

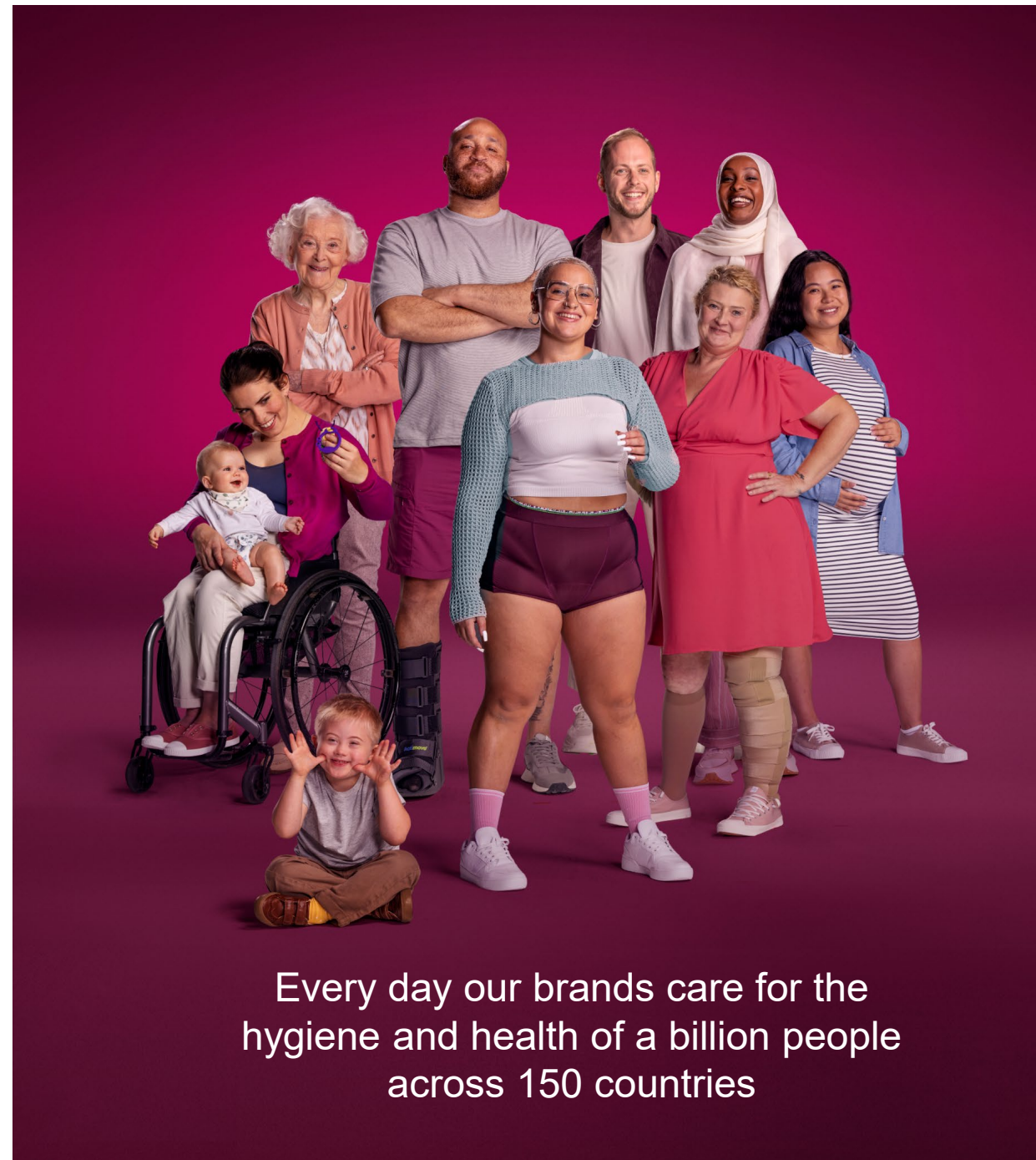
Interim Report Quarter 1, 2025

April 24, 2025



Magnus Groth

President and CEO



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

Summary Q1

Solid performance with higher sales and strong cash flow

- All business areas contributing to sales growth
- Higher prices and positive mix, stable volumes
- Strong growth in high-margin categories
- Higher COGS and SG&A
- Strong cash flow and balance sheet

Organic Sales Growth

+2.1%

EBITA excl IAC

SEK
4,706m

EBITA Margin excl IAC

13.5%
-50bps

EPS

SEK
4.43
+26%

Q1 2025 vs Q1 2024

New Share Buyback Program

Allocation of Strong Operating Cash Flow

- Essity B share buyback program of SEK 3bn
- Begins April 24, 2025 and extends until AGM 2026 at the latest
- Safe Harbour compliant
- Ambition to use as a recurring part of Essity's capital allocation

SEK
3bn

Product launches Q1 2025

NEW
Super soft
Super value

Get yours today!



Cushelle
Simply Soft

NEW **GREAT VALUE**
Cushiony Softness

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MADE FOR
**PERFECT
FIT AND
COVERAGE**

