



Duell Corporation
Half-year 2025 Financial Report

September 2024-February 2025



A balancing act due to challenging weather conditions

Unaudited financials presented below.

December 2024-February 2025 "Q2 2025" (comparable figures in parenthesis 12/2023-2/2024):

- Net sales increased 3.9% to EUR 29.3 million (EUR 28.2 million), growth being fully organic. Net sales with comparable currencies increased 1.3%.
- Adjusted EBITA was EUR 1.1 million (EUR 1.4 million) with an adjusted EBITA margin of 3.9% (4.9%).
- Net working capital EUR 58.5 million (EUR 58.9 million).
- Cash flow from operating activities was EUR -4.6 million (EUR -4.7 million).

September 2024-February 2025 "H1 2025" (comparable figures in parenthesis 9/2023-2/2024):

- Net sales increased 4.3 % to EUR 57.5 million (EUR 55.2 million), growth being fully organic. Net sales with comparable currencies increased 2.8 %.
- Adjusted EBITA was EUR 1.8 million (EUR 1.6 million) with an adjusted EBITA margin of 3.2% (3.0%).
- Net working capital EUR 58.5 million (EUR 58.9 million).
- Cash flow from operating activities was EUR -9.4 million (EUR -11.7 million).
- Earnings per share was -0.00 EUR (EUR -0.01) (according to the number of shares at the end of the review period).

Guidance 2025 (unchanged)

Markets have somewhat stabilised, but consumer sentiment remains fragile due to uncertainties. Duell expects the demand over the next 12 months to be slightly better than the comparison period, but there may be variations between product categories. The industry in which Duell operates remains relatively fragmented, which provides long-term opportunities and favours the larger players, of which Duell is one. Therefore, our guidance for financial year 9/2024-8/2025 is, that:

- Duell expects that organic net sales with comparable currencies will be at the same level or higher than previous year.
- Duell will continue to focus on improving profitability and expects adjusted EBITA to improve from last year's level.

Medium-term financial targets (3-5 years) (Unchanged)

Growth: Net sales in the range of EUR 200-300 million in medium term, achieved through yearly growth organically and inorganically.

Profitability: adjusted EBITA margin of at least 13% in the medium-term.

Leverage: net debt to adjusted EBITDA ratio in the range of 2-3. Leverage may temporarily exceed the target range (for example, in conjunction with acquisitions).

CEO Magnus Miemois:

Our second quarter became a balancing act, and I would like to thank the whole organisation for performing well in such difficult circumstances.

Demand for snowmobile products was disappointing, due of course to the unusually warm winter and poor snow conditions in the Nordic countries. Although demand in the most northern regions was normal, and good sales progress was made, overall volumes in the snow category were down and this had a significant impact on margin development. On a positive note, our strategic focus in Central

Europe continued to deliver progress with sales growth, particularly with large e-commerce customers. All in all, we achieved 4% top-line growth also in the second quarter. The development of margins and inventory levels became a delicate balancing act given the weaker than expected demand in the snowmobile category.

From a first half-year perspective, we continue to deliver growth, and both operational efficiency and profitability are improving, so I am pleased with this development.

