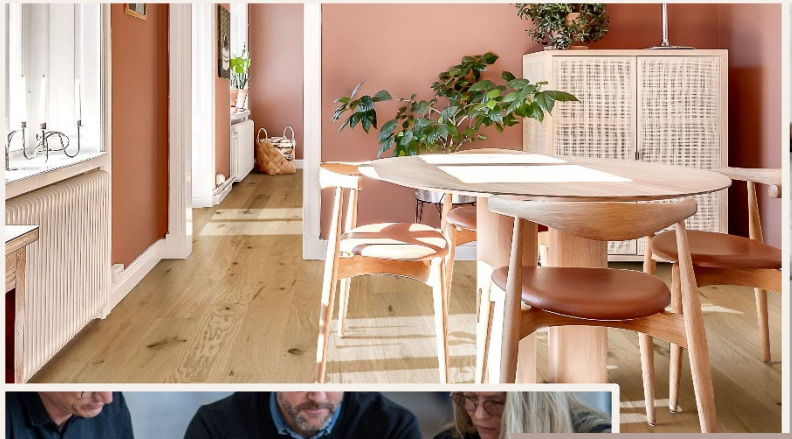


Floors Beyond Expectations

Complete offer under the Kährs brand



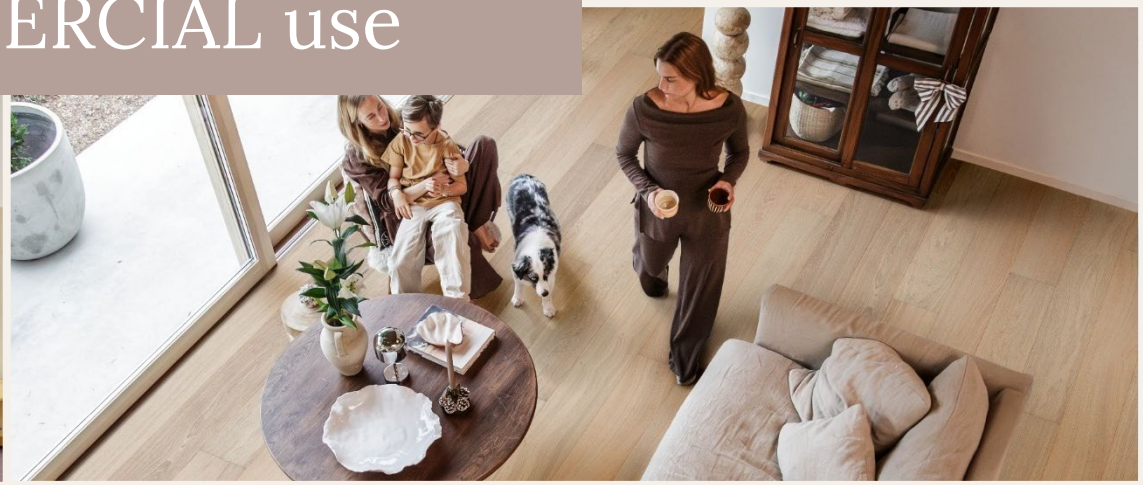


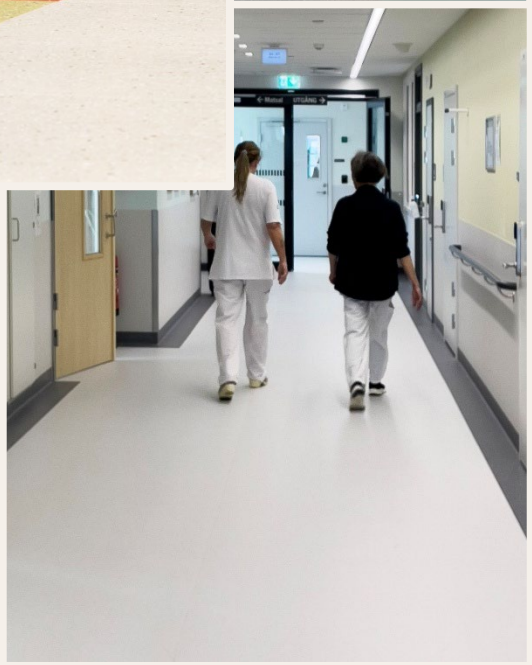




Flooring solutions for RESIDENTIAL and COMMERCIAL use







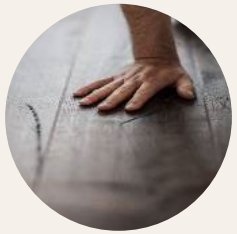
Kährs foundation

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.

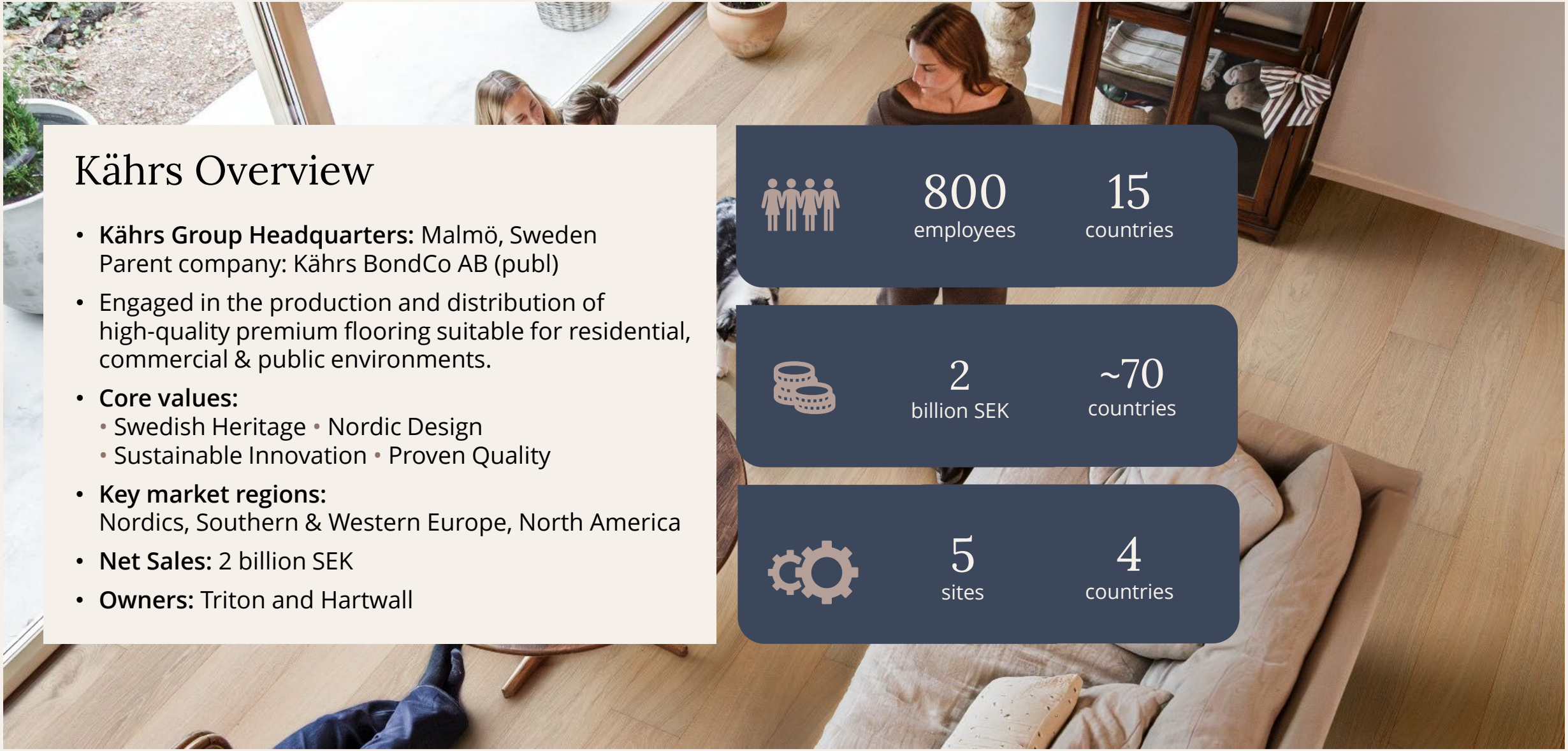
We help make homes and businesses look beautiful, feel comfortable and become healthier for us and the planet.







