



ahlsell

Makes it easier to be professional

Investor presentation Q3 2018

London and Edinburgh Roadshow with DNB Markets



Introduction

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At a glance

Ahlsell is the Nordic market leading distributor of installation products within HVAC, Electrical and Tools & Supplies

- Annual sales: 30 281MSEK*
- E-commerce represents ~28% of sales*

For more than 140 years, Ahlsell has continuously developed and broadened its product offer to a diversified and loyal customer base

- >100 000 customers
- >1 000 000 articles of which 190 000 SKU's

The unique business model in combination with a decentralised structure generates stable cash flow and profitable growth – both organic and acquired

- EBITA margin: 8,5%*

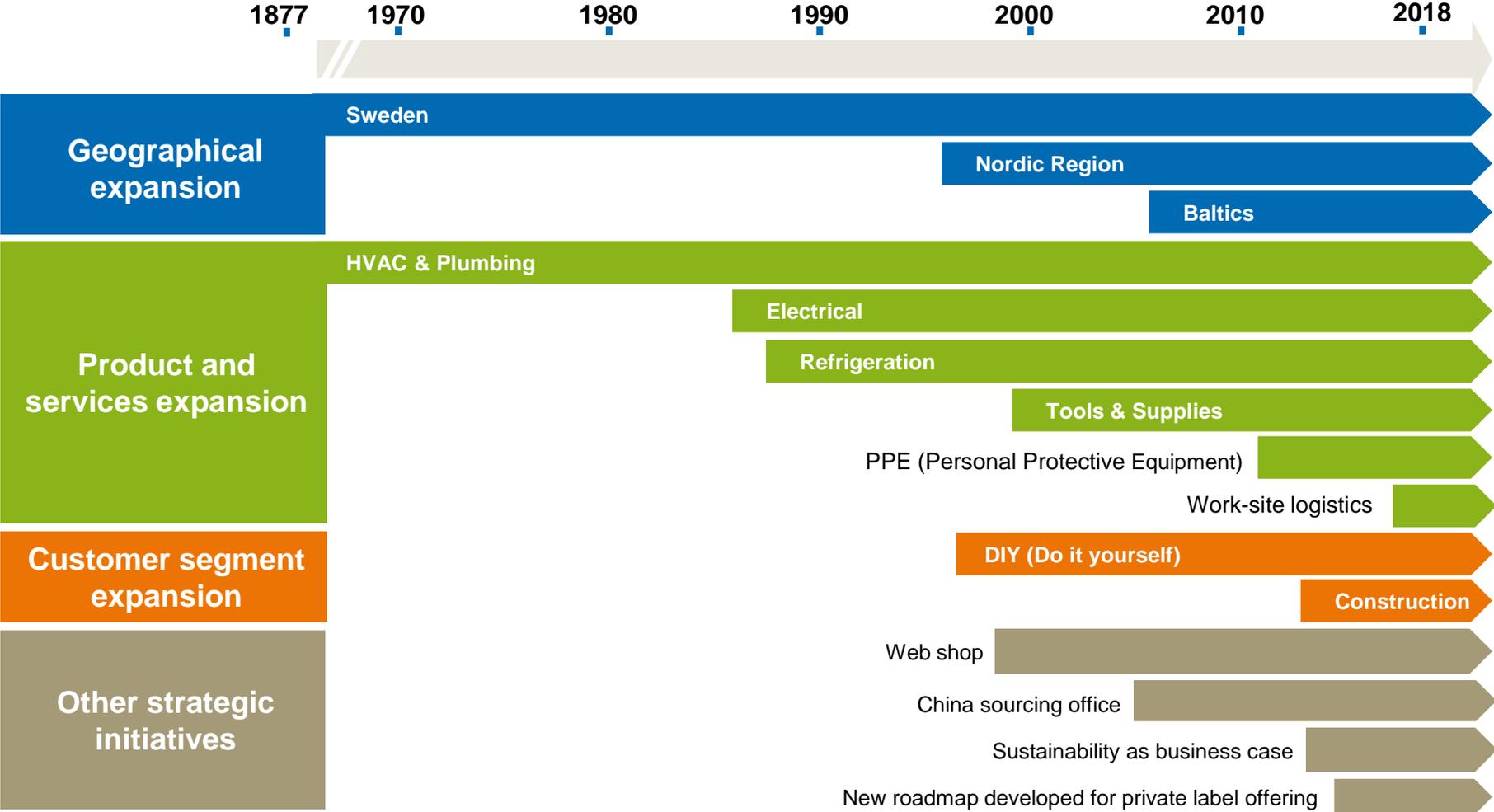
With 5,800 employees, more than 230 branches and three central warehouses, we constantly fulfil our customer promise:

Ahlsell makes it easier to be professional.



* RTM = Rolling twelve months Q3 2018
SKU = Stock Keeping Unit

A strong success story... and the journey continues



Leading Nordic distributor in three product segments

45% HVAC & Plumbing



28% Electrical



27% Tools & Supplies



Assortment >1.000.000 articles and 190.000 SKUs

Successful one-stop-shop for professionals

One-stop-shop



Strong sales force
~ 3 900 sales people (of 5 800)



For the customer: Unique distribution capacity

- The broadest product offering in the Nordics
- Strong local presence with specialist sales force
- Accurate next morning delivery
- Optimisation of transports
- Value-added delivery
- Lowering total cost



Fragmented and loyal customer base

More than 100 000 active customers

80%
of sales derive from
customer
relationships
longer than
5 years



SME customers
contribute to
45% of sales

Top 10
customers account for
6%
of sales

Ahlsell lowers the total cost for the customer



| Total cost for the customer | | Ahlsell value proposition |
|-------------------------------------|----------------------|--|
| Product price | <i>Direct cost</i> | Quality products at right prices |
| Transaction cost | <i>Indirect cost</i> | Assortment and processes makes One order - One delivery, One invoice possible |
| Cost of inadequate expertise | <i>Indirect cost</i> | Advising the customer to the best choice of product |
| Cost of failed delivery | <i>Indirect cost</i> | Order today with delivery tomorrow morning Delivery complaints at very low level (0,003%) |

World class logistics – Example Swedish logistics center



Next step

Increase capacity and efficiency

Hallsberg

- 1st circle reachable within 2 hours
1/5th of the Swedish population
- 2nd circle reachable within 3 hours
1/2 of the Swedish population
- 230 km to Stockholm
- 280 km to Gothenburg
- 470 km to Malmö

Overview

- 235' m² storage capacity, of which 80' covered
- High level of automatization and digitalisation
- 90' SKU in stock
- >13 million order lines processed p.a.
- ~750 employees / Three shift
- 300 forklifts

Automated Storage & Retrieval System (ASRS)

- Small goods storage
- Room for 95' totes
- Operated by 48 shuttles
- 10 elevators
- 10 picking stations

New investment

- 450 MSEK, of which MSEK 200 financed by the property owner
- Completion of the investment is estimated at the beginning of 2020
- Increased automation and robotization

For the supplier: Unique presence

- Cost-efficient access to a loyal customer base in a geographically large and attractive market
- The largest sales force in B2B in the Nordics
- Strong omni-channel market access
- Constant work towards improvements

Top 10 suppliers represent 24% of COGS

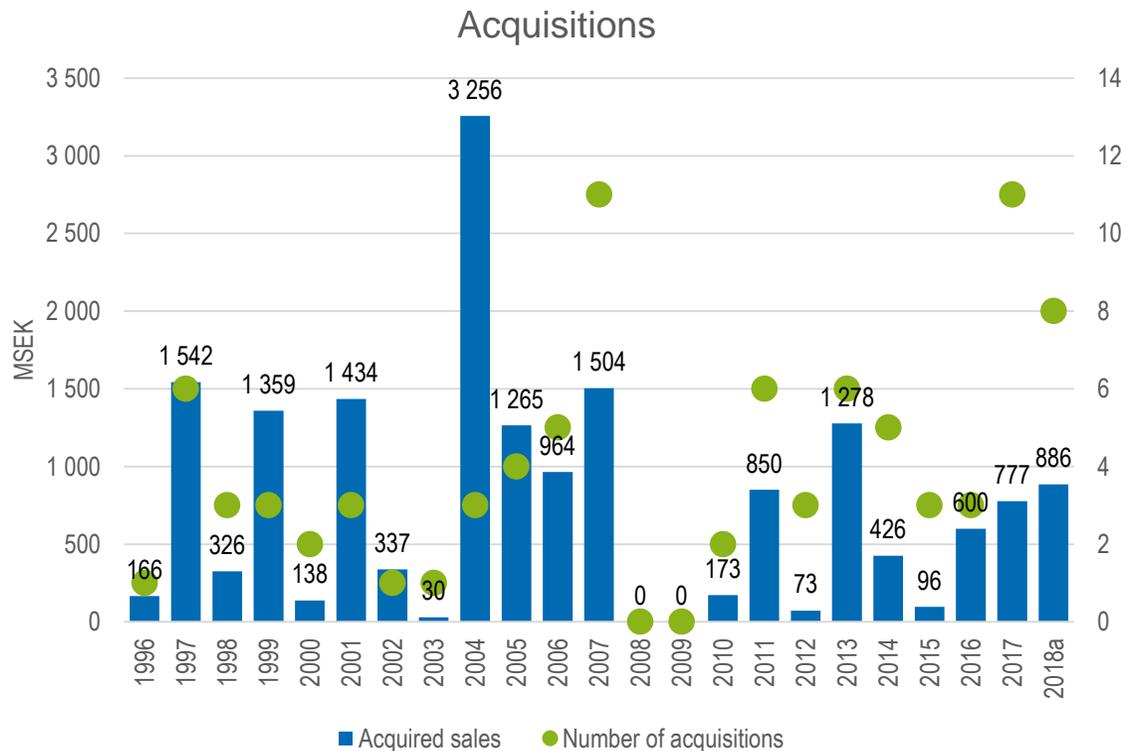


For the employee: An attractive employer

- Opportunity for development
- Healthy values and good leadership
- Work for increased diversity
- A safe and sustainable workplace
- Constant improvement



Market leading position built through acquisitions and scope expansion



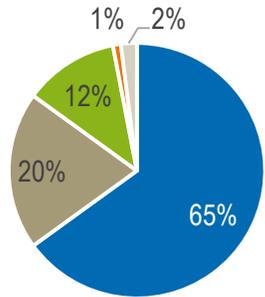
| 1995 | |
|-----------------|---------------|
| | Sweden |
| HVAC & Plumbing | #1-2 position |
| Electrical | #3-5 position |

| 2005 | | | |
|------------|---------------|---------------|---------------|
| | Sweden | Norway | Finland |
| HVAC & P | #1-2 position | #1-2 position | #3-5 position |
| Electrical | #3-5 position | #3-5 position | #3-5 position |
| Tools & S | #1-2 position | #3-5 position | #3-5 position |

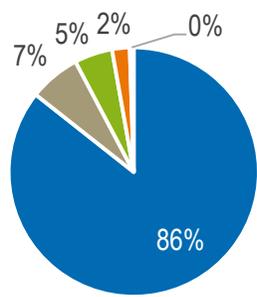
| Current | | | | |
|------------|---------------|---------------|---------------|---------------|
| | Sweden | Norway | Finland | New geography |
| HVAC & P | #1-2 position | #1-2 position | #3-5 position | #3-5 position |
| Electrical | #1-2 position | #3-5 position | #3-5 position | #3-5 position |
| Tools & S | #1-2 position | #3-5 position | #3-5 position | #3-5 position |
| New areas | #3-5 position | #3-5 position | #3-5 position | #3-5 position |

