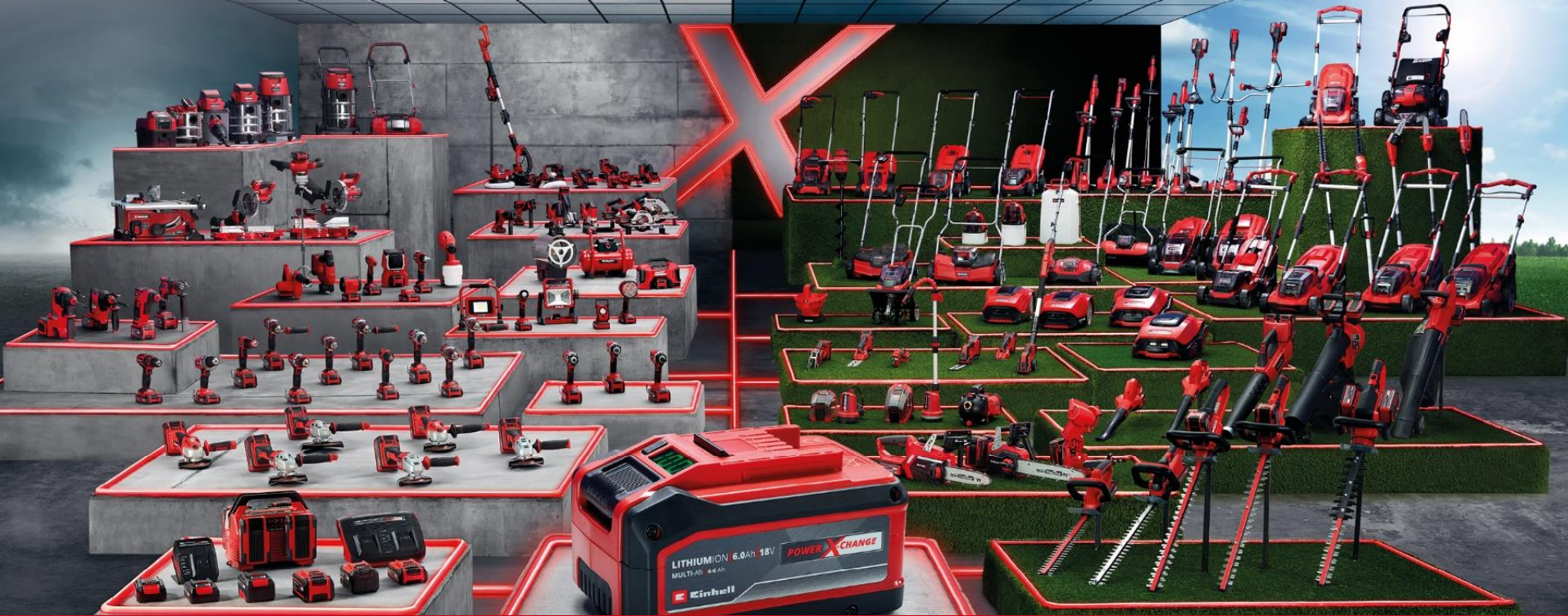




Einhell
CORDLESS EXCELLENCE.

POWER X-CHANGE



Einhell Germany AG
Jan Teichert / CFO

Brief profile

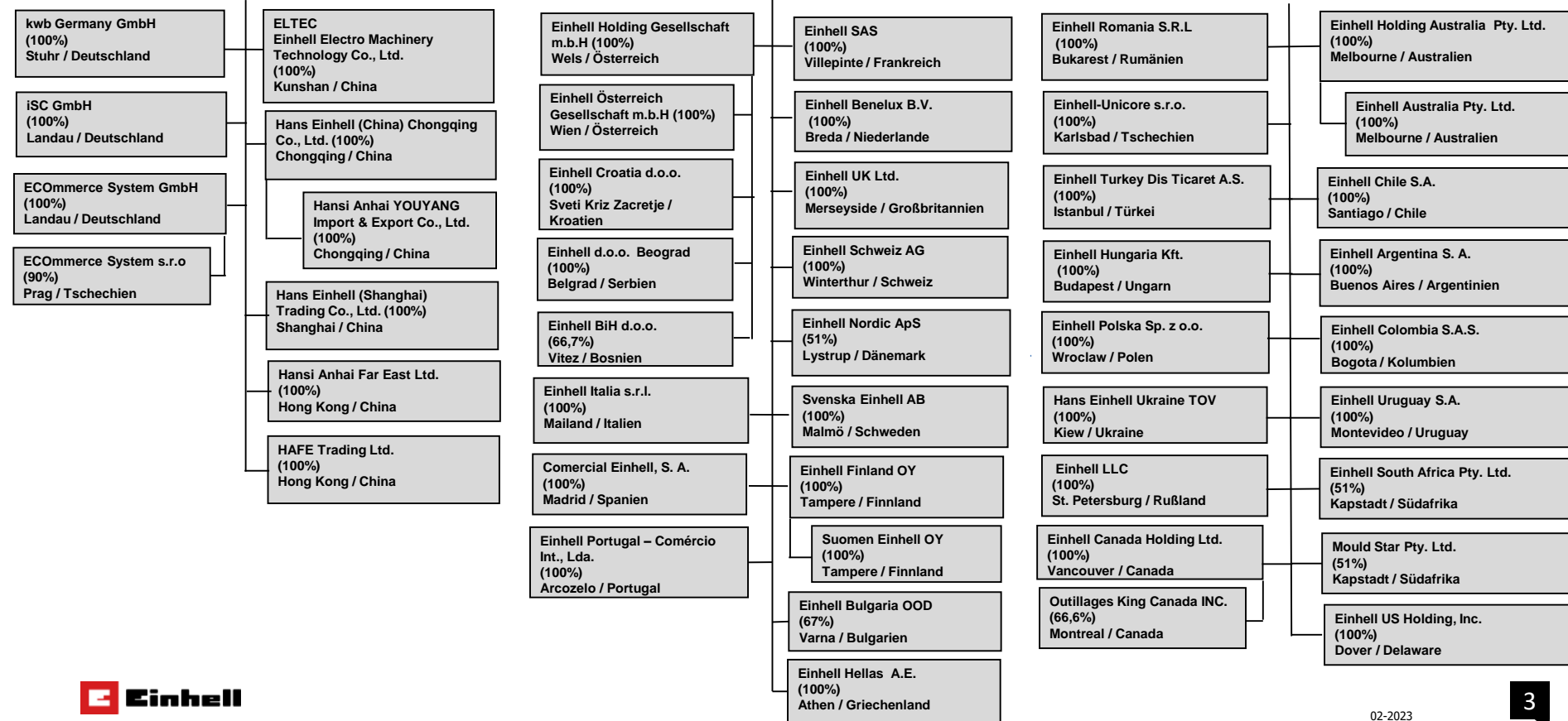


- Manufacturing and distribution of power tools and gardening equipment for the Do-it-yourself sector.
- Founding year: 1964
- Employees worldwide: approx. 2500
- Subsidiaries: 49
- Turnover 2020: 725 Mio. Euro EBT: 7,8%
- Turnover 2021: 927 Mio. Euro EBT: 8,8%
- Turnover 2022: 1.032 Mio. Euro EBT: approx. 8,5%
- Research Studies: M.M. Warburg & Co.
Hauck & Aufhäuser

