



**CREATING MOMENTS
OF ENJOYMENT**



Investor Presentation

**Q2 2025 Results
28 August 2025**





CORPORATE SUMMARY*

Market cap	Share price	Shares Outstanding
DKK 7.1 billion	DKK 90	78.7 million

Major Shareholders

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

Analyst Coverage

Carnegie

Deutsche Bank

Nordea

A GLOBAL LEADER IN CIGARS

NO. 1 HANDMADE CIGARS IN USA

NO. 1 MACHINE-ROLLED CIGARS 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 26 August 2025



AGENDA

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

Financial Expectations 2025

Niels Frederiksen, Chief Executive Officer

Q&A Session

All



NIELS FREDERIKSEN
Chief Executive Officer



MARIANNE RØRSLEV BOCK
Chief Financial Officer



TORBEN SAND
Director of Investor Relations



HIGHLIGHTS AND STRATEGY UPDATE

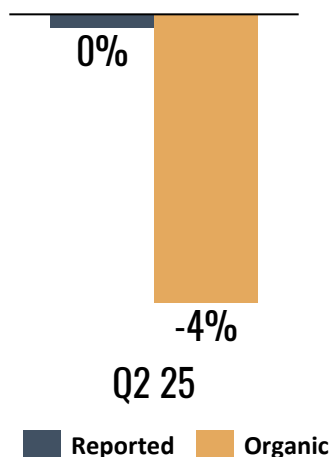
NIELS FREDERIKSEN, CEO



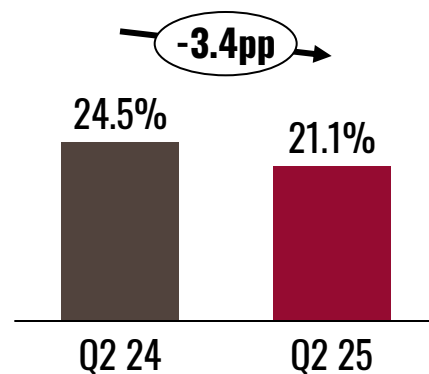
Q2 2025 HIGHLIGHTS

- Reported net sales enhanced by Mac Baren acquisition and organic growth in main product categories
- Organic net sales growth impacted by ZYN (-3%) and lower CMA and accessories sales
- EBITDA margin in line with expectations supporting full-year guidance range of 18-22%
- Free cash flow before acquisitions on track to reach DKK 800-1,000 million for the full year

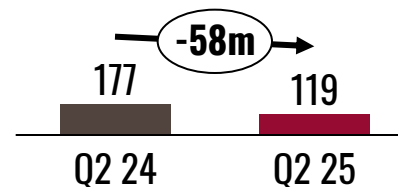
Net Sales Growth



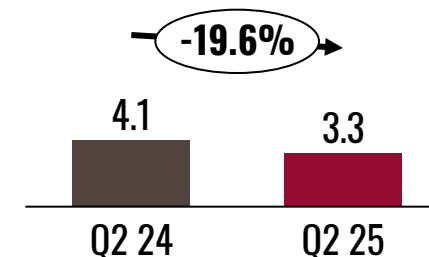
EBITDA margin



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 on track
Retail store expansion to continue
Market positions in MRC stabilizing
XQS deliver double-digit growth
ERP implementation moves forward

