

SUPREME  
PLC

Manufacturer, distributor, owner and licensee of  
some of the world's **biggest brands**



Vaping

Drinks & Wellness

Electricals



## Our Licensed Brands

Lighting  
**Energizer**

**JCB**

**EVEREADY**



*Tonino Lamborghini*

f c u k

123  
**SESAME STREET**

## Our Owned Brands

**TY-PHOO**  
EST. 1903

**88vape.**  
EST. 2015

**MELROSE**  
EST. 1817

**LONDON**  
FRUIT & HERB  
COMPANY  
EST. 1972

**Protein  
Dynamix**  
EST. 2013

**BATTLEBITES**  
HIGH PROTEIN BAR

HEATH & HEATHER  
**H&H**  
HERBAL WISDOM  
EST. 1950

**MOJA**

just add water  
**lift**  
EST. 1980s

**RED MOUNTAIN**  
INSTANT COFFEE  
EST. 1970s

PERFECTLY  
**Clear**  
EST. 1990

Millions &  
**Millions**

**Glengettie**  
Ffeyrn yng Nghymru  
ers cenedlaethau A favourite in Wales  
for generations  
EST. 1902

**LIBERTY  
FLIGHTS**  
EST. 2010

**BINGO**  
ENERGY DRINK

**SCI\$MX**  
NUTRITION  
EST. 2007

**sealions**

**LUMiLiFe**

**CLEARLY DRINKS**  
EST. 1885

**Rola  
Cola**  
EST. 1979

**TY-PHOO**  
**QT**  
EST. 1980s

**XO**  
E-LIQUID

## Our Distributed Brands

Batteries  
**Energizer**

**DURACELL**

**Panasonic**

**EVEREADY**

**LOST MARY**

**ELFBAR**

**IVG**

## Divisions

Our manufacturing capabilities and licensing agreements with some of the world's biggest brands sit within three main divisions

### Vaping



*(previously known as "Vaping" & "Branded Distribution")*

### Drinks & Wellness



*("Sports Nutrition & Wellness" combined with Typhoo Tea and Clearly Drinks)*

### Electricals



*(Previously known as "Batteries" & "Lighting")*

Supreme PLC is a leading **FMCG manufacturer, distributor, licensee, and brand owner**, with an established track record since 1975. We are committed to delivering high-quality products across multiple categories.

## Our Customers



Sainsbury's

TESCO

Londis

(semichem)

COSTCO



Heron Foods

farmfoods

WH Smith

SPAR



Holland&Barrett

MATALAN



Costcutter<sup>®</sup>

one|stop

BOOKER

ASDA

Waitrose

home**bargains**  
TOP BRANDS - BOTTOM PRICES



Iceland



halfords

Morrisons

Poundland<sup>®</sup>

**+15k**

independents

**+500**

cash & carry's

**+200**

retail chains

**+100**

ecommerce

**+120**

export customers

**55,000 Retail Sites**  
**+Government &**  
**NHS contracts**



## Our People

At Supreme we pride ourselves on fostering a transparent and collaborative environment, which has contributed to our long-standing relationships with customers, suppliers, and staff. Our dedicated team is committed to delivering excellence across all divisions.

### Executive Leadership:

Sandy Chadha  
CEO



Suzanne Smith  
CFO



Luc Badain  
Sales Director



Dan Clark  
Wellness



Darren Judd  
Batteries



David Neilson  
Lighting



Mike Holliday  
Vaping



Sam Brothers  
Soft Drinks



Bethan Daniels  
Typhoo Tea



Dean Lee  
e-Commerce



Rick Fielding  
Ai & Automation

## Bespoke operational platform underpins growth

### New Products

- Both developed in-house by Supreme alongside new third-party launches

### Brands

- Own brand and licensed brands
- Distribution Agreements

### Product Development

- Own brands plus private label brand product development for customers
- Provides innovation and newness

### Manufacturing

- In house manufacturing for Vaping and Drinks & Wellness
- Tight control on cost and quality

