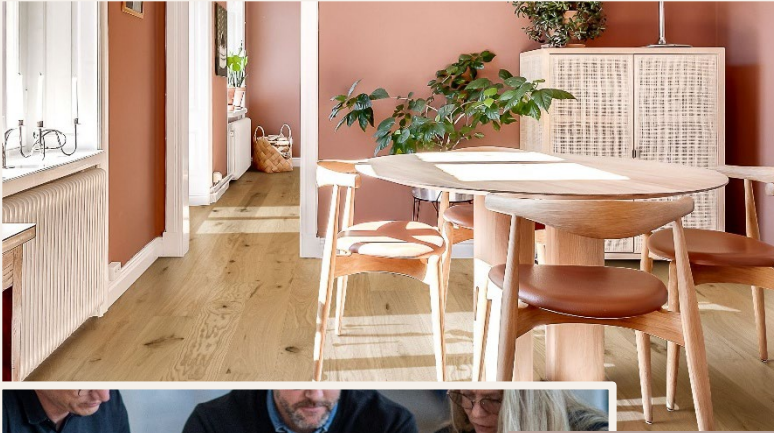




Floors Beyond Expectations

Complete offer under the Kährs brand



Flooring solutions for RESIDENTIAL and COMMERCIAL use



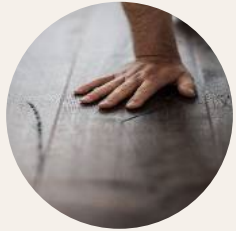
Kährs foundation

Vision

With a commitment to sustainability, pioneering innovation, quality and desirable design we contribute to healthy and beautiful interiors – for us and generations to come.

Mission

We create flooring beyond expectations, that enhances beauty, comfort and health – for everyday wellbeing.



Our Values

- Swedish heritage
- Scandinavian design
- Sustainable innovation
- Proven quality



Our People

- Engaged
- Open-minded
- Professional
- Empowered



Our Offer

- Qualitative flooring solutions
- Digital customer journey focus
- Adding value at every step



Floors Beyond Expectations

...encapsulates our approach to innovation, sustainability, design, quality and customer service.

We help make homes and businesses look beautiful, feel comfortable and become healthier for us and the planet.



About Kährs

Kährs Overview

- **Kährs Group Headquarters:** Malmö, Sweden
Parent company: Kährs BondCo AB (publ)
- Engaged in the production and distribution of high-quality premium flooring suitable for residential, commercial & public environments.
- **Core values:**
 - Swedish Heritage • Nordic Design
 - Sustainable Innovation • Proven Quality
- **Key market regions:**
Nordics, Southern & Western Europe, North America
- **Net Sales:** 2 billion SEK
- **Owners:** Triton and Hartwall