GROWTH ENABLERS

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



PRODUCT CATEGORIES

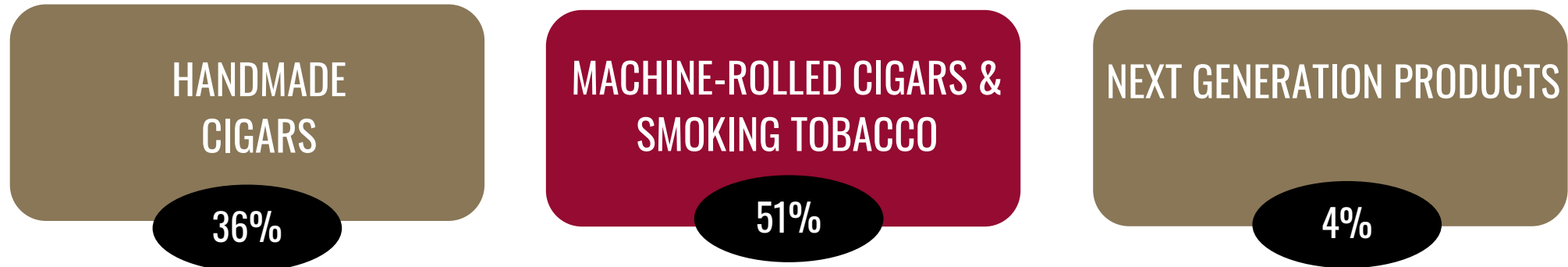
NIELS FREDERIKSEN, CEO



NET SALES DISTRIBUTION

Q2 2025

PRODUCT CATEGORIES*



* Other (accessories, bar sales a.o.) accounts for 9%

COMMERCIAL DIVISIONS





HANDMADE CIGARS

Q2 2025: 36% OF GROUP NET SALES



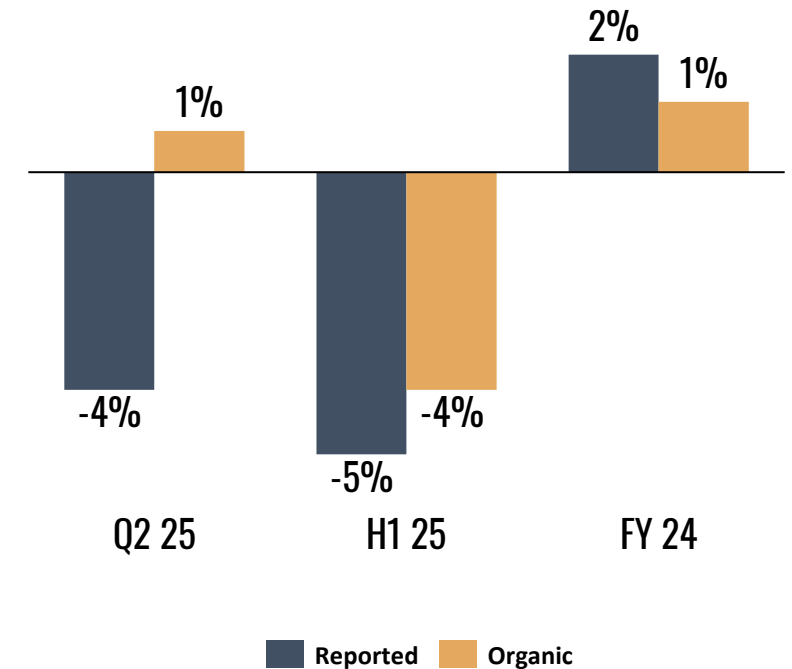
Organic Net Sales Growth Drivers

- Wholesalers and distributors: Recovery vs. Q1 enhanced by major trade show in April
- Online: Slightly down with active consumers declining. Retention improving
- Retail: Growth driven by new store openings during the past year
- International markets: Declining due to lower sales to Asia

Market Update

- US market uncertainties persist
- Consumer behavior a key for volume developments

Net Sales Growth





MACHINE-ROLLED CIGARS & SMOKING TOBACCO

Q2 2025: 51% OF GROUP NET SALES

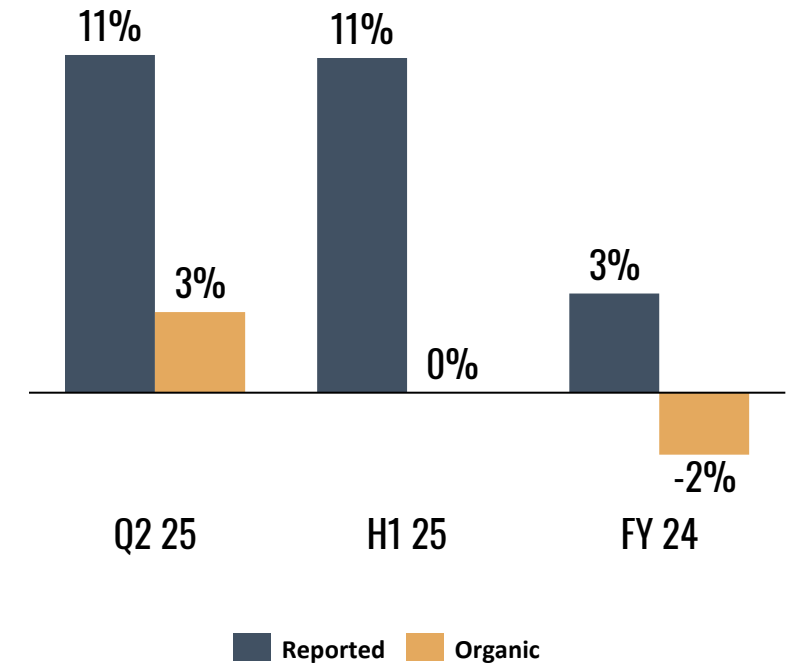
Organic Net Sales Growth Drivers

- Machine-Rolled Cigars: -2%
 - EU-7* total market volume increased by 1.5%
 - EU-7 market share recovered to 27.7%
- Smoking Tobacco: 10% organic growth enhanced by fine-cut tobacco

Market Update

- MRC total market volume trend stable with a decline rate at 2-3% p.a.

