

GN Store Nord in Q3 2022 delivered 24% revenue growth, while organic growth was -1%, supported by solid Enterprise performance. Strong initial uptake of ReSound OMNIA

GN Store Nord

-1%

organic growth

- In Q3 2022, GN delivered 24% revenue growth, while organic revenue growth was -1%, leading to revenue of DKK 4,701 million
- Adj. EBITA was DKK 548 million and free cash flow excl. M&A was DKK -217 million driven by positive free cash flows across GN Hearing and GN Audio, but off-set by negative cash flow in Other primarily due to timing of financial derivatives
- Adj. Leverage ended at 5.9x, reflecting a temporary inventory build-up, higher freight and material costs, the development in FX and cash flow seasonality
- On November 2, 2022, GN Store Nord revised the financial guidance for growth in adj. EPS as a consequence of the revised financial guidance for GN Audio

GN Hearing

0%

organic growth

- GN Hearing delivered revenue growth of 15% in Q3 2022, while organic revenue growth was 0%. The growth was driven by strong performance in Europe while negatively impacted by soft market conditions in the US and in Rest of World. Adj. EBITA margin was 10.6% in the Core business impacted by higher freight and material costs and investments in launch activities
- The Emerging business, primarily Lively, delivered another strong quarter with 64% organic revenue growth. EBITA was DKK -40 million
- Free cash flow excl. M&A was DKK 60 million driven by investments in growth opportunities
- ReSound OMNIA, which started shipment in the US on August 25, is showing strong initial uptake. The new platform was rolled out across most of Europe during September
- Financial guidance confirmed

GN Audio

-2%

organic growth

- GN Audio delivered revenue growth of 29% in Q3 2022, of which -2% was organic, driven by a solid 7% organic revenue growth in Enterprise due to the world-leading and updated product portfolio. The growth was negatively impacted by -34% organic revenue growth in the Consumer business, which accounts for less than 20% of GN Audio Organic
- SteelSeries' organic revenue growth was -13% in a declining market. SteelSeries delivered a strong sequential improvement of more than 20% compared to Q2 2022 driven by better supply, new product launches and market share gains
- Adj. EBITA margin was 14.6%, reflecting investments in growth opportunities, higher freight and material costs, the development in FX and the consolidation of SteelSeries
- Free cash flow excl. M&A was DKK 21 million reflecting strong operational cash flow before working capital of DKK 473 million in a challenging environment, but offset by inventory build-up
- Acknowledging the current sentiment related to a potential recession, GN Audio is taking proactive and significant actions to reduce the cost base, inventory levels and debt
- On November 2, 2022, GN Audio revised its financial guidance to reflect the impact of the worsened macroeconomic environment, lower consumer sentiment and general higher uncertainty

Financial overview Q3 2022

DKK million – Q3 2022	GN Hearing			GN Audio		
	Core business	Emerging business	GN Hearing	GN Audio organic	SteelSeries	GN Audio
Revenue	1,495	59	1,554	2,551	596	3,147
Organic growth	0%	64%	0%	-2%	-13%	-2%
Adj. EBITA**	159	-40	119			461
Adj. EBITA margin**	10.6%		7.7%			14.6%

DKK million	GN Store Nord*			GN Hearing			GN Audio		
	Q3 2022	Q3 2021	Growth	Q3 2022	Q3 2021	Growth	Q3 2022	Q3 2021	Growth
Revenue	4,701	3,787	24%	1,554	1,347	15%	3,147	2,440	29%
Organic growth	-1%	2%		0%	4%		-2%	1%	
M&A growth	18%	0%		6%	-1%		24%	0%	
Adj. Gross profit**	2,355	2,113	11%	1,014	891	14%	1,341	1,222	10%
Adj. Gross profit margin**	50.1%	55.8%	-5.7%p	65.3%	66.1%	-0.8%p	42.6%	50.1%	-7.5%p
Adj. EBITA**	548	625	-12%	119	173	-31%	461	488	-6%
Adj. EBITA margin**	11.7%	16.5%	-4.8%p	7.7%	12.8%	-5.1%p	14.6%	20.0%	-5.4%p
Non-recurring items	-59	-14		-38	0		-21	-14	
Adj. Earnings per share (EPS)***	2.68	3.70	-28%						
Free cash flow excl. M&A	-217	493	-710	60	340	-280	21	281	-260

* Including "Other", ** Excluding non-recurring items (DKK -21 million in OPEX in GN Audio, DKK -26 million in COGS in GN Hearing and DKK -12 million in OPEX in GN Hearing), *** Excluding non-recurring items (DKK -59 million) and amortization of acquired intangible assets

Financial highlights

DKK million	Q3 2022 (unaud.)	Q3 2021 (unaud.)	YTD 2022 (unaud.)	YTD 2021 (unaud.)	Full year 2021 (aud.)
GN Hearing					
Revenue	1,554	1,347	4,420	3,903	5,332
Revenue growth	15%	2%	13%	17%	13%
Organic growth	0%	4%	2%	22%	16%
Gross profit margin	63.6%	66.1%	61.4%	63.8%	63.8%
EBITA*	81	173	17	424	643
EBITA margin*	5.2%	12.8%	0.4%	10.9%	12.1%
ROIC (EBITA*/Average invested capital)	3%	9%	3%	9%	9%
Free cash flow excl. M&A	60	340	-441	259	198
Cash conversion (Free cash flow excl. M&A/EBITA*)	74%	197%	NA	61%	31%
GN Audio					
Revenue	3,147	2,440	8,997	7,772	10,443
Revenue growth	29%	1%	16%	29%	20%
Organic growth	-2%	1%	-9%	33%	22%
Gross profit margin	42.6%	50.1%	42.8%	51.0%	50.6%
EBITA*	440	474	1,117	1,720	2,164
EBITA margin*	14.0%	19.4%	12.4%	22.1%	20.7%
ROIC (EBITA*/Average invested capital)	20%	82%	20%	82%	79%
Free cash flow excl. M&A	21	281	-70	1,090	1,288
Cash conversion (Free cash flow excl. M&A/EBITA*)	5%	59%	-6%	63%	60%
GN Store Nord					
Revenue	4,701	3,787	13,417	11,675	15,775
Revenue growth	24%	1%	15%	25%	17%
Organic growth	-1%	2%	-5%	29%	20%
Gross profit margin	49.5%	55.8%	48.9%	55.3%	55.0%
EBITA*	489	611	1,004	1,999	2,619
EBITA margin*	10.4%	16.1%	7.5%	17.1%	16.6%
Profit (loss) before tax	273	567	371	1,731	2,271
Effective tax rate	21.2%	21.3%	21.3%	21.3%	21.2%
ROIC (EBITA*/Average invested capital)	10%	27%	10%	27%	25%
Earnings per share, basic (EPS)	1.54	3.37	1.94	10.33	13.63
Earnings per share, fully diluted (EPS diluted)	1.54	3.33	1.94	10.20	13.49
Free cash flow excl. M&A	-217	493	-1,186	981	702
Cash conversion (Free cash flow excl. M&A/EBITA*)	-44%	81%	-118%	49%	27%
Equity ratio	23.2%	32.6%	23.2%	32.6%	26.4%
Net interest-bearing debt	15,241	4,637	15,241	4,637	5,358
Net interest-bearing debt (period-end)/EBITDA	7.2	1.5	7.2	1.5	1.8
Share buybacks**	-	704	-	1,112	1,166
Outstanding shares, end of period (thousand)	127,956	127,776	127,956	127,776	127,718
Average number of outstanding shares (thousand)	127,853	128,507	127,775	129,181	128,816
Average number of outstanding shares, fully diluted (thousand)	128,139	129,996	128,133	130,821	130,194
Treasury shares, end of period (thousand)	9,238	10,400	9,238	10,400	10,458
Share price at the end of the period	134.1	445.1	134.1	445.1	411.3
Market capitalization	17,159	56,873	17,159	56,873	52,530

ROIC and NIBD/EBITDA are calculated based on EBITA and EBITDA for the latest four quarters

* Excluding gain (loss) on investments of operations etc. and amortization of acquired intangible assets but including amortization of development projects and software developed in-house.

** Incl. buybacks as part of share based incentive programs

GN Hearing

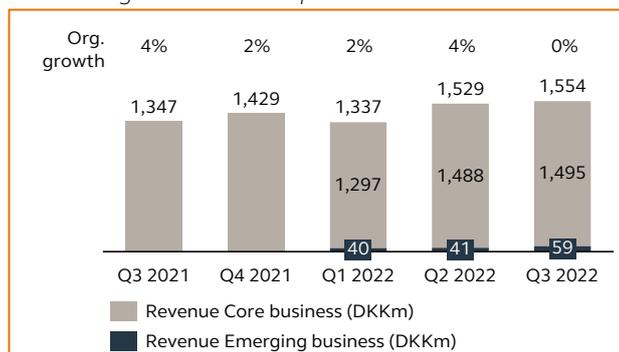
15% revenue growth and 0% organic revenue growth in the Core business in a soft hearing aid market. ReSound OMNIA launched across US and most of Europe by September

Highlights Q3 2022

- GN Hearing delivered revenue growth of 15% in Q3 2022, while organic revenue growth was 0%. The growth was driven by strong performance in Europe while negatively impacted by soft market conditions in the US and in Rest of World. Adj. EBITA margin was 10.6% in the Core business impacted by higher freight and material costs and investments in launch activities
- The Emerging business, primarily Lively, delivered another strong quarter with 64% organic revenue growth. EBITA was DKK -40 million
- Free cash flow excl. M&A was DKK 60 million driven by investments in growth opportunities
- ReSound OMNIA, which started shipment in the US on August 25, is showing strong initial uptake. The new platform was rolled out across most of Europe during September
- Financial guidance confirmed

GN Hearing delivered organic revenue growth of 0% in Q3 2022 driven by strong performance in Europe while negatively impacted by soft market conditions in the US and in Rest of World. Revenue growth was 15% including around 9% impact from the development in foreign exchange rates and around 6% impact from M&A, reflecting the Lively acquisition. The Emerging business (Lively) delivered 64% organic revenue growth. In the first 9 months of 2022, GN Hearing delivered 2% organic revenue growth.

