

Results Q1 2022

tonies SE | Luxembourg | May 24th, 2022

PRESENTATION VERSION
CONFIDENTIAL



Who you have on the call today



Marcus Stahl

Co-CEO,
Co-Founder



Florian Drabeck

CFO



Jan Middelhoff

MD International



Recap FY 2021 Results

Q1 2022

Outlook

Q&A

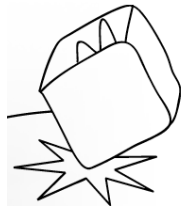
Recap FY 2021 Results



tonies is the largest interactive audio platform for kids in the world ... loved by kids, their parents and our retail customers



Digitally connected



Child friendly

Playful

Audio / Listening



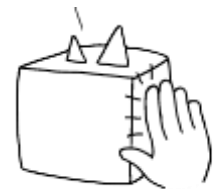
No screen-time



Educational



Independent play



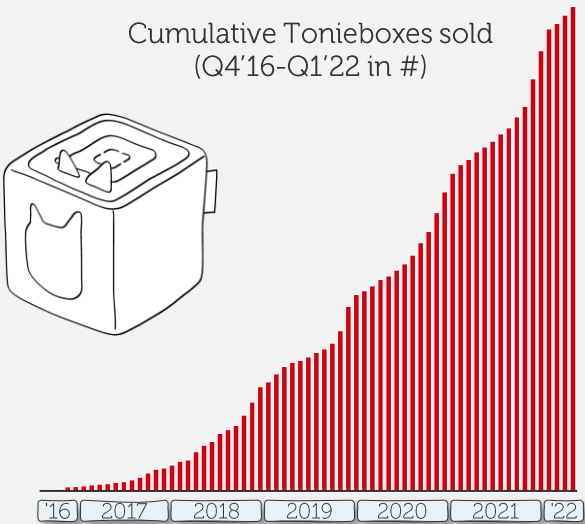
We are the pioneers of connected, technology-enabled audio systems for kids and provider of premium, curated audio content

Our business model in a nutshell



Our platform is exponentially growing with more and more Tonieboxes...

Cumulative Tonieboxes sold (Q4'16-Q1'22 in #)

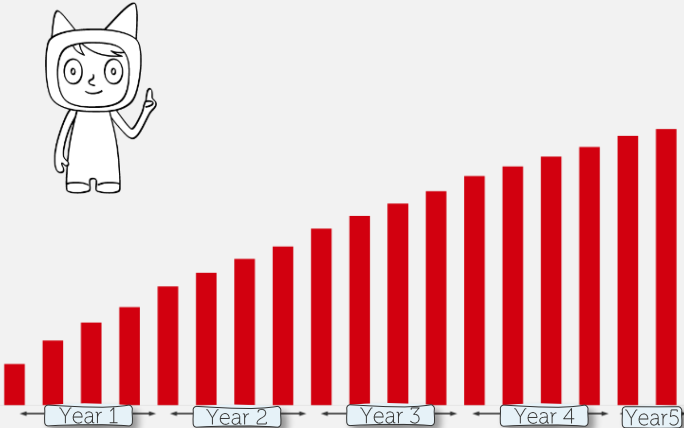


-80%

of active Tonieboxes per month

... fueling our razorblade business model with highly predictable Tonie sales

Subscription-like cohorts



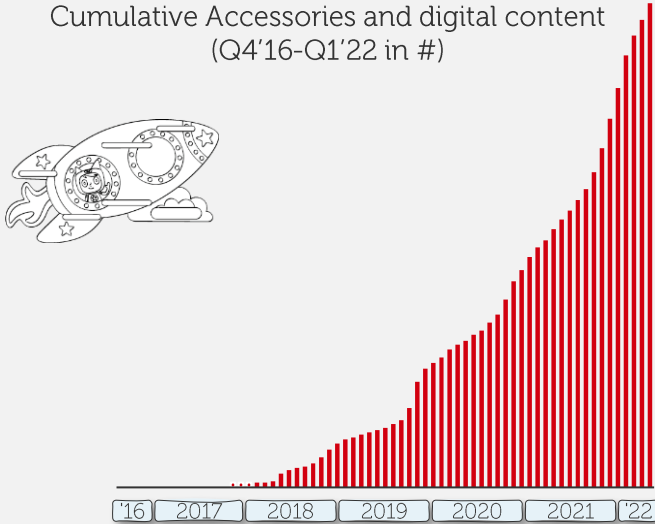
>20

Tonies per Toniebox after 4,5 years

YEAH!

... and adding high margin products to our Tonies universe

Cumulative Accessories and digital content (Q4'16-Q1'22 in #)



...and we just **started**

... with more to come



Recap: 2021 was a very successful year for tonies!



