



First Camp

March 17, 2022

Johan Söör, CEO



The Scandinavian camping market is fundamentally attractive



~1,100 campsites

17 million guestnights/year

Est. market size: 7 bn SEK



~400 campsites

11 million guestnights/year

Est. market size: 4 bn SEK



~700 campsites

7 million guestnights/year

Est. market size: 3 bn SEK

- Increasing customer demand, but stable supply as virtually no new campsites are established
- Stable long term market growth of approx 5% in value - guest night CAGR of 2% 2012-2019
- Highly fragmented market

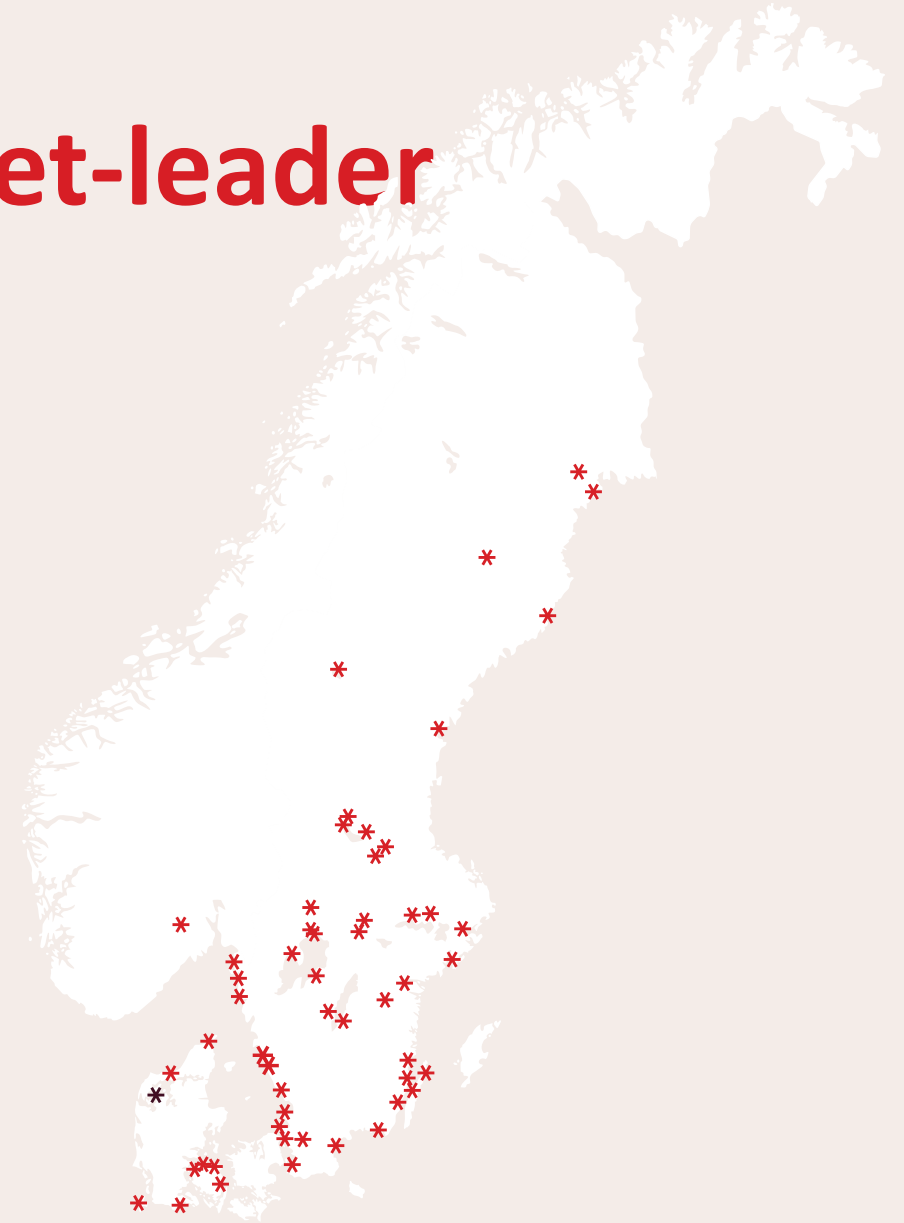


Source: Industry associations; management estimates

First Camp

First Camp is the Nordic market-leader

- Scandinavia's largest campsite chain with 59 destinations of which 49 in Sweden, 9 in Denmark and one in Norway
- Owned by PE fund Norvestor since 2016, and management
- www.firstcamp.se is the largest booking channel for camping and cabin stays in Scandinavia