✓



**SHOW NOTHING BUT
CONFIDENCE**



**TENA MEN
PROTECTIVE BOXER**

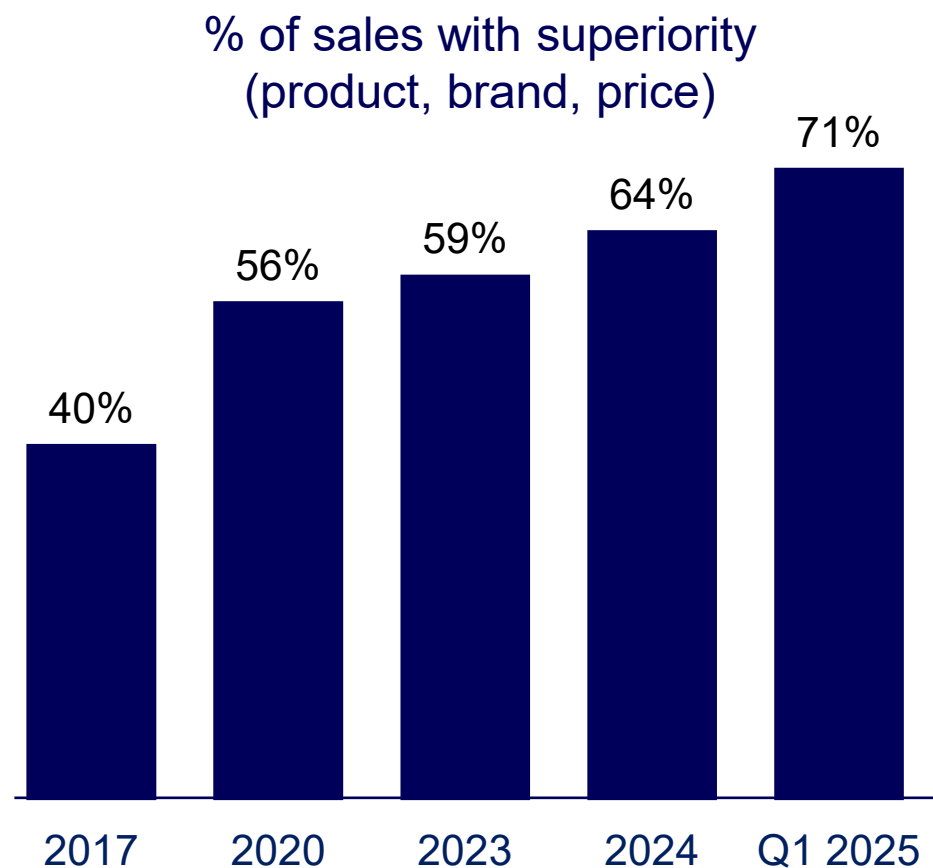


Product launches Q1 2025



Product superiority

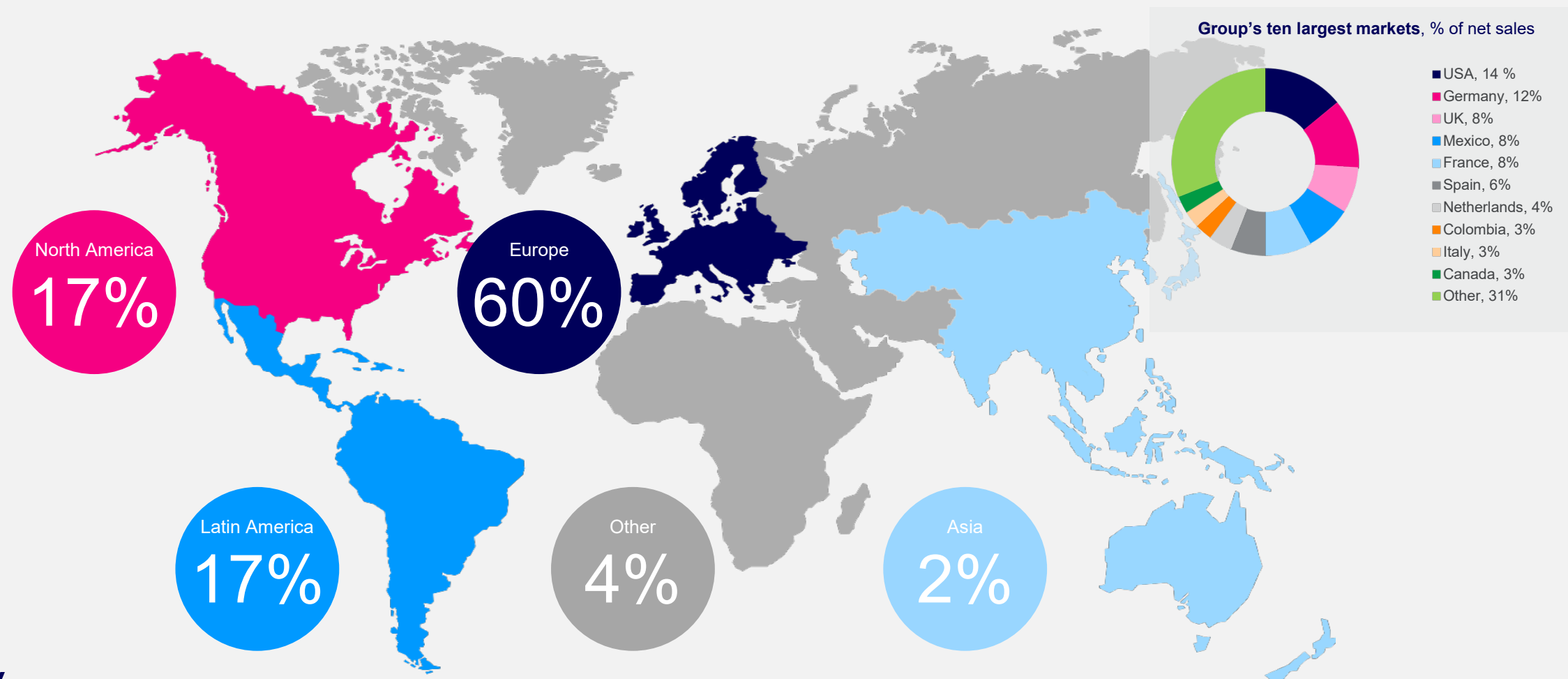
We keep raising the bar



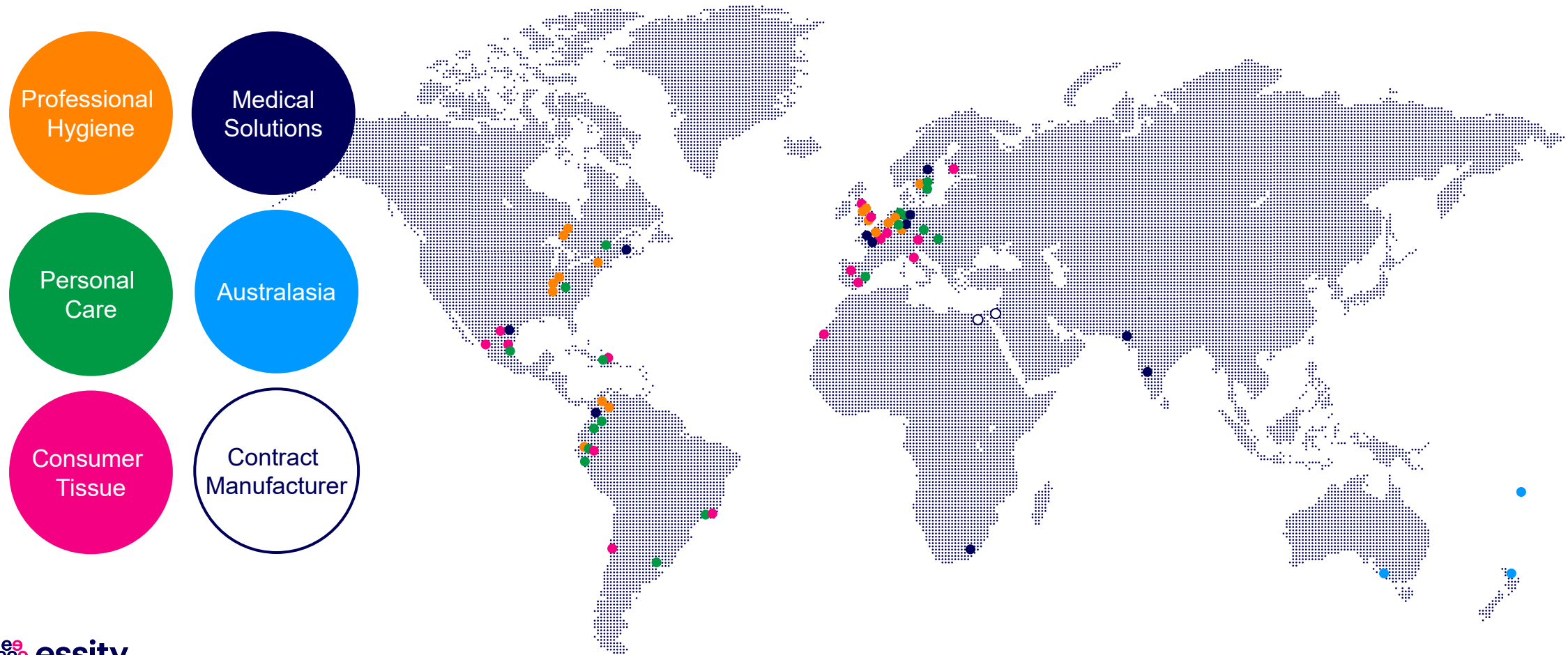
Tariffs



Net sales 2024 per region

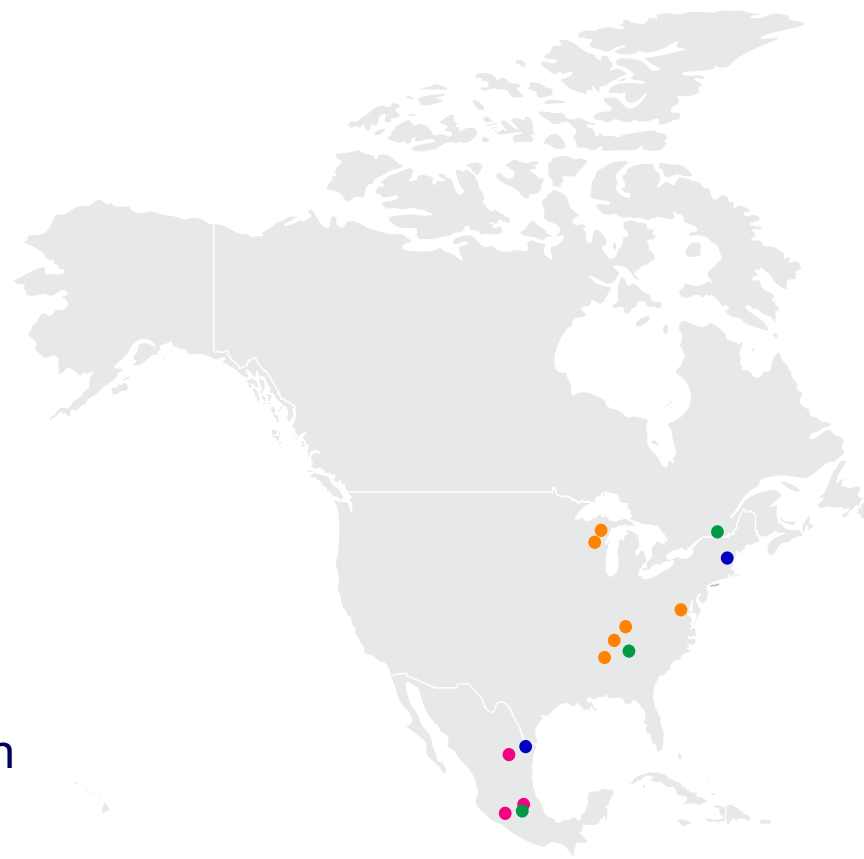


Essity's manufacturing footprint



North America

- Professional Hygiene
 - >90% produced domestically in US
 - Imports to Canada from US
- Incontinence Products Health Care and Retail
 - Production both in US and Canada with flows in between
- Medical Solutions
 - Some imports to US from Mexico



| TISSUE CONSUMER//PH | PROFESSIONAL HYGIENE | PERSONAL CARE | MEDICAL |
|---|--|--|-------------------------------|
| MX, Monterrey MX, Sahagún MX, Uruapan | US, Barton, AL US, Bordentown, NJ US, Harrodsburg, KY US, Middletown, OH US, Menasha, WI US, Neenah, WI | US, Bowling Green CA, Drummondville MX, Ecatepec | US, Manchester MX, Reynosa |

Conclusion

- A majority of Essity's products are locally manufactured
- More than 80% of our US sales is produced in the US with material mainly sourced within US
- Imports/exports between US and China are limited
- A majority of the flows between US/Canada/Mexico are exempt or under USMCA agreement
- For parts that are impacted we will minimize the impact by optimizing import and export flows
- Price adjustments and continuous efficiency improvements to further mitigate



