



Årsstämma

15 maj, 2025, Solna

# Innehåll

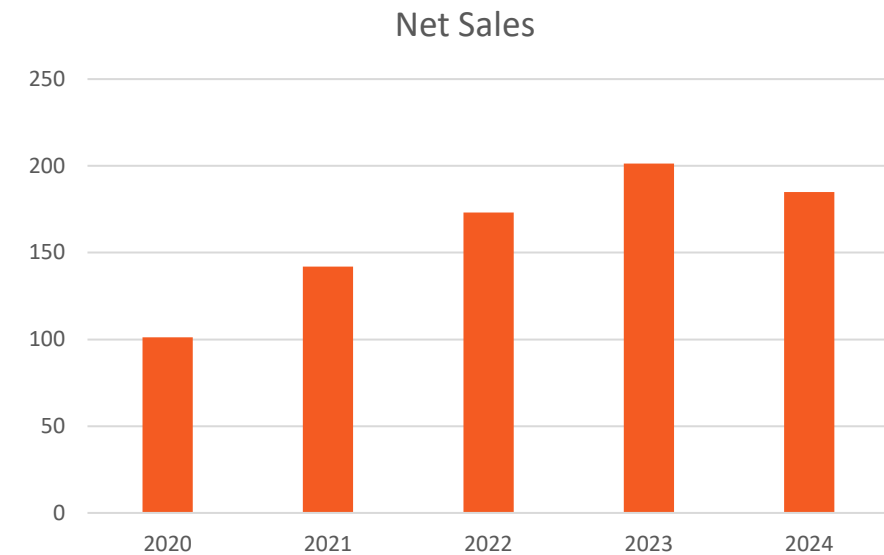
- Tillbakablick 2024
- Vår strategi och fokus framåt
- 2025 - hur har året inletts?
- Frågor

**2024**

## 2024 was a good but challenging year

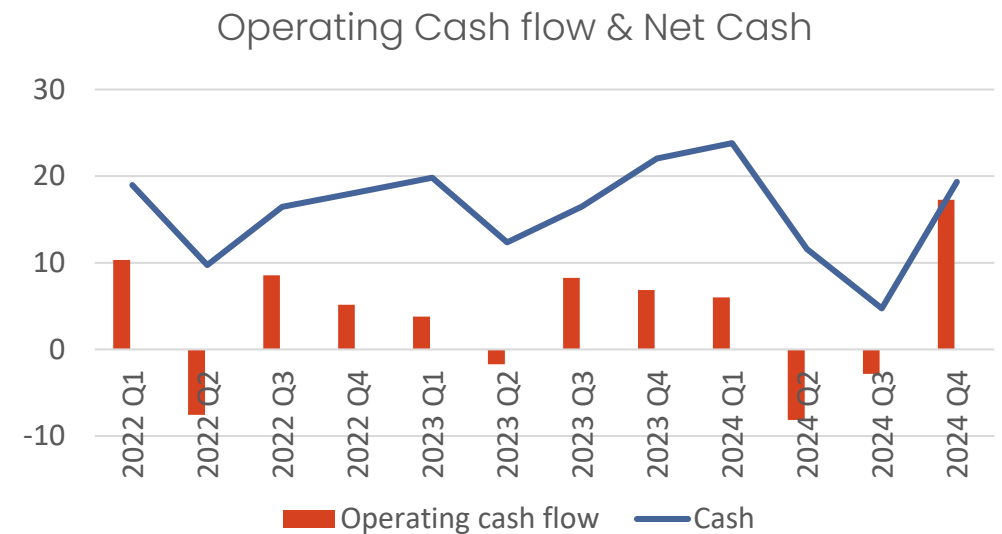
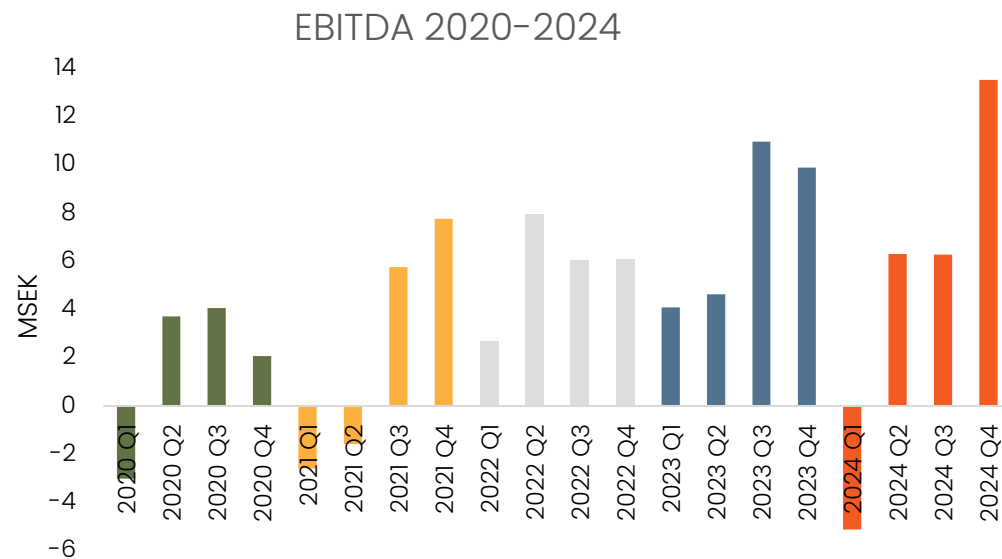
- Positive EBIT – despite weak Q1
- Net Sales – second highest
- Weak construction and infrastructure market, especially in our major markets
- Water sector strong

