



**YEAREND REPORT**  
January – December  
**2021**

Presentation  
**CEO Håkan Lagerberg**  
**CFO Jenny Graflind**



## Q4 2021 Highlights

Marketing and people investments – for 2022

Record sales with with lower margin

Organic growth 10%, 17% for 2021

Moving and integrating FAV

Group Board and management meeting

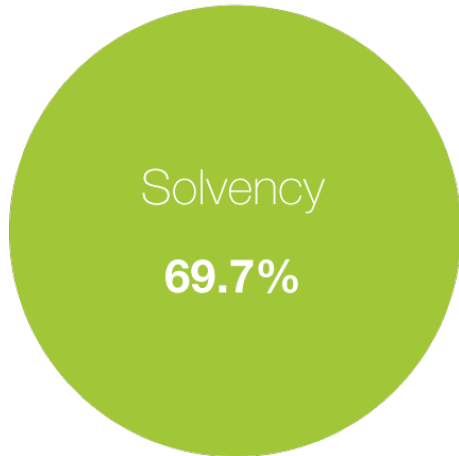
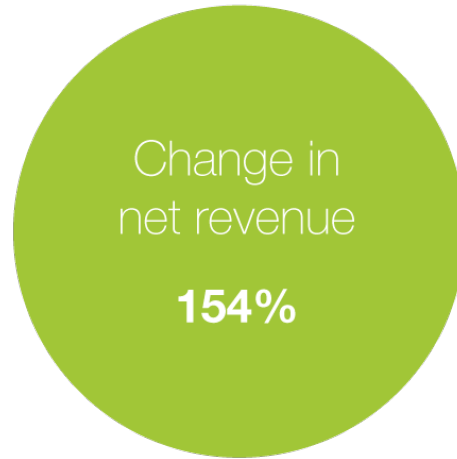
Intense M&A work with 2 major targets

# Key highlights

- Strong start, slower end due to COVID fears (and then 2022 opening very solid!)
- Top group growth: Nordic, USA, Nutravet and Spain
- Top Exports: South Korea, Japan, China, Australia and Chile
- Online growth and investments – both US and Europe, expanding team
- Finalized expansion of new Vetio South expanding into Supplements and Soft Chew production, "Ribbon cutting" in Dec
- New strategies and planning for 2022 as a new group
- Multiple group projects to use competence and product lines/brands

