

# SCALING UP SUCCESS

LEIFHEIT



## Investor Presentation FY 2021

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# Executive Summary FY 2021



**Group turnover up 6.2% vs last year**

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**Group EBIT up 6.9% vs last year**

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**Branded business (Leifheit & Soehnle) turnover up 27% within 2 years (2021 vs 2019)**

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**Group EBIT more than doubled within 2 years, from less than 10 to more than 20 million €**

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**Gross margin down from 45.0% to 42.3%**

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**Free cash flow soaring to m€ 9.6**

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# Successful FY 2021 – but increasing distortions in the global supply chains weigh on EBIT in H2 2021 and FY 2022 forecast



## Good business performance in FY 2021

- Successful TV campaigns in selected markets
- Normalization of consumer behavior compared with the prior-year period, which was significantly affected by COVID-19; continued highly volatile market conditions
- Since 2019, average annual turnover growth of around 11%

## Nevertheless, distortions in global supply chains affect gross margin and EBIT in the 2nd half year

- Increasing supply bottlenecks and associated cost increases for many raw materials/intermediates
- Significant rise in steel and plastic prices
- Tense situation in the sea freight sector

## Forecast 2022: further significant increases in procurement costs and supply bottlenecks expected

- Group turnover slightly below previous year
- Group EBIT significantly below previous year
- Free cash flow below previous year



# Leifheit makes top quality household products, designed in Germany



Profi Floor Wiper  
4.7 stars



Leifheit rückenschonender Bodenwischer Profi XL micro Duo, effektiver Schrubber mit Bezug aus Mikrofaser, Wischer für Fliesen un...

★★★★☆ 4,7 von 5

911 Sternebewertungen



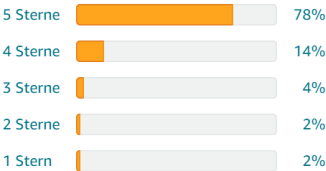
CLEAN TWIST Disc Mop Ergo  
4.6 stars



Leifheit Set Clean Twist Disc Mop Ergo 2.0 mit Rollwagen, Bodenwischer mit Mikrofaser Bezug für nebelfeuchte...

★★★★☆ 4,6 von 5

9.514 globale Bewertungen



Pegasus 150  
4.6 stars



Dieser Artikel Leifheit Standtrockner Pegasus 150 Solid Slim, standfester Wäscheständer mit Flügeln auch für lange Kleidungsstücke, besonders schmaler Flügelwäschetrockner passt auch durch enge Türen

Bestseller Nr. 1

★★★★☆ 4,6 von 5

3.208 Sternebewertungen



Linomatic 500 Deluxe  
4.5 stars



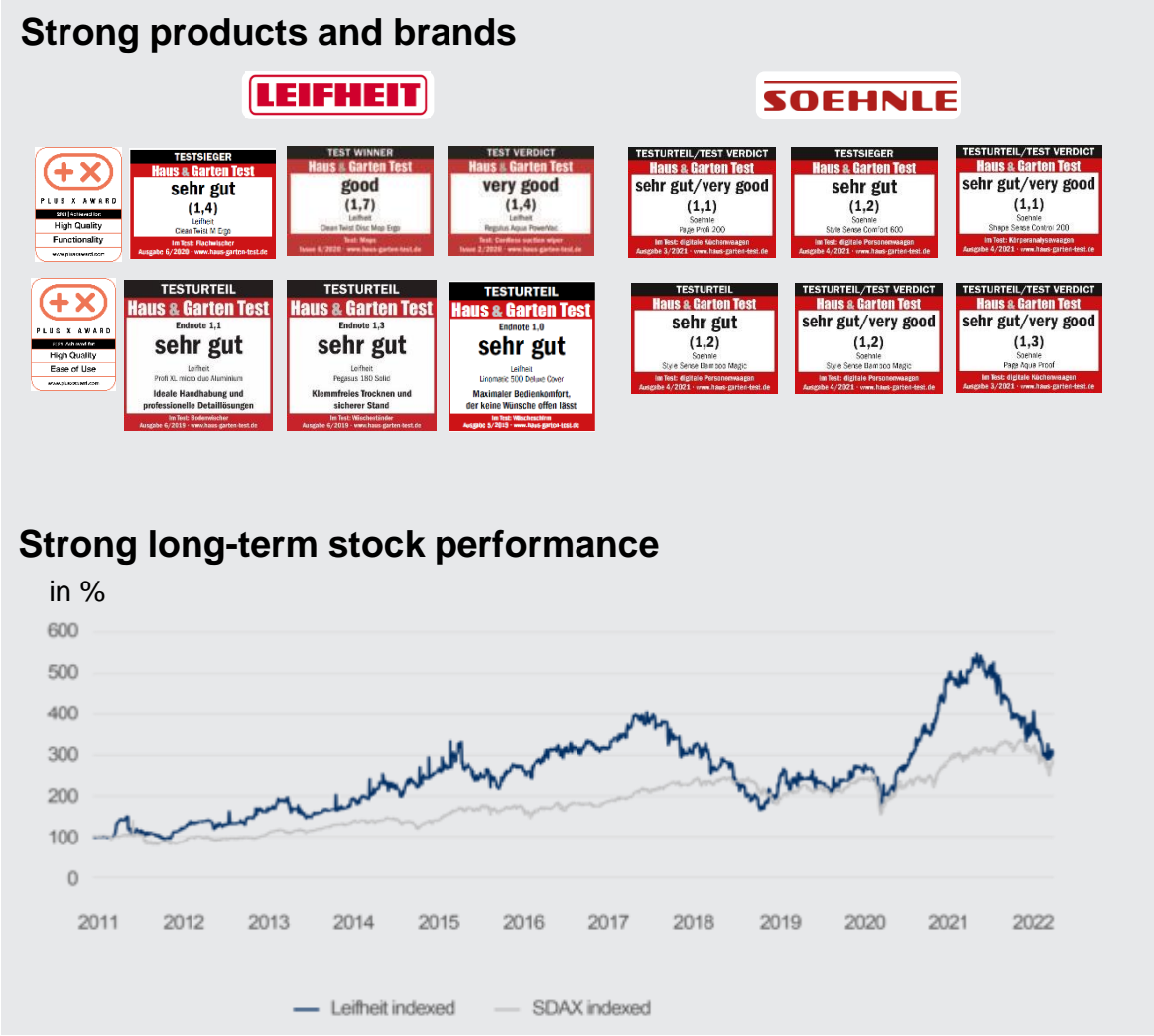
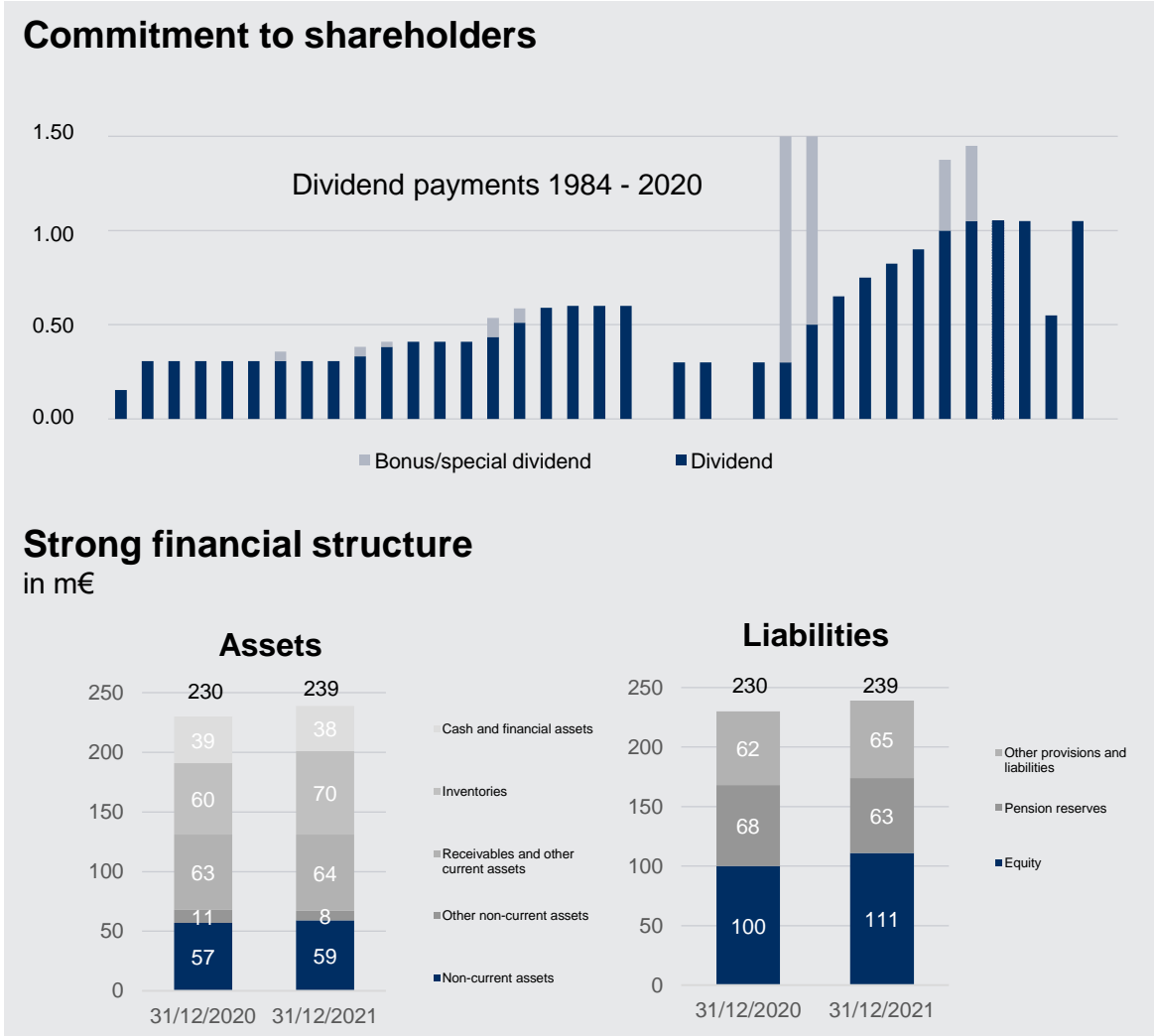
Leifheit Wäscheschirm Linomatic 500 Deluxe mit Leineneinzug für saubere Wäsche, Wäschepinne für die ganze Familie, Wäscheständer

