IPO of Bohus

You can now subscribe for shares in the initial public offering of Bohus

Bohus is Norway's largest mid-market furniture retailer

Bohus is Norway's largest mid-market furniture retail chain with a nationwide presence through 72[1)] strategically located stores and an online platform

Bous has a long history dating back to 1976, with a track-record of growth and with a scalable, centralized chain model in place following the 2025 reorganization

Bohus intends to carry out an initial public offering (IPO) and listing on Euronext Oslo Børs in connection with the sale of shares by existing shareholders, primarily consisting of former store owners

For more information about Bohus and how to subscribe for shares in the initial public offering, please see the prospectus dated 8 June 2026

1) Number of stores as of 1 June 2026, including 6 franchise stores

About Bohus

Bohus was founded in 1976 and has developed into Norway's leading furniture retailer in the mid-market segment. Through brand building, store expansion, and investment in logistics and sourcing, the company has established a strong nationwide position with 72 stores, including 6 franchise stores, supported by an increasingly integrated online offering. In 2025, Bohus completed a major structural transformation through the consolidation of store ownership into a more centralized group model, strengthening operational control and creating a more scalable platform for future growth. Through its broad assortment, strong service offering, trusted brand, and nationwide footprint, Bohus has become a preferred destination for Norwegian consumers seeking furniture and interior products across key home categories[1)].

Bohus operates in the NOK 20bn Norwegian furniture market[2)]. Bohus had an estimated 17% market share in 2025, having experienced a 5 percentage points market share gain since 2017[3)], positioning Bohus as the largest player in the mid-market segment. The market is characterised by structural demand driven by growth in the number of households, supported by solid household purchasing power and high home ownership rates, underpinning resilient replacement demand. The category also benefits from barriers to entry such as the need for physical stores, complex logistics, and demanding last-mile delivery. Supported by central procurement, logistics, category management and a high share of private-label and non-branded products, Bohus combines scale, differentiation and operational efficiency in a resilient retail category.

Through its nationwide store network, omnichannel model, well-known brand, and central warehouse, Bohus has built a strong competitive position in the Norwegian market. The company is supported by high customer loyalty, a broad and affordable assortment, and a flexible sourcing model with more than 200 suppliers, primarily in Europe. Its logistics platform, central warehouse, and store network create advantages in availability, delivery speed and customer service, while the Bo:Klubben customer club, further strengthens engagement and ticket sizes. Together, this supports Bohus' position as the leading mid-market furniture retailer in Norway.

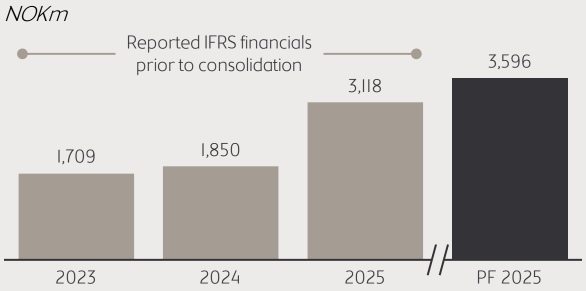
Bohus combines solid revenue growth with strong profitability and cash generation. On a pro forma[4)] basis for 2025, the company generated revenue of NOK 3,596m, adjusted EBIT of NOK 444m, and an adjusted EBIT[5)] margin of 12.3%. From 2023-2025, the Group's system-wide revenues[6)] grew from NOK 3,077m to NOK 3,671m, equivalent to a CAGR of 9.2%.

Going forward, Bohus targets continued growth through a combination of like-for-like sales development, store openings and operational improvement initiatives. Like-for-like growth is expected to be mid-single digit in the short term, increasing to mid- to high-single digit over the medium to long term. In addition, the company aims for 3–5 new stores annually with NOK 20-25m revenue contribution per new store on average. Over time, the EBIT margin is expected to gradually increase towards the mid-teens. Bohus has adopted a dividend policy targeting an annual pay-out ratio of ≥80 of net income.

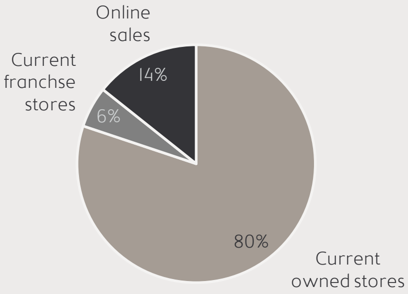
1) Source: Aller Media 2) The Norwegian market for furniture sales, based on industrial code 47.59, source: SSB; 3) Source: Virke; 4) Pro forma figures reflect the full year effect of owned stores as if acquisition of several former franchise stores had occurred 1 Jan'25 instead of 8 Jul'25; 5) Adjustments include i) One-off IFRS transition adjustment reflecting the reclassification of supplier rebates, ii) One-off cost of related to synthetic shares, and iii) Legal fees related to the consolidation process; 6) System-wide revenues represent all retail and online sales generated by Bohus-branded stores in Norway, irrespective of ownership structure

Key business metrics[1)]

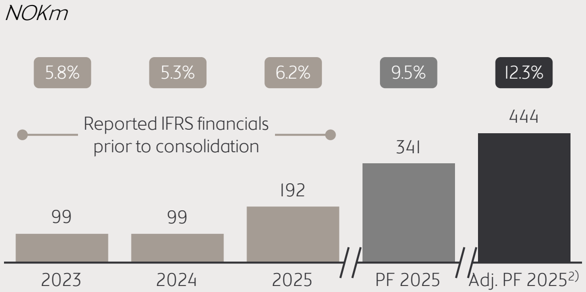
Total operating revenue development



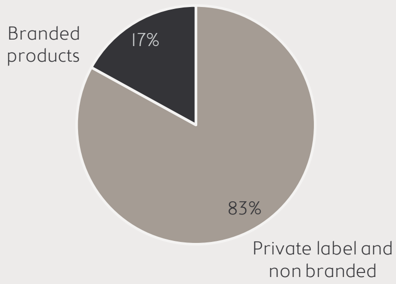
Revenue by channel (2025)[3)]

