



# CEO meets investors

# K2 | LT

Bernardas Vilkelis, CEO, K2 LT

NASDAQ

2021-06-03

2011

1<sup>st</sup> cremation

2015

IPO

Capacity increase

2018

National funeral  
helpline 19211

2021

First modern  
farewell home in  
Lithuania



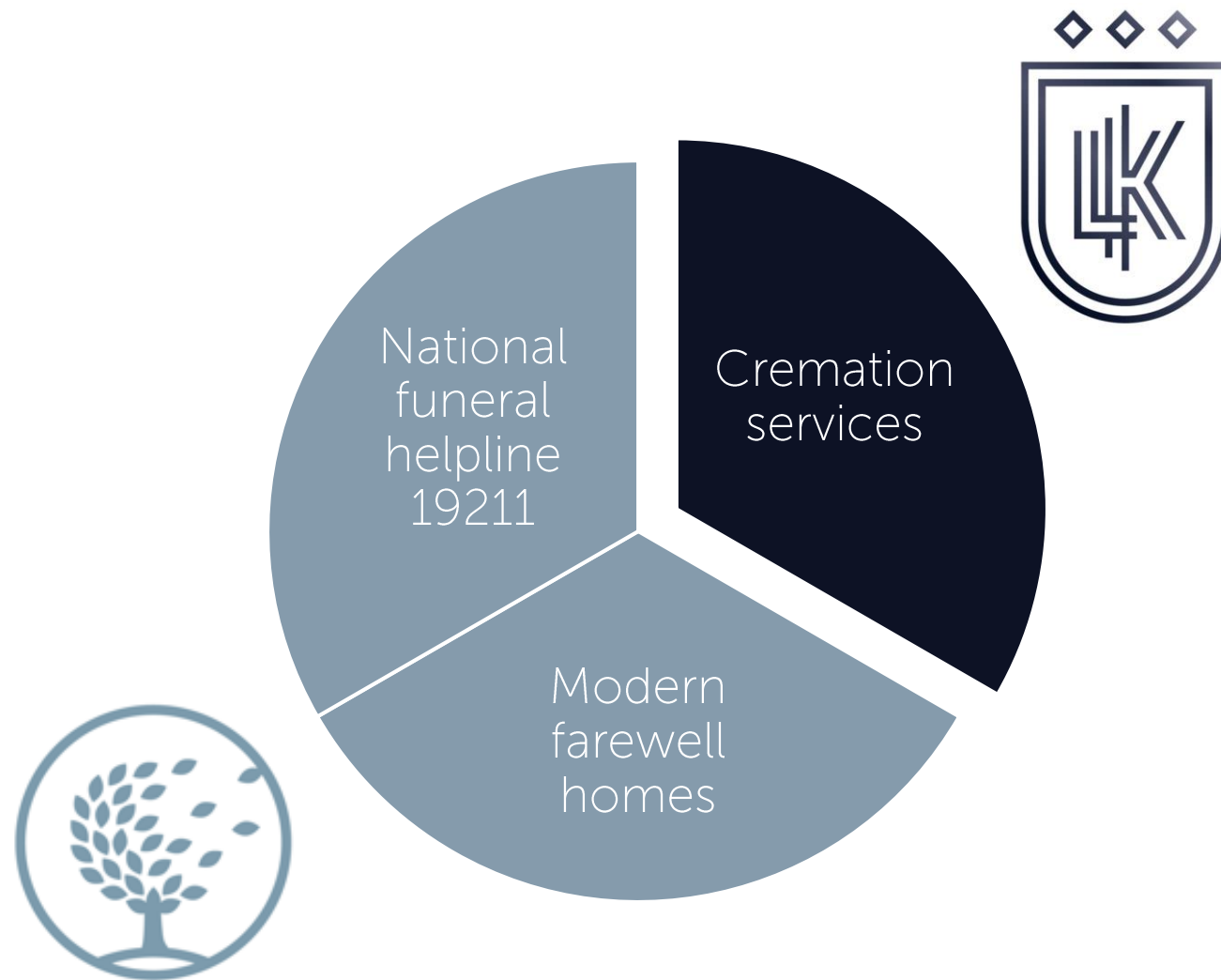
**LIETUVOS  
KREMATORIUMAS**

PAGARBUS RITUALINIS KREMAVIMAS



**REKVIEM**  
LENGVESNĖ SUNKI AKIMIRKA

# K2 LT TODAY



# 2019 business turnaround

## Change of management

- One of 2 main co-founders resigned from CEO, selling all the shares afterwards

## Organizational structure change

- Abandoned mid-level management
- Senior specialists empowered to make decisions

