

Translation of Company Announcement No. 5 - 2024 to Nasdaq Copenhagen



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Brødrene A & O Johansen A/S acquires Workwear Group ApS (Billig-arbejdstøj.dk)

AO has entered into an agreement to purchase the entire share capital in Workwear Group ApS, which operates the online store Billig-arbejdstøj.dk, the leading online store for workwear in Denmark. Workwear Group has approximately 110 employees.

In 2024, Workwear Group expects a revenue of approximately DKK 260 million and serves both private customers and companies through online stores in five countries. Revenue is distributed with approximately 60% coming from private customers and approximately 40% coming from companies, predominantly outside AO's traditional tradesmen segments.

Workwear Group's online stores complement AO's own B2C online stores and contribute to AO being able to offer B2B customers a one-stop shop with an expanded range of workwear. With the purchase of Workwear Group, AO also acquires a new, automated warehouse in Jutland with significant unused capacity that can be integrated into AO's overall logistics solution.

Workwear Group is headquartered in Spjald. The company has a modern and future-proof Autostore solution that can facilitate future growth both in Workwear Group and AO's B2B and B2C segments. The company which will be integrated into AO's omnichannel business model continues at the same location and with the same organisation, just as Anders Lindhardsen will remain in his position as CEO of Workwear Group.

CEO Niels A. Johansen says:

"I am impressed by Workwear Group's journey. They are the leading player in online sales of workwear in Denmark and have a good position in Sweden and Norway. In addition to complementing AO's own B2C online stores, I am pleased that we in future can offer a wide range of workwear to AO's approximately 28,000 tradesmen through a B2B web shop tailored to their needs. Workwear Group has a broad range with more than 200,000 item numbers from more than 100 suppliers. AO has for a long time wanted to find the right partner in profile clothing and workwear, and with Workwear Group's business model, logistics setup, and many years of experience in both printing and embroidery we have found a perfect match."

Workwear Group's founder Tommy Søgaard says:

"It has been my and Workwear Group's ambition to be the leading player in digital sales of workwear in Scandinavia by delivering the best customer experience and continuously delivering on new trends as they emerge. With AO, we get a new owner who will continue the growth journey we have been on. We look forward to serving our new joint customers."

The purchase price for the share capital amounts to DKK 215.4 million. In addition, interest-bearing debt, amounting to approximately DKK 56.1 million at December 31, 2023, will be assumed.

The purchase is subject to approval by the Danish competition authorities.

The acquisition is expected to positively affect the AO Group's EBITDA by DKK 25-30 million on a stand-alone basis in the first 12 months after the acquisition.

Kind regards

BRØDRENE A & O JOHANSEN A/S

Niels A. Johansen
CEO

Per Toelstang
CFO/Deputy CEO