Key figures and ratios EUR thousand	Q2 2025 (12/2024- 2/2025)	Q2 2024 (12/2023- 2/2024)	H1 2025 (9/2024- 2/2025)	H1 2024 (9/2023- 2/2024)	FY 2024 (9/2023- 8/2024)
Net sales	29,252	28,155	57,544	55,169	124,652
Net sales growth, %	3.9	10.2	4.3	7.5	4.9
Net sales with comparable currencies, %	1.3	15.9	2.8	11.6	5.7
Gross margin	6,874	7,106	13,931	13,562	30,339
Gross margin, %	23.5	25.2	24.2	24.6	24.3
EBITDA	1,248	-551	2,058	-744	4,564
EBITDA margin, %	4.3	-2.0	3.6	-1.3	3.7
Items affecting comparability, EBITDA*	149	2,099	264	2,830	2,577
Adjusted EBITDA	1,397	1,548	2,322	2,086	7,141
Adjusted EBITDA margin, %	4.8	5.5	4.0	3.8	5.7
EBITA	999	-728	1,556	-1,185	3,628
EBITA margin, %	3.4	-2.6	2.7	-2.1	2.9
Adjusted EBITA	1,147	1,371	1,820	1,645	6,205
Adjusted EBITA margin, %	3.9	4.9	3.2	3.0	5.0
Operating profit	297	-1,422	156	-2,571	842
Operating profit margin, %	1.0	-5.1	0.3	-4.7	0.7
Earnings per share, basic, EUR*	-0.09	0,00	-0.00	-0.01	-0.004
Earnings per share, diluted, EUR*	-0.09	0,00	-0.00	-0.01	-0.004
Number of outstanding shares at the end of the period, basic**	5,160,574	1,038,546,116	5,160,574	1,038,546,116	1,036,334,706
Number of outstanding shares at the end of the period, diluted**	5,303,574	1,047,746,116	5,303,574	1,047,746,116	1,045,534,706
Investments in tangible and intangible assets excluding acquisitions	243	172	419	439	746
Net debt	29,274	29,917	29,274	29,917	19,563
Net working capital	58,503	58,897	58,503	58,897	48,323
Inventory, % of LTM*** net sales	39.5	42.7	39.5	42.7	36.1
Cash flow from operating activities	-4,565	-4,693	-9,359	-11,707	-912
Equity ratio, %	52.7	53.1	52.7	53.1	55.0

* According to the number of shares at the end of the review period

**The company does not report the average number of shares for the period due to the reverse split

***LTM = Last twelve months

Operational key figures	Q2 2025 (12/2024- 2/2025)	Q2 2024 (12/2023- 2/2024)	H1 2025 (9/2024- 2/2025)	H1 2024 (9/2023- 2/2024)	FY 2024 (9/2023- 8/2024)
Number of brands	543	564	543	564	535
Share of own brand sales, % of total	19.6	21.2	20.3	21.4	18
Share of online sales, % of total	32.7	26.4	29.0	25.4	26
Share of sales in Nordics, % of total	51.6	55.8	52.8	55.8	53
Share of sales in Central Europe, % of total	48.4	44.2	47.2	44.2	47
Full-time equivalent employees, average	206	216	206	214	215

Net sales

Duell's net sales increased 4.3% (7.5%) to EUR 57.6 million (EUR 55.2 million) for the half year period.

Net sales from Nordics amounted to 52.8% (55.8%), the Central Europe market area amounted to 47.2% (44.2%) of Duell's net sales.

The share of online channel sales of total net sales amounted to 29.0% (25.4%) for the review period.

The share of own brand sales of the total net sales amounted to 20.3% (21.4%) in the review period.

Profitability

Duell's EBITA was EUR 1.6 million (EUR -1.2 million). Adjusted EBITA increased by 10.6% to EUR 1.8 million (EUR 1.6 million). Adjusted EBITA margin increased to 3.2% (3.0%).

Financial position and cash flow

Duell's consolidated balance sheet total on February 28, 2025, was EUR 96.4 million (EUR 100.3 million). The amount of consolidated goodwill in the balance sheet was EUR 17.9 million (20.4 EUR million).

Duell's cash and cash equivalents amounted to EUR 0.2 million (EUR 0.9 million) and total interest-bearing liabilities amounted to EUR 29.6 million (EUR 30.9 million) on February 28, 2025. Total interest-bearing liabilities comprise loans from financial institutions and utilisation of Revolving Credit Facility. At the end of the review period, Duell had unused credit facility of EUR 18.8 million.

Duell's equity ratio was 52.7% (53.1%) on February 28, 2025, and the Group's return on equity was -1.7% (-9.6%).

Duell's net cash flow from operating activities in H1 2025 was EUR -9.4 million (EUR -11.7 million), an increase of EUR 2.3 million.

Duell's net debt was EUR 29.3 million on February 28, 2025, (EUR 29.9 million). Duell's net debt to adjusted EBITDA ratio for the last 12 months on February 28, 2025, was 4.0 (4.5). The conditions for the covenants were met at the end of the review period.

Investments

Duell's net cash flow used in investing activities in H1 2025 was EUR -0.4 million (EUR -6.2 million). The investments were primarily attributable capital expenditure related to Duell's ecommerce platform.

