Results Q1 2018

Analyst Conference Call

CEWE Stiftung & Co. KGaA























Oldenburg May 14, 2018



This presentation contains forward-looking statements that are based on current assumptions and forecasts of the management of CEWE. Known and unknown risks, uncertainties and other factors could lead to material differences between the forward-looking statements given here and the actual development, in particular the results, financial situation and performance of our Company. The Company assumes no liability to update these forward-looking statements or to conform them to future events or developments.

All numbers are calculated as exactly as possible and rounded for the presentation. Due to this, rounding errors might occur.





Dr. Olaf Holzkämper *CFO*

Dr. Christian Friege *CEO*



Highlights Q1 2018		Q1 2017	Q1 2018	Comment					
Photofinishing									
Sales Volume Turnover EBIT EBIT w/o one-offs	in photo m. in EUR m.	438 85.6 1.3 1.5	466 94.5 1.9 2.0	 At 6.4% higher than 2017, volume is more than in line with annual target Additional sales through Cheerz and Comeback of CEWE PHOTOBOOK Added-value products drive increase in turnover and profitability One-time item: PPA-effect (DeinDesign) 					
Commercial Online-Print									
Turnover EBIT EBIT w/o one-offs	in EUR m.	20.6 0.1 0.3	24.4 -0.5 -0.2	 Sales increase through acquisition of Laserline EBIT carries integration costs of Laserline and cost increases One-time items: PPA-effect (Saxoprint) and integration costs of Laserline 					
Retail									
Turnover EBIT	in EUR m.	11.8 -0.3	10.8 -0.5	 Focus on profitability and photofinishing reduce sales Due to seasonality EBIT traditionally negative in Q1 					
Other									
Turnover EBIT	in EUR m.	0.7 -0.5	0.9 -0.4	 Segment Other covers administrative costs for company structure, supervisory board costs, IR costs, real estate, futalis 					
Group									
Turnover EBIT EBIT w/o one-offs	in EUR m.	118.6 0.6 1.0	130.6 0.6 1.0	 Group turnover up due to acquisitions and organic growth in photofinishing EBIT on previous year's level despite (so far) negative contribution of acquisitions 					
Free Cash Flow	in EUR m.	-7.0	-59.5	Acquisitions decrease free cash flow					
ROCE	%	20.8	18.9	ROCE still strong, reduced due to acquisitions					
Equity ratio	%	63.2	59.3	Solid equity ratio					

> Q1 confirms the annual targets for 2018

IN cewe

Agenda

- Photofinishing - Commercial Online-Print - Retail

- Other
- Group
- 2. Financial Report (P&L-Details, Balance Sheet, Cash Flow, Return On Capital)
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CEWE Innovation Day 2018



MARKE APPS MEINUNGEN IDEEN FEATURES
MOBILE CEWE KALENDER
CEWE WANDBILDER DESIGNS QUALITÄT **CEWE FOTOBUCH** AGIL CEWE CARDS **CEWE SOFORTFOTOS** KREATIVITAT **FOTOGESCHENKE** WEITERENTWICKLUNG HANDYHÜLLEN **FORTSCHRITT** ZUSAMMENARBEIT **ZUKUNFT CEWE TEAM**



CEWE acquires shares in leading French photo app specialist



#1
Photo printing applicatio n on the appstore in France



- Fast-growing "Cheerz" premium brand for smartphone customers
- Market leader in France for photofinishing apps
- Dynamic increase in sales in France, Spain and Italy
- CEWE expects the acquisition to generate additional growth in mobile business to strengthen business in France and Southern Europe
- Synergies in the areas of mobile competence, sales, production and logistics
- CEWE acquired 80 % of the shares in the Cheerz Group for 36 million euros with the option of the remaining 20 %
- The transaction estimates the company at around slightly more than one-and-a-half times the expected turnover for 2018
- CEWE Board of Management expects the takeover including the purchase price allocation and the transaction costs – to still have a negative impact on EBIT 2018 in an amount of around 4 million euros
- Acquisition effective as of February 2018
- Sustained positive effect on the value of the entire company expected



Brand-marketing: Broad media-mix also in Q1



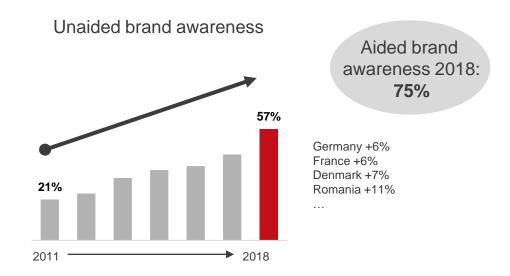


CEWE is the best photo service in the world: In the category "Best Photo Print Service", CEWE won with the CEWE PHOTOBOOK with hardcover refinement

