

# 2022

## Kapitalmarknadsdag

Oktober 2022

## Schema

09.00-09.15

Inledning – Torsten Jansson, CEO New Wave Group AB

09.15-09.45

Craft – Stefan Persson, VD Craft of Scandinavia AB

09.45-10.15

Svenska Handbollslandslaget – Stefan Lövgren, VD Svenska Handbollslandslaget, Hanna Fogelström, Landslagsansvarig

10.15-10.30

*Kaffepaus*

10.30-11.10

New Wave Norway AS – Tom Henriksen, VD New Wave Norway AS

11.10-11.40

Norska Längdskidslandslaget – Espen Bjervig, Längdchef Norska längdskidslandslaget

11.40-12.15

CSR – Anni Sandgren, CSR ansvarig New Wave Group AB

12.15-13.15

*Lunch*

13.15-14.00

BTC Activewear – Steve Pope, VD BTC Activewear Ltd

14.00-14.40

Projob AB – Henrik Olausson, VD Projob AB

14.40-14.55

*Kaffepaus*

14.55-15.35

Orrefors Kosta Boda USA (video) – Emon Maasho, VD Orrefors Kosta Boda Ltd

15.35-16.15

Cutter & Buck USA (video) – Joel Freet, CEO Cutter & Buck Inc.

16.15-16.30

Avslutning och summering – Torsten Jansson, CEO New Wave Group AB

16.30 -

After Work inkl lättare förtäring, New Wave Group Showroom, Barnhusgatan 16

***CRAFT*** 

**Stefan Persson**

**VD Craft of Scandinavia AB**

12 years at New Wave & Craft





# Craft History



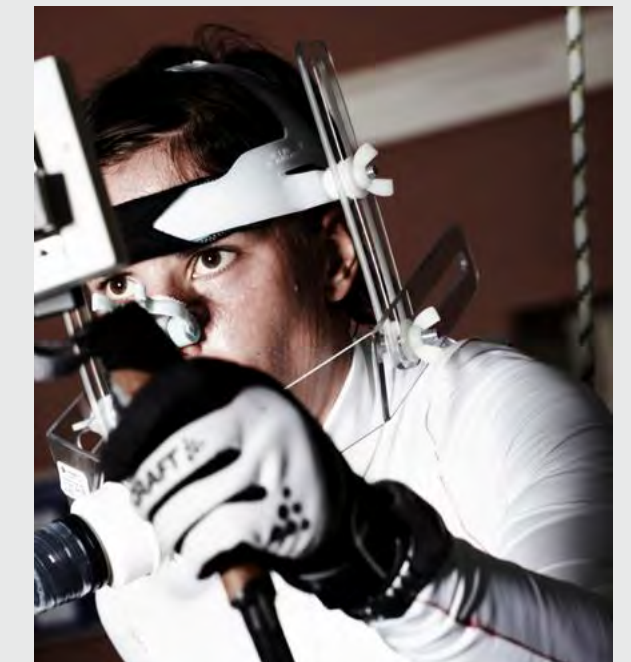
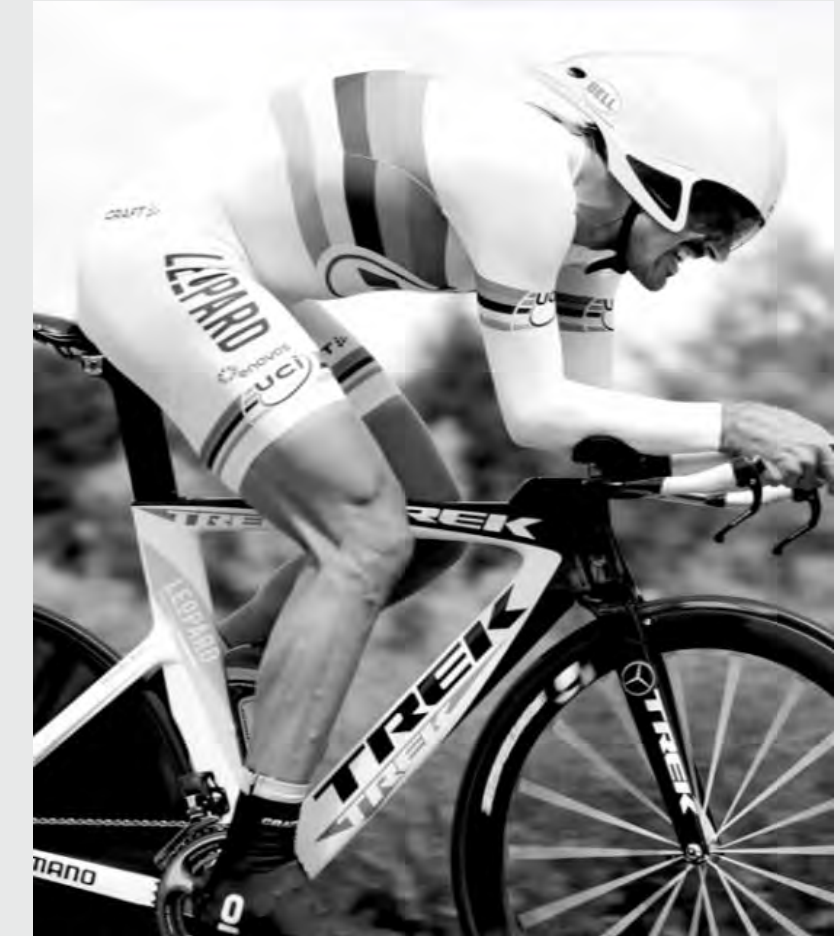


