SUPREME PLC

Manufacturer, Distributor, Owner and Licensee of Some of the World's **Biggest Brands**.

Electricals & Household

Vaping

Drinks & Wellness

Supreme PLC - FMCG Manufacturer, Distributor, Brand Owner & Licensee.

Delivering market-leading products
across three fast-growth consumer categories.

Supreme PLC is a diversified FMCG group operating across multiple everyday essential categories. We manufacture, distribute, own and license some of the **UK's best-known consumer brands**, combining in-house production with long-standing retail and brand partnerships. **Our products reach over 55,000 retail outlets** across the UK and Europe, spanning supermarkets, discounters, online and export markets.

Supreme snapshot

Over 450
Employees

Over 30
Iconic brands

Established 1975

6,200 Live accounts Selling to **55,000** Retail points

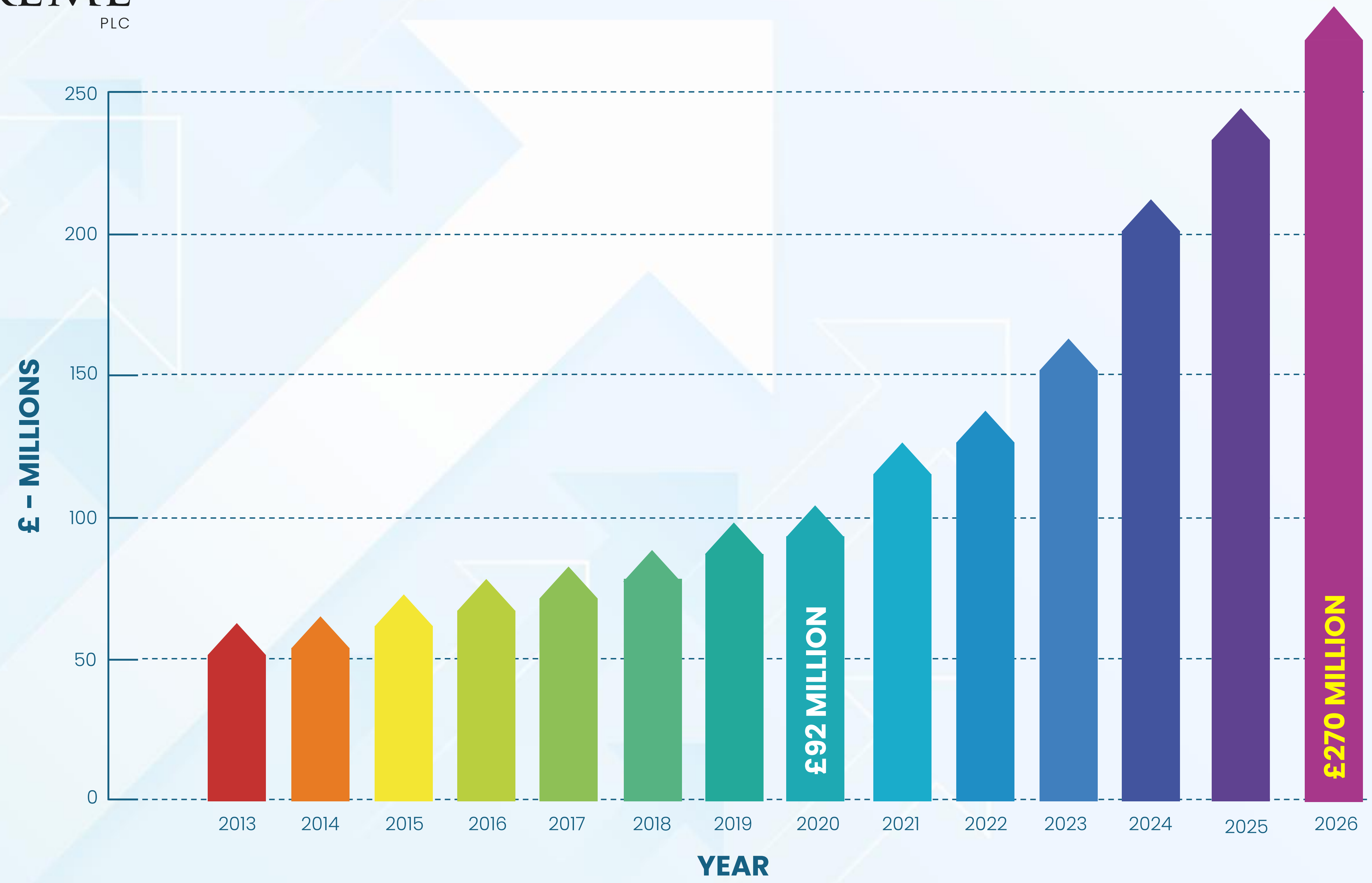
5 manufacturing sites
2 BRC accredited sites

