



VIVA WINE  
GROUP

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AGM  
2026

# Shaping the future of the European wine business



# Viva Wine Group in brief

## The group in figures

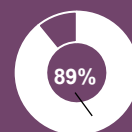
**SEK 5.5bn**  
Net sales,  
2025

**SEK 435m**  
Adj. EBITA  
2025

**SEK 6.3bn**  
Net sales 2025E,  
Incl. Delta Wines

**14%**  
Sales CAGR,  
Last 10 years

## Segment B2B

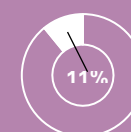


Sales to Nordic monopoly markets  
Retailers, restaurants in both the Nordics and  
Europe

Sales in 7 markets, 12 operating companies

Nordic market leader  
The leading wine distributor in the Netherlands

## Segment B2C



E-commerce sales of wine to consumers in  
Europe

Sales in 11 markets

One of the leading online wine retailers in  
Europe

# Our journey – a combination of organic growth and acquisitions

Building a solid foundation in Sweden

Giertz  
VINIMPORT

WINE TEAM  
GLOBAL

ICONIC  
WINES

CHRIS WINE  
& SPIRITS

WINEMARKET  
FINEST WINES

TRYFFELSVINET

MORNINGSTAR  
BRANDS

2000 -

Establishing and growing position in the Nordics

CISA

NORWEGIAN BEVERAGE GROUP

alpha  
brands

2015 -

Entering into the European e-commerce market

Wine in Black  
ONLINE. PREMIUM. WINE

VICAMPO

weinfürst

2019 -

IPO – First North

Nasdaq

Building a leading European wine group

DELTA WINES



2025 -

Nasdaq Stockholm

Nasdaq

# Our B2B business – Market leader in the Nordics with a strong position in Europe

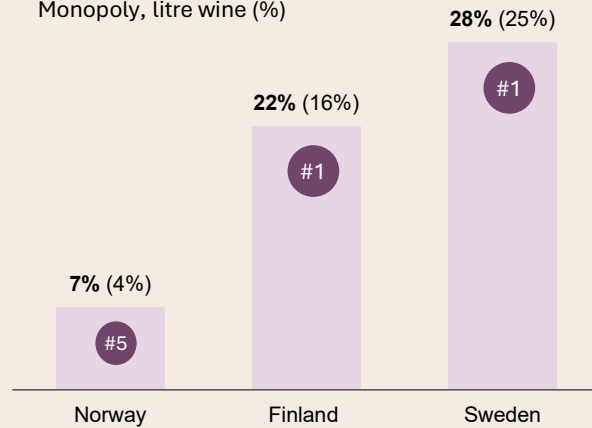
## The Nordics – market leader in the monopoly market

#1



In the Nordics  
23% market share 2025

Market share by market 2025 (2021 in parenthesis),  
Monopoly, litre wine (%)



