



We
enable
mobility

Corporate presentation

November, 2023

HEDIN MOBILITY GROUP



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Enabling mobility – driving change

In recent years, Hedin Mobility Group has grown in a way that is unprecedented in the European automotive industry. With an extensive geographical presence and a broad and diversified business, **we enable mobility** for people and businesses across Europe and beyond.

Our industry is evolving rapidly and we want to be at the forefront of this development to **drive change** and create sustainable value for people and society. We will do this in the same way we have always conducted our business: with an entrepreneurial approach and a desire to constantly continue to develop.

Absolutely crucial to the success of our ambitions are our dedicated and skilled employees, who drive our business forward each and every day. Looking ahead, we will work intensively to create a greater sense of **belonging and togetherness** in all of Hedin Mobility Group's operations. We will do this while maintaining our strong focus on short decision-making paths, local expertise and leadership, and care for colleagues and customers.

Only by acting as **one group** can we unleash our full potential.



Anders Hedin
Founder and CEO of Hedin Mobility Group

A leading European mobility provider

Our history dates back to 1985 when father and son Ingemar and Anders Hedin acquired a Mercedes-Benz and Nissan dealership in Borås, Western Sweden. Almost 40 years later – with an international presence and a business stretching from import of new vehicles to recycling parts from cars at the end of their lifecycle – that one Swedish dealership has grown into a leading European mobility provider.

We want to be a transformative force in the automotive and mobility industry. As an influential actor in automotive Europe, this includes the opportunity – and responsibility – to work for a positive development, both in our local markets and in a larger perspective. By continuing to deliver value and profitability, we can continue to create jobs, drive growth, and spur the development towards more sustainable mobility.

Hedin Mobility Group is part of the Hedin Group, a family business wholly owned by Anders Hedin. In addition to its automotive branch, Hedin Group is also active in construction and real estate as well as investments.

Read more about us on hedinmobilitygroup.com



14

Countries with local operations

45

Brands represented

330+

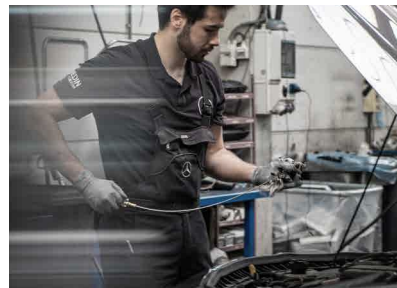
Dealerships

12,500+

Employees

800+

Sales points



Our Business

Business areas



01. Distribution

We act as an importer and/or distributor for ten vehicle manufacturers in markets all around Europe, where we distribute vehicles both to our own as well as external retailers.

Our distribution operations also comprise wholesale and distribution of spare parts, accessories and tyres and rims, as well as logistics solutions.



02. Retail

With more than 330 own dealerships in twelve countries, offering customers end-to-end solutions for new and used vehicles and more than 40 brands, we are one of Europe's largest automotive retailers.



03. Mobility solutions

Within Mobility solutions we address new user needs and sales models in the automotive industry by providing and developing innovative services, such as short and long-term leasing and car rental, and electric vehicle DC charging.

IT services

Hedin IT

Inhouse IT company providing the Group with high-end operations, support, and digital development.

E-commerce

Proprietary technology enables online leasing solutions and purchasing of vehicles, spare parts, tyres and rims, and more.

Investments

Pendragon PLC (27,6% ownership share)

One of the UK's leading automotive retailers, operating over 160 locations nationwide.

Lasingoo Sverige AB (24,5% ownership share)

An industry-owned online portal for comparison and booking of service.

Casi (formerly Imove) (10.5% ownership share*)

Provides holistic technology enabling custom-made, scalable car subscription services targeting white-label customers.

Mercedes-Benz Financial Services Slovakia (25% ownership share)

Provider of automotive financial services to all Mercedes-Benz dealerships in Slovakia.