Multi-channel brand-marketing for CEWE PHOTOBOOK



Brand Awareness CEWE PHOTOBOOK in Germany



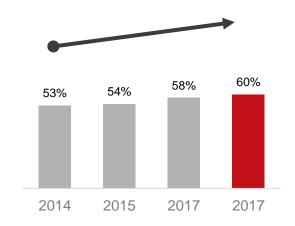
Source: 2011-2016 GfK, 20172017 Nielsen 1



Again, substantial increases in brand awareness in Germany as well as in many other countries



Net Promoter Score CEWE PHOTOBOOK in Germany



Source: Own survey

> CEWE PHOTBOOK hugely popular



Photos Q1

Photos from films in millions

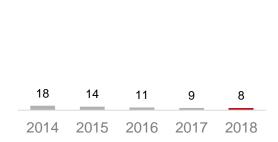


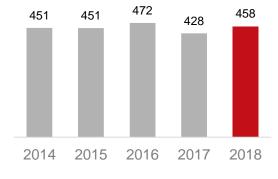
Digital photos in millions



Photos total in millions

+6.4% Target 2018: -3% to -2%



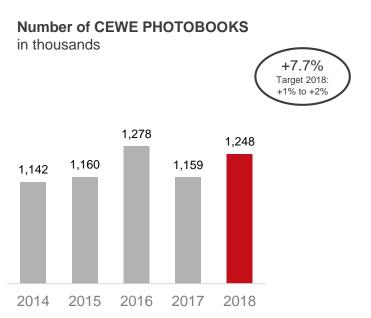




> Q1 volume development better than expected



CEWE PHOTOBOOK



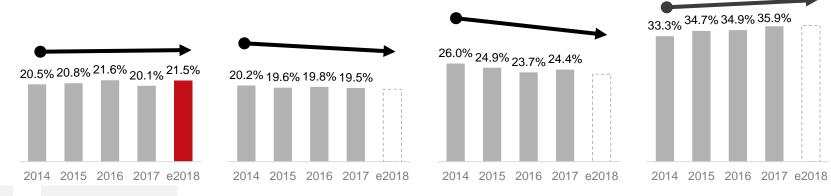
Rounding differences might occur.

Comeback of the CEWE PHOTO BOOK: Negative base effects in 2017 (delivery stop of a trading partner, sale of CEWE Internet activity in the US, sales decline as a result of the VAT increase) happened a year ago



Photos Total by Quarter

Saisonal distribution: CEWE 2014 to 2018 – Total share of photos per quarter as a percentage



2018 Target 2.12 to 2.14 billion

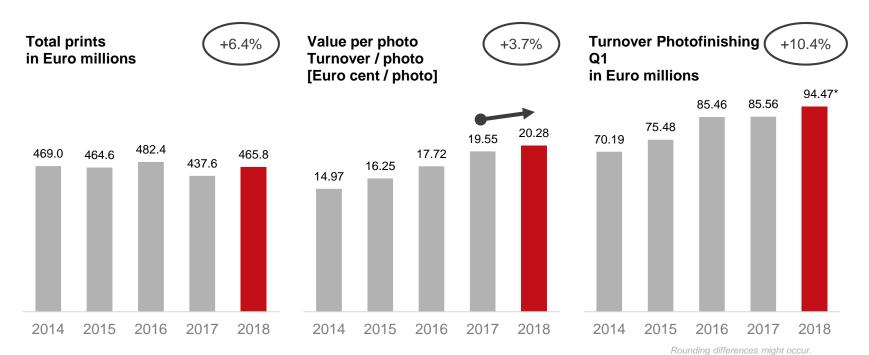
Q1 Target 0.456 to 0.460 billion

Q1 Actual 465.8 million Rounding differences might occur.

> Q1 volume slightly better than expected



Value of Photos Q1



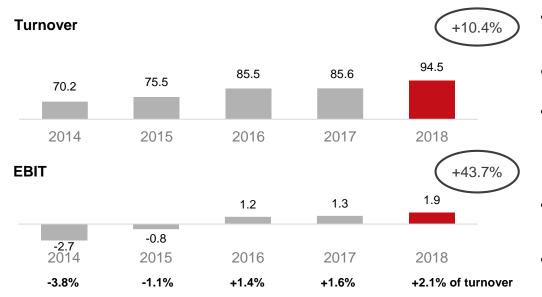
> Value-added products further support photofinishing turnover