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

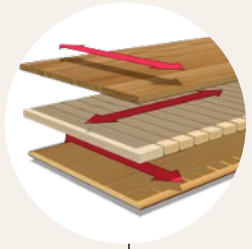
	800 employees	15 countries
	2 billion SEK	~70 countries
	5 sites	4 countries

Over 160 years of experience & innovations

1857 — **Kährs founded in Sweden**



1941 — **Patent of multi-layer parquet**



1955 — **Upofloor founded** in Finland. Producing resilient flooring



1981 — **Karelia Parketti** founded



1997 — ISO 14001 **environmental certified**



2000 — - Woodloc® worlds' **first glue-less locking system for wood flooring.**
- Karelia & Upofloor merged



2004 — World's **first PVC-free resilient flooring** launched



2012 — Kährs & Karelia-Upofloor merge, creating **Kährs Group**



2019 — Kährs becomes **full range flooring supplier** with Kährs Luxury Tiles



2021 — **Kährs Life -** durable Veneer Wood flooring for renovation



2024 — Commercial collection **Kährs Infinity**, launched, **PVC-free** & excellent **circularity**

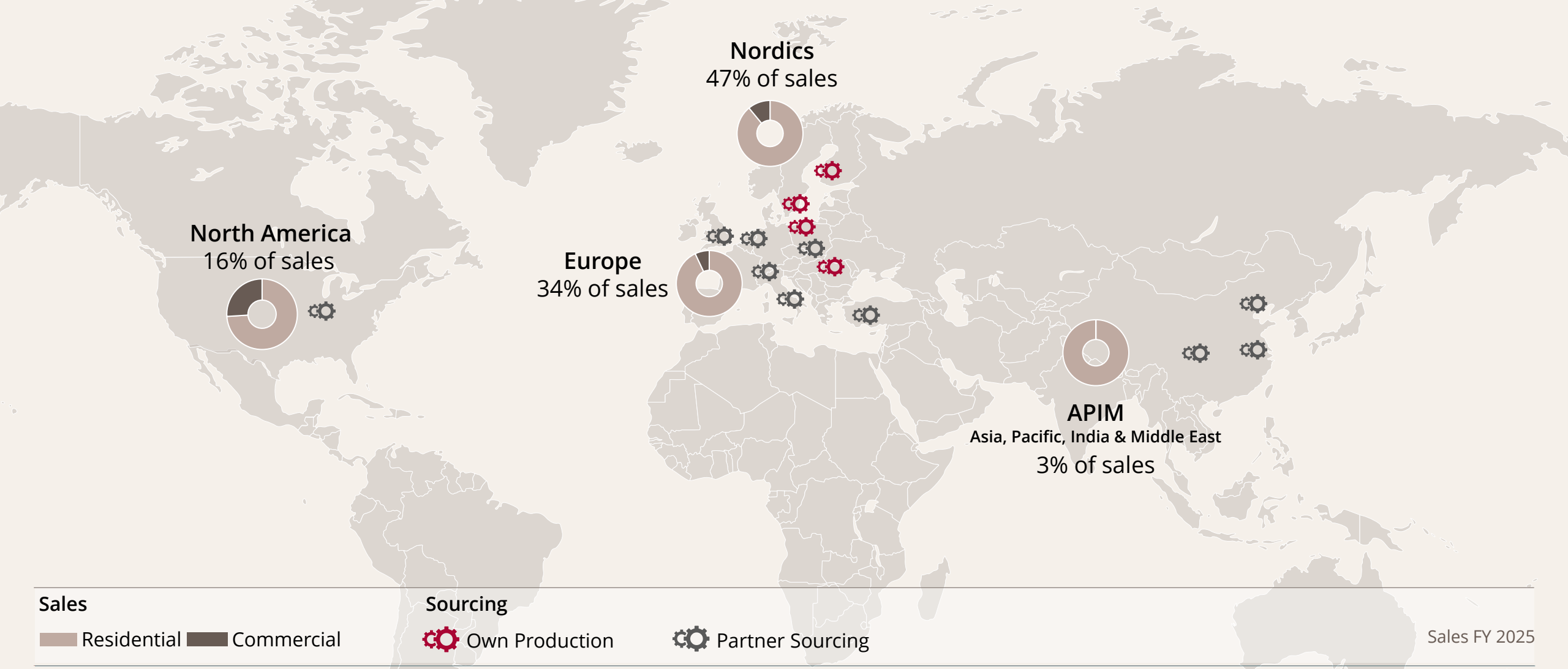


2025 — **Kährs Life Authentic** 2nd generation with enhanced wood feeling

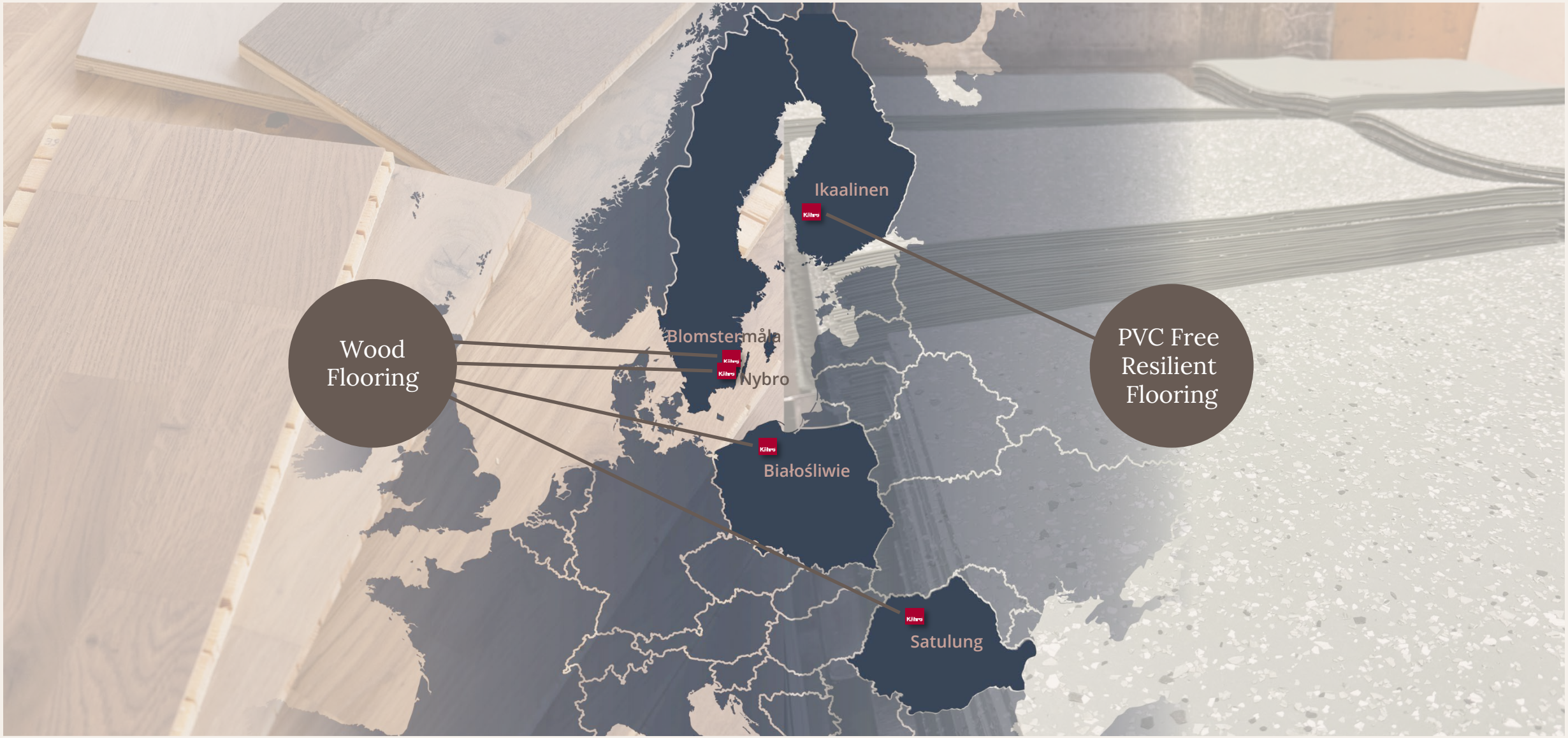


Kährs Market & Sourcing Footprint

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
Specialist retailers
Distributors
Wholesalers
DIY
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
Construction companies
Prefab
Installers
Architects
Designers
Facility Owners

