

The Swedish Outdoor Brand.

NWG CAPITAL MARKETS DAY 2024-02-20

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Jens Petersson.

SENIOR VP SPORTS & LEISURE.

Christoffer Rehn.

DEPUTY CEO.

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Tenson[®]
EST. 1951



Pressrelease. / ENG.

New Wave Group acquires Tenson.

Askim Gothenburg June XXnd 2023 - Tenson AB.

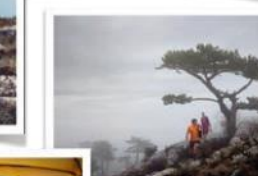
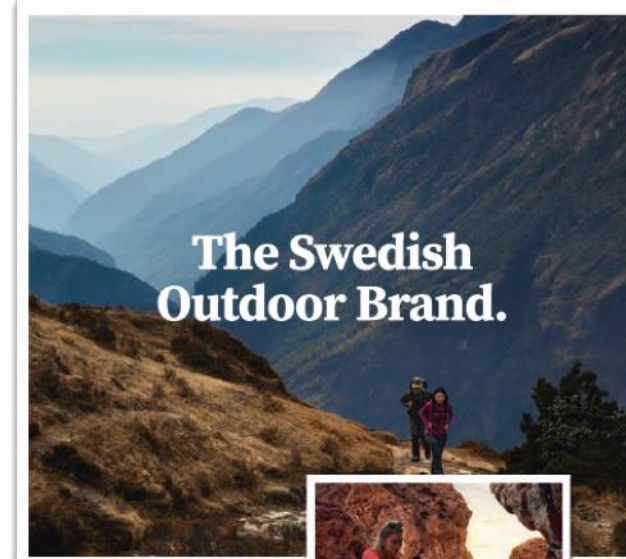
The Swedish Outdoor Brand Tenson with its roots firmly rooted on the Swedish West Coast (Founded in Varberg 1951) has been undergoing a brand repositioning process the last couple years focusing on changes throughout the entire marketing, product and go-to-market strategies.

By acquiring Tenson, New Wave Group is taking a strategic step into the outdoor market making sure that the brand has the financial resources and synergies needed when entering the next phase in The Swedish Outdoor Brand's ongoing journey - scaling up the business.

New Wave Group is a growth company that designs, acquires and develops brands and products in the corporate promo, gifts and home furnishings sectors. The Group achieves synergies by coordinating design, purchasing, marketing, warehousing and distribution of its product range. The Group divides its operations into three operating segments: Corporate, Sports & Leisure and Gifts & Home Furnishings.

New Wave Group's organisation is decentralised, with a high degree of independence and self-determination being delegated to company management. The objective is for the companies to be run in an entrepreneurial spirit, while at the same time enjoying the benefits of belonging to a large group of companies. For more information about New Wave Group please go to nwg.se

Questions? jens.petersson@nwg.se +46 (0)31-712 89 04
thomas.nord@tenson.com +46(0)701 84 24 23



Quote Jens Petersson / New Wave Group AB

"The acquisition of Tenson provides us with the opportunity to seriously enter the outdoor market, which is something we've had in our long-term strategy and it complements our existing brands within the New Wave Group in a very positive way. In addition, we expect that Tenson will have a quick journey with us within our developed channels and networks both in Sweden and abroad".

Quote Tomas Solin / Tenson AB

"It's been an exciting journey and a massive team effort during the last 4 turbulent years, with the task of turning this prominent 72-year old Swedish outdoor brand back to a contemporary outdoor and lifestyle brand well rooted in its proud history, "a way of living" As I now will hand over the steering wheel to Jens Petersson I am confident that he and the team will enter a phase with accelerated growth considering the significant synergies that follows with this transaction".



www.nwg.se
www.tenson.com

Same Journey New Beginnings!

NEW OWNERSHIP = FINANCIAL RESOURCES & SYNERGIES.

By acquiring Tenson, New Wave Group is taking a strategic step into the outdoor market making sure that the brand has the financial resources and synergies needed when entering the next phase in The Swedish Outdoor Brand's ongoing journey - scaling up the business.

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Why The NWG Acquisition of Tenson.

A MIX OF STRATEGIC COMPETITIVE REASONS.

Infra-structure.

- Scalable!
- NWG Global Distribution Network.

Potential.

- Products, Brand and History.
- Other brands is not seen as accessible or easy to work with.

NWG Brand Mix.

- Strong Portfolio.
- Missing a Outdoor / Ski Brand.

Promo Experts.

- We Know The Market.
- Knowhow of building brands in the Promo Market.

Experience.

- Made Similar Journey Before (Craft / CB).

Sourcing.

- Quality, Price and Sustainability.



Introduction.

TENSON - WHO WE ARE.

T 1951 - THE ASPIRING ENTREPRENEUR PAUL RYDHOLM STARTS A SMALL-SCALE PRODUCTION OF SPORTSWEAR TOGETHER WITH HIS SISTER AND TWO SEAMSTRESSES.

T "WE ARE NOT SELLING PRODUCTS, WE SELL THE DREAM OF A GETWAY EXPERIENCE AND BECOMING PART OF A COMMUNITY - A WAY OF LIVING" Paul Rydholm 1966.

T WE ARE ON A CONSTANT MISSION TO DEVELOP FOR YOU THE MOST FUNCTIONAL, COMFORTABLE AND TRUSTWORTHY OUTDOOR APPAREL FOR YOUR PROTECTION AND TO REASSURE YOU THAT YOUR OUTDOOR EXCURSIONS WILL BE COMFY IN ALL CONDITIONS.

T THE DNA OF TENSON, WHICH LEVERAGES THE INTERPLAY BETWEEN DESIGN, MATERIALS AND TECHNOLOGY WHERE FUNCTION MEETS FASHION.



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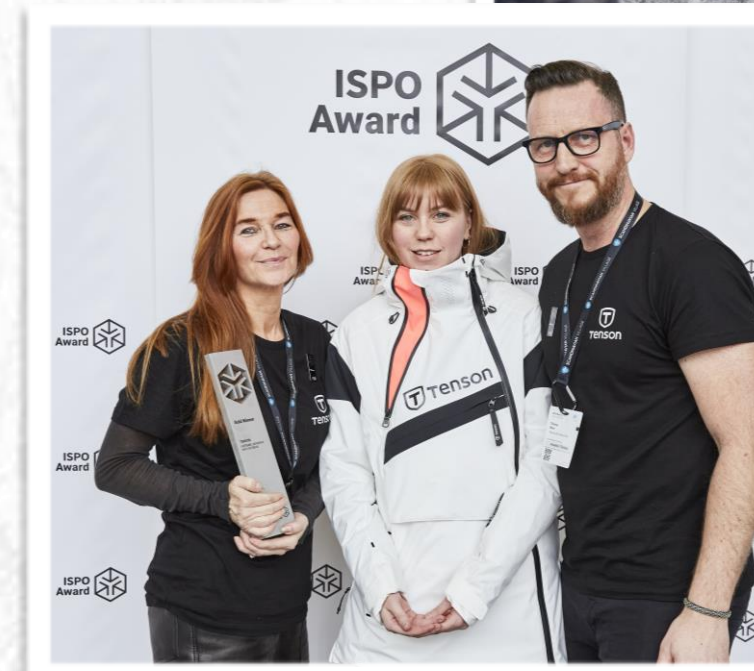
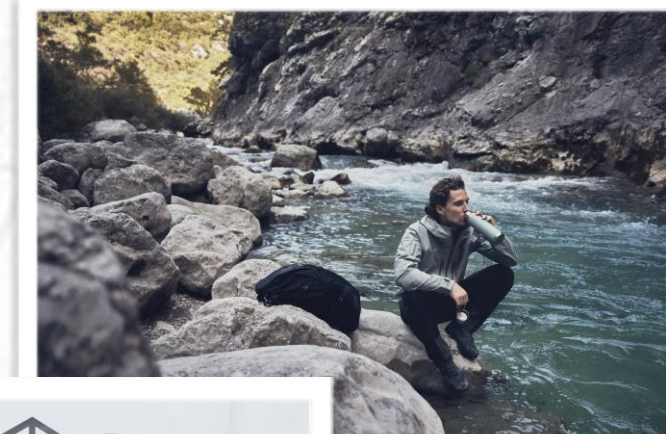
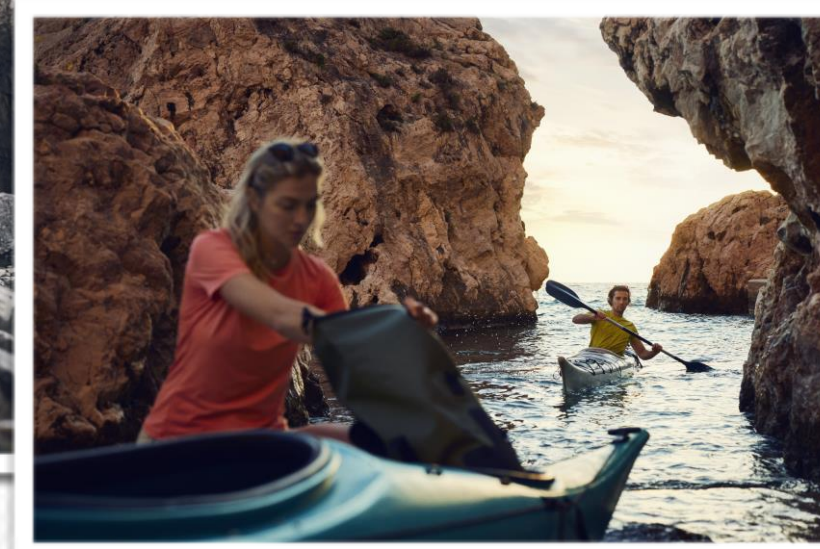
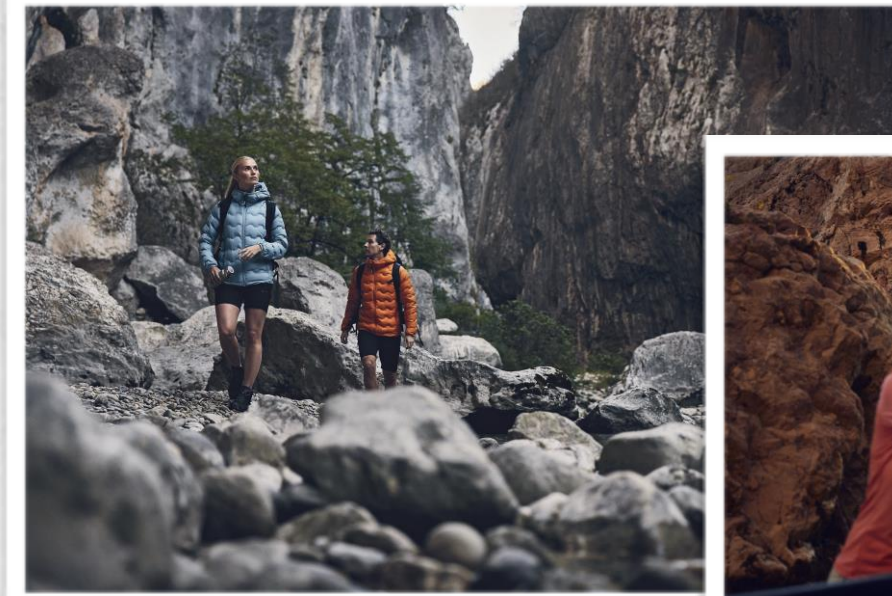


