

Agenda and speakers

1. Navigating the road ahead – driving growth, stronger logistics

The second secon

2. Markets, trends and MEKO's strategy

3. In focus: Supplier optimization – leveraging size and scalability

4. In focus: Commercial vehicles - establishing a new foundation for growth

5. In focus: Exclusive brands – increased efforts in a new landscape

Q&A

Part 1

- 6. EVs: What MEKO has learned as Northern Europes EV repair leader
- 7. EV repair in practice visit in EV workshop

Break

Pehr Oscarson
President and CEO



Nils Hollmann
Director of Commercial vehicles

Henrik Pettersson

Director of Exclusive brands

Geir HoffManaging Director, Norway

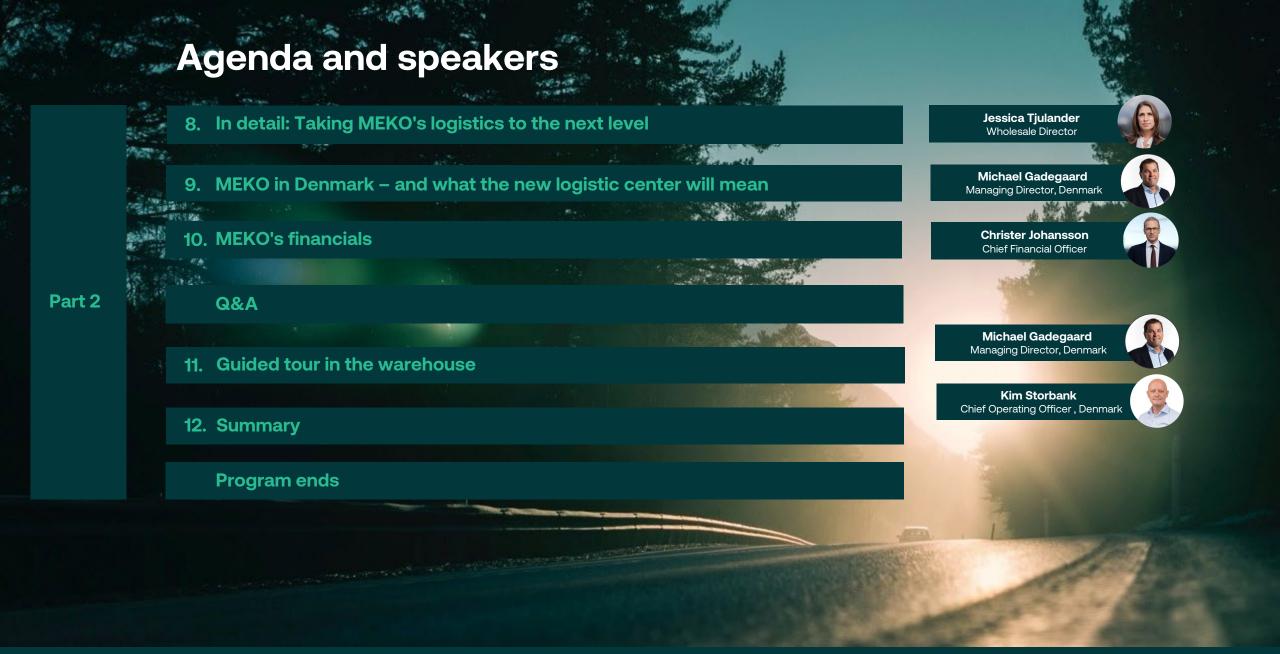




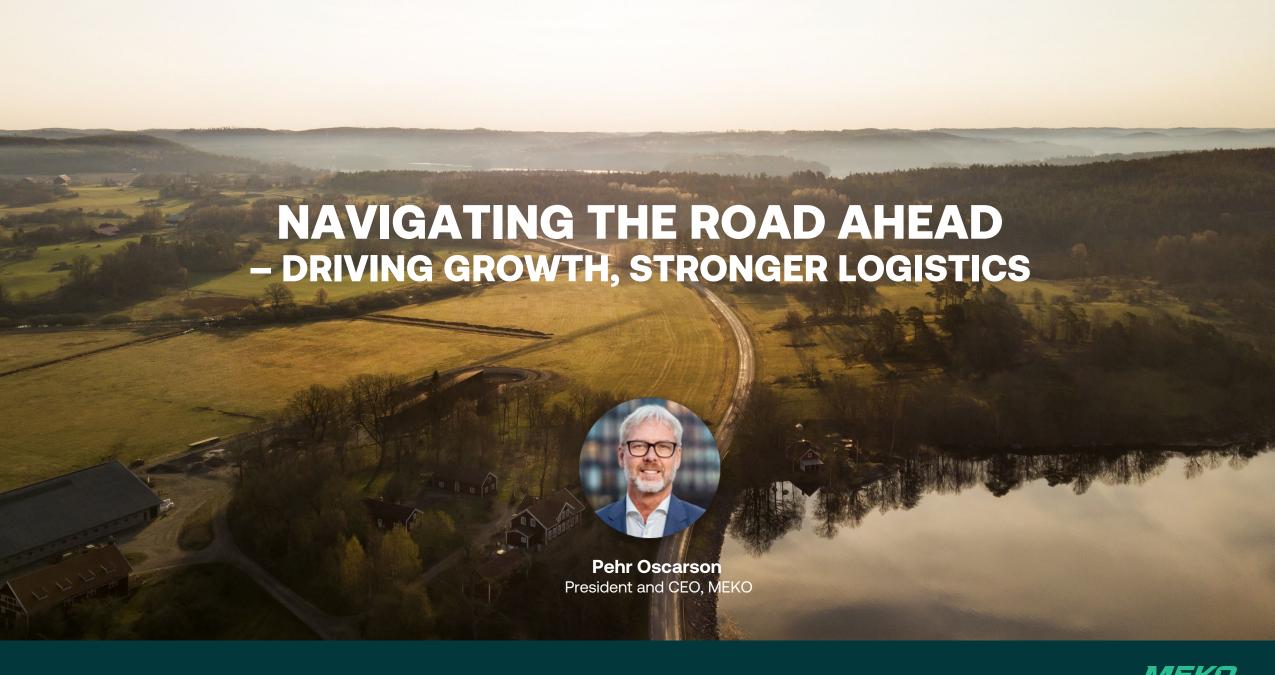










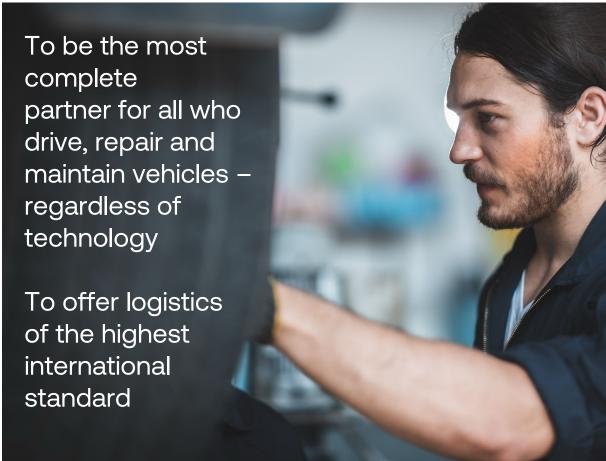




Our vision

What our vision means to us





We lead the independent auto aftermarket in Northern Europe



Multi-brand strategy to maximize sales

Examples:

Mekonomen MECA



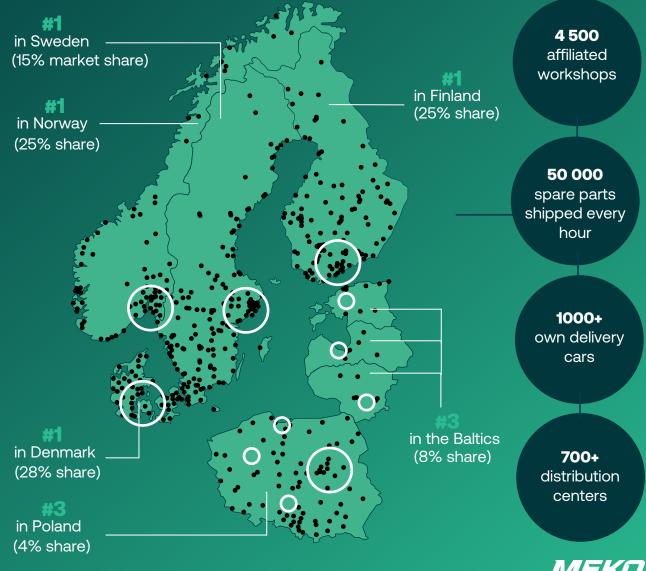
AutoMester

CarPeople

FTZ

Leveraging world-class logistics

- Local distribution center
- O Major distribution center





MEKO: Five business areas with leading brands

Core region and historical base of MEKO. Operations span wholesale,

Sweden / Norway

networks

Branches: 223

Workshops: 1,670

Poland / The Baltics

Denmark

Finland

Finland's largest workshop network via

distribution and workshop support

Fixus. Operations cover parts

Sørensen og Balchen

Operates a mixed model with strong

retail exposure; largest B2C exposure in

Fast-growing region. Operations include wholesale, exports, and retail, and franchise workshop affiliated workshops