* including Cheerz turnover Feb/March 2018

Business segment Photofinishing

in Furo millions



- Q1 sales with good growth momentum: Acquisition of Cheerz generates additional sales, organic photofinishing is also growing well
- CEWE PHOTOBOOK grows excellently in volume and sales
- Photo gifts and CEWE CALENDARS are also driving sales growth in addition to the CEWE INSTANT PHOTOS

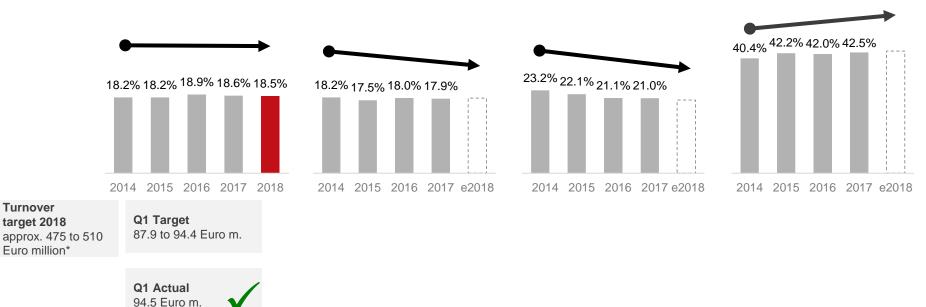
- Despite (planned) negative EBIT contribution from Cheerz, EBIT increases to EUR 1.9 million, the EBIT margin rises to 2.1%
- Purchase price allocation of Cheerz will be finalized and posted in Q4 2018

Good first quarter in photofinishing: sales and EBIT up



Shares in Turnover by Quarter – Photofinishing

Seasonal distribution: CEWE 2014 to 2018 – Share in turnover by quarter as a percentage



Value added products are keeping photofinishing at the upper end of expected revenue range

^{*} Photofinishing turnover approx. on previous year's level (2017: 459.0 Euro mill.). Planned group turnover w/o target turnover of segments retail, commercial online-print and other. Rounding differences may occur.



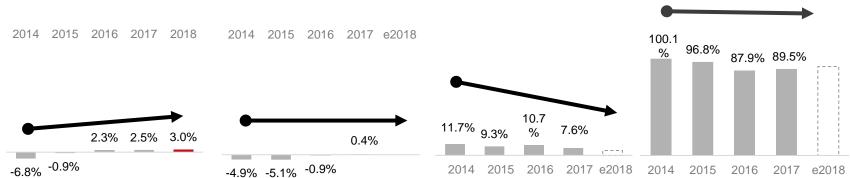
Turnover

target 2018

Euro million*

EBIT before Restructuring by Quarter – Photofinishing

Seasonal distribution: CEWE 2014 to 2018 – EBIT share by quarter as a percentage



EBIT target 2018 Photofinishing 46.9 – 52.9 Euro million*

Q1 Target 1.4 to 1.6 Euro m.

Q1 Actual 1.9 Euro m.

> Photofinishing EBIT exceeds expected range

^{* 48.0-54.0} Euro mill. group EBIT-target less planned retail, online printing and from segment Others. Rounding differences might occur.



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- Photofinishing

- Commercial Online-Print

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The three CEWE online print brands







CEWE brand awareness







Small orders











Portals focus on different customer groups e.g. through designs, order processes or product portfolios



CEWE takes over online printing company LASERLINE

20 JAHRE LASERLINE

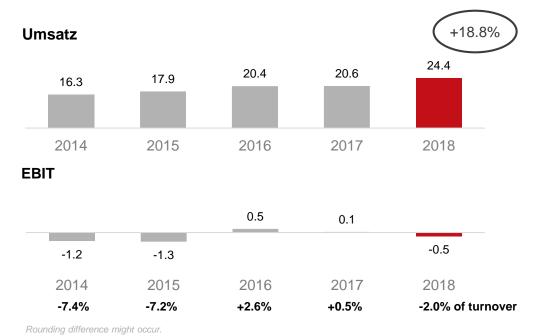


- LASERLINE expected to contribute 15 million euros to turnover in 2018
- As of 2019, LASERLINE to contribute positively to Group earnings
- Contribution to earnings is not yet expected to be positive in 2018
- LASERLINE operates in Berlin and has a staff of more than 160 employees
- LASERLINE has an outstanding customer base, a comprehensive product range, high-quality technical facilities
- Acquisition effective as of January 2018
- CEWE continues to grow in commercial online printing
- Takeover enables CEWE to generate mutual growth and achieve better purchase conditions and other economies of scale



