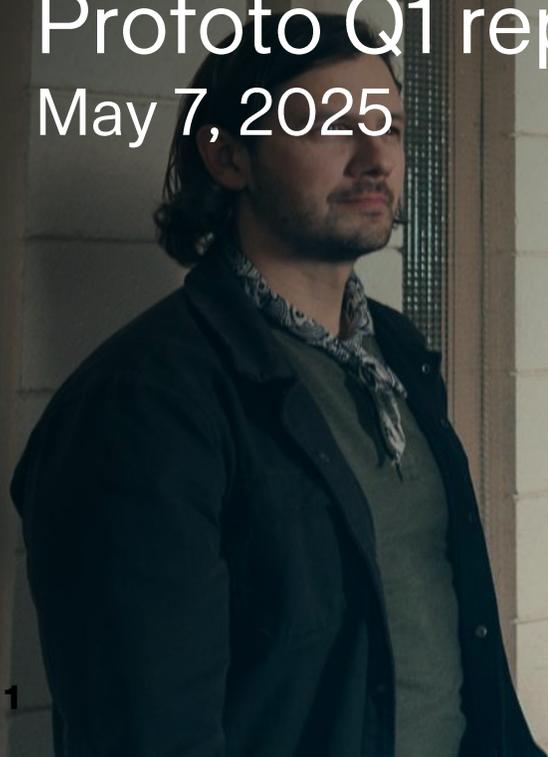


Results affected by economic uncertainty in the US

Profoto Q1 report 2025
May 7, 2025



Today's speakers

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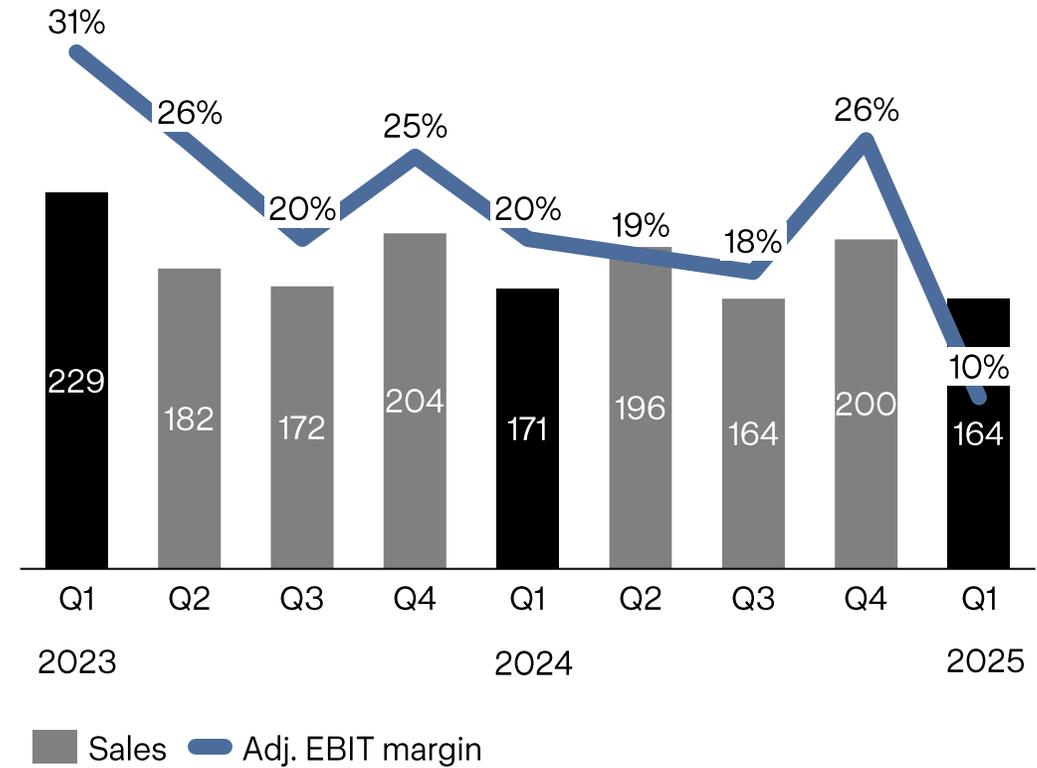
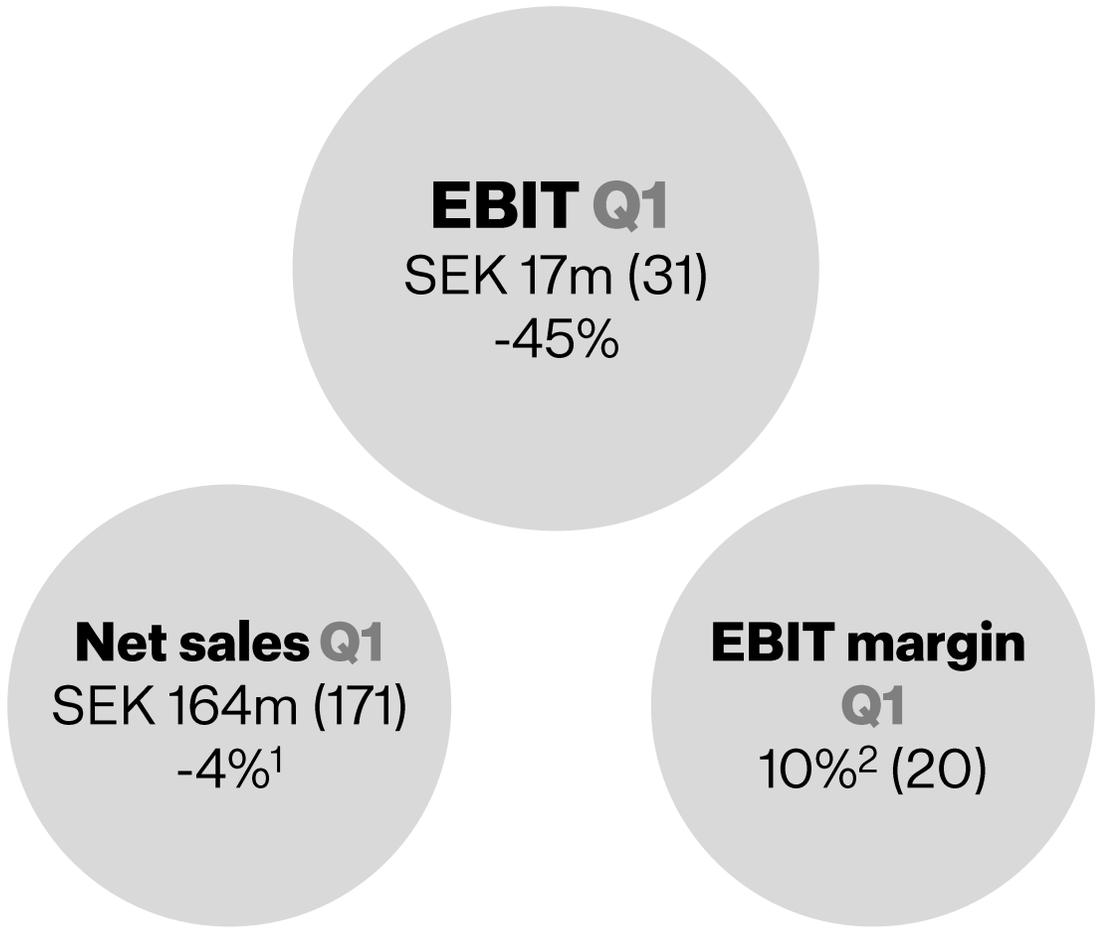


Summary Q1 2025

- Q1 results are in accordance with preliminary figures published on April 15.
- **Net sales** decreased by 4 percent to SEK 164m. Organic growth was negative 5 percent.
 - Explained by a significant decline in US sales.
- **EBIT** was SEK 17m (34), corresponding to an EBIT margin of 10 percent (20).
 - Result affected by negative currency effects.
- Started shipping of the L1600D.
- BoD has withdrawn dividend proposal; share buyback proposal remains.