Vision.

To inspire and enable “A Way of Living” where people live more active and adventurous lives in harmony with nature.

Mission.

To design, develop and market functional and stylish for all-weather conditions apparel. Versatility, reliability and function are cornerstones in our product design and development.



A person in a dark jacket with a headlamp on a mountain ridge at dusk.

This is Tenson.

THE SWEDISH OUTDOOR BRAND.

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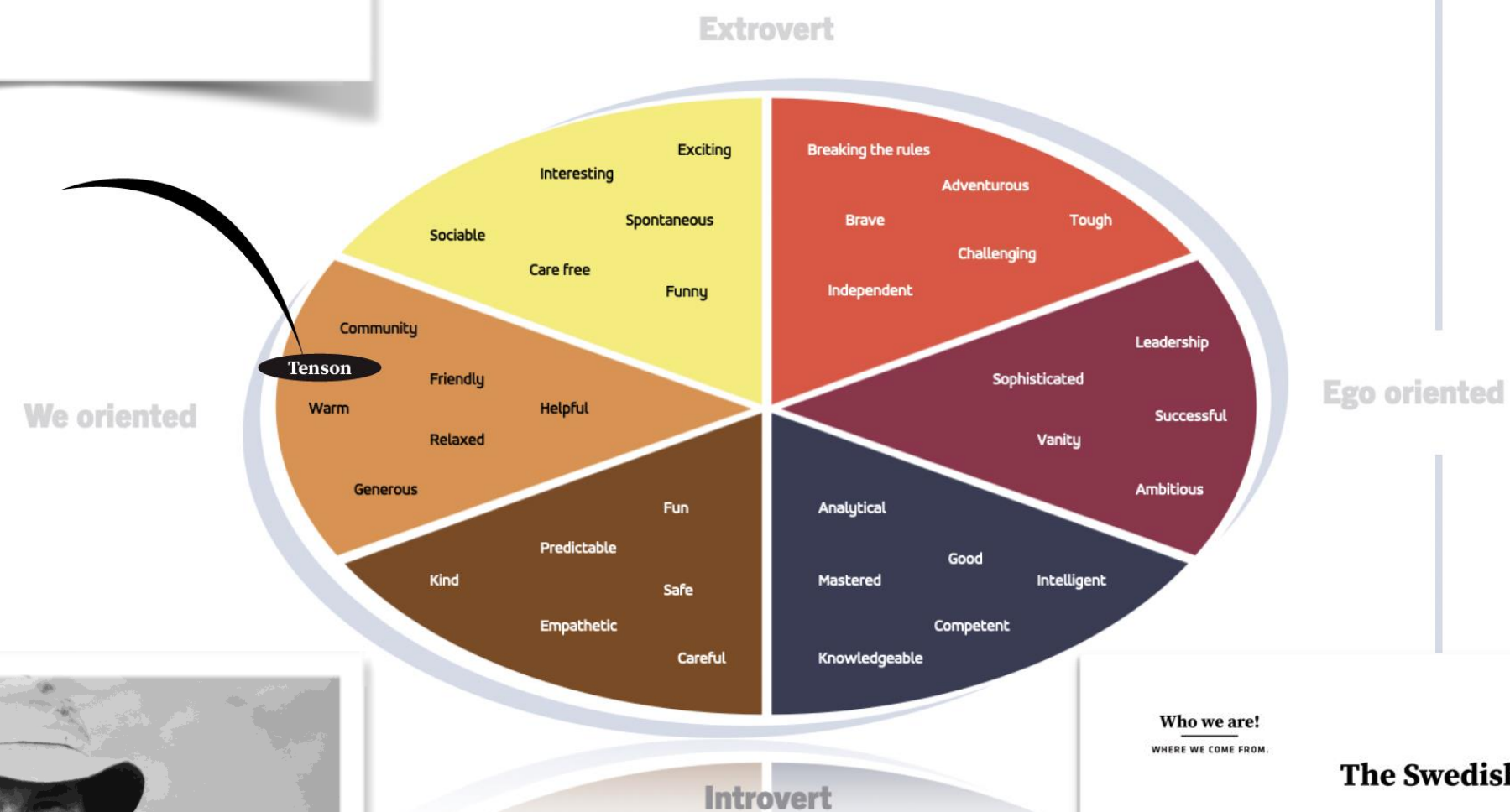
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EST. 1951

Tenson Identity:

**Community.
Friendly.
Helpful.
Generous.
Warm.**

Brand Personality.

WE ORIENTED - US / TOGETHER...



Personality.



Tenson has a strong positive energy that radiates warmth and inclusiveness that comes with leading an active life. It is manifested in a true zest for life - going outdoors, not necessarily to break a record or reach a summit but to enjoy the space and freedom - A way of Living.

Attitude.

Relaxed, self confident and friendly.



Who we are!
WHERE WE COME FROM.

The Swedish Outdoor Brand™

Brand Personality.
WE ORIENTED - US / TOGETHER...

Values.
THAT DEFINES US

- DOWN TO EARTH & FRIENDLY
- WE ARE HONEST AND OPEN
- EVERYBODY IS WELCOME!
- A SENSE OF PURPOSE!

Firmly rooted in our Brand Book!

Building our future with our proud history.
MIRRORING OUR VALUES

Tenson is inclusive and provides a sense of belonging.
"We are not selling products, we sell the dream of a getaway experience and becoming part of a community - A way of living".

PAUL NYGREN, FOUNDER.

Brand Positioning.

OUR COMPETITORS & BENCHMARK BRANDS.

PRICE.



PERCEPTION.



Sustainability.

A CONTINUOUS PROCESS - EMPOWERED BY THE NWG.

The Swedish Textile Initiative for Climate Action

2021 PROGRESS REPORT
GREENHOUSE GAS EMISSIONS REPORTED FOR YEAR 2019

TEXTILIMPORTÖRENA

Om oss Medlemskap På gång Kontakt Press För medlemmar

Vi förenklar för dig som bedriver handel med textil, läder och skor

Nyheter
Kemikalieskatten slopas
Textilimportörerna presenterar eget förslag för att lösa modeskatten
Utredningen gällande producentansvar för textil nu klar

Våra medlemsföretag

EPC GEP COMMUNICATION GROUP CELLBES tenson OULTH

Vår kemialieguide
Kemikalier är nödvändiga för alla typer av textilprodukter. Utmaningen ligger i att använda de skadliga och giftiga kemikalerna som har en negativ påverkan på människor, djur och natur.

Vår märkningsguide
Märkning av produkter kan vara komplicerat och syftet med guiden är att göra det så enkelt som möjligt att märka sina varor utifrån de regler som finns i respektive länder.

Bli medlem
Alla företag i Norden som bedriver handel med textilier, lädervarer, läder och skor kan bli medlemmar i Textilimportörerna.

Ladda ner vår CSR-guide kostnadsfritt!

How it works About us Contact

The label for products that take the climate seriously. #lookforthelabel

CarbonZERO Product is a climate label earned by products that take full climate action. The label was founded in Stockholm, Sweden in 2020 and gives companies the tools to take real climate action today and consumers a way to easily spot and choose the companies that do.