Revenue share

Branches: 183

Workshops: 1,405

Revenue share

Strong wholesaler position through FTZ, with affiliated workshops under multiple brands

Branches: 48

Workshops: 907



Revenue share

Branches: 157

Workshops: 450



Revenue share

Branches: 72

the group

Workshops: 260



Revenue share

MEKO Mekonomen $speedy = M \equiv CA$



MINTER-TEAM

Mekonomen



CarPeople AutoMester **Din Bilpartner**



MEKO MECA (Fixus) Mekonomen



\$SØRENSEN 09 BALCHEN Bil**X**tra





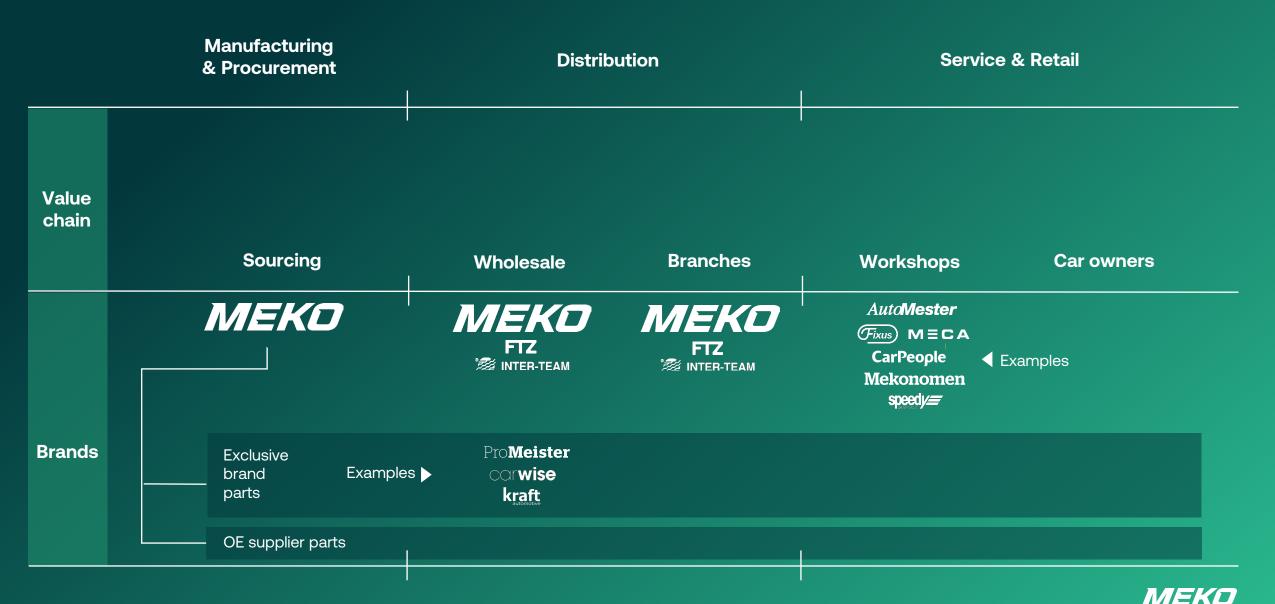
A business model built on a timeless need

- 1. Our industry has proven solid over time
- 2. Constant need for service and repairs
- We handle all vehicles and technologies
- 4. MEKO is everywhere close to customers





Several strong concepts and brands across the value chain

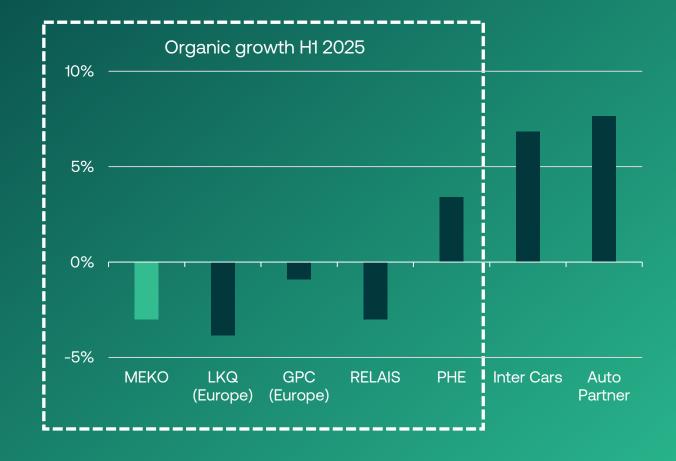




Mixed level of growth for companies in the auto aftermarket

Examples of organic growth for larger companies with presence in Europe, H1

	Sales	Organic	Total
H1 2025	(SEK bn)	Growth	Growth
MEKO	9	-3%	1%
LKQ (Europe)	32	-4%	-5%
GPC (Europe)	/-//	-1%	1%
RELAIS	2	-3%	6%
PHE	16	3%	5%
Inter Cars*	26	-	7%
Auto Partner*	6	-	8%

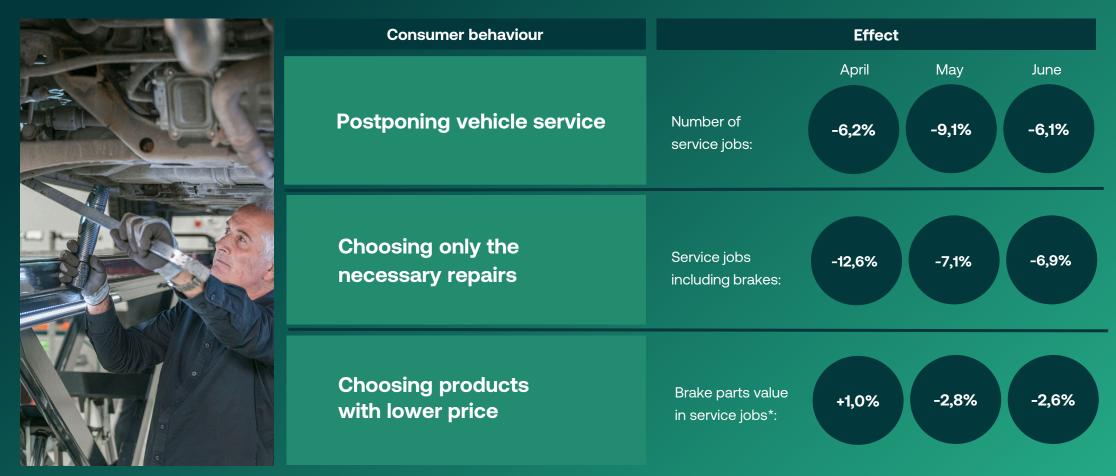




^{*}Organic growth not disclosed

Cautious consumers: "Need to have" - not "nice to have"

Sample of 440 workshops in Sweden, covering approximately 50,000 service jobs annually, Q2



*Average per service job



Actions: Accelerating the initiative Building a stronger MEKO

200M SEK 100M SEK EBIT improvement realized to date in new cost savings during Q3 **Benefit realization Implementation Cost reduction and efficiency Targeting** Consolidation of branch network in (NO/SE) Cost reduction and org simplification (SE/FI/DK) **Planning** New/automated central warehouse in NO/DK/FI **Implementing Significant Supplier optimization** benefits still to realize Consolidate suppliers and exclusive brand offer

Actions: Meeting expanding customer demand for lower prices

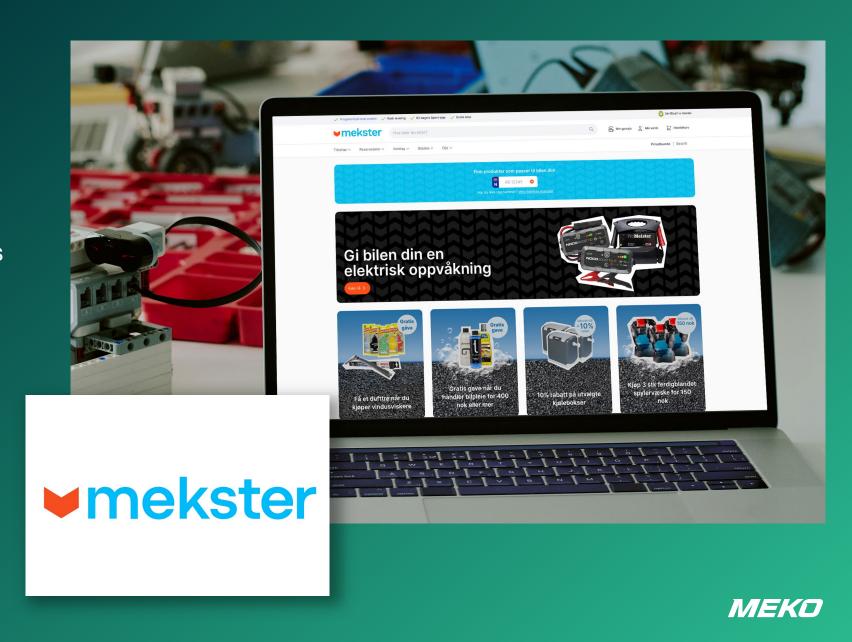
- Every part matters
 - established in Poland
- Now also entering:
 - Sweden
 - Norway
 - Finland
 - Denmark
 - Estonia
 - Latvia
 - Lithuania
- Capex-light expansion