www.einhell.com/investor-relations/the-einhell-share/research-studies

Corporate Structures and Shareholdings

Einhell Germany AG (Involvement in brackets)





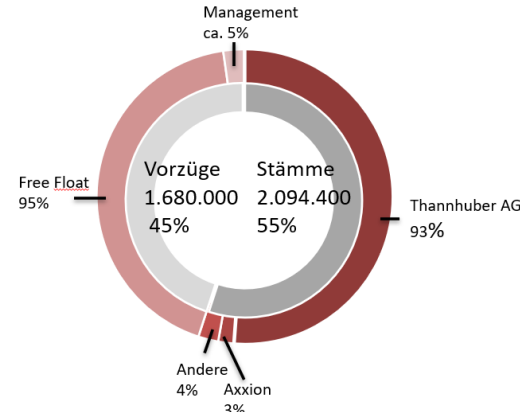
„Einhell Shares: Sustainable dividends and share price increase“

SHARE PRICE DEVELOPMENT 2011 – 10/2023



„Langfristig nachhaltige Wertsteigerung“

SHAREHOLDERS



„Stable shareholder structure thanks to the founding family as common shareholders“

Dividenden-Historie

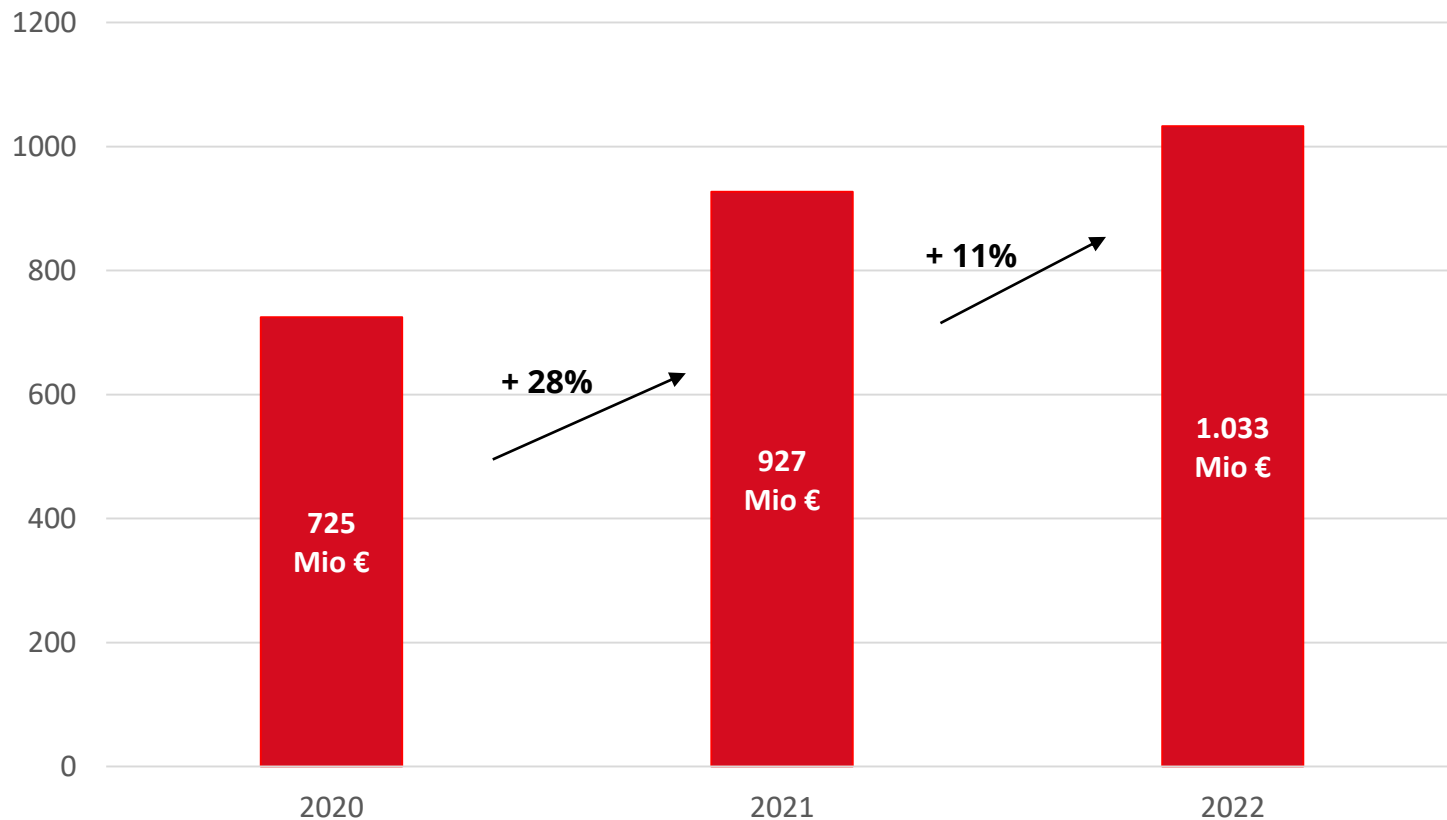
In Euro	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Gesamt	2.893.856	3.271.296	2.138.976	2.138.976	2.893.856	2.893.856	2.138.976	1.384.096	1.384.096	2.138.976	2.893.856	4.403.616	5.158.496	5.158.496	8.178.016	9.687.776	10.820.096
Stämme	0,74	0,84	0,54	0,54	0,74	0,74	0,54	0,34	0,34	0,54	0,74	1,14	1,34	1,34	2,14	2,54	2,84
Vorzüge	0,80	0,90	0,60	0,60	0,80	0,80	0,60	0,40	0,40	0,60	0,80	1,20	1,40	1,40	2,20	2,60	2,90

