



Profoto Interim Report Q3

October 27, 2021

Today's speakers

CEO



Anders Hedebark
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CFO



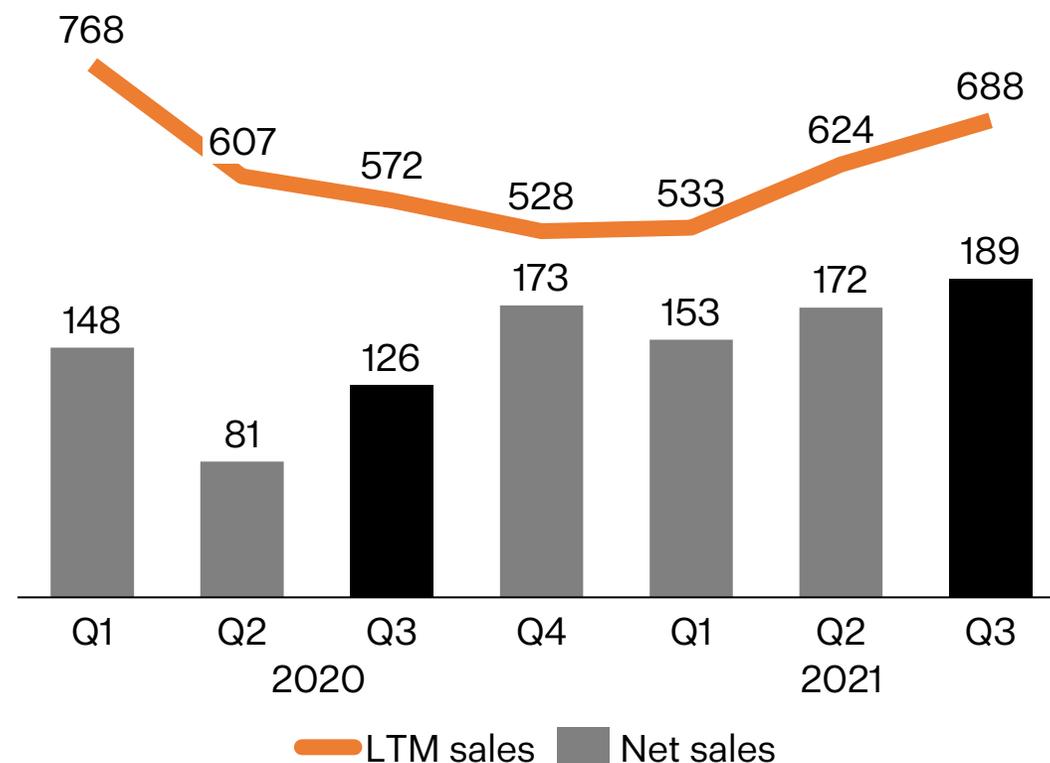
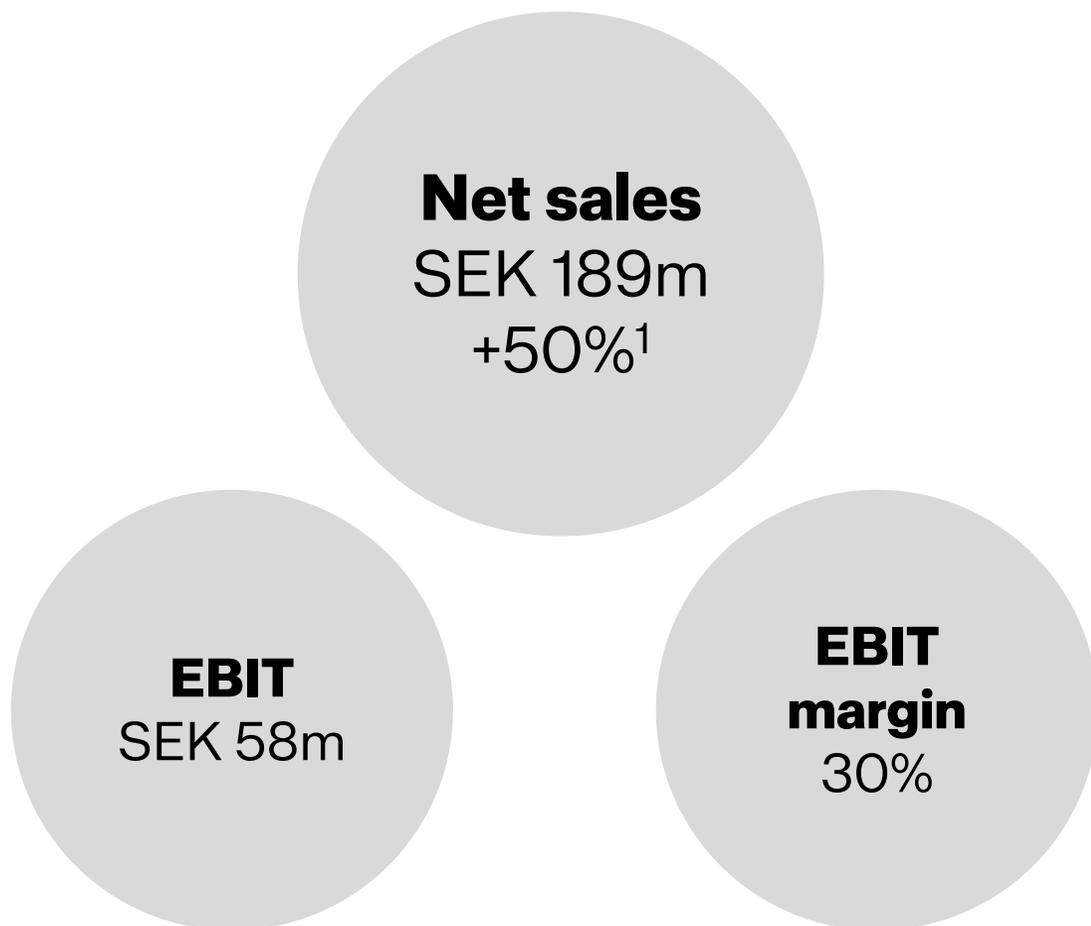
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Continued sales growth following opening of societies