Q3 segment overview

Net sales per segment

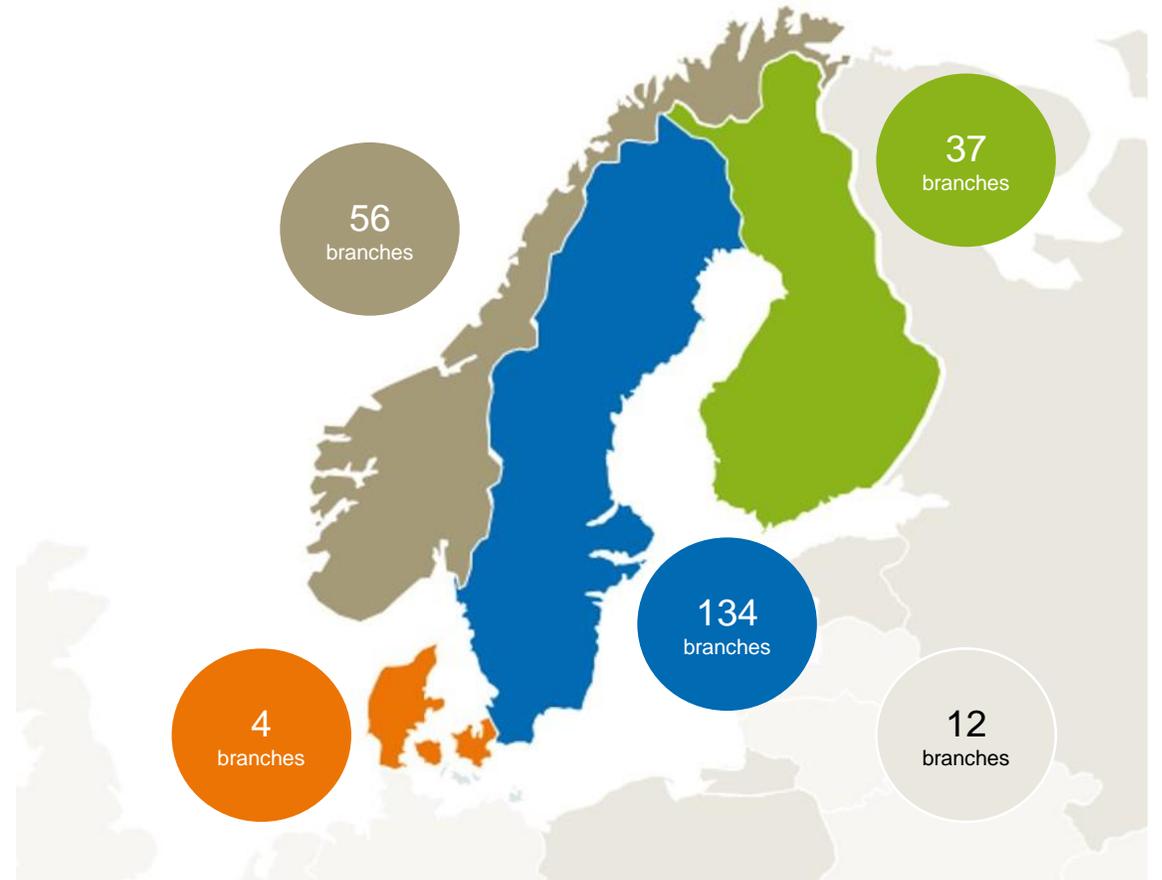
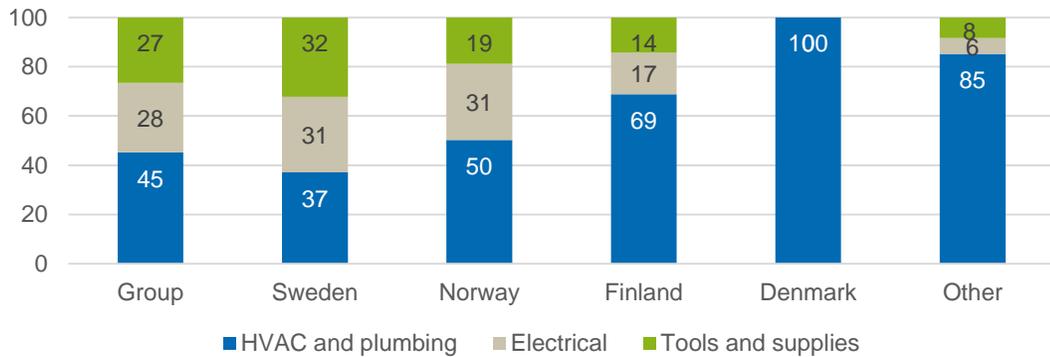


Adj. EBITA per segment



- Sweden
- Norway
- Finland
- Sweden
- Norway
- Finland
- Denmark
- Other

Sales in % per segment and product segment



Well diversified market exposure

| New construction | | Renovation | | Industrial Production | Infrastructure |
|--|--|---|--|--|--|
| Residential | Non-residential | Residential | Non-residential | | |
| <ul style="list-style-type: none"> Population growth Number of dwellings Interest rates House prices | <ul style="list-style-type: none"> Vacancy levels Number of buildings/commercial space | <ul style="list-style-type: none"> Number of dwellings Regulations and subsidies Housing stock age Number of transactions | <ul style="list-style-type: none"> Building stock age Leasing renewals Number of transactions | <ul style="list-style-type: none"> Manufacturing output Industry capex | <ul style="list-style-type: none"> Population growth Urbanisation Age of existing infrastructure Political initiatives |
| 15% of Sales | 15% of Sales | 35% of Sales | | 20% of Sales | 15% of Sales |

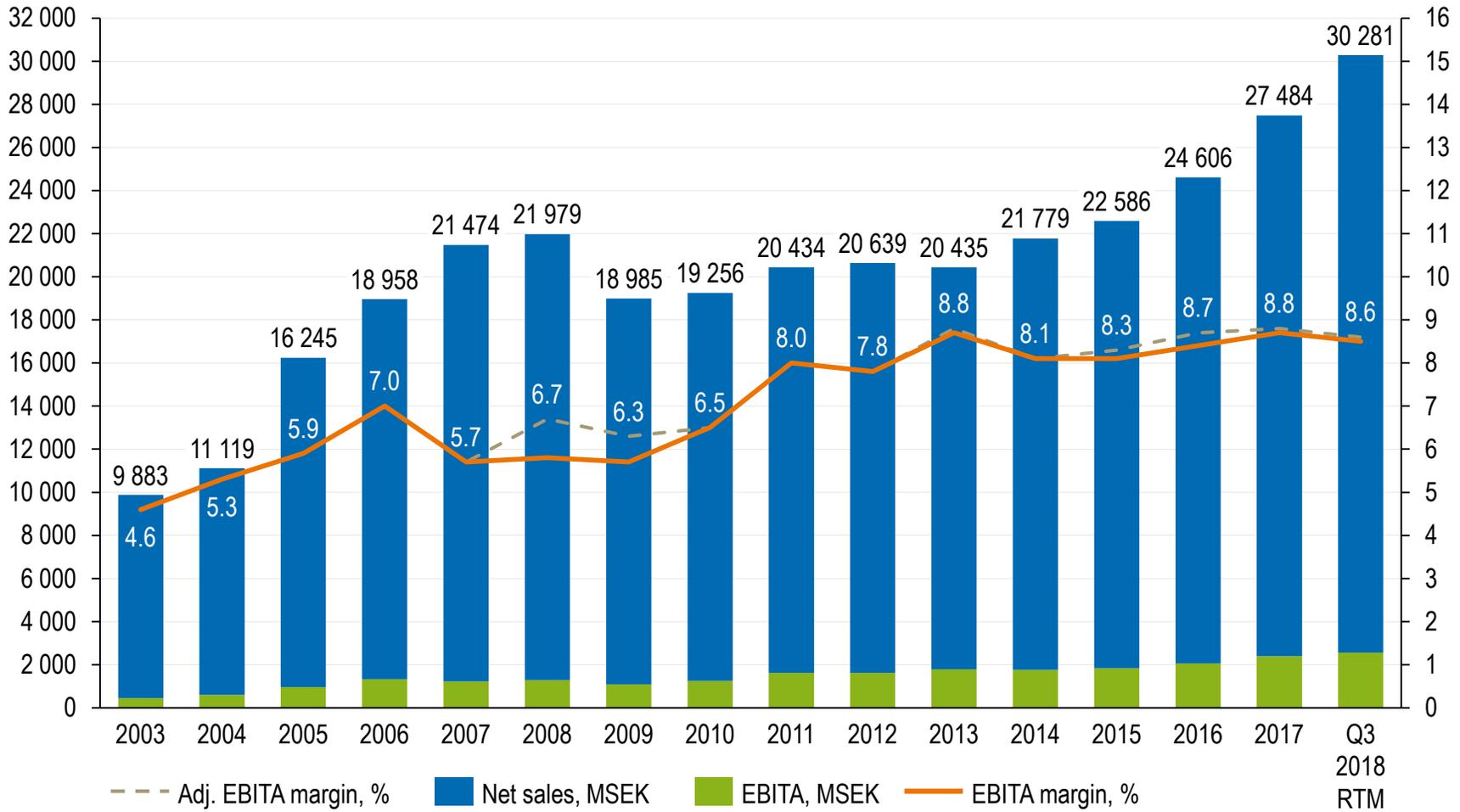


Financial performance

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Long track record of profitable growth

Net sales, EBITA and EBITA margin



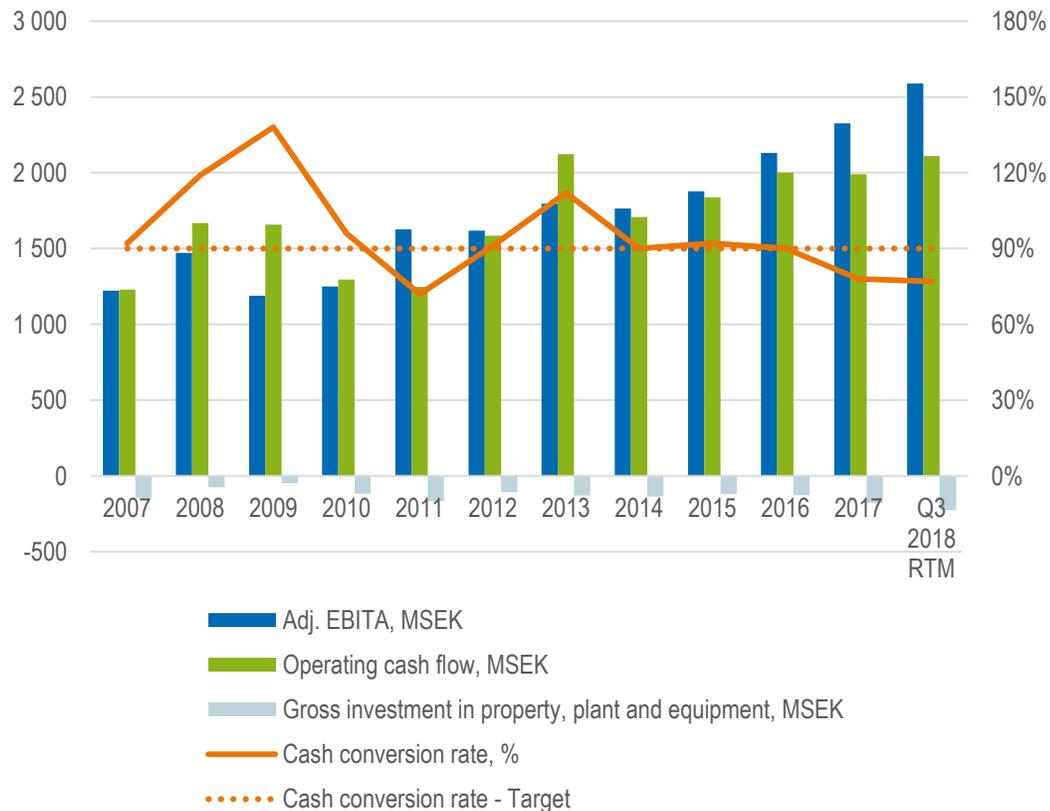
~2/3 organic

5yr CAGR ~6%

15yr CAGR ~8%

Agile and resilient business model with low capex needs

Operating cash flow, adj. EBITA, investments and cash conversion rate



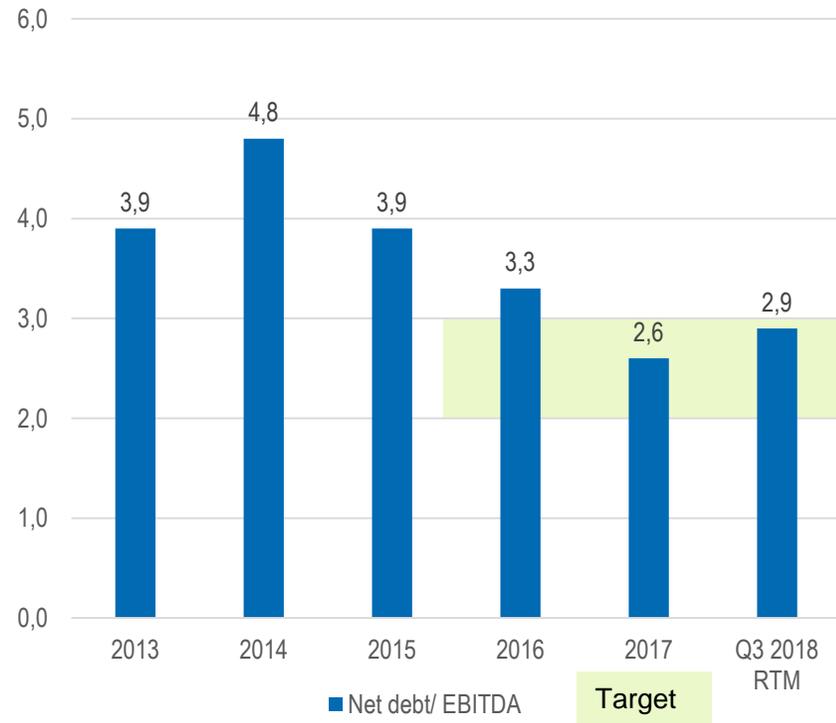
Resilient business model with flexible cost structure

