

## PWT GROUP A/S: SOLID GROWTH IN A TURBULENT 2024

PWT Group A/S, the Nordic brand house behind menswear brands such as Lindbergh, Bison, and JUNK de LUXE, as well as Wagner and Denmark's largest menswear chain, Tøjeksperten, is pleased to report significant progress in 2024 despite challenging market conditions.

In 2024, PWT Group achieved a revenue increase of DKK 32 million, reaching a total of DKK 835 million. Additionally, the annual result (EBIT) grew by an impressive DKK 6 million, reaching DKK 110 million, compared to an already strong result of DKK 104 million in 2023.

*"We are very pleased to deliver such a solid result in a year that presented considerable challenges for many businesses, including PWT Group. Our unwavering focus on developing attractive products and ensuring an excellent customer journey at every stage has been key to our success in 2024. The results reflect robust growth in online sales, which now account for approximately 25% of total revenue, while our physical retail operations and especially our wholesale business performed strongly – overall, a highly satisfactory outcome,"* says CEO Ole Koch Hansen.

### Investing in the Future

In 2024, PWT Group focused on strengthening both the physical and digital aspects of the business. *"We have continued our strategy of opening new and larger stores while making significant strides in digital innovation. Our efforts have included optimizing the digital merchandising of our products across channels and leveraging the many opportunities that AI brings to the table,"* explains Ole Koch Hansen.

He continues, *"We are eager to further strengthen our position and develop our business. In 2024, we proved that our strategy and investments deliver results, and we are ready to scale up in 2025. We are in a strong and well-consolidated position, ready to take the next steps."*

### Outlook for the Lindbergh Brand

In 2025, PWT Group will intensify efforts to expand the presence of the Lindbergh brand across existing and new markets. This includes significant investments in online platforms and the opening of additional Lindbergh stores. *"The Lindbergh brand is currently experiencing tremendous momentum, and we are determined to introduce it to even more consumers. We look forward to bringing our Scandinavian design and high quality to new markets, new customers, and consumers,"* concludes Ole Koch Hansen.

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DKK MIO.	2024	2023	+/-
Omsætning	835	803	+4%
EBITDA	110	104	+6%

### ABOUT PWT GROUP

*PWT Group is a leading Nordic brand house within men's fashion – operating in both the B2B, B2C, & D2C markets.*

*The company provides quality products in menswear fashion, from and through, a range of great brand – Tøjeksperten, Wagner, Lindbergh, Bison, JUNK de LUXE, Morgan, & Jack's Sportswear Intl.*

*The products are sold are sold by +700 independent retailers in more than 27 countries and the company's two retail chains and online channels.*

*Tøjeksperten is Denmark's largest omni-channel menswear chain with 109 stores across the country, while Wagner has 20 stores in Denmark, 13 in Sweden, and 8 in Norway.*