

Welcome!

HARVIA

Agenda for today



Matias Järnefelt, CEO

- Highlights of Q1/2025 business and financial performance
- Strategy implementation



Ari Vesterinen, CFO

• Financial performance details in Q1/2025

Growth in all regions

- Revenue up 22.7% to EUR 52.0 million. Organic growth at 14.1%.
- Strongest momentum in North America while all regions contributed to growth.
- All product groups grew except spare parts and services.
- Steam product sales boosted by the ThermaSol acquisition (2024).

Strong profitability and cash flow

- Adjusted operating profit EUR 11.9 million, representing 22.9% of revenue.
- Strong operational performance across regions.
- North American profitability supported by fewer campaign-driven sales and continued progress in ThermaSol integration.
- Solid cash conversion at 73.7%.

Long-term growth drivers remain strong despite increased uncertainty in the short-term

- Short-term uncertainty increased in global economy and trade policies but had only a small impact on the global sauna market and Harvia's performance in Q1.
- The high unpredictability and speed of changes can pose occasional challenges. However, Harvia is well-positioned and has good ability to react to changes in the operating environment.
- Long-term sauna market outlook remains strong and Harvia is well-placed to drive both organic and inorganic growth as the clear market leader.

Q1 2025 key figures



Revenue

52.0

(42.4) EUR million

+22.7%

YoY growth

Organic revenue growth: 14.1%

Growth at comparable exchange rates: 21.4%

Adjusted operating profit

11.9

(10.1) EUR million

22.9%

(23.8%) of net sales

Adjusted operating profit growth: 18.1%

Operating free cash flow

10.2

(11.1) EUR million

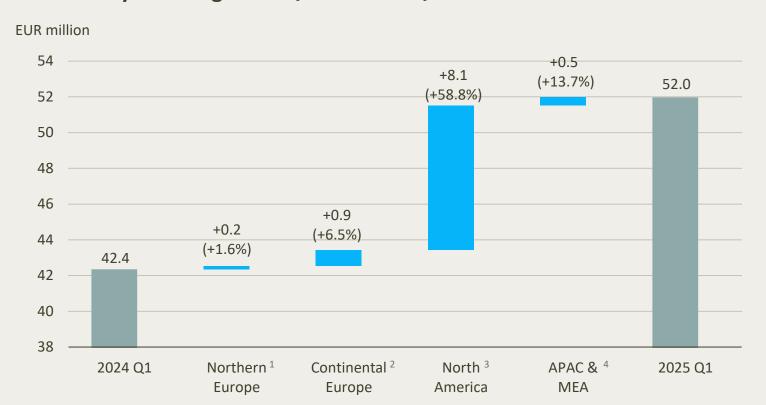
73.7%

(95.0%) cash conversion

Q1 2025: Growth in all regions



Revenue by sales region 1-3/2024 vs 1-3/2025



- Total revenue grew by 22.7% to EUR 52.0 million in Q1/2025. This is a new record for Harvia's quarterly revenue.
- Revenue increased in all sales regions, but the total revenue growth was driven primarily by the very significant growth in North America.

¹⁾ Finland, Sweden, Denmark, Norway, Iceland, Estonia, Latvia, Lithuania

²⁾ Europe excluding countries specified as Northern Europe

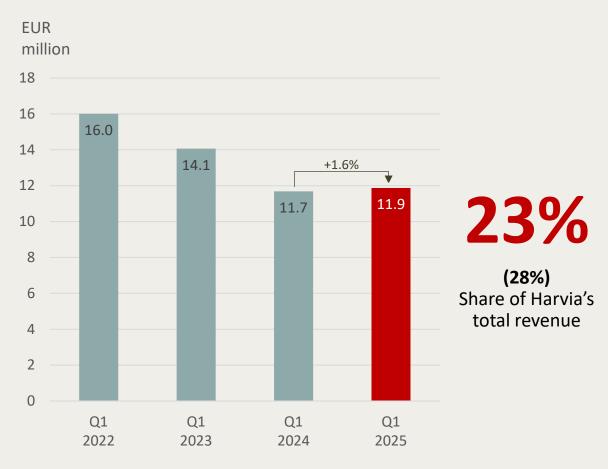
³⁾ The United States and Canada

⁴⁾ The region Asia-Pacific, Middle East, Africa, and all other countries excluding above