★★★★☆ 4,5 von 5

2.114 Sternebewertungen



# Leifheit is financially solid and pays good dividends to shareholders

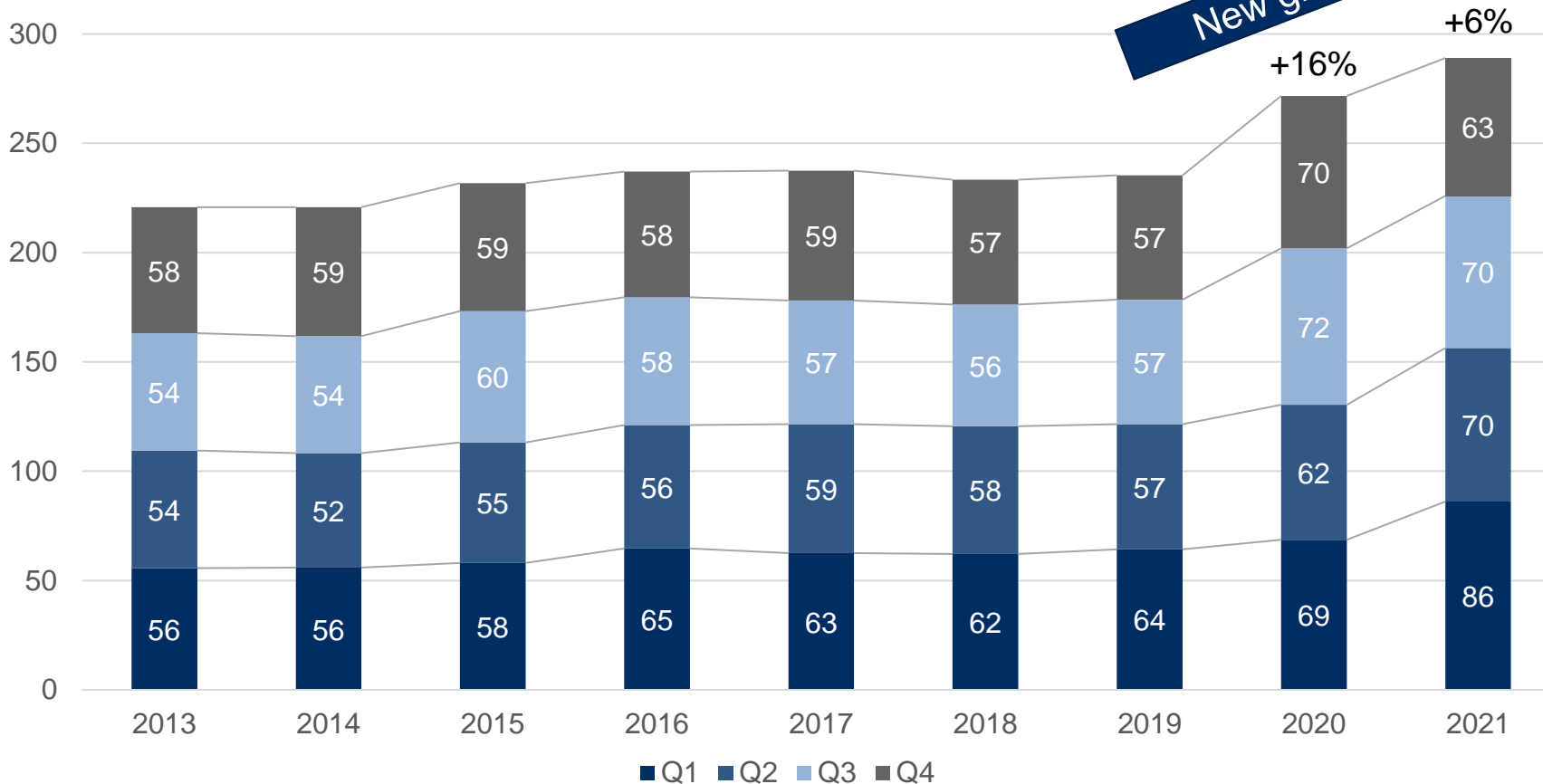




# Implementation of Scaling up success strategy leads to significant higher level of turnover

## Group turnover development by quarters

in m€

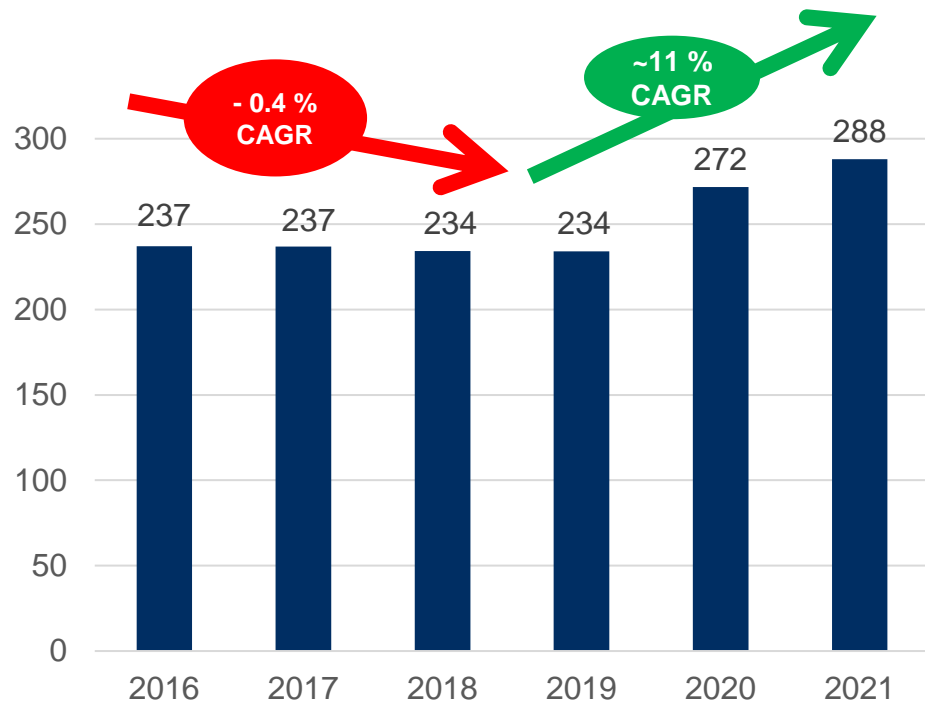


- Q1+Q2 2021: best ever Q1/Q2
- Q3+Q4 2021: Sales below prior-year level, but 2<sup>nd</sup> best ever Q3/Q4
- Supply bottlenecks increasingly noticeable in second half of 2021.

# The strategy works: 2019 to 2021 shows CAGRs of +11% on turnover and +43% on EBIT

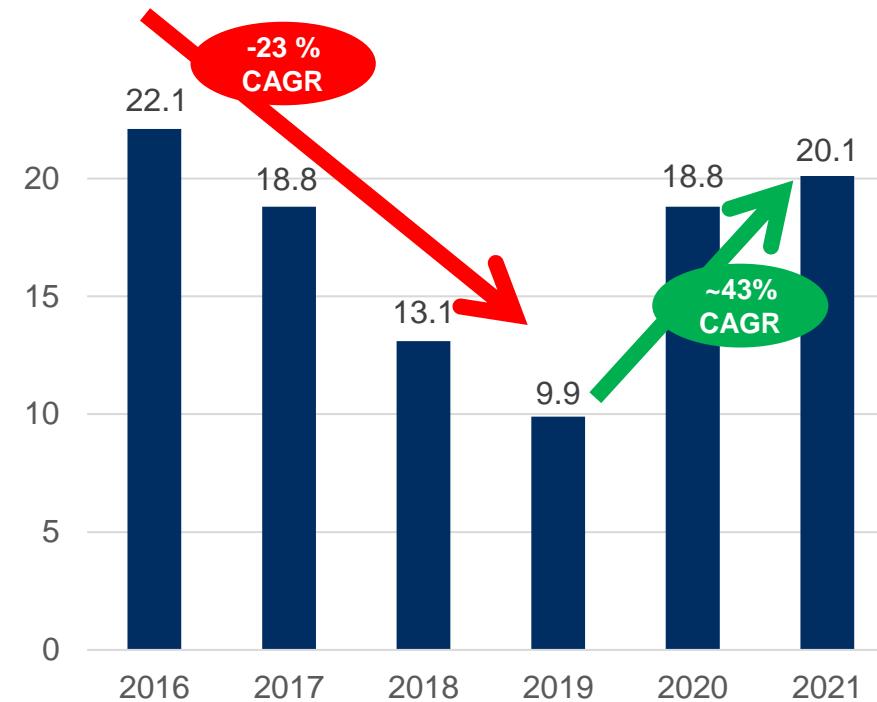
## Group turnover

in m€



## Group EBIT

in m€





# Raw material prices soared – no end of price rally in sight!

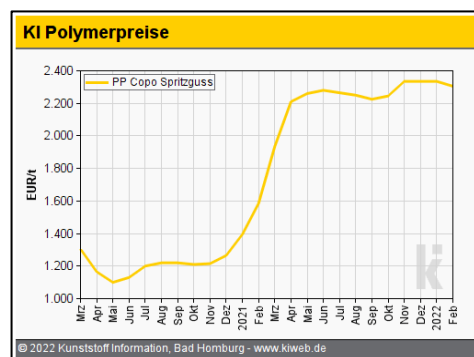
## Steel DC 01 +206%

since mid 2020

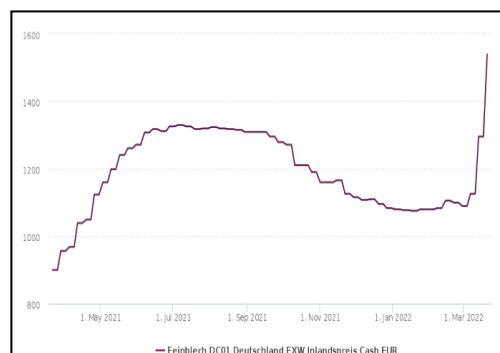


# Raw material prices soared – no end of price rally in sight!

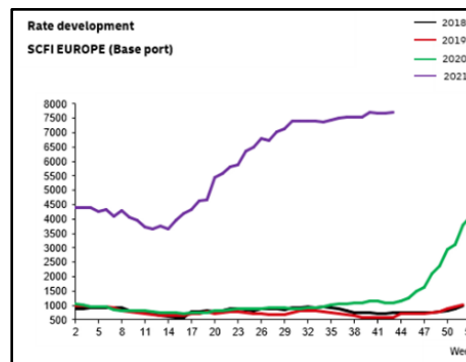
**Polypropylene: +112%**  
since mid 2020



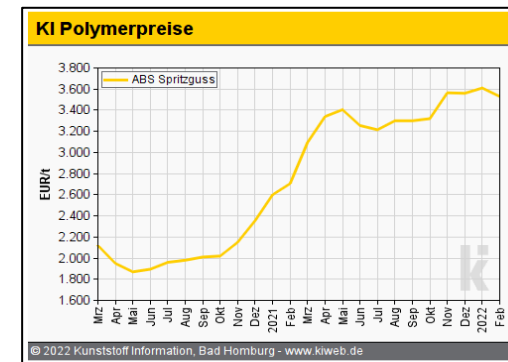
**Steel DC 01 +206%**  
since mid 2020



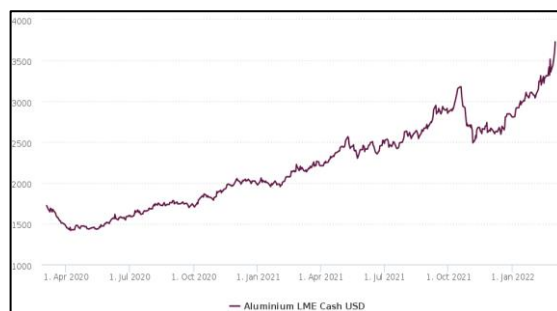
**Seafreight: +838%**  
since mid 2020



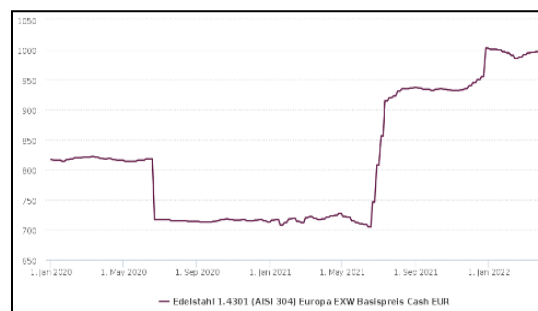
**ABS plastics: +91%**  
since mid 2020



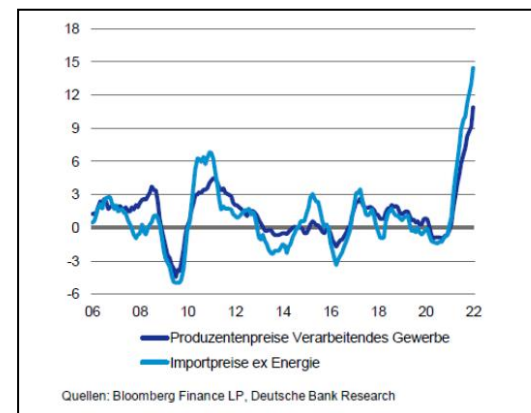
**Aluminium (LME): +146%**  
since mid 2020



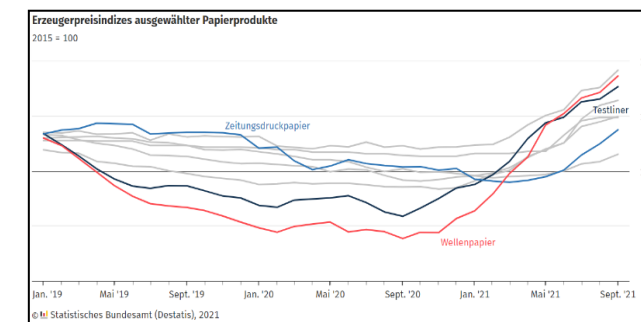
**Stainless Steel +40%**  
since mid 2020



**Import and producer prices**  
Germany in % vs prev. year



**Packaging: +75%**  
(Testliner) yoy Sept. 2020/2021



# Operating result (EBIT) increase by 6.9% in FY 2021 despite burdens in third and fourth quarter, gross margin 2.7pps down yoy

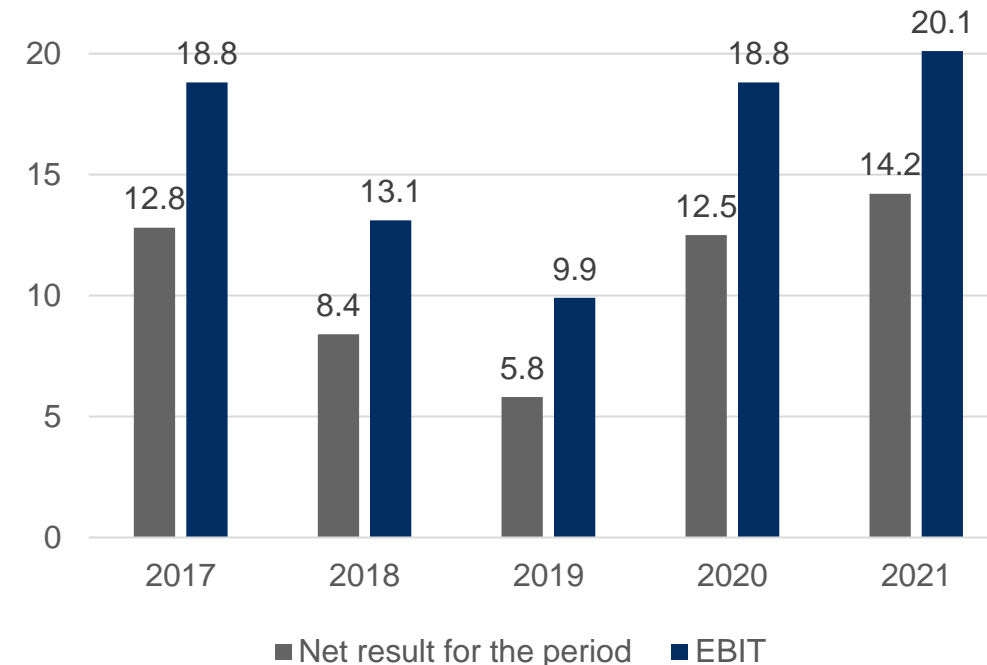


		FY 2020	FY 2021	Δ
Group turnover	m€	271.6	288.3	6.2%
Gross margin	%	45	42.3	-2.7 pps
Foreign currency result	m€	-0.9	1.2	>100.0%
EBIT	m€	18.8	20.1	6.9%
EBIT margin	%	6.9	7.0	+0.1 pps
Earnings before taxes (EBT)	m€	17.7	19.3	9.0%
Net result for the period	m€	12.5	14.2	13.2%
EPS	€	1.32	1.49	12.9%

- Despite enormous increase in prices for raw material and inbound freights EBIT increased to €20.1 million, up €1.3 million on the previous year (2020: €18.8 million).
- EBIT margin increased to 7.0% in the reporting year (2020: 6.9%).

