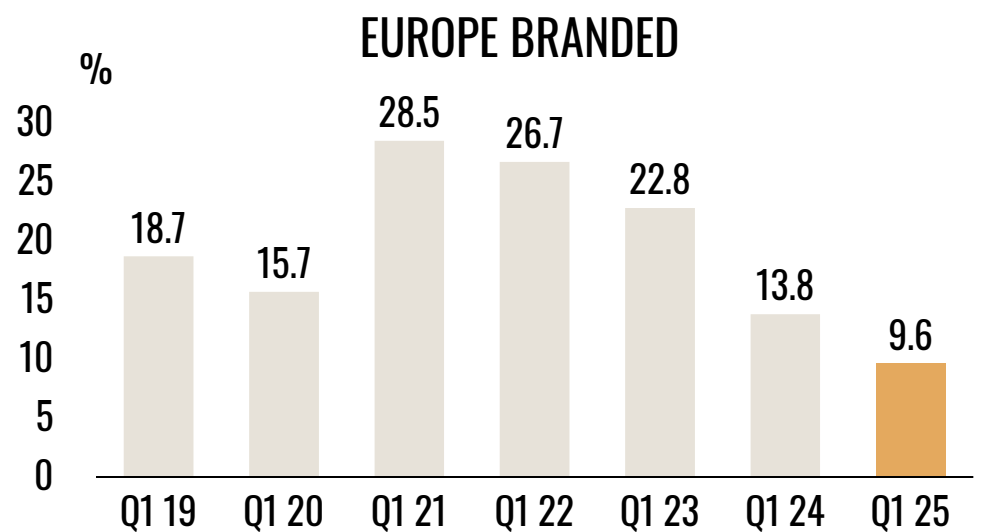
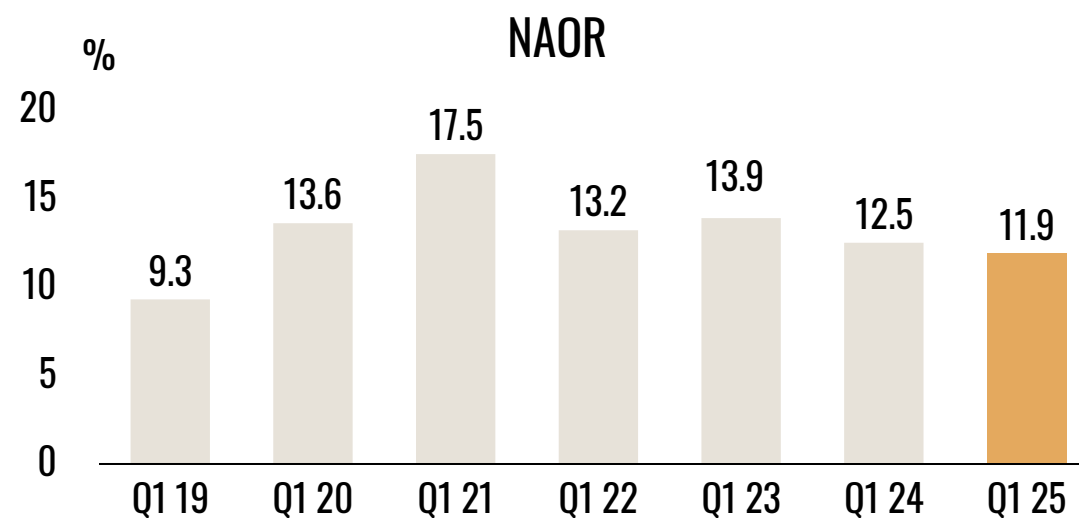
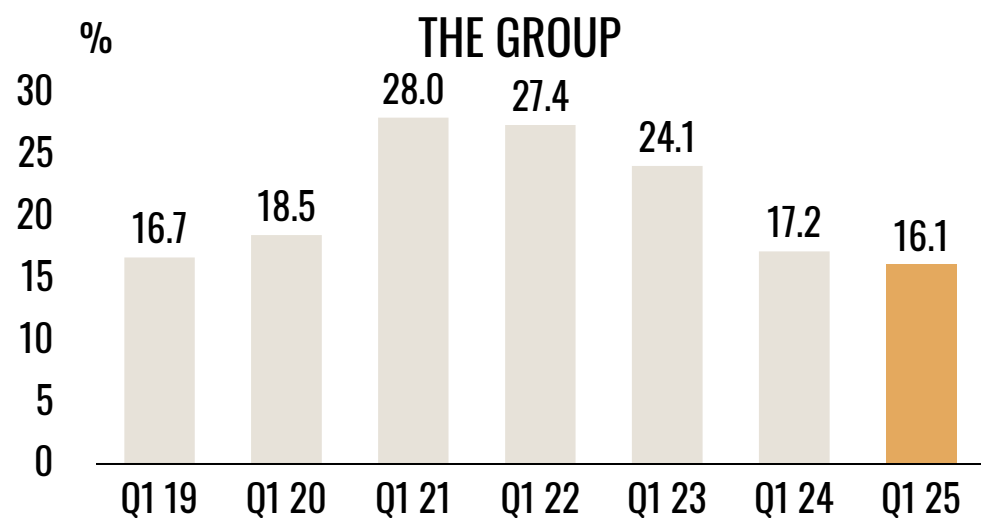
PRODUCT CATEGORY PERFORMANCE