**Ownership share in Mama Holding Company AS (parent company to Casi AS).*

Pan-European operations




















Distribution



Retail



Mobility solutions

		Employees
 Sweden	● ● ●	3,600
 Norway	● ● ●	500
 Finland	● ● ●	1,200
 Denmark	●	70
 UK	● ●	800
 Belgium	● ● ●	800
 Netherlands	● ● ●	2,300
 Luxembourg	● ●	20
 Germany	● ● ●	1,400
 Switzerland	● ● ●	450
 Slovakia	●	1000
 Hungary	●	100
 Czech Republic	●	200
 Estonia	<i>Under establishment</i>	
 Latvia	<i>Under establishment</i>	
 Lithuania	<i>Under establishment</i>	
 USA	●	10
Total Employees		12,500+



Increasing focus on circular business

● Our presence in the value chain



With a prominent position in our industry and our local markets, we recognise our responsibility and opportunity to contribute to a sustainable development through circular business activities.

Diverse electrified offering

With one of Europe's broadest brand portfolios, our EV product range meets the needs for sustainable transportation of individuals and businesses alike.

Public electric vehicle charging

Through our investment in Hedin Supercharge, we contribute to the vital expansion of public DC charging infrastructure in Europe, while generating further customer value and loyalty.

Lifecycle management

Through car dismantling and recycling of parts, we contribute to efficient use of resources throughout the vehicle's lifecycle – creating both sustainability and business value.



01



Distribution

Acting as importer and distributor for ten manufacturers within the European market, we distribute vehicles to both own and external retailers.

Our Distribution business also includes wholesale and distribution of spare parts, accessories, and tyres and rims, as well as logistics solutions.



Ford

Hedin HMC Motor Company

Hedin Motor Company is managing import and distribution of Ford passenger cars and commercial vehicles, as well as sales of accessories and spare parts, on the Swedish market. Vehicles are sold via authorised retailers and online via the private leasing site Ford2Go and the operational leasing site Ford Business Lease.

The dealer network comprises approximately 70 sales points and some 90 workshops all across Sweden.

ford.se



Ford F-150

Hedin US Motor

Since 2022 we are importer of the Ford F-150 – the world's most sold pickup truck – in Europe. Hedin US Motor markets the F-150 model programme, including spare parts and accessories, and distributes it to authorised Ford dealers. European homologation of the F-150 is carried out by the Group company KW Automotive.

Sales of the iconic pickup truck started in Sweden, Germany and the Netherlands in 2023, with more European markets to follow.

hedinusmotor.com

F-150



MG 

Hedin MG Sverige

Since 2021 we are appointed distributor of the re-launched, electric vehicle brand MG in Sweden. The brand got off to a flying start in the Swedish market and only 18 months after the market introduction, the milestone of 10,000 delivered cars was reached.

Since then, Hedin MG Sweden has successfully launched additional models and gradually expanded the dealer network, which currently consists of more than 50 dealerships and workshops across Sweden. With a focus to further grow the network, as well as expanding corporate sales, MG continues towards the goal of becoming one of the three largest electric car brands in Sweden.

mg.se



BYD  

Hedin Electric Mobility

Since 2022, we are distributor of the world-leading electric vehicle manufacturer BYD in Germany and Sweden. BYD's electric passenger cars are distributed in both markets by Hedin Electric Mobility.

In Sweden, BYD cars are sold through our dealer groups Hedin Bil and Bavaria Bil. In the German market, our dealer group Torpedo Gruppe retails the brand, in addition to five other leading dealer groups. With this setup, we ensure nationwide market reach and know-how as we are establishing BYD in these two markets.

In late 2023 and early 2024, the product range expands with additional new models as we continue to increase brand awareness and market shares for the pioneering EV brand.

bydauto.se | bydauto.de

BYD





Renault, Dacia & Alpine 🇸🇪 🇩🇰

RN Nordic

RN Nordic, owned to equal parts by us and Salvador Caetano Group, manages the import and distribution of the Renault, Dacia, and Alpine brands in Sweden and Denmark since 2022.

The company works with a strategic focus to create higher dedicated brand focus and increasing efficiency in the distribution network. Since RN Nordic took over the import operations, the organisation has been restructured with commercial responsibility for the respective country and separated brand teams.

A restructuring of the dealer network is also underway, which apart from more efficient distribution is expected to result in higher customer satisfaction and stronger market shares.

renault.se | renault.dk | dacia.se | dacia.dk



Hongqi

Hedin Premium Car

As the exclusive importer and retailer of the prestigious Hongqi brand in Sweden and Benelux, we introduced the all-electric luxury SUV Hongqi E-HS9 in 2023.

