

Green Landscaping Group

Company Presentation
2024



Green Landscaping's Evolution

Leading company in ground maintenance and landscaping

- ▶ Expansion journey in Europe
- ▶ LTM revenue of EUR 580 million and EBITA margin of c. 9%.
- ▶ Listed on the NASDAQ stock exchange in Stockholm since 2018

Successful decentralized business model

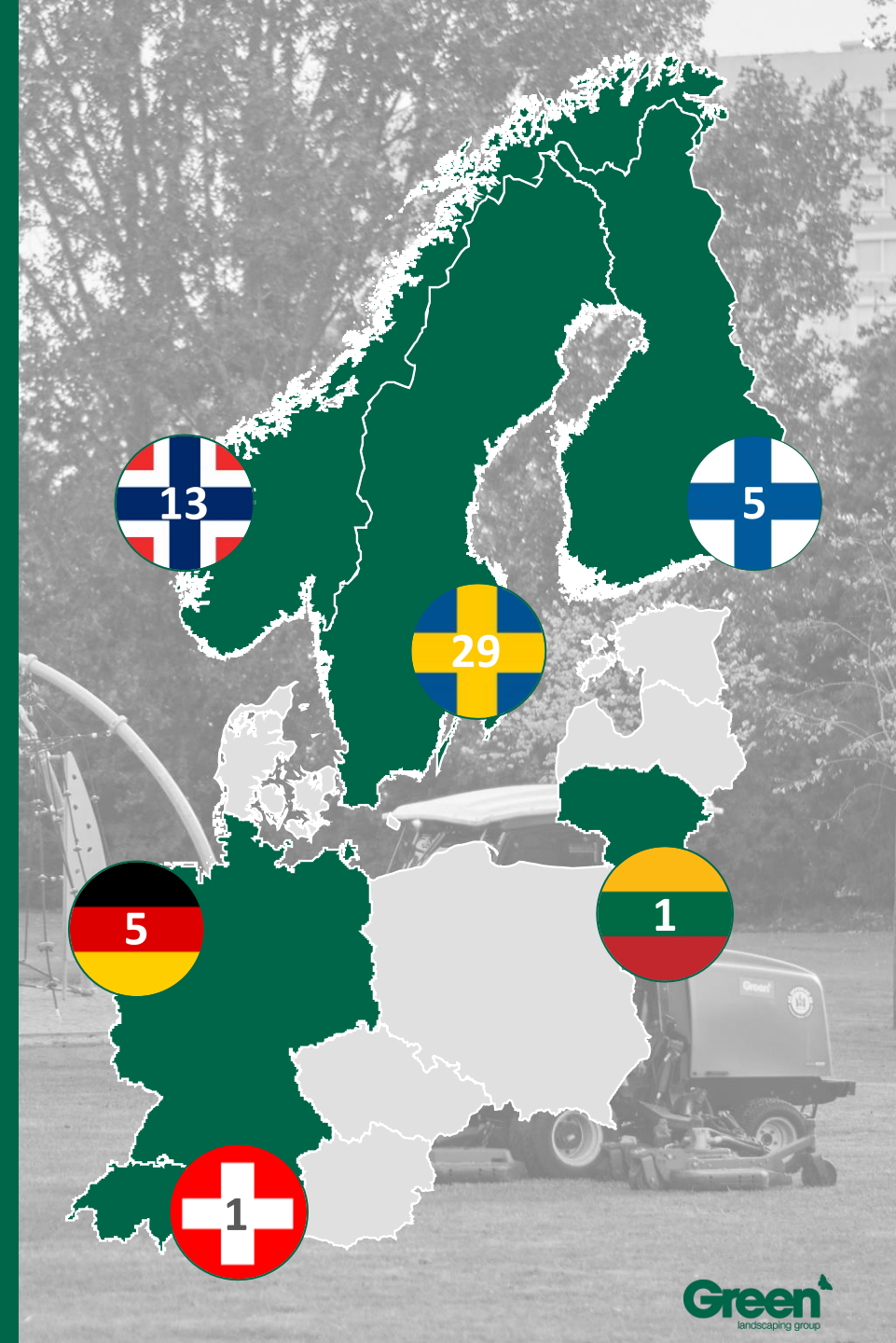
- ▶ +50 self-governing local companies in our Group
- ▶ Trusting, accountable, and high-performing entrepreneurs

Entrepreneurs with strong local presence and identity

- ▶ Regional initiatives built around entrepreneurs
- ▶ Protect each company's culture and local advantage