# The science of sweat





# From Borås



world elite



# Craft the Market







200 MEURO



32% growth 2022-06

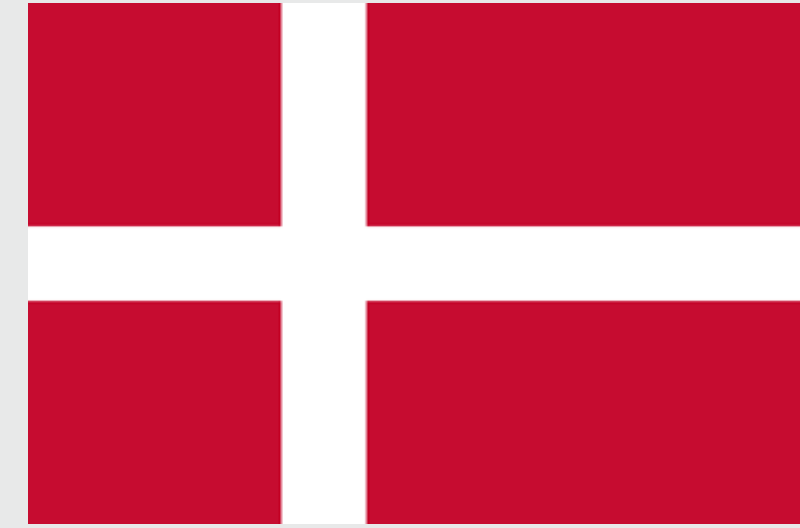


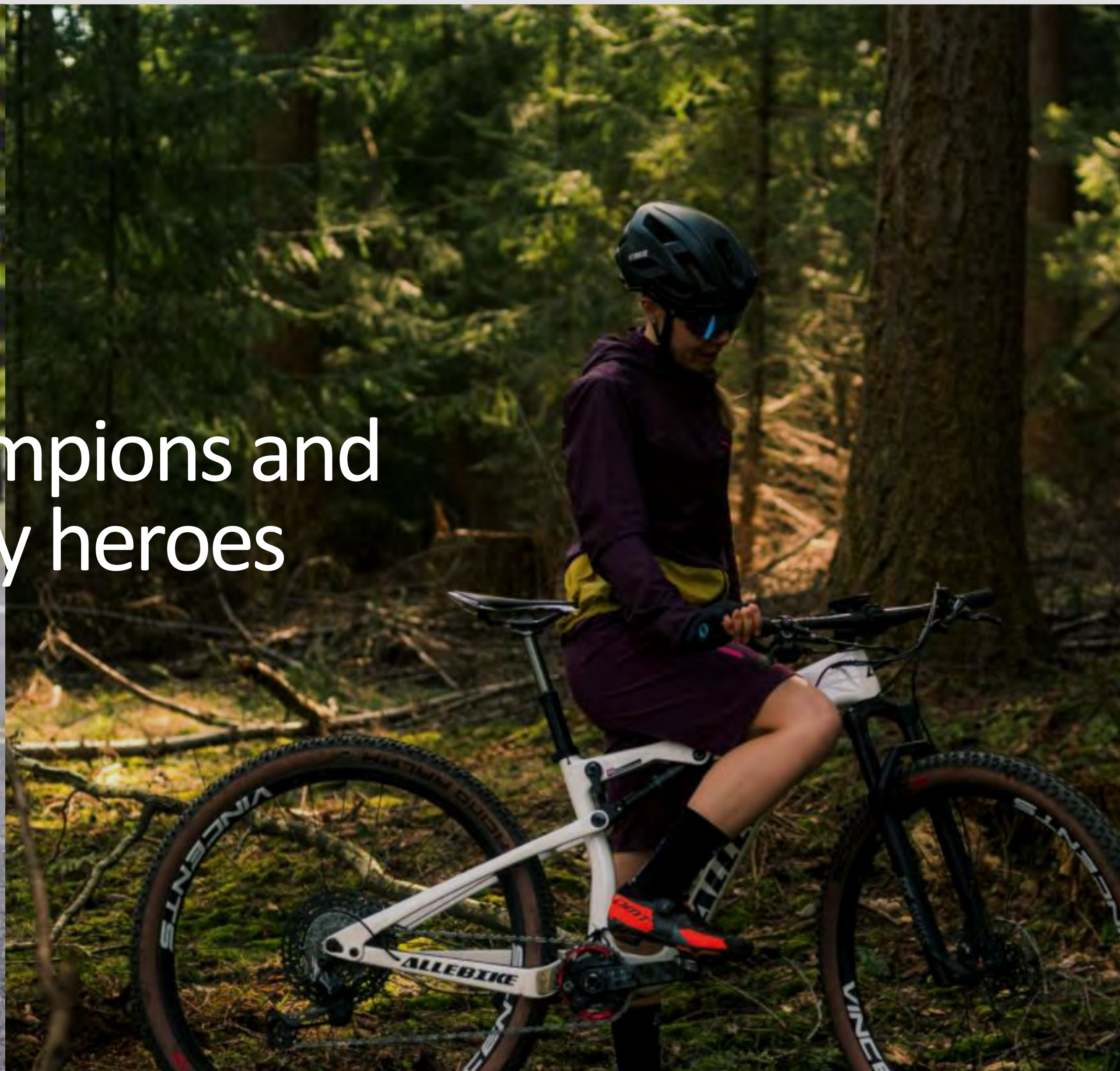
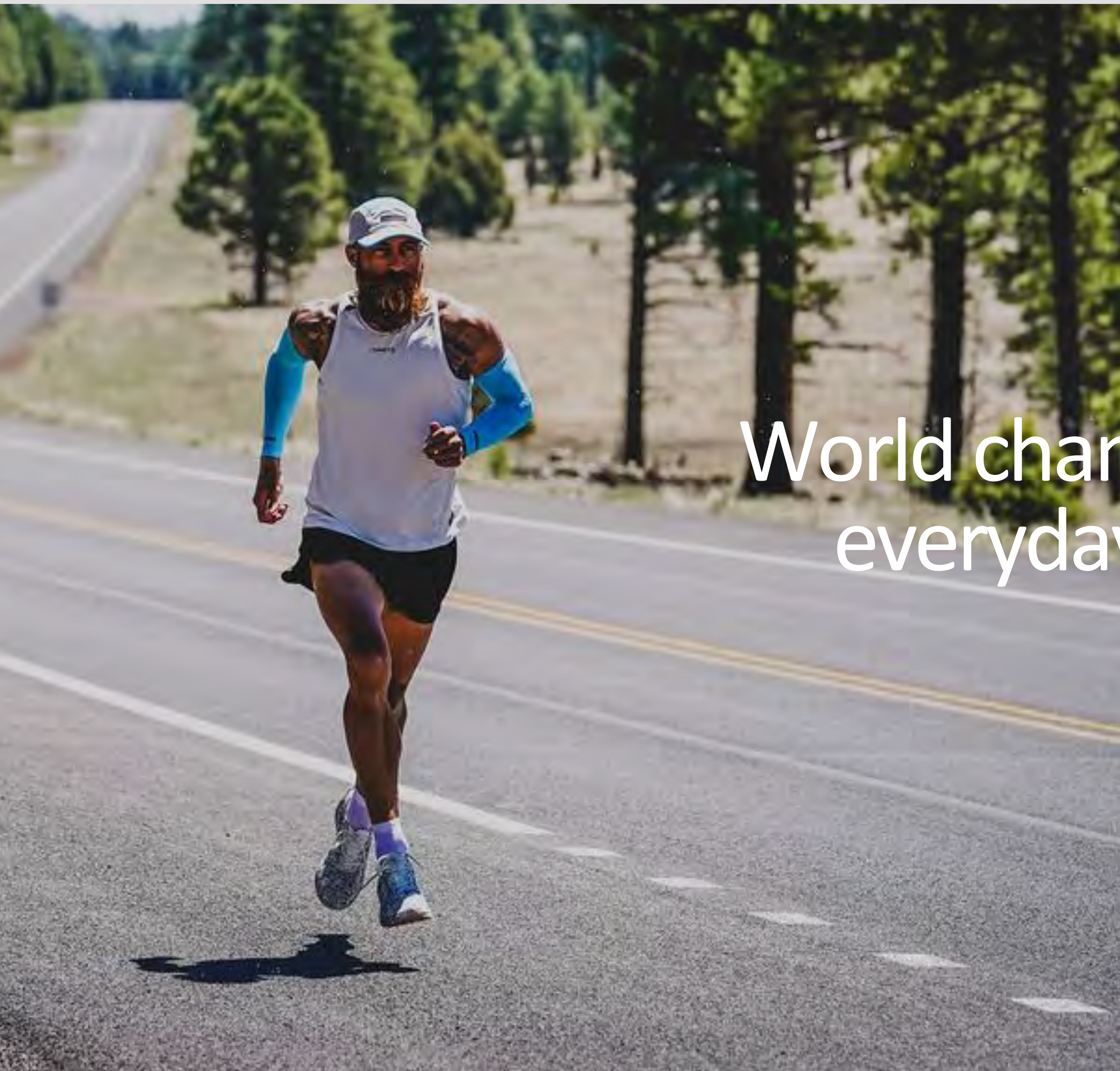
# EBIT



Target 2027:

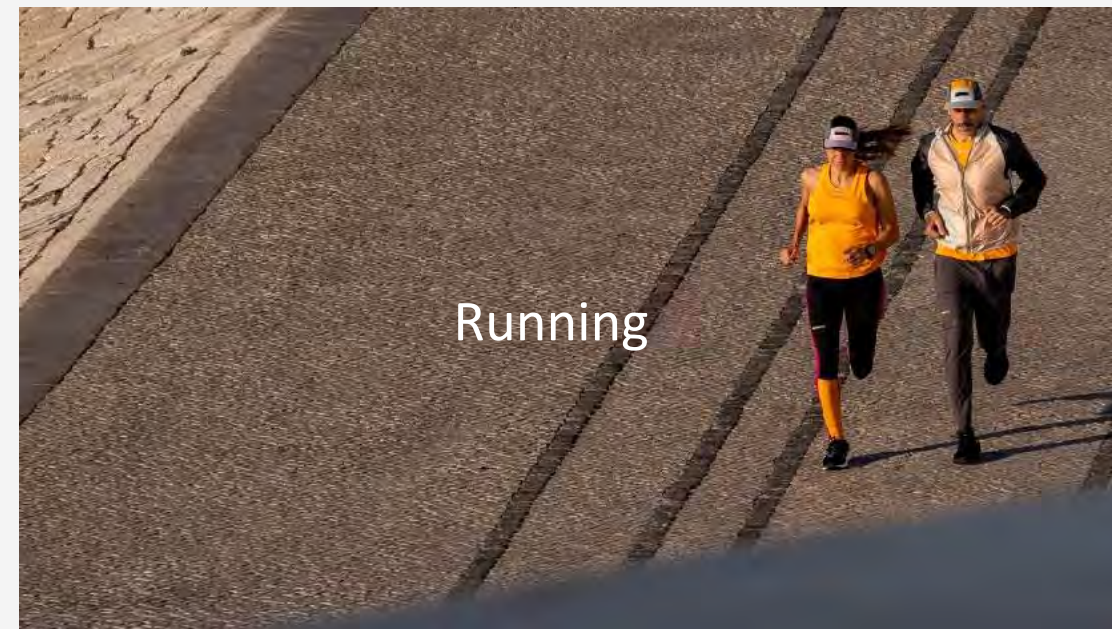
**400 MEURO**





World champions and  
everyday heroes

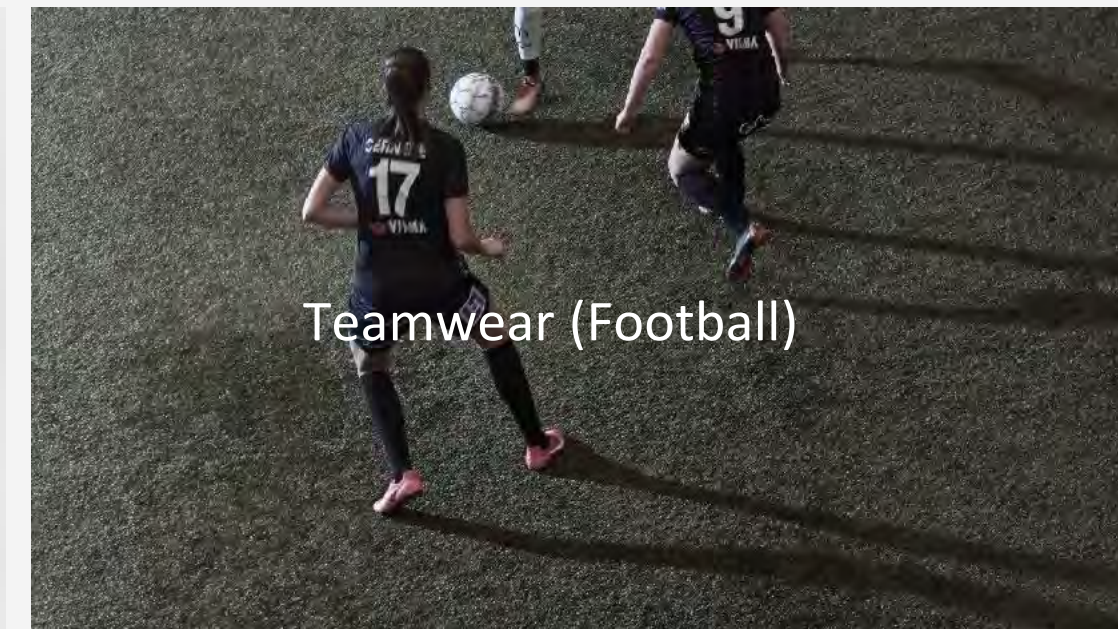
# RANGE OVERVIEW



Running

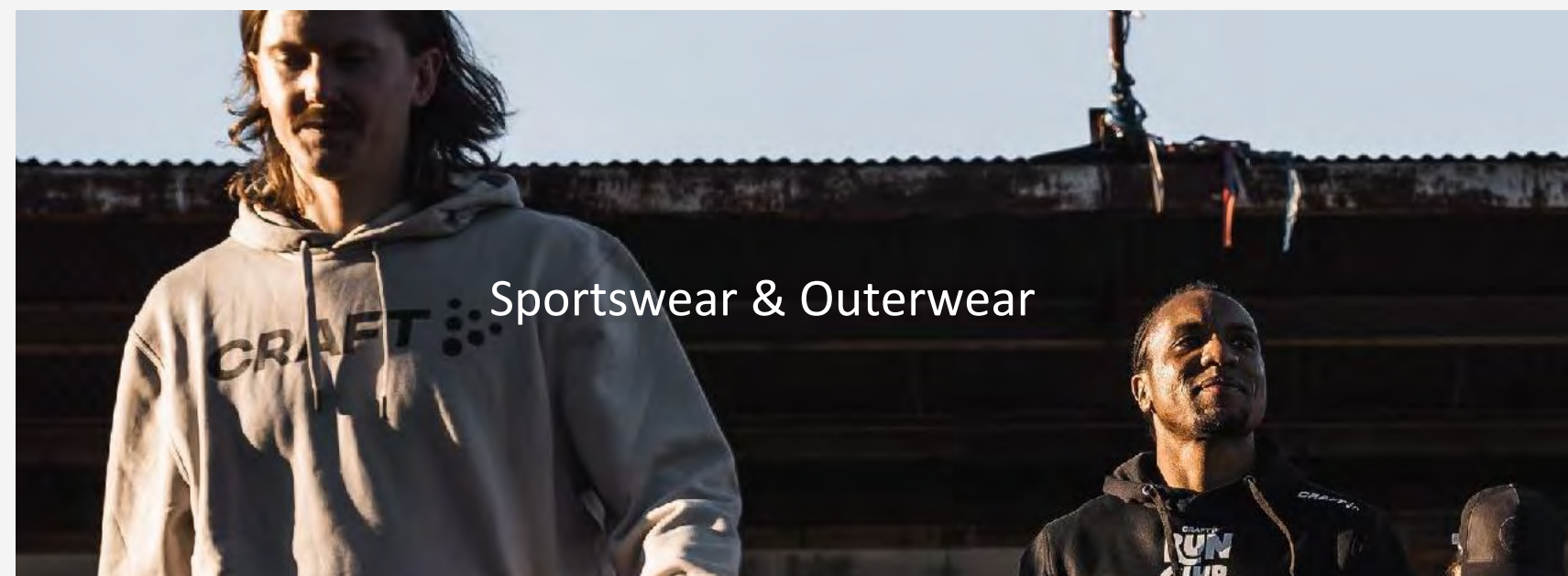


Footwear

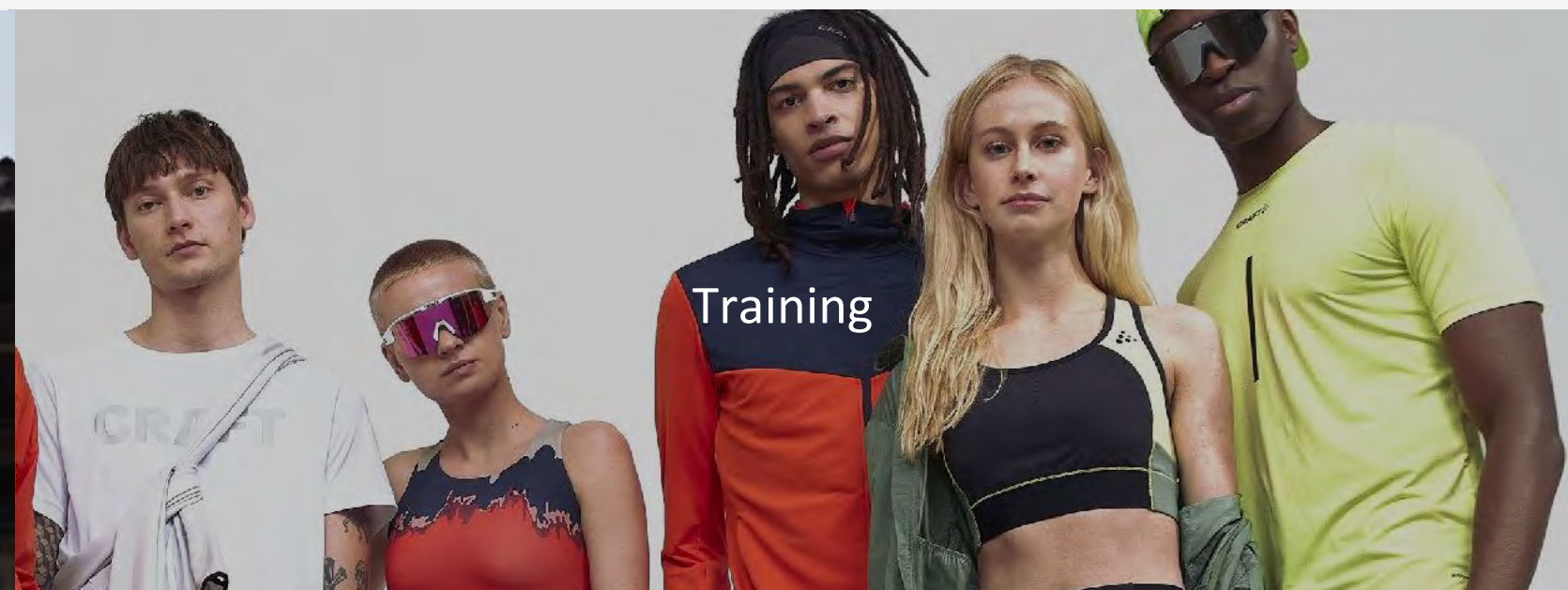


Teamwear (Football)

