

## Second quarter 2021 (Q2 2020)

- Net sales increased by 17.5% to 381.0 MSEK (324.1 MSEK same period last year)
- Net sales growth adjusted for exchange rate differences at 17.6%
- Contribution margin after fulfillment cost increased to 30.0% (29.6%)
- EBITDA amounted to 46.5 MSEK (56.2). EBITDA-margin at 12.2% (17.3%)
- Adjusted EBITDA amounted to 46.5 MSEK (58.8), Adjusted EBITDA-margin of 12.2% (18.1%)
- Operating profit (EBIT) at 35.3 MSEK (45.8), a margin of 9.3% (14.1%)
- Adjusted EBIT at 35.3 MSEK (48.3) gives a margin of 9.3% (14.9%)
- Net profit for the period after taxes at 15.1 MSEK (47.1)
- Earnings per share SEK, before and after dilution at 1.69 SEK (8.75)

## First Half 2021 (H1 2020)

- Net sales increased by 24.1% to 800.5 MSEK (645.2 MSEK same period last year)
- Net sales growth adjusted for exchange rate differences at 24.8%
- Contribution margin after fulfillment cost increased to 29.4% (29.1%)
- EBITDA amounted to 73.8 MSEK (85.0). EBITDA-margin at 9.2% (13.2%)
- Adjusted EBITDA amounted to 86.8 MSEK (90.5), Adjusted EBITDA-margin of 10.8% (14.0%)
- Operating profit (EBIT) at 51.7 MSEK (63.7), a margin of 6.5% (9.9%)
- Adjusted EBIT at 64.7 MSEK (69.3) gives a margin of 8.1% (10.7%)
- Net profit for the period after taxes at 21.6 MSEK (57.3)
- Earnings per share SEK, before and after dilution at 2.40 SEK (10.64)

## Significant events during the second quarter 2021

- Order production on customer unique packing lines reached 60% for the quarter, on target for 100% by year-end.
- All remaining legacy fixed meal-kits for the Linas Matkasse brand and substantially all of the same for the Adams Matkasse brand were discontinued during the quarter with customers migrating to fully flexible meal-kit offerings.
- Pilot project launched for climate-calculated recipes in Sweden on the Linas Matkasse brand, and external reporting initiated on food waste generated in our own production underscoring our commitment to transparency and sustainability.
- The acquisition of the remaining 41.52% of the shares from the founder and CEO of RetNemt was finalized and the integration of the RetNemt operations was started.
- The settlement of the bond was finalized, in accordance with what was outlined during the listing process.

## Performance measures, overview

TSEK, unless otherwise stated	Apr - Jun 2021	Apr - Jun 2020	Δ %	Jan - Jun 2021	Jan - Jun 2020	Δ %	FY 2020
Net sales	380 978	324 142	17.5%	800 455	645 202	24.1%	1 216 977
Net sales growth (adjusted for exchange rate differences). %	17.6	22.9		24.8	10.6		17.4
Active customers. (in thousands)	118.5	102.5	15.6%	118.5	102.5	15.6%	114.7
Deliveries. (in thousands)	524	463	13.1%	1 115	923	20.8%	1 737
Average order value, SEK	727	700	3.9%	718	699	2.7%	701
Sales and marketing expenses	-42 949	-18 352	134.0%	-98 965	-57 093	73.3%	-129 886
<i>in % of net sales</i>	-11.3	-5.7		-12.4	-8.8		-10.7
Contribution margin	114 246	95 801	19.3%	235 711	187 930	25.4%	359 192
<i>Contribution margin, %</i>	30.0	29.6		29.4	29.1		29.5
Adjusted EBITDA	46 529	58 752	-20.8%	86 785	90 540	-4.1%	145 325
<i>Adjusted EBITDA-margin, %</i>	12.2	18.1		10.8	14.0		11.9
Operating profit (EBIT)	35 307	45 752	-22.8%	51 745	63 725	-18.8%	91 508
<i>EBIT-margin, %</i>	9.3	14.1		6.5	9.9		7.5
Adjusted EBIT	35 307	48 292	-26.9%	64 682	69 308	-6.7%	101 743
<i>Adjusted EBIT-margin, %</i>	9.3	14.9		8.1	10.7		8.4
Cash flow from operating activities	-16 814	46 982	-135.8%	28 686	77 589	-63.0%	116 108
Earnings per share SEK, before and after dilution	1.69	8.75		2.40	10.64		

### About LMK Group AB (publ)

LMK Group was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring meals delivered directly to the customer's front door. Today, the Group is the largest supplier of meal kits in the Nordic region and considers itself a leader in Scandinavian "food tech". The Group operates in Sweden, Norway and Denmark under the brands Linas Matkasse, Godtlevert, Adams Matkasse and RetNemt. In 2020, the Group generated SEK 1.2 billion in revenues and delivered approximately 1.74 million meal kits to households in the markets in which the Group operates.

## Profitable growth continues as Covid influence recedes

It is exciting to report yet another strong quarter for LMK Group where we have continued to deliver profitable growth while strengthening our competitiveness in the Nordic meal kit space. Despite tough comparison figures, we continue to grow at a fast pace. Net sales amounted to 381 MSEK, representing an increase of 17.6% organically compared to the same period last year, driven by increased delivery volume even as seasonal purchasing behavior in the quarter returned to pre-covid levels. Adjusted EBITDA amounted to 46.5 MSEK (58.8), reflecting an increased marketing spend of 25 MSEK in the quarter as we approach our targeted marketing spending levels. The increase should be put in perspective to the fact that we had very low marketing expenses in Q2 2020 while still being able to attract new customers due to the initial spread of Covid-19. We are convinced that the media investments we have made now, in combination with our continued investments in the technology platforms and other improvements to increase product competitiveness, will support our work to further strengthen our market leading position.

Looking at the first half of 2021, we achieved a total organic growth of 25% from the same period last year, with continued contribution margin profitability improvement despite a massive shift towards product flexibility.

We continue to see high customer activity and strong demand for our flexible meal kit offering and have attracted an increasing number of customers. The number of active customers increased by 16%, with seasonal patterns at the end of the quarter reflecting a pre covid operating environment. At the same time, purchase frequency only declined 2.2%, despite less restrictions relating to the pandemic and the return to normal seasonal purchasing behavior. Average transaction value increased by 4% on a common currency basis as a result of the successful launch of grocery add-ons, mix change given increased flexibility and price increases.

Increasing customer loyalty is one of our top priorities and we continued to make changes to our operations in the quarter that will further drive loyalty. Order production on customer unique packing lines during Q2 2021 increased to 60% compared to 30% the corresponding period last year, and 49% in the previous quarter. This is largely due to the successful integration of our flexible offering, which enables more customers to choose recipes easier, in addition to the sunsetting of significantly all legacy portfolio products in the Linas Matkasse and Adams Matkasse brands during H1 2021. Furthermore, as we continue to shift toward 100% customer unique processing, we expect batch processing to be completely phased out in H2 2021 for all brands. While increased flexibility in packing operations carries a higher unit production cost, these have been lower than originally estimated and, so far, we have been able to offset this increase in cost with scale economies and purchasing productivity leading to an increase in our Contribution Margin compared to the same period last year.