Business segment Commercial Online-Print

in Euro millions



- Laserline acquisition raised revenue by 18.8% in the first quarter
- Continuing price pressure in Germany inhibited stronger growth
- UK business continued to be weakened by Brexit
- March this year with two working days less than last year
- EBIT still bears negative EBIT contribution from Laserline (including -0.2 million euros in integration costs)
- Higher material costs (paper price increase), increased
 marketing costs (for product lines "Easybox" and
 "Promoline") and temporarily higher logistics costs
 (express deliveries to guarantee promised delivery times)
 are a burden on the cost side
- Purchase price allocation of Laserline will be finalized and posted in Q4 2018
- > Commercial Online-Print grows in Q1 through Laserline acquisition



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CEWE's retail business



- 146 retail stores
- EUR 53.0 million revenue (2017) with photohardware (cameras, lenses, tripods, etc.)
- Sales of fotofinishing products in fotofinishing segment



FOTOJOKER FOTOLAB WÜLTE

- Retail segment contains hardware revenue only, fotofinishing revenue is shown in fotofinishing segment
- Own retail business provides an excellent window to the market



Retail strategy

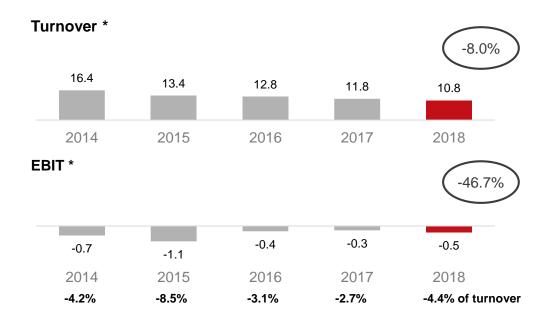


- Focus on photofinishing products in CEWE-retail shops
- Adjustments in hardware pricing to improve margins



Business segment Retail

in Furo millions



- CEWE RETAIL continues to be competitive with the market, but sales in the first quarter decline due to the continuing difficult business with high quality SLR cameras
- At the same time, Retail was able to increase its turnover from photofinishing products, which is reported in Photofinishing segment, by 4.7 %
- Due to seasonality first quarter traditionally negative
- Despite revenue decline: Focus on margins let earnings decline only moderately



^{*} Only hardware, no photofinishing Rounding differences might occur.

Hardware sales in Q1 declined again significantly

Due to seasonality EBIT in Q1 traditionally negative

Agenda

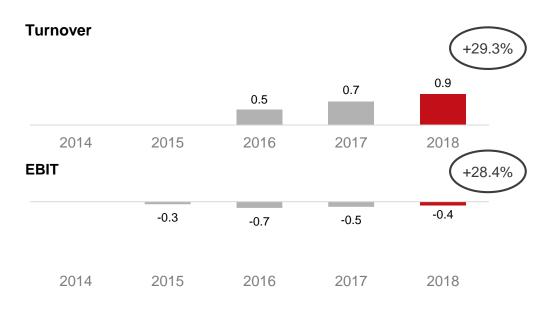
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Business segment Other

in Euro millions



Structural and corporate costs and profits arising from real estate property and the acquisition of stocks are shown in the business segment Other.

Since August 2015 (date of initial consolidation), futalis has been reported in this business segment since the business activities cannot be allocated to the other business segments.

- The reported EUR 0.9 million in sales are exclusively attributable to futalis (Q1 2017: EUR 0.7 million)
- EBIT slightly improved

> Business segment "Other" increases sales and improves earnings



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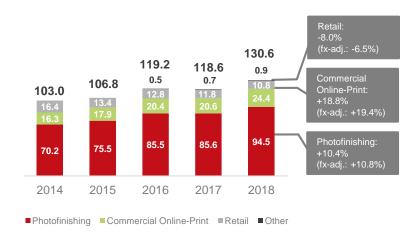
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Revenue



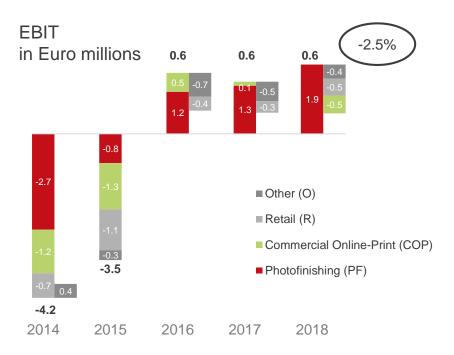




- In Q1, Photofinishing and Commercial Online-Print are contributing to the Group's revenue growth
- > Fx-adjusted: Development in all segements slightly stronger than reported figures