Q3 Highlights

- Continued opening of societies driving sales and customer activities
 - Activities such as travel, weddings and commercial photography drive the underlying demand for lighting used in professional photography.
 - More activities being held and planned in the US and Europe. Consequently, dealers and rental companies have been more optimistic.
- High demand for lights used for e-commerce product shoots
- Shortage of components had a limited and manageable impact on the quarter



Continuous innovation drives sales

Two major product launches during 2021:

- B10X & B10X plus, the lights for videos and stills
- Pro-11, a un update of our flagship product Pro-10

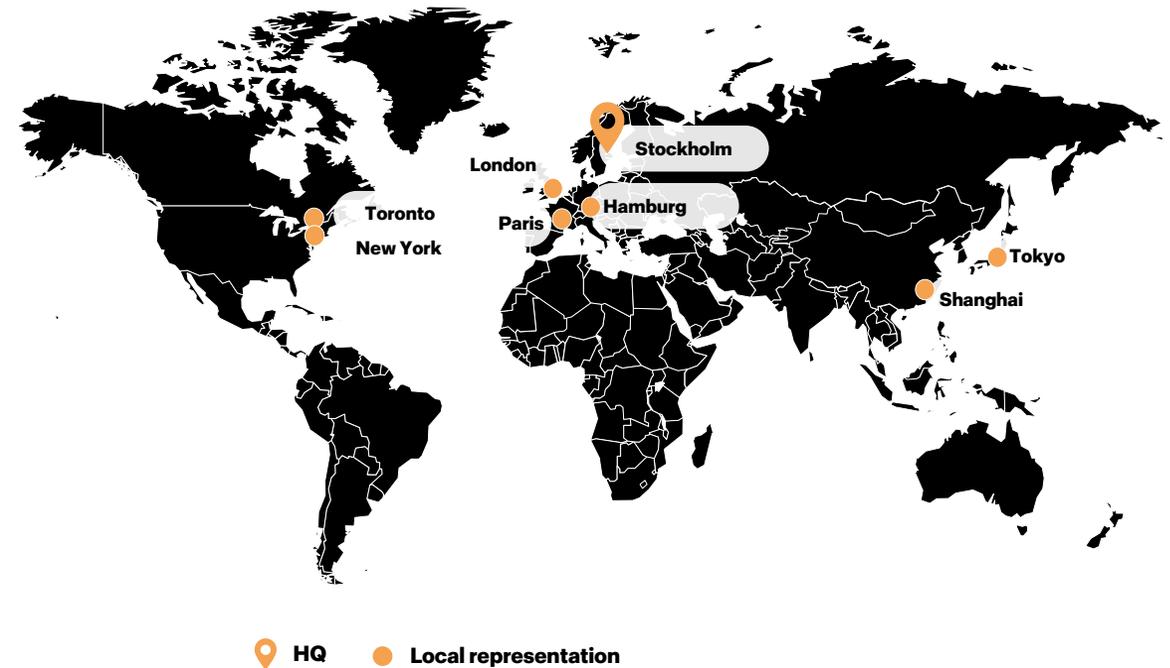
Appr 10% of sales invested in R&D

44 FTE within R&D

27 active patents

Profoto is the world leader in lighting products for professional photographers

- In the growing image and content creation market
- Premium position in the segment “Photography lighting solutions”
- Innovative and easy-to-use flashes and light shaping system
- Used by the leading photographers
- Global distribution
- Organic growth and high margins
- Large investments in innovation
- Operational efficiency – outsourced production
- Only hiring the best

