

WULFF'S UPDATED STRATEGY AND FINANCIAL TARGETS

Wulff Group Plc's Board of Directors has confirmed the company's updated strategy and medium-term goals for 2022-2026. At the core of the strategy is profitable growth in the company's current business, which will be accelerated by acquisitions.

"Wulff is the leading provider of workplace products and services in the Nordic countries. The company's growth strategy has proven successful in a changing and even exceptionally challenging operating environment. In practice, the strategy is reflected in strong and profitable growth and a significant increase in the company's shareholder value.

We will continue to implement our growth strategy in all current businesses and operating countries in Finland, Sweden, Norway, and Denmark. As a result of our strategy work towards the end of year 2021, we sharpened our efforts to further increase sales and improve profitability in all our businesses. We put the continuous improvement of the customer experience, the further development of digital services, sustainability and acquisitions even more at the core of our strategy," says Elina Pienimäki, CEO of Wulff Group Plc.

Wulff's target is to be the market leader in workplace products and services and the most recommended and responsible partner in the industry - to make the world a better place, one workplace at a time. The growth strategy is based on the expansion of the product and service portfolio as well as acquisitions in the Nordic countries.

New medium-term financial targets for 2022-2026

The new medium-term financial targets approved by Wulff-Group Plc's Board of Directors aim to double the turnover i.e., the turnover to be EUR 200 million in 2026:

- an average growth in turnover of 15-20% per year;
- growing comparable operating profit%; and
- growing dividend per share.

In Espoo on December 9, 2021

WULFF GROUP PLC
BOARD OF DIRECTORS

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A better world – one workplace at a time. Wulff's goal is a perfect workday! We enable better working environments and create workplaces, wherever you are. More comfortable, healthier, safer, more enjoyable, more active and more diverse? How do you want to better your workday and working environment? Wulff has the solution. We offer our customers office supplies, facility management products, catering solutions, IT supplies, ergonomics, first aid, air purifiers, and innovative products for worksites. Customers can also acquire international exhibition services from Wulff. New: Canon Business Center printing solutions, large format printing, data management services and ICT outsourcing services for corporate customers in the Helsinki metropolitan area. In addition to Finland, Wulff Group operates in Sweden, Norway, and Denmark. Check out our products and services at wulff.fi/en.