Net Sales Growth



* EU-7 markets: France, UK, Spain, Germany, Italy, Netherlands, Belgium



NEXT GENERATION PRODUCTS

Q2 2025: 4% OF GROUP NET SALES

Organic Net Sales Growth Drivers

- Discontinuation of ZYN distribution impacts growth by -47%
- Streamlining of Ace and Gritt to fewer markets
- XQS brand delivered about 20% growth driven by Sweden and UK

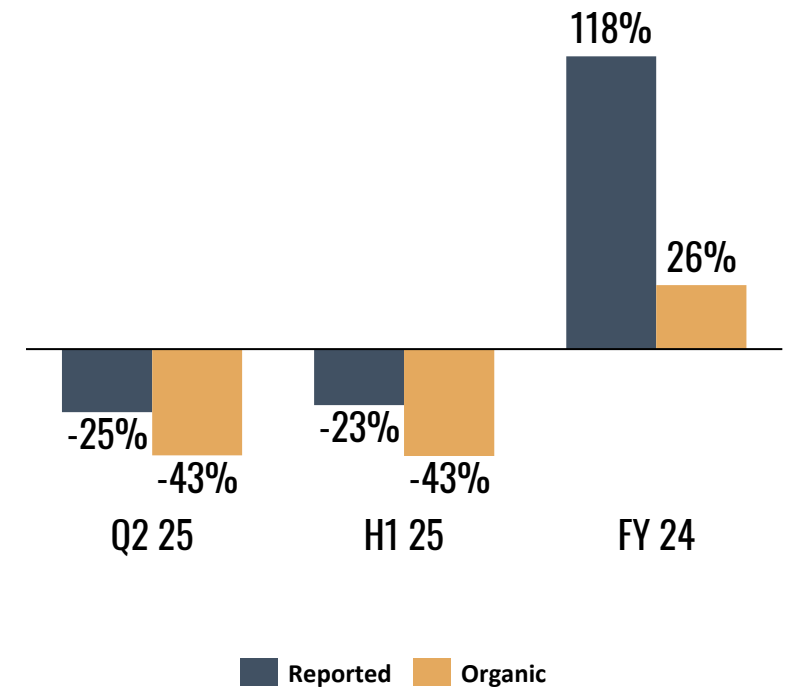
Market Update

- ZYN will not impact growth from Q3 2025 onwards
- XQS market share in Sweden above 12% in July 2025

Q2/H1 2025 RESULTS



Net Sales Growth





DIVISIONS & GROUP FINANCIALS

MARIANNE BOCK, CFO



EUROPE BRANDED

Q2 2025: 36% OF GROUP NET SALES



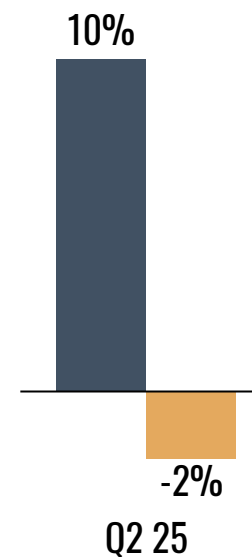
Organic Net Sales Growth -2%

- Decline rate improving in Handmade Cigars and Machine-Rolled Cigars & Smoking Tobacco
- NGPs contributes with growth driven by XQS

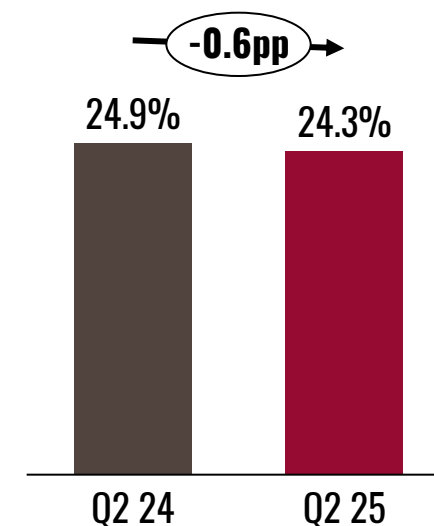
EBITDA margin 24.3% vs. 24.9% last year

- Mix changes driven by growth in nicotine pouches
- Investments in market positions continue
- Cost inflation and pricing