GN Hearing revenue development



North America

The hearing aid market in North America was soft in Q3 2022, with volumes slightly below Q3 2021. GN Hearing's organic revenue growth in North America was -3% driven by solid performance in the independent market following the launch of ReSound OMNIA, offset by the development in Costco. Revenue growth was 17% including around 18% impact from the development in foreign exchange rates and 2% impact from M&A. In the first 9 months of 2022,

GN Hearing delivered organic revenue growth of -4% in North America.

Europe

In Europe, GN Hearing delivered strong organic revenue growth of 7% driven by, among other, Germany. Revenue growth was 24% including around 1% impact from the development in foreign exchange rates and 17% impact from M&A reflecting the acquisition of the Portuguese retailer acquired in Q2 2022. In the first 9 months of 2022, GN Hearing delivered organic revenue growth of 11% in Europe.

Rest of World

The Rest of World region was impacted by soft market conditions, resulting in an organic revenue of -3%. Revenue growth was 3% including around 6% impact from the development in foreign exchange rates. In the first 9 months of 2022, GN Hearing delivered organic revenue growth of 3% in the Rest of World region.

Earnings and other financial highlights

Adj. gross profit reached DKK 1,014 million in Q3 2022 corresponding to an adj. gross margin of 65.3% compared to 66.1% in Q3 2021. The adj. gross margin is negatively impacted by elevated freight costs, increased material costs, as well as mix effects, but off-set by pricing initiatives. In the first 9 months of 2022, GN Hearing delivered an adj. gross margin of 62.4%.

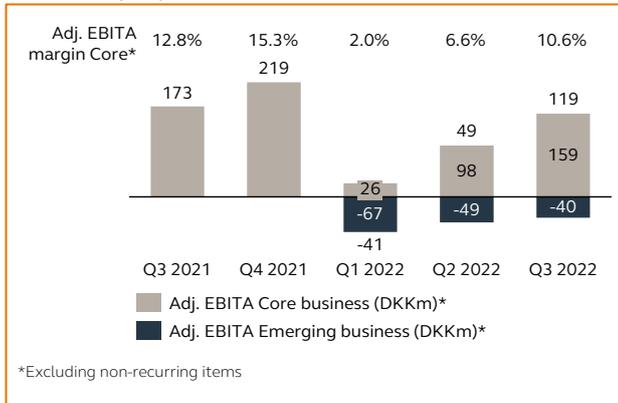
GN Hearing continued to take prudent OPEX measures to manage costs. However, excluding non-recurring items, Adj. OPEX increased by 25% compared to Q3 2021. This was driven by investments in launch activities, FX impact and consolidation of the Lively acquisition as well as the "retail-in-transition" we acquired in Q2 2022.

Adj. selling and distribution costs increased by 40% reflecting Lively, retail-in-transition, additional launch costs and FX. Adj. general and administrative expenses increased by 2% in Q3 2022 compared to Q3 2021 primarily driven by timing effects. Other operating income amounted to DKK -34 million in Q3 2022 compared to DKK -15 million in Q3 2021 due to development in FX. In the first 9 months of 2022, adj. OPEX increased by 27% compared to the first 9 months of 2021.

GN Hearing's adj. EBITA was DKK 119 million, with the Core business delivering adj. EBITA of DKK 159 million corresponding to an adj. EBITA margin of 10.6%. The Emerging business, primarily Lively, delivered an EBITA of DKK -40 million. Reported EBITA amounted to DKK 81 million reflecting non-recurring items of DKK -38 million in Q3 2022. In the first 9 months of 2022, the adj. EBITA margin

in the Core business was 6.6%, while the adj. EBITA margin in GN Hearing was 2.9%.

GN Hearing adj. EBITA development



The return on invested capital (ROIC) was 3% in Q3 2022, while free cash flow excl. M&A was DKK 60 million in Q3 2022 compared to DKK 340 million in Q3 2021, mainly driven by lower reported EBITA and a gain from channel investments last year. In the first 9 months of 2022, free cash flow excl. M&A was DKK -441 million mainly driven by investment in growth opportunities.

Business highlights

ReSound OMNIA

On August 25, 2022, GN Hearing started the global launch of ReSound OMNIA, a new hearing aid platform that sets a new standard in hearing technology and improve how people interact with the world around them. ReSound OMNIA provides significantly better hearing in noisy environments and has been engineered and proven to deliver 150% improvement in speech understanding compared to current hearing aids. Early feedback from audiologists and customers is very encouraging, highlighting excellent and easy to demonstrate improvement in hearing ability in noisy environments. By end of September, the product was rolled out across North America and most of Europe and will be rolled out world-wide across most countries by the end of the year.

Launch of Jabra Enhance Plus into OTC

On October 17, the new OTC hearing aid category was finally introduced by FDA in the US. On the same day, Jabra Enhance Plus was launched into the OTC hearing aid category, empowering millions of Americans with mild to moderate hearing loss to take the first step on their hearing health journey. Jabra Enhance Plus is now available in stores and online at Best Buy and at Jabra.com, expanding current availability within ReSound and Beltone hearing care clinics. Jabra Enhance Plus is designed specifically for the OTC market leveraging the combined knowledge of both GN Hearing and GN Audio.

Hearing Australia tender

In October 2022 it was announced that GN Hearing will be the main supplier for hearing aids and ear moulds to Hearing

Australia for the coming 5 years with an extension option for further 5 years. Hearing Australia is the biggest single customer in Australia with over 100,000 hearing aid units distributed per year. The contract is expected to come into force from Q1 2023.

Restoring profitability and non-recurring items

As communicated, GN Hearing expects the Core business to restore profitability to an EBITA margin of more than 20% in 2024, driven by above-market revenue growth and several operational initiatives, primarily related to the supply chain. To accelerate the initiatives and restore profitability, GN Hearing will incur DKK ~ -150 million in non-recurring items in 2022. For Q3 2022, non-recurring items amounted to DKK -38 million, translating into DKK -110 million in the first 9 months of 2022.

GN Hearing non-recurring items

(DKK million)	Q3 2022	YTD 2022
Revenue	-	-
Production costs	-26	-45
Gross profit	-26	-45
Development costs	-	-7
Selling and distribution costs	-4	-32
Management and administrative expenses	-8	-26
Other operating income and costs, net	-	-
EBITA	-38	-110

Market development

The hearing aid market has in general recovered from COVID-19, but is currently negatively impacted by macroeconomic conditions, which led to a slightly negative global volume growth in Q3 2022. For 2022, GN Hearing still expects a global volume growth of 4-6%, but in the low-end of the range. The ASP development in the quarter was also negative, impacted by channel and country mix. We continue to believe that the fundamentals of the hearing aid market are intact, but with short-term uncertainties impacting the imminent growth rates.

Management quote

"I'm very encouraged by the positive market reception and the strong customer demand for our new flagship product, ReSound OMNIA, and the corresponding Beltone Achieve. The product has received excellent early feedback highlighting significant hearing improvements in noisy environments. Launched only this August, we already now see this product platform drive strong double-digit growth in October for the core business. With our fully updated portfolio across all customer segments, including the newly opened over-the-counter channel in the U.S., GN Hearing is strongly positioned to take market shares."

Gitte Aabo, CEO of GN Hearing

GN Audio

29% revenue growth and -2% organic revenue growth in Q3 2022 supported by solid Enterprise performance

Highlights Q3 2022

- GN Audio delivered revenue growth of 29% in Q3 2022, of which -2% was organic, driven by a solid 7% organic revenue growth in Enterprise due to the world-leading and updated product portfolio. The growth was negatively impacted by -34% organic revenue growth in the Consumer business, which accounts for less than 20% of GN Audio Organic
- SteelSeries' organic revenue growth was -13% in a declining market. SteelSeries delivered a strong sequential improvement of more than 20% compared to Q2 2022 driven by better supply, new product launches and market share gains
- Adj. EBITA margin was 14.6%, reflecting investments in growth opportunities, higher freight and material costs, the development in FX and the consolidation of SteelSeries
- Free cash flow excl. M&A was DKK 21 million reflecting strong operational cash flow before working capital of DKK 473 million in a challenging environment, but offset by inventory build-up
- Acknowledging the current sentiment related to a potential recession, GN Audio is taking proactive and significant actions to reduce the cost base, inventory levels and debt
- On November 2, 2022, GN Audio revised its financial guidance to reflect the impact of the worsened macroeconomic environment, lower consumer sentiment and general higher uncertainty

GN Audio delivered -2% organic revenue growth in Q3 2022. The growth was driven by 7% organic revenue growth in Enterprise despite constraints from an improving yet challenging global supply chain situation. The growth was driven by the world-leading and updated product portfolio.

