

Nordea Credit Seminar  
2026-05-28

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May 2026



# JumpYard is a leading European operator of active entertainment

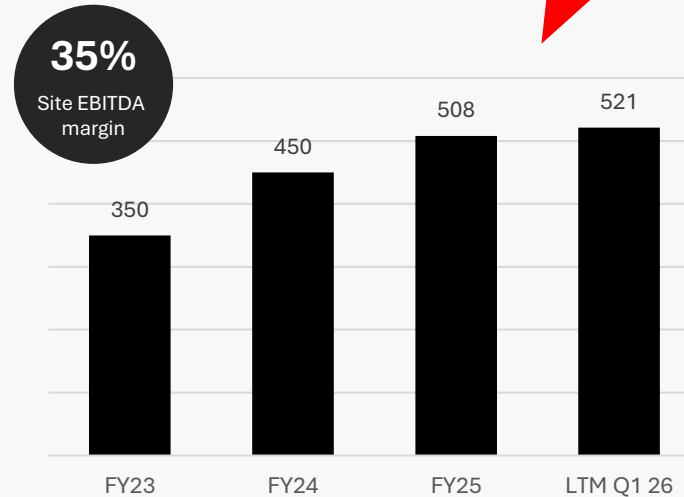
## JumpYard in brief

- JumpYard is the largest trampoline park operator<sup>1)</sup> and the third largest player by footprint in Europe, having grown dominantly through a greenfield expansion strategy
- The company was founded in 2017 and today operates 29 fully-owned sites across Sweden, Norway, Denmark, Spain, Portugal and Germany with 1 additional site launch within coming quarters
- JumpYard differentiates by offering a wider range of activities than the industry standard, providing guests with a WOW-factor and making it "much more than a trampoline park"
- Despite macro headwinds, JumpYard has demonstrated like-for-like growth in recent years and has been profitable since inception

<b>6</b> Countries	<b>29 + 1</b> Sites + due to open near-term	<b>~1,000</b> Employees
<b>~99%</b> Guest return intent	<b>61</b> Net Promoter Score	<b>&gt;4.5x</b> Avg. Google score
<b>4m+</b> Jumped hours p.a.	<b>45k</b> Parties delivered p.a.	<b>&lt;0.7x</b> L3 injuries per 10k jumped hours

## Financial development

### Revenue, SEKm

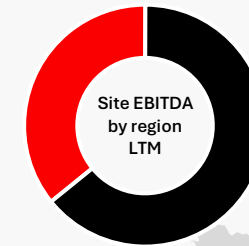
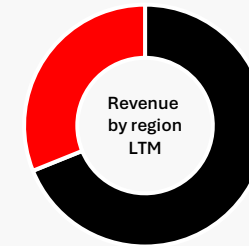


EBITDA margin, %	2023	2024	2025	LTM
Site EBITDA margin	36%	35%	34%	35%
Group EBITDA margin	21%	18%	18%	19%