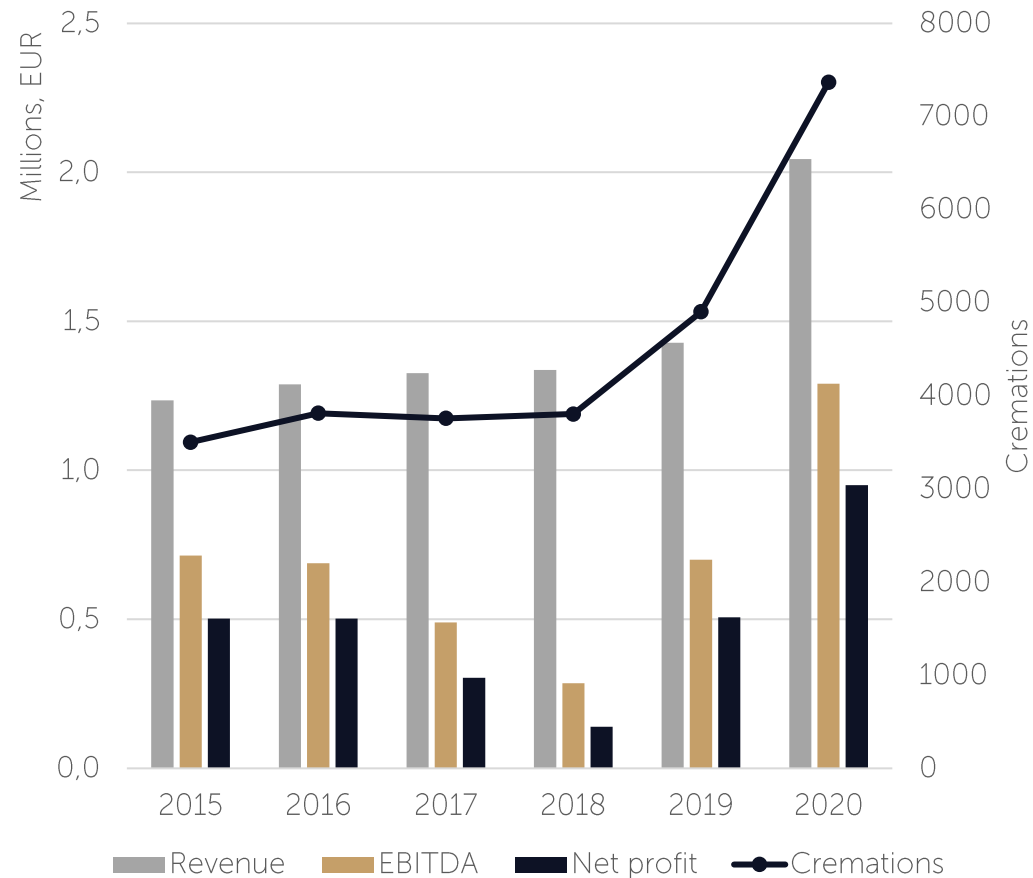
## Closing B2C cremations business line

- No longer competitors to our main clients – B2B

## New short and long term business strategies

- Maximize market share in the short term
- Protect cremation sales by creating reliable stream of sales from farewell homes and national funeral helpline

## Financial performance



2020:

Revenue 2,04M (+43%)

EBITDA 1,29M (+84%)