Financial figures

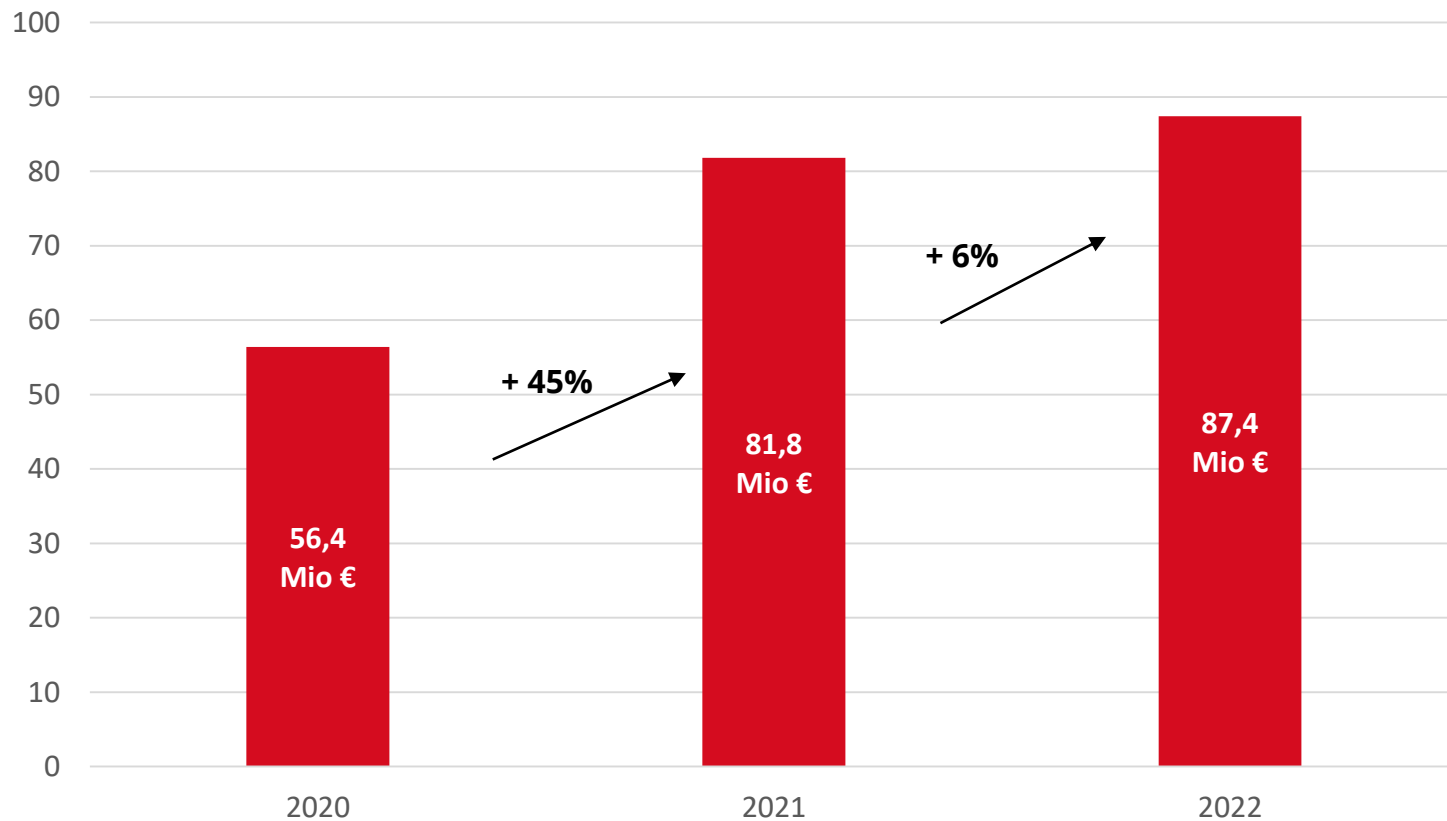


POWER XCHANGE

Turnover (Mio. €) 2020 vs. 2021 vs. 2022

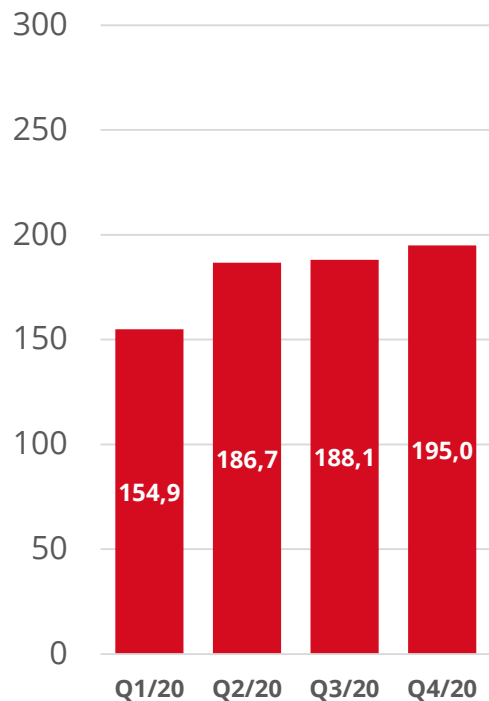


EBT (Mio. €) 2020 vs. 2021 vs. 2022



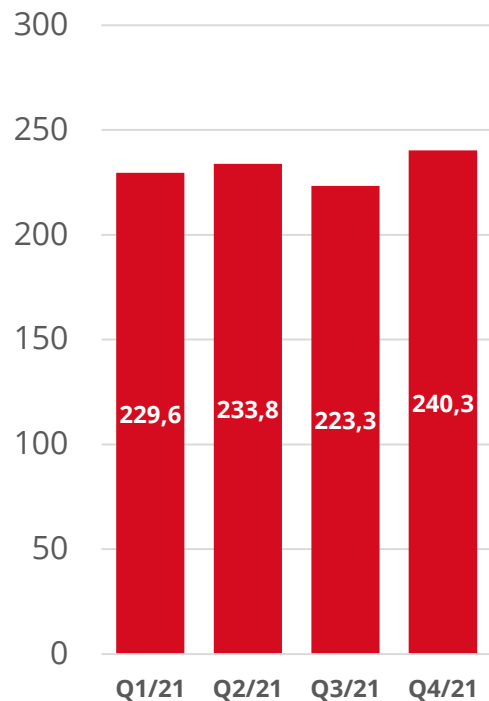
Turnover (Mio. €) per quarter

2020



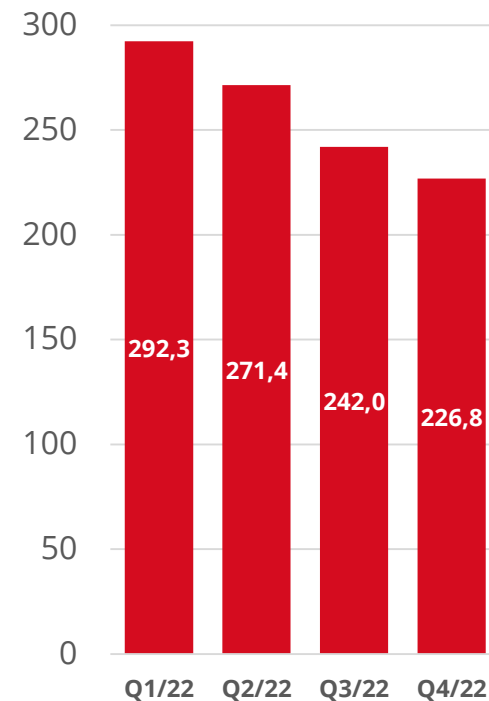
1 - 12/2020: 724,7 Mio. € (7,8%)

2021



1 - 12/2021: 927,0 Mio. € (8,8%)

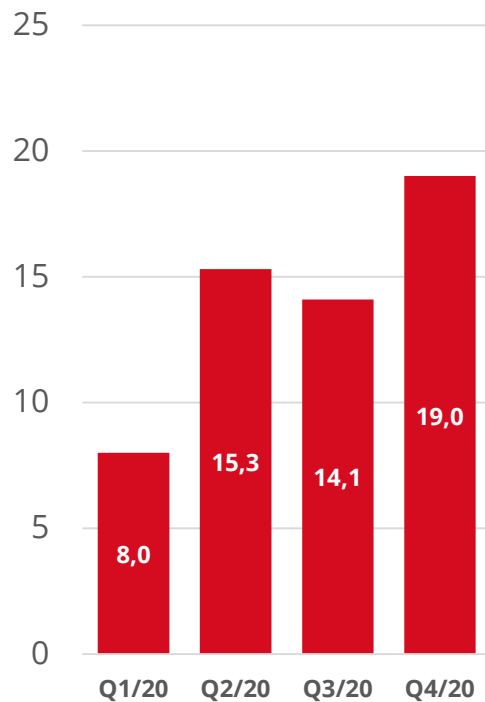
2022



1 - 12/2022: 1.032,5 Mio. € (8,5%)

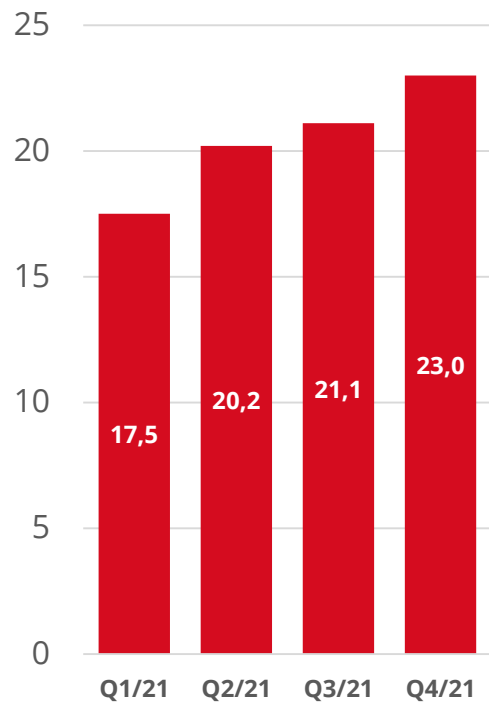
EBT (Mio. €) per Quartal

2020



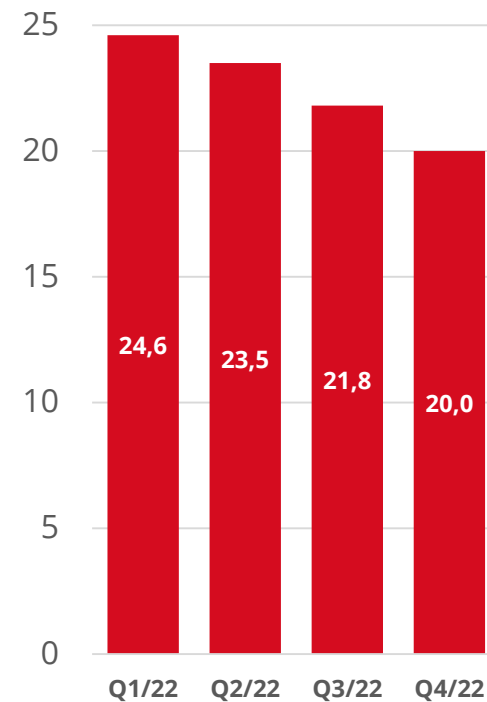
1 - 12/2020: 56,4 Mio. € (7,8%)

2021



1 - 12/2021: 81,8 Mio. € (8,8%)

2022



1 - 12/2022: 87,4 Mio. € (8,5%)

Consolidated Statement of financial position

ASSETS (in EURk)	Note	31.12.2022	31.12.2021
Intangible assets	(2.2)	38,552	19,627
Property, plant and equipment	(2.1)	57,589	57,173
Right-of-use assets	(2.1)	17,850	18,401
Non-derivative financial assets	(2.3)	1,656	915
Derivative financial assets	(2.7)	5,553	14,596
Other non-financial assets	(2.8)	3,410	1,963
Deferred tax assets	(2.4)	17,575	17,430
Non-current assets		142,185	130,107
Inventories	(2.5)	473,473	449,976
Trade receivables	(2.6)	143,700	135,859
Non-derivative financial assets	(2.3)	1,974	1,174
Derivative financial assets	(2.7)	37,389	54,332
Income tax receivables		4,783	2,736
Other non-financial assets	(2.8)	27,979	45,667
Contract assets		558	542
Cash and cash equivalents		10,662	11,513
Current assets		700,518	701,799
Total assets		842,703	831,906

