

2023



Year-end report

For the financial year 2023

Fourth Quarter | Oct–Dec 2023

- Net sales amounted to TSEK 161,868 (127,545), which is an increase of 26.9 % compared to the same period last year.
- The gross margin amounted to 51.9 % (58.3).
- Operating profit before depreciation (EBITDA) amounted to TSEK 44,520 (35,510), which corresponds to an operating margin before depreciation of 27.5 % (27.8).
- Operating profit (EBIT) amounted to TSEK 29,325 (24,369), which corresponds to an operating margin of 18.1 % (19.1).
- Earnings per share before dilution amounted to SEK 2.01 (1.76).

(Comparative figures in parentheses refer to the corresponding period in the previous year.)

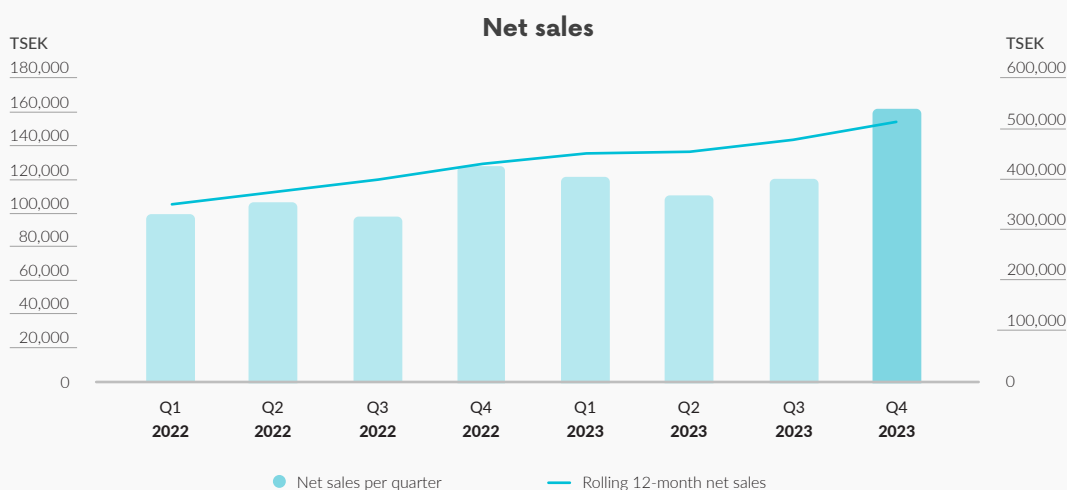
Jan–Dec 2023

- Net sales amounted to TSEK 513,387 (430,823), which is an increase of 19.2 % compared to the same period last year.
- The gross margin amounted to 54.4 % (58.7).
- Operating profit before depreciation (EBITDA) amounted to TSEK 115,032 (118,558), which corresponds to an operating margin before depreciation of 22.4 % (27.5).
- Operating profit (EBIT) amounted to TSEK 59,520 (79,407), which corresponds to an operating margin of 11.6 % (18.4).
- Earnings per share before dilution amounted to SEK 4.11 (5.79).

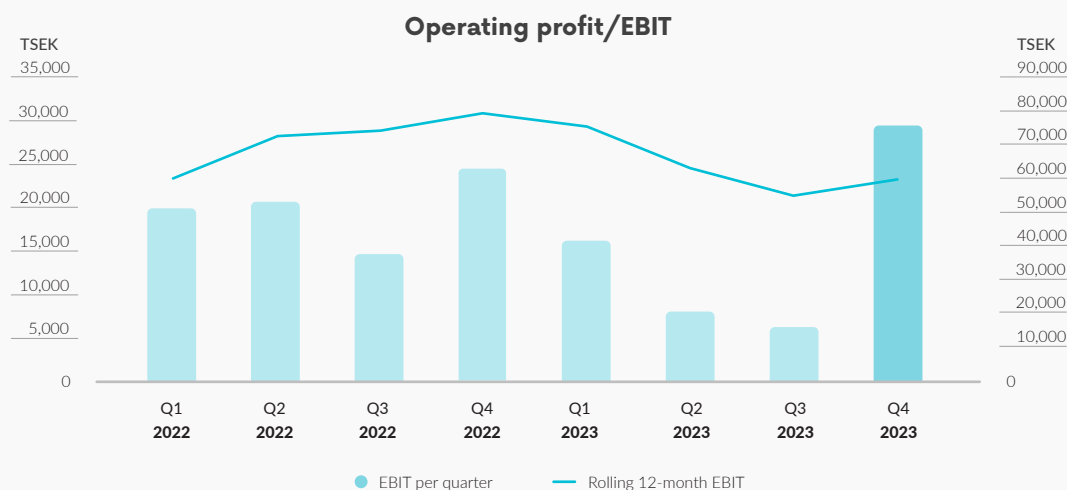
(Comparative figures in parentheses refer to the corresponding period in the previous year.)