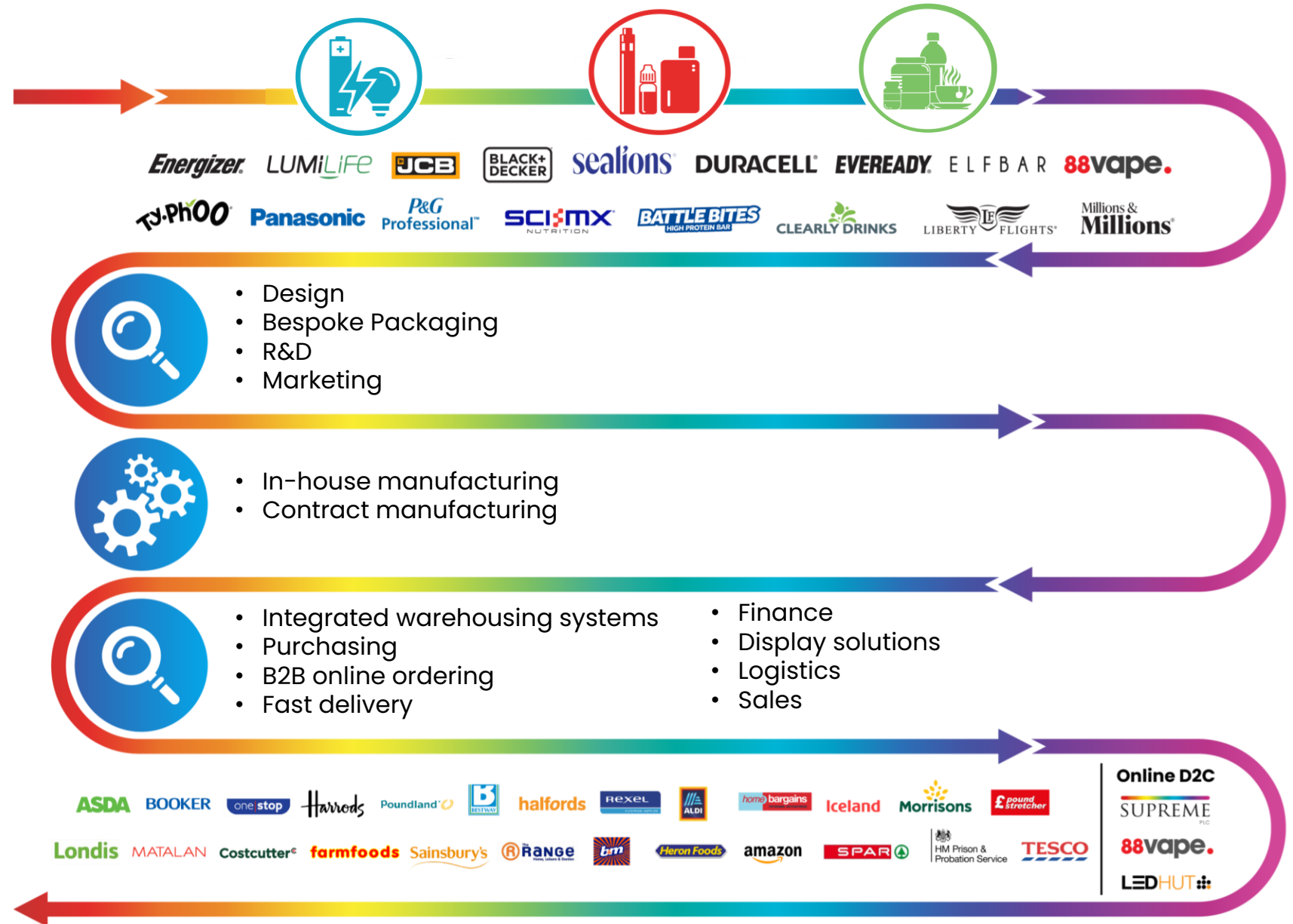
### Services

- Online ordering and integrated management system for retailers

### Extensive Customer Network

- 10,000 branded retail outlets and 1,000s of independent stores
- Selling own brands D2C through proprietary online stores

## Vertical integration offers excellent route to market for leading brands



# Offices & Sites



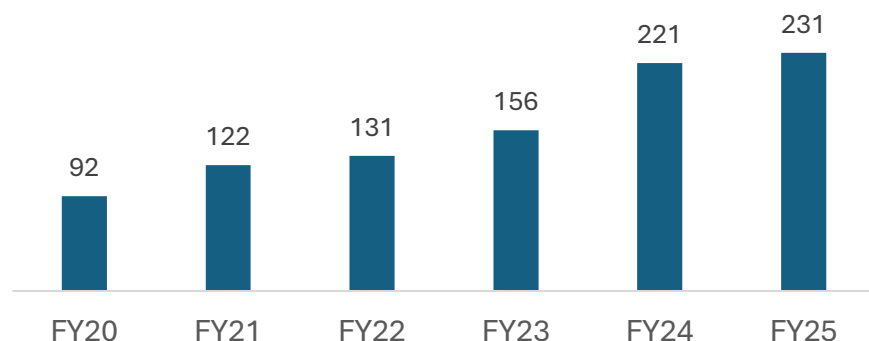


## Financial Highlights

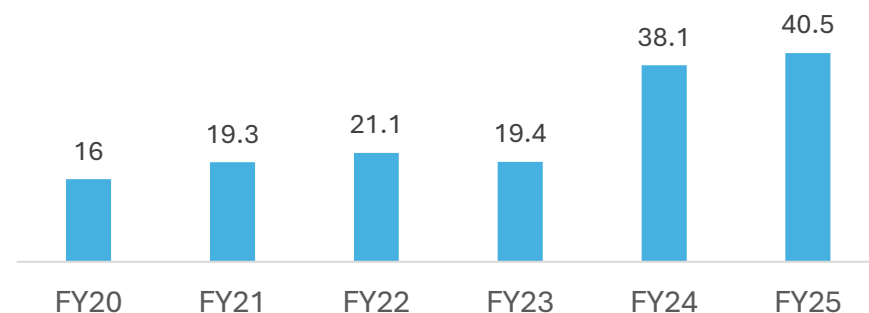
### Strong financial performance across FY25