- Broad exposure to market segments with different cyclical characteristics
- Broad product portfolio with attractive profitability
- Organisation with decentralised result and profitability responsibility. Over 400 P/L centres
- Flexible cost structure, e.g. leased locations and outsourced transportation and IT
- Strong, low-cost and resilient IT-platform giving full transparency
- Ability to adopt quickly to demand changes

Proven deleveraging capacity and long term financing in place

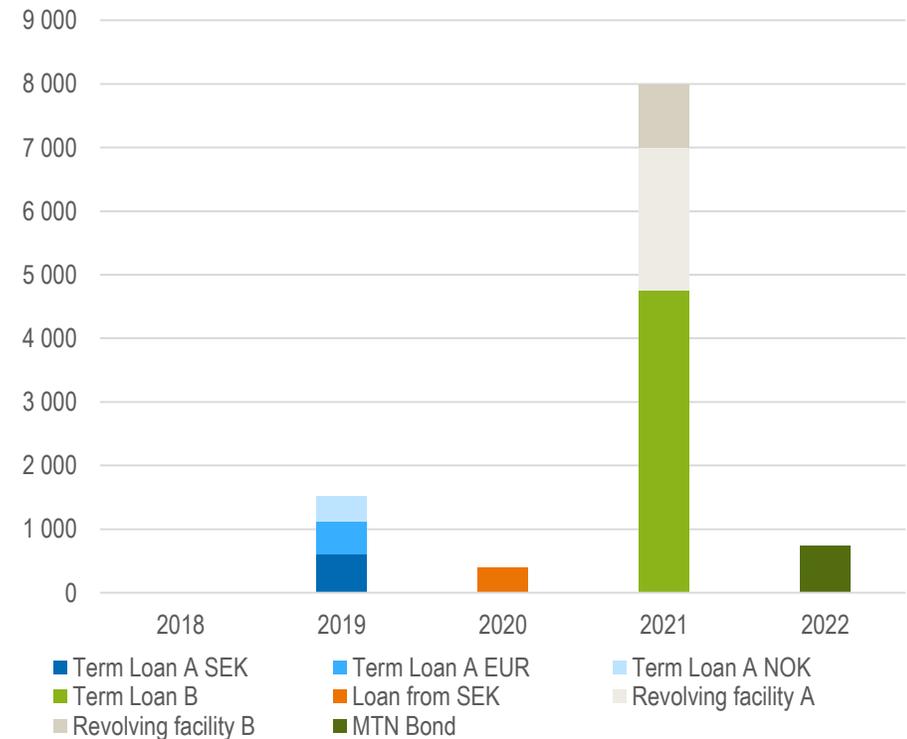
Good deleveraging capacity

Leverage (Net debt/EBITDA)



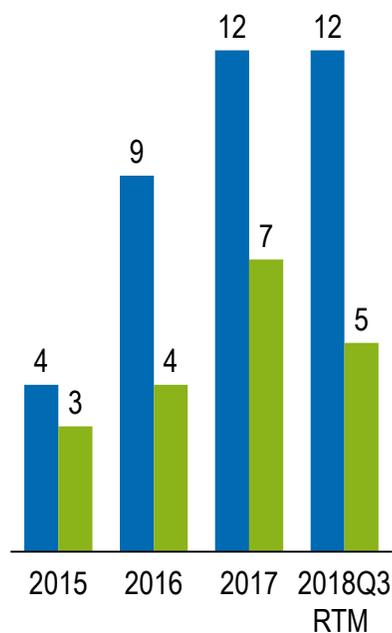
Maturity profile, MSEK

Of total 10 671 MSEK, 3 226 MSEK are unutilised



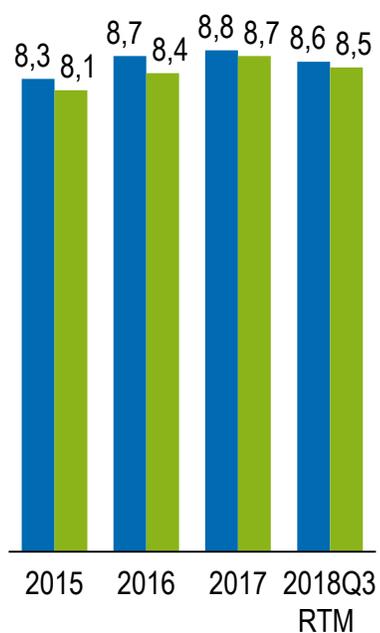
Financial targets and outcome

Total sales growth*
+2-3% above market



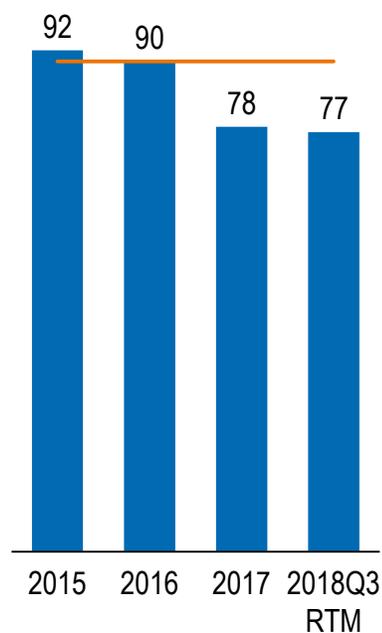
Ahlsell sales growth, %
Market growth, %

Adj. EBITA margin
Continuous increase



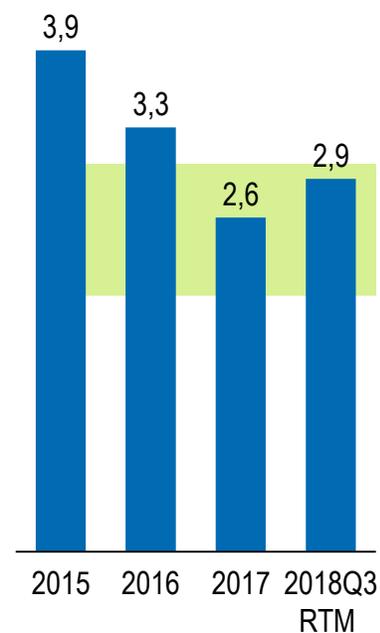
Adj. EBITA margin, %
EBITA margin, %

Cash conversion rate**
Above 90% over time



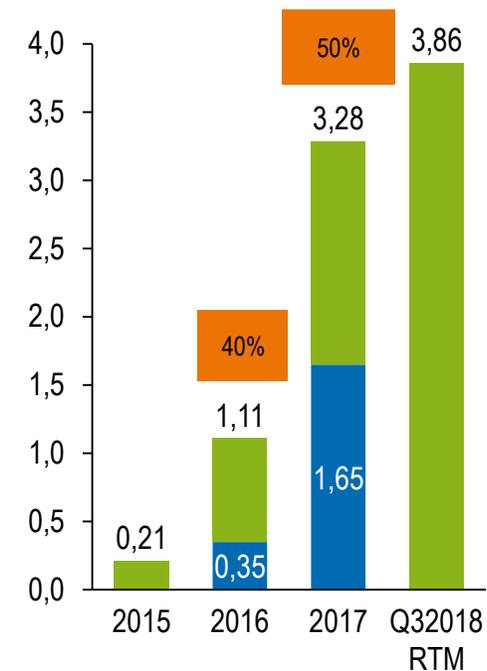
Cash conversion rate, RTM, %
Target, %

Leverage***
2-3x



Net debt ratio, RTM
Target

Pay out ratio
40-60% of net profit



DPS, SEK
EPS, SEK, RTM
Pay out ratio, %



Strategy

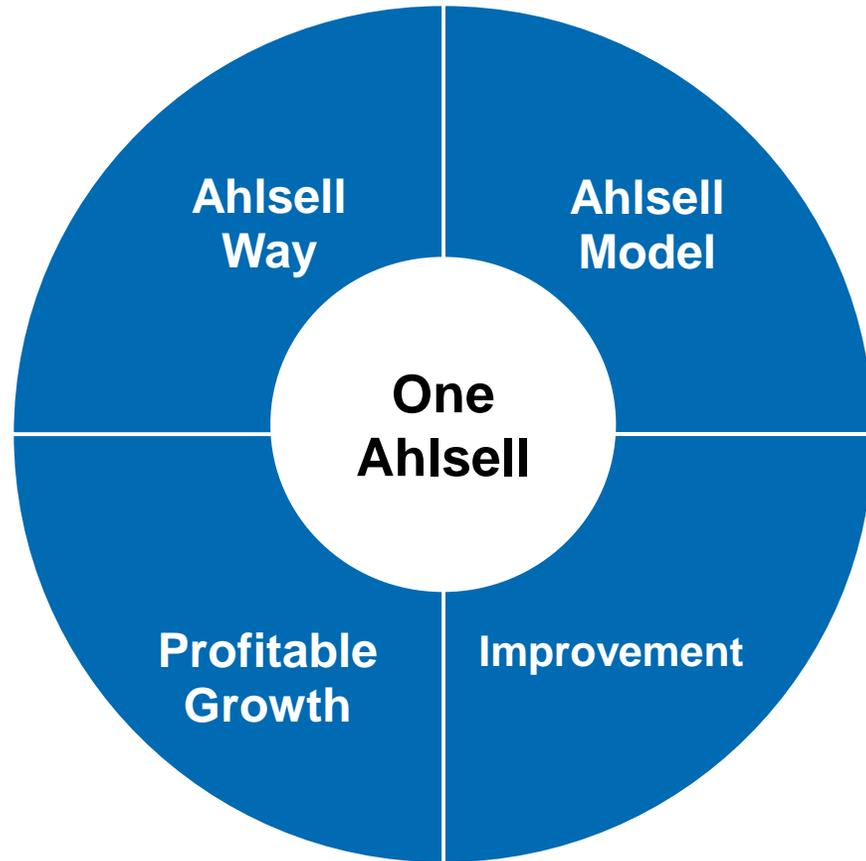
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Strong underlying trends drive future demand

Urbanisation • Sustainability • Outsourcing & specialisation • Digitalisation & technical development



Strategy for profitable growth



Sustainability in everything we do



The guiding principle of our strategy is "One Ahlsell" which stands for a shared corporate culture and an efficient organisation

Success starts with people

The Ahlsell Way



Strong sales focus

68%

of our employees
work within sales

Loyal and healthy
employees

96%

health presence

Sound values

Accountability Openness Simplicity

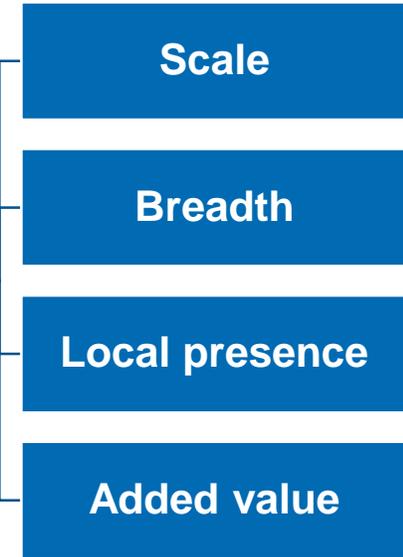
A workplace to be proud of

How we create customer value and satisfaction

The Ahlsell Model



The Ahlsell Model

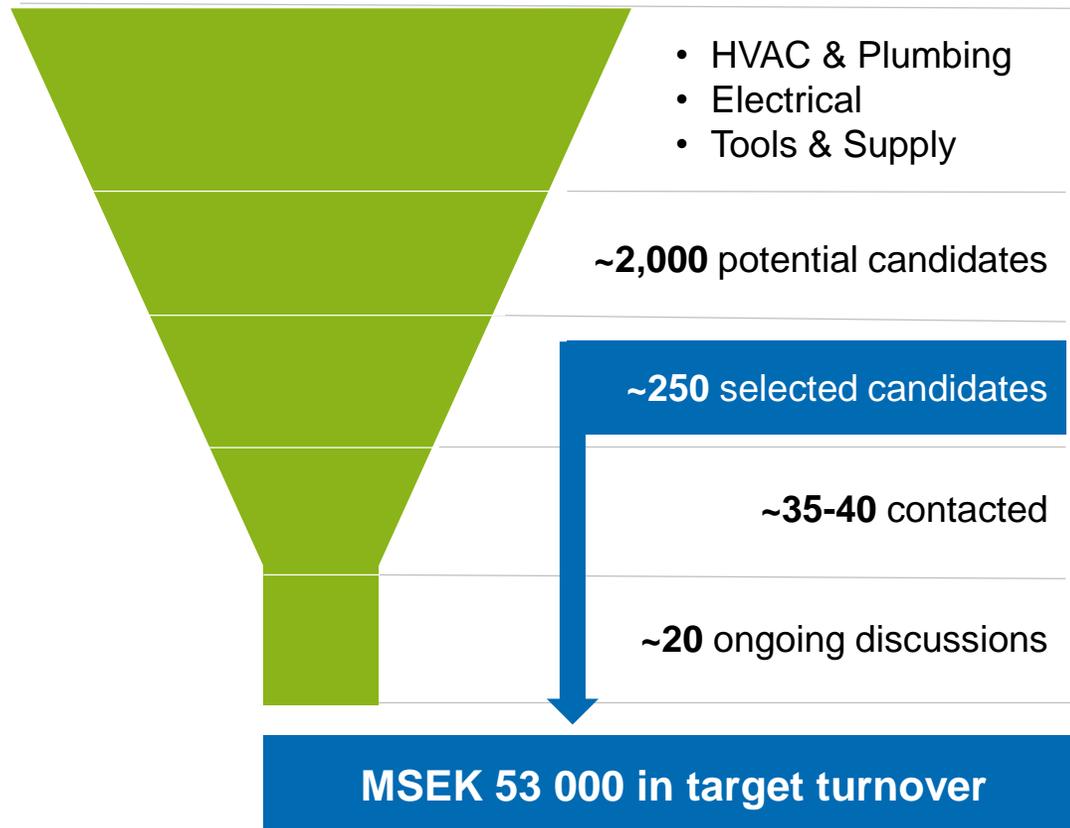


Organic initiatives are key

Profitable growth



Current pipeline stronger than ever



Strong reputation, experienced team and a structured process enables a steady flow of opportunities

