

# Welcome to Essity's Webcast on Today's Announcement

## Essity acquires Knix and takes the global lead in leakproof apparel



**Magnus Groth**  
President and CEO



**Fredrik Rystedt**  
CFO and Executive  
Vice President



**Joanna Griffiths**  
Founder and CEO  
Knix Wear Inc.



**Joséphine Edwall-  
Björklund**  
Senior Vice President  
Communications

# Taking Global Lead in Leakproof Apparel

Acquisitions of Knix & Modibodi

July 8, 2022



# Intimate Hygiene

## Feminine Care

Solutions for women to care for intimate well-being

## Incontinence Care

Solutions absorbing urine and providing care for incontinence related skin issues

### Period Care



### Daily Intimate Care



### For Women



### For Men



# Consumers Are Shifting To Reusable, Leakproof Apparel

**Sustainable**

**Comfortable,  
discreet  
and reliable**

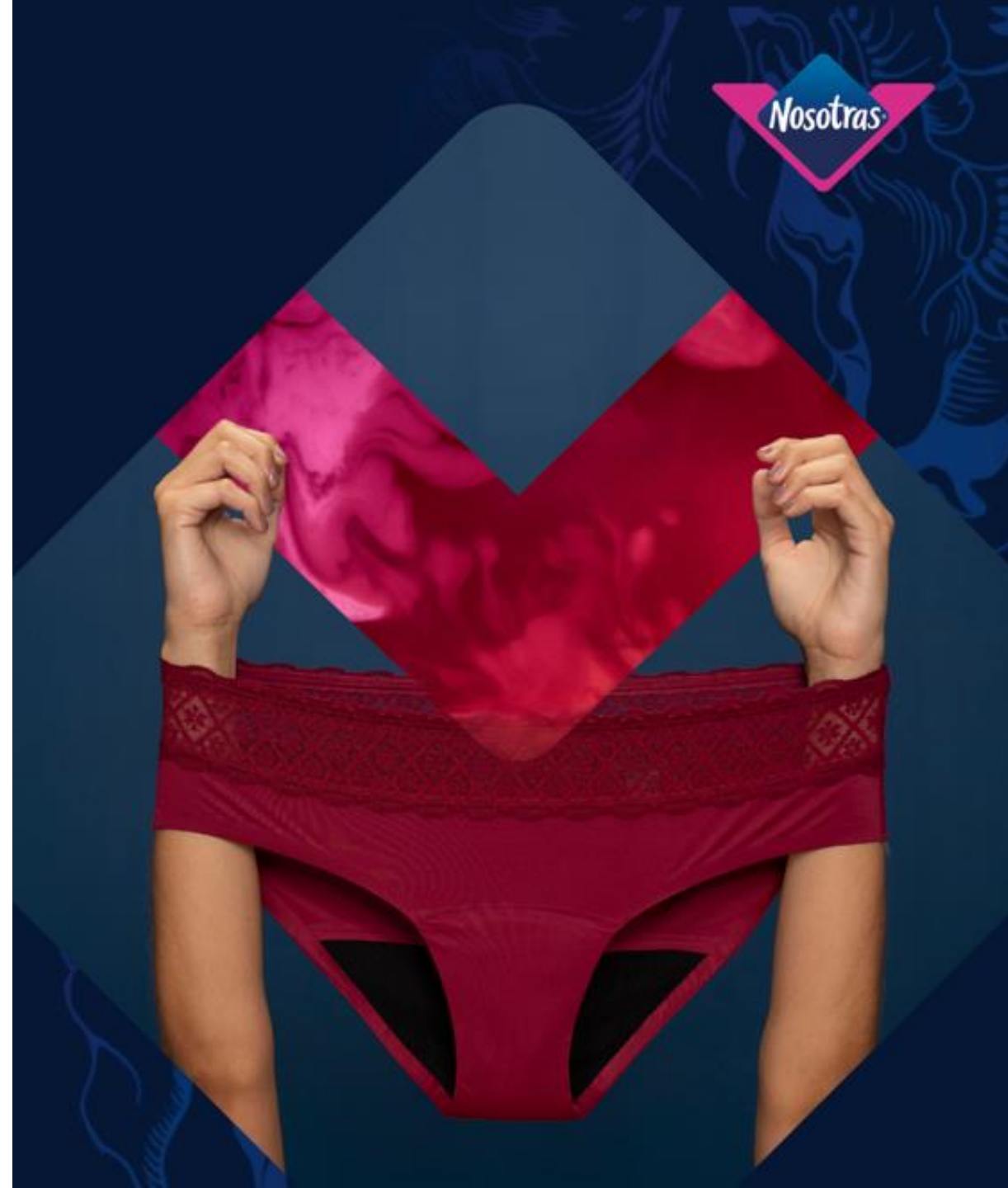
**Increasing  
Availability &  
Awareness**

# Leakproof Apparel

The fastest growing segment within Intimate Hygiene

- Includes period pants and incontinence underwear
- Today ~7% of the Intimate Hygiene market
- Expected CAGR 2021-2026 above 20%

Source: Estimate based on market data compiled by Essity excluding Asia.