Looking ahead, the focus is on expanding the dealer network and further developing our import organisation to increase brand recognition and take full advantage of the unique potential of Hongqi's all-electric models in the market.

Importer of Hongqi in Belgium, Luxembourg, the Netherlands and Sweden is Hedin Premium Car, and the brand is sold exclusively through our dealer groups Hedin Bil and Hedin Automotive.

hongqi.se | hongqi.nl | hongqi.be | hongqi.lu



INEOS Grenadier

Hedin Adventure Car

We are a distributor and retailer of the new INEOS Automotive brand in 11 European countries. Even before the official launch without any marketing efforts, interest in the brand's first vehicle, the uncompromising 4x4 INEOS Grenadier, has been strong since.

Distribution operations for the INEOS Grenadier in all our European markets are conducted by Hedin Adventure Car, focusing on positioning and rolling out the brand, as well as establishing additional retailers to further expand our reach. With a promising start and a strong commitment to our customers, we're excited to see what the future holds for the INEOS Automotive brand in Europe.

ineosgrenadier.com





Dodge & RAM

Klintberg & Way Automotive

Our Dodge and RAM European import operations are conducted by Klintberg & Way Automotive, who distribute the American vehicles to approximately 200 authorised retailers around Europe.

Homologation for the European market is carried out in our facilities in Bremerhaven, Germany, where in recent years we have made investments to expand our capacity to convert up to 6,000 cars annually.

KW Automotive is also making significant investments in marketing and systems, among other things, to support its ambitious growth plans in the coming years.

kwauto.com



Spare parts, tyres, wheels and logistics solutions

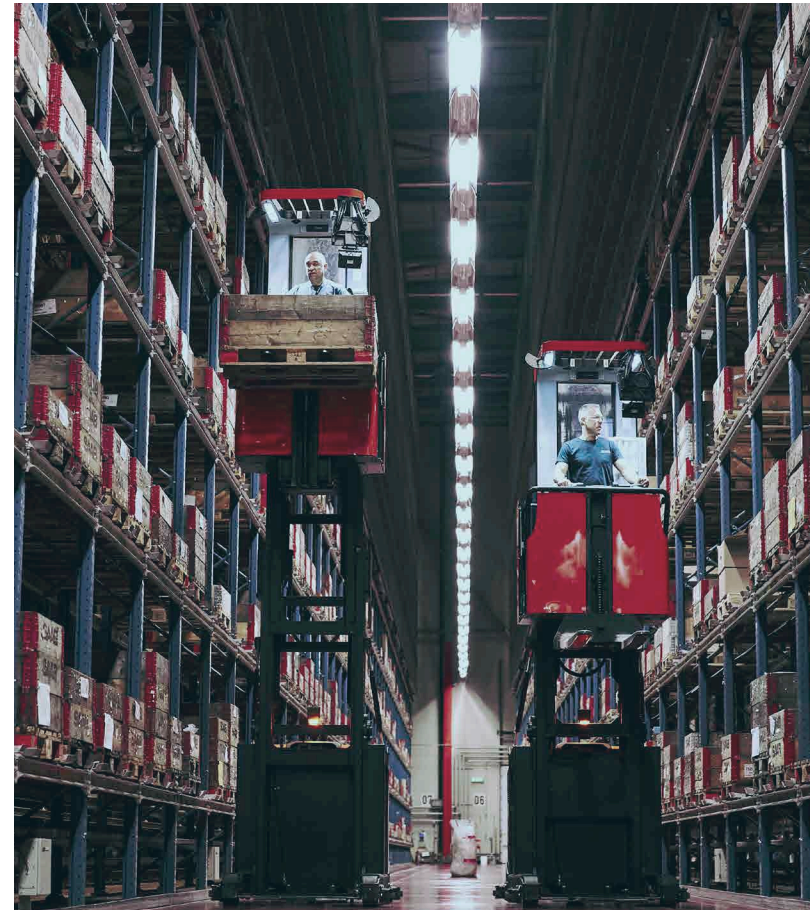
Hedin Parts  Sales/operations  Global Distribution network

Hedin Parts is active in spare parts distribution and logistics services and a part of the Group since mid-2022. Since then, work is underway on uniting all distribution of parts and products within Hedin Mobility Group's aftermarket business to Hedin Parts, with the ambition to become a leading European spare parts distributor.

