VERKKOKAUPPA.COM AS AN INVESTMENT

Oslo roadshow
8 September 2026

Panu Porkka, CEO

VERKKO
KAUPPA
.COM

AGENDA

01 Verkkokauppa.com today

02 Q2 2026 results

03 Verkkokauppa.com as an investment

VERKKOKAUPPA.COM TODAY

VERKKOKAUPPA.COM AT A GLANCE

FINLAND'S LEADING ONLINE RETAILER

CUSTOMERS' CHOICE

Large active customer base with double-digit growth momentum[1]

~1M *(+12% y/y)*

YEARLY ACTIVE CUSTOMERS

Continued strong traffic growth

>83M *(+10M y/y)*

ANNUAL WEBSITE VISITS

Highest customer loyalty among Finnish online retailers in EPSI study[2]

#1

IN CUSTOMER LOYALTY

CURATED ASSORTMENT

Optimized for availability and fast delivery at scale

~60,000

PRODUCTS IN ASSORTMENT

Highly engaged customer base

>564,000

PRODUCT REVIEWS

Exceptionally low return rate

0.7%

RETURN RATE

FINANCIAL POSITION

Return to growth driven by structural improvements

526.5M *(467.8M)*

REVENUE 2025

8x profitability improvement marking a clear turnaround

14.8M *(1.8M)*

COMPARABLE EBIT 2025

Profitability translating into shareholder returns

0.27 € *(-0.02€)*

EARNINGS PER SHARE

Sources: Figures based on 2025 actuals unless otherwise stated, [1]Yearly active customers as at 4/2026, [2] EPSI rating 2025, n=5,556

VISION, PURPOSE & VALUES

WHAT DRIVES US

Our vision and purpose, brought to life by four shared values

VISION To create the new norm for buying and owning

PURPOSE Rebel of retail — to rewrite the rules of retail

OUR VALUES:

Courage
Bold moves, first to launch

Transparency
Open with customers and stakeholders

Agility
First to adapt and improve

Community
Strong team and customer spirit

CURATED ASSORTMENT

A WINNING ASSORTMENT OPTIMIZED FOR FAST DELIVERIES

~60,000 SKUs across 24 main product categories — increasingly powered by our own brands

~60,000 SKUs in assortment	**~34,000** SKUs available fast	**>564,000** Product reviews	**0.7%** Return rate

Figures: 2025 actuals

Core categories

- IT
- Entertainment
- Mobile
- Small domestic appliances
- Large domestic appliances

85% of revenue comes from core categories,
+10% y/y core categories sales growth (Q2/2026)

Own brands

A significant margin & growth opportunity

e.g. Ströme, Blackstorm, Procaster, Anton Oliver

+45% Improvement in own brands' gross profit (2024 → LTM Q1 2026)	**+49%** Unique own-brand SKUs sold (Q1/24 → Q1/26)	**6.2%** Own brands' share of revenue (Q2/2026)

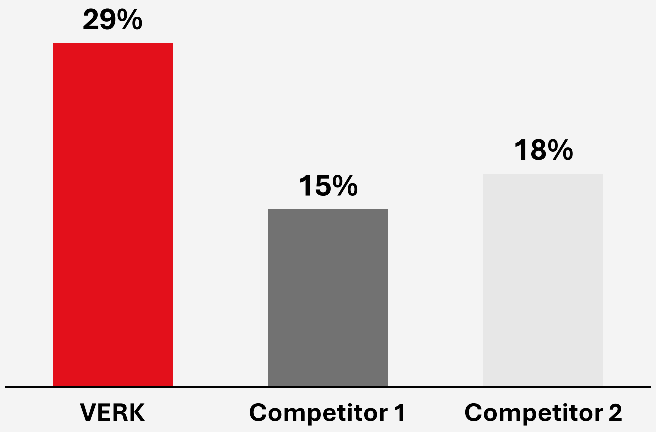
OUR CUSTOMERS

HIGH-SPENDING, TECH-SAVVY, AND FIERCELY LOYAL CUSTOMER BASE

Who our core customers are[1]

- Digitally native, online-savvy
- Value quality and novelties over bargains
- Buy higher price-point products
- Use fast deliveries 2x more often
- Shop across ~5 product categories
- Higher repeat rate & lifetime value