### Moving forward sustainably

In May, we announced the launch of a pilot project for climate-calculated recipes, which aims to increase transparency in recipes while facilitating active choices for customers. As announced after the end of the quarter we have furthermore initiated disclosing of food waste from own production as part of the yearly sustainability reporting. For 2020, we measured a food waste per meal of 1.74g and are continuously working to reduce these values even further. Our short-term target is to maintain this world leading level of production food waste while increasing meal flexibility for customers and shortening order to delivery times.

In addition to measuring food waste, LMK Group is continuously working with suppliers to eliminate unnecessary plastic packaging that does not reach the consumer and reduce both cost and waste in the value chain. We have set an initial target to reduce plastics within the LMK Group meal kits by 20%. In

addition, we have identified areas within nutrition, local sourcing of proteins, and transportation where measurement and target setting processes are ongoing and will be shared when they are ready.

#### **Continued high customer activity expected**

Going forward, we will continue to deliver on our strategic priorities to enable profitable growth through inspiring meals that simplify customers' everyday life. A key activity is the integration of the RetNemt operations which is well underway and on track to be complete during Q4. Investments related to integrating RetNemt are expected to land in the range of 10-15mSEK over the next 12 months. As a result, we will have a single ERP and technical platform across the group providing further opportunities for unit economic improvement and accelerating growth in Denmark.

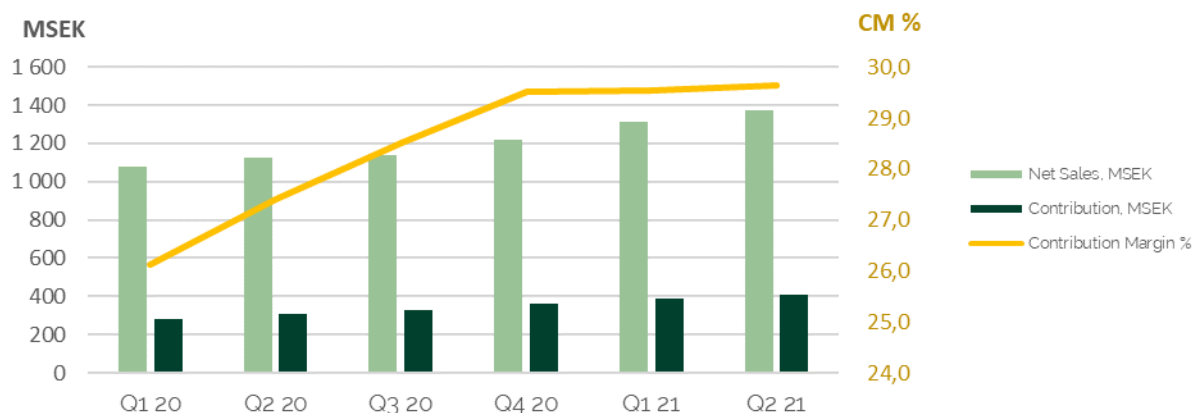
We continue to see high activity early in Q3 2021. During the second half of 2021, we expect to see the normal impact of seasonal purchasing behavior return as more customers travel or otherwise pause deliveries around the year-end holidays. We remain

confident that the changes to our product model combined with the increase in the customer base will generate solid growth even during the second half of 2021 in a challenging comparable environment.

Lastly, we have had the pleasure of welcoming more than 70 new employees to LMK Group during the quarter. The majority are based in Norway where we previously have had a high share of staffing agency personnel in production. We have also recruited new talent in tech and marketing. During the quarter we finalized an organizational development project engaging our employees to launch a common group definition of our purpose, culture, and key strategic focus areas. We call it the "Compass" which we will use to continue to navigate in the Nordic foodtech landscape with an ever-increasing efficiency. Through our services we will continue to inspire and make it easier for people to cook and enjoy good food. Always with the purpose to continue innovating the mealtime experience.

**Walker Kinman**  
CEO

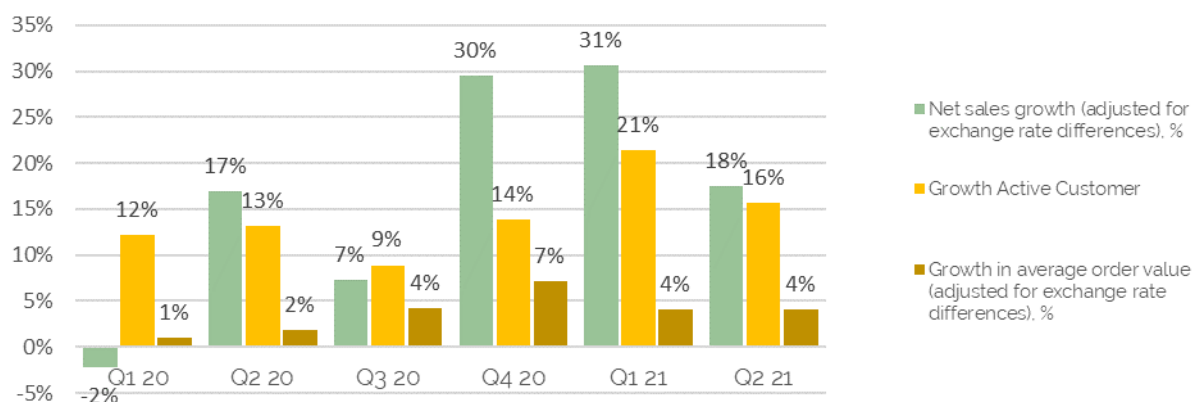
## Trend Net sales and contribution margin, rolling 12 months



The positive trend from 2020 continued also in the second quarter where we saw good momentum both in terms of growth and improved unit economics.

## Active customer base and Average order value are two important growth factors

### Growth % vs same period Last year



Growth in Active Customers and Average order value are two important growth factors. The increased investment into Sales and Marketing, Q2 2021 at 11.3% of net sales and improved retention rates drives the Active Customer Base. Despite challenging comparable figures in Q2, Active Customers grew by 16% vs same period last year. Product mix changes, price increases, groceries add-ons, and increased basket sizes are factors that drove the growth in average order value.

## Financial performance

### Net sales and profitability

#### *Second quarter 2021 (Q2 2020)*

Net sales amounted to 381.0 MSEK (324.1) in the second quarter, equivalent to an increase of 56.8 MSEK or 17.5%. Adjusted for exchange rates differences it was an increase of 17.6%. The increased net sales are mainly related to an increased active customer base, up 16% vs last year and an increased average transaction value, up 4% vs last year.

The Contribution margin during the quarter improved versus last year to 30.0% (29.6%). The higher cost in increased product and packing flexibility was mitigated by better sourcing productivity and economies of scale.

Adjusted EBITDA for the group amounted to 46.5 MSEK (58.8), corresponding to an Adjusted EBITDA-margin of 12.2% (18.1%). During the quarter there was no adjustment items. The Adjusted EBITDA margin is impacted by the increase in Sale and marketing expenses which amounted to 42.9 MSEK (18.4). This was in-line with the company's growth strategy and corresponded to 11.3% (5.7%) of net sales. Despite a challenging comparable period, the group experienced an increase in new customers by 12% vs the same period last year.

Operating profit (EBIT) for the group amounted to 35.3 MSEK (45.8) or 9.3% (14.1%) of net sales.

