

Year-end report

February 10, 2022



Today's speakers

CEO



Anders Hedebark
anders.hedebark@profoto.com

CFO



Petter Sylvan
petter.sylvan@profoto.com

IR



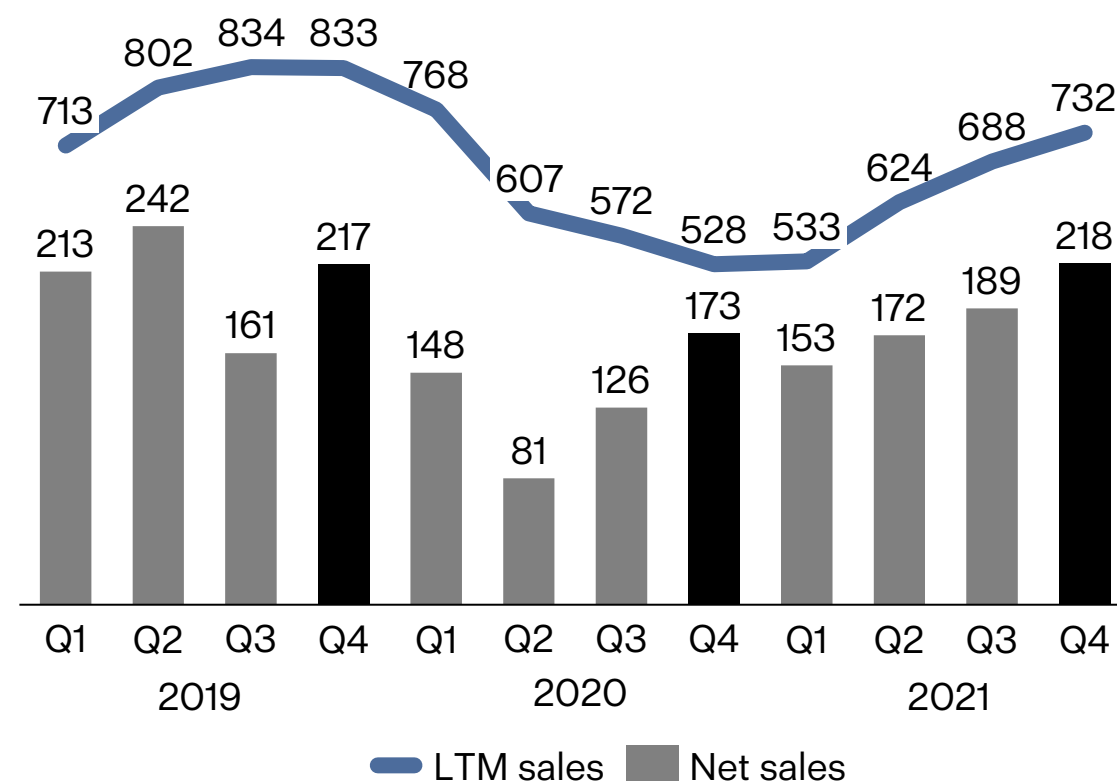
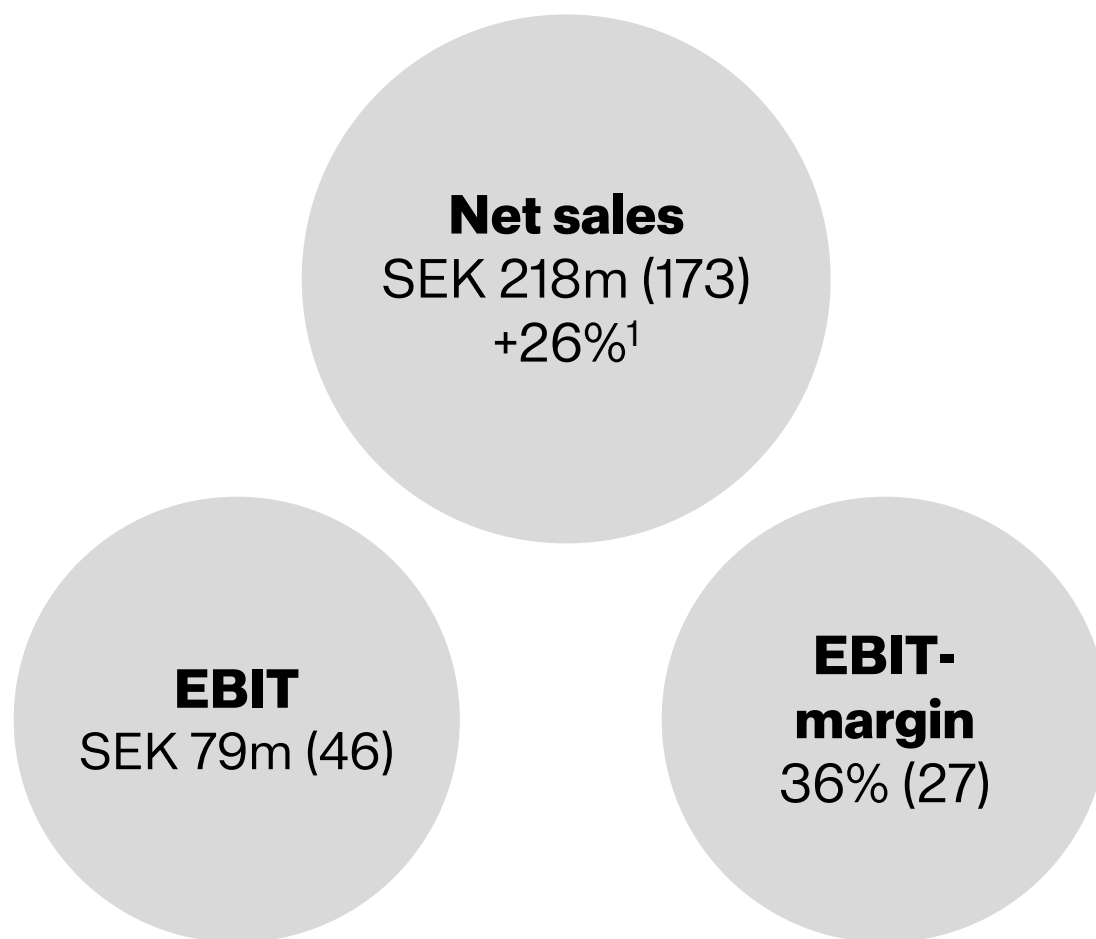
Amanda Åström
amanda.astrom@profoto.com