Preference in market's key customer segments[2]



Proof of a loyal, satisfied customer base

74	**80%**	**1M**	**+23%**	**−14%**
OVERALL NPS	EPSI RATING[3]	YEARLY ACTIVE CUSTOMERS	CUSTOMER LIFETIME VALUE	CUSTOMER ACQUISITION COST
Q2/2026	*vs. 77% industry avg.*	*Q2/2026*	*1/2024 → 1/2026*	*2024 → 2025*

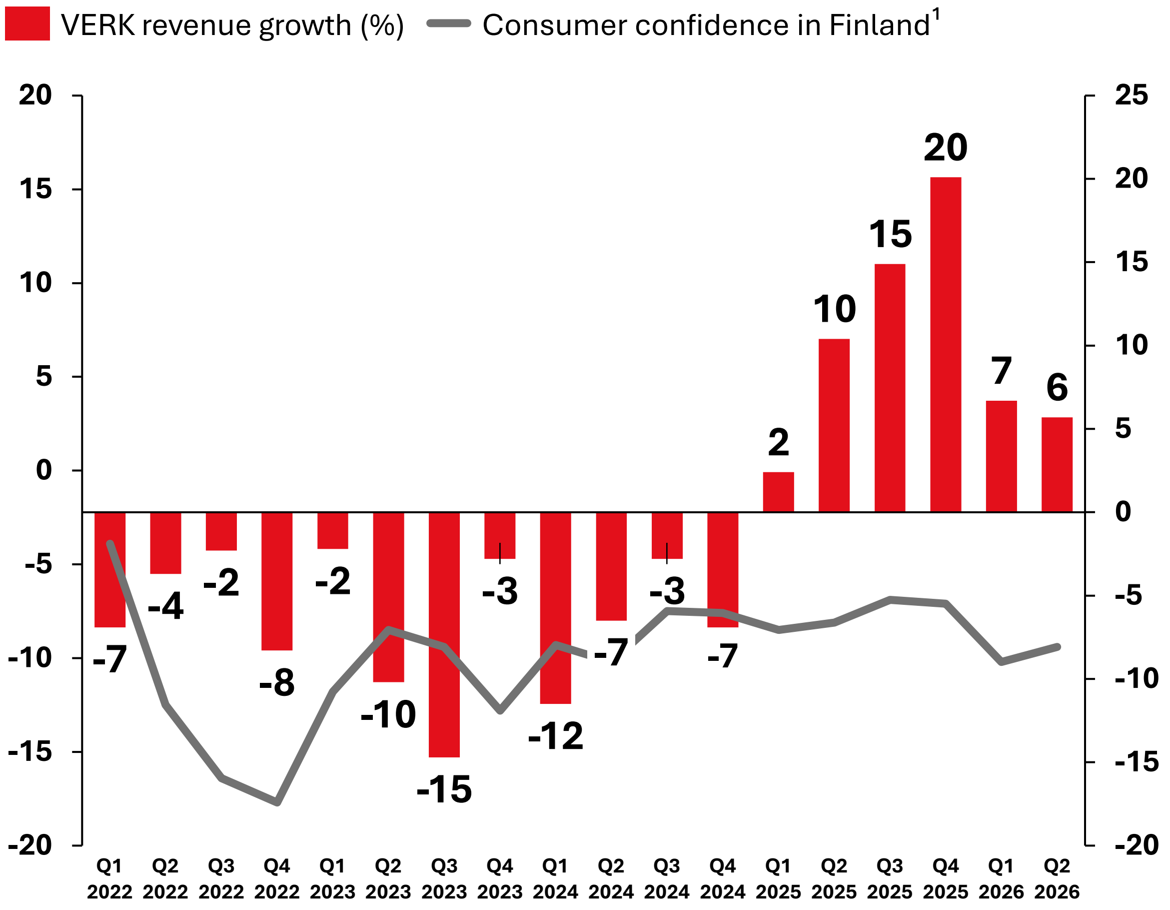
→ **A loyal, high-value base that spends more, comes back more often, and costs less to acquire.**

[1] *Verkkokauppa.com customer segmentation survey, 10/2025 n=20,000+*
[2] *Kantar brand tracking Q1/2026, quarterly n=1,800*
[3] *EPSI rating 2025, n=5,556*