Northern Europe: Slight growth achieved despite subdued market conditions

Q1 revenue in Northern Europe, 2022–2025



- Revenue increased by 1.6% to EUR 11.9 million in Q1.
- Market in Finland has remained challenging due to weakness in consumer confidence, construction and property market.
- Positive performance especially in the Baltic countries and Scandinavia as well as in woodburning heaters.

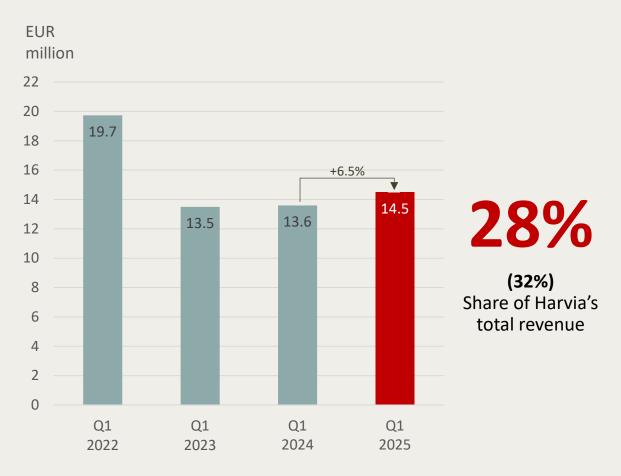


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Continental Europe: Gradual positive development continued

Q1 revenue in Continental Europe, 2022–2025



- Revenue grew by 6.5% to EUR 14.5 million in Q1.
- Gradual sales recovery continued since late 2023.
- Despite the positive development, Continental Europe still clearly below 2022 sales levels.

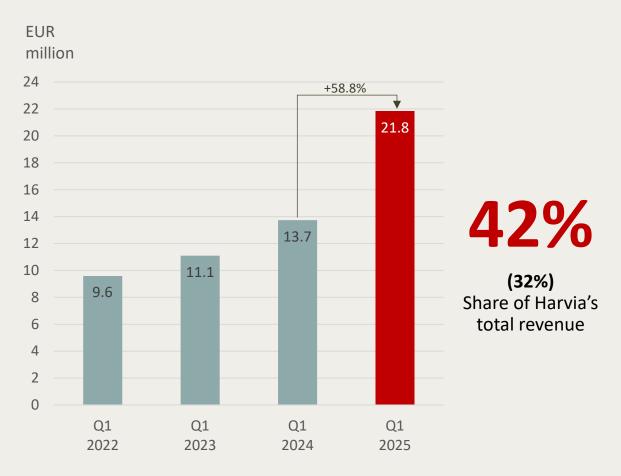


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North America: Strong organic and inorganic growth during the high-demand winter season

Q4 revenue in North America, 2022–2025



- Revenue grew by 58.8% to EUR 21.8 million in Q1.
- **Strong market demand** continued as the high-demand winter season progressed. **Sales driven less by promotions** compared to Q4/2024, which supported profitability.
- ThermaSol integration progressed with positive developments in sales and profitability.



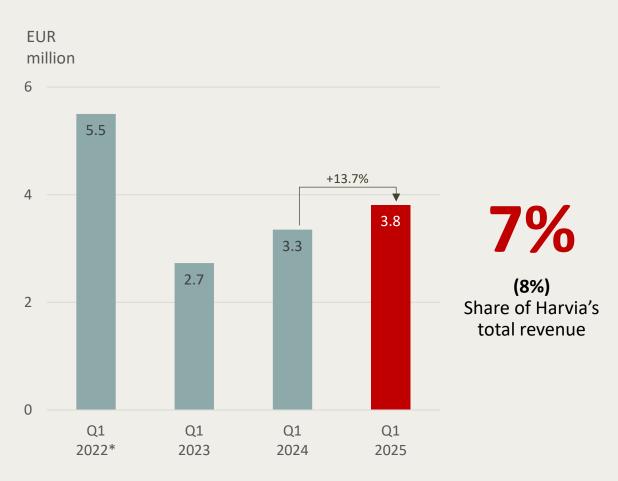
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APAC & MEA:

HARVIA

Continuing growth and work to secure future performance

Q4 revenue in APAC & MEA, 2022-2025



- Revenue grew by 13.7% to EUR 3.8 million in Q1.
- Revenue growth slower than in Q4/2024 due to fluctuations from individual large deliveries and project sales in our smallest region.
- **Systematic efforts continue** to drive profitable growth in the strategically most important countries within the region.

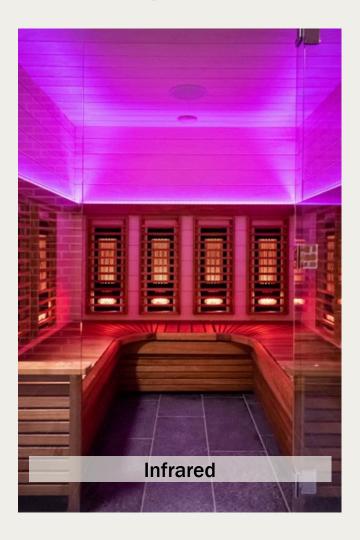


* Revenue from Russia was EUR 1.2 million in Q1/2022. Harvia did not had any revenue from Russia in Q1/2023 or afterwards, since the company exited the market completely.



Harvia offers products and solutions for all sauna types and cultures, for both private and professional customers



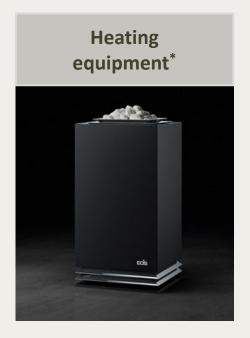




Heating equipment continues as the largest product group, share of Steam products boosted by ThermaSol acquisition

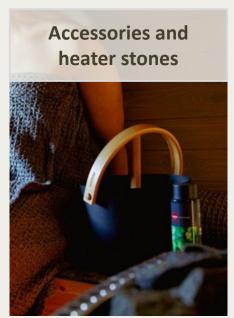


Share of Group's total revenue in Q1 2025











53% (57%)

25% (26%)

9% (2%)

7% (7%)

6% (8%)

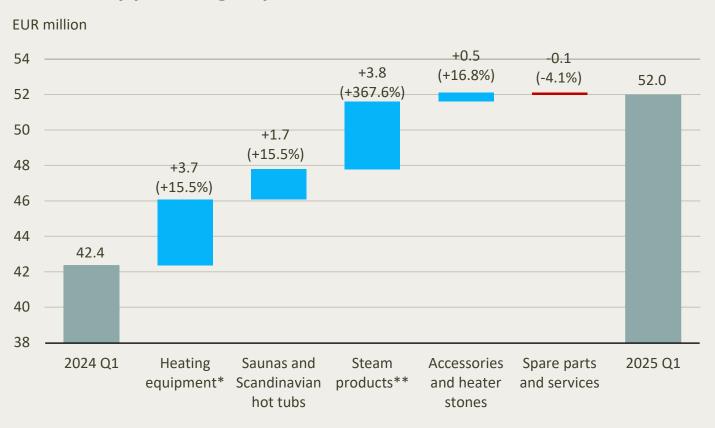
^{*}Sauna heaters, control units, IR components

^{**}Including steam generators and other steam equipment Note: Figures may not add up to 100% due to rounding Copyright © 2025 Harvia Plc



Q1 2025: Growth in all product categories except spare parts and services

Revenue by product group 1–3/2024 vs 1–3/2025



- Strong overall revenue development was supported by broad-based growth across product groups during Q1.
- The high growth in steam products was driven by the acquisition of ThermaSol in July 2024.