500m products sold each year

Selling to
45 Countries

Sales: **£270m**
EBITDA: **£40.6m**

SUPREME PLC



£ – MILLIONS
250
200
150
100
50
0
£92 MILLION
£270 MILLION
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025
2026
YEAR

Timeline

1975 Founded

1991
Entering the battery market

1998
DURACELL
Energizer
EVEREADY
Official UK distribution with Duracell, Energizer, Eveready & Kodak

2003
GS Chadha retires, handing over the reigns to Sandy

2012
Manufacturing begins (VN Labs)

2015
88vape.
88vape launch

2020
BATTLE BITES HIGH PROTEIN BAR
OCTOBER
Battle Bites Acquisition

2021
SUPREME PLC
Supreme are now a PLC

Vendek
JUNE
Vendek Acquisition

SCI-MX NUTRITION
JULY
SCI-MX Acquisition

sealions
SEPTEMBER
Launch of vitamins
First year revenue £1m

2022
88vape.
JUNE
Launch of 88vape Disposables
Year 1 revenue: £12m

LIBERTY FLIGHTS
JUNE
Liberty Flights Acquisition

TJUICE
AUGUST
Cuts Ice Acquisition

2023
Energizer
FEBRUARY
Energizer license renewed
Expires 2030

TJUICE
MARCH
Disposal of T-Juice brand
Consideration: £4m

2024
Perfectly Clear
JUNE
Clearly Drinks acquisition

Ty·Phoo
DECEMBER
Supreme become the new owners of Typhoo

2025
1001
SEPTEMBER
Acquired famous cleaning brand 1001 Cleaning Products

SlimFast
OCTOBER
Acquired famous meal replacement brand Slim Fast

2026
Carabao
APRIL
Supreme entered a 5-year licence agreement with Carabao

£270 million Revenue

Our divisions

Electricals & Household

Distribution for Energizer, JCB, Eveready, Duracell.
35% Market share

Branded & private label LED solutions.
Over 20M LED lamps sold per year

1001 and P&G Professional
Heritage brands

Vaping

Market leader with 88Vape who are 30% of the E-Liquid market.

ElfBar & Lost Mary distributors

Drinks & Wellness

Protein, meal replacements, snack and drinks

SCI-MX, Sealions, Juicy Protein, SlimFast

Typhoo, Clearly Drinks and more with our own drinks manufacturing facility

Our licensed brands

- Energizer Lighting
- JCB
- EVEREADY
- Tonino Lamborghini
- Carabao
- 123 SESAME STREET

Our owned brands

- TY.PHOO – MAKING TEA SINCE 1903
- just add water Lift – EST. 1980
- QT – Instant black tea with whitener – EST. 1980
- JUICY PROTEIN
- 88vape. – EST. 2015
- MELROSE – EST. 1817
- RED MOUNTAIN – EST. 1970
- SCI-MX NUTRITION – EST. 2007
- LONDON FRUIT & HERB COMPANY – EST. 1972
- PERFECTLY Clear – EST. 1990
- sealions
- 1001
- Protein Dynamix – EST. 2013
- SILVER SPRING WATER
- SlimFast – LOSE WEIGHT AND KEEP IT OFF
- LUMiLiFe
- Glengettie – Ffefryn yng Nghymru ers cenedlaethau – A favourite in Wales for generations – EST. 1902
- CLEARLY DRINKS – EST. 1885
- XO E-LIQUID
- HEATH & HEATHER H&H HERBAL WISDOM SINCE 1920 – EST. 1950
- MOJA
- LF LIBERTY FLIGHTS – EST. 2009
- Rola Cola – EST. 1979

Our distributed brands

- Energizer Batteries
- DURACELL
- EVEREADY
- LOST MARY
- ELFBAR
- IVG
- HAYATI
- SKE

Our customers

+15k
Independents

+500
Cash & Carrys

+200
Retail Chains

+100
Ecommerce

+120
Export Customers

55,000 Retail Sites +Government & NHS contracts

Bespoke operational platform underpins growth

Vertical integration offers excellent route to market for leading brands

New Products
- 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 constant innovation

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
- 55,000 branded retail outlets and 1,000s of independent stores
- Selling own brands D2C through proprietary online stores

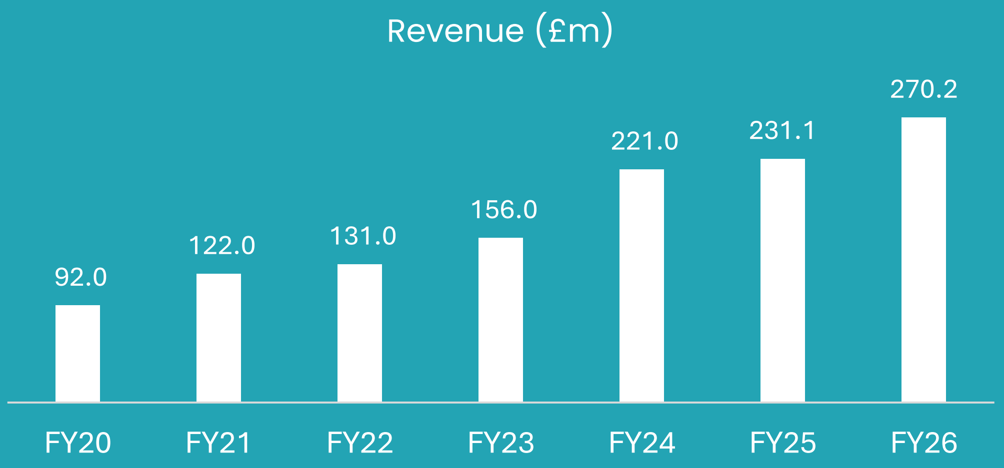
- Design
- Bespoke Packaging
- R&D
- Marketing