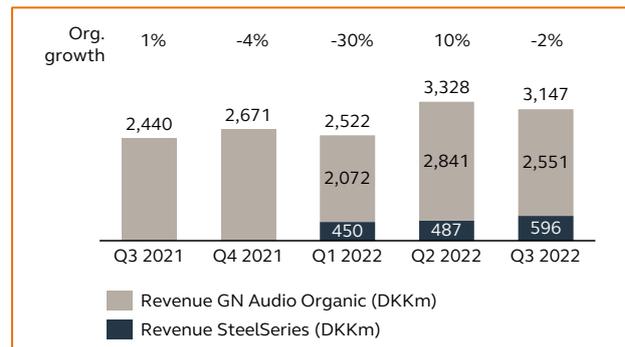
SteelSeries delivered organic revenue growth of -13% while gaining market share in a significantly declining market, impacted by lower consumer sentiment. The growth was driven by the strong and updated product line-up including category expansion into gaming speakers.

By the end of the quarter the order backlog was further reduced with only a few SKU's, including video products and some high-end wireless headsets, being left in the order backlog. By the end of Q4 the order backlog is expected to be fully resolved.

Revenue growth was 29% including a 24% impact from M&A, reflecting SteelSeries. The impact from the development in foreign exchange rates was around 7%. In the first 9 month of

2022, GN Audio delivered organic revenue growth of -9% while SteelSeries delivered -26%.

GN Audio revenue development



North America

In North America, GN Audio delivered -26% organic revenue growth. Revenue growth was 20% including around 34% impact from M&A and around 12% impact from development in foreign exchange rates. In the first 9 months of 2022, GN Audio delivered -19% organic revenue growth in North America.

Europe

In Europe, GN Audio delivered organic revenue growth of 16% with strong performance in, among other, Germany and the UK. Revenue growth was 32% including around 15% impact from M&A and around 1% impact from the development in foreign exchange rates. In the first 9 months of 2022, GN Audio delivered -4% organic revenue growth in Europe.

Rest of World

In the Rest of World region, GN Audio delivered -1% organic revenue growth. In the Rest of World region, strong performance was in particular seen in India. Revenue growth was 38% including around 29% impact from M&A and around 10% impact from the development in foreign exchange rates. In the first 9 months of 2022, GN Audio delivered -5% organic revenue growth in the Rest of World region.

Earnings and other financial highlights

GN Audio delivered an adj. gross margin of 42.6% in Q3 2022 compared to 50.1% in Q3 2021, driven by elevated level of freight costs, increased material costs, the consolidation of SteelSeries and a significant negative impact from the development in foreign exchange rates. The initiated list price increases across the Enterprise portfolio in February 2022, had a larger impact on ASP in Q3 2022 compared to the prior quarters. Due to the

continued high level of inflation, GN Audio has initiated a similar list price increase across products in the Enterprise business from January 1, 2023. In the first 9 months of 2022, the adj. gross margin was 45.0%.

GN Audio's adj. OPEX was DKK -880 million in Q3 2022, reflecting a 20% increase compared to Q3 2021 primarily driven by the consolidation of SteelSeries. Selling and distribution costs increased by 28%, while adj. general & administrative costs increased by 12%. Investments into R&D increased 9% compared to Q3 2021. In the first 9 months of 2022, adj. OPEX increased by 17%. GN Audio's adj. EBITA ended at DKK 461 million in Q3 2022, translating into an adj. EBITA margin of 14.6%, compared to 20.0% in Q3 2021. The development reflects the gross margin decline due to increasing freight and production costs, the consolidation of SteelSeries and the development in FX. Reported EBITA was DKK 440 million, reflecting DKK -21 million in non-recurring items related to the acquisition of SteelSeries. In the first 9 months of 2022, GN Audio delivered an adj. EBITA margin of 15.8%.

GN Audio adj. EBITA development



The return on invested capital (ROIC) was 20% in Q3 2022. Free cash flow excl. M&A was DKK 21 million in Q3 2022 compared to DKK 281 million in Q3 2021, driven by slightly lower reported EBITA, inventory build-up and timing of trade receivables. In the first 9 months of 2022, free cash flow excl. M&A was DKK -70 million.

Business highlights

Product launches

GN Audio had multiple successful product launches in Q3 2022 and all new product families have received stellar reviews. With these new innovations combined with planned launches in the coming months, GN Audio will have the strongest product portfolio ever.

On August 23, SteelSeries announced the launch of its new franchise – a family of innovative speakers, namely Arena 3, Arena 7, and Arena 9. On the same day SteelSeries also launched the Arctis Nova 7 – a further improvement to one of the best-selling gaming headsets of all time.

On September 6, SteelSeries announced the launch of the new Apex 9 series keyboards. Built from the ground up to

help gamers create their own momentous occasions, the Apex 9 series is fast, customizable, esports-ready, and powered by new SteelSeries OptiPoint technology.

On September 1, GN Audio announced the launch of the newest addition to its true wireless range, the Jabra Elite 5, made for those needing to take calls anywhere and is perfect for enjoying media during leisure.

On September 15, GN Audio announced the launch of a new Software-as-a-Service (SaaS) solution, Engage AI, leveraging technology developed by audEERING, an investment GN completed in 2018. Engineered to transform contact centre call experiences, the solution employs Artificial Intelligence (AI) technology that provides real-time insights to improve customer calls and support employee wellbeing. On the same day Jabra announced the new generation of contact centre headsets to the Engage line with two new products set to empower digital contact centres to enhance customer experience.

On September 27, GN Audio announced the Jabra Connect 5t as the third product in Jabra's Connect series, joining the Connect 4h, a flexible headset, and the Jabra Connect 4s, a portable speakerphone, in a range of products created for those who want to choose their flexible, remote working solutions at retail.

SteelSeries integration and non-recurring items

The SteelSeries integration is progressing according to plan. GN Audio continues to expect an annual run-rate of operational synergies of around DKK 150 million by the end of 2022. Around half of the synergies are expected to impact 2022 financials. In addition, future revenue synergies are expected.

During Q3 2022, GN booked non-recurring items relating to the SteelSeries acquisition of DKK -21 million which was recognized as general and administrative expenses. In 2022, GN Audio continues to expect total transaction and integration costs of around DKK -200 million, and non-cash PPAs of around DKK -200 million.

Taking strong actions in an ever-changing macroenvironment

Acknowledging the current sentiment related to a potential recession, GN Audio is taking proactive and significant actions to reduce our cost base and defend the agility of the company, while continuing to invest in growth opportunities. For this purpose, we expect additional DKK -100 million non-recurring cost in Q4 relating to these initiatives.

GN Audio non-recurring items

(DKK million)	Q3 2022	YTD 2022
Revenue	-	-
Production costs	-	-196
Gross profit	-	-196
Development costs	-	-
Selling and distribution costs	-	-
Management and administrative expenses	-21	-112
Other operating income and costs, net	-	-
EBITA	-21	-308

Current global supply chain situation

As previously communicated, certain components are in global shortage impacting many industries. In Q3 2022, this situation saw a continued improving trend, while COVID-19 spikes in China continue to challenge the overall supply chain predictability and general logistics.

Market development

In Q3 2022, the demand in GN Audio's core addressable Enterprise market continued to be solid driven by flexible working, significant uptake of Unified Communications platforms and other attractive megatrends. The consumer and gaming gear markets experienced softness due to lower consumer sentiment and related channel inventory reset. The world is adapting to hybrid work and enterprises globally are continuously deploying productivity enhancing tools. This will be a medium-term underlying growth driver for GN Audio's Enterprise business, but short-term uncertainty remains high due to the current macroeconomic environment.

Management quote

"Today, GN Audio is double the size of the business it was in 2019, and we continue to see more organizations move towards flexible and hybrid working environments. In a macroeconomic instability it is crucial for decision-makers to continue investing in the types of cost-effective productivity enhancing devices that GN Audio offers. We are acknowledging the current sentiment in the market, so we will take proactive and strong actions to adapt to a changing and unpredictable world."

René Svendsen-Tune, CEO of GN Audio

GN Store Nord

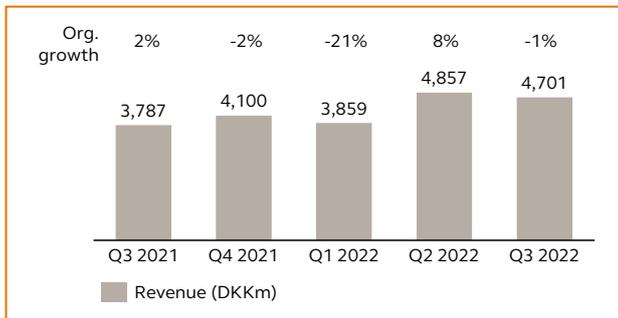
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- On November 2, 2022, GN Store Nord revised the financial guidance for growth in adj. EPS as a consequence of the revised financial guidance for GN Audio

Revenue

GN delivered -1% organic revenue growth. Revenue growth was 24% including around 18% impact from M&A, reflecting Lively and SteelSeries. The impact from the development in foreign exchange rates was around 7%. In the first 9 months of 2022, GN delivered organic revenue growth of -5%, while revenue growth was 15%.