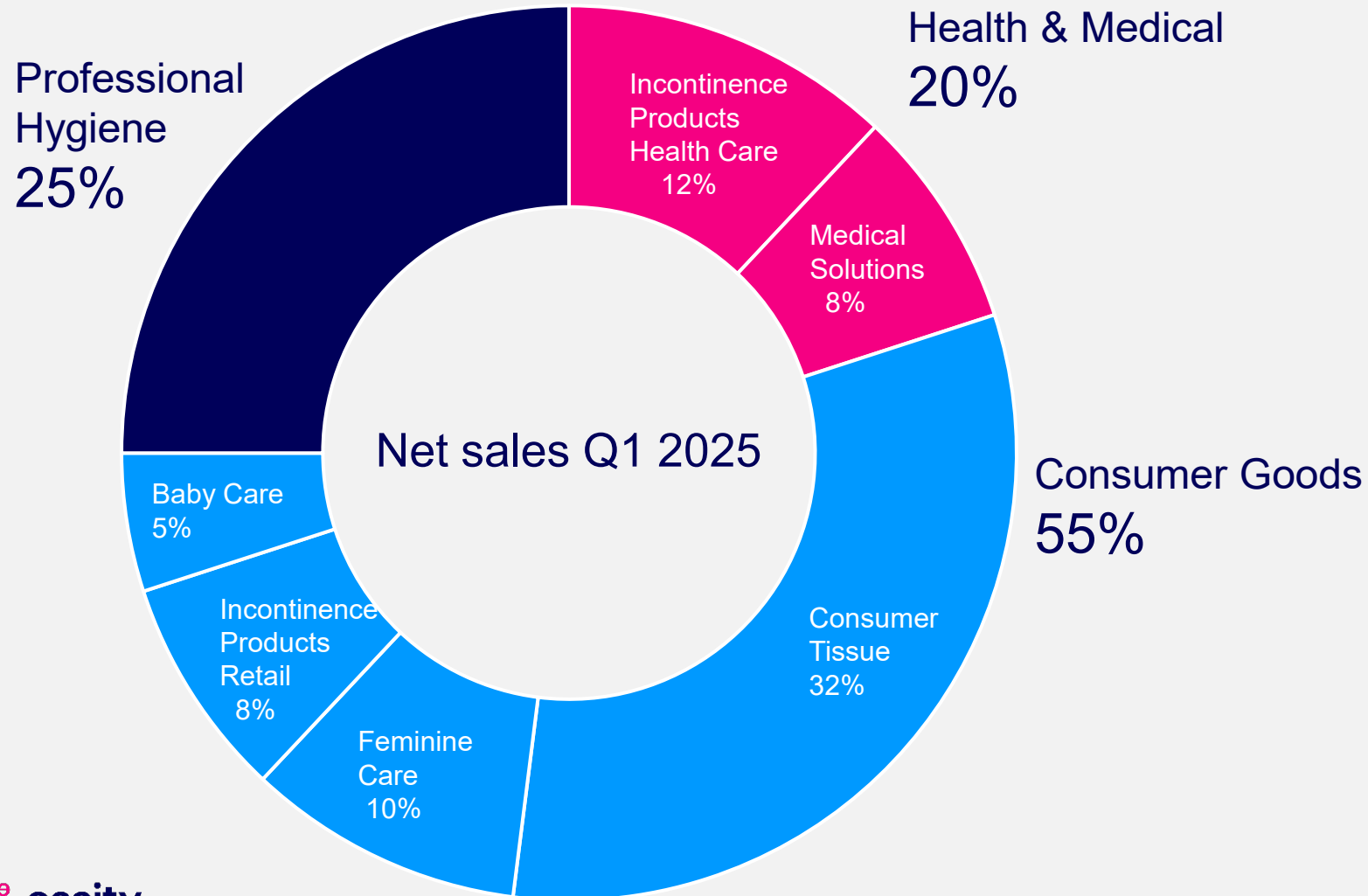
Fredrik Rystedt

EVP and CFO



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Three attractive business areas