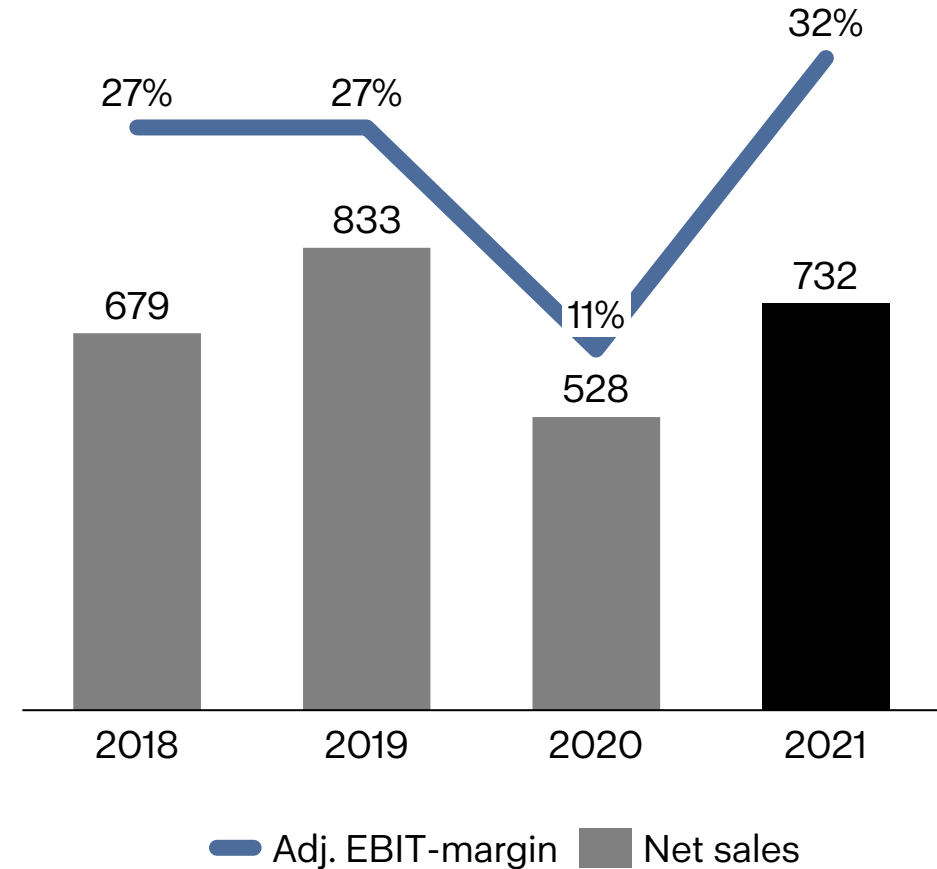
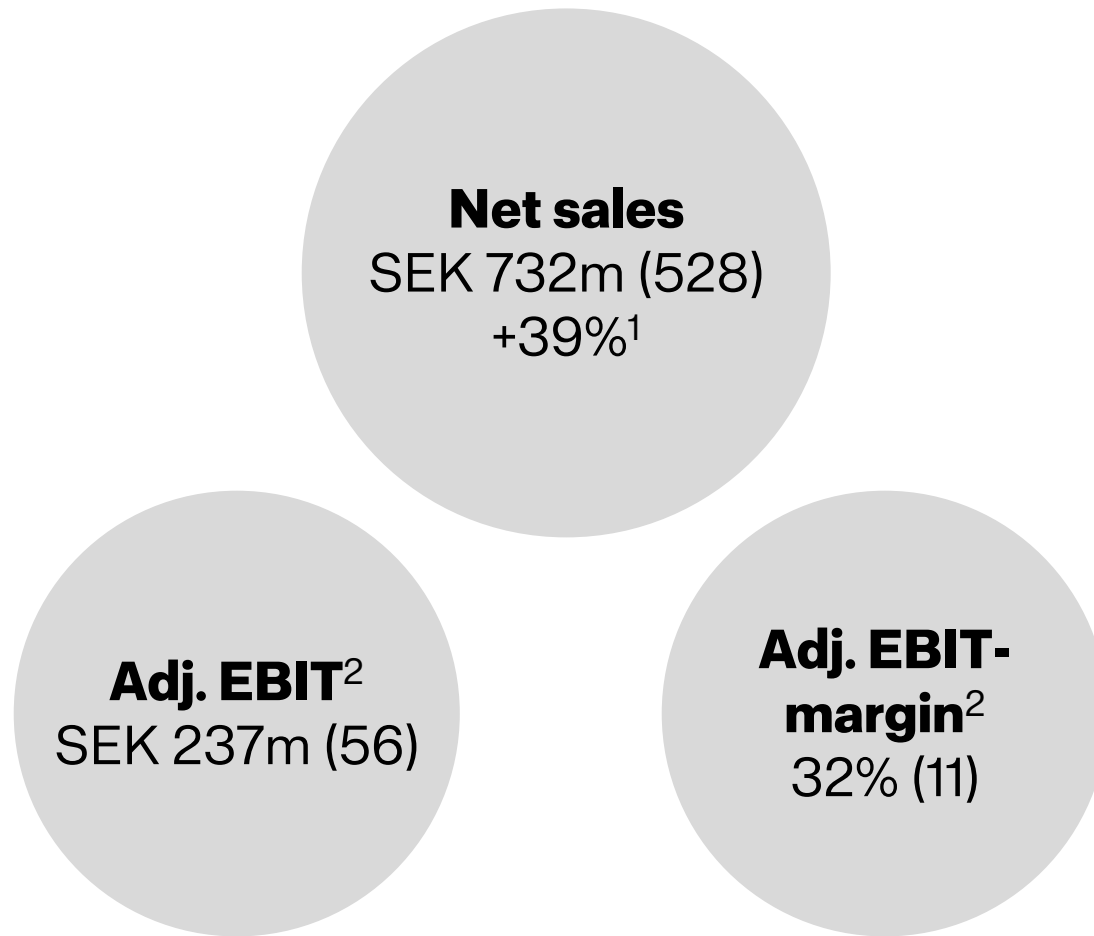
Q4 Highlights