Net Sales Growth



EBITDA margin



■ Reported ■ Organic



NORTH AMERICA BRANDED & ROW

Q2 2025: 33% OF GROUP NET SALES

CAO

COHIBA

MACANUDO

Captain Black

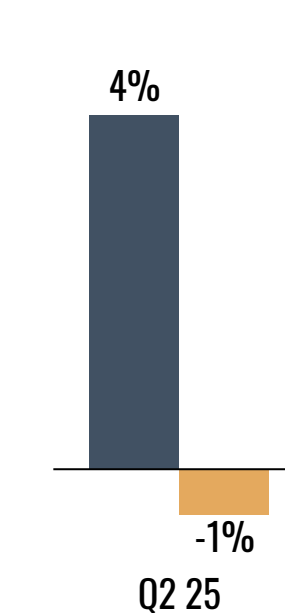
Organic Net Sales Growth -1%

- Handmade cigars: mid single-digit growth with pricing off-setting volume decline and decline in international sales
- Double-digit decrease in sale of accessories in Australia

EBITDA margin 30.2% vs. 36.6% last year

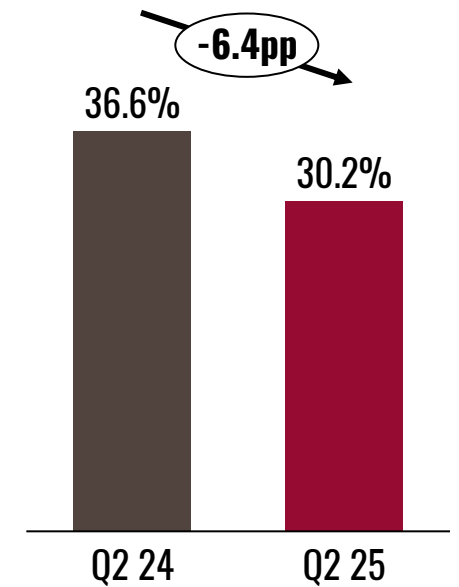
- Mix changes driven by sales decline in high margin markets; accessories in Australia and fine-cut in Norway

Net Sales Growth



Reported Organic

EBITDA margin





NORTH AMERICA ONLINE & RETAIL

Q2 2025: 31% OF GROUP NET SALES

Organic Net Sales Growth -10%

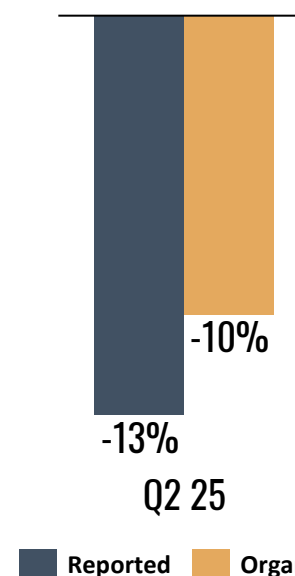
- ZYN impacted by -10%. Q3/Q4 2025 comparisons to be “clean”
- Online unchanged despite decline in active customers at file
- Retail: Double digit growth enhanced by store openings
- Tactical pricing

EBITDA margin 13.1% vs. 18.1% last year

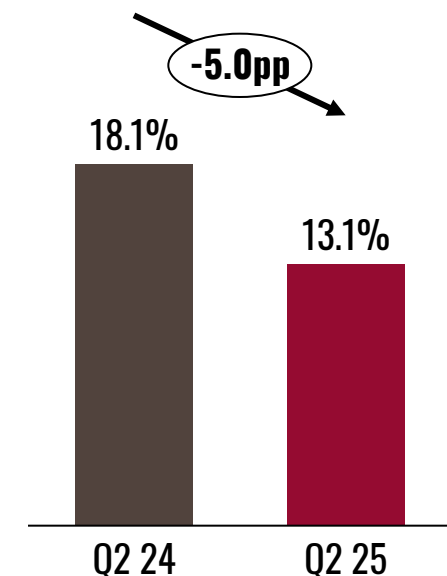
- Significant impact from ZYN on last years profitability
- High promotional activity to support market position



Net Sales Growth



EBITDA margin





Q2 2025 RESULTS

DKK million	Q2 2025	Q2 2024	6M 2025	6M 2024	FY 2024
Net sales	2,361	2,366	4,335	4,314	9,202
Gross profit (before special items)	1,063	1,109	1,930	1,990	4,279
OPEX	-571	-545	-1,132	-1,095	-2,248
Other income	7	16	18	19	49
EBITDA before special items	499	580	816	915	2,079
Special items	-35	-53	-105	-83	-279
EBIT	354	429	490	637	1,380
Net financials	-67	-53	-140	-107	-186
Net profit	227	297	279	422	940
Adjusted EPS (DKK)	3.3	4.1	4.7	5.8	13.7
Cash flow from operations	150	246	327	175	1,179
Free cash flow before acquisitions	119	177	275	52	931





Q2 2025 KEY KPI'S

	Q2 2025	Q2 2024	6M 2025	6M 2024	FY 2024
Organic net sales growth	-4.1%	4.8%	-6.3%	1.5%	0.4%
Gross margin	45.0%	46.9%	44.5%	46.1%	46.5%
OPEX ratio	24.2%	23.0%	26.1%	25.4%	24.4%
EBITDA margin	21.1%	24.5%	18.8%	21.2%	22.6%