Accelerating growth, building the largest platform in the market

40%

YoY Revenue growth

3.5m

Tonieboxes sold until end of 2021

International expansion exceeding plan

19%

international Revenue vs. 7% PY

EUR 20m

US Revenue (+25% vs. Plan)

Continued margin and unit economics improvements despite macro-challenges

54.1% (+4pp)

Gross margin

21.3% (+1.5pp)

Contribution margin

Conscious growth investments on the back of a profitable DACH business

-8.1%

Adj. EBITDA on Group

Profitable

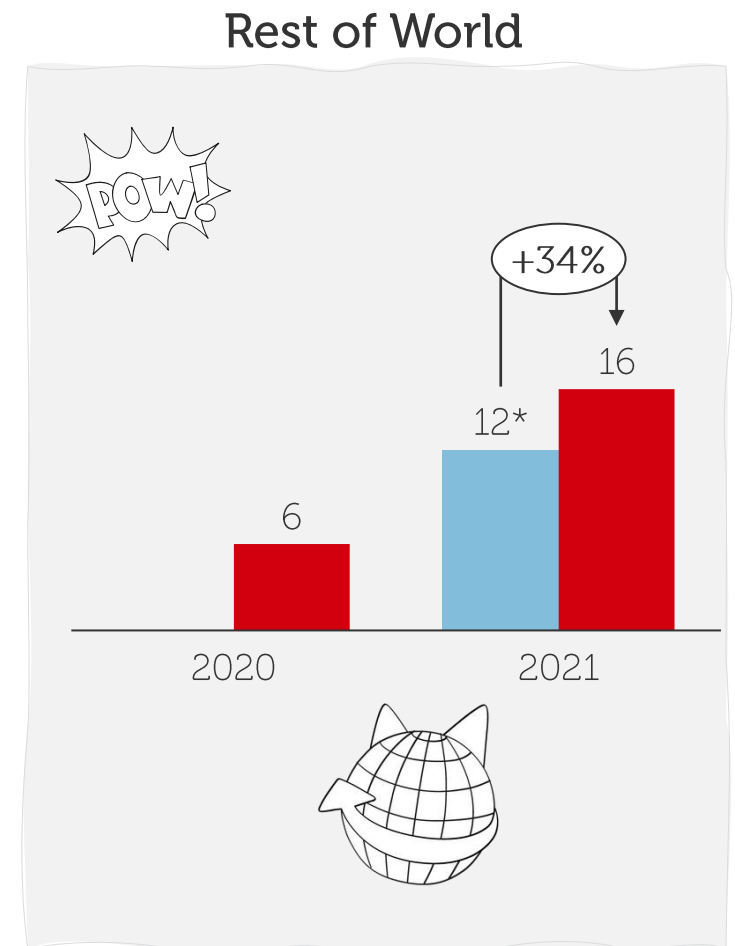
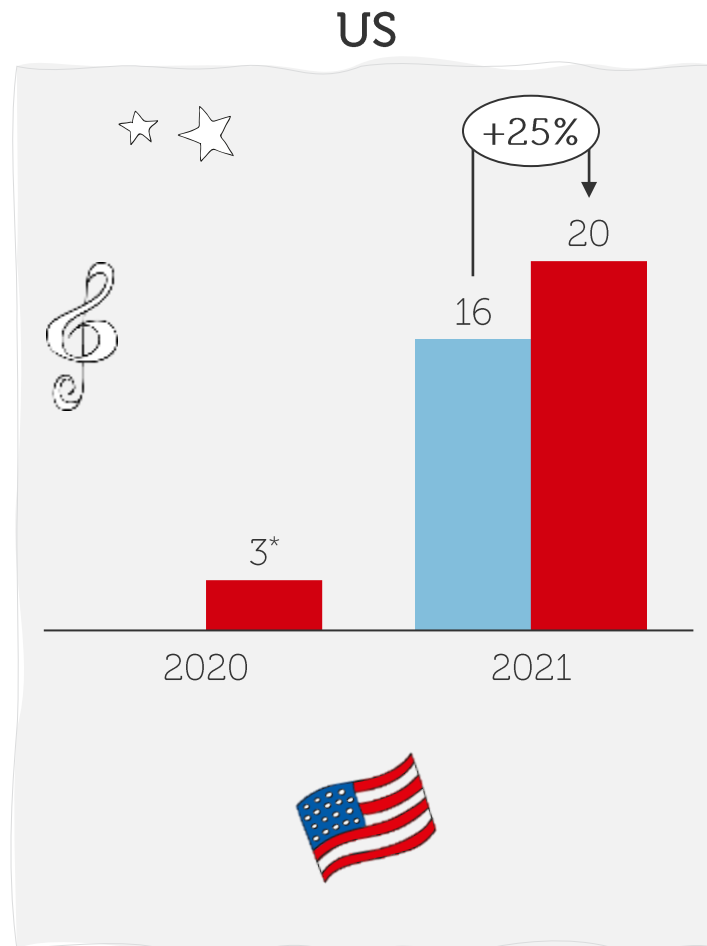
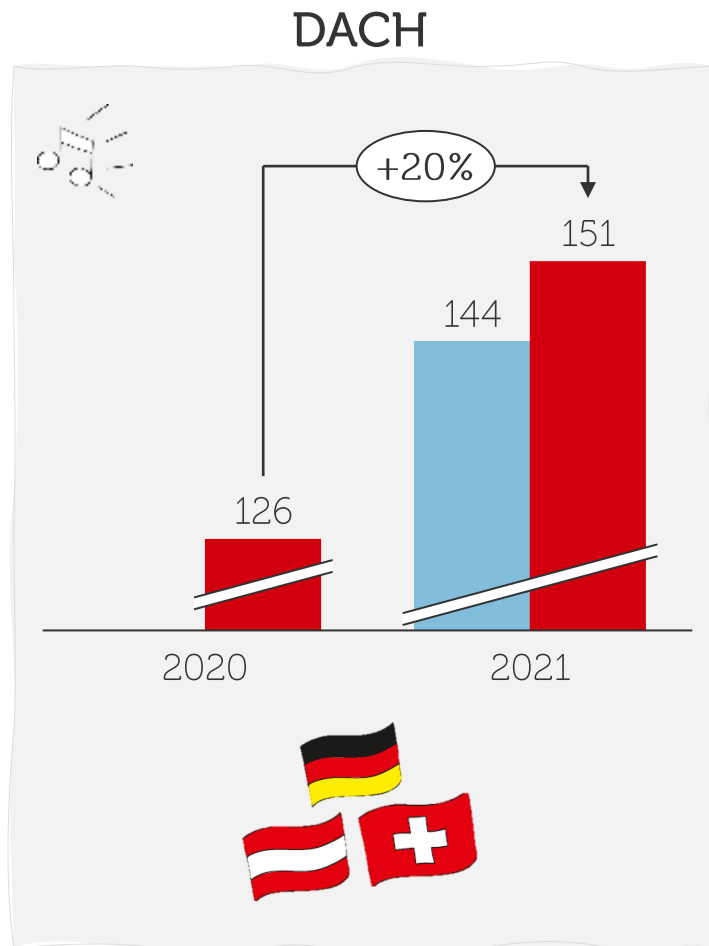
DACH business

