Embellence Group

EBITA in line, gross margins better

- Q3'26 net sales SEK 178m vs ABGSCe SEK 178m
- EBITA SEK 24m vs ABGSCe SEK 24m
- The share is trading at 7.3x/5.9x our '26e/'27e EV/EBITA

Q3 in brief: In line with ABGSCe, Pappelina strong

Overall, we believe Embellence Group's Q3 report is rather in line with our forecast. Net sales of SEK 178m was +3% y-o-y (of which 2pp organic) , in line with ABGSCe. By brand, growth was driven by Pappelina, which grew 29%: another strong signal for the ongoing DTC shift. Wall & Decò was the only brand company to not grow in the quarter, and we note that action has already been taken to replace leadership for this brand. Gross margins improved by 180bp y-o-y, driven by a higher DTC share and more efficient production. What did not develop in line with our forecast was the opex ratio, up 170bp y-o-y vs our forecasted 60bp. The report points to one-off costs for the Wall&Decò MD change (not quantified) and higher marketing and logistics costs from the larger DTC share. EBITA of SEK 24m was flat y-o-y and 2% below ABGSCe, with the margin at 13.2% (-40bp y-o-y, 60bp below ABGSCe).

Outlook: Cole & Son stabilising according to CEO's plan

In its Q2 report, the CEO stated that the sales impact of Cole & Son's early-year commercial decisions would be more limited in H2 than in H1. So far we see this materialising, as the brand grew 3% y-o-y to SEK 31m, 7% above ABGSCe. That is SEK 1m on a base that has been SEK 30-31m for five quarters, so this is stabilisation rather than recovery.
In Q3, the CEO says the channel restructuring is in its final phase and that the negative sales effect will be more limited going forward. Outlook commentary is otherwise qualitative: Borås Tapetfabrik's external sales are expected to grow somewhat slower after an extended period of double-digit growth, Artscape relaunches a new assortment at a major customer in Q4, and the CEO looks ahead to Q4 and the coming year with confidence. In terms of DTC: Pappelina's DTC sales more than doubled, Boråstapeter's DTC "gained momentum", Artscape's DTC "continues to develop well" while Cole & Son has work to do.

Conclusion: The report shows the strength in DTC

Using yesterday's closing price and unrevised estimates, Embellence Group is trading at 7.3x/5.9x our '26e/'27e EV/EBITA vs a historical trading range of 7x-8x NTM. L3M, the share has returned +2%. The report has limited impact on our forecast, but is another sign that a DTC shift could prove fruitful for the company, as evident by Pappelina's growth spurt in recent quarters.

The company hosts a conference call today at 10:00 CET. Call-in details can be found here.

Fast comment

Commissioned research

Not rated

Retail

EMBELL-SE/EMBELL SS

Share price (SEK)	2/11/2026	32.00
MCap (SEKm)		753
MCap (EURm)		69
No. of shares (m)		24.0
Free float (%)		64.6
Av. daily volume (k)		25

Next event Q3 report 3 November 2026

Analyst(s):
benjamin.wahlstedt@abgsc.se, +46 8 566 286 73
fredrik.ivarsson@abgsc.se, +46 8 566 286 95

Deviation table

	Q3'26e				
SEKm	Q3'25	Act	y-o-y	ABGSCe	Diff.
Net sales	**174**	**178**	**3%**	**178**	**0%**
Gross profit	105	111	5%	109	2%
EBITA	24	24	1%	24	-2%
Adj. EBITA	**24**	**24**	**1%**	**24**	**-2%**
EBIT	19	20	4%	20	-2%
Net profit	13	16	23%	15	7%
EPS	0.55	0.69	25%	0.63	9%
Growth and margins					
Net sales growth	2%	3%		2.0%	0.5p.p
Organic growth	**5%**	**2%**		**1.4%**	**0.6p.p**
Gross margin	60.6%	62.4%	1.8p.p	61.6%	0.8p.p
EBITA margin	13.6%	13.2%	-0.4p.p	13.8%	-0.6p.p
Adj. EBITA margin	**13.6%**	**13.2%**	**-0.4p.p**	**13.8%**	**-0.6p.p**
EBIT margin	11.1%	11.2%	0.1p.p	11.5%	-0.3p.p
Brand split, net sales					
Borástapeter	62	63	2%	64	-1%
Cole & Son	30	31	3%	29	7%
Wall & Decó	20	17	-13%	19	-10%
Artscape	28	29	4%	28	2%
Pappelina	11	15	29%	13	14%
External manufacturing	22	23	3%	24	-5%