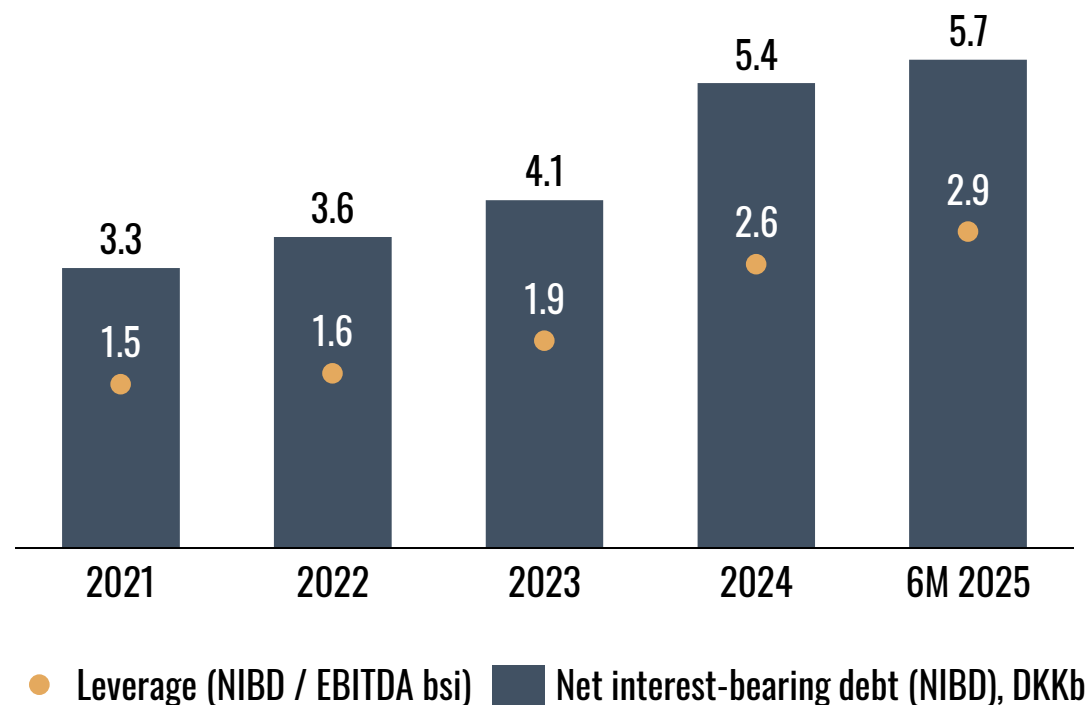


NET DEBT AND LEVERAGE

Q2 2025

- Net debt increased by DKK 0.3 billion versus end 2024
- Leverage ratio increased to 2.9x from 2.6x by end 2024, primarily due to dividend payments in April.

Leverage ratio expected to decrease slightly towards the end of 2025





SCANDINAVIAN TOBACCO GROUP

A close-up photograph of two hands holding two large bundles of cigars. The cigars are dark brown and wrapped in light-colored fabric. The hands are positioned in the center of the frame, with the fingers visible at the edges of the bundles.

FINANCIAL EXPECTATIONS 2025

NIELS FREDERIKSEN, CEO



FINANCIAL EXPECTATIONS 2025*

FINANCIAL PERFORMANCE IN Q2 / H1 2025 SUPPORT FULL YEAR EXPECTATIONS

2025

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

* Guidance and assumptions are based on no impact from potential new acquisitions and at current exchange rates. A 10% change in the USD/DKK exchange rate would impact group net sales by approximately 5 percentage points with EBITDA margins being only marginally impacted.



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

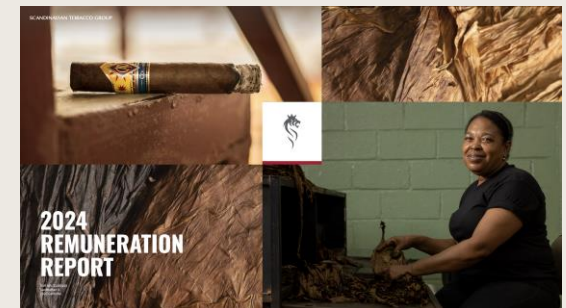
Annual Report 2024

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 20 NOV 2025 Capital Market Event