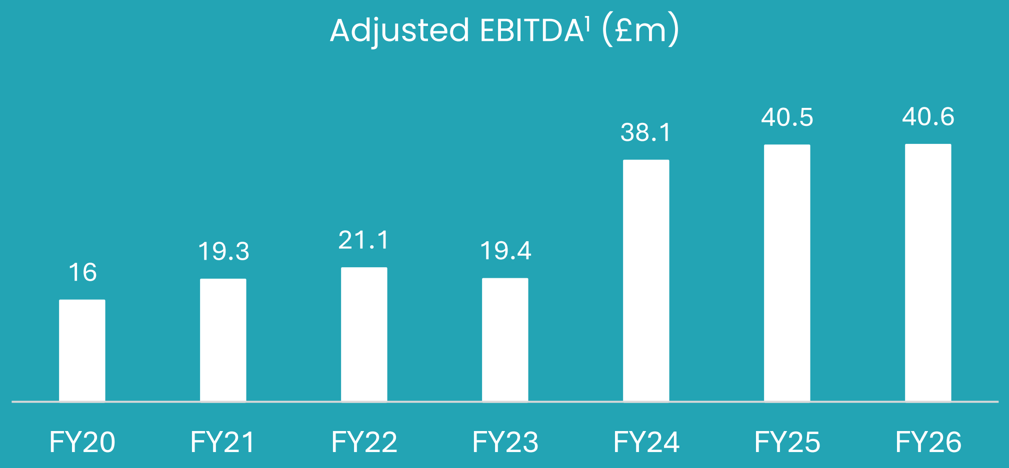
- In-house manufacturing
- Contract manufacturing

- Integrated warehousing systems
- Purchasing
- B2B online ordering
- Fast delivery
- Finance
- Display solutions
- Logistics
- Sales

Online D2C

Financial highlights





Strong financial performance across FY26

- ✓ A record year for revenue and Adjusted EBITDA
- ✓ £270.2m revenue (+17%) driven by acquisitions and Vaping momentum
- ✓ £40.6m Adjusted EBITDA (FY25: £40.5m)
- ✓ Drinks & Wellness revenue of £69.3m (+60%) with SlimFast a standout contributor in its first five months
- ✓ No bank borrowings and cash of £7.5m after substantial acquisition and infrastructure spend

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

Operational highlights

Acquisitions continue to accelerate ongoing product diversification strategy

- ✓ SlimFast and 1001 brands acquired
- ✓ Both immediately earnings-enhancing
- ✓ £6m capital expenditure to expand & upgrade manufacturing
- ✓ Vaping revenues +15% YoY
- ✓ Typhoo UK manufacturing facility now established
- ✓ International footprint expanded
- ✓ Carabao and Tonino Lamborghini licenses signed post year end
- ✓ Group portfolio now spans almost 30 owned and exclusively licensed brands

Acquisition of iconic brands

Immediately earnings-enhancing and fully aligned with Supreme's ongoing M&A strategy

Generate annualised Adjusted EBITDA[1] of around £6.5 million

Strong customer overlap with additional upsell opportunities already targeted

Supreme's investment into in-house manufacturing to strengthen SlimFast and 1001

Both brands will benefit from Supreme's accelerated and extensive product innovation expertise

