Europris acquires Lekekassen



Strategic e-commerce acquisition of
Norway's largest online toy store

Europris
MER TIL OVERS

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Europris acquires 67% of Norway's largest online toy store for NOK 501 million

Europris

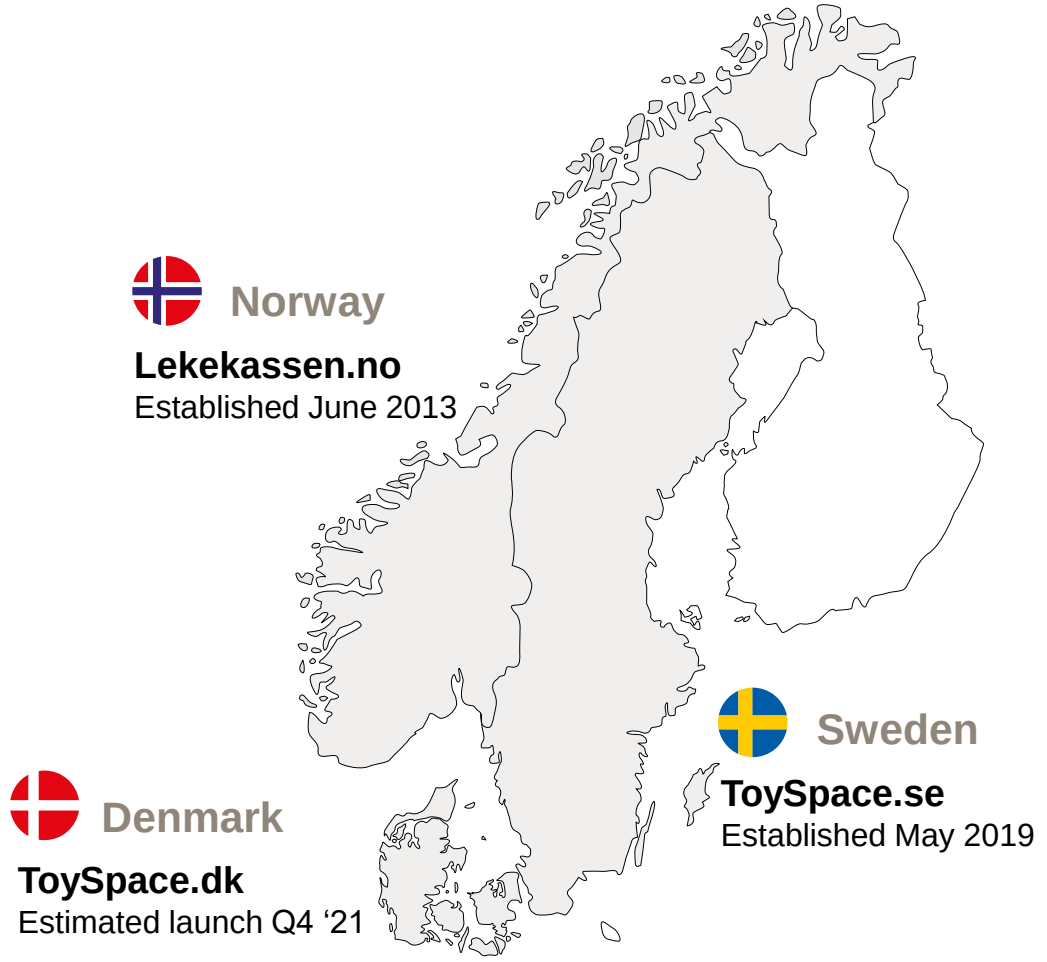
Acquisition of important product category and e-commerce expertise

Significant operational synergies identified

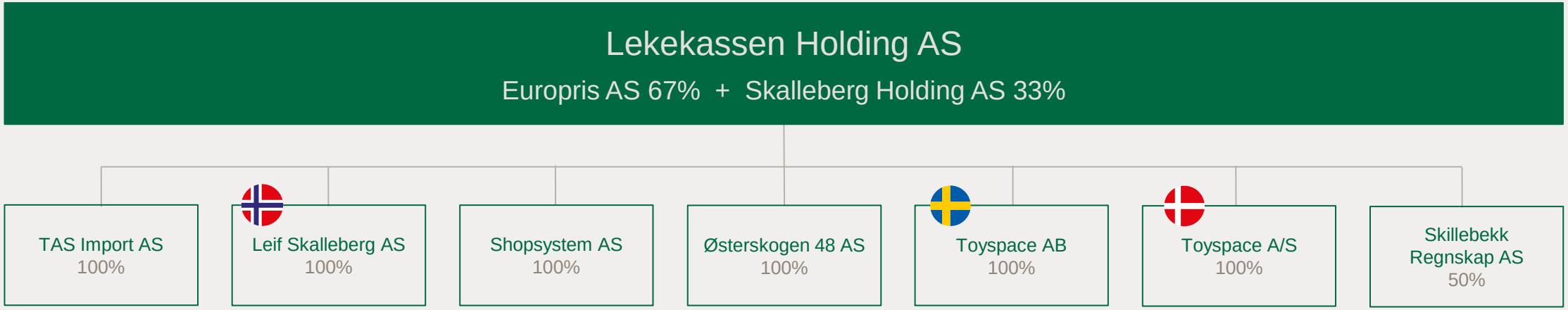
- Joint sourcing of products and services
- Improved retail product offering

