

# Thule Group at Danske Bank Outdoor Seminar

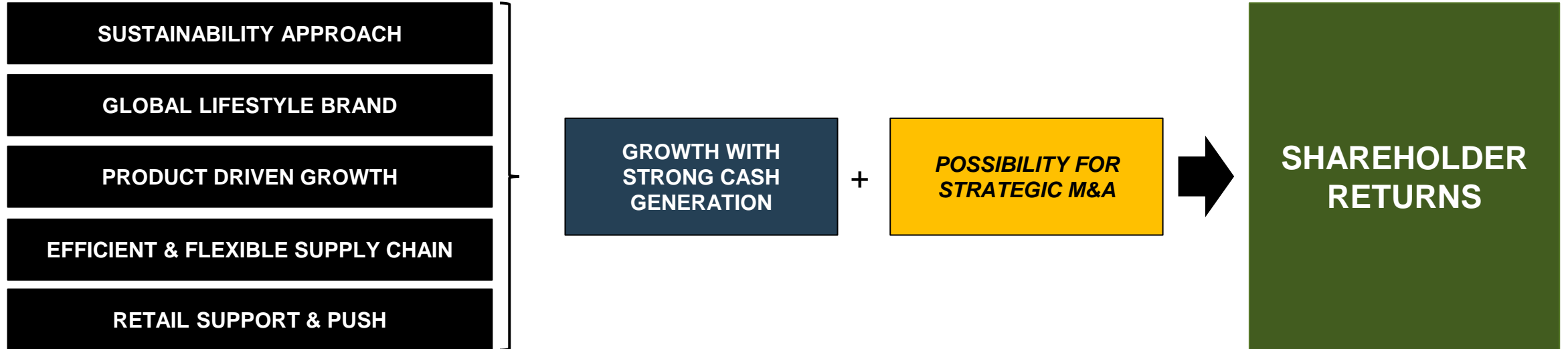
2021-09-01



**Thule Group»**



# Thule Group: A lifestyle company focused on sustainable profitable growth



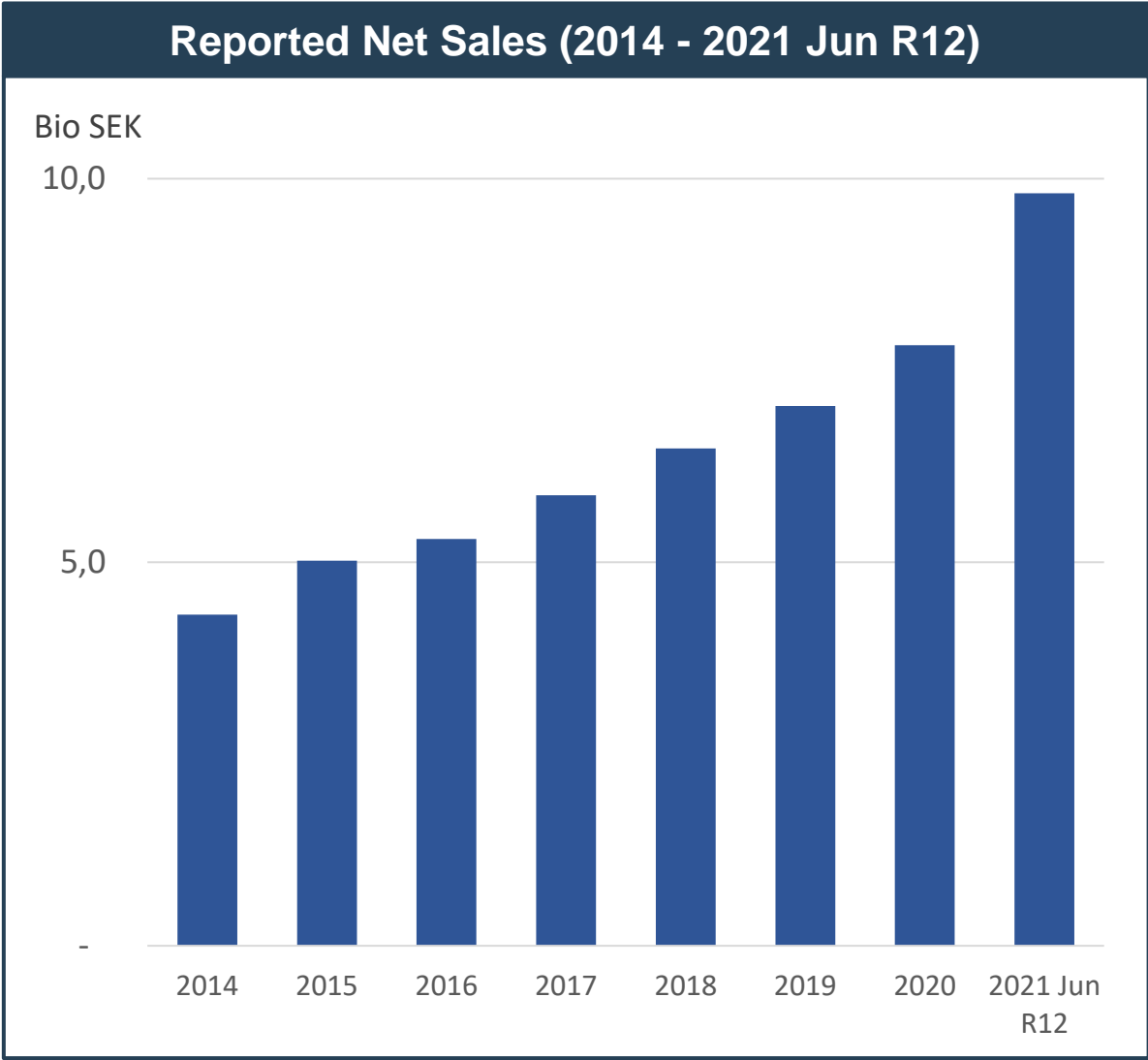


# Questions raised by Danske Bank specifically for this Outdoor Seminarium

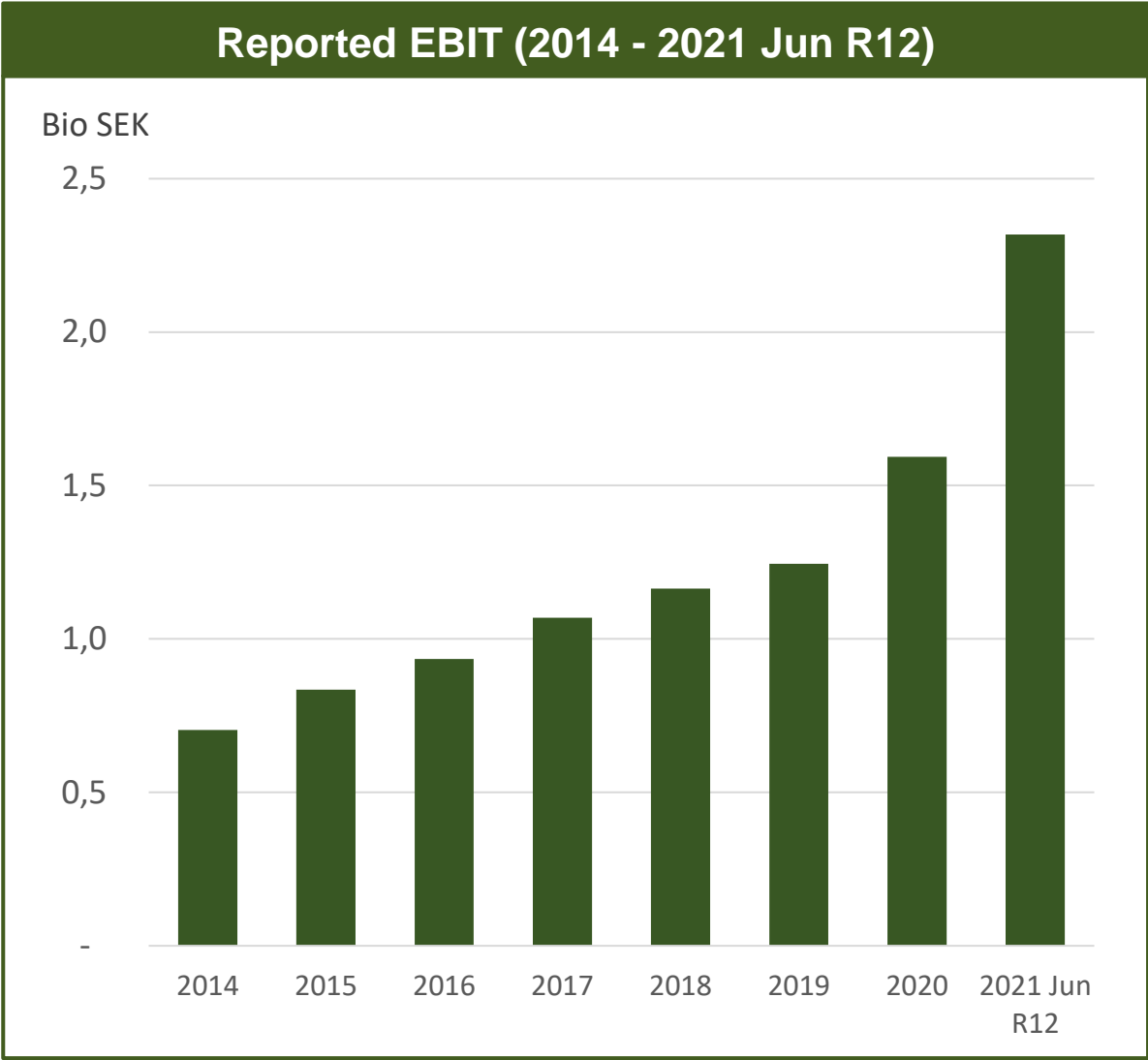
- *How much of your revenues relate to Outdoor activities?*
- *How do you believe the Covid-pandemic and its consequences have affected demand short-term as well as structurally with a longer time horizon?*
- *Do the current trends pose new opportunities and/or challenges for you as a company?*



# Thule Group: Continuous growth since IPO aided by several macro trends



*Note: Remaining Business Segments. Growth including smaller acquisitions.*





# Share of Sales 2020 by Region and Product Category





# Thule Group: 100% of revenue from products for active life (Outdoor&Urban)





# Active life is not just hard-core adventure in the great outdoors





# Trends that were strong pre-pandemic will continue in the "new normal"





# Global brands with quality & sustainability stamp will continue to thrive





Q&A







ACTIVE LIFE, SIMPLIFIED.

*Some statements herein are forward-looking and the actual outcome could be materially different.*

*In addition to the factors explicitly commented upon, the actual outcome could be materially and adversely affected by other factors such as the effect of force majeure, economic conditions, exchange-rate and interest-rate movements, political risks, the impact of competing products and their pricing, product development, commercialization and technological difficulties, supply disturbances, and major customer credit losses.*