

ANORA

Welcome!

Anora Investor Meeting Feedback
Form



**We welcome
your feedback –
please fill in the
feedback form!**

<https://forms.cloud.microsoft/e/nRwbZxzthA>



Updated strategy: Key messages

1 Adapting to changes by building on our strengths

2 Improving performance and generating growth with our new Fit, Fix, Focus strategy

3 Creating strong shareholder value

Our updated financial targets until the end of 2028

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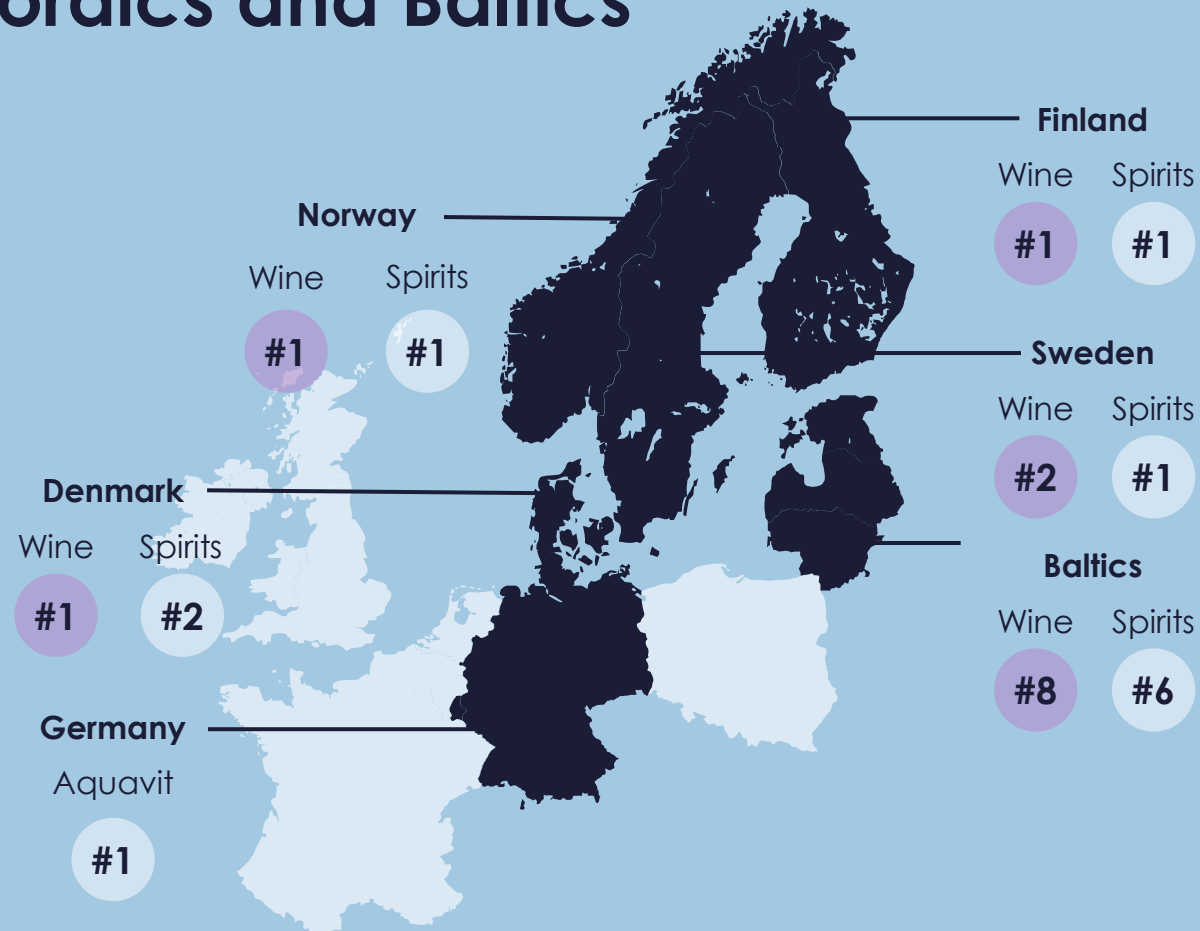
Financial targets until the end of 2028		Actual H1 2026	Actual 2025
Comparable EBITDA growth	6–7% p.a. (EUR 85-90 million by the end of 2028)	12.8%	3.2%
Organic net sales growth	Organic growth > Market volume growth	-5.0% vs Market -3.4%	n/a
Net IB debt/comparable EBITDA (LTM)*	<2.5x	2.4	1.4
Dividend pay-out ratio % of result for the period	50–70%	n/a	268.6%

