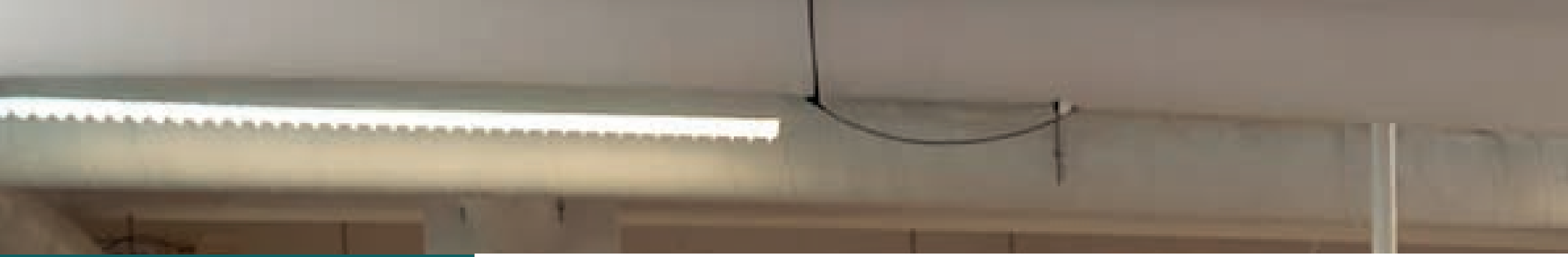


Wulff Group Plc

HALF-YEAR FINANCIAL REPORT

January–June 2025

WULFF GROUP PLC'S

HALF-YEAR FINANCIAL REPORT

January–June 2025

WULFF'S Q2 NET SALES HIGHEST IN HISTORY AND OPERATING PROFIT AT A GOOD LEVEL

APRIL–JUNE 2025 BRIEFLY

- Net sales totalled EUR 31.0 million (25.5), increasing by 21.7%
- EBITDA was EUR 1.9 million (1.7), and comparable EBITDA was EUR 1.9 million (1.7)
- Operating profit (EBIT) was EUR 1.2 million (1.2), and comparable operating profit (EBIT) was EUR 1.2 million (1.2)
- Earnings per share (EPS) were EUR 0.07 (0.15) and comparable earnings per share (EPS) were EUR 0.07 (0.15)
- The equity ratio was 36.1% (39.4)

JANUARY–JUNE 2025 BRIEFLY

- Net sales totalled EUR 58.2 million (48.8), increasing by 19.3%
- EBITDA was EUR 2.8 million (2.6), and comparable EBITDA was EUR 2.9 million (2.8)
- Operating profit (EBIT) was EUR 1.5 million (1.6), and comparable operating profit (EBIT) was EUR 1.6 million (1.7)
- Earnings per share (EPS) were EUR 0.06 (0.18) and comparable earnings per share (EPS) were EUR 0.07 (0.20)

FINANCIAL GUIDANCE 2025 (UNCHANGED)

Wulff estimates that net sales will increase, and that the comparable operating profit will remain at a good level in 2025.

The guidance is based on management's assessment of the market and business situation in Finland and Scandinavia. In particular, service businesses are expected to grow from 2024. Key uncertainties affecting the outlook are the general economic and employment situation, the development of inflation and interest rates as well as geopolitics: crises, tensions, protectionism and tightened competition between superpowers.

KEY FIGURES

EUR 1 000	Q2 2025	Q2 2024	Q1-Q2 2025	Q1-Q2 2024	Q1-Q4 2024
Net sales	31 013	25 474	58 179	48 753	102 815
Change in net sales, %	21.7%	4.6%	19.3%	-1.7%	9.6%
EBITDA	1 868	1 733	2 842	2 622	5 416
EBITDA margin, %	6.0%	6.8%	4.9%	5.4%	5.3%
Comparable EBITDA	1 901	1 718	2 875	2 783	5 577
Comparable EBITDA margin, %	6.1%	6.7%	4.9%	5.7%	5.4%
Operating profit/loss	1 195	1 171	1 524	1 561	3 180
Operating profit/loss margin, %	3.9%	4.6%	2.6%	3.2%	3.1%
Comparable operating profit/loss	1 228	1 155	1 557	1 722	3 340
Comparable operating profit/loss margin, %	4.0%	4.5%	2.7%	3.5%	3.2%
Comparable profit/loss before taxes	895	1 041	891	1 292	2 270
Comparable profit/loss before taxes margin, %	2.9%	4.1%	1.5%	2.7%	2.2%
Net profit/loss for the period attributable to equity holders of the parent company	450	1 024	409	1 225	1 778
Net profit/loss for the period, %	1.5%	4.0%	0.7%	2.5%	1.7%
Comparable net profit/loss for the period attributable to equity holders of the parent company	483	1 008	442	1 385	1 939
Comparable net profit/loss for the period, %	1.6%	4.0%	0.8%	2.8%	1.9%
Earnings per share, EUR (diluted = non-diluted)	0.07	0.15	0.06	0.18	0.26
Comparable earnings per share, EUR (diluted = non-diluted)	0.07	0.15	0.07	0.20	0.29
Cash flow from operating activities	880	-463	903	-1 202	4 114
Return on equity (ROE), %	3.3%	4.3%	2.9%	4.6%	8.2%
Return on investment (ROI), %	2.9%	3.7%	3.5%	4.6%	9.0%
Equity-to-assets ratio at the end of period, %	36.1%	39.4%	36.1%	39.4%	41.3%
Debt-to-equity ratio at the end of period	79.5%	80.5%	79.5%	80.5%	65.6%
Investments in non-current assets	367	391	629	885	1 628
Personnel on average during the period	321	272	315	267	271
Temporary employees on average in person-years of work	649	220	539	126	256

WULFF GROUP PLC'S
CEO ELINA RAHKONEN

Spring 2025 brought record-breaking achievements for Wulff. We reached the highest net sales in the company's history during the second quarter. Growth has remained strong for a full year: this marks the fourth consecutive quarter with double-digit net sales growth. I am especially pleased that our growth has been profitable – we have solid foundations to continue improving our profitability going forward.

We have performed exceptionally well in our newer service offerings for working life. Operating profit in the Worklife Services Segment more than sextupled during the first half of the year, surpassing the operating profit of the Products for Work Environments Segment for the first time. Net sales in Worklife Services also grew significantly, in line with our expectations. Staff leasing and consulting services have expanded vigorously, and we've driven growth in accounting services with deliberate and active acquisitions.