October 2025
Purchase price: £20.6m

August 2025
Purchase price: £1.7m

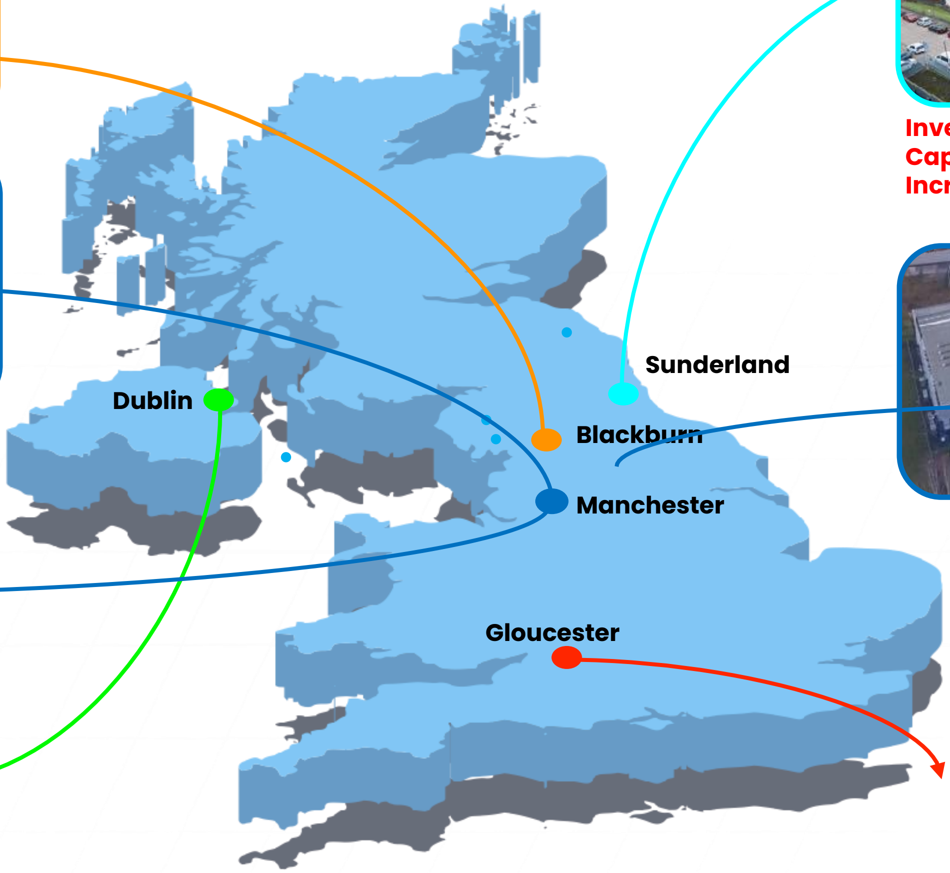
A period of investment into manufacturing facilities

Liberty Flights, Office
Vaping
Blackburn

The Ark, HQ & Distribution
Manchester

Beacon Road, Manufacturing
Vaping
Manchester

Vendek, Office & Distribution
Dublin



Clearly Drinks Manufacturing
Cans, Glass, PET & Soft drinks Manufacturing
Sunderland

Investment: £1.5m
Capacity: 35m cans per year
Incremental revenue potential: approx. £7m

The Hive, Manufacturing
Meal Replacement, Protein Powders & Vitamins
Manchester

Investment: £4.0m
Capacity: 4m units of powder
Incremental revenue potential: £30m

The Plant, Manufacturing
Tea
Gloucester

Investment: £1.2m
Capacity: 800m teabags (c3.5m units)
Incremental revenue potential: £10 – 12m

Total: 550,000 sq feet

Vaping

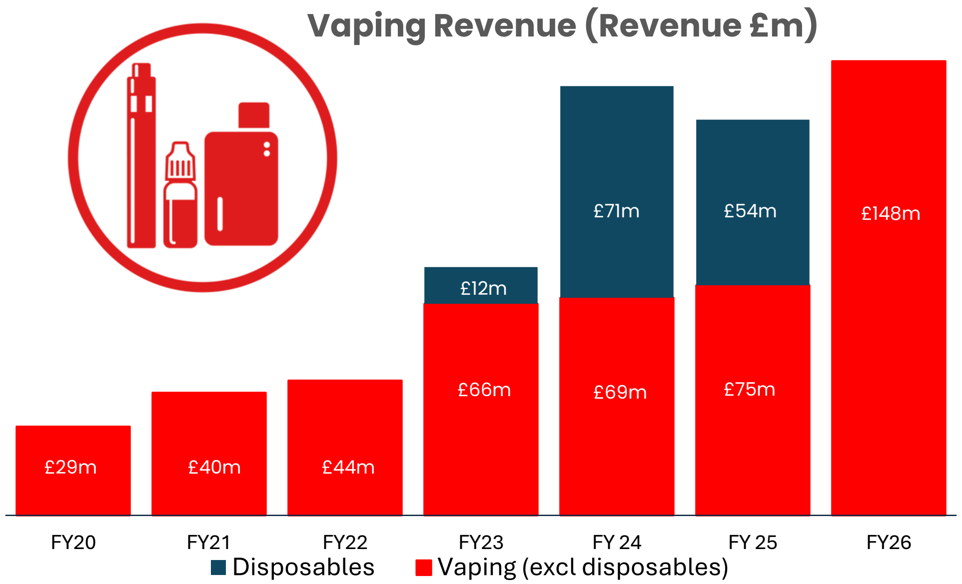
UK vaping market valued at over £3 billion