Broad range of products for price sensitive customers



Actions: E-com platform Mekster enters new markets

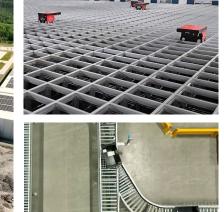
- Established in Sweden and Norway
- Broad product range for price-sensitive customers
- Now also entering:
 - Finland as a first step
 - Denmark to follow
- Capex-light expansion



Logistics excellence - for new and existing customers

- Upgraded high tech-warehouses 2025:
 - Denmark
 - Norway
 - Finland
 - In addition: Double-sized central warehouse in Poland
- Increased cost efficiency
- Open for future third-party partnerships









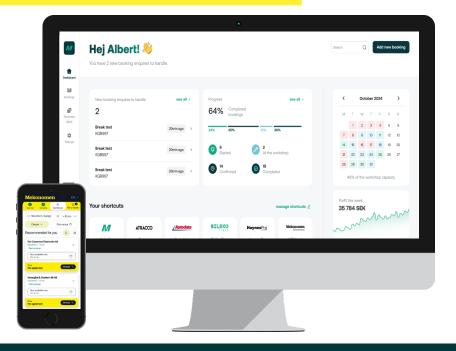
Leading workshop concepts and driving smart expansion

- Leveraging our well-known concepts
- Leading in digitalization through new tools for customers
- Growing in adjacent areas like commercial vehicles and exclusive brands
- Capex-light expansions





Mekonomen





MEKO is an ultimate partner in the fast-growing fleet-market

- Fleet's importance is growing through 2030
- Why MEKO wins in fleet:
 - 1. One point of contact
 - 2. Extensive service network
 - 3. Centralized administration
 - 4. Full-service maintenance coverage
 - 5. All brands, all cars all technologies





Navigating with efficiencies, growth initiatives and stronger logistics

- Challenging market but we take action
- Accelerating cost savings
- Expanding in commercial vehicles
- Expanding in exclusive brands
- Meeting the demand for lower-priced parts
- Rolling out e-commerce to more markets
- Strengthening our logistics









Key areas to strengthen MEKO's supplier optimization

In focus 3. Supplier partnerships Supplier consolidation **Supplier** performance Cost Tech Innovation Risk Geographical optimization & Data management split Sustainability



Supplier partnerships – to simplify and improve terms

- Example: Goodyear strategic partner since 2025
- Favorable commercial agreement
- Education, campaigns and strategic projects
- Benefits MEKO, Goodyear and customers

+ 4% increase in tires H1 2025





Supplier consolidation – to reduce complexity

- Power to negotiate, consolidate and simplify
- Exclusive brands part of "Building a stronger MEKO"
- Harmonizing assortment and suppliers
- Increase overlapping assortment and availability











Supplier performance – to satisfy customers more

- Attractive cost level
- Improved deliveries
- Consistent service and quality
- Compliance and sustainability







In summary: On track with supplier optimization – and more to come

2024 vs 2025



9,7 billion SEK in total spend

+2%

Share of group suppliers

+10 %

Signed Code of conduct

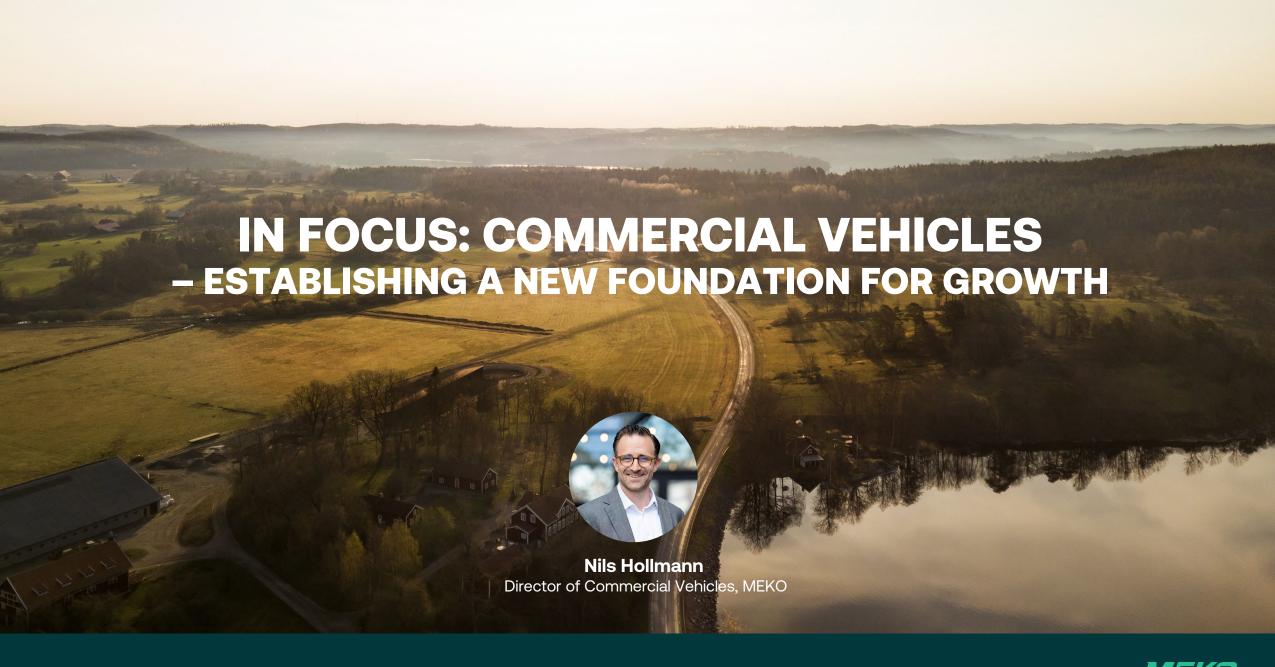
96%













What we mean by commercial vehicles

Main targeted market segments



Adjacent market segments





Why commercial vehicles matter - and how they fit MEKO

Significant market size*



Unique market demands



MEKO has the strength



+37 000 000 000 SEK

+1 000 000 trucks

+1 000 000 trailers

+100 000 buses

Uptime critical

Vehicle Diversity

Portfolio Breadth

Trust & know-how

Logistics edge

Supplier leverage

Service capability

Local presence







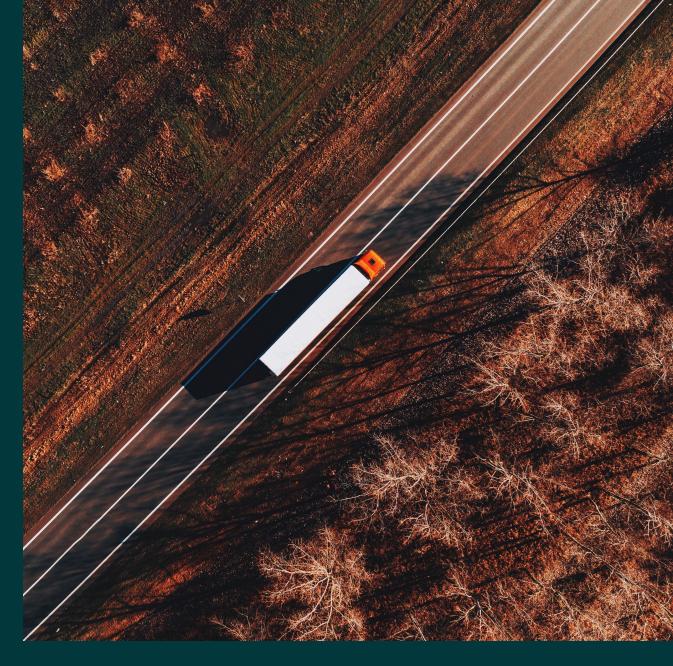
Our ambition – to build the number one position in CVs

