

H2/2024

20

**A YEAR OF  
GROWTH & EXPANSION**

24



**PREMIUM POUCH GLOBAL**



# Stronger together – **Key Achievements**



Welcome to the Premium Pouch Global H2 Report, highlighting our key achievements, progress, and commitment to excellence throughout the second half of the year.

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# H2 Overview

The second half of 2024 was a period of significant growth and strategic progress for our company. In our primary market, Finland, we observed increased market saturation, with only legitimate players remaining. From a regulatory perspective, we see a shift towards stricter regulations regarding flavors and strengths, but this has no practical impact, as the majority of our current sales already comply with the proposed regulations. While some of our flavors may be restricted, this also creates opportunities to introduce new products and achieve more shelf space from new retail shops.

Our delivery volumes grew by an impressive 217% in H2 compared to the first half of the year. One of our most significant achievements was the expansion of existing partnerships, an area in which we excelled. By implementing joint initiatives with our top partners, we significantly boosted product sales through their channels, driving major sales growth. In 2025, we will focus on securing additional strategic partnerships both in Finland and internationally.

From a financial perspective, 2024 has been an exceptionally successful year. While our extended fiscal year is still ongoing, we anticipate achieving a profitable revenue of approximately €12 million within this second fiscal period.

The Finnish market is thriving, and our products have quickly become rising stars, attracting attention even beyond Finland. In 2024, we began expanding into Sweden, achieving promising results, initially driven by Finnish consumers. Our next goal is to firmly establish ourselves among Swedish consumers while continuing to grow internationally—especially in Sweden, Spain, and other micro-locations with a strong Scandinavian presence.

The partnerships established in 2024, particularly in Sweden, will play a crucial role in our growth strategy in the coming years. As we move into 2025, we remain committed to sustainable growth, strengthening our brand, and optimizing operations for long-term success. We sincerely thank all our customers for their continued support—2025 will be a year of reaching even greater heights together!