*debt levels may occasionally exceed in connection with M&A's

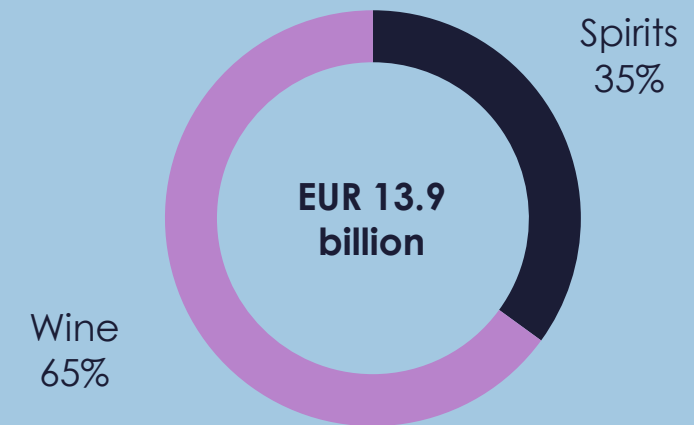
Guidance for 2026: In 2026

Anora has a strong dual model which makes it a leader in the wine and spirits beverage markets in the Nordics and Baltics

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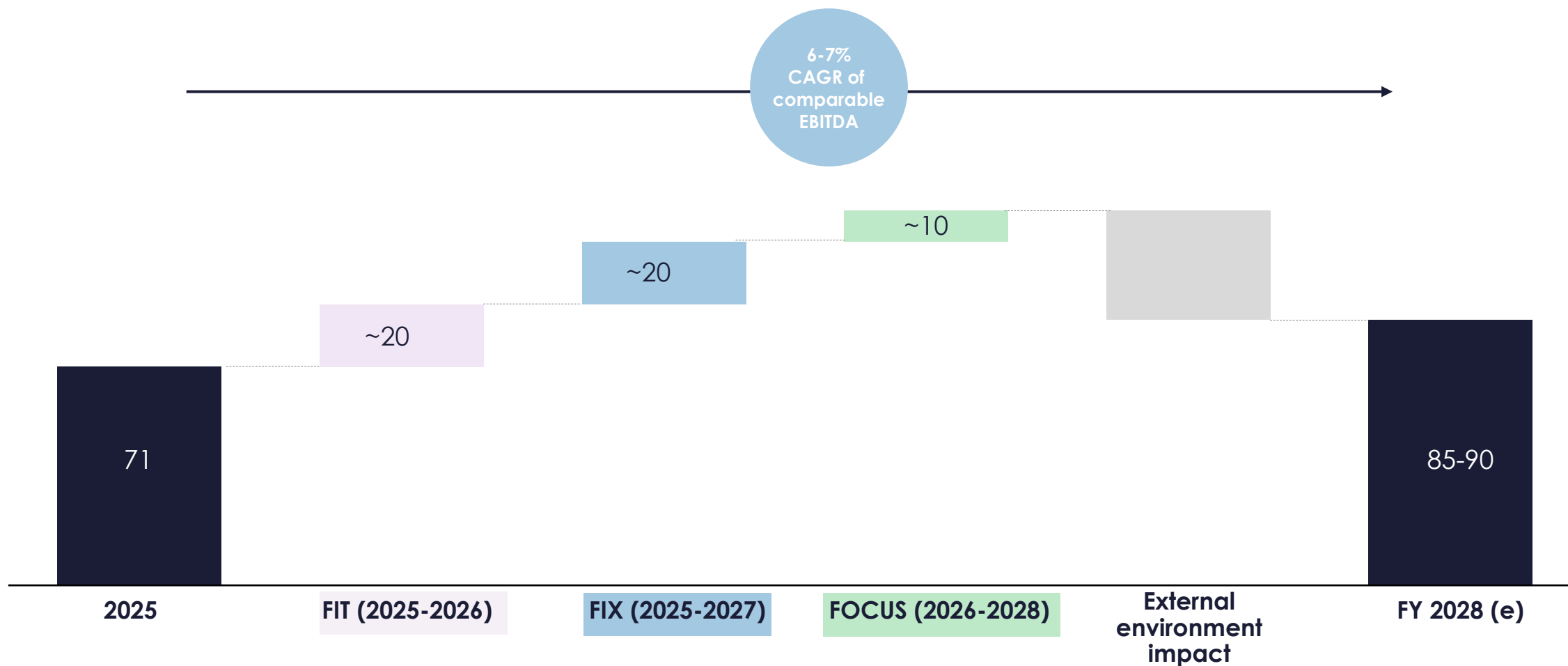


Value of the Nordic market



Fit, Fix, Focus initiatives provide a clear path to our mid-term targets

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Fit, Fix, Focus: Clear progress across all three priorities **ANORA**

Fit largely secured. Fix delivering earnings and cash. Focus ramping up.



