

WULFF GROWTH STRATEGY 2030

Wulff Growth Quarter April 25th, 2025

WULFF – we are more than a company, we set the direction, we create meaning – one interaction at a time

1897 The iconic Wulff's Corner is created when the store moves to the Esplanade, Helsinki's most central business district.



1890 Augusta and Thomas Wulff open a small stationery store in Helsinki



The opening of a new store and premises in 1965 was a big event on Mannerheimintie.



Wulff Group Plc – became a listed group in 2002. What are we now...

Parempi maailma – työpaikka kerrallaan

Työelämän palvelut henkilöstövuokrauksesta konsultointiin ja tilitoimistopalveluihin. Tuotteet työympäristöön työpaikalle, etätyöpisteelle ja liikkuvaan työhön.

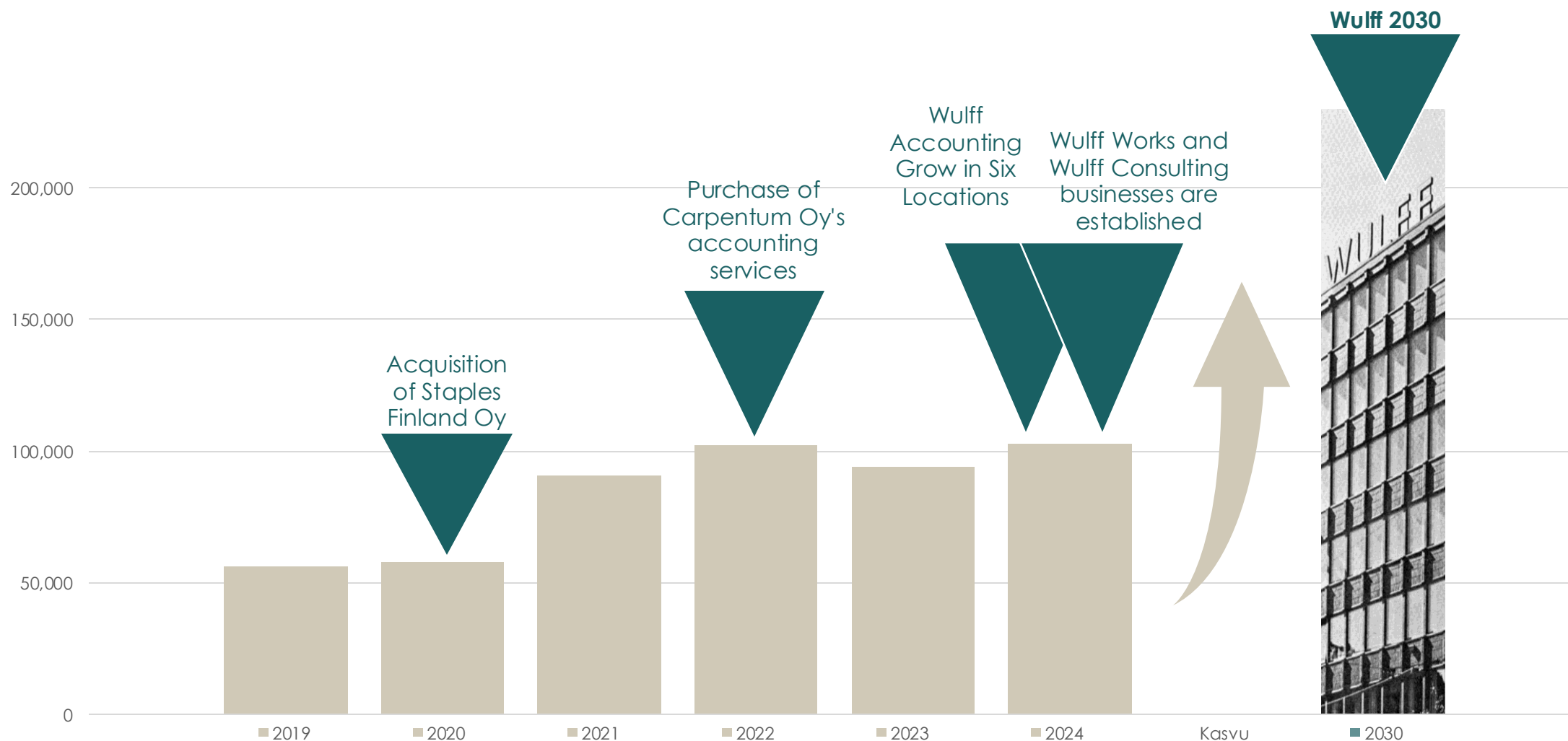
[Katso palvelumme](#)