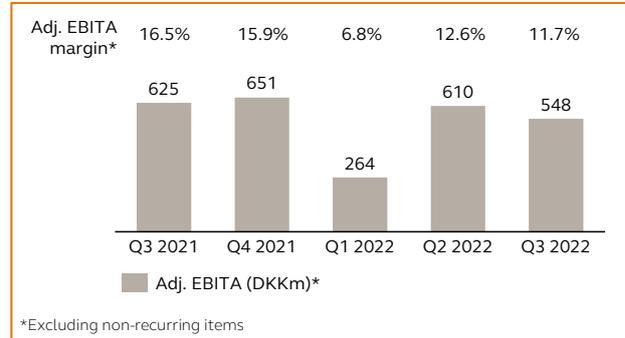
GN Store Nord revenue development



Earnings and other financial highlights

EBITA in Other amounted to DKK -32 million in Q3 2022, compared to DKK -36 million in Q3 2021 due to prudent cost management. GN Store Nord's adj. EBITA was DKK 548 million compared to DKK 625 million in Q3 2021, primarily driven by the reduced consumer sentiment and the consolidation of Lively. This corresponds to an adj. EBITA margin of 11.7% in Q3 2022 compared to 16.5% in Q3 2021. Reported EBITA was DKK 489 million, reflecting non-recurring items of DKK -59 million due to supply chain initiatives in GN Hearing and the non-recurring items related to SteelSeries. In the first 9 months of 2022, GN delivered an adj. EBITA margin of 10.6%.

GN Store Nord adj. EBITA development



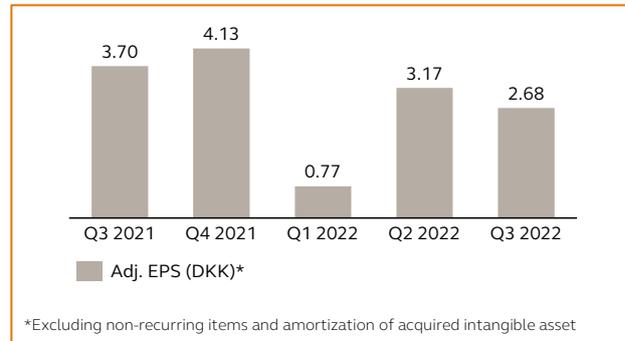
In Q3 2022, amortization of acquired intangible assets amounted to DKK -125 million compared to DKK -40 million in Q3 2021 reflecting the consolidation of SteelSeries. Financial items were DKK -90 million in Q3 2022 compared to DKK -13 million in Q3 2021, driven by the financing of SteelSeries. In Q3 2022, share of profit (loss) in associates was DKK -1 million compared to DKK 9 million in Q3 2021.

The adj. profit before tax was DKK 332 million in Q3 2022 (reported profit before tax was DKK 273 million) compared to DKK 581 million in Q3 2021. The effective tax rate was 21.2%, translating into an adj. net profit of DKK 262 million in Q3 2022 (reported net profit of DKK 215 million) compared to DKK 457 million in Q3 2021. In the first 9 months of 2022, adj. net profit was DKK 635 million.

Free cash flow excl. M&A was DKK -217 million in Q3 2022, mainly driven by positive free cash flows across GN Hearing and GN Audio, but off-set by negative cash flow in Other primarily due to timing of financial derivatives.

Adj. earnings per share (Adj. EPS), was DKK 2.68 in Q3 2022 compared to DKK 3.70 in Q3 2021. In the first 9 months of 2022, GN delivered an adj. earnings per share of DKK 6.62.

GN Store Nord adj. EPS development



By the end of Q3 2022, equity in GN Store Nord amounted to DKK 7,202 million compared to DKK 6,638 million in Q2 2022. The increase was primarily driven by the net profit generated in the quarter.

Capital structure

Net interest-bearing debt was DKK 15,241 million by the end of Q3 2022 compared to DKK 14,966 million by the end of Q2 2022, which was driven by the negative free cash flow. As a result, the adj. leverage ended at 5.9x. Reported leverage ratio was 7.2x reflecting the DKK -449 million non-recurring items.

By the end of Q3 2022, GN had cash and cash equivalents of DKK 870 million. Moreover, on September 29, GN signed a three-year EUR 520 million term loan with its commercial banking group to cover its short-term funding requirements.

In October, GN received formal project approval from EIB and KfW concerning new combined R&D loans of EUR 110 million. The terms and conditions of the loan agreements have been agreed in principle with the two banks, but execution of the loan agreements is subject to final approval from the banks' credit committees which is expected end November

With the recent M&A activity and in line with expectations, GN Store Nord's financial leverage ratio is currently above the long-term leverage target of 1-2x NIBD/EBITDA. In light of the worsened macroeconomic environment, lower consumer sentiment and general higher uncertainty, GN has initiated a comprehensive review into the appropriate capital structure for the medium term and will update the market together with the release of full-year 2022 results. As a consequence, and as announced in October 2021, GN Store Nord's share buyback program has been paused for the time being.

During the first 9 months of 2022, GN distributed DKK 214 million to shareholders through the annual dividend payment. In March 2022, GN paid out DKK 1.55 per share in respect of the fiscal year 2021, as approved at the Annual General Meeting in 2022.

In line with the last couple of years, GN continues to proactively secure a diversified funding profile. The diverse sources of financing now available to GN include the convertible bond market (via the listed convertible bond), traditional bonds (via the Euro Medium-Term Note program), the short-term Euro Commercial Paper Program, bilateral loan facilities provided by EIB, KfW and the commercial banking group as well as uncommitted bank facilities including overdraft lines.

Foreign exchange exposure

GN has hedged a substantial part of the expected net cash-flow in foreign currencies to secure the EBITA contribution of the material trading currencies for the next 12 months across both GN Hearing and GN Audio.

Financial guidance 2022

The financial guidance, which was revised on November 2, 2022, is confirmed

Financial guidance 2022 (Confirmed as of November 11)

	Organic revenue growth	Adjusted EBITA margin ³⁾	Non-recurring items (DKK million) ⁴⁾	Growth in adjusted EPS ⁵⁾
GN Hearing				
- Core business organic	5-8%	~14%	~ -150	
- Emerging Business ¹⁾ (DKK million)		~ -200		
GN Audio²⁾⁶⁾		14-15%	~ -500	
- GN Audio organic	-7% to -5%			
- SteelSeries	better than -25%			
Other (DKK million)		~ -190		
GN Store Nord				~ -30%

Note 1) Emerging Business mainly includes the Lively acquisition

Note 2) The SteelSeries organic revenue growth will be reported as M&A growth for GN Audio

Note 3) Excluding non-recurring items

Note 4) Non-recurring items in GN Hearing primarily related to supply chain investments (DKK ~ -150m) and in GN Audio related to transaction and integration costs (DKK ~ -200m) as well as non-cash PPAs (DKK ~ -200m), associated with SteelSeries and cost reduction measures (DKK ~ -100m)

Note 5) Compared to 2021 adjusted EPS (excluding non-recurring items and amortization and impairment of acquired intangible assets) of DKK 15.29

Note 6) Reflecting updated FX assumptions for 2022 following the significant appreciation of the USD since August 2022

Financial guidance based on foreign exchange rates as of November 11, 2022

Primary risk factors in relation to the financial guidance

Due to the COVID-19 pandemic, the global supply situation, worsened macroeconomic environment, lower consumer sentiment and general higher uncertainty – which impacts GN in many ways – it must be stressed that the basic assumptions behind the guidance remain more uncertain than normal. The situation is impacting GN's operational performance, predictability and visibility across markets, channels and supply chain.

Forward-looking statements

The forward-looking statements in this report reflect the management's current expectations of certain future events and financial results. Statements regarding the future are, naturally, subject to risks and uncertainties, which may result in considerable deviations from the outlook set forth. Furthermore, some of these expectations are based on assumptions regarding future events, which may prove incorrect. Changes to such expectation and assumptions will not be disclosed on an ongoing basis, unless required pursuant to general disclosure obligations to which GN is subject.

Factors that may cause actual results to deviate materially from expectations include – but are not limited to – general economic developments and developments in the financial markets, technological developments, changes and amendments to legislation and regulations governing GN's markets, changes in the demand for GN's products, competition, fluctuations in sub-contractor supplies and developments in ongoing litigation (including but not limited to class action and patent infringement litigation in the United States).

Due to the COVID-19 situation – which impacts the company in many different ways – it must be stressed that the basic assumptions behind the guidance remain significantly more uncertain than normal.

Additional information

Teleconference

GN will host a teleconference at 11.00 am CET on November 11, 2022. Please visit www.gn.com to access the teleconference. Presentation material will be available on the website approximately one hour prior to the start of the teleconference.

