

Report for quarter 4 and full-year 2024

January 23, 2025



Magnus Groth President and CEO



Every day our brands care for the
hygiene and health of a billion people
across 150 countries

Essity – A leading hygiene and health company

146

Net sales 2024
SEKbn

20.3

EBITA excl. IAC 2024
SEKbn

150

Sales in
countries

36,000

Employees

Key achievements 2024

In better shape than ever

- Highest profits ever and good volume growth in high yielding segments
- Strong cash flow generation and solid balance sheet
- Divestment of Vinda resulting in a more attractive portfolio
- New financial targets and share buyback program
- Impactful innovations driving market shares, efficiency improvements and good progress on sustainability



Financial summary 2024

Net sales

SEK
145,546m
-1%

Organic sales growth

+0.2%
+1.8%
excl. restructuring

Operating cash flow

SEK
17,242m
-3%

EPS excl IAC¹⁾

SEK
19.29
+10%

EBITA excl. IAC

SEK
20,344m
+8%

EBITA margin excl. IAC

14.0%
+120bps

ROCE excl. IAC

17.6%
+120bps

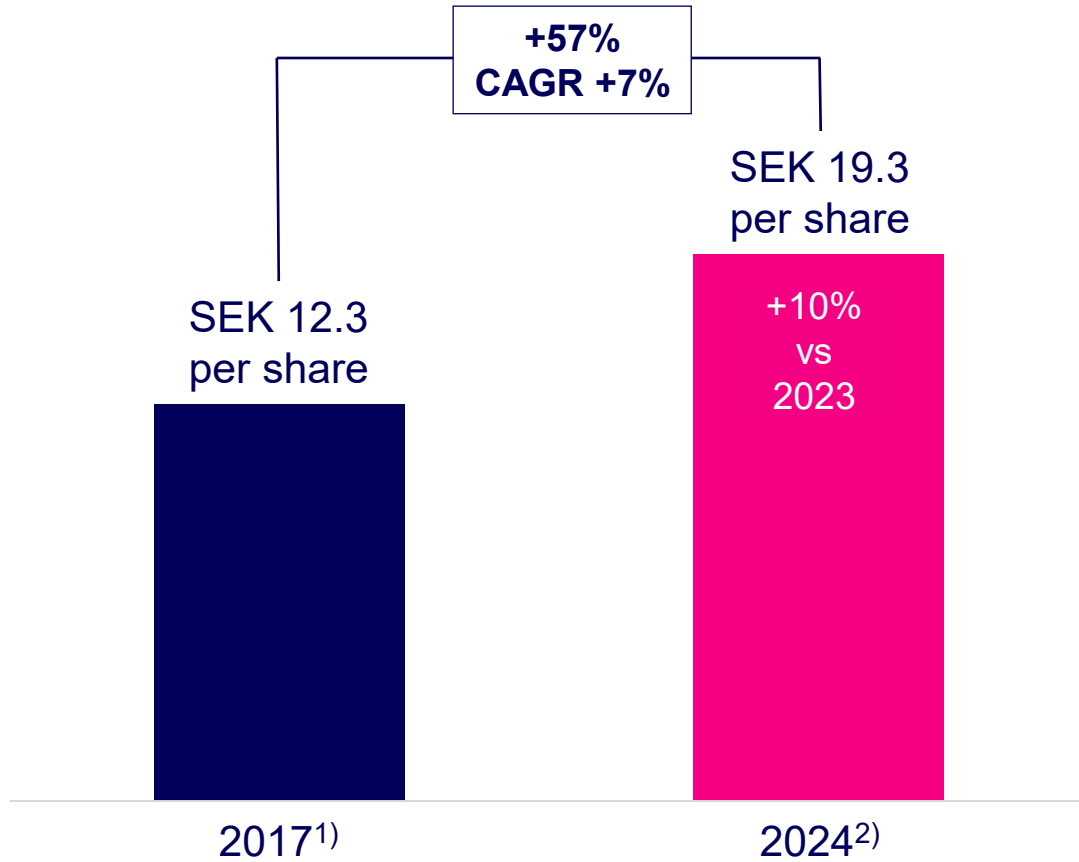
Proposed dividend²⁾

SEK
8.25
+6.5%

2024 vs 2023

¹⁾ Earnings per share excl. IAC and amortization of acquisition-related intangible assets, continuing operations ²⁾ Board of Directors proposal per share