## Group earnings development

2017 – 2021 in m€



# Measures to improve working capital are paying off, inventory value up due to procurement price effects



in m€	FY 2020	FY 2021	Δ
Cash flow from operating activities	4.0	16.4	12.4
Cash flow from investment activities	-9.5	-6.9	2.6
Cash flow from financing activities	-6.0	-10.4	-4.4
Free cash flow <sup>1</sup>	-5.5	9.6	15.1

in m€	31/12/2020	31/12/2021	Δ
Cash and cash equivalents at the end of reporting period	38.8	38.1	-0.7
Financial liabilities	-	-	-

- Free cash flow rose to € 9.6 million in the 2021 financial year (2020: € - 5.5 million).
- The increase in working capital resulted from the increase in inventories. Compared to 31 December 2020, the inventories increased by € 10.4 million to now € 70.1 million.
- The cash outflow from financing activities amounted to € 10.4 million (2020: € 6.0 million). This was mainly due to the dividend payment of € 10.0 million (2020: € 5.2 million) and the payments for leasing liabilities of € 0.6 million (2020: € 0.7 million).

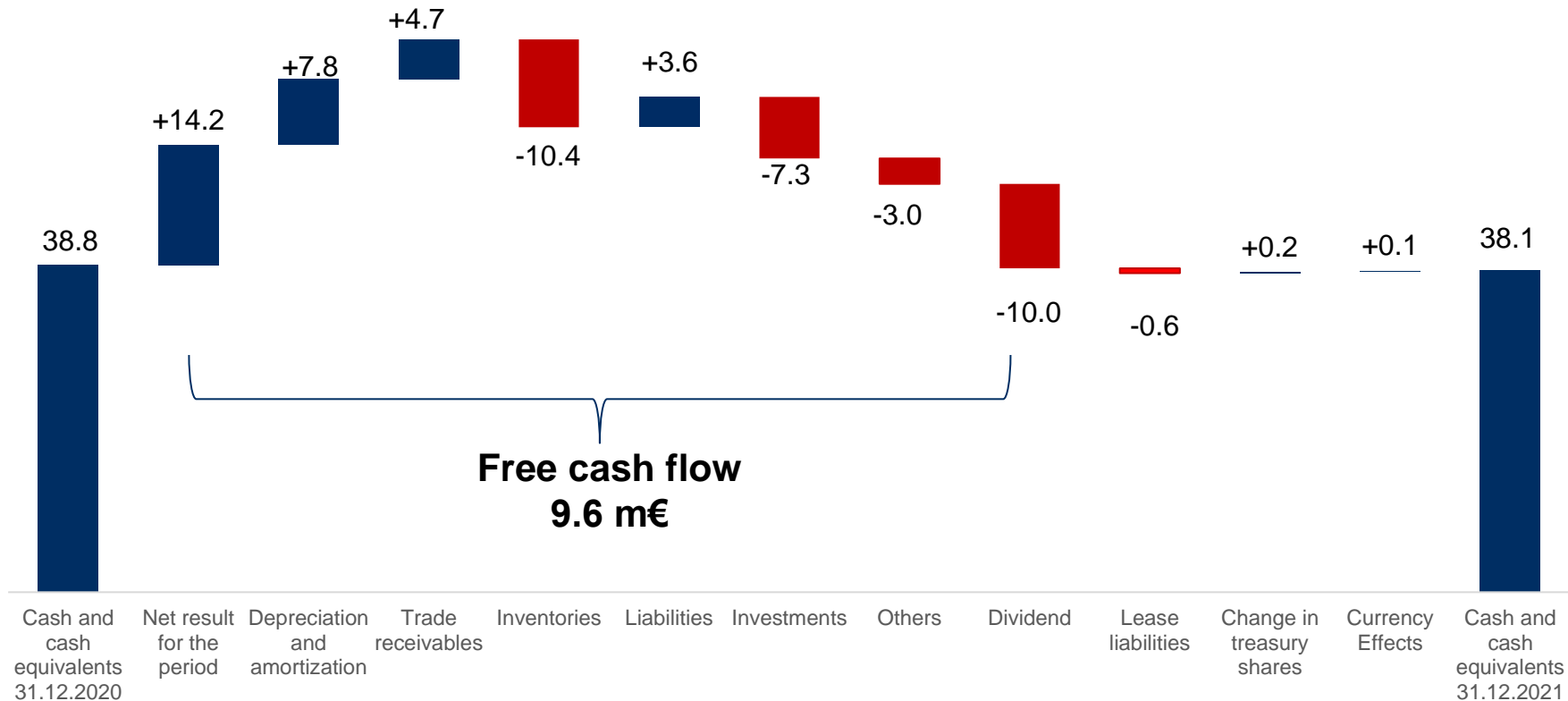
<sup>1</sup> Cash flow from operating activities and from investment activities, adjusted for incoming and outgoing payments in financial assets and, if existing, from acquisition and divestiture of business divisions.



# Measures to improve working capital are paying off, inventory value up due to procurement price effects

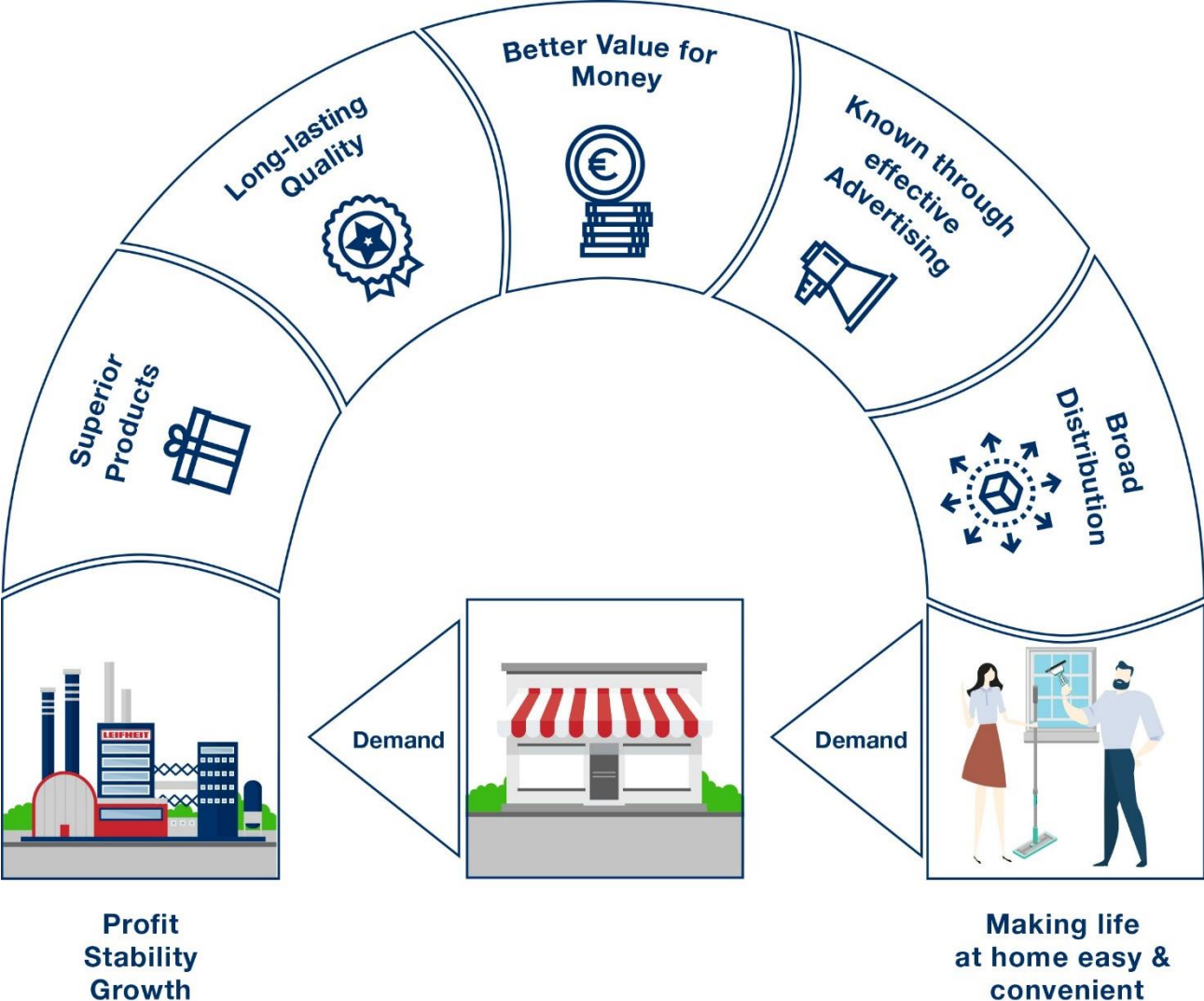
## Group liquidity

31.12.2020 vs. 31.12.2021 in m€



- Trade receivables fell due to decline in turnover in the fourth quarter (2020: increase of m€ 13.0).
- Inventory value increased in particular due to higher procurement prices.

# Our purpose? Happy consumers!



# We call our strategy “Scaling up success”

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		Focus	
		Growth	Profitability
1	<b>Create consumer demand</b> <ul style="list-style-type: none"> <li>Invest in pre-tested and scalable high ROI consumer advertising on profitable best sellers</li> <li>Launch new products only if margin &gt; average and if supported by pre-tested advertising</li> </ul>		
2	<b>Increase national and international distribution</b> <ul style="list-style-type: none"> <li>Leverage stronger brand to attract additional retailers and e-tailers</li> <li>Ensure good sell-out in new retail partners with co-advertising</li> </ul>		
3	<b>Improve gross margins</b> <ul style="list-style-type: none"> <li>Focus on own “made in Europe” profitable products</li> <li>Negotiate win-win with retailers, growing their total but not their % profit</li> <li>Take pricing and charge for logistics complexities</li> </ul>		
4	<b>Reduce all cost except consumer advertising</b> <ul style="list-style-type: none"> <li>Reduce SKUs dramatically</li> <li>Strict R&amp;D discipline</li> <li>Create fun, fast, friendly &amp; fearless culture</li> <li>Growing revenues leverages current structure</li> </ul>		

## KPIs 2019 vs. 2021

Revenue growth  
**+11% CAGR**

Gross profit  
**+10% CAGR**   
  
Gross margin  
**-0.8 pps**

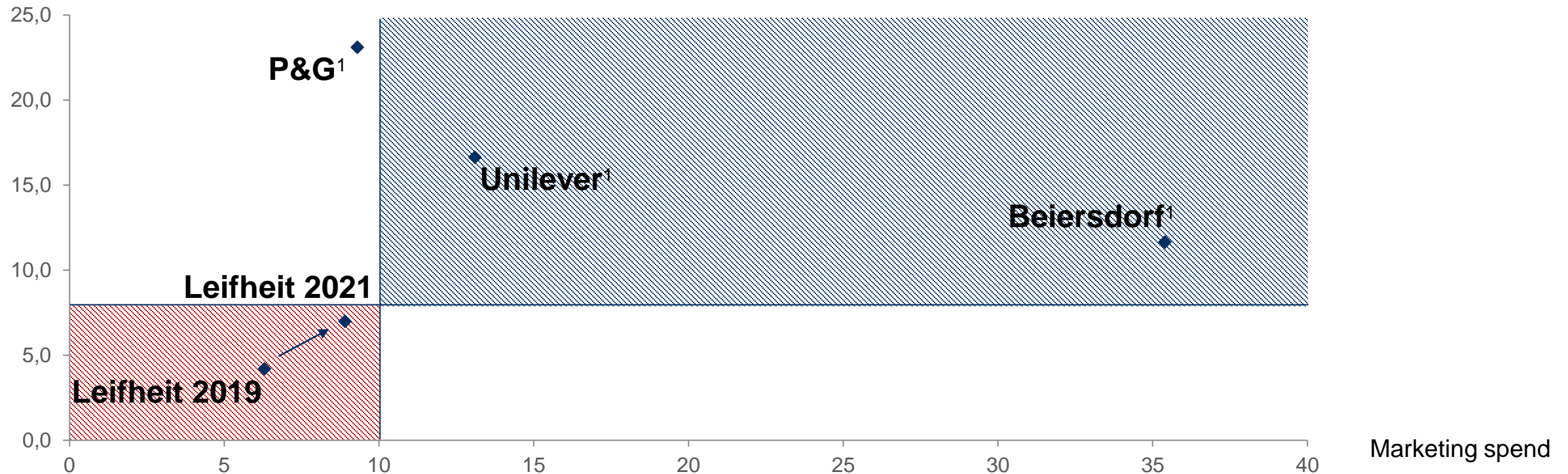
EBIT  
**+43% CAGR**   
  
EBIT margin  
**+2.8 pps**

# ① Create consumer demand and make brands stronger

## Peer group comparison Marketing spend and EBIT

in % of turnover

EBIT margin

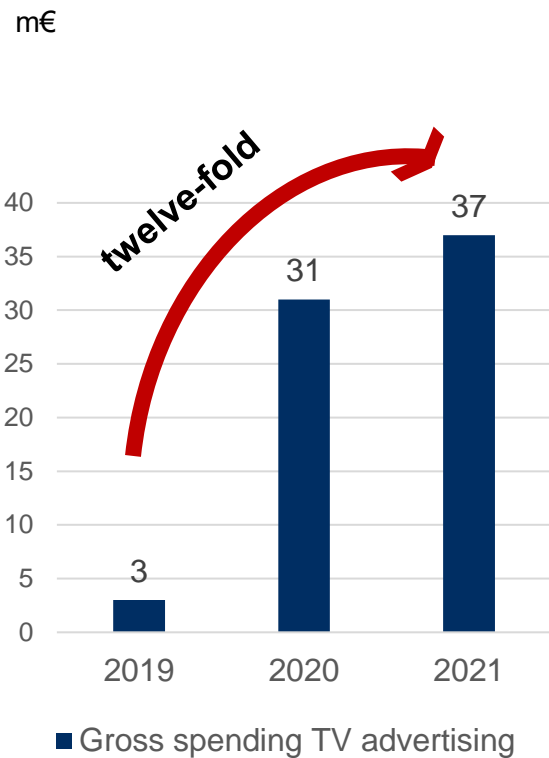


<sup>1</sup> Source: Annual reports 2021



# ① Our massive investments in TV advertising have turned Leifheit & Soehnle into winning brands

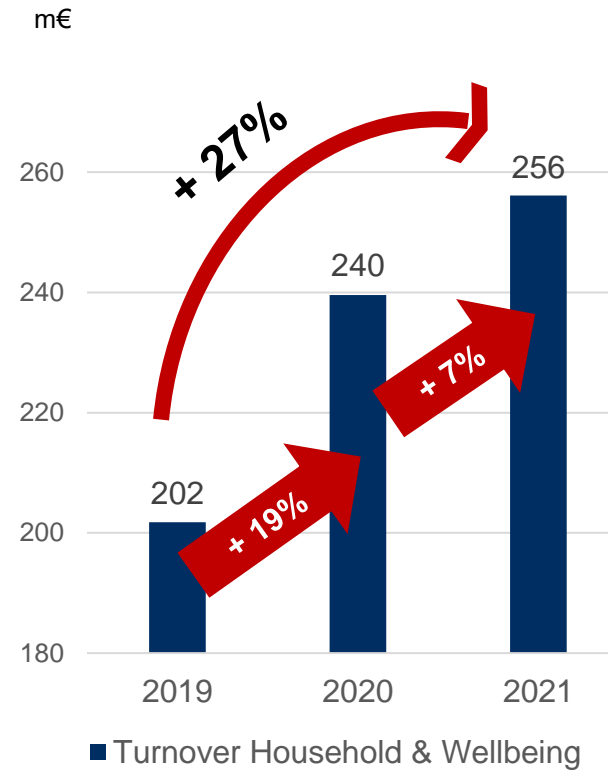
Leifheit & Soehnle  
Gross spending for advertising