Hedin Parts is the exclusive global supplier of Saab Original spare parts through a global network in Europe, North America, Asia and Australia. The company has sales offices via wholly owned subsidiaries in Sweden, USA, the UK, Germany, and Switzerland. The main logistics and distribution center, including a central warehouse of 57,000 sq.m. with a high degree of automation tailored to spare parts operations, is in Nyköping, Sweden.

Interwheel, one of Sweden's largest companies in the tyre sector and distributor of Alutec rims, Kumho tyres and Cooper's tyre range, became a subsidiary of Hedin Parts in 2023. The ambition is to expand the activities in the distribution and sales of wheels and tyres to Europe.

In addition, Hedin Parts is also active in car dismantling since 2023 and is in the process of launching more product groups, including recycled spare parts, to further strengthen the company's offer and the Group's aftermarket business.



HEDIN PARTS **HEDIN RECYCLED**



Interwheel

GS Bildeler, Koed, BNC Nordic Distribution

GS Bildeler is the largest independent supplier of BMW and MINI parts and accessories in Scandinavia, with a strong digital presence and eight locations across Norway and Denmark. The company collaborates with over 200 partner workshops to provide excellent technical support in both countries.

Additionally, GS Bildeler has a close partnership with Koed, a BMW and MINI spare parts specialist, in which Hedin Mobility Group owns a 60% stake.

Since 2022, our brake and detailing companies, Conlogo and Brakes Norway, are merged under the new name BNC Nordic Distribution.

gsbildeler.no | koedbmw.com | bncnordic.no



KW Parts

KW Parts is an authorised partner for GM and Mopar (Chrysler, Dodge, Jeep and RAM) and the market leader in Europe in selling spare parts and accessories for American cars and pickups.

KW Parts' operations are carried out in close co-operation with Hedin Parts. For example, its warehouse has been relocated to Hedin Parts to improve delivery rate to customers and allow a further increase in sales.

In 2023, KW Parts' product range has been gradually expanded to allow a strong increase in sales going forward.

kwparts.com




































02

























Retail

Our pan-European automotive retail business spans 12 countries, comprising a dealer network with more than 330 own dealerships and 800 sales points – representing over 40 brands with a comprehensive range of services in vehicle sales and aftermarket.

Our retail brands per market

																						
 Sweden	●	●	●		●		●	●		●	●	●	●	●		●		●	●	●	●	
 Norway			●	●														●				
 Finland		●	●			●				●		●							●		●	
 UK			●																			
 Belgium																	●		●			
 Netherlands	●	●	●			●	●		●	●	●	●	●				●		●		●	●
 Luxembourg																	●		●			
 Switzerland			●	●				●											●			
 Germany					●			●										●				
 Slovakia		●								●	●				●			●			●	
 Czech Republic																						
 Hungary																						
Sales points	7	24	49	3	24	8	35	3	1	39	20	43	82	3	1	19	7	10	8	6	31	

																							
	●	●			●	●		●	●	●			●			●	●	●		●	●		
									●	●						●							
	●					●	●			●	●		●	●	●				●			●	
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	●						●	●						●									●
49	7	1	1	3	11	13	91	34	21	12	3	36	27	12	9	23	39	8	11	13	6	9	

Total number of sales points: 800+



Nordics

Market leaders representing more than 30 brands

Our Nordic retail business offers a full-service concept with new and used passenger cars, commercial vehicles, and trucks from a wide range of brands, including aftermarket services and financing solutions. Vehicles are sold through both single and multi-brand dealerships and pop-up stores.

In our “home market” **Sweden** we have a leading position in the automotive retail market. Through our nationwide dealer network, representing almost 30 brands at more than 120 dealerships, we are Sweden’s largest retailer of several brands, including Ford, Mercedes-Benz, BMW, Porsche, and MG. We are exclusive retailer in Sweden for BYD, Hongqi and INEOS Grenadier.

In **Norway**, where our geographical expansion outside Sweden began in 2017, we represent BMW, BMW Motorrad, MINI, Porsche and MG, in addition to being the country’s exclusive retailer of INEOS Grenadier.