**Aleks Rönkkö**

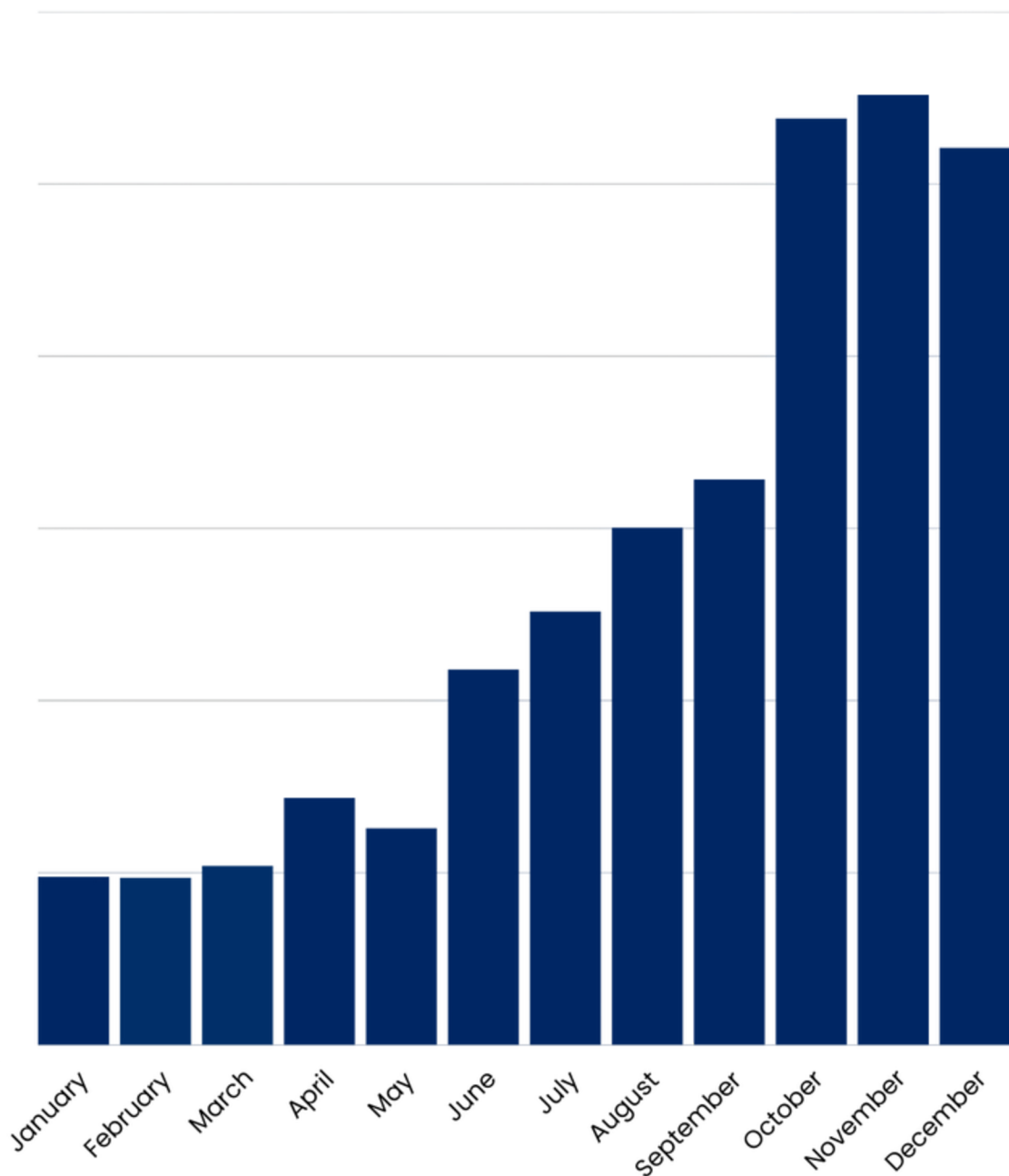
Chairman of the Board,  
Premium Pouch Global





# Total delivery growth

## Full Year



# Strategic Success in Finland

*Dear Partners and Collaborators*

Finnish business operations have developed positively over the past six months, and we have reached significant milestones in both revenue growth and strengthening our market position. We have particularly focused on maximizing sales through our sales channels, operational efficiency, and improving forecasting.

We made a strategic decision to close our Finnish e-commerce platform and redirect consumers to our partners' sales channels. This move strengthens our position as an attractive partner and improves our relationships with distributors. Additionally, our tax obligations in Finland resulted in higher e-commerce pricing in Finnish e-commerce site compared to competitors, reducing our competitive advantage.

The Finnish market remains competitive, but we have successfully strengthened our position in retail channels by offering excellent service, a competitive product, and leveraging strong consumer demand. Our products are now available in more locations, and as remote e-commerce ends, our shelf space has expanded significantly compared to before.

In the upcoming period, we will particularly focus on the following areas: expanding our product range and distribution in retail stores and kiosks.

The outlook for Finland's business operations is promising, and we believe that our strategic choices enable sustainable growth. Market uncertainties, such as economic conditions and regulatory changes, may impact business, but we are prepared to adapt to changing circumstances.

I would like to thank the entire Finland team for their dedication and contributions. Together, we will continue to innovate and develop, ensuring that our business remains competitive and valuable to our customers.



**Juuso Rautalin**

Country Manager, Finland



# Inspiring Progress

**+12M**

Estimated revenue  
in second fiscal year

**Brand performance  
overview**

Puff &  
Pouch

No data to..

Greatest

**34%**

Increase in inbound  
leads

**+30**

Countries reach by  
online channels



Total Delivery  
Growth in H2

**+217%**

Monthly impressions  
from end customers

**+20M**

(Based on tracking in different  
platforms)

# Expansion of distribution

During H2, we successfully enhanced our delivery speed and operational efficiency by opening our third warehouse in Lithuania. This expansion allows us to optimize our supply chain, ensuring faster order fulfillment and a more seamless distribution process across our key markets.