Financial overview

Amounts in TSEK	2023				2022			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
Net sales	161,868	119,895	110,328	121,296	127,545	97,580	106,392	99,305
Gross margin, %	51.9	52.8	57.4	56.4	58.3	58.9	58.6	59.0
Operating profit before depreciation (EBITDA)	44,520	20,821	21,232	28,459	35,510	24,584	29,911	28,552
Operating profit (EBIT)	29,325	6,149	7,947	16,100	24,369	14,592	20,589	19,856
Operating margin, %	18.1	5.1	7.2	13.3	19.1	15.0	19.4	20.0
Profit after tax	22,498	4,380	5,637	12,443	18,835	11,478	15,810	15,867
Share price as of the last balance sheet date, SEK	2.01/2.01	0.39/0.39	0.53/0.53	1.16/1.13	1.76/1.71	1.07/1.04	1.48/1.43	1.48/1.43
Equity/assets ratio, %	71.3	68.3	70.9	66.9	69.7	66.0	68.7	69.9
Cash and cash equivalents	21,365	10,669	26,519	23,470	43,012	68,164	97,788	97,510



The graph presents the net sales per quarter in bars, according to the axis on the left.
The line represents the net sales for the last 12-month period, according to the axis on the right.



The graph presents operating income EBIT per quarter in bars, according to the axis on the left.
The line presents the operating income for the last 12-month period, according to the axis on the right.

Comments from the CEO

A strong quarter

We ended the year strongly which is reflected in both new product categories and new geographic markets, which together are the two foremost aspects of our multidimensional strategy. During the year's second half, we delivered over 150,000 downlights, which shows a strong demand. This achievement establishes the groundwork for a new product category with smart luminaires where we plan to continue our innovation with even more exciting products during 2024.

In our international growth strategy, we especially note that the market in Norway continues to follow the same successful path as in Sweden. We see a strong growth in the Netherlands and have increased presence in countries such as Spain, Germany, and Switzerland. Here, we have built up wholesale relations and sales teams ahead of the launch of the shutter controller JAL-01, planned for the second quarter of 2024. It is our ambition that JAL-01 will make these markets to accelerate.

Throughout 2023, we have put a lot of energy into optimize our cost structure and increasing cost awareness within the company. The key to our profitability strategy is to increase revenues while keeping our costs at a relatively stable level. By balancing these two factors, we look forward to creating sustainable and long-term profitability.

We see also this quarter a lower gross margin, mainly due to the new product category with smart luminaires. As we will launch more new product categories in the coming years and more products within these new categories, it is reasonable to assume a lower gross margin in the short term. The year 2023 has been an important year where we have positioned ourselves for a new growth phase, driven by both new product categories and new markets.



We look forward to the coming years with great enthusiasm and are convinced that our strategy will lead to strong growth and increased profitability. I want to thank the team for a fantastic job.

Babak Esfahani
CEO

Outlook for 2024

The company aims to during 2024 maintain its strong growth curve while the profitability is improved. Important goals for the year include the launch of the shutter controller JAL-01 during the second quarter, intended to act as an entry product on the European market. During the fourth quarter, the launch of the smart thermostat TRM-01 is planned, which not only introduces a new product category for the company but also is expected to significantly expand the Norwegian market.