Personnel

Duell had an average of 206 (214) full-time equivalent (FTE) employees during the period, and at the end of the review period 209 (221). When calculating the average, the part-time nature of the

employment relationship has also been considered. Out of the personnel employees 142 (141) are in the Nordic countries and employees 67 (80) in Central Europe.

Risks

Market uncertainty is expected to persist in financial year 2025, with overall market situation affecting consumer confidence, which will weaken the predictability and increase business risks.

Geographical expansion and entry into new markets involves various risks that may adversely affect Duell's business and growth, such as the competitive situation in the new markets, challenges in establishing new supplier and customer relationships, lack of local brand recognition and failure to hire skilled personnel.

Sustainability

Duell continued to define and develop its CSR to comply with regulations for listed companies, to prepare the company for its obligation to comply with CSRD reporting. The company is monitoring the changes and impact to sustainability reporting in the EU Commission's new Omnibus package.

Shares and shareholders

The closing price of the share during the review period on the first day of trading, September 1, 2024, was EUR 7.02 (17.91). On the last trading day of the financial period, February 28, 2025, the closing price of the share was EUR 6.62 (6.92). The highest price quoted in the review period was EUR 9.28 (18.18) and the lowest EUR 6.56 (5.24). The average closing price of the share during the review period was EUR 7.37 (8.74) and the average daily trading volume was 4,391 (7,247) shares. The share values for the period under review and the comparative period have been calculated to reflect the number of shares after the issue to have the figures comparable.

Duell held a total of 33,800 shares on February 28, 2025 (0).

Duell's market capitalisation on February 28, 2025, was EUR 34,386,756 (35,933,696).

Shareholders

Duell had 4,070 (4,593) shareholders on February 28, 2025. The company's 100 largest shareholders are presented on the company's investor website at https://sijoittajat.duell.eu/en/share_information/shareholders

10 largest shareholders

Position	Shareholder	Shares	% of shares
1	Hc DI Holding Oy Ab	1,566,316	30.15
2	Skandinaviska Enskilda Banken Ab (publ) Helsingin Sivukonttori*	529,060	10.19
3	Sponsor Capital Oy	526,085	10.13
4	Keskinäinen Työeläkevakuutusyhtiö Varma	238,517	4.59
5	Säästöpankki Fonder	226,377	4.36
6	Danske Invest Finnish Equity Fund	141,834	2.73
7	Erikoissijoitusrahasto Aktia Mikro Markka	118,605	2.28
8	Elo Keskinäinen Työvakuutusyhtiö	108,800	2.09
9	Twin Engine Oy	100,000	1.93
10	Valjakka Juha Matti	69,113	1.33
Total	Total 10 largest owners	3,624,707	69.78

*) Nominee registered

Management team

Members of Duell's Management Team at the end of the financial period were Magnus Miemois (Chief Executive Officer), Caj Malmsten (Chief Financial Officer), Jarkko Ämmälä (Commercial Director), Jukka Smolander (Purchase Director), Heidi Markkanen (Chief Digital Officer) and Pellervo Hämäläinen (Communications and IR Manager).

Duell's HR Director and member of the Management Team Pia Hoseus left the Company in early February 2025. The company initiated a recruitment process for a successor immediately. In the interim period CFO Caj Malmsten will assume the HR Director responsibilities alongside his current duties.

Significant events during review period

Duell's HR Director and member of the Management Team Pia Hoseus left the Company in early February 2025. The company initiated a recruitment process for a successor immediately. CFO Caj Malmsten will assume the HR Director responsibilities alongside his current duties.

Duell completed change negotiations related to the efficiency programme on 16 January 2025. Duell will achieve the targeted annual cost savings of approximately EUR 1 million across the Group through the efficiency programme, of which approximately half will be achieved through personnel cost reductions and half through other efficiency measures. The total number of personnel reductions in the Duell Group is 13 positions (the original estimate of the need for a reduction was up to 20 positions). The savings from the efficiency programme will be spread over the last three quarters of the financial year starting 1 September 2024.

Significant events after review period

The company had no significant events after review period.

Webcast for investors and media

Duell will arrange a live webcast for investors and media in English on April 10, 2025, at 10.30 am EET. The webcast can be followed online through this [link](#). A presentation will be held by CEO Magnus Miemois, CFO Caj Malmsten and IR Pellervo Hämäläinen. A recording of the event will be available later the same day at <https://investors.duell.eu/>.

