

A mountain biker wearing a plaid shirt and a helmet is performing a wheelie on a dirt trail. The bike is balanced on its rear wheel, and the front wheel is high in the air. The rider is leaning forward, maintaining balance. The trail is made of reddish-brown dirt and is surrounded by a dense forest of tall, thin trees. In the foreground, there is a small puddle of water that perfectly reflects the biker and their bike. The overall scene is captured in a cinematic style with soft lighting and a rich color palette.

Successful product launches in a still challenging market

Profoto Q4 report 2024

12th February, 2025

Today's speakers

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Highlights Q4 2024

- **Net sales** dropped by 2 percent to SEK 200. Organic sales decreased by 3 percent.
- **Adj. EBIT** was SEK 52m (51), corresponding to an EBIT margin of 26 percent (25).
- **EBIT** was SEK 57m (51), corresponding to an EBIT margin of 29 percent (25).
- **Launched** D30 and Pro-B3.
- **Launching L1600D** in Q1 2025.

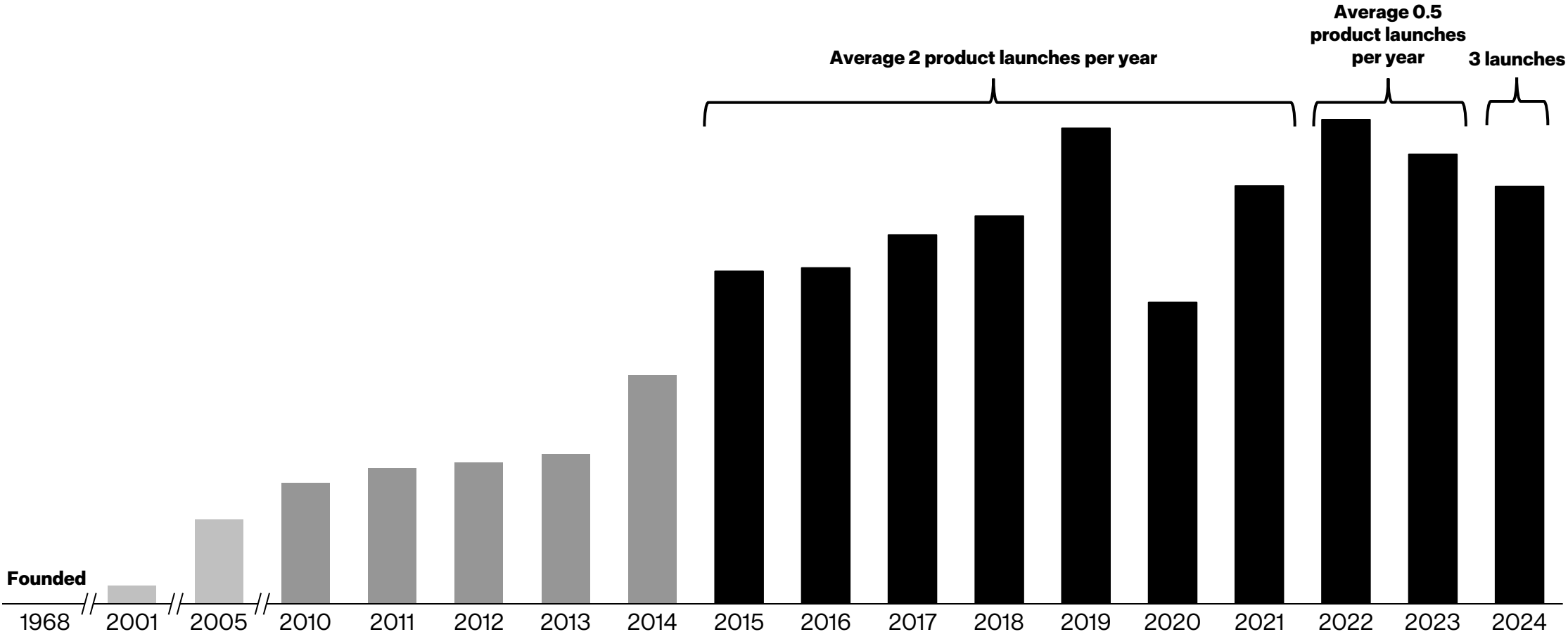
Great market opportunities

- Great opportunities in the Cinema lighting market with L1600D and future product launches.
- Great opportunity with L1600D for large still photography studios.
- Great opportunities with flash products in a stable still photography market.
- Possible opportunities thanks to Artificial Intelligence – light shaping has never been this relevant.
- General macro uncertainties e.g., higher interest rates and tariffs.