Financial targets

In the next few years, the company has growth in net sales as the main financial goal. The company sees a very good underlying profitability in the business and is convinced that the utmost value for the shareholders are created in the coming year by focusing on growth in market shares and in net sales to fortify a long-term good market position. The company does not provide earnings and sales forecasts.

Auditor's statement regarding the report

The report has not been subject to review by the company's auditor.

Dividend

The Board of Directors proposes that retained earnings should be transferred to next years statements.

Annual General Meeting

The Annual General Meeting will be held on April 23, 2024.

About the company

Plejd is a leading Nordic supplier of smart lighting controls. By focusing on the user experience, smart lighting controls are made easy and available to everyone.



Market development

The market for connected smart lighting has grown strongly in recent years and is expected to continue to grow strongly for many years to come. The market growth is affected by several underlying factors where the overall transition to connected electronics, also known as the Internet of Things, is the strongest driver. Other driving factors are cost savings and greater flexibility in installations with wireless control instead of drawing cables. Energy savings can be made through simple scheduling and proximity-sensor control, which is both cost-effective and good for the climate. Increased mobile phone use is also a factor that is driving the transition to connected lighting, where the mobile phone as a tool is paving the way for simple and powerful configuration, at the same time that the acceptance of using an “app” for configuration and control is growing. Plejd is active in the professional market for lighting control, which put simply means fixed lighting that is installed by electricians for both private and commercial use.

As a B2B supplier, Plejd primarily has direct customer relationships with electrical wholesalers in every market the company is active in. Our indirect main customer is the electrician who in turn installs our products at the end user, which may be either a private or commercial installation. Examples of installations are apartments, single-family homes, stores, restaurants and offices.

Significant risks and uncertainties

The company's operations are exposed to certain risks that may have varying impacts on earnings and financial position. When assessing the Group's future development, it is important to take into account the risk factors, alongside any opportunities for profit growth. The foremost risk to take into account in the phase that the company is in is mainly potential quality-related problems that may arise as a result of strong growth and a relatively complex product that consists of both hardware and software in high volumes.

Quality problems are a normal risk for a rapidly growing technology company, but it is extra sensitive in the industry that the company is active in, where trust among electricians is incredibly important. The background of this assumption is that a potential return visit to a customer due to faulty products is costly for both the electrician and end user, which makes operational reliability a key factor in the selection of suppliers. As yet, the company has not had any quality problems of an impacting nature and it works with very strict quality control throughout the development work to manage this risk.

The company is at risk of being involved in legal or administrative proceedings within the framework of the operating activities, and in so doing risks also being subject to claims regarding contractual issues, product liability and alleged errors in the delivery of the company's products and services, which may relate to damage claims or other claims for payments, including damage claims from customers or competitors for breaches of competition law and patent and trademark issues. There are inherent difficulties in anticipating the outcome of legal, regulatory and other negative outcomes or claims and if the outcome of any future legal and administrative proceedings becomes unfavorable to the company, this may have a negative effect on the Group's financial position and operating profit.

There is still a global component shortage that affects the supply of components on the market, but because of the measures we have taken, our delivery capacity remains unaffected. Through a combination of good inventory levels and production-related processes, we can easily redesign products to work with more components. This provides us with more options when purchasing and reduces the risk of component shortages, but for us, like other companies, the future is difficult to predict, which means that the situation may change.

For a more detailed description of these risks, please see Plejd's Annual Report.

Events during the quarter

- Founder Erik Calissendorff and former chairman Pär Källeskog created the ownership group Plejd Grundare on December 28.
- Andra AP-Fonden were welcomed to Plejd's nomination committee on November 23.
- Plejd launched WMS-01 and OUT-01 on November 13.
- Andra AP fonden increased its holding in Plejd to 594,998 shares corresponding to 5.32 % of votes and capital on October 20.

Events after the quarter

- Plejd's nominating committee proposes Magnus Zederfeldt as a new board member on February 2.

Transactions with related parties

There were no such transactions during the period.

Personnel and organization

At the end of the period, number of employees amounted to 207. In addition to this, the company engages external consultants for specific projects.