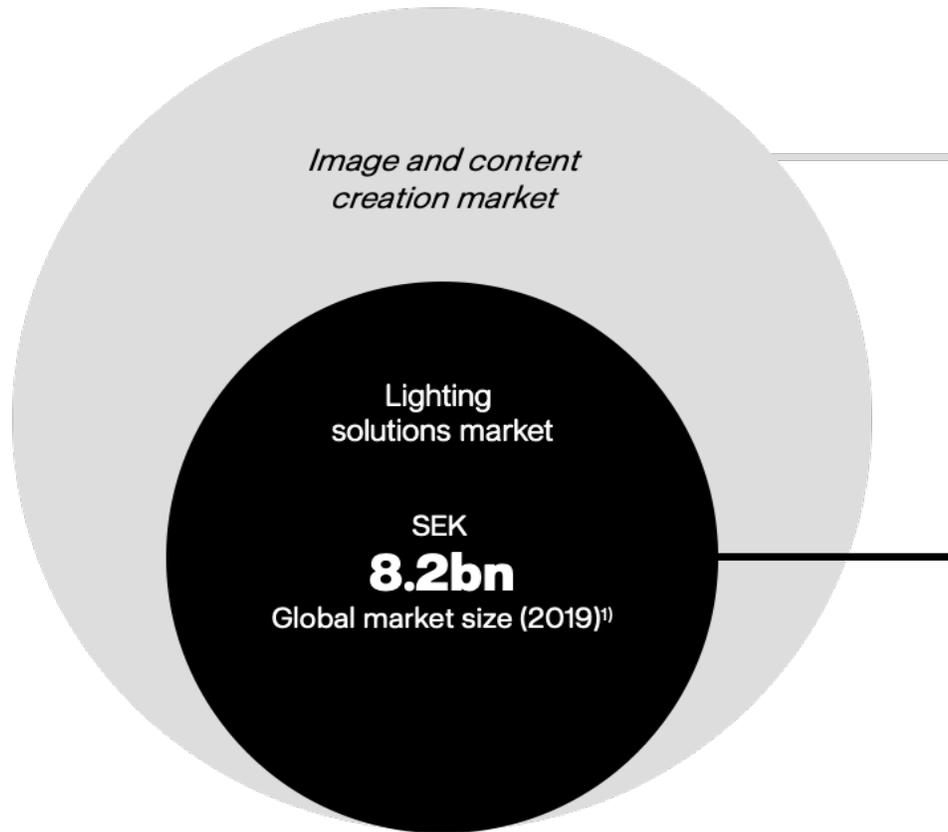


Long entrepreneurial history with niche leadership

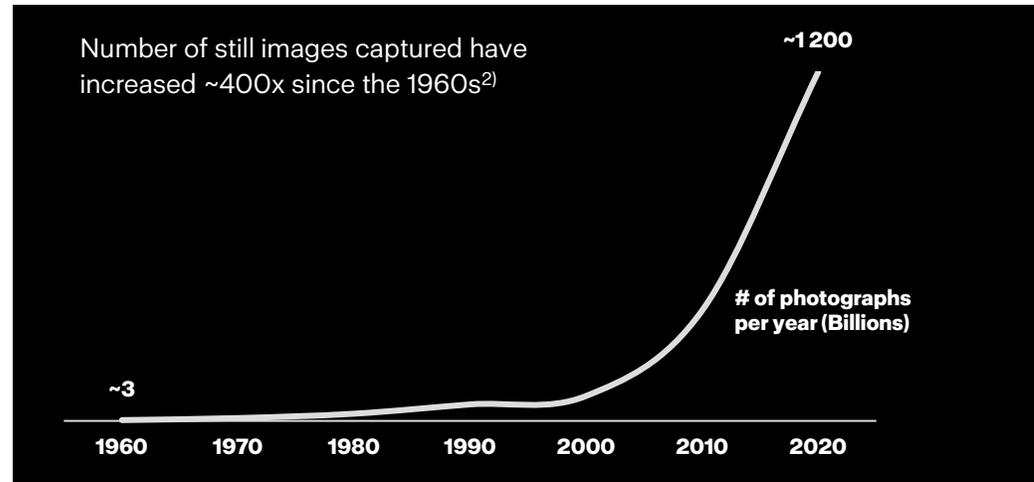


1. Founded in 1968 by Conny Dufgran & Eckhard Heine
2. Premium position from the start
3. Anders Hedebark appointed CEO in 1997
4. Customer focus and quality products for growth
5. Entrepreneurial spirit and drive
6. Petter Sylvan appointed CFO 2009
7. Good growth and profitability

