

H2/2025

20

GROWTH & EXPANSION

25



PREMIUM POUCH GLOBAL

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The scaling phase

H2 Key highlights



Performance Snapshot



Growth in Points of Sale



Strategic Highlights

- ✓ +102% growth in total deliveries from H1 to H2.
- ✓ 25.2% market share in Finland
- ✓ Expanded the Greatest portfolio to 6 SKUs
- ✓ Appointed a COO in Sweden to accelerate growth
- ✓ Strengthened the expansion team with a highly experienced FMCG Business Development Manager

**+4 NEW
MARKET
OPENINGS**

**13M€
REVENUE***
(07/2025–12/2025)

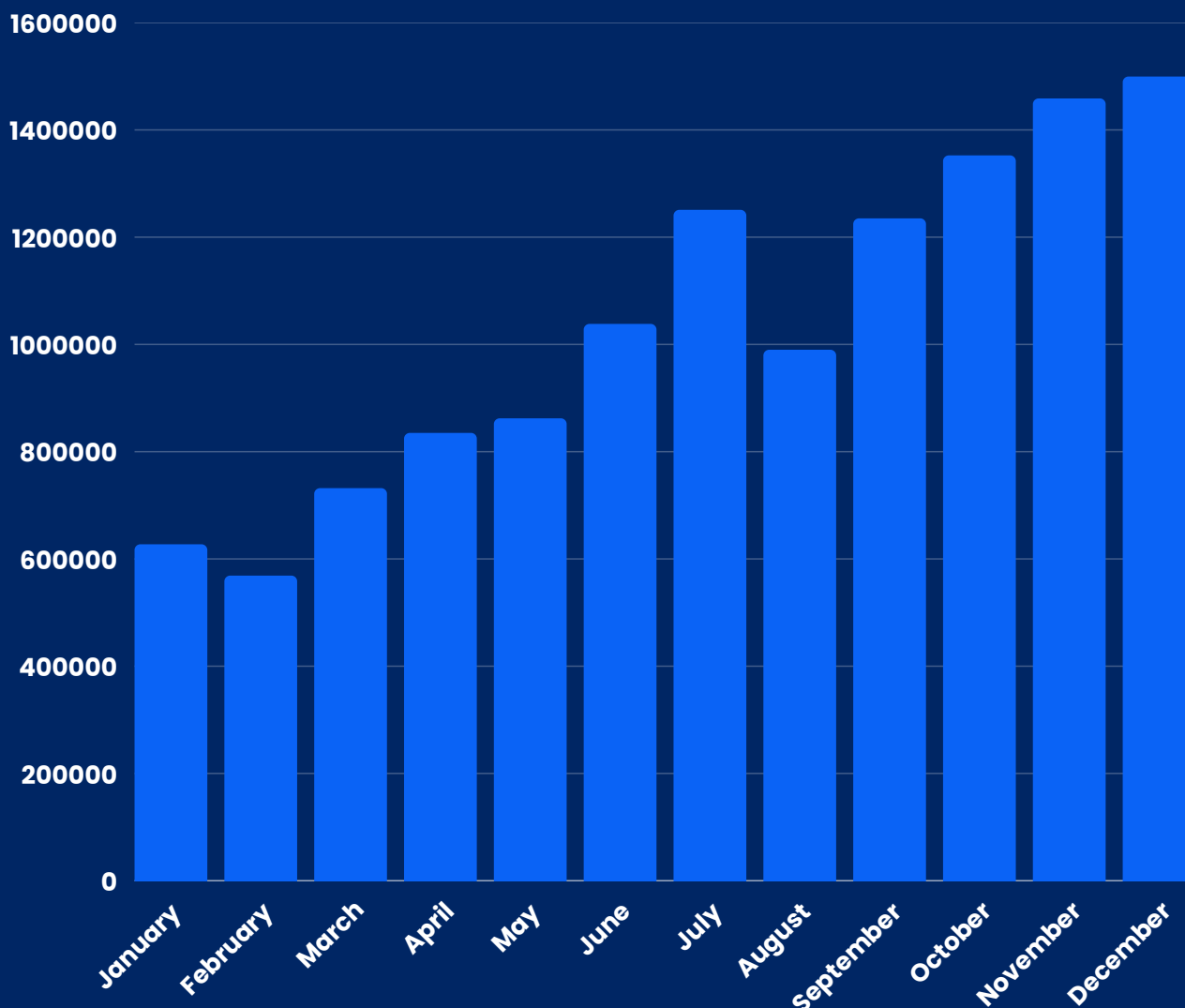
*Excluding nicotine taxes

**16,2%
EBITDA**

**30M€
EXPECTED
REVENUE***
FOR FULL FISCAL YEAR

*Excluding nicotine taxes

Total delivery growth Between H1 and H2/2025



As illustrated in the chart, we nearly tripled our sales from January to the end of December, demonstrating strong and consistent growth throughout the year.