	2024	2023
Net sales, MSEK	185,0	201,4
Order intake, MSEK	185,4	210,1
EBITDA, MSEK	21,0	29,6
EBIT, MSEK	3,8	19,2
Cash flow, MSEK	12,3	17,2



# EBITDA and Cash flow

- Seasonal and quarterly variation
- Q1 2024 exceptionally weak
- Q4 2024 exceptionally strong



# 2024 Sales per Region

Indirect (65%) and Direct (35%)

## APAC

- Australia acquisition
- China weak
- Philippines, Indonesia, Malaysia, India, Korea
- MALÅ and ABEM

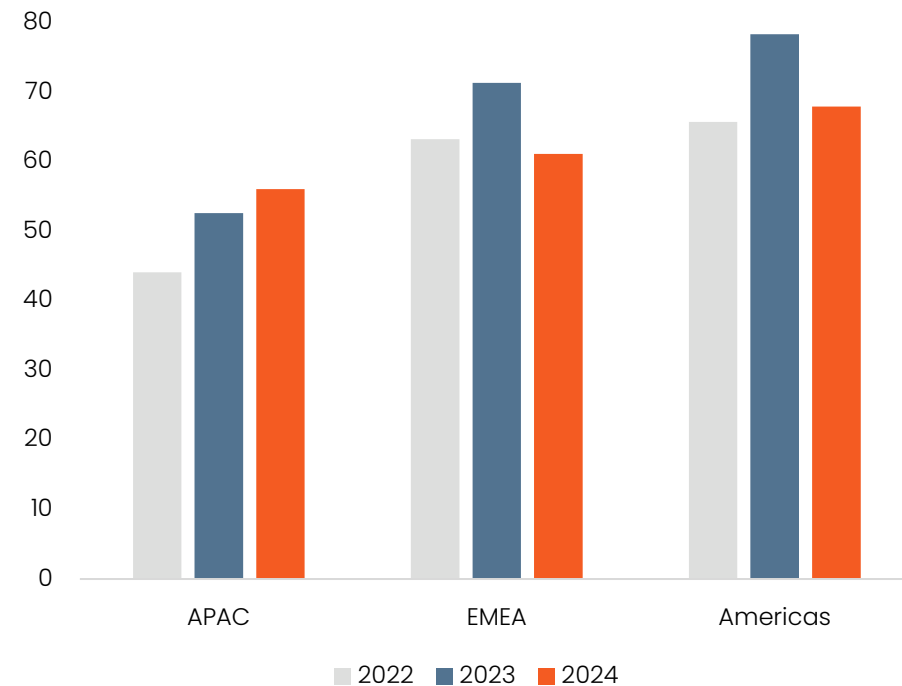
## EMEA

- Europe weak 2024
- MEA strong 2024, water sector, ABEM
- Large order to Tanzania (8 MSEK)