Net financial items amounted to -12.1 MSEK (-6.2) and includes a call premium for retiring the corporate bond, net amount of 6.8 MSEK. Profit before tax amounted to 23.2 MSEK (39.5).

Tax expenses for the period amounted to -8.1 MSEK (7.6). With the increased profitability the company has started to book tax expenses.

#### *First Half 2021 (H1 2020)*

During the first half of 2021 Net sales amounted to 800.5 MSEK (645.2), equivalent to an increase of 155.3 MSEK or +24.1%. Adjusted for exchange rates differences it represented an increase of 24.8%.

Contribution margin was 29.4% (29.1%) with higher costs for increased product and packing flexibility offset by better sourcing productivity and economies of scale.

EBITDA for the first half of 2021 amounted to 73.8 MSEK (85.0), corresponding to an EBITDA-margin of 9.2% (13.2%). During the first half the group had items affecting comparability related to the listing of the share on Nasdaq First North Growth Market of 12.9 MSEK. Adjusted EBITDA amounted to 86.8 MSEK (90.5), corresponding to an adjusted EBITDA-margin of 10.8 % (14.0%). EBITDA-margin development is to a large extent impacted by the growth strategy with increased marketing expenses from 8.8% in H1 2020 to 12.4% of Net sales in H1 2021, equaling to an increase of 42 MSEK.

Operating profit (EBIT) for the group amounted to 51.7 MSEK (63.7), Adjusted EBIT amounted to 64.7 MSEK (69.3) or 8.1% (10.7%) of net sales.

Net financial items amounted to -18.0 MSEK (-14.8). Profit before tax amounted to 33.8 MSEK (49.0),

Tax expenses for the period amounted to -12.2 MSEK (8.3). A large share of the group's Net financial items were non-tax deductible due to the legal setup with the corporate bond.

### Earnings per share

During the first quarter the group conducted a share split, issued new shares, and converted the previous preference shares which increased the total number of ordinary shares from 4 740 645 to 12 678 592, with a weighted average of 8 973 369 shares. Earnings per share before and after dilution for second quarter amounted to SEK 1.69 (8.75) and for the first half of 2021 to SEK 2.40 (10.64).

## Cash and cash equivalents, financing, and financial position

At the end of the period cash and cash equivalents amounted to 138.2 MSEK (60.3). The improved cash position is predominantly due to profitability in the business. Cashflow elements were affected by transactions related to the IPO, both during the second quarter and first half of 2021. Cash flow from operating activities during the second quarter amounted to -17.8 MSEK (47.0), with a positive cash flow due to profitability offset by a decrease in operating liabilities of 71.4 MSEK, mostly related to timing in trade payables and reversal of accrued transaction costs directly related to the IPO. The Cash flow from operating activities during the first half of 2021 amounted to 27.7 MSEK (77.6).

The Proceeds from the IPO end of Q1 were utilized during Q2 according to what was set out in the prospectus. Cash flow from investment activities amounts to -62.1 MSEK (-2.5) during the quarter including the acquisition of RetNemt shares. Cash flow from financing during the second quarter amounted to -132.8 MSEK (-4.0) and included new shares issued related to the RetNemt acquisition and

the repayment of the entire corporate bond, including accrued interest and waiver fee. The additional 5% call premium related to the termination of the bond is accounted for in profit before tax amounting to -6.8 MSEK. In addition to the proceeding comments, Cash flow from financing activities for the first half included the IPO proceeds and repayment of vendor debt.

During the second quarter, investments in tangible assets amounted to 4.7 MSEK (0.2) and investments in intangible assets amounted to 2.5 MSEK (2.3)

## Warrants

At the Company's annual general meeting held on 14 March 2021 the shareholders of LMK Group resolved to adopt long-term incentive programs based on warrants aimed at the Company's executive management and some other key employees, and external members of the board of directors totaling 340 800 warrants. For more information, please visit LMK Group's website:

<https://lmggroup.se/incitamentsprogram>.

## Other

### Parent company

The Parent company is a holding company. Net Sales for the second quarter 2021 was 0 MSEK (0) and expenses were 2.9 MSEK (2.5). The operating loss was -2.9 MSEK (-2.5). Net profit for the period was -2.3 MSEK (-1.7). The Parent company cash and cash equivalents were 209.7 MSEK (4.1) at the end of the period and Equity was 790.6 MSEK (335.6).

### Employees

As of 30 June 2021, LMK Group had 467 employees (356). The average number of employees for the quarter amounted to 430.

### Significant risks and uncertainties

LMK Groups operations are exposed to certain risks that could have a varying impact on earnings or financial position. These can be divided into industry, operational, and financial risks. When assessing the group's future development, it is important to consider the risk factors, alongside any opportunities for profit growth.

For further information about LMK Group's risk exposure and handling, please see the group's annual report for 2020, which is available on the company's website <https://lmggroup.se/investerare/rappporter/>.

### COVID-19

As many other companies, LMK Group has had to adapt the operations so that it complies with the local restrictions that apply, for example when it comes to distancing. Given the nature of the business, the Group already works with strict rules regarding hygiene. For employees that have had the possibility, working from home has been the policy.

From a general perspective, more consumers who previously preferred to only buy food in physical stores have become accustomed to buying food online, which the LMK Group assesses that they will continue to do even after the pandemic.

The Group has seen a different seasonal pattern since the second quarter of 2020, with fewer customers pausing during holidays and celebrations, and instead continuing to consume meal kits. In Q2 2021 this effect has approached previous seasonal patterns with more customer pausing during holidays and seasonal slowdown towards the summer vacation period.

### Review

The report has not been audited by the company's auditors.

### Transactions with related parties

There has been no transaction between LMK Group and related parties that significantly affected the company's position and income.

## Upcoming report dates

### Interim report Q3 2021

November 9, 2021

### Interim report Q4 2021

February 25, 2022



## Consolidated income statement

<i>SEK thousands</i>	Note	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	Full year 2020
Net Sales	2	380 978	324 142	800 455	645 202	1 216 977
Other operating income		1 457	2 045	4 690	4 101	7 861
		382 435	326 187	805 145	649 303	1 224 838
Goods for resales		-231 126	-200 949	-494 127	-401 842	-746 951
Other external expenses		-50 571	-28 549	-128 801	-74 296	-162 178
Personnel costs		-54 199	-40 221	-108 273	-87 942	-180 400
Depreciation		-11 222	-10 460	-22 103	-21 232	-43 582
Other operating expenses		-10	-256	-97	-266	-219
<b>Operating profit</b>		35 307	45 752	51 745	63 725	91 508
Interest income		86	15	103	23	172
Interest expenses		-12 021	-6 747	-18 173	-13 431	-27 532
Other financial income		-186	-	482	-	1 640
Other financial expenses		-5	488	-402	-1 348	-2 254
<b>Net financial items</b>		-12 127	-6 245	-17 991	-14 756	-27 974
<b>Profit before tax</b>		23 181	39 507	33 754	48 969	63 534
Tax		-8 055	7 610	-12 195	8 343	3 735
<b>Net profit for the period</b>		15 126	47 116	21 559	57 312	67 269
Profit/loss for the period attributable to:						
Parent company's shareholders		15 126	45 403	21 559	55 528	65 034
Non-controlling interests		-	1 713	-	1 784	2 235
<b>Net profit for the period</b>		15 126	47 116	21 559	57 312	67 269
Earnings per share SEK, before and after dilution		1.69	8.75	2.40	10.64	-11.71
Number of shares by end of the period, before and after dilution		12 678 592	4 740 645*	12 678 592	4 740 645*	4 740 645*
Average number of share, before and after dilution		8 973 369	4 740 645*	8 973 369	4 740 645*	4 740 645*

\*Number of shares refers to number of ordinary shares, with 2020 adjusted with a share split of 1:15 resolved March 3, 2021.