FIT

Cost focus

Simpler structure and lower cost base

- ✓ Organisational cost reduction delivered
- ✓ Sourcing savings ramping up

✓ Largely secured



FIX

FIT – Cost reduction initiatives delivering results

Cost reduction on track in H1 2026 from organisational and sourcing efficiencies

Organisational cost reductions and stronger go-to-market set-up

Delivered

– lower organisation cost base from Q1/26

- ✓ **Go-To-Market organisation unified in Q1/26** – one stronger commercial engine
- ✓ **Simpler structure and leaner ways of working** across the Group

Sourcing optimisation savings

Ramping up

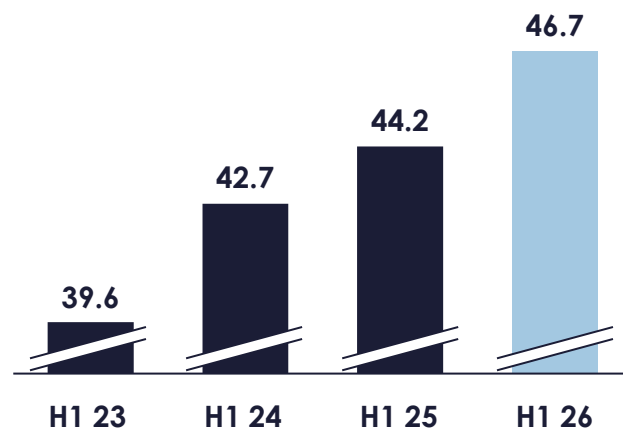
– first savings secured in H1 2026

FIX – Value Management is driving a structural margin uplift

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Revenue management is now embedded across all monopoly markets

Highest H1 gross margin since the merger



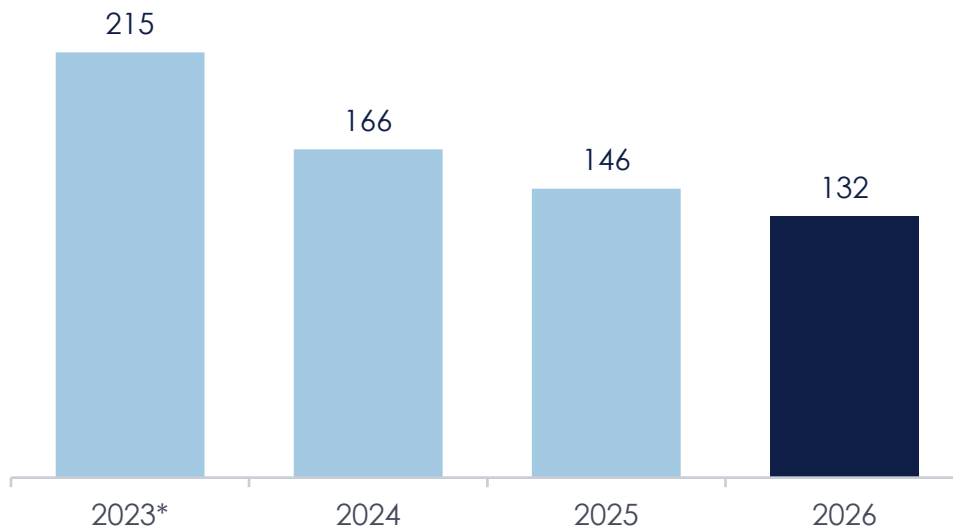
Reported gross

FIX – Leaner balance sheet (inventory, working capital, net debt)

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The cash proof that the margin story is structural – leverage inside the <2.5x target

Inventory, EUR million – book value per end of June



* 2023 incl. Larsen EUR 31m

EUR 260

FOCUS – early commercial wins; share recovery the next proof point

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Overall market share under pressure in H1 2026 – early wins emerging where FFF has been live the longest

1. Grow in our core

- ✓ **Sweden Wine share 9.8%**, +0.7 pp YoY against the broader trend
- ✓ **New partners live:** Moselland, Cantine Settesoli, Mateus and Bread & Butter (FI)
- ⬆ **Share recovery outside Sweden** remains a priority

2. Growing categories & channels

- ✓ **Own liqueurs:** double-digit YTD growth despite declining market
- ⬆ **BuzzBallz** distribution ramp

Q2 2026 summary: Continued FFF actions driving Q2 Comparable EBITDA growth

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Net sales

160.5 (165.5)
EUR million

Lower Wine sales volumes in Denmark
Earlier lost volumes in the filler services and earlier changes in Spirits partner portfolio in 2025

Gross margin

46.7 (42.6)
% of net sales

All segments improved their gross margins in Q2, mainly explained by pricing and sales mix decisions as part of FFF strategy as well as strong improvement in Industrial.