- Structural increase in demand for high quality pictures. Mainly due to brand-driven companies increased need for many different types of product pictures.
- 26% in net sales growth
 - Opening of societies and optimism in Americas contributed to 57% sales growth.
 - Slower growth in EMEA (5%) and APAC (9%) due to reinforcement of restrictions at the end of the quarter.
- Shortage of components continued to have a limited and manageable impact on the quarter.

Strong quarterly sales exceeding pre-pandemic Q4 level



Profoto had a highly profitable recovery in 2021



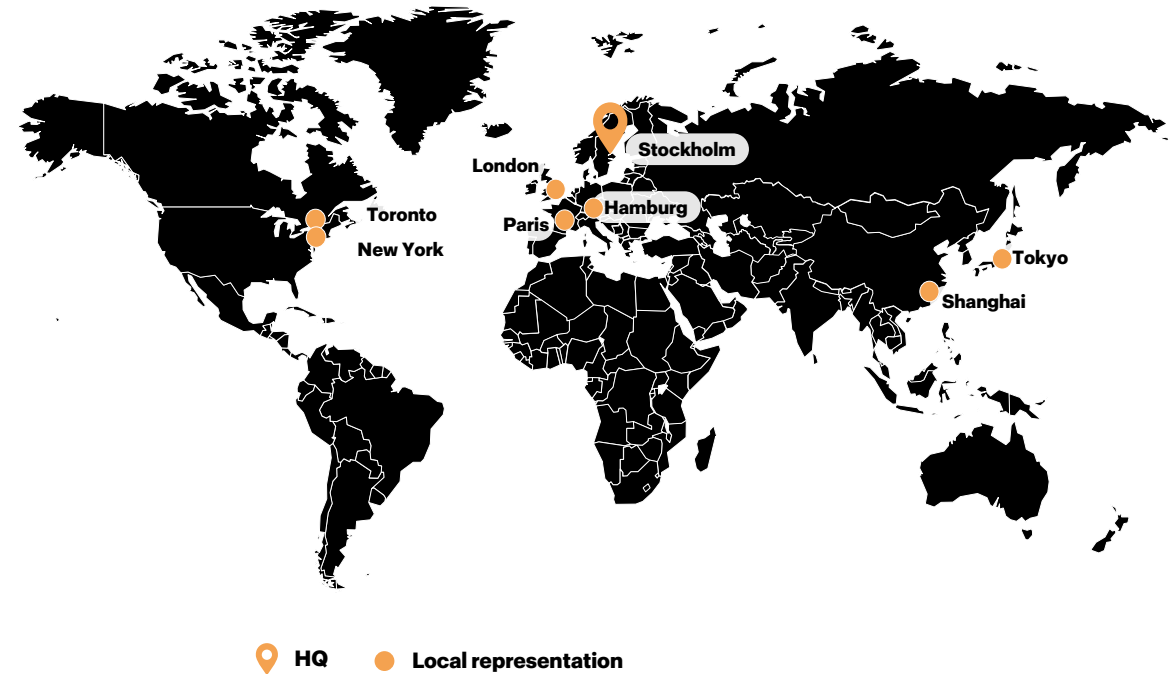
Long entrepreneurial history with global niche leadership



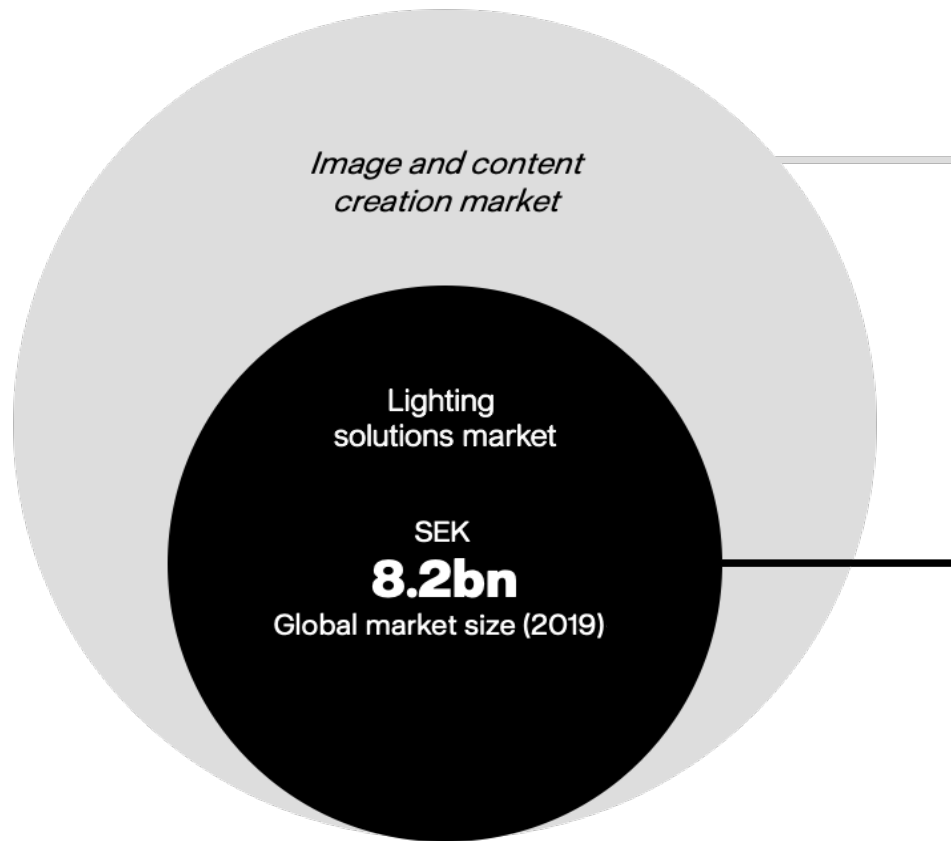
1. Founded in 1968 by Conny Dufgran & Eckhard Heine
2. Premium position from the start
3. Anders Hedebark appointed CEO in 1997
4. Customer focus and quality products for growth
5. Entrepreneurial spirit and drive
6. Petter Sylvan appointed CFO 2009
7. Good growth and profitability