In the Products for Work Environments Segment, the market situation remains cautious, and this is reflected in purchasing decisions. Net sales for the segment decreased by 3.0% from the comparison period in the second quarter. Purchasing decisions are increasingly influenced by sustainability considerations. Today, purchases are made with care – based on need and as responsibly as possible. That's why we are consistently developing our product range to become even more sustainable. Improving logistics to be more cost-effective and faster, without compromising on sustainability or speed, is also a key focus for us.

At Wulff, our culture is to stay focused on opportunities even in challenging times. There's energy for growth and development when change is approached with understanding and a positive mindset. As working life evolves, more and more companies recognize the attractiveness of the work environment as a key part of employee satisfaction and well-being. Engaging encounters, quality coffee, or fresh snacks – such as the delicious options from our new Wulff FruitBar – help make workdays better and workplaces more appealing. We are building growth in workplace products by listening closely to our customers and staying firmly committed to our strategic choices.

"Executing our growth strategy is purposeful and inspiring"

Our new growth strategy, published in April, charts a path to success for us, our customers, and the planet – together and with a human touch. We believe that good working life and a good life stem from deep trust, bold renewal, and the mindset that every encounter is a chance to exceed customer expectations. Entrepreneurship is our way of operating – sustainably, responsibly, and with heart.

People thrive and succeed when values are lived daily and the culture supports them. We also have a clear, shared direction and a concrete metric for our goal: to double our net sales by 2030. Executing our strategy is not only goal-oriented but also inspiring – it gives purpose and direction to our daily work. To realize this growth, acquisitions will be necessary, with a particular focus on expanding our service businesses.

We are fully committed to our strategy, "A better world – one interaction at a time", as well as to our financial guidance. We expect our net sales to grow and our comparable operating profit to remain at a good level in 2025.

Thank you for joining us on this journey of sustainable growth!

GROUP'S NET SALES AND PROFIT

In April–June 2025 net sales increased by 21.7% (4.6) from the previous year and totalled EUR 31.0 million (25.5). In January–June 2025 net sales increased by 19.3% (-1.7) and totalled EUR 58.2 million (48.8).

Worklife Services Segment's net sales increased by 118.8% (150.1) in April–June and 131.6% (97.8) in January–June. The acquisitions of accounting companies implemented in January and February increased the net sales in January–June by EUR 1.0 million.

Products for Work Environments Segment's net sales decreased by 3.0% (-5.0) in April–June and by 4.6% (-7.5) in January–June. Net sales decreased both in Finland and in Scandinavia.

The gross margin amounted to EUR 9.1 million (7.9) being 29.2% (31.1) of net sales in April–June 2025 and EUR 17.1 million (15.0) being 29.4% (30.8) of net sales in January–June 2025.

In April–June 2025 employee benefit expenses amounted to EUR 5.3 million (4.4) being 17.0% (17.2) of net sales. In January–June 2025 employee benefit expenses amounted to EUR 10.4 million (8.7) being 17.9% (17.8) of net sales. Wulff's change negotiations during the reporting period resulted in a one-time expense of EUR 0.03 million, which has been removed from the comparable result.

Other operating expenses amounted to EUR 2.0 million (1.9) in the second quarter of 2025 being 6.5% (7.3) of net sales. In January–June other operating expenses amounted to EUR 4.0 million (3.8) being 6.9% (7.7) of net sales.

In April–June 2025 EBITDA amounted EUR 1.9 million (1.7), or 6.0% (6.8) of net sales and comparable EBITDA amounted to EUR 1.9 million (1.7), or 6.1% (6.7) of net sales. In January–June EBITDA amounted EUR 2.8 million (2.6), or 4.9% (5.4) of net sales and comparable EBITDA amounted to EUR 2.9 million (2.8), or 4.9% (5.7) of net sales.

Operating profit (EBIT) amounted to EUR 1.2 million (1.2), or 3.9% (4.6) of net sales in April–June 2025 and comparable operating profit amounted to EUR 1.2 million (1.2), or 4.0% (4.5) of net sales. Operating profit (EBIT) amounted to EUR 1.5 milllion (1.6), or 2.6% (3.2) of net sales in January–June 2025 and comparable operating profit amounted to EUR 1.6 milllion (1.7), or 2.7% (3.5) of net sales.

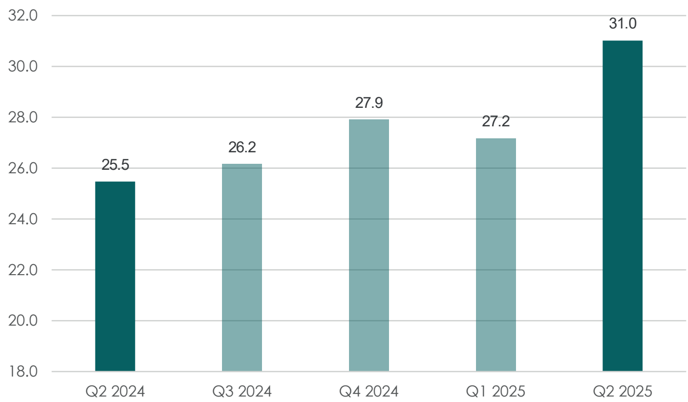
In the second quarter, financial income and expenses totalled (net) EUR -0.3 million (-0.1). In January–June 2025, the financial income and expenses totalled (net) EUR -0.7 million (-0.4), including interest expenses of EUR -0.5 million (-0.5), and mainly currency-related other financial items (net) totalled EUR -0.2 million (0.1).

In April–June 2025 the result before taxes was EUR 0.9 million (1.1), and the comparable result before taxes was EUR 0.9 million (1.0). In January–June 2025 the result before taxes was EUR 0.9 million (1.1), and the comparable result before taxes was EUR 0.9 million (1.3).