10% EBIT margin in challenging quarter

Q1 2025



LTM results are tailing down on quarterly basis - but new product launches will break the trend

LTM

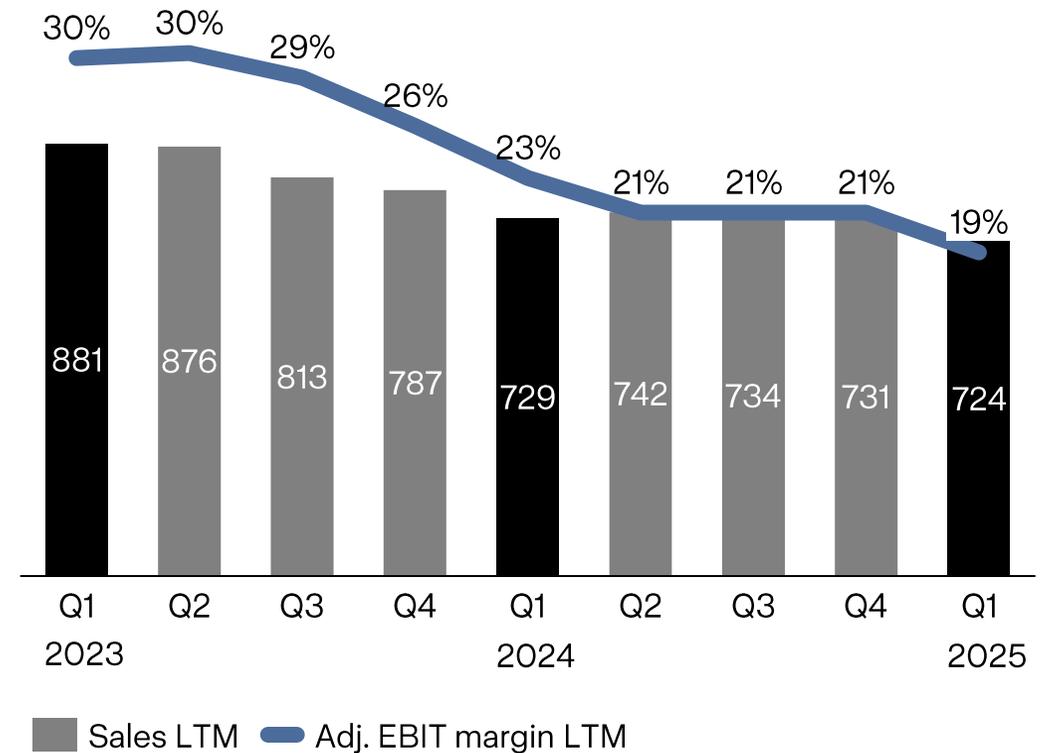
Adj. EBIT LTM

SEK 135m (167)
-19%

Net sales LTM

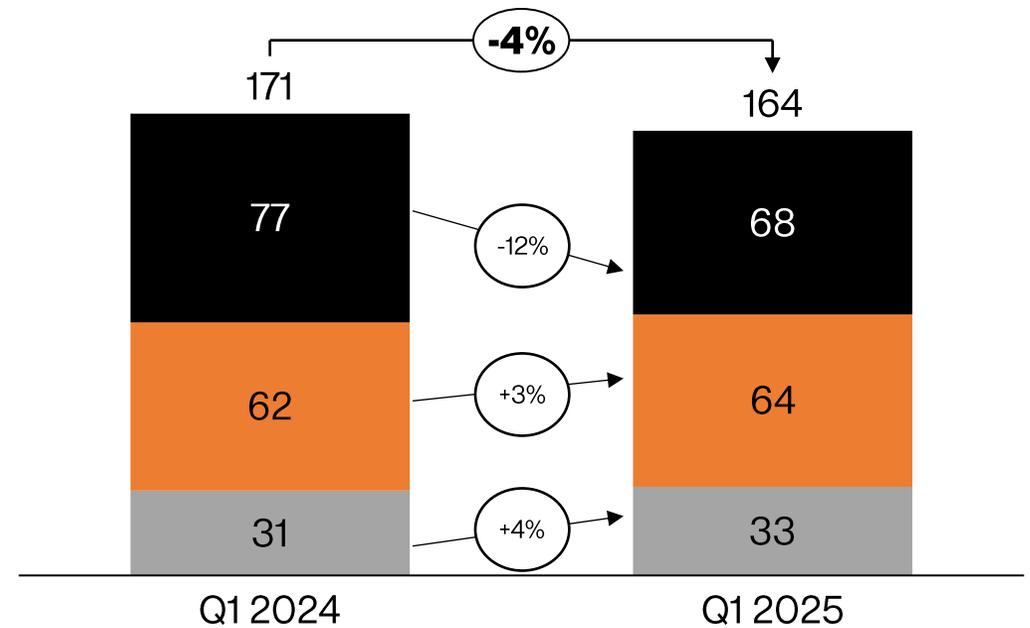
SEK 724m (729)
-1%¹

Adj. EBIT margin LTM
19% (23)