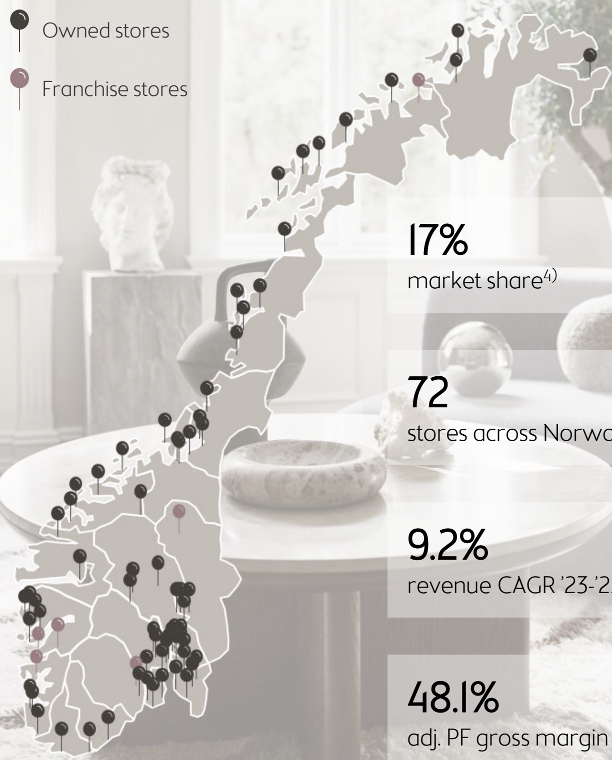


EBIT and EBIT margin development



Revenue by category (2025)[3)]





17%
market share[4)]

72
stores across Norway[5)]

9.2%
revenue CAGR '23-'25[3)]

48.1%
adj. PF gross margin '25[6)]

1) See the prospectus dated 8 June 2026 for further details about the financial metrics referred to on this slide; 2) Adjustments to EBIT margin includes gross margin adjustment, one-off cost of related to synthetic shares, and legal fees related to the consolidation process; 3) Based on system-wide revenue (representing all retail and online sales generated by Bohus branded stores in Norway, irrespective of ownership structure); 4) Source: Virke; 5) Number of stores as of 1 June 2026, including 6 franchise stores; 6) Gross margin adjusted to exclude the one-off IFRS transition related to the reclassification of supplier rebates

Terms

Terms

The public retail offering is directed towards investors in Norway, and subject to the following terms:

- Offer price per share: 31 NOK
- Minimum application of NOK 10,500
- Maximum application of NOK 2,499,999

Please see the prospectus for all relevant information including terms and risk factors related to buying shares in the company

Application

- The application period ends on 16 June 2026 at 12:00 (CEST) (Subject to potential changes).
- Residents of Norway can apply for shares online through www.nordnet.no/, www.dnb.no/emisjoner, www.abgsc.com/transactions and www.seb.no/ or by returning the application form by email to one of the application offices listed in the prospectus.
- The application form is attached to the prospectus.

Application forms must be correctly completed and received by one of the subscription offices prior to the expiry of the application

Timeline

- Information regarding allocation is expected to be made public on or about 17 June 2026 for investors with access to ESO Investor Services.
- First day of trading on the Euronext Oslo Børs is expected on 18 June 2026.
- Payment date for the public offering on 18 June 2026. Note that sufficient funds must be available on the stated bank account on 17 June 2026 at the latest (Investors applying for Offer Shares in the Retail Offering through the Nordnet webservice must ensure sufficient funds are available in the stated bank account by 12:00 CEST on 16 June 2026).

All dates are subject to change

For more information

Prospectus

Hard copies of the prospectus are available at the following addresses:

- ABG Sundal Collier, Ruseløkkveien 26, 0251 Oslo
- DNB Carnegie, Dronning Eufemias gate 30, 0191 Oslo
- SEB, Filipstadveien 10, 0250 Oslo, Norway

For more information

For further information regarding Bohus, the offer, legal or tax matters as well as risk factors related to Bohus and buying of shares, reference is made to the prospectus.

Questions

For further queries, please contact:

- ABG Sundal Collier, +47 22 01 60 77
- DNB Carnegie, +47 91 50 48 00
- SEB, +47 22 82 70 00

Electronic prospectus

- www.abgsc.com/transactions
- www.bohusasa.com
- www.dnb.no/emisjoner
- www.seb.no

Important information

This information is an advertisement and is not a prospectus for the purposes of Regulation (EU) 2017/1129 (the "EU Prospectus Regulation"). This advertisement is not, and does not form part of, an offer to buy shares or other securities in Bohus ASA ("Bohus"). Any investment in the securities mentioned in this advertisement is associated with a risk of loss of the entire investment. Investors should not subscribe for any securities referred to in this advertisement except on the basis of information contained in the Bohus ASA prospectus dated 8 June 2026 which is, subject to certain exceptions, available via the links above under Electronic prospectus. To gain a full understanding of the risks associated with investing in Bohus' securities, potential investors must read the entire prospectus before making an investment decision. The approval of the prospectus by the Norwegian Financial Supervisory Authority is not to be considered as a recommendation to invest in Bohus' securities.


Bohus