Profoto is the world leader in lighting products for professional photographers

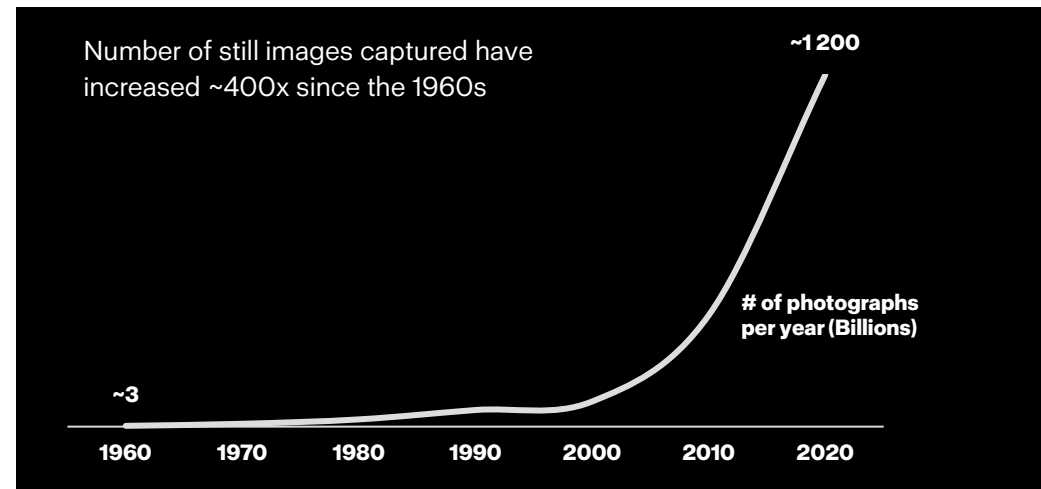
- In the growing image and content creation market
- Premium position in the segment “Photography lighting solutions”
- Innovative and easy-to-use flashes and light shaping system
- Used by the leading photographers
- Global distribution
- Organic growth and high margins
- Large investments in innovation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



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





Continuous innovation drives sales

Two major global product launches during 2021:

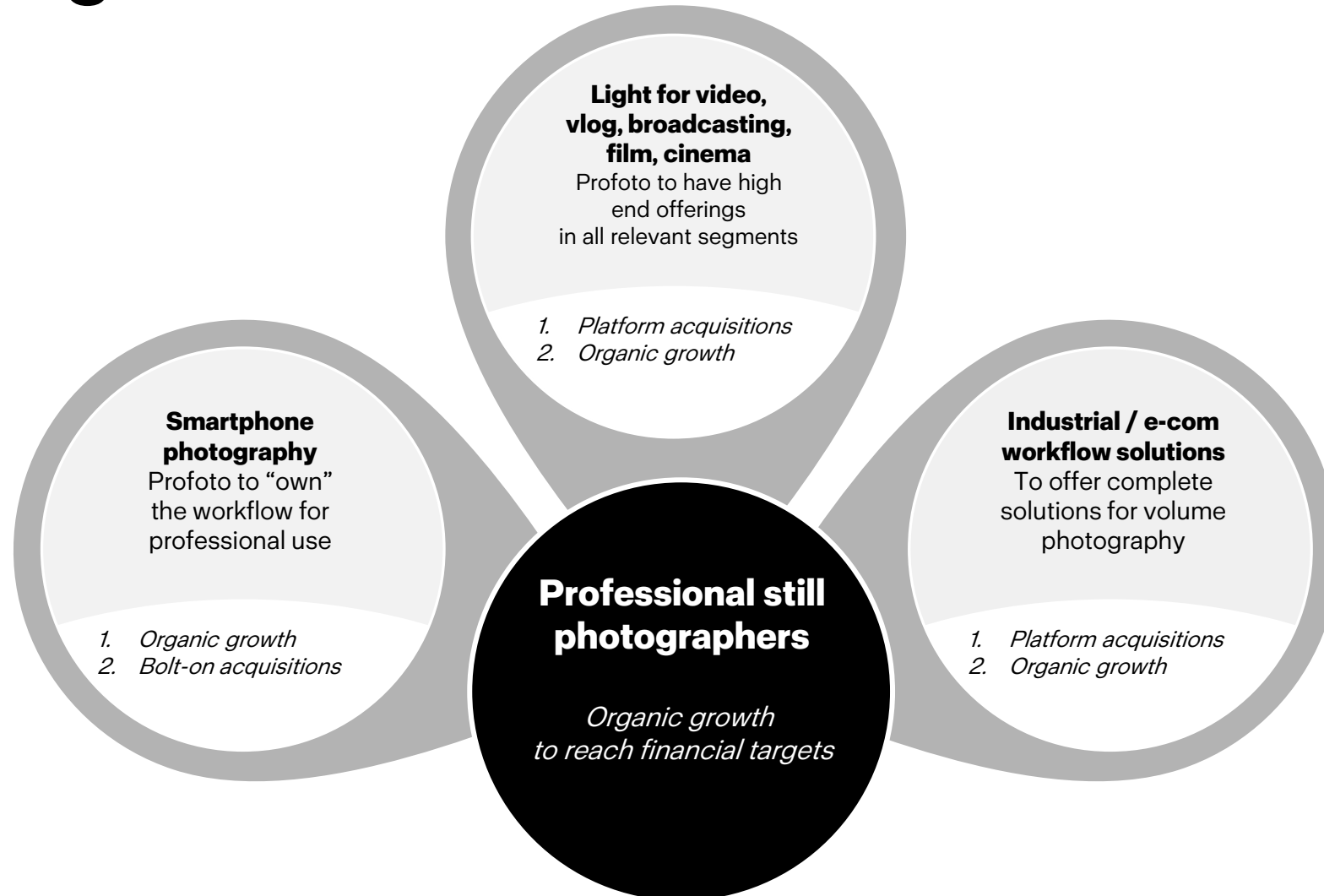
- B10X & B10X Plus, the lights for videos and stills
- Pro-11, a un update of our flagship product Pro-10