Brand,  
Culture  
and Growth

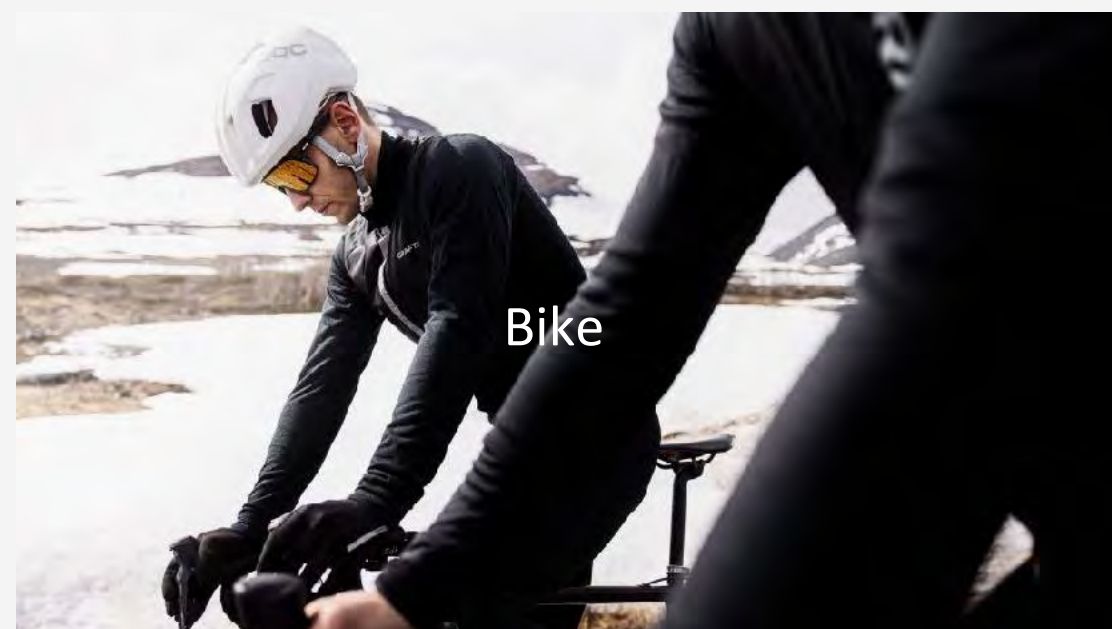


Sportswear & Outerwear



Training

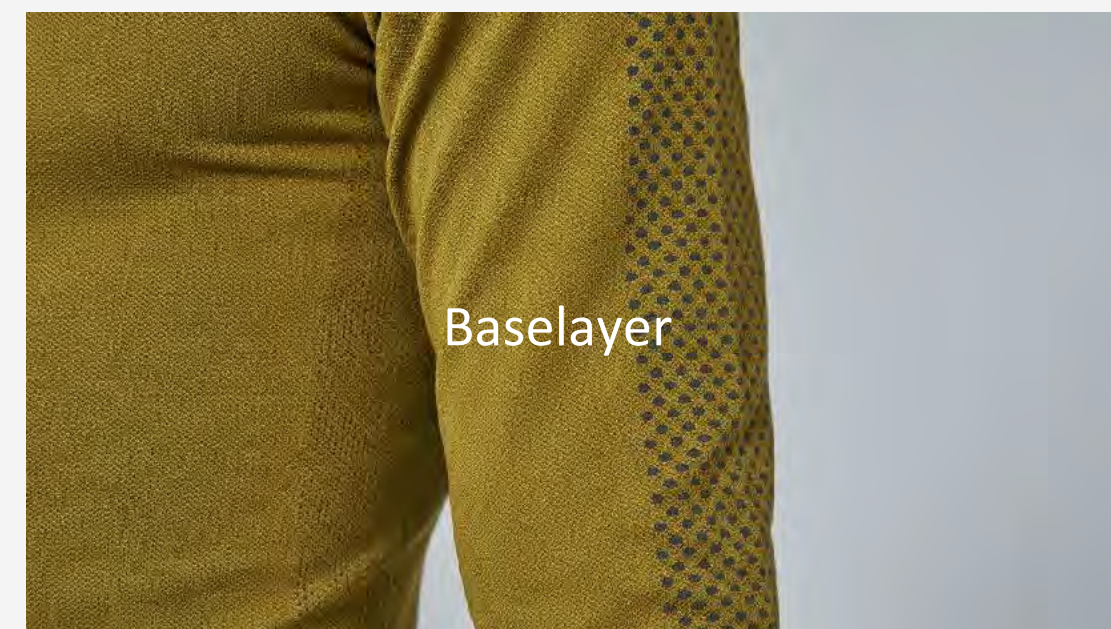
Brand  
and Growth



Bike



Nordic Ski



Baselayer

Maximize  
Commercial  
effect



---

Assortment

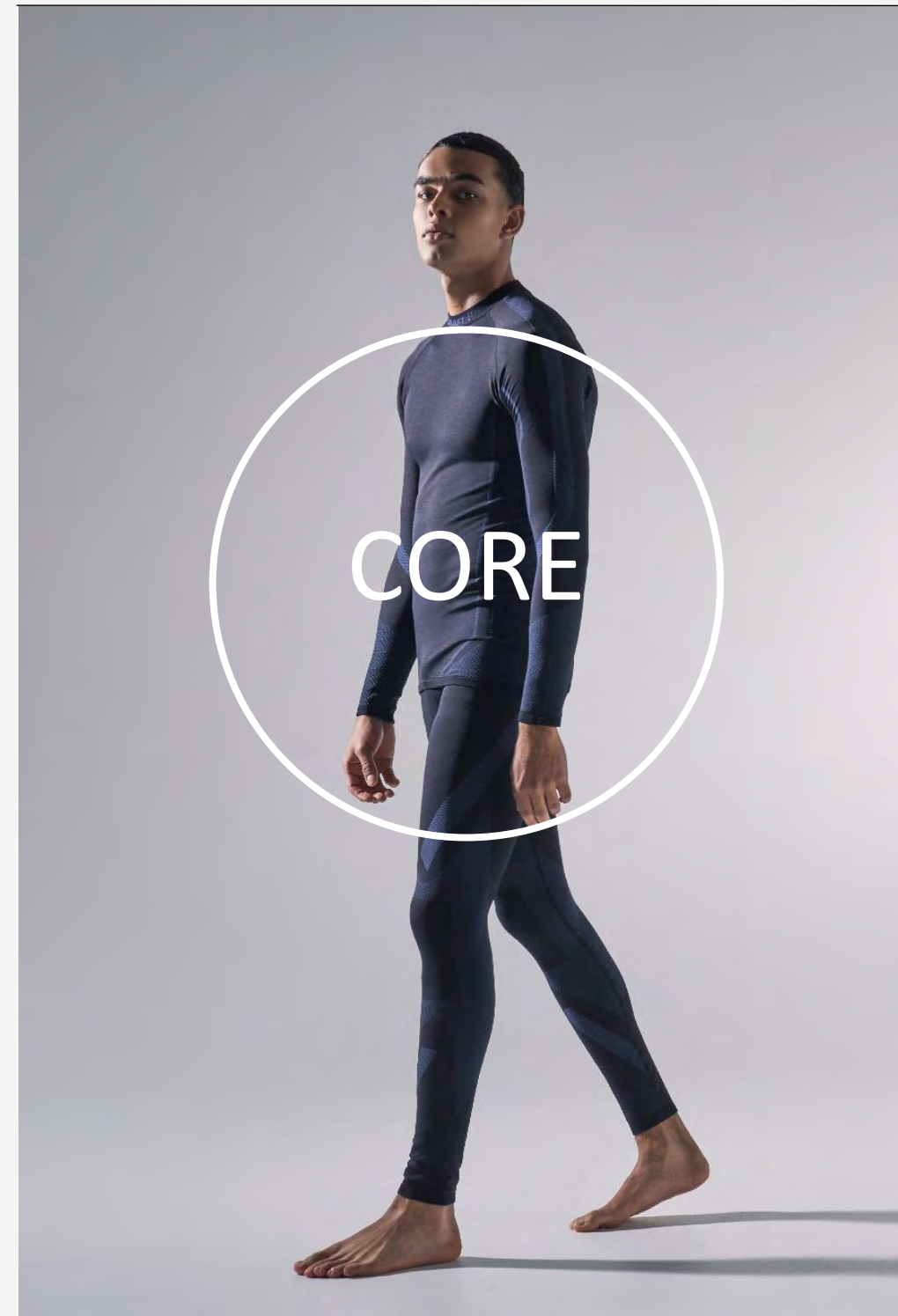
---

**CORE**  
The starting point for our offer

**ADV**  
The up-sell offer

**PRO**  
The finest products we offer

Good



Better



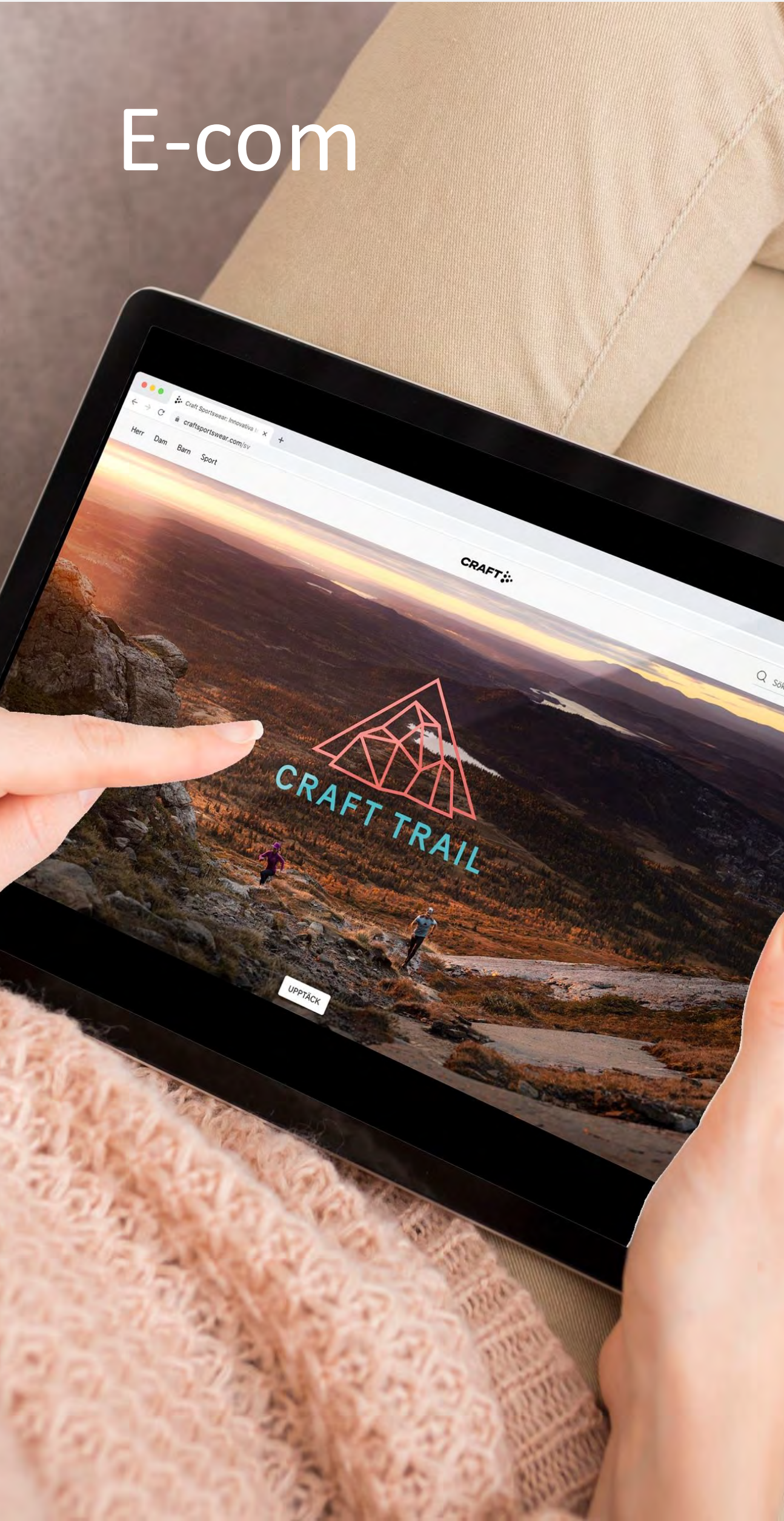
Best







# E-com



# Retail



# Club



# Corporate



Craft

Our Brand

Essence



# Our success



CRAFT





XI  
BIG

GRAFT

29

ATG

Gien's Piles

GRAFT

7

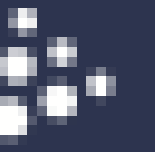
ATG







ORT INTERSPORT INTERSPORT INTERSPORT CRAFT JOBMAN RIVAL METODGOLY ENUSKI CHOCOLATE limite do AudicomPendax glasn





WHAT

# To maximize our contribution to the Global Goals.

Global Goals for sustainable development are a set of 17 commitments made by world leaders, to end extreme poverty, inequality, and climate change by 2030. We consider our business can make more significant contributions to four of them:

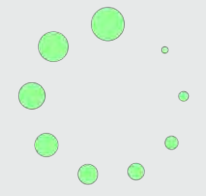


WHAT

# And to stay within the 1.5°C

The Paris Agreement sets out a global framework to avoid dangerous climate change by limiting global warming to well below 2°C and pursuing efforts to limit it to 1.5°C.

Craft is a member of the Swedish Textile Initiative for Climate Action (STICA). We have committed to reducing our absolute greenhouse gas emissions by 42% by 2030 from a 2020 base year. The commitment is aligned with that is required by scientific consensus regarding what is required to stay within the 1.5°C warming pathway.



OVERALL GOALS

# Sustainability objectives for 2030

01.

Climate action

02.

20% of all garments rented, reused or resold

03.

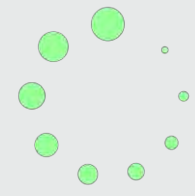
Good health and well-being

04.

Responsible production and consumption

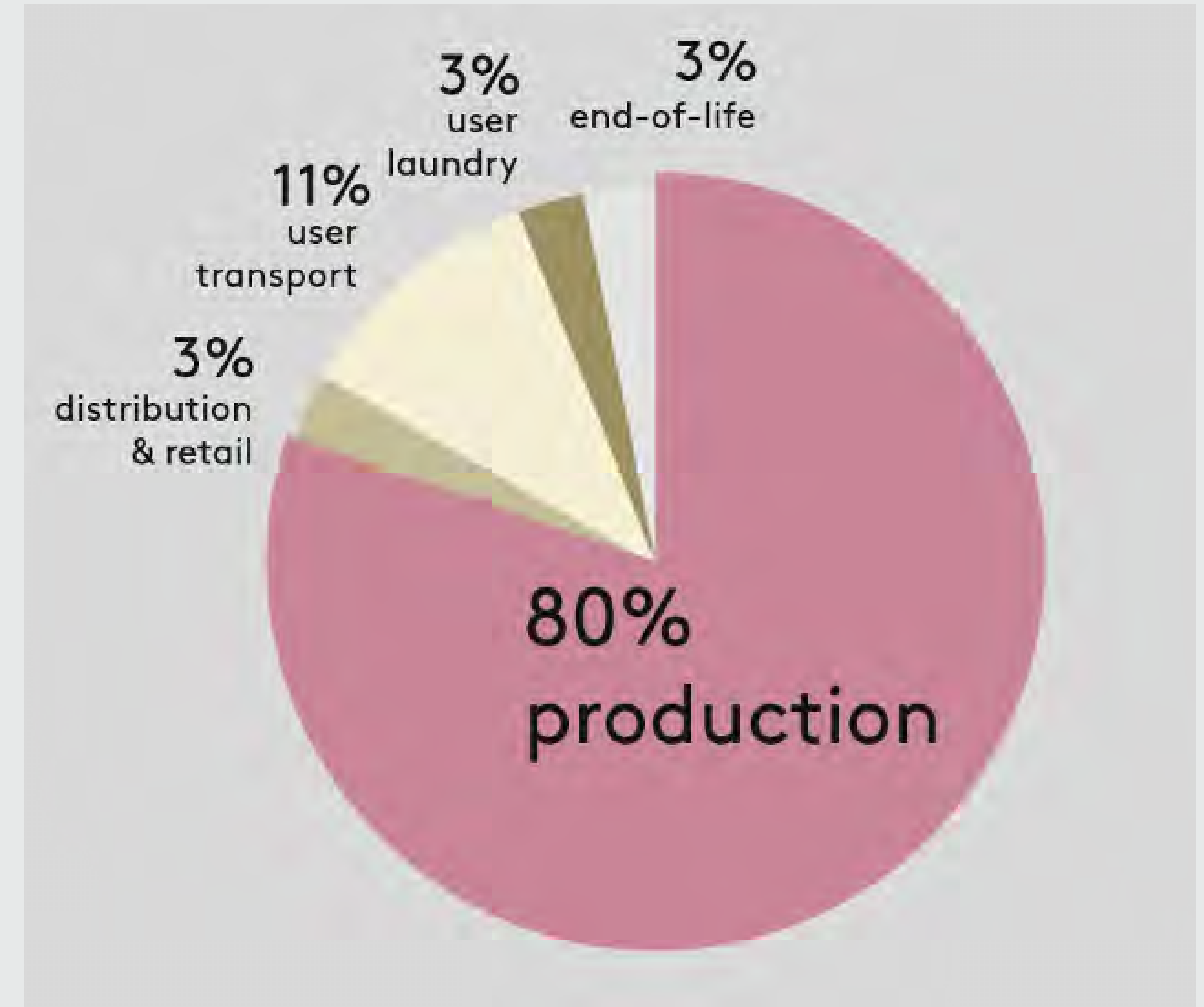
05.