Our mission is simple: we need to eliminate carbon emissions.

71% of consumers consider sustainability when making purchases - consumers expect companies they choose to lead on climate. CarbonZERO Product allows consumers and companies to drive the world to net zero emissions together.

REACH

Registration, Evaluation and Authorisation of Chemicals

BSCI

Business Social Compliance Initiative

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Tenson Differentiation Strategy:

WITHOUT A LINE TO THE PAST THERE'S NO FUTURE.

Heritage & Storytelling.

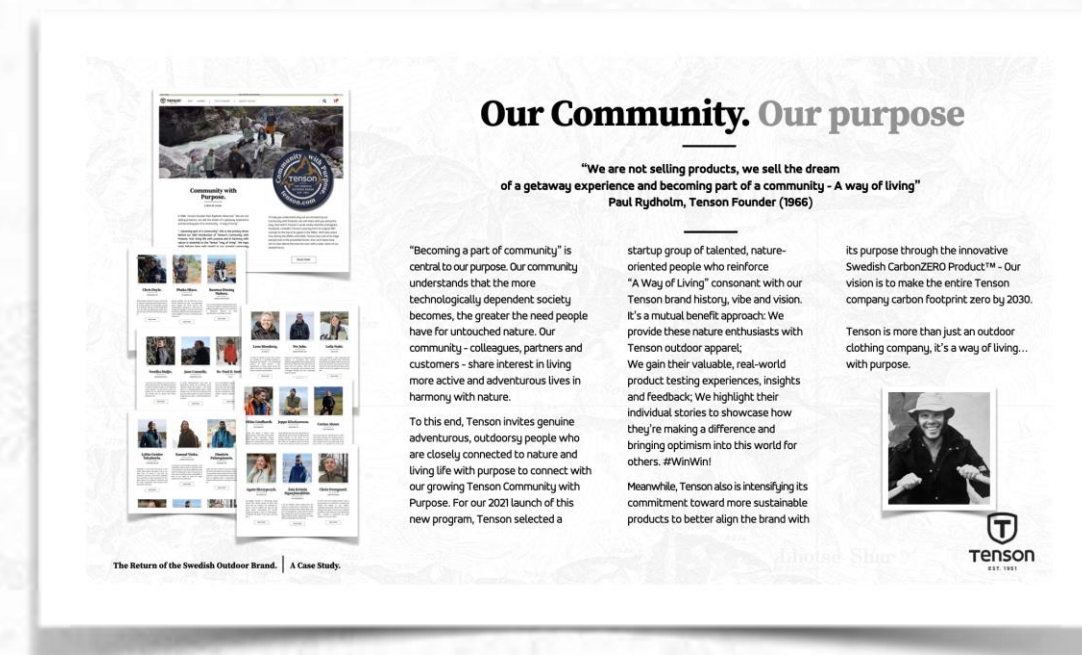
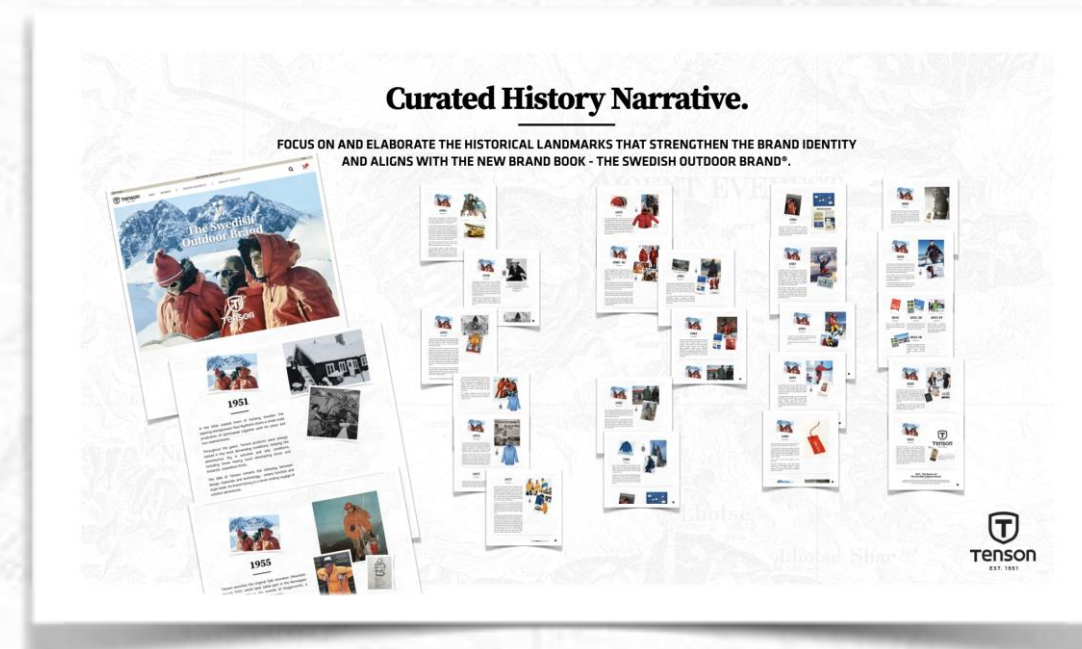
Tenson's history is a never-ending voyage of outdoor adventures. We take great pride in our 70-year history and proudly present our heritage in a contemporary context. Without a line to the past, there is no future. We remain on a constant mission to develop the most functional, comfortable and trustworthy apparel for protection and reassurance that outdoors excursions will be comfy in all conditions.

Identity / Community.

Tenson has always been more than just a clothing company. We remain true to our founder's values and beliefs: to encourage and share "a way of living" with people who wish to be, and are, deeply connected to nature. As a business then, here at Tenson, our purpose is to inspire, enable and grow a community of people seeking more active and adventurous lives in harmony with nature - "a way of living"...with purpose.

Sustainability.

Tenson is intensifying its commitment toward more sustainable products to better align the brand with its purpose through the innovative Swedish CarbonZERO Product™. Our vision is to make the entire Tenson company carbon footprint zero by 2030.



Tenson Business Areas.

"THE 3 LEGS OF TENSON" - HOW TENSON ENTERS THE B2B & END CONSUMER MARKET AND HOW THE BRAND BENEFITS FROM NEW WAVE GROUP NETWORK.

Tenson Assortment.

NEW!

Retail.

Corporate.

E-Com.

Same End-consumers

Collection Categories.

COMPLETE SPRING / SUMMER & AUTUMN / WINTER COLLECTION SETUP.

OUTDOOR COLLECTION.

HIMALAYA.

TXlite™.

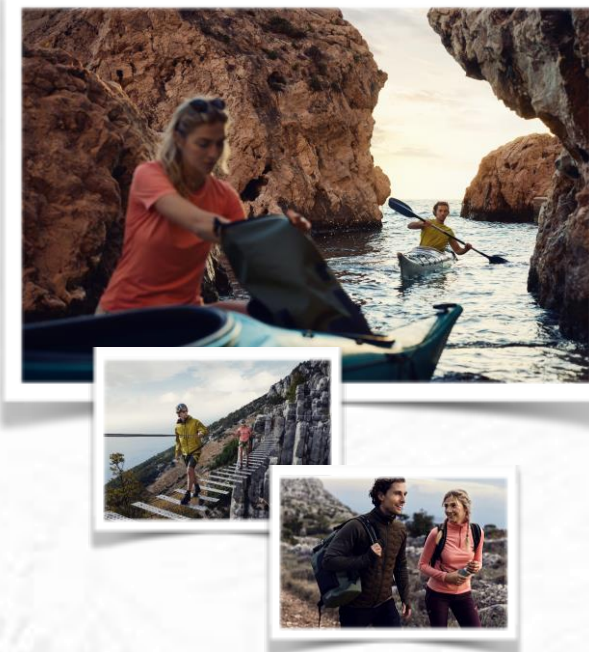
LIFESTYLE.

RAIN.

SKI.



Our carbon-compensated Himalaya collection builds on a rich mix of our 70+ years of outdoor heritage. Today's designs feature contemporary materials and carefully selected fabrics.



Lightweight, easily packed and comfortable to wear. These characteristics, combined with durability make the TXlite™ garments particularly suitable for adventure travel.



With its roots in Tenson's rich history of heritage products, our Lifestyle Collection blends fashion and function for our everyday active lives.



With a rain jacket from Tenson, you get a very technical rain jacket that is both waterproof and windproof and designed to be both functional and stylish.



Our Ski collection offers a mix of award winning designs such as Aerismo JackoRak™ and trendy multifunctional down jackets - all designed with a mix of high performance technologies and vibrant seasonal colours.

CORPORATE BUSINESS AREA.

Take a lead from an Outdoor Perspective!

Providing custom softgoods & outerwear based on Tenson's INLINE product range.

Aligns with the brand's already applied Cross-Over Product Development Strategy

+

Tenson's brand values that include INCLUSIVENESS & a WE/US/TOGETHER approach = mirroring corporate values.

Company Brand x Tenson Apparel.

CORPORATE BUSINESS AREA.

WHOLESALE + [TENSON.COM](https://www.tenson.com)

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Tenson Retail.

CONTINUITY + EXPANSION OF DISTRIBUTION.

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Tenson Retail Categories.

