



Leverandør til Det Kgl. Danske Hof

Toms Gruppen A/S

24-04-2023

Toms continues growth and advances sustainability efforts

Toms Group continued its positive financial development from 2021 in 2022 with growth of 11%, driven by growth in important markets. With strict cost management, the operating profit before special items (EBIT) reaches DKK 99 million. DKK in 2022 against a result of DKK 80 million. DKK in 2021.

The launch of Toms Group's Toms26 strategy marked in 2022 the start of a transformational journey with a strong focus on profitable growth and competitiveness as well as clear ambitions for and commitment to sustainability. In 2022, Toms Group delivered a solid start to this transformation journey with growth from, in particular, a strengthened position on the Swedish market, the export markets and the return of Travel Retail after Corona shutdowns.

In addition to a continued strengthening of financial results, Toms Group delivered significant progress in its sustainability efforts, which were formally fully integrated into Toms Gruppen's business strategy in 2022. Among the results are Toms Group's power purchase agreements (PPA) with Better Energy on the establishment of solar power plants in both Denmark and Poland - as well as a reduction of greenhouse gas emissions from own production of 19%.

"We are pleased to be able to present improved financial results again this year and at the same time deliver the sustainable progress we have achieved in 2022," Annette Zeipel, CEO of Toms Group says, and continues:

"Our Toms26 strategy and our common purpose "We bring smiles to life - for everyone" unite and guide us to act with focus, creativity, and care. We are convinced that we will continue to grow and improve Toms together, and at the same time strengthen our competitiveness and build on our established foundation for a sustainable future," says Annette Zeipel and adds:

"Toms Group delivered great results for 2022 thanks to an impressive effort from our employees across the group. All this could not have been done without hard work and great commitment. Our cultural strengths and diversities - as well as the collaboration across Toms - are important assets. We will hold on to these qualities on our continued journey together."



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Successful rebranding and relaunch

In line with the company's Toms26 strategy, Toms Group also launched a number of new and exciting products in key markets in 2022, including the successful rebranding and relaunch of Toms Guld Barre and the introduction of the new Anthon Berg heart-shaped gift box.

"In order to get back to *Guld Barre's* soul, we chose to develop a new portfolio strategy, where we brought the iconic chocolate back in its original form and with the well-known flavors. In addition, we created the new position 'Small moments are worth their weight in gold'. The relaunch has played a decisive role in terms of creating interest in the brand among new and younger target groups," says Annette Zeipel.

Likewise, the launch of Anthon Berg's Heart-shaped Gold Box is a good example of how new, relevant formats drive value and penetration in the gift box segment.

"We will continue this way to drive the development of the category and thereby strengthen our market position and create value for our customers," says Annette Zeipel.

The expectations for 2023

2023 will be another challenging year with changes in consumer behaviour, the retail landscape and in the world around us.

"We are very aware of cost inflation, changes in the retail market and consumer behavior – and we are preparing for another year or maybe two, which will be more challenging than 2022. We will adapt to these changes, as we in the last few years have proved that we can – and at the same time we will continue to build on our established foundation for profitable and sustainable growth," Annette Zeipel concludes.