CLEAR DECOUPLING FROM CONSUMER CONFIDENCE – GROWTH OUTPERFORMING THE MARKET

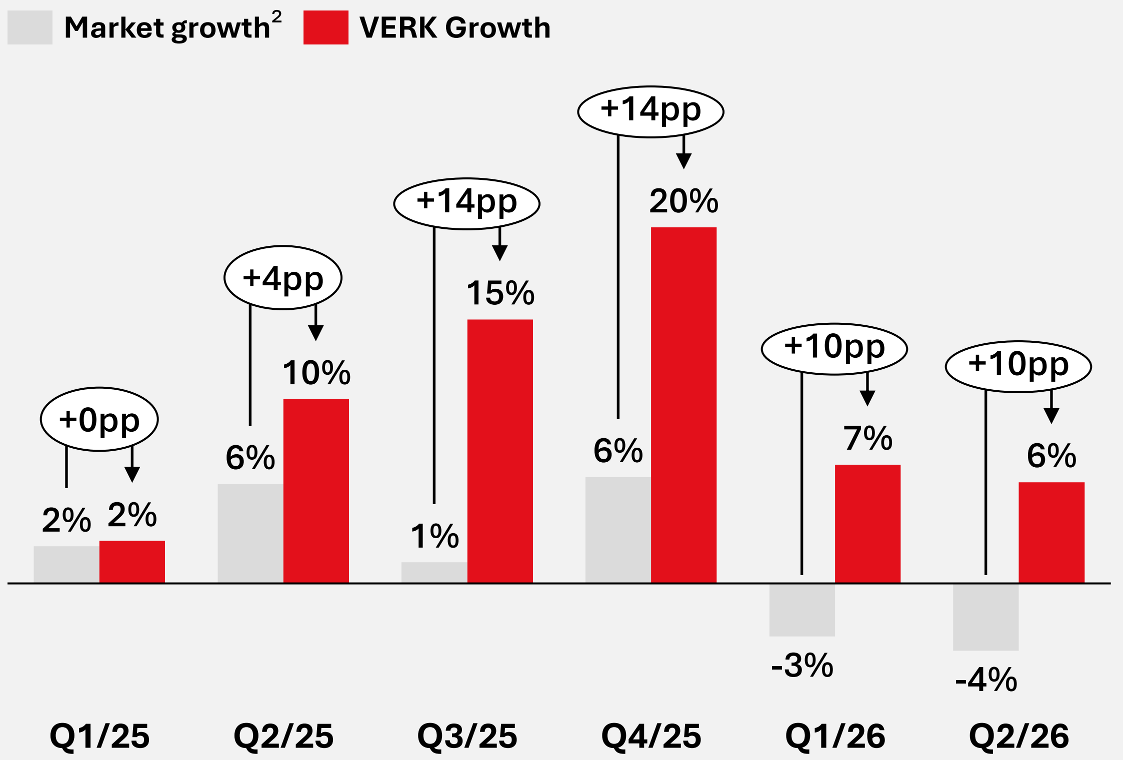
Decoupled from the macro

Sustained revenue growth despite persistently weak consumer confidence



Outperforming the market

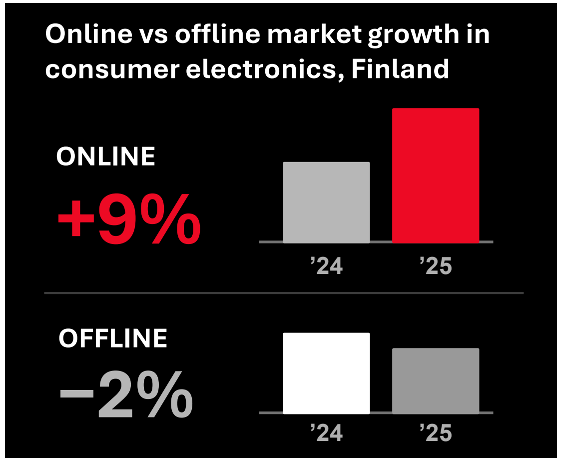
VERK growth has consistently exceeded the market during recent quarters