- ✓ Strong Adjusted EBITDA<sup>1</sup> growth of 6% to record levels
- ✓ Revenue growth of 4% to £231.1m
- ✓ Drinks & Wellness sales doubled to almost £50m, boosted by the acquisitions of Typhoo Tea & Clearly Drinks
- ✓ Reduction in disposable vape revenue of £16.6m (remainder of the Vaping category remained in growth)
- ✓ Gross profit of 32% (FY24: 29%), due to increased manufacturing across the Group and efficiencies across the business
- ✓ Positive net cash position at year end after investing £25.6m in strategic acquisitions
- ✓ Final dividend of 3.4p, in total 5.2p +10%

Revenue (£m)



Adjusted EBITDA<sup>1</sup> (£m)



<sup>1</sup>. Adjusted EBITDA means operating profit before depreciation, amortisation and Adjusted items (as defined in Note [7] of the financial statements). Adjusted items include share-based payments charge, fair value movements on non-hedge accounted derivatives and non-recurring items.



## Operational Highlights

### Accelerated the Group's diversification ambitions

- ✓ Strategic M&A activity, financed from own cash reserves, immediately earnings-enhancing
- ✓ Delivered major enhancements to in-house manufacturing capacity and capabilities, supporting future growth across multiple product categories
- ✓ Successfully relocated to The Ark – a new purpose-built head office and operational hub in Trafford Park
- ✓ Refinanced £40 million borrowing facilities to underpin ongoing investment in strategic acquisitions



# Vaping

The UK vaping market is valued at over £3 billion

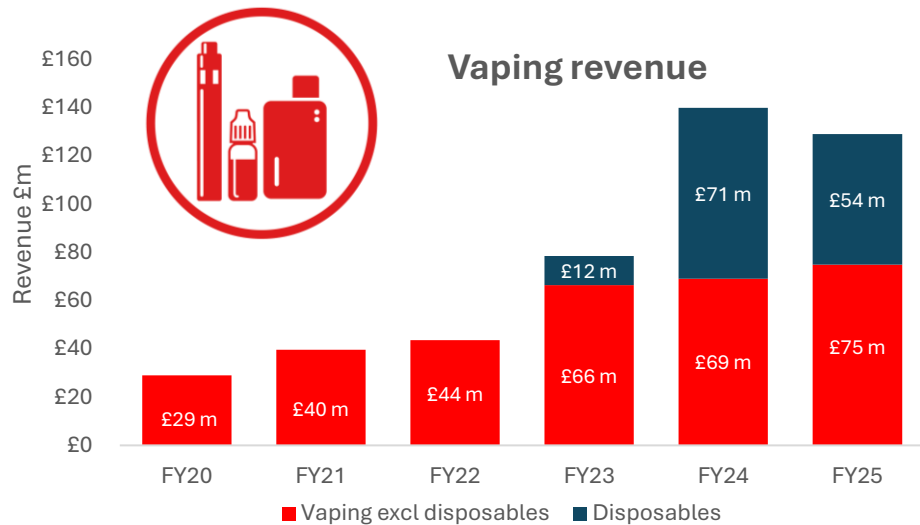
Organic retail growth and positive performance from HMPPS contract

Delivered £129m in annual revenues in FY25

Continued roll-out of new vaping products, including reusable devices

Transition from disposables to replacement devices has started well

- E-liquids (88vape + Liberty Flights)
- HMPPS prison pods
- Elf & Lost Mary pods
- 88vape.com



- ✓ Market transition to pods and other disposable vape alternatives carefully managed with all our major customers
- ✓ Non-disposable vape activity continues to be strong across eliquids & HMPPS
- ✓ Forthcoming levy on vaping in Oct 2026 is an opportunity to reframe the commercial positioning of our vaping products
- ✓ Vaping remains a credible, sustainable, and highly effective smoking cessation tool