Total deliveries more than doubled from H1 to H2, growing by 102%.

Deep dive to home market

**Aleksi Rönkkö**

Partner, Premium Pouch Global

We entered the second half of the year from a position of significant strength in our home market, Finland.

During the first half, our flagship products, Greatest 16mg and Greatest 8mg, became the top-selling SKUs within Finland's leading retail chain. This achievement significantly strengthened our brand visibility and consumer trust in the most important sales channel in the country.

Our total market share increased from 16.5% during the summer to 25.2% by year-end.

This growth is a clear indicator of accelerating consumer demand and the effectiveness of our distribution and brand strategy.

During the second half of the year, we also reached an agreement with the last remaining Finnish retail chain. As a result, in 2026 we successfully expanded and stabilized our distribution network across all major points of sale in Finland.

Our distribution foundation is now structurally strong and provides an excellent platform for the next phase of growth.

The legislation banning online sales, which came into force in August, further shifted volumes toward brick-and-mortar retail. We view this development positively, as physical retail demand is more stable and predictable, supporting improved operational planning and inventory management.

Market share accelerated to**25.2%**

Based by the performance in key accounts

2 Top-selling SKUs in Finland

Greatest 16mg and 8mg reached #1 and #2 positions in major key accounts

We concluded the year in a strong position, effectively holding the #1 and #2 sales rankings across all of our key retail partners. Despite our strong market share growth in Finland, there is no room for complacency. Compared to many competitors, our product portfolio remains relatively narrow, which provides significant untapped growth potential going forward.

Our foundation is now firmly in place: we are genuinely present across all major retail channels in Finland, and our operational platform is stable. This enables systematic growth even as month-to-month comparisons become more demanding. The regulatory framework in Finland has now stabilized, future plain packaging changes are known, and the market has become structurally difficult for new entrants. We believe we are well positioned to continue progressing toward a leading position within the overall category.

◆ Excise duty changes

Looking ahead, taxation will be a key driver of market development in Finland. Despite the online sales ban, cross-border purchases remain significant. Further increases in domestic tobacco taxation do not support local demand but instead risk shifting purchasing power to neighboring countries—particularly Sweden—where taxation remains more moderate.



We are extremely grateful for the support we have received from our customers and partners. With a strong foundation in place, we are well positioned to continue building on this momentum in the years ahead.

GREATEST Launch in Sweden

+1000

stores carrying
Greatest in less
than 8 months.

25%

Month-on-month
growth.

5

Full time sales
representatives



Growing success in the world toughest Market



Our first employee joined in May 2025, marking the start of our local presence in Sweden. Since then, we established the Swedish subsidiary and, under my leadership, expanded the field organisation to five full-time sales representatives from August onward.

All team members were recruited directly from the nicotine pouch industry, each bringing over five years of category experience enabling immediate retailer access, strong market knowledge, and commercial credibility.

Carl Nielsen

COO Sweden,
Premium Pouch Global

A handwritten signature of Carl Nielsen in a cursive script.

Nationwide expansion

During the latter part of 2025, distribution expanded significantly, with Greatest now available in over 1,000 stores across Sweden, providing nationwide coverage. Sales growth followed distribution, with an average month-on-month volume increase of +25%, reflecting rising consumer demand and strong in-store execution.

A key milestone during the period was our launch on Snusbolaget.se, owned by Haypp Group, Sweden's largest nicotine pouch e-commerce platform. Greatest ranked among the strongest new brand launches on the platform during the year, confirming the brand's competitiveness in one of the market's most important channels.