Vaping has overtaken smoking in Britain for first time

Seamless transition from disposable to rechargeable devices

E-liquid and rechargeable devices all performing robustly

Well placed ahead of VPD implementation



- ✓ Revenue up 15% vs. prior year
- ✓ Introduced number of well-regarded third-party brands into our distribution portfolio
- ✓ Encouraging growth from contract manufacturing within the 10ml segment, driven by increased complexity from VPD
- ✓ Spent a significant portion of the second half of FY26 preparing for VPD introduction
- ✓ Ongoing confidence that VPD will present opportunities for the Group, underpinned by Supreme's financial strength and operational depth

Vape Products Duty ("VPD")

BACKGROUND

- ✓ Comes into force from 1 October '26 in the UK
- ✓ £0.22 of excise duty imposed on each ml of e-liquid
- ✓ 6 month transition period for distributors & retailers to sell stock through
- ✓ From 1 April '27 all e-liquids must carry a tax stamp
- ✓ Importers & manufacturers will be responsible for charging & collecting VPD

IMPACT TO SUPREME

- ✓ Supreme is now deep into planning & executing changes across its business to accommodate VPD
    - ✓ Manufacturing & warehousing
    - ✓ Pricing & commercials
- ✓ Players with the space & the means will benefit during the transition period
- ✓ Smaller manufacturers / distributors may not survive
- ✓ We are currently working closely & openly with our key customers to manage the adoption of VPD

Drinks & Wellness

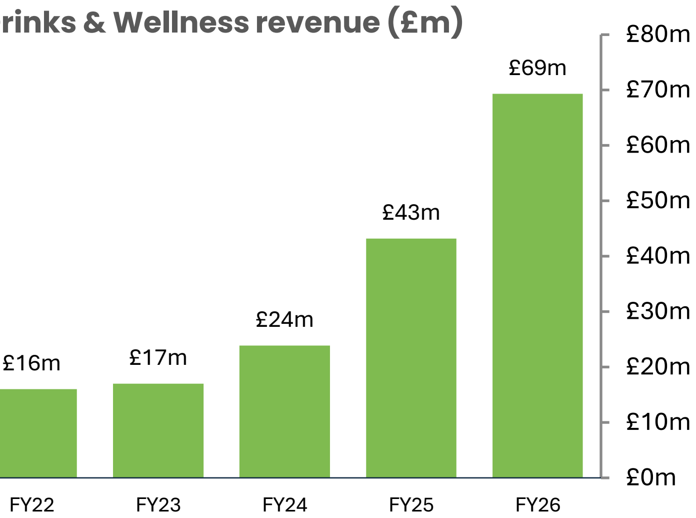
Clearly Drinks , SlimFast & Typhoo Tea accelerates diversification

£20.6m acquisition of SlimFast further extends category reach

Core wellness category continues to grow in FY26

Fit-out of new manufacturing facility completed in May 2026

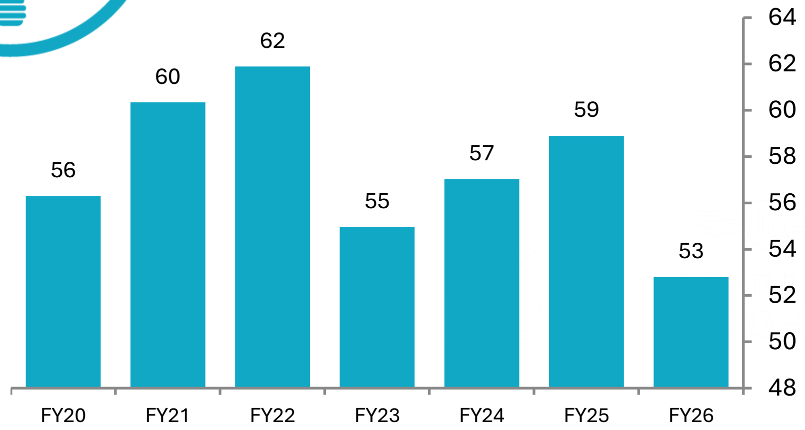
Launched two new energy brands



- ✓ Acquisitions and investments have created a compelling and differentiated Drinks and Wellness proposition
- ✓ Sci-MX grew strongly alongside recently acquired brands
- ✓ Clearly Drinks' automated manufacturing capabilities and Supreme's broader market reach and financial strength now building momentum
- ✓ Opened a dedicated tea manufacturing facility, 'The Plant', which produced c.379 million tea bags in FY26, positioning Typhoo for sustained growth
- ✓ Post-period end, signed two energy drink license agreements: Carabao and Tonino Lamborghini

Electricals & Household

Electricals & Household revenue (£m)



- ✓ Batteries faced two discrete headwinds during FY26, however gross margins across Electricals remain resilient
- ✓ Lighting saw a gradual decline consistent with our stated position that while still contributing positively to Group earnings, it is a non-core category
- ✓ The 1001 cleaning brand, acquired in FY26, has performed solidly since joining the Group, generating revenue of £2.0 million in the Period
- ✓ Household cleaning range beginning to demonstrate cross-sell potential envisaged at the time of acquisition