**88vape.**

**LIBERTY  
FLIGHTS**

**XO<sup>®</sup>**  
E-LIQUID

**MOJA**

**ELFBAR**

**LOST MARY**

**IVG<sup>®</sup>**



## Vaping

The changing product portfolio following the disposable vape ban in June 2025

# 88vape.



# ELFBAR



# Drinks & Wellness

Acquisition of Clearly Drinks and Typhoo Tea accelerates diversification

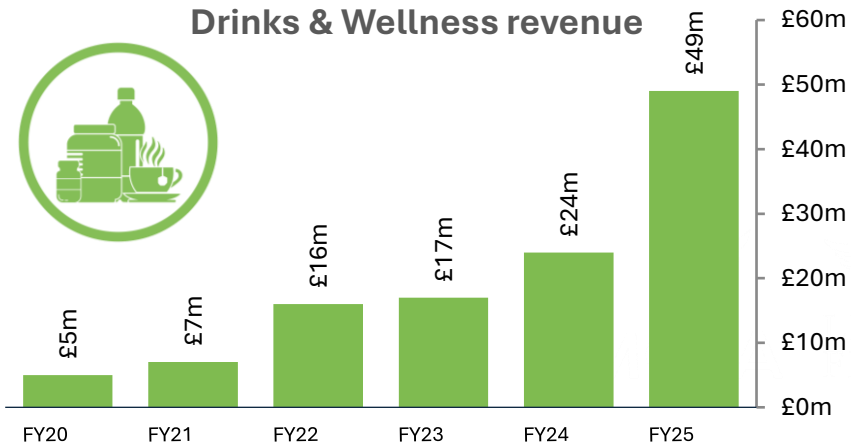
Wellness grew 5% in FY25

Sci-MX reported revenue of £10m, a brand acquired for £1.4m

Category delivered £49m revenue in FY25

Innovation & new product development pipeline is bouyant

- Protein powders
- Vitamins
- Protein snack bars
- Typhoo tea
- Branded flavoured water
- Private label & contract manufactured soft drinks



- ✓ Newly consolidated Drinks & Wellness category has created another strong growth platform for the business
- ✓ Clearly Drinks has allowed us to expand our manufacturing capabilities and know-how, supporting our growing innovation pipeline and ambitions to roll-out new products
- ✓ Focused on widening the distribution of the acquired brands via Supreme's own network
- ✓ Both acquisitions were immediately earnings-enhancing





# Electricals



350m

batteries sold per year



569

battery & torch SKUs



65m

Lighting units sold annually



Exclusive

worldwide licenses



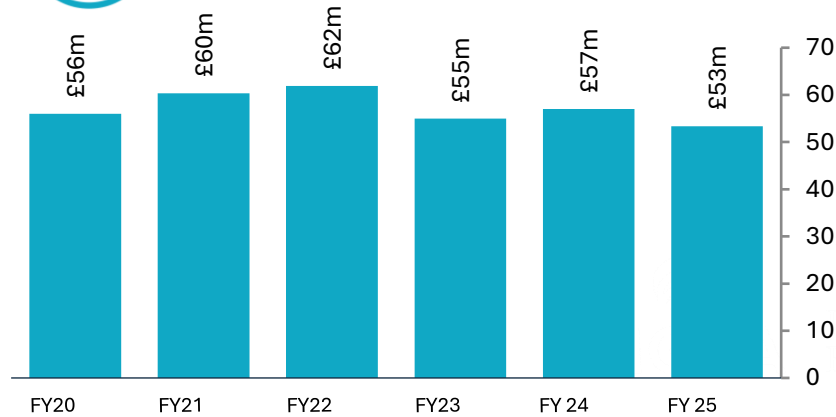
10 Years

providing white label products to major clients

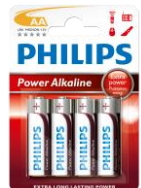
- Batteries
- Lighting



Electricals revenue



- ✓ Our Electricals category recorded revenue decline of 6% from £57m to £53m, reflecting the longer-term broader market trend
- ✓ Low-maintenance, cash-generative segment for Supreme, benefitting from established customer relationships and efficient distribution networks
- ✓ Stable rates of gross profit % by managing the Group's currency exposure, expert procurement and devising smart, scaled shipping policies



LUMiLiFe

EVEREADY  
Energizer

BLACK+DECKER

OSRAM  
JCB



## FY25 acquisitions: Clearly Drinks



**UK Spring**  
Water at source



**Owned**  
brand & contract  
Manufacturing for  
the big UK brands



**Facility**  
Automated &  
accredited  
Best-in-class facility



**6 Lines**  
across glass, PET &  
Cans

### Rationale for acquisition:

- ✓ Entry into a new growth vertical
- ✓ Strong standalone performance
- ✓ Highly automated, accredited, best-in-class manufacturing

### Post acquisition:

- ✓ Overhead synergies
- ✓ Cross-sell wins
- ✓ Accelerated innovation (pilot line, iced tea, licence deals)





## FY25 acquisitions: Typhoo tea

**Ty.Ph00**

Acquired by  
Supreme in  
November 2024



Loss-making  
prior to  
Supreme's  
acquisition



Extensive  
distribution



Well-recognised  
brands

**LONDON**  
FRUIT & HERB  
COMPANY

MELROSE

HEATH & HEATHER  
**H&H**  
HERBAL WISDOM

**RED MOUNTAIN**  
INSTANT COFFEE

Just add water  
**lift**

**Glengettie**  
Ffeifryn yng Nghymru  
ers cenedlaethau  
A favourite in Wales  
for generations

**Ty.Ph00**  
**QT**

- ✓ UK manufacturing re-started
- ✓ Very modest incremental cost base
- ✓ Buoyant new product development pipeline
- ✓ Pricing & sourcing strategy redefined
- ✓ Rebranding complete
- ✓ All customers retained