For further information please contact:

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Financial calendar 2023

Annual Report 2022:	February 9, 2023
Annual general meeting*	March 15, 2023
Interim Report Q1 2023:	April 27, 2023
Interim Report Q2 2023:	August 17, 2023
Interim Report Q3 2023:	November 10, 2023

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* Proposals to the agenda for the GN Store Nord Annual General Meeting must be submitted no later than six weeks before the meeting (i.e., January 31, 2023)

GN Store Nord A/S
Lautrupbjerg 7
2750 Ballerup
Denmark
Company reg. no. 24257843

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Quarterly reporting by segment

DKK million	Q1 2021 (unaud.)	Q2 2021 (unaud.)	Q3 2021 (unaud.)	Q4 2021 (unaud.)	Q1 2022 (unaud.)	Q2 2022 (unaud.)	Q3 2022 (unaud.)	YTD 2021 (unaud.)	YTD 2022 (unaud.)	Full year 2021 (aud.)
Income statement										
Revenue										
GN Hearing	1,234	1,322	1,347	1,429	1,337	1,529	1,554	3,903	4,420	5,332
GN Audio	2,876	2,456	2,440	2,671	2,522	3,328	3,147	7,772	8,997	10,443
Total	4,110	3,778	3,787	4,100	3,859	4,857	4,701	11,675	13,417	15,775
Organic growth										
GN Hearing	1%	95%	4%	2%	2%	4%	0%	22%	2%	16%
GN Audio	82%	32%	1%	-4%	-30%	10%	-2%	33%	-9%	22%
Total	46%	49%	2%	-2%	-21%	8%	-1%	29%	-5%	20%
Gross profit										
GN Hearing	769	832	891	908	801	924	988	2,492	2,713	3,400
GN Audio	1,480	1,264	1,222	1,316	1,006	1,502	1,341	3,966	3,849	5,282
Total	2,249	2,096	2,113	2,224	1,807	2,426	2,329	6,458	6,562	8,682
Gross profit margin										
GN Hearing	62.3%	62.9%	66.1%	63.5%	59.9%	60.4%	63.6%	63.8%	61.4%	63.8%
GN Audio	51.5%	51.5%	50.1%	49.3%	39.9%	45.1%	42.6%	51.0%	42.8%	50.6%
Total	54.7%	55.5%	55.8%	54.2%	46.8%	49.9%	49.5%	55.3%	48.9%	55.0%
Development costs										
GN Hearing	-139	-154	-155	-131	-138	-142	-146	-448	-426	-579
GN Audio	-199	-168	-173	-185	-189	-166	-188	-540	-543	-725
Other *	-34	-27	-9	-15	-21	-16	-10	-70	-47	-85
Total	-372	-349	-337	-331	-348	-324	-344	-1,058	-1,016	-1,389
Selling and distribution costs and administrative expenses etc.										
GN Hearing	-532	-525	-563	-558	-733	-776	-761	-1,620	-2,270	-2,178
GN Audio	-567	-564	-575	-687	-672	-804	-713	-1,706	-2,189	-2,393
Other *	-25	-23	-27	-28	-38	-23	-22	-75	-83	-103
Total	-1,124	-1,112	-1,165	-1,273	-1,443	-1,603	-1,496	-3,401	-4,542	-4,674
EBITA										
GN Hearing	98	153	173	219	-70	6	81	424	17	643
GN Audio	714	532	474	444	145	532	440	1,720	1,117	2,164
Other *	-59	-50	-36	-43	-59	-39	-32	-145	-130	-188
Total	753	635	611	620	16	499	489	1,999	1,004	2,619
EBITA margin										
GN Hearing	7.9%	11.6%	12.8%	15.3%	-5.2%	0.4%	5.2%	10.9%	0.4%	12.1%
GN Audio	24.8%	21.7%	19.4%	16.6%	5.7%	16.0%	14.0%	22.1%	12.4%	20.7%
Total	18.3%	16.8%	16.1%	15.1%	0.4%	10.3%	10.4%	17.1%	7.5%	16.6%
Depreciation and software amortization										
GN Hearing	-42	-41	-40	-40	-38	-41	-42	-123	-121	-163
GN Audio	-33	-31	-34	-37	-45	-48	-54	-98	-147	-135
Other *	-30	-33	-32	-36	-35	-37	-36	-95	-108	-131
Total	-105	-105	-106	-113	-118	-126	-132	-316	-376	-429
EBITDA										
GN Hearing	140	194	213	259	-32	47	123	547	138	806
GN Audio	747	563	508	481	190	580	494	1,818	1,264	2,299
Other *	-29	-17	-4	-7	-24	-2	4	-50	-22	-57
Total	858	740	717	733	134	625	621	2,315	1,380	3,048
EBITA										
Amortization and impairment of acquired intangible assets	-41	-42	-40	-103	-103	-96	-125	-123	-324	-226
Gain (loss) on divestment of operations etc.	-	-9	-	13	-1	-6	-	-9	-7	4
Operating profit (loss)	712	584	571	530	-88	397	364	1,867	673	2,397
Share of profit (loss) in associates	-1	-20	9	-24	17	5	-1	-12	21	-36
Financial items	-99	-12	-13	34	-156	-77	-90	-124	-323	-90
Profit (loss) before tax	612	552	567	540	-227	325	273	1,731	371	2,271
Tax on profit (loss)	-130	-118	-121	-112	49	-70	-58	-369	-79	-481
Profit (loss)	482	434	446	428	-178	255	215	1,362	292	1,790
Balance sheet										
Development projects										
GN Hearing	1,019	1,001	989	1,014	1,026	1,045	1,047	989	1,047	1,014
GN Audio	508	585	655	708	859	925	874	655	874	708
Other *	-13	-12	-10	-9	-7	-6	-4	-10	-4	-9
Total	1,514	1,574	1,634	1,713	1,878	1,964	1,917	1,634	1,917	1,713
Inventories										
GN Hearing	677	675	683	743	770	816	892	683	892	743
GN Audio	939	1,049	1,019	1,205	2,012	2,282	2,968	1,019	2,968	1,205
Total	1,616	1,724	1,702	1,948	2,782	3,098	3,860	1,702	3,860	1,948
Trade receivables										
GN Hearing	987	1,020	1,111	1,124	1,144	1,262	1,266	1,111	1,266	1,124
GN Audio	1,670	1,721	2,057	2,169	1,975	2,890	2,729	2,057	2,729	2,169
Other *	-	2	2	-	2	2	-	2	-	-
Total	2,657	2,743	3,170	3,293	3,121	4,154	3,995	3,170	3,995	3,293
Net working capital										
GN Hearing	785	862	883	1,010	1,036	1,078	1,052	883	1,052	1,010
GN Audio	652	662	793	837	1,646	2,021	2,145	793	2,145	837
Other *	-189	-136	-149	-122	-165	-319	-259	-149	-259	-122
Total	1,248	1,388	1,527	1,725	2,517	2,780	2,938	1,527	2,938	1,725
Free cash flow excl. M&A										
GN Hearing	-204	123	340	-61	-175	-326	60	259	-441	198
GN Audio	438	371	281	198	-140	49	21	1,090	-70	1,288
Other *	-256	16	-128	-416	-242	-135	-298	-368	-675	-784
Total	-22	510	493	-279	-557	-412	-217	981	-1,186	702
Acquisitions and divestments of companies										
	-38	-1	-1	-314	-7,037	-216	-15	-40	-7,268	-354
Free cash flow	-60	509	492	-593	-7,594	-628	-232	941	-8,454	348

* "Other" comprises Group Functions, GN Ejendomme and eliminations.

Regional growth composition Q3 2022

(DKK million)	GN Hearing		GN Audio		Consolidated total	
	Q3 2022 (unaud.)	Q3 2021 (unaud.)	Q3 2022 (unaud.)	Q3 2021 (unaud.)	Q3 2022 (unaud.)	Q3 2021 (unaud.)
Europe - revenue	425	342	1,408	1,068	1,833	1,410
Organic growth	7%	-11%	16%	-7%	14%	-8%
FX growth	1%	-1%	1%	2%	1%	1%
M&A growth	17%	0%	15%	0%	15%	0%
Revenue growth	24%	-12%	32%	-5%	30%	-7%
North America - revenue	770	656	1,021	852	1,791	1,508
Organic growth	-3%	7%	-26%	5%	-16%	6%
FX growth	18%	-1%	12%	-2%	15%	-2%
M&A growth	2%	-2%	34%	0%	20%	-1%
Revenue growth	17%	4%	20%	3%	19%	3%
Rest of World - revenue	359	349	718	520	1,077	869
Organic growth	-3%	17%	-1%	12%	-2%	14%
FX growth	6%	0%	10%	0%	9%	0%
M&A growth	0%	0%	29%	0%	17%	0%
Revenue growth	3%	17%	38%	12%	24%	14%
Total revenue	1,554	1,347	3,147	2,440	4,701	3,787
Organic growth	0%	4%	-2%	1%	-1%	2%
FX growth	9%	-1%	7%	0%	7%	-1%
M&A growth	6%	-1%	24%	0%	18%	0%
Revenue growth	15%	2%	29%	1%	24%	1%

