



September 2025

Investor Presentation

Driving growth through technology, partnerships, and market expansion



Nicolai Frisch Erichsen

Group CEO

Freetrailer Group A/S

nicolai.frisch@freetrailer.com



Martin Damm

Group CFO

Freetrailer Group A/S

martin.damm@freetrailer.com



Important notice

1. This presentation includes forward-looking statements based on current expectations. Actual results may differ due to risks and uncertainties.
2. Freetrailer Group A/S is not obliged to update these statements unless required by law.
3. Data reflects the period Q4 2024/2025, as of 30 June 2025, and was published on 28 August 2025.



Agenda

- 1 Highlights in Freetrailer Q4 2024/2025
- 2 Freetrailer at a glance
- 3 Financial Performance & Key Figures
- 4 Market developments and international expansion
- 5 Strategy: Mont Blanc 2027
- 6 2025/2026 Outlook



Highlights in Freetrailer Q4 2024/2025

(DKK 1,000)



Net revenue

39,641.6 Q4 24/25
31,719.7 Q4 23/24

Growth: 25.0%



EBIT Q4

10,947.5 Q4 24/25
4,851.4 Q4 23/24

Growth: 125.7%



EBIT YTD

25,023.6 YTD 24/25
15,413.6 YTD 23/24

Growth: 62.3%



Rentals in the last
12 months

1,540,969 30-06-2025
1,278,166 30-06-2024

Growth: 20.6%



Freetrailer-app users

724,023 30-06-2025
35,487 30-06-2024

Growth: 1,939.6%



Number of rental products

5,876 30-06-2025
4,867 30-06-2024

Growth: 20.7%



Freetrailer at a glance



OUR MISSION:

**WE ENABLE
EVERYONE TO
MOVE ANYTHING
FOR FREE, IN A
SUSTAINABLE
AND EASY WAY.**

Pioneers in sharing economy: Founded in 2004 – first mover in digital trailer rentals



Market leader:
+1.5m rentals/year,
724,000+ app users



Growing footprint:
Active in
5 countries



1,609 locations



Scalable tech model:
100% **app-based**
fully self-service



Trusted by partners:
225+ retail brands
including IKEA,
Power, JYSK



Freetrailer Group A/S

Financial Performance & Key Figures



Change to Accounting Class C

ACCOUNTING CLASS B TO C 30 June 2025 (changes)

DKK	YTD 2024/2025	YTD 2023/2024	Change YTD
EBITDA – reported	50,639,196	19,121,346	31,517,851
of which “Financial – Leasing”	-23,441,887	0	-23,441,887
Adjusted EBITDA	27,197,309	19,121,346	8,075,964
Depreciation – reported	-25,615,614	-3,741,847	-21,873,767
of which “Depreciation – Leasing”	21,053,870	0	21,053,870
Adjusted depreciation	-4,561,744	-3,741,847	-819,897
Financial expenses – reported	-2,147,772	-321,781	-1,825,991
of which “Interest – Leasing”	1,987,240	0	1,987,240
Adjusted financial expenses	-160,532	-321,781	161,249



From EBITDA to EBIT

- Apply EBIT as Freetrailer's primary earnings measure in future reporting
- Reflects new recognition method for financial lease agreements
- Includes capitalisation of IT investments
- Provides a clearer and more accurate picture of operating performance



Share Buyback

- In Q4, Freetrailer completed a DKK 20m share buyback
- Now holds 248,498 treasury shares
- EPS reported with and without treasury shares

Number of shares repurchased	248,498
Average purchase price	80.48
Amount (DKK)	19,999,992
Total number of shares listed on Spotlight	9,677,574
Treasury shares held by Freetrailer	248,498
Shares in free float	9,429,076



