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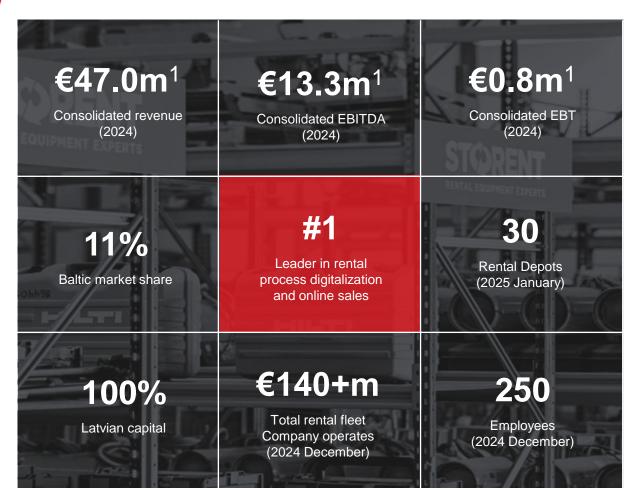
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Target market

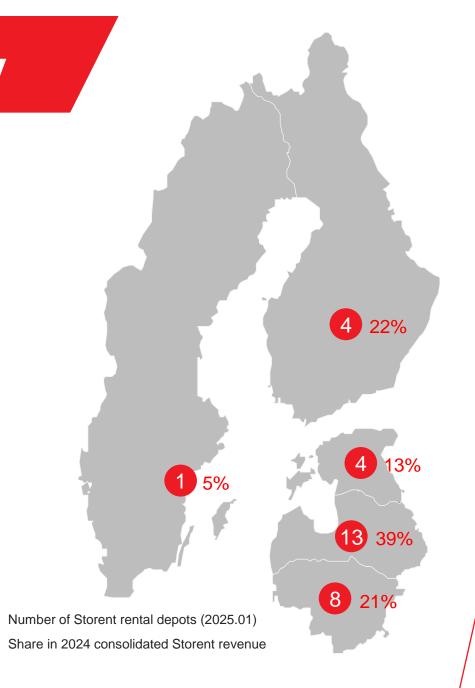
The target market assessment by the product manufacturer Signet Bank AS has led to the conclusion that: (i) the target market for the bonds is eligible counterparties, professional clients, and retail clients, each as defined in Directive 2014/65/EU (MIFID II); (ii) all channels for distribution of the Bonds to eligible counterparties, professional clients and retail clients are appropriate. Any person subsequently offering, selling or recommending the Bonds (a Distributor) should take into consideration the manufacturer's target market assessment, however, a Distributor subject to MIFID II is responsible for undertaking its own target market assessment in respect of the Bonds (by either adopting or refining the manufacturer's target market assessment) and determining appropriate distribution channels.



Storent – equipment rental company



¹The financial data of 2024 is not audited.



About bonds

The issue

Issuer Storent Holding AS

ISIN LV0000103570

Issue type Senior unsecured (guaranteed) bonds

Guarantee by Storent SIA and Storent

UAB

First tranche Up to €35.0m

Total program size Up to €50.0m

Coupon rate 10%

Coupon payment Quarterly

Nominal value €100

Maturity date 25.10.2028

Tenor 3.5 years

Listing Nasdaq Baltic Bond List

Subscription period

2.04.2025-17.04.2025 12:00

Exchanging bonds

- Exchange premium
- Guaranteed 100% allocation

Use of proceeds

- General corporate purposes
- Possible future acquisitions
- Redemption of the existing bonds

Listed on the NASDAQ Baltic Regulated Market

- Transparent financial reporting
- Stable market presence
- High standards of corporate governance
- Already trusted by ~2 500 investors