- Aim to build a #1 independent commercial vehicle position across our 8 markets
- Aim to reach net sales of SEK 1,3 billion in 2028 and continue growing





uture





How to get there: The strategy to become market leader



People & expertise



Product & supply



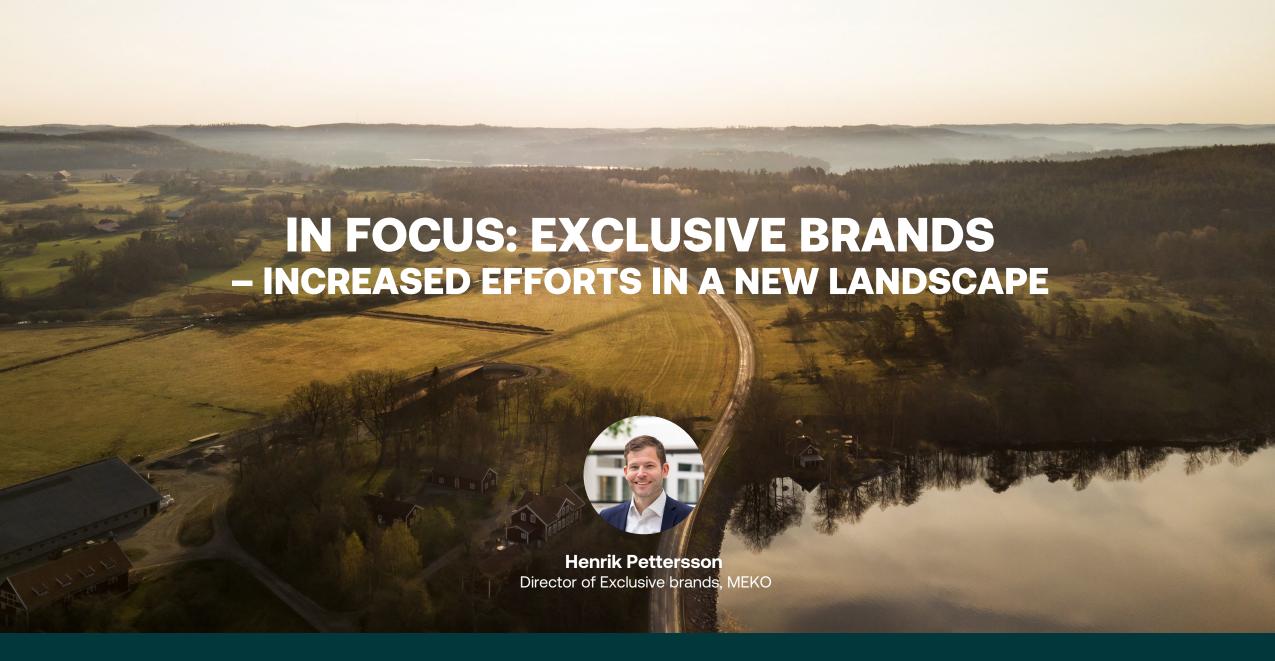
Logistics & presence



Partnership & trust









Exclusive brands – strengthening a powerful lineup to drive growth



carwise







Strategic intent: Meeting demand and creating stakeholder value

Profitability



Loyalty

Marketshare

Strategic intent: Meeting demand and creating stakeholder value

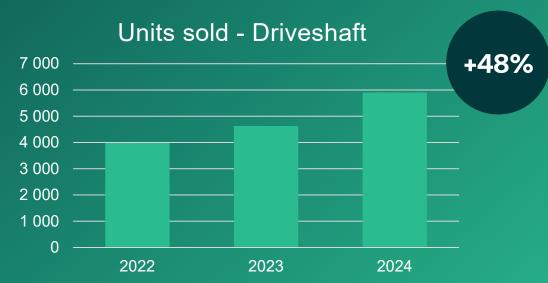
Profitability



Loyalty

Marketshare







Example: How new price categories can add sales

Situation: 15 year-old Renault Mégane worth 25 000 SEK in need of new front brakes

"Leading brand" solution

Category	Price, SEK	Today
Brake discs	2 720	Today
Brake pads	920	
Brake calipers	4 760	
TOTAL	8 400	



"Not worth it" = No sales



Example: How new price categories can add sales

Today

Situation: 15 year-old Renault Mégane worth 25 000 SEK in need of new front brakes

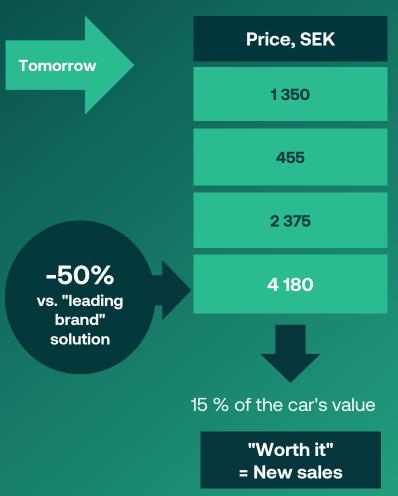
"Leading brand" solution

Price, SEK **Category Brake discs** 2720 **Brake pads** 920 **Brake calipers** 4760 **TOTAL** 8 400

30 % of the car's value

"Not worth it" = No sales

MEKO "Good brand" solution







Driving growth: Group-wide offer of brands in three price levels

- Implementation in all markets
 - filling in the gaps
- Range extensions
- Product line development
- "Every part matters"
 - price-fighter expansion





Example, brakes: Filling in the gaps in our markets

Sweden

Product	Good	Better	Best
Brake disc	Launching	√	✓
Brake pad	Launching	√	✓
Brake caliper	Launching	√	✓
Wheel bearing	Launching	√	✓
Drive shaft	Launching	✓	✓
Filters	Launching	✓	✓
Clutch	Launching	Launching	✓



Example, brakes: Filling in the gaps in our markets

Sweden

Poland

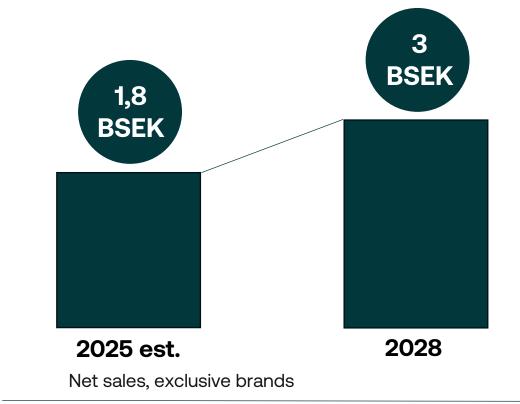
Product	Good	Better	Best
Brake disc	Launching	√	√
Brake pad	Launching	√	✓
Brake caliper	Launching	√	√
Wheel bearing	Launching	√	✓
Drive shaft	Launching	√	✓
Filters	Launching	√	√
Clutch	Launching	Launching	✓

Product	Good	Better	Best
Brake disc	√	Launching	√
Brake pad	√	Launching	√
Brake caliper	√	Launching	√
Wheel bearing	√	Launching	√
Drive shaft	✓	Launching	✓
Filters	√	Launching	√
Clutch	√	Launching	✓



Our aim: Grow net sales and strengthen our position

- Net sales to grow by 1,2 BSEK, reaching 3 BSEK by 2028
- Increased revenue share of exclusive brands
- Increased loyalty
- Increased market share













Actions taken to navigate in a changing market - examples

1

2

3

4

Merged Mekonomen & MECA branches

Results

- Improved availability
- Increased efficiency
- Costs savings

New sales platform for tires & rims

Results

- Increasing # of active workshops on the platform
- Building volume for future market share

Driving traffic to the workshops - Online booking platform

Results

- Improved online booking platform
- Successful focus on fixed price services

Strategic pricing and margin investments

Results

- Secure margin/volume with dynamic pricing
- Secured price position in strategic categories

+ 60 MSEK

in reduced costs

+ 10%

growth in Mekonomen workshops

+ 20.000

tires sold YTD

25%

YoY growth in bookings

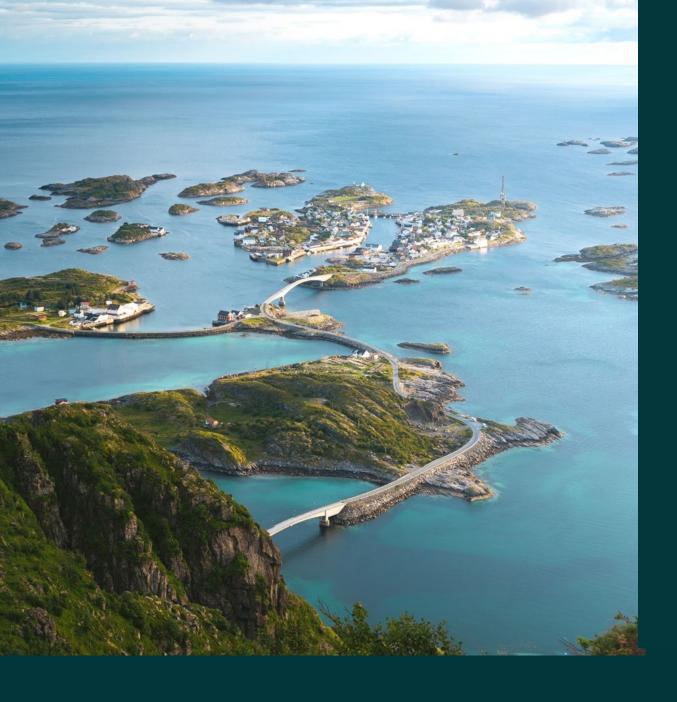
45%

YoY growth in fixed price bookings

+ 10 000 # SKUs with dynamic pricing

+ 8 000 # SKUs adjusted for strategic price position





Norway – a unique testbench for EVs

- Locally big but globally small
- Immature but maturing
- Building knowledge but still many questions
- Testbench for agile car development
- Driven by subsidies



