



**CREATING MOMENTS
OF ENJOYMENT**



Investor Presentation

**Full Year 2024 Results
7 March 2025**





CORPORATE SUMMARY*

Market cap	Share price	Shares Outstanding
DKK 8.6 billion	DKK 109	78.7 million

Major Shareholders

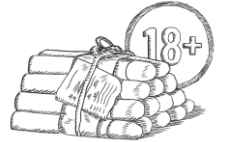
Investor	Shareholding
Chr. Augustinus Fabrikker Aktieselskab	>25%
C.W. Obel	>10%
Capital Research & Management Company	>5%
Scandinavian Tobacco Group A/S	>5%

Analyst Coverage



* Data as of 5 March 2025

A GLOBAL LEADER IN CIGARS



- NO. 1 HANDMADE CIGAR PLAYER IN USA
- GLOBAL CONSUMER BASE
- NO. 1 MACHINE-ROLLED CIGAR PLAYER IN EUROPE
- STRONG M&A TRACK-RECORD

PRODUCT CATEGORIES

HANDMADE
CIGARS

MACHINE-ROLLED
CIGARS & SMOKING
TOBACCO

NEXT GENERATION
PRODUCTS

COMMERCIAL DIVISIONS

EUROPE
BRANDED

NORTH AMERICA
BRANDED & REST
OF THE WORLD

NORTH AMERICA
ONLINE & RETAIL



AGENDA

Full Year 2024 Highlights and Strategy Update

Niels Frederiksen, Chief Executive Officer

Product Categories

Niels Frederiksen, Chief Executive Officer

Commercial Divisions

Marianne Rørslev Bock, Chief Financial Officer

Group Financials

Marianne Rørslev Bock, Chief Financial Officer

Financial Expectations 2025

Niels Frederiksen, Chief Executive Officer

Q&A Session

All



NIELS FREDERIKSEN
Chief Executive Officer



MARIANNE RØRSLEV BOCK
Chief Financial Officer



TORBEN SAND
Director of Investor Relations



FULL YEAR 2024 HIGHLIGHTS

STRATEGY UPDATE

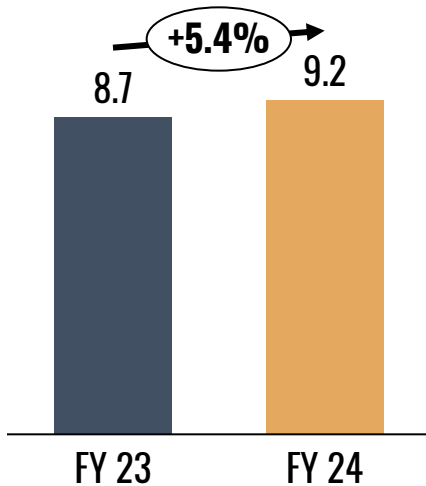
NIELS FREDERIKSEN, CEO



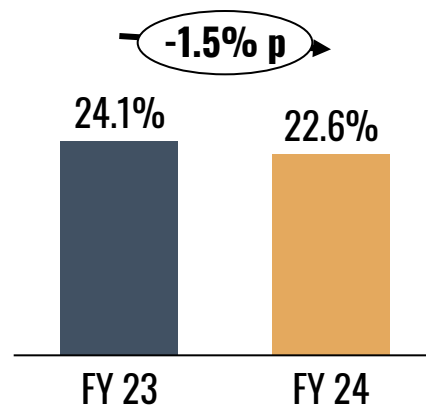
FY 2024 HIGHLIGHTS

- Good progress in Rolling Towards 2025 strategy
- Acquisition of Mac Baren
- Strengthening the platform for growth through investments
- Financial performance in line with guidance
- DKK 1.5 billion returned to shareholders

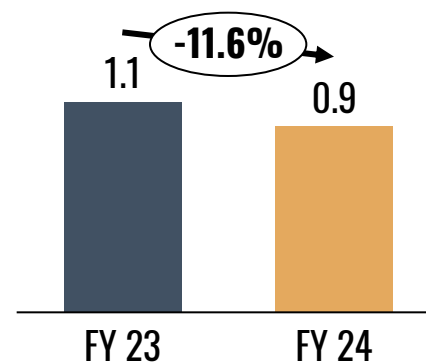
Net Sales (DKKb)



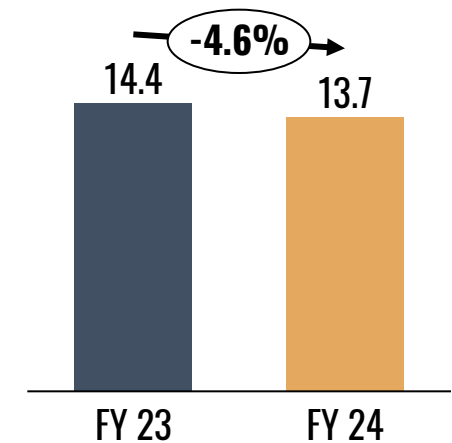
EBITDA margin



FCF before acquisitions (DKKb)



Adjusted earnings per share (DKK)