Executive summary

STORENT HOLDING

Overview of operations

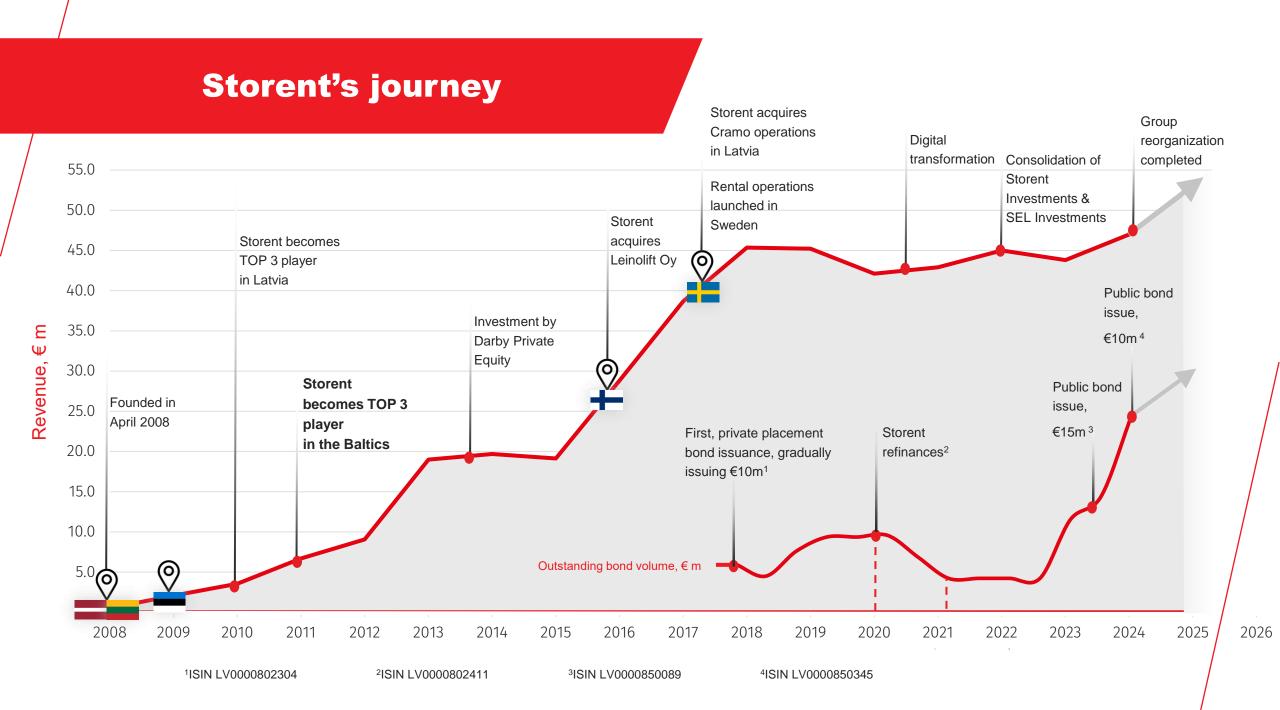
Financial overview

Bond offering overview

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Mission Vision

At STORENT, we are redefining the rental industry through innovation and expertise. Our team of rental equipment specialists delivers cutting-edge solutions that maximize efficiency, flexibility, and sustainability for our customers.

To be the most innovative rental company in the world, powered by a team of experts who set new industry standards through smart technology, exceptional service, and sustainable solutions.

Values











Holding structure

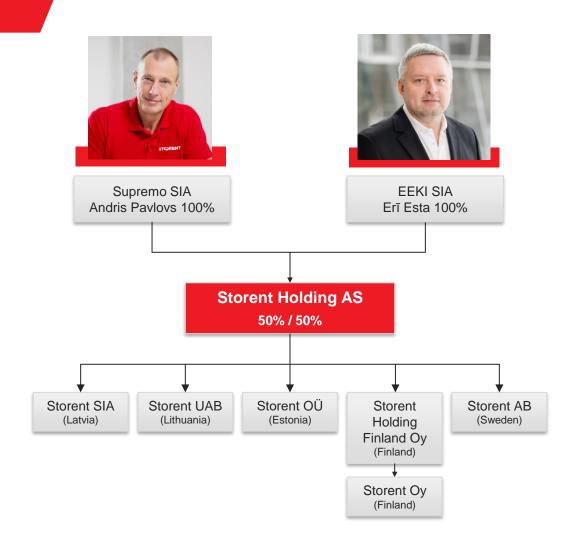
Ownership highlights

- Storent was established by Andris Pavlovs and Andris Bisnieks in April 2008 together with majority investor Jon Helgi Gudmundsson.
- Darby Private Equity was a shareholder from 2014 to 2022.
- In December 2022 Andris Pavlovs and Erī Esta became owners of Storent holding AS in equal parts.

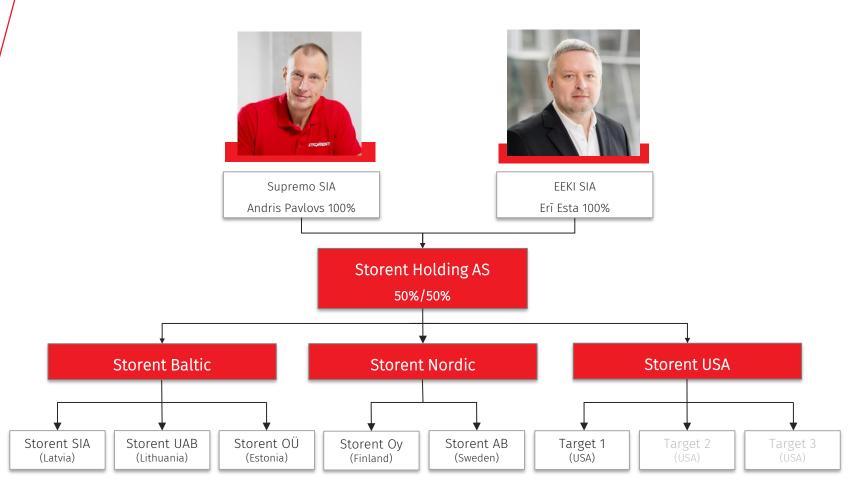
Management structure

Storent uses a matrix management model, where 18 experts at the group level (General Management) provide expertise in various functions, while country management teams specialize in the rental business within their countries.

- ▶ General management are responsible for overseeing the overall work of the organization. This includes providing essential support functions such as training, human resources (HR), marketing, finance, fleet management, and other administrative services.
- Subsidiaries are managed by country management team and they are responsible for overseeing operations at the country level. Their main focus is on managing and controlling business activities to ensure smooth and efficient operations.



Vision for future Holding structure



Why we do this

- Developing entrepreneurial culture in regional management
- Decentralization, faster decision-making in operative level
- Adjustments to cultural differences in the specific region
- Responsibility for their own profit/loss and cashflow

Benefits

- Increased independence to build a business
- Higher level of responsibility to reach results
- Each region is building own fleet
- Option plan for management

Supervisory Board



Mišels Zavadskis Chairman of the Supervisory Board



Over 20 years of expertise in building and developing sales organizations across multiple countries, with over a decade of hands-on experience in the equipment rental industry.

Expert of implementing advanced sales and customer service strategies. Organizing training sessions that are tailored to the unique needs of the Storent sales team.



Erī EstaDeputy Chairman of the Supervisory Board

Over 20 years of experience in management roles, with an impressive 18-year tenure in the logistics industry.

As a seasoned professional in the field, Esta possesses a strategic view of business and invaluable experience in leading large-scale projects.

Esta holds an EMBA degree from Riga Business School, which serves as a testament to his dedication to professional development and continuous growth.



Daiga Auziņa-Melalksne Independent Member of the Supervisory Board

Daiga is a Supervisory Board Member at Citadele Bank and a Board Member at the Baltic Corporate Governance Institute.

Previously, she chaired Nasdaq Riga and served on Nasdaq Tallinn's board, leading Baltic stock exchange development.

She holds a master's in management from the University of Latvia and an EMBA from Riga Business School.

Management Board



Andris Pavlovs

Chairman of the Management Board / Owner

Driving the equipment rental industry with his innovative approach for more than 20 years.