The EV development – from special interest to mainstream

1990 - 2010





2011 - 2015



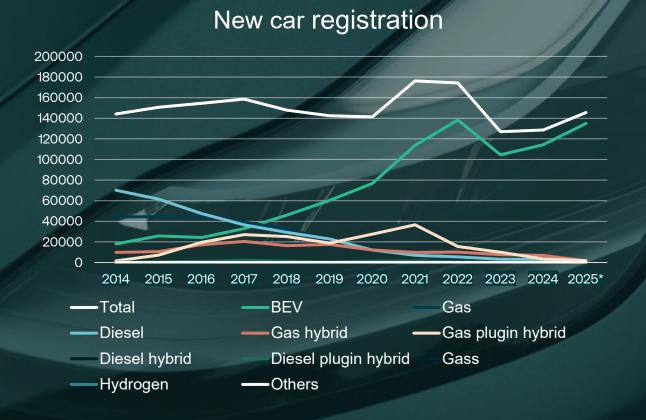


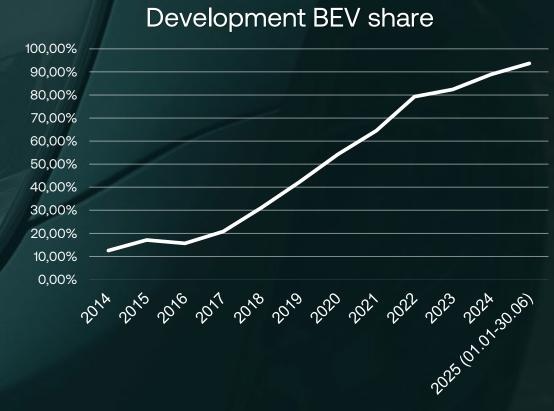
2016 - 2025





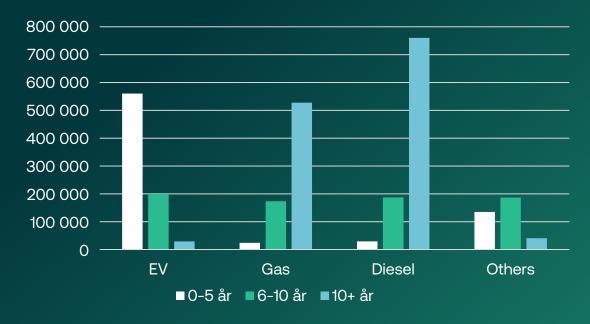
Fewer cars sold in recent years – but BEV share keep increasing







BEV is dominating car park under 5 years



Average age:

BEV 4.0 years

Diesel 13.9 years

Gasoline 19.8 years



Source: OFV.no



Electric vehicles bring fewer parts – but more advanced service

- More tech fewer spare parts
- Higher complexity = higher service cost
- Hardware like tires and brakes ware more



Service aspect	Traditional car	Electric car
Number of wear parts	Many	Fewer
Technical complexity	Relatively low	High
Repair cost per job	Lower	Higher
Service interval	Regular	Irregular
Key ware components	Oil, brakes, filters	Brakes, tires, battery cooling
Need for specialist training	Limited	High
Profitability per service	Moderate	High

Lessons from Norway: EVs show comparable lifetime repair costs





How we meet the electric vehicle development

- Increasing range of spare parts for EVs
- Enhancing competence
 - >1,000 workshops certified for high voltage (E+)
- Adding product areas
- Ensuring digital customer journey
- Increased # of own operated workshops

Electrification affect some products negatively – we have countered the trend

• At least five years of EV-trend – organic sales up in Norway

• Total car park: + 2,8 percent

• Other fuel types: – 18 percent









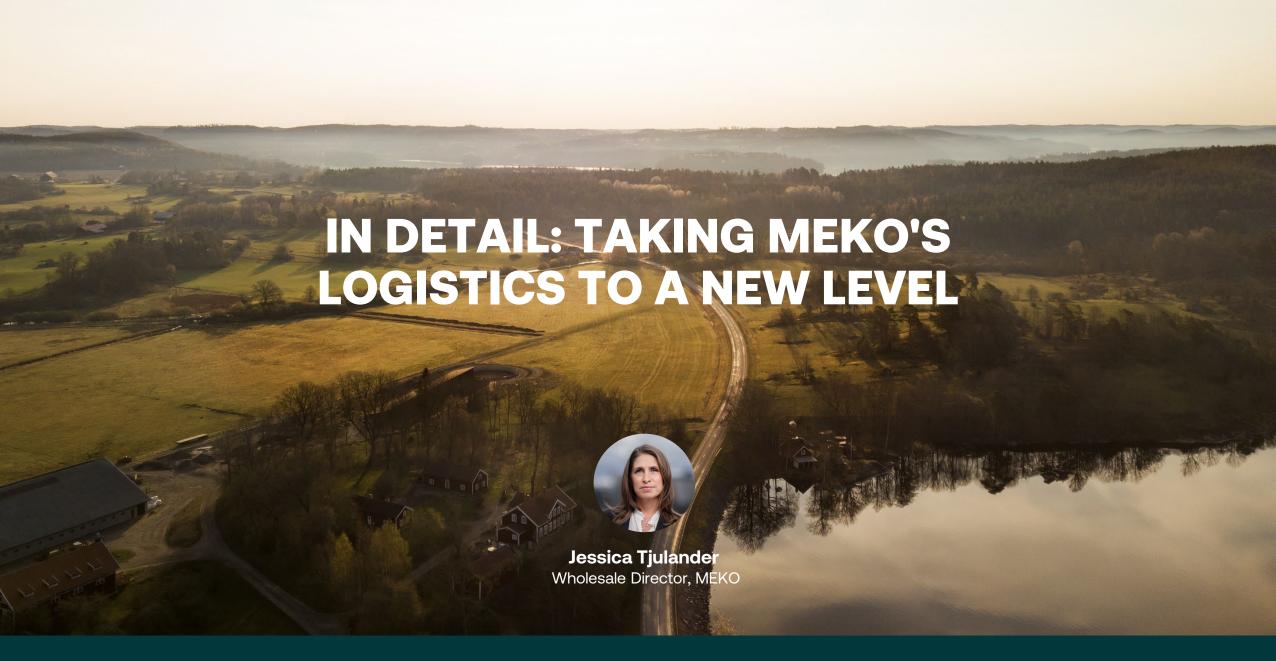
Transition to electric cars in summary

- More than 1 of 4 cars in Norway are fully electric
- MEKO and our customers are well prepared and serve EV owners every day
- Learnings from Norway gives us a great position in other markets
- EVs appear to generate comparable revenue over the car's lifetime









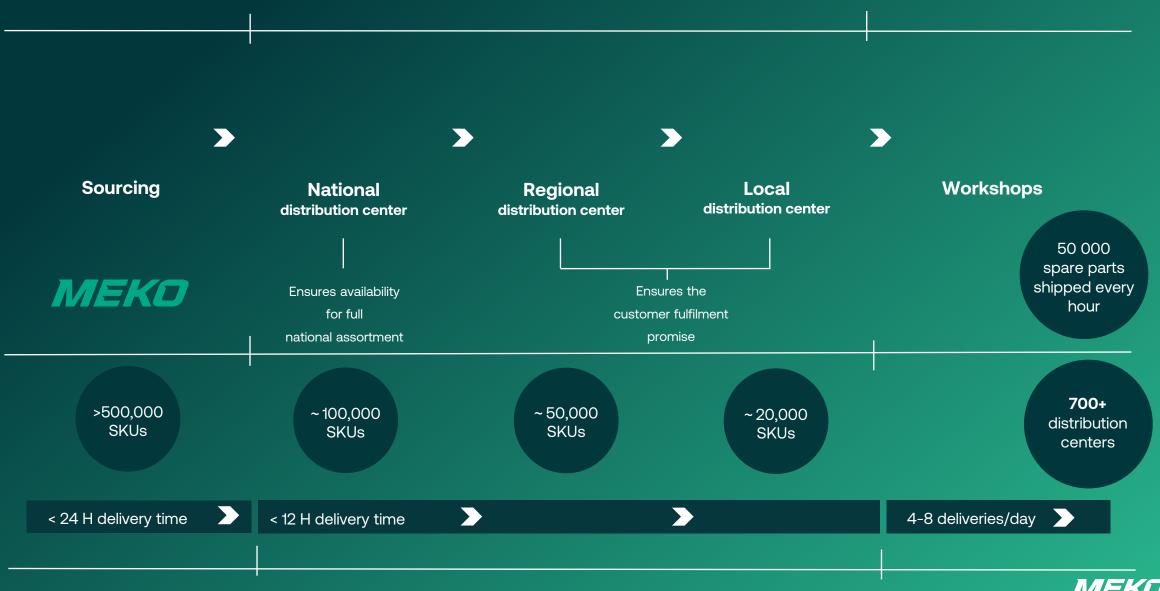
Why MEKO is investing in new logistics capacity

Part of Building a stronger MEKO:

- Improving efficiency
 - Increase warehouse automation
 - Optimize network and last-mile distribution
 - Fewer but more efficient distribution centers
- Improving customer service
 - Faster deliveries
 - Broader assortment