STRATEGY UPDATE AND KEY EVENTS

PURPOSE	CRAFT THE RITUALS THAT MAKE US MORE					
VISION	BE THE UNDISPUTED & SUSTAINABLE GLOBAL LEADER IN CIGARS					
AMBITION	LARGER COMPANY		GROWING EBITDA MARGIN		OUTSTANDING CASH GENERATION	
MUST-WIN BATTLES	 our handmade cigar business	 future profit growth in Machine Rolled Cigars	 sustainability agenda in cigars	 new megers and aquisitions	 everything we do	 a performance culture
SUSTAINABILITY PILLARS	 NET-ZERO ALONG THE JOURNEY OF THE LEAF			 SUSTAINABLE COMMUNITY PIONEERS		

INVESTING IN THE FUTURE

Acquisition of Mac Baren
 3 new retail stores
 MRC market positions
 One Process

SUSTAINABILITY

Commitment to SBTi
 Integrated Reporting
 - 25% scope 1&2 emissions

GROWTH ENABLERS

10% of Group net sales
 Double digit growth



PRODUCT CATEGORIES
NIELS FREDERIKSEN, CEO



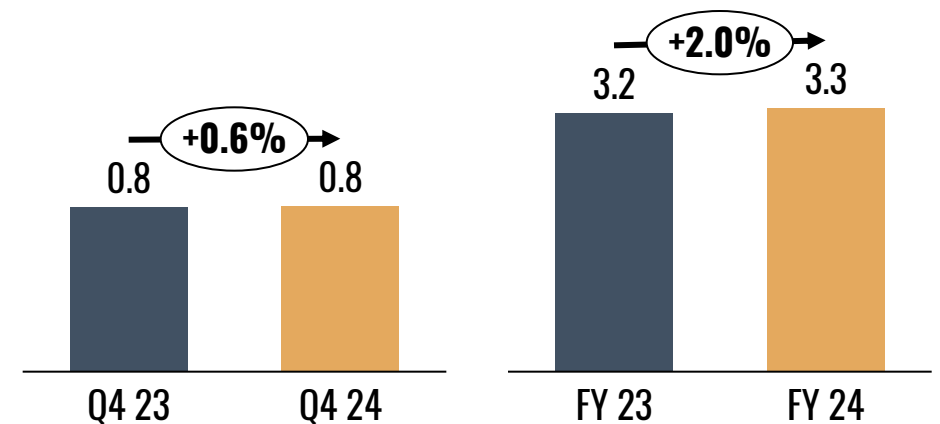
HANDMADE CIGARS

- US market continue to decline by an estimated mid-single digit percentage
- Value-for-money demand and promotional pressure increasing
- Stronger growth in international markets and through our distribution channels



- Reported net sales growth: FY 2024 at 2.0% (organic 1.2%)
- Reported net sales growth: Q4 2024 at 0.6% (organic -0.5%)
 - Online business about unchanged (handmade cigars)
 - Retail stores increased by 6% (handmade cigars)
 - International sales increased by 2%
 - Wholesales/Distributors in the US increased by 1%

Net Sales (DKKb)





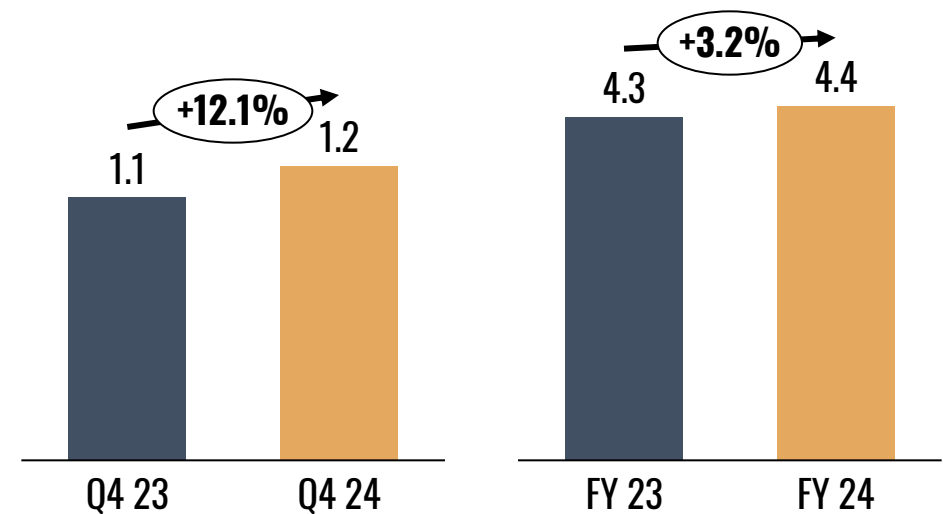
MACHINE-ROLLED CIGARS & SMOKING TOBACCO

- Machine-Rolled Cigars: Total market decline improved in fourth quarter
- Our market shares have stabilized. Now we invest to regain our positions
- Smoking Tobacco: Position strengthened with Mac Baren brands



- Reported net sales growth: FY 2024 at 3.2% (organic -2.0%)
- Reported net sales growth: Q4 2024 at 12.1% (organic 1.6%)
 - Mac Baren impacted reported growth by 10.3%
 - Smoking Tobacco organic growth 12%, primarily driven by fine-cut
 - MRC total market volumes decreased by 2.8% compared with 3.5% FY 2024
 - MRC market share 28.1% compared with 27.9% FY 2024

Net Sales (DKKb)