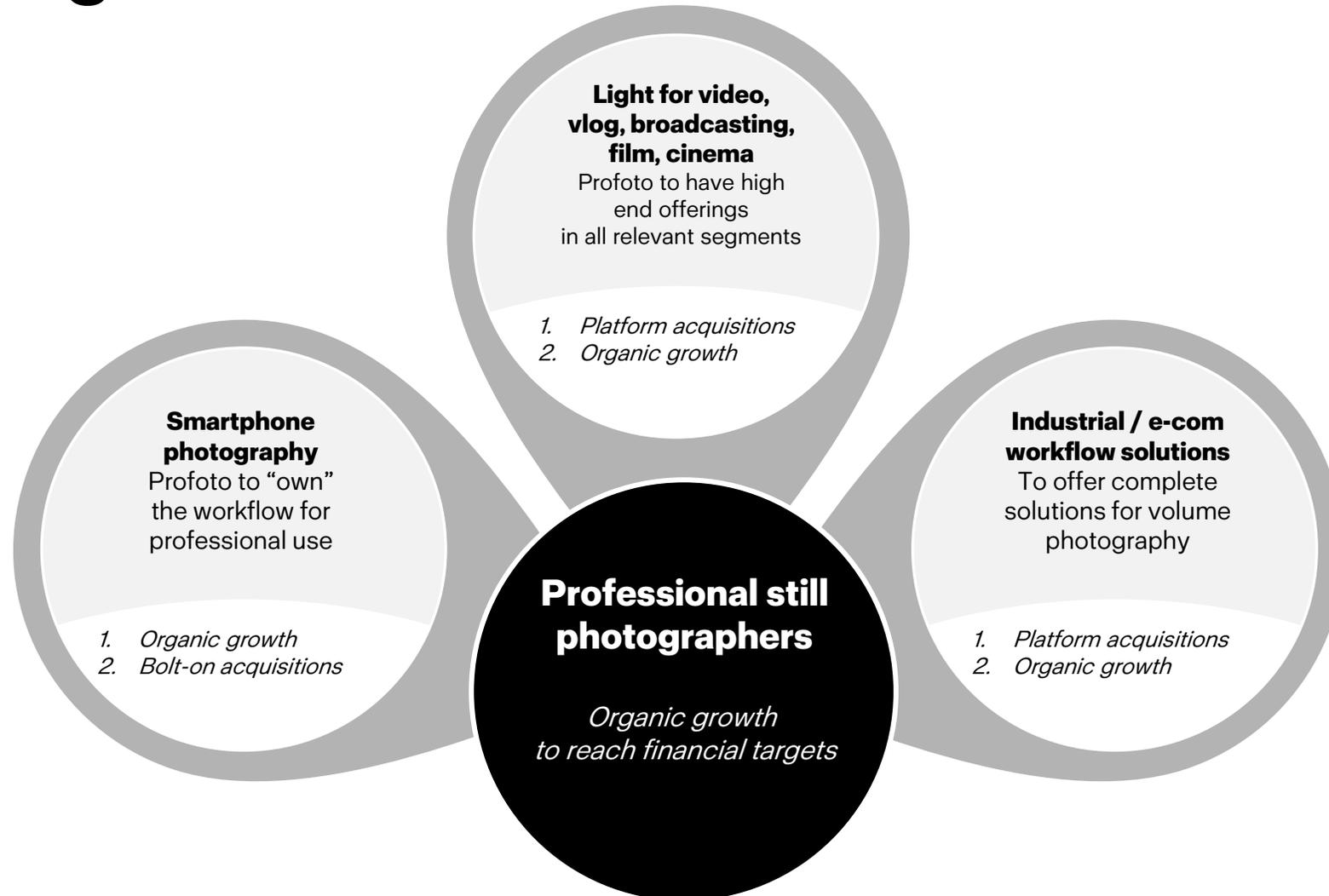
Part of the attractive and fast changing image and content creation market



- Content is key
- Sharing of pictures and videos is growing
- Video communication growing fast
- More content is consumed on channels like Netflix and Amazon Prime
- Vlogging, social media and home-working increasing