Under his leadership, Storent was founded in Latvia in 2008 with the aim of becoming the most innovative rental company.

Pavlovs has acquired the EMBA degree with outstanding results, obtaining theoretical background for business management and portraying unwavering commitment his commits to the highest level of excellence.

He has successfully implemented several ERP systems and developed new business strategies.



Baiba Onkele

Member of the Management Board / CFO /
Investor relations

25 years of experience in accounting and finance, including 20 years specifically in the rental business.

Strong educational background in Business Management and Accounting, which she combines by strategically managing Storent's finances.

Under the leadership of Baiba Onkele, Storent has developed and expanded its operations to 30 rental depots in five countries.

Baiba Onkele has organized the company's entry to the capital market and raised funds to promote growth of the company.

Expert team

Executive Management



Klāvs Otisons Head of Development



Baiba Onkele CFO / Member of the Board

General Management



Jana Šteinberga-Ranki HR Manager



Marina Grigore Head of Finance

Irina

Chief



Māris Bisnieks Head of Fleet and Procurement



Edvards Reliņš Technical Manager







Egils Dakteris Scaffolding Product Group Manager



Artūrs Petaško Outsource Manager of the Technical Department





Ineta Pimbere Accountant



Ivo Gulbis Generator Product Group Manager



Jānis Spalle Fleet Manager



Madars Ganģis Generator Product Group Specialist



Andžejs Strazdiņš Process Development Manager





Una Zlidne PR Specialist

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Storent Holding

OVERVIEW OF OPERATIONS

Financial overview

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Key pillars of Storent







Equipment



Operating fleet worth €140m+



25 product groups



Trusted brands

People



High performance culture



Expert team



United by company values

Technologies



Industry leader in digitalization & online sales



Data-driven operations



Automated workflows

Equipment management cycle



Equipment rental cycle

Geographic summary

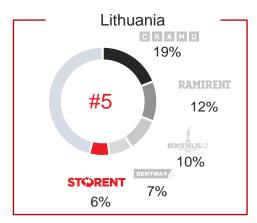


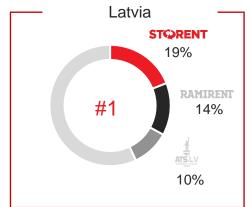
Storent has a well-developed rental network across the Baltics, Finland and Sweden

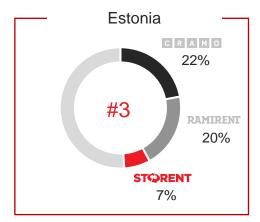
Competitive landscape

Market shares (2024)

Baltics¹







Nordics²





Key competitive advantages



Digital transformation and tech-enabled player



Split-rent model



Wide rental depot network



Sales expertise



Modern rental fleet



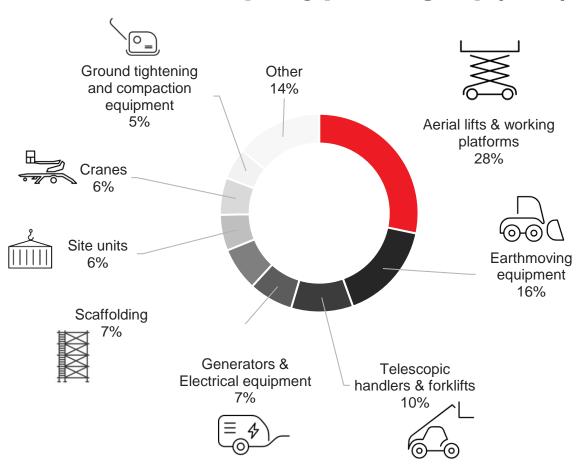
Experienced and dedicated team

TOP 3 player in the Baltics since 2010 and one of the most stable and consistent market players

Modern rental fleet from world's leading manufacturers

Storent offers 25 product groups, primarily through own equipment rental, complemented by split-rent and re-rent.

Rental revenue split by product group (2024)



Premium equipment from industry leaders













































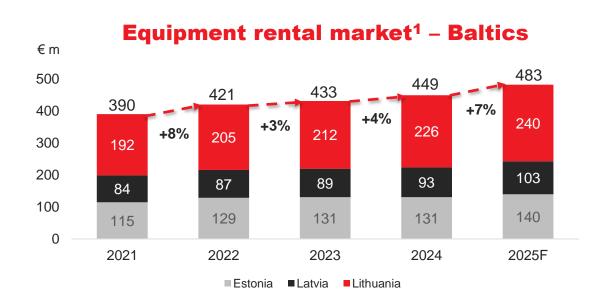


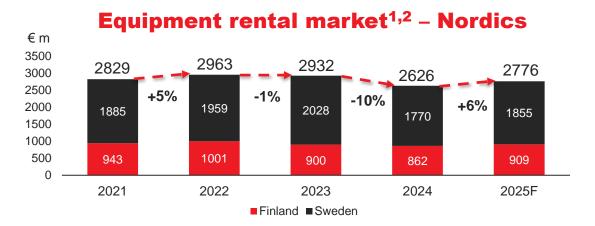






General equipment rental market overview





Key areas of focus for Storent in the Baltics

- Wind and solar energy parks
- General construction
- Rail Baltica projects
- Business parks
- Military
- Events

Key areas of focus for Storent in the Nordics

- Finland's operations specialize in lifting solutions
- Construction of renewable energy parks
- Projects for infrastructure development

¹Market data according to the forecast of the construction market research company Forecon (2025.2.5)

²Market data for Sweden according to the forecast of the ERA report, October 2023.

Diversified segments

Highly diversified customer base. ~12 thousand active customers and ~87 thousand deliveries in 2024

















What makes Storent the most innovative rental company: internal workflow

All internal business processes are automatized to the maximum. Working 100% paperless.

