**Company Fact Sheet**

**Midsona AB**  
MSON A  
(SE0000565210)

### Growth of 10,000

![Chart: Growth of 10,000 (Total return SEK since 31/12/2016)](chart)

### Yearly Performance

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Return</td>
<td>117.7</td>
<td>39.9</td>
<td>20.3</td>
<td>123.3</td>
<td>-14.5</td>
<td>2.0</td>
<td>-5.6</td>
<td>19.11</td>
</tr>
</tbody>
</table>

### Trailing Returns

- **1 Week**: 3.2
- **1 Month**: -1.5
- **3 Months**: 24.3
- **6 Months**: 34.7
- **YTD**: 28.0
- **1 Year**: 17.4
- **3 Years**: 3.4
- **5 Years**: 27.1

### Financails

- **Revenue (Mil)**: 2,173, 2,852, 3,081
- **Gross Operating Profit (Mil)**: 743, 872, 903
- **Operating Income (Mil)**: 140, 190, 190
- **Operating Margin %**: 6.4, 6.7, 6.2
- **EBIT (Mil)**: 130, 189, 152
- **Income before income taxes (Mil)**: 112, 163, 116
- **Net Income (Mil)**: 84, 129, 97
- **Operating Cash Flow (Mil)**: 152, 212, 198
- **Free Cash Flow (Mil)**: 125, 149, 157
- **Basic Earn. Per Share**: 1.66, 2.43, 2.02
- **Dividend Per Share**: 0.95, 1.08, 1.08

### Profitability and Valuation

- **Return on Assets %**: 3.1, 3.9, 2.2
- **Return on Equity %**: 5.8, 8.1, 4.9
- **Return on Invested Capital %**: 4.5, 5.9, 3.8
- **Price / Earnings**: 40.7, 22.4, 29.0
- **Price / Sales**: 1.3, 1.1, 0.9
- **Price / Book**: 1.9, 1.7, 1.9

### Company Profile

Midsona AB is a consumer goods company. It markets and sells health foods, sports nutrition, superfood, dietary supplements, and cold remedies. Its products are within three categories: organic products, healthfoods, and self care products. The firm markets and sells its products under Urtekram, Friggs, Dalblands, Naturdiet, Tri tolonen, Kung markatta, Helios and Miwana brand names. It operates in Sweden, Norway, and Finland.

### Key Stats

- **Website**: http://www.midsona.com
- **Headquarter country**: Sweden
- **Employees**: 730
- **Market Cap (at close 25/08/2020)**: SEK4.17Bil
- **Morningstar Sector**: Consumer Defensive
- **Morningstar Industry**: Packaged Foods
- **Stock Style**: Small-Blend
- **Fiscal Year Ends**: December

### Board of Directors and Management

- **Chairman of the Board**: Ola Erici
- **Chief Executive Officer**: Peter Asberg
- **Chief Financial Officer**: Lennart Svensson

### Dividends

<table>
<thead>
<tr>
<th>Ex Date</th>
<th>Payment</th>
<th>Type</th>
<th>Currency</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>29/10/2020</td>
<td>04/11/2020</td>
<td>Cash</td>
<td>SEK</td>
<td>0.60</td>
</tr>
<tr>
<td>26/06/2020</td>
<td>02/07/2020</td>
<td>Cash</td>
<td>SEK</td>
<td>0.65</td>
</tr>
<tr>
<td>30/10/2019</td>
<td>05/11/2019</td>
<td>Cash</td>
<td>SEK</td>
<td>0.52</td>
</tr>
<tr>
<td>06/05/2019</td>
<td>10/05/2019</td>
<td>Cash</td>
<td>SEK</td>
<td>0.56</td>
</tr>
<tr>
<td>26/04/2018</td>
<td>03/05/2018</td>
<td>Cash</td>
<td>SEK</td>
<td>1.08</td>
</tr>
</tbody>
</table>

If data is missing or you find incorrect information in the Fact Sheet, please send an email to: support.nordics@morningstar.com

