



VIVA WINE
GROUP

Årsstämma

2026

Shaping the future of the European wine business



Viva Wine Group in brief

The group in figures

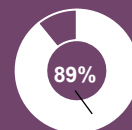
SEK 5.5bn
Net sales,
2025

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

DELTA WINES



2025 -

Nasdaq Stockholm

Nasdaq

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

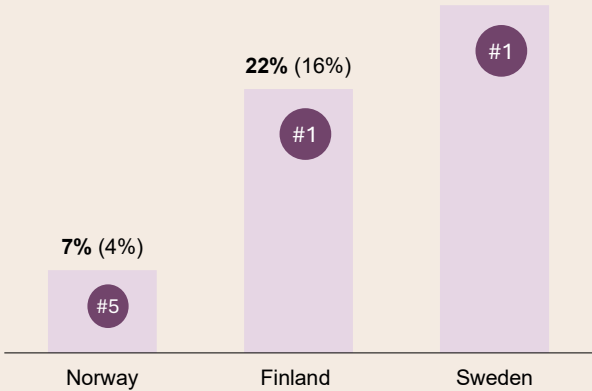
The Nordics – market leader in the monopoly market

#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



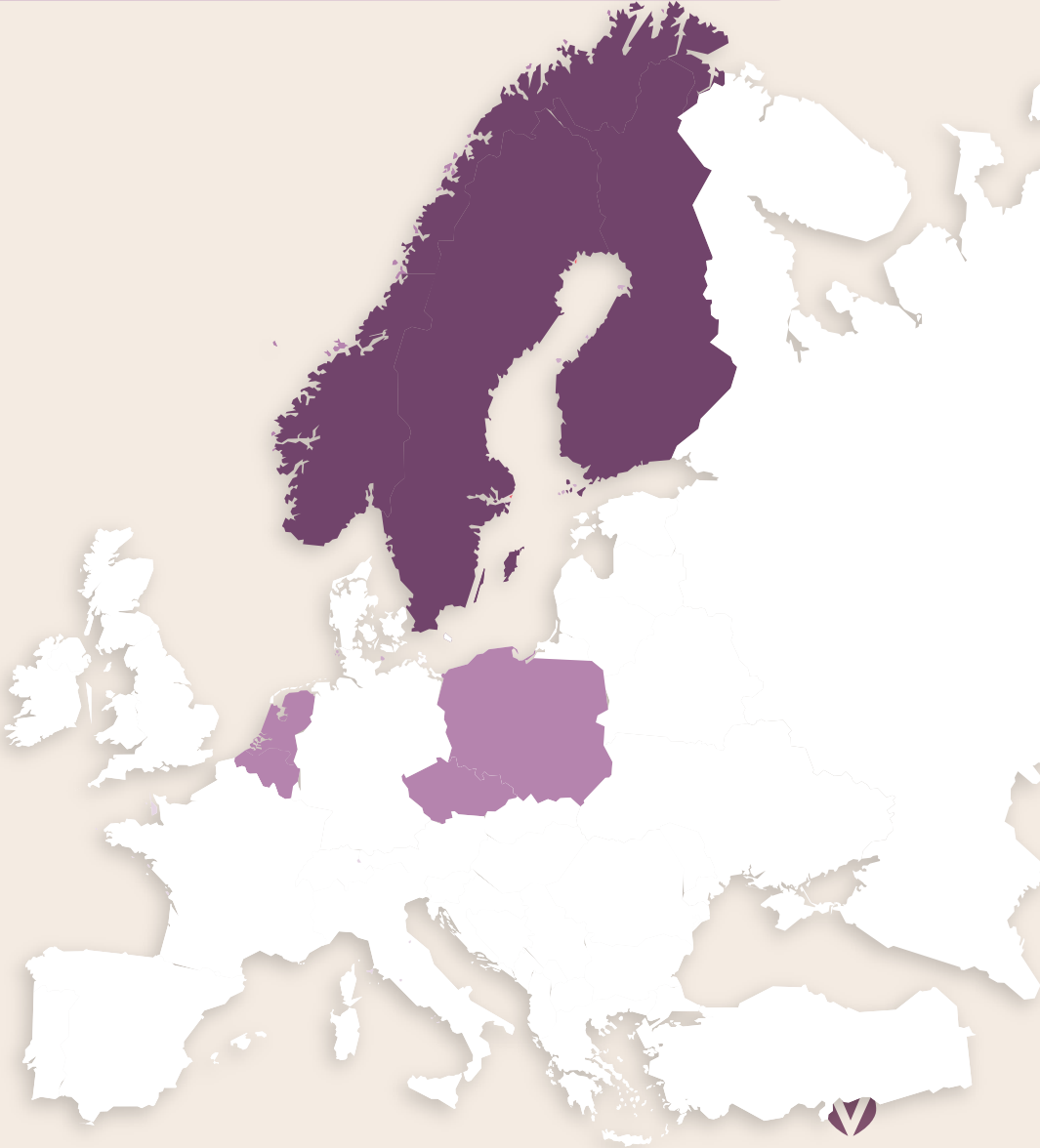
In the Netherlands
in retail and wine shops

Import: 350 suppliers from >25 countries



Distribution: >1,500 clients in 4 main markets

- Retail clients
- E-com
- Food service
- Wine shops
- Export



Our B2C business – No 2 online wine retailer in Germany

3 platforms covering 11 European markets

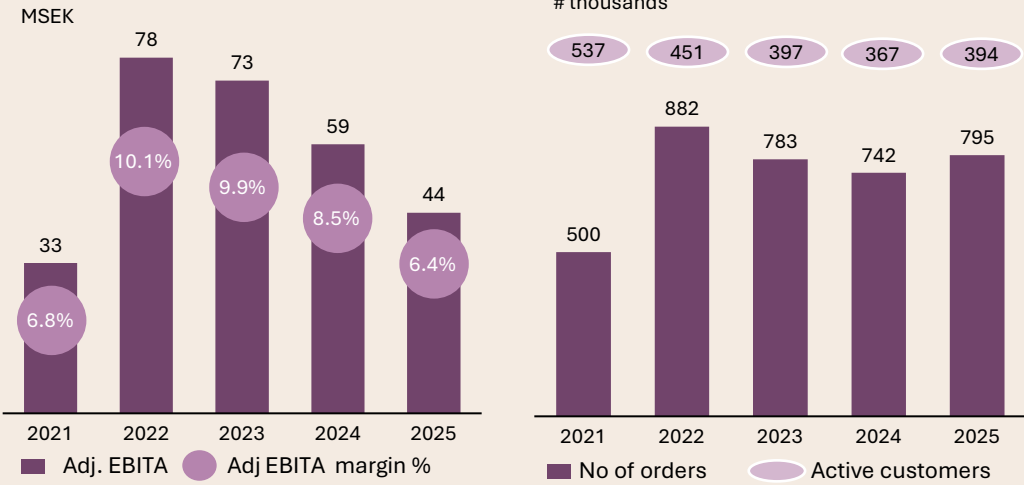


VICAMPO

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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