# What we manufacture



## Vitamins

**2 lines**



## Protein & Meal Replacements

New protein facility starts  
Jan 2026: **4 lines**



## Vape Liquids, Pods & Nicotine Pouches

Vape: **13 Lines**  
Nic Pouch: **1 Line, 4 heads**



## Tea

**3 lines**  
Expected to be 5 by the  
end of 2025



## Soft Drinks

**6 lines**  
Including 2 new pilot  
lines



All manufacturing is supported by our in-house flavour development & flavour manufacturing capabilities

# E-Commerce



£24m

10% of revenue comes from e-commerce



Over 1000

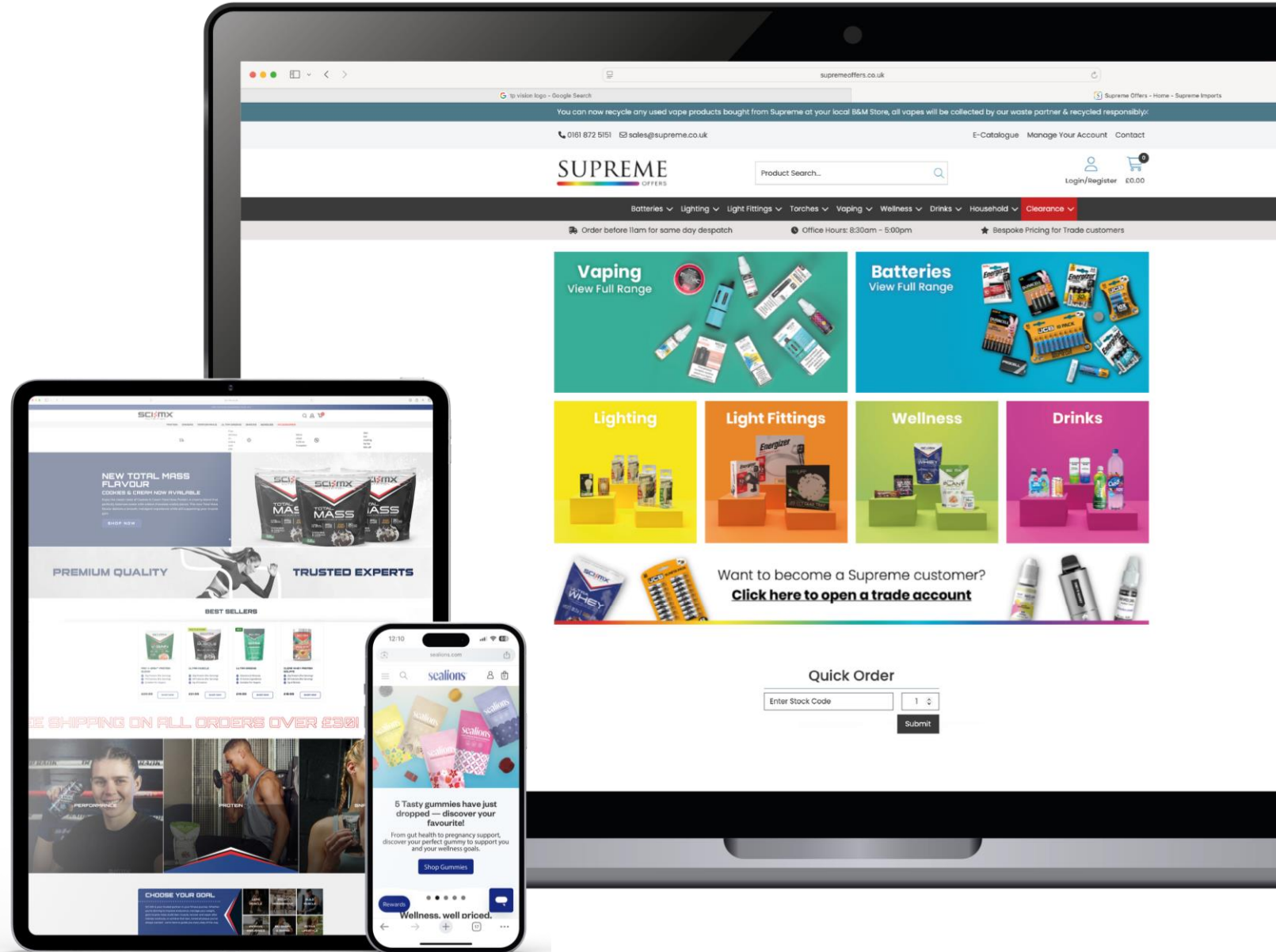
Trade customers from  
Direct to Retailers  
B2B sites and App.