Partnership for the goals

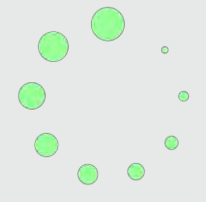


# Prolonging product lifetime and focus on production process.

Prolonging the active lifetime of a garment by two, that is using the garment in its originally intended form twice as many times compared to average, will decrease the climate impact by 49%. Adding producing the garments using solar-powered energy means a reduction by 67%. If the consumer bikes or walks to the store instead of taking the car means a total impact decrease by 78%. This reduction in climate impact demands a systemic change for consumers and producers, but it is possible.



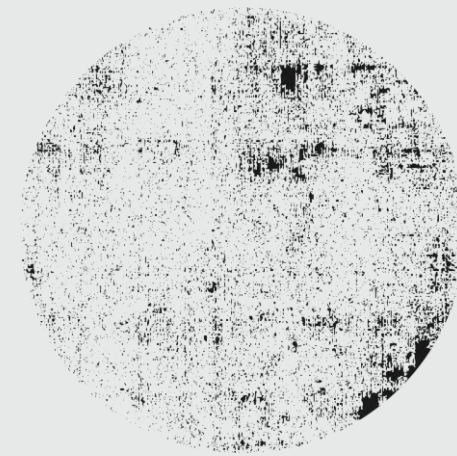
Source: Mistra Future Fashion 2019



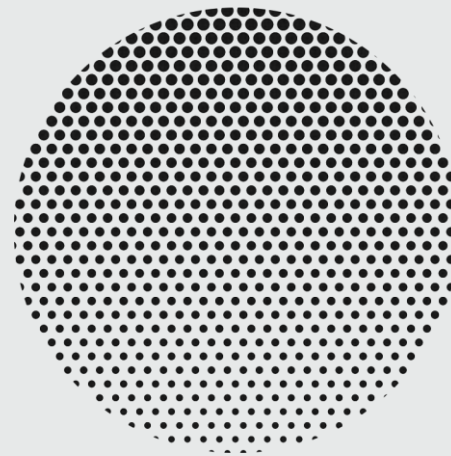
PRODUCTION PROCESS

# Connecting the dots from design to delivery

01 Design



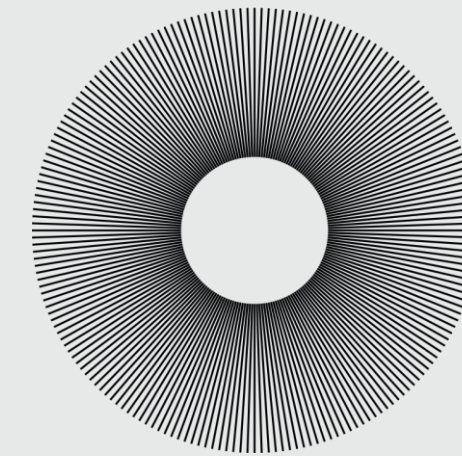
02 Materials



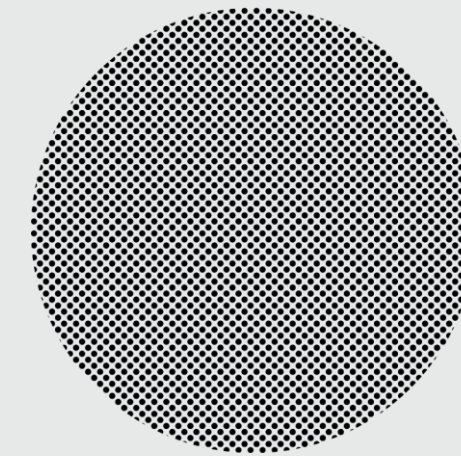
03 Production



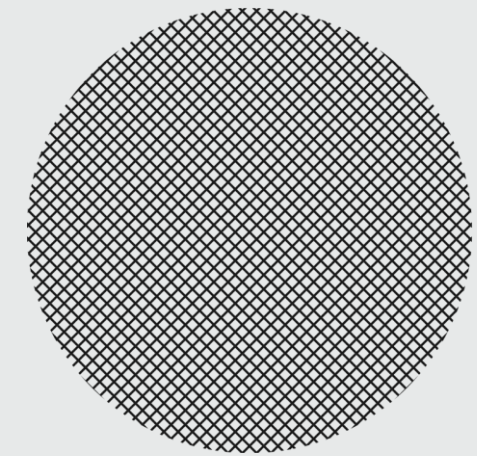
04 Chemicals

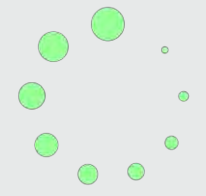


05 Packaging



06 Logistics





NEW CIRCULAR OFFERS

# New circular business models

Our apparel is designed to go the distance. Starting in 2022, we'll introduce circular models that further extend their lifecycles. Like letting our customers hire the functionality they need when they need it, or pay their trusty training companions forward when it's time to elevate their game.



Pre-worn and pro-worn apparel with miles to go.







- CTM Ultra Carbon launched in 2021
- Result of collaboration with Tommy Rivs
- Supershoe for the Trail- and Ultra market







# *Craft Elite Run Team*



Tommy  
Rivs



Manuela  
Vilaseca



Lee  
Grantham



Emily  
Sullivan



Jacob  
Puzey



Tessa  
Chesser



Alexander  
Holmblad



David  
Laney



Ida  
Nilsson



Tim  
Freriks



Aroa  
Sio



Subscribe for \$5.50/week

### Cancer Nearly Took His Life. But the New York Marathon Awaited.

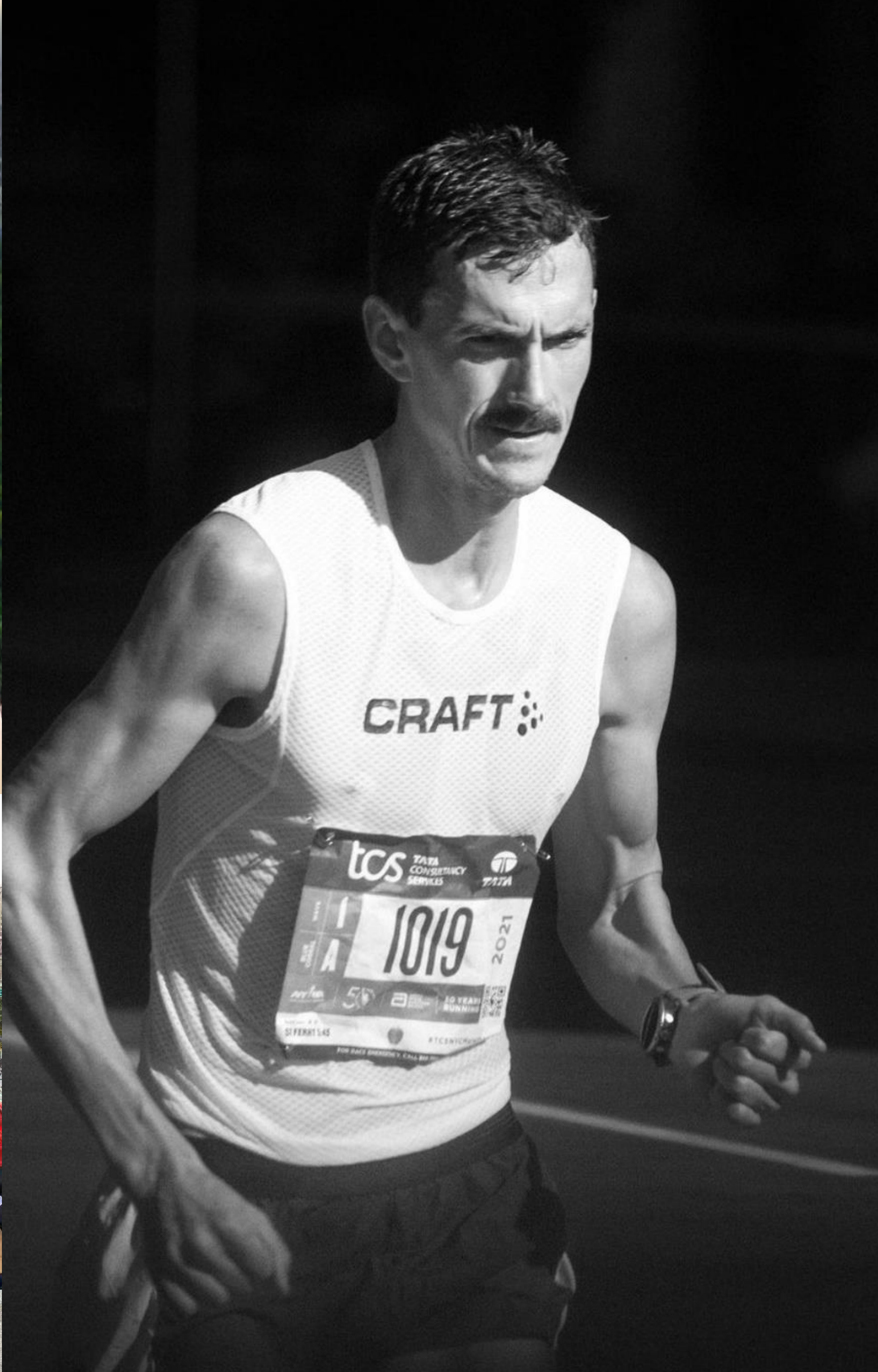
Almost a year ago to the day, the elite runner Tommy Rivers Puszy learned to sit up in a bed again. On Sunday, he attempted the New York City Marathon.

