

Report for quarter 4 and full-year 2025

January 22, 2026



Ulrika Kolsrud
President and CEO



Highlights Q4 2025

- Organic sales decline mainly due to lower prices
- Higher market shares in >65 % of retail branded sales
- Strong growth in strategic segments
- Higher profit and margins, strong cash flow
- New organization from Jan 1, 2026
- SG&A cost savings program initiated
- Acquisition of Edgewell's feminine care business in North America
- Sustainability leadership recognized through the EcoVadis Platinum medal and CDP's A rating

Organic sales growth

-1.1%

EBITA excl. IAC

SEK
5,117m
+3%

EBITA margin excl. IAC

14.7%
+160bps

EPS

SEK
4.69m
+14%

Health & Medical

Business highlights

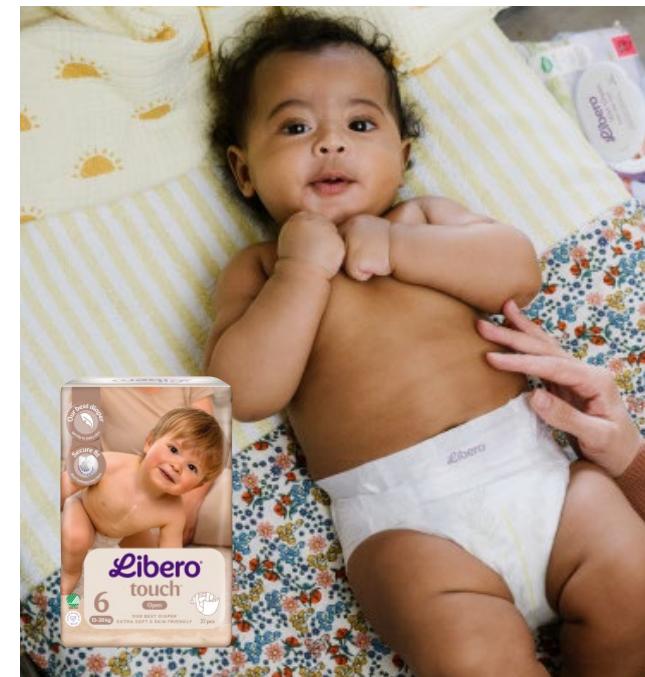
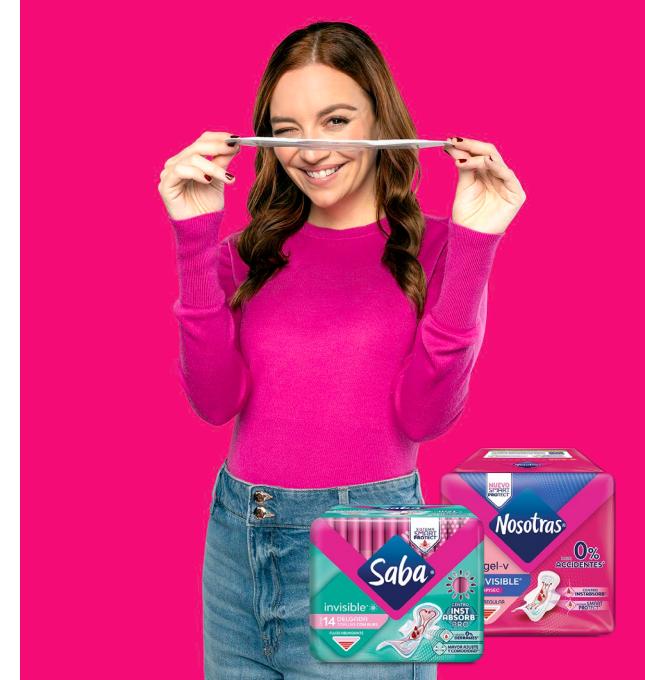
- Positive organic sales growth
- Volume growth both for Incontinence Products and Medical Solutions
- Growth across therapy areas – Wound Care, Compression and Orthopedics
- Launch of TENA ProSkin Flex with enhanced ComfiStretch™ belt
- Upgraded Cutimed® Siltec® Sorbact®, supported by campaign “Imagine a world where wounds heal faster”