770
employees

15
countries



2
billion SEK

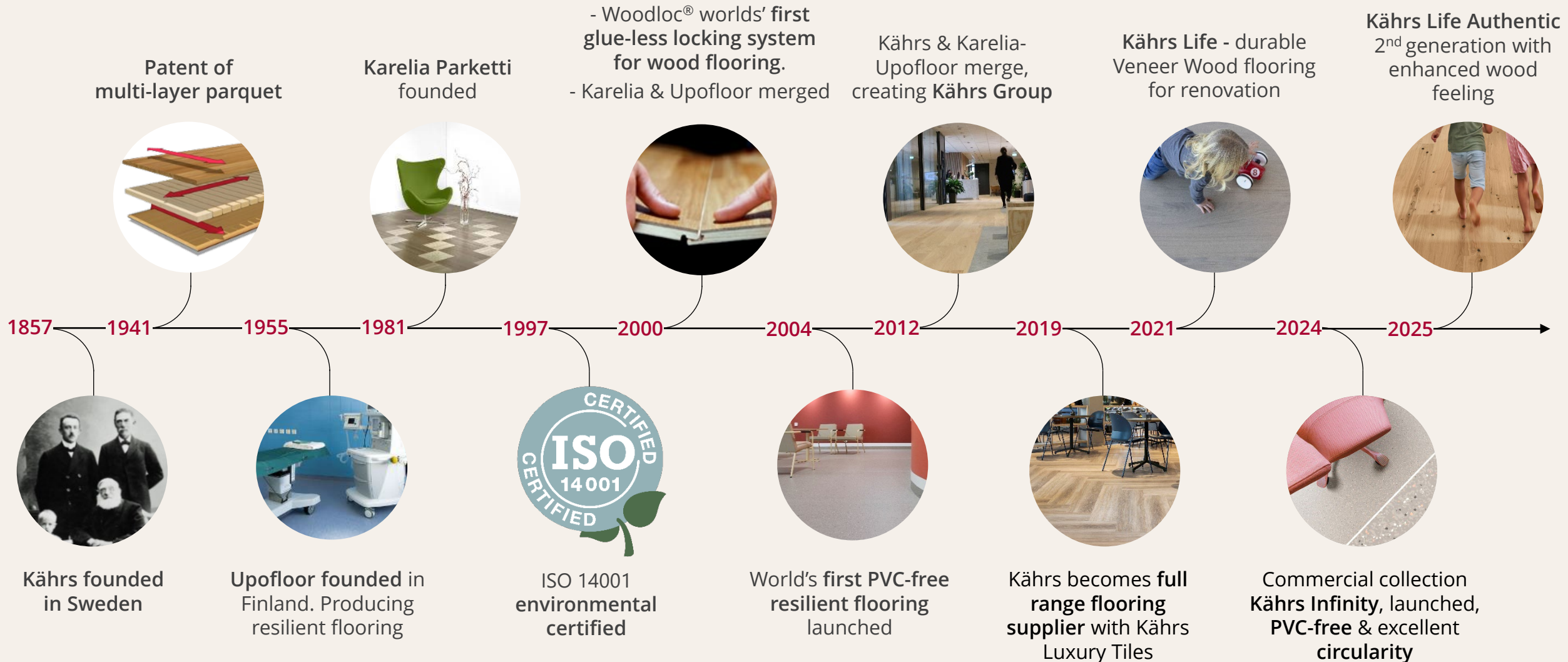
~70
countries



5
sites

4
countries

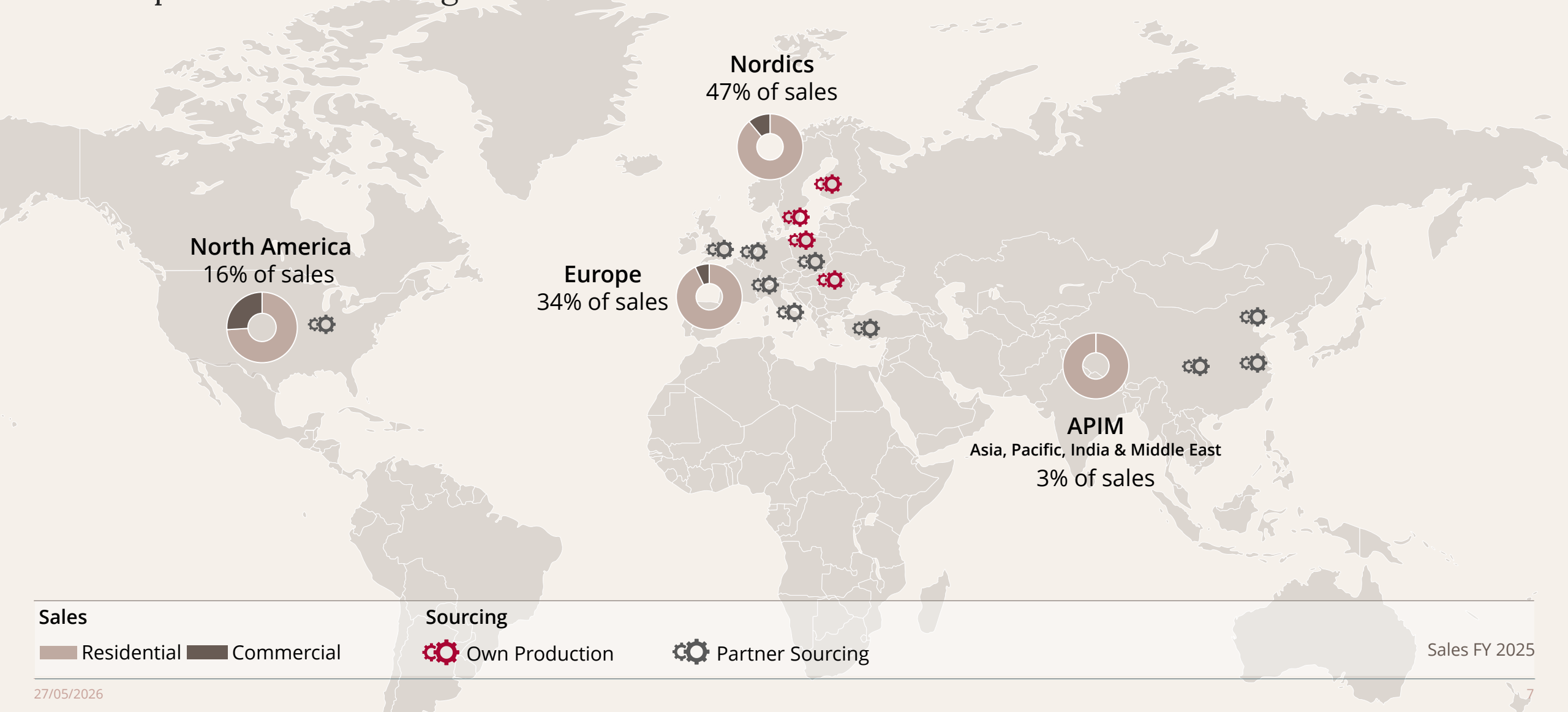
Over 160 years of experience & innovations



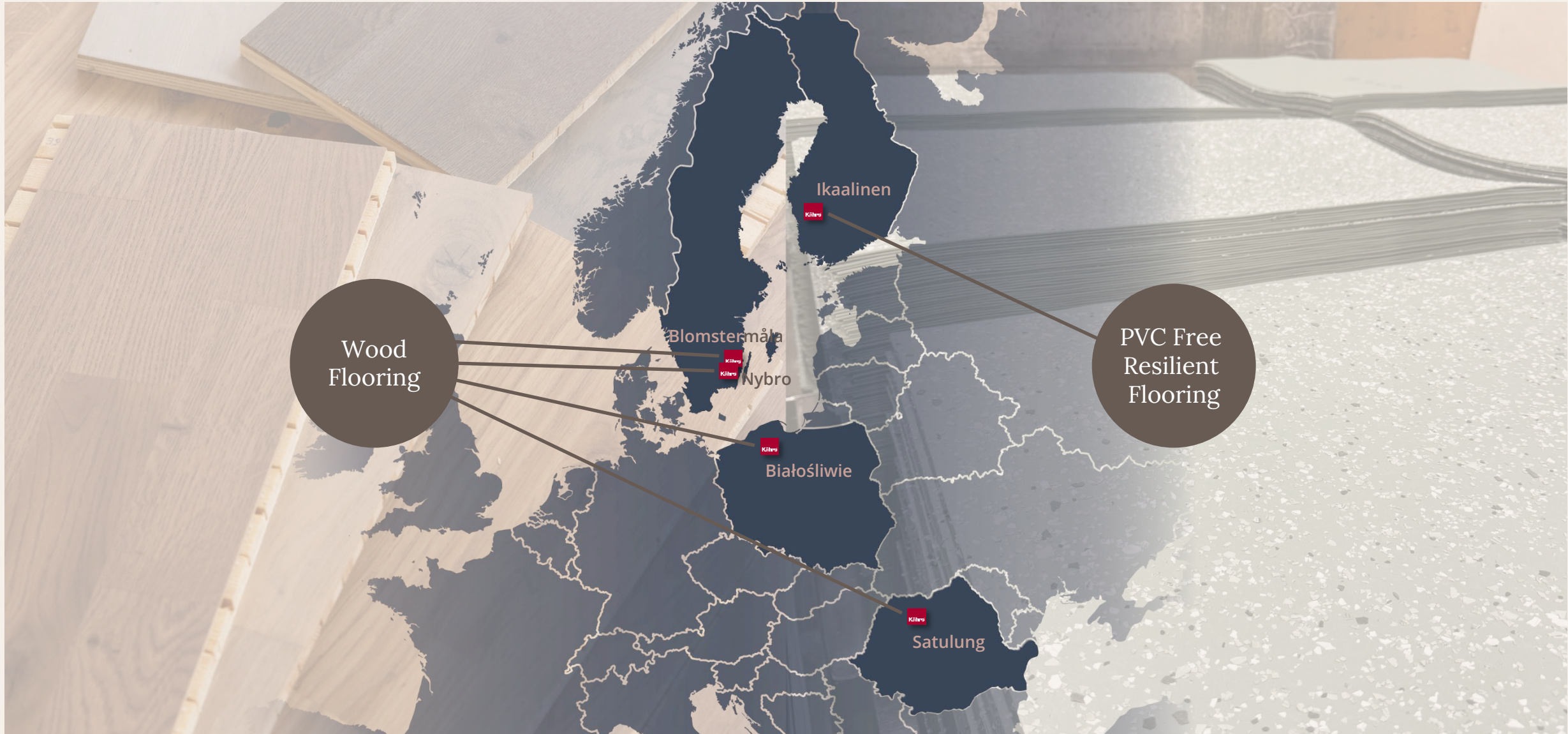


Kährs Market & Sourcing Footprint

Market positions across segments and markets



Own Production





Who we work for

Addressing the needs of our customers

Consumer renovation / newbuild



Kährs provides me with inspirational and relevant product information.