Products

Wood
Luxury Tiles
Accessories

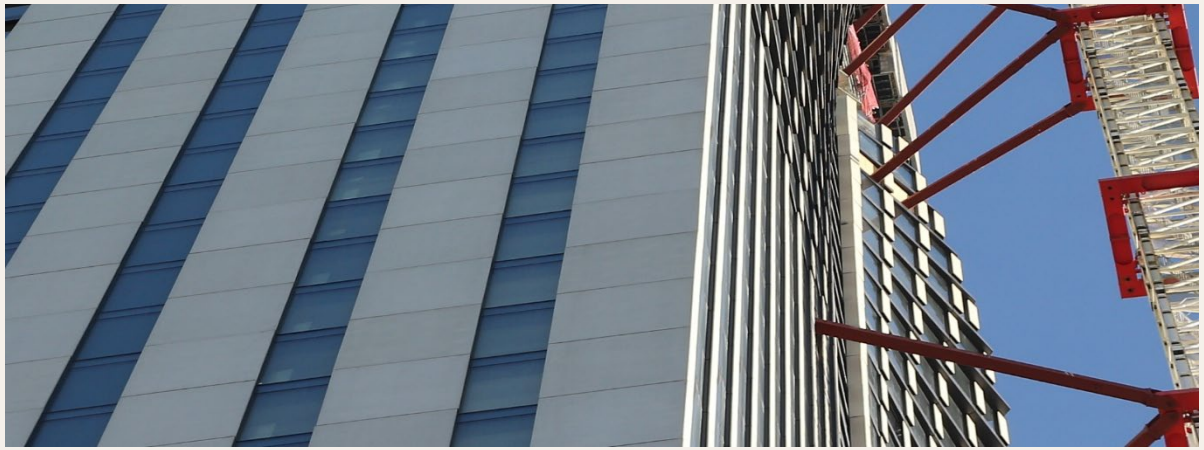
Value Proposition

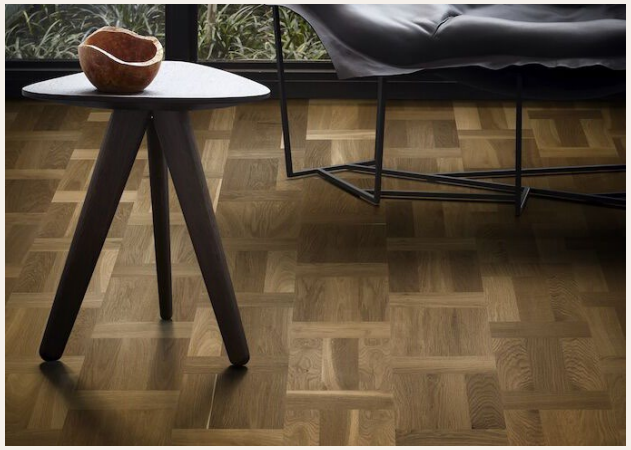
1. Marketing & Education
- Online tools & services
- Sampling & Imagery
- Education & consultancy

2. Purchase & Delivery
- Top of class Order service
- Customized Delivery service
- Documentation & Certification

3. Aftermarket:
- Maintenance with expertise
- Transparent & Quick Claims service













Commercial

Healthcare & Education
Newbuilt & Refurbishment

Healthcare & Education

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

Products

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

Value Proposition

1. Marketing & Education

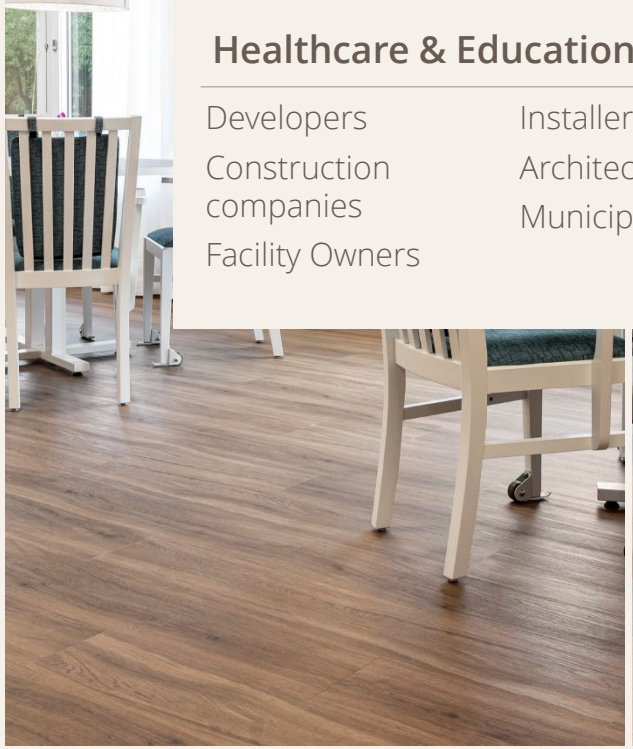
- Online tools & services
- Sampling & References
- Education & application expertise

2. Availability & Expertise

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

3. Strong Offer

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

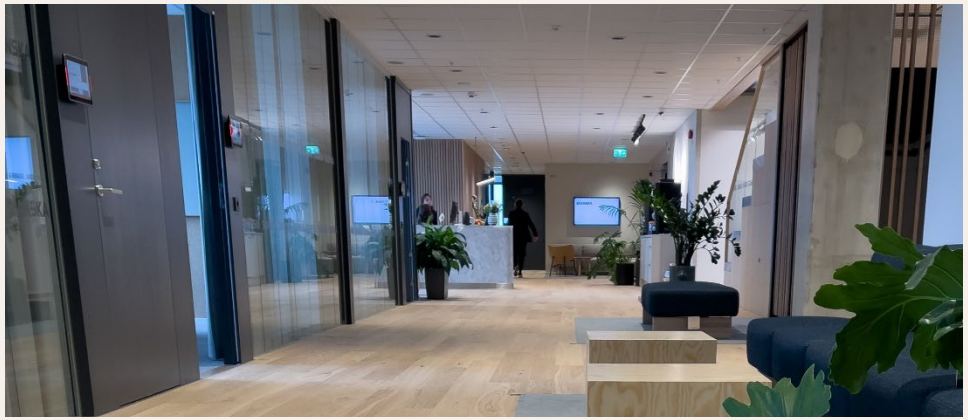












Commercial

Shop-fitting, Office & Hospitality
Newbuilt & Refurbishment

Shopfitting, Office, Hospitality

Developers
Construction companies
Facility Owners
Installers
Architects
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