Avg. 10% of sales invested in R&D¹

36 FTE within R&D

19 active patents

Strong core growth strategy coupled with several additional growth avenues

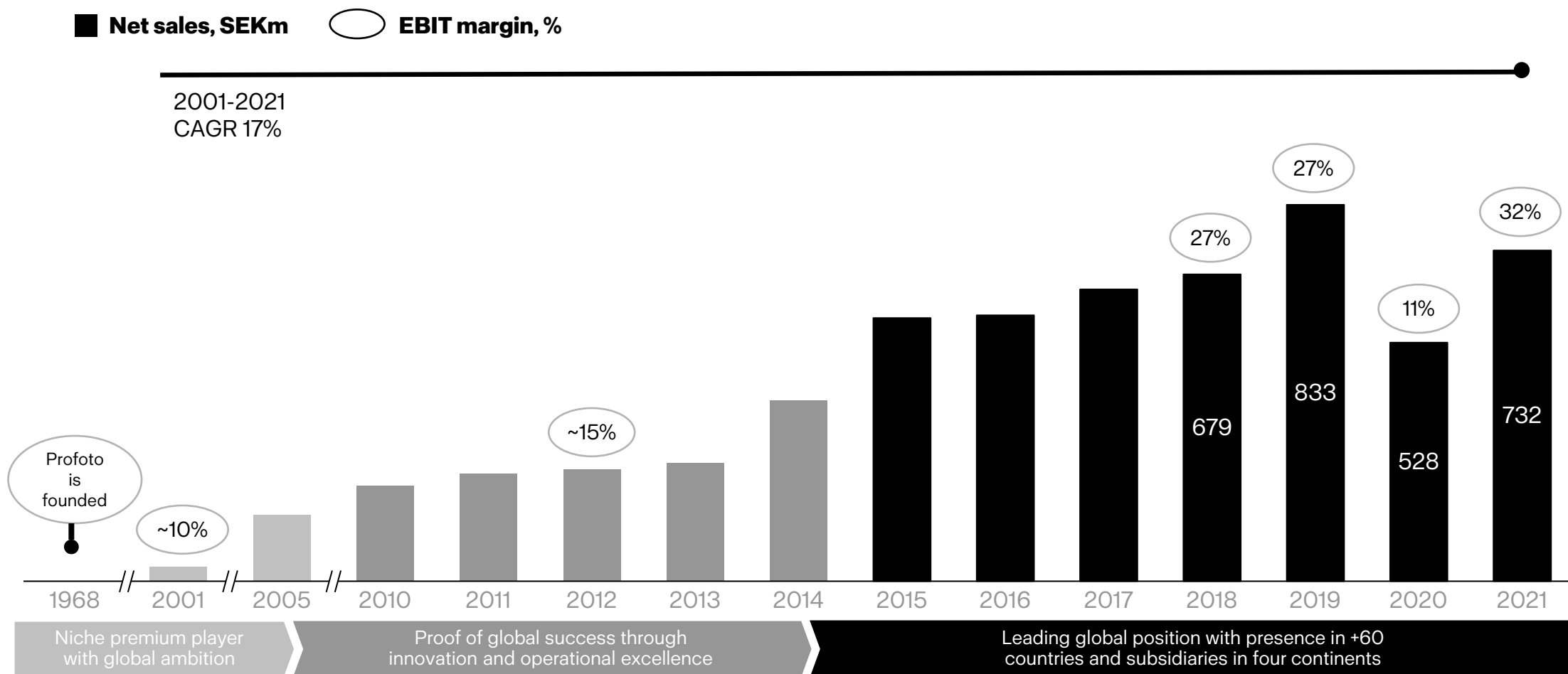




Investment case

