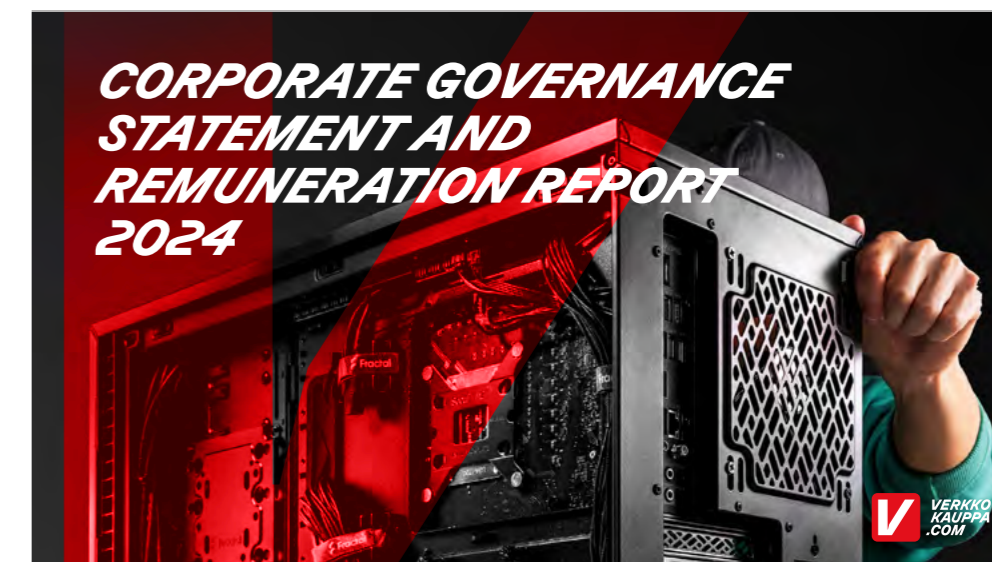


COMPANY YEAR 2024



**VERKKO
KAUPPA
.COM**

VERKKOKAUPPA.COM'S ANNUAL REPORTING 2024



Verkkokauppa.com has published its annual reporting package for 2024. The reporting package includes the Financial Statements and the Report of the Board of Directors including the Sustainability Statement, the Corporate Governance Statement, the Remuneration Report and the Company Brochure. The reports are available in Finnish and English, and they can be read and downloaded separately from Verkkokauppa.com's [investor site](#) as separate pdf files.

COMPANY YEAR 2024

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CEO REVIEW

COURAGE TO ADAPT BROUGHT SUCCESS – LOOKING TO THE FUTURE

The year 2024 marked a time of significant change and change for Verkkokauppa.com. While the operating environment during the year was challenging, we showed that we don't just adapt to changing markets - we shape them. Clear strategic choices, improving cost efficiency and enhancing the customer experience delivered results as we moved towards the end of the year. In 2024, our company generated revenues of EUR 467.8 million and comparable operating result of EUR 1.8 million. During the last quarter, we significantly improved our performance and laid a strong foundation for the year ahead.

During the year, we focused on improving operational efficiency, aligning costs with the current operating environment and managing cash flow effectively. In the autumn, we conducted change negotiations aimed at restructuring the organization in line with our long-term strategy and adjusting number of employees and costs to the current demand situation.



CEO
Panu Porkka





Operational efficiency and strategic choices

The last quarter of the year showed that our strategy is paying off. Sales of our own brands increased by 20%, the share of fast deliveries grew and accounted for 16% of online sales, and our gross margin percentage improved significantly. We managed to balance profitability through effective inventory management, improved purchasing terms and an agile pricing strategy. At the same time, our customer promise – the fastest delivery on the market – was established and customer satisfaction was at a record high.

Continuous evolution

Continuous development is at the heart of our business. The shift to online shopping will continue and fast deliveries are expected to increase. In 2024, we evolved to provide our customers with the most efficient order-to-delivery process and a superior customer experience. Not only did we improve the customer experience, but we also streamlined inventory management and optimized real-time pricing throughout the year. These strategic moves enabled us to strengthen our market position and differentiate ourselves from our competitors.

In line with our strategy, we will continue to accelerate the online shift by making online shopping extremely quick, easy and affordable. We will also seek growth through new openings, both in terms of product assortment and new markets, and by growing our services business.