Financial reporting and Annual General Meetings in Financial Year 2025

During the Financial Year 2025, Duell will publish financial information as follows:

- Financial report September 2024–May 2025 (Q3 2025) on Thursday, July 3, 2025.
- Financial Statements Bulletin for the financial year 9/2024–8/2025 (Q4 2025) on Thursday, October 16, 2025.

Annual Report 2025, which includes, among other things, the Report of the Board of Directors, Company's financial statements, auditor's reports and sustainability report in the week commencing October 27, 2025.

Duell's Annual General Meeting of shareholders is scheduled for Tuesday, November 25, 2025.

The financial reviews and the annual report will be available after publication on the company's investor website at (https://investors.duell.eu/en/reports_and_presentations).

Further information

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Financial figures of H1 2025 financial report September 1, 2024-February 28, 2025

Consolidated Income Statement

	01.09.2024 - 28.2.2025	01.09.2023 - 28.2.2024	01.09.2023 - 31.8.2024
Currency: EURO			
NET SALES	57 544	55 169	124 652
Other operating income	117	144	273
Materials and services			
Materials and consumables			
Purchases during the period	-45 476	-39 488	-83 279
Change in inventories	4 623	796	-4 501
External services	-2 760	-2 915	-6 533
	-43 613	-41 607	-94 313
Personnel expenses			
Wages and salaries	-5 618	-5 170	-10 707
Social security expenses			
Pension expenses	-689	-589	-1 124
Other social expenses	-666	-712	-1 436
	-6 973	-6 471	-13 267
Depreciation and amortization	-1 902	-1 826	-3 722
Other operating expenses	-5 017	-7 979	-12 780
OPERATING PROFIT (-LOSS)	156	-2 571	842
Financial income and expenses			
Other Interest and other financial income	619	684	1 630
Interest and other financial expenses	-1 712	-2 200	-4 138
	-1 093	-1 516	-2 508
Profit before appropriations and taxes	-937	-4 087	-1 666
Income taxes	68	-250	-959

PROFIT (-LOSS) FOR THE FINANCIAL YEAR	-869	-4 336	-2 626
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Consolidated Balance Sheet

Currency: EURO	28.2.2025	28.2.2024	31.8.2024
ASSETS			
NON-CURRENT ASSETS			
Immaterial rights	131	357	208
Goodwill	17 862	20 403	19 138
Other intangible assets	2 496	588	1 023
Assets under construction	293	2 107	1 735
Intangible assets total	20 781	23 455	22 105
Machinery and equipment	680	788	695
Tangible assets total	680	788	695
TOTAL NON-CURRENT ASSETS	21 461	24 243	22 799
CURRENT ASSETS			
Inventories	47 781	50 990	43 291
Advance payments	2 380	1 397	1 708
Inventories total	50 161	52 387	44 999
Other long-term receivables	217	163	165
Total long-term receivables	217	163	165
Trade receivables	21 776	21 344	14 445
Other receivables	804	232	1 002
Prepaid expenses and accrued income	1 693	1 066	1 224
Total short-term receivables	24 272	22 642	16 672
Cash and bank	240	872	9 288
TOTAL CURRENT ASSETS	74 891	76 064	71 123
TOTAL ASSETS	96 352	100 307	93 923

Currency: EURO	28.2.2025	28.2.2024	31.8.2024
EQUITY AND LIABILITIES			
EQUITY			
Share capital	80	80	80
Reserve for invested unrestricted equity	52 797	53 047	52 980
Retained earnings	-1 190	4 486	1 214
Profit (-loss) for the financial year	-869	-4 336	-2 626
TOTAL EQUITY	50 818	53 277	51 648
NON-CURRENT LIABILITIES			

Loans from financial institutions	23 997	27 491	25 552
Other non-interest bearing liabilities	89	109	95
Total non-current liabilities	24 086	27 600	25 647
CURRENT LIABILITIES			
Loans from financial institutions	5 517	3 298	3 298
Trade payables	9 680	10 911	7 601
Other current liabilities	2 923	2 130	2 720
Accrued expenses and deferred income	3 327	3 091	3 008
Total current liabilities	21 447	19 430	16 627
TOTAL LIABILITIES	45 533	47 030	42 275
TOTAL EQUITY AND LIABILITIES	96 352	100 307	93 923