# Key Performance Indicators

Q4 2021



# Key Performance Indicators

YTD 2021

Net revenue

**770.4 MSEK**

Organic growth

**17%**

Operational  
EBITDA

**190.2 MSEK**

EBITDA-margin

**24.6%**

Earnings  
per share

**0.49 SEK**

Operational  
cash flow

**125.8 MSEK**

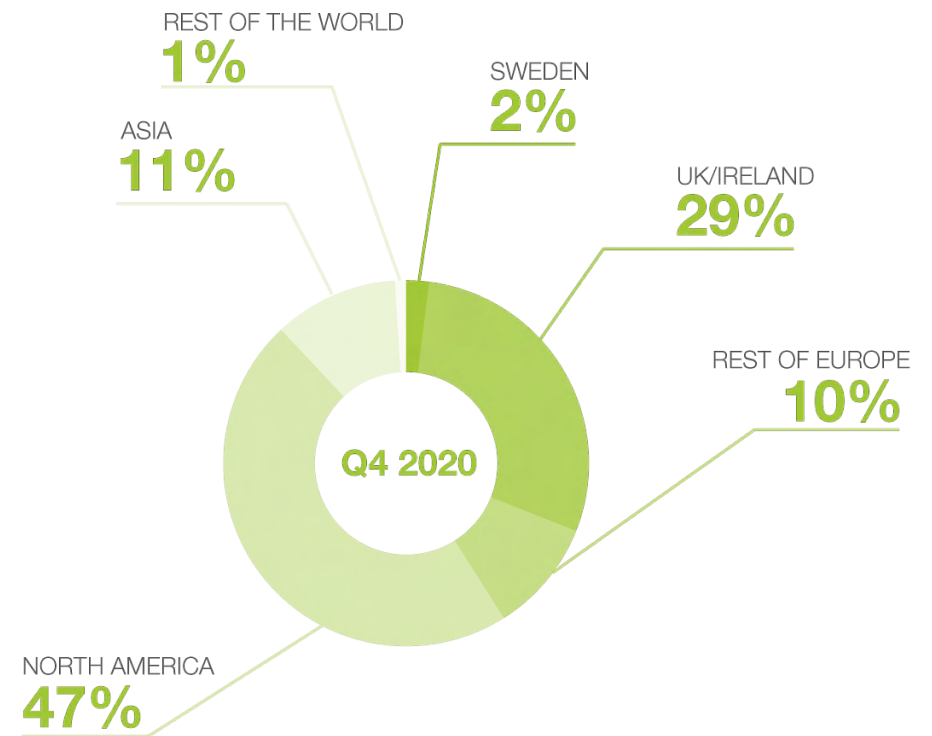
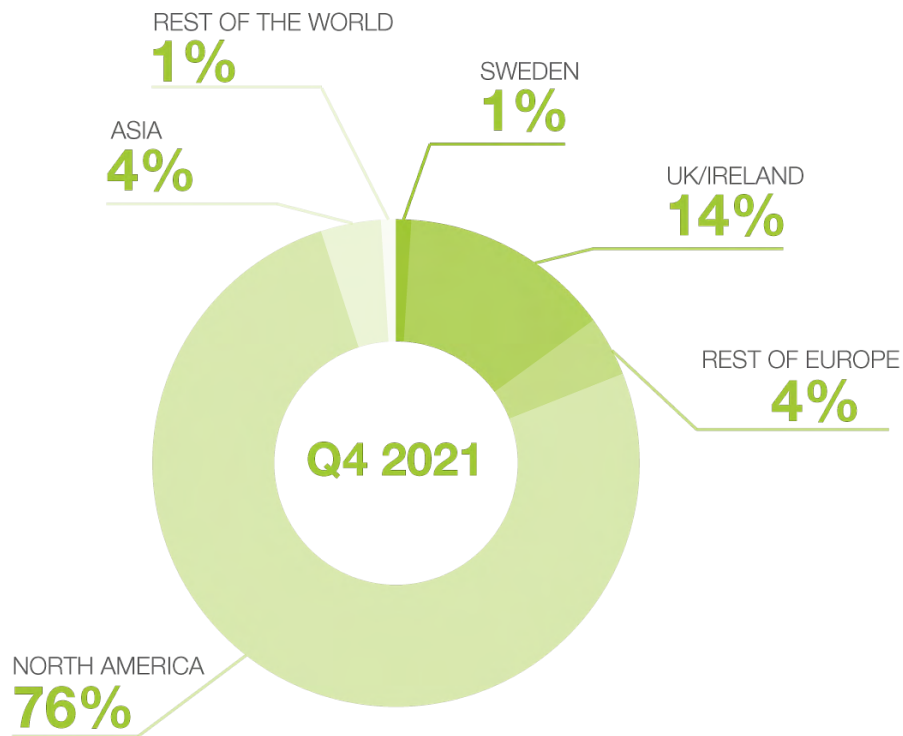
Dividend

**0.20 SEK**

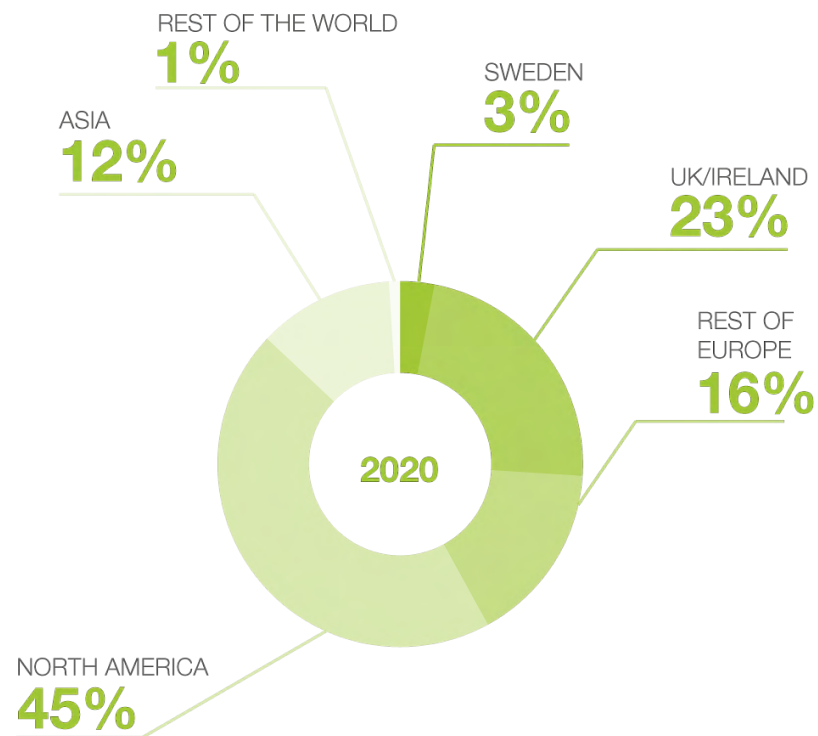
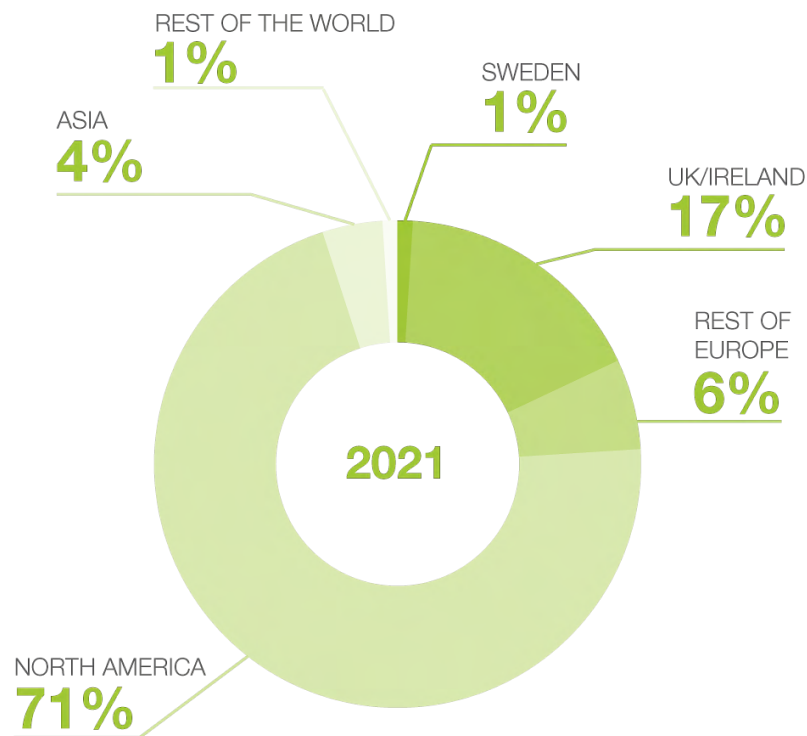
# Final Purchase price allocation (IFRS16)