Speed at the heart – our services are growing

During the year, we strongly increased our ability to provide fast deliveries. We are the leader player in fast deliveries, reaching a record 1.7 million consumers within an hour – superior speed and reliability are our advantages. As the only player in the industry to offer 24/7 fast delivery, we have brought a new era of speed, convenience and accessibility to our customers in the retail sector. The success of our fast delivery service confirms our position as the preferred place for Finns to shop for the products we offer, regardless of the time of day or place.

We continued our commitment to promote responsible trade in line with our sustainability programme. During the year, we also finalized our Sustainability Program. Going forward, we will focus on building circular future while ensuring responsible operations and supply chains.

We also invested in improving customer service. We used artificial intelligence to support customer service, speeding up response times and enabling a more personalized service. During the year, we invested in better product discoverability and presentation of product availability in the online store.

2025 brings growth and new opportunities

The future looks brighter. We expect our revenue and comparable operating profit to increase in the coming year. The economic and consumer behavior trends remain uncertain and we expect the overall market demand to remain cautious in the first half of the year due to the low consumer confidence. In the second half of the year, we expect a slow recovery in private consumption as purchasing power strengthens. Purchasing power will be supported by rising income levels, low inflation and lower interest rates. In 2025, we will focus on new growth areas and developing the online shopping experience. We will also focus on developing our delivery network and increasing delivery speed to deliver on our promise of the fastest delivery in the market. We are leveraging analytics and personalization to provide our customers with more relevant product recommendations and promotions.

Nowhere else is there a combination of speed, service, and convenience comparable to that which has become the hallmark of Verkkokauppa.com. Our fast delivery, frictionless service and customer-centric approach show that we don't just react to change - we shape the market.

Verkkokauppa.com employees – the enablers of growth

I would like to express my deepest gratitude to each and every one of our employees. Their uncompromising dedication, hard work and passion are what make our success possible. Without them, we would not be here.

As we look to the future, our mission is clear: to continue to redefine retail, strengthen our customers' trust and build sustainable growth. Our strength lies in our community, openness and professionalism. These make each of us proud of what we do – every day, for every customer.



HIGHLIGHTS OF THE YEAR 2024

OPERATIONAL HIGHLIGHTS

We published our new
SUSTAINABILITY PROGRAM

Product return rate only

0.7%

We crossed the

100,000

fast deliveries threshold

ONE HOUR DELIVERIES

available in all our stores

**WE EXPANDED THE RANGE
OF USED PRODUCTS**

FINANCIAL ACHIEVEMENTS

Revenue

468 mEUR
(503)

Comparable operating profit

1.8 mEUR
(6.1)

Gross margin

16.2%

Inventories declined by

18%

OPERATING ENVIRONMENT 2024

The global economy grew in 2024, but geopolitical tensions and the war in Ukraine kept uncertainty high. In Europe, economic growth remained subdued and the European Central Bank started cutting interest rates in June as inflation levelled off closer to its target. Inventory levels at retailers and manufacturers remained high as demand weakened.

Consumer confidence in Europe remained low throughout the year. Geopolitical concerns and high interest rates early in the year affected purchasing decisions, with consumers paying more attention to price. At the same time, interest in multi-channel shopping, health and environmental themes increased. Concerns about climate change and ongoing economic challenges were reflected in consumer behaviour.

Competition in the Finnish online and retail sector remained tight. The market for home electronics contracted as a result of weak demand, and economic uncertainty led to the closure of many speciality stores. The prevailing conditions during the year favored companies with a wide product range. Verkkokauppa.com adapted to the changing market situation thanks to its strong position and comprehensive product range, improving its competitiveness for the future.