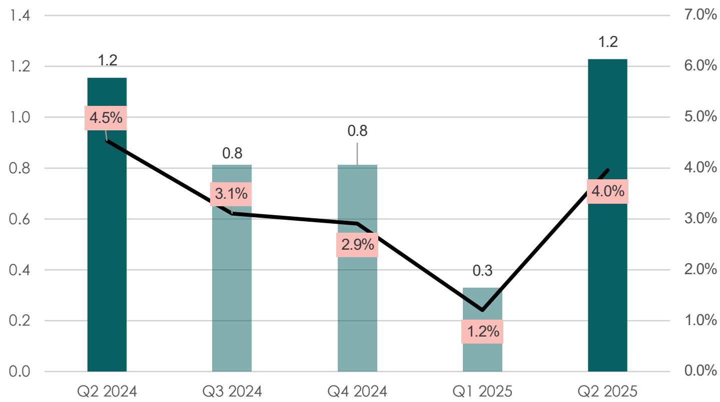
In the second quarter of 2025 net profit attributable to equity holders of the parent company was EUR 0.5 million (1.0) and comparable net profit was EUR 0.5 million (1.0). The net profit attributable to equity holders of the parent company was EUR 0.4 million (1.2) and comparable net profit was EUR 0.4 million (1.4) in January–June.

Earnings per share (EPS) were EUR 0.07 (0.15) and comparable earnings per share (EPS) were 0.07 (0.15) in the second quarter of 2025. Earnings per share (EPS) were EUR 0.06 (0.18) and comparable earnings per share (EPS) were 0.07 (0.20) in January–June 2025.

WULFF GROUP'S NET SALES, EUR MILLION



WULFF GROUP'S COMPARABLE OPERATING PROFIT, EUR MILLION AND COMPARABLE OPERATING PROFIT-%



WORKLIFE SERVICES SEGMENT

The Worklife Services Segment includes staff leasing services, accounting services, consulting services, exhibition, event, and interior design services both internationally and domestically, as well as solutions and services for office and professional printing and document management.

Wulff Works makes job search and partnership personal, fun, and easy. Wulff Accounting is a reputable, digital-capable and responsible financial management partner. Wulff Consulting is a master of project management. Wulff Entre is a brave innovator in the international exhibition and event industry and, in addition to Finland, it serves customers in Germany, Sweden, Norway and the United States, among others. Nowadays, printing is increasingly handled as a service. Canon Business Center Vantaa, part of the Wulff Group, offers companies high-quality office and professional printing and document management solutions and services.

APRIL–JUNE 2025

Worklife Services Segment's net sales increased by 118.8% (150.1) and totalled EUR 11.4 million (5.2).

Wulff Works' staff leasing net sales of EUR 8.1 million (3.2) grew organically both in growth centers and due to expansion into new locations. Wulff Accounting's net sales of EUR 2.0 million (0.9) grew due to acquired accounting firms and organic growth. Wulff Entre, which specializes in the event industry, saw its net sales of EUR 0.5 million (0.6) decrease from the comparison period. Canon Business Center Vantaa's net sales of EUR 0.5 million (0.4) increased from the comparison period. Wulff Consulting, established in late autumn 2024, increased the segment's net sales by EUR 0.3 million.

Operating profit (EBIT) increased from the comparison period and was EUR 0.7 million (0.2), being 5.9% (3.0) of net sales.

The second quarter was the best in the Wulff Works' history and clearly profitable. The most profitable seasonal months are April—September. Wulff Accounting's operating profit increased from the comparison period due to acquisitions and organic growth. Both Wulff Entre's and Canon Business Center Vantaa's operating results declined slightly compared to the reference period. Wulff Consulting's operations turned profitable from April onwards.

JANUARY–JUNE 2025

Worklife Services Segment's net sales increased by 131.6% (97.8) and totalled EUR 20.2 million (8.7).

Wulff Works' staff leasing net sales of EUR 13.3 million (4.0) grew organically both in growth centers and due to expansion into new locations. Wulff Accounting's net sales of EUR 3.8 million (1.6) grew due to acquired accounting firms and organic growth. Wulff Entre, which specializes in the event industry, saw its net sales of EUR 1.7 million (2.1) decrease as a result of fewer events than in the comparison period. Canon Business Center Vantaa's net sales of EUR 1.0 million (1.0) remained at the level of the comparison period. Wulff Consulting, established in late autumn 2024, increased the segment's net sales by EUR 0.4 million.

Operating profit (EBIT) increased from the comparison period and was EUR 1.0 million (0.2), being 5.0% (1.8) of net sales.

Due to industry focus, January—March is the weakest quarter for Wulff Works, in terms of profitability, in the staff leasing business. The most profitable seasonal months are April—September, and as such, April—June was the best quarter in the Wulff Works' history. Operations were profitable in January–June.

Wulff Accounting's operating profit increased from the comparison period due to acquisitions and organic growth. Wulff Entre's operating result decreased from the comparison period. Canon Business Center Vantaa's operating profit declined slightly from the comparison period. Wulff Consulting's operations turned profitable in April. For January–June, the consulting business was close to breakeven.

PRODUCTS FOR WORK ENVIRONMENTS SEGMENT

The Products for Work Environments Segment consists of the business of workplace products and services in Finland, Sweden, Norway, and Denmark. Wulff offers a high-quality selection of different work environment solutions. The filling service model makes everyday life easier, helping with procurement of for example snacks, office supplies and property consumables. Wulff is an expert partner also in production solutions, such as industrial packaging material and in protective products important for the care sector.

Companies invest in meeting people at workplaces and many employers take care of its attractiveness in addition to the ergonomics of workstations, for example with smoothies, high-quality coffee, tea and refreshments, energy drinks and snack bars offered to the staff.

APRIL–JUNE 2025

Products for Work Environments Segment's net sales totalled EUR 19.8 million (20.5). Net sales decreased by 3.0% (-5.0).

The general market situation affected the development of net sales both in Finland and in Scandinavia. Net sales, EUR 14.3 million (14.7), decreased by 3.0% (-11.5) in Finland from the comparison period. In Scandinavia net sales, EUR 5.5 million (5.7), decreased by 3.2% (-0.8).

In April—June 2025, especially sales of cafeteria and snack, industrial tapes, and school products grew. Sales of more traditional workplace products and services followed the general economic and employment situation, declining from the comparison period. Uncertainty about the economic outlook affected the purchasing behavior of major customers and retailers. Savings programs in welfare areas were reflected in demand from public sector customers.

Operating profit (EBIT) decreased from the comparison period and was EUR 0.7 million (1.0), being 3.5% (5.1) of net sales.

The store in Turku was closed in the end of May.

JANUARY–JUNE 2025

Products for Work Environments Segment's net sales totalled EUR 38.5 million (40.3). Net sales decreased by 4.6% (-7.5).