^{*} Sauna heaters, control units, IR components

^{**} Including steam generators and other steam equipment



Harvia's strategic role: Shaping the global sauna market so that everyone has a reason to experience sauna

Four strategic focus areas

WHAT

Delivering

the full sauna experience

WHERE

Winning
in strategically important
markets

TO WHOM

Leading in key channels

HOW

Best-in-class operations & great people



Executing strategic focus areas in Q1 2025

Deliveringthe full sauna experience

- Nordic/traditional saunas: Strong growth continued in both equipment and sauna cabins.
- Steam and premium: ThermaSol leveraged especially in North America.
- Innovation pipeline strong, positive traction in the market for recent product launches, especially the woodburning Cilindro heater.

Winning

in strategically important markets

- North America: Strong performance across product groups.
- APAC & MEA: Systematic work continues to deliver long-term growth.
- **Continental Europe**: Performance improving gradually in many markets.
- Northern Europe: Good results in Scandinavia and Baltic countries.

Leading in key channels

- Overall, strong performance in the main channels.
- ThermaSol brand refreshed to build further excitement for our Steam and high-end product offering.
- Updated almostheaven.com website launched to make buying experience even better.

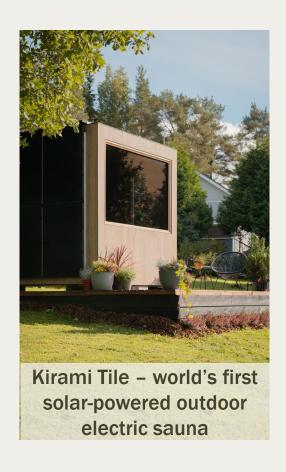
Best-in-class operations & great people

- Ongoing investments across production facilities, including layout improvements and new machinery.
- Investments in **Group IT** infrastructure to support growth and operational efficiency.
- ThermaSol integration progressed; North American organization operating effectively as one Harvia team.



Harvia has lately introduced several new exciting products with good response and traction in the market