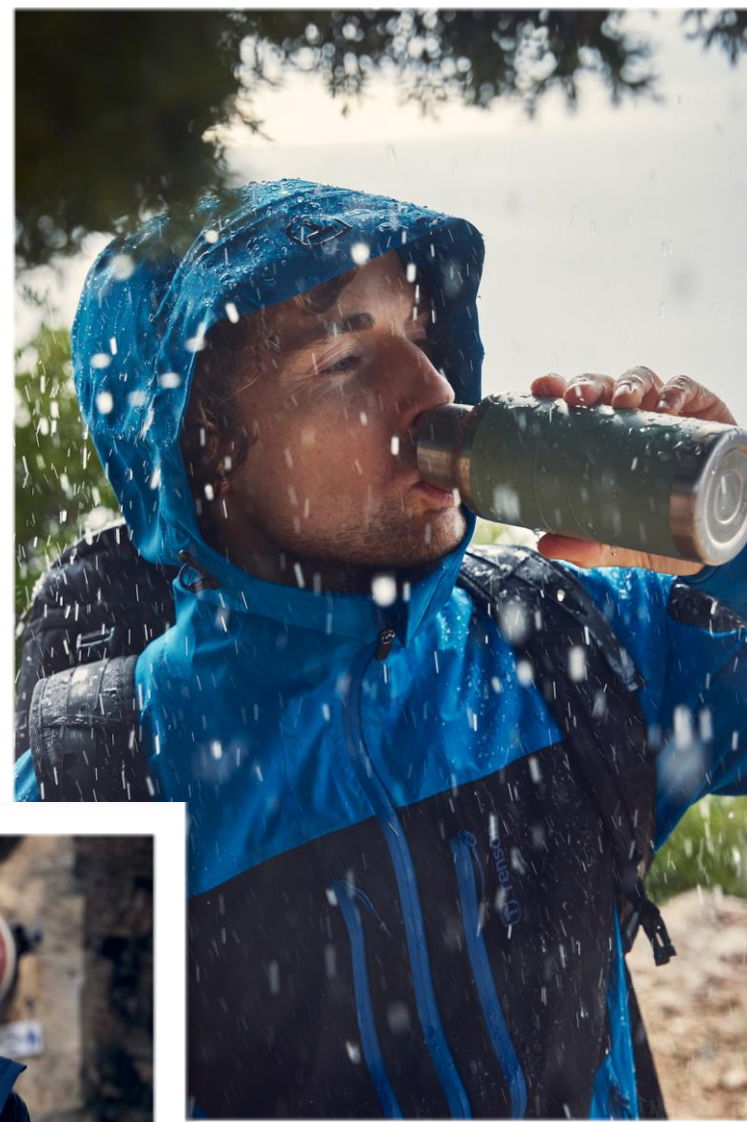
SS24.

AW24.

RETAIL = SEASONAL SELLING.



OUTDOOR.



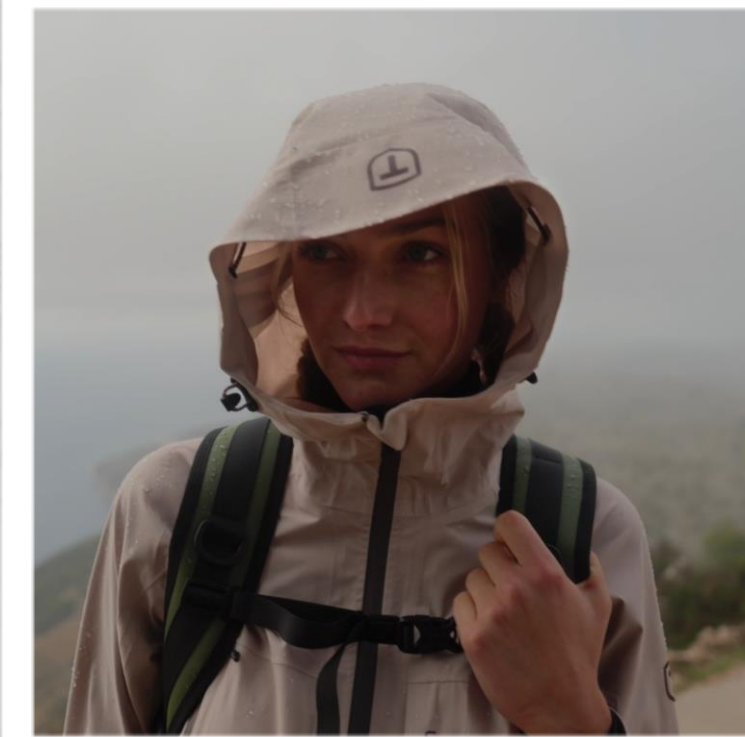
RAIN.



LIFESTYLE.



LIFESTYLE.



RAIN



SKI.



OUTDOOR.

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Pre New Wave Group Ownership.

% OF PRE-ORDERS PER MARKET (WHOLESALE)



57%

Nordics

Sweden alone is 38. Denmark 13%.



32%

Benelux

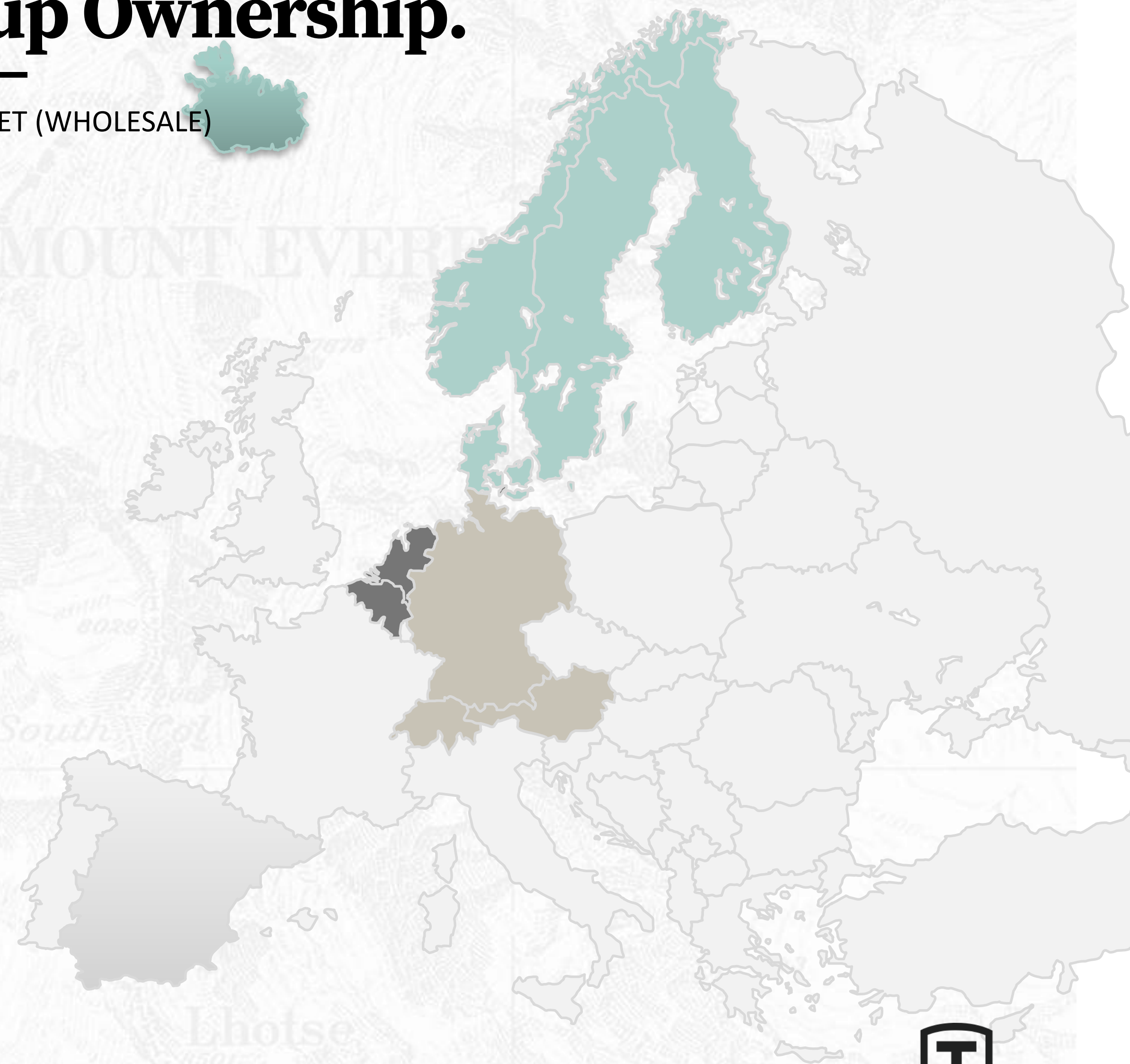
The Netherlands (30%) used to be biggest market 1987-2017).