Health & Medical

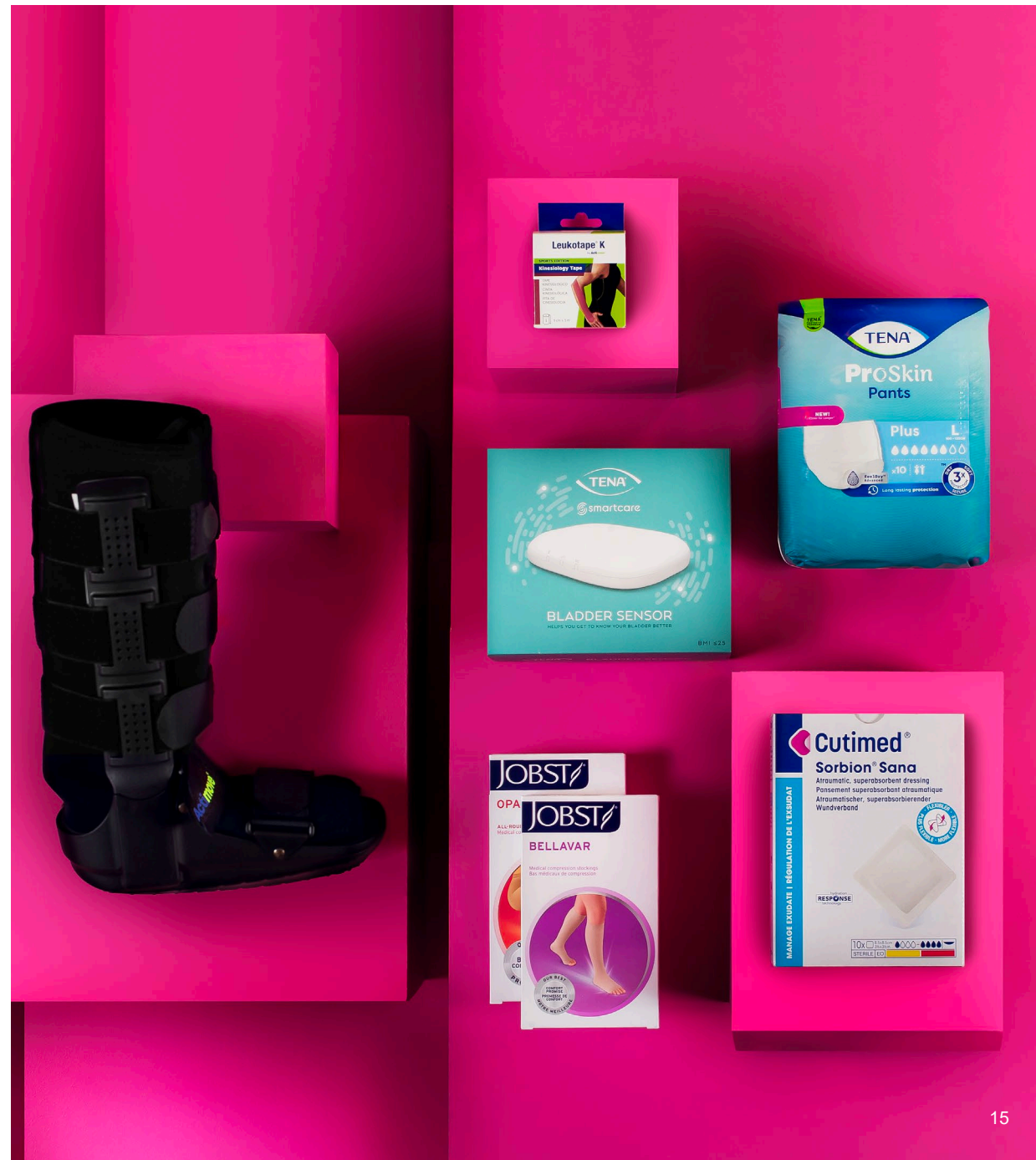
Q1 2025 vs Q1 2024

Organic sales growth +1.7%

- Volume +1.3%
- Price/mix +0.4%
- Incontinence Products Health Care -0.1%
- Medical Solutions +4.2%

Profitability

- EBITA excl. IAC SEK 1,231m, -5%
- EBITA margin excl. IAC 17.7%, -120bps



Consumer Goods

Q1 2025 vs Q1 2024

Organic sales growth +2.9%

- Volume +1.2%
- Price/Mix +1.7%
- Incontinence Products Retail +6.9%
- Feminine Care +5.1
- Baby Care -6.5%
- Consumer Tissue +2.7%

Profitability

- EBITA excl. IAC SEK 2,443m, -4%
- EBITA margin excl. IAC 12.7%, -50bps



Professional Hygiene

Q1 2025 vs Q1 2024

Organic sales growth +0.7%

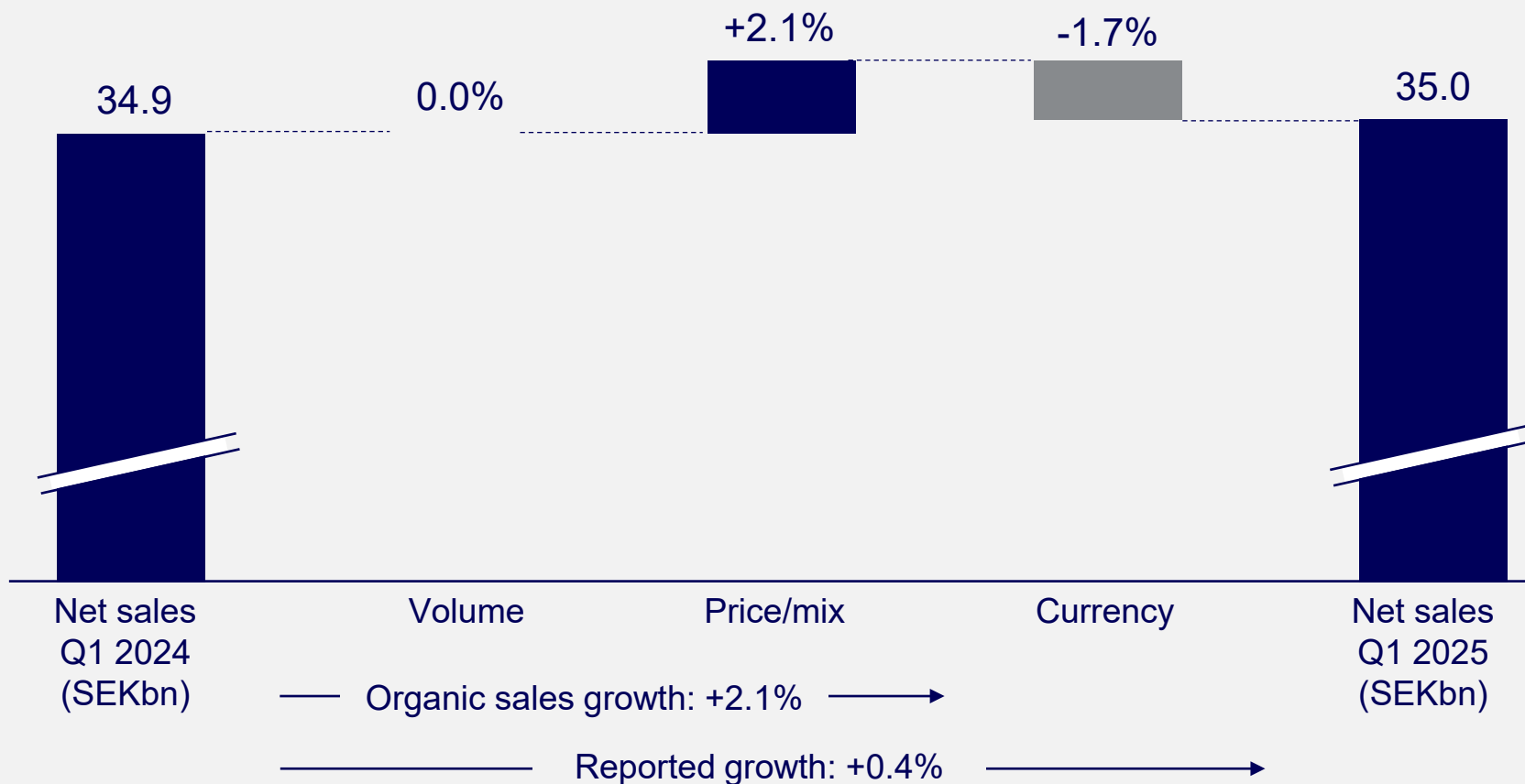
- Volume -3.6%
- Higher prices and positive mix +4.3%