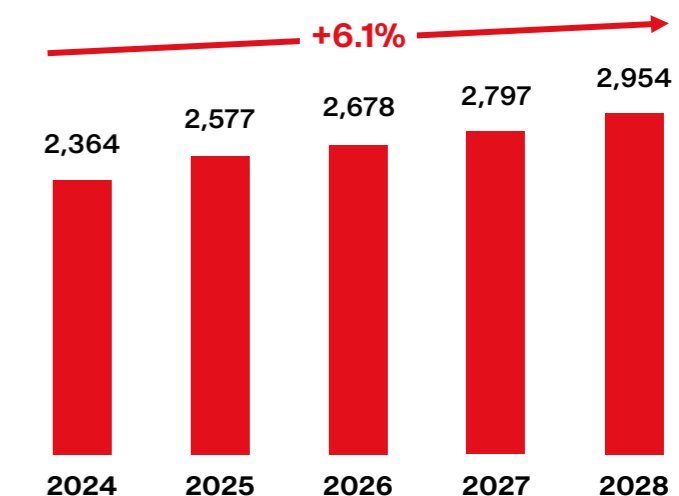
Changing consumer behaviour

In recent years, consumer buying behaviour has changed significantly, with customers becoming more price-conscious and demanding. The growth of online shopping continues to be one of the most significant global trends, with more and more consumers choosing online over brick-and-mortar stores, especially for consumer electronics. Customers increasingly value speed of purchase and sustainability principles, which influence purchasing decisions more than ever before.

In 2024, consumer confidence in the Finnish market remained weak, with the outlook for economic development and unemployment in particular raising concerns.

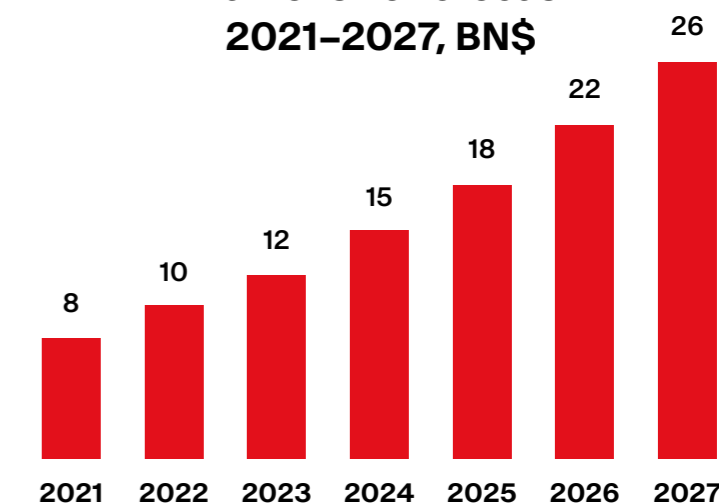
Speed and ease of shopping have become crucial factors, creating opportunities for Verkkokauppa.com. Competition is global and differentiation has become more challenging. We believe that Verkkokauppa.com's strengths – fast delivery, a carefully selected product range and a constantly evolving multi-channel business model – will support the company's success in the future.

Total addressable ONLINE market size (meur) and development, Finland 2024–2028



Source: Statista

Global same-day delivery market size forecast 2021–2027, BN\$



Source: Statista

STRATEGY

Verkkokauppa.com continues as a forerunner in the market with the vision of creating the new normal for buying and owning. The cornerstones of Verkkokauppa.com's strategy are growing the current business faster than the market, new openings, such as assortment expansion, own brand products and new markets, significant growth of the services business, and stronger profitability by continuously developing our own operations and platform.

Growing current business faster than the market

The company aims to strengthen its market leadership by accelerating the online shift by making buying fast, extremely convenient and affordable. As the only operator in Finland, Verkkokauppa.com already delivers to 1.7 million consumers around the clock in one hour, every day of the week. The company continues to optimize product flows, develop the distribution network and further automate the intralogistics to enable the continued development of the fastest deliveries on the market.

New openings: assortment expansion, own brand products and new markets

During the strategy period, the company plans to expand the assortment with a special focus on product areas that are optimally suited for fast deliveries and Verkkokauppa.com's platform. The company will continue pilots in new market areas also outside Finland, making versatile use of both its own platform and selected partners. New operating models, automation, as well as data will enable cost-efficiency and scalability.

Significant growth of the services business

Verkkokauppa.com seeks to offer sustainable alternatives for buying new products. The company's current customer financing service, Tili, combined with the trade-in service, provides a strong foundation for new value-added services and product openings. The company's trade-in service is constantly being expanded thereby increasing customers' opportunities to trade-in functional electronics for a refund. During the strategy period, Verkkokauppa.com will explore new subscription-based services to the market.