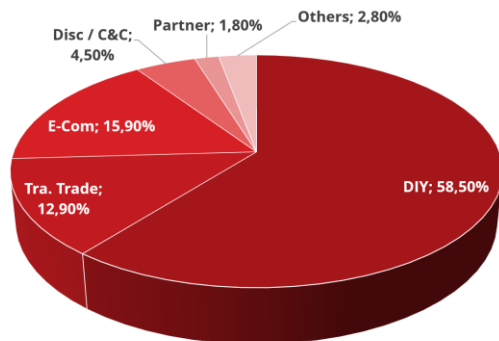
Consolidated Statement of financial position

EQUITY AND LIABILITIES			
(in EURk)	Note	31.12.2022	31.12.2021
Subscribed capital	(2.9)	9,662	9,662
Capital reserve	(2.9)	26,677	26,677
Retained earnings	(2.9)	311,226	274,619
Other reserves		7,966	26,600
Equity of shareholders of Einhell Germany AG		355,531	337,559
Non-controlling interest	(2.10)	11,305	3,413
Equity		366,836	340,972
Employee benefits	(2.11)	7,192	8,956
Provisions for other risks	(2.12)	516	686
Liabilities from debt capital	(2.13)	88,281	91,406
Non-derivative financial liabilities	(2.14)	16,297	2,329
Derivative financial liabilities	(2.16)	5,053	120
Lease liabilities	(2.17)	11,923	13,492
Other non-financial liabilities	(2.18)	3	0
Deferred tax liabilities	(2.4)	15,282	20,494
Non-current liabilities		144,547	137,484
Employee benefits	(2.11)	25,841	28,010
Provisions for other risks	(2.12)	21,100	28,400
Income tax liabilities		5,411	8,823
Liabilities from debt capital	(2.13)	102,866	90,875
Non-derivative financial liabilities	(2.14)	38,130	38,926
Derivative financial liabilities	(2.16)	5,657	1,359
Trade payables		116,281	137,500
Lease liabilities	(2.17)	6,171	5,155
Other non-financial liabilities	(2.18)	9,195	13,745
Contract liabilities	(2.15)	668	657
Current liabilities		331,320	353,450
Total equity and liabilities		842,703	831,906

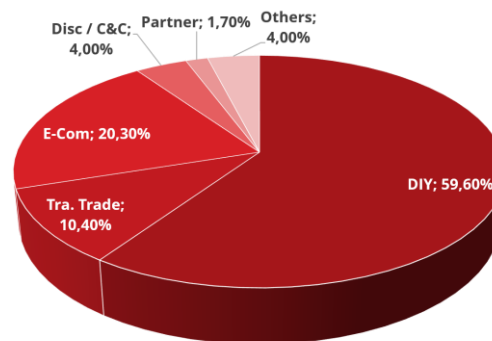
Consolidated Statement of financial position

(in EURk)	Note	31.12.2022	31.12.2021
Revenue	(3.1)	1,032,515	927,418
Other own work capitalised	(3.2)	396	421
Other operating income	(3.3)	17,849	9,259
Cost of materials	(3.4)	-659,101	-594,161
Personnel expenses	(3.5)	-118,738	-107,768
Depreciation and amortisation	(3.6)	-14,705	-12,041
Other operating expenses	(3.7)	-165,182	-137,442
Impairment losses pursuant to IFRS 9		-517	-3,303
Financial income	(3.8)	10,324	6,017
Financial costs	(3.8)	-15,405	-6,565
Financial result	(3.8)	-5,081	-548
Profit before income taxes		87,436	81,836
Income taxes	(3.9)	-26,636	-21,682
Earnings after tax		60,800	60,154
Non-controlling interest		1,046	1,528
Earnings after tax and non-controlling interests		59,754	58,626
Earnings per ordinary share	(3.10)	15.80	15.50
Earnings per preference share	(3.10)	15.86	15.56

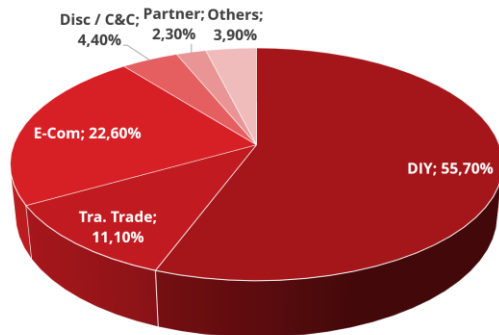
Sales development channels



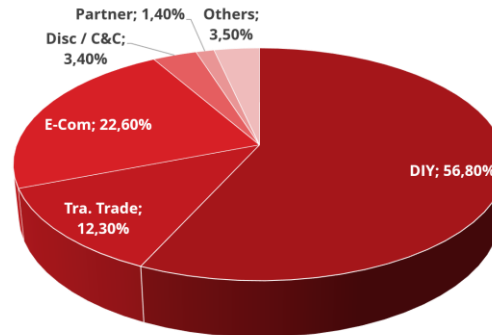
2019
(606 Mio €)



2020
(725 Mio €)



2021
(927 Mio €)