Strategic distribution partnership

Building and strengthening the right partnerships is central to our long-term growth in Sweden. During the latter part of 2025, we reached a commercial agreement with SmD Logistics AB, Sweden's largest distributor of nicotine products. The formal contract will be signed in Q1 2026.

Aligning with SmD is a significant strategic step. It secures efficient nationwide distribution and provides the infrastructure required to scale further in a controlled and sustainable manner.

Expanding the Category with lighter alternatives

With Cold Dry EASY (4 mg), Greatest takes a proactive stance demonstrating that nicotine content does not need to be at the maximum level to deliver a premium, satisfying experience.

Quality, balance, and ingredients matter more than sheer strength.

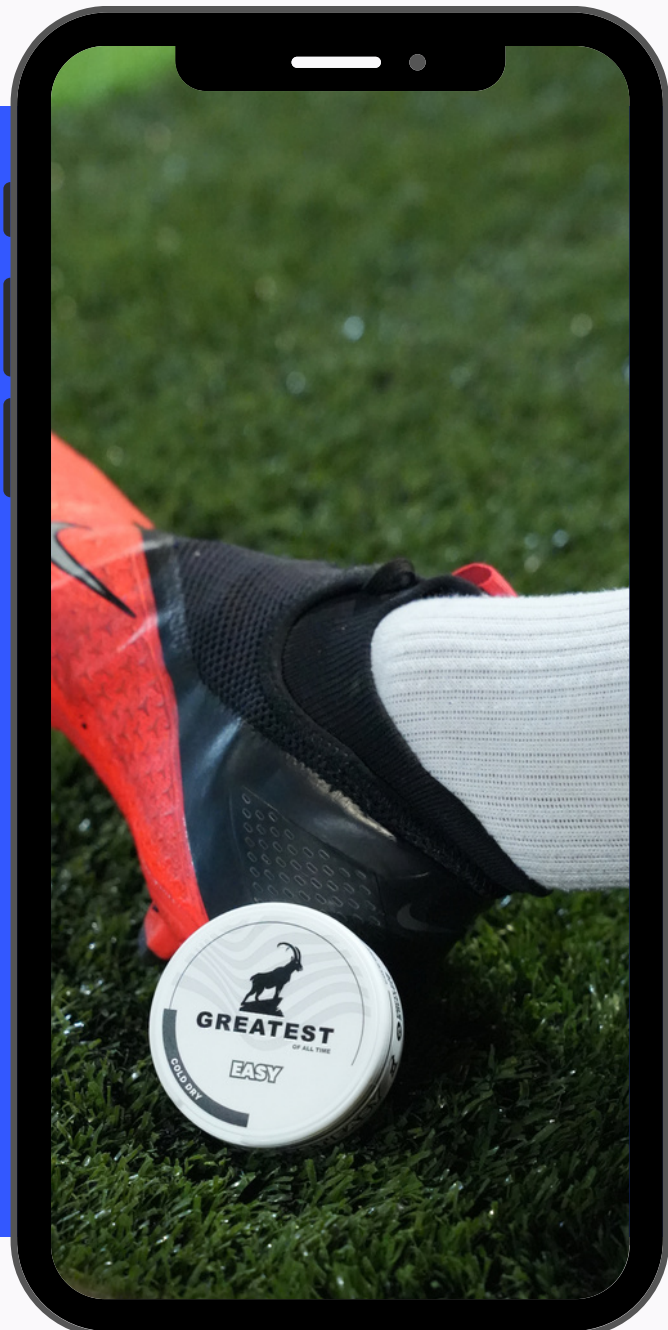


Cold Dry EASY

**Designed for
mild strength
category**

4 MG

Per Pouch



Global Expansion Leadership

During H2 2025, Premium Pouch Global accelerated its international expansion, strengthening distribution partnerships and building a scalable platform for multi-market growth.

As part of this phase, **Michael Pettersson** joined as Director of Business Development to lead global expansion and long-term commercial partnerships.

Reflecting on joining the company, Michael Pettersson, Director of Business Development, commented:

"Joining Premium Pouch Global at this stage feels like stepping into a company on the edge of something truly exceptional. The brands, the team, and the speed at which the business is moving create a rare opportunity to build a global category leader. What excites me most is not only what has already been achieved, but the enormous untapped potential ahead across international markets. With the momentum now in place, I firmly believe the coming years will transform Premium Pouch Global into one of the most influential – and indeed one of the greatest – nicotine pouch companies in the world."