Strong core growth strategy coupled with several additional growth avenues

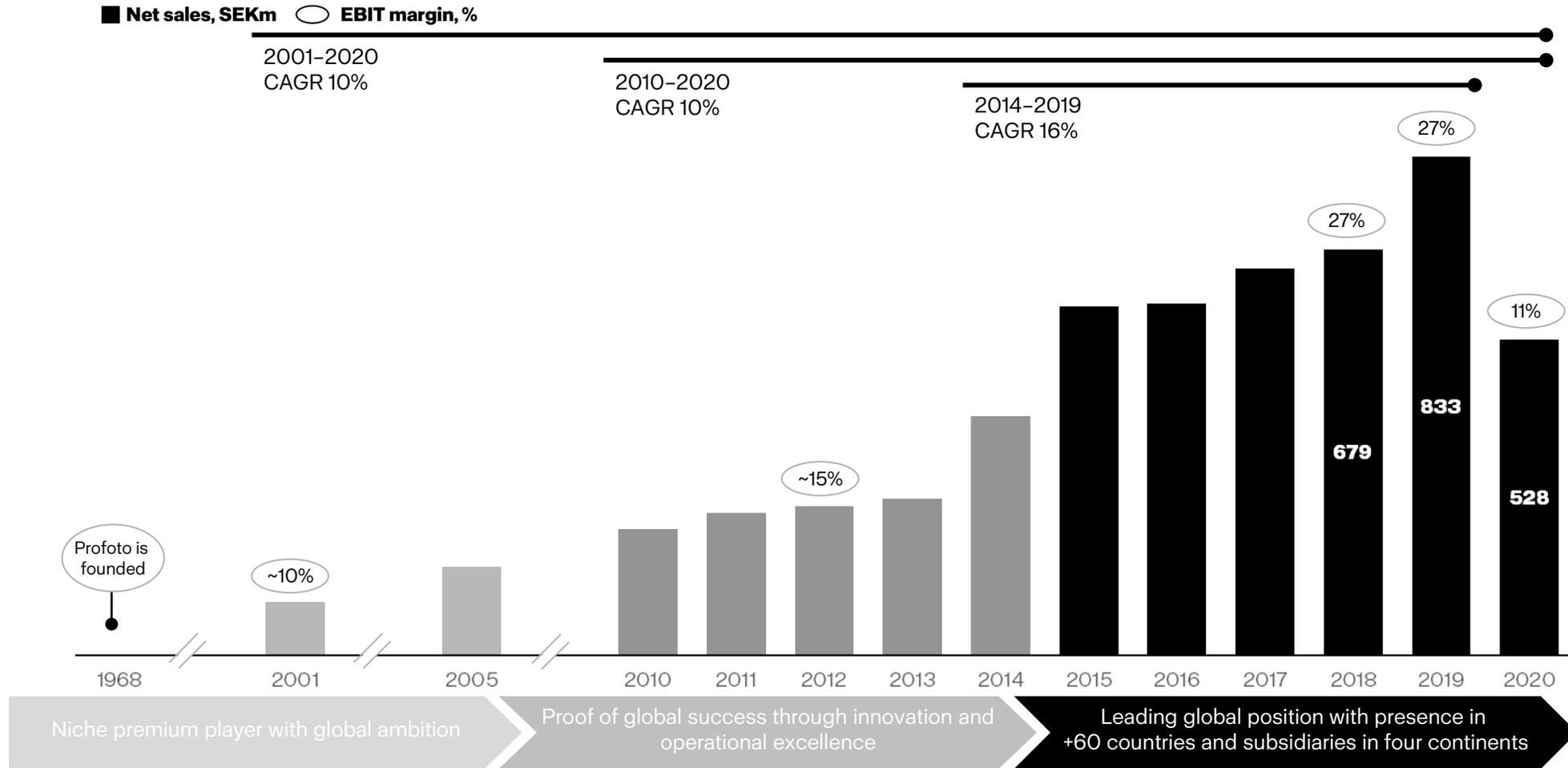




Investment highlights in the IPO

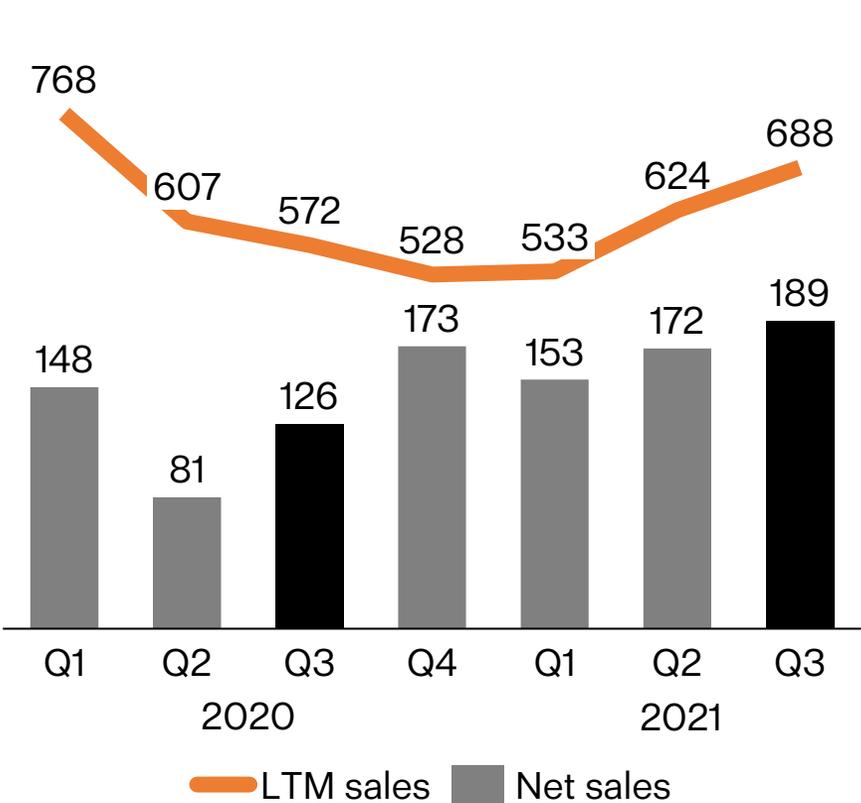
1. Leading brand in a global market niche
2. Attractive segment in the growing content creation market
3. Focus on core operations and innovation expands the addressable market
4. Organic growth coupled with several possible additional avenues
5. Competent and dedicated management with track-record
6. Long term organic growth and exceptional profitability