Number of employees at the end of the period	Plejd AB	Plejd AS	Plejd OY	Plejd BV	Plejd GmbH	Total, Group
Number of employees Q4 2023	185	14	2	3	3	207
Number of employees Q4 2022	188	15	2	2	0	207

Number of shares

At the end of the period, number of shares amounted to 11,178,720 st (10,706,720).

Liquidity and financing

Liquidity at the end of the period was (TSEK):

Cash and cash equivalents	21,365
Remaining to use overdraft	80,000
Total available liquidity	101,365

Financial position and performance | Group

Revenues, costs and profit

Fourth Quarter | Oct-Dec

Net sales amounted to TSEK 161,868 (127,545), which means a growth of 26.9 % compared to the same period last year.

Capitalized work on the company's own behalf amounted to TSEK 20,804 (22,019) for the period. The decrease in activated time compared to the previous year is the result of us launching several new products and therefore spend more time on maintenance initially.

The gross margin amounted to 51.9 % (58.3). The gross margin is lower than the same period of the previous year since the new product category has a lower gross margin than our products for lighting control.

The operating profit amounted to TSEK 29,325 (24,369). The operating profit is higher than the same period last year, but the operating margin is lower. This is largely due to a lower gross margin for new products and higher cost mass due to launches and international investments.

Jan-Dec

Net sales amounted to TSEK 513,387 (430,823), which means a growth of 19.2 % compared to the same period last year.

Capitalized work on own behalf amounted to TSEK 81,126 (68,004) for the period. The increased activated time compared to the previous year results from the launch of a new product category during the second quarter. At all major launches, time spent increases as more departments are involved.

The gross margin amounted to 54.4 % (58.7). The gross margin is lower than the same period of the previous year when the new product category initially had a lower gross margin than our products for lighting control, which mainly affects the gross margin at the end of the period.

The operating profit amounted to TSEK 59,520 (79,407). Operating profit is lower than in the same period last year due to lower gross margin on new products and higher cost mass due to launches and international investments.

Cash flow, investments and financial position

Fourth Quarter | Oct-Dec

Cash flow from operating activities over the quarter amounted to TSEK 61,190 (8,415). The cash flow was positively affected mainly by reduced inventory levels.

During the quarter, investments were made that negatively impacted the cash flow by TSEK -22,119 (-28,640). The investments mainly consist of activated time regarding new products.

The cash flow from financing activities was TSEK -28,205 (-5,254), which mainly consists of a reduction in used overdraft facilities and amortization regarding lease-financed assets.

Jan-Dec

Cash flow from operating activities during the second half-year amounted to TSEK 51,478 (41,792). The cash flow from accounts receivable and short-term liabilities is higher than in previous years due to bonus invoices to customers being issued after the end of the year.

During the period, investments were made that affected the cash flow by TSEK -93,439 (-86,258). The investments mainly consist of capitalized time for new products, and as we have launched a new product category during the period, this item has increased as a result of increased time spent.

The cash flow from financing activities was TSEK 20,063 (-18,706), which primarily comes from the warrant program that ended in June and added cash of TSEK 40,592, and amortization regarding lease-financed assets.

Cash and cash equivalents amounted to TSEK 21,365 (43,012) at the end of the period.



Income Statement | Group

Amounts in TSEK	Note	Fourth quarter		Full year	
		2023	2022	2023	2022
Net sales	3	161,868	127,545	513,387	430,823
Capitalized work on own account		20,804	22,019	81,126	68,004
Capitalized work for produced products*		5,508	-	9,040	-
Other operating revenues		2,051	1,425	6,400	3,735
Total income		190,231	150,989	609,953	502,562
Raw materials and consumables		-77,784	-53,204	-234,344	-178,058
Operating expenses		-24,752	-24,514	-87,463	-61,885
Personnel expenses		-40,059	-36,732	-163,979	-139,049
Depreciation, amortization and impairments		-15,195	-11,141	-55,512	-39,151
Other operating expenses		-3,116	-1,028	-9,135	-5,012
Total operating expenses		-160,906	-126,620	-550,433	-423,155
Operating profit		29,325	24,369	59,520	79,407
Financial items		-624	-310	-2,126	-1,076
Total profit from financial items		-624	-310	-2,126	-1,076
Earnings after financial items		28,701	24,059	57,394	78,331
Profit before tax		28,701	24,059	57,394	78,331
Taxes		-6,203	-5,224	-12,435	-16,340
PROFIT FOR THE PERIOD		22,498	18,835	44,959	61,991
Attributable to the parent company's shareholders		22,498	18,835	44,959	61,991
Other comprehensive income					
<i>Items that may be reclassified to profit/loss for the period</i>					
Exchange differences in translation of foreign operations		-369	14	-414	3
Other comprehensive income for the period		-369	14	-414	3
Total comprehensive income for the period		22,129	18,849	44,545	61,994