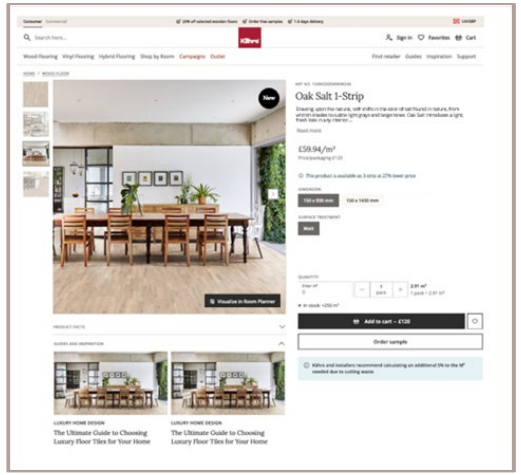


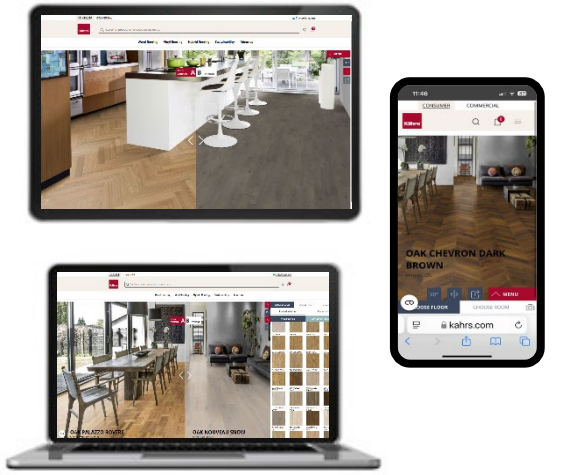


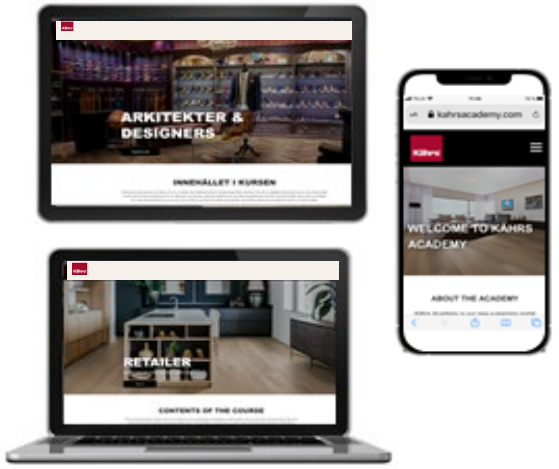


The Kährs experience – Channels to support the customer journey

	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











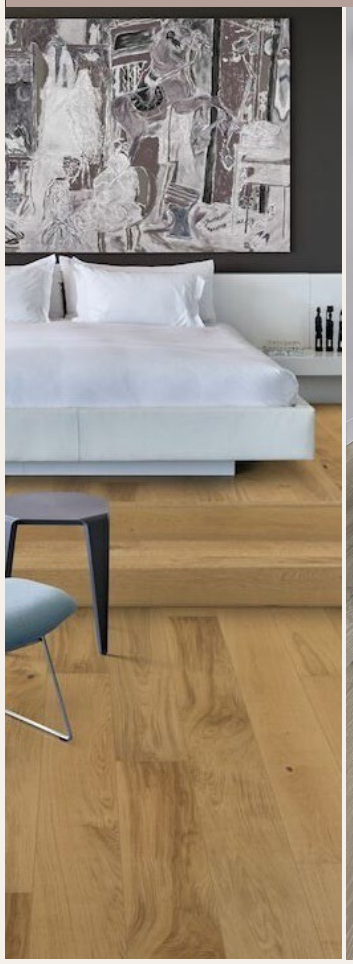




What we offer

Flooring solutions for RESIDENTIAL and COMMERCIAL use

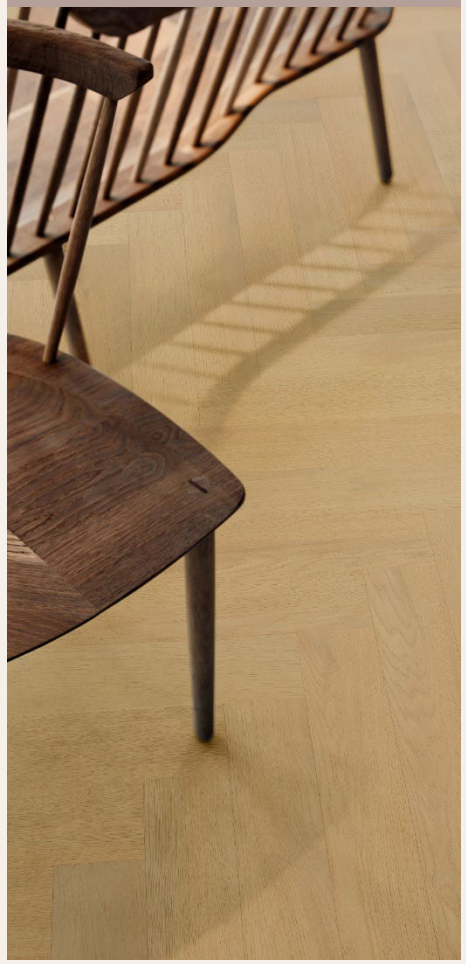
WORLD LEADING WOOD FLOORING OFFER







LUXURY TILES – VINYL & HYBRID



RESILIENT NON-PVC & PVC FLOORING



ACCESSORIES









Floors Beyond Expectations

Crafted for tomorrow - Inspired by nature

Responsibility at every step

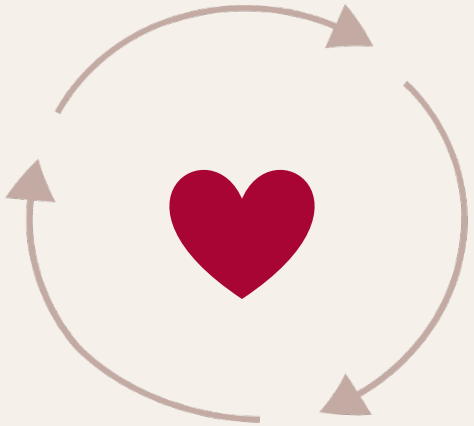
Embracing the highest standards and regulations we take responsibility throughout our value chain.

Closing the loop

Kährs floors consist of either renewable materials, recycled materials or materials which can be recycled into new floors or new products.

Natural designs

Designs and colours inspired by nature for increased well-being through biophilia.



Powered by renewables

From 2024 all Kährs flooring production is powered through renewable energy.

Long-lasting quality

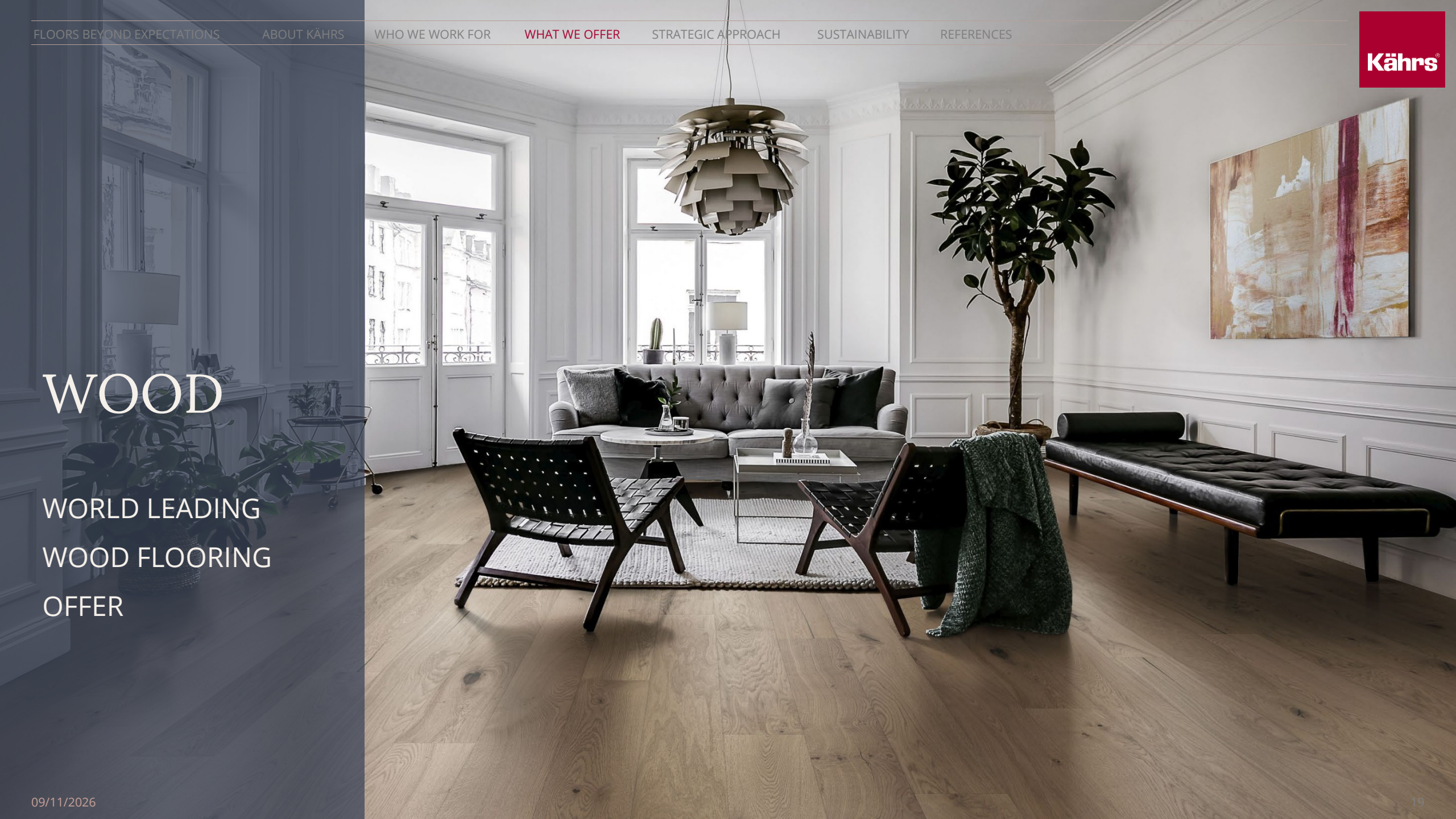
All Kährs floors can be maintained, repaired, or refurbished to extend their lifetime.

Healthy homes & interiors

Certified and environmentally declared floors that contribute to healthy indoor air-quality in homes and buildings

Transparent climate footprint

Targeting all Kährs products to have Environmental Product Declarations, for full CO2 impact transparency.



WOOD

WORLD LEADING WOOD FLOORING OFFER



3-LAYER PARQUET

Focus on residential applications



2-LAYER PARQUET

Residential, office, public spaces



VENEER WOOD FLOORING

Perfect for residential renovation

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 two formats





LUXURY TILES

WOOD, STONE AND PATTERN DESIGN

VINYL & VINYL FREE HYBRID



CLICK

Residential, hospitality and shopfitting





DRY BACK

Retail/shopfitting, hospitality, residential

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



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.