Sales decline in Americas, EMEA and APAC remain resilient

■ Americas ■ EMEA ■ APAC



Profoto is acting decisively to secure future profitability

- Savings plan expected to reduce cost base by around 20%:
 - Corresponding to an improved cash flow of SEK 60-80m on an annualized basis.
 - Of which approximately SEK 30m will positively affect EBIT.
- We are offsetting cost of new US tariffs with price increases.
- We will maintain a strong focus on sales and marketing.
- R&D spend will be more tilted towards LED product development.

Swift response to new US tariffs

- Majority of production in Thailand and Poland, approximately 10% in China.
- To retain strong margins and long-term profitability we intend to increase US prices to offset the cost of tariffs:
 - From May 15 a 10-15% price increase on 60% of the assortment.
 - Possibility of additional price increases in the near term.

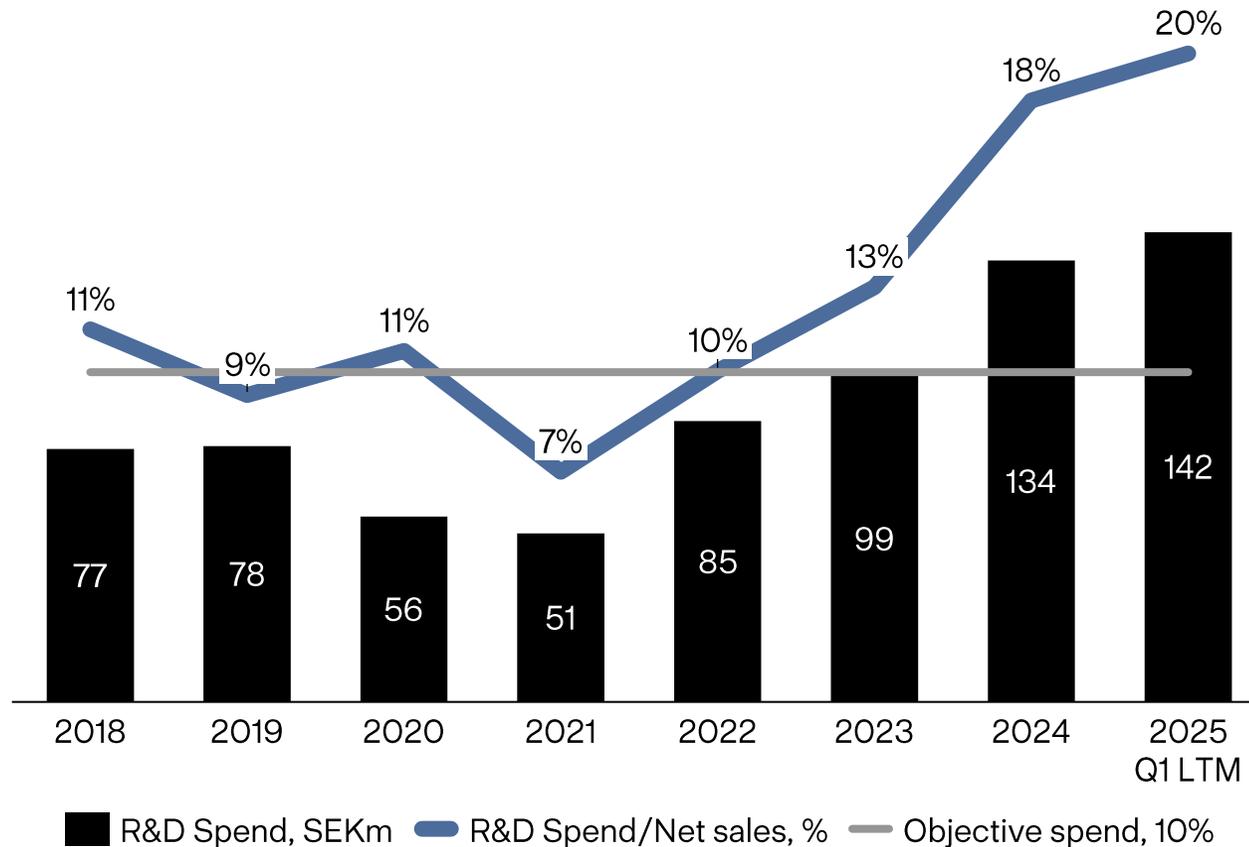
Change of market dynamics, majority of competitors manufacturing in China.