## Consolidated income statement and comprehensive income

<i>SEK thousands</i>	Note	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	Full year 2020
<b>Net profit for the period</b>		15 126	47 116	21 559	57 312	67 269
<b>Other comprehensive income</b>						
<b>Items that have been or may be transferred to profit/loss for the period</b>						
Translation differences for the period when translating foreign operations		-12 513	-2 408	16 405	-37 714	-40 819
<b>Other comprehensive income for the period</b>		-12 513	-2 408	16 405	-37 714	-40 819
<b>Comprehensive income for the period</b>		2 613	44 708	37 964	19 598	26 450
Comprehensive income for the period attributable to:						
Parent company's shareholders		2 613	43 217	37 964	18 037	24 645
Non-controlling interests		-	1 491	-	1 561	1 805
<b>Comprehensive income for the period</b>		2 613	44 708	37 964	19 598	26 450



## Consolidated statement of financial position

<i>SEK thousands</i>	Note	2021-06-30	2020-06-30	2020-12-31
<b>Assets</b>				
Goodwill		232 788	225 292	222 907
Trademarks		311 647	307 079	306 265
Customer contracts and relationships		18 219	31 328	24 607
Other intangible assets		18 269	17 381	16 662
<b>Total intangible assets</b>		580 922	581 080	570 442
Leasehold improvement		2 398	3 689	3 044
Machinery and other technical installations		6 438	4 716	4 792
Equipment		9 030	4 940	6 130
Rights of use assets		109 431	92 944	105 997
<b>Total tangible assets</b>		127 297	106 289	119 963
Deferred tax assets		23 370	23 967	24 032
Other non-current receivables		2 233	3 050	3 077
<b>Total other non-current assets</b>		25 603	27 017	27 109
<b>Total non-current assets</b>		733 823	714 386	717 514
Inventories		5 617	5 704	5 444
Accounts receivable		27 705	25 325	9 138
Tax assets		1 417	1 439	1 360
Prepaid expenses and accrued income		14 282	8 161	20 995
Receivables from Group companies		-	548	705
Other receivables		2 442	2 858	3 024
Cash and cash equivalents		138 202	60 258	80 416
<b>Total current assets</b>		189 665	104 293	121 082
<b>Total Assets</b>		923 488	818 679	838 596

## Consolidated statement of financial position, cont.

<i>SEK thousands</i>	Note	2021-06-30	2020-06-30	2020-12-31
<b>EQUITY</b>				
Share capital		1 170	929	929
Other contributed capital		1 188 574	912 569	912 569
Translation reserve		1 380	-12 127	-15 025
Retained earnings including profit/loss for the year		-591 766	-619 459	-623 545
<b>Equity attributable to shareholders in parent company</b>		<b>599 359</b>	<b>281 911</b>	<b>274 927</b>
<b>Non-controlling interests</b>		<b>-</b>	<b>3 566</b>	<b>5 301</b>
<b>Total equity</b>		<b>599 359</b>	<b>285 477</b>	<b>280 229</b>
<b>Liabilities</b>				
Bond		-	145 417	136 128
Non-current lease liabilities		96 196	82 444	94 071
Contractual liabilities		5 695	6 690	6 002
Other non-current liabilities		-	79 477	22 958
Deferred tax liabilities		69 488	71 222	69 601
<b>Total non-current liabilities</b>		<b>171 379</b>	<b>385 250</b>	<b>328 759</b>
Liabilities to credit institutions		3 495	3 344	3 076
Current lease liabilities		23 209	18 554	21 749
Accounts payable		58 354	61 103	69 384
Tax liabilities		17 014	20 902	10 638
Other liabilities		9 911	9 003	87 329
Accrued expenses and prepaid income		40 767	35 045	37 432
<b>Total current liabilities</b>		<b>152 750</b>	<b>147 951</b>	<b>229 608</b>
<b>Total liabilities</b>		<b>324 129</b>	<b>533 201</b>	<b>558 367</b>
<b>Total equity and liabilities</b>		<b>923 488</b>	<b>818 679</b>	<b>838 596</b>

## Consolidated statement of cash flows

<i>SEK thousands</i>	Note	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	Full year 2020
<b>Operating activities</b>						
Profit before tax		23 181	39 507	33 754	48 969	63 534
Income tax paid		-519	-333	-8 436	-745	-7 629
Adjustment for items not included in cash-flow		11 047	14 366	25 065	30 911	60 203
		<b>33 709</b>	<b>53 540</b>	<b>50 383</b>	<b>79 135</b>	<b>116 108</b>
Increase (-)/Decrease (+) in inventories		1 150	886	-69	786	988
Increase (-)/Decrease (+) in operating receivables		19 951	14 144	-12 040	-10 974	-8 359
Increase (+)/Decrease (-) in operating liabilities		-71 624	-21 588	-9 589	8 642	13 494
<b>Cash flow from operating activities</b>		<b>-16 814</b>	<b>46 982</b>	<b>28 686</b>	<b>77 589</b>	<b>122 231</b>
<b>Investment activities</b>						
Acquisition of tangible assets		-4 716	-248	-6 896	-870	-4 540
Acquisition of intangible assets		-2 522	-2 292	-3 733	-3 449	-5 395
Acquisition of partly owned subsidiaries, non-controlling influence since before		-54 881	-	-54 881	-	-
<b>Cash flow from investment activities</b>		<b>-62 119</b>	<b>-2 540</b>	<b>-65 510</b>	<b>-4 319</b>	<b>-9 935</b>
<b>Financing activities</b>						
New share issue		27 441	-	277 441	-	-
Transaction cost		0	-	-5 503	-	-
Premiums for warrants		2 691	-	3 361	-	-
Change in bank overdraft facility		-	-	-	-9 703	-9 703
Buyback bondshare		-	-	-	-	-9 360
Amortization of loans, including bond		-139 000	1	-155 042	2	-
Payment accrued interest when repaying bond		-20 521	-	-20 521	-	-
Amortization of lease liability		-4 356	-4 002	-8 758	-7 983	-16 459
<b>Cash flow from financing activities</b>		<b>-133 745</b>	<b>-4 001</b>	<b>90 979</b>	<b>-17 684</b>	<b>-35 522</b>
Cash flow for the period		-212 678	40 441	54 154	55 586	76 774
Cash and cash equivalents at the beginning of the period		354 787	19 976	80 416	9 829	9 829
Exchange rate difference in cash and cash equivalents		-3 907	-160	3 632	-5 158	-6 187
<b>Cash and cash equivalents at the end of the period</b>		<b>138 202</b>	<b>60 257</b>	<b>138 202</b>	<b>60 257</b>	<b>80 416</b>