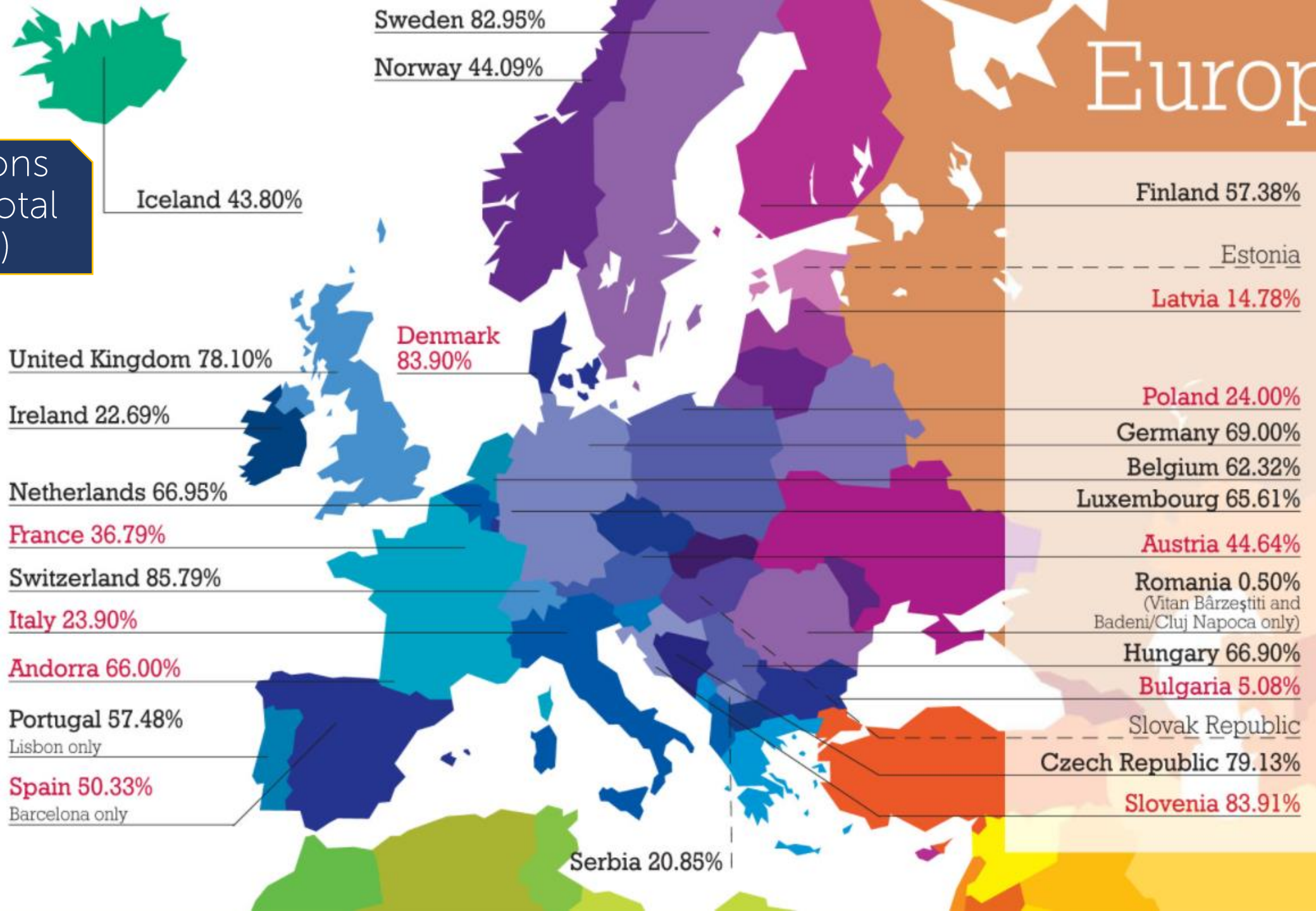
Net profit 0,95M (+88%)

Excess mortality in 2020  
(mainly due to COVID)