	Q1 2025			FY 2024		
	Share of Group Net sales (%)	Organic Growth (%)	Reported Growth (%)	Share of Group Net sales (%)	Organic Growth (%)	Reported Growth (%)
Handmade Cigars	34%	-9%	-6%	36%	1%	2%
MRC and Smoking Tobacco	51%	-3%	11%	48%	-2%	3%
Next Generation Products	4%	-43%	-18%	5%	26%	118%
Other*	11%	-13%	-5%	11%	1%	4%
Group	100%	-9%	1%	100%	0%	5%

* Other includes Accessories, Contract Manufacturing, Bar Sales a.o.



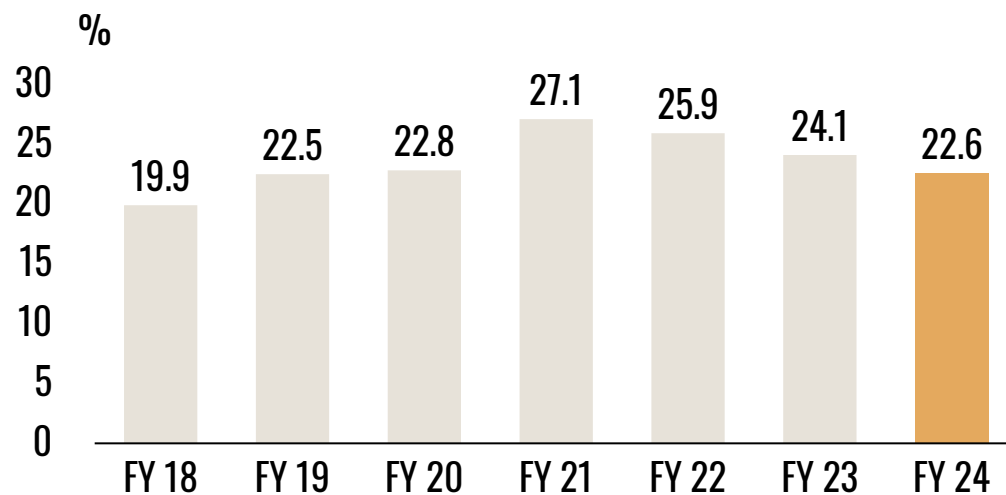
LONG TERM TREND - EBITDA MARGINS Q1 2019-Q1 2025