## Americas

- North America weak 2024
- Latin America ok
- MALÅ in the US, ABEM in Latam

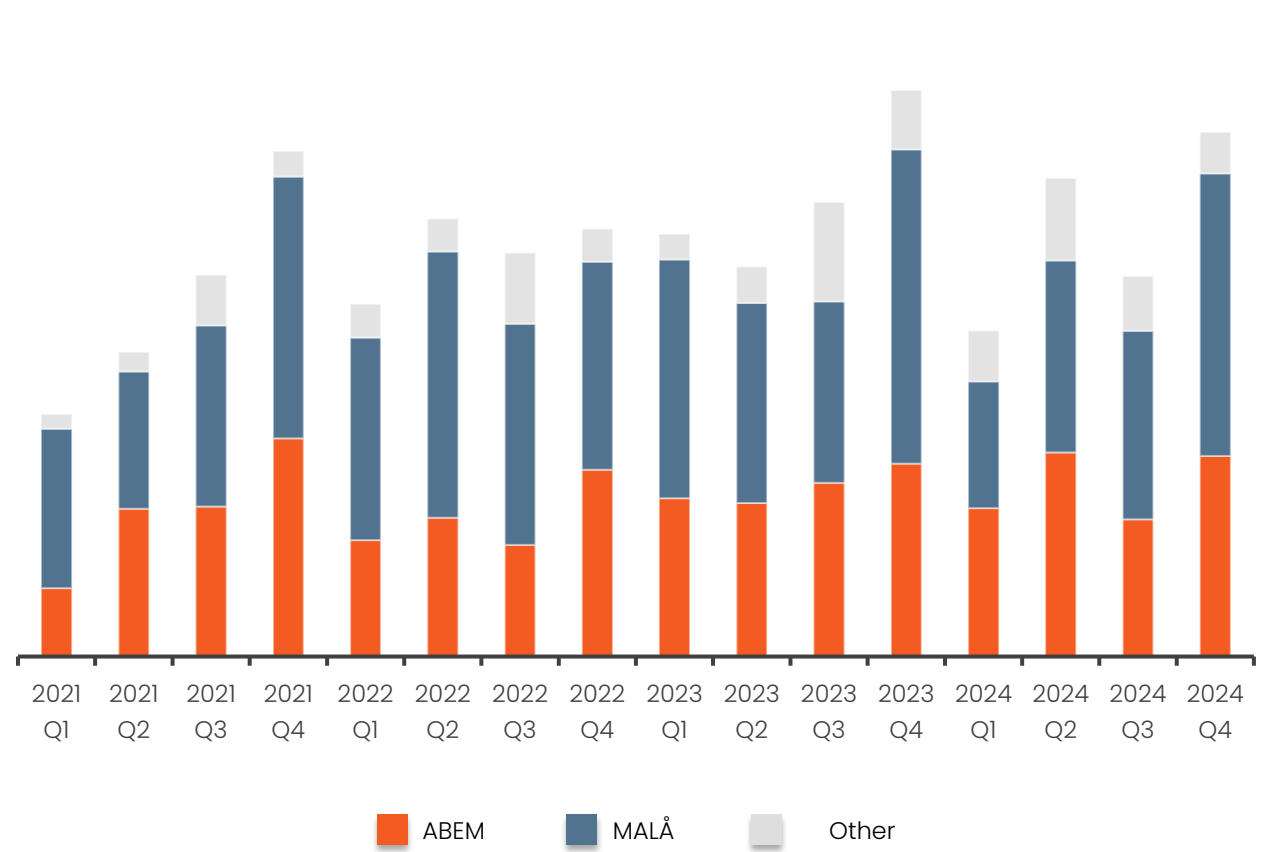
Net Sales per region



Net sales

# Sales split by ABEM and MALÅ

- Two equally important brands
- Top three product sales 2024
  - ABEM Terrameter LS2
  - MALÅ EL Core
  - MALÅ MIRA Compact