Sales management

- Automated customer onboarding with credit rating check
- Digital signing of agreements, delivery notes
- Automated reservations, invoicing and income forecasting
- Integrated equipment sharing using PreferRent
- Integrated CRM module

Customer service management

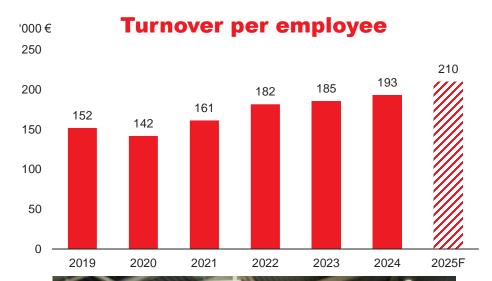
- Delivery and return using QR code
- Organizing logistics using CargoPoint

Technical department

- Automated workflow for mechanics, devices to keep track of task progress
- Processes of maintenance and repairing

Financial management

- Automated accounting and management reports
- Profit and loss statement for each equipment unit (drill, lifts)
- Every management decision-based on data using advanced BI tools





What makes Storent the most innovative rental company: collaboration

Online order process

1. Register

Sign contract, get credit rating & payment terms

2. Select

Choose equipment, rental term & delivery type

3. Confirm

System calculates costs & generates delivery note

4. Sign

Approve all documents digitally

Extensive functions in virtual cabinet

Personal data

User management, active contracts and projects

Full transaction history

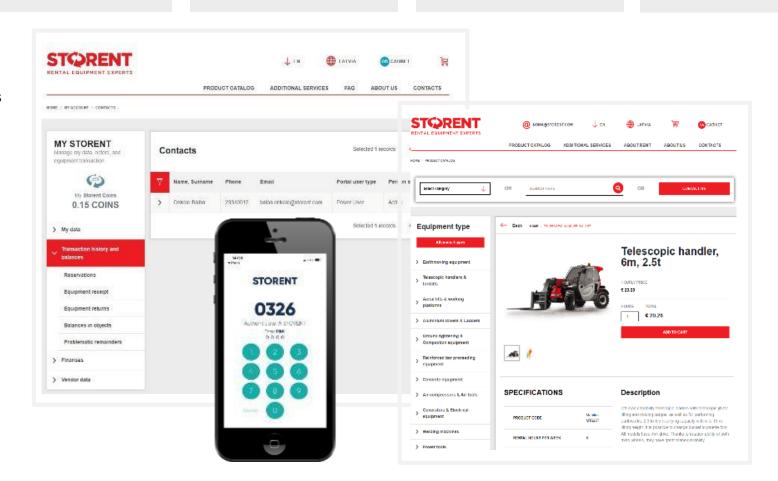
- Reservations made
- Received and returned equipment
- Equipment balance by site

Financial information

- Payment balance
- Past, current and estimated invoices
- Flow of all financial transactions