2023 – First Acquisition in Germany & Office in Munich

Schmitt & Scalzo



Green provides a wide range of services to our communities



We build societies made for living

Landscape design and construction

Maintenance of green areas

Arborist services

Snow removal services

Sports fields

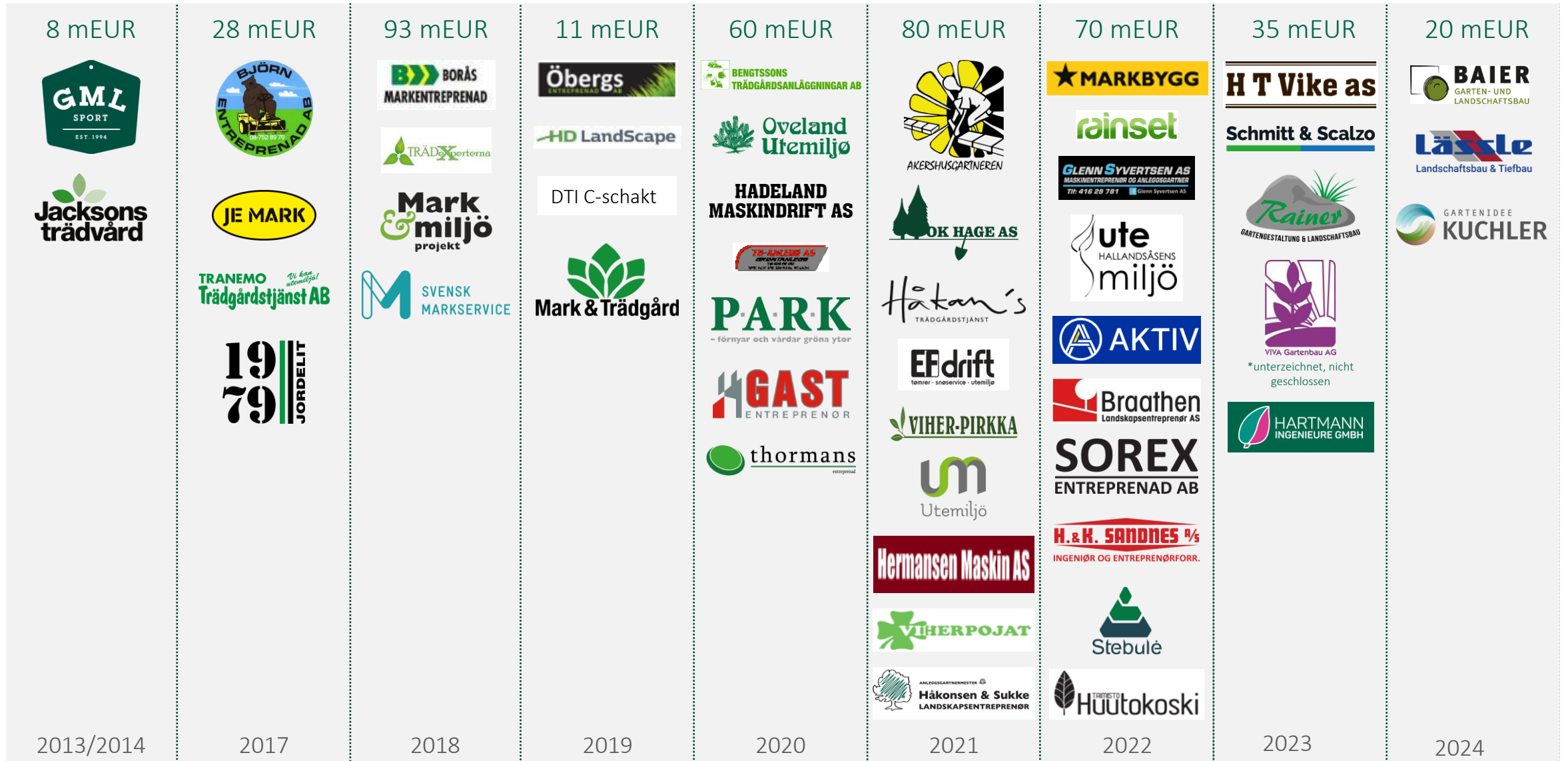
Playgrounds and outdoor gyms

Green roofs and walls

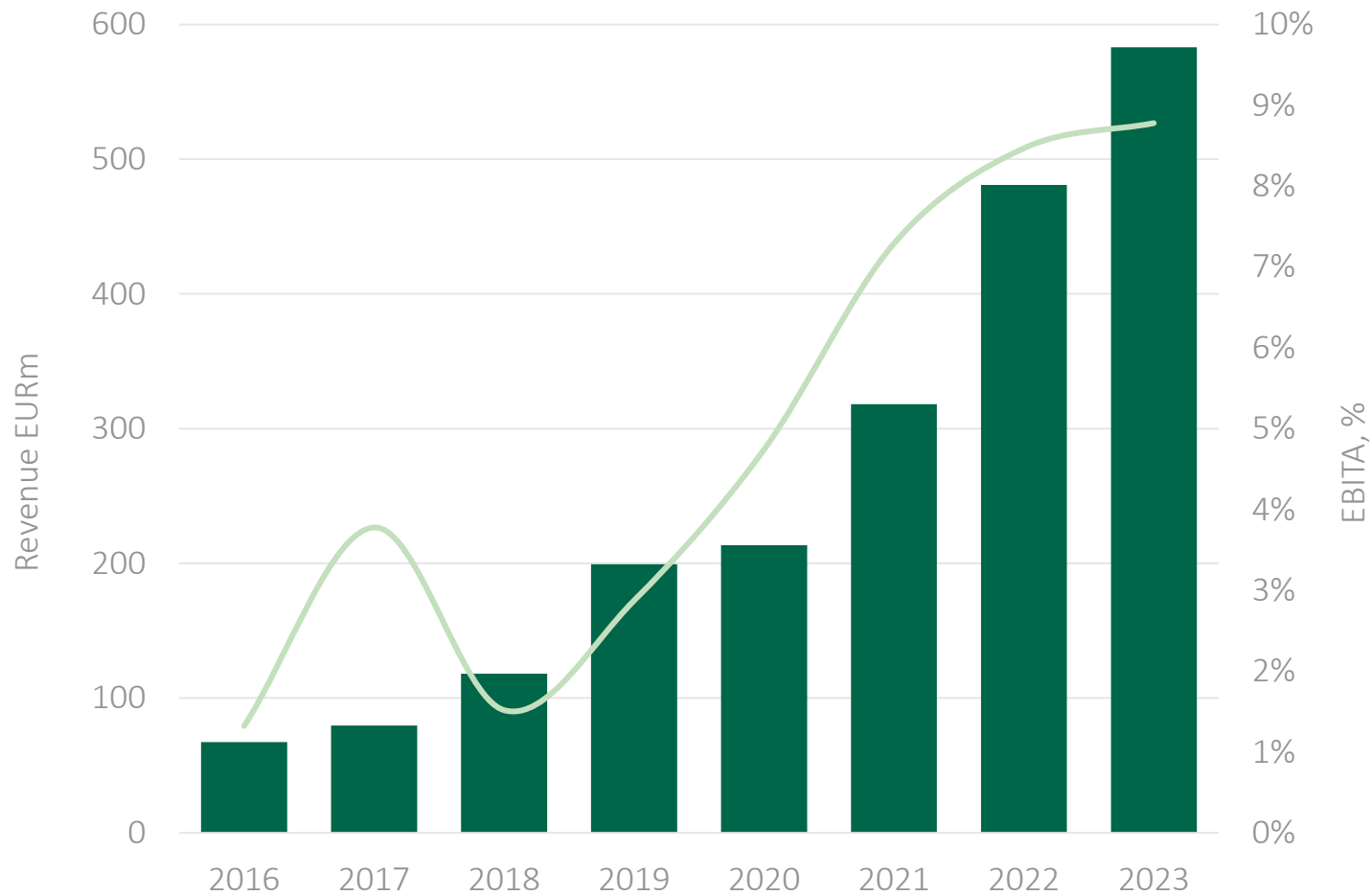
Roads and pathways

Water and sewage groundworks

Acquisition momentum has steadily been building



Strong financial performance and we are aiming for more



Our M&A strategy is to only acquire the best entrepreneurs

Disciplined acquisition criteria



Top-tier financial performance

- ✓ Proven profitability over time – EBITA margin of >10%
- ✓ Revenue of ~3-30 mEUR



Cultural fit

- ✓ Commercial & entrepreneurial mindset
- ✓ Motivation to be part of Green
- ✓ Hands on CEO



Favourable market positioning

- ✓ Strong local presence
- ✓ Number 1 “on the money”
- ✓ Public customers

Be the attractive partner for entrepreneurs



Community of top-performers

- ✓ Part of the CEO “champions league team”
- ✓ Opportunity to learn from peers and be board member for others