## Acquisition

# Guideline Geo Australia

Acquisition completed January 2024

Small but strong team

Successful customer event in Q4

- in new facilities in Sydney

Exceeded expectations 2024



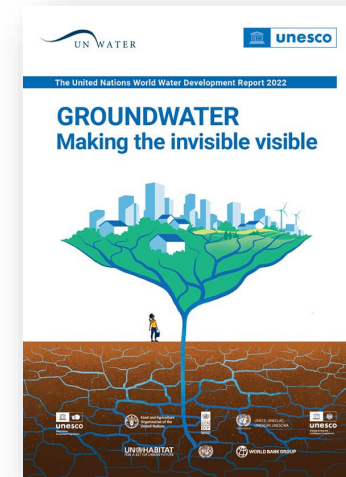
Strategic Partnership  
**OEM agreement with Danish TEMcompany**

Increase the use of TEM method in the ground water sector

TEMcompany will design and manufacture TEM products for Guideline Geo who will market, sell, support and service globally

2024 highlights

- ABEM GroundTEM launched in Q1 2024
- TEM Sales growth in 2024
- ABEM GroundTEM Ralli launched in Q1 2025



# Innovation Strategy

## MALÅ MIRA Compact

High-speed, one-pass 3D GPR solution in a compact format

Solution includes:

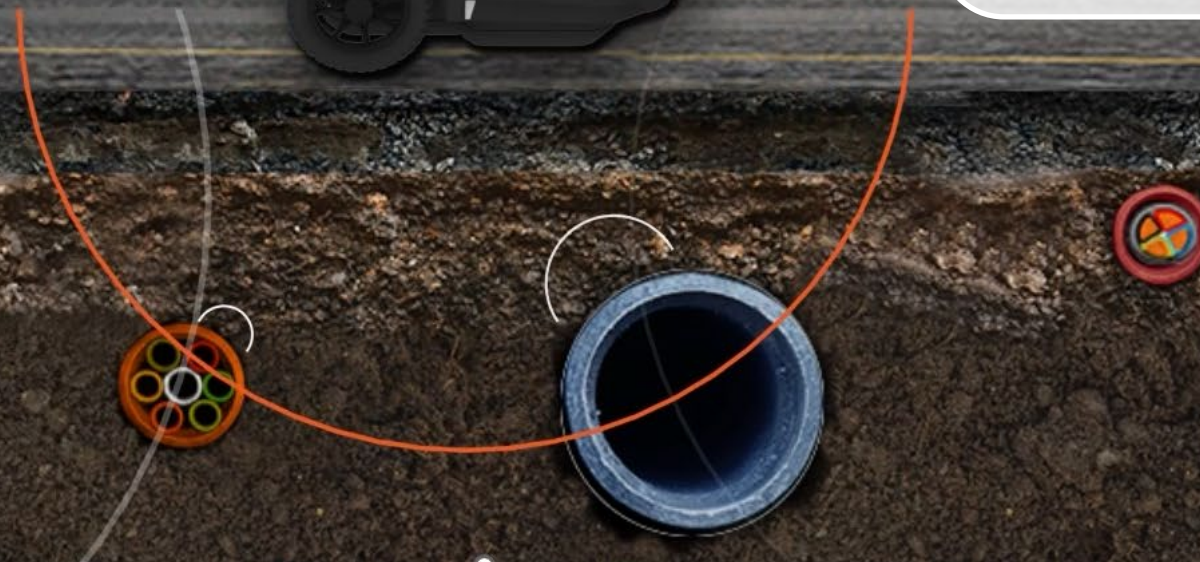
- MIRA Compact
- MIRA Controller (SW)
- MALÅ Vision Desktop (SW)