Vendor data

Reports, product information, warehouses



Executive summary

Storent Holding

Overview of operations



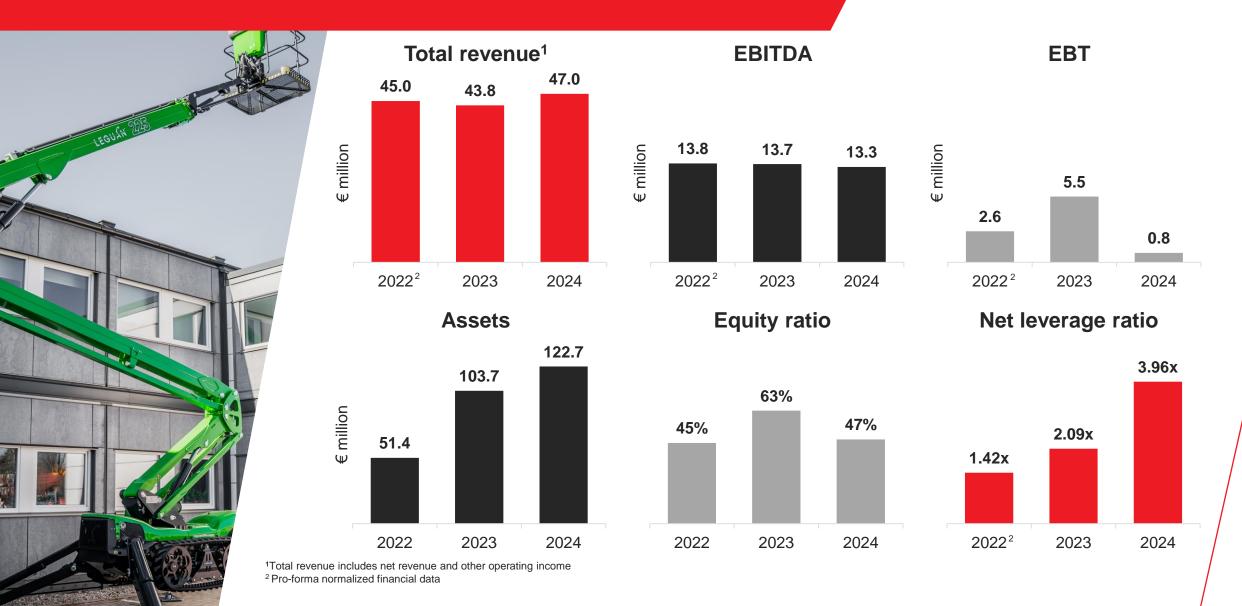
Bond offering overview

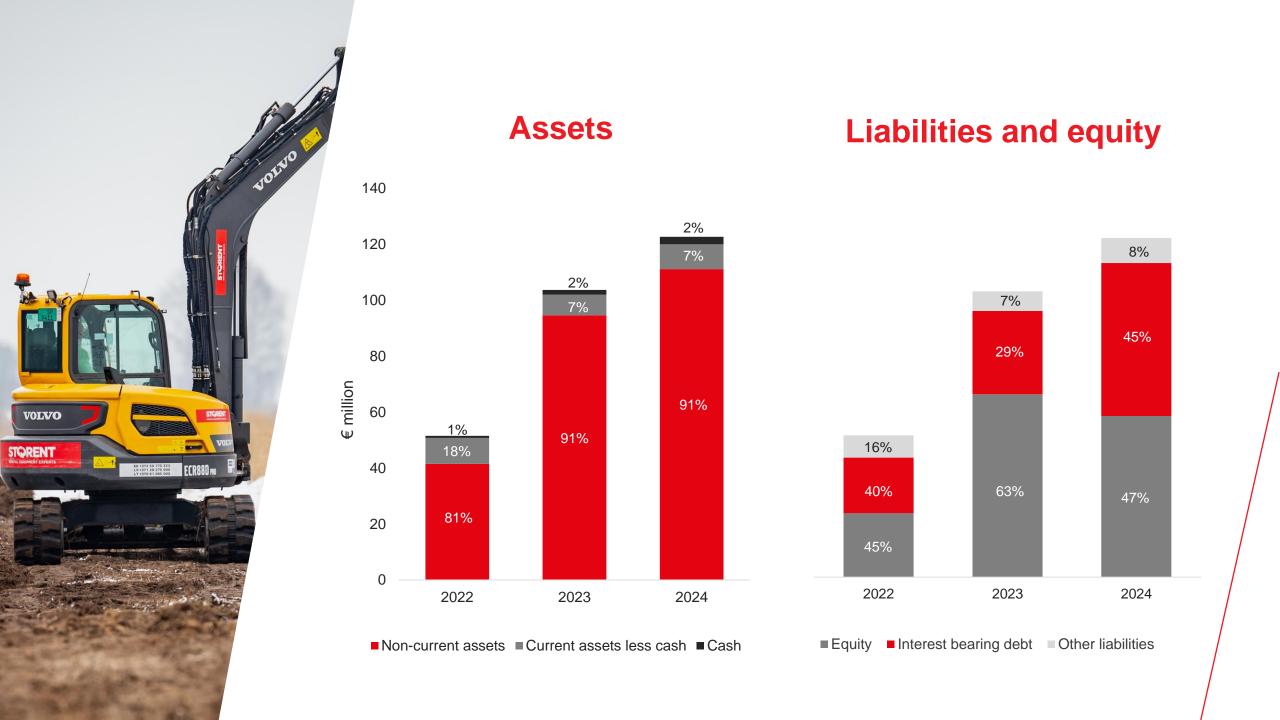
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Key financial highlights



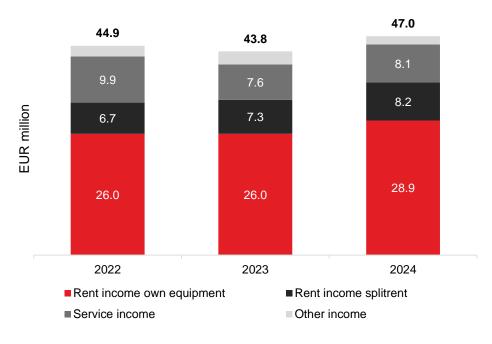


Income statement

€ 000`	2022 ¹	2023	2024 ²
Net revenue	41 751	42 667	45 254
Other operating income	3 196	1 086	1 712
Total revenue	44 947	43 753	46 966
Growth YoY	+3%	-3%	+7%
Cost of materials and services	(15 559)	(15 500)	(16 242)
Personnel costs	(8 378)	(8 830)	(10 573)
Other operating expenses	(7 183)	(5 711)	(6 869)
EBITDA	13 827	13 713	13 281
Depreciation and amortization	(8 930)	(6 136)	(8 076)
EBIT	4 897	7 577	5 205
	(0.000)	(0.074)	(4.44=)
Finance income and expenses	(2 330)	(2 071)	(4 417)
EBT	2 567	5 506	788
Income tax income / (expenses)	(3)	(902)	(534)
Profit/(loss) from discontinuing operation, net of tax	(32)	178	-
Profit for the period	2 531	4 781	254

¹Pro-forma normalized financial data.

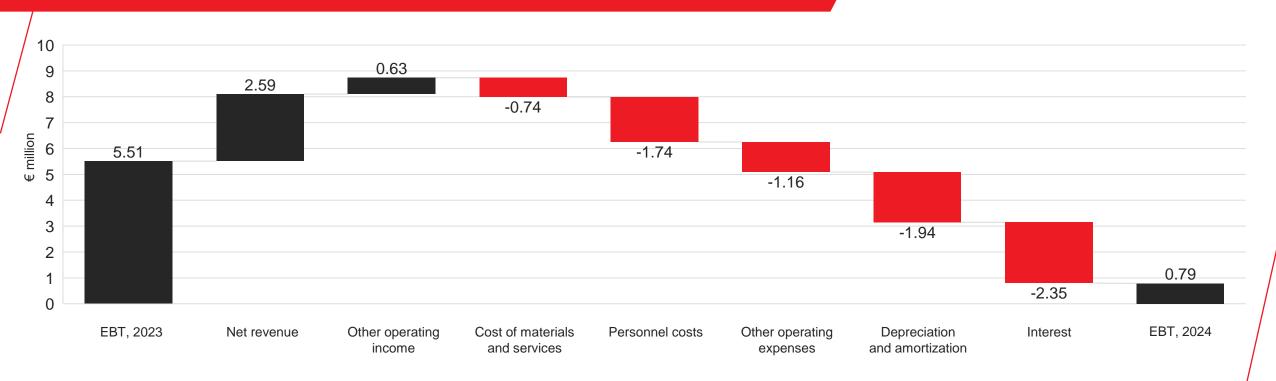
Total Sales



	2022 ¹	2023	2024 ²
EBITDA %	31%	31%	28%
EBIT %	11%	17%	11%
EBT %	6%	13%	2%

²Non-audited financial data.

EBT bridge for 2024



Comments

- Net revenue increased due to the successful investments in the fleet of 2024.
- ▶ EBITDA slightly decreased due to ERP system implementation and higher personnel costs.
- ▶ The company is currently in a development phase. The recent investments lead to higher depreciation and interest expenses.
- ▶ The positive effect of large investments is expected to reflect in profitability of 2025.