Tommy Rivers Puszy was planning to finish the New York City Marathon after treatment for a rare cancer. *Jonah Wax for The New York Times*

By Talya Minberg  
Nov. 8, 2021

Almost a year ago to the day, Tommy Rivers Puszy, a professional runner who has won or placed in big city marathons and other endurance events, learned to sit up in bed again.

Over the course of a few weeks, he trained his body to slowly swing his legs over the side of the bed. Eventually he was able to walk from one end of the room to the next, despite exhaustion from the effort lasting two to three



Best Fast Shoe 2



Best Fast Sho



**GEARJUNKIE**



PRO Endur Distance

**Best overall shoe.**

**Outside**



PRO Endur Distance

**Best longrun shoe.**

**RUNNER'S**  
WORLD



Race Rebel

**Best fast shoe.**



Craft

**CRAFT** 

# **RUN CLUB**



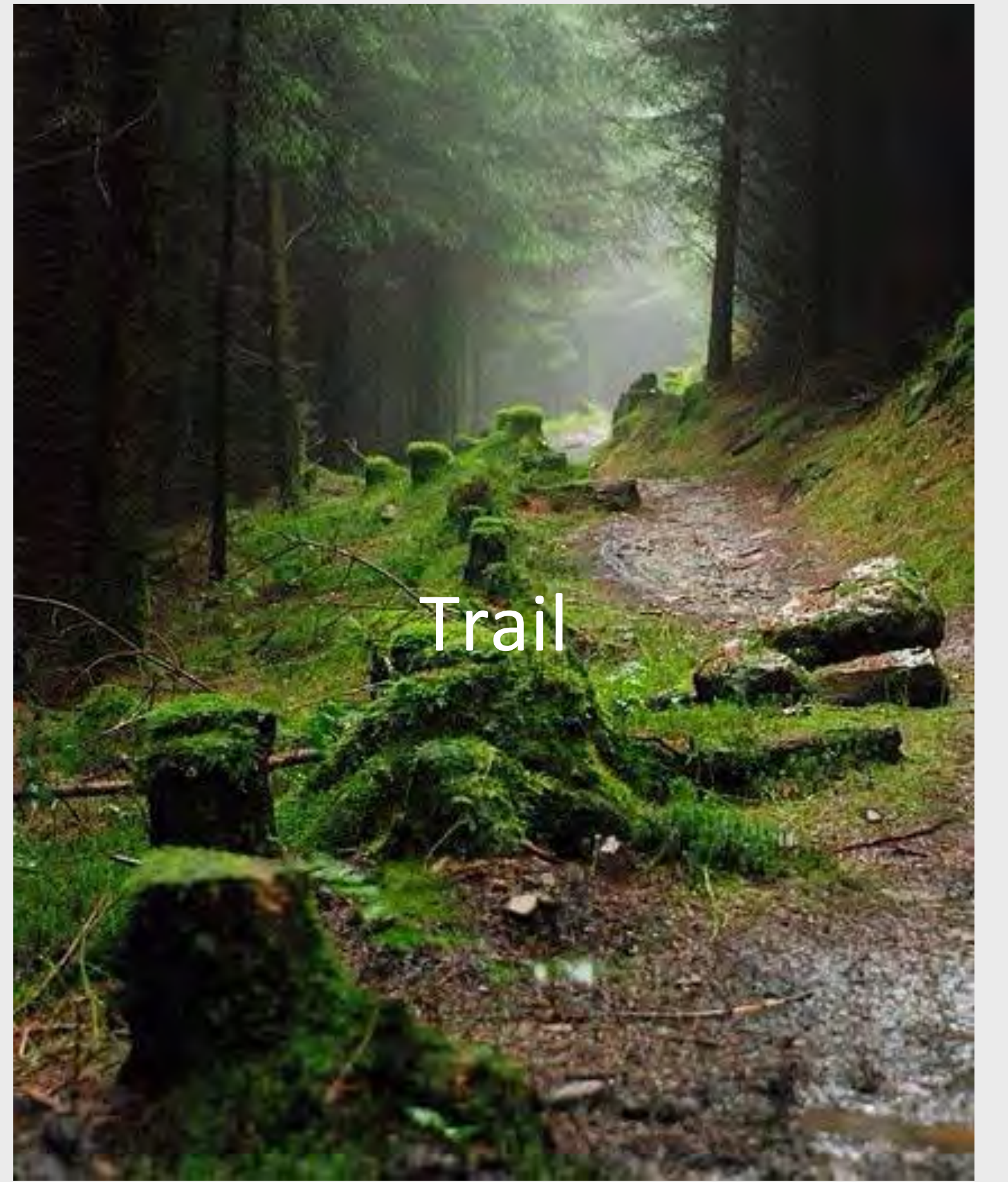
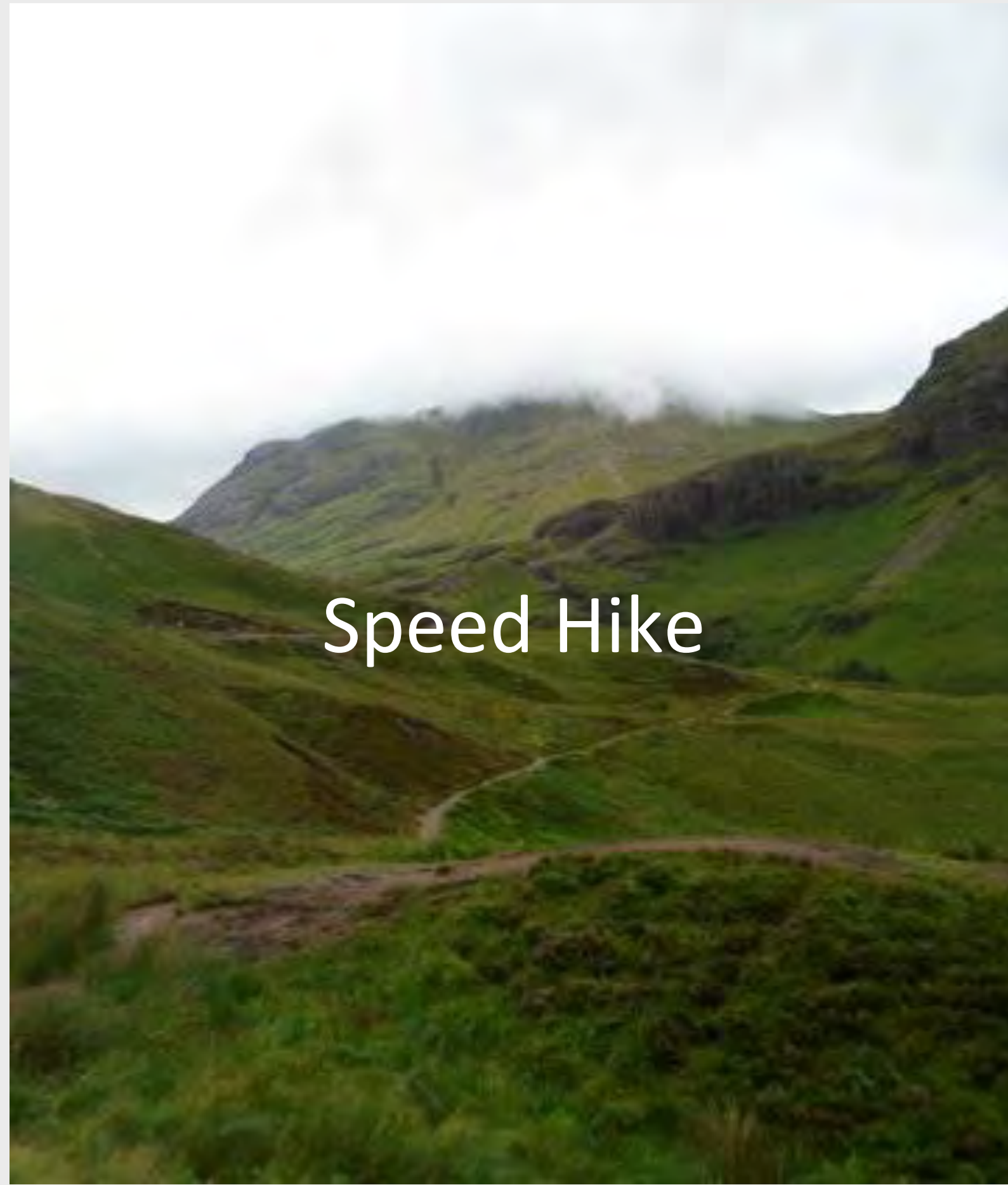
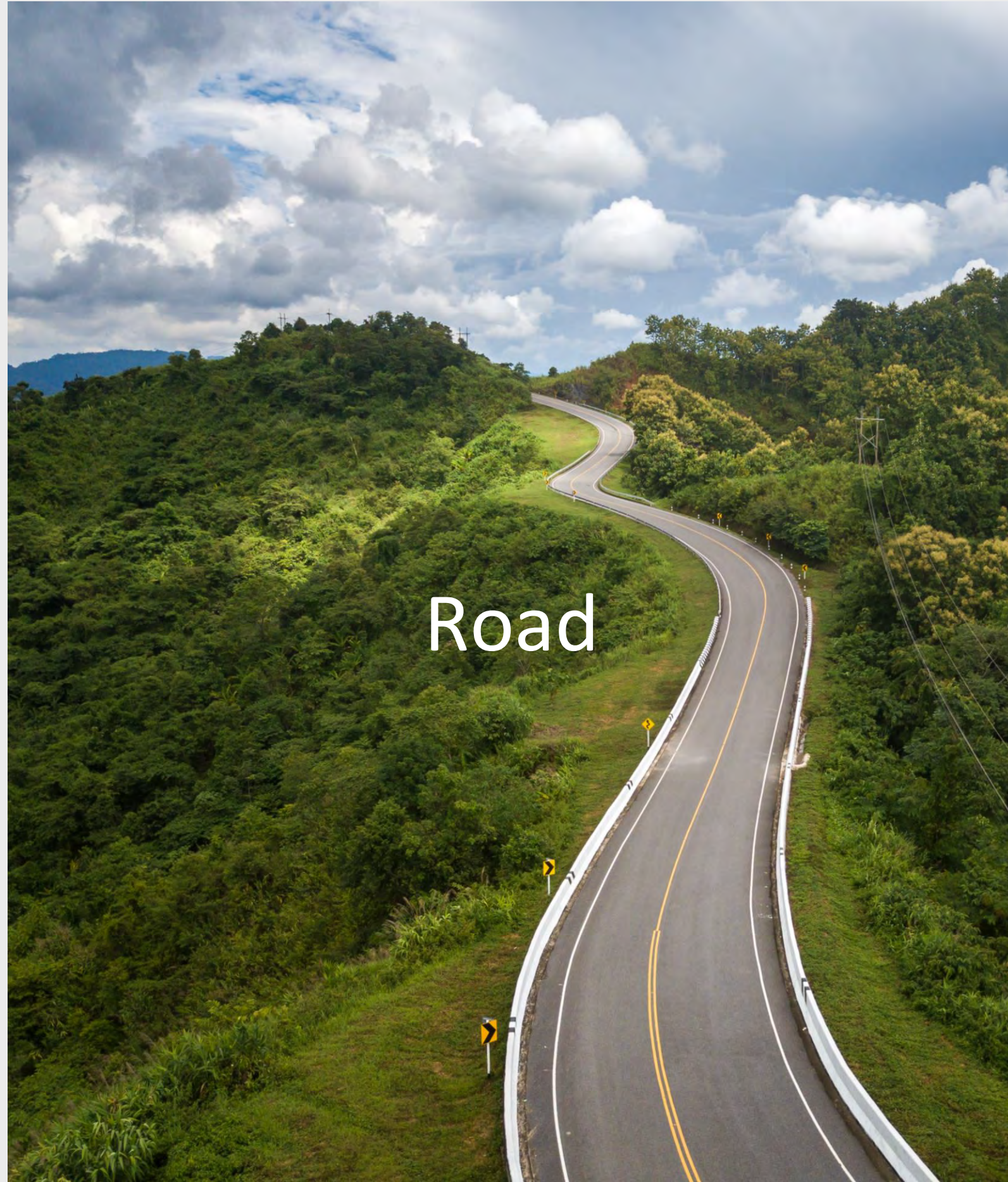