The acquisition will be settled in cash

- Europris has a pre-emptive right to acquire remaining shares



Overview of acquired group entities



TAS Import AS

- Import and wholesale of toys

Leif Skalleberg AS

- The operating entity in Norway

Shopsystem AS

- Technology company developing e-commerce solutions

Østerskogen 48 AS

- Includes 21,000 m^2 fulfilment centre in Grimstad

A proud retailer, transformed for e-commerce

Family owned since 1945

Headquarter and fulfilment centre in Grimstad

Successful transformation to e-commerce

- Lekekassen.no in Norway (2013)
- ToySpace.se in Sweden (2019)
- ToySpace.dk in Denmark (Q4, 2021)



The ecosystem remains key to value creation

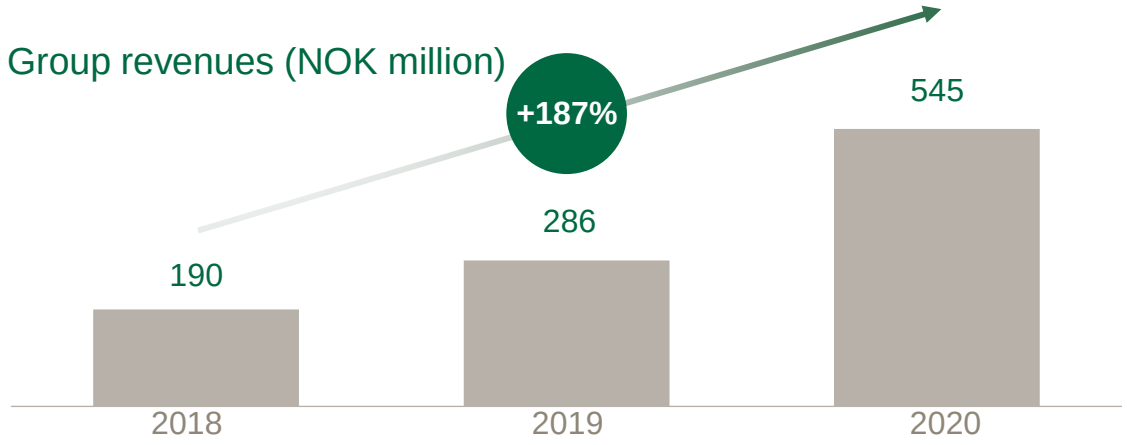
Value chain control with in-house resources

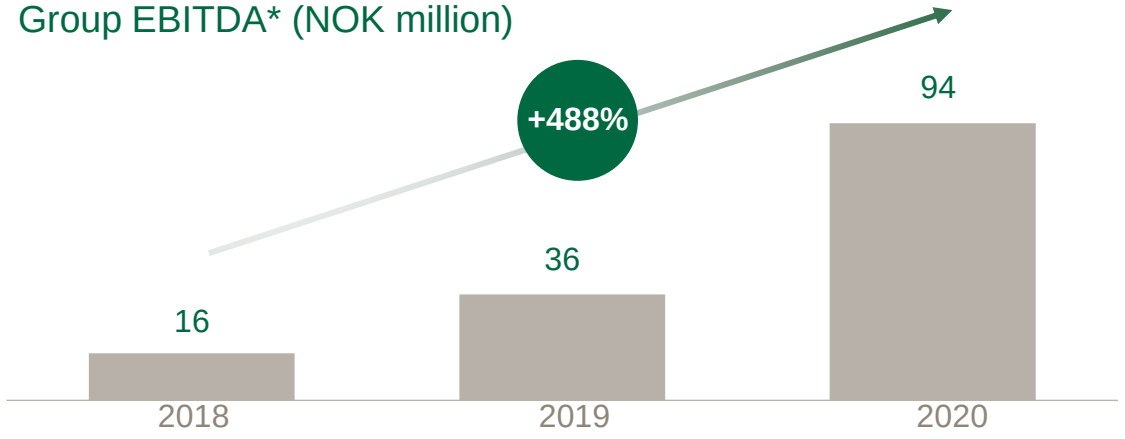
Strong growth built on scalable business model

- Constant performance improvements
- Cost-efficient customer acquisition

Category leader in growing Norwegian e-commerce market

- Early success with Scandinavian expansion





* Based on NGAAP (EBITDA is Earnings Before Interest, Tax, Depreciation and Amortisation)

Strategic match will drive synergies

Strengthen price and cost position

- Joint sourcing
- Shared use of Europris' resources in Asia
- Cost synergies (inbound and outbound freight, payment terms etc.)

Improve customer experience

- Expanding product offering in Europris stores
- Access to well-known brands for Europris in a brand driven category
- Improved and broader online range

Drive customer growth

- Improved access to decision-makers in an attractive family segment
- Shared development of e-commerce and digital solutions
- Improved customer LTV (lifetime value) with new digital and e-commerce offerings

Planning and cooperation to commence immediately

Experienced management team at Lekekassen

- Andreas Skalleberg to remain CEO and owner
- Espen Eldal to become chair of the board

Established roadmap to realise synergies

- Sharing of best practices
- Joint sourcing of products and services
- Test of Lekekassen assortment in Europris' retail stores planned for second half of 2021

Be the **best** discount variety retailer **in Europe**