Source: ABG Sundal Collier, company data

SEKm	2024	2025	2026e	2027e	2028e
Sales	777	764	774	834	873
Sales growth (%)	*5.0*	*-1.7*	*1.3*	*7.8*	*4.7*
EBITDA	138	133	134	151	163
EBITDA margin (%)	*17.8*	*17.4*	*17.3*	*18.1*	*18.7*
EBIT adj.	93	89	91	104	116
EBIT adj. margin (%)	*11.9*	*11.6*	*11.7*	*12.4*	*13.3*
Pretax profit	72	85	86	100	113
EPS	2.54	2.83	2.87	3.33	3.75
EPS growth (%)	*46.1*	*11.3*	*1.5*	*15.9*	*12.8*
EPS adj.	2.54	2.83	2.87	3.33	3.75
DPS	1.25	1.50	1.75	2.00	2.25
EV/EBITDA (x)	6.0	6.2	5.8	4.8	4.1
EV/EBIT adj. (x)	8.9	9.3	8.6	7.0	5.7
P/E (x)	12.6	11.3	11.1	9.6	8.5
P/E adj. (x)	12.6	11.3	11.1	9.6	8.5
EV/sales (x)	1.06	1.08	1.01	0.87	0.76
FCF yield (%)	13.7	9.2	11.9	14.2	16.1
Le. adj. FCF yld. (%)	11.6	7.0	10.3	12.6	14.5
Dividend yield (%)	3.9	4.7	5.5	6.3	7.0
Net IB debt/EBITDA (x)	0.7	0.5	0.2	-0.2	-0.6
Le. adj. ND/EBITDA (x)	0.3	0.2	-0.2	-0.6	-0.9

Source: ABG Sundal Collier, Company Data

Analyst Certification

We, ABGSC Retail Research, Benjamin Wahlstedt and Fredrik Ivarsson, analyst(s) with ABG Sundal Collier ASA , ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge, ABG Sundal Collier AB and/or ABG Sundal Collier Limited (hereinafter collectively referred to as “ABG Sundal Collier”), and the author(s) of this report, certify that not withstanding the existence of any such potential conflicts of interests referred to below, the views expressed in this report accurately reflect my/our personal view about the companies and securities covered in this report. I/We further certify that I/We has/have not been, nor am/are or will be, receiving direct or indirect compensation related to the specific recommendations or views contained in this report.

This report is produced by ABG Sundal Collier, which may cover companies either in accordance with legal requirements designed to promote the independence of investment research (“independent research”) or as commissioned research. Commissioned research is paid for by the subject company. As such, commissioned research is deemed to constitute an acceptable minor non-monetary benefit (i.e., not investment research) as defined in MiFID II.

Analyst valuation methods

ABG Sundal Collier analysts may publish valuation ranges for stocks covered under Company Sponsored Research. These valuation ranges rely on various valuation methods. One of the most frequently used methods is the valuation of a company by calculation of that company's discounted cash flow (DCF). Another valuation method is the analysis of a company's return on capital employed relative to its cost of capital. Finally, the analysts may analyse various valuation multiples (e.g. the P/E multiples and the EV/EBITDA multiples) relative to global industry peers. In special cases, particularly for property companies and investment companies, the ratio of price to net asset value is considered. Valuation ranges may be changed when earnings and cash flow forecasts are changed. They may also be changed when the underlying value of a company's assets changes (in the cases of investment companies, property companies or insurance companies) or when factors impacting the required rate of return change.

Expected updates

ABGSC has no fixed schedule for updating its research reports. Unless expressly stated otherwise, ABGSC expects (but does not undertake) to issue updates when considered necessary by the research department, for example following the publication of new figures or forecasts by a company or in the event of any material news on a company or its industry.