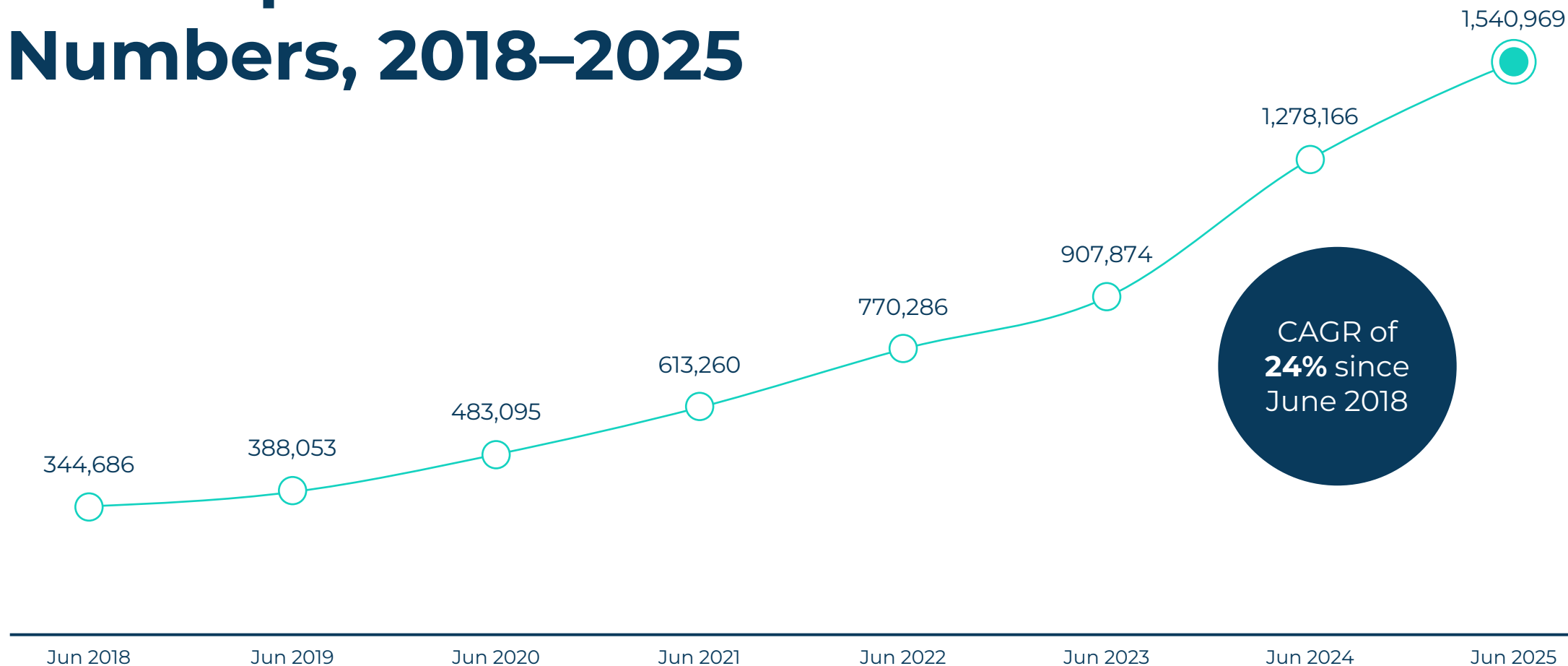
Key Figures for Rentals

	Number of rental products*		Number of rentals*		Utilisation rate*	
	30-06-2025	30-06-2024	Q4 24/25	Q4 23/24	Q4 24/25	Q4 23/24
Denmark	2,248	2,150	204,846	187,639	101.2%	97.0%
Sweden	2,246	1,792	166,870	149,822	84.6%	93.5%
Norway	847	740	70,066	55,770	91.8%	86.7%
Germany	308	185	9,666	6,875	36.9%	42.0%
The Netherlands	227	0	5,970	0	41.9%	0.0%
In total	5,876	4,867	457,418	400,106	88.6%	92.1%