Income statement

	FY26 £m	FY25 £m
Revenue	**270.2**	**231.1**
Gross profit	**78.9**	**73.7**
Gross profit margin	29%	32%
Admin expenses	(38.3)	(33.3)
Adjusted EBITDA[1]	**40.6**	**40.5**
Adjusted items	(0.8)	0.7
EBITDA	39.8	41.2
Depreciation & amortisation	(11.3)	(8.7)
Operating profit	**28.5**	**32.5**
Finance costs	(1.8)	(1.6)
Profit before tax	**26.7**	**30.9**
Tax	(8.3)	(7.4)
Profit after tax	**18.4**	**23.5**
Basic EPS	15.4p	20.1p
Adjusted profit after tax[2]	**22.2**	**25.2**
Adjusted EPS[3]	18.9p	21.6p

✓ Revenue +£39.1m (17%) driven by
- Acquisitions this year and last (+£27.1m)
- Organic growth in Vaping (+£19.1m)
- Contraction across Batteries & Lighting (-£8.8m)

✓ Gross profit as a % of sales was 29% (FY25: 32%) owing to
- The inherent lower margins in rechargeable devices versus the disposables
- More favourable mix within Drinks & Wellness thanks to SlimFast

✓ Admin expenses increased by £5.0m
- £3.9m was in respect of the acquired businesses
- £0.2m related to the new sites
- £0.2m arose within Hong Kong and Middle East as we explored these territories
- Therefore, less than £0.7m related to inflationary increases & NI threshold

✓ Adjusted items related to mainly to SBP, forward contract losses and costs associated with acquisitions, largely in the form of adviser and integration costs

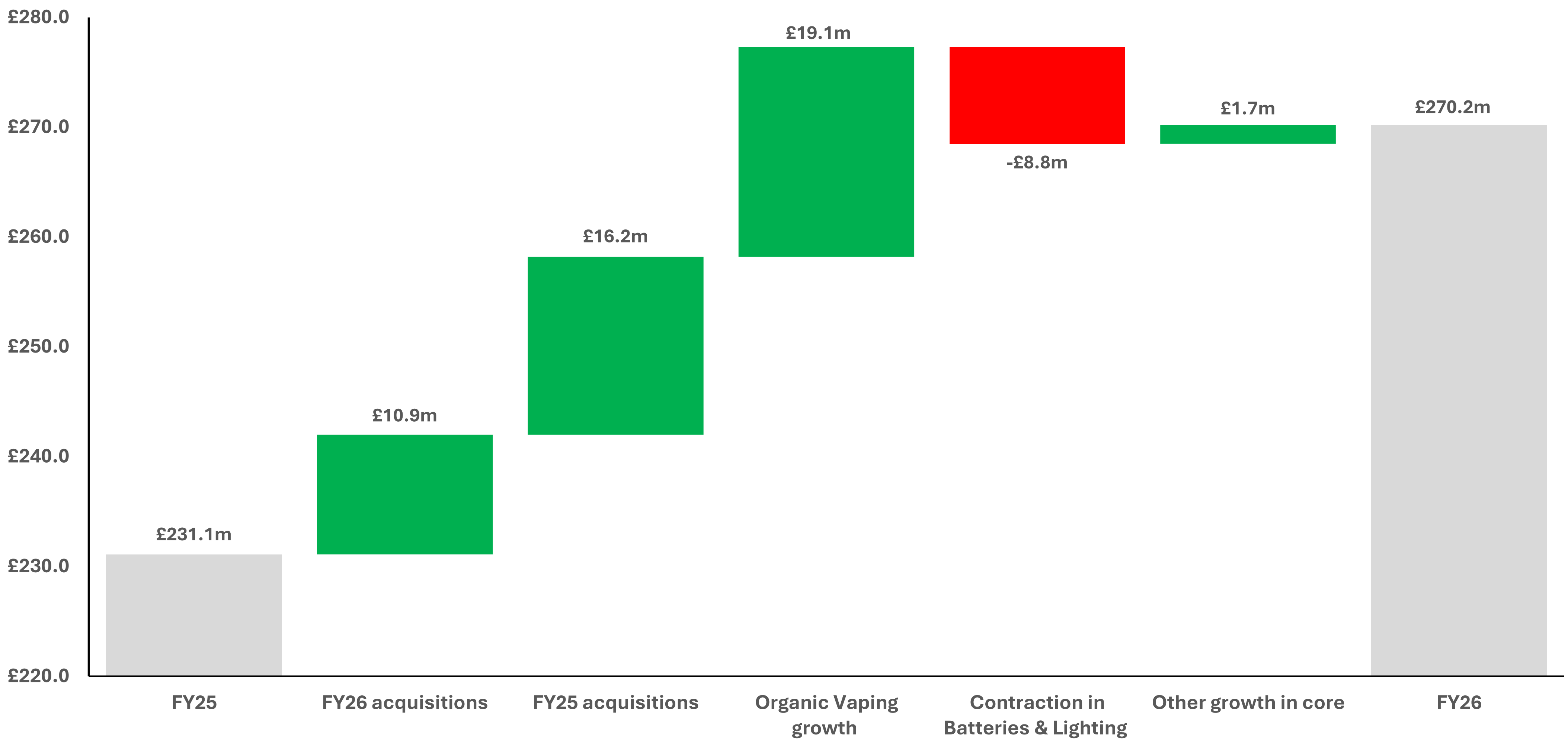
[1] Adjusted EBITDA means operating profit before depreciation, amortisation and Adjusted items (as defined in the financial statements). Adjusted items include share-based payments charge, fair value movements on non-hedge accounted derivatives and non-recurring items.
[2] Adjusted profit after tax is the after tax adjusted operating profit after adding back Adjusted items and the amortisation of acquired intangibles.
[3] Adjusted EPS means Earning 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