M&A targets of varying size in pipeline corresponding to:



19 000



10 000



13 000



11 000

MSEK of sales

Proven M&A strategy and strong track-record of integration

| Pre valuation | Due diligence | Integration | Timing | Synergy | Post valuation |
|--|--|--|---|---|---|
| <p>~4-5% EBITA margin</p> <p>~7-8 EV/EBITA valuation</p> | <p>Thorough process</p> <p>–</p> <p>including sustainability metrics</p> | <p>Purchasing</p> <p>Administration</p> <p>Logistics</p> <p>Working capital</p> <p>Sales</p> | <p>Almost immediate ~5-10% of sales</p> <p>~3 months</p> <p>3-6 months</p> <p>3-6 months</p> <p>~3 months</p> | <p>Cost reduction: ~20-40% of costs</p> <p>~30% of working capital</p> <p>Additional cross- selling</p> | <p>EBITA margin in line with Group</p> <p>~3-4 EV/EBITA valuation</p> |

Focus areas for sustainable development drives business

Sustainability in everything we do



THE GLOBAL GOALS
For Sustainable Development

Achievements within sustainability recognised



s-ray ESG score:
68 vs. average 51

Assessment of companies' performance on financially material sustainability criteria



s-ray GC score:
65 vs. average 54

Rating based on the normative principles of the UN Global Compact



EcoVadis Rating:
Silver

EcoVadis sustainable procurement program within global supply chains

Q&A





AhlSell

Makes it easier to be professional

Q3 2018 report presentation
October 26, 2018

Q3: Strong sales and strengthened positions

Sales

Sales up by 15%
to 7 458 MSEK

- Successful initiatives
- Strong market
- Positive effect from acquisitions

Strong organic
growth at 7%



Adj. EBITA

Adj. EBITA up by 9%
to 650 MSEK

- Strong market
- Diluting effect of acquisitions
- Continued high pace of sales initiatives

Adj. EBITA margin
8,7% (9,2)

Q3: Strong sales growth, primarily driven by organic growth

Sales growth / organic
+15% / +7%

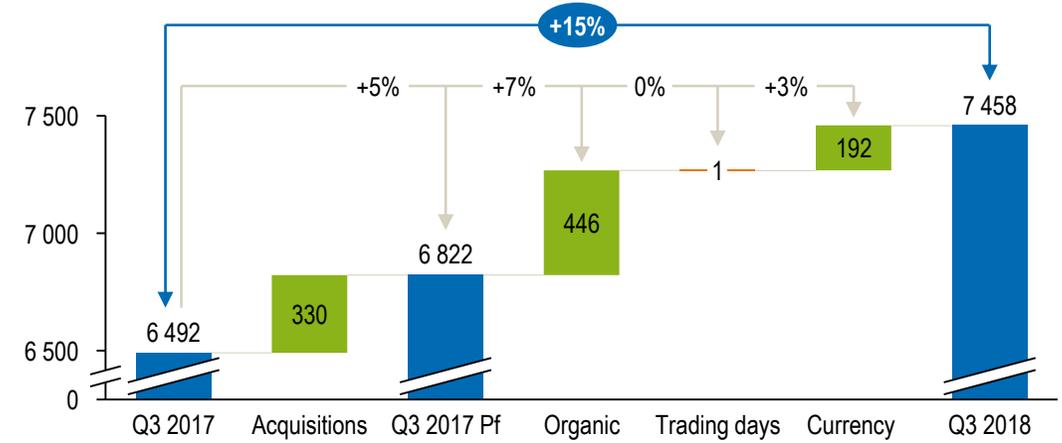
Sweden
+11% / +6%

Norway
+24% / +7%

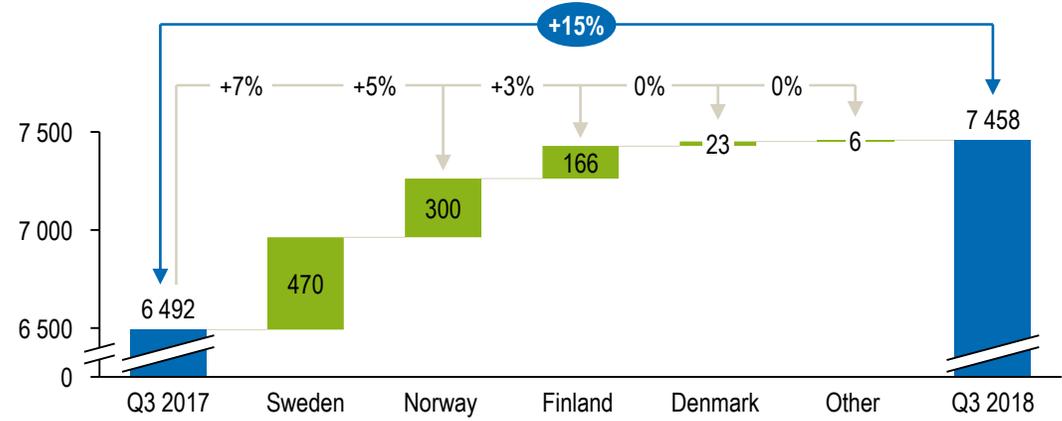
Finland
+20% / +8%

- Underlying market conditions remained strong
 - Construction still strong despite declining number of housing starts
 - Strong infrastructure and industry
- Growth positively affected by acquisitions and currency

Sales bridge – Growth in MSEK and %



Sales bridge per market segment – Growth in MSEK and %



Q3: Acquisitions and initiatives affect the margin

**Adj. EBITA margin
+8.7% (9.2)**

**Sweden
+12.1% (12.2)**

**Norway
+3.2% (5.2)**

**Finland
+5.4% (5.6)**

Gross margin at 26.7% (27.0)

- Stronger growth pace in customer segments with lower gross margin

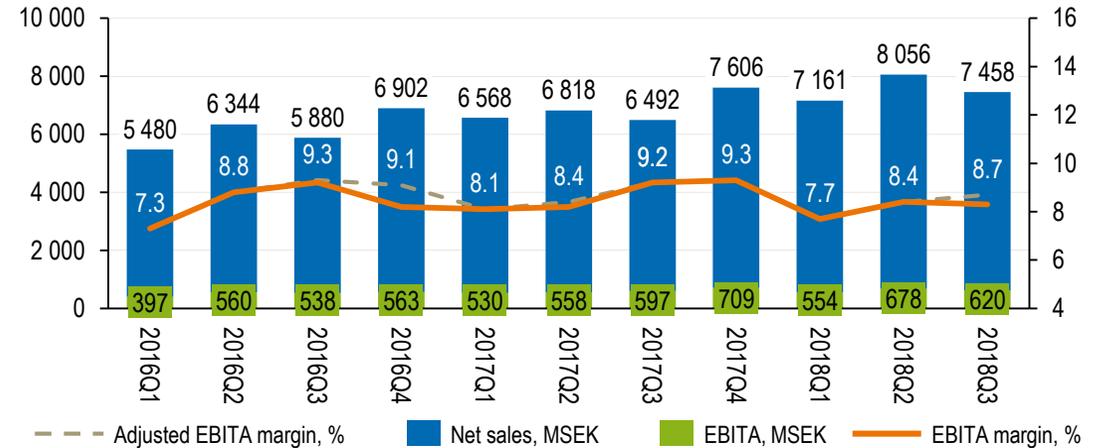
EBITA impacted by restructuring costs of MSEK 30 related to Swedish acquisition

Adj. EBITA margin weaker

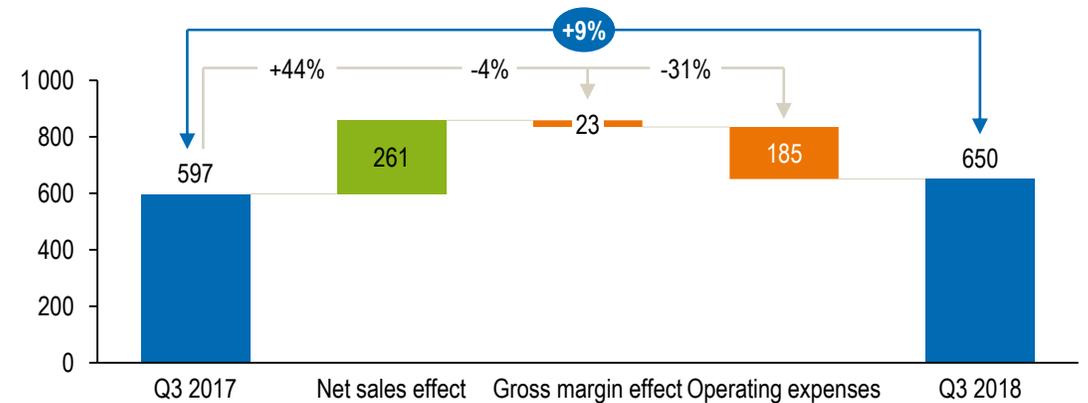
- Dilution from acquisitions
- Continued high pace of sales initiatives
- High activity level

Cost-saving measures intensified with expected savings of MSEK 160 in 2019

Sales, EBITA and Adj. EBITA margin



Adj. EBITA bridge – Growth in MSEK and %



First nine months: Strong sales growth

Total sales growth / organic
+14% / 7%

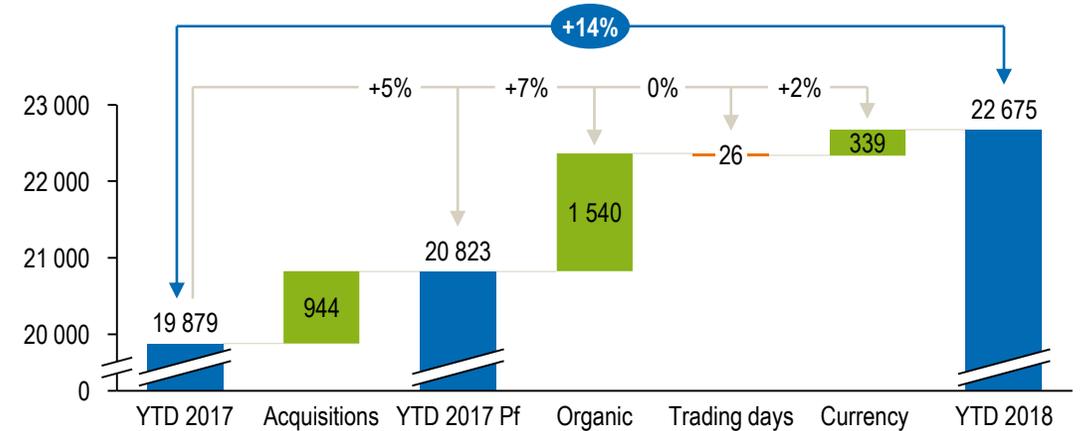
Sweden
+13% / 8%

Norway
+17% / 6%

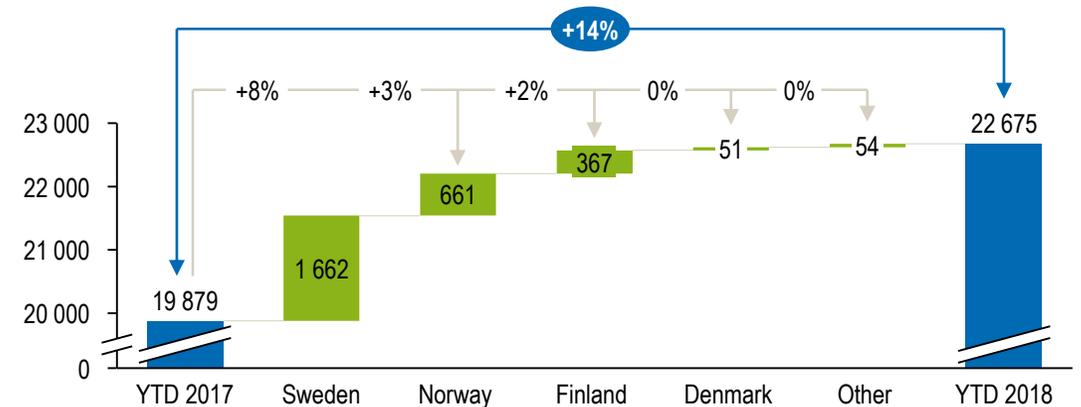
Finland
+16% / 6%

- Strong organic sales growth
- High contribution from acquisitions
- Underlying market conditions still strong
 - Construction activity still high, despite declining number of housing starts
 - Industry remained strong
 - Good development in infrastructure