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

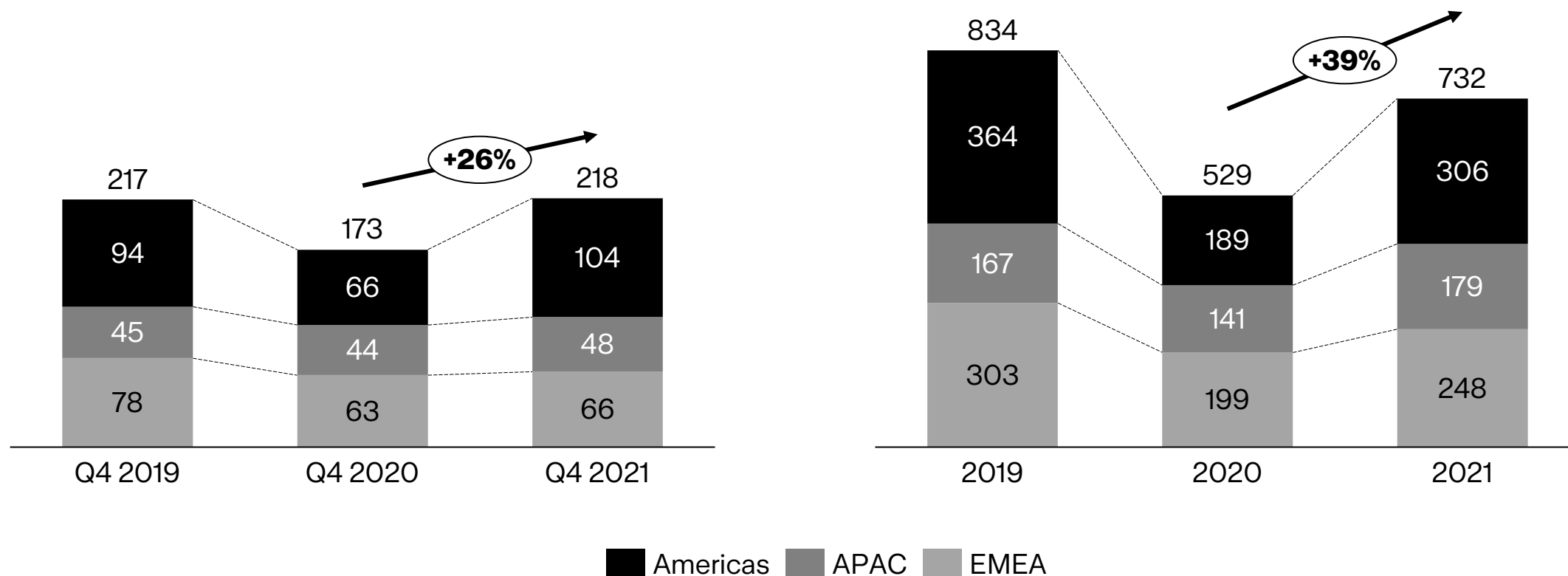
>50 years of organic, profitable growth



Note: Figures before year 2010 refer to Profoto AB, while numbers from 2010 and onwards refer to Profoto Holding AB.