Applications

- Utility Locating
- Ground investigations
- Archaeology

Strong sales trend

- In 25 countries
- Soon 50 systems sold



Innovation highlight

## EU funded research project – GEOheat

- Guideline Geo is a selected partner and has received 11 MSEK in EU funding.
- Pan-European consortie of industry, acadelmia and authorities.
- Research project to make geothermal energy more accessible and affordable as an energy solution in Europe
- Research area for Guideline Geo; GPR in deep boreholes





# Sustainability

## 2024

- Sustainability report included in annual report
- Three areas in focus
  - Impact of our solutions
  - Local production
  - 100 year company with a sound and sustainable working environment

## Q1 highlight

- 2025 is the year of glacier preservation according to UN
- Glacier Research Expedition, “Project Pressure”
- Using Guideline Geo geophysical instruments to study melting equatorial glaciers and the impact on ground water availability in the region



# Strategy

Strategic update

## Your guide to the subsurface

### The basics

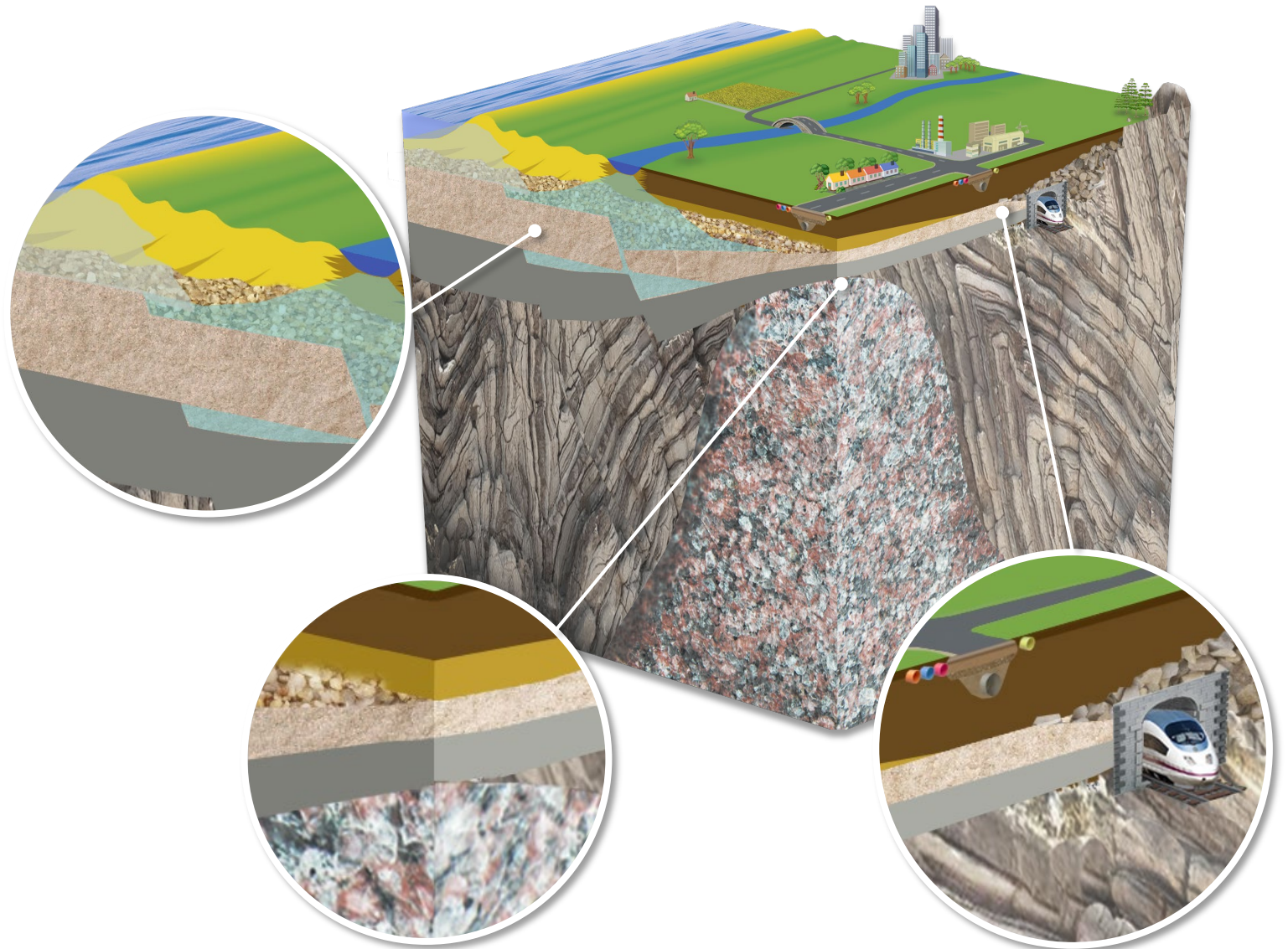
- Non-destructive geophysical methods
- Down to 1000m