Sales bridge – Growth in MSEK and %



Sales bridge per market segment – Growth in MSEK and %



First nine months: Adj. EBITA up by 11% driven by strong sales

Adj. EBITA margin
8.3% (8.5)

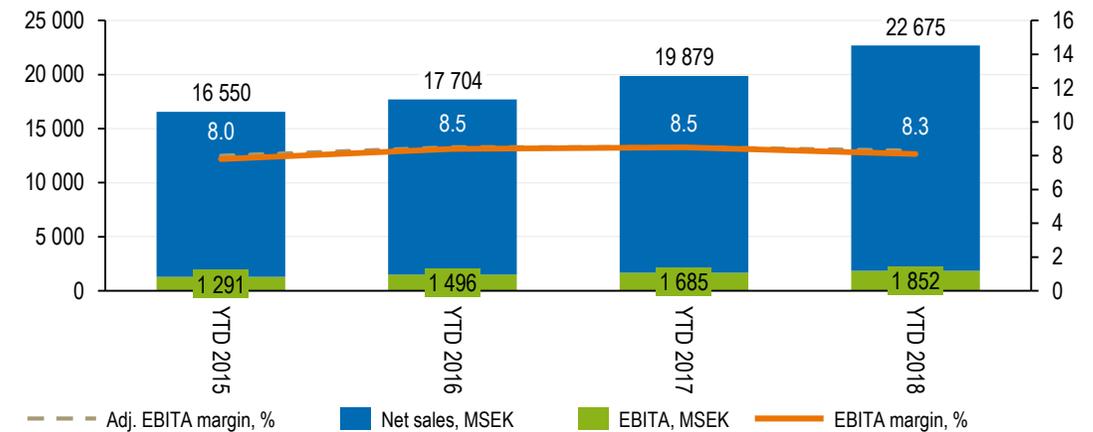
Sweden
11.7% (12.1)

Norway
2.9% (3.3)

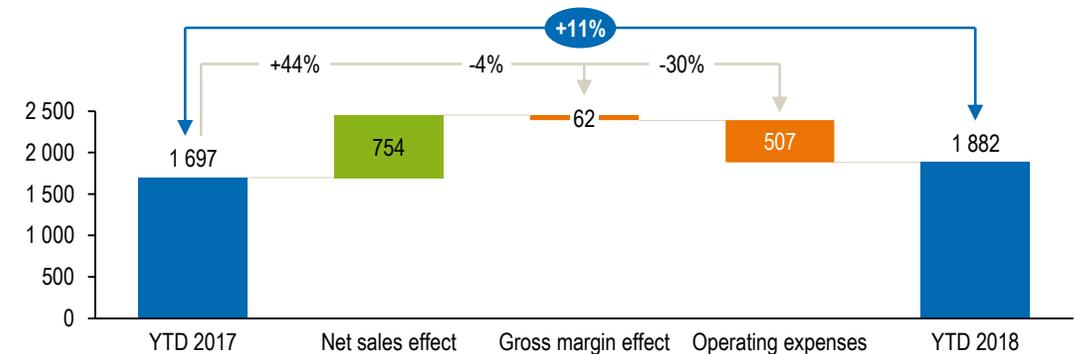
Finland
3.6% (3.9)

- Strong net sales effect
- Somewhat weaker gross margin
- Increased operating expenses due to market initiatives, acquisitions and volumes

Sales, EBITA and Adj. EBITA margin



Adj. EBITA bridge – Growth in MSEK and %



YTD - Acquisitions



~306 MSEK acquired annual sales



~ 545 MSEK acquired annual sales
Of which 45 MSEK is expected to be closed in November



~35 MSEK acquired annual sales

In total ~886 MSEK in 2018

High acquisition activity in combination with organic initiatives bodes well for future profitable growth



Sweden – Highlights Q3

Continued high market activity in all segments

- Growth 11%, of which 6% organic
- Remained strong demand in construction and industry
- Strengthened positions

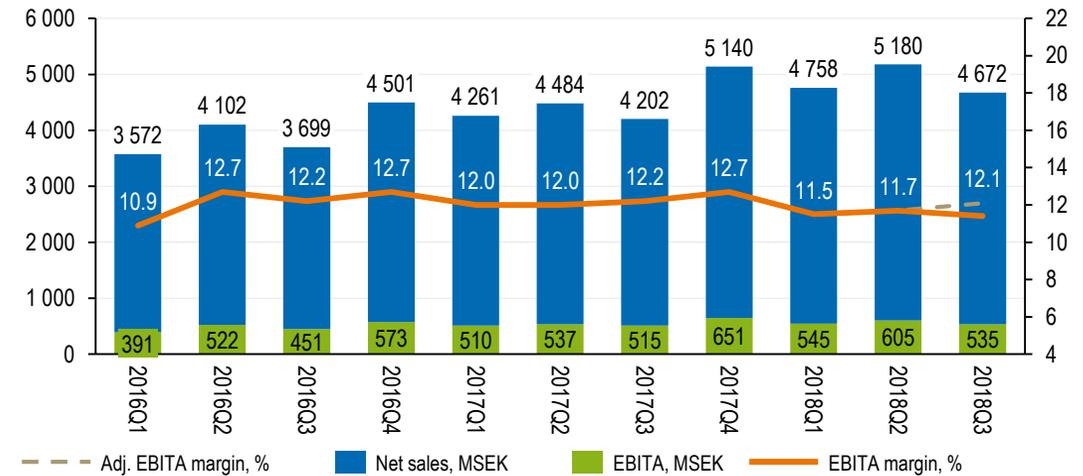
Adj. EBITA up 10%

- Adj. EBITA margin at 12.1% (12.2)
- Strong organic growth with higher sales growth in segments with lower gross margins
- Increased cost level attributable to acquisitions, growth initiatives and a high level of activity
- Revaluation of additional purchase consideration of Prevox of MSEK 16
- ViaCon restructuring costs of MSEK 30*

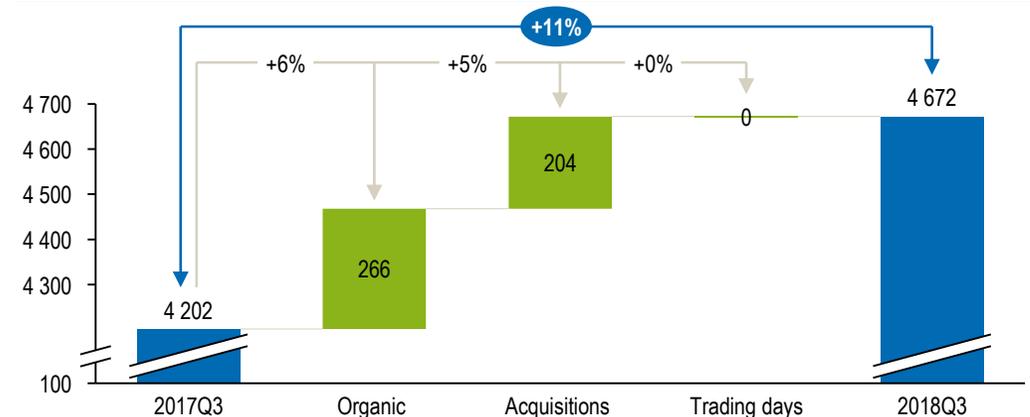
Further efficiency measures

- Additional MSEK 60 in savings expected in 2019

Sales, EBITA and EBITA margin



Sales bridge – Growth in MSEK and %





Norway – Highlights Q3

Strong growth and strengthened market shares

- Growth 24%, of which 7% organic
- Favourable market conditions and successful initiatives (electrical, industry and construction)
- Acquisitions and currency contributed positively
- Two acquisitions with combined annual sales of MSEK 90
 - Bygg & Industrisalg
 - Øglænd System's sprinkler operations

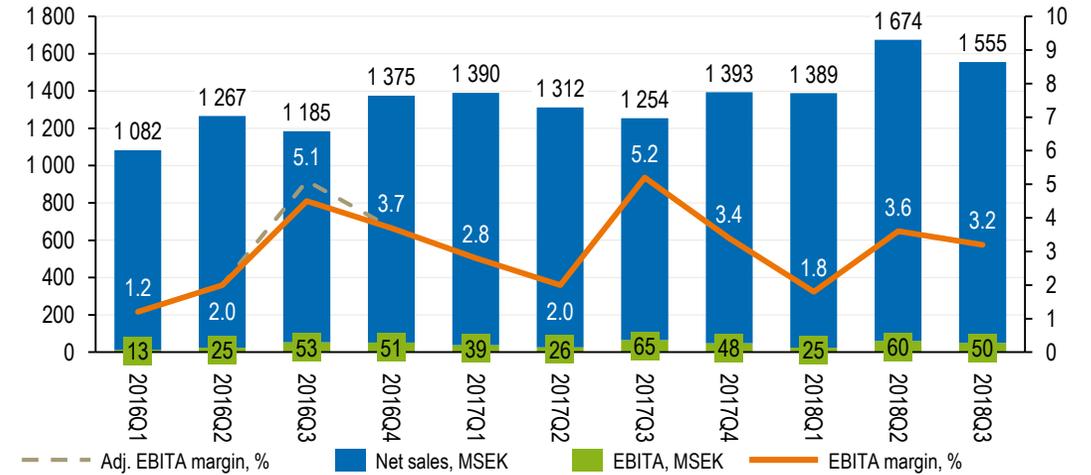
EBITA margin at 3.2% (5.2)

- Sales growth strong, with highest growth in low margin segments
- High activity level led to higher cost (to safeguard service level)
- Currency had a positive impact

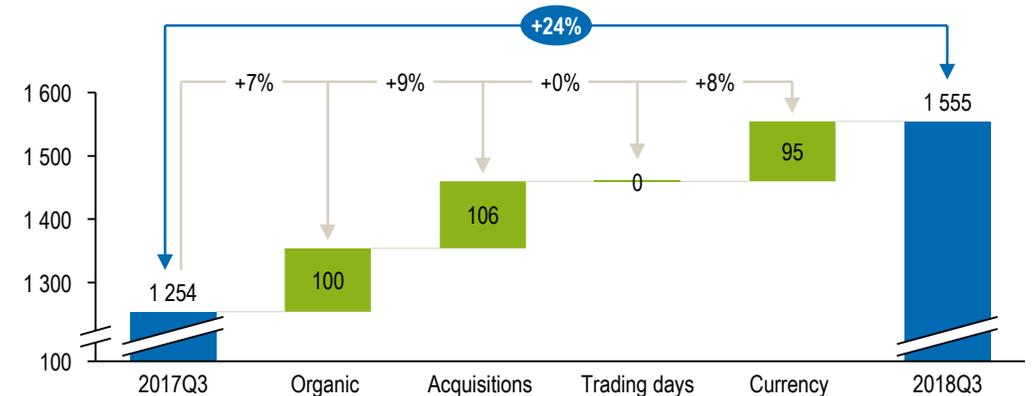
Cost-saving measures are intensified

- Annual savings of MSEK 60 are expected in 2019. Restructuring costs of MSEK 35 in Q4

Sales, EBITA and EBITA margin



Sales bridge – Growth in MSEK and %





Finland – Highlights Q3

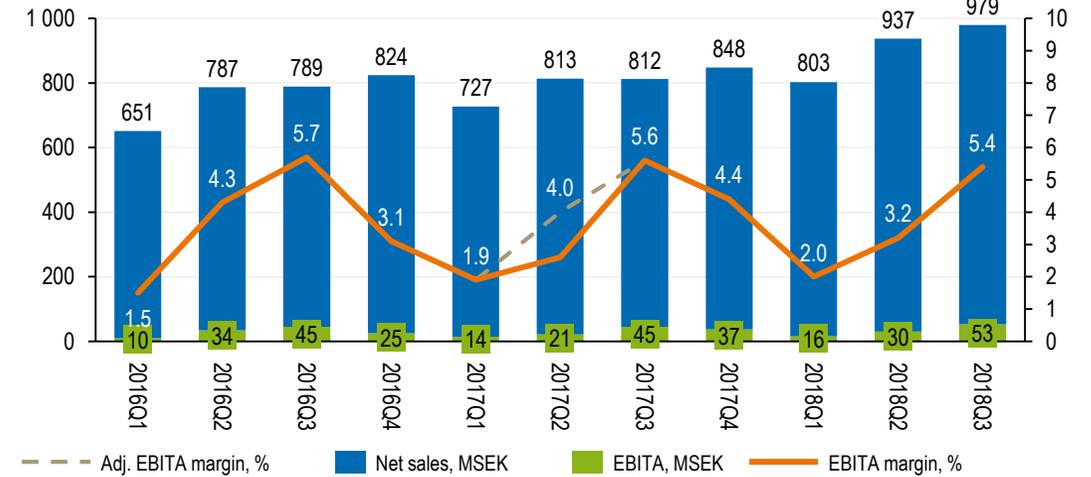
Strong overall growth at 20%

- 8% organic growth and strengthened positions
- Strongest growth achieved to customers in climate- and facility management, installation and construction
- Kahipa Oy acquired with ~35 MSEK in annual sales