Please find the FAQ and Methodology at: www.nasdaqomxnordic.com/fact-sheet
Midsona AB, MSON A, (SE0000565210)

Last Price SEK 64.00

### Compound Annual Growth Rates (SEK)

<table>
<thead>
<tr>
<th></th>
<th>1Y</th>
<th>3Y</th>
<th>10Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue %</td>
<td>8.03</td>
<td>20.89</td>
<td>27.34</td>
</tr>
<tr>
<td>Operating Income %</td>
<td>0.00</td>
<td>27.81</td>
<td>24.70</td>
</tr>
<tr>
<td>Earnings/Share %</td>
<td>-15.34</td>
<td>17.92</td>
<td>2.08</td>
</tr>
<tr>
<td>Dividend Yield %</td>
<td>0.00</td>
<td>11.08</td>
<td>10.35</td>
</tr>
<tr>
<td>Net Income %</td>
<td>-24.81</td>
<td>29.18</td>
<td>9.02</td>
</tr>
<tr>
<td>Free Cash Flow %</td>
<td>5.37</td>
<td>95.54</td>
<td>24.26</td>
</tr>
<tr>
<td>Stock Total Return %</td>
<td>17.37</td>
<td>3.36</td>
<td>22.13</td>
</tr>
</tbody>
</table>

### Profitability Analysis (SEK)

#### Current
- Return on Equity %: 7.96
- Return on Assets %: 3.80
- Fixed Asset Turnover: 4.20
- Gross Margin %: 29.07
- Net Margin %: 4.62
- F. Cash Flow/Rev %: 6.10

#### Prior Year
- Return on Equity %: 13.7
- Return on Assets %: 4.58
- Fixed Asset Turnover: 4.90
- Gross Margin %: 32.9
- Net Margin %: 5.1
- F. Cash Flow/Rev %: 9.07

### Financial Position (SEK, Mil)
- Total Assets: 3,699
- Accounts Payable: 901
- Current Liabilities: 70
- Total Liability: 1,630
- Total Equity: 2,533

### Quarterly Results (SEK)

#### Revenue Mil
- Q3: 765
- Q4: 773
- Prior Year: 756

#### Revenue Growth %
- Most Recent: 8.51
- Prior Year: 8.26

#### Earnings Per Share
- Most Recent: 0.07
- Prior Year: 0.60

### Valuation Analysis

#### Current
- Price/Earnings: 23.10
- Price/Free Cash Flow: 17.89
- Price/Book: 1.83
- Price/Sales: 1.09

#### 3Y Avg
- Price/Earnings: 30.69
- Price/Free Cash Flow: 24.71
- Price/Book: 1.96
- Price/Sales: 1.09

#### 10Y Avg
- Price/Earnings: 32.50
- Price/Free Cash Flow: 21.18
- Price/Book: 1.91
- Price/Sales: 1.17

### Industry Peers by Market Cap SEK

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Mkt Cap (Mil)</th>
<th>P/E</th>
<th>ROE %</th>
</tr>
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<tbody>
<tr>
<td>Orkla ASA</td>
<td>88,482</td>
<td>22.1</td>
<td>12.1</td>
</tr>
<tr>
<td>AAK AB</td>
<td>43,426</td>
<td>29.3</td>
<td>15.1</td>
</tr>
<tr>
<td>Lennart Seafood Group ASA</td>
<td>32,074</td>
<td>26.1</td>
<td>7.6</td>
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<tr>
<td>Grieg Seafood ASA</td>
<td>9,925</td>
<td>9,341</td>
<td>6.5</td>
</tr>
<tr>
<td>Sandvik AB Standard</td>
<td>4,381</td>
<td>22.3</td>
<td>11.0</td>
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<tr>
<td>Midsona AB</td>
<td>4,167</td>
<td>23.1</td>
<td>8.0</td>
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<tr>
<td>BAYN Europe AB</td>
<td>772</td>
<td>-</td>
<td>-32.8</td>
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