High EPS growth



Earnings per share excl. IAC and amortization of acquisition-related intangible assets

¹⁾ Adjusted for US Tax reform 2017

²⁾ Continuing operations

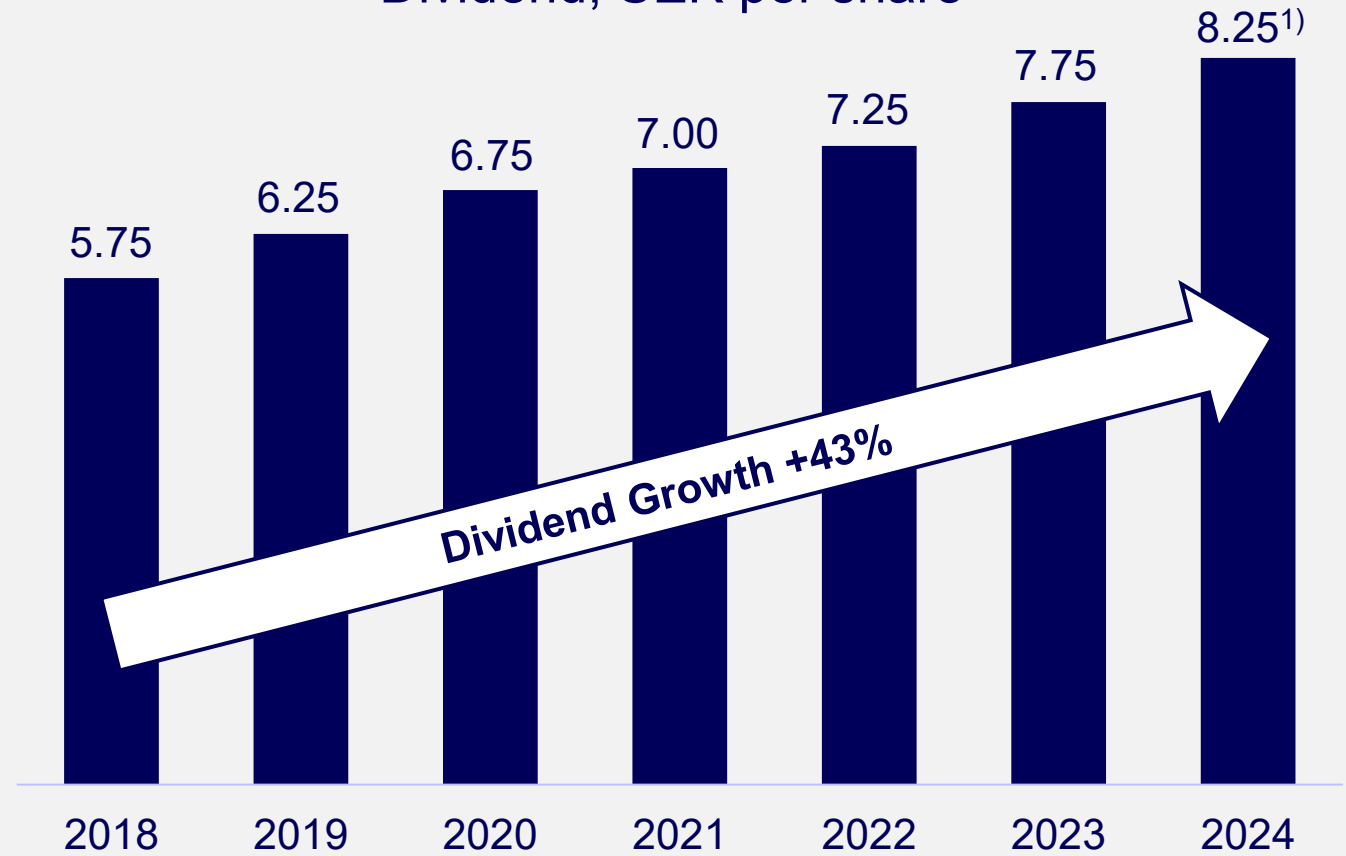


Dividend

Proposed Dividend 2024¹⁾

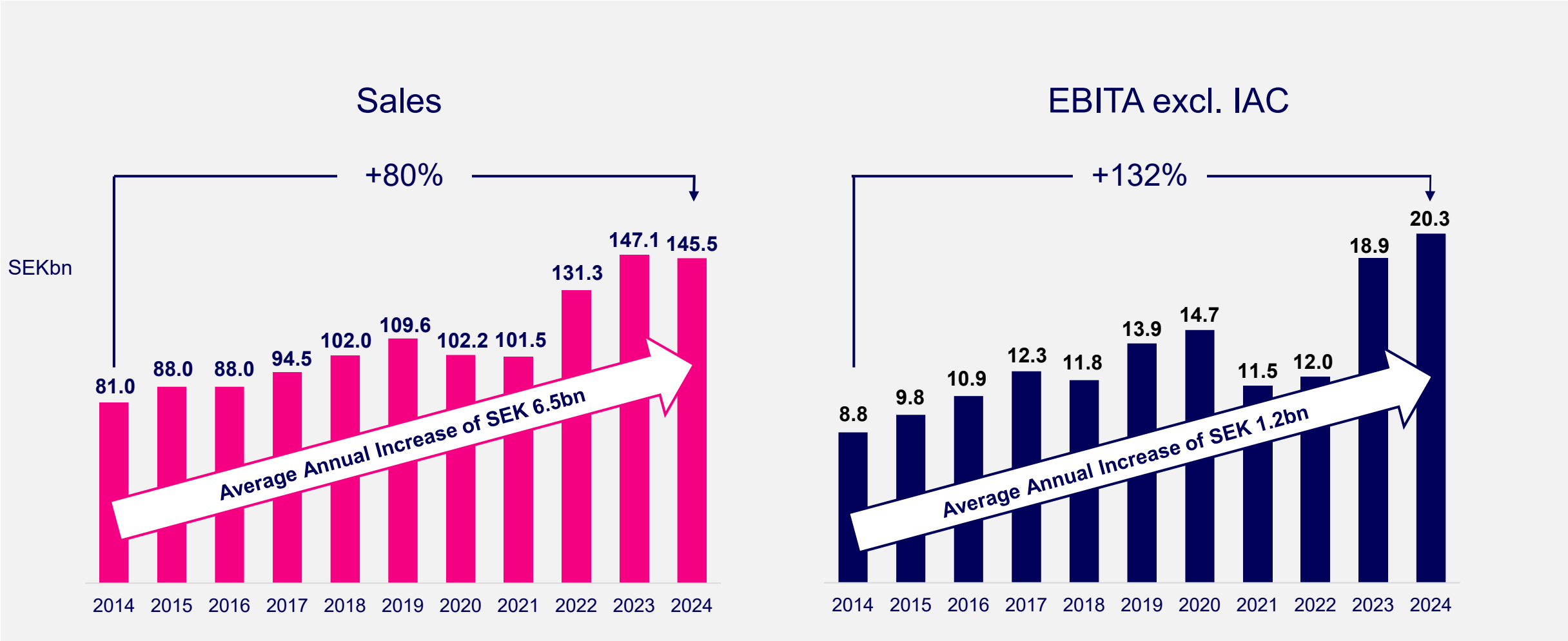


Dividend, SEK per share



¹⁾ Board of Directors Proposal

Strong long-term financial development



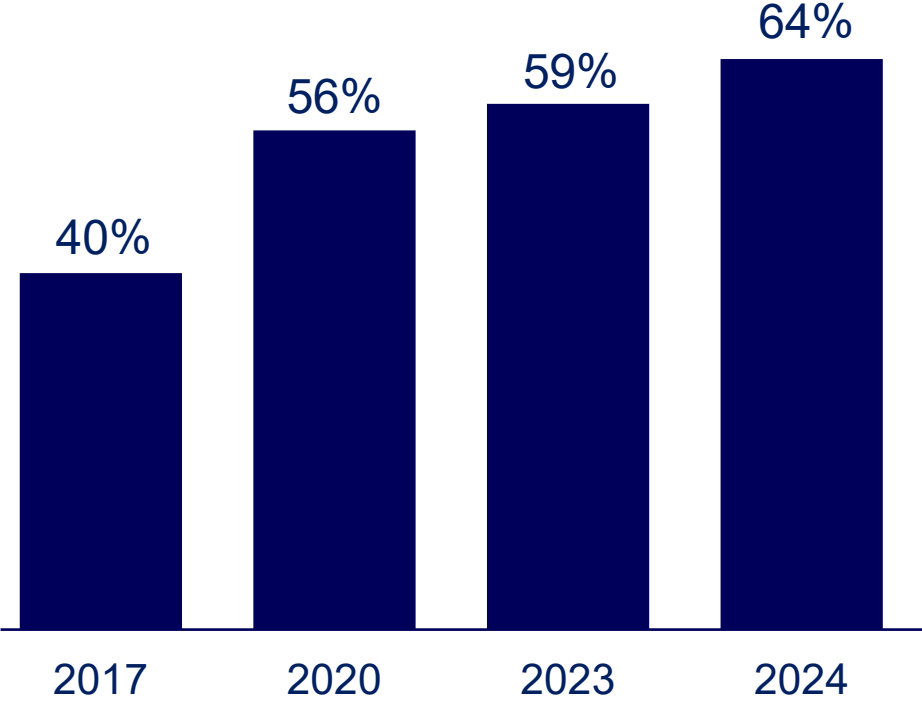
Note: 2014-2020 excl. Vinda's published figures; 2021-2023 Vinda classified as discontinued operations

Impactful innovations 2024



Product superiority and leading market positions

% of sales with superiority (product, brand, price)



#1 or #2 position
90%
of branded sales

Increasing market shares 2024
>40%
incl stable ~65%
of branded sales in retail

Good progress on sustainability

Health & Safety



¹⁾ Total Recordable Injuries per 1 000 000 working hours (F+LTA+RWC+MTC)*1.000.000 / Total working hours

Greenhouse gas emissions



A photograph of a woman with long brown hair, seen from the side, holding two young children. The children are smiling and looking towards the camera. They are standing in front of a window with green foliage visible outside. The woman is wearing a grey sweater and has her hands on the children's waists. The children are wearing white diapers.

Q4 2024

Summary Q4 2024

Strong organic sales growth

- All business areas contributing and strong growth in high margin segments
- Higher volumes and sales prices, positive mix

Higher profit but lower margin

- Higher margins in Health & Medical and Professional Hygiene
- Lower margin in Consumer Goods mainly related to Consumer Tissue and increased costs partly due to stronger dollar
- Cost savings of SEK 430m



