

# Pre-silent Newsletter Q1 2026

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Ahead of the publication of Verkkokauppa.com's Q1 2026 results, the following provides an overview of the operating environment, market context and selected corporate developments during the first quarter, based on previously disclosed company information and publicly available market and macroeconomic data. These observations are intended to provide contextual background and do not comment on company-specific performance or financial results.

Verkkokauppa.com will publish its Interim report for January - March 2026 on 23 April 2026. The company's silent period begins on 2 April 2026.

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## Operating environment and market context in Q1 2026

### Heightened geopolitical tensions

Geopolitical developments in the Middle East began to influence the operating environment, primarily through higher fuel and transport costs that add some inflationary pressure across Europe and affect global logistics and component flows. To date, recent conflicts have not had a material impact on Verkkokauppa.com's supply chain.

### Consumer sentiment remains weak

The Finnish economy returned to growth at the end of last year, and this trend has continued into early 2026.<sup>1</sup> However, growth remains moderate, and uncertainty related to the war in Iran together with rising inflationary pressure is weighing on the economic outlook. Consumer confidence remains weak, and expectations for both personal and national economic development remain subdued.<sup>2</sup>

### Online shift continues

E-commerce adoption remains on an upward trajectory, with overall online retail purchases growing by 5% in 2025 and online consumer electronics sales up by 7%, highlighting continued customer preference for digital channels.<sup>3</sup> In addition, according to the latest Parcel Index published by Digital Commerce Finland, parcel volumes increased by 13.8% in 2025, with the fastest growth coming from domestically sourced online purchases.<sup>4</sup>

(Sources: <sup>1</sup>Bank of Finland, <sup>2</sup>Statistics Finland, <sup>3</sup>Finnish Commerce Federation, <sup>4</sup>Digital Commerce Finland)

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## Company updates during Q1

### Product launches

In Q1, Verkkokauppa.com introduced a strong lineup of new products across key categories. Apple expanded its portfolio with the iPhone 17e, iPad Air M4, MacBook Neo, MacBook Air M5, MacBook Pro M5 Pro & M5 Max, and the updated Studio Display, boosting the premium computing and mobility segment.

Private label development remained active with 125 new products launched, the majority consisting of mobile accessories.

### **One-hour deliveries**

Verkkokauppa.com reached a milestone with 1-hour deliveries surpassing 300,000 cumulative orders. Typical items purchased through this service include small domestic appliances, cables, phones, and office supplies.

### **Awards and recognitions**

*Verkkokauppa.com wins Finland's biggest ad competition Grand One Grand Prix*

Winning the Grand Prix at Grand One for the *TikTok Currency – Viral Payback* campaign highlights Verkkokauppa.com's ability to deliver creative, culturally relevant marketing that drives measurable impact. The award strengthens Verkkokauppa.com's brand position and demonstrates how effective digital execution can support visibility, engagement, and long-term commercial performance.

*Verkkokauppa.com wins the TCG Gender Diversity Award for retail*

Winning the TCG Gender Diversity Award highlights Verkkokauppa.com's sustained progress in increasing the proportion of women in management, supported by concrete measures such as targeted recruitment, mentoring, and leadership development. The recognition reflects Verkkokauppa.com's clear diversity goals, measurable advancement, and continued investment in women-friendly working conditions, including flexible work models and support for balancing career and family.

### **Ville Sammalkorpi started as Chief Technology and Strategy Officer**

Ville Sammalkorpi assumed his role on 2 March, bringing nearly 25 years of experience in technology leadership, digital transformation, and strategic development to strengthen Verkkokauppa.com's management team.

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## **Notable stock exchange releases during Q1 2026**

### **21 January 2026 | Juha Valtonen appointed as Chief Commercial Officer**

Verkkokauppa.com Oyj appointed Juha Valtonen (eMBA) as Chief Commercial Officer (CCO) and member of the management team. He will assume the role no later than October 2026.

### **12 February 2026 | The Board of Directors of Verkkokauppa.com Oyj decided on a new share-based incentive plan for management**

The Board of Directors of Verkkokauppa.com Oyj approved a new share-based incentive plan for

the company's management, including the CEO, to align their goals with shareholders, support long-term value creation, encourage personal share ownership, strengthen retention, and offer a competitive performance-based reward.

**13 March 2026 | Verkkokauppa.com Oyj published its Annual Reporting package for 2025**  
Verkkokauppa.com published its Annual Reporting package for 2025. The reporting package includes the Financial Statements and the Report of the Board of Directors including the Sustainability Statement, the Corporate Governance Statement, the Remuneration Report and the Company Brochure.

All releases are available on Verkkokauppa.com's [investor website](#).

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## **Verkkokauppa.com's guidance for 2026**

The following reiterates Verkkokauppa.com's guidance as previously disclosed.

Verkkokauppa.com expects its revenue and comparable operating result for 2026 to increase. In 2025, the company's revenue was EUR 526.5 million and comparable operating result was EUR 14.8 million. Guidance includes uncertainties related to changes in purchasing power and consumer behavior. Verkkokauppa.com's business is seasonal and the company's revenue and operating result depend largely on the sales in the fourth quarter.

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## **Verkkokauppa.com's Capital Markets Day 2026**

Verkkokauppa.com Oyj will host its Capital Markets Day on 28 May 2026 for investors, analysts and media representatives. The event will be broadcast live, and both the recording and presentation materials will be published afterwards. During the day, the company's management team will provide an update on Verkkokauppa.com's strategy for 2024–2028, followed by a Q&A session. A formal invitation, including the full program and registration details, will be shared closer to the event date.

## **Other upcoming financial events and results publications**

- Annual General Meeting (virtual-only) – **14 April 2026**
  - Interim report January–March – **23 April 2026**
  - Half-year report January–June – **16 July 2026**
  - Interim report January–September – **22 October 2026**
  - Financial Statements Bulletin 2026 – **12 February 2027**
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**Verkkokauppa.com** is an e-commerce pioneer that stands passionately on the customer's side. Verkkokauppa.com accelerates the transition of commerce to online with Finland's fastest deliveries and ultimate convenience. The company leads the way by offering one-hour deliveries to approximately 2 million customers, a winning assortment and probably always cheaper prices. Every day, the company strives to find more streamlined ways to surpass its customers' expectations and to create a new norm for buying and owning.

Verkkokauppa.com was founded in 1992 and has been online since day one. The company's revenue in 2025 was EUR 526.5 million and it employs around 600 people. Verkkokauppa.com's shares are listed on the Nasdaq Helsinki stock exchange.