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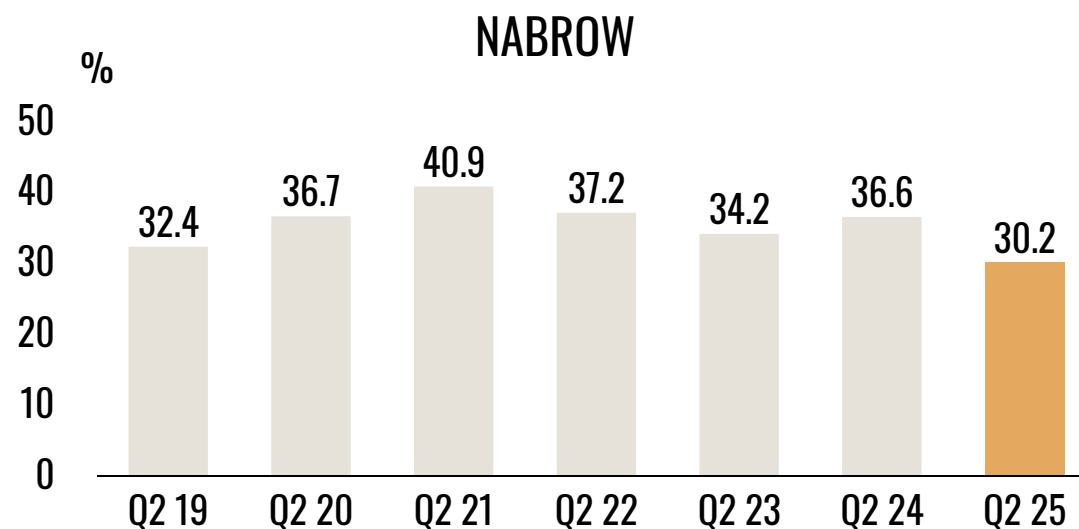
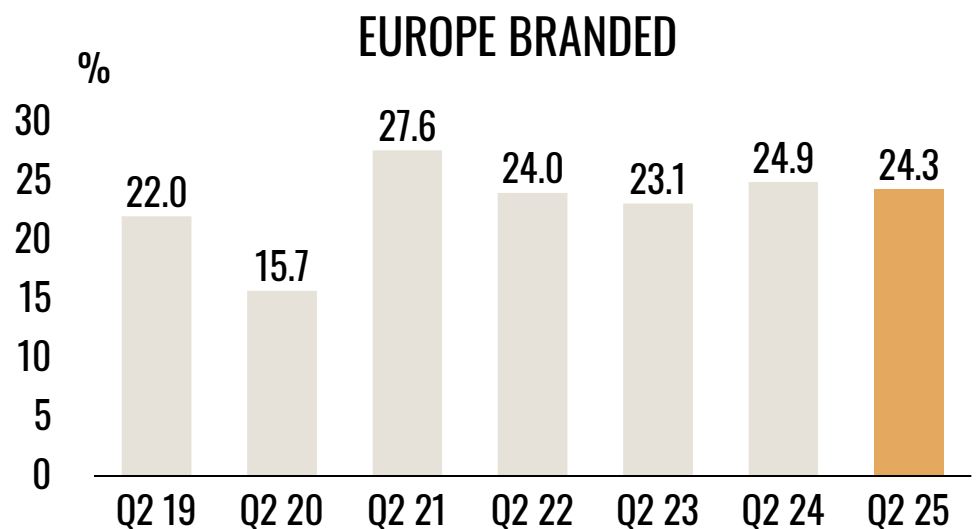
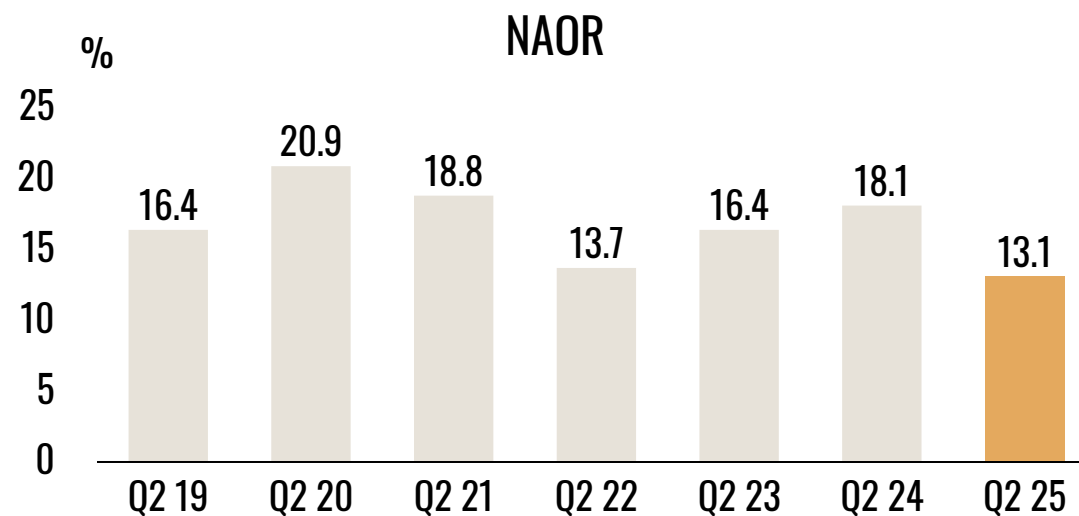
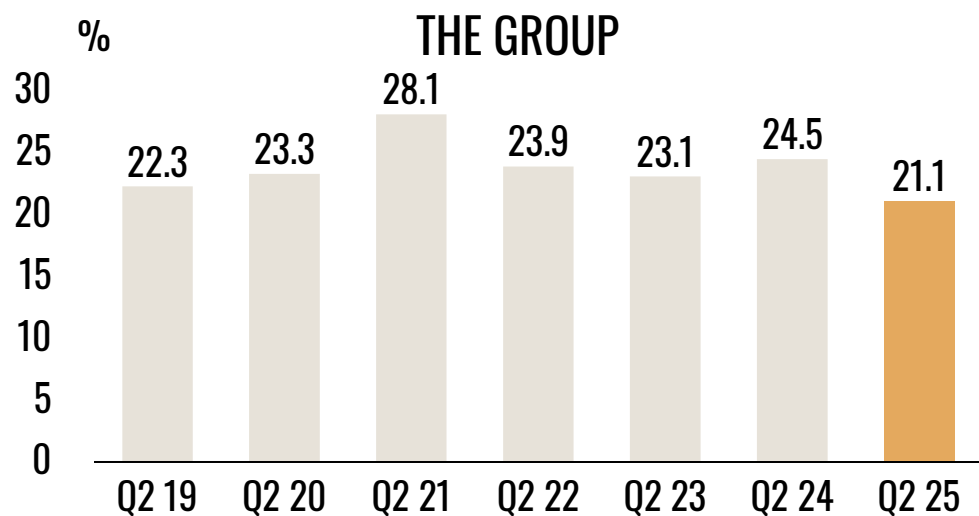
PRODUCT CATEGORY PERFORMANCE