# Global Market Leader with Knix and Modibodi





knix

## We're Knix

**Knix is on a mission to inspire you to live totally, unapologetically free.**

Knix is an entirely new kind of intimates company. They combine product innovation with authentic storytelling to redefine what an intimates brand can be.





# What Began As An Idea Has Become A Category Defining Brand

Category Creators



Product Innovators



A Brand Movement



# knix

## ”We’re Redefining Intimates”

- Leading player in leakproof period and incontinence wear
- Assortment of functional intimate apparel and activewear
- Bold innovator with strong and trusted brand
- Best in class digital capabilities, 98% of sales DTC
- ~30% market share in North America
- Sales approximately equally split between US and Canada
- High gross margins and capital light

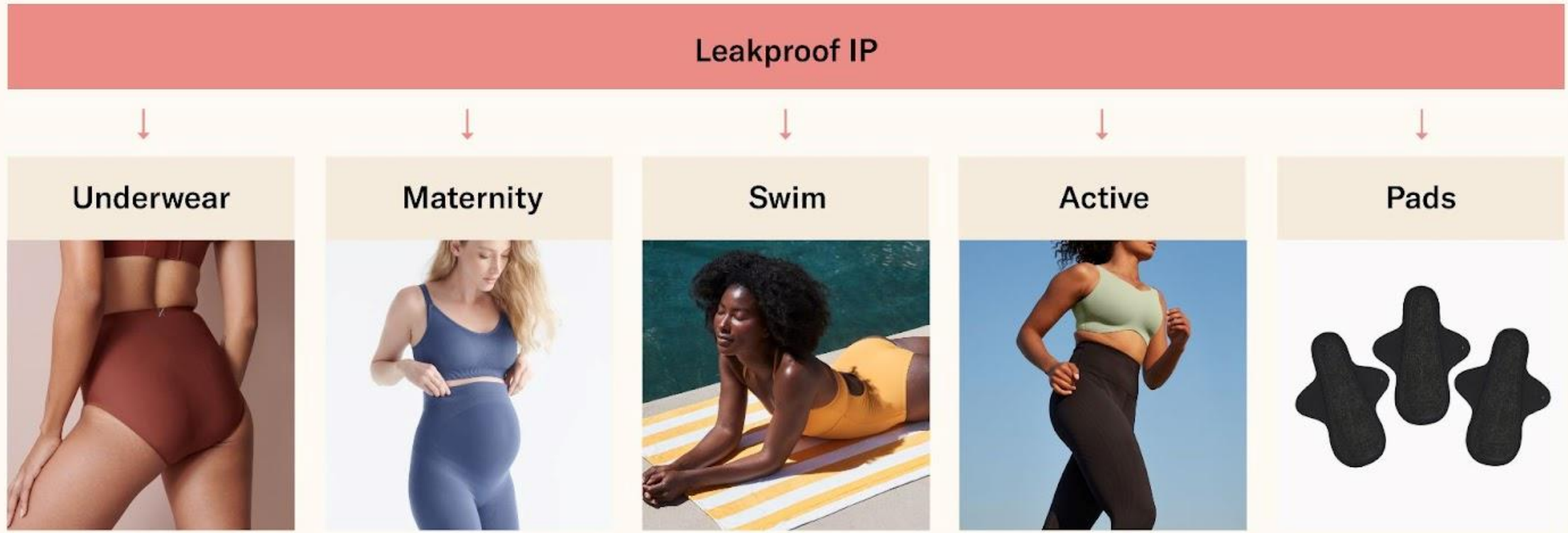


# knix

## Enjoy worry-free protection



**By combining performance, our leakproof technology and design, Knix is reinventing products across the intimates category**



Multi-generational:

# Knix is there for Her Through Every Stage of Life



Teen

**Kt.** BY KNIX



Young Adult



Maternity / Postpartum



Menopause



Later In Life

## How Knix Approaches Her: Storytelling First, Selling Second

Through Knix's customers the brand is inspiring women everywhere to be comfortable and confident in their skin. They are:

The Models



The Inspiration



The Ambassadors



# Knix Transaction

- Purchase price: SEK 3.3bn on a cash and debt free basis for 80% of Knix Wear Inc
- Founder and CEO Joanna Griffiths owns remaining 20%
- High gross margins and capital light
- The completion of the transaction is subject to customary regulatory approvals
- Expected to be finalized second half of 2022

## Knix Financials 2021

- Net sales: SEK 914m
- Sales growth: 97%
- EBITDA: SEK 95m
- EBITA: SEK 92m
- EBITA margin: 10.0%
- Employees: ~200

# Modibodi®

- Full portfolio of reusable, sustainable, leakproof apparel utilizing patented Modifier Technology™
- Multi-awarded with strong brand and sustainability credentials
- #1 in Australia with market share of ~40%
- Strong D2C competency with 95% of sales on-line
- High gross margin enabling high brand investment





# Building The Fastest Growing Company in Intimate Hygiene



# Q&A



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