Profitability

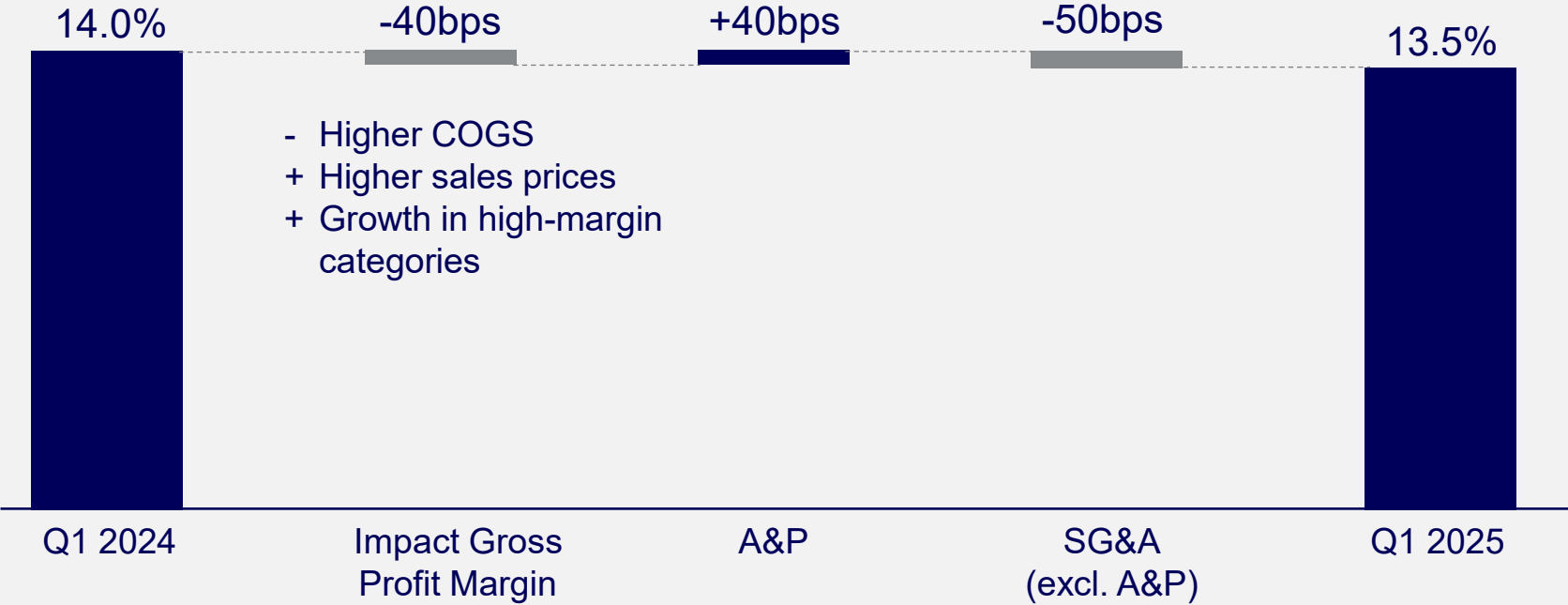
- EBITA excl. IAC SEK 1,413m, +6%
- EBITA margin excl. IAC 16.1%, +80bps