Balance sheet

	Assets			Equity a	nd liabilit	d liabilities	
€ 000`	31.12.2022	31.12.2023	31.12.2024	€ 000`	31.12.2022	31.12	
Intangible assets	13 063	13 649	16 124	Share capital	18 150		
Property, plant and equipment	18 463	54 583	51 817	Reserves	-5	4	
Rights of use assets	9 927	23 400	40 191	Retained earnings	4 912		
rights of use assets	3 321			TOTAL EQUITY	23 057		
Other non-current assets	-	3 000	2 924				
TOTAL NON-CURRENT ASS	ETS 41 454	94 632	111 056	Interest bearing debt	9 174	2	
Inventories and non-current as	ssets held 1 374	994	896	Other liabilities	-		
for sale				TOTAL Long-term liabilities	9 174	:	
Receivables	7 928	6 453	8 011				
Cash and cash equivalents	675	1 717	2 688	Interest bearing debt	11 172		
TOTAL CURRENT ASSETS	9 977	9 163	11 594	Other liabilities	8 028		
				TOTAL Short-term liabilities	19 200	,	
TOTAL ASSETS	51 431	103 796	122 650	TOTAL EQUITY AND LIABILITIES	51 431	10	

- Intangible assets include goodwill and ERP systems. The new ERP system was implemented in 2024.
- Property, plant and equipment & rights of use assets represents our rental equipment and fixed assets used for own use.
- ▶ Share capital increased due to group reorganization. Reserves include fixed asset reevaluation reserves.
- ▶ Interest bearing debt increased due to extensive investments in rental fleet.

31.12.2022 31.12.2023 31.12.2024

18 150

40 367

7 295

65 812

24 681

25 174

5 762

7 049

12 810

103 796

492

33 500

20 796

3 696

57 992

32 276

32 461

22 976

9 222

32 197

122 650

186

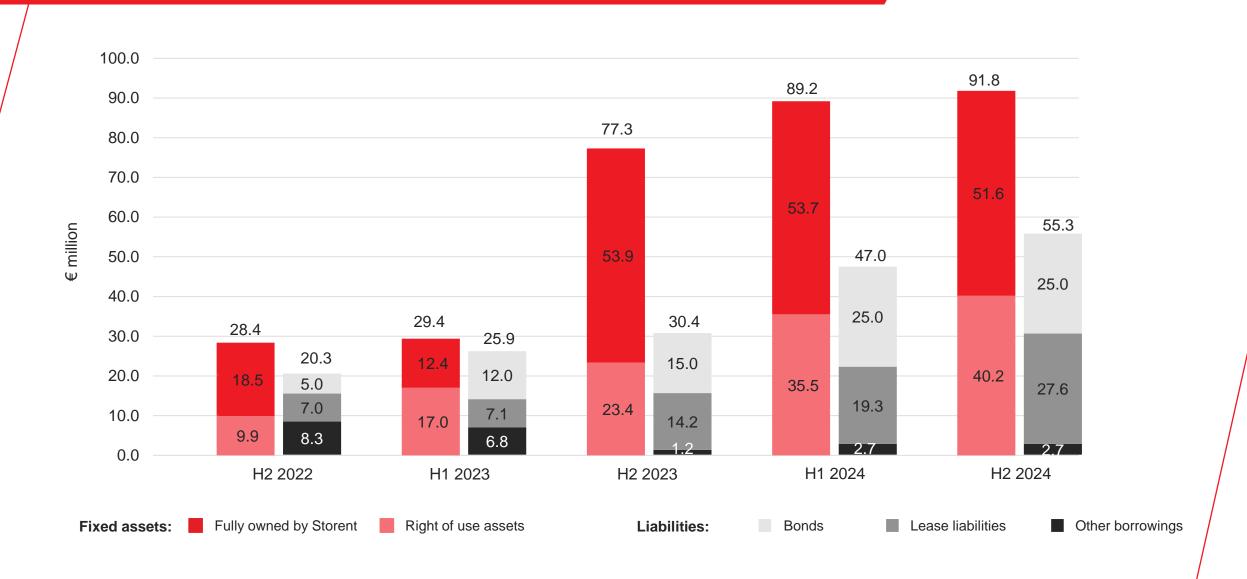
Projection of impact of potential M&A deal in USA and new bond issue

€	31.12.2024*	31.12.2024*	31.12.2024*	April 2025	31.12.2024* & new bond projection
Key Financial Indicators	Storent	USA target	Combined	Additional bonds	Combined with additional bonds
Revenue	46 966 015	12 065 347	59 031 362		59 031 362
EBITDA	13 281 265	7 386 260	20 667 525		20 667 525
EBIT	5 205 001	3 723 428	8 928 429		8 928 429
Net Profit	254 485	3 671 639	3 926 124		3 926 124
Equity	57 991 503	11 710 122	69 701 625		69 701 625
EBITDA margin %	28.3%	61.2%	35.0%		35.0%
Debt	55 251 266	1 641 353	56 892 619	25 000 000	81 892 619
Net debt	52 563 236	502 439	53 065 675	25 000 000	78 065 675
Financial Covenants					
Shareholders Equity to Assets Ratio	47.3%	85.9%	51.1%		43.2%
Net debt to EBITDA	3.96x	0.07x	2.57x		3.78x

- Management assumes that the new bond program will raise €25 million in new money, and €10 million will be a replacement of existing bonds.
- ▶ The new money will be used for investments in existing markets and M&A in the U.S. market.
- The projection does not include the planned sales increase of 10-15% and EBITDA growth of 15-25%, which management expects to achieve in existing markets and potential targets in 2025.

^{*}Non-audited financial data.

