SWEDENCARE

Presentation
CEO Håkan Lagerberg

SWEDENCARE AT A GLANCE

SWEDENCARE

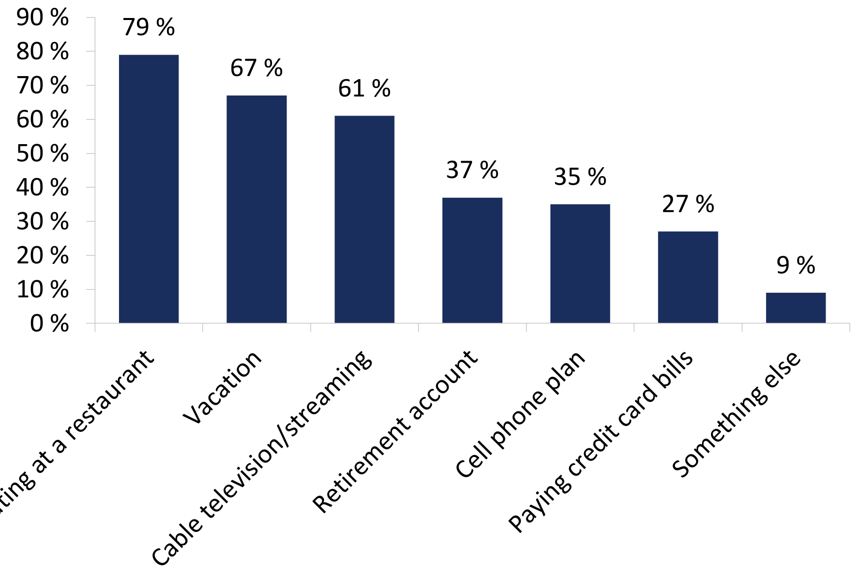
PETS
- from something you own to a member of the family

- “Pet owner” to “Pet parent”
- 94% sees the pet as a family member

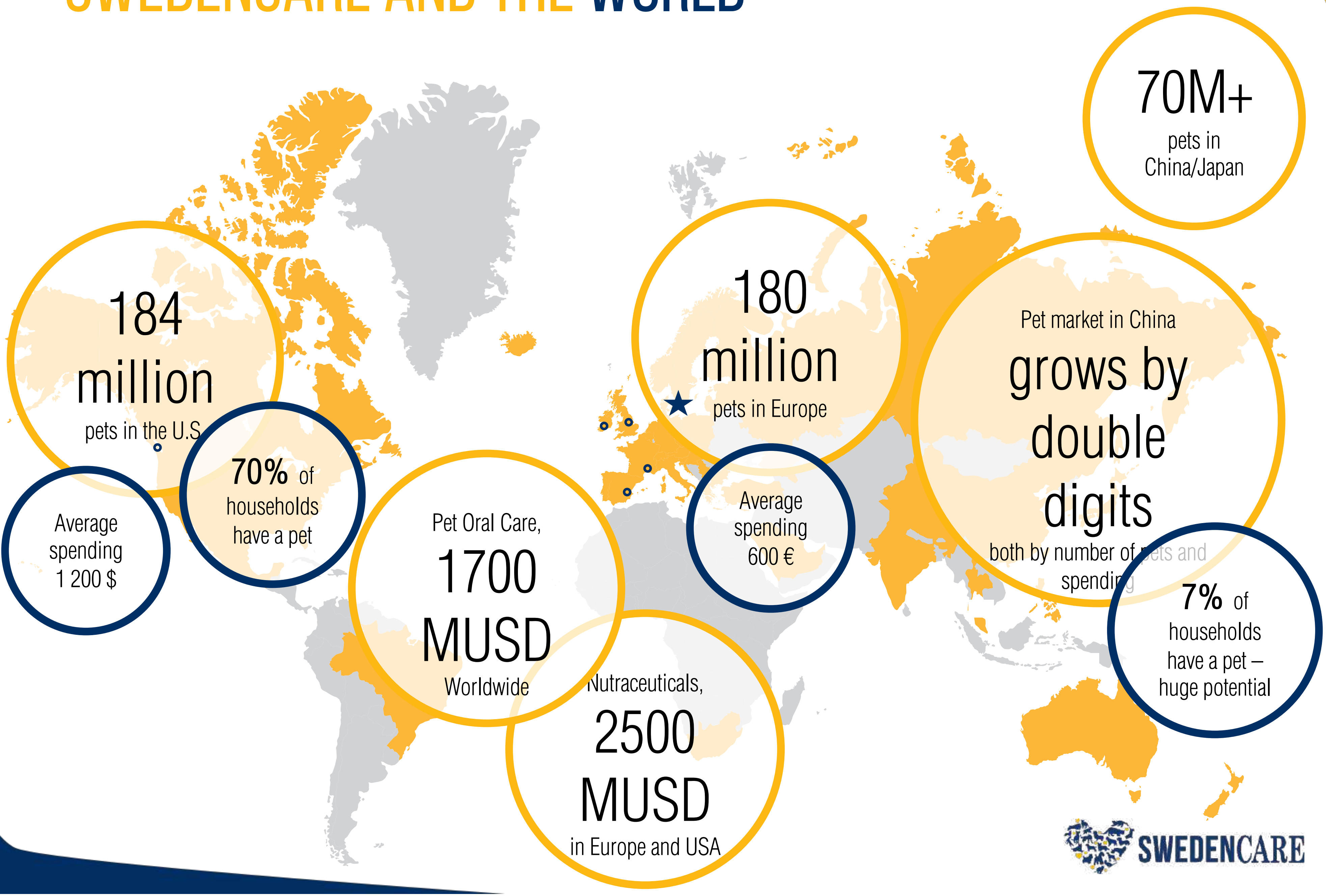
- Increased demand for organic, premium, sustainable and “clean label” products
- The pets live longer – age related symptoms increase
- Knowledge increase & demand for nutraceuticals grows

- Dental health is the biggest concern for petowners
- 80% of dogs have oral health issues before 3-yrs age

What would pet owners sacrifice if they were in financial difficulty?



