



THIS IS ZINZINO

Zinzino is a global D2C company from Scandinavia specialising in biomarker-based personalised dietary supplements and health technology. It is a limited liability company with shares listed on the Nasdaq First North Premier Growth Market. The company's test-based and scientifically proven supplements are available in more than 100 markets worldwide. Zinzino owns the Norwegian research and production units BioActive Foods AS and Faun Pharma AS. The company's head office is located in Gothenburg, Sweden, with additional offices in Finland, Latvia, Norway, USA, Australia, Hong Kong, Malaysia and India.

A BRIEF HISTORY

- 2007 Zinzino AB was started. The company's principal business is to own and develop companies in direct sales and related activities.
- 2009 Zinzino Nordic AB was acquired partly through a directed non-cash share issue to the owners of Zinzino Nordic AB and partly through a subscription in the preferential rights issue that Zinzino Nordic AB carried out in December. Through this, Zinzino AB obtained control over 97% of the votes and 92% of the capital of Zinzino Nordic AB. By 31 December 2021, participating interest had increased to 93% of capital.
- 2010 Zinzino shares were listed for trading on the Aktietorget stock market.
- 2011 The group was expanded with companies in Estonia and Lithuania.
- 2012 Companies were started in Latvia and Iceland.
- 2013 A company was started in the US.
- 2014 The group was further expanded by companies in Poland and the Netherlands. In the same year, Zinzino AB acquired BioActive Foods AS and 85% of the shares in Faun Pharma AS. Zinzino AB was listed for trading on Nasdaq OMX First North.
- 2015 A company was started in Canada and the ownership share in Faun Pharma AS was increased to 98.8%.
- 2016 A subsidiary was started in Germany.

 Sales were launched in all of the EU countries.
- 2017 Sales were launched in Switzerland.
- 2018 New subsidiaries in Romania and Italy.
- 2019 New subsidiaries in Australia and India.
- 2020 Acquisition of VMA Life in Singapore.
 Zinzino AB moves up to the premier segment of the Nasdaq First North Premier Growth Market.
- 2021 Sales were launched in South Africa.
- 2022 Acquisition of Enhanzz IP AG and Enhanzz Global AG

ZINZINO INTERIM REPORT 2022 | Q2

APRIL - JUNE

- Total revenues amounted to SEK 329.5 (322.4) million, corresponding to a growth of 2% (18%)
- Gross profit amounted to SEK 105.5 (105.1) million and the gross profit margin was 32.0% (32.6%)
- EBITDA amounted to SEK 20.1 (33.4) million and the EBITDA margin to 6.1% (10.4%)
- Cash flow from operating activities amounted to SEK 20.5 (22.4) million
- Acquisition of Enhanzz IP AG and Enhanzz Global AG
- Launch of HbA1c Test
- Launch of BalanceOil Tutti Frutti adapted for children

JANUARY - JUNE

- Total revenues amounted to SEK 663.9 (655.8) million, corresponding to an increase of 1% (27%)
- Gross profit amounted to SEK 204.8 (206.3) million and the gross profit margin was 30.8% (31.5%)
- EBITDA amounted to SEK 45.8 (70.7) million and the EBITDA margin to 6.9% (10.8%)
- Cash flow from operating activities amounted to SEK 11.6 (70.4) million
- Cash and cash equivalents at the balance sheet date amounted to SEK 151.5 (166.9) million

WE ARE READY **FOR GROWTH**



Dag Bergheim Pettersen, CEO, Zinzino

With regards to the world market situation, I am still quite pleased with the second quarter of 2022 and the growth of 2% compared to the corresponding period last year.

We are able to maintain previous sales levels. In addition, profitability remains pretty good and we drive our internal development effectively and focus on our overall strategic plans. Total revenues for the quarter amounted to SEK 330 million and our EBITDA margin was 6,1%. Our long-term financial goals still stands at a growth of at least 10% and an EBITDA margin at 9% for 2022-2025, but I see that we are struggling with reaching our outset goal for 2022.

I believe in growth compared to last year and that we will reach approximately SEK 1.4 billion in total revenues combined with an EBITDA margin in excess of approximately 6%. This is slightly lower than what we stated a as goal in the beginning of the year of SEK 1,5 billion with more than 7% in EBITDA margin.

The world has undergone great changes in recent years and there is more upheaval around us now than there has been for many decades. This is evident in numerous areas such as purchasing and supply, availability and prices of raw materials as well as shipping challenges with increased costs associated. In addition, many employees and distributors contracted the omicron variant of Covid-19 during the last quarter and there were shutdowns in many Asian markets due to the pandemic. The war in Ukraine also impacted our turnover in both Russia and Ukraine. A tragic war that is also making financial markets more turbulent, which in turn affects inflation, interest rates, energy supply, etc. In such situations, history has shown that there are opportunities for those companies that have a strong

culture, a willingness to invest combined with financial resources and a belief in the future and a focus on the things we can do something about. We will!

CLEAR FOCUS

We remain focused on opening new markets while developing our existing ones. Around 10 new markets are in the pipeline which we will open during the upcoming 18-24 months.

We spend a lot of time on product development which gives us the opportunity to launch several unique products during the year. We have during the quarter launched a new test which is measuring the long-term blood sugar level and starting a new children segment and we will launch a new cosmetic skin line in October.

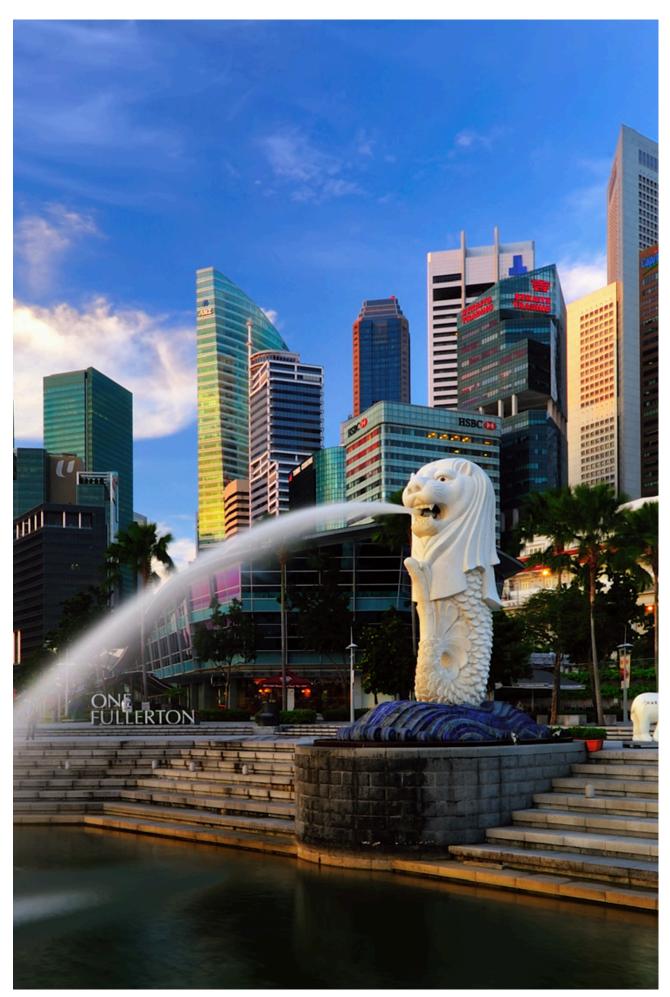
We continue to invest in new technology that brings us benefits, saves costs and creates great synergies. New webpages will be launched during this quarter and it will save costs and time to do changes and improvements in the future.

We are actively working to strengthen our global, test-based brand and have a clear goal of profitable growth! I am convinced that these investments will lead us back to high sales growth and increased profitability over the next years.

Our vision is to inspire people all over the world to improve their lives and the Global Health trend is helping us to receive more interests in all markets we are operating in!

Dag Bergheim Pettersen

CEO Zinzino Inspire Change in Life



The Singapore market opened during the second quarter of 2022.