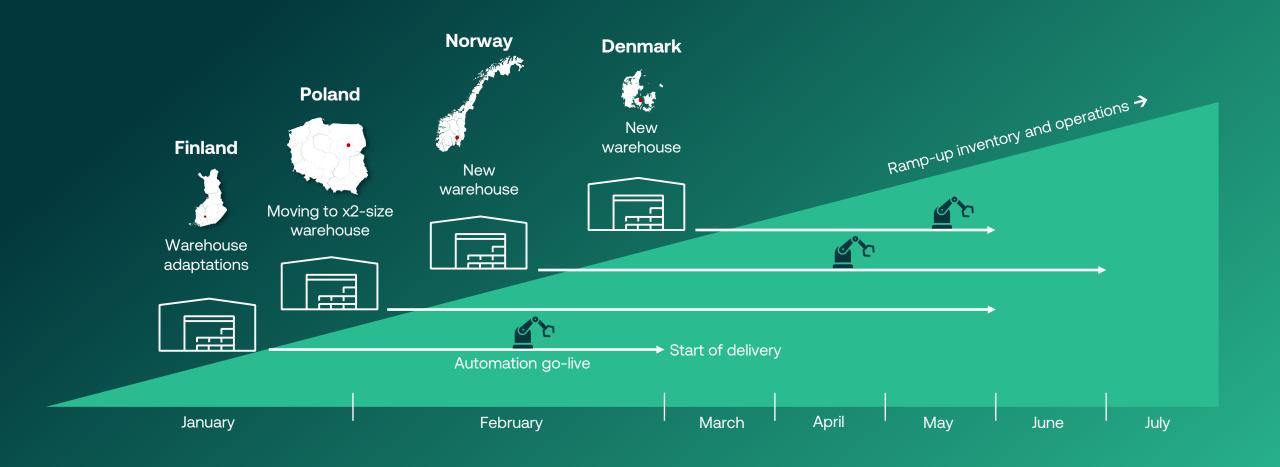


Strong and fast distribution throughout the value chain





Improved efficiency across several markets – simultaneously





Sweden: High-efficient warehouse also serving Norway – until now

• **Area:** 32,000 m2

Automation: Shuttle

• **SKUs:** 85,000

• Sales orders/day: 5,300

• Energy solution: 100% fossil-free





Finland: Upgraded warehouse with Autostore solution

• **Area:** 24,500 m2

Automation: Cube storage AS/RS from AutoStore

• **SKUs:** 130,000

• Sales orders/day: 1,915

• Energy solution: Renewable energy







Poland: New double-sized warehouse strategically located

• **Area:** 20,000 m2

• **SKUs:** 250,000

• Sales orders/day: 8,000

Manual warehouse









Norway: The largest new-built Autostore warehouse in the country

• **Area:** 32,000 m2

Automation: Autostore

• SKUs in warehouse: 100,000

• Sales orders/day: 3,300

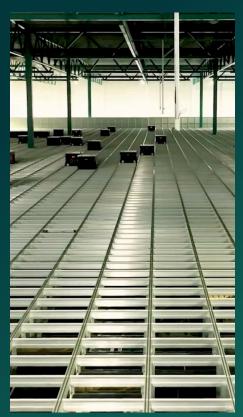
 Energy solution: Self sufficient solar panel system and district heating







Raising MEKO's logistics to a new level



Measure	Before upgrade	After upgrade	
Automation	1	4	+30
Productivity (average)*	13	25	+ 92
FTEs	450 FTE's	280 FTE's	- 38
Area, m2	124 640 m2	159 440 m2	+ 28
SKUs (average)	105 000 SKU's	158 000 SKU's	+ 50



^{*} Orderlines per working hour

A strengthened logistic capacity ready for growth



















Market leader in Denmark through our strong brands

FTZ

CarPeople AutoMester Din Bilpartner

Etc.



*Q2 2025





Our aim – to be the ultimate partner





Actions taken to navigate in a changing market - examples



Separated sales and logistics

Results

- Improved service
- Increased efficiency
- Costs savings

2

New customer chat service

Results

Significant increase in customer interactions

3

Strategic pricing enhancement

Results

 Data-driven pricing initiatives and successful customer win-back strategies



Strengthened sales leadership

Results

- New sales training
- New, more efficient CRM system
- Empowered sales force



in reduced costs

20,000

chats handled in 2024

+60.000

chats YTD 2025



churned customers

120 index net sales



increase in customer visits Q2 vs. Q1



Changing the game - with an industry-leading logistics set up

 New logistic center in the heart of Denmark

• Fully automated storage and retrieval systems



33,940m2 floor
area





A logistic system for revenue growth – in Denmark and beyond



Clear benefit for customers



Higher availability



Faster delivery
- even same
day



More reliable service



More time for customers to focus on their business





Well positioned to handle change and lead the way

- Solid foundation of expertise
- Strategic position in the market
- Ready to navigate change
- Elevated logistics strengthen us further





Long term financial targets unchanged



Sales growth

Annual sales growth of at least 5 percent

- through a combination of organic growth and smaller acquisitions, but excluding selective M&A



Adjusted EBIT growth

Annual adjusted EBIT growth of at least 10 percent.



Net debt/EBITDA

Net debt/EBITDA shall be in the range of 2.0-3.0 times.



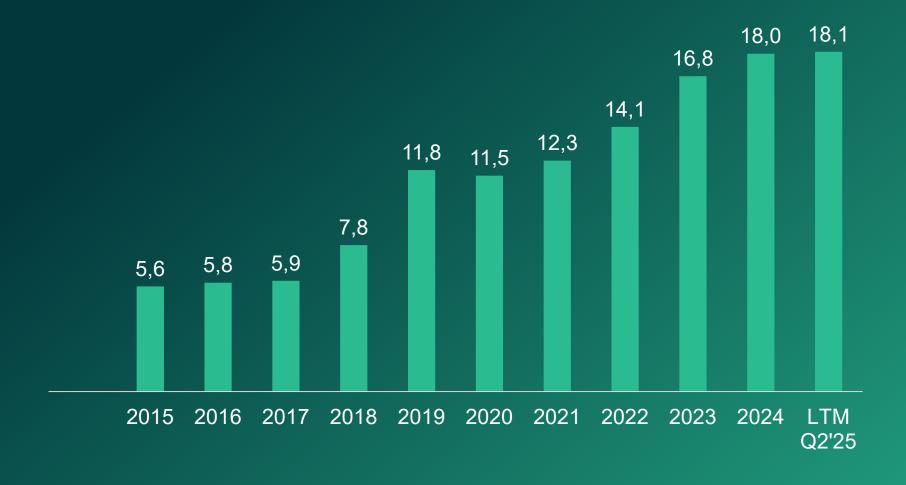
Dividend policy

Dividends corresponding to 50 per cent of profit after tax.

- Potential acquisition opportunities, financial position, investment needs and buy-backs taken into consideration.

Strong track record of delivering sales growth

Billion SEK

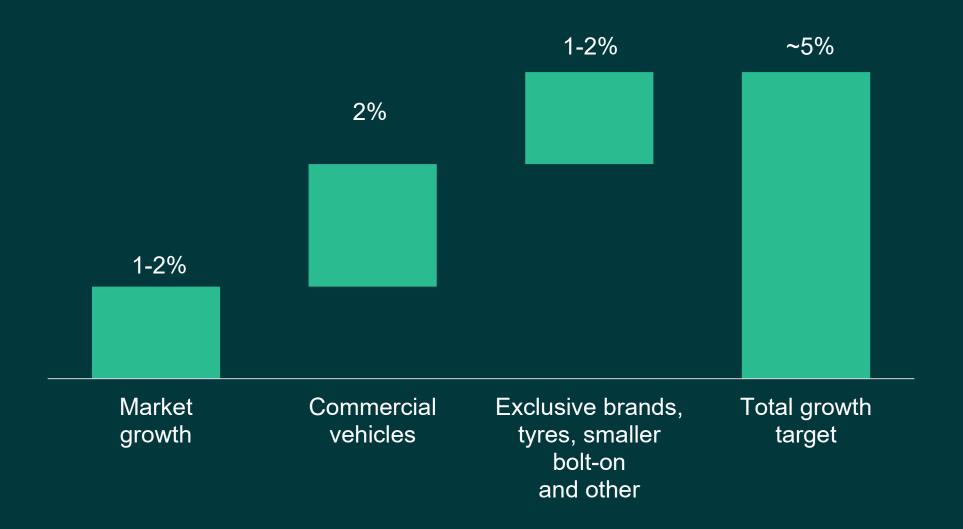


2015-2024 CAGR:
12%
Of which organic:
4%



Own initiatives are key to deliver 5% sales growth

Annual targeted net sales increase

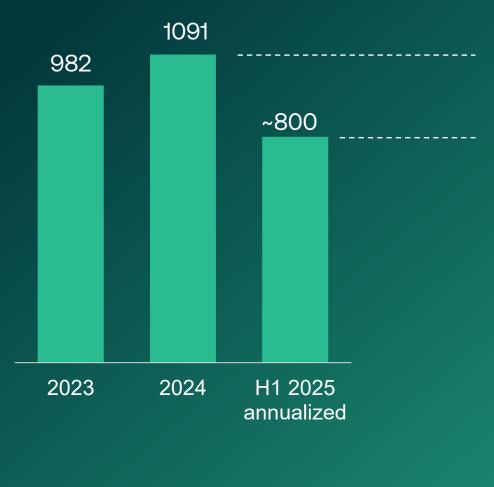


- Meaningful growth potential in adjacent areas
- Not starting from zero – expanding with knowledge from existing bridgeheads
- Planning for modest underlying market growth