Stronger profitability by continuously developing own operations and platform

The company leverages artificial intelligence and data to operate goods flows, to streamline operations and to provide a superior personalized customer experience. Verkkokauppa.com's own flexible e-commerce platform and extensive software development expertise enable versatile utilization of leading technologies from selected partners and are the basis for the capabilities that will be built during the strategy period.



STRATEGY

LONG-TERM FINANCIAL TARGETS, by the end of 2028



Our purpose

**TO REWRITE THE RULES
OF RETAIL**



Our vision

**TO CREATE THE NEW
NORM FOR BUYING
AND OWNING**

As rebels of retail, we do things differently. We will accelerate the online transition and lead the way with the fastest deliveries and ultimate convenience supported by new services. Everyday, we strive to find more streamlined ways to surpass our customers' expectations.

GROWTH

Top line growth (CAGR) of more than 5%, outgrowing the market



PROFITABILITY

EBIT margin above 5%



COST-EFFICIENCY

Fixed costs below 10% of revenue



APPEALING DIVIDEND PAYOUT POLICY

Target to pay out 60–80% of annual net profit in quarterly growing dividends

OUR STRATEGY FOR 2024-2028

WE WILL ACCELERATE THE ONLINE SHIFT

with four cornerstones leading to profitable growth

**OUR PURPOSE IS TO REWRITE
THE RULES OF RETAIL**

1. FASTEST FULFILMENT

Blazing delivery speed a new norm of buying
The most effortless shopping experience
Automated product flows and intralogistics

2. CURATED ASSORTMENT

First one to introduce latest products and innovations
Full assortment with best availability in selected categories
High-quality own brands selection

3. NEW BUSINESS MODELS

New subscription-based services, new norm of owning
New profit models e.g Retail as Media
New fulfilment operating models

4. OPERATIONAL EXCELLENCE

Most efficient retail operations
Feature-rich and leading own platform
Data and AI powered way-of-working

OUR VISION IS TO CREATE A NEW NORM FOR BUYING AND OWNING

CREATING VALUE

FOR ALL STAKEHOLDERS

RESOURCES AND ENABLERS:



Professionals of Verkkokauppa.com

- At the end of the year, the company had 615 employees, of which 597 in Finland, 15 in Shenzhen, China and 3 in Hong Kong.



Omnichannel marketplace

- The most popular webstore in Finland
- Four megastores
- Maintenance and value-added services



Enablers of business

- Supply chain and supplier relations (approx. 750 suppliers)
- Local warehouses
- Fast and versatile deliveries
- Company's own and continuously evolving ERP system and webstore platform



Intellectual capital

- Brand image and brand awareness
- Concept of omnichannel customer experience
- Product knowhow and category management
- Customer and transaction data
- Product information and reviews



Financial Resources

- Balance sheet total EUR 178.1 million
- Cash and cash equivalents EUR 35.6 million

Owners

- 18 737 shareholders (31.12.2024)



Vision

TO CREATE THE NEW NORM FOR BUYING AND OWNING

Strategic Cornerstones

Strong brand

Fastest fulfilment

Curated assortment

New business models

Operational excellence

**Revenue 2024
467.8 MEUR**

ADDED VALUE AND ITS EFFECTS:



Personnel

- Career paths and developing competence
- Community and employee engagement
- Wages and salaries EUR 28.3 million



Customers

- More than 60,000 products
- Probably always cheaper
- Easy and fast shopping on all devices
- Personalized customer experience for consumer, corporate and wholesale customers
- Tailored services for businesses of all sizes
- Customer satisfaction



Suppliers

- A modern distribution channel to reach consumer and corporate customers
- Purchases over EUR 381 million



Shareholders

- Operating profit for the financial year EUR -0.8 million
- Profit per share -0.02 euros



Society

- Taxes and tax-like payments EUR 31.7 million



Environment

- Circular economy products and services to extend product life cycles
- Greenhouse gas emissions from own operations 38 tCO₂e

OUR VALUES

COURAGE

+

TRANSPARENCY

+

AGILITY

+

COMMUNITY

SUSTAINABILITY

AT VERKKOKAUPPA.COM

A sustainable way of working is a key part of Verkkokauppa.com's strategy and vision to create a new norm of buying and owning. Verkkokauppa.com is passionately on customer's side, building circular future while ensuring responsible operations and supply chains. We are an advocate of sustainable consumption: for us, sustainability means selling products that customers actually need, comprehensive product information and extending product life cycles by means of circular economy.

