

ZINZINO AB

www.zinzino.com

Industry: Direct selling, food supplements and cosmetics

List: Nasdaq First North

Market cap: SEK 4,361 million

Most recent research update: 2 September 2025

Preview Zinzino Q3 2025: Expansion continues, further fuelled by M&A

Zinzino has already released preliminary sales figures for Q3 2025. They demonstrated a 48% growth in total sales and 54% YTD. The persistently high rate is driven by strong organic growth and M&A in key regions, primarily Central Europe, Asia Pacific, and North America. Thus, the trend is similar to previous quarters, even though Zinzino faces more challenging comparable periods. The outcome was only slightly below our initial expectations due to somewhat slower development in North America than we had assumed.

For Q3 2025, we expect lower margins compared to the same period in 2024, due to increased remuneration to distributors and other cost increases. However, we expect flat profitability compared to the previous quarter. As the company is expanding rapidly we believe costs may come in fits and starts, contributing to some uncertainty in our estimates.

Income statement, Q3 estimates (SEKm)

	Q3. 25E	Q3. 24A	Est growth (%)
Net sales	746	505	48%
Total operating income	787	533	48%
Gross profit	245	179	37%
Gross margin	31.2%	33.6%	
EBITDA	81	63	28%
EBITDA margin	10.3%	11.8%	
EBIT	73	55	34%
EBIT margin	9.3%	10.2%	
EBT	74	54	37%
Basic EPS (SEK)	1.53	1.24	24%

Source: Company information and Carlsquare estimates

M&A spree continues

In September, Zinzino added the North American direct selling businesses Bode Pro and Truvy to its tally of bolt-on acquisitions. Like the previous Zurvita and Xelliss deals, these acquisitions involve assets and IP, in addition to 100 per cent of the shares in a South Korean subsidiary. More than half of Bode Pro sales (USD 7m in total) stem from the Japanese market. Zinzino pays a USD 2m cash upfront for Bode Pro, plus a deferred payment of USD 0.4m. In addition, there are contingent earnouts of up to USD 3.6m (to be paid in shares).

Truvy markets wellness and weight loss products with an annual turnover of approximately USD 12 million. The initial payment is USD 4 million and will be settled in Zinzino shares. Additionally, the sellers are entitled to share-based earnouts of up to USD 16m (however, the expected amount is some USD 4m). At a P/S multiple of around 0.75, the consideration suggests a somewhat higher valuation than earlier deals. This is likely influenced by the all-share component of the deal. Like Zinzino, Truvy appears to have a solid digital presence, including shopping and a health and wellness app.

From a product perspective, we Truvy broadens the portfolio within, e.g., weight loss. Truvy's weight loss concept is built on polyphenols, a diverse group of plant-based compounds that

have been attributed with positive effects, e.g., in olive oil. Truvy's ALTER product contains citrus polyphenols. A quick literature review supports the idea that polyphenols are safe in doses found in natural foods. Studies demonstrate a small but positive effect on weight loss from certain polyphenols.

Launch of new test

Regarding product development, Zinzino has launched a gut health test based on dry blood on filter paper collected at home via a finger prick. Hence, it is a similar test concept to the existing BalanceTest. If the test results indicate an imbalance, Zinzino also provides recommendations to support better gut health, such as managing stress, limiting ultra-processed foods, and increasing fibre intake. Although Zinzino does not break down test sales, we believe the BalanceTest contributes nicely to group sales, as it has been widely used (more than 1,500,000 tests so far). Also, it supports sales of e.g., BalanceOil. Hence, we view the new gut test as a potentially important launch over time, and it will likely further support sales of Zinzino supplements, primarily ZinoBiotic+.

Premium valuation looks justified

Following the announced acquisitions, we raise our sales and EBITDA estimates by about five per cent. However, mainly due to a higher discount rate (increased size premium), we preliminarily trim our DCF-based base case valuation to around SEK 200 per share (234). While the share trades at a significant premium to other listed direct-selling companies (EV/EBIT NTM at 12x vs 8.3x for peers), Zinzino also demonstrates far superior growth.