Combined headwinds in H1 2025

Adjusted EBIT, Million SEK



Negative organic growth

- Cautious consumers
 - Delayed decisions
 - Trade down
 - Shop around
- Competitive pressure
 - Fight for volume
- Internal focus during transitions



5.6

5.9

4.4



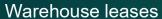
Adjusted EBIT, Million SEK

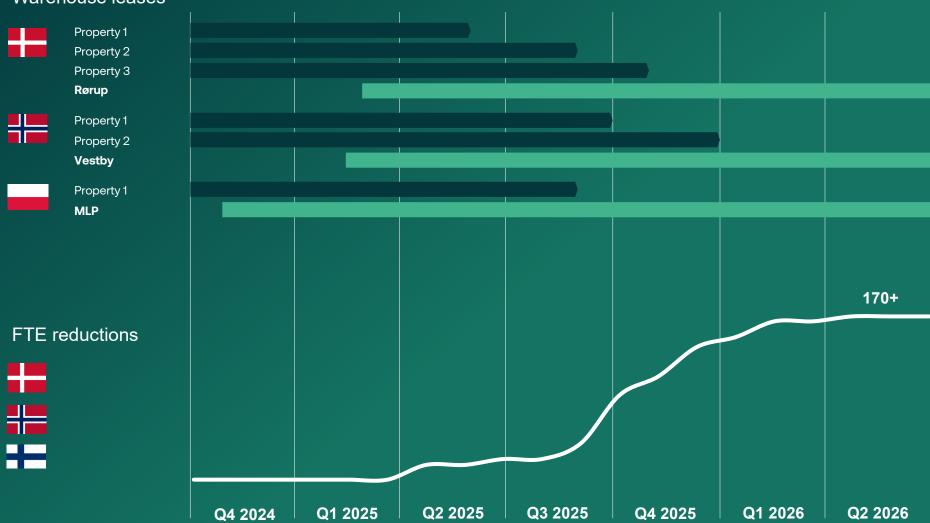




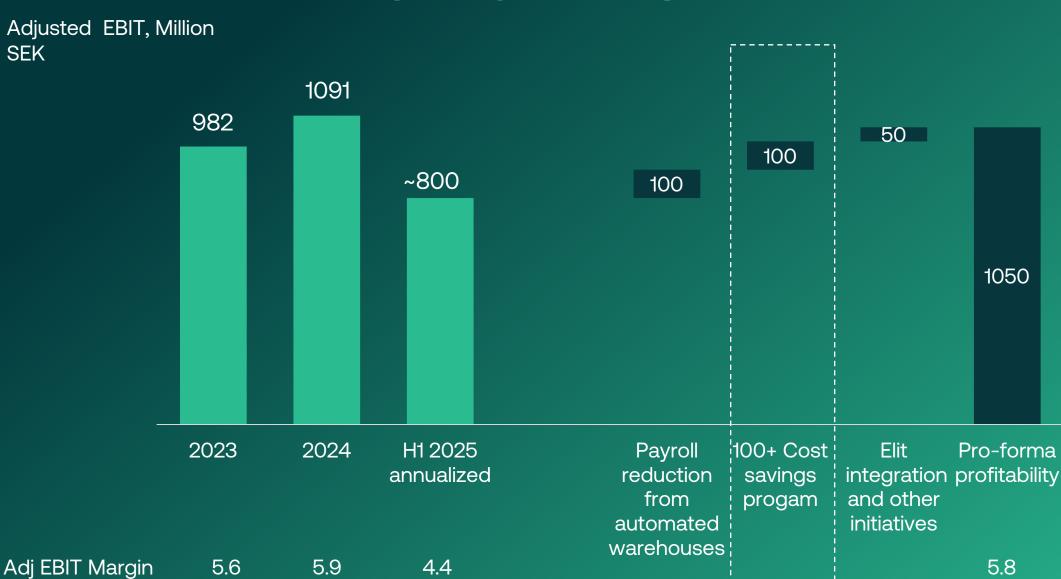
Approaching home straight in warehouse upgrades









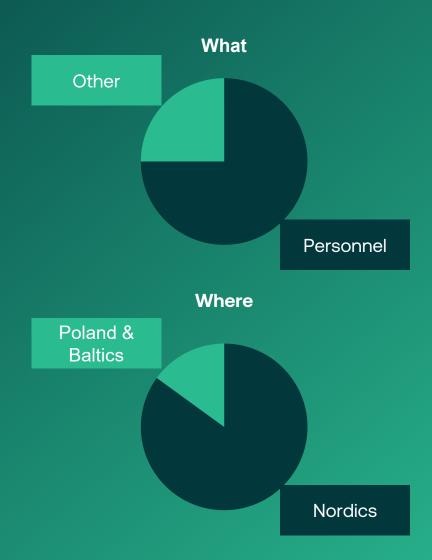




Savings initiative of 100 MSEK

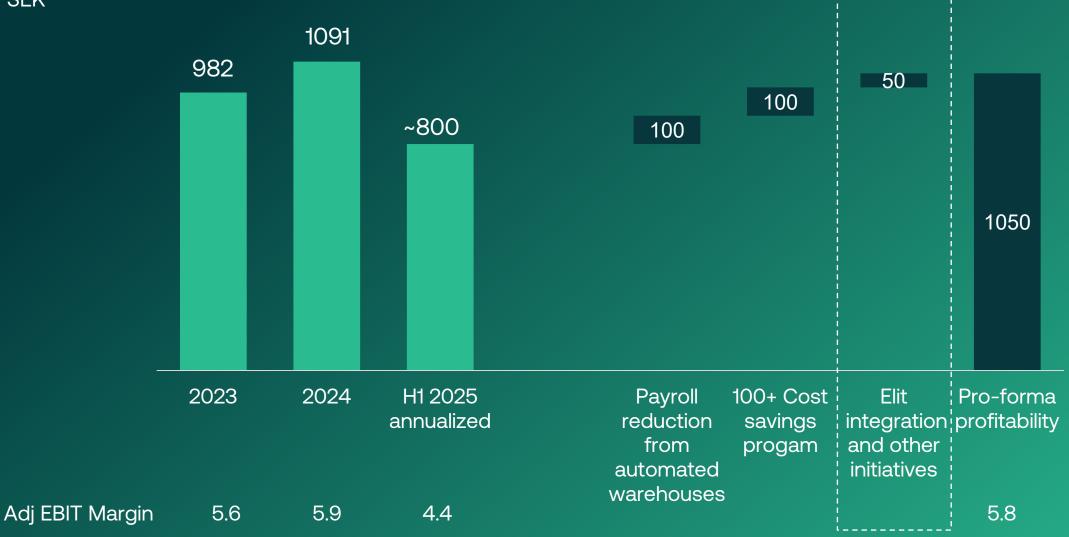
- 75% of savings are related to personnel
- 25% comes from reduced other expenses

- 85% of the savings will be realized across the Nordic countries
- 15% will be realized in Poland and the Baltics





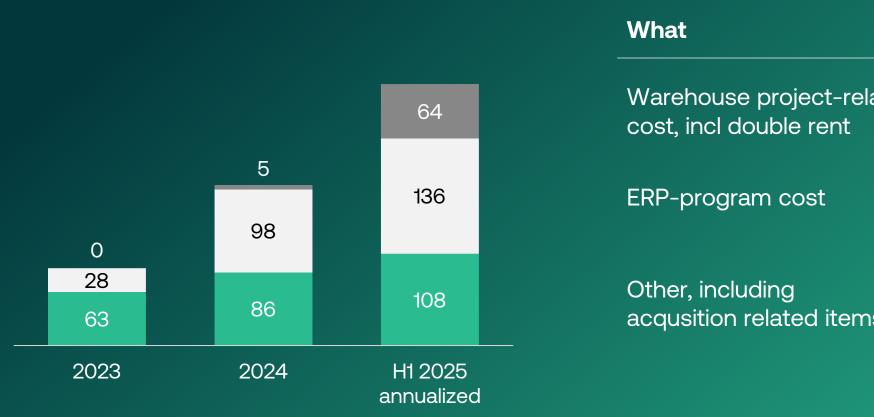
Adjusted EBIT, Million SEK





Moderated outlook on one-off spend

Items affecting comparability (IAC), Million SEK



Outlook Warehouse project-related acqusition related items*

2026



^{*} Amortization/depreciation of acquired intangible and tangible assets.

Long term financial targets confirmed

Capital allocation



Sales growth

Annual sales growth of at least 5 percent

- through a combination of organic growth and smaller acquisitions, but excluding selective M&A



Adjusted EBIT growth

Annual adjusted EBIT growth of at least 10 percent.



Net debt/EBITDA

Net debt/EBITDA shall be in the range of 2.0-3.0 times.



Dividend policy

Dividends corresponding to 50 per cent of profit after tax.

- Potential acquisition opportunities, financial position, investment needs and buy-backs taken into consideration.