FINANCIAL SUMMARY (SEK MILLION)

Key group figures	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021	01/01/2021 31/12/2021
Total revenue	329.5	322.4	663.9	655.8	1,370.6
Net sales Net sales	310.2	304.1	625.4	619.4	1,288.5
Sales growth	2%	18%	1%	27%	20%
Gross profit	105.5	105.1	204.8	206.3	427.5
Gross profit margin	32.0%	32.6%	30.8%	31.5%	31.2%
Operating profit before depreciation and amortisation	20.1	33.4	45.8	70.7	137.6
Operating margin before depreciation and amortisation	6.1%	10.4%	6.9%	10.8%	10.0%
Operating profit	13.6	28.2	33.8	60.3	116.0
Operating margin	4.1%	8.8%	5.1%	9.2%	8.5%
Profit/loss before tax	13.3	28.0	33.2	59.9	114.9
Net profit	10.2	23.0	26.1	47.0	89.7
Net margin	3.1%	7.1%	3.9%	7.2%	6.5%
Net earnings per share after tax before dilution, SEK	0.30	0.66	0.75	1.34	2.57
Net earnings per share after tax at full dilution, SEK	0.29	0.63	0.73	1.28	2.46
Cash flow from operating activities	20.5	22.4	11.6	70.4	153.5
Cash and cash equivalents	151.5	166.9	151.5	166.9	235.7
Equity/assets ratio	19.5%	20.5%	19.5%	20.5%	25.1%
Equity per share before dilution, SEK	3.41	3.18	3.41	3.19	4.52
Number of issued shares on average for the period	33,702,278	33,528,397	33,702,278	33,403,632	33,551,514
Average number of issued shares for the period with full dilution	34,295,074	35,100,145	34,423,770	35,084,756	35,092,535
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ZINZINO'S OUTLOOK AND FINANCIAL GOALS FOR 2022

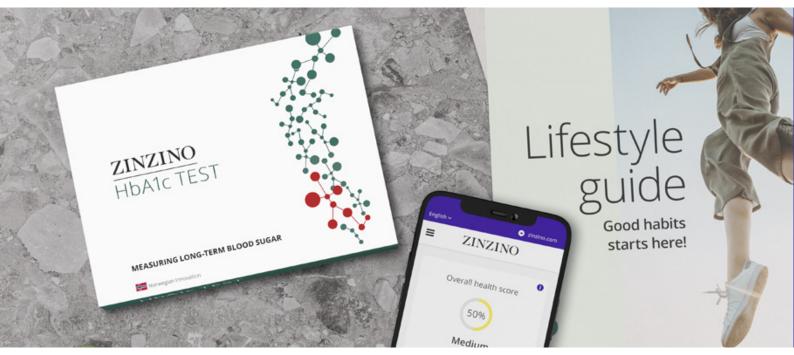
Taking into account the prevailing world market situation and the lower growth rate in 2022 that the situation entailed, the Board of Zinzino has adjusted down the expected revenues for the full year 2022 to amount to approximately SEK 1,400 (1,370) million. Previously submitted revenue forecast for 2022 to amount to SEK 1,500 million. At the same time, the expected EBITDA margin for the full year is adjusted down by 1 percentage point to instead amount to approximately 6%. The Board states that the uncertainty is still very high.

The average growth in sales at Zinzino for the period 2022–2025 shall be a minimum of 10% and operating margin before depreciation/amortisation shall increase to over 9%. The dividend policy shall be at least 50% of the Group's net profit as long as liquidity and the equity/assets ratio allow.



SIGNIFICANT EVENTS

DURING AND AFTER THE SECOND QUARTER 2022



HbA1c Test

ACQUISITION OF ENHANZZ IP AG AND ENHANZZ GLOBAL AG

On 5 April 2022, Zinzino acquired Enhanzz IP AG, including the IP rights to its HANZZ+HEIDII and YU brands. In addition, Enhanzz Global AG was acquired along with its distributor organisation and inventory. The business, which had a turnover of around EUR 3 million last year, is expected to generate strong growth through the synergies created by the joint networks. Gross margins in the business are good and profitability will therefore grow very well by utilising Zinzino's existing technical platform and organisation. Zinzino has, upon entry, paid a fixed purchase price of EUR 1 million, divided between 75% cash and 25% newly issued Zinzino shares. In addition, contingent consideration will be added based on the sales performance generated by the acquired distributor organisation during the period 2022-2027. The total contingent consideration is estimated at EUR 2.5 million, but could reach a maximum of EUR 6 million, to be settled 100% with newly issued Zinzino shares. The cash component of the purchase price was financed from own cash.

LAUNCH IN SINGAPORE WITH OFFICIAL MARKET STATUS

During the quarter, Zinzino continued to work on the establishment processes in a large number of markets around the world. On 7 April, sales were officially launched in Singapore via the company acquired through VMA Life in 2020, which was given a localised website, expanded product range and marketing materials in the local language. At the same time, establishment processes are underway in the Philippines, Mexico and Serbia, among others. Establishing a presence in these markets also requires the development of payment solutions that are compatible and certified for each market. Zinzino is thus working on the development of payment solutions that meet these requirements, which will be a key part of the expansion process for the remainder of 2022.

LAUNCH OF HBA1C TEST

At the end of the second quarter of 2022, Zinzino launched the new HbA1c test, which uses a scientifically proven method to measure long-term blood glucose levels in the body. The test is combined with a digital lifestyle questionnaire with questions about diet, exercise and general habits to guide how your lifestyle supports your health. This results in combined blood and lifestyle markers with an overall health score and specific blood glucose score and leads to individual recommendations on how to change your lifestyle to support your long-term health.

LAUNCH OF BALANCE OIL TUTTI FRUTTI - ADAPTED FOR CHILDREN

The launch of the HbA1c test was also accompanied by the launch of a newly developed version of Zinzino's main product, BalanceOil. The new version is Zinzino's first product fully adapted and developed for children. Zinzino's new BalanceOil Tutti Frutti is based on the same unique blend as the other versions of BalanceOil. As part of the product launch, Zinzino updated the balancetest.com test site with child-appropriate reference values for fatty acid assessments and other ageappropriate information so that younger customers can also get accurate test results when analysing their BalanceTest.



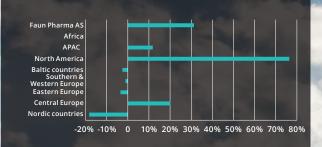
BalanceOil Tutti Frutti.

2022 | **Q2** SALES AND PROFIT

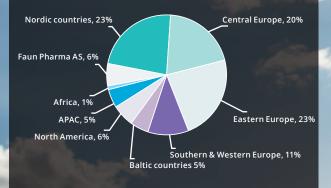
SALES Q2

In total, revenue for the second quarter of 2022 amounted to SEK 329.5 (322.4) million, which represented a growth of 2% compared with the corresponding period in the previous year.

GROWTH PER REGION Q2 2022 VS Q2 2021



SALES BY REGION 02



COUNTRIES IN REGIONS:

NORDIC COUNTRIES

Denmark, Faroe Islands, Finland, Iceland, Norway, Sweden

BALTIC COUNTRIES

Estonia, Latvia, Lithuania

CENTRAL EUROPE

Austria, Germany, Switzerland

Czech Republic, Slovakia, Hungary, Poland, Romania

SOUTHERN & WESTERN EUROPE Cyprus, France, Greece, Italy, Netherlands, Spain, UK, Belgium, Ireland

NORTH AMERICA Canada, USA

Australia, Hong Kong, India, Malaysia, Singapore, Taiwan, Thailand

AFRICA

South Africa

NORDIC COUNTRIES

In the Nordic countries, total revenues decreased by 18% to SEK 75.9 (92.8) million in the second guarter of 2022 compared to the same period last year. In the second quarter of 2022, distributor activity and new sales were also lower than expected, contributing to the weak performance in the region. However, the decline in revenues from new recruitments was well offset by the high proportion of subscription sales from the large existing customer bases in the mature markets of the region. Zinzino is implementing a number of measures to increase new sales in the Nordic region. Among other things, a major international event was held at Gardemoen Airport outside Oslo at the end of the quarter to inspire and motivate participants, with most of the approximately 2,000 participating distributors coming from the various Nordic countries.

Faun Pharma AS, the Group's subsidiary and manufacturing unit, increased external production in the second quarter by 31% to SEK 21.0 (16.0) million compared to the corresponding period last year. The increase in revenue was mainly due to high order placement from new customers following the manufacturing unit's certification according to Food Safety System Certification FSSC 22000.

Overall, total revenues in the Nordic countries, Zinzino and Faun combined, accounted for 29% (34%) of the Group's total revenues in the second quarter of 2022.