Our products excite consumers around the globe!

All markets performing substantially ahead of plan

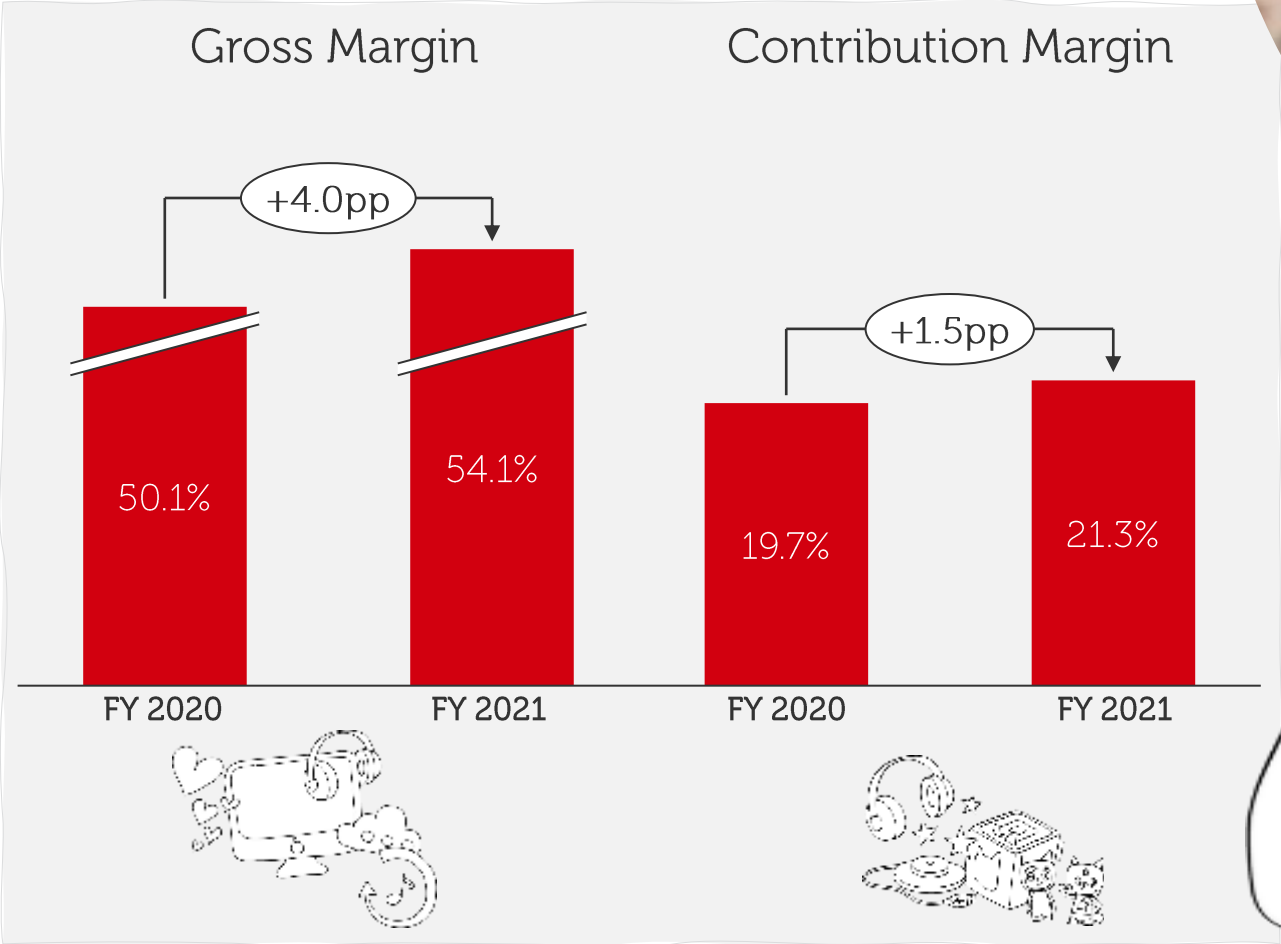


Revenue per geography (in EURm)



Note: * US and France only partial year (4 months); France and UK included in "Rest of World"

Margins are improving, despite macroeconomic turmoil




We are constantly improving our Unit Economics and margin profiles

DACH business is profitable – to be replicated in international growth markets

A white banner with a scalloped edge, hanging from a string of white triangular bunting flags across the top of the slide.