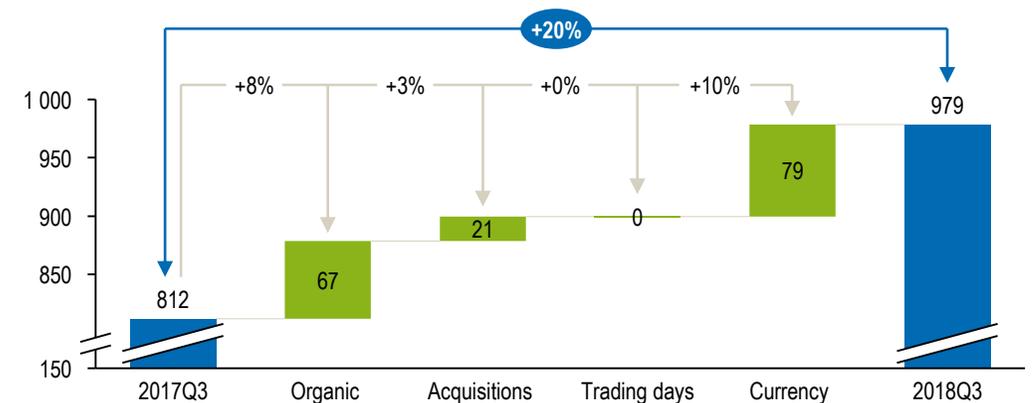
Adj. EBITA up 18% to MSEK 53

- Driven by increased sales and currency
- The gross margin was somewhat lower
- Costs as a proportion of sales decreased
- Adj. EBITA margin of 5.4% (5.6)

Sales, EBITA and EBITA margin



Sales bridge – Growth in MSEK and %

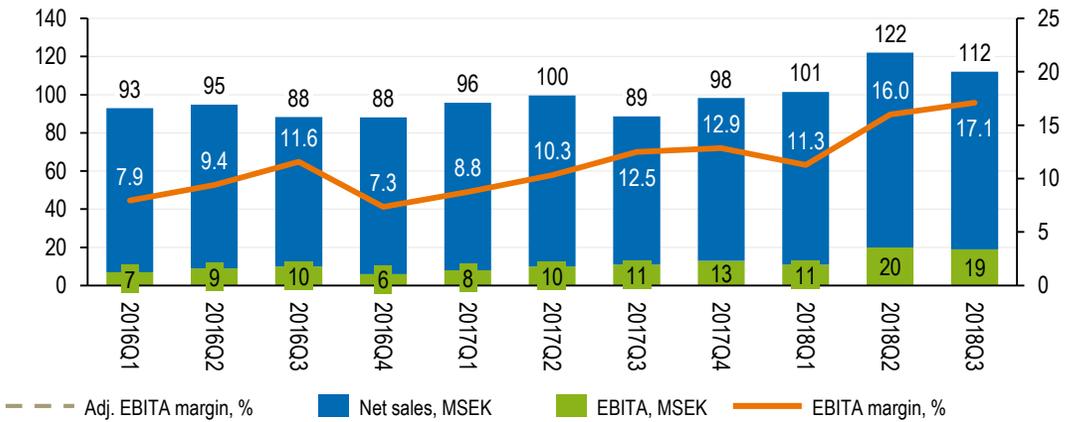


Denmark and Other - Highlights Q3

Denmark

- Sales up 26%, of which 16% organic
- Strong refrigeration business driven by higher prices for refrigerants
- DIY business growing
- EBITA margin strong at 17.1% (12.5)

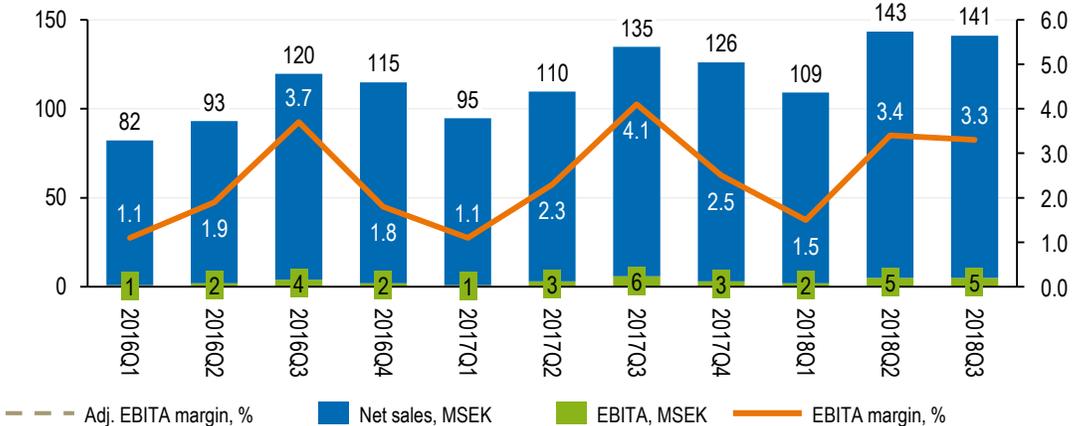
Sales, EBITA and EBITA margin



Other

- Total sales growth of 4%
- Overall good market conditions
- Strong organic growth in Russia and Poland
- Adj. EBITA margin at 3.3% (4.1)

Sales, EBITA and EBITA margin





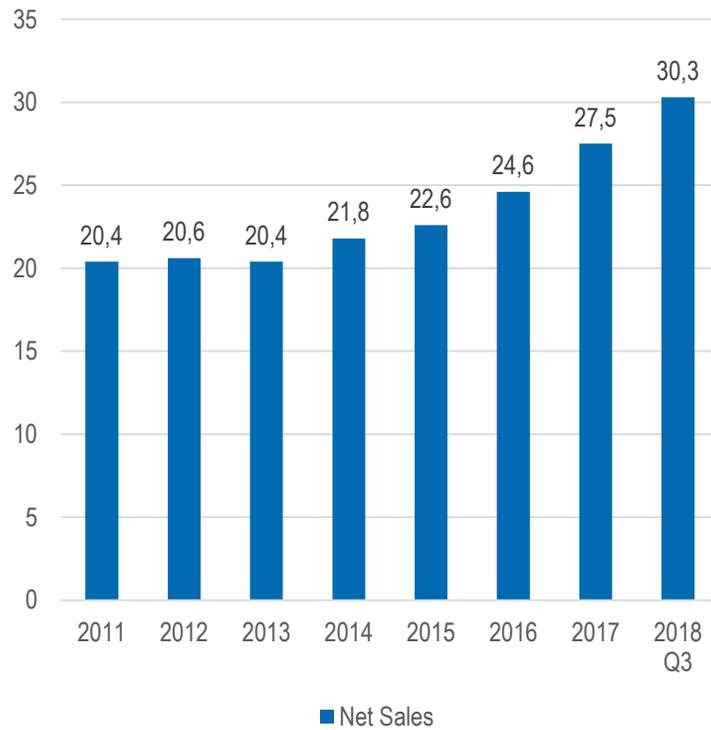
Financials

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Sales, profitability and cash conversion

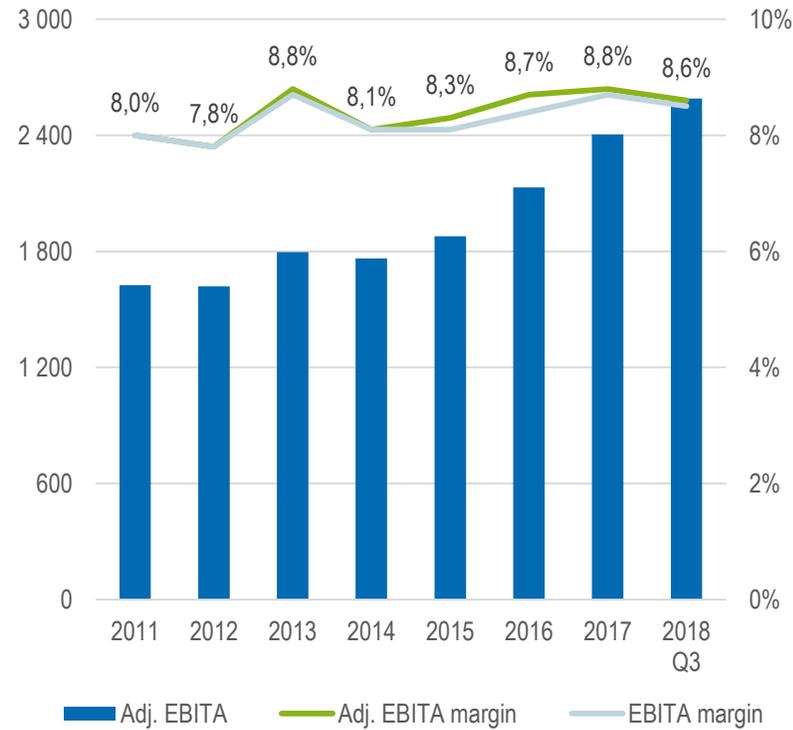
Net sales

2011 – 2018 Q3 (SEKbn)



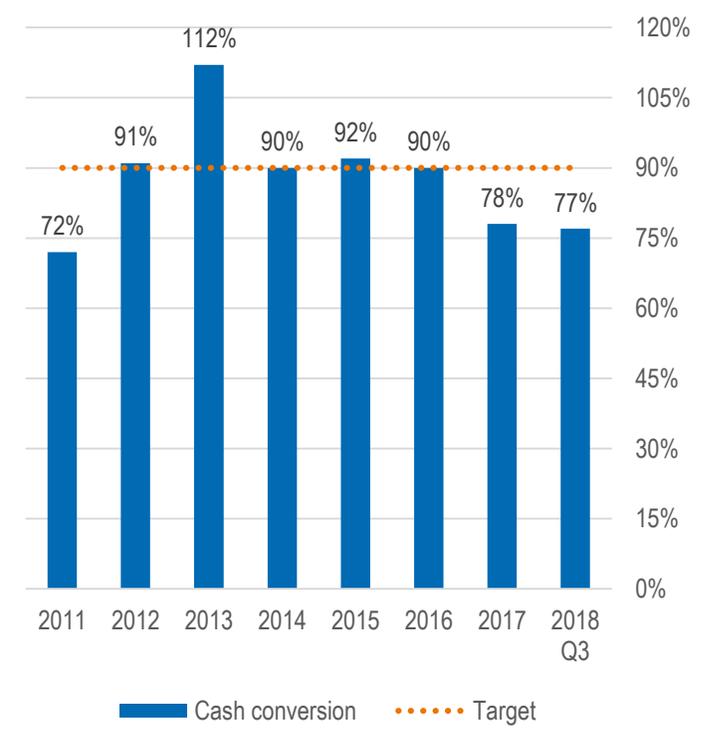
Profitability

2011 – 2018 Q3 (SEKbn)



Cash conversion

2011 – 2018 Q3
(Operating cash flow / EBITDA)



Other performance measures



| | 2018 Q3 RTM | 2017 Q3 RTM | 2017 Jan-Dec |
|--|----------------|----------------|-----------------|
| Leverage | | | |
| <i>External net debt/Adjusted EBITDA</i> | 2.9 | 3.0 | 2.6 |
| Equity/Assets ratio, % | 36 | 36 | 36 |
| Investments, % of sales | 0.9 | 0.7 | 0.8 |
| Average working capital, % of sales | 10.4 | 9.2 | 8.8 |
| Return on operating capital, % <i>excluding intangible fixed assets</i> | 64 | 68 | 73 |
| Return on equity, % | 18 | 15 | 17 |
| Return on working capital % | 81 | 91 | 99 |
| Basic earnings per share, SEK | 3.86 | 2.41 | 3.28 |
| Dividend | na | na | 1.65 |

Near term outlook



Ahlsell stands strong with an attractive value proposition, committed employees and broad market exposure

In the near term:

- *Continued strong demand in industry, infrastructure and renovation*
- *Non-residential new-build to remain on current high level*
- *Declining building starts in new residential to impact sales to some extent within the next quarters*