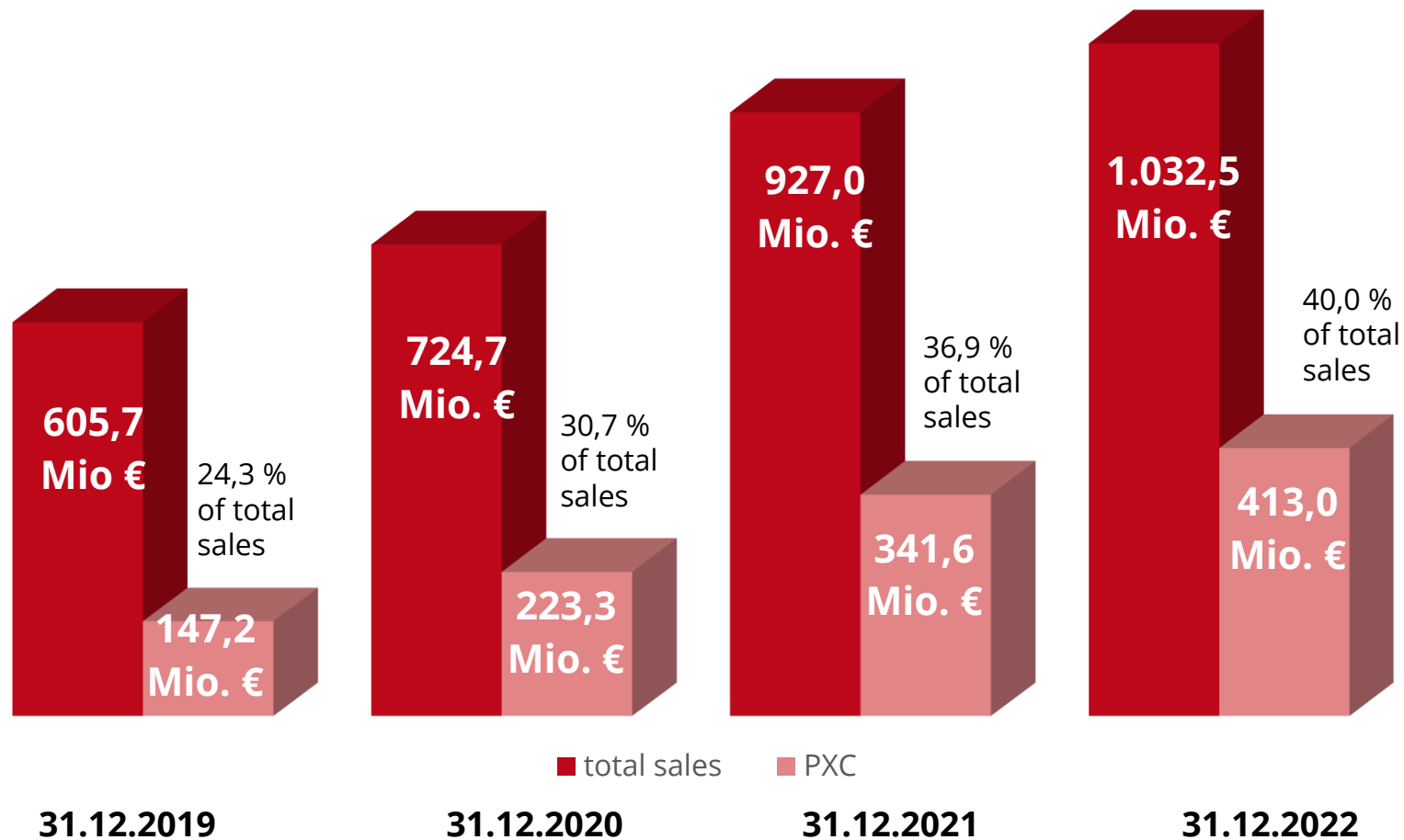
2022
(1.033 Mio €)

Sales development Einhell Brand

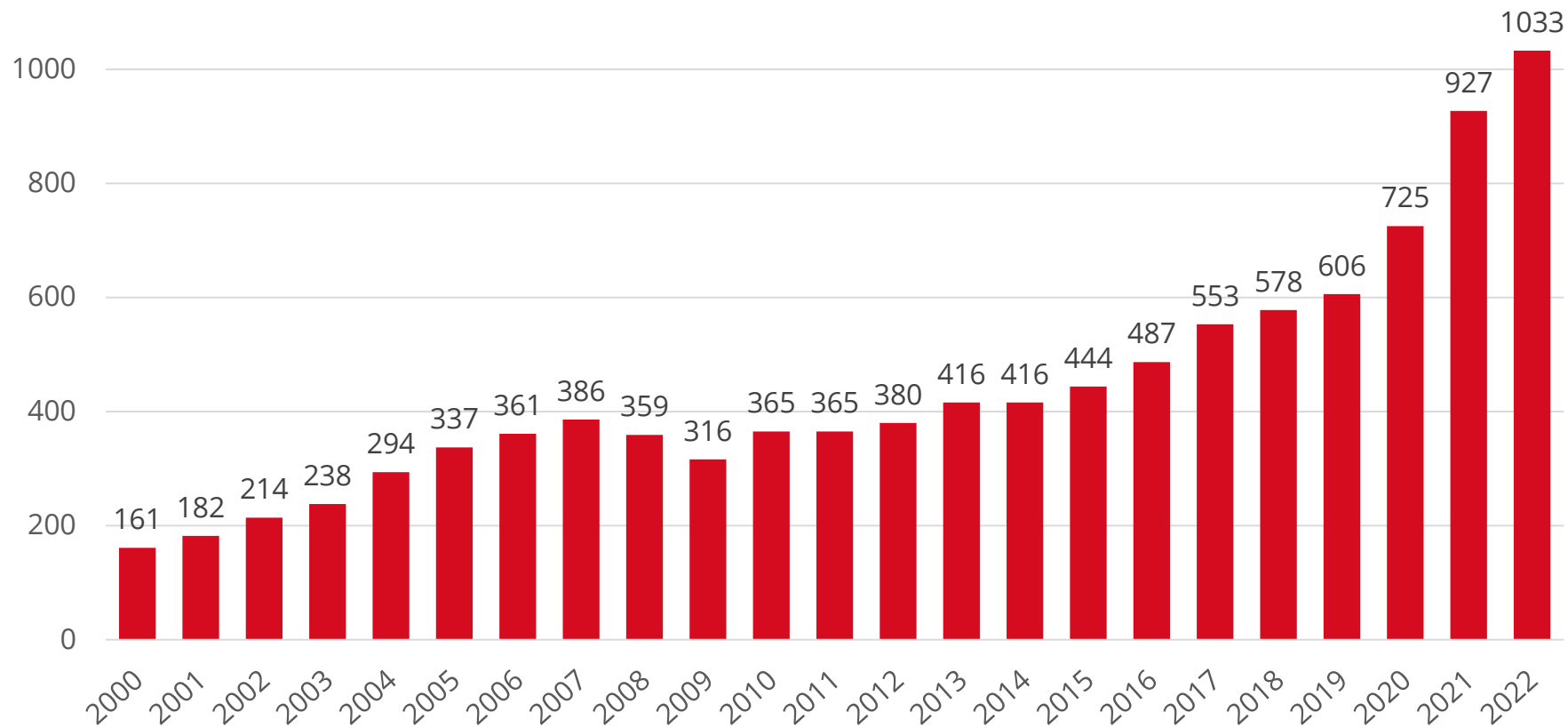
Brand Development: Einhell in relation to Private Label

	2010	2016	2017	2018	2019	2020	2021	2022	Goal 2023
Einhell	68,4 %	77,8 %	80,5 %	82,9 %	86,7 %	89,5 %	91,9 %	92,3 %	> 95 %
Privat Label	31,6 %	22,2 %	19,5 %	17,1 %	13,3 %	10,5 %	8,1 %	7,7 %	
Total	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	100,0 %	

Sales development Power X-Change



Turnover development (Mio. €)



Strategic Development – International Expansion



Süd-Afrika

Integrated sells
Einhell Products



Vietnam

*Company for
Procurement and
Packaging
* M&A signing
completed



Kanada

Started selling Einhell
Products in October
2022



Thailand

*Sales company
*M&A signing
completed



Finnland

Long-term
partnership, sells
Einhell Products



USA

*M&A search

„Long-term successful track record in internationalizing new markets“

Einhell Strategy Battery

VISION

One Power X-Change battery in each house / flat with garden.