## Consolidated statement of equity

SEK thousands	Equity attributable to shareholders in the parent company						Holding without determined influence	Total Equity
	Share Capital	Ongoing New share issue	Other Contributed Capital	Conversion Reserve	Balanced earnings including this year's Results	Total		
Opening equity 2020-01-01	929	-	912 569	25 363	-676 478	262 383	3 496	265 879
<b>Comprehensive income for the year</b>								
Net profit for the year					55 528	55 528	1 784	57 312
Other comprehensive income for the year				-37 491		-37 491	-223	-37 714
Comprehensive income for the year	-		-	-37 491	55 528	18 037	1 561	19 598
<b>Closing Equity 2020-06-30</b>	<b>929</b>		<b>912 569</b>	<b>-12 128</b>	<b>-620 950</b>	<b>280 420</b>	<b>5 057</b>	<b>285 477</b>
SEK thousands	Equity attributable to shareholders in the parent company						Holding without determined influence	Total Equity
SEK thousands	Share Capital	Ongoing New share issue	Other Contributed Capital	Conversion Reserve	Balanced earnings including this year's Results	Total		
Opening equity 2021-01-01	929	-	912 569	-15 025	-623 545	274 928	5 301	280 229
<b>Comprehensive income for the year</b>								
Net profit for the year					21 559	21 559	-	21 559
Other comprehensive income for the year				16 405		16 405	-	16 405
Comprehensive income for the year	-		-	16 405	21 559	37 964	-	37 964
<b>Transactions with the Group's owners</b>								
<b>Contribution from and value transfers to owners</b>								
New share issue	242		277 199			277 440		277 440
Ongoing New share issue		-	-			-		-
Transaction cost new share issue, after tax			-5 503			-5 503		-5 503
Premiums for warrants			4 309			4 309		4 309
Total contribution from and value transfers to owners	242		276 005	-		276 247	-	276 247
<b>Transactions attributable to subsidiaries</b>								
Change in liability for issued put option to non-controlling interest					4 919	4 919		4 919
<b>Transactions with the Group's owners</b>								
<b>Changes in ownership in subsidiaries</b>								
Acquisition of non-controlling interests, controlling interest since before					5 301	5 301	-5 301	-
Total transactions attributable to subsidiaries	-		-	-	10 220	10 220	-5 301	4 919
Total transactions with the Group's owners	242		276 005	-	10 220	286 467	-5 301	281 166
<b>Closing equity 2021-06-30</b>	<b>1 170</b>		<b>1 188 574</b>	<b>1 381</b>	<b>-591 766</b>	<b>599 359</b>		<b>0 599 359</b>

## Parent company - Income statement

SEK thousands	Apr - Jun		Apr - Jun		Jan - Jun		Jan - Jun	
	Note	2021	2020	2021	2020	2021	2020	
Net Sales		66	-	66	-			
		66	-	66	-			
Personnel costs		-1 640	-	-2 109	-			
Other operating expenses		-1 319	-2 530	-15 382	-2 992			
<b>Operating profit</b>		<b>-2 893</b>	<b>-2 530</b>	<b>-17 425</b>	<b>-2 992</b>			
<i>Financial items</i>								
Interest expenses		-	-	-9	-1			
Other financial income		11	1	11	2			
Other financial expenses		-15	-	-53	-			
<b>Profit/loss before tax</b>		<b>-2 897</b>	<b>-2 529</b>	<b>-17 477</b>	<b>-2 991</b>			
Tax		644	846	3 567	846			
<b>Net profit for the period</b>		<b>-2 252</b>	<b>-1 683</b>	<b>-13 910</b>	<b>-2 145</b>			

## Parent company - Income statement and comprehensive income

SEK thousands	Jan - Jun		Jan - Jun		Jan - Jun		Jan - Jun	
	Note	2021	2020	2021	2020	2021	2020	
Net profit for the period		-2 252	-1 683	-13 910	-2 145			
Other comprehensive income		-	-	-	-			
Items that have been or may be transferred to profit/loss for the period		-	-	-	-			
<b>Other comprehensive income for the period</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>			
<b>Comprehensive income for the period</b>		<b>-2 252</b>	<b>-1 683</b>	<b>-13 910</b>	<b>-2 145</b>			

## Parent company - Statement of financial position

SEK thousands	Note	21-06-30	20-06-30
<b>Assets</b>			
<b>Non-current assets</b>			
Financial assets			
Shares in subsidiaries		576 354	331 473
Deferred tax asset		7 111	2 116
<b>Total financial assets</b>		<b>583 465</b>	<b>333 589</b>
<b>Total non-current assets</b>			
<b>583 465</b>			
<b>333 589</b>			
<b>Current assets</b>			
Short term receivables			
Receivables from Group companies		596	36
Current tax asset		3 221	570
Other receivables		615	-
<b>Total short term receivables</b>		<b>4 433</b>	<b>606</b>
Cash and cash equivalents		209 723	4 076
<b>Total current assets</b>		<b>214 156</b>	<b>4 681</b>
<b>Total Assets</b>		<b>797 621</b>	<b>338 271</b>
<b>Equity and liabilities</b>			
<b>Equity</b>			
<i>Restricted equity</i>			
Share capital		1 170	929
<i>Non-restricted equity</i>			
Ongoing New share issue		-	-
Premium reserve		1 188 574	912 569
Retained earnings		-385 240	-575 744
Profit/loss for the year		-13 910	-2 145
<b>Total Equity</b>		<b>790 595</b>	<b>335 609</b>
<b>Short term liabilities</b>			
Liabilities to Group companies		-	25
Accounts payable		848	2 030
Current tax liabilities		-	-
Accrued expenses and prepaid income		6 178	608
<b>Total short term liabilities</b>		<b>7 026</b>	<b>2 662</b>
<b>Total equity and liabilities</b>		<b>797 621</b>	<b>338 271</b>

## Notes

### Note 1 Accounting principles

This interim report in summary for the Group has been prepared in accordance with IAS 34 Interim Financial Reporting and applicable provisions in the Annual Accounts Act. The interim report for the Parent Company has been prepared in accordance with Chapter 9 of the Annual Accounts Act, Interim Report. For the Group and the Parent Company, the same accounting principles and calculation bases have been applied as in the most recent annual report. Disclosures in accordance with IAS 34.16A appear not only in the financial statements and their accompanying notes but also in other parts of the interim report.

### Note 2 Revenues and operating segments

#### *Distribution of revenue from contracts with customers*

The distribution of revenue from contracts with customers in main geographic markets and the time of revenue recognition are summarized below.

#### Group

SEK thousands	Total	
	Jan - Jun 2021	Jan - Jun 2020
<b>Geographic market</b>		
Norway	395 657	305 499
Sweden	305 527	256 778
Denmark	103 961	87 026
<b>Time of revenue recognition</b>		
Goods recognized at a given time	800 455	645 202
<b>Total Revenue from contracts with Customers</b>	<b>800 455</b>	<b>645 202</b>

#### Operating segments

SEK thousands	Norway		Sweden		Denmark		Group-wide and Eliminations		Total consolidated	
	jan- jun 2021	jan - jun 2020	jan- jun 2021	jan - jun 2020	jan- jun 2021	jan - jun 2020	jan- jun 2021	jan - jun 2020	jan- jun 2021	jan - jun 2020
Net sales from external customers	394 128	303 649	302 789	254 221	103 539	87 331	–	–	800 455	645 202
Net sales from other segments	–	15	–	–	–	–	–	-15	–	–
Operating profit before depreciation (EBITDA)	49 753	44 488	22 741	30 544	7 195	5 655	-5 744	4 536	73 945	85 223
Depreciation									-22 103	-21 233
Impairment losses on goodwill and intangible assets									–	–
Other operating expenses									-97	-266
Financial items, net									-17 991	-14 755
Consolidated profit before tax									33 754	48 969

The column "Group-wide and eliminations" for "Operating profit", refers to costs for Group functions of 17.8 MSEK (6.3) as well as differences in accounting principles of 12.0 MSEK (10.8).