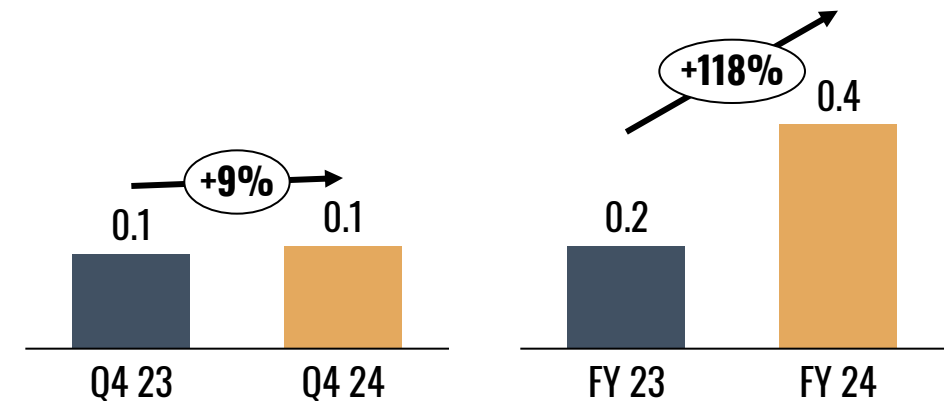
NEXT GENERATION PRODUCTS

- XQS brand deliver strong growth and 10% market share in Sweden
- Nicotine pouch portfolio narrowed to three brands
- Close to DKK 250 million invested in category, incl. acquisition of XQS
- Discontinued NGP distribution in US significantly impacts organic growth



- Reported net sales growth: FY 2024 at 118% (organic 26%)
- Reported net sales growth: Q4 2024 at 9% (organic -38%)

Net Sales (DKKb)



BREEDING L

AND

COM. CROSSES

1997

TWO ROW

996

1997

33

BREEDING--LINES 2000 126--135

Breeding Line
2000
126-135

BREEDING--LINES 2000 1-125

Breeding Line
2000
1-125

35

1995 BREEDING L
1-80

DIVISIONS & GROUP FINANCIALS

MARIANNE BOCK, CFO

1994
BREEDING
#1-31

1994

Two Row

34



EUROPE BRANDED

Q4 2024

- Growth driven by Handmade Cigars and NGP
- MRC & ST decreasing driven by MRC
- Organic net sales growth -4.2%
- Increasing sales and marketing expenses, Mac Baren and NGP growth impact margin

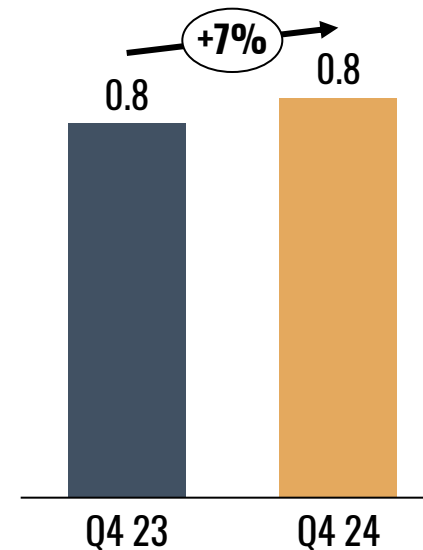
FY 2024

- Reported net sales growth at 7.9% (organic 0.1%)
- EBITDA margin at 21.0% (2023: 23.8%)

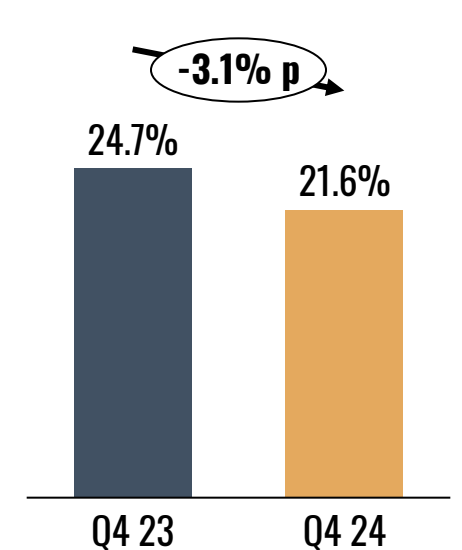
KEY BRANDS:



Net Sales (DKKb)



EBITDA margin





NORTH AMERICA BRANDED & ROW

KEY BRANDS:

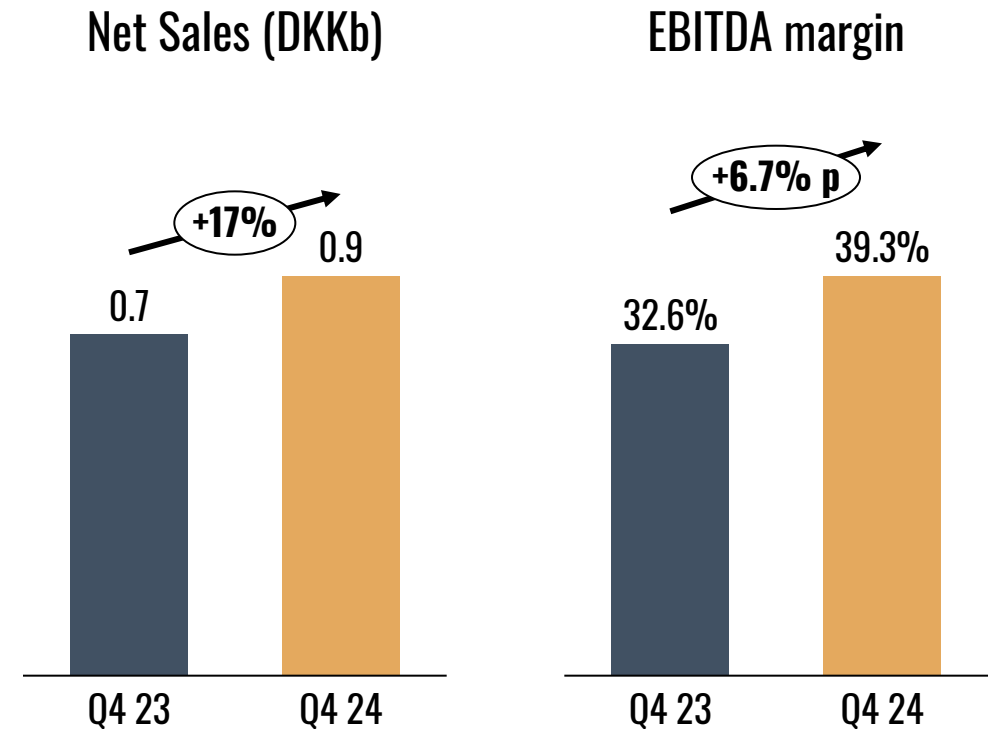


Q4 2024

- Reported growth impacted by Mac Baren acquisition (+14%) and smoking tobacco
- Organic net sales growth 3.5%
- Margin driven by sales growth and lower OPEX

FY 2024

- Reported net sales growth at 3.1% (organic -2.6%)
- EBITDA margin at 36.0% (2023: 36.3%)





NORTH AMERICA ONLINE & RETAIL

Q4 2024

- Organic net sales growth -2.4%
 - Excl. discontinued distribution business about +3.5%
 - Retail stores increased by 17% with same-store sales up 6%
 - Online business slightly positive
- Margin driven by discontinued business and Mac Baren

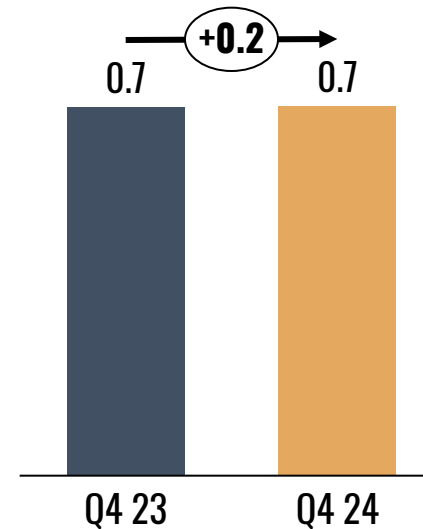
FY 2024

- Reported net sales growth at 5.3% (organic 4.2%)
- EBITDA margin at 14.8% (2023: 15.7%)

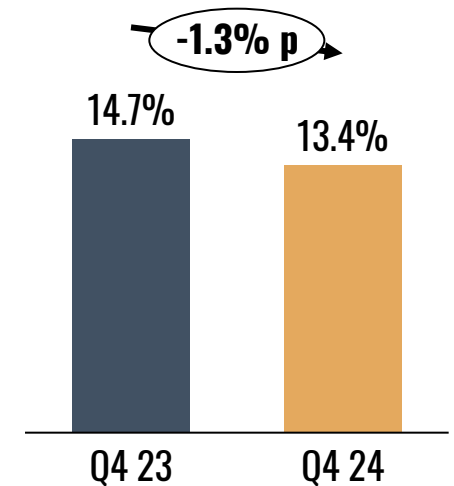
KEY BRANDS:



Net Sales (DKKb)



EBITDA margin





Q4 AND FULL YEAR 2024 RESULTS

DKK million	Q4 2024	Q4 2023	FY 2024	FY 2023
Net sales	2,458	2,275	9,202	8,731
Gross profit (before special items)	1,162	1,089	4,279	4,204
OPEX	-587	-584	-2,248	-2,111
Other income	21	12	49	12
EBITDA before special items	596	517	2,079	2,106
Special items	-148	-35	-279	-92
EBIT	342	385	1,380	1,638
Net financials	-54	-79	-186	-177
Net profit	221	268	940	1,182
Adjusted EPS (DKK)	3.8	3.6	13.7	14.4
Cash flow from operations	649	534	1,179	1,347
Free cash flow before acquisitions	604	452	931	1,053





Q4 & FULL YEAR 2024 KEY KPI'S

DKK million	Q4 2024	Q4 2023	FY 2024	FY 2023
Organic net sales growth	-1.0%	5.0%	0.4%	0.3%
Gross margin	47.3%	47.9%	46.5%	48.2%
OPEX ratio	23.9%	25.7%	24.4%	24.2%
EBITDA margin	24.3%	22.7%	22.6%	24.1%