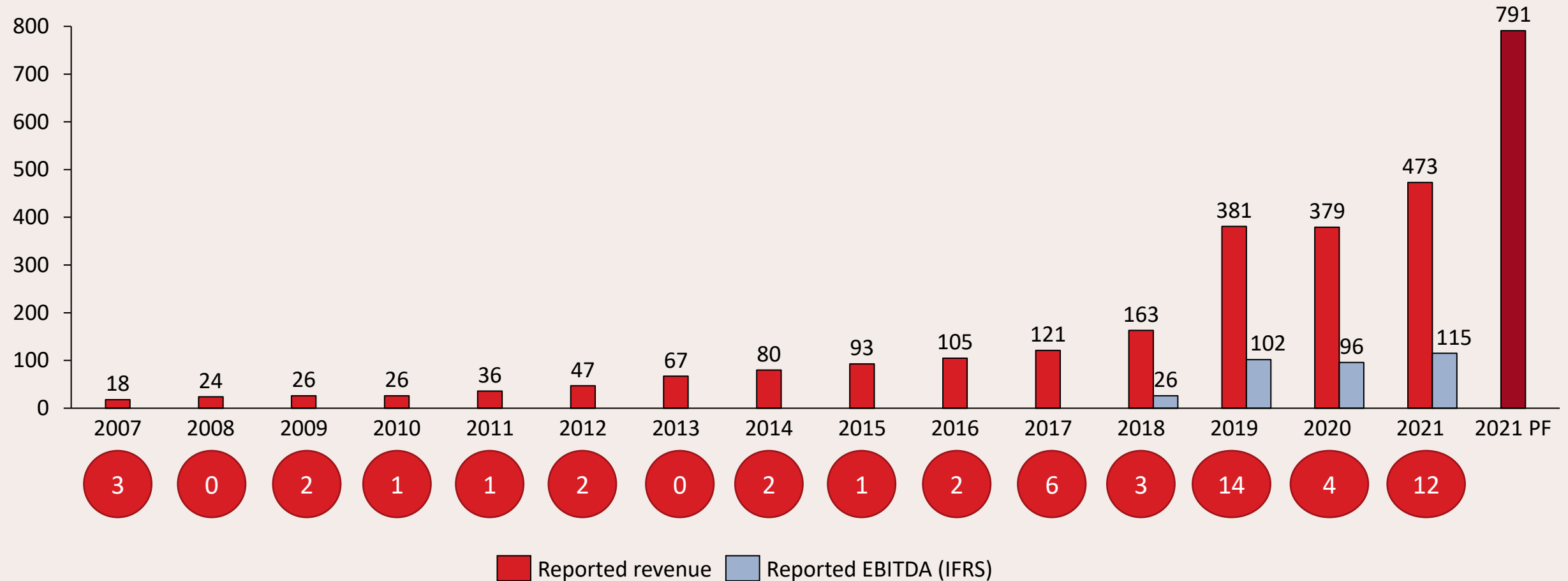
Excellent locations all over Scandinavia



Rapid growth in recent years

Total revenues, million SEK

 # acquired campsites per year



Note: Historic revenue data for Nordic Camping & Resort AB, since 2019 merged with First Camp and re-branded