SWEDENCARE AND THE WORLD



COMPANY TIMELINE

1990´S
Research & discovery of advantages of product

2000
Establishment of current business of Swedencare

2006
Patents in Europe and USA are registered

2014
New owners

(January) 2016
Swedencare acquire former distributors in France, UK and USA

(June) 2016
Company is listed on Nasdaq First North

(H2) 2016
Swedencare acquire Biodistra AB. Swedencare acquire the Irish company NutriScience (Ecuphar Ltd.)

(January) 2018
Conversion to IFRS (International Financial Reporting Standard)

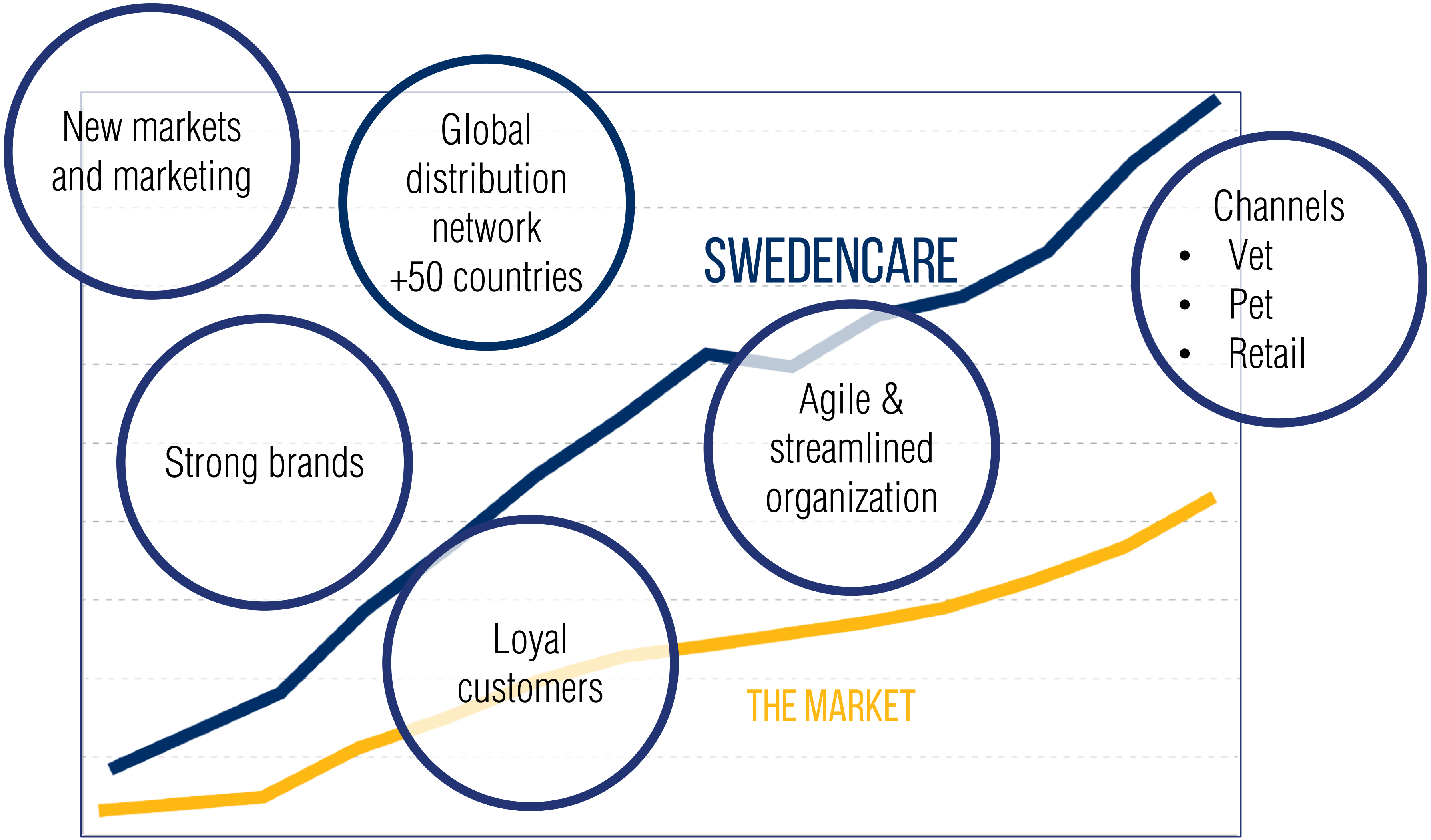
2019
Opens own office, Swedencare Spain

(October) 2019
Swedencare aquire Biovet

(October) 2019
Presents new financial goals

(June) 2020
Swedencare acquire the business of Stratford

SWEDENCARE´S STRENGTHS



DOG - CAT - HORSE

NUTRACEUTICALS

FOOD

~~ACCESSORIES~~

~~PRESCRIBED PRODUCTS~~

SWEDENCARE

PRODEN PLAQUEOFF®

- a leading oral health product

- 100% natural and organic active ingredient
- Systemic effect on Oral Health
- Patent- and Trademark protected in all our major markets
- Several clinical studies
- Marketed in several sizes and forms - Powder, Dental Bites, Dental Bone, and in feed
- 2 million pots, annual consumption for 0,7 million dogs.
  Approx. 500 million registered dogs in the world means that we reach 0,14% of the potential market