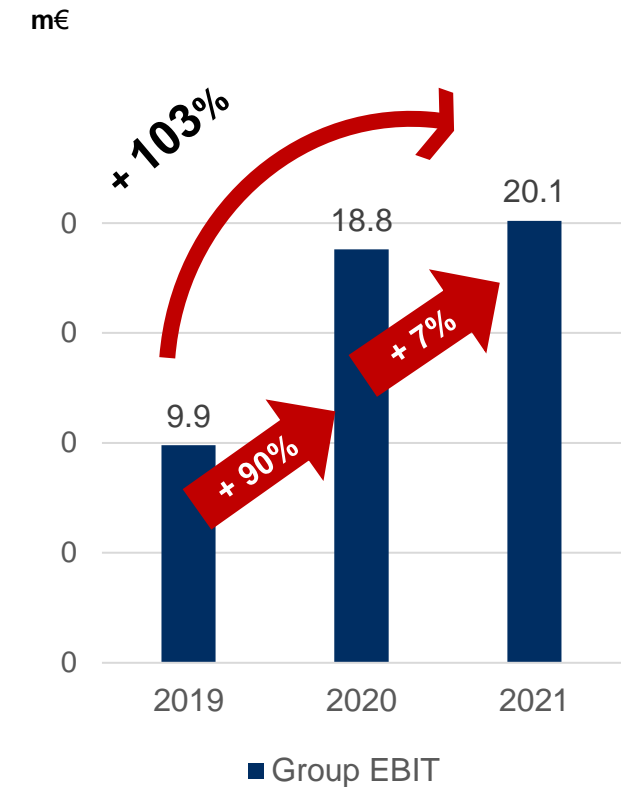
TV  
advertising  
works!



Leifheit & Soehnle  
Turnover development



Group EBIT

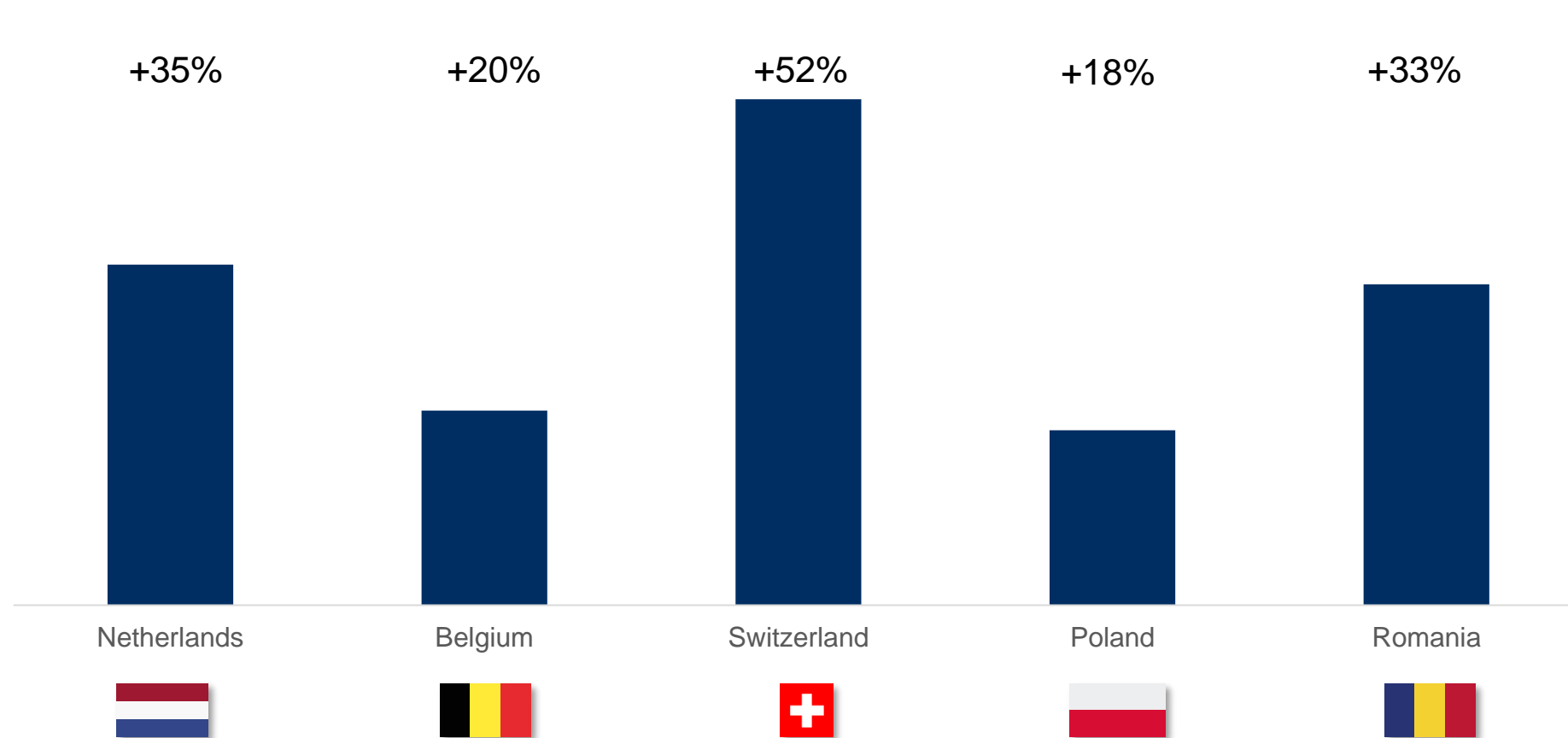


# ① In 2020 we tested massive advertising spend in several countries with strong results

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## Turnover development selected TV markets

Group turnover FY 2020 in % yoy

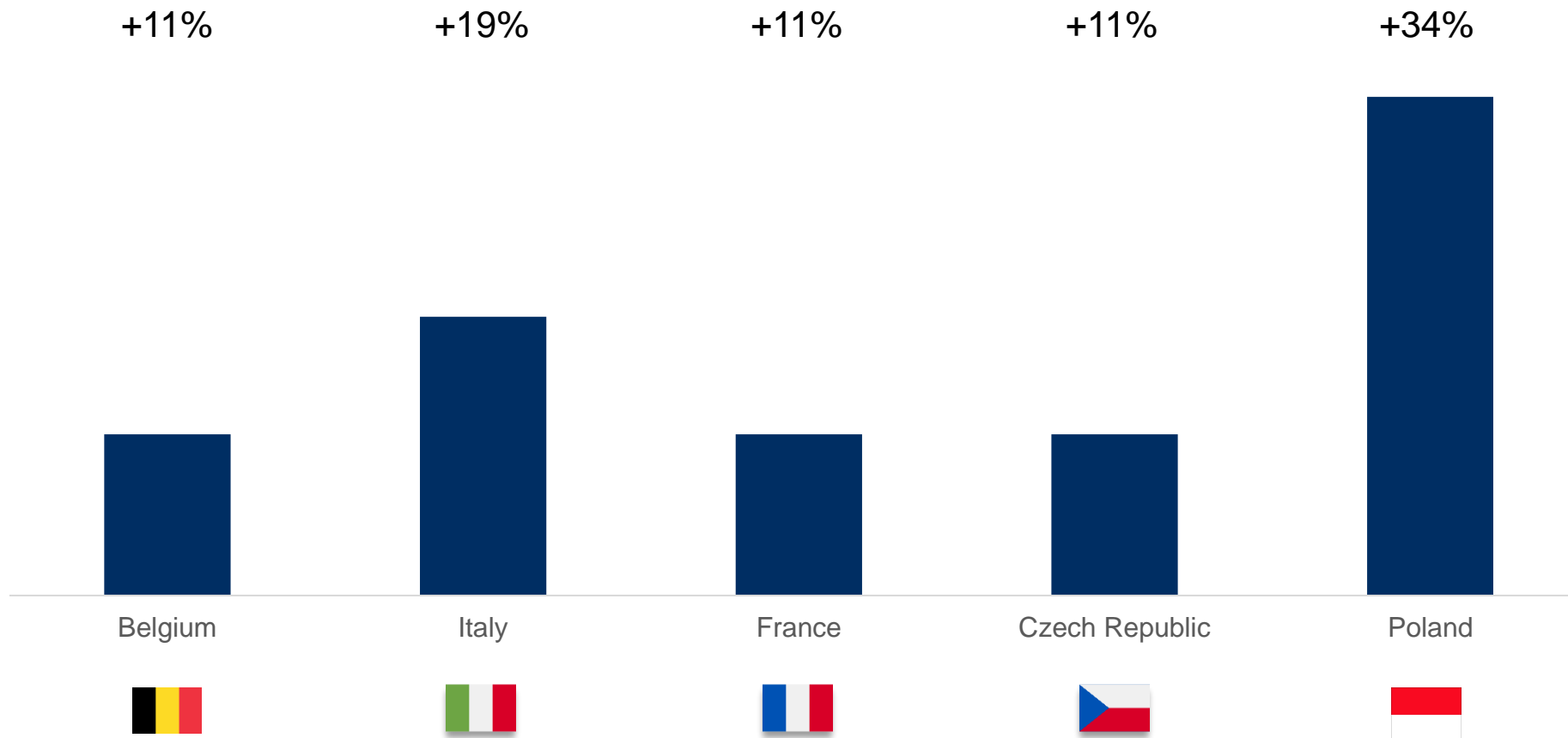


# ① Scaling-up TV advertising to France and Italy successful in 2021



## Turnover development selected TV markets

Group turnover FY 2021 in % yoy



- ① Encouraged by strong results in TV advertising test countries we took the approach to our #1 market Germany