### Main applications

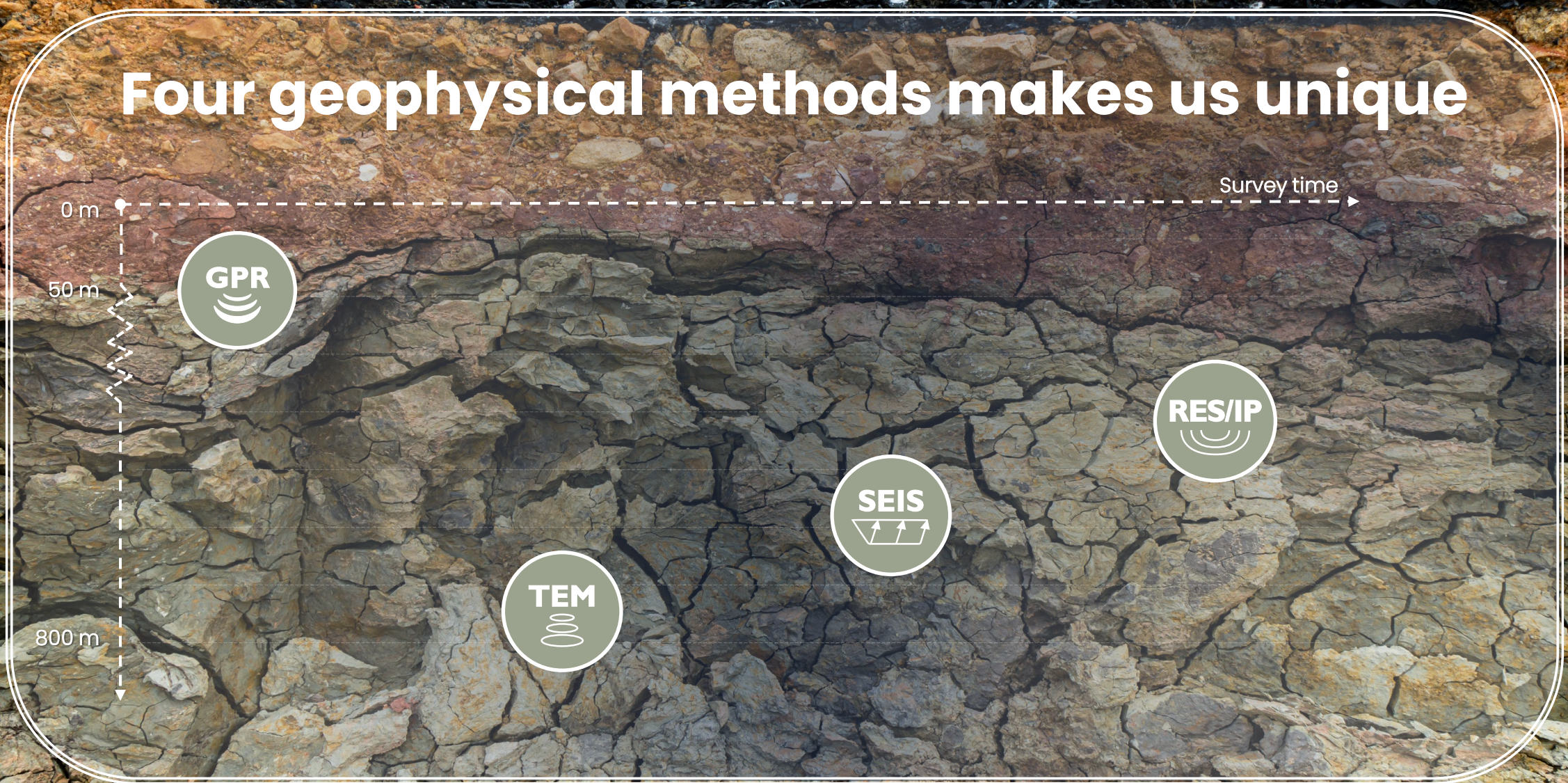
- Groundwater Management
- Ground Investigations
- Utility Locating