Kährs offers a personalized experience guiding me to choose and buy the right product for me.

Retailer



Kährs makes my life easy supplying me what I need to serve my customers in a professional way.

Kährs builds a premium brand in digital marketing and helps me to sell online and offline.

Architects & Designers



Kährs offers the right information in an easily accessible way so that I can make right decisions.

Kährs provides digital tools so that I can easily present my choices in a professional way.

Facility manager / owner



Kährs provides me with all relevant information regarding the products from content to cost and warranties.

Information about total cost of ownership for the flooring solution.

Flooring entrepreneur / installer



I want to act in a professional way and Kährs helps me with the right information – always available.

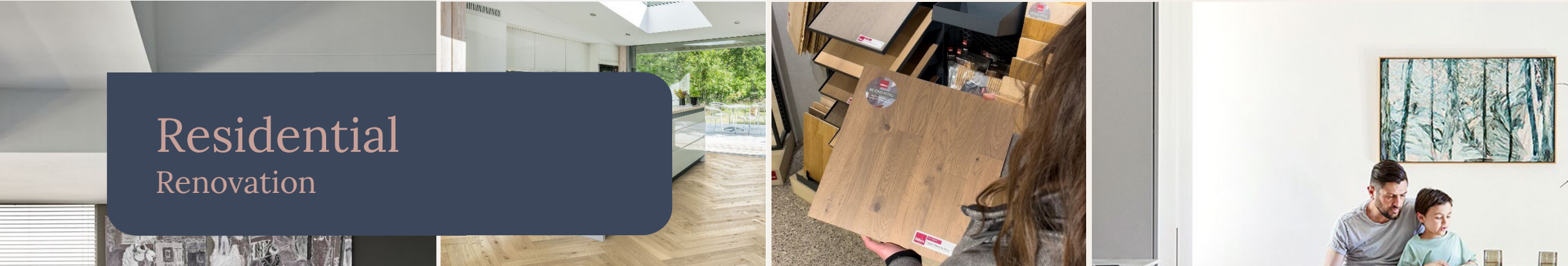
I need up-to-date information about my orders and any claim related issues.

Building construction company



All product information, incl sustainability data, to be found in one place.

Order placement, confirmation and tracking is always available online.



Residential Renovation

Consumer/ Retail

- | | |
|----------------------|-----------------|
| Builder merchants | Wholesalers |
| Specialist retailers | DIY |
| Distributors | Online |
| | Property owners |

Products

- Wood
- Luxury Tiles
- Accessories

Value Proposition

1. Marketing & Education

- Online sales tools & information
- Instore sales tools
- Education & support

2. Purchase & Delivery

- Top of class Order service
- Customized Delivery service
- Documentation & Certification

3. Aftermarket

- Maintenance with expertise
- Transparent & Quick Claims service





Residential

Newbuilt

Professional & Industrial

- | | |
|------------------------|-----------------|
| Developers | Installers |
| Construction companies | Architects |
| Prefab | Designers |
| | Facility Owners |

Products

- Wood
- Luxury Tiles
- Accessories

Value Proposition

1. Marketing & Education

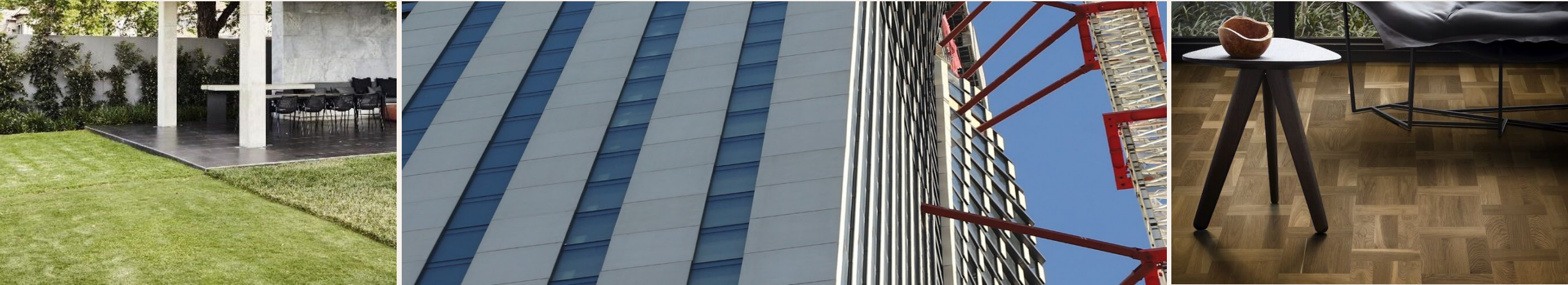
- Online tools & services
- Sampling & Imagery
- Education & consultancy

2. Purchase & Delivery

- Top of class Order service
- Customized Delivery service
- Documentation & Certification

3. Aftermarket:

- Maintenance with expertise
- Transparent & Quick Claims service





Healthcare & Education

Developers	Installers
Construction companies	Architects
Facility Owners	Municipalities

Products

Wood
Luxury Tiles
PVC Free Resilient
PVC Based Resilient

Value Proposition

1. Marketing & Education

- Online tools & services
- Sampling & References
- Education & application expertise

2. Availability & Expertise

- Availability from local warehouse
- Local Technical expertise
- Documentation & Certification

3. Strong Offer

- Low maintenance cost offer
- Stain & scratch resistance
- Low emissions





Commercial

Shop-fitting, Office & Hospitality

Newbuilt & Refurbishment

Shopfitting, Office, Hospitality

- | | |
|------------------------|----------------|
| Developers | Installers |
| Construction companies | Architects |
| Facility Owners | Municipalities |