BALTIC COUNTRIES

In the Baltic countries, revenues decreased by 3% to SEK 16.4 (16.8) million in the second guarter of 2022 compared to the same period last year. In Latvia, the inflow of new customers and distributors decreased, but where the revenue decline was supported by subscription sales from the large existing customer base. Latvia is the market most affected by the conflict between Russia and Ukraine, as the distributor organizations between the countries have been intertwined. Continued good development in Lithuania with high distributor activity and underlying sales growth. In Estonia, the decrease in revenue has almost stopped, where the distributors have increased their activity compared to the previous year. To stimulate activity among distributors in the region, several local events have been planned for the third quarter, in the form of both digital and physical gatherings. The head office continues to support the local sales organisations in the relatively mature markets of the region. Overall, the Baltic countries accounted for 5% (5%) of the Group's total revenues in the second quarter of 2022.

CENTRAL EUROPE

The solid growth in the region continued in the second quarter of 2022, mainly driven by the efficient distributor organisations in Germany with a strong focus on the positive effects of the products on the highly healthconscious customer base. Revenues also increased in Austria and Switzerland compared to the same period last year, following the synergy effects from the acquisition of the Enhanzz companies. In the second quarter of 2022, total revenues increased by 20% compared to the corresponding period last year to SEK 64.7 (53.9) million. The DACH region thus consolidated its position as the region with generally good underlying growth in new customers, combined with high activity among both new and established distributors. In addition, subscription revenues from the existing customer base were at a very high level. In total, the region accounted for 20% (17%) of the Group's total revenues in the second quarter of 2022.

EASTERN EUROPE

Total revenues in the region decreased by 3% in the second quarter of 2022 compared to the same period last year and amounted to SEK 76.7 (79.4) million. The large Hungarian market continued to decline in new sales but combined this with high revenues based on the large subscription base in the country, which slowed the revenue decline. At the same time, there was good development in Poland and Slovakia with high distributor activity and many new customers. In the Czech Republic, revenues were in line with the corresponding quarter of the previous year. Zinzino is carrying out a number of revenue-generating activities in the region to increase activity among distributors. Overall, Eastern Europe accounted for 23% (25%) of the Group's total revenues in the second quarter of 2022.

SOUTHERN & WESTERN EUROPE

Total revenues for the region decreased by 1% in the second quarter of 2022 compared to the same period last year and amounted to SEK 36.6 (37.0) million. The Netherlands, France, Ireland and Slovenia continued to perform well, while new sales slowed in many of the region's other countries, including the UK, Cyprus and Greece. The local sales managers support the distributor organisations, which are largely in the process of being built, by coordinating distributor meetings and dialogue with the head office in Gothenburg with a focus on getting distributors out in the field, which has resulted in distributor activity being at a consistently high level with many digital events and smaller local events. Zinzino continues to support distributors in the region as they build their customer bases, driving the important customer subscription revenues. The region together accounted for 11% (11%) of the Group's total revenues for the second quarter of 2022.

NORTH AMERICA

In North America, the positive trend continued in the second quarter, with revenues increasing by an entire 76% compared to the same period last year and amounting to SEK 18.5 (10.5) million. A strong contributor to the good performance in the quarter were the synergies generated by the APAC region's distributors in the Philippines, who have built up large customer bases in North America in a very short period of time through their personal network of contacts. In addition, the generally high level of distributor activity continued, with a strong focus on expanding the number of distributors, developing the customer base and the associated important subscription revenues. North America accounted for 6% (3%) of the Group's total revenues in the second quarter of 2022.

APAC

Total revenues in the APAC region increased by 12% compared to the corresponding period last year and amounted to SEK 17.9 (16.0) million. This follows a very mixed performance among the region's countries during the quarter. Very strong performance during the quarter in Thailand and the Philippines, with rapidly increasing distributor activity despite both markets continuing to be managed through the global webshop with a limited product range. At the same time, Taiwan continued to perform well and Hong Kong continued to be constrained by the reimposition of Covid-19 restrictions, which slowed the growth in the country. The closely linked Australian market was also affected, where lower distributor activity also slowed growth. The APAC region accounted for 5% (5%) of the Group's total revenues in the second quarter of 2022.

AFRICA

Sales were launched under the local flag in the region in autumn 2021. South Africa is Zinzino's first local establishment on the African continent. The focus during the quarter has been to build on the local distributor organisation and associated customer base. In the second quarter of 2022, revenues amounted to SEK 1.8 (0.0) million for the African region including the revenues for the other countries in the region which, as before, are managed via Zinzino's global webshop in anticipation of the markets opening under their own local flag. The region accounted for 1% (0%) of the Group's total revenues in the quarter.

SALES PER PRODUCT SEGMENT Q2

The Zinzino Health product segment increased in the second quarter of 2022 by 1% to 284.6 (280.4) SEK million and represented 86% (87%) of total revenue. The Zinzino Coffee product area decreased by 22% to SEK 5.1 (6.5) million, which corresponded to 2% (2%) of total revenue. External sales in Faun Pharma AS increased by 28% compared to the corresponding period last year, following high external production during the quarter, and amounted to SEK 20.5 (16.0) million, corresponding to 6% (5%) of total revenues. Other revenue amounted to SEK 19.3 (19.5) million, which corresponded to the remaining 6% (6%) of revenues for the second quarter of 2022.

SEK million

329.5 (322.4)

SALES PER PRODUCT SEGMENT Q2



2022; SEK 284.6 (280.4) million



2022; SEK 5.1 (6.5) million



OTHER INCOME 2022; SEK 19.3 (19.5) million



2022; SEK 20.5 (16.0) million

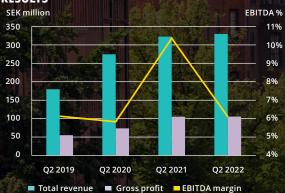
RESULTS AND FINANCIAL POSITION Q2

RESULTS

Gross profit for the second quarter of 2022 amounted to SEK 105.5 (105.1) million and gross profit margin to 32.0% (32.6%). To offset the impact of raw material and freight cost increases, Zinzino has implemented incremental price adjustments to distributors and customers, contributing to the improved gross margin compared to the previous quarter. The full impact of the price adjustments is expected to occur in the third guarter, thus strengthening the gross margin going forward.

The Group's operating profit before depreciation/ amortisation amounted to SEK 20.1 (33.4) million and the EBITDA margin to 6.1% (10.4%). The decline in the EBITDA margin was mainly due to increased organisational costs compared to the second quarter of 2021, incurred in line with the strategic expansion during the previous year combined with currency translation effects which also had a negative impact on EBITDA results. Operating profit amounted to SEK 13.6 (28.2) million and the operating margin to 4.1% (8.8%). Profit before tax totalled SEK 13.3 (28.0) million and net profit was SEK 10.2 (23.0) million.

RESULTS

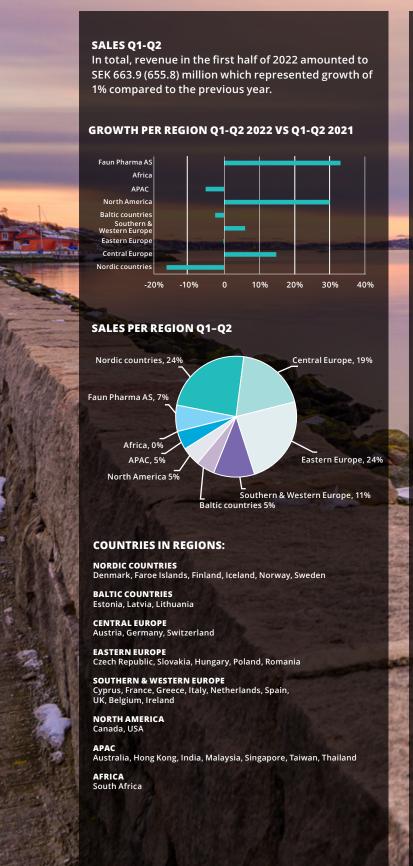


DEPRECIATION AND AMORTISATION

Depreciation and amortisation for the quarter were charged to the profit for the period in the amount of SEK 6.5 (5.2) million, of which SEK 0.7 (0.7) million was depreciation of tangible fixed assets and SEK 5.8 (4.5) million was amortisation of intangible fixed assets. Of this, SEK 4.3 (3.5) million is depreciation of right of use assets in accordance with IFRS 16 and SEK 0.2 (0.2) million is amortisation of licences attributable to the acquisition of VMA Life.