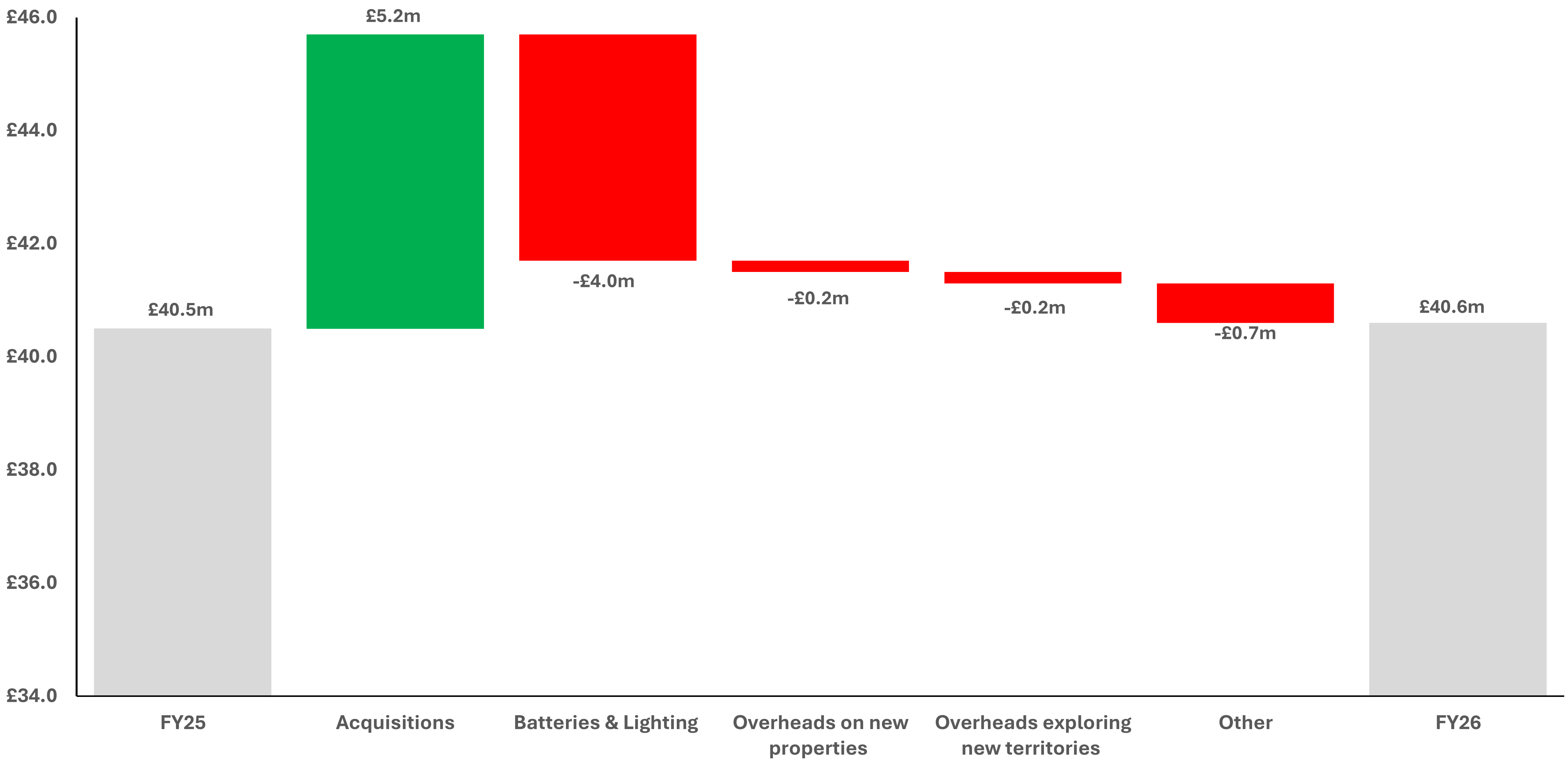
- ✓ £6.1m reduction in Electricals revenue was largely the result of +£2m incremental revenue from the 1001 acquisition, offset by a reduction of £8.8m across Batteries and Lighting
- ✓ Reduction in Batteries revenue was a result of Panasonic market exit and Amazon strategy change
- ✓ Lighting reduction was line with market conditions albeit accelerated by the loss of a customer in Ireland
- ✓ Vaping revenue grew £19.1m
  - new brands (IVG & Hayati)
  - new territories (Spain)
  - the initial pipe-fill of rechargeable devices followed by buoyant ongoing sales
- ✓ Drinks & Wellness grew by £26.1m
  - SlimFast acquisition (£8.9m)
  - Annualisation & growth of last year's acquisitions (£16.2m)
  - Organic growth within Sci-MX (£1m)