First Camp

Strong M&A development

Successfully acquired 12 new campsites during 2021



SEK ~330m

Combined Revenue

SEK ~110m

Combined Adjusted EBITDA

Successfully acquired 3 new campsites during Q1 2022



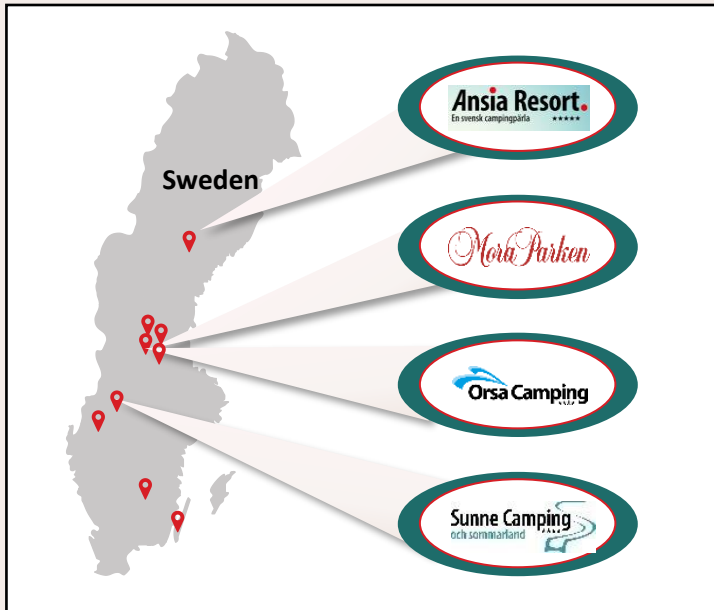
SEK ~45m

Combined Revenue

SEK ~17m

Combined Adjusted EBITDA

Svenska Campingpärlor



Key facts

- **9** destinations incl. Moraparken, Orsa camping and Sunne camping & sommarland
- **4 200+** camping pitches & **600+** cabins
- **~175 MSEK** revenue in 2021
- Good geographical match with existing First Camp destinations
- Potential include new booking system, revenue management, B2B sales

Jesperhus

Key facts

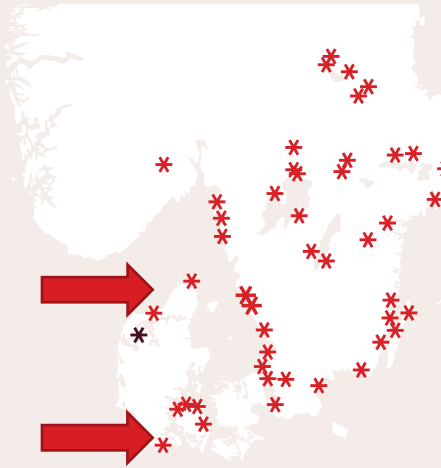
- **Leading Danish holiday resort** aimed at families with children 2-10
- **~500** camping pitches & **~300** cabins/tents
- **~135 MSEK** revenue in 2021
- In-house **creative/digital team** – leverage competence throughout First Camp
- YouTube channel with **100+ million views**
- Revenue management, cross selling