2022 | **Q1-Q2** SALES AND PROFITS



NORDIC COUNTRIES

In the Nordic countries, total revenues decreased by 16% to SEK 156.2 (186.6) million in the first half of 2022 compared to the same period last year. In the early months of the year, distributor activity was hampered by outbreaks of omicron (Covid-19) in most sales organisations, which slowed the growth of new customers and distributors. As society returned to normal, distributor activities increased with local events combined with the major international event at Gardemoen Airport in Oslo at the end of the second guarter. Although the level of activity among distributors has gradually increased during the year, the growth in new customers and distributors has not been generated to the expected extent. However, the decline in revenues from new recruitments was well offset by the high proportion of subscription sales from the large existing customer bases in the mature markets of the region. The sales manager for the Nordic countries, together with the rest of the team, continues to support these markets from the head office through attendance at local events combined with other sales and marketing activities.

Faun Pharma AS, the Group's subsidiary and manufacturing unit, increased external production in the first half of 2022 following increased sales linked to the company's FSSC 22000 certification. As a result, external sales increased by 33% in the first half of 2022 to SEK 44.3 (33.4) million compared to the same period last year.

Overall, total revenues in the Nordic countries, Zinzino and Faun combined, accounted for 31% (34%) of the Group's total revenues in the first half of 2022.

BALTIC COUNTRIES

Revenue in the Baltic countries in the first half of 2022 decreased by 3% compared to the previous year and amounted to SEK 34.7 (35.6) million. This follows a consistently strong performance in Lithuania with high distributor activity, an increasing customer base and a good inflow of new distributors. At the same time, sales in Latvia declined, largely due to the effects of the war between Russia and Ukraine, as distributors had links in both countries. However, the decline in new sales was offset by a high proportion of subscription sales from the large existing customer base. Improved distributor activity in Estonia, which almost completely halted the sales decline in the first half of 2022. Overall, the region accounted for 5% (5%) of total revenues in the first half of 2022.

CENTRAL EUROPE

In the region, revenues increased by 15% in the first half of 2022 compared to the same period last year to SEK 123.9 (107.9) million. Consistently strong performance with high underlying growth in the region, mainly driven by the interlinked distributor organisations based in Germany. The distributors and customers in the region are characterised by a strong interest in health as evidenced by the high recurring subscription revenues from the large customer bases. The acquisition of Enhanzz in April has created synergies, further accelerating growth in the region in recent months. Overall, the region accounted for 19% (16%) of total revenues in the first half of 2022.

EASTERN EUROPE

Revenues in Eastern Europe in the first half of 2022 were virtually unchanged compared to the corresponding period last year and amounted to SEK 160.0 (160.5) million. This follows consistently strong performance with good underlying growth in the Czech Republic, Slovakia, Bulgaria and Poland, while new sales and activity declined in Hungary in the first half of 2022. A strong focus from the head office together with the region's local sales manager is supporting the Hungarian sales organisations in order to increase distributor activity and new sales in the important Hungarian market, which continued to contribute high subscription sales to the region's total revenues in the first half of 2022. In total, the region accounted for 24% (24%) of total revenues in the first half of 2022.

SOUTHERN & WESTERN EUROPE

The region's revenues increased by 6% in the first half of 2022 compared to the same period last year to SEK 74.7 (70.5) million. This follows strong performance mainly in the Netherlands, characterised by skilled distributors with a strong customer focus, and Spain, where distributors increased activity and new sales in 2022 compared to the previous year. Several emerging countries in the region, such as Slovenia, Portugal and Croatia, also showed positive growth with an increased number of distributors and customers. At the same time, revenues decreased slightly in the UK following slightly lower distributor activity and reduced new sales compared to the same period last year. The region together accounted for 11% (11%) of the Group's total revenues in the first half of 2022.

NORTH AMERICA

The North American region is the best performing region so far in 2022. Revenues in the region increased by as much as 30% compared to the same period last year to SEK 32.6 (25.1) million following high distributor activity and a very high inflow of mainly new customers in the first half of 2022. A major contributor to the strong performance during the period were the unexpected

synergies created by the APAC region's distributors in the Philippines who have built up large customer bases in North America in a very short period of time through their network of contacts. In total, the region accounted for 5% (4%) of total revenues in the first half of 2022.

APAC

Total revenues in the APAC region decreased by 5% in the first half of 2022 compared to the same period last year and amounted to SEK 34.3 (36.2) million. This follows a weaker first quarter and a stronger second guarter in 2022. Overall, there has been a mixed performance among the region's countries so far this year, due in large part to severe and varied restrictions and closures due to Covid-19. In this situation with the severe restrictions, the distributors have worked closely with Zinzino employees where the focus has been on educating new distributors on the Zinzino business model and the benefits of the products themselves. During the build-up of the region, this involves daily digital training to meet demand during the intensive growth phase. Among the countries in the region, Thailand and the Philippines performed best in the first half of 2022 with rapidly increasing distributor activity, despite both markets continuing to be managed through the global webshop with a limited product range. Performance has also been positive in Taiwan so far this year with high distributor activity and underlying customer growth. At the same time, Hong Kong continued to be constrained by continuing restrictions due to Covid-19, which slowed growth in the country. The closely linked Australian market was also affected where lower distributor activity also slowed growth. Zinzino continues to support the building of local sales organisations through the regional offices in Adelaide, Hong Kong, Singapore and Kuala Lumpur. The region together accounted for 5% (6%) of the Group's total revenues in the first half of 2022.

AFRICA

South Africa is Zinzino's first local establishment on the African continent. The focus so far in 2022 has been to build on the local distributor organisation and associated customer base. In the first half of 2022, revenues amounted to SEK 3.2 (0.0) million for the African region including the revenues for the other countries in the region which, as before, are managed via Zinzino's global webshop in anticipation of the markets opening under their own local flag.

SALES BY PRODUCT AREA Q1-Q2

The Zinzino Health product area was at the same level in Q1-Q2 2022 as last year and amounted to SEK 571.0 (571.1) million and accounted for 86% (87%) of total revenues. The Zinzino Coffee product area decreased by 22% to SEK 10.7 (13.7) million, which corresponded to 2% (2%) of total revenues. External sales from Faun Pharma AS increased by 31% to SEK 43.7 (33.4) million, corresponding to 7% (5%) of total revenues. Other revenues amounted to SEK 38.5 (37.6) million, corresponding to the remaining 5% (6%) of revenues for the period.

Sales SEK million 663.9

(655.8)

SALES PER PRODUCT SEGMENT Q1-Q2



HEALTH 2022; SEK 571.0 (571.1) million



COFFEE 2022; SEK 10.7 (13.7) million



OTHER INCOME 2022; SEK 38.5 (37.6) million



FAUN 2022; SEK 43.7 (33.4) million

GROWTH STRATEGY

A common feature of Zinzino's growth markets is that they are run by committed distributors working in a structured and active way. They have a wide network of contacts across the borders to neighbouring countries, but with the company's geographic expansion, also over longer distances. Work is carried out with a strong focus on Zinzino's Balance concept, which has been positively received by a large number of new customers in many new markets.

Zinzino is working long-term and investing considerable resources in the development of IT systems and marketing tools, which generate growth in both the short and the long term. When the company implements an expansion into a new market, this occurs mainly when the company's market analysis shows that there are good opportunities to establish an effective sales organisation locally. This is primarily achieved via contacts to the already-established sales organisations in neighbouring markets. This is precisely the reason for the good sales performance in the company's newly established markets. These contacts can occasionally

also carry across continents, which has been behind the launch in Australia and India, but also the ongoing new establishment project in Asia. The establishment model follows the same concept for the various markets with customisation of websites and marketing materials in the local languages. Through the global webshop, Zinzino covers a total of over 100 different countries around the world. This approach reduces the pressure on the organisation to open full-scale markets, which requires large internal resources that can now be fully allocated to the ongoing projects in Asia.

RESULTS AND FINANCIAL POSITION Q1-Q2

RESULTS

Gross profit for the first half of 2022 amounted to SEK 204.8 (206.3) million and the gross profit margin to 30.8% (31.5%). The slight decline in the gross margin compared to the same period last year was mainly due to the increased costs of raw materials and freight incurred during the year. To offset the impact of the cost increases, Zinzino has implemented incremental price adjustments to distributors and customers in the first half of 2022. The effects of this have started to be seen in the second quarter and are expected to be fully felt in the third quarter, thereby further strengthening the gross margin going forward.