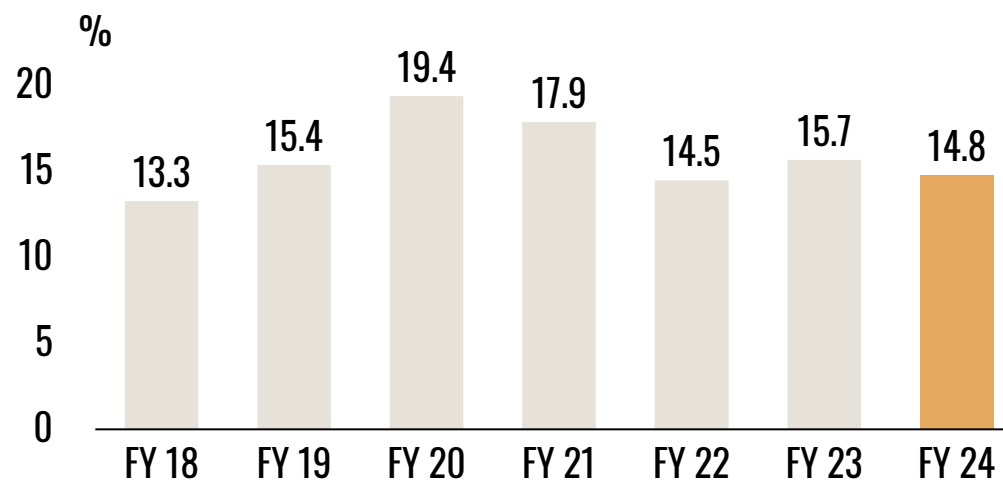


LONG TERM TREND - EBITDA MARGINS (FY 2018-FY 2024)

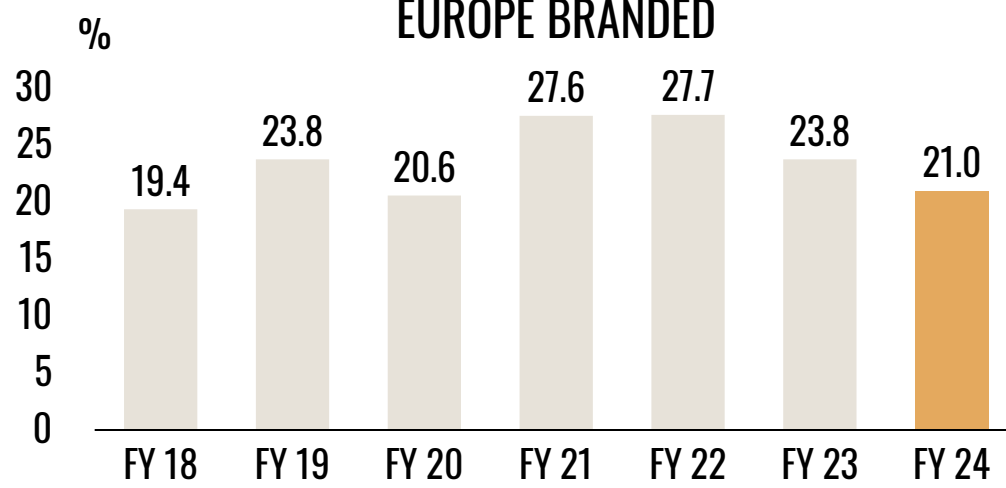
THE GROUP



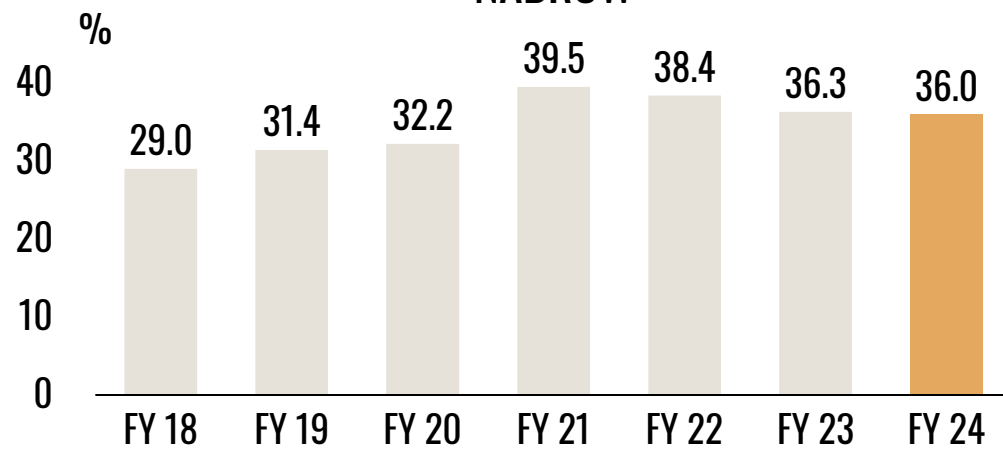
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SCANDINAVIAN TOBACCO GROUP

THANK YOU