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## Stark im TV 2022

Regulus Aqua PowerVac, Linomatic, Pegasus und Profi XL

Personenwaagen



**TV** **Kampagne 1. Halbjahr 2022**  
Januar bis Mai

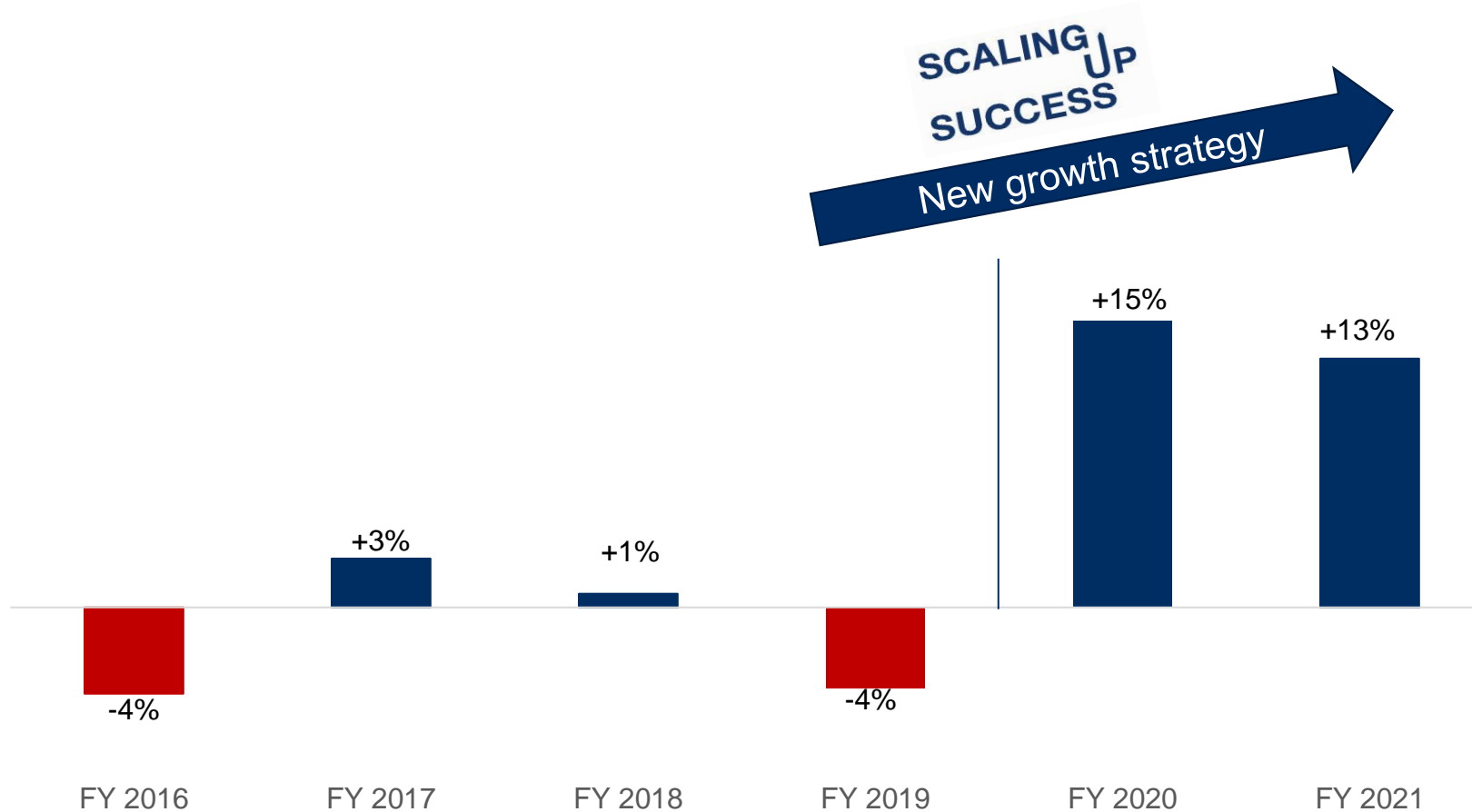




# ① New strategy led to positive turnaround in Germany away from the recent downward trend

Group turnover development in Germany

in %



# ① Encouraged by strong advertising results on brand Leifheit, we scaled up this approach to Soehnle

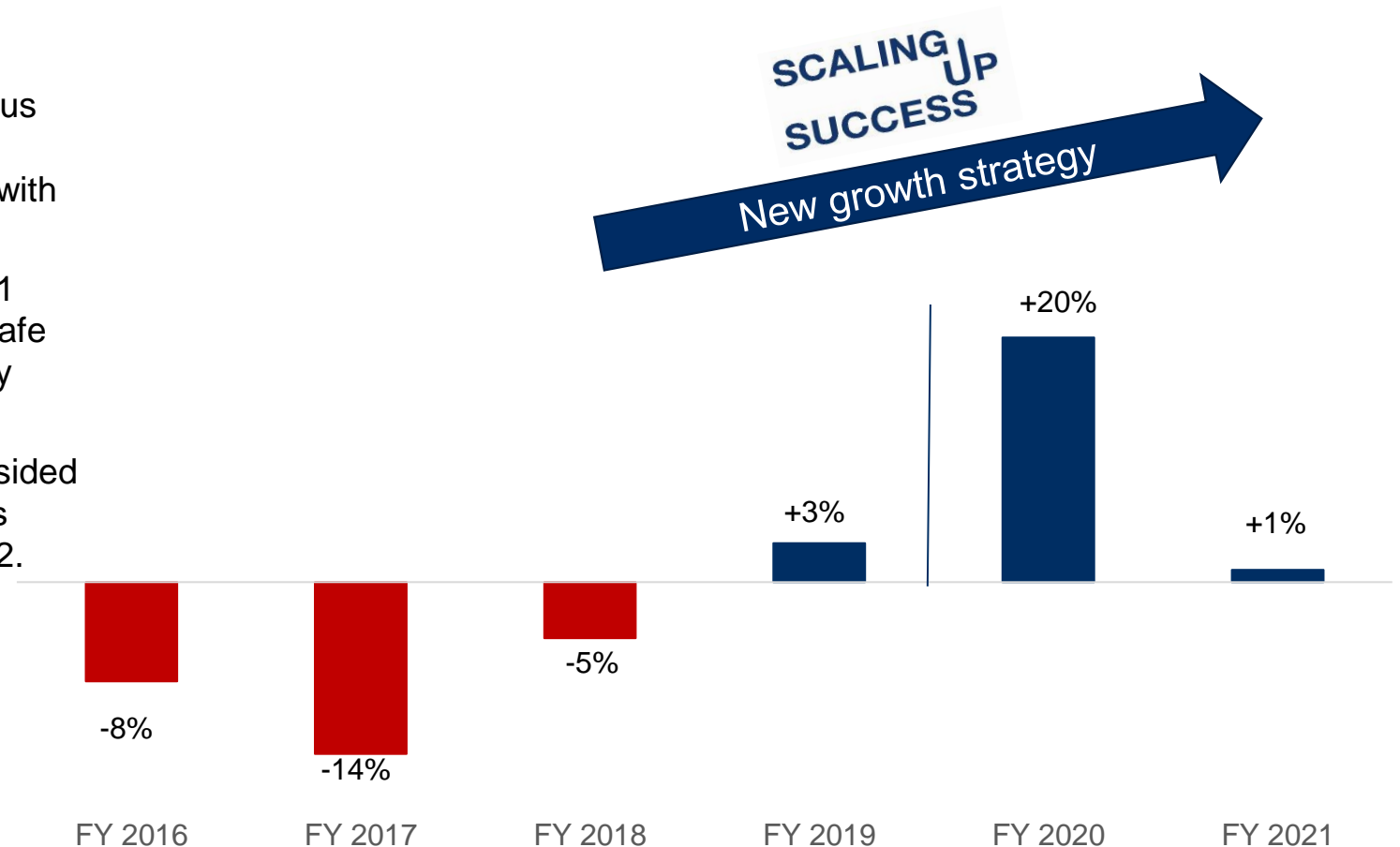


## Turnover development Soehnle scales product category

in %



- Print campaign in H2 2021 with focus on Soehnle Page Profi 300 digital kitchen scale, which was awarded with “very good” test result.
- Previously TV campaign in H1 2021 focused on Soehnle Style Sense Safe 300 personal scale, also rated “very good”.
- Nevertheless, growth dynamic subsided against the backdrop of prior-year’s Corona special demand boost in H2.

























## ② We are successfully expanding our distribution network

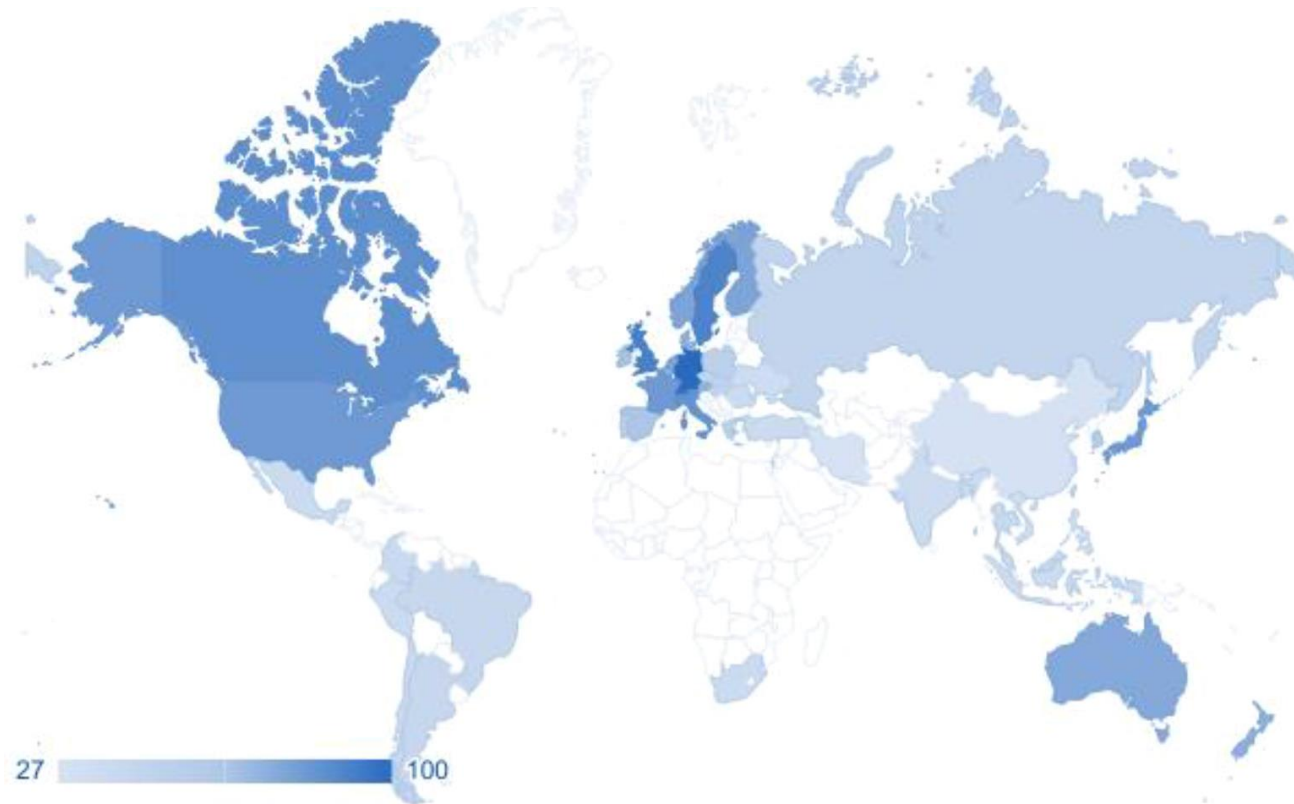
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## ② International expansion: German heritage products are ranked # 1 for consumers in terms of positive image

Rank	Country	Index
1	 Deutschland	100
2	 Schweiz	98
3	 Europäische Union	92
4	 Großbritannien	91
5	 Schweden	90
6	 Kanada	85
7	 Italien	84
8	 Japan	81
8	 Frankreich	81
8	 USA	81
11	 Finnland	77
11	 Norwegen	77
13	 Niederlande	76
14	 Australien	75
15	 Neuseeland	73
15	 Dänemark	73
20	 Spanien	64
30	 Argentinien	42
42	 Indien	36
49	 China	28



Source: Statista Made-In-Country-Index 2017

- Germany leads the Made-in-Country-Index
- The global ranking according to the Made-In-Country-Index shows how positively products “Made in ...” from the respective country are perceived worldwide.



## ④ We create a fun, fast, friendly and fearless winning culture



Further developing our corporate culture into a “winning culture” is a key success factor in our **Scaling up Success** strategy.

Our goal is to foster an agile culture that is fun, fast, friendly and fearless. Our vision is for our employees to tackle the challenges they face with a sense of fun and friendliness, and with speed and confidence. This will help us tap into the full potential of the Leifheit Group even better in the future.



### Fun

Generate positive energy. Make a joke, smile, laugh. Don't take yourself too seriously. Be optimistic. Visualise your goal. Concentrate more on opportunities than on issues. Find commonalities within the team and create a sense of cohesion. Be proactive and show initiative. Celebrate successes.



### Fast

Time is our biggest bottleneck: focus on the essentials, not on what seems to be most urgent. Bias for action. Focus on the future and the big picture. Don't look for perfection. Test and scale up fast. Be laser-focused on the business. Don't play politics.



### Friendly

Be tough on the facts, but respectful and appreciative to people. Try to understand first, then be understood. Forget your ego. View things from the other person's perspective. Give praise and be open to feedback. Don't point fingers or engage in destructive criticism. Don't bad-mouth others. Be friendly. Never raise your voice.



### Fearless

Don't be afraid of bosses or committees. Take calculated risks. Take decisions based on facts and figures. Mistakes are ok – celebrate them. Leave your comfort zone and try out new things. Set big, inspiring goals for yourself. Stay hungry and always keep working to improve yourself and the company. The most important leadership quality for successful managers: create a fear-free organisation.

# ④ We aim to compensate growing raw material, energy and cargo cost with sales price increases

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% of Group turnover	FY 2018	FY 2019	FY 2020	FY 2021	Change
Consumer marketing	0.7%	1.7%	5.5%	6.1%	+0.6 pps ✓
Other marketing	5.4%	4.6%	3.6%	2.8%	-0.7 pps ✓
R&D	2.3%	2.4%	2.1%	2.1%	0.0 pps ✓
Logistics <sup>1</sup>	11.0%	11.5%	10.5%	10.3%	-0.2 pps ✓
Administration	6.1%	6.4%	5.4%	5.0%	-0.4 pps ✓
Cost of turnover	56.4%	56.8%	55.0%	57.7%	+2.7 pps !
OPEX <sup>2</sup> adj. by Consumer marketing	94.2%	94.7%	87.7%	87.8%	+0.2 pps !
OPEX <sup>2</sup>	94.9%	96.4%	93.2%	94.0%	+0.8 pps !