The share has been volatile in recent months, likely partly related to increased short selling. Articles in financial media have highlighted criticism from authorities and consumer agencies regarding some marketing statements among distributors in the Swedish market and the product description of the ZinoBiotic+ supplement. There is a risk that the negative press might attract further scrutiny by the media in the future. Compliance arguably might be complex with some 20,000 distributors worldwide (2024). However, we are not aware of any announced sanctions beyond injunctions to remove certain statements/descriptions.

We still see conditions for solid growth to continue into next year, in line with group target of at least 20 per cent growth as the distribution network expands in existing and new markets, supported by M&A transactions. We will review our estimates and valuation in conjunction with the Q3 report to be released on November 19.

[Read our latest research update here.](#)

Income statement, adjustments to estimates (SEKm)

	New			Previous			Adjustment		
	2025E	2026E	2027E	2025E	2026E	2027E	2025E	2026E	2027E
Total operating income	3,373	4,112	4,497	3,362	3,846	4,201	0%	7%	7%
Gross profit	1,044	1,282	1,401	1,042	1,200	1,310	0%	7%	7%
EBITDA	351	453	497	352	423	463	0%	7%	7%
EBIT	320	422	465	321	392	432	0%	8%	8%
Basic EPS	6.80	8.48	9.35	7.03	8.47	9.33	-3%	0%	0%

Source: Carlsquare estimates

Income statement, quarterly basis (SEKm)

	Q2, 24	Q3, 24	Q4, 24	Q1, 25	Q2, 25E	Q3, 25E	Q4, 25E	Q1, 26E
Net sales	505	671	689	755	746	1 004	907	939
Total revenue	533	713	724	794	787	1 068	953	989
Gross profit	179	218	224	248	245	328	296	310
EBITDA	63	73	79	80	81	112	110	105
EBIT	55	65	71	71	73	104	102	97
EBT	54	61	71	72	74	105	103	98
Net profit/loss	43	43	56	55	57	81	80	76
Adj. Net profit/loss	43	43	56	55	57	81	80	76
Basic EPS (SEK)	1.24	1.25	1.61	1.56	1.53	2.09	2.05	1.96
Growth	Q3, 24	Q4, 24	Q1, 25	Q2, 25	Q3, 25E	Q4, 25E	Q1, 26E	Q2, 26E
Net sales	21%	35%	59%	56%	48%	50%	32%	24%
Total revenue	22%	35%	59%	57%	48%	50%	32%	25%
Gross profit	7%	8%	39%	42%	37%	50%	32%	25%
EBITDA	-12%	2%	52%	26%	28%	53%	40%	32%
EBIT	-16%	9%	59%	28.1%	34%	60%	44%	36%
EBT	-21%	3%	58%	20%	37%	73%	46%	36%
Net profit/loss	-21%	-2%	58%	15%	34%	88%	43%	38%
Margins	Q3, 24	Q4, 24	Q1, 25	Q2, 25	Q3, 25E	Q4, 25E	Q1, 26E	Q2, 26E
Gross margin	34%	31%	31%	31%	31.2%	31%	31%	31%
EBITDA margin	12%	10.2%	11%	10.0%	10.3%	10.5%	11.5%	10.6%
EBIT margin	10%	9%	10%	9.0%	9.3%	9.8%	10.7%	9.8%
EBT margin	10%	8%	10%	9%	9%	10%	11%	10%
Profit margin	8%	6%	8%	7%	7%	8%	8%	8%
Adj. profit margin	8%	6%	8%	7%	7%	8%	8%	8%

Source: Company information and Carlsquare estimates

Income statement (SEKm)