Regional growth composition YTD 2022

(DKK million)	GN Hearing		GN Audio		Consolidated total	
	YTD 2022 (unaud.)	YTD 2021 (unaud.)	YTD 2022 (unaud.)	YTD 2021 (unaud.)	YTD 2022 (unaud.)	YTD 2021 (unaud.)
Europe - revenue	1,269	1,042	4,232	3,963	5,501	5,005
Organic growth	11%	10%	-4%	34%	-1%	28%
FX growth	1%	-1%	1%	1%	1%	1%
M&A growth	9%	0%	10%	0%	10%	0%
Revenue growth	22%	9%	7%	35%	10%	29%
North America - revenue	2,100	1,885	2,881	2,348	4,981	4,233
Organic growth	-4%	24%	-19%	35%	-12%	30%
FX growth	13%	-8%	11%	-11%	12%	-10%
M&A growth	2%	-1%	31%	0%	18%	0%
Revenue growth	11%	15%	23%	24%	18%	20%
Rest of World - revenue	1,051	976	1,884	1,461	2,935	2,437
Organic growth	3%	32%	-5%	27%	-2%	29%
FX growth	5%	-3%	8%	-4%	6%	-4%
M&A growth	0%	0%	26%	0%	16%	0%
Revenue growth	8%	29%	29%	23%	20%	25%
Total revenue	4,420	3,903	8,997	7,772	13,417	11,675
Organic growth	2%	22%	-9%	33%	-5%	29%
FX growth	7%	-5%	5%	-4%	5%	-4%
M&A growth	4%	0%	20%	0%	15%	0%
Revenue growth	13%	17%	16%	29%	15%	25%

* "Other" comprises Group Shared Services, GN Ejendomme and eliminations

Consolidated income statement

(DKK million)	Q3 2022 (unaud.)	Q3 2021 (unaud.)	YTD 2022 (unaud.)	YTD 2021 (unaud.)	Full Year 2021 (aud.)
Revenue	4,701	3,787	13,417	11,675	15,775
Production costs	-2,372	-1,674	-6,855	-5,217	-7,093
Gross profit	2,329	2,113	6,562	6,458	8,682
Development costs	-344	-337	-1,016	-1,058	-1,389
Selling and distribution costs	-1,182	-883	-3,424	-2,546	-3,484
Management and administrative expenses	-310	-285	-1,104	-866	-1,205
Other operating income and costs, net	-4	3	-14	11	15
EBITA*	489	611	1,004	1,999	2,619
Amortization and impairment of acquired intangible assets	-125	-40	-324	-123	-226
Gain (loss) on divestment of operations etc.	-	-	-7	-9	4
Operating profit (loss)	364	571	673	1,867	2,397
Share of profit (loss) in associates	-1	9	21	-12	-36
Financial items	-90	-13	-323	-124	-90
Profit (loss) before tax	273	567	371	1,731	2,271
Tax on profit (loss)	-58	-121	-79	-369	-481
Profit (loss) for the period	215	446	292	1,362	1,790
Attributable to:					
Non-controlling interests	18	13	44	28	34
Shareholders in GN Store Nord A/S	197	433	248	1,334	1,756
Earnings per share (EPS):					
Earnings per share (EPS)	1.54	3.37	1.94	10.33	13.63
Earnings per share, fully diluted (EPS diluted)	1.54	3.33	1.94	10.20	13.49

* Excluding gain (loss) on divestments of operations etc. and amortization of acquired intangible assets but including amortization of development projects and software developed in-house.

Consolidated statement of comprehensive income

(DKK million)	Q3 2022 (unaud.)	Q3 2021 (unaud.)	YTD 2022 (unaud.)	YTD 2021 (unaud.)	Full Year 2021 (aud.)
Profit (loss) for the period	215	446	292	1,362	1,790
Other comprehensive income					
Items that will not be reclassified to profit or loss					
Actuarial gains (losses)	-	-	-	-	46
Tax relating to actuarial gains (losses)	-	-	-	-	-10
Items that may be reclassified subsequently to profit or loss					
Adjustment of cash flow hedges	-	8	5	26	35
Foreign exchange adjustments, etc.	344	119	800	286	396
Tax relating to other comprehensive income	-	-2	-1	-6	-8
Other comprehensive income for the period	344	125	804	306	459
Total comprehensive income for the period	559	571	1,096	1,668	2,249
Attributable to:					
Non-controlling interests	18	13	44	28	34
Shareholders in GN Store Nord A/S	541	558	1,052	1,640	2,215

Consolidated balance sheet

(DKK million)	Sep. 30 2022 (unaud.)	Jun. 30 2022 (unaud.)	Mar. 31 2022 (unaud.)	Dec. 31 2021 (aud.)
Assets				
Intangible assets	17,731	17,202	16,363	8,271
Property, plant and equipment	1,329	1,357	1,329	1,300
Investments in associates	348	340	180	153
Deferred tax assets	491	366	345	435
Other non-current assets	1,663	1,525	1,423	1,399
Total non-current assets	21,562	20,790	19,640	11,558
Inventories	3,860	3,098	2,782	1,948
Trade receivables	3,995	4,154	3,121	3,293
Tax receivables	185	150	168	77
Other receivables	605	665	849	468
Cash and cash equivalents	870	560	959	6,208
Total current assets	9,515	8,627	7,879	11,994
Total assets	31,077	29,417	27,519	23,552
Equity and liabilities				
Equity	7,202	6,638	6,016	6,229
Bank loans and issued bonds	10,711	10,693	10,675	9,513
Lease liabilities, non-current	298	308	302	311
Pension obligations	7	7	7	7
Provisions, non-current	134	164	182	221
Deferred tax liabilities	1,013	929	873	402
Other non-current liabilities	820	773	715	727
Total non-current liabilities	12,983	12,874	12,754	11,181
Bank loans	4,970	4,393	4,072	1,615
Lease liabilities, current	132	132	137	127
Trade payables	1,855	1,724	1,229	1,280
Tax payables	44	-	42	72
Provisions, current	224	243	263	344
Other current liabilities	3,667	3,413	3,006	2,704
Total current liabilities	10,892	9,905	8,749	6,142
Total equity and liabilities	31,077	29,417	27,519	23,552

Consolidated statement of cash flow

(DKK million)	Q3 2022 (unaud.)	Q3 2021 (unaud.)	YTD 2022 (unaud.)	YTD 2021 (unaud.)	Full Year 2021 (aud.)
Operating activities					
Operating profit (loss)	364	571	673	1,867	2,397
Depreciation, amortization and impairment	405	283	1,132	839	1,192
Other non-cash adjustments	-68	-19	-41	48	23
Cash flow from operating activities before changes in working capital	701	835	1,764	2,754	3,612
Changes in working capital	-133	-125	-872	-495	-710
Cash flow from operating activities before financial items and tax	568	710	892	2,259	2,902
Financial items, net	-327	-49	-552	-153	-219
Tax paid, net	-45	-45	-204	-176	-571
Cash flow from operating activities	196	616	136	1,930	2,112
Investing activities					
Development projects	-190	-195	-643	-538	-755
Investments in other intangible assets, net	-130	-90	-280	-222	-308
Investments in property, plant and equipment, net	-104	-61	-166	-361	-457
Investments in other non-current assets, net	11	223	-233	172	110
Company acquisitions	-15	-1	-7,268	-40	-354
Cash flow from investing activities	-428	-124	-8,590	-989	-1,764
Cash flow from operating and investing activities (free cash flow)	-232	492	-8,454	941	348
Financing activities					
Paid dividends	-	-	-198	-188	-188
Share-based payment (exercised)	15	6	20	139	159
Purchase/sale of treasury shares and other equity instruments	-	-704	-	-1,112	-1,166
Net proceeds from issue of EMTN bonds	-	-	-	363	5,134
Increase/decrease in bank loans and other adjustments	517	107	3,273	-192	248
Cash flow from financing activities	532	-591	3,095	-990	4,187
Net cash flow	300	-99	-5,359	-49	4,535
Cash and cash equivalents beginning of period	560	1,715	6,208	1,657	1,657
Adjustment foreign currency, cash and cash equivalents	10	3	21	11	16
Cash and cash equivalents, end of period	870	1,619	870	1,619	6,208