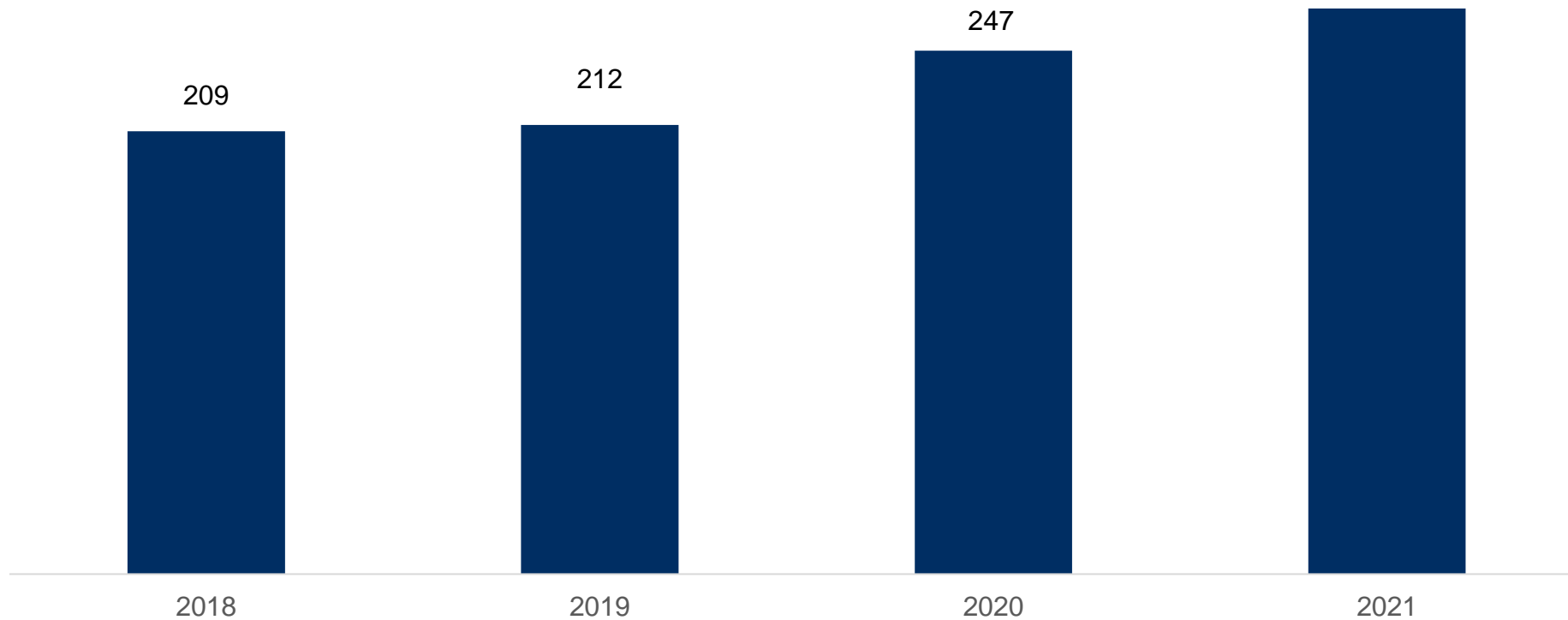
<sup>1</sup> Not including inbound cost <sup>2</sup> Without other operating income/expenses

## ④ 26% increase in turnover per employee FY 2021 vs. FY 2019

### Group turnover per employee

2018 - 2021 in k€

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New growth strategy



# Enormous uncertainties against background of the Russia-Ukraine war



- Leifheit Group's turnover in Russia and Ukraine around 1% of total sales in FY 2021.
- Leifheit has no direct suppliers or locations in Russia or Ukraine.
- However, due to the current geopolitical situation, the associated sanction measures being taken and enormous uncertainties, we expect supply bottlenecks and a further increase in disruptions to our supply chains.
- Starting from the already very high level, we expect freight rates as well as energy and raw material prices to continue to rise significantly for a temporary period.
- On top, rising inflation rates and uncertainty surrounding will probably impact consumer demand in our key markets temporary.
- With its scaling up success strategy the Leifheit Group is in a good position to face the crisis: The company is fundamentally healthy, financial solid, with efficient processes and with its Leifheit and Soehnle product groups, that are relatively essential for consumers.

# EBIT forecast 2022: further significant increases in procurement costs and supply bottlenecks expected

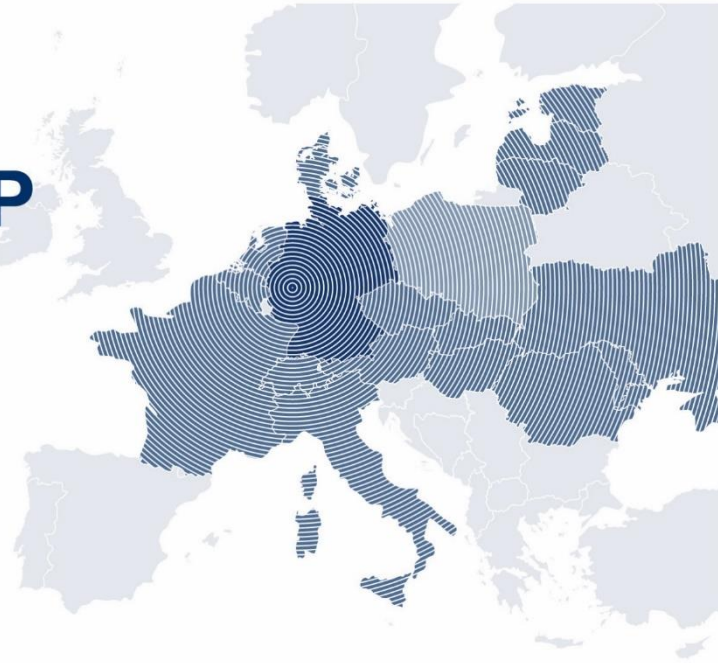


Forecast 2022	
Group turnover	Slight decrease
Turnover Household	Slight decrease
Turnover Wellbeing	Slight decrease
Turnover Private Label	Slight decrease
Group EBIT	Significant below previous year
Free Cashflow	below previous year

In the first half of 2022 in particular, we anticipate a decrease in turnover compared to the same period of the previous year, in which growth of 20% was recorded.



# SCALING UP SUCCESS



**Our winning strategy  
will be scaled up  
to more countries,  
retailers, brands and  
product lines.**



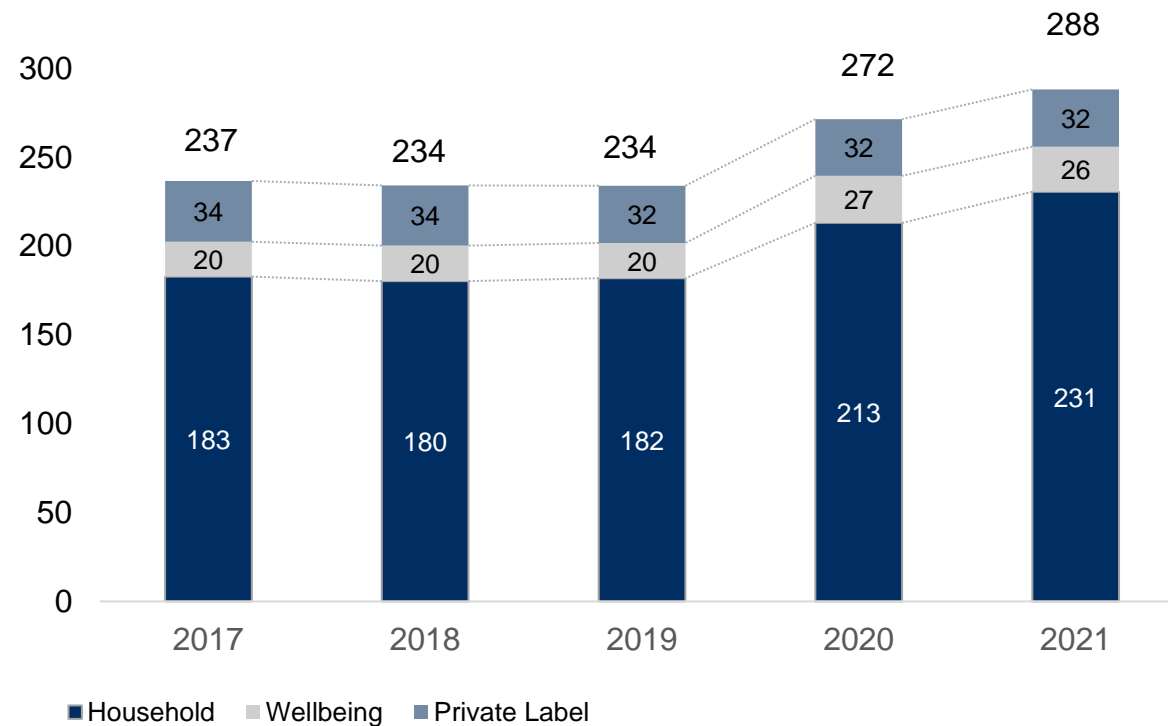
## Investor Presentation FY 2021

# Annex

# Growth in Household segment continued following large-scale advertising

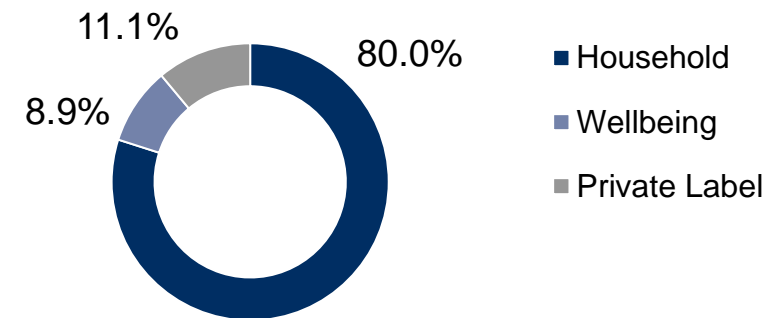
## Group turnover by segment

FY 2017 - FY 2021 in m€



## Group turnover by segment

FY 2021

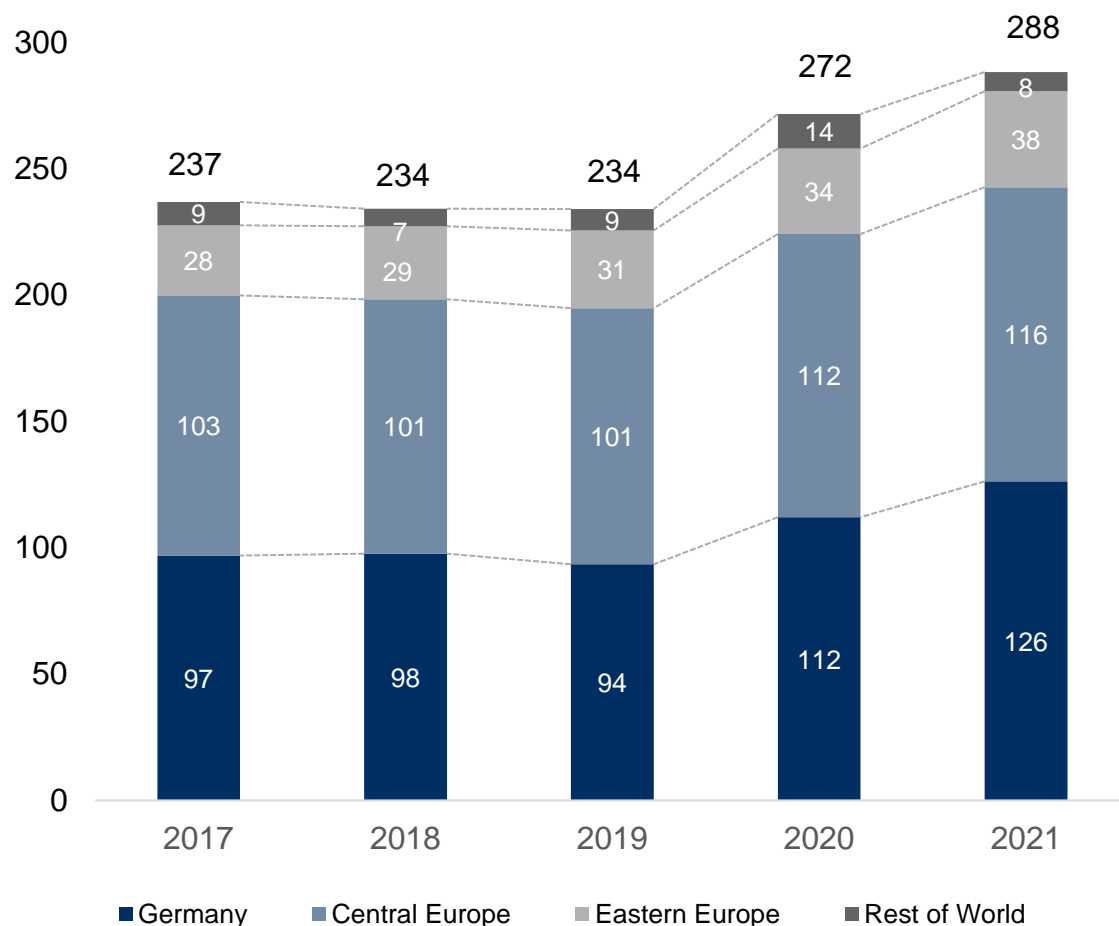


- Turnover in Household segment increased by 8.3% year-on-year to m€ 230.8 (2020: m€ 213.1), especially due to strong cleaning category; laundry care products also with positive development.
- Wellbeing segment declined by 3.7%. In retrospect, this segment benefited strongly from effects of the protective measures surrounding the COVID 19 pandemic in 2020. First-time TV advertising for Soehnle scales provided positive impetus.
- Private Label segment generated turnover of m€ 32.0 and thus approximately (+0.1%) at the level of the previous year (2020: m€ 32.0).

# Continued strong turnover growth in Germany through successful TV advertising campaigns

## Group turnover by region

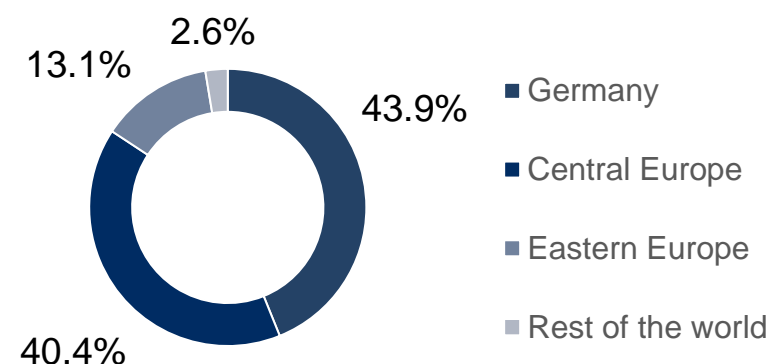
FY 2017 - FY 2021 in m€



Analyst meeting

## Group turnover by region

FY 2021





- Germany: Following an already strong FY 2020, continued turnover increase in FY 2021 by 12.7%, in particular due to successful TV campaigns for selected Leifheit and Soehnle bestsellers.
- Solid sales growth of 4.0% in Central Europe, particularly in the important markets of France and Italy. By contrast, a downward trend in the UK as a result of the Brexit.
- In Eastern Europe, the effects of the successfully continued TV campaigns are having a positive impact and led to growth of 11.6%. Again, strong performance in Poland and the Czech Republic, the market with the highest turnover in this region.