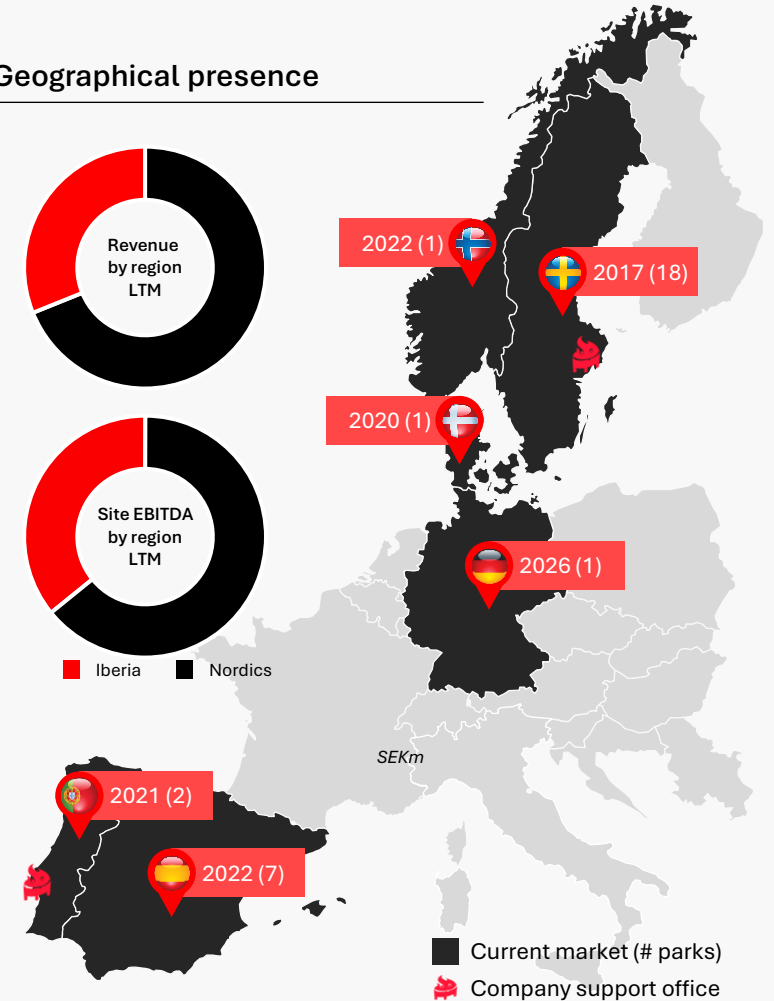
### Approximate revenue split



## Geographical presence

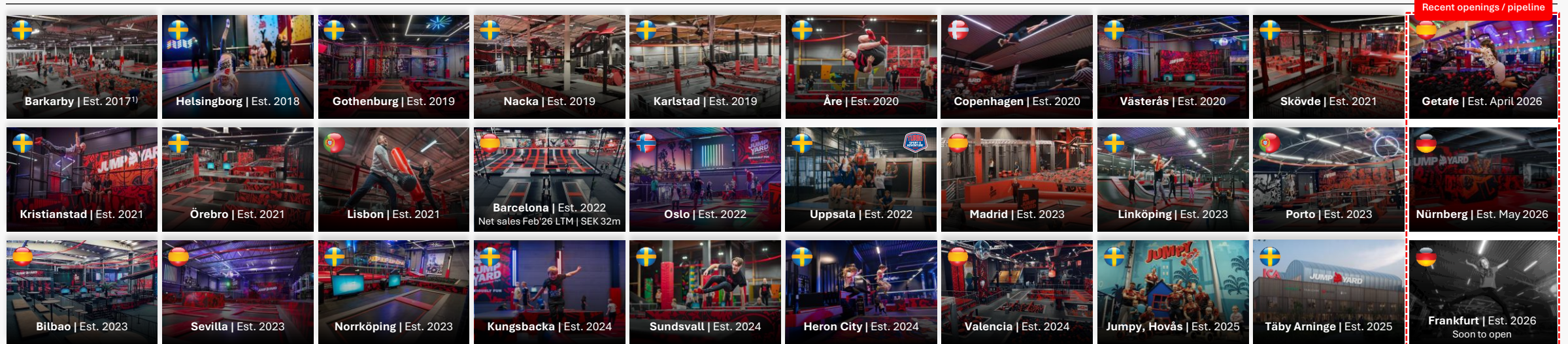


■ Iberia ■ Nordics

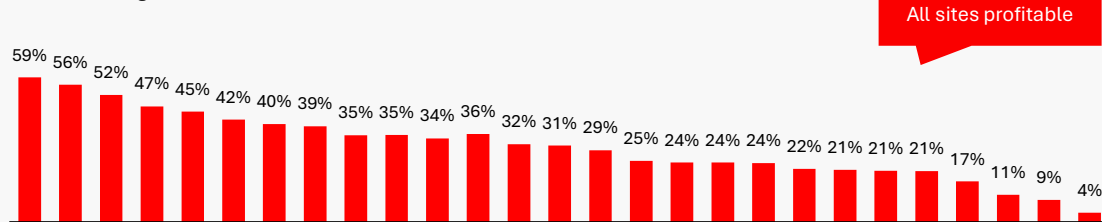


# 29 premium sites across 6 markets – all profitable

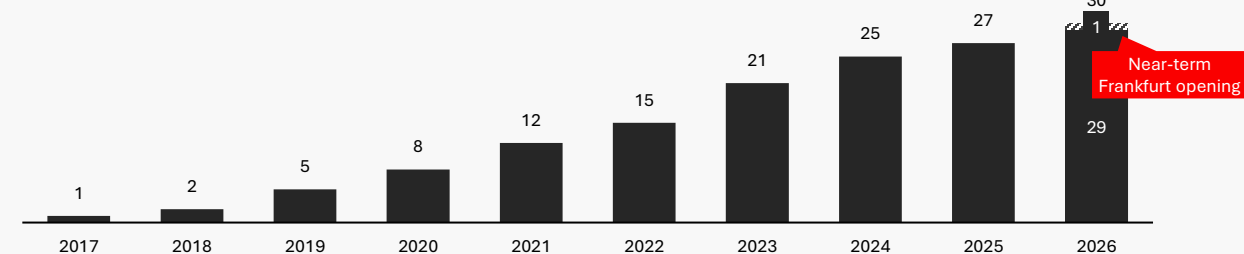
Nordic leadership further complemented by expansion to Iberia and Germany



Site EBITDA margin



Number of sites, #



All sites are fully operational and profitable – no site closures ever

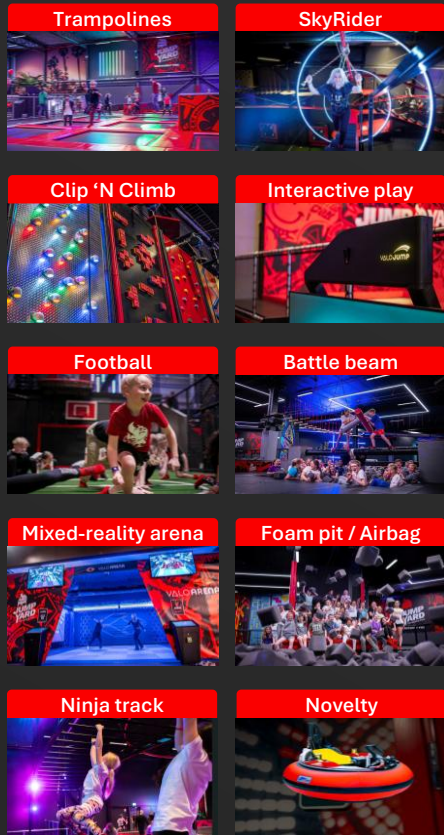
Source: Company information

1) Barkarby was relaunched in 2023 as the original lease expired and operations was moved to a new nearby location