	Q2 2025			6M 2025		
	Share of Group Net sales (%)	Organic Growth (%)	Reported Growth (%)	Share of Group Net sales (%)	Organic Growth (%)	Reported Growth (%)
Handmade Cigars	36%	1%	-4%	35%	-4%	-5%
MRC and Smoking Tobacco	51%	3%	11%	51%	0%	11%
Next Generation Products	4%	-43%	-25%	4%	-43%	-23%
Other*	9%	-23%	-20%	10%	-19%	-13%
Group	100%	-4%	0%	100%	-6%	1%

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



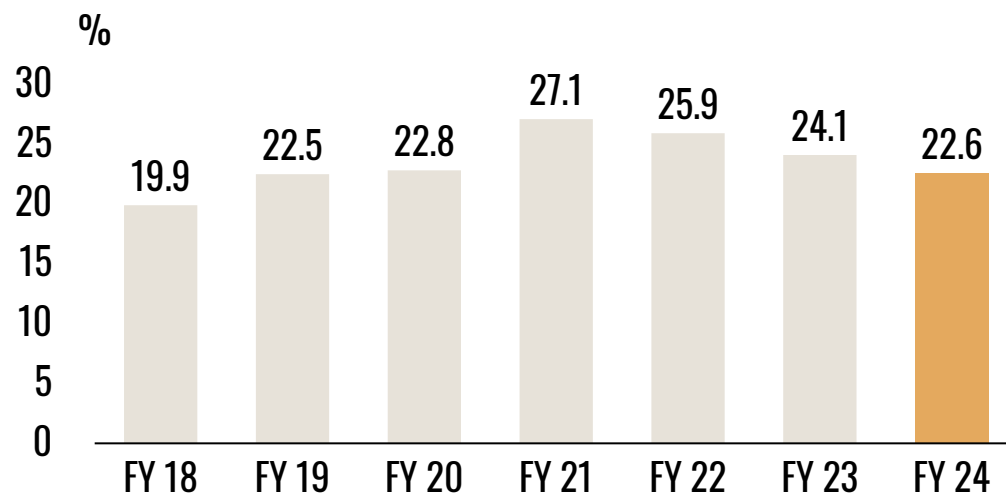
LONG TERM TREND - EBITDA MARGINS Q2 2019-Q2 2025