MISSION

We offer our customers cordless freedom for all work in and around the home, wherever our customer wants to be mobile and free. With the most competent battery platform only from Einhell, we help 100s of millions of home and garden owners worldwide to have fun and enjoy their DIY projects and gardening with cordless freedom.

KEY STRATEGIC PILLARS

International expansion

Most competent & brand-independent system expert for power tool accessory

Appearance excellence – products and PoS

Best place to work in the DIY-industry

Sustainability

Full concentration on Focus Product Groups

Strategic partnerships with stakeholders

Best digital provider in DIY-industry

Best service in the DIY-industry

Production outsourcing from China and own Battery Factory

Cordless excellence with Power X-Change

International positioning of Einhell as an A-brand

Digitalization of corporate processes

Optimization of supply chain

Operations excellence

Focus Product Groups and Category Leadership



POWER XCHANGE

Leadership Cordless Freedom

POWER X-CHANGE

Success factors for Einhell
to become synonym for
cordless Freedom

1 **Broadest and most competent platform – cordless solutions for all applications** in house & garden **that the customer expects.** Products of platform partners extend the use of our PXC batteries

2 **Innovative battery, charging, motor & robotics technology**

3 **Best customer service** which satisfies the customer at every **service contact** & at every **Point of Sale**

4 Position the brand as **synonym for cordless freedom & excellence.** **PXC becomes top of mind** in the mind of the end user and **market leader in all countries**



Technological Competence – Batteries & Charging

Focus of battery technology:

- >> Longer runtimes - **endurance**
- >> More power - **performance**
- >> Longer **life time**
- >> Better dust & water **protection**



TWIN-PACK® TECHNOLOGY.
18V + 18V = 36V.



CORDLESS FREEDOM.
FOR GARDEN & TOOLS.



1 BATTERY.
1.000 POSSIBILITIES.



HIGH-PERFORMANCE TOOLS.
ENDURING BATTERIES.

Focus on charging technology:

- >> Intelligent charging with need oriented charging & discharging



ACTIVE BATTERY MANAGEMENT SYSTEM.
INTELLIGENT CONTROL ELECTRONICS.



MODERN TECHNOLOGY.
TRUSTED QUALITY.

POWER X-CHANGE

»» **OUR PLATFORM STRATEGY.**
Einhell offers the **broadest and most competent battery platform** for the private home and garden owner.

2022

250+ SKU's

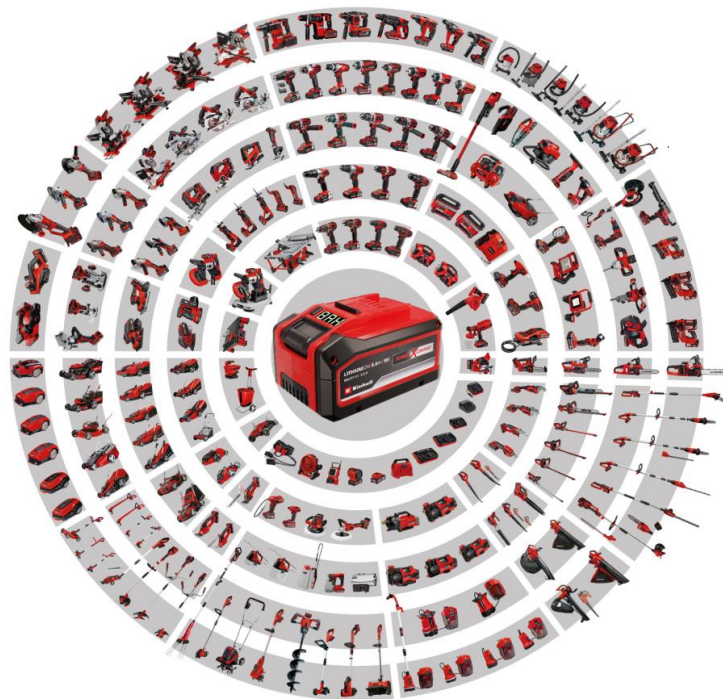


2027

450+ SKU's

»»» **Within this platform,** it is very important that we offer a solution for every DIY task in the home and garden where the customer needs and wants wireless freedom.

»»» Offering the most competent platform means **absolute competence in terms of breadth and depth within our focus categories.**
(Price positioning: "Brand quality at the best price")



QUALITY

» An excerpt from our countless test victories:



18V 2,0 Ah Power X-Change Batterie



GE-CM 36/36 Li (2x4,0 Ah)
CORDLESS Lawn Mower



TE-CD 18/50 Li-i BL (2x2,0 Ah)
Cordless Impact Drill



18V 4,0 Ah Power X-Change Batterie



GP-LB 36/210 Li E-Solo
Cordless Leaf Blower



GE-LC 36/35 Li-Solo
Cordless Chain Saw



NEU ARCURRA 18/55
Cordless-Hedge Trimmer

Brand Positioning



POWER X-CHANGE

Vision & Targets 2029

Our **clear target** is that we **catch up** with our A-brand competitors within the **next 7 - 8 years** and become **part of the international DIY champions league!!**

2022



2029



BOSCH



BOSCH

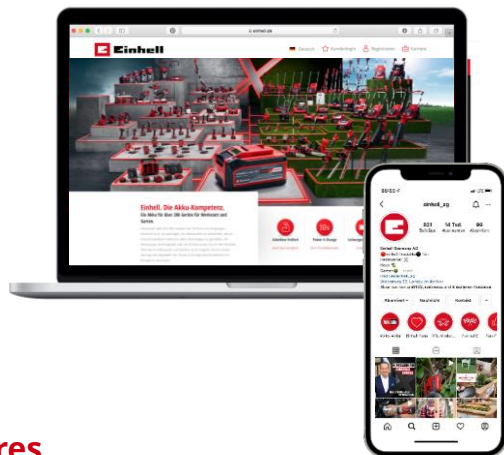
360 Degree Marketing Campaigns

Target until 2025: **360 degree marketing campaigns in all our countries** with TV being the leading medium internationally

4. PoS



3. Online



1. TV



2. Print



5. Pictures



Classic



Expert



Professional

6. Radio





EINHELL IS GOLD PARTNER

OF FC BAYERN MUNICH

MIA SAM WIA



FC BAYERN MÜNCHEN

REVIEW: TV PRESENTING

» MASSIV INTERNATIONAL REACH

>600,000

ON SITE AT ALLIANZ ARENA
presenting on video wall

>8.5 million

SOCIAL MEDIA
Einhell & FC Bayern channels

>900 million

TV CAMPAIGN
in all TV countries

GIGANTIC REACH

FOR EINHELL.