	2022	2023	2024	2025E	2026E	2027E	2028E	2029E
Net sales	1,356	1,675	2,094	3,193	3,892	4,255	4,566	4,842
Total operating income	1,443	1,766	2,208	3,373	4,112	4,497	4,825	5,117
COGS	-978	-1,118	-1,475	-2,329	-2,830	-3,096	-3,322	-3,523
Gross profit	466	648	732	1,044	1,282	1,401	1,503	1,594
Tot. operating expenses less COGS and D&A	-353	-406	-482	-693	-829	-905	-969	-1 027
EBITDA	112	241	251	351	453	497	534	567
D&A	-25	-32	-31	-31	-31	-32	-33	-33
EBIT	87	209	220	320	422	465	502	534
Net finances	2	1	-1	1	2	3	4	5
EBT	89	210	219	321	425	468	505	539
Tax	-21	-46	-50	-71	-94	-104	-112	-120
Net profit/loss	68	164	169	250	330	364	393	419
Tot. comp. PL attributed to parent company	76	161	173	241	330	364	393	419
Basic EPS	2.01	4.83	4.94	6,80	8,48	9,35	10,08	10,75
EPS fully diluted	1.97	4.73	3.42	6,57	8,41	9,27	10,01	10,67
No. of share, EoP	34	34	35	39	39	39	39	39
Avg. no. of shares	34	34	34	37	39	39	39	39
Growth	2022	2023	2024	2025E	2026E	2027E	2028E	2029E
Net sales	5%	24%	25%	52,5%	22%	9%	7%	6%
Total operating income	5%	22%	25%	52,8%	22%	9%	7%	6%
Gross profit	9%	39%	13%	43%	23%	9%	7%	6%
EBITDA	-19%	115%	4%	40%	29%	10%	8%	6%
EBIT	-25%	140%	5%	45%	32%	10%	8%	7%
EBT	-22%	136%	4%	46%	32%	10%	8%	7%
Net profit/loss	-24%	140%	3%	48%	32%	10%	8%	7%
Basic EPS	-20%	140%	-28%	92%	28%	10%	8%	7%
Adj. basic EPS	-22%	140%	2%	38%	25%	10%	8%	7%
Margins	2022	2023	2024	2025E	2026E	2027E	2028E	2029E
Gross profit	32%	37%	33,2%	31,0%	31,2%	31,2%	31,2%	31,1%
EBITDA	8%	14%	11%	10,4%	11%	11%	11%	11%
EBIT	6%	12%	10%	9%	10%	10%	10%	10%
EBT	6%	12%	10%	10%	10%	10%	10%	11%
Net profit/loss	5%	9%	8%	7%	8%	8%	8%	8%

Source: Company information and Carlsquare

Disclaimer

Carlsquare AB, www.carlsquare.se, hereinafter referred to as Carlsquare, is engaged in corporate finance and equity research, publishing information on companies and including analyses. The information has been compiled from sources that Carlsquare deems reliable. However, Carlsquare cannot guarantee the accuracy of the information. Nothing written in the analysis should be considered a recommendation or solicitation to invest in any financial instrument, option, or the like. Opinions and conclusions expressed in the analysis are intended solely for the recipient.

The content may not be copied, reproduced, or distributed to any other person without the written consent of Carlsquare. Carlsquare shall not be liable for either direct or indirect damages caused by decisions made on the basis of information contained in this analysis. Investments in financial instruments offer the potential for appreciation and gains. All such investments are also subject to risks. The risks vary between different types of financial instruments and combinations thereof. Past performance should not be taken as an indication of future returns.

The analysis is not directed at U.S. Persons (as that term is defined in Regulation S under the United States Securities Act and interpreted in the United States Investment Companies Act of 1940), nor may it be disseminated to such persons. The analysis is not directed at natural or legal persons where the distribution of the analysis to such persons would involve or entail a risk of violation of Swedish or foreign laws or regulations.

The analysis is a so-called Assignment Analysis for which the analysed company has signed an agreement with Carlsquare for analysis coverage. The analyses are published on an ongoing basis during the contract period and for the usually fixed fee.

Carlsquare may or may not have a financial interest with respect to the subject matter of this analysis. Carlsquare values the assurance of objectivity and independence and has established procedures for managing conflicts of interest for this purpose.

The analysts Niklas Elmhammer and Markus Augustsson do not own and may not own shares in the analysed company.