In **Finland** we are operating one of the largest automotive retail businesses in the country. In 2023 we expanded into a truly nationwide retail presence through the acquisition of Delta Auto, growing the network to almost 40 dealerships. The portfolio comprises 17 brands in total, with leading market positions for Škoda, Ford, BMW and MINI.

Sweden

125 351

Dealerships Sales Points

Norway

19 27

Dealerships Sales Points

Finland

39 131

Dealerships Sales Points

Retailers

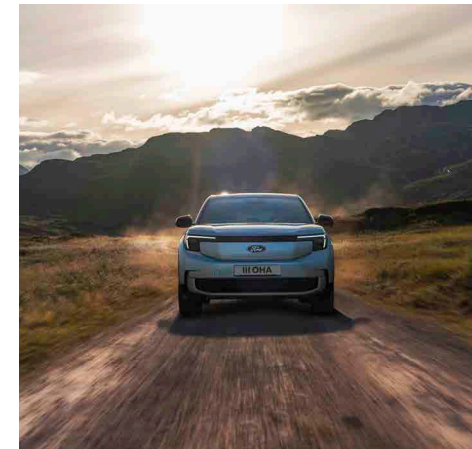
Hedin Bil
Sweden

CARSTORE
Sweden | Norway | Finland

Bavaria ▶
Sweden | Norway | Finland

HEDIN PERFORMANCE CARS
Sweden | Norway

HEDIN AUTOMOTIVE
Finland





United Kingdom

New market

Growing presence in Europe's second largest car market

In the UK, we are operating own retail activities since April 2023, when three full-service dealerships and one workshop representing Mercedes-Benz and smart opened under the Hedin Automotive flag. With some 360 specialists in four attractive locations across South London in Weybridge, Croydon, Dartford and West Bromley, we offer customers a combined broad portfolio of passenger cars, commercial vehicles, and aftermarket services.

In August 2023, our presence in Europe's second largest car market grew, as the esteemed BMW and MINI retailer Stephen James Group was acquired. Stephen James Group employs circa 400 people across five locations in the Greater London area. The group offers a comprehensive range of automotive solutions, selling over 6,000 new and used cars annually. Stephen James is well known for its dedication to exceptional customer service and is one of the top-ranked BMW and MINI retailer groups in the UK.

8

Dealerships

14

Sales Points

Retailers

HEDIN AUTOMOTIVE
Stephen James





Benelux

A complete Benelux market-leading retail presence

Our Benelux retail operations comprise a comprehensive offer to both private and corporate customers. This includes everything from private and business leasing and sales of new and used vehicles to financing and insurance solutions, aftermarket services, spare parts and mobility solutions through car rental.

In **the Netherlands** we are one of the largest retailers in the country both in terms of market coverage and brands represented, a position that was significantly reinforced in 2023 when the dealer groups Renova and Janssen Kerres were acquired. In addition to some 70 full-service dealerships, we also operate a number of standalone body and paint workshops around the Netherlands.

We have had a local presence in **Belgium** since 2018, where we are the largest Mercedes-Benz retailer with approx. 20% market share. Over the years, our Belgian operations have expanded with Toyota and Lexus, and since 2023 we are also exclusive retailer of INEOS Grenadier and Hongqi in Belgium.

In 2023 we entered **Luxembourg** for the first time through the acquisition of the Mazda activities of car retailer Garage Pirsch in the city of Luxembourg. This meant that we completed the Group's Benelux presence with market-leading retail operations and grew with Mazda, with sales rights to the brand in the country Luxembourg. Further, we are exclusive retailer of INEOS Grenadier and Hongqi in Luxembourg.

Netherlands

72 136

Dealerships Sales Points

Belgium

25 36

Dealerships Sales Points

Luxembourg

1 3

Dealerships Sales Points

Retailers

HEDIN AUTOMOTIVE

Netherlands | Belgium | Luxembourg





West Central Europe

Establishment in Europe's largest market

In 2023 we established a complete retail presence in **Germany** when we acquired Torpedo Gruppe, one of the oldest and largest dealer groups in the country. Torpedo Gruppe provides an end-to-end retail offering to private and corporate customers, with sales of new and used passenger cars, commercial vehicles and trucks, car rental, insurance and financing solutions, as well as a complete aftermarket business. The dealer group represents Mercedes-Benz, smart, Hyundai, Land Rover and BYD with presence at 21 locations in six German states.