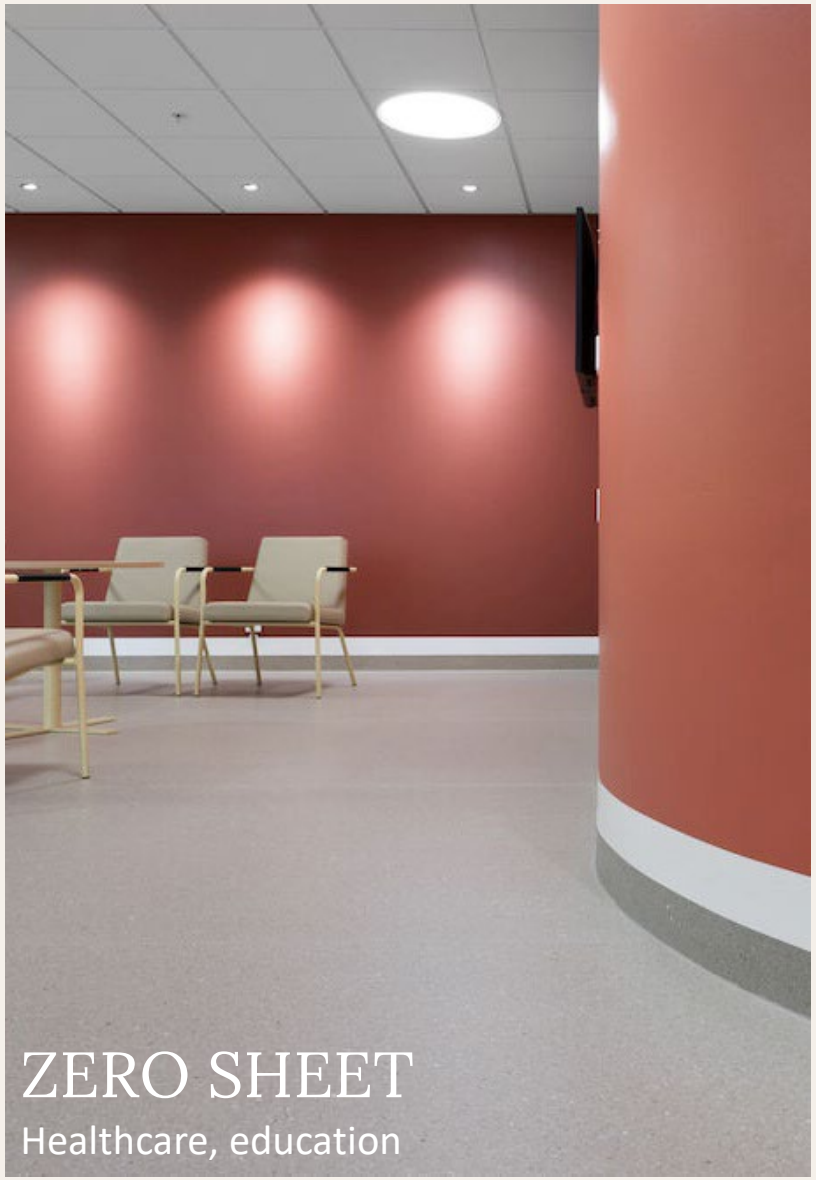
Dry Back Vinyl Floors, Wood Pattern Design

Herringbone pattern in different wood colours.