Important Company Specific Disclosure

The following disclosures relate to the relationship between ABG Sundal Collier and its affiliates and the companies covered by ABG Sundal Collier referred to in this research report.

Unless disclosed in this section, ABG Sundal Collier has no required regulatory disclosures to make in relation to an ownership position for the analyst(s) and members of the analyst's household, ownership by ABG Sundal Collier, ownership in ABG Sundal Collier by the company(ies) to whom the report(s) refer(s) to, market making, managed or co-managed public offerings, compensation for provision of certain services, directorship of the analyst, or a member of the analyst's household, or in relation to any contractual obligations to the issuance of this research report.

ABG Sundal Collier has undertaken a contractual obligation to issue this report and receives predetermined compensation from the company covered in this report.

ABG Sundal Collier is not aware of any other actual, material conflicts of interest of the analyst or ABG Sundal Collier of which the analyst knows or has reason to know at the time of the publication of this report.

All prices are as of market close on 2 November, 2026 unless otherwise noted.

Disclaimer

This report has been prepared by ABG Sundal Collier ASA, ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge, ABG Sundal Collier AB and/or ABG Sundal Collier Limited and any of their directors, officers, representatives and employees (hereinafter collectively referred to as “ABG Sundal Collier”). This report is not a product of any other affiliated or associated companies of any of the above entities.

This report is provided solely for the information and use of professional investors, who are expected to make their own investment decisions without undue reliance on this report. The information contained herein does not apply to, and should not be relied upon by, retail clients. This report is for distribution only under such circumstances as may be permitted by applicable law. Research reports prepared by ABG Sundal Collier are for information purposes only. The recommendation(s) in this report is (are) has/have no regard to specific investment objectives and the financial situation or needs of any specific recipient. ABG Sundal Collier and/or its affiliates accepts no liability whatsoever for any losses arising from any use of this report or its contents. This report is not to be used or considered as an offer to sell, or a solicitation of an offer to buy. The information herein has been obtained from, and any opinions herein are based upon, sources believed reliable, but ABG Sundal Collier and/or its affiliates make no representation as to its accuracy or completeness and it should not be relied upon as such. All opinions and estimates herein reflect the judgment of ABG Sundal Collier on the date of this report and are subject to change without notice. Past performance is not indicative of future results.

The compensation of our research analysts is determined exclusively by research management and senior management, but not including investment banking management. Compensation is not based on specific investment banking revenues, however, it is determined from the profitability of the ABG Sundal Collier group, which includes earnings from investment banking operations and other business. Investors should assume that ABG Sundal Collier ASA, ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge and/or ABG Sundal Collier AB is seeking or will seek investment banking or other business relationships with the companies in this report.

The research analyst(s) responsible for the preparation of this report may interact with trading desk and sales personnel and other departments for the purpose of gathering, synthesizing and interpreting market information. From time to time, ABG Sundal Collier and/or its affiliates and any shareholders, directors, officers, or employees thereof may (I) have a position in, or otherwise be interested in, any securities directly or indirectly connected to the subject of this report, or (II) perform investment banking or other services for, or solicit investment banking or other services from, a company mentioned in this report. ABG Sundal Collier and/or its affiliates rely on information barriers to control the flow of information contained in one or more areas of ABG Sundal Collier, into other areas, units, groups or affiliates of ABG Sundal Collier.

Norway: ABG Sundal Collier ASA is regulated by the Financial Supervisory Authority of Norway (Finanstilsynet)

Denmark: ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge, is regulated by the Financial Supervisory Authority of Norway (Finanstilsynet) and the Danish Financial Supervisory Authority (Finanstilsynet)

Sweden: ABG Sundal Collier AB is regulated by the Swedish Financial Supervisory Authority (Finansinspektionen)

UK: This report is a communication made, or approved for communication in the UK, by ABG Sundal Collier Limited, authorised and regulated by the Financial Conduct Authority in the conduct of its business.