The general market situation affected the development of net sales both in Finland and in Scandinavia. Net sales, EUR 27.6 million (29.0), decreased by 4.9% (-13.8) in Finland from the comparison period. In Scandinavia net sales, EUR 10.9 million (11.3), decreased by 3.8% (-7.0).

In January—June 2025, especially sales of cafeteria and snack products as well as school products grew. Sales of more traditional workplace products and services followed the general economic and employment situation, declining from the comparison period. Uncertainty about the economic outlook affected the purchasing behavior of major customers and retailers. Savings programs in welfare areas were reflected in demand from public sector customers.

Operating profit (EBIT) decreased from the comparison period and was EUR 0.8 million (1.5), being 2.1% (3.6) of net sales.

As a result of change negotiations held in the segment's Finnish operations in March, the employment of nine people was terminated and it was decided to close the loss-making store in Turku. The store was closed in the end of May.

FINANCING, INVESTMENTS AND FINANCIAL POSITION

In January–June 2025 the cash flow from operating activities was EUR 0.9 million (-1.2).

Cash flow from investments during the review period totalled EUR -1.8 million (-3.8). The accounting firm purchases made in January–February 2025 affected cash flow by EUR -1.3 million. Investments in intangible and tangible assets during the reporting period amounted to EUR 0.6 million (0.9).

The cash flow of financing activities was EUR 0.5 million (5.9) in January–June 2025. Long-term loans were withdrawn in the comparison period amounting to EUR 3.2 million and repaid during the reporting period in total of EUR 1.4 million (0.2). Short-term loans were withdrawn amounting to EUR 2.8 million (3.8). Dividends were paid in the amount of EUR 0.5 million (0.5).

Lease agreement payments were EUR 0.5 million (0.3). Recognition of lease agreements within the balance sheet increased group assets EUR 2.3 million (1.2) and liabilities EUR 2.8 million (1.4) at the end of reporting period.

The Group's cash balance changed by EUR -0.5 million (0.9) in January–June. The Group's bank and cash funds totalled EUR 1.1 million (0.2) at the beginning of the year and EUR 0.6 million (1.1) at the end of the reporting period.

Equity attributable to the equity holders of the parent company was EUR 3.13 per share (3.25). The equity ratio was 36.1% (39.4%). The balance sheet total was EUR 60.8 million (57.6).

SHARES AND SHARE CAPITAL

Wulff Group Plc's share is listed on Nasdaq Helsinki in the Small Cap segment under the Industrial Goods and Services sector. The company's trading code is WUF1V. At the end of the reporting period, the share was valued at EUR 2.62 (2.55) and the market capitalization of the outstanding shares totalled EUR 17.8 million (17.3).

At the end of June 2025, the Group held 111,624 (111,624) own shares representing 1.6% (1.6) of the total number and voting rights of Wulff shares.

MANAGEMENT TRANSACTIONS AND FLAGGING NOTICES

Board member Lauri Sipponen, acquired a total of 13,740 Wulff Group Plc shares in May at an average price of EUR 2.66.

PERSONNEL

Wulff employs people working in group companies and temporary workers mediated by Wulff Works staff leasing. In January–June 2025 the Group's personnel totalled 315 (267) employees on average. At the end of June, the Group had 321 (275) employees of which 47 (46) persons were employed in Sweden, Norway, or Denmark. Of the Group's personnel 38 % (42) work in sales operations and 62% (58) of the employees work in sales support, logistics and administration. Of the personnel, 56% (53) are women and 44% (47) are men.

In January–June 2025, there were an average of 539 (126) temporary employees arranged by Wulff Works calculated in person-years.

Due to the nature of the staffing business, the total number of employees employed by Wulff is greater than the average number of personnel. In calculating the average number of temporary employees, the employees' work input has been converted into person-years of work.

CHANGES IN MANAGEMENT

There have been no changes in the management during the reporting period.

OTHER EVENTS DURING THE REPORTING PERIOD

On January 10, 2025, Wulff announced the purchase of Hämeen TiliDiili Oy. (Press release)

On February 13, 2025, Wulff announced the purchase of 70% of Convido Ab Oy's shares. (Stock exchange release)

Wulff renewed the business operations of Finland's Products for Works Environments by restructuring the organization. The aim of the arrangements is to strengthen Wulff's competitiveness and operational efficiency. As part of the arrangement, change negotiations were carried out, which ended on March 31, 2025. There were 60 people involved in the negotiations and the eployment of 9 people ended as a result of the negotiations. The company estimates that the measures will have a positive effect on the result by around EUR 0.7 million annually. (Stock exchange release March 12, 2025 and March 31, 2025)

Wulff Group Plc's Annual General Meeting was held in the Wulff house in Espoo on April 3, 2025. More has been said about the decisions of the meeting in "Decisions of the Annual General Meeting and Board of Directors". (Stock exchange release April 3, 2025)

On April 3, 2025, Wulff announced their new strategy and long term financial targets (Stock exchange release)

SUBSEQUENT EVENTS

On July 3, 2025, Wulff announced the sale and leaseback arrangement of its Espoo premises i.e. Mutual Real Estate Company Kilonkallio 1. The transaction was valued at EUR 6.25 million. In connection with the purchase, Wulff signed a ten-year lease agreement for the premises. The lease liability recorded in the balance sheet was approximately EUR 4.1 million. As a part of the arrangement Wulff repaid bank loans in the amount of EUR 3.0 million. (Stock exchange release)

STRATEGY

Wulff Group Plc's Board of Directors confirmed the company's updated strategy and financial targets for 2025-2030. At the core of the growth strategy are profitability and sustainability.

Growth is sought especially in the company's Worklife Services Segment. The company's staff leasing and consulting businesses have strong potential for robust organic growth. The growth is accelerated by M&A, especially in Wulff's accounting business.

The strategy focuses on continuous improvement of the customer experience, utilization of technology, sustainable growth and considered acquisitions that support the strategy. Wulff's goal is to make the world and working life better — one interaction at a time.

The company's targets for the strategy period are:

- Net sales of EUR 230 million in 2030
- Comparable operating profit of EUR 20 million in 2030
- Growing dividend per share

FINANCIAL REPORTING

Wulff Group Plc will release the following financial reports in 2025:

- Interim Report January–September 2025 **Monday October 20, 2025**

The publication time is approximately at 9:30 a.m. on the day of publication.
Wulff Group Plc's financial announcements and the IR calendar can be found from our website https://www.wulff.fi/en/ir-calendar.