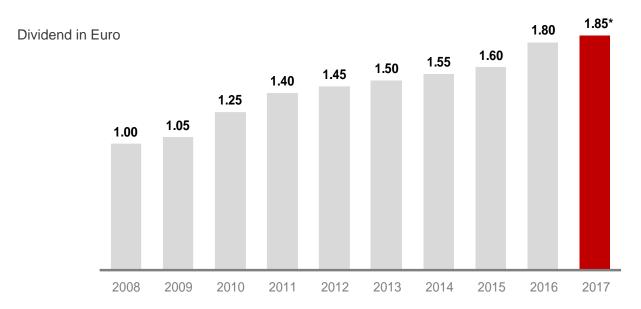
EBIT



Photofinishing carries the Group EBIT in the first quarter



AGM (June 6, 2018): Ninth consecutive dividend increase



* recommendation of supervisory board and board of management to AGM (June 6, 2018)

- Dividend for the 2017 business year is to increase to 1.85 euros
- > Since analogue/digital transformation: ninth consecutive dividend increase



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Group P&L

in millions of euros	Q1	% of revenues	Q1	% of revenues	Change*	Change*
	2017	revenues	2018	revenues	as %	m€
Revenues	118.6	100.0%	130.6	100.0%	+10.1	+12.0
Increase / decrease in finished and unfinished						
goods	-0.2	-0.2%	-0.1	-0.1%	+64.1	+0.1
Other own work capitalised	0.3	0.2%	0.2	0.1%	-27	-0.1
Other operating income	4.4	3.7%	3.9	3.0%	-10.3	-0.5
Cost of materials	-33.7	-28.4%	-37.4	-28.6%	-10.9	-3.7
Gross profit	89.4	75.3%	97.3	74.5%	+8.9	+7.9
Personnel expenses	-37.9	-32.0%	-41.9	-32.1%	-10.5	-4.0
Other operating expenses	-42.3	-35.7%	-45.2	-34.6%	-6.9	-2.9
EBITDA	9.1	7.7%	10.1	7.8%	+11.1	+1.0
Amortisation of intangible assets, depreciation						'
of property, plant and equipment	-8.5	-7.2%	-9.6	-7.3%	-12.0	-1.0
EBIT	0.6	0.5%	0.6	0.4%	-2.5	-0.0
Financial income	0.1	0.1%	0.1	0.1%	-32	-0.0
Financial expenses	-0.1	-0.1%	-0.5	-0.4%	-584	-0.4
EBT	0.7	0.6%	0.2	0.1%	-73.5	-0.5

Turnover growth in Photofinishing and Commercial Online-Print more important than decline in Retail

Organic growth in Photofinishing as well as acquisition of Cheerz and LASERLINE

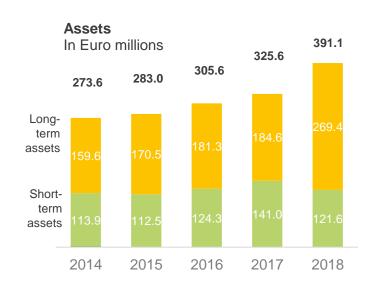
Mainly attributable to acquisition of Cheerz and LASERLINE and to a few recruitments in central functions (R&D, Marketing) of Photofinishing

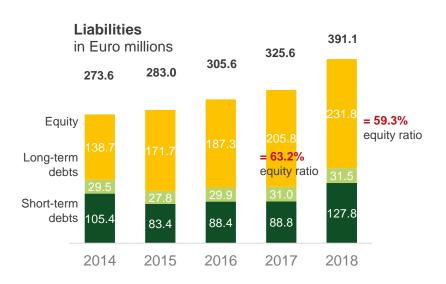
Acquisition of Cheerz and LASERLINE

Only the substantial, significant differences to the previous year are illustrated.



Balance Sheet data at 31 March

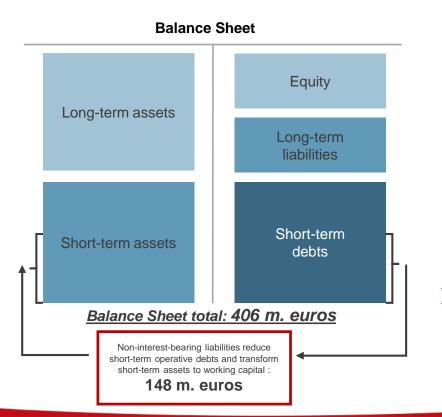




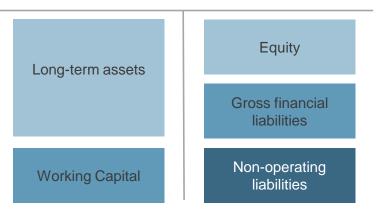
- Earnings growth keeps equity ratio close to 60% despite balance sheet extension
- > Balance sheet extension mainly due to the acquisitions and the purchase of Saxopark