The profit/loss and the total comprehensive income for the period are entirely attributable to the Parent Company's shareholders.

Earnings per share, calculated on earnings for the period attributable to the Parent Company's shareholders:

Amounts in SEK	Note	Fourth quarter		Full year	
		2023	2022	2023	2022
Earnings per share before dilution	4	2.01	1.76	4.11	5.79
Earnings per share after dilution	4	2.01	1.71	4.11	5.62

*The item refers to labor costs related to self-produced products stored at the company, see note 2.

Balance Sheet | Group

Amounts in TSEK	Note	2023-12-31	2022-12-31
ASSETS			
Fixed assets			
Intangible assets		218,497	161,210
Tangible assets		33,599	29,645
Financial assets		1,396	1,939
Right of use assets		52,582	58,556
Total fixed assets		306,075	251,350
Current assets			
Inventory		159,106	152,926
Short-term receivables		137,371	65,358
Cash and cash equivalents		21,365	43,012
Total current assets		317,842	261,296
TOTAL ASSETS		623,917	512,646
EQUITY			
Equity		445,017	357,553
Total equity attributable to Parent Company shareholders		445,017	357,553
LIABILITIES			
Non-current liabilities		28,867	35,431
Overdraft facilities		-	-
Other current liabilities		150,033	119,662
Total liabilities		178,900	155,093
TOTAL EQUITY AND LIABILITIES		623,917	512,646

Changes in Equity | Group

Equity attributable to Parent Company's shareholders

Amounts in TSEK	Share capital	Other contributed capital	Reserves	Retained earnings incl. profit for the year	Total equity
Opening balance at 1 Jan 2022	1,606	254,292	-8*	39,669*	295,559
Profit for the period	-	-	-	61,991	61,991
Other comprehensive income for the period	-	-	3	-	3
Total comprehensive income for the period	0	0	3	61,991	61,994
Warrants	-	-	-	-	-
New share issue	-	-	-	-	-
Total transactions with shareholders	0	0	0	0	0
Closing balance at 31 Dec 2022	1,606	254,292	-5	101,660	357,553
Opening balance at 1 Jan 2023	1,606	254,292	-5	101,660	357,553
Profit for the period	-	-	-	44,959	44,959
Other comprehensive income for the period	-	-	-414	-	-414
Total comprehensive income for the period	0	0	-414	44,959	44,545
Warrants	71	42,848	-	-	42,919
New share issue	-	-	-	-	-
Total transactions with shareholders	71	42,848	0	0	42,919
Closing balance at 31 Dec 2023	1,677	297,140	-419	146,619	445,017

*The opening balance for reserves and retained earnings has been adjusted as a result of translation effects in connection with conversion to IFRS