Three attractive business areas



Health & Medical

Holistic health and medical solutions along the continuum of care

20%
of net sales 2024

Grow to scale

Consumer Goods

Personal and home hygiene for all stages of life

54%
of net sales 2024

Accelerate high-margin categories

Professional Hygiene

Hygiene management solutions for a broad set of commercial applications

26%
of net sales 2024

Expand global leadership

Health & Medical

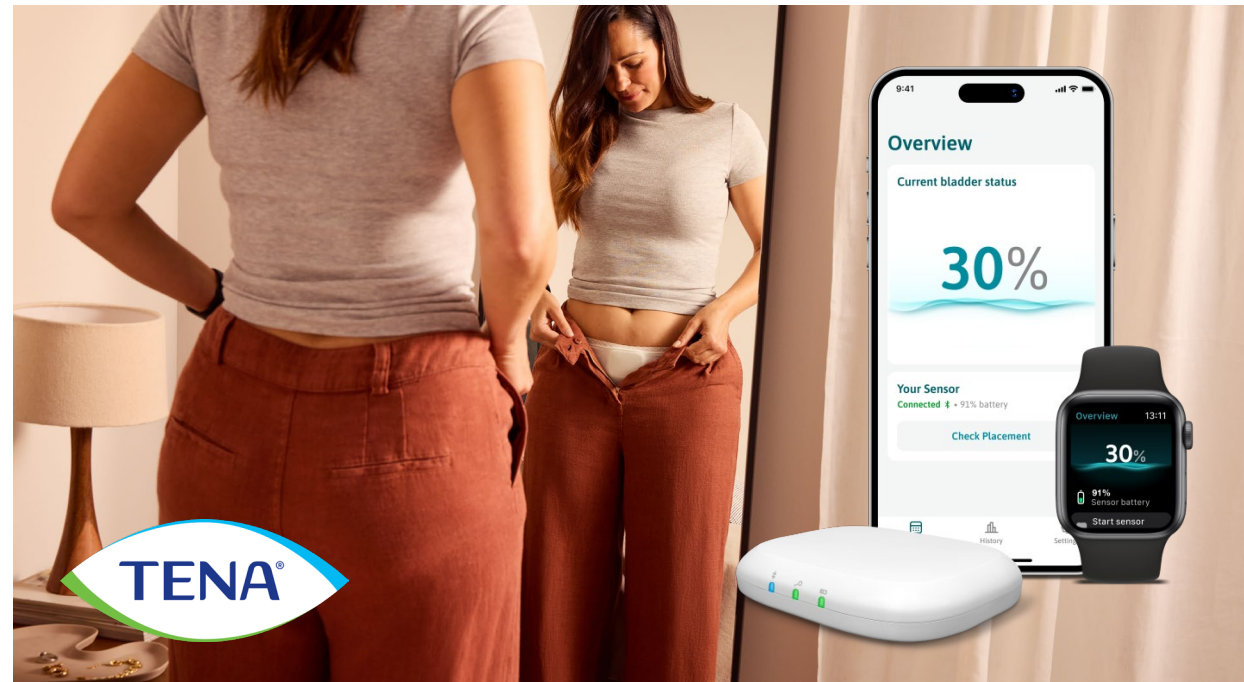
Q4 – Strong growth and higher profits

Organic sales growth +5.6%

- Higher volumes +4.9%
- Higher prices and positive mix +0.7%
- Incontinence Products Health Care +4.4%
- Medical Solutions +7.2%

Profitability

- EBITA excl. IAC SEK 1,361m, +21%
- EBITA margin excl. IAC 18.3%, +220bps



Consumer Goods

Q4 – Strong growth but cost pressure

Organic sales growth +4.5%

- Higher volumes in all categories +4.3%
- Price/Mix +0.2%

- Incontinence Products Retail +11.2%
- Feminine Care +3.4%
- Baby Care -1.6%
- Consumer Tissue +4.3%