The differences in accounting principles between the information regarding the operating segments and the principles applied in the preparation of the financial statements consist of the application of IFRS 16 Leasing.

### **Note 3 Fair value for financial instruments**

#### *Fair Value*

As of June 30, 2021, the entire corporate bond had been repaid, with a remaining carrying value of zero SEK (20200630: SEK 145 417 thousand) and a fair value of zero SEK (20200630: SEK 150.000 thousand). The fair value is based on level 2 in the valuation hierarchy.

The carrying amount of long-term receivables constitutes a reasonable approximation of fair value.

The carrying amount of accounts receivable, other current receivables, cash and bank, accounts payable and other current liabilities constitute a reasonable approximation of fair value.

### **Note 4 Significant events after end of period**

On July 5, 2021, the Norwegian subsidiary Godtlevvertgruppen AS signed a new office agreement, executing the plan to move the Norwegian office to a new location within Oslo, with access in the first quarter of 2022. It is a 6 year contract, leading to an increased premises cost of approx. 2 MSEK per year.

### **Note 5 Seasonal variation**

The Group sales varies with the annual cycle with the first and the fourth quarter in general the strongest quarters.



## Note 6. Selected Key performance indicators

All performance indicators below, except for Net Sales constitutes alternative Key performance indicators that is not defined according to IFRS and is not replacing any measurement within IFRS. For more information see section about Definitions of key performance indicators.

SEK thousands, unless otherwise indicated	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	FY 2020
<b>SALES MEASURES</b>					
Net sales	380 978	324 142	800 455	645 202	1 216 977
<i>Net sales growth, %</i>	17,5	16,9	24,1	6,5	12,1
<i>Net sales growth (adjusted for exchange rate differences), %</i>	17,6	22,9	24,8	10,6	17,4
<b>MARKETING MEASURES</b>					
Sales and marketing expenses	-42 949	-18 352	-98 965	-57 093	-129 886
<i>Sales and marketing expenses in relation to net sales, %</i>	-11,3	-5,7	-12,4	-8,8	-10,7
<b>PROFITABILITY MEASURES</b>					
Contribution margin	114 246	95 801	235 711	187 930	359 192
EBITDA	46 529	56 212	73 848	84 957	135 090
Adjusted EBITDA	46 529	58 752	86 785	90 540	145 325
Operating profit/loss (EBIT)	35 307	45 752	51 745	63 725	91 508
Adjusted EBIT	35 307	48 292	64 682	69 308	101 743
<b>MARGIN MEASURES</b>					
Contribution margin, %	30,0	29,6	29,4	29,1	29,5
EBITDA margin, %	12,2	17,3	9,2	13,2	11,1
Adjusted EBITDA margin, %	12,2	18,1	10,8	14,0	11,9
EBIT margin, %	9,3	14,1	6,5	9,9	7,5
Adjusted EBIT margin, %	9,3	14,9	8,1	10,7	8,4
<b>CASH FLOW MEASURES</b>					
Capex-ratio, %	-1,9	-0,8	-1,3	-0,7	-0,8
Cash flow from operating activities	-16 814	46 982	28 686	77 589	116 108

## Operating key performance indicators

	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	FY 2020
<b>Customers and orders</b>					
Number of active customers per closing date	118 524	102 495	118 524	102 495	114 717
Number of deliveries	523 988	463 367	1 114 584	922 837	1 736 638
<b>Unit Economics</b>					
Average order value, SEK	727	700	718	699	701
Growth in average order value (adjusted for exchange rate differences), %	4,0	1,9	3,3	0,5	3,6
Contribution margin per delivery, SEK	218	207	211	204	207
Adjusted EBITDA per delivery, SEK	89	127	78	98	84

## Reconciliation tables regarding alternative key performance indicators that are not defined according to IFRS

	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	FY 2020
<b>SALES MEASURES</b>					
Net sales	380 978	324 142	800 455	645 202	1 216 977
Net sales growth, %	17,5	16,9	24,1	6,5	12,1
<b>Calculation of Net sales (adjusted for the previous year's exchange rate)</b>					
Net sales	380 978	324 142	800 455	645 202	1 216 977
Exchange rate change (positive exchange rate change is presented with a negative sign and negative exchange rate change is presented with a positive sign)	-313	-16 696	-4 688	-24 908	-57 731
Net sales (adjusted for the previous year's exchange rate)	381 291	340 839	805 143	670 110	1 274 708
<b>Calculation of net sales growth (adjusted for exchange rate differences)</b>					
Net sales (adjusted for the previous year's exchange rate)	381 291	340 839	805 143	670 110	1 274 708
Net sales in previous period	-324 142	-277 272	-645 202	-605 638	-1 085 621
Net sales growth (adjusted for exchange rate differences)	57 149	63 566	159 941	64 472	189 087
<b>Calculation of net sales growth (adjusted for exchange rate differences), %</b>					
Net sales growth (adjusted for exchange rate differences)	57 149	63 566	159 941	64 472	189 087
Net sales in previous period	324 142	277 272	645 202	605 638	1 085 621
Net sales growth (adjusted for exchange rate differences), %	17,6	22,9	24,8	10,6	17,4
<b>Costs Goods for resale, Other external expenses and Personnel costs</b>					
Goods for resale	-231 126	-200 949	-494 127	-401 842	-746 951
Other external expenses	-50 571	-28 549	-128 801	-74 296	-162 178
Personnel costs	-54 199	-40 221	-108 273	-87 942	-180 400
<b>Total costs Goods for resale, Other external expenses and Personnel costs</b>	<b>-335 896</b>	<b>-269 720</b>	<b>-731 201</b>	<b>-564 080</b>	<b>-1 089 529</b>
of which:					
Input goods	-177 823	-154 085	-377 180	-309 553	-574 575
Fulfilment expenses	-88 909	-74 257	-187 564	-147 719	-283 210
Sales and marketing expenses	-42 949	-18 352	-98 965	-57 093	-129 886
Central functions Administration, HR, Customer Service and IT	-26 216	-23 026	-67 492	-49 714	-101 857
<b>Total</b>	<b>-335 896</b>	<b>-269 720</b>	<b>-731 201</b>	<b>-564 080</b>	<b>-1 089 529</b>
<b>MARKETING MEASURES</b>					
Sales and marketing expenses	-42 949	-18 352	-98 965	-57 093	-129 886
Net sales	380 978	324 142	800 455	645 202	1 216 977
<b>Sales and marketing expenses in relation to net sales, %</b>	<b>-11,3</b>	<b>-5,7</b>	<b>-12,4</b>	<b>-8,8</b>	<b>-10,7</b>
<b>PROFITABILITY MEASURES</b>					
Net sales	380 978	324 142	800 455	645 202	1 216 977
Input goods	-177 823	-154 085	-377 180	-309 553	-574 575
Fulfilment expenses	-88 909	-74 257	-187 564	-147 719	-283 210
<b>Contribution margin</b>	<b>114 246</b>	<b>95 801</b>	<b>235 711</b>	<b>187 930</b>	<b>359 192</b>