5%

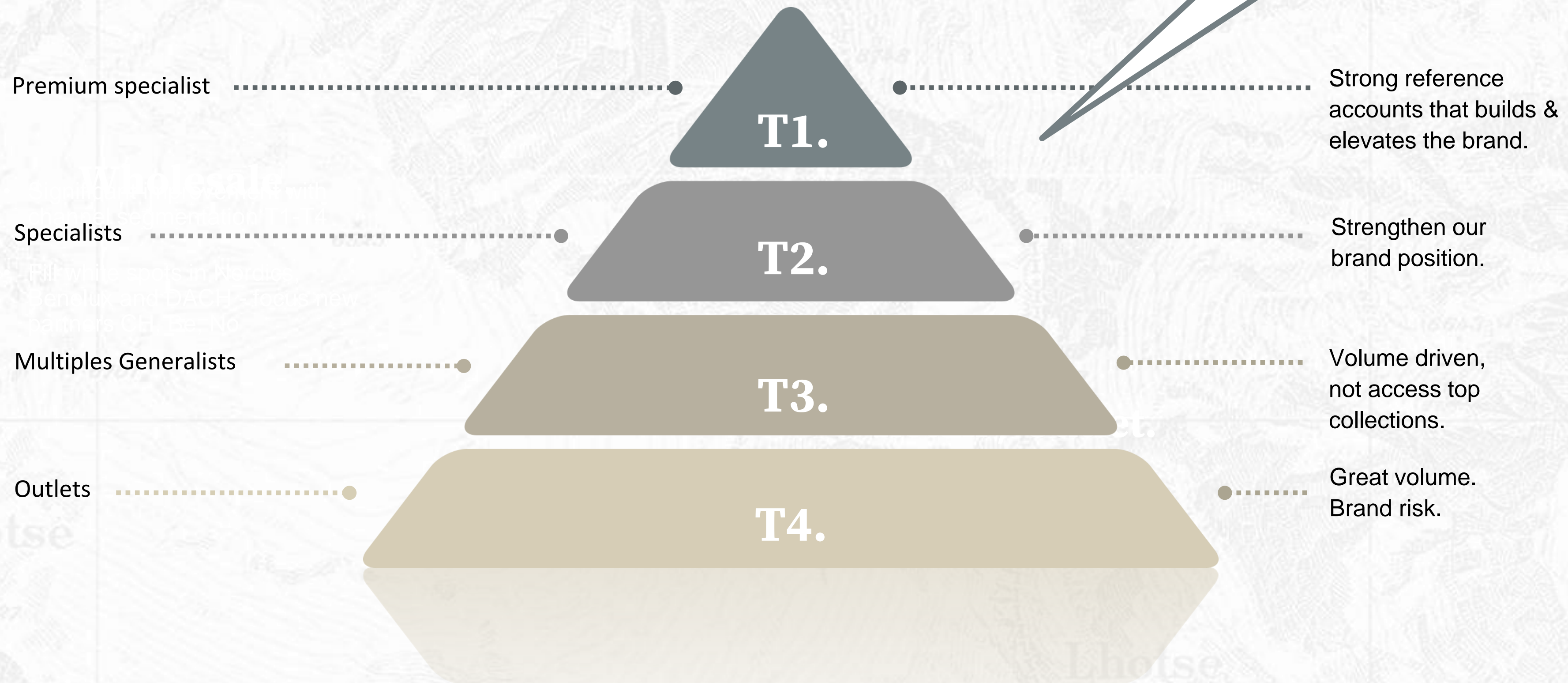
DACH

Germany was back in the days Tenson's biggest market (1978-1987).



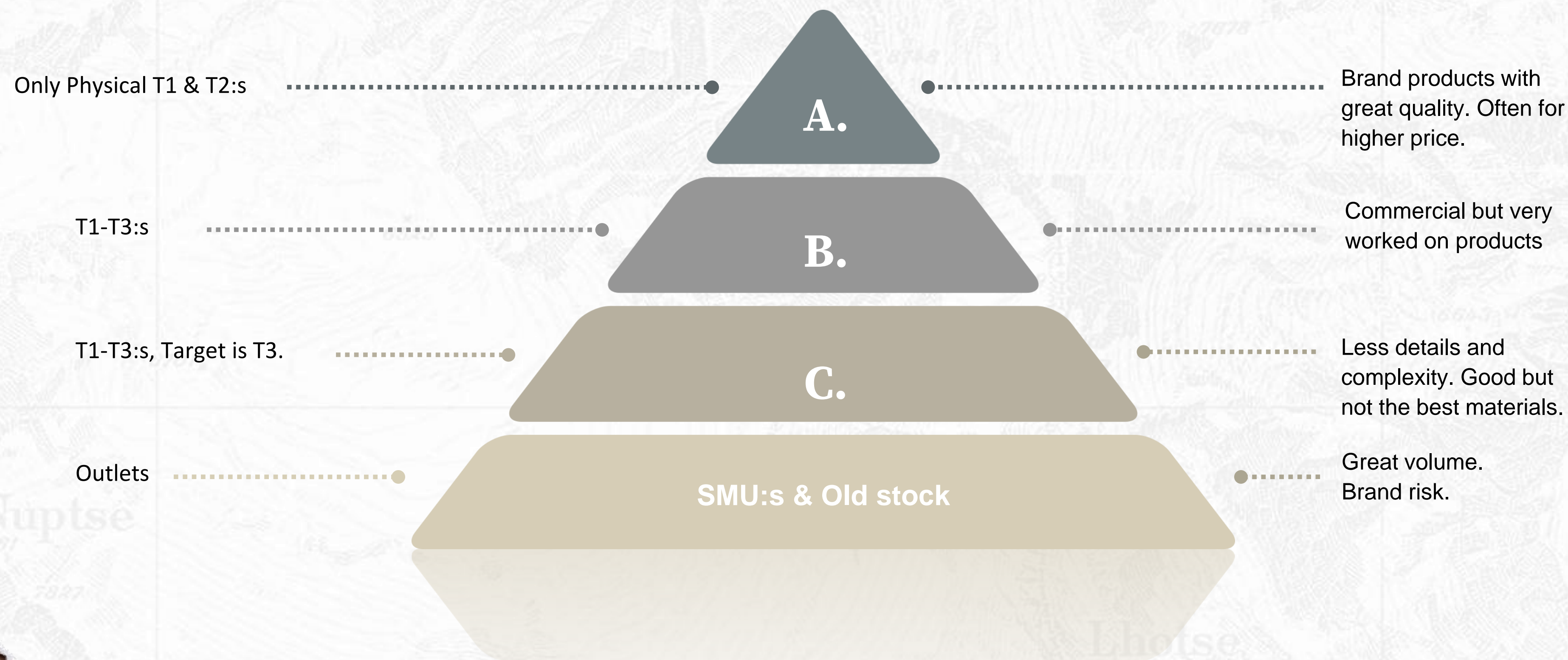
Customer Segmentation.

KEY TO ELEVATE THE BRAND POTENTIAL.



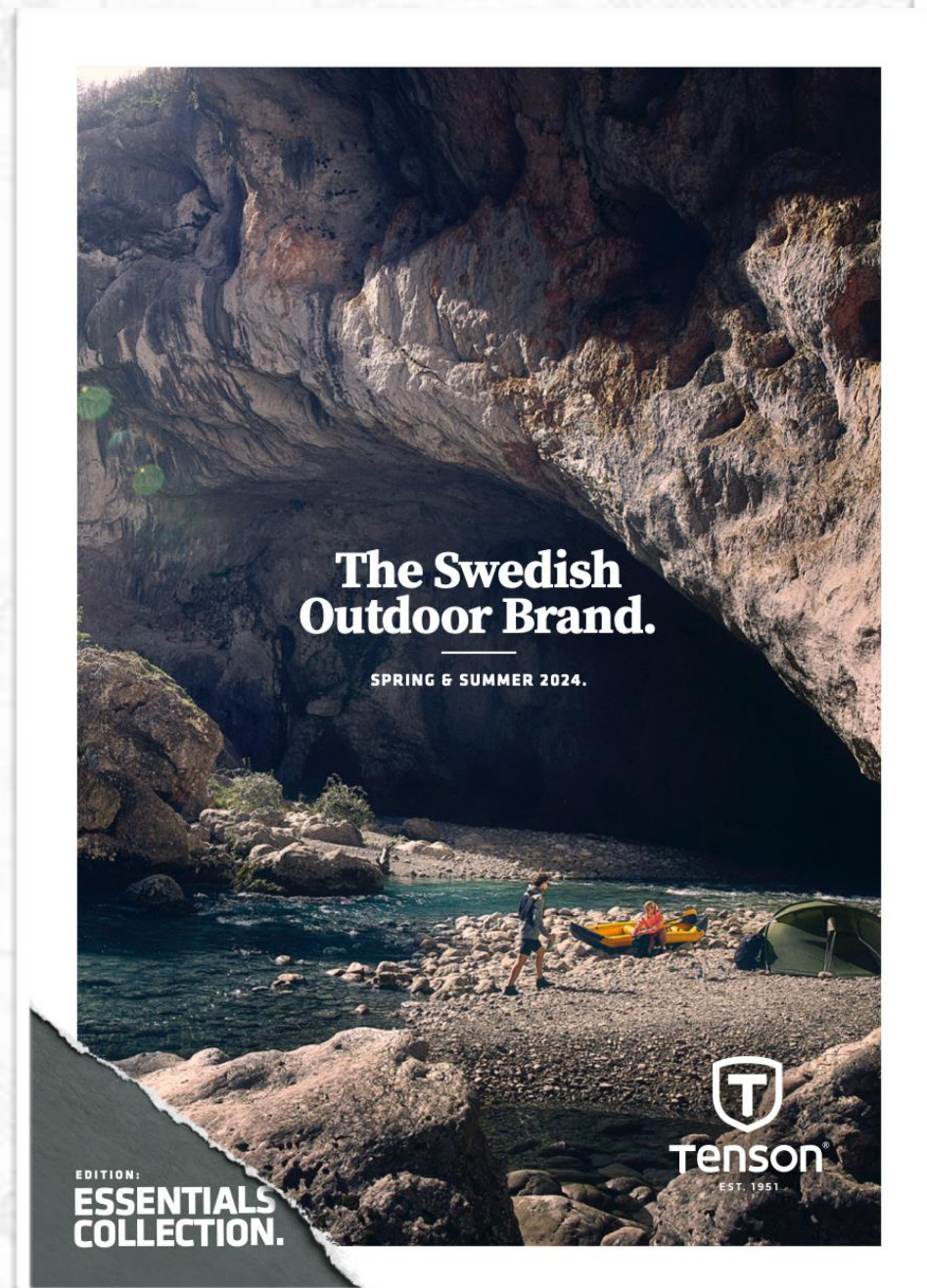
Product Segmentation.