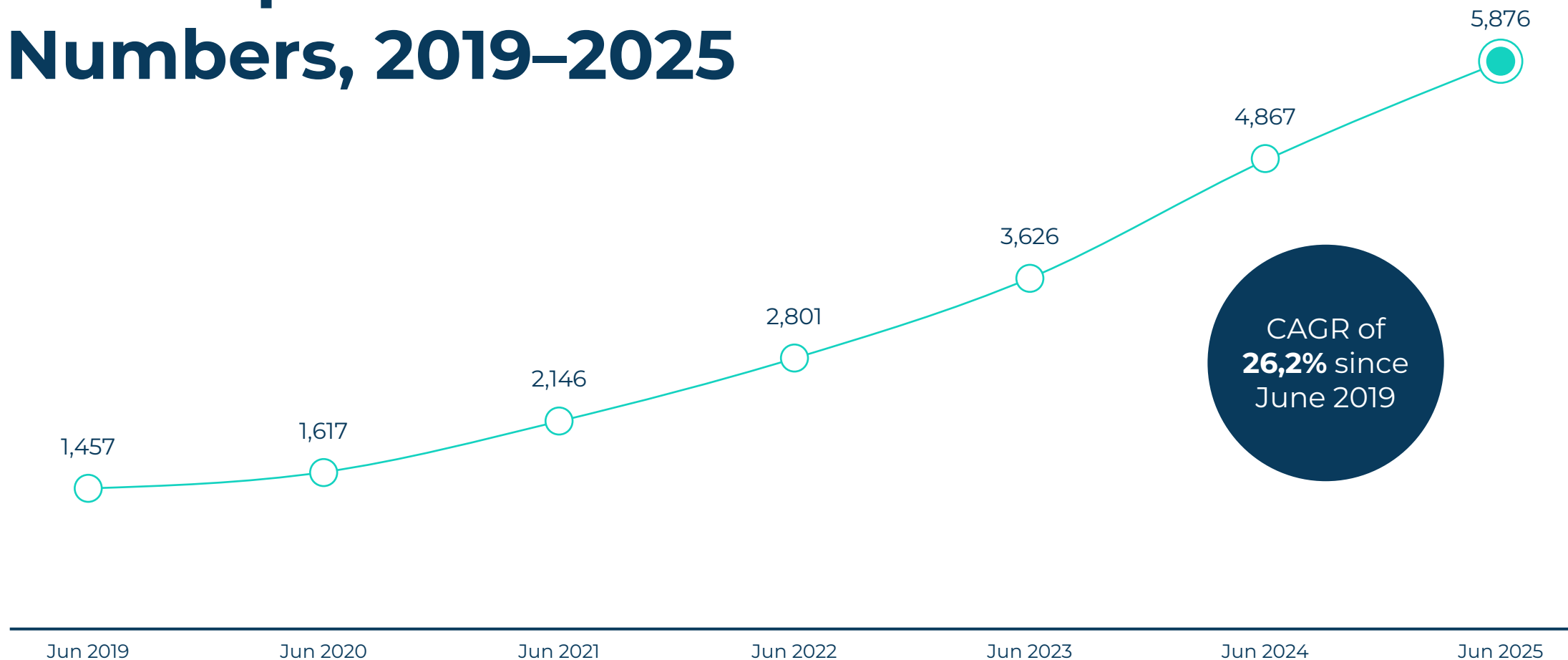
*Covers all products



Development in Rental Numbers, 2018–2025

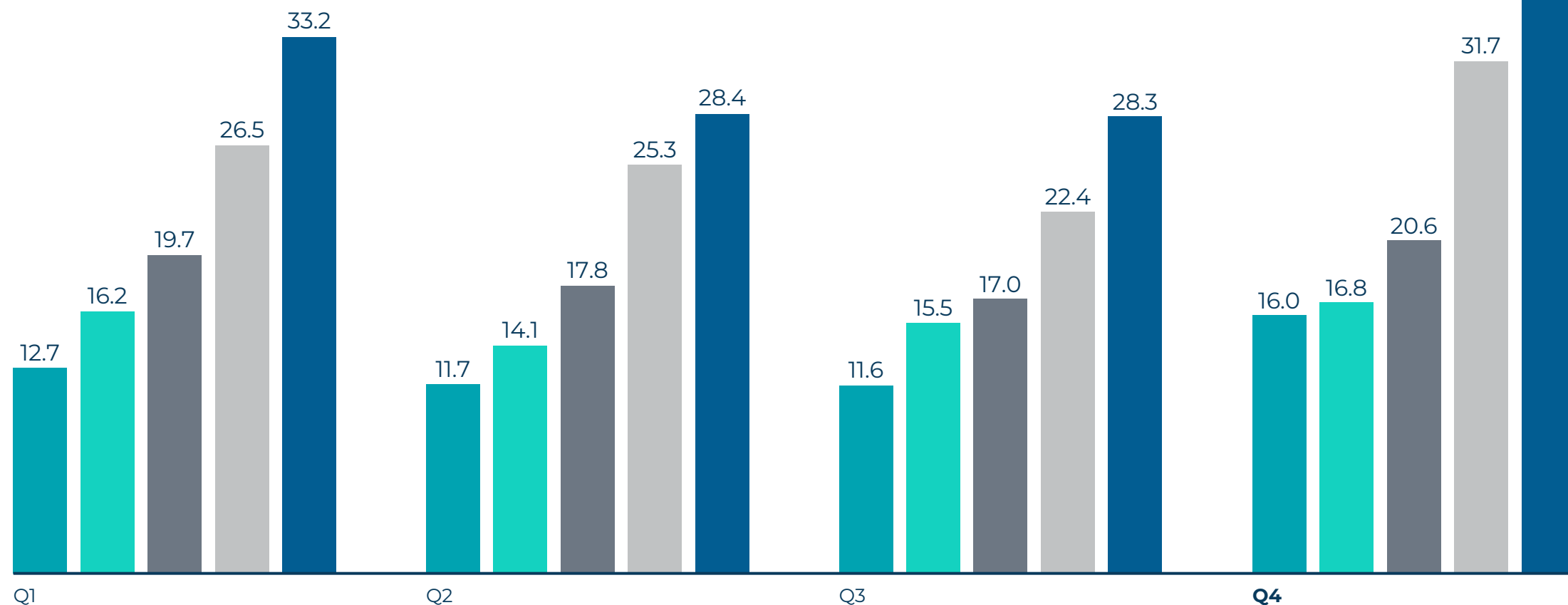


Development in Trailer Numbers, 2019–2025



DKK MILLION

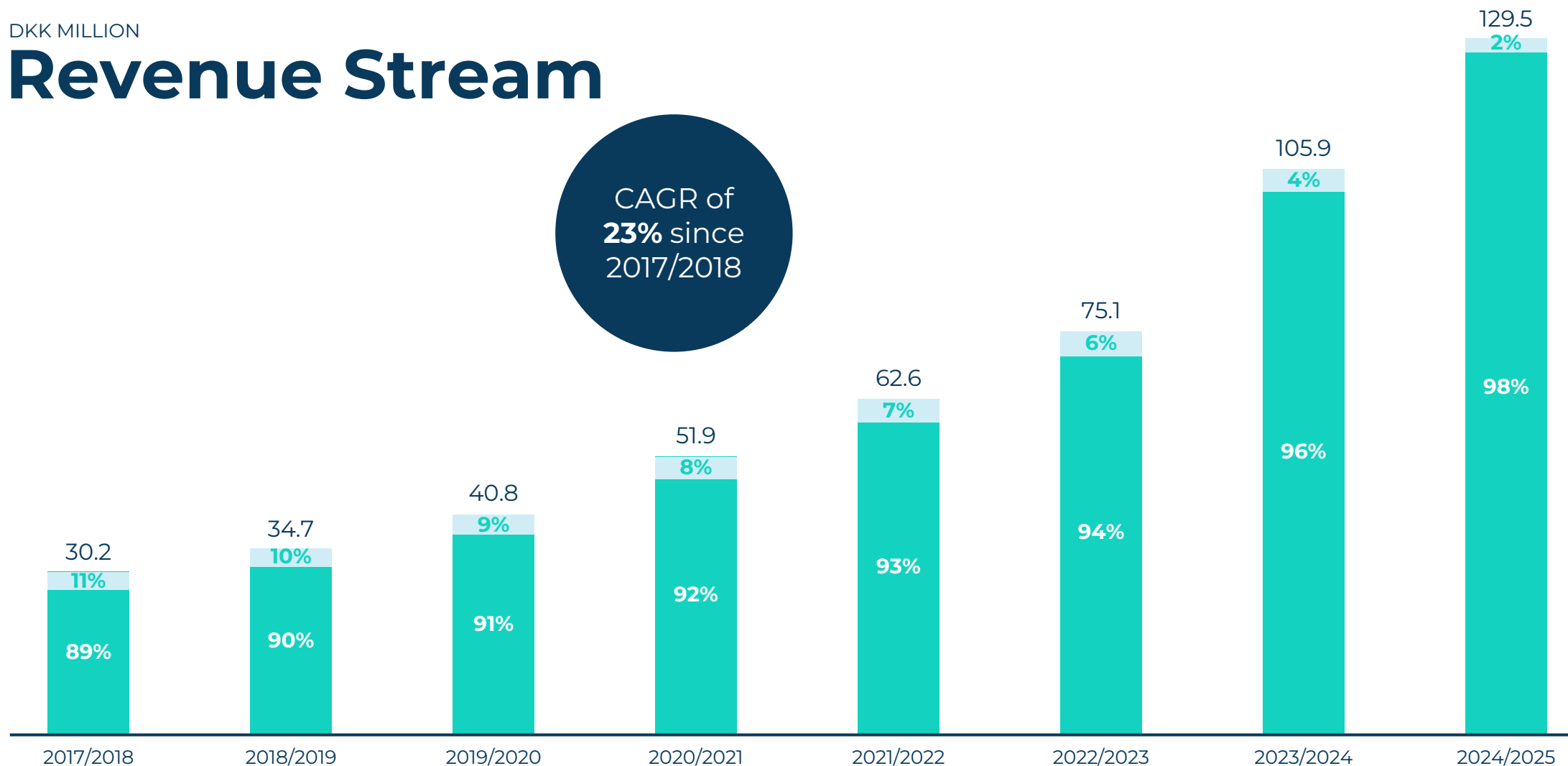
Quarterly Revenue



DKK MILLION

Revenue Stream

CAGR of
23% since
2017/2018



DKK MILLION

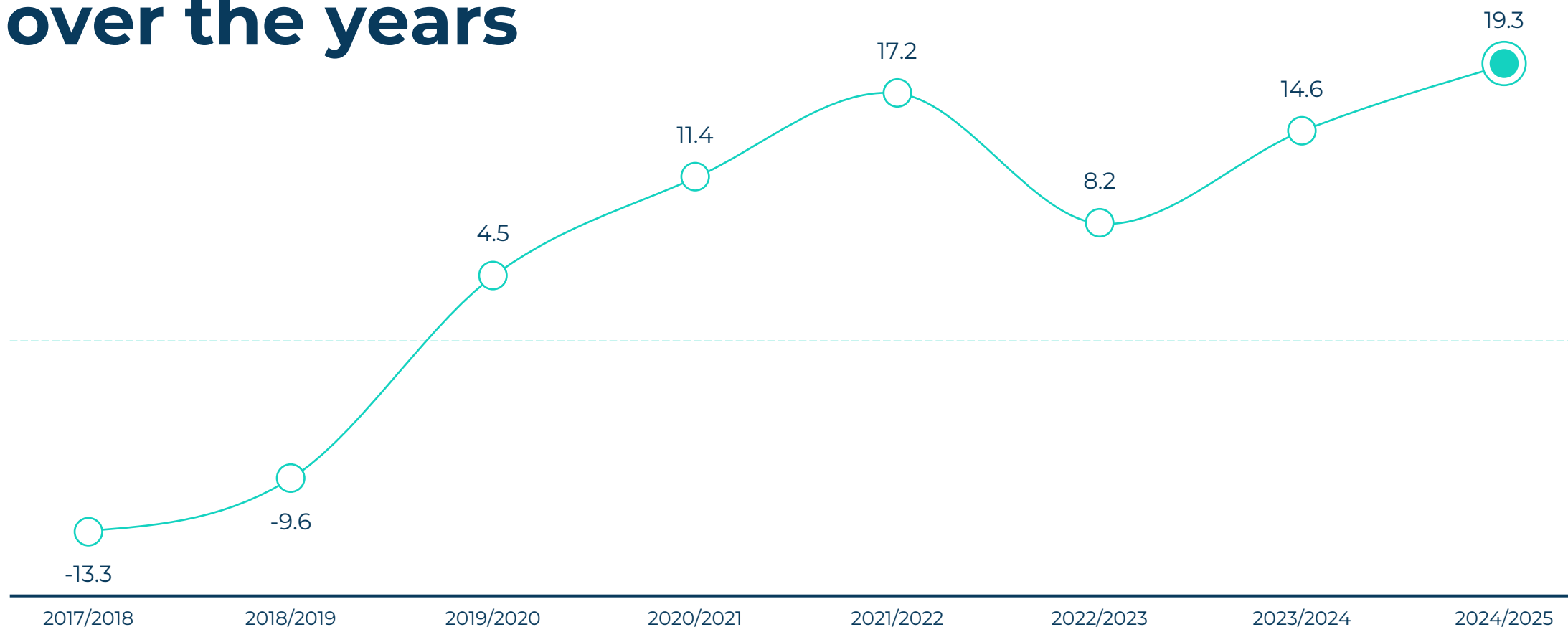
EBIT**over the years**

Guidance
EBIT
DKK 20–28m



DKK MILLION

EBIT Margin over the years



DKK MILLION

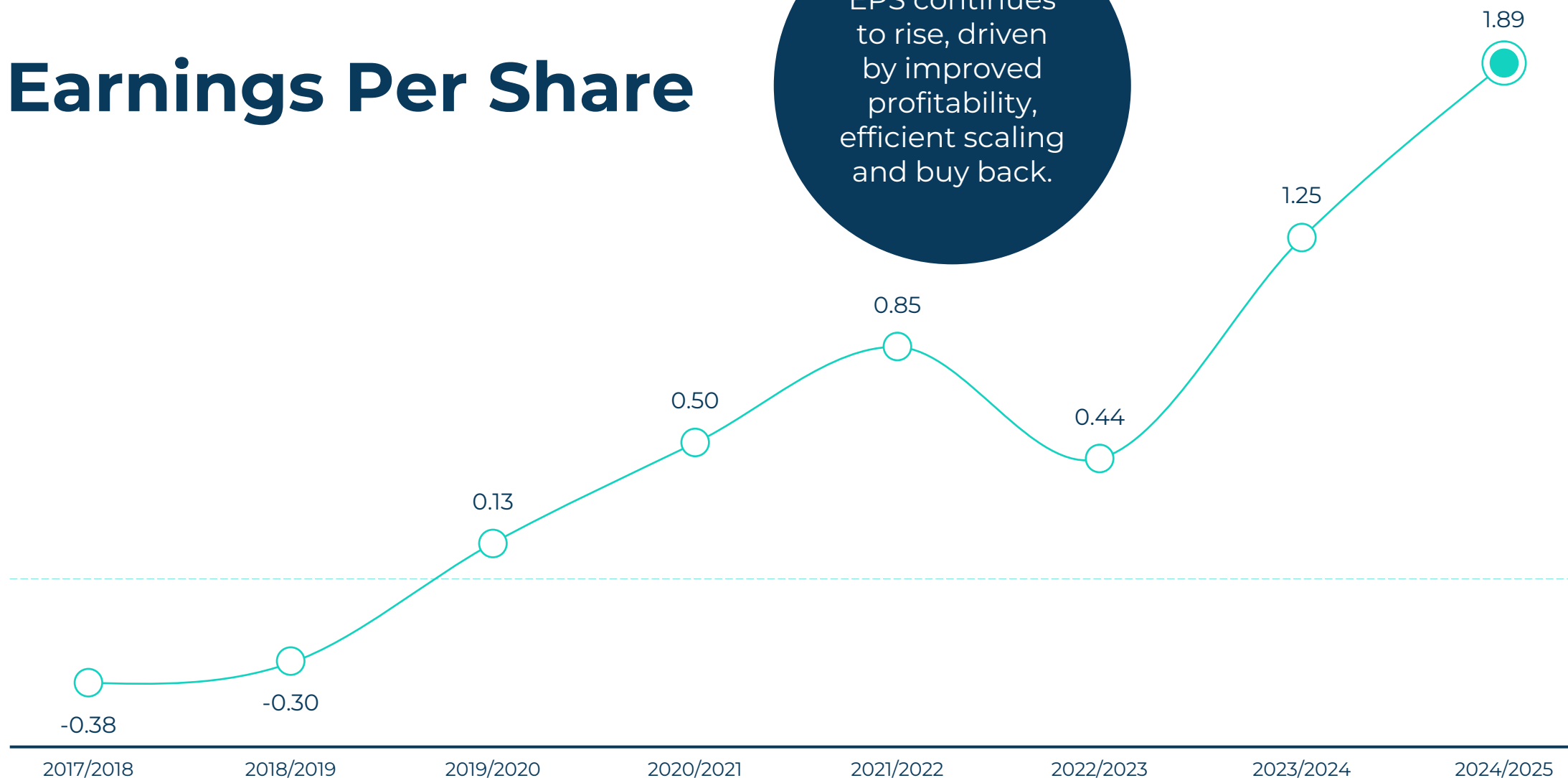
Annual Profit