- Preliminary analysis performed with excess value allocated to goodwill
- Final PPA- Part of goodwill value reallocated to identified intangible assets
  - Trademarks 197 MSEK – impairment test
  - Customer relationships 901 MSEK – amortized
  - Intellectual property 44 MSEK – amortized
  - Inventory 53 MSEK – expensed
- Impact in 2021 – IFRS accounting entry with no cashflow impact
  - Increased COS 43 MSEK as inventory is booked to FMV
  - Increased amortization 54 MSEK – runningrate 22 MSEK/QRT

# Sales per region Q4

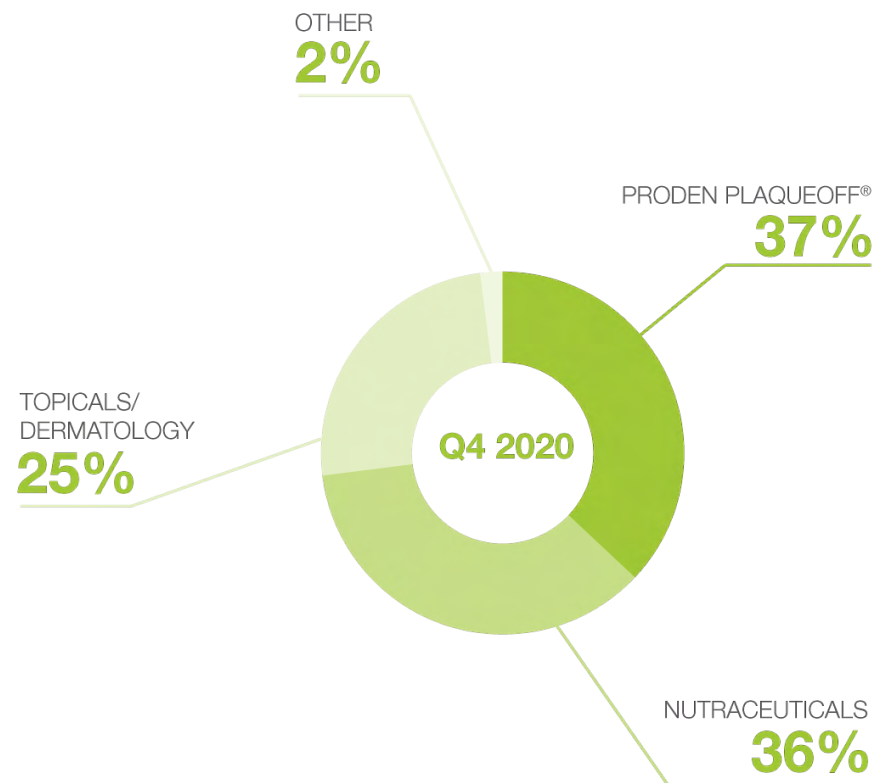
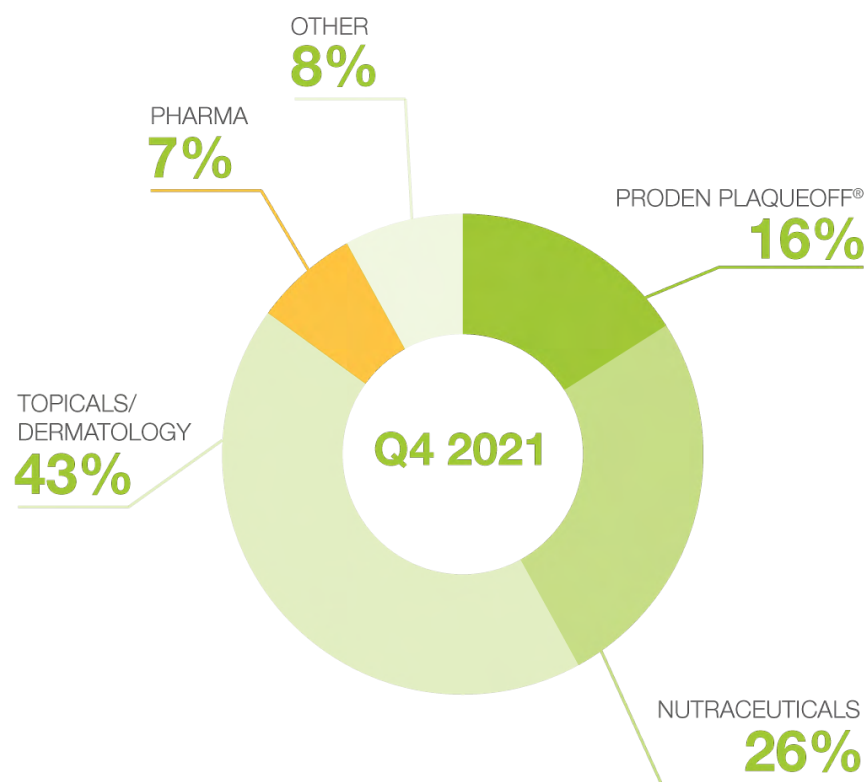