Profitability

- EBITA excl. IAC SEK 2,245m, -13%
- EBITA margin excl. IAC 11.0%, -200bps



Professional Hygiene

Q4 – Strong growth of premium products and higher profits

Organic sales growth +1.4%, +5.1% excl. restructuring

- Volumes -6.0%
- Higher prices and positive mix +7.4%

Profitability

- EBITA excl. IAC SEK 1,817m, +19%
- EBITA margin excl. IAC 18.3%, +260bps



Fredrik Rystedt

EVP and CFO

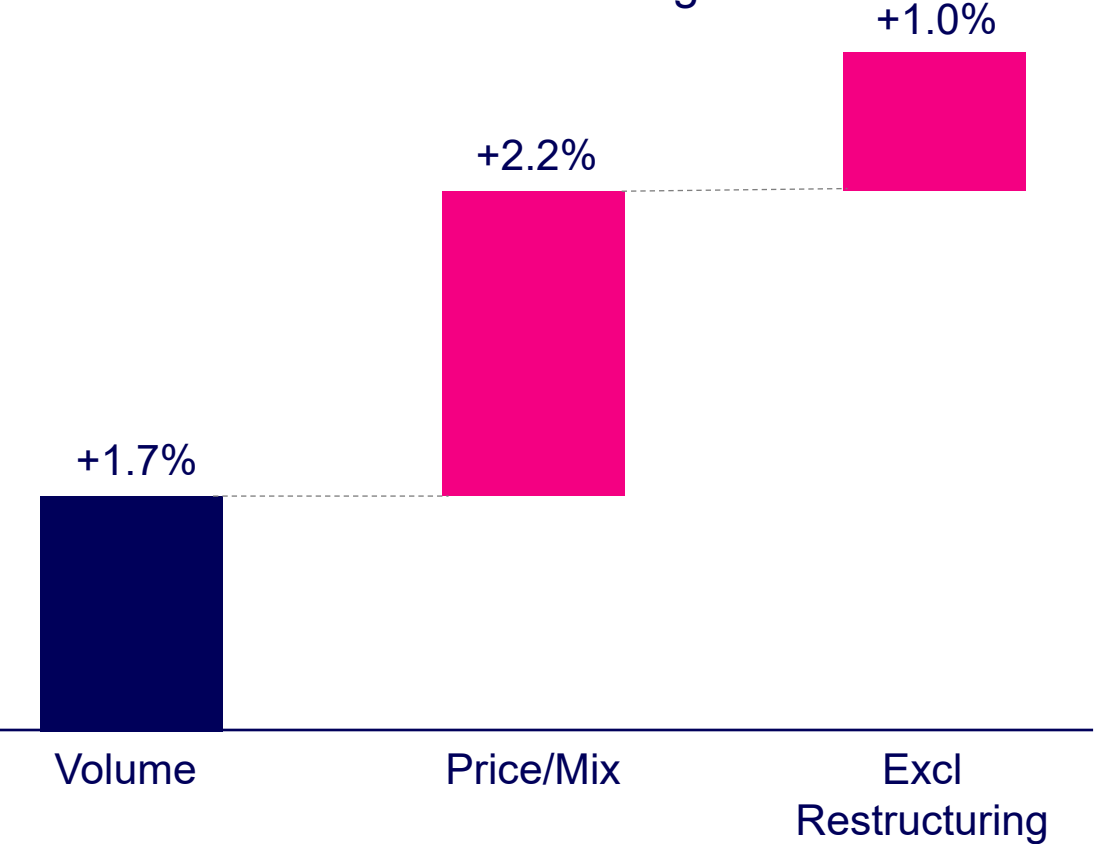


Every day our brands care for the hygiene and health of a billion people across 150 countries