DECISIONS OF THE ANNUAL GENERAL MEETING AND BOARD OF DIRECTORS

Wulff Group Plc's Annual General Meeting was held in the Wulff house in Espoo on April 3, 2025. The Annual General Meeting adopted the financial statements for the financial year 2024 and discharged the members of the Board of Directors and CEO from liability for the financial period 1.1.–31.12.2024. The Annual General meeting decided to pay a dividend of EUR 0.16 per share for the financial year 2024. The Annual General Meeting approved the 2024 remuneration report.

Kari Juutilainen, Lauri Sipponen, Jussi Vienola and Kristina Vienola were re-elected as members of the Board. The organizing meeting of Wulff Group Plc's Board of Directors, held after the Annual General Meeting, decided that the Chairman of the Board is Kari Juutilainen. It was confirmed that the members of the Board of Directors will receive a monthly fee of EUR 1,250.

BDO Oy, a company of Authorized Public Accountants, with Authorized Public Accountant Joonas Selenius as the lead audit partner, was chosen as the auditor of Wulff Group Plc.

BDO Oy, Sustainability Audit Company, with Authorized Sustainability Auditor Joonas Selenius was chosen as the sustainability auditor of Wulff Group Plc. The selection is conditional on the company being legally obliged to provide sustainability reporting assurance for the financial year 2025.

The Annual General Meeting authorised the Board of Directors to resolve on the acquisition of maximum 300,000 own shares. The authorization is effective until April 30, 2026.

The Annual General Meeting authorised the Board to decide on the issue of new shares, disposal of treasury shares and/or the issue of special rights. The authorisation entitles the Board to issue a maximum of 1,300,000 shares, representing approximately 20% of the company's currently outstanding stock, based on a single decision or several decisions. The authorisation remains in force until April 30, 2026.

RISKS AND UNCERTAINTIES

The general economic and market development and the employment rate have a significant impact on the demand for products and services. The development of global and local economies is affected by rising prices and monetary policy decisions aimed at taming inflation. Geopolitical tensions and conflicts, growing protectionism as well as extreme weather phenomena and the expansion of the climate crisis, can affect product prices, availability, and the strength of inflationary trends through higher costs of energy commodities and logistics.

In addition, megatrends, for example green transition, sustainability, digitalization and artificial intelligence, the sharing economy and the aging of the population, affect the market change. The development of a product and service selection in line with changing markets and changing needs involves both risks and lots of positive opportunities.

Usual business risks include the successful implementation of Wulff's strategy, cyber security risks, as well as operational risks arising from the personnel, logistics and IT environment. Tight competition in the workplace product and service industry can affect business profitability. Changes in exchange rates affect the group's net profit and balance sheet.

MARKET SITUATION AND FUTURE OUTLOOK

Among the global megatrends, Wulff's operating environment is affected by the increase in the share of knowledge work in all work performed. The development of the demographic structure is currently reducing the number of people actively working. The integration of technology into products and services changes the structures of working life. Digitalization brings new ways for the already multi-channel company to reach and serve customers and increase the productivity of its own operations. The most significant of the megatrends in terms of Wulff's operation and future is responsible operation and the green transition: is the environment treated as a resource or is the goal to improve the state of the environment. Future success will be strongly built on these themes, and their importance will increase in the decision-making of companies and consumers. Wulff has chosen responsibility and especially positive climate actions, increasing equality and decent work and economic growth (UN Sustainable Development Goals 2030) as important elements of his strategy.

Products for Work Environments

The uncertainty of the global economic outlook as well as the geopolitical and trade policy situation continue to create instability in the market. The demand for Wulff's products and services is essentially influenced by the general development of the economy and the market, as well as the employment rate. According to the June 2025 forecast of the Bank of Finland, Finland's GDP is expected to grow by 0.5% in 2025. The unemployment rate is expected to rise to 9.2% in 2025. According to the June 2025 forecast of the Riksbank of Sweden, the Swedish economy is estimated to grow by 1.4% in 2025 and the unemployment rate to rise to 8.5%. Norway's economy is expected to grow by 1.6% in 2025 and the unemployment rate to remain almost unchanged at 2.1% according to Norges Bank's June 2025 forecast. The forecasts published by banks in June do not fully take into account the import tariffs announced by the US in July or the potential escalation of the trade war.

If trade agreements are reached and the uncertainty regarding trade policy subsides, the improvement in business and household confidence may bring positive surprises, and the recovery of private consumption and investments may be faster than predicted. Price inflation is expected to remain moderate and interest rates low, which will facilitate the recovery.

Despite the challenging business cycle, the market for workplace products and services has developed steadily in the Nordic countries. Work performed in multiple locations has increased, increasing the number of workstations and the demand for products needed at workstations. Encouraging close work and common face-to-face meetings in the workplace, which is on the rise, can be facilitated with, for example, a versatile selection of snacks.

Worklife Services

According to preliminary information published by Statistics Finland in July 2025, the annual turnover change of the service industries was 1.3% in May 2025. In Finland, the cyclical development of the service industries has been varying depending on the industry. The development in the staff leasing industry has been descending. According to the June 2025 Business Barometer of the Confederation of Finnish Industries, the confidence of service sector companies continued to improve slightly.

The growth of the staff leasing market correlates with the general GDP development. Accountancy business is a defensive, steadily growing and profitable industry, regardless of economic cycles. There are many small companies in the industry and it is consolidating. Digitalization brings efficiency to the industry.

Wulff's goal is to grow profitably,especially in the service businesses, both organically and through acquisitions.

In Espoo on July 17, 2025

WULFF GROUP PLC
BOARD OF DIRECTORS

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HALF-YEAR FINANCIAL REPORT
1.1.–30.6.2025: TABLE PART

The information presented in the Half-Year Report has not been audited.