	FY26 £m	FY25 £m	% change
Revenue			
Electricals & Household	52.8	58.9	-10%
Vaping	148.1	129.0	+15%
Drinks & Wellness	69.3	43.2	+60%
TOTAL REVENUE	**270.2**	**231.1**	**+17%**
Gross profit			
Electricals & Household	9.0	12.2	-26%
Vaping	47.0	46.9	+1%
Drinks & Wellness	21.5	13.3	+62%
FX	1.4	1.3	+8%
TOTAL GROSS PROFIT	**78.9**	**73.7**	**+7%**
Gross profit %			
Electricals	17%	21%	
Vaping	32%	36%	
Drinks & Wellness	31%	31%	
TOTAL GROSS PROFIT %	**29%**	**32%**	

Revenue bridge



Adjusted EBITDA[1] bridge



[1]Adjusted EBITDA means operating profit before depreciation, amortisation and Adjusted items (as defined in the financial statements). Adjusted items

Balance sheet

- ✓ Increase in intangibles owing to the SlimFast and 1001 brands acquired in the period
- ✓ Increase in property improvements and machinery in respect of The Hive fit out, final stage of the Pilot Line investment and The Plant facility
- ✓ Reduction in working capital (despite increase in revenue) owing to tightly controlled cashflows, in particular across inventory
- ✓ Creditor balance was particularly low last year owing to the extensive deposits outstanding in respect of rechargeable device pipe-fill
- ✓ No bank borrowings to report and a £4.3m increase in overall Group cash position

	FY26 £m	FY25 £m
Fixed Assets		
Property, Plant & Equipment	32.0	30.8
Intangibles	39.3	21.2
TOTAL	**71.3**	**52.0**
Working capital		
Stock	37.1	36.3
Debtors & prepayments	47.5	43.0
Creditors & accruals	(51.6)	(34.2)
Corporation tax	(5.1)	(6.3)
TOTAL	**27.9**	**38.8**
Net debt		
Cash	7.5	3.2
Borrowings	-	(2.0)
IFRS 16 (leases)	(14.9)	(13.4)
TOTAL	**(7.4)**	**(12.2)**
Other		
Deferred Tax	(2.6)	(2.1)
Derivatives	0.5	(0.1)
TOTAL	**(2.1)**	**(2.2)**
NET ASSETS	**89.7**	**76.4**

Cash flow statement

	FY26 £m	FY25 £m
Adjusted EBITDA	40.6	40.5
Movement in working cap	1.4	(6.9)
Cash-impacting Adjusted items	(0.5)	(1.7)
Tax paid	(9.1)	(6.8)
Operating cash flow	**32.4**	**25.1**
Debt servicing / raising / repaying	(2.7)	1.7
Lease payments	(1.8)	(1.9)
Capex	(6.0)	(3.2)
M&A	(12.9)	(25.6)
Proceeds from sale of assets	0.7	1.0
Dividends net of share issues	(5.9)	(5.5)
Exchange rate differences	0.5	-
Net cash flow	**4.3**	**(8.4)**

- ✓ Operating cashflows were well-controlled across the Period, creating record operating cash of £32.4m
- ✓ Tight control of working capital, especially in respect of the disposables cessation
- ✓ Capex related to the completion of the Pilot Line and Tea Manufacturing projects plus the fit out of The Hive, the Group's new wellness manufacturing facility
- ✓ M&A related to the initial consideration in respect of the 1001 (£1.3m) and Slimfast (£11.6m)
- ✓ No bank borrowings to report and a £4.3m increase in overall Group cash position

Key investment highlights

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

- Unrivalled and scalable business model
- Own brand & manufacture under license model
- Strong financials delivering profits and supporting investment
- Experienced and highly innovative management team
- Successful buy and build acquisition strategy
- Compelling customer offering with emphasis on value
- Diverse product & customer portfolio

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Outlook

- ✓ Current trading in line with market expectations; strong customer traction across existing and new products
- ✓ Well-positioned to capitalise on VPD-driven market consolidation and emerge as a stronger vaping business
- ✓ SlimFast a significant growth opportunity; investment in brand and product innovation underway
- ✓ Unique platform of owned manufacturing, scale distribution and 30 brands - delivering quality at value

Thank you

Do you have any questions?