Consumer Goods

Business highlights

- Higher market shares in >65 % of branded sales
- Strong volume growth for Incontinence Products
- Good underlying growth in Feminine Care
- Baby Care sales down but growth for Libero
- Consumer Tissue sales down but growth in Brands
- High launch activity
 - TENA pads and pants in Latin America upgraded with Proskin formula
 - New SmartPROTECT™ technology introduced on Saba® and Nosotras® ultra thin day pads
 - Saba® super premium pads now even better
 - Tempo® hankies in sustainable paper packaging



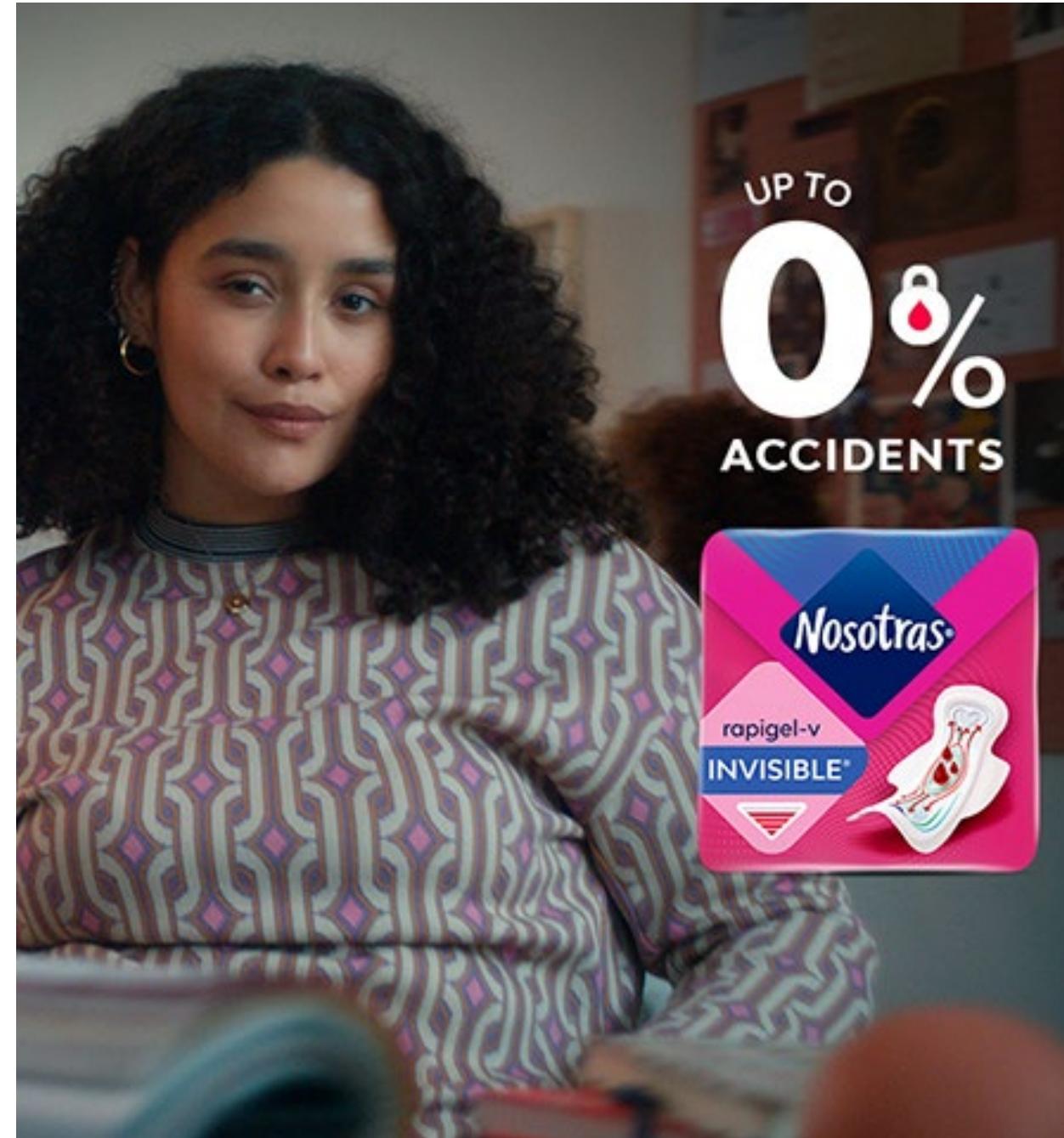
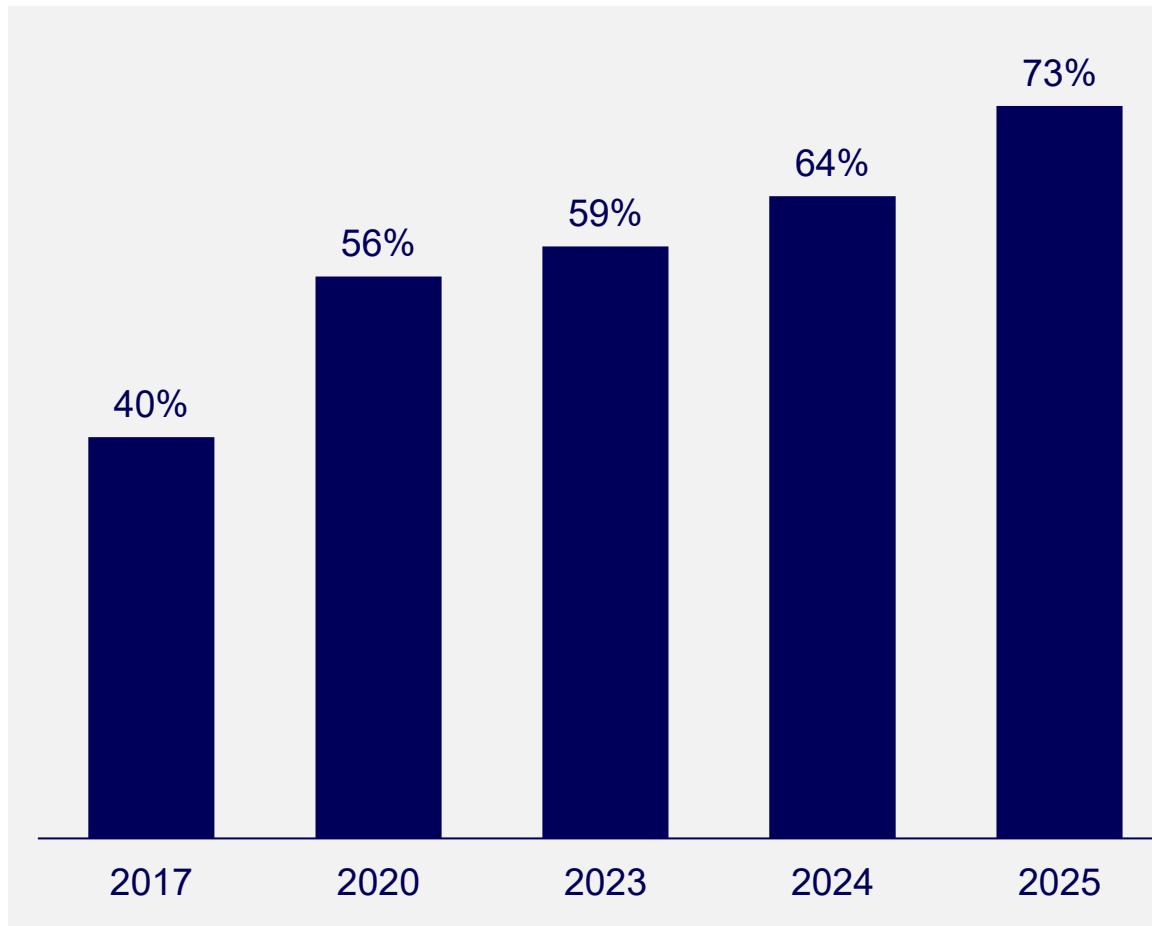
Professional Hygiene