CONSOLIDATED STATEMENT OF INCOME (IFRS)	II	II	I-II	I-II	I-IV
EUR 1 000	2025	2024	2025	2024	2024
Net sales	**31 013**	**25 474**	**58 179**	**48 753**	**102 815**
Other operating income	92	48	224	75	216
Materials and services	-21 951	-17 540	-41 092	-33 760	-72 617
Employee benefit expenses	-5 268	-4 388	-10 433	-8 676	-17 299
Other operating expenses	-2 019	-1 860	-4 036	-3 769	-7 700
EBITDA	**1 868**	**1 733**	**2 842**	**2 622**	**5 416**
Depreciation and amortization	-673	-562	-1 318	-1 061	-2 237
Operating profit/loss	**1 195**	**1 171**	**1 524**	**1 561**	**3 180**
Financial income	16	79	58	104	159
Financial expenses	-350	-193	-724	-533	-1 230
Profit/Loss before taxes	**862**	**1 057**	**858**	**1 131**	**2 109**
Income taxes	-138	-100	-208	-122	-285
Net profit/loss for the period	**724**	**957**	**650**	**1 010**	**1 824**
Attributable to:					
Equity holders of the parent company	450	1 024	409	1 225	1 778
Non-controlling interest	274	-67	241	-215	46
Earnings per share for profit attributable to the equity holders of the parent company:					
(diluted = non-diluted)	0,07	0,15	0,06	0,18	0,26

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (IFRS)					
EUR 1 000					
Net profit/loss for the period	724	957	650	1 010	1 824
Other comprehensive income which may be reclassified to profit or loss subsequently (net of tax)					
Change in translation differences	-122	69	-131	-96	-156
Total other comprehensive income	**-122**	**69**	**-131**	**-96**	**-156**
Total comprehensive income for the period	**602**	**1 026**	**520**	**914**	**1 668**
Total comprehensive income attributable to:					
Equity holders of the parent company	341	1 084	263	1 141	1 636
Non-controlling interest	261	-58	256	-227	32

CONSOLIDATED STATEMENT OF FINANCIAL POSITION (IFRS)

EUR 1 000	30.6.2025	30.6.2024	31.12.2024
ASSETS			
Non-current assets			
Goodwill	11 915	11 032	10 933
Other intangible assets	4 039	3 243	3 647
Property, plant and equipment	10 366	9 366	9 514
Non-current financial assets			
Interest-bearing financial assets	71	84	68
Non-interest-bearing financial assets	712	706	712
Deferred tax assets	2 196	1 518	1 645
Total non-current assets	**29 299**	**25 948**	**26 518**
Current assets			
Inventories	12 863	13 368	12 814
Current receivables			
Interest-bearing receivables	41	8	6
Non-interest-bearing receivables	17 990	17 179	14 337
Cash and cash equivalents	646	1 082	1 125
Total current assets	**31 540**	**31 637**	**28 283**
TOTAL ASSETS	**60 839**	**57 585**	**54 801**
EQUITY AND LIABILITIES			
Equity			
Equity attributable to the equity holders of the parent company:			
Share capital	2 650	2 650	2 650
Share premium fund	7 662	7 662	7 662
Invested unrestricted equity fund	676	676	676
Retained earnings	10 315	11 119	11 139
Non-controlling interest	492	248	354
Total equity	**21 795**	**22 356**	**22 481**
Non-current liabilities			
Interest-bearing liabilities	9 119	11 446	10 527
Leasing liabilities	1 619	795	1 013
Non-interest-bearing liabilities	275	-	17
Deferred tax liabilities	746	214	250
Total non-current liabilities	**11 759**	**12 455**	**11 807**
Current liabilities			
Interest-bearing liabilities	6 612	6 286	3 723
Leasing liabilities	726	637	684
Non-interest-bearing liabilities	19 947	15 851	16 106
Total current liabilities	**27 285**	**22 774**	**20 513**
TOTAL EQUITY AND LIABILITIES	**60 839**	**57 585**	**54 801**

CONSOLIDATED STATEMENT OF CASH FLOWS (IFRS)	I-II	I-II	I-IV
EUR 1 000	2025	2024	2024
Cash flow from operating activities:			
Cash received from sales	54 526	46 428	103 332
Cash received from other operating income	183	40	148
Cash paid for operating expenses	-53 065	-47 151	-98 166
Cash flow from operating activities before financial items and income taxes	**1 644**	**-683**	**5 314**
Interest paid	-416	-466	-931
Interest received	39	99	149
Income taxes paid	-364	-152	-417
Net cash flow from operating activities	**903**	**-1 202**	**4 114**
Cash flow from investing activities:			
Investments in intangible and tangible assets	-629	-885	-1 628
Acquisition of subsidiary company shares	-1 259	-2 774	-2 962
Short-term investments in other shares	-	-129	-129
Proceeds from sales of intangible and tangible assets	41	35	69
Loans granted	-2	-26	-33
Repayments of loans receivable	4	2	20
Net cash flow from investing activities	**-1 844**	**-3 777**	**-4 662**
Cash flow from financing activities:			
Dividends paid	-526	-544	-1 072
Repayments of finance lease liabilities	-492	-330	-708
Withdrawals and repayments of short-term loans	2 842	3 785	-186
Withdrawals of long-term loans	-	3 173	4 173
Repayments of long-term loans	-1 361	-173	-684
Net cash flow from financing activities	**463**	**5 911**	**1 522**
Change in cash and cash equivalents	**-479**	**932**	**975**
Cash and cash equivalents at the beginning of the period	1 125	151	151
Cash and cash equivalents at the end of the period	646	1 082	1 125

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (IFRS)

EUR 1 000	Equity attributable to equity holders of the parent company								
	Share capital	Share premium fund	Fund for invested non-restricted equity	Own shares	Translation differences	Retained earnings	Total	Non-controlling interest	TOTAL
Equity on Jan 1, 2025	**2 650**	**7 662**	**676**	**-332**	**-1 075**	**12 546**	**22 127**	**354**	**22 481**
Net profit / loss for the period						409	409	241	650
Net profit / loss for the period Total						**409**	**409**	**241**	**650**
Other comprehensive income (net of taxes):									
Change in translation difference					-146		-146	15	-131
Comprehensive income					**-146**	**409**	**263**	**256**	**520**
Dividens paid						-1 087	-1 087	-119	-1 206
Equity on Jun 30, 2025	**2 650**	**7 662**	**676**	**-332**	**-1 221**	**11 868**	**21 303**	**492**	**21 795**
Equity on Jan 1, 2024	**2 650**	**7 662**	**676**	**-332**	**-933**	**11 787**	**21 510**	**476**	**21 986**
Net profit / loss for the period						1 225	1 225	-215	1 010
Net profit / loss for the period Total						**1 225**	**1 225**	**-215**	**1 010**
Other comprehensive income (net of taxes):									
Change in translation difference					-83		-83	-12	-96
Comprehensive income					**-83**	**1 225**	**1 141**	**-227**	**914**
Dividens paid						-544	-544		-544
Equity on Jun 30, 2024	**2 650**	**7 662**	**676**	**-332**	**-1 017**	**12 468**	**22 108**	**248**	**22 356**

NOTES TO THE HALF-YEAR FINANCIAL REPORT
1.1.–30.6.2025

BASIS OF PREPARATION

This Half-Year Report has been prepared in accordance with IAS 34 Half-Year Financial Reporting. The accounting principles used in the preparation of this report are consistent with those used in the 2024 financial statements and taking into account the IFRS standard changes adopted as of Jan 1, 2025.