Products

- Wood
- Luxury Tiles
- PVC Free Resilient
- PVC Based Resilient

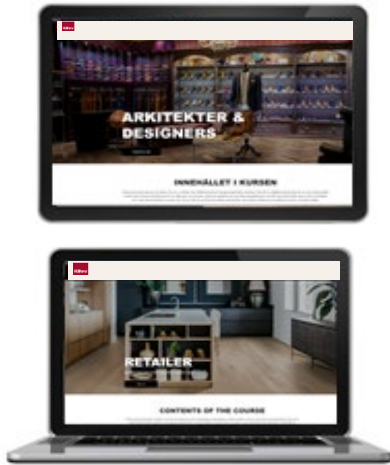
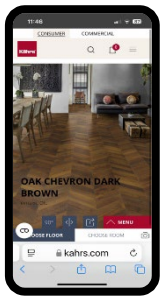
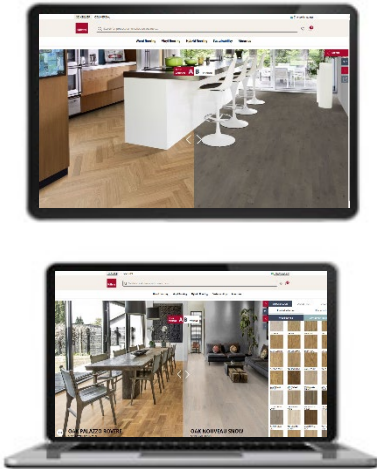
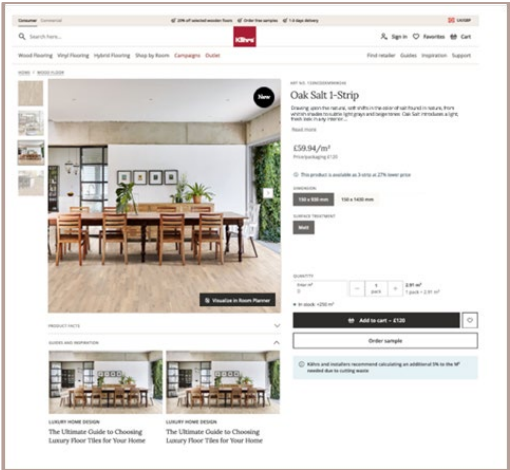
Value Proposition

- | | | |
|---|--|--|
| 1. Marketing & Education <ul style="list-style-type: none">• Online tools & services• Sampling & References• Education & application expertise | 2. Availability & Expertise <ul style="list-style-type: none">• Availability from local warehouse• Local Technical expertise• Documentation & Certification | 3. Strong Offer <ul style="list-style-type: none">• Low maintenance cost offer• Stain & scratch resistance• Low emissions |
|---|--|--|



The Kährs experience – Channels to support the customer journey

	KÄHRS WEBSITE	KÄHRS FLOOR PLANNER	KÄHRS ACADEMY	KÄHRS IN-STORE
CONSUMER	Product inspiration & services to support the customer journey	Visualize the floors in selected or own interiors	E-learning platform - with specific learning plan for Consumer	View large samples & information Expertise & guidance of Kährs flooring options by in-store personnel
CUSTOMER	Product information & services to support retailers and other professional	Visualize and compare entire range in room settings as a complement to samples & information	An educational tool for retailers' staff and other stakeholders	Showcase Kährs Wood & LT Floors with larger samples & information