Proportion of fixed assets versus liabilities



Covenants

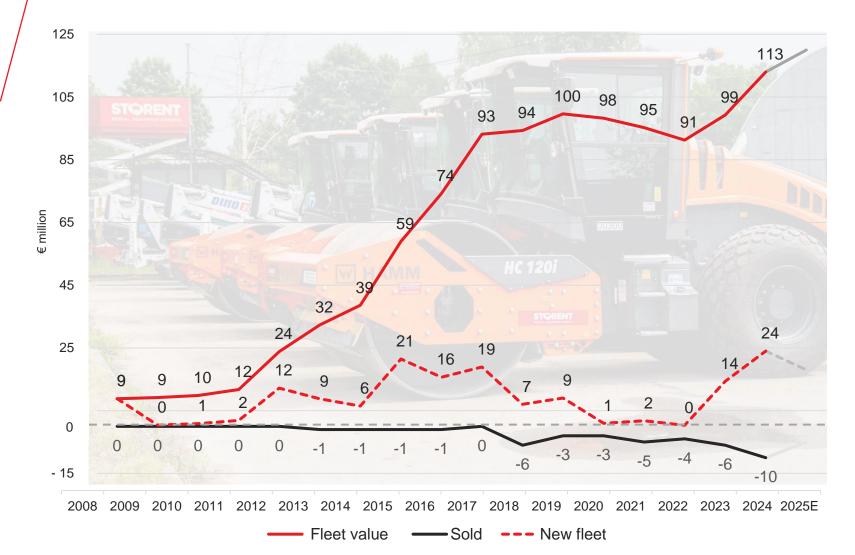
Equity ratio Net Debt / EBITDA ratio 47% 4.50 Max 3.96 30% Min ■ Bond covenant ■ 2024* ■ Bond covenant ■ 2024*

Comments

- In 2022, the company underwent a change in ownership and transitioned from a survival mode to a development phase. Significant investments were made in the park. Dividends were paid out to buy out the previous owners.
- For the purpose of enabling Storent Holding to realize the favorable market conditions, make significant investments and further develop and seize the market potential, the company conducted investors voting to amend the Issuer's Net Debt/EBITDA Ratio.
- Bondholders holding 57.8% of the principal amount of the outstanding bonds voted.
 - 98.6% voted YES.
- The company is continuing the development phase, there is no intension to change covenants again.

^{*}Non-audited financial data.

Storent investments in the fleet



Comments

- In 2016 Storent bought company in Finland and started operations in Sweden. Major investments were done to expand fleet in current and new markets.
- In 2017 Storent bought Cramo operations in Latvia, uniting both teams and continuing expansion.
- In 2019-2022 company operated in survival mode without new investments.
- In 2022 owners bought out all company shares, and company switched to growth mode.
- Starting 2023 extensive replacement and expanding of the fleet.

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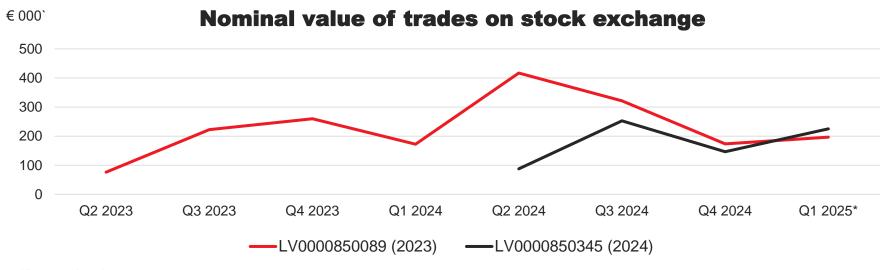


Storent Holding AS – an experienced bond issuer

- First bond issue in 2017, ~100 investors
- ▶ Refinanced in 2020, this bond issue was repaid and exchanged in 2023

Storent Holding AS starts public offering of the bonds

- In 2023 bonds issued: €15 m from ~1 300 investors
- In 2024 additional €10m bond issued, reaching €25 m total from ~2 500 investors







Term sheet

Issuer	Storent Holding AS
Туре	Senior unsecured (guaranteed) bonds
Guarantees	Storent SIA and UAB Storent UAB
ISIN	LV0000103570
Program size	Up to €50 million
First tranche	Up to €35 million
Nominal / minimum investment	€100
Coupon rate	10.0%
Coupon frequency	Quarterly (paid on each 25 Jul, 25 Oct, 25 Jan and 25 Apr)
Tenor	3.5 years
Maturity date	25 October 2028
Repayment	Bullet repayment at maturity
Call option	None
Use of proceeds	General corporate purposes and possible future acquisitionsRedemption of the existing bonds
Exchange premium for the existing investors	 Bonds with maturity on 21 Dec 2025 (LV0000850089): 1.0% Bonds with maturity on 21 Sep 2026 (LV0000850345): 0.5%
Financial covenants	 Group's Net debt / EBITDA not higher than 4.5x Shareholders Equity to Assets Ratio not less than 30%
Undertakings	Events of DefaultChange of Control
Listing	Nasdaq Regulated market within 1 week from the Issue date
Lead Arranger	Signet Bank AS
Distribution Partners	LHV Pank AS, Redgate Capital AS, Šiaulių bankas AB

Storent is listed on the Nasdaq Baltic Regulated Market Since 2018



Transparent financial reporting





High standards of corporate governance



Already trusted by ~2 500 investors



Use of proceeds



Possible future acquisitions

- Market is evaluated
- Several targets found



General corporate purposes

- Investments in rental fleet
- Further investments in digitalization
- Other costs



Redemption of the existing bonds

Existing investors have the option to exchange their bonds maturing in 2025 and 2026.



Bond subscription process

- Investment orders can be submitted at any Nasdaq Stock Exchange participant (bank or brokerage company)¹
- Submit an order indicating amount
- One investor may submit unlimited number of orders
- In case the demand exceeds €35m, subscriptions will be allocated on a "first come first served" basis
- Existing noteholders who participate in the Exchange Offering shall be allotted the notes fully
- On the settlement date the bank will transfer money to the depository and the investor will receive the bonds



¹Each bank or a broker may set a different deadline for order submission!