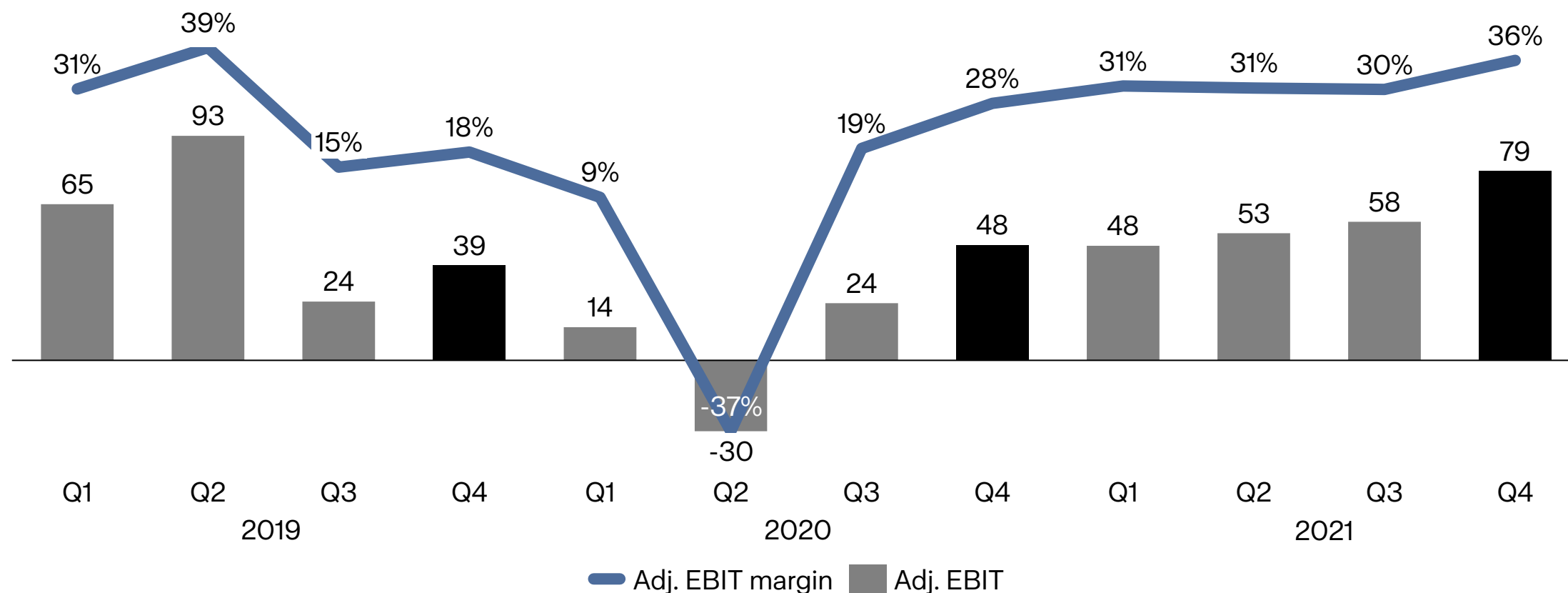
All regions recovering from the 2020 sales downturn – Americas rebounding from the largest decrease

Net sales per region, SEKm



Strong sales and efficiency led to high EBIT-margin

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 and Q4 2021

All financial targets were exceeded in 2021

	Target	Q4 2021	2021
Net sales growth, adjusted for currency effects	10%	24%	44%
EBIT-margin	25-30%	36%	32% ¹
Dividend policy	> 50%		89% (SEK 3.50)

The net sales target of reaching SEK 800m expected to be reached earlier than end of 2023

Target	Description
Net sales growth	Profoto aims to, over time, achieve a constant currency annual organic growth in net sales of above 10 percent and reach net sales exceeding SEK 800 million by 2023.
Profitability	Profoto aims to maintain an EBIT margin within 25-30 percent whilst growing EBIT year-over-year.
Dividend policy	Profoto aims to pay out at least 50 percent of its net profit, while also taking into account other factors such as financial position, cash flow and growth opportunities.

Questions!

First quarter report, May 5, 2022

Head of Investor Relations



Amanda Åström
amanda.astrom@profoto.com