In addition, we operate KW Autohaus, a retailer of new and used Dodge and RAM in Bremerhaven. The ambition is to create a 360° American automotive hub in Bremerhaven: a flagship offering end customers all products and services provided by the Klintberg & Way Group.

Second largest BMW and MINI retailer

In **Switzerland**, we hold a strong market presence with operations in the greater Zurich area and the country's eastern parts. As the second largest BMW and MINI retailer in Switzerland, we offer a comprehensive range of new and used passenger cars, as well as BMW Motorrad motorcycles. We are also the exclusive retailer of INEOS Grenadier, Dodge, and RAM.

Like its sister companies in Sweden and Norway, Hedin Automotive in Switzerland has been awarded the prestigious Great Place to Work® certificate.

Germany

22 30

Dealerships Sales Points

Switzerland

7 17

Dealerships Sales Points



Retailers

HEDIN AUTOMOTIVE
Switzerland

 **TORPEDO GRUPPE**
Germany

KW
AUTOHAUS
Germany





East Central Europe

A major operator in automotive retail

In East Central Europe our retail activities are operating under the Motor-Car trademark. Motor-Car provides an end-to-end offer in passenger cars, trucks, and buses through an extensive dealer network comprising 17 dealerships in Slovakia, Hungary, and the Czech Republic.

In addition to its leading retail position, Motor-Car also operates an extensive aftermarket business in major cities in the region.

In **Slovakia**, Motor-Car is a market-leading retailer of Mercedes-Benz and KIA. In total 11 brands are represented at 11 dealerships.

Motor-Car is also a significant automotive retailer in **Hungary**, representing KIA, Mercedes-Benz, Opel and Volvo.

In the **Czech Republic**, our retail activities comprise sales and service of Mercedes-Benz and Opel at four locations.

Slovakia

11 27

Dealerships Sales Points

Czech Republic

4 5

Dealerships Sales Points

Hungary

2 6

Dealerships Sales Points

Retailers



Slovakia | Hungary | Czech Republic

CARSTORE

Slovakia





Used vehicles

Carstore 

Our dedicated used vehicle business Carstore strives towards being the obvious choice for those looking to buy, trade in, or sell a used car. The offering comprises passenger cars as well as commercial vehicles and trucks.

The company operates nine dealerships in Sweden and Norway and established its first presence in Finland and Slovakia in late 2023 – progressing in line with Carstore's European expansion strategy where the company works closely with our retail companies in our various markets.

In combination with end-to-end solutions including insurance, financing, and aftermarket services, Carstore plays an important role in retaining customers and business within our group.

CARSTORE

Hedin Auction and Carstore Auction

At Hedin Auction and Carstore Auction cars are sold to dealers at online auctions. The services have around 2,000 vehicle retailers as registered customers.

HEDIN AUCTION

Hedin Certified and Hedin Trucks Certified

Outside the Carstore operations, in Sweden we also sell used cars at our Hedin Bil dealerships under the Hedin Certified concept. Among other things, this concept includes a 12-month limited warranty and free delivery to any dealership. In 2023, we launched a unique warranty for used trucks in the Swedish market – Hedin Trucks Certified – a brand-independent powertrain warranty, always valid for at least six months, creating reassurance and transparency for the customer.