Together with Wulff



Years of growth in a changing, demanding market



Structure and current status 2024

WULFF'S PRODUCTS AND SERVICES

WULFF PRODUCTS FOR THE WORK ENVIRONMENT

Wulff Oy Ab – Wulff Supplies – Wulff Naxor

79M€ Sales
180 Personnel

WULFF WORKS

15 M€ Sales
30 Personnel
430 person-years

WULFF ACCOUNTING

4 M€ Sales
55 Personnel

WULFF CONSULTING

Established in
December 2024

WULFF ENTRE

4 M€ Sales
12 Personnel

CANON BUSINESS CENTER

2 M€ Sales
10 Personnel

Figures and personnel for 2024

Group Plc's
net sales
103 M€

Dividend
0,16 €

Personnel
292
Change 58 persons
(December 31st, 2024)

EBIT
3,2 %
Comparable

NPS
49 – 63
between business
operations

eNPS
12

Market value
21 M€
(December 31st, 2024)

2024 figures, IFRS items and elimination taken into account

Goals 2030

WULFF'S PRODUCTS AND SERVICES

WULFF PRODUCTS FOR THE WORK ENVIRONMENT

Wulff Oy Ab – Wulff Supplies – Wulff Naxor

80 M€ Sales
170 Personnel

WULFF WORKS

100 M€ Sales
80 Personnel
2 800 person-years

WULFF ACCOUNTING

40 M€ Sales
400 Personnel

WULFF CONSULTING

10 M€ Sales
75 Personnel

WULFF ENTRE

6 M€ Sales
15 Personnel

CANON BUSINESS CENTER

2 M€ Sales
10 Personnel

Net Sales
230M€

EBIT
20 M€

Increasing
dividend

Personnel
approx. 750

NPS
70

eNPS
60