Flash portfolio updated, now we are launching LED

Studio lights	OCF lights	Clic	LED
 <p>Pro-B3</p>  <p>Pro-D3</p>  <p>Pro-11</p>	 <p>D30</p>  <p>B10X Plus</p>  <p>B10X</p>	 <p>A2</p>  <p>A10</p>	 <p>L1600D</p> <p>+</p> <div data-bbox="1765 882 2351 1146"><p>Full range LED portfolio</p></div>

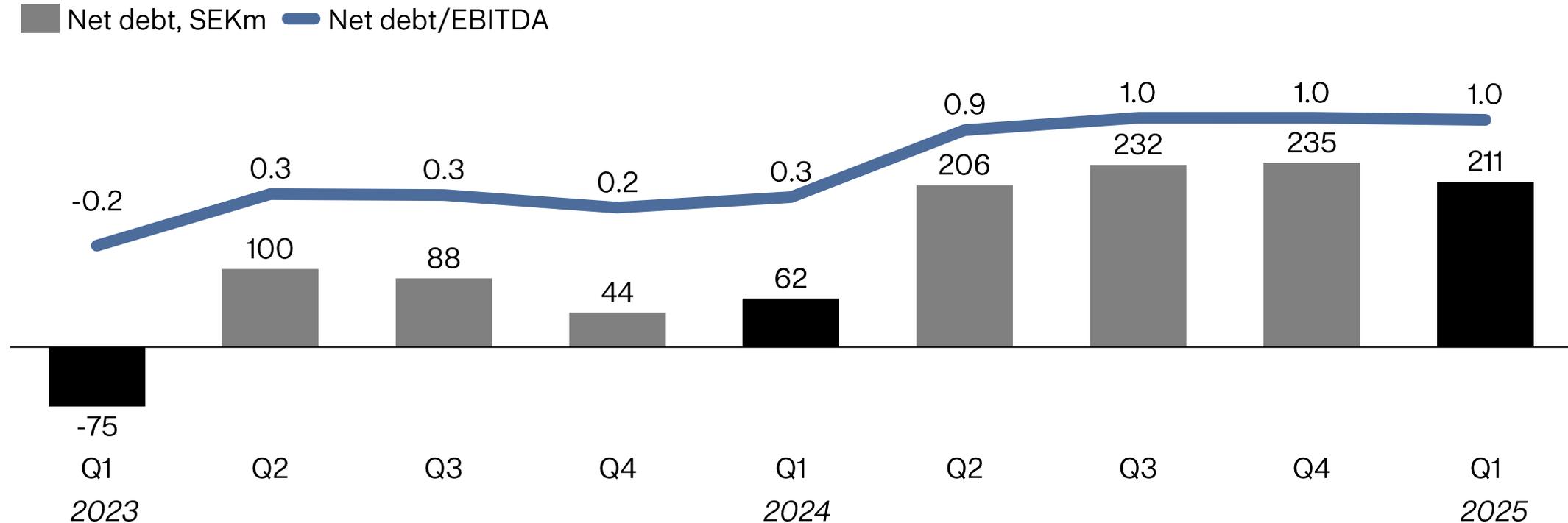
 New product launches in 2024

After updating flash portfolio and launching LED we are now reducing the total R&D spend



- Competitive product portfolio in flash is in place.
- More focus on LED product development going forward.
- Shifted focus will facilitate a reduced R&D spend while maintaining our competitive edge.
- Objective is to be at 10% R&D spend of net sales at the end of 2025, in line with historical ratio.

Financial position still in a healthy state



- To maintain a strong financial position the BoD has decided to withdraw the dividend proposal for 2024.
- The proposal for a share buy-back program of up to 10% of the shares until the 2026 AGM remains.

To summarize

- We are operating in a time of great uncertainty, but we are taking measures to address the challenges that we are facing.
- We are keeping a strong focus on sales and marketing.
- We have an R&D strategy that is more tilted towards LED product development.
- We maintain a clear strategic direction.



Questions



Second quarter report, July 18, 2025

Head of IR



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