supremeoffers.co.uk supremeled.co.uk

88vape.com sealions.com

SCI-MX.CO.UK LEDHUT.co.uk

LIBERTYF-LIGHTS.co.uk amazon





## Income statement

	FY25	FY24
	£m	£m
<b>Revenue</b>	<b>231.1</b>	<b>221.2</b>
<b>Gross profit</b>	<b>73.7</b>	<b>63.5</b>
Gross profit margin	32%	29%
Admin expenses	(33.2)	(25.4)
<b>Adjusted EBITDA<sup>1</sup></b>	<b>40.5</b>	<b>38.1</b>
Adjusted items	0.7	(0.6)
EBITDA	41.2	37.5
Depreciation & amortisation	(8.7)	(5.5)
<b>Operating profit</b>	<b>32.5</b>	<b>32.0</b>
Finance costs	(1.6)	(1.9)
<b>Profit before tax</b>	<b>30.9</b>	<b>30.1</b>
Tax	(7.4)	(7.7)
<b>Profit after tax</b>	<b>23.5</b>	<b>22.4</b>
Basic EPS	20.1p	19.1p
<b>Adjusted profit after tax<sup>2</sup></b>	<b>25.2</b>	<b>24.5</b>
<b>Adjusted EPS<sup>3</sup></b>	<b>21.6p</b>	<b>20.9p</b>

- Revenue +£10m (+4%) driven by:
  - Acquisitions and growth in the core
  - Offset by expected reduction in disposable revenue as we neared the ban
- Gross profit as % of sales 29% to 32% due to:
  - Increased manufacturing via Clearly Drinks; and
  - Further scale in our core business
- Admin expenses increase of £7.8m, driven primarily by
  - £5.8m in respect of acquisitions
  - £0.5m in advertising
  - £0.7m in people costs in respect of living wage and also more general investment into the depth of our management team
- Adjusted items related mainly to SBP (£0.5m) and costs related to acquisition (£1.2m net credit)

<sup>1</sup>Adjusted EBITDA means operating profit before depreciation, amortisation and Adjusted items (as defined in the financial statements). Adjusted items include share-based payments charge, fair value movements on non-hedge accounted derivatives and non-recurring items.

<sup>2</sup>Adjusted Profit before tax means profit before tax and Adjusted items (as defined in the financial statements) Adjusted items include share-based payments charge, fair value movements on non-hedge accounted derivatives and non-recurring items.

<sup>3</sup>Adjusted EPS means Earnings per share, where Earnings are defined as profit after tax but before amortisation of acquired intangibles and Adjusted items (as defined in the financial statements). Adjusted items include share-based payments, fair value movements on non-hedge accounted derivatives and non-recurring items.

## Segmental breakdown

	FY25 £m	FY24 £m	% change
<b>Revenue</b>			
Electricals	53.4	57.0	-6%
Vaping excl. disposables	74.9	69.6	+8%
Disposables	54.1	70.7	-23%
Drinks & Wellness	48.8	24.0	+103%
<b>TOTAL REVENUE</b>	<b>231.1</b>	<b>221.2</b>	<b>+4%</b>

### Gross profit

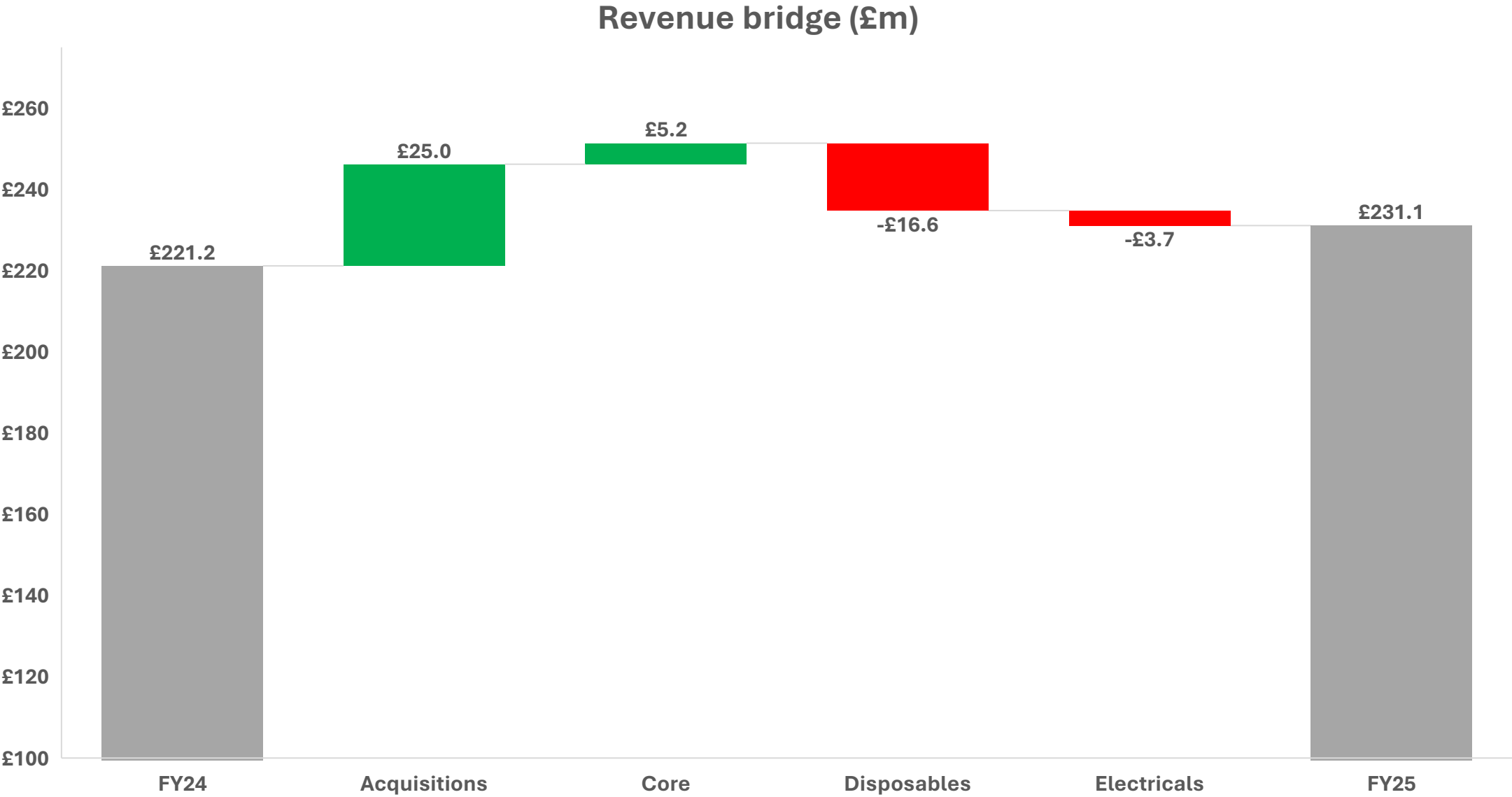
Electricals	11.3	12.0	-6%
Vaping	46.9	44.7	+5%
Drinks & Wellness	14.2	5.7	+149%
FX	1.3	1.1	+18%
<b>TOTAL GROSS PROFIT</b>	<b>73.7</b>	<b>63.5</b>	<b>+16%</b>