From Balance Sheet to Management Achievement



Management Balance Sheet

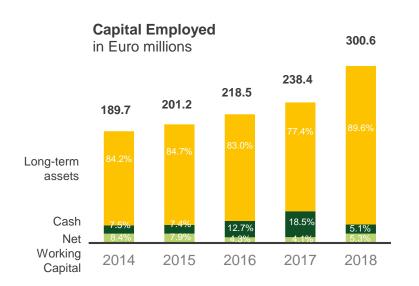


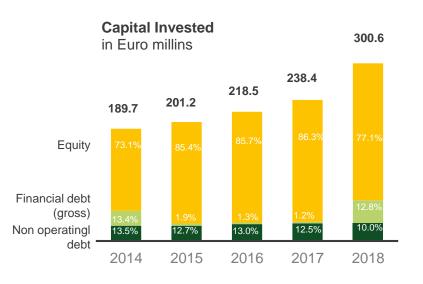
Balance Sheet total: 258 m. euros

The Balance Sheet total is reduced to capital elements "to be paid for" (by way of dividends or interest) in the management Balance Sheet



Management Balance Sheet at 31 March





- > Long-term assets increased due to the acquisition of Saxopark, Laserline and Cheerz
- > Net working capital increased mainly as a result of the decrease in income tax liabilities



Capital Employed I

in millions of euros	Dec. 31, 2017	% of CE	March 31, 2018	% of CE	Change as %	Change m€	
Property, plant and equipment	148.1	57.4 %	150.7	50.1 %	+1.7 %	+2.6	
Investment properties	17.9	6.9 %	17.9	5.9 %	+0.0 %	-0.0	Investements more than counterbalancing effect
Goodwill	25.8	10.0 %	66.0	22.0 %	+155 %	+40.2	of depreciation
Intangible assets	14.1	5.5 %	15.3	5.1 %	+8.8 %	+1.2	
Financial assets	6.8	2.6 %	10.8	3.6 %	+58.6 %	+4.0	
Non-current receivables from income tax refunds	0.0	0.0 %	0.0	0.0 %	-	+0.0	Acquisition of LASERLINE and Cheerz
Non-current financial assets	0.4	0.2 %	0.8	0.3 %	+112 %	+0.4	
Non-current other receivables and assets	0.6	0.2 %	0.1	0.0 %	-81.6 %	-0.5	IFRS 9 fair value measurement
Deferred tax assets	7.8	3.0 %	7.8	2.6 %	-0.1 %	-0.0	
Non-current assets	221.5	85.8 %	269.4	89.6 %	+21.6 %	+47.9	
Inventories	50.3	19.5 %	47.5	15.8 %	-5.6 %	-2.8	Seasonal decrease; compared to March 31,
+ Current trade receivables	84.5		39.6	13.2 %	-53.1 %	-44.9	2017 increase due to acquisitions
Operating gross working capital	134.9	52.2 %	87.2	29.0 %	-35.4 %	-47.7	
- Current trade payables	95.9	37.1 %	52.8	17.5 %	-45.0 %	-43.1	Seasonal decrease; compared to March 31,
Operating net working capital	39.0	15.1 %	34.4	11.4 %	-11.8 %	-4.6	2017 increase due to acquisitions
_				•		<u>. </u>	'

Only the substantial, significant differences to the previous year are illustrated.



Capital Employed II

in millions of euros	Dec. 31,	% of	March 31,	% of	Change	Change
	2017	CE	2018	CE	as %	m€
Assets held for sale	1.4	0.5 %	1.4	0.5 %	+0.1 %	+0.0
+ Current receivables from income tax refunds	1.5	0.6 %	6.3	2.1 %	+324 %	+4.8
+ Current financial assets	2.4	0.9 %	2.5	0.8 %	+6.5 %	+0.2
+ Other current receivables and assets	5.6	2.2 %	8.9	2.9 %	+57.4 %	+3.2
Other gross working capital	10.9	4.2 %	19.1	6.4 %	+75.1 %	+8.2
- Current tax liabilities	3.9	1.5 %	3.5	1.2 %	-10.0 %	-0.4
- Current other accruals	3.5	1.4 %	3.9	1.3 %	+10.1 %	+0.4
 Current financial liabilities 	1.3	0.5 %	3.7	1.2 %	+174 %	+2.3
- Current other liabilities	43.3	16.8 %	26.7	8.9 %	-38.5 %	-16.7
Other current liabilities	52.1	20.2 %	37.7	12.5 %	-27.6 %	-14.4
Other net working capital	-41.2	-15.9 %	-18.6	-6.2 %	+54.8 %	+22.6
Operating net working capital	39.0		34.4	11.4 %	-11.8 %	-4.6
Other net working capital	-41.2	-15.9 %	-18.6	-6.2 %	-54.8 %	+22.6
Net working capital	-2.1	-0.8 %	15.8	5.3 %	+837 %	+17.9
Non-current assets	221.5	85.8 %	269.4	89.6 %	+21.6 %	+47.9
+ Net working capital	-2.1	-0.8 %	15.8	5.3 %	+837 %	+17.9
+ Cash and cash equivalents	38.8	15.0 %	15.4	5.1 %	-60.3 %	-23.4
Capital employed	258.2	100.0 %	300.6	100.0 %	+16.5 %	+42.5