US: This report is being distributed in the United States (U.S.) in accordance with FINRA Rule 1220 by ABG Sundal Collier Inc., an SEC registered broker-dealer and a FINRA/SIPC member which accepts responsibility for its content and its compliance with FINRA Rule 2241. Research reports distributed in the U.S. are intended solely for “major U.S. institutional investors,” and “U.S. institutional investors” as defined under Rule 15a-6 of the Securities Exchange Act of 1934 and any related interpretive guidance and no-action letters issued by the Staff of the U.S. Securities and Exchange Commission (“SEC”) collectively (“SEC Rule 15a-6”). Each major U.S. institutional investor and U.S. institutional investor that receives a copy of this research report, by its acceptance of such report, represents that it agrees that it will not distribute this research report to any other person. This communication is only intended for major U.S. institutional investors and U.S. institutional investors. Any person which is not a major U.S. institutional investor, or a U.S. institutional investor as covered by SEC Rule 15a-6 must not rely on this communication. The delivery of this research report to any person in the U.S. is not a recommendation to effect any transactions in the securities discussed herein, or an endorsement of any opinion expressed herein. Any major U.S. institutional investor or U.S. institutional investor receiving this report which wishes to effect transactions in any securities referred to herein should contact ABG Sundal Collier Inc., not its affiliates. Further information on the securities referred to herein may be obtained from ABG Sundal Collier Inc., on request.

Singapore: This report is distributed in Singapore by ABG Sundal Collier Pte. Ltd, which is not licensed under the Financial Advisors Act (Chapter 110 of Singapore). In Singapore, this report may only be distributed to institutional investors as defined in Section 4A(1)(c) of the Securities and Futures Act (Chapter 289 of Singapore) (“SFA”), and should not be circulated to any other person in Singapore.

Canada: This report is being distributed by ABG Sundal Collier ASA in Canada pursuant to section 8.25 of National Instrument 31-103 or an equivalent provision and has not been tailored to the needs of any specific investor in Canada. The information contained in this report is not, and under no circumstances is to be construed as, a prospectus, an advertisement, a public offering or an offer to sell the securities described herein, in Canada or any province or territory thereof. No securities commission or similar regulatory authority in Canada has reviewed or considered this report, the information contained herein or the merits of the securities described herein and any representation to the contrary is an offence. Under no circumstances is this report to be construed as an offer to sell such securities or as a solicitation of an offer to buy such securities in any jurisdiction of Canada. Any offer or sale of the securities described herein in Canada may only be made in accordance with applicable securities laws and only by a dealer properly registered under such securities laws, or alternatively, pursuant to an applicable dealer registration exemption, in the Canadian jurisdiction in which such offer or sale is made.

This report may not be reproduced, distributed, or published by any recipient for any purpose whatsoever without the prior written express permission of ABG Sundal Collier.

Additional information available upon request. If reference is made in this report to other companies and ABG Sundal Collier provides research coverage for those companies, details regarding disclosures may be found on our website www.abgsc.com.

© Copyright 2026 ABG Sundal Collier ASA

Norway
Ruseløkkveien 26, 8th floor
0251 Oslo
Norway
Tel: +47 22 01 60 00

Sweden
Regeringsgatan 25, 8th floor
111 53 Stockholm
Sweden
Tel: +46 8 566 286 00

USA
ABG Sundal Collier Inc
112 West 34th Street
Suite 18027
New York, NY 10120
USA
Tel. +1 212 605 3822

Germany
Schillerstrasse 2, 5. OG
60313 Frankfurt
Germany
Tel +49 69 96 86 96 0

Denmark
ABG Sundal Collier ASA
Copenhagen Branch
Göteborgs Plads 1
8th floor
2150 Copenhagen
Denmark
Tel: + 45 3546 3000

United Kingdom
5th Floor
Queen's House
65 St James's Street
London, SW1A 1NF
Tel: +44 (0) 20 7905 5600

Singapore
10 Collyer Quay
Ocean Financial Center
#40-07, Singapore 049315
Tel +65 6808 6082

Switzerland
ABG Sundal Collier AG
Representative Office
Schwanenplatz 4
6004 Lucerne
Switzerland
Tel +41 79 502 33 39