The Group complies with the Guidelines on Alternative Performance Measures (APM) issued by the European Securities and Markets Authority (ESMA) in its statutory reporting. These alternative performance measures, such as the gross margin, comparable EBITDA and comparable operating profit, are used to present the underlying business performance and to enhance comparability between financial periods. The comparable EBITDA and comparable operating profit do not include items affecting comparability. Items affecting comparability are income and expenses that are not included in normal business activities, such as results from sales and acquisitions of subsidiaries, and non-recurring costs related to their implementation, and write-downs of goodwill and significant one-time expenses. The Alternative Performance Measures should not be taken as substitutes for the standards presented in the Generally Accepted Accounting Principles for IFRS.

School sales will have an impact on working capital and cash flow, especially in the second and third quarters. The seasonality of the international exhibition business and the timing of the same annual exhibitions in different months affect the accumulation of net sales and operating profit in the group. Likewise, seasonality of staff leasing business customers for example construction industry and restaurant industry can affect the accumulation of net sales and operating profit in the Group.

The IFRS principles require the management to make estimates and assumptions when preparing financial statements. The valuation of inventories and trade receivables have been monitored closely. Although these estimates and assumptions are based on management's best knowledge of today, the outcome may differ from the estimated values presented in the financial statements. The geopolitical tensions and crises, extending protectionism as well as extreme weather phenomena and the expansion of the climate crisis, can affect product prices, availability, and the strength of inflationary trends through higher costs of energy commodities and logistics.

The Group has no knowledge of any significant events after the end of the reporting period that would have had a material impact on this report in any other way that has already been presented in this financial report.

All figures in the tables have been rounded to the nearest thousand euros.

The information presented in the Half-Year Report has not been audited.

This Report has been translated from the Finnish equivalent. In case of any differences, the Finnish Half-Year Report is the official one.

NOTES TO THE HALF-YEAR FINANCIAL REPORT
1.1.–30.6.2025

BUSINESS ACQUISITIONS

Acquisitions

During the financial year, the Group made two business acquisitions in the Worklife Services segment. The goodwill generated in business acquisitions typically consists of the value of the acquired personnel and the future profit potential of the acquisition target. Expenses arising from acquisitions have been recorded with effect on profit. The impact of the acquisitions on the operating profit for the financial year was EUR 160 thousand and on the net sales EUR 965 thousand. If the acquisitions had taken place at the beginning of the fiscal year 2025, their estimated impact would have been approximately EUR 189 thousand on the operating profit of the fiscal year and approximately EUR 1 250 thousand on the net sales.

The contingent consideration recorded as a liability for acquisitions made in 2025 is a total of EUR 252 thousand. The recorded contingent consideration is based on the management's assessment of the likely realization of the financial and operational goals separately agreed upon in connection with the transactions.

Acquisition details in table below:

EUR 1 000	Date of acqusition	Acquisition type	Method of payment	Purchase price (incl. contingent consideration)
Hämeen TiliDiili Oy	9.1.2025	Share purchase	Cash	750
Convido Ab Oy, 70% of shares	13.2.2025	Share purchase	Cash	1 180
			Total	**1 930**

FAIR VALUE OF THE ASSETS AND LIABILITIES ACQUIRED AT THE TRANSACTION DATE

EUR 1 000	Hämeen TiliDiili Oy	Convido Ab Oy	Total
Immaterial rights	-	4	4
Property, plant and equipment	-	24	24
Customer relationships	113	409	522
Right-of-use-assets	79	269	348
Cash and cash equivalents	210	71	281
Other current assets	20	241	261
Total assets	**422**	**1 017**	**1 439**
Trade payables and other payables	69	257	326
Leasing liabilities	79	269	348
Total liabiliites	**148**	**525**	**673**
Net assets	***274***	***492***	***765***
Paid in cash	750	928	1 678
Contingent consideration recognized	-	252	252
Consideration booked	750	1 180	1 930
Net assets of acquisition target	-274	-492	-765
Goodwill	**476**	**688**	**1 165**

Acquisitions in Q1-Q2 2024				
Bokföringsbyrå Lundström Ab	16.2.2024	Share purchase	Cash	856
Sandström & Lundstöm Oy Ab	16.2.2024	Share purchase	Cash	589
Raahen Tase Oy	10.6.2024	Share purchase	Cash	2 120
			Total	**3 565**

FAIR VALUE OF THE ASSETS AND LIABILITIES ACQUIRED AT THE TRANSACTION DATE

EUR 1 000	Bokföringsbyrå Lundström Ab	Sandström & Lundstöm Oy Ab	Raahen Tase Oy	Total
Immaterial rights	7	-	-	7
Property, plant and equipment	29	3	-	32
Customer relationships	109	162	336	607
Right-of-use-assets	135	25	-	160
Other shares	-	-	200	200
Cash and cash equivalents	50	26	716	791
Other current assets	129	42	63	234
Total assets	**458**	**259**	**1 315**	**2 032**
Trade payables and other payables	220	37	130	387
Leasing liabilities	135	25	-	160
Total liabiliites	**355**	**63**	**130**	**548**
Net assets	***103***	***196***	***1 185***	***1 484***
Paid in cash	856	589	2 120	3 565
Consideration booked	856	589	2 120	3 565
Net assets of acquisition target	-103	-196	-1 185	-1 484
Goodwill	**752**	**393**	**935**	**2 081**

OTHER CHANGES IN THE GROUP STRUCTURE

There were no other changes to the Group structure during the review period or the reference period.