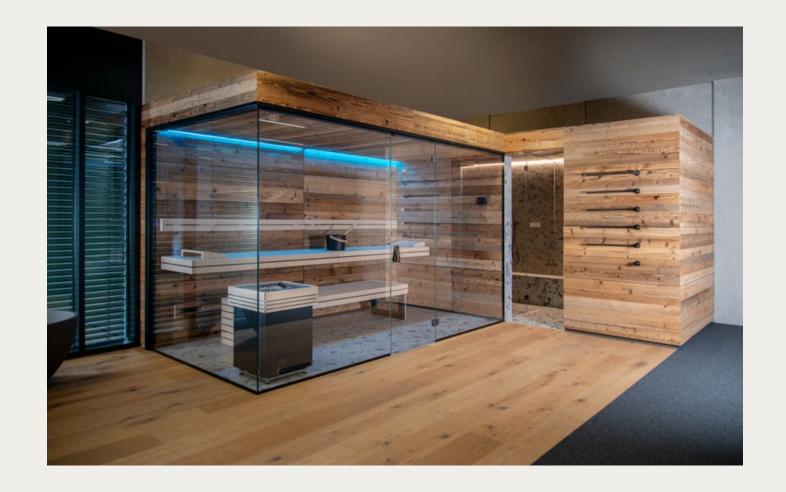






Financials

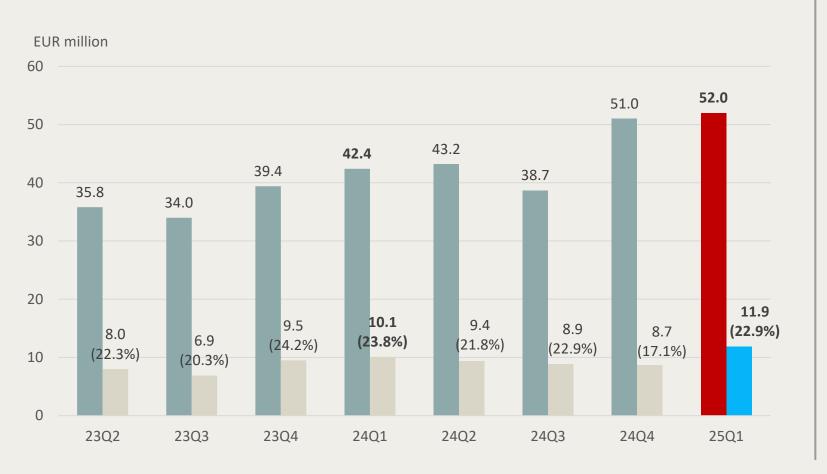
Ari Vesterinen, CFO





Second consecutive all-time high sales quarter with strong profitability

Revenue and adjusted operating profit



- Harvia's sales reached the second consecutive all-time high quarter in Q1.
- After weaker Q4, Harvia's adjusted operating profit was again strong in Q1.
- Historically, market seasonality has had some positive impacts on sales during winter months.



Harvia's key figures in the review period

| EUR million | 1-3/2025 | 1-3/2024 | Change | 1-12/2024 |
|---|----------|----------|--------|-----------|
| Revenue | 52.0 | 42.4 | 22.7% | 175.2 |
| Adjusted EBITDA* | 13.8 | 11.7 | 18.2% | 44.1 |
| % of revenue | 26.6% | 27.6% | | 25.2% |
| Adjusted operating profit* | 11.9 | 10.1 | 18.1% | 37.1 |
| % of revenue | 22.9% | 23.8% | | 21.2% |
| Basic EPS (EUR) | 0.45 | 0.40 | 11.9% | 1.30 |
| Operating free cash flow | 10.2 | 11.1 | -8.4% | 35.0 |
| Investments in tangible and intangible assets | -2.0 | -2.2 | -9.0% | -6.1 |
| Net debt | 51.1 | 26.5 | 93.0% | 57.2 |
| Leverage | 1.1 | 0.6 | | 1.3 |
| Net working capital | 46.7 | 34.9 | 33.9% | 45.0 |
| Adjusted return on capital employed (ROCE) | 48.4% | 47.1% | | 45.5% |
| Equity ratio | 47.7% | 52.4% | | 47.2% |
| Number of employees at end of period | 728** | 625 | 16.5% | 696** |

^{*}Adjusted by items affecting comparability related mainly to acquisitions, divestments of subsidiaries and restructuring.

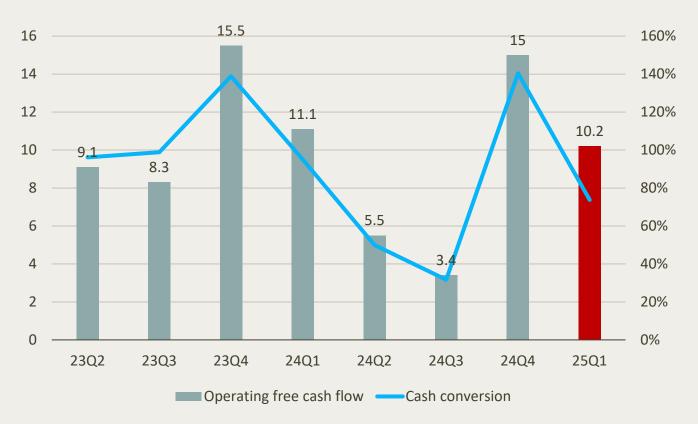
^{**}Includes the personnel of ThermaSol Steam Bath LLC, totaling 36 employees on 31 March 2025.



Good operating free cash flow and cash conversion in Q1

Operating free cash flow and cash conversion*

EUR million



^{*} Cash conversion defined as operating free cash flow divided by adjusted EBITDA

- In the review period, Harvia's operating free cash flow was EUR 10.2 million (11.1) and cash conversion was 73.7% (95.0%).
- Cash conversion was at good level small increase in net working capital resulting from increased revenue, but no major developments in, for example, inventories.