+13%

# Europe

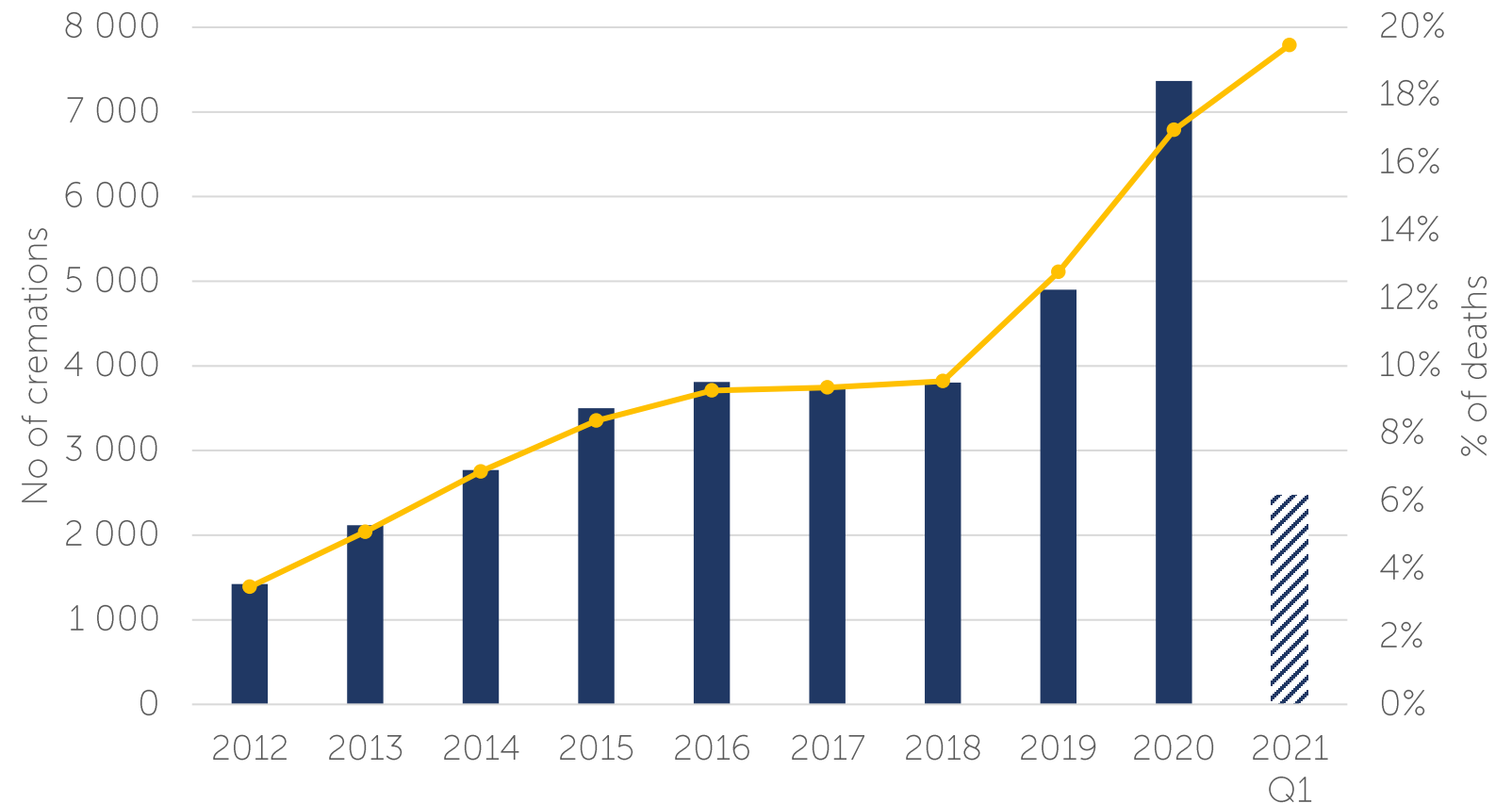
Cremations  
(% from total  
deaths)