RESILIENT – NON PVC

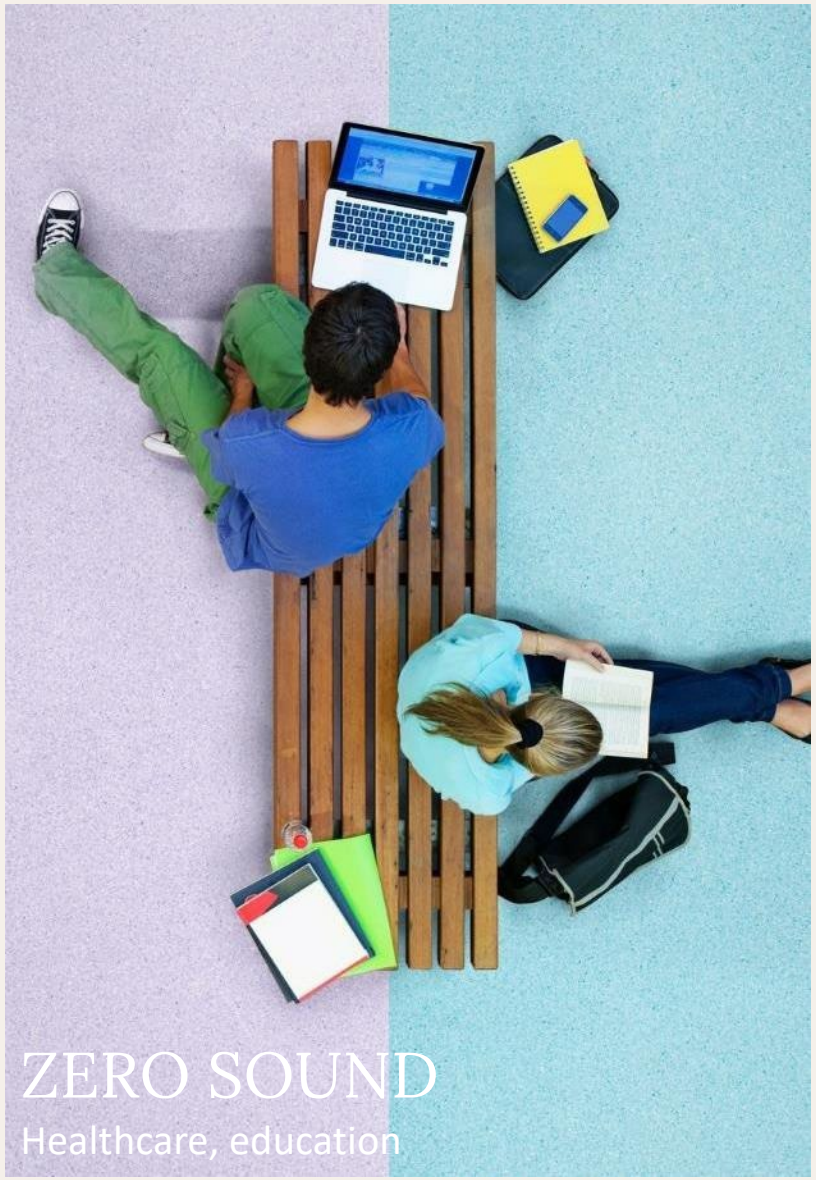
Kährs Zero & Infinity Collections

PVC-FREE CONTRACT FLOORING based on ENOMER®



ZERO SHEET

Healthcare, education



ZERO SOUND

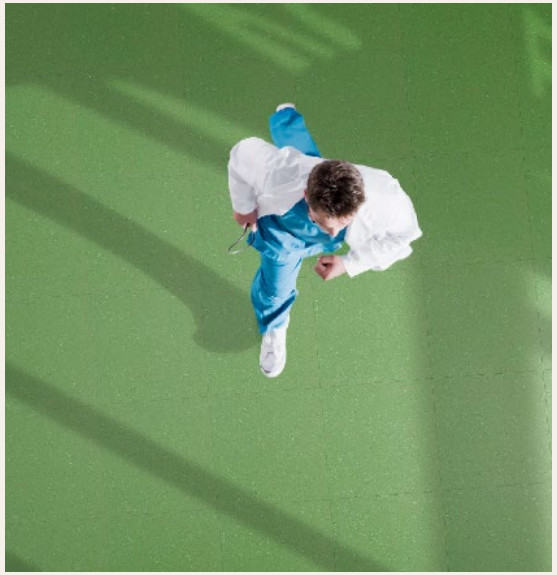
Healthcare, education



KÄHRS INFINITY

Healthcare, education





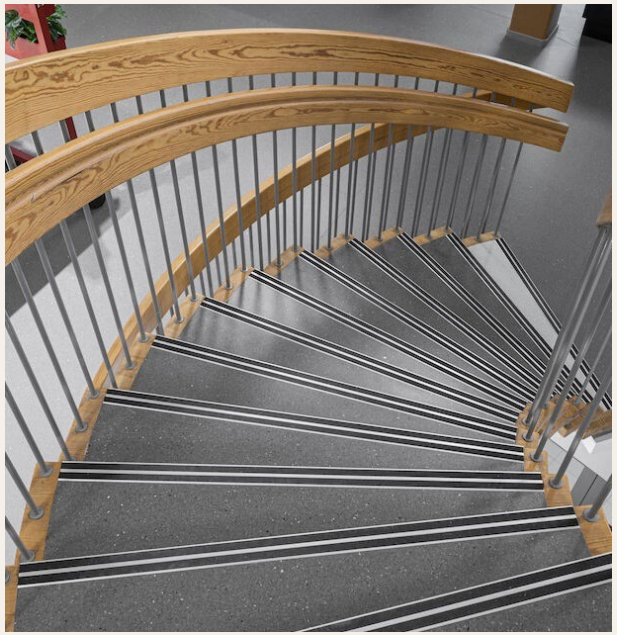


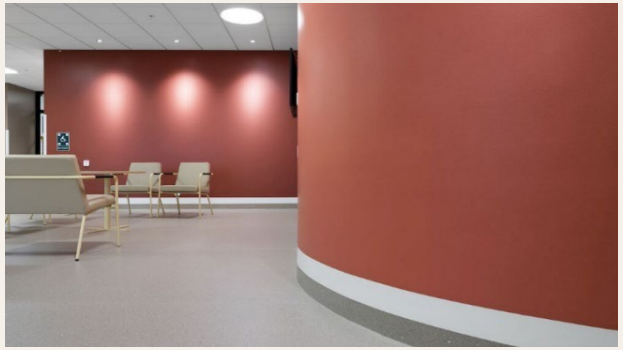


WHEN SUSTAINABILITY IS A PRIORITY

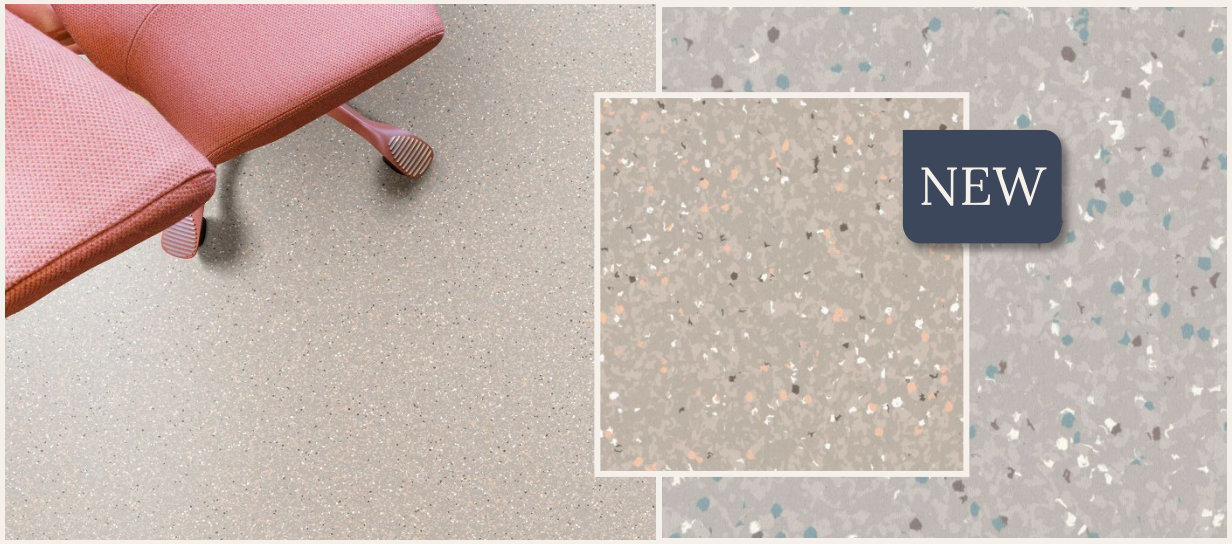
ENOMER® FLOORING

- INNOVATIVE
  - 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 will 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



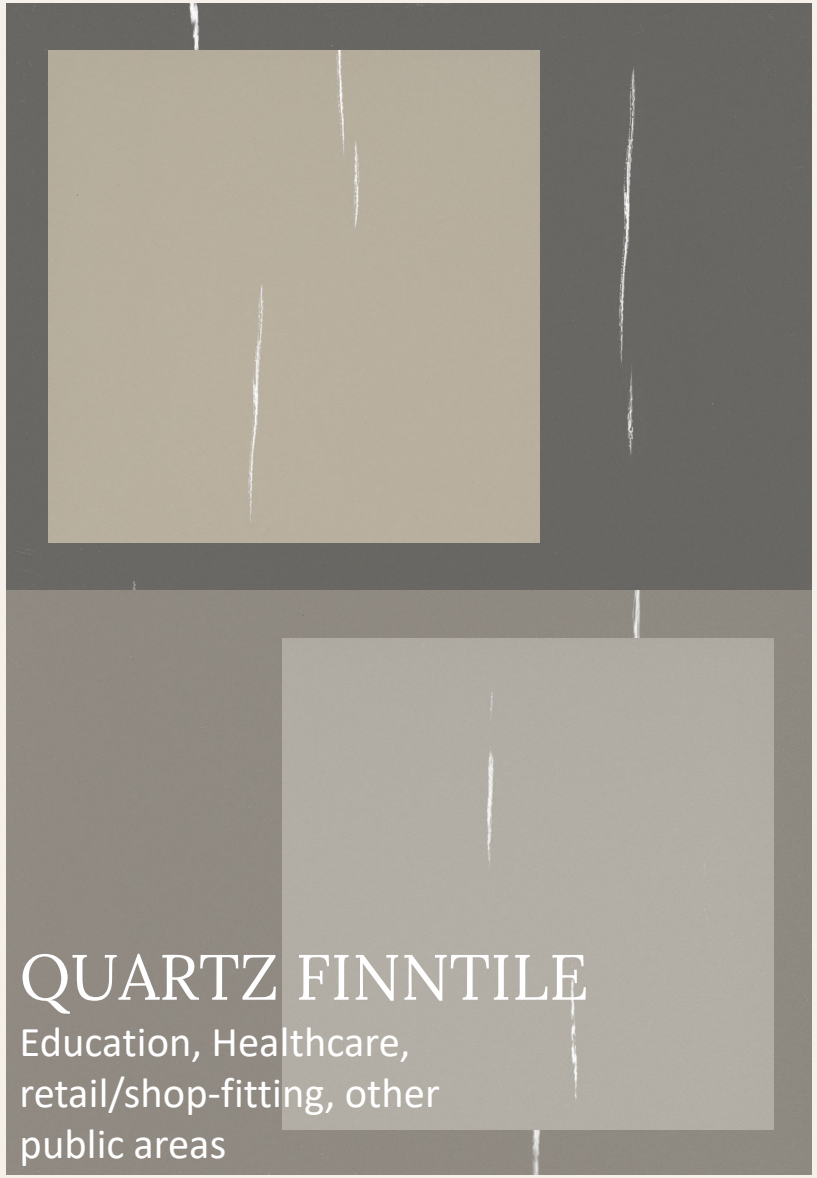
QUARTZ TEMA

Education, Healthcare, retail/shop-fitting, other public areas



QUARTZ MOSAIC

Education, Healthcare, retail/shop-fitting, other public areas



QUARTZ FINNTILE

Education, Healthcare, retail/shop-fitting, other public areas



Estrad Ultimate
Healthcare, education



Estrad Ultimate SD
Server room, X-ray



Estrad Classic
Healthcare, education



Estrad Uni
Healthcare, education



Estrad Sound
Healthcare, education



Estrad Safety
Wet-room, locker room, restaurant kitchen



Estrad Wall
Wall covering



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 KÄHRS 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





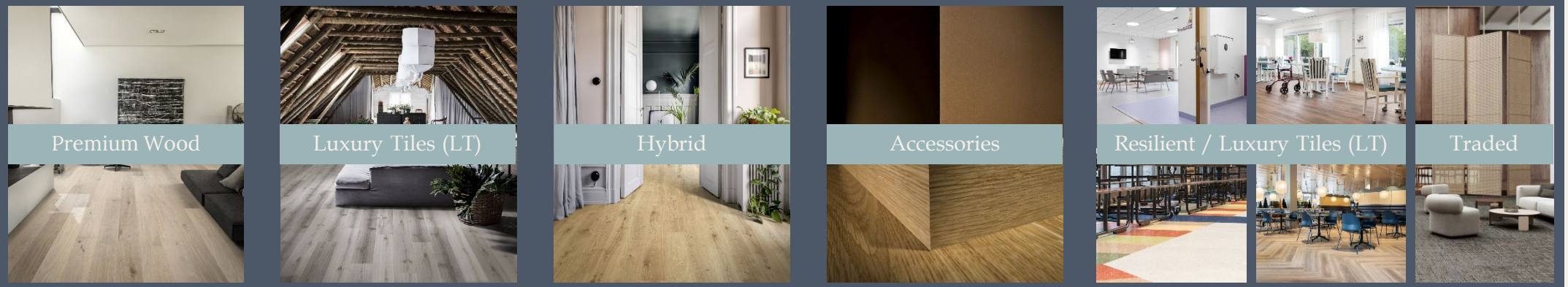




Strategic Approach

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

Business Segment	Residential – Renovation & Newbuilt								Commercial			
Customer Segment	Family Houses		Family Houses Multi-family Houses						Healthcare & Education		Shopfitting, Office, Hospitality	
Customer Channel	Consumer		Professional						Professional			
	B2B								B2B			
Sales Channel	Retail		Contract		Distributor		Wholesale		Contract		Distributor	
Buying Customer	Consumer	Builders Merchants	Specialist Retailer	DIY	On-line Retailers	Installers	Develop & Contractor	Industrial	Distributor & Wholesale	Installers	Develop & Contractor	Industrial	Distributor & Wholesale
Offering	Premium Wood		Luxury Tiles (LT)			Hybrid		Accessories		Resilient / Luxury Tiles (LT)		Traded	