What we offer

Flooring solutions for RESIDENTIAL and COMMERCIAL use

WORLD LEADING WOOD FLOORING OFFER



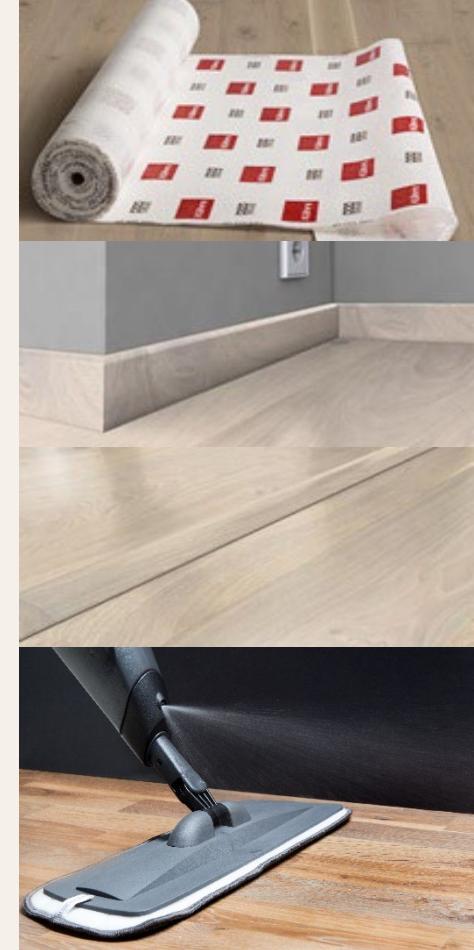
LUXURY TILES – VINYL & HYBRID



RESILIENT NON-PVC & PVC FLOORING

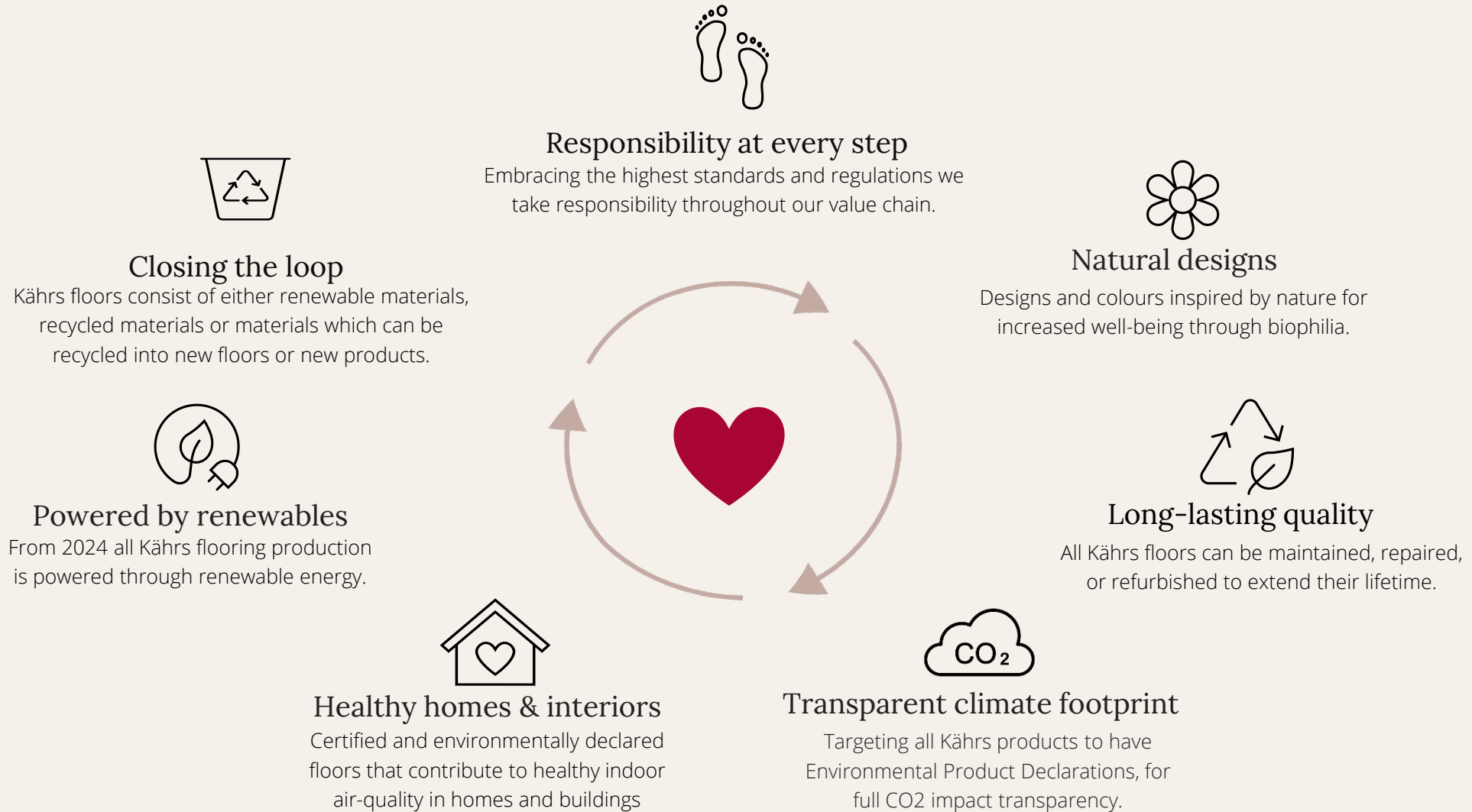


ACCESSORIES



Floors Beyond Expectations

Crafted for tomorrow – Inspired by nature



WOOD

WORLD LEADING
WOOD FLOORING
OFFER





3-layer Parquet – Broad assortment in various designs and colours



1-strip – Plank format

Engineered parquet/multi layer parquet
planks in a variety of formats



2- and 3-strip design

Traditional engineered parquet/
multi layer parquet boards



Wood Pattern Flooring

- Classic and timeless style in engineered
parquet/multi layer parquet boards
- Different patterns available

2-layer Parquet – Several designs for glue down installation



Kährs Large Herringbone

1-strip 600 x 120 x 11mm



Kährs Studio

1-strip 490 x 70 x 11mm



Kährs Piazza

1-strip 1 800 x 180 x 11mm

Veneer wood flooring – Perfect for residential renovation



1-strip, plank format

Wood flooring planks in different sizes. Affordable and thin wood floor, ideal for renovation



2-strip design



Herringbone Pattern

Classic and timeless style in veneer wood

Veneer wood flooring

NEW

KÄHRS LIFE AUTHENTIC

Our second generation Kährs veneer wood flooring expresses the authenticity of the real wood material even more, adding an elevated design value and new alternatives for expressing individual style and taste.

Kährs Life Authentic come in calm to more dynamic wood impressions. Displaying even more of the natural wood details as knots and colour variation within a plank.

Kährs Life Authentic floors have a soft, brushed surface emphasizing the natural wood grain.

Available in three formats



LUXURY TILES

WOOD, STONE AND
PATTERN DESIGN

VINYL &
VINYL FREE HYBRID



Luxury Tiles Click – Versatile and hardwearing for any space



Wood Design

Kährs Luxury Tiles Click in a wide selection of Wood plank designs



Stone Design

Kährs Luxury Tiles Click in a selection of Stone tile designs



NEW
Pattern

Wood Pattern Design

Kährs Luxury Tiles Click come in a variety of Herringbone and Chevron Wood Pattern designs

Luxury Tiles Dry Back – For glue down in hard wearing areas



Dry Back Vinyl Floors, Wood Design
Kährs Dry Back vinyl floors in a wide range of different wood looks.



Dry Back Vinyl Floors, Stone Design
Kährs Dry Back Stone Collection
in a variety of Stone design tile formats.

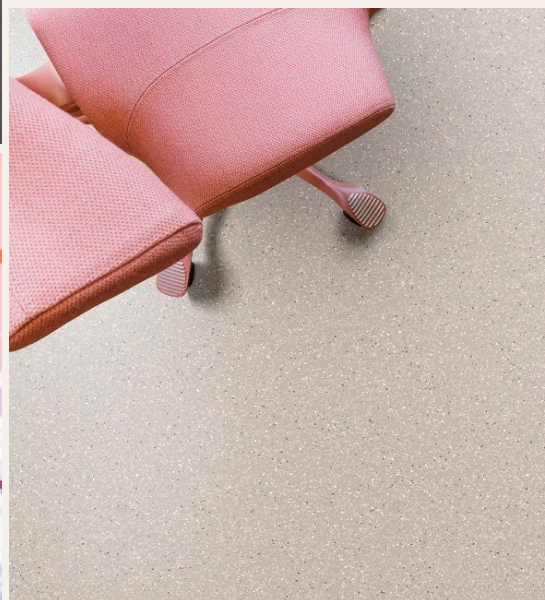


Dry Back Vinyl Floors,
Wood Pattern Design
Herringbone pattern in different wood colours.