# Leifheit Group structure



Household

LEIFHEIT



Laundry Care      Cleaning      Kitchen goods

Wellbeing


SOEHNLE



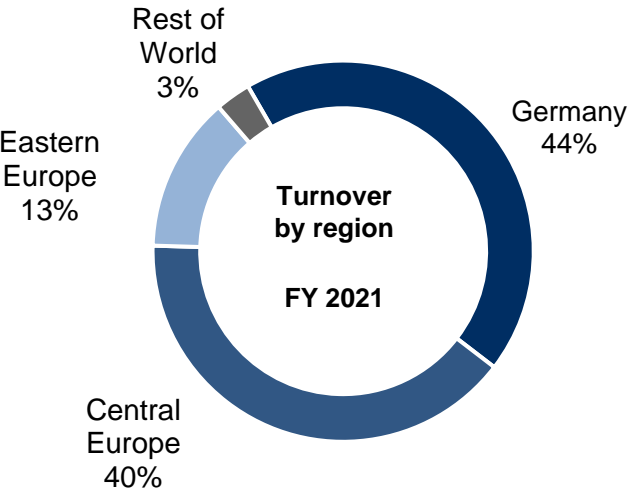
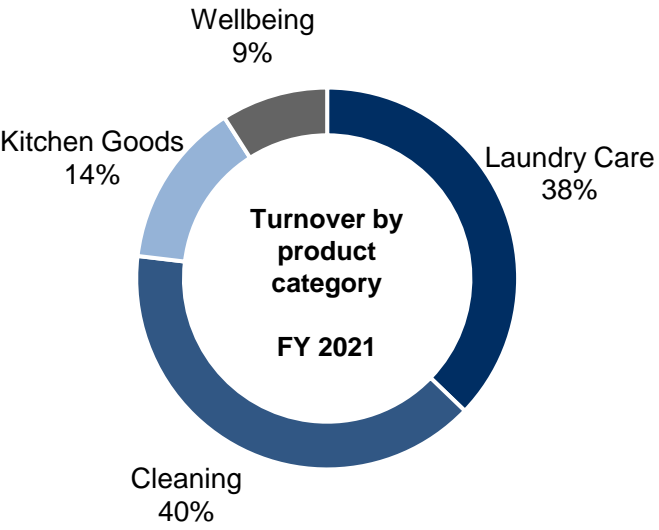
Personal scales      Kitchen scales

Private Label

BIRAMBEAU      herby



Kitchen goods      Standing Dryers

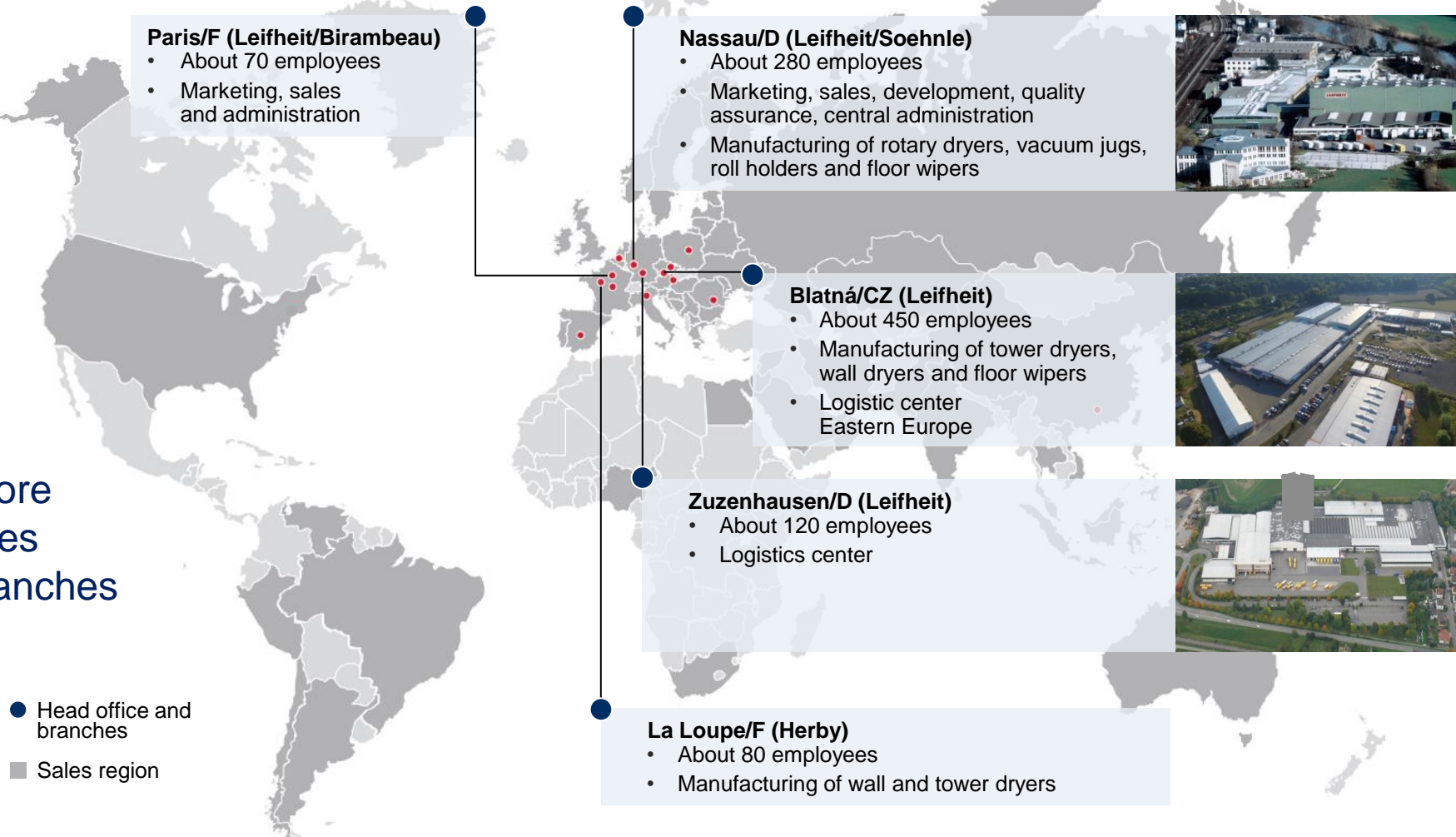




# Our European production footprint ensured reliable supply to customers in spite of COVID-19 challenges in the supply chain



Operating in more than 80 countries with 14 own branches



# Distribution in all relevant distribution channels



## Blue Chip client base



## Distribution channels

Turnover 2021 in % (previous year's figures)

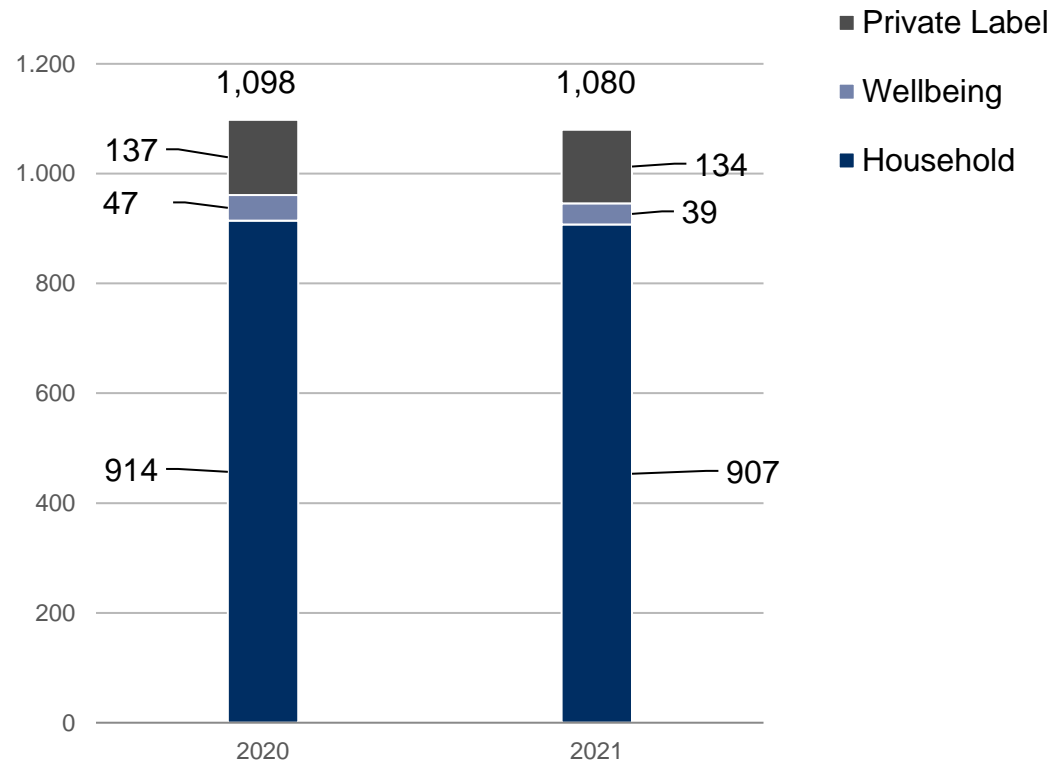


# Number of employees at a stable level



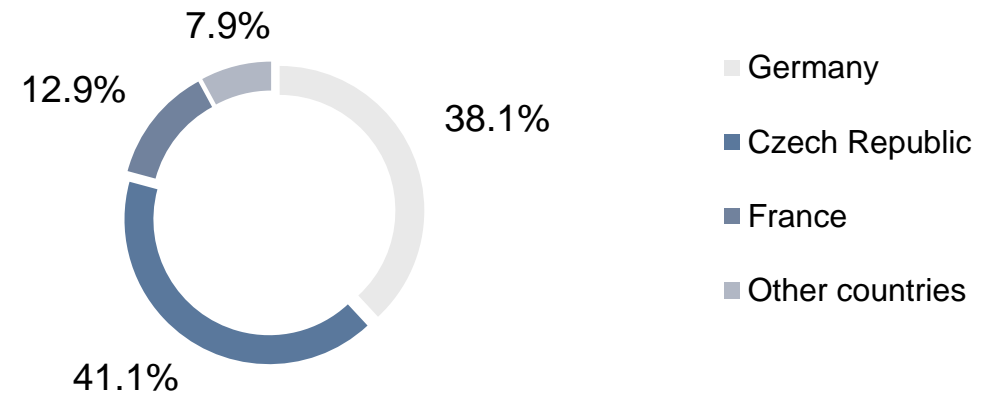
## Employee development

31 Dec



## Employees by region

31 Dec 2021



# Long-term financial overview



		2017	2018	2019	2020	2021
<b>Group turnover</b>	m€	236.8	234.2	234.0	271.6	288.3
<b>Profitability</b>						
Gross margin	%	46.4	43.6	43.1	45.0	42.3
Cash flow from operating activities	m€	7.2	10.2	15.9	4.0	16.4
Free cash flow	m€	1.5	3.7	10.1	-5.5	9.6
EBIT	m€	18.8	13.1	9.9	18.8	20.1
EBIT margin	%	8.0	5.6	4.2	6.9	7.0
EBT	m€	17.7	11.9	8.5	17.7	19.3
Net result for the period	m€	12.8	8.4	5.8	12.5	14.2
ROCE <sup>1</sup>	%	12.7	10.5	8.2	14.1	13.8

<sup>1</sup> Definition of ROCE changed in 2019, ROCE 2018 adjusted for comparability reasons

# Long-term financial overview



		2017	2018	2019	2020	2021
<b>Per share</b>						
Net result for the period, EPS <sup>2</sup>	€	1.35	0.88	0.61	1.32	1.49
Free cash flow	€	0.16	0.39	1.06	-0.57	1.00
Dividend	€	1.05	1.05	0.55	1.05	1.05 <sup>2</sup>
Special dividend	€	--	--	--	--	--
<b>Investments</b>	m€	7.8	6.6	6.0	9.6	7.3
<b>Depreciation</b>	m€	6.4	6.9	8.2	8.5	7.8

		31/12/17	31/12/18	31/12/19	31/12/20	31/12/2021
<b>Employees</b>	No.	1,137	1,119	1,106	1,098	1,080
<b>Balance sheet total<sup>1</sup></b>	m€	224.9	221.8	214.6	230.0	238.8
<b>Equity</b>	m€	98.5	101.8	96.2	100.4	111.3
<b>Equity ratio</b>	%	43.8	45.9	44.8	43.7	46.6
<b>Liquidity</b>	m€	57.2	50.9	50.3	38.8	38.1

<sup>1</sup> Not including repurchased treasury shares

<sup>2</sup> Dividend proposal



# Experienced Management



**Henner Rinsche**  
CEO

## Previous experience

- President Europe at SodaStream
- Various leading positions at Procter & Gamble, PepsiCo, Danone and Henkel

## Core competencies

- General management and consumer goods marketing



**Igor Iraeta Munduate**  
COO

## Previous experience

- Many years of experience as CTO at Igus GmbH and Stoba Präzisionstechnik
- Various technical management positions at Robert Bosch GmbH

## Core competencies

- Digitalization, IoT, Industry 4.0, implementation of lean production systems, agile “Scrum” methods