DACH Business already profitable with positive Adj. EBITDA

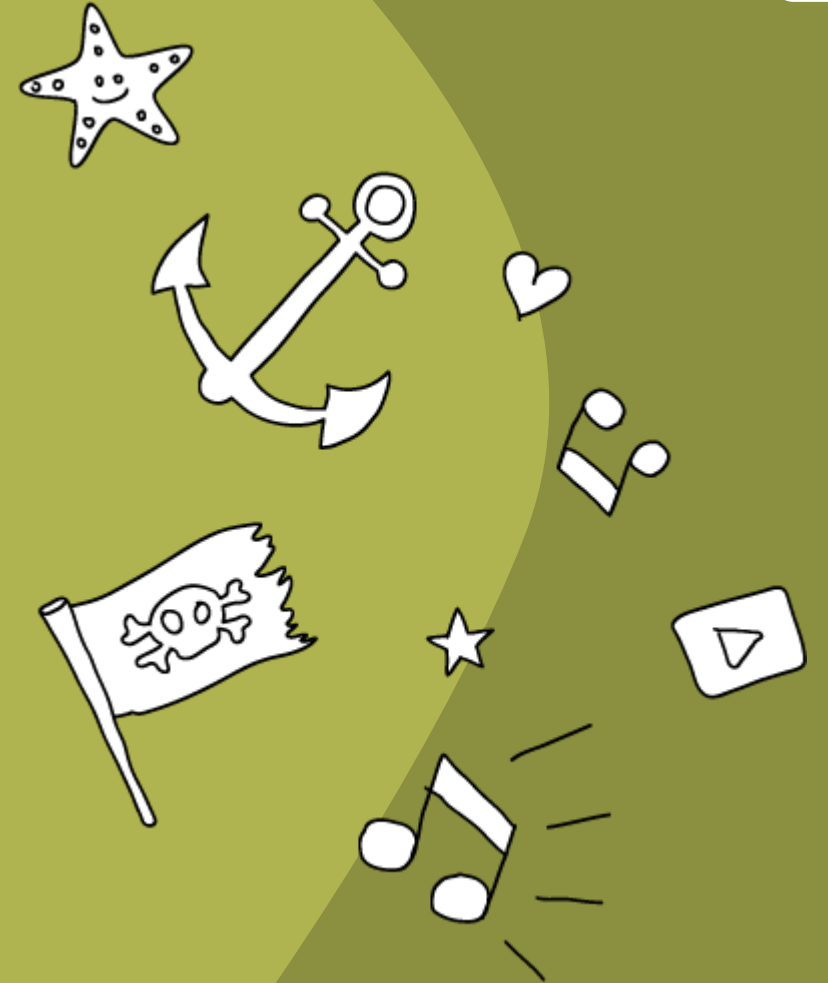
... serving as the blueprint (and cash generator) for our international expansion


A cartoon character wearing a party hat and blowing a party horn.

And we see it works!