Consolidated statement of equity

Q3 2021 (DKK million)	Other reserves				Proposed dividends for the year	Retained earnings	Equity, shareholders in GN Store Nord A/S	Non-controlling interests	Total equity
	Share capital*	Foreign exchange adjustments	Hedging reserve	Treasury shares					
Balance at December 31, 2020	569	-1,500	-21	-3,640	206	9,564	5,178	-	5,178
Profit (loss) for the period	-	-	-	-	-	1,334	1,334	28	1,362
Adjustment of cash flow hedges	-	-	26	-	-	-	26	-	26
Foreign exchange adjustments, etc.	-	286	-	-	-	-	286	-	286
Tax relating to other comprehensive income	-	-	-6	-	-	-	-6	-	-6
Other comprehensive income for the period	-	286	20	-	-	-	306	-	306
Total comprehensive income for the period	-	286	20	-	-	1,334	1,640	28	1,668
Reduction of the share capital	-16	-	-	873	-	-857	-	-	-
Share-based payment (granted)	-	-	-	-	-	44	44	-	44
Share based payment (exercised)	-	-	-	196	-	-57	139	-	139
Tax related to share-based incentive plans	-	-	-	-	-	46	46	-	46
Purchase/sale of treasury shares	-	-	-	-1,112	-	-	-1,112	-	-1,112
Reclassification of non-controlling interests by recognizing a put option liability	-	-	-	-	-	14	14	-28	-14
Paid dividends	-	-	-	-	-188	-	-188	-	-188
Dividends, treasury shares	-	-	-	-	-18	18	-	-	-
Balance at September 30, 2021	553	-1,214	-1	-3,683	-	10,106	5,761	-	5,761
Q3 2022 (DKK million)									
Balance at December 31, 2021	553	-1,104	6	-3,731	214	10,291	6,229	-	6,229
Profit (loss) for the period	-	-	-	-	-	248	248	44	292
Adjustment of cash flow hedges	-	-	5	-	-	-	5	-	5
Foreign exchange adjustments, etc.	-	800	-	-	-	-	800	-	800
Tax relating to other comprehensive income	-	-	-1	-	-	-	-1	-	-1
Other comprehensive income for the period	-	800	4	-	-	-	804	-	804
Total comprehensive income for the period	-	800	4	-	-	248	1,052	44	1,096
Reduction of the share capital	-4	-	-	297	-	-293	-	-	-
Share-based payment (granted)	-	-	-	-	-	105	105	-	105
Share-based payment (exercised)	-	-	-	64	-	-44	20	-	20
Reclassification of non-controlling interests by recognizing a put option liability	-	-	-	-	-	-6	-6	-44	-50
Paid dividends	-	-	-	-	-198	-	-198	-	-198
Dividends, treasury shares	-	-	-	-	-16	16	-	-	-
Balance at September 30, 2022	549	-304	10	-3,370	-	10,317	7,202	-	7,202

* shares of DKK 4 each

Note 1 – Accounting policies

This interim report has been prepared in accordance with IAS 34 “Interim Financial Reporting” as adopted by the EU and Danish interim financial reporting requirements for listed companies.

New standards, interpretations and amendments adopted by GN Store Nord

As of January 1, 2022, GN Store Nord adopted all relevant new or revised International Financial Reporting Standards and IFRIC Interpretations with effective date January 1, 2022, or earlier. The new or revised Standards and Interpretations did not affect recognition and measurement or result in any material changes to disclosures. Apart from this, the accounting policies applied are unchanged from those applied in the Annual Report 2021.

Note 2 – Segment disclosures Q3 2022

Income statement	GN Hearing		GN Audio		Other**		Consolidated total	
	Q3 2022 (unaud.)	Q3 2021 (unaud.)						
(DKK million)								
Revenue	1,554	1,347	3,147	2,440	-	-	4,701	3,787
Production costs	-566	-456	-1,806	-1,218	-	-	-2,372	-1,674
Gross profit	988	891	1,341	1,222	-	-	2,329	2,113
Development costs	-146	-155	-188	-173	-10	-9	-344	-337
Selling and distribution costs	-585	-416	-597	-467	-	-	-1,182	-883
Management and administrative expenses	-142	-132	-145	-125	-23	-28	-310	-285
Other operating income and costs, net	-34	-15	29	17	1	1	-4	3
EBITA*	81	173	440	474	-32	-36	489	611
Amortization and impairment of acquired intangible assets	-23	-23	-102	-17	-	-	-125	-40
Gain (loss) on divestment of operations etc.	-	-	-	-	-	-	-	-
Operating profit (loss)	58	150	338	457	-32	-36	364	571
Share of profit (loss) in associates	-1	9	-	-	-	-	-1	9
Financial items	-20	-22	-116	2	46	7	-90	-13
Profit (loss) before tax	37	137	222	459	14	-29	273	567
Tax on profit (loss)	-8	-29	-47	-98	-3	6	-58	-121
Profit (loss) for the period	29	108	175	361	11	-23	215	446

Cash flow statement	GN Hearing		GN Audio		Other**		Consolidated total	
	Q3 2022 (unaud.)	Q3 2021 (unaud.)						
(DKK million)								
Operating activities before changes in working capital	223	285	473	550	5	-	701	835
Cash flow from changes in working capital	42	-23	-203	-112	28	10	-133	-125
Cash flow from operating activities excluding financial items and tax	265	262	270	438	33	10	568	710
Cash flow from investing activities:								
Development projects	-84	-76	-106	-119	-	-	-190	-195
Other	-26	210	-112	-49	-100	-90	-238	71
Cash flow from operating and investing activities before financial items and tax	155	396	52	270	-67	-80	140	586
Tax and financial items	-95	-57	-46	11	-231	-48	-372	-94
Cash flow from operating and investing activities (free cash flow)	60	339	6	281	-298	-128	-232	492
Cash flow from M&A activities	-	-1	-15	-	-	-	-15	-1
Free cash flow excl. M&A	60	340	21	281	-298	-128	-217	493

Additional information	GN Hearing		GN Audio		Other**		Consolidated total	
	Q3 2022 (unaud.)	Q3 2021 (unaud.)						
(DKK million)								
Revenue distributed geographically								
Denmark	26	20	62	47	-	-	88	67
Europe	399	322	1,346	1,021	-	-	1,745	1,343
North America	770	656	1,021	852	-	-	1,791	1,508
Rest of World	359	349	718	520	-	-	1,077	869
Revenue	1,554	1,347	3,147	2,440	-	-	4,701	3,787
Incurred development costs	-146	-141	-220	-239	-11	-10	-377	-390
Capitalized development costs	84	76	106	119	-	-	190	195
Amortization, impairment and depreciation of development projects***	-84	-90	-74	-53	1	1	-157	-142
Expensed development costs	-146	-155	-188	-173	-10	-9	-344	-337
EBITDA	123	213	494	508	4	-4	621	717
Depreciation and software amortization	-42	-40	-54	-34	-36	-32	-132	-106
EBITA*	81	173	440	474	-32	-36	489	611
EBITA margin	5.2%	12.8%	14.0%	19.4%	N/A	N/A	10.4%	16.1%
Number of employees, end of period	5,018	4,492	2,777	2,300	370	307	8,165	7,099

* Excluding gain (loss) on divestments of operations etc. and amortization of acquired intangible assets but including amortization of development projects and software developed in-house.

** "Other" comprises Group Shared Services, GN Ejendomme and eliminations

*** Does not include amortization of acquired intangible assets, cf. definition of EBITA

Note 2 – Segment disclosures Q3 2022 (Continued)

Balance sheet	GN Hearing		GN Audio		Other*		Consolidated total	
	Sep. 30 2022 (unaud.)	Sep. 30 2021 (unaud.)						
(DKK million)								
ASSETS								
Goodwill	5,003	3,421	6,897	1,165	-	-	11,900	4,586
Development projects	1,047	989	874	655	-4	-10	1,917	1,634
Other intangible assets	490	318	2,637	347	787	510	3,914	1,175
Property, plant and equipment	476	476	408	351	445	405	1,329	1,232
Investments in associates	301	361	13	-	34	24	348	385
Deferred tax assets	411	364	157	148	-77	-102	491	410
Loans to dispensers and ownership interests	1,125	933	-	-	-	-	1,125	933
Other financial assets	536	390	2	-	-	-	538	390
Total non-current assets	9,389	7,252	10,988	2,666	1,185	827	21,562	10,745
Inventories	892	683	2,968	1,019	-	-	3,860	1,702
Trade receivables	1,266	1,111	2,729	2,057	-	2	3,995	3,170
Receivables from group companies**	-	-	-	2,198	-	-2,198	-	-
Tax receivables	135	61	55	44	-5	-90	185	15
Other receivables	347	235	266	140	-8	41	605	416
Cash and cash equivalents	329	164	367	177	174	1,278	870	1,619
Total current assets	2,969	2,254	6,385	5,635	161	-967	9,515	6,922
Total assets	12,358	9,506	17,373	8,301	1,346	-140	31,077	17,667
EQUITY AND LIABILITIES								
Equity	5,537	5,555	4,877	4,936	-3,212	-4,730	7,202	5,761
Bank loans and issued bonds	-	-	7	-	10,704	5,475	10,711	5,475
Lease liabilities, non-current	193	190	63	70	42	24	298	284
Pension obligations	-	28	7	6	-	-	7	34
Provisions, non-current	86	107	44	108	4	2	134	217
Deferred tax liabilities	319	260	744	156	-50	-52	1,013	364
Other non-current liabilities	517	397	301	164	2	2	820	563
Total non-current liabilities	1,115	982	1,166	504	10,702	5,451	12,983	6,937
Bank loans	1	1	10	8	4,959	371	4,970	380
Lease liabilities, current	76	81	42	35	14	1	132	117
Trade payables	353	234	1,400	749	102	68	1,855	1,051
Amounts owed to group companies**	4,003	1,528	7,263	-	-11,266	-1,528	-	-
Tax payables	10	52	136	202	-102	101	44	355
Provisions, current	163	161	61	193	-	2	224	356
Other current liabilities	1,100	912	2,418	1,674	149	124	3,667	2,710
Total current liabilities	5,706	2,969	11,330	2,861	-6,144	-861	10,892	4,969
Total equity and liabilities	12,358	9,506	17,373	8,301	1,346	-140	31,077	17,667
Invested capital***	8,944	6,752	12,856	3,010	965	752	22,765	10,514
Average invested capital	7,848	6,639	7,933	2,892	859	589	16,640	10,120