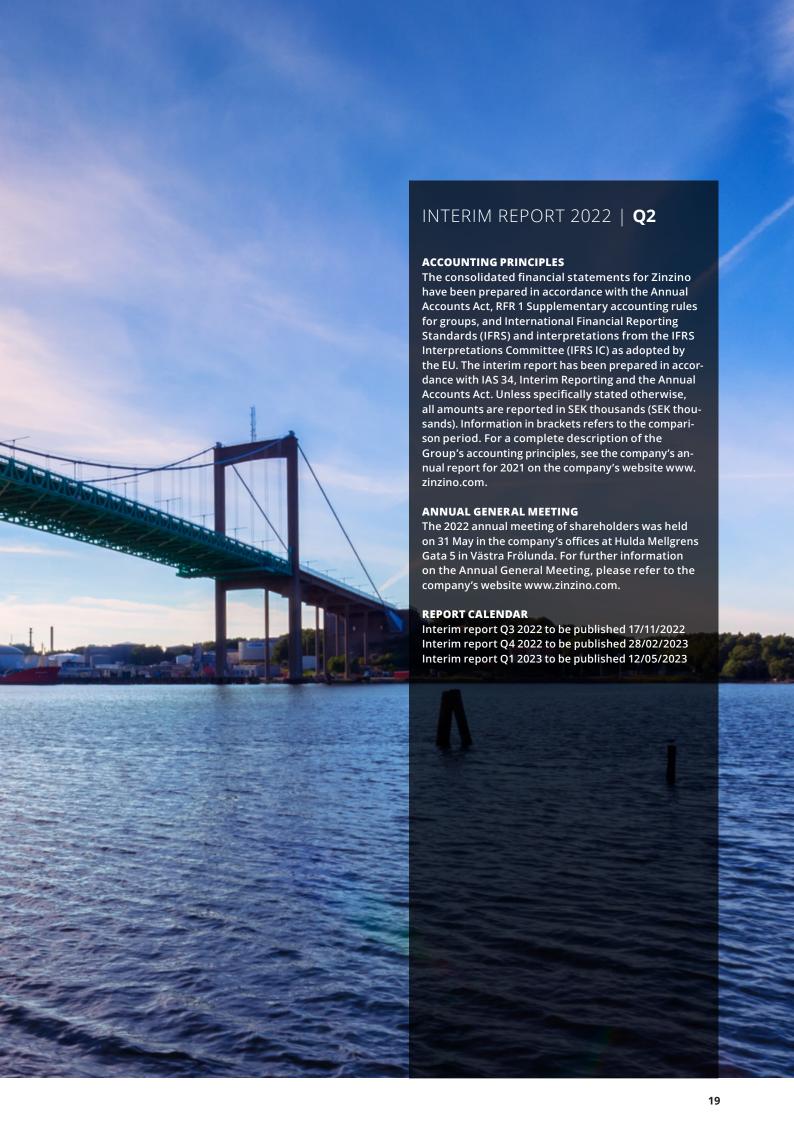
The Group's operating profit before depreciation/ amortisation amounted to SEK 45.8 (70.7) million and the EBITDA margin was 6.9% (10.8%). The decline in the EBITDA margin was mainly due to increased organisational costs compared to the first half of the previous year, incurred in line with the strategic expansion. Although profitability in the first half of the year did not reach similar levels to the corresponding period last year, it was at an expected level given the current organisation and cost structure of the Group.

Operating profit amounted to SEK 33.8 (60.3) million and the operating margin to 5.1% (9.2%). Profit before tax totalled SEK 33.2 (59.9) million and net profit was SEK 26.1 (47.0) million.









GROUP REPORT SUMMARY OF FINANCIAL POSITION

Amounts in SEK thousands	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021	01/01/2021 31/12/2021
Net sales	310,188	304,074	625,371	619,381	1,288,481
Other revenue	17,937	18,090	36,305	36,168	80,635
Own work capitalised	1,329	214	2,210	214	1,497
Goods for resale and other direct costs	-223,972	-217,294	-459,099	-449,484	-943,093
Gross profit	105,482	105,084	204,787	206,279	427,520
External operating expenses	-47,636	-37,484	-83,971	-70,006	-154,211
Personnel costs	-37,754	-34,203	-74,970	-65,564	-135,739
Depreciation/amortisation	-6,467	-5,166	-12,063	-10,433	-21,602
Operating profit	13,625	28,231	33,783	60,276	115,968
Net financial income/expense	-373	-269	-592	-422	-1,050
Tax	-3,042	-4,976	-7,131	-12,845	-25,208
PROFIT/LOSS FOR THE PERIOD	10,210	22,986	26,060	47,009	89,710
foreign subsidiaries Other comprehensive profit/loss for the period TOTAL COMPREHENSIVE PROFIT/LOSS FOR THE PE-	-275 - 275	-2,081 -2,081	3,924 3,924	2,017 2,017	5,029 5,029
RIOD	9,935	20,905	29,984	49,026	94,739
Profit/loss for the period attributable to:					
Parent company's shareholders	10,095	21,984	25,229	44,858	86,204
Non-controlling interest	115	1,002	831	2,151	3,506
TOTAL	10,210	22,986	26,060	47,009	89,710
Total comprehensive profit/loss for the period attr	ibutable to:				
Parent company's shareholders	9,820	19,903	29,153	46,875	91,233
Non-controlling interest	115	1,002	831	2,151	3,506
TOTAL	9,935	20,905	29,984	49,026	94,739
Earnings per share, calculated on the profit/loss for Amounts in SEK	r the period at	tributable to	the parent co	mpany's shai	reholders:
Earnings per share before dilution	0.30	0.66	0.75	1.34	2.57
Earnings per share after dilution	0.29	0.63	0.73	1.28	2.46

GROUP REPORT SUMMARY OF FINANCIAL POSITION

Amounts in SEK thousands	30/06/2022	30/06/2021	31/12/2021
Fixed assets			
Goodwill	68,086	38,715	40,631
Other intangible fixed assets	43,849	19,859	22,904
Equipment, tools and installations	12,759	8,111	11,047
Right-of-Use Assets	46,505	38,215	38,063
Financial fixed assets	4,851	4,855	5,094
Total fixed assets	176,050	109,755	117,739
Current assets			
Inventories	171,518	167,593	158,657
Current receivables	44,691	43,403	57,950
Pre-paid costs and accrued revenues	44,586	32,133	35,128
Cash and bank balances	151,463	166,911	235,732
Total current assets	412,258	410,040	487,467
TOTAL ASSETS	588,308	519,795	605,206
Equity			
Share capital	3,370	3,370	3,370
Other contributed capital	35,838	35,595	35,830
Retained earnings including profit/loss for the period	75,616	67,578	112,518
Total equity	114,824	106,543	151,718
Long-term liabilities			
Leasing liabilities	28,693	24,339	25,025
Deferred tax liability	3,239	-	1,387
Other long-term liabilities	26,434	5,528	4,516
Total long-term liabilities	58,366	29,867	30,928
Current liabilities			
Accounts payable	44,414	43,444	44,251
Tax liabilities	4,436	16,938	16,998
Leasing liabilities	18,347	14,647	13,910
Other current liabilities	242,593	203,371	238,867
Accrued costs and deferred revenues	105,328	104,985	108,534
Total current liabilities	415,118	383,385	422,560
TOTAL EQUITY AND LIABILITIES	588,308	519,795	605,206

GROUP REPORT SUMMARY OF CHANGES IN EQUITY

Amounts in	Share	Ongoing rights issue	Other contributed		Retained earnings including profit/loss for	Total	Non-control-	Total
SEK thousands	сарітаі	rigitts issue	Сарісаі	reserves	the period	IOLAI	ling interest	Equity
Opening balance 01/01/2021	3,305	31	27,477	-5,272	61,885	87,426	7,238	94,663
Profit/loss for the period	-	-	-	-	44,858	44,858	2,151	47,009
Other comprehensive profit/loss for the period	-	-	-	1,984	-	1,984	-	1,984
Share repurchase	-	-	-	-	-1,173	-1,173	-	-1,173
Change of the minority	-	-	-	-	90	90	-90	-
Rights issue	65	-24	8,112	-	-	8,153	-	8,153
Issued								
warrants	-	-	-	-	5	5	-	5
Dividends	-	-	-	-	-42,120	-42,120	-1,978	-44,098
Closing balance 30/06/2021	3,370	7	35,589	-3,288	63,545	99,223	7,321	106,543
Opening balance 01/07/2021	3,370	7	35,589	-3,288	63,545	99,223	7,321	106,543
Profit/loss for the period	-	-	-	-	41,346	41,346	1,355	42,701
Other comprehensive profit/loss for the period	_	_	_	2,484	-	2,484	-	2,484
Share repurchase	_	_	_	2,101	-239	-239	_	-239
Change of the minority	_	_	_	_	11	11	-11	
Rights issue	_	_	234	_	_	234	-	234
Issued warrants	_	_		_	-5	-5	_	-5
Closing balance 31/12/2021	3,370	7	35,823	-804	104,658	143,054	8,665	151,718
Opening balance 01/01/2022	3,370	7	35,823	-804	104,658	143,054	8,665	151,718
Profit/loss for the period	-,	-		-	25,229	25,229	831	26,060
Other comprehensive profit/loss for the period	-	-	-	3,707	-	3,707	-	3,707
Share repurchase	_	_	_	-	-13	-13	_	-13
Change of the minority	_	_	_	-	-10	-10	10	.5
Rights issue	_	8	_	-	3,478	3,486	-	3,486
Issued		J			3, .70	_,		_,
warrants	-	-	-	-	816	816	-	816
Dividends	-	-	-	-	-67,405	-67,405	-3,545	-70,950
Closing balance 30/06/2022	3,370	15	35,823	2,903	66,753	108,863	5,961	114,824