Our **annual profit** reflects strong operational performance, driven by both revenue growth and improving margins.



Earnings Per Share

EPS continues to rise, driven by improved profitability, efficient scaling and buy back.



Goals and Objectives for 2025/2026



Revenue

DKK 145–155m



EBIT

DKK 20–28m



Our Focus for Growth

**Investing
in scale**



From trailer rentals to Outdoor Media



Measurable outdoor media

Trailers are now mobile ad spaces, tracked in real time for impressions, distance and “eye-ball” effect.



New growth stream in motion






Media offering is gaining traction as an add-on, aligning with our 2027 strategy.



Core markets power expansion

Freetrailer's core markets, driving stable cash flow and high rental volumes. The steady performance supports Freetrailer's expansion into Germany and the Netherlands.

Key Metrics

-  **91%** → 733,045 rentals
-  **73%** → 541,690 rentals
-  **77%** → 224,834 rentals
-  **39%** → 35,125 rentals
-  **15%** → 6,275 rentals

**Untapped
Market Potential**
1m private trailers
vs. **20,000 Freetrailer**
trailers



Locations
in Denmark,
Sweden, Norway,
Germany and the
Netherlands
1,609

211

754

437

75

132

Our focus for growth



AI & Automation

Smarter service, automated maintenance, personalised marketing.



B2B

Easy trailer access for professionals.



Pricing model optimisation

Using data to refine user add-ons and maximise partner returns.



New Revenue Streams

In-app ads live by June 2025.



Strategic partnerships

Expanding our partner network to strengthen growth in new markets.



Data and Sales driven

All driven by data, partnerships, and scalable tech.



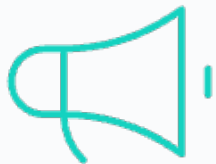
Strategy 2024–2027

Mont Blanc



Three Strategic Pillars

Key Growth Drivers



Growth

Increase brand visibility and expand into new markets, focusing on driving revenue growth in high-potential regions.



ONE Team Culture

Foster a high-performance team across all markets to drive faster execution and market responsiveness.



ONE platform

Invest in technology to improve scalability and efficiency.



780,000+ Freetrailer-app users

Since the launch of our new app in June 2024 until the end of June 2025, we have over 780,000 Freetrailer-app users. An app that has taken a quantum leap in security and user experience. On average, users borrow a trailer 2.5 times a year.