### Customers

- Contractors and Consultants
- Governments
- Academia and Research



# Four geophysical methods makes us unique



## Sales strategy

### Go-to-market channels

Indirect (65%) and Direct (35%)

Industry-leading partner network

Guideline Geo subsidiaries in key regions

- US, Australia, Malaysia

After Market potential

OEM partner potential

Successful selling is in front of customers



# Two market-leading brands



**ABEM**



**MALÀ**

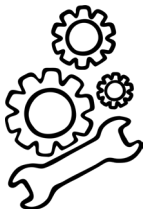
# Software is key in our solutions



Training



Support



Service



MALÅ Vision

MALÅ Controller App

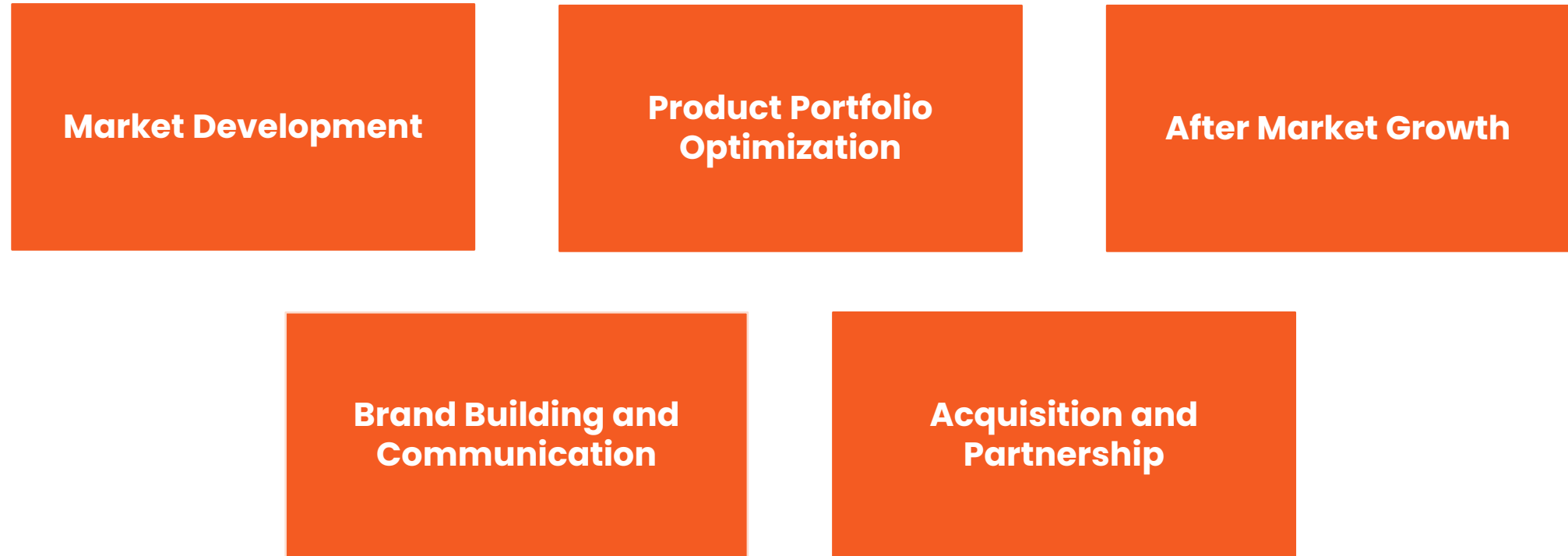
Accessories



3:rd party software

Support other GPR solutions

## **Strategic Focus Areas 2025**



**Q1 2025**



# A strong start of the year

## Q1 highlights

- Strong net sales (+46 %)
- Strong order intake (+27 %)
- Strong operating cash flow and solid net cash (23,9 MSEK)