For years, we have systematically reduced the emissions of our own operations, and our goal is to reduce those emissions to zero by the end of 2025. Next, we want to reduce the indirect emissions in the value chain and that is why we are committed to science-based climate targets (SBTi).

Investments are made to foster the well-being and success of own personnel in the fields of corporate and learning culture, coaching leadership, diversity, as well as physical and mental well-being and occupational safety.

Maintaining exemplary business conduct is a cross-cutting theme that forms the basis for what we do.

More information about Verkkokauppa.com's corporate responsibility, operating principles and the results of sustainability work:

- Report of the Board of Directors and Financial Statements 2024, Sustainability Statement: p. 14-64
- verkkokauppa.com/en/sustainability



VERKKOKAUPPA.COM'S SUSTAINABILITY PROGRAM 2024-2028

VISION: TO CREATE THE NEW NORM FOR BUYING AND OWNING

PASSIONATELY ON CUSTOMERS' SIDE FOR CIRCULAR FUTURE

Empowering customers to new ways of buying and owning with fair sales practices, transparent data and circular services that prolong product lifecycles

#sustainableconsumption



ENSURING RESPONSIBLE OPERATIONS AND SUPPLY CHAINS

Ensuring environmentally sound practices in own operations and insisting on social accountability and climate action throughout supply chains by anchoring sustainability to the core of Verkkis' business processes

#supplychain



FOSTERING WELL-BEING AND SUCCESS OF OWN PERSONNEL

Fostering a responsible and inclusive working culture, where continuous learning, diversity, quality leadership, and focus on physical and mental wellbeing contribute to a socially sustainable community

#personnel



1. Double-digit yearly growth in the sales of circular products, services and solutions*
2. Expanding trade-in service every year to cover relevant part of our hero assortment by 2028
3. Keeping product return rate under 1%

4. Reducing emissions according to science-based targets (SBTi):
 - scope 1 & 2 to zero by 2025
 - scope 3: by 2030, 78% of our suppliers and partners in terms of emissions are committed to SBTi targets
5. Ensuring that 100% of our Tier 1 suppliers show proof of solid social responsibility practices

6. Improving employee engagement to exceed benchmark by 2028
7. Improving employee wellbeing by 0.1 points yearly
8. Improving experience of diversity and inclusion by 0.1 points yearly

MAINTAINING EXEMPLARY BUSINESS CONDUCT

Ensuring compliance by anticipating regulation and promoting a compliance culture throughout the organization

#governance



SUSTAINABILITY HIGHLIGHTS

#sustainableconsumption

- We sold products that customers actually need and kept the return rate low: 1.0%*
- We expanded circular economy services to new product categories
 - We increased the sales of used products by 19%

#supplychain

- We committed to science-based climate targets (SBTi) to reduce value chain emissions
- We reduced emissions from our own operations by 61% (-93% from 2019)

#personnel

- We invested in equality, non-discrimination and diversity work
- We developed competence focusing especially on coaching leadership

#governance

- We reorganized to promote compliance culture
- We carried out a double materiality analysis in which we assessed the impacts, risks and opportunities of our operations on the environment and people
- We published our first sustainability statement according to ESRS standards for 2024

KEY FIGURES 2024

Personnel

615

of whom 73% were men and women 27%

Women's share of board members

57%

Emissions from own operations

38 tCO₂**

Emissions of the entire value chain (scopes 1,2,3)

194,923 tCO₂***

Share of renewable energy sources of total consumption

83%

*Total return rate was 1.0%. The so-called change-of-minds accounted for 0.7% and service returns for 0.2%

**The calculation covers scopes 1 and 2. The scope 2 emissions are covered market-based. The amount is very small and corresponds to the annual emissions of five average Finns. (In 2021, the emissions of an average Finn were 7.7 tCO₂e per year. Source: Finnish Environment Institute, environment.fi)

*** Scope 2 emissions are calculated market-based, which means that emissions from electricity and thermal energy produced from renewable energy sources are calculated as zero

BUILDING CIRCULAR FUTURE

Verkkokauppa.com's vision is to create a new normal for buying and owning. We are an advocate of sustainable consumption: we sell products that customers actually need, operate transparently, and offer circular economy products and services that extend the life cycle of products. All our services are also available online, because we want to lower the threshold for moving to the circular economy.