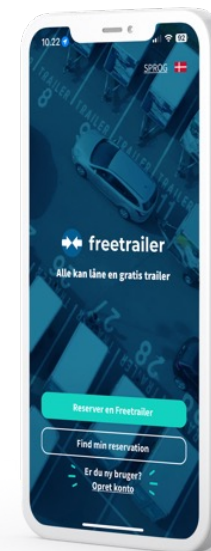
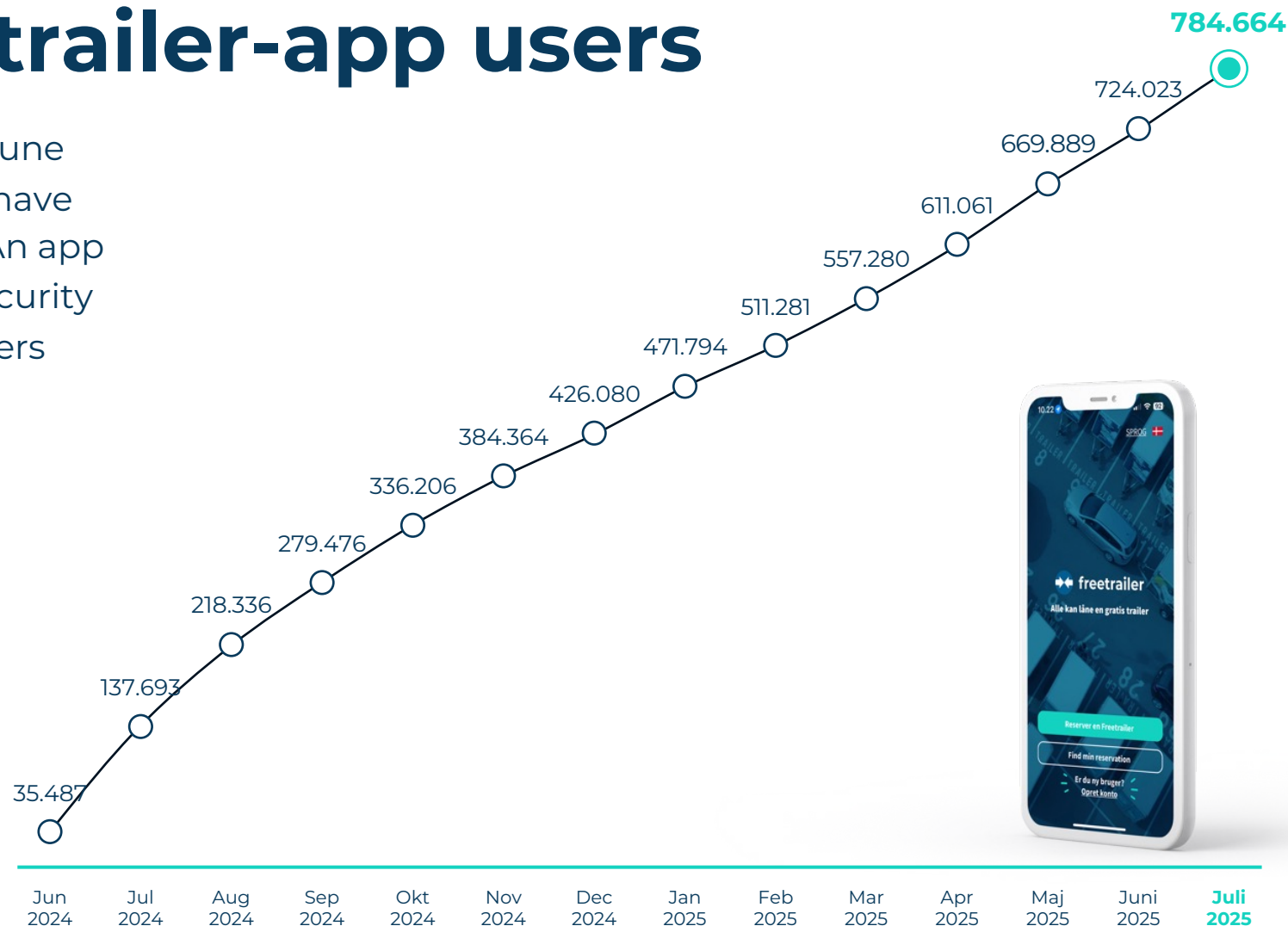
User
accounts



Advanced
security



Modern
app and web
booking



Our Management



Nicolai Frisch
CEO



Martin Damm
CFO



**Maj-Britt
Brøchner-Mortensen**
CSO



Sara Lyngsø
CMO



Lasse Ott Kartin
CTO



Q&A