Strong correlation between product launches and sales growth

Net sales, SEKm

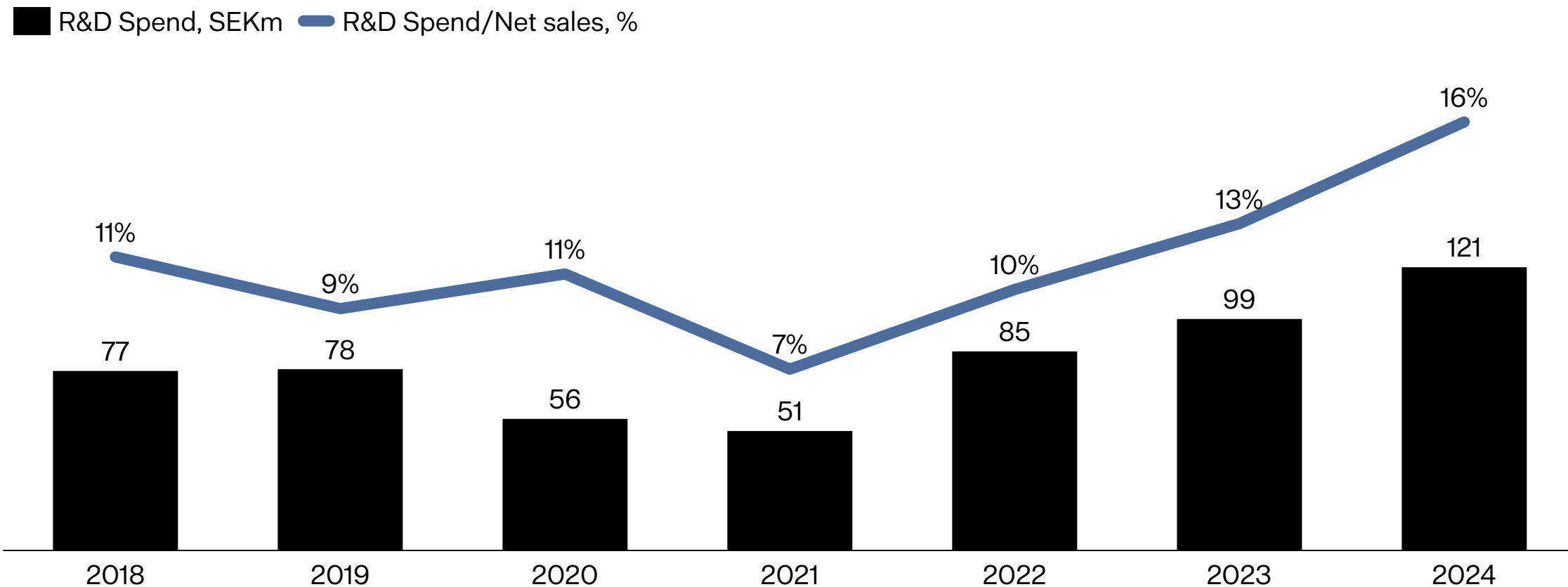


Updating our product offering with 3 products in 2024 and LED portfolio

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>  <p>Full range LED portfolio</p>

 New product launches in 2024

Continuing high investments in new product launches for future growth





Entering the cinema lighting market

- Launching L1600D in Q1 2025 - first product within the cinema lighting market.
- Key staff in London and LA hired.
- Full range of products will be launched.
- We will invest in marketing, mainly trade shows in 2025.
- We will grow our dealer network slightly with additional key dealers.
- LED products will also be sold to existing Profoto customers.
- Cinema lighting market entry will double TAM.
- We will see an effect on sales towards the end of the year.