INTRODUCING ABC CATEGORIZATION.



Tenson Retail - The Essentials Collection.

365 DAYS A YEAR - OUR INVESTMENT TO OPTIMIZE YOUR OFFERING TO THE END CONSUMER.



Tenson Essentials Collection – Men.

TENSON SERVICE COMMITMENT. LONG-LIFE. ON STOCK.

TXlite™ Shell Jacket Men. 964 DARK BLUE 999 BLACK SIZES: S-3XL PRICE: SEK 2.400 / EUR 220 ART.NO.: 5018000	TXlite™ Softshell Jacket Men. 964 DARK BLUE 999 BLACK SIZES: S-3XL PRICE: SEK 1.800 / EUR 180 ART.NO.: 5018038	TXlite™ Adventure Pants Men. 999 BLACK SIZES: S-3XL PRICE: SEK 1.300 / EUR 130 ART.NO.: 5018048
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TXlite™ Shibui Down Jacket Men. 999 BLACK 964 DARK BLUE 640 LIGHT GREEN SIZES: S-3XL PRICE: SEK 2.000 / EUR 190 ART.NO.: 5017961	TXlite™ Flex Pants Men. 964 DARK OLIVE 964 DARK BLUE 999 BLACK SIZES: S-3XL PRICE: SEK 1.600 / EUR 160 ART.NO.: 5018064
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TXlite™ Flex Shorts Men. 685 DARK OLIVE 964 DARK BLUE 999 BLACK SIZES: S-3XL PRICE: SEK 1.000 / EUR 100 ART.NO.: 5018066	TXlite™ Hybrid Zip Men. 999 BLACK SIZES: S-3XL PRICE: SEK 1.300 / EUR 130 ART.NO.: 5018068	TXlite™ Hybrid Vest Men. 999 BLACK SIZES: S-3XL PRICE: SEK 1.100 / EUR 100 ART.NO.: 5018059
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18 | Established in Värmland, Sweden 1951

Tenson Essentials Collection – Women.

TENSON SERVICE COMMITMENT. LONG-LIFE. ON STOCK.

TXlite™ Shell Jacket Women. 964 DARK BLUE 999 BLACK SIZES: XS-XXL PRICE: SEK 2.400 / EUR 220 ART.NO.: 5018100	TXlite™ Softshell Jacket Women. 964 DARK BLUE 999 BLACK SIZES: XS-XXL PRICE: SEK 1.800 / EUR 180 ART.NO.: 5018097	TXlite™ Adventure Pants Women. 999 BLACK SIZES: XS-XXL PRICE: SEK 1.300 / EUR 130 ART.NO.: 5018047
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TENSON SERVICE COMMITMENT. LONG-LIFE. ON STOCK.

Tenson Essentials Collection – Men.

TXlite™ Midlayer Hoodie Men. 933 LIGHT GREY 964 DARK BLUE 999 BLACK SIZES: S-3XL PRICE: SEK 1.000 / EUR 100 ART.NO.: 5017943	TXlite™ Midlayer Zip Men. 933 LIGHT GREY 964 DARK BLUE 999 BLACK SIZES: S-3XL PRICE: SEK 1.000 / EUR 100 ART.NO.: 5017901
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TXlite™ Melange Polo Men. 933 GREY GREEN 990 DARK NAVY 999 BLACK SIZES: S-4XL PRICE: SEK 600 / EUR 60 ART.NO.: 5018060	TXlite™ Q-Dry Polo Men. 001 WHITE 990 DARK NAVY 999 BLACK SIZES: S-4XL PRICE: SEK 500 / EUR 50 ART.NO.: 5018062	Apelvikens PU Coat Men. 999 BLACK SIZES: S-3XL PRICE: SEK 2.000 / EUR 190 ART.NO.: 5017944
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Dew Point Parka Men. 964 DARK BLUE 999 BLACK SIZES: S-3XL PRICE: SEK 2.500 / EUR 230 ART.NO.: 5017908	Yoke Full Zip Men. 710 SAND 999 BLACK SIZES: S-3XL PRICE: SEK 1.000 / EUR 90 ART.NO.: 5017956	Yoke Half Zip Men. 999 BLACK 710 SAND SIZES: S-3XL PRICE: SEK 900 / EUR 80 ART.NO.: 5017946
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18 | Established in Värmland, Sweden 1951

Tenson Essentials Collection – Women.

TENSON SERVICE COMMITMENT. LONG-LIFE. ON STOCK.

TXlite™ Midlayer Hoodie Women. 933 LIGHT GREY 964 DARK BLUE 999 BLACK SIZES: XS-XXL PRICE: SEK 1.000 / EUR 100 ART.NO.: 5017942	TXlite™ Midlayer Zip Women. 933 LIGHT GREY 964 DARK BLUE 999 BLACK SIZES: XS-XXL PRICE: SEK 1.000 / EUR 100 ART.NO.: 5017900
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TENSON SERVICE COMMITMENT. LONG-LIFE. ON STOCK.

Tenson Essentials Collection – Women.

TXlite™ Melange Polo Women. 633 GREY GREEN 990 DARK NAVY 999 BLACK SIZES: XS-XXL PRICE: SEK 600 / EUR 60 ART.NO.: 5018061	TXlite™ Q-Dry Polo Women. 001 WHITE 990 DARK NAVY 999 BLACK SIZES: XS-XXL PRICE: SEK 500 / EUR 50 ART.NO.: 5018078	Apelvikens PU Coat Women. 999 BLACK SIZES: XS-XXL PRICE: SEK 2.000 / EUR 190 ART.NO.: 5017943
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Misty Parka Women. 964 DARK BLUE 999 BLACK SIZES: XS-XXL PRICE: SEK 2.400 / EUR 220 ART.NO.: 5017779	Yoke Full Zip Women. 710 SAND 999 BLACK SIZES: XS-XXL PRICE: SEK 1.000 / EUR 90 ART.NO.: 5017945	Yoke Half Zip Women. 999 BLACK 710 SAND SIZES: XS-XXL PRICE: SEK 900 / EUR 80 ART.NO.: 5017995
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Apelvikens PU Coat Women. 999 BLACK SIZES: XS-XXL PRICE: SEK 2.000 / EUR 190 ART.NO.: 5017943
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The Swedish Outdoor Brand™ | 18

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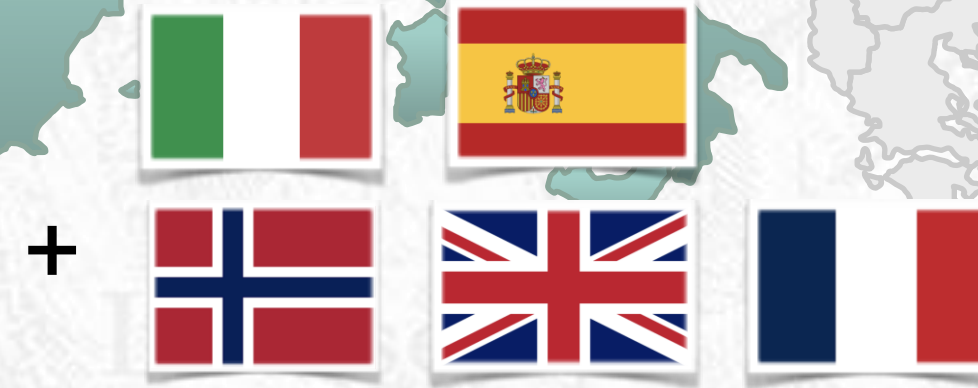


Tenson Retail / Wholesale Distribution Map.

SHORT TERM GEOGRAPHIC DISTRIBUTION SETUP.

2023.

AW24.



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Tenson Corporate.

TAKING A LEAD FROM AN OUTDOOR PERSPECTIVE!
A NEW BUSINESS AREA WITHIN TENSON.

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EST. 1951

Why Tenson Corporate?



TAKING A DIFFERENT APPROACH TOWARDS THE CORPORATE MARKET.

THE SWEDISH OUTDOOR BRAND. HISTORY.