10-year capital allocation, 2015-2024

SEK Billion

Cash flow from operating activities* **10,0**

New share issue 1,6

Working capital **0,5**

Capex ** **1,7**

Financing & other 2,4

Dividend 1,7

Acquisitions 5,3**



^{*} before changes in working capital (WC)

^{**} net of acquired and subsequently divested real-estate

10-year capital allocation, 2015-2024

SEK Billion

Cash flow from operating activities* **10,0**

New share issue 1,6

Working capital 0,5
Capex ** 1,7
Financing & other 2,4
Dividend 1,7

Acquisitions 5,3**

Past 10y		
Support organic growth	20%	
Return to owners and lenders	35%	
Non-organic growth	45%	

Dact 10v



^{*} before changes in working capital (WC)

^{**} net of acquired and subsequently divested real-estate

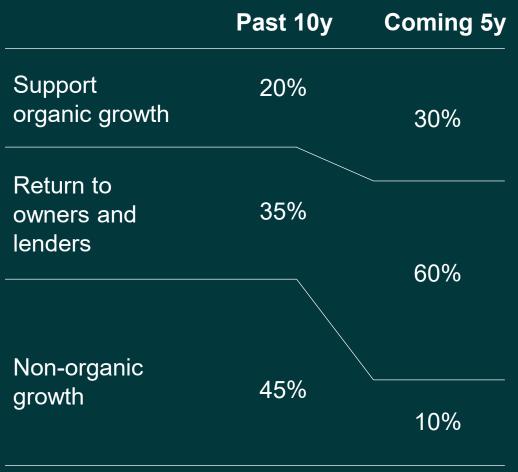
10-year capital allocation, 2015-2024

SEK Billion

Cash flow from operating activities* **10,0**

New share issue 1,6

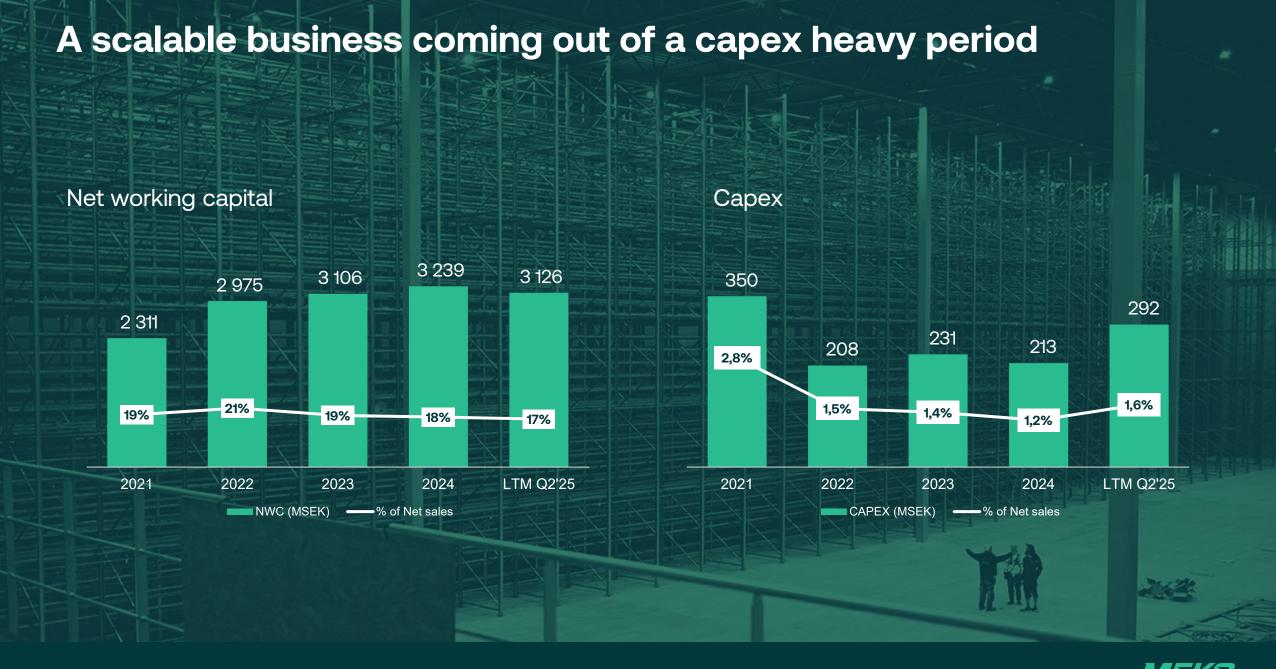






^{*} before changes in working capital (WC)

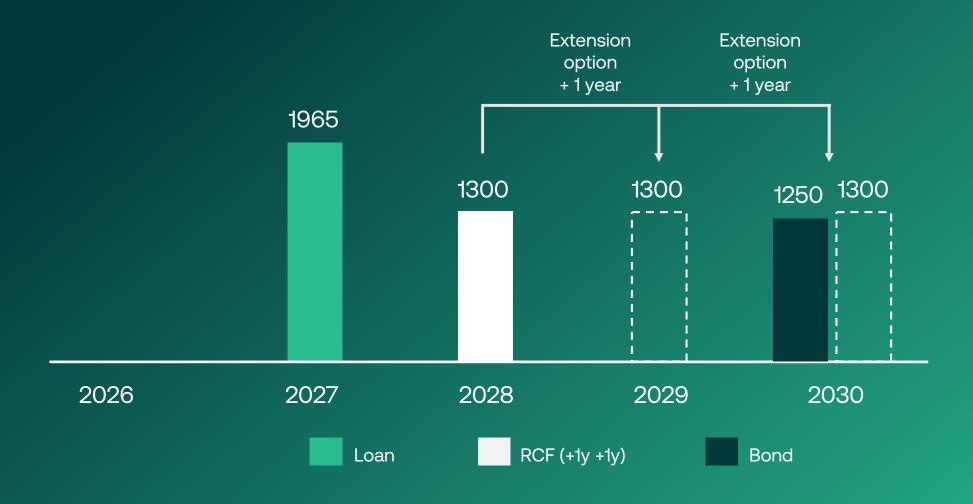
^{**} net of acquired and subsequently divested real-estate





Diversified funding with balanced maturity profile

SEK million



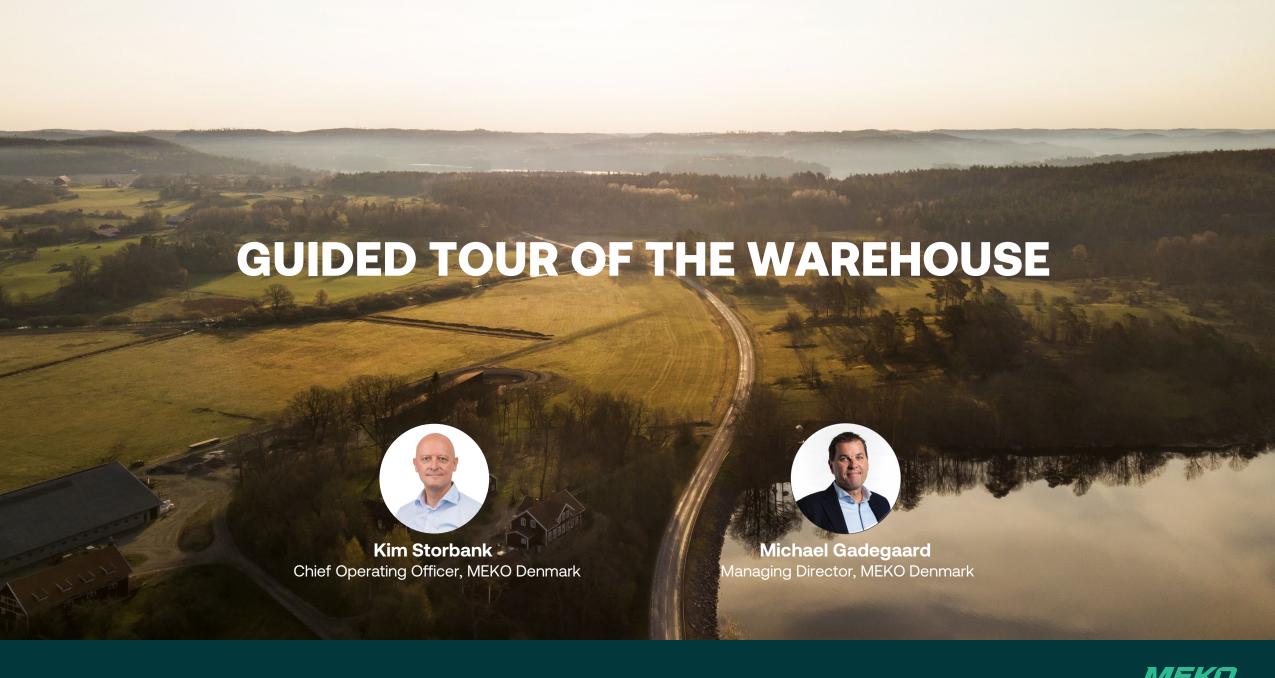


Financials: Summing up

- Targeted efforts to return to organic growth
- Addressing profitability through well progressed cost actions
- Capital allocation refresh with owners & lenders in focus











Navigating the road ahead – driving growth, stronger logistics

Market leader in the independent aftermarket in northern Europe

Cautious markets and consumers - we take action for driving growth

Continue to build a stronger MEKO – accelerating cost savings

Well-positioned for the EV transition – with certified workshops

Leveling up our logistics to highest international standard- enabling future growth

Financial targets confirmed – potential for improved profitability