Cash Flow Statement | Group

Amounts in TSEK	Note	Fourth quarter		Full year	
		2023	2022	2023	2022
Cash flow from operating activities					
Operating profit		29,325	24,369	59,520	79,407
Adjustments for non-cash items.		15,195	11,141	55,512	39,151
Tax paid		-2,925	112	-23,551	-1,431
Interest paid		-624	-310	-2,126	-1,076
Cash flow from operating activities before changes in working capital		40,971	35,312	89,354	116,050
Cash flow from changes in working capital					
Increase/decrease in inventories		16,831	-23,354	-6,180	-83,656
Increase/decrease in accounts receivable		-291	27,976	-78,083	-453
Increase/decrease in other current receivables		894	-6,779	6,070	-4,791
Increase/decrease in accounts payable		-6,914	-5,519	-4,153	8,153
Increase/decrease in other current liabilities		9,699	-19,221	44,469	6,489
Total changes in working capital		20,219	-26,897	-37,876	-74,258
Cash flow from operating activities		61,190	8,415	51,478	41,792
Cash flow from investing activities					
Investments in intangible assets		-20,804	-22,019	-81,126	-61,836
Investments in tangible assets		-1,269	-6,081	-12,803	-23,043
Investments in financial assets		-46	-539	490	-1,379
Cash flow from investing activities		-22,119	-28,640	-93,439	-86,258
Kassaflöde från finansieringsverksamheten					
Amortization of leasing liabilities		-5,759	-5,254	-22,856	-18,706
Warrants		-23	-	42,919	-
Used overdraft		-22,423	-	-	-
Cash flow from financing activities		-28,205	-5,254	20,063	-18,706
Decrease/increase in cash and cash equivalents					
Cash flow for the period		10,867	-25,478	-21,899	-63,171
Cash and cash equivalents at start of period		10,669	68,164	43,012	105,478
Exchange differences in cash and cash equivalents		-171	326	252	705
Cash and cash equivalents at end of period		21,365	43,012	21,365	43,012

Income Statement | Parent Company

Amounts in TSEK	Note	Fourth quarter		Full year	
		2023	2022	2023	2022
Net sales		145,307	113,073	471,955	406,648
Capitalized work on own behalf		20,804	22,019	81,126	68,004
Capitalized work for produced products*		5,508	-	9,040	-
Other operating income		1,968	1,425	6,323	3,735
Total income		173,587	136,517	568,444	478,387
Raw materials and consumables		-76,383	-51,536	-234,238	-181,653
Operating expenses		-28,698	-26,608	-106,128	-72,632
Personnel expenses		-33,941	-32,194	-142,478	-123,778
Depreciation, amortization and impairments		-9,292	-5,978	-32,494	-20,813
Other operating expenses		-1,881	-891	-6,791	-4,526
Total operating expenses		-150,196	-117,207	-522,128	-403,403
Operating profit		23,392	19,310	46,316	74,984
Profit from financial items					
Financial items		-293	-13	-898	-39
Total profit from financial items		-293	-13	-898	-39
Earnings after financial items		23,099	19,297	45,419	74,946
Profit before tax		23,099	19,297	45,419	74,946
Taxes		-4,861	-4,106	-9,596	-15,728
PROFIT FOR THE PERIOD		18,237	15,191	35,823	59,217

The Parent Company has no items recognized as other comprehensive income, which is why total comprehensive income for the period is the same as profit/loss for the period.

*The item refers to labor costs related to self-produced products stored at the company, see note 2.

Balance Sheet | Parent Company

Amounts in TSEK	Note	2023-12-31	2022-12-31
ASSETS			
Fixed assets			
Intangible assets		200,933	143,646
Tangible assets		35,127	30,974
Financial assets		4,299	4,510
Total fixed assets		240,359	179,130
Current assets			
Inventory		157,058	150,060
Current receivables		116,742	77,046
Cash and cash equivalents		13,818	27,476
Total current assets		287,618	254,582
TOTAL ASSETS		527,977	433,712
EQUITY			
Equity		419,178	340,436
Total equity		419,178	340,436
LIABILITIES			
Overdraft facilities		-	-
Other current liabilities		108,798	93,276
Total liabilities		108,798	93,276
TOTAL EQUITY AND LIABILITIES		527,977	433,712

Noter

Note 1 | General information

Plejd AB (publ) ("Plejd"), corporate ID no. 556790-9477 is a Parent Company registered in Sweden with its registered office in Mölndal.

Unless otherwise stated, all amounts are reported in thousands of Swedish kronor (SEK '000s). Information in parentheses refers to the comparative year.

Note 2 | Summary of key accounting principles

The most significant accounting principles applied in preparing these consolidated financial statements are set out below. These principles have been applied consistently for all periods presented unless otherwise indicated.

The company has, during the period, separately reported labor costs for self-produced products. The amount for the comparison period was immaterial.