HEDIN CERTIFIED HEDIN TRUCKS CERTIFIED



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Intro

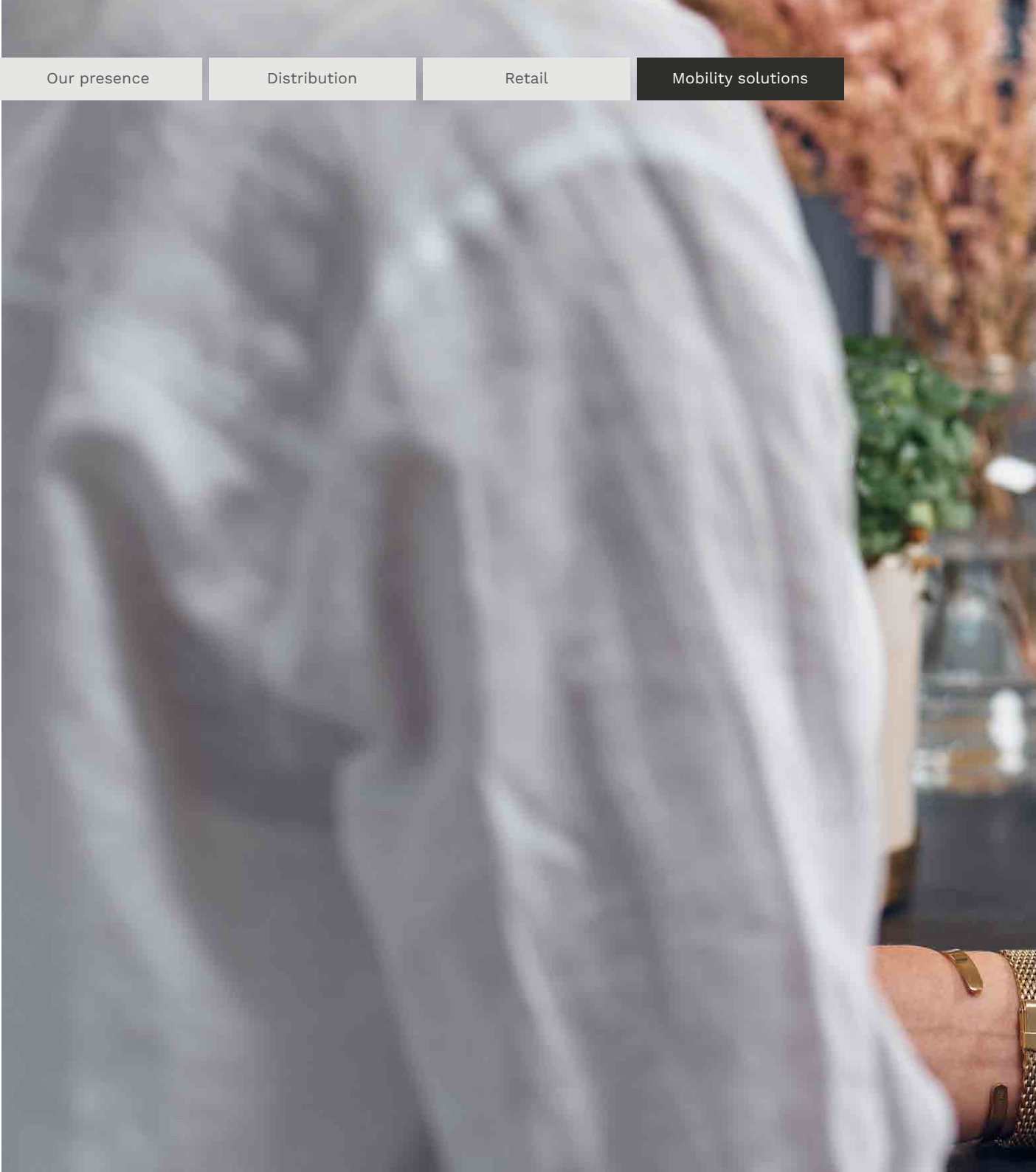
Our business

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03



Mobility Solutions

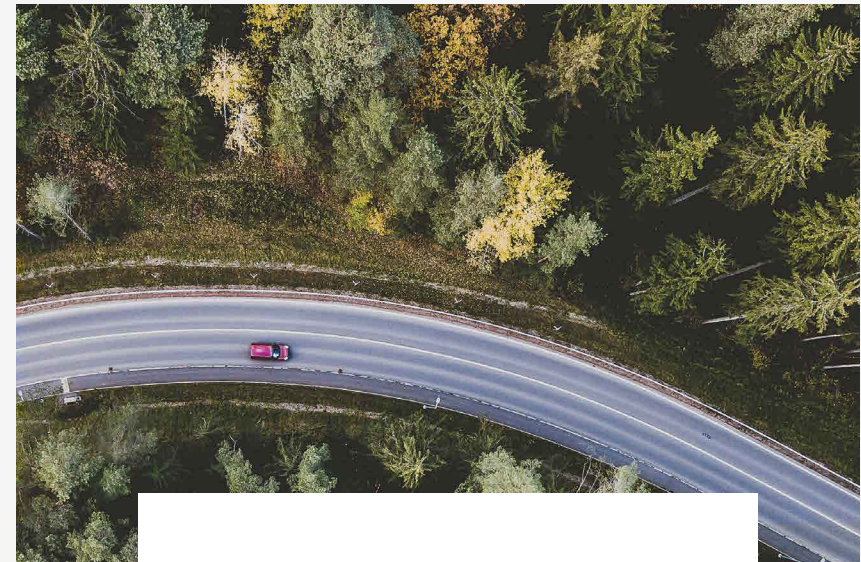
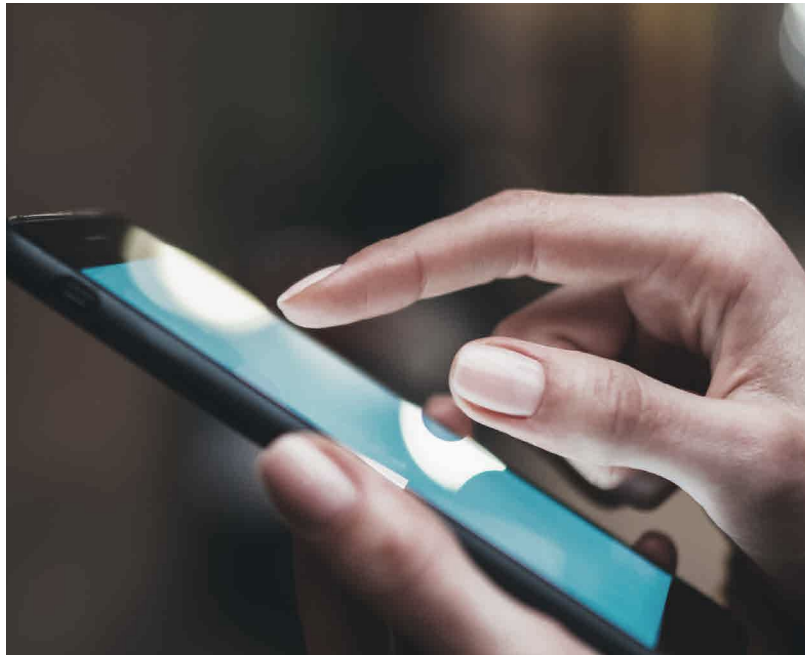
In the business area Mobility solutions, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Our business in modern and sustainable mobility services includes a wide range of passenger cars and commercial vehicles, as well as public electric vehicle DC charging solutions.

Carplus

Carplus provides private customers with a simple alternative to the conventional car purchase through its market-leading digital service, comprising an end-to-end offering in car leasing, insurance and service. Car brand, model, colour, delivery location and retailer are all chosen by the customer online.

carplus.se

 **Carplus**



Unifleet

Unifleet offers corporate customers a brand-neutral fleet management and leasing solution to companies of all sizes. Through the company's inhouse-developed system, a telematics solution is used to connect cars and streamline driving record management.

unifleet.se

 UNIFLEET

MABI Mobility

With sustainability and the customer in focus, **MABI** meets various mobility needs regardless of whether by the hour, day or longer periods. The range of services includes rental of passenger cars, commercial vehicles and trucks, carpools and flexible corporate leasing through the separate brand Flexilease.

MABI's substantial fleet of approximately 10,000 vehicles includes a wide range of vehicles from budget options to luxury cars. The company is present at some 180 locations in Sweden, Belgium, the Netherlands and Switzerland, with ongoing establishments in further European markets.



Hedin Supercharge

New

Hedin Supercharge is our latest investment in modern mobility services, an electric vehicle charging supplier that launched in 2023. Offering user-friendly 300 kW charging points, Hedin Supercharge targets the top tier of public DC charging infrastructure.

The focus is initially on Sweden where charging points will open adjacent to Hedin dealerships around the country, with the goal of becoming one of the major suppliers in the market. The first Hedin Supercharge stations opened in September 2023.

The long-term ambition is a European expansion and establishment to contribute to the transition to an emission-free vehicle fleet.

hedinsupercharge.com



HEDIN SUPERCHARGE



HEDIN MOBILITY GROUP

hedinmobilitygroup.com

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