

Kid ASA

Kid ASA - Revenues for the Fourth Quarter of 2021

Lier, 10 January 2022: Kid ASA today announces unaudited revenue figures for the fourth quarter of 2021 (previous year in brackets). For definition of like-for-like stores, please see latest quarterly report at www.investor.kid.no.

Group

Q4 revenues increased by +2.5% (+6.6%) to MNOK 1,100.5 (MNOK 1,073,3¹). Like-for-like sales increased by +0.2% (+7.4%)⁴. Compared to 2019, like-for-like sales increased by +7.3%³.

Online sales accounted for 9.6% (9.7%⁴) of total revenues.

For the fiscal year 2021, group revenues increased by +4.5% (+9.3%) to MNOK 3,097,3 (MNOK 2,965.1²). Like-for-like sales increased by +2.3% (+11.5%). Compared to 2019, like-for-like sales increased by +14.3%³.

"The global freight situation caused delays in all our markets and influenced both October and November revenues negatively. However, revenues increased significantly from late November onwards as products, including our traditional Christmas assortment, arrived. Overall, I am really pleased to report a growth of 2.5%, and especially when compared to the strong Q4 growth last year", says CEO Anders Fjeld.

As a result of delays, carry-over Christmas products still in stock per year-end are approx. MNOK 12 higher than last year.

Segment Kid Interior

Q4 revenues decreased by -1.0% (+15.3%) to MNOK 687.4 (MNOK 694.2). Like-for-like sales decreased by -3.8% (+13.6%). Online sales increased by +4.7% (+59.2%).

For the fiscal year 2021, revenues increased by +1.1% to MNOK 1,883.5 (MNOK 1,862.8). Like-for-like sales decreased by -1.8% (+14.8%). Online sales increased by +21.2% (+46.9%).

Four new stores were opened, and three stores were refurbished during the quarter. No stores were closed. The total number of physical stores at the end of the quarter was 153 (147). The

number of shopping days in the quarter was 81 (80).

Segment Hemtex

Q4 revenues increased by +9.0% (-5.7%) to MSEK 419.3 (MSEK 384.8). Like-for-like sales increased by +7.8% (-1.9%). Online sales decreased by -0.8% (+46.4%).

For the fiscal year 2021, revenues increased by +10.1% to MSEK 1,213.9 (MSEK 1,102.6). Like-for-like sales increased by +9.8% (+6.7%). Online sales increased by +21.8% (+55.6%).

One new store was opened, and one store was relocated during the quarter. No stores were closed. The total number of physical stores at the end of the quarter was 133(131). The number of shopping days in the quarter was 91 (91).

The quarterly report for the fourth quarter of 2021 will be announced on 16 February 2022 at CET 07:30.

ENQUIRIES

Anders Fjeld, CEO Kid ASA, +47 996 32 121

Eystein Lund, CFO Kid ASA, +47 906 02 127

This information is subject of the disclosure requirements pursuant to section 5-12 of the Norwegian Securities Trading Act.

1. Calculated with constant currency. Actual reported revenues per Q4 2020 was MNOK 1,097.3 which represents an increase of +0.3%.
2. Calculated with constant currency. Actual reported revenues YTD 2020 was MNOK 2,994.7 which represents an increase of 3.4%.
3. Like-for-like revenue compared to 2019 are revenue from stores that were in operation from 1 January 2019 all through the end of the current reporting period and calculated in constant currency.
4. Calculated with constant currency.