

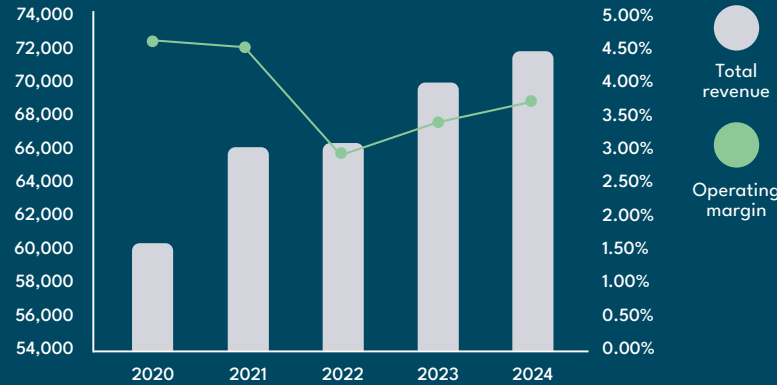
Financial 5-year Summary

Highlights for the Group 2020 - 2024

DKK million	2024	2023	2022	2021	2020
Total revenue	72,176	70,260	66,521	66,202	60,855
Operating profit before depreciation, amortisation and impairment losses (EBITDA)*	5,222	4,951	4,324	5,193	4,702
Operating profit (EBIT)	2,693	2,421	1,940	2,952	2,818
Net financial items	-407	-341	-580	-466	-479
Total profit for the year	1,709	1,587	972	1,942	1,852
Net cash flows from operating activities	4,149	3,244	-587	3,719	4,285
Investments in property, plant and equipment, right-of-use assets, and investment properties	2,587	2,351	2,063	2,357	2,084
Total assets	40,426	38,961	38,030	40,719	37,533
Total equity	13,836	12,255	10,400	9,401	7,610
Net debt/EBITDA	2.0	2.3	2.6	1.8	1.5
Operating margin	3.7%	3.4%	2.9%	4.5%	4.6%
Return on equity	13.1%	14.0%	9.8%	22.8%	26.8%

Note:
For definitions of main and key figures please refer to note 2 in the notes to the consolidated financial statements.
*For the year 2021 EBITDA is positively affected by special items of DKK 201 million related to the acquisition of the UK retailer Tesco's Polish business.

Total revenue and operating margin, 2020 - 2024



ESG 5-year Summary

Non-financial highlights for the Group 2020 - 2024		Units	2024	2023	2022	2021	2020
Environment							
GHG Inventory	Scope 1	tCO ₂ e	37,140	42,083	45,962	76,730	41,541
	Scope 2	tCO ₂ e	299,656	289,197	292,412	290,103	217,380
	Scope 3*	tCO ₂ e	6,026,381	6,004,740	6,213,402	6,433,116	106,596
	Total emissions	tCO ₂ e	6,363,177	6,336,020	6,551,776	6,799,949	365,517
	GHG intensity ratio (revenue) (scope 1+2)	tCO ₂ e/thousand DKK	0.5	0.5	0.5	0.6	0.4
	GHG intensity ratio (revenue) (scope 3)*	tCO ₂ e/thousand DKK	8.3	8.5	9.4	9.7	-
	GHG intensity ratio (m ²) (scope 1+2)	tCO ₂ e/m ²	0.107	0.107	0.111	0.120	0.095
Energy	Consumption	MWh	609,470	636,625	662,171	714,675	564,403
	Energy Efficiency	MWh/m ²	0.194	0.206	0.214	0.235	0.216

Group Performance

In 2024, Salling Group introduced Aspire ‘28, a new growth strategy accelerating the strategic priorities and significantly raising the level of ambition for Salling Group. Aspire ‘28 includes goals for more stores, acquisitions in existing and new markets, as well as a new innovation fund, ‘Salling Seeds’. The goal is a more geographically balanced turnover reaching DKK 100 billion by 2028.

Salling Group operates five different formats of retail stores in addition to a number of e-commerce platforms. In Denmark, Bilka, føtex, Netto, Salling department stores, and BR are operated as physical stores. In Germany and Poland, Salling Group is present with Netto stores. Online, Salling Group operates with Bilka.dk, Salling.dk, føtex.dk, BR.dk, flowr.dk and Skagenfood.dk. Furthermore Salling Group operates Starbucks, Carl’s Jr., Matinique and HUGO BOSS as franchises in Denmark. The parent company’s activities include all retail activities in Denmark, except for the sale of meal boxes that takes place through Skagenfood A/S.

Matinique and HUGO BOSS were added to the franchise portfolio in 2024 as a strategic partnership with Salling department stores.

Market development

2024 was characterised by moderate inflation and consumers continued to seek competitive pricing with a strong focus on promotions and value for money.

During 2024, Netto enhanced the store concept and continued refurbishment of existing stores and opening of new locations across all three markets. In Denmark, the upgrade of all Netto stores to 3.0 store concept was finalised. In Poland, a new store concept was introduced, aiming to customise and tailor the shopping experience for Polish customers. In total 126 Netto stores were refurbished in 2024 across all three markets, and the customer response to the Netto concept continues to be promising.

føtex also launched a new strategy in 2024 focusing on meal inspiration and healthy products.

In 2024, Salling Group continued strengthening its market position of being the largest retailer in Denmark and gained market share in the Danish grocery market.

The expansion continued in all three markets with the opening of 52 new stores.

Financial result

Revenue

The total revenue for 2024 amounts to DKK 72,176 million, an increase of DKK 1,916 million or 2.7% compared to 2023.