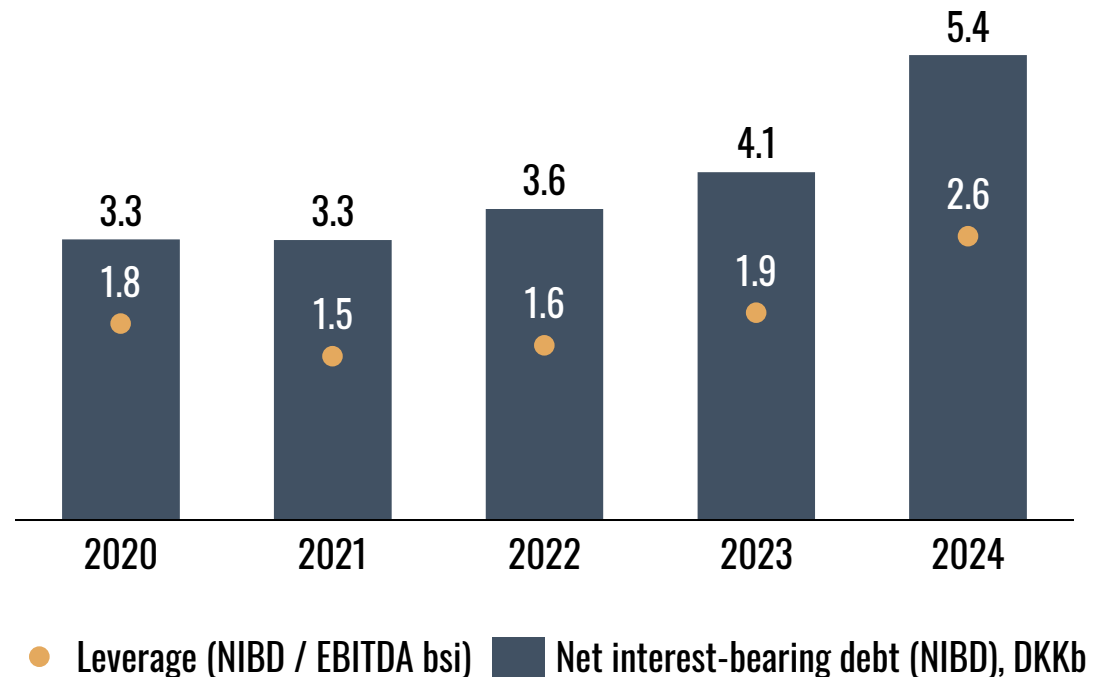
NET DEBT AND LEVERAGE

FY 2024

- Net debt increased by DKK 1.4 billion versus 2023
- Leverage ratio impacted by the DKK 535 million acquisition of Mac Baren and capital allocations of DKK 1.5 billion

Q4 2024

- Leverage ratio improved to 2.6x from 2.9x by the end of Q3 2024





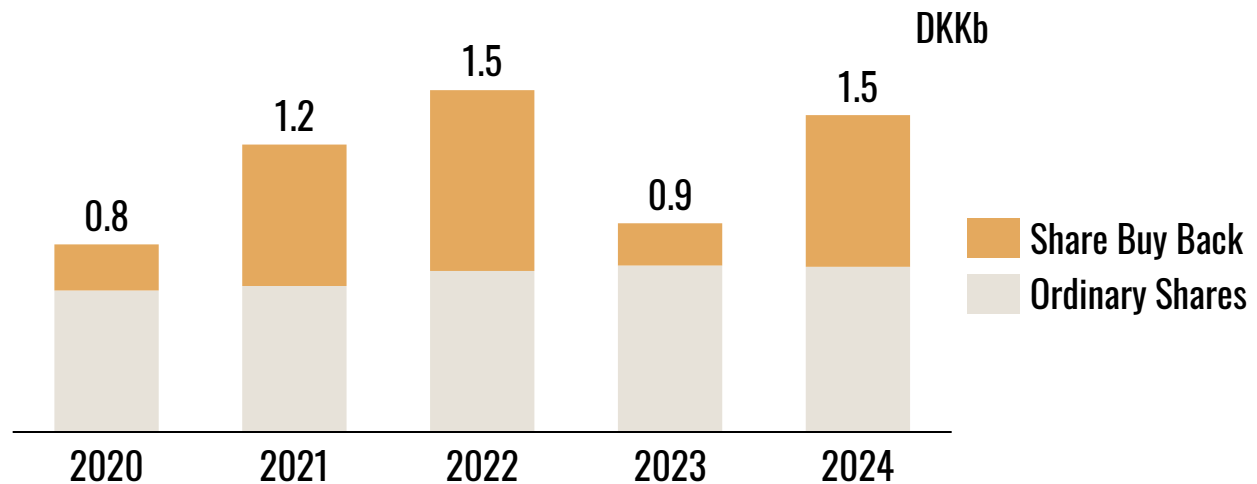
SHAREHOLDER RETURNS AND ANNUAL GENERAL MEETING

FY2024

- DKK 850 million share buy-back completed in November
- DKK 1.5 billion returned incl. dividends
- Holding of treasury shares at 7.3 million (8.45% of capital)

Annual General Meeting 9 April 2025

- Proposal: DKK 8.50 dividend / share (1.2% increase)
- Proposal: Cancellation of 6.0 million shares





FINANCIAL EXPECTATIONS 2025

NIELS FREDERIKSEN, CEO



FINANCIAL EXPECTATIONS 2025

**2024
ACTUAL**

NET SALES

DKK 9.2 billion

EBITDA MARGIN

Before special items

22.6%

FREE CASH FLOW

Before acquisitions

DKK 0.9 billion

ADJUSTED EPS

DKK 13.7

**2025
EXPECTATIONS**

NET SALES

In the range of
DKK 9.2–9.7 billion

EBITDA MARGIN

Before special items

In the range of
20%-23%

FREE CASH FLOW

Before acquisitions

In the range of
DKK 0.8-1.1 billion

ADJUSTED EPS

In the range of
DKK 11-14



QUESTIONS AND ANSWERS

We are happy to take any questions from the audience now.