Q&A





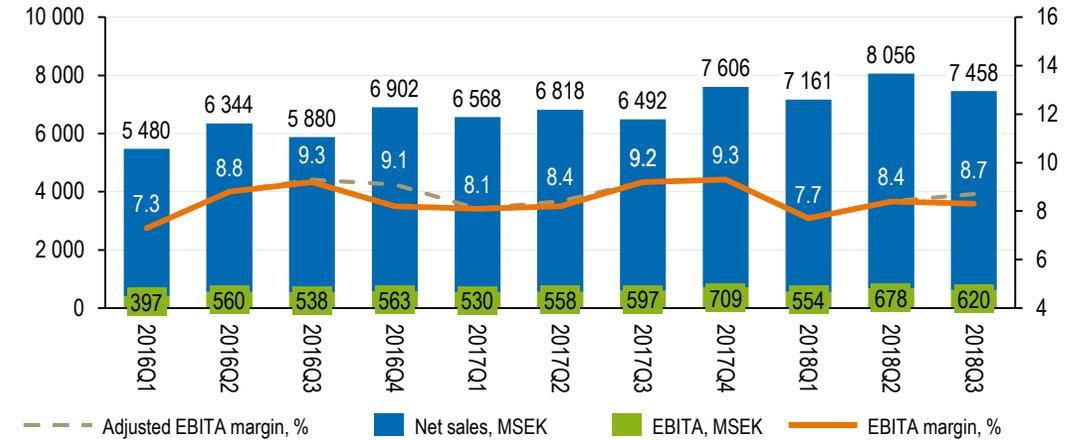
Appendix

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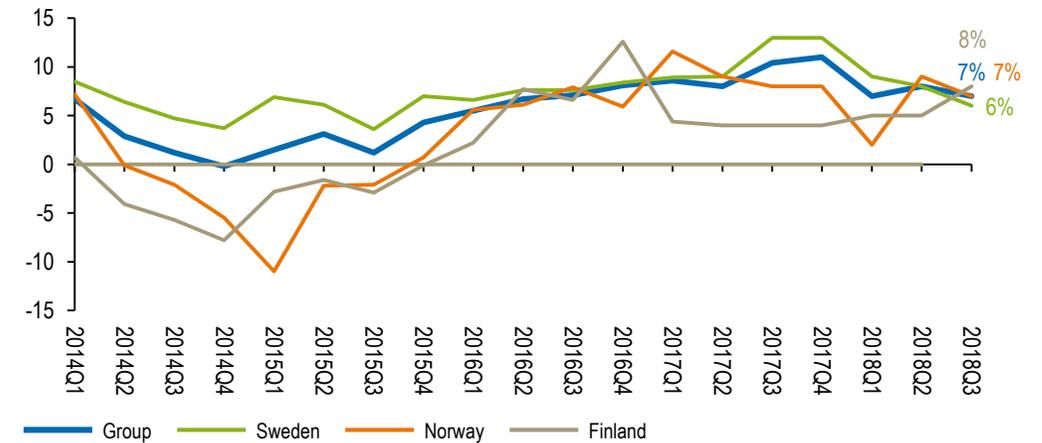
Q3 overview

| | 2018 | 2017 | | 2018 | 2017 | | RTM | 2017 |
|--|-------|-------|-----|--------|--------|-----|--------|--------|
| | Q3 | Q3 | Δ | YTD | YTD | Δ | | FY |
| Net sales, MSEK | 7,458 | 6,492 | 15% | 22,675 | 19,879 | 14% | 30,281 | 27,484 |
| Organic growth, % | 7% | 10% | | 7% | 9% | | | 9% |
| Operating profit, EBIT | 524 | 510 | 3% | 1,566 | 1,423 | 10% | 2,186 | 2,043 |
| Profit (EBITA), MSEK | 620 | 597 | 4% | 1,852 | 1,685 | 10% | 2,560 | 2,394 |
| Adjusted EBITA, MSEK | 650 | 597 | 9% | 1,882 | 1,697 | 11% | 2,590 | 2,405 |
| EBITA margin, % | 8.3% | 9.2% | | 8.2% | 8.5% | | 8.5% | 8.7% |
| Adjusted EBITA margin, % | 8.7% | 9.2% | | 8.3% | 8.5% | | 8.6% | 8.8% |
| Profit after tax (profit for the period), MSEK | 367 | 323 | 14% | 1,198 | 966 | 24% | 1,660 | 1,428 |
| Basic earnings per share, SEK | 0.86 | 0.74 | | 2.79 | 2.21 | | 3.86 | 3.28 |
| Diluted earnings per share, SEK | 0.86 | 0.74 | | 2.79 | 2.21 | | 3.86 | 3.28 |
| Operating cash flow | 89 | -128 | | 725 | 606 | 20% | 2,110 | 1,991 |

Sales, EBITA and Adj. EBITA margin



Organic growth, %



Condensed Income Statement

| MSEK | 2018 | 2017 | 2018 | 2017 | Rolling | Full year |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Jul-Sep | Jul-Sep | Jan-Sep | Jan-Sep | 12 months | 2017 |
| Net sales | 7,458 | 6,492 | 22,675 | 19,879 | 30,281 | 27,484 |
| Cost of goods sold | -5,469 | -4,741 | -16,624 | -14,519 | -22,167 | -20,062 |
| Gross profit | 1,989 | 1,751 | 6,051 | 5,360 | 8,114 | 7,423 |
| Selling expenses | -1,348 | -1,125 | -4,155 | -3,619 | -5,499 | -4,962 |
| Administration expenses | -140 | -123 | -379 | -344 | -490 | -455 |
| Other operating income and expenses | 23 | 7 | 49 | 26 | 61 | 38 |
| Operating profit, EBIT | 524 | 510 | 1,566 | 1,423 | 2,186 | 2,043 |
| Net financial items | -49 | -88 | -136 | -164 | -180 | -209 |
| Profit before tax | 475 | 421 | 1,431 | 1,259 | 2,006 | 1,834 |
| Income tax | -107 | -98 | -232 | -293 | -346 | -406 |
| Profit/loss for the period | 367 | 323 | 1,198 | 966 | 1,660 | 1,428 |
| Attributable to | | | | | | |
| owners of the parent company | 367 | 323 | 1,198 | 966 | 1,660 | 1,428 |
| Non-controlling interests | - | - | - | - | - | - |
| Basic earnings per share, SEK | 0.86 | 0.74 | 2.79 | 2.21 | 3.86 | 3.28 |
| Diluted earnings per share, SEK | 0.86 | 0.74 | 2.79 | 2.21 | 3.86 | 3.28 |

Condensed Balance Sheet

| MSEK | 2018 30 Sep | 2017 30 Sep | 2017 31 Dec |
|---------------------------------|----------------|----------------|----------------|
| ASSETS | | | |
| Customer relationships | 2,902 | 3,005 | 2,929 |
| Trademark | 3,837 | 3,837 | 3,837 |
| Goodwill | 7,846 | 7,064 | 7,206 |
| Other intangible assets | 149 | 135 | 136 |
| Property, plant and equipment | 931 | 802 | 853 |
| Financial assets | 27 | 92 | 10 |
| Deferred tax assets | 9 | 7 | 8 |
| Total non-current assets | 15,701 | 14,945 | 14,980 |
| Inventories | 4,406 | 3,754 | 3,888 |
| Trade receivables | 4,645 | 3,994 | 3,491 |
| Other receivables | 1,450 | 1,218 | 1,220 |
| Cash and cash equivalents | 1,126 | 612 | 1,295 |
| Total current assets | 11,627 | 9,578 | 9,894 |
| TOTAL ASSETS | 27,327 | 24,523 | 24,874 |

| MSEK | 2018 30 Sep | 2017 30 Sep | 2017 31 Dec |
|--|----------------|----------------|----------------|
| EQUITY AND LIABILITIES | | | |
| Equity | 9,720 | 8,888 | 9,004 |
| Non-current interest-bearing liabilities | 8,688 | 7,932 | 7,934 |
| Provisions | 56 | 55 | 55 |
| Deferred tax liabilities | 1,398 | 1,378 | 1,494 |
| Other non-current liabilities | 27 | 28 | 29 |
| Total non-current liabilities | 10,169 | 9,394 | 9,512 |
| Current interest-bearing liabilities | 513 | 242 | 51 |
| Trade payables | 5,709 | 5,037 | 5,218 |
| Provisions | 41 | 12 | 10 |
| Other current liabilities | 1,176 | 951 | 1,079 |
| Total current liabilities | 7,438 | 6,241 | 6,358 |
| TOTAL EQUITY AND LIABILITIES | 27,327 | 24,523 | 24,874 |

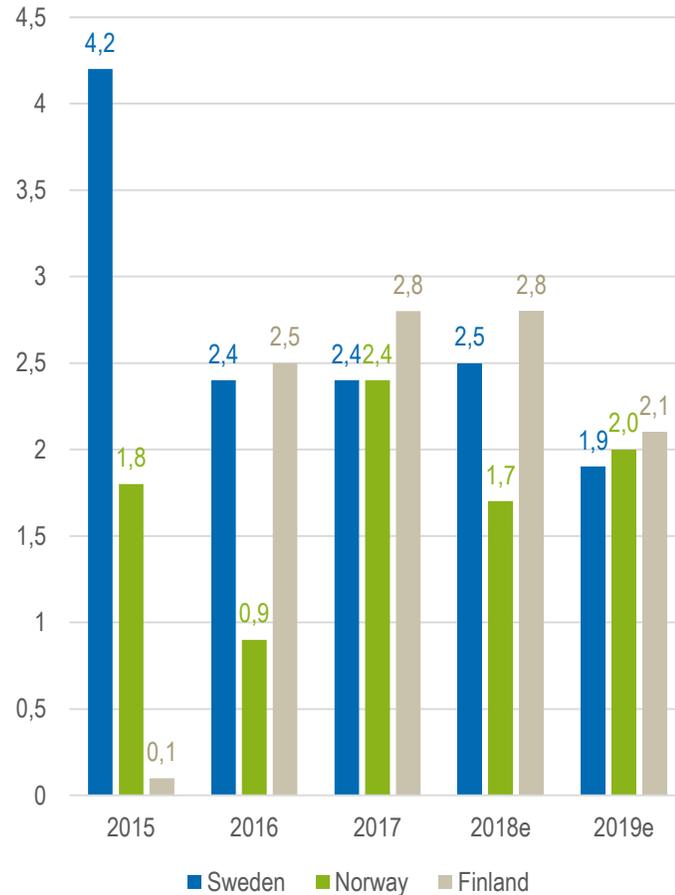
Condensed Cash Flow Statement

| | 2018 | 2017 | 2018 | 2017 | Rolling | Full year |
|--|--------------|-------------|---------------|---------------|---------------|---------------|
| MSEK | Jul-Sep | Jul-Sep | Jan-Sep | Jan-Sep | 12 months | 2017 |
| Profit after financial items | 475 | 421 | 1,431 | 1,259 | 2,006 | 1,834 |
| Adjustments for non-cash items | 163 | 171 | 426 | 437 | 552 | 563 |
| Tax paid | -93 | -65 | -325 | -274 | -254 | -203 |
| Cash flow from operating activities before changes in working capital | 545 | 528 | 1,532 | 1,422 | 2,304 | 2,193 |
| Change in inventories | -234 | -398 | -189 | -456 | -222 | -489 |
| Change in operating receivables | -297 | -503 | -1,158 | -1,101 | -604 | -547 |
| Change in operating liabilities | 10 | 198 | 260 | 519 | 445 | 703 |
| Cash flow from changes in working capital | -521 | -704 | -1,087 | -1,038 | -382 | -333 |
| Cash flow from operating activities | 24 | -177 | 445 | 384 | 1,922 | 1,861 |
| Cash flow from acquisition of assets, liabilities and operations | -54 | -1 | -753 | -112 | -987 | -346 |
| Other cash flow from investing activities | -91 | -66 | -193 | -210 | -177 | -195 |
| Cash flow from investing activities | -144 | -66 | -946 | -322 | -1,164 | -541 |
| Cash flow before financing activities | -120 | -243 | -501 | 62 | 757 | 1,320 |
| Dividend paid | - | - | -708 | -153 | -708 | -153 |
| Issued warrants | - | - | 1 | - | 1 | - |
| Repurchase of shares | - | - | - | - | -369 | -369 |
| Proceeds from borrowings | 400 | 999 | 1,625 | 999 | 1,625 | 999 |
| Repayment of borrowings | -505 | -1,100 | -590 | -1,506 | -797 | -1,712 |
| Cash flow from financing activities | -105 | -101 | 327 | -659 | -248 | -1,235 |
| CASH FLOW FOR THE PERIOD | -225 | -344 | -174 | -597 | 509 | 86 |
| Cash and cash equivalents at end of period | 1,126 | 612 | 1,126 | 612 | 1,126 | 1,295 |