By leveraging the new warehouse, we have achieved significant reductions in logistics costs while simultaneously lowering our carbon footprint. Consolidating shipments and shortening transportation routes have contributed to a more sustainable and cost-effective distribution model, aligning with our commitment to operational excellence and environmental responsibility.

**Expansion of Distribution partnerships**  
During H2 2024, we successfully capitalized on the offers and negotiations initiated in the first half of the year. This resulted in a significant stabilization of our business, transitioning from reliance on a few key accounts to a larger network of distribution partners by the end of 2024.

This expansion further fueled our strong growth momentum, reinforcing the positive cycle where the more partners distribute our products, the more inbound inquiries we receive. This trend highlights the increasing market demand and brand recognition we have achieved.

Notably, in the latter part of 2024, we initiated several high-impact negotiations, positioning us for an exceptionally strong start to H1 2025. Our forecasts for the first half of 2025 indicate continued expansion and increased market penetration across key regions.

Additionally, during H2, we initiated a small-scale expansion beyond the Nordic markets with promising results. While our current sales targets outside the Nordics are not yet substantial, this move is a crucial step and proof that our product is scalable across Europe. This successful entry strengthens our long-term vision of establishing a wider European presence.



**Saku Koponen**

Head of Sales,  
Premium Pouch Global





# New launches

One of the largest  
pouches in the  
industry

**0.8g**

Per pouch

**GREATEST XL**



# Brand Overview and Strategy

During the latter half of 2024, GREATEST solidified its position in its target segment, resonating deeply with the consumers it was designed for. The brand consistently communicates messages of strength, victory, and excellence, and through extensive trials and feedback collection campaigns, we have received overwhelmingly positive responses—especially from first-time users. Notably, customer feedback highlights that users are highly likely to become repeat customers after their initial experience with the product.

Our goal is to provide customers with high-quality, timeless products that not only stand the test of time in terms of style but also in terms of substance. From a branding perspective, we have successfully aligned the product's core attributes with its visual identity, communication, and overall presence. The product and brand go hand in hand, reinforcing a strong market presence that translates into long-term consumer trust and loyalty.

Throughout 2024, GREATEST refined its visual identity and expanded its international distribution network. This development is fully in line with our core mission – to be the most desirable partner in the industry.

For brand recognition to reach its full potential, the selection of distribution partners is crucial, but equally important is the scale of our reach.

While we have chosen to focus on opening new markets with the Greatest brand at the forefront, the Puff&Pouch brand remains strong with an established customer base, particularly in Finland. Scaling two brands into large-scale international distribution takes time, and increasing brand awareness requires continuous effort. Therefore, we have prioritized the Greatest product line as our spearhead when entering new distributors and markets. However, we firmly believe in the long-term growth potential of Puff&Pouch.

A portrait of Susanna Kalliosto, a woman with long blonde hair, wearing a dark blue dress with long sleeves and a keyhole neckline. She is standing with her arms crossed and a slight smile.

*Susanna Kalliosto*

**Susanna Kalliosto**

Head of Brand,  
Premium Pouch Global



# Future plans and Innovations



- New product collection launching in Q2 2025
- More sustainable, eco-friendly, and premium packaging materials
- Increased investment in offline marketing to strengthen physical retail presence
- New showroom partnerships to showcase our brand in key locations

## KEY FOCUS

Brand Awareness Growth

**Expanded brand awareness in priority markets, combined with global exposure efforts**



**GREATEST** continues its upward trajectory, with a firm focus on sustainability, premium quality, and customer experience. The journey has only just begun, and with the momentum gained in 2024, we are well-positioned to drive even greater success in 2025.




**PREMIUM  
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