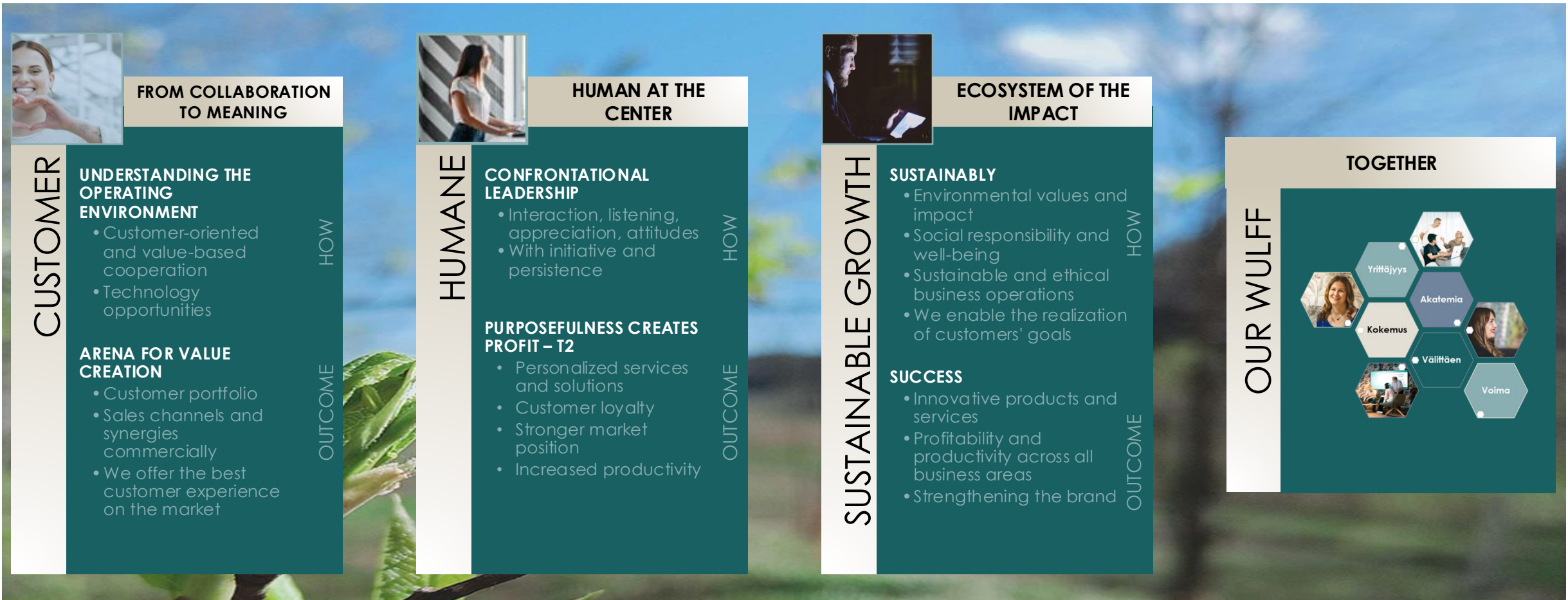
IFRS-erät ja eliminointi huomioitu

A BETTER WORLD – THROUGH EVERY INTERACTION



MEANINGFULNESS – SUSTAINABLE ECONOMY – TECHNOLOGY – EVOLVING WORK LIFE

Strategic focus areas



Sustainable development direction & conditions on the field

Climate roadmap

E

A range of sustainable products and services

Employee well-being, competence, and diversity

S

Impact on people and society

Governance and communication

G

Value chain sustainability

Achieving customers' strategic goals through collaboration with Wulff
Personalized service

CUSTOMER

Meeting responsibility requirements and enabling success

Direction 2030

WULFF'S BUSINESSES

Products and services

WULFF PRODUCTS FOR THE WORK ENVIRONMENT

Wulff Oy Ab – Wulff Supplies – Wulff Naxor

WULFF WORKS

WULFF ACCOUNTING

WULFF CONSULTING

WULFF ENTRE

CANON BUSINESS CENTER

WHAT

MARKET AND VALUE LEADERSHIP

STRONG GROWTH

STRONG GROWTH

A MARKET CHALLENGER

STABLE BUSINESS

STABLE BUSINESS

HOW

The most profitable
and sustainable in
the industry, also
digitally

Client companies,
regional companies
and industry
companies, organic
growth

Acquisitions,
organic growth

Organic growth,
new business areas

Customer's first
choice

Smoothness and
functionality

Wulff's strategy is guided by megatrends:

MEANINGFULNESS – SUSTAINABLE ECONOMY – TECHNOLOGY – EVOLVING WORKLIFE

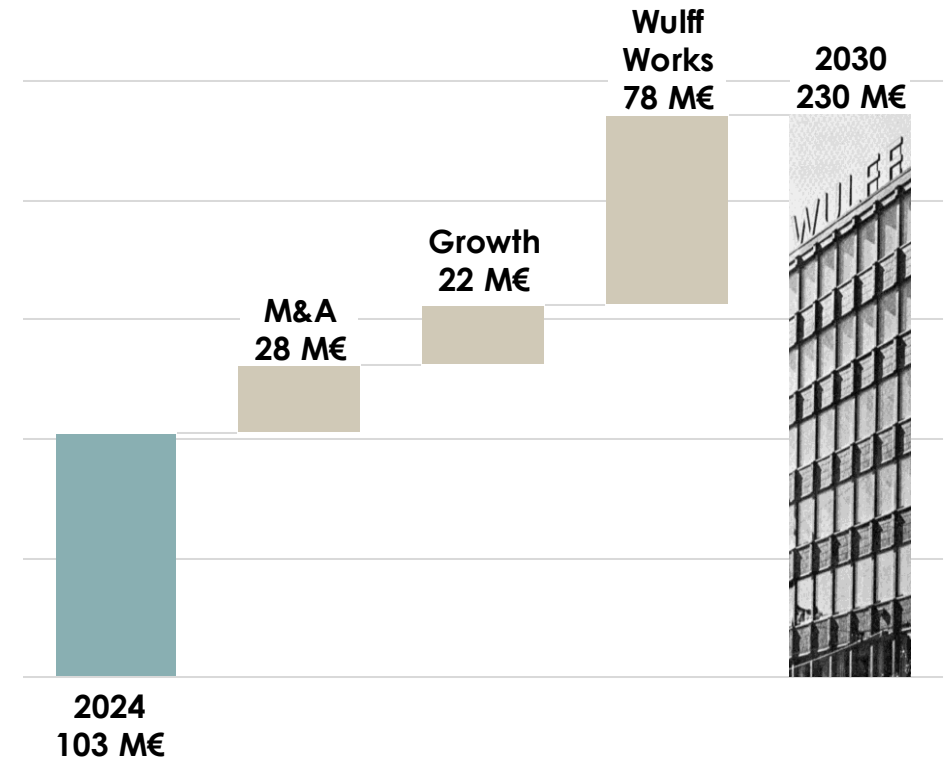
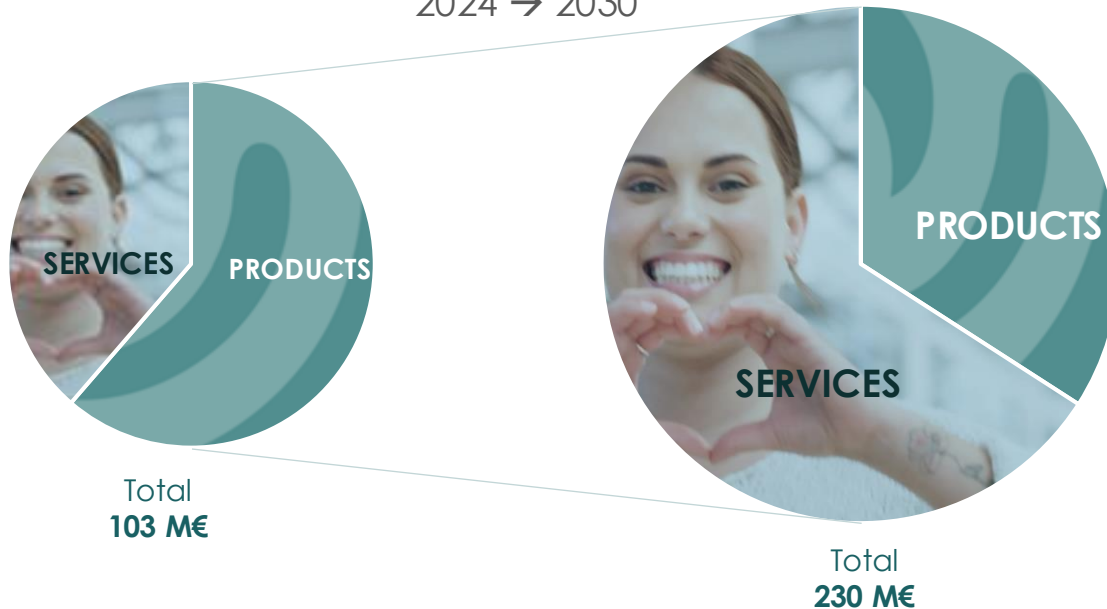
SOURCE: ACCORDING TO SIIRA

Long-term economic goals 2030



Elements of a growth strategy that are innovative and impactful

Distribution of products and services
2024 → 2030



Personalized service



TOGETHER
Leadership

SMOOTHLY
Processes

WINNING
Productivity