### Gross profit %

Electricals	21%	21%
Vaping	36%	32%
Drinks & Wellness	29%	24%
<b>TOTAL GROSS PROFIT %</b>	<b>32%</b>	<b>29%</b>

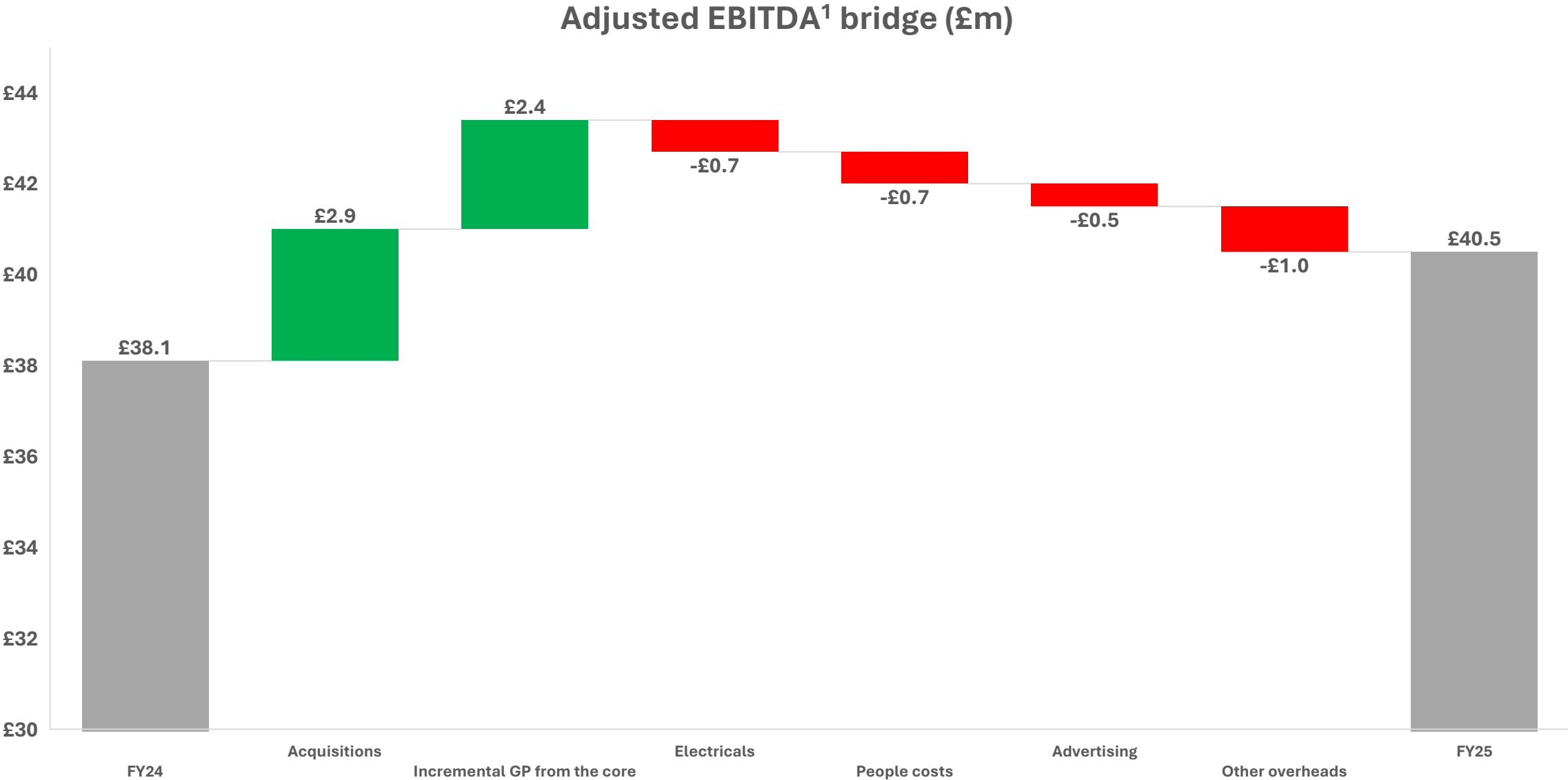
- Reduction in Electricals owing to volume and price deflation
- 8% increase in Vaping revenue as core elements continued to grow in volume terms combined with a price increase on 10mls
- Reduction in disposable revenue in the second half of FY25 as we neared the ban and retailers began managing stock levels
- Doubling of revenue within Drinks & Wellness from acquisitions and the strength of the Sci-MX brand
- Blended gross profit as % of sales improved owing to increased manufacturing (soft drinks) and scale