2024 successes

Sales of used products increased by 19%

- The range was expanded to 170 product titles in the categories laptops, desktops, peripherals, tablets, phones and audio
- Used computers were sold the most, sales of used phones increased the most

Trade-in online

- The service was expanded to include phones, laptops, peripherals, smartwatches, and tablets from select brands
- With the trade-in service Vaihtokauppa, the customer can trade-in their used electronic equipment for a refund. A trade-in service is also available for corporate customers for IT equipment to be decommissioned. The long-term goal is that all products sold on Verkkokauppa.com can be bought back and resold after refurbishment and inspection

Longer life cycles by improving maintenance support

- Maintenance services were launched for private label washing machines, dishwashers and tumble dryers in the Helsinki Metropolitan Area, Turku and Tampere. The maintenance of televisions was launched in the form of spare parts replacements and software updates
- Previously launched maintenance operations for phones, bicycles, e-bikes, electric scooters and snow blowers were developed
- The supply of spare parts was expanded and accelerated for both maintenance operations and the online store

On the pulse of Finns in electronics sustainability issues

The Electronics Sustainability Barometer conducted by Verkkokauppa.com examined Finns' attitudes towards sustainability, electronics and online stores*:

- 62% of Finns could buy more reliable and serviced used electronics
- Finns take care of their electronic devices by servicing and repairing them, but many find it difficult to repair them and worry about poor reparability
- Not everyone finds it reliable or easy to sell and buy used electronic products on consumer-to-consumer online marketplaces

*A press release about the results was published on 22 October 2024 on www.verkkokauppa.com/media (in Finnish) Further information in the press release: Survey: More than 60% of Finns would like to buy more used electronics – consumer-to-consumer marketplaces are not considered reliable', www.verkkokauppa.com/media 22.10.2024

ENSURING THE SUSTAINABILITY OF SUPPLY CHAINS AND CLIMATE WORK

Goal-oriented climate work

Verkkokauppa.com has progressed systematically towards its goal of reducing the emissions of its *own operations* to zero by the end of 2025. In 2024, emissions were only 38 tCO₂e. The amount is very small and corresponds to the annual emissions of five average Finns*. Since 2019, emissions have already been reduced by 93%. The reductions have been achieved by switching to renewable energy sources and improving energy efficiency. In 2024, renewable energy sources accounted for 83% of the Group's total consumption.

Verkkokauppa.com's goal is to engage suppliers and partners to do climate work and thus reduce indirect greenhouse gas emissions in the value chain in line with the 1.5-degree target of the Paris Agreement. Many of the brands sold by the company as well as logistics partners are already committed.

*The calculation covers scopes 1 and 2. Scope 2 emissions have been calculated on a market-based basis, which means that emissions from electricity and thermal energy produced from renewable energy sources are calculated as zero. In 2021, the emissions of an average Finn were 7.7 tCO₂e per year. Source: Finnish Environment Institute, environment.fi

Responsible sourcing

Verkkokauppa.com exercises due diligence in selecting suppliers and sets requirements for suppliers to ensure adequate working conditions for workers in the value chain. The number of suppliers has been reduced in recent years, which helps to promote sustainability goals in the supply chain.