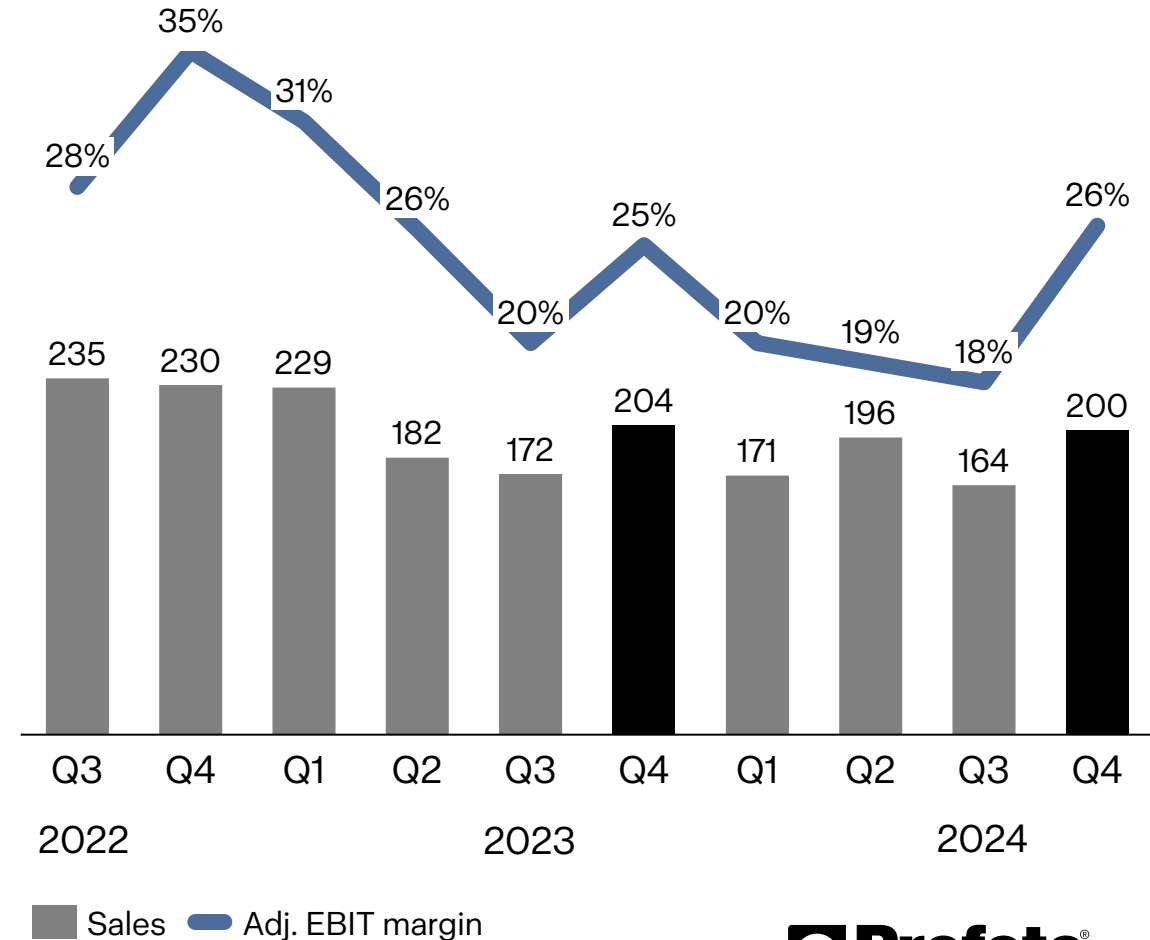
Profitable quarter driven by successful product launches

Q4 2024

Adj. EBIT Q4
 SEK 52m (51)
 +2%¹

Net sales Q4
 SEK 200m (204)
 -2%²

Adj. EBIT margin Q4
 26% (25%)

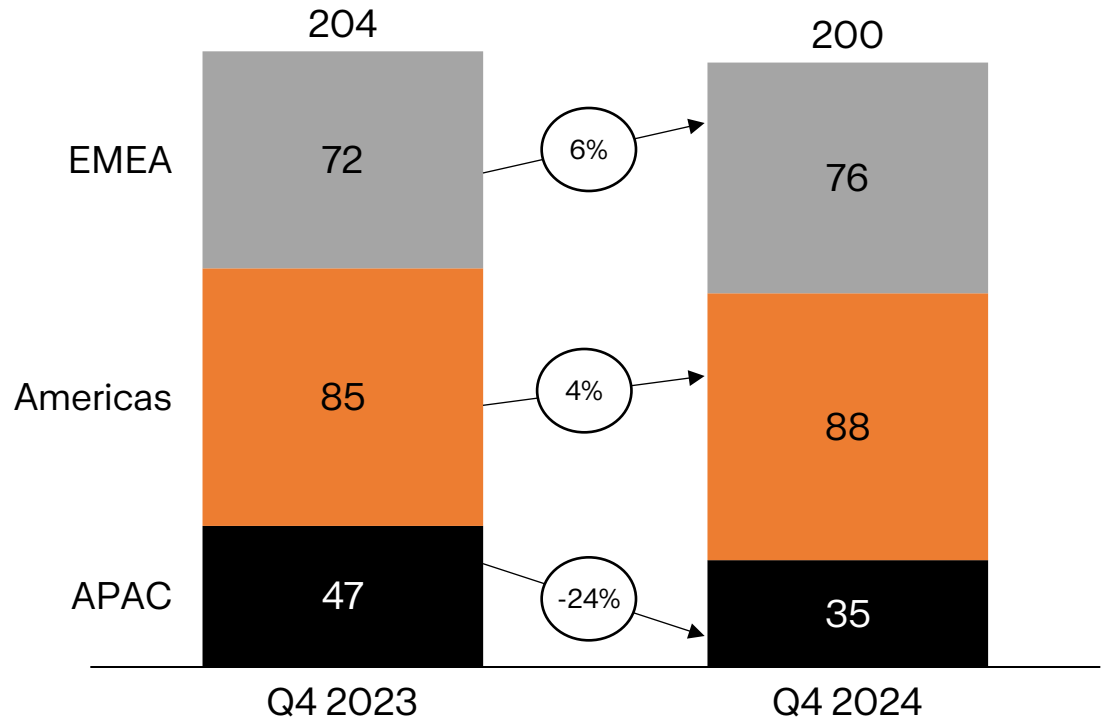


9 1. Adjustments for the period included adjustment of the liability for an acquisition-related earn-out of SEK 5m. 2. Organic growth -3.1%.