GROUP REPORT SUMMARY OF CASH FLOWS

Amounts in SEK thousands	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021	01/01/2021 31/12/2021
Operating activities					
Profit/loss before financial items	13,625	28,231	33,783	60,276	115,968
Depreciation and amortisation/write-downs	6,467	5,166	12,063	10,433	21,602
Currency fluctuations	278	-291	-132	-3,713	-5,743
Total	20,370	33,106	45,714	66,996	131,827
Interest received	55	66	147	235	383
Interest paid	-427	-336	-739	-657	-1,432
Tax paid	-17,954	-1,971	-19,731	-7,936	-20,521
Total	-18,326	-2,241	-20,323	-8,358	-21,570
Cash flow from operating activities before changes in operating capital	2,044	30,865	25,391	58,638	110,257
Cash flow from changes in operating capital					
Change in inventories	-2,621	-13,668	-9,790	-40,645	-31,709
Change in current receivables	13,465	-13,454	4,853	27,792	10,252
Change in current liabilities	7,605	18,700	-8,872	24,662	64,692
Total	18,449	-8,422	-13,809	11,809	43,235
Cash flow from operating activities	20,493	22,443	11,582	70,447	153,492
Investment activity					
Investments in intangible fixed assets	-6,038	-2,741	-10,991	-2,846	-5,836
Investments in tangible fixed assets	-2,098	-805	-2,657	-1,318	-3,838
Investments in financial fixed assets	-10,294	-1,173	-10,348	-1,173	-2,308
Cash flow from investment activities	-18,430	-4,719	-23,996	-5,337	-11,982
Financing activities					
Amortisation of lease liabilities attributable to lease agreements	-4,666	-3,679	-8,752	-7,455	-15,263
Issuance of options	82	5	816	5	-
Rights issue	3,486	3,463	3,486	8,153	8,387
Dividends	-67,405	-42,120	-67,405	-42,120	-42,120
Cash flow from financing activities	-68,503	-42,331	-71,855	-41,417	-48,996
CASH FLOW FOR THE PERIOD	-66,440	-24,607	-84,269	23,693	92,514
Cash and cash equivalents at start of period	217,903	191,518	235,732	143,218	143,218
Cash and cash equivalents at end of period	151,463	166,911	151,463	166,911	235,732

PARENT COMPANY REPORT

SUMMARY INCOME STATEMENT

Amounts in SEK thousands	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021	01/01/2021 31/12/2021
Net sales	5,000	26,881	16,670	51,373	118,190
Other revenue	-	6,766	2,064	12,606	22,291
Goods for resale and other direct costs	-	-24,393	-8,203	-47,889	-103,744
Gross profit	5,000	9,254	10,531	16,090	36,737
External operating expenses	-4,908	-6,896	-9,670	-12,899	-26,326
Depreciation/amortisation	-157	-144	-314	-288	-606
Operating profit	-65	2,214	547	2,903	9,805
Net financial income/expense	12,020	-52	12,381	805	61,277
Tax	140	-	-65	-	-2,196
PROFIT/LOSS FOR THE PERIOD	12,095	2,162	12,863	3,708	68,886

There are no items in the parent company reported as other total comprehensive profit/loss, so the total comprehensive profit/loss matches the profit/loss for the period.

PARENT COMPANY REPORT SUMMARY OF FINANCIAL POSITION

Amounts in SEK thousands	30/06/2022	30/06/2021	31/12/2021
Fixed assets			
Intangible fixed assets	9,006	3,312	4,910
Tangible fixed assets	27	34	31
Financial fixed assets	140,603	104,079	104,330
Total fixed assets	149,636	107,425	109,271
Current assets			
Current receivables	24	1,165	2,252
Intra-group receivables	14,448	20,197	24,659
Pre-paid costs and accrued revenues	2,456	2,905	2,331
Cash and bank balances	14,428	3,035	4,471
Total current assets	31,356	27,302	33,713
TOTAL ASSETS	180,992	134,727	142,984
Equity			
Restricted equity			
Share capital	3,370	3,370	3,370
Ongoing rights issue	15	7	7
Fund for development expenditures	9,006	3,312	4,910
Unrestricted equity			
Share premium reserve	30,371	26,659	45,154
Retained earnings including profit/loss for the period	12,148	7,125	52,438
Total equity	54,910	40,473	105,879
Long-term liabilities			
Long-term liabilities	25,959	5,106	4,070
Intra-group long-term liabilities	-	15,476	15,476
Total long-term liabilities	25,959	20,582	19,546
Current liabilities			
Tax liabilities	-	-	1,727
Intra-group current liabilities	86,657	61,539	2,512
Other current liabilities	12,913	11,142	11,902
Accrued costs and deferred revenues	553	991	1,418
Total current liabilities	100,123	73,672	17,559
TOTAL EQUITY AND LIABILITIES	180,992	134,727	142,984

PARENT COMPANY REPORT SUMMARY OF CHANGES IN EQUITY

Amounts in SEK thousands	Share capital	Ongoing rights issue	Fund for development expenditures	Share premium reserve	Retained earnings including profit/ loss for the period	Total Equity
Opening balance 01/01/2021	3,305	31	1,886	36,808	28,696	70,726
Profit/loss for the period	-	-	-	-	3,709	3,709
Internally generated intangible assets	-	-	1,426	-	-1,426	-
Rights issue	65	-24	-	8,112	-	8,153
Issued warrants	-	-	-	-	5	5
Dividends	-	-	-	-18,261	-23,859	-42,120
Closing balance 30/06/2021	3,370	7	3,312	26,659	7,125	40,473
Opening balance 01/07/2021	3,370	7	3,312	26,659	7,125	40,473
Profit/loss for the period	-	-	-	-	65,177	65,177
Internally generated intangible assets	-	-	1,598	-	-1,598	-
Rights issue	-	-	-	234	-	234
Issued warrants	-	-	-	-	-5	-5
Closing balance 31/12/2021	3,370	7	4,910	26,893	70,699	105,879
Opening balance 01/01/2022	3,370	7	4,910	26,893	70,699	105,879
Profit/loss for the period	-	-	-	-	12,863	12,863
Internally generated intangible assets	-	-	4,096	-	-4,096	-
Rights issue	-	8	-	3,478	-	3,486
Issued warrants	-	-	-	-	87	87
Dividends	-	-	-	-	-67,405	-67,405
Closing balance 30/06/2022	3,370	15	9,006	30,371	12,148	54,910