We follow the same blueprint in our international markets

Q1 2022



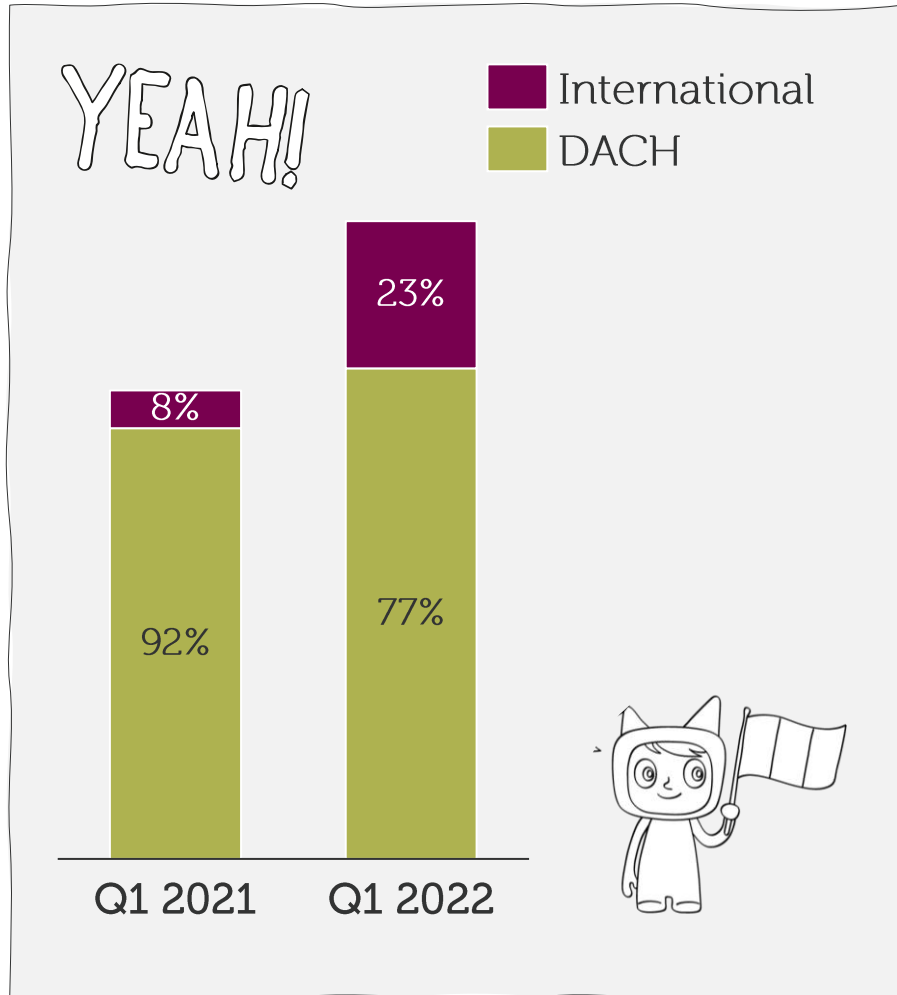


Q1 2022 has been
an *exceptional* quarter
with a group revenue
growth 37% YoY

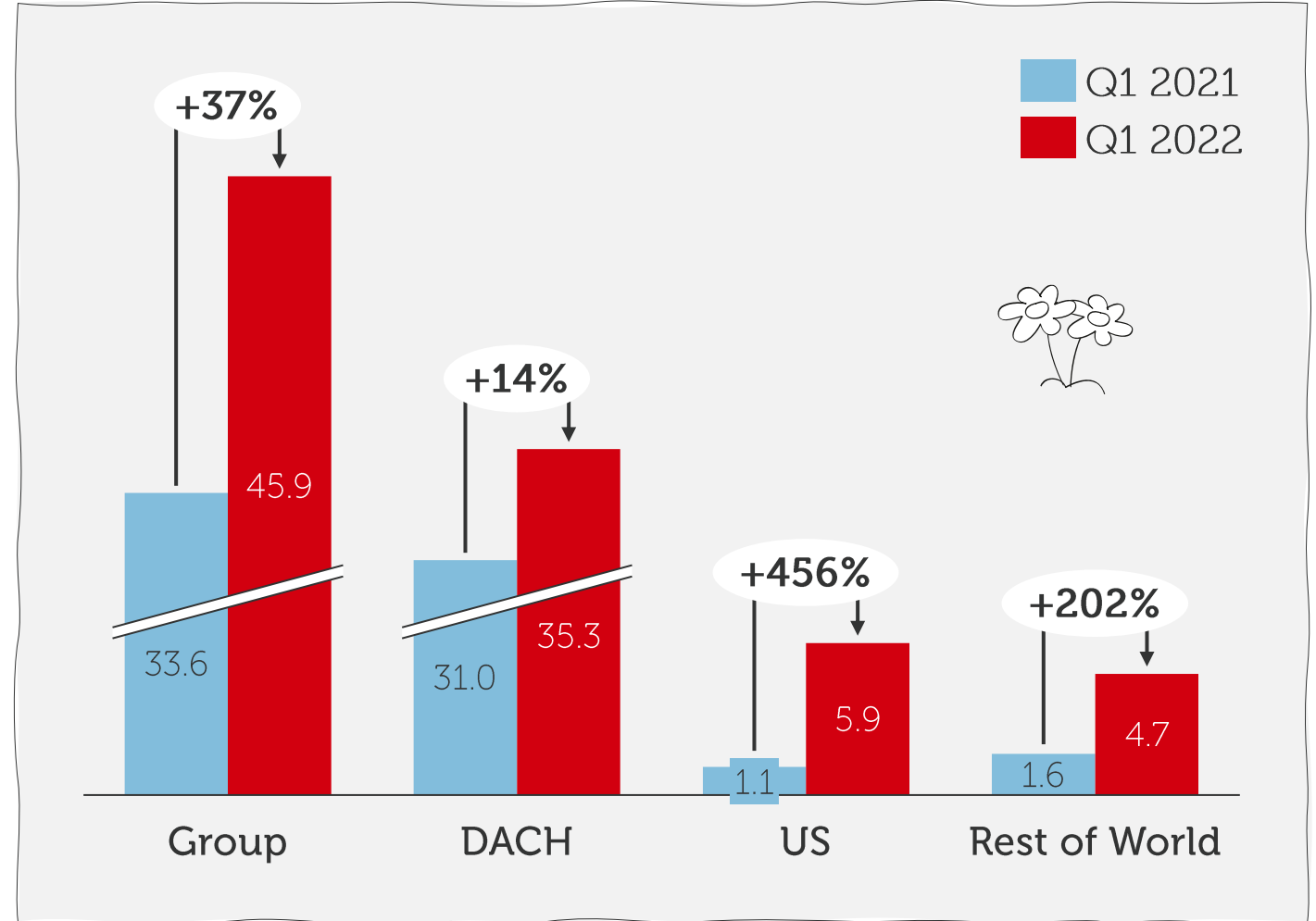
Continued strong growth driven by international markets



Geographic Group Revenue Split



Geography Revenue YoY growth



Very positive performance across geographies and products



(in EURm)