Business highlights

- Organic sales declined due to continued challenging market conditions
- Strong growth of premium products
- Launch of Tork PeakServe® Automatic Hand Towel Dispenser
- Launch of Tork Reflex™ Dispenser with Natural Wiping Paper
- Volume fighters to compete across price tiers



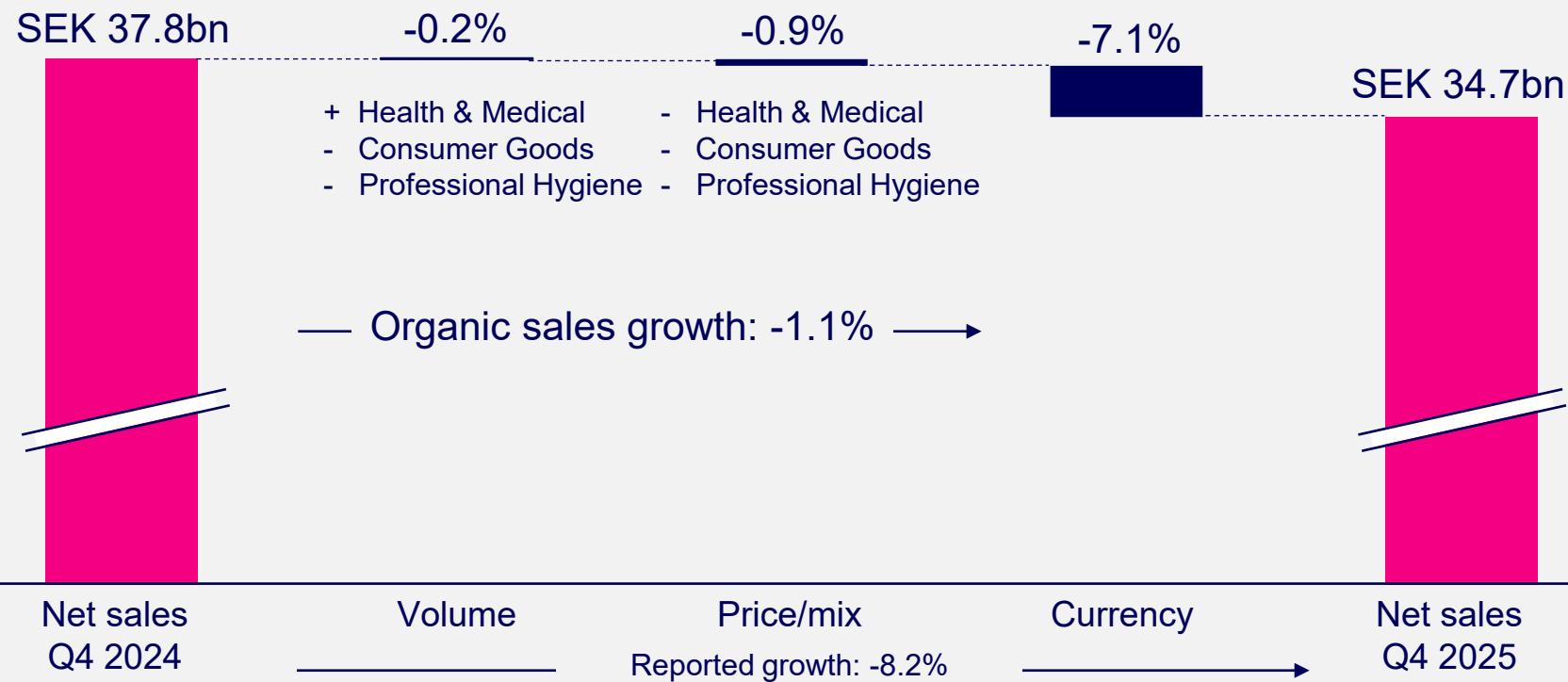
Strong development of product superiority