RESILIENT – NON PVC

Kährs Zero & Infinity
Collections
PVC-FREE CONTRACT
FLOORING based
on ENOMER®

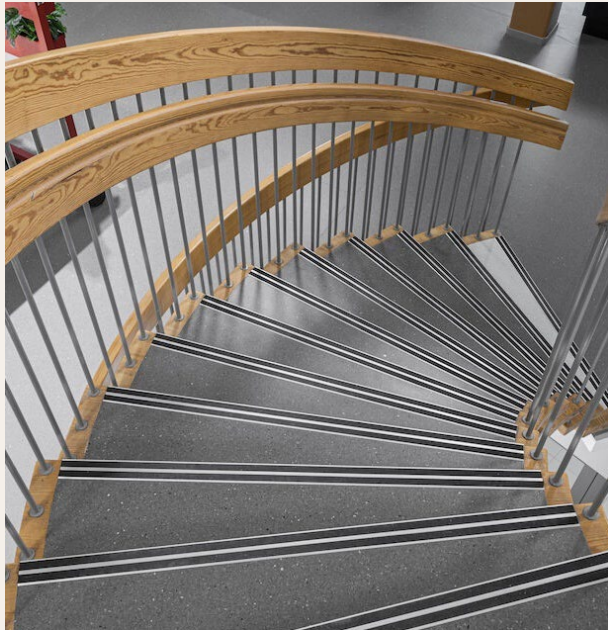




WHEN SUSTAINABILITY IS A PRIORITY

ENOMER® FLOORING

- **HEALTHY INNOVATION**
 - Promotes healthy indoor air
 - No PVC or plasticizers
 - No chlorine, phthalates, halogens or heavy metals
- **OUTSTANDING PERFORMANCE**
 - Unbeatable scratch and wear resistance
 - Superior resistance to discolouration
 - Easy to install, flexible to fold up against walls
 - Excellent chemical resistance
 - Safe to walk on, good slip-resistance
 - Antistatic
 - Waterproof
- **LOW LIFE CYCLE COST**
 - Extremely durable - good resistance to scratching and dirt
 - Low maintenance costs, do not require polishing or dry buffing
 - Bacteria do not grow on Enomer®, making it very easy to keep the floor clean
 - The dense surface and oil-free structure of Enomer® flooring means no dirt can penetrate it



MADE FROM THE UNIQUE MATERIAL ENOMER®

KÄHRS ZERO

The Kährs Zero family consists of **Kährs Zero Sheet**; a versatile, PVC-free flooring in an array of colours suitable for spaces with high requirements on performance and safety, easy cleaning and low maintenance cost, and **Kährs Zero Sound** which has similar technical properties but with additional acoustic and ergonomic qualities.

KÄHRS INFINITY

With circularity and performance in focus. Made with **50-90% recycled material**, and fully recyclable, Kährs Infinity has superior sustainability qualities meeting high demands on transparency to facilitate project specification.

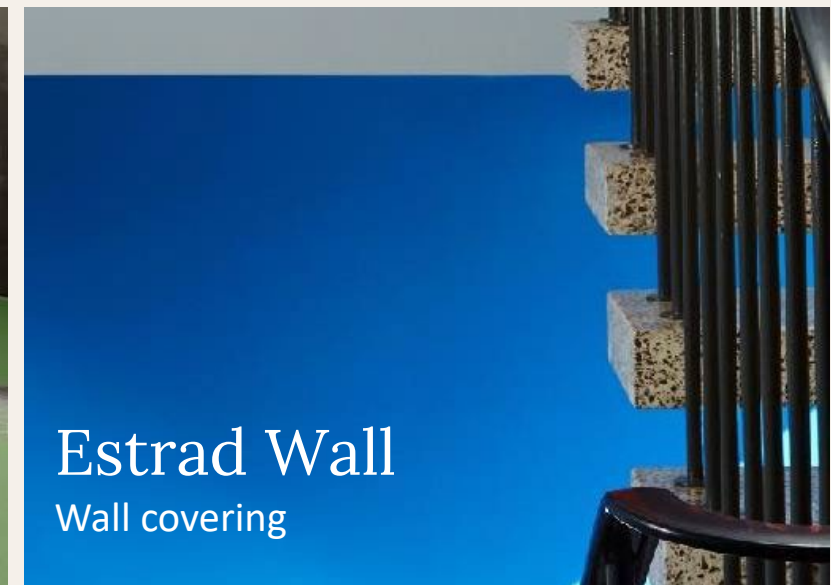
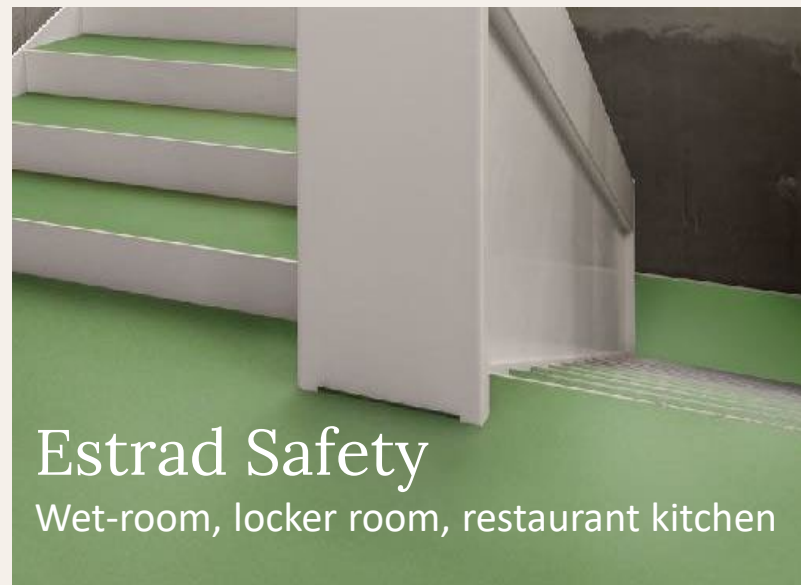
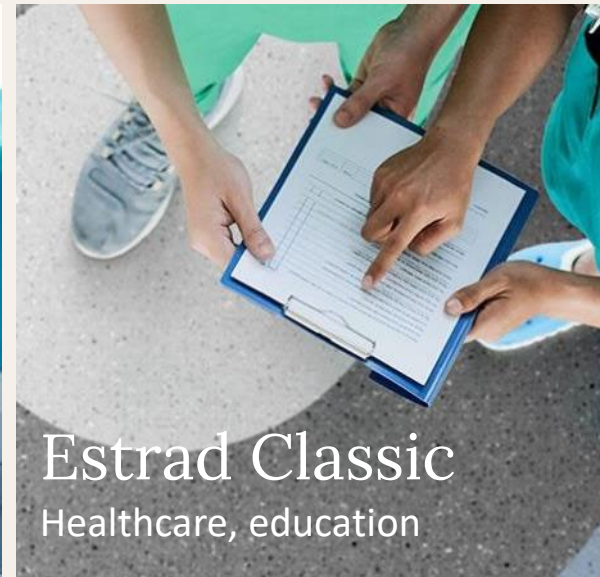
Kährs Infinity is made for use in the same type of applications as Kährs Zero. With high performing durability, scratch and wear resistance, resistance to chemicals, dirt and bacteria it has a competitive total cost of ownership due to its durability and low need for maintenance.

RESILIENT OTHER

QUARTZ - HIGH
PERFORMANCE
FLOORING TILES

ESTRAD - CONTRACT
SHEET FLOORING





ACCESSORIES

PROVIDING THE
PERFECT MATCH
FROM START TO
FINISH

ACCESSORIES - 6-step program

For customer satisfaction from installation to end of life.