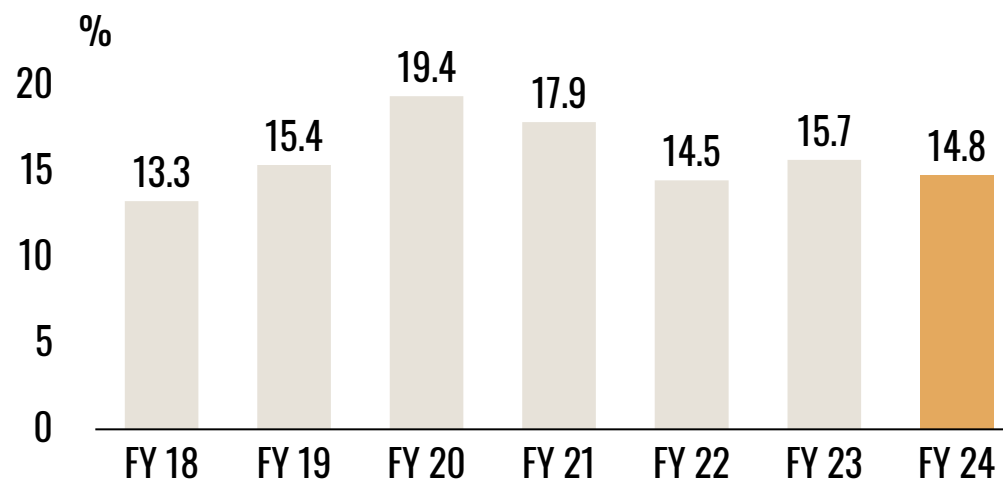


LONG TERM TREND - EBITDA MARGINS (FY 2018-FY 2024)

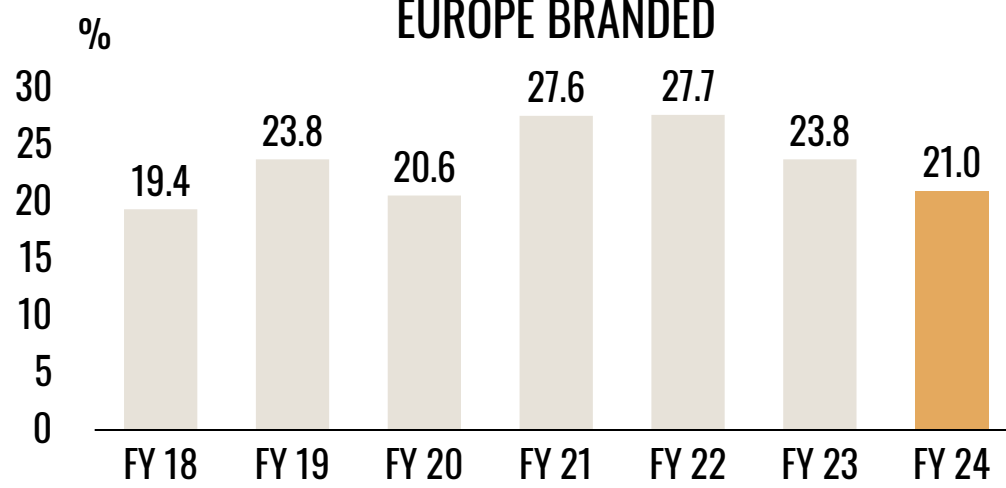
THE GROUP



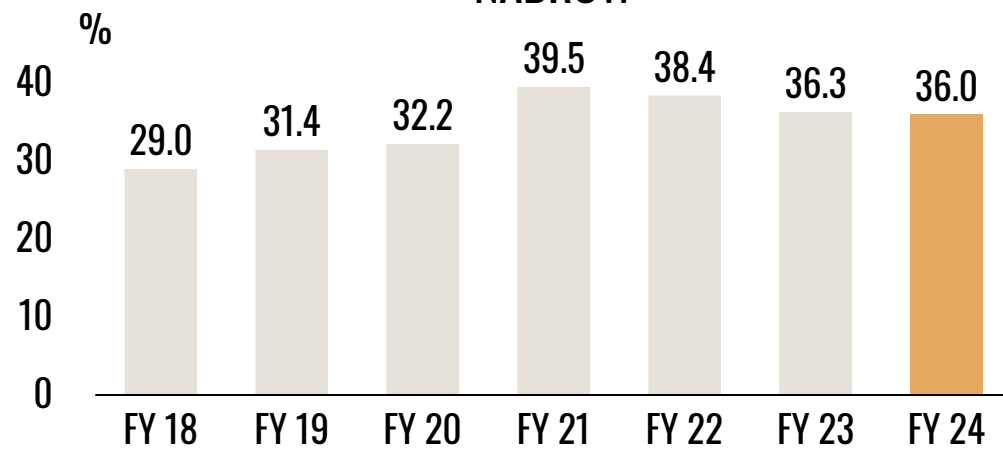
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SCANDINAVIAN TOBACCO GROUP

THANK YOU