Fredrik Rystedt
EVP and CFO



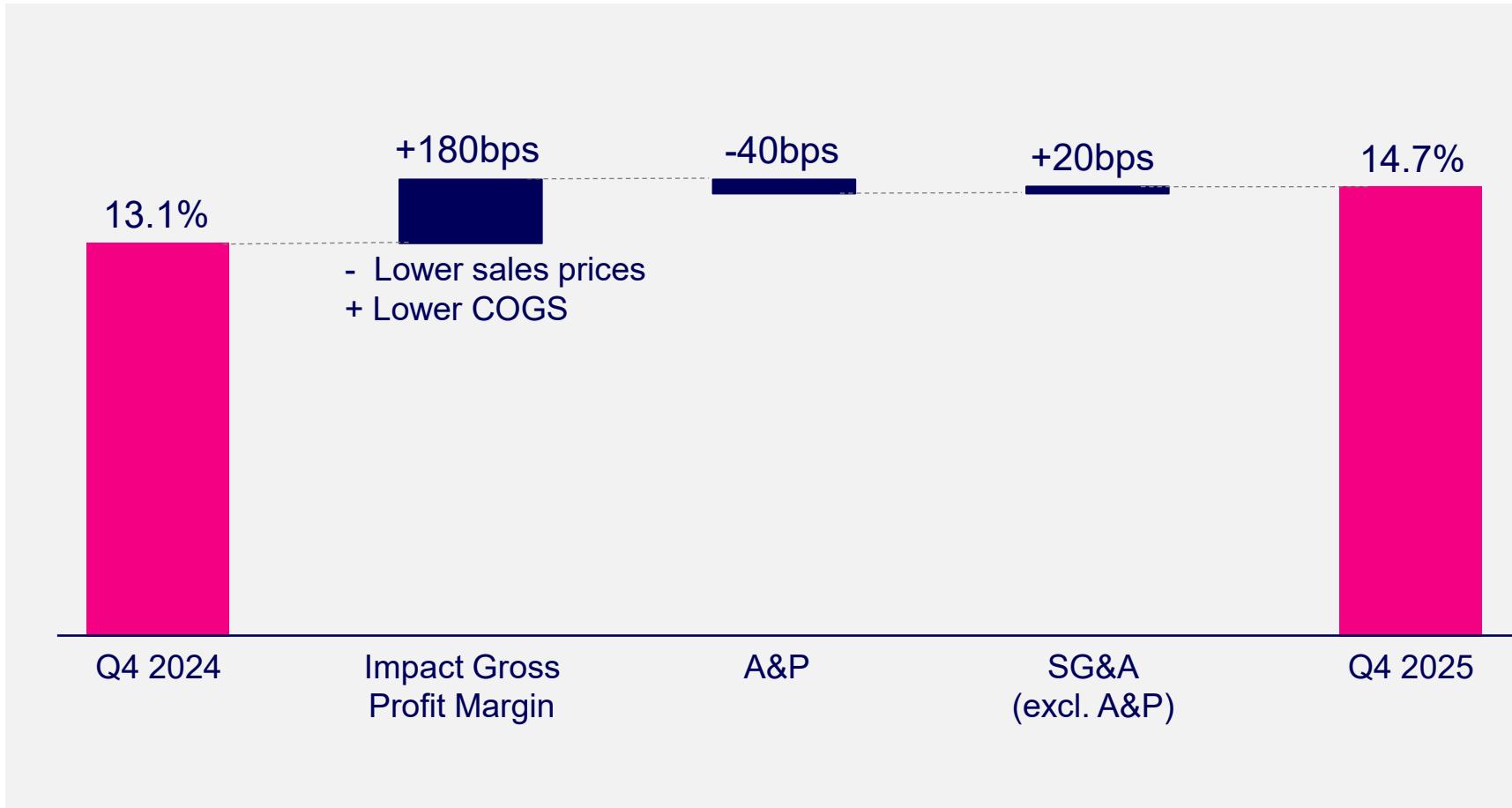
Sales development



Organic sales growth:

Category	Change
Health & Medical	+0.7%
• Incontinence Health Care	+0.5%
• Medical Solutions	+1.1%
Consumer Goods	-2.0%
• Incontinence Retail	+6.9%
• Feminine Care	-0.6%
• Baby Care	-3.5%
• Consumer Tissue	-4.4%
Professional Hygiene	-0.8%