And it starts with:

1. CHOOSING A FAVOURITE KÄHR FLOOR

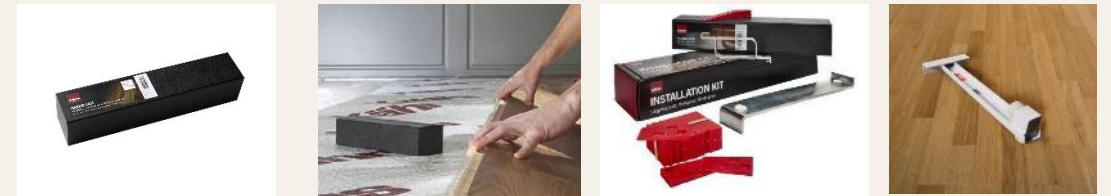
2. ASTHETICS
FOR YOUR
PERFECT FLOOR



3. CHOOSE A
SUITABLE
UNDERLAYER



4. INSTALL WITH
THE PERFECT
TOOLS



5. MAINTENANCE
FOR LONG
LASTING USE



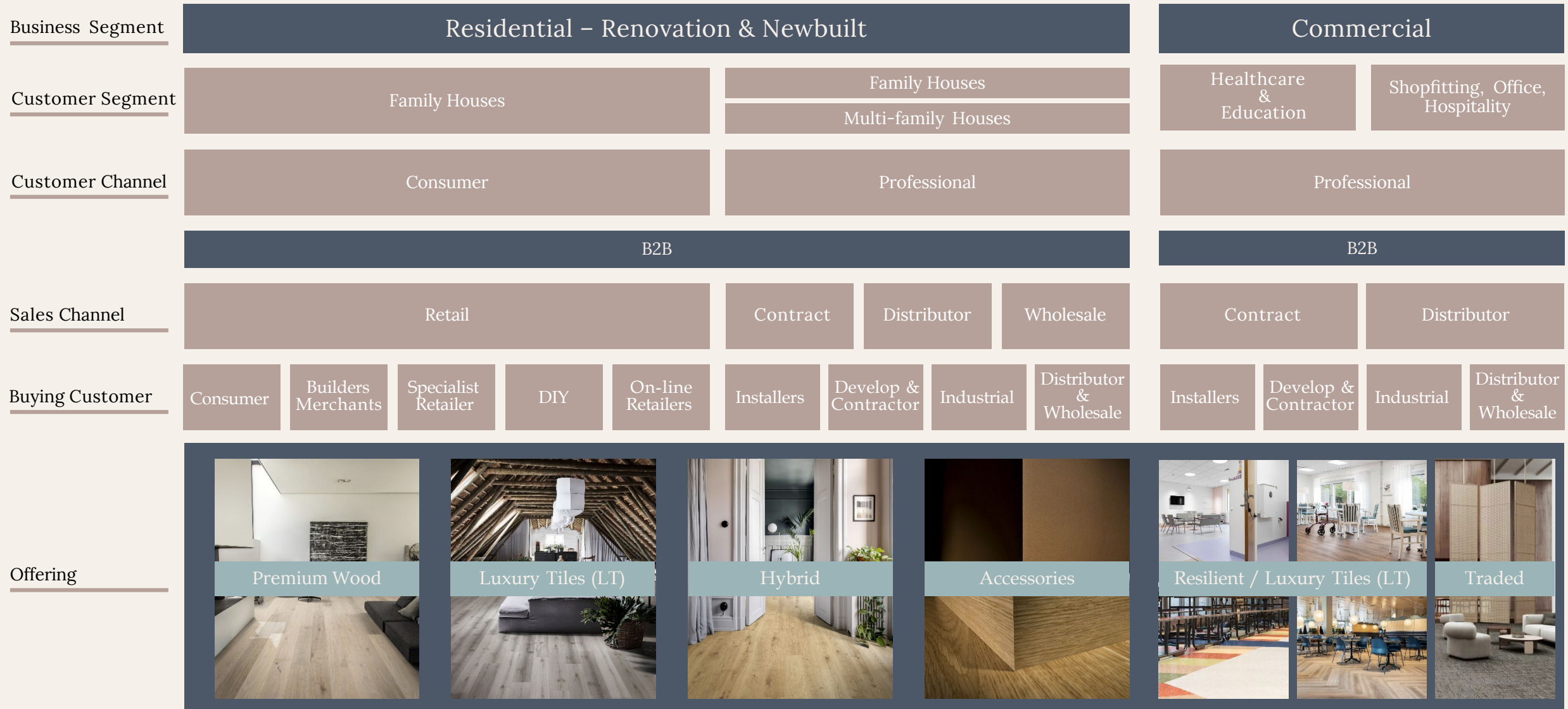
6. REPAIR IF
NEEDED





Strategic Approach

Kährs business model - Enabler for creating flooring beyond customers' expectations



Kährs Strategic Key Elements

The global premium flooring company focused on sustainable profitable growth



The Kährs culture – Build best global team

A winning team built on motivated and engaged employees with focus on the customer

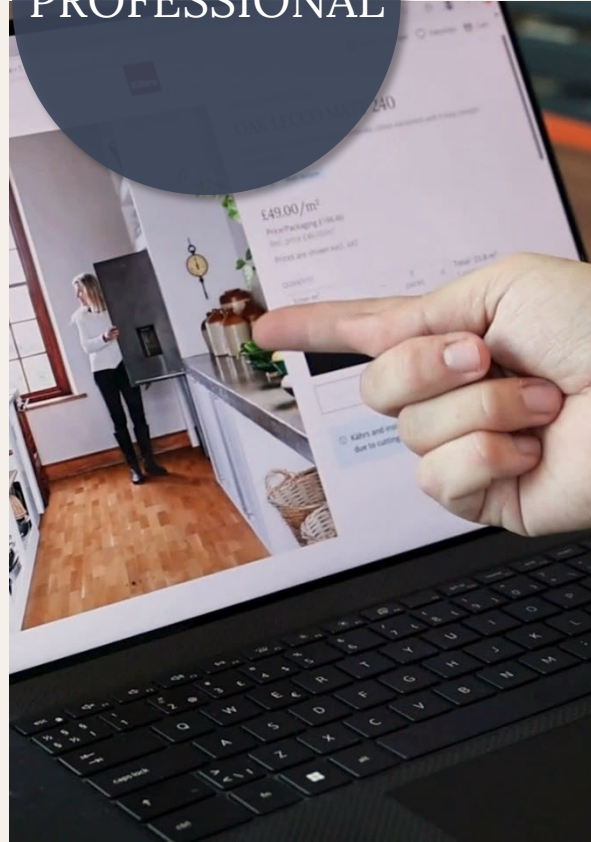
ENGAGED



OPEN-
MINDED



PROFESSIONAL



EMPOWERED



Drive Brand Premium

Kährs creates flooring beyond expectations, that enhances beauty, comfort and health
– for everyday wellbeing