	Q1-21	Q1-22	Change
Revenue	33.6	45.9	37%

FY 2021	FY 2022 Plan	Change
188.0	250.0	33%

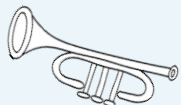
by geographies

DACH	31.0	35.3	14%
US	1.1	5.9	456%
Rest of World	1.6	4.7	202%

by product

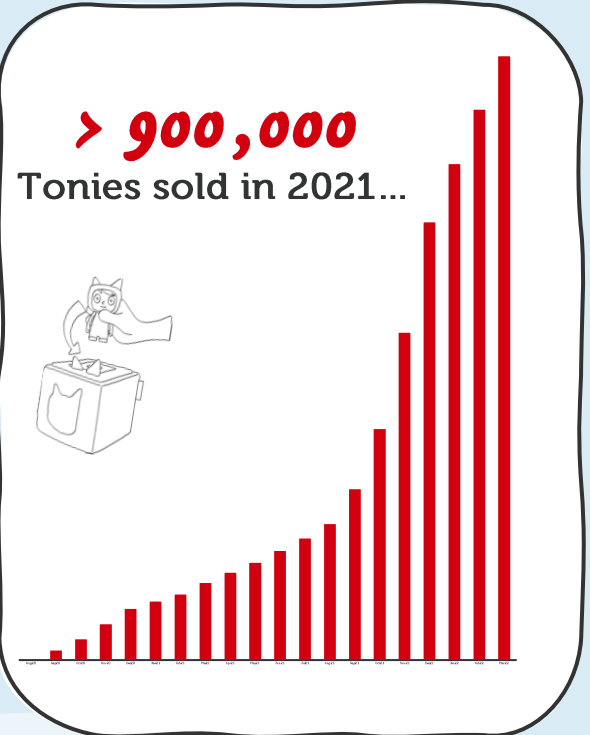
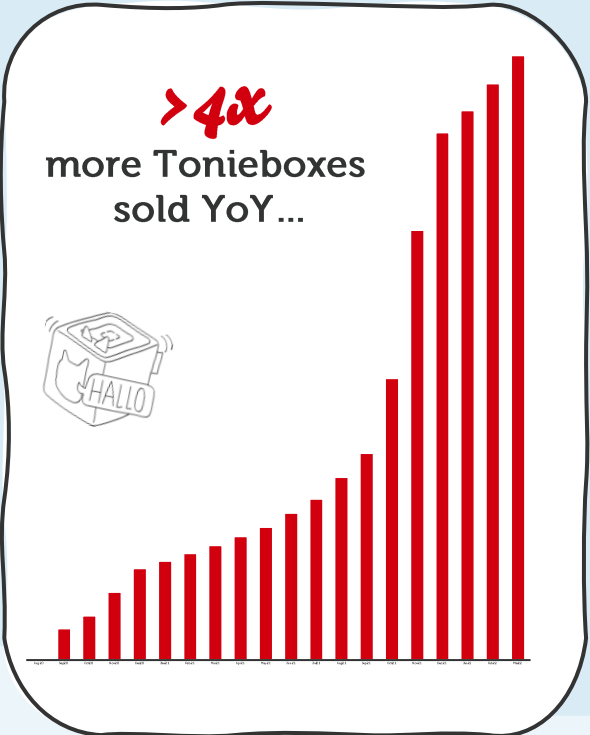
Tonieboxes	8.0	9.3	15%
Tonies Figurines	24.6	35.0	42%
Accessories & Digital	0.9	1.6	75%

We have already sold **3.7m** Tonieboxes now!



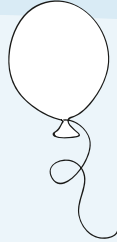
Note: * all time cumulated until end of Q1 2022, globally

Continued strong international scale-up - esp. in the US



... growing our installed base to
>230,000 Tonieboxes

... and already >340,000
Tonies sold in Q1 2022



US market follows DACH success story



Our Tonies portfolio is constantly expanding globally...