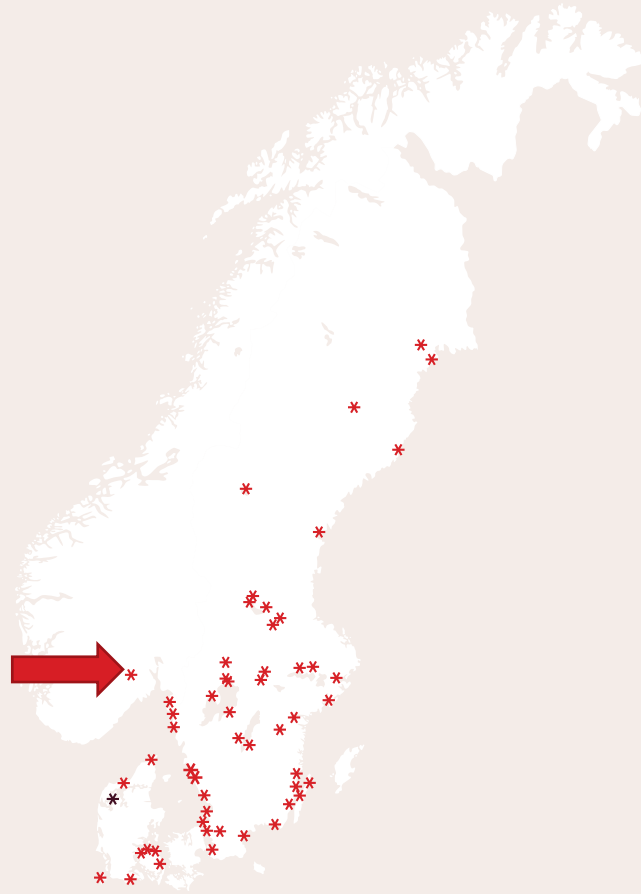
Råbjerg Mile, Klim, Frigård

Key facts

- **1 700+** camping pitches & **75+** cabins
- **~40 MSEK** revenue in 2021
- All in Jutland, cover previously white spots for First Camp
- Frigård strategically positioned at German border
- Potential include revenue management, kids club and activity concept, B2B sales



Norsjø Ferieland



Key facts








- **~230** camping pitches & **30+** cabins
- **~20 MSEK** revenue in 2021
- First Camps first campsite in Norway – good coverage in Norwegian press


Strong commercial development in parallel

Lågriskalender [Tillbaka](#)

Vart vill du åka?
Välj filter så hjälper vi dig att hitta de bästa alternativen.

Husvagn X



 Camping pool
 Fullt aktivitetsprogram
 Hela Sverige
 Mellersta Sverige
 Norra Sverige
 Södra Sverige
 Svenska Västkusten

Vad har du för budget?
1 kr  Alla priser

Jag vill åka den >
2021-02-08

Välj önskad vecka
36 destinationer

Vecka 32 - 2021

	mån	tis	ons	tors	fre	lör	sön
 First Camp Nydala - Umeå	9	10	11	12	13	14	15
	360	360	360	360	360	360	360
 First Camp Kolmården - Norrköping	9	10	11	12	13	14	15
	380	380	380	380	380	380	380

PRENUMERERA PÅ NYHETS BREV

BESÖKSLIV
SVERIGES LEDANDE NYHETSAJT FÖR BESÖKSNÄRINGEN

NYHETER DEBATT BLOGG KARRIÄR LEDIGA JOBB ANNONSE

CAMPING | 11 mars 2021

"Vi hoppas bli barnfamiljernas första val"


Mikael Wåhlund, konceptansvarig och regionchef på First Camp, ser effekten av förra årets satsning på barnaktiviteter med maskoten Yessi.
Foto: First Camp

NYHETER. First Camp utökar sitt ambitiösa aktivitetsprogram på utvalda campingplatser under sommaren 2021 och plockar marknadsandelar genom att nå ut till gästerna digitalt.

Taggar
AKTIVITETSPROGRAM

- firstcamp.se now Scandinavia's largest booking channel for camping and cabin stays
- One of top 5 travel websites in Sweden, in IDG's ranking
- Low-fare calendar launched in 2020
- Yessi kids club concept launched in 2020
- AI-based tools for Revenue Management and Google ads
- B2B concept: Smart Stay



First Camp


Destinationer Ställplatser Säsongsplatser Aktiviteter Om First Camp Covid-19 Företagsboende

Vart vill du åka?

Destination: Välj destination Datum: 2021-03-11 - 2021-03-12 Ange resesällskap: 2 person(er) Boendeform: Husvagn [VISA PRISER](#)