EINHELL & MERCEDES FORMULA 1:

THE NEXT BIG THING.



MERCEDES-AMG PETRONAS FORMULA 1 PARTNERSHIP

OFFICIAL TEAM PARTNER OF MERCEDES-AMG PETRONAS FORMULA ONE TEAM



Official Team Partner
AMG
PETRONAS
FORMULA ONE TEAM

OFFICIAL TOOL EXPERT OF MERCEDES-AMG PETRONAS FORMULA ONE TEAM

Official Tool Expert



AMG
PETRONAS
FORMULA ONE TEAM



Market Figures

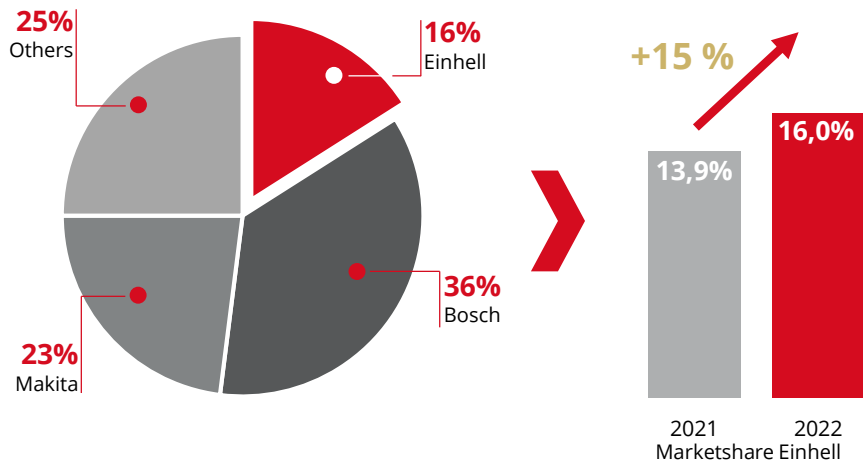


POWER X-CHANGE

MARKET RESEARCH

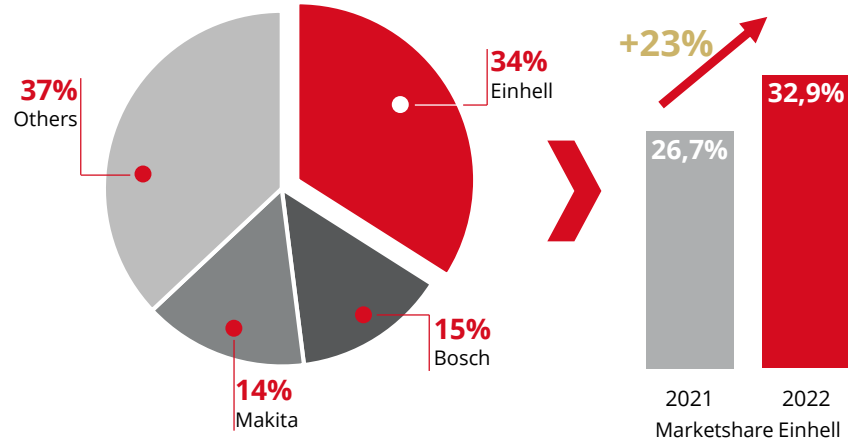
CORDLESS - TOOLS

Market share (Jan-Dez 2023)



CORDLESS - GARDEN TOOLS

Market share (Jan-Jun 2022)



Einhell #3 on the market

Einhell on a growth path with Power X-Change

- Increase in market share (units) by 15% compared to 2021

Einhell #1 on the market

Almost doubling of the units sold

- Increase in market share (units) by 23% compared to 2021

Goal until 2025:

NUMBER 2!

**Expand market share
>20%**

Goal until 2025:

NUMBER 1!

**Expand market share
>35%**

Summary



POWER XCHANGE

Goals 2023

- Sales volume + approx. 3%
- EBT approx. 8%
- Integration King Canada
- Increase PXC – portion > 50%
- Expansion of PXC range by approximately 50 Skins
- TV campaign in 13 countries
- Acquisition Vietnam
- Acquisition Thailand
- Further M&A search in the USA

Einhell's pros at a glance:

1. INTERNATIONAL EXPANSION

- Further high market opportunities due to international expansion
- High opportunities by scaling the sales base with the current range of products
- Successful Track-record over many years

2. FOCUS PRODUCT GROUPS

- Leading position in battery platforms
- High market growth rates, high sales growth rates in the area of cordless tools

3. BRAND STRATEGY

- Development of Einhell to an international A-Brand
- High gain of market shares for cordless items under the Einhell Brand

4. FINANCIAL STRENGTH/ SOLID FINANCIAL KEY FIGURES

- Sound equity ratio
- Sustainable long-term positive cash-flows
- Long-term oriented dividend policy (20 – 30% of the consolidated net income)

Thank you for your attention!



DAS



TEAM

Disclaimer

This presentation contains forward-looking statements.

Forward-looking statements are based on specific assumptions and expectations at the time of this presentation.

They are therefore subject to risks and uncertainties and actual results may differ considerably from the results in such forward-looking statements.

Various risks and uncertainties are determined by factors that do not lie in the EINHELL Group's sphere of influence and can therefore not be estimated with certainty at present.

This includes, without limitation, future market conditions and the economic trends as well as legal and political decisions.

Unless otherwise stipulated, all amounts are stated in thousands of euros (KEUR).

There may be minor deviations in this report and in other reports due to rounding of totals and the calculation of percentage figures.