# Sales per region YTD

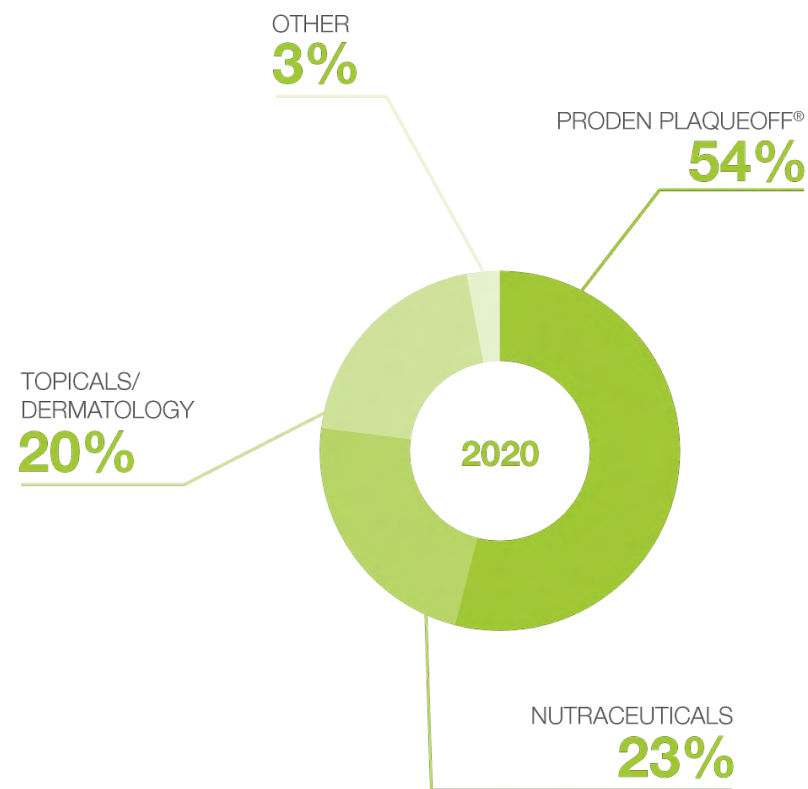
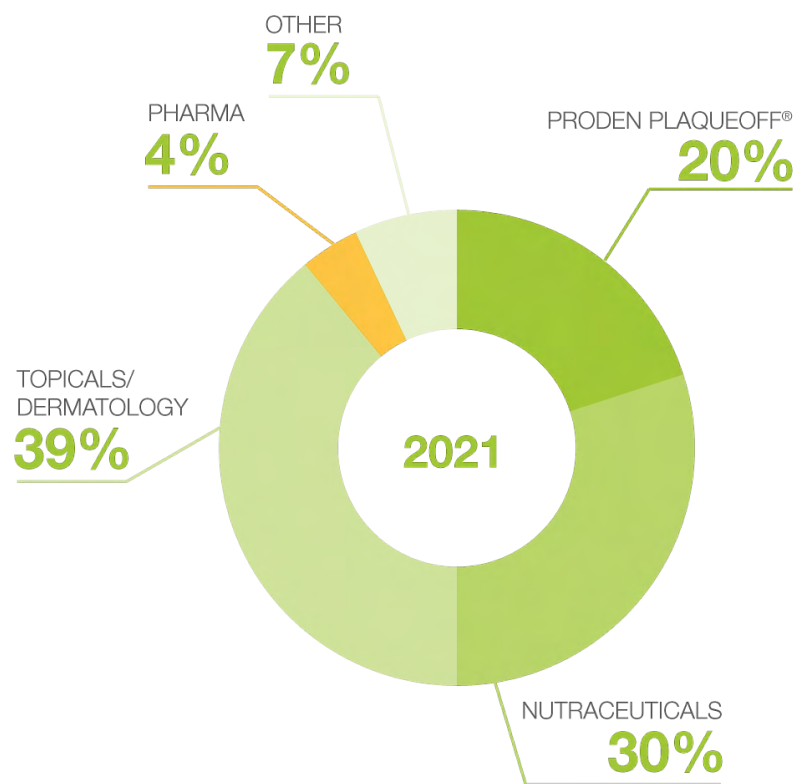