De-centralized model; But access to backing if desired



- ✓ Non-intervening owners
- ✓ Access to “best practices” across group
- ✓ Backing from Lean Team, if desired



Strong financial incentives

- ✓ Ownership in Green

A home for entrepreneurs



Decentralized business model, local decisions, close to our customers and employees



Entrepreneurs, large owners, public company and evergreen horizon



Building something greater together, fantastic journey, working together when needed



Get in contact



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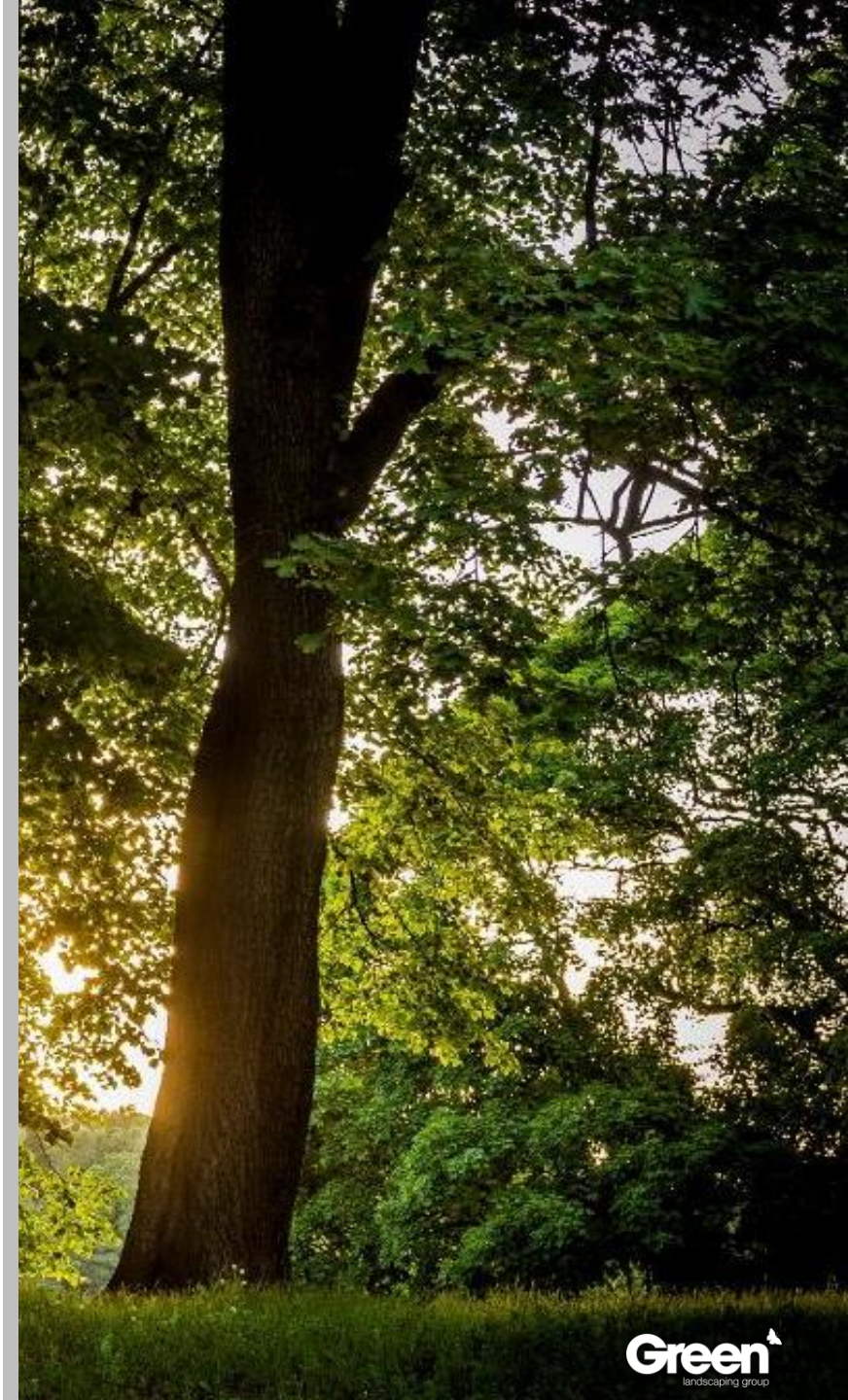
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The background of the image is a dense, close-up photograph of green leaves, likely from a plant like purslane, with visible veins and a slightly textured surface. A small, white silhouette of a butterfly is positioned in the upper right quadrant, facing right.

Green

landscaping group