PARENT COMPANY REPORT SUMMARY OF CASH FLOWS

Amounts in SEK thousands	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021	01/01/2021 31/12/2021
Operating activities					
Profit/loss before financial items	-65	2,214	547	2,903	9,805
Depreciation and amortisation/write-downs	157	144	314	288	606
Currency fluctuations	-182	-169	51	451	-1,329
Total	-90	2,189	912	3,642	9,082
Interest received	128	149	239	373	565
Interest paid	-	-2	-	-2	-3
Tax paid	-1,736	-127	-1,813	-5,280	-5,536
Total	-1,608	20	-1,574	-4,909	-4,974
Cash flow from operating activities before changes in operating capital	-1,698	2,209	-662	-1,267	4,108
Cash flow from changes in operating capital					
Change in current receivables	6,186	1,245	12,314	-2,857	-46
Change in current liabilities	61,680	34,558	79,855	39,847	32,282
Cash flow from operating activities	66,168	38,012	91,507	35,723	36,344
Investment activity					
Investments in intangible fixed assets	-2,526	-1,605	-4,406	-1,710	-3,107
Investments in tangible fixed assets	-	-	-	-38	-38
Investments in financial fixed assets	-10,459	-1,172	-10,483	-4,069	-4,321
Cash flow from investment activities	-12,985	-2,777	-14,889	-5,817	-7,466
Financing activities					
Issuance of options	82	5	87	5	-
Rights issue	3,486	3,463	3,486	8,153	8,387
Reclassification from long-term to short-term debt	-	-	-15,476	-	-
Dividends received	12,647	-	12,647	-	2,235
Dividends	-67,405	-42,120	-67,405	-42,120	-42,120
Cash flow from financing activities	-51,190	-38,652	-66,661	-33,962	-31,498
CASH FLOW FOR THE PERIOD	1,993	-3,417	9,957	-4,056	-2,620
Cash and cash equivalents at start of period	12,435	6,452	4,471	7,091	7,091
Cash and cash equivalents at end of period	14,428	3,035	14,428	3,035	4,471

SEGMENT INFORMATION

Description of segments and main activities

A business segment is part of a company which carries out business activities from which it can obtain revenue and incur costs, the contribution of which is regularly reviewed by the company's highest executive decision-maker, and for which there is independent financial information.

The company's reporting of business segments is in line with the internal reporting to the highest executive decision-maker. The highest executive decision-maker is the position that assesses the earnings of the business segment and decides on the allocation of resources. The CEO is the highest executive decision-maker together with the Group CFO and the controller manager. Together, they form the strategic steering group at Zinzino. The strategic steering group assesses the operations based on the two business segments Zinzino and Faun. The steering group mainly uses profit/loss before financial items in the assessment of business segment earnings. Segment reporting is divided based on the main segment of the business "Zinzino", which includes the product areas Health, Coffee and Other revenue.

The product area Health includes the sub-areas of Balance, Immune Supplement, Skin Care and Weight Control. The product area Coffee is also called Beverages and includes espresso machines, coffees, teas and accessories. The other revenue consists mainly of freight and reminder fees. All sales are made via the Zinzino's website www.zinzino.com with the help of the company's independent sales organisation, which goes under the names of distributors or partners.

The second segment refers to the Norwegian production unit Faun Pharma AS, known as "Faun", which carries out production and sales to external customers not under Zinzino's standard sales concept. Sales from Faun comprise exclusively contract production of food supplements to different customers.

Segment revenues and earnings

Total revenues and earnings before financial items is the result metric reported to the strategic steering group at Zinzino. An analysis of the Group's revenues and earnings for the two reporting operating segments is set out below:

- 7inzino
- · Faun Pharma AS

			Group	
April-June 2022	Zinzino	Faun	elimination	Total Group
Net sales	289,649	35,322	-14,783	310,188
Other revenue	17,480	457	-	17,937
Own work capitalised	1,329	-	-	1,329
Goods for resale and other direct costs	-215,590	-23,165	14,783	-223,972
Gross profit	92,868	12,614	-	105,482
External operating expenses	-45,807	-1,829	-	-47,636
Personnel costs	-32,781	-4,973	-	-37,754
EBITDA	14,280	5,812	-	20,092
Depreciation/amortisation	-5,121	-1,346	-	-6,467
Operating profit	9,159	4,466	-	13,625

			Group	
April-June 2021	Zinzino	Faun	elimination	Total Group
Net sales	288,124	51,513	-35,563	304,074
Other revenue	18,090	-	-	18,090
Own work capitalised	214	-	-	214
Goods for resale and other direct costs	-216,574	-36,283	35,563	-217,294
Gross profit	89,854	15,230	-	105,084
External operating expenses	-35,724	-1,760	-	-37,484
Personnel costs	-28,801	-5,402	-	-34,203
EBITDA	25,329	8,068	-	33,397
Depreciation/amortisation	-3,932	-1,234	-	-5,166
Operating profit	21,397	6,834	-	28,231
Jan-June 2022	Zinzino	Faun	Group elimination	Total Group
Net sales	581,715	73,417	-29,761	625,371
Other revenue	35,655	650	-	36,305
Own work capitalised	2,210	-	_	2,210
Goods for resale and other direct costs	-438,132	-50,728	29,761	-459,099
Gross profit	181,448	23,339	-	204,787
External operating expenses	-79,858	-4,113	_	-83,971
Personnel costs	-62,851	-12,119	_	-74,970
EBITDA	38,739	7,107		45,846
Depreciation/amortisation	-9,319	-2,744	_	-12,063
Operating profit	29,420	4,363		33,783
Jan-June 2021	Zinzino	Faun	Group elimination	Total Group
Net sales	586,025	95,754	-62,398	619,381
Other revenue	36,168	-	-	36,168
Own work capitalised	214	-	-	214
Goods for resale and other direct costs	-445,366	-66,516	62,398	-449,484
Gross profit	177,041	29,238	-	206,279
External operating expenses	-66,033	-3,973	-	-70,006
Personnel costs	-53,361 	-12,203		-65,564
EBITDA	57,647	13,062	-	70,709
Depreciation/amortisation	-7,923	-2,510	-	-10,433
Operating profit	49,724	10,552	-	60,276
Jan-Dec 2021	Zinzino	Faun	Group elimination	Total Group
Net sales	1,227,344	161,604	-100,467	1,288,481
Other revenue	79,216	1,419	-	80,635
Own work capitalised	1,497	-	-	1,497
Goods for resale and other direct costs	-931,838	-111,722	100,467	-943,093
Gross profit	376,219	51,301	-	427,520
External operating expenses	-146,323	-7,888	-	-154,211
Personnel costs	-108,724	-27,015	-	-135,739
EBITDA	121,172	16,398	-	137,570
Depreciation/amortisation	-16,506	-5,096	-	-21,602
Operating profit	104,666	11,302	-	115,968

NOTE 2 **NET TURNOVER**

Revenues

Sales between segments are carried out on market terms. As revenue from external parties is reported to the strategic steering group, they are valued in the same way as in the Group's statement of comprehensive profit/loss.

Goods within Zinzino Health and Zinzino Coffee refer to sales to Zinzino's customers and distributors in the various sales markets through the online shop. The goods are sold mainly through subscriptions which run for a fixed period of 6 months and continue indefinitely until the customer terminates the subscription. All revenues are recognised when the goods are delivered to the customer in accordance with IFRS 15.

For more information regarding the products, see note 2.5.1 in the 2021 annual report regarding the principles of revenue recognition.

External goods Faun refers to goods produced on contract for an external customer. Revenue is recognised when the goods are delivered to the customer in accordance with IFRS 15, see note 2.5.1 in the 2021 annual report on revenue recognition principles.

Events and other services refer to revenue in connection with distributor conferences.

April-June 2022	Zinzino	Faun	Total Group
Net sales	289,649	20,539	310,188
Revenue from external customers	289,649	20,539	310,188
Goods within Zinzino Health	284,568	-	284,568
Goods within Zinzino Coffee	5,081	-	5,081
Sales of external goods Faun	-	20,539	20,539
TOTAL	289,649	20,539	310,188
April-June 2021	Zinzino	Faun	Total Group
Net sales	288,124	15,950	304,074
Revenue from external customers	288,124	15,950	304,074
Goods within Zinzino Health	280,356	-	280,356
Goods within Zinzino Coffee	6,552	-	6,552
Sales of external goods Faun	-	15,950	15,950
Events and other services	1,216	-	1,216
TOTAL	288,124	15,950	304,074
Jan-June 2022	Zinzino	Faun	Total Group
Net sales	581,716	43,655	625,371
Revenue from external customers	581,716	43,655	625,371
Goods within Zinzino Health	571,010	-	571,010
Goods within Zinzino Coffee	10,706	-	10,706
Sales of external goods Faun	-	43,655	43,655
TOTAL	581,716	43,655	625,371

Jan-June 2021	Zinzino	Faun	Total Group
Net sales	586,025	33,356	619,381
Revenue from external customers	586,025	33,356	619,381
Goods within Zinzino Health	571,160	-	571,160
Goods within Zinzino Coffee	13,649	-	13,649
Sales of external goods Faun	-	33,356	33,356
Events and other services	1,216	-	1,216
TOTAL	586,025	33,356	619,381
Jan-Dec 2021	Zinzino	Faun	Total Group
Net sales	1,227,344	61,137	1,288,481
Revenue from external customers	1,227,344	61,137	1,288,481
Goods within Zinzino Health	1,197,856	-	1,197,856
Goods within Zinzino Coffee	25,168	-	25,168
Sales of external goods Faun			-
9	-	61,137	61,137
Events and other services	4,320	61,137	61,137 4,320