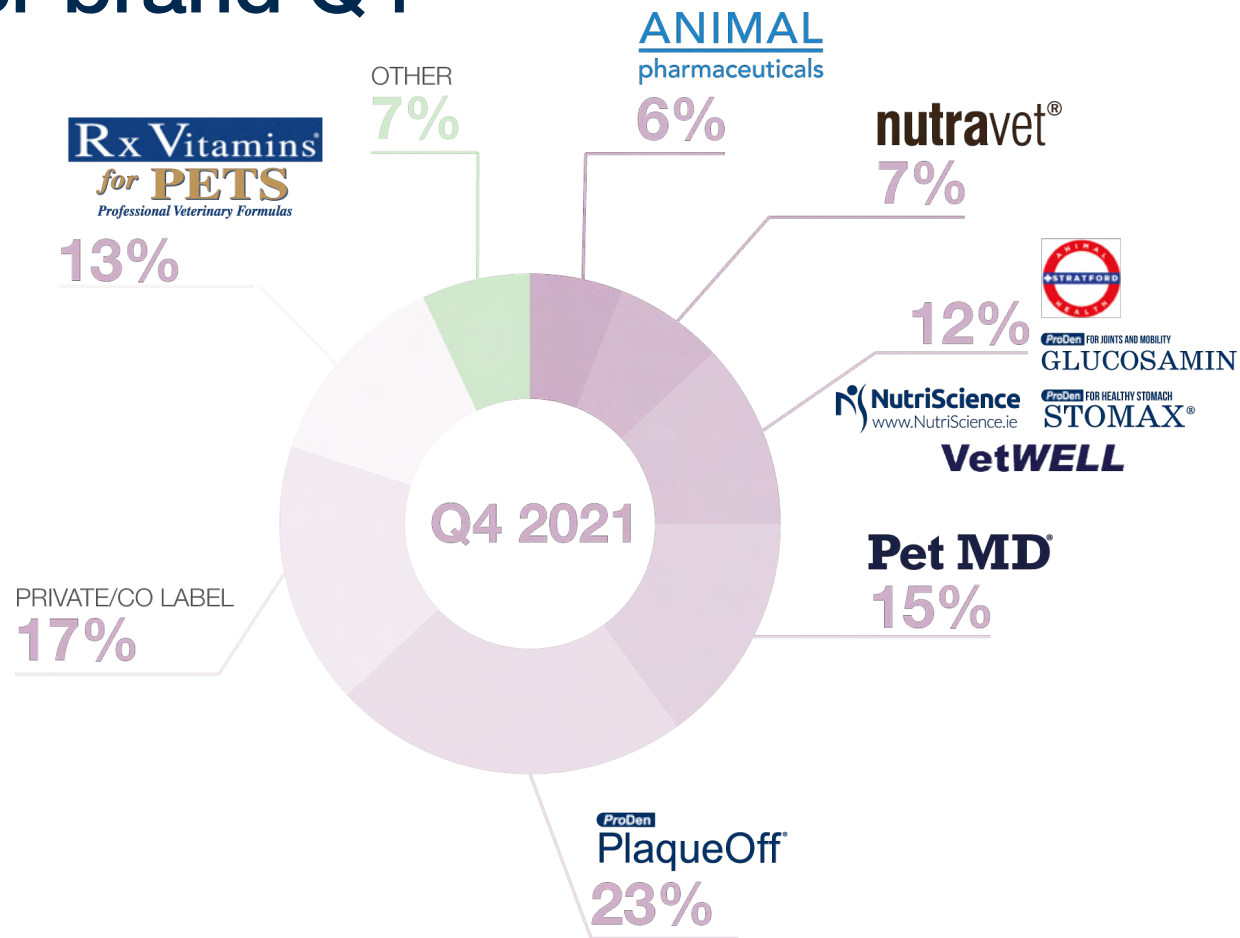
# Sales per product category Q4



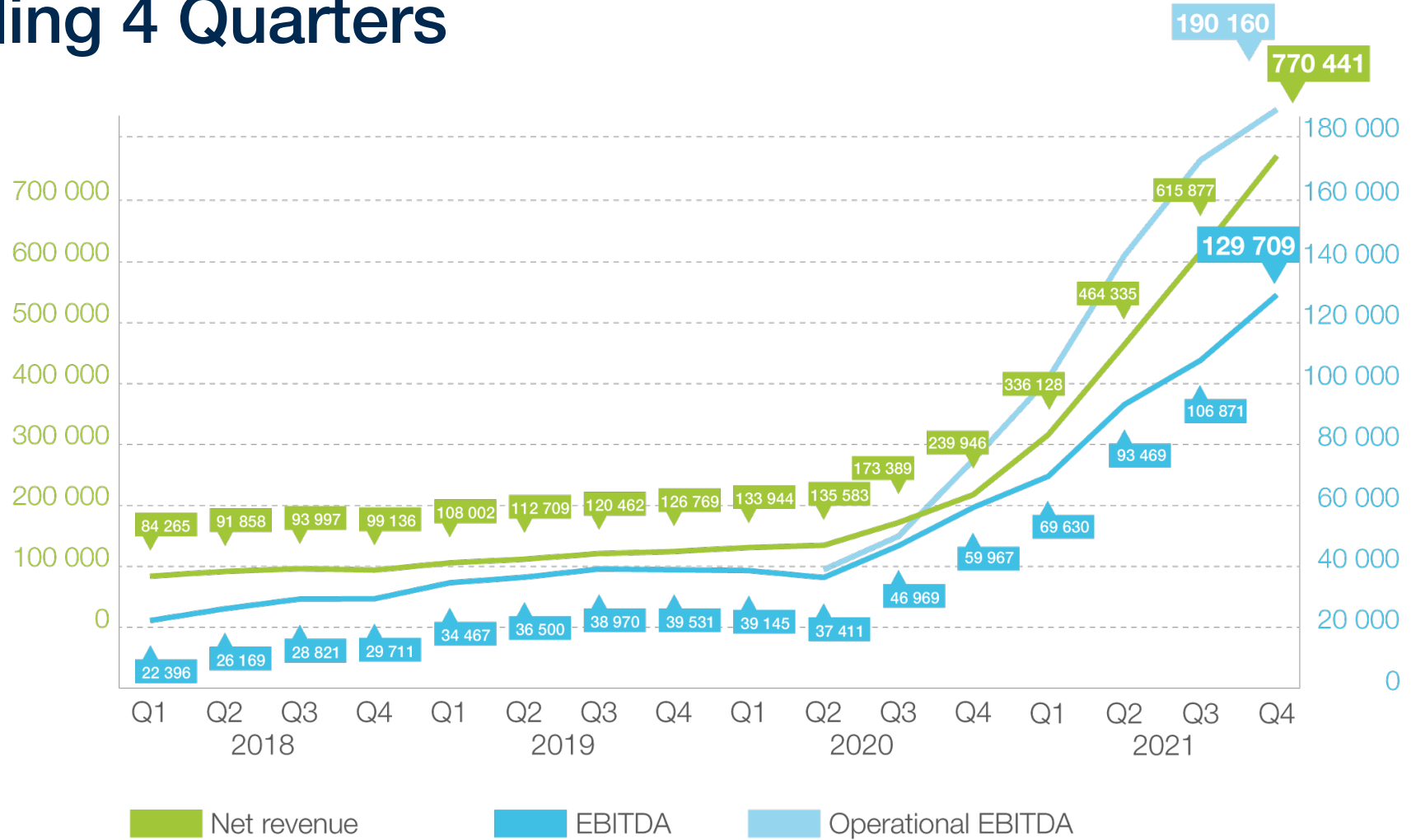
# Sales per product category YTD



# Sales per brand Q4



# Rolling 4 Quarters



# NaturVet at a glance

## A leading U.S. pet supplement manufacturer

- Well diversified & high-end product portfolio
  - #1 pet supplement brand in four of the top five pet chains in U.S.
  - 20 product categories include joint health, digestion, allergies and more
  - Quick innovation cycle, time to market 5-7 months
  - Strong presence in high demand categories – superfoods and hemp products for 2022
- In-house leading manufacturing
  - Production includes soft chews, tablets, powder and liquids
  - Zero product recalls
  - Exploring new production facility, doubled capacity by 2024
- Omni-channel strategy
  - 15,000 pet-shops, online retailers, initiated direct-to-consumer
  - Rapid growth online, high customer retention through subscription programs on Amazon and Chewy