* "Other" comprises Group Shared Services, GN Ejendomme and eliminations

** Net amount

*** Includes Net working capital (Inventories, Trade receivables, Other receivables, Trade payables and Other current liabilities), Goodwill, Development projects, Other intangible assets, Property, plant and equipment, Loans to dispensers and ownership interests and Provisions

Note 2 – Segment disclosures YTD 2022

Income statement	GN Hearing		GN Audio		Other**		Consolidated total	
	YTD 2022 (unaud.)	YTD 2021 (unaud.)						
(DKK million)								
Revenue	4,420	3,903	8,997	7,772	-	-	13,417	11,675
Production costs	-1,707	-1,411	-5,148	-3,806	-	-	-6,855	-5,217
Gross profit	2,713	2,492	3,849	3,966	-	-	6,562	6,458
Development costs	-426	-448	-543	-540	-47	-70	-1,016	-1,058
Selling and distribution costs	-1,689	-1,152	-1,735	-1,394	-	-	-3,424	-2,546
Management and administrative expenses	-482	-457	-543	-332	-79	-77	-1,104	-866
Other operating income and costs, net	-99	-11	89	20	-4	2	-14	11
EBITA*	17	424	1,117	1,720	-130	-145	1,004	1,999
Amortization and impairment of acquired intangible assets	-56	-71	-268	-52	-	-	-324	-123
Gain (loss) on divestment of operations etc.	-7	-9	-	-	-	-	-7	-9
Operating profit (loss)	-46	344	849	1,668	-130	-145	673	1,867
Share of profit (loss) in associates	21	-12	-	-	-	-	21	-12
Financial items	25	-112	-182	-35	-166	23	-323	-124
Profit (loss) before tax	-	220	667	1,633	-296	-122	371	1,731
Tax on profit (loss)	-	-47	-142	-348	63	26	-79	-369
Profit (loss) for the period	-	173	525	1,285	-233	-96	292	1,362

Cash flow statement	GN Hearing		GN Audio		Other**		Consolidated total	
	YTD 2022 (unaud.)	YTD 2021 (unaud.)						
(DKK million)								
Operating activities before changes in working capital	438	775	1,339	2,025	-13	-46	1,764	2,754
Cash flow from changes in working capital	-61	-237	-811	-327	-	69	-872	-495
Cash flow from operating activities excluding financial items and tax	377	538	528	1,698	-13	23	892	2,259
Cash flow from investing activities:								
Development projects, investment	-271	-213	-372	-325	-	-	-643	-538
Other investing activities	-519	101	-7,135	-135	-293	-417	-7,947	-451
Cash flow from operating and investing activities before financial items and tax	-413	426	-6,979	1,238	-306	-394	-7,698	1,270
Tax and financial items	-268	-203	-119	-152	-369	26	-756	-329
Cash flow from operating and investing activities (free cash flow)	-681	223	-7,098	1,086	-675	-368	-8,454	941
Cash flow from M&A activities	-240	-36	-7,028	-4	-	-	-7,268	-40
Free cash flow excl. M&A	-441	259	-70	1,090	-675	-368	-1,186	981

Additional information	GN Hearing		GN Audio		Other**		Consolidated total	
	YTD 2022 (unaud.)	YTD 2021 (unaud.)						
(DKK million)								
Revenue distributed geographically								
Denmark	63	60	164	190	-	-	227	250
Europe	1,206	982	4,068	3,773	-	-	5,274	4,755
North America	2,100	1,885	2,881	2,348	-	-	4,981	4,233
Rest of World	1,051	976	1,884	1,461	-	-	2,935	2,437
Revenue	4,420	3,903	8,997	7,772	-	-	13,417	11,675
Incurred development costs	-454	-384	-701	-723	-51	-74	-1,206	-1,181
Capitalized development costs	271	213	372	325	-	-	643	538
Amortization, impairment and depreciation of development projects***	-243	-277	-214	-142	4	4	-453	-415
Expensed development costs	-426	-448	-543	-540	-47	-70	-1,016	-1,058
EBITDA	138	547	1,264	1,818	-22	-50	1,380	2,315
Depreciation and software amortization	-121	-123	-147	-98	-108	-95	-376	-316
EBITA*	17	424	1,117	1,720	-130	-145	1,004	1,999
EBITA margin	0.4%	10.9%	12.4%	22.1%	N/A	N/A	7.5%	17.1%
Number of employees, end of period	5,018	4,492	2,777	2,300	370	307	8,165	7,099

* Excluding gain (loss) on divestments of operations etc. and amortization of acquired intangible assets but including amortization of development projects and software developed in-house.

** "Other" comprises Group Shared Services, GN Ejendomme and eliminations

*** Does not include amortization of acquired intangible assets, cf. definition of EBITA

Note 3 – Incentive plans

As of September 30, 2022, the total number of outstanding warrants in GN Hearing was 1,066 (0.2% of the shares issued in GN Hearing). The total number of outstanding warrants in GN Audio was 882 (0.3% of the shares issued in GN Audio). The total number of outstanding options in GN Store Nord is 3,119,850 (2.3% of the shares issued in GN Store Nord)

Note 4 – Shareholdings

On September 30, 2022, members of the board of directors and the executive management, respectively, own 83,308 and 131,739 shares in GN Store Nord. On September 30, 2022, GN owns 9,237,591 treasury shares, equivalent to 6.7% of the 137,193,378 shares issued.

The GN stock is 100% free float, and the company has no dominant shareholders. William Demant Invest A/S has reported an ownership interest in excess of 10%, while APG Asset Management N.V. has reported an ownership interest in excess of 5% of GN's share capital. Foreign ownership of GN is estimated to be around 70%.

Note 5 – Acquisition of companies and operations

On January 12 2022, GN Audio acquired 100% of the Danish based company SteelSeries Group A/S, a global pioneer in premium software-enabled gaming gear. SteelSeries, with its attractive growth profile and margin structure, presents an attractive new growth opportunity for GN. The acquisition of SteelSeries will bring complementary engineering competencies, commercial capabilities, differentiated brands, a large customer base and an innovative high-growth product offering, adding further technical expertise and IP to GN. SteelSeries will benefit from GN's commercial and operational excellence, and financial strength, allowing SteelSeries to continue its strong growth trajectory and take share in the fast-growing market for premium software-enabled gaming gear.

Based on GN's successful track-record of integrating acquired assets, it is anticipated that the combination will produce significant scaling opportunities and revenue synergies when combining SteelSeries with GN's extensive global distribution footprint. Goodwill comprises the expected synergies as well as the value of SteelSeries highly skilled workforce.

On April 21 2022, GN Hearing acquired 56% of Belaudicao Lda, as a business combination achieved in stages, after which GN owns 100% of the company. The acquisition, which is an ownership in transition, will strengthen GN Hearing's sales and distribution. Goodwill comprises expected synergies as well as the value of the highly skilled workforce of Belaudicao.

The goodwill of DKK 5,481 million relating to SteelSeries is allocated to the cash-generating unit GN Audio, and the goodwill of DKK 237 million relating to Belaudicao is allocated to the cash-generating unit GN Hearing. Goodwill of DKK 0 million has been determined to be deductible for tax purposes.

DKK million	SteelSeries	Belaudicao
Identifiable assets acquired, liabilities assumed and consideration transferred, provisionally determined		
Patents, rights and other intangibles	1,015	-
Customer relationships	749	203
Trademarks	764	-
Property plant and equipment and non-current assets	113	54
Current assets	1,227	38
Cash	227	31
Bank debt and non-current liabilities	-1,056	-33
Deferred tax liabilities	-556	-46
Other current liabilities	-724	-42
Fair value of identified net assets	1,759	205
Goodwill	5,481	237
Consideration transferred	7,240	442
Fair value of existing ownership interest	-	-194
Acquired cash and cash equivalents	-227	-31
Cash consideration paid	7,013	217
The share of revenue and profit (loss) for the period from the acquisition date can be specified as follows:		
Revenue	1,533	110
Profit (loss) before tax*	-427	-3

* Includes effect of PPA adjustments on inventory and amortization of acquired intangible assets

Statement by the Executive Management and the Board of Directors

Today, the board of directors and the executive management have reviewed and approved the interim report for GN Store Nord A/S for the period January 1 – September 30, 2022.

The interim report, which has not been audited or reviewed by the company's auditors, has been prepared in accordance with IAS 34 "Interim Financial Reporting" as adopted by the EU and Danish disclosure requirements for listed companies.

In our opinion, the interim report gives a true and fair view of the group's assets, liabilities and financial position at

Ballerup, November 11, 2022

September 30, 2022, and of the results of the group's operations and cash flows for the period January 1 – September 30, 2022.

Further, in our opinion the executive management's review gives a true and fair view of the development in the group's operations and financial matters, the results of the group for the period and the group's financial position as a whole and describes the significant risks and uncertainties pertaining to the group.

Executive Management

René Svendsen-Tune
CEO, GN Store Nord & GN Audio

Gitte Aabo
CEO, GN Hearing

Peter la Cour Gormsen
CFO, GN Store Nord & GN Audio

Board of Directors

Per Wold-Olsen
Chairman

Jukka Pekka Pertola
Deputy Chairman

Hélène Barnekow

Ronica Wang

Montserrat Maresch Pascual

Anette Weber

Leo Larsen

Cathrin Inge Hansen

Claus Holmbeck-Madsen



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