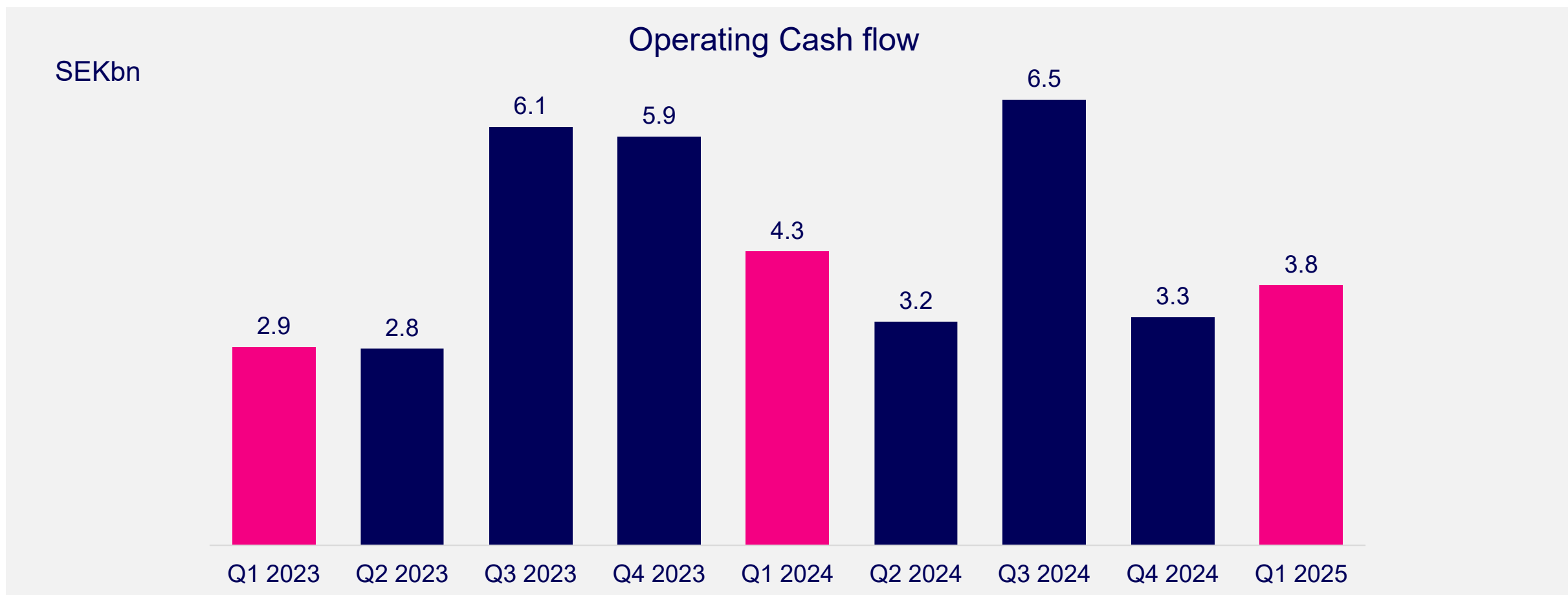
Higher sales prices and positive mix



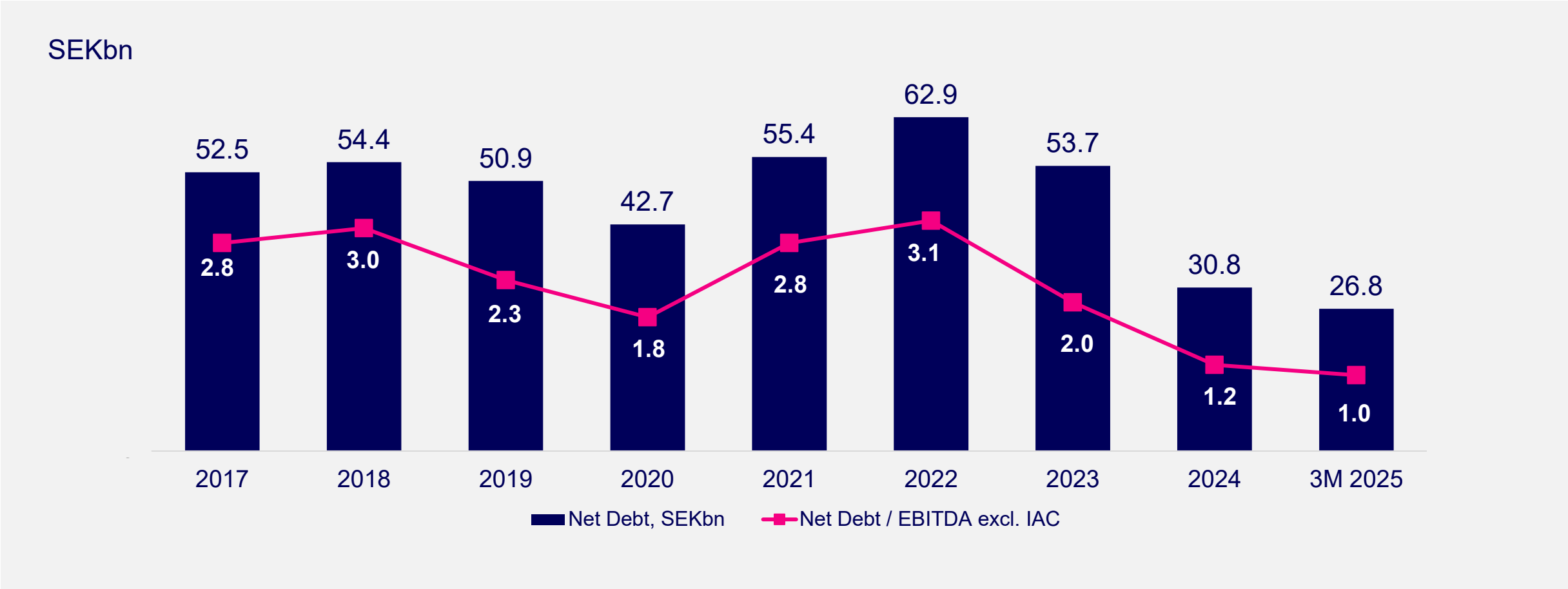
EBITA margin excl. IAC



Strong cash flow generation

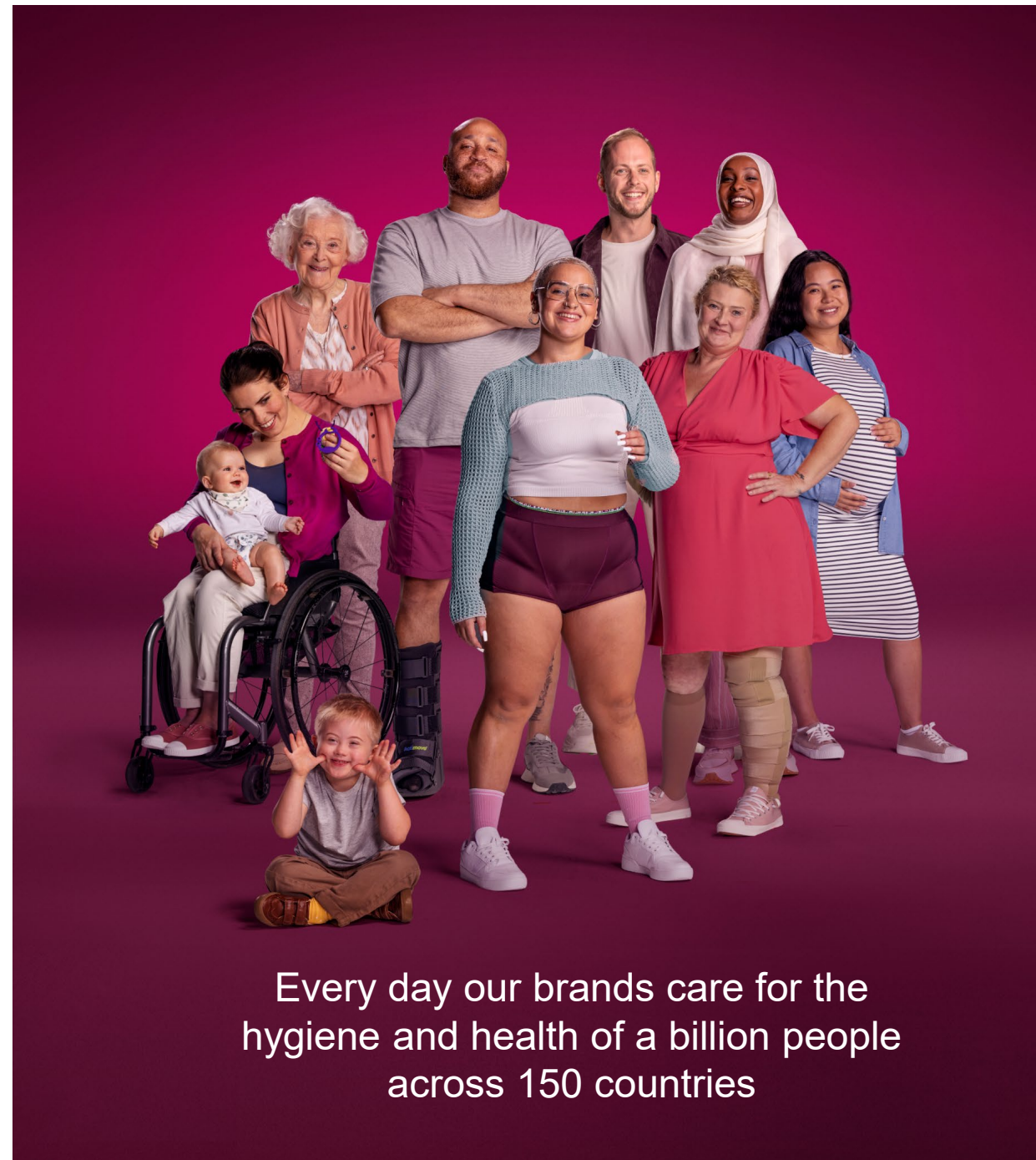


Strengthened balance sheet



Magnus Groth

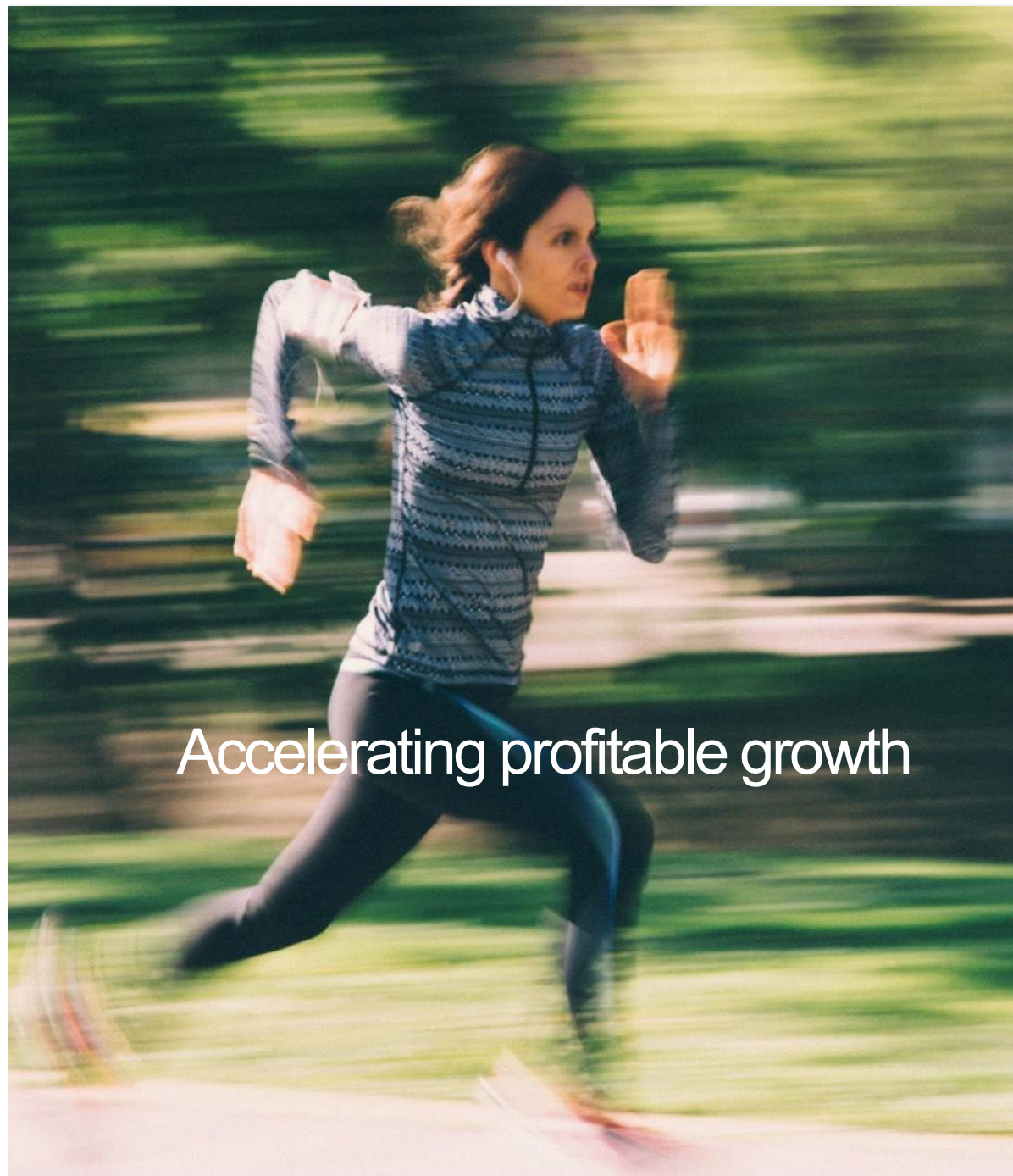
President and CEO



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Summary

- A solid Q1 with positive sales growth in all business areas, stable profitability and strong cash flow
- Strong growth platform with leading market positions
- Efficient supply chain with manufacturing close to customers and consumers
- Uncertainty remains regarding global macro economy and consumer sentiment
- **We are committed to the ambition of accelerating profitable growth and deliver on strategy and targets**



Accelerating profitable growth

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.



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Q&A