**1994**  
Founded

**180**  
Employees

**20**  
Product categories

**31%**  
Organic growth 2021e

**62%**  
Gross margins 2021e

**6 months**  
Time to market



**Scott Garmon**  
Founder, CEO and seller

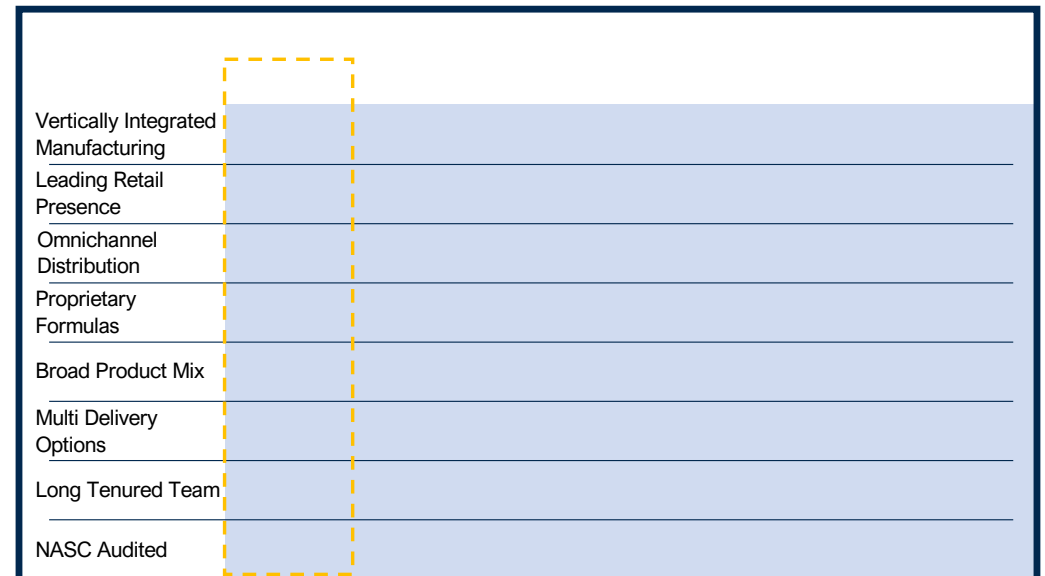
- Will continue as CEO and becomes a large shareholder in Swedencare

**Management Team**  
+120 years combined industry experience

- To be maintained

**Established presence**  
Products and sales

- Dog, Cat, and Equine
- Extensive store-access
- Successful transition to e-commerce



Source: Company information

# Innovet at a glance

## A leading Italian Vet Specialist

- Leading vet specialist product company in Italy with an international ambition
- Salesforce targeting vet clinics and pharmacies with 90% of sales coming from Italy
- Transferring scientific innovation into pet healthcare with mainly patented protected products
- Operating within several categories e.g., joint health, dermatology, pain and gastroenterology
- Own R&D, production by close sub-contractors

**15**  
Employees

**30**  
External sales  
representatives

**90%**  
of sales within Italy

**13.2%**  
Organic growth 2021e

**35.4%**  
Adj. EBITDA margin  
2021e

**2**  
Unique licensed  
products

Source: Company information



**Renato della Valle**  
Founder, CEO and main  
seller

- Will continue as CEO and becomes a large shareholder in Swedencare

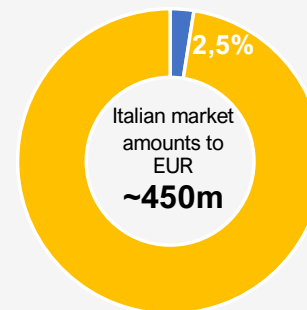


**Strong  
management  
team and  
impressive  
R&D**



**Highly efficient  
and unique IP-  
protected  
product range**

## Still huge potential in the Italian market and ready for take-off internationally



■ Innovet  
■ Others

### Market outlook and facts

- Leading vet specialist product company in Italy with an international ambition
- Innovet holds a 2.5% market share of the Italian market
- Increasing online sales ready to fuel revenues in near future
- Swedencare will aid with international launch