A Lifestyle
Brand



Digital in
every step of
the Customer
Journey



Application-
based
Communication



Kährs holistic view on sustainability

Responsibility at every step
of the floor's lifecycle by an
approach focused on:

Minimizing Adverse Impacts

From our operations,
throughout
our value chain

Contributing to a Positive Difference

Step by step, with floors that are
beautiful, functional, and part of
the solution for a more
sustainable world

Kährs Sustainability Strategy

To ensure our flooring solutions are designed, manufactured, and disposed of responsibly

FOCUS AREAS

Inspired
By Nature

Designed With
a Conscience

Responsibility
At Every Step

COMMITMENT AREAS

Reducing pollution & conserving water

Sustainable sourcing

Regenerating resources & supporting biodiversity

Cleaner, healthier spaces

Climate - Net-zero

Offering that support sustainability

Circularity

Sustainable Business

Diversity & Inclusion





Sustainability

Sustainability Achievements in 2024



Inspired
By Nature



Designed With
a Conscience



Responsibility
At Every Step

Climate & environmental responsibility

- Transition to 100% renewable energy across all owned production sites.
- 77% reduction in Scope 1 and 2 emissions from the 2020 base year.
- Science-based targets for greenhouse gas emissions reductions and path to net-zero validated by the Science Based Targets initiative (SBTi).

Designed with a conscience

- Offering over 200 Nordic Swan Ecolabelled (Svanen) floors.
- New collection, Kährs Infinity, from our factory in Finland consists of up to 90% recycled material, demonstrating our commitment to circular products.

Responsible Business

- 80% of main suppliers assessed for ESG risk.
- 22% of management roles held by women.

Our Climate Commitments

By 2030 we will achieve...

95% reduction, from the 2020 base year, of greenhouse gas emissions in Scope 1 & 2 by:

- Utilizing renewable energy in all our factories
- Continuously increasing energy savings
- Consuming fossil-free fuel in all our own vehicles

42% reduction of greenhouse gas emissions in Scope 3, through:

- Efficient resource use
- More circular use of materials
- Reducing the use of fossil fuels in our supply chains

By 2040 we will achieve...

Net-zero greenhouse gas emissions in all scopes, in line with the GHG Protocol.





References

References Wood Flooring



WORMLAND CENTRO, BERLIN DE

Product: Kährs Artisan Oak Tan
Architect: Blocher und Blocher, Stuttgart
Area: 270 m²



HABERDASH, STOCKHOLM SE

Product: Kährs Ash Sandvig
Architect: Form Us With Love
Area: 320 m²



INTERSPORT, MATHOI ISCHGL AT

Product: Kährs Spirit Oak Safari
Architect: Blocher und Blocher, Stuttgart
Area: 195 m²



SKANSKA OFFICE, MALMÖ SE

Product: Kährs Loft White Plank
Area: 650 m²

References Wood Flooring

- Dropbox EMA, Ireland
- Prague National Theatre, Czech republic
- IAA BMW, Germany
- Hotel Säntis, Switzerland
- Restaurant Saiko, Sweden
- Kuhstall, Austria
- Barrington & Associates, US
- Fyrishov Fencing Hall, Sweden
- Arts & Crafts House, England
- The Lofts, Dubai
- Skanska Head Office, Malmö, Sweden
- DoubleTree by Hilton, Hotel, Pune, India
- Basta, Italian Restaurant, Dubai 📷



References Luxury Tiles



DRESSMANN, MÖLNDAL, SE

Shops: ca 450 shops in the Nordics
Product: Kährs LT Whinfell DBW 229
Area: 360 m² for specific shop



ATTENDO, TRELLEBORG, SE

Senior Living facility
Product: Redwood CLW 218
Area: 3,000 m²



BY PLD, MALMÖ, SE

Jeweler & goldsmith
Product: Kährs LT Sherwood DBW 152 + black stripes
Area: 72 m²



BASECAMP, LYNGBY, DK

Student and senior citizen homes + Hospitality
Product: Kährs LT Schwarzwald DBW 229-3
Area: 19,000 m²

References Luxury Tiles

- All Dressman stores in the Nordics 📷
- All Cubus stores in the Nordics
- All Bik Bok stores in the Nordics
- All Nordic wellness gyms in the Nordics
- Flying tiger of Copenhagen stores in Europe
- Synsam stores, Sweden
- Panduro hobby stores in Sweden
- Tokyo Disneyland, Tokyo
- Arena Olympia, Helsingborg
- Office Aichi Toyota/AT Group, Nagoya city
- The bank of Tokyo-Mitsubishi UFJ, Nagoya city
- Store Intersport, Kokkola
- Salpausselkä school, Lahti
- Hotel Arena, Malmö
- Hotel Gekås, combined with textile tiles, Ullared
- Hotel S7, combined with textile tiles, Västerås
- School IT-Gymnasiet, Helsingborg
- Basecamp, residential Hospitality, Lyngby Denmark



References Resilient



QUEEN SILVIA'S HOSPITAL FOR CHILDREN AND YOUNG PEOPLE

Sahlgrenska University Hospital, Gothenburg
Product: Zero 5702 Cape Cod
Area: 300 m2



KREISSCHULZENTRUM OFFENBURG SCHOOL, DE

Product: Zero Sheet / 5702, 5732
Area: 2300 m2



GENEVA HIGH SCHOOL, IL USA

Architects: Wright & Company
Product: Quartz Tile Mosaic: 619322, 619359, 619323, 619329, 619344, 619363, 619366
Area: 25,500 sqf



SKÅNE UNIVERSITY HOSPITAL

Malmö, Sweden
Product: Kährs Zero Sheet
Area: m2

References Resilient

- Psychiatric Hospital, Kalmar Sweden
- Skåne University Hospital, Malmö, Sweden 📷
- Greenville Public Works, Greenville SC USA
- Karolinska Hospital, Stockholm, Sweden
- Silta/Brida Hospital, Finland
- Hus Jorvi Hospital, Espoo Finland
- The Harjuniity School, Nokia Finland
- Intersport Ideapark, Lempäälä Finland
- Kreisschulzentrum, Offenburg Germany
- Eleshult Preschool, Höganäs Sweden
- Geneva High School, Geneva IL, USA
- Centrumhuset Equity, Larsmo Finland
- Byleskolan, Täby Sweden
- Tallhagsskolan, School, Kalmar, Sweden



Download company presentation from
www.kahrsgroup.com





Kährs®

Thank you

Floors Beyond Expectations