# State-of-the-art concept delivering a variety of attractions and maximum family experience

“There’s no one like JumpYard, they simply design and build the best trampoline parks in the world  
- ELI Play, largest park equipment manufacturer in Europe”

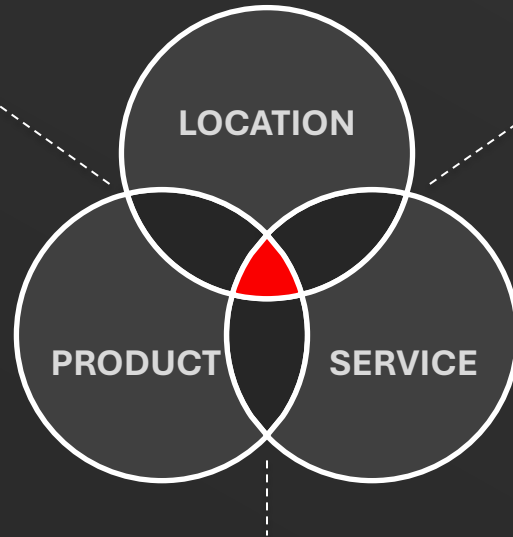


- ✓ Premium locations
- ✓ Continuous whitespace monitoring across core markets

- ✓ Dedicated expansion team
- ✓ Broad network of international landlords and brokers

- ✓ Unrivalled range of activities
- ✓ Immersive environment – immediate WOW-effect
- ✓ Dedicated concept innovation team

- ✓ Relentless service focus and operational excellence
- ✓ Premium hospitality for parents with food park and seating areas
- ✓ Best-in-class safety framework and continuous staff training



A premium, active entertainment concept built to deserve the guests' time and money