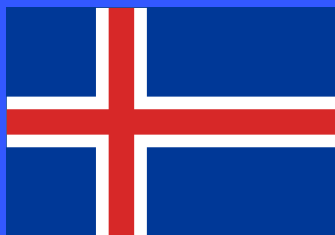
With strong foundations now in place, a rapidly expanding international partner network, and rising global demand for tobacco-free nicotine alternatives, Premium Pouch Global enters 2026 and beyond with exceptional growth momentum. The company is uniquely positioned to scale across markets, strengthen global brand leadership, and deliver sustained long-term value – marking the beginning of an exciting new chapter in its international growth story."

Michael Pettersson

Michael Pettersson

Director Business Development

New Market **Expansions**



Iceland is a natural extension of our Nordic foundation.

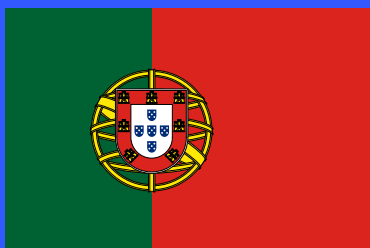
Partnership initiated in late 2025 with a strong local distribution partner.

The collaboration has started well, early traction is promising — Greatest is clearly gaining attention in the market.



Spain is a strategically important market, especially due to its strong Nordic and international expat base.

Market entry started with building our own field sales team. Distribution through Logista enables nationwide coverage across tobacco retail.



In late 2025, we prepared for **Portugal's** 2026 market opening by onboarding our first field sales representatives and securing a distribution agreement with Logista.

Logista enables nationwide coverage for all retailers.



In **Greece** our products are distributed by a strong local partner, and availability of Greatest increased month by month.

Together, we focused on expanding distribution and driving consumer activation.

By the end of the year, we began to see tangible results, with sales developing in line with expectations.

Building to Scale



The essence of Greatest

Quality, strength, and identity.

By staying true to these values in every detail, we have built a brand that resonates, inspires confidence, and sets the standard in the category.

It is rewarding to see that our execution translates into results. In our home market, we continue to grow and reach new milestones. As we enter new markets, key distributors and retailers already recognize our brand and respond positively to the way we operate. Our reputation now travels ahead of us.

To match that momentum and ensure we can respond quickly to growing demand, we brought in more key Greatest players to drive scaling operations forward.

With our main brand, we operated for a long time with only a few core SKUs. Instead of overextending the portfolio, we focused on making those products visible, available, and preferred. Our goal has always been clear: to turn them into consumer's favorite brand and product – not just another option on the shelf.

Toward the end of 2025, we had resolved most of the typical growth bottlenecks by recruiting additional key talents and streamlining our processes. We then initiated aggressive expansion across Europe. The results followed. Our flagship brand entered four new markets and achieved strong growth in online channels.

At the same time, we began preparing key SKU additions for early 2026, launching in January. We built a clear and structured roadmap for the full year, ensuring that we continue to introduce brand-building and revenue-driving products that consumers genuinely look forward to.

A sincere thank you to our team, our customers, and our partners. We are on the same side — and as we continue on this path together, the story will be amazing.

Saku Koponell
Saku Koponell

Premium Pouch Global

Turning Visibility into Momentum

We come from Finland, where nicotine pouches are subject to strict marketing and visibility restrictions. In practice, this means there has been very limited opportunity to build brand presence in-store. Now, as we expand into new markets with different regulations, we finally have the opportunity to make our brand visible — in the right way.

Our focus in H2 has been on translating our identity into something people can actually see and feel. When someone walks into a store, we want Greatest to stand out. Not by shouting — but by being clear, confident, and recognizable.

◆ **Brand work is detailed and continuous.**

◆ ***We listen closely to our customers, refine how we present ourselves, and make sure what we promise matches what they experience.***

The work never really ends — and that's the beauty of it.



From the very beginning, as we set out to build this brand, we have been guided by one simple principle: a strong brand creates loyal customers — and loyal customers create sustainable, long-term growth.

When Greatest leaves a mark in-store, it builds preference, recognition, and loyalty. And that loyalty is what strengthens our results over time.

That is our long game.

Susanna Koponell

Susanna Koponell

Premium Pouch Global



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