Consolidated Cash Flow Statement

	28.2.2025	28.2.2024	31.8.2024
Cash flow from operating activities			
EBIT	156	-2 571	842
Depreciations and amortizations	1 902	1 826	3 722
Other income and expenses, without cash impact	342	115	-1 077
Changes in working capital	-10 344	-9 207	-1 369
Financial expenses and income	-1 306	-1 472	-2 672
Income taxes	-108	-398	-358
Net cash flow from operating activities	-9 359	-11 707	-912
Cash flow from investing activities			
Investments of intangible and tangible assets	-419	-439	-746
Acquired shares in subsidiaries	0	-5 718	-5 718
Net cash flow from investing activities	-419	-6 157	-6 464
Cash flow from financing activities			
Withdrawals of long-term loans	0	0	0
Repayment of non-current debt	-1 649	-4 149	-5 798
Credit limit change	2 219	-387	-601
Share issue and buy-back	-182	20 160	20 093
Net cash flow from financing activities	388	15 624	13 694
Unrealized exchange and currency translation differences	342	726	585
Cash and cash equivalents at the beginning of the financial year	9 288	2 386	2 386
Changes in cash and cash equivalents	-9 048	-1 514	6 902
Cash and cash equivalents at the end of the financial year	240	872	9 288

Consolidated Statement of Changes in Equity

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	Share Capital	Reserve for invested unrestricted equity	Retained earnings excl. Translation differences	Translation differences	Retained Earnings total	Total
Equity 1.9.2024	80	52 980	1 766	-551	-1 411	51 648
Change in translation difference				201	201	201
Repurchase of own shares		-182			0	-182
Correction to Retained Earnings			20		20	20
Profit (loss) for the period					-869	-869
Equity 28.2.2025	80	52 798	1 786	-350	-2 059	50 818
Equity 1.9.2023	80	32 888	4 890	-973	3 916	36 884
Change in translation difference		-1		434	434	433
Increase Share Capital					0	0
Share issue		20 160			0	20 160
Correction to Retained Earnings			136		136	136
Profit (loss) for the period			-4 336		-4 336	-4 336
Equity 28.2.2024	80,0	53 047	690	-539	150	53 277
Equity 1.9.2023	80	32 888	4 890	-973	3 917	36 884
Change in translation difference		-1		422	422	421
Increase Share Capital					0	0
Share issue		20 093			0	20 093
Correction to Retained Earnings					0	
Change in accounting principles			-3 186		-3 186	-3 186
Other			62		62	62
Profit (loss) for the period					-2 626	-2 626
Equity 31.8.2024	80	52 980	1 766	-551	-1 411	51 648

Collaterals and off-balance sheet commitments

	2025 H1	2024 H1
Loans and other liabilities pledged with collaterals		
Loans from financial institutions	27 295	30 789
Credit limits	21 000	21 000
whereof used	2 219	214
Import letter of credit	500	500
whereof used	0	0
Other collaterals	618	619
whereof used	300	302
The covenants for financial institutions loans relate to leverage and gearing ratio.		
Given Collateral		
Corporate mortgage	120 640	120 640
Rental commitments		
Current rental commitments	2 574	2 547
Non-current rental commitments	12 573	10 942
Total	15 147	13 488
Lease commitments		

Current leasing commitments	328	220
Non-current leasing commitments	359	206
Total	686	426
Rental obligations relate to rental of premises and lease obligations relate to rental of machinery and equipment.		
Derivatives		
Fair value of interest hedging	0	15
Target value of interest hedging	0	3 879

Duell Corporation (Duell) is an import and wholesale company based in Mustasaari, Finland, established in 1983. Duell imports, manufactures, and sells products through an extensive distribution network in Europe covering approximately 8,500 dealers. The range of products includes over 130,000 items under more than 500 brands. The assortment covers spare parts and accessories for Motorcycling, Bicycling, ATVs/UTVs, Snowmobiling, Marine and Garden/Forest categories. Logistics centres are in Finland, Sweden, Netherlands, France, and the UK. Duell's net sales in 2024 was EUR 125 million and it employs over 200 people. Duell's shares are listed on the Nasdaq First North Growth Market Finland marketplace. www.duell.eu.