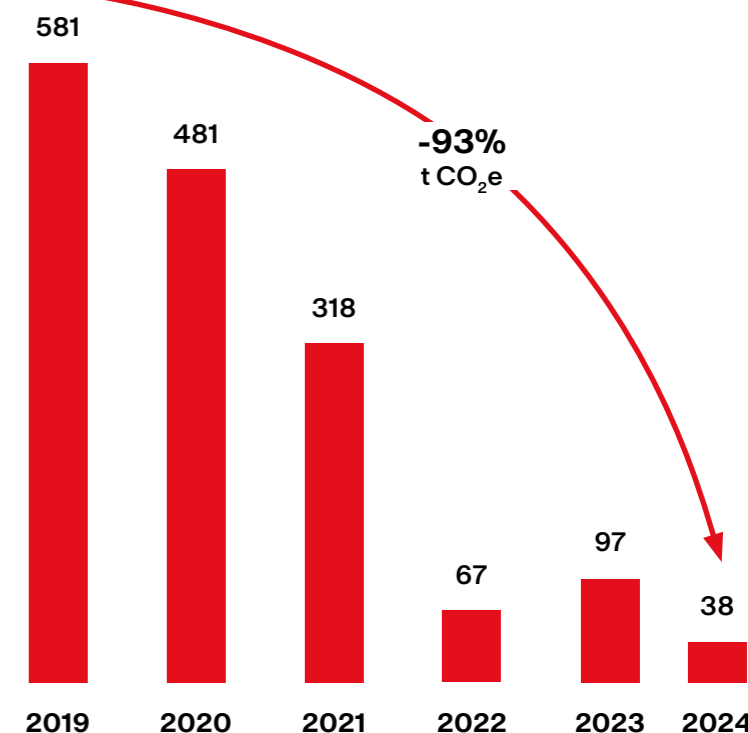
Membership in the Amfori BSCI program, which promotes sustainable trade, from 2021 onwards is one of the ways to improve working conditions. Private label suppliers are required to undergo a social responsibility audit before placing an order if they operate in a country with a high risk of human rights violations. The audit must be carried out by a reliable third party and the result must be approved and valid. Suppliers must draw up a repair plan for the significant deficiencies identified in the audits.

MAINTAINING EXEMPLARY BUSINESS PRACTICES

Ensuring compliance and anticipating regulatory changes are continuous activities. During the reporting year, topical issues included the EU Product Safety Regulation and the Deforestation Regulation, in connection with which the company developed the availability and processing of data. In 2024, we developed our compliance culture by establishing new compliance monitoring groups and centralizing purchasing compliance work. In addition, environmental policy was drawn up and the personnel policy was updated.

Sustainability reporting capabilities were developed by conducting a double materiality analysis that assessed the impacts, risks and opportunities of the company's operations on the environment and people. The company's first sustainability report in accordance with ESRS standards was published as part of the annual reporting package for 2024.

CO₂ emissions from own operations 2019–2024



amfori 
Trade with purpose

We are a member of amfori
We act for a more sustainable supply chain



FOSTERING WELL-BEING AND SUCCESS OF OWN PERSONNEL

Improving physical and mental well-being

Concrete measures to strengthen well-being included coaching leadership, supporting mental well-being, early intervention discussions, zero tolerance for harassment and inappropriate treatment, communicating about occupational safety and preventing the risks of occupational pension.

Mental health-related sickness absences were successfully reduced in 2024. The measures to support mental health included increasing the competence of supervisors, targeted training, investing in work ability management, preparing personal roadmaps in situations of perceived reduced work ability, and communication regarding the importance of taking care of mental health and mental health support opportunities.

Supporting skills and growth

Competence was developed through various employee trainings, an internal mentoring program and the building of growth paths. In 2024, regular goal and development discussions were expanded to cover the entire personnel and integrated into the company's own e-learning platform.

The special focuses of competence development were coaching management, making work more efficient, interaction skills, product knowledge and offering degree-type studies. Topics related to customer experience, security and diversity were the special focuses of e-learning. Blended learning, which combines e-learning, self-study and face-to-face teaching, was preferred in the development of skills.

The Pride Helsinki partnership was visible to the staff for example in the Verkkis <3 Pride event and to the customers through badges

Investing in equality and diversity

Diversity and non-discrimination were promoted through training, communication, rewards and measurement. The topics discussed included zero tolerance for harassment and the principles of a safer space. The diversity group consisting of volunteers raised awareness of diversity, equality and inclusion. The experience of diversity and equality was measured as part of personnel surveys.

2024 actions

- We reformed our recruitment practices to take into account equality and non-discrimination
- We continued to train supervisors on the job requirement classification system to promote equal pay and equal career advancement
- We started an accessibility development project and continued accessibility surveys
- We were a Helsinki Pride partner for the first time
- We launched a new reward and rewarded 10 employees for the promotion of diversity

Renewal of organizational structure

In autumn 2024, change negotiations were carried out to renew and streamline the organizational structure. As a result of the negotiations, the number of employees was reduced by 33 people, in addition to which 7 employment contracts ended during the negotiation period, which will not be filled. To support the change negotiations, the company offered external training on living in change and internal training on change management.