Visit our investor site at:
www.st-group.com/investor

FIND OUT MORE

Annual Report 2024

Our 2024 Annual Report addresses our financial performance, strategic execution and other important aspects of our business operations.



Remuneration Report 2024

Our Remuneration Report includes an overview of the total remuneration received by the Board of Directors and Executive Management.





2025 EVENT CALENDAR & CONTACT

JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC
6 March 2025 Full year/Q4 2024 results	9 April 2025 Annual General Meeting 14 MAY 2025 Q1 interim report	27 AUG 2025 H1/Q2 interim report	11 NOV 2025 Q3 interim report



Torben Sand
Director of IR & Communications
Tel: +45 5084 7222
torben.sand@st-group.com



Eliza Dabbagh
IR and Communications Manager
Tel: +45 2420 8812
eliza.michael@st-group.com

Scandinavian Tobacco Group A/S
Sandtoften 9
2820 Gentofte, Denmark
www.st-group.com



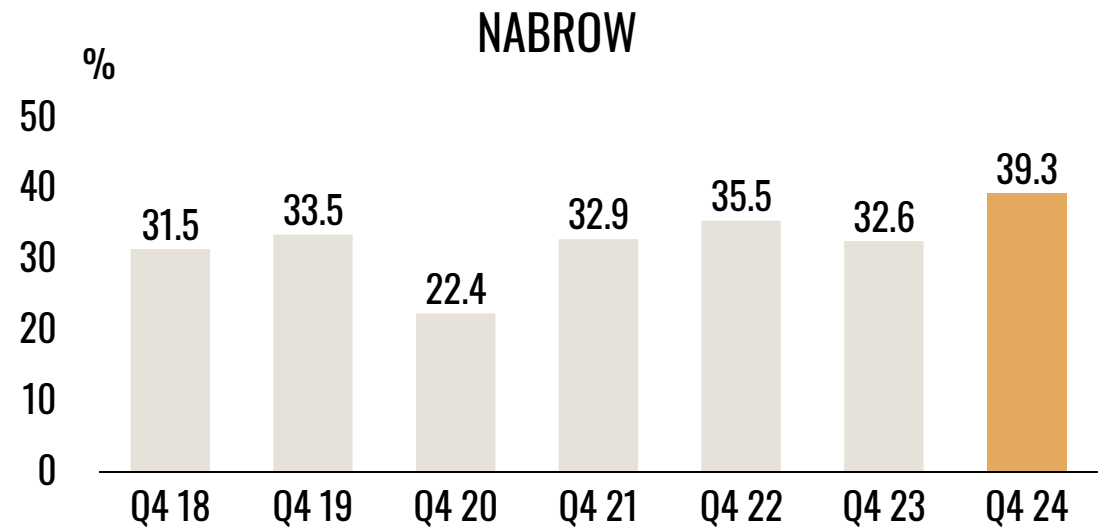
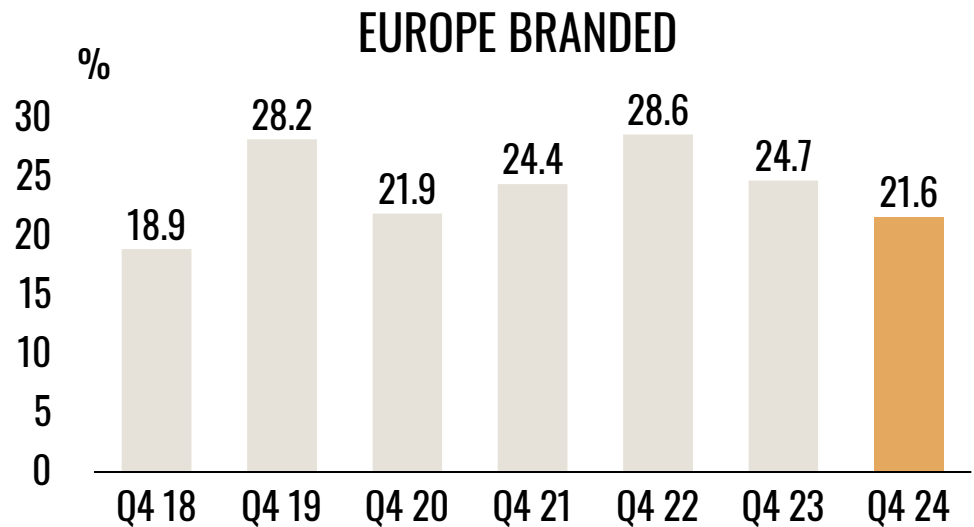
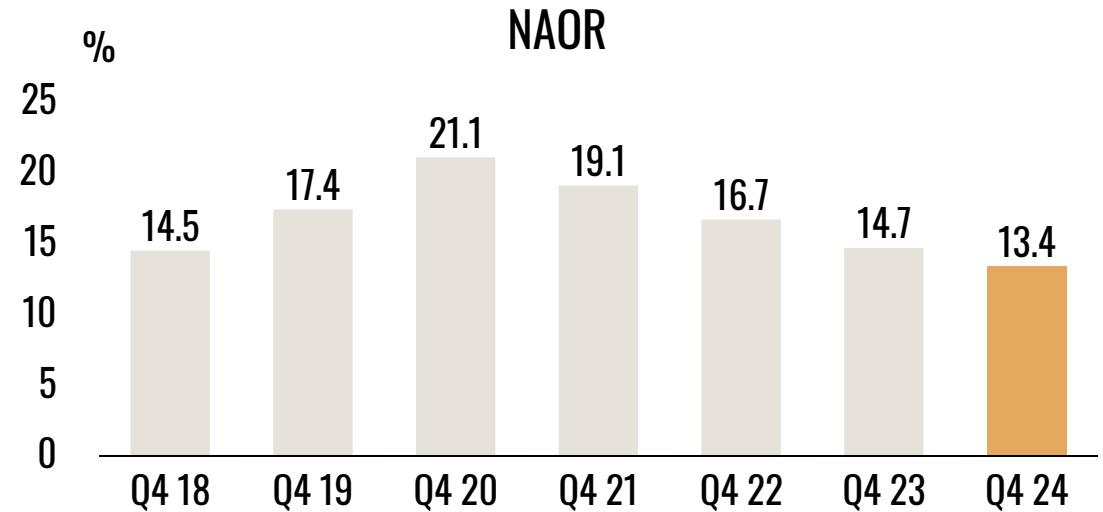
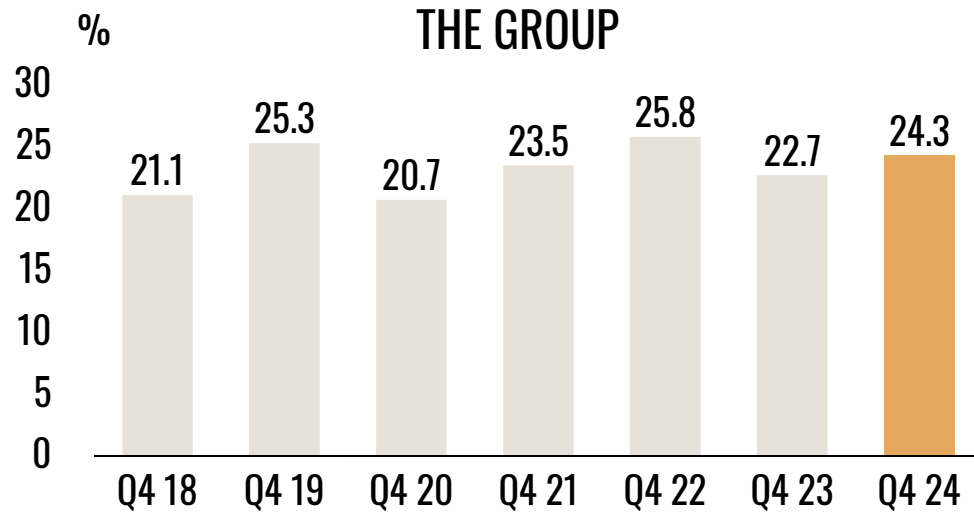
PRODUCT CATEGORY PERFORMANCE