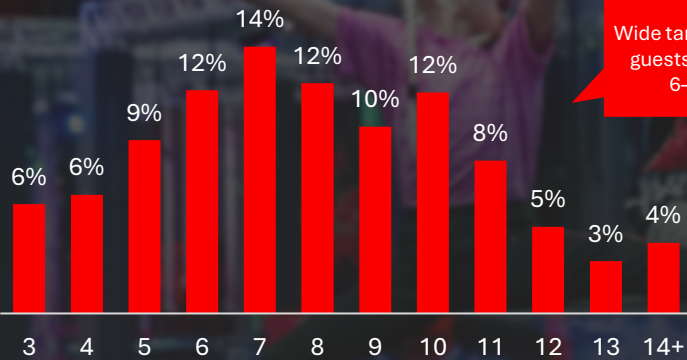
# Broad target audience with high revisit rates, exceptional guest satisfaction and market-leading brand awareness

A broad family audience driving high engagement...

...strong return intent and exceptional satisfaction...

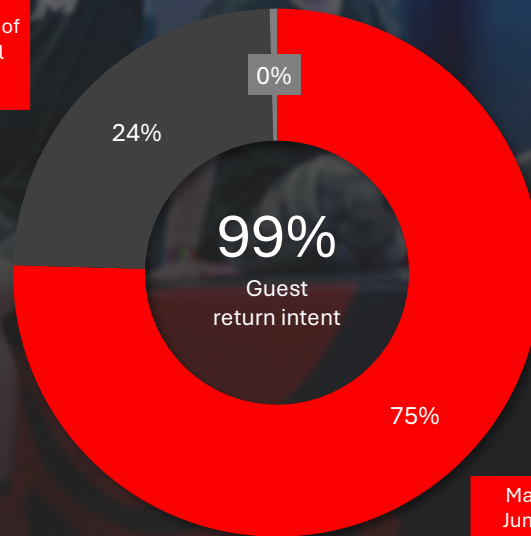
...leading to market-leading brand awareness

Age distribution of guests



Wide target audience – ~40% of guests outside of traditional 6–10-year age span

Guest return intent



Market study of JumpYard and 4 closest peers

■ Definitely □ Most likely □ Probably not

Key Purchase Criteria (% of respondents)

- ✓ Activities (25%)
- ✓ Safe & serious (17%)
- ✓ Service (13%)
- ✓ Movement (13%)

Awareness among the target audience in Sweden

Google Reviews

Brand	Awareness (%)	Google Reviews
<b>JUMPYARD</b>	<b>83%</b>	<b>4.4</b>
Competitor #1	66%	4.3
Competitor #2	64%	4.2
Competitor #3	34%	4.2
Competitor #4	34%	4.3
Competitor #5	33%	4.3

Most fun and entertaining	Clean and well-maintained	Easy booking and check-in	Value for money	Good seating with view
#1	#1	#1	#1	#1

**JUMPYARD** rank amongst peers

<b>4x</b> Avg. yearly visits	<b>500</b> AOV admission (SEK)	<b>3,000</b> AOV parties (SEK)	<b>61</b> Group NPS, 45,000 guest surveys	<b>&gt;90%</b> Realised return rate <sup>1)</sup>	<b>&gt;70%</b> Guests rate JumpYard 9 or 10	<b>~90%</b> Prefer JumpYard over competitors	<b>80%</b> Aided brand awareness <sup>2)</sup>	<b>50%</b> Spontaneous awareness <sup>2)</sup>
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Source: Company information, Ipsos market study, Reputable international management consultant firm  
 1) Defined as the share of guests aged 6 years old and above who returned within 12 months  
 2) Sweden

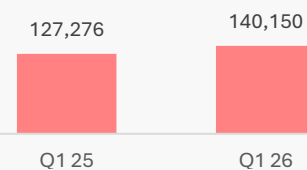


# Q1 2026 at a glance

## Overview

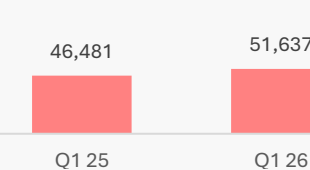
### Total revenues

Growth = 10.1%  
LFL = -0.8% (+0.5% CC)



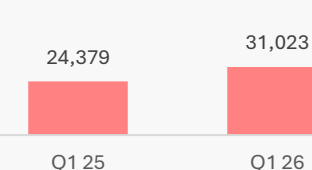
### Adj. site EBITDA

Margin = 36.8%  
Delta = +0.3 p.p.