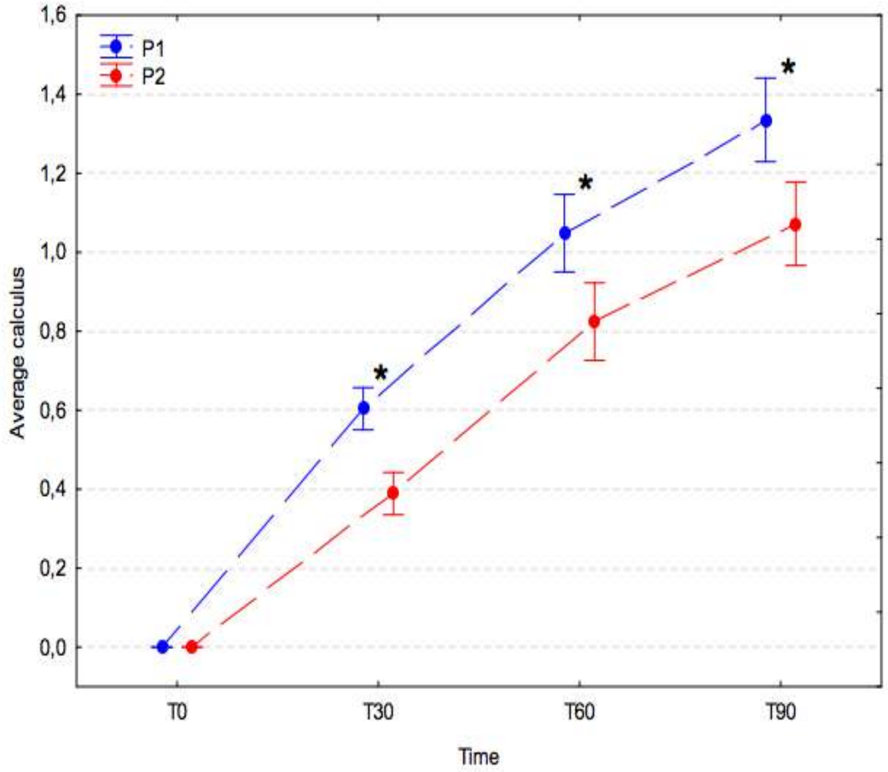
SWEDENCARE

CLINICAL STUDIES - VOHC

Both ProDen PlaqueOff® Powder 2019 and Dental Bites 2017 are now approved.

Study for Cat & Canagan Dental feed products – In progress

The difference between the placebo product and the tested product (ProDen PlaqueOff®) was 30-70%.



VETERINARY ORAL HEALTH COUNCIL VOHC Accepted® HELPS CONTROL PLAQUE & TARTAR

www.VOHC.org

P1 Placebo
P2 ProDen PlaqueOff®

SWEDENCARE

OTHER PRODUCTS

NUTRISCIENCE BY SWEDENCARE FOR DOGS AND CATS

A new group of products within several focus areas for dogs and cats.

- Joints and mobility
- Skin and coat
- Multivitamin supplement
- Calming supplement

NUTRISCIENCE BY SWEDENCARE FOR HORSES

We are expanding the selection and we are now able to offer products which also soothes and prevents common problems with horses.

- Digestive supplement
- For a healthy stomach
- For strength and performance
- Cooling gel
- Salt replacement

SWEDENCARE

Q2 2020 HIGHLIGHTS –

A quarter characterized by a strong finish and acquisition

- Acquisition of business of Stratford completed – new management & directed new share issue
- Effects of Covid-19 in April/May with strong finish – June 40% of revenues
- Online growth – Chewy.com & Amazon
- China back on track – expect stronger H2
- Awards - “Best dental care product”, Canagan “Best Dog Food” & Organic certification