	Q4 2024			FY 2024		
	Share of Group Net sales (%)	Organic Growth (%)	Reported Growth (%)	Share of Group Net sales (%)	Organic Growth (%)	Reported Growth (%)
Handmade Cigars	34%	-1%	1%	36%	1%	2%
MRC and Smoking Tobacco	50%	2%	12%	48%	-2%	3%
Next Generation Products	4%	-38%	9%	5%	26%	118%
Other*	12%	5%	14%	11%	1%	4%
Group	100%	-1%	8%	100%	0%	5%

* Other includes Accessories, Contract Manufacturing, Bar Sales a.o.



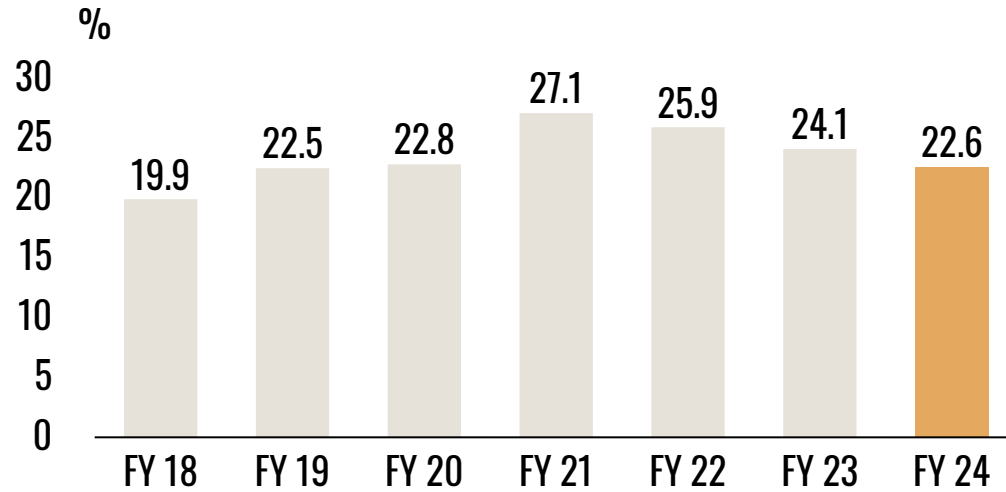
LONG TERM TREND - EBITDA MARGINS Q4 2018-Q4 2024