### Adj. EBITDA

Margin = 22.1%  
Delta = +2.9 p.p.



Amounts in SEK '000	2026	2025	2025	
	Jan-Mar	Jan-Mar	LTM	Jan-Dec
<b>Total revenues</b>	<b>140,150</b>	<b>127,276</b>	<b>520,824</b>	<b>507,950</b>
Revenue growth	10.1%	5.6%	n.a.	12.9%
Comparable growth	-0.8%	-6.0%	n.a.	0.3%
Comparable growth, Nordics	3.0%	-7.4%	n.a.	2.5%
Comparable revenue growth	-9.2%	-3.2%	n.a.	-3.9%
<b>Adjusted site EBITDA*</b>	<b>51,637</b>	<b>46,481</b>	<b>179,985</b>	<b>174,829</b>
Adjusted site EBITDA margin (%)	36.8%	36.5%	34.6%	34.4%
<b>Marketing costs</b>	<b>7,485</b>	<b>8,662</b>	<b>30,187</b>	<b>31,364</b>
Marketing costs as % of total revenues	5.3%	6.8%	5.8%	6.2%
<b>Central cost</b>	<b>13,129</b>	<b>13,440</b>	<b>52,001</b>	<b>52,312</b>
Central cost as % of total revenues (%)	9.4%	10.6%	10.0%	10.3%
<b>Adjusted EBITDA*</b>	<b>31,023</b>	<b>24,379</b>	<b>97,797</b>	<b>91,153</b>
Adjusted EBITDA margin (%)	22.1%	19.2%	18.8%	17.9%
<b>Adjusted operating cash flow*</b>	<b>24,892</b>	<b>13,673</b>	<b>59,033</b>	<b>47,814</b>
<b>Net debt (LTM)</b>	<b>n.a.</b>	<b>n.a.</b>	<b>427,647</b>	<b>410,297</b>
<b>Net debt / Adjusted EBITDA (LTM)</b>	<b>n.a.</b>	<b>n.a.</b>	<b>4.4x</b>	<b>4.5x</b>

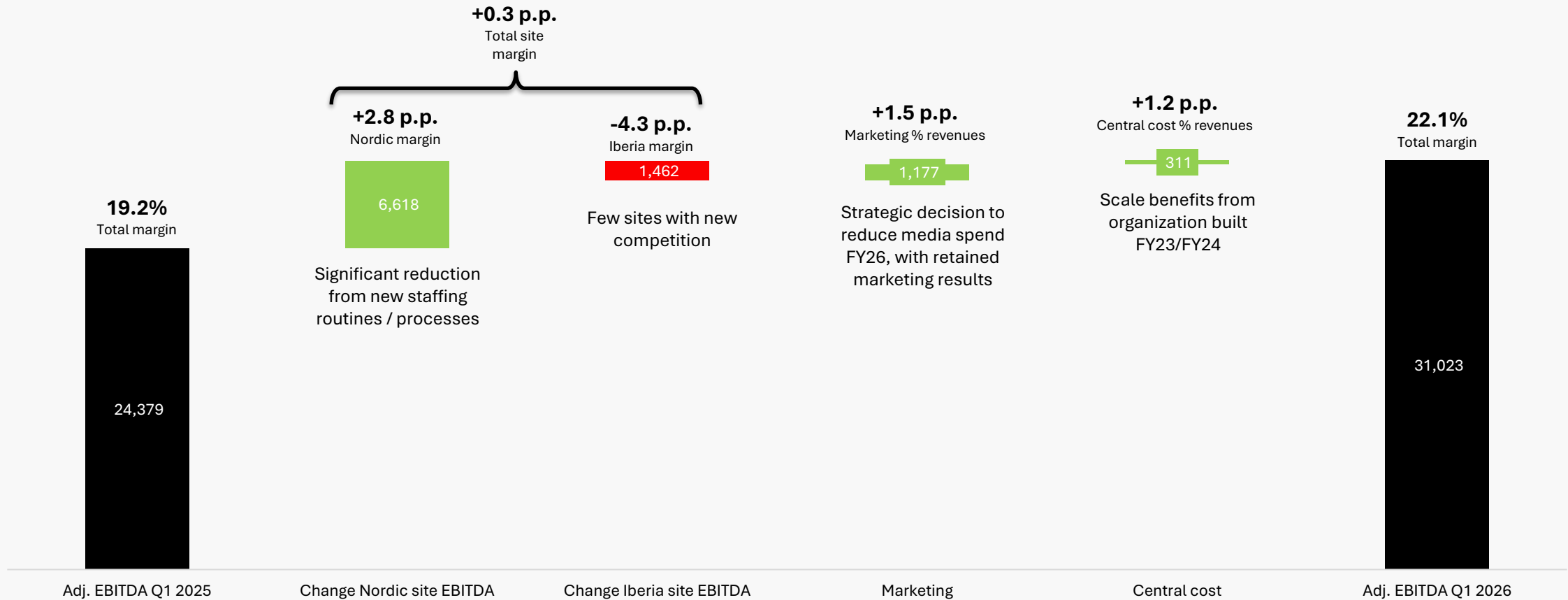
Adjusted operating cash flow = cash flow from operating activities before changes in working capital, extraordinary items and before IFRS16 bookings. Extraordinary items totaling SEK 3.2m in Q1, of which SEK 1m M&A and SEK 1.6m pre-launch costs