Capitalization of tax prepayments in quarterly reporting

Accrued expenses and VAT receivables

Purchase price liabilities related to acquisitions

Settlement of VAT payment as well as salary liabilities resulting from outstanding vacation and bonus payments

Only the substantial, significant differences to the previous year are illustrated.



Capital Invested

in millions of euros	Dec. 31, 2017	% of CI	March 31, 2018	% of CI	Change as %	Change m€
Equity	227.2	88.0 %	231.8	77.1 %	+2.0 %	+4.6
Non-current accruals for pensions	27.2	10.5 %	27.7	9.2 %	+1.9 %	+0.5
Non-current deferred tax liabilities	1.5	0.6 %	1.6	0.5 %	+3.5 %	+0.1
Non-current financial liabilities	0.1	0.1 %	0.1	0.0 %	+0.0 %	+0.0
Non-current other liabilities	0.5	0.2 %	0.8	0.3 %	+51.6 %	+0.3
Non-operating liabilities	29.4	11.4 %	30.2	10.0 %	+2.9 %	+0.8
Non-current interest-bearing financial liabilities	0.0	0.0 %	1.3	0.4 %	-	+1.3
+ Current interest-bearing financial liabilities	1.6	0.6 %	37.3	12.4 %	>1.000 %	+35.7
Gross financial liabilities	1.6	0.6 %	38.6	12.8 %	>1.000 %	+37.0
Capital invested	258.2	100.0 %	300.6	100.0 %	+16.5 %	+42.5

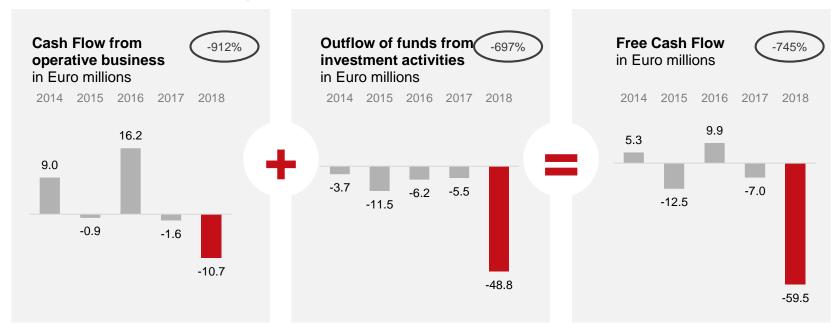
Positive comprehensive income Change in accounting due to IFRS 9 Owner-related equity Changes like sale of treasury shares and stock option plans

Financing of acquisitions

Only the substantial, significant differences to the previous year are illustrated.



Free Cash Flow Q1



- > Seasonal peak in Q4 2017 with an increase in VAT payable of EUR 8 million (partly due to tax rate change) shows consequences in Q1 2018: funds are passed on to the tax authorities
- The cash outflow from investing activities includes acquisition payments of € 30.7 million for Cheerz and € 6.7 million for Laserline