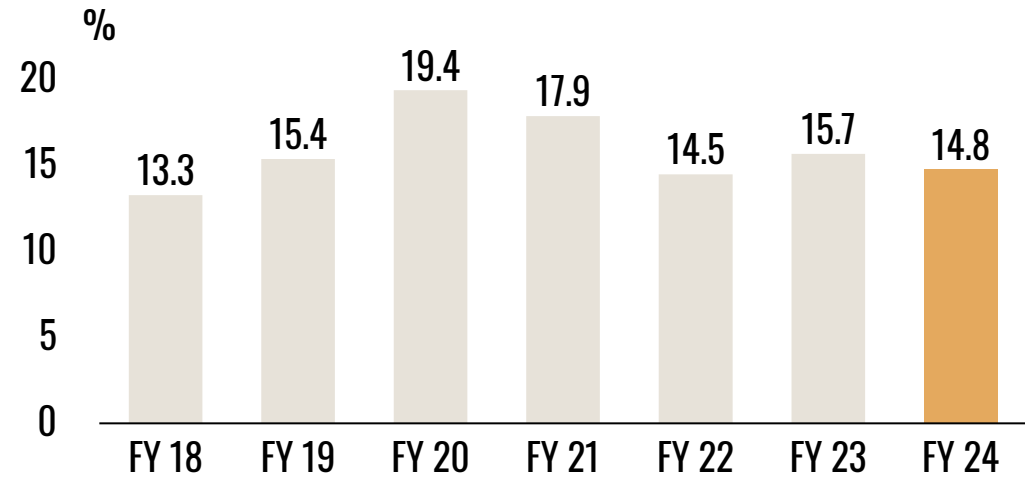


LONG TERM TREND - EBITDA MARGINS (FY 2018-FY 2024)

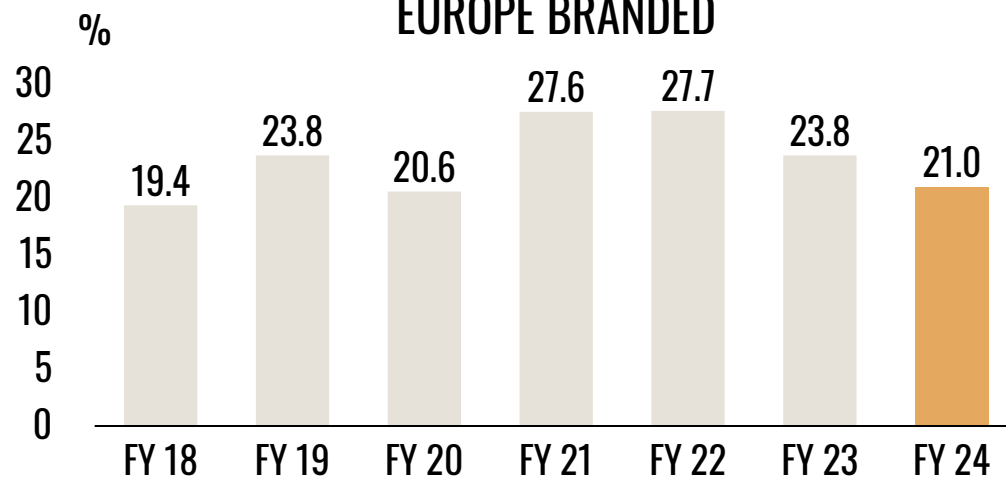
THE GROUP



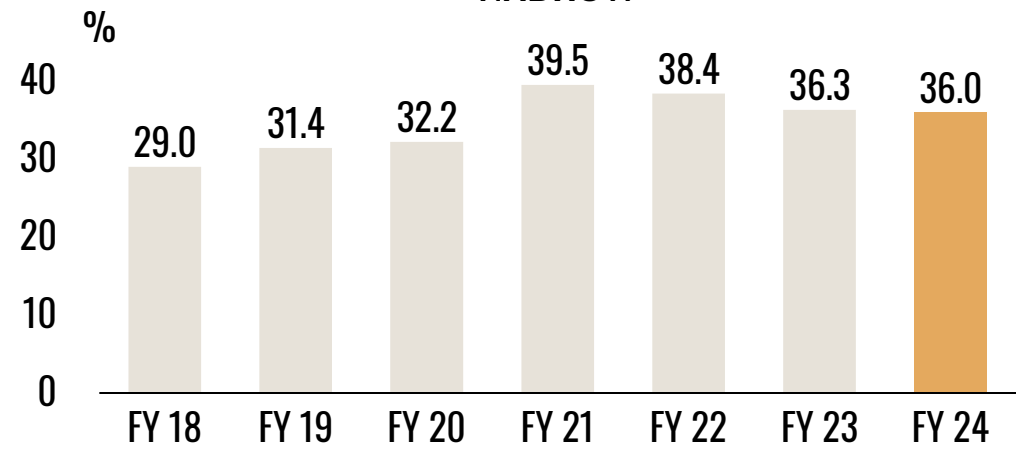
NAOR



EUROPE BRANDED



NABROW





SCANDINAVIAN TOBACCO GROUP

THANK YOU