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

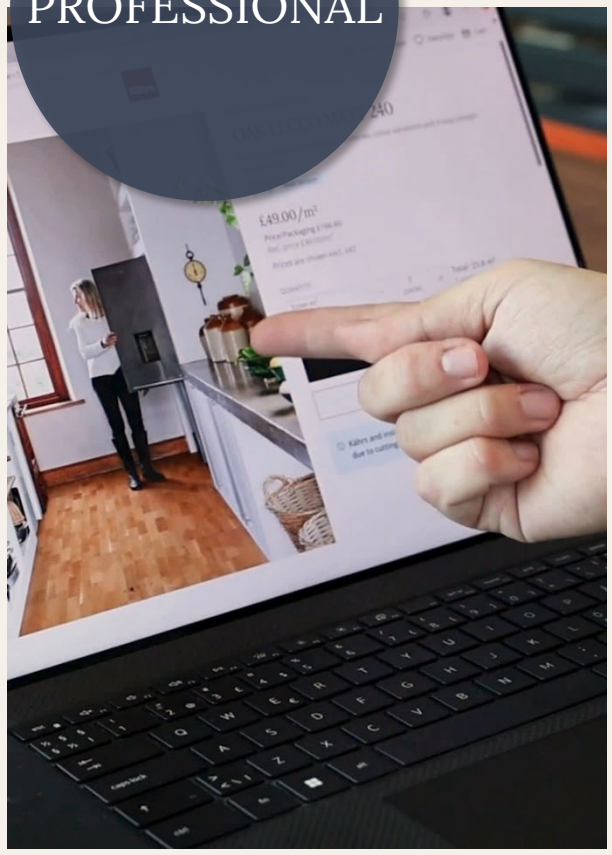
ENGAGED



OPEN-MINDED



PROFESSIONAL



EMPOWERED



Drive Brand Premium

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



Digital in every step of the Customer Journey





Kährs Brand Position

Digital marketing facilitating customer lifecycle for higher sale conversion

I maintain the floor

I install the floor

Digital Customer Activities

In Real-Life Customer Activities

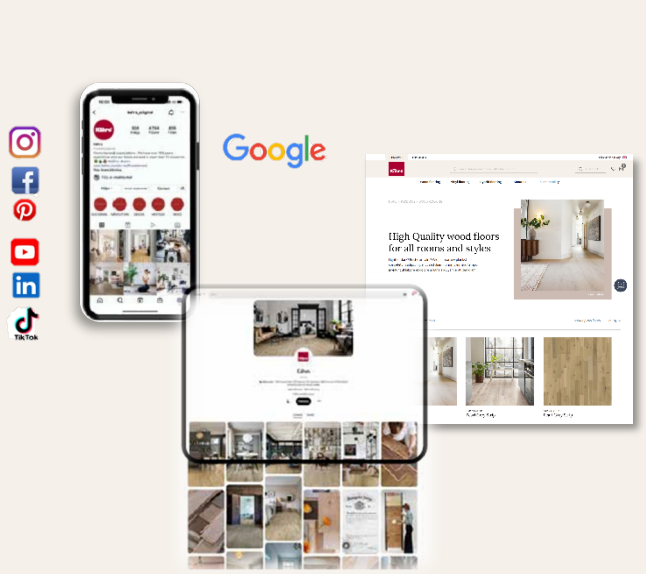
I am browsing

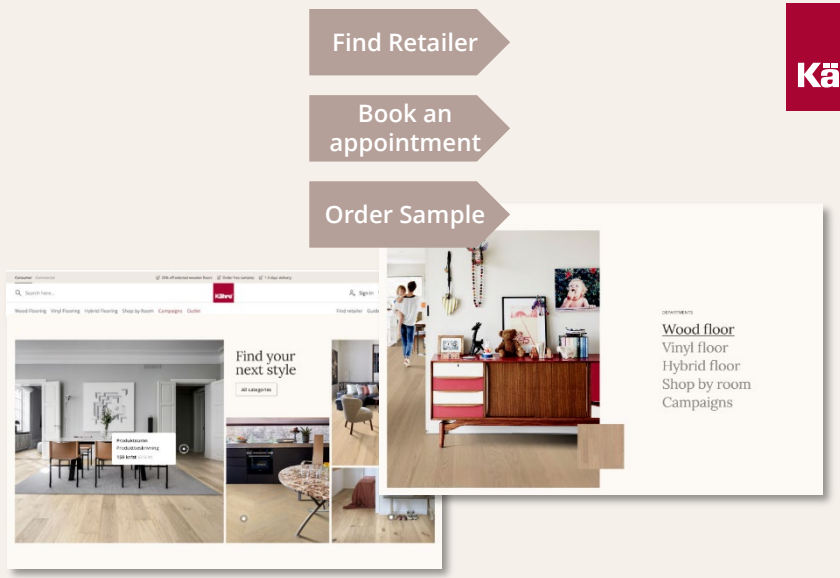
Digital

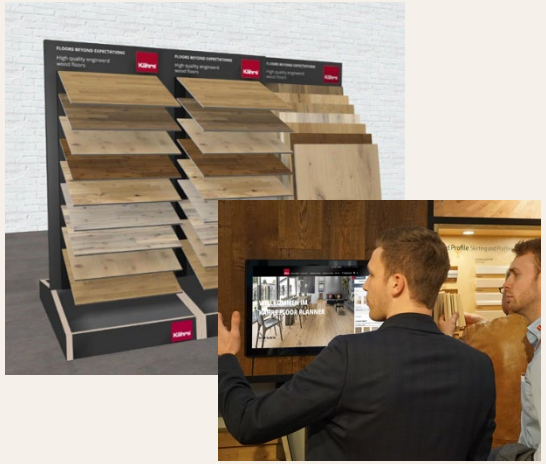
I am looking for solutions, engage and chose

In store

I make the purchase







Sustainability as a catalyst for value

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	COMMITMENT AREAS
Inspired By Nature	Reducing pollution & conserving water
	Sustainable sourcing
	Regenerating resources & supporting biodiversity
Designed With a Conscience	Cleaner, healthier spaces
	Climate - Net-zero
	Offering that support sustainability
	Circularity
Responsibility At Every Step	Sustainable Business
	Diversity & Inclusion









Sustainability

Sustainability Achievements in 2025

Industry Leading Decarbonization: Kährs is not just setting targets; we are delivering results ahead of schedule. Our climate action is grounded in the most ambitious science-based standards to ensure long-term resilience for our customers, employees, and partners.

Proven Transparency: As an early adopter of CSRD-compliant reporting, we provide assured data for our customers and partners to meet their own green building requirements

Responsible Sourcing: Continue to work diligently with our suppliers. We strive to hold our suppliers to the same standards we hold ourselves.

Respect for Nature & Biodiversity: The majority of wood we source, can be traced back to forests that are responsibly managed.

Commitment to Health: Ongoing work to manage chemicals in our Nybro, Sweden factory, to ensure that our floors contribute to healthy indoor spaces.

High-Performing Culture: Sustainability is driven by the 810 stewards of our brand. In 2025, we achieved 100% participation in DEI training and saw a positive shift in employee sentiment. We continue to build the resilient human foundation required to lead our industry's transition

25,000 Tree plants supported in 2025, through Kährs' replanting subsidy program.

97% Renewable Energy of the total energy consumption across global operations in 2025. All internal production sites powered by 100% renewable energy.

Proven Transparency where CSRD-compliance is the foundation of greater transparency and stringent governance.

92% Reduction in Scope 1 & 2 emissions, against our 2020 baseline. Close to the 95% reduction target for 2030.

89% Sustainably Sourced wood in our Chain of Custody schemes.

R&D Integration to support circular design reviews into the R&D and innovation processes during 2025.

56% Reduction in Scope 3 emissions, beyond the 2030 target of 42%.

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.