Margin development

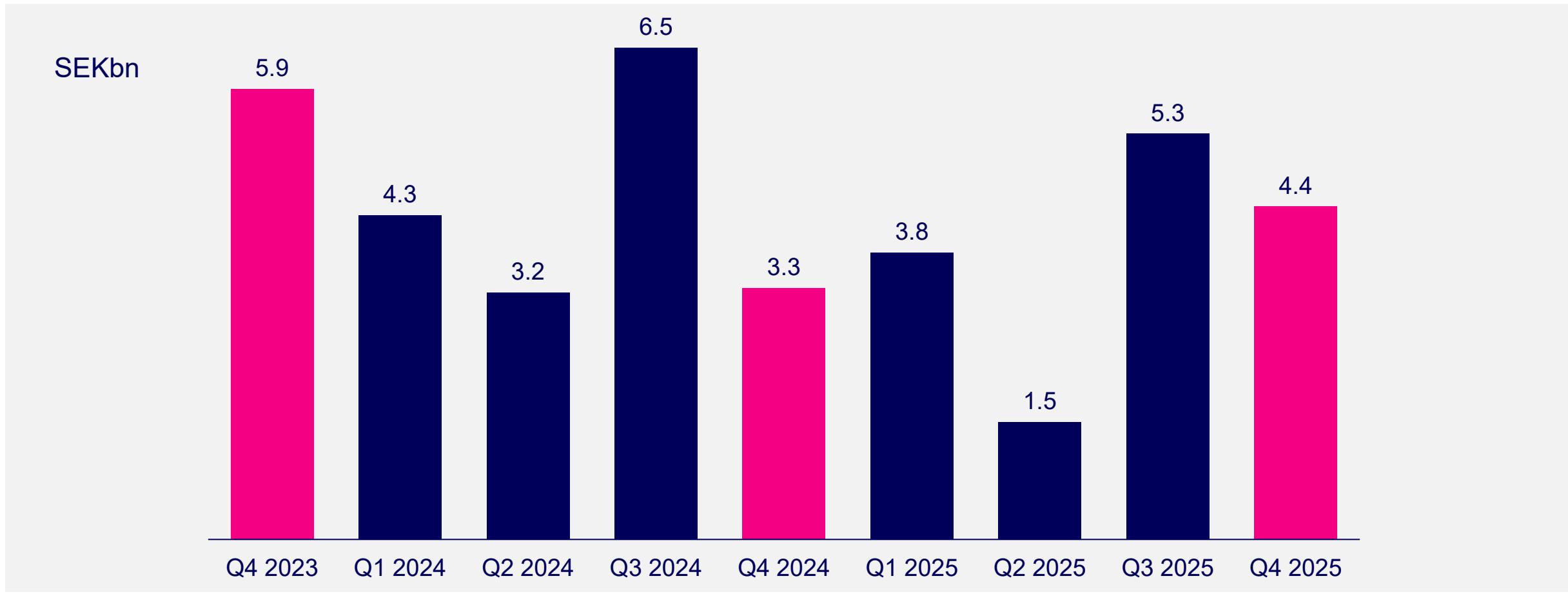


Health & Medical 18.7%

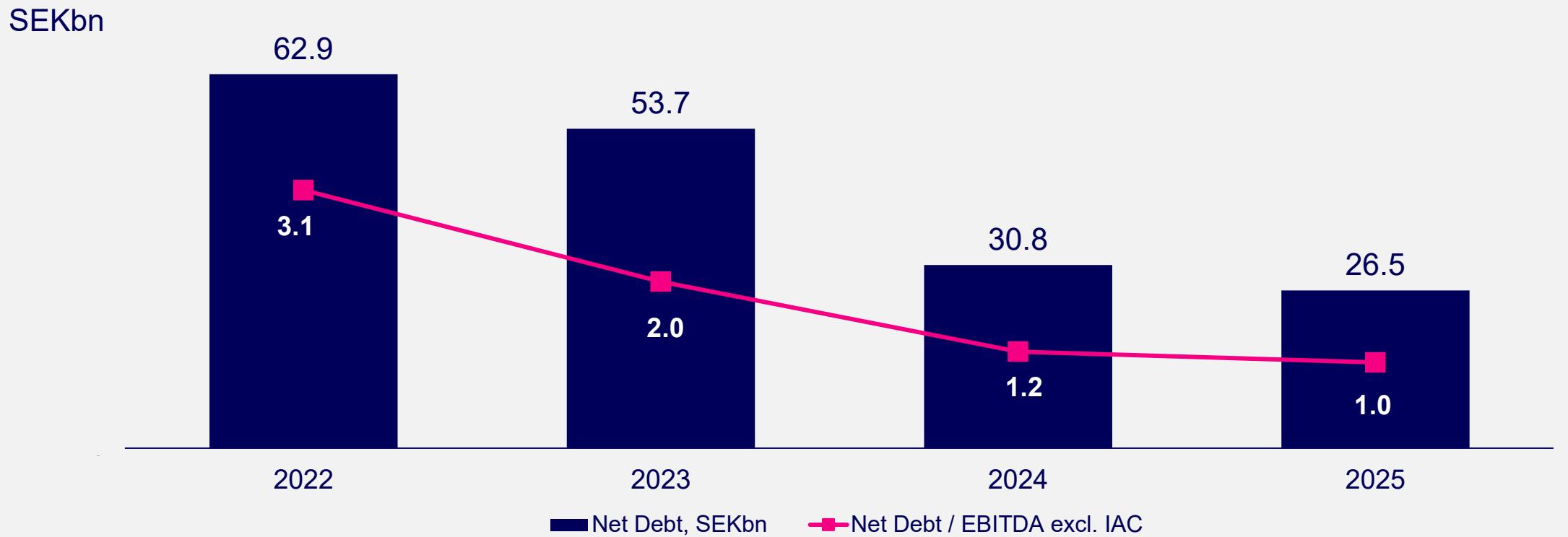
Consumer Goods 12.9%

Professional Hygiene 19.5%

Operating cash flow



Balance sheet



Full-year 2025

Stability and high profitability in a challenging environment

Net sales

SEK
138,494m

Organic sales growth

+0.9%

EBITA excl. IAC

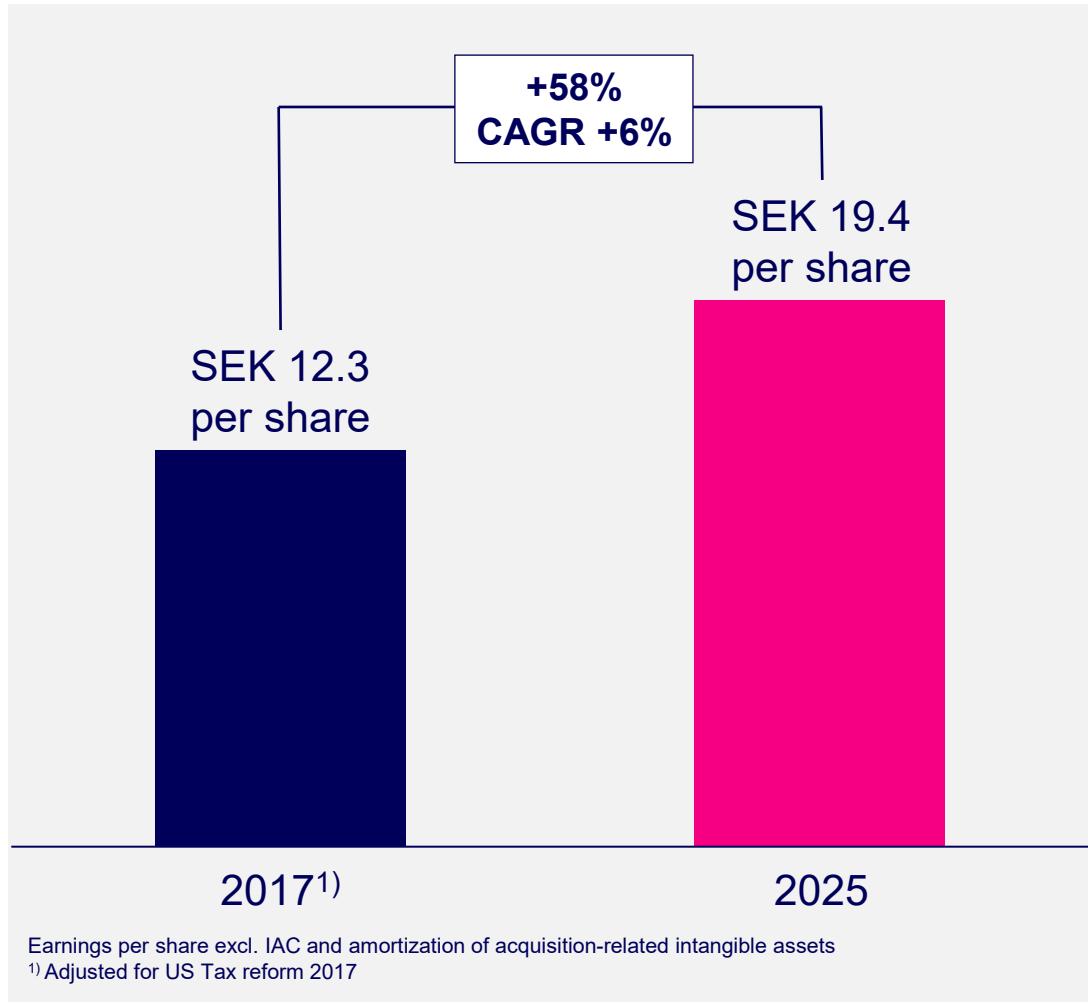
SEK
19,572m

EBITA margin excl. IAC

14.1%



EPS Growth

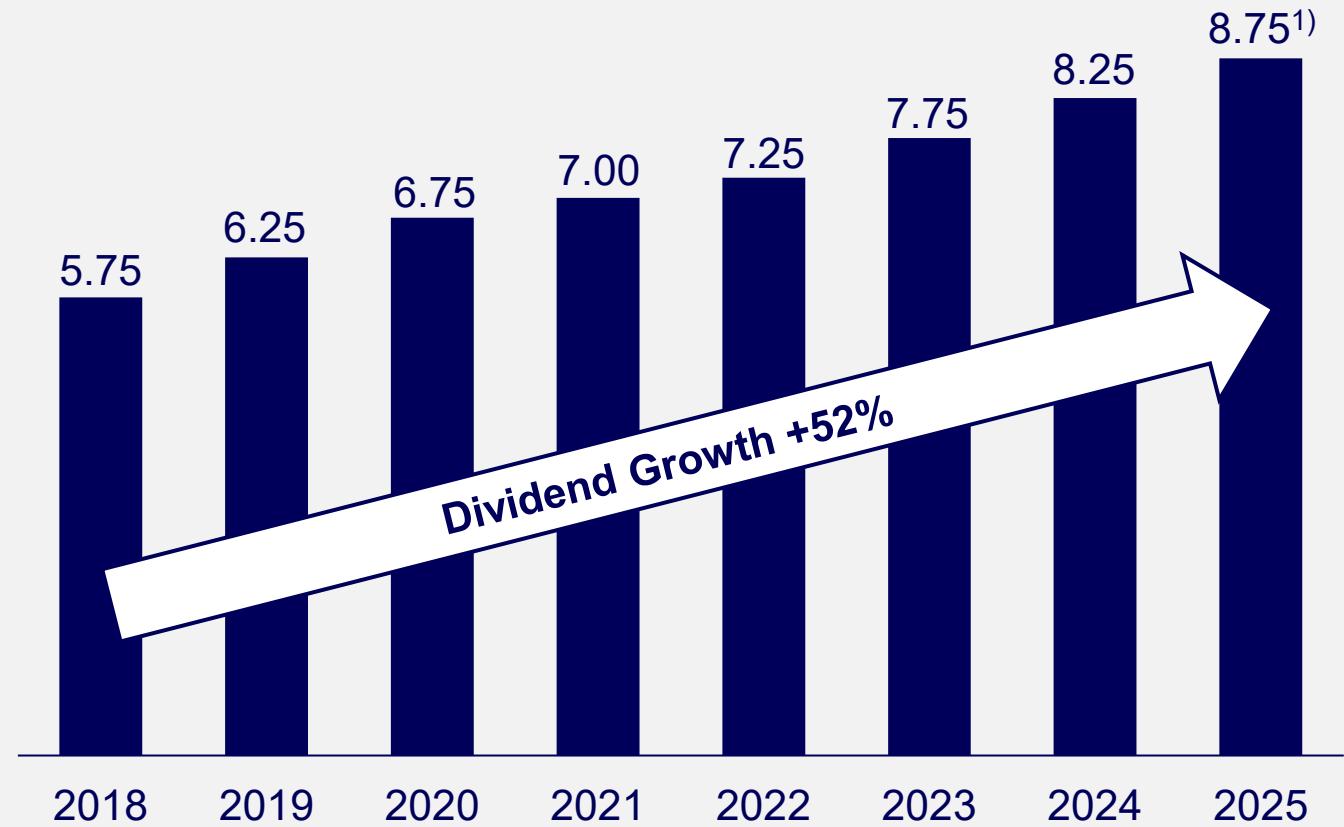


Dividend

Proposed dividend 2025¹⁾



Dividend, SEK per share



¹⁾ Board of Directors proposal

Ulrika Kolsrud
President and CEO



Summary

- **Q4 – a strong finish to 2025**
 - Strong innovation delivery
 - Growth in strategic segments and higher market shares
 - High profit and margins
 - Stable delivery in a challenging market
- **Initiatives to accelerate profitable volume growth**
 - New organisation
 - Cost save program
 - Feminine care acquisition in North America
- **Strong financial position**
 - 2nd share buy back program
 - Proposal of increase in dividend



Priorities 2026

Drive profitable volume growth

- Customers and consumers first!
- Grow market shares, supported by innovation
- Integrate Edgewell acquisition to strengthen Personal Care business in North America
- Execute SG&A savings to invest in profitable growth and deliver COGS savings
- Increase operational flexibility and efficiency
- Unleash the full power of the organization



Save the date

Essity's Capital Markets Day

May 7, 2026

at our office in Gothenburg, Sweden



Welcome!

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.



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

Q&A