Continuing decline in net debt after Q3 increase due to the ThermaSol acquisition

Net debt and leverage

EUR million



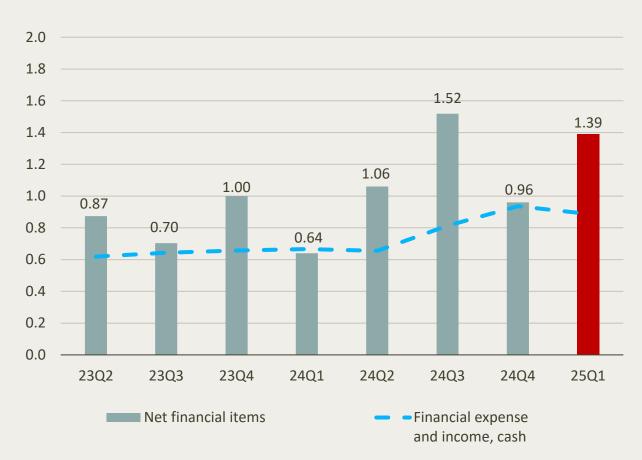
- At the end of March 2025, the company's net debt amounted to EUR 51.1 million (26.5). Loans from credit institutions were EUR 95.4 million (75.4) and lease liabilities were EUR 8.5 million (2.6). Cash and cash equivalents were EUR 52.8 million (51.5).
- Leverage was 1.1 (0.6). The acquisition of ThermaSol increased the net debt and leverage in Q3/2024. However, the leverage stayed still well below the company's long-term financial target of under 2.5.



Net financial items increased due to ThermaSol acquisition and exchange rate changes

Net financial items





- The rise in financial expenses in Q1 is attributable to the ThermaSol acquisition in Q3/2024 and exchange rate losses resulting from recent USD fluctuations.
- Harvia has two interest rate swap agreements. A significant portion of the fluctuation in net financial items is typically due to changes in the fair value of the swaps. These changes in fair value have no cash flow impact.