Market development

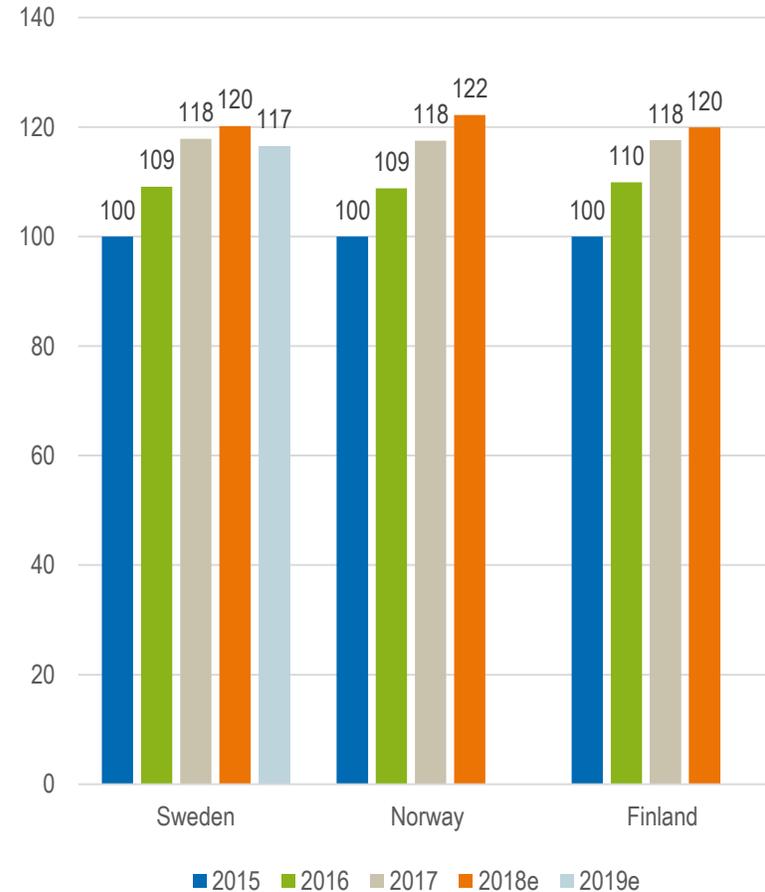
GDP growth

Per country, fixed prices, calendar-adjusted



Total construction investments

Infrastructure, residential and commercial, index 2015=100



PMI & Confidence levels

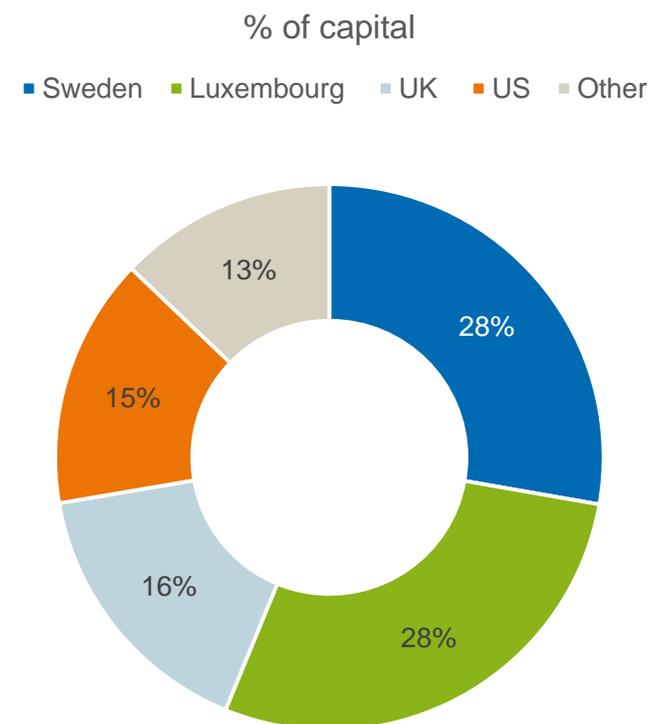
Q3, end September, seasonally adjusted



Top 30 shareholders

2018-09-30 sorted by Euroclear's official share register for directly and trustee registered shareholders + known custody names

| | Investor Name | Position | % |
|----|--|--------------------|-------------|
| 1 | CVC / Keravel SARL | 109 578 323 | 25,1% |
| 2 | Norges Bank | 19 933 958 | 4,6% |
| 3 | JP Chase NA (förvaltarpost) | 16 772 775 | 3,8% |
| 4 | AMF Försäkring | 14 399 541 | 3,3% |
| 5 | Odin Fonder | 12 408 474 | 2,8% |
| 6 | SEB Investment Management | 11 138 390 | 2,6% |
| 7 | Alecta Pensionsförsäkring | 11 000 000 | 2,5% |
| 8 | Kirkbi Invest (förvaltarpost) | 8 083 797 | 1,9% |
| 9 | Swedbank Robur fonder | 7 216 948 | 1,7% |
| | <i>Ahlsell AB</i> | <i>7 000 000</i> | <i>1,6%</i> |
| 10 | Afa försäkring | 5 704 654 | 1,3% |
| 11 | Handelsbanken Fonder | 5 325 000 | 1,2% |
| 12 | Nordea Investment Funds | 4 850 720 | 1,1% |
| 13 | Lannebo fonder | 4 470 500 | 1,0% |
| 14 | Länsförsäkringar fondförvaltning AB | 4 251 473 | 1,0% |
| 15 | JP Morgan Bank Luxembourg | 4 171 003 | 1,0% |
| 16 | Folksam | 3 989 592 | 0,9% |
| 17 | Andra AP-fonden | 3 820 102 | 0,9% |
| 18 | Tredje AP-fonden | 3 170 155 | 0,7% |
| 19 | Profun Förvaltning (förvaltarpost) | 2 800 000 | 0,6% |
| 20 | Kuwait Investment Authority (förvaltarpost) | 2 766 270 | 0,6% |
| 21 | Skarvhagen Förvaltnings AB (förvaltarpost) | 2 700 000 | 0,6% |
| 22 | Nordea | 2 674 308 | 0,6% |
| 23 | Danica Pension | 2 653 588 | 0,6% |
| 24 | Threadneedle LUX (förvaltarpost)*Actual 24.2 mn shares | 2 252 485 | 0,5% |
| 25 | Lazard Freres (förvaltarpost) | 1 786 345 | 0,4% |
| 26 | Kammarkollegiet (Förvaltarpost) | 1 604 772 | 0,4% |
| 27 | Skandia Fonder | 1 478 879 | 0,3% |
| 28 | SPP fonder | 1 148 836 | 0,3% |
| 29 | Mandaturn Life Insurance (förvaltarpost) | 850 463 | 0,2% |
| 30 | Catella Fondförvaltning | 817 545 | 0,2% |
| | Other | 155 483 291 | 35,6% |
| | Shares outstanding | 436 302 187 | 100% |



Trading days

| 2017 | Q1 | Q2 | Q3 | Q4 |
|---------|----|----|----|----|
| Sweden | 64 | 59 | 65 | 63 |
| Norway | 65 | 58 | 65 | 63 |
| Finland | 64 | 60 | 65 | 62 |
| Denmark | 65 | 58 | 65 | 63 |

| H1 | H2 | FY |
|-----|-----|-----|
| 123 | 128 | 251 |
| 123 | 128 | 251 |
| 124 | 127 | 251 |
| 123 | 128 | 251 |

| 2018* | Q1 | Q2 | Q3 | Q4 |
|----------------|-----------|-----------|-----------|-----------|
| Sweden | 63 | 60 | 65 | 62 |
| Norway | 62 | 60 | 65 | 62 |
| Finland | 63 | 61 | 65 | 62 |
| Denmark | 62 | 60 | 65 | 62 |

| H1 | H2 | FY |
|------------|------------|------------|
| 123 | 127 | 250 |
| 122 | 127 | 249 |
| 124 | 127 | 251 |
| 122 | 127 | 249 |

| 2019* | Q1 | Q2 | Q3 | Q4 |
|---------|----|----|----|----|
| Sweden | 63 | 59 | 66 | 62 |
| Norway | 63 | 58 | 66 | 62 |
| Finland | 63 | 60 | 66 | 62 |
| Denmark | 63 | 58 | 66 | 62 |

| H1 | H2 | FY |
|-----|-----|-----|
| 122 | 128 | 250 |
| 121 | 128 | 249 |
| 123 | 128 | 251 |
| 121 | 128 | 249 |

Merger & Acquisitions 2017-present

| Closing | Acquisitions | Country | Product segment | Annual sales SEK million ^a | Number of employees ^b | Rationale |
|-------------------|---|---------|------------------|---------------------------------------|----------------------------------|--|
| 28/02/2017 | G-ESS Yrkeskläder AB | Sweden | Tools & Supplies | 120 | 37 | Strengthen position in professional workwear in the Stockholm area |
| 02/05/2017 | C.J. Järn & Maskin AB | Sweden | Tools & Supplies | 46 | 18 | Strengthens position in the region of Vårgårda. Good opportunities for cross-selling to mainly industrial customers |
| 01/06/2017 | Svensk Industri & Kommunservice AB | Sweden | Tools & Supplies | 55 | 13 | Attractive customer base with many customers within public administration. Broaden offer in PPE |
| 02/10/2017 | Lenson Elektro AS | Norway | Electrical | 23 | 5 | Increase exposure to electrical installations such as power, lighting and climate |
| 01/11/2017 | ViaCon VA (assets and liabilities) | Sweden | HVAC & Plumbing | 320 | 81 | Valuable expertise in Water & Sewage operations. Strengthens initiatives to attractive customer segments |
| 01/12/2017 | Gehås AB (assets and liabilities) | Sweden | Tools & Supplies | 15 | 6 | Strengthen position within PPE in Värmland |
| 04/12/2017 | Infästningsspecialisten Göteborg AB | Sweden | Tools & Supplies | 28 | 8 | Strong position within fastening solutions and related tools to SME customers |
| 28/12/2017 | Nordic Sprinkler AB, Enexia AB, Prepipe Construction AB | Sweden | HVAC & Plumbing | 80 | 21 | Ahlsell is a relatively small player in sprinkler systems, and the acquisition will strengthen our presence |
| 28/12/2017 | Enexia Oy | Finland | HVAC & Plumbing | 40 | 8 | Same as Nordic Sprinkler |
| 29/12/2017 | Jobline i Umeå AB | Sweden | Tools & Supplies | 26 | 8 | Strengthen position within PPE in Umeå and surroundings, north of Sweden |
| 29/12/2017 | SAFE Workwear Sweden AB | Sweden | Tools & Supplies | 24 | 9 | Safe Workwear strengthens our presence in both Stockholm and the region of Mälardalen |
| 16/01/2018 | Proffsmagasinet AB | Sweden | Tools & Supplies | 260 | 50 | Leading Nordic e-commerce business - we get further knowledge on new ways of meeting professional customers |
| 01/02/2018 | HMK i Västerås AB | Sweden | Tools & Supplies | 16 | 8 | Wide range of well-known brands in workwear and personal protection in Västerås |
| 02/02/2018 | Bekken & Strøm AS | Norway | Tools & Supplies | 415 | 160 | Leading Norwegian supplier of workwear and PPE |
| 02/05/2018 | Sentrum Motor och Verktøy AS | Norway | Tools & Supplies | 40 | 9 | Gives Ahlsell a strong foothold in Tools & Supplies and improves the conditions for growth within HVAC & Plumbing in the Finnmark region |
| 31/05/2018 | Bygg & IndustriPartner Skaraborg AB | Sweden | Tools & Supplies | 30 | 7 | Strengthen position in tools and supplies in Skövde with surroundings |
| 02/07/2018 | Kahipa Oy | Finland | HVAC & Plumbing | 35 | 8 | Gain specialist competence within HVAC brackets in Southern parts of Finland |
| 03/09/2018 | Bygg & Industrisalg AS | Norway | Tools & Supplies | 45 | 13 | Strengthens the PPE presence in the region around Stavanger |
| Not yet completed | Øglænd System | Norway | Tools & Supplies | 45 | 8 | Gain competence and relevance in sprinkler systems in Norway |

2017:
777 MSEK

2018 YTD:
886 MSEK

Introduction to the presenting team



Johan Nilsson
CEO

- Appointed Group CEO in 2015
- CEO Ahlsell Sweden 2008-2015
- Joined Ahlsell in 2008
- Previously: CCO of Sanitec, CEO of IFÖ Sanitär and IDO



Kennet Göransson
CFO

- Joined Ahlsell in 2014
- Held equivalent positions with Indutrade, Addtech and Bergman & Beving



Karin Larsson
Head of IR

- Joined Ahlsell in 2017
- Previous positions: IRO at Atlas Copco Stockholm, equity sales at SEB Enskilda and Barclays capital, Frankfurt

Disclaimer

Some statements are forward-looking and the actual outcome can be different. In addition to the factors explicitly commented upon, the actual outcome may be affected by other factors such as macroeconomic conditions, movements in foreign exchange- and interest-rates, political risks, competitor behaviour, supply- and IT-disturbances.