FOR VERKKOKAUPPA.COM

SHAREHOLDERS

Verkkokauppa.com was listed on the main list of the Helsinki Stock Exchange in June 2020. The number of shareholders has increased significantly since the listing and the company had 18,737 shareholders at the end of 2024. Finnish households own 51 percent of the shares. Other shareholders own 49 percent of the shares. Verkkokauppa.com's market capitalization at the end of the year was EUR 61 million.

Investor Relations

The company's investor relations department, which operates in conjunction with the store located in Helsinki, serves shareholders, investors, and analysts. Investor relations provide services such as responding to inquiries and requests from investors and analysts, as well as organizing investor meetings. All requests for investor meetings should be sent to investor relations.

The primary communication channel is the company's investor pages; <https://investors.verkkokauppa.com/en/>. The pages are available in Finnish and English, and they contain all up-to-date and current information about the company: announcements, financial reports and publications, presentations from earnings release events, and webcasts. The investor calendar allows to check the dates of earnings releases and other events aimed at investors. The site also provides information on the largest shareholders, the company's management holdings, and the stock price monitor. On the investor site, one can subscribe to the company mailing list for releases to receive the latest news directly to one's email.



Financial reporting

Verkkokauppa.com organizes quarterly result webcasts in Finnish and English in connection with the financial results publications. In the results webcasts, the CEO of Verkkokauppa.com will present the results and the events can be followed via a live webcast. The earnings report is published in Finnish and English, typically in the morning at 8:00 a.m., and the presentation material of the events will be available on the investor website after the publication of the earnings report. Recordings of the result webcasts will be available after the events and will be archived on the investor website.

Annual General Meeting 2025

Verkkokauppa.com's Annual General Meeting is planned to be held on Tuesday, 8 April 2025 at 2 p.m. as a virtual-only meeting. The Board of Directors will publish the notice of the Annual General Meeting separately at a later date.

Dividend

The company's target is to pay 60-80 percent of annual net profit in the form of increasing quarterly dividends.

The Board of Directors will propose to the Annual General Meeting 2025 that no dividend to be paid for the financial year 2024.

Silent period

Verkkokauppa.com observes a 21-day silent period before publishing its earnings releases. During this period, Verkkokauppa.com does not meet or discuss with representatives of the capital market.

Verkkokauppa.com's Financial Calendar 2025

- Annual reporting package for 2024, including the Report of the Board of Directors and the Financial Statements, Corporate Governance Statement and Remuneration Report, was published on 13 March 2025
- The Annual General Meeting is planned to be held on Tuesday 8 April 2025 at 2:00 p.m. EET as a virtual-only AGM
- Interim report for January – March 2025 on Thursday 24 April 2025
- Half-year financial report for January – June 2025 on Thursday 17 July 2025
- Interim report for January – September 2025 on Thursday 23 October 2025
- Financial statements bulletin for the year 2025 on Thursday 12 February 2026

Contact information for investor relations:

Email: investors@verkkokauppa.com
 Address: Tyynenmerenkatu 11, 00220 Helsinki

Visit Verkkokauppa.com's investor pages:

<https://investors.verkkokauppa.com/en>

Join the mailing list for the company's releases:

https://investors.verkkokauppa.com/en/subscribe_to_releases

Watch the webcasts:

www.verklive.com





Verkkokauppa.com is an e-commerce pioneer that stands passionately on the customer's side.

Verkkokauppa.com accelerates the transition of commerce to online with Finland's fastest deliveries and ultimate convenience. The company leads the way by offering one-hour deliveries to more than 1.7 million customers, a winning assortment and probably always cheaper prices.

Everyday, the company strives to find more streamlined ways to surpass its customer's expectations and to create a new norm for buying and owning.

Verkkokauppa.com was founded in 1992 and has been online since day one.

The company's revenue in 2024 was EUR 468 million and it employs around 600 people.

Verkkokauppa.com is listed on the Nasdaq Helsinki stock exchange.



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