# Cremations in Lithuania



LIETUVOS  
KREMATORIUMAS





REKVIEM

LAIDOJIMO  
CEREMONIJŲ  
ORGANIZAVIMAS







# FIRST MODERN FAREWELL HOME IN LITHUANIA

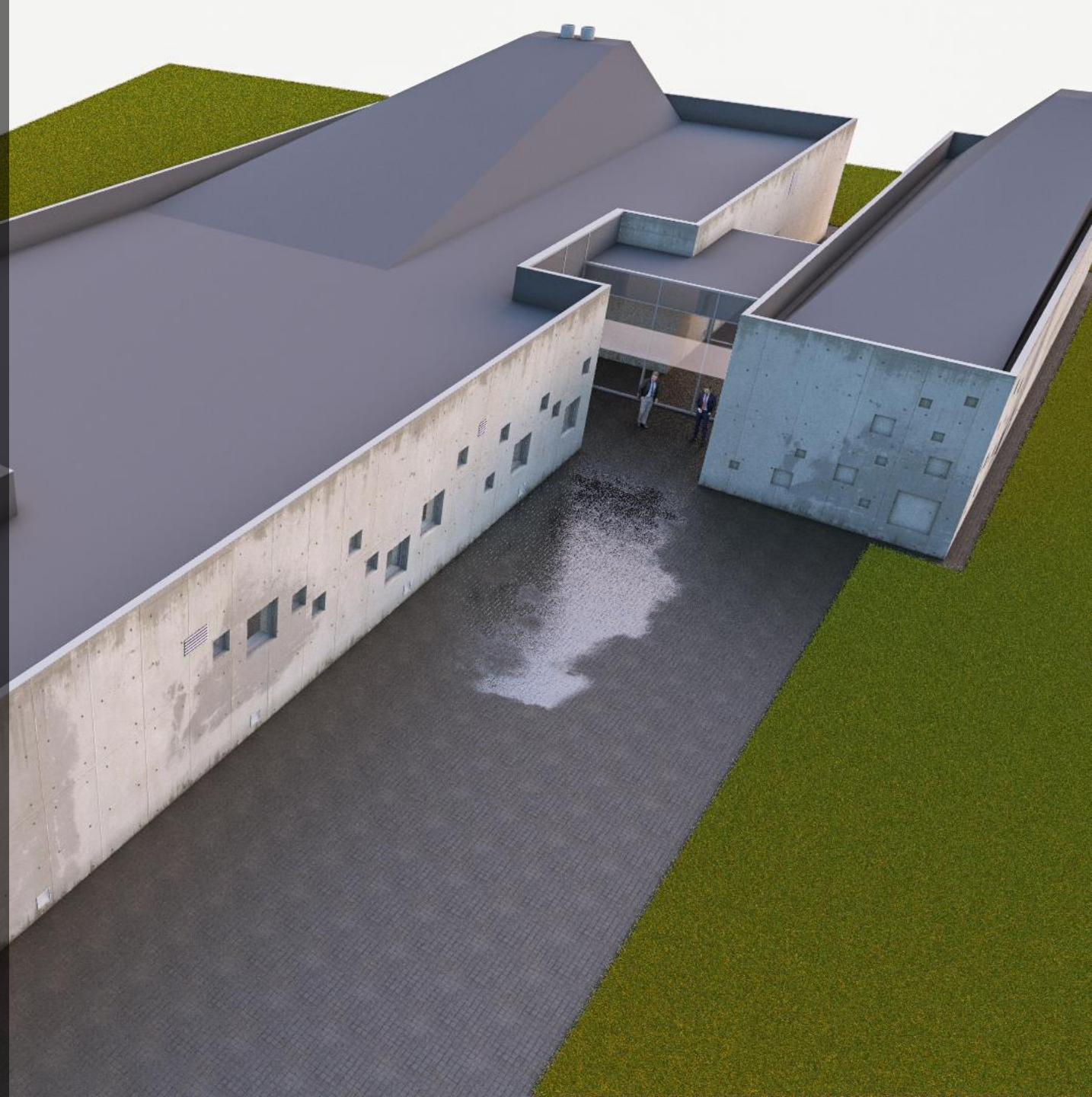
- Opened February 2021 in Kaunas
- 4 farewell halls
- Separate hall for farewell lunch or buffet
- Only perfect feedback so far for exceptional service
- Searching for opportunities to open in Vilnius and Klaipėda





# Business development directions

- 3rd cremation line in Kėdainiai - cremation capacity increase (from 10k to 15k a year) to fulfil growing market needs and maintain competitive advantage
- Modern Rekviem farewell homes in biggest cities



# K2 LT TOMORROW

Leading player in

Lithuania's funeral market owning

- national funeral helpline 19211 with it's own

- farewell homes and

- crematoria, offering the best quality of services to it's customers and

- stable financial return to it's shareholders