Photo credit: **Matt Braiser**

Growth in Americas and EMEA offset by decline in APAC



Stable sales and EBIT margin and continuing investments in product development

2024 full year

Adj. EBIT 2024

SEK 153m (204)

-24%¹

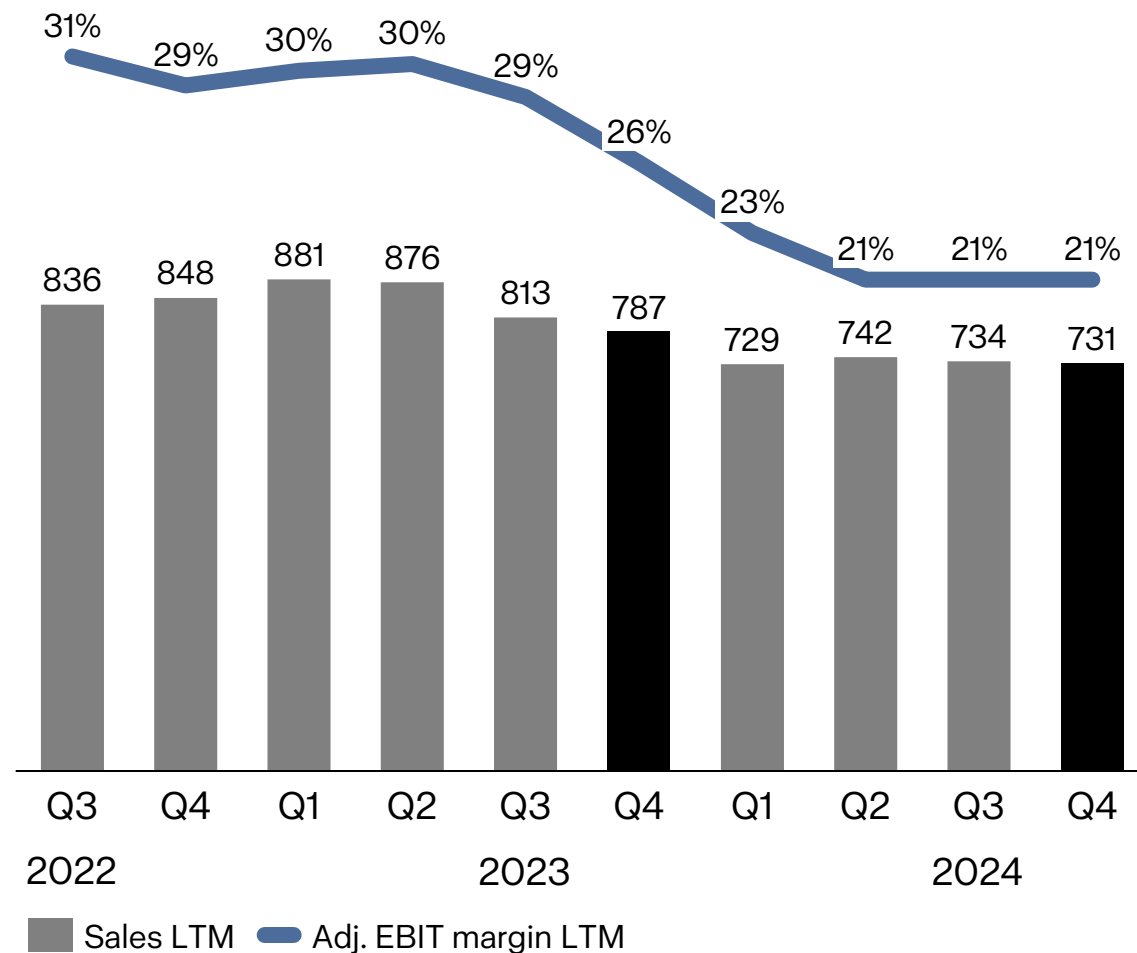
Net sales 2024

SEK 731m (787)

-7%²

Adj. EBIT margin 2024

21% (26)



11 1. Adjustments for the period included adjustment of the liability for an acquisition-related earn-out of SEK 14m. 2. Organic growth -6.5%.

Remain committed to our financial targets

	Target	2024	2023
EBIT margin	25-30%	23%	26%
Organic sales growth	10%	-7%	-13%
Dividend policy	> 50%	63%	97%

Questions



First quarter report - May 9, 2025

Head of IR



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