KEY PERFORMANCE INDICATORS – Q2 2020

Net revenue
32 015 KSEK

Change in net revenue
5%

EBIT
5 671 KSEK

EBIT-margin
17,7%

OP. EBIT*
7 154 KSEK
EBIT-margin
22,3%

*operational EBIT adjusted for acquisition cost

Solvency
91,6%

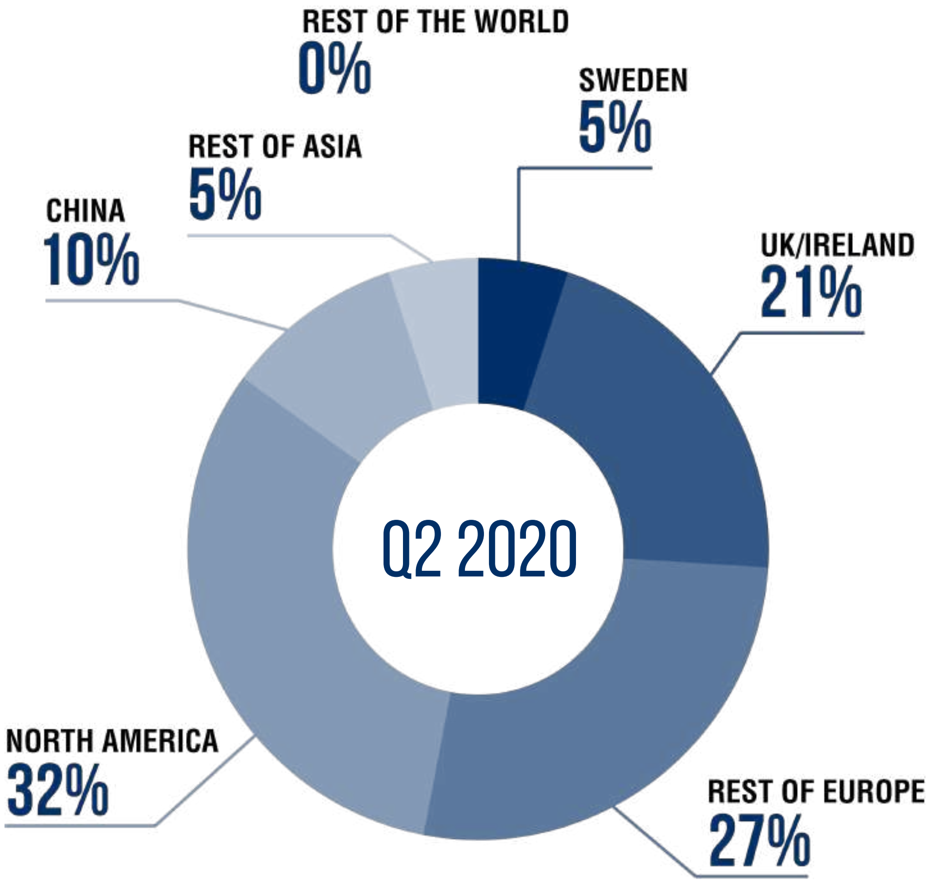
Earnings per share
0,32 SEK

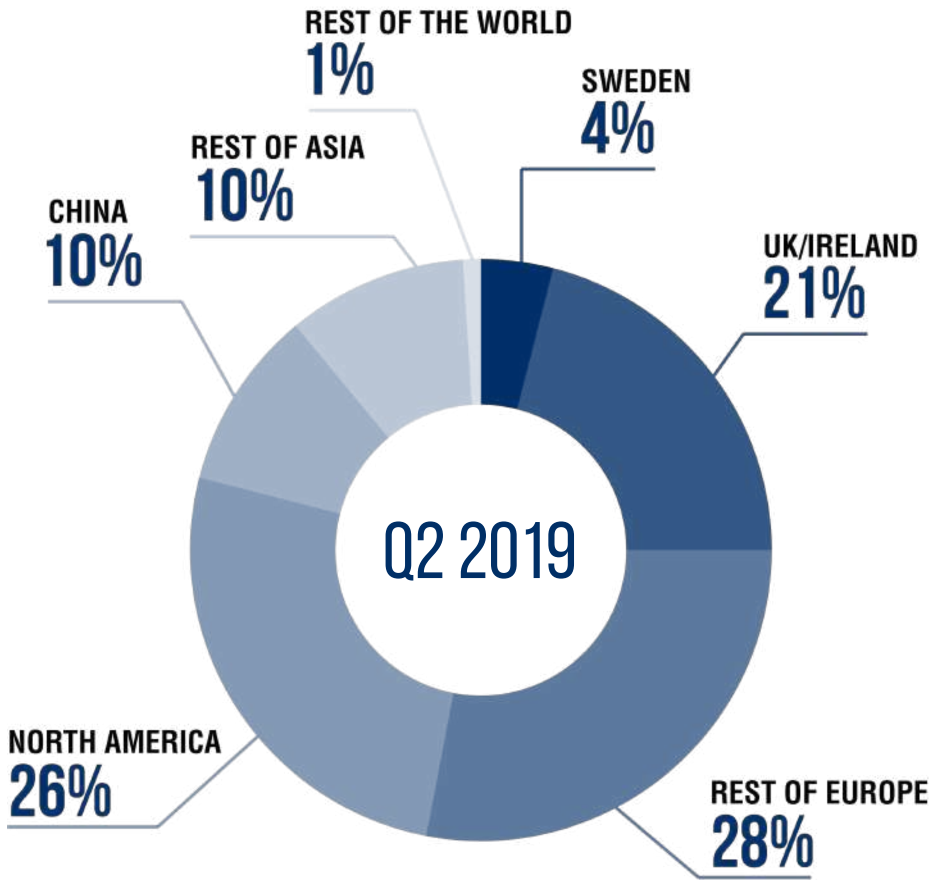
Cash
175 795 KSEK

159 MSEK
paid for Stratford
JULY 1ST

SWEDENCARE

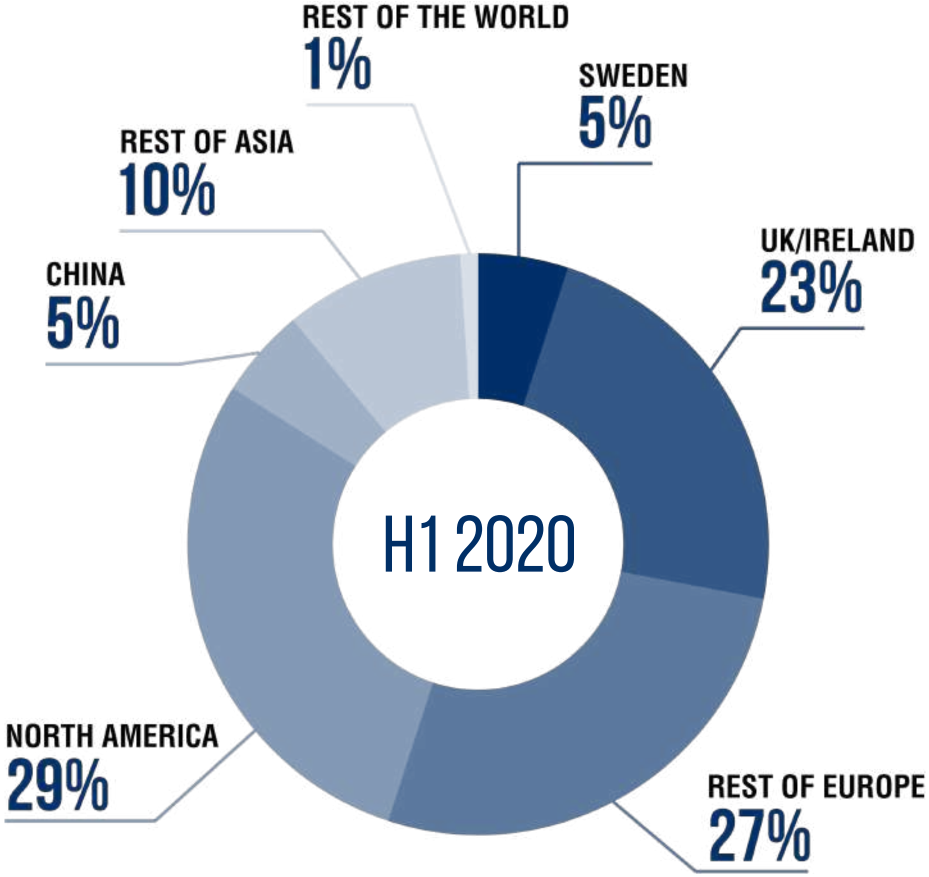
SALES PER REGION

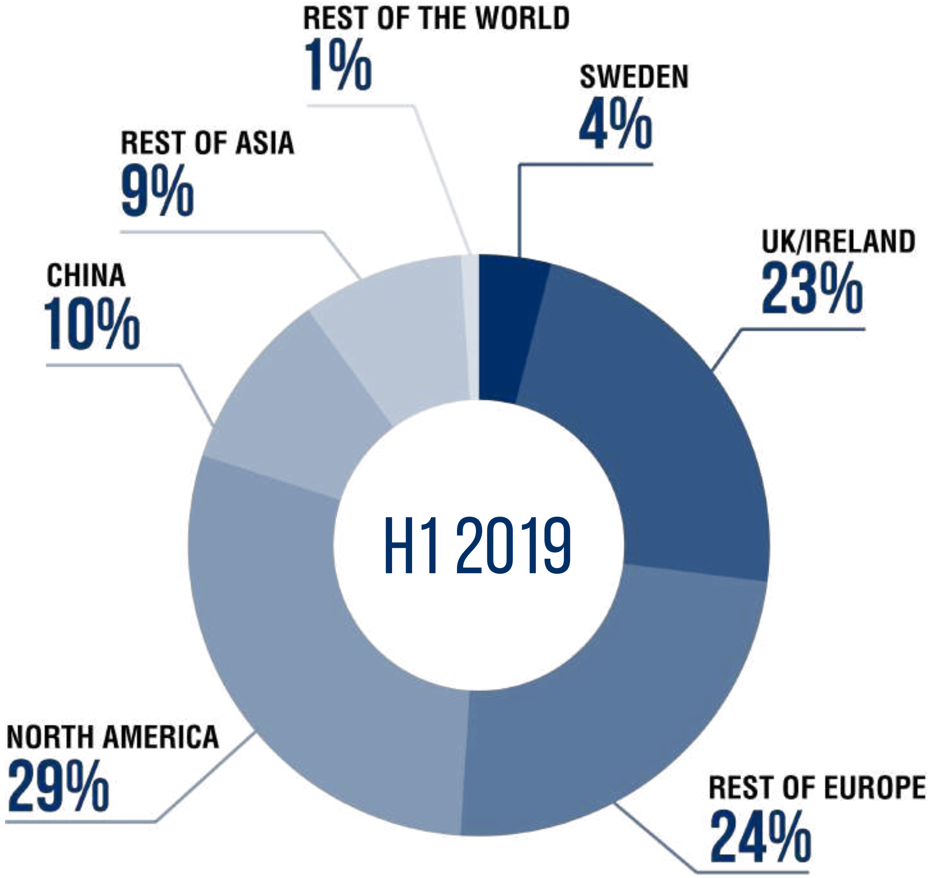




SWEDENCARE

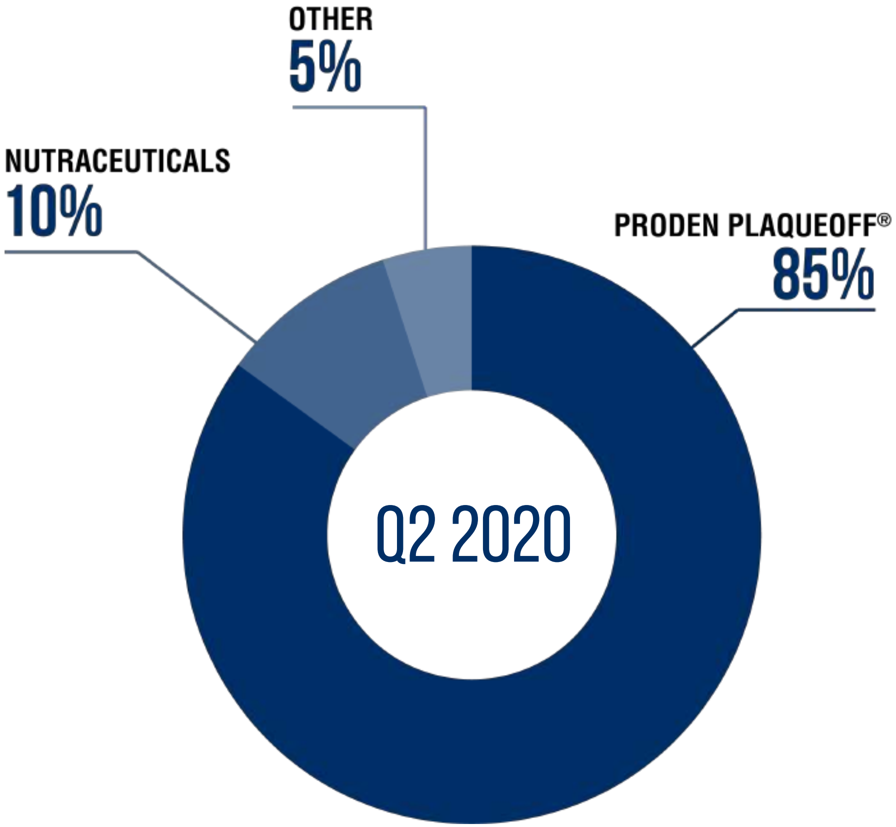
SALES PER REGION

