

ABOUT STRAX

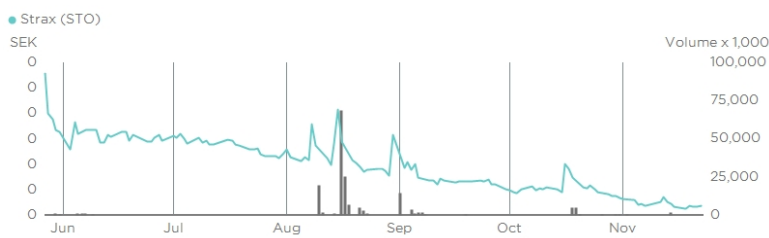
STRAX is a global leader in accessories that empower mobile lifestyles. Our portfolio of accessories covers all major mobile accessory brands and categories: Protection, Power, Connectivity, as well as Personal Audio.

Own brands are Clckr, Planet Buddies and RichmondFinch. Our brands reach a broad customer base, through 70 000 brick and mortar stores around the globe, as well as through online marketplaces and direct-to-consumers.

Founded as a trading company in 1995, STRAX has since expanded worldwide and evolved into a global brand business. Today we have approximately 90 employees in 6 countries. STRAX is listed on the Nasdaq Stockholm stock exchange.

Divested own brands consist of Urbanista and Gear4.

Discontinued operations include Health & Wellness and licensed brand portfolio of adidas and Diesel.



Share data

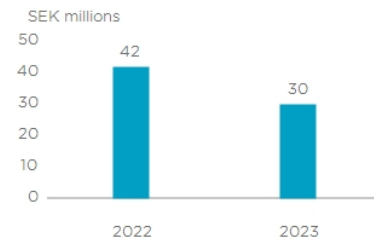
22/11/2024

Number of Shares (mil)	120.59	Currency	SEK
Change (%)	1.12	Volume	443,994
Market Cap (mil)	21.77	Previous Close	0.18

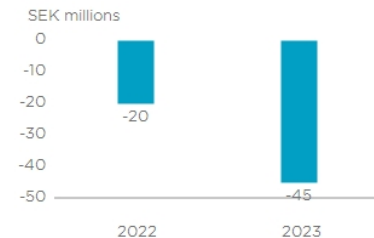
Key figures, SEK thousands

	2023	2022	Change
Net sales	30,180	41,512	-11,332
Gross profit	-10,527	357	-10,884
Operating profit	-39,105	-16,745	-22,360
Profit before tax	-48,559	-19,666	-28,893
Total assets	23,376	99,595	-76,219
Total equity	-49,796	-6,482	-43,314
Total liabilities	73,172	106,077	-32,905
Cash flow from operating activities	2,056	8,881	-6,825
Cash flow from investing activities	-360	-5,700	5,340
Cash flow from financing activities	-3,442	-2,873	-569
Net sales growth (%)	-27.3	38.5	-65.8
Gross margin (%)	-34.9	0.9	-35.8
Operating margin (%)	-129.6	-40.3	-89.2
Profit margin (%)	-160.9	-47.4	-113.5
Equity, SEK thousands	-49,796	-6,482	-43,314
Equity ratio (%)	-213.0	-6.5	-206.5
Cash and cash equivalents	1,163	2,909	-1,746

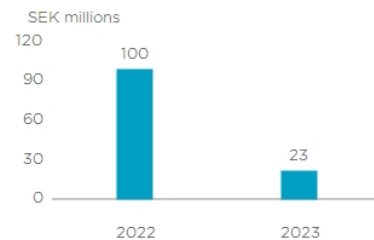
Net sales



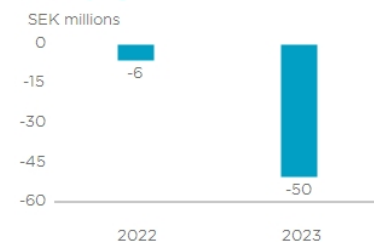
Net income



Total assets



Total equity



CONTACT US

Strax AB
 Mäster Samuelsgatan 10
 SE-111 44 Stockholm
 Sweden
 Corporate identity No.: 556539-7709
 Tel: 08-545 01 750
 E-mail: ir@strax.com
www.strax.com

STRAX

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