Comparable EBITDA

16.0 (14.0)
EUR million

Our Focus growth priorities

A



1 Grow in our core

1. Grow wine and spirits in core sales channels in Finland, Sweden, Norway, Denmark and the Baltics

75%

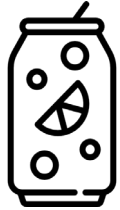


2 Increase exposure in growing categories and sales channels

1. Grow RTDs and low/no alcohol categories including glögg
2. Strengthen portfolio and distribution in Finnish grocery

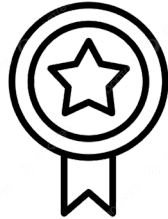
15%

Anora is actively responding to local and global trends



1 MODERATION

Aspiration for healthier lifestyle and changes in consumption habits



2 ACCESSIBLE PREMIUM

Value conscious consumers search for quality and craftsmanship at reasonable prices

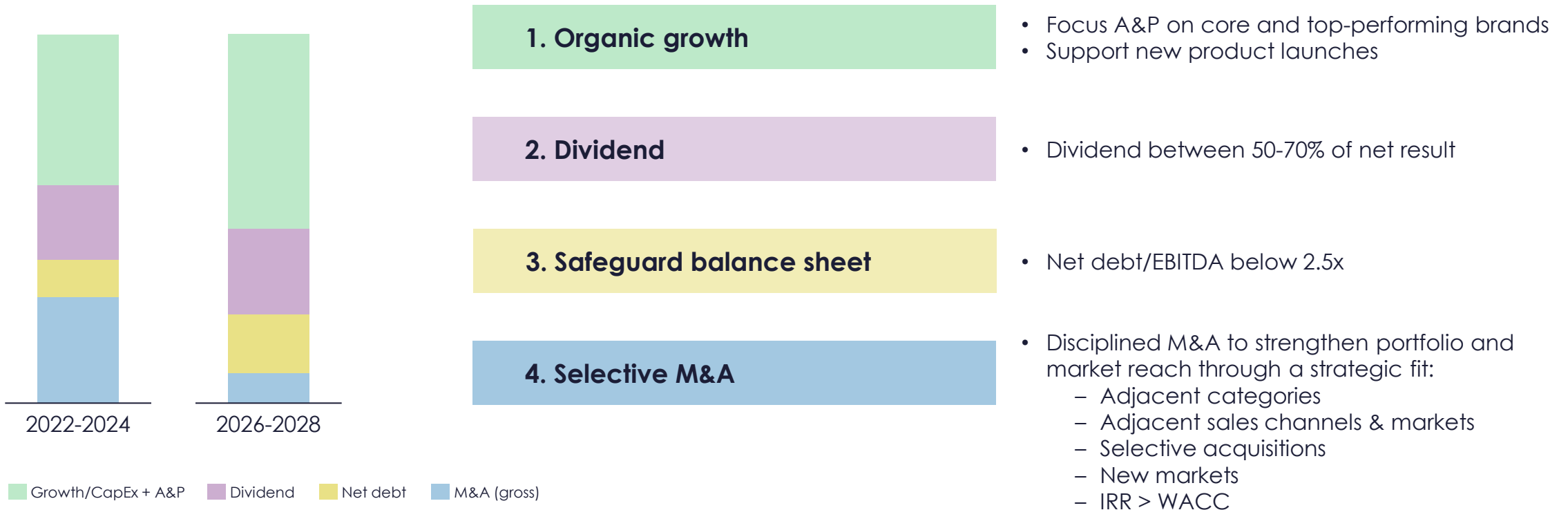


3 RESPONSIBLE CHOICES

Consumers choose products that match their values

Our capital allocation policy drives organic growth while safeguarding attractive dividends and a strong balance sheet

Illustrative capital allocation



Attachments

The ANORA logo consists of a dark blue semi-circle at the bottom of the page. Inside the semi-circle, the word "ANORA" is written in a white, bold, sans-serif font.

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