INCHECK EFTER STÄNGNING > BOKA SÄSONGSTART - 99KR/NATTI > TILL LÅGRISKALENDERN >

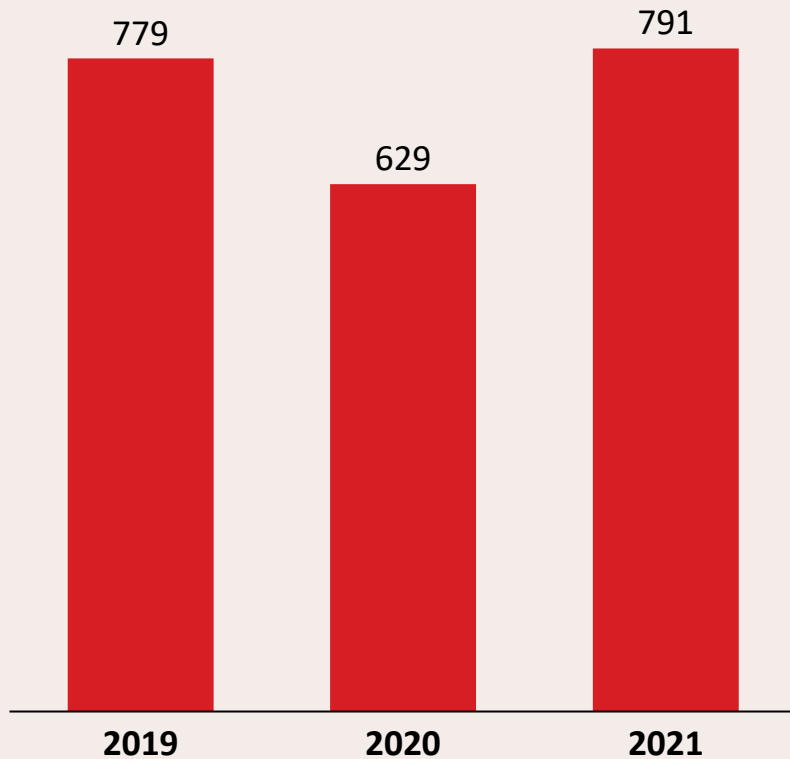
Aktivitetsbonanza
Över 5500 aktiviteter!


Campingens största aktivitetsprogram - ute nu!
Se hela programmet med underhållning, barnklubb och träning här!

Nyheter
Vi storsatsar inför säsongen!
Campingryheter att hålla koll på under 2021

2021 strong year – good start of 2022

Pro-forma net revenue, MSEK
(Destinations owned 2021-12-31)



- 2021 revenues higher than 2019
- Remaining upside potential when 2020 drop in international guests (account for 25% of the market in a normal year) is fully recovered – only about one third returned in 2021 as pandemic restrictions were still in place
- Very promising start of 2022 – pro-forma revenues in first two months up approx 50% compared to last year
- Pre-bookings up 15% compared to same time last year
- Pandemic restrictions significantly eased in the key markets Sweden, Norway, Denmark

Strong M&A pipeline going forward

- Sweden is First Camp's largest market today with 49 campsites; still only 10% in total market share and more M&A opportunities ahead
- First Camp entered Denmark in 2019, currently 9 campsites there with significant potential to continue to grow
- First Camp entered Norway in 2022 with its first Norwegian acquisition, ambition of at least 10 campsites in Norway in 3-5 years
- First Camp is the only player driving consolidation in the market
- Also new markets outside of Scandinavia are of interest



Svenske First Camp kjøper sin første norske campingplass og varsler et «titall» oppkjøp. Også norske investorer har fått øynene opp for camping som er blitt milliardbusiness.

HARALD BERGLIHN
Krisenleder

• Mens hotellbransjen har hatt en beintoff tid etter pandemiutbruddet, har det gått langt bedre for landets rundt 950 små og store campingplasser. Antall overnattinger økte fra syv til åtte millioner fra 2020 til 2021. Ifølge SSR.

Norsjø Ferieland i Telemark med 260 campingplasser og 32 hytter. – Det er helt naturlig at vi nå også satser i Norge, mener administrerende direktør Johan Söör. – Dette er en fragmentert bransje med få store aktører. Om du

ambisjoner i Norge. Det er realistisk at vi innen tre til fem år vil ha kjøpt et titall campingplasser. Söör mener nye tyder på at veksten innen camping vil fortsette å øke. – Også for nandemien hadde



Johan Söör, administrerende direktør i First Camp.
Foto: First Camp

Thank you!