**Marco Keul**  
CFO

## Previous experience

- Resp. for Controlling, IT/Business processes and internal sales services as Vice president finance at Leifheit AG
- Years of experience as Head of Controlling at Leifheit AG

## Core competencies

- IT, Finance & Controlling

# Committed to shareholder returns

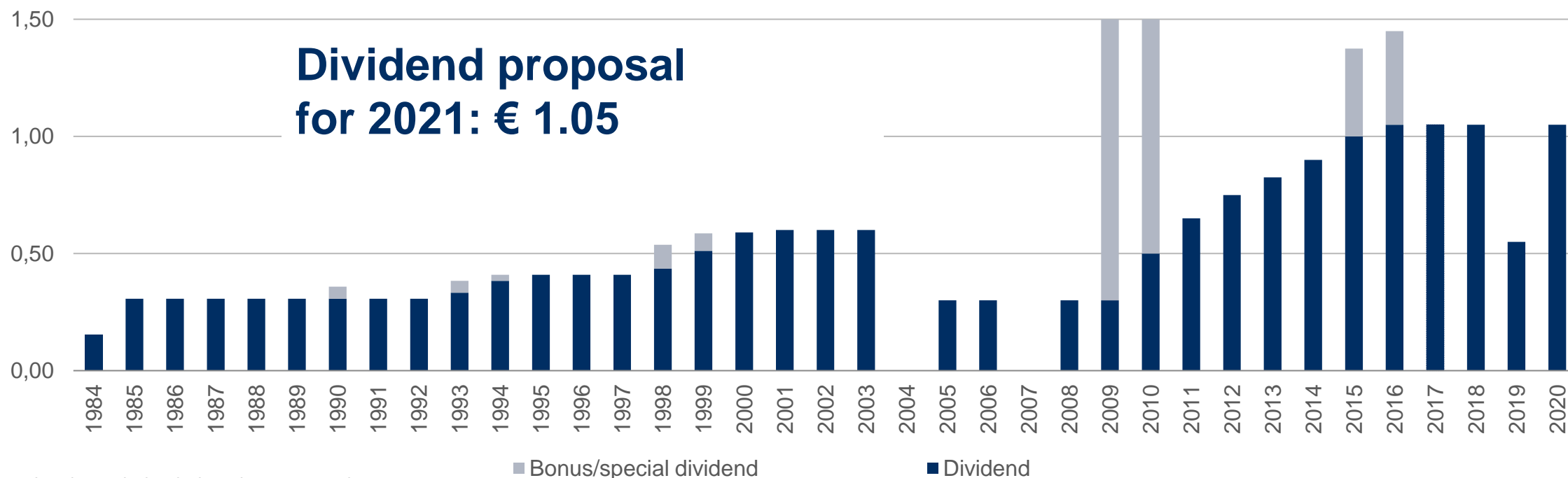


## Long-term dividend development

Dividend per share / in €

## Dividend yield <sup>1</sup>

2021: 2.9% <sup>2</sup>	2017: 3.8%
2020: 2.4%	2016: 5.1%
2019: 2.3%	2015: 5.6%
2018: 5.9%	2014: 3.9%



<sup>1</sup> Based on the particular closing price at year-end

<sup>2</sup> Dividend 2021: proposal to the AGM

# Leifheit awards (selection)



Floor wiper  
Profi micro duo



CLEAN TWIST  
Disc Mop Ergo



CLEAN TWIST  
M Ergo



Isolating jug  
Columbus



Salad spinner  
Comport Line



Rotary dryers  
Linomatic



Window vacuum  
cleaner Nemo



Window vacuum  
cleaners



Cordless vacuum wiper  
Regulus Aqua PowerVac



Cordless vacuum  
Regulus PowerVac 2in1



Laundry dryers  
Pegasus



Steam Mop CleanTenso



# Soehnle awards (selection)



Kitchen Scales  
Page Profi + Page Profi 300



Personal Scales  
Style Sense



Personal Scales  
Style Sense Bamboo Magic



Page Aqua Proof  
Kitchen Scale



Body analysis scales  
Shape Sense Connect 100 + 200

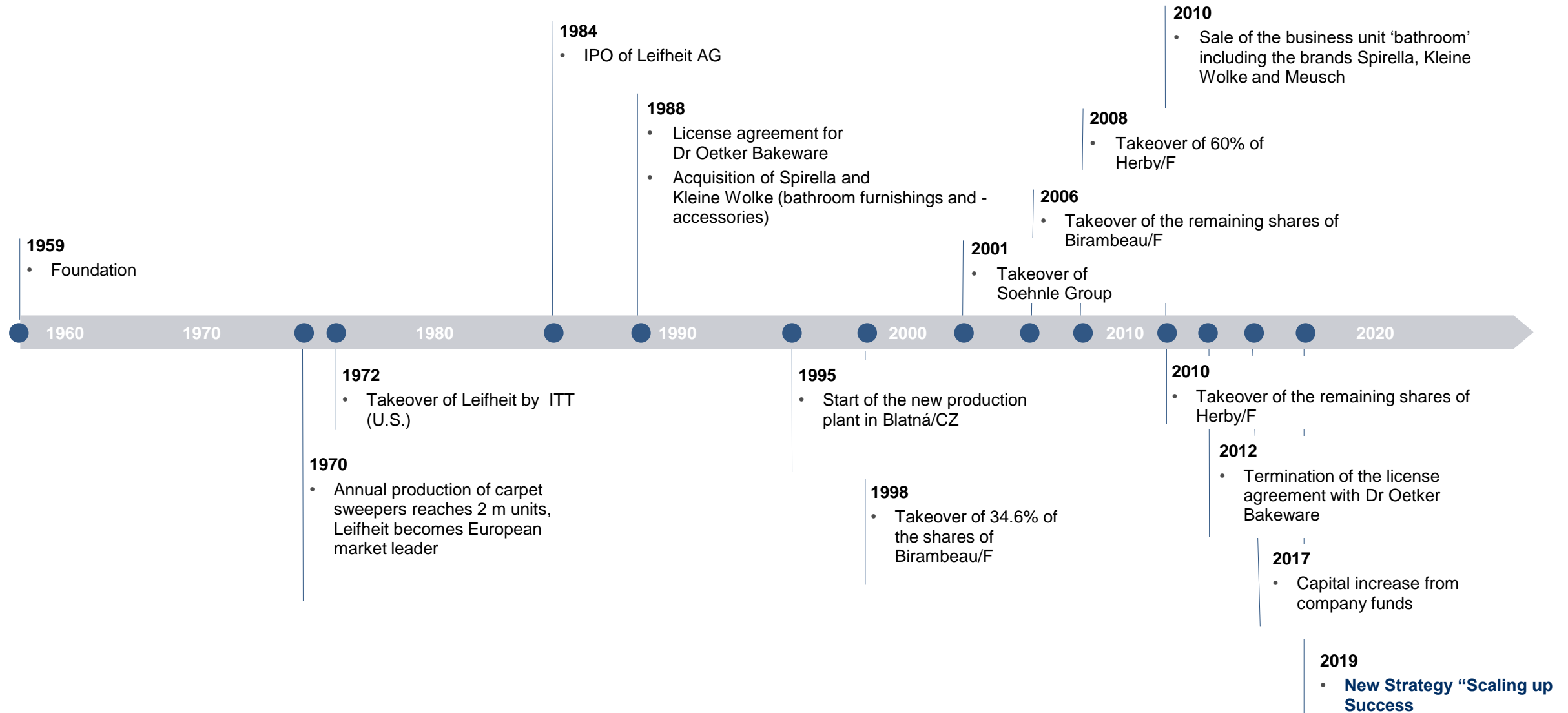


Blood pressure monitors  
Systo Monitor 200 + 300



Air Purifier  
AirFresh Clean 400

# Leifheit – more than 60 years of passion for housework





# European competitors by category



## Cleaning

Spontex  
Tonkita Swiffer Rival  
Kärcher Vileda



## Laundry care

Vileda Brabantia Artweger  
Wenko Gimi Juwel Stewi  
Metaltex Rörets Blome



## Kitchen goods

Tescoma WMF Gefu  
Zyliss Oxo Rösle Fackelmann Lurch  
Brabantia Westmark Emsa Tefal



## Wellbeing

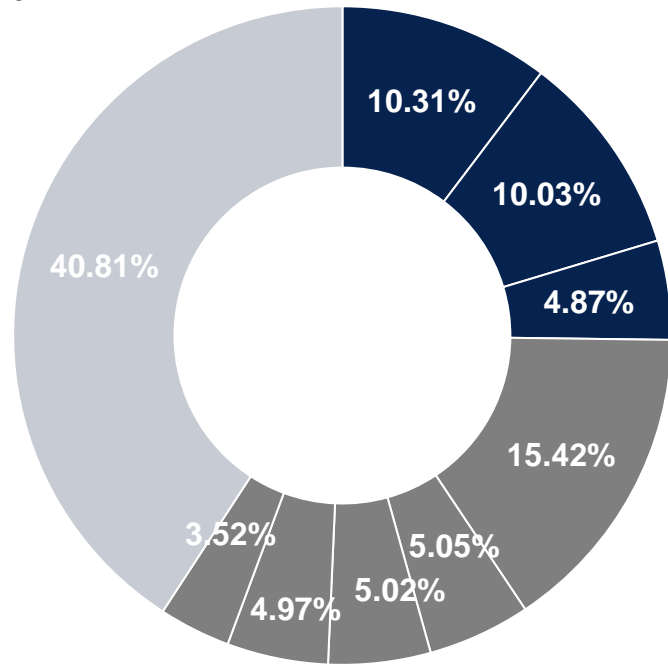
Bosch Laica Tanita  
ADE Homedics Beurer  
Sanitas Withings Terraillon

# Significant free float and international investors



## Shareholder structure

March 2022



- Non free float shareholders<sup>1</sup> 25.19%
- Free float<sup>1,2</sup> 74.79%

<sup>1</sup> Definition of German stock exchange for indices

<sup>2</sup> Including shareholdings of the management board

- Joachim Loh, Haiger (GER), 10.31%
- MKV Verwaltungs GmbH, Grünwald (GER), 10.03%
- Leifheit AG Nassau (GER), treasury shares, 4.87%
- Alantra EQMC Asset Management, SGIIC, SA, Madrid (ES), 15.42%
- Teslin Capital Management BV/Gerlin NV, Maarsbergen (NL), 5.05%
- MainFirst SICAV, Senningerberg (LUX), 5.02%
- The Capital Group Companies, Inc., Los Angeles (USA), 4.97%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- Voting rights under notification threshold: 40.81%

# Financial calendar and contact



## Dates 2021/2022

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### **11 May 2022**

Quarterly statement for the period  
ending 31 March 2022

### **25 May 2022**

Annual General Meeting

### **09 Aug 2022**

Financial report for the first half-year  
ending 30 June 2022

### **08 Nov 2022**

Quarterly statement for the period  
ending 30 September 2022

## Contact

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Corporate Communications / Investor Relations

Phone: +49 2604 977-218

Email: [ir@leifheit.com](mailto:ir@leifheit.com)

[www.leifheit-group.com](http://www.leifheit-group.com)

# Leifheit is frequently top company in home appliances and household goods categories



## Most Valuable Company

July 2021  
Deutschland Test / Focus Money



**1<sup>st</sup> place**  
**Home appliances**  
100.0 points  
awarded 3rd time in a row

Study examines what companies **do for their employees and society**. Among other things, the **sustainability reports** of the largest German companies were evaluated according to the **GRI standard**.

## Germany's fairest companies

Jan 2022  
IMWF Institut / FAZ-Institut



**3<sup>rd</sup> place**  
**Household items**  
90.3 points

Study analyses social listening data and identified 7.4 million mentions for over **17,000 companies**. Relevant criteria include product and service, customer satisfaction and value for money, employer fairness and sustainability

## Highest Level of Trust 2021

Oct 2021  
Deutschland Test / Focus Money



**1<sup>st</sup> place**  
**Household items**  
100.0 points

Study shows which companies have a high level of trust by assigning and identifying **3.7 million mentions** of **about 21,000 brands** in the investigation period September 2020 to August 2021.

## Germany's Best Customer Hotline 2021

July 2021  
IMWF Institut / FAZ-Institut



**1<sup>st</sup> place**  
**Home appliances**  
100.0 points

Study analyses social listening data for over **20,000 companies** in the categories customer service and satisfaction, hotline, price and service. **438 million online outlets** serve as a source.

# Our ESG Principles



What sustainability means to us:  
Responsible actions toward the environment and people,  
corporate integrity and durable, high-quality products



## Environment

Durable, high-quality products  
that make life at home easier  
and more convenient

Efficient use of resources without  
sacrificing quality

European production and logistics  
footprint with close connections to  
our customers

Compliance with applicable laws  
and regulations in our production  
activities (WEEE, RoHS, REACH,  
PAH, Ecodesign Directive, etc.)

Strict environmental standards in  
our supply chain, laid down in our  
supplier code of conduct



## Social

Fun, fast, friendly and fearless  
corporate culture

HR strategy geared towards  
employer attractiveness

Focus on employee safety and  
health

Welcome diversity and equality  
of opportunity

Fair and competitive pay, training  
and continuing education

Strict social standards in the supply  
chain, laid down in our supplier  
code of conduct

Giving back to society at  
our locations



## Governance

Responsible corporate  
management and compliance

High transparency for stakeholders  
through quarterly reporting and  
regular news updates

Compliance management system  
(CMS), including guidelines and  
measures to ensure compliant  
and ethical conduct

Combating corruption and bribery  
as integral parts of CMS

Protecting personal data according  
to the high standards of the GDPR

**Read more at our  
sustainability report 2021**

[www.leifheit-group.com/en/investor-relations/reports-and-presentations/](https://www.leifheit-group.com/en/investor-relations/reports-and-presentations/)





Aktiengesellschaft

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