Q2-Q3 2022

# LOOKING FOR CAPTAIN S

**BORÅS  
BOSTON  
SINGAPORE  
HONG KONG  
COPENHAGEN  
PARIS**







# CRAFT CLUB



+45% growth world wide,

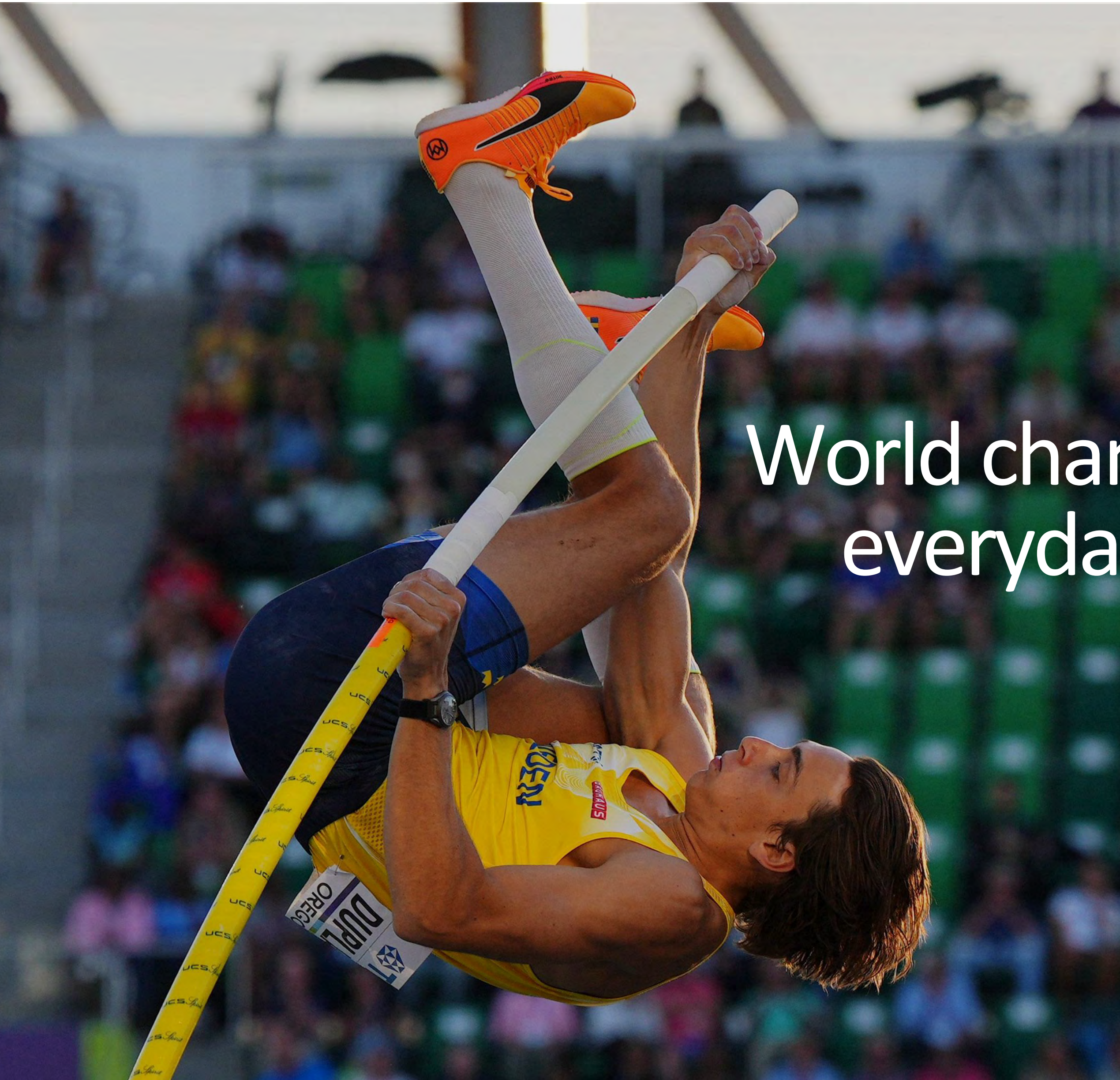
2022-06



Target 100 MEURO 2027



How?



World champions and  
everyday heroes







# Big things in football









# Local presence and sales reps



Focus on the  
female consumer



Stock



# Sustainability



# New Markets