Note: Quarterly consumer confidence indicator (CCI) calculated as a quarterly average from monthly index data

Sources: [1]Statistics Finland, consumer confidence, [2]ETKO Consumer Electronics Index (Finland), GoTech

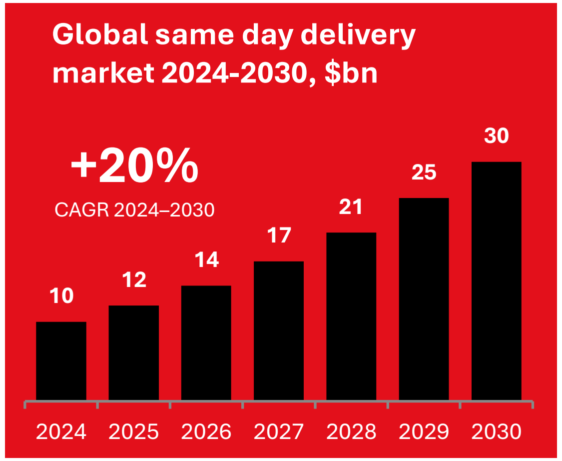
STRUCTURAL TAILWINDS SUPPORTING LONG-TERM GROWTH



Source: Nielsen IQ GfK / Verkkokauppa.com CMD 2026

WINNING THE ONLINE SHIFT

~72%	**Online share of revenue** (Q2/26)
+9%	**Online revenue growth** (Q2/26)



Source: Grand View Research, Same Day Delivery Market Report 2030

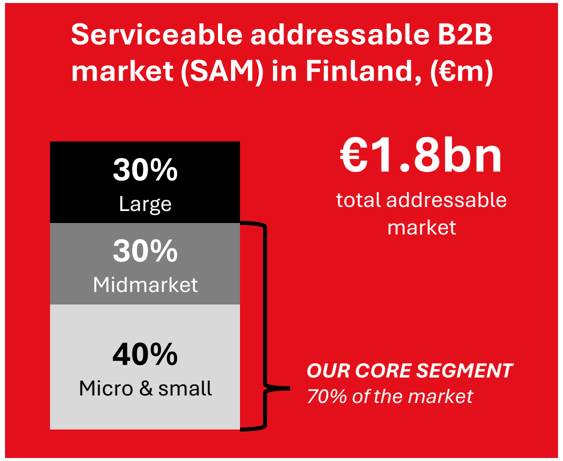
SCALING FAST DELIVERIES

+45%	**Fast delivery volume growth** (Q2/26)
~30%	**of all online orders are fast** (Q2/26)

Source: Statista, e-commerce revenue by Nordic country 2025

INTERNATIONAL EXPANSION

+63%	**International revenue growth** (Q2/26)
>200%	**Revenue growth in Sweden** (last two consecutive quarters)



Source: Verkkokauppa.com assessment based on GfK and Statista data

ACCELERATING B2B GROWTH

+18%	**B2B revenue growth** (Q2/26)
+220k	**Companies within 1-hour delivery capability** (Q2/26)

CLEAR PATH TOWARDS 2028 WITH A PROVEN STRATEGIC PLAYBOOK

STRATEGIC CORNERSTONES

***STRONG BRAND* DRIVES TRAFFIC, CONVERSION AND LOYALTY AT SCALE** ENABLER

FASTEST FULFILMENT

- Scaling same-day & next-day delivery coverage into new areas in Finland and beyond
- Drive conversion via delivery speed and precision
- Continuously optimize customer journeys (delivery, checkout, returns)

NEW BUSINESS MODELS

- Expand into new markets through scalable operating model
- Scale Retail media into a meaningful profit pool
- Launch new value-add services

OPERATIONAL EXCELLENCE

- Continuously reduce fixed cost ratio through automation and agentic workflows
- Increase inventory efficiency and turnover
- Leverage automation and AI to improve productivity

CURATED ASSORTMENT

- Win in the Core categories with best availability
- Prioritize high-demand and high-margin products
- Scaling Own brands into new markets

***TECHNOLOGY AND AI* ENABLE AND SCALE EVERY LAYER OF OUR CORNERSTONES** ENABLER

FINANCIAL TARGETS

For the remaining strategy period (2026–2028), revenue growth (CAGR) of more than 5%, outgrowing the market