Revenue bridge





Adjusted EBITDA<sup>1</sup> bridge



## Balance sheet

	FY25 £m	FY24 £m
<b>Fixed Assets</b>		
Property, Plant & Equipment	30.8	21.4
Intangibles	21.2	13.7
<b>TOTAL</b>	<b>52.0</b>	<b>35.1</b>
<b>Working capital</b>		
Stock	36.3	24.4
Debtors & prepayments	43.0	35.6
Creditors & accruals	(34.2)	(28.1)
Corporation tax	(6.3)	(5.1)
<b>TOTAL</b>	<b>38.8</b>	<b>26.8</b>
<b>Net debt</b>		
Cash	3.2	11.6
Borrowings	(2.0)	-
IFRS 16 (leases)	(13.4)	(14.7)
<b>TOTAL</b>	<b>(12.2)</b>	<b>(3.1)</b>
<b>Other</b>		
Deferred Tax	(2.1)	(0.9)
Derivatives	(0.1)	-
<b>TOTAL</b>	<b>(2.2)</b>	<b>(0.9)</b>
<b>TOTAL ASSETS</b>	<b>76.4</b>	<b>58.0</b>

- Increase in property and machinery driven by Clearly Drinks acquisition
- Increase in intangibles related to the IP and brands acquired via acquisitions
- Investment in inventory of £12m, driven by
  - Acquisitions (£8m)
  - Temporary investment into new style pods ahead of launch in early FY26
  - Investment into Vaping stock (unusually low last year end)

## Cash flow statement

	FY25 £m	FY24 £m
Adjusted EBITDA	40.5	38.1
Movement in working cap	(6.9)	(5.7)
Cash-impacting Adjusted items	(1.7)	-
Tax paid	(6.8)	(5.3)
<b>Operating cash flow</b>	<b>25.1</b>	<b>27.1</b>
Debt servicing / raising / repaying	1.7	(5.0)
Lease payments	(1.9)	(1.2)
Capex	(3.2)	(5.4)
M&A	(25.6)	(6.1)
Proceeds from sale of assets	1.0	0.1
Dividends net of share issues	(5.5)	(5.3)
<b>Net cash flow</b>	<b>(8.4)</b>	<b>4.2</b>

- Outflow on working capital driven by investment into inventory
- Capex of £3.2m related to
  - Office fit out
  - Investment into agile 'pilot' canning lines at Clearly Drinks (launched in May 25)
  - Investment into tea manufacturing (launched April 25)
- Operating cash flow generated in the year was invested entirely back into the business via acquisitions and to finance organic growth
- Positive net cash position at year end plus refinancing of £40m borrowing facilities means plenty of headroom for further M&A in FY26



## Key investment highlights

Leveraging our vertically integrated platform to take fast-moving consumer brands to our extensive customer network



Unrivalled  
business  
model



We own  
brands  
& we  
manufacture  
under  
license



Strong  
financials



High quality  
management  
team



Proven and  
successful  
M&A  
strategy



Compelling  
customer  
offering with  
emphasis  
on value



Diverse  
product &  
customer  
portfolio

## Outlook

- ✓ Supreme has made a positive start to FY26 and expects to deliver another profitable and highly cash-generative year
- ✓ Trading remains in line with current market expectations
- ✓ In-house manufacturing capacity and capabilities continue to support future growth across multiple product categories
- ✓ Supreme is in an ideal position to accelerate M&A, deliver continued organic growth, and target further profit margin improvements, all while ensuring we continue to offer consumers great quality products at affordable prices – crucial in the current economic climate



# SUPREME

PLC

Thank you  
Do you have any questions?