Plejd's consolidated financial statements were prepared in accordance with the Swedish Annual Accounts Act, recommendation RFR 1 Supplementary Accounting Rules for Groups from the Swedish Financial Reporting Board, International Financial Reporting Standards (IFRS) and the interpretations of the IFRS Interpretations Committee (IFRS IC) as adopted by the EU. The consolidated financial statements were prepared using the cost method. The interim report was prepared in accordance with IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act.

Preparing reports in accordance with IFRS requires the use of some important estimates for accounting purposes. In addition, management must make certain assessments in the application of the Group's accounting principles.

The Parent Company applies RFR 2 Accounting for Legal Entities and the Swedish Annual Accounts Act. The application of RFR 2 means that the Parent Company, in the interim report for the legal entity, applies all IFRS and statements adopted by the EU to the furthest extent possible within the framework of the Swedish Annual Accounts Act, the Pension Obligations Vesting Act and taking into account the relationship between accounting and taxation.

Note 3 | Net sales

Revenues

The revenues from external parties reported to the CEO are measured in the same way as the consolidated statement of comprehensive income. All revenues are recognized at one point in time.

	Oct-Dec 2023	Oct-dec 2022	Jan-Dec 2023	Jan-Dec 2022
Revenues from external customers by type of product and service:				
Products for lighting control	161,868	127,545	513,387	430,823
TOTAL	161,868	127,545	513,387	430,823
Revenues from external customers by country, based on customer location				
Sweden	90,203	84,070	306,753	303,774
Norway	61,494	37,847	173,465	108,926
Finland	4,077	2,929	15,019	10,026
The Netherlands	2,661	1,336	9,404	4,521
Germany	83	0	469	0
Other countries	3,350	1,363	8,278	3,576
TOTAL	161,868	127,545	513,387	430,823

Note 4 | Earnings per share

	Oct-Dec 2023	Oct-Dec 2022	Jan-Dec 2023	Jan-Dec 2022
SEK				
Earnings per share before dilution	2.01	1.76	4.11	5.79
Earnings per share after dilution	2.01	1.71	4.11	5.62
Earnings measurements used in the calculation of earnings per share				
Profit attributable to Parent Company shareholders used in the calculation of earnings per share before and after dilution	22,498	18,835	44,959	61,991
Profit attributable to Parent Company shareholders	22,498	18,835	44,959	61,991
No. of				
Weighted average number of ordinary shares used in calculating earnings per share before dilution	11,178,720	10,706,720	10,945,953	10,706,720
Warrants				
Adjustments for calculation of earnings per share after dilution regarding warrants	0	289,685	0	329,490
Weighted average number of ordinary shares and potential ordinary shares used as the denominator in the calculation of earnings per share after dilution	11,178,720	10,996,405	10,945,953	11,036,210

Note 5 | Key financial indicators

In addition to the key financial indicators prepared in accordance with IFRS, Plejd presents key financial indicators not defined according to IFRS, such as Gross margin and EBITDA. These alternative performance measures are considered to be important results and performance measures for investors and other users of the interim report. The alternative performance measures shall be seen as a complement to, but not a replacement for, the financial information prepared in accordance with IFRS. Plejd's definitions of these measurements that are not defined according to IFRS are described in this note.

Performance measure	Definition	Objective
Operating profit (EBIT)	Profit/loss before tax excluding net financial items	Monitoring the earnings trend in the Group
EBITDA	Operating profit/loss excluding amortization, depreciation and impairment	Monitoring the earnings trend in the Group
Gross margin	Gross margin = gross profit/sales	Monitoring sales in relation to direct costs for products
Equity/assets ratio	Equity at the end of period in relation to total assets at the end of period	Monitoring the Group's long-term payment capacity
Cash and cash equivalents	Cash and bank assets and overdraft	Monitoring the Group's short-term payment capacity
Number of employees	Number of employees during the period. This item includes part-time employees	Monitoring the Group's growth in number of employees

Upcoming report dates

- Annual report 2023 (2 April 2024).
- Interim report first quarter 2024 (18 April 2024).
- Half-year report 2024 (12 July 2024).
- Interim report third quarter 2024 (17 October 2024).

This interim report has not been reviewed by the company's auditors.

Mölnådal, 8 February 2024

Babak Esfahani

CEO





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