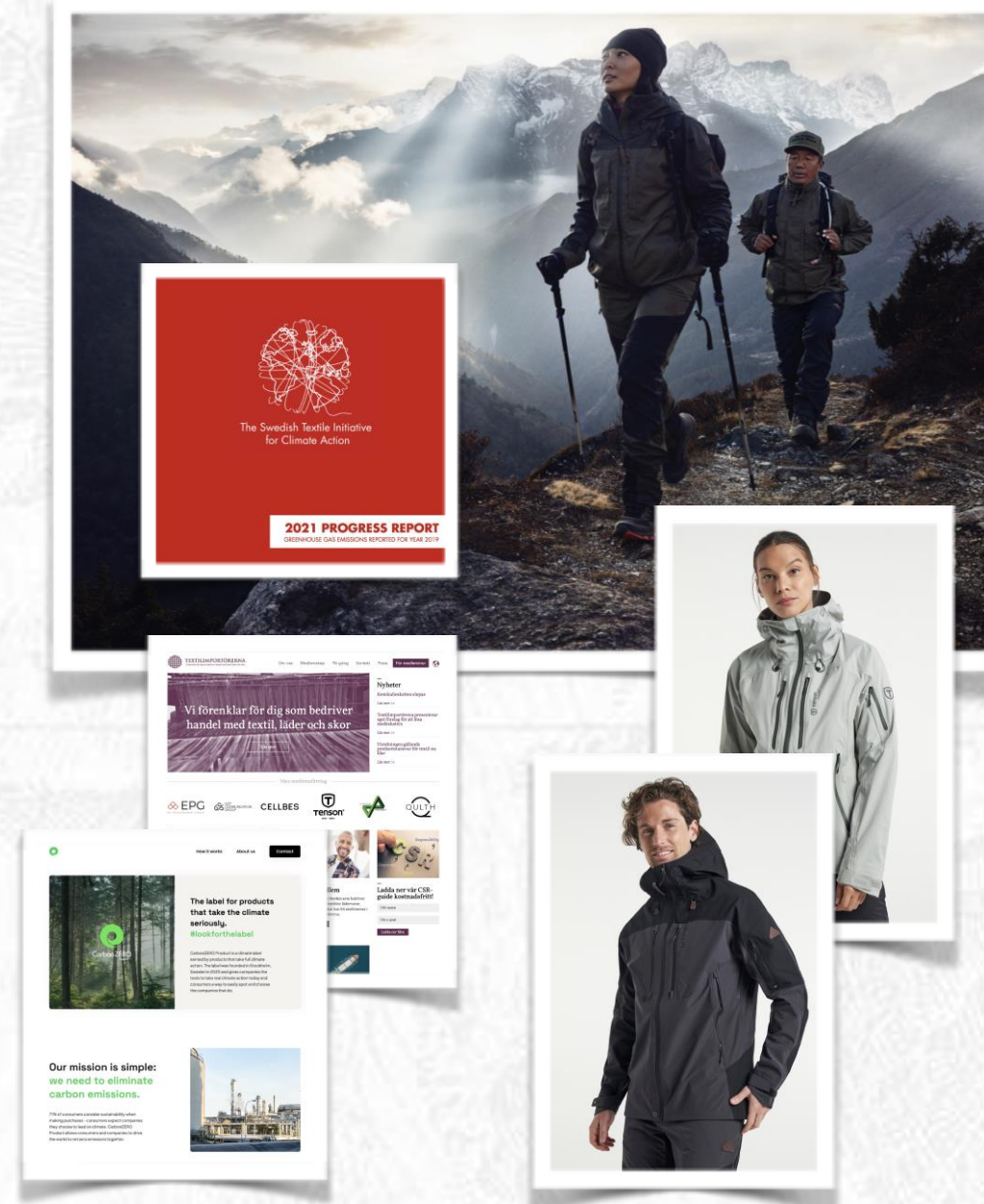
A UNIQUE CORPORATE COLLECTION MIX.



QUALITY / LONGEVITY / 365 PRODUCT CYCLE / SUSTAINABILITY.



HIGH LEVEL OF SERVICE / KNOWLEDGE OF THE PROMO MARKET / NWG NETWORK.

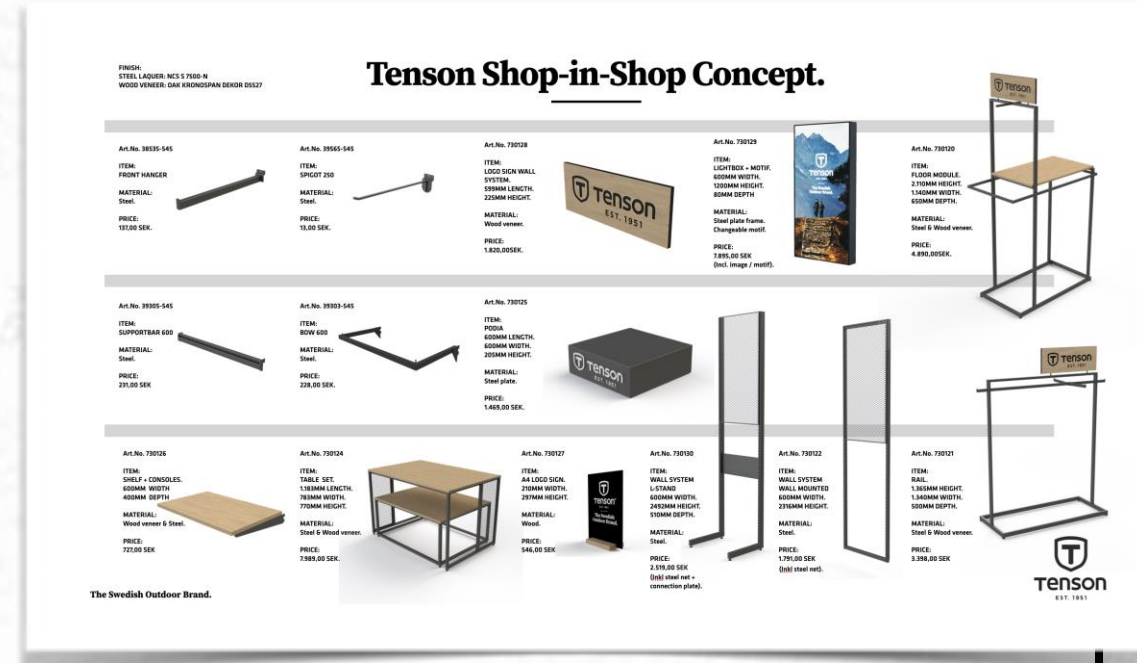


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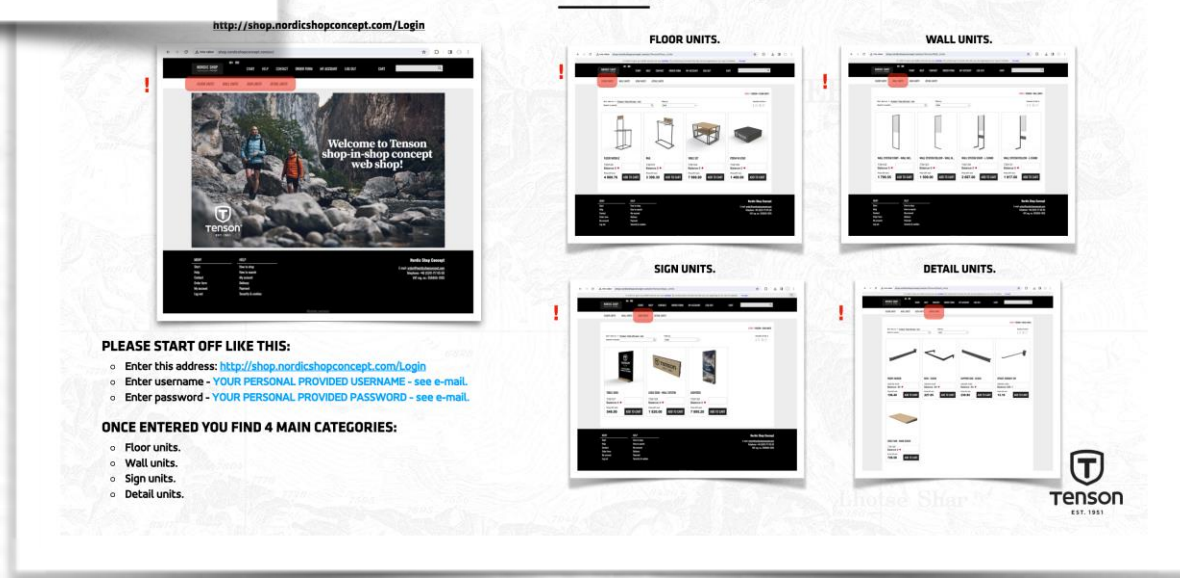
The Swedish
Outdoor Brand.

Tenson Shop-in-Shop Concept.