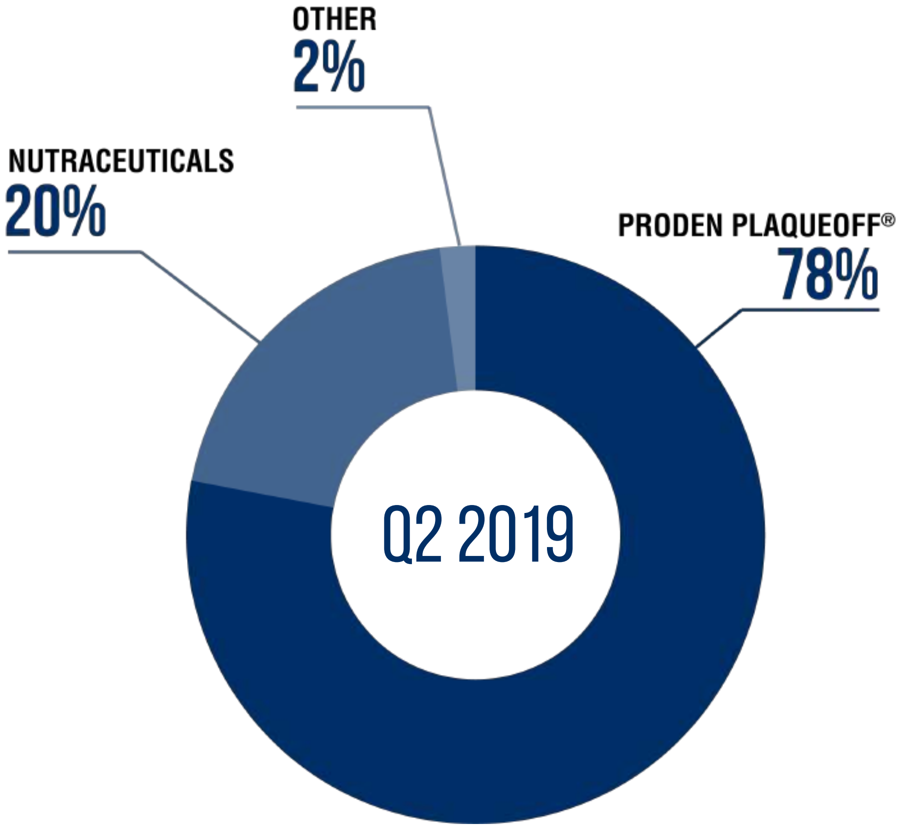




SWEDENCARE

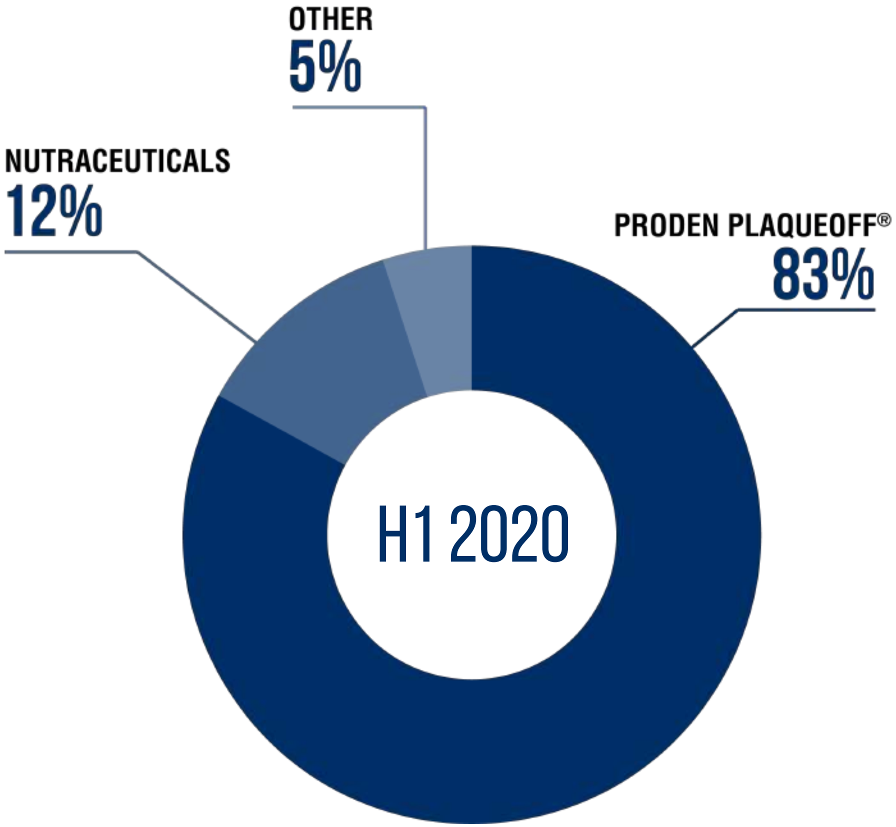
SALES PER PRODUCT

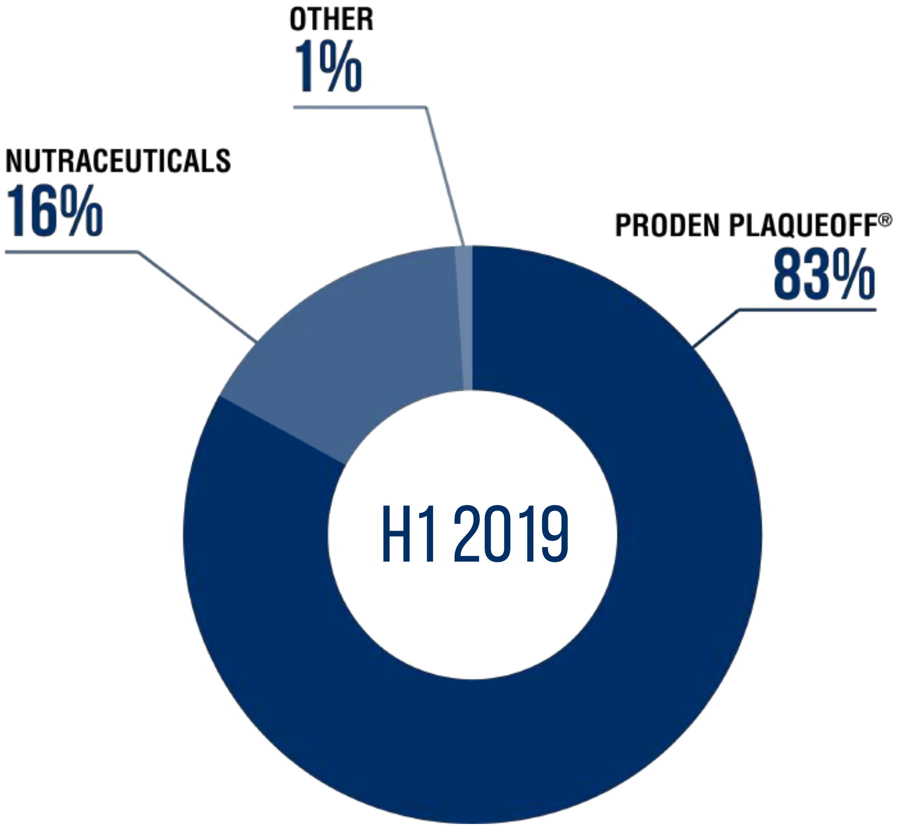




SWEDENCARE

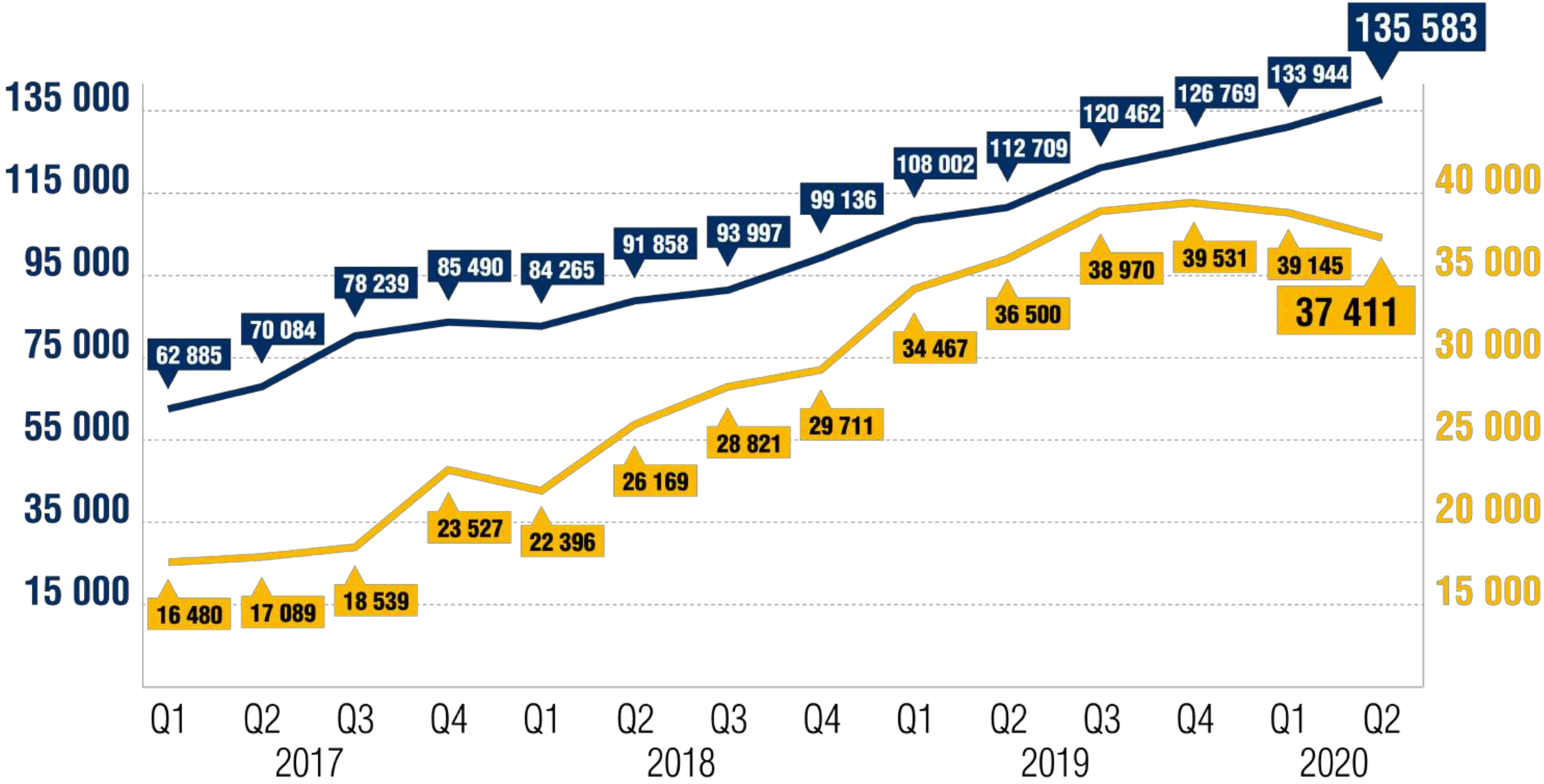
SALES PER PRODUCT





SWEDENCARE

ROLLING 4 QUARTERS



SWEDENCARE

STRATFORD OVERVIEW

- Premium, branded provider of topical dermatology products and dosage form animal health and wellness products that are marketed to veterinary clinics throughout the US, with minor exports
- US Company, founded 2011
- Provide products to more than 10,000 veterinary clinics utilizing a multi-channel distribution strategy that includes the industry's largest animal health product distributors, group purchasing organizations and direct clinic partnership
- The Company's proprietary co-branding program is the largest of its kind in the US, creating uniquely branded animal health products that drive veterinary clinic profitability
- Strong growth in online sales where Company works with three main partners

STRATFORDCARE
A DIVISION OF SWEDENCARE AB (publ)
USA

A great fit to Swedencare as a stand-alone company with several potential synergies long-term – Swedencare is strong in Pet channel and this Company would complement the group with direct contacts into the Vet market

SWEDENCARE

COVID-19 IMPACTS

- No order from China in Q1
- Suppliers & factories deliver according to plan
- Own factory running approx. 3 days/week
- Activities cancelled and/or postponed
- Slow down in shops – some delay in orders following quarters
- Increased online sales

Shortage of puppies/dogs – long line at kennels and empty adoption centers

The pet market is expecting to continue to grow – both with number of pets & importance