>50 years of organic growth

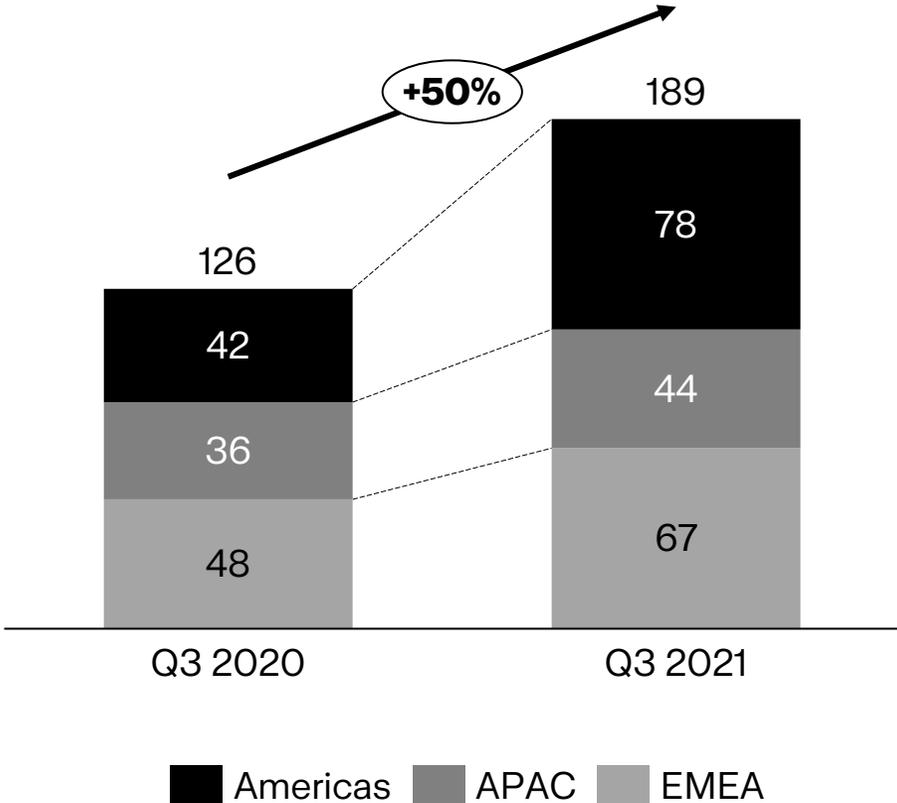


Americas and EMEA continued strong sales growth

Net sales, SEKm

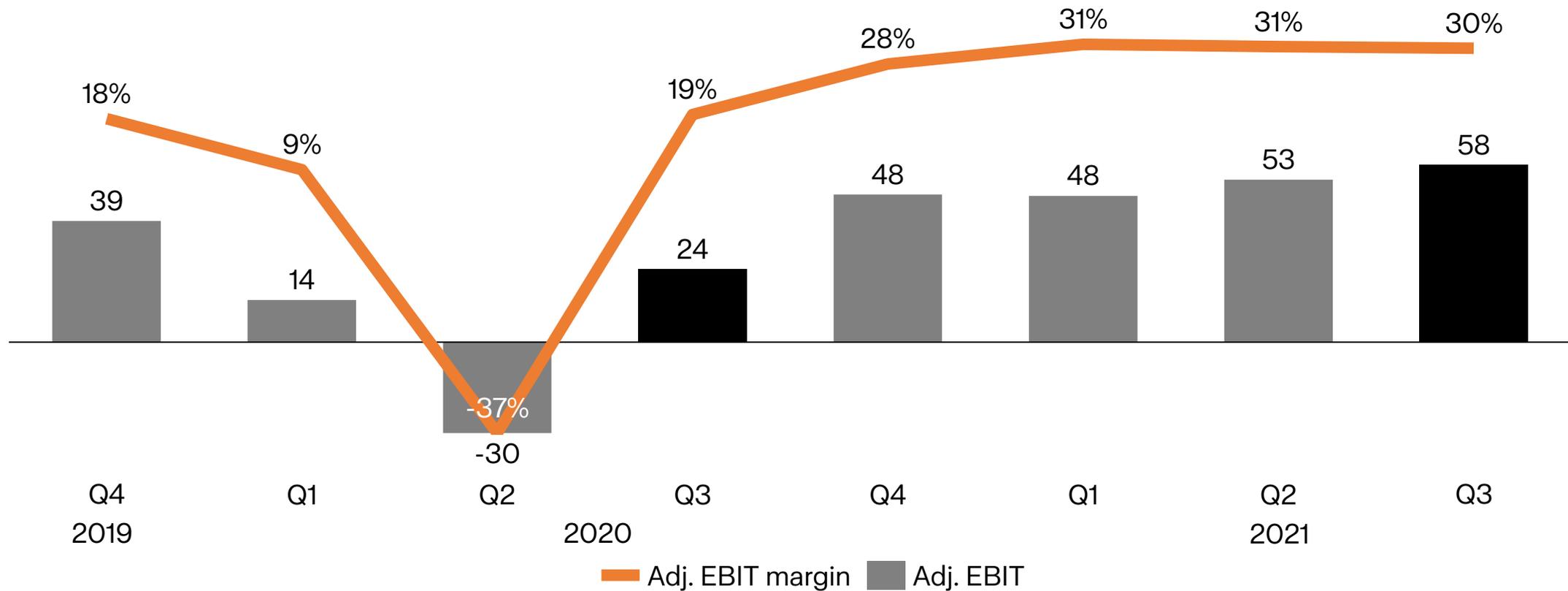


Net sales per region, SEKm



High adjusted EBIT margin due to strong sales

Adjusted EBIT, SEKm and %



Note: EBIT adjusted by SEK 8m in Q1 2021 and SEK 17m in Q2 2021 for IPO costs. No adjustments were made in Q3 2021

Strong EBIT-margin and sales growth, exceeding target

	Target	Q3 2021	YTD 2021
Net sales growth, adjusted for currency effects	10%	53%	54%
Full year net sales by 2023	SEK > 800m		
EBIT-margin	25-30%	30%	31%¹
Dividend policy	> 50%		

Questions!



Year-end report, February 10, 2022

Head of Investor Relations



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