+

EBIT margin above 5% in 2028

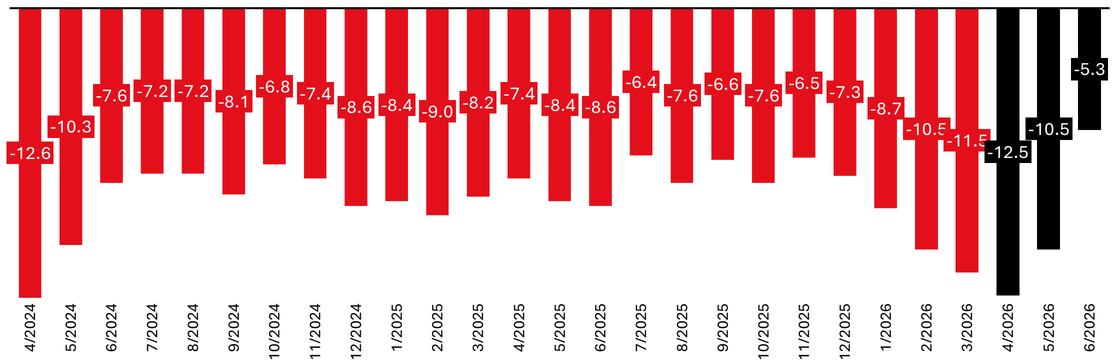
+

Payout 60–80% of annual net profit in quarterly growing dividends

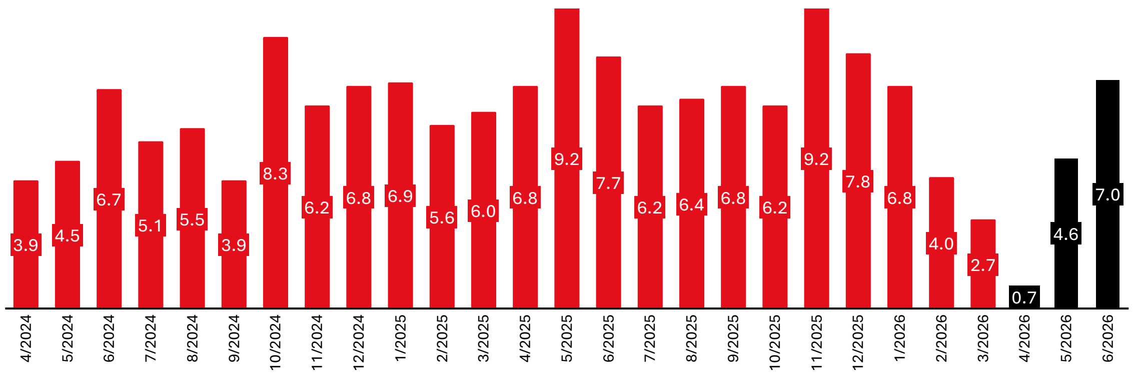
Q2/2026 RESULTS

CONSUMER MARKET REMAINED SUBDUED, WITH EARLY SIGNS OF IMPROVEMENT TOWARDS QUARTER-END

Consumer confidence in Finland



Consumers' views of their own economy in 12 months' time



Source: Statistics Finland

Q2/2026 development

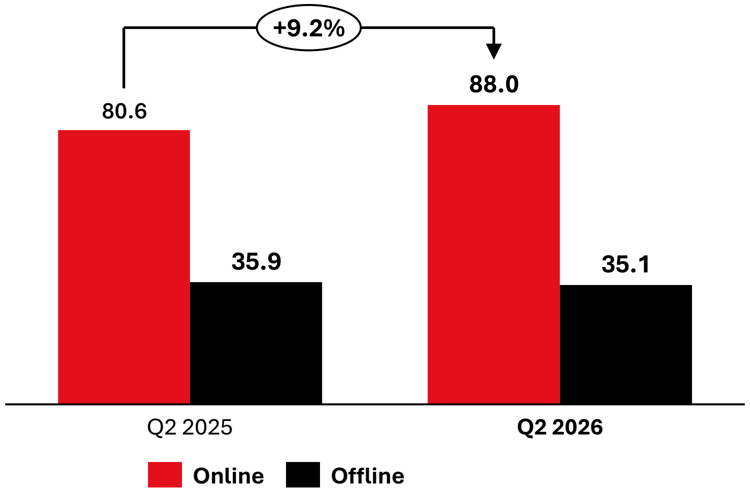
- **Consumer electronics market development in Finland remained muted,** reflecting continued softness in discretionary consumer spending[1]
- **First signs of macro improvement began to emerge in Finland**, with private consumption expected to gradually recover and support demand going forward[2]
- **Consumer confidence in Finland improved gradually**, with the indicator reaching its highest level in four years in June[3]
- **In this environment, Verkkokauppa.com continued to outperform the market** and further gained market share during the quarter[1]