Operating profit/loss (EBIT)	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	FY 2020
<b>Profit/loss before tax</b>	23 181	39 507	33 754	48 969	63 533
Net financial items	-12 127	-6 245	-17 991	-14 756	-27 975
<b>Operating profit/loss (EBIT)</b>	<b>35 307</b>	<b>45 752</b>	<b>51 745</b>	<b>63 725</b>	<b>91 508</b>
Depreciation	-11 222	-10 460	-22 103	-21 232	-43 582
<b>EBITDA</b>	<b>46 529</b>	<b>56 212</b>	<b>73 848</b>	<b>84 957</b>	<b>135 090</b>
<b>Items affecting comparability</b>					
Preparation IPO	-	2 540	12 938	2 657	7 309
Restructuring personnel	-	-	-	2 773	2 773
Costs in respect of unrealised sales of shares in subsidiaries	-	-	-	153	153
<b>Total items affecting comparability</b>	<b>-</b>	<b>2 540</b>	<b>12 938</b>	<b>5 583</b>	<b>10 235</b>
<b>Adjusted EBITDA</b>	<b>46 529</b>	<b>58 752</b>	<b>86 785</b>	<b>90 540</b>	<b>145 325</b>
Operating profit/loss (EBIT)	35 307	45 752	51 745	63 725	91 508
Total items affecting comparability	-	2 540	12 938	5 583	10 235
<b>Adjusted EBIT</b>	<b>35 307</b>	<b>48 292</b>	<b>64 682</b>	<b>69 308</b>	<b>101 743</b>
<b>Margin measures</b>					
Contribution margin	114 246	95 801	235 711	187 930	359 192
Net sales	380 978	324 142	800 455	645 202	1 216 977
<b>Contribution margin, %</b>	<b>30.0</b>	<b>29.6</b>	<b>29.4</b>	<b>29.1</b>	<b>29.5</b>
Operating profit/loss (EBIT)	35 307	45 752	51 745	63 725	91 508
Net sales	380 978	324 142	800 455	645 202	1 216 977
<b>EBIT margin, %</b>	<b>9.3</b>	<b>14.1</b>	<b>6.5</b>	<b>9.9</b>	<b>7.5</b>
Adjusted EBIT	35 307	48 292	64 682	69 308	101 743
Net sales	380 978	324 142	800 455	645 202	1 216 977
<b>Adjusted EBIT margin, %</b>	<b>9.3</b>	<b>14.9</b>	<b>8.1</b>	<b>10.7</b>	<b>8.4</b>
EBITDA	46 529	56 212	73 848	84 957	135 090
Net sales	380 978	324 142	800 455	645 202	1 216 977
<b>EBITDA margin, %</b>	<b>12.2</b>	<b>17.3</b>	<b>9.2</b>	<b>13.2</b>	<b>11.1</b>
Adjusted EBITDA	46 529	58 752	86 785	90 540	145 325
Net sales	380 978	324 142	800 455	645 202	1 216 977
<b>Adjusted EBITDA margin, %</b>	<b>12.2</b>	<b>18.1</b>	<b>10.8</b>	<b>14.0</b>	<b>11.9</b>
<b>Calculation of Capex ratio</b>					
Acquisition of tangible assets	-4 716	-248	-6 896	-870	-4 540
Acquisition of intangible assets	-2 522	-2 292	-3 733	-3 449	-5 395
<b>Capex</b>	<b>-7 238</b>	<b>-2 540</b>	<b>-10 629</b>	<b>-4 319</b>	<b>-9 935</b>
Net Sales	380 978	324 142	800 455	645 202	1 216 977
<b>Capex-ratio, %</b>	<b>-1.9</b>	<b>-0.8</b>	<b>-1.3</b>	<b>-0.7</b>	<b>-0.8</b>
<b>Calculation of the equity/assets ratio</b>					
Equity			599 359	285 477	280 229
Total assets			923 488	818 679	838 596
<b>Equity/assets ratio, %</b>			<b>64.9</b>	<b>34.9</b>	<b>33.4</b>

## Reconciliation tables regarding operating key performance indicators

	Apr - Jun 2021	Apr - Jun 2020	Jan - Jun 2021	Jan - Jun 2020	FY 2020
Net sales	380 978	324 142	800 455	645 202	1 216 977
Number of deliveries	523 988	463 367	1 114 584	922 837	1 736 638
<b>Average order value, SEK</b>	<b>727</b>	<b>700</b>	<b>718</b>	<b>699</b>	<b>701</b>
Net sales (adjusted for the previous year's exchange rate)	381 291	340 839	805 143	670 110	1 274 708
Number of deliveries	523 988	463 367	1 114 584	922 837	1 736 638
<b>Average order value (adjusted for exchange rate differences), SEK</b>	<b>728</b>	<b>736</b>	<b>722</b>	<b>726</b>	<b>734</b>
Average order value in previous period, SEK	700	722	699	1 427	709
Growth in average order value (adjusted for exchange rate differences), %	4.0	1.9	3.3	(49.1)	3.6
Contribution margin	114 246	95 801	235 711	187 930	359 192
Number of deliveries	523 988	463 367	1 114 584	922 837	1 736 638
<b>Contribution margin per delivery, SEK</b>	<b>218</b>	<b>207</b>	<b>211</b>	<b>204</b>	<b>207</b>
Adjusted EBITDA	46 529	58 752	86 785	90 540	145 325
Number of deliveries	523 988	463 367	1 114 584	922 837	1 736 638
<b>Adjusted EBITDA per delivery, SEK</b>	<b>88.8</b>	<b>126.8</b>	<b>77.9</b>	<b>98.1</b>	<b>83.7</b>

## Declaration

The Board of Directors and the CEO assure that the interim report provides a fair overview of the parent company's and the Group's operations, position and results and describes significant risks and uncertainties facing the Parent Company and the companies that are part of the Group.