- EBITDA and EBIT impacted by strengthened SEK, -3,6 (0,8) MSEK
- Global sales makes us strong - and somewhat resilient to US import taxes

	Q1 2025	Q1 2024
Net sales, MSEK	49,7	34,1
Order intake, MSEK	46,1	36,4
EBITDA, MSEK	1,8	-5,1
EBIT, MSEK	-3,3	-8,8
Operating cash flow, MSEK	10,5	6,0



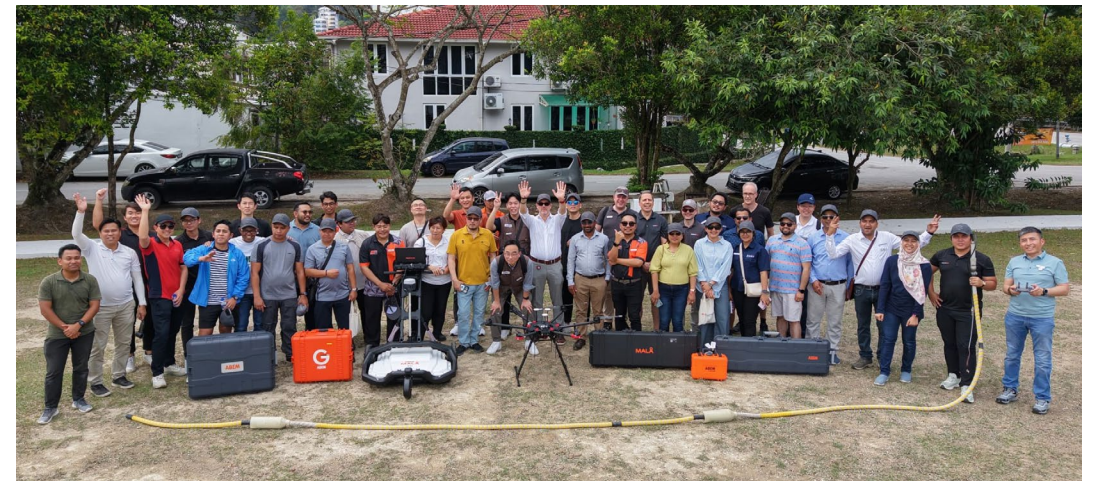
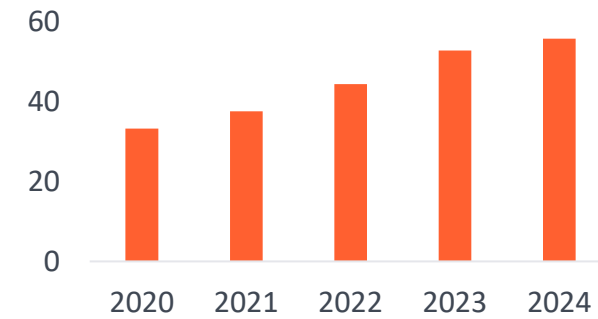
# New subsidiary in Malaysia

## Sales strategy

- Hub to support continued growth in Asia
- Closer to our customers
- Six employees
- Seventeen distributors

(MSEK)

APAC Net Sales 2020-2024





## Partner network

### Partner conferences in Q1

- Partner Conference in Malaysia
- MEA Partner Conference in Ethiopia
- LATAM Partner Conference in Mexico

### On the agenda

- Feedback from the regions
- Sales training
- Product updates and demo training
- Sharing best practices
- Building relations and network

### New distributors

- India
- Spain
- Sweden
- South Africa
- Bosnia

**Tack**