# Summary and synergies from the acquisitions

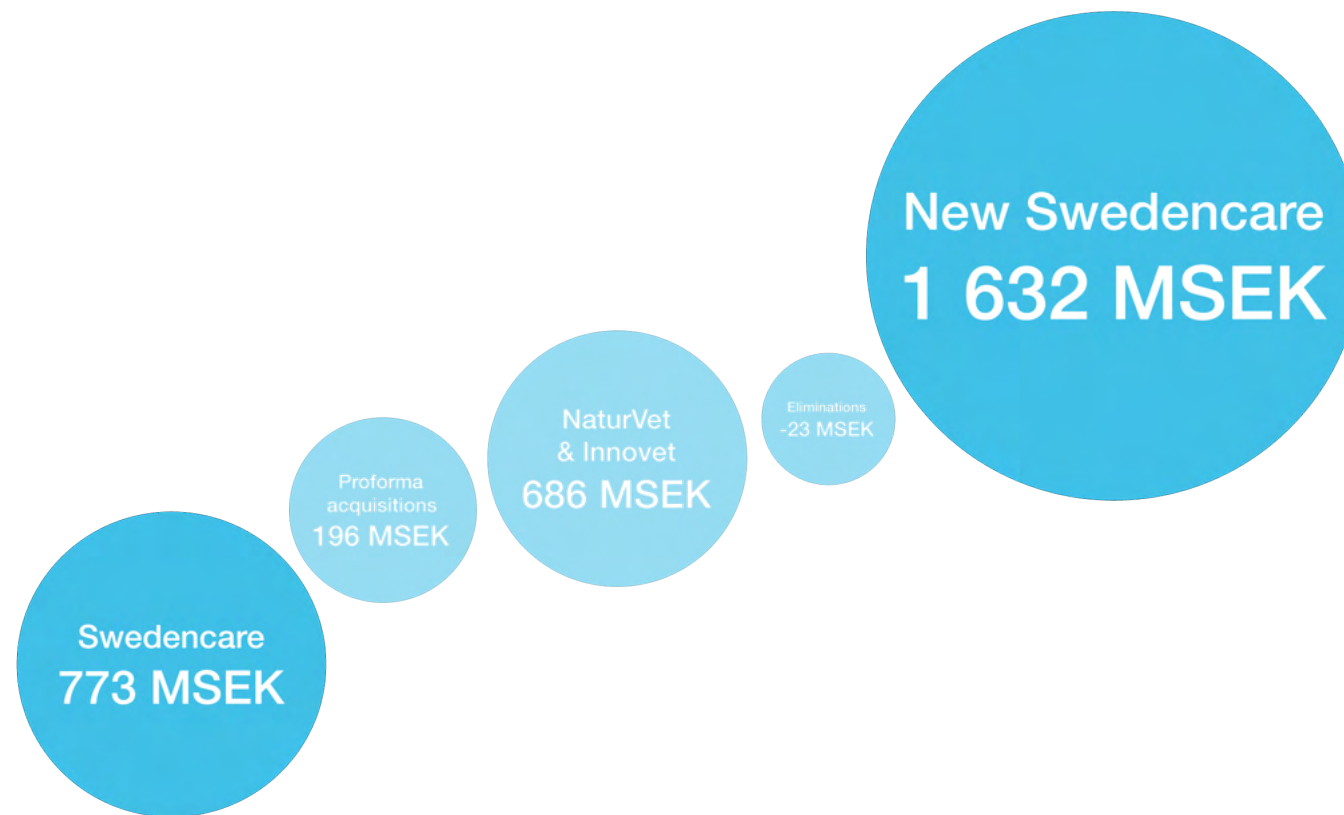
## Growth opportunities and synergies – NaturVet

- NaturVet's international sales to be increased through Swedencare's global distribution network
- Introduction of ProDen PlaqueOff, Vetio Derm and other Swedencare products in NaturVet's pet shop network
- Expand NaturVet products to other group brands
- Stratford Private label program applied to pet specialty
- Fuel NaturVet's Vetline with group resources
- R&D and production powerhouse with Vetio and Swedencare Ireland

## Growth opportunities and synergies – Innovet

- Company's international sales to be increased through Swedencare's global distribution network
- Has two unique products licensed out for sales in the US and Europe to two different partners, Swedencare will assist to grow these partnerships and offer more products to group companies and partners
- Introduction of more Swedencare products to Innovet's customer in Italy
- Swedencare to use the R&D capabilities of Innovet

# Swedencare Proforma Revenue 2021







# 4 BSEK

EBITDA 30% by 2026

## Vision

Our vision is to establish ourselves as the leading company within  
Pet Health Care on all larger markets.

## Mission

We care about improving the health and wellbeing of pets, creating reassurance  
for the pet parents, worldwide and throughout life.



## Priorities 2022

Integration of acquired companies

Increased Marketing

Brand and Product development

Distribution of full product range

Organization & adding talent

M&A opportunities