

STRONG EARNINGS IN A CHALLENGING MARKET

– GUBI increases profitability and pursues clear growth opportunities



GUBI House in London – a showroom dedicated to architects and designers. The opening marked an important step in GUBI's international expansion and has already contributed to growth while strengthening the brand's position as a global design house.

In a market characterized by low consumer confidence and economic uncertainty, design house GUBI has succeeded in maintaining strong earnings and improving profitability. In 2024, EBITDA rose to DKK 66 million from DKK 62 million the previous year, corresponding to an improved EBITDA margin of 18.7% compared to 16.2% in 2023. Revenue for the year declined from DKK 389 million to DKK 353 million.

“GUBI is fundamentally a healthy and well-managed business. The improvement in profitability under challenging conditions demonstrates the strength of our business model and the organization’s ability to adapt quickly,” says Anders Kristiansen, Chairman of the Board at GUBI.

Lighting and GUBI House London drive growth

Despite pressure on the top line, GUBI sees clear positive trends. The lighting category has performed well and continues to show growth, driven by sustained consumer interest in atmosphere, aesthetics, and quality in interior spaces.

Additionally, the opening of GUBI House in London – the company’s first showroom specifically targeting architects and designers – has supported growth within the professional segment, particularly in the corporate and hospitality sectors. The showroom serves as a strategic lever for the brand and has already generated new orders, including projects for hotels and office environments in the UK and other European markets.

“We continue to see strong demand for our lighting products, which is also reflected in our sales figures. At the same time, our investment in GUBI House London has strengthened our position among professional clients – a target group that plays a key role in GUBI’s continued growth,” elaborates Anders Kristiansen.

Clear direction and targeted growth investments

GUBI has identified clear growth opportunities and is investing strategically in product categories and geographic markets with high potential.

“We see opportunities across both products and markets. We are focusing our efforts where the GUBI brand already resonates – and where we see the greatest potential,” concludes Anders Kristiansen.

GUBI’s financial statements for 2024 are available at gubi.com/company-information.

Download the images [here](#).

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