Sources: [1] GfK, Consumer electronics in Finland Q2 2026 vs Q2 2025, excl. TV category. [2] Bank of Finland. [3] Statistics Finland.

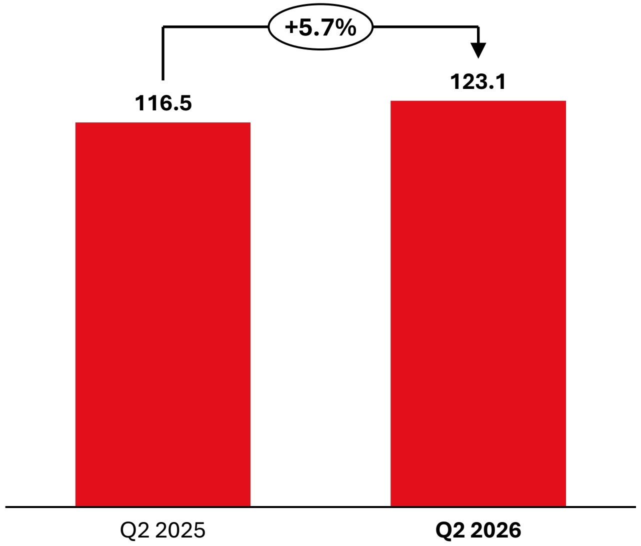
SYSTEMATIC STRATEGY EXECUTION DELIVERED GROWTH AND IMPROVED PROFITABILITY IN THE SECOND QUARTER

Verkkokauppa.com continued to outperform the market in Q2, delivering 5.7% revenue growth and further market share gains. Online sales growth, strong B2B demand and continued international expansion supported topline development. Profitability improved, supported by revenue growth and continued operational efficiency.

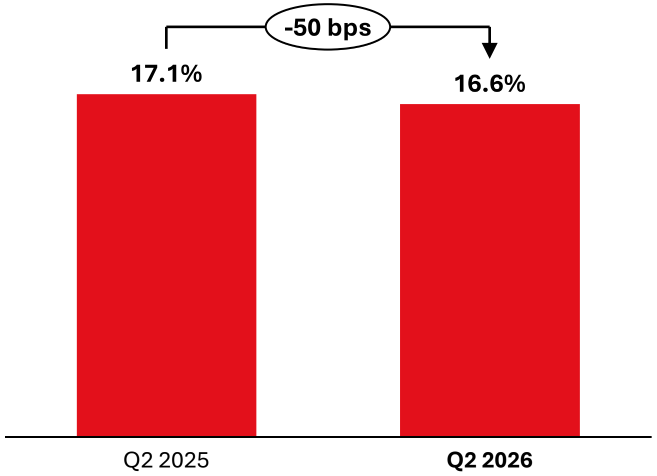
Channel development (MEUR)



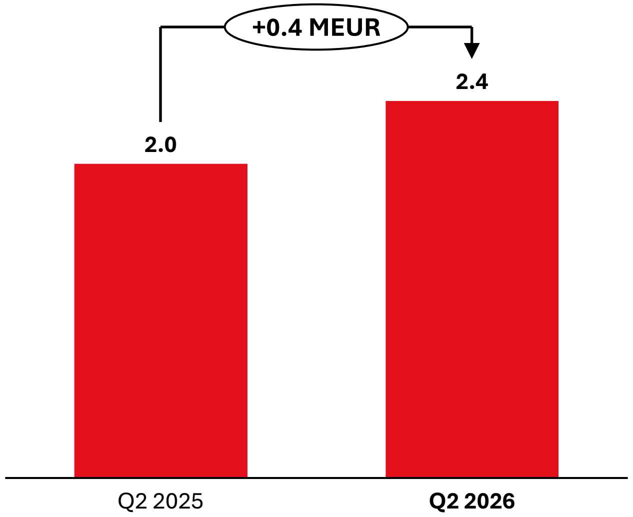
Quarterly revenue (MEUR)