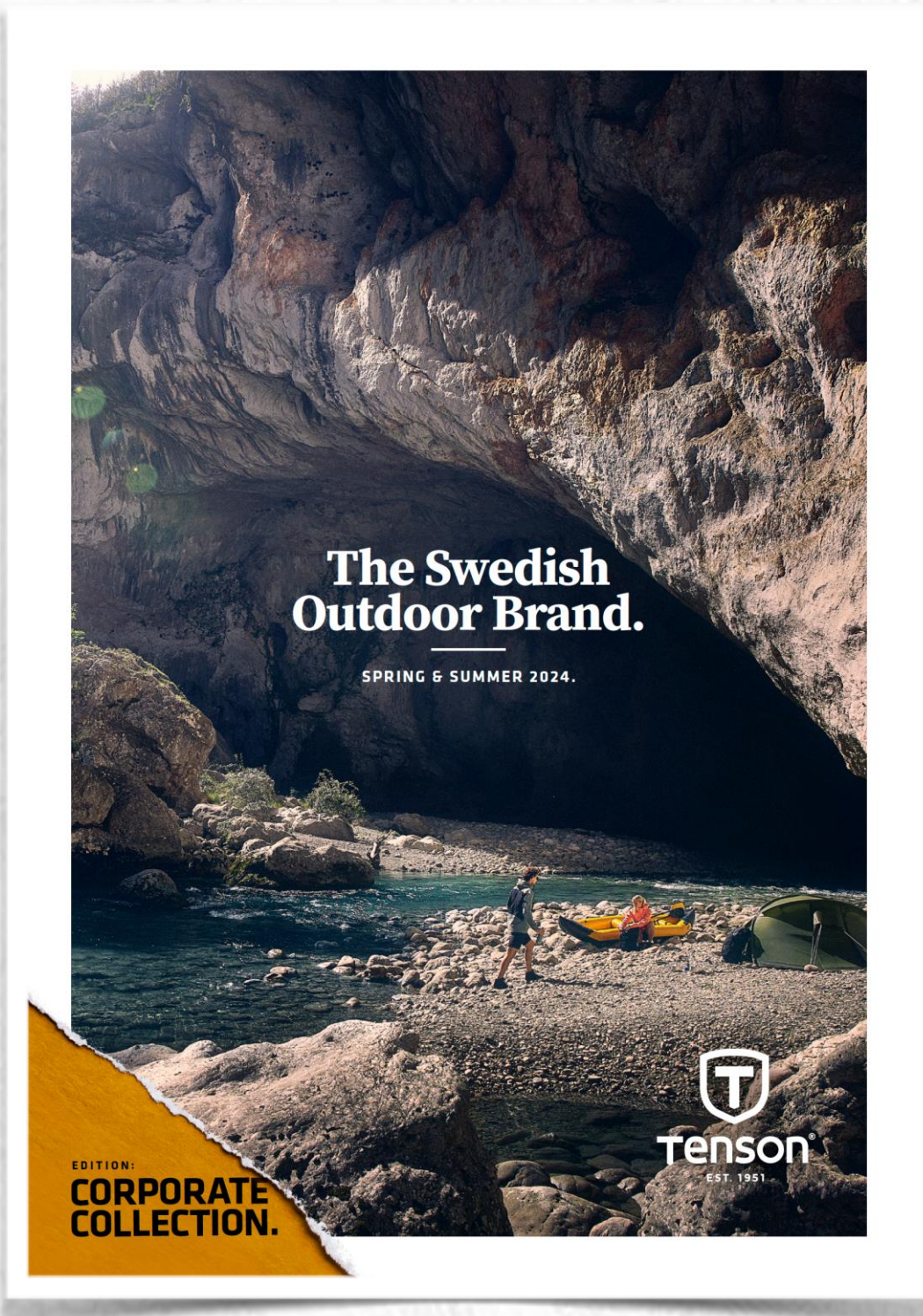
ELEVATE THE PRESENTATION -
ELEVATE THE SALE!



Online Order Access to Shop-in-Shop Concept.



Tenson Corporate Catalogue SS24.



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Tenson Corporate Distribution Map.

GEOGRAPHIC DISTRIBUTION SETUP.

SS24.

AW24.



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Tenson E-Com.

GROWING SALES CHANNEL AND
AN IMPORTANT TOOL BUILDING THE BRAND.

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EST. 1951

E-com development.

WHY E-COM?



Perception.

Reach.

Sales.

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E-Com Development.

HOW DO WE REACH OUR CUSTOMERS?

Paid Ads.

Ex. Meta / Google

Newsletters.

Subscribers

**Influencer
Marketing**

Micro Influencer Strategy

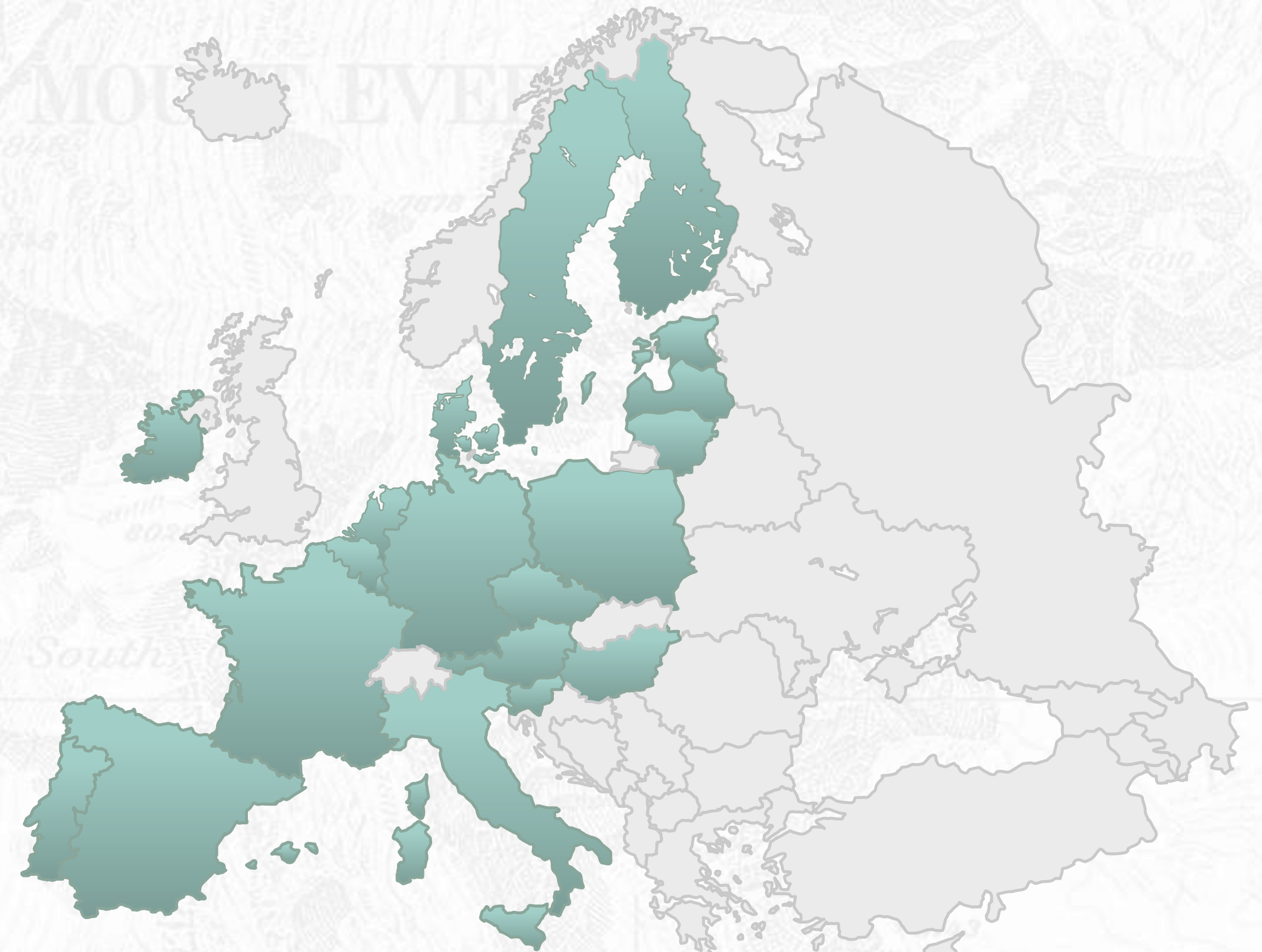
Affiliates.

Ex. Eurobonus /
Publishers

Performance Marketing

Tenson E-Com.

GEOGRAPHIC DISTRIBUTION SETUP = EU



The Financial Goal.

GOAL MOVING FORWARD.

2026.

500 MSEK

2027.

+10%*

2028.

+10%*

Success Factors To Reach Our Goals.

THE SUM OF ALL FACTORS.

Brand.

EST. 1951 VARBERG.
THE SWEDISH
OUTDOOR BRAND.
PERSISTANCE.

Design / Quality.

HIGH QUALITY, GOOD
CRAFTMANSHIP
& AFFORDABLE PRICE =
VALUE FOR MONEY!

Service.

NEW WAVE GROUP
AQUISITION
OF TENSON PROVIDES
INCREASED STRUCTURE AND
KNOWLEDGE

Distribution.

NEW BUSINESS AREA &
ORGANIZATION
= "3 LEGS TO STAND ON"

Sourcing.

QUALITY CONTROL.
GROSS MARGIN.
SECURING DELIVERIES.
AND SUSTIANABILITY
WORK

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A photograph of two hikers on a mountain trail. The hiker in the foreground is a man wearing an orange jacket and a backpack, looking towards the left. Behind him is a woman in a dark jacket, also with a backpack. They are walking on a rocky path through a valley with mountains in the background. The sun is low on the horizon, creating a warm, golden light. The sky is clear and blue.

Thank you!

SAME JOURNEY - NEW BEGINNINGS!

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