NOTES TO THE HALF-YEAR FINANCIAL REPORT
1.1.–30.6.2025

SEGMENT INFORMATION					
	II	II	I-II	I-II	I-IV
EUR 1 000	2025	2024	2025	2024	2024
Net sales by operating segments					
Worklife Services segment	11 408	5 214	20 171	8 709	24 695
Products for Work Environments segment	19 831	20 452	38 470	40 318	78 821
Group Services	293	336	583	688	1 378
Intersegment eliminations	-519	-528	-1 046	-961	-2 079
TOTAL NET SALES	**31 013**	**25 474**	**58 179**	**48 753**	**102 815**
Operating profit/loss by segments					
Worklife Services segment	671	156	1 006	155	615
Products for Works Environments segment	691	1 049	795	1 459	2 679
Group Services and non-allocated items	-166	-34	-277	-53	-115
TOTAL OPERATING PROFIT/LOSS	**1 195**	**1 171**	**1 524**	**1 561**	**3 180**
Comparable operating profit/loss by segments					
Worklife Services segment	671	156	1 006	155	615
Products for Works Environments segment	708	1 034	813	1 620	2 840
Group Services and non-allocated items	-151	-34	-262	53	-115
TOTAL COMPARABLE OPERATING PROFIT/LOSS	**1 228**	**1 155**	**1 557**	**1 722**	**3 340**

NOTES TO THE HALF-YEAR FINANCIAL REPORT

1.1.–30.6.2025

KEY FIGURES

EUR 1 000	II 2025	II 2024	I-II 2025	I-II 2024	I-IV 2024
Net sales	31 013	25 474	58 179	48 753	102 815
Change in net sales, %	21.7%	4.6%	19.3%	-1.7%	9.6%
Gross profit	9 063	7 934	17 087	14 993	30 199
Gross profit, %	29.2%	31.1%	29.4%	30.8%	29.4%
EBITDA	1 868	1 733	2 842	2 622	5 416
EBITDA margin, %	6.0%	6.8%	4.9%	5.4%	5.3%
Comparable EBITDA	1 901	1 718	2 875	2 783	5 577
Comparable EBITDA margin, %	6.1%	6.7%	4.9%	5.7%	5.4%
Operating profit/loss	1 195	1 171	1 524	1 561	3 180
Operating profit/loss margin, %	3.9%	4.6%	2.6%	3.2%	3.1%
Comparable operating profit/loss	1 228	1 155	1 557	1 722	3 340
Comparable perating profit/loss margin, %	4.0%	4.5%	2.7%	3.5%	3.2%
Profit/Loss before taxes	862	1 057	858	1 131	2 109
Profit/Loss before taxes margin, %	2.8%	4.1%	1.5%	2.3%	2.1%
Comparable profit/Loss before taxes	895	1 041	891	1 292	2 270
Comparable profit/Loss before taxes margin, %	2.9%	4.1%	1.5%	2.7%	2.2%
Net profit/loss for the period attributable to equity holders of the parent company	450	1 024	409	1 225	1 778
Net profit/loss for the period, %	1.5%	4.0%	0.7%	2.5%	1.7%
Comparable net profit/loss for the period attributable to equity holders of the parent company	483	1 008	442	1 385	1 939
Comparable net profit/loss for the period, %	1.6%	4.0%	0.8%	2.8%	1.9%
Earnings per share, EUR (diluted = non-diluted)	0.07	0.15	0.06	0.18	0.26
Comparable earnings per share, EUR (diluted = non-diluted)	0.07	0.15	0.07	0.20	0.29
Return on equity (ROE), %	3.3%	4.3%	2.9%	4.6%	8.2%
Return on investment (ROI), %	2.9%	3.7%	3.5%	4.6%	9.0%
Equity-to-assets ratio at the end of period, %	36.1%	39.4%	36.1%	39.4%	41.3%
Debt-to-equity ratio at the end of period	79.5%	80.5%	79.5%	80.5%	65.6%
Equity per share at the end of period, EUR *	3.13	3.25	3.13	3.25	3.26
Investments in non-current assets	367	391	629	885	1 628
Investments in non-current assets, % of net sales	1.2%	1.5%	1.1%	1.8%	1.6%
Treasury shares held by the Group at the end of period	111 624	111 624	111 624	111 624	111 624
Treasury shares, % of total share capital and votes	1.6%	1.6%	1.6%	1.6%	1.6%
Average number of outstanding shares	6 796 004	6 796 004	6 796 004	6 796 004	6 796 004
Number of total issued shares at the end of period	6 907 628	6 907 628	6 907 628	6 907 628	6 907 628
Personnel on average during the period	321	272	315	267	271
Personnel at the end of period	321	275	321	275	292
Temporary employees on average in person-years of work	649	220	539	126	256

* *Equity attributable to the equity holders of the parent company / Number of shares excluding the acquired own shares.*

NOTES TO THE HALF-YEAR FINANCIAL REPORT

1.1.–30.6.2025

CALCULATION OF KEY FIGURES

Gross profit	Net sales – Materials and services
Gross profit-%	(Net sales – Material and services) / Net sales x 100
EBITDA	Operating profit before interest, taxes, depreciation, and amortization
EBITDA-%	Operating profit before interest, taxes, depreciation, and amortization / Net sales x 100
Operating margin, EBIT-%	Operating profit / Net sales x 100
Return on Equity (ROE), %	Net profit/loss for the period (total including the non-controlling interest of the result) x 100 / Shareholders' equity total on average during the period (including non-controlling interest)
Return on Investment (ROI), %	(Profit/loss before taxes + Interest expenses) x 100 / Balance sheet total - Non-interest-bearing liabilities on average during the period
Equity-to-assets, %	(Shareholders' equity + Non-controlling interest at the end of the period) x 100 / Balance sheet total - Advances received at the end of the period
Net interest-bearing debt	Interest-bearing liabilities - Interest-bearing receivables - Cash and cash equivalents
Gearing, %	Net interest-bearing debt x 100 / Shareholders' equity + Non-controlling interest at the end of the period
Earnings per share (EPS), EUR	Net profit attributable to the equity holders of the parent company / Share issue adjusted number of outstanding shares on average during the period (without own shares)
Equity per share, EUR	Equity attributable to equity holders of the parent company at the end of the period / Share issue-adjusted number of outstanding shares at the end of period (without own shares)
Market capitalisation	Share issue-adjusted number of outstanding shares at the end of the reporting / (without own shares) x the closing price at the end of the reporting period

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