TRANSACTIONS WITH RELATED PARTIES

Purchase of goods and services	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021	01/01/2021 31/12/2021
Saele Invest & Consulting AS*	8,162	8,244	16,028	17,247	34,480
Prosperity ApS**	1,448	1,603	2,842	3,490	6,724
TOTAL	9,610	9,847	18,870	20,737	41,204
Sales of goods and services	01/04/2022 30/06/2022	01/04/2021 30/06/2021	01/01/2022 30/06/2022	01/01/2021 30/06/2021	01/01/2021 31/12/2021
Sales of goods and services Saele Invest & Consulting AS	* * = * = =	0 17 0 17 = 0 = 1	• • = • = =	• • = • = .	
	30/06/2022	0 17 0 17 = 0 = 1	30/06/2022	30/06/2021	

As of 30/06/2022, the debt to Saele Invest & Consulting AS relating to sales commissions amounts to SEK 0 (0) thousand and to Prosperity ApS to SEK 0 (102.8) thousand in the Group. All sales commissions paid to related parties with significant influence are calculated on the same commission plan and under the same terms as for all other distributors within Zinzino's global sales organisation.

NOTE 4 EARNINGS PER SHARE

SEK	• • = • = =	01/04/2021 30/06/2021	• • = • = =	01/01/2021 30/06/2021	0 0 = 0 = .
Earnings per share before dilution	0.30	0.66	0.75	1.34	2.57
Earnings per share after dilution	0.29	0.63	0.73	1.28	2.46
Earnings metric used in the calculation					
of earnings per share					
Earnings attributable to shareholders of the parent company used in the calculation of earnings per share before and after dilution	10,095	21,984	25,229	44,858	86,204
Number of shares:					
Weighted average number of ordinary shares in calculating earnings per share before dilution	33,702,278	33,528,397	33,702,278	33,403,632	33,551,514
Adjustment for calculation of earnings per share after	dilution (of v	varrants):			
Weighted average number of ordinary shares and potential ordinary shares used as denominator in calculating earnings per share after dilution	34,295,074	35,100,145	34,423,770	35,084,756	35,092,535

^{*} Refers to sales commissions to/purchases from Saele Invest & Consulting AS which is controlled by Örjan Saele and who, through the company's shareholding in Zinzino AB, is defined as a person with significant influence.

^{**} Refers to sales commissions to Prosperity ApS (formerly Oh Happy Day ApS), which is controlled by Peter Sörensen and who, through the company's shareholding in Zinzino AB, is defined as a person with significant influence.

^{***} Remuneration according to agreement for 75% of the company's establishment costs in Australia 2019/2020 from Prosperity ApS. The receivable from the company as of 30/06/2022 amounts to SEK 1,950 (2,543) thousand.

BUSINESS ACQUISITIONS

On 5 April 2022, the Group acquired all shares in Enhanzz IP AG and Enhanzz Global AG. The companies were acquired for a total of SEK 36,136 thousand.

Goodwill amounted to SEK 31,627 thousand in the acquisition, which has been provisionally capitalised in connection with the acquisition. The goodwill arising from the acquisition mainly includes the accumulated value of the "HANZZ+HEIDII" trademark. The preliminary value of the above-mentioned trademark has been estimated and will be determined before the end of 2022.

The table below summarises a preliminary acquisition analysis including the purchase price paid for the companies and the preliminary fair value of acquired assets and assumed liabilities that are reported on the acquisition date.

Purchase price as at 05/04/2022	SEK thou-
	sands
Cash and cash equivalents	10,325
Contingent consideration	25,811
Total purchase price paid	36,136
Recognised amounts of identifiable assets acquired and liabilities assumed	SEK thou- sands
Intangible fixed assets	1,252
Cash and bank balances	4
Inventories	3,775
Other receivables	1,080
Other liabilities	-1,602
Total identifiable net assets	4,510
Goodwill	23,480
Trademark incl. deferred tax	8,146

Acquisition-related costs of SEK 135 thousand are included in the item External costs in the consolidated statement of comprehensive income for the second guarter of 2022.

The contingent consideration is calculated at 8% on the sales achieved by the acquired distributor organisation over a five-year period, with a maximum amount of EUR 5 million. In addition, a further 2% on sales achieved may be paid as contingent consideration up to a maximum amount of EUR 2 million within the same five-year period. The contingent consideration can be paid up to a maximum of EUR 6 million and will be settled with newly issued shares after the cash consideration paid of EUR 1 million has been deducted. The contingent consideration is estimated at EUR 2.5 million (SEK 25.8 million) to be paid over the five years.

The net sales from the HANZZ+HEIDII trademark that are included in the income statement since 1 April 2022 amount to SEK 826 thousand and contributed an operating profit of SEK -1,114 thousand.

NOTE 6

EVENTS AFTER THE END OF THE INTERIM PERIOD

No significant events for the company have occurred after the end of the reporting period as of 30 June 2022.

FINANCIAL METRICS NOT DEFINED IN ACCORDANCE WITH IFRS

The company presents certain financial metrics in the interim report that are not defined in accordance with IFRS or the Annual Accounts Act. The company believes that these metrics provide valuable additional information to investors and the company's management as they allow the company's performance to be

evaluated. Since not all companies calculate financial metrics in the same way, these are not always comparable with the metrics used by other companies. These financial metrics should there fore not be considered as a substitute for metrics defined in accordance with IFRS.

ALTERNATIVE KEY FIGURES	DEFINITION	PURPOSE
Sales growth	The total revenue as a percentage change compared with the total revenue for the corresponding period of the previous year.	This metric is useful to follow as it shows the sales trend in the group.
Gross profit	Profit from total revenue less goods for resale.	This metric is useful to examine to see just the net sales during the period, which can be used in the income and cost analyses.
EBITDA	Operating profit before depreciation/ amortisation and write-downs.	This metric is relevant for creating an understanding of the company's operationa business, regardless of financing and depre ciation of fixed assets.
EBITDA margin:	EBITDA as a percentage of total revenues for the period.	This metric is relevant to create an understanding of operational profitability and as the metric excludes depreciation, this margin gives the stakeholders a clearer picture of the company's central profitability
Operating profit/loss (EBIT)	Operating profit/loss before financial items and taxes.	This metric illustrates profitability regard- less of the tax rate for corporation tax and irrespective of the company's financial structure.
Net margin	Profit/loss for the period as a percentage of total revenues for the period.	This metric illustrates the company's profitability.
Equity per share before dilution	Equity in relation to the number of outstanding shares on the balance sheet date.	This metric measures the company's net value per share and shows whether the company is increasing the shareholders' capital over time.
Cash flow from operating activities	Cash flow from operational business including changes in the operating profit/loss.	This metric measures the cash flow the company generates before capital investments and cash flow attributed to the company's financing.
Equity/assets ratio	Equity in relation to the balance sheet total.	This metric is an indicator of the company's leverage to finance the company.
Adjusted EBITDA and Adjusted EBITDA margin	The definition of key figures described above, excluding items affecting comparability.	The metric is important for breaking down and creating an understanding of the effect regarding items affecting comparability.
Items affecting comparability	Items affecting comparability are reported separately in the financial statements when this is necessary to explain the group's results. "Items affecting comparability" means significant revenue or expense items that are reported separately due to the significance of their nature or amount.	The metric is significant for creating an understanding of items affecting comparability.

GOTHENBURG, 26 AUGUST 2022

The Board of Directors and the CEO certify that the report for the period 1 January - 30 June 2022 gives a fair overview of the parent company and Group's operations, position and earnings and describes significant risks and uncertainties faced by the parent company and the companies in the Group.

For more information, please call Dag Bergheim Pettersen, Chief Executive Officer, Zinzino AB.

Zinzino AB

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Hans Jacobsson

Board Chair

Pierre Mårtensson

Board Member

Ingela Nordenhav

Board Member

Staffan Hillberg Board Member **Anna Frick**Board Member

Dag Bergheim PettersenChief Executive Officer

AUDITOR'S AUDIT REPORT

This interim report has not been the object of a review by the company's auditors.

