

Kid ASA - Revenues for the First Quarter of 2021

Lier, 12 April 2021: Kid ASA today announces unaudited revenue figures for the first quarter of 2021 (previous year in brackets). For definition of like-for-like stores, please see latest quarterly report at www.investor.kid.no

Group

Q1 revenues increased by +10.4% (+0.7%²) to MNOK 569.1 (MNOK 515.5¹). Like-for-like sales increased by +9.3% (+0.9%²).

Online sales accounted for 14.1% (8.0%) of total revenues in the quarter.

Segment Kid Interior

In Norway, Kid Interior increased its revenues despite reduced footfall following temporarily closed stores due to governmental COVID-19 restrictions. As per 31 March 2021, 72 out of 148 stores are temporarily closed. On average, 39 stores have been temporarily closed since 22 January 2021.

Q1 revenues increased by +13.6% (-3.7%) to MNOK 326.1 (MNOK 287,1). Like-for-like sales increased by +10.3% (-4.0%). Online sales increased by +84.3% (+31.7%).

One new store was opened, three stores were relocated, and two stores were refurbished during the quarter. No stores were closed. The total number of physical stores at the end of the quarter was 148 (143). The number of shopping days in the quarter was 77 (77).

Since the end of the quarter, 26 stores have been reopened and as per today 46 out of 148 stores are temporarily closed following governmental COVID-19 restrictions.

Segment Hemtex

In Hemtex, revenues increased after an increase in footfall in March in both Sweden and Finland. All stores have been opened in both Sweden and Finland during the quarter. In Estonia, all five stores have been temporarily closed since 11 March.

Q1 revenues increased by +6.4% (+6.6%) to MSEK 239.6 (MSEK 225.2) Like-for-like sales increased by +7.8% (+7.9%). Online sales increased by +106.2% (+38.0%).

Two stores were closed, and three stores were refurbished during the quarter. No new stores were opened. The total number of physical stores at the end of the quarter was 129(132). The number of shopping days in the quarter was 89 (90).

The quarterly report for the first quarter of 2021 will be announced on 12 May 2021 at CET 08:00.

ENQUIRIES

Eystein Lund, CFO Kid ASA, +47 906 02 127

Anders Fjeld, CEO Kid ASA, +47 996 32 121

- ¹⁾ Calculated with constant currency. Actual reported revenues per Q1 2020 was MNOK 508.0 which gives an increase of 12.0%.
- ²⁾ Hemtex comparable figures included on a proforma basis. Hemtex was acquired on 15 May 2019.