- Revenues +10% and EBITDA +27% in Q1
- EBITDA margin improved to 22.1% (19.2%) driven by operational improvements and cost efficiencies
- Comparable growth slightly negative, but +0.5% in constant currency – positive in Nordics, negative in Iberia
- Marketing costs and central costs reduced significantly as a share of revenues
- Strong performance in the Nordics with comparable growth across the majority of sites
- Iberia impacted by new competition in a limited number of sites while other sites performed strongly
- Successful launch of Getafe Madrid and first site in Germany opened after quarter-end with encouraging initial performance
- Net debt at SEK 427m with leverage at 4.4x
  - Will come down as new sites start contributing and expansion pace reduces



# Profitability uplift driven by a combination of site and scale effects

EBITDA margin bridge – Q1 2026 vs Q1 2025, SEK '000



# Performance by market area

## Nordics

Nordics	Q1 2026	Q1 2025	LTM
Share of revenues	70.3%	67.9%	69.4%
Revenue growth	10.1%	n.a.	n.a.
Comparable revenue growth	3.0%	-7.4%	n.a.
Comparable revenue growth CC*	n.a.	n.a.	n.a.
Adj. EBITDA margin	34.4%	31.6%	32.4%

- Strong operational performance with +3.0% comparable growth despite weak January weather and temporary February softness
- Vast majority of sites delivered positive comparable growth
- Significant improvement in staffing efficiency supported margin expansion to 34.4% (31.6%)
- Continued strong development within JumpParty

## Iberia

Iberia	Q1 2026	Q1 2025	LTM
Share of revenues	29.7%	32.1%	30.6%
Revenue growth	1.8%	n.a.	n.a.
Comparable revenue growth	-9.2%	-3.2%	n.a.
Comparable revenue growth CC*	-5.2%	n.a.	n.a.
Adj. EBITDA margin	42.6%	47.0%	39.6%

- Performance impacted by new competition at a limited number of sites
- Comparable growth at -5.2% in constant currency
- Majority of sites continue to perform well with strong profitability – all sites above 30% EBITDA margin and total at 42.6%
- Positive early signals from operational and commercial initiatives, including improving JumpParty trends



# Significant events

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- Launch of Getafe Madrid (28 Mar) and Nuremberg (24 Apr)
- April total revenues and EBITDA at SEK 43.2m (SEK 41.5m) and SEK 5.1m (SEK 6.9m) respectively
  - Comparable growth -6%, Nordics +3%, Iberia -20% (weather and calendar)
  - Improved trading in May with comparable growth in Iberia at +2% with very healthy party pipeline
- Work related to review of ownership progressing according to plan. Process continues at a high pace together with the company's advisors and remains on schedule