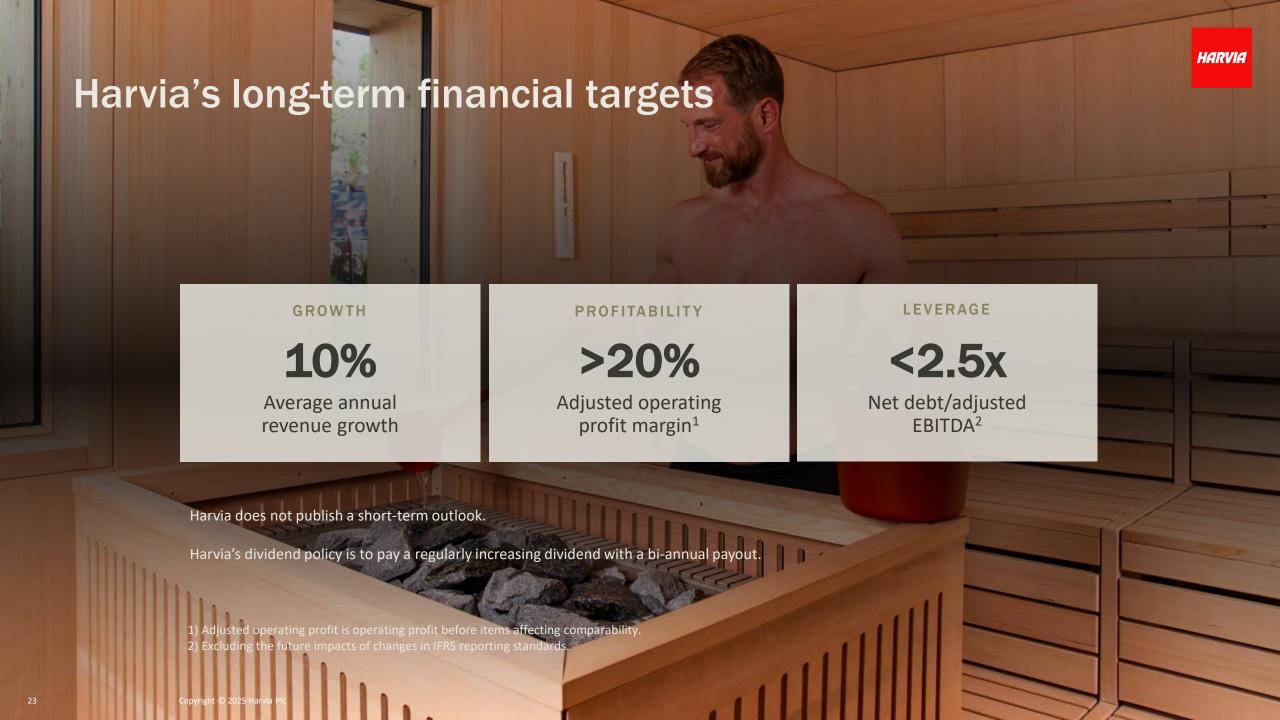


Several investments during Q1 to support long-term success

Investments in tangible and intangible assets



- During the review period, Harvia made several investments in its production facilities and equipment as well as IT systems.
- In the next 2 years, investments are planned especially in North America but also related to e.g. the Group IT landscape.



Distribution of dividend





- The Annual General Meeting held on 8 April 2025 approved the Board of Directors' proposal that **EUR 0.75 per share** be paid as dividend and that the remainder of the distributable funds be transferred to shareholders' equity.
- The dividend is paid in two installments.
- The first installment, EUR 0.38 per share, was paid on 17 April 2025 to shareholders who were registered in the shareholders' register maintained by Euroclear Finland Ltd on the record date of the dividend of 10 April 2025.
- The second installment, EUR 0.37 per share, will be paid in October 2025.

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2025 marks the 75th anniversary for Harvia

Throughout the year, Harvia will host events and activities, including webinars, podcasts, and open house events, to share its expertise and express gratitude to its global community.

Follow Harvia's 75th anniversary events and activities at harvia.com/en/harvia-75-years.





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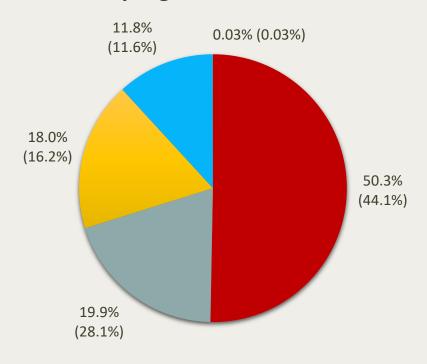
Appendix



Harvia's shareholders (31 March 2025)

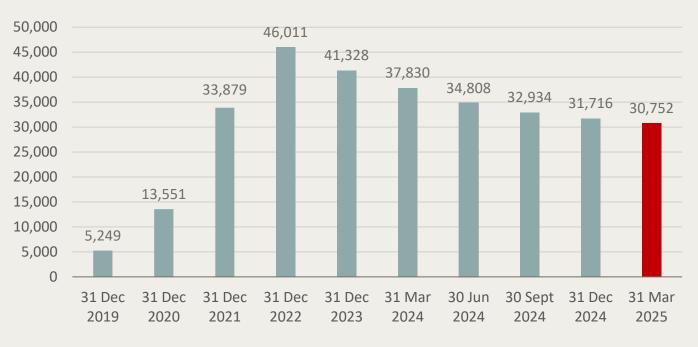


Distribution by segment



- Nominee registered and outside Finland
- Households
- Corporations
- Banks and insurance companies
- Harvia Plc's own shares

Number of shareholders



- On 31 March 2025, the number of shareholders totaled 30,752 (including nominee registers).
- Harvia held a total of 5,355 own shares. The shares correspond to 0.03% of the total number of shares.
- The shareholding of the Board of Directors, management and personnel was 3.4%.
- The market value of Harvia's share capital on 31 March 2024 was EUR 816.9 million (716.4).