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Appendix: summary of risk factors

Category	Risks	Probability
Macroeconomic and Political Risks	Negative economic developments in the countries in which the Group operates may affect the Group's operations and customers	High
Macroeconomic and Political Risks	Exposure of the Group's business results to geopolitical risks stemming from Russia's invasion of Ukraine may cause potential economic disruptions	Medium
Macroeconomic and Political Risks	The Group's business performance is dependent on the growth and cyclicality of the construction and industrial equipment rental markets across different geographical regions	Medium
Risks Related to Business Operations	The Group's corporate acquisitions and asset purchases in outsourcing arrangements may not integrate successfully or integration may require more resources than estimated	High
Risks Related to Business Operations	Failure to manage and optimise rental fleet may negatively impact profitability, utilisation rates, and the Group's financial performance	High
Risks Related to Business Operations	The capital-intensive nature of the Group's operations requires significant capital expenditures and may limit the Group's ability to react to changes in market circumstances	Medium
Risks Related to Business Operations	Increased competition in the equipment rental industry may have an adverse effect on the profitability of the Group's operations	Medium
Risks Related to Business Operations	Failure to attract qualified personnel or loss of key employees may affect the profitability of the Group's operations	Medium
Risks Related to Business Operations	Seasonal fluctuations or severe weather conditions may affect the construction industry which represents a significant part of the Group's sales	Medium
Risks Related to Business Operations	The Group's operations are dependent on information technology services and solutions and thereby subjected to risks related to system failures and service interruptions	Medium
Risks Related to Business Operations	Reputational damage, market perception, and competitive pressures may undermine the value and positioning of the Group's brands	Medium
Risks Related to Business Operations	The Group's equipment fleet originate to a large extent from suppliers; the risks relating to domestic and international commerce may have an adverse effect on the Group's operations	Medium
Risks Related to Business Operations	Expansion into new markets may introduce operational, regulatory and cultural challenges that may impact business performance and financial stability	Medium
Risks Related to Business Operations	The Group may not be able to implement its business strategy successfully or adapt it in response to changes in the operating environment	Low
Risks Related to Business Operations	A failure to meet the customers' expectations or product liability requirements and standards may have an adverse effect on the Group's net sales and brand value	Low
Risks Related to Business Operations	Lack of sufficient insurance cover may expose the Group to significant financial and operational risks	Low
Risks Related to Business Operations	Risk of corporate governance failures, regulatory non-compliance, and ethical misconduct	Low
Risks Related to Business Operations	Risk of ineffective contract management and compliance with agreement terms may affect the Issuer's ability to fulfil its obligations under the Bonds	Low

Appendix: summary of risk factors

Category	Risks	Probability
Financial Risks	The Group's continuously growing and developing operations require careful capital expenditure planning and working capital management	High
Financial Risks	Market uncertainty and liquidity constraints may limit the Group's ability to secure and maintain adequate financing	Medium
Financial Risks	Inadequate liquidity management may restrict the Group's ability to meet financial obligations and sustain operations	Medium
Financial Risks	Failure to manage credit and financial counterparty risks may lead to customer defaults and financial losses	Medium
Financial Risks	Exposure to interest rate fluctuations may increase financing costs and impact profitability	
Financial Risks	Fluctuations in foreign exchange rates may adversely impact the Group's financial performance and competitive position	
Financial Risks	Future changes in accounting standards may affect the Group's financial position	Low
Financial Risks	Taxation risks may have an adverse impact on the Issuer if materialised	
Financial Risks	Related party risks may negatively affect the Issuer	
Financial Risks	Pandemic risks may continue to negatively affect the Group	Low
Legal and regulatory risks	Heightened sanctions compliance requirements may lead to operational and financial risks	Medium
Legal and regulatory risks	Compliance with evolving legal and regulatory frameworks may impact the Group's operations and financial performance	Low
Legal and regulatory risks	Regulatory changes in customs laws may disrupt supply chain and increase costs	
Legal and regulatory risks	Increased environmental regulation and potential liability associated with environmental compliance may affect the cost of the Group's operations	Low
Legal and regulatory risks	Privacy and data protection breach risk	
Legal and regulatory risks	Risk of natural disasters and other business disruption	Low

Appendix: summary of risk factors

Category	Risks
Risks related to the Bonds	Possibility to forfeit interest and principal amount invested
Risks related to the Bonds	Unsecured nature of the Bonds may limit Bondholders' recovery in case of insolvency
Risks related to the Bonds	Risk that the Guarantee will be subject to certain limitation on enforcement and may be limited by the applicable law or subject to certain defences that may limit its validity and enforceability
Risks related to the Bonds	The enforcement of the Guarantee will be subject to the procedures and limitations set out in the General Terms and Conditions of the Bonds
Risks related to the Bonds	Adverse change in the financial condition or prospects of the Issuer
Risks related to the Bonds	No limitation on issuing additional debt
Risks related to the Bonds	Potential challenges in refinancing outstanding debt may adversely impact the Issuer's financial stability and Bondholder recovery
Risks related to the Bonds	Since the Bonds bear interest at a fixed interest rate, movements in market interest rates can adversely affect the value of the Bonds
Risks related to the Bonds	The market price of the Bonds may be volatile
Risks related to the Bonds	An active market for the Bonds may not develop
Risks related to the Bonds	Fixed interest rate and inflation may negatively impact the value of the Bonds
Risks related to the Bonds	Fluctuations in exchange rates may adversely affect investors holding Bonds in a different currency
Risks related to the Bonds	Uncertainty in legislative, judicial, or regulatory changes may impact the Bonds and Bondholders' interests
Risks related to the Bonds	Legal investment considerations may restrict certain investments
Risks related to the Bonds	The Bonds carry no voting rights
Risks related to the Bonds	Amendments to the Bonds bind all Bondholders
Risks related to the Bonds	Potential conflicts of interest arising from the roles and engagements of the Arranger and Dealers
Risks related to the Bonds	Risks relating to the clearing and settlement in the Depository's book-entry system

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Storent Holding

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Appendices

CONTACT INFORMATION







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Future Tech

Leader in rental process digitalization and online sales, with fully automated internal processes.



Market Leaders

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