Stockholm, 24 August 2021

### **Mathias Hedlund**

Chairman

### **Charlotte Gogstad**

Board member

### **Fredrik Kongsli**

Board member

### **Gert W. Munthe**

Board member

### **Therese Reuterswärd**

Board member

### **Walker Kinman**

CEO

### **LMK Group AB (publ)**

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### **Presentation for investors, analysts and the media**

CEO Walker Kinman and CFO Erik Bergman will present the report and answer questions Tuesday the 24th of August 2021 at 09:00 CEST through a telephone conference. The Presentation will be held in English and could also be followed online. Phone number for participation: SE +46850558368/ UK +443333009034 / US +16467224903. Follow the presentation at <https://tv.streamfabriken.com/lmk-group-q2-2021>

*This information is information that LMK Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2021-08-24 07:45 CEST.*

## Definitions of key performance indicators


Key performance indicators	Definition/calculation	Purpose
Capex	Acquisition of tangible assets and acquisition of intangible assets.	The aim is to show how much has been invested during the year.
Capex-ratio, %	Capex in relation to Net sales	Shows the proportion of net sales made up of Capex.
EBITDA	Operating profit/loss (EBIT) before depreciations and amortisations of tangible and intangible assets	Shows the earning capacity of the operating activities, excluding depreciation and amortisation, as well as the financing and tax situation.
EBITDA-margin, %	EBITDA in relation to Net sales	Shows the earning capacity of the operating activities, excluding depreciation and amortisation, as well as the financing and tax situation in relation to net sales.
Fulfilment expenses	Fulfilment expenses consist of packaging costs, including costs for production facility management, direct personnel costs, consumables and other direct production costs, as well as costs for getting the product to the customer, including logistics costs, direct personnel costs for the administration of logistics, route planning, etc.	Intended to provide a more in-depth understanding of the company's costs for providing the service, and used in the calculation of Contribution margin.
Items affecting comparability	Income and expense items that are specified separately as a result of their nature and amount. All items that are included are large and significant.	Items affecting comparability are used by Group management to explain differences in historical performance. A separate specification of Items affecting comparability will make it possible for the readers of the financial statements to understand and evaluate the adjustments that have been made by the Group management when presenting Adjusted EBITDA.
Adjusted EBITDA	EBITDA adjusted for Items affecting comparability	This measure shows the earning capacity of the operating activities (excluding depreciations and amortisations), without any impact from significant cost or income items that affect the potential to draw comparisons over time, as described under "Items affecting comparability" above.
Adjusted EBITDA margin, %	Adjusted EBITDA in relation to Net sales	This measure shows the earning capacity of the operating activities (excluding depreciations and amortisations), without any impact from significant cost or income items that affect the potential to draw comparisons over time, as described under "Items affecting comparability" above, in relation to Net sales.
Adjusted EBIT	EBIT adjusted for "Items affecting comparability"	This measure shows the earning capacity of the operating activities (the business), without any impact from significant cost or income items that affect the potential to draw comparisons over time, as described under "Items affecting comparability" above.
Adjusted EBIT margin, %	Adjusted EBIT in relation to Net sales	This measure shows the earning capacity of the operating activities (the business), without any impact from significant cost or income items that affect the potential to draw comparisons over time, as described under "Items affecting comparability" above, in relation to Net sales.
EBIT margin, %	Operating profit/loss (EBIT) in relation to Net sales	The measure shows profitability independently of capital structure and tax situation.
Operating profit/loss (EBIT)	Profit/loss before tax and net financial items	Intended to demonstrate the earning capacity of the business, regardless of the capital structure and tax situation.
Input goods	The cost of input goods includes food, packaging, menu booklets and other products that the Group sells	Intended to provide a more in-depth understanding of the company's cost components, and used in the calculation of Contribution margin.
Contribution margin	Net sales less Input goods and fulfilment expenses.	Shows the profitability after input goods and fulfilment expenses.
Contribution margin, %	Contribution margin in relation to Net sales.	Intended to give a picture of Contribution margin over time.

Key performance indicators	Definition/calculation	Purpose
Working capital	Total of Inventories, Accounts receivable, Prepaid expenses and accrued income and other receivables, less Accounts payable and Accrued expenses and prepaid income	This measure shows how much working capital is tied up in the Group's operations, and can be measured in relation to net sales in order to understand how effectively the tied up working capital is used.
Working capital in relation to net sales, %	Working capital in relation to net sales	This key performance indicator shows how much working capital is used in relation to net sales, in order to provide an understanding of how effectively the tied up working capital is used
Sales and marketing expenses	Cost of sales and marketing activities, including personnel costs, costs for mass media (e.g. TV and radio), online marketing and direct sales costs	Intended to provide an understanding of the cost of retaining existing customers and attracting new customers.
Sales and marketing expenses in relation to net sales, %	Sales and marketing expenses in relation to Net sales	Intended to provide comparability between periods for the cost of retaining existing customers and attracting new customers.
Change in sales and marketing expenses, %	Sales and marketing expenses in the current period less sales and marketing expenses in the previous period, in relation to Sales and marketing expenses in the previous period. For quarterly changes: Sales and marketing expenses in the current quarter less sales and marketing expenses in the corresponding quarter in the previous period, in relation to Sales and marketing expenses in the corresponding quarter in the previous period.	Intended to provide an understanding of how Sales and marketing expenses have changed over time.
Equity/assets ratio, %	Total equity (including non-controlling interests) in relation to Total assets.	Equity/assets ratio is often used in the assessment of a company's financial stability and long-term solvency.
Net sales growth, %	Net sales in the current period less net sales in the previous period, in relation to net sales in the current period.	Shows how Net sales have changed compared to the previous period.
Net sales (adjusted for the previous year's exchange rate)	Net sales for the Group, where subsidiaries with a different functional currency than the parent company's reporting currency, SEK, are translated. This translation is carried out by means of the subsidiaries' net sales in the functional currency for the current year being translated to the parent company's reporting currency, SEK, at the previous year's exchange rate. The companies in the Group that have SEK as their functional currency are not translated.	Used in the calculation of "Net sales growth (adjusted for exchange rate differences)". Intended to provide a comparable figure with the same currency impact as the comparison period.
Exchange rate change	Exchange rate change is calculated as Net sales for the current year less Net sales (adjusted for the previous year's exchange rate)	Demonstrates the effect of the exchange rate change.
Net sales growth (adjusted for exchange rate differences)	Net sales (adjusted for the previous year's exchange rate) for the current year less the previous year's net sales	Shows the company's growth, excluding the impact of exchange rate fluctuations.
Net sales growth (adjusted for exchange rate differences), %	Net sales growth (adjusted for exchange rate differences) divided by the previous year's net sales	Shows the company's growth, excluding the impact of exchange rate fluctuations, as a percentage.



## Definitions of operating key performance indicators

Key performance indicators	Definition/calculation	Purpose
Number of active customers as per the closing date	Number of unique customers who have received at least one delivery in the past 3 months	Intended to provide a better understanding of income generation.
Number of deliveries	Number of completed deliveries during the period	Intended to provide a better understanding of income and cost generation
Average order value, SEK	Average net sales per delivery	Shows how much each delivery, on average, contributes to net sales
Average contribution margin per delivery, SEK	Average Contribution margin per delivery	Shows how much each delivery, on average, contributes to Contribution margin
Average adjusted EBITDA per delivery, SEK	Average adjusted EBITDA per delivery	Shows how much each delivery, on average, contributes to Adjusted EBITDA
Average order value (adjusted for exchange rate differences), SEK	Net sales for the period per delivery, with a revalued exchange rate for subsidiaries in another currency at the previous year's exchange rate	Included in the calculation to show the company's growth per delivery, excluding exchange rate fluctuations

A person wearing a green jacket and black gloves is holding a bunch of fresh carrots with green tops. The background is a blurred field of green plants. A semi-transparent dark green box is overlaid on the image, containing text.

LMK Group was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring meals delivered directly to the customer's front door. Today, the Group is the largest supplier of meal kits in the Nordic region and considers itself a leader in Scandinavian "food tech". The Group operates in Sweden, Norway and Denmark under the brands Linas Matkasse, Godtlevant, Adams Matkasse and RetNemt.

In 2020, the Group generated SEK 1.2 billion in revenues and delivered approximately 1.74 million meal kits to households in the markets in which the Group operates