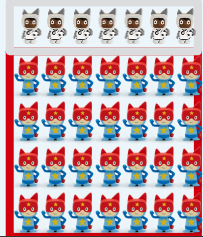
Rest of World US DACH



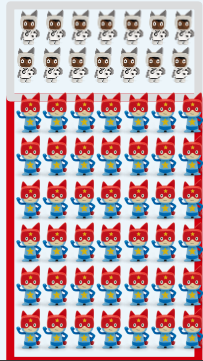
2016



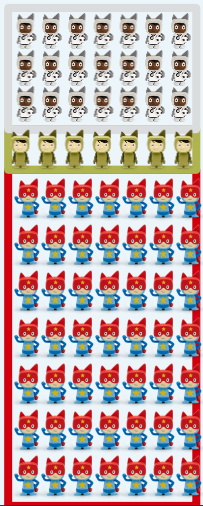
2017



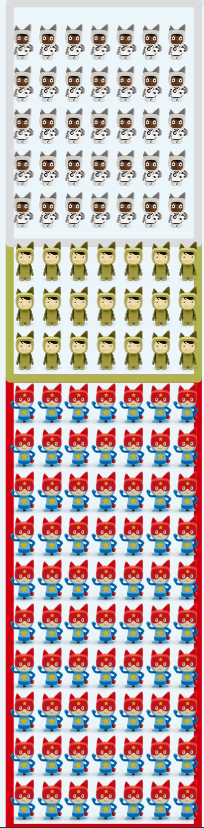
2018



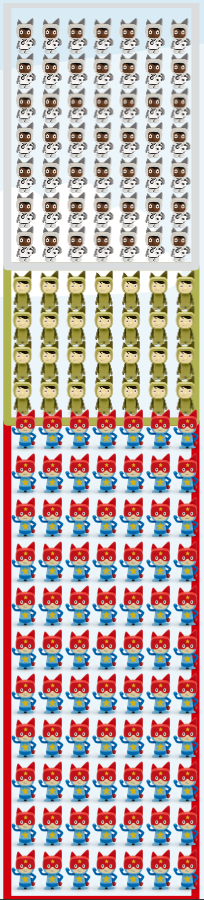
2019



2020



2021



2022*

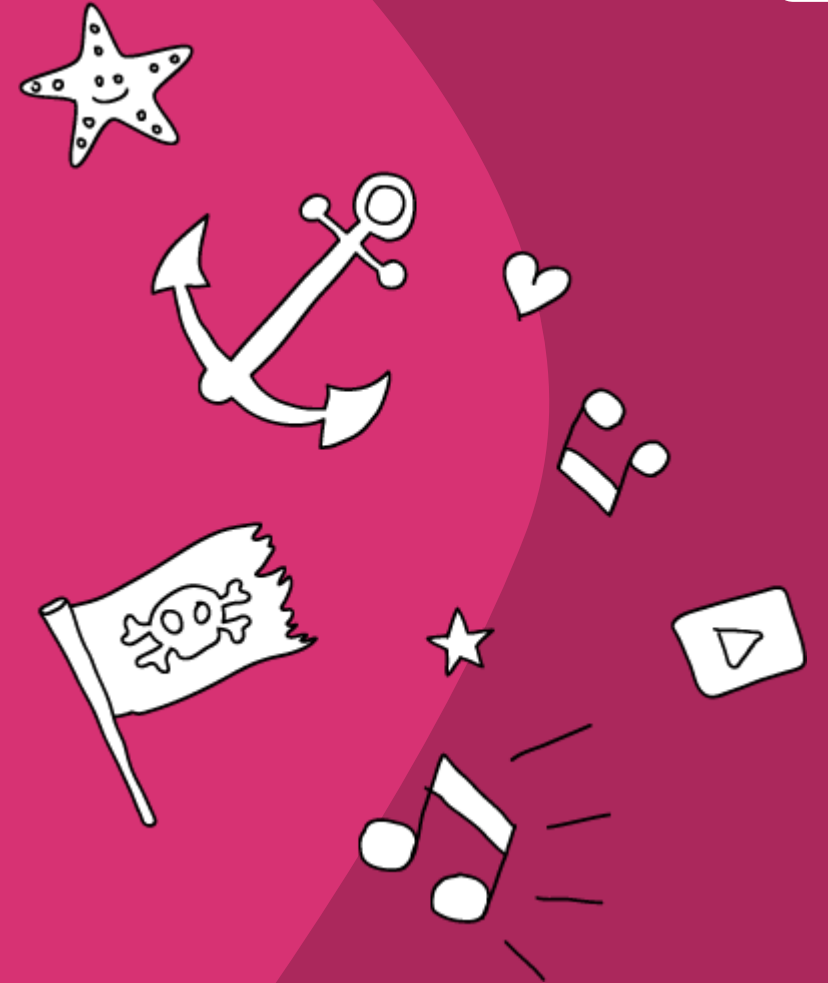
Note: For 2022 only Q1 launches are considered

... and we launched 50 Tonies in Q1 – our profit nuggets

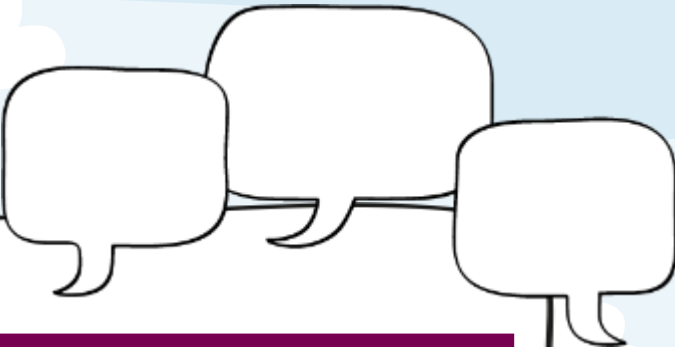


Note: Some Tonies account for multiple market launches

Outlook



We confirm our guidance



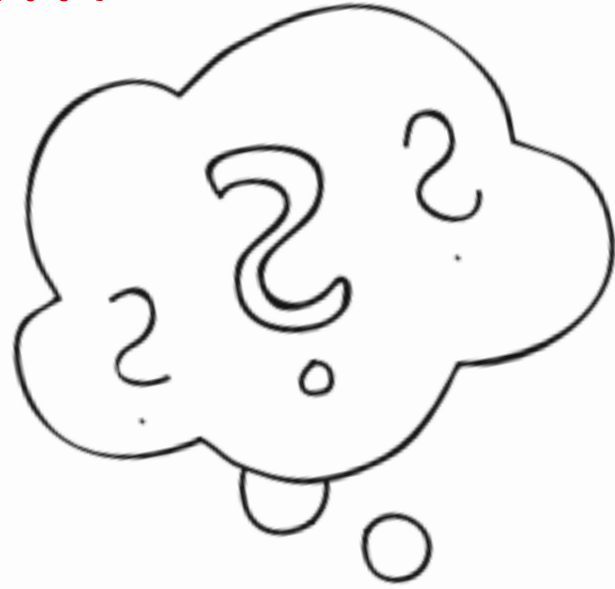
	Guidance from IPO	Guidance as of Jan 31 st , 2022
Group Revenue (EURm)	250	Confirm 250 (+ 33% YoY growth)
Group Adj EBITDA (% of Revenue)	na	<i>"Slightly better than FY 2021"</i>
US Revenue (EURm)	52	Confirm 52 (+160% YoY growth)