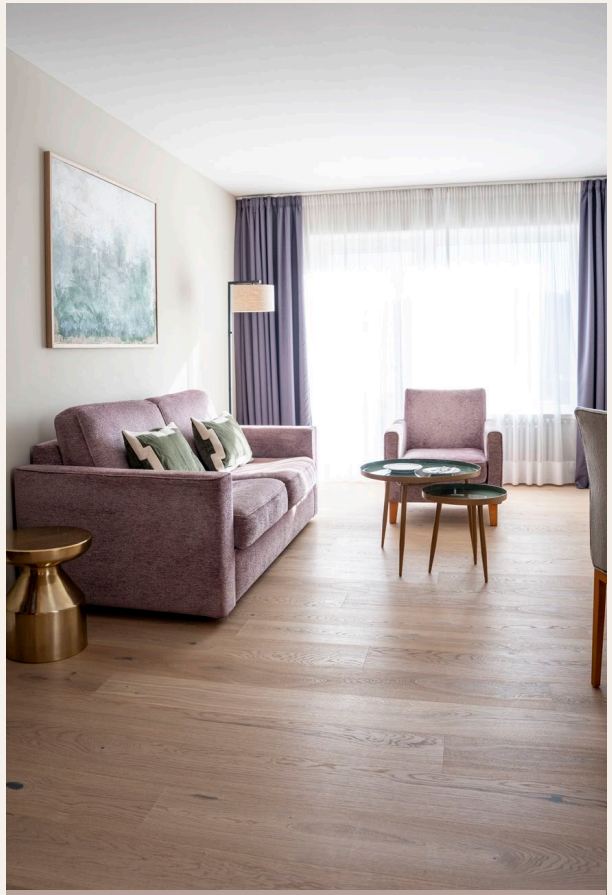
References

References Wood Flooring



WORMLAND CENTRO, BERLIN DE

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



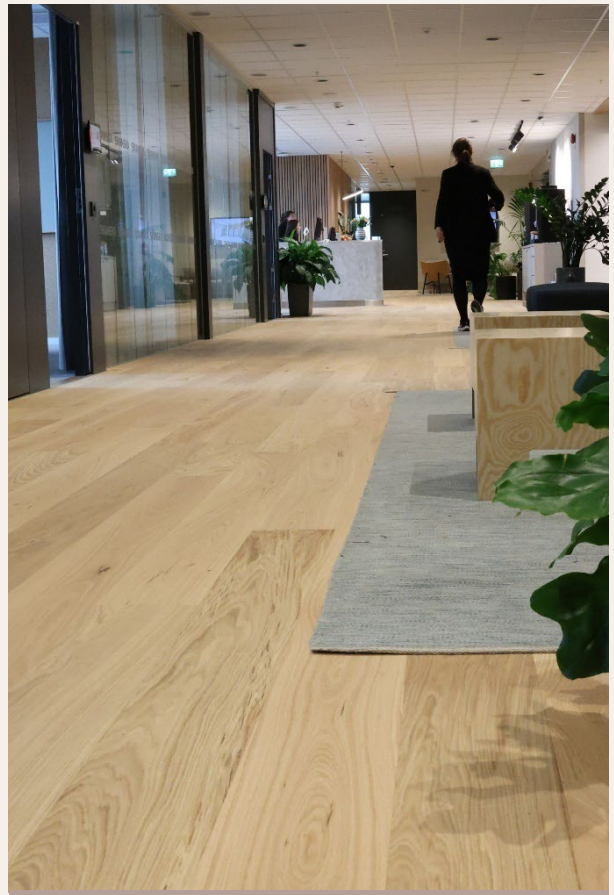
HOTEL ALLGÄU SONNE ★★★★★ DE

Product: Oak Tahini, Oil
Area: 18 Guest Rooms
Photo: Hotel Allgäu Sonne



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
- Hotel Allgäu Sonne



References Luxury Tiles



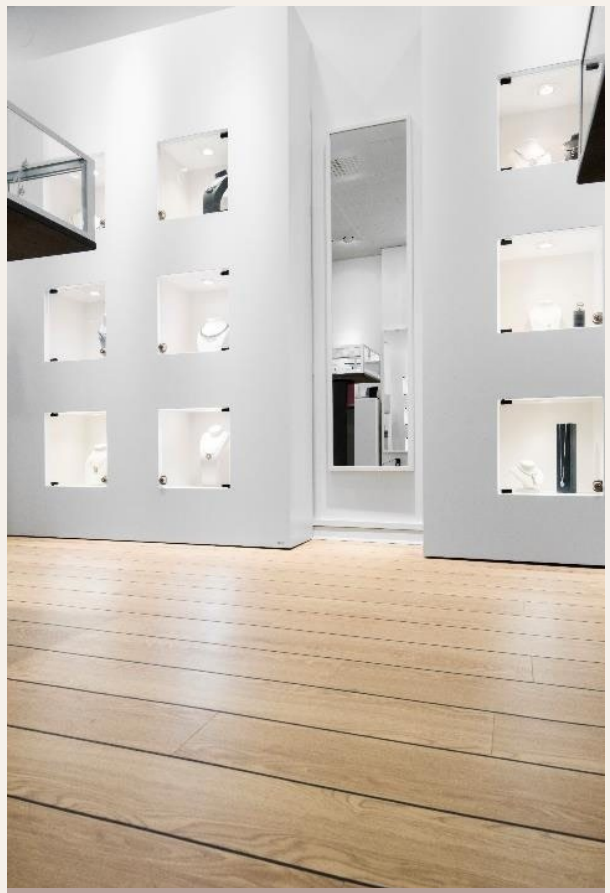
DRESSMANN, MÖLNDAL, SE

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

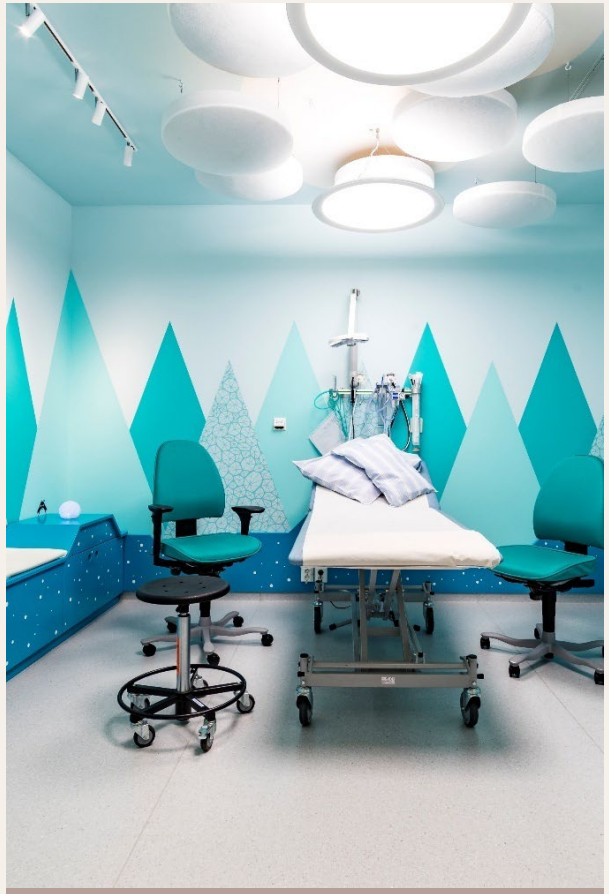
Student and senior citizen homes + Hospitality
Product: Kährs LT Schwarzwald DBW 229-3
Area: 19,000 m²

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

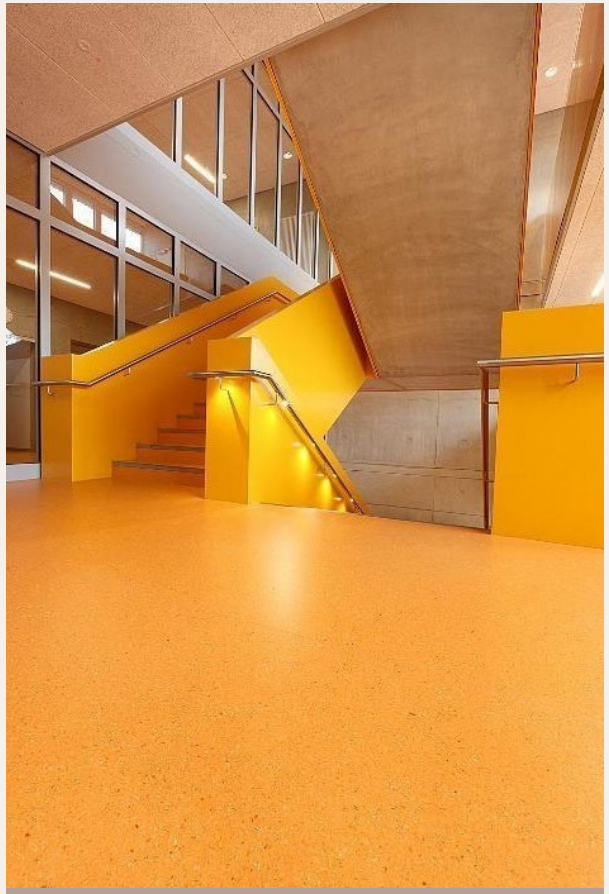


References Resilient



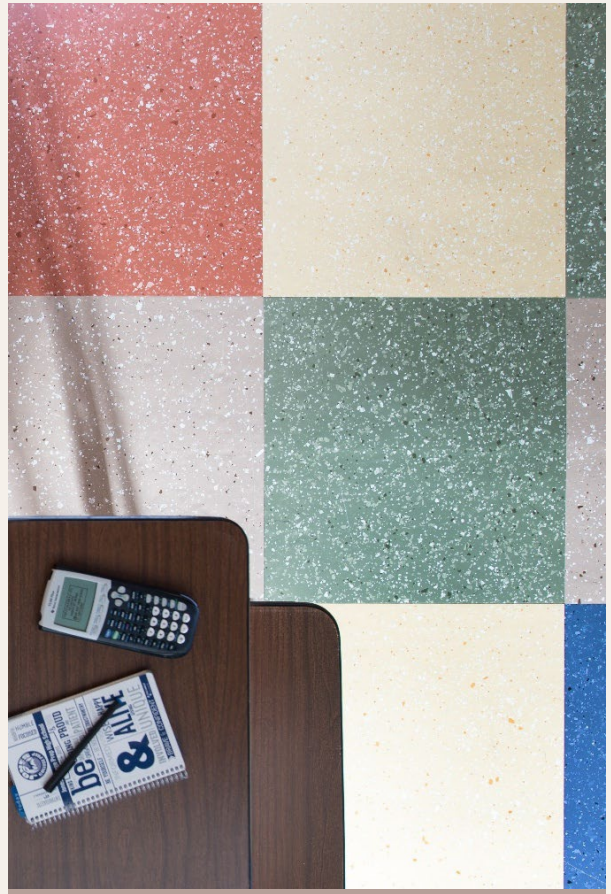
QUEEN SILVIA'S HOSPITAL FOR CHILDREN AND YOUNG PEOPLE

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



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Thank you

Floors Beyond Expectations