SWEDENCARE

STOCK TREND – LAST 12 MONTHS

Introduction price: 14 SEK

OWNERS 2020-06-30

Håkan Svanberg & Co Health Care AB	4 631 455	26,77%
DNCA Investments	1 529 003	8,84%
JCC Group Invest Sweden AB *(Johan Bergdahl through bolag)*	1 517 351	8,77%
Mastan AB *(Håkan Lagerberg through bolag)*	1 110 362	6,42%
AMF Aktiefond Småbolag	830 000	4,80%
SEB Nanocap	659 172	3,81%
SHB Fonder	568 504	3,29%
Aktia Nordic Micro Cap	404 396	2,34%
Martin Shimko - MD Swedencare USA	300 000	1,73%
Investment AB Spiltan	300 000	1,73%
Joh. Berenberg, Gossler & Co. KG Act oBo Universal Inv. Funds - New	***294 286***	***1,70%***
Nordnet Pensionsförsäkring AB	267 045	1,54%
Cbny-Mkpgue Nab Acf Pie Growth UK	249 058	1,44%
Enter Småbolagsfond	235 000	1,36%
ML, Pierce Fenner & Smith Inc.	222 173	1,28%
Swedbank Robur Microcap - New	**220 000**	**1,27%**
Hans Persson - MD Swedencare Frankrike	199 750	1,15%
Tedcap AB *(Thomas Eklund through bolag)*	190 000	1,10%
Grandeur, Fund BBHBOS	170 982	0,99%
BFCM P/C BFCM Sweden Retail LT	162 775	0,94%
Consensus Småbolag - New	***142 000***	***0,82%***
Lannebo Nanocap - New	***135 000***	***0,78%***
Per Malmström Consulting AB	123 000	0,71%
Avanza	122 819	0,71%
Fondita Nordic Micro Cap Investment - New	***117 459***	***0,68%***
Cbny-Mkjgro Nab Acf Juno Kiwisaver	109 623	0,63%
Aktia Secura	108 873	0,63%
COGEFI	105 237	0,61%
Other	2 276 657	13,16%
Total	**17 301 980**	**100,00%**
Free Float*	9 694 812	56,03%

SWEDENCARE

PRIORITIES
- In 2020-2024

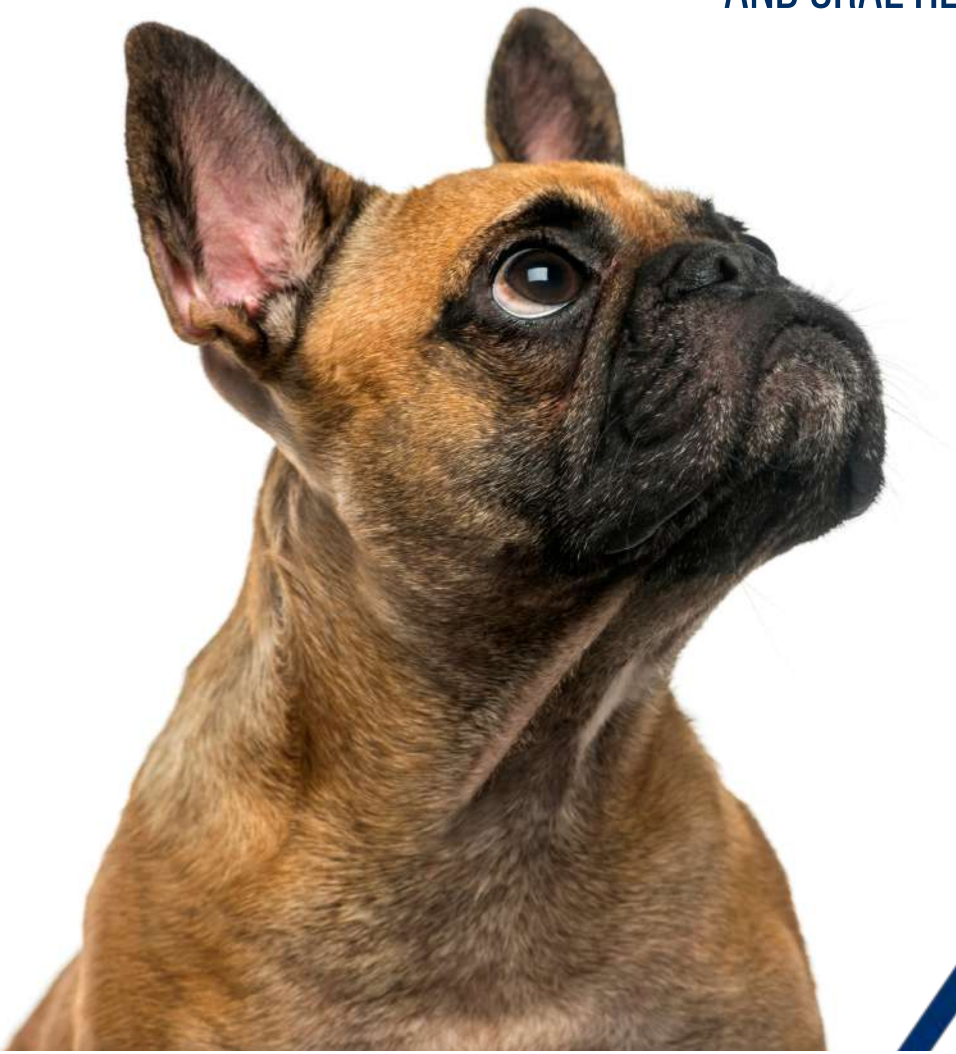
- Growth
- North America
- Increased Marketing
- Brand & Product development
- Dist. of full product range
- China
- Focus area in newer market

OUR TARGETS AND VISION

"OUR VISION IS TO ESTABLISH OURSELVES AS THE LEADING COMPANY WITHIN DENTAL AND ORAL HEALTH FOR THE PET MARKET."

500 MSEK
(2024)

25%
EBIT-margin



"Swedencare shall pay a dividend that takes into account the Group's earnings trend- and consolidation and investment needs, liquidity and financial position. **THE GOAL IS TO PAY A DIVIDEND OF 40 PERCENT OF PROFIT AFTER TAX.**"

SWEDENCARE