## Europe – leading position with multi-channel presence

#1

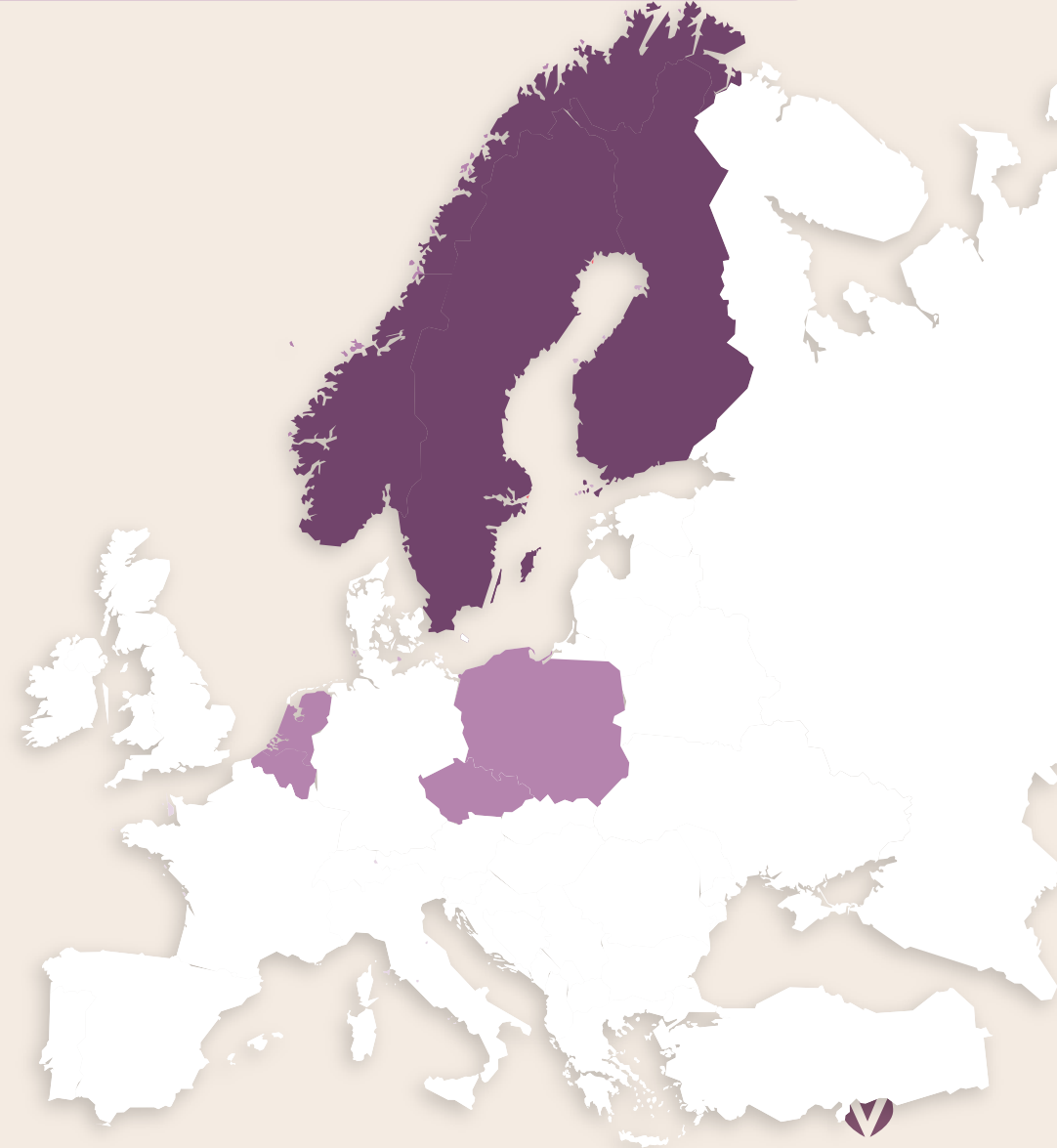


In the Netherlands  
in retail and wine shops

Import: 350 suppliers from >25 countries



Distribution: >1,500 clients in 4 main markets



# Our B2C business – No 2 online wine retailer in Germany

3 platforms covering 11 European markets

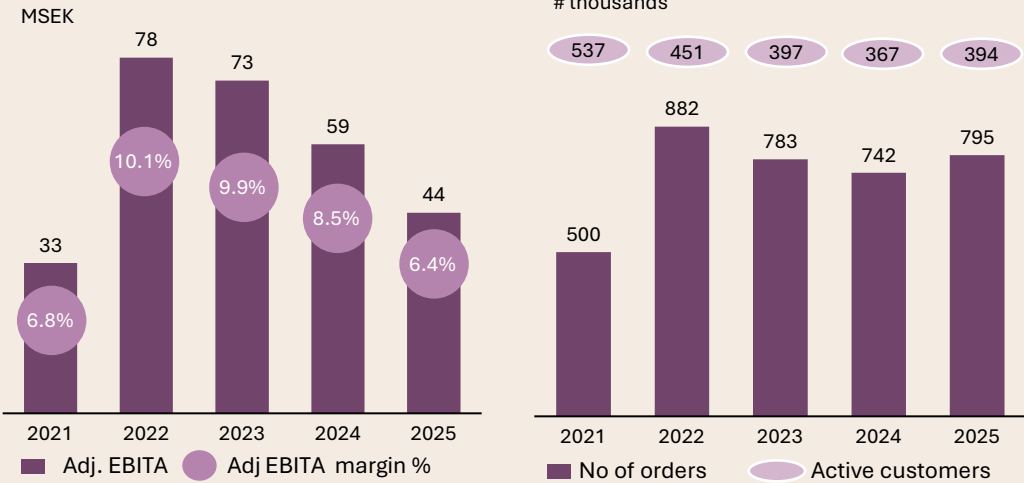


VICAMPO

weinfürst

Wine in Black  
ONLINE. PREMIUM. WINE

Profitable growth with increasing no of orders and customers



# Our growth model



## Our companies are the heroes

- Decentralized companies with an entrepreneurial spirit
- Strong local relationships with producers, customers and distributors
- Deep consumer and category understanding



## Active ownership for organic growth

- Combines entrepreneurial agility with group scale and resources
- Leverages shared capabilities, network, and expertise
- Enables scalable, long-term profitable growth



## Acquisitions to strengthen the group

- M&A as a key growth pillar and value driver
- Brings in new talent and entrepreneurial drive
- Creates synergies, efficiency gains, and stronger group performance

# M&A Strategy & criterias

## M&A strategy

- Bolt-on acquisitions with high strategic fit and direct synergies **and/or** acquisitions into certain niches to broaden the assortment or channels in the Nordic wine monopoly markets
- Potential platform acquisitions in key new geographies or markets with limited presence

## M&A criterias

Financial profile

EPS Accretive

Market position

Valuation

Strategic - & Cultural fit

## Latest acquisitions

*alpha brands*

*vinguiden.*

**D**  
DELTA WINES

## Future opportunities

*Steady deal flow*

## 2025 FY Summary

- Record high net sales and EBITA
- B2C back on growth track
- Main Market listing completed
- M&A – strategic acquisitions



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