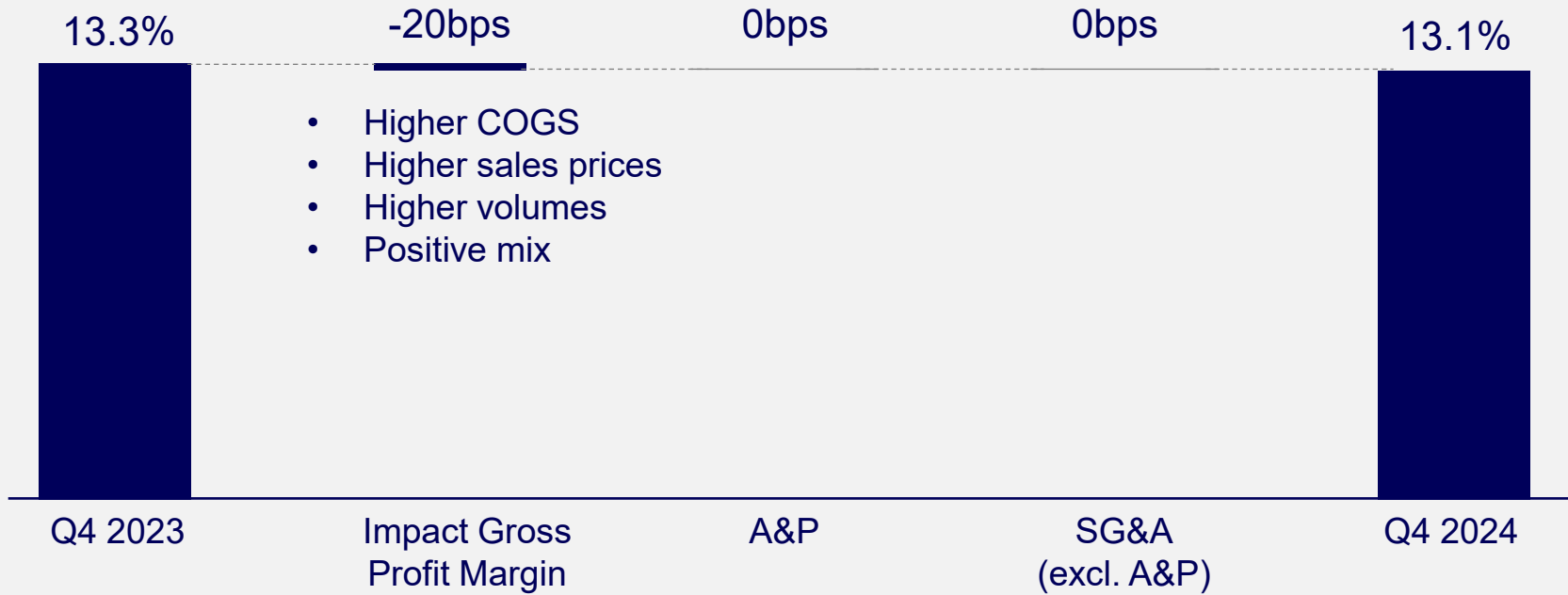
Strong organic sales growth

Q4: +4.9%

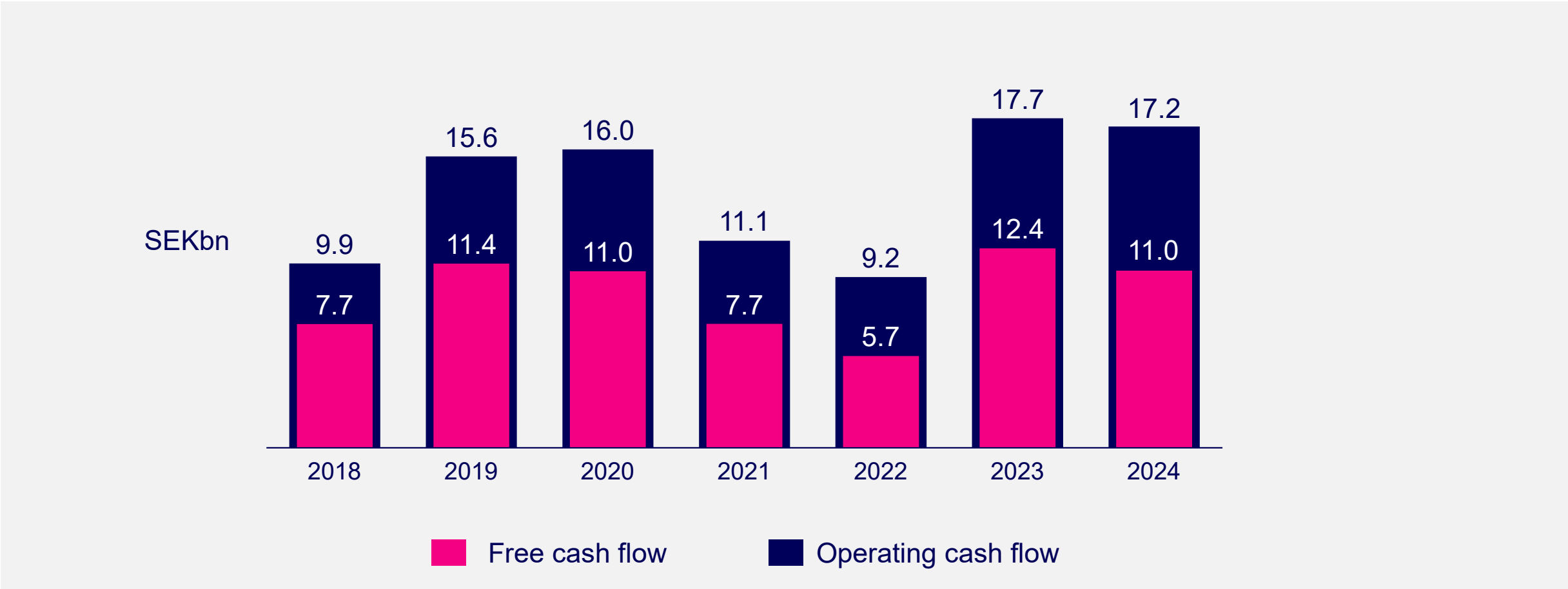
excl. restructuring



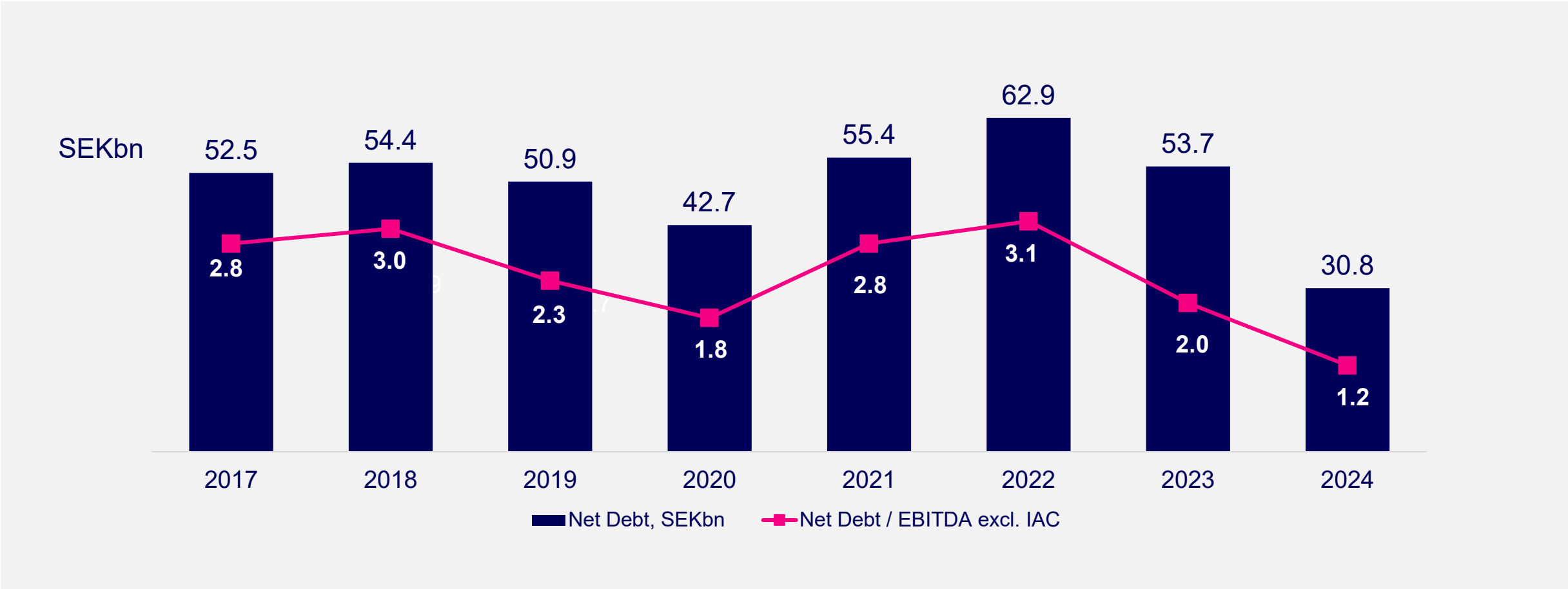
EBITA margin excl. IAC



Strong development of cash flow



Strengthened balance sheet



Magnus Groth President and CEO



Every day our brands care for the
hygiene and health of a billion people
across 150 countries

Summary 2024

- High net sales of SEK 146bn and highest profit ever of SEK 20.3bn – margin of 14%
- Strong cash flow generation and solid balance sheet
- More attractive product portfolio, new financial targets and share buyback program
- **Health & Medical** – strong growth, record high profits and margin +470bps
- **Consumer Goods** – high volume growth, margin -20bps
- **Professional Hygiene** – strong growth in premium segments, record high profits and margin +200bps



Priorities 2025

Accelerating profitable growth

- Volume growth in high yielding segments
- Grow positions in North America and Latin America
- Innovation, brands and market shares gains
- Operational efficiency and digitalization
- Continued progress on ESG



This presentation may contain forward-looking statements. Such statements are based on our current expectations and are subject to certain risks and uncertainties that could negatively affect our business. Please read our most recent annual report for a better understanding of these risks and uncertainties.





Q&A

For everybody and every body



Essity – Accelerating profitable growth to drive increased shareholder value



Globally leading in attractive and growing hygiene and health markets



Leading market positions based on strong brands and successful innovations



Focus to increase sales in fastest growing and most profitable segments and channels



Sustainability at the core and a winning corporate culture



Strong financial position with good, stable cash flow generation and attractive dividend and EPS growth