Q&A



Any *questions....?*





Backup

Recap: IFRS Income statement tonies SE FY 2021 and Adj EBITDA reconciliation



	2020 EURm	% of Revenue	2021 EURm	% of Revenue	Change EURm
Revenue	134.6	100.0%	188.0	100.0%	53.4
COGS	-67.1	-49.9%	-86.2	-45.9%	-19.1
Gross profit	67.5	50.1%	101.8	54.1%	34.3
Licensing costs	-23.1	-17.2%	-35.2	-18.7%	-12.1
Gross profit after Licensing costs	44.4	33.0%	66.5	35.4%	22.1
Other income	0.6	0.4%	0.4	0.2%	-0.2
Personnel expenses	-15.6	-11.6%	-36.4	-19.4%	-20.8
Other expenses	-35.8	-26.6%	-277.9	-147.8%	-242.1
EBITDA	-6.5	-4.8%	-247.3	-131.6%	-240.9
Depreciation and amortization	-11.3	-8.4%	-14.2	-7.6%	-2.9
EBIT	-17.8	-13.2%	-261.6	-139.1%	-243.7
Financial Result	-3.5	-2.6%	13.5	7.2%	17.0
EBT	-21.3	-15.8%	-248.0	-132.0%	-226.8
Tax income	3.1	2.3%	7.5	4.0%	4.5
Loss for the period	-18.2	-13.5%	-240.5	-127.9%	-222.3

"Other expenses" includes EUR 201.2m IFRS listing fee which is calculated as difference of

- Market Value of share in tonies SE of EUR 438.7m, i.e. 30m class A shares and 7.5m class B (sponsor) shares each valued at EUR 11.70 as per closing on 26.11.2021
- Less Net Assets of tonies SE subgroup of EUR 237.5m
 - Assets of EUR 297.4m which is essentially cash
 - Less Liabilities of EUR 59.9m, which is EUR 52m for warrants at closing as well as provisions, mostly related to IPO costs
- This position is adjusted in line IPO-related costs
- In IFRS, this goes through the P&L and is then added back in equity (see separate slides)

EBITDA	-6.5	-4.8%	-247.3	-131.6%	-240.9
(i) Share Based Compensation	3.5	2.6%	11.3	6.0%	7.9
(ii) Own developed Software (not activated)	1.8	1.4%	3.3	1.8%	1.5
(iii) Special projects and boni	1.7	1.3%	3.3	1.8%	1.6
(iv) IPO-related costs	0.0	0.0%	214.1	113.9%	214.1
(v) Results from prior periods	-0.8	-0.6%	0.0	0.0%	0.8
Adj EBITDA	-0.3	-0.2%	-15.2	-8.1%	-14.9

- IPO-related costs consists of EUR 201.2m IFRS listing fee (see above) and EUR 12.9m other costs, mostly in tonies (previously AVI) Holding GmbH and related to advisors
- Most IPO costs at tonies SE (esp bank fees / lawyers) are directly reflected in equity or part of liabilities used for IFRS listing fee calculation

Recap: IFRS Balance Sheet tonies SE FY 2021



	2020 EURm	% of BS Total	2021 EURm	% of BS Total	Change EURm
Assets	350.2	100.0%	438.0	100.0%	87.9
Non-current assets	297.9	85.1%	298.2	68.1%	0.3
Property, plant and equipment	5.3	1.5%	6.5	1.5%	1.2
Intangible assets (incl Goodwill)	287.7	82.2%	281.4	64.3%	-6.3
Other	4.8	1.4%	10.2	2.3%	5.4
Current assets	52.3	14.9%	139.9	31.9%	87.6
Cash	9.1	2.6%	75.6	17.3%	66.5
Inventories	23.1	6.6%	31.5	7.2%	8.5
Trade receivables	16.9	4.8%	22.3	5.1%	5.5
Other	3.3	0.9%	10.4	2.4%	7.1
Equity and Liabilities	350.2	100.0%	438.0	100.0%	87.9
Equity	198.5	56.7%	281.3	64.2%	82.8
Share capital & premium	203.3	58.1%	550.4	125.6%	347.1
Other incl accumulated profit and loss	-4.8	-1.4%	-269.1	-61.4%	-264.3
Liabilities	151.6	43.3%	156.7	35.8%	5.1
Non-current liabilities	41.1	11.7%	43.1	9.8%	2.1
Lease liabilities (long term)	0.3	0.1%	0.7	0.2%	0.3
Share-based payment liabilities (long term)	3.5	1.0%	7.9	1.8%	4.5
Deferred tax liabilities	37.3	10.6%	34.5	7.9%	-2.7
Current liabilities	110.5	31.6%	113.6	25.9%	3.0
Trade payables (short term)	24.9	7.1%	35.4	8.1%	10.5
Loans and borrowings (short term)	57.8	16.5%	0.3	0.1%	-57.4
Other and provision	27.9	8.0%	77.9	17.8%	50.0

i - IFRS listing fee of EUR 201m part is reflected in both, "Share capital & premium" as addition and in "Other incl accumulated profit and loss" as reduction

ii - In 2021, year end recognition of warrants with EUR 32.2m is reflected (not yet relevant in 2020):

- 6.4m Sponsor warrants valued EUR 2.69 each, totaling EUR 17.2m
- 10m Public warrants valued EUR 1.50 each, totaling EUR 15m

Note that value of warrants decreased since closing from EUR 52.2m to EUR 32.2m year-end

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These slides contain forward-looking statements

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Thank you !