Gross margin (%)



Comparable operating result (MEUR)



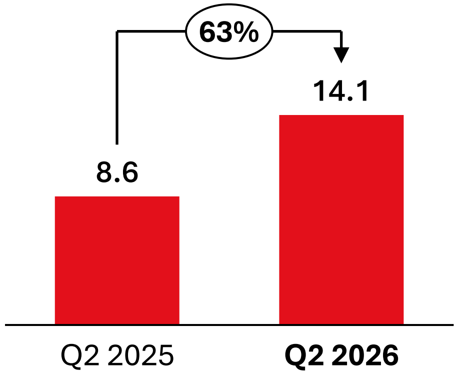
DELIVERING ON OUR STRATEGY DURING Q2

Strong momentum in fast deliveries, international expansion and digital capabilities

Fast deliveries

Fast deliveries continued to grow strongly. In the second quarter, delivery volumes increased by 45% compared to previous year and we surpassed one million cumulative fast delivery orders.

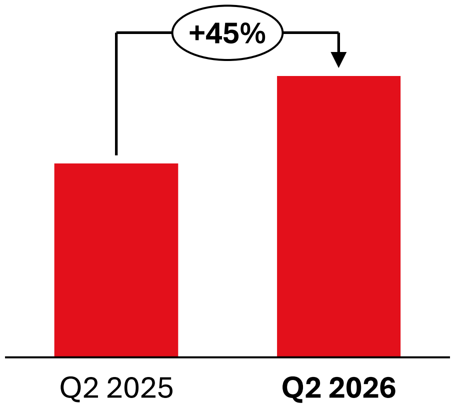
International revenue growth (MEUR)



Online revenue share already 72%

The strategic shift towards online continued to accelerate, in line with the company's long-term strategy.

Quarterly volume of fast deliveries



International expansion

International revenue grew by 63% to EUR 14.1 million, driven by strong growth in Sweden and continued momentum with key accounts in Central Europe. Sweden's revenue increased by over 200% for the second consecutive quarter.

Multilingual website

Our website is now live in Swedish and English in addition to Finnish. Beyond a better, more responsible customer experience, this lays the groundwork for international expansion.

VERKKOKAUPPA.COM AS AN INVESTMENT

WHY INVEST IN VERKKOKAUPPA.COM?

Market leadership, proven strategy and a solid financial base

STRONG POSITION AS THE MARKET LEADER

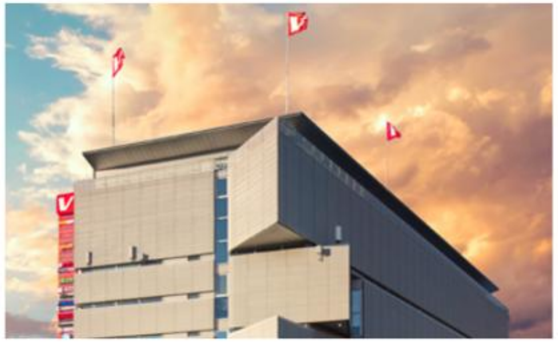
- Significant market share gains continuing, reinforcing leadership in Finland
- Strong brand position and leading e-commerce player in the market
- The most preferred brand in the market

PROVEN STRATEGY YIELDING RESULTS

- Strategy is based on global megatrends
- Online-first business model with speed, convenience and leading tech
- Proven track record of international growth

DRIVING PROFITABLE GROWTH AHEAD

- Significant improvement in profitability in an uncertain market, with further potential as conditions improve
- Improved margin potential through own brands and new business models



SOLID FINANCIAL POSITION

- Healthy inventory and strong cash position provide resilience
- Investment light business model
- Appealing dividend policy (target to pay out 60–80% of annual net profit in quarterly growing dividends)

MORE INFORMATION:

www.investors.verkkokauppa.com

INVESTOR RELATIONS CONTACT:

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