Free Cash Flow Q1

in millions of euros	Q1	Q1	Change	Change	
	2017	2018	as %	m€	Decrease in payments to suppliers
EBITDA	9.1	10.1	11.1%	1.0	A seriouse in payments to eapphers
+/- Non-cash factors	0.6	1.6	150%	0.9	
+ Decrease/-Increase in operating net working capital	2.9	6.5	125%	3.6	Change in VAT tax rate on photobo
+ Decrease/- Increase in other net working capital (excluding income tax items)	-11.2	-23.9	-113%	-12.7	Germany as of Jan 1, 2017
- Taxes paid	-3.0	-5.2	-73.0%	-2.2	Germany as or sair 1, 2017
+ Interest received	0.0	0.1	-638%	0.1	
= Cash flow from operative business	-1.6	-10.7	-590%	-9.2	Increased tax prepayments due to
- Outflows from investments in fixed assets	-5.4	-11.0	-103%	-5.6	income situation
- Outflows from purchases of consolidated interests / acquisitions	0.0	-37.4	-	-37.4	income situation
- Outflows from investments in financial assets	-0.3	-0.3	-31%	-0.1	
 Outflows from investments in non-current financial instruments 	0.1	-0.4	-	-0.6	_ , , , , , , , , , , , , , , , , , , ,
+ Inflows from the sale of property, plant and equipment and				,	E.g., purchase of buildings which w
intangible assets	0.1	0.4	410%	0.3	previously leased
= Cash flow from investing activities	-5.5	-48.8	-789%	-43.3	
		·			
= Free cash flow	-7.0	-59.5	-745%	-52.5	Outflows due to acquisitions
Only the substantial significant differences to the previous year are illustrated					

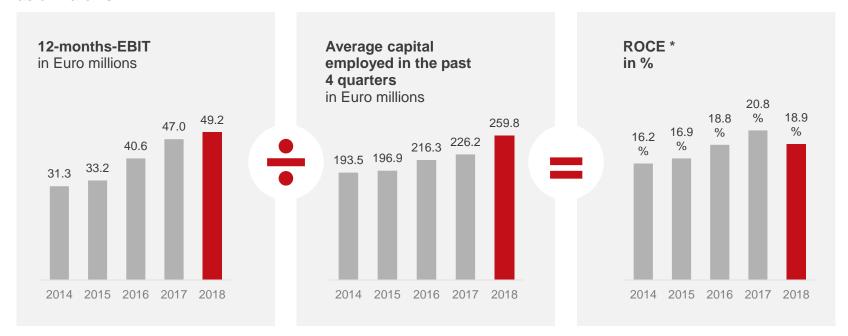
Only the substantial, significant differences to the previous year are illustrated.

Rounding differences might occur.

oooks in positive were



ROCE as of March 31



Acquisition of the Saxopark and recent acquisitions (Laserline, Cheerz) increase average capital employed, as a result ROCE drops to still strong 18.9%



^{*} Return On Capital Employed

^{* *} Weighted Average Cost of Capital Rounding differences might occur.

Agenda

- 1. Results
- 2. Financial Report (P&L-Details, Balance Sheet, Cash Flow, Return On Capital)
- 3. Outlook
- 4. Q&A



Outlook 2018

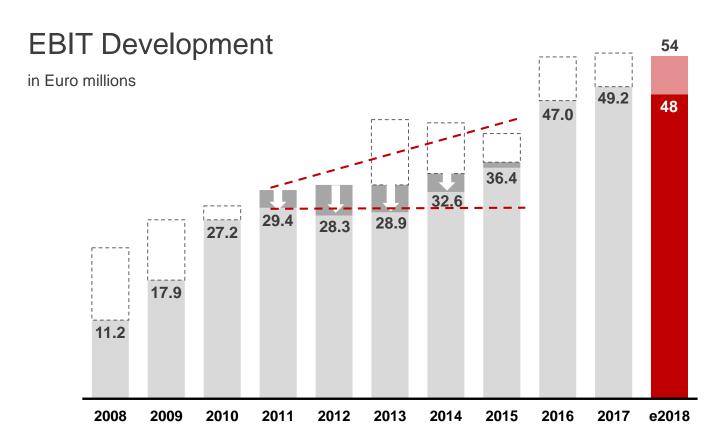
Targets		2017	Target 2018	Change
Photos total	billion photos	2.17	2.12 to 2.14	-3% to -2%
CEWE PHOTO BOOK	million photos	6.02	6.08 to 6.14	+1% to +2%
Investments*	Euro millions	44.6**	55	
Revenue	Euro millions	599.4	630 to 665	+5% to +11%
EBIT	Euro millions	49.2	48 to 54	-2% to +10%
EBT	Euro millions	48.9	47.5 to 53.5	-3% to +9%
Earnings after tax	Euro millions	33.6	33 to 37	-2% to +10%
Earnings per share	Euro millions	4.70	4.55 to 5.13	-3% to +9%



> Q1 confirms the annual targets for 2018

^{*} Operative investments without potential investments in expanding the business volume and, for example, corporate acquisitions and/or additional customer-base acquisitions

^{**} EUR 44.6 million in operational investments including building expansion in Oldenburg, plus acquisition of property "Saxopark" in Dresden (EUR 27.6 million)



> EBIT-target for 2018 expanded

= Commercial Online Print start-up costs



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Q&A-Session

Q1 2018 Analyst Conference Call May 14, 2018

